

Joshua, Texas

# Downtown Framework Master Plan

## Streetscape and Urban Design Plan



FALL 2017



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# Introduction

## Statement of Purpose

### Statement of Purpose

In recent years, the City of Joshua has accomplished several planning initiatives that have helped to further the revitalization of the city's downtown core. Initiatives such as updating the city's Comprehensive and Future Land Use Plan, as well as the adoption of the Heritage Preservation Overlay District, have helped to ensure that the City of Joshua continues to balance future growth and prosperity with the current needs and desires of its citizens.

The City has taken the next step toward establishing a unified vision for the downtown area through the creation of the City of Joshua Downtown Master Plan. The Plan was created with guidance and input from citizens, elected officials, business owners, and key stakeholders. The purpose of the Plan is to set forth a vision to revitalize the downtown core while preserving its historic identity and to attract permanent services and amenities to boost the economic vitality of the city.

A three phase planning approach was utilized for the creation of the Master Plan and is documented in the following Sections.

- Phase I: Existing Conditions and Influences
- Phase II: Exploring
- Phase III: The Path Forward



Figure 1: Illustrative Perspective of Proposed Joshua Main Street

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Phase I

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Understanding

# Phase I: Understanding

## Existing Conditions and Influences

### Regional Context

The City of Joshua is strategically located along State Highway 174 approximately 8 miles southwest of downtown Burleson and approximately 23 miles southwest of Fort Worth. The communities location places it directly in the growth corridor of north central Texas. In the last decade, the surrounding communities of Burleson and Cleburne have benefitted from the economic prosperity of the north Texas market. State Highway 174, the principal roadway that connects the two larger communities to Interstate Highway 35-West and the greater Dallas/Fort Worth Metroplex, has brought an abundance of traffic and economic opportunity through the City of Joshua. In addition, the 2014 completion of the 27.6 mile Chisholm Trail Parkway established a critical connection between the central business district of the City of Fort Worth at Interstate 30 and US 67 in Cleburne.

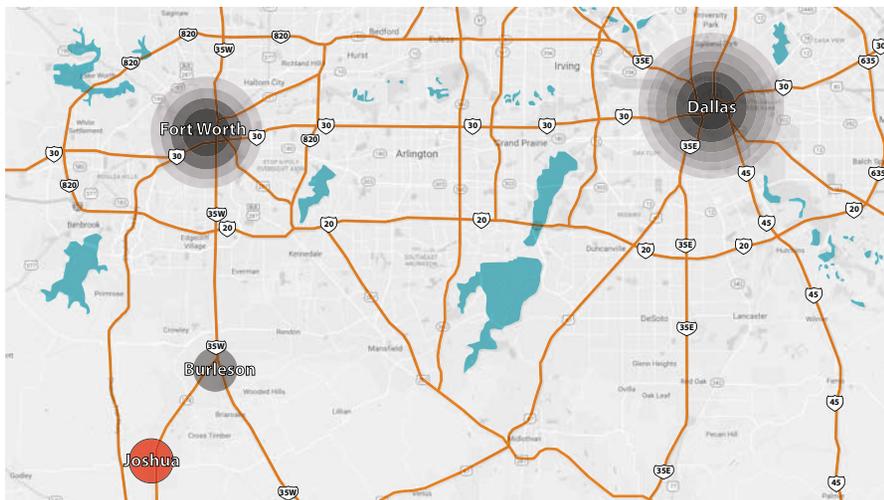


Figure 2: Regional Context

### Project Location

The larger project study area looks at surrounding context of the main street corridor and is generally bounded by Joshua City Park to the north, Highway 174 to the east, Joshua Station to the South, and the BNSF rail corridor to the west. The downtown master plan focus area is the Main Street corridor from E. 6th Street south to E. 16th Street.

#### Legend

- Downtown Master Plan Focus Area
- Joshua ISD Campus
- Joshua Station TOD
- Joshua City Park
- Study Area Boundary
- HWY 174, N. Broadway St.
- Main Street
- E. 12th and E. 14th Street
- BNSF Rail Line



Figure 3: Project Study Area

# Phase I: Understanding Existing Conditions and Influences



Figure 4: Downtown Master Plan Focus Area

## Historic Context

The city is located within the limits of the area known as the “Crosstimbers”, a wooded strip that bisects Texas and divides Johnson County into the East and West Prairies. Back in the days before butane, propane, and other gaseous fuels, the Crosstimbers furnished an abundance of wood fuel for the stoves and fireplaces of Johnson County’s earliest settlers. Bois d’ Arc thickets, scattered throughout the Crosstimbers, provided settlers with wild game, meat for the pioneer’s table, and timber to build homes, corn cribs, and barns.

The early days of Joshua were interwoven with the last days of Caddo Grove, a small community located eight miles northeast of Cleburne which was named for nearby Caddo Grove Peak. Influential leaders in the county worked for many years to get a rail line through the center of Joshua County to Cleburne. In 1881 their long dream was realized when the Atcheson, Topeka, and Sante Fe extended its line south from Fort Worth, through the Crosstimbers into Cleburne. The new train station was placed in what is now downtown Joshua, replacing the station located in Caddo Grove. Most of Joshua’s first residents were people who moved to the railroad because their livelihoods depended upon the world of business, and railroads were the hub of the nation’s business at that time.



Figure 5: 1902 Joshua Business Advertisements



Figure 6: 1910 Drug Store, Post Office, & Bank



Figure 7: 1890's Hotel

# Phase I: Understanding Existing Conditions and Influences

## Demographics

A Dominant Tapestry report was prepared by Orasi in order to gain a better understanding of the demographic and socioeconomic composition of the City of Joshua. The report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The report area is broken into a 1 mile, 3 mile, and 5 mile trade area radius.

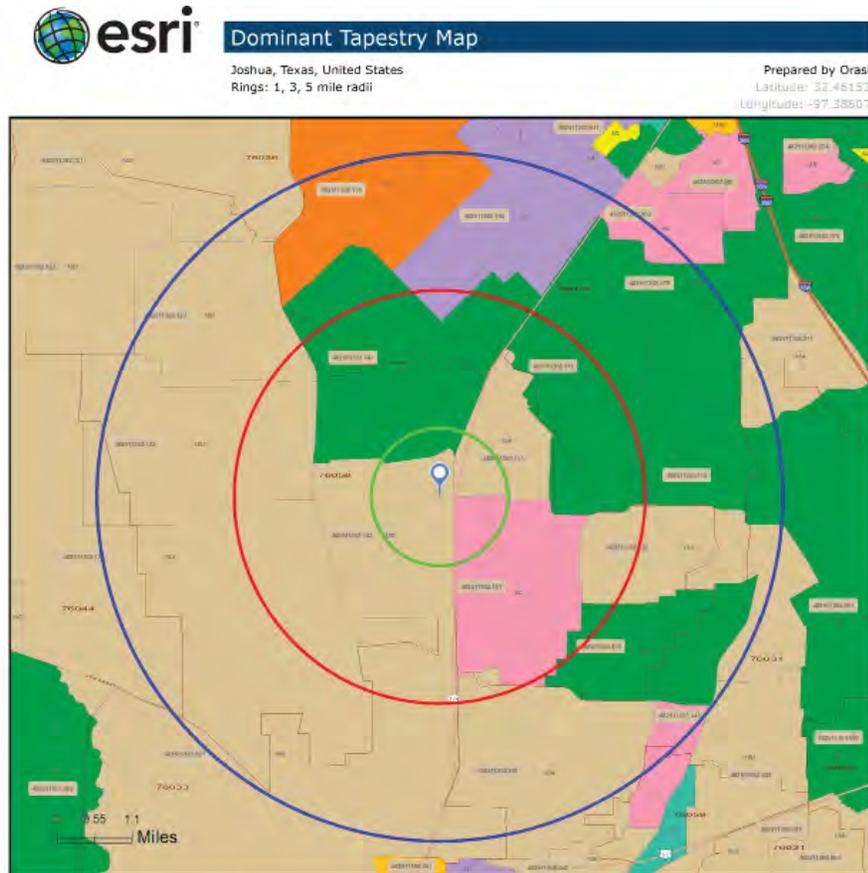


Figure 8: Dominant Tapestry Map

### 1 Mile Radius Profile

The 1 mile radius encompasses all of the master plan study area.



Top Twenty Tapestry Segments		2016 Households Cumulative		2016 U.S. Households Cumulative		
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Down the Road (10D)	53.4%	53.4%	1.1%	1.1%	4681
2	Middleburg (4C)	27.5%	80.9%	2.8%	3.9%	973
3	Southern Satellites (10A)	15.6%	96.5%	3.2%	7.1%	495
4	Green Acres (6A)	3.4%	99.9%	3.2%	10.3%	105

### 3 Mile Radius Profile

The 3 mile radius contains the remaining city limits of Joshua.

Top Twenty Tapestry Segments		2016 Households Cumulative		2016 U.S. Households Cumulative		
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Green Acres (6A)	30.9%	30.9%	3.2%	3.2%	966
2	Down the Road (10D)	27.2%	58.1%	1.1%	4.3%	2,386
3	Southern Satellites (10A)	23.3%	81.4%	3.2%	7.5%	739
4	Middleburg (4C)	18.6%	100.0%	2.8%	10.3%	657

### 5 Mile Radius Profile

The 5 mile radius begins to capture the surrounding communities.

Top Twenty Tapestry Segments		2016 Households Cumulative		2016 U.S. Households Cumulative		
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Down the Road (10D)	28.1%	28.1%	1.1%	1.1%	2458
2	Green Acres (6A)	26.5%	54.6%	3.2%	4.3%	831
3	Southern Satellites (10A)	21.5%	76.1%	3.2%	7.5%	680
4	Middleburg (4C)	12.6%	88.7%	2.8%	10.3%	445
5	Salt of the Earth (6B)	5.7%	94.4%	2.9%	13.2%	195

# Phase I: Understanding

## Existing Conditions and Influences



### LifeMode Group: Rustic Outposts

## Down the Road

10D

**Average Household Size:** 2.74

**Median Age:** 34.3

**Median Household Income:** \$36,000

### WHO ARE WE?

*Down the Road* is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

### OUR NEIGHBORHOOD

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households (Index 145).
- Close to half of all households live in mobile homes (Index 808).
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under \$50,000 (over 3 times the US percentage).

### SOCIOECONOMIC TRAITS

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the US rate.
- Labor force participation rate is 59.6%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

# Phase I: Understanding

## Existing Conditions and Influences



### LifeMode Group: Family Landscapes

# Middleburg

4C

**Average Household Size: 2.73**

**Median Age: 35.3**

**Median Household Income: \$55,000**

### WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

### OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 152).
- Affordable housing, median value of \$158,000 (Index 89) with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

### SOCIOECONOMIC TRAITS

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

# Phase I: Understanding

## Existing Conditions and Influences



LifeMode Group: Rustic Outposts

## Southern Satellites

10A

**Average Household Size:** 2.65

**Median Age:** 39.7

**Median Household Income:** \$44,000

### WHO ARE WE?

*Southern Satellites* is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

### OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).

### SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

# Phase I: Understanding

## Existing Conditions and Influences



LifeMode Group: Cozy Country Living

## Green Acres

6A

Average Household Size: 2.69

Median Age: 43.0

Median Household Income: \$72,000

### WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

### OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

### SOCIOECONOMIC TRAITS

- Education: 60% are college educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.

# Phase I: Understanding

## Existing Conditions and Influences

### Market Analysis

The Joshua Downtown trade area encompasses a one, three, and five-mile radius from the intersection of Main St. and 917. The five-mile radius includes all of Joshua, South Burleson, North Cleburne and unincorporated areas of Johnson County.

The Spending Potential Index for the trade area shows strong spending in the areas of Home, which includes mortgage payment, maintenance and remodeling services; Food, which includes both eating at home and out of the home; and Entertainment and Recreation, which includes fees and admissions and TV/Video/Audio.

The Spending Potential Index numbers are backed up by the Retail Gap Analysis that determines the difference in retail potential versus sales in a trade area. The retail gap, demand outweighs supply, is particularly strong in the areas of General Merchandise Stores, Food and Beverage Stores, and Food Services and Drinking Places.

Strengths of the trade area include strong traffic counts on SH 174, median household incomes, and median age.

The primary weakness of the trade area is the low-density population. This is a significant weakness since density is one of the most critical factors retailers and restaurants need to be successful. Also, daytime employment is low, and this can negatively impact restaurants that need a good lunch crowd to be successful.

What does this mean for downtown? For downtown to successfully attract the new investment it must have:

- Directional signage;
- Entertainment venue to attract people to the downtown area;
- Create a strong sense of place that will attract unique, locally or regionally owned restaurants and retailers to downtown.

### Mobility

#### Pedestrian

Pedestrian connectivity is critical to creating a successful place. The Main Street corridor lacks pedestrian infrastructure such as sidewalks, trails, and/or bike lanes thus creating a disconnection between the surrounding residential areas and the downtown. Future trail connections linking Joshua's four neighborhood parks to its community park is included in the Future Land Use Plan with the proposed trail alignment bypassing the downtown area to the West. Opportunities for pedestrian connectivity to existing neighborhoods, Joshua City Park, Joshua Station, and the larger future trail system should be explored as part of the downtown master plan project.



Figure 9: Existing Site Photos Show Lack of Sidewalks

#### Vehicular

Primary transportation through historic downtown Joshua is vehicular. The North and South Main Street master plan corridor is categorized as a 2-lane collector thoroughfare with an existing 60-100' right-of-way (ROW). Critical intersection along the corridor include:

- Main Street and 12th Street with Joshua City Hall located on the southeast corner and the Police Department located on the southwest corner of the intersection.
- Main Street and 14th Street that will be redeveloped as part of the Farm-to-Market HWY 917 underpass road reconstruction project.

Highway 174 is located just to the east of the Main Street project corridor and is considered a main thoroughfare through the city. The 174 corridor contains a significant amount of the city's general strip commercial development as well as Joshua High School campus. Average daily traffic volume along the highway ranges

# Phase I: Understanding

## Existing Conditions and Influences

from 26,000 to 28,000 vehicles per day. Currently, a lack of signage and wayfinding along the heavily used HWY 174 corridor makes the historic downtown area unknown to visitors and easy to bypass. In addition, no direct vehicular connection from S. Main Street to Joshua Station exists today, adding to the historic downtowns isolation.



Figure 10: Existing 12th and Main St. Intersection



Figure 11: Existing Business Parking

### Redevelopment of Farm-to-Market Road(FM) HWY 917

Beginning in 2014, The Texas Department of Transportation (TxDOT) began conducting a feasibility study to identify a long-term solution to improve FM HWY 917 at the existing at-grade intersection with the BNSF Railroad located in the heart of the city's downtown. The proposed project is planned to construct a new roadway connection from the BNSF intersection to HWY 174. The proposed project is needed to alleviate traffic congestion caused by frequent trains passing through the at-grade BNSF Railroad crossing. The frequency of trains that pass through the intersection does not allow for reliable travel times and delays emergency response operations. Additionally, the current FM HWY 917 alignment runs from 14th Street to 12th Street via Main Street and requires large trucks to make a difficult 90 degree turn maneuver. Large trucks frequently can not make the 90 degree turn without traffic clearing the intersection. The purpose of the project is to improve connectivity, improve mobility, and provide reliable travel times in the project area.

In September of 2015, an open house public meeting was conducted. In addition to a no build alternative, attendees were given the opportunity to view four alternative alignments that were being considered. Project team members and consultants were in attendance to discuss the various exhibits and answer questions concerning the proposed improvements. On November 15, 2016, in cooperation with the city of Joshua, TxDOT held a public meeting to show the preferred alternative alignment and right-of-way constraints. The preferred project alternative includes a railroad grade separation (underpass) at the BNSF crossing along with realigning and widening FM

HWY 917 from the existing 2-lane section to a 3-lane section with curb and gutter. The feasibility study will also consider enhancements to accommodate bicycles and pedestrians.

The realignment of FM HWY 917 through the center core of the Joshua community will have significant impacts on the future growth and redevelopment of the downtown. The right-of-way acquisition of the final design will require many original parcels of the community. Redevelopment of the remaining parcels, adjacent parcels, and planned connections, both vehicular and pedestrian, into the downtown core must be a priority of the downtown master plan.



Figure 12: Proposed TxDot FM 917 Realignment

### Regional Rail & Joshua Station

Joshua's historical ties to the railroad still exists today. The Burlington Northern Santa Fe (BNSF) railway track corridor is still a heavily used freight line with approximately 26-30 trains per day running through the downtown. The rail corridor is doubled tracked between the crossing located at 6th Street and the Indian Hills Road (904) crossing south of downtown. The Heartland Flyer AMTRAK station located in Fort Worth offers travelers a connection to Austin and San Antonio on the Texas Eagle passenger line which utilizes the BNSF rail corridor.

In 2003 The North Central Texas Council of Governments (NCTCOG) and its Regional Transportation Council (RTC), in partnership with Dallas Area Rapid Transit (DART), Denton County Transportation Authority (DCTA) and the Fort Worth Transportation Authority (FWTA) began work on a comprehensive Regional Rail Corridor Study (RRCS). The corridors selected for inclusion in the RRCS were identified in the Mobility

# Phase I: Understanding

## Existing Conditions and Influences

2025 Update to The Metropolitan Transportation Plan. The Plan designated the railway running through the center of Joshua as a principal element in the regional rail system. A 29-mile, regional passenger rail system is proposed to extend from the Intermodal Transportation Center and T&P Terminal in downtown Fort Worth to the communities of Crowley, Burleson, Joshua, and Cleburne. The presence of a rail system that provides access for local residents to the greater rail system of the Dallas Fort Worth Metroplex is a positive factor in the continued growth and redevelopment of the city's downtown area and has the potential to establish Joshua as a destination location.

One of the four proposed terminals located in Johnson County is planned to be constructed at Joshua Station, a Transit Oriented Development (TOD) that is planned to offer mixed-use office, living, shopping, dining, and recreational facilities directly accessible by the future rail transit station. To date, the station area includes a Brookshire's grocery store, the Joshua Community YMCA, and the first phase units of the Joshua Station Apartments. In order to capitalize on future regional connections and existing mixed-use activity, increased connectivity from the downtown area to Joshua Station should be explored as part of the downtown master plan project.



Figure 13: Joshua Station Brookshire's Ribbon Cutting Ceremony

### Legend

- Study Area Boundary
- HWY 174, N. Broadway St.
- Main Street
- E. 12th and E. 14th Street
- ▬▬▬▬▬▬ BNSF Rail Line
- 10 Minute Walk Radius
- - - - - 5 Minute Walk Radius
- HWY 917 Proposed TxDOT Realignment

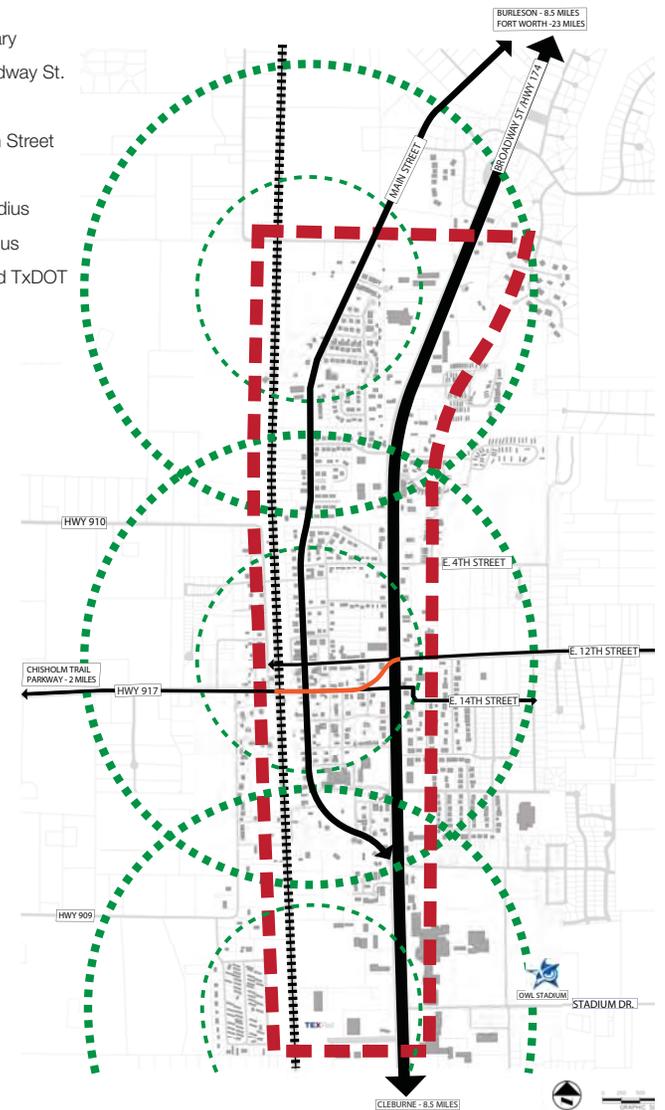


Figure 14: Mobility Analysis Diagram

# Phase I: Understanding

## Existing Conditions and Influences

### Land Use

#### Existing Land Use

Joshua's land use profile is predominantly a mix of single family residential and vacant/agricultural land. This land use pattern is also reflective of the Main Street corridor with a vast majority of the parcels fronting the corridor developed as low density, detached single family dwellings. Exceptions include:

- Joshua City Park
- Commercial parcels located south of the fire station on the west side of Main Street and the commercial block located between E. 10th St. and E. 12th St.
- Multifamily parcels located between Paula Street and Cedar Crest Street.
- Institutional parcels that include Joshua Fire Station, City Hall, the Police Department, the Seventh-day Adventist Church, the Open Door Church and H.D. Staples Elementary School.

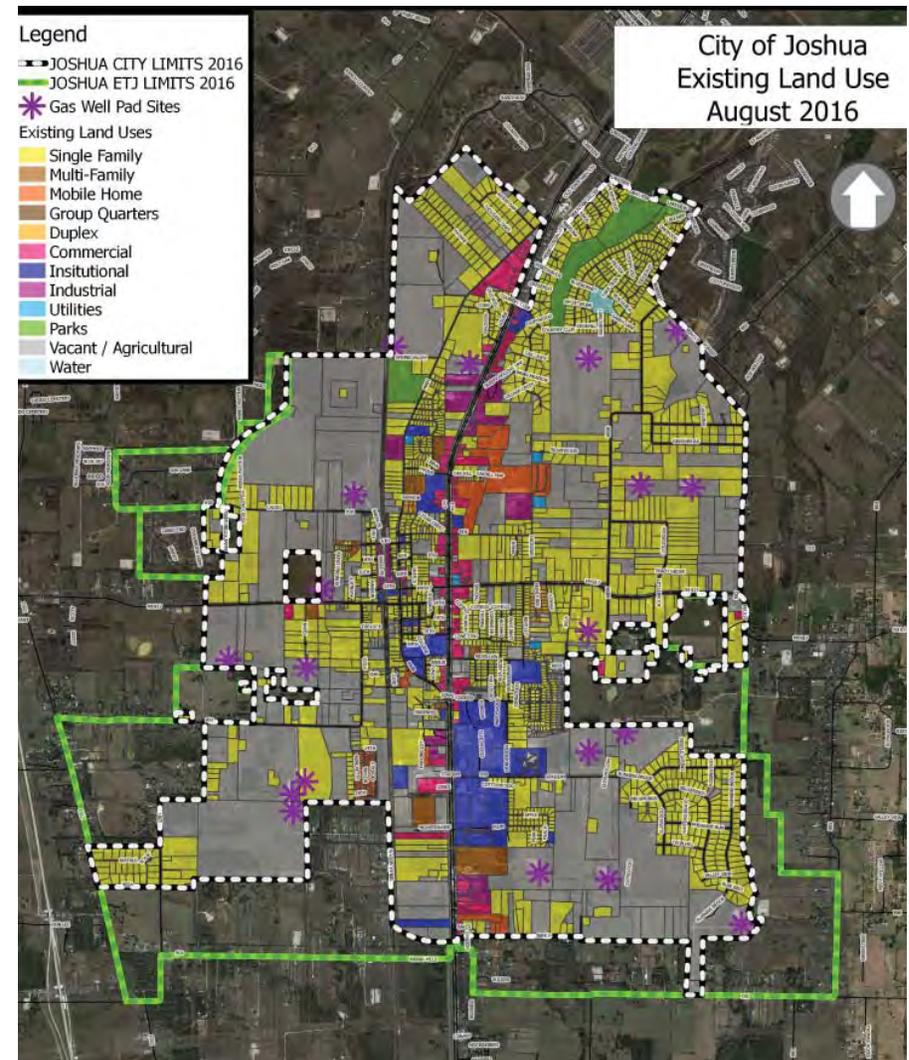


Figure 15: 2016 Comprehensive Plan Existing Land Use Map

# Phase I: Understanding

## Existing Conditions and Influences

### Existing Zoning

The current zoning ordinance is cumulative where less intense zoning uses such as single family residential is allowed to be constructed within a more dense zoning district, such as multi-family. The existing zoning located along the Main Street corridor is predominantly R-1 Single Family Residential District. The R-1 District stretches east until it meets the C-1 Restricted Commercial parcels fronting Highway 174. In addition, areas located to the south of the corridor are predominantly zoned R-1 with the exception of a HUD Code District and the Joshua Station Overlay District.

The R-1 District allows by right for detached, single-family dwellings and group homes for the disabled or disadvantaged. The district requires a minimum lot width of 75 ft. by 120 ft. depth and a minimum lot area of 10,000 sf. In order to support the creation of a vibrant downtown, areas for mixed use zoning within the core of the downtown area should be considered. Additionally, strategic pockets of medium to higher density residential development that can serve as a transition from the Main Street corridor to the Highway 174 commercial corridor should be explored in the master plan process.

Enacted in 2013, the Heritage Overlay District encompasses most of the original townsite of the City of Joshua. The overlay district is used in conjunction with the existing base R-1 and C-1 zoning district. The overlay area contains a mixture of some of the oldest residential and commercial buildings in Joshua along with new and/or renovated structures such as the building located at the northwest corner of the 12th St. and Main St. intersection. The district is intended to transform the area into a historic community focal point that reflects the character of a small Texas town of the early 1900's.

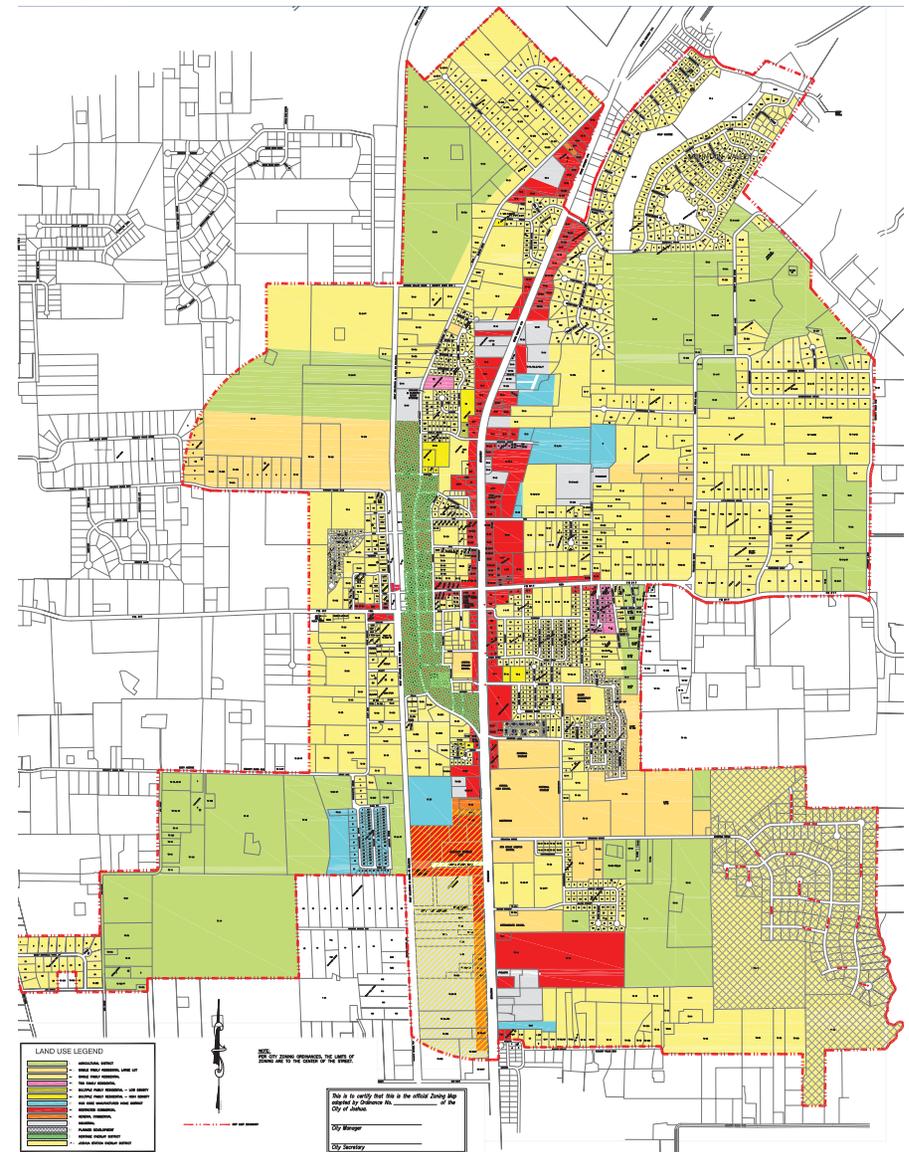


Figure 16: 2016 City of Joshua Existing Zoning Map

# Phase I: Understanding Existing Conditions and Influences

## Future Land Use

Historically, the City of Joshua has encouraged large lot single family development of lots one acre or larger. A rapidly expanding urban metroplex is placing greater pressure on surrounding communities to meet the needs of the residential development market, with a greater demand for increase in lot yields, consisting of lot sizes much smaller than 10,000 sf. As shown in the city's updated 2016 Comprehensive Plan, much of the Main Street corridor is consistent with the existing zoning, with a majority of the corridor proposed as low density residential. A small linear strip of commercial/office/service is proposed for the corridor directly north and south of the Main Street and FM HWY 917 intersection. The future land use plan proposes an extremely limited amount of mixed use areas outside the Joshua Station TOD area.

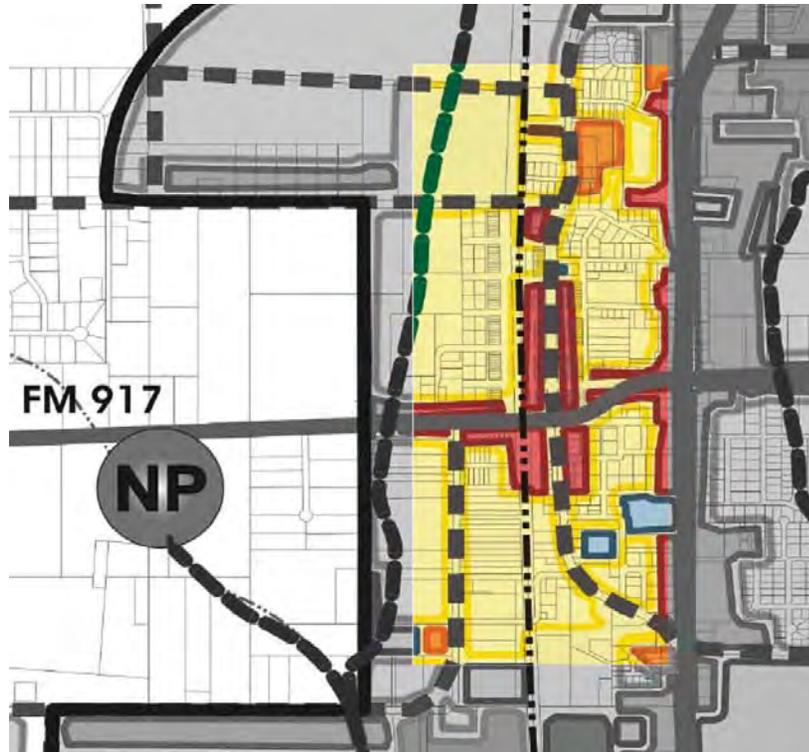


Figure 17: 2016 Comprehensive Plan Future Land Use Map - Zoom in of Main Street Corridor

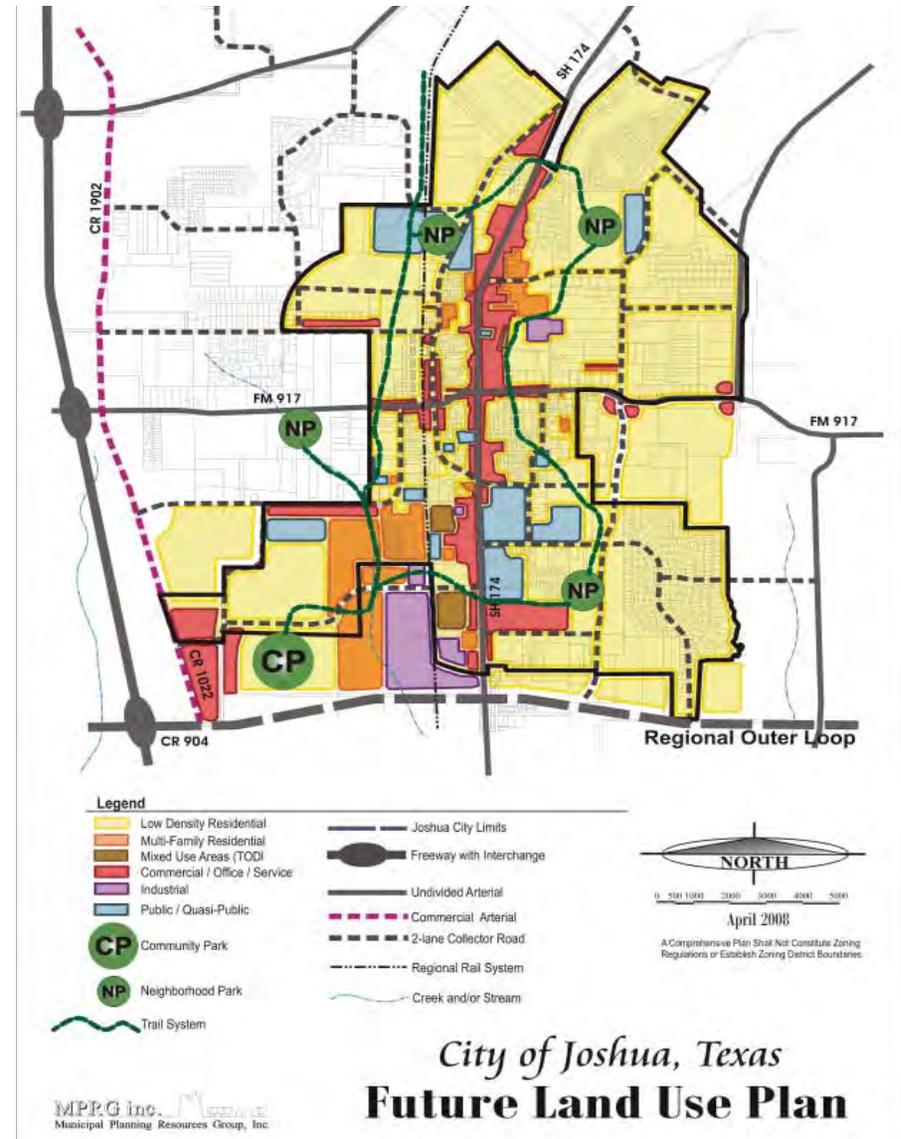


Figure 18: 2016 Comprehensive Plan Future Land Use Map

# Phase I: Understanding

## Existing Conditions and Influences

### Infrastructure

The City of Joshua is serviced by the Johnson County Special Utility District (JCSUD). The JCSUD is located primarily in Johnson County, but also extends into Hill, Tarrant, and Ellis Counties with a total approximate area of 324 square miles. The District is within portions of the extraterritorial jurisdictions of the Cities of Alvarado, Burleson, Cleburne, Fort Worth, Godley, Joshua, Keene, Mansfield, and Rio Vista.

The Joshua Main Street corridor consists of predominantly 6" forced main sewer lines and 6" water lines throughout the project focus area. The corridor currently utilizes bar ditches to capture stormwater runoff. In order to support future redevelopment of the commercial and residential downtown core, the City will need to work with JCSUD and other stakeholder agencies to implement updates to the downtown infrastructure.



Figure 19: Existing Sewer Infrastructure Diagram



Figure 20: Existing Water Infrastructure Diagram

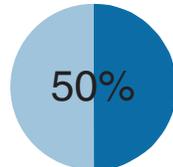
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# Phase I: Understanding

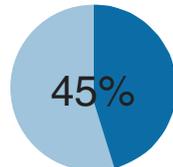
## Existing Conditions and Influences

### Gathering Space Visual Preference Survey



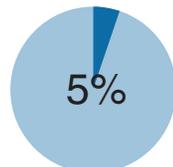
61 Likes

*"A place where couples & families can spend time together anytime of the day."*



55 Likes

*"I feel this is a warm and inviting area."*



6 Likes

*"Nice split level seating makes people more comfortable."*

#### Results

50% of participants liked the idea of having a gathering space that could accommodate day to day needs, as well as special community activities and events. A combination of special paving materials, lighting, planting, and multiple seating arrangements could be utilized to create a flexible and inviting space.

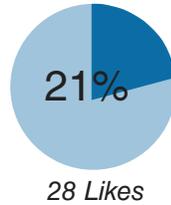
45% of participants liked having a gathering space that utilized a traditional materials pallet that reflects a historic main street character. Public art and intimate gathering spaces could be used to enhance the small, historic town feel.

Only 5% of participants liked the gathering space image that reflects a more contemporary design and layout. Participants did like the incorporation of various types of seating but felt the overall aesthetic was too modern and felt uninviting.

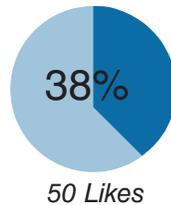
# Phase I: Understanding

## Existing Conditions and Influences

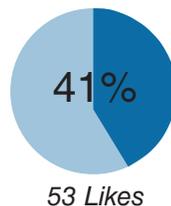
### Activity and Entertainment Visual Preference Survey



*"A family friendly space."*



*"Healthy foods and produce would be great as we have to go to other towns to get it."*



*"Family friendly, multipurpose space that can be used for sports, picnics, events, etc."*

#### Results

21% of participants liked the idea of design elements that were dual purpose and provided both an aesthetic appeal and a community activity. Image 1 depicts a plaza fountain that can also be utilized as a splash pad for children and family activities.

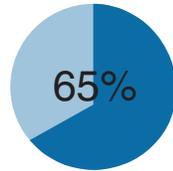
38% of participants liked the idea of hosting regular and/or seasonal community events such as farmers markets, art festivals, fall carnivals, etc. 41% of participants wanted a multipurpose space that could accommodate family events such as picnics and movies.

Providing flexible space for a chosen range of activities will help attract a variety of people at different times throughout the day and week.

# Phase I: Understanding

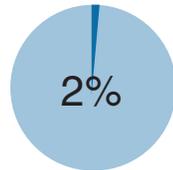
## Existing Conditions and Influences

### Mobility Visual Preference Survey



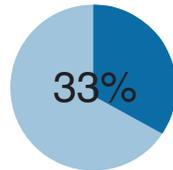
66 Likes

*"Separate from the street; clearly marked."*



2 Likes

*"No bike exclusive lanes."*



33 Likes

*"We need sidewalks from downtown to the Park."*

*"This has a nice family feel."*

#### Results

65% of participants like the idea of having a separated bike lane that could connect the downtown area to the existing city park. Participants commented that providing a separated bike lane was safer and would accommodate a broader range of users, including young children and families.

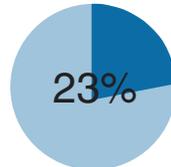
Only 2% of participants like the idea of bikes sharing a lane with vehicles. Most felt this was unsafe and would deter a majority of users.

33% of participants felt that the downtown area needed wide, inviting sidewalks and enhanced intersections that provides safer crossing for pedestrians.

# Phase I: Understanding

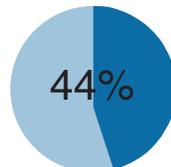
## Existing Conditions and Influences

### Residential Character Visual Preference Survey



24 Likes

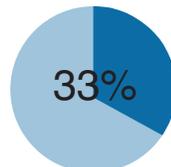
*"Don't make every living space the same with the same look. Each needs to be unique."*



46 Likes

*"Small, beautiful community."*

*"I like these homes. I think that they are more personal."*



35 Likes

*"Keep the character of old houses."*

#### Results

Only 23% of participants like the more modern residential architectural style. Some participants thought that the modern architecture did not fit well with the existing community architecture. Others commented that if modern architecture was utilized that it should be unique and diverse to avoid all new residential construction looking the same.

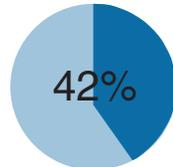
Most participants (44%) liked a blend of traditional forms that would compliment the existing historic homes and community character. Traditional architectural styles such as craftsman bungalow, colonial, Prairie and foursquare styles were the most appealing and thought to appear the most inviting.

33% of participants liked the idea of renovated structures that would blend well with newly construction housing by utilizing traditional materials such as brick and siding.

# Phase I: Understanding

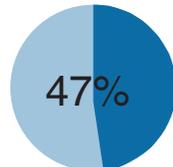
## Existing Conditions and Influences

### Commercial Character Visual Preference Survey



56 Likes

*"I like the sidewalks being roped off from the streets. It's safer for families with kids or disabled people."*

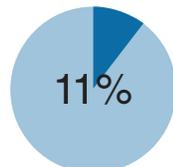


63 Likes

*"Need modern hip businesses."*

*"Chic but not big city."*

*"We need to stand out and not look like old town Burleson."*



15 Likes

*"Seems like this option would be difficult to incorporate without a more extensive overhaul of the existing infrastructure/architecture."*

#### Results

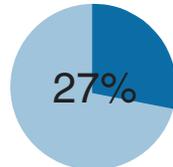
A similar split of 42% and 47% of participants liked commercial architecture that fits with the overall scale of the existing businesses and created a seamless blend between old and new architecture. Participants felt that the commercial architecture should be unique to Joshua and not try to replicate popular downtowns of neighboring cities. Participants also liked the buildings and streetscape that provided pedestrian amenities such as awnings/canopies, street trees, plantings, and outdoor dining areas that create a more inviting space for pedestrians.

Only 11% of participants liked the three story image because it felt out of scale with the existing businesses and could require more costly upgrades to the existing infrastructure to support the height and scale as shown.

# Phase I: Understanding

## Existing Conditions and Influences

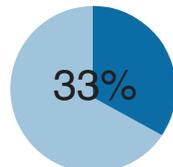
### Planting Visual Preference Survey



33 Likes

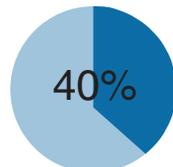
*"Use native plants and grasses to use less water; be careful of overgrowing the sidewalks."*

*"Fits the areas vegetation and is less maintenance."*



41 Likes

*"Colorful and inviting."*



50 Likes

*"Clean landscaping but overdone."*

#### Results

The planting results had a relatively even split, with the most popular image liked by 40% of participants and the least favorite image liked by 27% of participants.

Overall, participants felt that having a blend of plant materials that provided year around interests was important. Some participants felt that the plant pallet should incorporate native and/or drought tolerant species that fit into the areas native vegetation and would require less maintenance.

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Phase II

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Exploring

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# Phase II: Exploring

## Urban Design, Streetscape, and Architectural Concepts

### Overview

To kick off the exploring phase of the project, the design team met with a diverse group of stakeholders to learn more about downtown corridor functions today and what is the communities future vision for the area. Feedback from the stakeholder group included several key guiding principals for the project. These included:

- The downtown brand and image should be unique to Joshua and capture the friendly, small town feel of the community.
- Create a local retail and dining destination that reflects the historic character and charm of Joshua.
- Work closely with TxDOT on the HWY917 realignment project to ensure that the implemented solution enhances the Main St. corridors vehicular and pedestrian visibility, vitality, and connectivity.
- Signage and wayfinding is needed to establish a gateway into Joshua and direct visitors to the downtown area.
- New stormwater infrastructure is needed for the Main St. corridor. The existing bar ditches limit redevelopment potential and create unsafe, uninviting pedestrian connections.
- Improved and/or new pedestrian connections with Joshua City Park, Joshua Station, and Joshua High School should be explored.
- Provide downtown open space that can accommodate community events and attractions. Possible events and attractions could include a splash pad, outdoor movies, concerts, a food truck park, a farmers market, and a variety of festivals (ex: Homecoming, 4th of July, Arts and Crafts Fair, etc.).
- New development should be a blend of modern architecture with traditional forms that compliment the existing historic businesses/homes and the community scale and character.
- Identify funding, public/private partnerships, redevelopment incentives, and economic development opportunities for the downtown area. Identify regulatory impediments to these opportunities.

These guiding principals, combined with the knowledge gained during the understanding phase of the project, directed the design process. An informal public Open House was held on July 6, 2017 to present the concepts to the community. The design team was available throughout the evening to collect formal comments and feedback as well as answer questions as needed. The following urban design, streetscape, and architectural illustrative design concepts explore several options that address the downtown cores future land use and connectivity priorities, infrastructure needs, pedestrian enhanced walkability, and desired architectural character.



Figure 24: Public Open House

# Phase II: Exploring

## Urban Design, Streetscape, and Architectural Concepts

### Master Plan: Concept 1

The three master plan concepts focus on the downtown area that is bound by the BNSF Railroad to the West, E. 6th St. on the north, S. Veatch St. on the east, and W. 14th Street on the south. The heart of the downtown core is located between W. 10th St. and W. 14th St., with the most prominent intersection occurring at the W. 12th St. and Main St. intersection.

The proposed master plan concepts each envision a new pedestrian friendly streetscape that is supported by a vibrant mixed-use district. Surrounding the mixed-use district is an urban, medium density housing district that will help to provide the density of people needed to support local businesses along Main St. New development within the mixed-use district should be pulled right up to the streetscape in order to create a continuous building edge that frames the public ROW.

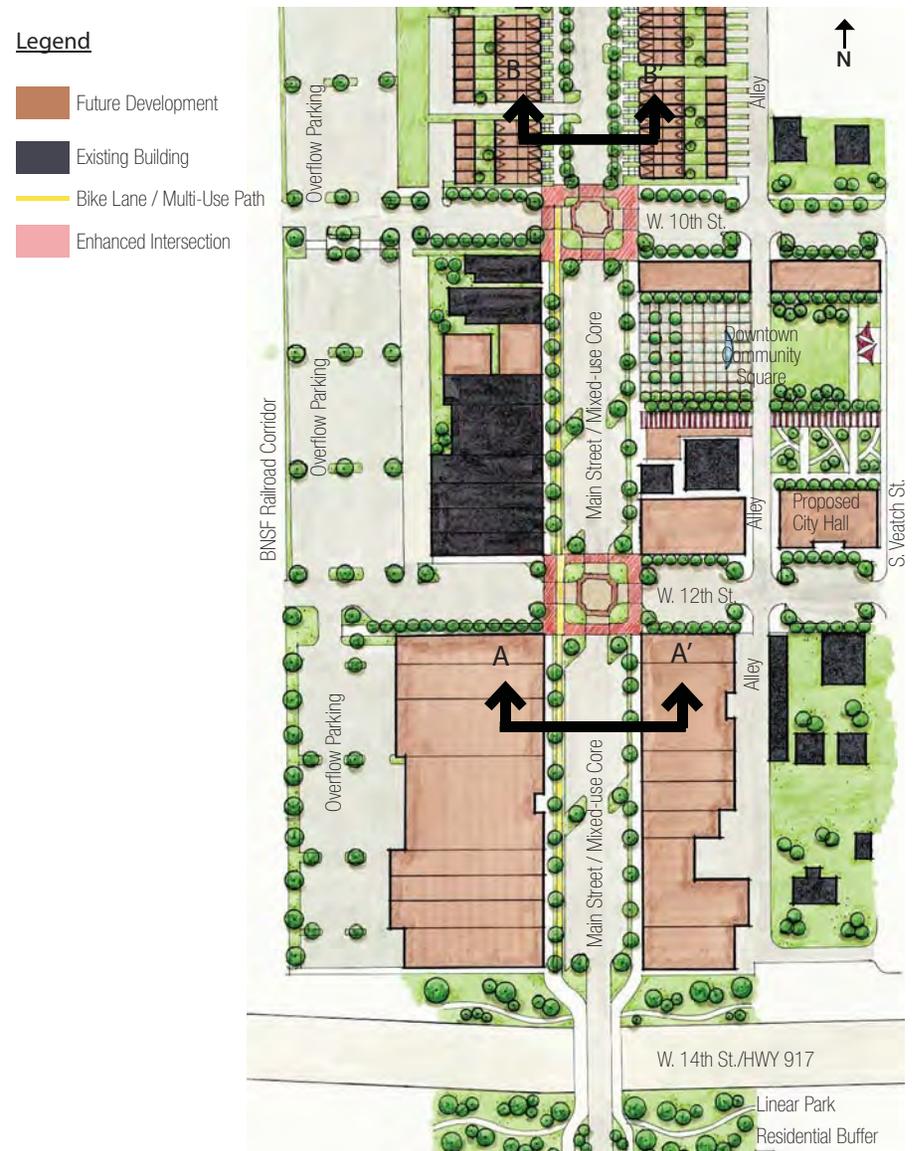
In order to capitalize on the prominence of the 12th and Main St. intersection and attract new development opportunities, City Hall is proposed to be relocated to the city owned parcels that front W. 12th Street. This will serve as an anchor for the newly proposed downtown public square that will front Main Street and stretch east to S. Veatch St.

#### Commercial Cross Section

The Master Plan Concept 1 commercial cross section utilizes the existing 100' right-of-way (ROW) and the off-set road center line in order to accommodate a west side only 5' dedicated bike lane within the commercial blocks and a 12' multi-use path within the residential blocks. The west side location will easily accommodate future connections to Joshua City Park to the north and Joshua Station to the south. To support convenient businesses activity, on-street, 45 degree angled parking is proposed for the mixed-use core. Generous 10' wide sidewalk with adjacent street trees and ornamental planting areas help to create a pedestrian friendly environment.

#### Residential Cross Section

As the streetscape transitions to the urban residential streets, the ROW is decreased to 80' to provide a more appropriate and intimate residential scale. The dedicated bike lane transitions to a 12' multi-use path that can accommodate all modes of pedestrian travel. A double row of trees provides shade for the path and defines it's prominence within the landscape. On-street, parallel parking adjacent to a 6' planting buffer creates an appealing streetscape for residents and visitors.



# Phase II: Exploring Urban Design, Streetscape, and Architectural Concepts

Figure 26: C1 Commercial Cross Section A-A'

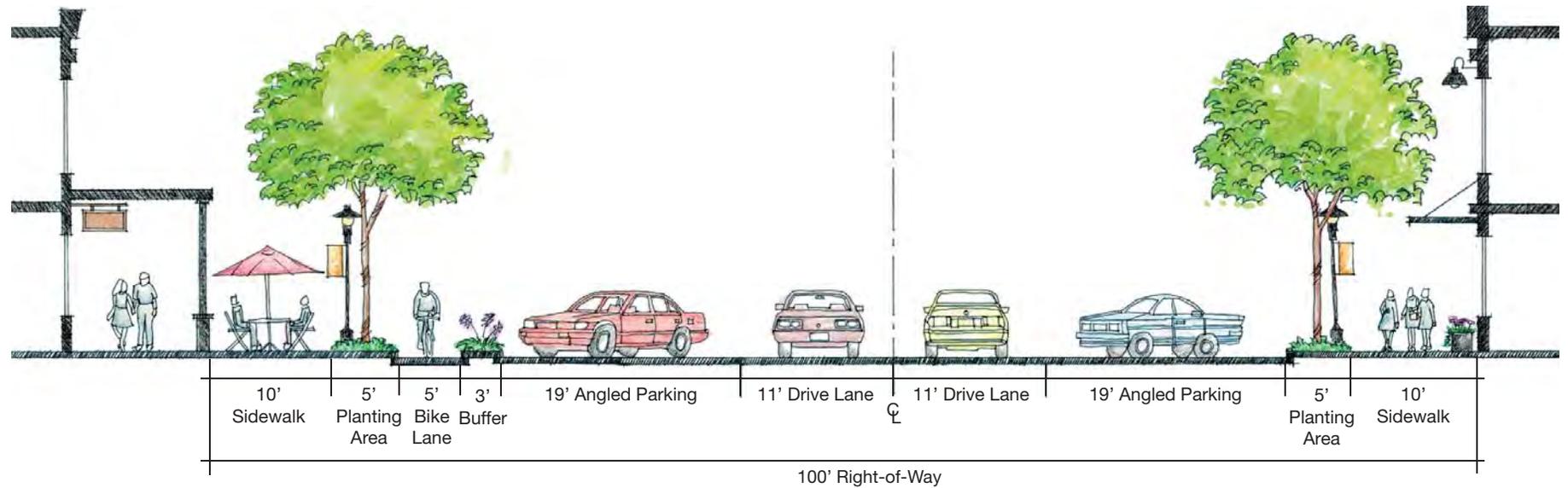
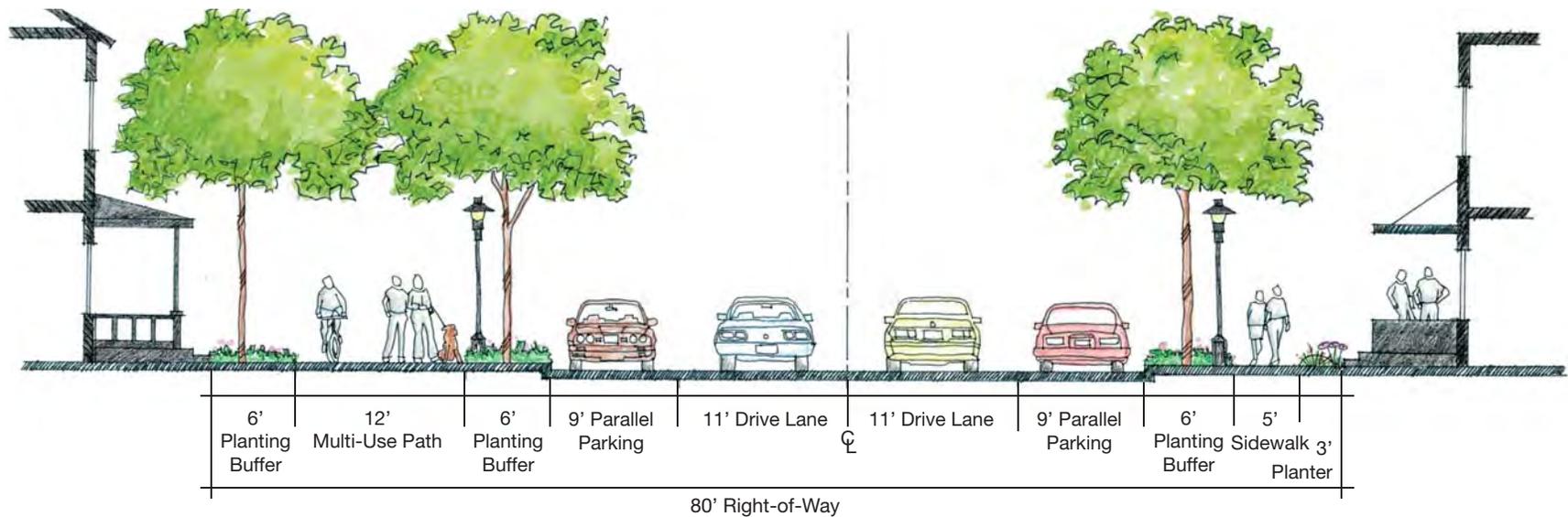


Figure 27: C1 Residential Cross Section B-B'



# Phase II: Exploring

## Urban Design, Streetscape, and Architectural Concepts

### Master Plan: Concept 2

Master Plan Concept 2 proposes using the same mixed-use and medium residential land use designations for the Main Street Corridor.

#### Commercial Cross Section

The concept 2 commercial cross section utilizes the existing 100' ROW but has realigned the road center line to be directly down the center of the ROW. On-street parallel parking is utilized on both sides of the street and it is separated from the bike lane by a 3' curbed planting buffer. A 5' separated bike lane is proposed for both sides of the street. A 9' wide amenity space provides designated space for outdoor dining and/or outdoor retail display.

#### Residential Cross Section

As the streetscape transitions to the urban residential streets, the ROW is decreased to 80' to provide a more appropriate and intimate residential scale. The on-street parallel parking and 5' dedicated bike lane on both sides of the street continues throughout the residential area. Street trees provide shade for both the bike lane and the residential sidewalk.

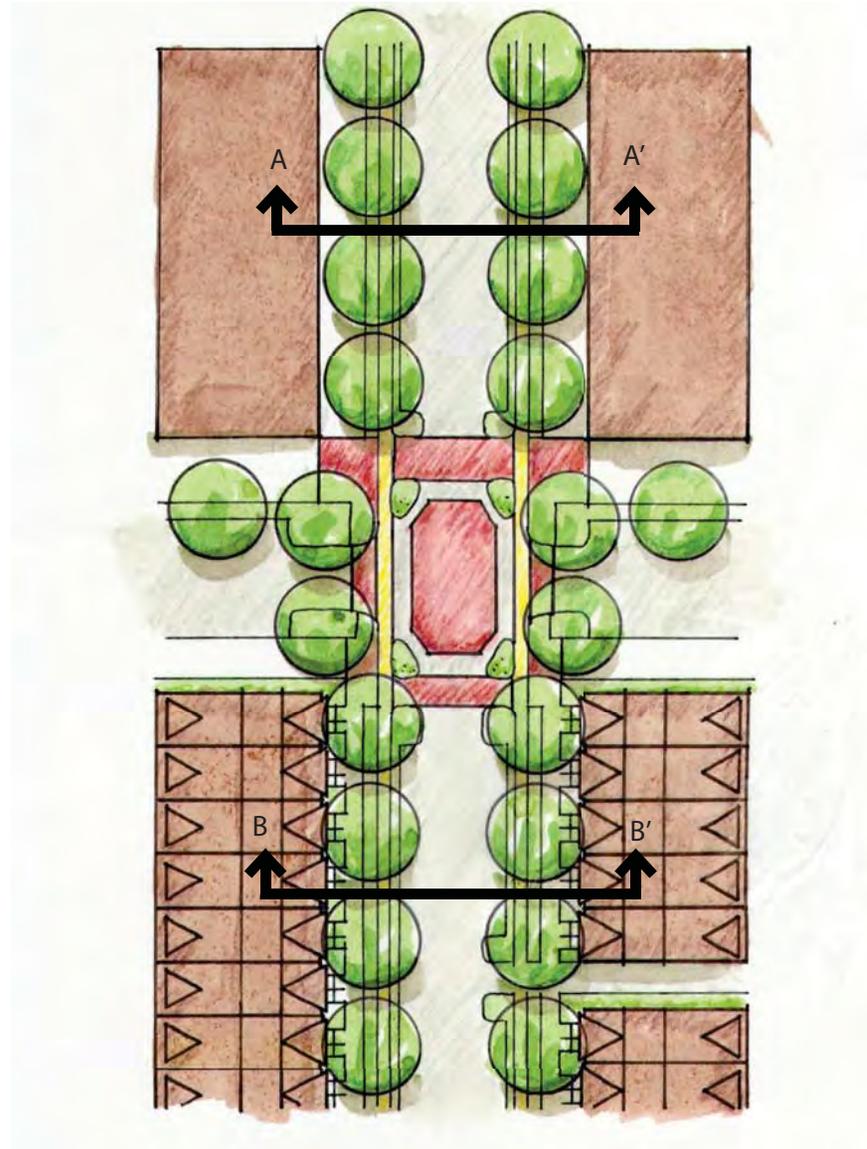


Figure 28: Master Plan Concept 2

# Phase II: Exploring Urban Design, Streetscape, and Architectural Concepts

Figure 29: C2 Commercial Cross Section A-A'

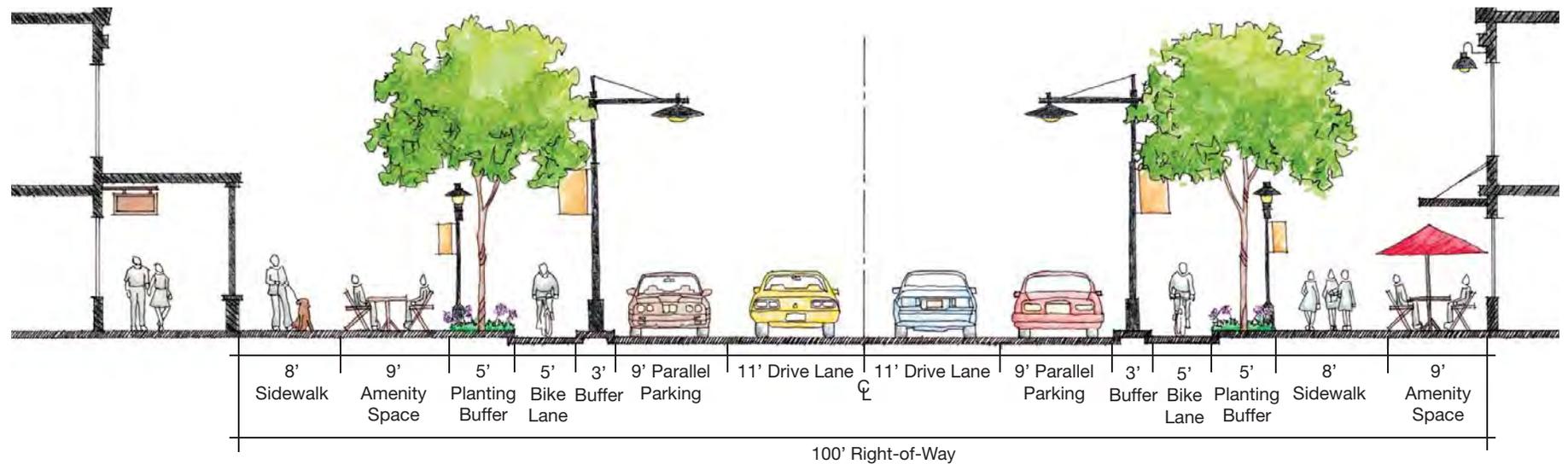
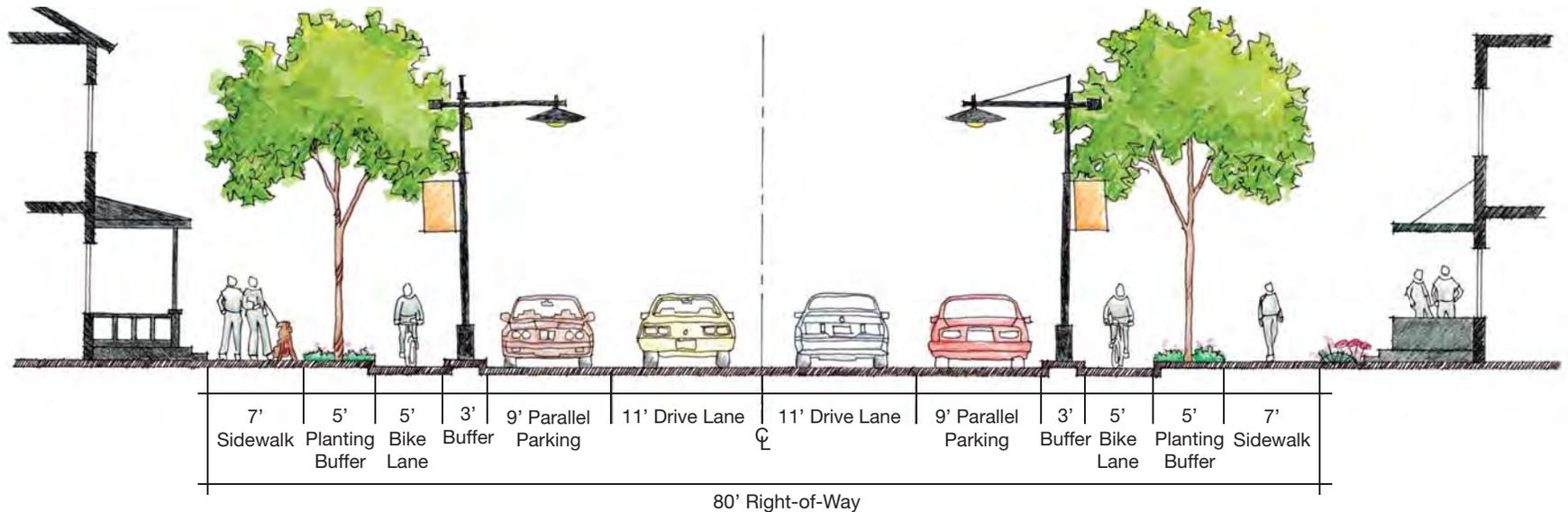


Figure 30: C2 Residential Cross Section B-B'



# Phase II: Exploring

## Urban Design, Streetscape, and Architectural Concepts

### Master Plan: Concept 3

Master Plan Concept 3 proposes using the same mixed-use and medium residential land use designations for the Main Street Corridor.

#### Commercial Cross Section

The concept 3 commercial cross section utilizes the existing 100' ROW but has realigned the road center line to be directly down the center of the ROW. A 9' center median allows for tree plantings to create a Main St. boulevard. A 10' multi-use path and a 10' amenity space is located on both sides of the street. On-street parallel parking is utilized for business and visitor parking.

#### Residential Cross Section

As the streetscape transitions to the urban residential streets, the ROW is decreased to 80' to provide a more appropriate and intimate residential scale. The center planted media, on-street parallel parking, and the multi-use path continues throughout the residential area on both sides of the street.

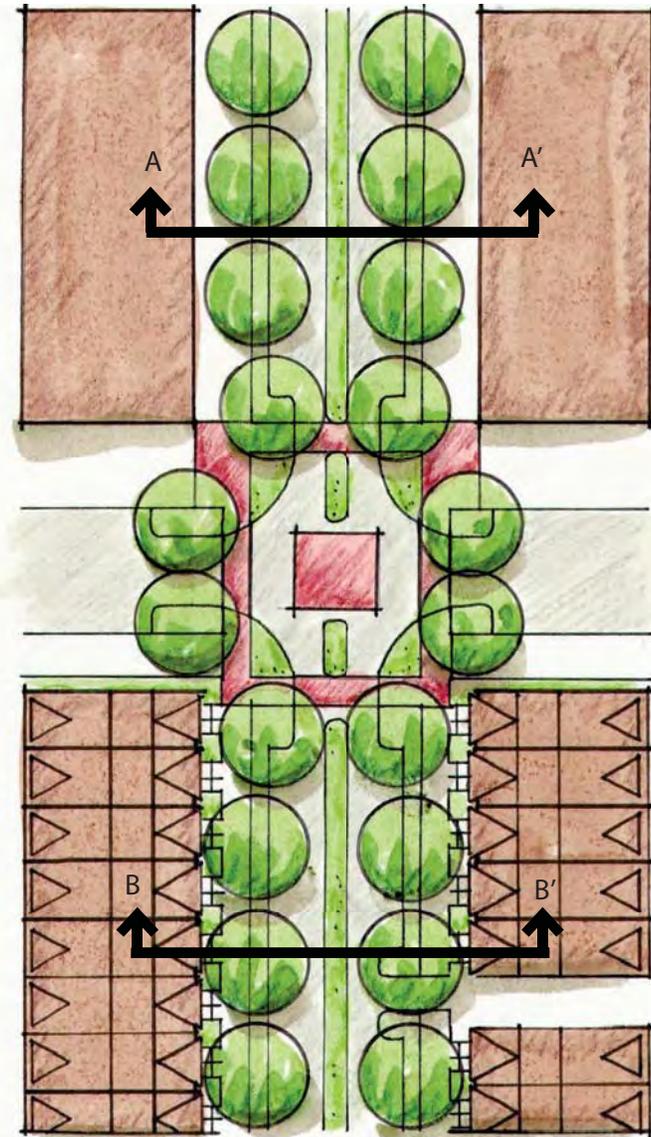


Figure 31: Master Plan Concept 3

# Phase II: Exploring Urban Design, Streetscape, and Architectural Concepts

Figure 32: C3 Commercial Cross Section A-A'

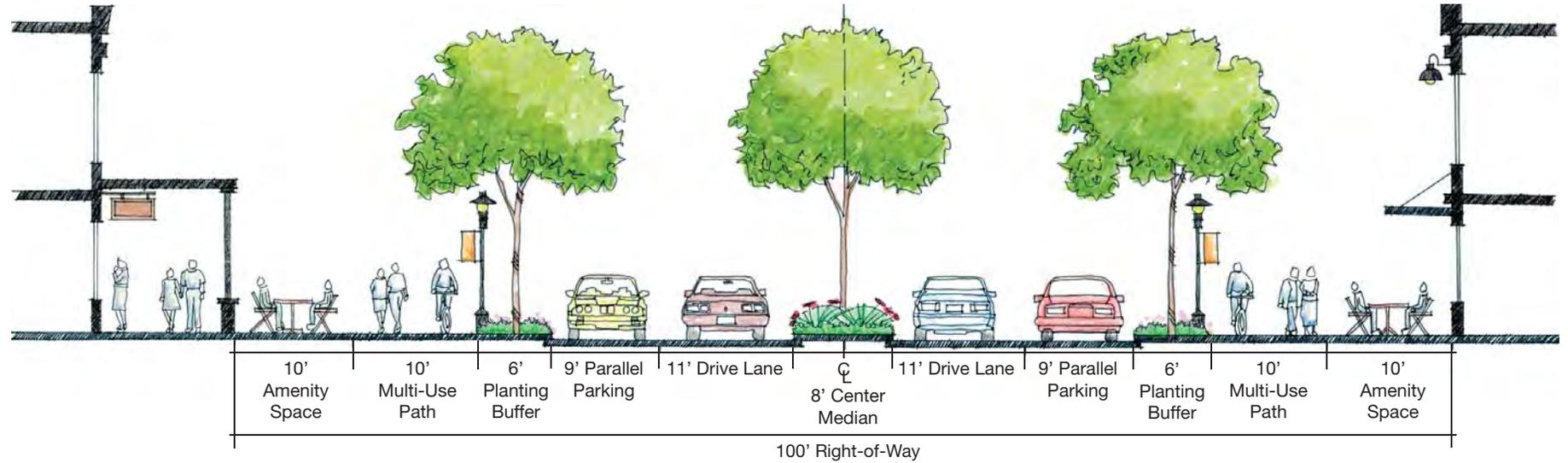
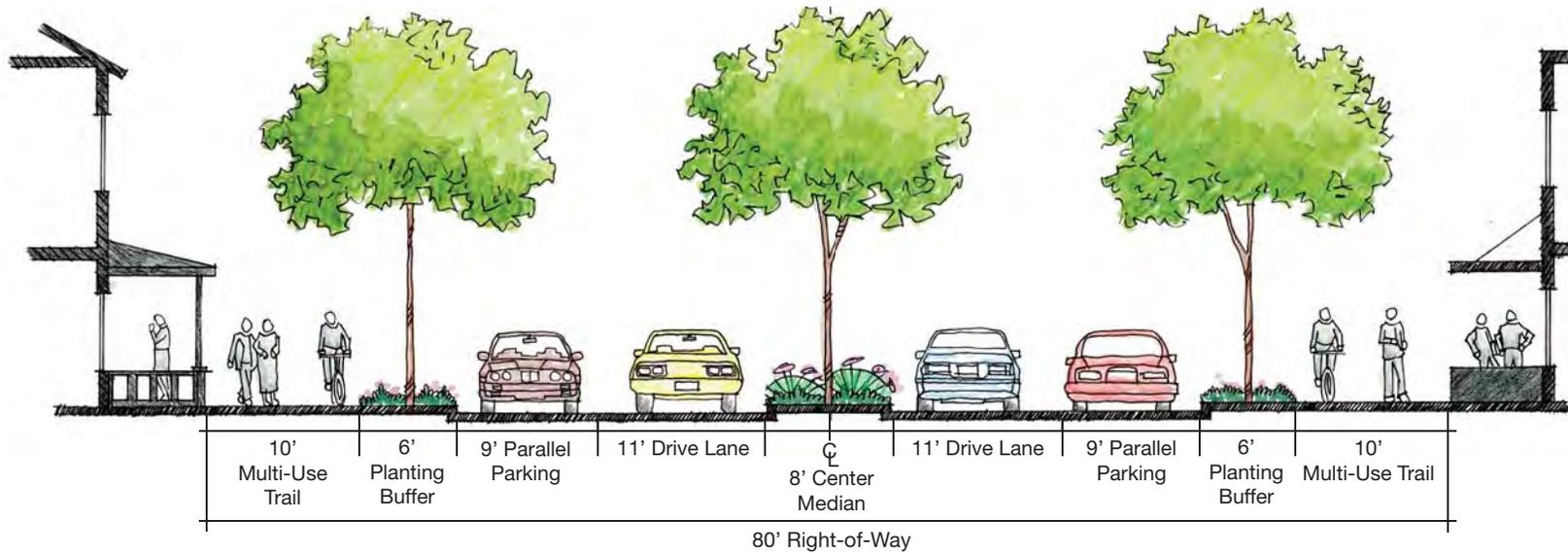


Figure 33: C3 Residential Cross Section B-B'



# Phase II: Exploring

## Urban Design, Streetscape, and Architectural Concepts

### Residential Architectural Concepts



Figure 34: Traditional Style Townhouse

# Phase II: Exploring

## Urban Design, Streetscape, and Architectural Concepts



Figure 35: Contemporary Style Townhouse

# Phase II: Exploring Urban Design, Streetscape, and Architectural Concepts

## Commercial Architectural Concepts



Figure 36: Traditional Style Commercial Architecture

# Phase II: Exploring

Urban Design, Streetscape, and Architectural Concepts



Figure 37: Contemporary Style Commercial Architecture

# Phase II: Exploring Urban Design, Streetscape, and Architectural Concepts

## Architectural Entry Options

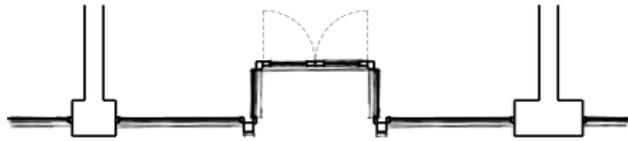


Figure 38: 90 Degree Recessed Entry Plan

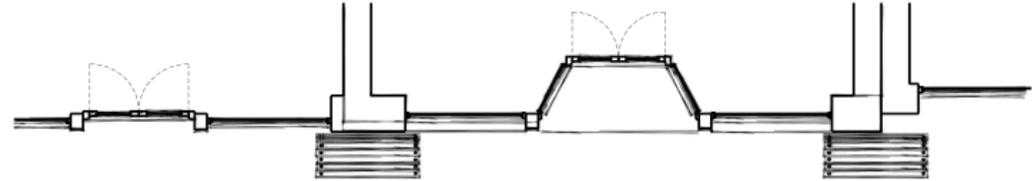
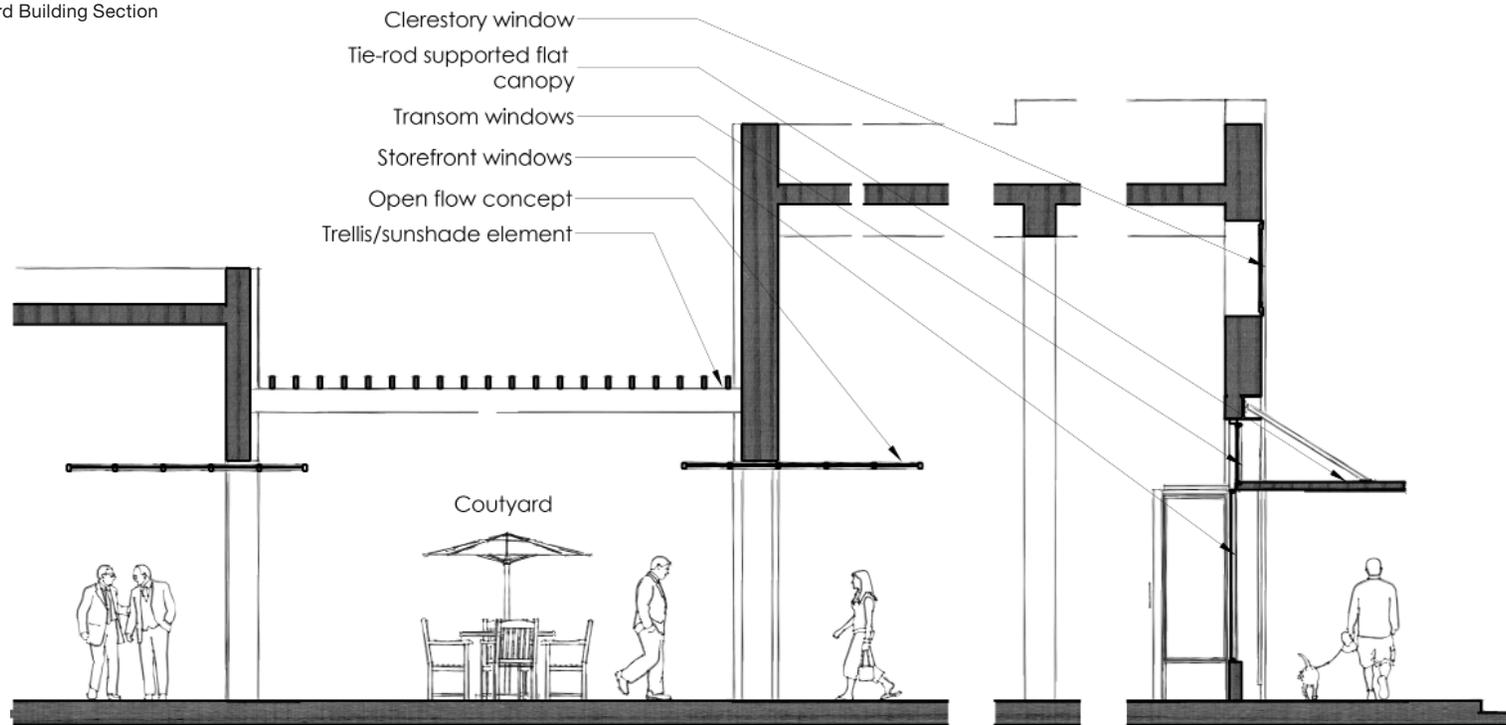


Figure 37: Flush Facade Entry Plan

Figure 38: Diagonal Entry Plan

## Building Cross Sections

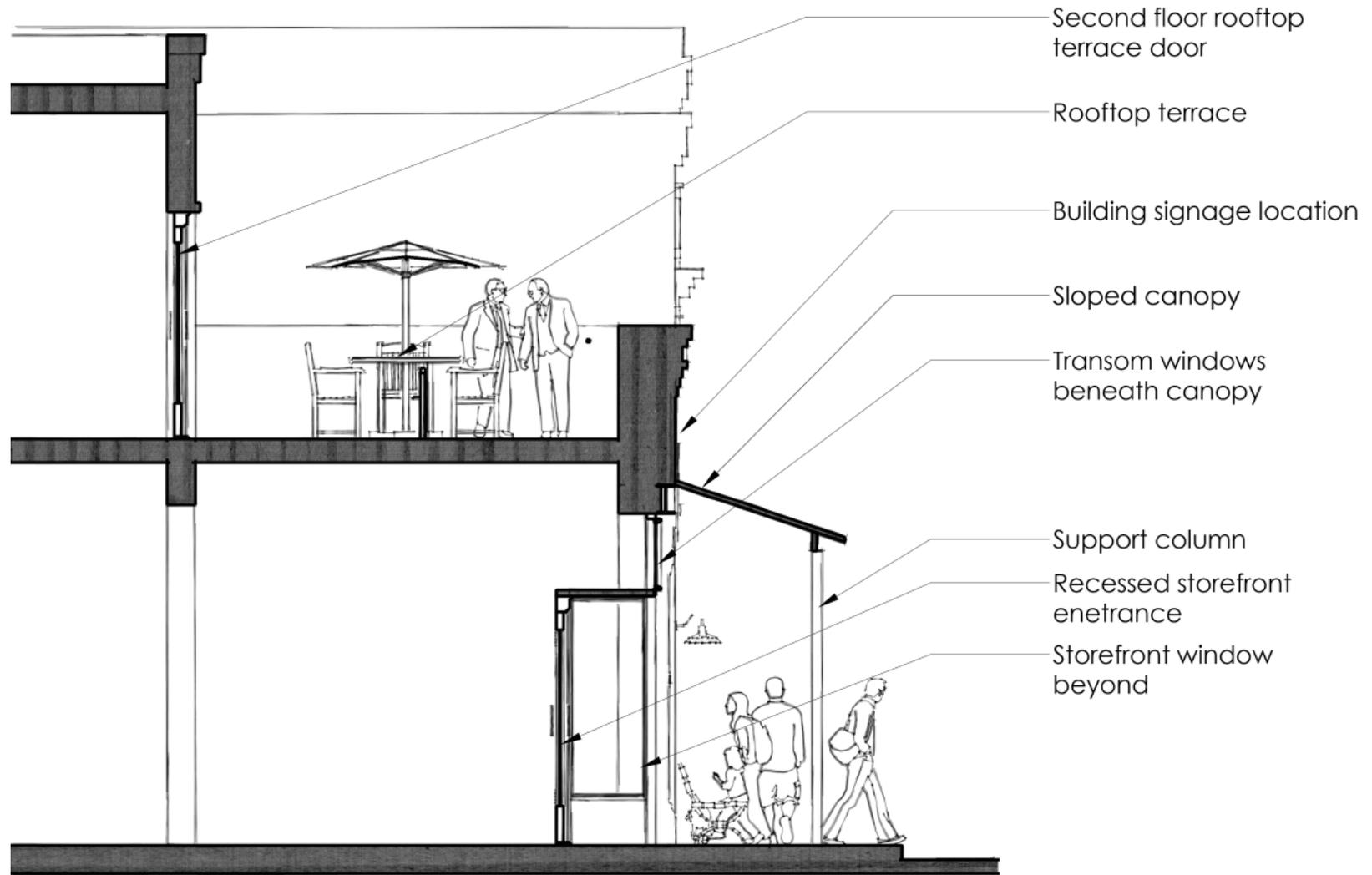
Figure 39: Courtyard Building Section



# Phase II: Exploring

## Urban Design, Streetscape, and Architectural Concepts

Figure 40: Rooftop Building Section



# Phase II: Exploring Urban Design, Streetscape, and Architectural Concepts

## Architectural Canopy Options

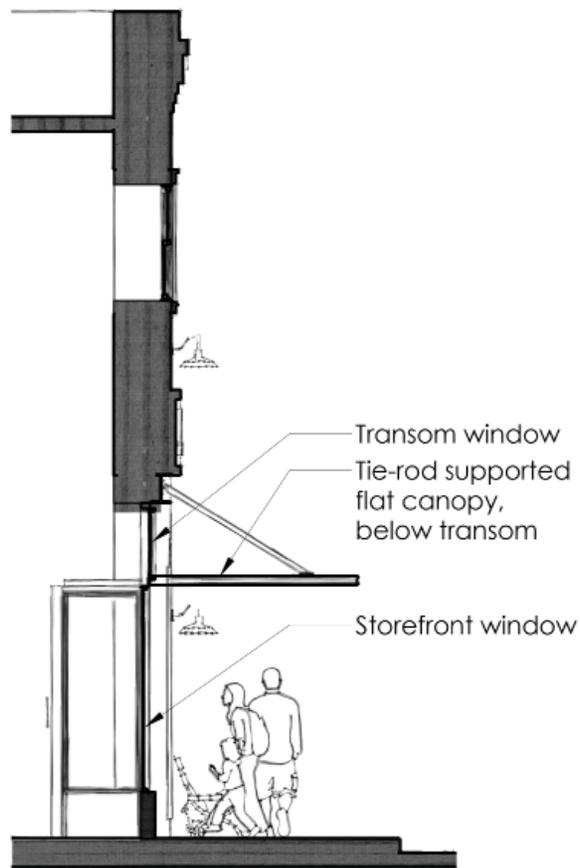


Figure 41: Canopy Type A

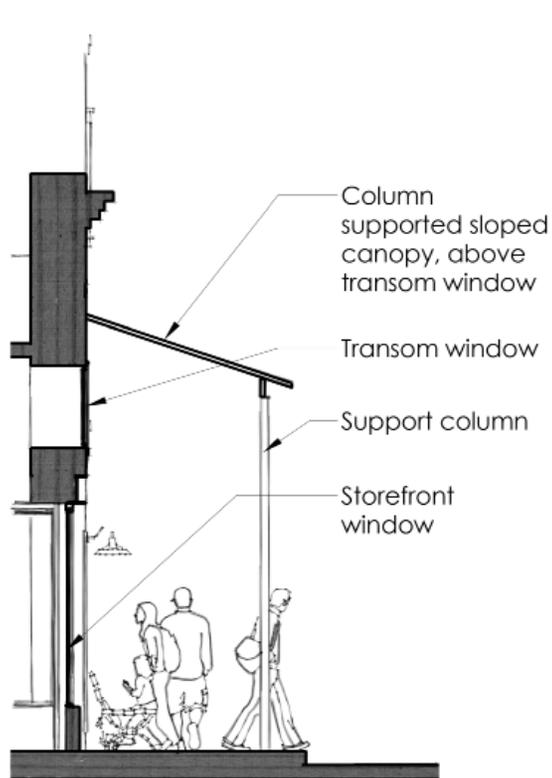


Figure 42: Canopy Type B

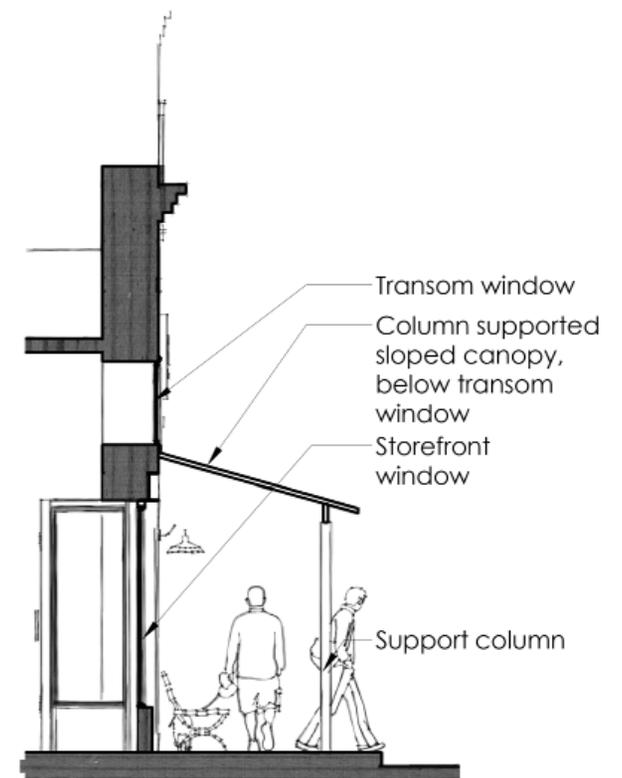


Figure 43: Canopy Type C

# Phase II: Exploring

## Urban Design, Streetscape, and Architectural Concepts

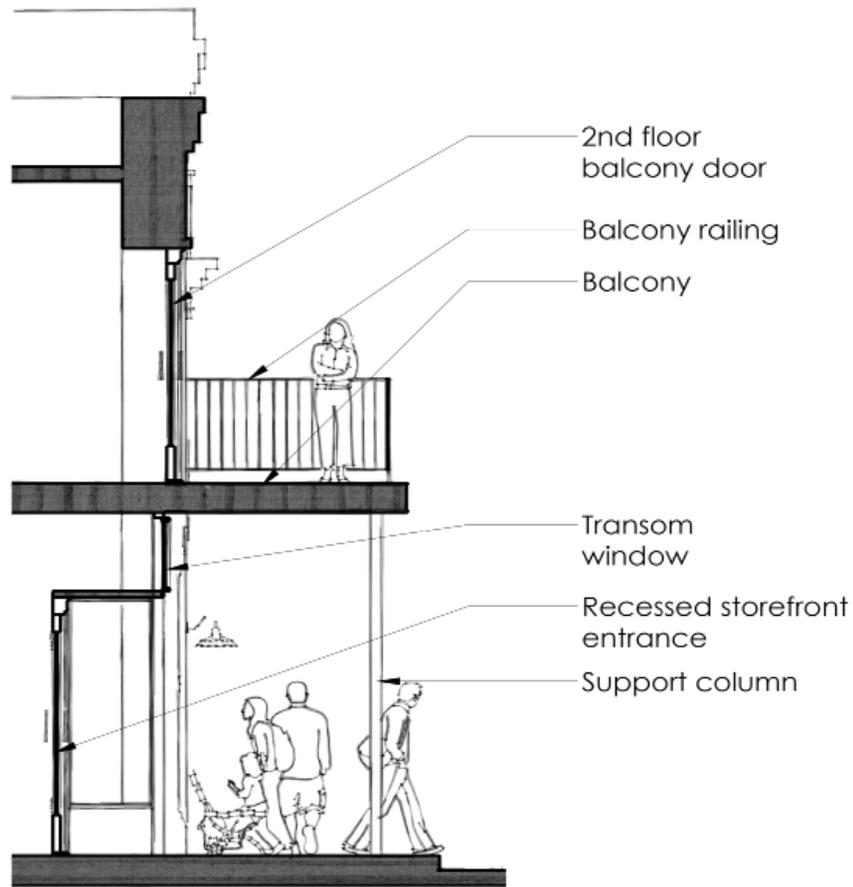


Figure 44: Canopy Type D

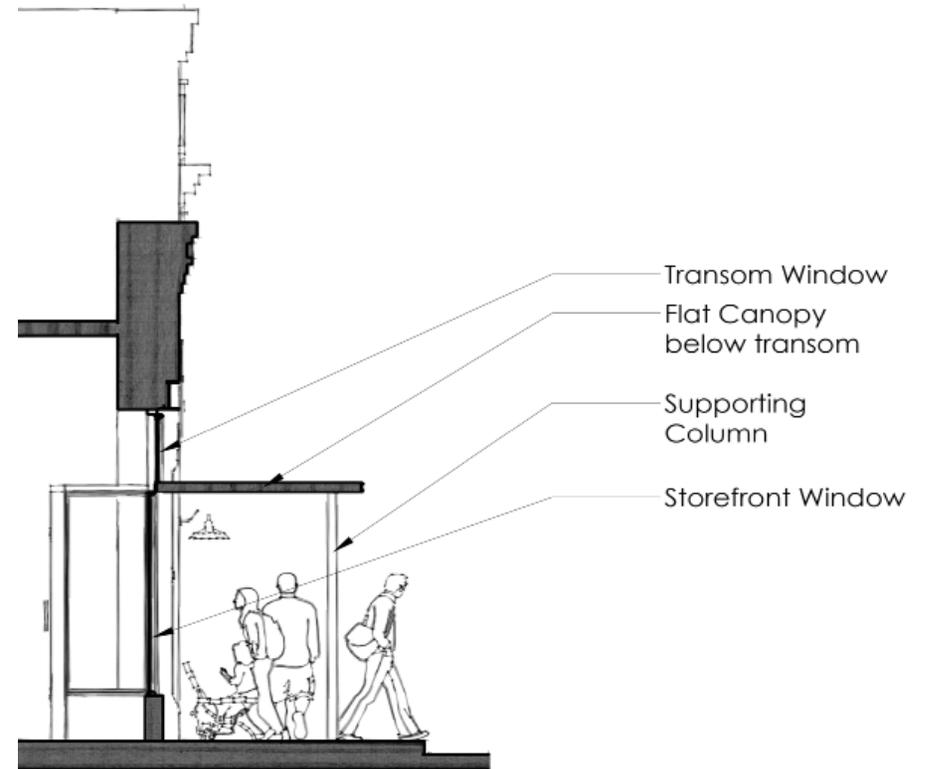


Figure 45: Canopy Type E

# Phase II: Exploring Urban Design, Streetscape, and Architectural Concepts

## Downtown Community Square Additional Concepts



Figure 46: Community Square Option 1: City Hall Facing W. 12th Street



Figure 47: Community Square Option 2: City Hall Facing W. 10th Street

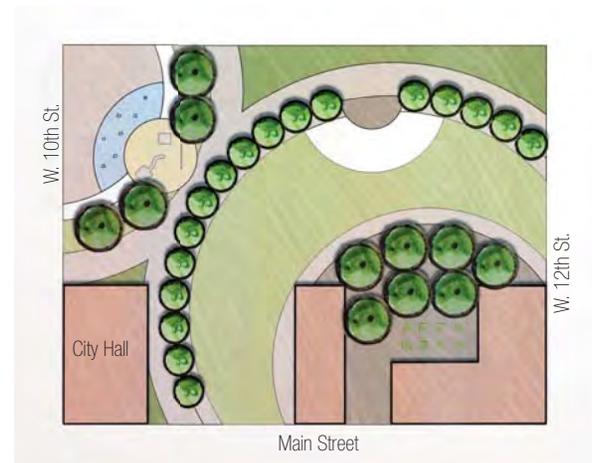


Figure 48: Community Square Option 3: City Hall at Corner of W. 10th St. and Main St.

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Phase III

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The Path Forward

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Overview

This section is intended to provide key strategies and recommendations for the implementation of the Joshua Downtown Master Plan Vision. The chosen design concepts, architectural style preference, and future land use and connections are based on stakeholder feedback and voting preferences collected at the public open house.

1. STREETScape AND INFRASTRUCTURE	
A. Update the Downtown Infrastructure	Partner with appropriate agencies to update and/or build new downtown stormwater, sewer, and water infrastructure in order to accommodate future development capacity needs.
B. Construct a New Pedestrian Friendly Streetscape	Utilize the chosen masterplan and cross sections to guide the creation of streetscape construction documents. Phase 1 of the Main St. reconstruction project should prioritize the blocks between 6th and 14th Street.
C. Continue FM 917 Realignment Project Coordination	Placement of the new FM 917 corridor and its effects on connections with Main St. are critical to the success of redeveloping Joshua’s downtown. Vehicular street connections, signage and wayfinding should enhance the visibility and access to Main Street. A pedestrian friendly overpass crossing into downtown is essential to implement. This ensures a safe, convenient, and enjoyable pedestrian connection can be made between downtown and areas to the south of downtown.
D. Relocate and Rebuild City Hall	Perform a needs and assessment study to determine square footage and parking needs in order to combine all City Hall services into one structure. Relocate City Hall in order to free up the valuable retail corner at the 12th and Main St. intersection.
E. Construct a Downtown Community Square	Construction of a downtown community square on parcels owned by the City should be explored further. An open space within the downtown area that encourages people to gather, socialize, and accommodates community events is important for continuing to foster the friendly, small town community pride that the City of Joshua is known for.
F. Reuse Existing Buildings; Fill in the Gaps	Inventory and determine what commercial structures are viable for reuse and rehab along Main Street. Work with local developers and investors to construct new businesses that will fill in the gaps along Main Street to create a continuous street wall edge. New architecture should be compatible with the scale, materials, and traditional styles chosen during the master planning process.

# Phase III: The Path Forward

## Key Strategies and Recommendations

2. LAND USE AND CONNECTIVITY	
A. Promote Mixed-Use Development in the Downtown Core	In order to create a vibrant downtown core, land use regulations should promote and allow for a mix of commercial, office, and residential land uses in the downtown core.
B. Promote Medium Density Residential Around the Downtown	In order to support new retail, restaurant, and downtown services, land use regulations should promote and allow for medium density housing typologies in areas surrounding the downtown core.
B. Evaluate Zoning and Heritage Overlay Regulations	A thorough evaluation of the downtown areas base zoning and the Heritage Overlay District regulatory requirements is needed in order to identify regulatory impediments for redevelopment.
C. Connect to Joshua City Park and Joshua Station	In addition to the streetscape reconstruction, implementing a safe and direct multi-modal pedestrian route to Joshua City Park and Joshua station should be a priority.
D. Improve Walkability in the Surrounding Neighborhoods	The lack of sidewalks and street trees can make it difficult to walk from place to place in and around the project area. Street trees and sidewalks infrastructure should be installed as part of future development projects.
3. COMMUNITY IDENTITY	
A. Gateways	Constructing gateway markers for the downtown district should be a priority. Gateways create identifiable access points at key intersections and create a first and lasting impression with users as they enter or leave the district.
B. Signage and Wayfinding as Branding	Initiatives that create a recognizable City brand and image through the use of signage and wayfinding should be encouraged and will help to attract visitors to the downtown area.

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Preferred Master Plan



- A** New 2-story mixed-use buildings should be pulled up to the sidewalk with active ground-floor uses (retail/commercial uses) with large windows, pedestrian scaled signs, and street facing entrances. Parking lots should be located behind the building.
- B** Fill in the existing building gaps in order to provide a consistent street wall with buildings pulled up to the sidewalk.
- C** Medium density urban residential housing
- D** Pedestrian friendly intersection with enhanced paving crosswalks. Curb bumpouts at the intersection extends the sidewalk and reduces pedestrian crossing distances and allows for seasonal plantings.
- E** 5-foot protected bike lane runs between parked cars and planting strip. Bike lane is enhanced with painting or special paving materials to increase visibility. Bike lane transitions to a multi-use path in the residential areas.
- F** Main Street/Future HWY 917 Overpass
- G** Downtown community square with space for community gatherings/festivals, food trucks, outdoor stage, fountain/splash pad, gardens, outdoor restaurant seating, etc.
- H** New City Hall location with on-street parking and employee parking lot accessed off the alley.
- I** Business patron/employee parking lots located behind the buildings. Can be used as needed for overflow event parking.
- J** Linear park as a buffer to new HWY 917 corridor

Figure 49: Preferred Master Plan Concept

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Preferred Commercial Cross Section

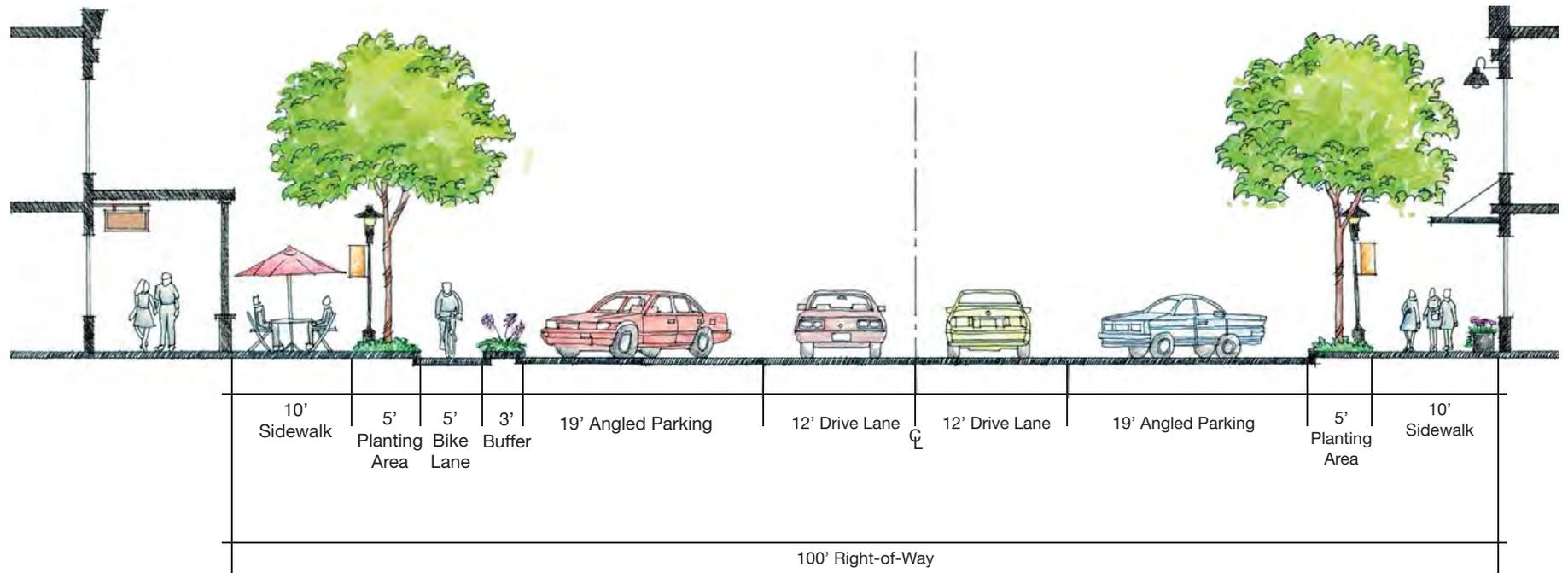


Figure 50: Preferred Commercial Cross Section A-A'



Figure 51: Commercial Streetscape Precedent Images

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Preferred Residential Cross Section

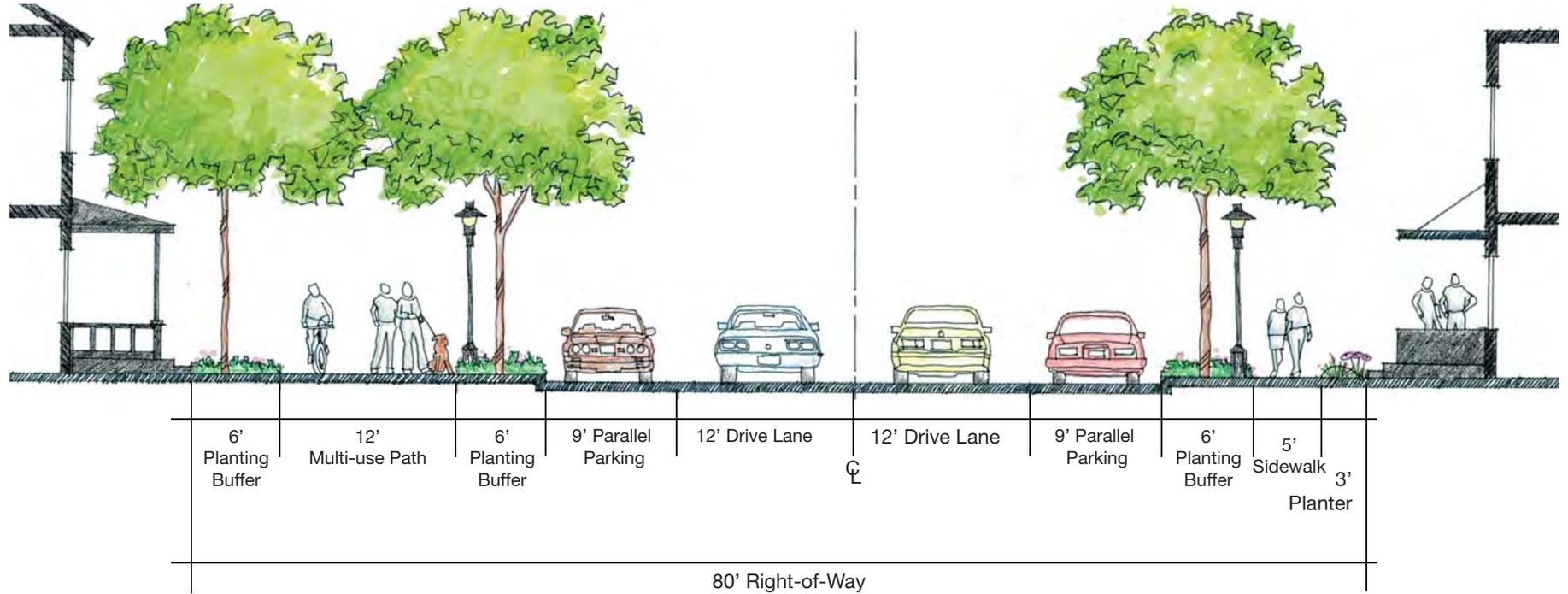


Figure 52: Preferred Residential Cross Section B-B'



Figure 53: Residential Streetscape Precedent Images

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Downtown Illustrative Perspectives



Figure 54: Preferred Master Plan Concept Illustrative Perspective looking west on Main St.

# Phase III: The Path Forward

## Key Strategies and Recommendations



Figure 55: Preferred Master Plan Concept Illustrative Perspective looking north on Main St.

# Phase III: The Path Forward

## Key Strategies and Recommendations



Figure 56: Preferred Master Plan Concept Illustrative Perspective looking west on Main St.

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Preferred Commercial Architecture

Architecture plays an important role in designing a successful Main Street commercial corridor. The few remaining historic buildings on Main Street guided the process of establishing a set of character-defining features. These features shall be used as guides in the expansion/development of the corridor and enhancement of the existing buildings. Two alternative architectural styles were explored, contemporary/modern and historic/traditional. Both styles fit within the context of Main Street; however it was revealed during the master planning process that a more traditional style of architecture was better received by the City and citizens of Joshua. The new buildings should not in any way be made to mimic historic but they should relate directly to and respect the early 20th century commercial buildings that will remain on Main Street. This list of character-defining features will guide the development of the new and existing buildings:

- Cornice (brick/applied alternate material)
- Double hung windows
- Exposed steel lintel
- Transom windows
- Canopy (tie-rod supported or column supported) above or below transom windows
- Large storefront display windows
- Recessed entry
- Steel or cast iron feature columns
- Exterior finishes: masonry brick, wood and steel

In keeping with the existing historic structures and surrounding context, the proposed structures shall be considerate of the scale, volume and rhythm; in turn respectful of the overall height and proportion of the adjacent buildings. Limiting the height to a maximum of two levels or double volume allows a more pedestrian-friendly experience. The relationship to Main Street is preserved by including a common or equal set-back establishing a continuous definition of space while framing the street. The rhythm of the vertical elements was taken into consideration along with the goal of maintaining a horizontal continuity in elevation. The variable canopy heights and types allow the users some flexibility in the pedestrian experience and give the structures themselves individual identities, which is critical to a visually-interesting corridor. The commercial storefronts provide large expanses of glass that allow users

to see and be seen equally. Window displays are characteristic of historic Texas downtowns. The visual connection to the interior from the exterior provides a sense of security. The use of roof-top access or balconies offers users an opportunity to experience Main Street from an alternate and unique vantage point.

Overall, the Main Street commercial architecture should have a direct connection to the past and future of Joshua, Texas. While conceptually looking to the past for a sense of similarity and continuity, new structures will provide present-day comforts and technology. This will bring every visitor together for pleasant community experience.



Figure 57: Precedent Image: Texture



Figure 58: Precedent Image: Components



Figure 59: Precedent Image: Scale



Figure 60: Precedent Image: Scale/Texture

# Phase III: The Path Forward

## Key Strategies and Recommendations



Figure 61: Preferred Traditional Style Commercial Architecture

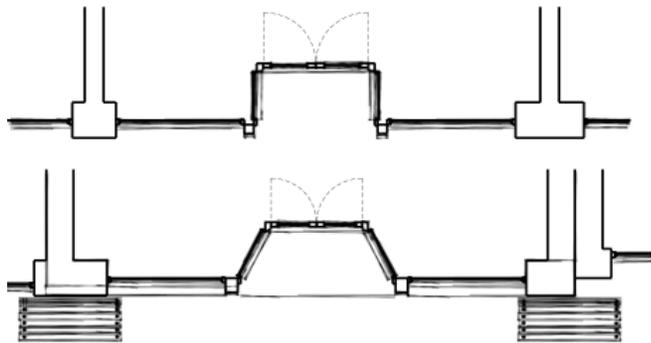


Figure 62: Preferred 90 Degree and Angled Recessed Entry

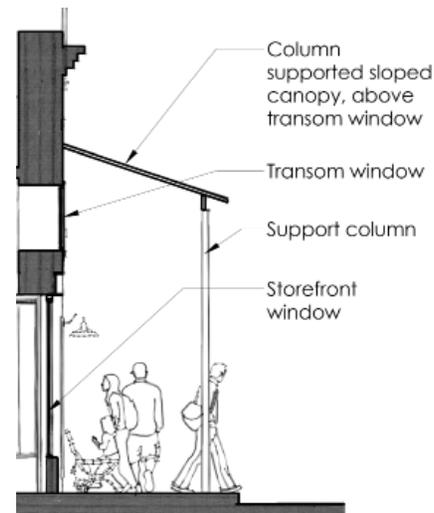
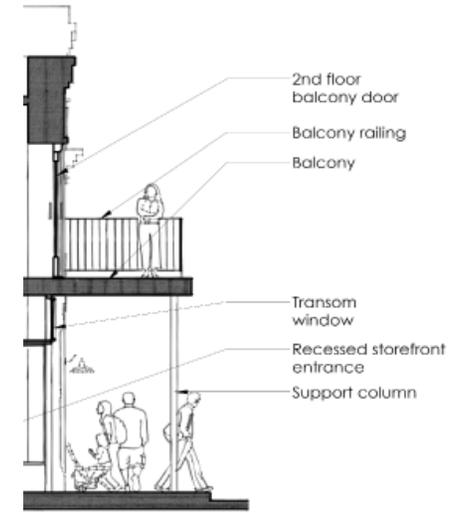


Figure 63: Preferred Canopy Designs



# Phase III: The Path Forward

## Key Strategies and Recommendations

### Preferred Residential Architecture

Joshua, Texas has a great collection of houses within the boundary of the study area. There are variations of early-to-middle 20th century styles, including: craftsman, Victorian-revival, traditional and ranch. The opportunity to bring medium residential density to the Main Street corridor allows for a population increase within a close proximity to the new Main Street commercial development. The housing corridor will be within walking distance of the commercial district, which naturally promotes a healthier lifestyle and gives residents the opportunity to socialize and interact with their neighbors. The objective and criteria of the median-density housing is to be financially attainable, minimize the area of vehicular activity, provide usable outdoor space and respond to the neighborhood context through site design, volume and style.

Currently, housing options surrounding the downtown area is mostly limited to single-family housing, leaving no options for other populations, such as seniors who would like to downsize yet stay in the neighborhood or young adults wanting to live in a more urban walkable environment. One characteristics of a great neighborhood is the inclusion of a variety of people - young and old, rich and poor-. In addition the lack of diverse housing options hurts the downtown economically because increasing residential density also increases the local economic base available to support existing and new businesses.



Figure 64: Preferred Traditional Style Townhouse



Figure 65: Existing contextual images



Figure 66: Precedent Image: Scale



Figure 67: Precedent Image: Scale/Texture



Figure 68: Precedent Image: Scale



Figure 69: Precedent Image: Scale/Texture

# Phase III: The Path Forward

## Key Strategies and Recommendations

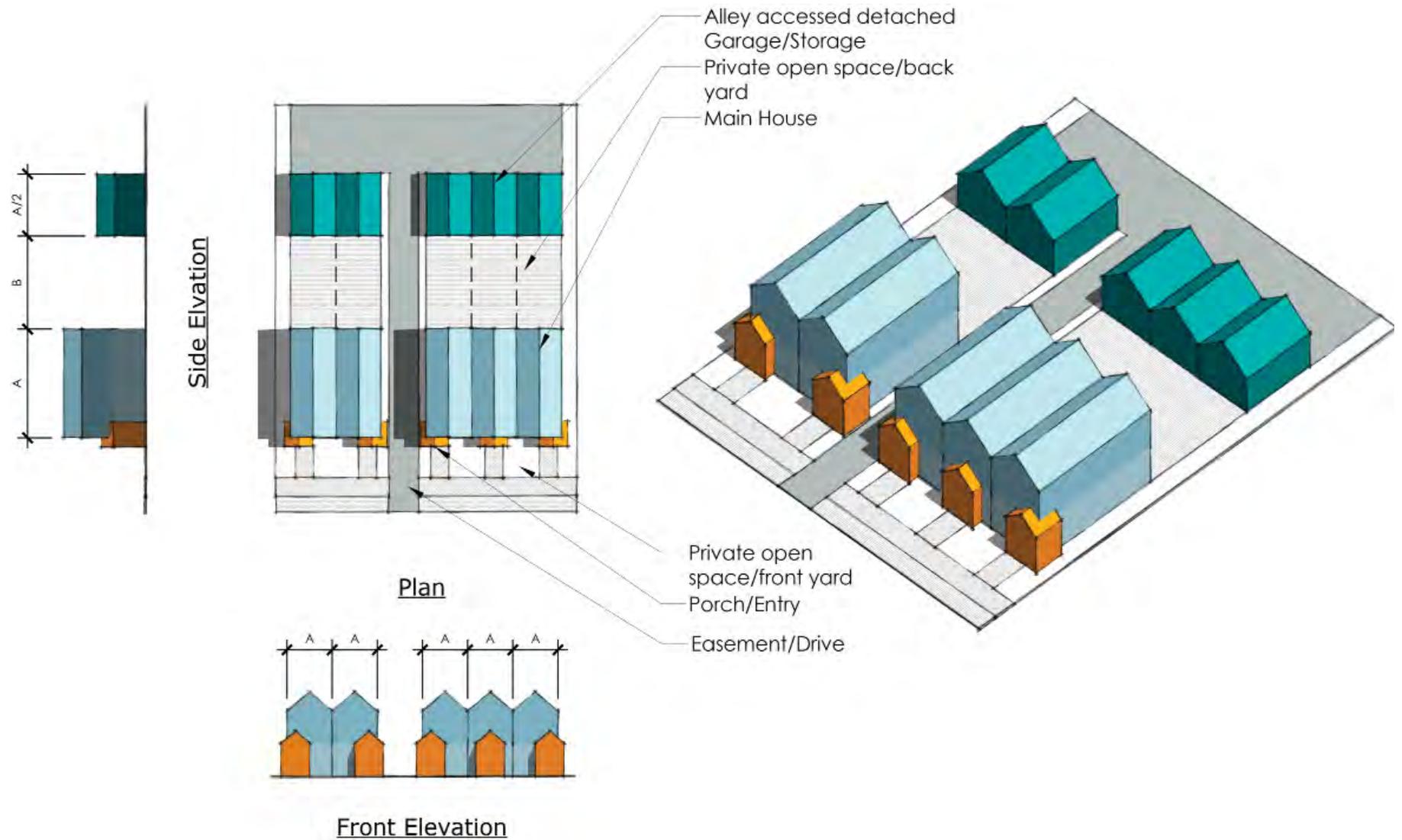


Figure 70: Townhouse Massing Study Diagram

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Preferred Residential Architecture Continued

Housing options that are integrated into single-family neighborhoods in the form of secondary and multi-unit structures that fit into the form of the existing neighborhood through elements like height, setback and facade width often provide an increase in housing options. Those seeking a smaller place or less yard work can relocate within the neighborhoods, retaining social ties and links to local institutions such as churches and schools. These housing options are also typically more affordable than a larger single-family home.

In addition to offering a more diverse range of residents and supporting economic activity in the downtown area, encouraging housing diversity will help to relieve development pressure on single-family neighborhoods further from the downtown core. As the metroplex continues to rapidly grow, so to will the surrounding communities and the pressure to accommodate a growing population.

While increasing diversity, adding new housing options will also buffer single-family neighborhoods from ore intense land uses located along HWY 174 and the Main Street corridor. These single-family neighborhoods will be close enough to take advantage and support the economic activity of Main Street and HWY 174 businesses, yet will be separated from the corridor by a land use transition offered by more moderate density housing. Planning now for this growth increase and need for housing in a thoughtful manner will ensure that increased density is appropriately placed, scaled to the area, and will add to the economic activity in downtown Joshua.



Figure 71: Cottage Cluster Medium Density Housing Elevation



Figure 72: Precedent Images: Massing and Layout

# Phase III: The Path Forward

## Key Strategies and Recommendations

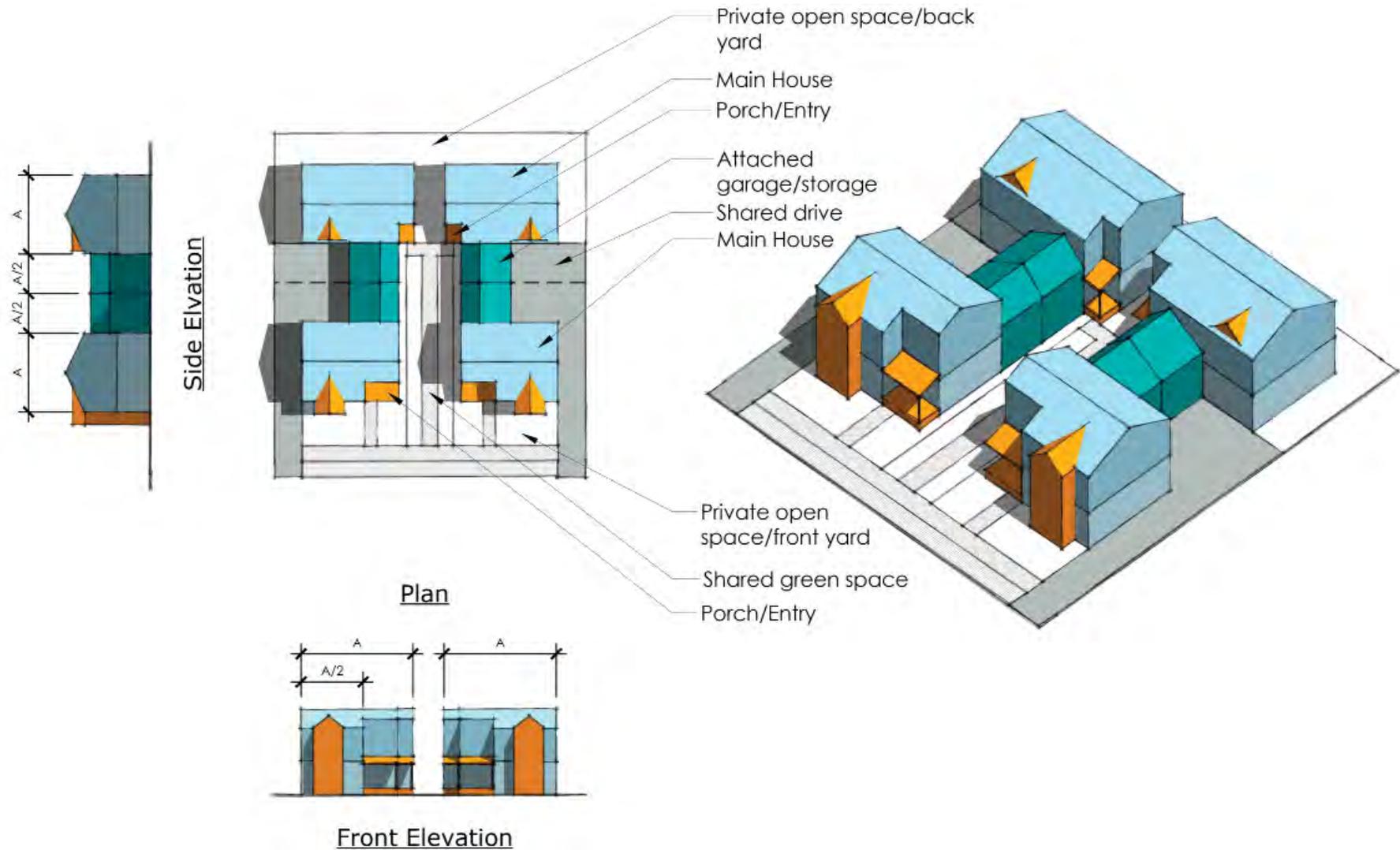


Figure 73: Cottage Cluster Massing Study Diagram

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Preferred Residential Architecture Continued

#### Design Considerations

The majority of the adjacent residential context exhibits craftsman characteristics. These include exposed rafters, deep eave overhangs, brackets, horizontal wood siding, grouped double-hung windows, front porches and gable dormers. These and other craftsman elements are implemented into the style of the housing. The overall height is limited to two stories so that each structure will successfully blend within the existing neighborhood context. The street side elevation will have the sense and feel of a typical detached single family house. Options for detached or attached garages vary from housing type, as well as shared drives and alley easements. Another advantage of the median-density housing types is the opportunity for variable family sizes and situations while retaining the face of a traditional single family house. The overall design of the median-density housing type illustrates a solution for balancing parking requirements, pedestrian-friendly desires and usable open space. This is living in an eco-friendly urban fashion within a rural region.



Figure 74: Cottage Court Medium Density Housing Elevation

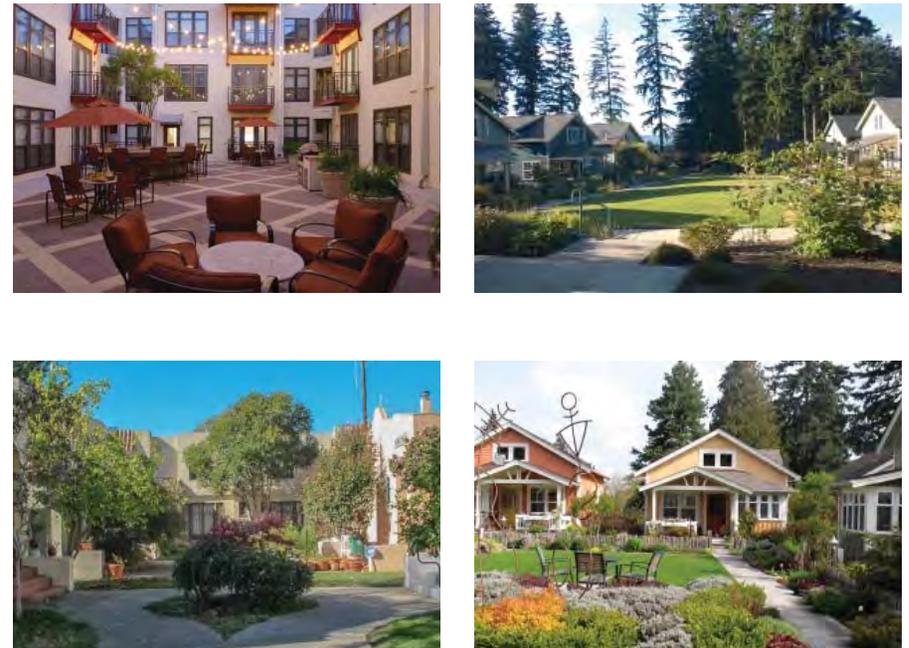


Figure 75: Precedent Images: Massing and Layout

# Phase III: The Path Forward

## Key Strategies and Recommendations

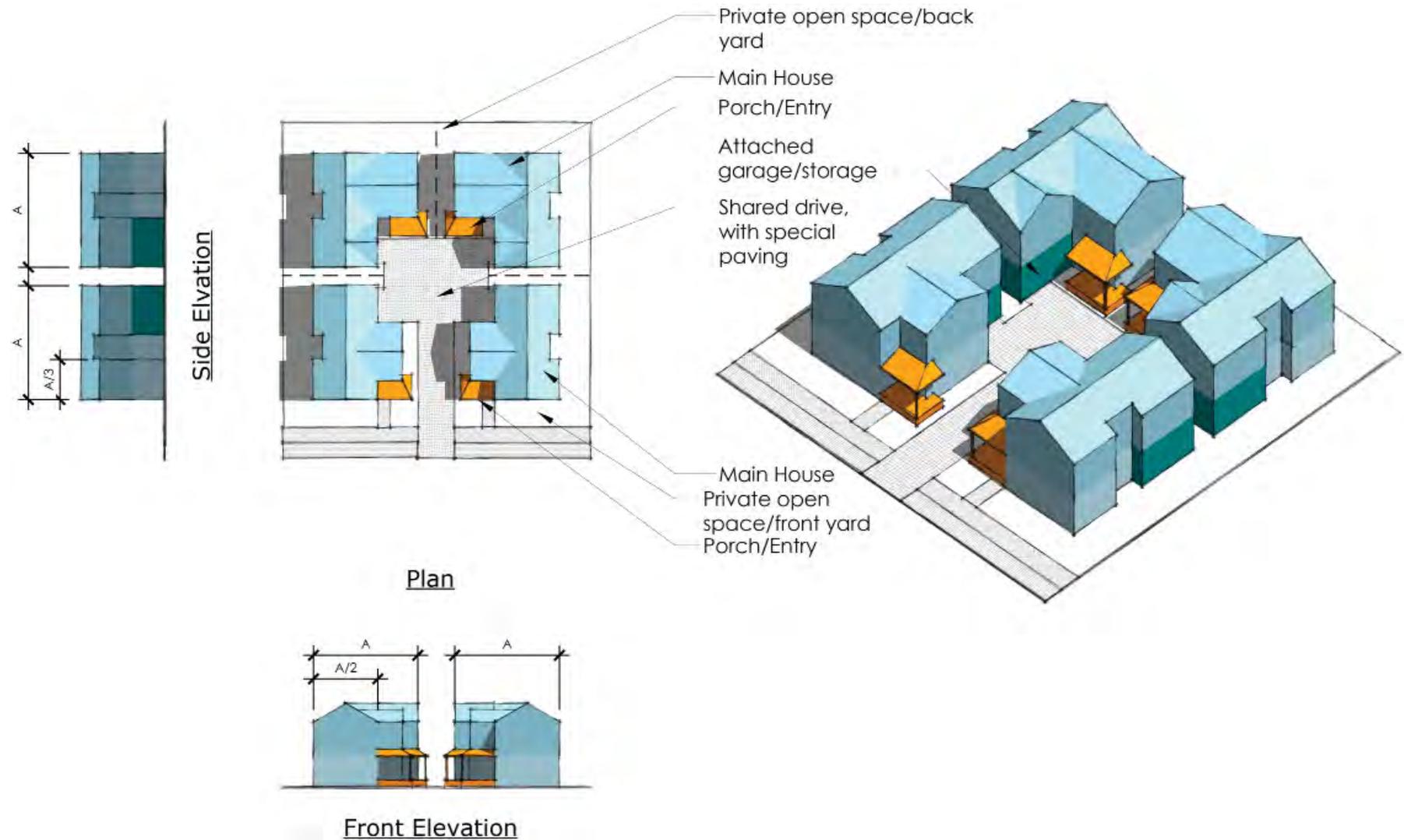


Figure 76: Cottage Cluster Massing Study Diagram

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Downtown Community Square

A community square is a public space designated for public use and defined by surrounding buildings and/or streets. It's primary function is to encourage diverse opportunities for social interaction and activities, provide relief and relaxation, expand and reinforce the public realm, and to contribute to the livability of a place. Like a successful building, a community square requires a program of use and a strong concept. Therefore careful thought should be given to the community squares principal function and to its relationship to the public realm (ie: streets, pedestrian connections, other public space, etc.), the following guidelines outline important design considerations which can result in a safe and useful outdoor space that will add economic and amenity value to the City of Joshua.

#### Visibility and Views

Good street visibility showcases the squares internal attractions and lets users know it is a public space. Good visibility can be achieved by arranging walls and plantings so they do not screen or block the plaza from the street. When possible, locate the square at the street level.

#### Safety

Design principles such as clear sight lines, good lighting, and alternate exit routes should all be considered when designing a square. Good lighting is important to enhance safety of the square, particularly if the plaza functions as a short cut or through route for pedestrians.

#### Accessibility

A square should provide easy and direct access particularly for the elderly, disabled and young children. Selection of surface materials should result in easy access for the elderly and the disabled.

#### Weather Protection

Squares should be designed with overhead weather protection (ie: trellises, shelters) and should be provided at waiting points and along major pedestrian routes.

#### Seating

Adequate seating is important to users. There are many factors to consider when planning seating:

- Maximize opportunities for seating through the use of walls, steps, planters, pool edges, lawn, and benches.
- Provide a variety of seating locations; seating toward a view, at a building entrance, next to attractions, in the sun, in the shade, etc.
- Provide a variety of seating types; in groups/couples/along, fixed and moveable, disabled/accessible
- Provide comfortable seating that has a back and an arm rest.

#### Activity Generators

Successful squares are generally characterized by several activity generators. Examples of activity generators could include food, retail outlets, and entertainment venues that will attract users and encourage socializing, relaxing, and festivities. Providing the infrastructure for events (electrical outlets, water supply, and lighting) will facilitate these activities.

#### Amenities

A square that is furnished with a variety of amenities will encourage public use and create a sense of liveliness and excitement. Art work should provide a focal point or become an integral component of the overall design of the square. Bike racks, informational kiosks, drinking fountains, open air cafes, children's play equipment/activities and waste receptacles are all examples of essential square amenities.

#### Natural Elements

Plant material should provide a variety of colors and textures that reflect seasonal changes. Plant material used should be of the highest quality, have sufficient quantities and be an appropriate scale to make an impact. Vegetation should never create substantial enclosures from the street.

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Detailing and Materials

Squares that are built of high quality durable materials, have thoughtful detailing that is consistent with the design character of its surroundings, and acknowledge practical considerations such as drainage, disabled access, and easy maintenance have a good chance of being successful. Careful detailing should include considerations of materials, their durability, and their appearance.

### Good Maintenance

Good square management should be provided, with an emphasis on maintenance, operation and activity programming. This effects not only how the plaza looks but also how well it attracts users.



Figure 77: Downtown Square Precedent Images



Figure 78: Preferred Downtown Square Concept

- A** Open plaza area within the downtown square creates an open edge to the Main St. for visibility and pedestrian connectivity. Provides outdoor seating areas for relaxing, eating, people watching, etc.
- B** A large water feature can serve both as a focal point for the square and as a community splash pad amenity.
- C** Large linear paving paths help to unify the space and can accommodate festival tents/booths or weekly food truck parking that helps to activate the square.
- D** Open law area serves as active open space for recreational activities and also provides open seating space for the outdoor stage.
- E** Outdoor stage/pavilion
- F** Seasonal garden/planting areas offer passive seating options and serves as an inviting City Hall entry off the square.

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Proposed Future Land Use and Connections

#### Mixed-Use Zoning

It is recommended that new mixed-use zoning and expanded mixed-use zoning be implemented in the Downtown District and the Joshua Station TOD area. This could be implemented by updating the existing base zoning and Heritage Overlay District regulations or through the creation of a new downtown form-based code.

The mixed-use zoning should allow for vertical and/or horizontal office, retail, restaurant, and residential land uses. Mixing land uses will provide opportunities to create a more dense form of development that is pedestrian friendly and provides Joshua residents a vibrant place to live, work and play all in the same area. When considering new mixed-use zoning regulations, particular attention should be given toward the following regulation categories:

- **Parking Quantities and Placement:** Regulations should allow for reduced parking ratios and the ability to share parking. Other than on-street parking, all parking lots should be located behind or to the side of buildings (reference figure 49 , page 51).
- **Entrance Locations:** Street facing building entrances that are accessible from the public sidewalk, not a large parking lot, are critical to creating a pedestrian friendly environment.
- **Increased Density:** Density counts measured in units per acre should be high enough to accommodate a dense form of development that is encouraged by mixed-use and more urban forms of zoning.
- **Setbacks:** Minimum front yard setbacks located along Main street should allow buildings to be built right at the property line to promote a consistent urban street wall. Maximum setbacks should also be implemented to ensure that building entrances aren't set too far back from the sidewalk.
- **Facade Design Standards:** Architectural elements such as building materials, window quantities and locations, building facade articulation, signage requirements, and aesthetic elements such as balconies, awnings, and arcades should all have specific requirements that enhance the character of the area.
- **Enhanced Pedestrian Realm:** Street trees, ornamental landscaping, pedestrian lighting, and streetscape amenities such as benches, trash receptacles, and outdoor dining/seating located within the public realm create a pleasing, walkable environment and helps to promote the image/brand of a place.

Design based land use and zoning regulations that focus on the built form of a building and the site plan design create predictable development patterns that ensures planning visions are implement as intended.

#### Medium Density Residential Zoning

A medium density residential zone that allows for a mix of detached and attached housing options that respect the scale and character of existing traditional single family neighborhoods is recommended for the area surrounding the Downtown Core up to the HWY 174 commercial frontage, and stretching south to Joshua Station. This zone provides a more appropriate density and land use transition to the intense commercial frontage located along HWY 174 and the higher density mixed-use TOD station area than the Comprehensive Plan's Future Land Use Plan depicts.

In addition to the regulation categories listed under the previous mixed-use zoning section, the medium density residential zone should also address the following regulations:

- **Buffers:** Residential development should outline provisions that mitigate residential land uses located next to taller, more dense mixed-use development.
- **Fences and Gates:** Conventional gated complexes with perimeter security fences located along public streets should be prohibited. Tall security fences send an unwelcoming message and promote exclusiveness.
- **Driveway Location and Access:** Provisions for shared driveway access and rear alley access are essential to accommodating the medium density residential housing typologies depicted in this report.

# Phase III: The Path Forward

## Key Strategies and Recommendations

### Gateway Markers, Signage and Wayfinding at Key Intersections

Key intersections have been identified where enhanced signage, wayfinding, pedestrian friendly streetscaping, enhanced road crossings, and gateway markers are needed. Gateway markers provide identification and introduction to the character of an area through materials and design elements. Gateway markers may be integrated with the design of the areas signage and wayfinding in order to establish a sense of arrival into the City, define the downtown core's outer boundaries/edges, and directs people to the Joshua Downtown Main St. corridor which is not visible and currently unknown to visitors traveling HWY 174.

### Multi-Use Trail Connection

To increase connectivity, encourage pedestrian traffic, and increase access to future regional transit, a multi-use trail that connects the downtown core with Joshua City Park to the north and Joshua Station to the south is proposed. This trail will provide a safe, efficient, and welcoming pedestrian amenity that decreases dependence on the automobile and has the potential to be expanded to connect to Joshua High School, Gateway Station, and the larger future trail network throughout the City.

### Legend

- Mixed-Use
- Medium Density Residential
- Existing General Commercial
- Existing Single Family
- Existing Joshua ISD Parcels
- Joshua City Park
- Key Intersections
- Proposed Multi-Use Trail
- BNSF Rail Line
- Existing Key Roadways
- Proposed HWY 917 Realignment



Figure 79: Proposed Future Land Use & Connectivity

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