DISCOVER DIVISION

DIVISION STREET CORRIDOR STRATEGY

Public Open House

August 30, 2012

DISCOVER DIVISION

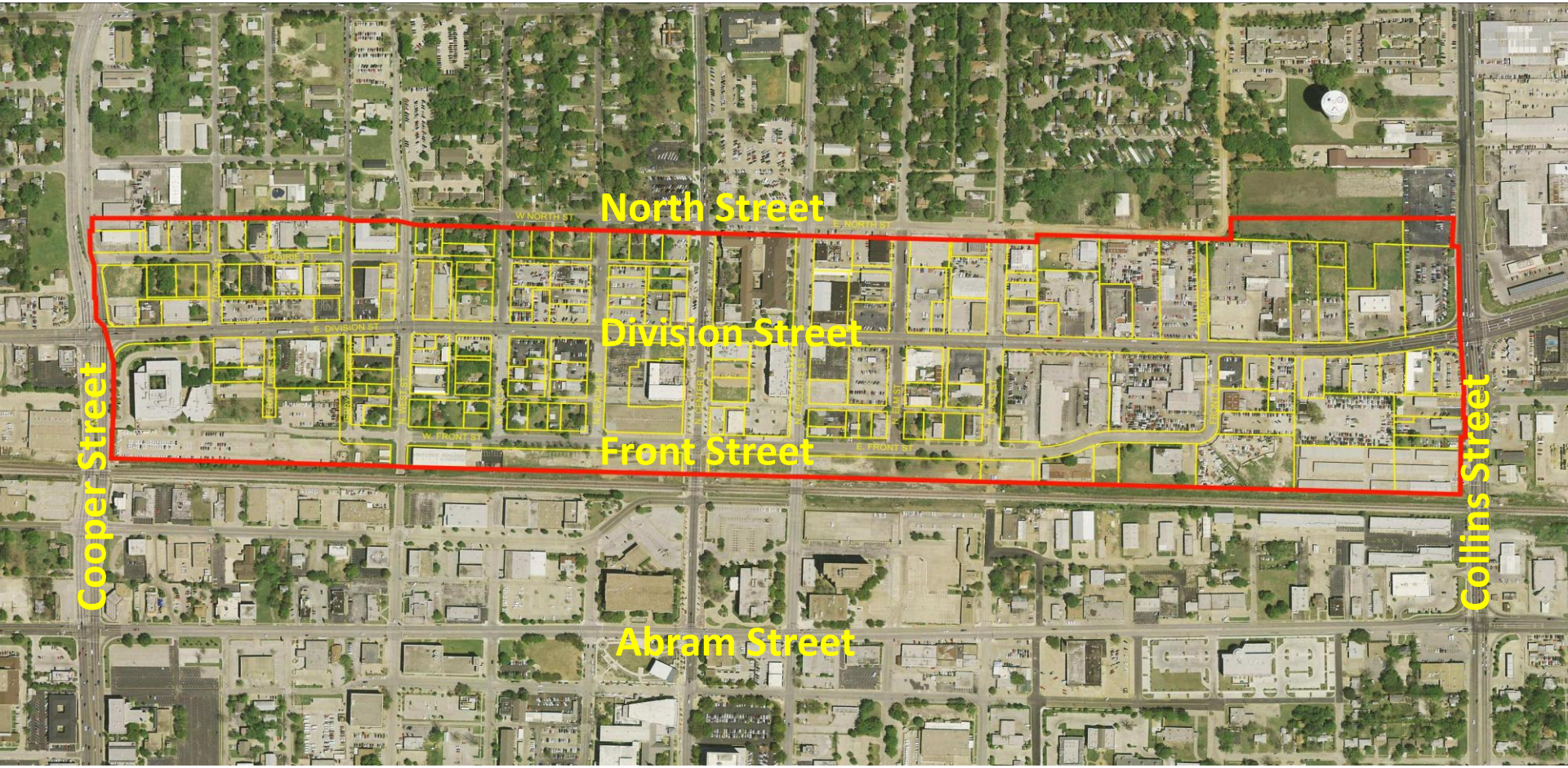
MONEY★TALK$
WE FINANCE

Project Purpose

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

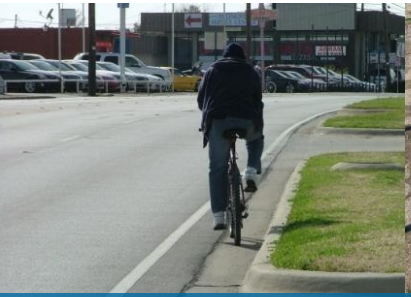
Study Area

- 124 Acres, One mile long, 178 parcels
- 4 lane minor arterial per current Thoroughfare Development Plan



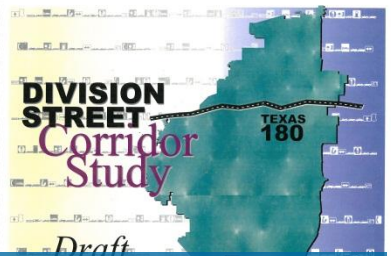
Key Issues

Creating an Identity and Perception



Transportation and Circulation

Connectivity to Other Areas



Existing Plans

Market Opportunities

Community Involvement

20+ Meetings and Online Survey

Division Street Corridor Advisory Committee

1. January 19, 2012
2. March 8, 2012
3. May 17, 2012
4. August 16, 2012

Public Meetings

1. March 29, 2012
2. June 21, 2012
3. August 30, 2012

Stakeholders

1. February 15, 2012
2. February 16, 2012
3. February 24, 2012
4. February 28, 2012
5. May 12, 2012
6. June 29, 2012
7. August 1, 2012

Briefings and Workshops

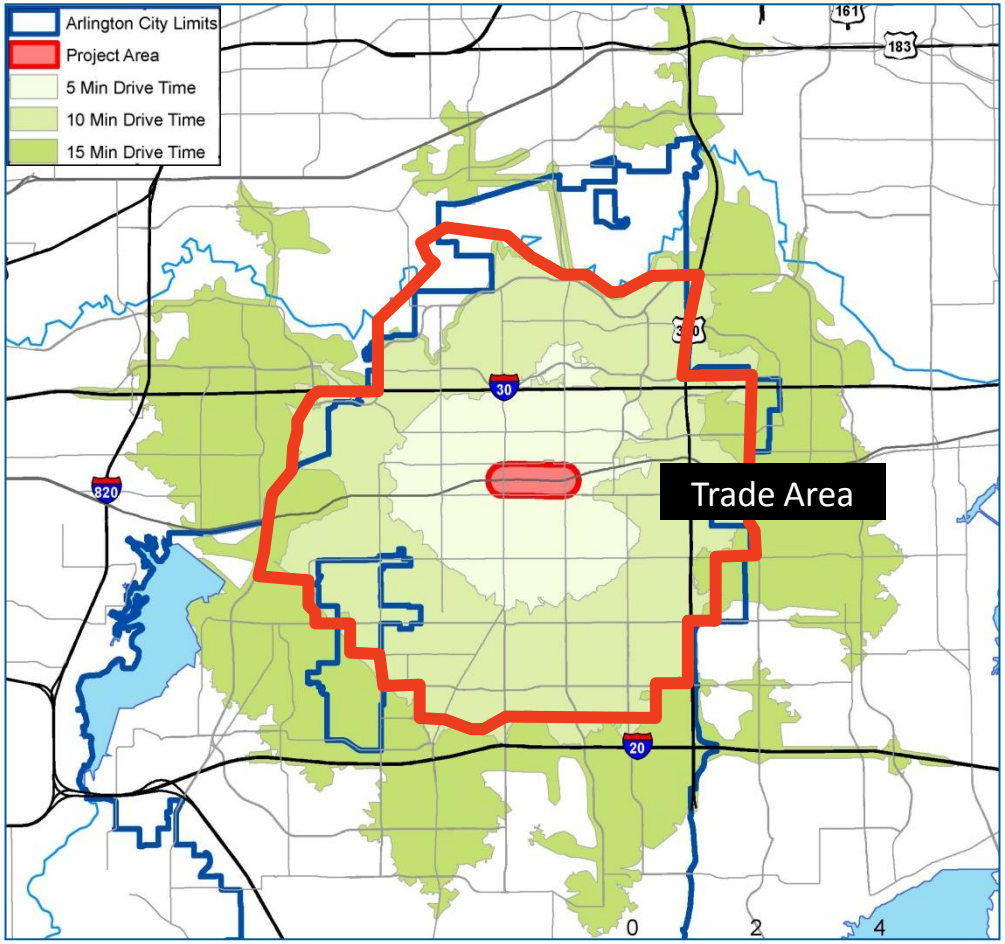
1. March 20, 2012
2. May 8, 2012
3. June 12, 2012
4. July 12, 2012
5. August 7, 2012
6. August 21, 2012
7. September 18, 2012
8. September 19, 2012
9. October 30, 2012

What We Heard

Mixed-Use
Jobs
Improve Aesthetics
Incentives
Entertainment Uses
Landscaping
Attract all Ages
Parks
Bury Utilities
Too Many Poles
Local Restaurants
Pedestrian-Oriented
Sidewalks and Curbs
Food Trucks
Eclectic
Need Parking
Business Development
Urban
Close the Gap
Link to Downtown
Young Professionals
Public Art
History
Partnerships
Market-Based
Office Uses
Residential Uses
Proximity to UT Arlington is Key

Market Assessment

- Macro Area, Position in DFW
- Market Area, Trade Area
- Demographic Trends
- Land Assembly Framework Affecting Redevelopment
- Opportunities, UT Arlington



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

Programming

DISCOVER DIVISION

Our Analysis Points to the Following Potential for Consideration

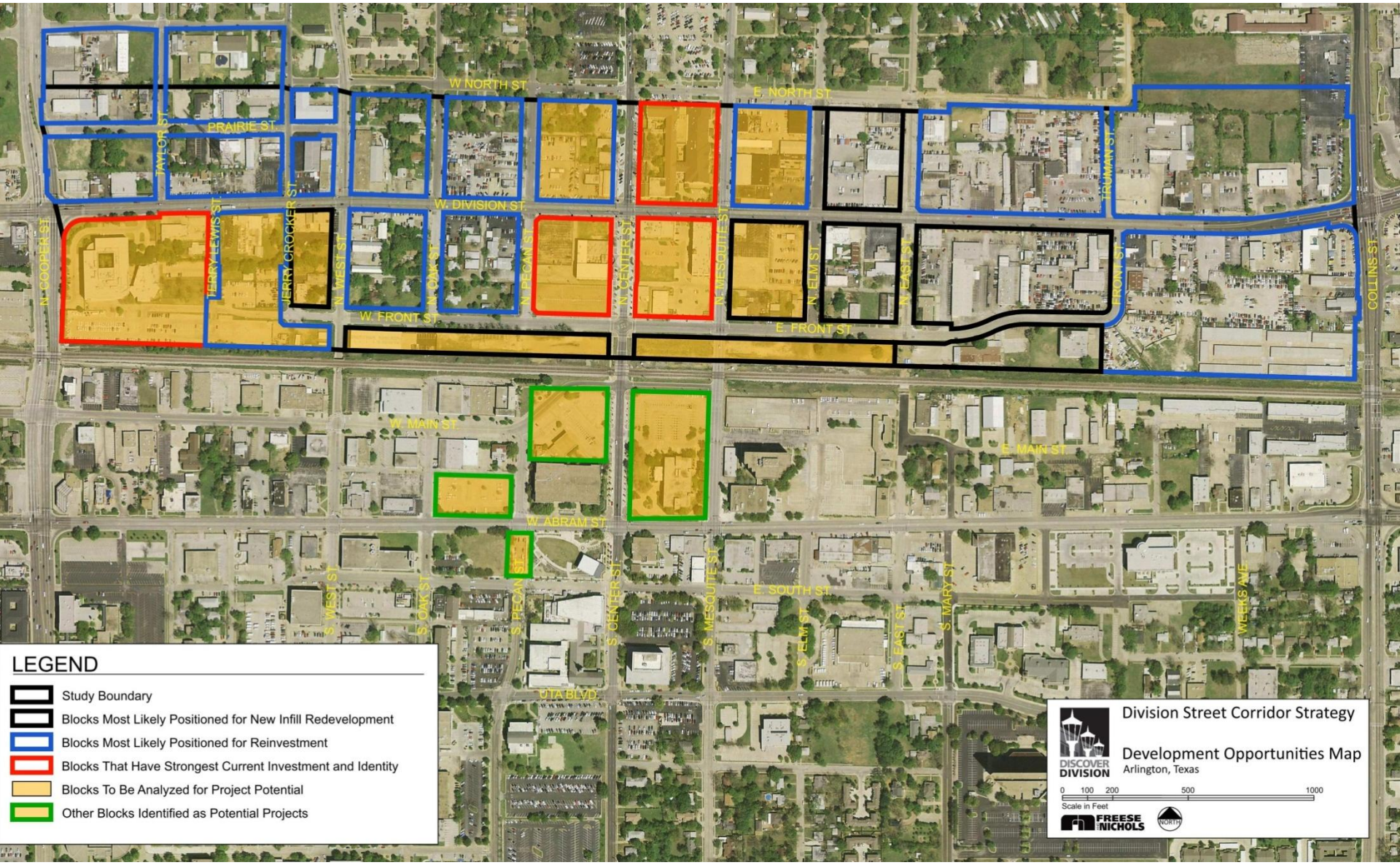
Program (LOCATION):	Project Area (TYPE OF USE):	Primary Demand Generator:	# Projects
Office (NEAR STUDY AREA)	100,000 sf (RESEARCH SPACE)	UTA and Joint Venture Companies	2
Retail (CLOSE TO CENTER ST.)	16,000 sf (RESTAURANTS)	UTA, Downtown, Ethnic Groups	2
	24,000 sf (SERVICE RETAIL)	Ethnic Groups (PART OF MIXED-USE PROJECTS)	2
	500 sf (RETAIL/FOOD KIOSKS)	UTA, Downtown, City-Wide, Ethnic Groups	1
	temporary (FOOD TRUCK CORRAL)	UTA, Downtown, City-Wide, Ethnic Groups	1
Civic/Cultural	50,000 sf (LIBRARY, CHURCH, etc)	City Wide Demand and Usage	1
Housing (IN STUDY AREA)	300 du (LOFTS)	Downtown	1
(IN STUDY AREA)	120 du (SENIORS)	City Wide Demand (AGING POPULATION)	1
(NEAR STUDY AREA)	620 du (STUDENTS)	UTA (15% OF 6,800 BED DEMAND)	3
Incubators (NEAR UTA ON CENTER)	18,000 sf (BUSINESS INCUBATOR)	UTA-Related Program (PART OF MIXED-USE PROJECT)	1
	6,000 sf (RESTAURANT INCUBATOR)	City Wide Demand (COMMUNITY KITCHEN)	1
	214,500 sf Office, Retail and Cultural Space		*11 projects*
	967,200 sf Residential Space (1040 Urban Residences)		*5 projects*
	1,181,700 SF TOTAL		***16 PROJECTS***

Programming Goals

- **Stabilize demographic trends**
- **Retain and attract younger demographics**
- **Help strengthen UT Arlington's position**
- **Capitalize upon trends of diversifying ethnicities**
- **Help restore downtown as a regional destination**

Development Opportunities

Our Analysis Points to the Following Potential for Consideration

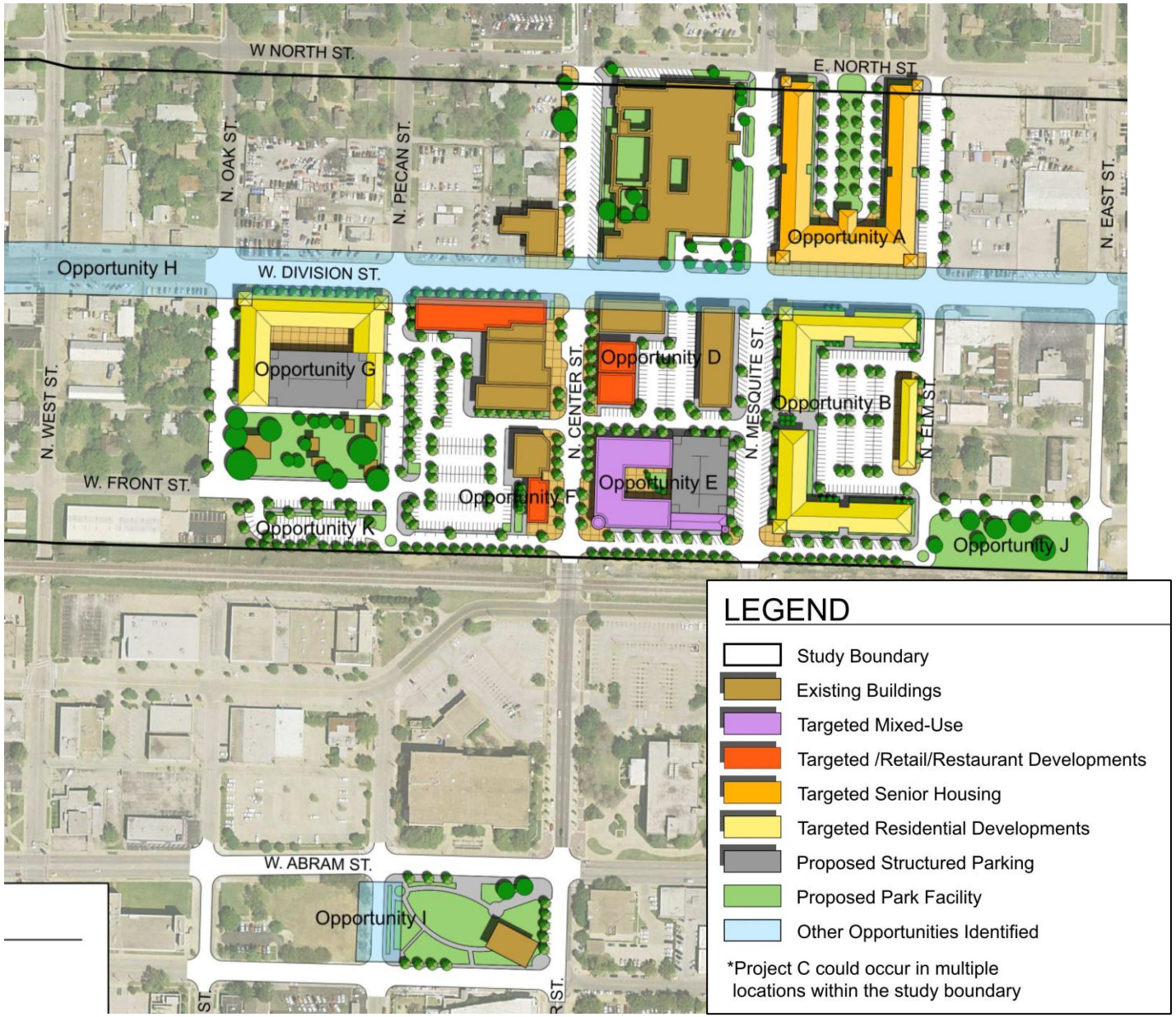


Division Street Corridor Strategy

SUMMARY OF KEY POINTS:

- Adherence to goals and visions of previous plans
- Implementation-focused
- Focus on Center first (from the inside out)
- Increase critical mass and density
- Provide a variety of land uses to attract people downtown
- Minimize public investment by facilitating private development

Targeted Development Plan



Opportunity A- Senior Living

- 120-150 Units
- Urban streetscape improvements
- Service retail at Division Street
- Privately financed

Opportunity B- Residential Lofts

- 166 Units
- Front Street relocated
- Urban streetscape improvements
- One and two bedroom lofts
- Service retail at Division Street
- Privately financed

Opportunity C- Replacement Auto Mall

- New pre-owned car auto mall
- No specific location
- To help accommodate infill from other projects
- Existing small lot tenant are relocated to new structure and lots
- Interesting architecture and site for unique urban environment

Opportunity D- Restaurant Infill

- 5,500 square foot restaurant uses
- Vandergriff Town Center infill
- Outdoor dining at pedestrian edge
- Unique facade
- Buildings at Center Street
- Closing the gap
- Privately financed

Opportunity E- Mixed-Use Incubator

- 100,000+ gross square feet
- Restaurants, office space, retail
- Possible Front Street relocation
- Residential lofts
- Privately financed
- Shared parking garage—City partnership
- Closing the gap

Opportunity F- Restaurant Incubator

- 5,500 square feet
- Restaurant-based education for chef-entrepreneurs
- Business incubator
- Unique store front façade
- Closing the gap
- Some public investment as a partnership with other entity

Opportunity G- Residential Lofts

- 120-140 Units
- Retail along Division Street
- Shared parking garage
- Urban streetscape improvements
- One and two bedroom lofts
- Privately financed

Opportunity H- Urban Design, Signage, Streetscape

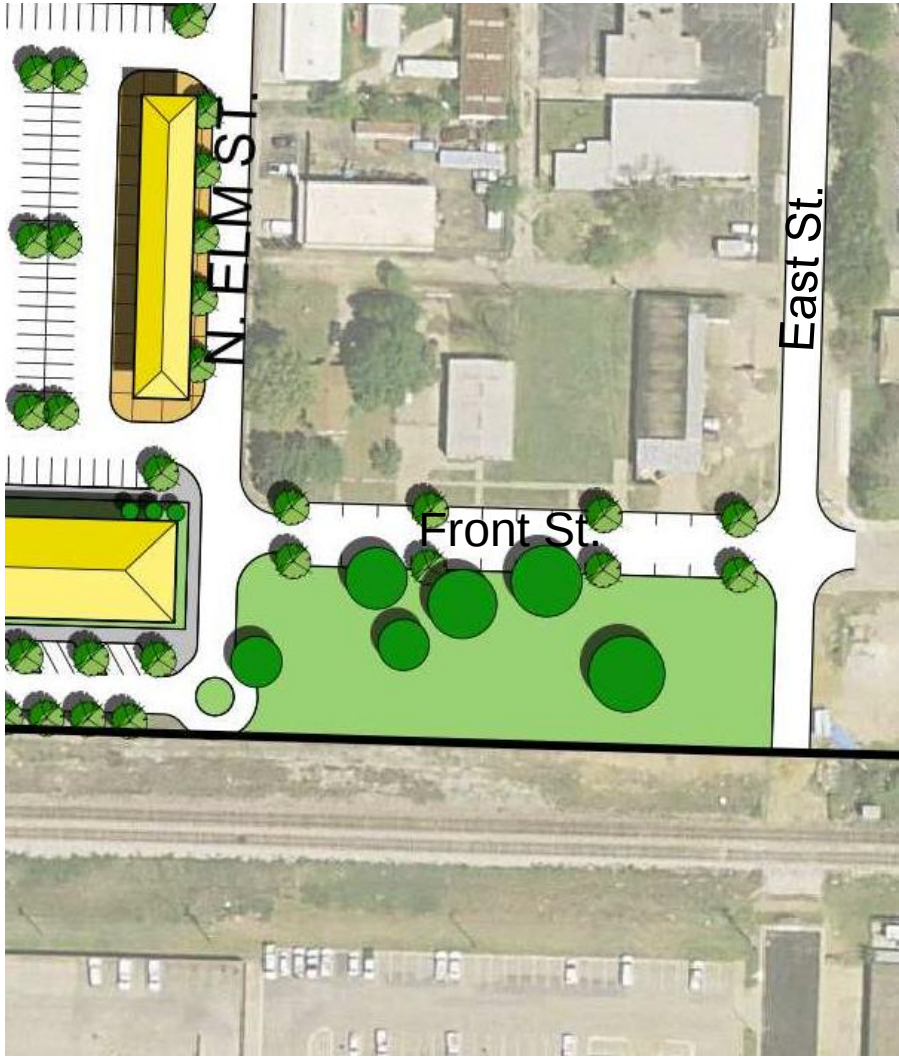
- Entire length of Division Street
- Neon signs and eclectic signs
- Create visual destination unique to the region
- Promote history
- New sense of place and identity
- Sign incentive program
- Public art on existing utility poles
- Long-term new sidewalks and curbs

Opportunity I- Mobile Food Plaza

- Coordinate a mobile food plaza
- Food truck assemble during prescribed time
- Use existing Levitt Pavilion for seating and shade
- $0 public investment

Opportunity J- New Park

- Focal point and amenity for surrounding residential uses
- Urban park
- Urban streetscape improvements
- Existing City-owned land

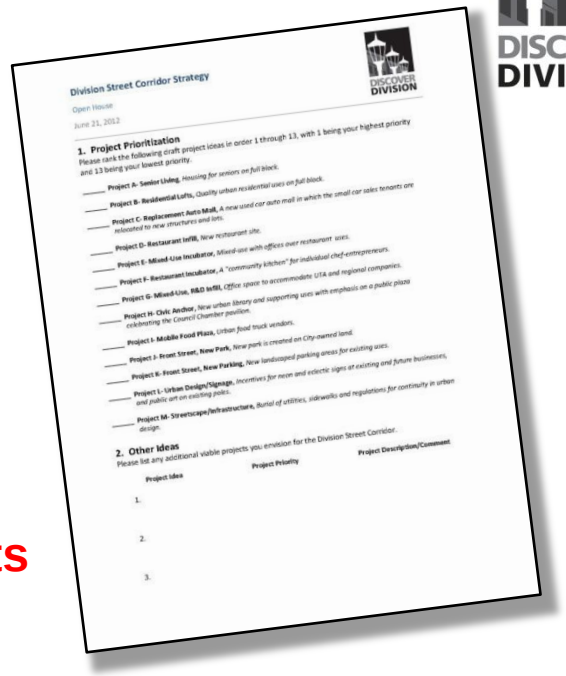


Opportunity K- New Parking

- New parking area
- Help with existing businesses' needs
- Landscape islands, sidewalks, and trees
- Publicly financed

Prioritization

- Catalyst projects
- Based on community input and market potential
- Financial analysis conducted



Division Street Corridor Strategy

Open House

June 21, 2012

1. Project Prioritization

Please rank the following draft project ideas in order 1 through 13, with 1 being your highest priority and 13 being your lowest priority.

____ **Project A- Senior Living,** *Housing for seniors on full block.*

____ **Project B- Residential Lofts,** *Quality urban residential uses on full block.*

____ **Project C- Replacement Auto Mall,** *A new used car auto mall in which the small car sales tenants are relocated to new structures and lots.*

____ **Project D- Restaurant Infill,** *New restaurant site.*

____ **Project E- Mixed-Use Incubator,** *Mixed-use with offices over restaurant uses.*

____ **Project F- Restaurant Incubator,** *A "community kitchen" for individual chef-entrepreneurs.*

____ **Project G- Mixed-Use, R&D Infill,** *Office space to accommodate UTA and regional companies.*

____ **Project H- Civic Anchor,** *New urban library and supporting uses with emphasis on a public plaza celebrating the Council Chamber pavilion.*

____ **Project I- Mobile Food Plaza,** *Urban food truck vendors.*

____ **Project J- Front Street, New Park,** *New park is created on City-owned land.*

____ **Project K- Front Street, New Parking,** *New landscaped parking areas for existing uses.*

____ **Project L- Urban Design/Signage,** *Incentives for neon and eclectic signs at existing and future businesses, and public art on existing poles.*

____ **Project M- Streetscape/Infrastructure,** *Burial of utilities, sidewalks and regulations for continuity in urban design.*

2. Other Ideas

Please list any additional viable projects you envision for the Division Street Corridor.

Project Idea	Project Priority	Project Description/Comment
1.		
2.		
3.		

Opportunity A- Senior Living

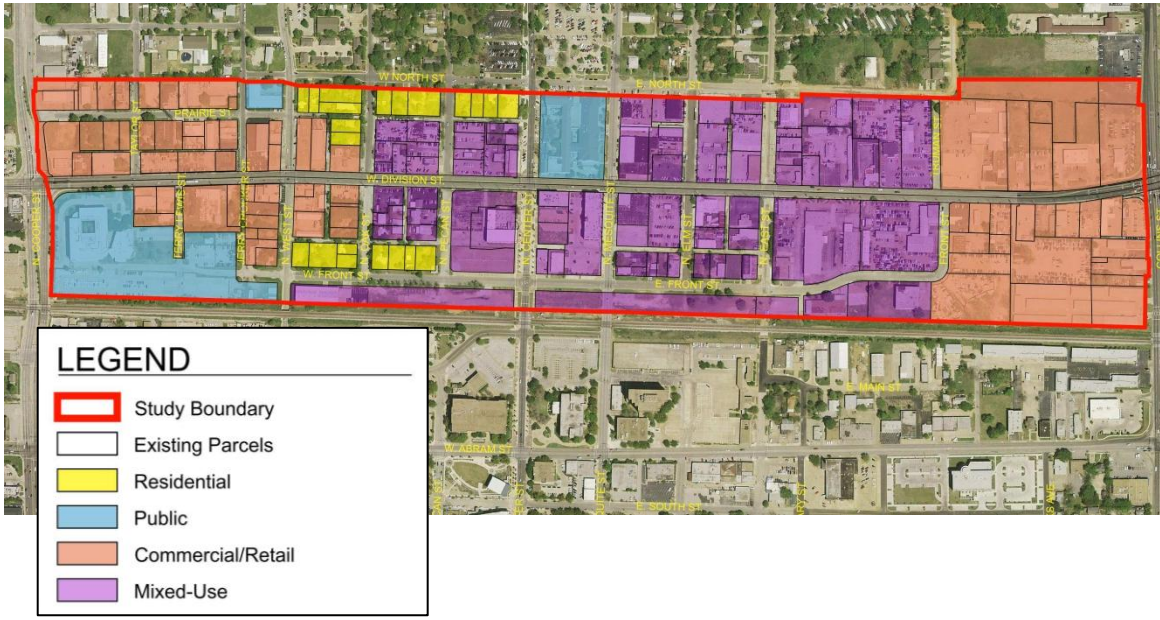
Opportunity B- Residential Lofts

Comment Card	A. Senior Living	B. Residential Lofts	C. Replacement Auto Mall	D. Restaurant Infill	E. Mixed-use Incubator	F. Restaurant Incubator	G. Mixed Use, R&D Infill	H. Civic Anchor	I. Mobile Food Plaza	J. Front Street, New Park	K. Front Street, New Parking	L. Urban Design/Signage	M. Streetscape/ Infrastructure
1	1	9	11	4	9	8	7	12	3	6	5	1	2
2	[illegible]	1	13	3	12	11	2	10	9	5	6	7	8
3	[illegible]	11	10	9	8	7	6	13	5	3	4	1	12
4	1	10	8	6	7	1	2	3	4	9	5	12	13
5	[illegible]	3	8	10	5	1	9	4	2	6	11	12	13
6	[illegible]	3	4	13	12	5	11	10	6	7	8	9	1
7	[illegible]	4	9	5	6	13	7	8	11	10	12	2	1
8	1	1	3	9	12	8	11	4	5	6	7	13	2
9	[illegible]	5	6	7	10	11	12	13	4	2	3	9	8
10	[illegible]	1	9	7	3	8	2	12	6	10	11	13	5
11	[illegible]	2	3	10	9	8	4	5	11	12	13	7	6
12	[illegible]	2	3	4	7	11	6	5	10	8	9	12	13
13	[illegible]	5	8	6	9	10	13	12	4	3	2	11	7
14	[illegible]	7	13	3	1	2	11	4	5	12	10	8	9
15	[illegible]	10	13	11	4	8	7	1	3	12	2	6	5
16	1	1	11	6	3	9	5	10	2	4	7	12	8
17	[illegible]	9	10	13	5	11	6	8	1	2	3	7	12
18	1	2	9	13	4	3	6	5	10	8	7	11	1
19	1	9	2	12	11	6	8	1	10	3	7	5	4
TOTAL:	11	95	153	151	137	141	135	140	111	128	132	158	130
	#3 Third-highest Priority	#1 Highest Priority							#2 Second-highest Priority				

Other Recommendations

- Burial for Utilities, long-term
  - Significant cost
  - Easement necessary
  - Land use issues aren't always addressed
  - Streetscape improvements may affect redevelopment potential
- Zoning updates
  - Helpful updates underway with UDC rewrite
- Transportation
  - Access management, long-term
  - Safety
  - Sidewalks

Utility Poles and Transportation



Implementation Actions

High Priority

- Implement Opportunity A - Senior Living
- Implement Opportunity B - Residential Lofts
- Consider consolidation and public art initiative for existing utility poles
- Create sign incentive program
- Create development incentive packages which support recommendations
- Work with different groups to market corridor
- Consider short-term parking solutions for existing businesses

Medium Priority

- Create Mobile Food Truck Park near Levitt Pavilion
- Create access management plan for Division and surrounding area

Upcoming Schedule

September 18th: City Council Worksession item

September 19th: Planning and Zoning Commission Worksession item

October 3rd: Planning and Zoning Commission Public Hearing

October 30th: City Council Public Hearing

November 6th: City Council Final Adoption

THANK YOU!

DISCOVER DIVISION

FREESE AND NICHOLS

CATALYST | GROUP

Intelligent. Urban. Community.