

August 2025

Appendix B:

Existing Conditions Diagnostic Report

Hurst Boulevard Vision – State Highway 10 Corridor Redevelopment Plan

Prepared for:

The North Central Texas Council of Governments

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Corridor Background

PROJECT PURPOSE

Hurst Boulevard Vision is a comprehensive corridor redevelopment plan that aims to improve the State Highway 10 (Hurst Boulevard) corridor travelling through the City of Hurst in order to enhance the experience of all users, including residents, business owners, pedestrians, cyclists and commuters. **Figure 1** depicts the location of the corridor in relation to the rest of the City. The plan process involved an analysis of the corridor, multiple community engagement opportunities, and catalytic site concepts. The plan will result in an actionable strategy for redevelopment in the area.

This existing conditions diagnostic report outlines community conditions, development context, local real estate market, and other components crucial to understanding the study area and surrounding community. This diagnostic report presents key data and research that informs subsequent corridor recommendations. Input and anecdotal evidence from ongoing community engagement efforts are considered in some areas of the report. A full engagement summary is included as Appendix A.

Anticipated Plan Outcomes

- Summarize opportunities to improve transportation options, safety, connectivity, and functionality of the corridor
- Identify future land uses that enhance user experience and attract people to Hurst Boulevard
- Provide strategies to catalyze development through improved public spaces
- Collaborate with existing stakeholders to attract business and economic development opportunities

STUDY AREA

The boundaries of the study area, shown in **Figure 2** on page 2, include approximately 500 acres along a 3.2-mile stretch of Hurst Boulevard between Interstate Highway 820 (IH 820) to the west and Bell Flight Boulevard to the east. The corridor is comprised of numerous industrial and commercial properties and provides direct access to Hurst Boulevard. The study area is Hurst's primary industrial area 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 Airport Freeway (SH 183) and a major east-west corridor for the southern portion of Hurst.

While uses currently within the corridor mainly attract those who are employed or live in the area, major destinations throughout the region, including Tarrant County Junior College, North East Mall, and DFW Airport, are nearby and draw users to the corridor as they travel through Hurst and along Hurst Boulevard. This creates opportunity within the study area to create new destinations that will attract repeat visitors over an extended period of time.

Figure 1. Study Area Location within Hurst

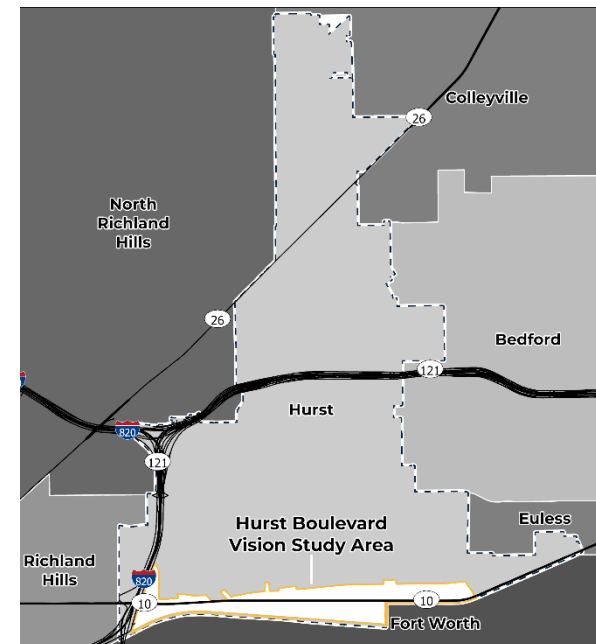
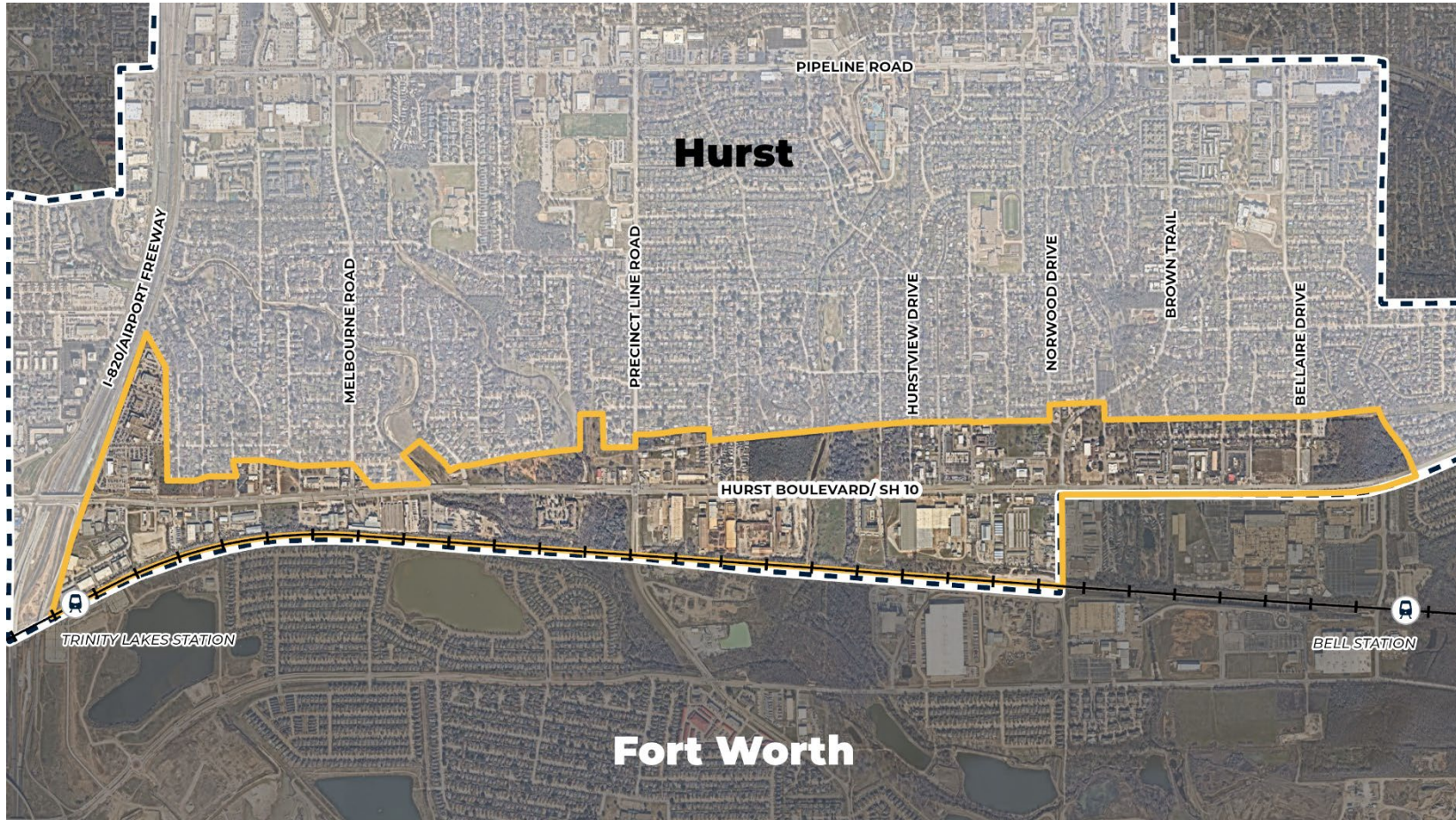




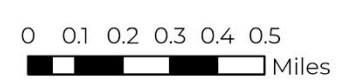


Figure 2. Project Area Map



LEGEND

-  Hurst Boulevard Vision Study Area
-  Trinity Metro TRE Station
-  Trinity Metro Railway
-  Hurst City Limits



Corridor History and Significance

The Hurst Boulevard corridor has been an integral asset to the City of Hurst from the very beginning. In 1903, William Letchworth Hurst or “Uncle Billy,” the founder of Hurst, made a deal with Rock Island Railroad to build a train depot on his land and create a railway connection between Dallas and Fort Worth. Today, the Hurst Train Depot is located on property within the study area owned by the GPS Paints manufacturer and is visible via the Trinity Railway. The Bell TRE station is the location of the historical marker for the Hurst Train Depot, about a half mile from the property.

In the early days, the Hurst Boulevard corridor was considered the “main street” of Hurst and was even the location of the first City Hall building. It was also the main route between Dallas and Fort Worth before Airport Freeway was constructed, often called the ‘Devil’s Backbone.’ There was minimal growth in Hurst until 1951, when Bell opened its headquarters off Hurst Boulevard in Fort Worth city limits. This contributed major growth that eventually led to the incorporation of the city in 1952. Over the next twenty years, development of the area included mainly light industrial uses with supporting commercial and residential for people who worked in the area. This development occurred sporadically, resulting in disorganized development patterns with varied characteristics including building design, landscaping, pedestrian facilities, and signage.

Today, Bell is still a major asset that draws traffic to the corridor, in addition to other major industrial employers that support the area. The significance of Bell to the study area provides a unique opportunity to showcase the history of Hurst and acknowledge how Bell has shaped the community. In addition to Bell and the Hurst Train Depot, there are several other historic attributes and sites that could be showcased to reflect local culture and history.

For example, the Hurst Seventh-day Adventist Church, located west of Norwood Drive, has a historical marker noting the building’s original function as the Hurst School, built in 1940 by the Works Progress Administration (WPA). Right across the street is another historical marker for Emma’s Café and Souders Grocery Store, opened in 1936, and which later became the location of the first Hurst post office 13 years later. Additionally, a now empty parcel near the Precinct Line Road intersection was the location of the original Church of Christ in Hurst, constructed in 1949. Despite the historical markers noting many of the historic sites within the study area, these locations are not adequately highlighted and go largely unnoticed.



The Hurst School located in the study area is identified as a Hurst Historical Landmark. (Source: City of Hurst)

MOSIER VALLEY

The parcels south of Hurst Boulevard and east of the study area are located in Mosier Valley, which was the first freedmen’s town in Tarrant County, established by freed slaves after the end of the Civil War. Over the following 50 years, the community grew to approximately 300 people but continued to operate with minimal community services.

In 1940, the Mosier Valley School was closed due to poor conditions, which meant students had to travel to Fort Worth to attend school. With the help of the NAACP, parents of the Mosier Valley students obtained an opinion from a United States District Judge that students had a right to be educated in their own district, working to provide accessible education to communities.

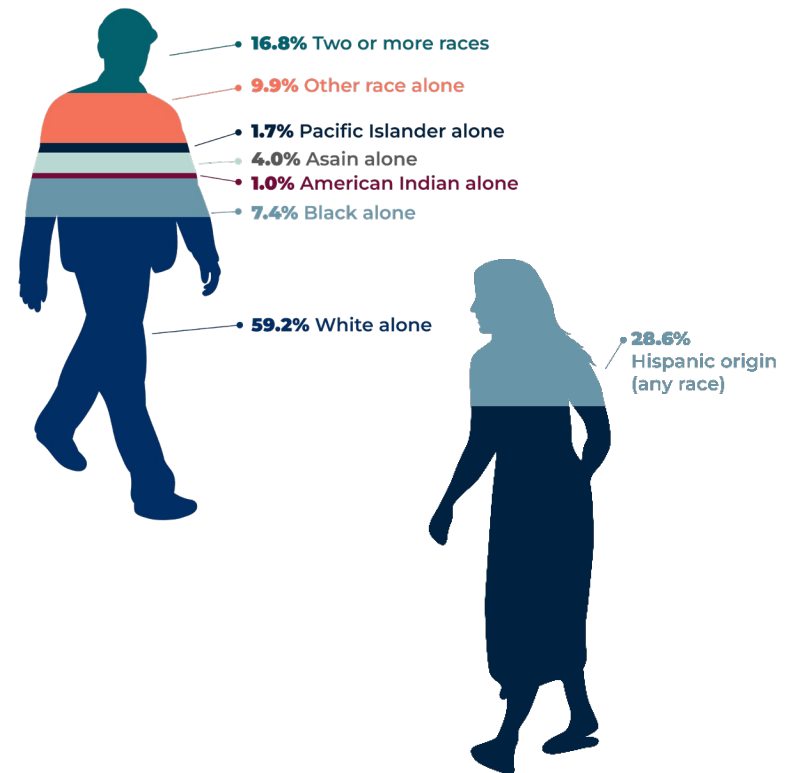
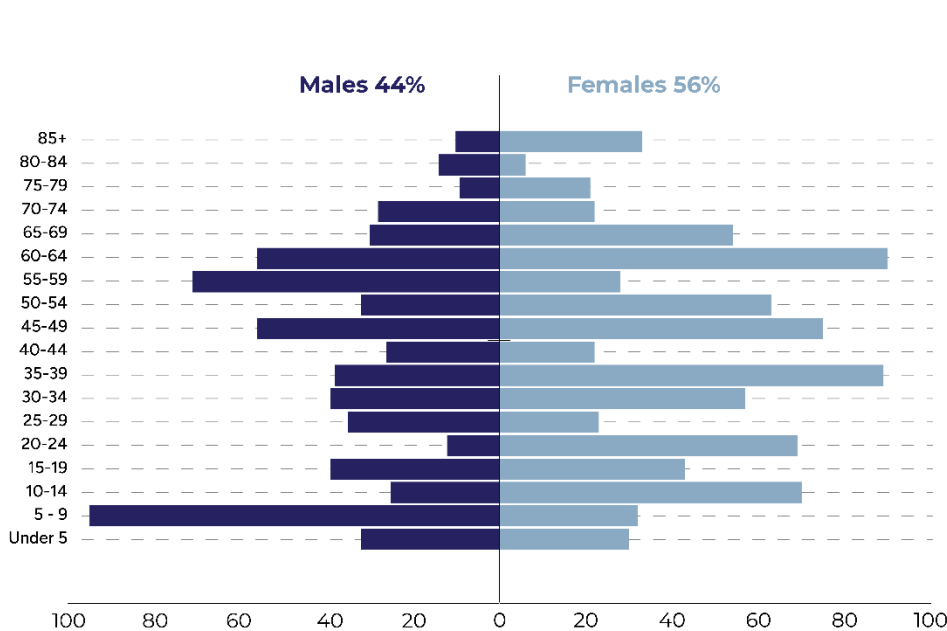
Since 1960, the area has transitioned away from residential uses as commercial business and industry has moved in, but it wasn’t until 1995 that the City installed water and sewer lines in Mosier Valley. Currently there are only two historical markers highlighting the history of Mosier Valley in addition to Mosier Valley Park, all of which are located outside of the study area.



Corridor Demographics

STUDY AREA POPULATION SNAPSHOT

The figures below represent demographic estimates of the study area boundary. These estimates can be used to benchmark change over time and help identify specific needs, populations susceptible to change, or key demographics for the market analysis (see **Market Assessment** on page 17).



Sources: 2023 American Community Survey, ESRI Business Analyst



Comparison to the City of Hurst

The study area population in 2023 was estimated to be 1,472, or approximately 3.7 percent of the city's total population. The poverty rate in this area is 13.1 percent, which is slightly higher than the city's overall rate of 10.4 percent. However, the median household income for the city is \$71,743 which is less than ten percent greater than that of the study area.

People identifying as white alone account for 59.2 percent of the study area's population and 63.5 percent of the city's population. Within the study area, 24 percent of the population is another race alone and 16.8 percent are two or more races. This indicates that the corridor is proportionally more racially diverse than the city.

As of 2024, there are an estimated 738 housing units within the study area and approximately five percent are vacant. Housing units within the study area comprise less than five percent of total housing units in Hurst. Further, approximately 64.4 percent of the units throughout the study area are owner-occupied which is greater than the 59.5 percent city-wide.

Regional Comparison

The City of Hurst is a part of the greater Hurst-Eules-Bedford area, and Hurst Boulevard is a major thoroughfare connecting Hurst and Eules. These peer communities share an Independent School District and Chamber of Commerce. **Figure 3** represents a comparison of the study area population with the peer cities and greater DFW region.

Figure 3. Study Area and Comparison Area Populations (2023)

	Study Area	Hurst	Eules	Bedford	D-FW-A MSA
2023 Population	1,472	39,912	60,373	49,191	7,807,555

Source: DP05 2023: ACS 5-year estimates; ESRI Business Analyst

FORECASTED POPULATION AND EMPLOYMENT

Using models provided by the North Central Texas Council of Governments (NCTCOG), an assessment of population and employment estimates for 2026 and 2050 was conducted. When compared to Tarrant County, the study area indicates some employment growth is anticipated between now and 2050. The most notable changes are potential employment growth on the eastern and western sides of the study area. As for population change, the median percent change for the study area is 4.32 percent. This estimate aligns with the limited availability of undeveloped land in the study area and infill opportunities.

It is important to note that the NCTCOG long-range forecast is most applicable for planning large regional projects. For small area planning projects, such as the Hurst Boulevard Vision, the forecasts may not accurately predict small area future development.



KEY TAKEAWAYS AND OPPORTUNITIES

Today's demographics and low population density within the study area may not reach the critical mass necessary to attract developers or newer businesses.

Opportunities

- Housing and population density are critical to spurring new development.
- Redevelopment and infill development could improve placemaking along the corridor.
- New populations coupled with transit access significantly increase the capacity and reach of the study area to draw patrons for business, entertainment, and employment activities.



Existing Land Use and Zoning

LAND USE INVENTORY

Study Area

Within the study area, there are 14 land use categories of which single-family and industrial land uses are the most prevalent. These two uses account for nearly 45 percent of the study area. **Figures 4-6** on the following pages depict the study area land use composition.

Within the study area, single-family residential exists only to the north of Hurst Boulevard. Most single-family residential lots are approximately 0.25 acres and account for 166 acres within the study area. In conjunction with the limited multi-family land uses, this indicates low population density for the study area.

Existing industrial uses along the corridor include production facilities, metal fabrication, and warehousing. Industrial uses are primarily located south of Hurst Boulevard with just three out of the 289 parcels located to the north currently occupied by industrial uses. These uses have been a fixture in the city's economy for decades.

While there are approximately 500 acres of land in the study area, the largest parcel is only 26.5 acres. This indicates that any large-scale, future development may require land assembly. Of the 366 parcels along the corridor, 276 are less than one acre in area.

Beyond the Study Area

To understand the context and potential reach of the study area, a one-mile buffer was established to further analyze existing conditions. The differences between the study area and buffer can highlight where people live, what uses are easily accessible, and what uses may be lacking in the area. Additionally, the buffer identifies complementary uses and how future development in the study area may impact its surroundings.

Assessing a one-mile buffer around the study area, 40 percent of the land is vacant or undeveloped which is the most prominent condition by acreage. Most vacant lands lie within the West Fork Trinity River and its floodplain located in the southern part of the buffer. The most prominent developed land uses in the one-mile buffer are single-family residential, industrial, and multi-family residential.

Land uses and development patterns in the northern half of the buffer are indicative of auto-oriented development from the mid-twentieth century. Older single-family residential uses are primarily located between Hurst Boulevard and Pipeline Road. The centralization of single-family residential uses were developed initially to support the Bell facility. Industrial uses are concentrated along Hurst Boulevard while existing supporting neighborhood services, such as grocery stores, dry-cleaning, and hair salons, are limited to Pipeline Road.

Additional single-family residential development can be found to the south in the City of Fort Worth. These homes are newer and are zoned to allow between eight and 14.5 dwelling units per acre (du/ac) which is denser than the single-family residential to the north.

Multi-family uses account for 441.5 acres (5.1 percent) of the buffer area and are, generally, closer in proximity to retail and neighborhood services. Many of these uses are older garden-style or low-rise apartment buildings with varying conditions and density.

Industry accounts for 7.6 percent of land use in the buffer area. Of the 656.2 acres of industrial land use, Bell owns and occupies at least 150.5 acres – all outside of the Hurst Boulevard Vision study area. Other common industrial uses in the area include warehousing, shallow bay industrial, and construction services.



Figure 4. Study Area Land Use Composition (2020)

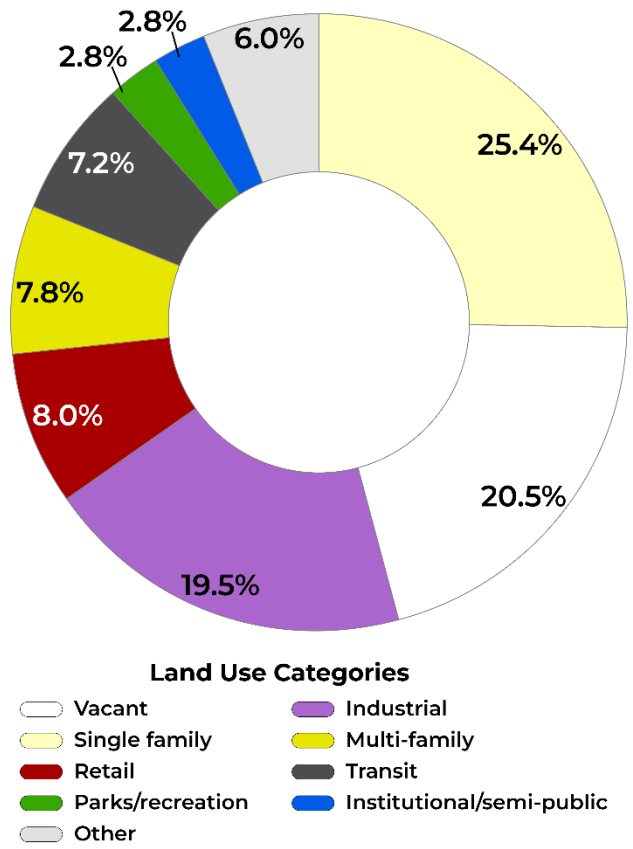
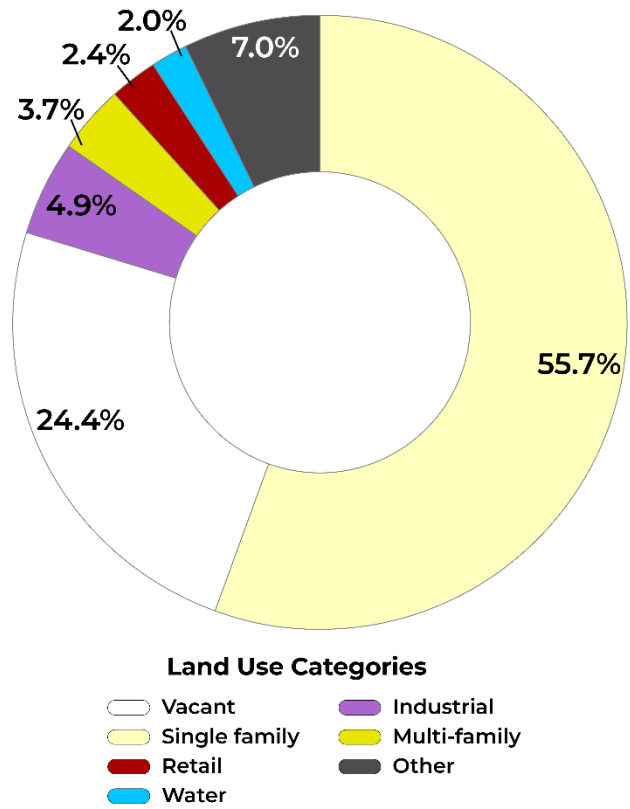


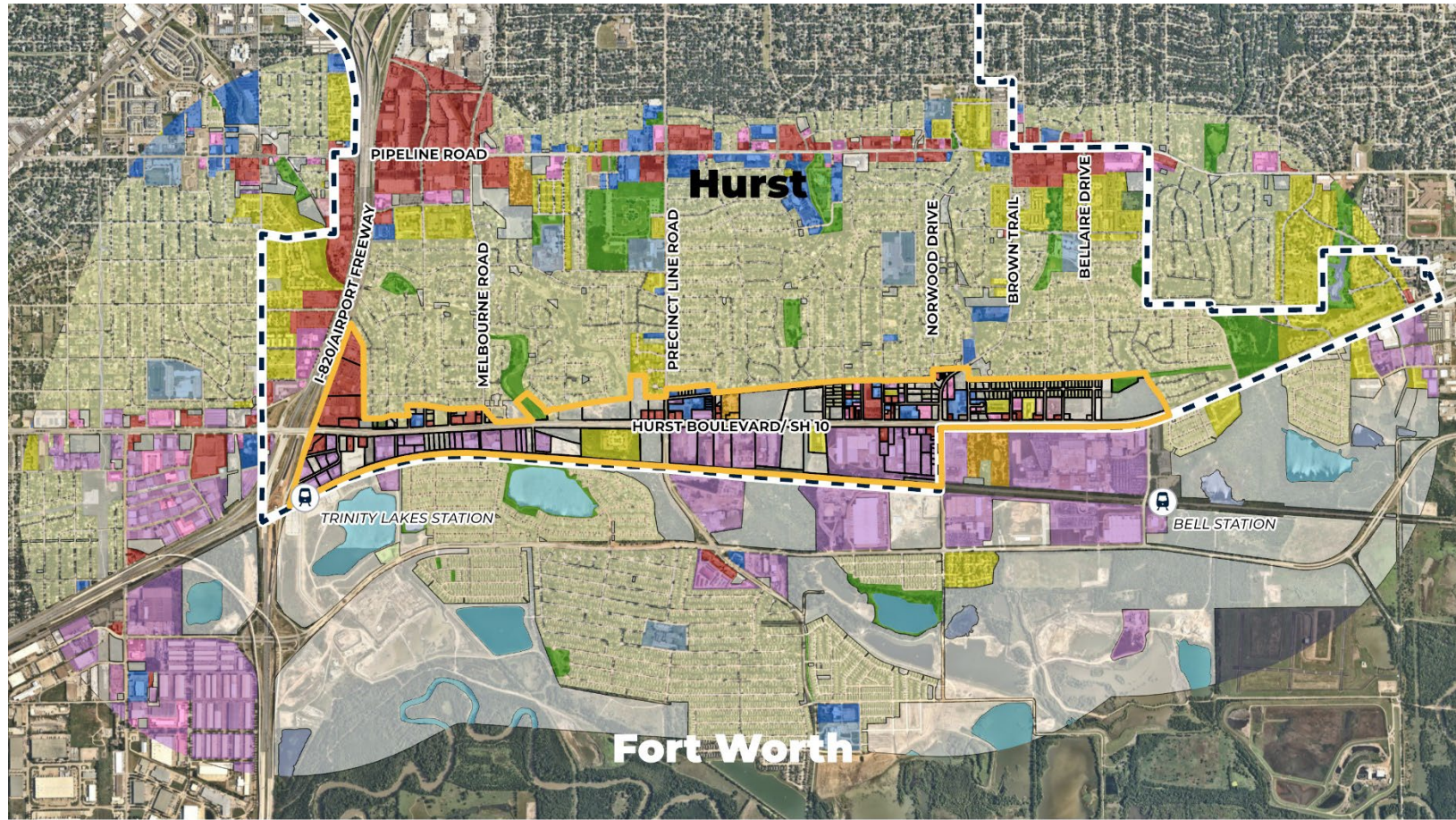
Figure 5. Study and Buffer Area (1-mile) Land Use Composition (2020)



Source: NCTCOG



Figure 6. Corridor Existing Land Use Map



LEGEND

	Trinity Metro TRE Station		Hurst Boulevard Vision Study Area		Hurst City Limits		Study Area Parcels
NCTCOG Land Use (2020) 1 Mile Buffer			Cemeteries		Communication		Education
	Group quarters		Hotel/motel		Improved acreage		Industrial
	Mobile home		Institutional/semi-public		Parks/recreation		Parking
	Retail		Multi-family		Parks/recreation		Transit
	Runway		Office		Single family		Utilities
	Small water bodies		Vacant		Water		



Source: NCTCOG



ZONING CHARACTERISTICS

There are 11 primary zoning classifications and two historic subcategories of zoning within the study area, as shown in **Figure 7**. The two most prevalent zoning types are multi-use and commercial/retail classifications.

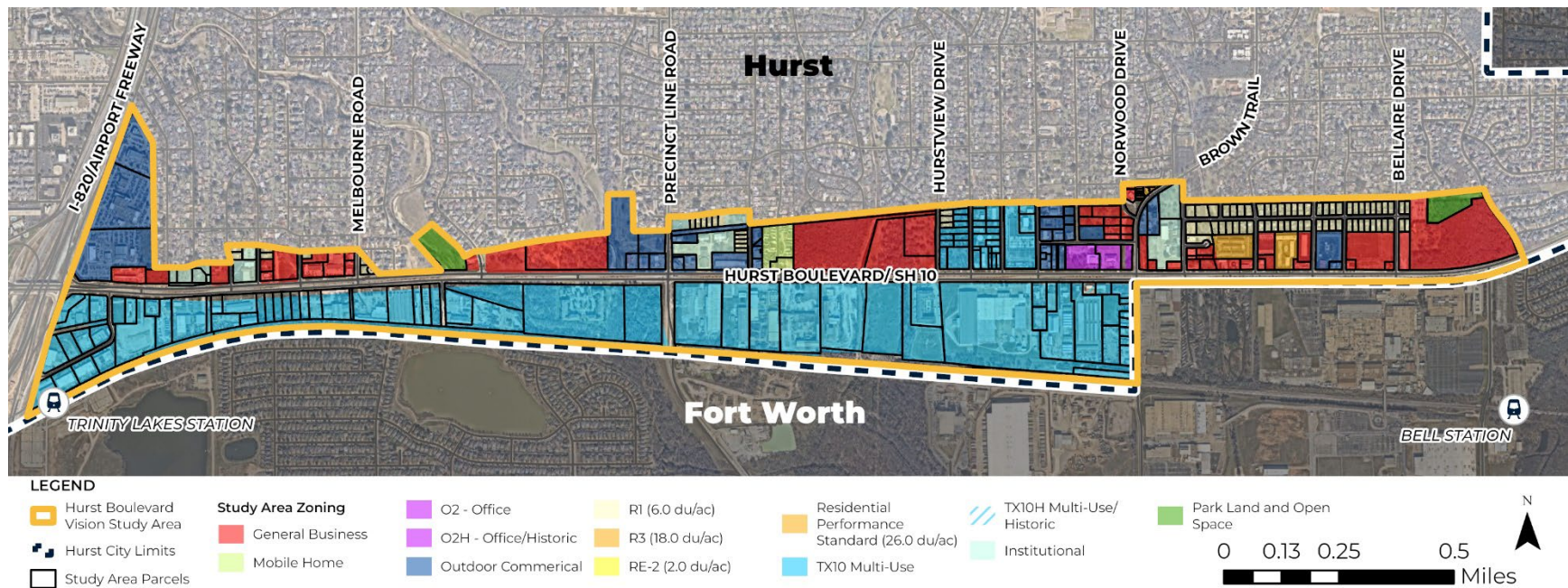
Texas Highway 10 Multi-Use District is the most prevalent zoning classification at 51.5 percent of all study area property and is intended to support the development of business, industry and relevant support activities. While the existing industry and supporting services located in the study area have a steady presence, these uses occupy only about 40 percent of all study area property.

The General Business and Outdoor Commercial zoning districts account for 33.2 percent of zoning in the study area while only occupying 11.6 percent of the existing land area. Out of the 140 acres zoned for commercial/retail land uses, approximately 65.75 acres (46.9 percent) are vacant. This does not include unoccupied or abandoned buildings that were once commercial/retail spaces.

ABOUT THE “TX 10” TEXAS HIGHWAY 10 MULTI-USE DISTRICT

With more than 30 permitted uses, such as commercial amusement (indoors), restaurants, personal services, and research and development laboratories, the purpose of the district is to concentrate growth to maximize job growth and enhance the city’s urban image along State Highway 10. This zoning district specifically encourages those uses that will stimulate work force expansion, optimize employee to customer ratios, maximize the economic use of available land and encourage the redevelopment of land.

Figure 7. Study Area Zoning Map



Source: City of Hurst

KEY TAKEAWAYS AND OPPORTUNITIES

The Hurst Boulevard Vision Plan study area is a hub for industry in the City of Hurst, and the community has a strong desire to retain key industrial sites. However, the city's general oversupply of retail land uses to the north impacts the ability for supporting uses to operate along Hurst Boulevard leading to an excess of retail and commercial zoning. Development potential within the study area and its surroundings are limited by the floodplain.

Opportunities

- Consider adaptive reuse or infill of vacant or abandoned parcels.
- Leverage floodplains as green and open space amenities for resilience, beautification, and stormwater management.
- Support existing industrial uses with more complementary zoning.
- Corridor aesthetic improvements may attract developers to the study area.
- Pending future coordination with Trinity Metro, TRE rail stations present opportunities for transit-oriented development (TOD) to increase density at transit nodes.



Existing Corridor Character

CORRIDOR ASSETS AND KEY DESTINATIONS

A majority of the Hurst Boulevard study area is comprised of industrial and commercial uses resulting in major employers as the study area's key destinations. Major employers along the corridor are primarily automotive and industrial facilities, including three major car dealerships along IH 820, as well as MMW Industries and Texas Galvanizing. Bell Textron headquarters is located southeast of the study area in Fort Worth with access to the Bell TRE Station along Bell Flight Boulevard. Bell has a long history within the corridor and continues to be a major job supplier for the area, with over 4,000 employees in 2024.

Additional destinations on Hurst Boulevard include several churches, as well as other neighborhood amenities including daycares and restaurants. Gas stations, particularly on the west side of the corridor, are high traffic destinations due to the prevalence of work vehicles in the area and proximity to IH 820. Vacant lots and open space areas are also prevalent throughout the study area.

There are no schools within the study area, however five Hurst-Eules-Bedford Independent School District (HEBISD) schools are located within a one-mile radius of the study area, including one junior high school and four elementary schools. Within the study area there are three municipally owned facilities including Parker Cemetery, Hurst Fire Station 3 and Pump Station No. 1, in addition to multiple vacant municipally-owned parcels throughout the corridor. Some of these parcels are located near neighborhoods and creeks with visible worn paths caused by foot traffic present, indicating a demand for pedestrian connections along the corridor. As previously mentioned, there are multiple historical sites within and near the corridor that are marked but not emphasized, including the Hurst Train Depot and the Hurst School. Hurst Fire Station 3 is the previous site of Hurst's first City Hall.

Regional Access

Hurst is not a member city of Trinity Metro and therefore no direct access to public transit exists within the study area. However, the Trinity Railway Express (TRE) travels east to west along the study area's southern edge. In respect to the study area, there are two TRE stations that have potential to be economic drivers for transit-oriented development (TOD), or walkable communities developed around transit access. First, the Bell Station is located to the southeast of the study area, and second, the Trinity Lakes station is adjacent to the study area and divided by the municipal boundaries for Hurst and Fort Worth.

On a broader scale, some of the major destinations proximate to the study area include North East Mall, Arlington Entertainment District, and DFW Airport. The study area is well positioned within the DFW metroplex to attract users travelling to a number of the major destinations in the region. It will be important to consider the corridor as a potential stepping-stone for users as they travel to other key destinations outside of the study area.



Bell Textron Headquarters is a major employer and community asset located just outside of the study area in Fort Worth.



Wayfinding signage directs motorists on Hurst Boulevard to community destinations to the north.



PARKS, OPEN SPACE, AND NATURAL AREAS

The major open space and natural areas within the corridor primarily consist of vacant parcels that are heavily wooded, as well as drainage corridors and open space with minimal public access. While access is limited, residents within the study area and nearby areas have noted that the green and open space areas along the corridor are of high value, especially areas that back up to creeks.

Two streams are present within the study area, the Walker Branch and the Calloway Branch, which both intersect Hurst Boulevard at the study area's western end. The City of Hurst owns a parcel of land where Calloway Branch and Hurst Boulevard intersect. A majority of this parcel is in the floodplain but has the potential to provide additional recreational amenities and connections to nature for residents and visitors.

Parks and Trails

While there are no developed public parks within the study area, there are more than five parks located within half a mile of the study area. Parks and open space are shown in **Figure 8** on page 14. Similarly, there are no designated trails within the study area, however, numerous trail segments exist within a mile of the corridor that can act as potential connections to parks and to the regional trail network (see **Figure 26** on page 46). These include existing and planned portions of the DFW Discovery Trail, located south of Hurst Boulevard, which provides a network of trails from Fort Worth to Dallas. The Cotton Belt Trail is another regional trail that could be accessed through additional trail connections that extend from the study area.

The only other source of greenspace along Hurst Boulevard is through required landscaping on private property and within the right-of-way. Recent improvements in medians at major intersections include the addition of low maintenance xeriscaping and native Texas plants that contribute natural beauty and visual interest as users travel along the corridor. Additional landscaping along Hurst Boulevard is primarily open lawn in various conditions with little biodiversity.

Undeveloped Parks

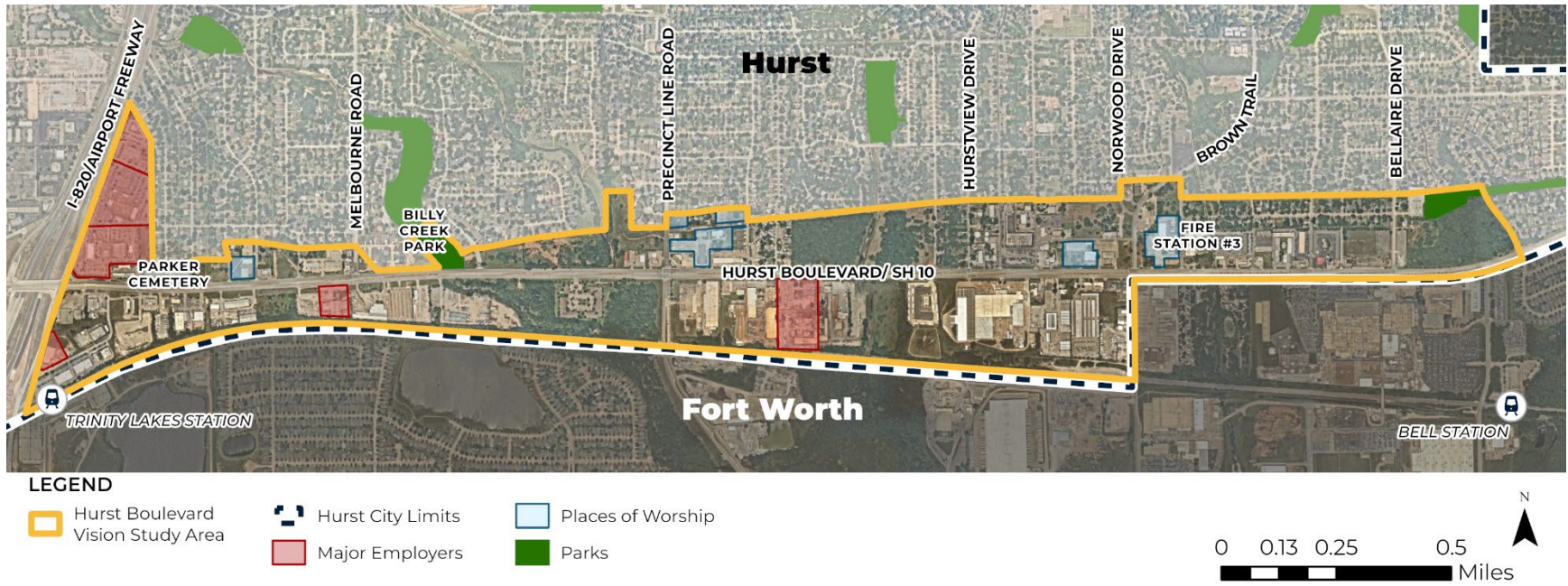
Two municipal park properties are wholly or partially located in the Hurst Boulevard Vision study area.

- **Billy Creek Linear Park** is undeveloped parkland located along the Calloway Branch. The 2018 Parks, Recreation and Open Space Master Plan recommended keeping the site natural since access is limited.
- **Highway 10 Linear Park** is undeveloped parkland north of Hurst Boulevard along a utility easement. The City's 2018 parks master plan recommended a trail connection to Rickel Park to the east and keeping the site natural.



Heavily wooded areas exist along the corridor typically in association with the creeks or drainage channels.

Figure 8. Community Assets Map



Source: NCTCOG; City of Hurst

CORRIDOR AESTHETICS

Today, the study area is primarily auto-centric with many buildings set back from the street by parking lots. The presence of industrial buildings and vacant lots in the study area contributes to an impersonal environment and lack of remarkable features. Well-timed traffic signals and multiple lanes allow vehicles to seamlessly travel along Hurst Boulevard making the corridor feel unsafe and busy. Hurst Boulevard is most frequented by people travelling through the study area and not as a destination for users.

Due to the high traffic and industrial uses, gravel, litter, and other debris collect at intersections and driveways which can present challenges for bicycle and pedestrian users. Segmented sidewalks, lack of landscape buffers, and inconsistent signage at intersections contribute to the sense of disorganization within the study area. Further, there is no gateway or wayfinding signage to identify Hurst Boulevard. Perception of physical and visual connectivity is key to expanding access to and through the study area.

Hurst Boulevard underwent recent corridor aesthetic improvements through a TxDOT Green Ribbon Project, so medians were enhanced with native landscaping and select intersections received upgrades to curb ramps and pedestrian crossing facilities. During ongoing engagement efforts, residents indicated that these transformations had minimal impact on their perception of study area aesthetics.

To provide more art in public places, the City of Hurst City Council and Hurst Community Arts and Historic Landmark Preservation Committee sponsor the Utility Box Art Project. To date, phases one and two have been completed with five of the 28 vinyl wrapped utility boxes located in the study area. Art in public places is one tool to create a welcoming study area with community pride.

Furthermore, architectural styles and building materials in the study area vary significantly. The greatest contrast is near Melbourne Road. A newer residential development is screened by a brick and stone wall while industrial buildings to the south of Hurst Boulevard utilize corrugated metal or concrete blocks with minimal screening. Places with consistent building styles are more likely to be perceived by users as attractive, clean, and safe, which contributes to the overall comfort and image.



Median landscaping improvements along the Hurst Boulevard corridor were funded through the TxDOT Green Ribbon program.



A traffic signal control box with public art at the intersection with Brown Trail adds to community character.

KEY TAKEAWAYS AND OPPORTUNITIES

The Hurst Boulevard corridor was the starting point for the City of Hurst and is still a major employment hub today. The study area is primarily auto-oriented with limited pedestrian access and multi-modal transit options. There is a lack of cohesion in building quality and aesthetics with varied conditions of businesses, homes, parking lots and walkways. The study area has a high vacancy rate and contains an unutilized open space that currently detracts from the experience of visitors to the study area. However, these properties and areas provide room for future enhancements. Overall, the corridor needs general aesthetic upgrades to encourage positive redevelopment but has the foundation to create a walkable and enticing environment that can serve as an asset for residents and commuters in addition to attracting visitors as they travel throughout the region.

Opportunities

- Consider establishing a distinct identity for the corridor through branding and wayfinding, beautification, and showcasing local history.
- Leverage vacant parcels for development that aligns with residential needs or provide local amenities and activities.
- Existing open spaces have potential for recreational amenities or environmental enhancements.



Market Assessment

The market assessment for the Hurst Boulevard Vision is focused on defining the competitive position of study area properties and the three catalytic site areas identified for this effort (see page 24). Data will be provided to add definition as to how ready the study area and its catalytic sites are for accepting new investment opportunities and new development.

COMPETITIVE MARKET POSITION

The City of Hurst is known as one of the older suburbs of Fort Worth and the community's rapid suburban growth period is complete. The Regional Newcomers and Relocation Guide of the Dallas Area Chamber describes Hurst as "The center of education and manufacturing in Tarrant County...North East Mall in Hurst is ranked as the No. 1 shopping mall in Tarrant County." What is not widely known are the potential investment opportunities in Hurst and the Hurst Boulevard study area.

The Hurst Boulevard corridor is challenged by markets from which it must compete for investment dollars. The up-and-coming Fort Worth Alliance area, to the north of Hurst, is the current major market competition for warehousing and manufacturing. The Alliance Foreign Trade Zone, DFW Airport and Intermodal Hub provide the magnets to investment decisions in logistics and manufacturing. Retail commerce in Hurst is centered at the IH 820 and Pipeline Road location of the North East Mall complex. The established neighborhoods of Hurst are north of the Hurst Boulevard corridor and more recently developing cities like Keller, Southlake, and Argyle feature newer neighborhoods.

A precursor of successful economic development is to know where competing development areas, cities or corridors are. Carefully defining the investment assets of Hurst and moving to a proactive marketing position in the market is essential. Fortunately, investment opportunity is ever present in the DFW metroplex of which the Hurst Boulevard study area may actively become a part.



Corridor Trade Area Demographic Trends

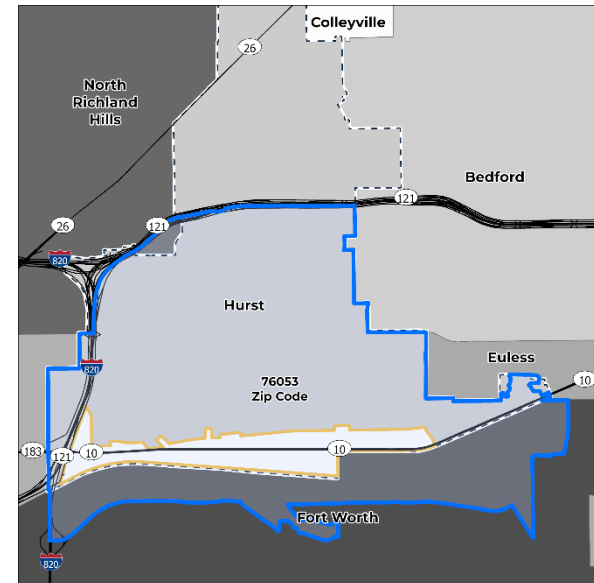
As depicted in the **Corridor Demographics** section of this report, current population levels along the Hurst Boulevard corridor are stable, with significant growth unexpected. During ongoing engagement efforts, residents from the single-family neighborhoods to the north of the corridor have expressed concerns about adjacent multi-family developments. However, residential growth is essential to attract shoppers, support new commercial expansion, and provide workforce for manufacturing and warehousing in the study area.

Market Consumer Segmentation

Utilizing advanced demographic datasets from ESRI, consumer segmentation is a tool used to profile and summarize similar demographic communities by zip code. Neighborhoods with the most similar characteristics are grouped together. Segments are separated into groups that share key demographic, socioeconomic and lifestyle characteristics offering insight into the unique composition of each segment. Consumer segments are utilized here to define who lives in the zip code and how they participate in the local economy. The study area is located within the 76053 zip code, see **Figure 9**, and **Figure 10** on page 19 depicts the consumer segmentation for the zip code. This section provides profiles into the five most common market consumer segmentations and a summary of the consumer segmentations ranking six to ten.

Through analysis of the ESRI data, certain consumer profiles tend to dominate, providing a lens into prevailing values, shopping habits, and lifestyle preferences. These insights not only help paint a vivid portrait of Hurst’s 76053 community but also serve as a roadmap for tailoring services, retail offerings, and civic engagement to better align with the neighborhood’s character and economic drivers. Notably, “Classic Comfort” stands out with more than a quarter of households in the 76053 zip code corresponding to the segmentation profile.

Figure 9. Consumer ZIP Code Map



Source: U.S. Census



“Classic Comfort.” These suburbanites are typically married homeowners with a median household size of 2.56. They value stability and comfortable living, and social activities are centered on family and community events. Neighborhoods are well established and most live in homes built between 1950 and 2000. They tend to shop for budget-friendly items from discount, local and chain stores. Their median age is 40.2.

“Diverse Horizons.” These residents tend to live in or near metropolitan areas. Families consist of about two-thirds of the population segmentation while predominantly living in apartments or multi-unit structures built prior to 1990. Nearly 46 percent of this population is rent burdened and tend to work in services or skilled occupations. Their median age is around 35.

“Young and Restless.” These households are Millennials with a median age of 31.4. They are well-educated with careers in professional and technical occupations as well as sales and office administration support. They are not yet established but are working to get ahead and improve themselves. More than half of the householders are under thirty-five. The households tend to be either singles or married couples. The households are renters and highly mobile.

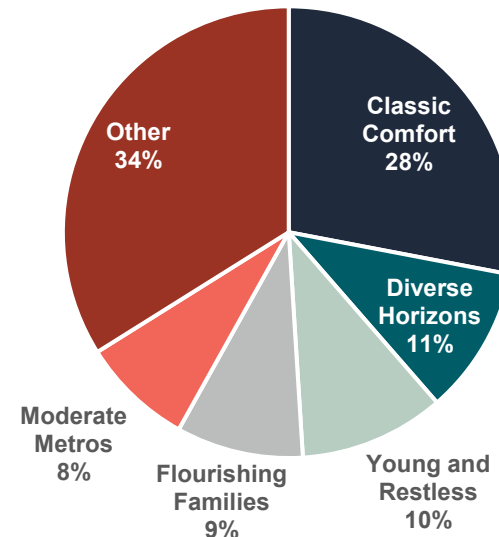
“Flourishing Families.” These suburbanites tend to live in lower density single-family homes built between 1990 and 2000. They are well-educated professionals with middle-class incomes. They tend to shop in-person for hardware and hobby supplies but purchase other household goods and personal items online. Most households have children and the median age is 39.

“Moderate Metros.” These consumers live in the suburbs or edge of metropolitan areas and nearly half of them rent. They shop online and typical purchases include groceries, electronics, and clothing. About 67 percent participate in the labor force and work in healthcare, retail/sales, or administration. Their median age is 38.1.

Segments ranking six to ten in terms of the top ten largest consumer segments in the 76053 zip code include “Rural Versatility,” “Welcome Wavers,” “Room to Roam,” “Boomburbs,” and “Loyal Locals.” Each segment includes households at no more than 4 to 6 percent of the total households in the 76053 zip code. Educational attainment reveals a community that values learning, while household incomes reflect substantial earning power. The demographic landscape blends young families with preschoolers and an active labor force, pointing to a dynamic yet stable environment. Many residents opt to rent, yet there is a notable trend toward home ownership, suggesting aspirations for long-term community investment alongside flexibility in living arrangements.

The remaining households in the 76053 zip code include segments that are below four percent of the individual zip code segments. These include segments entitled “Dreambelt,” “Family Bonds,” “Metro Fusion,” and “City Greens.” The four segments make up less than a total of 10 percent of the Hurst 76053 zip code area.

Figure 10. Consumer Market Segmentation



Source: ESRI



ECONOMIC MARKET HIGHLIGHTS

The Hurst Boulevard corridor's strategic location and diverse economic base underline its immense potential for revitalization. This geographic advantage allows for the seamless integration of industrial spaces, with commerce and residential creating an environment where connectivity becomes the cornerstone of growth. Proximity to major transportation networks further enhances Hurst Boulevard's appeal, offering unmatched access to local and national markets.

Major Industries

Bell Textron, the aviation and aerospace manufacturer, has its global headquarters located at the eastern edge of the corridor within the City of Fort Worth. As a key player in the aviation industry, Bell contributes significantly to the economic vitality of the region. There are more than 4,000 employees at this location. Bell also owns approximately 6.6 acres of vacant land in the Hurst Boulevard corridor at the potential eastern catalytic site. Bell is the sixth largest taxpayer in Tarrant County.

On the south side of Hurst Boulevard, major manufacturing and warehouse facilities provide significant property value, sales, and property tax generation with numerous employment opportunities. These companies include the following:

- **AZZ Inc. (Texas Galvanizing)** provides sustainable metal coating for a wide range of markets. AZZ Inc. is recognized as the largest hot-dip galvanizer in the U.S. AZZ is the second largest taxpayer in Hurst according to the Tarrant Appraisal District.
- **GPS Paints** operates at the former Sherman Williams paint manufacturing site located in the corridor.
- **Modern Forge Texas** is the 4th and 5th largest taxpayer in Hurst. According to the Tarrant Appraisal District this business under two property accounts is greater in value than AZZ when the two properties are combined. Modern Forge Texas and MF-Hurst Properties LLC have a total of \$6.7 million in taxable property.

Additionally, there are five steel fabrication, assembly, and warehousing businesses dealing with steel pipe and bar steel on the south side of the Hurst Boulevard corridor. The study area is also home to companies specializing in outside construction yards, appliance parts warehousing, plumbing and electrical services, and fence warehousing and assembly. Truck and auto services and customization businesses are present as well. DBL Design, Diesel Pro LLC, and All About Autos provide significant truck and auto services to the regional market. These companies offer significant taxable properties and employment opportunities, contributing to the area's status as a manufacturing and warehousing economic center.

Flex/warehousing commercial space is sprinkled along the Hurst Boulevard corridor. The flex warehousing is also located along Central Park Drive with quick access to IH 820. Properties along South Norwood Street are primarily flex space with outside warehousing in back. **Figure 11** represents a list of the major employers in the study area.

Figure 11. Corridor Major Employers

Major Employer	Number of Employees	NAICS Classification
Hurst Autoplex Mitsubishi	35	Retail Trade
Freeman Toyota	105	Retail Trade
Moritz Kia Hurst	30	Retail Trade
Energy Specialties Inc	109	Construction
MMW Industries	32	Manufacturing
Texas Galvanizing	44	Manufacturing
Bell Textron	4,000	Manufacturing

Source: NCTCOG Major Employers



Workforce

According to the U.S. Census LODES data, the largest workforce segment is manufacturing. Manufacturing accounts for 25 percent of the jobs in the 76053 zip code, and is concentrated along Hurst Boulevard especially near the Bell Helicopter Headquarters. Retail is the second largest workforce segment at 23 percent, and is spatially concentrated at North East Mall. Hurst Boulevard features retail lightly dispersed along the corridor. Another 7.3 percent of the workforce segment is Construction employment with notable concentration in the study area. **Figure 12** depicts the workforce by industry for the 76053 zip code.

Outside of the study area, but with significant impact to the overall zip code, there are two additional workforce segmentations. Just northwest of the study area, there is a significant concentration of Administration and Support for the waste management industry. Adjacent to North East Mall, there is an Accommodations and Food Services node of the workforce.

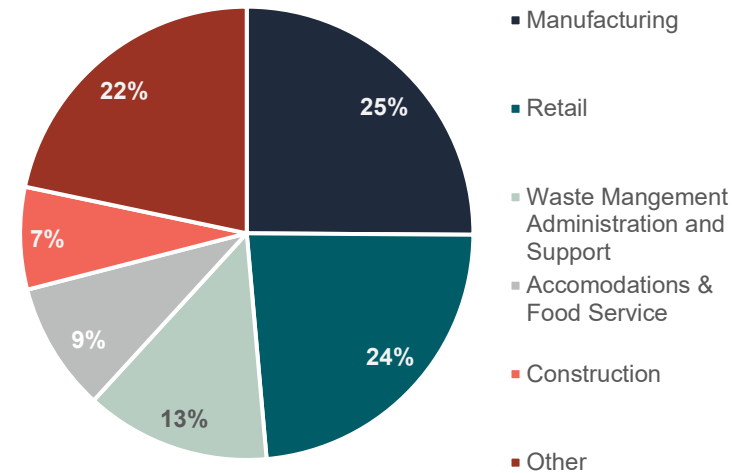
Notably, most people working in the 76053 zip code are commuting, and those living within the zip code are commuting out for employment. Employees working in the 76053 zip code travel mostly from residences in Fort Worth, Arlington, Dallas and North Richland Hills. An estimated 3.4 percent of the employees working in the 76053 zip code reside in Hurst.

Market Interview Findings

The consultant team conducted property owner interviews along the corridor to allow for their input and revitalization recommendations. This section highlights key findings from those interviewed: the property owners, realtors, and developers.

Interviewees consistently emphasized the corridor's unique blend of longevity and adaptability, citing both the historical presence of family-run enterprises and the recent influx of innovative business models. Conversations revealed a landscape where tradition intertwines with evolution: many proprietors take pride in reinvesting in their properties and exploring modern marketing techniques, while still nurturing the relationships that have defined the area for decades. Several developers expressed optimism about the corridor's future, noting increased interest from entrepreneurs drawn by its strategic location and diverse customer base. They indicate that their market is all of DFW. Stakeholders also identified emerging challenges—such as workforce recruitment, traffic and shifting consumer demands—but voiced confidence that the community's tradition of collaboration would help address these issues in creative ways.

Figure 12. Zip Code 76053 Workforce by Industry



Source: U.S. Census Bureau



Economic Sustainability

Interview feedback underscored the importance of economic resilience. Participants described how adapting to fluctuating market conditions is an ongoing process - one that has prompted many businesses to diversify their offerings and explore partnerships with neighboring organizations. Several developers/realtors observed that the area needs more flexible base zoning or overlay zoning and support for mixed-use developments to encourage reinvestment, while a handful of business owners stressed the value of programs that connect local talent with new employment opportunities. Stakeholders widely acknowledged that continued prosperity would depend on their ability to anticipate economic shifts and foster an environment where established businesses and newcomers alike can thrive.

Property owners, realtors, and developers have noted that there is a strong sense of economic sustainability within the Hurst Boulevard corridor. Several businesses have been located on the corridor for over three generations of family owners including Fun N Sun Boating Sales, HJ Smith Auto Sales, AmeraTex, and the A & G Central Park. Each of these businesses continue to adapt to change along the corridor and in their business market. For example, the market for contractor supplies at AmeraTex is moving north as northern suburbs grow. Construction, manufacturing, and wholesale businesses in the corridor adapted to the moving market with internet sales and quality service. Fun N Sun Boat Sales likes the central location of the Hurst Boulevard corridor to serve the entire DFW market. The central location and ease of access onto IH 820 from Hurst Boulevard are key sustainable assets of the study area for businesses to attract workforce and to serve their customers. Businesses in the corridor desire to continue to conduct business from their current location. Only one business interviewed was considering moving and that was due to a need for more space to conduct their wholesale/contractor business.

Community Service Needs

The Hurst Boulevard Corridor is a mix of land use types including single-family residential, multi-family residential, churches, retail shops, restaurants, warehousing, contractor suppliers, and manufacturing. Residential development managers and business owners have all noted a need for additional businesses and services to meet the needs of the residents and employees. They have requested more restaurants, more shops for dry cleaning and tailoring, childcare, and business services to meet the needs of residents and employees. The desire for community gathering spaces, such as libraries, recreation centers, or multi-purpose venues, also surfaced, reflecting a broader wish for amenities that would improve overall quality of life in the corridor. There was widespread agreement that investing in such services would help ensure the corridor's continued appeal as a place to live, work, and grow.



H J Smith Automobiles is a third-generation business located at the corner of Hurst Boulevard and Norwood Drive.



Example of a neighborhood-scale drug store and dry-cleaning services in Austin, Texas.



Public Improvement Needs

Property owners and merchants all have uniformly requested continuous sidewalks and pedestrian lighting along the corridor. Residents and employees desire to be able to walk to a restaurant or visit locations in the study area. Merchants in the study area have asked for sidewalks which connect the local businesses to the residential neighborhoods to the north. Residents in the neighborhoods to the north of Hurst Boulevard would be able to walk to the businesses if sidewalks and pedestrian lighting were available.

Additionally, several stakeholders expressed the importance of fostering a sense of place and identity along the corridor. Ideas emerged around branding initiatives that would celebrate the unique history and diversity of Hurst Boulevard, making it more attractive to both visitors and potential new businesses. There is enthusiasm for streetscape enhancements such as landscaping, wayfinding signage, and seating areas that could encourage foot traffic and community gatherings.

Overall, property owners, developers, and community members share a vision in which the Hurst Boulevard Corridor remains economically strong, more walkable, and responsive to the changing needs of residents, businesses, and visitors alike.

Private Developer Partners

Some stakeholders who own property that is ready for development or redevelopment have expressed interest in partnering with the city on future developments within the study area. These stakeholders desire to begin discussion with the city and adjoining property owners to produce a common vision and path forward to new development. Most have expressed being open to mixed-use and medium density housing approaches, but actual sites and projects vary throughout the study area.

As the vision for the corridor evolves, the role of private developer partners takes on renewed significance. Stakeholders recognize that successful revitalization efforts depend not only on public investment and municipal support, but also on active collaboration with the development community. Private-sector partners are seen as catalysts for bringing new amenities, innovative design, and sustainable growth to the area.

Interviews with developers highlighted a willingness to invest in projects that align with the community's aspirations—mixed-use developments that blend housing, retail, and community services; adaptive reuse of underperforming properties; and the integration of green building practices. Many emphasized the value of clear guidelines and streamlined processes from local authorities, which can help accelerate project timelines and foster confidence in long-term investments.

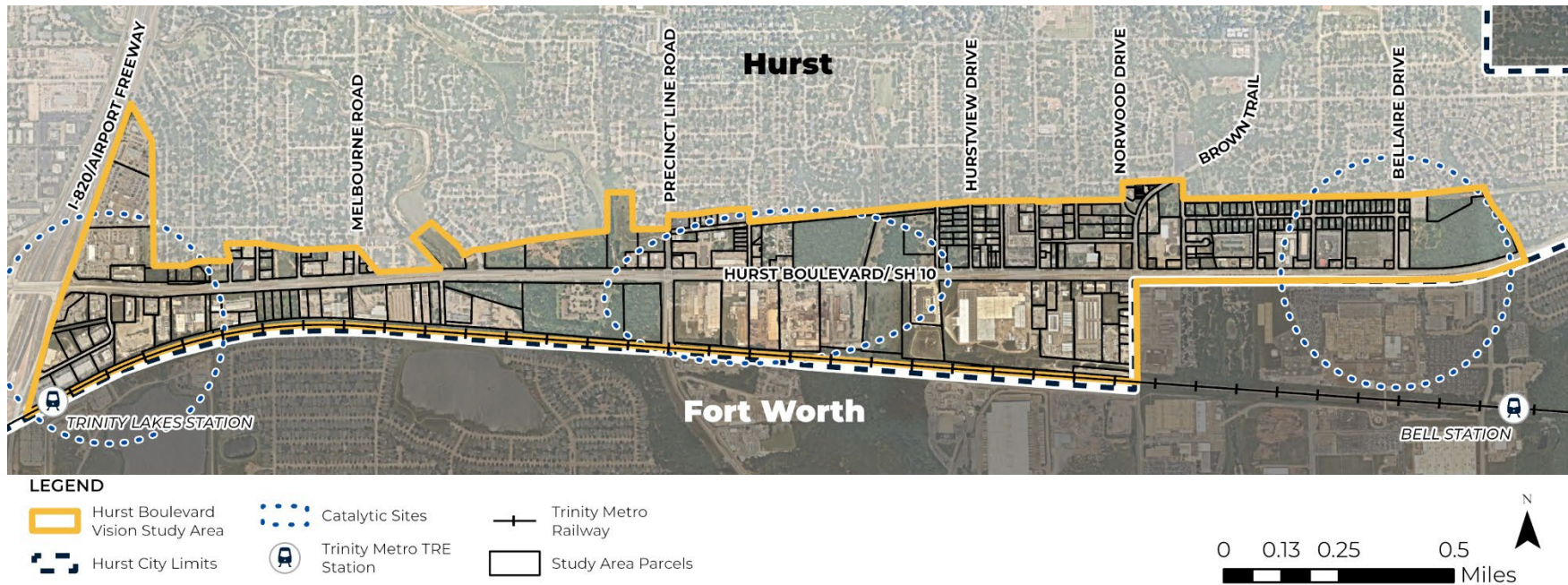
There is a collective hope that public-private partnerships will unlock new opportunities for placemaking and economic diversification. Through shared responsibility and creative collaboration, the Hurst Boulevard Corridor can become not only a destination for commerce and daily living, but also a model of balanced, community-driven development that sets a benchmark for surrounding areas.



CATALYTIC SITES

As part of the Hurst Boulevard Vision Plan, three catalytic site areas have been identified that represent opportunities for future redevelopment. **Figure 13** depicts the general location of the three sites. As the study progresses, specific parcels will be identified for each catalytic site area. This section gives an overview of the existing trade area and initial observations and opportunities to be further explored in later phases of the project.

Figure 13. Catalytic Site Area Locations



Source: NCTCOG; City of Hurst

Western Site Area

The western catalytic site area is located generally at the Hurst Boulevard and IH 820 interchange. The population within one-mile of the area is approximately 9,000, within three miles is 85,000, and within five miles is 267,000. The site area is adjacent to the TRE Trinity Lakes rail station, but there is a fence separating direct access for Hurst residents to the station. Occupied uses include fast food, industrial flex space, and auto-oriented uses.

The site area contains six acres of undeveloped land, and an acre comprised of vacant buildings. Strategic partnerships between developers and public entities could explore opportunities to utilize undeveloped tracts for mixed-use given the proximity to the rail station. One site is currently being monitored for past contamination. Despite this, the area could still be viable for the initial beginnings of a mixed-use transit-oriented development. With environmental remediation, these undeveloped properties could yield mixed-use development which could stimulate investment in the adjoining area to attract motorists travelling along IH 820.

Central Site Area

The central catalytic site area is located between Anderson Drive and Arthur Drive and features a drainage channel running through the site. The population within one-mile of the area is approximately 14,000, within three miles is 87,000 and within five miles is 211,000. There is a mobile home park just to the west of the site area and heavy industrial adjacent on the southern side of the corridor.

The site area features 12 acres of Oncor property, six acres of private sector property on the north side and eight acres on the south side. Portions of the site area are within flood hazard zones. On the south side of the corridor is the AZZ galvanizing plant immediately to the west. The Provisions of Patriot Place residential development is located on the southern side of the corridor. Considerations for future development at this site will be ensuring uses are compatible, given the proximity to single-family residential on the north side and proximity to heavy industrial on the south side of the corridor.



Viewshed looking south from the western site area offers views of water and the Fort Worth cityscape.



Viewshed looking north from the central site area towards the wooded land owned by Oncor.

Eastern Site Area

The eastern catalytic site area is located to the north of the Bell facility on either side of Bellaire Drive. The population within one-mile of the area is approximately 11,000, within three miles is 84,000, and within five miles is 269,000.

The area represents almost twenty-three acres of open land; six acres owned by Bell and seventeen acres owned by Oncor. Additionally, there are about nine more acres of older hotel, apartment and office developments which may be candidates for redevelopment due to their deteriorated conditions. The eastern site as a whole could be an important gateway development with parkland, museums, entertainment venues and hotels. The proximity to Bell presents opportunities for service-oriented retail, hotel, and potentially a museum documenting the history of Hurst and Bell.



Vacant property to the north of Bell represents opportunity for service-oriented retail.

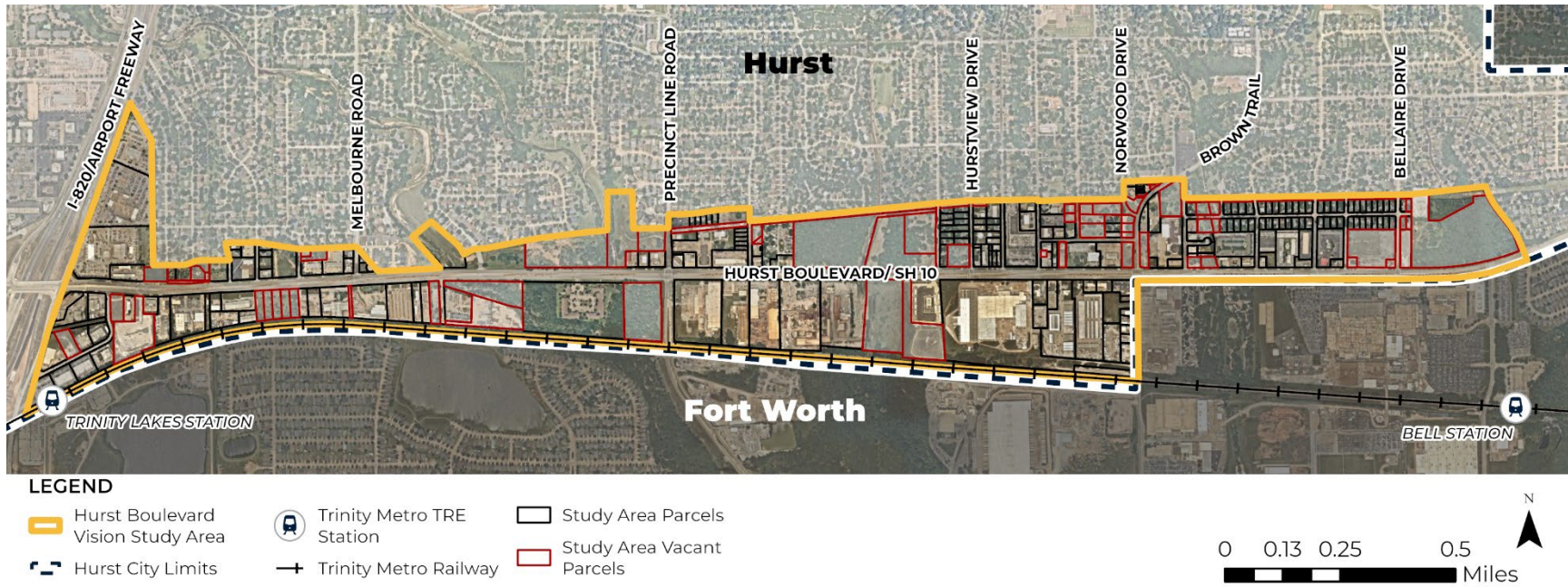
Other Key Sites

In addition to the three catalytic site areas, there are other properties that are undeveloped that have potential to catalyze development along the corridor. **Figure 14** on page 27 depicts the currently undeveloped properties within the study area. Sites with significant vacant acreage outside of the catalytic site areas include:

- Approximately five acres on the south side of the corridor between Belmont Drive and Fanning Drive.
- Approximately 12 acres on the north side of the corridor between Billy Creek Drive and the Walker Branch. An Oncor easement runs through the northern part of the site.
- Approximately five acres on the south side of the corridor between the Villas of Calloway Creek and Precinct Line Road. The site is owned by TxDOT and is subject to flooding from the Walker Branch.



Figure 14. Vacant Properties along the Corridor



Source: Tarrant Appraisal District

KEY TAKEAWAYS AND OPPORTUNITIES

The City of Hurst and the study area are stable but not increasing in population. Population growth contributes to developing a robust consumer base, which is essential for the community, workforce development and economic vitality. To attract new commercial investments, the revitalization of Hurst Boulevard will require increased population and thus residential growth. The 76053 zip code features manufacturing and retail as the largest workforce segments, which is evident along the Hurst Boulevard corridor. Based on discussions with property owners, developers, and realtors, the corridor is viewed as stable but investment in public improvements such as lighting, sidewalks, and aesthetics would make the area more attractive. The three catalytic site areas identified as part of Hurst Boulevard Vision represent key opportunities for redevelopment to serve as gateways to Hurst and destinations for residents and visitors.

Opportunities

- Leverage the corridor's strategic position to attract new development and redevelopment.
- Strengthen partnerships with property owners and developers within the study area.
- Work with property owners within the catalytic sites to confirm a collective vision.
- Focus both on business retention for long-standing businesses and attraction of new retail, entertainment, and community service needs.



Existing Mobility Network

FUNCTIONAL ROADWAY CLASSIFICATIONS

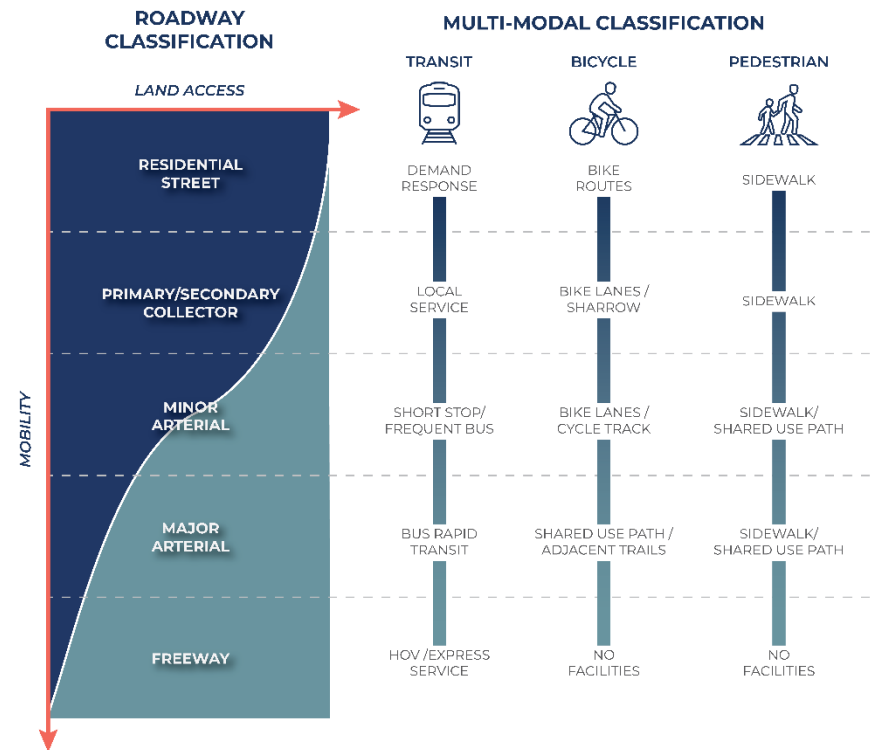
A roadway’s functional classification is traditionally based on the level of mobility and land use access it provides. As illustrated in **Figure 15**, higher classified facilities, such as highways and principal arterials, are designed to move higher volumes of traffic at higher speeds through an area but offer less access to adjacent land uses. Collector and local roads, however, are designed to move lower volumes of traffic at lower speeds and provide a higher level of land use access. The City of Hurst’s functional classification system is illustrated in **Figure 16** on page 30. The functional classifications of adjacent and connecting roads are important because it influences access to and connectivity between developments along the corridor and adjacent neighborhoods.

Existing Hurst Functional Classifications

- **Freeways** include all limited- or controlled-access roadways that are designed to move higher volumes of traffic at higher-speeds over long-distances between cities or regions. They have the lowest level of land use access.
- **Major Arterials** are designed to move high volumes of traffic through or between cities or major activity centers at medium to high speeds. They should only connect to other arterials or freeways and have a low level of land use access.
- **Minor Arterials** are designed to facilitate lower volumes of traffic over shorter distances within a city at relatively low speeds. They connect collectors to major arterials and have a medium level of land use access.
- **Primary Collectors** are designed to carry lower volumes of traffic at slower speeds between neighborhoods, activity centers, and minor arterials. They have a high level of land use access and provide connections between local streets and arterials.
- **Secondary Collectors** are similar to primary collectors but have a higher level of land use access, lower travel speeds, and may have less lane capacity compared to Major Collectors.
- **Residential Streets** are designed to carry the lowest volumes of traffic at the lowest speeds, but have the highest level of land use access. Through traffic is discouraged, but they are intended to provide direct access to homes and smaller local businesses.

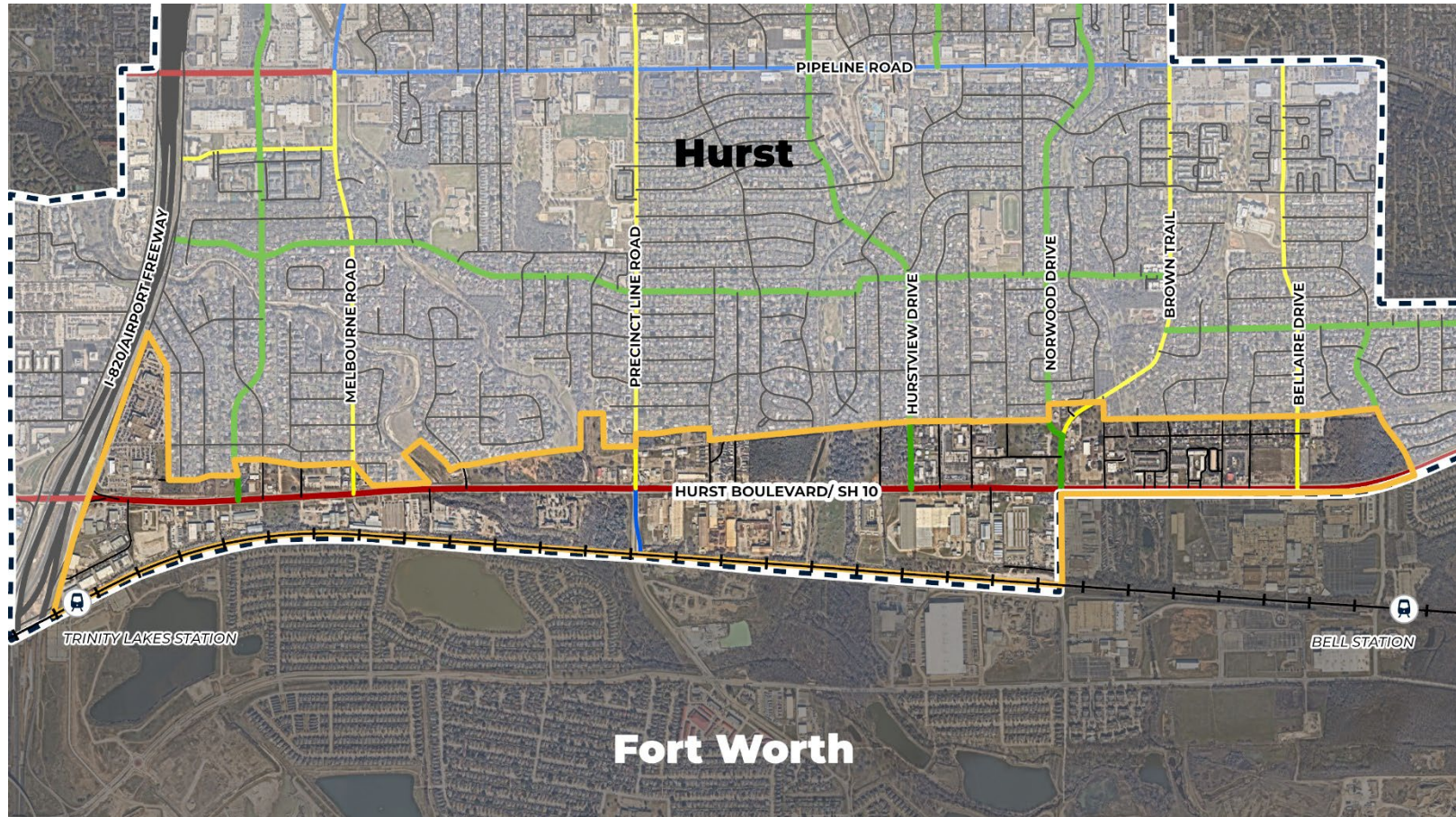
Hurst Boulevard is classified as a major arterial by the City of Hurst, but a principal arterial by TxDOT and NCTCOG. The corridor is one of seven east-to-west facilities that continuously spans the entirety of Hurst’s city limits, and one of six major arterials in the city.

Figure 15. Roadway Classification and Multi-Modal Characteristics



Source: Adapted from TxDOT Access Management Manual (2011)

Figure 16. Study Area and City of Hurst Roadway Functional Classification

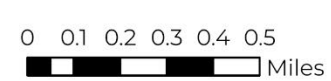


LEGEND

- Hurst Boulevard Vision Study Area
- Trinity Metro TRE Station
- Trinity Metro Railway
- Hurst City Limits

Roadway Classification (Hurst)

- FREEWAY
- MAJOR ARTERIAL
- MINOR ARTERIAL
- PRIMARY COLLECTOR
- SECONDARY COLLECTOR
- RAMP
- RESIDENTIAL



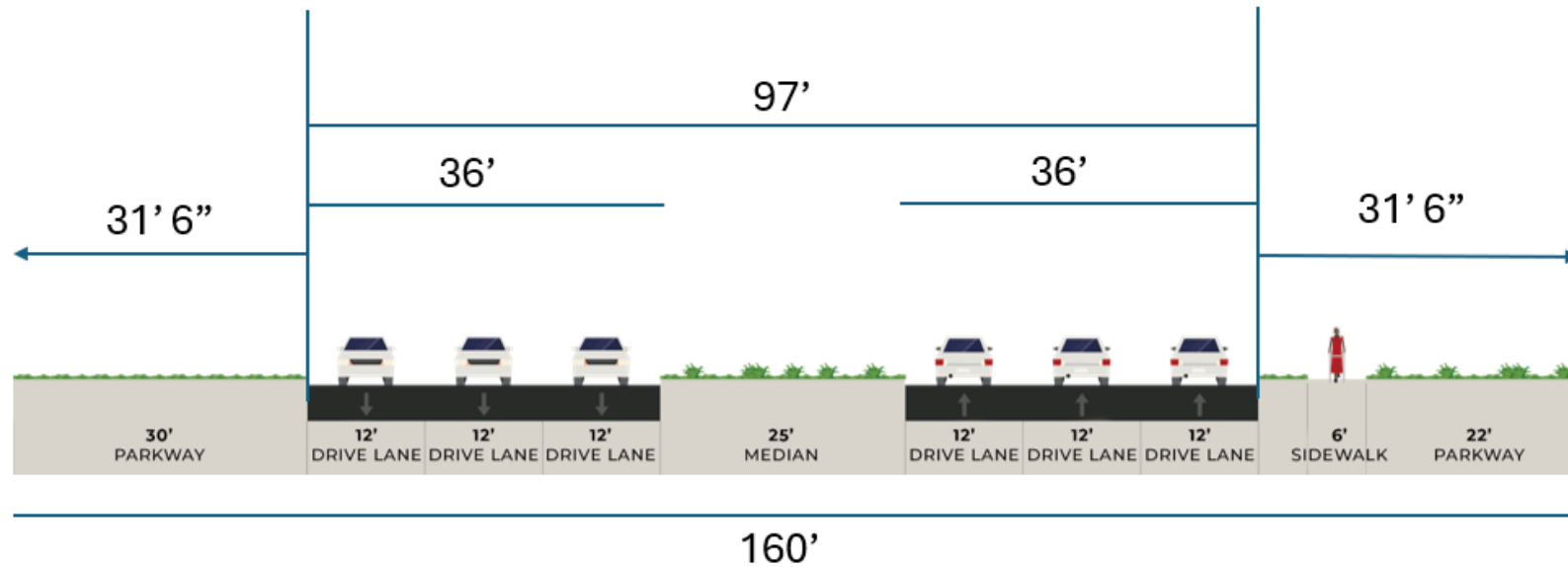
Source: City of Hurst



HURST BOULEVARD CORRIDOR CROSS-SECTION

Although Hurst Boulevard’s footprint varies slightly from segment to segment, its typical cross-section generally consists of six 12-foot travel lanes and a raised center median within roughly 160 feet of right-of-way as seen in **Figure 17**. The median width ranges from 10 to 25 feet, depending on the location and encompasses a left-turn lane at all intersections with a median opening. Sidewalks are intermittent throughout the corridor and measure between 5- and 6-feet in width.

Figure 17. Hurst Boulevard Typical Cross-Section



Existing Corridor Right-of-Way (ROW) Constraints

Based on a planning level assessment of as-built drawings, aerial imagery, and Tarrant Appraisal District parcel lines, the ROW along Hurst Boulevard spans approximately 160 feet. There are, however, some locations along the corridor such as the segment between Central Park Drive and Cardinal Road, where the ROW is about 15 feet wider to accommodate drainage, topography, and/or other needs. Conversely, the ROW along the segment in front of Parker Cemetery is up to 34’ feet tighter to accommodate the cemetery. **Figure 16** depicts the elements of the typical cross-section for Hurst Boulevard. Although some segments are constrained, there may be ample space to add continuous sidewalks throughout the corridor. In most segments, there is enough ROW to add shared-use paths. There may also be an opportunity to reduce the width of the median in constrained sections to accommodate shared-use paths or wider sidewalks.

HURST BOULEVARD CORRIDOR BLOCK STRUCTURE

Block structure impacts the flow of traffic along a corridor and significantly influences the level and manner of access and connectivity between adjacent businesses and neighborhoods. It also helps illustrate the relationship between functional classification and land use access. 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 block structure, which consists of relatively long blocks, few connecting or crossing streets, wide travel lanes, and few traffic calming measures.

Currently, block lengths along Hurst Boulevard are inconsistent and not ideal for walkability due to lack of pedestrian facilities and destinations. Protected pedestrian crossings are only provided at signalized intersections along the corridor, and the sidewalks that extend from the intersections are not continuous. Pedestrian facility conditions along Hurst Boulevard are described in further detail in the *Active Transportation* section of this report.

Street Grid Connectivity

A well-connected grid network enhances user experience for drivers, pedestrians, and cyclists while ensuring that parallel routes can ease demand from primary corridors. The study area has a low level of overall east-to-west connectivity. Today, Hurst Boulevard has sufficient capacity for east-to-west connectivity, yet there are no continuous parallel reliver routes for users to access if corridor segments were blocked. The closet parallel east-to-west facilities commuters could use in the event of corridor closures are Trinity Boulevard, which is roughly half of a mile south in Fort Worth, and Pipeline Road, which is roughly a mile north of the corridor. However, these facilities are too far away to provide adequate connectivity and access for more localized development along the corridor. When evaluating long-term capacity and demand, the distance of the parallel facilities may indicate the eventual need for a parallel secondary collector or local street.

The study area has a relatively low level of north-to-south connectivity. There are currently only three continuous facilities that provide north-to-south connections through the study area between northern and central Hurst and to Fort Worth to the South: IH 820, Precinct Line Road, and Norwood Drive. Several facilities, such as Anderson Drive, Melbourne Road, and Bellaire Drive, provide north-to-south access to Hurst Boulevard, but do not provide connections across the roadway. The lack of connectivity across Hurst Boulevard is due, in part, to the limited number of grade-separated and at-grade crossings for the TRE rail line.

Further, the existing concentration and layout of large lot industrial developments does not encourage roadways though sites. As development unfolds along the corridor, there may be a need to extend some of the existing north-to-south roadways across Hurst Boulevard to accommodate and provide access to higher-density developments.



The segment of Hurst Boulevard between Precinct Line Road and Hurstview Drive is nearly 0.7 miles long with no places for pedestrians to cross in between the signalized intersections.

Access Management

Access management features help control the location, manner, and frequency of locations along a roadway by which vehicles may enter and exit a thoroughfare from intersecting streets or driveways. Effective access management tools and strategies, such as medians, turn lanes, driveway consolidation, and access connection spacing can significantly impact congestion, safety, and the overall level of comfort on a roadway. Many of these elements, such as turn lanes at signalized intersections and medians, are already applied in the corridor, but there are a few access connection spacing issues that may become a problem as development unfolds along the corridor.

There are currently over 100 access connections along the 3-mile study area segment of Hurst Boulevard, including seven thoroughfares, 13 local streets and 91 private driveways. According to TxDOT’s access management guidelines, having 40 or more access connection points within a 1-mile stretch could reduce free flow travel speeds by at least 10 mph. **Figure 18** summarizes TxDOT’s recommended access connection spacing for state highways based on posted speed limits. Access connections along state highways, such as Hurst Boulevard, with a speed limit of 45 mph should be at least 360 feet apart. Most of the connecting streets along the corridor are adequately spaced, but many of the driveways are spaced as few as 30 feet apart. The potential impact of the high frequency of driveways along the corridor, however, is not fully realized because many of the properties associated with the driveways provide access to vacant lots or seemingly abandoned properties.

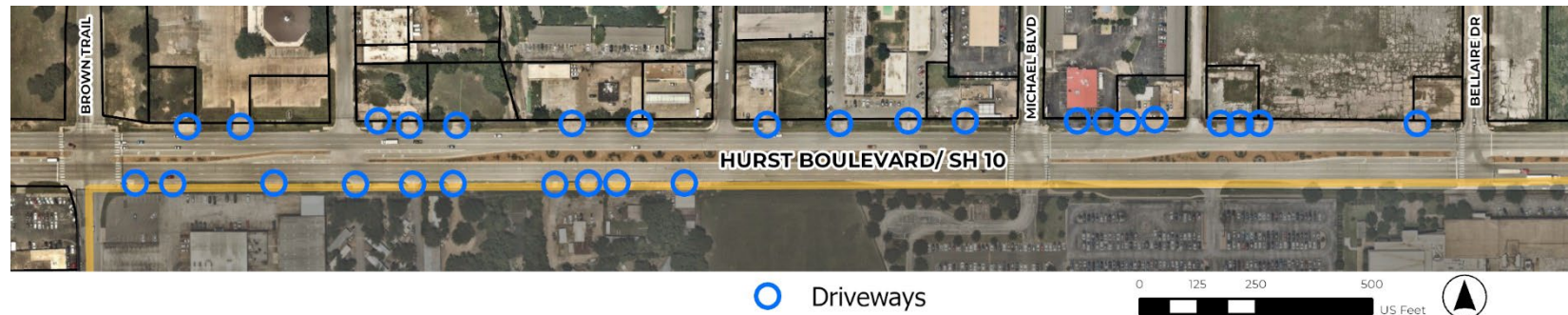
Figure 18. Access Connection Spacing for TxDOT

Posted Speed Limit (MPH)	Distance (FT)
≤ 30	200
35	250
40	305
45	360
≥50	425

Source: TxDOT

Figure 19 illustrates the 20 driveways currently located on the north side of the half-mile stretch of Hurst Boulevard between Brown Trail and Bellaire Drive. Despite the high number of driveways, there are only eight currently operating destinations along the north side of this segment of the corridor. This indicates an opportunity to proactively mitigate congestion increases by identifying unused driveways to potentially consolidate or close before any new development occurs that may make closing the driveways more difficult in the future.

Figure 19. Existing Driveways Between Brown Trail and Bellaire Drive



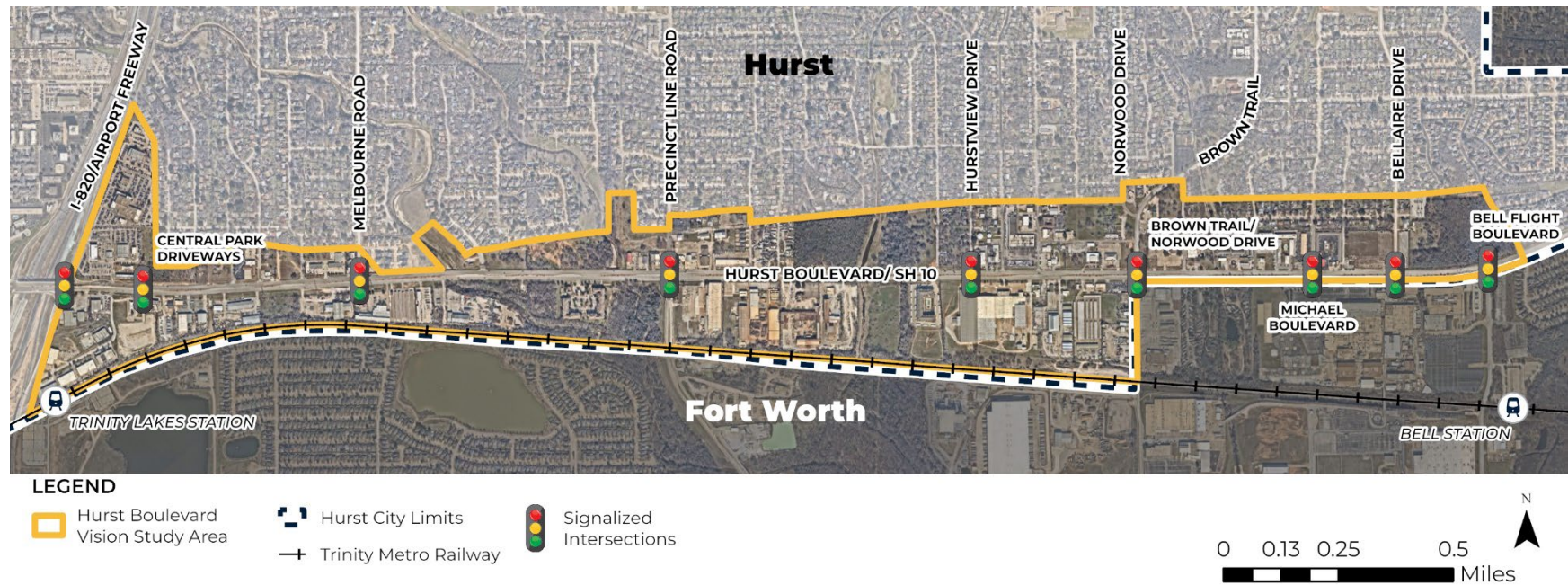
Source: Nearmap



INTERSECTIONS

With the exception of nine signalized intersections, most intersections within the study area are stop-controlled with traffic along the intersecting streets yielding to traffic along the higher-classified Hurst Boulevard. **Figure 20** illustrates the locations of the nine signalized intersections along Hurst Boulevard within the study area.

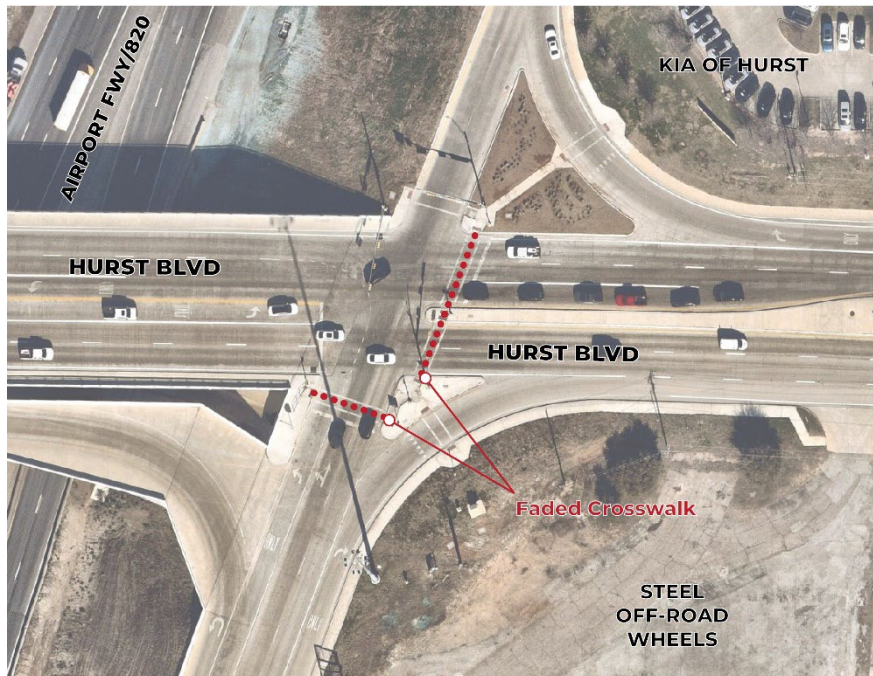
Figure 20. Signalized Intersections



Source: TxDOT

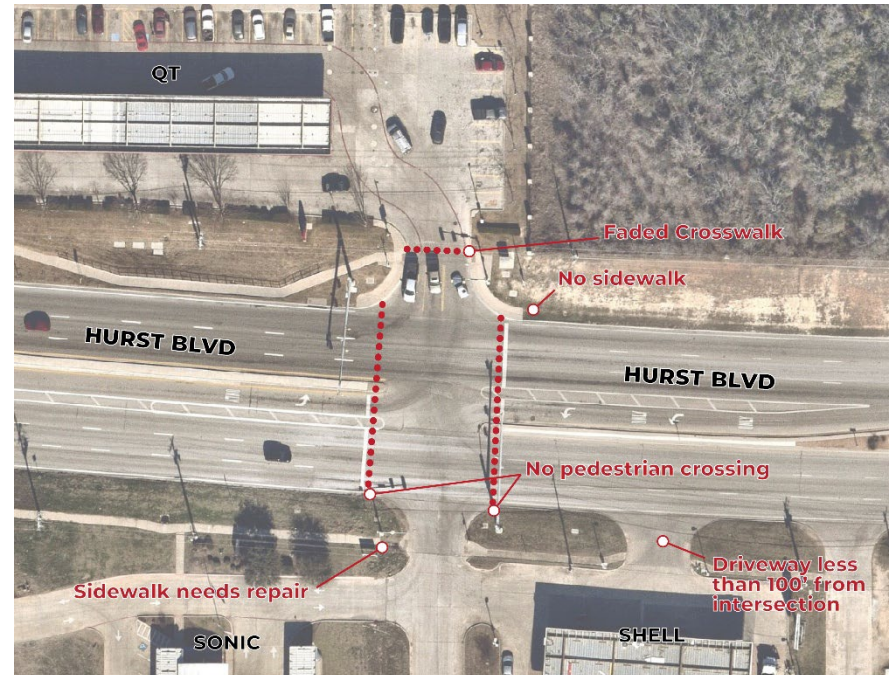
Intersection Audit Observations

As part of the transportation analysis, a high-level audit of all signalized intersections within the corridor was conducted in March 2025, considering elements of motorist and pedestrian/cyclist safety. Elements related to motorist safety that were observed include speed, roadway geometry, turning movements, signage and street light conditions. Pedestrian elements that were audited include pavement condition, crossing features, pedestrian refuge islands, and ADA accessibility. The following is a summary of the major observations and issues for each intersection.



IH 820/Airport Freeway

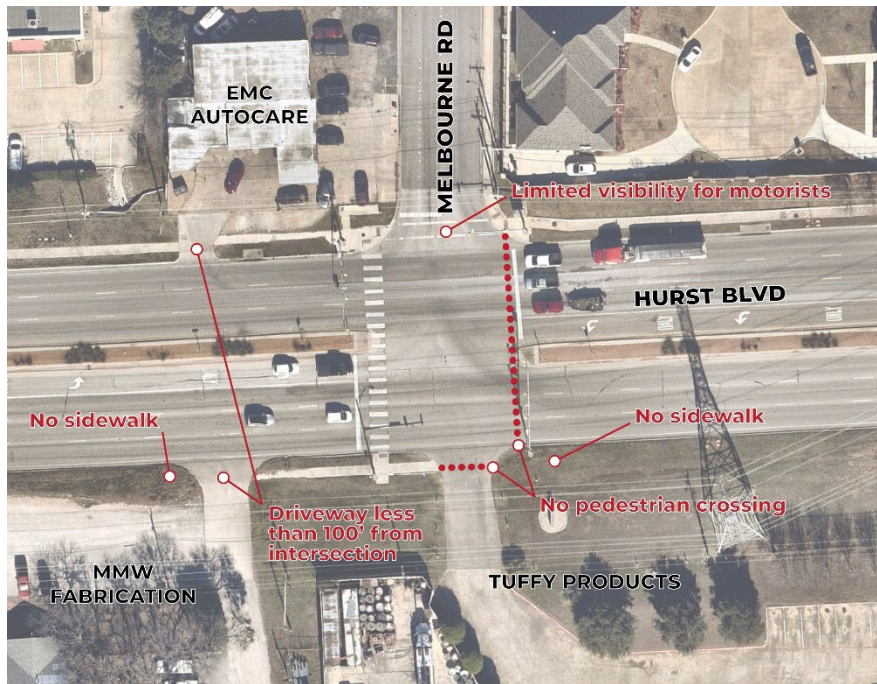
- Recent upgrades to bridge and intersection
- Lack of pedestrian buffer at crossings
- Speeding prevalent along ramp and frontage road



QuikTrip/Sonic

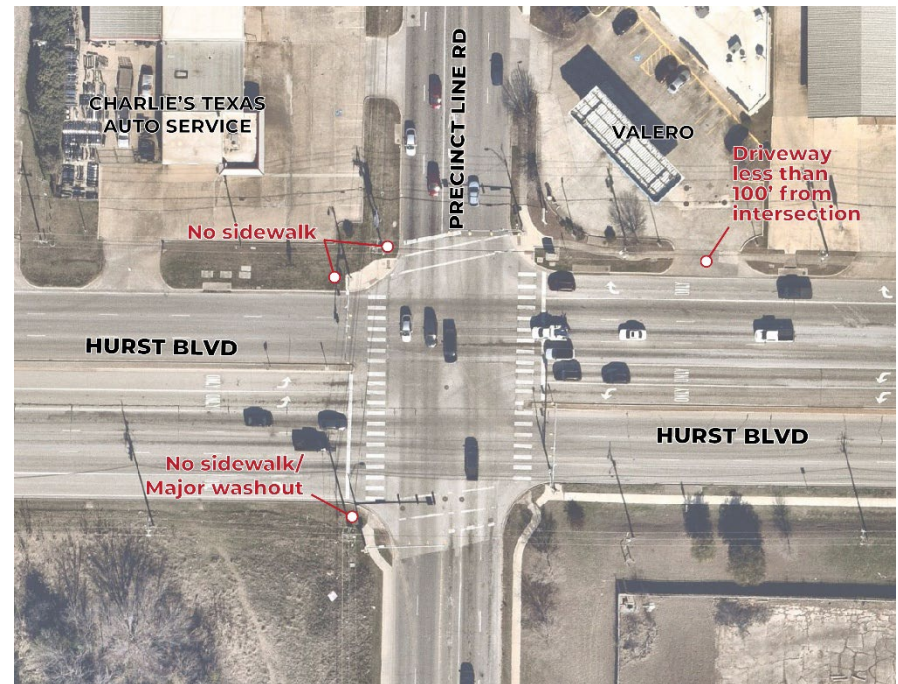
- Vehicle stacking prevalent at peak hours
- Deteriorated roadway surface
- Degraded curb ramp conditions including debris/litter





Melbourne Road

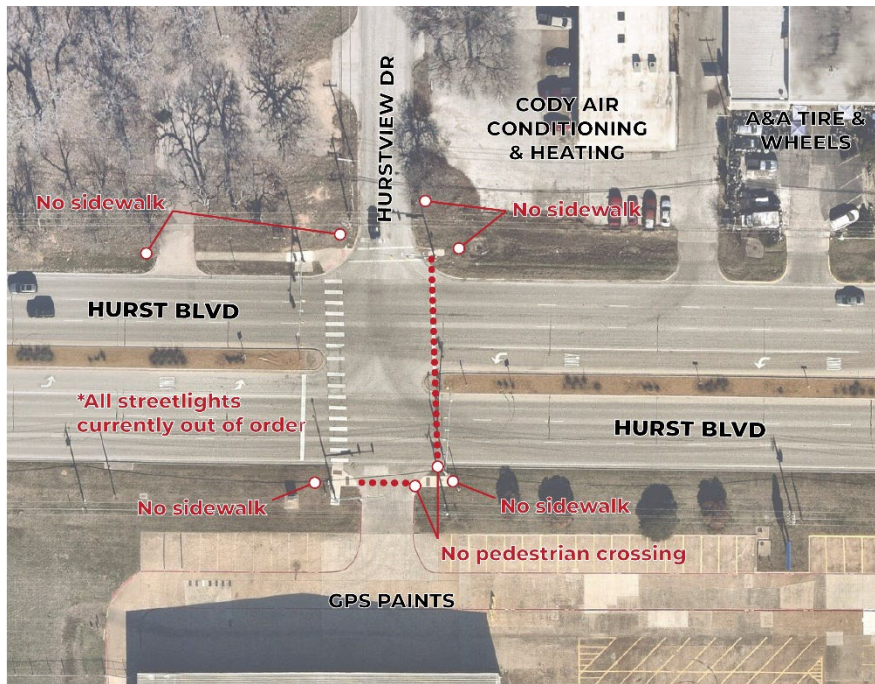
- Limited motorist visibility from Melbourne to Hurst Boulevard
- Lack of designated pedestrian crossings
- Missing sidewalk segments



Precinct Line Road

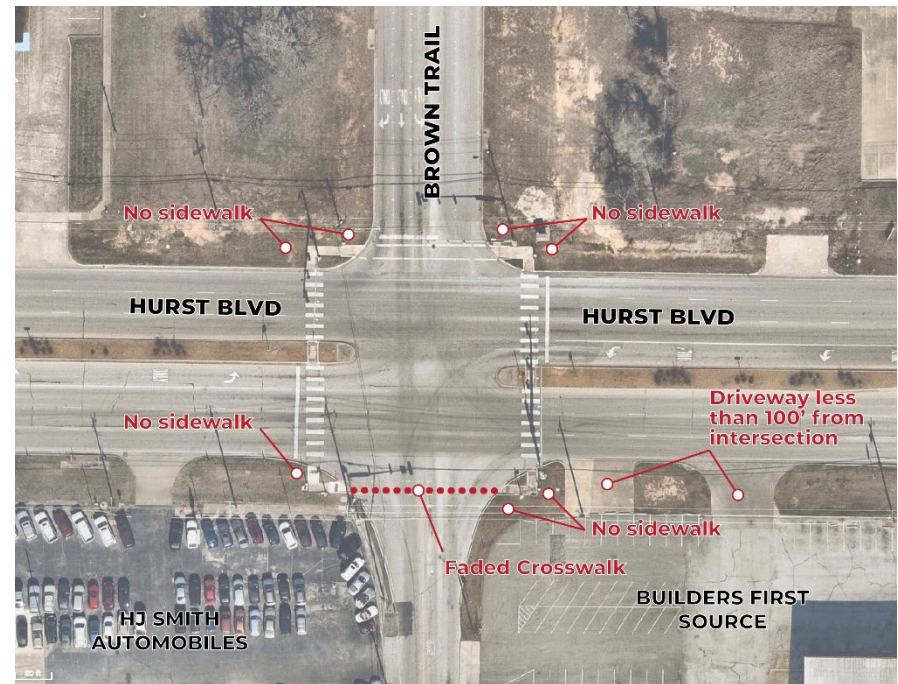
- Deteriorated southwest curb and tire tracks in the parkway indicates intersection may be too narrow to accommodate larger turning vehicles
- Insufficient driveway offsets from signalized intersection





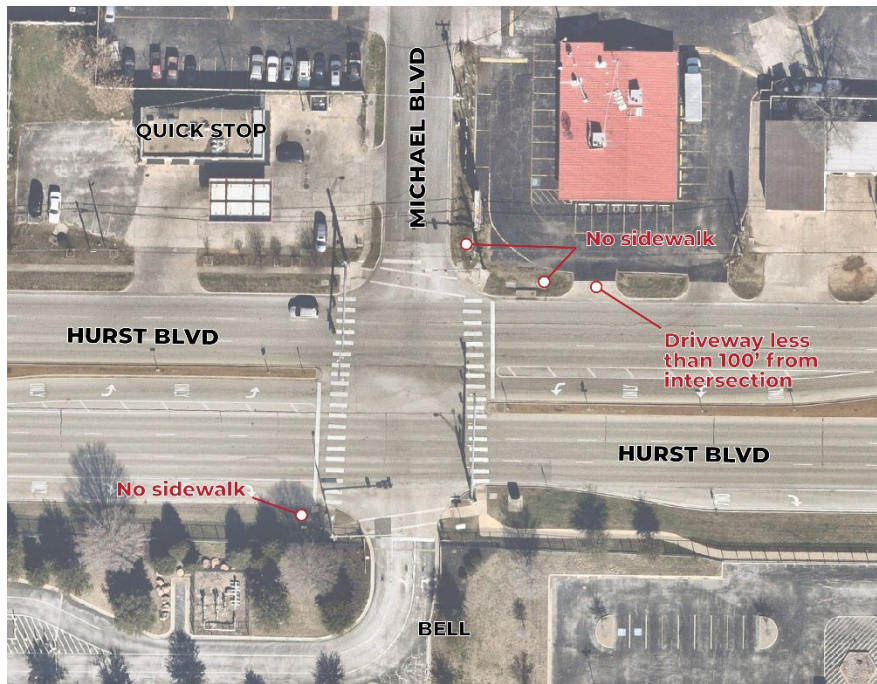
Hurstview Drive

- Temporary four-way stop present
- Minor deterioration of roadway surface
- Degraded curb ramp conditions including debris/litter with missing sidewalk segment



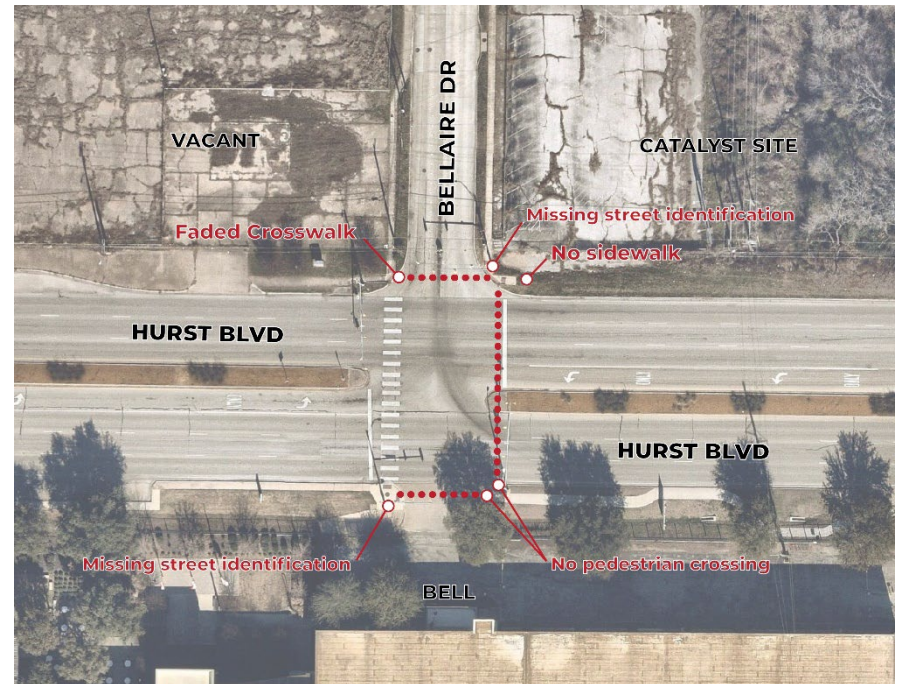
Brown Trail/Norwood Drive

- Deteriorated roadway surface (pavement cracking and gaps)
- Insufficient driveway offsets from signalized intersection
- Sidewalks segments missing beyond curb ramps



Michael Boulevard

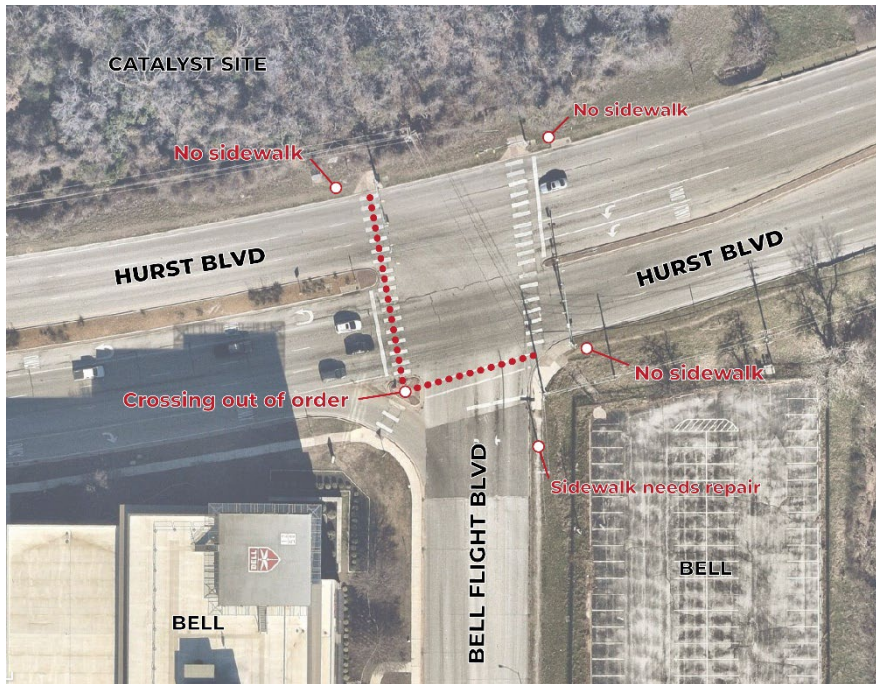
- Intersection is in acceptable condition; minor cracking is visible
- Limited sidewalks and pedestrian infrastructure present
- Intersection feeds into a Bell parking lot
- Driveway present less than 100' from the intersection



Bellaire Drive

- Vehicle stacking is present during peak hours
- Litter, debris and overgrowth are present to the north
- Street signs for Hurst Boulevard are missing
- Micromobility (scooters) were observed on sidepaths





Bell Flight Boulevard

- Orientation and alignment of intersection can present visibility issues during sunrise and sunset
- Lack of pedestrian beacon on southwest corner
- Vehicle stacking prevalent at peak hours

Intersection Audit Conclusions

Overall, the intersections within the corridor are in moderately good condition, having been updated recently, with minor issues related to accommodations for industrial vehicles and pedestrian access.

Traffic signals generally manage flow effectively, with occasional delays caused by signal timing during peak hours. Curbs and roadway paving throughout the corridor are in good to moderate condition, showing minimal cracking and scuffing. Tire tracks and divots outside of the curb is evidence that some intersections are not wide enough to accommodate the turning movements of larger vehicles.

Pedestrian crossing features are mostly ADA accessible, with at least two crosswalks present at each intersection. All intersections have curb ramps on each corner, however, many of the curb ramps present have no access to sidewalk connections along or extending from the corridor. Additionally, many intersections collect gravel and debris in curb ramps and along medians. Exact pedestrian crossing times were not assessed but they appeared to vary throughout the corridor.

Two intersections were in need of significant repair at the time of the observations. The traffic signal was out of order at the Hurstview Drive intersection and the pedestrian signal at the Bell Flight Drive intersection was in need of replacement due to a vehicular collision.



OPERATIONAL CONDITIONS

Historic Traffic Volumes

Average annual daily traffic (AADT) indicates the average number or volume of vehicles traveling on a roadway each day over a 365-day period. Although the volumes are considered traffic estimates, they help paint a picture of traffic conditions over time. AADT for the Hurst Boulevard corridor is based on traffic volumes taken from two traffic count locations along SH10 between 2016 and 2024 using TxDOT’s Traffic Count Database System (TCDS). Location A is situated on the western end of the corridor just west of Arcadia Street and Location B is located just east of the study area near Bluebonnet Drive. Overall corridor volumes declined during the nine-year period, but the reduction was steeper around Location A at the western end of the corridor, where the corridor experienced an annual growth rate of -3.7 percent. Volumes at Location B, along the eastern sector of the corridor, showed a slower decline with an annual growth rate of -2.6 percent.

The corridor experienced its greatest drop in volumes during the COVID-19 pandemic in 2020, which resulted in a -20.3 percent change in volumes in Location A and a -29.8 percent change in volumes in Location B from 2019. It is, however, important to note that volumes were already decreasing prior to 2020. Although corridor volumes have increased since 2020, volumes still have not reached pre-pandemic levels. Reasons for the decline in traffic volumes along the corridor are unknown but could be attributed to land use changes in the area or improvements to adjacent roadways that may have resulted in fewer vehicle trips to and through the corridor. The proximity of Location B to Bell could be a reason for a closer return to pre-pandemic level volumes in the eastern sector of the corridor. **Figure 21** summarizes the AADT data and the resulting calculated annual growth.

Figure 21. Historic Traffic Volumes (2016-2024)

Years	Location A Arcadia		Location B Bluebonnet	
	Volume	Annual Growth	Volume	Annual Growth
2024	19,990	15.3%	17,532	2.1%
2023	17,330	26.6%	17,174	24.6%
2022	13,694	-25.8%	13,788	-22.0%
2021	18,447	10.1%	17,678	25.8%
2020	16,749	-20.3%	14,047	-29.8%
2019	21,004	-11.6%	20,000	6.6%
2018	23,764	-7.0%	18,769	-8.5%
2017	25,541	-9.2%	20,503	-7.4%
2016	28,140	-	22,142	-
Average Annual Growth	-	-3.7%	-	-2.6%

Source: TxDOT Traffic Count Database System



Travel Demand Model

NCTCOG’s travel demand model (TDM) was used to estimate congestion levels along Hurst Boulevard. This is important because the TXDOT AADT are based on traffic counts taken from the two ends of the study area, and do not provide a block-by-block illustration of travel conditions along the corridor that may impact recommendations for future land use and transportation improvements. It is, however, important to note that NCTCOG’s volumes are based on a combination of several factors, including counts taken prior to 2019 (before the pandemic) and population and employment numbers in and around Hurst Boulevard. 2023 TDM volumes were much higher than the 2023 traffic counts for the corridor according to **Figure 22**, which summarizes current and forecasted traffic volumes on Hurst Boulevard using NCTCOG’s TDM and TXDOT’s AADT. Although the TDM results and TxDOT counts differ in terms of methodology and overall results, both provide insight into traffic operations on the corridor.

The following analysis of corridor traffic operations is based on NCTCOG’s 2023 and 2045 Travel Demand Model. It is important to note that NCTCOG’s TDM is regional in nature and not specifically calibrated to the exact specifications of the Hurst Boulevard corridor. A more in-depth microsimulation of corridor conditions may be needed to more accurately depict corridor operations, but is outside of the scope of this project.

Figure 22. TxDOT and NCTCOG Volumes by Segment (2023 and 2045)

Segment		TxDOT Volumes		NCTCOG Volumes	
From (A)	To (B)	2023 Volumes	2045 Volumes*	2023 Volumes	2045 Volumes
I-820 NB Frontage	Melbourne	17,330	25,092	37,200	42,497
Melbourne	Precinct Line			37,262	43,695
Precinct Line	Hurstview			31,369	40,215
Hurstview	Brown/Norwood			30,511	39,978
Brown/Norwood	Bellaire	17,174	24,867	27,511	35,338
Bellaire	Bell Flight			37,000	36,595
Bell Flight	Arwine			33,165	41,988
Arwine	Bluebonnet			33,189	42,246

Source: TxDOT, NCTCOG



2023 Travel Demand Model Volumes and Level-of-Service

TDM corridor volumes ranged from 27,500 to 37,500 vehicles per day (VPD) in 2023. Similar to the traffic counts, overall estimated volumes were higher along the western sector of the corridor near the QT and Friendship Baptist Church at around 37,200 VPD. Volumes were generally lower along the eastern sector of the corridor, but spiked to 37,000 VPD along the short segment between Bellaire Drive and Bell Flight Boulevard. The sharp increase in this segment may be due to vehicles traveling to and from Bell Helicopter.

Level-of-Service (LOS) is used to describe the levels of congestion experienced on a roadway. Congestion levels range from A to F with A representing free flow traffic conditions and F representing grid-locked or stand-still traffic conditions. **Figure 23** on page 43 illustrates 2023 Daily Hour LOS for Hurst Boulevard. Daily hour LOS indicates the worst hourly traffic conditions along the corridor during the day.

According to the model, every segment of the corridor operates at LOS F at some point during the day. A closer look at the model, however, reveals that the majority of the congestion flows in a single direction. The segment of Hurst Boulevard between the IH 820 northbound frontage road and Melbourne Road, for instance, carries about 5,675 vehicles in the eastbound lanes at LOS F during the AM peak period (or rush hour), but only 2,188 vehicles in the westbound lanes at LOS ABC during the same timeframe. Conversely, the eastbound lanes carry roughly 3,957 vehicles at LOS ABC and the westbound lanes carry 7,922 vehicles at LOS F during the PM peak period.

The timing and direction of traffic, combined with the presence of Bell Helicopter on the eastern end of the corridor, indicates a high number of work-based trips being made by vehicles entering the corridor from IH 820 in the morning, traveling east to Bell Helicopter, and returning home by the same route using the westbound lanes in the evening.

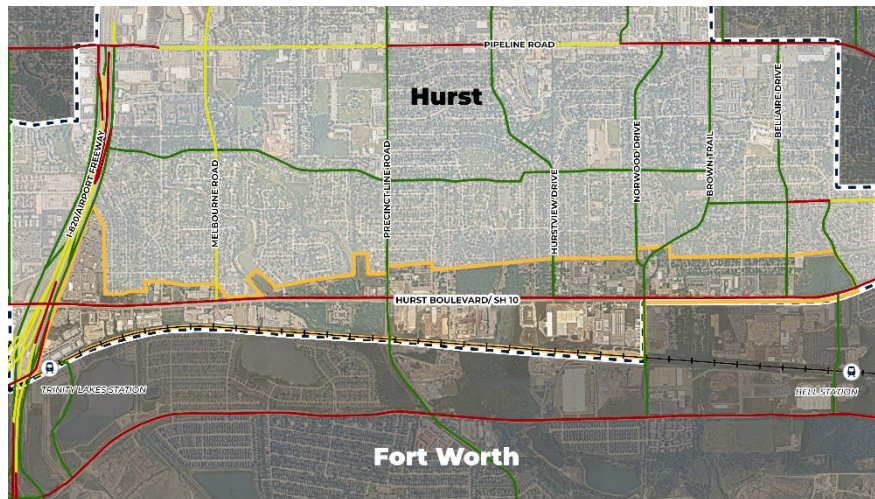
2045 Travel Demand Model Volumes and Level-of-Service

According to NCTCOG, traffic volumes are forecasted to range from roughly 35,000 to 44,000 VPD along the corridor. The highest volumes, 43,695 VPD, are forecasted to occur between Melbourne Road and Precinct Line Road. This is an increase of 17.2 percent from the 2023 estimated volumes. Volumes along the segment between Hurstview Drive and Norwood Drive, however, are forecasted to increase 31 percent by 2045. This is the highest among any corridor segments. Similar to the 2023 model, the segment between Norwood Drive and Bellaire Drive is forecasted to have the lowest volumes of traffic along the corridor with 35,338 VPD. Interestingly, volumes along the segment between Bellaire Drive and Bell Flight Boulevard are forecasted to decrease 1.1 percent to 36,595 VPD by 2045.

2045 LOS for Hurst Boulevard is illustrated in **Figure 24** on page 43. Despite no capacity improvements, and traffic volumes increasing as high as 31 percent, overall levels-of-service remained the same from 2023. All segments of the roadway are forecasted to operate at LOS F at some point during the day, but the congestion is concentrated in a single direction. Forecasted congestion is concentrated in the eastbound lanes during AM peak period and in the westbound lanes during the PM peak period.

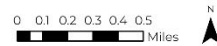


Figure 23. Current Level of Service (2023)



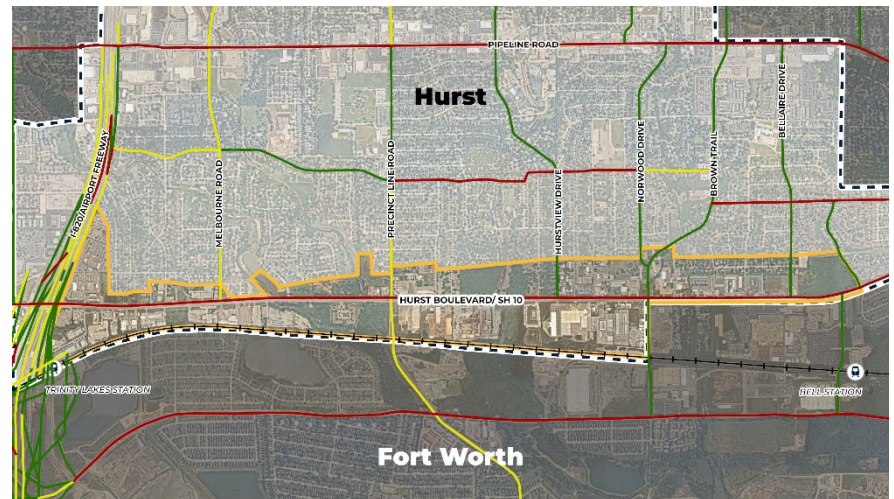
LEGEND

- Hurst Boulevard Vision Study Area
- Trinity Metro Railway
- Hurst City Limits
- 2023 Daily Hour Level of Service
- ABC
- DE
- F
- Trinity Metro TRE Station



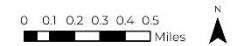
Source: NCTCOG

Figure 24. Anticipated Level of Service (2045)



LEGEND

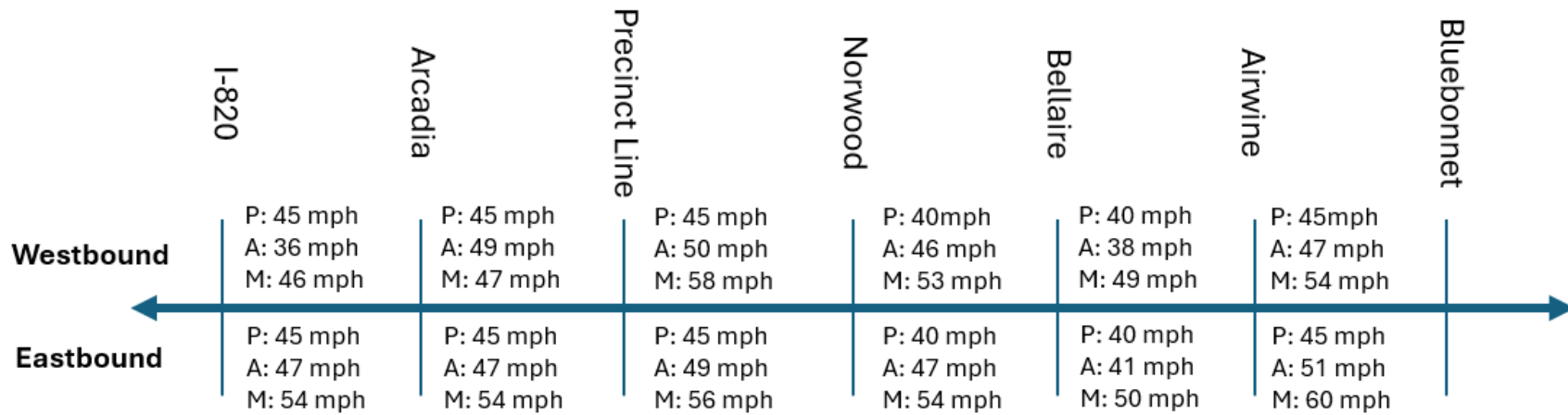
- Hurst Boulevard Vision Study Area
- Trinity Metro Railway
- Hurst City Limits
- 2045 Daily Hour Level of Service
- ABC
- DE
- F
- Trinity Metro TRE Station



Travel Speeds

Speeding vehicles were mentioned as a major concern on the corridor during stakeholder interviews. To validate these concerns, corridor travel speeds were evaluated using Replica Bluetooth travel data and summarized in **Figure 25**. The diagram, which illustrates posted, average annual, and max speeds along the corridor, indicates vehicles are traveling as many as 15 miles per hour (mph) over the posted speed limit through various segments of along the corridor. A review of hour-by-hour weekday travel speeds indicates that some vehicles are traveling at or above the max speed nearly every hour of the day. Even segments with lower posted and average travel speeds, such as Norwood Drive to Bellaire Drive, experience vehicles approaching or exceeding 60 mph throughout the day.

Figure 25. Posted, Average Annual, and Max Speeds (2024)



P indicates the **Posted** speed limit
A indicates the **Average annual** travel speed of vehicles passing through a segment
M indicates the **Max** or 85th percentile of annual travel speeds through a segment in 2024

Source: Replica



MULTIMODAL NETWORK

Active Transportation

The section of Hurst Boulevard being studied is approximately 3.2 miles long, so there is potential for 6.4 miles of sidewalk on both sides of the corridor. Currently, there are only 2.2 miles of sidewalk, mostly located in the vicinity of existing developments and major intersections as shown in **Figure 26**. Nearly 45 percent of the existing sidewalks are on the north side of the corridor, such that there are 0.99 miles of sidewalk and 2.18 miles of gaps – space where no sidewalks exist. Likewise, on the south side of the corridor, there are 1.22 miles of sidewalk and 1.95 miles of gaps. In total, there are 4.14 miles gaps that could be filled by sidewalks or wider sidepaths along either side of Hurst Boulevard.

Currently, no bicycle facilities exist along Hurst Boulevard. Several off-street facilities – including the Regional Veloweb – are planned, but not funded, to intersect the corridor, however, none are intended to run along the corridor. Some of these off-street facilities will serve the purpose of traveling long distances east-west in the general vicinity of the corridor. For many cyclists, it may be preferable to avoid interacting with vehicular traffic, as would be the case along Hurst Boulevard. Hurst Boulevard is not currently perceived as a thriving space for pedestrians and cyclists. This is likely due to the disconnected nature of the sidewalks and the lack of bike facilities. However, there is ample opportunity to connect the existing and planned facilities, such that there are safe routes for those who do choose to utilize the corridor for walking and cycling.

Figure 27 on page 46 highlights currently planned facilities along and near the corridor. Overall, sidewalks could be widened to 10 to 12 feet where there is enough right-of-way to allow for cyclists and pedestrians to comfortably traverse the corridor alongside each other, effectively transforming them into what is known as “shared-use paths.” These shared-use paths would also make connections with the planned off-street facilities more seamless.

Figure 26. Study Area Sidewalks

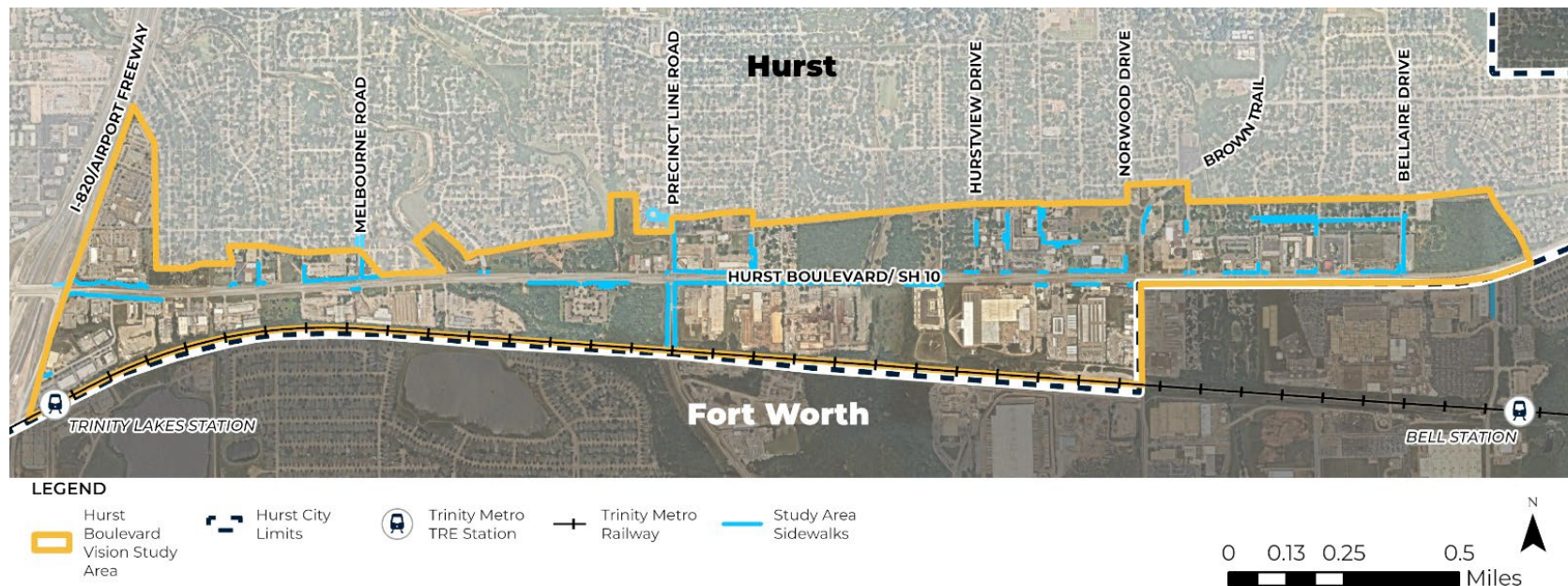
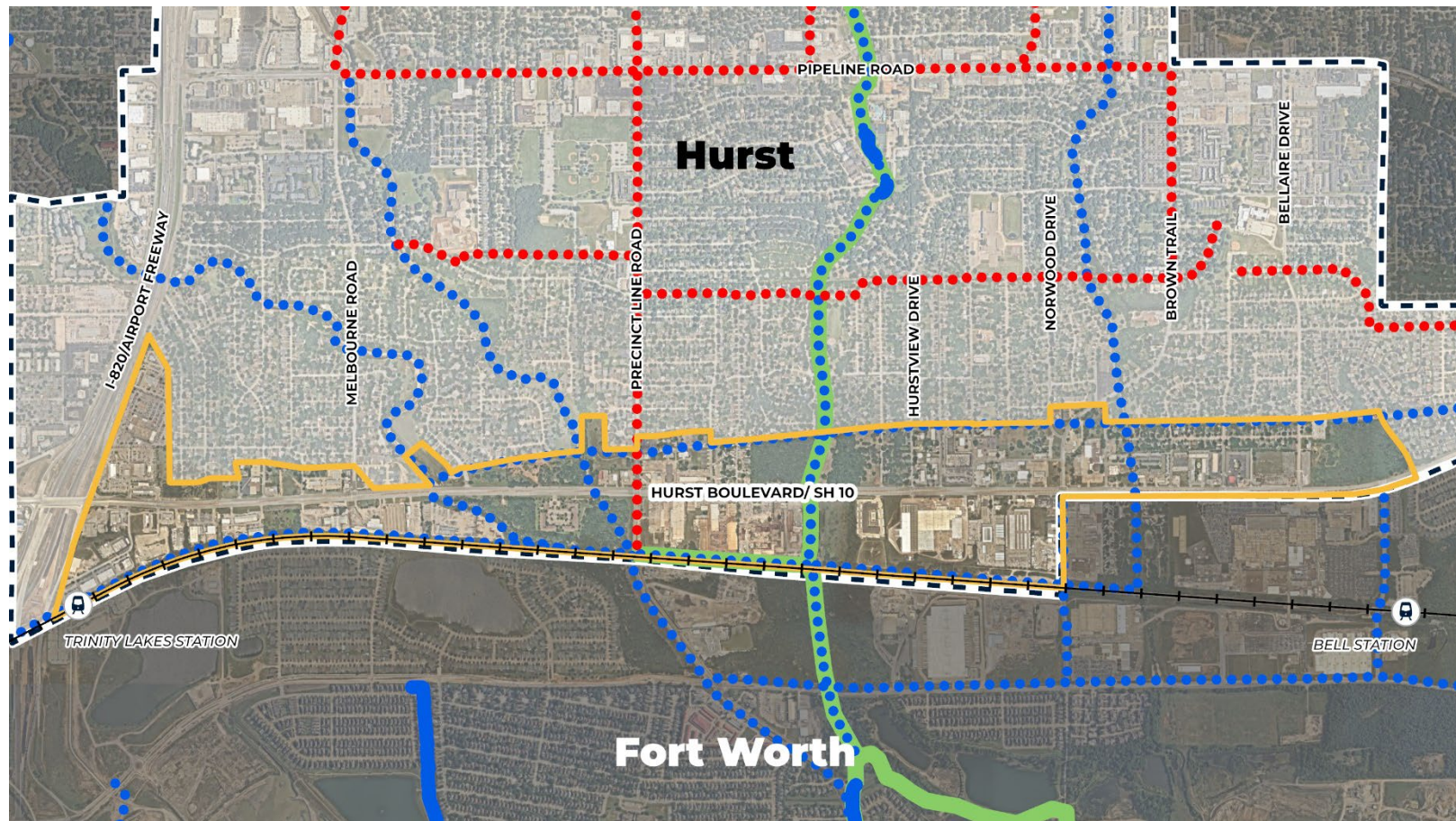
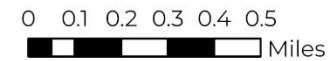


Figure 27. Active Transportation Network



LEGEND

- | | |
|---|---|
|  Hurst Boulevard Vision Study Area | Bicycle Facilities and Trails |
|  Hurst City Limits |  On-Street, Planned |
|  Trinity Metro TRE Station |  Off-Street, Planned |
|  Trinity Metro Railway |  Off-Street, Existing |
| |  Off-Street Shared Use (2045 Regional Veloweb) |



Source: NCTCOG Veloweb, City of Hurst



Public Transit

There is currently no transit service along Hurst Boulevard as Hurst is not a member city of Trinity Metro. The closest public transit facility to the corridor is commuter rail service on Trinity Metro’s Trinity Railway Express (TRE), which runs parallel to Hurst Boulevard along the Hurst city limits. The TRE provides service between downtown Fort Worth and downtown Dallas, with ten stations along its route, including two stations in proximity to the study area: Bell Station and Trinity Lakes Station. Project staff observed bicycle tracks, foot prints, and a user exiting a TRE and crossing the fence to gain access to the City of Hurst.

Regional plans for the TRE include adding a second track between Handley Ederville Road to Precinct Line Road as well as bridge improvements at the Walker Branch and Mesquite Creek bridges.

NCTCOG’s Transit Accessibility Improvement Tool (TAIT) uses Census tracts to help identify areas with high concentrations of vulnerable population groups, such as households living below the poverty line, persons with disabilities, and/or persons aged 65 and over that may have a greater need for transit services. **Figure 28** summarizes the demographic categories used to develop vulnerability levels. Census tracts were assigned points for having a higher percentage of residents in a vulnerability category than the City of Hurst as whole. **Figure 29** on page 48 illustrates the TAIT findings for the study area, indicating where there may be greater propensity for transit use.



The Trinity Lakes TRE Station is located just outside of the study area in Fort Worth and lacks a direct connection to adjacent properties in Hurst.

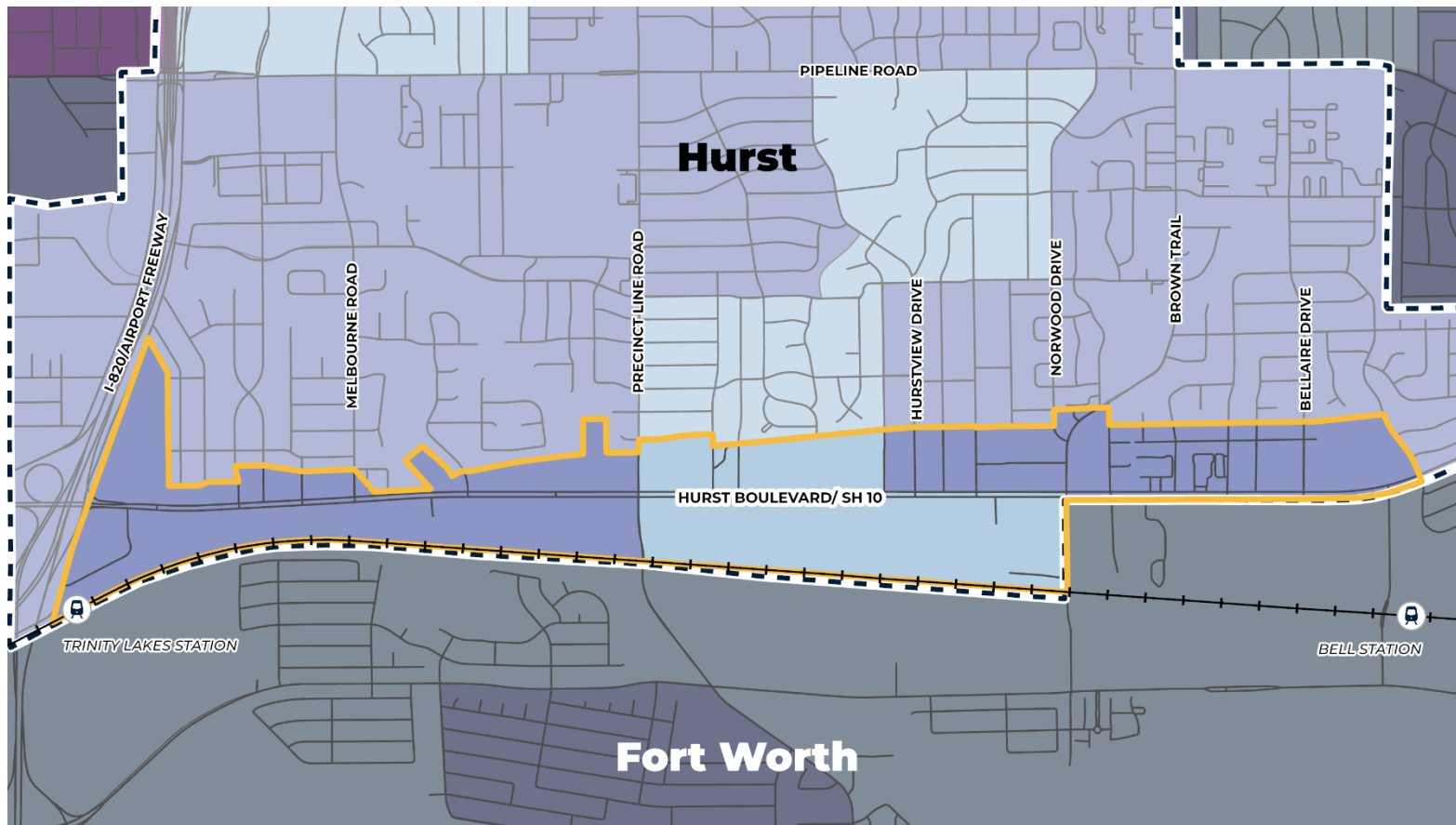
According to the TAIT, four of the study area census tracts have a medium level of vulnerability and three have low levels. The western sector of the study area between IH 820 and Precinct Line Road have higher concentrations of residents who are 65 years and older, disabled, in households living below the poverty line, and/ or without an automobile. The area between Aurthur Drive and Airwine Drive have higher concentrations of residents who were disabled, over 65 years old, minority, and/or with limited English proficiency. The characteristics of the transit dependent residents suggest not only a need for some level of transit service, but also the need for infrastructure to support walking and biking.

Figure 28. Vulnerable Population Scoring Criteria

Population Characteristic	Percent of Hurst Residents
Residents 65 years and Older	16.60%
Disabled Residents	6.90%
Households Below the Poverty Line	10.40%
Zero Car Households	3%
Minority Population	45.70%
Limited English Proficiency (LEP)	8.80%





Source: 2023 5-Year ACS Population Estimates

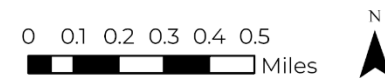
Figure 29. Potential Transit Needs



LEGEND

-  Hurst Boulevard Vision Study Area
-  Trinity Metro TRE Station
-  Trinity Metro Railway
-  Hurst City Limits
-  Roadways

- Vulnerability Score**
-  No Vulnerability
 -  Low (1-2)
 -  Medium (3-4)
 -  High (5-6)



Source: NCTCOG Transit Accessibility Improvement Tool (TAIT)

CORRIDOR SAFETY

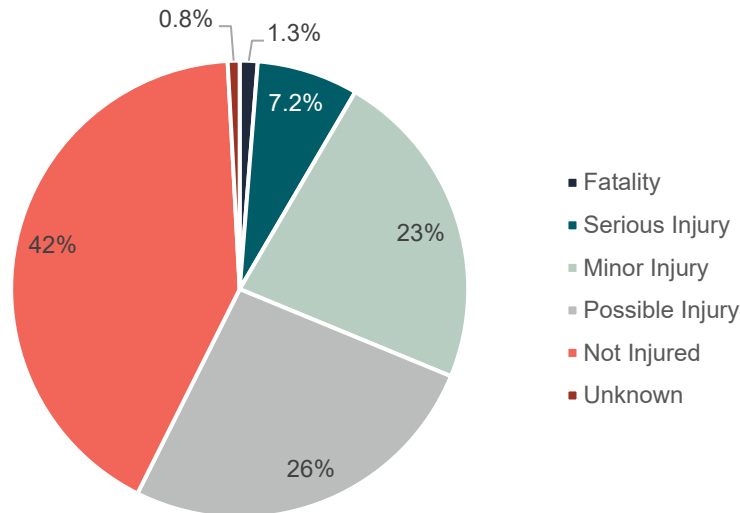
To evaluate existing safety conditions along Hurst Boulevard, data was examined from crashes reported by the TxDOT Crash Records Information System (CRIS) between January 1, 2019 to December 31, 2024. This analysis examines crash severity, date and time, persons and units involved, as well as contributing factors.

High Level Analysis Findings

Severity

There were a total of 237 crashes reported along Hurst Boulevard throughout 2019-2024. Only one crash involved a pedestrian which tragically resulted in fatality. It is likely that lack of pedestrian infrastructure contributes to the low rate of pedestrian related incidents. However, fatal crashes are relatively rare along the corridor; only three crashes (1.3 percent) throughout 2019-2024 resulted in a fatality. **Figure 30** depicts the different types of crashes in the study area over the five-year period.

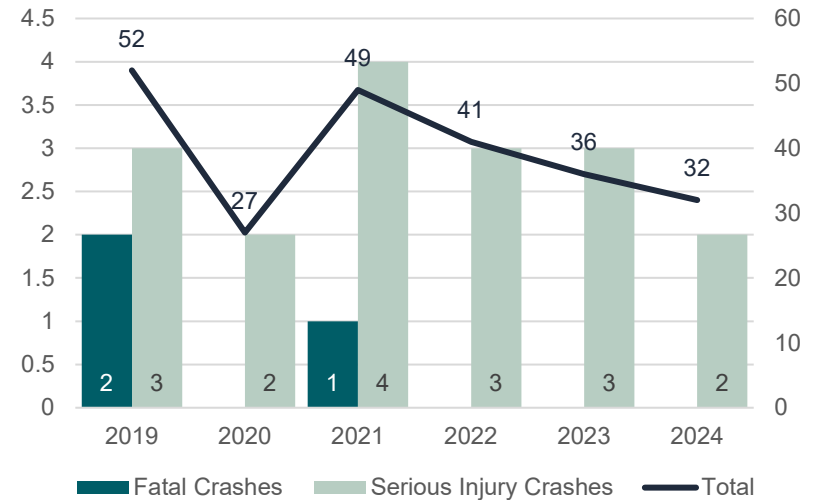
Figure 30. Study Area Crashes by Severity (2019-2024)



Crashes by Year

From 2019-2024, the Hurst Boulevard corridor experienced an annual average of 47.4 crashes. There was a 48 percent reduction in total crashes from 2019 to 2020, likely due to reduced commuting behaviors during the global COVID-19 pandemic. Crashes increased significantly in 2021, exceeding the annual average and almost reaching the pre-COVID amount. However, crashes along the corridor have decreased every year since 2021, as shown in **Figure 31**.

Figure 31. Study Area Crashes by Year (2019-2024)



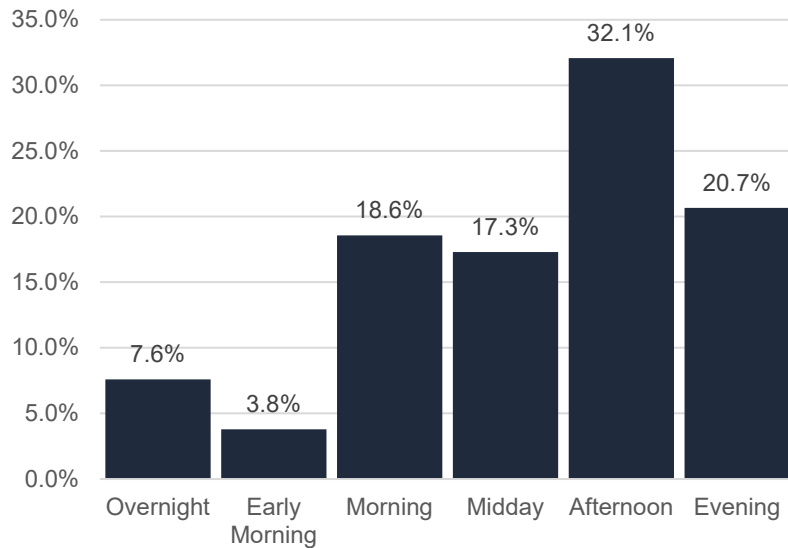
Source: TxDOT Crash Records Information System (CRIS)



Time of Day

CRIS data compiled for this study may also be evaluated by time period. Crashes occurring on Hurst Boulevard are organized in **Figure 32** by time of day including early morning (2:00 am - 6:00 am), morning (6 AM – 10 AM), midday (10 AM – 2 PM), afternoon (2 PM – 6 PM), evening (6 PM – 10 PM), and overnight (10 PM – 2 AM). The majority of crashes, 32.1 percent, occur in the afternoon. Crashes peak in the morning with 18 crashes occurring between 7:30-8:30 AM and in the afternoon with 43 crashes occurring between 3:15-5:00 PM.

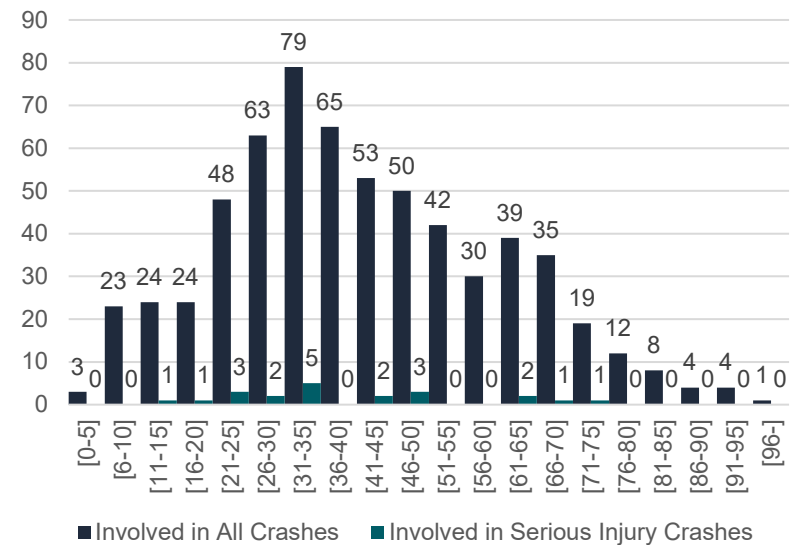
Figure 32. Study Area Crashes by Time of Day (2019-2024)



Age

A total of 643 persons were involved in crashes along Hurst Boulevard from 2019-2024. Age groups shown in **Figure 33** are categorized as follows: child (0-13 years old), teen (14 – 18 years old), young adult (19 – 35 years old), adult (36 – 45 years old), older adult (46 – 70 years old), and senior (older than 70 years old). The majority of persons involved in crashes along Hurst Boulevard are Young Adults – specifically within the ages of 31 and 35 – and they are historically more likely to experience a Serious Injury Crash. Of all Young Adults involved in crashes along the corridor, 79 were between 31 and 35 years of age, and five were involved in a serious injury crash.

Figure 33. Persons Involved in Crashes by Age (2019-2024)



Source: TxDOT Crash Records Information System (CRIS)



Crash Rate

Crash rate is used to determine the density or “rate” of crashes along a corridor based on the number of crashes, typical volumes of traffic, length of a corridor segment, and the functional classification of a roadway. This is helpful in understanding whether higher concentrations of crashes are due to there being more vehicles on the road alone or some other factor. For example, a one-mile road segment with 100 crashes along it may have a much lower crash rate than a 1,000-foot-long road segment with 100 crashes along it. **Figure 34** compares the annual motor vehicle crash rate within the Hurst Boulevard study area to the state of Texas between 2019 and 2024.

Figure 34. Comparative Crash Rates (2019-2023)

Year	Number of Crashes along Hurst Blvd	Hurst Boulevard Crash Rate	TxDOT Statewide Crash Rate (State Highway)	Difference (Statewide - Hurst)
2023	36	180.04	230.49	50.45
2022	41	257.43	230.67	-26.76
2021	49	234.06	228.89	-5.17
2020	27	151.29	194.12	42.83
2019	52	218.83	241.48	22.65

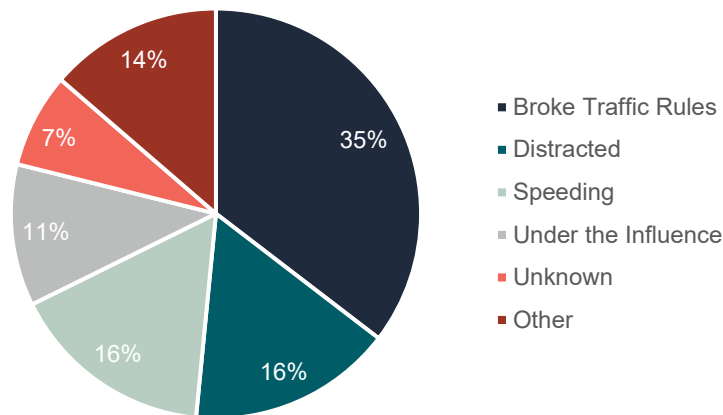
Source: TxDOT Crash Records Information System (CRIS)



Contributing Factors

Understanding the factors that contribute to crashes is crucial for developing effective prevention strategies along Hurst Boulevard. Most crashes along the corridor can be attributed to drivers engaging in dangerous behaviors such as speeding, being distracted, driving under the influence, or not abiding by the law. Prevention strategies for these behaviors may include increased police presence on the corridor, stricter enforcement of traffic rules, and possible implementation of a cell phone ban. **Figures 35 and 36** provide details on these behaviors and the specific contributing factors, as described in the CRIS reports. Many crashes involved multiple contributing factors.

Figure 35. Categories of Crash Contributing Factors (2019-2024)



Source: TxDOT Crash Records Information System (CRIS)

Figure 36. Detailed Crash Contributing Factors (2019-2024)

Category	Contributing Factor	Instances
Broke Traffic Rules	Disregard Stop And Go Signal	13
	Failed To Yield Right Of Way - Turning Left	9
	Failed To Stop At Proper Place	5
	Changed Lane When Unsafe	4
	Failed To Drive In Single Lane	4
	Disregard Stop Sign Or Light	3
	Failed To Yield Right Of Way - Open Intersection	3
	Parked In Traffic Lane	3
	Failed To Heed Warning Sign	2
	Failed To Yield Right Of Way - Turn On Red	2
	Turned Improperly - Wrong Lane	2
	Turned When Unsafe	2
	Failed To Pass To Left Safely	1
	Failed To Yield Right Of Way - Private Drive	1
	Failed To Yield Right Of Way - Stop Sign	1
	Turned Improperly - Wide Right	1
	Wrong Side - Not Passing	1
Distracted	Driver Inattention	13
	Distraction In Vehicle	9
	Cell/Mobile Device Use - Other	3
	Cell/Mobile Device Use - Talking	1
Other	Disabled In Traffic Lane	2
	Handicapped Driver	1
	Drove Without Headlights	2
	Fleeing Or Evading Police	3
	Fatigued Or Asleep	2
	Faulty Evasive Action	4
	Impaired Visibility	2
	Oversized Vehicle Or Load	1
	Road Rage	1
	Followed Too Closely (Tailgating)	2



Hotspot Analysis Findings

The CRIS data has been reviewed spatially to determine the physical distribution of crashes, which is shown in **Figure 37** on page 54.

Crashes along the corridor are historically more likely to occur at intersections because of the presence of conflict points and higher volumes of crossing traffic – both motorized and non-motorized. The intersection of Hurst Boulevard at Norwood Drive / Brown Trail experienced the greatest number of crashes between 2019-2024 with a total of 57 crashes, accounting for 24 percent of all crashes during that five-year period. The intersections with the greatest number of crashes include the following:

Norwood Drive / Brown Trail – 57 crashes

- 3 serious injury crashes
- 19 caused by disregarding the signal
- 9 caused by distraction or inattention
- 3 speeding
- 20 caused by failing to yield the right of way when turning left
- 49 in daylight, 40 on a clear day, 55 on dry pavement

Precinct Line Road – 29 crashes

- Location of the only pedestrian crash (fatality)
- 4 serious injury crashes
- 8 cases of distraction or inattention
- 15 caused by drivers disregarding signal
- 6 caused by speeding
- 2 cases of driving under the influence
- 20 in daylight, 21 on a clear day, 24 on dry pavement

Bell Flight Boulevard – 24 crashes

- 2 serious injury crashes
- 10 caused by drivers disregarding the signal
- 6 cases of distraction or inattention
- 7 caused by speeding
- 2 cases of driving under the influence
- 21 in daylight, 20 on a clear day, 19 on dry pavement

Melbourne Road – 19 crashes

- 2 serious injury crashes
- 8 caused by drivers disregarding the signal
- 6 caused by speeding
- 2 cases of driving under the influence
- 14 in daylight, 10 on a clear day, 11 with dry pavement

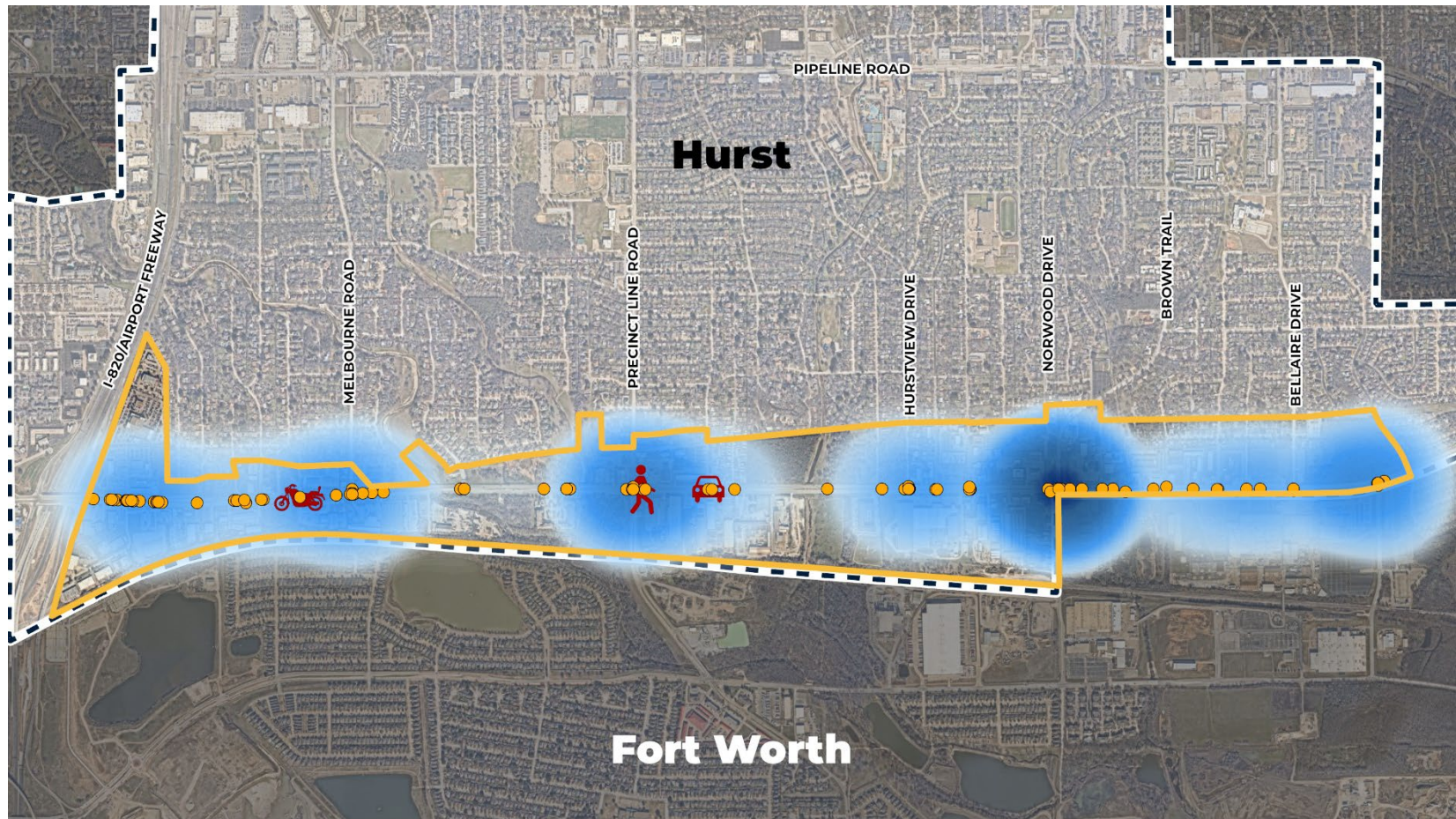
Central Park Driveways – 20 crashes

- Westernmost 1,000 feet of the corridor
- 5 cases of driver inattention or distraction
- 6 cases of speeding
- 7 caused by drivers disregarding the signal
- 2 cases of driving under the influence
- 19 in daylight, 14 on a clear day, 17 on dry pavement

These location-specific findings indicate that lack of visibility does not significantly factor into the likelihood of crashes, due to the clear weather and light conditions during the majority of crashes. Additionally, these findings reinforce the conclusion that reckless driver behavior is the primary influence in crashes along the corridor, as discussed in the *Contributing Factors* section of this memo.

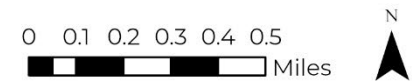


Figure 37. Corridor Crash Locations and Crash Density



LEGEND

-  Hurst City Limits
-  Hurst Boulevard Vision Study Area
-  Car Crashes
-  Fatal Crash
-  Pedestrian Involved Fatal Crash
-  Fatal Motorcycle Crash
- Crash Density**
-  Sparse
-  Dense



Source: TxDOT Crash Records Information System (CRIS)

KEY TAKEAWAYS AND OPPORTUNITIES

Operations

Although 2023 volumes are relatively high when compared to the 2023 traffic counts and the daily hour LOS seems low (LOS F), the directional nature of the traffic may indicate that traffic conditions are not so poor that adjacent bike and pedestrian connections are not infeasible.

Traffic volumes in the eastbound lanes between the IH 820 frontage road and Melbourne Road are forecasted to increase nearly 15 percent during the AM peak period, but westbound lanes are projected to decrease by nearly three percent. Interestingly, PM peak hour volumes in the eastbound lanes are forecasted to increase nearly 10 percent by 2045, but PM peak volumes in the westbound lanes are only forecasted to increase three percent. The decrease in AM volumes and relatively low increase in PM volumes (relative to the overall increases in traffic along the corridor) suggests that commuters may continue using eastbound Hurst Boulevard to get to Bell and other destinations in the morning, but may take alternative routes in the evening to return home.

Opportunities

- Intentional land use planning in the surrounding area could direct traffic away from the corridor.
- Improving alternatives to vehicular transportation along the corridor, such as public transit and active transportation, could reduce the number of travelers choosing to drive, thereby offsetting the background traffic growth.

Safety

Most crashes along the corridor can be attributed to drivers engaging in dangerous behaviors such as speeding, being distracted, driving under the influence, or not abiding by the law. According to the crash data, the highest concentrations of vehicle accidents exist at signalized intersections. Over the past five years, there have been a low number of accidents involving pedestrians or cyclists, likely due to the lack of bicycle/pedestrian facilities along the corridor.

Opportunities

- Prevention strategies for dangerous driver behaviors may include increased police presence on the corridor, stricter enforcement of traffic rules, and possible implementation of a cell phone ban.
- Increased enforcement could also make the corridor less appealing for drivers, influencing them to take alternative routes, and thereby dispersing the traffic throughout the area. While this could have a positive effect on Hurst Boulevard from both a safety and operations perspective, it could have negative effects on the adjacent roads, especially those with less capacity.
- From a design perspective, decreasing the number of conflict points (i.e., driveways, median cut outs) along the corridor will reduce the likelihood of crashes even further.
- Expand and improve bicycle and pedestrian infrastructure to create safer, more accessible routes that encourage active transportation and connect key destinations along the corridor.



Corridor Context Sensitivity

Hurst Boulevard is classified as a major arterial and was originally designed and planned to provide a regional connection for Hurst to Dallas and Fort Worth. This significantly impacted how the study area developed. The construction of SH 183 as the primary regional connection through the area created an opportunity to transform the study area into a destination rather than a regional pass through.

Opportunities

- Balance and prioritize the needs of the corridor as a regional throughway or localized arterial that provides access to activity centers and other important destinations.
- Assess access management strategies, as the current level of land use access provided by the corridor may not be conducive to the types of development desired for the corridor to be a destination.
- Explore opportunities to create alternative/ supplemental access to land uses along the corridor to safely maintain through connectivity.
- Identify needed connections to more closely resemble a minor arterial, which has a higher level of land use access, but lower mobility.

Multi-Modal Options

The Hurst Boulevard corridor lacks multi-modal options; there is no transit access, there are large gaps in sidewalk access, and there are no safe options for cyclists. According to the overview of existing ROW along the corridor, there may be room to extend the sidewalks along the entirety of the corridor. There may also be an opportunity to install shared-use paths along the corridor to accommodate cyclists and pedestrians simultaneously and provide more seamless connections to the planned off-street facilities.

Additionally, NCTCOG's TAIT model estimates there are concentrations of residents near the corridor who may have a higher propensity for transit service. The relatively high concentrations of residents who are 65 years or older, minority, disabled, living in households below the poverty line, have limited English proficiency, and/ or do not have access to a vehicle indicates the potential need for transit service and accessible infrastructure to support safe walking and biking in the study area.

Opportunities

- Construct active transportation facilities such as shared-use paths where there is available ROW to improve multi-modal access.
- Enhance walkability with additional sidewalks and safe crossings at intersections.
- Assess key east-west and north-south bicycle and pedestrian connections.
- Strengthen connections to nearby TRE stations, supporting mixed-use growth and boosting economic activity.



Sidewalk gaps are prevalent in many portions of the study area, including near intersections where sidewalks abruptly end.

Environmental Considerations

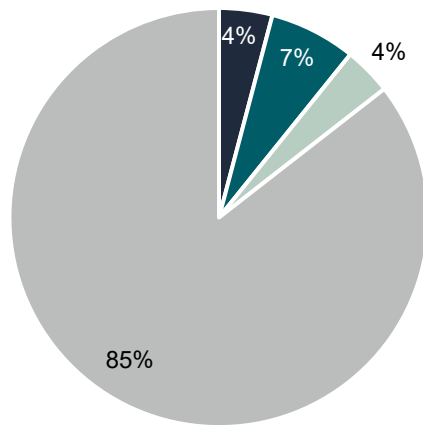
EXISTING ENVIRONMENTAL CONSIDERATIONS

Portions of the Hurst Boulevard corridor are located in environmentally sensitive areas such as flood-prone areas or adjacent to heavy industrial uses that have the potential for soil or groundwater contamination. This section reviews the existing environmental considerations that may have an impact on the feasibility of future development or redevelopment within the study area.

Flood Hazard Zones

Within the study area, there are approximately 75 acres within the regulatory floodway, 1 percent annual chance flood hazard zone (also known as the 100-year floodplain), or 0.2 percent annual chance flood hazard zone (also known as the 500-year floodplain). This equates to approximately 15 percent of the entire study area. **Figure 38** depicts the percentage of study area within and outside of the flood hazard zones.

Figure 38. Study Area Flood Hazard Zones



- Regulatory Floodway
- 1% Annual Chance Flood Hazard
- 0.2% Annual Chance Flood Hazard
- Outside of Flood Hazard Zone

Source: City of Hurst

The flood hazard zones in the study area are associated with the two natural creeks and two drainage channels that run north-south through the area: Calloway Branch, Walker Branch, the channel between Anderson Drive and Arthur Drive, and the channel to the east of Brown Trail. The central catalytic site located generally between Anderson Drive and Arthur Drive has a significant portion of property located within both the regulatory floodway and the 100-year floodplain. The eastern catalytic site has portions located within the 100-year floodplain.

Figure 39 on page 58 shows that there are over 30 total properties within the study area that have all or portions of the site located in the regulatory floodway or 100-year floodplain.

Contaminants

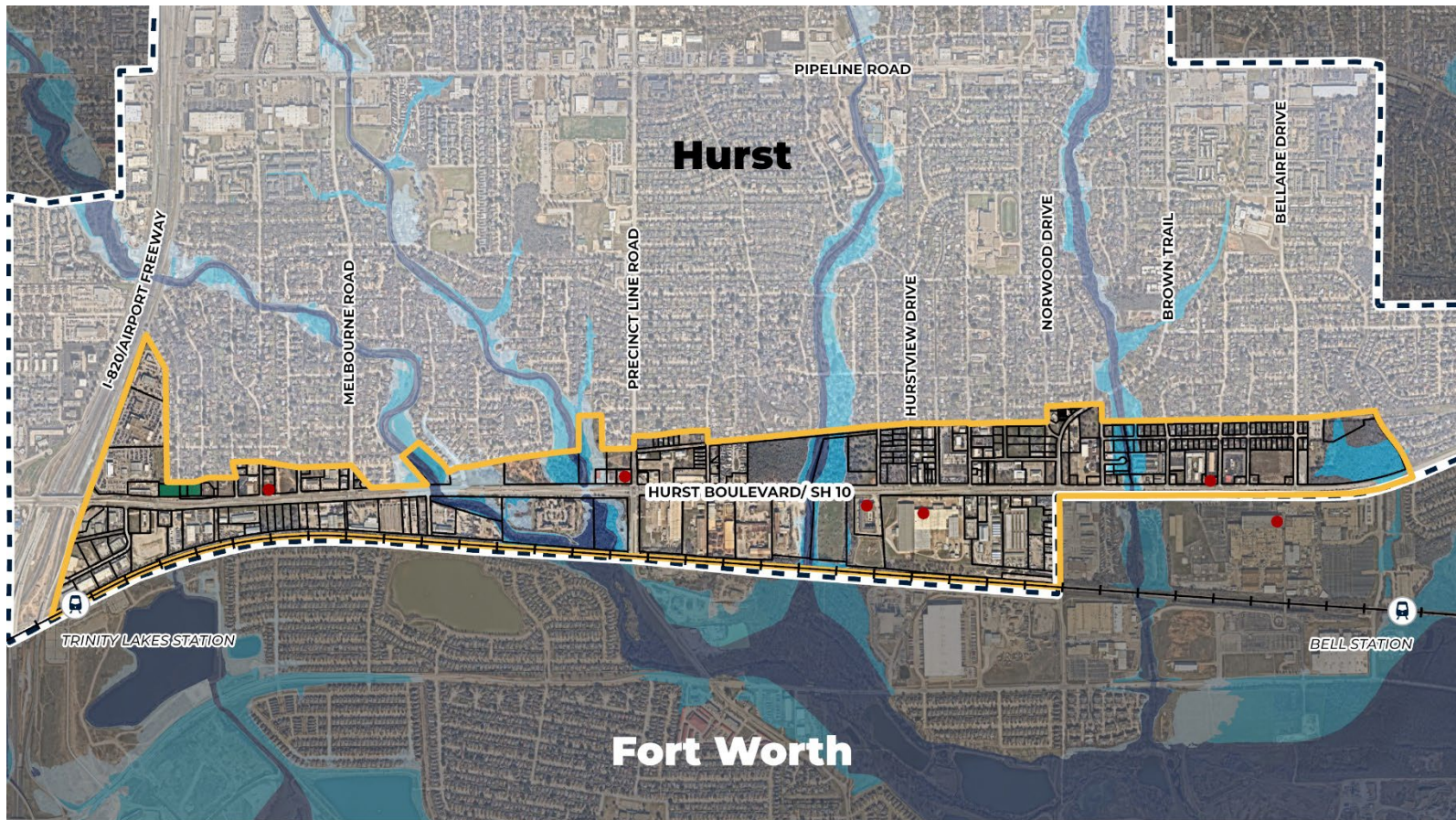
A common concern in the study area is leaking petroleum storage tanks, or LPSTs. These occur when a storage tank containing petroleum or other hazardous substances develops a leak which can lead to contamination of the surrounding soil and groundwater. In Texas, the Texas Commission on Environmental Quality (TCEQ) regulates registering and operating PSTs as well as regulating cleanups if there is a leak. Within the study area, there are five leaking petroleum storage tanks and one just outside the study area based on the latest available data. It is important to note that the location of LPSTs in **Figure 39** on page 58 is just representative of the parcel and not the specific location within the site.

Cemeteries

Parker Cemetery is designated by the Texas Historic Commission as a Historic Texas Cemetery and is located at 1301 Cardinal Lane on the north side of Hurst Boulevard. The cemetery features two historical markers that explain the property's historical significance. The site is gated and access is only granted by contacting the City of Hurst Parks Division. The site features scenic views due to the elevated topography.

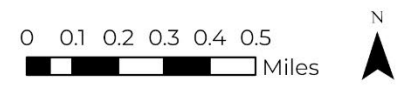


Figure 39. Existing Environmental Considerations



LEGEND

- Hurst Boulevard Vision Study Area
- Study Area Parcels
- Parker Cemetery
- Trinity Metro TRE Station
- Petroleum Storage Tank Site
- Trinity Metro Railway
- Hurst City Limits
- Floodplain**
- 0.2% Annual Chance Flood Hazard
- 1% Annual Chance Flood Hazard
- Regulatory Floodway



Source: City of Hurst, TCEQ



POTENTIAL ENVIRONMENTAL IMPACTS

Given the number of current and past industrial sites within the study area, there is potential for adverse site conditions that have been remediated or may need to be remediated in the future. As part of this corridor plan, the consultant team reviewed regulatory databases to produce a list of sites within the study area that have documented soil or groundwater impacts, either historical or current. In total, 17 addresses within or immediately adjacent to the study area were identified as having a potential impact to soil or groundwater. In evaluating each property, key factors considered included the type, location, depth, and concentration of contamination. These characteristics informed the assessment of potential interactions with contaminated media during redevelopment. Additionally, the likelihood of regulatory requirements - such as mandated cleanup or remediation - affecting redevelopment activities was taken into account. Based on the review, a rating of “**Low Impact**”, “**Medium Impact**”, or “**High Impact**” was then attributed to each of the 17 sites based on the analysis and professional judgement of site conditions.

Figure 41 on page 61 depicts a map of the impact sites and Figure 40 provides a summary table with more information.

Figure 40. Potential Environmental Impacts Summary Table

Map ID	Address	Impact Rating	Key Site Features
01	429 E. Hurst Blvd	Low	- Former Leaking Petroleum Storage Tank (LPST) site; reports found indicate no contamination was left in place.
02	501 W. Hurst Blvd	Low	- Former LPST site; reports found no groundwater impact.
03	625 W. Hurst Blvd	Medium	- Site has been investigated for inclusion in the US EPA NPL but did not qualify. - Site has two TCEQ Groundwater Contamination listings.
04	637 and 645 E. Hurst Blvd	Medium	- Two sizable spills of hydrochloric acid have been recorded at the location, in 2015 and 2018. - A 2018 investigation found that metal concentrations in shallow soils exceeded residential limits but none were above commercial/industrial limits. - This facility reportedly falls within a Plume Management Zone (PMZ) associated with the former Anadite Manufacturing Facility located at 711 W. Hurst Blvd.
05	711 W. Hurst Blvd	High	- Soil contamination (PCBs) at site was addressed through the TCEQ Voluntary Cleanup Program (VCP). - Plume Management Zone (PMZ) established so that the chemicals of concern in groundwater are managed such that human exposure is prevented and other groundwater resources are protected. - Municipal Setting Designation was granted to this property by TCEQ to certify its condition.
06	800 W. Hurst Blvd	Medium	- Former LPST site; corrective actions completed but maximum groundwater concentrations exceed Plan A Category II levels. - The groundwater plume appears to be adequately delineated to potential receptors

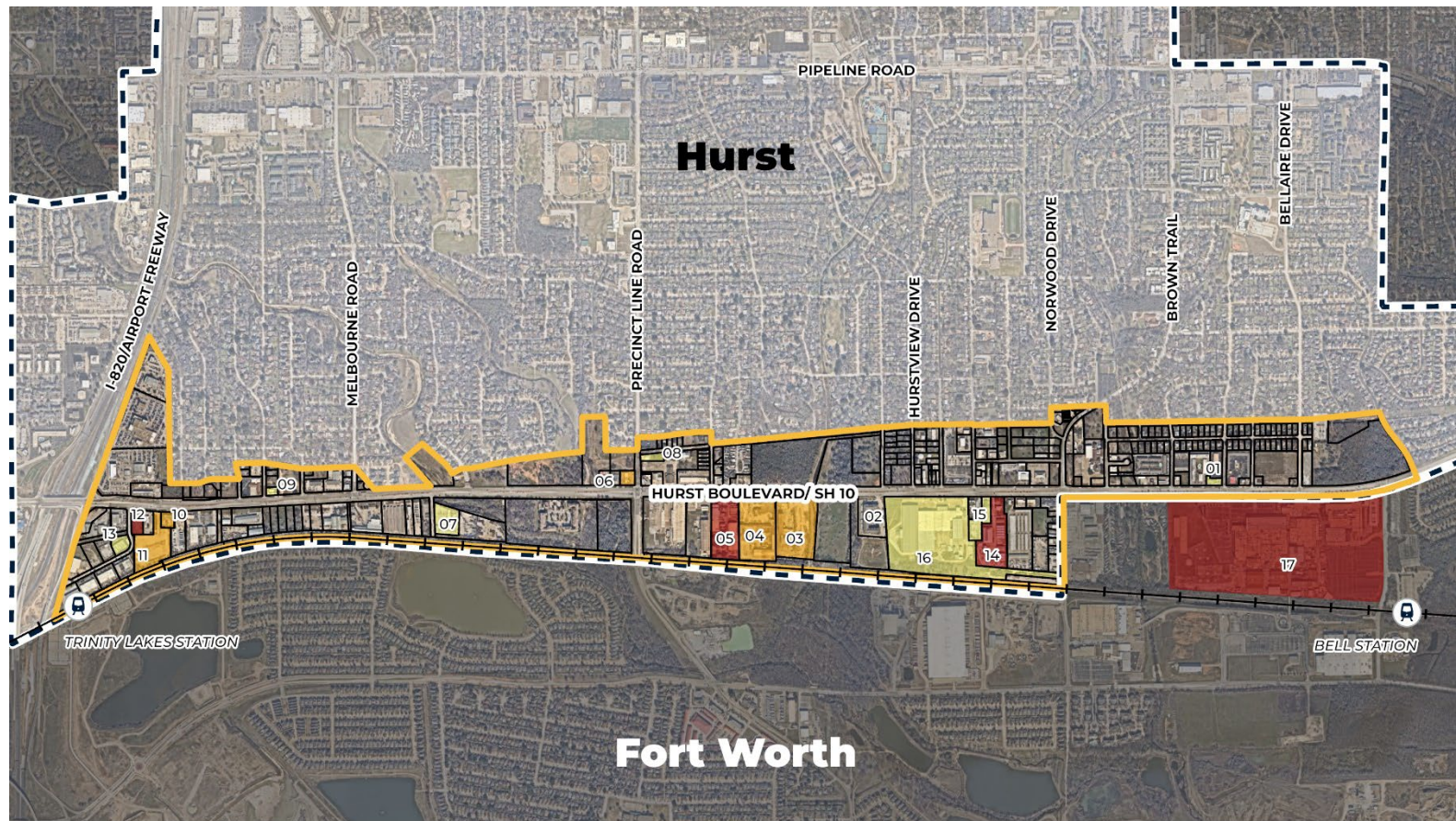


Map ID	Address	Impact Rating	Key Site Features
07	1137 W. Hurst Blvd	Low	- Site has an Industrial Hazardous Waste Corrective Action Report, however available data suggests no significant hazardous waste issues affect the site.
08	120 Precinct Line Rd	Low	- Dry cleaner that is listed as an inactive/non-RCRA, small IHW Generator
09	1240 W. Hurst Blvd	Low	- Former LPST site; records indicate no apparent threats or impacts to receptors.
10	1401 W. Hurst Blvd	Medium	- The property was historically used to store and process used oil and was investigated for inclusion in the US EPA NPL but did not qualify. - There is a page on the EPA Superfund website for 1401 W Hurst Blvd but lacks any significant detail.
11	1425 W. Hurst Blvd	Medium	- Affected by spill that occurred at 1461 W. Hurst Blvd
12	1461 W. Hurst Blvd	High	- Discharge discovered in 2023 of an unknown petroleum product in an unknown quantity. - The discharge is reportedly emanating from below the pavement/concrete, indicating that it is due to historical activity.
13	1500 Central Park Dr	Low	- Historical storage tank
14	205 W. Hurst Blvd	High	- Findings including the Spills Database (SPILLS), an LPST, three instances of Groundwater Contamination Cases (GWCC), and two instances of Historical Groundwater Contamination Cases (GWCC HIST).
15	229 W. Hurst Blvd	Low	- Former underground storage tank (UST)
16	301 W. Hurst Blvd	Low	- Former LPST site; numerous documented reports of titanium dioxide, paint, and resin spills have occurred in the past. - Phase II Subsurface Investigation Report was produced in 2024. Although the investigation identified adverse physical observations, the report identified relatively few contaminants of concern at very low levels, and none that were consistent across the site.
17	600 E. Hurst Blvd	High	- Site has been investigated for inclusion in the US EPA National Priority List (NPL) on two occasions but did not qualify. - Site includes four instances of LPSTs, 10 instances of Emergency Response Notifications for various discharges, and three TCEQ Groundwater Contamination listings. - The property has institutional controls in place to prevent human exposure of receptors to soil and groundwater contamination.


Source: GRK Consulting Associates






Figure 41. Potential Environmental Impact Properties



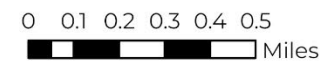
LEGEND

-  Hurst Boulevard Vision Study Area
-  Trinity Metro TRE Station
-  Trinity Metro Railway
-  Hurst City Limits
-  Study Area Parcels

Potential Environmental Impact

-  High Potential
-  Medium Potential
-  Low Potential

Map ID
01-17



Source: GRK Consulting Associates



KEY TAKEAWAYS AND OPPORTUNITIES

The biggest environmental barriers to new development or redevelopment within the study area are location within flood hazard zones and the potential need for site remediation. Many of the remaining vacant parcels within the study area are located partially or entirely within flood hazard zones. This limits what the site can be developed as and makes it less attractive for new development. Additionally, the sites that were identified as having potential environmental impacts are primarily on the southern side of the corridor corresponding to the historic and present industrial uses. While developing a site that needs remediation is not impossible, it does require additional time and coordination amongst partners to ensure a positive outcome.

The potential environmental impacts to the three catalytic site areas are summarized in **Figure 42**. For the western site, there is no area within the regulatory floodway or 100- or 500-year floodplain, but there are parcels that have either a high, medium, or low potential for environmental impacts. For the central site, there are areas within the regulatory floodway and significant areas within the 100 and 500-year floodplain, but no parcels identified as having a potential environmental impact. However, the parcels on the southern side of the corridor in this area are adjacent to sites with medium and low potential for environmental impacts. Finally, for the eastern site, the far eastern portion is within the 100-year floodplain and there is one small parcel identified as having low potential for environmental impact.

Figure 42. Catalytic Site Area Environmental Considerations

Catalytic Site Area	Regulatory Floodway	100- or 500-Year Floodplain	High Potential Environmental Impact*	Medium Potential Environmental Impact*	Low Potential Environmental Impact*
West			X	X	X
Central	X	X			
East		X			X

Note: See discussion on catalytic site areas on page 24 for description of area.

**Source: GRK Consulting Associates*



Existing Conditions Summary

The existing conditions in the Hurst Boulevard study area were evaluated to provide a baseline understanding of how the corridor functions and feels, and how people interact with the study area today. Overall, the Hurst Boulevard corridor offers compelling opportunities for strategic redevelopment amidst existing limitations.

KEY FINDINGS

Demographics & Land Use

The Hurst Boulevard study area makes up about four percent of Hurst's total population, with slightly higher poverty levels and a median household income below the city average. It's moderately more racially diverse than the rest of Hurst, with 59 percent of the population identifying as white alone, compared to 63 percent citywide. Demographic trends indicate a commuter-heavy population with minimal growth prospects in the near term.

Despite its relatively low population density, the corridor maintains significance as a major employment hub. However, current conditions limit its ability to organically attract new development or diversified economic activity. Industrial and vacant land dominate the study area, accounting for over half of its 500 acres. Most industrial uses are concentrated south of Hurst Boulevard and remain integral to Hurst's economy. Retail, primarily automotive-related, represents the second most common land use but is limited, with only two restaurants along the corridor. With high vacancies and an oversaturation of retail zoning that does not align with local demand, many users of the corridor are travelling straight through the corridor to get to other destinations.

Corridor Character

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. Strengthening visual cohesion and placemaking could transform the corridor into a more welcoming and functional destination which could increase investment in new developments.

Market

Currently, the market reflects a shortage of rooftops and limited population growth, impeding growth of the robust consumer base needed to attract new commercial investment. Without critical residential growth, economic revitalization along the corridor may stagnate. Although the corridor continues to serve as a major employment center, its current trajectory is hindered by high vacancy rates, lack of residential density, and minimal population growth. Catalytic development sites along the corridor offer the opportunity to reposition Hurst Boulevard through gateway placemaking, aesthetic upgrades, and community-oriented design.



Mobility

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. Mobility challenges along Hurst Boulevard include poor levels of service at certain times of day and 237 reported crashes over the last five years, signaling a need for improvements. The corridor's auto-focused layout and lack of sidewalk connections make it difficult for pedestrians to safely and comfortably navigate the study area. By improving safety measures and expanding walking and biking options, Hurst Boulevard can become a welcoming, connected destination for multimodal users. Hurst Boulevard's location between residential and industrial areas amplifies its potential for multi-functional development, balancing livability and economic activity. For this transformation, roadway design must evolve to support the transformation from a busy regional route to a community-centric destination, incorporating minor arterial elements that enhance land use access without sacrificing mobility.

Environmental Constraints

There are multiple environmental constraints within the study area, including the presence of floodplains and potential contamination throughout the corridor. Approximately 15 percent of the study area (55 acres) lies within flood hazard zones, with many vacant parcels partially or entirely affected. Additionally, 17 properties, primarily located on the southern side of Hurst Boulevard, may require environmental remediation due to historic and ongoing industrial activities. These conditions complicate redevelopment timelines and feasibility but also emphasize the need for strategic coordination among stakeholders to realize successful land reuse.

CONCLUSION

Strategically located between residential communities and industrial zones, Hurst Boulevard is uniquely positioned to evolve into a more cohesive corridor that is a destination rather than pass-through. The study area's foundational assets, such as proximity to transit and the presence of underutilized parcels, present opportunities for adaptive reuse, infill development, and corridor-wide enhancement. In addition to the study area assets, the corridor has challenges related to land use and transportation that will require new approaches to enhance economic development. A coordinated approach emphasizing zoning refinement, transit-oriented development, aesthetic improvements, and intentional placemaking could transform Hurst Boulevard into a vibrant node for residential, employment, and recreational activity. The integration of pedestrian-friendly infrastructure, bicycle connectivity, and access to regional transit nodes creates the framework for increased mobility and livability. Enhancing housing options, balanced with buffering and green spaces, would stimulate vibrancy while maintaining neighborhood character. Establishing a distinct identity through branding, amenities, and activation programs may further catalyze revitalization, making the corridor not only functional but also inviting and economically resilient.

