

Project Name: The Downtown Area of Jonestown, Texas.



Entry Statement – City of Jonestown, Texas.

Source: Professor Geoffrey Booth – Oct 3, 2014.

Project Video at:

<https://www.youtube.com/watch?v=XwWJ-J711KA&feature=youtu.be>

Project Overview

On October 3rd, 2014 the Lake Boys Team travelled to Jonestown, TX to conduct a Quadruple Net Value assessment of the town. The goal was to evaluate Jonestown along the lines of its Social/Cultural, Economic, Environmental and Sensory value as a place

and make recommendations to city leadership on how these aspects can be improved in accordance with Quadruple Net Value theory.

The team met at city hall and was guided through the major parks, restaurants and other features of Jonestown to make our assessment. The major features of interest were Jones Brothers Park, Veterans Park, one primary walking trail, and various eateries. At the end of the day city officials opened the floor for questions, and we were able to get plenty of information on which to form our conclusions.

The general consensus was that Jonestown could benefit from additions of pedestrian walkways and crosswalks in order to make it safely walk able, which will in turn improve the city's image as a walk able place and allow pedestrians easier access to businesses and parks. It could also benefit from more signage to advertise business and strengthen the local economy, as well as sustainable water programs and utilization of its abundant green space.

The Lake Boys would like to extend a heartfelt thanks to Mayor Deane Armstrong, Marilee Pfannstiel and Ron Wilde for their investment of time in introducing us to Jonestown, and for answering our many questions. We would also like to thank Professor Dennis Jerke for his insight on Quadruple Net Value which made this project possible.

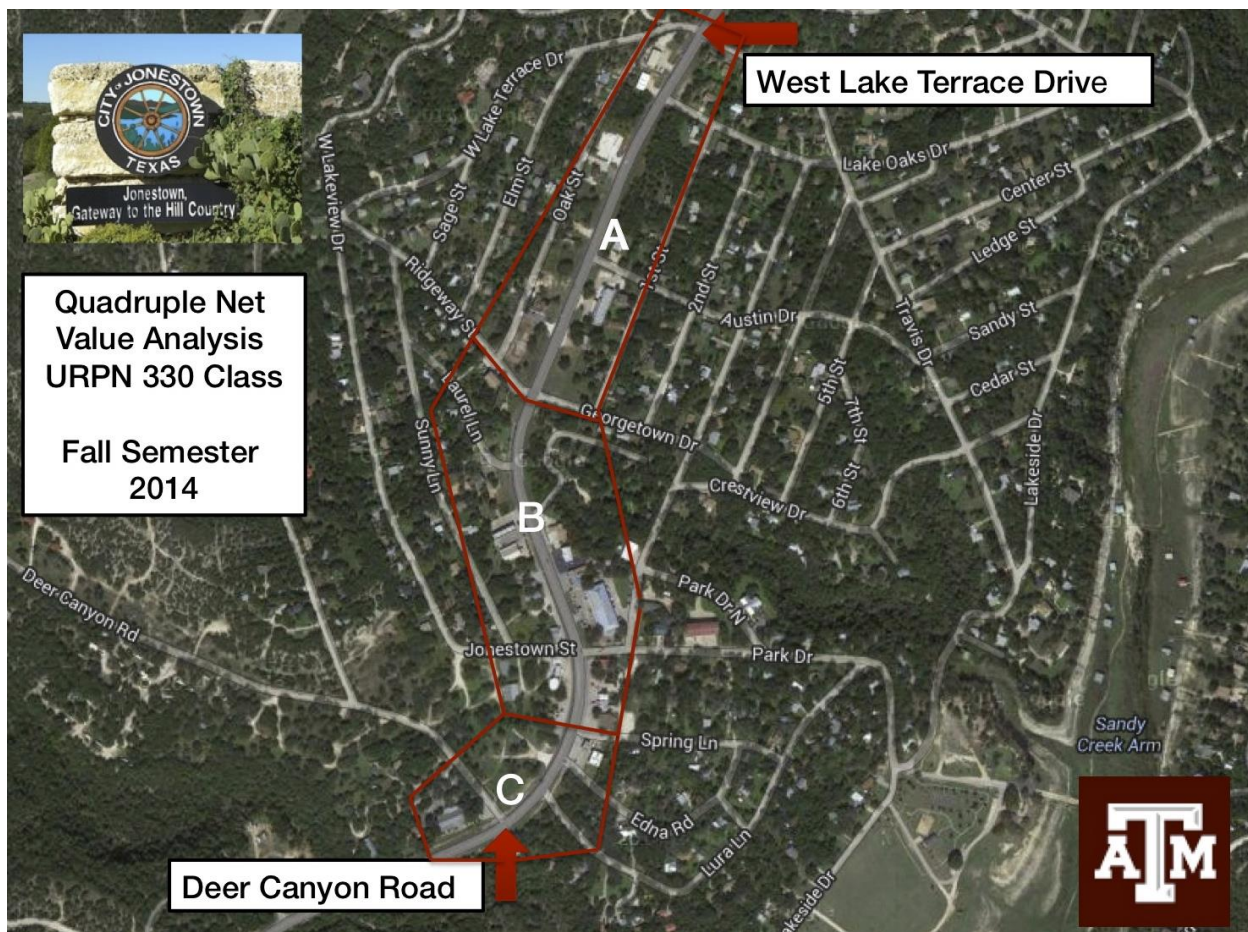
Methodology

The research framework applied in this report was developed by College of Architecture at Texas A&M University "Outstanding Alumni", Professor Dennis Jerke in the textbook that formed the basis of this course:

Jerke, D., Porter, D. R., & Lassar, T. J. (2008). *Urban design and the bottom line:*

Optimizing the return on perception. Washington, DC: ULI - The Urban Land Institute.

The Study Area (FM 1431, West Lake Terrace Drive to Deer Canyon Road)



The study area: all properties fronting FM 1431 from West Lake Terrace Drive to Deer Canyon Road in the City of Jonestown, Texas.

Source: Professor Geoffrey Booth – Lecture 12.0 URPN 330 Oct 9, 2014.

Consolidated Assessment of the Project's Quadruple Net Value

I. SOCIAL/CULTURAL CRITERIA AND METRICS

(Team members: Daniel GUERRA and Scott McIntyre)

A. Safety and Security

- a. Security staff in addition to local police

Research (including source):

There was no additional security staff in addition to local police from what we were able to find.

Analysis:

The police station is located between Jones Brother's Park and FM 1431 but there is no other security staff available.

Conclusions:

I do not believe that there are any additional security staff necessary for Jonestown as the city is fairly small.

- b. Crime reduction in the area (ten minute walk from project)

Research (including source):

According to CityData.com, from 2008 to 2012, Jonestown has experienced a drop in its crime rate from 307.4 to 224.9. There were 2 robberies, 5 assaults, 18 burglaries, and 33 thefts in 2012. In 2008, there were 2 robberies, 9 assaults, 30 burglaries, 62 thefts, and 4 auto thefts. The crime rate in 2007 was even worse than 2008 at a rate of 618.3.

Analysis:

I there is much less crime taking place in Jonestown. From 2011 to 2012, it has been below the national average of 294.2.

Conclusions:

I believe that this has a lot to do with the fall of the economy in 2008 and the lack of activity on Lake Travis. When the lake is full, people, especially college students, are known for partying in Jonestown. With no lake to party on, there is less crime happening.

- c. Additional lighting in public areas

Research (including source):

On the class visit, we noticed that there are only 15 LED lights along FM 1431. (In- person walk down FM 1431)

Analysis:

There is little lighting to accommodate pedestrians, the only purpose the lights serve are for the cars in the street.

Conclusions:

There must be pedestrian lighting that will encourage walkability in Jonestown. This will in turn attract development and make the city a place for people to interact with each other and feel safe at night in.

- d. Security systems added for the project

Research (including source):

None

Analysis:

None

Conclusions:

There were no additional security systems in place that we could find, and I do not believe that there are any additional ones that are needed as the city is relatively small and peaceful.

- e. Additional security items to be measured

Research (including source):

None

Analysis:

None.

Conclusions:

There were no additional security systems in place that we could measure, and I do not believe that any additional ones are required.

B. Public Access/Connectivity

- a. Public access to project

Research (including source):

Public Access to Jonestown is based on a vehicular transportation and connectivity along the main road FM-1431 Source (Marilee Pfannstiel)

Analysis:

Just about everywhere you go is based on driving due to the city not being very pedestrian friendly. Also FM-1431 is not a safe road to drive across due to heavy incoming traffic at high speeds.

Conclusions:

In conclusion the city should try their best to have a stoplight put up to help with the dangerous traffic off of FM-1431

- b. Public transit connections

Research (including source):

Capital Metro (Park & Ride)

Analysis:

The Capital Metro park and ride is a great idea for the city of Jonestown. It connects the City of Jonestown to the big city of Austin, Texas. It helps provide transportation coming or going from either end and anywhere in between.

Conclusions:

I think this is a great asset for the City of Jonestown to possibly help bring in visitation and also attract people looking to escape the big city living while still making it easy to commute to work every day.

- c. Number of trail connections

Research (including source):

One unnamed trail- Source (Marilee Pfannstiel)

Analysis:

The no name trail connects Jones Brothers Park to downtown.

Conclusions:

This trail is great for the community. It allows people to walk from the neighborhoods to the park/lake. With a little bit more work this could be a great visitation spot.

d. Number of bicycle lanes in streets

Research (including source):

No bicycle lanes in the street

Analysis:

From visiting the city and asking Marilee nothing is in place for bicycle lanes but has great potential.

Conclusions:

With the town being in the hill country with beautiful sights along the lake this could be a hot spot of road bikers to train and possibly even host an event.

e. Number of bicycle facilities

Research (including source):

No bicycle facilities

Analysis:

There is not quite a demand for the bicycle facility at this moment

Conclusions:

Maybe with an installation of bicycle lanes and demand will grow in the community for a local bicycle shop.

f. Pedestrian trails and walks

Research (including source):

One unnamed trail and lots of untamed forests to hike around

Analysis:

This is a key asset for the city. Connecting the park/lake to the neighborhoods could help bring in more people to the city. Having a fun and enjoyable city is very beneficial and most other places don't have the opportunity for that. This gives the people in the surrounding bigger cities a place to escape.

Conclusions:

Adding more trails will bring more notoriety to the city and could bring in more events.

g. Streetscape – seating/lighting/landscaping/walks

Research (including source):

There is no streetscape along FM-1431 but there is a little bit throughout the town.

Analysis:

Directly on FM-1431 adding more lighting will be safer for pedestrians walking along the road also for drivers causing a safer environment. Adding a sidewalk to both sides on will help connect the downtown to restaurants and stores making it friendlier for people to get around. Adding landscaping will make the city look more beautiful and inviting.

Conclusions:

Although they do have a little bit of this throughout the town in the parks and along the trail. The first thing people will see when driving into town will be the downtown area. Making that area more appealing and complete will help the community grow.

C. Health

- a. Length of trails and walks for walking and running

Research (including source):

No name trail was about half a mile long and Jones Brothers Park is a huge 32 acre park. Source- (Personal experience and City of Jonestown website)

Analysis:

On my visit to Jonestown we got to walk the trail from downtown behind city hall to Jones Brothers Park and was a nice easy walk and could also easily run the trail. Once at Jones Brothers Park we walked a small portion of the park but could very easily but used as a place for exercise.

Conclusions:

I think the trial and park is a great place to use for exercise. Whether it be walking or running on the trail and in the park or you can even use the park to play any sort of sport you desire with all the wide-open space.

- b. Area of public parks and exercise areas

Research (including source):

Jones Brother Park, Firemen's Park, Veterans Park, No name trial- Source (Marilee Pfannstiel, City of Jonestown Website)

Analysis:

All three parks are great for community gatherings and can help bring the town together. Jones Brother Park has a public boat ramp for lake access along with picnic tables for cookouts and to host public events. Firemen's Park is another great park to have community gatherings. Veterans Park is to honor the brave men and women who have served for our country. The no name trail connects Jones Brothers Park to downtown

Conclusions:

Jonestown has a lot of great open public land to gather for a picnic, large company event, play a game of football with some friends, city hosting events, or even to just get some quite time for yourself.

- c. Number of health education/events

Research (including source):

None

Analysis:

None

Conclusions:

I think this is an important factor in daily life and they should come up with some events.

d. Number of pet related events

Research (including source):

Jones Brothers Park, Fireman's Park, Veterans Park- Source-City of Jonestown website

Analysis:

All of the parks are pet friendly. They don't have any pet specific events.

Conclusions:

With all the parks being pet friends the city should put together a dog parade that way it will entail community involvement.

e. Number of dog parks

Research (including source):

Jones Brothers Park, Fireman's Park, Veterans Park

Analysis:

There are not any dog only parks but all of the parks are pet friendly

Conclusions:

Jones Brothers Park is the best location to take your dog from my point of view. Very wide open space for them to run around and play fetch.

f. Air quality improvements (area of landscaped areas, number of new trees, number and caliper of preserved trees, electric car stations, alternative modes of transportation)

Research (including source):

None

Analysis:

None

Conclusions:

These are important factors that help create a town and adding streetscape along FM-1431 will be very beneficial.

D. Education

a. Number of educational programs created to promote environmental, historical and cultural education for project users and neighbors

Research (including source):

Swift Fest and Firewise Communities- Source- City of Jonestown website

Analysis:

Chimney Swifts are celebrated each year by the member of Jonestown. They provide entertainment to the community and help keep the bug population down. This event is sponsored each year by the city and U.S. Fish & Wildlife Service. Firewise encourages local solutions to wildlife fire safety by involving the whole city.

Conclusions:

These are both great stepping-stones to building a safe and healthy city to live in. Building on top of these could help the place go above and beyond.

- b. Signage, exhibits, points of interest that communicate the educational aspects of the project

Research (including source):

No signage throughout the town

Analysis:

When driving throughout the town you don't notice any signs for the parks or trails. The trail doesn't even have an official name.

Conclusions:

Adding signage along FM-1431 will be helpful for drivers passing through to see that there are several nice parks and a trail in the town.

- c. Level of coordination with schools and other educational institutions to educate the public about the project

Research (including source):

None

Analysis:

None

Conclusions:

The city does not have their own public school system so they must travel to another city. However they do need to coordinate with those schools about potential projects in the future to maybe receive volunteer help.

E. Public Visitation/Involvement

- a. Number/area of public use areas in the project

Research (including source):

Jones Brothers Park- Source- City of Jonestown website, Marilee

Analysis:

The park is the biggest visitation area in the city. It has a public boat ramp for the lake, hosts events like Walmart fishing tournament, chili cook-off, Cajun cook-off, and also the Lakeside Challenge 5k run.

Conclusions:

This is a perfect area to host all different types of events. The city just needs to keep doing a great job of maintaining the park and promoting the park for open events.

b. Programmed events that include the public

Research (including source):

All events are opened to the public

Analysis:

The people of Jonestown are very welcoming and inviting to everything that goes on.

Conclusions:

I think they just need to continue what they are doing by keeping everything open and results will show from a peaceful community.

c. Number of organizations that will be involved in public activities

Research (including source):

Jones Brothers Park- Source- City of Jonestown website, Marilee

Analysis:

Walmart sponsors the fishing tournament, and City of Jonestown and the U.S Fish and Wildlife Service sponsor the annual events.

Conclusions:

The city should get more companies and organizations to sponsor the annual events so that more people are involved and so that the community can come closer together, possibly drawing in additional visitors to the city.

d. Projected annual public visitation

Research (including source):

Tax Rate at 2.4% for total property tax income of 4.38 Million, 70k annually for boat launching fees, Hotel and lodging generates 30k per year, and Currently 5.4% of homes are unoccupied (campus visit from Jonestown officials)

Analysis:

The city depends too much on the boat launching revenue and needs to adopt more ways of collecting revenue.

Conclusions:

The city should attract more commercial and retail businesses in order to have a more reliable tax income. The boat launching is undependable, home taxes can be arguably too high. The city needs a diverse source of revenue.

F. Residential Proximity

a. Number of residential units within the project

Research (including source):

1,113 units in the town- Source-Google Maps

Analysis:

There is a wide variety

Conclusions:

The city needs to preserve much of its large and valuable pieces of land so that it can plan and zone for the best possible tax income and development.

- b. Number of residential units within a 5 minute walk (.25 miles) from project
Research (including source):

There are about 150 homes within a 5-minute walking distance (google maps)

Analysis:

These are the homes that are sitting near areas that can and possibly will be developed into commercial and retail areas.

Conclusions:

There needs to be a more dense and diverse downtown area to increase social interaction and create a demand for retailers.

- c. Number of residential units within a 10 minutes walk (.5 miles) from project
Research (including source):

There are about 250 homes within a 10-minute walking distance.

Analysis:

These homes make up the majority of the town or at least make up the downtown area.

Conclusions:

In order to prevent sprawl, the city must zone for more dense residential areas.

- d. Number of facilities that support residential quality of life (dog parks, parks, trail systems, neighborhood retail within 5 minute walk, schools, churches, transportation access points, dark skies initiative, neighborhood events)

Research (including source):

1 trail, 3 parks, 2 churches, 1 park and ride. (google maps)

Analysis:

The city needs more parks and trails for citizens to enjoy.

Conclusions:

As the city creates these cheap and natural areas, people will be more attracted to the natural areas that Jonestown has to offer. This is the city's strength as much of it is still undeveloped.

G. Public Art

- a. Number of permanent art sites within the project

Research (including source):

There were two main permanent art sites with the project: "Coming Home" in Veterans' Park, and Iron Waves. (Found during actually visit to Jonestown)

Analysis:

Jonestown has a good starting point for incorporating art into the culture image of the city.

Conclusions:

Jonestown should incorporate more art into its landscape in order to make it more appealing to people driving by. Art in public spaces will make open areas more friendly to people and will create places of gathering.

b. Number of areas that incorporate rotating art exhibits

Research (including source):

None

Analysis:

None

Conclusions:

Rotating art would be especially beneficial to the city, as it would catch people's attention from the road and possibly even make them want to slow down.

c. Number of tours associated with art exhibits

Research (including source):

People are allowed to visit Iron Waves, but there are no formal tours available. (<http://ironwaves.com/>)

Analysis:

Iron Waves is a company that makes custom metal artwork. The shop is a one-room shop where people can see the entire process of making the metal art.

Conclusions:

Jonestown should first incorporate more art in the public areas of the city in order to provide art tours. The city can partner with Iron Works to place more metal sculptures throughout the city to make this possible.

d. Educational activities/facilities associated with art

Research (including source):

None

Analysis:

None

Conclusions:

The city can possibly hold annual art exhibits and events, even if they are tailored towards children. This would increase interaction between the citizens and develop Jonestown's identity as an art friendly city.

e. Local art organizations involved in the project

Research (including source):

None

Analysis:

None

Conclusions:

Iron Waves and the city can partner up to make art projects and activities a reality.

H. History

- a. Number of historical exhibits and sites in the project

Research (including source):

Veterans' Park was the only historical exhibit in Jonestown. (In person visit to site)

Analysis:

Veterans' Park is a park dedicated to the men and women who have served their country in every American war. There is a bronze statue of a soldier waiting at a bus stop and is titled "Coming Home."

Conclusions:

This historical site is an excellent place for people to gather and embrace the history and culture of the city. More sites like this should be located within the study area, and more signs should be posted so that visitors know where they are.

- b. Number of tours associated with site, local or regional history

Research (including source):

None

Analysis:

None

Conclusions:

The city should develop more historical sites before it decides to offer an tours.

- c. Educational activities/facilities that celebrate history

Research (including source):

None

Analysis:

None

Conclusions:

Public holidays can serve as designated days for community gatherings to increase social interaction for the city. Students can take a day off from school or take a field trip to the park to celebrate the history of the city. For example, schools in San Antonio are off during Fiesta, the annual celebration of Texas' Independence from Mexico.

- d. Local historical organizations involved in the project

Research (including source):

None

Analysis:

None

Conclusions:

None

I. Pedestrian Comfort

- a. Area of streetscape with landscape, shade/sun (depending on the season), tree cover, seating areas, bicycle parking, lighting

Research (including source):

There is shade, landscape, tree cover, seating areas, and lighting only in Jones Park. (In-person visit to Jonestown)

Analysis:

Jones Park is the only area that provides pedestrian comfort, and the rest of the city is in need of such features.

Conclusions:

The city is in dire need for landscaping, shade/sun, tree cover, seating areas, bicycle parking, and pedestrian lighting along the main study area. The city should add tree and other vegetation between added sidewalks and the FM 1431. Shaded areas and sidewalks need to be placed along the road so that pedestrians can connect to the different locations in Jonestown. Bicycle parking will encourage alternative means of transportation, and seating areas will give people a place to eat, rest, and talk to each other.

- b. Disability compliance

Research (including source):

All of the commercial buildings are ADA compliant. (In- person visit to Jonestown)

Analysis:

Though the commercial buildings are ADA compliant, there are no sidewalks for disabled people to travel on.

Conclusions:

Sidewalks are crucial for the safety and connectivity of disabled citizens/visitors. People are almost required to drive everywhere. The city should adopt ADA compliant sidewalks that make the study area walkable and accessible to disabled people.

- c. Alternative transportation facilities

Research (including source):

“Capital Metro provides limited bus service on a feeder route connecting Jonestown westward to Lago Vista and east to the 620 Park & Ride where you can transfer to routes into Austin” -jonestown.org. One official trail (not named currently) connects Jones Brother’s Park to “downtown. (In- person visit to Jonestown).

Analysis:

Capital Metro provides the only public form of transportation. The unnamed trail is also hard to find if you are driving through the towns as there are no signs indicating where the trail is located.

Conclusions:

The city should include bike lanes and trails to make it an even more attractive place for bike riders. The city has the perfect terrain for bike riding and should take advantage of this by incorporating bike lanes and trails. There is no current need for a public bus system as the city is still relatively small and growing.

II. ECONOMIC VALUE

(Team members: William BISHOP and Austin HOFF)

A. Property Values

a. Taxable value of the property before and after development

Research (including source):

Jonestown has a property tax rate of \$00.575 per \$100 yielding a total tax income of \$2,129,075.00. This information was found from the city of Jonestown adopted budget, which can be found, online

Austin, R. (2014, September 26). City of Jonestown 2014/2015 Adopted Budget. Retrieved November 25, 2014, from http://www.jonestown.org/vertical/Sites/{98C21F63-2E84-4B40-8ABA-9BA38620A6EC}/uploads/Adopted_2014-2015_Budget.pdf

Analysis:

The city has an appropriate tax rate that results in a sustaining tax base. The notion of lowering tax rate is somewhat inappropriate as the state average is 2.57% according to an article in the NY times

State-by-State Property-Tax Rates. (2007, April 10). Retrieved November 28, 2014, from http://www.nytimes.com/2007/04/10/business/11leonhardt-avgproptaxrates.html?_r=0

Conclusions:

We recommend that the city maintain its current tax rate as it is sustaining them and it is projected that more houses will be built thus increasing total tax revenue.

b. Taxable value of adjacent properties before and after development

Research (including source):

Currently the total taxable value of Jonestown is \$2,119,108 according to Jonestown.org.

Austin, R. (2014, September 26). City of Jonestown 2014/2015 Adopted Budget. Retrieved November 25, 2014, from http://www.jonestown.org/vertical/Sites/{98C21F63-2E84-4B40-8ABA-9BA38620A6EC}/uploads/Adopted_2014-2015_Budget.pdf

Analysis:

Since we have not determined the projects site we cannot say which properties will neighbor it and therefore cannot asses tax value.

Conclusions:

We recommend the city evaluate which proposals will have the highest impact on the project's neighboring properties and the effect on their taxable value.

c. Taxable value of property within five minute walk before and after development stages

Research (including source):

We found that the average person (Austin Hoff) walks 1/4 mile in 5 minutes. By printing a map of the city and mapping a 1/4 mile area from each side of the corridor we found that 85% of the homes were within a five-minute walk. We found that the total taxable value of Jonestown was \$2,119,108 according to Jonestown.org.

Austin, R. (2014, September 26). City of Jonestown 2014/2015 Adopted Budget. Retrieved November 25, 2014, from http://www.jonestown.org/vertical/Sites/{98C21F63-2E84-4B40-8ABA-9BA38620A6EC}/uploads/Adopted_2014-2015_Budget.pdf

Analysis:

To find the taxable value of our study region we multiplied the total value by .85 resulting in a tax value of \$1,801,242.

Conclusions:

Since there was no master plan given we cannot asses a post project tax value.

B. Revenues

a. Tourism \$ generated on an annual basis by the project

Research (including source):

According to Marilee Pfanstiel the city currently generates zero revenue however she did say that when the lake is full they produce an income up to \$70,000 annually in the form of boat launching fees.

Jonestown Field Trip [Personal interview]. (2014, 10).

Analysis:

This income is completely dependent on the lake but the city does generate a large income when the lake is full provided through natural means.

Conclusions:

By adding a music pavilion the city would have the potential to host events that they could potentially sell tickets to while still providing a service to the community.

b. Occupancy rates, sales and rents before and after development

Research (including source):

Currently 5.4% of homes are unoccupied. The city charges a 7% hotel tax yielding \$30,000 per year.

Finance Department. (2014, November 20). Retrieved December 1, 2014, from http://www.jonestown.org/index.asp?SEC=53A871AD-8A7D-4C03-A51C-2D3BE91E6952&Type=B_BASIC

Analysis:

The national rate for occupancy is 63.8% so the city is doing outstanding in that regard. It is also important to remember that according to Marilee.

State-by-State Property-Tax Rates. (2007, April 10). Retrieved November 28, 2014, from http://www.nytimes.com/2007/04/10/business/11leonhardt-avgproptaxrates.html?_r=0

Conclusions:

No action should be taken by the city in this regard.

c. Occupancy rates, sales and rents of adjacent properties before and after development

Research (including source):

Currently the city's sales taxes rate is at 1% and the total property tax rate is at .575/\$100 according to jonestown.org.

Austin, R. (2014, September 26). City of Jonestown 2014/2015 Adopted Budget. Retrieved November 25, 2014, from http://www.jonestown.org/vertical/Sites/{98C21F63-2E84-4B40-8ABA-9BA38620A6EC}/uploads/Adopted_2014-2015_Budget.pdf

Analysis:

Since there is no master plan we cannot determine the rates and rents post project implementation.

Conclusions:

We would expect rents of neighboring properties to increase. This is something the city should evaluate before their final project approval.

d. Occupancy rates, sales and rents of property within 5 minute walk before and after development

Research (including source):

We found that the average person (Austin Hoff) walks 1/4 mile in 5 minutes. By printing a map of the city and mapping a 1/4 mile area from each side of the corridor we found that 85% of the homes were within a five-minute walk.

Analysis:

With such a large portion of the city being within close proximity to the proposed development site we can determine that the redevelopment project will be easily accessed by the community.

Conclusions:

We recommend that the development site be both walking and bicycle accessible to the community.

C. Conceptualization and Design Value

a. Fees for planning and conceptual design

Research (including source):

According to Marilee Pfanstiel the city currently has spent no money on any form of a master plan or anything of that sort.

Jonestown Field Trip [Personal interview]. (2014, 10).

Analysis:

Texas A&M students are currently preparing research that should lead to more of an idea to direct the city. There is also another Texas A&M class that is preparing a wastewater treatment plan.

Conclusions:

It is our recommendation that once the city has these two plans they contact a company that specializes in planning and develops a strategy to best capitalize on their potential for growth.

b. Fees for design of the project

Research (including source):

Since there is currently no clear plan there have been no funds spent on any form of conceptualization.

Jonestown Field Trip [Personal interview]. (2014, 10).

Analysis:

Once the master plan is created the city can focus on various projects and their associated costs.

Conclusions:

We recommend that the city first focuses on a master plan then breaking that down to individual projects that require sub planning then prioritize those projects and generate a timeline.

c. Economic impact using the multiplier for planning and design impact

Research (including source):

Since there is no master plan there isn't a multiplier because the impact can only be determined once a design is created.

Analysis:

Once the master plan is created we can assess the economic impact using the multiplier.

Conclusions:

We recommend that the city thoroughly investigate the impact of the various projects they will have to complete as part of the master plan we previously encouraged.

D. Construction Value

a. Number of jobs created during construction

Research (including source):

Since there is no master plan there is no way to determine the number of jobs created during construction. This can only be determined once a design plan is in place.

Analysis:

Once the master plan is created we can assess the number of jobs created however since there is no such plan we cannot assess how many jobs could be created.

Conclusions:

We recommend that the city thoroughly investigate the impact of the various projects in regards to employment. These employment numbers should be included with the different contractors proposals submitted to the city.

b. Total construction value

Research (including source):

The value of construction is dependent on the project design submitted and approved by the city.

Analysis:

Without the proposals we are unable to determine the value of construction.

Conclusions:

We recommend that the city of Jonestown use neighboring communities as concepts to gauge the construction value in their design plan.

c. Economic impact using the multiplier for construction impact

Research (including source):

We were unable to determine the economic impact using the multiplier because project proposals have not been submitted or approved.

Jonestown Field Trip [Personal interview]. (2014, 10).

Analysis:

Once a design plan is approved the city can forecast the projects impact on the community and the surrounding developments.

Conclusions:

We recommend allowing and evaluating a number of bids from different contractors. This will allow the city to maximize the projects budget and thus the total economic impact.

E. Operations and Management Value

a. Number of jobs created to operate and maintain the project on an annual basis

Research (including source):

Since there is no master plan we are not able to accurately calculate the number of jobs needed to operate and maintain the project on an annual basis.

Analysis:

If there was a master plan in place we could better assess however since there is not we cannot speculate on potential projects.

Conclusions:

We would recommend that whatever the project is that it is able to be operated by current employees of the city for financial reasons.

b. Annual budget to maintain of the project

Research (including source):

After talking with Ronald Wilde, the city has a limited budget that they could use annually.

Jonestown Field Trip [Personal interview]. (2014, 10).

Analysis:

This means that the city of Jonestown would have to reach out to either the surrounding cities or TXDOT to be able to finance any large-scale redevelopment project passing through that mile stretch corridor.

Conclusions:

We suggest the city of Jonestown reach out to their own community of residents to maintain the area after the project is completed.

F. Real Estate Transactions/Investment Adjacent to the Project

a. Number of annual real estate transactions within a 5 minute walk before and after the project

Research (including source):

We found that the average person (Austin Hoff) walks $\frac{1}{4}$ mile in 5 minutes. By printing a map of the city and mapping a $\frac{1}{4}$ mile area from each side of the corridor we found that 85% of the homes were within a five-minute walk. We also found that by watching real estate websites that four homes have been sold in the last month.

Analysis:

We then multiplied the current total number of homes for sale by .85 and found that within a five-minute walk there are 31 homes for sale. This means that average transactions within the five-minute walk total 41 annually.

Conclusions:

We cannot determine the change in amount of transactions until a master plan is set. The housing market in Jonestown has declined as a result of Lake Travis's low levels of water. We would expect the market to regain its strength as the lake fills.

b. Investment by adjacent properties to enhance their image and property values

Research (including source):

The proprietor of Rolling Thunder has made investments to beautify his section of 1431 however he is alone in this investment trend.

Jonestown Field Trip [Personal interview]. (2014, 10).

Analysis:

Giving better tax incentives to the businesses along the 1431 corridor will allow them to invest in street beautification projects of their own increasing the property value

Conclusions:

In addition to the tax incentives the city should invest in a water treatment plant that would attract new businesses looking to expand or move into the developing area near Lake Travis

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III. ENVIRONMENTAL VALUE

(Team members: Alex HERNANDEZ and Sean STEWART)

A. Green Space/Plant Material

- a. % of project area dedicated to green space

Research (including source):

Using an aerial photograph of Jonestown and the website, <http://www.sketchandcalc.com/>, we were able to provide a rough estimate of how much of the study area consists of green space.

Analysis:

Jonestown is interesting because technically, there is no area actually devoted to green space yet a large percentage of the study area consists of vegetation. A rough estimate suggests that approximately 60% of this study area actually consists of green space, but is highly under-utilized.

Conclusions:

Jonestown has a huge advantage that many suburban cities do not have, further using green space to their advantage could allow a more comfortable environment that would complement city growth and bring a unique setting for the Austin area.

- b. Urban heat island effect of additional green space

Research (including source):

According to the EPA website “Surfaces that were once permeable and moist become impermeable and dry. These changes cause urban regions to become warmer than their rural surroundings, forming an "island" of higher temperatures in the landscape.” Therefore all the building that are located in our study area as well the FM 1431 are impermeable areas that cause the city of Jonestown to be warmer than what it should be.

Analysis:

If the city of Jonestown adds more green spaces or vegetation that will help to fight back against the urban heat island.

Conclusions:

There are many ways that you can fight the urban heat island effect, but probably the most effective will be implementing green roofs. And that will

make the heat waves bounce back and make them go back into the atmosphere.

- c. Number and types of plant material used in the project

Research (including source):

The city of Jonestown need types of plants that will survive in the Texas heat, with little or no water at all.

<http://www.weekendgardener.net/garden-plants/high-heat-flowers-080908.htm> is the website where you can look and find types of plants will work great in the city of Jonestown.

Analysis:

The city of Jonestown does not need to settle for a caucus as the only plant that they can have in their city. There are many more plants can survive in the city of Jonestown and still look pretty.

Conclusions:

Jonestown can be a city of flowers but also that will help with the urban island heat effect.

- d. Impact of plant material on air quality (carbon footprint resulting from plant material)

Research (including source):

Using our experience from our visit to Jonestown, the city has an uncommon paradox.

Analysis:

The street front is polluted with carbon emissions and other inorganic materials due to vast amounts of motor traffic that passes through the city and large trucks that use 1431 as a route to transport materials from the nearby rock quarry or other forms of heavy cargo. While the street front contains low air quality, just behind the street front consists of local greenery that protects the area's air quality.

Conclusions:

A better way to the street front air quality would be to include more vegetation near the street to act as a sort of shield for pedestrians or median with vegetation dividing 1431, which can act as another barrier and possibly slow down traffic which could also reduce carbon emissions.

- e. Xeriscape/low water usage plant material program

Research (including source):

There are no current xeriscape projects in Jonestown.

Analysis:

Here again is an example of something that Jonestown is not utilizing to their advantage. By planning and designing green space to be more pleasing to the eye could be a good way to market the city to visitors.

Conclusions:

In future plans for city development, Jonestown should look more into xeriscaping projects that can further market the city and bring a more

pleasant environment for the senses. Much like how theme parks use vegetation to create a relaxing atmosphere, cities now are starting to make efforts to do the same.

B. Environmental Certifications

a. LEED certification of the project

Research (including source):

After talking to the representatives of Jonestown on our visit to their city on October 3, they identified that their town had no LEED certified buildings at that moment. But however they are looking forward that in the future they will build some buildings that will be LEED certified.

Analysis:

With the addition of LEED certified buildings the City of Jonestown will benefit tremendously. For the reason that they will be a step closer to been a sustainable city.

Conclusions:

Another route that Jonestown could choose is constructing their building to LEED certified standards without having to get the LEED certification plaque. For the reason that there are a lot of expensive fees to get your building LEED certified and that is money that the city of Jonestown does not have at this moment.

b. Sustainable Sites Initiative (SSI) certification

Research (including source):

On our field trip to the City of Jonestown and talking with the representatives of their city, we were told that the city does not have a Sustainable Sites Initiative Certification.

Analysis:

Starting a Sustainable Sites Initiative in the city of Jonestown will be a great idea for the reason that this can be small projects that community take part of and learn how to be more sustainable.

Conclusions:

This can be an easy and fun way to get the community of Jonestown out and become more suitable.

c. Conservation organization certifications

Research (including source):

Swift Fest is hosted in the city of Jonestown every year to celebrate the Chimney Swifts a local bird that can be found in the city of Jonestown. Also the Balcones National Wildlife Refuge is located down the road of Jonestown according to the Jonestown and the Balcones National Wildlife Refuge website as well from the representatives of Jonestown.

Analysis:

The city of Jonestown is doing a great thing by hosting the Swift fest each year to teach their residents about the beautiful birds that live in their city. As well with the Balcones National Wildlife Refuge and the Swift Festival people of that area are raising awareness for danger species.

Conclusions:

The city of Jonestown is doing a great job on the part of the conservation organizations. With the help of Swift Fest and the Balcones National Wildlife Refuge the city of Jonestown have a great effort put their conservation organizations out there for their people learned about them.

d. Smart growth recognition or certification

Research (including source):

After talking to representatives of the City of Jonestown and looking at their website, the city of Jonestown does not have a Smart growth recognition or certification.

Analysis:

No information available at this moment.

Conclusions:

The City of Jonestown should do a big push to achieve smart growth recognition.

C. Air Quality Impact

a. Total carbon footprint of the project (before and after)

Research (including source):

From visiting Jonestown, one can estimate as to how much of a carbon footprint Jonestown has in the environment. According to reports from the Texas Transportation Institute, IH-35 is ranked the second most used roadway in the Austin area and the most used by large trucks, which can prove detrimental to 1431 and Jonestown.

Analysis:

While IH-35 may not travel through Jonestown, 1431 which is a major cross section for IH-35 does. This means that a lot of traffic will likely come through 1431 and Jonestown, not to mention another major cross-section is HWY 183 which also produces a lot of traffic. As further developments in Jonestown progress, more construction efforts will cause Jonestown's carbon footprint to grow.

Conclusions:

It is important for Jonestown to consider more sustainable construction practices if they want to keep their carbon footprint at a minimum level. Offering incentives for Sustainable Sites Initiatives (SSI) or LEED certifications can help improve sustainable practices.

b. Heat island impact of the project (before and after)

Research (including source):

According to the EPA website “Surfaces that were once permeable and moist become impermeable and dry. These changes cause urban regions to become warmer than their rural surroundings, forming an "island" of higher temperatures in the landscape.” But if the city of Jonestown adds more vegetation and green space to the study area and the city they will have a lower heat island effect.

Analysis:

With the help of green material that heat island impact will be less and the residents of Jonestown will use less energy to heat and cool their homes.

Conclusions:

The only way to fight back the heat island impact is with adding more green spaces and vegetation.

c. Air quality construction practices implemented on the project

Research (including source):

Not much construction has yet entered the study area in Jonestown. However, due to the major growth spurts in the Austin area, it is highly likely that Jonestown will see urban growth in the future.

Analysis:

Other than residential construction sites, there is virtually no construction happening in the Jonestown study area other than fixing the occasional pothole. While construction air quality may not directly affect the residents of Jonestown or visitors now, it is important to realize what air quality can occur during future progression as Jonestown begins to see more business and the study area becomes more widely used.

Conclusions:

Jonestown has the unique opportunity to be able to plan their future construction plans, which can allow them to control the air quality for the area. Having disorganized construction practices can deter visitors and business whereas a well-planned advancement can cause future construction advancements to cause minimal problems when the area already has become more inhabited.

d. Alternative sources of transportation incorporated on the project

Research (including source):

After our visit to the city Jonestown and talking to the people of Jonestown we were informed that there is only one bus that runs into Austin the morning and comes back into town in the afternoon.

Analysis:

For a small town like Jonestown alternative transportation should be use more often for the reason that everything is close each other.

Conclusions:

The city of Jonestown should add more bike road for people can feel safe while the ride their bikes in the city. More walk able trails and sidewalks so people can walk from point A to point B and feel safe.

D. Energy Conservation

- a. # and types of energy savings programs implemented on the project

Research (including source):

During our visit to the city of Jonestown on October 3 and talking to the representatives of the city of Jonestown, we learned that the city has no energy saving program established at this moment of time.

Analysis:

If the people of Jonestown really want to have any kind of energy saving program. They will need to start educating their residents in the different kind of way they can also help the cause. Because without the support of the people of Jonestown this will go nowhere.

Conclusions:

The people of Jonestown are the most important part of this project and if they take our ideas and run with them, it will be great for their city. One of the easiest programs is the recycling and reusing program. Another program that they can implement in their city is an energy conservation program. But most importantly is an educational program for the residents of the city of Jonestown.

- b. Alternative energy generating sources and facilities for the project

Research (including source):

An alternative energy generating sources can be solar or wind energy. According to Sun run .com “home installation ranges from 3 to 7 kilowatts and cost between 18,000 to 40,000 to purchase.” Wind energy is also as expensive and no one really knows if the wind will blow that day.

Analysis:

Alternative energy is too expensive and not reliable enough at this moment.

Conclusions:

There is alternative way that the city of Jonestown can take to be a bit less dependent energy. For example by teaching their residents that by turning off the lights when they leave the room saves energy, implementing green roof in their buildings and homes will lower the consumption of energy. There are many more little things that they can do help.

- c. Economic savings of the energy saving programs

Research (including source):

According to the energy start.gov website “In 2012, Americans saved \$1.8 billion by switching to energy star certified light bulbs.” A little thing like switching from traditional light bulbs to energy star light bulbs can have big difference and especially in your Back pocket.

Analysis:

If the city of Jonestown starts some energy saving program for their residents it will be a big hit for the city’s economy. Their people will have

more money in their pockets and they will be able to spend it in the local shops and give a boost to their economy.

Conclusions:

Saving energy saves money and that is one of the most important things in this project for the reason that city of Jonestown does not have the money to do a lot of things for their city. And that extra money that their residents will have will help some in boosting their economy and start the ball rolling.

E. Storm Water Management Practices

a. % of site developed as impermeable surface

Research (including source):

During our visit to the city of Jonestown on October 3 and talking to the representatives of the city of Jonestown. And only focusing on only that one-mile radius of our study area. We saw that FM 1431 was the big thing in the city and took a look space of our study area. About sixty-five percent of has an impermeable surface.

Analysis:

It is real had to bring down that percentage of the impermeable surface area for the reason that there is no way that the city of Jonestown will destroy the Fm1431. But however there is some thing that can be added to help. During our presentations all the three groups gave great ideas in what the city of Jonestown can do to help with this problem.

Conclusions:

By adding more green vegetation to the study are, the city of Jonestown can fight back all the impermeable surfaces they have in the study area.

b. Area of green roof

Research (including source):

After our visit to the City of Jonestown and talking to their representatives, we were educated that the city of Jonestown does not have any green roofs in their city.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

Green roofs are a great idea for the reason that some green roofs are not very expensive of hard to maintain. And it will help a lot in the cooling of the building during the summer and keep the building warm during the winter. Another advantage of a green roof is that it will help with the heat island effect as well.

c. Rain water harvesting programs

Research (including source):

After our visit to the City of Jonestown and talking to their representatives, we were educated that the city of Jonestown does not have any rainwater harvesting programs established at this moment in time.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

First of all the city of Jonestown cannot have a rainwater harvesting program without getting rain. At this moment the city of Jonestown is in a drought of rain.

d. Storm water runoff coefficients for the project

Research (including source):

Speaking with Jonestown's City Council Members, there are currently no water runoff systems other than the natural slopes from the hilltops to the lake. This can cause many problems for Jonestown in future if they neglect to have any control over water runoff. Especially after urban progress begins to take place.

Analysis:

With no control of water runoff, this can lead to corrosion of urban space such as roads, buildings, or even some sewage systems. It is important to control water runoff passages, which can also be used for other purposes such as in Houston where water management canals are used as water front properties. Other possibilities can include the implementation of green roofs and rain harvesting equipment, which can dramatically reduce water runoff problems.

Conclusions:

It is important for Jonestown to look into better water management practices to include water runoff. The absence thereof can lead to future corrosion problems and could prove detrimental to Jonestown's future progress.

e. Area of detention and retention facilities on site

Research (including source):

Visiting Jonestown, there are no water detention and retention sites currently in the study area. While many communities argue the lack of visual appreciation for these sites, projects such as the Mandolin Gardens show just how a useful feature doesn't always have to be a bland one.

Analysis:

Another example of a water retention site nearby is the water retention site in front of the 1890 Ranch shopping center in Cedar Park. With current drought problems, it is important for Jonestown to consider water retention sites to conserve water. As at the 1890 Ranch center or at Mandolin Gardens, pleasant features such as water fountains or vegetation can turn a rather bland site into a crowd pleasing one.

Conclusions:

It is very important for Jonestown to consider better water detention practices considering their dilemma with future water shortages. Using water detention and retention sites to not only conserve water, but also foster a more pleasant environment can prove beneficial in multiple facets.

F. Water Management Practices

- a. Low water use facilities in the project (toilets, sinks, showers, etc.)

Research (including source):

Most home and buildings in the city of the Jonestown are not brand-new and the technology of the low water use facilities were not invented during those time of construction.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

Even though most home and buildings are a bit older, you can still add new toilets, sinks, showers that use less water. And that will help the consumption of water.

- b. Gray water program

Research (including source):

After visiting and talking to the people of the city of Jonestown, we found out that city does not have a gray water program.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

The city of Jonestown might not have a gray water program but the residents of their city can have their own gray water program in their individual homes.

- c. Water savings from xeriscaping plant material

Research (including source):

The city of Jonestown does not have a xeriscaping.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

The city of Jonestown should first start their first xeriscaping project and then start worrying about water saving materials.

- d. Low water usage irrigation system (drip system) impact

Research (including source):

After talking to the people of the city of Jonestown, we found out that city does not have an irrigation system.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

A drip system will work great in the city of Jonestown for the reason that it does not uses too much water to irrigate their vegetation. Also it will save money and water that city needs.

- e. Automated water management system and its impact

Research (including source):

After talking to the people of the city of Jonestown, we found out that city does not have an automated water management system.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

An automated water management system would be a great idea for the city of Jonestown for the reason that it will cut back in the amount of water the waste.

G. Environmental Education

- a. # of programs associated with environmental education in the project

Research (including source):

There are no programs at this moment in the city of Jonestown that is associated with environmental education, according to the representatives of the city of Jonestown.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

According to the representatives of the city of Jonestown, they want to start an educational program for young children. To teach them how to sustainable and what they can do from a young age help around home and school to sustainable.

- b. # of organizations involved in environmental education in the project

Research (including source):

There are no organizations at this moment in the city of Jonestown that is associated with environmental education, according to the representatives of the city of Jonestown.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

According to the representatives of the city of Jonestown, they want to start an educational program for young children. To teach them how to sustainable and what they can do from a young age help around home and school to sustainable.

- c. Programs and organizations involved in the use and maintenance of the landscape

Research (including source):

After talking to the representative of the city of Jonestown on our visit to their town, we learned that the city of Jonestown does not have a program or an organization that it is involve with the maintenance of the landscape.

Analysis:

There is no analysis information regarding to this part of the report.

Conclusions:

The people of Jonestown can start their own programs or organizations with in their own community that will help with the upkeep of their own landscape in their city.

IV. SENSORY VALUE

(Team members: William KULKA and Dillon WHITIS)

A. Visual Impact

- a. # of notable or award winning designers and artists involved in the design

Research (including source):

The only art piece in our study area, and the entire City of Jonestown, is a piece titled “Going Home” by Jonestown resident Jim Thomas.

(Information gathered during our visit to Jonestown, TX as well as the city’s website [http://www.jonestown.org/index.asp?SEC=22266843-39FF-46C6-A2A8-FCD8488E505E - F8940939-DB1E-4527-BB0D-B1681D85BF0D&Type=B LIST](http://www.jonestown.org/index.asp?SEC=22266843-39FF-46C6-A2A8-FCD8488E505E - F8940939-DB1E-4527-BB0D-B1681D85BF0D&Type=B_LIST))

Analysis:

The piece is “dedicated to the men and women who have served our country.” It is sculpted from bronze and depicts a young soldier returning home from war.

Conclusions:

The City of Jonestown has taken public art and its visual appeal into account for residents and visitors. It is obvious that the city is at least aware of the need for visual appeal.

- b. # of iconic and artistic elements of the project

Research (including source):

The City of Jonestown does not feature any “iconic and artistic elements.”

Analysis:

Frankly, the town lacks artistic value (other than the piece, “Going Home,” previously mentioned).

Conclusions:

The town, as a whole, is basic, and does not feature anything beyond what is necessary.

c. # of water features in the project

Research (including source):

The town does not have any water features.

Analysis:

The town has no art pieces or landscape designs featuring water. The lake has been dry for four years.

Conclusions:

When the lake is up, if considered a water feature, the town has a major attraction, luring visitors and tourists. However, the lake has been down since 2010.

d. Levels of maintenance (daily weekly and monthly) dedicated to the visual quality of the project

Research (including source):

Progressive Waste Solutions is the town's primary source of maintenance. (Information was gathered from the City of Jonestown's website and Progressive's website

http://www.progressivewaste.com/en/home/curbside-collection/regular-or-subscription-services?zip_code=78645)

The city also spends roughly \$45,000 annually to maintain and improve upon the city's park

Source: <http://www.jonestown.org/vertical/sites/%7B98C21F63-2E84-4B40-8ABA-9BA38620A6EC%7D/uploads/%7B67A4C14F-3D48-4365-BDF7-72C7B82FC98F%7D.PDF>

Analysis:

Progressive provides what they call "Residential/Curbside Collection," which features recycling waste removal services, landscaping services, and disposing of bulky items and household hazardous waste. The service is available Monday-Friday 7:00am-5:15pm and Saturdays 7:00 to 12:45 as well as being open most holidays. This service is unavailable on Sundays. Also, the city spends a small amount of its annual budget on park maintenance and improvement, but retains it as one of the city's most valuable assets for future growth and attraction of potential residents and tax income.

Conclusions:

The City of Jonestown uses a reliable environmental solutions company (serving more than 4 million people in North America). The town does what is necessary to keep their residential areas clean.

e. Length of adjacent streetscape enhancement resulting from the project

Research (including source):

Jones Brothers park- 38.45 acres
Veteran's park- .5 acres
Shady park- 1.43 acres
Pecan park- 1.3 acres
Laura Reed park- 10.3 acres
David Reed park- 11.1 acres
Greenbelt from Jones Brothers Park to city hall- 6.9 acres
The area of improved public spaces totals 69.98 acres in Jonestown of dedicated parkland with streetscape enhancement. This maintains a 40.13 acres of parkland per 1,000 people.
Source: <http://www.jonestown.org/vertical/sites/%7B98C21F63-2E84-4B40-8ABA-9BA38620A6EC%7D/uploads/compplan3.pdf>

Analysis:

The amount of public parkland in Jonestown is way over the national average. The city has been capitalizing on its availability of land to preserve and use it to attract new businesses and create an atmosphere of growth aided by the natural environment.

Conclusions:

The city of Jonestown needs to focus on its use of parklands to attract nearby residents who need a place to like this. The city would benefit from added signage and proper maintenance of the areas to attract new individuals and help set Jonestown apart and create its new identity.

- f. Number of adjacent properties that have enhanced their design as a result of this project

Research (including source):

Rolling Thunder has taken over an old gas station across FM 1431 in an old gas station.

Analysis:

Rolling Thunder has capitalized on the natural and quirky style of Jonestown coming from Austin's urban sprawl. They have taken the initiative to target a certain retail market and capitalize on what is missing. The location of Rolling Thunder further takes advantage of the city's parkland since it is directly across from Veteran's park on the main road in the city, and has close access to the trail leading to the rest of the city's parks.

Conclusions:

The city of Jonestown needs to focus on the type of market they want to attract, find out what they exactly are trying to provide, and capitalize on what Cedar Park and Lago Vista are missing. The opportunity for Jonestown to take advantage of their untapped wildlife next to a city of active and nature-loving citizens is enormous and would help attract many potential businesses if the city could market itself in the correct way.

B. Smell

a. # of adjacent restaurants to the project

Research (including source):

There are 9 restaurants within our study area. (found on Yelp.com and Google Maps)

Analysis:

Within the small mile stretch down FM 1431, Jonestown has 9 restaurants. Some are stand-alone and others are inside of convenience stores.

Conclusions:

For a currently drive through town and a small population, Jonestown offers a good amount of food choices. However, the town could use a few more fast food/chain businesses. Most of what exists is sit down and not necessarily the fastest meals.

b. Area of landscape improvements and flowering plants

Research (including source):

There is .5 acres of landscape improvements in Veteran's Park as well as seasonal flowering plants. Jones brother's park has 38.45 acres of landscaping.

Source: <http://www.jonestown.org/vertical/sites/%7B98C21F63-2E84-4B40-8ABA-9BA38620A6EC%7D/uploads/compplan3.pdf>

Analysis:

Most of our study area consists of small businesses with parking lots in the front, leading to a lack of green space and enticing landscaping for the passerby's. There is undeveloped areas with trees and un-kept landscapes that can be utilized and improve the streetscape along the study area if taken care of properly.

Conclusions:

Since pedestrian comfort currently does not exist, the City of Jonestown's biggest focus for landscape improvement is making the town walk-able. Flowering plants and vegetation can be smelled by visitors of the parks, but for cars passing by it does no affect.

c. # of food vendors

Research (including source):

There are currently 10 food vendors in Jonestown, TX as found on Yelp.com

(http://www.yelp.com/search?find_desc=restaurant&find_loc=Jonestown,+TX&ns=1-find_desc).

Analysis:

Jonestown has several different types of food, ranging from Cajun to BBQ to Subway sandwiches.

Conclusions:

Jonestown has a good start supporting its small, two thousand-person population with 10 food vendors down the 1431 corridor. Their biggest worry is getting a grocery store for the town. Not only will it support other businesses around it, but also residents will not have to travel a few miles to the nearest grocer.

- d. Design of trash facilities and pick up process/proximity to pedestrian activity

Research (including source):

Progressive Waste Solutions provides weekly trash pickup and biweekly recycling pickup (found on Progressive's website and a PDF provided by the city's website).

Analysis:

If placed in Progressive's provided 95-gallon cart, trash pickup will occur weekly in front of residential homes. Recycling will occur biweekly.

Conclusions:

Due to lack of sidewalks, pedestrians walking through a neighborhood street will more than likely have to move to avoid weekly/biweekly waste pickups as they walk in front of homes. The City of Jonestown cannot do much to make it more comfortable for pedestrians as Progressive's policies state the above.

- e. Proximity to positive and negative odiferous facilities (freeways, trains, recycling facilities, landfills, etc.)

Research (including source):

A landfill lies within 2 miles of Jonestown and the closest train station is roughly 20 miles north east of Jonestown in Austin, TX. (Google Maps and a document provided by the city of Austin

https://www.austintexas.gov/sites/default/files/files/Watershed/regulations/12_jonestown_factsheet.pdf)

Analysis:

Northeast of Jonestown (Northwest of Austin, technically in Cedar Park), a privately owned, six-acre landfill exists. The odors that result are harmless to Jonestown.

Conclusions:

The City of Jonestown does not need to worry about harmful odors.

C. Touch

- a. # and area of water facilities

Research (including source):

Jonestown currently has one water facility, Jonestown Water Supply Corporation, that sits right behind the city hall at 10700 Crestview Drive, Jonestown, TX 78645 as found on the city's website and the company's

website. The building is approximately 57 x 82 ft. coming to a total of 4,674 sq. ft.

Analysis:

The company provides clean drinking water for the City of Jonestown.

Conclusions:

The town has its necessities for water facilities. It lacks a lake, obviously, or any sort of swimming pools.

b. # and types of facilities for the blind

Research (including source):

Jonestown does not currently have any facilities for the blind.

Analysis:

Since Jonestown does not have the proper facilities to accommodate the needs of the blind, it is limiting itself on the services it can provide for its citizens as well as the needs of future citizens.

Conclusions:

Jonestown will eventually have the need for facilities for the blind, though now Austin and Cedar Park have facilities already available to them in a relatively short distance.

c. American Disabilities Act (ADA) compliance and recognition

Research (including source):

Jonestown currently has no amenities for ADA. (sourced from Ron Wilde)

Analysis:

The town is in search of ways to become ADA compliant.

Conclusions:

Although the town currently has nothing to offer for the ADA, they will continue in search of beneficial additions for such.

d. # and area of textured paving

Research (including source):

The highway, FM 1431, running through Jonestown in our study area is just over 4,000 feet long and has its four lanes makes it around 48 feet wide (if they are held at the 12 foot a lane minimum). This means that from just the highway, Jonestown has 192,000 square feet of textured asphalt running through the middle of the town and this is not including the extra square footage from the parking lots along the study area.

Analysis:

A large part of the town is affected by the highway and its noise and traffic created by it. Without the highway, however, visitors and residents are vastly limited in their access to other places and the opportunity to create income for the city of Jonestown.

Conclusions:

Simple buffers for sound like trees and other natural greenery, is a great way to reduce sound coming from highways significantly and provide a safer walking environment for pedestrians trying to navigate the highway shoulder in Jonestown. Source:

<http://www.gfc.state.ga.us/resources/publications/GreenBuffersforScreeningandNoiseReduction.pdf>

- e. Vibrations associated with underground transportation activities

Research (including source):

There are no underground transportation activities in Jonestown, Texas.

Analysis:

Not currently effected by underground transportation activities since there are no such facilities in, or near, Jonestown, Texas.

Conclusions:

The lack of underground transportation in Jonestown, Texas helps with the noise associated with FM 1431

- f. Number of seating areas, water fountains, and shaded retreats (for summer)

Research (including source):

There is one park, Veteran's Park, along FM 1431 in our study area that has available bench seating with tables and acts as a shaded retreat as well. Rolling Thunder also has outdoor seating to serve their customers with a covered porch and a water fountain / sink that was custom made. There are four more areas providing extra shaded area, but do not act as a place to rest from the heat.

Analysis:

There are only a couple spots along the study area that have shaded retreats and act as a resting place for those traveling in the city and its residents.

Conclusions:

Jonestown will benefit from added pedestrian facilities in order to improve the area's walkability and comfort for those who are traveling along the area. The addition of benches and shaded areas along the study area is a good way to benefit potential customers of the city's businesses as well as create an attractive cityscape for drivers along FM 1431.

D. Sound

- a. # of sound venues (concerts, programmed activities, kinetic art, etc.)

Research (including source):

The only two venues for Jonestown are The Lonestar Bar and Rumi's Tavern (found on Yelp.com and their Facebook pages). Inconsistently, festivals will host shows.

Analysis:

Lonestar Bar and Rumi's Tavern regularly host shows from local bands (not limited to we assume). Rumi's Tavern also hosts Open Mic Nights. The Cajun Cook-Off and Swift Fest will host music as well, however neither is consistent.

Conclusions:

The town is not known for its shows at all, but is taking a step in the right direction (example: Lone Star has a reverbnation.com account). If marketed correctly, the town may be able to gather more late night visitors as well as increase the bar scene.

b. Sound system for the project

Research (including source):

There is no permanent sound system for the city. The sound systems used for music venues and festivals are privately owned by the establishment itself, or rented for the purpose.

Analysis:

The city of Jonestown does not currently have its own sound systems because it does not need it currently. The city of Austin's urban sprawl will continue to bring its live music influence into the city, however, and Jonestown will need to accommodate those needs.

Conclusions:

Jonestown would not benefit from having an established sound system or amphitheater for the city right now. It does not hold many public festivals or large-scale music venues to have the need for it. However, as the city begins to expand, the city may need to eventually build something to house music venues or live entertainment.

c. Area of pedestrian friendly quiet areas (parks, open spaces, etc.)

Research (including source):

Jones Brothers Park and Canyonland Trail total approx. 1.60 miles and are the only two quiet areas for the project (measures on Google Earth)

Analysis:

If needed, the trail and Jones Brothers Park are easy escapes from the noise. Unfortunately they are the only two in the city.

Conclusions:

Jonestown needs to find areas to escape the noise of FM 1431's traffic. Jones Brothers Park and Canyonland Trails are both relatively easy to access, but are not enough for people who want to gather outside of a restaurant or use patio space for gathering.

d. Linear distance of streets adjacent to the project that generate traffic noise

Research (including source):

The project has approximately 1.25 miles of street adjacent to it that could generate traffic noise (measured on Google Earth).

Analysis:

Truly, the only threat to the city is the traffic noise generated on FM 1431 itself. The other 1.25 miles of road have the potential to generate noise due to entry and exit of neighborhoods, but all of the noise, if any, will be shadowed by that of FM 1431.

Conclusions:

The City of Jonestown does not have to worry about traffic noise generated by adjacent streets at this time.

- e. Proximity to noise generating activities (airports, railroads, high speed traffic corridors, industrial facilities)

Research (including source):

The town exists on FM 1431, as experienced by class visit, but lies far from airports (the closest being on the East side of Austin on I-71), industrial facilities, and railroads.

Analysis:

The biggest problem with noise in Jonestown was the traffic on FM 1431. This is a problem because it cannot be escaped due to the town's existence on FM 1431. To residents and townfolk inside buildings it will not pose a threat, but to anyone outside of a building it will be bothersome. The trail and park escape the noise, fortunately.

Conclusions:

The town's only threat from noise is FM 1431. Unfortunately, it sounds like the 45mph speed limit will not be lowered unless someone dies on the road. We suggest placing natural buffers such as trees on a median, dividing the sides of the road. Also, placing a sidewalk or crosswalk for pedestrians will cause drivers to be a bit more cautious.

E. Taste

- a. # of food vendors at the project

Research (including source):

There are currently 10 food vendors in Jonestown, TX as found on Yelp.com

(http://www.yelp.com/search?find_desc=restaurant&find_loc=Jonestown,+TX&ns=1-find_desc).

Analysis:

Jonestown has several different types of food, ranging from Cajun to BBQ to Subway sandwiches.

Conclusions:

Jonestown has a good start supporting its small, two thousand-person population with 10 food vendors down the 1431 corridor. Their biggest worry is getting a grocery store for the town. Not only will it support other businesses around it, but residents will not have to travel a few miles to the nearest grocer.

b. Culinary activities at the project

Research (including source):

The only formal culinary event put on by the city is the Cajun Cook-Off as found on the city's website.

Analysis:

The Cajun Cook-Off is biennial, though not necessarily intended to be. It has occurred in 2011 and 2013, hosted in Jones Brothers Park, and is the city's only culinary event.

Conclusions:

The city has a good start to getting foodies involved with the community, as the idea of culinary events is obviously not forgotten through their attempts at hosting the Cajun Cook-Off.

c. Water fountains

Research (including source):

The town currently has one water fountain in front of Rolling Thunder experienced by the class as we met the owner.

Analysis:

Rolling Thunder has converted an old gas station into a restaurant. That is its charm is maintaining that figure and look. Part of doing that was creating a water fountain (hand washing station) that looks like a toolbox. Unfortunately, the trail and 3 parks do not have any fountains for water.

Conclusions:

Rolling Thunder put their own original spin on a water fountain. As for the rest of the town, it lacks fountains. This could hurt their image, as the park features many athletic activities (basketball, volley ball, playgrounds for children, etc.) but it seems water/drinks will need to be brought by the consumers themselves.

d. Edible plants

Research (including source):

The project currently has no edible plants, as established by Ron Wilde and Marilee Pfannstiel on October 3rd, 2014 during our visit to Jonestown, TX.

Analysis:

The town itself has much vegetation, being one of its strongest resources, but does not have anything edible that can be found outside of a food vendor.

Conclusions:

While having much vegetation, the town lacks any sort of edible plants. However, many people are skeptical of eating anything off of a limb or a bush these days so we do not think this will harm them in anyway.

CONCLUDING STATEMENTS

In concluding this assessment the Lake boys have come to the conclusion that Jonestown, TX has great potential. If the city can create a pedestrian friendly area that can continue to create urban forms (parks, amphitheaters, outdoor entertainment) for its people to interact with and each other this town will flourish like the others around it. This will create more economic opportunity and in the end create more revenue and tax dollars. With careful planning around the pedestrians needs Jonestown will be a great city one day.

APPENDIX No. 1 – Lake Boys Team Members

Team Leadership:

CHEEK, Joseph
DAVIS, Zachary

Social/Cultural Value:

GUERRA, Daniel
McIntyre, Scott

Economic Value:

BISHOP, William
HOFF, Austin

Environmental Value:

HERNANDEZ, Alex
STEWART, Sean

Sensory Value:

KULKA, William
WHITIS, Dillon

Project Name: The Downtown Area of Jonestown, Texas.



Entry Statement – City of Jonestown, Texas.

Source: Professor Geoffrey Booth – Oct 3, 2014.

Project Video at:

www.youtube.com/watch?v=-yjXaMNmX3s

Project Overview

The project's location was in Jonestown, Texas. Our class visited Jonestown Thursday Sept., 25th and met with Marilee Pfannstiel and the Mayor of Jonestown. Our objective was to go to Jonestown and evaluate them on their quadruple net value. We based the quadruple net value in four different categories, social/cultural value, economic value, and sensory value.

The social and cultural ties seem strong within Jonestown but I feel for them to strive and succeed in the future they need to reach out and use their city as a beacon for social and cultural events. When we listened to Jonestown they talked about having more events and a bringing more art to town. Economy was a small issue for

Jonestown with the lake dried up. The town usually makes money on boat launch's and the business it brought to the local store owners that was taxable but is just good business for small towns. Environment in Jonestown was hill country beautiful a scenes that was rolling with hills and majestic trees. Jonestown had a very private and unique trail that lead to Jones Brothers Park. Sensory value was vibrant with the cars but it had its peaceful moments as soon as you were a block away you would never know it was there. The smell of the food on the main street of Jonestown was inviting.

Over all we would really like to thank the people who made this possible thank Professor Dennis Jerke, Professor Booth and the city hall of Jonestown.

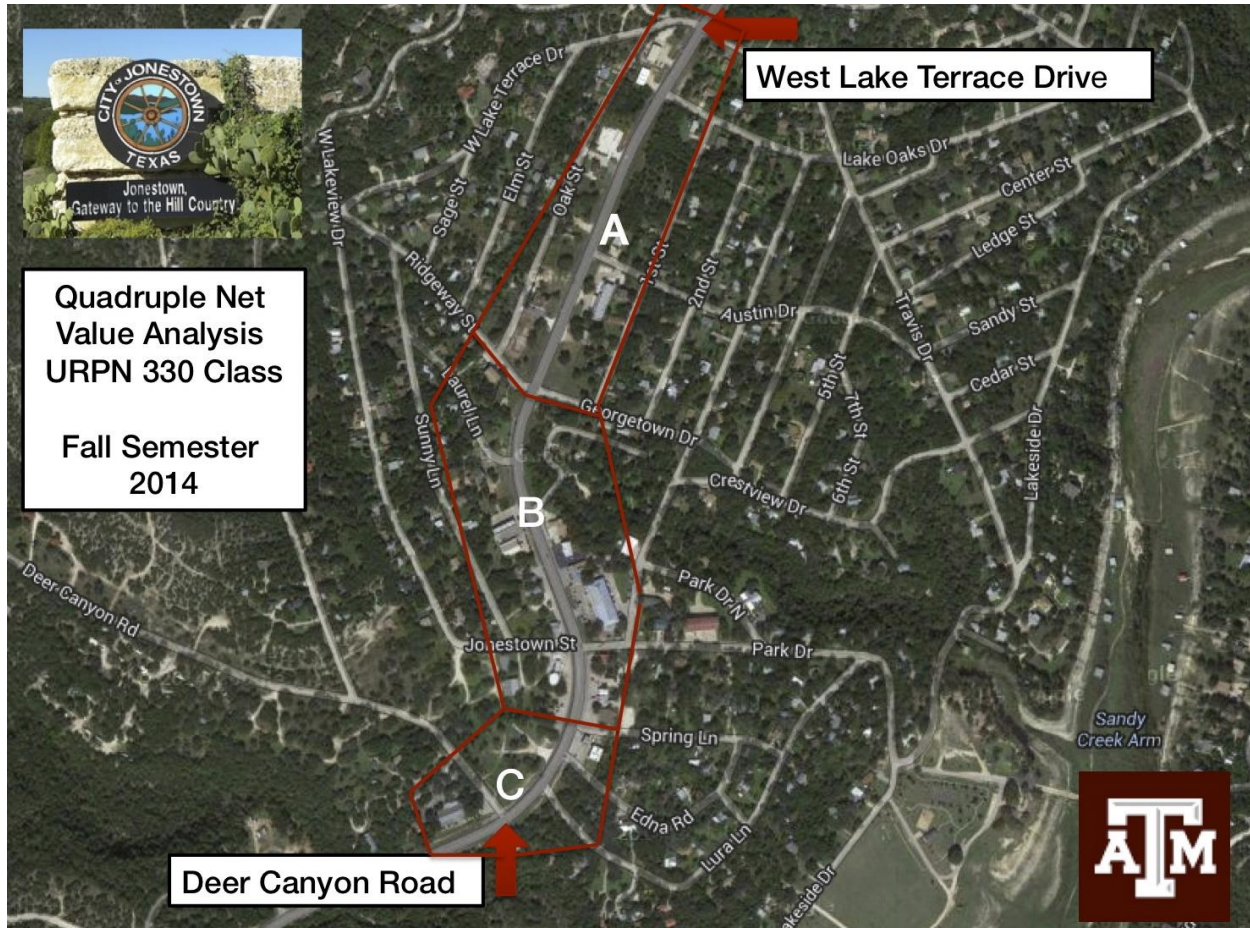
Methodology

The research framework applied in this report was developed by College of Architecture at Texas A&M University “Outstanding Alumni”, Professor Dennis Jerke in the text book that formed the basis of this course:

Jerke, D., Porter, D. R., & Lassar, T. J. (2008). *Urban design and the bottom line:*

Optimizing the return on perception. Washington, DC: ULI - The Urban Land Institute.

The Study Area (FM 1431, West Lake Terrace Drive to Deer Canyon Road)



Quadruple Net
Value Analysis
URPN 330 Class

Fall Semester
2014

The study area: all properties fronting FM 1431 from West Lake Terrace Drive to Deer Canyon Road in the City of Jonestown, Texas.

Source: Professor Geoffrey Booth – Lecture 12.0 URPN 330 Oct 9, 2014.

Consolidated Assessment of the Project's Quadruple Net Value

I. SOCIAL/CULTURAL CRITERIA AND METRICS

(Team members: Laura GARCIA and Sarah GARCIA)

A. Safety and Security

- a. Security staff in addition to local police

Research (including source):

In addition to the local 8 officers, Jonestown has a Travis Country Fire Rescue #1 serving the Travis area of Travis County as well as the cities of Lago Vista and The Village of Point Venture.

Analysis:

We observed from city-data.com that city currently experiences a low rate of crime.

Conclusions:

We recommend that with development security staff should be increased in dense locations.

b. Crime reduction in the area (ten minute walk from project)

Research (including source):

Based off of city-data.com the crime rate surrounding the site has been at a low.

Analysis:

The crime rate is very stagnant, but further development could spur crime near construction sites.

Conclusions:

We conclude that areas in the future development process be fenced off and monitored, as youths tend to frequent sites like these.

c. Additional lighting in public areas

Research (including source):

Based on the Marilee Pfannstiel's knowledge, we were told that the main road utilized 15 vehicular light poles and no lighting for pedestrians.

Analysis:

One of the reasons the site may not be utilized more is the lack of lighting which makes people feel uncomfortable or unsafe.

Conclusions:

We recommend adding pedestrian lighting so that night travel is promoted.

d. Security systems added for the project

Research (including source):

Through conversation with Marilee, our group found out that they don't have any security systems that they've thought out as they are still unsure of what type of development would happen in the area.

Conclusions:

e. Additional security items to be measured

Research (including source):

No additional security items were sourced from our understanding of the parameters.

B. Public Access/Connectivity

a. Public access to project

Research (including source):

Using google maps, the group observed that the site is along a main highway, and that there are entrances to the surrounding areas via roads and parking lots. During the visit, we found no sidewalk connections.

Analysis:

We've analyzed that the lack of sidewalks make the area very unusable.

Conclusions:

We conclude that the site would prosper more with better public access to the main road's shops and activities. The focus now tends to be vehicular travel rather than pedestrian travel.

b. Public transit connections

Research (including source):

Using city-data.com, the group noted that there is one public transit connection that runs to and from Austin, TX.

Analysis:

The public transit connection could be a way for the people of Austin to get a convenient look into Jonestown and its music events.

Conclusions:

Once the area becomes more developed, transit within Jonestown could be used to speedily transport from one area of town to another.

c. Number of trail connections

Research (including source):

Through the site visit, we observed that there is only one connection to a trail within our site.

Analysis:

The trail isn't particularly used often due to the fact that there is only one destination.

Conclusions:

Adding destinations to the trail might encourage more people to use it, and extending the amount of trails into a trail system could positively impact the walkability of the area.

d. Number of bicycle lanes in streets

Research (including source):

Through the site visit, the group didn't find Jonestown to be a very bicycle friendly town. Google Street View allowed us to recognize that the highway doesn't accommodate bicycles.

Analysis:

There is a clear lack of bike infrastructure. The site serves currently as a travel corridor for vehicles.

Conclusions:

If development could accommodate for bicycle travel, the town itself could create another similarity with Austin.

e. Number of bicycle facilities

Research (including source):

There were no bicycle facilities found during the site visit.

Analysis:

Bike facilities should be accommodated for during the design process as the go into the main visions and goals of future development.

Conclusions:

Bike access strongly influences people's travel decisions, especially if they're pushing Jonestown to be similar to Austin.

f. Pedestrian trails and walks

Research (including source):

When visiting, we observed that there weren't many opportunities for enjoyable walks. The park exists outside of the site boundaries and the walk that is within it is lone.

Analysis:

Creating a more walkable town helps people feel connected to a space. Because people experience Jonestown through vehicles, it doesn't affect them the same way.

Conclusions:

Enhancing pedestrian walks and trails will be essential to creating a small-town vibe that people can enjoy.

g. Streetscape – seating/lighting/landscaping/walks

Research (including source):

The site visit allowed us to observe these characteristics up close. There was virtually no place to walk aside from through the parking lots. Lighting was only given by buildings, and there was little landscaping.

Analysis:

All of these features make for an enjoyable, memorable experience. Without them, Jonestown will continue to be a travel corridor for vehicles.

Conclusions:

Adding these features makes for a more comfortable space. These items have the opportunity to add character and a sense of identity to Jonestown.

C. Health

a. Length of trails and walks for walking and running

Research (including source):

The group did not find adequate research for walking and running, but based on the limited trail system, there doesn't seem to be any that currently exists.

Conclusions:

b. Area of public parks and exercise areas

Research (including source):

While not all are in the specific site, Jonestown does have a couple of parks.

Analysis:

The parks are located in areas with little or no public access.

Conclusions:

While the parks serve purpose during events, their purpose could be extended to everyday if the access points were enhanced and signage were increased.

c. Number of health education/events

Research (including source):

Swiftfest serves as the largest education events, although the community does come together for other community events, some including music.

Analysis:

Jonestown representatives market Jonestown as having a similar culture to that of Austin.

Conclusions:

Taking cues from Austin's culture, Jonestown could work on enhancing more of these cultural events, including some art exhibits and more family oriented events in the park.

d. Number of pet related events

Research (including source):

There wasn't adequate research on the topic.

Conclusions:

e. Number of dog parks

Research (including source):

Jonestown's parks do cater to both dogs and dog owners.

Analysis:

The parks allow the convenience of dog centers for owners to dispense of the needs of their dogs.

Conclusions:

A broader amount of signage welcoming dogs and dog owners alike so as to not be confused as to the friendliness of these parks to pets.

f. Air quality improvements (area of landscaped areas, number of new trees, number and caliper of preserved trees, electric car stations, alternative modes of transportation)

Research (including source):

Adequate research wasn't found on the subject.

D. Education

a. Number of educational programs created to promote environmental, historical and cultural education for project users and neighbors

Research (including source):

As mentioned before, Swiftfest appears to be the main educational/environmental event that takes place in Jonestown.

Analysis:

Given the terrain and vegetation in the area, Jonestown could easily add trails which educate the public about native species of plants and wildlife.

Conclusions:

This addition could greatly influence traveling families into using Jonestown as an exploratory, educational center.

- b. Signage, exhibits, points of interest that communicate the educational aspects of the project

Research (including source):

Currently, there isn't signage that points out the parks or other main features.

Analysis:

Signage greatly increases the number of people that stop in any town.

Conclusions:

Adding signage can greatly influence the success of Jonestown's parks and educational influences on the community. Making people traveling through the area aware of all Jonestown has to offer is a key to making Jonestown more than just a travel corridor.

- c. Level of coordination with schools and other educational institutions to educate the public about the project

Research (including source):

No research found on the subject.

E. Public Visitation/Involvement

- a. Number/area of public use areas in the project

Research (including source):

The only public use that currently exists in the site is the park areas.

Analysis:

The park areas leave much to be desired, but definitely have potential for improvement.

Conclusions:

Revitalizing these park areas could be a great asset for community involvement. You could possibly use the community's help in revitalizing the area as well. This way they feel connected and are more likely to use/take care of the area.

- b. Programmed events that include the public

Research (including source):

The main events include Swiftfest and music or holiday events.

Analysis:

These events are the only real time community areas are utilized.

Conclusions:

Investing in more community events can strengthen community ties and draw more people out into these underutilized zones.

- c. Number of organizations that will be involved in public activities

Research (including source):

No research found on the topic.

Conclusions:

d. Projected annual public visitation

Research (including source):

No research found on this topic.

F. Residential Proximity

a. Number of residential units within the project

Research (including source):

The site one mile stretch of the site did not contain any visible residential units.

Analysis:

Though the site stretch did not include any residential units, the surrounding areas did.

Conclusions:

As the specific portion of the site had no need for residential units as its main focus was in government buildings and a mixture of restaurant units and parks. We do recommend if development is enforced, a strong encouragement of mix use units would allow for variety.

b. Number of residential units within a 5 minute walk (.25 miles) from project

Research (including source):

Based off of city-data.com there are approximately 165 residential units per square mile.

Analysis:

Many of the residential units are scattered; thus, not having the typical city density. There is a vast surrounding of dense vegetation throughout the sites perimeters leaving way for current residential development.

Conclusions:

We believe with further development of the one mile stretch site there will be an outreach of additional development of both commercial and residential units.

c. Number of residential units within a 10 minutes walk (.5 miles) from project

Research (including source):

As stated in the previous bullet, there are approximately 165 residential units per square mile based off of city-data.com.

Analysis:

Many of the residential units are scattered; thus, not having the typical city density. There is a vast surrounding of dense vegetation throughout the sites perimeters leaving way for current residential development.

Conclusions:

We believe with further development of the one mile stretch site there will be an outreach of additional development of both commercial and residential units.

- d. Number of facilities that support residential quality of life (dog parks, parks, trail systems, neighborhood retail within 5 minute walk, schools, churches, transportation access points, dark skies initiative, neighborhood events)

Research (including source):

Currently the number of facilities that support residential quality of life are: one trail system, one bus stop, and one church.

Analysis:

The site mostly held restaurants and some small abandoned building.

Conclusions:

We viewed plenty of potential for the site and believed missed use would be most beneficial in bringing about of variety of supportive facilities for the quality of residents.

G. Public Art

- a. Number of permanent art sites within the project

Research (including source):

No research found on this topic.

Conclusions:

- b. Number of areas that incorporate rotating art exhibits

Research (including source):

No research found on this topic.

Conclusions:

- c. Number of tours associated with art exhibits

Research (including source):

No research found on this topic.

Conclusions:

- d. Educational activities/facilities associated with art

Research (including source):

No research found on this topic.

Analysis:

Conclusions:

- e. Local art organizations involved in the project

Research (including source):

No research found on this topic.

H. History

a. Number of historical exhibits and sites in the project

Research (including source):

Veterans Park exhibits both a veteran's statue as well as the many different branches of the US military as a friendly historical reminder.

Analysis:

The park is placed on a previously public pool and repurposed as a base for the Veterans Park.

Conclusions:

We believe the Veterans Park should be used to the town's advantage to house other historical events and gatherings.

b. Number of tours associated with site, local or regional history

Research (including source):

No research found on this topic.

Conclusions:

c. Educational activities/facilities that celebrate history

Research (including source):

No research found on this topic.

Conclusions:

d. Local historical organizations involved in the project

Research (including source):

No research found on this topic.

I. Pedestrian Comfort

a. Area of streetscape with landscape, shade/sun (depending on the season), tree cover, seating areas, bicycle parking, lighting

Research (including source):

During the site visit the sites streetscape lacked in a variety of landscape including trees and seating.

Analysis:

The lack of trees and seating lead to the minimal use of the site by pedestrians. No shade and seating lead way to very little social activities.

Conclusions:

With the addition of trees, possibly mature, seating nodes and sidewalks it could easily allow pedestrians ways of enjoying what is available for them.

b. Disability compliance

Research (including source):

No research found on this topic.

Conclusions:

c. Alternative transportation facilities

Research (including source):

No research found on this topic.

II. ECONOMIC VALUE

(Team members: Daniel MOLINA and Alec WOLFF)

A. Property Values

a. Taxable value of the property before and after development

Research (including source):

Within the city of Jonestown, the taxable value has shown to decrease over the years, due to the drought conditions effecting Lake Travis and the county. (Marilee Pfannstiel and Ronald Wilde, Executives for the City of Jonestown)

Analysis:

Being that one of the major locations in the city of Jonestown is Lake Travis and the areas that surround it, it is extremely difficult to collect any sort of revenue from the area due to the low, practically no lake in sight.

Conclusions:

The city collects about 7% in tax revenue from the properties that are located in the hill valley area. However, due to the drought conditions affecting the lake, much of the revenue from those specific properties have decline causing a decrease in the taxable value for the city. (Marilee Pfannstiel and Ronald Wilde, Executives for the City of Jonestown)

b. Taxable value of adjacent properties before and after development

Research (including source):

There is not much development occurring in the city of Jonestown as of right now. Much to be said before, the city is making most of the taxable value from the suburban homes and townhouses in the hill country area.

Analysis:

When talking to a representative for the city of Jonestown (Ronald Wilde), it was surprising to discover that the city was making about \$80 million in value from the properties that surround the hill valley area. (Ronald Wilde, Executive for the City of Jonestown)

Conclusions:

Although not much development is occurring in the area, it is a positive to learn that the city is making a profit from the properties in the hill country valley.

Taxable value of property within five minute walk before and after development stages

No research or information for this metric.

B. Revenues

- a. Tourism \$ generated on an annual basis by the project

Research (including source):

The City has lost some where around \$50,000 to \$70,000 in revenue due to the lake decreasing because of drought conditions. (Marilee Pfannstiel and Ronald Wilde, Executives for the City of Jonestown)

Analysis:

On a good note, the city is making a profit in tourism and visitors attending private and public events such as the local Rolling Thunder biking organization that holds there annual bike club event each year in Jonestown, Texas. The annual swift fest bird watching event that occurs every year in the city of Jonestown and other local venues and events that are increasing revenues in tourism for the city.

Conclusions:

Although there is much room for improvement, with the lost of a major source of revenue; which is Lake Travis, the city is making the best with the circumstances that they are given at the moment.

- b. Occupancy rates, sales and rents before and after development

Research (including source):

Although there is no occupancy sales and rents per say, it as been suggested that the city has made it available for the homes and townhouses in the hill valley area to be rented out and used for temporary moments. (Marilee Pfannstiel and Ronald Wilde, Executives for the City of Jonestown)

Analysis:

This could be a possible way the city is making such a large profit, about \$80 million dollars is revenue, due to allowing these properties in the hill country area to be rented out.

Conclusions:

This could be a very positive attribute to the city of Jonestown, mainly because it will help in increasing revenues in tourism for the town. Being that the city does not have any hotels or motels in the area, allowing individuals to stay in these suburban homes and townhouses will help bring more visitors to the city of Jonestown.

- c. Occupancy rates, sales and rents of adjacent properties before and after development

No research or information for this metric.

- d. Occupancy rates, sales and rents of property within 5 minute walk before and after development

No research or information for this metric.

C. Conceptualization and Design Value

- a. Fees for planning and conceptual design

No research or information for this metric.

- b. Fees for design of the project

No research or information for this metric.

- c. Economic impact using the multiplier for planning and design impact

No research or information for this metric.

D. Construction Value

- a. Number of jobs created during construction
Research (including source):

No research or information for this metric.

- b. Total construction value

No research or information for this metric.

- c. Economic impact using the multiplier for construction impact

No research or information for this metric.

E. Operations and Management Value

- a. Number of jobs created to operate and maintain the project on an annual basis

No research or information for this metric.

- b. Annual budget to maintain of the project

No research or information for this metric.

F. Real Estate Transactions/Investment Adjacent to the Project

- a. Number of annual real estate transactions within a 5 minute walk before and after the project

Research (including source):

Going back to the suburban homes and townhouses in the hill country, there are much real estate possibilities for the city of Jonestown.

Analysis:

When speaking to the representative of Jonestown (Marilee Pfannstiel) it was curious to find that many individuals that are investing in these properties in the hill valley area were retired individuals who wish to settle in a small down area. (Marilee Pfannstiel and Ronald Wilde, Executives for the City of Jonestown)

Conclusions:

Learning that many retired folks have found to invest in the properties in the hill valley area, this plays a significant role for increasing the property value and revenue for the city of Jonestown, Texas.

- b. Investment by adjacent properties to enhance their image and property values

No research or information for this metric.

III. ENVIRONMENTAL VALUE

(Team members: Jennifer RICHARDSON and Megan ROMERO)

A. Green Space/Plant Material

- a. % of project area dedicated to green space

Research (including source):

Site evaluation visit and video presentation

Analysis:

Jonesbrother's Park is off the path and while it had been an access point for boats to Lake Travis, the current drought has led to vast green space not being utilized. The nature trail being constructed is a unique innovation and a major asset to the town. It is neat that they kept a majority of the original landscape and recycled the materials used to construct the bridges, paths, ect. The other green area is Veterans Memorial Park which is very shaded and set back from the road. Although located next to residential areas, the park does not get used very often.

Conclusions:

Jonesbrother's park can use a new design and renovation. It is very open but has little shaded areas. Installing trees and other landscape scenery will enhance the value of the area. Using the park as a boat ramp is not feasible and the area is not being used to its full potential. The area being that large can be divided into different sections that serve a number of purposes. For example, one area can be used as a garden or an amphitheater while another part could include sports fields or running trails.

The Nature Trail is a beautiful trail that is currently being constructed. Building the entrance up to the road and adding signs will increase awareness of the trails presence. Along the section of the trial leading up to the entrance off of the main road, adding a barrier either fence or shrubbery will provide a more comfortable experience for people accessing the trail and will also provide safety to the residences living in the housing next to the trail.

Veterans Memorial Park is a fantastic space. It is well designed but is in a poor location. It is isolated from the other side of the street and besides the residents living behind it, accessing the park could be difficult or even dangerous. People passing the area may not be aware of Veterans park until they are already past it. Being located at the curve of the bottom of the hill makes it difficult for vehicles passing to see. Putting

signs a mile or so on either side may improve visits to the park. Also implementing so sort of crossing is necessary to connect this to other areas on the other side of the road.

b. Urban heat island effect of additional green space

Analysis:

The city of Jonestown is very green despite its prime location next to a major metropolitan area. Development has been minimal and has been limited to 40% impervious cover.

Conclusions:

Being green and ecofriendly, the island heat effect is very low. Due to lack of resources, a thorough study has not been conducted. Another way to reduce is to add green barriers along the roadways and can be done by green space next to sidewalks, green medians, or low line shrubs and bushes along the road.

c. Number and types of plant material used in the project

Research (including source):

Site inspection visit

Analysis:

There are a lot of trees and native Texas plants. Seems to be very little planned landscaping or outside plants brought to the site.

Conclusions:

Jonestown could benefit from having a landscape architect or firm come to the area and draw up conception plan for the area.

d. Impact of plant material on air quality (carbon footprint resulting from plant material)

Research (including source):

<http://www.epa.gov/myenv/myenvview2.html?minx=-98.16147&miny=30.36577&maxx=-97.78038&maxy=30.51672&ve=11,30.44109,-97.97079&pSearch=78645,%20TX>

Analysis:

Good air quality due to abundance of green space.

Conclusions:

Limited development in the area has kept the environment and air quality in good condition.

e. Xeriscape/low water usage plant material program

Research (including source):

h

Analysis:

Limited 40% impervious cover allows a lot of vegetation to remain intact so that limits water runoff.

Conclusions:

If the City of Jonestown constructs sidewalks or medians, constructing green barriers can limit water usage and conserve energy.

B. Environmental Certifications

a. LEED certification of the project

Analysis:

No LEED certification as of now.

Conclusions:

Not sure where these could be implemented but for future construction can be something to consider.

b. Sustainable Sites Initiative (SSI) certification

Research (including source):

<http://www.utexas.edu/utakecharge/>

Analysis:

There are currently no sustainable site developments.

Conclusions:

Exploring more in-depth detail about the UTakeCharge program can be a source of environmental sustainability.

c. Conservation organization certifications

Research (including source):

http://www.fws.gov/refuge/Balcones_canyonlands/

Analysis:

Balcones Canyonlands Wildlife Reserve is dedicated to protect endangered species in the area including a number of small birds. The Wildlife Reserve also partners with the city of Jonestown to conduct an annual Swift fest dedicated to the Chimney Swifts in Jonestown.

Conclusions:

Increase activists through the Wildlife Park and increased education in the area would not only benefit the environmental preservation efforts but could also be a source of community involvement.

d. Smart growth recognition or certification

Analysis:

There are none currently.

Conclusions:

Lack of a master plan in the community shows the inadequate structure of development planning in the area. I believe further evaluation should be done to focus on planning policies that could be beneficial to sustainability.

C. Air Quality Impact

a. Total carbon footprint of the project (before and after)

Research (including source):

<http://www.earthlab.com/carbon-footprint/Texas/Austin-carbon-calculator.aspx>

<http://www.utexas.edu/utakecharge/>

Analysis:

Jonestown being so small and still mostly green probably has a low carbon footprint but a lot of vehicles travel into Austin via Jonestown so the impact of vehicles probably increases it to a middle or average range.

Conclusions:

Alternate sources of transportation could reduce the carbon impact of motor vehicles but faces the issue of being too spread out in the suburbs to have effective public transportation. Jonestown could look at a study done by Texas University about reducing energy costs with UTakeCharge Program. These innovations if Jonestown chooses to implement will reduce energy costs.

b. Heat island impact of the project (before and after)

Research (including source):

Project has not been constructed yet so no research has been done.

Analysis:

Constructing some of the recommendations should not decrease the amount of green space in Jonestown but improve upon them.

Conclusions:

Following projects similar and smart construction should not detrimentally impact the environment but help reduce it.

c. Air quality construction practices implemented on the project

Analysis:

Adding more green landscape and vegetation will help improve air quality.

Conclusions:

While construction may temporarily disrupt air quality, increased vegetation will allow better air quality and add sustainability to the community.

d. Alternative sources of transportation incorporated on the project

Research (including source):

On-site inspection observations

Analysis:

A lot of cars passed through the city along FM 1431, mostly personal vehicles. There were no sidewalks, bike lanes or bus routes.

Conclusions:

Bike routes and sidewalks would be an added benefit to the community but public transportation does not always work well with suburban sprawl. Jonestown is close enough to Austin, commuters probably do not have an issue driving into town.

D. Energy Conservation

a. # and types of energy savings programs implemented on the project

Research (including source):

For energy savings data, we discussed this information with Marilee. Energy savings programs in Jonestown are for the most part nonexistent. However the City of Jonestown website shows a building code called 2009 International Energy Conservation Code (IECC) but does not give depth as to what this entails.

Source:

http://www.jonestown.org/index.asp?SEC=C53A5D23-EAB0-46CB-8A63-2A8C8B9C5A07&Type=B_BASIC

And Marilee

Analysis:

Energy savings programs in Jonestown are lacking and with the addition of more programs the city can begin to conserve more energy.

Conclusions:

From the lack of energy savings programs, we can see that the city of Jonestown is seemingly behind on the standards of buildings environmental programs today. Creating more energy savings programs will not only benefit the city with regards to energy conservation but in other aspects as well such as financial and overall community value.

b. Alternative energy generating sources and facilities for the project

Research (including source):

With regards to alternative energy generating sources in Jonestown such as wind turbines or solar power panels the city of Jonestown has zero alternative energy generating sources.

Source:

Site notes/Marilee

Analysis:

Since there is no alternative energy generating sources in Jonestown, the city relies entirely on electricity. While this has proven to be an effective way of generating energy for many years, it is not as environmentally friendly as wind or solar power.

Conclusions:

Adding wind or solar power in Jonestown would help decrease energy consumption. However implementing programs such as these can be very costly and potentially out of reach for Jonestown.

c. Economic savings of the energy saving programs

Research (including source):

As previously stated, there are no energy savings programs in place in Jonestown. In addition to this there are no economic savings programs either.

Source: Site notes and Marilee

Analysis:

Similarly to the analysis in the previous energy savings section, the addition of energy and economic savings programs can potentially benefit the city of Jonestown

Conclusions:

By implementing economic and energy savings programs in Jonestown, the environmental as well as economic values can be increased, in turn benefiting the whole city.

E. Storm Water Management Practices

a. % of site developed as impermeable surface

Research (including source):

According to Marilee, there is an ordinance in Jonestown which limits impervious cover to 40%.

Source:

Site notes and Marilee

Analysis:

With impervious cover limited to 40% this allows more than half of the water on the ground to be collected, distributed to other areas for reuse, or allows it to be soaked back into the ground for nutrients. Limiting impervious surfaces is good because reusing or redistributing water can be beneficial to the environment.

Conclusions:

In limiting impervious cover Jonestown is allowing water to be recycled or reused by the landscape. In addition, the vast greenery in the parks and surrounding natural areas help soak water into the ground plants and trees. However, it never hurts to add more permeable surfaces.

b. Area of green roof

Research (including source):

No green roofs on site

Source:

Site notes/visitation

Analysis:

There are no green roofs on the site in Jonestown, however there are many benefits that green roofs could bring to the city.

Conclusions:

Adding green roofs in Jonestown can help to eliminate heat island effect (which is already low/nonexistent). It can also create more green space along the main street as well as provide seating or eating areas for local businesses in the area.

c. Rain water harvesting programs

Research (including source):

None

Source:

Marilee

Analysis:

Not Applicable

Conclusions:

Not Applicable

d. Storm water runoff coefficients for the project

Research (including source):

According to Marilee, the storm water runoff management is controlled by the LCRA or Lower Colorado River Authority. There are currently no strict programs in place for Jonestown

Source:

Site Notes and Marilee

<http://www.lcra.org/water/quality/watershed-management-ordinance/Pages/default.aspx>

Analysis:

The Lower Colorado River Authority high lakes water shed ordinance states that there must be protection of water quality and creek erosion by providing efficient storm water runoff in approved water management facilities. Additionally buffer zones should be established and remain free of development to prevent erosion.

Conclusions:

Jonestown is off to the right start with proper guidance in providing storm water management, however with more implementation and practice, perfecting a proper storm water management program will increase the environmental value in Jonestown. At this time, the water in Lake Travis at this section of Jonestown is virtually nonexistent and it needs as much water as possible so proper runoff into the lake is vital.

e. Area of detention and retention facilities on site

Research (including source):

None

Source:

Site notes and Marilee

Analysis:

Not Applicable

Conclusions:

Not applicable

F. Water Management Practices

a. Low water use facilities in the project (toilets, sinks, showers, etc.)

Research (including source):

Looking on Jonestown's water supply corporation website I found information on water treatment facilities. Jonestown currently has 12 in the city. However it mentioned no programs on low water us facilities.

Source:

<http://www.jonestownwsc.org/> and Comprehensive plan

Analysis:

There are no low water use facilities in Jonestown. The 12 water treatment facilities include two treatment plants, three elevated storage tanks, five hydro-pneumatic systems, one raw water intake barge, and one pre-treatment injection site.

Conclusions:

With the existing water treatment facilities already up and running, adding low water use facilities does not seem like a very big task for Jonestown. Low water use programs would be very beneficial to Jonestown which is experiencing a severe drought and can help to preserve some water which may be needed elsewhere in the city.

b. Gray water program

Research (including source):

None

Source:

Site Notes and Marilee

Analysis:

Not Applicable

Conclusions:

Not Applicable

c. Water savings from xeriscape plant material

Research (including source):

None

Source:

Site notes, Marilee and Comprehensive plan

Analysis:

Not Applicable

Conclusions:

Not Applicable

d. Low water usage irrigation system (drip system) impact

Research (including source):

None

Source:

Site notes, Marilee and Comprehensive plan

Analysis:

Not Applicable
Conclusions:
Not Applicable

- e. Automated water management system and its impact

Research (including source):

None

Source: Site notes, Marilee and Comprehensive Plan

Analysis:

Similarly to the analysis of the low water management practices, there are currently no automated water management systems in Jonestown.

However the addition of said programs could benefit the city.

Conclusions:

According to the Comprehensive plan of Jonestown, the city plans to develop wastewater management systems. Including programs such as automated water management systems, low water management systems, and others which they currently do not have will help improve the water savings in Jonestown. As I stated earlier, with the drought hitting the area hard, Jonestown needs all the help it can get with regards to water savings.

G. Environmental Education

- a. # of programs associated with environmental education in the project

Research (including source):

The city of Jonestown hosts a Chimney Swift Festival every year to help educate its citizens on the native birds. During this time there are several educational programs held in order to help spread awareness about the birds and their habitat

Source:

Site notes and Marilee

Analysis:

These programs held during the annual festival are helpful to the community and its knowledge about the chimney swifts. However, only one time a year is not enough to hold environmental education programs.

Conclusions:

The city of Jonestown is in a prime location to be in touch with nature and the environment. By holding more than one festival or having permanent year round environmental education programs in the city seems more logical. It can also serve as a way to better educate the community about their environment as well as create a sense of togetherness among the citizens by being more in tune with nature.

- b. # of organizations involved in environmental education in the project

Research (including source):

There is a local Boy Scouts of America troop located in Jonestown.

Source:

Site notes and Marilee

Analysis:

The local Boy Scout troop does many activities which not only educate them in the area of hiking and camping but as well as provides them with the opportunity of hands on experience. The troop had a major hand in creating the hiking trail in Jonestown. According to Marilee it was one of their big projects one year.

Conclusions:

The Boy Scouts troop is a great opportunity for young boys to begin learning about nature, the environment and how to conserve it. This is an example which has been set in the city of Jonestown that can work as a guide to start up other educational organizations in the city.

- c. Programs and organizations involved in the use and maintenance of the landscape

Research (including source):

None

Source: Site Notes and Marilee

Analysis:

Not Applicable

Conclusions:

Not Applicable

IV. SENSORY VALUE

(Team members: Katherine BECKETT and Robert STROM)

A. Visual Impact

- a. # of notable or award winning designers and artists involved in the design

Research (including source):

There is no substantial information regarding this metric.

Analysis:

N/A

Conclusions:

There were no notable or award winning designers and artists involved in the design of Jonestown, but moving forward it would be beneficial to incorporate a well know landscape architect, architect, or even artist into the development. This would give Jonestown more character and a sense of identity as a whole.

- b. # of iconic and artistic elements of the project

Research (including source):

There are no iconic artistic elements in the project. (Observation)

Analysis:

N/A

Conclusions:

Artistic elements such as art installations or murals could help bring tourism into the town as well as provide identity and a sense of place.

c. # of water features in the project

Research (including source):

There is no substantial information regarding this metric

Analysis:

N/A

Conclusions:

There was no water feature in our site area of Jonestown, but it could add a nice feature to the town, possibly in a town center. A water feature would add a visual appeal as well as sound and touch appeals.

d. Levels of maintenance (daily weekly and monthly) dedicated to the visual quality of the project

Research (including source):

According to Marilee Pfannstiel, the Director of Community Development, the public works office is responsible for maintaining the city right of ways, which does not include FM 1431. She also informed us that the state does have a mowing schedule, but it is “sporadic at best”.

Analysis:

It is good to know that there is some maintenance in place, but more is suggested, especially in the landscape sector and maintaining paved surfaces,

Conclusions:

If improvements are made to FM 1431 and the ROW, maintenance must be increased to accommodate the new additions and improvements. The best efforts must be made in the upkeep of Jonestown in order to be visually appealing. This will allow visitors a pleasant visit and will show that the people care about their city and want it to be beautiful.

e. Length of adjacent streetscape enhancement resulting from the project

Research (including source):

There are plans to open up the vegetation along the highway at Plaza way in order to make the area behind Rolling Thunder and the trail head more visible. (Marilee Pfannstiel) There are no other streetscape enhancements that have resulted from this project.

Analysis:

The enhancement of the highway near Rolling Thunder would provide great benefit visually as well as safety for the trail head area.

Conclusions:

If these plans are enacted it could really improve a lot for the cities natural beauty and safety. Other street enhancements would be beneficial such as pedestrian walks, planting beds, bioretention beds, and street lighting.

- f. Number of adjacent properties that have enhanced their design as a result of this project

Research (including source):

At this point no adjacent properties have done much enhancing besides Rolling Thunder with their little streetscape.

Analysis:

This is a project that properties could each take into consideration.

Conclusions:

With more streetscape done these adjacent properties could enhance the feel of the city for people passing through hopefully giving the people a want to stop in and enjoy the town.

B. Smell

- a. # of adjacent restaurants to the project

Research (including source):

There were a total of 5 restaurants that put off unique smells. (Observation)

Analysis:

There were many restaurants such as Rolling Thunder and Tuggs that were able to be smelled from the street side.

Conclusions:

This could easily help the town with people passing by but would be hard to get more smells from restaurants with little available space. Incorporating more patio and outdoor dining would be beneficial in bringing smell outdoors.

- b. Area of landscape improvements and flowering plants

Research (including source):

Marilee shared with us that there have been some landscape improvements around city hall, Veteran's Park, and at the Northshore Homes site.

Analysis:

The city hall landscaping has been upgraded this past year and more is scheduled with the addition of a new sign which will be beneficial both in site and smell. The best visible improvements have been made in Veteran's Park with the addition of a variety of plants that provide color year round. The Northshore Homes site has been featured in multiple pictures during this project because they used a sod that was seeded with wildflowers in order to get that field of color.

Conclusions:

The direction of landscaping improvements is looking good, but more thought could be made to plant selection, making sure they are Texas Natives, low water use, have year round color, and include some aromatic plants such as rosemary, plumbago, esperanza, and lavender.

- c. # of food vendors

Research (including source):

5 food types of vendors exist in Jonestown. (Observation)

Analysis:

BBQ, Cajun, Pizza, Burgers, Subway

Conclusions:

These seem to be plenty for the existing town, but if the town is to expand they will need to bring in more unique restaurants like Tuggs and Rolling Thunder because these are the ones that you can smell throughout the town and that bring a unique aspect to the dining scene of Jonestown.

- d. Design of trash facilities and pick up process/proximity to pedestrian activity

Research (including source):

The trash pick-up route is along Highway 1431 and runs in front of the businesses along this route. This information was attained from Marilee Pfannstiel.

Analysis:

This trash route may be cause of negative visual stimulation as well as may result in mild odors along the site, especially if trash is forgotten.

Conclusions:

Due to the lack of pedestrian activity in the existing site, the trash route may not be an immediate problem, but if pedestrian activity and walkways are added the trash route should be relocated to behind the businesses or consolidated as much as possible if a rear access is not possible.

- e. Proximity to positive and negative odiferous facilities (freeways, trains, recycling facilities, landfills, etc.)

Research (including source):

There are not really any positive smells besides the restaurants and a few flowering plants. Only negative smell would be the traffic from the main road and possibly the trash.

Analysis:

The road can put off negative smells from the exhaust from the passing traffic through the town.

Conclusions:

Not much can really be done about this except for possible screening plants down the side of the highway as well as adding aromatic plants to mask the smell of the vehicles.

C. Touch

- a. # and area of water facilities

Research (including source):

There are no water facilities within the site.

Analysis:

N/A

Conclusions:

Possible water facilities are not necessarily needed at this point.

- b. # and types of facilities for the blind

Research (including source):

There are no facilities for the blind in Jonestown. (Marilee Pfannstiel)

Analysis:

This metric may be due to the towns size and older buildings.

Conclusions:

Because Jonestown has many older residents, the incorporation of facilities for the blind would be beneficial. Providing inclusivity for all residents and visitors will set Jonestown apart both for the blind and for their families and friends.

c. American Disabilities Act (ADA) compliance and recognition

Research (including source):

Many of the newer structures and facilities are ADA compliant in accessibility. They are not, however, automated. (Marilee Pfannstiel). Some of the older structures are not compliant, as well as some outdoor areas, such as the trail.

Analysis:

This is in line with many small towns and cities because of code requirements changing over the years. There is a new code in place that states that if any additions or renovations are made to an older structure, part of those renovations must be to make it ADA compliant.

Conclusions:

As Jonestown continues to develop and move to put some of these suggestions in place, the ADA compliance must be taken into account for the sidewalks, crosswalks, buildings, and public areas. As with the blind, the utmost effort must be made to include all residents and visitors.

d. # and area of textured paving

Research (including source):

According to Ms. Pfannstiel, the only places that have pavers are businesses that have incorporated them into their parking lots in order to meet the old impervious cover requirements. From the visit to the site, there are some areas of crushed granite, such as the memorial, as well as different walking surfaces in the parks.

Analysis:

This lack of textured pavers and paving patterns may be due to the lack of sidewalks and pedestrian access in most of the town.

Conclusions:

Paving patterns and textured paving should definitely be incorporated in to the design of Jonestown. These features add character and variety to the visual and kinetic quality of the site. With the incorporation of pedestrian access along the main section of FM 1431 there will be much opportunity to include pavers. Including more in parking lots is also a good idea because it will give more pervious cover as well as an audible and kinetic sense that you are entering a different zone. Pavers at crosswalks will give pedestrians an interesting walk as well as denoting to vehicles that this is a different space and can even cause them to slow down. Some cities use paving along the entire road that is bordered by their “main street” in order to slow traffic down and make people notice the area.

- e. Vibrations associated with underground transportation activities

Research (including source):

There is no underground transportation and therefore no vibrations associated with it. (Observation)

Analysis:

N/A

Conclusions:

Due to the fact that there is no vibrations because there is no underground transportation, there is no need to reduce this, but if underground transportation is ever incorporated there should be measures to reduce vibrations as much as possible.

- f. Number of seating areas, water fountains, and shaded retreats (for summer)

Research (including source):

There is public seating at Rolling Thunder and throughout the parks with benches and picnic tables. There are no water fountains. Shade occurs naturally throughout the town due to the trees

Analysis:

These seating areas are useful but many are not the easiest access, Shade is very nice throughout town with many large tree that put off good shade.

Conclusions:

The seating areas are a nice feature but for the elderly they could be possibly hard to use because of access to them. Water features could be added to this town to create some nice features that could attract visitors. Shade areas seem to be plentiful.

D. Sound

- a. # of sound venues (concerts, programmed activities, kinetic art, etc.)

Research (including source):

There are currently 2 bars that hold concerts and some city festivals that feature musical concerts.

Analysis:

The 2 bars seem to be quite successful and hosting many music events while the city festivals have fallen in the past couple years due to the lake.

Conclusions:

Music events are a great plus for this town due to close proximity to Austin and the massive music scene in the area. This could easily be turned into a profiting event for the entire town.

- b. Sound system for the project

Research (including source):

Jonestown does not own the sound system that has been used in the past for outdoor music events. The sound systems for the live music event indoors are owned by the individual restaurants and bars. (Marilee Pfannstiel)

Analysis:

Because Jonestown does not own their own sound system they must rent it or rely on the entertainment to bring their own. This may be a reason for why there are not more outdoor music events.

Conclusions:

If Jonestown invested in an outdoor sound system, they could use it for existing music events, but could also extend it to more events such as concerts, poetry readings, poetry slams, competitions, and fundraising events. This would allow more flexibility because they are not relying on someone else and would know how to work the system every time.

c. Area of pedestrian friendly quiet areas (parks, open spaces, etc.)

Research (including source):

There are 3 parks within Jonestown.

Analysis:

2 parks off of main road while 1 on main road.

Conclusions:

All the parks are nice, but it is hard to find quiet space in Veterans Park because it is right on the main. While Fireman's and Jones Brothers Park are off the main road they seemed to be very quiet.

d. Linear distance of streets adjacent to the project that generate traffic noise

Research (including source):

The entire 1 mile stretch of FM 1431 generates traffic noise due to the 28,500 cars that travel through per day, (Marilee Pfannstiel, 2012 24 hr count)

Analysis:

1 mile which was our entire site.

Conclusions:

The whole road has a large amount of traffic that passes through and brings a lot of noise with it this can be mitigated through vegetation and directing attention elsewhere. Also reducing the speed limit will give off less noise and provide more safety.

e. Proximity to noise generating activities (airports, railroads, high speed traffic corridors, industrial facilities)

Research (including source):

None besides the main road, FM 1431.

Analysis:

No other noise generating activities other than existing traffic.

Conclusions:

Nothing really can be done about the traffic noise without some sort of screening down the road sides or reduction in speed limit.

E. Taste

a. # of food vendors at the project

Research (including source):

5 food vendors exist in Jonestown.

Analysis:

BBQ, Cajun, Pizza, Burgers, Subway

Conclusions:

These seem to be plenty for the existing town, but if the town is to expand they will need to bring in more unique restaurants like Tuggs and Rolling Thunder and maybe a couple food trucks.

b. Culinary activities at the project

Research (including source):

The Cajun Cookoff is an annual event held in the city and brings about 1500 people per year. (Marilee Pfannstiel)

Analysis:

Not much information about this festival.

Conclusions:

Food can be a major attractor of visitors to a site. Incorporation more food and culinary events would be beneficial, or simply publicizing the Cajun event more throughout the state, and making it something that Jonestown is known for.

c. Water fountains

Research (including source):

There are no exterior water fountains within the site. (Marilee Pfannstiel)

Analysis:

While water fountains both visual and interactive (decorative and a useful water fountain you can drink from) may seem to be a minor detail, they can have a large effect on the enjoyment of a site, especially on a summer day in Texas

Conclusions:

. If a town center, main street area, or pedestrian walkways are added as suggested, water fountains are also suggested in order to bring people to the site and make them comfortable. An interactive water feature that children (and adults) could play in and cool off would be a wonderful addition to a town center, allowing people to watch people.

d. Edible plants

Research (including source):

According to Ms Pfannstiel, there has been talk of a community garden in the past and there is good soil behind Rolling Thunder at the trail head.

Analysis:

Community gardens are a great way to get people outside and socializing with other community members. Because there has been talk about this in the past, there is possibly a greater likely hood that the plans may move forward.

Conclusions:

We suggest a community garden be implemented, because not only will it improve community involvement, but it will also provide opportunity for economic and educational aspects. The produce could be sold at a farmers market, allowing other

residents and visitors to partake in the fruits of Jonestown. A farmers market could also provide identity to the city, pulling in people from surrounding communities. A community garden is also a great source of education and could be incorporated in to biology and botany classes both at the schools and in outside programs.

CONCLUDING STATEMENTS

We would really like to thank our supporters who made this possible, Professor Dennis Jerke, Professor Booth and the city hall of Jonestown. This has been a fun and unique challenge trying to assimilate all that data but with the work of many and the Guidance of Jones town it was possible.

As a team we felt Jones town had good Social/Cultural Values with things like the bird watching event but need to pull to a more diverse crowds. The outdoors is just about everyone's forte as long as its functions has been facilitated right. Economic Value was not bad but we felt they need to work more on the advertisement coming out of Austin so people stop and eat or look at art or whatever Jonestown has to offer. Environmental Value was thick in Jonestown full of vibrant wildlife and trees. Jonestown has a lot to offer for those that are drawn to nature or the outdoors. Sensory Value was nice in Jones town, you had the trees rustling in the wind and all the clean smells of nature at the park. We really enjoyed the time we had at Jones town and the great Barbecue, Thanks again Jonestown.

APPENDIX No. 1 – The WOW Factor Team Members

Team Leadership:

MOLINA, Daniel
SANTOS, Alexander

Social/Cultural Value:

GARCIA, Laura
GARCIA, Sarah

Economic Value:

OLIVAREZ, Christopher
WOLFF, Alec

Environmental Value:

RICHARSON, Jennifer
ROMERO, Megan

Sensory Value:

BECKETT, Katherine
STROM, Robert

Project Name: The Downtown Area of Jonestown, Texas.



Entry Statement – City of Jonestown, Texas.

Source: Professor Geoffrey Booth – Oct 3, 2014.

Project Video at:

<https://www.youtube.com/watch?v=1H9aI8VGusQ&feature=youtu.be>

Project Overview

The team objective was to visit Jonestown, TX on October 3, 2014 to experience it first hand and assess its value and potential using the Quadruple Net Value metrics. The town's most valuable features are its Hill Country backdrop and friendly small town appeal. Conveniently located north of Austin, the town sits on the upper most part of Lake Travis. It is the ideal location for a community to grow and thrive.

The team split into four groups, each with a specific study area. The study areas consist of environmental, social/cultural, economic, and sensory. Each group was in charge of collecting hard tangible data from reliable sources and using the data to assess current status as well as make reasonable suggestions to improve the town.

Special thanks to Marilee Pfannstiel and Ron Wilde for briefing the class on Jonestown and taking time out of their day to answer any questions, emails and phone calls as well as giving us a tour of the green quant town. Dennis Jerke's generosity and participation is much appreciated; each presentation gave us the tools we needed to move forward with the assessment of Jonestown using Quadruple Net Value. Last but certainly not least we'd like to thank Professor Booth for all his efforts in organizing this project and giving us the first hand experience. We were able to not just learn about QNV but were able to apply it in a real world situation.

Methodology

The research framework applied in this report was developed by College of Architecture at Texas A&M University "Outstanding Alumni", Professor Dennis Jerke in the text book that formed the basis of this course:

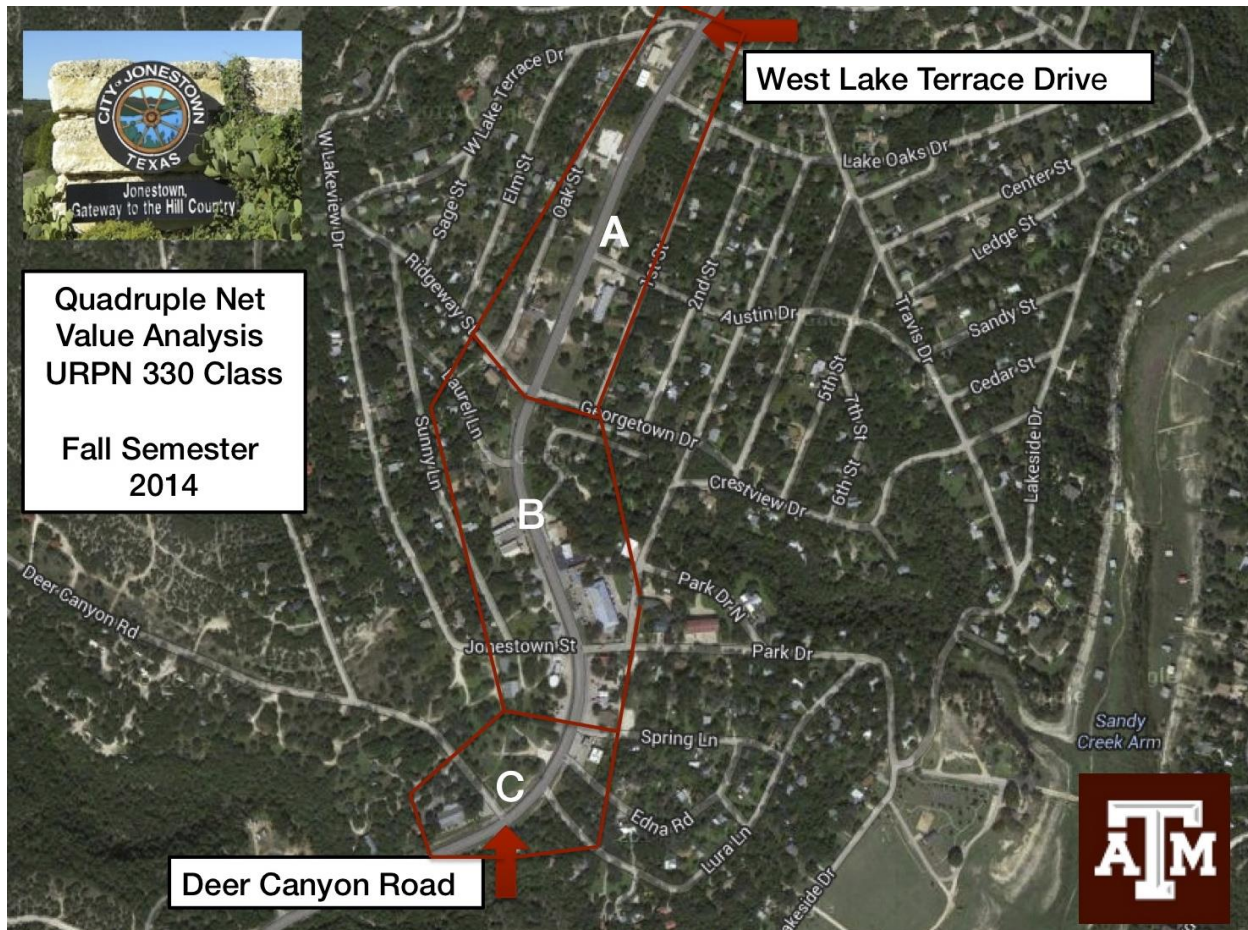
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Optimizing the return on perception. Washington, DC: ULI - The Urban Land Institute.

The Study Area (FM 1431, West Lake Terrace Drive to Deer Canyon Road)

Fall
2014

URPN 330 QUADRUAPLE NET VALUE REPORT
BREAKING BARRIERS TEAM
THURSDAY 4 DECEMBER 2014—TEXAS A&M UNIVERSITY.



Quadruple Net
Value Analysis
URPN 330 Class

Fall Semester
2014

The study area: all properties fronting FM 1431 from West Lake Terrace Drive to Deer Canyon Road in the City of Jonestown, Texas.

Source: Professor Geoffrey Booth – Lecture 12.0 URPN 330 Oct 9, 2014.

Consolidated Assessment of the Project's Quadruple Net Value

I. SOCIAL/CULTURAL CRITERIA AND METRICS

(Team members: Jacob ALLEN and Davis JORGENSON)

A. Safety and Security

- a. Security staff in addition to local police

Research (including source):

- 8 full time officers
 - 7 on duty 24/7
 - 10 Reserve officers
- officer per 1000 residents ratio: 5.3

Source: Marilee Pfannstiel 10-3-14

Analysis:

Jonestown has a sufficient number of police officers to keep the town safe.

Conclusions:

Being a small town, Jonestown doesn't have the most resources, however they do prioritize the safety of their citizens by having 7 officers on duty 24/7.

b. Crime reduction in the area (ten minute walk from project)

Research (including source):

- Violent crime has been below U.S. average since 2004 except for the years 2005 and 2007
- Property crime has been very close to the U.S. average since 2004

Source: Crime rate in Jonestown, Texas (n.d.). In City Data. Retrieved from <http://www.city-data.com/crime/crime-Jonestown-Texas.html>

Analysis:

Besides 2007, there have not been any murders. The crime rate in Jonestown is significantly lower than the national average. Compared to neighboring communities, crime is higher in Jonestown.

Conclusions:

Although the crime in Jonestown is higher than the surrounding communities, it is still lower than the national average in many aspects. The main reason for the higher crime rate is the outlier year in which the murders occurred.

c. Additional lighting in public areas

Research (including source):

- 9 light posts along FM 1431
- roughly 9 light posts in Jones Brothers Park

Source: Google Earth

Analysis:

City of Jonestown residents have expressed their concerns as to the safety of FM 1431 at night. There is not enough city funding to

Conclusions:

City of Jonestown needs to invest in increasing the lighting near roadways and public areas. FM 1431 needs to be a high priority to increase motor safety by adding light posts.

d. Security systems added for the project

Research (including source):

- Rolling Thunder has security camera system

Source: Davis Jorgenson 10-3-2014

Analysis:

There is not an ample amount of security besides the basic security camera systems and the local police. In a town of less than 2,000 people, there is not a large threat of petty crime to the local businesses and residents.

Conclusions:

Being a small town, the citizens have more trust in their fellow residents than citizens in a large city might have. Therefore, the need for security systems is less of a factor. The town still has a fairly consistent amount of security problems

but that may have to do with the amount of vacation homes left vacant for long periods of time.

- e. Additional security items to be measured

Research (including source):

- There is no additional security items

Analysis:

There is minimal security systems in Jonestown study area.

Conclusions:

Not enough justification to add additional security measurements.

B. Public Access/Connectivity

- a. Public access to project

Research (including source):

- FM 1431
- Google Maps and Visit

Analysis:

FM 1431 is the major highway that connects Jonestown to basically everywhere else. If you want to come to Jonestown, you have to use 1431.

Conclusions:

While 1431 does go through Jonestown, most drivers would not even know they went through it. The speed limit is 55 but most people go much faster than that. We think taking measures to change the way people drive on 1431 would greatly affect the community.

- b. Public transit connections

Research (including source):

- 1 Public Transit connection
 - Capital Metro Park and Ride
- Marilee Pfannstiel- 10-3-14

Analysis:

There is only one connection in all of Jonestown, which is right by city hall. Apparently, it takes an hour and a half to get to downtown Austin from that stop.

Conclusions:

While adding more transit connections does seem like a good idea, it is not very feasible. The decision to add more stops in not made by the city of Jonestown as it is made by Austin.

- c. Number of trail connections

Research (including source):

- 1 Trail connecting the site to Jones Brother's Park
- Obtained from Visit

Analysis:

No name trail is a shady and wooded hiking trail that connects downtown to Jones Brother's Park. Essentially connecting the town to the lake.

Conclusions:

This trail is one of the defining components of Jonestown. The atmosphere this trail provides is second to none. It provides shade on a hot day and is a nice transition from town to park. The only improvement that could be made is to specify where the trail actually is. Right now it looks like a creek bed without water.

d. Number of bicycle lanes in streets

Research (including source):

- Zero bicycle lanes in streets
- Obtained from visit

Analysis:

Jonestown has no bicycle lanes, which is strange because of the area's affinity for biking and the city's suitable terrain.

Conclusions:

We believe that adding bicycle lanes will not only bring more people to Jonestown, but also a sense of community. We believe that it could also slow down traffic making the area around the highway safer.

e. Number of bicycle facilities

Research (including source):

- Zero bicycle stores or facilities
- <http://www.yellowpages.com/jonestown-tx/bike-shop>

Analysis:

Because there are no bike lanes, it is unsurprising that Jonestown has no bicycle stores or facilities.

Conclusions:

Jonestown has very few small businesses anyway, so not having any bike shops is not a surprise, but Jonestown is very close to cities with numerous bike shops, so in our opinion this is not a considerable problem.

f. Pedestrian trails and walks

Research (including source):

- 1 walking trail
 - No name Trail
- Zero sidewalks on project
- Data obtained on visit

Analysis:

No name trail is one of the major components of Jonestown, but the problem is that not many people know that it exists.

Conclusions:

Jonestown is a very suitable place for trails of any kind, biking, walking, etc, and the no name trail is a very good start. So we think that capitalizing on the landscape by adding more trails would give Jonestown a separate identity from the lake.

- g. Streetscape – seating/lighting/landscaping/walks

Research (including source):

- 9 street lights
- Zero sidewalks
- Zero landscaping
- Long tables at Rolling Thunder
- Data obtained from Google Earth and visit

Analysis:

There is essentially no streetscape in Jonestown. Having such a great natural landscape though does help appease the need.

Conclusions:

In our opinion this is where Jonestown needs the most work. Similar, successful towns like Wimberly and Ruidoso have purposeful streetscapes that really give a town its identity. Among other things that could be changed, developing a streetscape seems to be the most feasible.

C. Health

- a. Length of trails and walks for walking and running

Research (including source):

- Canyonland Trail is about $\frac{3}{4}$ mile long
 - Connects Jones Brothers Park to other parks in the city

Source: The Jonestown Canyonlands Trail System (n.d.). In Jonestown.org. Retrieved November 24, 2014, from http://www.jonestown.org/vertical/sites/%7B98C21F63-2E84-4B40-8ABA-9BA38620A6EC%7D/uploads/The_Jonestown_Canyonlands_Trail_System1.pdf

Analysis:

City of Jones town has very few resources to increase the trail system. Many of the features of the trail system were donated by local organizations such as the bridges and trail path.

Conclusions:

Jonestown residents have expressed a desire for a trail that would connect to various destinations and provide scenic assets to the city. Mayor Deane Armstrong has played a crucial role in acquiring land that allowed the construction of Canyonland Park. There is more potential for trails in the future.

- b. Area of public parks and exercise areas

Research (including source):

- Four public parks- about 40 acres total
- 5 pieces of exercise equipment in Jones Brother's park
- Tennis, basketball, volleyball, and baseball facilities

Source: Davis Jorgenson 10-3-2014

Analysis:

Jonestown offers exercise and sporting venues that benefits the town by bringing residents together in a central location. The city has recently invested in the exercise equipment in Jones Brothers Park. This shows their interest in attracting new residents to the area that may use the park.

Conclusions:

Jonestown has the right idea as to how they should attract new residents. Public exercise equipment is becoming a popular amenity in public parks in the U.S. and Jonestown has already begun to capitalize.

c. Number of health education/events

Research (including source):

- Firewise hosts annual Firewise event educating public on wildfire prevention
- Swift Fest offers bird watching and education about the Chimney Swift
 - Nature education for children

Source: Jonestown.org

Analysis:

Jonestown offers annual events to educate the public on important topics and local wildlife.

Conclusions:

Jonestown has capitalized on the unique natural wildlife that the Texas hill country offers.

d. Number of pet related events

Research (including source):

There are not pet related events in Jonestown.

Analysis:

Nothing to analyze.

Conclusions:

Nothing to conclude.

e. Number of dog parks

Research (including source):

- There are no dog specific parks
- Jones Brothers Park has dog waste stations “near every large oak tree”

Source: http://www.jonestown.org/vertical/sites/%7B98C21F63-2E84-4B40-8ABA-9BA38620A6EC%7D/uploads/Pet_Waste_Stations%281%29.pdf

Analysis:

Jonestown does not have the demand that a larger city might have for a designated dog park. The pet waste stations demonstrate Jonestown’s want for more public interaction.

Conclusions:

The City of Jonestown does not see the need for a dog park currently. The small population would not be able to utilize it enough.

- f. Air quality improvements (area of landscaped areas, number of new trees, number and caliper of preserved trees, electric car stations, alternative modes of transportation)

Research (including source):

- No data on new or recent air improvement tools
- One public bus route to Austin

Source: Davis Jorgenson 10-3-2014

Analysis:

Jonestown does not have the funding or initiative to invest in the sort of air improvements. The bus company does not see the need to have more than one bus route to and from Jonestown per day.

Conclusions:

Jonestown has not invested into the development of air improvement strategies.

D. Education

- a. Number of educational programs created to promote environmental, historical and cultural education for project users and neighbors

Research (including source):

- Swiftfest
- Firewise
- Swiftfest.org

Analysis:

Swiftfest is an annual festival celebrating the chimney swift, a bird native to the area. Firewise is a program that teaches people about fire safety, which is very needed due to the natural landscape.

Conclusions:

There are only two main educational events in Jonestown, with Swiftfest being the biggest. We it is a very good thing for Jonestown because it is something that people know Jonestown by separate from the lake.

- b. Signage, exhibits, points of interest that communicate the educational aspects of the project

Research (including source):

- Zero signage
- Veterans Park
- Obtained from visit

Analysis:

There is zero signage pointing to points of interest in Jonestown, but Veterans Park is a memorial for veterans who were from Jonestown.

Conclusions:

We think adding signs pointing to interesting things in Jonestown would not add just an aesthetic aspect, but also bring more people into the city by showcasing those interesting things. For instance, having a sign pointing to no name trail would bring more traffic to it and in turn maybe change people's perception of the town as a whole.

- c. Level of coordination with schools and other educational institutions to educate the public about the project

Research (including source):

- None

Analysis:

There are no schools within the city of Jonestown so no coordination is possible.

Conclusions:

There is no recorded data on this subject.

E. Public Visitation/Involvement

- a. Number/area of public use areas in the project

Research (including source):

- Four public parks
 - About 40 acres total
- Tennis, baseball, basketball, and volleyball facilities
- Rolling Thunder owner wants restaurant to be called "Jonestown's Backyard"

Source: Marilee Pfannstiel 10-3-14

Analysis:

Jonestown offers a variety of public sporting and open areas for residents.

Conclusions:

Currently Jonestown offers the basic park amenities. There are not many public use facilities along FM 1431 except for Veterans Park and Rolling Thunder.

- b. Programmed events that include the public

Research (including source):

- Five fishing tournemants a year before drought
- Annual Swift Fest along with 9 other annual events

Source: Jonestown.org

Analysis:

Jonestown had a substantial amount of public events that drew visitors and tourists from out of town as well as locally. With the lake being dry, these opportunities have not been possible.

Conclusions:

Jonestown has capitalized on the natural resources it has until the lake went dry. Events are still held every year, the main one being Swift Fest. Swift Fest draws a large crowd every year that involves local residents.

c. Number of organizations that will be involved in public activities

Research (including source):

- Police department
- Firewise
- Parks & Recreation
- City of Jonestown

Source: Jonestown.org

Analysis:

There are four main organizations that are in charge of various events held throughout the year.

Conclusions:

The four organizations are able to show their commitment to the community by hosting the annual events for the residents. These events are opportunities for the public to socialize with the leadership in the town.

d. Projected annual public visitation

Research (including source):

- Jonestown isn't able to accurately measure the annual public visitation
- Swift Fest usually brings a crowd of 250-300

Source: Marilee Pfannstiel 10-3-2014

Analysis:

There is not an accurate number of visitors besides the estimations from Swift Fest.

Conclusions:

Not enough surveys or data.

F. Residential Proximity

a. Number of residential units within the project

Research (including source):

- 774 Houses in Jonestown
- <http://www.city-data.com/housing/houses-Jonestown-Texas.html>

Analysis:

There is little data to analyze.

Conclusions:

There is little to conclude about the number of residences in Jonestown

b. Number of residential units within a 5 minute walk (.25 miles) from project

Research (including source):

- No data found

Analysis:

There is little data to analyze.

Conclusions:

There is little data to conclude from.

- c. Number of residential units within a 10 minutes walk (.5 miles) from project
Research (including source):

- No data found

Analysis:

There is little data to analyze.

Conclusions:

There is little data to conclude from.

- d. Number of facilities that support residential quality of life (dog parks, parks, trail systems, neighborhood retail within 5 minute walk, schools, churches, transportation access points, dark skies initiative, neighborhood events)

Research (including source):

- 2 churches
 - First Baptist
 - South Jonestown
- 1 Bus Stop
- 1 Public Library
- 4 Parks
- <http://www.hillcountryportal.com/jonestown.html>

Analysis:

While there is a relatively small number of facilities that support quality of life, there are enough to support it for the amount of people that live in Jonestown.

Conclusions:

We believe that Jonestown definitely provides enough for a high quality of life. The amount and quality of parks in the city provide a great outdoor atmosphere. We also think the good qualities of these things would be exemplified if the lake were to fill to capacity.

G. Public Art

- a. Number of permanent art sites within the project

Research (including source):

- Iron Waves- local artist
- Veteran's Park

Source: Marilee Pfannstiel 10-3-2014

Analysis:

There is not an abundant amount of public art in the project study area. There is only one sculpture at Veteran's Park sculpted by a local Jonestown Resident.

Conclusions:

There is only one public artwork.

b. Number of areas that incorporate rotating art exhibits

Research (including source):

- There is no rotating art exhibits

Source: Marilee Pfannstiel 10-3-2014

Analysis:

No rotating art exhibits.

Conclusions:

Jonestown does not have the rotating art exhibits.

c. Number of tours associated with art exhibits

Research (including source):

- There are no art tours

Source: Marilee Pfannstiel 10-3-2014

Analysis:

No art tours in Jonestown.

Conclusions:

No art tours in Jonestown.

d. Educational activities/facilities associated with art

Research (including source):

- Swift Fest offers educational art programs for children
- Local and visiting artist sell pieces at the festival

Source: Marilee Pfannstiel 10-3-2014

Analysis:

Jonestown does not have a permanent art gallery in the study area. Iron Waves is nearest dealer/artist in the town.

Conclusions:

Jonestown offers little art activities during the year, only at annual festivals.

e. Local art organizations involved in the project

Research (including source):

- Iron Waves is the only artist in Jonestown but do not have public art in study area

Source: Marilee Pfannstiel 10-3-14

Analysis:

The one artist in Jonestown does not have public displays in study area.

Conclusions:

Iron Waves is not involved in the public art in Jonestown.

H. History

a. Number of historical exhibits and sites in the project

Research (including source):

- 1 historical exhibit
 - Veterans Park

- Obtained from visit

Analysis:

While there is not a specific historical site like a museum, Veterans Park commemorates all the fallen soldiers that have lived in Jonestown.

Conclusions:

While it would be nice to have more historical sites, the city of Jonestown just does not have that much history to showcase.

- b. Number of tours associated with site, local or regional history

Research (including source):

- No tours given by the city

Analysis:

There is no data to analyze.

Conclusions:

There is no data to conclude anything from

- c. Educational activities/facilities that celebrate history

Research (including source):

- Veterans Park

Analysis:

Veterans Park is the only place that celebrates any kind of history in Jonestown.

Conclusions:

Like stated before, there is just not much history in Jonestown to celebrate, or at least not any known history.

- d. Local historical organizations involved in the project

Research (including source):

No historic organizations involved in the site.

Analysis:

There is no data to analyze.

Conclusions:

There is no data to conclude from.

I. Pedestrian Comfort

- a. Area of streetscape with landscape, shade/sun (depending on the season), tree cover, seating areas, bicycle parking, lighting

Research (including source):

- There are no sidewalks along 1431
- No trees along 1431 providing shade for pedestrians
- $\frac{3}{4}$ mile trail behind city hall connects to Jones Brothers park
 - heavily shaded
- no bicycle parking
- picnic tables at Rolling Thunder

- no pedestrian cross walk on FM 1431

Source: Marilee Pfannstiel 10-3-2014

Analysis:

Jonestown does not offer safe or comfortable pedestrian walkways. The only shaded and secluded path is Canyonland Trail.

Conclusions:

Jonestown has not invested in adequate pedestrian walkways that would encourage walking a long FM 1431.

b. Disability compliance

Research (including source):

- Buildings are built to codes to allow ADA accessibility where needed
- ADA compliance is not obvious throughout the town though

Source: Marilee Pfannstiel 10-3-2014

Analysis:

There is not an obvious presence of disability access in the town.

Conclusions:

Jonestown does not have adequate disability compliance in the study area.

c. Alternative transportation facilities

Research (including source):

- There is one indirect bus route to Austin
 - One route to Austin in the morning
 - One route from Austin in the evening

Source: Capmetro.org/schedulemap

Analysis:

There is not a high demand for a bus route in the City of Jonestown.

Conclusions:

Jonestown does not make adding more than one bus route to Austin feasible for the bus company.

II. ECONOMIC VALUE

(Team members: Michael KASKA and Nathan TERRAZAS)

A. Property Values

- a. Taxable value of the property before and after development

ADDRESS	PROPERTY ID#	LAND VALUE	IMPROVEMENTS
10804 RIDGEWAY	0188580306	\$ 18,000.00	\$ 381,794.00
10702 LAUREL LN	0188580205	\$ 19,040.00	\$ 51,281.00
18626 FM 1431	0188580207	\$ 61,521.00	\$ 246,479.00
18624 FM 1431	0188580302	\$ 100,270.00	
LAUREL LN	0188580305	\$ 30,000.00	
10705 LAUREL LN	0188580303	\$ 7,800.00	
10707 LAUREL LN	0188580307	\$ 7,800.00	
10621 SUNNY LN	0188580230	\$ 5,500.00	
10619 SUNNY LN	0188580229	\$ 5,500.00	
18646 FM 1431	0188580230	\$ 50,095.00	\$ 14,522.00
18644 FM 1431	0188580231	\$ 33,539.00	\$ 68,469.00
18642 FM 1431	0188580232	\$ 42,569.00	
18638 FM 1431	0188580233	\$ 260,212.00	\$ 398,302.00
18630 FM 1431	0188580234	\$ 43,288.00	
10617 SUNNY LN	0188580235	\$ 14,280.00	\$ 59,929.00
10615 SUNNY LN	0188580236	\$ 5,500.00	
10613 SUNNY LN	0188580237	\$ 14,280.00	\$ 92,569.00
10505 SUNNY LN	0188580238	\$ 10,000.00	
10503 SUNNY LN	0188580239	\$ 10,000.00	
18503 JONESTOWN ST	0188580241	\$ 43,794.00	
18660 FM 1431	0188580242	\$ 67,904.00	\$ 274,230.00

Research :

In order to determine the percent increase of taxable value of the project's properties, I used the values from 2011 that had the towns land value and the land improvements and developments of the area that I attained from Marilee Pfannstiel. We had to cross reference the data with that of the Appraisal District to see if anything had changed in the past few years though.

Sources-

- Travis CAD. (2014, January 1). Retrieved December 1, 2014, from <http://propaccess.traviscad.org/clientdb/?cid=1>
- Marilee Pfannstiel- Director of Community Development

Analysis:

The Main area of Jonestown is labeled as section A in the table, they had initial land value of \$ 850,892.00. As of 2014, the Travis County Appraisal District helped us update the data given to us by Marilee that the area was had a total value of \$2,438,467. Overall, the Main area has increased by \$1,587,575.

Conclusions:

Even though the town has developed this area significantly, the only way that this actually helps out the town is increased property taxes. The main income of the town is by property taxes.

b. Taxable value of adjacent properties before and after development

ADDRESS	PROPERTY	LAND VALUE	IMPROVEME/	TOTAL	Section
FM 1431	0190581427	\$ 252,704.00		\$ 252,704.00	B
18617 FM 1431	0190582801	\$ 127,486.00		\$ 127,486.00	B
18611 FM 1431	0190582804	\$ 57,840.00	\$ 91,794.00	\$ 149,634.00	B
18601 FM 1431	0190582818	\$ 193,013.00	\$ 342,124.00	\$ 535,137.00	B
11006 FIRST STREET	0190582811	\$ 7,800.00	\$ 66,333.00	\$ 74,133.00	B
11002 FIRST STREET	0190582813	\$ 7,800.00	\$ 65,720.00	\$ 73,520.00	B
10904 FIRST STREET	0190582815	\$ 7,800.00	\$ 92,618.00	\$ 100,418.00	B
10900 FIRST STREET	0190582817	\$ 7,800.00	\$ 87,200.00	\$ 95,000.00	B
18589 FM 1431	0190581703	\$ 77,171.00		\$ 77,171.00	B
18583 FM 1431	0190581708	\$ 38,856.00		\$ 38,856.00	B
FM 1431	0190581725	\$ 45,912.00		\$ 45,912.00	B
18575 FM 1431	0190581709	\$ 56,576.00		\$ 56,576.00	B
11101 FIRST STREET	0190581720	\$ 7,800.00	\$ 65,800.00	\$ 73,600.00	B
11102 FIRST STREET	0190581719	\$ 5,500.00		\$ 5,500.00	B
11104 FIRST STREET	0190581718	\$ 7,800.00		\$ 7,800.00	B
18650 FM 1431	0188580240	\$ 92,597.00	\$ 121,568.00	\$ 214,165.00	B
18664 FM 1431	0188580243	\$ 74,128.00	\$ 114,421.00	\$ 188,549.00	B
18672 FM 1431	0188580244	\$ 71,870.00	\$ 110,261.00	\$ 182,131.00	B
18513 JONESTOWN ST	0188580245	\$ 155,607.00	\$ 110,662.00	\$ 266,269.00	B
10415 DEER CANYON	0188580246	\$ 47,339.00	\$ 24,725.00	\$ 72,064.00	B
18700 FM 1431	0188580247	\$ 154,856.00	\$ 101,271.00	\$ 256,127.00	B
18511 GEORGETOWN ST	0188580248	\$ 45,999.00		\$ 45,999.00	B
18524 PLAZAWAY	0188580249	\$ 14,179.00		\$ 14,179.00	B
18637 FM 1431	0188580250	\$ 104,832.00	\$ 87,208.00	\$ 192,040.00	B
18649 FM 1431	0188580254	\$ 334,541.00	\$ 472,601.00	\$ 807,142.00	B
18314 NORTH PARK ST	0188580255	\$ 7,800.00	\$ 1,256.00	\$ 9,056.00	B
18312 NORTH PARK ST	0188580256	\$ 7,800.00	\$ 80,630.00	\$ 88,430.00	B
NORTH PARK DR	0188580257	\$ 45,000.00	\$ 551,234.00	\$ 596,234.00	B
18304 PARK	0188580258	\$ 22,500.00		\$ 22,500.00	B
18308 PARK DR	0188580259	\$ 18,000.00	\$ 53,143.00	\$ 71,143.00	B
18653 FM 1431	0188580260	\$ 22,315.00	\$ 89,891.00	\$ 112,206.00	B
18315 PARK DR	0188580261	\$ 7,800.00		\$ 7,800.00	B
18669 FM 1431	0188580265	\$ 62,810.00	\$ 120,215.00	\$ 183,025.00	B
18310 SPRING LN	0188580266	\$ 7,800.00		\$ 7,800.00	B
18681 FM 1431	0188580267	\$ 80,847.00	\$ 134,965.00	\$ 215,812.00	B
18226 EDNA LN	0188580268	\$ 7,800.00		\$ 7,800.00	B
18315 SPRING LN	0188580269	\$ 7,800.00	\$ 14,419.00	\$ 22,219.00	B

Research :

In order to assess the increase in adjacent property value of Jonestown, We used the properties closest to the main center of Jonestown. These properties cover a larger area of the town but are still close to the main area of Jonestown.

Sources-

- Travis CAD. (2014, January 1). Retrieved December 1, 2014, from <http://propaccess.traviscad.org/clientdb/?cid=1>
- Marilee Pfannstiel- Director of Community Development

Analysis:

The adjacent properties property values are labeled as section B in the chart, they started out at \$2,296,078, after the land was developed, the value of the land increased by \$3,000,059. The combined total market value of the adjacent properties were \$5,296,137. The improvement of the land was double of the value of the original properties.

Conclusions:

The conclusion of the adjacent properties we're that the property improvements greatly helped the property taxes that were collected off the area. The more that we could develop the main area of Jonestown would help attract more people to this area to increase property improvements.

- c. Taxable value of property within five minute walk before and after development stages

Research

ADDRESS	PROPERTY ID	LAND VALUE	IMPROVEMENT	TOTAL	Section
FM 1431	0193580501	\$ 125,816.00		\$ 125,816.00	C
11314 CLEARVIEW	0193580115	\$ 35,000.00	\$ 31,250.00	\$ 66,250.00	C
18500 FM 1431	01953580114	\$ 224,579.00	\$ 372,268.00	\$ 596,847.00	C
18566 FM 1431	0190581403	\$ 93,268.00	\$ 148,218.00	\$ 241,486.00	C
18602 W LAKEVIEW	0190580602	\$ 25,800.00	\$ 163,604.00	\$ 189,404.00	C
18603 W LAKEVIEW	0190580510	\$ 7,800.00	\$ 715,340.00	\$ 723,140.00	C
11216 W LAKE TERRACE	0190580511	\$ 7,800.00		\$ 7,800.00	C
18568 FM 1431	0190581405	\$ 72,760.00	\$ 117,716.00	\$ 190,476.00	C
FM 1431	0190581407	\$ 78,029.00		\$ 78,029.00	C
18576 FM 1431	0190581410	\$ 61,788.00		\$ 61,788.00	C
18580 FM 1431	0190581412	\$ 65,950.00	\$ 167,405.00	\$ 233,355.00	C
11101 OAK ST	0190581413	\$ 34,769.00		\$ 34,769.00	C
18588 FM 1431	0190581415	\$ 67,723.00		\$ 67,723.00	C
18592 FM 1431	0190581417	\$ 67,955.00	\$ 233,410.00	\$ 301,365.00	C
11009 OAK STREET	0190581420	\$ 73,764.00		\$ 73,764.00	C
18593 FM 1431	0190581702	\$ 93,042.00	\$ 191,333.00	\$ 284,375.00	C
11010 FIRST STREET	0190581722	\$ 7,800.00		\$ 7,800.00	C
11012 FIRST STREET	0190581721	\$ 7,800.00	\$ 1,835.00	\$ 9,635.00	C
11116 FIRST STREET	0190581724	\$ 7,800.00	\$ 67,267.00	\$ 75,067.00	C
11114 FIRST STREET	0190581712	\$ 7,800.00		\$ 7,800.00	C
11112 FIRST STREET	0190581714	\$ 5,500.00		\$ 5,500.00	C
11106 FIRST STREET	0190581717	\$ 7,800.00	\$ 46,157.00	\$ 53,957.00	C
AUSTINDR	0190581723	\$ 7,800.00		\$ 7,800.00	C
18504 ELAKEVIEW	0190580707	\$ 7,800.00	\$ 112,949.00	\$ 120,749.00	C
18506 ELAKEVIEW	0190580708	\$ 7,800.00		\$ 7,800.00	C
18507 ELAKEVIEW	0190580812	\$ 24,969.00		\$ 24,969.00	C
18506 ELAKEVIEW	0190580811	\$ 7,800.00		\$ 7,800.00	C
18507 ELAKE TERRACE	0190581511	\$ 24,460.00	\$ 88,151.00	\$ 112,611.00	C
18509 ELAKE TERRACE	0190581510	\$ 72,450.00	\$ 36,395.00	\$ 108,845.00	C
18506 LAKE OAKS	0190581508	\$ 132,701.00	\$ 77,028.00	\$ 209,729.00	C
18643 FM 1431	0188580251	\$ 83,855.00	\$ 223,894.00	\$ 307,749.00	C
18645 FM 1431	0188580252	\$ 80,155.00	\$ 254,514.00	\$ 334,669.00	C
10700 CRESTVIEW	0188580253	\$ 7,800.00		\$ 7,800.00	C
18655 FM 1431	0188580262	\$ 45,725.00	\$ 76,234.00	\$ 121,959.00	C
18663 FM 1431	0188580263	\$ 34,805.00	\$ 27,545.00	\$ 62,350.00	C
18665 FM 431	0188580264	\$ 38,745.00	\$ 62,831.00	\$ 101,576.00	C
18683 FM 1431	0188580270	\$ 24,907.00		\$ 24,907.00	C
18685 FM 1431	0188580271	\$ 31,649.00		\$ 31,649.00	C
EDNA LN	0188580272	\$ 7,800.00		\$ 7,800.00	C
18689 FM 1431	0188580273	\$ 86,034.00		\$ 86,034.00	C
18313 LURA LN	0188580274	\$ 7,800.00	\$ 61,054.00	\$ 68,854.00	C
18706 FM 1431	0188580275	\$ 33,280.00	\$ 81,734.00	\$ 115,014.00	C
18613 DEER CANYON	0188580276	\$ 39,727.00	\$ 14,614.00	\$ 54,341.00	C
18410 WEST RIM	0188580277	\$ 335,710.00		\$ 335,710.00	C
18617 DEER CANYON COVE	0188580278	\$ 9,984.00		\$ 9,984.00	C
10505 DEER CANYON	0188580279	\$ 80,488.00	\$ 49,234.00	\$ 129,722.00	C
FM 1431	0188580280	\$ 92,250.00	\$ 40,461.00	\$ 132,711.00	C

While we had a hard time figuring out how to exactly measure out 5 minutes of distance, we used Marilee’s information that she had already collected and asked her to help us assess the distance. The properties that we used are labeled in table in section C. They are most of the remaining town, due to the small size of the town.

Sources-

- Travis CAD. (2014, January 1). Retrieved December 1, 2014, from <http://propaccess.traviscad.org/clientdb/?cid=1>
- Marilee Pfannstiel- Director of Community Development

Analysis:

From the properties that were within 5 minutes property values were \$6,541,819 before any improvements. The improvements were roughly \$1,272,265. The combined total market value for these properties were \$7,814,084.

Conclusions:

The land values made up majority of the property value at roughly over \$6 million in value, with the improvements only increasing the value by \$1.2 million. These properties around the town are taking hits due to the low lake levels and property value slowly decreasing.

B. Revenues

- a. Tourism \$ generated on an annual basis by the project

Research (including source):

The amount of revenue gathered through tourism was calculated with the help of the Finance Department page on the City of Jonestown's website. We also received helpful numbers that Marilee Pfannstiel and city officials had previously calculated.

- Finance Department. (2014, January 1). Retrieved December 1, 2014, from http://www.jonestown.org/index.asp?SEC=53A871AD-8A7D-4C03-A51C-2D3BE91E6952&Type=B_BASIC
- Marilee Pfannstiel- Director of Community Development

Analysis:

The largest contributor towards tourism revenue proved to be the utilization of the boat launch. The boat launch alone generated approximately \$30,000.

However, the city misses out on an estimated \$50,000-70,000 without the launch fees and the revenue the lake would generate. There are no concrete numbers on the revenue generated through tourist attractions such as the nature trails, Swift Fest, or the chili cook-off (which they haven't had the past few years). However, these can only have positive impacts in the aspects of revenue.

Conclusions:

There is no such interaction or prediction we can give to the filling up of the lake. We can only make attempts to maintain existing tourism and create new tourism. The City of Jonestown must attempt to create a sense of invitingness through the use of the resources they do have. Their opportunities spur from their abundance of green space and the enthusiasm of business owners that would like to see better things for their city and business. As a conclusion I would recommend targeting a biker festival with the help of the owner of Rolling Thunder or an attempt at some sort of running/bicycling event.

- b. Occupancy rates, sales and rents before and after development

Research : The occupancy rates that we found we're supplied by the appraisal district and information that was given to us from Coldwell Banker.
Sources-

- Travis CAD. (2014, January 1). Retrieved December 1, 2014, from <http://propaccess.traviscad.org/clientdb/?cid=1>
- Greg Billings- Coldwell Banker

Analysis:

There aren't any locations in the main area of Jonestown that can be assessed for occupancy rates. The main purpose of the properties in this area are for businesses or family housing.

Conclusions:

They do not have a major source of occupancy tax like a hotel or bed and breakfast. The hotel is out of question until more people travel to the town, the bed and breakfast could work due to the bedroom community and scenery of the area.

- c. Occupancy rates, sales and rents of adjacent properties before and after development

Research :

The assessment of occupancy rates and rents of the adjacent properties are at 7% per property. There are mainly rent houses that are controlled by local realtors.

Sources-

- Travis CAD. (2014, January 1). Retrieved December 1, 2014, from <http://propaccess.traviscad.org/clientdb/?cid=1>
- Greg Billings- Coldwell Banker

Analysis:

There are roughly 10 rent houses as adjacent properties to the main area of Jonestown. These are roughly the 25% of the main rental properties within all the areas that we assessed in Jonestown.

Conclusions:

If the town could become more developed to attract more residents to live in the area or attract more tenants to rent properties.

- d. Occupancy rates, sales and rents of property within 5 minute walk before and after development

Research: As we assess the main occupancy rates and rents of the areas 5 minutes within the main area of Jonestown, we refer back to Marilee's areas that she had gave us and the main profits of this area were rental properties and the rental of the park plaza

Sources-

- Travis CAD. (2014, January 1). Retrieved December 1, 2014, from <http://propaccess.traviscad.org/clientdb/?cid=1>
- Greg Billings- Coldwell Banker

Analysis:

The rest of the town's rental properties lie within this area, which is roughly 30 properties. The main value from this area is the renting of the park plaza which roughly generates \$30,000 in revenue for the town.

Conclusions:

Since the lake levels have gone down, the renting of the plaza has slowly declined. The only way to help increase this asset is to remodel it to make it more appealing or wait for the lake levels to rise.

C. Conceptualization and Design Value

a. Fees for planning and conceptual design

Research :

According to the Planning & Development section on Jonestown's website, Jonestown, with the help of their constructed committee worked with citizens of Jonestown to construct a future plan for Jonestown. It began in July 2012 and was approved by City Council on June 13, 2013.

Analysis:

There were no expenses for this type of planning. This conceptualization was painted for the future. However, nothing in the report describes how they plan to attain this goal.

Conclusions:

Planning with the help of city residents is helpful in the aspect that it does not cost much. The City of Jonestown needs to apply the knowledge they have in what they want for the future. Beginning your plan of action for a city is hard, but the development is a gradual thing.

b. Fees for design of the project

Research (including source):

The City of Jonestown haven't started the design of any of their projects, which haven't been assessed for fee's or expenses yet.

Analysis:

Once the planning and conceptualization follows through with a design for the project, then they can assess an appropriate budget for the project.

Conclusions:

When the town implements their designs and start the development of an area, they will need to decide on a budget for the project and work within the limits of it.

c. Economic impact using the multiplier for planning and design impact

Research:

There is not an Economic impact of the planning and designs of Jonestown, since there hasn't been any recent productive designs of the town.

Analysis:

The town is in need of ideas to come up with a way to bring in more revenue and tax money into the area. Once they come up with an area they would

like to focus on developing, then they can properly figure out a plan and design to work towards that could have a positive impact on the economic aspect of the town.

Conclusions:

The best idea of plans and designs would be to start on the development on the main area of Jonestown to draw people into the downtown area. It would involve slowing traffic, adding sidewalks, combination of residential/business buildings in the downtown area. This would be a good idea to start developing.

D. Construction Value

- a. Number of jobs created during construction

Research :

As we assessed Jonestown for construction value, they have not implemented any type of construction towards the town.

Analysis:

They didn't create any jobs, since there is no construction value.

Conclusions:

If they plan to develop the town further, it will create many jobs within the area to help bring in extra revenue into the town.

- b. Total construction value

Research :

There isn't any construction value in the area.

Analysis:

If the town decides on a master plan, it can start considering the construction value it would gain.

Conclusions:

As the town decides to expand, it'll create construction value for the town by adding sidewalks, signage, a median possibly. They also have a plan of adding an underground tunnel, it is out of their current budget though right now.

- c. Economic impact using the multiplier for construction impact

Research:

There isn't a construction impact, so therefore we cannot use the multiplier of the economic impact of Jonestown.

Analysis:

Once the town decides to expand or involve a construction project to enhance the value of the town, then we can assess the value it created for the area.

Conclusions:

If the town decided to enforce a construction project for the town, the impact it would have on the town would be positive. They could build sidewalks that could help connect the downtown area, while also separating it from the main road

through Jonestown. It could help develop the area to bring in more revenue to the area.

E. Operations and Management Value

- a. Number of jobs created to operate and maintain the project on an annual basis

Research (including source):

Sources show that there are 8 full-time police officers and 10 officers on reserve in Jonestown. It also takes a maintenance crew for upkeep on a city.

Marilee Pfannstiel and Ron Wilde explained that maintenance of parks and public works was handled by a little over half of a dozen people. While visiting, they participated in helping with the tour and were on a project of taming and clearing the brush in the lake bed.

- Marilee Pfannstiel- Director of Community Development
- Finance Department. (2014, January 1). Retrieved December 1, 2014, from http://www.jonestown.org/index.asp?SEC=53A871AD-8A7D-4C03-A51C-2D3BE91E6952&Type=B_BASIC

Analysis:

You can argue that other city officials are required to operate and maintain a city. However, we just include Police department and maintenance crew in this measurement. Obviously the more jobs you can create within a city, the more likely those employees are to return that money to the local economy. It is also a great indicator of growth.

Conclusions:

We've seen before that creating "ditch-digger" jobs is not always beneficial. In this case you can only hope more jobs are created due to the success of surrounding businesses and the growth of the city.

- b. Annual budget to maintain of the project

Research (including source):

As it was with a few other sections in economics, our most helpful research tool was the budget that is posted in the Finance Department on Jonestown's city website. Our research was adding everything up in the expense part of the budget that is needed to maintain a city.

- Marilee Pfannstiel- Director of Community Development
- Finance Department. (2014, January 1). Retrieved December 1, 2014, from http://www.jonestown.org/index.asp?SEC=53A871AD-8A7D-4C03-A51C-2D3BE91E6952&Type=B_BASIC

Analysis:

What we include in the maintenance of Jonestown would be the expenses of employment/salaries of Police Officers, Parks and Recreation, and Public Works. It can be argued that the maintenance of a city should include the expenses of a City Administrator, City Secretary, Municipal Court, attorneys, etc.

However, in this measurement we only include the physical upkeep. Aside from their salary we also included values such as street repairs, building maintenance sanitation, park equipment, utilities and a few other values necessary in keeping

the city functional and appealing. Our analysis shows a minimum of \$1,080,000 allocated in the budget for basic maintenance of Jonestown. Another \$100,000-\$300,000 is accounted for due to Engineering fees and other various repairs, maintenance, equipment and legal fees. If you calculate all expenses of Jonestown as what it takes to maintain a city, you are looking at closer to \$2.5 million.

Conclusions:

Jonestown's Finance department provides a conservative estimate which leaves room for unexpected costs. For the most part, the listed expenses are all required in the maintenance of a city like Jonestown. Trimming some fat off of the estimated expenses would not show a marginal difference. However, a constant reevaluation of necessities in the budget is always beneficial.

F. Real Estate Transactions/Investment Adjacent to the Project

- a. Number of annual real estate transactions within a 5 minute walk before and after the project



Research:

As we worked on assessing the real-estate aspect of Jonestown, we found that Coldwell Banker would be our main source of information for the town's real-estate transactions. They supplied us with the Picture above.

Source- Coldwell Banker 2011-2014 Real-Estate Transactions

Analysis:

Within the past 3 years, the town has had 95 real-estate transactions within the 5 minute assessed area. 30 transactions alone were made within the past year. Most of the transactions are selling, not buying.

Conclusions:

There has been a high amount of real-estate transactions lately due to the lake drying up and residents selling their property before it loses too much value. Summer homes are being sold due to not using them as a summer destination anymore without a lake.

- b. Investment by adjacent properties to enhance their image and property values

Research:

The adjacent properties of most of the real-estate properties are underdeveloped or lack management of the area. Most areas are empty lots that could become developed into other homes, businesses, or attractions.

Analysis:

If the adjacent properties would become developed instead of being empty lots, it could serve as more of a purpose instead of being an eye sore. If developed properly it could even bring in more revenue for the town, not only property value, but also revenue from other businesses.

Conclusions:

If the real-estate companies put money into these adjacent properties, it would enhance their property value and help sell their properties easier with better developed areas around their land. One problem that will not solve easily is the loss of the lake; lake houses will still suffer from having a underdeveloped lake while the levels are extremely low.

III. ENVIRONMENTAL VALUE

(Team members: Beau BARNETTE and Karina GARCIA)

A. Green Space/Plant Material

- a. % of project area dedicated to green space

Research (including source):

Approximately 40% undeveloped green space. About 40 acres of parks in Jonestown. There is one trail that is not named yet.

Analysis:

The city plans to keep 7 acres of flat land. They want to find a way to connect the no-name trail with Veteran's Park through 1431.

Conclusions:

In order for them to keep 7 acres of flat, they will need to mandate certain restrictions on some areas in town from development. They would have to create crosswalks and stoplights on 1431 in order to connect the trail with Veteran's Park. The other option would be to build an overpass or a underpass on 1431 to avoid the traffic.

- b. Urban heat island effect of additional green space

Research (including source):

Even small green spaces can have significant effects in breaking up urban heat islands in the environment. On the hottest days, canopy shaded green areas are up to 44.5 degrees cooler than non-green, non shade canopied areas.

(<http://ec.europa.eu/environment/integration/research/newsalert/pdf/37si6.pdf>)

Analysis:

Green spaces are limited mostly to the parks and undeveloped areas of Jonestown. Houses have their lawns, but most of these are not within the site boundaries. Most developed areas are heavily hard scaped and are unmitigated by plants or green space.

Conclusions:

While small green areas can have an impact, the plants and green space are still not in significant enough quantity to mitigate the urban heat island effect. It is recommended that future development mandates hard scape be limited to a 2/3 of any area. 30% of future development must be vegetated and 30% must be shaded. Single area of the development can represent the full 67% of hard scape allotted, it must be fragmented by green space.

- c. Number and types of plant material used in the project

Research (including source):

Research for number and types of plants was conducted in person and by reviewing photos of the trip to Jonestown.

Analysis:

Citizens largely seem to be using low-input landscape plants as they are becoming experienced with extended drought conditions.

The native landscape is present, but not very noticeable as part of the downtown area.

Conclusions:

The native landscape is largely located in undeveloped areas. This could be brought to the forefront of the city's identity by utilizing them as part of the green space and storm water management infrastructures of Jonestown.

Citizen use of natives may drop off with new development as newcomers visit or current residents become more lax. Nip this in the bud by offering tax benefits and public recognition to retail and residential owners who use natives as a significant portion of their land development and maintenance.

- d. Impact of plant material on air quality (carbon footprint resulting from plant material)

Research (including source):

Not much vegetation on 1431. There is a large number of cars and equipment trucks that drive on 1431 on a daily basis.

Analysis:

There is no blockage of carbon footprint around 1431, all vegetation is behind the asphalt parking lots by the 1431.

Conclusions:

If they were to plant some vegetation on the edges of 1431, it would help with the carbon footprint. Some of the vegetation would block and cancel out the carbon footprint produced by the passing vehicles.

- e. Xeriscape/low water usage plant material program

Research (including source):

At current there are no xeriscape/low water use programs in Jonestown.

Analysis:

The city does not provide the water and does not have a sewer system. At current their involvement in provision and management is minimal.

Conclusions:

Despite not managing or providing water, the city has a responsibility to inform and help guide the citizens on actions that will impact the community. Xeriscape education and/or tax benefit programs will be beneficial in leading them to a responsible and equitable land management regime in the future.

Use native plants in order to keep from having to care for them as you would for nonnative plants. It takes less water if the natural plants that require less water grow and it helps to not have to replace plants if and when they die.

B. Environmental Certifications

- a. LEED certification of the project

Research (including source):

Jonestown has no existing LEED certified buildings.

Analysis:

They have lots of potential for new buildings to be constructed and may be built as LEED certified buildings.

Conclusions:

It is easier for a building to be LEED certified when there is no existing plans for the city or area and may give it an opportunity for it to become whatever it wishes to be. If Jonestown builds LEED certified buildings, it may help it get the overall efficiency in buildings it is searching for.

- b. Sustainable Sites Initiative (SSI) certification

Research (including source):

The SITES program offers a systematic, comprehensive rating system designed to define sustainable sites, measure their performance, and ultimately elevate the value of landscapes. (sustainablesites.org)

Analysis:

This program is useful in that it will help guide the planning and development of a sustainable site that is resilient in the face of environmental catastrophe. It will lend the prestige of accreditation which will attract tourism from environmentalists. It will also attract professionals in design or environment

related fields who may use it as a case-study for rural small town developments in the future.

Conclusions:

Accreditation from the SITES programs should be pursued as a long-term economic and QOL investment. Even if accreditation is not obtained, the guidelines will lead to a more successful planning and development process. Looping back to these guidelines and the input of the local population regularly will help avoid non-productive mission creep.

c. Conservation organization certifications

Research (including source):

Balcones Canyonlands Conservation Plan

Analysis:

Balcones Canyonlands protects over 30,000 acres in the area. Protects certain species that are endangered from being hunted and preyed.

Conclusions:

If they were to have more conservation organizations, they might have better programs when it comes to their water supplies and air quality, not just their animal species.

d. Smart growth recognition or certification

Research (including source):

The EPA smart growth program helps communities improve their development practices and get the type of development they want. We work with local, state, and national experts to discover and encourage successful, environmentally sensitive development strategies.

(<http://www.epa.gov/smartgrowth/>)

Analysis:

No current project plan to compare but can get a strong productive start by considering the guidelines of the EPAs Smart Growth program when moving forward with future planning and development.

Conclusions:

Smart Growth recognition should be pursued in the same manner and for the same reasons as the LEED and SITES certifications. This is not only for prestige, but for the positive effects it will have on planning, development, and the final output for the Downtown Jonestown project.

C. Air Quality Impact

a. Total carbon footprint of the project (before and after)

Research (including source):

NO INFO TO RESEARCH

Analysis:

NO INFO TO RESEARCH

Conclusions:

Carbon footprint can be actively reduced by following guidelines of the certification programs. The city should also take effort to engage citizens in educational and interactive programs. Creating an environmental steward position for the city gives citizens someone to report waste and recommendations to. The steward can follow up with reports and or action to keep on top of current and future emissions, whether they be emitted in used or in the production of materials used in development.

b. Heat island impact of the project (before and after)

Research (including source):

The site currently is vulnerable to impacts of heat islands created through overuse of hardscape and under-use of shade and vegetated greenspace.

Analysis:

Heat island impact will be mitigated through decentralized use of shade and green space. Shade and vegetated green space can reduce temperature on hottest days by upwards of 44.5 degrees. Even the small pocket park downtown has a mitigating effect.

Conclusions:

Spreading more pockets of shade and vegetated greenspace over development areas will break up the larger heat island. Through solar absorption and evapotranspiration the vegetated pockets will help cool the neighboring areas, or at the least provide a respite from them.

c. Air quality construction practices implemented on the project

Research (including source):

Texas Commission on Environmental

Analysis:

TCEQ prohibits outdoor burning, although it does have some exceptions.

Conclusions:

(please type in your findings here)

d. Alternative sources of transportation incorporated on the project

Research (including source):

Capital Metro bus system.

Analysis:

Commutes from Jonestown to downtown Austin twice a day.

Conclusions:

If this metro bus was to commute more than just twice a day, it would be much more efficient in allowing residents to commute to work or maybe even doctor appointments since there is no medical offices besides a dentist. It would lessen the traffic passing 1431 and lessen the carbon footprint left by so many vehicles. Creating bike lanes may also decrease the vehicle traffic and carbon footprint by allowing the residents of Jonestown to get around the small town by bicycle and not have to be forced to drive their vehicle.

D. Energy Conservation

- a. # and types of energy savings programs implemented on the project

Research (including source):

NO INFO TO RESEARCH

Analysis:

NO INFO TO RESEARCH

Conclusions:

They should consider having solar panels as energy producers in order to conserve energy. Since there will many buildings that are going to be built from bottom up and not existing, it is easier for them to have solar panels installed while they are under construction. If most buildings were to install solar panels in their property, they could each generate their own energy and maybe even be able to generate enough for surrounding neighborhoods.

- b. Alternative energy generating sources and facilities for the project

Research (including source):

NO INFO TO RESEARCH

Analysis:

NO INFO TO RESEARCH

Conclusions:

They could also consider having a power plant in the area, although it is not very desired. Having either an oil, coal, or gas power plant could generate the energy needed for all the buildings that are hoping to be built.

- c. Economic savings of the energy saving programs

Research (including source):

NO INFO TO RESEARCH

Analysis:

NO INFO TO RESEARCH

Conclusions:

If each building were to produce their own electricity, then the city would not have to worry about producing that energy. That building may even have enough energy produced to provide the surrounding neighborhoods. The city could have a cleaner environment from the clean energy

E. Storm Water Management Practices

- a. % of site developed as impermeable surface

Research (including source):

Almost all of the area developed as impermeable concrete/asphalt. About 80-90%.

(<http://www.google.com/earth/>)

Analysis:

Nearly 100% of the developed areas in Downtown Jonestown are over 50% impermeable. This is due to all land being developed or disturbed, with very little native vegetated space.

Conclusions:

Many of these impermeable surface areas are also the source of the heat island effect. Following recommendations for minimum mandates for vegetated islands will help increase permeability for those areas. Areas that require hardscape should consult LEED or SITES guidelines for recommendations on types of impermeable surfacing to use in hardscape areas. Roofing can be green roof to slow and absorbed water, or it can be collected from a non-vegetated roof with rain water harvesting equipment.

b. Area of green roof

Research (including source):

NO INFO TO RESEARCH

Analysis:

NO INFO TO RESEARCH

Conclusions:

Jonestown has lots of potential for green roofs since there are no current buildings that they plan to work on. Constructing new buildings with green roofs would be easier than having to add green roofs to existing buildings. They have the opportunity to design the buildings in a way that will allow for green roofs to fit. Green roofs will help with the cost of energy used. It will help conserve energy by lowering the temperatures inside the building during hot summers and warming the buildings during cold winters. It saves a whole lot of energy.

c. Rain water harvesting programs

Research (including source):

“Rainwater harvesting captures, diverts, and stores rainwater for later use.”

(<http://rainwaterharvesting.tamu.edu/>)

Analysis:

Rainwater harvesting has multiple benefits. It is a passive and decentralized storm water management technique, usually voluntary by private or corporate individuals. It also has the benefit of reducing the system owners reliance on outside water sources. On site use of this water can reduce use of limited natural sources of water for a positive environmental net benefit.

Conclusions:

Requiring the use of stormwater collection tools in new developments could limit growth if it is too extreme. Creating variable levels of commitment to increase financial accessibility is advised. Unanimous participation could act as a decentralized stormwater management system, taking pressure off the city to do so and further adding to the collective downtown identity. This could possibly be the first system of its kind, especially for a small town development.

d. Storm water runoff coefficients for the project

Research (including source):

Ashpalt, concrete, and roofed areas areas have runoff coefficient of .75-.95%.
Disturbed natural areas have .60-.75%, lawns in steep areas are .32%.
Undisturbed meadow land is 15%

(http://img.bhs4.com/2f/9/2f93ac0c9476ba9f381859b18b213338811c217b_large.jpg)

Analysis:

Most areas are in the .75-.95% range, which has significant impacts on ability to passively manage storm water and will almost certainly result in ever growing rates of erosion considering the steepness and soil type of the area.

Conclusions:

The downtown area should be emulating the .15-.25% coefficients of undisturbed natural areas. Flat areas will be the low end of this spectrum and steep areas the high end. This can be achieved through planning development and use programs that favor emulation of undisturbed native landscapes above all others. These programs can be educational as well as have a tax benefit to significant participants. These actions will have direct positive gains toward other aesthetic and quality of life needs related to greenspaces and mitigation of the heat island effects.

e. Area of detention and retention facilities on site

Research (including source):

Creek by 1431 near Veteran's Park

Analysis:

The creeks is dry. Rocks lining the creek make it appear more aesthetic than an unpleasing dried creek. People may mistake this creek for some sort of trail since it is dry.

Conclusions:

If they were to have steeper creeks that would give the people a sign that it is a creek and not a rock trail. Having a steeper creek would also allow for more water to accumulate and not disperse in the surrounding areas since it is so flat.

F. Water Management Practices

a. Low water use facilities in the project (toilets, sinks, showers, etc.)

Research (including source):

NO INFO TO RESEARCH

Analysis:

NO INFO TO RESEARCH

Conclusions:

If they required their community take more precautions on their water use by using low-water facilities in their buildings, then their water supplies could be extended. They need to conserve water since the water supplies is already extremely low as it is. They hope to be construction more buildings and their

water supplies is not increasing. They will definitely need to conserve this water as much as they need to.

b. Gray water program

Research (including source):

NO INFO TO RESEARCH

Analysis:

NO INFO TO RESEARCH

Conclusions:

Gray water programs would benefit the community in the conservation of water. Buildings using gray water from sinks and toilets to water vegetation in their property could conserve water by doubling up on their usage of water. For example, they may use the water in their toilets and to wash their hands in the sinks then use the same water afterwards for watering their vegetation.

c. Water savings from xeriscape plant material

Research (including source):

Most of their plants are natural plants that grow in the area.

Analysis:

This helps in the way that there is no need to water this vegetation.

Conclusions:

If they keep up with this natural vegetation, they could save a lot of water by not having to water these plants. They have a very low water supply in the area and cannot afford to be watering so much vegetation that is in the community. It would take way too much water to feed so many plants.

d. Low water usage irrigation system (drip system) impact

Research (including source):

NO INFO TO RESEARCH

Analysis:

NO INFO TO RESEARCH

Conclusions:

Although there isn't much farming in the area, the drip system would be efficient in other ways besides agriculture. They could water the vegetation in the area by the drip system and that would make a huge difference, especially since they have a very large portion of the area in vegetation. If they have more buildings constructed but require that they keep a certain percentage of the property as green space, they could use the drip system to feed that vegetation.

e. Automated water management system and its impact

Research (including source):

Automated Water Management is not singularly defined, it can refer to a sprinkler system of the collection and distribution of storm water for an area.

Analysis:

Automated storm water management or any kind of traditionally engineered water management system is not currently on the radar of Jonestown. But it is a possibility for the downtown development project area. Stormwater can be mass collected, volumes recorded (with minimal equipment, and be redistributed from that area accordingly.

Conclusions:

A minimalist yet ambitious automated *storm* water management tool is recommended. Record volumes coming from each retail site. Retain some for use by downtown development area through drip line or sprinkler. Send rest at regulated pace downstream to continue supporting natural areas without risking the erosion power of unmitigated urban stormwater.

G. Environmental Education

- a. # of programs associated with environmental education in the project

Research (including source):

Texas Recreation and Parks office located at Jonestown.

Analysis:

There are no educational activities associated with environmental programs.

Conclusions:

If there were more educational activities, then the public would be more educated about their surroundings. They would be aware of the environmental impacts they have in the community. They could learn about ways to be more efficient with the environment. They could teach their young community members of the things they could do differently and help the community become a better one for themselves and their future children.

- b. # of organizations involved in environmental education in the project

Research (including source):

Jonestown is a part of the Firewise Communities organization. (Jonestown.org)

Analysis:

Firewise is an educational organization revolving around what situations and times it is safe to engage in activities that would be a fire risk in dry seasons. It's almost a stretch to call it an environmental education organization, as it's geared toward safety rather than identity of enjoyment of the area. The Canyonlands Trail System group is still fledgling, but they have taken efforts identify what the communities most desires from future development of their trail systems.

Conclusions:

The Jonestown Canyonlands Trail System group should do it's best to remain a part of future development discussions to help create the local programs they think best fit the identity of their natural features and resources.

Lower Colorado River Authority has educational programs that will help and benefit the community. If they could book the LCRA members to come and give a few lessons to the community, they would greatly benefit. It could help

improve the areas that need help by comparing themselves with other communities that have had similar problems and successful solutions.

- c. Programs and organizations involved in the use and maintenance of the landscape

Research (including source):

Park Maintenance falls to the City of Jonestown Parks and Recreation department. City and infrastructure maintenance is the responsibility of Public Works. Landscape of retail and residential falls to owners. (jonestown.org)³

The city has also started a public activist group for development of The Jonestown Canyonlands Trail System. (jonestown.org)²

Analysis:

Maintenance and use seem pretty ordinary. Upkeep includes lawn and use is often limited to light foot traffic. This foot traffic is briefly increased in parks for Swiftfest and fundraiser BBQ events.

The Canyonlands Trail System group is still fledgling, but they have taken efforts to identify what the communities most desires from future development of their trail systems.

Conclusions:

The Jonestown Canyonlands Trail System group should do it's best to remain a part of future development discussions to help frame the environmental identity and use regime that is most beneficial to the city.

They could work alongside Jonestown Public Works and Parks and Recreation Departments to develop and low input, cost efficient, environmentally friendly landscape management regime in order to best protect their natural resources and environmental identity. Protecting these two things could have significant impacts on economy, aesthetics and QOL in the future.

IV. SENSORY VALUE

(Team members: Jessica CRUZ and Ethan HARWELL)

A. Visual Impact

- a. # of notable or award winning designers and artists involved in the design

Research (including source):

There is only the work of one notable artist in the design. The statue in Veterans Park entitled "Going Home" was sculpted by Jonestown resident Jim Thomas, who has pieces on exhibit throughout the state.

Source:http://www.jonestown.org/index.asp?Type=B_LIST&SEC=%7B22266843-39FF-46C6-A2A8-FCD8488E505E%7D

Analysis:

While there is only significant art piece in the town, it is in a very prominent location. The sculpture is the center piece of a memorial alongside the main thoroughfare in the town.

Conclusions:

Jonestown does not have a strong collection of high quality, public art. There are not many locations in the town to put such an installment, which limits the town's ability to promote the expansion of their collection.

b. # of iconic and artistic elements of the project

Research (including source):

There are three iconic artistic elements in the project. They are the memorial in Veterans Park, the signs at Rolling Thunder, and the welcome sign outside of the city.

Source: Site Visit Notes

Analysis:

These artistic elements provide a visual connection in a person's mind with Jonestown. When they hear the word "Jonestown" they think of these places that provided their first impression or enjoyable experience in Jonestown.

Conclusions:

While these three small elements can provide somewhat of a unique visual connection to Jonestown, they are not prominent or centralized enough to be rallying points for the entire community. This also limits them in being a symbol of Jonestown to the rest of the world.

c. # of water features in the project

Research (including source):

There are no water features in the project.

Source: Site Visit Notes

Analysis:

The lack of water features in Jonestown is a limiting factor to the return on perception. Spaces are silent, still and not welcoming.

Conclusions:

Jonestown would benefit from an investment in water features in its public spaces. The water plays to the sense of touch, smell, and hearing. This can welcome people into a space they would otherwise feel uncomfortable in.

d. Levels of maintenance (daily weekly and monthly) dedicated to the visual quality of the project

Research (including source):

Maintenance is performed as needed.

Source: Site Visit Notes

Analysis:

The study area is comprised of many properties with many different property owners and managers. This has led to different levels and frequency of maintenance within the study area.

Conclusions:

The different levels of maintenance found throughout the study area do not contribute the overall cohesiveness of the area. The properties in the study area could benefit from a coordinated plan to update the exteriors of their properties.

e. Length of adjacent streetscape enhancement resulting from the project
Research (including source):

Approximately 425 ft. of property frontage along FM 1431 can be considered to be landscaped. This is approximately 11.1% of the total 3,831 ft. of frontage in the study area. The majority of this landscaping is found in the vicinity of City Hall and Rolling Thunder Roadhouse.

Source: Site Visit Notes, Analysis done on Google Earth on Oct. 15, 2014

Analysis:

Overall, the properties that face FM 1431 do not have any sort of landscaping improvement along the road. This contributes to the disconnected visual effect on properties and the high amounts of road noise that infiltrate the properties.

Conclusions:

The properties that border FM 1431 could benefit from a substantial increase in the amount of landscaping and streetscaping along the property frontage. This would increase sensory appeal and make it more attractive to pedestrians.

f. Number of adjacent properties that have enhanced their design as a result of this project

Research (including source):

One properties has seen improvements to its design as a result of this project. The owner of Rolling Thunder has converted an old gas station into a microbrew draft house and opened a food truck on site. The renovation of the existing structure required painting, new signage, some landscaping, the addition of and outdoor seating area, and various indoor improvements.

Source: Site Visit Notes

Analysis:

The renovation of the existing structure has created a more inviting space. It used design themes that contrast from the rest of the downtown area. This, with the addition of unconventional signage, make it stand out to drivers on FM 1431.

Conclusions:

The types of improvements and signage made by Rolling Thunder could benefit other businesses along FM 1431.

B. Smell

a. # of adjacent restaurants to the project

Research (including source):

There are six restaurants located in the study area. They are Tug's Boathouse BBQ, Rolling Thunder Roadhouse, Parrain's Louisiana Kitchen, Subway, Hometown Take and Bake Pizza, and La Chaparrita Mexican Food.

Source: Site Visit Notes and http://www.yelp.com/search?find_desc=&find_loc=Jonestown%2C+TX&ns=1#

Analysis:

Jonestown has a modest collection of restaurants to serve the local population. They range in quality from a standard sit down restaurant to a food truck and walk up window inside of a gas station. They also serve a wide variety of foods from exotic burgers, barbeque, Cajun cuisine, Mexican food, sandwiches, and pizza.

Conclusions:

Jonestown has restaurants to eat at, however, there is not enough variety to allow someone to eat there on a regular basis.

b. Area of landscape improvements and flowering plants

Research (including source):

There is approximately 18,482 sq. ft. of landscape improvements in the study area. This includes 3,616 sq. ft. from landscaping in the front of properties and 14,866 sq. ft. from Fireman's Park and Veterans Park.

Source: Site Visit Notes, Google Earth Analysis from Oct. 15, 2014

Analysis:

There is a large amount of landscaped space in the study area due to the two parks. This means that most of the green space is concentrated and not distributed throughout the study area. The measured space is also not heavily landscaped. It is very basic nature consisting of grass, trees, and shrubs.

Conclusions:

The large amount of green space could be more beneficial if it were distributed throughout the study area. It would also could have more of an impact if flowering plants and a larger variety of plants were added.

c. # of food vendors

Research (including source):

The number of food vendors in Jonestown varies. There are two permanent establishments, Rolling Thunder Roadhouse and La Chaparrita Mexican Food, that are set up to act as restaurants or food vendors. When the city hosts festivals several outside food vendors may come, most notable Soap Creek Saloon Cookers, a championship barbeque team.

Source: Site Visit Notes and www.swiftfest.org

Analysis:

While these two restaurants act as food vendors, they are not true food vendors.

Conclusions:

These restaurants' locations are not conducive to serving a role similar to a food vendor. They are not mobile and not located in areas heavily traveled by pedestrians.

- d. Design of trash facilities and pick up process/proximity to pedestrian activity

Research (including source):

The study area is served by Progressive Waste Solutions/IESI. The City of Jonestown mandates that all residents must contract with a private service to dispose of their waste. For the study area, trash is collected off of FM 1431.

Source: Site Visit Notes and www.jonestown.org

Analysis:

The current method of trash collection does not hinder the ability to enjoy the study area.

Conclusions:

This method of trash collection

- e. Proximity to positive and negative odiferous facilities (freeways, trains, recycling facilities, landfills, etc.)

Research (including source):

The study area is bisected by a major high speed thoroughfare, FM 1431. There is also a Texaco gas station in the study area. It's parking lot smells of garbage and gasoline.

Source: Site Visit Notes

Analysis:

FM 1431 produces a significant amount of vehicle exhaust which then intrudes into the properties that line the highway. The Texaco parking lot makes a trip to purchase gas or pick up a snack an unpleasant experience. Both of these sources of unpleasant smells are located next to Veterans Park.

Conclusions:

These two features are a hindrance to the study area. If left unchecked they could have very negative consequences on customer experiences at businesses or parks nearby.

C. Touch

- a. # and area of water facilities

Research (including source):

There are no water facilities in the study area.

Source: Site Visit Notes

Analysis:

The lack of any water facilities in the study is a deterring factor to potential customers. There is not a public space to relax and cool off.

Conclusions:

Water is an inviting feature and could a well-designed water feature could become the focal point of a central gathering space.

b. # and types of facilities for the blind

Research (including source):

There are no facilities designed specifically for the blind in the study area.

Source: Site Visit Notes

Analysis:

The study area is not a friendly environment to people with visual impairments. There are no sidewalks with signals, no braille signage, and no audio signals to help guide people.

Conclusions:

The study area presents limited opportunities for people with visual disabilities. This impacts its ability to attract people to itself.

c. American Disabilities Act (ADA) compliance and recognition

Research (including source):

The study area is adequately ADA compliant.

Source: Site Visit Notes

Analysis:

The majority of the facilities in the study area were built recently and therefore must be ADA. Facilities like City Hall and the County Community Center must be ADA compliant. However, it is compliant only to the most basic needs. The needs of the blind and deaf are not addressed, for instance.

Conclusions:

The study area is accessible for a majority of visitors, but it is still possible that some visitors would encounter difficulty accessing some facilities.

d. # and area of textured paving

Research (including source):

There is no textured paving in the study area.

Source: Site Visit Notes

Analysis:

The ground cover in the study area ranges from dirt and gravel to asphalt and leaves. Textured paving can provide a softer, sophisticated

Conclusions:

The study area could benefit from the integration of textured pavement into its design. The pavement would have many benefits as a traffic calming tool and

e. Vibrations associated with underground transportation activities

Research (including source):

There are no vibrations associated with underground transportation activities.

Source: Site Visit Notes

Analysis:

There is no underground transportation system in Jonestown to cause vibrations. The closest cause of vibrations caused by transportation would be when large trucks pass by on FM 1431 at high speeds.

Conclusions:

Vibrations caused by underground transportation activities do limit development in Jonestown in any capacity.

- f. Number of seating areas, water fountains, and shaded retreats (for summer)

Research (including source):

There are a total of 18 picnic tables in the study area. There are tables under a canopy at Rolling Thunder Roadhouse, 4 picnic tables completely shaded by trees in Veterans Park, and 8 tables shaded by trees in Fireman's Park. There are also multiple benches throughout the study area's parks. There are no seating areas along FM 1431 except for the tables at Rolling Thunder.

Source: Site Visit Notes, www.maps.google.com

Analysis:

These picnic tables and benches are well located under large shade trees. They are located within parks which make them a prime location for activities like picnicking. However, the parks are not well connected to the town, or each other. The lack of seating areas along FM 1431 contributes to the site's pedestrian unfriendliness.

Conclusions:

The seating areas throughout Jonestown offer an opportunity to enjoy the City's parks, but are limited by the ease of pedestrian access to FM 1431 and the restaurants nearby.

D. Sound

- a. # of sound venues (concerts, programmed activities, kinetic art, etc.)

Research (including source):

Fireman's Park is capable of hosting outdoor concerts and events. The local bars Rumi's Tavern and Larry's Lone Star Bar & Ice House can host live music.

Source: Site Visit Notes, www.facebook.com/larryslonestarbar,
www.facebook.com/rumistavern

Analysis:

Fireman's Park plays host to several festivals throughout the year, most notably Swift Fest. The bars have live music every week.

Conclusion

With the success of hosting events like Swift Fest, which feature live music and vendors, Fireman's Park is great place to hold small outdoor concerts, and Jonestown could have a small live music scene.

b. Sound system for the project

Research (including source):

There is no permanent sound system in the study area.

Source: Site Visit Notes

Analysis:

The only area where a sound system would be used is Fireman's Park. This is where festivals and concerts are hosted. These events are usually held with temporary stages and booths.

Conclusions:

A permanent sound system is not needed because of the short term and seasonal nature of the festivals currently held in Jonestown.

c. Area of pedestrian friendly quiet areas (parks, open spaces, etc.)

Research (including source):

There are two parks in the study area. Veterans Park is approximately 1.54 acres, and Fireman's Park is approximately 2.62 acres. There is also the Canyonlands Trail which begins at Fireman's Park and ends at Jones Brothers Park. It is approximately 3 miles in length.

Source: Site Visit Notes, www.jonestown.gov, Google Earth Analysis done on Oct. 15, 2014

Analysis:

The two parks and the trail that are located adjacent to the study area are excellent assets to the community. However, they are not well linked to the study area. The parks and trail are not easily located and lack the infrastructure to serve an urban area.

Conclusions:

These parks and trails make up the entirety of the public green space in the study area. Each park is pedestrian friendly within itself, but is not linked well with the adjacent pedestrian areas, if there are any. The usage of these facilities and the benefits they provide would increase with increased pedestrian accessibility.

d. Linear distance of streets adjacent to the project that generate traffic noise

Research (including source):

FM 1431 bisects the study area for approximately 0.7 miles.

Source: Site Visit Notes, www.maps.google.com Analysis done on Oct. 15, 2014

Analysis:

FM 1431 carries high volumes of traffic through the study area at all times of day. There is no sound buffer between the road and buildings which allows the sound to penetrate into the buildings.

Conclusions:

The traffic noise from FM 1431 creates a disturbance in the study area and contributes negatively to the overall experience there.

- e. Proximity to noise generating activities (airports, railroads, high speed traffic corridors, industrial facilities)

Research (including source):

The study area is bisected by a 0.7 mile stretch of FM 1431. This road is a high speed traffic corridor.

Source: Site Visit Notes

Analysis:

FM 1431 presents a major barrier in the study area. Road noise can often be heard inside of buildings along the road and can impede activity taking place outside.

Conclusions:

The traffic noise generated by FM 1431 must be controlled in order to allow the study area to be used to its full potential. Its ability to limit outdoor activities is detrimental to the facilities that line it.

E. Taste

- a. # of food vendors at the project

Research (including source):

There are not any true food vendors in the study area. Rolling Thunder Roadhouse and La Chiparrita Mexican Food can function as food vendors, but are in fixed locations. These are discussed in section “B. Smell”. However, during festivals there can be up to six at the festival.

Source: Site Visit Notes, www.yelp.com, www.swiftfest.org

Analysis:

The lack of any food vendors in the project only limits the visitation of the parks. Since there is no food option located in or near the park it limits people on how long they can stay. This might be a limiting factor in getting more festivals to come to the park.

Conclusions:

In the festival off-season the lack of food vendors turns people away from the project, but it would be possible to for a food vendor to operate here because they do it successfully during festivals.

- b. Culinary activities at the project

Research (including source):

The only culinary activities that take place in the study area occur in the permanent restaurants or in Fireman’s Park during the small, seasonal festivals that the city hosts.

Source: Site Visit Notes, www.swiftfest.org

Analysis:

The city hosts several annual festivals that bring in outside food vendors. In the past these have included Swift Fest, a Chili Cook-off, and professional fishing tournaments.

Conclusions:

The culinary activities that take place in the study area are mostly confined to the restaurants mentioned in section “B. Smell”. There is a lack of food vendors in the study area, especially near the parks and other high pedestrian traffic areas.

c. Water fountains

Research (including source):

There are no water fountains in the study area.

Source: Site Visit Notes

Analysis:

The lack of water fountains in the study area only hinders recreation in the parks within the study areas. There are no vendors in the park to purchase water from, and it is difficult to walk to a nearby store to purchase some.

Conclusions:

The addition of water fountains into Veterans Park and Fireman’s Park would make the park much more enjoyable and enable the facilities to host larger events.

d. Edible plants

Research (including source):

There are no edible plants in the study area.

Source: Site Visit Notes

Analysis:

The study area does contain a community garden or any other type of organization that would facilitate the growth of any edible plants.

Conclusions:

While the study area could benefit from the type of facilities and organizations that would grow edible plants, it does not suffer because it lacks any. A community to support a community garden could possibly be supported by the local restaurants community.

CONCLUDING STATEMENTS

Having done research on Jonestown throughout the semester, the Breaking Barriers team has become quite familiar with the town. Have first hand experience and hard data is key in assessing Quadruple Net Value. No matter what the budget it is vital to have a plan and justification for spending that budget money. After gathering data from each field, social/cultural, economic, sensory, and environmental, it became evident Jonestown has potential. Major issues include budget and funding, connectivity

of elements, walkability and safety of pedestrians, septic and any kind of green sustainability plan. In order to improve on any of these Jonestown must find funding from either city taxes or private investors. Accurate data is important for creating a strong argument and can help convince future investors and businesses to support the growth of Jonestown.

APPENDIX No. 1 – Breaking Barriers Team Members

Team Leadership:

COUVILLION, Sarah
ENGLISH, Garrett
VASYLYEVA, Anastasiya

Social/Cultural Value:

ALLEN, Jacob
JORGENSEN, Davis

Economic Value:

KASKA, Michael
TERRAZAS, Nathan

Environmental Value:

BARNETTE, Beau
GARCIA, Karina

Sensory Value:

CRUZ, Sarah
HARWELL, Ethan