

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.

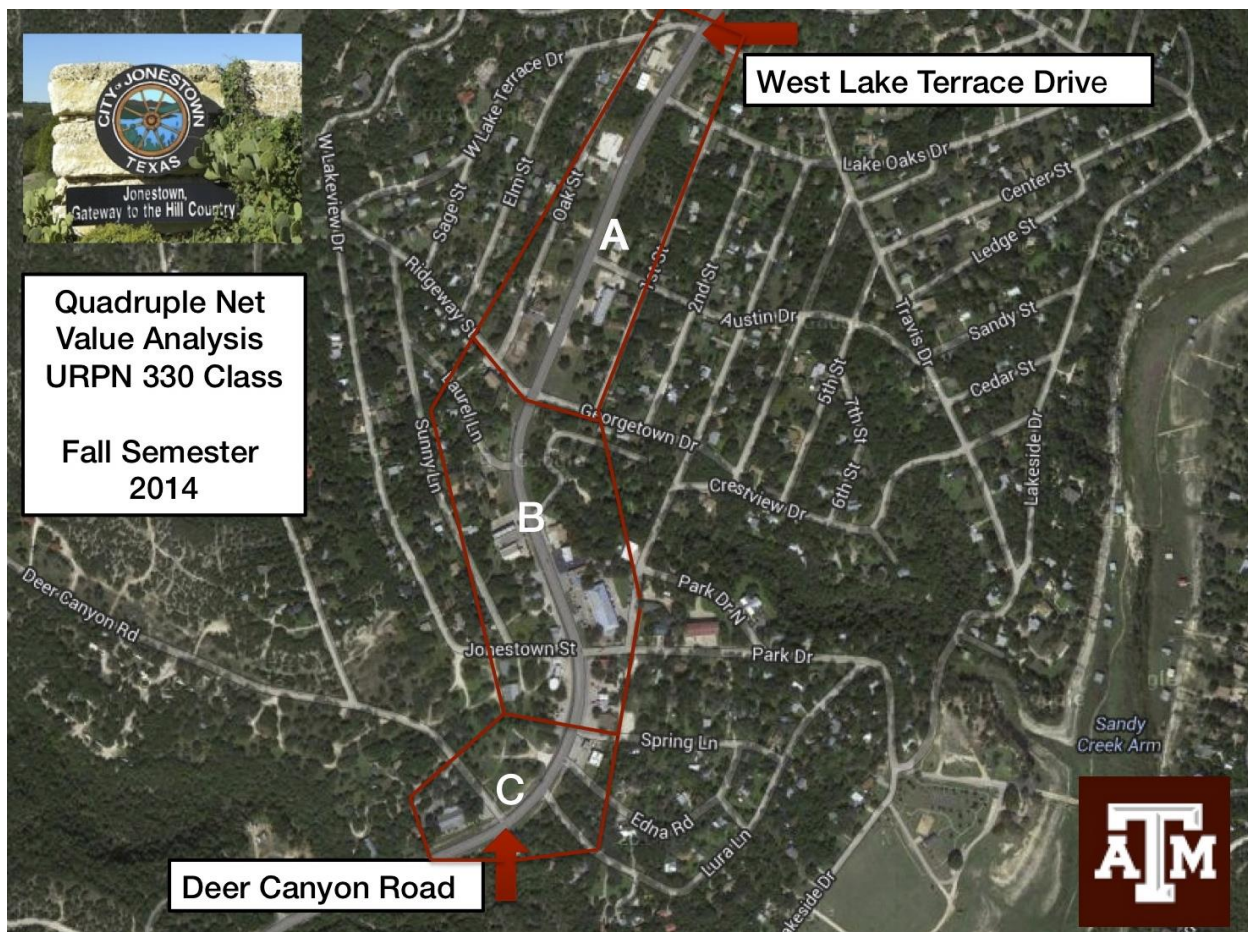
Methodology

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 trail 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 trail- 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 use 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