

# TRE TOD STRATEGIC PLAN

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## EXISTING CONDITIONS REPORT

# Downtown Irving/ Heritage Crossing Station

FTA TOD Pilot Grant

September 2026



North Central Texas  
Council of Governments

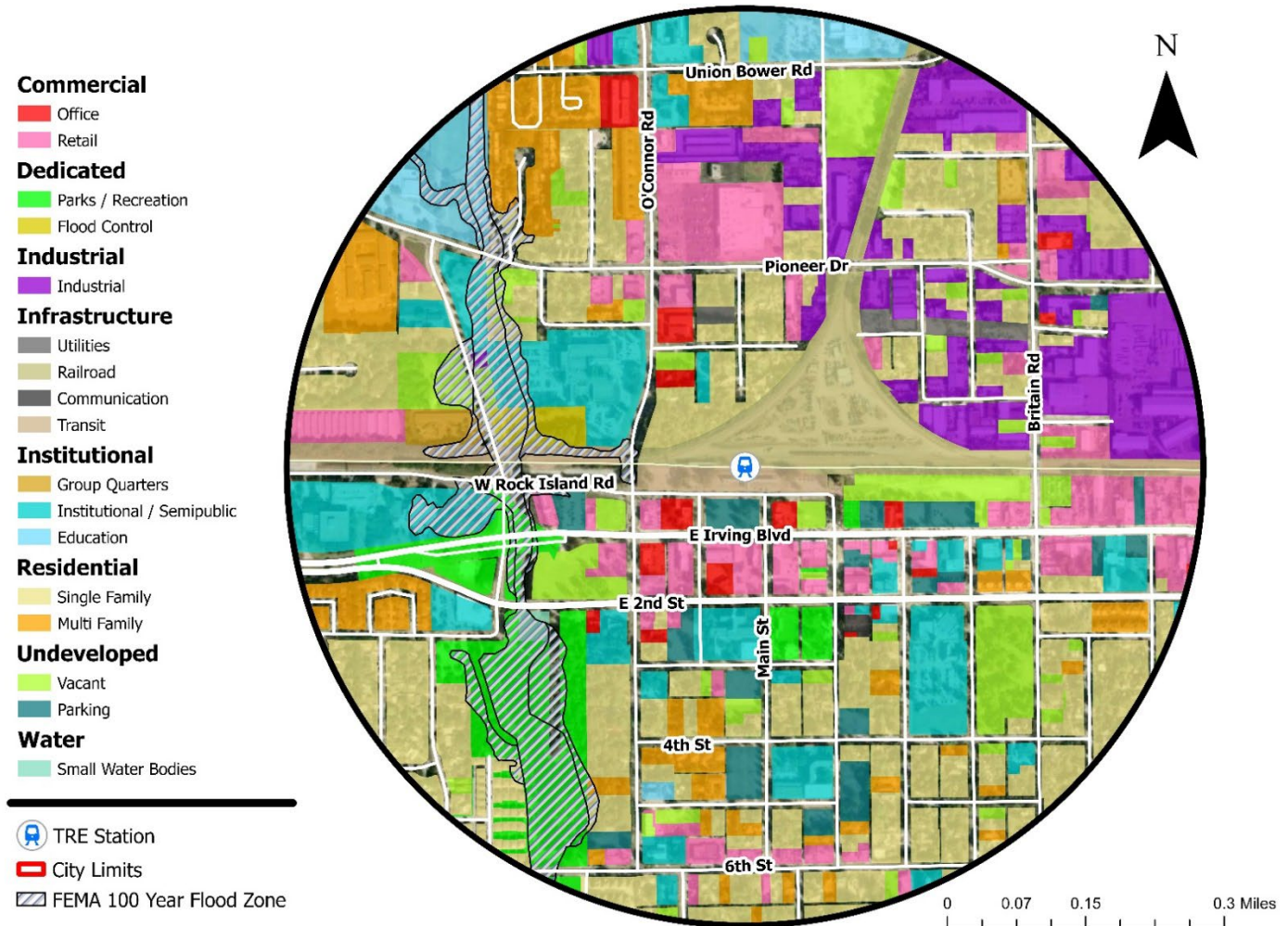


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## Land Use and Context

Figure 1: Map of Land Uses in the Half-Mile Radius Around Downtown Irving/Heritage Crossing Station



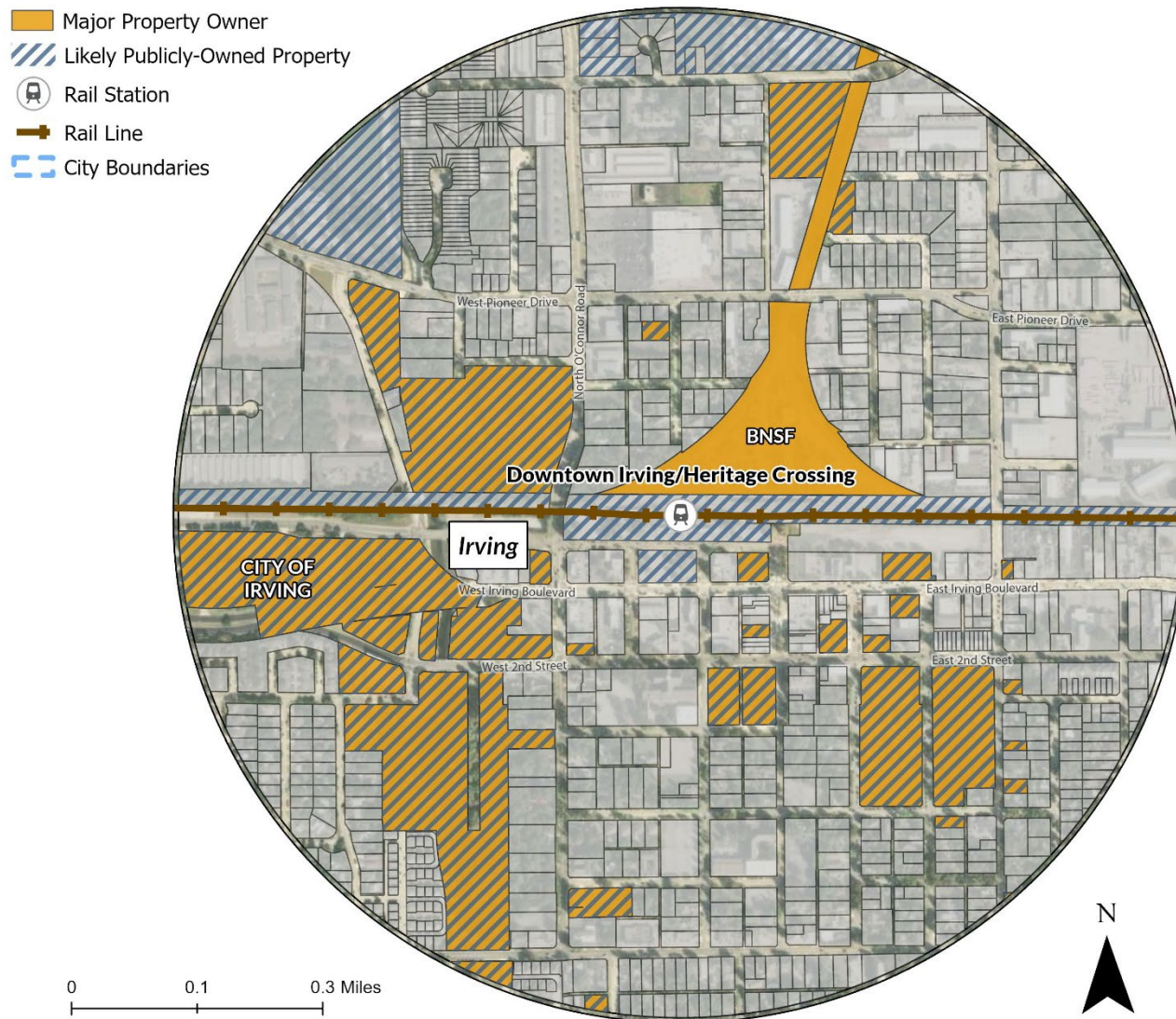
## Land Use Data and Notes

Shown in **Figure 1** and **Table 1**, roadway accounts for the largest portion of land within the station area. A notable share of the land within the Downtown Irving/Heritage Crossing station area is single-family. Adjacent to the station on the south, east and west sides, the Downtown Irving/Heritage Crossing Station's three DART parking lots contain a total of 406 parking spaces spanning approximately 2.5 acres.

**Table 1: Land Use Distribution**

| Land Use Category                | Station Area Coverage |
|----------------------------------|-----------------------|
| <i>Roadway</i>                   | 20.1%                 |
| <i>Single-family</i>             | 19.9%                 |
| <i>Institutional/semi-public</i> | 9.3%                  |
| <i>Industrial</i>                | 8.9%                  |
| <i>Retail</i>                    | 7.9%                  |
| <i>Multi-family</i>              | 6.6%                  |
| <i>Vacant</i>                    | 6.6%                  |
| <i>Parks/recreation</i>          | 5.3%                  |
| <i>Railroad</i>                  | 4.5%                  |
| <i>Education</i>                 | 2.9%                  |
| <i>Parking</i>                   | 2.7%                  |
| <i>Transit</i>                   | 2.1%                  |
| <i>Office</i>                    | 1.4%                  |
| <i>Group quarters</i>            | 0.6%                  |
| <i>Flood control</i>             | 0.5%                  |
| <i>Utilities</i>                 | 0.5%                  |
| <i>Small water bodies</i>        | 0.1%                  |
| <i>Communication</i>             | 0.1%                  |

**Figure 2: Property Ownership within Downtown Irving/Heritage Crossing Station Area**



### Property Ownership

**Figure 2** shows the consolidated property ownership of land near Downtown Irving/Heritage Crossing Station based on county appraisal district parcel-level data. Significant portions of the station area are publicly owned by City of Irving. **Table 2** provides additional insight into the large property landowners near Downtown Irving/Heritage Crossing Station.

**Table 2: Large Landowners Near Downtown Irving/Heritage Crossing Station**

| Property Owner        | Total Property Acreage Estimate within Station Area | Primary Land Use Category |
|-----------------------|-----------------------------------------------------|---------------------------|
| <i>BNSF</i>           | 16                                                  | Railroad                  |
| <i>City of Irving</i> | 76.5                                                | Varies                    |

## Building Density Estimates

**Table 3** shows these housing and commercial building densities for Downtown Irving/Heritage Crossing station area compared to the TRE Corridor and Regional North Texas TOD area. The significant difference in building density estimates between Downtown Irving/Heritage Crossing Station, TRE Corridor, and the Regional North Texas TOD area is reflected by the significant low-density, residential uses. Additionally, the building density estimates at Downtown Irving/Heritage Crossing Station account for only 7% of the corridor’s estimated housing units and only 9% of the corridor’s estimated commercial building square footage.

**Table 3: Building Density Estimates**

|                                                            | Downtown Irving/Heritage Crossing Station | TRE Corridor | North Texas TOD Area |
|------------------------------------------------------------|-------------------------------------------|--------------|----------------------|
| <b>Total Housing Unit Estimate</b><br>(units)              | 1,180                                     | 16,355       | 248,130              |
| <b>Housing Density Estimate</b><br>(housing units/acre)    | 2                                         | 5            | 6                    |
| <b>Commercial Building Density Estimate</b><br>(SQFT/acre) | 7,823                                     | 12,781       | 8,336                |

## Demographic Context

**Figure 3** provides a demographic snapshot for the station area and **Table 4** compares station demographics with the Regional North Texas TOD area totals and averages. A complete methodology on demographic data collection and synthesis as well as a list of the specific data tables used can be found in **Appendix A**.

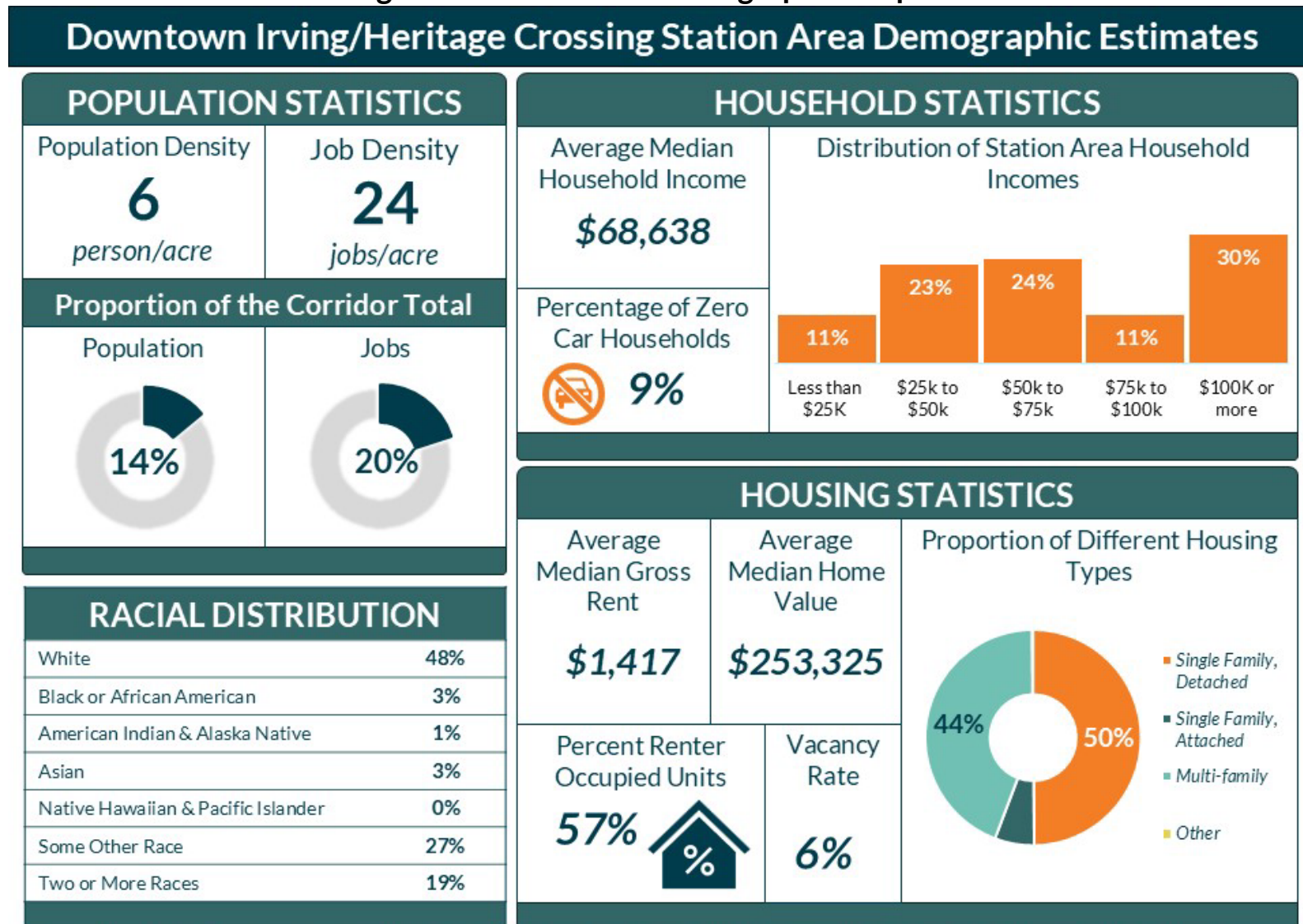
Based on the station area's demographic context, Downtown Irving/Heritage Crossing station area has a strong job density but a relatively average population density. Station area residents are likely younger and likely have significantly lower educational attainment than the average station.

Compared to the regional TOD average, household incomes are significantly lower while households are significantly larger. Additionally, the share of zero-car households is slightly higher, possibly suggesting the station area attracts more transit-dependent households.

Housing costs are lower than the regional TOD average, indicating that housing is likely more affordable. Single-family housing represents the largest share of all units, reflecting a more suburban housing pattern. Yet, multi-family accounts for roughly 44%, highlighting that multi-family units comprise a notable portion of the housing stock.

*Data source notes on statistics in **Figure 3** and **Table 4**: Population Estimate, Population Density (people/acre), Employment Estimate, Job Density (jobs/acre) are sourced from the NCTCOG 2050 Demographic forecast available at the 30 x 30-meter grid cell level. This allows more accurate analysis within the half-mile radius. The NCTCOG 2050 Demographic forecast only has data on population totals and employment. It does not have other demographic characteristics. For other demographic characteristics, the Census American Community Survey is the only source. It uses predetermined geographies (Tract, Block Groups, Blocks) that do not conform to the half-mile radius. Data from both sources should be treated as approximate estimates, not exact measurements for all statistics.*

Figure 3: Station Area Demographic Snapshot



Sources: Population Statistics on density and jobs are estimates from the NCTCOG 2050 Demographic Forecast. Racial Distribution, Household and Housing Statistics are estimates from US Census ACS 2020-2024 data tables at the block group level. See **Data Appendix** for more details.

**Table 4: Key Demographics Compared to North Texas TOD Area**

| <b>Population Statistics</b>                     |                     |                             |
|--------------------------------------------------|---------------------|-----------------------------|
|                                                  | <b>Station Area</b> | <b>North Texas TOD Area</b> |
| <i>Population Estimate</i>                       | 2,872               | 293,617                     |
| <i>Population Density (people/acre)</i>          | 6                   | 7                           |
| <i>Employment Estimate</i>                       | 12,077              | 795,575                     |
| <i>Job Density (jobs/acre)</i>                   | 24                  | 14                          |
| <i>Estimated Median Age</i>                      | 34                  | 36                          |
| <i>Percent High School Diploma or Higher (%)</i> | 55%                 | 80%                         |
| <i>Percent Bachelor's Degree or Higher (%)</i>   | 13%                 | 41%                         |

| <b>Household Statistics</b>                   |                     |                             |
|-----------------------------------------------|---------------------|-----------------------------|
|                                               | <b>Station Area</b> | <b>North Texas TOD Area</b> |
| <i>Estimated Median Household Income (\$)</i> | \$68,638            | \$85,575                    |
| <i>Estimated Average Household Size</i>       | 3.3                 | 2.5                         |
| <i>Percent Zero Car Households</i>            | 9%                  | 8%                          |

| <b>Housing Unit Statistics</b>             |                     |                             |
|--------------------------------------------|---------------------|-----------------------------|
|                                            | <b>Station Area</b> | <b>North Texas TOD Area</b> |
| <i>Housing Unit Estimate</i>               | 1,180               | 248,130                     |
| <i>Housing Density (units/acre)</i>        | 2                   | 6                           |
| <i>Estimated Median Gross Rent (\$)</i>    | \$1,417             | \$1,666                     |
| <i>Estimated Median Home Value (\$)</i>    | \$253,325           | \$371,881                   |
| <i>Percent Renter Occupied</i>             | 57%                 | 60%                         |
| <i>Vacancy Rate</i>                        | 6%                  | 9%                          |
| <i>Percent Single-Family, Detached (%)</i> | 49.8%               | 35.3%                       |
| <i>Percent Single-Family, Attached (%)</i> | 5.9%                | 3.6%                        |
| <i>Percent Multi-family (%)</i>            | 44.1%               | 59.6%                       |
| <i>Percent Other (%)</i>                   | 0.1%                | 1.5%                        |

## Planning and Policy Context

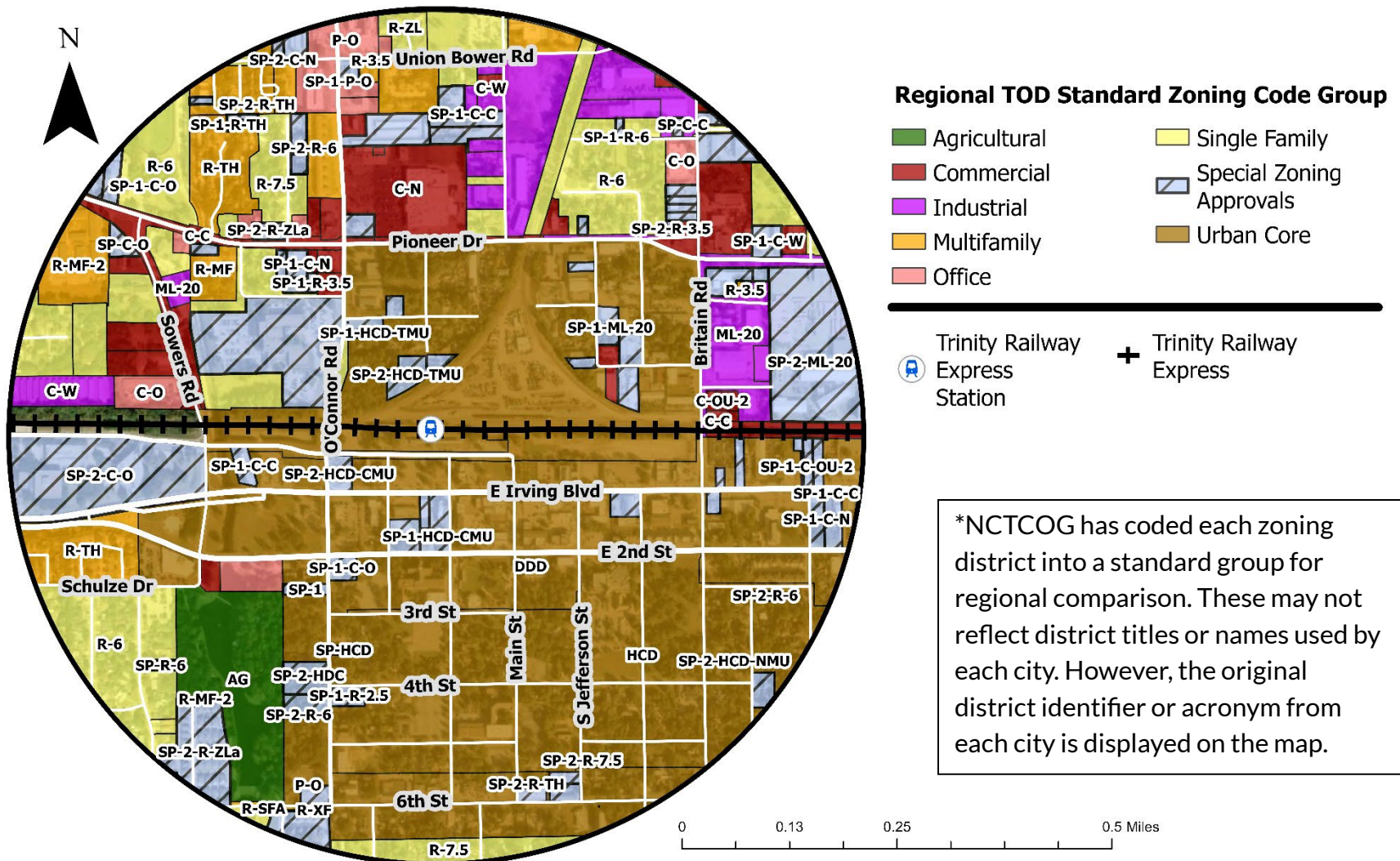
### Planning Studies

The City of Irving has been actively planning around the Downtown Irving/Heritage Crossing station area. The city is actively working on the Heritage Crossing Neighborhood Plan for the downtown area which should go to City Council for adoption in late 2026. In addition to the Heritage Crossing Neighborhood Plan, other planning efforts have occurred, likely impacting the station area. **Table 5** outlines plans and studies that may influence recommendations and implementation strategies for the FTA TRE TOD Study.

**Table 5: Relevant Planning Studies**

| Name of Plan or Study                                               | City   | Year    | Link                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------|--------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Heritage Crossing Neighborhood Plan</i>                          | Irving | Ongoing | <a href="https://irvingtx.gov/heritage-neighborhood">https://irvingtx.gov/heritage-neighborhood</a>                                                                                                                                                                                                                                                               |
| <i>Heritage Crossing Vision</i>                                     | Irving | 2014    | Plan no longer exists on city website                                                                                                                                                                                                                                                                                                                             |
| <i>Imagine Irving Comprehensive Plan</i>                            | Irving | 2017    | <a href="https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/corecode/Imagine%20Irving%202023%20Interim%20Approved%20Updates%20for%20Web_202401191249008043_5036.pdf">https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/corecode/Imagine%20Irving%202023%20Interim%20Approved%20Updates%20for%20Web_202401191249008043_5036.pdf</a> |
| <i>City of Irving Housing Plan</i>                                  | Irving | 2021    | <a href="https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/corecode/Irving%20Housing%20Plan_FINAL%2006232021_202210141517539021_5000.pdf">https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/corecode/Irving%20Housing%20Plan_FINAL%2006232021_202210141517539021_5000.pdf</a>                                                     |
| <i>Better Block -Downtown Irving Reimagined After-Action Report</i> | Irving | 2025    | <a href="https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/Downtown%20Irving%20Reimagined%20After%20Action%20Final%20Report_1782754960.pdf">https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/Downtown%20Irving%20Reimagined%20After%20Action%20Final%20Report_1782754960.pdf</a>                                                 |
| <i>2024-2028 HUD Consolidated Plan</i>                              | Irving | 2023    | <a href="https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/ConPlan_CPP_Public%20Notice%20and%20Outreach-compressed_1741110657.pdf">https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/ConPlan_CPP_Public%20Notice%20and%20Outreach-compressed_1741110657.pdf</a>                                                                   |
| <i>Economic Development Strategic Plan</i>                          | Irving | 2024    | <a href="https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/Irving%20Economic%20Development%20Strategic%20Plan%202025-2030_FINAL_2024.09.27_1741214136.pdf">https://irvingtx.gov/corecode/storage/uber_resource/uploaded_pdfs/Irving%20Economic%20Development%20Strategic%20Plan%202025-2030_FINAL_2024.09.27_1741214136.pdf</a>                   |

Figure 4: Downtown Irving/Heritage Crossing Station Zoning Map



**Does Zoning Support TOD by Right?**

No  
 Yes

 Trinity Railway Express Station  
 Trinity Railway Express

0 0.13 0.25 0.5 Miles

## Zoning

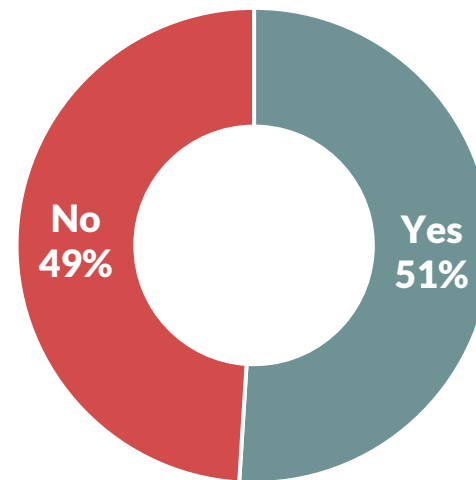
Shown in **Figure 5** and **Figure 6**, approximately half the zoning within the Downtown Irving/Heritage Crossing station area supports TOD by-right, especially adjacent to the station.

**Figure 4** shows the urban core zoning, Irving’s Heritage Crossing District (HCD), provides the largest area of TOD by-right zoning. The HCD was implemented in 2016 to implement recommendations from previously adopted downtown plans and encourage pedestrian-oriented, mixed-use, urban infill redevelopment.

**Table 6: Downtown Irving/Heritage Crossing Station Zoning Composition**

| Zoning                          | Acreage | Percentage (%) |
|---------------------------------|---------|----------------|
| <i>Urban core/TOD</i>           | 230     | 46.2%          |
| <i>Special zoning approvals</i> | 78      | 15.8%          |
| <i>Single-family</i>            | 69      | 13.8%          |
| <i>Commercial</i>               | 34      | 6.8%           |
| <i>Multi-family</i>             | 32      | 6.4%           |
| <i>Industrial</i>               | 28      | 5.7%           |
| <i>Agricultural</i>             | 15      | 3.0%           |
| <i>Office</i>                   | 12      | 2.4%           |

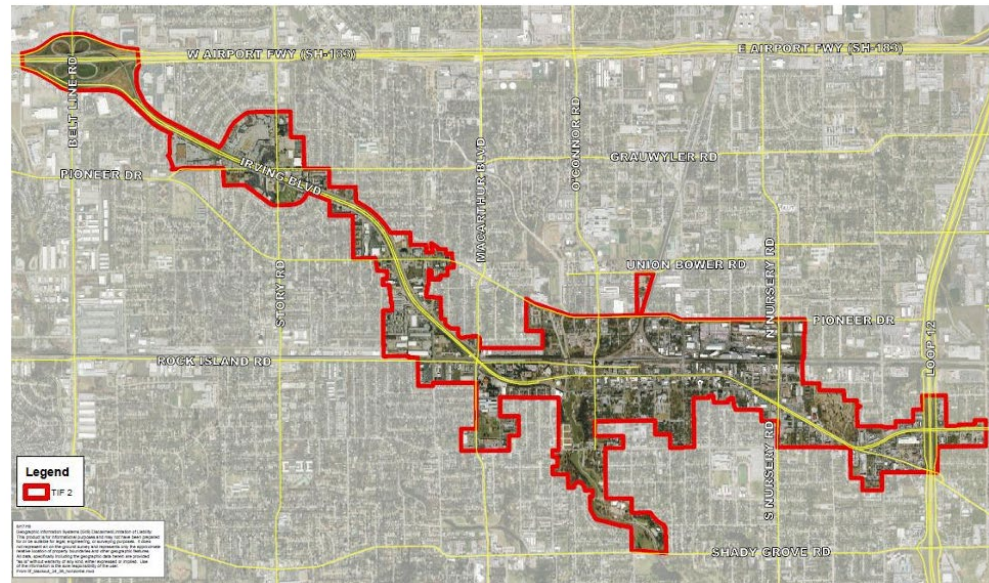
**Figure 6: Does Zoning Support TOD By-Right**



### Irving Boulevard TIF District

The City of Irving created the Tax Increment Reinvestment Zone Number 2 in 2010 to assist in funding the long-term redevelopment of Irving Boulevard Corridor. The boundaries of the Irving Boulevard TIF are shown in **Figure 7**.<sup>1</sup> Tax revenue from the TIF district is intended to provide public improvements and redevelopment of the corridor as well as encourage investment into the Heritage Crossing District. Although most of the funding from the TIF is allocated towards Irving Boulevard Infrastructure Improvements, more than \$5 million is allocated towards development grants supporting both corridor and façade improvements<sup>2</sup>.

**Figure 7: Irving Boulevard TIF Boundary**



<sup>1</sup> <https://dallascounty.civicweb.net/document/631411/>

<sup>2</sup> <https://comptroller.texas.gov/economy/development/search-tools/ch311/tirz-zone-report-details.php?id=000013986>

## Completed, Planned, Ongoing, and Postponed Projects

### Private Developments

Heritage Square was proposed at 200 W Main St, directly adjacent to the station. It was proposed in 2021 that a four-story multi-family with a parking garage would be constructed on the property however progress on the project has stalled and it is unclear if development will occur. A conceptual rendering released at the time is below.

**Figure 8: Heritage Square Conceptual Rendering**



## TRE TOD Strategic Plan – Existing Conditions: Downtown Irving/Heritage Crossing Station

### Public Projects

The major public project within the Downtown Irving/Heritage Crossing station area is the Irving Boulevard Improvements project.

**Table 7: List of Known Public Project**

| Project name                                                       | Description                                                                                                                                                                                                                                    | Funding Amount | Status   | Year completed | Entity/ funding source                                   |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------|----------------|----------------------------------------------------------|
| <b><i>Irving Boulevard Reconstruction</i></b>                      | Reconstruct Irving Blvd from 3 to 2 lanes with a bicycle lane, sidewalk improvements, water, sewer and stormwater improvements, intersection enhancements, relocation of utilities and on-street parking from Sowers Road to Strickland Plaza. | \$23.5 M       | Complete | 2024           | City of Irving with funding from NCTCOG                  |
| <b><i>DFW Discovery Trail Wayfinding Signage</i></b>               | Installing wayfinding signage along the DFW Discovery trail (along Rock Island Rd and Delaware Creek). Funding total is for the entire trail corridor from Fort Worth to Dallas.                                                               | \$250,000      | Funded   | *2027-28       | Implemented by various agencies with funding from NCTCOG |
| <b><i>DFW Discovery Trail - Rock Island Trail east segment</i></b> | 1.07 miles of trail connecting the existing Rock Island Trail west of Irby Lane to the Centennial Park Trail .                                                                                                                                 |                | Funded   | **2027         | City of Irving                                           |

\*Future completion years are based on the NCTCOG Transportation Improvement Program (TIP) listing and are subject to change.

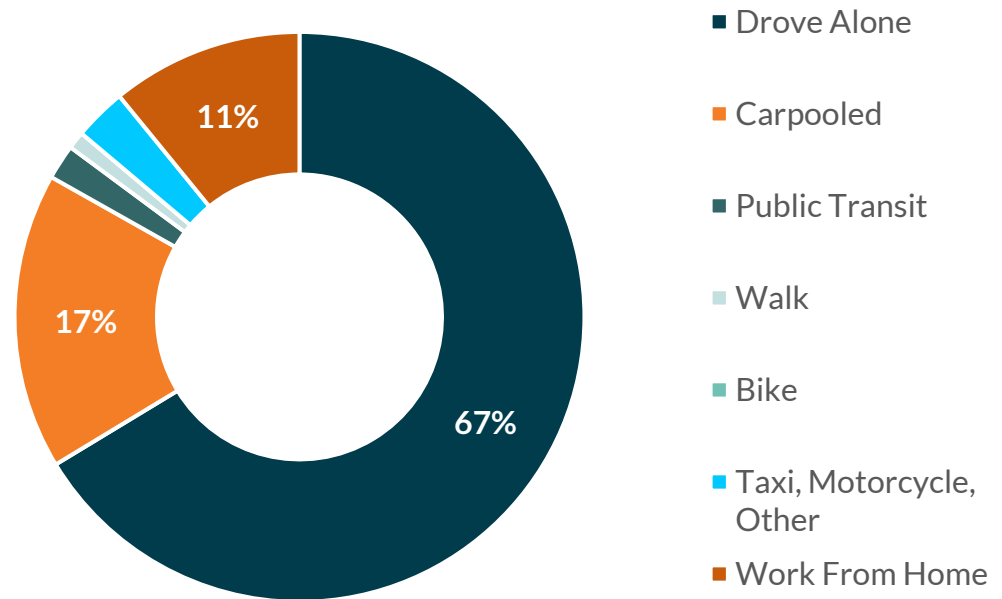
\*\*Future completion year based on planning documents

## Travel Behavior and Context

### ACS Commute Mode Split

Based on US Census ACS 2020-2024 data, residents from Census block groups near Downtown Irving/Heritage Crossing Station are primarily driving alone for commutes while a notable amount likely carpool. Reflected by the concentration of residential uses in the downtown area, few commuters reported walking or using public transit.

Figure 9: Downtown Irving/Heritage Crossing Commute Mode Split



### Ridership Summary

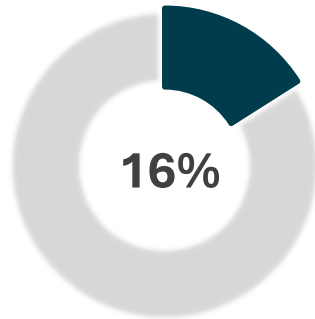
As shown in **Table 8**, the average daily weekday and Saturday ridership from Fiscal Year 2024 (FY 24) for Downtown Irving/Heritage Crossing Station is low when compared to the Region’s averages of 876 weekday riders and 606 weekend riders. Yet, Downtown Irving/Heritage Crossing Station accounts for a notable portion of the TRE corridor’s total ridership in that Fiscal Year (see **Figure 10**).

**Table 8: Downtown Irving/Heritage Crossing Station Ridership for Fiscal Year 2024 (FY 24)**

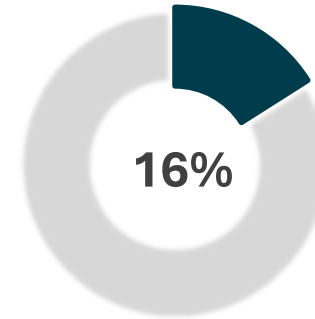
| FY 24 Average Daily Weekday Ridership | FY 24 Average Daily Weekend Ridership |
|---------------------------------------|---------------------------------------|
| 386                                   | 244                                   |

**Figure 10: Proportion of the TRE Corridor Total Estimates**

*Weekday Ridership*



*Weekend Ridership*



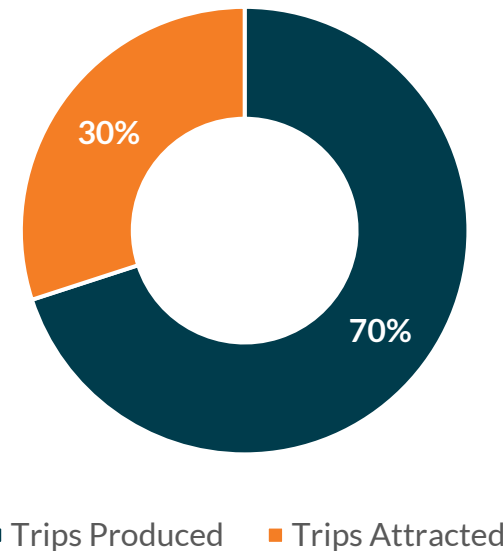
### Transit Destinations/Travel Behavior

Information on transit destinations and travel behavior for rail transit riders comes from the 2022-2023 North Central Texas Regional Transit On-Board Survey. Data obtained from the 2022-2023 Transit On-Board Survey is isolated to transit trips where the passenger either boarded or alighted from a rail transit station. These rail transit trips are further classified by whether the trip was produced or attracted to associated rail transit stations (see **Appendix X** for more details). For more information on the survey, visit the NCTCOG website:

<https://www.nctcog.org/trans/data/info/travel-surveys>.

Shown in **Figure 11**, more rail transit trips are produced rather than attracted to Downtown Irving/Heritage Crossing Station, indicating that rail transit riders are most likely taking the TRE from Downtown Irving/Heritage Crossing Station to travel to other locations across the region.

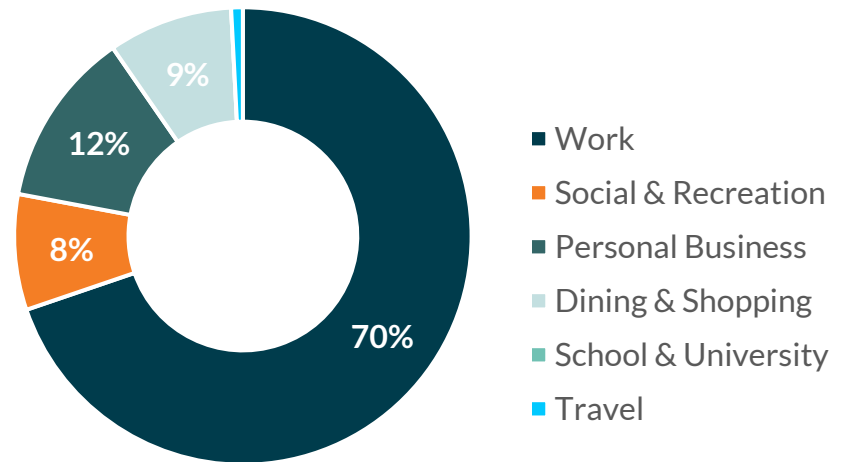
**Figure 11: Productions v. Attractions at the Station**



## TRE TOD Strategic Plan – Existing Conditions: Downtown Irving/Heritage Crossing Station

When compared with total rail transit travel of the 7 TRE study stations along the corridor, nearly 15% of corridor trips are produced from Downtown Irving/Heritage Crossing Station (see **Figure 12**). This is comparable with other study stations. However, few rail transit trips are attracted to the station. Of these trips, most travel to the station is for work as shown in **Figure 13**.

**Figure 13: Purpose of Rail Transit Trips to Station**



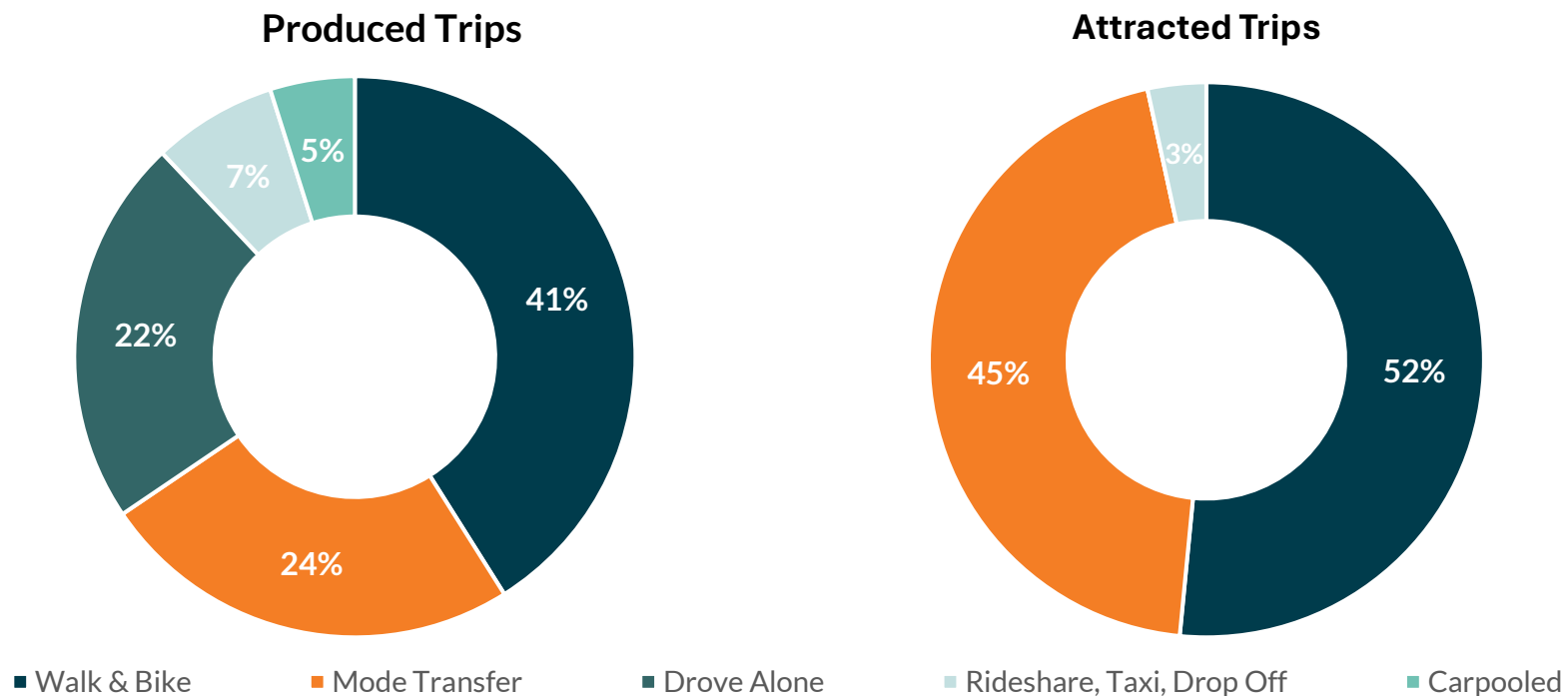
**Figure 12: Proportion of the TRE Corridor's Total Productions and Attractions**



### First/Last Mile Travel

According to responses from the 2022-2023 Transit On-Board Survey, the first/last mile trip for rail transit riders differs on whether the trip is produced at or attracted to the Downtown Irving/Heritage Crossing Station. Shown in **Figure 14**, when rail transit trips are produced at Downtown Irving/Heritage Crossing Station, rail transit riders report using a variety of modes for first mile travel. However, for rail transit trips attracted to the station, last mile travel is split between walking & biking and transferring modes. The significant amount of riders transferring modes likely indicates that the station serves as a key transfer hub for rail transit riders.

**Figure 14: Rail Transit Trip First/Last Mile Travel**

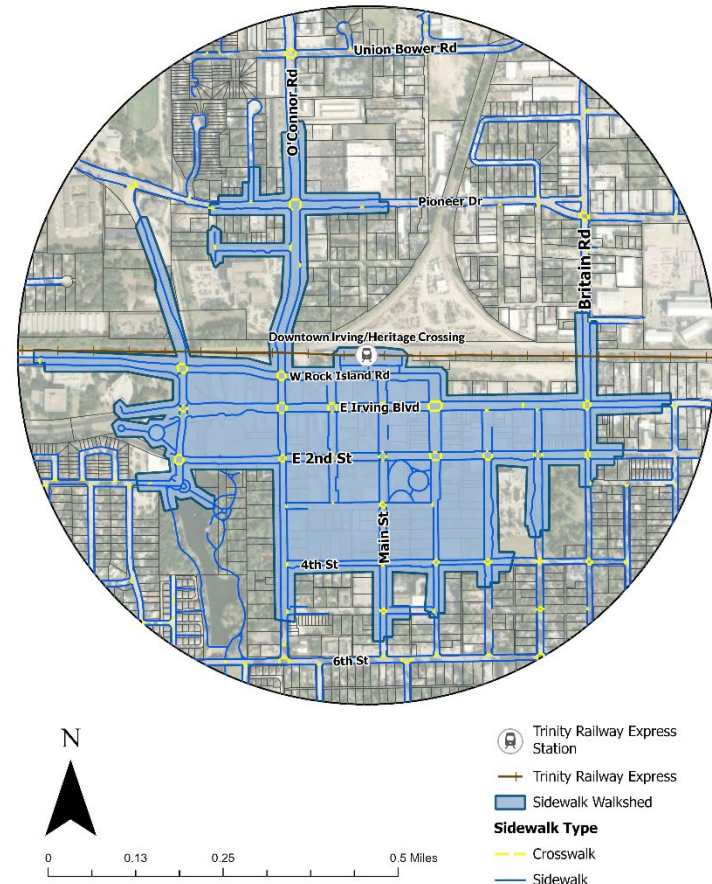


## Transportation Connections

### Existing Sidewalk Network

The Downtown Irving/Heritage Crossing station area contains 21.9 miles of existing sidewalks. The Sidewalk Walkshed covers 114.4 acres as shown in **Figure 15**. This station has a better sidewalk network than other TRE stations, likely due to its historic downtown context. However, because of the station's location next to active freight rail, the sidewalk walkshed is isolated to primarily the downtown area south of the rail line.

**Figure 15: Active Transportation Network at Downtown Irving/Heritage Crossing Station\***



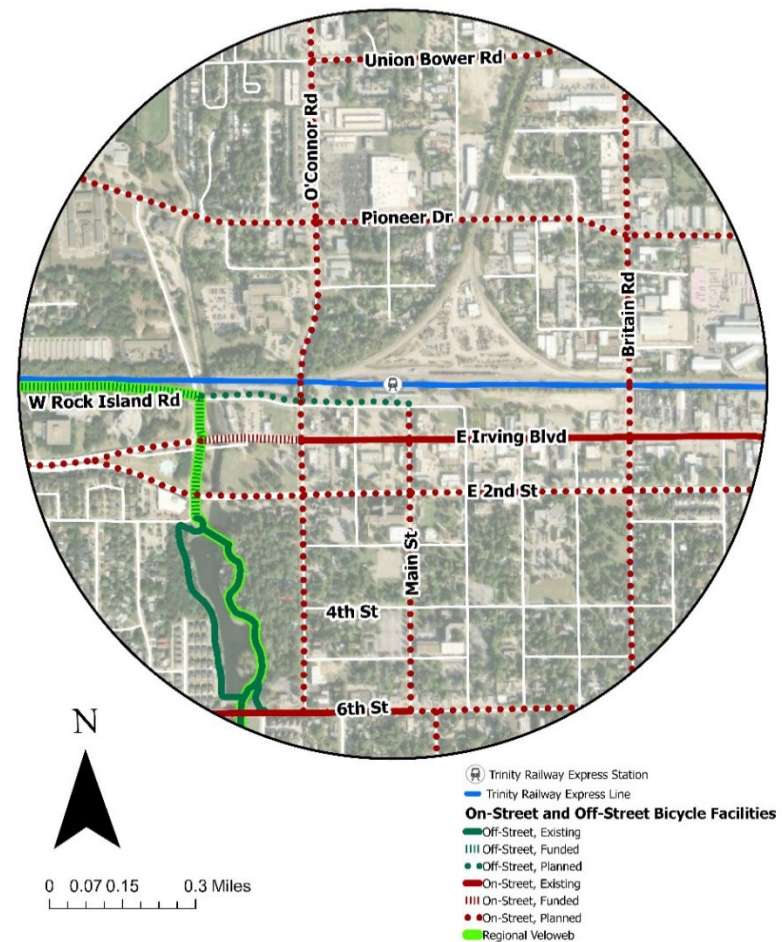
\*The sidewalk walkshed represents the area a person could walk following connected sidewalks for a half-mile.

## Bicycle Connectivity

While there is no direct bicycle connection between the Downtown Irving/Heritage Crossing Station and the surrounding street network, there is a recently installed westbound bike lane on Irving Blvd, one block from the station. It has funded future connections to a north/south off-street trail on Delaware Creek and a future trail west along Rock Island Rd/ TRE right-of-way.

The Bikeways to Trinity Railway Express (TRE) Rail Stations Study, part of the full FTA-funded study, will include evaluating implementation of additional bikeways along multiple roadways in the station area south of the TRE rail line.

Figure 16: Bicycle Connectivity at Downtown Irving/Heritage Crossing Station



## TRE TOD Strategic Plan – Existing Conditions: Downtown Irving/Heritage Crossing Station

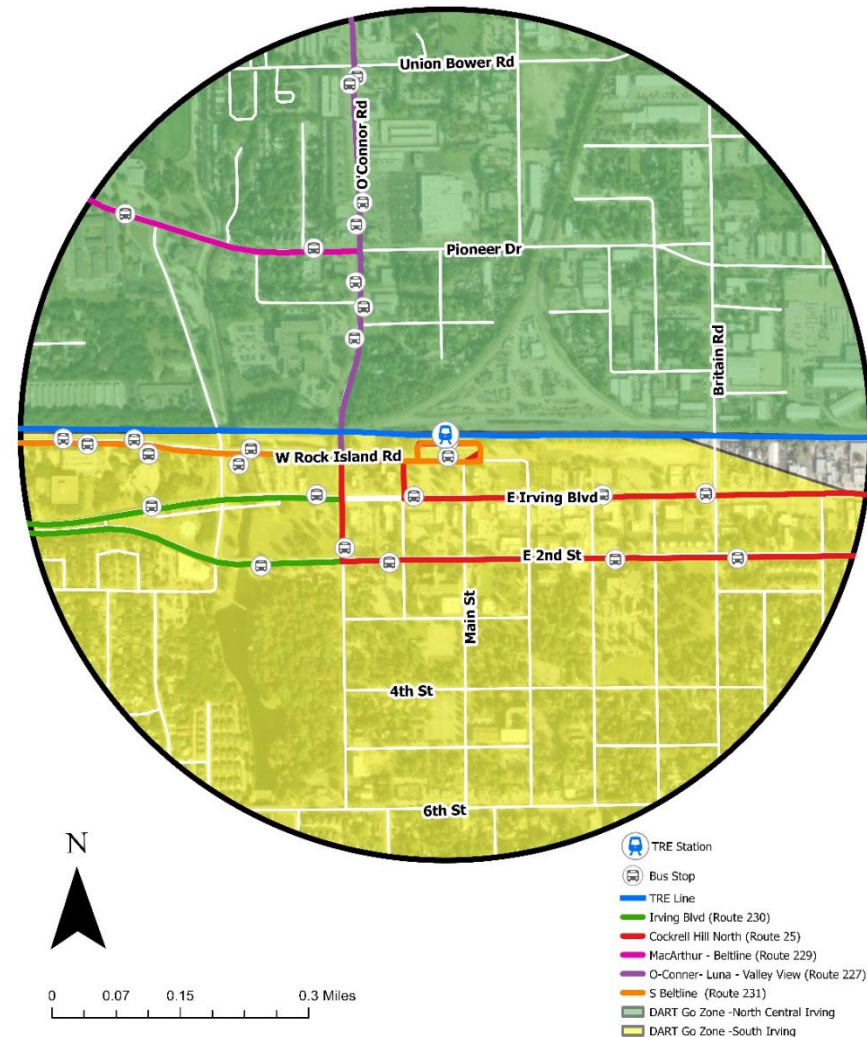
### Bus /Shuttle Connections

The Downtown Irving/Heritage Crossing Station is connected by multiple DART bus routes including:

- Cockrell Hill North (Route 25)
- O-Conner-Luna-Valley View (Route 227)
- MacArthur-Beltline (Route 229)
- Irving-Blvd (Route 230)
- S Beltline (Route 231)

Additionally, the DART Go Link service zones of North Central Irving (from TRE north to Orange Line) and South Irving (from TRE to southern end of Irving city limits) connect the surrounding area to the Downtown Irving/Heritage Crossing Station.

**Figure 17: Bus/Shuttle Connections at Downtown Irving/Heritage Crossing Station**



## Downtown Irving Station Area Key Opportunities and Challenges

Based on the existing conditions of the Downtown Irving/Heritage Crossing Station, there are several key opportunities and challenges to redeveloping the station area.

### Challenges

- Remaining vacant parcels may not have strong market or clear process for redevelopment.
- Even though the station has a strong employment base, housing density is low at only 2 units per acre.
- The station has a strong employment base, TOD-supportive zoning, and is located adjacent to a downtown urban center; however, ridership for FY 2024 is lower than the regional average.
- Compared to its peer DFW cities with downtown rail stations, Irving has more strict limits on the sale of alcohol at restaurants which may be discouraging further restaurant development.

### Opportunities

- Downtown Irving/Heritage Crossing station area contains a well-connected sidewalk network around the station with a walkable street grid.
- The Downtown Irving/Heritage Crossing station area functions as an established urban center with a strong employment base, civic uses, and existing retail.
- The City of Irving owns a significant amount of property within the station area, including several vacant parcels. Public ownership creates opportunities for catalytic redevelopment. Additionally, the recent completion of the Irving Boulevard Improvement Project highlights the city's interest in activating the station area.