



North Central Texas
Council of Governments



HURST BOULEVARD VISION

**State Highway 10 Corridor
Redevelopment Plan**

ADOPTED BY HURST CITY COUNCIL
ON JUNE 23, 2026

ACKNOWLEDGMENTS

The following individuals are recognized for their dedication and contributions in shaping the Hurst Boulevard Vision Plan. A sincere thank you to the City of Hurst, Mundo and Associates, and Adobe Stock Images for images provided in this plan.

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PLANNING CONTEXT

PLAN PURPOSE

Hurst Boulevard Vision is a comprehensive corridor redevelopment plan that aims to improve the State Highway 10 (Hurst Boulevard) corridor traveling through the City of Hurst. The primary goal of the plan is to enhance the experience of all users, including residents, business owners, pedestrians, cyclists, and commuters along the corridor. The plan process involves an analysis of the corridor, multiple community engagement opportunities, and catalytic site concept plans to generate a relevant and actionable redevelopment strategy for the area.

Plan objectives include:

- Summary of opportunities to improve transportation options, safety, connectivity, and functionality of the corridor
- Identification of future land uses within the catalytic sites that enhance user experience and attract people to Hurst Boulevard
- Strategies to catalyze development through improved public spaces
- Collaboration with existing stakeholders to attract business and economic development opportunities

PLAN PROCESS

Over the course of the project process, the following phases were completed to establish the Hurst Boulevard Vision:

- **Phase 1 - Facilitate:** Project discovery and ongoing administrative tasks
- **Phase 2 - Listen:** Public and stakeholder outreach efforts throughout the plan process
- **Phase 3 - Assess:** Evaluation of the corridor characteristics for issues and opportunities
- **Phase 4 - Envision:** Formation of recommendations to enhance connectivity and redevelopment opportunities
- **Phase 5 - Strategize:** Adoption of the final action plan with implementation strategies



PLAN STRUCTURE

This plan is organized into four chapters which introduce the project, illustrate the vision for the corridor, and provide strategies for implementation. Supporting documents and in-depth analysis can be found in the **Appendices A-E**.

- **Chapter 1 - Planning Context:** Discusses the primary goals of the project and provides insight on key takeaways discovered through community engagement and the existing conditions analysis.
- **Chapter 2 - Corridor Redevelopment Framework:** Defines the vision for the corridor and the subsequent actions that are recommended to achieve the vision in alignment with guiding principles defined during the plan process.
- **Chapter 3 - Catalytic Sites:** Illustrates overarching concepts for the future development and redevelopment of three catalytic sites within the corridor.
- **Chapter 4 - Implementation:** Presents proposed actions to achieve the vision of the plan, organized by priority, type of action, and the recommended timeframe for implementation.

STUDY AREA

As illustrated in **Figure 1** below, the boundaries of the Hurst Boulevard study area include approximately 500 acres along a 3.2-mile stretch of State Highway 10 (Hurst Boulevard) between Interstate Highway 820 (IH 820) to the west and Bell Flight Boulevard to the east. The study area encompasses Hurst's primary industrial zone and is a major economic driver supporting the city's employment market. Hurst Boulevard also functions as a regional corridor, serving as a reliever route for State Highway 183 (Airport Freeway) and a major east-west connection for the southern portion of Hurst. The corridor is owned and maintained by the Texas Department of Transportation (TxDOT), requiring additional coordination with the City in development discussions.

While current land uses within the corridor mainly attract those who are employed or live in the area, there is potential in the study area to develop destinations that have a regional draw. Currently, Bell Helicopter is headquartered along Hurst Boulevard at Bell Flight and serves as the largest regional employer along the corridor. Additionally, two Trinity Railway Express (TRE) Stations are positioned near both ends of the study area.

With additional development and redevelopment, areas near the TRE Stations, as well as other key locations along Hurst Boulevard, can be transformed into destinations that continue to support the community and begin to attract visitors from across the metroplex.

CATALYTIC SITES

In order to envision how redevelopment could occur along the corridor, three sites were chosen to develop future catalytic scenarios that align with the goals set out by this plan. Further information on the catalytic sites, including the illustrative concept plans, can be found in **Chapter 3**.



View of Hurst Boulevard facing east near the western catalytic site.

Figure 1. Study Area Boundary



COMMUNITY ENGAGEMENT

Throughout the creation of the Hurst Boulevard Vision Plan, it was a priority of NCTCOG and the City to develop a plan that reflects the needs of the community. As a part of the planning process, an extensive engagement strategy was implemented to provide a variety of opportunities for key stakeholders and the public to provide their input.

PROJECT REVIEW COMMITTEE (PRC)

The PRC is composed of members of City Staff, NCTCOG and TxDOT and was established to act as an advisory body throughout the process, meeting at key project milestones to provide strategic direction and feedback.

FOCUS GROUPS & STAKEHOLDER INTERVIEWS

Interviews with business and property owners along the corridor were conducted to get a better understanding of the existing market and explore potential support for new investment or redevelopment opportunities. In addition to business and property owners, other community representatives were invited to participate in focus group sessions. Participants included members of City Council, the Planning and Zoning Commission, major employers, developers, realtors, other board and commission members, and other key stakeholders.

PUBLIC OPEN HOUSES

Two public open house events were held during the planning process to allow the public opportunities to provide feedback on project progress and ask questions on project-related concerns. The first public open house introduced the project to the public and asked participants for input on existing issues along the corridor and future development opportunities. The second open house allowed the public to provide feedback on concepts and strategies drafted for the plan.

PROJECT WEBSITE & ONLINE OUTREACH

A website was created for the project to provide updates and share opportunities for engagement. This included an interactive map for the public to provide place-based feedback, and two online surveys to obtain community preferences related to development patterns and corridor concepts.



View of the project website homepage providing updates on milestones and plan content.



Hurst residents, business owners, and stakeholders place sticky dots on visual preference activities to share their vision for the corridor during the first public open house.



Focus group attendees use a map of the study area to provide unique insights of the corridor.

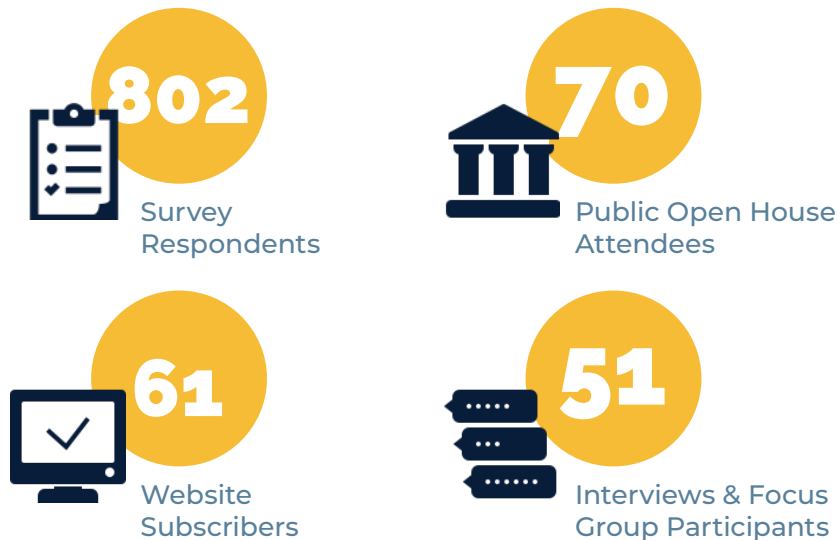
COMMUNITY FEEDBACK

Feedback collected from the engagement process informed the vision and actions recommended in this plan. Key themes we've heard across multiple engagement opportunities are summarized in the graphics on this page and a full engagement summary can be found in **Appendix A**.

Cumulative community feedback reveals that residents and stakeholders value the corridor as the key industrial hub of the City of Hurst and as a point of access to IH 820. Throughout the engagement process, the public has described the corridor as highly industrial, in need of a facelift in many areas, and therefore, not inviting - with many passing through on the way to work or other destinations.

Many community members highlighted opportunities to develop **high-quality destinations** that promote the identity of the corridor and supports the visitors, residents, and employees in the area. Key priorities for development identified by the public include **access to nearby neighborhood retail and services**, as well as **family-friendly entertainment and outdoor spaces**. Physical enhancements such as **lighting and sidewalk connectivity** were consistently identified by the community as key factors that could encourage people to visit the corridor. Additionally, some planning participants expressed concerns about the potential for additional traffic as a result of development, highlighting a need for safe and connected multi-modal connections.

HURST BOULEVARD VISION COMMUNITY TOUCHPOINTS



HURST BOULEVARD CORRIDOR DESCRIPTIONS

POSITIVES		IMPROVEMENT OPPORTUNITIES	
• Commuting route	• Short cut to major freeways	• Run down	• Traffic
• Easy access	• Better traffic outside of rush hours	• Declining	• Dark
• Convenient	• Good for fast travel to school	• Outdated	• Plain
• Alternative	• Landscaping	• Old	• Boring
• Direct route		• Aging	• Sparse
• Sufficient traffic flow		• Unwalkable	• Deteriorating
• Potential		• Busy	• Needs improvements in pedestrian amenities
• Opportunities		• Uninviting	
• Spacious		• Unappealing	
• Wide streets		• No restaurants	
		• Industrial looking	

KEY COMMUNITY DESIRES



PREFERRED STUDY AREA IMPROVEMENTS



EXISTING CONDITIONS

The existing conditions in the Hurst Boulevard study area were evaluated to provide a baseline understanding of how the corridor functions and feels. Community conditions, development context, the local real estate market, and other components crucial to understanding the study area and surrounding community were evaluated. The following sections summarize key findings from the Existing Conditions Diagnostic Report, which can be found in **Appendix B**.

MOBILITY

The mobility analysis included an assessment of roadway operations, safety, corridor context sensitivity, and multi-modal options.

KEY TAKEAWAYS

- The Hurst Boulevard corridor is a four-lane roadway characterized by high-speed traffic, including the presence of many large, industrial vehicles, and commuters accessing IH 820.
- The roadway's auto-focused layout and lack of sidewalk connections make it difficult for pedestrians to safely and comfortably navigate the study area.
- Hurst is not a member city of Trinity Metro and therefore no direct access to public transit exists within the study area. However, the TRE railroad track travels east to west along the study area's southern edge and there are two rail stations just south of the Hurst border within Fort Worth.
- Roadway intersections within the corridor are in moderately good condition, having been updated recently. There are minor issues related to accommodations for industrial vehicles and pedestrian access, as well as two significant repairs needed at Hurstview Drive and Bell Flight Drive.
- Several access management techniques are present within the corridor, including medians and turn lanes at signalized intersections. However, there are a few access connection spacing issues that may become a problem as development unfolds along the corridor.
- Mobility challenges along Hurst Boulevard include high levels of congestion at certain times of day and 237 reported crashes over the last five years.



View of Hurst Boulevard facing west from the Central Catalytic Site.



Many study area properties flanking the corridor are characterized by industrial buildings with large parking lots.



Intersection at Hurstview Drive highlighting lack of sidewalk connections.

MARKET

The market assessment included an analysis of the study area's land use, competitive market position, major industries, workforce, and catalytic sites.

KEY TAKEAWAYS

- Industrial and vacant land dominate the study area, accounting for over half of its 500 acres. Most industrial uses remain integral to Hurst's economy.
- With high vacancies and an oversaturation of retail zoning that does not align with local demand, many users of the corridor are traveling through the study area to get to other destinations.
- There is a desire for additional retail in the study area, however the lack of significant residential growth impacts the market demand for commercial development.
- Catalytic development sites, through private and public investments, offer the opportunity to regenerate Hurst Boulevard into a regional attraction through gateways, placemaking, aesthetic upgrades, and community-oriented design.

CORRIDOR CHARACTER

The corridor character analysis included an assessment of current land use and zoning, corridor aesthetics, and parks and open space.

KEY TAKEAWAYS

- The Hurst Boulevard study area is heavily auto-oriented, with wide roads and buildings set back behind parking lots, creating a busy and impersonal environment.
- Industrial uses and vacant lots contribute to disconnection and visual clutter, while poor sidewalk conditions, lack of landscape buffers, and inconsistent signage make the area challenging for pedestrians and cyclists.
- Public art installations on traffic signal control boxes offer glimpses of community identity, but varied architectural styles and minimal screening near industrial zones contribute to a sense of disorder.
- The study area requires general aesthetic upgrades to encourage positive redevelopment but has the foundation to create a walkable and enticing environment that can serve as an asset and attract visitors as they travel throughout the region.

ENVIRONMENT

The environmental analysis included an assessment of natural features within the study area that may have an impact on future development or redevelopment.

KEY TAKEAWAYS

- Approximately 15 percent of the study area (55 acres) lies within flood hazard zones.
- Many of the remaining vacant parcels within the study area are located partially or entirely within flood hazard zones, limiting redevelopment opportunities.
- Additionally, 17 properties, primarily located on the southern side of Hurst Boulevard, may require environmental remediation due to historic and ongoing industrial activities.
- Due to the environmental conditions, each of the catalytic sites will require some form of environmental consideration or remediation,



View of Bell Helicopter facility and TxDOT median improvements located at the eastern end of Hurst Boulevard. Positioned on the corner of Bell Flight Boulevard, this facility is a landmark signifying passage into Hurst when traveling west toward IH 820.



Traffic signal control box with public art at the intersection with Precinct Line Road.



Vacant property at western catalytic site in need of environmental remediation due to potential past contamination.



View of typical sidewalk conditions along Hurst Boulevard, including presence of roadway signs and utilities, as well as minimal sidewalk buffer..

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CORRIDOR REDEVELOPMENT FRAMEWORK

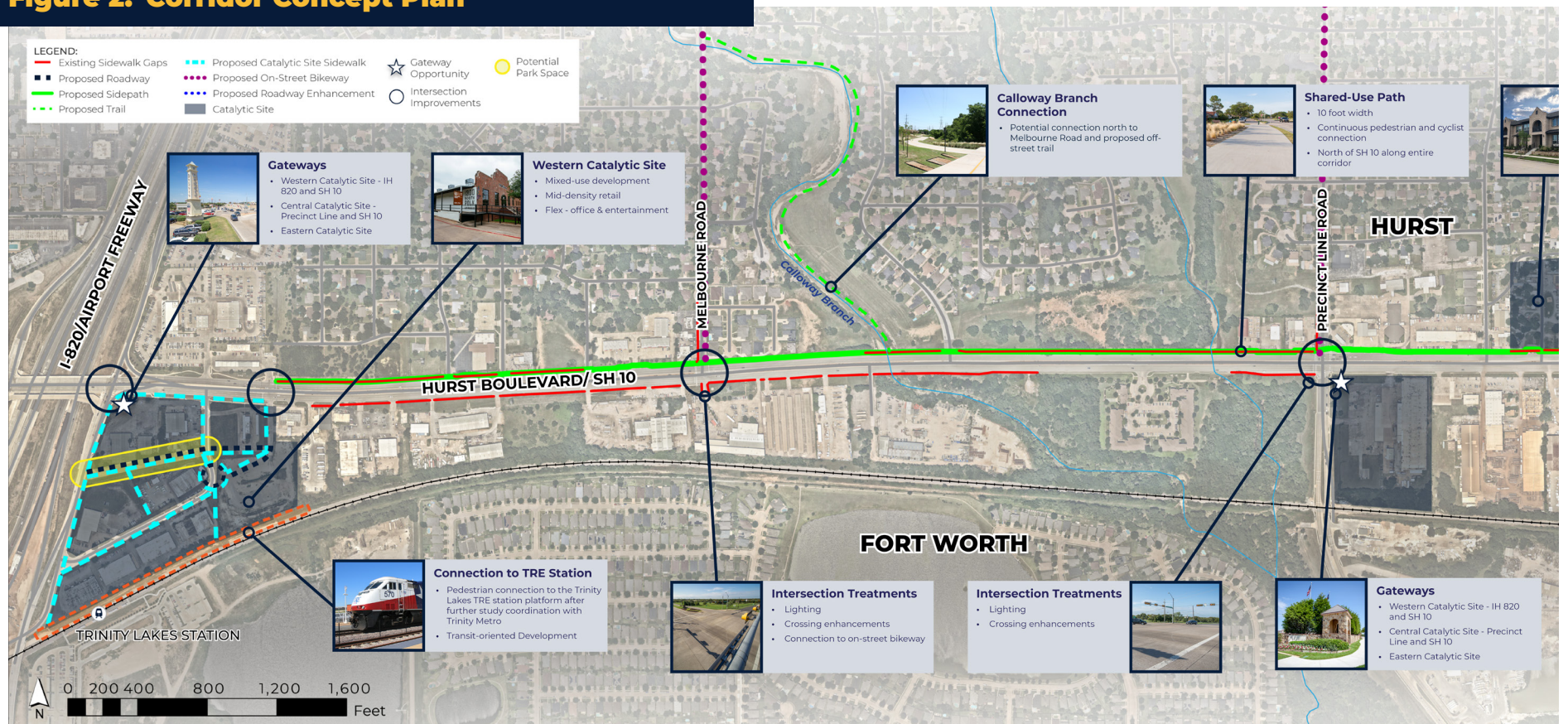
CORRIDOR REDEVELOPMENT FRAMEWORK & VISION

This chapter outlines a vision for the future of the corridor, developed based on analysis of existing conditions, community feedback, and with guidance from NCTCOG, City staff, and TxDOT. The following pages list strategies for improvements based on the Vision Statement and Guiding Principles presented in this chapter. These recommendations aim to address existing issues identified during the planning process, as well as future opportunities that could improve the corridor. The photos in this chapter are outside of Hurst and representative of best practices related to the recommendations.

CORRIDOR CONCEPT PLAN

Figure 2 (across pages 10 and 11) visually summarizes the recommended locations for mobility and safety enhancements, catalytic sites, and other initiatives to strengthen accessibility and commercial vibrancy throughout the study area. Each of these concepts are discussed in greater detail on the following pages.

Figure 2. Corridor Concept Plan



VISION STATEMENT

The Vision Statement below serves as an overarching summary of the plan's goals and aspirations. This Vision is supported by four Guiding Principles which direct decisions, recommendations, and overall outcomes of the plan.

Reimagine the Hurst Boulevard Corridor as a vibrant destination that moves people safely, offers multimodal transportation options, supports thriving businesses, and invites residents and visitors to gather, explore, and invest in Hurst's future.

GUIDING PRINCIPLES



MOBILITY & CONNECTIVITY:

Support multimodal transportation options that improve connectivity for all users and maintain traffic flow.



SAFETY & ACCESSIBILITY:

Enhance safety and accessibility for all users through crossing, lighting, and wayfinding improvements.



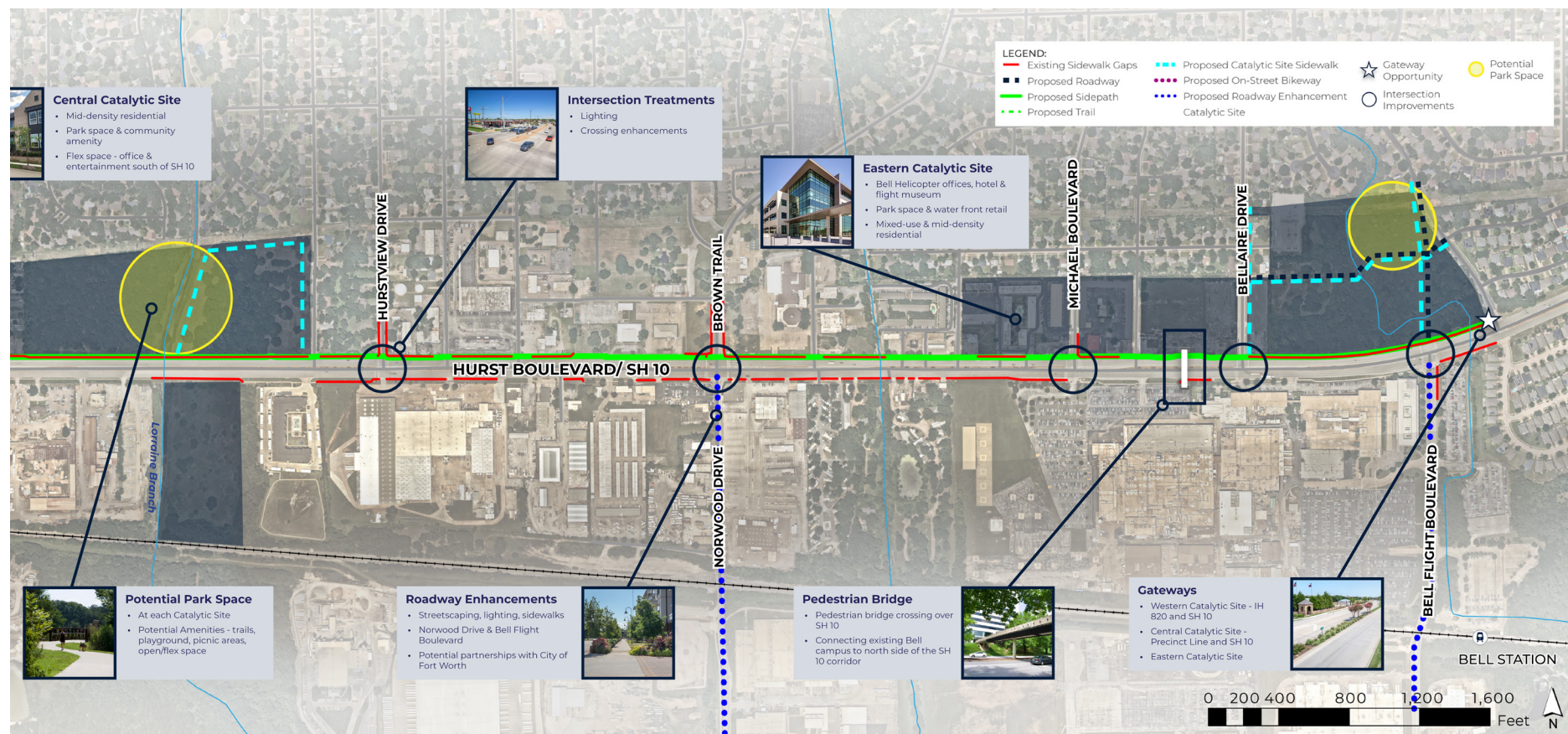
ECONOMIC PROSPERITY:

Support destination-based development that blends retail, residential, and recreational uses.



SENSE OF PLACE:

Foster a unique identity for the corridor by improving aesthetics and celebrating local character and history.





MOBILITY & CONNECTIVITY

Support multimodal transportation options that improve connectivity for all users and maintain traffic flow.

KEY ISSUES

The following key issues related to Mobility & Connectivity were identified:

- **LIMITED MULTIMODAL OPTIONS.** The corridor is autocentric with limited infrastructure to support multimodal connectivity.
- **LACK OF BICYCLE & PEDESTRIAN ACCOMMODATIONS.** Safe, visible connections to nearby neighborhoods are needed. There are currently no safe routes for bicycles, and informal desire lines show where sidewalk gaps disrupt walkable access.
- **NO PUBLIC TRANSIT ACCESS.** There are no public transit options along the corridor. Trinity Lakes and Bell TRE Stations are located adjacent to the corridor, but Hurst has no formal access.
- **GAPS IN CONNECTIVITY.** North-to-south and east-to-west connectivity are limited by adjacent industrial uses, floodplain areas, and the TRE commuter rail tracks.
- **ACCESS MANAGEMENT.** The corridor has a high number of curb cuts/driveways, including a significant amount east of Precinct Line Road.
- **TRAFFIC.** Congestion is observed during peak travel times near Bell Headquarters and at the IH 820 intersection.
- **INCONSISTENT WAYFINDING.** Signage/wayfinding along the corridor is inconsistent.

RECOMMENDATION TOPICS

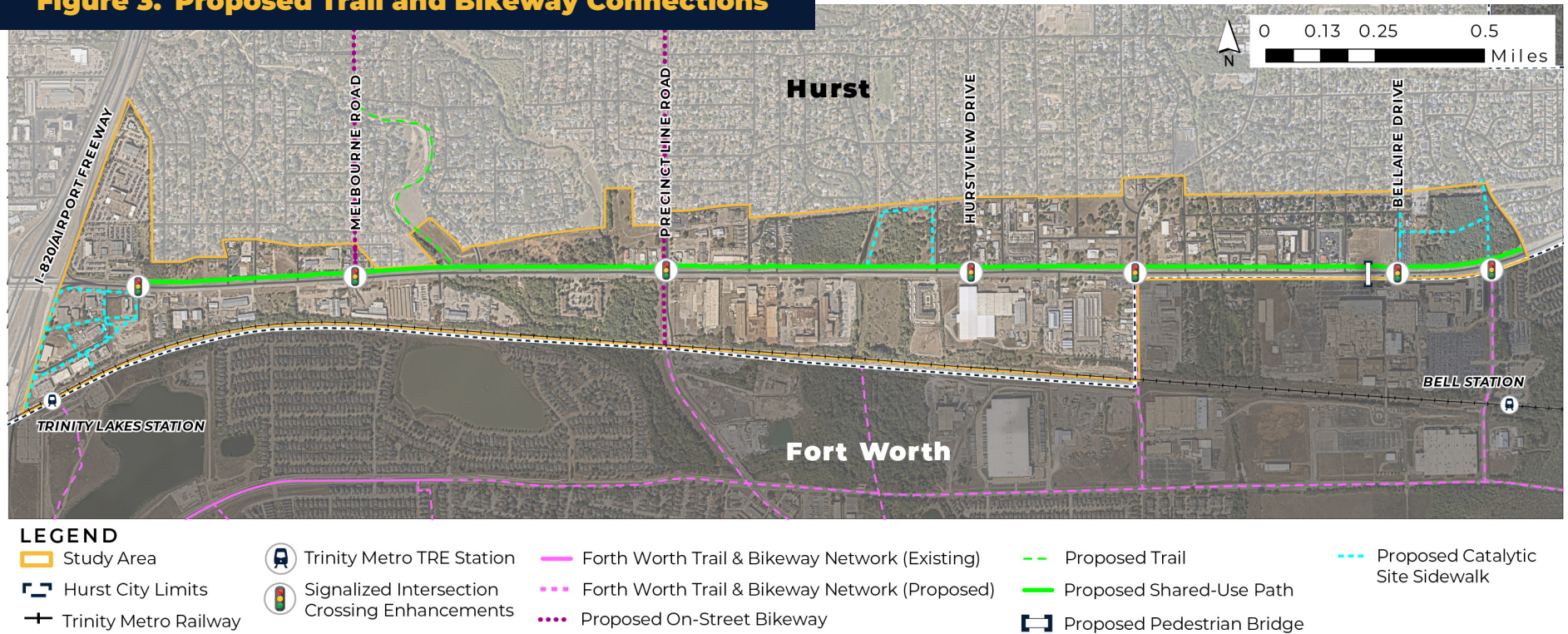
The topics listed below represent the organizational structure of the strategies identified for the Mobility & Connectivity section. Pages 36-38 in **Chapter 4** depict the implementation table for the Mobility and Connectivity Guiding Principle.

- **MULTIMODAL ACCESS & CONNECTIVITY.** Includes strategies to improve trail and bikeway access and connectivity along the corridor and to key destinations outside of the study area.
- **CONGESTION MITIGATION & ACCESS MANAGEMENT.** Includes strategies to improve signal timing and balance business access with maintaining traffic flow.
- **STREET GRID ENHANCEMENTS.** Includes strategies to realign or extend roadways within the catalytic sites to provide better vehicular circulation.
- **PARTNERSHIPS.** Includes strategies to work with other agencies to pursue joint improvement projects.

MULTIMODAL ACCESS & CONNECTIVITY

A key priority for this study is improved trail and bikeway access to destinations within the study area and beyond. Strategies to achieve this include the development of a **shared-use path along the entire corridor**, providing safe and convenient routes for pedestrians and cyclists. Additional recommendations focus on **filling in remaining sidewalk gaps** both along the roadway and within adjacent development, as well as the addition of **bicycle and trail connections along roadways and existing drainage corridors** where feasible. Within the catalytic sites, proposed pedestrian connections would provide additional connectivity as these sites are developed over time. **Figure 3**, on page 13, depicts the proposed trail and bikeway facilities within the study area. More detailed analysis of the multimodal improvements can be found in **Appendix C**.

Figure 3. Proposed Trail and Bikeway Connections



CONGESTION MITIGATION & ACCESS MANAGEMENT

The Hurst Boulevard corridor is a busy roadway that serves as a reliever route for accessing IH 820 and accommodates several auto-oriented businesses. With projected future growth, including new businesses and residents, effective congestion mitigation and access management through **improved signal timing, driveway and median entry consolidation, and encouragement of shared parking lots**, is essential to maintaining balanced traffic flow.

STREET GRID ENHANCEMENTS

As future development and redevelopment occur at the catalytic sites, it is important to consider street configuration to improve vehicular circulation through these sites. These improvements should aim to facilitate improved connectivity and optimize traffic flow throughout the three catalytic sites. Potential strategies for enhancing the street grid include **establishing additional roadway connections and realigning existing roadways** within the catalytic sites.



A roundabout is explored as part of the Western Catalytic Site illustrative concept plan. Roundabouts decrease the number of conflict points and improve the flow of vehicle traffic.

PARTNERSHIPS

Several key entities play significant roles within the Hurst Boulevard corridor, including **business and property owners, TxDOT, and the City of Hurst**. As these entities undertake efforts to improve the study area, it is important to establish a partner relationship and maintain ongoing collaboration. Involving entities in future discussions will help the shared vision for the corridor's future remain cohesive and support the creation of compatible and connected development along Hurst Boulevard.

Additional partnerships with neighboring entities such as the **City of Fort Worth and Trinity Metro** will provide further opportunities for enhancing regional connectivity. These partnerships may enable the City of Hurst to strengthen and expand connections to trails, bikeways, and rail stations, ultimately supporting greater accessibility and regional connections.

CREATING CONNECTIONS WITH PARTNERSHIPS



If Bell redevelops property north of Hurst Boulevard, a high-impact strategy for improving pedestrian connectivity along Hurst Boulevard without impeding the flow of traffic is the implementation of a pedestrian bridge.

A strategic location for a pedestrian bridge over Hurst Boulevard could be in the Eastern Catalytic Site (see page 30), connecting the existing Bell Helicopter campus to a future office extension location in Hurst. The implementation of a pedestrian bridge over Hurst Boulevard would require coordination between Bell Helicopter, TxDOT, and the cities of Hurst and Fort Worth.

One consideration for this strategy is the clearance necessary to accommodate the requirements of the Texas Highway Freight Network since Hurst Boulevard is a part of the system.



SAFETY & ACCESSIBILITY

Enhance safety and accessibility for all users through crossing, lighting, and wayfinding improvements.

KEY ISSUES

The following key issues related to Safety & Accessibility were identified:

- **VEHICLE CRASHES.** There were a total of 237 total crashes along the corridor from 2019-2024.
 - Intersections were the primary location of most crashes with Norwood/Brown Trail, Precinct Line, and Bell Flight Boulevard having the highest numbers of incidents.
 - The top three contributing factors included disregarding traffic signalization or traffic control, failure to yield the right of way (turning left), and speeding.
- **HIGH TRAVEL SPEEDS.** High travel speeds along Hurst Boulevard inhibit safety and access to corridor businesses.
- **LACK OF PEDESTRIAN SAFETY.** The corridor lacks pedestrian amenities (e.g., lighting, sidewalks, landscaping, buffers, etc.) to encourage safe and comfortable walking.

RECOMMENDATION TOPICS

The topics listed below represent the organizational structure of the strategies identified for the Safety & Accessibility section. Pages 39-40 in **Chapter 4** depict the implementation table for the Safety & Accessibility Guiding Principle.

- **TRAFFIC CALMING & SPEED REDUCTION.** Includes strategies to calm speeds along the corridor.
- **BICYCLE & PEDESTRIAN SIGNALS AND AMENITIES.** Includes strategies to enhance bicycle/pedestrian crossing amenities and facilities at intersections.
- **ROADWAY IMPROVEMENTS.** Includes strategies to make improvements to intersections, such as corridor lighting and safer turning movements.

TRAFFIC CALMING & SPEED REDUCTION

High vehicle speeds along Hurst Boulevard have been identified as an issue, contributing to accidents and inhibiting safe access to businesses. **Reconsideration of speed limits** is recommended, as well as **installation of dynamic speed feedback signs**, promoting greater awareness and compliance with posted speed limits. Additionally, the incorporation of landscaping and other amenities can serve as **traffic calming measures for motorists**. Features such as planted medians, street trees, and pedestrian-friendly elements help to visually narrow the roadway and naturally slow down traffic, further encouraging safer movement throughout the corridor.

TRAFFIC CALMING MEASURES



As a major arterial, Hurst Boulevard is designed to quickly move high volumes of traffic through the area. This is reflected in the roadway's existing structure, which consists of relatively long blocks, wide travel lanes, and few traffic calming measures.

As the corridor evolves, it will be important for the safety of pedestrians and motorists to incorporate traffic calming measures in strategic locations. The image above demonstrates the use of landscaping, trees, and textured surfaces to encourage reduced speeds. Other examples of traffic calming measures include: speed bumps, raised or textured portions of roadway, narrowed lanes, and additional landscaping.

Pictured above is a portion of Baker Boulevard with enhanced medians and bike lane in the City of Richland Hills.

BICYCLE & PEDESTRIAN SIGNALS/AMENITIES

Currently, bicycle and pedestrian routes throughout the corridor are disconnected and not comfortable for users. Several actions can be implemented to enhance the pedestrian experience along Hurst Boulevard. **Figure 4** identifies proposed safety countermeasures at each of the signalized intersections along the corridor to improve safety for bicyclists and pedestrians that are crossing at the intersections. **Improved crossing facilities at intersections**, as well as additional crossing facilities in medians and at key developments improve connectivity and safety. Furthermore, **ensuring ramps are compatible with the latest Public Right-of-Way Accessibility Guidelines (PROWAG) standards and align with future sidewalks** is essential for accessibility. **Additional wayfinding and cautionary signage** can improve the awareness of both pedestrians and motorists traveling through the study area. **Appendix C** details more discussion of the proposed safety countermeasures along the corridor.



The HAWK beacon is a pedestrian crossing that uses a red light indication to stop vehicular traffic on an as-needed basis, allowing pedestrians more time to cross busy roadways away from a signalized intersection.

Figure 4. Proposed Priority Safety Projects Map



LEGEND

- Study Area
- Trinity Metro TRE Station
- Hurst City Limits
- Trinity Metro Railway
- Signalized Intersection

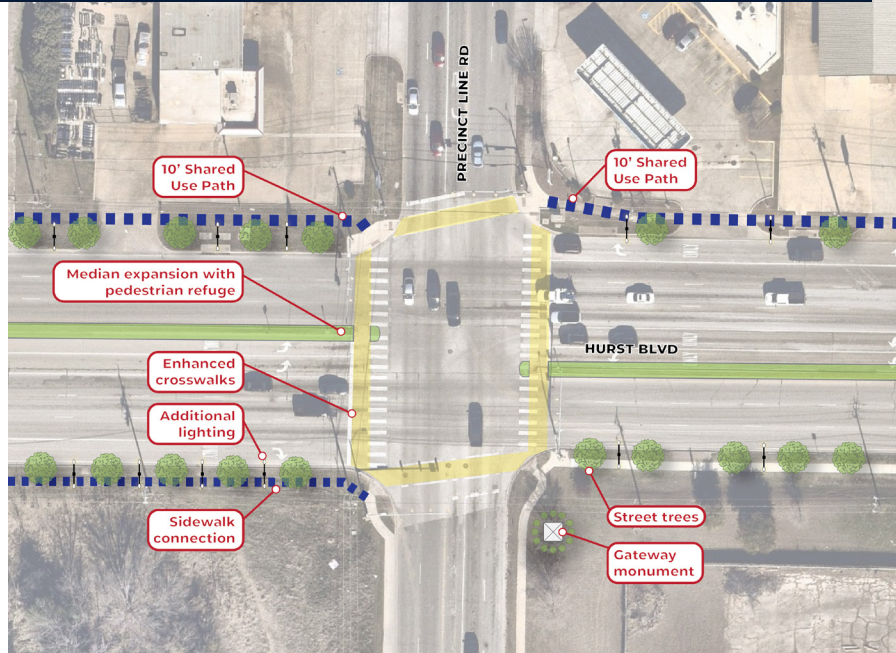
Safety Countermeasures

- 1 Median Refuge Islands
- 2 Crosswalk Restriping
- 3 Pedestrian Signal Upgrades
- 4 Cautionary Signage

ROADWAY IMPROVEMENTS

To enhance the overall safety and functionality of the corridor, several general roadway improvements are recommended as part of this plan. Strategies include **updated traffic signals with improved signal timing**. Other intersection enhancements such as **repainted striping and additional left-turn lane considerations** aim to enhance safe turning and crossing movements. Furthermore, this plan recommends the installation of additional signage to aid navigation, as well as improved **roadway lighting** to enhance visibility, particularly during nighttime hours. Sample intersection improvements are shown in **Figure 5** below.

Figure 5. Sample Intersection Improvements



Intersection improvements at Precinct Line Road, and other intersections, could include additional lighting, street trees, enhanced crosswalks, medians with pedestrian refuge island, and a 10' shared-use path on the north side of the roadway.



The image above shows an example of vehicular scale lighting consistently placed along a roadway to improve visibility at night.



Due to frequent use, there are several instances of faded crosswalks and roadway striping throughout the corridor. It is essential to maintain striping at intersections to create clear indications of how users should maneuver through traffic.



ECONOMIC PROSPERITY

Support destination-based development that blends retail, residential, and recreational uses.

KEY ISSUES

The following key issues related to Economic Prosperity were identified:

- **LACK OF DESTINATIONS.** Hurst Boulevard is not a destination for many people, it is primarily a pass through for people on their way somewhere else.
- **LIMITED RESIDENTIAL OPTIONS.** There is a lack of diverse housing options needed to support workers and families at different stages of life.
- **UNDERUTILIZED SPACE.** In addition to low-density properties, such as warehouses, multiple properties along the corridor are vacant, abandoned, or aging.
- **MISSING NEIGHBORHOOD RETAIL.** The corridor has few community services and retail options necessary to support residents and employees at businesses along Hurst Boulevard. (e.g., lunch spots, daycares, convenience stores, laundromats, etc.)
- **ENVIRONMENTAL CONCERNS.** Prior to redevelopment, remediation is needed in multiple areas along the corridor due to floodplain boundaries and brownfield contamination.

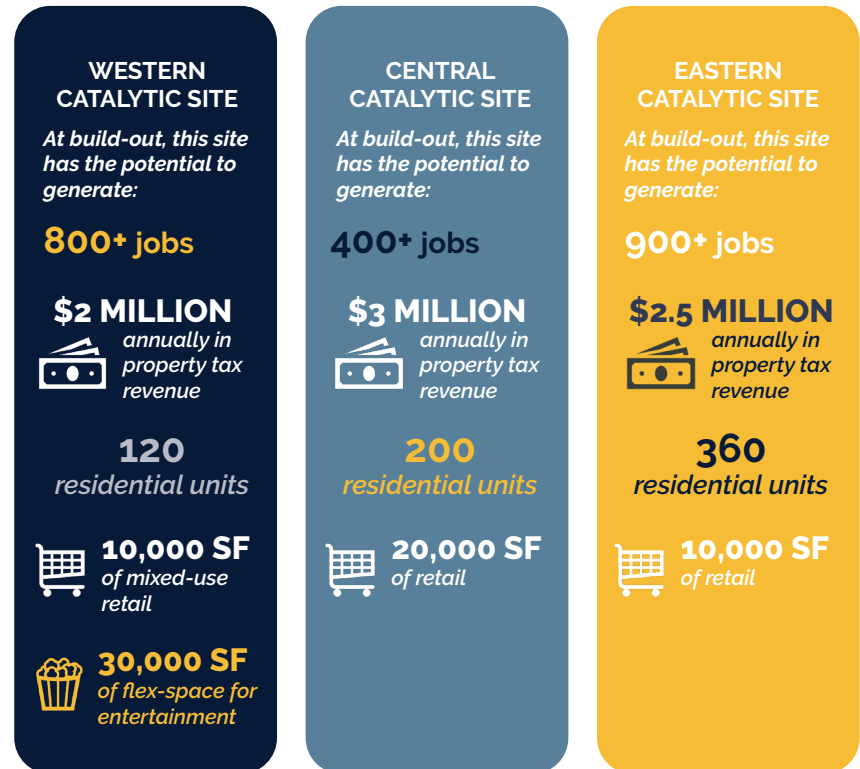
RECOMMENDATION TOPICS

The topics listed below represent the organizational structure of the strategies identified for the Economic Prosperity section. Pages 41-42 in **Chapter 4** depict the implementation table for the Economic Prosperity Guiding Principle.

- **ECONOMIC DEVELOPMENT.** Includes strategies to phase implementation of the catalytic sites over time.
- **MARKET POTENTIAL.** Includes strategies to implement the corridor vision through zoning changes and marketing of the corridor.
- **BUSINESS & COMMUNITY SUPPORT.** Includes strategies to attract daily-needs retail and diversify housing.

ECONOMIC DEVELOPMENT

Beyond employment uses and highway access, the corridor offers limited attractions for residents and visitors. This lack of destinations reduces the corridor's appeal for retail and community-oriented entertainment, which were identified as desired improvements. However, there is significant potential to transform key sites along the corridor into destinations. Through coordination with property owners, the catalytic sites and other underutilized parcels have the potential to become destinations through **transit-oriented development, workforce expansion, and entertainment opportunities.** **Chapter 3** presents the conceptual visions for the three catalytic sites. A summary of the potential economic impact of full implementation of the catalytic site visions is presented below. For additional information about the associated economic market forecast for the catalytic sites, see **Appendix D.**



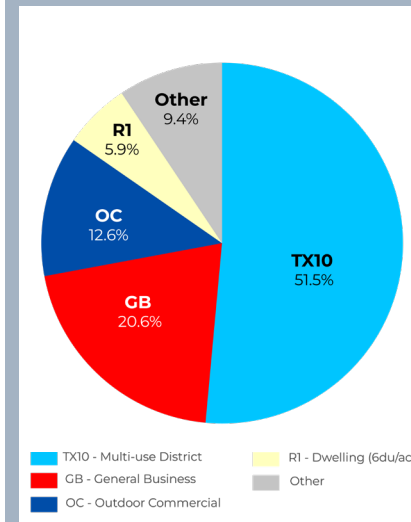
MARKET POTENTIAL

There are several opportunities to improve the marketability of the corridor to attract future development partners. This includes leveraging vacant land by identifying and **promoting underused parcels to encourage investment**. Additional strategies include a **updating zoning regulations** to encourage redevelopment, as well as a **focused marketing campaign** to highlight the corridor's unique opportunities. Ongoing collaboration with the Hurst Euless Bedford (HEB) Chamber of Commerce will help align outreach efforts with broader economic goals.

BUSINESS & COMMUNITY SUPPORT

Access to neighborhood-serving retail and services was highlighted as a key priority during the public engagement process. Convenient amenities such as grocery stores, coffee shops, daycare centers, and other everyday services play a vital role in meeting the daily needs of those who live and work near the corridor. Implementing **incentives and grant programs** can foster business growth and sustainability, ensuring that the corridor remains economically prosperous and responsive to community needs. Additionally, offering a **range of housing choices** can better accommodate individuals and families at various stages of life, ensuring that the area remains accessible and attractive to a broad population, while also **increasing the demand for additional retail** along the corridor.

TX-10 MULTI-USE DISTRICT



A majority of the study area is zoned as TX-10 Multi-Use or as General Business. The TX-10 Multi-Use District is intended to permit concentrated growth with the development of business, industry and compatible support activities. It specifically encourages uses that will stimulate workforce expansion, optimize employee to customer ratios, maximize economic use of available land and encourage redevelopment of land.

Considerations from the Zoning Assessment Summary (**Appendix E**) include the addition of multi-family residential as a by-right use in the TX-10 Multi-Use District and entertainment-oriented uses as a permitted use. For new developments, site design considerations include driveway consolidation, parking at the rear of the building, and enhanced walkability through the public realm and activated retail frontage.

MISSING MIDDLE HOUSING



"Missing Middle" refers to a variety of housing styles from duplexes to cottage homes to townhomes. These housing options could be more seamlessly integrated into traditional neighborhood areas as opposed to high-density apartment complexes. Introducing missing middle housing in the study area could help provide more attainable housing options.

An example in DFW are the townhouses located behind Lewisville City Hall. This project added just under 20 residential units on approximately 0.5 acres.



SENSE OF PLACE

Foster a unique identity for the corridor by improving aesthetics and celebrating local character and history.

KEY ISSUES

The following key issues related to Sense of Place were identified:

- **INCONSISTENT AESTHETICS.** The corridor lacks a cohesive look and feel due to the mixture of land uses and building styles. Debris, overgrown vegetation, and noise pollution are currently the defining characteristics.
- **LIMITED ACCESS TO GREENSPACE.** Natural areas along the corridor are not maintained and have minimal public access.
- **UNCLEAR IDENTITY.** The corridor lacks a clear identity, despite its historical importance to the City of Hurst and Bell Helicopter. Historic sites and landmarks along Hurst Boulevard exist but are not clearly visible or legible to corridor users.
- **MISSING GATEWAYS.** The corridor has multiple underutilized gateway opportunities to invite users into the City of Hurst, establish an identity, and improve wayfinding.
- **LACK OF COMMUNITY SPACES.** Currently, there are few community amenities or gathering spaces along the corridor. Nearby residents have expressed desire for community amenities in south Hurst.

RECOMMENDED TOPICS

The topics listed below represent the organizational structure of the strategies identified for the Sense of Place section. Pages 43-44 in **Chapter 4** depict the implementation table for the Sense of Place Guiding Principle.

- **PUBLIC REALM ENHANCEMENTS.** Includes strategies to improve the overall look and feel of the corridor.
- **COMMUNITY & GREEN SPACES.** Includes strategies to incorporate public gathering spaces and access to parks and green spaces.
- **BRANDING & LOCAL CHARACTER.** Includes strategies to incorporate the distinct local character and history of Hurst through gateways, signage, and public art.

PUBLIC REALM ENHANCEMENTS

Enhancing the visual appeal of Hurst Boulevard is essential to transforming the corridor into an environment that is not only attractive, but also feels clean and safe to users. **Landscaping improvements, building façade updates, and sidewalk treatments** with distinct materials can significantly enhance the corridor's visual quality and contribute to a cohesive and memorable sense of character throughout the area.



Incorporation of design elements like seating, lighting, and shade helps create inviting spaces that encourage people to gather and explore. Even small areas can be transformed into meaningful destinations that enhance the character of the corridor.

COMMUNITY & GREEN SPACES

Establishing dedicated and welcoming community spaces is a vital step for creating a strong sense of place throughout the study area. These community and green spaces should reflect the history of the corridor, foster civic pride, and enhance the experience for residents and visitors. Public-private partnerships are one tool to share resources and responsibilities. This can be accomplished through **collaboration with private business owners and property owners to provide bicycle racks, or host pop-ups or programs** in underutilized space. These partnerships can be focused on big idea projects such as **collaborating with Bell Helicopter to create a flight museum** near the corporate headquarters. Additionally, connections to green space and natural areas were highlighted as a major priority by the community. **Leveraging floodplains for trails and developing the Highway 10 Linear Park** are ways to increase access to nature and include public art to reiterate the sense of place along Hurst Boulevard.



The currently undeveloped Highway 10 Linear Park is adjacent to Onco property and its utility easement. Depending on the voltage capacity of the overhead power lines, park trails may run parallel or intersect with the easement.



There are many opportunities within the project area to highlight the history and culture along Hurst Boulevard, including the potential to establish an aviation museum in partnership with Bell Helicopter in the Eastern Catalytic Site.

PROGRAMMING FOR TEMPORARY USES



Vacant lots with private owner collaboration can be programmed for temporary uses that allow the space to be utilized by the community and have the potential to inspire future development.

Pop-up events like farmers markets, live music, or holiday celebrations present opportunities to partner with local businesses and activate the corridor. Community gardens and pocket parks are another way to temporarily program a property that benefit the community and character prior to site development.

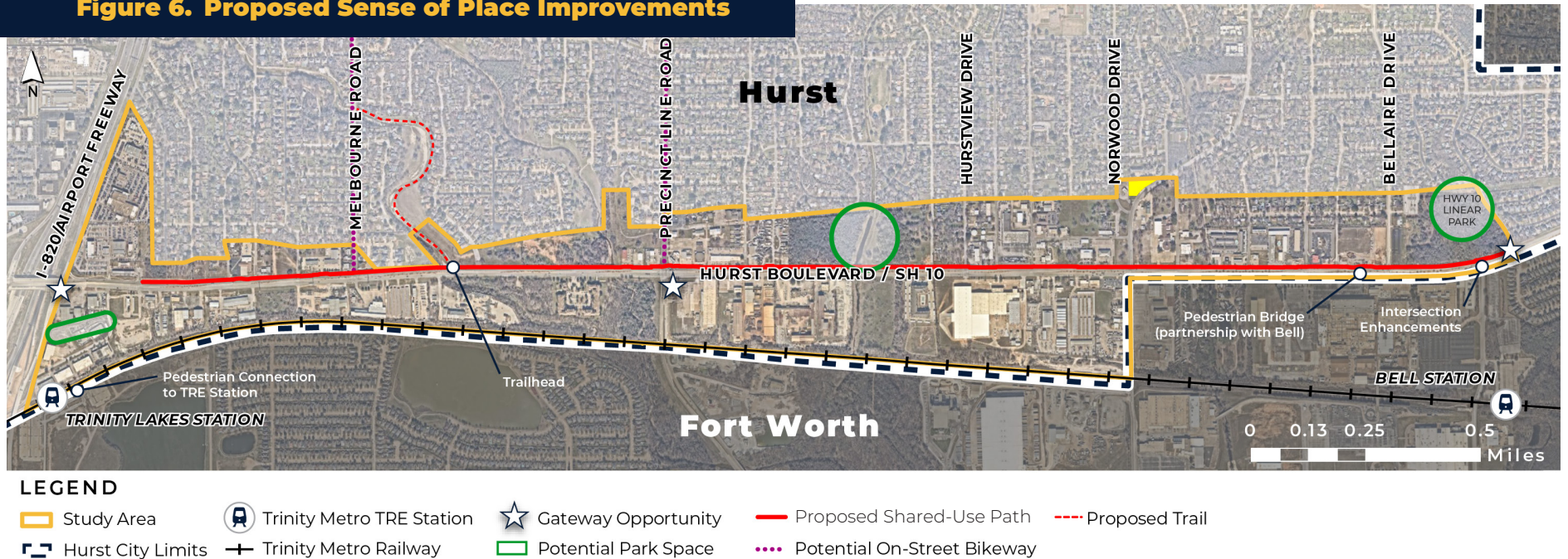
BRANDING & LOCAL CHARACTER

Establishing a clear and consistent brand for the corridor is vital to enhancing the community's character and attracting meaningful development. This identity should reflect Hurst's heritage while expressing its future aspirations. Branding is reinforced through **wayfinding systems, advertising, and signage** that help residents and visitors navigate with ease. **Public art initiatives**, developed in collaboration with local artists and businesses, celebrate local culture and enrich corridor aesthetics through projects such as murals, sculptures, storm drain art, and crosswalk art. These efforts can be incorporated in gateways and the public realm as indicated in **Figure 6**.



Trailheads and public art can be designed to reflect the culture and history of Hurst Boulevard.

Figure 6. Proposed Sense of Place Improvements





CATALYTIC SITES

BACKGROUND

The primary goals of the Hurst Corridor Vision plan are to encourage redevelopment actions that will improve mobility, promote economic prosperity, support multimodal users, and enhance the sense of place within the project area.

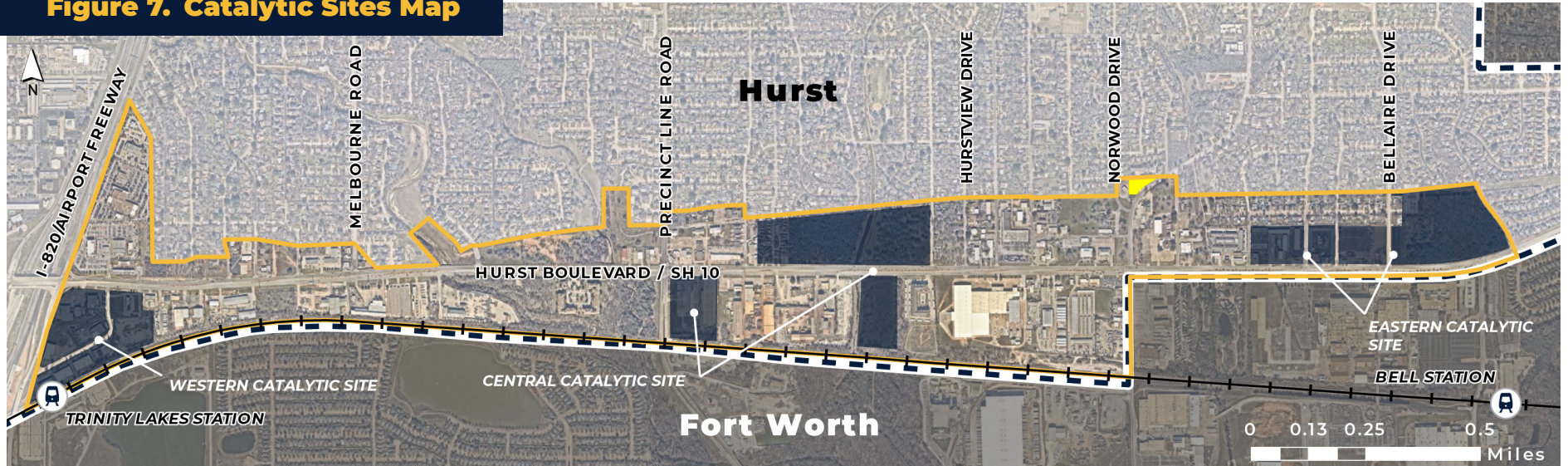
To envision how redevelopment could occur along the corridor, three sites were chosen to test future catalytic scenarios that align with the goals set out by this plan. These sites were chosen based on site vacancy, proximity to major employers or transit stations, and opportunities to serve as community gateways. **Figure 7** illustrates the location of each of the catalytic sites along the corridor.

Multiple factors were considered to inform and guide the concept design of the catalytic sites, including potential susceptibility to change, property ownership, environmental conditions, future partnerships, mobility solutions and community needs. Two scenarios were considered for each site, which were then discussed with project stakeholders. Utilizing stakeholder and community feedback, a final illustrative concept was developed for each of the catalytic sites, which are summarized on the following pages.



Vacant property in Eastern Catalytic Site across from Bell Helicopter Headquarters.

Figure 7. Catalytic Sites Map



LEGEND

- Study Area
- Catalytic Site
- Hurst City Limits
- Trinity Metro Railway
- T
 Trinity Metro TRE Station

CONCEPT DEVELOPMENT

EXISTING SITE CONDITIONS

An existing conditions analysis was conducted to inform scenario development for each catalytic site. This analysis included a site visit to each area and a review of data related to several topics that could impact future development and redevelopment. These topics include:

- Property ownership
- Existing zoning
- Existing and future land use
- Vehicular and pedestrian mobility
- Safety concerns
- Environmental concerns

ILLUSTRATIVE CONCEPT PLAN

The existing conditions analysis, community vision, plus stakeholder feedback from property owners and the City were used during the design process to prepare the final illustrative concept plan for each catalytic site. These plans were made available for review by residents and property owners at a public open house.

POTENTIAL MARKET IMPACT

Following the development of the concept plans, a market analysis was conducted to consider the potential economic impact of each catalytic site concept at build-out. For each of the proposed concept plans, the market analysis estimated the potential number of jobs and property revenue generated annually. Additional details about the methodology for estimating these impacts can be found in **Appendix D**.

IMPLEMENTATION CONSIDERATIONS

The catalytic site concepts presented in this plan are for illustrative purposes and do not constitute changes in zoning, roadways, or pedestrian facilities. If the catalytic site concepts were to be realized over time, it would require cooperation with property owners as well as investment from both the public and private sector.



View of vacant property along Hurst Boulevard within the Central Catalytic Site.



View of key corner property within the Western Catalytic Site at the intersection of Hurst Boulevard and IH 820.

WESTERN CATALYTIC SITE

Located at the southeastern corner of Hurst Boulevard and IH 820, this 23-acre and 14 parcel site presents an opportunity to serve as a key gateway into Hurst. Leveraging the site as a gateway creates a chance to provide a notable first impression of the corridor and Hurst. The illustrative concept created for this site (**Figure 8**) seeks to establish a dynamic gateway into Hurst with a mix of transit-oriented development and community-focused amenities.

EXISTING SITE CONDITIONS

LAND USE

- Occupied land uses include fast food, industrial flex space, and auto-oriented businesses
- Six acres of undeveloped land
- All parcels zoned as Texas Highway 10 Multi-use District

MOBILITY

- Concentration of crashes at the signalized intersection
- Lack of internal roadway connectivity
- Lack of pedestrian crossing at the signalized intersection near the QT
- Fence separates direct access to the TRE station from Hurst

ENVIRONMENTAL

- All portions of the site are located outside of flood hazard zones
- One site currently being monitored for environmental contamination



The Trinity Lakes TRE Station is adjacent to the Western Catalytic Site and currently offers no pedestrian or vehicular access from the City of Hurst. With strategic development and safety improvements, the Western Catalytic Site has the potential to become a hub for transit-oriented development, offering additional multi-modal connections to the city.

ILLUSTRATIVE CONCEPT PLAN

The Western Catalytic Site is envisioned as a key gateway into the city, attracting visitors from surrounding highways and the TRE rail with a mix of transit-oriented development and community-focused amenities serving future residents and area employees.

- **Key Corner Property.** Envisioned as a mixed-use site at IH 820 and SH 10 that could include a hotel and retail to attract visitors to Hurst and the corridor. A physical gateway, like unique building placement, public art, or branded signage, could orient visitors and enhance sense of place.
- **Transit-Oriented Development.** As uses transition over time, mixed-use is envisioned for the area adjacent to the TRE line. This may include multi-family and family-oriented entertainment such as local art and music, games/arcades, a brewery, outdoor dining options and other types of "eat-entertainment".
- **Connection to TRE.** There is no formal access to the Trinity Lakes TRE Station from the City of Hurst. This concept envisions a pedestrian connection from the catalytic site to the station, which would require further study and coordination with Trinity Metro since Hurst is not a member city of the transit agency.
- **Trail Connection and Extended Green Space.** Several pedestrian connections are proposed to provide access around and through the site. A greenspace is envisioned adjacent to the multi-family in the eastern portion to serve as a community gathering space.
- **Central Park Drive Extension.** To improve vehicular connectivity, an extension of Central Park Drive with a roundabout is envisioned to access the existing signalized intersection. To improve the pedestrian experience, activated frontages along Central Park Drive should include engaging ground-floor uses, visual interest, and human-scale design to connect businesses and the public realm.
- **Flexible Spaces.** Industrial office space is preserved as flexible-use areas, adaptable to future market demand, including potential for family-oriented entertainment.

POTENTIAL MARKET IMPACT

If the catalytic site concept was realized over time, this would require investment from both the public and private sector. Based on a high-level market analysis, at build-out the catalytic site area has potential to generate:

- Over 800 jobs
- Approximately \$2,000,000 annually in property tax revenue
- 120 multi-family units
- 10,000 SF of mixed-use retail
- 30,000 SF of flex space for entertainment

Figure 8. Western Catalytic Site Illustrative Concept Plan



REPRESENTATIVE IMAGES



Gateway monument at highway intersection



Flex-use office building



Activated outdoor space at entertainment establishment



Multi-family apartments with ornamental trees and landscaping

*This catalytic site concept plan is for illustrative purposes and does not constitute changes in zoning, roadways, or pedestrian facilities.

CENTRAL CATALYTIC SITE

The Central Catalytic Site area consists of approximately 44.3 acres, including six parcels located between Anderson Drive and Arthur Drive and one parcel at the Precinct Line Road intersection. Currently, much of the site is composed of vacant parcels, including a large property at Precinct Line with strong potential for adaptive reuse. Of the total vacant property, Oncor possesses 12.25 acres. The illustrative concept created for this site (**Figure 9**) seeks to support residential areas with a mix retail, entertainment, nature, and programmable space while continuing to support local industry.

EXISTING SITE CONDITIONS

LAND USE

- Primarily vacant land (approximately 18 acres; 68% owned by Oncor)
- Occupied uses include a mobile home park and surrounding heavy industrial
- Primarily zoned as General Business (78%)

MOBILITY

- Concentration of crashes at Precinct Line Drive
- Lack of sidewalk connectivity

ENVIRONMENTAL

- Drainage channel running north to south through site
- Flood hazard conflicts adjacent to drainage channel



Considerations for future development at the Central Catalytic Site will be promoting compatibility, given the proximity to existing single family residential neighborhoods to the north of the site and proximity to heavy industrial on the south side of the corridor.

ILLUSTRATIVE CONCEPT PLAN

The Central Catalytic Site is envisioned as a key community-oriented hub on SH 10 that supports both residents and employees that work along the corridor with diverse housing options and essential neighborhood services and retail while creating connections to existing natural features.

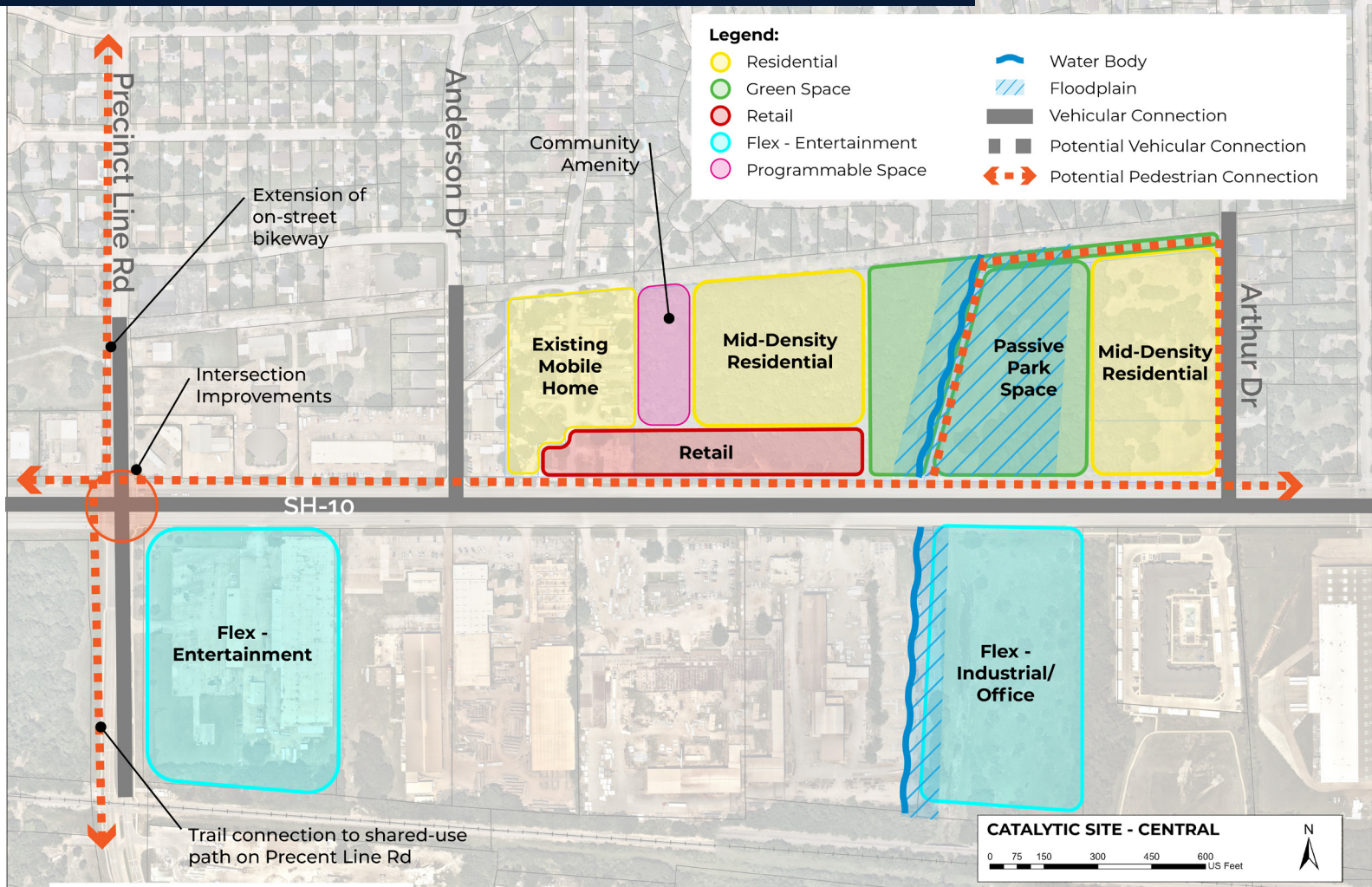
- **Retail Frontage.** Retail fronting Hurst Boulevard provides residents, employees, and commuters with access to services that support daily needs.
- **Residential Development.** As residential development and redevelopment occurs, the addition of a public community amenity space such as a pedestrian plaza or food truck park can create a welcoming environment for families and individuals at varying stages of life.
- **Natural Area.** Natural features off the Lorraine Branch channelized creek could be activated through trails and greenspace, creating a seamless blend of urban living and outdoor recreation.
- **Trails.** Several trail connections are proposed throughout the site, including a sidepath along SH 10, a trail connection along the Lorainne Branch drainage channel north of Hurst Boulevard and an extension of the on-street bikeway along Precinct Line Drive.
- **Flexible Spaces.** Flexible-use areas are designed to evolve with market demand, potentially transitioning into family-oriented entertainment venues or office space.
- **Intersection Improvements.** Enhancements are needed at Precinct Line Drive to improve safety for pedestrians and motorists. Potential improvements include sidewalk repair and additional connections, paint re-stripping, signal timing updates and exploration of driveway consolidation.

POTENTIAL MARKET IMPACT

If the catalytic site concept was realized over time, this would require investment from both the public and private sector. Based on a high-level market analysis, at build-out the catalytic site area has potential to generate:

- Over 400 jobs
- Approximately \$3,000,000 annually in property tax revenue
- 200 mid-density residential units
- 20,000 SF of retail

Figure 9. Central Catalytic Site Illustrative Concept Plan



**This catalytic site concept plan is for illustrative purposes and does not constitute changes in zoning, roadways, or pedestrian facilities.*

REPRESENTATIVE IMAGES



Community retail with updated building facades and landscaping



Walking trails in natural area with amenities for pedestrians and cyclists



Mid-density residential townhomes



Potential community amenity (playground and greenspace)

EASTERN CATALYTIC SITE

The Eastern Catalytic Site is located on the north side of Hurst Boulevard, between Wanda Way and Arwine Drive. The site consists of 14 parcels, totaling approximately 37 acres. A majority of the site area is composed of open land; six acres owned by Bell Helicopter and seventeen acres owned by Oncor. Additionally, there are about nine acres of older hotel, apartment, and office developments which may be candidates for redevelopment due to their deteriorated conditions. The illustrative concept (**Figure 10**) explores how the eastern site could be an important gateway development that highlights and supports Bell Helicopter's headquarters with parkland, service-oriented retail, and improved connectivity.

EXISTING SITE CONDITIONS

LAND USE

- Occupied land uses include fast food, industrial flex space, and auto-oriented businesses
- Twenty-three acres of undeveloped land (64% of the study area; 17.55 acres are owned by Oncor)
- Primarily zoned as General Business (75%)

MOBILITY

- Concentration of crashes and repairs needed at Bell Flight Drive intersection
- Lack of sidewalk connectivity

ENVIRONMENTAL

- Undeveloped properties have significant portions of land in the floodplain



Vacant property north of Bell Helicopter presents an opportunity for residential and community retail options, in addition to providing access to nature.

ILLUSTRATIVE CONCEPT PLAN

The Eastern Catalytic Site is envisioned as a vibrant environment that supports residents and workers, and celebrates the history of Bell Helicopter and the City of Hurst.

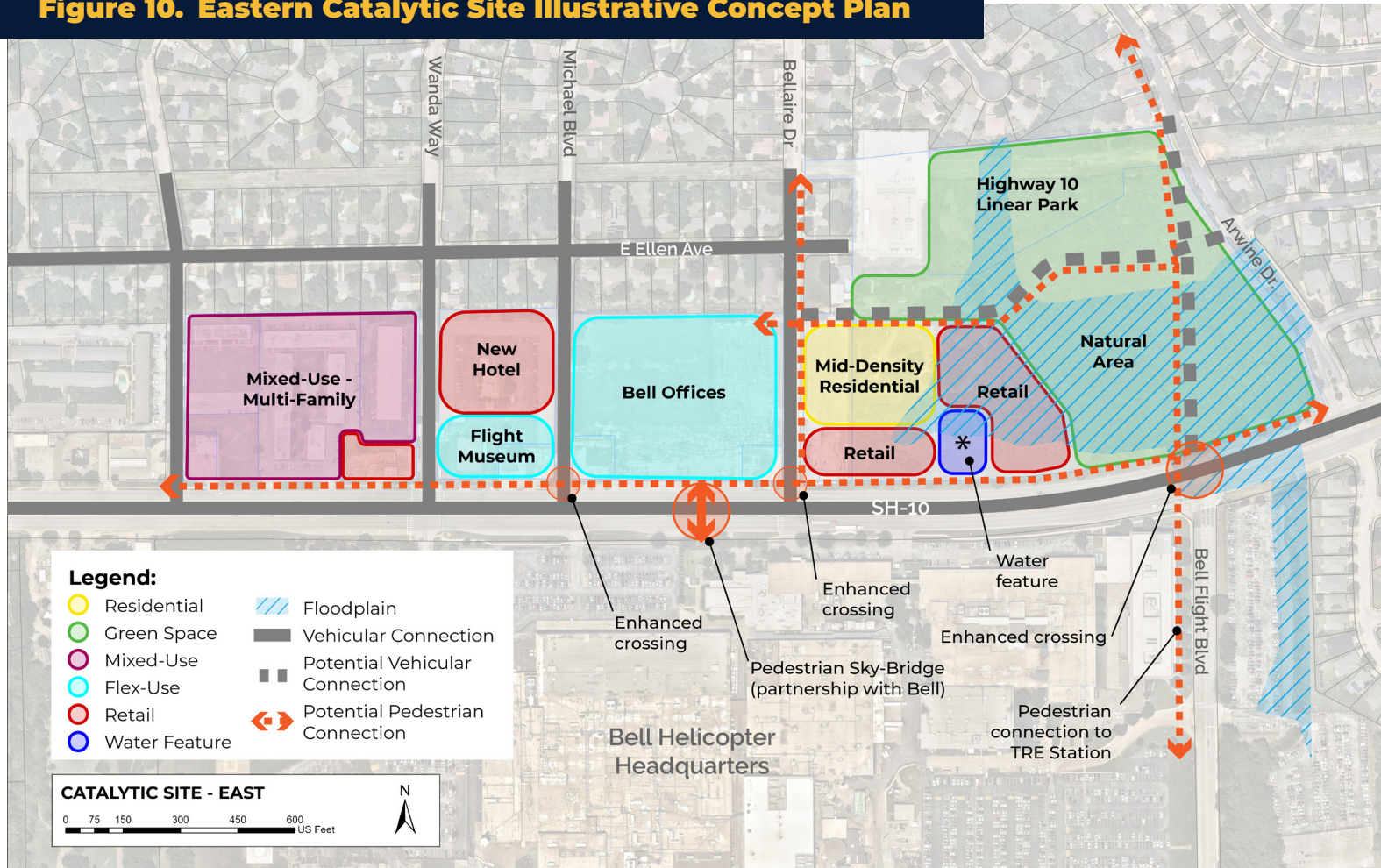
- **Bell Helicopter Campus, Flight Museum & Hotel.** Anchored by a Bell office campus, flight museum, and an updated hotel, the site will continue to foster placemaking and educational opportunities documenting the history of Hurst and Bell Helicopter.
- **Pedestrian Bridge Across SH10.** A pedestrian bridge or skywalk proposed by Bell Helicopter over SH 10 would link the existing Bell Helicopter campus to future office developments and provide a visual gateway as motorists travel into the corridor.
- **Mixed-Use Development & Mid-Density Residential.** There is potential to enhance livability for residents and Bell Helicopter employees through housing and retail options such as mid-density single-family housing (townhomes) and service-oriented retail such as coffee shops, dry cleaners, and grocery options.
- **Natural Features.** The site's natural assets and floodplain areas will be activated through additional trails, adjacent retail and water features, with potential for an aviation-themed park developed in partnership with Bell.
- **Improved Connections.** A realignment of Arwine Drive to intersect with Bell Flight Boulevard would improve east-west connectivity, complemented by enhanced pedestrian crossings that connect users to the proposed park and retail development in the catalytic site area.

POTENTIAL MARKET IMPACT

If the catalytic site concept was realized over time, this would require investment from both the public and private sector. Based on a high-level market analysis, at build-out the catalytic site area has potential to generate:

- Over 900 jobs
- Approximately \$2,500,000 annually in property tax revenue
- 10,000 SF retail
- 240 multi-family units
- 120 mid-density residential units

Figure 10. Eastern Catalytic Site Illustrative Concept Plan



**This catalytic site concept plan is for illustrative purposes and does not constitute changes in zoning, roadways, or pedestrian facilities.*

REPRESENTATIVE IMAGES



Office building with pedestrian plaza and ornamental trees



Example of an aviation themed playground that ties into the history



Vertical mixed-use multi-family apartments



Example of trail through natural area with trees and native vegetation

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IMPLEMENTATION

IMPLEMENTATION PROGRAM

To realize the plan vision set forth in **Chapters 2 and 3** of this plan, a series of goals and supporting actions were developed for the corridor and catalytic sites. This chapter presents an implementation program that includes details on timing, location, priority, and partner entities for each recommended action. All plan actions are organized by Guiding Principle and are listed in the implementation matrices found on pages 36-44 (**Figures 11-14**).

TIMEFRAME

Each recommended action has an anticipated timeframe for initiation based on priority and existing conditions.

- **Short-term:** These actions should be initiated within the first five years following plan adoption. These actions may address high priorities, an immediate need, or are feasible for implementation in the short-term.
- **Mid-term:** These actions should be initiated in years five to ten following plan adoption. These actions may be a high priority, but are dependent on short-term strategies, require further study, or necessitate complex financial decisions.
- **Long-term:** These actions should be initiated in year ten and beyond following plan adoption. These actions are larger in scope and may require additional planning or creative funding sources to achieve implementation.
- **On-going:** These actions may be applied throughout the planning period, introduced incrementally as development occurs, or implemented on a recurring basis.

LOCATION

Defines whether a recommended action is applicable to a specific location or intersection, a catalytic site, the whole corridor, or an effort that extends beyond the study area. For actions that are policy-based, no location is listed.

PRIORITY

A diamond (◆) in this column indicates that the recommended action is a high priority for implementation. This action is essential to revitalization or necessary to enable other action items. More discussion about high priority recommendations can be found on pages 45-48.

PARTNERS

Where applicable, supporting partners have been identified to assist with implementation. Local, regional, and state entities have been listed based on their expertise to help realize the action. Lead entities have been identified for high priority actions to champion the effort.

PARTNERS IN PLANNING

There were three primary partners that were involved in the development of the Hurst Boulevard Vision: the City of Hurst, TxDOT, and NCTCOG. The roles of these three entities plus additional partners moving forward to implementation will vary depending on the action.

The City of Hurst can help shape the look and feel of the corridor through updates to zoning and development regulations, particularly within the catalytic sites. While adoption of this plan does not constitute any changes to zoning, the illustrative concept plans for the catalytic sites set a vision for the City to reference while working with the development community. Many of the actions associated with this plan's Economic Prosperity and Sense of Place Guiding Principles should be led by the City. The City will also be responsible for coordinating with TxDOT to submit various roadway improvement requests. It will be important to identify a champion within the City to spearhead initiatives and cultivate partnerships related to plan implementation.

TxDOT owns and maintains SH 10 and associated right-of-way. Any improvements that occur within the right-of-way will be led by TxDOT, often in coordination with the City. Due to the population size of Hurst, TxDOT also manages the traffic signals along Hurst Boulevard and would be responsible for any traffic and pedestrian signal updates. The agency conducts their own planning process for identifying needed improvements to 'on-system' roadways and at the time of this report development, no major improvements are identified for Hurst Boulevard in the next five years. However, there are a number of funding programs that TxDOT administers that could help achieve some of the actions identified in the implementation program. These funding programs include, but are not limited to, the Green Ribbon Program, Highway Safety Improvement Program, Transportation Alternatives Set-Aside Program, and the Governor's Community Achievement Awards.

NCTCOG often plays a key role in facilitating partnerships and funding for mobility projects in the region. NCTCOG has committed to request Regional Transportation Council (RTC) funding approval for the design of transportation improvements in the western part of the study area to help ensure plan implementation has momentum. The agency can also facilitate conversations with other entities such as Trinity Metro and the City of Fort Worth. There are many funding programs that NCTCOG also administers, including but not limited to, the Transportation Alternatives Set-Aside Program, Carbon Reduction Program, Congestion Mitigation and Air Quality (CMAQ) Improvement Program, Surface Transportation Block Grants, and Regional Toll Revenue.

Additional partners such as property owners, developers, Bell Helicopter, and other private or non-profit organizations are vital to public-private partnerships (PPP) necessary to fulfill redevelopment at this scale. Private sector agencies can provide capital, specialization, and new solutions which help governments realize improvements to infrastructure or large-scale projects. While specific functions of a PPP vary from project to project, accountability and risk allocation are distributed based on analysis and long-term redevelopment objectives to provide the community with the best possible outcomes.

In addition to the funding opportunities listed in this section, **Appendix C** details other funding opportunities that could be explored for implementation.





MOBILITY & CONNECTIVITY

Figure 11. Mobility & Connectivity Implementation Matrix

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
MULTIMODAL ACCESS & CONNECTIVITY					
MC1	Design and pursue funding for a continuous 10' shared-use path/trail along the north side of Hurst Boulevard throughout the length of the study area.	Short-term	QT Gas Station to Arwine Drive	◆	Lead Entity: City Other Partners: NCTCOG, TxDOT
MC2	Fill in gaps in the existing sidewalk network within the study area through coordination with new development and phased public projects.	On-going	Along the corridor	◆	Lead Entity: City Other Partners: TxDOT, Developers
MC3	Study a pedestrian connection to the Trinity Lakes TRE station platform after further coordination with Trinity Metro.	Short-term	Trinity Lakes TRE Station	◆	Lead Entity: NCTCOG Other Partners: Trinity Metro, City
MC4	Assess the feasibility of a bicycle/pedestrian connection between the Trinity Lakes TRE Station and the intersection of Hurst Boulevard and Melbourne Road.	Short-term	Melbourne Road and SH 10	◆	Lead Entity: NCTCOG Other Partners: City, TxDOT, Trinity Metro
MC5	Design and construct a bicycle connection from Hurst Boulevard to North East Mall via Melbourne Road, which was identified in previous studies.	Short-term	SH 10 to North East Mall		City, TxDOT
MC6	Work with partners to design and implement proposed trails and sidewalks in the catalytic site at Hurst Boulevard/IH 820.	Mid-term	Western Catalytic Site		City, Developers, NCTCOG, Oncor
MC7	Work with developers to incorporate trails in future residential development within the catalytic site near the Lorraine Branch.	Short-term	Central Catalytic Site		Developers, City
MC8	Include a shared-use path/trail adjacent to future roadways in the catalytic site at Hurst Boulevard/Bell Flight Boulevard as development occurs.	Long-term	Eastern Catalytic Site		City, Bell Helicopter

See page 34 for a description of the timeframe, location, priority, and partners.



MOBILITY & CONNECTIVITY

Figure 11. Mobility & Connectivity Implementation Matrix (cont.)

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
CONGESTION MITIGATION & ACCESS MANAGEMENT					
MC9	Coordinate with TxDOT on requests for signal timing updates on Hurst Boulevard to improve vehicle safety, operations, and pedestrian access, including all red clearance intervals and Leading Pedestrian Intervals to allow people of all ages and abilities to cross with a 3-7 second head start.	Short-term	All corridor intersections	◆	Lead Entity: TxDOT Other Partners: City
MC10	Coordinate with existing businesses and TxDOT as future development occurs to consolidate driveways and encourage cross-access easements and shared parking lots for adjacent properties to reduce the number of driveways and other access connection points, and to encourage walking between adjacent businesses.	On-going	Dependent on future development between IH 820 to Belmont, West of Precinct Line Road to East of Anderson, Hurstview to Bellaire		City, TxDOT, Property Owners
MC11	Coordinate with TxDOT and existing businesses as future development occurs to study potential median closures for medians that are redundant or do not provide access to a connecting street or development that has an additional median opening within 300 feet.	Long-term	Precinct Line to AZZ Galvanizing		City, TxDOT, Property Owners
STREET GRID ENHANCEMENTS					
MC12	Evaluate street grid enhancements and associated pedestrian lighting as new development occurs in the catalytic site located at Hurst Boulevard/ IH 820.	Mid-term	Western Catalytic Site		City, Developers
MC13	Evaluate street grid enhancements and associated pedestrian lighting as new development occurs in the catalytic site located around the Lorraine Branch.	Short-term	Central Catalytic Site		City, Developers
MC14	Evaluate street grid enhancements and associated pedestrian lighting as new development occurs in the catalytic site located near Bell Flight Boulevard.	Long-term	Eastern Catalytic Site		City, Developers

See page 34 for a description of the timeframe, location, priority, and partners.



MOBILITY & CONNECTIVITY

Figure 11. Mobility & Connectivity Implementation Matrix (cont.)

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
PARTNERSHIPS					
MC15	Partner with the City of Fort Worth, Trinity Metro, and TxDOT to support submittals to federal, state, and/or regional grant opportunities for trail and bikeway implementation.	On-going	Catalytic Sites	◆	Lead Entity: City of Hurst Other Partners: TxDOT, NCTCOG, City of Fort Worth, Trinity Metro
MC16	Explore partnership with City of Fort Worth to widen the sidewalk along Bell Flight Boulevard, add pedestrian lighting, and add signage to enhance walkability between the Bell TRE Station and the proposed catalytic site on the eastern edge of the study area.	Mid-term	Bell Flight Boulevard from Bell TRE Station to SH 10		NCTCOG, City of Fort Worth, Trinity Metro
MC17	Explore partnership with City of Fort Worth to enhance the segment of Norwood Drive between Hurst Boulevard and Trinity Boulevard with sidewalks, lighting, landscaping, and potential capacity improvements making Hurst Boulevard more desirable to residents directly south.	Mid-term	Norwood Boulevard from Trinity Boulevard to SH 10		City of Hurst, City of Fort Worth, NCTCOG
MC18	Partner to evaluate how a skyway or pedestrian bridge serving the Bell Helicopter properties may provide public access if using public funds.	Long-term	SH 10 across from Bell Helicopter Headquarters		Bell Helicopter, TxDOT
MC19	Consider establishing a Tax Increment Finance (TIF) district or zone and other innovative finance solutions to fund transportation improvements in partnership with local businesses.	Short-term	Catalytic Sites		City

See page 34 for a description of the timeframe, location, priority, and partners.



SAFETY & ACCESSIBILITY

Figure 12. Safety & Accessibility Implementation Matrix

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
TRAFFIC CALMING & SPEED REDUCTION					
SA1	Identify locations with a clear line of sight along the corridor for dynamic speed feedback signs to alert drivers of their speeds relative to the posted speed limit.	Short-term	To be assessed with future study		TxDOT, Hurst Police Department
SA2	Explore lowering the speed limit between the IH 820 Service Road and Bell Flight Boulevard as future development occurs. The City of Hurst is responsible for initiating requests to TxDOT.	Mid-term	Along the corridor		City, TxDOT
SA3	Add landscaping, street trees, and other amenities to act as a traffic calming measure for through vehicles and to encourage active transportation and pedestrian comfort.	Mid-term	Along the corridor		TxDOT, Developers
BICYCLE & PEDESTRIAN SIGNALS AND AMENITIES					
SA4	Install and maintain crosswalks at intersections along Hurst Boulevard based on the opportunities observed during the intersection audit conducted as part of this planning process including repainting crosswalks, clearing obstructions from sidewalks, repairing out-of-order signals, as well as adding cautionary signage.	Short-to-Mid-term	All corridor intersections	◆	Lead Entity: TxDOT
SA5	Reconfigure and/or widen existing ADA ramps to align with future sidewalks along the corridor.	Mid-term	All corridor intersections, prioritizing Melbourne and Precinct Line	◆	Lead Entity: TxDOT, City Other Partners: Developers
SA6	Consider implementing protected-only left-turn movements at intersections such as Hurstview and Brown Trail/Norwood. The City of Hurst is responsible for initiating requests to TxDOT.	Short-term	Hurstview, Brown/Norwood		City, TxDOT
SA7	Consider pedestrian hybrid beacons (PHBs) or HAWK beacons at mid-block crossings as future development occurs at the catalytic sites.	Long-term	Depending on Future Development: between Anderson and Aurthur		TxDOT, City, NCTCOG

See page 34 for a description of the timeframe, location, priority, and partners.



SAFETY & ACCESSIBILITY

Figure 12. Safety & Accessibility Implementation Matrix (cont.)

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
SA8	Consider 6' pedestrian ADA compliant refuges within medians to break up the trips across six or more lanes of traffic, which provide a safer pathway for cyclists and pedestrians crossing Hurst Boulevard.	Mid-term	Unnamed intersection by Sonic, Melbourne, Precinct Line, Hurstview, Michael, Bellaire, Bell Flight		TxDOT, City
SA9	Install signs indicating the presence of bike routes to help guide cyclists to connecting trails along the corridor and make drivers aware of the presence of cyclists.	Mid-to-Long-term	Melbourne, Lorraine Branch, Precinct Line, Bell Flight, near the TRE stations		TxDOT, City
ROADWAY IMPROVEMENTS					
SA10	Request signage improvements to include signage within 300 feet of traffic signals to alert vehicles of the upcoming signal at intersections with a high percentage of crashes caused by drivers running red lights.	Short-to-Mid-term	Unnamed intersection by Sonic, Melbourne, Precinct Line, Brown/Norwood, Bell Flight		City, TxDOT, NCTCOG
SA11	Maintain painted turn-lane striping/channelization at all intersections along the corridor – particularly intersections, such as Norwood Drive and Hurstview Drive, that have a high percentage of crashes caused by left turning vehicle traveling outside of their travel lanes.	Mid-term	Hurstview, Brown/Norwood		TxDOT
SA12	Seek funding such as the Highway Safety Improvement Program (HSIP) for lighting along the corridor at regular intervals to improve night-time visibility	Mid-to-Long-term	Along the corridor	◆	Lead Entity: City Other Partners: TxDOT, Utility Providers
SA13	Implement shadow striping along Hurst Boulevard to enhance nighttime visibility and lane delineation.	Mid-term	Along the corridor		City, TxDOT

See page 34 for a description of the timeframe, location, priority, and partners.



ECONOMIC PROSPERITY

Figure 13. Economic Prosperity Implementation Matrix

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
ECONOMIC DEVELOPMENT					
EP1	Organize a catalyst landowner's organization to partner with the City of Hurst on project implementation for each of the three catalytic areas.	Short-term	Catalytic Sites	◆	Lead Entity: City of Hurst Other Partners: Property Owners
EP2	Focus public resources and efforts on the identified catalytic sites to leverage the opportunity for revitalization.	On-going	Catalytic Sites		City
EP3	Provide support for brownfield remediation efforts at the catalytic site at Hurst Boulevard/IH 820.	Short-term	Western Catalytic Site	◆	Lead Entity: City of Hurst Other Partners: TCEQ
EP4	Utilize the TRE station locations as an opportunity to create neighborhood developments where transit increases access to additional work, living, and play destinations beyond the immediate area.	Mid-to-Long-term	Western and Eastern Catalytic Sites		Developers
EP5	Seek out entertainment land use options that assist in placemaking at redevelopment sites both in the catalytic areas as well as underutilized sites along Hurst Boulevard.	Long-term	Catalytic Sites		City, Developers
EP6	Incorporate technology innovation centers and maker spaces as opportunities for new investments.	Long-term	Western Catalytic Site		City, Developers

See page 34 for a description of the timeframe, location, priority, and partners.



ECONOMIC PROSPERITY

Figure 13. Economic Prosperity Implementation Matrix (cont.)

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
MARKET POTENTIAL					
EP7	Modify the TX-10 Multi-Use District with needed changes to encourage walkable mixed-use and diverse housing options and apply the updated zoning to the three catalytic sites to encourage new development and activate underutilized land.	Short-term	Catalytic Sites	◆	Lead Entity: City of Hurst
EP8	Incorporate the vision for the development character of the catalytic sites into future updates to the Unified Development Code through site design considerations.	Mid-term			City, Developers
EP9	Explore the opportunities for leveraging vacant/underutilized parcels beyond the catalytic sites for economic growth and revitalization.	Short-term	Along the corridor		City, HEB Chamber of Commerce
EP10	Create a marketing campaign to show the strategic location of the Hurst Boulevard corridor linking DFW Airport and points east to Northeast Tarrant County, the Alliance region and the City of Fort Worth.	Short-term		◆	Lead Entity: City of Hurst Other Partners: HEB Chamber
EP11	Coordinate with the HEB Chamber of Commerce on business retention and recruitment effort and support businesses along the corridor to join the chamber.	On-going			City and HEB Chamber of Commerce
BUSINESS & COMMUNITY SUPPORT					
EP12	Explore initiatives such as Public Improvement Districts (PIDs), Opportunity Zones, grant programs, and small business support to attract neighborhood services and daily-needs retail that strengthen the existing business mix.	On-going			City, Department of Housing and Urban Development (HUD)

See page 34 for a description of the timeframe, location, priority, and partners.



SENSE OF PLACE

Figure 14. Sense of Place Implementation Matrix

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
PUBLIC REALM ENHANCEMENTS					
SP1	Identify and promote opportunities to use landscaping and vegetation screening within the properties abutting Hurst Boulevard to improve the look of industrial buildings and enhance the pedestrian experience.	Mid-term	Along the corridor	◆	Lead Entity: City Other Partners: TxDOT, Business Owners
SP2	Initiate a façade grant program along the corridor to assist businesses with improving the exterior of their buildings.	Short-term	Along the corridor		City, Business Owners
SP3	Utilize distinct materials and treatments such as stamped concrete on walkways and plazas within the catalytic sites to promote a cohesive look and feel.	On-going	Catalytic Sites		City, Developers
COMMUNITY & GREEN SPACES					
SP4	Partner with property owners to program pop-up or temporary uses for vacant lots or undeveloped open spaces to show how the area could be activated (e.g., food trucks, markets or craft fairs, holiday events, live music).	Short-term	Catalytic Sites		City, Better Block, Property Owners
SP5	Incorporate public spaces, plazas, green spaces, and trailhead connections near local destinations and other transitional spaces. Leverage floodplains for trails, bikeways, nature, and inclusion of public art.	Mid-to-Long-term	Along the corridor		City, Developers
SP6	Collaborate with Bell Helicopter on the development of a Bell Flight Museum near the new office space being considered along Hurst Boulevard in the Eastern Catalytic Site.	Long-term	Eastern Catalytic Site		City, Bell Helicopter
SP7	Encourage businesses to provide bicycle racks in convenient and visible areas in close proximity to key destinations as bicycle facilities are implemented.	Mid-term	Along the corridor		City, Business Owners
SP8	Develop the Highway 10 Linear Park (on Arwine Drive) as a destination for residents and visitors with active and passive recreation opportunities, considering a theme tied to aviation and Bell Helicopter.	Long-term	Eastern Catalytic Site		City, Oncor

See page 34 for a description of the timeframe, location, priority, and partners.



SENSE OF PLACE

Figure 14. Sense of Place Implementation Matrix (cont.)

#	ACTION	TIMEFRAME	LOCATION	PRIORITY	PARTNERS
BRANDING & LOCAL CHARACTER					
SP9	Develop branding for the corridor that is reflective of the area's history and future vision, incorporating local and public involvement. Use the branding consistently in wayfinding, signage, and advertising materials. Provide brand maps showing connections, destinations, and locations of public facilities at key areas such as large developments and trail access points.	Short-to-Mid-term		◆	Lead Entity: City of Hurst Other Partners: HEB Chamber, TxDOT
SP10	Pursue installation of gateways and signs at key entrances into Hurst.	Mid-term	IH 820, Precinct Line Road, and Bell Flight Boulevard	◆	Lead Entity: City of Hurst Other Partners: TxDOT
SP11	Expand public art initiatives like the traffic signal control box art competition to showcase the history and local character of the community. Public art opportunities can also include storm drain art, murals on industrial buildings, and sculptures.	On-going	Along the corridor		City, TxDOT, Business Owners, Arts Community, Property Owners

See page 34 for a description of the timeframe, location, priority, and partners.

MC3: Study a pedestrian connection to the Trinity Lakes TRE station platform after further coordination with Trinity Metro.

The illustrative concept for the Western Catalytic Site recommends a pedestrian connection to the Trinity Lakes TRE station platform. Additional study is needed to determine where the pedestrian connection can most feasibly occur, and coordination is needed with Trinity Metro to coordinate access. NCTCOG can play a coordinating role and bring together the various partners for these next steps.

MC4: Assess the feasibility of a bicycle/pedestrian connection between the Trinity Lakes TRE Station and the intersection of Hurst Boulevard and Melbourne Road.

Previous initiatives have identified this route as a segment of a larger regional connection to connect the Trinity Lakes TRE Station to North East Mall. NCTCOG intends to request RTC funding for the design of transportation improvements in the western part of the study area, which would include part of this connection from the Trinity Lakes station to Melbourne Road (see **Figure 16**). The City of Hurst would need to be the lead on designing the bikeway facility on Melbourne Road leading to North East Mall (MC5).

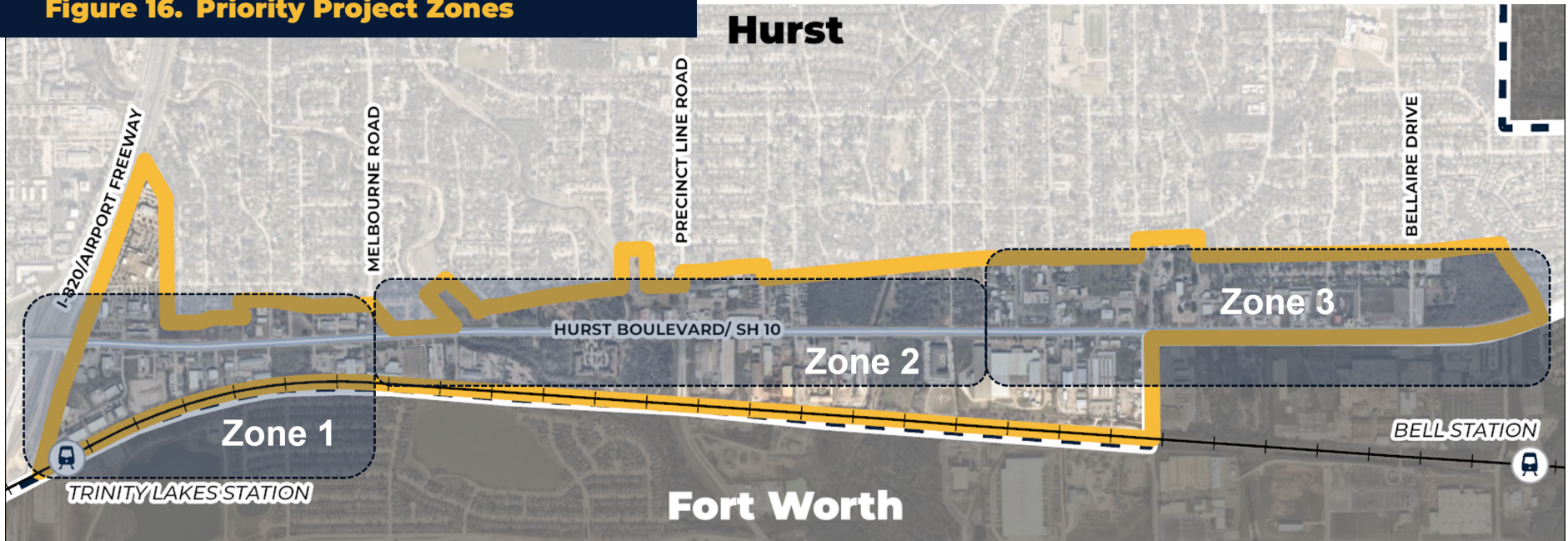
MC9: Coordinate with TxDOT on requests for signal timing updates on Hurst Boulevard to improve vehicle safety, operations, and pedestrian access, including all red clearance intervals and Leading Pedestrian Intervals to allow people of all ages and abilities to cross with a 3-7 second head start.

The high-level intersection audit conducted as part of this planning process revealed that there are inconsistent crossing times for pedestrians at intersections along the corridor. Signal timing updates can improve vehicular flow and a pedestrian lead time can create a more comfortable experience for crossing Hurst Boulevard. Since TxDOT maintains the signals along Hurst Boulevard, the City can make a request to the Traffic Safety Division to update the signal timing.

MC15: Partner with the City of Fort Worth, Trinity Metro, and TxDOT to support submittals to federal, state, and/or regional grant opportunities for trail and bikeway implementation.

When entities work together to support large projects and regional connectivity initiatives, these partnerships create stronger grant applications and the opportunity to share in project costs. **Appendix C** includes a list of potential funding sources and descriptions to consider for plan implementation.

Figure 16. Priority Project Zones



The map above indicates zones that can be used to implement actions and priorities for areas outside of the catalytic sites. Zone 1 is the priority area for mobility actions MC3 and MC4.



SAFETY & ACCESSIBILITY

SA4: Install and maintain crosswalks at intersections along Hurst Boulevard based on the opportunities observed during the intersection audit conducted as part of this planning process including repainting crosswalks, clearing obstructions from sidewalks, repairing out-of-order signals, as well as adding cautionary signage.

During the high-level intersection audit conducted as part of this planning process, project staff identified inconsistencies in the condition of crosswalks and missing infrastructure at some locations. Updating intersections with uniform crossing standards and infrastructure such as ADA accessible pedestrian beacons or signage to inform drivers of pedestrian activity can improve safety along the corridor. This action will require the City to work closely with TxDOT for implementation. As the sidepath on the north side of Hurst Boulevard is implemented (MC1), these intersection improvements could be coordinated as well.

SA5: Reconfigure and/or widen existing ADA ramps to align with future sidewalks along the corridor.

One objective of this plan is to ensure redevelopment along Hurst Boulevard is accessible to people of all ages and abilities including the sidewalk network. As sidewalks are improved or created in accordance with MC2, the alignment and/or widening of ADA ramps should happen concurrently with sidewalk projects. TxDOT will be a key partner in the implementation of this action. Melbourne Road and Precinct Line Road have been identified as an urgent need as these intersections are out of compliance per the Americans with Disabilities Act.

SA12: Seek funding through the Highway Safety Improvement Program (HSIP) for lighting along the corridor at regular intervals to improve night-time visibility.

Lack of corridor lighting was a primary concern among stakeholders throughout the planning process. Improved lighting enhances visibility for drivers and pedestrians, creating a safer environment. TxDOT administers the HSIP which allocates funding for safety enhancements for systemic or targeted improvements. The City can coordinate an application to the HSIP to seek funding for illumination along the corridor based on the analysis done for this planning effort.



Curb ramps should be aligned with the crosswalk at all intersections.



ECONOMIC PROSPERITY

EP1: Organize a catalyst landowner's organization to partner with the City of Hurst on project implementation for each of the three catalytic areas.

Partnerships and coordinated efforts are a critical first step to achieving the vision for the catalytic sites. The City should lead efforts for the landowners of each catalytic site to collaborate for more cohesive redevelopment and programming efforts.

EP3: Provide support for brownfield remediation efforts at the catalytic site at Hurst Boulevard/IH 820.

A property in the Western Catalytic Site has environmental concerns that necessitate brownfield remediation. Such clean up efforts often require partnerships and grants to achieve remediation. The City should explore options to support private or non-profit entities seeking funding for the recommended action.

EP7: Modify the TX-10 Multi-Use District with needed changes to encourage walkable mixed-use and diverse housing options and apply the updated zoning to the three catalytic sites to new development and activate underutilized land.

As discussed in **Appendix E**, many of parcels within the three catalytic sites are zoned TX-10 Multi-Use. This zoning district currently does not support mixed-use development. Strategic changes to the allowable uses and development standards can encourage more walkable, mixed-use developments in these areas.

EP10: Create a marketing campaign to show the strategic location of the Hurst Boulevard corridor linking DFW Airport and points east to Northeast Tarrant County, the Alliance region, and the City of Fort Worth.

As redevelopment and revitalization begins along Hurst Boulevard, it is important to raise awareness about the accessibility and regional reach of the corridor to the business and entrepreneurial community. The City may collaborate with the HEB Chamber for a larger advertising capacity.



SENSE OF PLACE

SP1: Identify and promote opportunities to use landscaping and vegetation screening along Hurst Boulevard to improve the look of industrial buildings and enhance pedestrian experience.

A frequent theme heard during community engagement was the lack of green space and poor aesthetic quality along the corridor. Strategic landscaping and street trees can help improve aesthetics, increase comfort for bicycle and pedestrian users, and serve as a traffic calming measure. The City should lead this initiative while engaging with key partners such as TxDOT and business owners.

SP9: Develop branding for the corridor that is reflective of the area's history and future vision, incorporating local and public involvement. Use the branding consistently in wayfinding, signage, and advertising materials. Provide brand maps showing connections, destinations, and locations of public facilities at key areas such as large developments and trail access points.

Feedback from the engagement process indicated that there is a lack of identity for Hurst Boulevard. Wayfinding, signage and ornamental light fixtures are elements that can be added throughout the study area to create a sense of place. Branding efforts should reflect the history and culture of Hurst including the city's long standing relationship with Bell Helicopter. The City may engage with the HEB Chamber to help promote branding efforts to reinforce the identity of Hurst Boulevard.

SP10: Pursue installation of gateways and signs at key entrances into Hurst.

Gateway monuments, entry signs, and public art are physical features that can announce entry into a city or area. These types of features are eligible for funding through the Governor's Community Achievement Awards (GCAA) provided through TxDOT. The City should leverage this funding opportunity to initiate next steps for gateway installation on the eastern and western ends of the corridor and at Precinct Line Road.

CONCLUSION

This plan provides a vision for the redevelopment of Hurst Boulevard. By aligning with the plan's four Guiding Principles, the Hurst Boulevard Vision positions the corridor to support growth and improved quality of life. While many of the recommended actions can be led by the City of Hurst, there are several that will require close coordination with entities such as NCTCOG, TxDOT, the City of Fort Worth, and other public and private sector stakeholders. Successful implementation will rely on these sustained partnerships to revitalize Hurst Boulevard to reflect the community's identity and long-term place in the region.



Incorporating public art along trails or greenways contributes to placemaking, supports cultural expression, and enhances user experience.



Sidepaths are typically 10-feet wide to accommodate multiple users of all ages and abilities.

