



Discover Division

Division Street Corridor Strategy
City of Arlington
November 2012



Discover Division

Division Street Corridor Strategy
City of Arlington

Adopted November 6, 2012



Prepared for and funded by:

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of Governments**

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Market and Implementation Strategies



DISCOVER DIVISION

Division Street Corridor Strategy

Planning consultants Freese and Nichols and the Catalyst Group were commissioned by the City of Arlington and the North Central Texas Council of Governments to conduct the Division Street Corridor Strategy effort. The project team approached this project as a **Planning-Led Development Effort** in which previous efforts were combined with proven market-driven strategies. Previous plans have laid the groundwork for in-depth issue identification and detailed goals to address the Division Street Corridor. The vision was reaffirmed during this process and remains valid today:

“To create an economically viable, safe and attractive corridor, building on its historical base, with a diverse mix of stable businesses supported through close associations of property and business owners and through cooperative efforts with city and state government and utility companies.”

-Proposed Incentive-Based Redevelopment Plan for The Division Street Corridor, 2004.

The goals for this Strategy are to build on past work and to get dirt moving and projects off the ground. This Strategy does not seek to rely heavily on capital improvement projects with little return on public investment. Rather, the Strategy seeks to identify current market-based opportunities that can be imple-

mented in the short-term. These identified opportunities aim to transform the Corridor by implementing quality development that meets community goals for the future. These opportunities will provide visible physical change, not just more planning. The Strategy aims to address visual clutter, promote walkable places, maintain vital thoroughfare movement and create places for businesses to thrive.

Public involvement was a fundamental component of the Discover Division process. Stakeholder and community input was imperative for understanding goals, background and the dynamics of the corridor from a wide range of perspectives. The public involvement included gathering knowledge and issues from local citizens, stakeholders, business owners, property owners, utility providers, UT Arlington representatives, community leaders and City staff. Their input created the foundation for the community’s vision, built consensus and formed the basis for recommendations.

Significant investments have been made and nationally recognized venues have been created in the Entertainment District. Likewise, Downtown Arlington is being revitalized with new businesses, sports venues and public spaces. The Division Street Corridor is caught in the middle and should take advantage of the surrounding investments and context. Yet with numerous plans, little investment has been made within the study area. The Corridor remains an auto-dominated thoroughfare with aging buildings and very limited identity. It has not capitalized on its centralized location and existing market demands or provided the needed link to other portions of Arlington. While the entire study area was analyzed, the existing energy and investment near Center Street provides the greatest opportunity for redevelopment. This Strategy is described as building on existing improvements and growing from the center of the Corridor outwards.

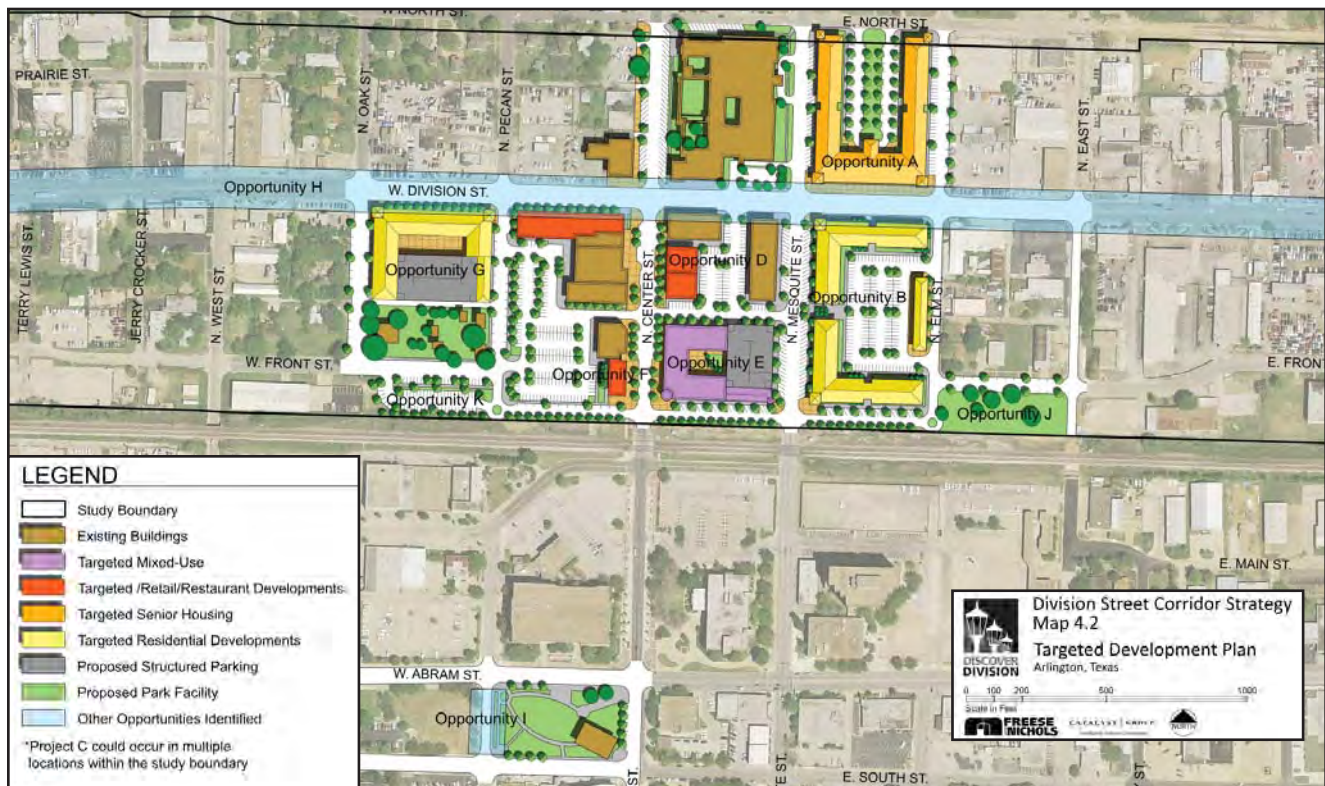
Proposed opportunities will complement existing uses and fit into the desired context of Division Street. Expansions near Center Street will help to close the gap between Division Street and Downtown with buildings oriented towards the street in order to make walking distances appear shorter, and visually connect public spaces. Future projects should promote pedestrian scale and relationships at street level. Project sites should rely less on conventional parking standards and less on segregated uses and more on linking entertainment, business, educational and public activity generators.

Specific proposed development opportunities should help capture market potential and should offer something new to Arlington in the form of a true mixed-use center. This will attract business development and help to align the area with the University of Texas at Arlington’s goals to becoming a top tier research university. The University’s progress will attract a younger demographic. The City should strive to create public-private partnerships with research and development firms interested in capitalizing on activity at UT Arlington. The projects implemented with this Strategy can help provide residential development, office space, and quality of life needed to retain talented graduates. A mix of land uses will help meet the community’s goal of creating places that people want to live, shop, work, and be entertained.

This Strategy seeks to recognize public input and aesthetic challenges, and address them by turning the focus to investments through catalyst redevelopment projects. Focus should be on changing the perception of the Corridor, one project at a time. The goal is to create new investment that will create jobs, provide a mix of land uses, create amenities, bury or relocate utility lines, and enhance the overall quality of life. The Strategy targets opportunities for new infill that can build excitement for even more redevelopment and long-term change to the Corridor’s appearance. At this time, the objective is not to bury all utility lines

and construct new sidewalks to attract developers. Those are costly endeavors and potentially offer negative returns on public investments, an unwise use for public funds. Significant public improvements without associated redevelopment including sidewalks, utility burial, and new infrastructure could create inflated land values, further limiting the ability to assemble parcels and thus potentially limiting redevelopment opportunities.

Implementation is key to the successful development of any planning Strategy. In order to successfully realize the community’s vision set forth in this Strategy, recommendations must be prioritized. Strategies should be implemented incrementally as the market warrants or as funding becomes available. The most important implementation item is to develop the infill opportunities described as the opportunities recommendations and illustrated on the Targeted Development Plan. Phasing for these development opportunities will be dependent on market conditions. Implementation of the recommended programs will require continuous creative partnerships, input and coordination with the City, stakeholders, UT Arlington, land owners, developers, financial institutions, the Downtown Arlington Management Corporation (DAMC), Chamber of Commerce. Some public investment by the City will be needed to close the development gap.





Introduction



Introduction

Overview

The purpose for the Discover Division project is to:

- Identify action steps to support private investment that will provide jobs and increase property values;
- Provide an important link between Downtown, University of Texas at Arlington (UT Arlington), and the Entertainment District; and
- Implement lasting, valuable change in the appearance, character and economic function of the Division Street study area.

This Strategy targets existing opportunities to build consensus among stakeholders to support necessary changes that will advance the state of the Corridor. This document focuses on how redevelopment opportunities, along with changes to regulations, infrastructure, land use and urban design have the potential to reshape Division Street between Cooper Street and Collins Street. Such changes will continue to allow businesses to thrive in a market-based environment. As a key concept, this Strategy recognizes Division Street as the vital link to connect Downtown with the Entertainment District.

The Corridor is not short on existing plans and regulations. Twelve existing documents provide visions, goals, recommendations, regulations or financing strategies for Division Street. This Strategy aims to build upon these existing guidelines and help the vision become implemented while staying rooted in sound market-based realities. The history of the Corridor, vision, stakeholder input, issues and findings are well-documented in the existing studies. Through public input, the process showed that the Corridor has not changed much since the previous studies were completed. Thus, this Strategy does not find it necessary to completely reexamine previous work or restate findings, but rather to move forward with realization of the Corridor's vision and target development programs to be implemented.

A Project Review Committee (PRC) and the Division Corridor Advisory Committee (DCAC) provided oversight and critical input during the planning process. The DCAC helped to verify stakeholder perspectives, current issues, affirm the area's vision and serve as a sounding board for program recom-

mendations. The project team approached this project as a **Planning-Led Development Effort** in which previous planning efforts were combined with proven market-driven strategies. The goals of the study were to identify catalyst projects, realistic and feasible options for development, and to focus on revitalization and implementation of redevelopment opportunities. The process involved several key areas including: Public and Stakeholder Involvement, Existing Conditions Analysis, Land Use Revitalization Strategies, Transportation Infrastructure Improvements Analysis, and Implementation.

Study Area

The Division Street Corridor Strategy study area is approximately 124 acres, located in the northern portion of Downtown Arlington. The study area is bound to the north by North Street, the Union Pacific railroad corridor to the south, Cooper Street to the west and Collins Street to the east, (see Figure 1.1).

Study Area: Approximately 124 acres

**Approximately 1 mile
along Division Street**

178 Parcels

The Division Street study area is approximately one mile in length between Cooper Street and Collins Street and just over 1,000 feet in width measured north to south. The study area consists of 178 parcels, (see Map 1.1). While the planning study has a defined boundary, market assessments and public input identified activity generators, influences and program strategies extend well beyond the study area. The study area was not viewed as a hard boundary as strategies were developed.

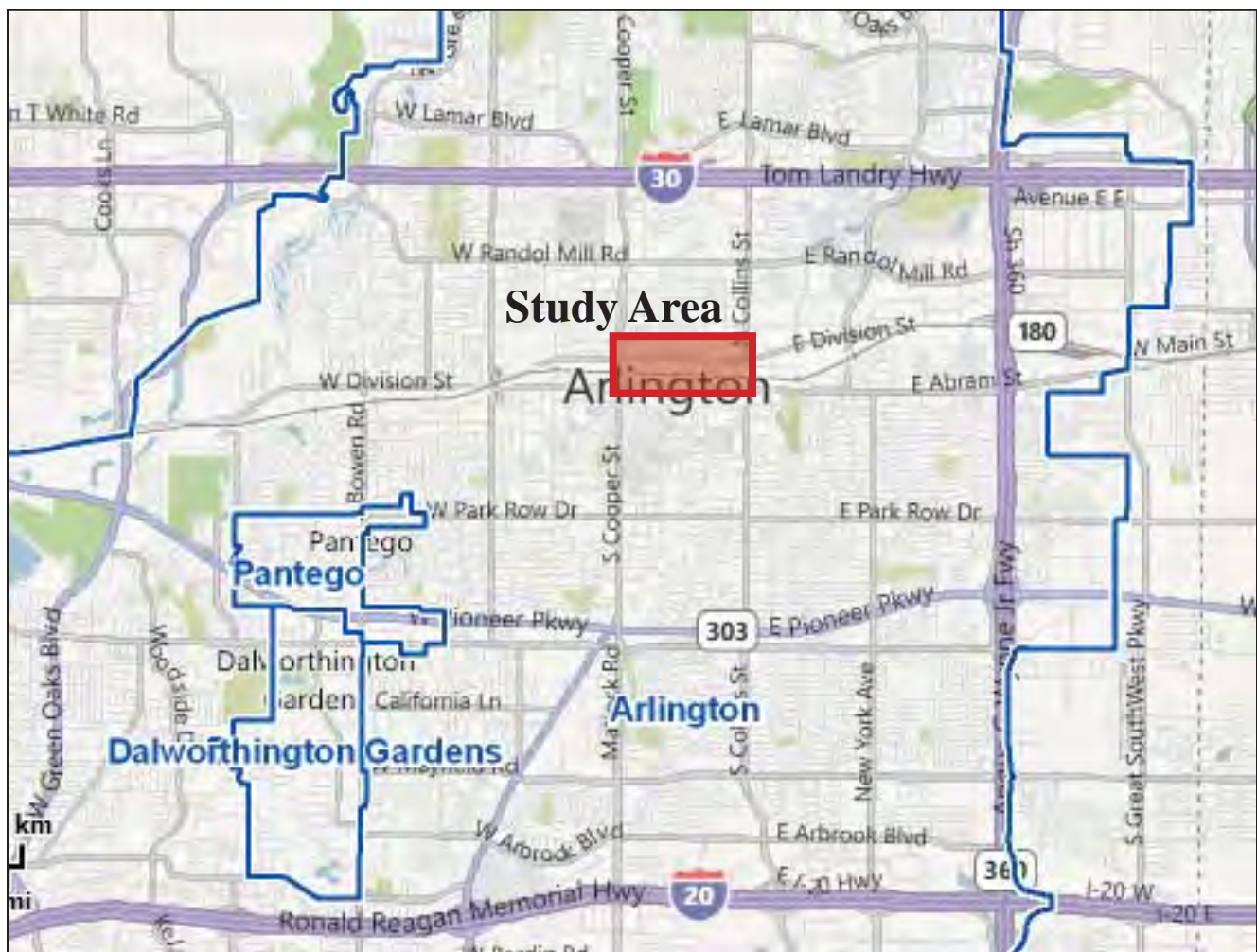
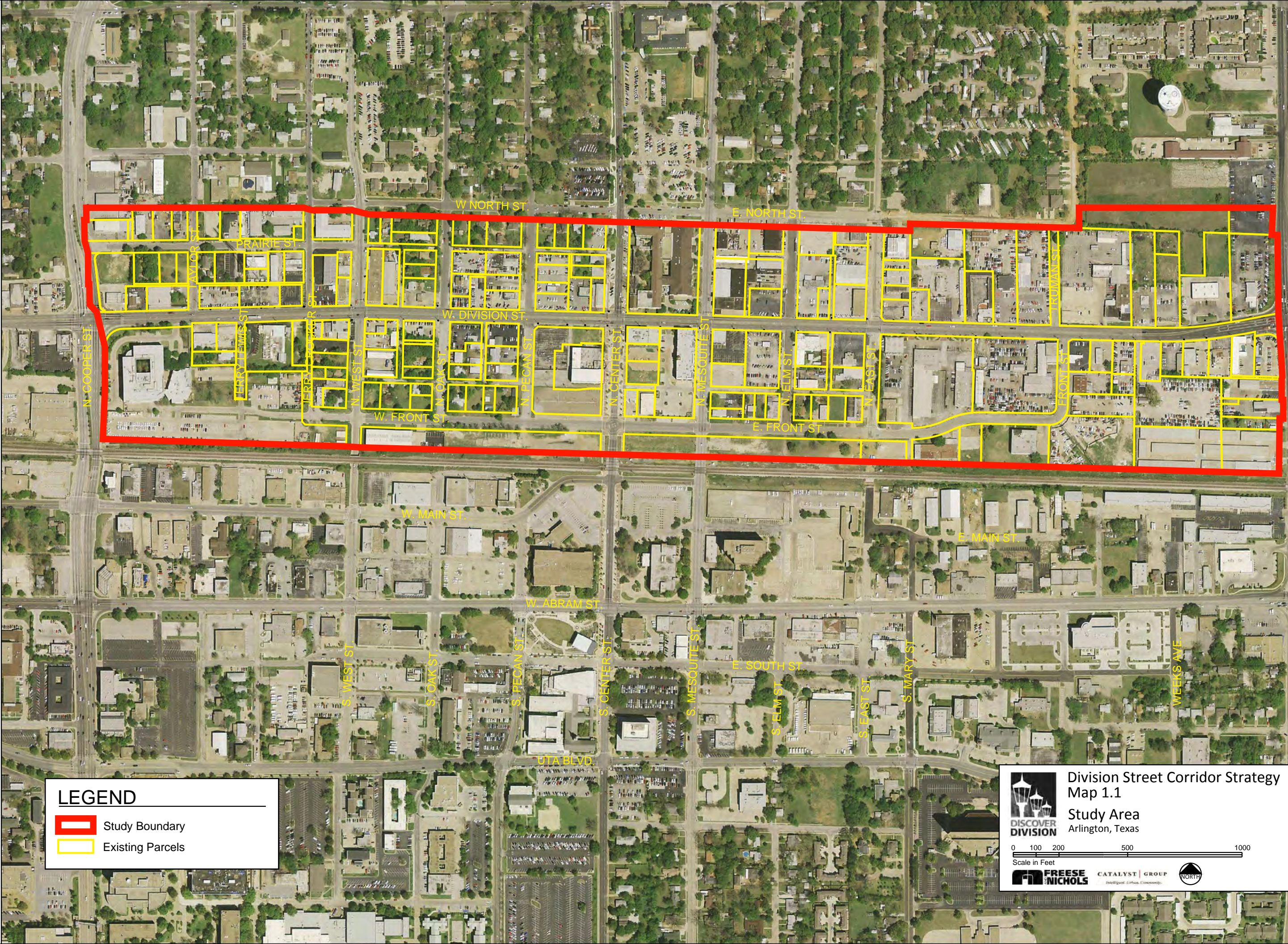





Figure 1.1 Study Area Context

Source: www.dfwmaps.com






LEGEND

-  Study Boundary
-  Existing Parcels

 **Division Street Corridor Strategy**
Map 1.1
Study Area
 Arlington, Texas

0 100 200 500 1000
 Scale in Feet

 **FREESE NICHOLS**  **CATALYST GROUP** 



Existing Conditions Analysis



Existing Conditions Analysis

Previous Studies and Plans

The following are existing regulations, plans, policies, initiatives and studies that currently address the Division Street Corridor Strategy study area. The planning team reviewed and has noted important components of each document that were considered during this process as they pertain to strategies within this report. The recommendations within this document build upon these previous planning documents. The following should be used in coordination with this report and reviewed in their entirety prior to development.

Analysis and Key Observations

- In terms of policy and urban design guidelines, the study area is very well planned. However, the visions have not become reality. Future development efforts within the Division Street Corridor need to consider portions of the previous work and should not redefine goals, objectives and incentives.
- The study area's previous plans have a well-defined vision and suggested regulations; most information remains relevant for the Corridor as affirmed by the DCAC and citizen input.
- Future efforts should emphasize implementation strategies based on market-based findings in order to make the previous goals set forth a reality. Target projects and programs should be used as a catalyst for redevelopment.
- Most policy or regulation issues are addressed in previous plans and recommendations.

Central Sector Plan, 1999

The Central Sector Plan is one of six sector plans developed for the City of Arlington. The Division Street Corridor Strategy study area is included in the Central Sector Plan boundary. As opposed to a single large scale Comprehensive Plan, a sector style planning approach was taken to address Arlington's diverse community and planning challenges. The Central Sector Plan's vision was intended as a ten year policy statement. The sector planning process did encompass a community-based comprehensive approach towards growth and development.

The plan outlines visions, goals and issues provided through community input. These are high level policy statements and much of the information could still be applied to the study area.

The majority of the Central Sector Plan provides existing conditions and trends for demographics, image, land use, construction, transportation, employment, schools, parks, code enforcement, natural resources, services and utilities. The plan concludes with strategies and implementation items, most of which do not affect the planning process for this study but several could be explored as potential action items.



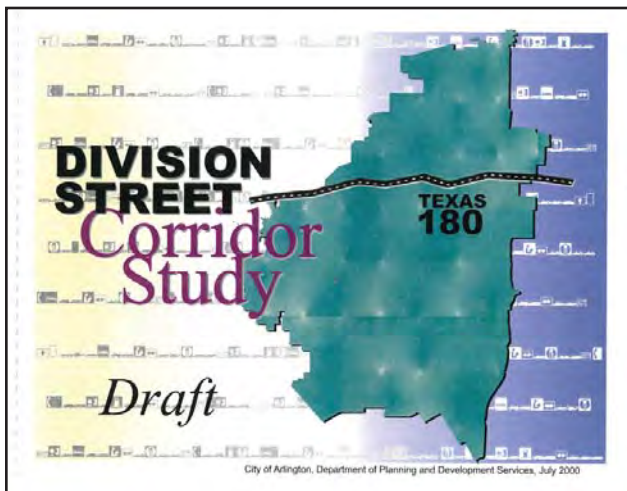
Courtesy City of Arlington

Analysis and Key Observations

- The ten-year targeted time frame for the vision and policies has elapsed. The community's issues, feelings and attitudes may have changed since the time the plan was conducted.
- Many of the high level policy statements, goals and objectives are based upon a sound planning process and proven planning principles.
- Although portions of the plan could be outdated and no longer reflect the City's current goals, this Division Street Corridor Strategy should build upon the original sector plan efforts. Many of the implementation strategies should be considered and revisited as development criteria.
- The transportation information is outdated.
- 12 structures within the study area were identified in a 1987 Historical Resources Study as having high priority ratings for contributions to significant local history. These areas are shown on a separate exhibit. Complete address listings can be found in the Central Sector Plan.
- Strategies and implementation items provided are good policy statements, most would apply today to promote the area's image and quality of life. It appears most of the action items have not been applied to the Division Street Corridor.

Division Street Corridor Study, 2000

The need for the 2000 Division Street Corridor Study was determined during the Central Sector Plan process. The 2000 study was centered around citizen comments and evolved as a redevelopment plan rather than a land use plan. The study included the entire length of the Division Street Corridor. The plan presents findings associated with the Corridor's history, land uses, zoning, economic development, street components, traffic, crime statistics, and development regulations. The study identifies goals and issues and explores pros and cons for each. The final portion of the study is a detailed implementation plan that identifies actions and resources for each goal and strategy.



Courtesy City of Arlington

Analysis and Key Observations

- The study provides a detailed history on the Corridor and is referenced for information by this current effort.
- The goals and action items provide a lot of information and require significant efforts by both the City, land owners and business owners. The study's implementation guide provides critical information and action items and most remain relevant. However, the amount of information is cumbersome. Future actions items should be direct, simple and limited in the amount of information to increase the current effort's potential for success.
- Future development should review this previous

study for a complete understanding of the Corridor's regulatory history and past action items.

- Key issues and findings of the previous study that have yet to be addressed or remain a major issues during this 2011-2012 effort include the following:
 - Need to develop incentives and programs to provide or improve landscaping, curbs and gutter, signage, trash cans, etc. throughout the Corridor.
 - Need to move utility lines out of sight.
 - Need to develop financing mechanisms for business owners to improve their properties, such as an Enterprise Zone, low interest loans, Community Development Block Grant funds, or brownfield grants.
 - Develop flexible standards and remove disincentives to allow business owners to improve their properties.
 - Need to reduce crime of all kinds.
 - Need strategies to address homeless population.
 - Need economic development programs to provide incentives to locate, relocate, or expand businesses in the Corridor.
 - Desire an ongoing relationship for property and business owners with the City, state government, and the utility companies.

City of Arlington: Downtown Master Plan, 2004

This planning document provides a vision and high level policy goals and guidelines for the development of Downtown Arlington. The plan takes into account public input and previous planning documents to build consensus for Downtown's future. With regards to the current study, the document provides guidance for parking, right-of-way, the Division Street district, and lists funding and key projects.

Analysis and Key Observations

- The plan calls for eight Downtown districts. The Division Street district was envisioned as an auto-oriented district. It would work in combination with a more pedestrian-oriented Abram Street and thus provide more business development uses. Division Street is not identified as an

- area for concentrated retail.
- An improved streetscape, reduced driveway access and private shared parking is called for along Division Street.
 - The right-of-way is noted as a 60-foot cross section and the study concluded that on-street parking is not feasible along Division Street. The solution was to create a ten-foot landscape buffer on private property adjacent to the street and a sidewalk within the easement. If the easement was granted, the City could assist with improvements as well as addressing the burial of utilities. This scenario would be very challenging to implement due to existing building setbacks and existing site designs.
 - The plan shows an illustration for a 160-foot right-of-way section. The section includes private property easements containing both parking and a browser lane. This configuration could be supported through redevelopment but would require cross access easements in order to be effective.



Courtesy City of Arlington

Proposed Incentive-Based Redevelopment Plan for the Division Street Corridor, 2004

This document was produced by business and property owners within the Division Street Corridor. This document outlines a clear vision and provides policy-level goals. Each goal has issues identified and then provides strategies with specific action items. The document led to the creation and adoption of the Division Street design standards.

Analysis and Key Observations

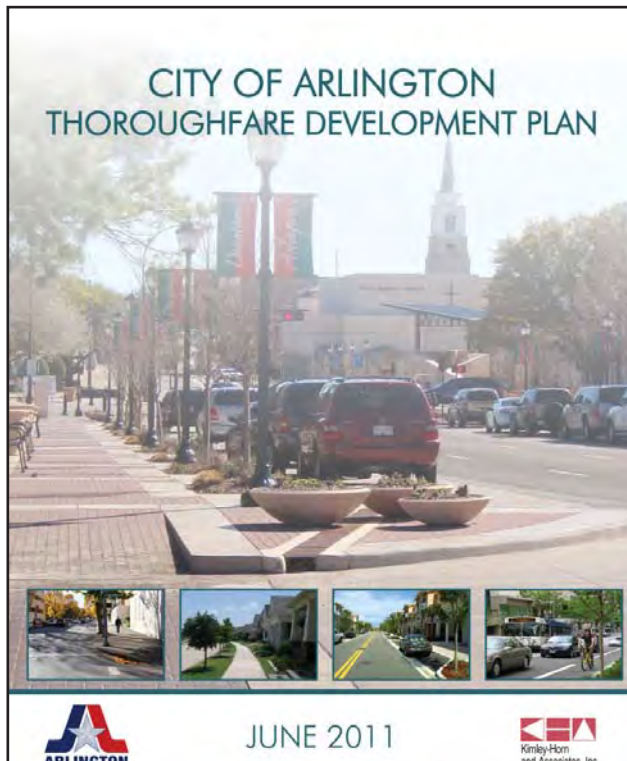
- This document was citizen and owner-led and was not adopted by City Council.
- It is stated several times that no future improvements should cause financial impact to business owners unless voluntary.
- The plan calls for a common vision and standards for the Corridor.
- The plan calls for an economic study base plan and economic revitalization.
- The plan supports incentive options including tax abatement, tax increment financing (TIF), enterprise zones, low interest loans, state funding, Chapter 380 funding, matching funds, a public improvement district, a business improvement district and a municipal management district.
- The plan recognized aesthetic issues and negative images within the Corridor that inhibit economic growth.
- Reducing crime and homeless populations was a major issue within the Corridor.
- Loss of accessibility and mobility was strongly discouraged.
- Poles, limited landscaping, sidewalks, gutters and curbs were noted as being a major issue.
- Overall, the property and business owners are calling for city partnerships in providing incentive-based programs to address issues.

City of Arlington Thoroughfare Development Plan, 2011

For full technical and design information, reference the entire document. Below are key issues potentially affecting the current study.

Analysis and Key Observations

- The study area's portion of Division Street is identified as a Minor Arterial with four through travel lanes. Division Street is targeted to continue to provide major east-west movements, and to provide continued service as Abram Street may become a more pedestrian-oriented environment.
- No capacity was added to the study area.
- The study area is identified as C-D and E Level of Service categories for the 2030 Congestion Map.
- The study area has a projected 2030 traffic volume of 23,000 per day.
- The study area is shown as Urban Core on the 2030 Context Zone map, meaning possibility for attached housing, 3 to 5 story buildings and density up to 40 units/acre.
- Minor Arterial standards are provided for sidewalks, lanes and medians.



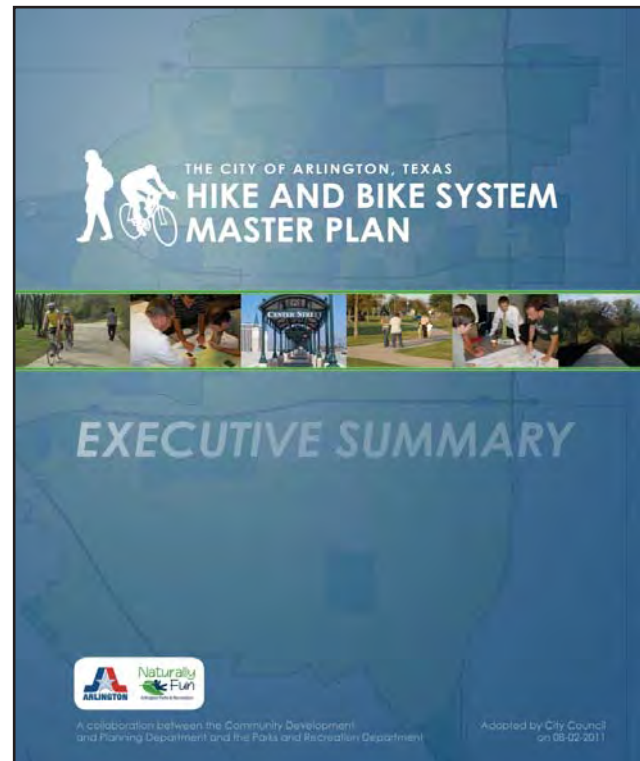
Courtesy City of Arlington

The City of Arlington Hike and Bike System Master Plan, 2011

For full technical and design information, reference the entire document. We have only noted key issues affecting this current study.

Analysis and Key Observations

- The study area is identified as containing key sidewalk gaps with regards to connectivity.
- High visibility crosswalks are proposed for the intersection at Center Street and Mesquite Street along Division Street.
- Intersection improvements are identified at the intersection of Cooper Street and Division Street.
- Bike routes are recommended for Center and Mesquite Streets.
- No bike facilities are identified on Division Street. East-west routes are identified as Sanford Street, UT Arlington Boulevard, and Border Street.
- The study area has a recommended sidewalk network along the entire Division Street length on both north and south sides and along both sides of Front, Center and Mesquite Streets.



Courtesy City of Arlington

Front and Center Redevelopment Proposal, 2011

This study was conducted by the Arlington Urban Design Center. The plan outlines redevelopment potential along Front Street and provides a detailed concept for park space north of the Union Pacific corridor, within property already owned by the City. The study also provides a parking analysis in which the total number of on-street parking spaces are identified for several blocks south of Division Street. The proposed park development includes the entire south side of Front Street, from West Street to just past East Street.



Courtesy City of Arlington

Analysis and Key Observations

- The proposed master plan would provide both visual and land use links between uses north and south of the rail corridor.
- The proposed park uses south of Front Street would create an interesting front door scenario for redevelopment along the north side of Front Street.
- The public park space could provide development incentives for new residential uses along Front Street.
- The park use is an excellent buffer between the rail corridor and future redevelopment south of Division Street.

Physical Framework Affecting Redevelopment

Existing Land Use

Land uses within the Division Street Corridor are dominated by commercial uses, which make up nearly 50 percent of the study area. Generally speaking, the commercial uses fall into the service category. Such services could include hotels, auto-related repairs, banks and storage facilities, all of which are found along Division Street. While commercial areas rely on visibility for customer service, accessibility is often more important. Road access is key for deliveries and business. Other uses within the Corridor are mixed with limited retail, residential and office uses. Vacant lots make up less than ten percent of the area and future large-scale projects could not be incorporated solely on vacant land. See Map 2.1 and Table 2.1.

Analysis and Key Observations

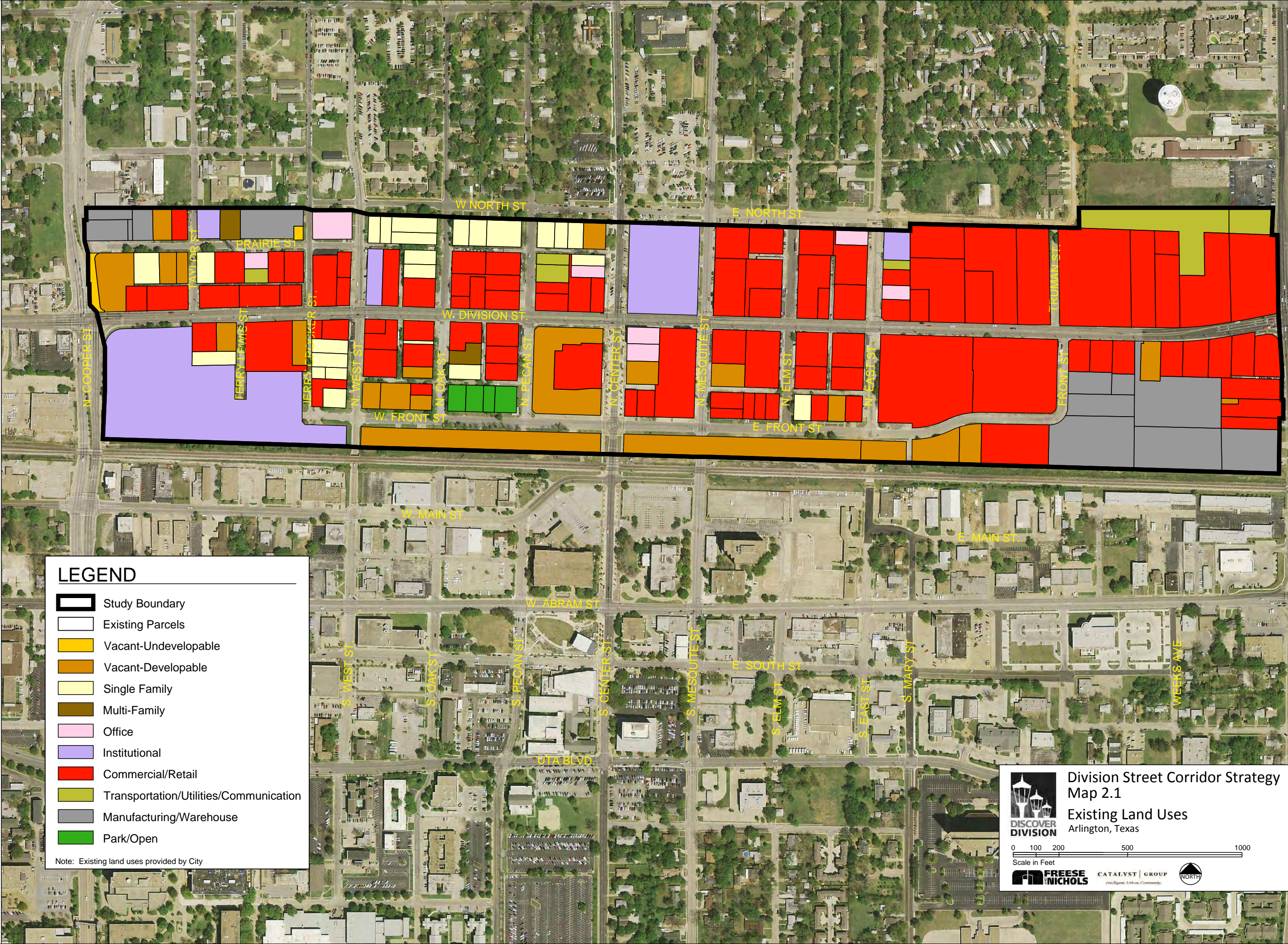
- The study area is over 87% built out. Future larger scale redevelopment will require land acquisition and parcel consolidations.
- 12 sites have been identified as “High Priority Historical Resources” by the Central Sector Plan. All but one are located west of Center Street. These sites could limit the ability to consolidate an entire block for redevelopment. Future redevelopment plans would need to consider, avoid or incorporate these structures into site specific designs and could ultimately hinder full block redevelopment. Solely based on historical impact, redevelopment potential is greatest east of Pecan Street.
- The study area is bounded on the north by residential uses. The Town North neighborhood will serve as a significant factor in the ultimate success for redevelopment of the area. Future redevelopment north of Division Street will need to consider compatibility and impact to the neighborhood. Future uses on Division Street should work to link Downtown Arlington with the neighborhoods.
- Existing residential uses in the study area include single family and multi-family uses. Most single family uses were built prior to the 1970s. The

- existing residential uses south of Division Street may have compatibility issues with existing commercial areas.
- Office uses are very limited and with the majority being located at the Vandergriff Town Center.
 - Commercial/retail uses dominate the study area. These uses include auto sales, auto services, clothing services, storage facilities, service retail, restaurants and motel uses. Quality first floor retail uses are located at the Vandergriff Town Center. The establishment of new restaurants are centered around Center Street and Mesquite Street. These new businesses represent significant efforts to redevelop the study area.
 - From a land use planning perspective, the Corridor has a linear form of commercial/retail uses. These types of long stretches of commercial/retail dominated roadways have been associated with land use challenges throughout the metroplex. Such challenges include access and parking conflicts, pedestrian conflicts, aging building stock, dark strip centers and decline in aesthetics and marketability.
 - Institutional uses include such areas as the First United Methodist Church and the Ott Cribbs Public Safety Center. The Ott Cribbs Public Safety Center located at the corner of Cooper Street and Division Street will likely serve as a long term use and the parcel shape limits surrounding redevelopment potential. The First United Methodist Church is located in the center of the study area and provides a critical neighborhood link and identity to the area. Existing Public uses should not be included in redevelopment.
 - Manufacturing/warehouse and transportation/utilities/communications make up about ten percent of existing land uses.
 - The study area has very limited park/open spaces. Downtown Arlington provides park and plaza spaces near the Library, at City Hall, near UT Arlington and at the Levitt Pavilion. Knapp Heritage Park is within the study area. However, plazas or parks could serve future redevelopment efforts adding to the livability and marketability of the area. Park uses could serve as a link between surrounding public uses in downtown and to residential uses to the north.













Existing Land Use	Approximate Acres	Percent
Vacant-Undevelopable	0.3	0.2%
Vacant-Developable	11.8	9.5%
Single Family	4.9	4.0%
Multi-Family	0.5	0.4%
Office	1.7	1.4%
Institutional	11.9	9.6%
Commercial/Retail	50.3	40.6%
Transportation/Utilities/Communications	3.2	2.5%
Manufacturing/Warehouse	9.7	7.8%
Park/Open	0.8	0.6%
Remaining Right-of-Way	29.0	23.4%
	124.0	100.0%

Table 2.1 Existing Land Uses

Source: Map 2.1, City of Arlington, and 2010 aerial images



LEGEND

-  Study Boundary
-  Existing Parcels
-  Vacant-Undevelopable
-  Vacant-Developable
-  Single Family
-  Multi-Family
-  Office
-  Institutional
-  Commercial/Retail
-  Transportation/Utilities/Communication
-  Manufacturing/Warehouse
-  Park/Open

Note: Existing land uses provided by City



Division Street Corridor Strategy
Map 2.1
Existing Land Uses
Arlington, Texas

0 100 200 500 1000

Scale in Feet





Transportation

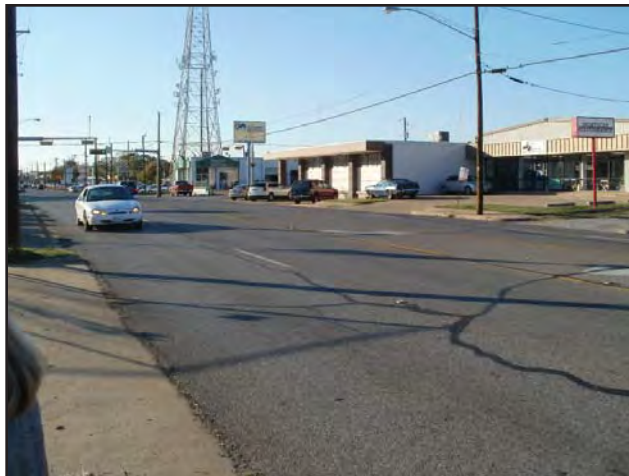
Division Street

The study area's most notable roadway is State Highway 180 or Division Street, part of the state highway system maintained by the Texas Department of Transportation (TxDOT). This minor arterial consists of a 60-foot right-of-way with four travel lanes and a center turn lane. It serves the heart of Arlington as an east-west connection, linking Cooper Street and Collins Street, both north-south spines. The road surface is in fair condition and curbs are in fair to poor condition in the study area. The right-of-way width offers very limited space on the outside of travel lanes, which is currently occupied by disconnected sidewalks, driveways and utility poles. Sidewalks along Division Street are in poor condition and have very limited connectivity, with major gaps. Although the area lacks sidewalks, clear paths have been made by foot traffic which have conflicts with utility poles, causing pedestrians to enter the roadway. It should be noted that numerous driveway cuts exist along the entire length of Division Street, which could benefit from improved access management. Many of the current curb cuts have been closed by bollards or railing along the front of the properties.

Based on many factors, including right-of-way widths, traffic counts, desired service levels, stakeholder interviews, and the existing Thoroughfare Development Plan, it is not feasible at this time to assume that Division Street itself will see a reconfiguration of lanes, lane reductions or the addition of on-street parking. At the time of this study, there were no plans by TxDOT to change or improve the roadway. However, pedestrian movements and increased aesthetics could be better facilitated through utility pole relocation, new sidewalks, curbs, ramps, and crossings. This could be accomplished in large part by implementing the Division Street Design Standards.

Center Street and Mesquite Street

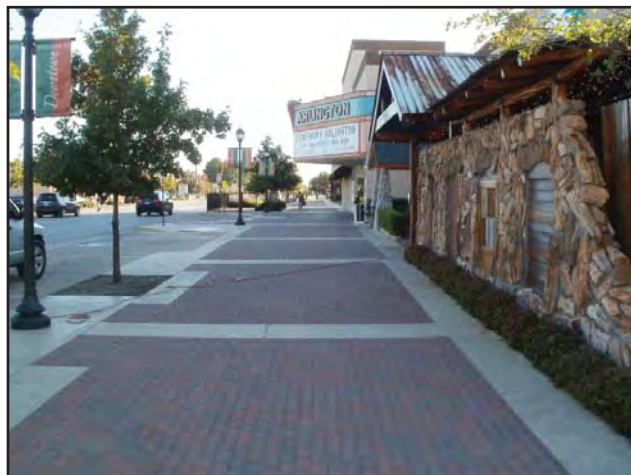
Center Street (south bound) and Mesquite Street (north bound), serve as a couplet linking the study area with Downtown Arlington and the neighborhoods to the North. Both streets serve as three lane



Division Street consists of four travel lanes and one center turn lane.



The Corridor's right-of-ways have disconnected sidewalks, aging curbs and drives, and numerous utility poles which cause pedestrian conflicts with the poles and traffic.



Recent Center Street improvements.

road sections with pedestrian movements along the outside lanes, both in areas that contain sidewalks and those that do not contain sidewalks. Center Street has seen many improvements in recent years including new on-street parking, landscaping, intersection enhancements, district markers and wide pedestrian spaces. These streetscape enhancements were coordinated with private investment including new restaurants, shopping and office spaces. It was initially observed and reported by the DCAC that crossings for both roadways at the rail corridor do not offer safe pedestrian options. However, during this planning study, the rail crossings were updated to address pedestrian safety.

Similar to Division Street, it is not assumed at this time that reconfiguration for the couplet or lane consolidations are warranted based on traffic volumes or other City plans and studies. However, based on public input, site visits, and opportunities for development and connectivity to the south, it is suggested that similar improvements be made to Mesquite Street as those described on Center Street.

Front Street

Front Street is a local two-way road with two travel lanes and on-street parking. The road is under utilized by surrounding land uses due to the lack of residential and commercial uses fronting onto the street and due to the shallow parcel depths adjacent to the rail corridor. Front Street has seen recent streetscape improvements at the intersection with Center Street and one block length west of Center Street. Improvements include intersection enhancements, parking stalls, sidewalks, and landscaping.

Public input and planning analysis have identified Front Street as a key area for future considerations. Front Street's location near the rail corridor, close to Downtown, next to City-owned land, and near parcels identified as areas for potential projects provide multiple options for future development patterns. Such opportunities include expansion of recent streetscape elements, parking, aesthetic enhancements, partial or full street closure, and the relocation of Front Street to the south in order to provide additional developable lands or better land assemblies to the north. Additionally, Front Street is rather wide for the volume of traffic it carries and

could be narrowed and still provide adequate traffic movement.

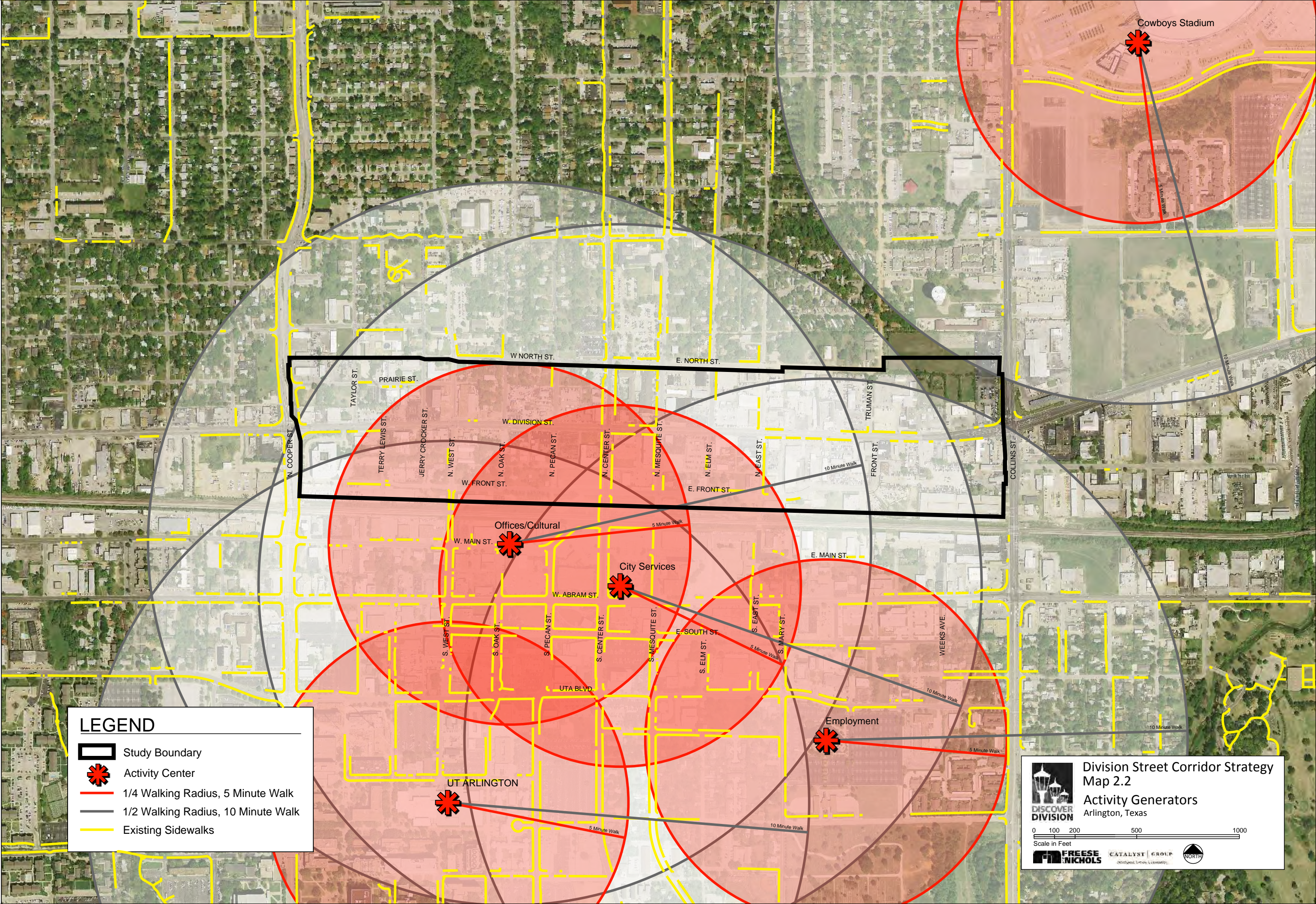
Local Streets

Other streets within the study area are local roadways, most represented by a 50-foot right-of-way and two-lane street section with non-striped parallel parking. The local streets off Division Street create a grid system with blocks ranging from 300 feet to 500 feet in length. These block sizes would create walkable lengths in most urban settings and offer a great framework for redevelopment and potential for a pedestrian setting as recommended through public input. Local street surfaces are in fair condition with curbs in fair to poor condition. Sidewalks are very limited along local streets and those that do exist are disconnected. Future redevelopment as proposed during public input would need to consider pedestrian facilities on local streets.






Activity Generators Map

Activity generators, or major points of interest that are located within walking distance of the study area, have been identified on Map 2.2. They include areas of Downtown, UT Arlington, City facilities, the Main Street area, Cowboys Stadium, and an office complex in Downtown. These locations represent the most likely opportunities for major concentrations of visitors, students, residents and employees to produce pedestrian traffic which in turn, could visit the study area. Both 1/4 and 1/2 mile radius were plotted from each activity generator which represent about 5 and 10 minute walking times.

As Map 2.2 illustrates, existing sidewalk patterns create challenges for pedestrian traffic due to disconnected sidewalk paths. The map also shows the greatest overlapping walking areas from activity generators near the intersection of Front Street and Center Street. This overlapping area should be considered for a mixed-use redevelopment opportunity due to walkability. In terms of walking distances within the study boundary, the intersection of Front Street and Center Street is the most accessible area. It should be noted that both the far west and east ends of the study area offer the least overlap by the activity generators walking radii, which may support more auto or commercial-type uses.







LEGEND

-  Study Boundary
-  Activity Center
-  1/4 Walking Radius, 5 Minute Walk
-  1/2 Walking Radius, 10 Minute Walk
-  Existing Sidewalks

Division Street Corridor Strategy Map 2.2
Activity Generators
 Arlington, Texas

0 100 200 500 1000
 Scale in Feet

Cowboys Stadium

Offices/Cultural

City Services

Employment

UT ARLINGTON

Taylor St. Prairie St. W North St. E North St. Truman St. Collins St. Terry Lewis St. Jerry Crocker St. N West St. N Oak St. N Pecan St. N Center St. N Mesquite St. N Elm St. N East St. Front St. W Division St. W Front St. E Front St. W Main St. E Main St. W Abram St. S West St. S Oak St. S Pecan St. S Center St. S Mesquite St. S Elm St. S Mary St. Uta Blvd. Weeks Ave.

10 Minute Walk

5 Minute Walk

5 Minute Walk

10 Minute Walk

5 Minute Walk

5 Minute Walk

10 Minute Walk

Buildings and Design Conditions

(Please note the following information is not a detailed structural assessment and only includes documentation of aesthetic conditions.)

The study area contains a variety of building structures ranging from single family homes to commercial structures with most being industrial or commercial buildings. Construction dates include many decades spanning from the 1910s to present day with no real continuity in styles or character. However, as previously noted, several structures are identified as high priority historical resources (see Map 2.4). Although no real continuity exists among building styles, new infill development near Center Street and Mesquite Street has used forms and materials from the Vandergriff Building and future development should consider similar appearances. Many of the past structures have been removed and the Corridor has limited common design themes. However, there are several eclectic or nostalgic signs and buildings, from the 1940s or 1950s, that may offer future branding potential. In either case, the recent development efforts near Center Street and Mesquite Street should be a major consideration for future development styles.

Building materials differ throughout the study area, with facade materials including siding, brick, stone, concrete block, metal siding, and glass store fronts. Most structures are one story but several two and three story structures exist and would be compatible with future multi story buildings. Based on current appearances and construction dates, it is assumed that general building conditions would require significant remodeling investment to bring structures up to current codes. Also, accessibility issues exist when considering reuse for existing commercial buildings.

Design conditions within the study area are best described as industrial-looking with limited similarities in forms and materials. Future infill or new construction should consider design elements that visually link structures to create a sense of place, both within the Corridor and to Downtown. Division Street and most adjacent local streets have no place-making elements such as trees, landscaping, interesting materials, art, or other design features.

As documented in previous studies, Division Street itself has negative visual qualities due to cluttered utility poles, overhead utility lines, lack of green space, street and curb conditions, and amount of pavement associated with parking lots. While the Corridor is limited in quality design elements, recent improvements at Center Street have included wide sidewalks, use of ground textures and materials, trees, district markers, poles and banners, and landscaping. Future design improvements should mimic Center Street's streetscape.



The area's landscape is dominated by overhead lines and vertical elements including street lights and utility poles.



Example of current reuse of older structures within study area.



Center Street streetscape improvements including new paving, banners, light poles, parking and landscaping.



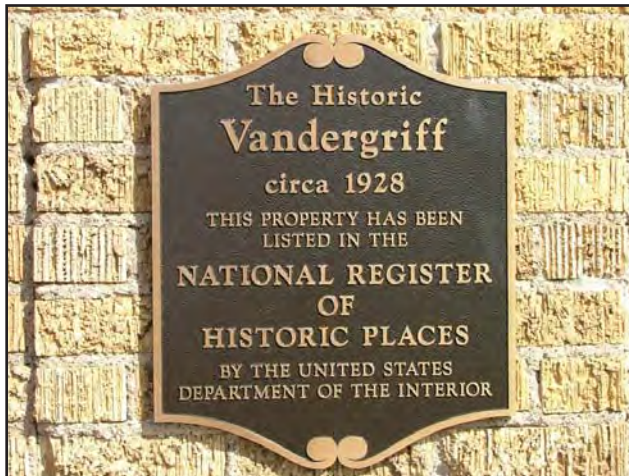
Downtown district marker at Division Street and Center Street with historic church in background.



Typical architecture style along Division Street.



Typical auto sales building within study area.



The study area contains several examples of nostalgic structures and signage.



- ment Plan approval from City Council.
- In a true mixed use development (combination of non-residential and residential uses), residential density may be increased up to 100 units per acre based on the percentage of gross floor area occupied by non-residential uses.
- Townhomes, rowhouses, and/or multi-family apartment buildings that follow Mixed Use (MU) District Design Standards (but are not a true mixed use development since they do not have a non-residential component) are also given higher density rights, ranging from 32 to 59 units per acre.
- The overlay district only spells out uses and intent, standards are in Section 9-1200.

Analysis and Key Observations, Mixed-Use (MU) District

- No portions of the study area are currently zoned MU.
- This district is allowed in all DB and DN prefixed districts, however, allowable uses vary.
- The MU district has standards consistent with most mixed-use style developments. Most of the regulations could be incorporated into redevelopment projects, depending on site-specific constraints.

Analysis and Key Observations, Downtown Design Standards

- This category serves as an overlay to provide design guidelines with the intent to establish architectural character and pedestrian oriented developments.
- The standards are divided into three separate regulations and provide guidelines applied individually to the DN, DB and Division Street properties.
- The DN and DB sections have standards consistent with most mixed-use style developments. Most of the regulations could be incorporated into redevelopment projects, depending on site-specific constraints.
- The Division Street standards have no building setback requirements but a 10 foot landscape setback with sidewalks is required.
- A Division Street section is called out in the

Downtown Design Standards and identifies a vision, a purpose and an intent for the properties along Division Street as follows: The section states Division Street is envisioned to be a gateway to Arlington linking Downtown and the Entertainment District, and memorable for its variety of businesses and eclectic mix of easily accessible buildings and attractive, colorful and stylish designs. Division Street's character will be marked by variety, high energy, and a safe and inviting atmosphere.

- The Division Street section in the Downtown Design Standards mainly addresses landscaping, parking, and screening.

Tax Increment Reinvestment Zone (TIRZ) Number One

A TIRZ district was created in 1999. Currently all portions of the study area are included in this TIRZ except several blocks along the south side of North Street between Center Street and West Street. The TIRZ Number One plan has identified the TIRZ boundary with a vision for mixed-use near downtown and an auto-oriented focus on Division Street.

Analysis and Key Observations

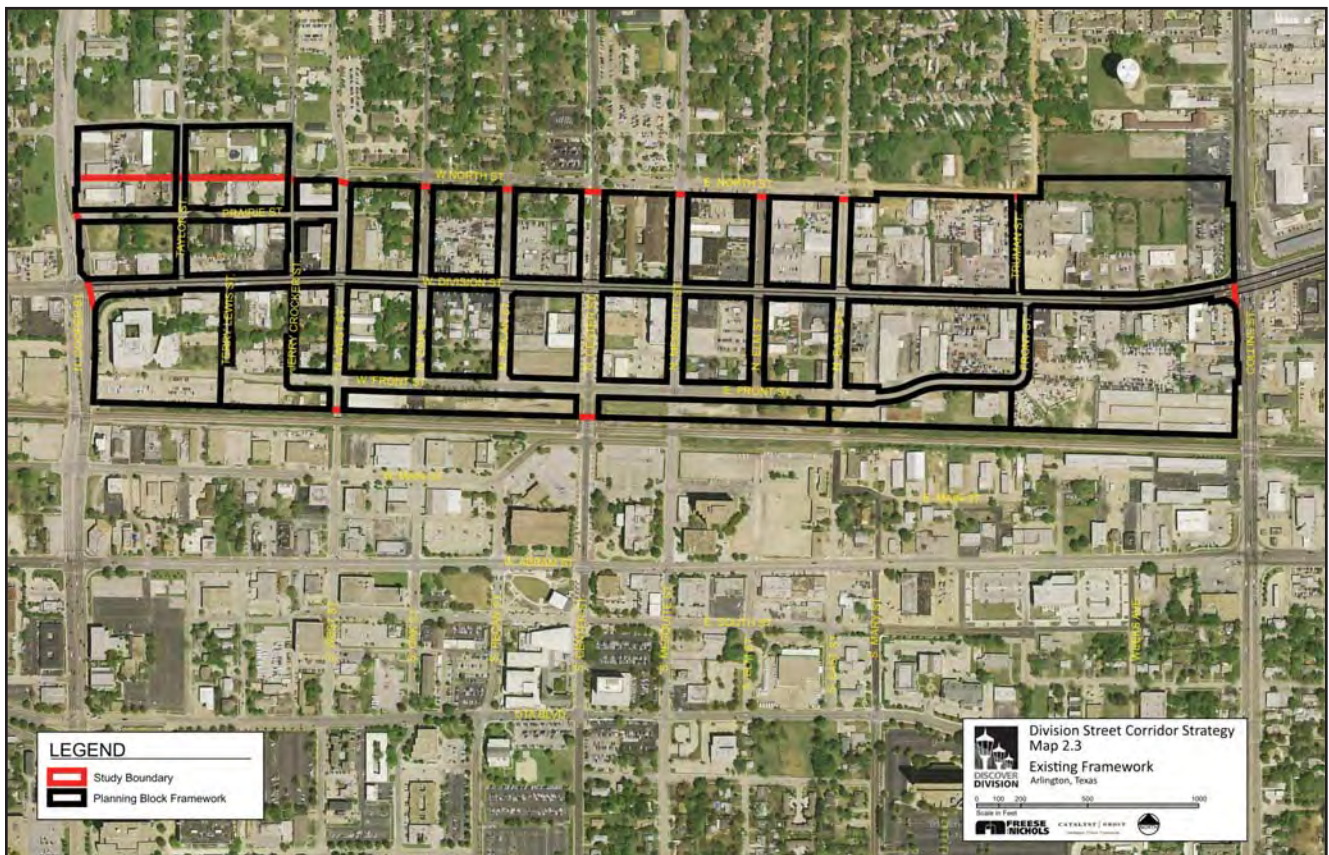
- The TIRZ district is sunsetting in 2019, meaning that redevelopment in the study area past 2019 would not be included in the tax increment funding process.
- The general location of many anticipated public improvements are envisioned for Center Street and Mesquite Street within the study area. Several public right-of-way improvements have already taken place in these areas.
- The TIRZ should be studied and renewed to include the recommended projects included in the following chapter.

Ownership and Land Assembly Framework Affecting Redevelopment

The following series of maps (Map 2.3 through Map 2.10) provide redevelopment analysis for the city blocks within the study area. This city block structure analysis considers ownership and the parcel assembly that would most likely be necessary with future project development. 29 block clusters are shown on Map 2.3. As the maps progress in numerical order, block clusters are removed that provide limited opportunities for infill development based on the map's category. The final map, Map 2.10, illustrates the planning team's conclusion based on the previous map series and identifies blocks by redevelopment strategy categories.

Existing Framework

The existing framework diagram shows the existing street and block structure the Division Street Study Area is based upon. It reflects development patterns from the early to mid twentieth century that are comprised of small blocks based on an urban street grid.



Map 2.3 Existing Framework

Property Encumbrance Analysis

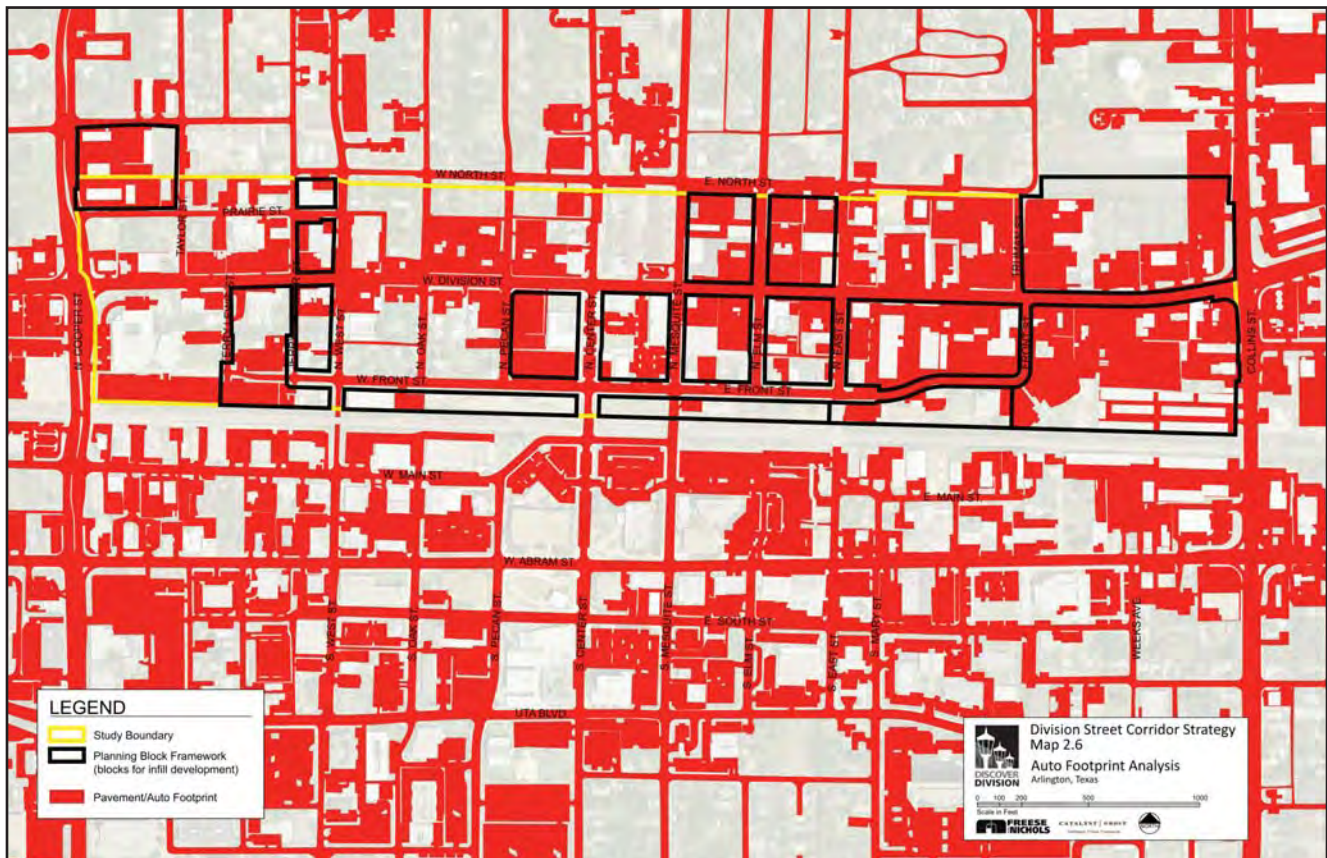
The property encumbrance analysis identifies existing improvements that would add cost or complexity to the redevelopment of each block such as existing infrastructure, historic structures, etc.



Map 2.4 Property Encumbrance Analysis

Auto Footprint Analysis

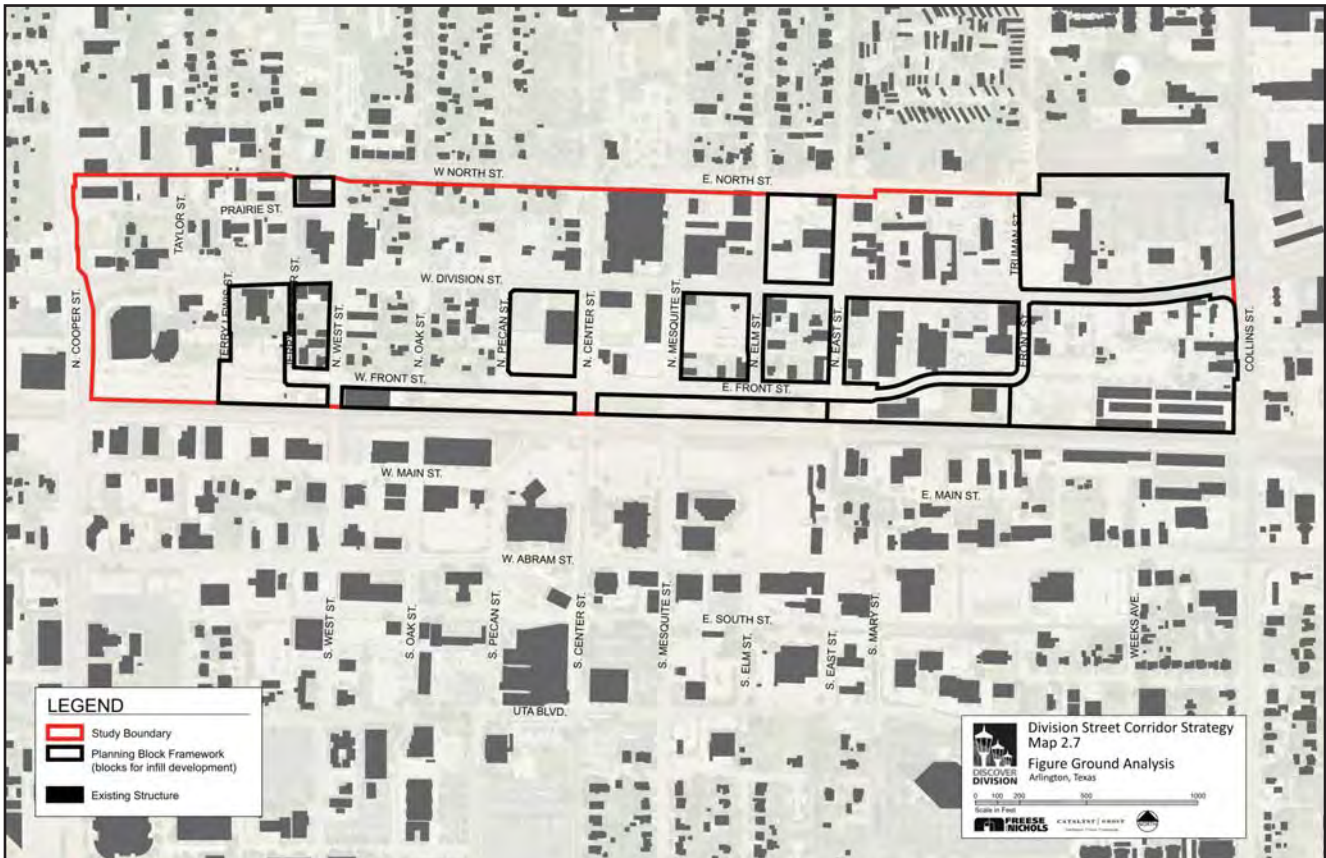
The auto footprint analysis identifies those areas within the study area that are paved and programmed for the needs of the automobile. Such designation often brings with it a negative visual character and identity within the context of a small-block urban area such as Downtown and the Division Street Corridor.



Map 2.6 Auto Footprint Analysis

Figure Ground Analysis

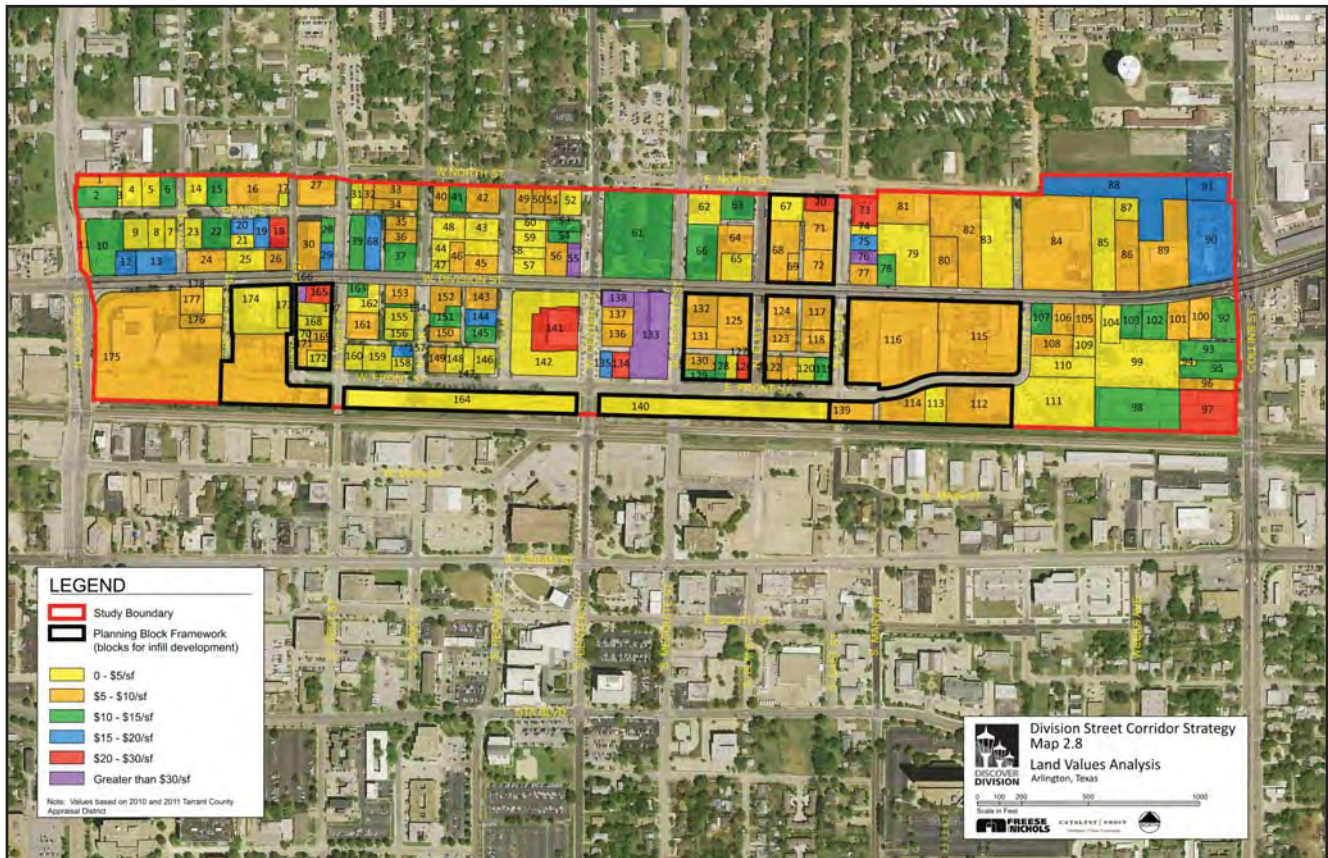
The figure ground analysis identifies existing building footprints on each block in an effort to show current patterns of buildings that create more defined space and street presence. As opposed to the auto footprint analysis, areas within a small-block urban context that have defined building patterns can generally present a more positive visual character and identity.



Map 2.7 Figure Ground Analysis

Land Values Analysis

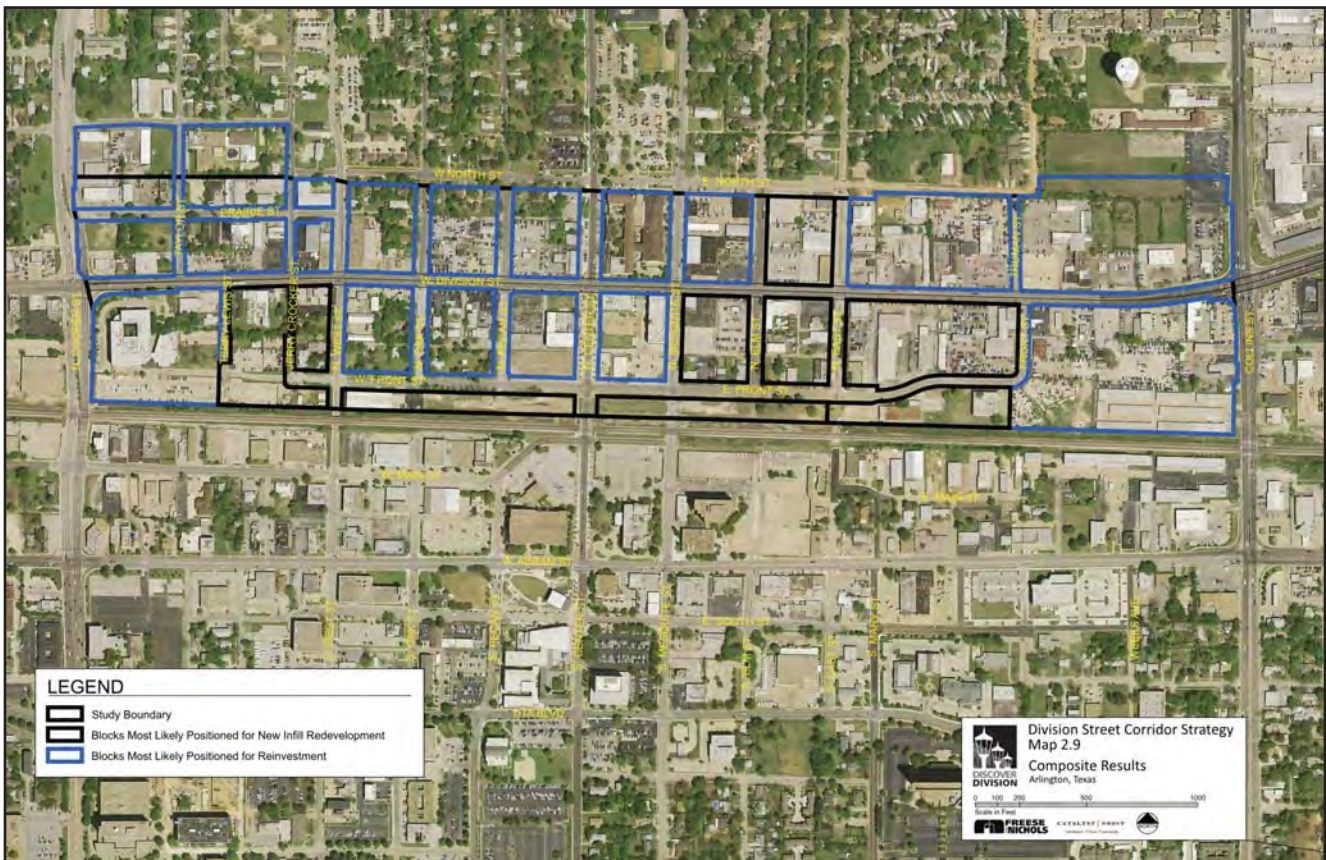
The land values analysis is one of the most important analytical tools in a study such as this. It identifies the existing assessed property values as defined by the Tarrant County Appraisal District in which land and improvement values are shown on an overall value/land square foot basis. While these values do not reflect true market value (as owners may have higher expectations for the sales price of their land), it does provide a benchmark to compare current assessed value to pricing that is required for either purchase/redevelopment or reinvestment by existing owners.



Map 2.8 Land Values Analysis

Composite Results

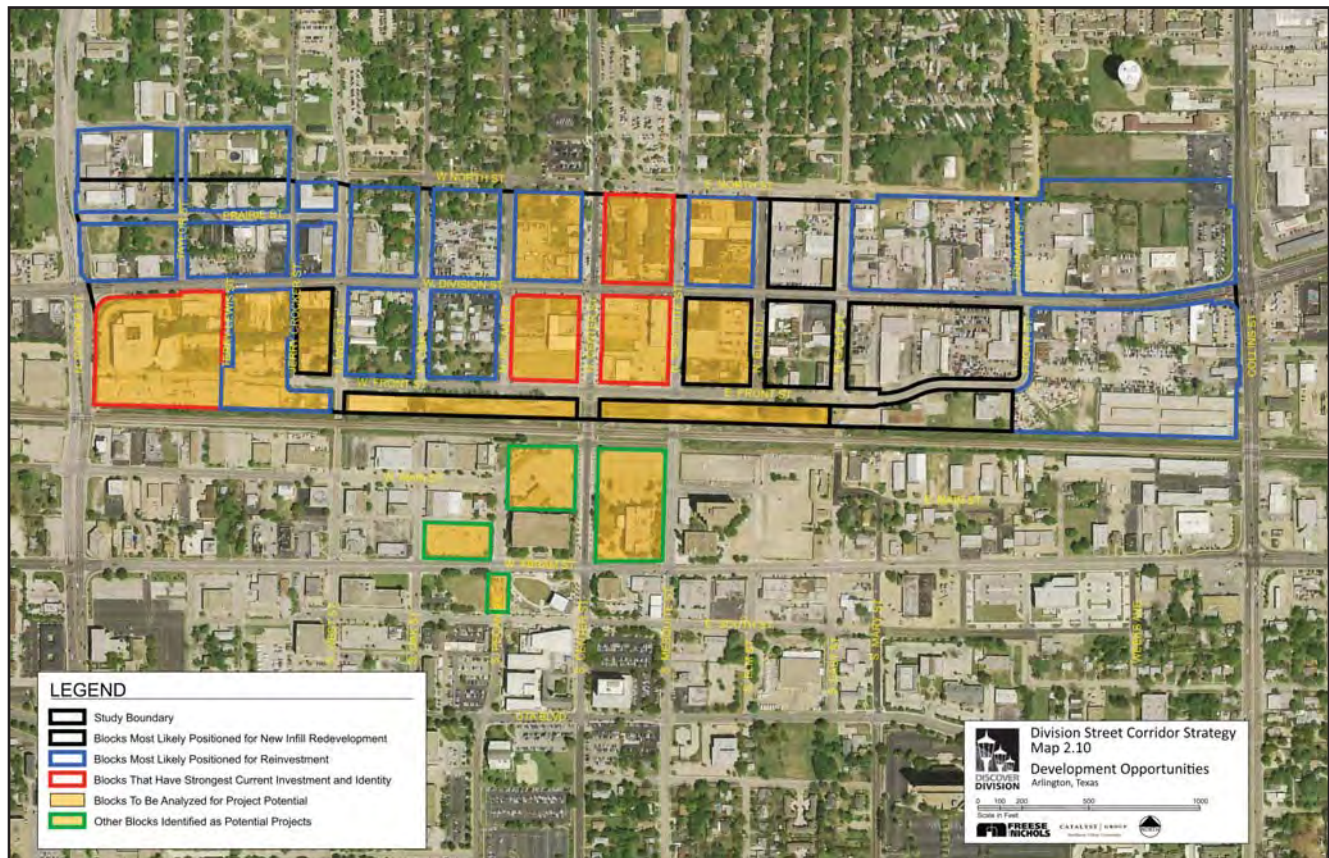
The composite results map shows the results of the compilation of all the other planning analysis maps. It classifies every block in the study area as being ripe for redevelopment (in which properties are acquired, demolished, and new construction occurs) or reinvestment (in which existing structures are renovated and/or added upon). These two classifications assume the associated baseline costs to each approach and necessary land values and ease of property redevelopment associated with each.



Map 2.9 Composite Results

Development Opportunities

The development opportunities map combines the composite results analysis with existing areas of investment and strong identity within and around the study area. It identifies sites having greatest opportunity for new investment as a result, but does not assume such designations are absolute. The desire of existing property owners to sell, renovate, invest, etc. will form the absolute the market will react against. This analysis provides a starting point for such marketplace study.



Map 2.10 Development Opportunities



Community Input



Community Input

Stakeholder and Community Involvement

Division Corridor Advisory Committee and public meetings were held throughout the process to allow for input and review of plans and strategies. Public meeting comments and meeting materials can be found in the appendix.

Division Corridor Advisory Committee (DCAC)

The Division Corridor Advisory Committee (DCAC) was formed to oversee the process, create support, provide input, and review the planning team's assessments. The DCAC also served as a sounding board for planning recommendations and provided review of concepts, program and strategies. The DCAC consisted of 18 members and had representation from Corridor property owners, Downtown Arlington Management Corporation, Chamber of Commerce, Planning and Zoning Commission, UT Arlington, local organizations, non-profits, and the City of Arlington. The DCAC met four times and members were invited to attend all public meetings throughout the planning effort.



DCAC meeting

Online Survey

An online survey was hosted during the early stages of the planning process. The online survey provided an opportunity for additional public comment and input to help guide planning strategies. The survey contained 19 questions covering topics such as vision, opportunities, issues, land uses, aesthetics, transportation, economic development and allow for general comments. 68 participants provided input via the online survey and responses can be found in the appendix.

The following key issues, themes or comments were discovered through the online public input.

- 64% of participants would like to see the Division Street Corridor develop as both auto and pedestrian-oriented area.
- A majority of the participants felt the proximity to Downtown, UT Arlington and the Entertainment District is the greatest opportunity for the Division Street Corridor.
- A majority of the participants felt poor appearance of existing developments and businesses are the greatest challenges facing the Division Street Corridor.
- 60% of the participants felt the utility poles are distracting for visitors and property owners, cause conflicts for pedestrians and degrade the appearance of the Corridor.
- 86% of participants believed the redevelopment potential is "excellent" to "good."
- Land use categories found to be "very appropriate" to "somewhat appropriate" included mixed-use, restaurants, local retailers, entertainment, office, and townhomes and condos.
- The most important improvements for quality of life included new sidewalks, attractive landscaping, employment, identity, mixed-use developments, connection to Downtown and the Entertainment District, off-street parking, and a safe and easy-to-walk street network.
- The 2005 vision statement for the Division Street Corridor was found to be still appropriate today.

Stakeholder Meetings

Attendees: Property owners, business owners, utility providers, UT Arlington representatives, planning consultants, NCTCOG, and the City.

A series of stakeholder meetings were conducted throughout the process to identify issues and opportunities within the Corridor. Business and key property owners were engaged to discuss goals for property/business, expansions, investment/development potential, incentives and market viability. Utility providers met with the planning team to discuss the viability for options associated with utility poles and overhead powerlines. Additionally, the planning team met with UT Arlington representatives to discuss the school's master plan, growth projections, research goals and opportunities associated with the Division Street Corridor and Downtown.

Finally, several one-on-one interviews were held directly with owners of property that provided the greatest opportunities for redevelopment.

The following are key issues and general themes confirmed during stakeholder meetings:

- Three options exist for addressing utility powerlines and aesthetics: burial within future easement on properties, relocation to rear of properties or along Front and North Streets, and consolidation of poles/lines to Division Street's south side. All options would require significant financial resources and approximately 10 foot easements along Division Street. These options are further discussed in the recommendation section.
- The used car business is viable in the Corridor at the time of the study. For the most part, there are no short-term plans for relocation or reinvestment at the present time. Long term plans consider redevelopment, relocation and reinvestment in properties, particularly near Collins Street.
- Property owners identify areas and parcels near Center Street as opportunities for catalyst projects and as the first phase of projects associated with this redevelopment strategy.

- UT Arlington is identified as a market driver but is currently more focused on development south of the rail corridor.
- UT Arlington has reached enrollment growth goals and is targeting 35,000 students by 2020.
- Opportunities exist for future housing, office and research facilities off campus associated with the university's goal to become a major national research university.
- Most property owners, particularly near Center Street, are in favor of redevelopment if a viable economic deal is readied.

Public Meeting 1

Date: March 29, 2012

Attendees: Approximately 75

The first public meeting was held to introduce citizens to the Discover Division project, engage public input and gather ideas to guide development strategies. The meeting was kicked off with a presentation by the consulting team to discuss the purpose, previous projects, project approach, and introduce the market assessment for the study area. Following the presentation, mapping exercises were conducted to identify participant issues, goals, visions and desires for the study area. Large maps were placed on tables and citizens were encouraged to write on the maps to capture their ideas.

The following are reoccurring key issues and general themes recorded during the public meetings:

- Aesthetic improvements are needed throughout the study area including utility burial, new sidewalks, curbs, public art, and landscaping.
- Mixed-use developments are desired and include uses such as restaurants, local retail, entertainment, office and residential.
- Front Street is identified as a key opportunity for festivals, a food truck court, new developments, street closures or street relocation.
- Better connections to Downtown are desired.
- Public rail transportation is desired.



Meeting participants discuss study area issues and opportunities.



Meeting participants discuss citizen desires for redevelopment.



Citizens discuss project locations and prioritization

Public Meeting 2

Date: June 21, 2012

Attendees: Approximately 40

A second public meeting was held to inform citizens of the project's progress and provide information on draft development programs for the Corridor. The consultant team presented a brief overview of the purpose, study area, public input to date and reviewed recent DCAC meetings. Following, the planning team presented findings from programming analysis, opportunities associated with use types and blocks associated with infill or redevelopment locations. Next, 13 draft opportunity recommendations were presented to citizens, which included project descriptions and potential program sizes and investments.

After the consultant's presentation, mapping exercises and discussions were conducted to identify participant issues and desires. Large maps were placed on tables and citizens were encouraged to write on the maps to capture their opinions. Meeting participants were asked to rank the opportunity recommendations. These prioritization comments can be found in the appendix.

Public Meeting 3

Date: August 30, 2012

Attendees: Approximately 35

A third public meeting was held to update the project's progress, to provide a project overview, and the opportunity to discuss the project's draft report and recommendations. City staff presented an overview of the project's purpose, study area, key issues, public input to date, market assessment and programming opportunities. Second, the Division Street Corridor Strategy's key points were presented along with the draft Targeted Development Plan and programming Opportunities. Next, other draft recommendations such as utilities, zoning, transportation, and implementation were presented. Following the overview presentation, City staff, consultants, and meeting participants gathered to discuss the draft recommendations. Table maps were provided that illustrated the draft Targeted Development Plan along with character images.



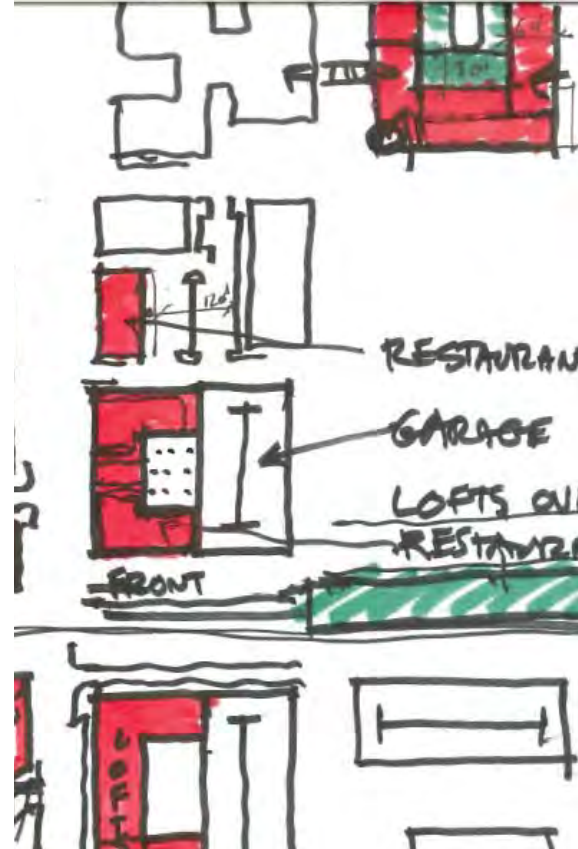
Meeting participants hearing project overview



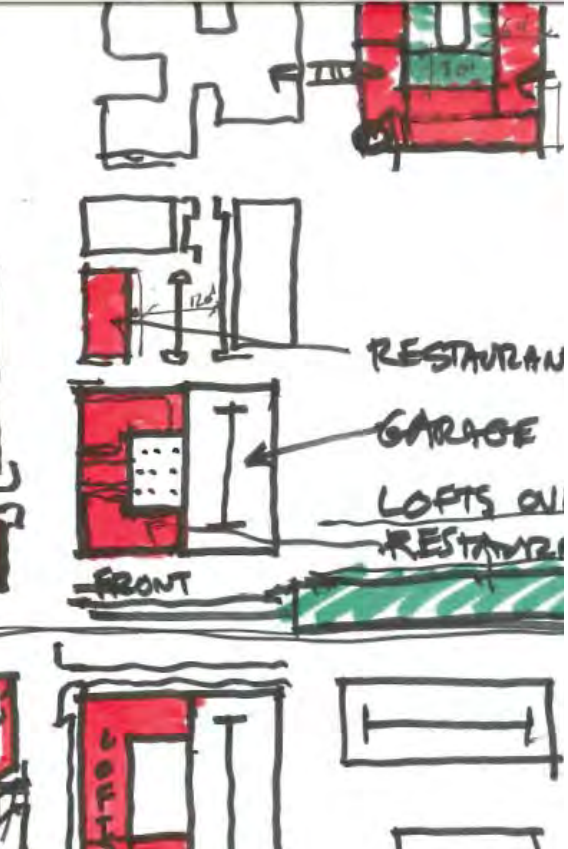
Table maps display Opportunity locations



Participants discuss draft recommendations



Recommendations



Recommendations

Market Assessment

An assessment of the market conditions for the Division Street study area was performed to analyze the market forces and trends that affect real estate investment in the area. The purpose of this assessment was to help guide the preparation of a land use program and development strategy for both new investment/redevelopment as well as reinvestment in existing properties. To accomplish this assessment, the team identified a trade area for the study area to better determine specific trends that have occurred within the study area's "marketplace." Using this defined trade area, the team studied the demographics of the area to include average household size and income, population age and characteristics, and forecasted growth. The area's retail spending trends were analyzed, as well as its employment projections. The team studied the University of Texas at Arlington's strategic plans, needs and historic growth. Finally, the team met with key stakeholders in the area to better understand their goals and

objectives for new investment. Once all this data was identified, a recommended program for new investment and reinvestment was devised. The entire Market Assessment presentation is provided in the report's appendix.

Opportunity Recommendations

After consolidating the results of the physical analysis, market assessment, and stakeholder involvement, the opportunities and challenges to redevelopment in the study area were carefully analyzed. Targeted locations and programs were assembled to create a series of opportunity recommendations. These opportunities are intended to display real potential for new investment in the Division Street Corridor. It is understood that as the market embraces such concepts, small modifications will likely occur to their programming and basic site approach, but the general concepts have been devised to induce a stronger corridor identity in a manner which strengthens Downtown Arlington.

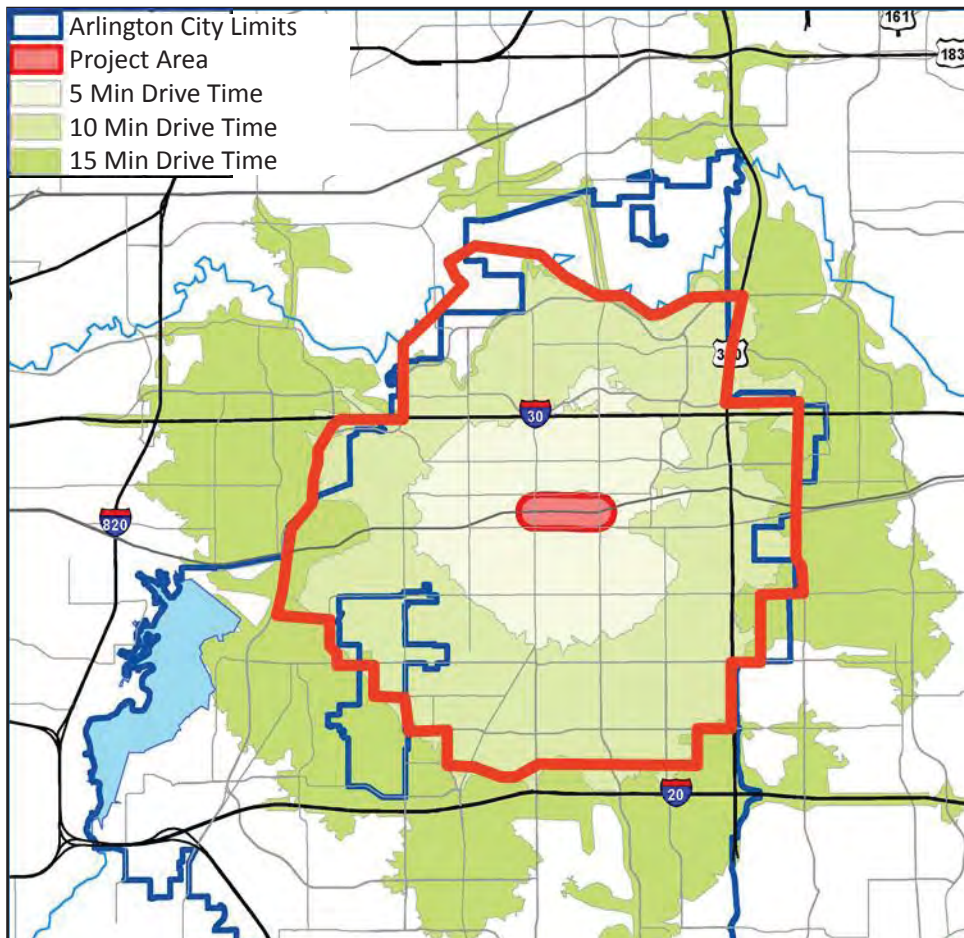


Figure 4.1 Retail Trade Area

Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group



Opportunity A - Senior Living



Opportunity B - Residential Lofts



Opportunity C - Replacement Auto Mall
(Note: No specific location)



Opportunity D - Restaurant Infill



Opportunity E - Mixed-Use Incubator



Opportunity F - Restaurant Incubator



Opportunity G - Residential Lofts



Opportunity H - Urban Design, Signage



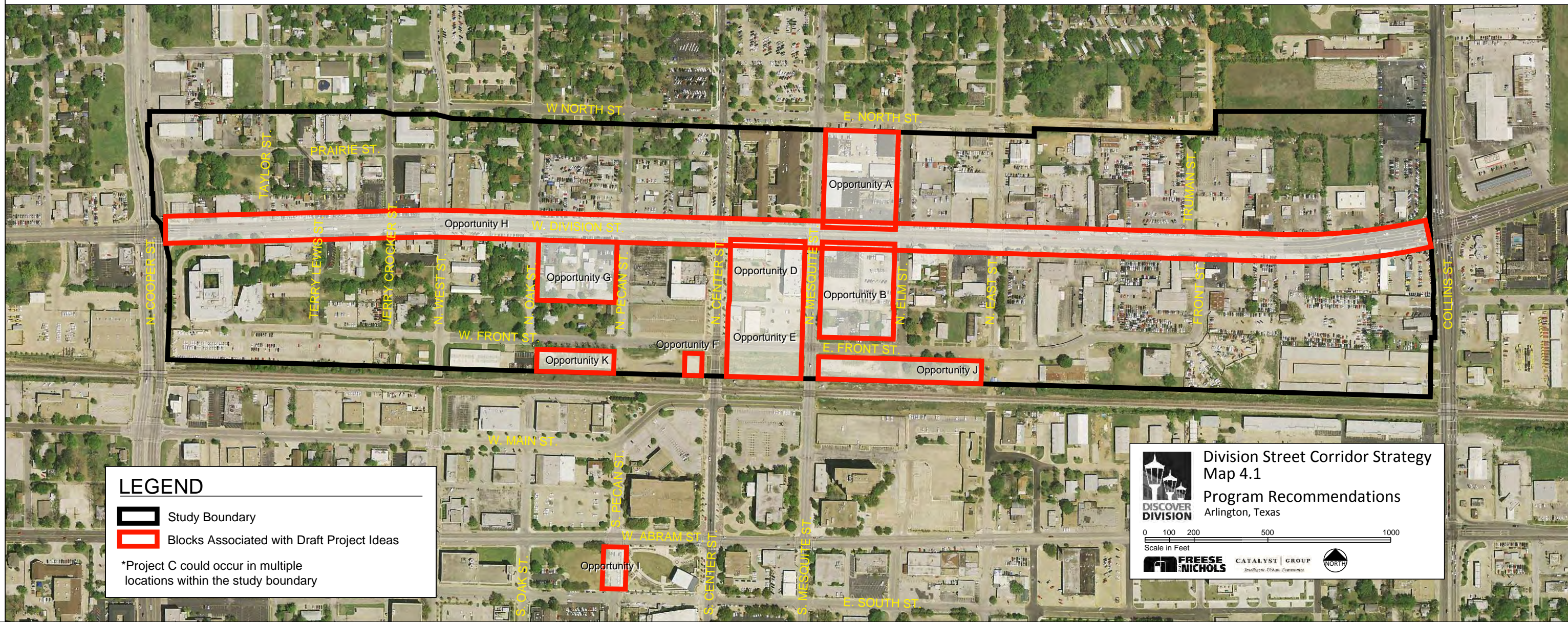
Opportunity I - Mobile Food Plaza





Opportunity J - Park



Opportunity K - Parking



LEGEND

-  Study Boundary
-  Blocks Associated with Draft Project Ideas


*Project C could occur in multiple locations within the study boundary

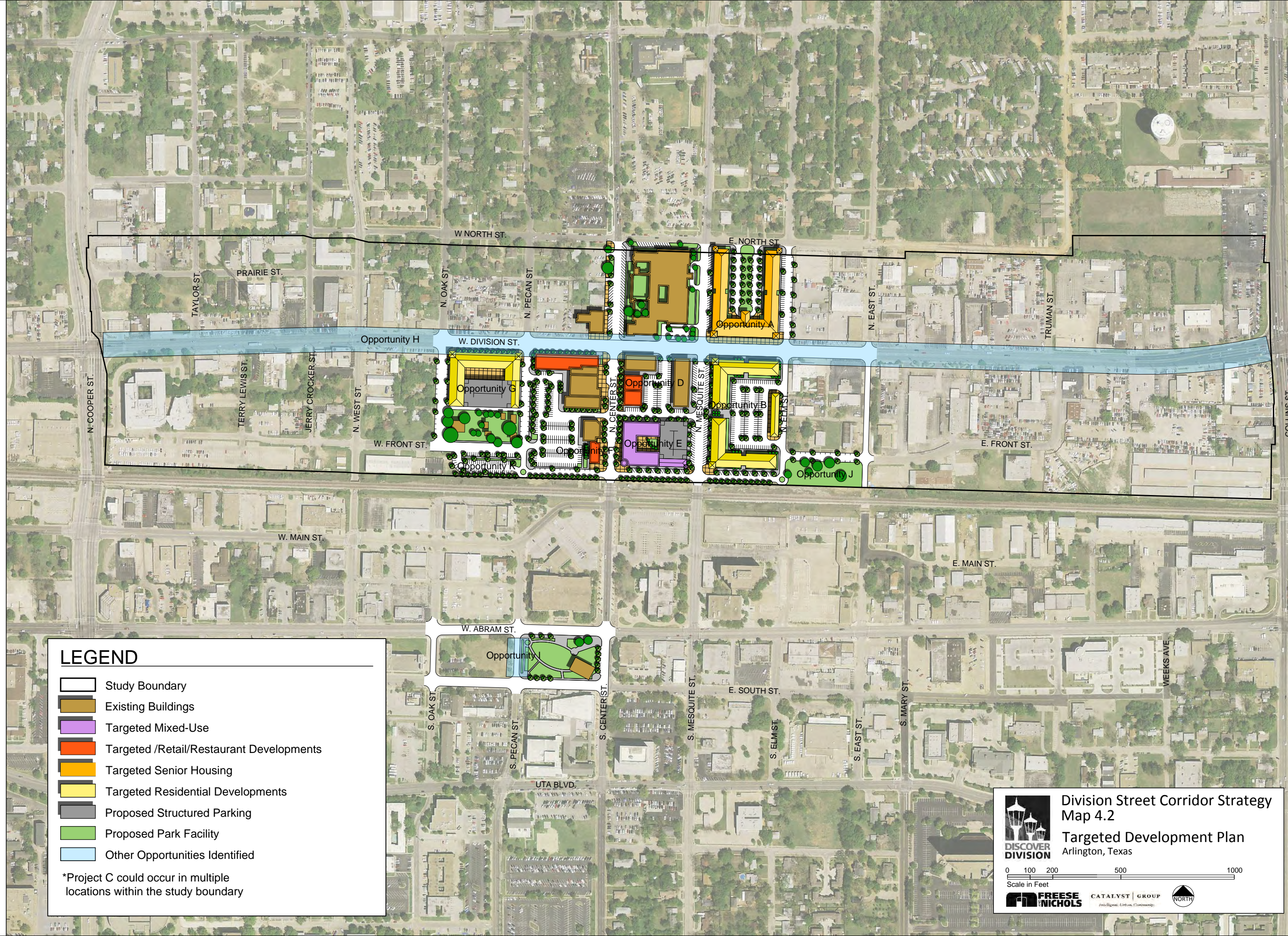
DISCOVER DIVISION

Division Street Corridor Strategy
Map 4.1
Program Recommendations
Arlington, Texas








0 100 200 500 1000
Scale in Feet

FRESE NICHOLS CATALYST GROUP
ZeroSum. Urban. Connected.







LEGEND

-  Study Boundary
-  Existing Buildings
-  Targeted Mixed-Use
-  Targeted /Retail/Restaurant Developments
-  Targeted Senior Housing
-  Targeted Residential Developments
-  Proposed Structured Parking
-  Proposed Park Facility
-  Other Opportunities Identified

*Project C could occur in multiple locations within the study boundary

Division Street Corridor Strategy
Map 4.2
Targeted Development Plan
 Arlington, Texas

0 100 200 500 1000
 Scale in Feet

Opportunity A- Senior Living

Summary

Luxury housing for seniors is recommended on the full block bounded by Mesquite Street, North Street, Elm Street, and Division Street. A common area, education center, and service retail would front Division Street. A central green area would provide an amenity for residents. An urban-style streetscape would surround the project and could be comprised of wide sidewalks, street trees, well-planted front yards, street benches, trash receptacles, pedestrian lighting, and stoop entrances. In addition, on-site program amenities could include a day care facility as a joint venture with First United Methodist Church in order to provide seniors with opportunities to interact with the community. In addition, opportunities to bring a small pharmacy should be explored, as should potential for educational activities in partnership with UT Arlington. Finally, technical connection to health care providers should also be provided.

Potential Program Estimate

150 units, 8,600 square feet of club/dining/services space, 2,300 square feet of service retail

Implementation Notes

Project estimated to be \$17.2M including land assembly, with the urban-style streetscape being part of the private landscaping cost. For this project to be implemented, the current property owners would agree to sell at pricing that is supportable by the project, the small auto repair shop that currently exist on this block would agree to be relocated, possibly as part of Opportunity C, and the City would allow such development to occur. Financing would be brought through private investment, but as there are not proper comparable projects to assist conventional underwriting, the private investment group may need to take advantage of the high loan-to-value ratios offered by specialized mortgage insurance programs. The commercial, job-creating portion of the program may be financed through New Markets Tax Credits and/or the Community Development Block Grants (CDBG) Section 108 loan program. Additionally, it is suggested that the City utilize the TIRZ to fund business relocation if allow-



Figure 4.2 Opportunity A Location



Opportunity A character image

Photo Credits: Conservatory Senior Living

able. It is necessary to underscore the importance of the City's acceptance of required zoning and understanding of potential non-traditional finance strategies to initiate such mixed-use development in the Division Street Corridor and Downtown area itself. Please see Table 4.1 for additional Opportunity A catalyst project financial analysis.

Opportunity B- Residential Lofts

Summary

Opportunity B includes quality, market-rate urban lofts developed on the full block bounded by Mesquite Street, Division Street, Elm Street, and a relocated Front Street. Urban loft buildings would be developed near the street to form “street block closure”. The surrounding streets would be improved as urban streetscapes, similar to Opportunity A. Non-residential amenities and some ground-level neighborhood retail space would front Division Street in a storefront setting, including potential for small convenience/grocery and office space.

Potential Program Estimate

166 units, 3,200 square feet of resident club/office space, 5,200 square feet of service retail

Implementation Notes

Project estimated to be \$16.7M including land assembly. Urban streetscape would be part of the private landscaping cost, though a relocated Front Street (\$440k+/- across both Opportunities B and E) would be a public cost and City-owned right-of-way would be donated to the project effort. This reflects a 1:36 ratio of public dollars invested to gain private investment dollars assuming right-of-way donation valued at \$5 per square foot. For this project to be implemented, the property owners would agree to sell at pricing that is supportable by the project, the two small auto dealerships that currently exist on this block would agree to be relocated as part of Opportunity C, the Farmer’s Market would become part of the redevelopment itself, and the City would need to allow such development to occur and be willing to relocate Front Street south to the railroad tracks into an improved urban mews street condition. Financing would be brought through private investment, but as there are not proper comparable projects to assist conventional underwriting, the private investment group may need to take advantage of high loan-to-value ratios offered by specialized mortgage insurance programs. The commercial, job-creating portion of the program may be financed through New Markets Tax Credits and/or the CDBG Section 108 loan program. Additionally, it is suggested that the City utilize the TIRZ to fund the



Figure 4.3 Opportunity B and D Locations



Opportunity B character image
Photo Credit: David Whitcomb

relocation of Front Street through generated tax increment, as well as to fund business relocation if allowable. It is necessary to underscore the importance of the City’s acceptance of required zoning and understanding of potential non-traditional finance strategies to initiate such mixed-use development in the Division Street Corridor and Downtown area itself. Please see Table 4.2 for additional Opportunity B catalyst project financial analysis.

Opportunity C- Replacement Auto Mall

Summary

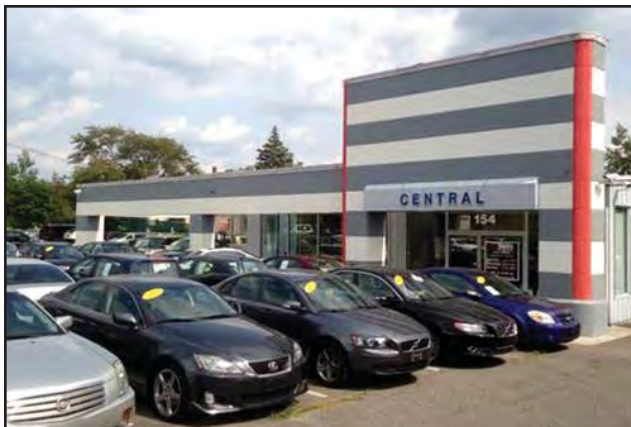
Opportunity C does not have a specific location. To accommodate Opportunities A and B, Opportunity C includes a property along Division Street that could be purchased to become a new pre-owned car auto mall in which the existing small lot tenants are relocated to new structures and lots. This concept combines graphic and interesting architecture, lighting, landscape, and signage within a mid-century visual theme, and is designed to allow simple shopping and browsing within a tailored urban environment. Low impact design could be incorporated to minimize pavement with elements such as porous pavements or grass buffer strips that cars are parked upon.

Potential Program Estimate

Determined by market conditions

Implementation Notes

Project costs would be dependent on market conditions. As the project does not add density within the Corridor and would not justify the likely cost of land assembly, special financing will be required to accomplish this project. As such, the City would coordinate this redevelopment through its brokering of New Markets Tax Credits and a CDBG Section 108 loan (with TIRZ repayment of 108). In order for this project to happen, a particular site would need to be identified that can accommodate this redevelopment, and existing small auto sales businesses would need to be willing to relocate from Opportunity A and B sites.



Opportunity C character image
Photo Credit: Panaramio.com

Opportunity D- Restaurant Infill

Summary

Enabled through the construction of Opportunity F's shared parking garage, Opportunity D includes a new restaurant site created within the Vandergriff Plaza facing Center Street, across from Babe's. It is assumed it would be developed by owners of Vandergriff Plaza. This restaurant would have outdoor dining and present an urban facade to create stronger critical mass in this restaurant zone. Outdoor dining is a key concept with this restaurant to provide semi-public spaces that relate to adjacent pedestrian areas. In addition, a central valet parking facility is recommended.

Potential Program Estimate

5,500 square feet of restaurant use

Implementation Notes

Project estimated to be \$1M including land assignment, with streetscape as part of the private landscaping cost. Financing would be brought through private investment taking advantage of the recent comparable developments and business operations in the immediate area. In order for this project to happen, the site owner would need to support this concept and the City would need to agree to the improvements associated with Opportunity E as well as potential for lower parking requirements in this interim period.



Opportunity D character image
Photo Credit: David Whitcomb

Opportunity E- Mixed-Use Incubator

Summary

Located south of the Vandergriff Plaza, this block would contain small office space geared towards research companies complementary to UT Arlington graduate programs. Offices would be located over restaurants facing Center Street in a configuration that is allowed by the reconstruction of a new Front Street, as a smaller plaza street southward to the railroad property. To accommodate lost existing parking, a three-level shared public parking structure is recommended to accommodate on-site and off-site demand.

Potential Program Estimate

100,800 gross square feet mixed-use building with approximately 11,500 square feet of restaurant, 11,500 square feet of service retail, 62,680 square feet of small office, and a 250 space shared garage

Implementation Notes

Project estimated to be \$17.5M including land assembly and streetscape would be part of private landscaping cost, though relocated Front Street (\$440k+/- across both Opportunities B and E) would be a public cost and City-owned right-of-way would be donated to project effort. This reflects a 1:36 ratio of public dollars invested to gain private investment dollars assuming right-of-way donation valued at \$5 per square foot. Further, a shared public parking garage (\$1.2M) would require public investment to open the area up for additional infill development. These public costs may be financed through New Markets Tax Credits, CDBG Section 108 loan funds, and TIRZ financing to repay the 108 loan. Also, the site owners would need to support this concept and the City would need to agree to fund the associated public improvements described above.



Figure 4.4 Opportunity E Location



Opportunity E character image
Photo Credit: Highland Capital Partners

Opportunity F- Restaurant Incubator

Summary

Opportunity F includes a “community kitchen” sized to accommodate the restaurant-based education of individual chef-entrepreneurs within a business incubation environment. The kitchen would be combined with classrooms within a highly visible storefront facade condition. An interesting architectural frame would face Center Street in a manner that helps create a better pedestrian experience and connection from City Hall to the Center Street restaurant area. The goal for this facility will be to graduate budding restaurateurs into small food kiosks, food trucks, and eventually fixed restaurants. This site would occupy an existing parking area and would include Front Street moving south to be adjacent to the rail in an urban mews condition, lining up with the realigned Front Street east of Center.

Potential Program Estimate

5,500 square feet of restaurant business education facility

Implementation Notes

This project is estimated to be \$1M including land assembly and the streetscape part of the project cost. This project would reflect a joint venture between the City of Arlington and a private culinary institute or other entity. As such, the City should reach out to such educational institutes with a physical plan for the project as well as a finance plan to begin its implementation. Due to the nature of this project, this would require public investment. In order for this project to happen, the City would need to endorse this concept and assemble public financing along with having the adjacent property owner agree to an expanded parking area adjacent to their property.



Figure 4.5 Opportunity F Location



Opportunity F character image

Source: KitchenCru / pdx.eater.com

Opportunity G- Residential Lofts

Summary

Opportunity G is a mixed-use project and includes quality urban residential developed on a half block bounded by Division Street, Pecan Street, Oak Street and the historic properties to the south. In addition, Opportunity G encompasses retail infill along Division Street between Center Street and Pecan Street. The urban loft buildings form “street block closures” along an improved urban streetscape for Oak Street and Pecan Street. Non-residential amenities and some ground-level neighborhood retail space fronts Division Street. The project includes a potential shared parking garage to provide additional parking for the existing restaurants and proposed residential uses. In no case should this garage be above 30 feet in height in order to preserve the character of the historic properties to the south. The garage should have an appropriate vegetation screen or buffer along its south side.

Potential Program Estimate

120 units, 7,500 square feet of retail and office,
7,500 square feet of restaurant

Implementation Notes

The urban-style streetscape would be part of the private development cost. For this project to be implemented, the property owners would agree to sell at pricing that is supportable by the project, the small auto-oriented uses that currently exist on this block would agree to be relocated as part of Opportunity C and the existing residential uses could be relocated. The Knapp Heritage Park would need to be strongly considered during project’s design phase to respect the park uses and historic character. Financing would be brought through private investment, but as there are not proper comparable projects to assist conventional underwriting, the private investment group may need to take advantage of high loan-to-value ratios offered by specialized mortgage insurance programs. The commercial, job-creating portion of the program may be financed through New Markets Tax Credits and/or the CDBG Section 108 loan program. Additionally, it is suggested that the City utilize the TIRZ to fund business relocation if allowable.



Figure 4.6 Opportunity G Location



Opportunity G character image

Opportunity H- Urban Design, Signage and Streetscape

Summary

Opportunity H is located along the entire length of Division Street from Cooper Street to Collins Street. It encompasses both short and long-term strategies to address limited aesthetics, visitor perceptions, encroachments and visual clutter along Division Street. Initially, old or underutilized utility poles may be removed to reduce vertical clutter. Remaining utility poles could be decorated or painted as a short-term public art initiative with help from local artist, neighborhood groups or students. Art could relate to adjacent businesses or have a continuous historical theme. Over time, as redevelopment occurs, utility poles and overhead lines are relocated or buried, and new streetscape improvements are constructed including walks, curbs and aesthetic elements (see Transportation and Infrastructure Improvements).

One of the most common complaints along Division Street is the unsightly visual clutter and unappealing character of the streetscape. Lined with used car lots, each trying to make their property distinct, businesses add more and more signs, banners, colors, and vertical elements. There are so many vertical elements that it becomes cluttered. An edge with a unique, classic sign would be a minimal investment for property owners, yet be recognizable and distinguishable along the Corridor. The unique signage could promote the Corridor's auto history and create sense of place.

Potential Program Estimate

The best way to be noticed in this Corridor is to actually reduce, even eliminate signage and other vertical elements. Streetscape enhancements should include sidewalks, utility improvements and aesthetic elements. Existing businesses along Division Street could be incentivized to create eclectic, art deco style, or artistic neon signs for their companies. This could create a visual destination unique in the region, and strengthen the Corridor's identity.

Implementation Notes

Existing right-of-way encroachments should be addressed prior to new improvements. It is recommended that new curbs, ramps and sidewalks be constructed as a long-term project implemented as redevelopment occurs, block by block. Incentive programs for new signs need to be developed for existing businesses and the public art portion assumes volunteer work.



Opportunity H character images

Photo Credit: WaterWinterWonderland/Vintage Signs



Opportunity H character image

Photo Credit: retroroad.ca

Opportunity I- Mobile Food Plaza

Summary

Due to the active use of the Levitt Pavilion, existing employment in Downtown, and adjacency of UT Arlington, arrangements should be made with the property owner and food vendors to coordinate a mobile food plaza experience on the west and south side of the Levitt Pavilion during lunch and event times. This would involve food carts and trucks assembling during a prescribed time at the curb, with seating, trash receptacles, and shade being offered by the Levitt improvements.

Potential Program Estimate

8 spaces. Utilize existing parking and Levitt improvements. \$0 public investment.

Implementation Notes

The City simply coordinates with adjacent property owners, Downtown Arlington Management Corporation, and the Levitt Pavilion to coordinate consistent times when food trucks may park on the surrounding streets.



Figure 4.7 Opportunity I and J Locations

Opportunity J- New Park, Front Street

Summary

Opportunity J includes a new park created on City-owned land south of Front Street, and east of Elm Street. This would create a visual focal point and amenity for surrounding redevelopment blocks. Please reference the City of Arlington Urban Design Center’s study, *Front and Center Redevelopment Proposal* for additional information.

Potential Program Estimate

The design of this park would be passive in nature, with a screen of vegetation and/or design feature being located on the south side to better mitigate the railroad track appearance and train noise.

Implementation Notes

This project has an estimated budget of \$500k. The land is City-owned and improvements could be coordinated as a partnership with area developers as part of adjacent Opportunities or consider City, TIRZ, BID, and private funds.



Opportunity J character images Image Credit: City of Arlington

Opportunity K- New Parking, Front Street

Summary

Opportunity K includes a new, landscaped parking area created west of the existing parking lot that is located south of Front Street and west of Center Street. This project would provide parking for recommended infill along with existing restaurants and businesses. In addition, it is recommended that the new parking facility include landscape islands, trees and improvements similar to recent pedestrian amenities along Center Street.

Potential Program Estimate

60+ new parking stalls to service surrounding uses. The new parking would also include head-in stalls along Front Street but with a site plan to preserve existing trees if possible. Other improvements could include sidewalks, landscaping and paving similar to the existing Center Street improvements. A screen of vegetation should be considered on the south to better mitigate the railroad track appearance.

Implementation Notes

With Front Street being moved to become a small mews street running along the rail right-of-way, the existing parking adjacent to Center Street should be renovated to accommodate this mews, and new parking should be constructed further west. A budget of \$1,800/space can be utilized for planning purposes.



Figure 4.8 Opportunity K Location



Opportunity K character image

Catalyst Projects

Based on community desires and feedback from this project’s second public meeting, it is recommended that Opportunity A- Senior Living and Opportunity B- Residential Lofts be developed as catalyst projects. Their programs offer unique elements as the first Division Street Corridor Strategy projects to be pursued for infill redevelopment. The following, Tables 4.1 and 4.2, include additional financial information for each catalyst project. These financial analyses can be used to market the opportunities to developers.

Division Street -- Conceptual Program for Opportunity A -- Senior Living			
1-Aug-12			
Building Areas:		8,608 sf Resident Club, Dining, Services	
		2,302 sf Retail Area (elevated slab)	
192,933 sf	Gross Building Area (TOTAL)	2,000 sf Net Leasable Storage (wood frame)	
156,276 sf	Net Building Area (TOTAL)	143,366 sf Net Leasable Residential Area (wood frame)	
81%	Building Efficiency Ratio	156,276 sf Total Net Building Area	
		147,668 sf Total Net Leasable Building Area	
Unit Mix:	150 du Total Units	955 sf avg unit size	
		120 du 1 Bedroom Units	
		30 du 2 Bedroom Units	
		80/20 mix	
Parking:		9 Clubhouse (3sp/1000 office)	
	91 Spaces provided on surface	7 Retail (3sp/1000 sf)	
	91 Total parking provided	40 1 Bed (1 sp/3 beds)	
		20 2 Bed (1 sp/3 beds)	
		76 Total Spaces Required	
Site Performance:	3.99 Site Area	38 du/ac Density	
		1.11 FAR	
FINANCIAL ANALYSIS			
Project Financial Summary			
		<i>/Unit</i>	<i>/RSF</i>
Land	\$869,022	\$5,793	\$5.64
Sitework	\$190,000	\$1,267	\$1.23
Hard Costs	\$12,863,718	\$85,758	\$83.44
Soft Costs	\$2,684,871	\$17,899	\$17.42
Contingency	\$629,544	\$4,197	\$4.08
Total Development Cost	\$17,237,154	\$114,914	\$111.81
Equity	DSCR	17%	\$3,015,704
Debt	1.52	83%	<u>\$14,221,450</u>
Total		100%	\$17,237,154
*Note: Specialized mortgage insurance programs are assumed in these calculations			
Project Return Summary			
Un-Trended Return on Costs		6.53%	
Stabilized Return on Costs		7.22%	
<u>Stabilized Return on Equity</u>		<u>15.85%</u>	
Internal Rate of Return- assumes sale at end of year 3		29.27%	
Internal Rate of Return- assumes sale at end of year 5		27.82%	

Table 4.1 Catalyst Project, Opportunity A- Senior Living Financial Analysis

Division Street -- Conceptual Program for Opportunity B -- Residential Lofts			
1-Aug-12			
Building Areas:		3,200 sf Resident Club, Dining, Services	
		5,214 sf Retail Area (no concrete)	
177,944 sf	Gross Building Area (TOTAL)	2,400 sf Net Leasable Storage (wood frame)	
145,914 sf	Net Building Area (TOTAL)	135,100 sf Net Leasable Residential Area (wood frame)	
82%	Building Efficiency Ratio	145,914 sf Total Net Building Area	
		142,714 sf Total Net Leasable Building Area	
Unit Mix:		136 du 1 Bedroom Units	
166 du	Total Units	30 du 2 Bedroom Units	
		82/23 mix	
Parking:		3 Clubhouse (3sp/1000 office)	
215	Spaces provided on surface	16 Retail (3sp/1000 sf)	
215	Total parking provided	136 1 Bed (1 sp/bed)	
		60 2 Bed (1 sp/bed)	
		215 Total Spaces Required	
Site Performance:		49 du/ac Density	
3.36	Site Area	1.22 FAR	
FINANCIAL ANALYSIS			
Project Financial Summary			
		<u>/Unit</u>	<u>/RSF</u>
Land	\$856,215	\$5,158	\$5.96
Sitework	\$190,000	\$1,145	\$1.32
Hard Costs	\$12,418,365	\$74,809	\$86.50
Soft Costs	\$2,612,446	\$15,738	\$18.20
Contingency	\$608,832	\$3,668	\$4.24
Total Development Cost	\$16,685,858	\$100,517	\$116.23
Equity	DSCR	17%	\$2,849,933
Debt	1.50	83%	\$13,835,926
Total		100%	\$16,685,858
*Note: Specialized mortgage insurance programs are assumed in these calculations			
Project Return Summary			
Un-Trended Return on Costs			6.32%
Stabilized Return on Costs			7.04%
Stabilized Return on Equity			15.00%
Internal Rate of Return- assumes sale at end of year 3			27.62%
Internal Rate of Return- assumes sale at end of year 5			27.21%

Table 4.2 Catalyst Project, Opportunity B- Residential Lofts Financial Analysis

Future Land Uses

Recommended future land uses are shown in Map 4.3. These are voluntary as driven by market conditions. The City, DCAC and citizens have recognized the study area's important location and economic value as an integral part of Arlington's Downtown core. These land use recommendations help to encourage patterns of development that support community desires and provide appropriate redevelopment areas based on market assessments. The land use recommendations are heavily dependent upon developer initiatives. The City should strive to create a public/private partnership when applicable and provide development incentives to encourage the recommended redevelopment. The recommendations identify the highest and best uses and are intended as a policy guide for future decisions. The Division Street Corridor Strategy does not contemplate any City-directed zoning changes, so current businesses could remain in operation and currently allowable new businesses could still be established.

Single Family

Single family land uses on Map 4.3 primarily identify existing single family structures. The residential areas along W. North Street serve as a complementary use to existing land uses to the north.

Institutional

Institutional uses identified include existing institutional uses. The existing churches are well established and very unlikely to change uses in the future. The southeast corner of the intersection of Division Street and Cooper Street would typically be identified as commercial or retail use due to the high visibility and traffic counts. However, the Public Safety Center is an important part of the community and has incorporated significant investments in equipment and emergency operations and should remain as a public use designation.

Commercial/Retail

The Commercial uses should serve as gateways to the study area but should also consider retail uses. These designations reaffirm past planning recommendations. Commercial and retail uses

are appropriate at these major intersections for the City of Arlington due to visibility, access, and traffic counts. Applicable service-based uses could include branch banks or hotels. As determined by the market assessment and existing conditions analysis, many of the commercial uses shown are highly unlikely to redevelop in the near future. This assumption is based on the existing properties being entrenched with significant investments and high property values.

Mixed-use

Mixed-use locations encompass the majority of the proposed project recommendations. These areas should include a variety of non-residential uses mixed both horizontally and vertically with senior housing, condos, student housing, townhomes and other attached product types. This is a key land use concept, as it provides product to address current market demands and blend with existing sites. The mixed-use land uses should be concentrated in the study area's core and should strive to improve the appearances of Division Street from the center, outwards. The mixed-use developments will serve as a key land use link to Downtown's redevelopment efforts both as a catalyst and complementary use to existing investments.

Park-Open

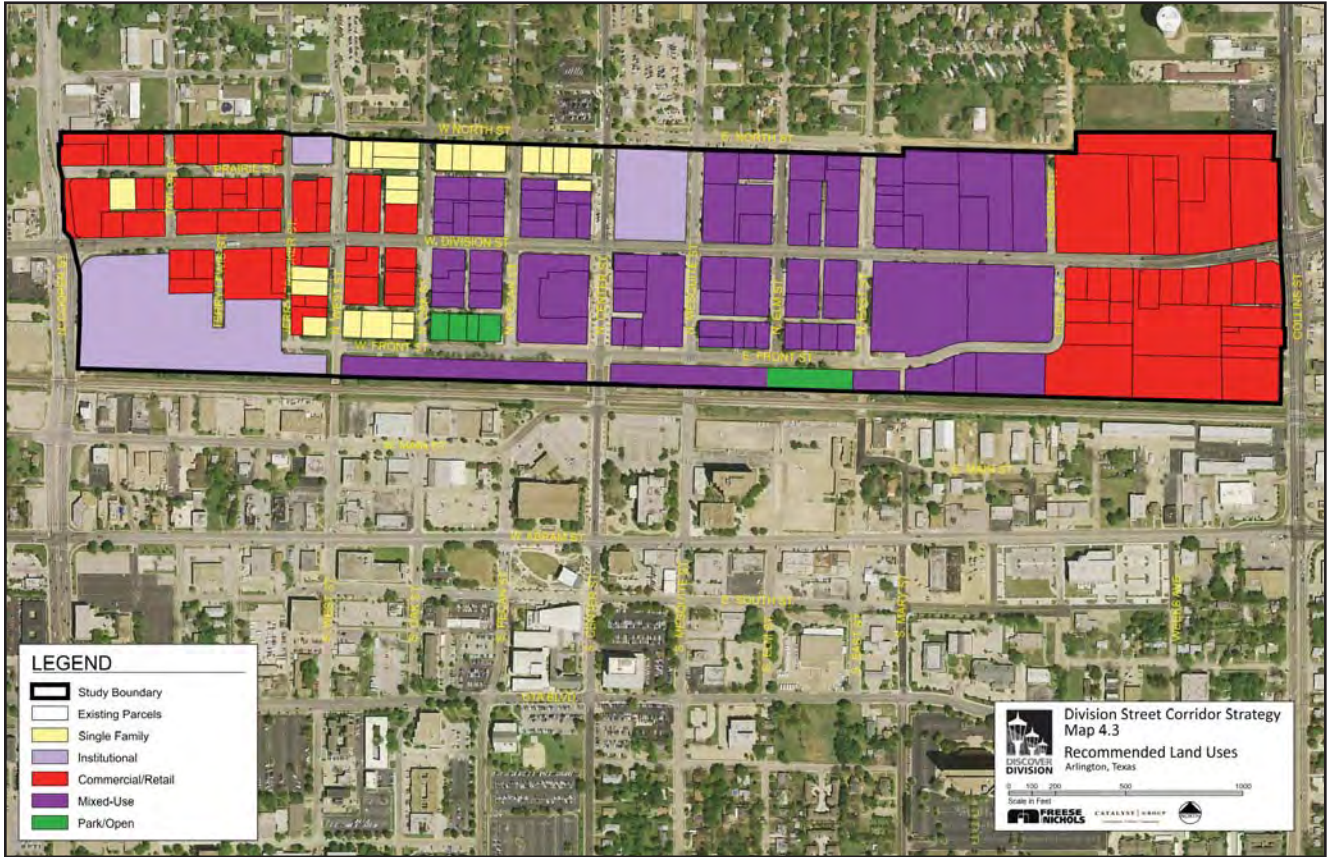
Park/open land uses are recommended to preserve the existing Knapp Heritage Park and to accommodate Opportunity J-New Park recommendations.

Future Zoning

Future zoning recommendations are supportive of the study area's long-term strategies and the identified market driven opportunities. At the time of this study, the City was undertaking a complete rewrite of its Zoning Ordinance, with the goal of making it more simple, flexible, and easy to use. This effort will assist the redevelopment of the Corridor.

Code Enforcement

The City has made huge improvements in recent years in regards to crime and code enforcement for the Division Street area. However, code enforce-



Map 4.3 Recommended Land Uses

ment issues were still observed throughout the Corridor. City ordinances are adopted by the Council and are put in place to protect the citizens and the community’s best interest. Emphasis should continue on code enforcement efforts along Division Street. Many of the observations dealt directly with right-of-way encroachments. Correcting these violations and enforcement of current ordinances should be a focused effort. The City should work with businesses and land owners as partners to make the Corridor’s image the best it can be.

Transportation Infrastructure Improvements

Traffic and Circulation

The existing traffic volumes on Division Street of approximately 22,000 vehicles per day are projected by NCTCOG to be approximately 35,000 vehicles per day by 2035. This level of traffic activity is accommodated at an acceptable operating level of service within the capacity provided by the four through lanes currently provided on Division Street. The existing center turn lane on Division Street allows left turn bays at street intersections and provides for left turns mid-block into businesses, and is needed to keep left turning traffic from reducing the capacity of the through lanes. As a point of reference, a four lane roadway with left turn lanes can be expected to accommodate traffic volumes up to about 45,000 vehicles per day at an acceptable LOS for the peak hour of operations.

Division Street, also known as State Highway 180, traverses from Dallas to Fort Worth, and is a Minor Arterial street through Arlington, providing an east-west connection linking the north-south major arterials of Cooper Street and Collins Street. Additionally, Division Street connects the locally significant collectors, Center Street (southbound) and Mesquite Street (northbound). Dedicated left turn bays are needed at the intersections of these streets in order to maintain acceptable traffic levels of service.

As noted in the Existing Conditions Analysis, Division Street consists of a 60-foot right-of-way with four travel lanes and a center turn lane. Normally, a five-lane roadway section would be accommodated within at least 80 feet of right-of-way, providing approximately 60 feet of pavement for five, 12-foot lanes since this is a state highway and a truck route. Currently, Division Street consists of 10 to 11-foot lanes with two to five feet remaining along the edge for utilities and sidewalks. At numerous locations, utility poles are within the four foot safety clearance zone at the edge of the roadway and several are immediately beyond the back of curb, which is a potentially hazardous condition that should be mitigated. Pedestrians walking along the Corridor are also presented with substandard walking conditions.

Pedestrian Accommodations

Due to the lack of available right-of-way width to accommodate sidewalks and utilities beyond the travel lanes along Division Street, various options may be considered for the future as the Corridor land uses evolve into more pedestrian-oriented uses. Such options include:

- Work with adjacent property owners to acquire sidewalk easements to allow installation of ample sidewalks and buffers along Division Street;
- Relocate parking and access to properties directly off of Division Street to negate the need for mid-block left turns;
- Conduct a detailed traffic access and circulation study to identify the locations and lengths of protected left turn bays and raised medians to enhance safety and facilitate movement along Division Street;
- Eliminate or minimize the center turn lane where possible along Division Street to allow for re-allocation of the 60-foot right-of-way for provision of wider sidewalk widths at critical locations. This would only be done after in-depth traffic analysis study and if appropriate levels of service could be maintained; and
- Bury the utility poles underground or otherwise relocate them to allow more clear space for provision of sidewalks along Division Street.

Sidewalk improvements should be timed to coincide with development modifications along each block of Division Street. The above improvement approaches should be considered in conjunction with the adjacent re-development initiatives on a block by block basis or as a group of blocks, as appropriate for the treatment and implemented as a phased approach. It is important to note that all improvements must be undertaken in coordination with TxDOT.

Access Management along Division Street

Access management tools, including the elimination of direct parking off of the street, parking management to eliminate numerous small parking areas along the frontage, and raised medians, have been used throughout the country to reduce the number of conflict points along a roadway and improve its

operation and safety.

- Parking access directly off of Division Street should be gradually eliminated as redevelopment takes place along the Corridor.
- Parking management for the Division Street Corridor should encourage collective parking for each block, with access to the parking from the side streets to replace numerous inefficient small parking areas along the street frontage and to make its use more effective.
- Raised medians should be provided, in concert with the managed property access and parking to enhance the safety and operation of Division Street.

As with the sidewalk improvements, each of the access management improvement approaches listed above should be considered in conjunction with the adjacent re-development initiatives on a block by block basis or as a group of blocks, as appropriate for the treatment.

Utility Assessment

Bury the utility lines and removal of the utility poles along Division Street is recommended as a long-term effort with the understanding that there are significant costs and right-of-way challenges. This action had overwhelming support during this planning process by the public, land owners, and the DCAC. The planning team observed approximately 80 utility poles along Division Street. The poles are visually distracting, hinder redevelopment opportunities, force pedestrians to enter the roadway to maneuver around them, and are located in areas desired for future sidewalks and ramps. All these issues were identified during this process and are well documented as challenges in previous reports and studies. However, no actions have been implemented to date. This is most likely due to challenges associated with cost and right-of-way acquisitions.

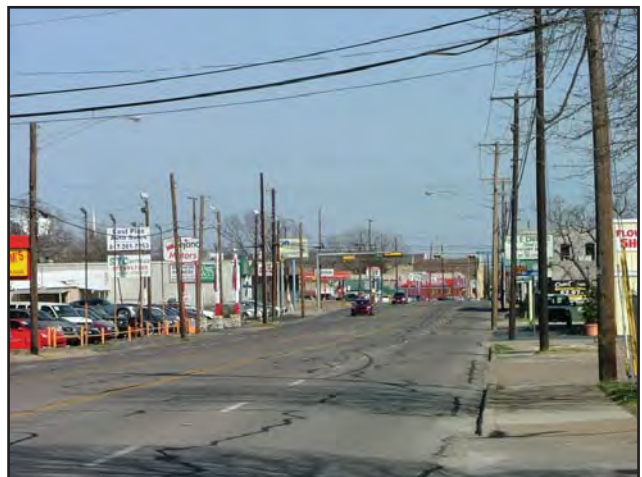
Findings and Options

During this process, the planning team met with the utility companies as part of the stakeholder meetings. The planning team outlined past plans and desires and discussed current project goals. The utility company representatives were open to discus-

sion and provided three options for consideration: 1) burial, 2) consolidation, and 3) relocation. It should be noted that Oncor owns most utility poles within the Corridor and other franchise providers use the poles and would likely follow Oncor’s direction.

Option 1- Burial: This is the most desired and best long-term solution to address public and stakeholder desires. However, this is a significant cost and, by nature, would require an approximate 10 foot easement along the fronts of properties adjacent to Division Street. This scenario is illustrated in The City of Arlington’s Downtown Master Plan. The easement will pose very difficult site design situations for many businesses and in some cases, require structure removal or loss of sales space. This option would also involve upgraded utility systems to meet code requirements, a cost some property owners commented would be too much of a financial burden. Burial may be the best option to consider as redevelopment projects materialize.

Option 2- Consolidation: This option recognizes many poles could be removed that are not necessary. In addition, overhead lines could be consolidated and moved to the south side of Division Street. This would aid in reducing the amount of visual clutter and pedestrian obstacles. Consolida-



Utility poles and overhead powerlines within the study area.

tion is most likely a short-term or interim solution.

Option 3- Relocation: This is a long-term option similar to burial. Relocations would remove poles and overhead lines along Division Street and relocate them elsewhere. Most likely right-of-ways for relocation would be along North Street and Front Street. This option would go a long way toward improving the visual appearance of Division Street. However, moving the poles and overhead lines to another street doesn't necessarily solve any issue, it just moves the problem to a different location.

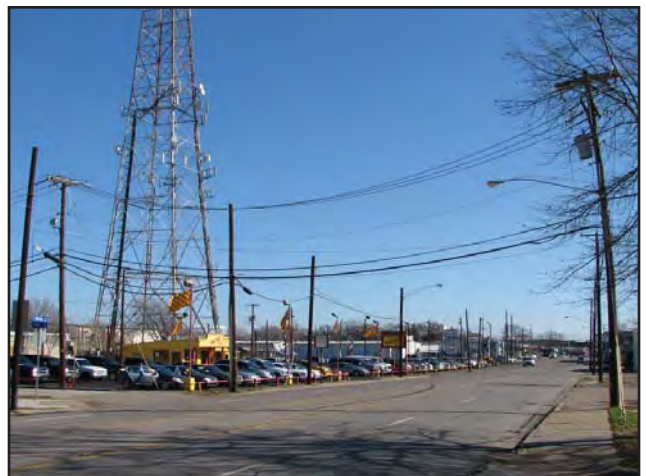
According to Oncor representatives, if the City is interested in burial or relocation, the next steps to further study the solution and prepare cost estimates would involve the development of a relocation/burial plan to outline preferred scenarios. The City would need to submit a relocation plan to the utility providers in order for a preliminary cost estimate to be produced. However, during the planning process it was determined that immediately addressing costly scenarios would not be encouraged or align with redevelopment strategies. The utility assessments were placed on hold until the City determines an appropriate time to move forward. In the interim, consolidation of poles may be a solution to consider.

Strategies

Long-term goals include pole removal and lines buried, along with new curbs and sidewalks being constructed, but implementation is on a project-by-project basis. Additionally, property owners should anticipate and update their electrical service within their property lines to meet the long-term objective. In the interim, short-term actions include consolidation of poles and overhead lines and public art initiatives which paint or decorate poles.



Utility poles affect pedestrian safety and narrow right-of-ways limit preferred solutions.



Utility poles and overhead powerlines dominate Division Street's appearance

Parking Assessment

A parking assessment was conducted to ensure the proposed Targeted Development Plan and recommended development opportunities could accommodate necessary parking. In addition, the assessment was conducted to ensure parking needs for existing businesses are being considered and to help identify parking recommendations. It is important to note at the time of this study, the City was undertaking a complete rewrite of its Zoning Ordinance and some parking standards may change.

Map 4.4 illustrates the parking study areas used for the assessment. Table 4.3 details the parking assumptions and requirements for each parking study area. The parking study areas were determined based on recommended opportunities and the planning team’s assumption that future parking regulations should be considered based upon entire blocks or based upon entire redevelopment projects. While the study area has several base zoning districts, the City of Arlington’s Mixed-Use District Section 9-1300 was used for this analysis because a mixed-use style district is recommended as future zoning for the Division Street Corridor Strategy. In addition, the Mixed-Use standards used for the assessment have more restrictive residential parking requirements and the planning team wanted to ensure the recommended Targeted Development Plan could meet most future parking standards. Although the parking assessment considered the maximum required spaces per the Zoning Ordinance, this should not be the goal for the Division Street Corridor.

General notes for the parking assessment:

- The City of Arlington’s Section 15-300.B-Shared Parking tables were not applied for this analysis in order to find the maximum required spaces per existing code
- The City of Arlington’s Mixed-Use District Section 9-1300 along with the current zoning for study area, Section 9-1200 D.16.b. and Section 9-1200 E.14.a, require 1/2 of non-residential standards per Table 15-400
- Adjacent on-street parking was considered to meet Mixed-Use District requirements

Parking Study Area 1

Study Area 1 consists entirely of Opportunity A- Senior Living along with related support retail and day care spaces. Based on the current zoning’s definition for Supervised Living and the associated parking space requirements, the project will need to consider special parking requirements. It is recommended that the Supervised Living requirements for Downtown areas be reduced from 1.5 spaces per dwelling unit to less than one space per dwelling unit. It could even consider using beds in place of dwelling units such as Arlington’s Nursing Home/ Personal Care parking requirements but further reduce spaces to one space per two beds.

Parking Study Area 2

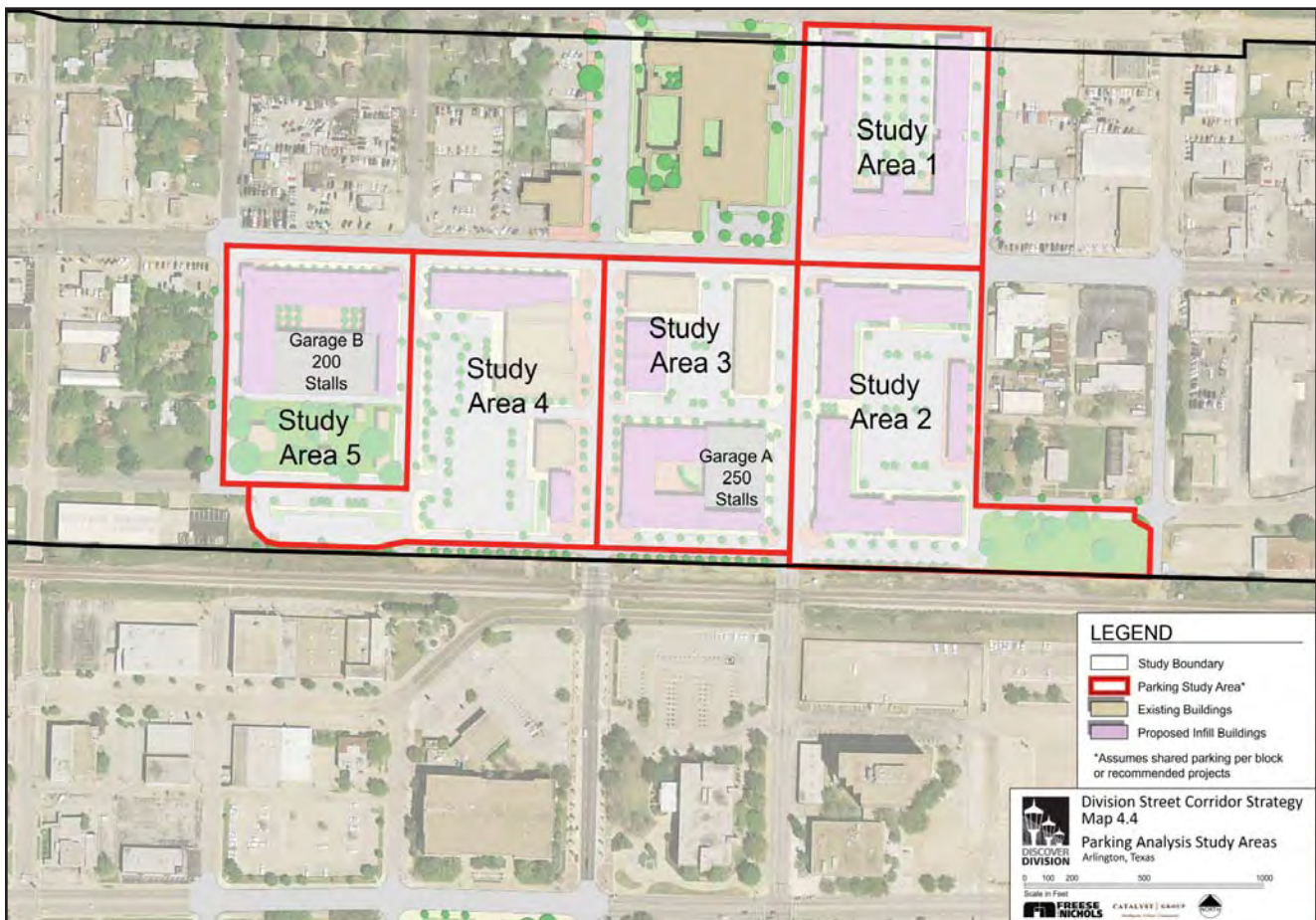
Study Area 2 consists of Opportunities B and J. The proposed surface parking and adjacent shared Garage A parking meet the Mixed-Use parking requirements. It is recommended that future Mixed-Use Districts further reduce residential parking requirements to one space per residential unit or one space per bedroom and consider visitor parking in surrounding garages.

Parking Study Area 3

Study Area 3 consists of Opportunities D and E along with the existing Vandergriff Town Center. The proposed surface parking and on-site Garage A meet the parking requirements. Additional spaces have been shown in Study Area 3 that could be used by existing businesses, during events or as needed overflow from surrounding restaurants.

Parking Study Area 4

Study Area 4 consists of Opportunities F and K, portions of Opportunity G, and the existing restaurants and theater. The proposed surface parking and shared Garage A meet the parking requirements. Additional spaces have been shown in Study Area 4 that could be used by existing businesses, during events or as needed overflow from surrounding restaurants.



Map 4.4 Parking Analysis Study Areas

Parking Study Area 5

Study Area 5 consists of portions of Opportunity G. The proposed surface parking and on-site Garage B meet the parking requirements. Although no space requirements are spelled out for the Knapp Heritage Park, future parking should be considered within the park’s expanding program.

Parking Conclusion and Recommendations

Currently, short-term parking solutions are needed for existing businesses in the study area near Center Street. While additional new surface parking would help the existing businesses, it is not recommended because it could further separate the study area from the City Hall area, limit block face closure potential and could be costly. There are a range of solutions to this perceived problem that can be addressed through varying solutions over a phased period. Interim options should consider use of the currently available weeknight and weekend parking

in the existing library and City Hall parking lots. In addition, interim options should consider valet service with affected businesses in conjunction with parking in City lots. Short-term, the City should identify all streets within the immediate downtown area surrounding these establishments that can accommodate free on-street parallel and head-in parking without physical improvements. Once identified, restripe spaces if necessary and implement this option. Afterward, those street conditions that require physical improvements to open up parallel and head-in parking could be funded and improved through Public Improvement District (PID) funding, and reimbursed by TIRZ funds.

Long-term parking solutions should include shared structured parking facilities and minimization of surface parking lots. The importance of the parking garages as a shared on-site and off-site parking solution cannot be undermined. Most likely, their financing and construction costs will need to involve

Study Area 1 (see Map 4.4)														
Existing uses**			Proposed Uses***			Total Uses***			Parking Required Per Use Type*			Parking Provided****		
na	na	na	Senior Living	150	units/beds	Senior Living	150	units/beds	1.5/unit	225	spaces	Surface	58	
na	na	s.f.	Retail	4,000	s.f.	Retail	4,000	s.f.	3/1,000 s.f. (x 0.5)	6	spaces	-	-	
na	na	na	Daycare	60	pupils	Daycare	60	pupils	1/eight pupils	4	spaces	-	-	
TOTALS									235 spaces			123 spaces		
Study Area 2 (see Map 4.4)														
Existing uses**			Proposed Uses***			Total Uses***			Parking Required Per Use Type*			Parking Provided****		
na	na	na	Residential	166	units	Residential	166	units	1.5/unit	249	spaces	Surface	227	
na	na	s.f.	Retail	8,000	s.f.	Retail	8,000	s.f.	3/1,000 s.f. (x 0.5)	12	spaces	Garage A	50	
na	na	na	Park	37,000	s.f.	Park	37,000	s.f.	Assumed	10	spaces	(50 of 250 from Project E)	-	
TOTALS									271 spaces			277 spaces		
Study Area 3 (see Map 4.4)														
Existing uses**			Proposed Uses***			Total Uses***			Parking Required Per Use Type*			Parking Provided****		
na	na	na	Residential	15	units	Residential	15	units	1.5/unit	23	spaces	Surface	132	
Retail	15,500	s.f.	Retail	11,500	s.f.	Retail	27,000	s.f.	3/1,000 s.f. (x 0.5)	41	spaces	Garage A	100	
Office	30,500	s.f.	Office	62,680	s.f.	Office	93,180	s.f.	3/1,000 s.f. (x 0.5)	140	spaces	(100 of 250 from Project E)	-	
Restaurant	na	s.f.	Restaurant	17,000	s.f.	Restaurant	17,000	s.f.	3/1,000 s.f. (x 0.5)	26	spaces	-	-	
TOTALS									228 spaces			232 spaces		
Study Area 4 (see Map 4.4)														
Existing uses**			Proposed Uses***			Total Uses***			Parking Required Per Use Type*			Parking Provided****		
Theater	1,100	seats	Theater	na	na	Theater	1,100	seats	1/four seats	275	spaces	Surface	251	
Retail	-	s.f.	Retail	17,500	s.f.	Retail	17,500	s.f.	3/1,000 s.f. (x 0.5)	26	spaces	Garage A	100	
Restaurant	17,000	s.f.	Restaurant	5,500	s.f.	Restaurant	22,500	s.f.	3/1,000 s.f. (x 0.5)	34	spaces	(100 of 250 from Project E)	-	
TOTALS									335 spaces			351 spaces		
Study Area 5 (see Map 4.4)														
Existing uses**			Proposed Uses***			Total Uses***			Parking Required Per Use Type*			Parking Provided****		
na	na	na	Residential	120	units	Residential	120	units	1.5/unit	180	spaces	Surface	20	
Park	42,000	s.f.	Park	na	na	Park	42,000	s.f.	Assumed	30	spaces	Garage B	200	
TOTALS									210 spaces			220 spaces		

*Based on City of Arlington's Mixed-Use District Section 9-1300 (requires 1/2 of non-residential standards per Table 15-400)
 **Approximate existing building sizes to remain
 ***Approximate mixed-uses per Targeted Development Plan
 ****Approximate parking per Targeted Development Plan, includes adjacent on-street parking

Table 4.3 Division Street Parking Analysis

some type of public-private partnership. Land in the area is too valuable and the desired urban density cannot be achieved through surface parking facilities. Timing for garage development will be highly dependent on the sequence of infill development. Timing will require careful consideration as the area redevelops to ensure parking does not negatively impact the new development potential for creating critical mass.

The City's existing parking requirements will be simplified in the forthcoming updated Zoning Ordinance. Overall, the City's Downtown and Mixed-Use parking requirements have been reduced for the better in order to promote walkability and an appropriate urban environment. The following are recommended updates to the City's parking regulations to further support the Division Street Corridor Strategy. Some of these items may be included in the forthcoming rewrite of the Zoning Ordinance.

- Combine parking requirements into a single location within the Zoning Ordinance.
- Continue to allow and promote shared parking ratios based on land use types and peak demand time frames per use.
- Continue to allow space reductions for non-residential uses.
- Consider a maximum parking requirement in contrast to minimum parking requirements to further support the desired urban environment.
- Limit the surface parking allowed.
- Continue surface parking location, orientation, and screening requirements.
- Promote shared parking garages.
- Reduce the space requirements for Supervised Living.
- Reduce the residential covered parking requirements for future Mixed-use districts.

Implementation of Recommended Strategies

A “multi-tool” approach is recommended in which multiple strategies, funding sources and partners are employed in order to collectively work to achieve the desired results. A range of strategies may be appropriate within a given location and, therefore, each possible strategy should be understood and examined in order to determine where it may be most appropriately used. Regulatory actions, such as zoning updates, are only some components of what the City could do to implement the vision. Financial incentives, specifically those appropriated by Chapter 380 of the Texas Local Government Code, should be utilized by the City in order to create incentives to attract desired development. In most cases, funding could include private funding, City funds, Tax Increment Reinvestment Zones funds, Public Improvement Districts, tax abatements,

Chapter 380 grants/loans, state and federal grants, and sponsor-based funding.

The following implementation tables are deliberately brief and targeted. They provide key strategies and recommendations for guidance, future policy development and redevelopment initiatives. This report should continuously be examined and referenced in the future. When making informed decisions regarding the Division Street Corridor’s direction, the Division Street Corridor Strategy report, along with previous planning documents, should be considered as a whole. While the implementation guide provides specific direction, not all recommendations and possible courses of action are contained within the tables. The most important implementation item is to develop the infill opportunities described as the opportunities recommendations and illustrated on the Targeted Development Plan.

DIVISION STREET CORRIDOR STRATEGIES			
STRATEGY	KEY RECOMMENDATION(S)	TARGET TIMELINE/PRIORITY	POTENTIAL RESOURCE(S)
Conduct annual review of the Division Street Corridor Strategy report	<ul style="list-style-type: none"> Schedule and conduct annual review meetings to discuss progress, opportunities and other potential action items to help facilitate the Division Street Corridor redevelopment and improvements Include city departments, local organizations, property and business owners, developers, the Downtown Arlington Management Corporation and other appropriate parties 	Ongoing, High Priority	City staff, NCTCOG, local organizations, property owners
Create development incentive packages which support recommendations	<ul style="list-style-type: none"> Work with the City’s Economic Development Department and the Downtown Arlington Management Corporation to outline development incentives for recommended infill opportunities Work with the current Business Improvement District (BID) and Chamber of Commerce to ensure Division Street Corridor Strategies are aligned with the District’s current goals 	2012-2013, High Priority	City staff, DAMC, property owners

Table 4.4 Implementation Items

DIVISION STREET CORRIDOR STRATEGIES

STRATEGY	KEY RECOMMENDATION(S)	TARGET TIMELINE/ PRIORITY	POTENTIAL RESOURCE(S)
Promote Land Uses that support Division Street Corridor Strategy’s vision and community’s desires	<ul style="list-style-type: none"> Update and incorporate Division Street Corridor Strategy land use recommendations in future comprehensive plan updates Preserve existing Residential areas Preserve existing Public uses Promote Commercial and Retail uses as the gateways to the Corridor at major intersections Embrace Mixed-use developments and redevelopment as the core for the Corridor Close the gap between Downtown’s Division Street area and Downtown areas south of the railroad corridor with critical building mass to create block face closure 	2012-2013, High Priority	City staff, consultant, general funding
Work with multiple groups to market the Division Street Corridor and recommended programs	<ul style="list-style-type: none"> Partner with other Arlington and Downtown organizations to create continuous marketing materials and ads based on market assessment and showcase redevelopment plans and vision for the Corridor Consider web-based, print and social media marketing platforms 	Ongoing, High Priority	City staff, DAMC, Chamber of Commerce, property owners, general funds, BID
Implement Opportunity A- Senior Living as a catalyst project	<ul style="list-style-type: none"> Support and work with property owners to develop the Senior Living catalyst project Consider public-private partnership and development incentives Develop adjacent streets as urban streetscape setting Consider joint venture with First United Methodist Church for on-site programs such as day care or educational space Work with small auto dealerships that currently exist on block to relocate to Opportunity C new location 	High Priority	City staff, property owners, DAMC, private funds, BID, new market tax credits, CDBG Section 108, tax abatement, TIRZ funds, Chapter 380 loans/grants

Table 4.5 Implementation Items

DIVISION STREET CORRIDOR STRATEGIES			
STRATEGY	KEY RECOMMENDATION(S)	TARGET TIMELINE/PRIORITY	POTENTIAL RESOURCE(S)
Implement Opportunity B- Residential Lofts as a catalyst project	<ul style="list-style-type: none"> • Support and work with property owners to develop the Residential Lofts catalyst project • Consider public-private partnership and development incentives • Develop adjacent streets as urban streetscape setting • Consider non-residential uses in store-front setting facing Division Street • Work with small auto dealerships that currently exist on block to relocate to Opportunity C new location • Work with the Farmers’ Market ownership to be acquired, relocated or to become part of the Opportunity B development 	High Priority	City staff, property owners, DAMC, private funds, BID, new market tax credits, CDBG Section 108, tax abatement, TIRZ funds, Chapter 380 loans/grants
Implement Opportunity I- Mobile Food Plaza	<ul style="list-style-type: none"> • Coordinate with adjacent property owners, Downtown Arlington Management Corporation, and the Levitt Pavilion for consistent times for trucks. • Contact and coordinate with mobile food truck vendors for services during lunch and local events. 	High Priority	Property owners, DAMC, City staff, private funds
Provide short-term parking solutions for existing businesses	<ul style="list-style-type: none"> • Work with existing businesses near Center Street and Division to coordinate short-term parking solutions during peak parking demands • Encourage evening and weekend parking for events and restaurants in existing City lots north of the Library and City Hall • Consider evening and weekend valet service in conjunction with parking in City lots 	2012-2013, High Priority	Property owners, city staff, private funds, general funds, TIRZ funds
Create incentives for new business signs	<ul style="list-style-type: none"> • Work with property owners to create a sign incentive program to remove existing business signs and replace with new signs • Replacement signs should be eclectic, art deco style or artistic neon signs, the goal is to create a visual destination unique to the region and strengthen the Corridor’s image 	2013-2015, High Priority	City staff, property owners, private funds, general funds, BID funds

Table 4.6 Implementation Items

DIVISION STREET CORRIDOR STRATEGIES			
STRATEGY	KEY RECOMMENDATION(S)	TARGET TIMELINE/PRIORITY	POTENTIAL RESOURCE(S)
Reduce visual clutter	<ul style="list-style-type: none"> Implement aesthetic improvements to reduce the amounts of unused vertical elements on properties such as banner poles and utility poles 	2012-2014, High Priority	Property owners
Consolidate existing poles and create public art initiative for remaining ones	<ul style="list-style-type: none"> Partner with utilities to remove unnecessary and underutilized poles Partner with utility providers for permission and marketing/publicity campaign with public art initiative Contact local organizations, business owners, students and artists to organize public art workshop to paint existing utility poles The goal is to create short-term visual improvements unique to the Corridor and strengthen the visual image 	2012-2014, High Priority	Utility providers, city staff, volunteers, corporate sponsors, local organizations, private funds, sponsor-based funds
Consider implementation of limited amount of streetscape and sidewalks on key blocks positioned for redevelopment	<ul style="list-style-type: none"> Update CIP database with streetscape improvements Coordinate enhancements as a phased approach with redevelopment efforts 	Ongoing, High Priority	City staff, property owners, developers, private funds, general funds, TIRZ funds, BID
Implement Opportunities C through K per the Opportunity Recommendations section	<ul style="list-style-type: none"> See this report's Opportunity Recommendations section for full project descriptions Work with property owners, developers, financial institutions, the Downtown Arlington Management Corporation and city resources to achieve infill recommendations Develop adjacent streets as urban streetscape setting 	Ongoing, Medium Priority	City staff, property owners, DAMC, private funds, BID, new market tax credits, CDBG Section 108, tax abatement, TIRZ funds, Chapter 380 loans/grants

Table 4.7 Implementation Items

DIVISION STREET CORRIDOR STRATEGIES

STRATEGY	KEY RECOMMENDATION(S)	TARGET TIMELINE/ PRIORITY	POTENTIAL RESOURCE(S)
Preserve Knapp Heritage Park	<ul style="list-style-type: none"> Promote Knapp Heritage Park as key Downtown destination, educational facility and amenity to future development Work with Arlington Historical Society to continue to develop and improve Knapp Heritage Park Consider buffers, complementary architectural styles and building heights for future infill developments adjacent to Knapp Heritage Park 	Ongoing, Medium Priority	Arlington Historical Society, city staff, volunteers, property owners, local organizations, private funds, sponsor-based funds, grants
Continue to work with property owners on Code Enforcement issues	<ul style="list-style-type: none"> Work with property owners to identify and correct right-of-way encroachments Work with property owners to identify and correct code violations that are unsightly and directly impact aesthetics and visitor perceptions 	Ongoing, Medium Priority	City staff, property owners, private funds
Implement Opportunity J-New Park	<ul style="list-style-type: none"> Develop a new park as an urban amenity for surrounding infill development Consider history of the area when developing park name Consider corporate/private funding partner for sponsorship Incorporate recommendations from the Urban Design Center’s “Front and Center Redevelopment Proposal” Develop adjacent streets as urban streetscape setting 	2013-2015, Medium Priority	City staff, volunteers, corporate sponsors, local organizations, private funds, sponsor-based funds, state/federal grants
Consider burial of utilities along Division Street in conjunction with new development	<ul style="list-style-type: none"> Develop relocation plan to outline preferred scenarios Consolidate existing poles in the short-term Work with utility providers to develop cost estimates based on relocation plan Implement burial and/or relocation on a project by project basis in conjunction with recommended projects Work with property owners to develop easements or right-of-way expansions along Division Street Work with property owners to update electrical services as necessary 	Ongoing, Medium Priority	Utility providers, TxDOT, city staff, NCTCOG, property owners, DAMC, private funds, BID, TIRZ funds, general funds

Table 4.8 Implementation Items

DIVISION STREET CORRIDOR STRATEGIES

STRATEGY	KEY RECOMMENDATION(S)	TARGET TIMELINE/ PRIORITY	POTENTIAL RESOURCE(S)
Coordinate streetscape improvements for Division as a phased approach with infill redevelopment	<ul style="list-style-type: none"> Coordinate future improvements with TxDOT Remove right-of-way encroachments from adjacent businesses Remove utility poles and bury utility lines along Division Street Provide sidewalks and ramps along Division Street from Cooper Street to Collins Street Provide crosswalks and intersection enhancements at signalized intersections Provide landscaping and street trees Provide new curbs in conjunction with future roadway surface and sidewalk improvements Consider buffer adjacent to roadway 	Ongoing, Medium Priority	TxDOT, NCTCOG, property owners, city staff, private funds, general funds, TIRZ funds, BID, state/federal grants
Coordinate streetscape improvements for Front Street as a phased approach with infill redevelopment	<ul style="list-style-type: none"> Update CIP database with Front Street improvements Realign Front Street from Pecan Street to Elm Street Incorporate existing parking lot's paving surface and improvements (north of railroad corridor and near Center Street) Include two narrow travel lanes, one eastbound and one westbound Include new wide sidewalks, ramps, curbs, crosswalks, landscaping, lighting, street trees and aesthetic features similar to Center Street improvements Provide on-street parking for all blocks Include buffer tree row along railroad Include small roundabout at Front Street and Pecan Street Include small roundabout at Front Street and Elm Street 	2012-2014, Medium Priority	City staff, property owners, developers, private funds, general funds, TIRZ funds, BID
Provide new surface parking	<ul style="list-style-type: none"> Implement Opportunity K- New Parking New parking should include aesthetic enhancements including sidewalks, lighting, landscaped areas, and trees Opportunity K should provide parking for adjacent park, infill residential and restaurant uses Additional head-in parking can be provided along Front Street, north of Project K 	2012-2014, Medium Priority	Property owners, city staff, private funds, general funds, TIRZ funds

Table 4.9 Implementation Items

DIVISION STREET CORRIDOR STRATEGIES

STRATEGY	KEY RECOMMENDATION(S)	TARGET TIMELINE/ PRIORITY	POTENTIAL RESOURCE(S)
Conduct traffic and access management plan for Division Street	<ul style="list-style-type: none"> • Consider entire Division Street length through Arlington, including areas beyond Division Street Corridor Strategy boundary • Parking access directly off of Division Street should be gradually eliminated • Minimize driveway cuts and conflicts • Considered raised medians • Provide connections and cross access easements to adjacent properties when possible • On-site circulation solutions should be used in conjunction with roadway improvements 	2013-2015, Medium Priority	Consultant, TxDOT, NCTCOG, city staff, utility providers, property owners, general funds
Provide new shared structured parking facilities in conjunction with new development	<ul style="list-style-type: none"> • Implement parking garages in conjunction with Opportunities E and G • Minimize future surface parking lots in Downtown • Consider public-private partnership on all structured parking • Garages for Projects E and G should provide joint public and private parking for all recommended adjacent infill redevelopment 	2013-2016, Medium Priority	Developer, DAMC, private funds, general funds, TIRZ funds, BID, new market tax credits, CDBG Section 108, tax abatement, Chapter 380 loans/grants
Coordinate streetscape improvement for streets adjacent to recommended infill opportunities as a phased approach	<ul style="list-style-type: none"> • Update CIP database with streetscape improvements for North Street, Oak Street, Pecan Street, Mesquite Street, and Elm Street frontages adjacent to recommended infill opportunities • Consider public-private partnership • In all cases, proposed streetscape improvements should promote a pedestrian-oriented environment and support design context for adjacent structures • Provide on-street parking • Include new wide sidewalks, ramps, curbs, crosswalks, landscaping, lighting, street trees and aesthetic features similar to Center Street improvements 	Ongoing, Medium Priority	City staff, property owners, developers, private funds, general funds, TIRZ funds, BID
Update Tax Increment Reinvestment Zone Number One	<ul style="list-style-type: none"> • Revise duration of the zone to future date beyond 2018, in order to include potential additional TIRZ resources created by recommended redevelopment program 	2012-2018, Low Priority	City staff, TIRZ Board of Directors, general funding

Table 4.10 Implementation Items



Appendix



Appendix

Survey Results

A Division Street Corridor online survey was conducted during the existing conditions analysis. The survey was anonymous and included 68 responses to 19 questions. Responses for questions 14-19 include answers directly as they were provided.

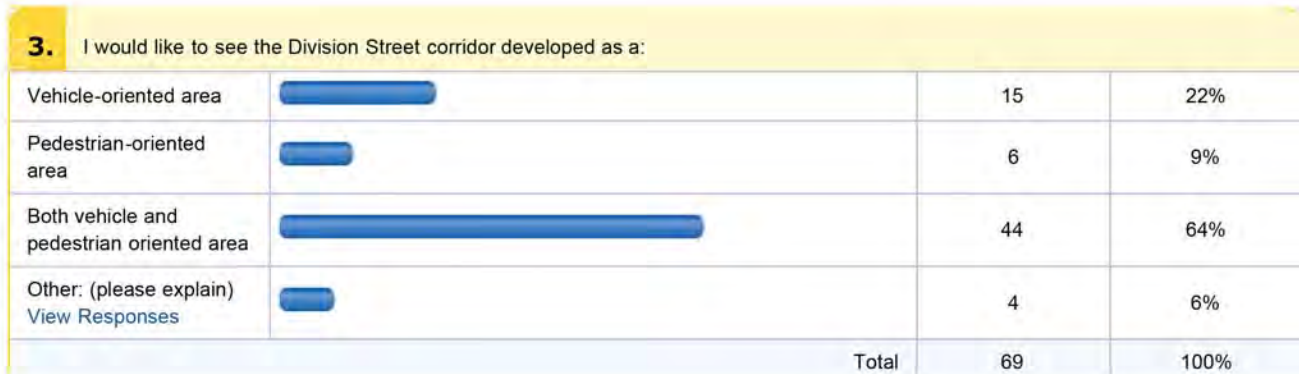
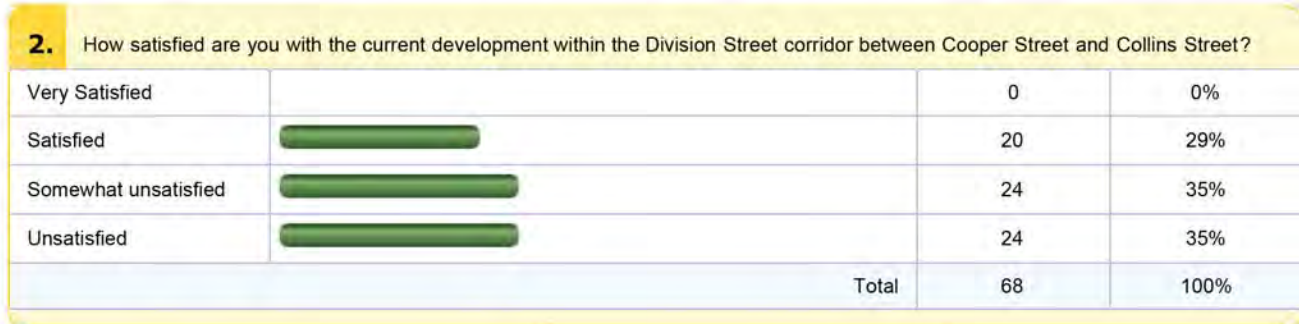
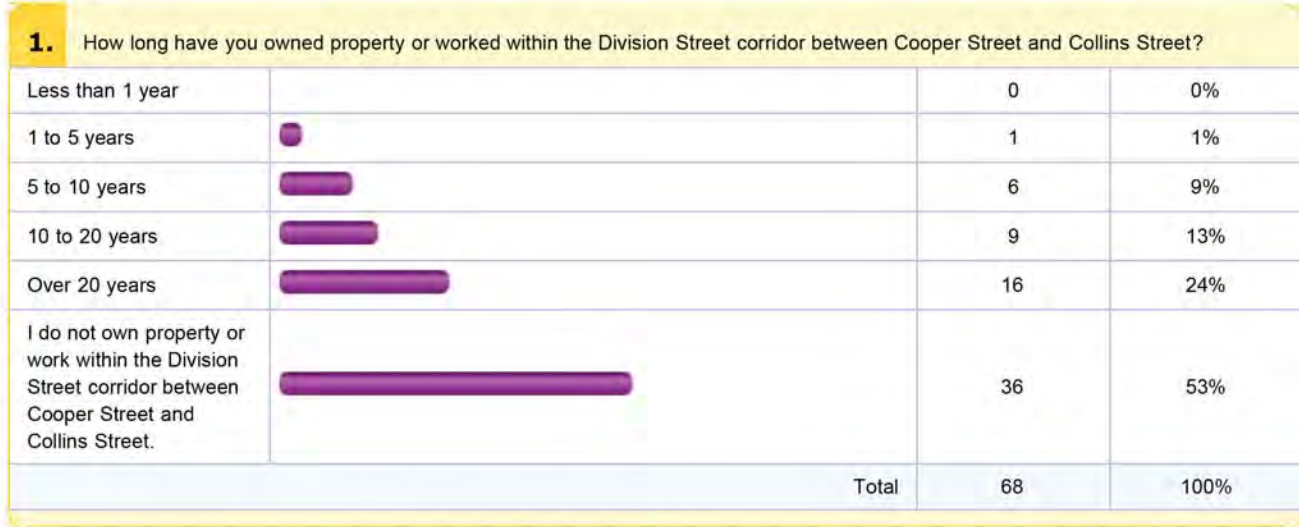


Figure A.1 Survey Results, Division Street Corridor Online Survey

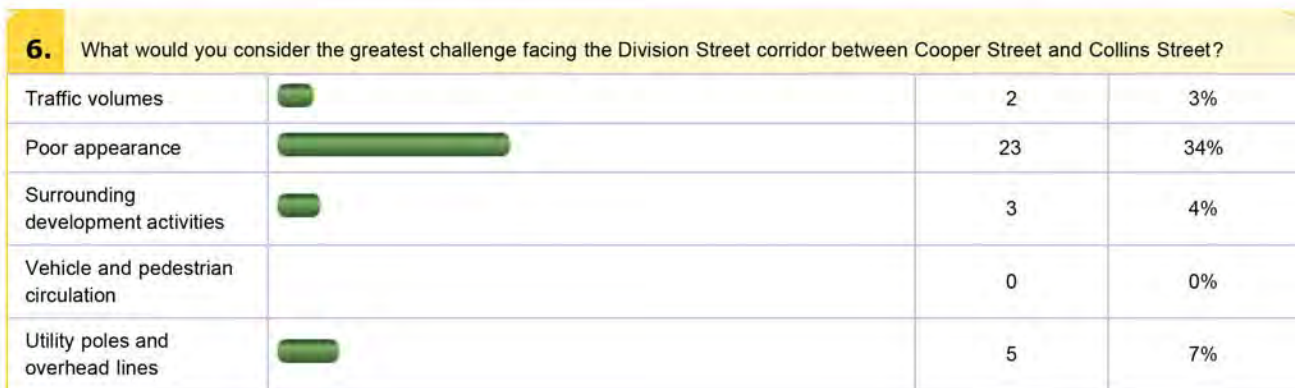
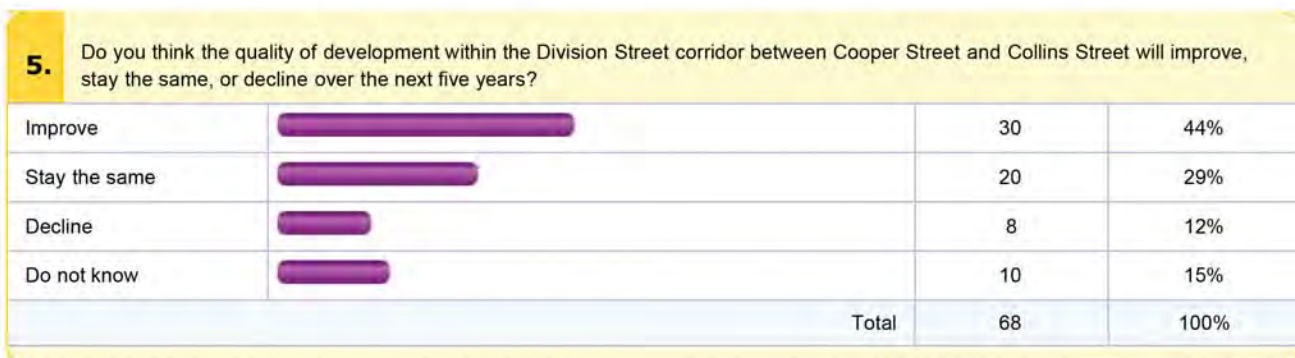


Figure A.2 Survey Results, Division Street Corridor Online Survey

6. What would you consider the greatest challenge facing the Division Street corridor between Cooper Street and Collins Street?

Traffic volumes		2	3%
Poor appearance		23	34%
Surrounding development activities		3	4%
Vehicle and pedestrian circulation		0	0%
Utility poles and overhead lines		5	7%
Lack of residential uses		0	0%
Existing developments and businesses		25	37%
City resources		3	4%
Competition with interstate corridors		0	0%
Do not know		0	0%
Other: (please explain) View Responses		7	10%
Total		68	100%

7. How would you rate the Division Street corridor between Cooper Street and Collins Street in terms of its general appearance?




Excellent		0	0%
Good		2	3%
Fair		21	31%
Poor		45	66%
Total		68	100%

8. How important is the Division Street corridor to serve as a connection between Downtown Arlington and the Entertainment district?

Very important		43	63%
Important		14	21%
Somewhat important		10	15%
Not important		1	1%
Total		68	100%

Figure A.3 Survey Results, Division Street Corridor Online Survey

9. How would you describe the utility poles and overhead lines along Division Street corridor between Cooper Street and Collins Street?

I do not notice the utility poles along Division Street.		11	16%
The utility poles and overhead lines are necessary for properties and their visual appearance does not concern me.		16	24%
The utility poles are distracting for visitors and property owners, cause conflicts for pedestrians and degrade the appearance of the corridor.		41	60%
Total		68	100%

10. In regards to the Division Street corridor between Cooper Street and Collins Street please rate the following as "Excellent", "Good", "Fair", or "Poor".

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Excellent	Good	Fair	Poor	N/A
	1	2	3	4	N/A
Street maintenance	2 3%	21 31%	36 53%	9 13%	0 0%
Sidewalks	2 3%	7 10%	10 15%	46 68%	3 4%
Building appearances	2 3%	3 4%	24 35%	39 57%	0 0%
Law enforcement	4 6%	30 44%	22 32%	4 6%	8 12%
Zoning	2 3%	16 24%	19 28%	23 34%	8 12%
Redevelopment potential	27 40%	31 46%	8 12%	1 1%	1 1%
Center Street developments	35 51%	23 34%	6 9%	1 1%	3 4%
Mix of businesses and development	8 12%	22 32%	17 25%	21 31%	0 0%
City services	4 6%	29 43%	23 34%	5 7%	7 10%
Business sign appearance	4 6%	10 15%	22 32%	32 47%	0 0%
Open space and parks	5 7%	8 12%	7 10%	46 68%	2 3%

Figure A.4 Survey Results, Division Street Corridor Online Survey

11. Please rate the following land uses in the Division Street corridor between Cooper and Collins.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Appropriate	Somewhat Appropriate	Somewhat Inappropriate	Very Inappropriate	N/A
	1	2	3	4	N/A
Small dept. store (ex. Kohl's)	10 15%	20 29%	17 25%	20 29%	1 1%
Large dept. store (ex. Dillard's)	5 7%	11 16%	18 26%	33 49%	1 1%
Super retailers (ex. Target)	6 9%	15 22%	16 24%	29 43%	2 3%
Small, local retailers	47 69%	17 25%	2 3%	1 1%	1 1%
Auto sales	10 15%	15 22%	16 24%	25 37%	2 3%
Gas stations, convenience stores	12 18%	27 40%	22 32%	7 10%	0 0%
Entertainment venues	45 66%	16 24%	4 6%	3 4%	0 0%
Full service (sit-down) restaurant	51 75%	12 18%	3 4%	2 3%	0 0%
Fast food restaurants	16 24%	30 44%	15 22%	7 10%	0 0%
Single category food shops (ex. bakery)	35 51%	27 40%	4 6%	2 3%	0 0%
Maintenance and repair services	8 12%	17 25%	23 34%	19 28%	1 1%
Office suites/business parks	18 26%	31 46%	15 22%	4 6%	0 0%
Family practice medical offices	12 18%	30 44%	20 29%	6 9%	0 0%
Mixed use style developments (places where people can live, shop, and work in one location)	34 50%	26 38%	3 4%	5 7%	0 0%
Residential - Townhouses/Condos	19 28%	28 41%	15 22%	6 9%	0 0%
Residential - Senior living	7 10%	22 32%	22 32%	16 24%	1 1%
Residential - Multi-family	8 12%	17 25%	19 28%	23 34%	1 1%
Residential - Single family	6 9%	15 22%	22 33%	23 34%	1 1%
Light Industrial (warehousing)	2 3%	9 13%	18 26%	37 54%	2 3%
Heavy Industrial (manufacturing)	2 3%	1 1%	13 19%	50 74%	2 3%

Figure A.5 Survey Results, Division Street Corridor Online Survey

12. How important or unimportant are the following to you in terms of the Division Street corridor's quality of life and business development?					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Important	Important	Unimportant	Very Unimportant	N/A
	1	2	3	4	N/A
New sidewalks	32 47%	27 40%	7 10%	2 3%	0 0%
New curbs	28 41%	26 38%	12 18%	1 1%	1 1%
Attractive landscaping	39 57%	22 32%	5 7%	2 3%	0 0%
On-street parking	19 28%	17 25%	25 37%	6 9%	1 1%
Availability of residential uses	12 18%	24 35%	20 29%	10 15%	2 3%
An effective roadway network	26 38%	33 49%	5 7%	4 6%	0 0%
Employment opportunities	30 44%	25 37%	8 12%	4 6%	1 1%
Enhancing the corridor's identity	33 49%	24 35%	8 12%	3 4%	0 0%
Public art	18 26%	27 40%	15 22%	8 12%	0 0%
Mixed use development (places where people can shop, live and work in one location)	34 50%	23 34%	4 6%	7 10%	0 0%
Public transportation	31 46%	15 22%	11 16%	11 16%	0 0%
Open space and parks	22 32%	24 35%	14 21%	7 10%	1 1%
Connection to Downtown	48 71%	15 22%	2 3%	3 4%	0 0%
Connection to the Entertainment district	44 65%	17 25%	4 6%	3 4%	0 0%
Additional off-street parking	36 53%	20 29%	5 7%	7 10%	0 0%
Safe and easy to walk	50 74%	12 18%	4 6%	2 3%	0 0%

Figure A.6 Survey Results, Division Street Corridor Online Survey

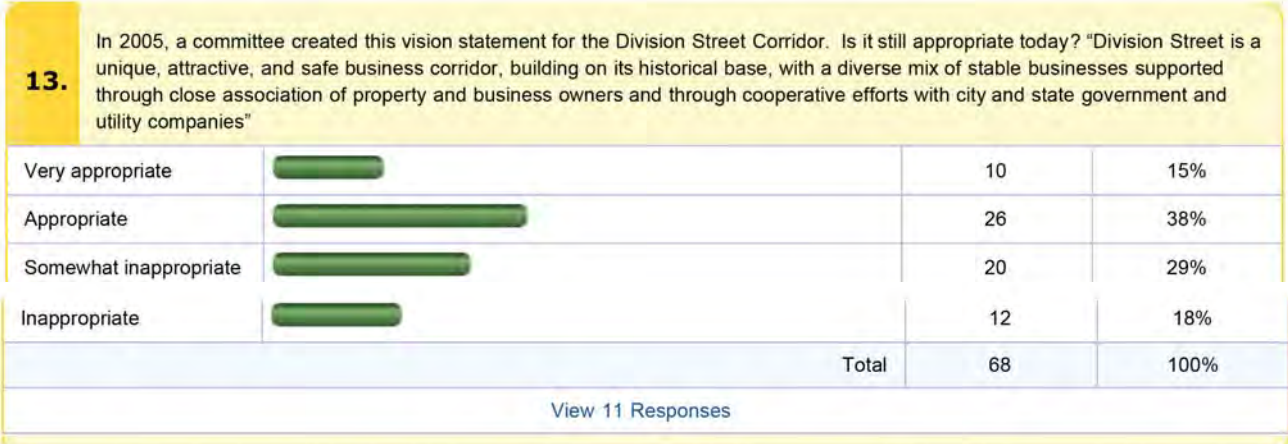


Figure A.7 Survey Results, Division Street Corridor Online Survey

Question 14.

If you could select a corridor or area located in another city as a model for Division Street, what would that be and why?

Responses

- Lancaster in Fort Worth.
- Abram Street, Cooper Street, or North Collins
- Waxahachie, Granbury, Grapevine, Goliad There are so many others but I can't think of them right off. They just have there own unique look about them. I like going to towns, cities like these. It shows there history. They don't have to be modern. Like a soda shop or the Ben Franklin we used to have in downtown Arlington.
- Fredericksburg, TX - It is pedestrian friendly. Even thought the town got the old look but it got unique and attractive characters. The verity of small/mom & pub shops add charm and identity to the town.
- Downtown Grapevine
- Bishop Arts District, Dallas
- Camp Bowie in Fort Worth. It has good vehicle flow with a good mix of development around it.
- Knox/McKinney area of Dallas Davis/Bishop Arts area of Dallas West 7th - Fort Worth
- w 7th, ft w: aggressive mixed development, high visibility
- DuPont, Washington. Beautifull plan with the corridor lined with a good balance of businesses (no cars) from cleaners to cigar shop, financial institutions, hotels, living space and green park space.
- South on Cooper Street. Heavy traffic volume

but a diverse mix of shops, restaurants, and light industrial businesses that are all coexist while pleasing to the eye.

- League City, Hwy 518 about 2 miles east of I-45
- Third Street Promenade Santa Monica, CA
- 7th street, downtown Ft. Worth
- Main Street, Grapevine.
- Cooper Street
- west 7th in fort worth
- Abram Street. Same historical feeling of the buildings, same traffic setup (4 lane road), but a completely different feel because of the businesses located there. Division Street has the potential for a business renewal like Abram Street is seeing with Twisted Root, Flying fish, etc.
- Magnolia St in Fort Worth
- The Bishop Arts District of Dallas, South Congress Section of Austin, Magnolia Section of Ft Worth
- Little Road between US 287 and its merge wt SW Green Oaks (except more pedestrian friendly). Quality businesses, reasonably good traffic flow and good landscaping with multiple property owners along the thoroughfare.
- Sundance square
- Fort worth
- An area which has seen the success of developing what it has and making it the best in the country....Cowtown or any other area with a dense concentration of one single industry;i.e. used car businesses. Lets make it the best little Used car Auto Mall in the Country.
- Uptown in Dallas / inclusive of Division St

The responses above are stated exactly as they were provided by Citizens.

through 2nd street with an Uptown shopping/ restaurants/movie theater/deli grocery (Central Market type)

- Center/Abram/UT Arlington redevelopment
- Magnola south of downtown Fort Worth
- North ScOttsdale Road, ScOttsdale, Arizona because there are number of new and varied businesses including retail stores, car dealerships, gasoline stations, and hotels.
- Downtown Napa, California. Small shops, good restaurants, multi level parking garages some with retail space in the lower level.
- West 7th Fort Worth
- Hwy 99 federal way wa
- Bishop Arts Oak Cliff or Sundance Square Ft. Worth
- The area on division where restaurants have popped up (i.e Babes, Mellow Mushroom) is a good basis for what the corridor could be like. It's brought a lot of people back to the downtown area that hadn't normally thought of it as a place to go and enjoy leisure activities.
- The redevelopment of Abram Street between Cooper and Collins.
- East of University in FW
- Fort worth downtownattractive and mixed.
- the Grapevine downtown area with the shops and restaurants or the Ft worth downtown area that has the restaurants and shops and you canwalk around!
- Downtown Dallas, because it has it all!
- Sundance Square in Fort Worth
- Bricktown in OKC
- Fort Collins Colorado
- Mass Ave. in Indianapolis
- West 7th in Fort Worth. Lots to do and is very close to down town.
- Maybe kind of like 6th street in Austin.
- West 7th Fort Worth
- Austin's sixth street. Entertainment,dining and mixed use
- It would be an extention of the downtown area. Division is one big car lot!
- Lemon Ave Dallas Near 75 North. It is a heavy traveled street , but still has nice sidewalk areas that brought in retail and restruants
- main street grapevine it's a mix of history, and modern with shopping and eating and entertainment all in on strip

Question 15.

What is Division Street Corridor's single greatest characteristic?

Responses

- Johnny High's
- Location - South of DFW, and central to Ft Worth and Dallas.
- Automotive history, traffic counts
- location
- Room for re-development
- The car lots. I'm trying to picture it. I guess there isn't one. Besides some of the original car lots.
- Wide street.
- Proximity to the entertainment district
- Proximity to Major Districts
- Ugly
- Wide corridor for the flow of traffic.
- At this time - used car sales, homeless street traffic, night shelter, unsafe, dirty, neglected.
- diversity
- Well known as car sales isle in Arlington
- central location, historic background
- connectivity to the heart of Arlington and the entertainment districe - plus Division traverses the entire east / west corridor.
- traffic volume
- Buildings & Location
- Location & proximity to campus & downtown
- Used Cars
- Historic
- It's history.
- traffic, car lots
- It's historical significance.
- Hi density and historical (at least to the people who have grown up using them) hang outs.
- The History of Division St, and the History of Hwy 80 for America. It's within' walking distance of some of the oldest and most beautiful homes in all of Arlington, Revitalizing this part of Arlington could spur on young families to purchase these homes and rebuild a sense of community in this part of Arlington.
- historic buildings
- Location
- History
- restaurants
- Auto sales

The responses above are stated exactly as they were provided by Citizens.

- The concentration of many used car dealers wedged in between downtown and our entertainment district.
- Center point location between UT Arlington and the entertainment district
- access to UT Arlington/Downtown/Entertainment district with high traffic volume
- used car lots
- Traffic volumes - This is good for business. Also, there are many long time business and property owners.
- Vehicle sales and repair
- lots of traffic - old
- History
- History
- The Old Highway feel it has in respect to the small town Arlington used to be.
- Its history - LOVE that the Vandergriff building is seeing new life!
- It's history
- Nothing
- it is in the middle of the entertainment district!!
- The old buildings, the history, the Levat pavilion
- Low traffic volume
- It's history as a thoroughfare between Dallas and Fort Worth.
- Potential for quaintness if the Tote-the-Note lots were gone.
- Aging used car lots and junky businesses.
- the old-time motels.. renovate them into period boutique motels
- used car lots and sleazy motels
- small town feeling
- Nothing
- Still has a small-er town feel in a large city.
- History.
- Location to UT Arlington and Entertainment
- location
- Proximity to downtown and entertainment districts
- I really can't think of any good characteristic now.
- Location
- car sales right now
- The potential to be used by thousands and thousands of people.
- Historic Appeal
- family entertainment.

Question 16.

How would you redevelop the Division Street Corridor?

Responses

- Continue what is happening on Center St. linking UT Arlington, City offices, sports facilities
- complete change of character. Restrict/prohibit any additional car dealerships. Consider the larger tracks and seek restaurant and entertainment type of venues. Place the power poles to the rear of the properties.
- 1 of the old motels upgraded to boutique rooms and bar, some service businesses and bars. Try for a hip Austin thing, although the coffee place downtown failed.
- mixed-use projects
- Develop a variety of uses-more than just used car lots I would put plants and flowers around each corner. Lamp Posts. Coffee Shop. Sandwich, Soup, and Salad Restaurant.
- City of Arlington can come up with theme for the area and work with the property owners to repaint/repair the properties exterior to improve the properties appearance per city's theme. If the city giving out micro fund (such as \$800 – \$1,500) to each property owners in the area to repaint exterior or improve curb appeal, \$500,000-fund can make 500 properties look better and the area will be dramatically more attractive. (Please note that based on our experience, we can repaint exterior for a whole house with in \$1,500.)
- By getting government regulation out of the way so that the free market can work to reward risk takers
- Utilities underground with a 15-25 foot set back partial landscaped parkway requirement with a strict unique sign criteria.
- Remove/restrict the car lots....how sad that when we are trying to revitalize this area with retail...a prime location at Mesquite and Division is changed into yet another used car lot...and by a board member as well...shame on you. Remove old motels.
- Mixed Use development
- Need to determine what the area will support from a financial point. Breakfast Restaurant

The responses above are stated exactly as they were provided by Citizens.

- might be a good starting point. How about a plant nursery, antique store, music venue with/without alcohol, art gallery, craft store, small hardware store, boutique grocery store,
- new business opportunities
 - Via private developers with no public/prime partnerships and tax payer dollar involvement.
 - Nice landscape and sign ordinance
 - Relocate most car lots further east and west of corridor, rebuild the train depot exterior accurately with nice restaurant interior, entice developers to construct limited rise multi-families
 - Good mix of businesses such as restaurants, new hotels for visitors, instead of the low end stores, car dealerships, bars and pawn shops.
 - Use simple techniques to beautify the existing businesses, e.g. trees, shrubs, curbs.
 - Get rid of poles in sidewalk.
 - By Making it look like 7th street & Camp Bowie
 - Variety of businesses, open spaces and good lighting and landscaping.
 - More places to shop and eat.
 - mix-use development; merge with downtown/entertainment district
 - Change the zoning to a more mixed-use development. Apartments, restaurants, etc.
 - Slowly with small incremental changes as opposed to a large scale redevelopment. Organic growth with opportunities for local small businesses and entrepreneurs.
 - Focus on people that want to live and work in this community, remove the used car lots, attract small business that want to offer a unique experience on things like coffee shops, restaurants, night life, bicycle shops, boutique shopping, make it more friendly for pedestrians, develop some of the space on Front Street as Parks, Dog Parks, Build a REAL city Farmers Market (see Grand Prairie), Find a company that wants to invest and preserve the old Hwy 80 Motels as Up-Scale Boutique lodging (like Belmont Hotel in Dallas) no more pay by the week flop-houses.
 - Get rid of the used car dealershipS and seedy motels and fix the road. (maintenance is unacceptable)
 - Mixed use, like center st
 - more businesses
 - Improve what is already there
 - Gateways at Collins and Coopers alerting the public to the corridor and the used car auto mall and related businesses.
 - 1. We need a reason for people to come to the center point “an attraction at say 100 E through 300 E Division (see item 14) 2. Of course money is needed. Land banking or can some of the Tomorrow Fund be used as an investment that “requires a return”.
 - clean out all the trash and upgrade the zoning
 - re-locate overhead utilities underground and re-develop street and land scapes....begin land acquisitions for land banking and re-development.
 - Secure incentive funds and implement the Division Street Design Standards.
 - spruce it up. Make it look a little better and add something for visitors to do on their way to or from entertain venues- also extra parking for major events complete with transportation to event venue.
 - relocation program of out businesses or spruce them up -more office, density - employment centers
 - Make it look nice
 - relocate or remove all the auto dealers and bail bonds stores with sit down restaurants, public transportation pick-up/drop-off and small business.
 - I would bring in retail and restaurants to make it an attraction for not only residents, but also tourists.
 - Put a moratorium on used-car dealerships, for starters. They are a blight. Secondly, relocate utilities. Thirdly, add sidewalks and landscaping. It is not pedestrian-friendly, and it is not attractive.
 - Mix of entertainment and shops. Extension of downtown
 - Make it attractive....more nicer looking.
 - I would love to see more restaurant, small shops and even some nice 0 lotline housing/apartments or condos.
 - Downtown area apartments, more entertainment for younger people, posh restaurants
 - More law enforcement. Small businesses. Parks.
 - Level it completely and Zone it for Sports/entertainment.

The responses above are stated exactly as they were provided by Citizens.

- Get rid of the car dealerships and focus on enhancing the architecture of buildings like the churches and main street area.
- Entertainment oriented multipurpose area
- car-oriented shopping on Division, with easy walking paths to the pedestrian-oriented developments on Abram and Center. downtown needs a grocery store -- maybe a Target or Walmart.
- run the car lots out and the hotels.
- Ideally a mix of small business and parking with good road access
- Everything , make the houses not ghetto
- not sure.
- Move the used car places further to the east of Stadium Dr.
- get rid of the used car lots that are ugly Have lots of attractive landscaping and lighting making it an area that you could walk around and enjoy.
- New local shops and restaurants. Night life.
- Replace used car dealers and service bays with shops parks and mixed use facilities
- More green areas(trees, etc.)more user friendly as far as walking to and from business, places to eat, shops.
- Start by working with the State on plans that will eventually add lanes in that area. It is a state highway and farm and market road, so we have to think forward so that we don't have to do things twice. Add sidewalks connecting, without interruption, the entertainment district to downtown and the UT Arlington area. Also work with the railroad so that we can complete our existing walks across the rails. Look at the long range plan that should eventually connect the 360 area of Division with sidewalks and bike lanes connecting the mall area with downtown. Work with developers to give them a reason to want to develop in that area. I would really like to see mix-use developments be the primarily elements that will allow business, office and residential work together to reduce the need for strip centers. Finally, I would like to see us get serious about rail service on the existing right-of-way that will drive commuters to that area after events at in the entertainment district.
- try to create a strip like main street in grapevine
- Look at the 8th Street revitalization of Washington, DC and Down Town Fort Worth.

- There are too many car dealerships. I am not saying they all have to go, but the survival of the corridor is not to be the "auto mile" but to be diverse in its usage.
- Get rid of the pawn shops and clinics that have sharps boxes on the outside of the fences. It's not a good look.
- Remove car lots

Question 17.

How would you preserve and promote the Division Street Corridor's distinct character?

Responses

- Involve young people on the committee to mix their ideas when those of long-time residents.
- I would like to see the character change, not preserved.
- celebrate automotive
- enhance aesthetics and improve infrastructure.
- Limit the number of used car lots
- With Historical signs telling about each places history.
- City of Arlington can come up with theme for the area and work with the property owners to repaint/repair the properties exterior to improve the properties appearance per city's theme. If the city giving out micro fund (such as \$800 – \$1,500) to each property owners in the area to repaint exterior or improve curve appeal, \$500,000-fund can make 500 properties look better and the area will be dramatically more attractive. (Please note that Base on our experience, we can repaint exterior for a whole house with in \$1,500.)
- It has none to preserve. It did when it was Highway 80 but it does not now.
- To preserve it's weak character, leave it like it is. Promote it's convenience
- Whatever you choose to do, stay consistent. This on again, off again development is harmful to the overall plan.
- Develop to maintain the traffic flow.
- Division between Collins and Cooper is definitely within the "historic boundries" of Arlington. There is little left to rehab but what is left should be worked on, ie, pawn shop.....make it pedestrian friendly, destination point, ie,

The responses above are stated exactly as they were provided by Citizens.

restaurant, grocery, etc. May consider boutique shopping but probably better situated for Main Street development. Antique automobile store, upscale!

- 1attention to retaining business
- It should evolve based on the choices made by those who own property on the street.
- Landscape and sign ordinance
- preserve historically significant buildings, relocate overhead utilities to clean up the overhead sightlines, suggest '30's, '40's, and '50's architectural features to modern development
- wasn't Division Street once called the Broadway of America?? Promote the rich history of Division Street and also bury the electrical lines.
- Signage that identifies historical buildings, public art, landscaping.
- Matching grants for improving buildings appearance.
- Consult with the historical society
- It needs to be bulldozed. cleared and start all over again
- See Center Street.
- Keep the businesses' neon signs. Add historical signs.
- unsure
- Unique Signage
- Division Street Corridor Strategy Survey
- Limit large scale redevelopment by a single developer.
- Focus on the Division St's History from one side of Arlington to the other. Re-brand it as the Heart of Arlington. Make it the heart of Art & Culture for the City, Public Art Projects
- I wouldn't. Reinvent it as something new.
- City events held there
- unsure
- Code enforcement
- Preserve the streets off Division and develop the mixed use concept, apartments, condos, hotels, restaurants, retail stores.
- It's current distinct character is not compatible with the redevelopment discussed. But if redevelopment continues like around Center/Mesquite the value of the land will get to a point where the car dealers will sell and move.
- Not sure what its distinct character is??
- Secure funds and allocate to business property owners willing to participate in a shared facade improvement program.
- Again, spruce it up- example is the old Vandergriff Chevrolet building and old Arlington Theater.
- gateway entrance - auto theme?
- remove the auto dealers and junk stores.
- I'm not really sure. It's nice what has been done on Center Street with the throwback to the "gateway" into downtown Arlington.
- Put a moratorium on used-car dealerships, for starters. They are a blight. Secondly, relocate utilities. Thirdly, celebrate its history - an historical marker for Vangergriff!
- Tax breaks.
- We are doing good right now, I love the new restaurants and how they did those offices across Babes, they didn't tear down the old building, they remodeled it!
- Make it a hipper place to be!
- Zone gas station and buildings to look like an old Route 66 strip.
- Entertainment and shops. Like a clean Deep Ellum
- Embrace the history while ridding it of junk
- renovate selected motels into period boutique ones.
- continue redeveloping in the same style that is currently being done.
- try to retain the small town feel and clean it up somewhat
- No more ghetto
- Preserve- By sticking with many of the same businesses that are there and entice others of the same caliber to be a part of the area.
- If we keep used car places there on Division, place more restrictions on them to keep the look more upscale.
- get rid of the used car lots and add more restaurants and stores
- Not sure
- Play off of the historic architecture like the Vandergriff building. Firsts Methodist Church and the Arlington Theater
- If you build it they will come. People will not come to the Division St corridor to enjoy time with family and friends in the middle of a car lot!
- I don't believe there is much there to preserve. The car lots have to go and old nondescript buildings are not needed.
- Refurbish the significant old buildings.

The responses above are stated exactly as they were provided by Citizens.

- Zoning to require retro looking neon signage, buildings need to at least maintain the vintage look.
- Would change the character that does not give the impression there is a drug problem in the area...
- What distinct character

Question 18.

How would you improve the economic environment within the Division Street Corridor?

Responses

- Property occupants
- Provide redevelopment incentives with major tax relief for 5-10 years and elimination of various City fees. City to aid in development of City street frontage and parking where feasible.
- City makes it so so hard to do redevelopment
- Assist with infrastructure improvements
- Develop with retail entities that employ 5-10 employees per space
- Making a place for the homeless some where else. Getting rid of the ladies of the night completely.
- Move used car lots away.
- By getting government regulation out of the way so that the free market can work to reward risk takers
- See the above and some of the development that has been happening in the last few years. Area UT Arlington multifamily projects are attracting corridor opportunities.
- If you build quality businesses....just as we have restaurants....THEY WILL COME.
- Assemblage of car lots and then redevelop that land.
- bring attention to what is available
- Eliminate excessive regulation.
- Restrict the appearance of Low Cost Motels
- tax incentives for progressive redevelopment
- Developments that would offer participative incentives to existing business/property owners to share in the long term profits if their land use was changed for example - from a car lot to a hotel.
- Slowly try to change the business base from car sales to businesses that generate more sales tax.
- Promoting local small businesses
- Shopping of all types such as main street in Grapevine.
- Upgrade business. Those car lots have to go.
- Incentives to upgrade building facades, landscaping, repair parking lots and driveways, underground utilities and other infrastructure improvements to promote change.
- diversify businesses
- Change the zoning to entice more businesses and other uses to be interested in the area
- There are few vacancies, so it seems the economic activity is doing well. Making it more attractive to other uses, like improving pedestrian and bike infrastructure as well as relocating power and utility lines would help.
- Maybe offer some assistance to Small Businesses want to remodel and update old buildings, Get Rid of the old Car Lots, Foster businesses that want to be part of the community,
- Tax incentives for new development.
- Try to extend the UT Arlington campus east
- unsure
- Let the property owners do that
- Require existing and future businesses to maintain nice frontages. Require the City to police and monitor the area and enforce code violations.
- Make the area more physically attractive to incentivize businesses to move to the area.
- Implement a marketing program with a cooperative funding plan between the city and the property owners. Call it: "Discover Arlington's Division Street"
- Add something for visitors to do- places to spend their money. Avoid big box stores.
- public infrastructure investment
- Make it look nice
- remove the auto dealers and junk stores and keep the small businesses.
- Get rid of some of the used auto dealerships that look rundown or renovate them and add shops and restaurants or even new apartments.
- Put a moratorium on used-car dealerships.
- More retail and entertainment
- I don't know enough to give an educated opinion
- Cool restaurants, shopping, bars.
- More jobs

The responses above are stated exactly as they were provided by Citizens.

- Get rid of the used car lots.
- Get rid of the car dealerships and offer tax incentives for small boutiques and restaurants to open in the area.
- Entertainment oriented multipurpose area while Embracing the history and ridding the of junk
- not my area of expertise
- More shops and restaurants
- it either needs to be a destination to itself of a business will have a hard time succeeding - games only bring so much business. you need to appeal to who is already down there too
- Make better houses
- Not sure.
- Small time movie theatre to show current and old movies. Something close for those coming for the games and such. A dinner theatre might be good. Just some thoughts.
- Make the area more attractive add butterfly gardening area
- Shops and restaurants.
- Provide surface parking and easy access for customers
- I will leave that up to the people who are suppose to know but the car lot situation has lowered the look and does not invite people to come gather. The entertainment district will enjoy the corridor if it supplies them with other places to spend their money.
- give tax breaks to small business owners and corps. for signing multi year leases.....
- Get rid of everything to which you would not want to expose your parents or children and possibly offer tax incentives to develop commerce that meets your mission statement.
- If you build it and make it look AND FEEL safe, you can get increased usage from the downtown area/UT Arlington.
- Get rid of the pawn

Question 19.

Any additional comments, concerns or recommendations?

Responses

- A great deal of planning has occurred. I am very hopeful that this planning will make a difference.
- Strongly support uses that want to spend private dollars and improve a property or bring a new business.
- Many small improvements in the area can make more impact than one big development. Many small Grants or Funds from city to small businesses or property owners might be more benefit to the area than a big Grant to one development project.
- Government needs to facilitate the vision of private developers, not impose its vision
- It is a long slow expensive endeavor.
- Unfortunately when no one was “looking” or cared, the majority of the property on Division was bought by outside sources, foreign investments, and people that in general could care less about our history or redevelopment. In order to go forward, these properties must be reclaimed by local businesses with the same goals as our own. Unfortunately, these parties know that and are trying to sell their properties at unreasonable prices.....I’m not sure how to resolve greed.
- Relocate the car lots off of Division St.
- Until you do away with the pedestrian traffic that appears to be threatening - and yes, probably relocate the night shelter, and get a good model for redevelopment of not only Division but Main St., Center, Mesquite, etc. little can be done, BUT.....there is great potential for redevelopment of whole area.
- Clean or remove the low cost Motels
- Division Street has been allowed to become an unattractive low-end appearance drive. I was on the 2005 Division Street Committee and these
- same issue were discussed. People will need some incentive to change the businesses that provide their income. Until the city can offer the settled in business owners rightful compensation to change appearances and/or move to allow new businesses to come in the area, the same issues will be discussed, handled and dropped.

The responses above are stated exactly as they were provided by Citizens.

- I would like to see Division Street as a pretty street that provides a lot of vehicular traffic to Downtown and to the Entertainment District. I don't really see it as a pedestrian friendly area, but it can support businesses that have parking behind.
- It was hard for me to answer a lot of these questions because I feel that Division Street is so ugly, I go out of my way to avoid driving on it.
- LOTS OF LUCK
- Has to be a place where people are attracted and feel safe and non- threatened.
- I am not as critical of this area as some. It might not be pretty but it isn't vacant or dangerous. We need to make sure not to alienate too many
- of the current businesses in our efforts to improve the area. Not everything has to be slick and fancy to be fun and productive.
- This will take time. Currently the highest and best use from a dollars and cents point of view is used car dealership. They will pay a premium for the land and buildings. It is unlikely they will be pushed out any time soon.
- The main problem as we all know is. We can not regulate this into happening. It has been trying before around the city and has stopped
- progress. Money and profits cause progress, not over regulation. I would suggest getting input from Wes Jury, he may or may not have an idea.
- The plan needs to compliment the traffic calming improvements that will hopefully be considered on Abram Street.
- In the effort to improve the economic environment and promote the distinct character of Division Street, it is important that any proposed-development be market driven. Currently, there is a difference between the price that existing land owners would sell their properties for and the amount that most developers could afford to pay to make a project feasible. This is, in part, the reason that outside funding from the city or other entity is needed(See 16. and 17. above). Further, restricting land uses and adding more regulations would exacerbate this situation. Also, there are many long time property owners along Division Street who regularly pay their property taxes. The recommendations from the Division Street Corridor Strategy Project should promote the existing businesses and not discourage them.
- Put a moratorium on used-car dealerships, for starters. They are a blight. Secondly, relocate utilities. Thirdly, add sidewalks and landscaping. It is not pedestrian-friendly, and it is not attractive. // I work in Downtown, and I hate seeing how Division Street has disintegrated.
- Get rid of used car lots
- It would be great to clean up the area,get rid of those car dealers and that old motel! that gives the entire street a disreput Arlington look,like it is a low class/street walkers area! Very unappealing
- Arlington really has no such thing as a downtown as I have seen in any other city, we need it!
- It's time to replace the used car lots with development that ties in with the Cowboys and UT Arlington.
- Get rid of the car lots. They Encourage crime.
- Spend Money on that area!!!
- one thing i have dreamt about is that little former old car lot with the half-circle building just north of the tracks on Center St... i see a donut/sandwich/ice cream shop there with circular outdoor tables and benches with umbrellas.
- I hope that this is done quickly, I really like what is being done on Abram St.
- It needs change !!
- Maybe a block of nothing but antique store mall.
- Change it for Arlingtons sake.
- I don't mean to harp on the car lots but the time has come, and even passed,for these businesses to move somewhere else. Like it or not they degrade the area. Also, the Division Street corridor absolutly needs underground utilities.
- We have to address transportation needs of the citizens whether they are students or long time residents.
- Give us something that is more like Grapevine than Garland.

The responses above are stated exactly as they were provided by Citizens.

Public Meeting #1

MEETING MINUTES



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PROJECT: COG11420
NAME OF MEETING: Discover Division Public Meeting #1
RECORDED BY: Cody Richardson
DATE: 03-29-12
LOCATION: Arlington, Texas

The following are public comments recorded during mapping exercise discussions:

What is working well:

- Nice nearby neighborhoods
- Recent developments in the area (Vandergriff development, restaurants)
- Not a lot of business vacancies

What needs improvement/changing:

- Consider commissioning public art
- Introduce more nightlife (bars, restaurants); currently nothing is open past office hours
- Improve connectivity to UTA (more north/south routes) for pedestrians and bikes
- Need more wayfinding signage
- More of a UTA presence: possibly signage, businesses advertising for student specials, displays of school pride
- Need continuous sidewalks
- Remove overhead utility lines; if utilities are placed underground will the expense be the responsibility of the owner?
- Remove some of the car lots
- Add mixed use
- Move the jail out of the area
- Brand the area by embracing the mid-century design style (50's, 60's); gear signage and building improvements to one specific style/genre to help with branding image
- Too much pavement and not enough sidewalks
- Areas (hotels) are not safe for pedestrians
- Multiple people mentioned the need for mass transit (rail in particular)
- Need boutique style hotels along Division for UTA and Entertainment
- Need for landscaping along Division Street
- Opposed changing street name to MLK

Other Comments Received

- Need for the used car lots to be updated with new facades and perhaps a uniform fence going the length of the corridor.
- Events/festivals need to be held in this area, with more emphasis on local artists.
- It was stated that college students are poor, and that retail would not be desirable for this area.
- Rail transit stop is needed here
- Geraldine Mills emphasized the use of her property as green space

- Discussions on how the car lots are doing well, so we shouldn't change them.
- Improve Division as a matter of city pride.
- Concerns about transients, other input captured on map
- Appreciates critical mass occurring now, would like to see more density incl. office
- The area has a diverse art community and the Division Street Corridor should showcase public art. Public art could be used to link the study area with downtown and UTA. Public art could be incorporated on utility poles or with reuse such as old computers to relate to UTA's mission as a top research community.
- Visual improvements are needed along Division Street
- Pedestrians need better sidewalks and options, railroad tracks are difficult to cross
- Would like to see expansion of similar businesses, restaurants, and look that is currently along Center Street, would like more of Center Street
- Public transportation will be key issue and will be needed as density occurs, rail corridor should be for commuter rail
- North-South connections need to be improved between Arlington Highlands, Downtown, Division Corridor and Entertainment District
- Need banks/ATMs along Division Corridor, currently can't walk to one if at restaurants along Center or Mesquite
- Front Street could be closed to host festivals, could permanently close Front Street for development
- Housing and businesses in study area should be targeted to attract wider range of ages such as young professionals and retired citizens.
- Property owners should recognize once in a life time opportunity to take advantage of UTA's mission to become a top tier research university. The property owners should consider uses to support UTA's mission. Vertical housing and businesses would make sense to create density needed.
- Car lots should consider shared use facilities, looks like a lot of pavement and maybe could share facilities to make land available for future improvements
- UTA should consider branding in study area to improve college town feel
- Replace all the car lots, need large project to become a destination
- Consider uses like Central Market or something to bring in visitors, consider specialty hardware
- Consider upscale restaurants
- Bury utilities are desired
- Sidewalks and landscaping is very important but will be challenge to implement
- Larger projects will be needed to justify burying utilities
- Desire unique restaurants, shops and housing
- Consider technology incubators
- Chamber should put together ideas for future businesses and incentives
- Need to bring in new businesses to create reason for new landscaping
- Consider events, festivals up and down Center Street
- Coordinate events with baseball, football and downtown events
- Need to remove power lines
- Nightlife is desired such as bars, walkable areas and more restaurants
- Make study area more like Abrams and link to Abrams
- Nothing is opened after 5pm and this is issues
- Need to accommodate parking with future uses
- Need safer north-south connections
- Link study area to UTA, school spirit
- Coordinate with businesses to offer student discounts
- Eliminate grade crossings and have ideas to separate railroad
- Remove overhead lines

Page 3 of 4

- Consider moving car lots to more industrial areas
- Need high tech area more like Austin

The following are public comments noted on table maps:

Map 1

- Consider a used car auto mall with a variety of retail store
- Homeless populations are seen along W. North Street

Map 2

- Improve crossing at railroad and Center Street
- Add standalone light poles new W. Main Street and S. Oak Street
- Consider food trucks
- Use Front Street for Street Festivals
- Consider passage trains
- Improve sidewalks along Division Street
- Increase the type of development found near Center and Mesquite Streets
- Use building at northwest corner of Division and Center as Charter bus or transportation shuttle or event shuttle with boutique hotel on top or new CVB office
- State Highway and 157 are both using Division Street, do we know for sure that there are no plans to expand Division Street
- It's important to keep traffic flowing on Division Street because the businesses depend on the visibility of consumers driving by. Do not try to make one-way traffic on Division Street
- Need better residential options and walkable to Center Street
- Reinvest in hotels and motels in corridor, boutique like Belmont in Dallas
- Desire better farmer's market and uses for park property
- Desire uniform theme for aesthetics
- Bury utilities are desired

Map 3

- Apartment on top of just bail bonds on Main and Cooper are desired
- Check Cannon Infill on opportunities map
- Cannon owners, why infill, maybe change o blue block instead of black block
- Front and Oak Property, Interested in reinvestment and ideas in general to complement overall vision
- 201 E Division, coordinated beautification for consistent appearance, hidden utilities, streetscaping (larger, bond-type or BID investments)

Map 4

- Desire utility pole removal
- Want senior living, urban style
- Desire food truck court at Front Street
- Desire urban living close to Center Street
- Desire music venues
- Desire to move Front Street to South

Map 5

- Noted student pathways along Center Street from map's bottom to top
- Noted student pathways along Pecan Street from map's bottom to top

Map 6

- Desire vertical buildings within study area

- Desire commuter rail use needs for east-west connections and importance of north-south connections for link to south and north portions of Arlington

Map 7

- Move Front Street closer to railroad to free up more land
- Desire to open Front Street
- Move utility poles and line, then make the long strips where utilities were green with trees, shrubs and benches, walkability
- Develop City land along Front Street
- Desire for open parking lots, multipurpose parking
- Concerned if housing will work near railroad
- Need more parking if new development
- Desire mixed-use with housing and retail
- Removal utility poles are desired
- Noted on map south of rail corridor, Redevelop City parking lots into one large civic center
- Noted on map at Abram and Oak, develop empty lots, consider parking structure

Map 8

- Desire grocer such as Trader Joes
- Transportation mall is desired
- Indigent issue, wanders streets, perception of crime, night shelter were noted concerns
- Historic areas provide green space
- Pedestrian potential from restaurant
- Repave street, new sidewalks, bury utilities, align with railroad
- Infrastructure improvements needed

Public Meeting #2

MEETING MINUTES



Innovative approaches
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PROJECT: COG11420
NAME OF MEETING: Discover Division Public Meeting #2
RECORDED BY: Cody Richardson
DATE: 06-21-12
LOCATION: Arlington, Texas

Summary of citizens' Project Prioritization Survey

- Project B- Residential Lofts was the highest rated priority
- Project A- Senior Living was the second highest rated priority
- Project I- Mobile Food Plaza was the third highest rated priority

The following are additional public comments received during prioritization exercise following a consultant presentation:

- Retail - full service grocery store. High priority if we develop residential uses
- Dog park in front of residential - potential for outdoor dining. "Barkery" location
- Project K: add commercial space level 1
- Project A: modern - independent
- Projects G and H: why take down a library to build a library
- Project L: regarding "public art and existing poles": after you straighten the poles
- Project M: clean up and add continuous sidewalks with green space and/or pavers between sidewalk and street
- Grocery store with offices on top
- Incorporate restaurant incubator into enclosed flea market setting; put technology incubator on upper floors
- Trench the UP line - improve perception of safety for downtown residents, reduce noise
- Civic - revive the Smithsonian branch idea
- Move Front Street south
- Please don't g crazy using eminent domains to acquire more land. Arlington is getting a bad rep - if the city needs it - they get it by hook as crook
- Where the parks would go - Children's museum, children's science center
- Children's museum - priority 5
- Veterans'/military museum - priority 6
- Educational restaurant incubator - TCC is starting 2 yr. program w/ AISD
- Library as mixed use concept or partnership with educational space for UT Arlington social work school TCC too
- Project J: Protect historical Knapp Heritage Place
- Project L: would make a big difference
- Build a top-quality library
- Project D: Grocery/drug store/cleaners
- Project H: Don't need new; just update
- Bike lanes north to Green Oaks on Cooper

- Improve Farmers' Market
- Used car lots & Motels restrict growth
- Railroad overpass on HWY 157 Collins, divert ballpark/stadium traffic
- Project A: Sears Retirement - Abilene
- Project E: regarding "offices over restaurant uses" - housing too
- Fill downtown area with innovative housing. Make downtown a 24-hour place for people - Otherwise, it will remain empty in evenings - not good for investment in retail/restaurants/office
- Project B: Look at the loft at the corner of Cooper and Main Streets
- Project H: If you alter the library, reopen E&W Main Streets to go through. It doesn't have to be but a two-lane for it to work
- Project I: More head-in parking along Front Street between Center and Mesquite at the railroad tracks
- Getting electricity that will light the trees in Center and Main Street
- Reopen the two former hotels in downtown
- Project B: Do not move Front Street
- Project C: Not enough room for 6 car dealers
- Project E: Do not eliminate Front Street
- Project G and H: Do not move library
- Secure grant funds to implement Division design standards, priority 1; property owners would have to dedicate 10 feet of frontage but not have to pay for improvements required by design standards
- Secure funds to assist property owners in a façade improvement program, priority 2


Comment Card	A. Senior Living	B. Residential Lofts	C. Replacement Auto Mall	D. Restaurant Infill	E. Mixed-use Incubator	F. Restaurant Incubator	G. Mixed Use, R&D Infill	H. Civic Anchor	I. Mobile Food Plaza	J. Front Street, New Park	K. Front Street, New Parking	L. Urban Design/Signage	M. Streetscape/Infrastructure
1	10	9	11	4	9	8	7	12	3	6	5	1	2
2	4	1	13	3	12	11	2	10	9	5	6	7	8
3	2	11	10	9	8	7	6	13	5	3	4	1	12
4	11	10	8	6	7	1	2	7	3	4	9	12	13
5	7	3	8	10	5	1	9	4	2	6	11	12	13
6	2	3	4	13	12	5	11	10	6	7	8	9	1
7	3	4	9	5	6	13	7	8	11	10	12	2	1
8	10	1	3	9	12	8	11	4	5	6	7	13	2
9	1	5	6	7	10	11	12	13	4	2	3	9	8
10	4	1	9	10	3	8	2	12	6	10	11	13	5
11	1	2	3	10	9	8	4	5	11	12	13	7	6
12	1	2	3	4	7	11	6	7	5	10	8	9	13
13	1	5	8	6	9	10	13	12	4	3	2	11	7
14	6	7	13	3	1	2	11	4	5	12	10	8	9
15	9	10	13	11	4	8	7	1	3	12	2	6	5
16	13	1	11	6	3	9	5	10	2	4	7	12	8
17	4	9	10	13	5	11	6	8	1	2	3	7	12
18	12	2	9	13	4	3	6	5	10	8	7	11	1
19	13	9	2	12	11	6	8	1	10	3	7	5	4
TOTAL:	114	95	153	151	137	141	135	140	111	128	132	158	130
	Third-highest Priority	Highest Priority							Second-highest Priority				

Table A.1 Project Prioritization Survey Results from Public Meeting #2

Market Assessment

The following includes PowerPoint slides for the market data as presented during the Division Street Project.

Market Assessment



- We believe this market assessment serves three purposes:
 - Address/challenge existing perceptions of Division Street
 - Provide an understanding of the area’s market opportunities
 - Derive a program for economic development (new projects)

Negative Perceptions

“State of the National Economy” ----->

“Arlington isn’t growing anymore” ----->

“Downtown Arlington has struggled” ----->

“Division Street’s identity is challenged” ----->


Positive Rebuttals

Texas is a shining star

DFW growth can supersede

UTA & Stadiums are anchors

The purpose of this effort...



Macro Market

POPULATION FORECASTS



Job Growth by MSA

City	2007 2011 Percent Change
Houston-Baytown-Sugar Land	-0.4%
Seattle-Tacoma-Bellevue	-5.6%
Boston-Cambridge-Quincy	-1.2%
Phoenix	-6.6%
Dallas-Ft. Worth-Arlington	-1.9%
Minneapolis-St. Paul-Bloomington	-4.2%
Pittsburgh	-0.8%
New York City	-1.5%
Warren-Farmington Hills-Troy	-5.9%
Detroit-Warren-Livonia	-6.3%
Tampa-St. Petersburg-Clearwater	-4.6%
Miami-Fort Lauderdale-Pompano Beach	-4.2%
San Diego-Carlsbad-San Marcos	-4.9%
Santa Ana-Anaheim-Irvine Metro Div	-8.1%
Cleveland-Elyria-Mentor	-5.5%
St. Louis	-3.1%

**DFW MSA
Population Forecast**

2000	5,161,544
2005	5,826,170
2010	6,606,727
2015	7,520,708
2020	8,585,596
2025	9,829,216
2030	11,269,335
2035	12,925,209
2040	14,817,002

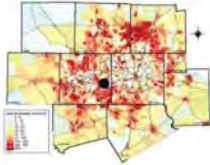
Source: Texas State Data Center

*Top 5 economy in the United States...
 Top 5 population in the United States...*

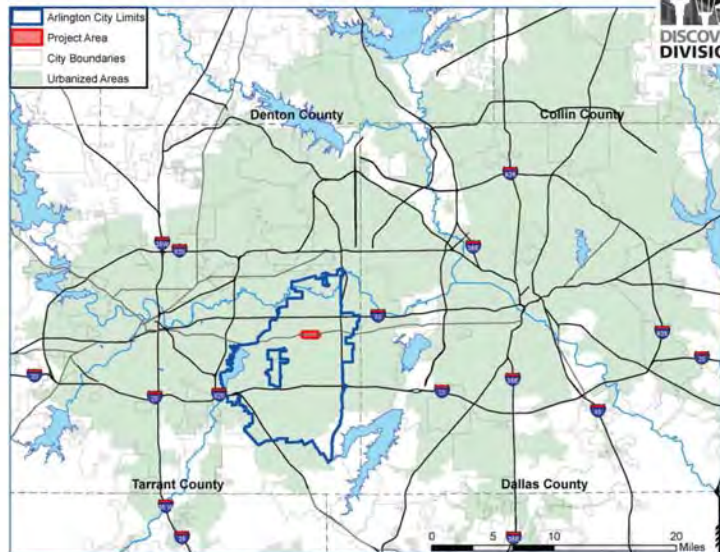


Macro Area STUDY AREA

2030 Household Growth



2030 Employment Growth



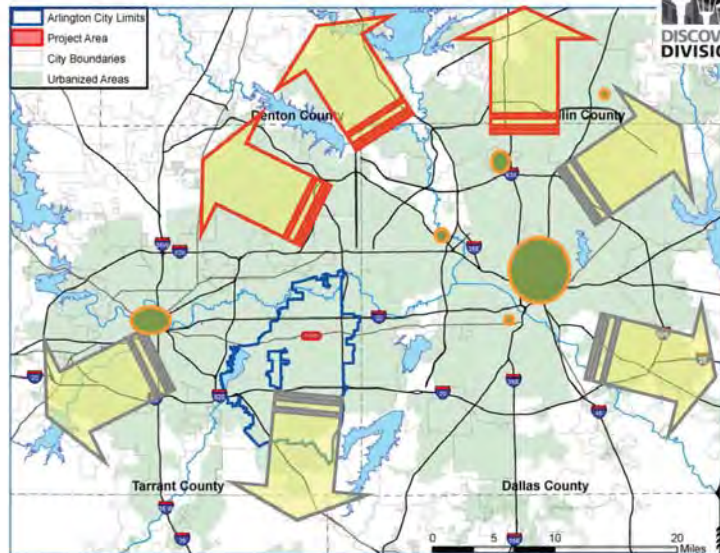
Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group



- The study area exists as a regional suburban infill location
- This context requires a non-traditional real estate strategy

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Macro Area GROWTH AREAS



Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group



- The study area is not within the regional growth corridors (primarily suburban/ex-urban).
- The study area is not with market-aware urban redevelopment areas
- This requires a strong vision and PR strategy to attract investment.

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Macro Market – Investment Prospects



Commercial & Multifamily



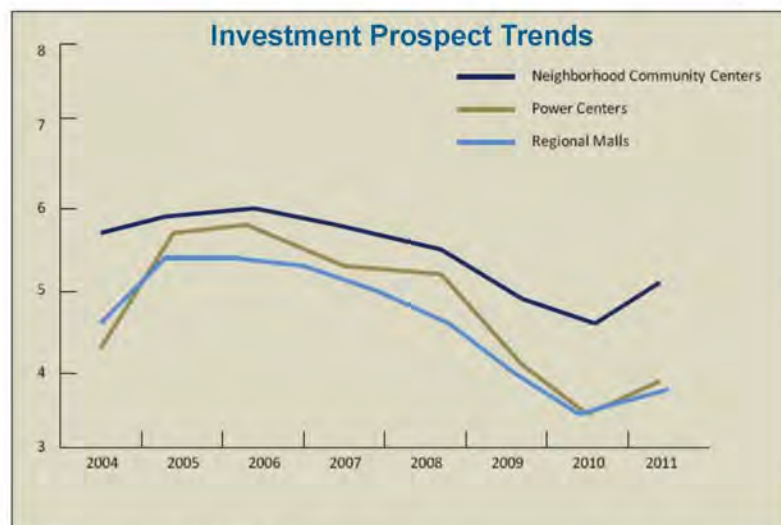
Residential Property Types

Investment Prospects
Development Prospects

CATALYST GROUP

Source: Emerging Trends in Real Estate 2011 Survey

Macro Market -- Retail



Source: Emerging Trends in Real Estate 2011 survey

3 – Poor 4 – Modestly Poor 5 – Fair 6 – Modestly Good 7 -- Good

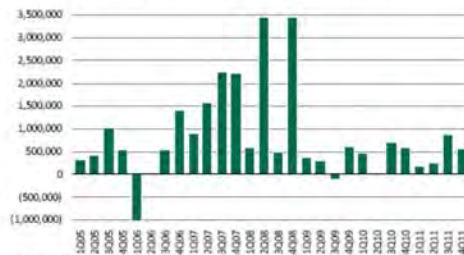
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Macro Market -- Retail

DFW MARKET TRENDS -- 2011

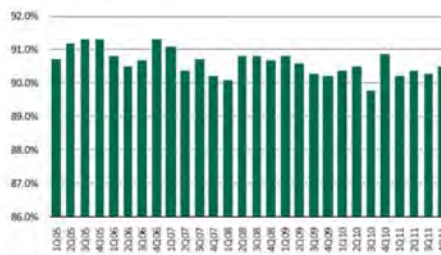


Net Absorption (SF)



Source: CB Richard Ellis

Direct Occupancy Rates



Source: CB Richard Ellis

CATALYST GROUP

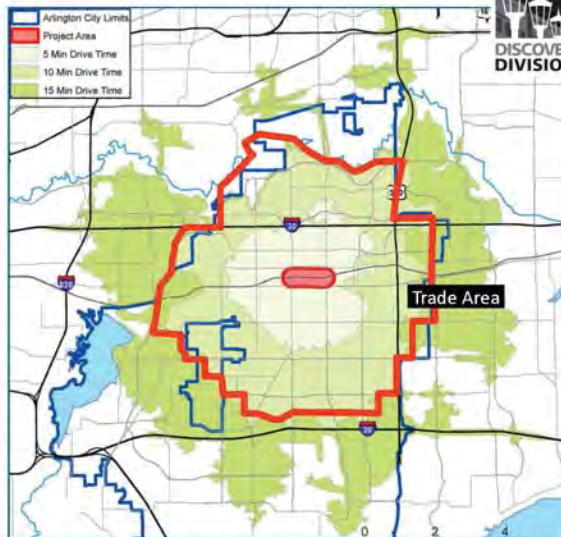
Macro Market

RETAIL TRADE AREA

The trade area for retail is roughly defined by a ten-minute drive time. Within this area however, there are other retail and entertainment choices available. This creates a competitive supply condition that is shown in the retail supply diagram and retail sales leakage analysis to follow.

Summary

2010 Population	297,646
2010 Households	110,501
2010 Median Disp. Income	\$42,455
2010 Per Capita Income	\$22,917



Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

CATALYST GROUP

Macro Market

RETAIL AREA SUPPLY

There are a number of large retail developments within the five, ten and fifteen minute drive times of the study area. This supply greatly limits the existing conventional opportunity for new construction in the study area. As such, any new retail will require a strategic, project-focused programming strategy.

Gross Leasable Area

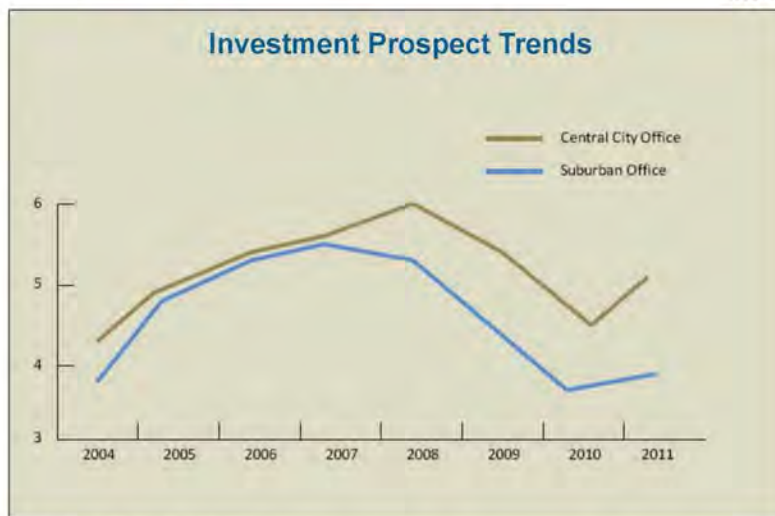
- Less than 200,000 sf
- 200,001 – 300,000
- 300,001 – 500,000
- 500,001 – 800,000
- More than 800,000



Source: ESRI and Catalyst Group

CATALYST GROUP

Macro Market -- Office



Source: Emerging Trends in Real Estate 2011 survey

3 – Poor 4 – Modestly Poor 5 – Fair 6 – Modestly Good 7 -- Good

CATALYST GROUP

Macro Market -- Office

RECOGNIZED DFW OFFICE SUBMARKETS



Source: CB Richard Ellis

- The study area is not in a well-defined office submarket (“Mid-Cities”)

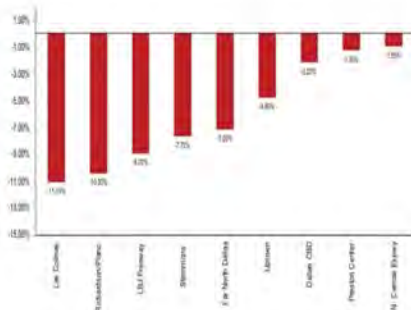
CATALYST GROUP
Dallas, Texas (2011)

Macro Market -- Office

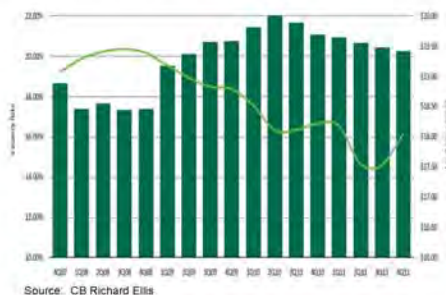
DFW MARKET UPDATE – 2011



Net Effective Rent Declines by Submarket '08 vs '11



Vacancy Rate vs. Lease Rate



Source: CB Richard Ellis

- Vacancies are beginning to come down and lease rates beginning to rise.
- Strongest in urban submarkets

CATALYST GROUP
Dallas, Texas (2011)

Macro Market -- Multifamily

DFW MARKET UPDATE – 10/2011



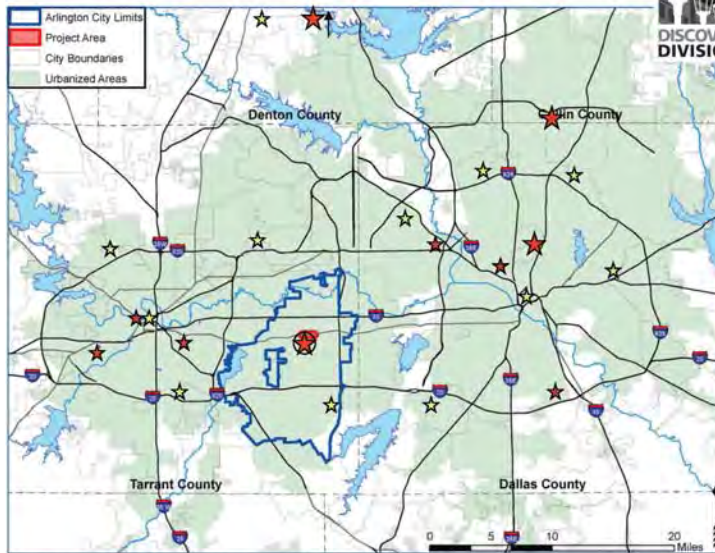
Dallas/Ft. Worth Apartment Market Key Metrics					
Occupancy	91.63%	Rent / Unit	\$769.88	Rent / SF	\$0.899
Monthly Change	-0.09%	Monthly Change	+\$1.56	Monthly Change	+\$0.001
Annual Change	1.49%	Annual Change	+\$6.63	Annual Change	+\$0.007

- Market climate strong for quality urban apartments in DFW

Source: O'Connor and Associates

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Macro Area HIGHER EDUCATION



Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- The study area is adjacent to UTA, one of the largest universities in North Texas. This proximity should be capitalized upon as it is the most market-differentiating feature.

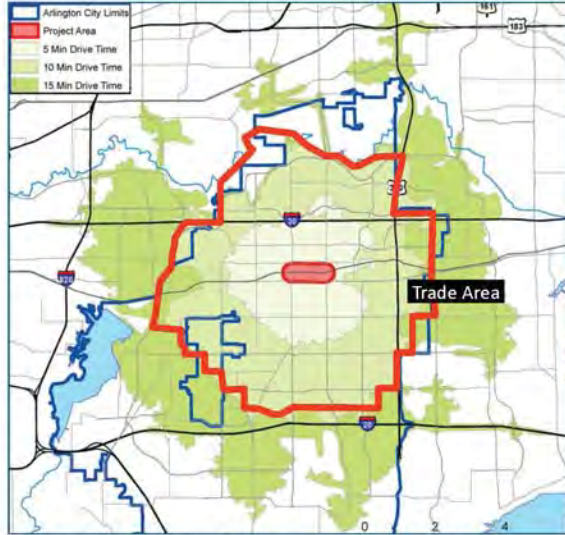
CATALYST GROUP

Market Area

TRADE AREA

Summary

2010 Population	297,646
2010 Households	110,501
2010 Median Disp. Income	\$42,455
2010 Per Capita Income	\$22,917



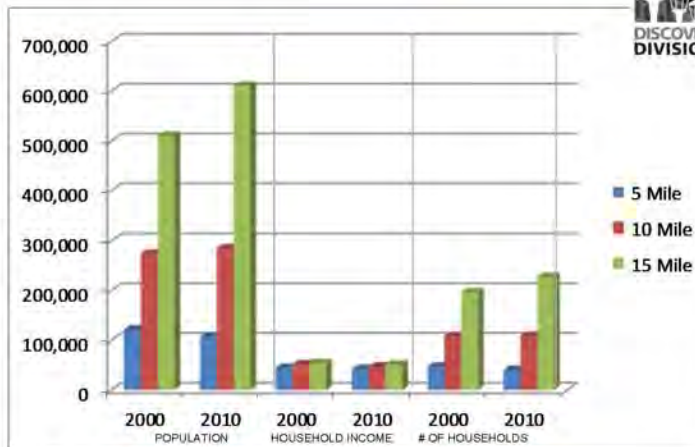
Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group



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Market Area

POPULATION AND INCOME TRENDS



Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

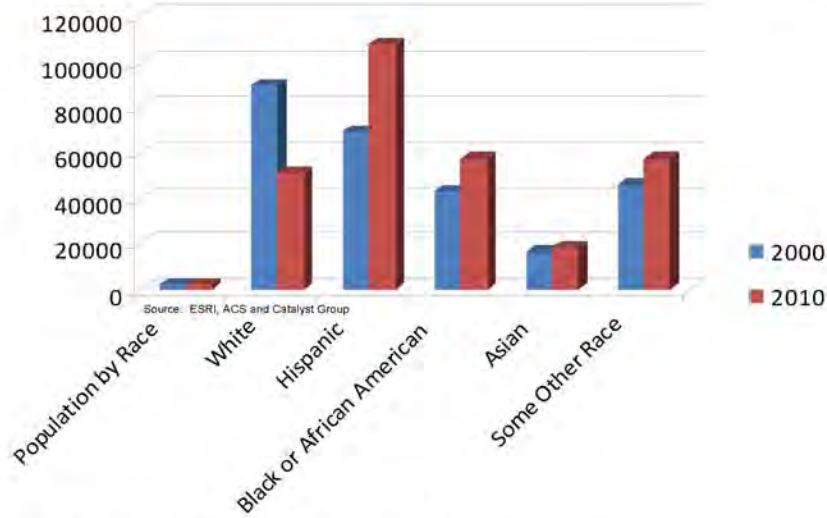
- Immediate populations have had slight growth; while distant population has grown substantially.
- Household incomes have been primarily stagnant.
- Immediate populations' number of households have been mainly stagnant, while those in distant populations have grown somewhat.



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Market Area

RACE AND ETHNICITY TRENDS

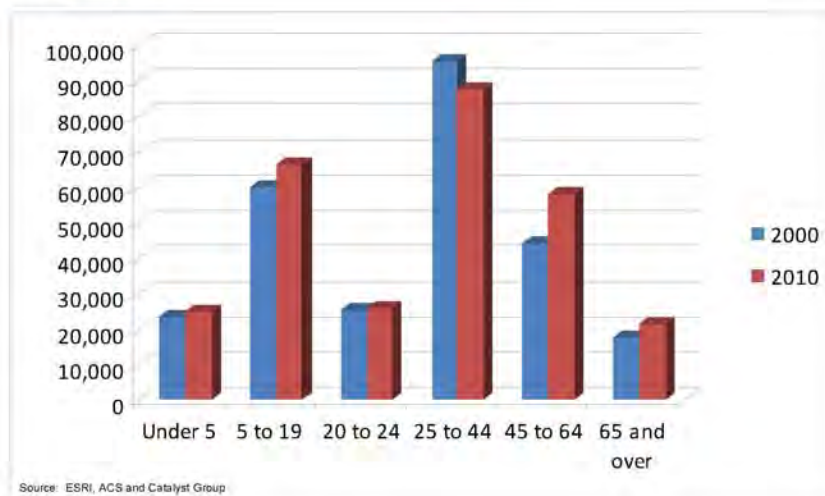


- Caucasian population is declining as age increases.
- Hispanic population is increasing with broader immigration trends.

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Market Area

AGE DISTRIBUTION TRENDS

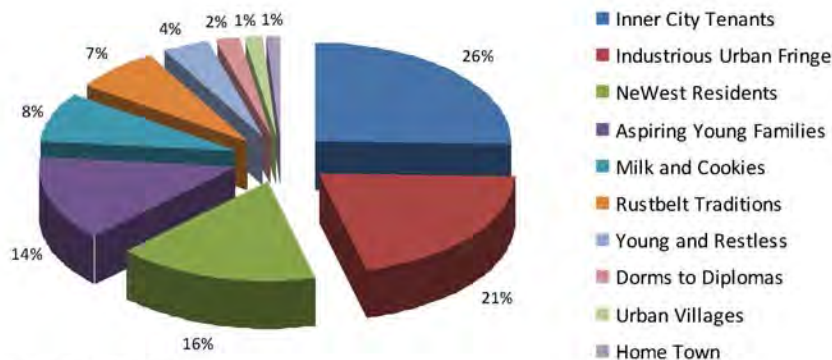


- 25-44 continues to be highest age range
- Area getting older

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Market Area

CURRENT TAPESTRY SEGMENTATION (PSYCHOGRAPHIC) PROFILE



Source: ESR and Catalyst Group

CATALYST GROUP

Top Tapestry Segments

"Inner City Tenants" (26% of Trade Area)

Demographic

- A *microcosm of urban diversity* with median age of 27.8 years
- Population turnover is high (enrolled in colleges and work part-time)
- These neighborhoods are also *stepping-stones for recent immigrants*

Socioeconomic

- Median household income is \$34,041
- *Earning a college degree is at the forefront of their goals*
- Many work part- and full-time to fund their college education
- *Twice the national average who work in the food services industry*
- Most rent economical apartments in mid-rise/high-rise buildings
- Average commute to work of 25 minutes
- Frequently eat at fast-food restaurants

"Industrious Urban Fringe" (21% of Trade Area)

Demographic

- Family is central with low median age of 29 years
- *Fifty-four percent are married-couple families; more than half have children*
- Multigenerational households are relatively common.
- *More than 25% are foreign born and bring rich, diverse cultures to these neighborhoods*

Socioeconomic

- Median household income is \$45,118
- Large average household size of 3.45 lowers discretionary income
- Most job opportunities in the *manufacturing, construction, retail trade, and service industries*
- The *unemployment rate is higher than the US level*, and education attainment is lower.

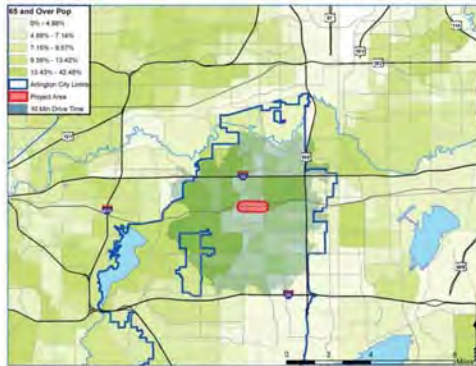


CATALYST GROUP

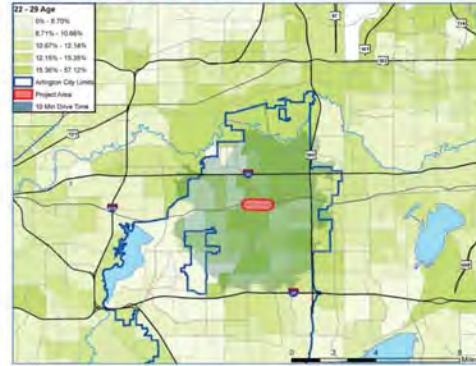


Market Area

CURRENT BABY BOOMER POPULATION



CURRENT GEN Y POPULATION



Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

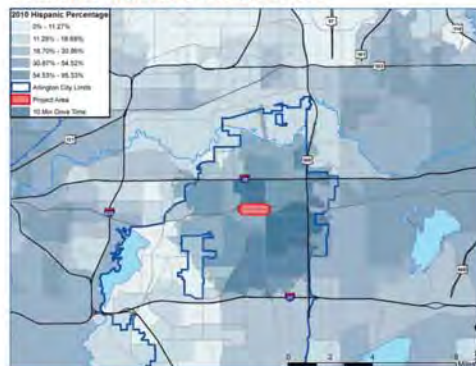
- (Boomer) Study area bounded on west by large grouping of 65+ .
These groupings will begin to transition in ownership and drive change over next cycle.
- (Gen Y) Study area in close proximity to large grouping of 22-29 year olds, a population well-suited to urban density and amenities.
This population tracks with the current areas of higher rental density.

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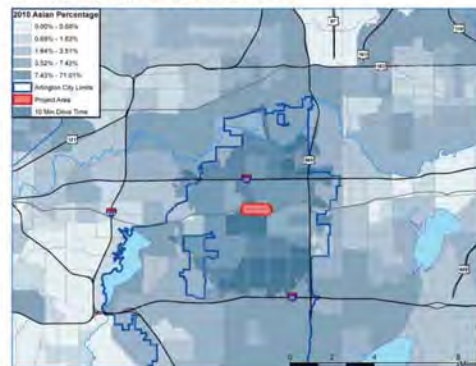


Market Area

CURRENT HISPANIC POPULATION



CURRENT ASIAN POPULATION



Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

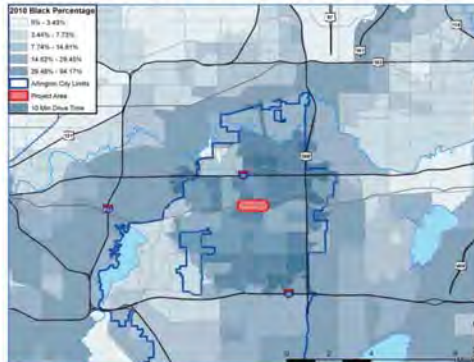
- (Hispanic) Study area is bounded to north and southeast by large Hispanic groupings.
This provides the study area with ethnic programming and consumer loyalty potential.
- (Asian) Study area is bounded on the south by larger Asian groupings, generally consistent with the UTA campus area.
This may provide additional opportunities for ethnic programming and loyalty.

CATALYST GROUP

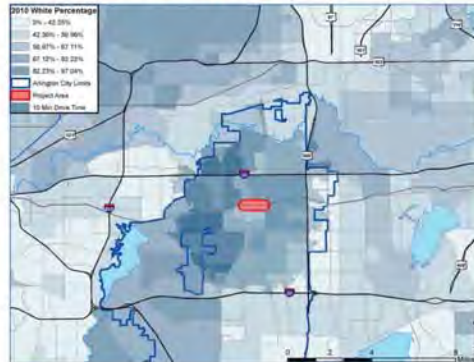
Market Area



CURRENT AFRICAN AMERICAN POPULATION



CURRENT CAUCASIAN POPULATION



Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

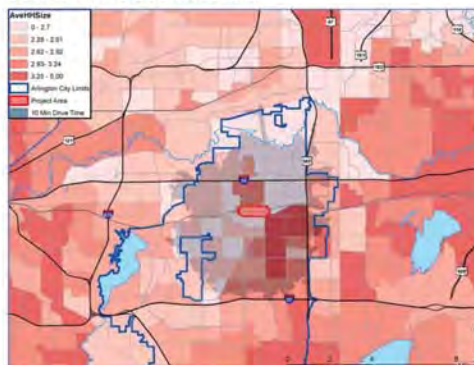
- (African American) A large population exists to the west of the City (east Fort Worth). Smaller demographic clusters exist to the north/northeast of the study area. *This population has grown over the past 10 years (2nd only to Hispanic growth).*
- (Caucasian) Study area bounded on west by large Caucasian population, generally following patterns of age and higher income. *This population has decreased substantially over the past 10 years.*

CATALYST GROUP
Intelligence. Action. Commitment.

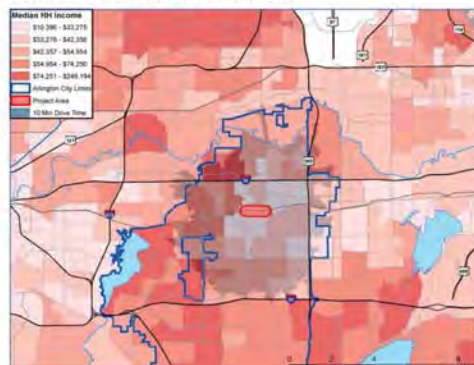
Market Area



CURRENT HOUSEHOLD SIZE



CURRENT HOUSEHOLD INCOME



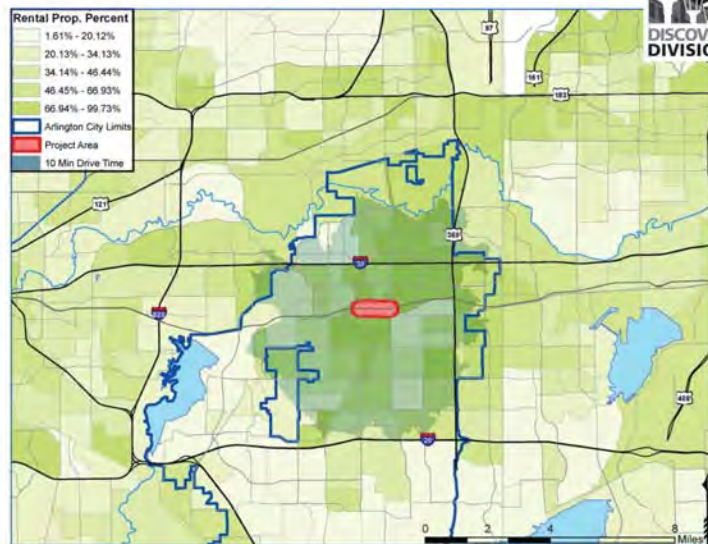
Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- (HH Size) Communities of higher household size bind the study area on the north and southeast, generally following Hispanic population pattern. *This may provide the study area with opportunities for family programming.*
- (HH Income) Study area bounded on west by the highest incomes in trade area, but elsewhere bounded by lower incomes. *Higher incomes associated with aging population and lower incomes associated with growing population. This poses a market challenge.*

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Intelligence. Action. Commitment.

Market Area

CURRENT RENTAL VS. OWNERSHIP LOCATION



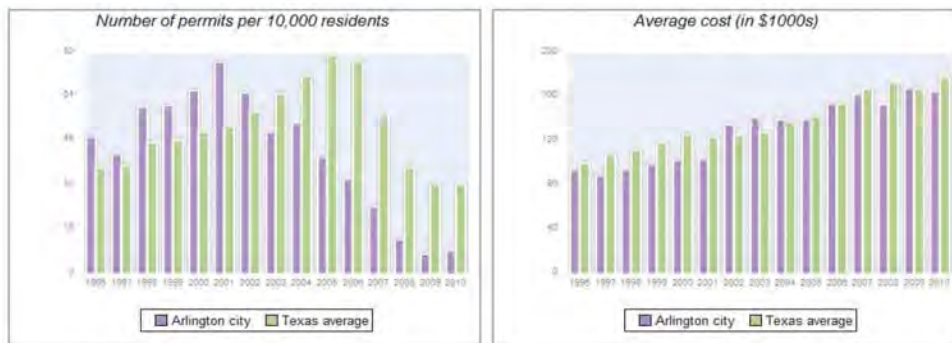
Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- Adjacent to large areas of density and rental populations.
- This is a more urban environment in gross density than most of DFW, but the age and form of the existing building stock poses challenges.

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Intelligent Urban Communities

Market Area

BUILDING PERMITS AND SINGLE FAMILY VALUE



Source: NCTCOG and City-Data

- After peaking in 2001, permitting activity has fallen short of state average
- Housing (single family) values have remained relatively consistent with state average

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Intelligent Urban Communities

Market Area



PROJECTED EMPLOYMENT GROWTH



PROJECTED POPULATION GROWTH



Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- (Employment) Small pockets of projected higher employment growth occur around the study area (UTA and Stadium area).
Remainder areas projected to be areas of lower growth (a market challenge).
- (Population) Study area in the midst of a large area with little population growth.
This is a challenge to attract traditional market investment.

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Study Area – Existing Framework

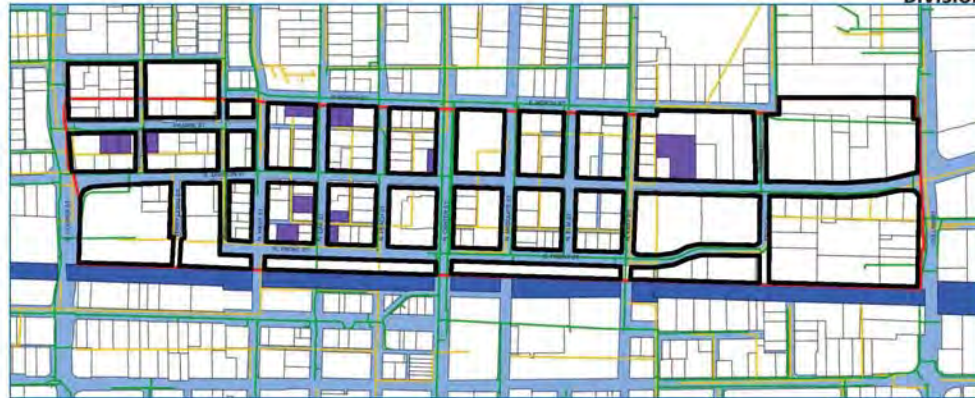


Source: Freese and Nichols

- The study area exists as a collection of older suburban buildings, parking lots, and some single family structures.
- There is a lack of pedestrian-friendly infrastructure and landscape presence.
- The existing block pattern is small and (somewhat) scaled for urban infill
- Front Street, the rail and the skinny blocks to the south create a large “disconnect” between the study area and the rest of downtown.

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Study Area – Property Encumbrances



Source: Freese and Nichols

LEGEND	
	Study Boundary
	Right of Way
	Rear Corridor
	High Priority Historical Properties
	Existing Older Lots
	Existing Smaller Lots
	Rear Unencumbered Area (FF 17 zones)

- A few historic properties in the area may present some challenges to redevelopment or larger land assembly efforts.
- The existing blocks may be too small for certain contemporary infill approaches. In any event, existing alleys may need to be incorporated in new infill development.
- This existing pattern, if larger assemblages do not occur, will direct new investment in smaller development patterns.

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Study Area – Green and Natural Areas



Source: Freese and Nichols

- Existing green and natural areas occur mainly in existing rear yards of single family and small structures.
- There are no large existing natural features to maintain, and there is a lack of a pedestrian-oriented green network that creates a softer, more visually appealing identity.

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Study Area – *Auto Pavement*



Source: Freese and Nichols

- As this analysis shows, most of the study area is dedicated to the needs of the automobile – parking, pavement, drives, etc.
- This priority has created an identity defined by auto hardscape and lacks any pedestrian-friendly identity.

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Sustaining Urban Communities

Study Area – *Urban Form*



Source: Freese and Nichols

- The “urban form” of the corridor is not well defined.
- The corridor’s buildings do not present a unified development concept, create visual continuity, or generate pedestrian-oriented urban spaces.
- As such, the identity of the corridor is defined only by the quality of its individual buildings and infrastructure – all of which are aging and mostly outdated.

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Sustaining Urban Communities

Study Area -- Land Values



Source: Freese and Nichols

LEGEND	
	Study Boundary
	Existing Parcels
	0 - \$50k
	\$5 - \$100k
	\$10 - \$150k
	\$150 - \$200k
	\$200 - \$300k
	Greater than \$300k

- Yellow and orange areas provide opportunities for redevelopment as they reflect lower land acquisition costs (on per/sf basis)
- There is a difference between assessed value and market value which may cause these amounts to be higher due to owner's expectations.

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Study Area – Composite Results



Source: Freese and Nichols

- Blocks in **black** reflect sites most likely positioned for new infill redevelopment.
- Blocks in **blue** reflect sites most likely positioned for reinvestment.

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Study Area – Composite Results



Source: Freese and Nichols

- Blocks in **black** reflect sites most likely positioned for new infill redevelopment.
- Blocks in **blue** reflect sites most likely positioned for reinvestment.
- Blocks in **red** reflect sites that have strongest current investment and identity

CATALYST GROUP

Study Area – Composite Results



Source: Freese and Nichols

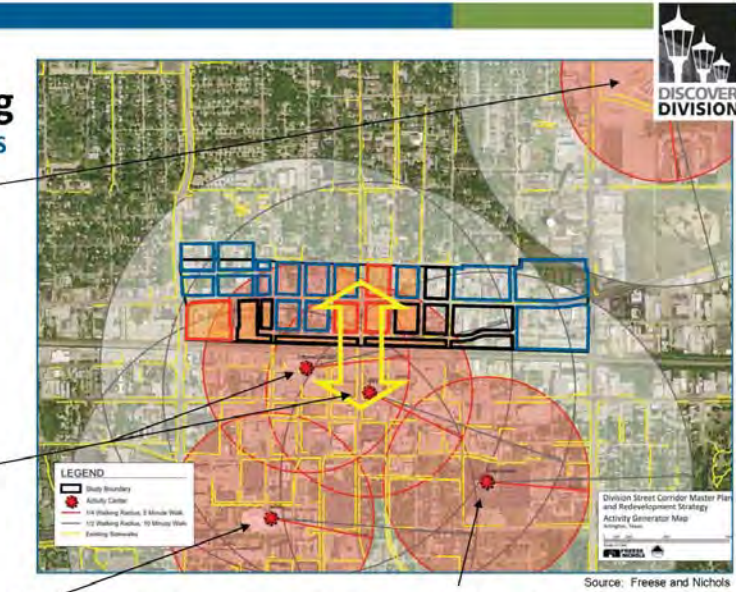
- Blocks in **black** reflect sites most likely positioned for new infill redevelopment.
- Blocks in **blue** reflect sites most likely positioned for reinvestment.
- Blocks in **red** reflect sites that have strongest current investment and identity
- Blocks shaded in **orange** reflect sites that should be analyzed for project potential
- ***These are not absolutes...as location and programming strategy may point to redevelopment or renovation on other blocks (including outside of study area).***

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Programming DEMAND GENERATORS

- Cowboy's Stadium:**
5 min walk radius:
 Retail
 Restaurants
 Hotel
 Housing
10 min walk radius:
 Restaurants
 Housing

- City of Arlington:**
5 min walk radius:
 Retail
 Restaurants
 Housing
10 min walk radius:
 Housing



- UTA:** 5 min walk radius: Retail, Restaurants, Entertainment, Faculty Office, Housing
10 min walk radius: Entertainment, Housing
Office: 5 min walk radius: Retail, Restaurants, Housing
10 min walk radius: Housing

CATALYST GROUP
 Strategic Urban Economics

Programming RETAIL SALES LEAKAGE

The analysis of retail sales leakage identifies opportunities for new retail construction based on the amount of surplus sales by retail category generated by the trade area demographics. It is the conventional strategy the retail delivery market utilizes in analyzing a site area.

The analysis performed for the Division Street trade area recognizes the fact that substantial retail across all categories currently satisfies the demographics of its population. This analysis shows that new retail and restaurant space should be tied to growth of new uses in the study area itself rather; resulting in more incremental additions.

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Motor Vehicle & Parts Dealers (NAICS 481)	\$530,379,419	\$1,118,594,365	-\$588,214,946
Automobile Dealers (NAICS 4411)	\$456,341,124	\$969,633,686	-\$513,292,562
Other Motor Vehicle Dealers (NAICS 4412)	\$39,308,128	\$59,652,523	-\$22,454,695
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$37,842,167	\$56,909,653	-\$19,267,486
Furniture & Home Furnishings Stores (NAICS 442)	\$89,984,290	\$129,588,854	-\$39,604,564
Furniture Stores (NAICS 4421)	\$47,447,851	\$80,544,658	-\$33,096,807
Home Furnishings Stores (NAICS 4422)	\$22,536,579	\$49,044,296	-\$26,507,697
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$70,572,997	\$91,057,377	-\$20,484,380
Big Materials, Garden Equip. & Supply Stores (NAICS 444)	\$82,371,657	\$97,637,776	-\$15,266,119
Building Material and Supplies Dealers (NAICS 4441)	\$75,948,943	\$93,794,342	-\$17,845,399
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$6,423,014	\$4,143,434	\$2,279,580
Food & Beverage Stores (NAICS 445)	\$430,595,199	\$530,707,861	-\$100,112,662
Grocery Stores (NAICS 4451)	\$398,256,189	\$516,144,046	-\$117,887,857
Specialty Food Stores (NAICS 4452)	\$13,106,062	\$11,784,229	\$1,321,833
Beer, Wine, and Liquor Stores (NAICS 4453)	\$19,232,948	\$2,779,686	\$16,453,262
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$72,219,222	\$138,897,215	-\$66,677,993
Gasoline Stations (NAICS 447/NAICS 4471)	\$363,698,786	\$428,714,323	-\$65,015,537
Clothing and Clothing Accessories Stores (NAICS 448)	\$98,599,990	\$171,423,887	-\$72,823,877
Clothing Stores (NAICS 4481)	\$76,656,836	\$133,136,890	-\$56,480,054
Shoe Stores (NAICS 4482)	\$10,180,683	\$19,864,458	-\$9,683,775
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$9,763,471	\$18,422,519	-\$8,659,048
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$37,371,642	\$105,552,350	-\$68,180,708
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$21,794,174	\$62,303,094	-\$40,508,900
Book, Periodical, and Music Stores (NAICS 4512)	\$15,577,468	\$23,249,288	-\$7,671,819
General Merchandise Stores (NAICS 452)	\$340,125,978	\$439,098,491	-\$98,972,513
Department Stores Excluding Leased Depts. (NAICS 4521)	\$131,869,723	\$166,634,095	-\$34,764,372
Other General Merchandise Stores (NAICS 4529)	\$208,256,255	\$272,421,496	-\$64,165,243
Miscellaneous Store Retailers (NAICS 453)	\$31,884,008	\$60,125,983	-\$28,241,975
Flowers (NAICS 4531)	\$3,062,390	\$5,078,403	-\$2,016,013
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$11,575,516	\$22,926,636	-\$11,351,119
Used Merchandise Stores (NAICS 4533)	\$3,184,943	\$8,513,510	-\$5,328,567
Other Miscellaneous Store Retailers (NAICS 4539)	\$14,131,159	\$23,606,448	-\$9,475,289
Nonstore Retailers (NAICS 454)	\$66,232,426	\$114,417,426	-\$48,185,000
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$46,060,537	\$11,979,217	\$34,081,320
Vending Machine Operators (NAICS 4542)	\$5,581,403	\$13,892,797	-\$8,311,394
Direct Selling Establishments (NAICS 4543)	\$13,990,486	\$85,545,412	-\$71,554,926
Food Services & Drinking Places (NAICS 722)	\$384,305,871	\$624,870,378	-\$240,564,507
Full-Service Restaurants (NAICS 7221)	\$149,269,527	\$217,530,304	-\$68,260,777
Limited-Service Eating Places (NAICS 7222)	\$195,665,951	\$339,706,777	-\$144,040,826
Special Food Services (NAICS 7223)	\$23,378,652	\$27,154,738	-\$3,776,086
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$12,752,701	\$39,888,657	-\$27,135,956

Source: ESRI Business Analyst

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 Strategic Urban Economics

Programming

UTA PLAN (and Opportunity)

Mission: Become a Major National Research University; Achieve Key Recognition from 2010 - 2020

- Plan to Increase Research Funding and Productivity
- Plan to Improve Undergraduate Education
- Plan to Enhance Doctoral Programs
- Plan to Improve Faculty Development
- Plan to Improve Student Development
- Plan to Capitalize on Other Resources

Increase population from 33,000 to 40,000+/- students
Increase faculty from 635 to 900 t/t

Opportunity: This Plan adds nearly 10,000 people to the immediate Trade Area and the following opportunities:

- Growth centered in Gen Y, X+ and "Creative Class"
- Add or lease 100,000 to 200,000 sf research space
- Doubles on-campus housing (only 15% of total students)
- Creates opportunity for new off-campus new housing (for approximately 8,000 people)

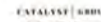


Urban village character of the UTA Master Plan vision



UTA Campus Master Plan -- 2020

Source: University of Texas at Arlington 2020 Strategic Plan and Master Plan, and Catalyst Group



Programming

3 Phases over 9 years

Program (LOCATION):	Project Area (TYPE OF USE):	Primary Demand Generator:	# Projects
Office (NEAR STUDY AREA)	100,000 sf (RESEARCH SPACE)	UTA and Joint Venture Companies	2
Retail (CLOSE TO CENTER ST.)	16,000 sf (RESTAURANTS)	UTA, Downtown, Ethnic Groups	2
	24,000 sf (SERVICE RETAIL)	Ethnic Groups (PART OF MIXED-USE PROJECTS)	2
	500 sf (RETAIL/FOOD KIOSKS)	UTA, Downtown, City-Wide, Ethnic Groups	1
	temporary (FOOD TRUCK CORRAL)	UTA, Downtown, City-Wide, Ethnic Groups	1
Civic/Cultural	50,000 sf (LIBRARY, CHURCH, etc)	City Wide Demand and Usage	1
Housing (IN STUDY AREA)	300 du (LOFTS)	Downtown	1
	120 du (SENIORS)	City Wide Demand (AGING POPULATION)	1
	620 du (STUDENTS)	UTA (15% OF 6,800 BED DEMAND)	3
Incubators (NEAR UTA ON CENTER)	18,000 sf (BUSINESS INCUBATOR)	UTA-Related Program (PART OF MIXED-USE PROJECT)	1
	6,000 sf (RESTAURANT INCUBATOR)	City Wide Demand (COMMUNITY KITCHEN)	1
214,500 sf Office, Retail and Cultural Space			11 projects
967,200 sf Residential Space (1040 Urban Residences)			5 projects
1,181,700 SF TOTAL			16 PROJECTS

Programming Goals

- Stabilize negative population transitions
- Retain and attract Gen Y and young families
- Strengthen UTA's regional position
- Capitalize upon and leverage diverse ethnicity
- Help restore downtown as a regional destination





**DISCOVER
DIVISION**