



**DISCOVER
DIVISION**

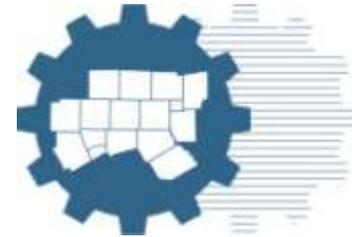
DIVISION STREET CORRIDOR STRATEGY

Arlington, Texas

March 8, 2012

Welcome

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



CATALYST | DEVELOPMENT

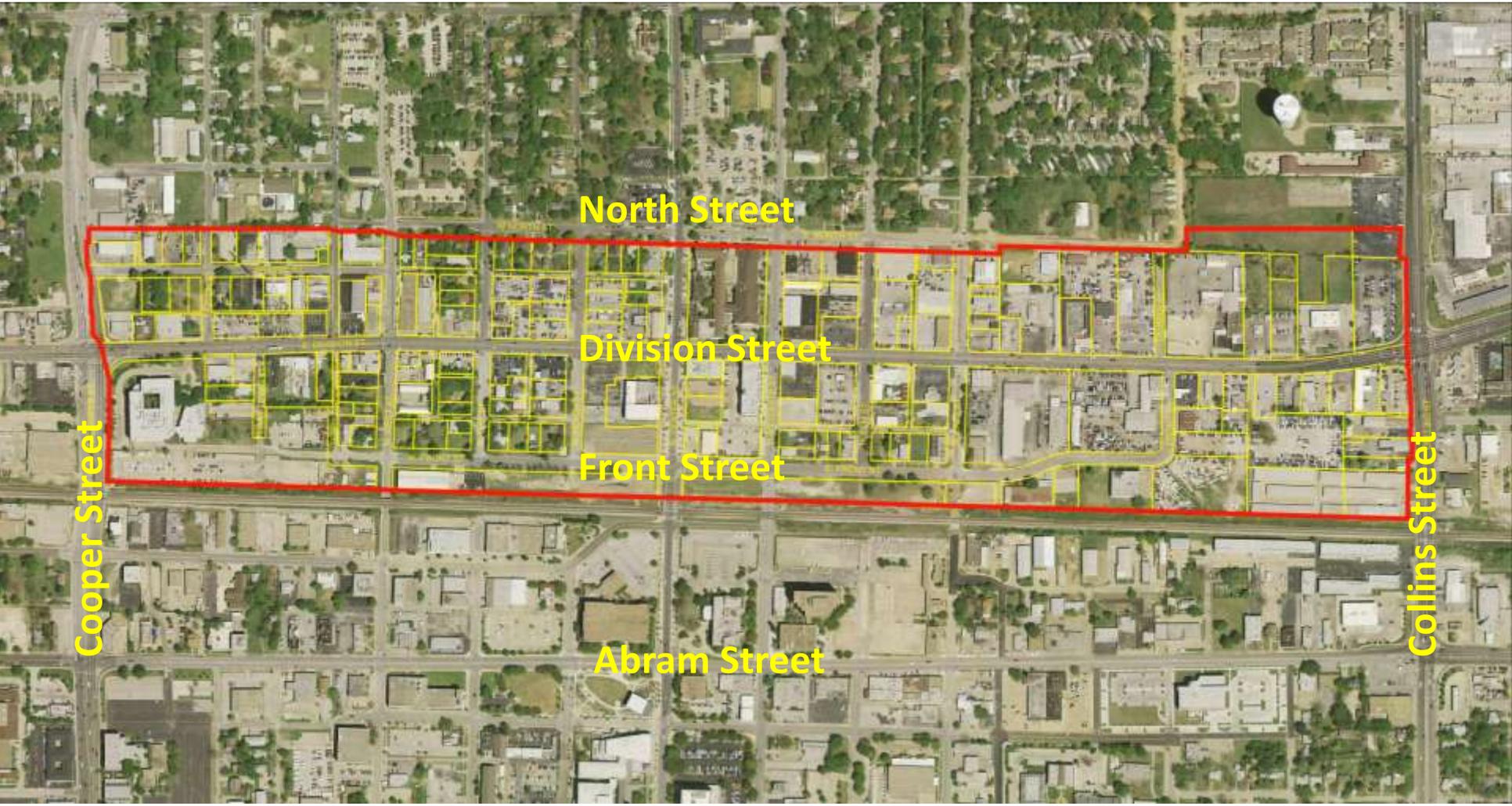
Project Purpose

- Identify action steps 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



DCAC Meeting #1: January 19, 2012

- Planning History
- Policy Development
- Key Issues and Current Vision
- Zoning Structure
- Project Scope
- Public Involvement
- Expectations for DCAC
- **Walking Tour**



Stakeholder Meetings

Four Meetings

- Feb. 15, Utilities and Streetscape
- Feb. 16, Land Owners
- Feb. 27, Land Owners
- Feb. 28, UTA



Stakeholder Meetings

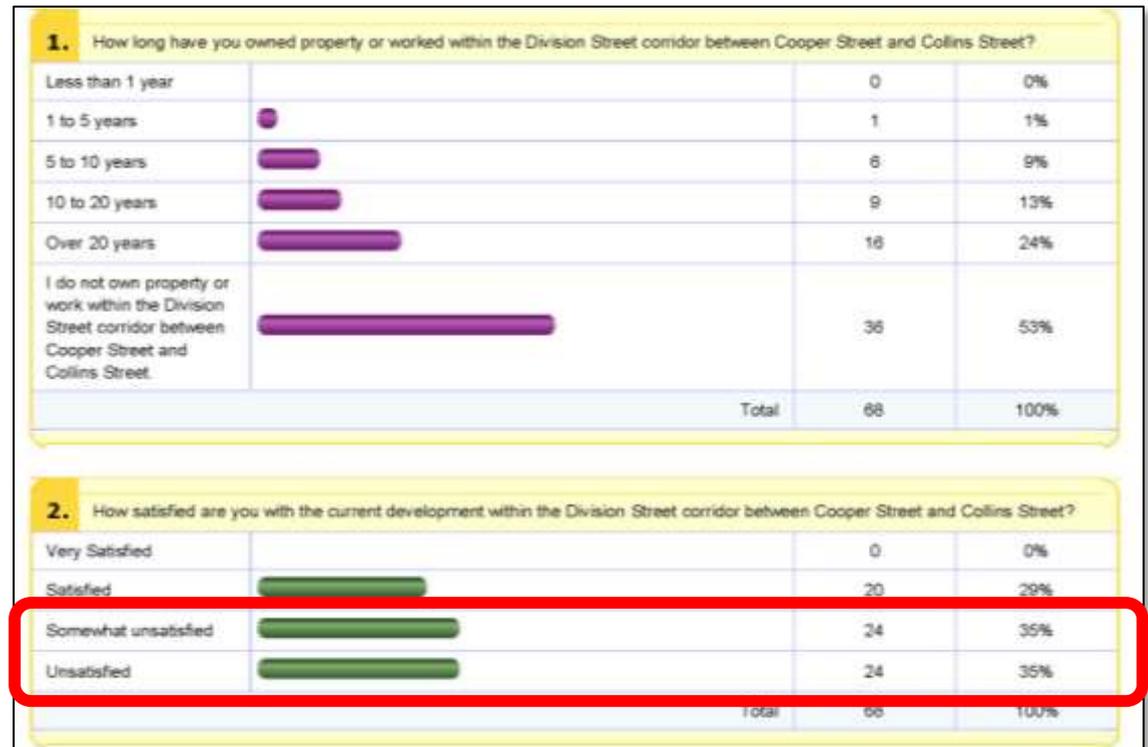


Key Findings

- Utility relocation is possibility
 - Significant cost and 10' easement necessary
 - Burial
 - Relocation to North Street or Front Street
 - Consolidate on south side of Division Street
- Used car business is doing quite well
- Opportunities for catalyst project on key properties, close to Center Street
- UTA is market driver but is more focused on collaboration south of rail corridor

Online Survey

- 19 question survey for community input
- 68 responses to date
- 70% somewhat unsatisfied or unsatisfied with current development



Online Survey

Other Notable Responses

- 64%, both *vehicular and pedestrian orientations*
- Best opportunities with *UTA and Downtown*
- *Challenges with poor appearance* and existing development
- 63% feel *linking Downtown and Entertainment* is very important
- 60% feel *utility poles degrade* corridor
- Majority feel *vision is still appropriate*
- Promote *history*

10.

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

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

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

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

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Very Appropriate	Somewhat Appropriate	Somewhat Inappropriate	Very Inappropriate	N/A
	1	2	3	4	N/A
Dillard's)	7% 7	16% 16	26% 26	49% 49	1% 1
Super retailers (ex. Target)	9% 6	22% 15	24% 16	43% 29	3% 2
Small, local retailers	69% 47	25% 17	3% 2	1% 1	1% 1
Auto sales	15% 10	22% 15	24% 16	37% 25	3% 2
Gas stations, convenience stores	18% 12	40% 27	32% 22	10% 7	0% 0
Entertainment venues	66% 45	24% 16	6% 4	4% 3	0% 0
Full service (sit-down) restaurant	75% 51	18% 12	4% 3	3% 2	0% 0
Fast food restaurants	24% 16	44% 30	22% 15	10% 7	0% 0
Single category food shops (ex. bakery)	51% 35	40% 27	6% 4	3% 2	0% 0
Maintenance and repair services	12% 8	25% 17	34% 23	28% 19	1% 1
Office suites/business parks	26% 18	46% 31	22% 15	6% 4	0% 0
Family practice	12% 12	30% 30	20% 20	6% 6	0% 0

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

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting	Very Appropriate	Somewhat Appropriate	Somewhat Inappropriate	Very Inappropriate	N/A
Family practice medical offices	12 18%	30 44%	20 29%	6 9%	0 0%
Mixed use style developments (places where people can live, shop, and work in one location)	34 50%	26 38%	3 4%	5 7%	0 0%
Residential - Townhouses/Condos	19 28%	28 41%	15 22%	6 9%	0 0%
Residential - Senior living	7 10%	22 32%	22 32%	16 24%	1 1%
Residential - Multi-family	8 12%	17 25%	19 28%	23 34%	1 1%
Residential - Single family	6 9%	15 22%	22 33%	23 34%	1 1%
Light Industrial (warehousing)	2 3%	9 13%	18 26%	37 54%	2 3%
Heavy Industrial (manufacturing)	2 3%	1 1%	13 19%	50 74%	2 3%

12.

How important or unimportant are the following to you in terms of the Division Street corridor's quality of life and business development?

Top number is the count of respondents selecting the option. Bottom % is percent of the	Very Important	Important	Unimportant	Very Unimportant	N/A
New sidewalks	32 47%	27 40%	7 10%	2 3%	0 0%
New curbs	28 41%	26 38%	12 18%	1 1%	1 1%
Attractive landscaping	39 57%	22 32%	5 7%	2 3%	0 0%
On-street parking	19 28%	17 25%	25 37%	6 9%	1 1%
Availability of residential uses	12 18%	24 35%	20 29%	10 15%	2 3%
An effective roadway network	26 38%	33 49%	5 7%	4 6%	0 0%
Employment opportunities	30 44%	25 37%	8 12%	4 6%	1 1%
Enhancing the corridor's identity	33 49%	24 35%	8 12%	3 4%	0 0%
Public art	18 26%	27 40%	15 22%	8 12%	0 0%
Mixed use development (places where people can shop, live and work in one location)	34 50%	23 34%	4 6%	7 10%	0 0%

Market Assessment

- 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 National Economy” ----->

“Arlington isn’t in DFW’s growth areas” ----->

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

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

The Positives

Texas is a shining star

DFW growth can supersede

UTA and Cowboys Stadium

The purpose of this effort

Macro Market

MSA JOB GROWTH RATES

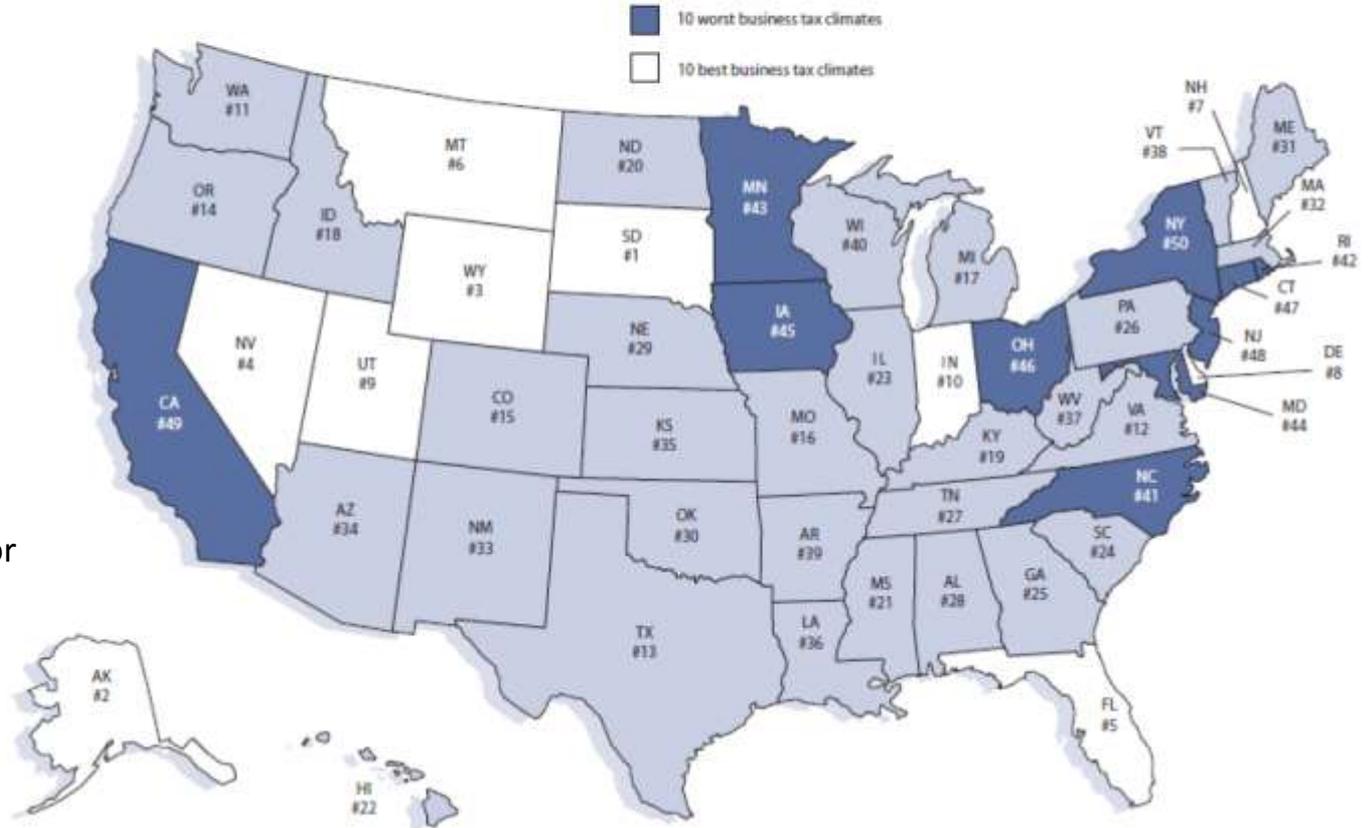


City	State	August 2011 Jobs (Thousands)	August 2010 Jobs (Thousands)	2010 2011 Percent Change	August 2007 Jobs (Thousands)	2007 2011 Percent Change
Houston-Baytown-Sugar Land	TX	2,595.6	2,530.0	2.6%	2,607.2	-0.4%
Seattle-Tacoma-Bellevue	WA	1,669.9	1,635.1	2.1%	1,769.6	-5.6%
Boston-Cambridge-Quincy	MA	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

Macro Market – *Factors*

STATE BUSINESS TAX ENVIRONMENT RANKING -- (Texas is 13th)



“There is no such thing as a national real estate market or a national economy...and...
Jobs are Everything.”

Dr. Ted Jones, Chief Economist
Stewart Title National

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>

Macro Market

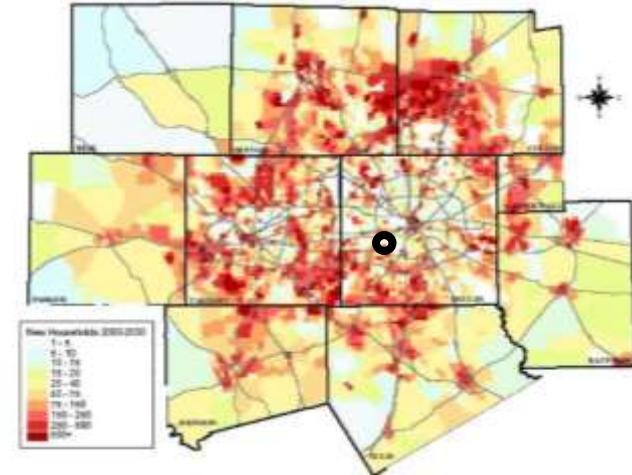
POPULATION AND EMPLOYMENT FORECASTS

DFW MSA Population Forecast

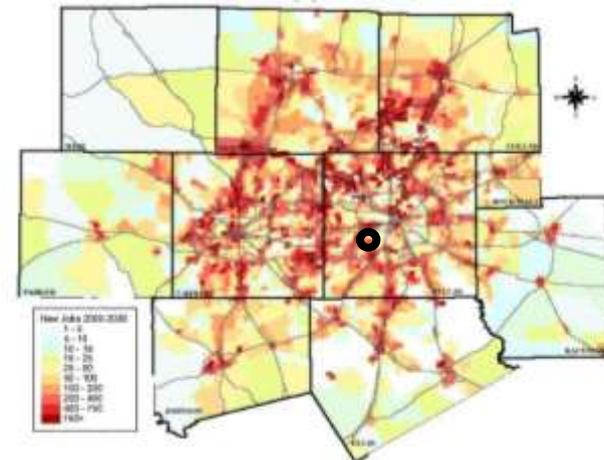
2000	5,161,544
2005	5,826,170
2010	6,606,727
2015	7,520,708
2020	8,585,596
2025	9,829,216
2030	11,269,335
2035	12,925,209
2040	14,817,002

Source: Texas State Data Center

Household Growth – 2000-2030

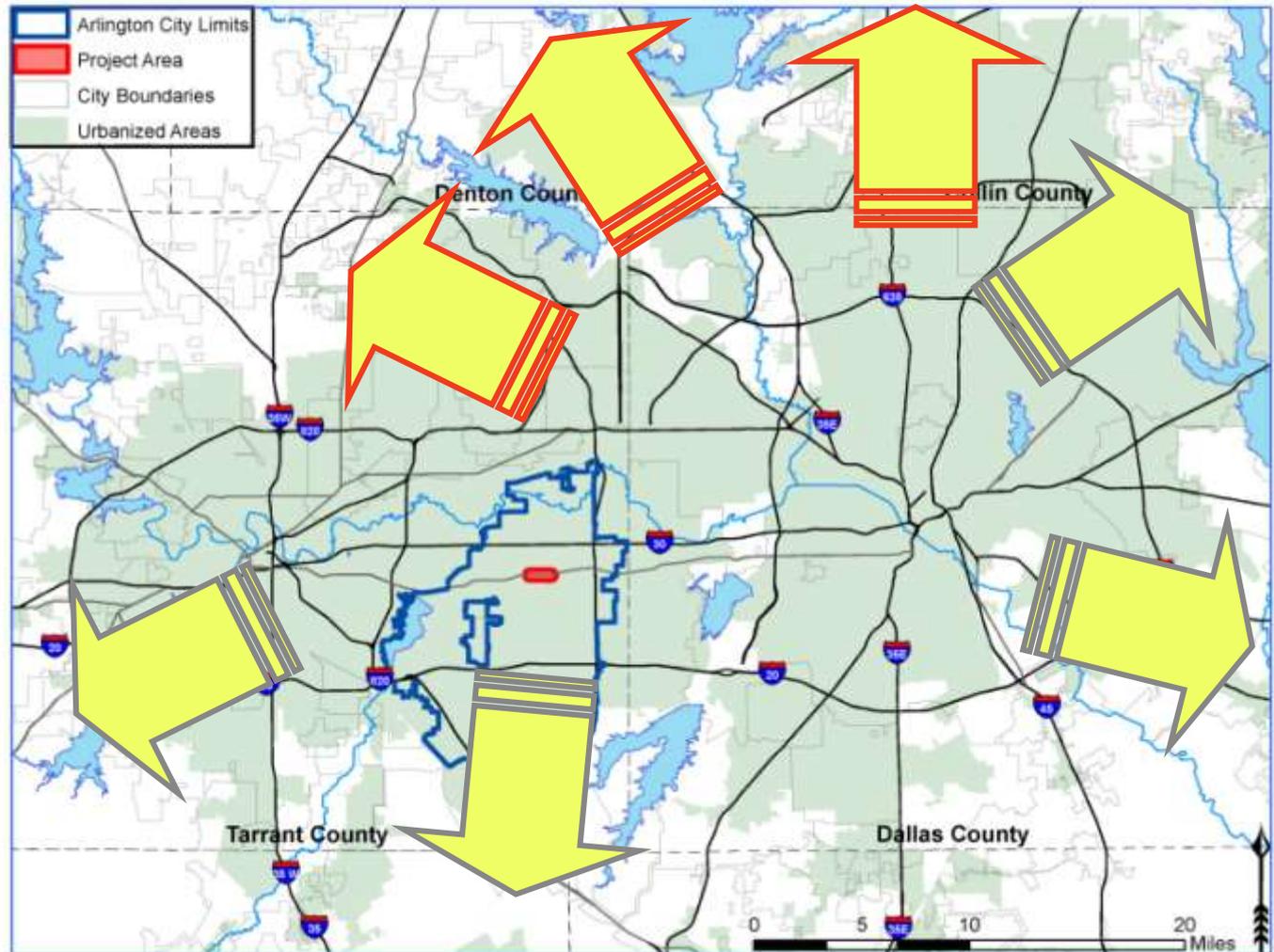


Employment Growth – 2000-2030



Macro Area

GROWTH AREAS

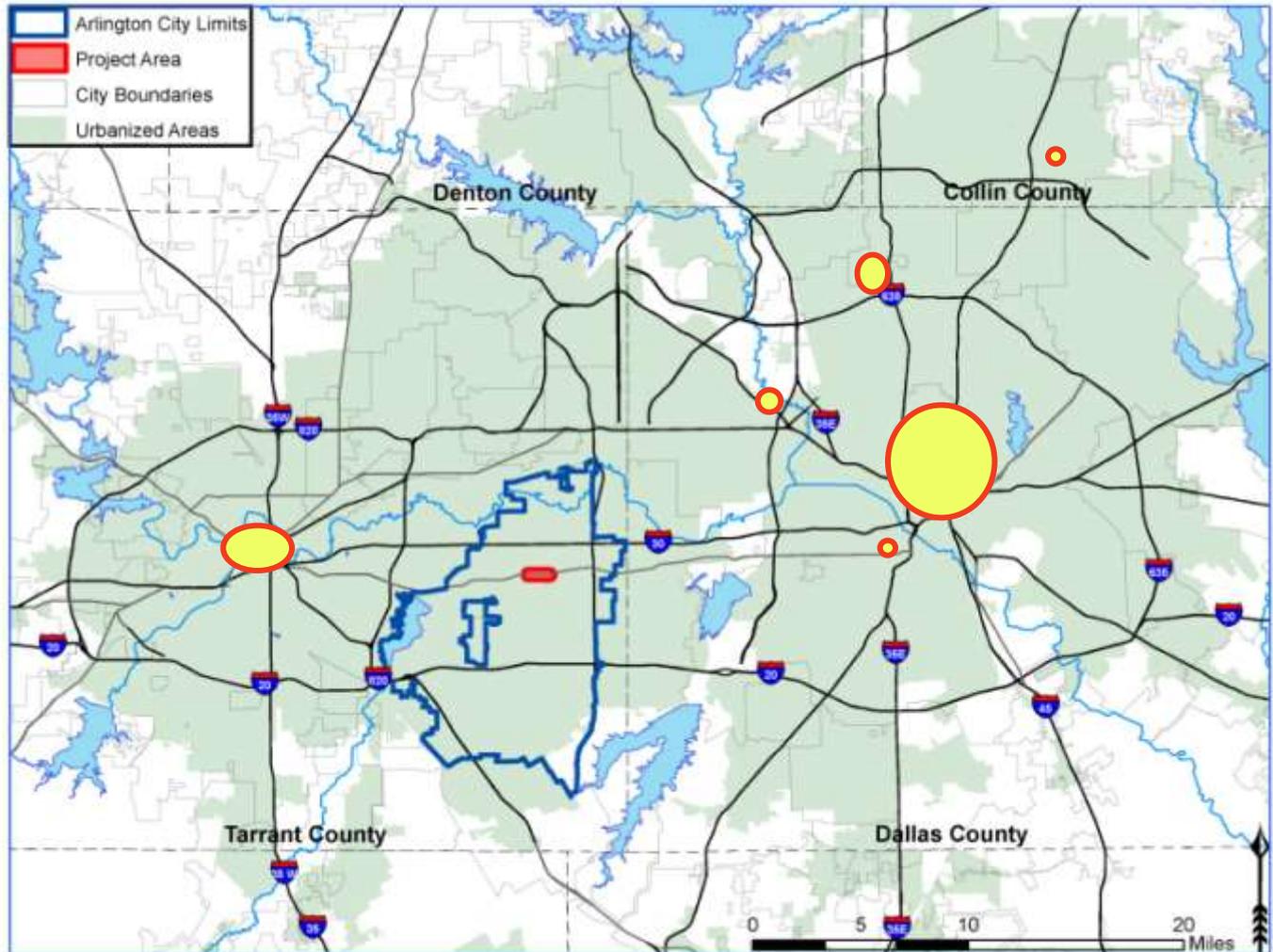


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- The study area is not within the regional growth corridors (primarily suburban/ex-urban).
- As such, inducing market interest will require a specific market and PR strategy.

Macro Area

URBAN INFILL AREAS



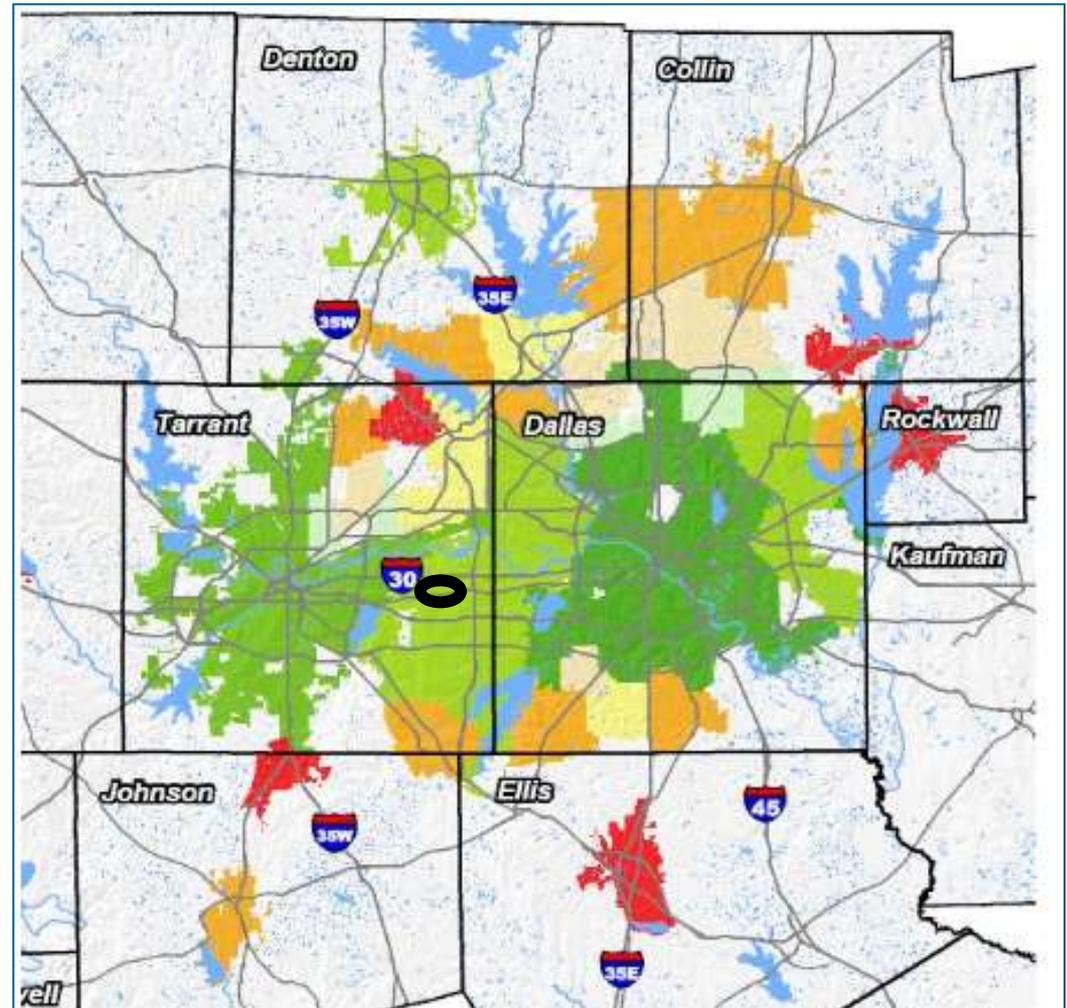
Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- The study area is not within market-aware urban redevelopment areas
- This will also require a specific market and PR strategy to induce interest.

Macro Area

AGE OF DEVELOPMENT PATTERN

Decade When Population Reached 25,000

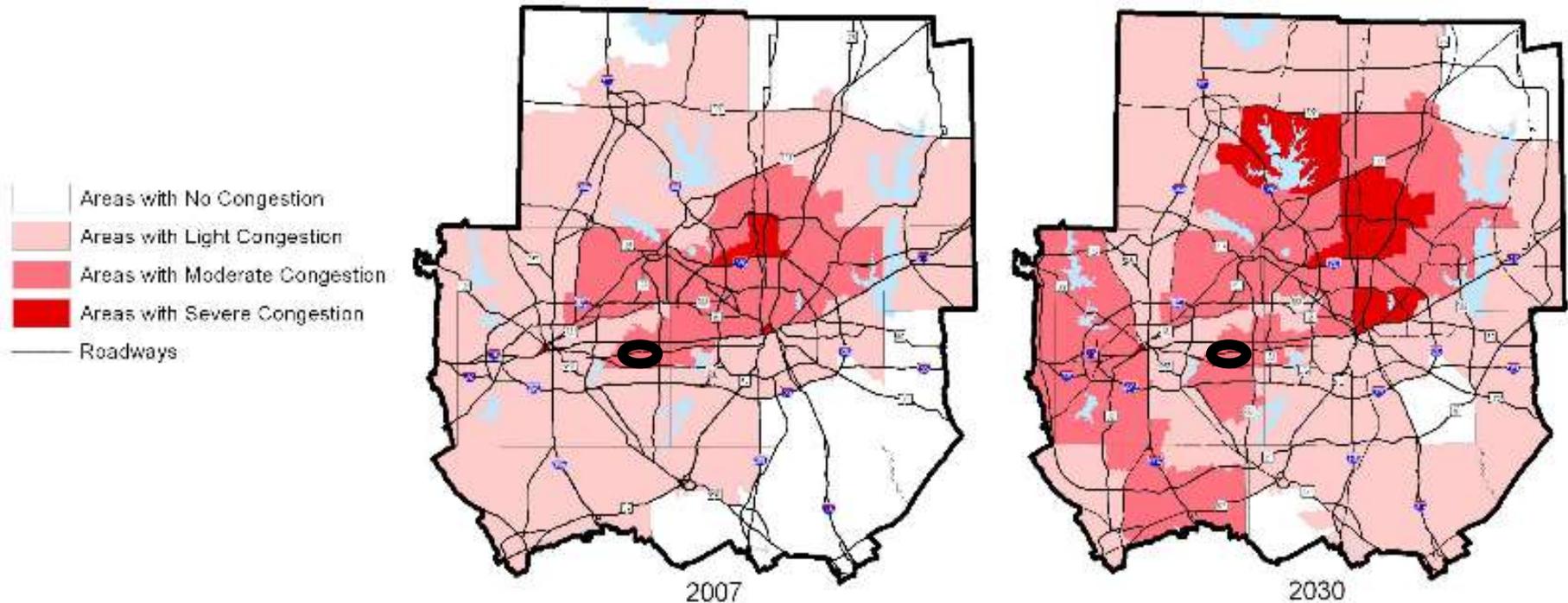


Source: North Central Texas Council of Governments, Catalyst Group

- The study area is a part of the DFW Metroplex that primarily developed in the 1950's and 1960's, with an aged building stock that is mainly outdated.

Macro Area

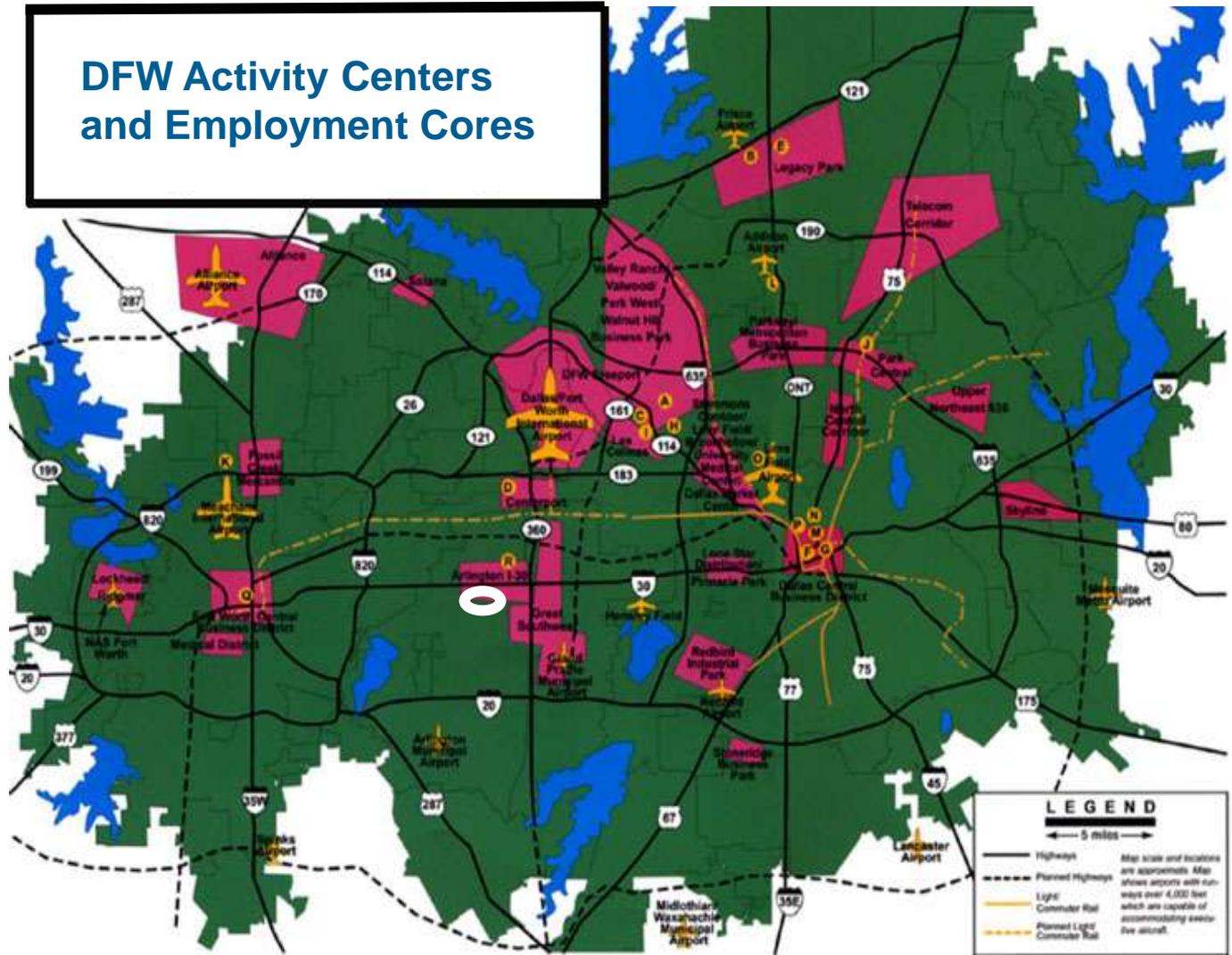
CONGESTION FORECAST



Source: North Central Texas Council of Governments, Catalyst Group

- Forecasted congestion doesn't change by 2030 – a positive.
- Study area continues to be on the edge of congestion rather centered in areas with severe congestion (as primary areas of current market interest will be)

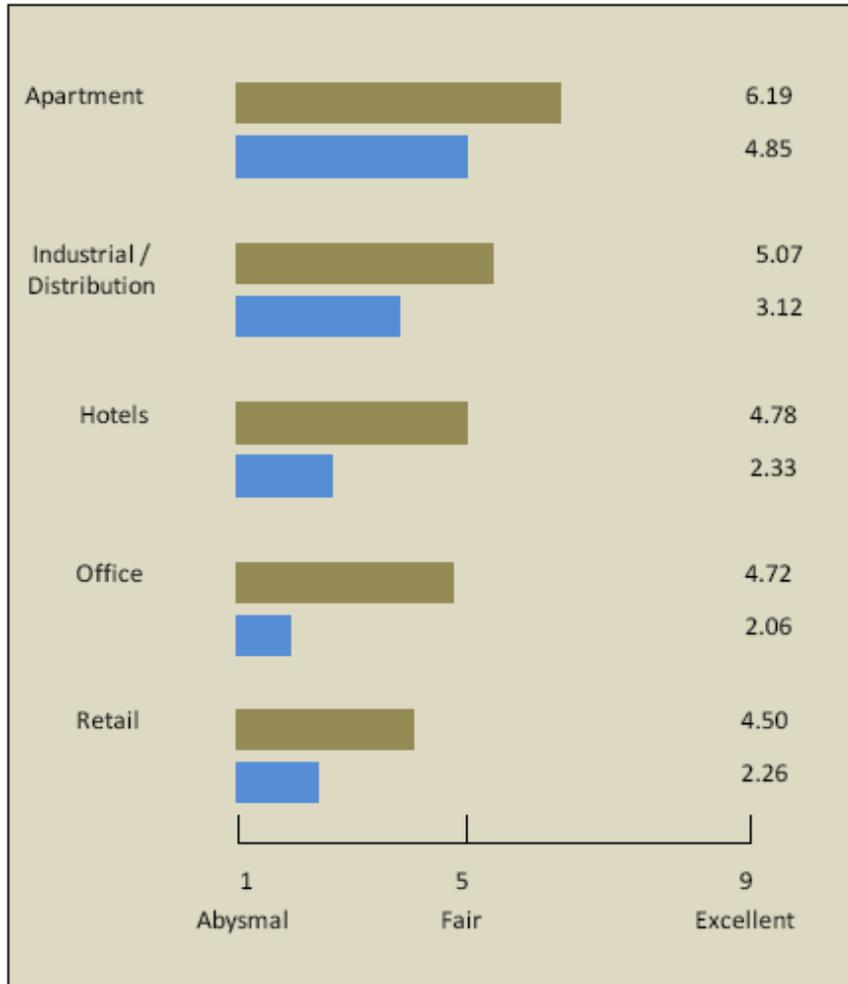
Macro Area



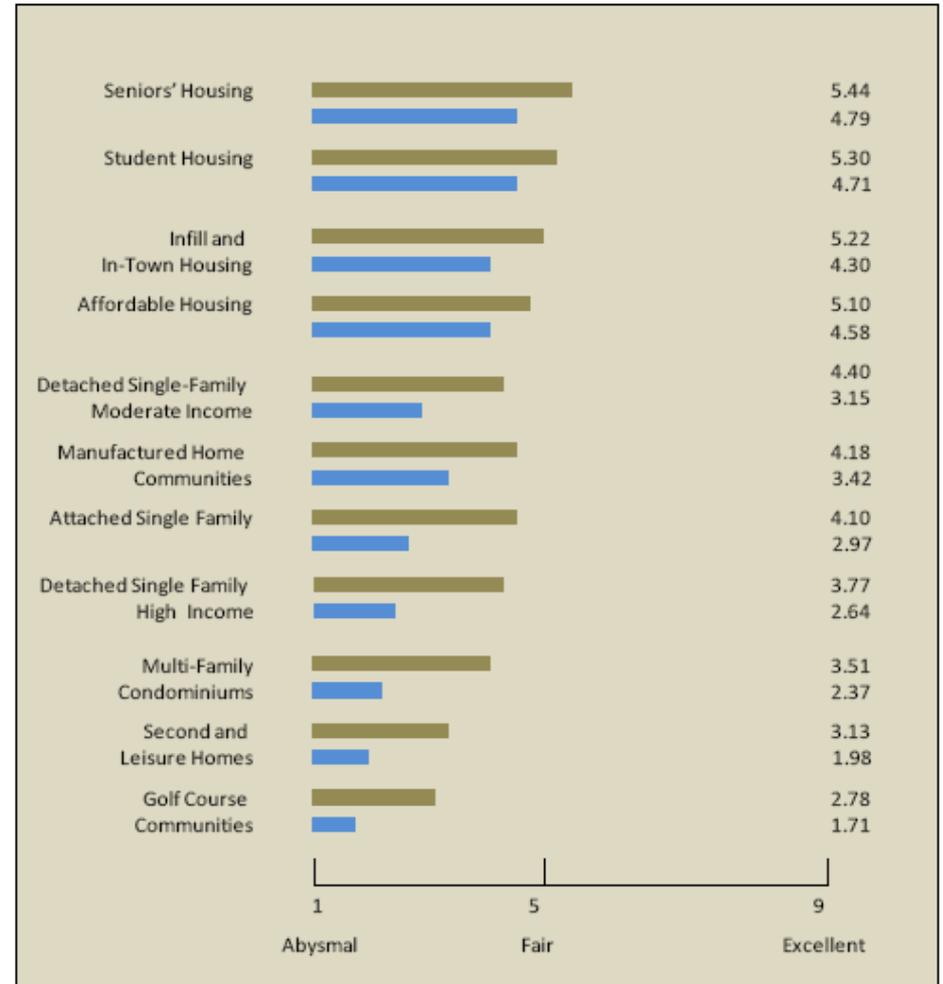
Source: Workplace USA and Catalyst Group

- Proximity to the Arlington Entertainment and Great Southwest District employment bases should be capitalized upon
- But the study area is not near DFW's primary job-creating employment cores

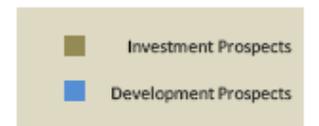
Macro Market – *Investment Prospects*



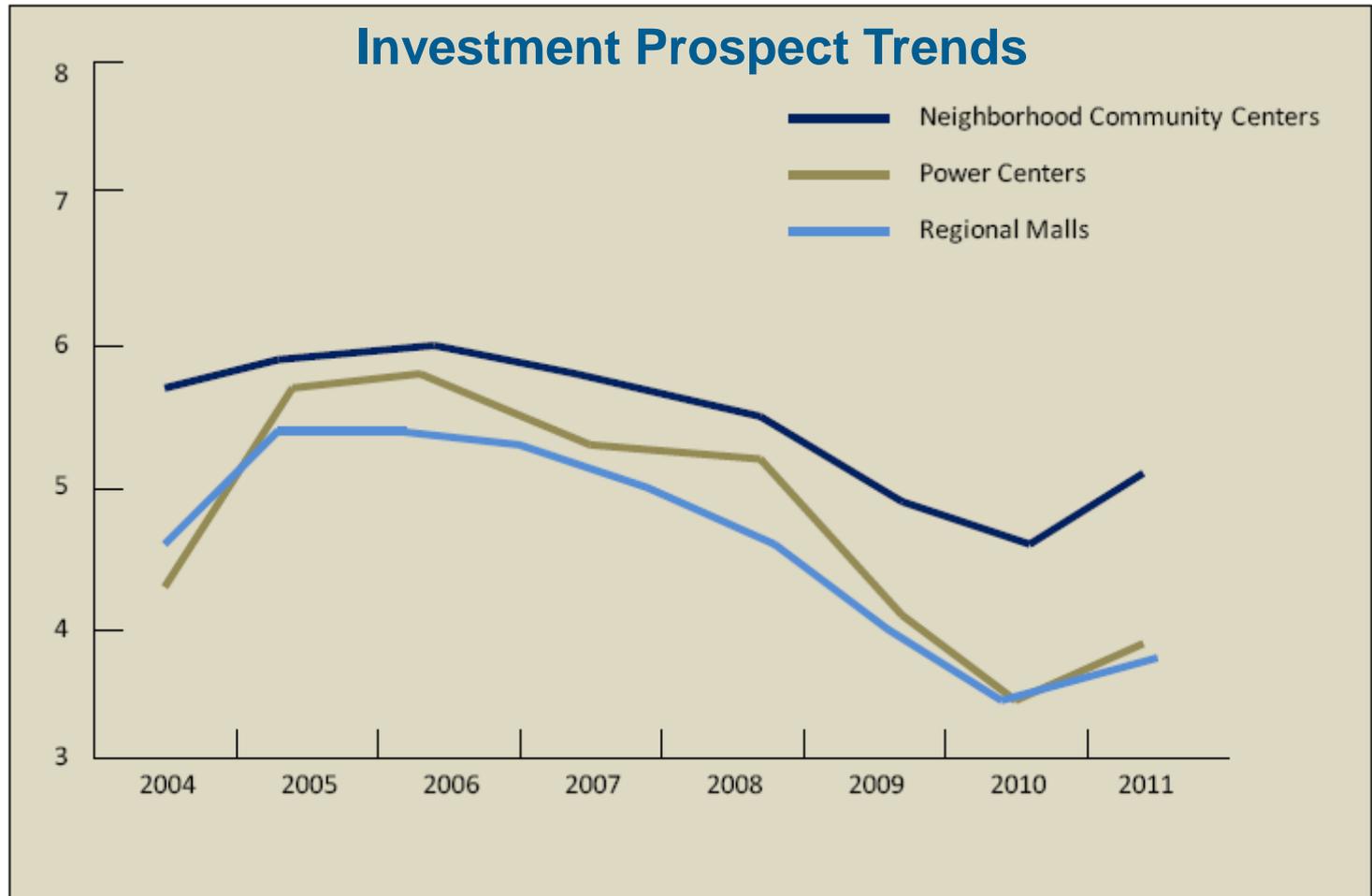
Commercial & Multifamily



Residential Property Types



Macro Market -- Retail



Source: Emerging Trends in Real Estate 2011 survey

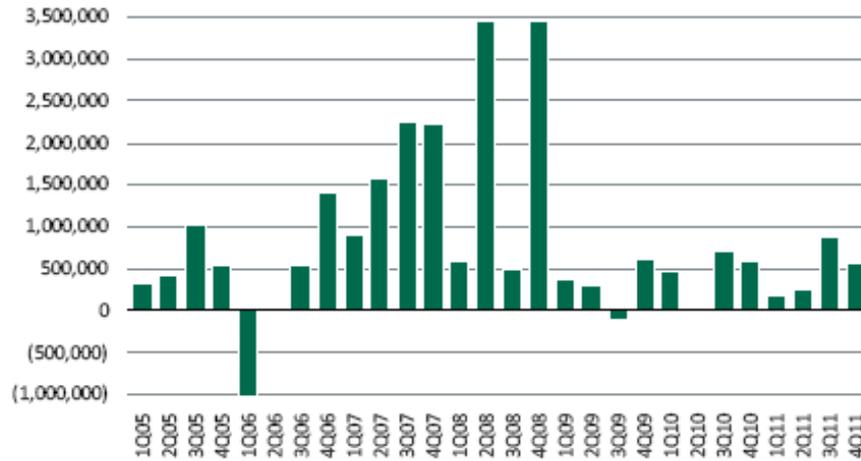
3 – Poor 4 – Modestly Poor 5 – Fair 6 – Modestly Good 7 -- Good

Macro Market -- Retail

DFW MARKET TRENDS -- 2011

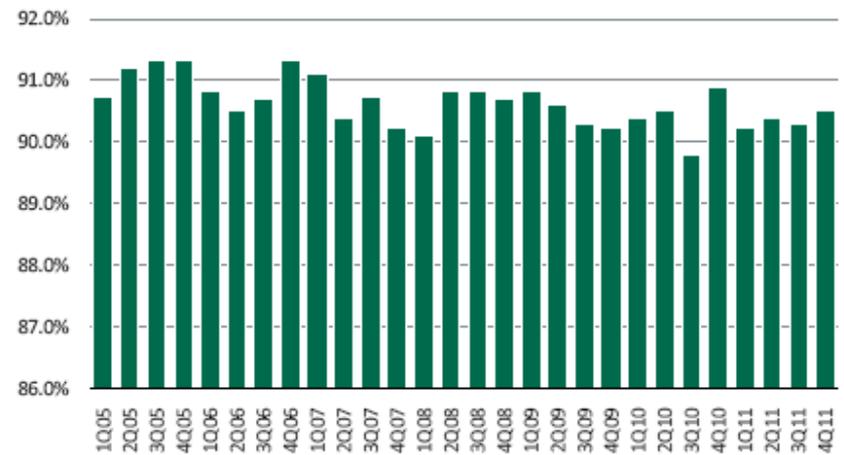


Net Absorption (SF)



Source: CB Richard Ellis

Direct Occupancy Rates



Source: CB Richard Ellis

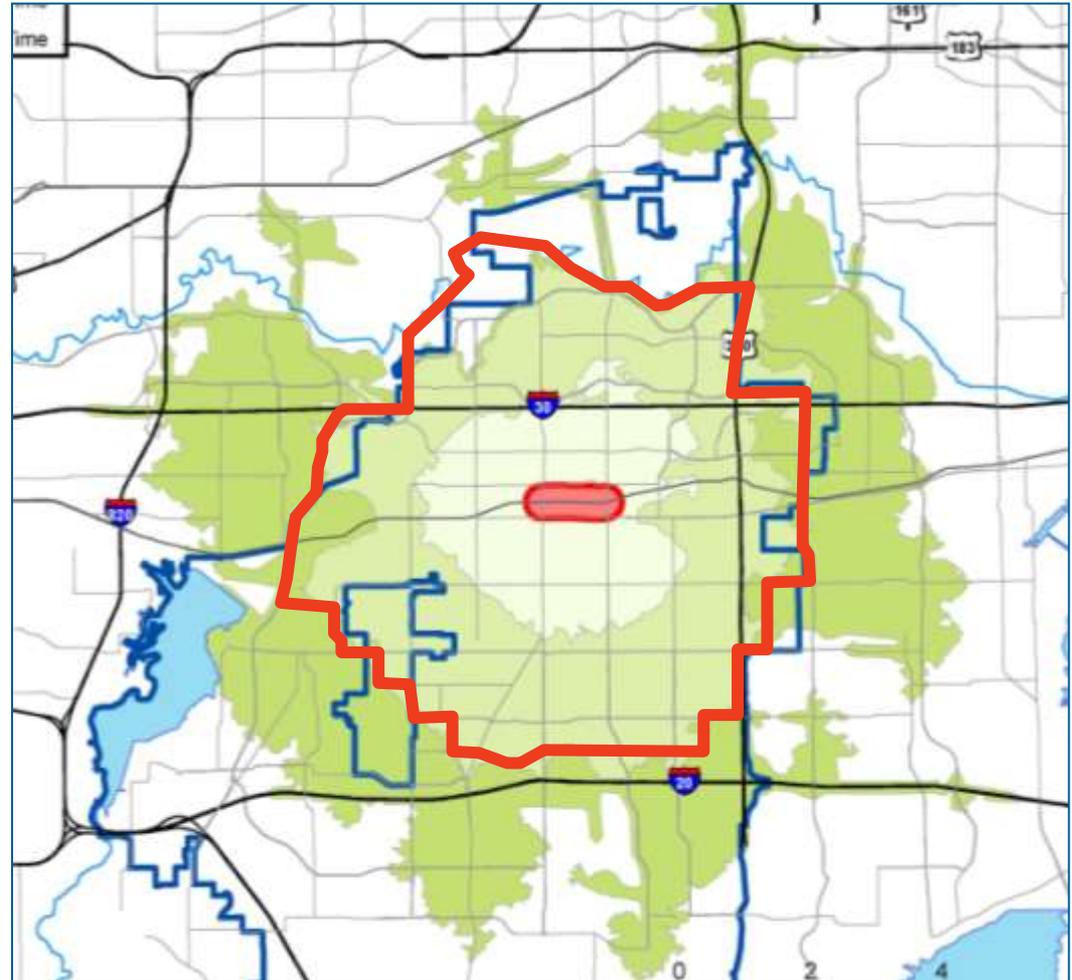
Macro Market

RETAIL TRADE AREA

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

Summary

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



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

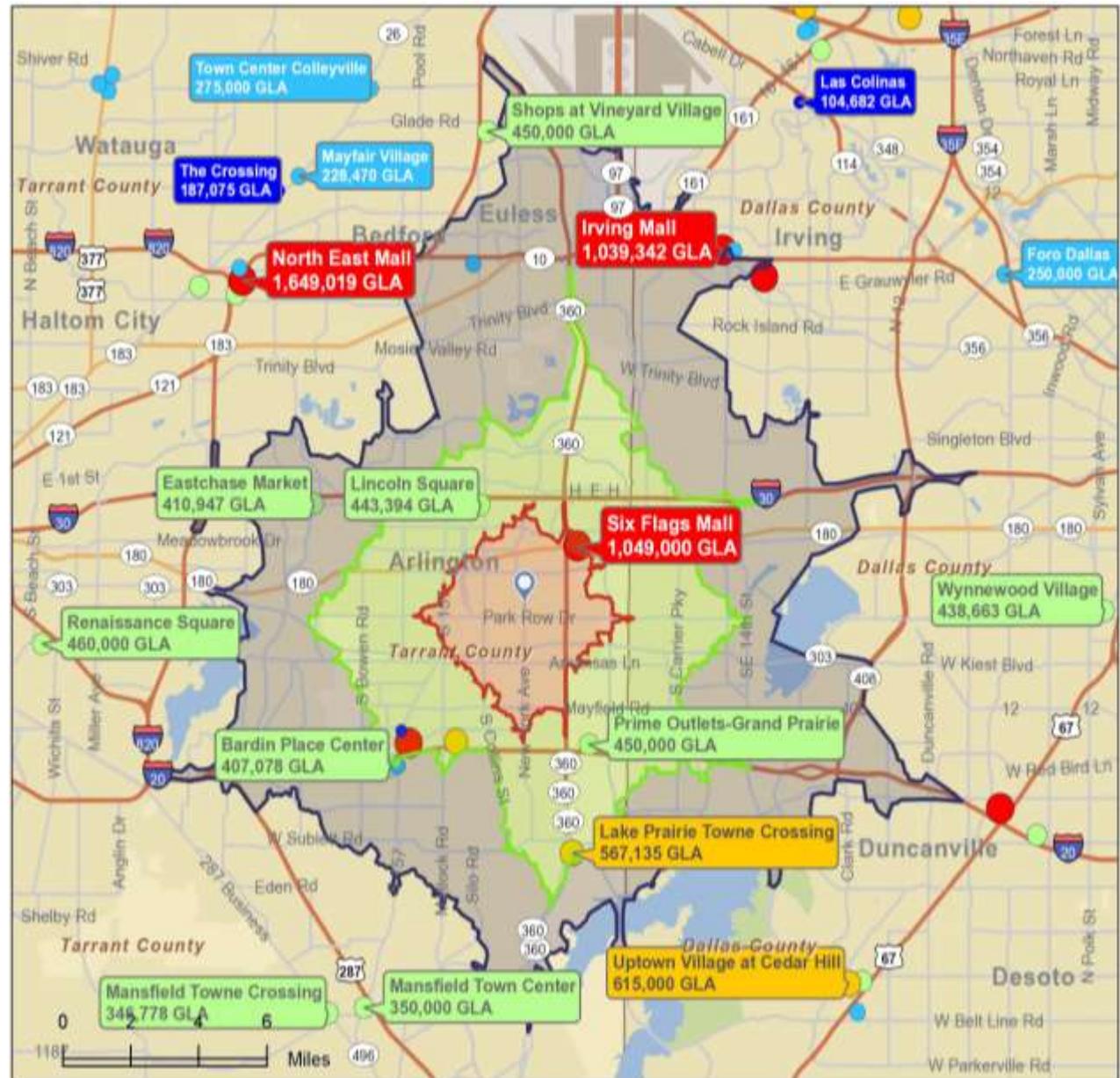
Macro Market

RETAIL SUPPLY

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

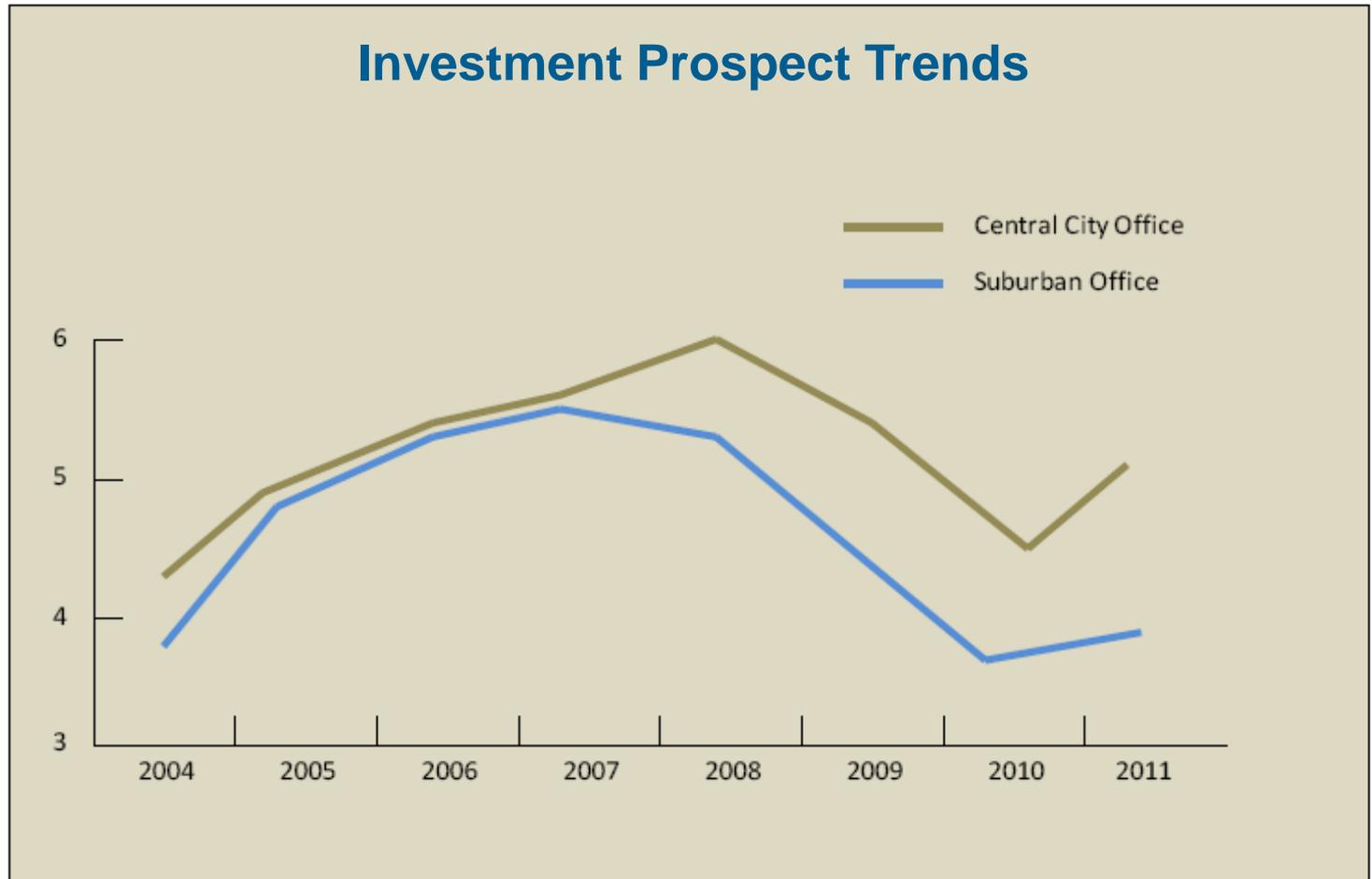
Gross Leasable Area

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



Source: ESRI and Catalyst Group

Macro Market -- Office

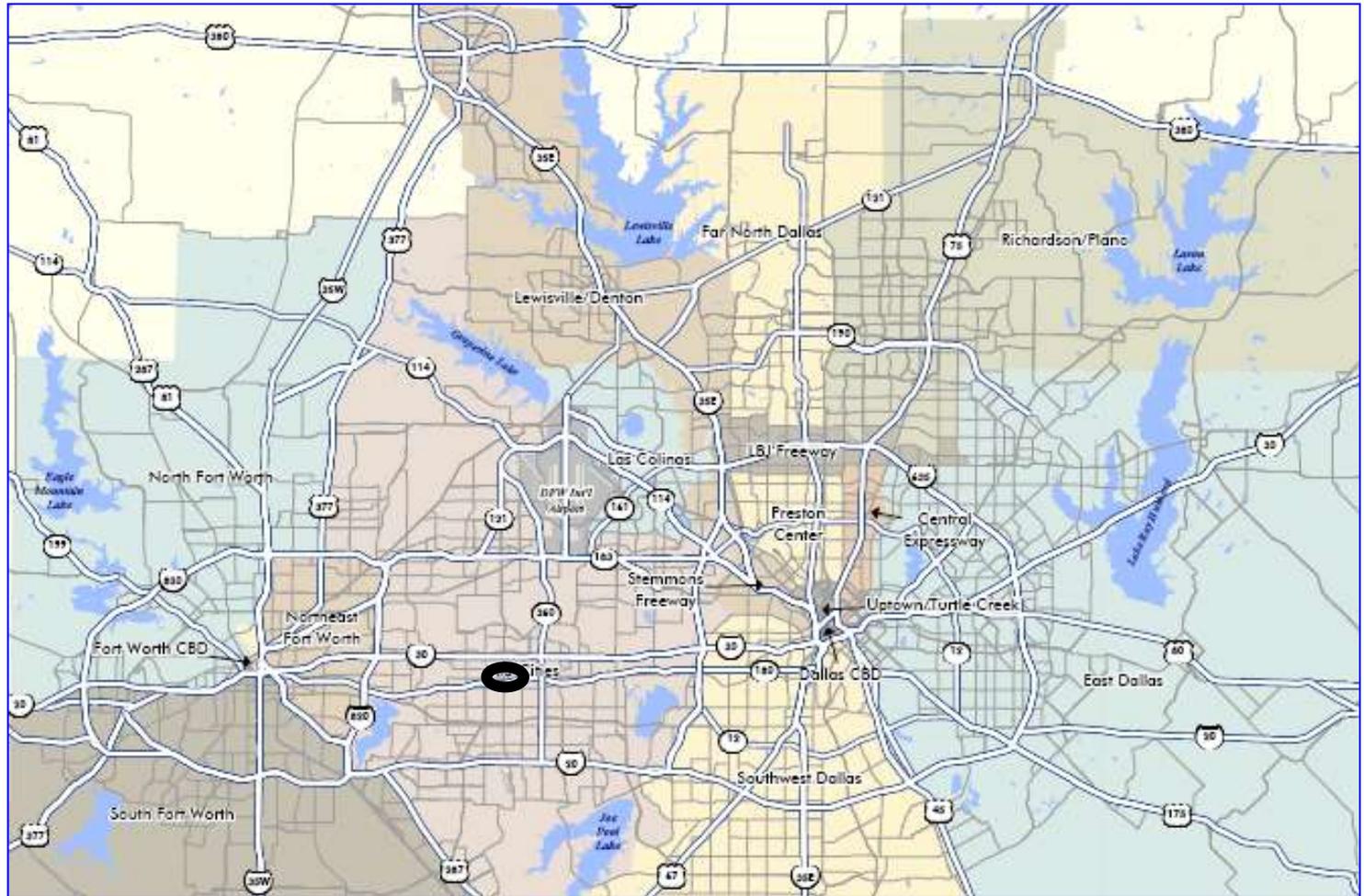


Source: Emerging Trends in Real Estate 2011 survey

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

Macro Market -- Office

RECOGNIZED DFW OFFICE SUBMARKETS



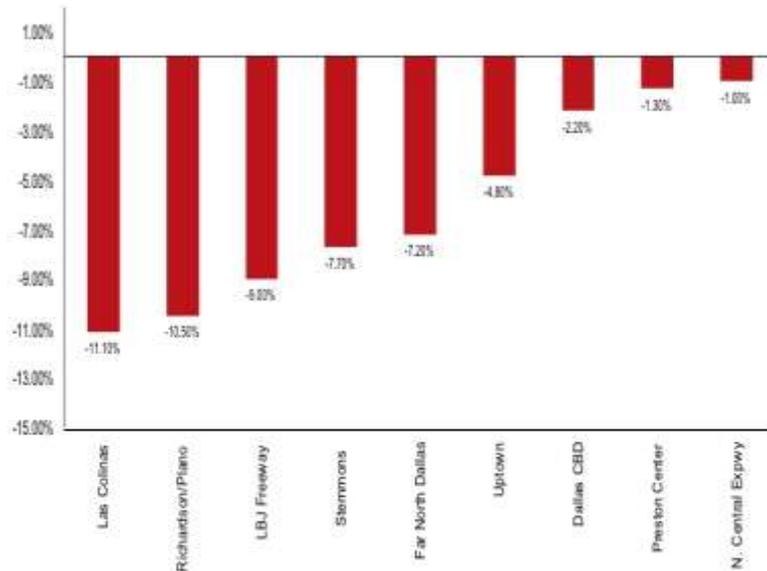
Source: CB Richard Ellis

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

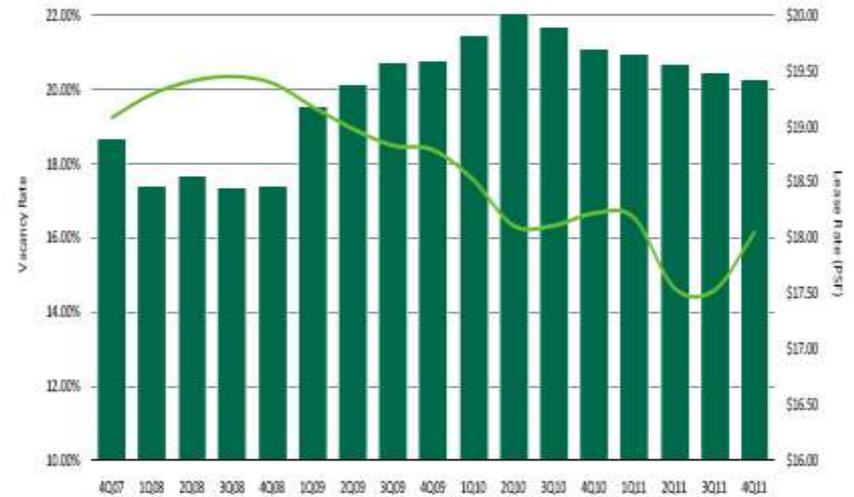
Macro Market -- Office

DFW MARKET UPDATE – 2011

Net Effective Rent Declines by Submarket '08 vs '11



Vacancy Rate vs. Lease Rate



Source: CB Richard Ellis

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

Macro Market – *Employment Industries*

ARLINGTON TRENDS

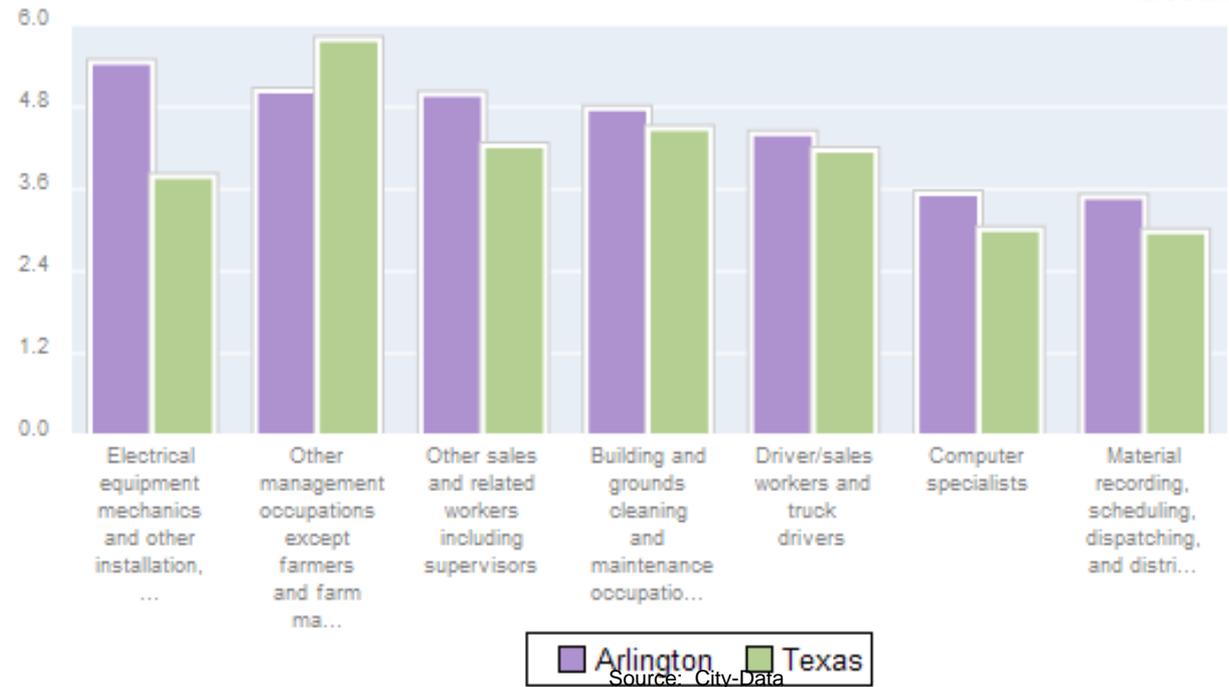


Source: City-Data

- Generally higher than state trends
- Construction (13%)
- Accommodation and food services (7%)
- Administrative and support waste management services (7%)
- Professional, scientific, and technical services (6%)
- Educational services (5%)
- Finance and insurance (5%)
- Transportation equipment (4%)

Macro Market – *Employment Occupations*

ARLINGTON TRENDS



- Generally higher than state trends
- Electrical equipment mechanics and other installation, maintenance, and repair occupations including supervisors (5%)
- Other management occupations except farmers and farm managers (5%)
- Other sales and related workers including supervisors (5%)
- Driver/sales workers and truck drivers (4%)
- Computer specialists (4%)
- Material recording, scheduling, dispatching, and distributing workers (3%)

Macro Market -- Multifamily

DFW MARKET UPDATE – 10/2011

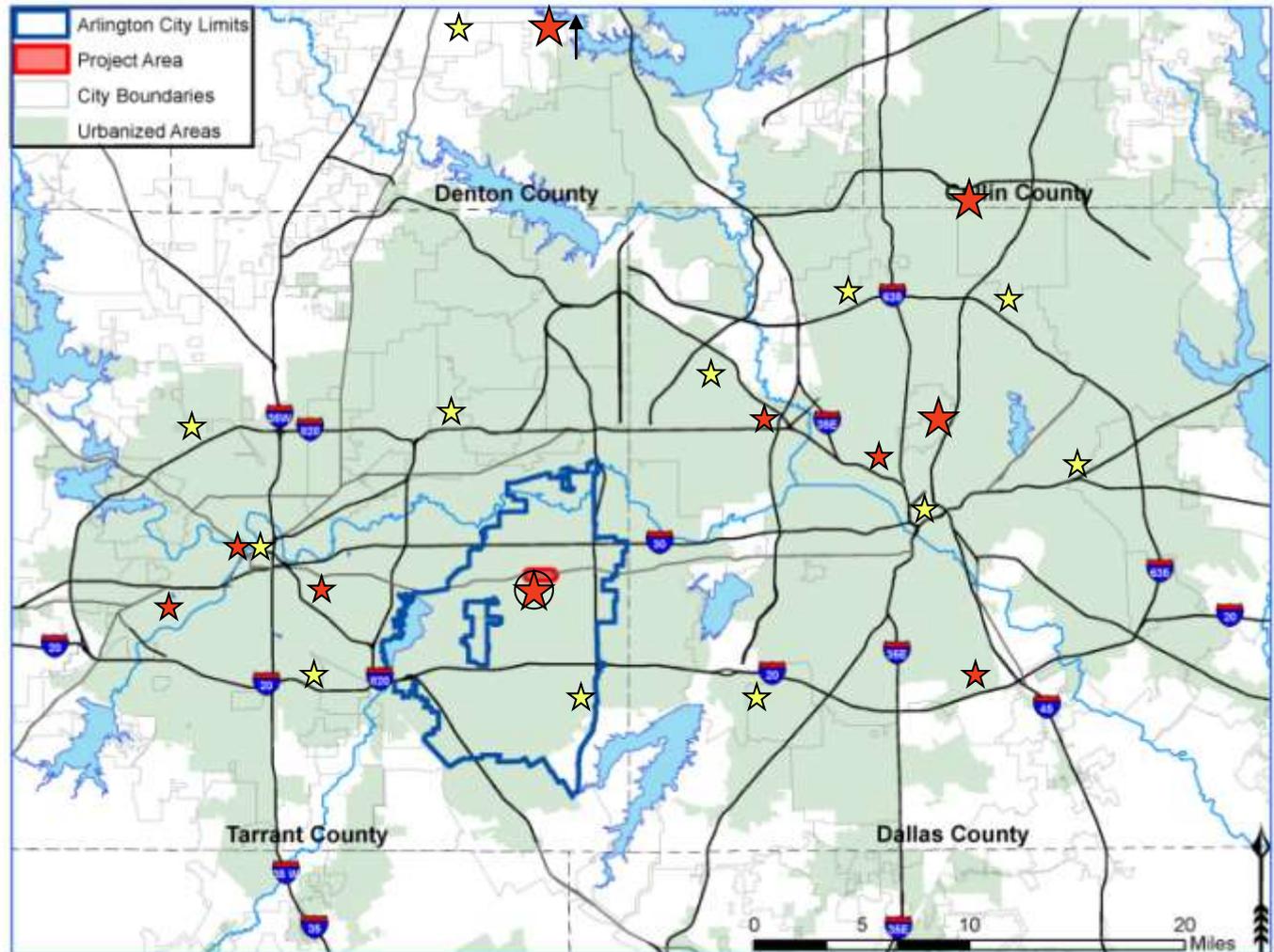


Dallas/Ft. Worth Apartment Market Key Metrics					
Occupancy	91.63%	Rent / Unit	\$769.88	Rent / SF	\$0.899
Monthly Change	-0.09%	Monthly Change	+\$1.56	Monthly Change	+\$0.001
Annual Change	1.49%	Annual Change	+\$6.63	Annual Change	+\$0.007

- Market climate strong for quality urban apartments in DFW

Macro Area

HIGHER EDUCATION



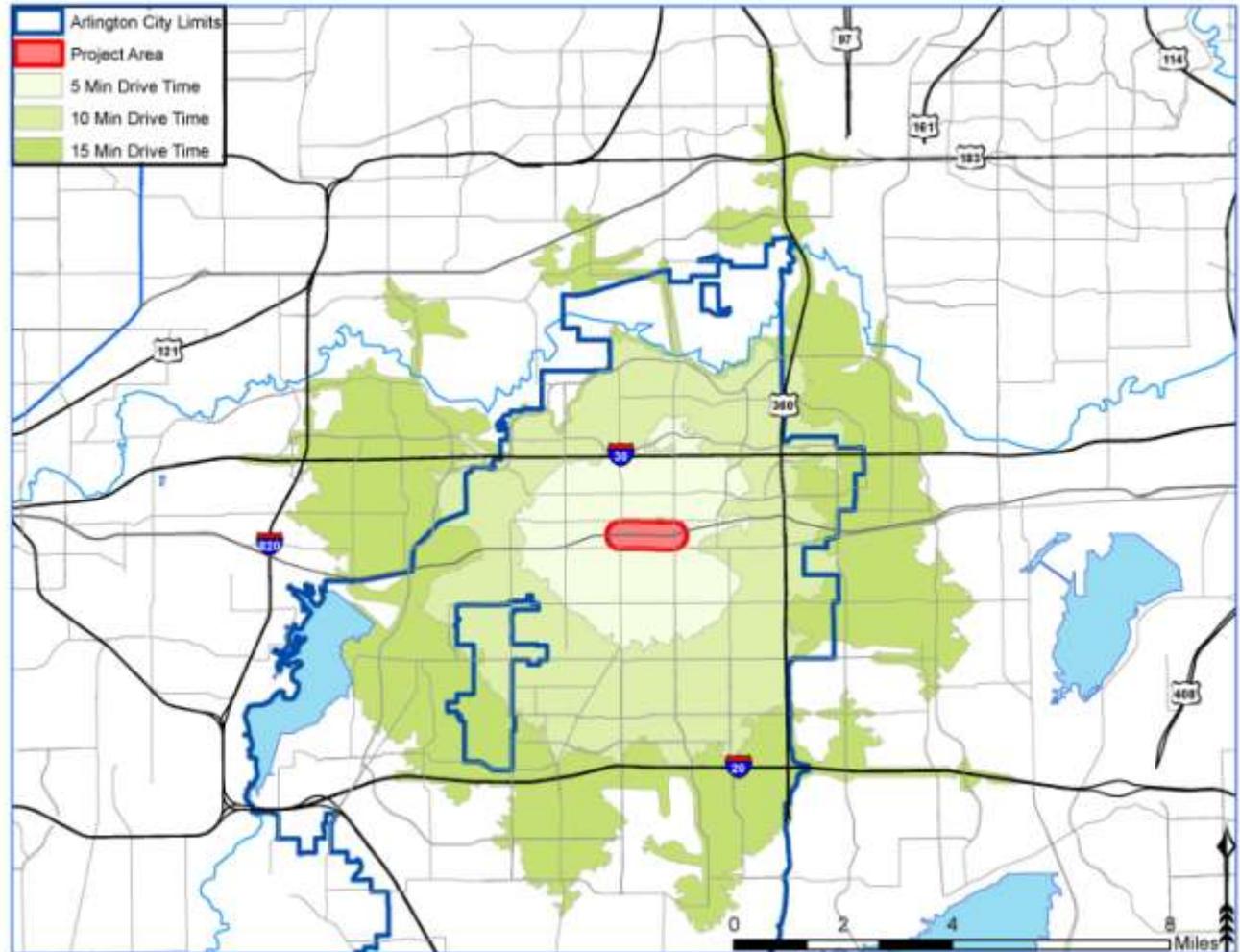
Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

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

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.

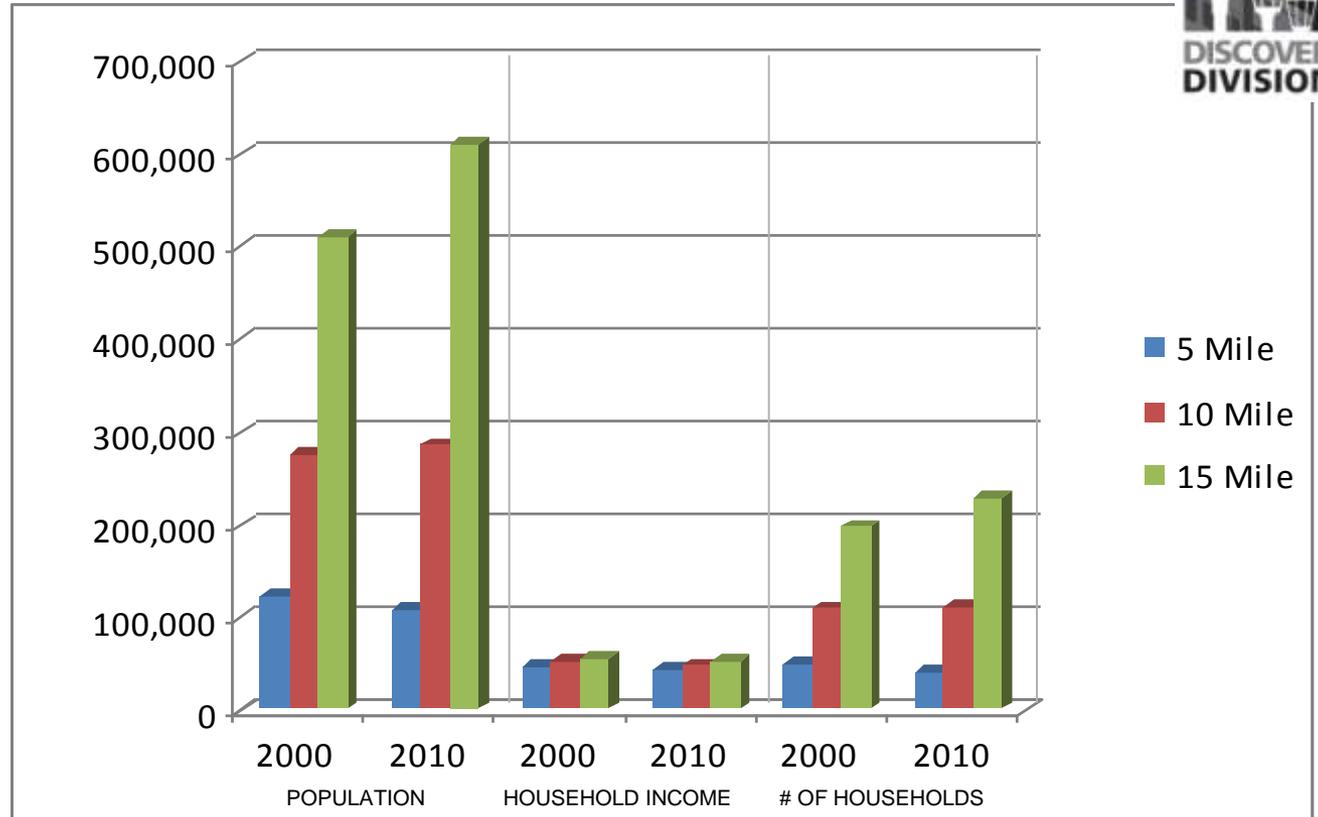


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

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

Market Area

POPULATION AND INCOME TRENDS

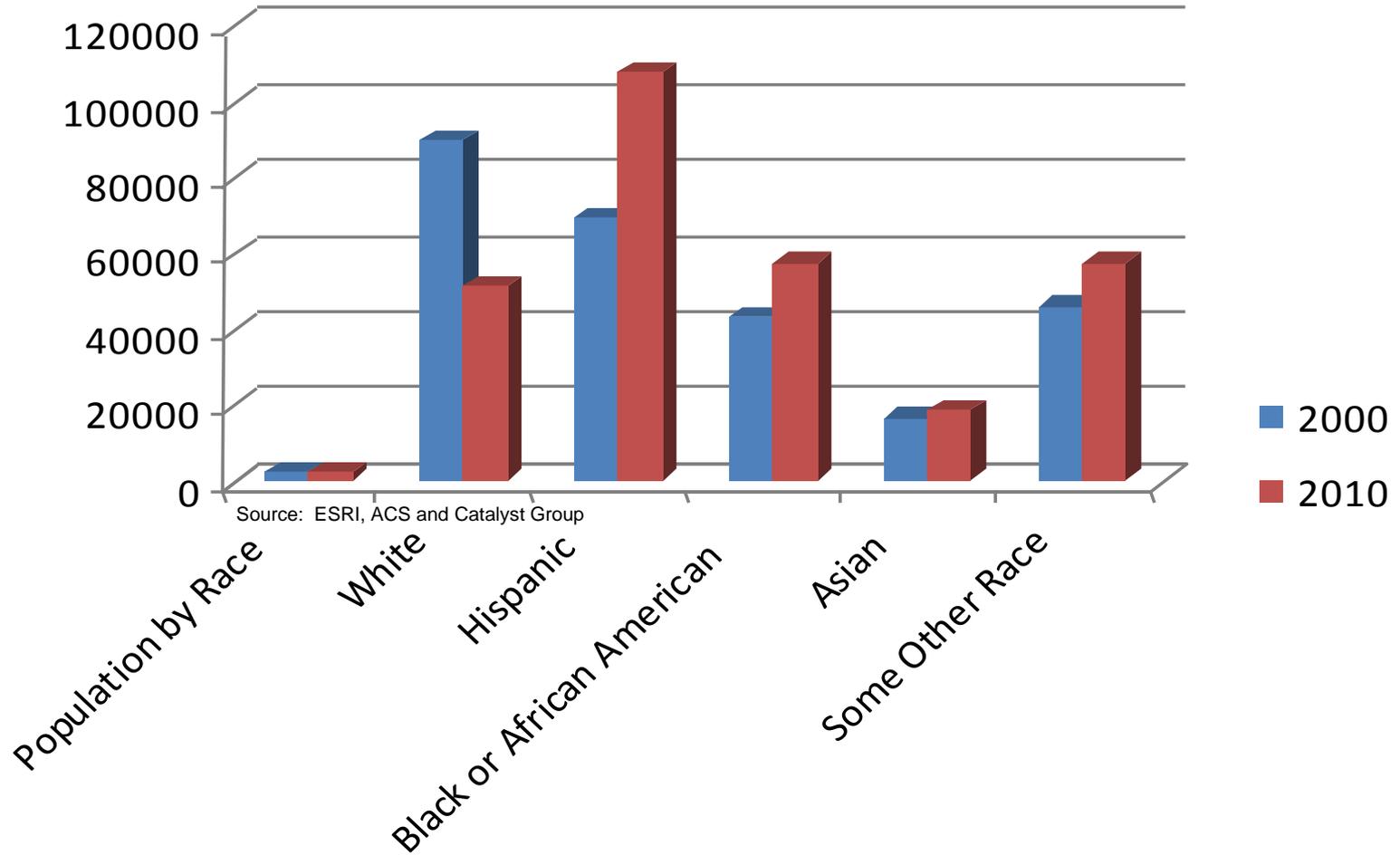


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

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

Market Area

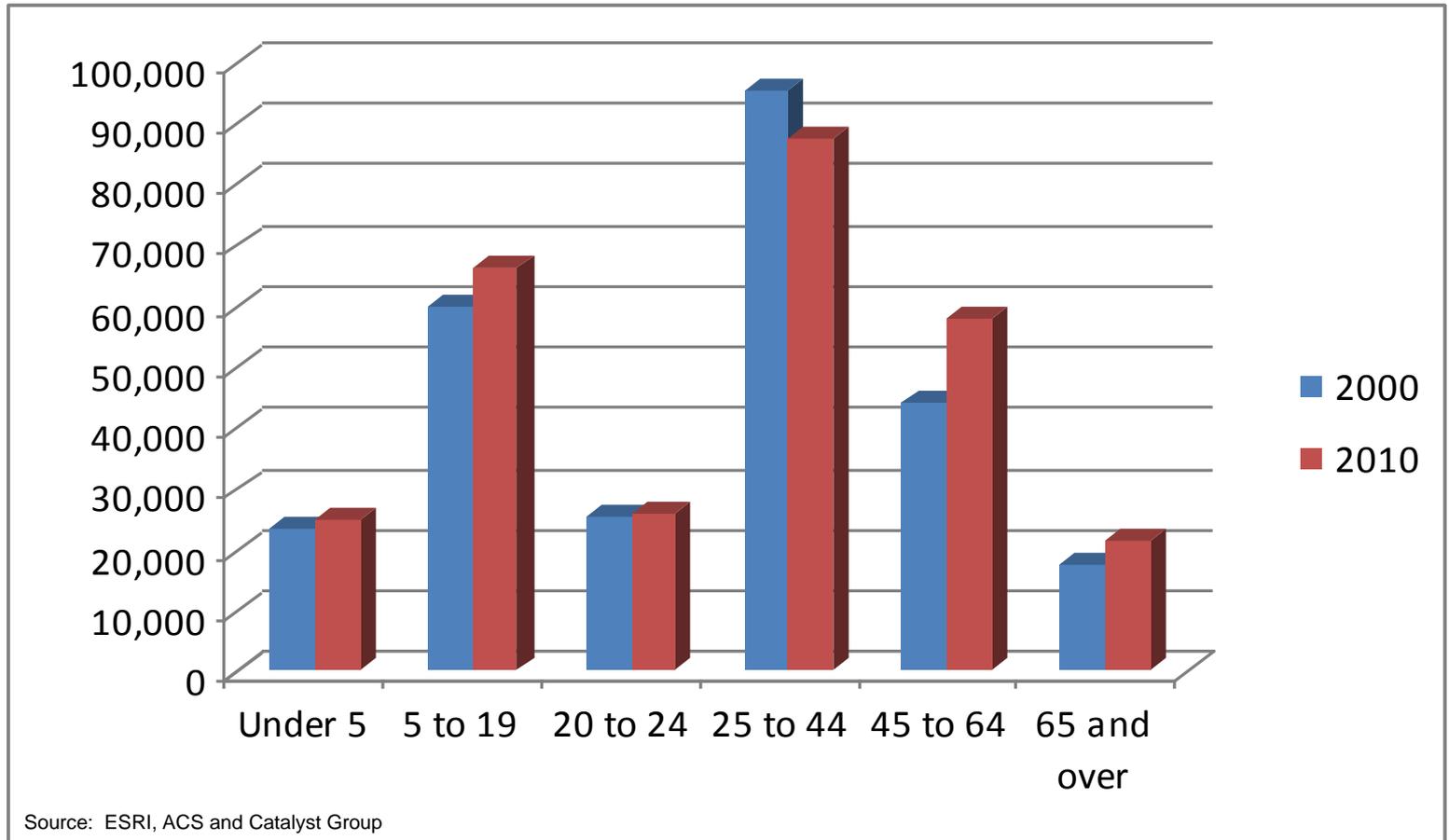
RACE AND ETHNICITY TRENDS



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

Market Area

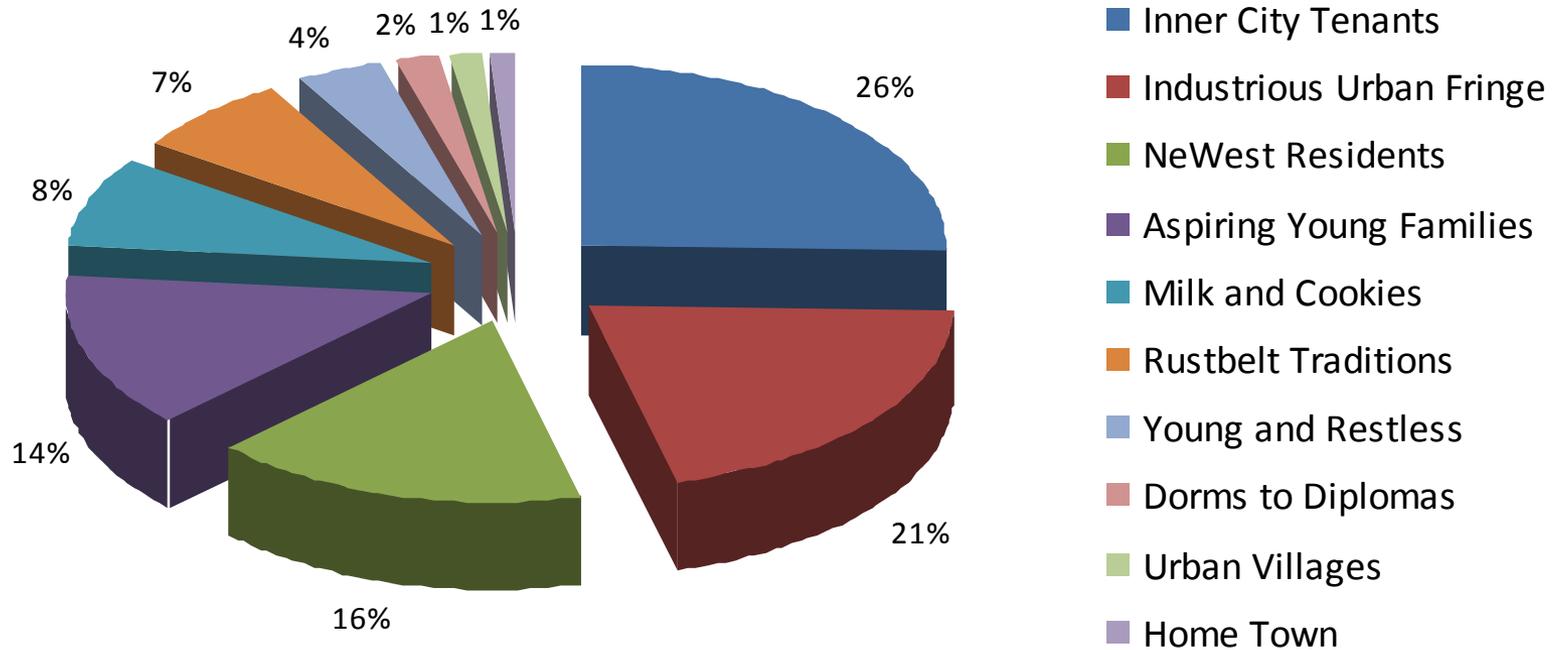
AGE DISTRIBUTION TRENDS



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

Market Area

CURRENT TAPESTRY SEGMENTATION (PSYCHOGRAPHIC) PROFILE



Source: ESR and Catalyst Group

Top Tapestry Segments

52 Inner City Tenants – 26% of Trade Area

Demographic

Inner City Tenants residents are a **microcosm of urban diversity**; their population is represented primarily by white, black, and Hispanic cultures. Three in ten residents are Hispanic. This multicultural market is younger than average, with a **median age of 27.8 years**. The household composition also reflects their youth. Household types are mixed; 34 percent are singles, 28 percent are married-couple families, 21 percent are single parents, and 10 percent share housing. Turnover is high in these neighborhoods because many are enrolled in nearby colleges and work part-time. **These neighborhoods are also stepping-stones for recent immigrants**, with an annual pop growth of 0.6 percent.

Socioeconomic

The **median household income is \$34,041**; the median net worth is \$11,250. Because few own their homes, most of their net worth comes from savings. Eighty-three percent earn income from wages and salaries; 7 percent receive public assistance. More than 45 percent of the population aged 25 and older has attended college; 5 percent hold a graduate or professional degree. Earning a college degree is at the forefront of their goals, so **many work part- and full-time to fund their college education**. Approximately half of the employed residents work in white-collar occupations. This market has twice the national level of residents who work in the accommodation/food services industry.

Residential

Most *Inner City Tenants* residents rent **economical apartments in mid- or high-rise buildings**. One-fifth of the housing is owner-occupied, and the median home value is \$103,092. Most of the housing units were built in the 1960s, 1970s, and 1980s. For their average commute to work of 25 minutes, many residents drive their vehicle or depend on other modes of transportation. Seventeen percent of the households do not own a vehicle.

Preferences

With their busy lifestyle, *Inner City Tenants* residents **frequently eat at fast-food restaurants and shop for groceries at nearby stores such as Albertson's**. They prefer easy-to-prepare frozen and canned foods. Internet access at home is not typical in this market, but those who have no access at home will surf the Internet at school or at the library. Playing games and checking e-mail are typical online activities. Households have recently bought video game systems and baby items such as food, products, furniture, and equipment. They prefer to shop at Target and Walgreens. They go to the movies and professional football and basketball games, play football and basketball, and go bowling. They read magazines, particularly news and *Entertainment Weekly*, and listen to urban or contemporary hits radio. Some enjoy the nightlife, visiting bars and going dancing at nightclubs.

Top Tapestry Segments

38 Industrious Fringe – 21% of Trade Area

Demographic

Family is central to residents of *Industrious Urban Fringe* neighborhoods; slightly more than half of the households have children. Fifty-four percent are married-couple families; 17 percent are single parents. Multigenerational households are relatively common. **The high proportion of children contributes to the relatively low median age of 29 years.** Hispanics comprise 61.7 percent of the residents in these neighborhoods. **More than one-fourth are foreign born, bringing rich, diverse cultures to these urban outskirts neighborhoods.**

Socioeconomic

The **median household income is \$45,118**; the median net worth is \$41,572. The large average household size of 3.45 lowers the discretionary income available compared to segments with similar income. Residents take advantage of job opportunities offered in nearby cities; most work in the manufacturing, construction, retail trade, and service industries. The unemployment rate is higher than the US level, and education attainment is lower.

Residential

These neighborhoods are located in the West and South; the highest concentrations are in California, Texas, and Florida. Home ownership is at 64 percent; the median home value is \$109,343. Single-family housing is dominant in these areas. To find more affordable housing, many live farther out from the city.

Preferences

Industrious Urban Fringe households balance their budgets carefully. Mortgage payments take priority. **They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households.** Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance. Keeping in touch is important to these residents; they often have a second phone line at home. They watch movies at home and will also see multiple movies at the theater each month. Television and radio are better than newspapers and magazines to reach these residents. They watch TV as much as the average US household, but subscribe to cable less often. They listen frequently to Hispanic, contemporary hit, and urban radio.

Top Tapestry Segments

58 NeWest Residents – 16% of Trade Area

Demographic

Hispanic cultures dominate this family oriented segment; three-quarters of the population is Hispanic. With 4.1 people, *NeWest Residents* have the third largest family size of all the segments. Children live in 54 percent of the households, in married-couple or single-parent families. Another 19 percent are married-couple families with no children living at home and other family types. The median age is 25.5 years. Dependent children are 36 percent of the population; more than one-third is younger than age 35. **Approximately half of this young population is foreign born, more than half of whom have arrived in the United States in the last 10 years.** Forty percent of the residents are white, 40 percent defined as other races, and 6 percent are multiracial populations.

Socioeconomic

Most *NeWest Residents* are not only new to the United States, they're also building their careers and starting their families. They arrived in the country with few funds but have begun to save their hard-earned dollars. The median net worth is \$10,190. Language is a significant barrier for many; **this segment has the highest concentration of households who speak a language other than English.** Fifty-four percent of residents aged 25 years and older have not completed high school. Lack of education limits their employment options. Most employed residents work in service and skilled labor jobs. Higher-than-average proportions of employed residents work in the construction, manufacturing, accommodation/food services, administrative services, other services, and agricultural industry sectors. The unemployment rate is 19.5 percent. Some households receive Supplemental Security Income or public assistance. **The median household income for this segment is \$28,569.**

Residential

Most NeWest Residents rent apartments in mid- or high-rise buildings in major cities, chiefly in the West and South. The average gross rent is 15 percent below the US level. Most housing units in these neighborhoods were built before 1980. Home ownership is at 17 percent; the median home value is \$117,300.

Preferences

Put their children first, lead a strong, family-oriented lifestyle that emphasizes buying groceries and baby and children's products. Usually buy only the essentials such as baby food, baby supplies, baby car seats, and children's clothing. **They shop for groceries at standard grocers, but will stop at local convenience stores for milk, juice drinks, and nonprescription drugs.** To save money, they prepare meals from scratch at home; however, **they still enjoy eating at fast-food restaurants.** They pay with cash; few have or use credit cards. Because most of them rent, they don't garden or buy big-ticket furniture pieces. Few have Internet access; they own one TV set and don't consider cable TV a necessity. To help their children become more fluent in English, parents will buy word and sound games. In their free time, they read magazines. Soccer is part of their culture; they watch it on TV, play it, and attend matches. They listen to Hispanic radio.

Top Tapestry Segments

28 Aspiring Young Families – 14% of Trade Area

Demographic

Most of the residents in these neighborhoods are **young, startup families, married couples with or without children, and single parents**. The average family size of 3.1 people matches the US average. Approximately two-thirds of the households are families, 27 percent are single person, and 9 percent are shared. Annual population growth is 1.13 percent, higher than the US figure. The median age is 30.5 years; nearly 20 percent of the residents are in their 20s. Typical of younger populations, *Aspiring Young Families* residents are **more ethnically diverse than the total US population**.

Socioeconomic

The median household income is \$52,487; wages provide the primary source of income. The median net worth is \$36,734. Approximately 60 percent of employed residents work in professional, management, sales, or office/administrative support positions. Overall, 87 percent of residents aged 25 years and older have graduated from high school, 58 percent have attended college, and 24 percent hold a bachelor's or graduate degree.

Residential

In large, growing southern and western metropolitan areas, the highest concentrations of these neighborhoods are found in California, Florida, and Texas. Twenty percent are located in the Midwest. Tenure is nearly even; 51 percent of the households rent; 49 percent own their homes. **Residents live in moderately priced apartments, single-family houses, and startup townhouses**. Most of the housing was built after 1969. The average gross rent is comparable to the US average. The median home value is \$137,343.

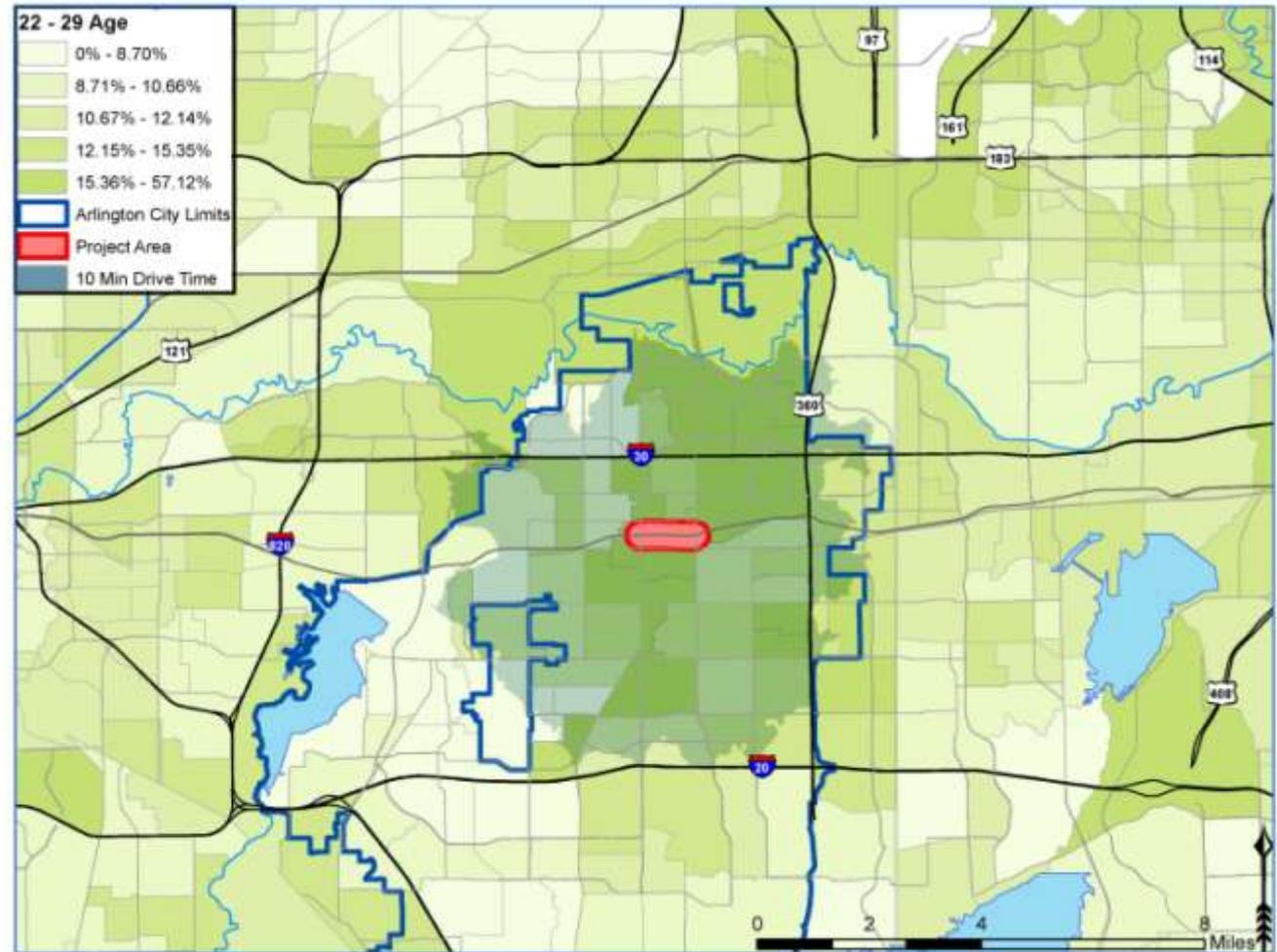
Preferences

Focused on family and home, residents of *Aspiring Young Families* communities spend most of their discretionary income for baby and children's products, toys, home furnishings, cameras, and video game systems. They go online to look for jobs, play games, and buy personal preference items such as music and computer equipment.

These residents would probably go to a theme park while on vacation. They play video games, watch TV, eat out, and go to the movies. They also play basketball and go bowling and biking. They listen to urban stations and professional basketball games on the radio and watch sports, news, entertainment, and courtroom shows on TV. **They eat out at family restaurants such as Chili's or IHOP and go to Jack in the Box or Sonic for fast food**

Market Area

CURRENT GEN Y POPULATION

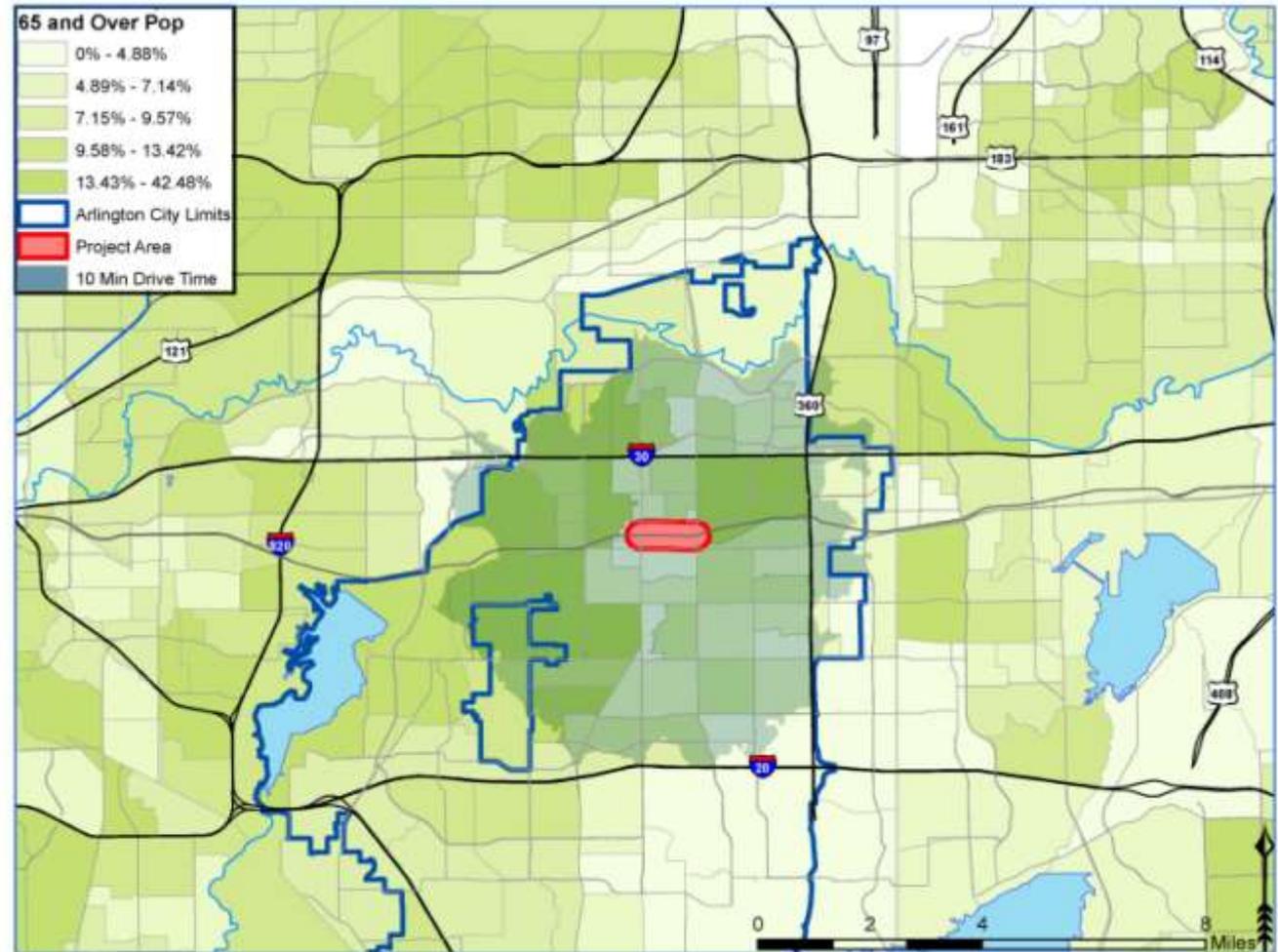


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- Study area in close proximity to Gen Y massing, a population well-suited to urban density and amenities.
- This population tracks with the current areas of higher rental density.

Market Area

CURRENT BOOMER POPULATION

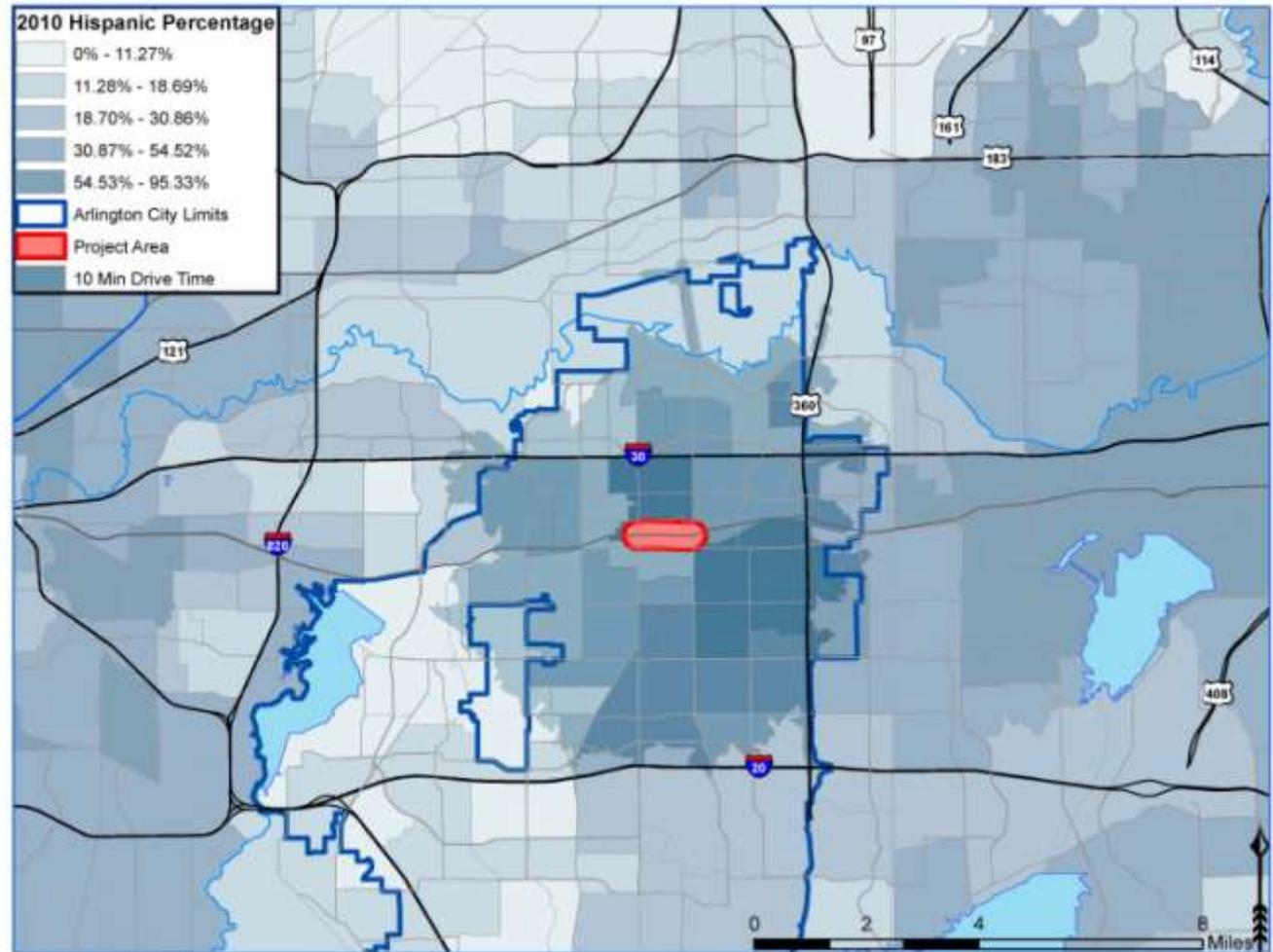


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- Study area bounded on west by large grouping of 65+ .
- These groupings will begin to transition in ownership.
- As such, the study area will be amidst change over next market cycle.

Market Area

CURRENT HISPANIC POPULATION

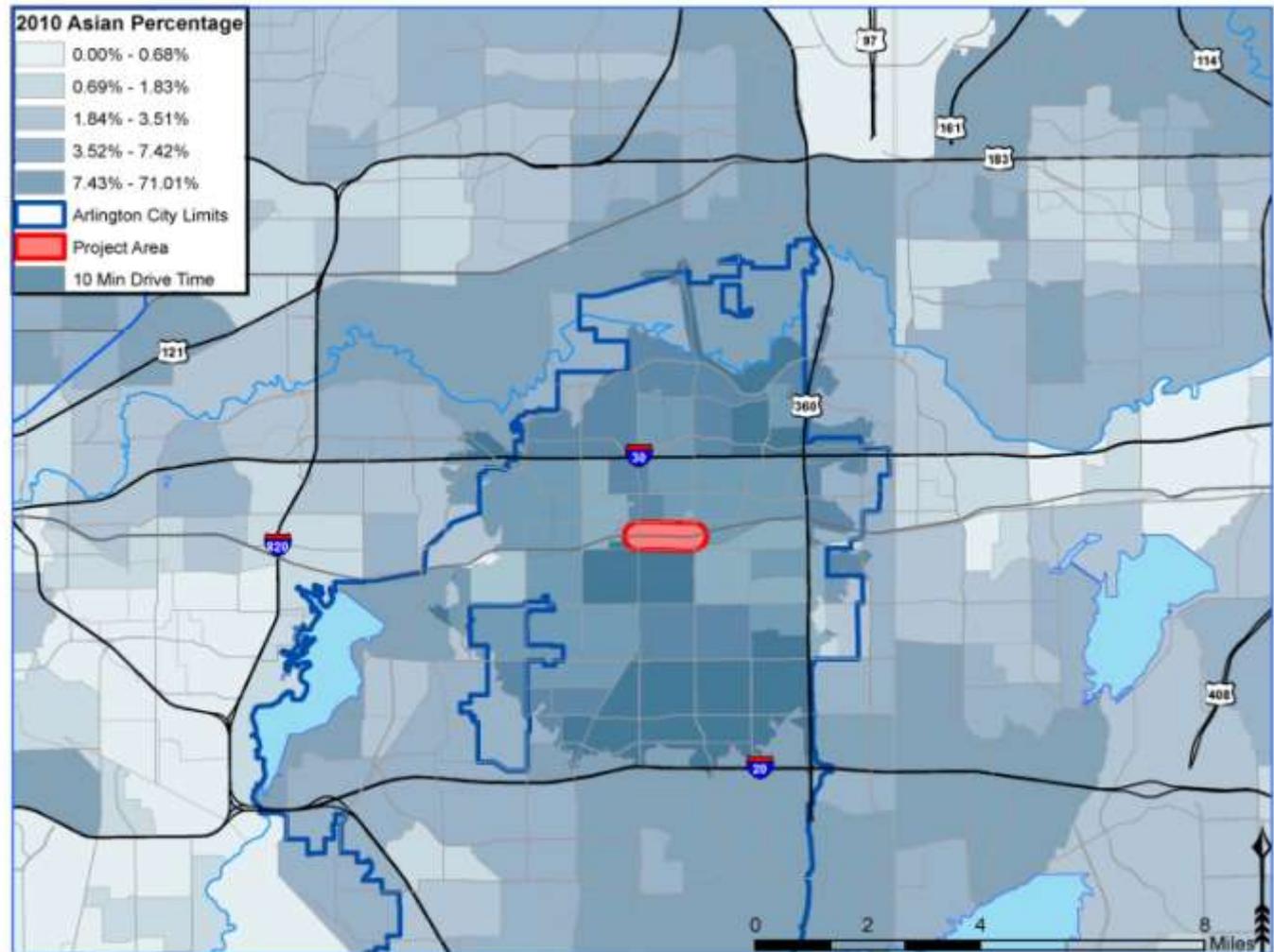


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- The study area is bounded to north and southeast by larger Hispanic groupings.
- This may provide the study area with ethnic programming potential.

Market Area

CURRENT ASIAN POPULATION

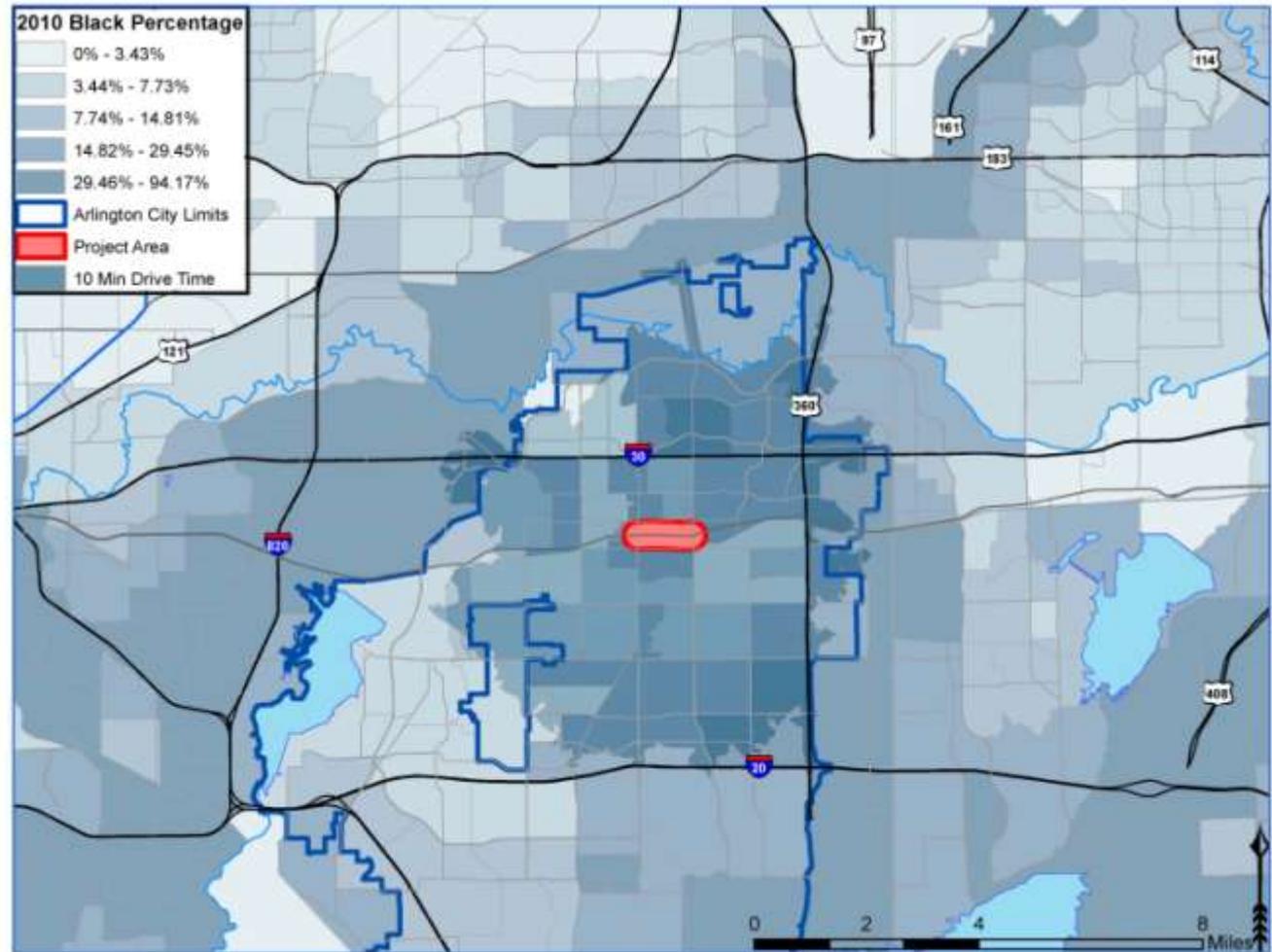


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- Communities of higher Asian populations bind the study area on the south, generally consistent with the UTA campus area.
- This may provide opportunities for ethnic programming.

Market Area

CURRENT AFRICAN AMERICAN POPULATION

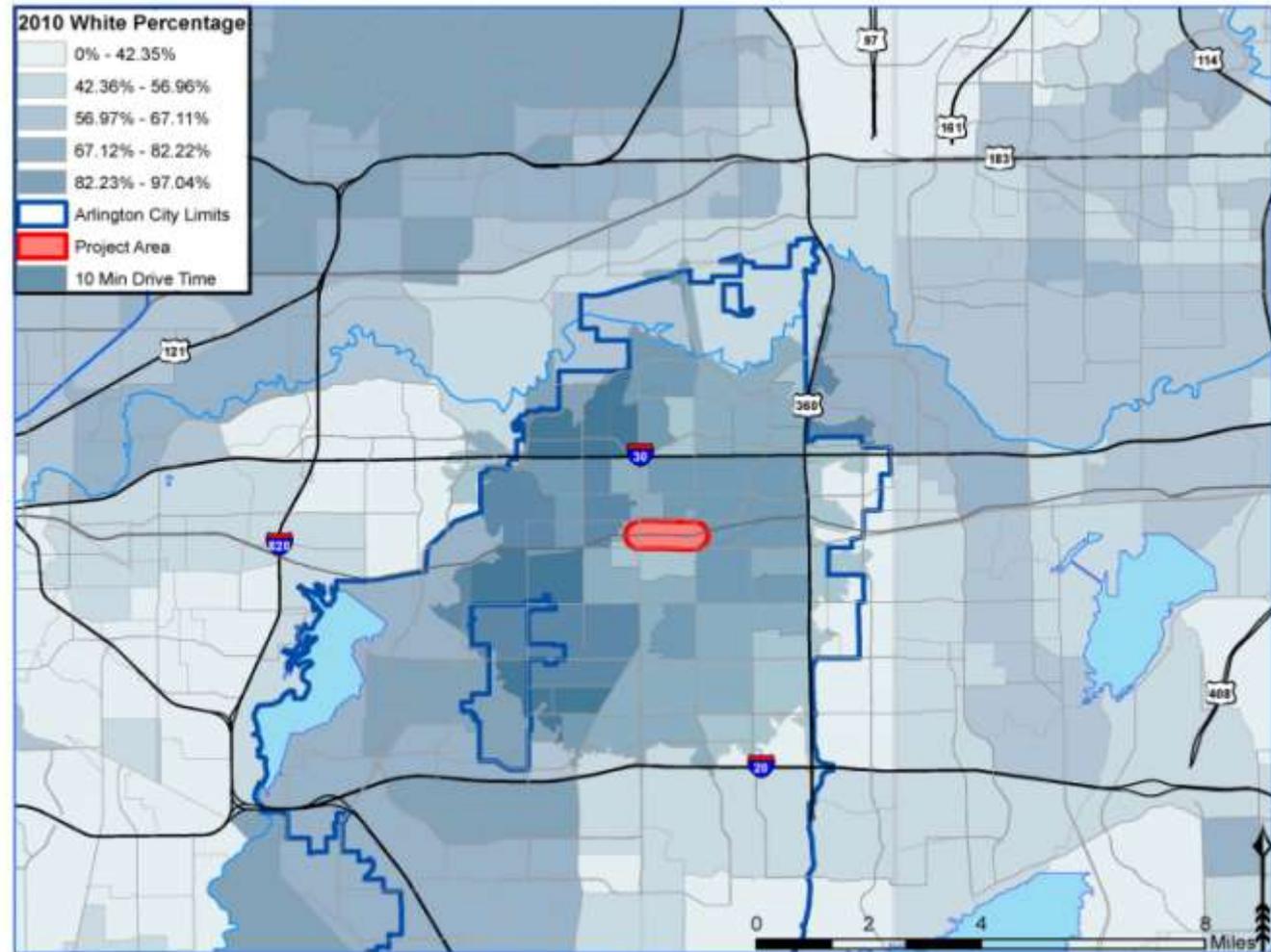


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- Regionally, a large area of African American population exists to the west of the City. Smaller demographic clusters exist to the north/northeast of the study area.

Market Area

CURRENT CAUCASIAN POPULATION

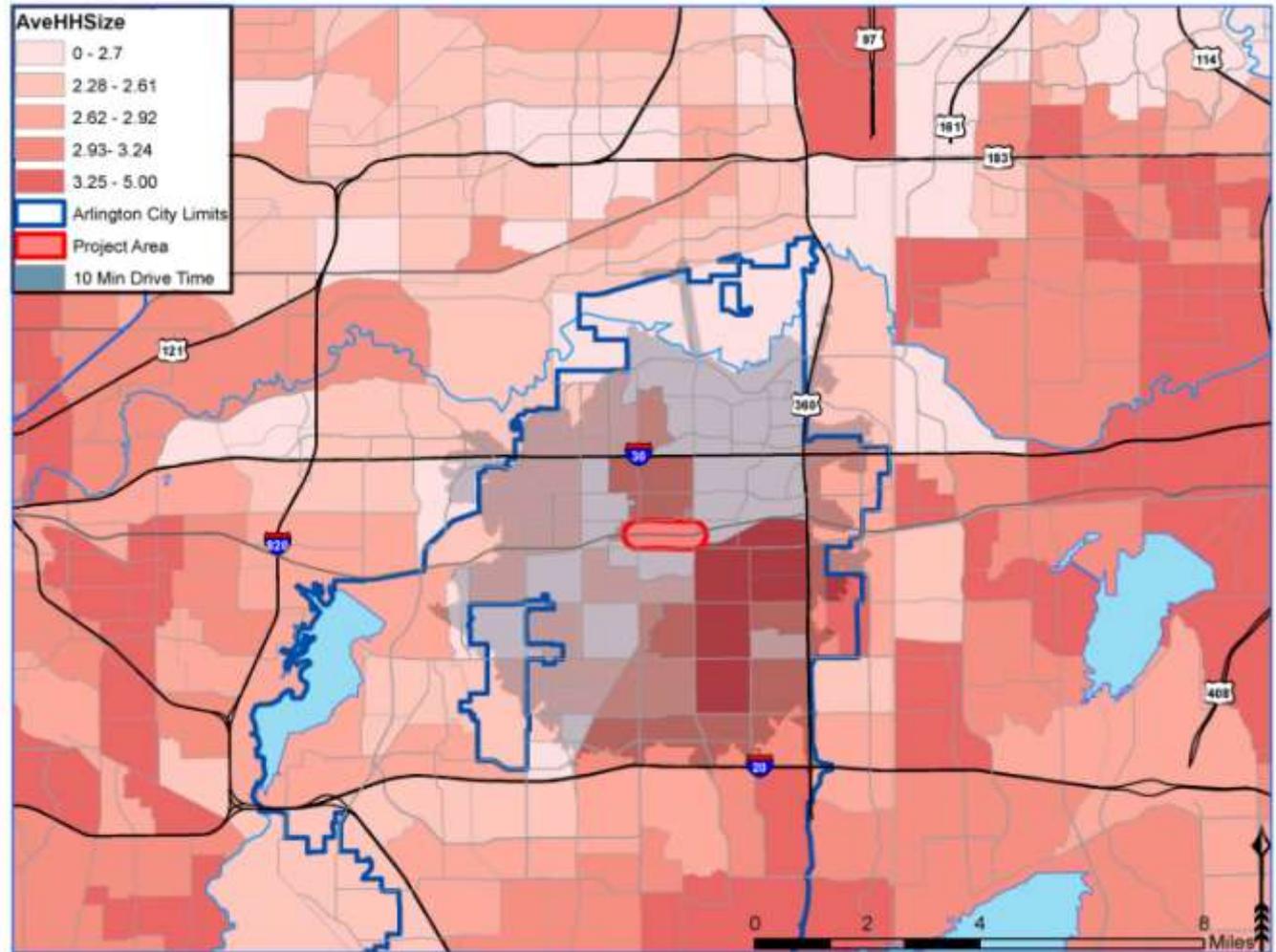


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- Communities of higher Caucasian populations bind study area to west, generally following aging population pattern.
- These areas may transition over time.

Market Area

CURRENT SIZE OF HOUSEHOLDS

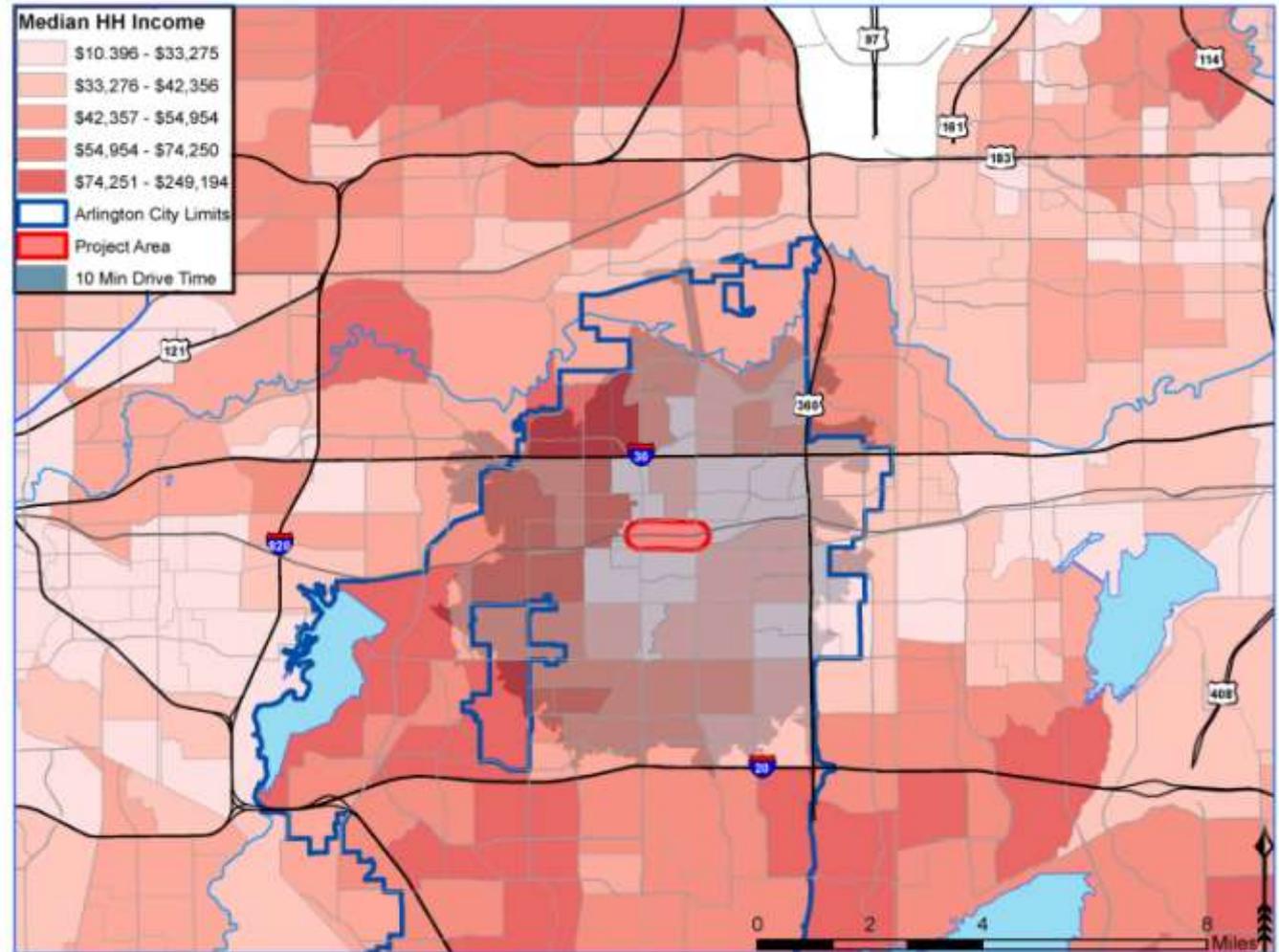


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- Communities of higher household size bind the study area on the north and southeast, generally following Hispanic population pattern.
- This may provide the study area with opportunities for family programming.

Market Area

CURRENT HOUSEHOLD INCOME

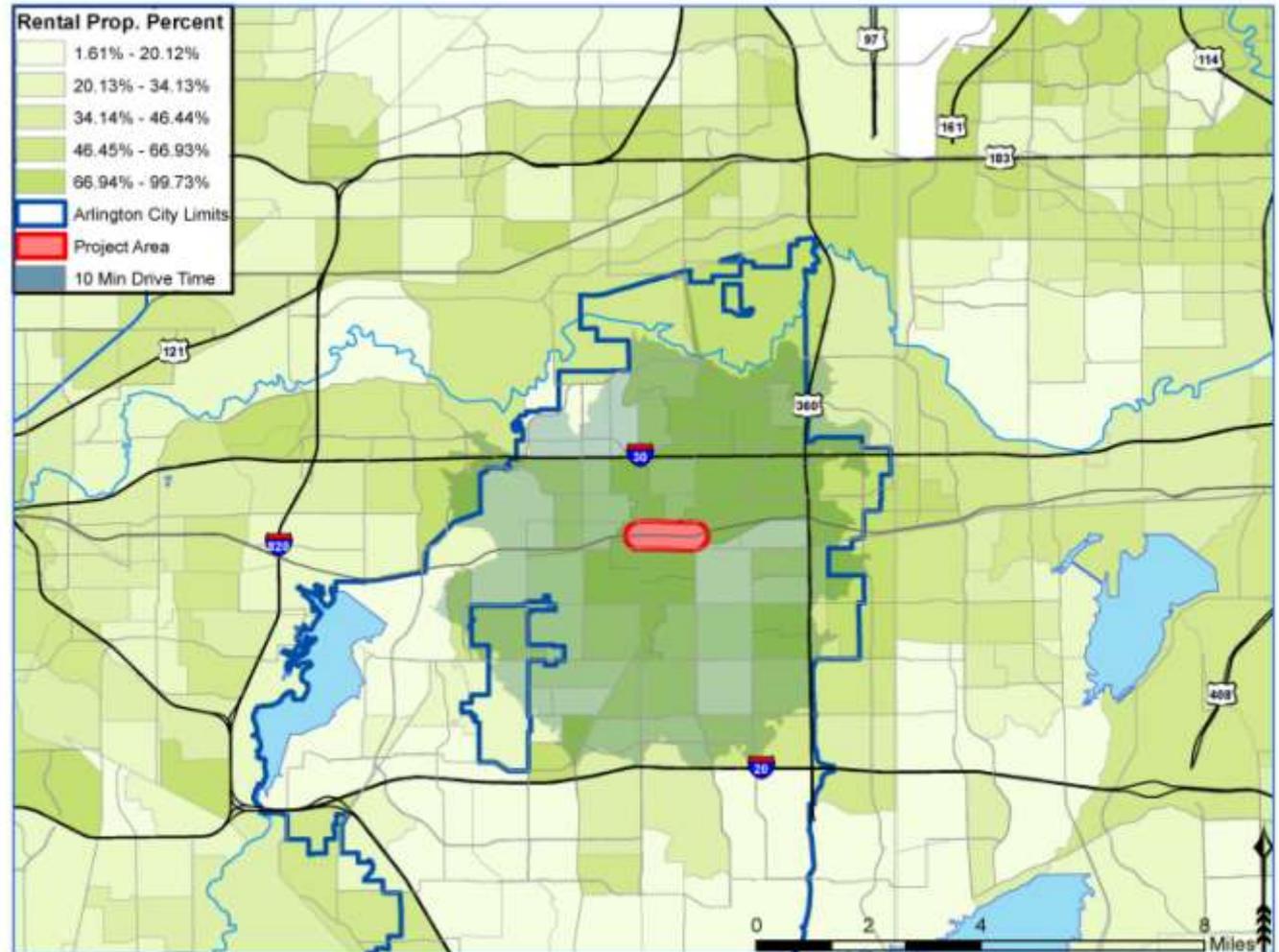


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- The study area is bounded on the west by the highest incomes in the area, but as they are consistent with an aging population a transition in area income may occur.
- Elsewhere, the study area is defined by lower incomes (a market challenge).

Market Area

CURRENT RENTAL VS. OWNERSHIP LOCATION

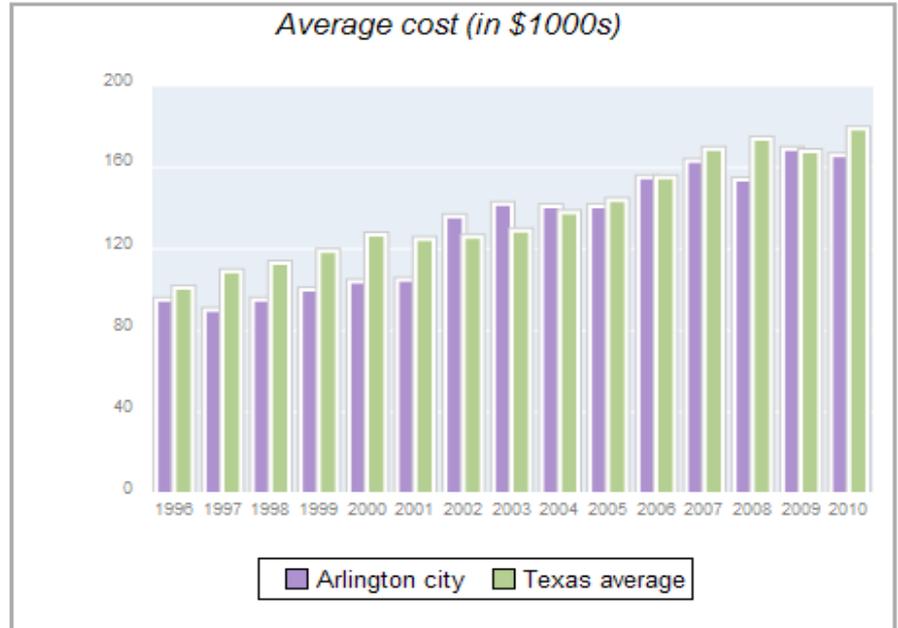
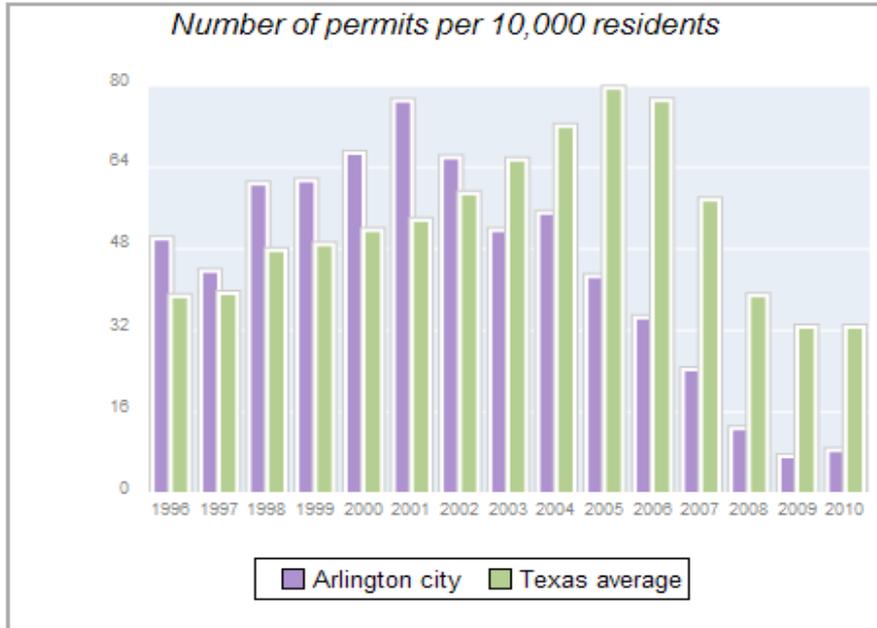


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

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

Market Area

BUILDING PERMITS AND SINGLE FAMILY VALUE

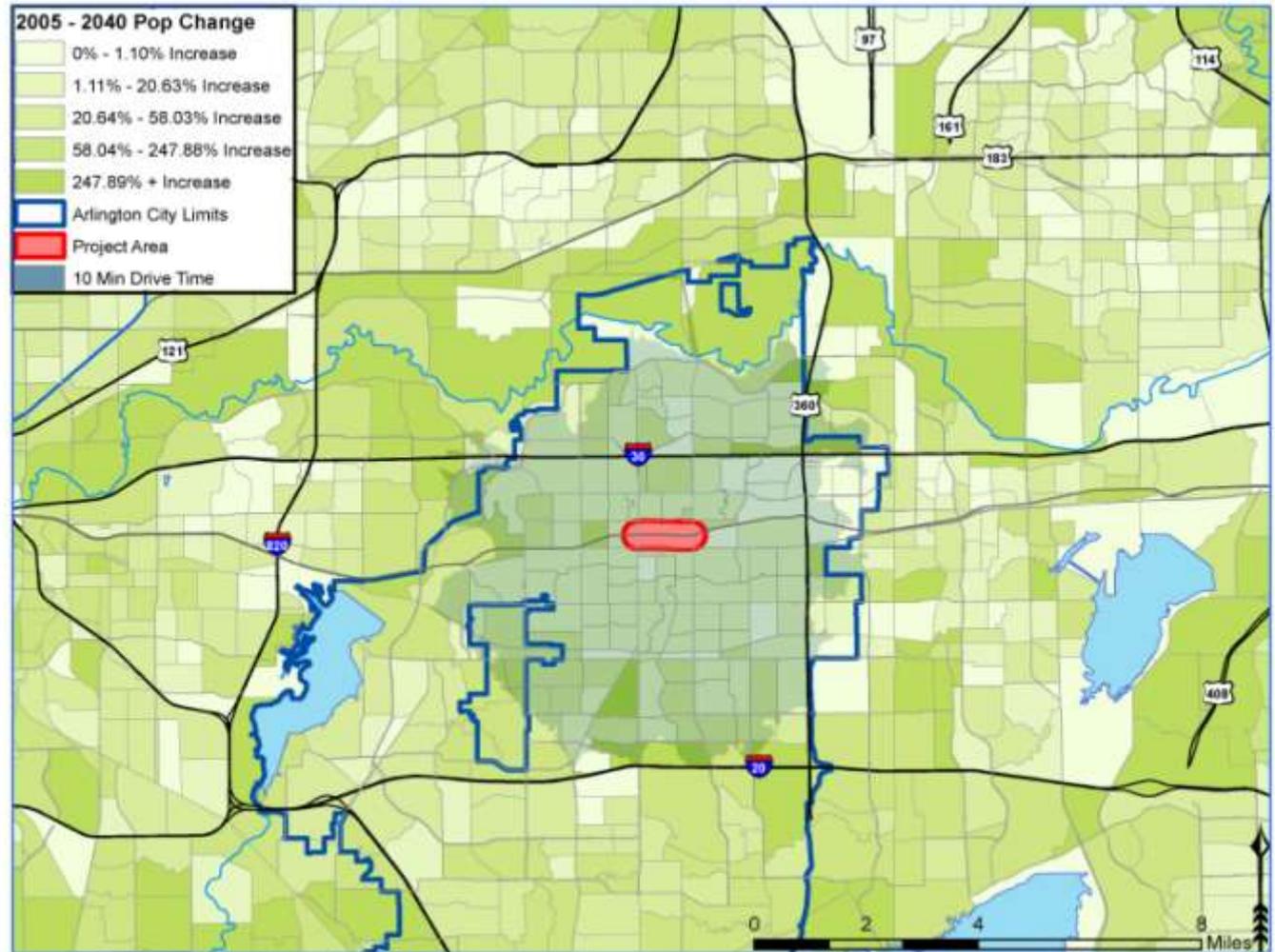


Source: NCTCOG and City-Data

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

Market Area

PROJECTED GROWTH OF POPULATION

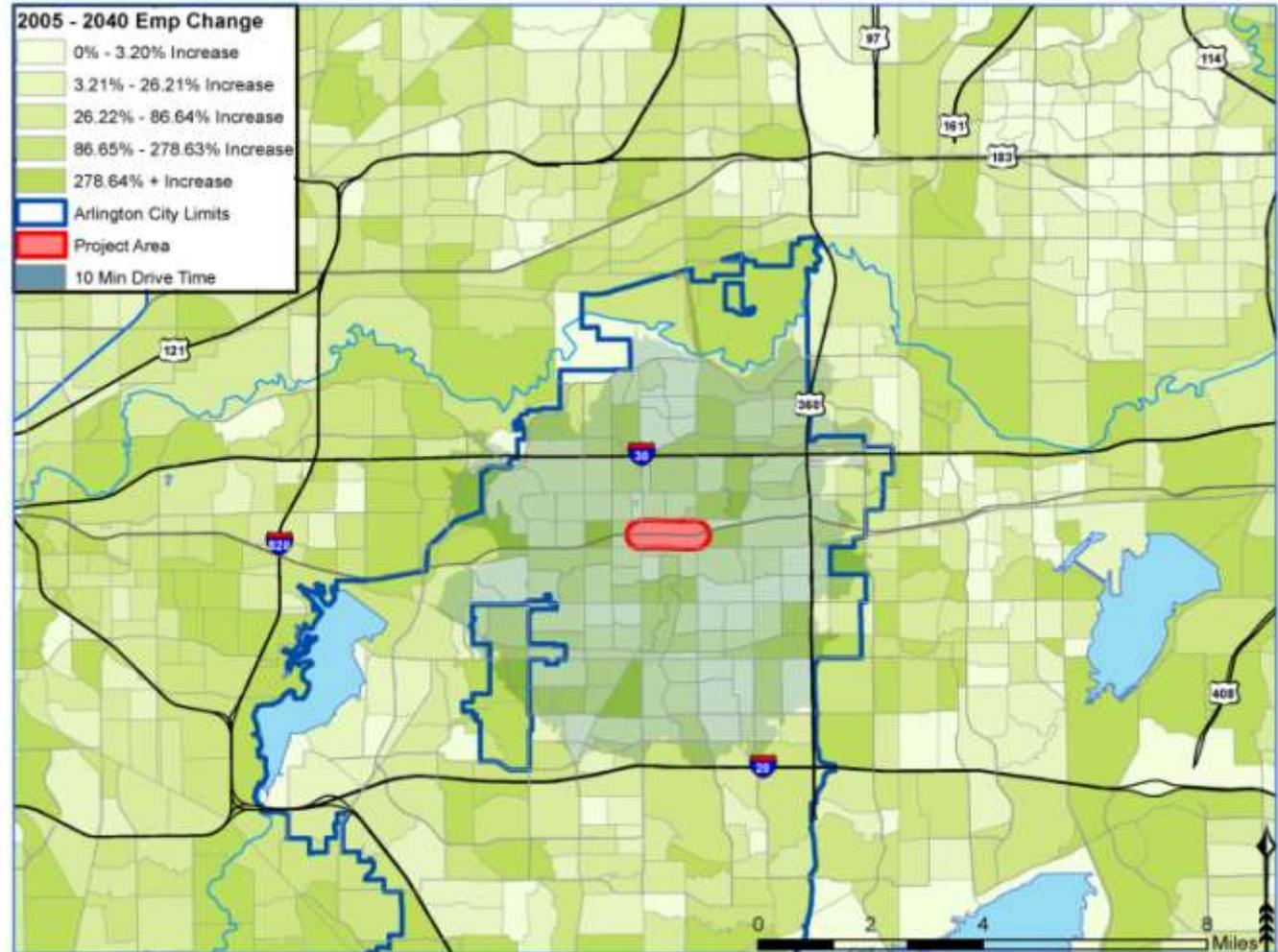


Source: North Central Texas Council of Governments, ACS, US Census Bureau, Catalyst Group

- Study area in the midst of a large area without great expectation of population growth.
- This is a challenge to attract traditional market investment.

Market Area

PROJECTED CHANGE IN EMPLOYMENT



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

- Small pockets of projected higher employment growth occur around the study area (UTA and Stadium area).
- Remainder areas projected to be areas of lower growth (a market challenge).

Study Area – *Existing Framework*



Source: Freese and Nichols

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

Study Area – *Property Encumbrances*



Source: Freese and Nichols



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

Study Area – *Green and Natural Areas*



Source: Freese and Nichols

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

Study Area – *Auto Pavement*



Source: Freese and Nichols

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

Study Area – *Urban Form*



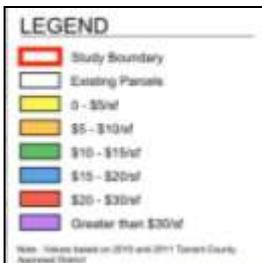
Source: Freese and Nichols

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

Study Area -- Land Values



Source: Freese and Nichols



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

Study Area – *Composite Results*



Source: Freese and Nichols

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

Study Area – *Composite Results*



Source: Freese and Nichols

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

Study Area – *Composite Results*



Source: Freese and Nichols

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

Programming

DEMAND GENERATORS

Cowboy's Stadium:

5 min walk radius:

- Retail
- Restaurants
- Hotel
- Housing

10 min walk radius:

- Restaurants
- Housing

City of Arlington:

5 min walk radius:

- Retail
- Restaurants
- Housing

10 min walk radius:

- Housing

UTA:

5 min walk radius:

- Retail
- Restaurants
- Entertainment
- Faculty Office
- Housing

10 min walk radius:

- Entertainment
- Housing

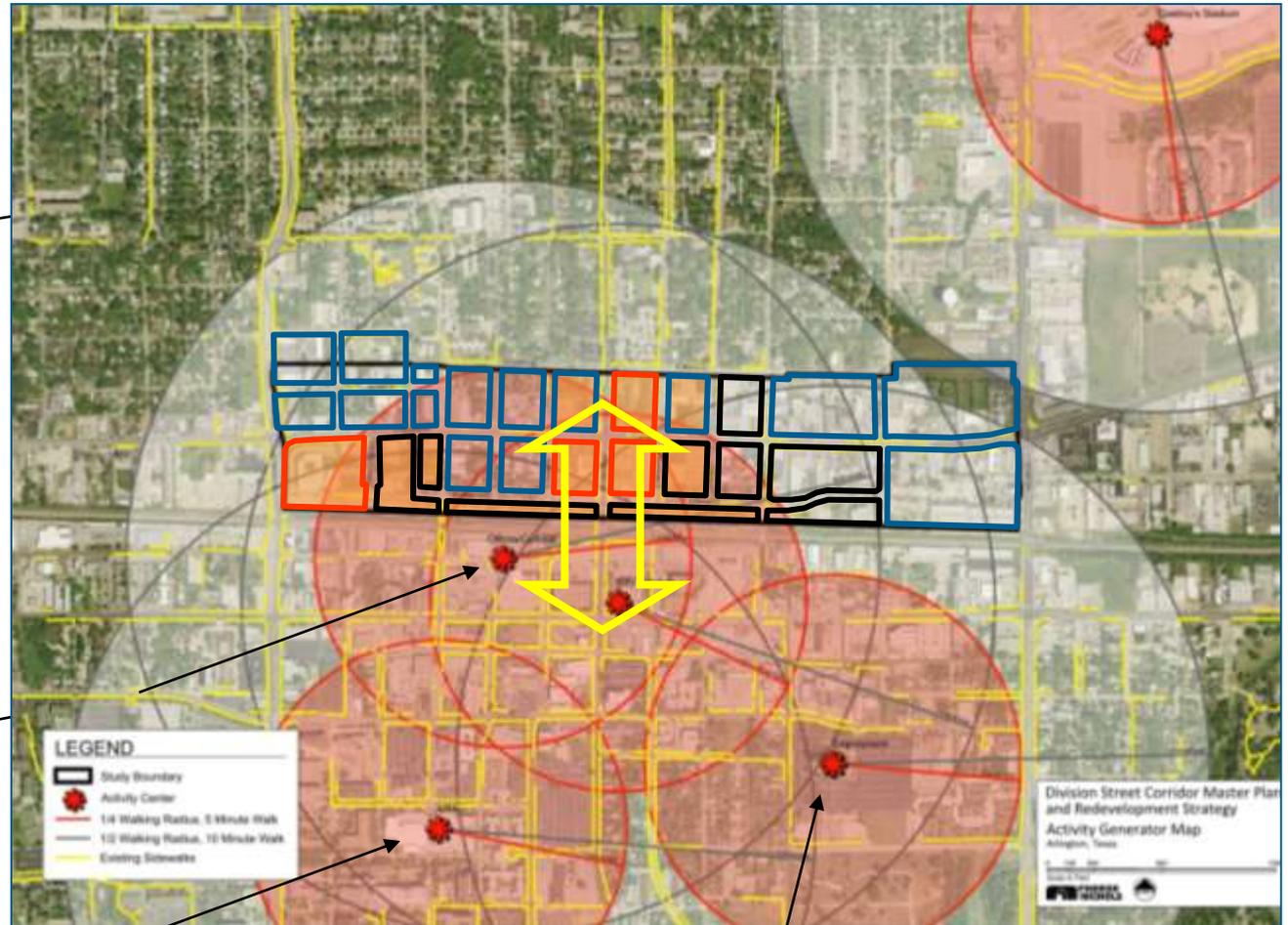
Office:

5 min walk radius:

- Retail
- Restaurants
- Housing

10 min walk radius:

- Housing



Source: Freese and Nichols

Programming

RETAIL SALES LEAKAGE

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

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

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Motor Vehicle & Parts Dealers (NAICS 441)	\$530,379,419	\$1,118,594,365	-\$588,214,946
Automobile Dealers (NAICS 4411)	\$456,341,124	\$999,833,889	-\$543,492,765
Other Motor Vehicle Dealers (NAICS 4412)	\$36,396,128	\$59,850,823	-\$23,454,695
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$37,642,167	\$58,909,653	-\$21,267,486
Furniture & Home Furnishings Stores (NAICS 442)	\$69,984,260	\$129,588,854	-\$59,604,594
Furniture Stores (NAICS 4421)	\$47,447,681	\$80,544,588	-\$33,096,907
Home Furnishings Stores (NAICS 4422)	\$22,536,579	\$49,044,266	-\$26,507,687
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$70,572,997	\$91,057,377	-\$20,484,380
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$82,371,957	\$97,937,776	-\$15,565,819
Building Material and Supplies Dealers (NAICS 4441)	\$75,948,943	\$93,794,342	-\$17,845,399
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$6,423,014	\$4,143,434	\$2,279,580
Food & Beverage Stores (NAICS 445)	\$430,595,199	\$530,707,961	-\$100,112,762
Grocery Stores (NAICS 4451)	\$398,256,189	\$516,144,046	-\$117,887,857
Specialty Food Stores (NAICS 4452)	\$13,106,062	\$11,784,229	\$1,321,833
Beer, Wine, and Liquor Stores (NAICS 4453)	\$19,232,948	\$2,779,686	\$16,453,262
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$72,219,222	\$138,667,215	-\$66,447,993
Gasoline Stations (NAICS 447/NAICS 4471)	\$353,996,786	\$428,714,323	-\$74,717,537
Clothing and Clothing Accessories Stores (NAICS 448)	\$96,599,990	\$171,423,867	-\$74,823,877
Clothing Stores (NAICS 4481)	\$76,655,836	\$133,136,890	-\$56,481,054
Shoe Stores (NAICS 4482)	\$10,180,683	\$19,864,458	-\$9,683,775
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$9,763,471	\$18,422,519	-\$8,659,048
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$37,371,642	\$105,552,350	-\$68,180,708
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$21,794,174	\$82,303,064	-\$60,508,890
Book, Periodical, and Music Stores (NAICS 4512)	\$15,577,468	\$23,249,286	-\$7,671,818
General Merchandise Stores (NAICS 452)	\$340,125,976	\$439,056,491	-\$98,930,515
Department Stores Excluding Leased Depts. (NAICS 4521)	\$131,859,723	\$166,834,995	-\$34,975,272
Other General Merchandise Stores (NAICS 4529)	\$208,266,253	\$272,221,496	-\$63,955,243
Miscellaneous Store Retailers (NAICS 453)	\$31,894,008	\$60,125,993	-\$28,231,985
Florists (NAICS 4531)	\$3,002,390	\$5,079,403	-\$2,077,013
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$11,575,516	\$22,926,635	-\$11,351,119
Used Merchandise Stores (NAICS 4533)	\$3,184,943	\$8,513,510	-\$5,328,567
Other Miscellaneous Store Retailers (NAICS 4539)	\$14,131,159	\$23,606,445	-\$9,475,286
Nonstore Retailers (NAICS 454)	\$65,232,426	\$114,417,426	-\$49,185,000
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$46,090,537	\$11,979,217	\$34,111,320
Vending Machine Operators (NAICS 4542)	\$5,581,403	\$13,892,797	-\$8,311,394
Direct Selling Establishments (NAICS 4543)	\$13,560,486	\$88,545,412	-\$74,984,926
Food Services & Drinking Places (NAICS 722)	\$384,305,971	\$624,670,376	-\$240,364,405
Full-Service Restaurants (NAICS 7221)	\$149,589,527	\$217,830,304	-\$68,240,777
Limited-Service Eating Places (NAICS 7222)	\$198,585,691	\$339,798,777	-\$141,213,086
Special Food Services (NAICS 7223)	\$23,378,052	\$27,154,738	-\$3,776,686
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$12,752,701	\$39,886,557	-\$27,133,856

Source: ESRI Business Analyst

Programming

UTA PLAN (and Opportunity)

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

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

Increase population from 33,000 to 40,000+/- students

Increase faculty from 635 to 900 t/tt

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

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



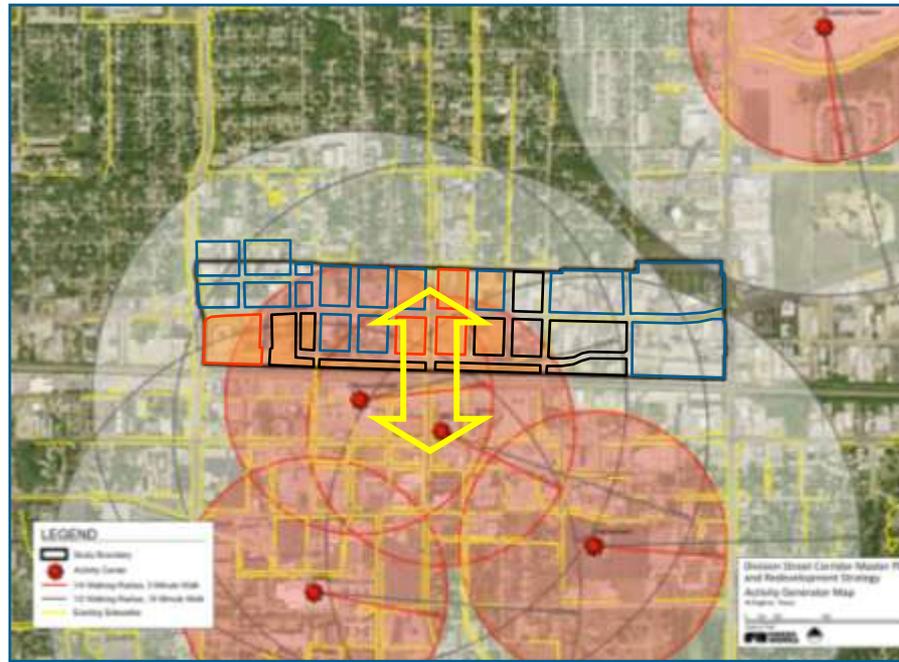
Urban village character of the UTA Master Plan vision



UTA Campus Master Plan -- 2020

Programming

Near Term – 3 Primary Phases



Program:	Area:	Primary Demand Generator:	# Projects
Office (NEAR STUDY AREA)	100,000 sf (RESEARCH SPACE)	UTA and Joint Venture Companies	2
Retail (CLOSE TO CENTER ST.)	24,000 sf (RESTAURANTS) 16,000 sf (SERVICE RETAIL)	UTA and City Offices (CLOSE TO CENTER STREET)	4
Civic/Cultural	50,000 sf (LIBRARY, CHURCH, etc)	City Wide Demand and Usage	1
Housing (IN STUDY AREA)	300 du (APARTMENTS)	UTA and Downtown (15% OF 6,800 UNIT DEMAND)	4
(IN STUDY AREA)	120 du (SENIORS)		
(NEAR STUDY AREA)	620 du (STUDENTS)		

11 Projects

*** Should also consider ethnic retailing, business incubator, restaurant incubator, food kiosks and cart area, and neighborhood services (day care, service retail, etc), and specialized housing (bungalow court, multi-product community, co-housing, etc).**

Input, Questions, and Discussion



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



**DISCOVER
DIVISION**

What's Next?

- Public meeting, March 29
- DCAC meeting #3

THANK YOU!