



## Downtown Commercial Development Plan

**ERO**  
ARCHITECTS

**BROADDUS**  
PLANNING

**DUNAWAY**

**M** **MELDEN & HUNT, INC.**  
CONSULTANTS • ENGINEERS • SURVEYORS



# Downtown Revitalization Plan



VISION

1



# Downtown Revitalization Plan

VISION

1

REFRESH  
EXISTING PLANS

2



# Downtown Revitalization Plan

VISION

1

REFRESH  
EXISTING PLANS

2

GENESIS  
SHOVEL READY

3



# Downtown Revitalization Plan

VISION

1

REFRESH  
EXISTING PLANS

2

GENESIS  
SHOVEL READY

3

TXDOT  
SHOVEL READY

4



# Downtown Revitalization Plan

VISION

1

REFRESH  
EXISTING PLANS

2

GENESIS  
SHOVEL READY

3

TXDOT  
SHOVEL READY

4

DOWNTOWN  
PLAN

5



# Acknowledgements

## **San Juan Economic Development Corporation Board**

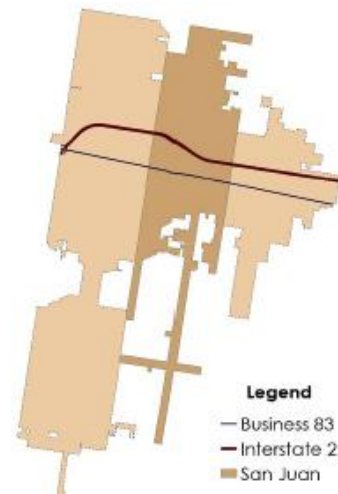
- Marco “Markie” Villegas - President
- Adina “Dina” Santillan – Vice President
- Jesus “Jesse” Ramirez – Treasurer/Secretary
- Ernesto “Neto” Guajardo – Board Member
- Armando Garza Jr. – Board Member
- Pedro “Pete” Garcia – Board Member
- Ellie Santillan – Board Member

## **City of San Juan Staff**

- Benjamin Arjona – Executive Director/City Manager
- Monica Gomez – Interim Director of Planning
- Efrain Osorio – Engineering & Graphic Technician
- Martha Patterson - Administrative Assistant

## **Consultants**

- ERO Architects
- Broaddus Planning
- Dunaway
- Melden & Hunt, Inc.





# Planning Goals

Six Drivers Were Identified for Pursuing Goals:

- Design Guidelines
- Parking & Infrastructure
- Policies & Programs
- Arts & Culture
- Catalyst Sites
- Immediate Action Items

Corresponding Goals Were Established:

- Invest in local businesses
- Bring dollars to downtown
- Link Basilica and downtown
- Attract future residents
- Spur economic activity downtown
- Improve pedestrian experience
- Right-size parking infrastructure



# Study Area



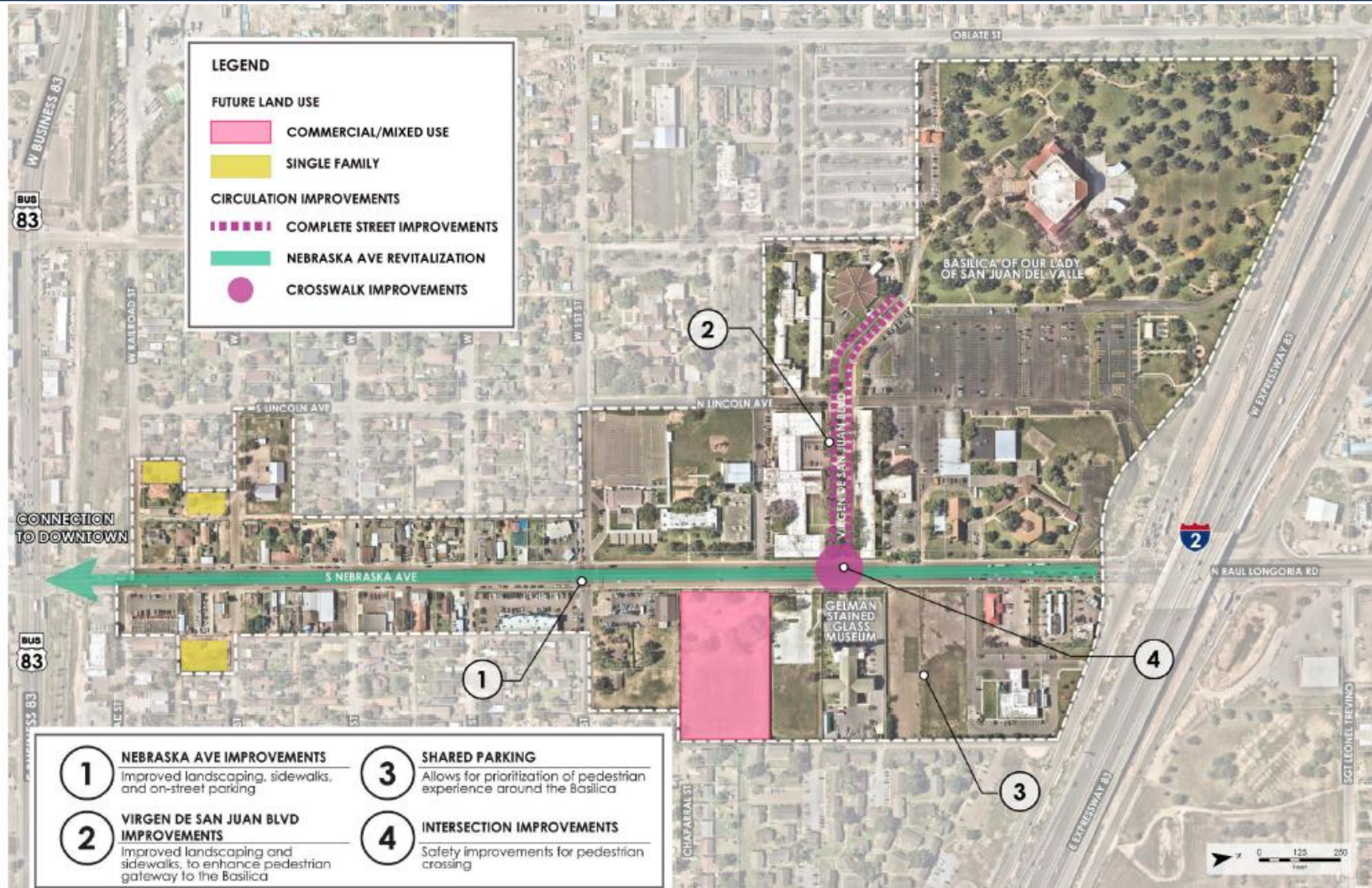
## Downtown Opportunities By Land Use and Infrastructure:

- New retail/restaurants
- Shared and designated parking
- Open space/park designation
- Mixed-use/multifamily housing
- Wayfinding/signage
- Landscaping improvements
- Sidewalk improvements
- Alley designations and improvements
- Adding sufficient and dark-sky compliant lighting
- Designated bike lanes



# Downtown Opportunities - TxDOT

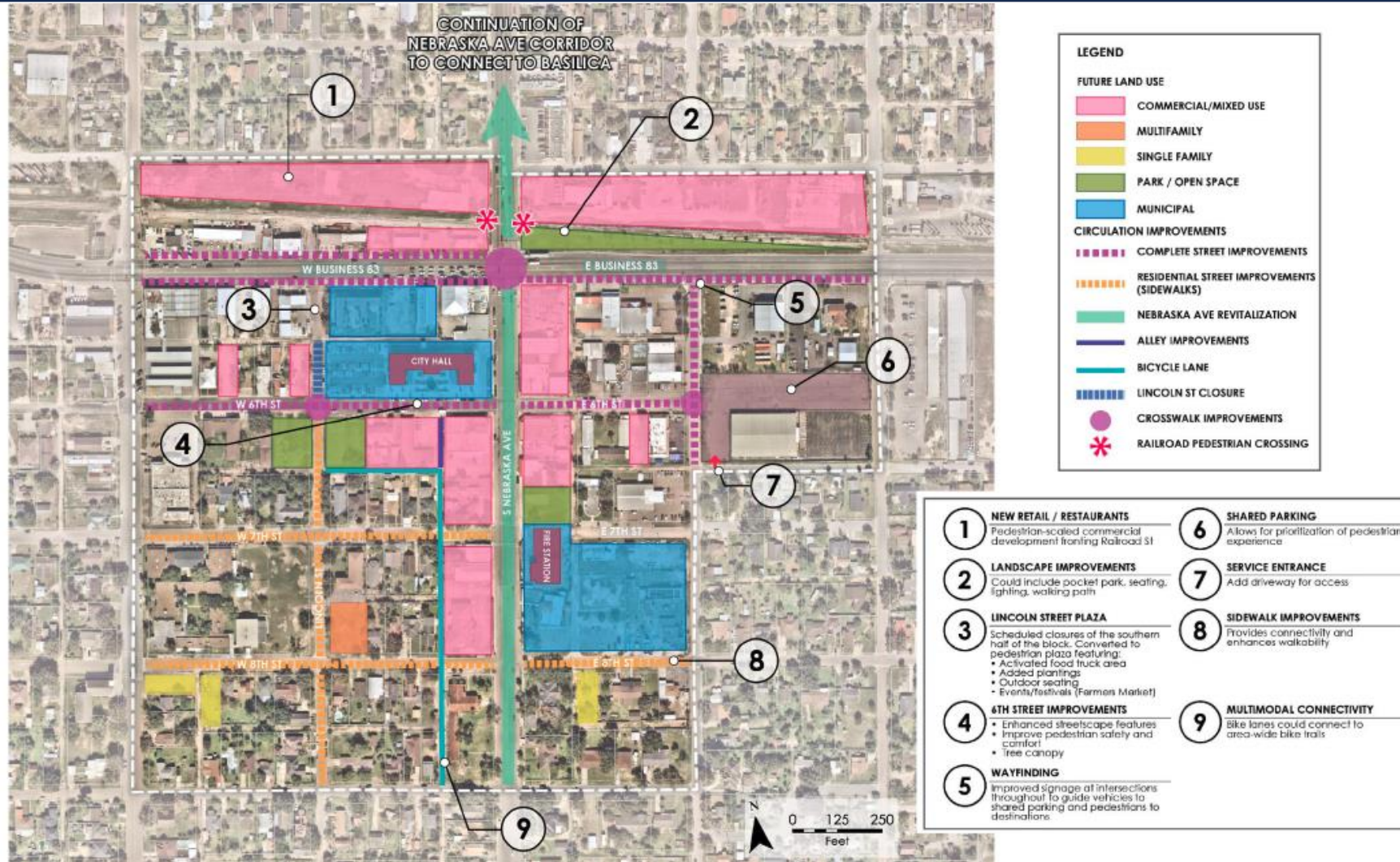
## Nebraska Ave Corridor Potential Opportunities





# Downtown Opportunities - Genesis

## Downtown Potential Opportunities





# Catalyst Site Scenarios

## Mixed-Use Development

This catalyst site scenario at the corner of Business 83 and Nebraska Avenue could provide residential, commercial and cultural spaces, fostering a dynamic downtown environment. There is also an opportunity here for flexible district parking that could be restricted or shared depending on the time of the day or day of the week.



S NEBRASKA AVE AND E BUSINESS HWY 83. ENLARGEMENT



# Catalyst Site Scenarios

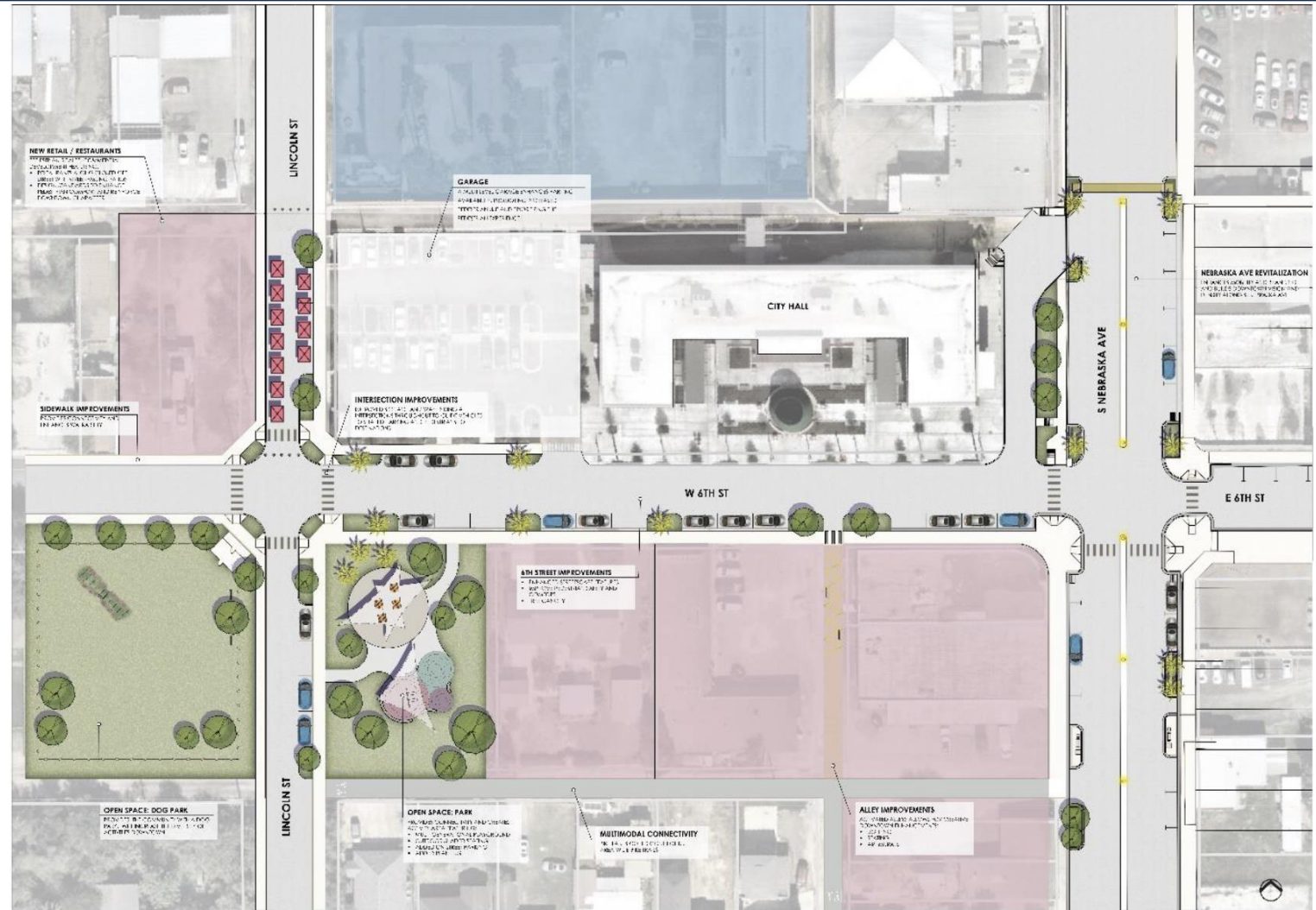




# Catalyst Site Scenarios

## San Juan Plazita

This catalyst site scenario could transform the block across from City Hall into a cultural hub with parks, arts areas, and commercial spaces to serve the community, increase property values, and attract new businesses.





# Catalyst Site Scenarios

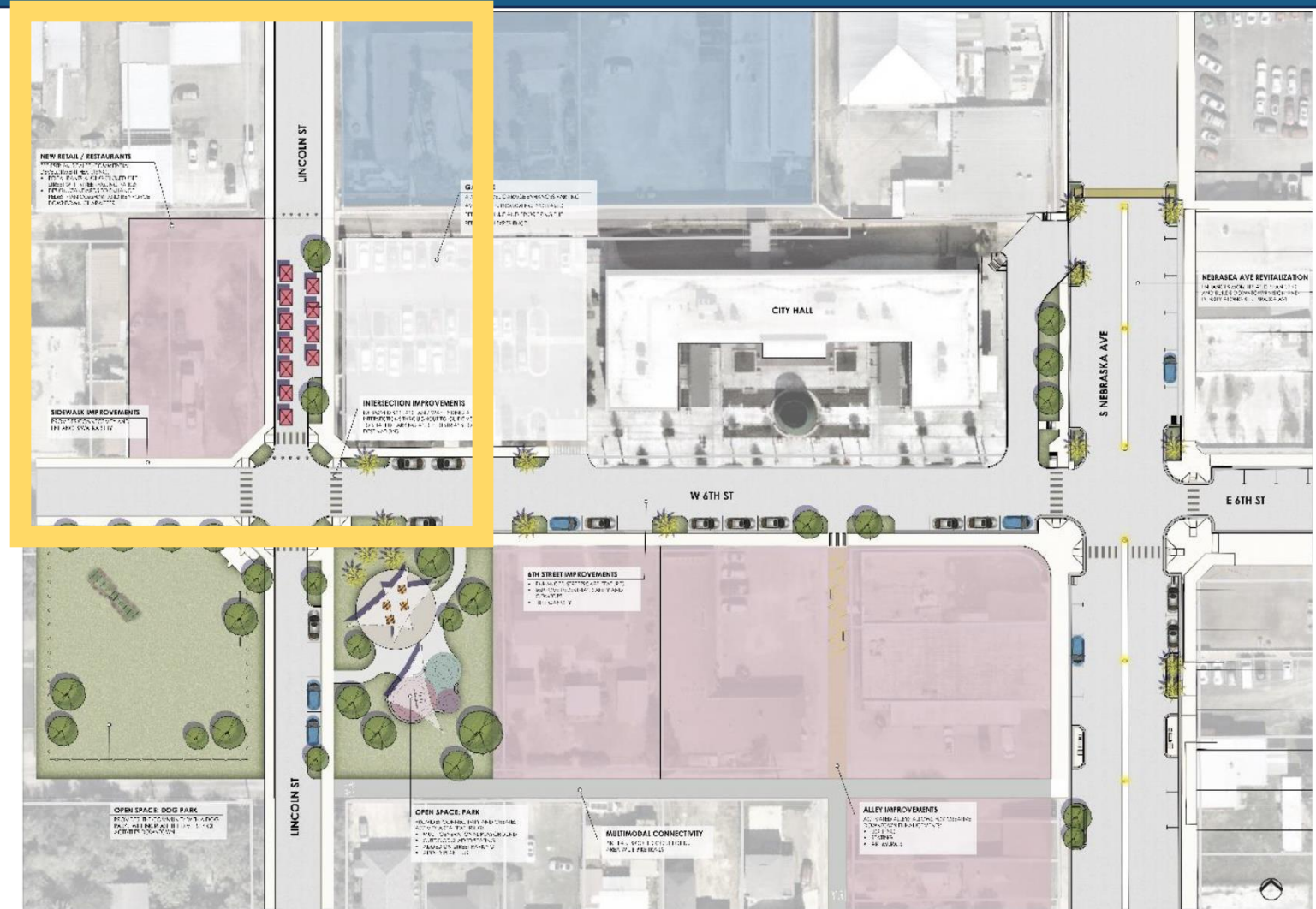




# Catalyst Site Scenarios

## Lincoln Street Activation

A portion of Lincoln Street between Business 83 and W. 6th Street could be dedicated for scheduled pedestrian-only activity, with patio-like seating or stalls for a weekend market. Would only use the southern half of the block, leaving access to the existing mechanic shop open to vehicular traffic.





# Catalyst Site Scenarios

## Sustainable and Smart Infrastructure

Implementing sustainable practices and smart infrastructure can attract eco-conscious businesses and residents. This could include elements like green building standards, smart technologies and public transit and mobility measures.

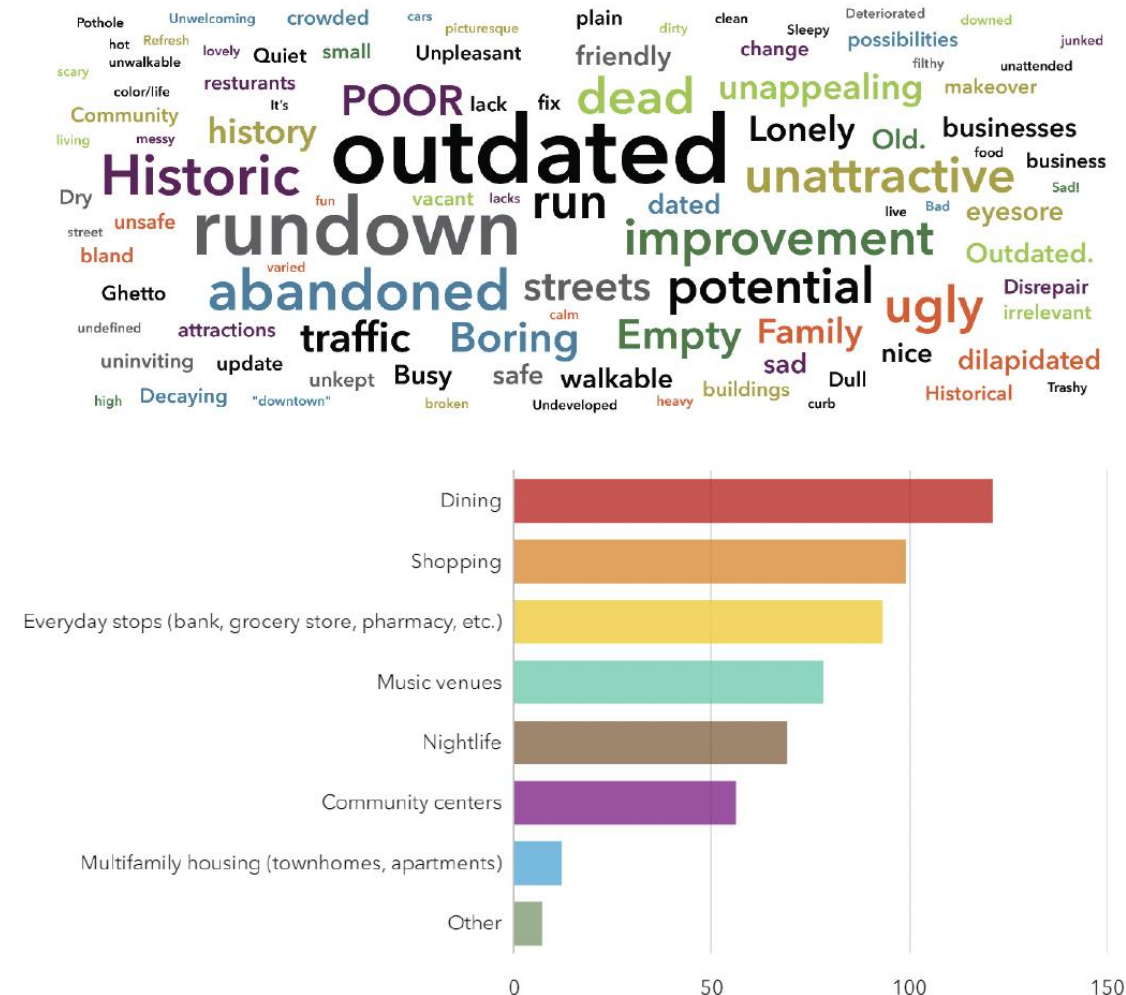




# Public Engagement



- Survey of the community was distributed online and through hard copy versions available in city buildings.
- Over 150 responses were received through the survey.
- Held four public meetings at San Juan Memorial Library on May 2 and 3 and on June 26 and 27, 2024.





# Key Strategies

Parking

Traffic

Development  
& Regulation  
Tools

Business  
Support Policies  
& Programs

Place Making  
Elements

Developer  
Engagement

Implementation

Schedule



# Immediate Action Items

- Continue Nebraska Ave. Revitalization
- Focus On Strategies and Actions
- Initiate Policy Change
- Develop Downtown Business Grants
- Engage Partners & Investors
- Market Feasibility & Retail Analysis







## Downtown Commercial Development Plan

**ERO**  
ARCHITECTS

**BROADBUSH**  
PLANNING

**DUNAWAY**

**M** **MELDEN & HUNT, INC.**  
CONSULTANTS • ENGINEERS • SURVEYORS