

Planning and Zoning Commission

Worksession

Roark Elementary June 5, 2013



NEW YORK AVENUE CORRIDOR STRATEGY



JACOBS



ARLINGTON, TEXAS

Study Background

- In March 2012, Council met to discuss priorities and made this area a priority for the 2012 work program
- Corridor is a key north-south linkage between the Entertainment District, the Great Southwest Industrial District/General Motors Assembly Plant, and the IH-20 employment center
- Majority of housing stock was constructed in the 1950s and 1960s. Retail areas along this corridor are aging and there is a lack of connectivity between retail areas and surrounding neighborhoods
- Subject area is bounded by a culturally diverse population base



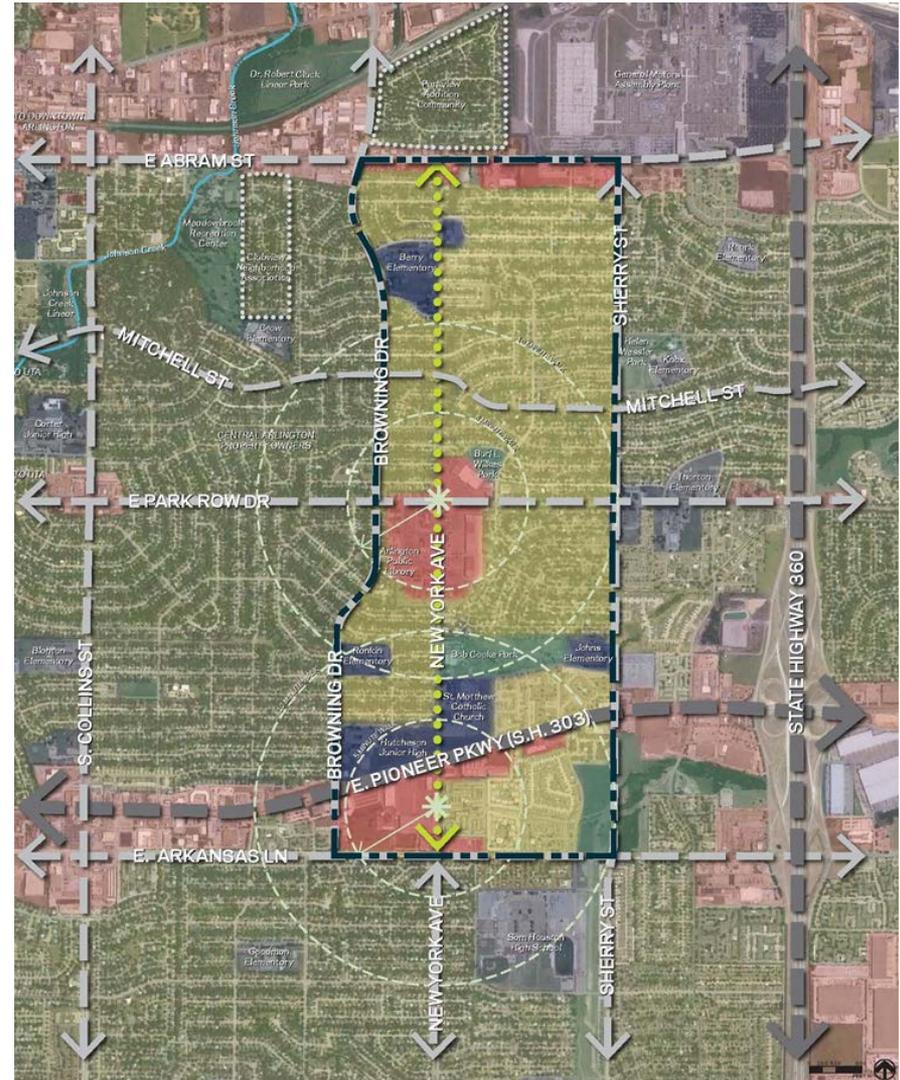
Project Purpose

The New York Avenue Corridor Strategy is intended to generate ideas and identify key goals and strategies to create a comprehensive vision to maximize the corridor's potential for redevelopment.



Project Objectives

- Support strong neighborhoods;
- Create a functional corridor for all users (residents, business owners, consumers, commuters) and add value and improved quality of life to the adjacent neighborhoods and the City as a whole; and
- Provide the necessary guidance to direct the public and private investments in the corridor that leverage resources.



New York Avenue Corridor Committees

The 20 member New York Advisory Committee (NYAC) includes representatives from:

- Four Churches
- Four Schools
- Four Chambers
- Three Businesses
- One Apartment Complex
- Three Neighborhood Organizations
- Planning and Zoning Commission

The City's 12 member Internal Committee includes representatives from:

- CD&P
- Economic Development
- PW&T
- Water Utilities
- Code Enforcement
- Parks and Recreation
- Library
- Police

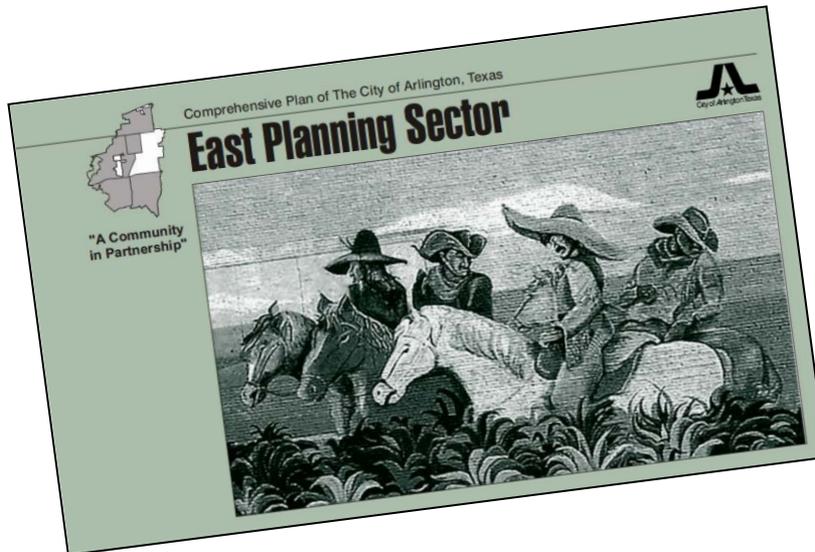
Community Outreach

- 4 Advisory Committee Meetings
 - 3 Public Meetings (114 different attendees total)
 - 4 Stakeholder interviews with groups (community leaders, property owners, lenders, developers)
 - 4 Briefings with Community and Neighborhood Committee
 - Tarrant County
 - AISD
 - Neighborhood Meetings (East Arlington Renewal, Parkview Addition)
 - Community Survey (nearly 50 responses)
 - UT-Arlington Study (interviewed 20 business owners, churches, principals, residents, police officers)
 - Project website
-
- Project website, public notices and community survey were all translated in Spanish and Vietnamese
 - Live interpreting was available at each public meeting in Spanish, Vietnamese, and Sign Language

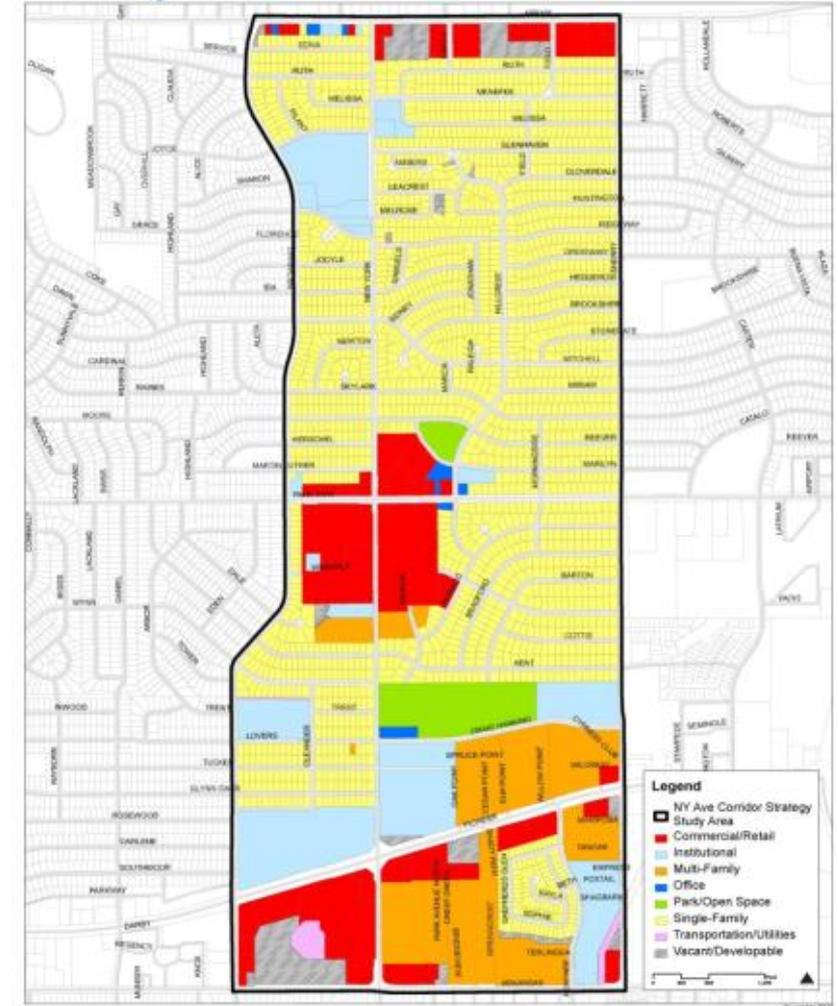
Background Data & Research

Existing Conditions and Plans Research

- Land Use
- Zoning
- Parcel Size
- Existing Structures
- Hike and Bike System Master Plan
- Thoroughfare Development Plan
- East Sector Plan



Existing Land Use



Demographic and Economic Characteristics

- Population
- Age
- Ethnicity
- Median Household Income
- Household Size
- Education

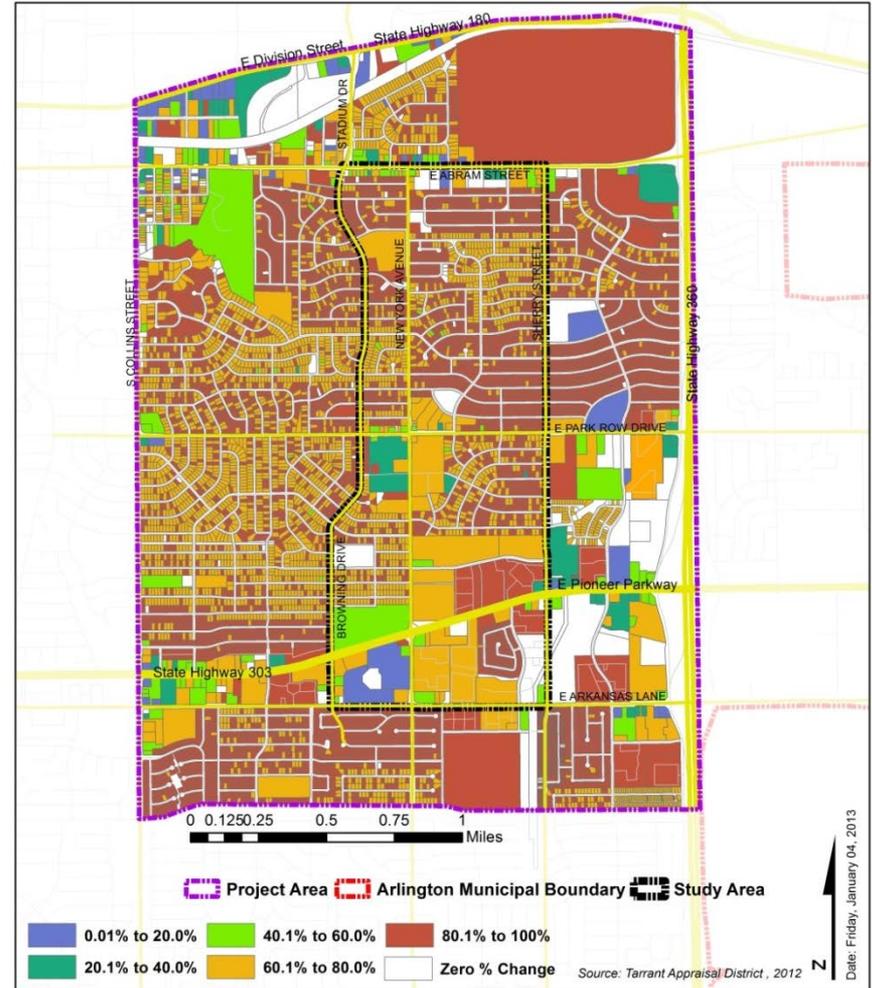
| data for 2010 unless noted | New York Avenue Project Area | City of Arlington | DFW Metroplex |
|---------------------------------------|------------------------------|-------------------|---------------|
| 2012 Population | 48,661 | 367,450 | 5,197,317 |
| Average Household Size | 3.16 | 2.72 | 2.73 |
| Percent Renters | 50% | 43% | 38% |
| Percent Age 65+ | 7% | 8% | 9% |
| Percent Age 0 - 19 | 34% | 31% | 30% |
| Median Age | 29.9 | 32.1 | 33.8 |
| Percent w 4-yr College Degree | 8% | 28% | 29% |
| Median Household Income | \$38,300 | \$52,100 | \$53,600 |
| Per Capita Income | \$13,600 | \$25,000 | \$26,800 |
| Percent with Income <\$25K | 29% | 21% | 21% |
| Percent with Income \$100K+ | 4% | 20% | 23% |
| Percent Hispanic (of any race) | 58% | 27% | 27% |
| Percent African-American | 15% | 19% | 14% |
| Percent Asian-American | 6% | 7% | 6% |



Property Characteristics

- Property Ownership
- Sales Date
- Parcel Utilization
- Land Value
- Improvement Value

Parcel Utilization



Community Vision & Framework Plans

Corridor's Greatest Strengths

- Culturally diverse neighborhoods
- Location (proximity to highways, Downtown, Entertainment District)
- History of the corridor
- Community facilities (library, police, recreation center)
- Churches and schools
- Family-friendly



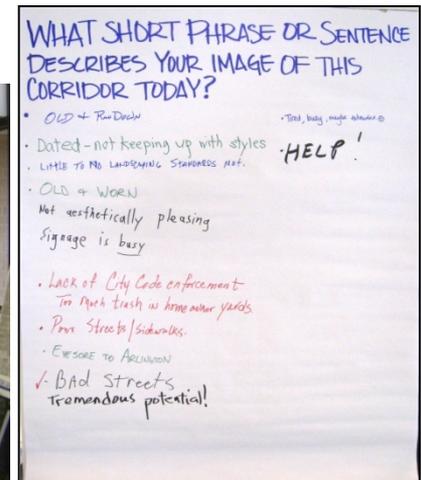
| Physical Amenities | |
|--|--|
| Playgrounds | High level of playground facilities. High level of playground facilities. High level of playground facilities. |
| Plazas | High level of plazas. High level of plazas. High level of plazas. |
| Natural Open Space | High level of natural open space. High level of natural open space. High level of natural open space. |
| Trails | High level of trails. High level of trails. High level of trails. |
| Outdoor Dining | High level of outdoor dining. High level of outdoor dining. High level of outdoor dining. |
| On-Street Bike Lanes & Routes | High level of on-street bike lanes & routes. High level of on-street bike lanes & routes. High level of on-street bike lanes & routes. |

NEW YORK AVENUE CORRIDOR STRATEGY



Corridor's Greatest Challenges

- Road and sidewalk maintenance
- Negative perceptions
- Lack of transportation options (public transportation, bicycle facilities, pedestrian circulation)
- Lack of retail, grocery and restaurant options
- Property maintenance
- Lack of aesthetic appeal (roads and buildings)
- Lack of landscaping and green space
- Need for medical uses



New York Avenue Corridor Vision

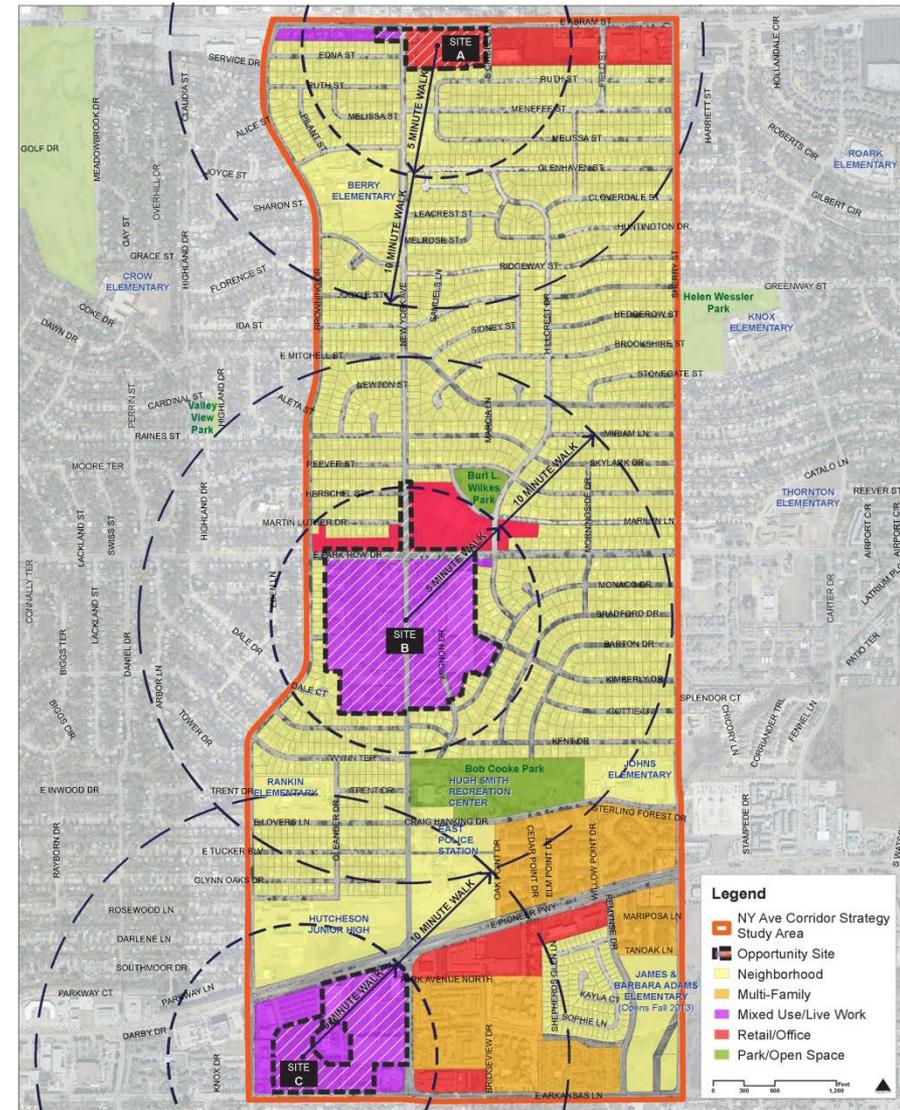
- The Framework Plan focuses on key desires heard repeatedly from the community, property owners and advisory committee members
 - A desire for the corridor to have the success and vitality that it once had
 - Places that create community gathering and casual meeting (civic, outdoor plazas, the new “Braums”)
 - Support for residents to be able to “age in place”
 - Elimination of elements that are having negative impacts on the greater area
 - Community service uses such as a grocery store and medical offices
 - Uses that will support an aging population
 - A larger district on the south that transitions from Asian to International
 - More neighborhood parks, trails and open spaces
 - Roadway, pedestrian and landscape improvements to New York Avenue

Framework Plan Overview

- Framework Plan Components
 - Land Use
 - Transportation
 - Urban Design
- The Framework Plan aligns
 - Existing physical conditions
 - Existing opportunities and constraints
 - Anticipated future real estate / market factors
 - Community desires
- The Framework Plan balances
 - Short-term opportunities potentially achieved with minimal investment
 - Longer-term vision elements requiring public or private sector initiatives

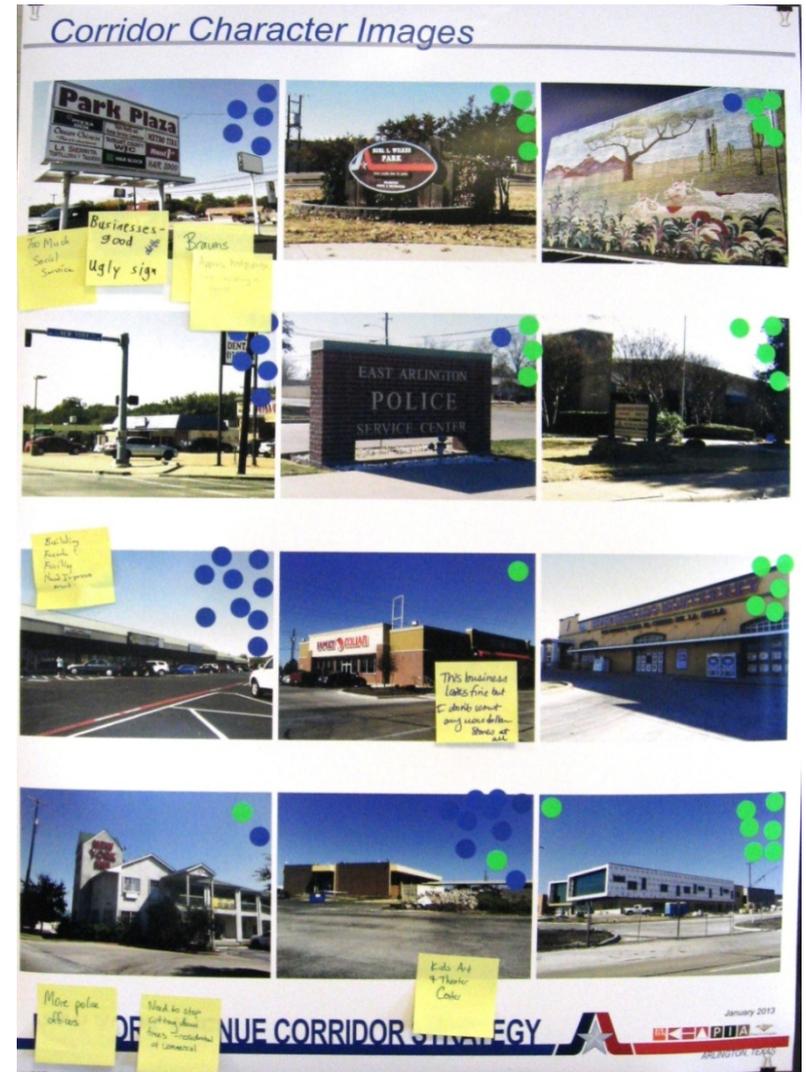
Land Use Framework

- Identifies the multiple land uses and building types that support the overall vision established for New York Avenue
- Three key opportunity sites are highlighted.
- Major development changes from what exists today are focused on commercial areas and vacant properties – not residential neighborhoods



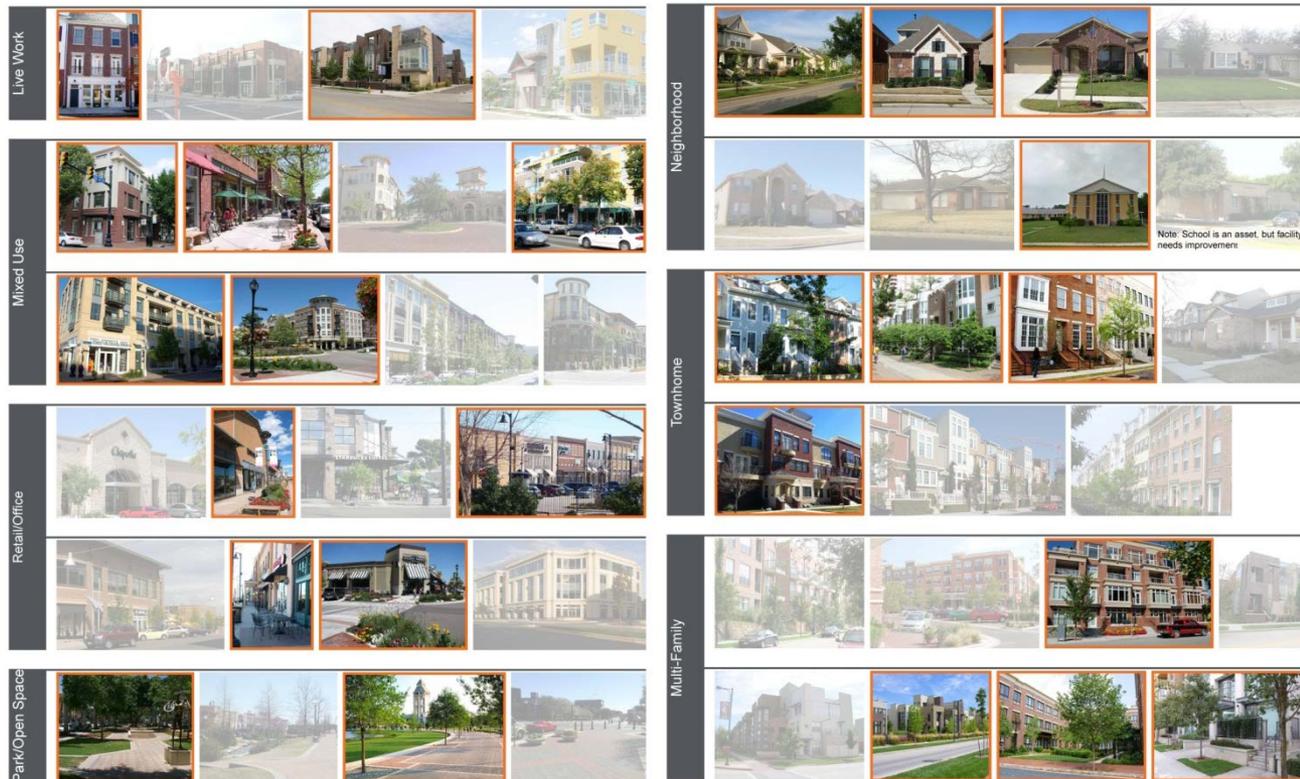
Land Use Framework – Community’s Desired Land Uses

- Neighborhood grocery store
- More parks, trails and playgrounds
- Public plazas
- Office and medical facilities
- Braum’s (community gathering space)
- New retail and restaurants
- Small businesses
- Senior housing
- Government services (library, recreation center, post office, police station)
- Trade schools/adult education center
- Schools
- Churches



Land Use Framework – Community’s Desired Building Types

- Indicate the multiple building types, uses and configurations that have the potential to locate within the New York Avenue corridor



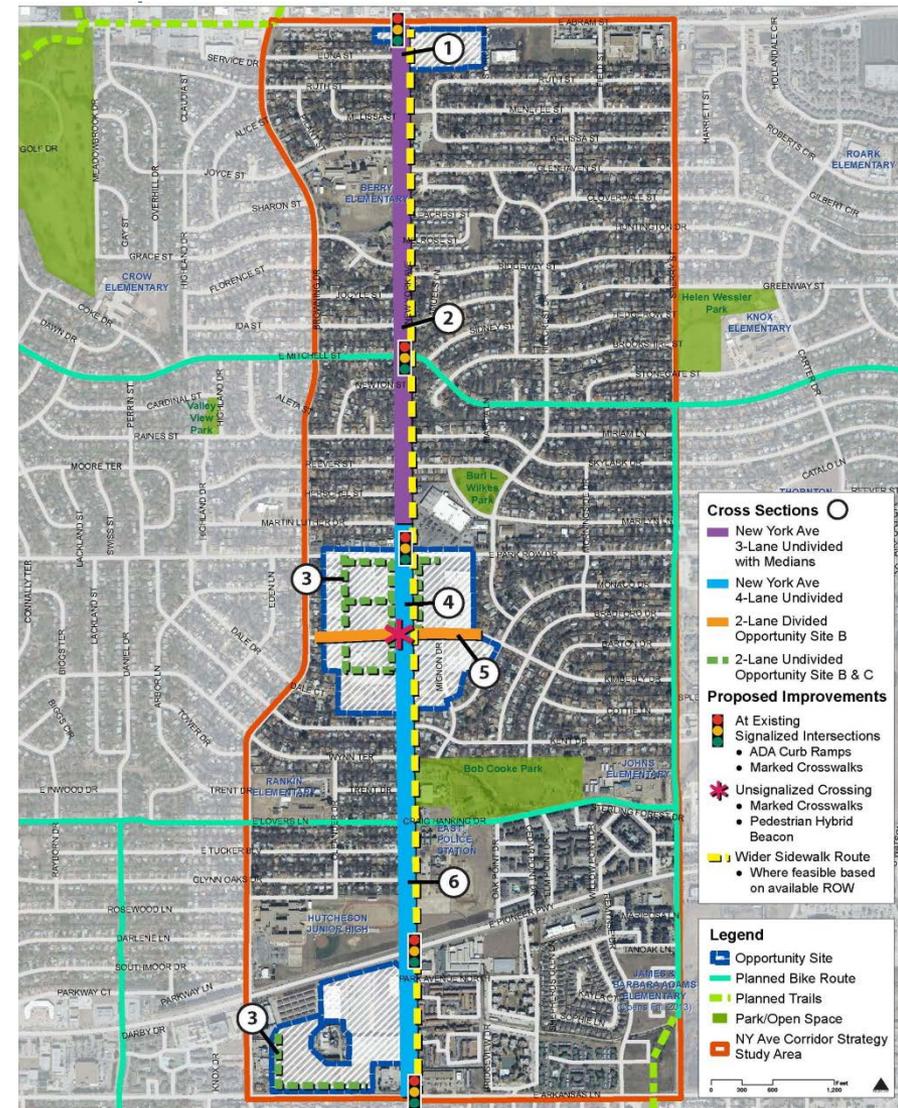
- Community comments:

- “Remodel school but keep”
- “Avoid flat facades on buildings”
- “No MacMansions”
- “No two story homes”
- “Avoid tall buildings”
- “Avoid architecture that looks too modern”
- “No skyscrapers”
- “Avoid garish colors”



Transportation Framework - Community's Desired Vision

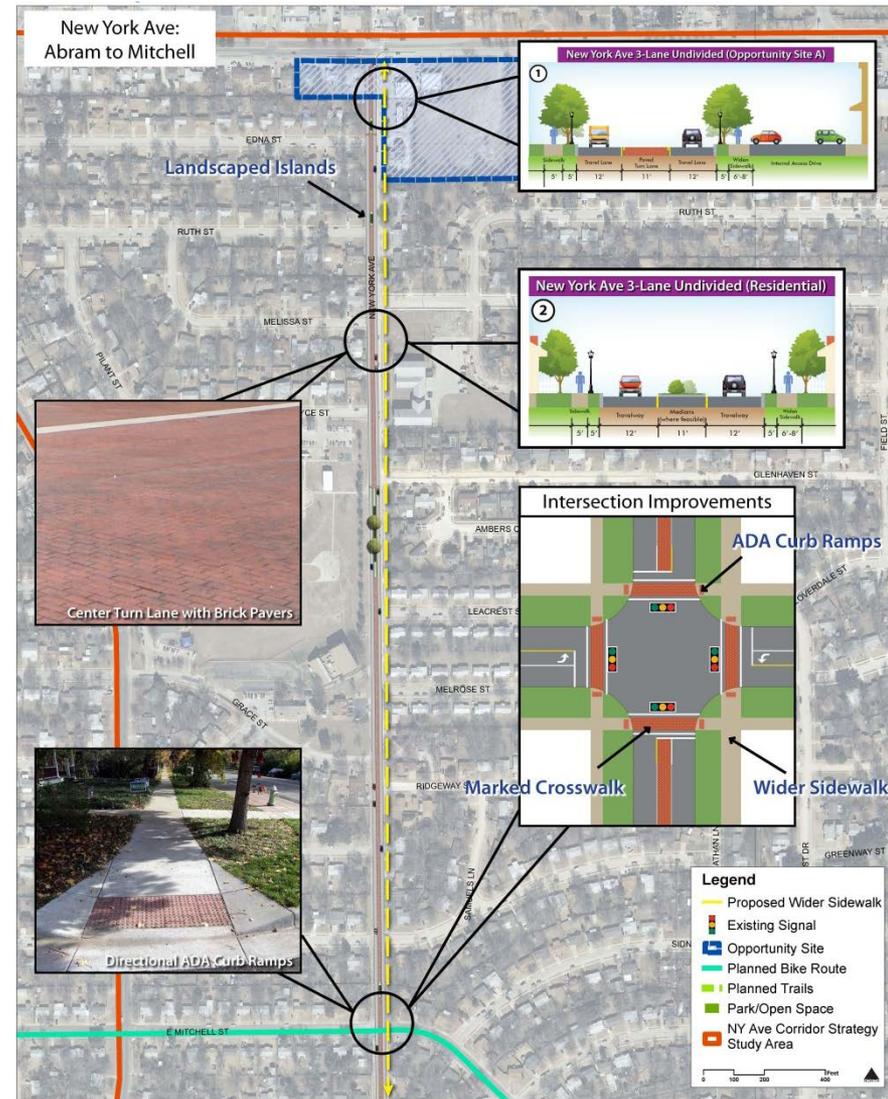
- Better road and sidewalk maintenance
- Improved pedestrian crosswalks at intersections
- Creating an attractive streetscape (landscaped medians, street trees)
- Pedestrian lighting
- Creating a signature street for East Arlington that creates an identity
- Wider sidewalks for pedestrians
- Improved ADA ramps
- Desire for shuttle/trolley/bus service



Transportation Framework – North Segment A

Abram Street to Mitchell Street

- Intersection improvements at Abram and Mitchell
- Addition of landscaped / brick paver median in areas where appropriate
- Street trees on outside edge of roadway
- Wider sidewalk on east side of New York Avenue where ROW is available.
- Pedestrian lighting
- Improved ADA curb ramps



Transportation Framework – North Segment B

Mitchell Street to Park Row Drive

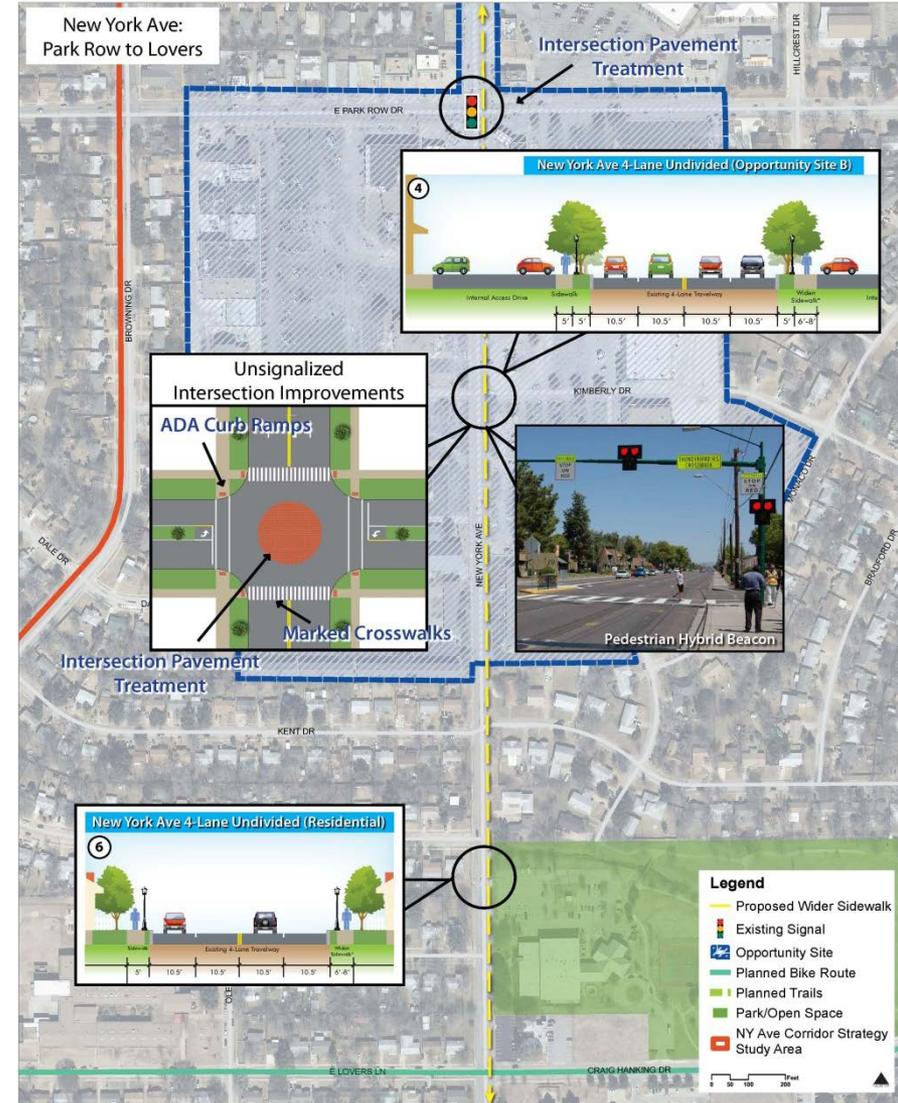
- Addition of landscaped / brick paver median in areas where appropriate
- Street trees on outside edge of roadway
- Wider sidewalk on east side of New York Avenue where ROW is available.
- Pedestrian lighting
- Improved ADA curb ramps



Transportation Framework – South Segment A

Park Row Drive to Lovers Lane

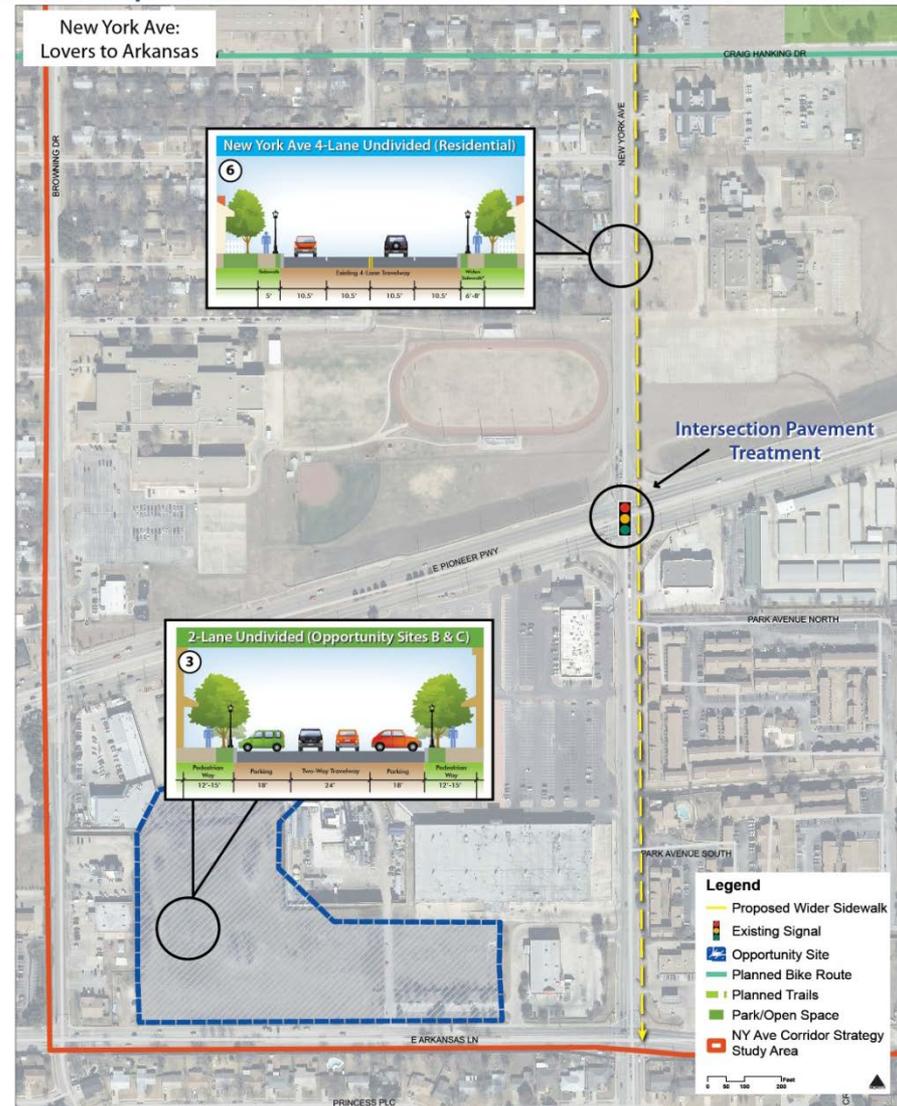
- Intersection improvements Park Row and Kimberly Drive
- Street trees on outside edge of roadway
- Pedestrian lighting
- Improved ADA Curb Ramps
- Reconstruction and/or addition of wider sidewalks where ROW is available



Transportation Framework – South Segment B

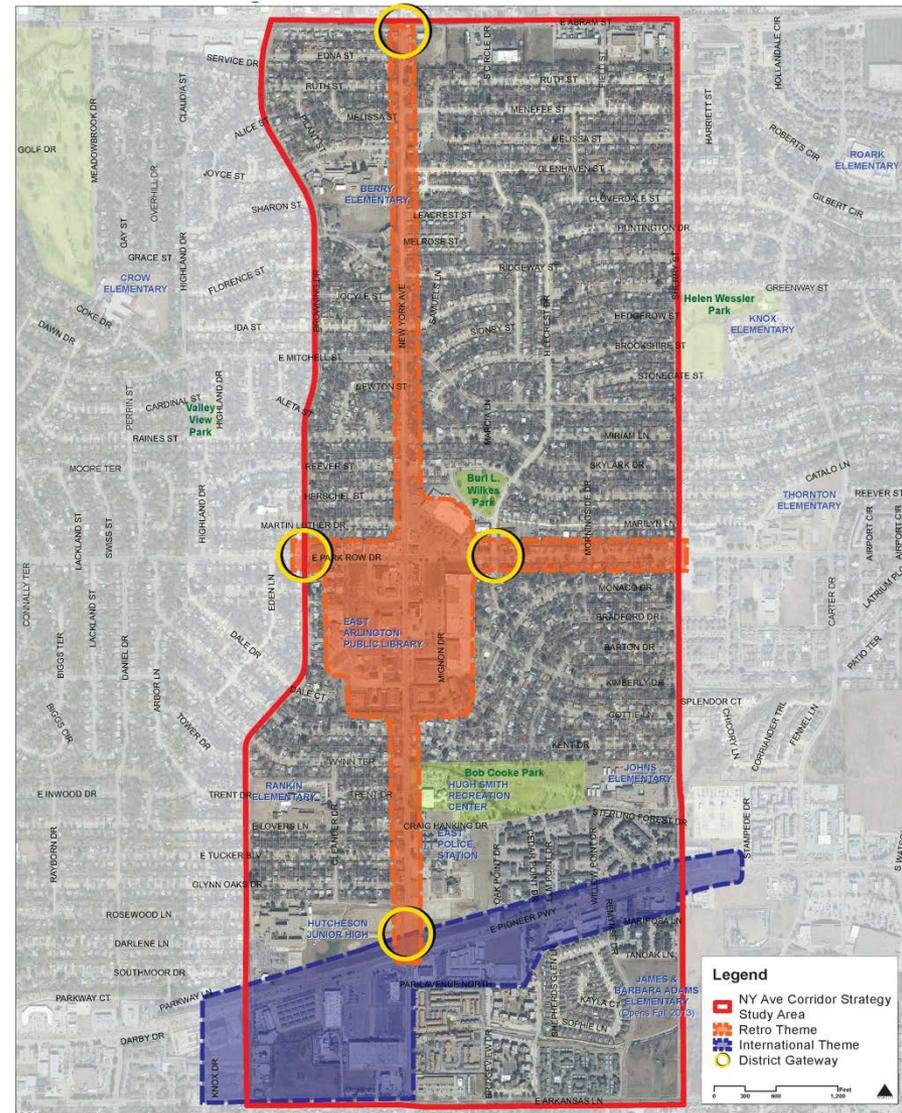
Lovers Lane to Arkansas Lane

- Intersection improvements at Pioneer Parkway
- Street trees on outside edge of roadway
- Pedestrian lighting
- Improved ADA Curb Ramps
- Reconstruction and/or addition of wider sidewalks where ROW is available



Urban Design Framework

- Four potential district gateways that will provide the corridor with unique character and identity
- Suggests a potential urban design theme / streetscape character for New York Avenue, Park Row, Pioneer Parkway and portions of Abram Street
- Community comments - themes:
 - Two themes are better – 2/3
 - One theme better – 1/3
 - Of those that preferred one theme – International Theme was supported



Urban Design Framework – Retro Theme

- Retro Theme - aims to represent / incorporate the history of the area
- Community Retro Theme comments:
 - “The retro theme will make this area of Arlington very unique”
 - “The retro theme is unique and combined with food and live music, it would be amazing – we need something with an American feel”
 - “Retro is a great idea – takes advantage of the area’s history”
 - “Combine historic theme with retro theme at New York and Abram”



Urban Design Framework – International Theme

- International Theme – celebrates the multi-cultural diversity that is unique to the area
- Community International Theme comments
 - “International theme represents retailer’s cultures on Pioneer Parkway”
 - “Avoid skyscrapers / architecture that would be out of place”
 - “International theme will greatly benefit the Asian diverse development”



Opportunity Sites - Overview

- “Opportunity Sites” provide a snapshot of possible future development scenarios for three strategic areas
- For each “Opportunity Site”, an additional level of study is taking place to identify economic feasibility of the envisioned development, potential implementation strategies, and additional value leveraged for each dollar invested in the specific area
- Potential added value of the three Opportunity Sites is \$75 million

Opportunity Site A

- Corner of New York Ave. and Abram St.
- New Retail / Grocer
 - Grocer on major arterial with sufficient traffic volumes to support
 - Local-level retail (i.e. coffee shop)
 - Designed to create a strong corner and support a “gateway”
- Live / Work Units
 - Replaces residential buildings containing commercial uses
- Potential added value: \$10 mil.



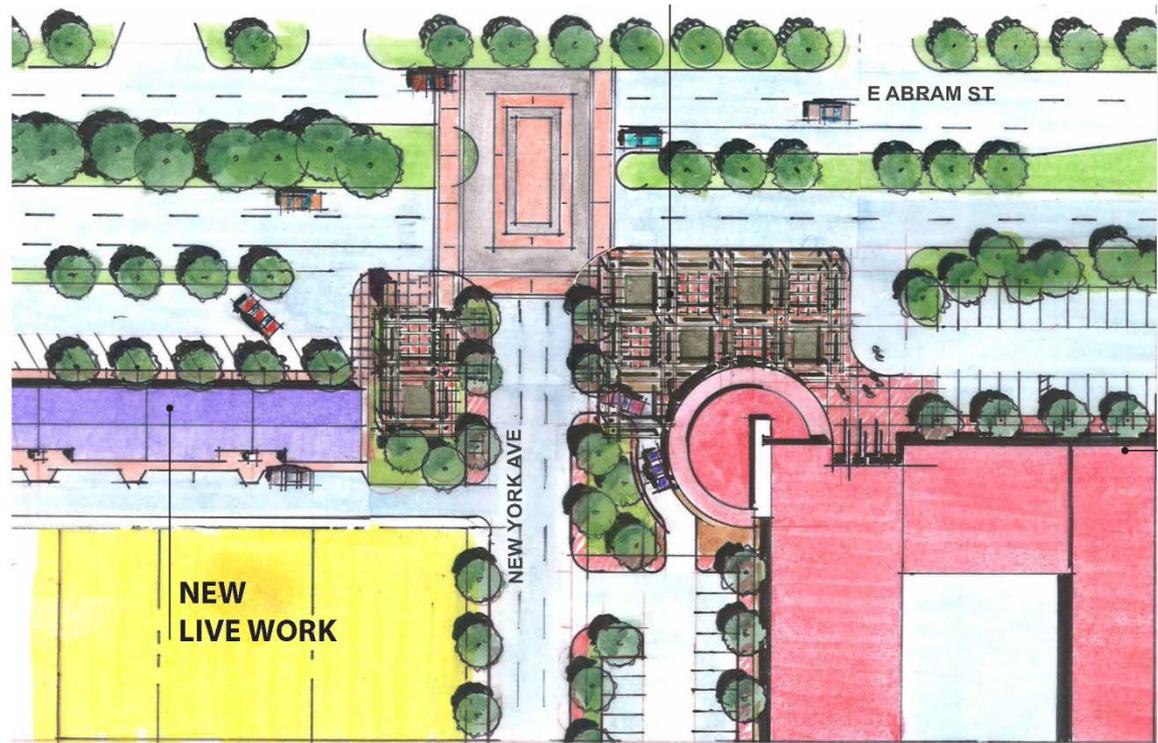
Opportunity Site A – Gateway and Streetscape

■ Gateway

- Paving pattern of roadway revised to reflect theme on Abram currently being implemented
- Revised gateway element based on public comment
- Hardscape at corner could support outdoor dining for new businesses

■ Streetscape

- Improved sidewalks along New York Avenue and E. Abram Street
- Street trees in planted parkway to provide continuous canopy along New York Avenue



Plan View



Gateway Element Example



Paving Pattern Example

Opportunity Site B

- Corner of New York Avenue and Park Row
- New Mixed-Use / Live-Work
 - Provides desired “local serving” uses
 - Restaurants / Shops
 - Doctors offices
- Civic Uses
 - Community gathering
 - Library / Rec Center / Plaza
- Townhome Units
 - Replaces existing multi-family complex
- Potential added value: \$49 mil.



Opportunity Site C

- Corner of New York Avenue and Pioneer Pkwy
- Senior Housing
 - Senior apartments
 - Senior cottages
 - Food service
 - Amenity area buffers existing gas well
- Retail Improvements
 - Connectivity to retail through “Galleria”
 - Infill retail
 - Façade improvements
- Potential added value: \$16 mil.



Opportunity Site C – Long Term

- Senior Housing
 - Expands to north and west
 - Senior apartments
 - Senior cottages
 - Takes advantage of amenity area created in first phase
- Retail Improvements
 - Additional façade improvements
 - Additional landscaping in parking lot



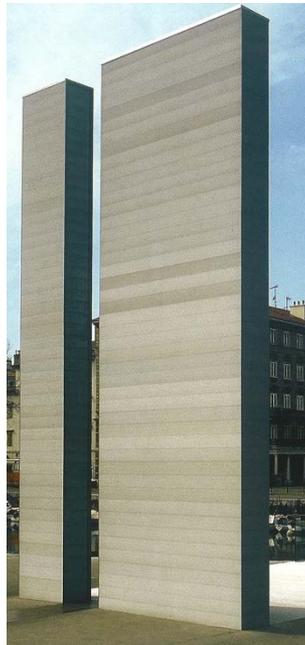
Opportunity Site C – Gateway and Streetscape

■ Gateway

- Flags / banners at intersection to reflect “international” character
- Vertical walls to create a gateway
- Heavily landscaped with berming
- Cobbled pavers



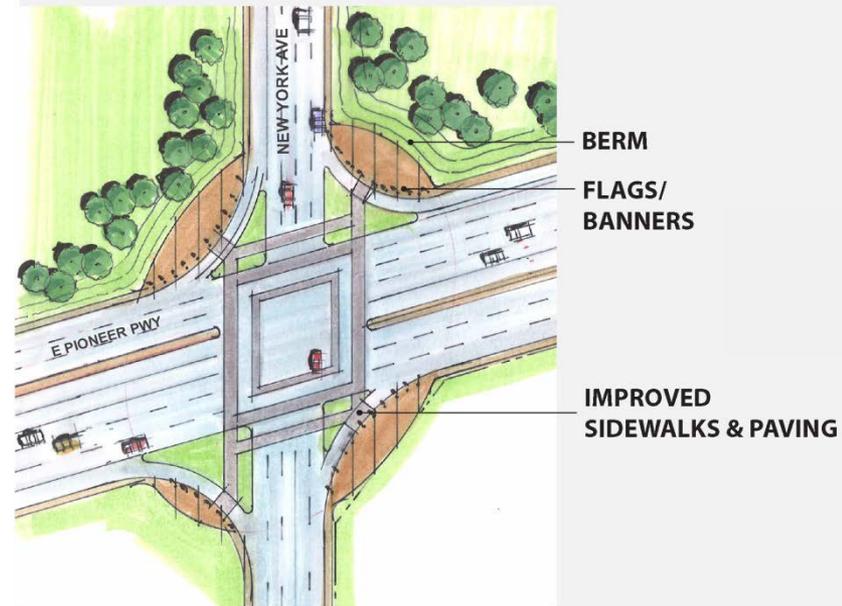
Paving Example



Gateway Element Examples

■ Streetscape

- Improved sidewalks along New York Avenue and Pioneer Parkway
- Street trees in planted parkway to provide continuous canopy along New York Avenue



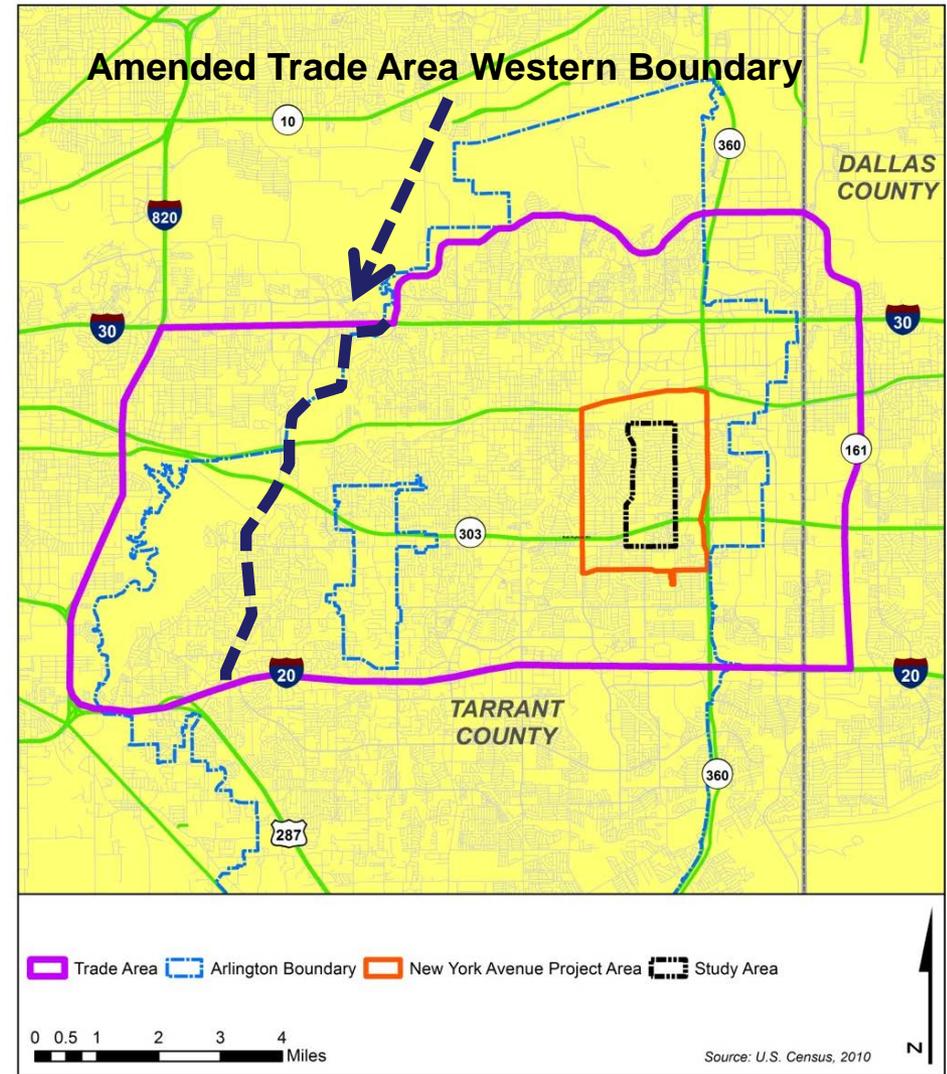
Plan View



Trade Area

A Trade Area is intended to represent that area from which land uses and products will capture and compete for a share of market demand.

Factors that influence the shape of a trade area include: physical and psychological barriers, presence of activity generators, travel patterns and right-of-ways, and competition.



Opportunity Site Market Test

| Opportunity Concept Development Programs | | Total Program Units and Square Feet | Original Trade Area 10-Year Demand | Opportunity Concept % of Trade Area Demand | Amended Trade Area 10-Year Demand | Opportunity Concept % of Trade Area Demand |
|--|--------------------------------------|-------------------------------------|------------------------------------|--|-----------------------------------|--|
| Opportunity Concept A | | | | | | |
| Abram at New York Avenue | Live/Work Units | 10 | 6,937 | 0.1% | 4,179 | 0.2% |
| | Loft Living | 0 | 10,939 | 0.0% | 5,971 | 0.0% |
| | Retail/Restaurant/Service Commercial | 54,000 | 1,375,149 | 3.9% | 913,395 | 5.9% |
| Opportunity Concept B | | | | | | |
| Park Row at New York Avenue | Live/Work Units | 68 | 6,937 | 1.0% | 4,179 | 1.6% |
| | Loft Living | 142 | 10,939 | 1.3% | 5,971 | 2.4% |
| | Ground Floor Flex Square Feet* | 86,600 | -- | -- | -- | -- |
| | Retail/Restaurant Square Feet | 27,000 | 1,375,149 | 2.0% | 913,395 | 3.0% |
| | Library/Recreation Center | 71,000 | -- | -- | -- | -- |
| Opportunity Concept C | | | | | | |
| Pioneer at New York Avenue (International Marketplace) | Senior Cottages | 12 | 6,937 | 0.2% | 4,179 | 0.3% |
| | Senior Living | 123 | 10,939 | 1.1% | 5,971 | 2.1% |
| | Retail/Restaurant Square Feet | 13,000 | 1,375,149 | 0.9% | 913,395 | 1.4% |
| Total Opportunity Concepts | | | | | | |
| | Live/Work or Senior Cottages | 90 | 6,937 | 1.3% | 4,179 | 2.2% |
| | Loft Living | 265 | 10,939 | 2.4% | 5,971 | 4.4% |
| | Retail/Restaurant Square Feet | 94,000 | 1,375,149 | 6.8% | 913,395 | 10.3% |

* Could be retail, service, office, residential or other.

Source: Ricker|Cunningham and Jacobs Inc.



Opportunity Sites – Economic Gaps

| Project Indicator | Opportunity Project Concepts | | |
|--|---|---|---|
| | Opportunity A: Abram at New York Avenue | Opportunity B: Park Row at New York Avenue | Opportunity C: Pioneer at New York Avenue |
| Private Sector Investment | | | |
| Development Sq Ft: | | | |
| Project Land Area (Acres) | 7.75 | 45.00 | 15.00 |
| Retail/Restaurant | 54,000 | 113,600 | 13,000 |
| Office/Employment | 0 | 71,000 | 0 |
| Residential (Rental) | 0 | 127,800 | 110,700 |
| Residential (For-Sale) | 18,000 | 122,400 | 14,400 |
| Total Private Development | 72,000 | 434,800 | 138,100 |
| Floor Area Ratio | 21% | 22% | 21% |
| Total Project Value (@ Build-Out) | \$9,956,250 | \$49,054,500 | \$15,595,915 |
| Total Project Costs (@ Build-Out) | \$12,115,650 | \$73,777,680 | \$20,571,446 |
| Project Margin/(Gap) | (\$2,159,400) | (\$24,723,180) | (\$4,975,531) |
| Project Margin/(Gap) % | -18% | -34% | -24% |

■ Economic gaps of 20% to 50% are not uncommon



Preliminary Implementation Strategy

Overall Strategy Principles

- Public commitment will lead with a goal towards leveraging private investment
- Capital investments will begin at the intersections and roadways
- Aesthetic improvements will be as important as functional improvements
- Physical improvements will reflect the values and culture of the people in the area
- Partnerships with the City, neighborhood organizations, schools, churches, chambers, and other government entities will be vital
- Commitment to the vision will be long-term



Preliminary Strategy Considerations

- a) Conduct periodic reviews of the New York Avenue Corridor Strategy
- b) Implement roadway and streetscape improvements as proposed in the Strategy
- c) Create development incentive packages which support the Strategy's recommendations
- d) Promote a multi-jurisdictional international corridor along Pioneer Parkway
- e) Consider establishing a Tax Increment Investment Zone (TIRZ) that encompasses the retail areas as well as portions of other revenue generating areas



Preliminary Strategy Considerations

- f) Work with the school district to promote the area's assets including unique offerings within the school system
- g) Work with neighborhood organizations, civic organizations and area churches to assist in organizing the community for special events
- h) Work with the Police Department to overcome negative perceptions regarding safety and crime
- i) Promote land uses that support the Strategy's vision and community desires
- j) Work with area chambers to market the Strategy's recommended programs and policies



Preliminary Strategy Considerations

- k) Develop policy to assist with dilapidated residential fencing adjacent to arterial streets

- l) Initiate housing policies to address housing-related concerns
 - Consider establishing a Community Development Corporation
 - Promote existing Housing Rehab and Home Improvement Incentive Programs

- m) Develop and complete facility study for the Library/Recreation Center complex

- n) Work with the Parks and Recreation Department to identify future neighborhood and pocket parks in the area

- o) Create public realm standards from the Strategy's recommendations

Preliminary Strategy Considerations

- p) Engage residents, business owners, and apartment property managers to address property maintenance issues
- q) Initiate a public art program to build on the area's cultural diversity
- r) Support implementation of Opportunity "A" Concept (New York/Abram Street)
- s) Support implementation of Opportunity "B" Concept (New York/Park Row)
- t) Support implementation of Opportunity "C" Concept (New York/Pioneer Parkway)



Next Steps

Next Steps

| Item/Meeting | Date |
|--|-------------------|
| City Council Worksession | June 18, 2013 |
| Finalize Implementation Strategies & Create Detailed Implementation Matrix | June 2013 |
| Prepare Draft Report (Available for public to review) | July 2013 |
| Planning and Zoning Commission Public Hearing and Consideration | August 7, 2013 |
| City Council Public Hearing and Consideration | August 20, 2013 |
| City Council Final Reading | September 3, 2013 |

Project Contact

Douglas McDonald, Project Manager

Phone: 817-459-6566

Email: douglas.mcdonald@arlingtontx.gov

Project Website:

<http://www.arlingtontx.gov/planning/newyorkavenue.html>