



**DISCOVER  
DIVISION**

# **DIVISION STREET CORRIDOR STRATEGY**

**Arlington, Texas**

**June 21, 2012**

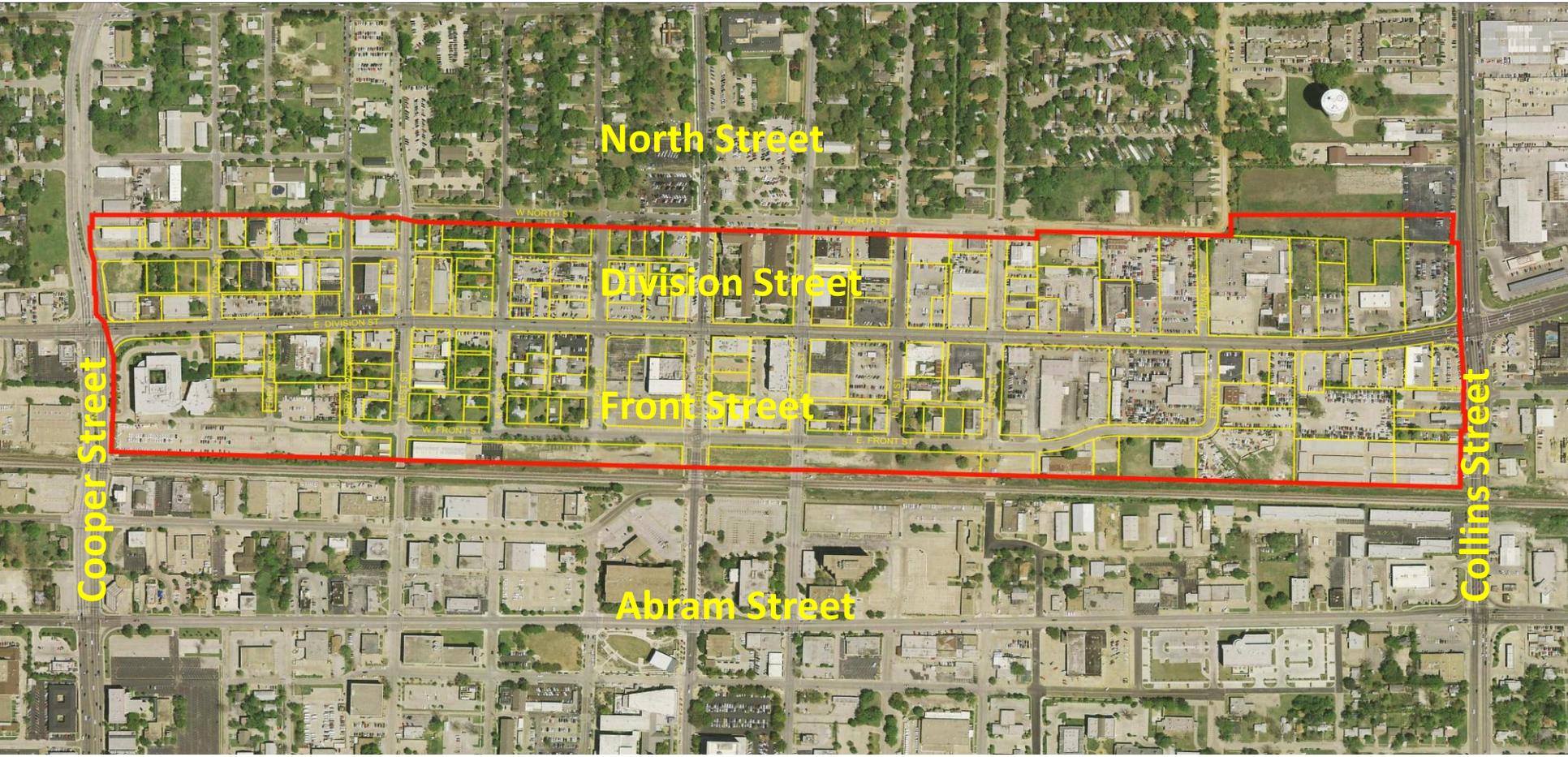
# Project Purpose

- 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



# Project Review: DCAC Meetings

- Reviewed stakeholder meetings
- Reviewed Public meeting findings
- Online survey findings
- Market Assessment
  - Macro Market Factors, Regional
  - Trade Area, Demographics and Trends
  - Study Area, block by block assessment, Identify blocks for project potential
  - Influences of UT Arlington
  - Programming, with use types and sizes

# Project Review: Public Meeting #1

March 29, 2012

- 75 participants
- Presentation, Project and Market Review
- Mapping Exercises
  - Aesthetic improvements are needed throughout the study area including utility burial, new walks, curbs, art, and landscaping
  - Mixed-use developments were desired and include uses such as restaurant, local retail, entertainment, office and residential
  - Front Street was identified as key opportunities for festivals, new developments, street closures or street relocation
  - Better connections to Downtown were desired
  - Public rail transportation was desired



# Programming



## Our Analysis Points to the Following Potential for Consideration

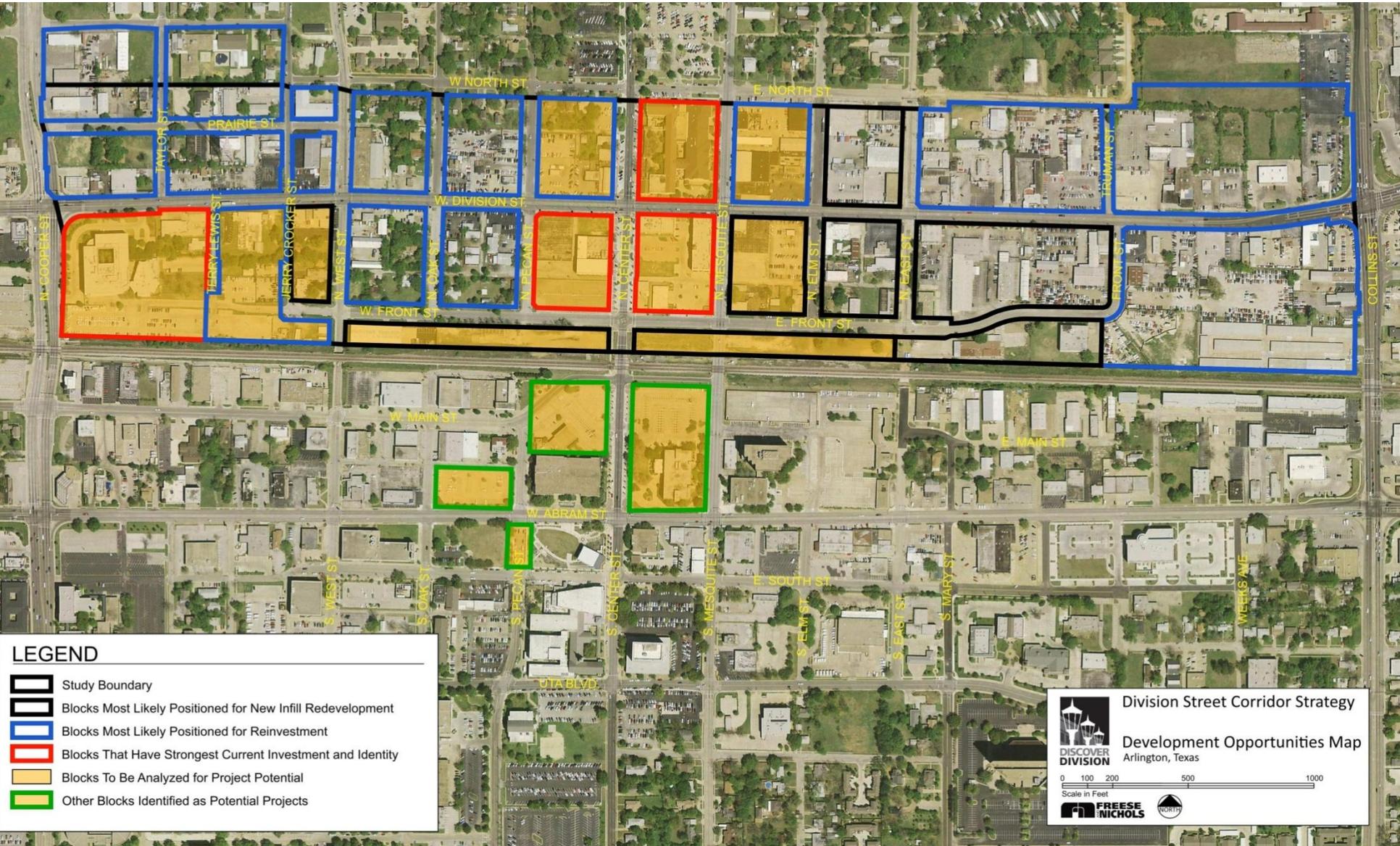
Program (LOCATION):	Project Area (TYPE OF USE):	Primary Demand Generator:	# Projects
Office (NEAR STUDY AREA)	100,000 sf (RESEARCH SPACE)	UTA and Joint Venture Companies	2
Retail (CLOSE TO CENTER ST.)	16,000 sf (RESTAURANTS)	UTA, Downtown, Ethnic Groups	2
	24,000 sf (SERVICE RETAIL)	Ethnic Groups (PART 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
<i>214,500 sf Office, Retail and Cultural Space</i>			<i>11 projects</i>
<i>967,200 sf Residential Space (1040 Urban Residences)</i>			<i>5 projects</i>
<b>1,181,700 SF TOTAL</b>			<b>16 PROJECTS</b>

## Programming Goals

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

# Catalyst Projects

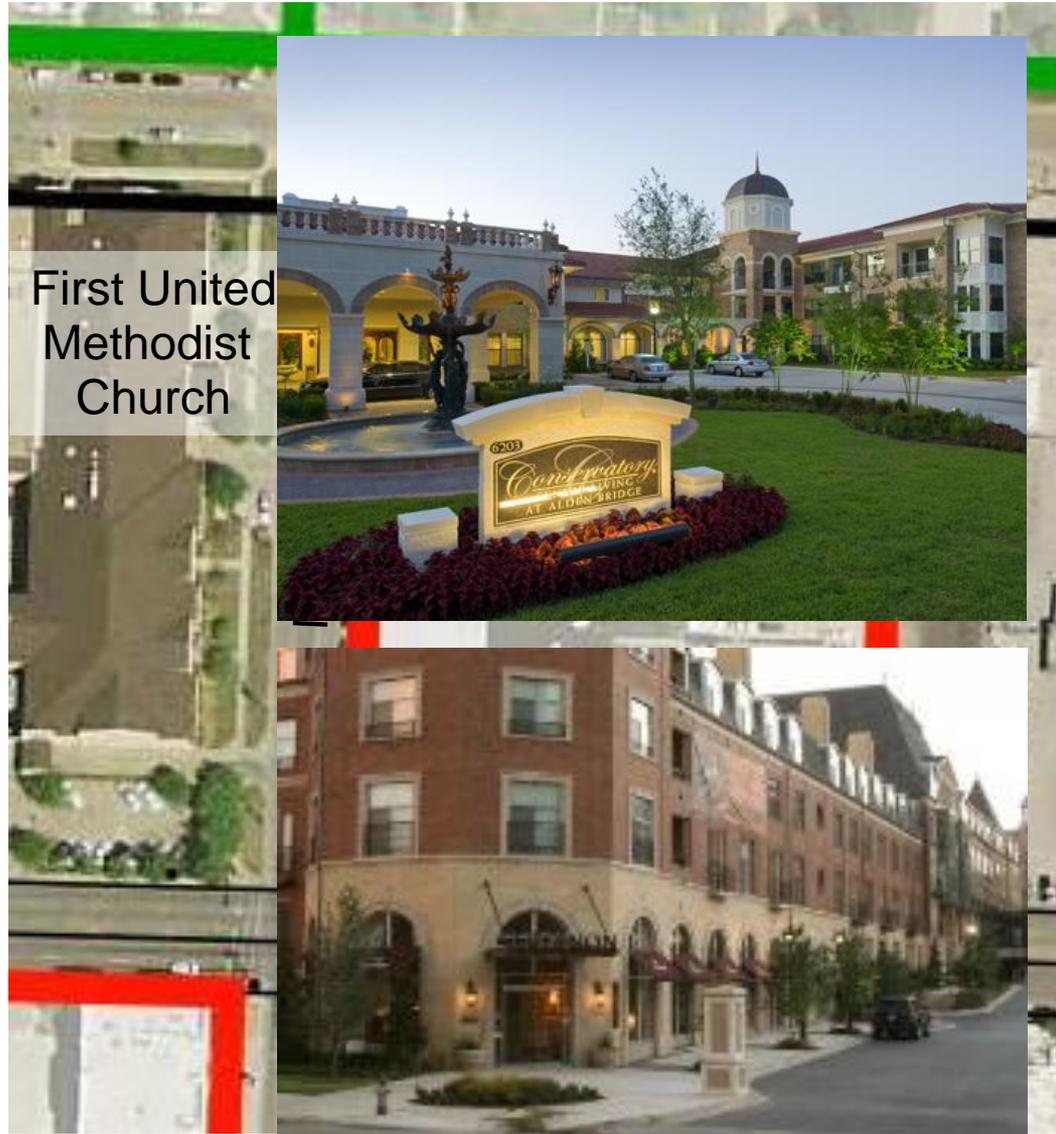
Our Analysis Points to the Following Potential for Consideration



## Project A -- Senior Living

Housing for seniors on full block (bounded by Mesquite, North, Elm, Division). Common area, education center, and other building common area to be in storefront fronting Division. Urban streetscape would wrap the project (comprised of wide sidewalks, street trees, well planted front yards, street benches, trash receptacles, pedestrian lighting, and stoop entrances). On-site program amenity of with day care could be offered as joint venture with First United Methodist Church. Note: In order for this project to happen, the 4 small auto dealerships that currently exist on this block would need to agree to be relocated to become Project C, or be willing to sell land.

**Potential Program Estimate:** 150 units, 4,000 sf day care; \$16M including land assembly. Streetscape part of private landscaping cost. Private financing.

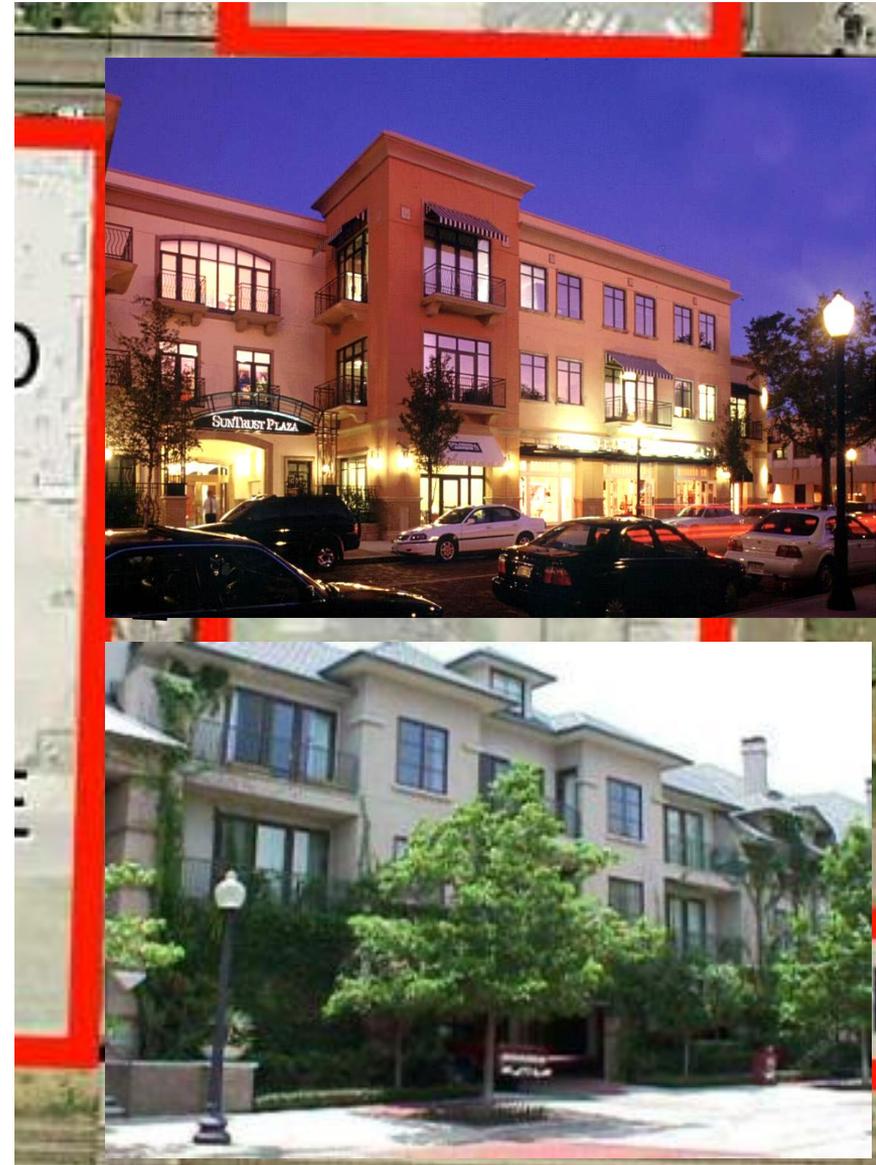


First United Methodist Church

## Project B -- Residential Lofts

Quality urban residential is developed on full block (bounded by Mesquite, Division, Elm, and relocated Front). Urban loft buildings form “street block closure” along an improved urban streetscape (similar to Project A). All non-residential amenities and some ground-level neighborhood retail space fronts Division. Note: In order for this project to happen, the 2 small auto dealerships that currently exist on this block would need to agree to be relocated to become Project C; the Farmer’s Market would need to agree to become part of the redevelopment itself; the remaining 2 small property owners would need to be willing to sell; and the City would need to be willing to relocate Front Street south to railroad tracts.

**Potential Program Estimate:** 150 units, 6,000 sf service retail; \$16M including land assembly. Relocation cost could be financed through New Markets Tax Credits or CDBG Section 108 (with TIRZ repayment) as part of Project C finance strategy. Streetscape part of private landscaping cost; though relocated Front Street (\$440k+/-) public cost with right of way donated. This is a **1:36** investment ratio (with land investment included at \$5/sf valuation).



## Project C -- Replacement Auto Mall

To accommodate the infill projects of Projects A and B, a property along Division Street could be purchased to become a new used car auto mall in which the small car sales tenants are relocated to new structures and lots. This concept combines graphic and interesting architecture, lighting, landscape, and signage within a mid-century visual theme, and is designed to allow simple shopping and browsing within a tailored urban environment. Note: In order for this project to happen, a property owner would need to be willing to sell and the small auto businesses would need to be willing to relocate from Project A and B sites.

**Potential Program Estimate:** 21,000 sf retail car facilities; \$3M including land assembly. Streetscape part of project cost. Could be financed through New Markets Tax Credits and/or CDBG Section 108 loan (with TIRZ repayment of 108).



## Project D -- Restaurant Infill

Enabled through the construction of Project F shared parking garage, a new restaurant site is created across from Vandergriff Plaza facing Center Street (across from Babe's) to be developed by owners of Vandergriff Plaza (presumably). This restaurant has outdoor dining and presents an urban facade to create stronger critical mass in this restaurant zone. Note: In order for this project to happen, Vandergriff Plaza owners would need to agree to concept and City would need to agree to the improvements associated with Project E.

**Potential Program Estimate:** 5,500 sf restaurant. \$1M including land assignment. Streetscape part of private landscaping cost. Private financing.



## Project E -- Mixed-Use Incubator

Small office space geared towards research companies complimentary to UTA graduate programs, etc. Offices would be over restaurants facing Center Street in a configuration that is allowed by the reconstruction of a new Front Street (constructed as a smaller plaza street named for AT&T) southward to the railroad property. To accommodate lost existing parking, a 3 level shared public parking structure is constructed to accommodate on-site and off-site demand. Note: In order for this project to happen, Vandergriff Plaza owners would need to agree to concept and City would need to agree to relocate Front Street and contribute some portion to public parking garage.

**Potential Program Estimate:** 100,800 gsf mixed-use building with 14,000 sf restaurant, 9000 sf service retail, 62,680 sf small office, and 500 space shared garage. \$17.5M including land assembly. Relocation cost could be financed through New Markets Tax Credits or CDBG Section 108 (with TIF repayment) as part of Project C finance strategy. Streetscape part of private landscaping cost. Relocated Front Street (\$440k+/-) public cost with right of way donated. 150 public parking spaces (\$1.2M) is public investment. Combination of traditional and public financing.



## Project F -- Restaurant Incubator

A "community kitchen" sized to accommodate the vocational education of individual chef-entrepreneurs within an incubation environment. The kitchen will be in highly visible glass storefront condition and interesting architecture facing Center Street in a manner that helps create a better pedestrian experience and connection from City Hall to the Babe's restaurant area.

**Potential Program Estimate:** 5,500 sf restaurant education facility. \$1M including land assembly. Streetscape part of project cost. Joint venture with UT Arlington; related public financing.



## Project G – Mixed-Use, R&D Infill

The current library site would be redeveloped to allow a major research and development office building to front the Center Street / Levitt Pavilion / Abram Street intersection. This office facility would be a private development as JV between UTA and certain regional companies whose business lines would benefit from shared research with the University, and congruent with the University's stated goals. Ground level would accommodate a restaurant at the corner. In addition, the northern portion of the site would contain a shared parking garage and residential lofts (in commercial architectural aesthetic) facing Center Street. This combined with Projects E, F and H would help alleviate the difficult pedestrian experience from the Abrams Street area to the Division Street area.

**Potential Program Estimate:** 100,000 gsf research/lab office building with 5,000 sf restaurant, 150 loft residential units and 515 space shared garage. \$34M including land assembly (City property contributed). Streetscape part of private landscaping cost. Combination of traditional and public financing.



## Project H -- Civic Anchor

150,000 sf mixed-use civic facility. The parking behind City hall would be collected into a mixed-use garage building due west of City hall (retail and small office facing Abram) to make room for a new urban library and supporting uses with emphasis on a public plaza celebrating the Council Chamber pavilion. The Chamber would have architectural enhancements to bring the overall identity of City Hall into a more modern setting.

### **Potential Program Estimate:**

100,000 gsf library, 8,000 sf restaurant, 8,000 sf retail, 34,000 sf research/lab office space, and 450 space shared garage. \$18M-\$36M including land assembly (City property contributed). Streetscape part of private landscaping cost. Library based on long-term lease with purchase option (all at market rates). Combination of traditional and public financing.



## Project I -- Mobile Food Plaza

Arrangements are made to accommodate urban food truck vendors along the west and southwest edge of the Levitt Pavilion park to create a mobile food plaza for the adjacent employment centers and campus. Seating occurs within the park and sidewalk area.

**Potential Program Estimate:** 8 spaces. Utilize existing parking and Levitt improvements. \$0 public investment.

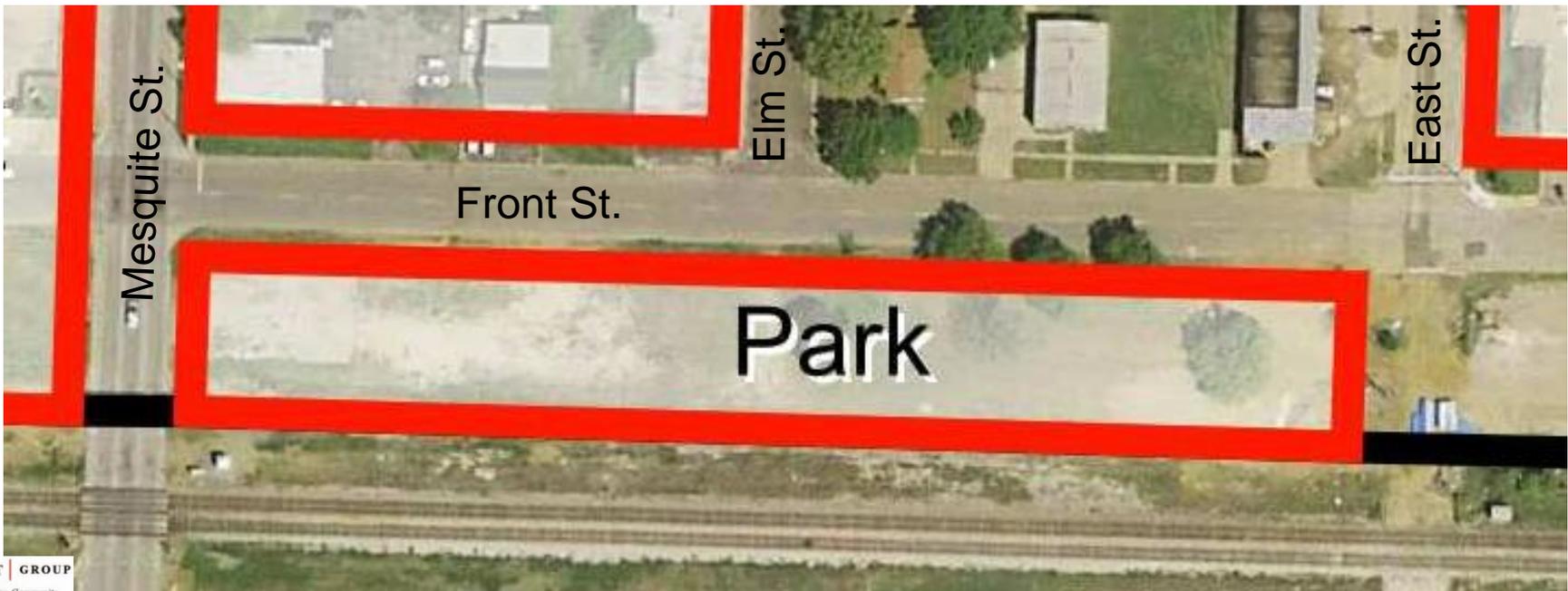


## Project J -- Front Street, New Park

A new park is created on City-owned land south of Front Street, east of Mesquite Street. This would create a visual focal point for potential redevelopment blocks around it.



Source: Urban Design Center



## Project K -- Front Street, New Parking

A new, landscaped parking area would be created west of the existing parking lot south of Front Street, west of Center Street. This would support the existing restaurants in the area, and help beautify the current rail-adjacent land.



## Project L – Urban Design/Signage

Existing businesses along Division are incentivized to create artistic neon signs for their companies. This creates a visual destination unique in the region, and strengthens the corridor’s identity through a community art program.

Existing guidelines and zoning have laid the ground work for quality development . Thematic urban design elements and styles could enhance the existing uses . The following corridor aesthetics are being considered:

- **Project Neon**
- **Unique signage to promote history and to create new sense of place**
- **Sign incentive program for new signs that incorporate eclectic, art deco style**
- **Public art on existing utility poles**



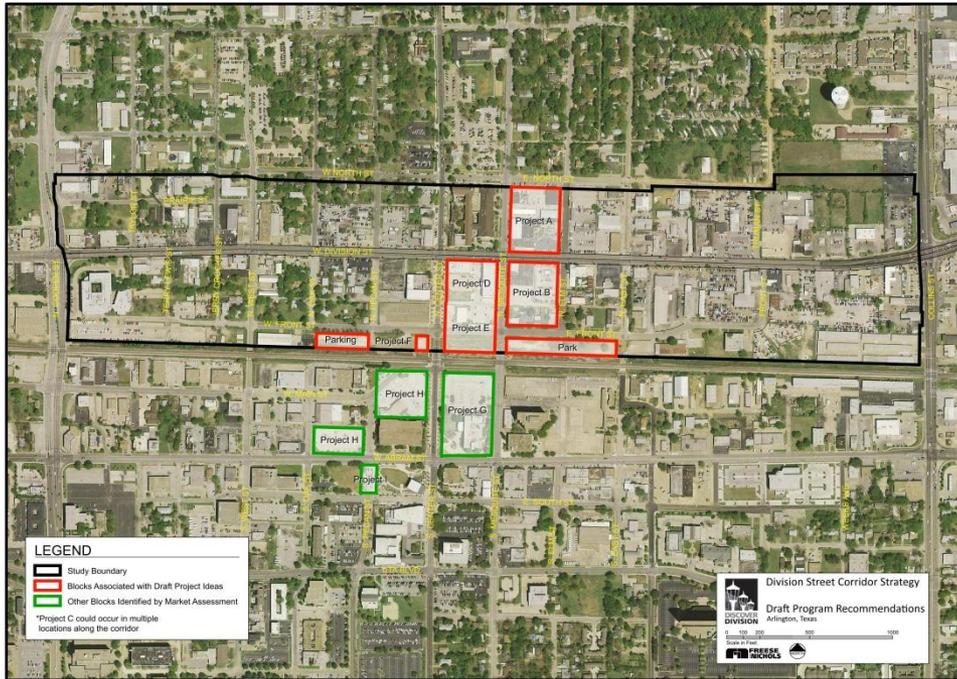
## Project M – Streetscape/Infrastructure

Short and long –term strategies to address aesthetics, perceptions, circulation, R.O.W. encroachments and land uses. Existing power poles would be painted to create a visual design effect that is complimentary other urban design strategies.

- **Burial for Utilities**
  - Enormous cost
  - Easement necessary
  - Land use issues aren't always addressed
  - Streetscape improvements may affect redevelopment potential
- **Streetscape Improvements**
- **Sidewalks**
- **Promote regulations to create continuity**



# Breakout Session



## 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.		



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What's Next?

- Review Input
- Draft Report
- DCAC Meeting
- Public Meeting

**THANK YOU!**