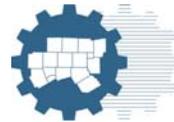


Introductions

- City of Arlington
- NCTCOG
- Freese and Nichols, Inc.
- Catalyst Urban Development, LLC



CATALYST | DEVELOPMENT

Project Purpose

- Identify action steps to continue to **support private investment** that will **provide jobs** and **increase property values**
- Provide an important **link** between Downtown, UTA and the Entertainment District
- Implementation of lasting, valuable change in the **appearance, character** and **economic function**

Study Area

- 124 Acres, One mile long, 178 parcels



Our Approach

- Planning-led development effort
- Catalyst projects
- Public involvement
- Approach to combine:
 - Traditional high-level planning
 - Proven market-driven strategies
- Realistic and feasible options
- Focused on revitalization and implementation



Freese and Nichols

- Established in 1894
- 500 employees across Texas
- Urban Planning for more than 100 Municipalities
- Multi-Disciplinary Services
- Award Winning Planning
 - Downtown Plans
 - Comprehensive Plans
 - Development Regulations
 - Economic Development
 - Urban Planning
 - Campus Planning
 - Transportation Planning

Burleson Comprehensive Plan and SH 171 Corridor Plan



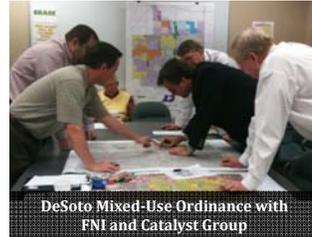
Fort Worth Urban Villages



Freese and Nichols

Similar Experience

- Burluson – SH 174
- Keller – US 377
- Weatherford – Hwy 180
- Fort Worth – SH 180 (East Lancaster Avenue)
- Fort Worth – Lancaster Avenue
- Red Oak – IH 35
- DeSoto – Hampton Road
- Dallas – Lancaster Road
- Dallas – McKinney Avenue



CATALYST
URBAN DEVELOPMENT

Proven Strategies -- Successful Places



What we've learned from these Experiences:

- Addison Circle (Addison)**
- 7th Street Transit Corridor (Fort Worth)**
- State-Thomas District (Dallas)**
- Uptown District (Dallas)**
- West Village (Dallas)**
- Midtown District (Houston)**
- DeSoto Town Center (DeSoto)**
- Legacy Town Center (Plano)**
- Lancaster Road / VA Medical (Dallas)**

- Engage the *actual* stakeholders
- Define the *real* market
- Prepare an *exciting* plan
- Anticipate *doable* financing
- Focus on *catalytic* projects

- Clearly define roles
- Envision partnerships
- Broker new relationships (city-developers-land owners)
- Implement passionately

State-Thomas TIF District – Dallas, TX

- Status: Over \$3 Billion in value added to tax base

Uptown M/U District – Dallas, TX

- Status: Over \$5 Billion in value added to tax base

Addison Circle – Addison, TX

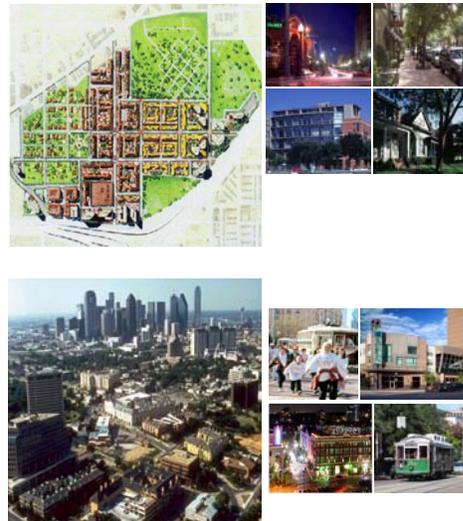
- Status: +/- \$700M in completed development

Legacy Town Center M/U District – Plano, TX

- Status: \$2 Billion+ to Plano's taxable base.

Downtown Garland

- Status: +/- \$63 Million in completed development



Market Assessment for Division Street Corridor

- Part 1: Macro Market Factors
 - Job Growth (State and MSA)
 - Population Growth (State and MSA)
 - MSA Trends and Growth Patterns
 - MSA Traffic Framework and Congestion
 - Proximity to MSA Market Nodes
- Part 2: Macro Market Investment Factors
 - Investment and Market Prospects (By Category)
 - Trade Area Designation
- Part 3: Trade Area Trends
 - Demographic Characteristics
 - Building Permit Comparisons
 - Crime Statistics
- Part 4: Study Area Dynamics
 - Opportunity Site Compilation Analysis
- Part 5: Programming Analysis
 - UTA Potential
 - Downtown Potential

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The Market Assessment Itself

- We believe a market assessment serves two purposes:
 - Strengthen an understanding of an area’s market context and potential
 - Derive a program for planning and implementation strategy
 (and this process is particularly important within a challenging economy)

Negative Perceptions

The Positives

“The National Economy” ----->	Texas is a shining star
“Arlington isn’t in DFW’s growth areas” ----->	DFW growth can supersede
“Downtown Arlington has struggled” ----->	UTA and Cowboys Stadium
“Division Street’s identity is challenged” ----->	The purpose of this effort

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Macro Market

MSA JOB GROWTH RATES

City	State	August 2011 Jobs (Thousands)	August 2010 Jobs (Thousands)	2010 2011 Percent Change	August 2007 Jobs (Thousands)	2007 2011 Percent Change
Houston-Baytown-Sugar Land	TX	2,595.6	2,530.0	2.6%	2,607.2	-0.4%
Seattle-Tacoma-Bellevue	WA	1,669.9	1,635.1	2.1%	1,769.6	-5.6%
Boston-Cambridge-Quincy	MA	2,466.1	2,415.5	2.1%	2,496.8	-1.2%
Phoenix	AZ	1,698.6	1,667.3	1.9%	1,818.0	-6.6%
Dallas-Ft Worth-Arlington	TX	2,915.1	2,864.9	1.8%	2,971.1	-1.9%
Minneapolis-St. Paul-Bloomington	MI	1,717.0	1,690.7	1.6%	1,792.9	-4.2%
Pittsburgh	PA	1,142.4	1,125.5	1.5%	1,151.1	-0.8%
New York City	NY	3,740.7	3,686.6	1.5%	3,799.5	-1.5%
Warren-Farmington Hills-Troy	MI	1,061.9	1,046.8	1.4%	1,128.9	-5.9%
Detroit-Warren-Livonia	MI	1,749.5	1,725.0	1.4%	1,868.1	-6.3%
Tampa-St. Petersburg-Clearwater	FL	1,130.1	1,115.3	1.3%	1,184.8	-4.6%
Miami-Fort Lauderdale-Pompano Beach	FL	2,196.5	2,171.7	1.1%	2,293.8	-4.2%
San Diego-Carlsbad-San Marcos	CA	1,235.5	1,222.0	1.1%	1,299.3	-4.9%
Santa Ana-Anaheim-Irvine Metro Div	CA	1,359.1	1,347.4	0.9%	1,478.8	-8.1%
Cleveland-Elyria-Mentor	OH	1,005.4	997.0	0.8%	1,064.3	-5.5%
St. Louis	MO	1,302.9	1,292.8	0.8%	1,344.5	-3.1%

- Texas has the highest State ranking
- DFW is 5th best in the Nation

Source: Bureau of Labor Statistics and Stewart Title

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Houston Office | 281.411.1111

Macro Market

COMPARATIVE POPULATION FORECASTS

	2000	2030	Percent Change
Ohio	11,353,140	11,550,528	1.7%
Pennsylvania	12,281,054	12,768,184	4.0%
West Virginia	1,808,344	1,719,959	-4.9%
United States	281,421,906	363,584,435	29.2%
Texas	20,851,820	33,317,744	59.8%
Florida	15,982,378	28,685,769	79.5%

<http://www.census.gov/population/www/projections/files/PressTab1.xls>

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Macro Market

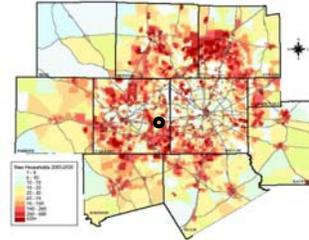
POPULATION AND EMPLOYMENT FORECASTS

DFW MSA Population Forecast

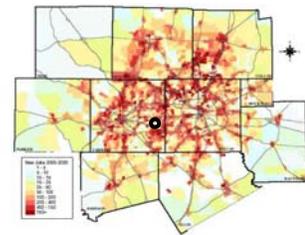
2000	5,161,544
2005	5,826,170
2010	6,606,727
2015	7,520,708
2020	8,585,596
2025	9,829,216
2030	11,269,335
2035	12,925,209
2040	14,817,002

Source: Texas State Data Center

Household Growth – 2000-2030



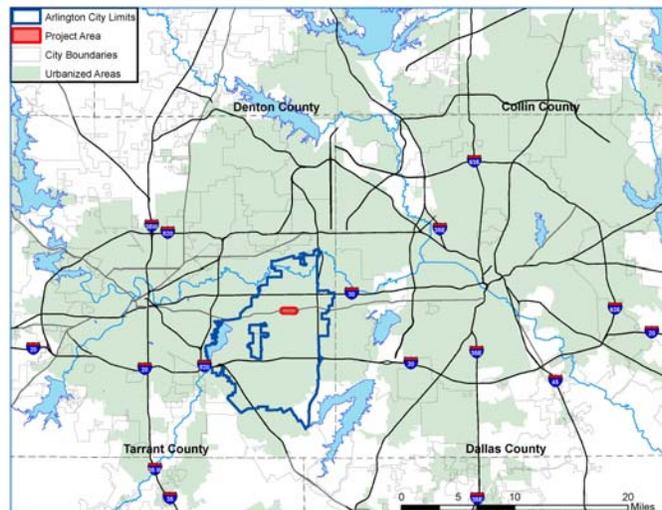
Employment Growth – 2000-2030



Source: North Central Texas Council of Governments

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Macro Area STUDY AREA



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

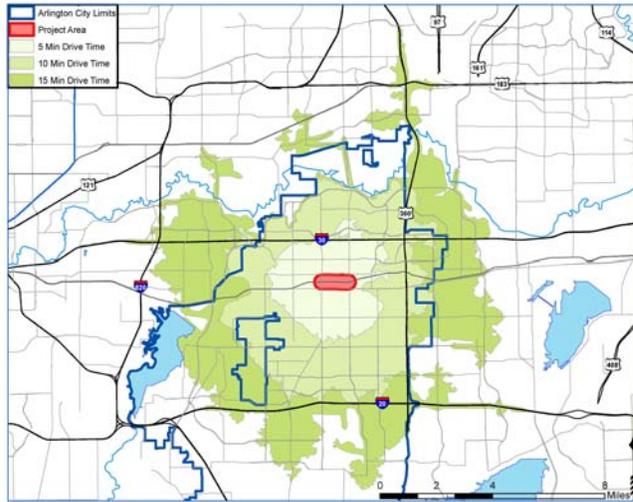
- The study area is an urbanized infill location within Arlington and the region
- This context requires non-traditional real estate approaches to attract investment

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Market Area

DRIVE TIMES AND POPULATION TRENDS

The study area is at the geographic center of Arlington, accessible by a large population, but not within a center of market awareness.



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

Drive Times	Population		Household Income		Number of HH	
	2000	2010	2000	2010	2000	2010
5	122,334	108,177	\$ 45,563	\$ 42,946	47,879	40,706
10	274,924	285,260	\$ 52,497	\$ 47,383	108,926	109,534
15	510,380	610,989	\$ 54,707	\$ 51,725	196,950	227,878

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UTA Strategic Plan

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

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

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



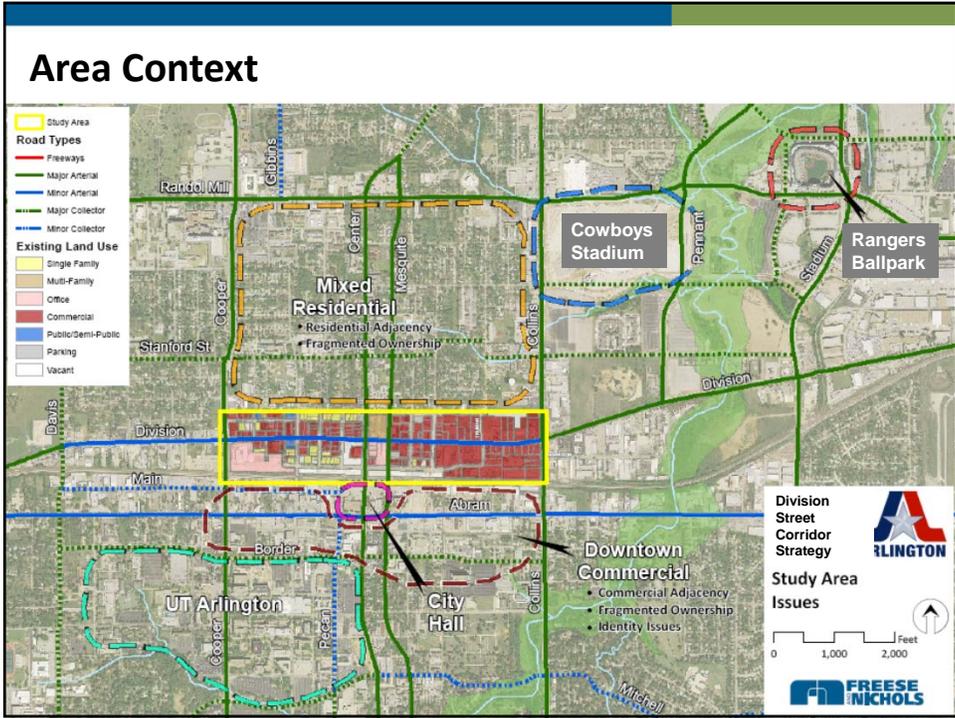
Urban village character of the UTA Master Plan vision



UTA Campus Master Plan -- 2020

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

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Key Issues

This section illustrates seven key issues through a collage of photographs:

- Creating an Identity:** Shows a street scene with a 'PAMM' sign, a modern building with flags, and a wide street with utility poles.
- Circulation:** Shows a person walking on a sidewalk and a close-up of a curb cut.
- Public Involvement:** Shows people gathered around a table, looking at a map.
- TxDOT Requirements:** Shows highway signs for 157 WEST and 180.
- Connectivity to Other Areas:** Shows a building with a large overhang.
- Market Opportunities:** Shows a parking lot with several cars.
- Perception:** Shows a street scene with cars and a person walking.

Planning History

Central Sector Plan, 1999

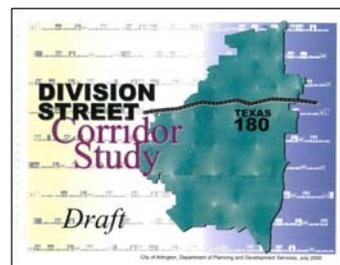
- High level **policy statements** from community input
- Concludes with **strategies and action items**
- Sound **planning principles**
- Identifies **historic** structures



Planning History

Division Street Corridor Study, 2000

- Outcome of the Central Sector Plan
- SWOT and **identifies key issues**
 - Need for incentives and TIF
 - Utility line and crime as issues
 - Flexible standards



Planning History

City of Arlington: Downtown Master Plan, 2004

- Division Corridor one of eight **districts**
- **Improve streetscape** on Division
- **Auto-oriented** corridor to support Abram



Planning History

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

- Produced by **business and property owners**
- Clearly stated issues with **goals and actions items**
 - Supports incentives
 - Recognizes aesthetic issues
 - Work with city to meet goals

Policy Development

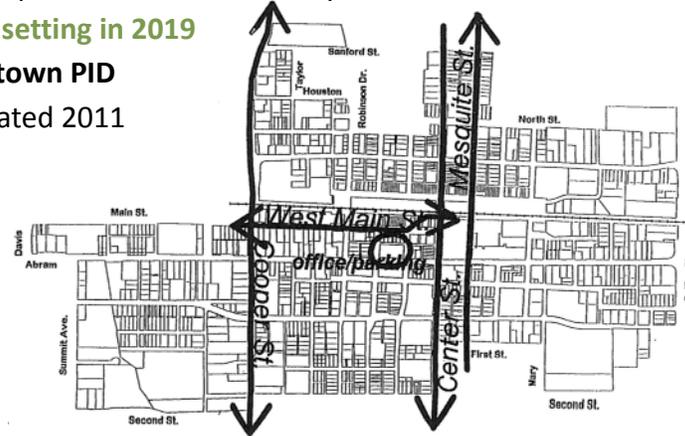
Tax Increment Reinvestment Zone Number One

- Anticipated public improvements were envisioned for Center and Mesquite Streets within study area

- **Sunsetting in 2019**

Downtown PID

- Created 2011



Recent Policy Developments

City of Arlington Thoroughfare Development Plan, 2011

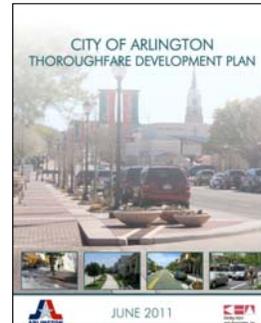
- Division as minor arterial with 4 lanes, **capacity stays the same**

City of Arlington Hike and Bike System Master Plan, 2011

- Key **sidewalk gaps** and need for crosswalks
- Bike routes on Center and Mesquite Streets
- **No bike facilities on Division**

Front and Center Redevelopment Proposal, 2011

- Urban Design Center study
- Use **parkland as link** to downtown



Current Zoning Structure

Downtown Business (DB) District

Downtown Neighborhood (DN) Overlay District

Mixed Use (MU) District

- Property owner may apply for MU as base zoning
- Allowed in DB and DN districts

Downtown Design Standards

- For DB, DN and the Division Street properties
- Design guidelines
- IDs study area as link between Downtown and Entertainment district and as gateway to Arlington

Corridor Vision

- Clearly stated issues, goals and objectives, **DO MOST STILL APPLY?**
- Recognized as both auto-dominate corridor and mixed-use pedestrian-oriented place, **IS THIS A CONFLICT?**
- **2004 Vision Statement**

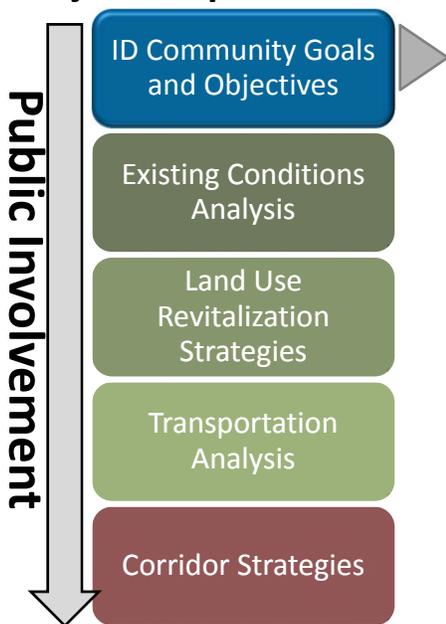
*“to create a unique, attractive, and safe business corridor, building on its historical base, with a diverse mix of stable businesses supported through close association of property and business owners and through cooperative efforts with city and state government and utility companies”, **DOES IT STILL APPLY?***

Public Involvement

- Continuous throughout process
- Online website survey
- DCAC Meetings
- Public Workshops

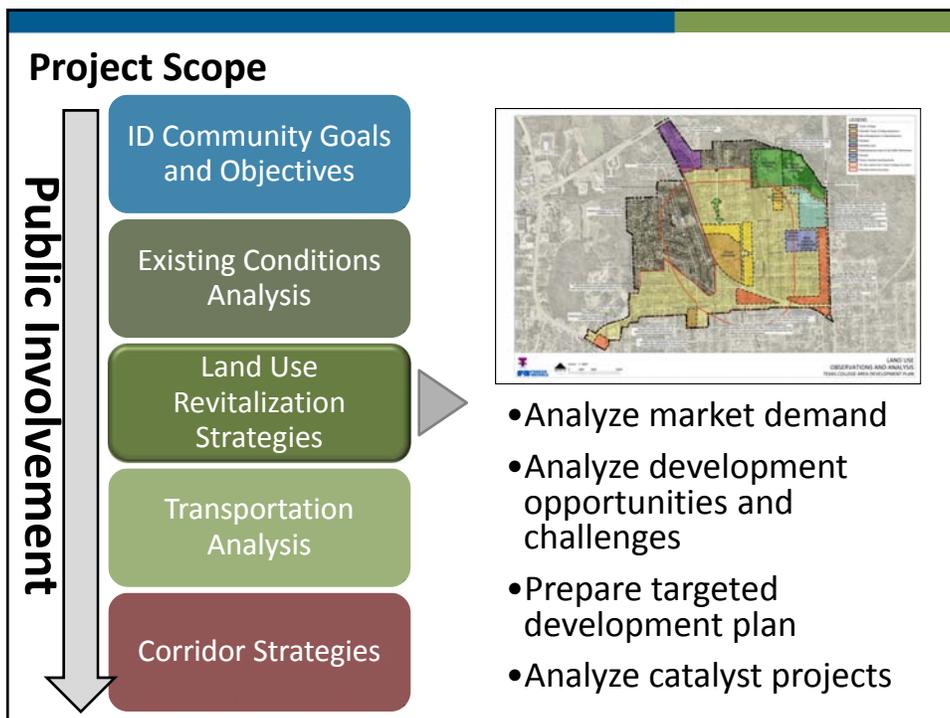
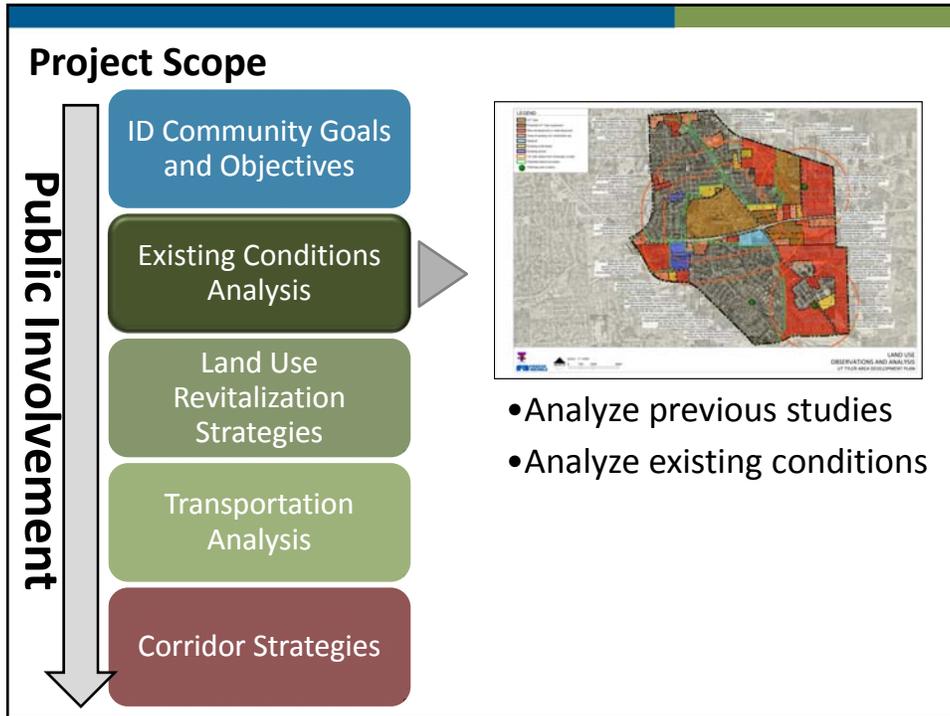


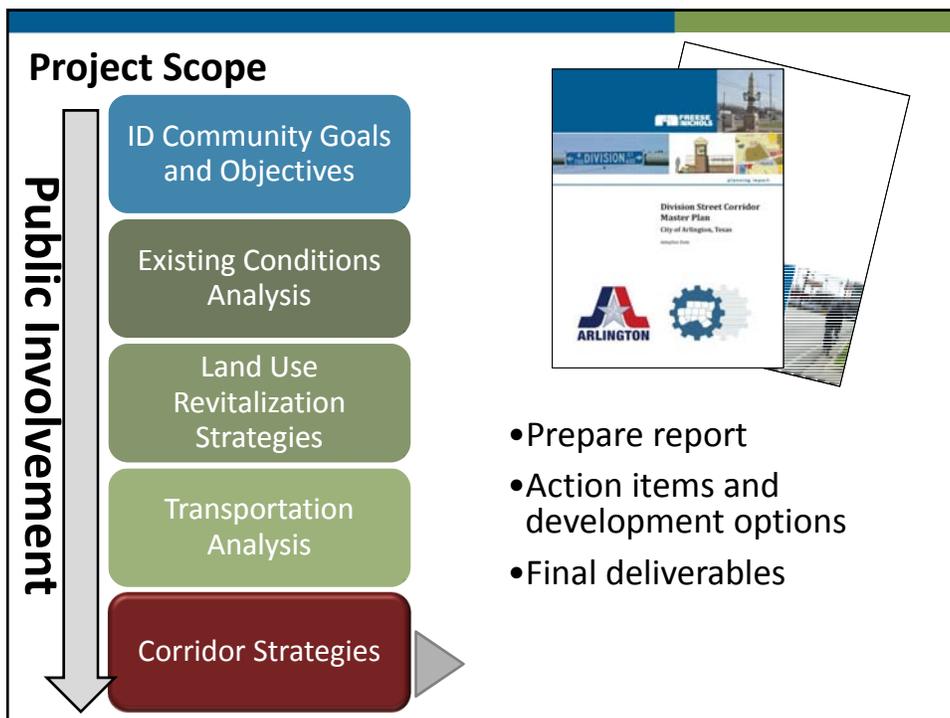
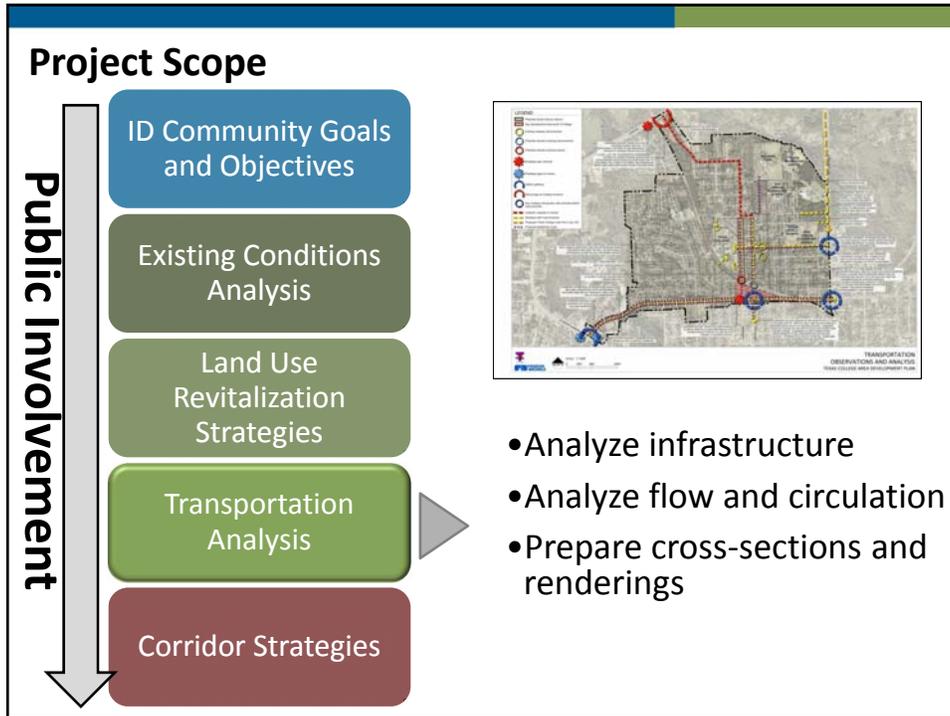
Project Scope



- DCAC oversight
- Stakeholder Meetings
- Local input
- Build consensus
- Project review







Schedule

Meetings/Deliverables
Project Mobilization/Goals and Objectives/Data Gathering (Jan. - Feb.)
DCAC Meeting #1: Kick off, existing conditions, discussion
Existing Conditions/Visioning (Feb. - April)
DCAC Meeting #2: Stakeholder input review, preliminary findings
Public Meeting #1: Project overview to date/public input
Council Committee Meeting #2: Project overview to date, public/DCAC input summary
Analysis of Transportation/Revitalization (April - June)
DCAC Meeting #3: Analysis review, preliminary recommendations
Public Meeting #2: Analysis review, preliminary recommendations, public input
Council Committee Meeting #3: Analysis review, public input summary
Recommendations (May - Sept.)
DCAC Meeting #4: Present draft plan
Public Meeting #3: Present Draft Plan
Council Committee Meeting #4: Present Draft Plan
Adoption (Oct. - Dec.)
P&Z Public Hearing
Council Public Hearing
Council Adoption

DCAC Involvement

4 DCAC meetings

- Tentative Dates:
 - January 19th
 - March 8th
 - May 10th
 - August 9th



3 Public Meetings

- Tentative Dates:
 - March 29th
 - May 24th
 - August 23rd
- Public Hearings
- Survey

Expectations for the DCAC

- Provide local stakeholder input
- Assist with development of strategies
- Review recommendations
- Champion project
- Act as public liaison



Discussion

- What is most important to you?
- What is your vision for the study area?
- What is still applicable from previous studies?
- What should we promote or preserve?
- How would you redevelop?



What's Next?

- www.divisioncorridorstrategy.com
- Continue existing conditions analysis and market study
- DCAC meeting, March 8 (tentative)
- Public meeting, March 29 (tentative)

FREESE AND NICHOLS

W DIVISION ST
700 600

ARLINGTON

THANK YOU