Project Name: The Downtown Area of Jonestown, Texas.

Entry Statement – City of Jonestown, Texas.

Project Video at:
https://www.youtube.com/watch?v=1H9al8VGusQ&feature=youtu.be

Project Overview

The team objective was to visit Jonestown, TX on October 3, 2014 to experience it first hand and assess its value and potential using the Quadruple Net Value metrics. The town’s most valuable features are its Hill Country backdrop and friendly small town appeal. Conveniently located north of Austin, the town sits on the upper most part of Lake Travis. It is the ideal location for a community to grow and thrive.
The team split into four groups, each with a specific study area. The study areas consist of environmental, social/cultural, economic, and sensory. Each group was in charge of collecting hard tangible data from reliable sources and using the data to assess current status as well as make reasonable suggestions to improve the town.

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

Methodology

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


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: Jacob ALLEN and Davis JORGENSON)

A. Safety and Security  
   a. Security staff in addition to local police  
      
      *Research (including source):*
      - 8 full time officers  
        - 7 on duty 24/7  
        - 10 Reserve officers  
      - officer per 1000 residents ratio: 5.3  
      
      *Source: Marilee Pfannstiel 10-3-14*
      
      *Analysis:*
      Jonestown has a sufficient number of police officers to keep the town safe.  
      
      *Conclusions:*
Being a small town, Jonestown doesn’t have the most resources, however they do prioritize the safety of their citizens by having 7 officers on duty 24/7.

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

**Research (including source):**
- Violent crime has been below U.S. average since 2004 except for the years 2005 and 2007
- Property crime has been very close to the U.S. average since 2004


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

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

c. Additional lighting in public areas

**Research (including source):**
- 9 light posts along FM 1431
- roughly 9 light posts in Jones Brothers Park

Source: Google Earth

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

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

d. Security systems added for the project

**Research (including source):**
- Rolling Thunder has security camera system

Source: Davis Jorgenson 10-3-2014

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

**Conclusions:**
Being a small town, the citizens have more trust in their fellow residents than citizens in a large city might have. Therefore, the need for security systems is less of a factor. The town still has a fairly consistent amount of security problems
but that may have to do with the amount of vacation homes left vacant for long periods of time.

e. Additional security items to be measured

**Research (including source):**
- There is no additional security items

**Analysis:**
There is minimal security systems in Jonestown study area.

**Conclusions:**
Not enough justification to add additional security measurements.

### B. Public Access/Connectivity

a. Public access to project

**Research (including source):**
- FM 1431
- Google Maps and Visit

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

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

b. Public transit connections

**Research (including source):**
- 1 Public Transit connection
  - Capital Metro Park and Ride
- Marilee Pfannstiel- 10-3-14

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

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

c. Number of trail connections

**Research (including source):**
- 1 Trail connecting the site to Jones Brother’s Park
- Obtained from Visit

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

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

d. Number of bicycle lanes in streets  
**Research (including source):**  
- Zero bicycle lanes in streets  
- Obtained from visit  
**Analysis:**  
Jonestown has no bicycle lanes, which is strange because of the area’s affinity for biking and the city’s suitable terrain.  
**Conclusions:**  
We believe that adding bicycle lanes will not only bring more people to Jonestown, but also a sense of community. We believe that it could also slow down traffic making the area around the highway safer.

e. Number of bicycle facilities  
**Research (including source):**  
- Zero bicycle stores or facilities  
**Analysis:**  
Because there are no bike lanes, it is unsurprising that Jonestown has no bicycle stores or facilities.  
**Conclusions:**  
Jonestown has very few small businesses anyway, so not having any bike shops is not a surprise, but Jonestown is very close to cities with numerous bike shops, so in our opinion this is not a considerable problem.

f. Pedestrian trails and walks  
**Research (including source):**  
- 1 walking trail  
  - No name Trail  
- Zero sidewalks on project  
- Data obtained on visit  
**Analysis:**  
No name trail is one of the major components of Jonestown, but the problem is that not many people know that it exists.  
**Conclusions:**  
Jonestown is a very suitable place for trails of any kind, biking, walking, etc, and the no name trail is a very good start. So we think that capitalizing on the landscape by adding more trails would give Jonestown a separate identity from the lake.
g. Streetscape – seating/lighting/landscaping/walks

**Research (including source):**
- 9 street lights
- Zero sidewalks
- Zero landscaping
- Long tables at Rolling Thunder
- Data obtained from Google Earth and visit

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

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

C. Health

a. Length of trails and walks for walking and running

**Research (including source):**
- Canyonland Trail is about ¾ mile long
  - Connects Jones Brothers Park to other parks in the city


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

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

b. Area of public parks and exercise areas

**Research (including source):**
- Four public parks- about 40 acres total
- 5 pieces of exercise equipment in Jones Brother’s park
- Tennis, basketball, volleyball, and baseball facilities
Analysis:
Jonestown offers exercise and sporting venues that benefits the town by bringing residents together in a central location. The city has recently invested in the exercise equipment in Jones Brothers Park. This shows their interest in attracting new residents to the area that may use the park.

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

c. Number of health education/events

Research (including source):
- Firewise hosts annual Firewise event educating public on wildfire prevention
- Swift Fest offers bird watching and education about the Chimney Swift
  - Nature education for children

Source: Jonestown.org

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

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

d. Number of pet related events

Research (including source):
There are not pet related events in Jonestown.

Analysis:
Nothing to analyze.

Conclusions:
Nothing to conclude.

e. Number of dog parks

Research (including source):
- There are no dog specific parks
- Jones Brothers Park has dog waste stations “near every large oak tree”


Analysis:
Jonestown does not have the demand that a larger city might have for a designated dog park. The pet waste stations demonstrate Jonestown’s want for more public interaction.
Conclusions:
The City of Jonestown does not see the need for a dog park currently. The small population would not be able to utilize it enough.

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

Research (including source):
- No data on new or recent air improvement tools
- One public bus route to Austin

Source: Davis Jorgenson 10-3-2014

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

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

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

Research (including source):
- Swiftfest
- Firewise
- Swiftfest.org

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

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

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

Research (including source):
- Zero signage
- Veterans Park
- Obtained from visit

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

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

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

Research (including source):
- None

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

Conclusions:
There is no recorded data on this subject.

E. Public Visitation/Involvement

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

Research (including source):
- Four public parks
  - About 40 acres total
- Tennis, baseball, basketball, and volleyball facilities
- Rolling Thunder owner wants restaurant to be called “Jonestown’s Backyard”

Source: Marilee Pfannstiel 10-3-14

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

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

b. Programmed events that include the public

Research (including source):
- Five fishing tournaments a year before drought
- Annual Swift Fest along with 9 other annual events

Source: Jonestown.org

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

Conclusions:
Jonestown has capitalized on the natural resources it has until the lake went dry. Events are still held every year, the main one being Swift Fest. Swift Fest draws a large crowd every year that involves local residents.
c. Number of organizations that will be involved in public activities

**Research (including source):**
- Police department
- Firewise
- Parks & Recreation
- City of Jonestown

Source: Jonestown.org

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

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

d. Projected annual public visitation

**Research (including source):**
- Jonestown isn’t able to accurately measure the annual public visitation
- Swift Fest usually brings a crowd of 250-300

Source: Marilee Pfannstiel 10-3-2014

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

**Conclusions:**
Not enough surveys or data.

F. Residential Proximity

a. Number of residential units within the project

**Research (including source):**
- 774 Houses in Jonestown

**Analysis:**
There is little data to analyze.

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

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

**Research (including source):**
- No data found

**Analysis:**
There is little data to analyze.

**Conclusions:**
There is little data to conclude from.

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

    Research (including source):
    - No data found

    Analysis:
    There is little data to analyze.

    Conclusions:
    There is little data to conclude from.

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

    Research (including source):
    - 2 churches
      - First Baptist
      - South Jonestown
    - 1 Bus Stop
    - 1 Public Library
    - 4 Parks
    - [http://www.hillcountryportal.com/jonestown.html](http://www.hillcountryportal.com/jonestown.html)

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

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

G. Public Art

a. Number of permanent art sites within the project

    Research (including source):
    - Iron Waves- local artist
    - Veteran’s Park

    Source: Marilee Pfannstiel 10-3-2014

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

    Conclusions:
    There is only one public artwork.
b. Number of areas that incorporate rotating art exhibits

**Research (including source):**
- There is no rotating art exhibits

Source: Marilee Pfannstiel 10-3-2014

**Analysis:**
No rotating art exhibits.

**Conclusions:**
Jonestown does not have the rotating art exhibits.

c. Number of tours associated with art exhibits

**Research (including source):**
- There are no art tours

Source: Marilee Pfannstiel 10-3-2014

**Analysis:**
No art tours in Jonestown.

**Conclusions:**
No art tours in Jonestown.

d. Educational activities/facilities associated with art

**Research (including source):**
- Swift Fest offers educational art programs for children
- Local and visiting artist sell pieces at the festival

Source: Marilee Pfannstiel 10-3-2014

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

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

e. Local art organizations involved in the project

**Research (including source):**
- Iron Waves is the only artist in Jonestown but do not have public art in study area

Source: Marilee Pfannstiel 10-3-14

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

**Conclusions:**
Iron Waves is not involved in the public art in Jonestown.

H. History

a. Number of historical exhibits and sites in the project

**Research (including source):**
- 1 historical exhibit
  - Veterans Park
b. Number of tours associated with site, local or regional history

**Research (including source):**
- No tours given by the city

**Analysis:**
There is no data to analyze.

**Conclusions:**
There is no data to conclude anything from.

c. Educational activities/facilities that celebrate history

**Research (including source):**
- Veterans Park

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

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

d. Local historical organizations involved in the project

**Research (including source):**
No historic organizations involved in the site.

**Analysis:**
There is no data to analyze.

**Conclusions:**
There is no data to conclude from.

I. Pedestrian Comfort

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

**Research (including source):**
- There are no sidewalks along 1431
- No trees along 1431 providing shade for pedestrians
- ¾ mile trail behind city hall connects to Jones Brothers park
  - heavily shaded
- no bicycle parking
- picnic tables at Rolling Thunder
• no pedestrian cross walk on FM 1431
Source: Marilee Pfannstiel 10-3-2014

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

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

b. Disability compliance

**Research (including source):**
- Buildings are built to codes to allow ADA accessibility where needed
- ADA compliance is not obvious throughout the town though
Source: Marilee Pfannstiel 10-3-2014

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

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

c. Alternative transportation facilities

**Research (including source):**
- There is one indirect bus route to Austin
  - One route to Austin in the morning
  - One route from Austin in the evening
Source: Capmetro.org/schedulemap

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

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

II. ECONOMIC VALUE
(Team members: Michael KASKA and Nathan TERRAZAS)

A. Property Values
a. Taxable value of the property before and after development
Research:
In order to determine the percent increase of taxable value of the project’s properties, I used the values from 2011 that had the town’s land value and the land improvements and developments of the area that I attained from Marilee Pfannstiel. We had to cross reference the data with that of the Appraisal District to see if anything had changed in the past few years though.

Sources:
- Marilee Pfannstiel- Director of Community Development

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

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

b. Taxable value of adjacent properties before and after development
Research:
In order to assess the increase in adjacent property value of Jonestown, we used the properties closest to the main center of Jonestown. These properties cover a larger area of the town but are still close to the main area of Jonestown.

Sources:
- Marilee Pfannstiel - Director of Community Development

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

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

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

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

Sources-
- Marilee Pfannstiel- Director of Community Development

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

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

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

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

- Marilee Pfannstiel- Director of Community Development

Analysis:
The largest contributor towards tourism revenue proved to be the utilization of the boat launch. The boat launch alone generated approximately $30,000. However, the city misses out on an estimated $50,000-70,000 without the launch fees and the revenue the lake would generate. There are no concrete numbers on the revenue generated through tourist attractions such as the nature trails, Swift Fest, or the chili cook-off (which they haven’t had the past few years). However, these can only have positive impacts in the aspects of revenue.

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

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

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

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

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

**Sources:**
- Greg Billings - Coldwell Banker

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

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

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

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

**Sources:**
- Greg Billings - Coldwell Banker

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

**Conclusions:**
Since the lake levels have gone down, the renting of the plaza has slowly declined. The only way to help increase this asset is to remodel it to make it more appealing or wait for the lake levels to rise.

C. **Conceptualization and Design Value**

a. Fees for planning and conceptual design

**Research:**
According to the Planning & Development section on Jonestown’s website, Jonestown, with the help of their constructed committee worked with citizens of Jonestown to construct a future plan for Jonestown. It began in July 2012 and was approved by City Council on June 13, 2013.

**Analysis:**
There were no expenses for this type of planning. This conceptualization was painted for the future. However, nothing in the report describes how they plan to attain this goal.

**Conclusions:**
Planning with the help of city residents is helpful in the aspect that it does not cost much. The City of Jonestown needs to apply the knowledge they have in what they want for the future. Beginning your plan of action for a city is hard, but the development is a gradual thing.

b. Fees for design of the project

**Research (including source):**
The City of Jonestown haven’t started the design of any of their projects, which haven’t been assessed for fee’s or expenses yet.

**Analysis:**
Once the planning and conceptualization follows through with a design for the project, then they can assess an appropriate budget for the project.

**Conclusions:**
When the town implements their designs and start the development of an area, they will need to decide on a budget for the project and work within the limits of it.

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

**Research:**
There is not an Economic impact of the planning and designs of Jonestown, since there hasn’t been any recent productive designs of the town.

**Analysis:**
The town is in need of ideas to come up with a way to bring in more revenue and tax money into the area. Once they come up with an area they would
like to focus on developing, then they can properly figure out a plan and design to work towards that could have a positive impact on the economic aspect of the town.

**Conclusions:**
The best idea of plans and designs would be to start on the development on the main area of Jonestown to draw people into the downtown area. It would involve slowing traffic, adding sidewalks, combination of residential/business buildings in the downtown area. This would be a good idea to start developing.

**D. Construction Value**

a. Number of jobs created during construction

**Research:**
As we assessed Jonestown for construction value, they have not implemented any type of construction towards the town.

**Analysis:**
They didn’t create any jobs, since there is no construction value.

**Conclusions:**
If they plan to develop the town further, it will create many jobs within the area to help bring in extra revenue into the town.

b. Total construction value

**Research:**
There isn’t any construction value in the area.

**Analysis:**
If the town decides on a master plan, it can start considering the construction value it would gain.

**Conclusions:**
As the town decides to expand, it’ll create construction value for the town by adding sidewalks, signage, a median possibly. They also have a plan of adding an underground tunnel, it is out of their current budget though right now.

c. Economic impact using the multiplier for construction impact

**Research:**
There isn’t a construction impact, so therefore we cannot use the multiplier of the economic impact of Jonestown.

**Analysis:**
Once the town decides to expand or involve a construction project to enhance the value of the town, then we can assess the value it created for the area.

**Conclusions:**
If the town decided to enforce a construction project for the town, the impact it would have on the town would be positive. They could build sidewalks that could help connect the downtown area, while also separating it from the main road.
through Jonestown. It could help develop the area to bring in more revenue to the area.

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

*Research (including source):*
Sources show that there are 8 full-time police officers and 10 officers on reserve in Jonestown. It also takes a maintenance crew for upkeep on a city. Marilee Pfannstiel and Ron Wilde explained that maintenance of parks and public works was handled by a little over half of a dozen people. While visiting, they participated in helping with the tour and were on a project of taming and clearing the brush in the lake bed.

- Marilee Pfannstiel- Director of Community Development

*Analysis:*
You can argue that other city officials are required to operate and maintain a city. However, we just include Police department and maintenance crew in this measurement. Obviously the more jobs you can create within a city, the more likely those employees are to return that money to the local economy. It is also a great indicator of growth.

*Conclusions:*
We’ve seen before that creating “ditch-digger” jobs is not always beneficial. In this case you can only hope more jobs are created due to the success of surrounding businesses and the growth of the city.

b. Annual budget to maintain of the project

*Research (including source):*
As it was with a few other sections in economics, our most helpful research tool was the budget that is posted in the Finance Department on Jonestown’s city website. Our research was adding everything up in the expense part of the budget that is needed to maintain a city.

- Marilee Pfannstiel- Director of Community Development

*Analysis:*
What we include in the maintenance of Jonestown would be the expenses of employment/salaries of Police Officers, Parks and Recreation, and Public Works. It can be argued that the maintenance of a city should include the expenses of a City Administrator, City Secretary, Municipal Court, attorneys, etc. However, in this measurement we only include the physical upkeep. Aside from their salary we also included values such as street repairs, building maintenance sanitation, park equipment, utilities and a few other values necessary in keeping
the city functional and appealing. Our analysis shows a minimum of $1,080,000 allocated in the budget for basic maintenance of Jonestown. Another $100,000-$300,000 is accounted for due to Engineering fees and other various repairs, maintenance, equipment and legal fees. If you calculate all expenses of Jonestown as what it takes to maintain a city, you are looking at closer to $2.5 million.

**Conclusions:**
Jonestown’s Finance department provides a conservative estimate which leaves room for unexpected costs. For the most part, the listed expenses are all required in the maintenance of a city like Jonestown. Trimming some fat off of the estimated expenses would not show a marginal difference. However, a constant reevaluation of necessities in the budget is always beneficial.

F. **Real Estate Transactions/Investment Adjacent to the Project**

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

![Map Image]

**Research:**
As we worked on assessing the real-estate aspect of Jonestown, we found that Coldwell Banker would be our main source of information for the towns real-estate transactions. They supplied us with the Picture above.

**Source:** Coldwell Banker 2011-2014 Real-Estate Transactions

**Analysis:**
Within the past 3 years, the town has had 95 real-estate transactions within the 5 minute assessed area. 30 transactions alone were made within the past year. Most of the transactions are selling, not buying.

**Conclusions:**
There has been a high amount of real-estate transactions lately due to the lake drying up and residents selling their property before it loses too much value. Summer homes are being sold due to not using them as a summer destination anymore without a lake.
b. Investment by adjacent properties to enhance their image and property values

*Research:*
The adjacent properties of most of the real-estate properties are underdeveloped or lack management of the area. Most areas are empty lots that could become developed into other homes, businesses, or attractions.

*Analysis:*
If the adjacent properties would become developed instead of being empty lots, it could serve as more of a purpose instead of being an eye sore. If developed properly it could even bring in more revenue for the town, not only property value, but also revenue from other businesses.

*Conclusions:*
If the real-estate companies put money into these adjacent properties, it would enhance their property value and help sell their properties easier with better developed areas around their land. One problem that will not solve easily is the loss of the lake; lake houses will still suffer from having a underdeveloped lake while the levels are extremely low.

### III. ENVIRONMENTAL VALUE
(Team members: Beau BARNETTE and Karina GARCIA)

#### A. Green Space/Plant Material

##### a. % of project area dedicated to green space

*Research (including source):*
Approximately 40% undeveloped green space. About 40 acres of parks in Jonestown. There is one trail that is not named yet.

*Analysis:*
The city plans to keep 7 acres of flat land. They want to find a way to connect the no-name trail with Veteran’s Park through 1431.

*Conclusions:*
In order for them to keep 7 acres of flat, they will need to mandate certain restrictions on some areas in town from development. They would have to create crosswalks and stoplights on 1431 in order to connect the trail with Veteran’s Park. The other option would be to build an overpass or a underpass on 1431 to avoid the traffic.

##### b. Urban heat island effect of additional green space

*Research (including source):*
Even small green spaces can have significant effects in breaking up urban heat islands in the environment. On the hottest days, canopy shaded green areas are up to 44.5 degrees cooler than non-green, non shade canopied areas.
Analysis:
Green spaces are limited mostly to the parks and undeveloped areas of Jonestown. Houses have their lawns, but most of these are not within the site boundaries. Most developed areas are heavily hard scaped and are unmitigated by plants or green space.

Conclusions:
While small green areas can have an impact, the plants and green space are still not in significant enough quantity to mitigate the urban heat island effect. It is recommended that future development mandates hard scape be limited to a 2/3 of any area. 30% of future development must be vegetated and 30% must be shaded. Single area of the development can represent the full 67% of hard scape allotted, it must be fragmented by green space.

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

Research (including source):
Research for number and types of plants was conducted in person and by reviewing photos of the trip to Jonestown.

Analysis:
Citizens largely seem to be using low-input landscape plants as they are becoming experienced with extended drought conditions.

The native landscape is present, but not very noticeable as part of the downtown area.

Conclusions:
The native landscape is largely located in undeveloped areas. This could be brought to the forefront of the city’s identity by utilizing them as part of the green space and storm water management infrastructures of Jonestown.

Citizen use of natives may drop off with new development as newcomers visit or current residents become more lax. Nip this in the bud by offering tax benefits and public recognition to retail and residential owners who use natives as a significant portion of their land development and maintenance.

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

Research (including source):
Not much vegetation on 1431. There is a large number of cars and equipment trucks that drive on 1431 on a daily basis.

Analysis:
There is no blockage of carbon footprint around 1431, all vegetation is behind the asphalt parking lots by the 1431.

Conclusions:
If they were to plant some vegetation on the edges of 1431, it would help with the carbon footprint. Some of the vegetation would block and cancel out the carbon footprint produced by the passing vehicles.

e. Xeriscape/low water usage plant material program

*Research (including source):*
At current there are no xeriscape/low water use programs in Jonestown.

*Analysis:*
The city does not provide the water and does not have a sewer system. At current their involvement in provision and management is minimal.

*Conclusions:*
Despite not managing or providing water, the city has a responsibility to inform and help guide the citizens on actions that will impact the community. Xeriscape education and/or tax benefit programs will be beneficial in leading them to a responsible and equitable land management regime in the future.

Use native plants in order to keep from having to care for them as you would for nonnative plants. It takes less water if the natural plants that require less water grow and it helps to not have to replace plants if and when they die.

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B. Environmental Certifications

a. LEED certification of the project

*Research (including source):*
Jonestown has no existing LEED certified buildings.

*Analysis:*
They have lots of potential for new buildings to be constructed and may be built as LEED certified buildings.

*Conclusions:*
It is easier for a building to be LEED certified when there is no existing plans for the city or area and may give it an opportunity for it to become whatever it wishes to be. If Jonestown builds LEED certified buildings, it may help it get the overall efficiency in buildings it is searching for.

b. Sustainable Sites Initiative (SSI) certification

*Research (including source):*
The SITES program offers a systematic, comprehensive rating system designed to define sustainable sites, measure their performance, and ultimately elevate the value of landscapes. (sustainablesites.org)

*Analysis:*
This program is useful in that it will help guide the planning and development of a sustainable site that is resilient in the face of environmental catastrophe. It will lend the prestige of accreditation which will attract tourism from environmentalists. It will also attract professionals in design or environment
related fields who may use it as a case-study for rural small town developments in the future.

Conclusions:
Accreditation from the SITES programs should be pursued as a long-term economic and QOL investment. Even if accreditation is not obtained, the guidelines will lead to a more successful planning and development process. Looping back to these guidelines and the input of the local population regularly will help avoid non-productive mission creep.

c. Conservation organization certifications

Research (including source):
Balcones Canyonlands Conservation Plan

Analysis:
Balcones Canyonlands protects over 30,000 acres in the area. Protects certain species that are endangered from being hunted and preyed.

Conclusions:
If they were to have more conservation organizations, they might have better programs when it comes to their water supplies and air quality, not just their animal species.

d. Smart growth recognition or certification

Research (including source):
The EPA smart growth program helps communities improve their development practices and get the type of development they want. We work with local, state, and national experts to discover and encourage successful, environmentally sensitive development strategies.

(https://www.epa.gov/smartgrowth/)

Analysis:
No current project plan to compare but can get a strong productive start by considering the guidelines of the EPAs Smart Growth program when moving forward with future planning and development.

Conclusions:
Smart Growth recognition should be pursued in the same manner and for the same reasons as the LEED and SITES certifications. This is not only for prestige, but for the positive effects it will have on planning, development, and the final output for the Downtown Jonestown project.

C. Air Quality Impact

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

Research (including source):
NO INFO TO RESEARCH

Analysis:
NO INFO TO RESEARCH
Conclusions:
Carbon footprint can be actively reduced by following guidelines of the certification programs. The city should also take effort to engage citizens in educational and interactive programs. Creating an environmental steward position for the city gives citizens someone to report waste and recommendations to. The steward can follow up with reports and or action to keep on top of current and future emissions, whether they be emitted in used or in the production of materials used in development.

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

Research (including source):
The site currently is vulnerable to impacts of heat islands created through overuse of hardscape and under-use of shade and vegetated greenspace.

Analysis:
Heat island impact will be mitigated through decentralized use of shade and green space. Shade and vegetated green space can reduce temperature on hottest days by upwards of 44.5 degrees. Even the small pocket park downtown has a mitigating effect.

Conclusions:
Spreading more pockets of shade and vegetated greenspace over development areas will break up the larger heat island. Through solar absorption and evapotranspiration the vegetated pockets will help cool the neighboring areas, or at the least provide a respite from them.

c. Air quality construction practices implemented on the project

Research (including source):
Texas Commission on Environmental

Analysis:
TCEQ prohibits outdoor burning, although it does have some exceptions.

Conclusions:
(please type in your findings here)

d. Alternative sources of transportation incorporated on the project

Research (including source):
Capital Metro bus system.

Analysis:
Commutes from Jonestown to downtown Austin twice a day.

Conclusions:
If this metro bus was to commute move than just twice a day, it would be much more efficient in allowing residents to commute to work or maybe even doctor appointments since there is no medical offices besides a dentist. It would lessen the traffic passing 1431 and lessen the carbon footprint left by so many vehicles. Creating bike lanes may also decrease the vehicle traffic and carbon footprint by allowing the residents of Jonestown to get around the small town by bicycle and not have to be forced to drive their vehicle.
D. Energy Conservation
   a. # and types of energy savings programs implemented on the project
      
      Research (including source):
      NO INFO TO RESEARCH
      Analysis:
      NO INFO TO RESEARCH
      Conclusions:
      They should consider having solar panels as energy producers in order to conserve energy. Since there will many buildings that are going to be built from bottom up and not existing, it is easier for them to have solar panels installed while they are under construction. If most buildings were to install solar panels in their property, they could each generate their own energy and maybe even be able to generate enough for surrounding neighborhoods.

   b. Alternative energy generating sources and facilities for the project
      
      Research (including source):
      NO INFO TO RESEARCH
      Analysis:
      NO INFO TO RESEARCH
      Conclusions:
      They could also consider having a power plant in the area, although it is not very desired. Having either an oil, coal, or gas power plant could generate the energy needed for all the buildings that are hoping to be built.

   c. Economic savings of the energy saving programs
      
      Research (including source):
      NO INFO TO RESEARCH
      Analysis:
      NO INFO TO RESEARCH
      Conclusions:
      If each building were to produce their own electricity, then the city would not have to worry about producing that energy. That building may even have enough energy produced to provide the surrounding neighborhoods. The city could have a cleaner environment from the clean energy.

E. Storm Water Management Practices
   a. % of site developed as impermeable surface
      
      Research (including source):
      Almost all of the area developed as impermeable concrete/asphalt. About 80-90%.
      
      (http://www.google.com/earth/)
      Analysis:
Nearly 100% of the developed areas in Downtown Jonestown are over 50% impermeable. This is due to all land being developed or disturbed, with very little native vegetated space.

**Conclusions:**

Many of these impermeable surface areas are also the source of the heat island effect. Following recommendations for minimum mandates for vegetated islands will help increase permeability for those areas. Areas that require hardscape should consult LEED or SITES guidelines for recommendations on types of impermeable surfacing to use in hardscape areas. Roofing can be green roof to slow and absorbed water, or it can collected from a non-vegetated roof with rain water harvesting equipment.

**b. Area of green roof**

*Research (including source):*
NO INFO TO RESEARCH

*Analysis:*
NO INFO TO RESEARCH

**Conclusions:**

Jonestown has lots of potential for green roofs since there are no current buildings that they plan to work on. Constructing new buildings with green roofs would be easier than having to add green roofs to existing buildings. They have to opportunity to design the buildings in a way that will allow for green roofs to fit. Green roofs will help with the cost of energy used. It will help conserve energy by lowering the temperatures inside the building during hot summers and warming the buildings during cold winters. It saves a whole lot of energy.

**c. Rain water harvesting programs**

*Research (including source):*
“Rainwater harvesting captures, diverts, and stores rainwater for later use.”

(http://rainwaterharvesting.tamu.edu/)

*Analysis:*
Rainwater harvesting has multiple benefits. It is a passive and decentralized storm water management technique, usually voluntary by private or corporate individuals. It also has the benefit of reducing the system owners reliance on outside water sources. On site use of this water can reduce use of limited natural sources of water for a positive environmental net benefit.

**Conclusions:**

Requiring the use of stormwater collection tools in new developments could limit growth if it is too extreme. Creating variable levels of commitment to increase financial accessibility is advised. Unanimous participation could act as a decentralized stormwater management system, taking pressure off the city to do so and further adding to the collective downtown identity. This could possibly be the first system of it’s kind, especially for a small town development.
d. Storm water runoff coefficients for the project

*Research (including source):*
Ashpalt, concrete, and roofed areas have runoff coefficient of .75-.95%. Disturbed natural areas have .60-.75%, lawns in steep areas are .32%. Undisturbed meadow land is 15%

(https://img.bhs4.com/2f/g/2f93ac0c9476ba9f381859b18b213338811c217b_large.jpg)

*Analysis:*
Most areas are in the .75-.95% range, which has significant impacts on ability to passively manage storm water and will almost certainly result in ever growing rates of erosion considering the steepness and soil type of the area.

*Conclusions:*
The downtown area should be emulating the .15-.25% coefficients of undisturbed natural areas. Flat areas will be the low end of this spectrum and steep areas the high end. This can be achieved through planning development and use programs that favor emulation of undisturbed native landscapes above all others. These programs can be educational as well as have a tax benefit to significant participants. These actions will have direct positive gains toward other aesthetic and quality of life needs related to greenspaces and mitigation of the heat island effects.

e. Area of detention and retention facilities on site

*Research (including source):*
Creek by 1431 near Veteran’s Park

*Analysis:*
The creeks is dry. Rocks lining the creek make it appear more aesthetic than an unpleasing dried creek. People may mistake this creek for some sort of trail since it is dry.

*Conclusions:*
If they were to have steeper creeks that would give the people a sign that it is a creek and not a rock trail. Having a steeper creek would also allow for more water to accumulate and not disperse in the surrounding areas since it is so flat.

F. Water Management Practices

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

*Research (including source):*
NO INFO TO RESEARCH

*Analysis:*
NO INFO TO RESEARCH

*Conclusions:*
If they required their community take more precautions on their water use by using low-water facilities in their buildings, then their water supplies could be extended. They need to conserve water since the water supplies is already extremely low as it is. They hope to be construction more buildings and their
water supplies is not increasing. They will definitely need to conserve this water as much as they need to.

b. Gray water program
   \textbf{Research (including source):}
   NO INFO TO RESEARCH
   \textbf{Analysis:}
   NO INFO TO RESEARCH
   \textbf{Conclusions:}
   Gray water programs would benefit the community in the conservation of water. Buildings using gray water from sinks and toilets to water vegetation in their property could conserve water by doubling up on their usage of water. For example, they may use the water in their toilets and to wash their hands in the sinks then use the same water afterwards for watering their vegetation.

c. Water savings from xeriscape plant material
   \textbf{Research (including source):}
   Most of their plants are natural plants that grow in the area.
   \textbf{Analysis:}
   This helps in the way that there is no need to water this vegetation.
   \textbf{Conclusions:}
   If they keep up with this natural vegetation, they could save a lot of water by not having to water these plants. They have a very low water supply in the area and cannot afford to be watering so much vegetation that is in the community. It would take way too much water to feed so many plants.

d. Low water usage irrigation system (drip system) impact
   \textbf{Research (including source):}
   NO INFO TO RESEARCH
   \textbf{Analysis:}
   NO INFO TO RESEARCH
   \textbf{Conclusions:}
   Although there isn’t much farming in the area, the drip system would be efficient in other ways besides agriculture. They could water the vegetation in the area by the drip system and that would make a huge difference, especially since they have a very large portion of the area in vegetation. If they have more buildings constructed but require that they keep a certain percentage of the property as green space, they could use the drip system to feed that vegetation.

e. Automated water management system and its impact
   \textbf{Research (including source):}
   Automated Water Management is not singularly defined, it can refer to a sprinkler system of the collection and distribution of storm water for an area.
   \textbf{Analysis:}
Automated storm water management or any kind of traditionally engineered water management system is not currently on the radar of Jonestown. But it is a possibility for the downtown development project area. Stormwater can be mass collected, volumes recorded (with minimal equipment, and be redistributed from that area accordingly.

**Conclusions:**
A minimalist yet ambitious automated storm water management tool is recommended. Record volumes coming from each retail site. Retain some for use by downtown development area through drip line or sprinkler. Send rest at regulated pace downstream to continue supporting natural areas without risking the erosion power of unmitigated urban stormwater.

G. Environmental Education  
   a. \# of programs associated with environmental education in the project  
      **Research (including source):**
      Texas Recreation and Parks office located at Jonestown.  
      **Analysis:**
      There are no educational activities associated with environmental programs.  
      **Conclusions:**
      If there were more educational activities, then the public would be more educated about their surroundings. They would be aware of the environmental impacts they have in the community. They could learn about ways to be more efficient with the environment. They could teach their young community members of the things they could do differently and help the community become a better one for themselves and their future children.
   
   b. \# of organizations involved in environmental education in the project  
      **Research (including source):**
      Jonestown is a part of the Firewise Communities organization. (Jonestown.org)  
      **Analysis:**
      Firewise is an educational organization revolving around what situations and times it is safe to engage in activities that would be a fire risk in dry seasons. It's almost a stretch to call it an environmental education organization, as it's geared toward safety rather than identity of enjoyment of the area. The Canyonlands Trail System group is still fledgling, but they have taken efforts identify what the communities most desires from future development of their trail systems.  
      **Conclusions:**
      The Jonestown Canyonlands Trail System group should do it's best to remain a part of future development discussions to help create the local programs they think best fit the identity of their natural features and resources. Lower Colorado River Authority has educational programs that will help and benefit the community. If they could book the LCRA members to come and give a few lessons to the community, they would greatly benefit. It could help
improve the areas that need help by comparing themselves with other communities that have had similar problems and successful solutions.

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

*Research (including source):*
Park Maintenance falls to the City of Jonestown Parks and Recreation department. City and infrastructure maintenance is the responsibility of Public Works. Landscape of retail and residential falls to owners. (jonestown.org)³

The city has also started a public activist group for development of The Jonestown Canyonlands Trail System. (jonestown.org)²

*Analysis:*

Maintenance and use seem pretty ordinary. Upkeep includes lawn and use is often limited to light foot traffic. This foot traffic is briefly increased in parks for Swiftfest and fundraiser BBQ events.

The Canyonlands Trail System group is still fledgling, but they have taken efforts to identify what the communities most desires from future development of their trail systems.

*Conclusions:*

The Jonestown Canyonlands Trail System group should do it's best to remain a part of future development discussions to help frame the environmental identity and use regime that is most beneficial to the city.

They could work alongside Jonestown Public Works and Parks and Recreation Departments to develop and low input, cost efficient, environmentally friendly landscape management regime in order to best protect their natural resources and environmental identity. Protecting these two things could have significant impacts on economy, aesthetics and QOL in the future.

### IV. SENSORY VALUE
*(Team members: Jessica CRUZ and Ethan HARWELL)*

#### A. Visual Impact

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

*Research (including source):*

There is only the work of one notable artist in the design. The statue in Veterans Park entitled “Going Home” was sculpted by Jonestown resident Jim Thomas, who has pieces on exhibit throughout the state.

Source: http://www.jonestown.org/index.asp?Type=B_LIST&SEC=%7BB2266843-39FF-46C6-A2A8-FCD8488E505E%7D

*Analysis:*

While there is only significant art piece in the town, it is in a very prominent location. The sculpture is the center piece of a memorial alongside the main thoroughfare in the town.

*Conclusions:*
Jonestown does not have a strong collection of high quality, public art. There are not many locations in the town to put such an installment, which limits the town’s ability to promote the expansion of their collection.

b. # of iconic and artistic elements of the project

**Research (including source):**
There are three iconic artistic elements in the project. They are the memorial in Veterans Park, the signs at Rolling Thunder, and the welcome sign outside of the city.

**Source:** Site Visit Notes

**Analysis:**
These artistic elements provide a visual connection in a person’s mind with Jonestown. When they hear the word “Jonestown” they think of these places that provided their first impression or enjoyable experience in Jonestown.

**Conclusions:**
While these three small elements can provide somewhat of a unique visual connection to Jonestown, they are not prominent or centralized enough to be rallying points for the entire community. This also limits them in being a symbol of Jonestown to the rest of the world.

c. # of water features in the project

**Research (including source):**
There are no water features in the project.

**Source:** Site Visit Notes

**Analysis:**
The lack of water features in Jonestown is a limiting factor to the return on perception. Spaces are silent, still and not welcoming.

**Conclusions:**
Jonestown would benefit from an investment in water features in its public spaces. The water plays to the sense of touch, smell, and hearing. This can welcome people into a space they would otherwise feel uncomfortable in.

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

**Research (including source):**
Maintenance is performed as needed.

**Source:** Site Visit Notes

**Analysis:**
The study area is comprised of many properties with many different property owners and managers. This has led to different levels and frequency of maintenance within the study area.

**Conclusions:**
The different levels of maintenance found throughout the study area do not contribute the overall cohesiveness of the area. The properties in the study area could benefit from a coordinated plan to update the exteriors of their properties.

e. Length of adjacent streetscape enhancement resulting from the project

**Research (including source):**

Approximately 425 ft. of property frontage along FM 1431 can be considered to be landscaped. This is approximately 11.1% of the total 3,831 ft. of frontage in the study area. The majority of this landscaping is found in the vicinity of City Hall and Rolling Thunder Roadhouse.

Source: Site Visit Notes, Analysis done on Google Earth on Oct. 15, 2014

**Analysis:**

Overall, the properties that face FM 1431 do not have any sort of landscaping improvement along the road. This contributes to the disconnected visual effect on properties and the high amounts of road noise that infiltrate the properties.

**Conclusions:**

The properties that border FM 1431 could benefit from a substantial increase in the amount of landscaping and streetscaping along the property frontage. This would increase sensory appeal and make it more attractive to pedestrians.

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

**Research (including source):**

One properties has seen improvements to its design as a result of this project. The owner of Rolling Thunder has converted an old gas station into a microbrew draft house and opened a food truck on site. The renovation of the existing structure required painting, new signage, some landscaping, the addition of and outdoor seating area, and various indoor improvements.

Source: Site Visit Notes

**Analysis:**

The renovation of the existing structure has created a more inviting space. It used design themes that contrast from the rest of the downtown area. This, with the addition of unconventional signage, make it stand out to drivers on FM 1431.

**Conclusions:**

The types of improvements and signage made by Rolling Thunder could benefit other businesses along FM 1431.

B. Smell

a. # of adjacent restaurants to the project

**Research (including source):**
There are six restaurants located in the study area. They are Tug’s Boathouse BBQ, Rolling Thunder Roadhouse, Parrain’s Louisiana Kitchen, Subway, Hometown Take and Bake Pizza, and La Chaparrita Mexican Food.

Source: Site Visit Notes and http://www.yelp.com/search?find_desc=&find_loc=Jonestown%2C+TX&ns=1#

**Analysis:**

Jonestown has a modest collection of restaurants to serve the local population. They range in quality from a standard sit down restaurant to a food truck and walk up window inside of a gas station. They also serve a wide variety of foods from exotic burgers, barbeque, Cajun cuisine, Mexican food, sandwiches, and pizza.

**Conclusions:**

Jonestown has restaurants to eat at, however, there is not enough variety to allow someone to eat there on a regular basis.

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**b. Area of landscape improvements and flowering plants**

**Research (including source):**

There is approximately 18,482 sq. ft. of landscape improvements in the study area. This includes 3,616 sq. ft. from landscaping in the front of properties and 14,866 sq. ft. from Fireman’s Park and Veterans Park.

Source: Site Visit Notes, Google Earth Analysis from Oct. 15, 2014

**Analysis:**

There is a large amount of landscaped space in the study area due to the two parks. This means that most of the green space is concentrated and not distributed throughout the study area. The measured space is also not heavily landscaped. It is very basic nature consisting of grass, trees, and shrubs.

**Conclusions:**

The large amount of green space could be more beneficial if it were distributed throughout the study area. It would also could have more of an impact if flowering plants and a larger variety of plants were added.

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**c. # of food vendors**

**Research (including source):**

The number of food vendors in Jonestown varies. There are two permanent establishments, Rolling Thunder Roadhouse and La Chaparrita Mexican Food, that are set up to act as restaurants or food vendors. When the city hosts festivals several outside food vendors may come, most notable Soap Creek Saloon Cookers, a championship barbeque team.

Source: Site Visit Notes and www.swiftfest.org

**Analysis:**

While these two restaurants act as food vendors, they are not true food vendors.

**Conclusions:**
These restaurants' locations are not conducive to serving a role similar to a food vendor. They are not mobile and not located in areas heavily traveled by pedestrians.

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

**Research (including source):**
The study area is served by Progressive Waste Solutions/IESI. The City of Jonestown mandates that all residents must contract with a private service to dispose of their waste. For the study area, trash is collected off of FM 1431.

Source: Site Visit Notes and www.jonestown.org

**Analysis:**
The current method of trash collection does not hinder the ability to enjoy the study area.

**Conclusions:**
This method of trash collection

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

**Research (including source):**
The study area is bisected by a major high speed thoroughfare, FM 1431. There is also a Texaco gas station in the study area. It's parking lot smells of garbage and gasoline.

Source: Site Visit Notes

**Analysis:**
FM 1431 produces a significant amount of vehicle exhaust which then intrudes into the properties that line the highway. The Texaco parking lot makes a trip to purchase gas or pick up a snack an unpleasant experience. Both of these sources of unpleasant smells are located next to Veterans Park.

**Conclusions:**
These two features are a hindrance to the study area. If left unchecked they could have very negative consequences on customer experiences at businesses or parks nearby.

C. Touch

a. # and area of water facilities

**Research (including source):**
There are no water facilities in the study area.

Source: Site Visit Notes

**Analysis:**
The lack of any water facilities in the study is a deterring factor to potential customers. There is not a public space to relax and cool off.

**Conclusions:**
Water is an inviting feature and could a well-designed water feature could become the focal point of a central gathering space.

b. # and types of facilities for the blind

Research (including source):
There are no facilities designed specifically for the blind in the study area.

Source: Site Visit Notes

Analysis:
The study area is not a friendly environment to people with visual impairments. There are no sidewalks with signals, no braille signage, and no audio signals to help guide people.

Conclusions:
The study area presents limited opportunities for people with visual disabilities. This impacts its ability to attract people to itself.

c. American Disabilities Act (ADA) compliance and recognition

Research (including source):
The study area is adequately ADA compliant.

Source: Site Visit Notes

Analysis:
The majority of the facilities in the study area were built recently and therefore must be ADA. Facilities like City Hall and the County Community Center must be ADA compliant. However, it is compliant only to the most basic needs. The needs of the blind and deaf are not addressed, for instance.

Conclusions:
The study area is accessible for a majority of visitors, but it is still possible that some visitors would encounter difficulty accessing some facilities.

d. # and area of textured paving

Research (including source):
There is no textured paving in the study area.

Source: Site Visit Notes

Analysis:
The ground cover in the study area ranges from dirt and gravel to asphalt and leaves. Textured paving can provide a softer, sophisticate

Conclusions:
The study area could benefit from the integration of textured pavement into its design. The pavement would have many benefits as a traffic calming tool and

e. Vibrations associated with underground transportation activities

Research (including source):
There are no vibration associated with underground transportation activities.

Source: Site Visit Notes

*Analysis:*

There is no underground transportation system in Jonestown to cause vibrations. The closest cause of vibrations caused by transportation would be when large trucks pass by on FM 1431 at high speeds.

*Conclusions:*

Vibrations caused by underground transportation activities do limit development in Jonestown in any capacity.

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

*Research (including source):*

There a total of 18 picnic tables in the study area. There are tables under a canopy at Rolling Thunder Roadhouse, 4 picnic tables completely shaded by trees in Veterans Park, and 8 tables shaded by trees in Fireman’s Park. There also multiple benches throughout the study area’s parks. There are no seating areas along FM 1431 except for the tables at Rolling Thunder.

Source: Site Visit Notes, www.maps.google.com

*Analysis:*

These picnic tables and benches are well located under large shade trees. They are located within parks which make them a prime location for activities like picnicking. However, the parks are not well connected to the town, or each other. The lack of seating areas along FM 1431 contributes to the site’s pedestrian unfriendliness.

*Conclusions:*

The seating areas throughout Jonestown offer an opportunity to enjoy the City’s parks, but are limited by the ease of pedestrian access to FM 1431 and the restaurants nearby.

D. Sound

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

*Research (including source):*

Fireman’s Park is capable of hosting outdoor concerts and events. The local bars Rumi’s Tavern and Larry’s Lone Star Bar & Ice House can host live music.


*Analysis:*

Fireman’s Park plays host to several festivals throughout the year, most notably Swift Fest. The bars have live music every week.

*Conclusion*
With the success of hosting events like Swift Fest, which feature live music and vendors, Fireman’s Park is a great place to hold small outdoor concerts, and Jonestown could have a small live music scene.

b. Sound system for the project

**Research (including source):**
There is no permanent sound system in the study area.

Source: Site Visit Notes

**Analysis:**
The only area where a sound system would be used is Fireman’s Park. This is where festivals and concerts are hosted. These events are usually held with temporary stages and booths.

**Conclusions:**
A permanent sound system is not needed because of the short term and seasonal nature of the festivals currently held in Jonestown.

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

**Research (including source):**
There are two parks in the study area. Veterans Park is approximately 1.54 acres, and Fireman’s Park is approximately 2.62 acres. There is also the Canyonlands Trail which begins at Fireman’s Park and ends at Jones Brothers Park. It is approximately 3 miles in length.


**Analysis:**
The two parks and the trail that are located adjacent to the study area are excellent assets to the community. However, they are not well linked to the study area. The parks and trail are not easily located and lack the infrastructure to serve an urban area.

**Conclusions:**
These parks and trails make up the entirety of the public green space in the study area. Each park is pedestrian friendly within itself, but is not linked well with the adjacent pedestrian areas, if there are any. The usage of these facilities and the benefits they provide would increase with increased pedestrian accessibility.

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

**Research (including source):**
FM 1431 bisects the study area for approximately 0.7 miles.


**Analysis:**
FM 1431 carries high volumes of traffic through the study area at all times of day. There is no sound buffer between the road and buildings which allows the sound to penetrate into the buildings.
Conclusions:
The traffic noise from FM 1431 creates a disturbance in the study area and contributes negatively to the overall experience there.

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

Research (including source):
The study area is bisected by a 0.7 mile stretch of FM 1431. This road is a high speed traffic corridor.
Source: Site Visit Notes

Analysis:
FM 1431 presents a major barrier in the study area. Road noise can often be heard inside of buildings along the road and can impede activity taking place outside.

Conclusions:
The traffic noise generated by FM 1431 must be controlled in order to allow the study area to be used to its full potential. Its ability to limit outdoor activities is detrimental to the facilities that line it.

E. Taste

a. # of food vendors at the project

Research (including source):
There are not any true food vendors in the study area. Rolling Thunder Roadhouse and La Chiparrita Mexican Food can function as food vendors, but are in fixed locations. These are discussed in section “B. Smell”. However, during festivals there can be up to six at the festival.

Analysis:
The lack of any food vendors in the project only limits the visitation of the parks. Since there is no food option located in or near the park it limits people on how long they can stay. This might be a limiting factor in getting more festivals to come to the park.

Conclusions:
In the festival off-season the lack of food vendors turns people away from the project, but it would be possible to for a food vendor to operate here because they do it successfully during festivals.

b. Culinary activities at the project

Research (including source):
The only culinary activities that take place in the study area occur in the permanent restaurants or in Fireman’s Park during the small, seasonal festivals that the city hosts.
Source: Site Visit Notes, www.swiftfest.org

Analysis:
The city hosts several annual festivals that bring in outside food vendors. In the past these have included Swift Fest, a Chili Cook-off, and professional fishing tournaments.

**Conclusions:**

The culinary activities that take place in the study area are mostly confined to the restaurants mentioned in section “B. Smell”. There is a lack of food vendors in the study area, especially near the parks and other high pedestrian traffic areas.

c. Water fountains

**Research (including source):**

There are no water fountains in the study area.

Source: Site Visit Notes

**Analysis:**

The lack of water fountains in the study area only hinders recreation in the parks within the study areas. There are no vendors in the park to purchase water from, and it is difficult to walk to a nearby store to purchase some.

**Conclusions:**

The addition of water fountains into Veterans Park and Fireman’s Park would make the park much more enjoyable and enable the facilities to host larger events.

d. Edible plants

**Research (including source):**

There are no edible plants in the study area.

Source: Site Visit Notes

**Analysis:**

The study area does contain a community garden or any other type of organization that would facilitate the growth of any edible plants.

**Conclusions:**

While the study area could benefit from the type of facilities and organizations that would grow edible plants, it does not suffer because it lacks any. A community to support a community garden could possibly be supported by the local restaurants community.

**CONCLUDING STATEMENTS**

Having done research on Jonestown throughout the semester, the Breaking Barriers team has become quite familiar with the town. Have first hand experience and hard data is key in assessing Quadruple Net Value. No matter what the budget it is vital to have a plan and justification for spending that budget money. After gathering data from each field, social/cultural, economic, sensory, and environmental, it became evident Jonestown has potential. Major issues include budget and funding, connectivity.
of elements, walkability and safety of pedestrians, septic and any kind of green sustainability plan. In order to improve on any of these Jonestown must find funding from either city taxes or private investors. Accurate data is important for creating a strong argument and can help convince future investors and businesses to support the growth of Jonestown.

APPENDIX No. 1 – Breaking Barriers Team Members

Team Leadership:
COUVILLION, Sarah
ENGLISH, Garrett
VASYLIEVA, Anastasiya

Social/Cultural Value:
ALLEN, Jacob
JORGENSON, Davis

Economic Value:
KASKA, Michael
TERRAZAS, Nathan

Environmental Value:
BARNETTE, Beau
GARCIA, Karina

Sensory Value:
CRUZ, Sarah
HARWELL, Ethan