

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.

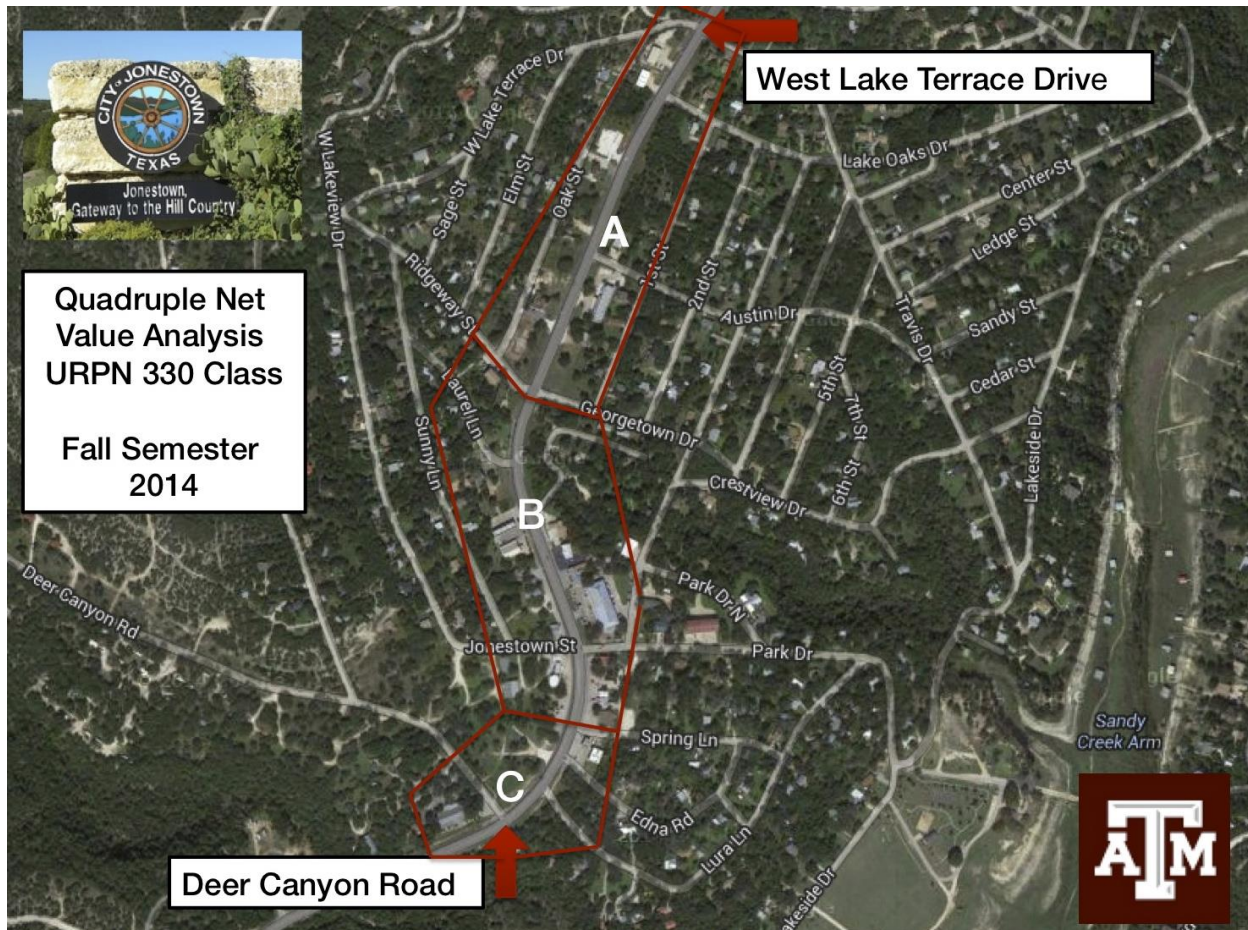
Methodology

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)



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