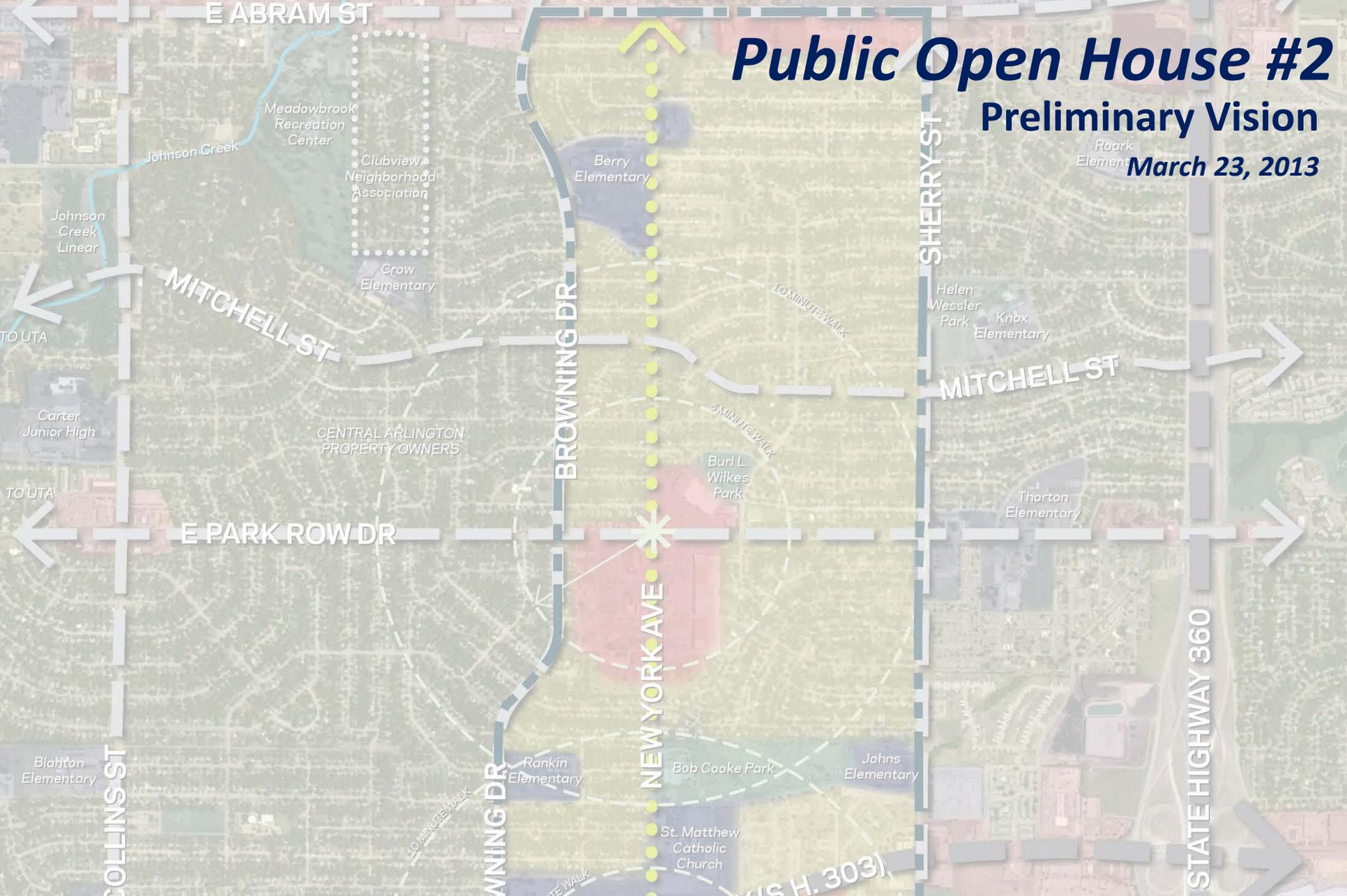


Public Open House #2

Preliminary Vision

March 23, 2013



NEW YORK AVENUE CORRIDOR STRATEGY



JACOBS



ARLINGTON, TEXAS

Study 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.

Study 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
- Provide the necessary guidance to direct the public and private investments in the corridor that leverage resources



Schedule Overview

Timeframe	Tasks	Meetings
November - January	<ul style="list-style-type: none"> • Stakeholder input on existing conditions • Identify market opportunities/constraints • Identify locational opportunities/constraints 	<ul style="list-style-type: none"> • Advisory Committee Meeting (# 1&2) • Public meeting #1 • Council Committee (existing conditions, community vision) #1
February – March	<ul style="list-style-type: none"> • Align community vision, market and locational opportunities • Prepare draft Plan framework 	<ul style="list-style-type: none"> • Advisory Committee Meeting #3 • Public meeting #2 • Council Committee (preliminary recommendations) #2
April – May	<ul style="list-style-type: none"> • Prepare final Plan framework • Prepare implementation strategies 	<ul style="list-style-type: none"> • Advisory Committee Meeting #4 • Council Committee (draft plan) #3 • Public Meeting #3
June – September	<ul style="list-style-type: none"> • Prepare Final Report for public hearings and consideration of Final Report. 	<ul style="list-style-type: none"> • Planning and Zoning Commission • City Council

Highlights – Preliminary Community Comments

Public Meeting #1 – Corridor Character

What short phrase or sentence *describes your image of the corridor today?*

- Old and rundown / Old and Worn
- Dated – not keeping up with styles
- Little to no landscaping standards met
- Not aesthetically pleasing
- Signage is busy
- Lack of City Code enforcement; too much trash in homeowner yards
- Poor street/sidewalks
- Eyesore to Arlington
- Bad streets ✓
- Tired, busy, maybe exhausted ☹️
- HELP!
- Tremendous potential!



Public Meeting #1 – Corridor Character

*What phrase or sentence describes the corridor as you would like it to be **in 2020**?*

- Extensive redevelopment. 1st commercial, then residential
- Superior schools
- Cleaner, walkable and a large number of trees added
- A community feel
- Sidewalks, parking lots, buildings well maintained.
- Robust, exciting, updated, refreshed, revitalized ✓
- Medical facilities
- Great place to visit
- Code enforcement - bury electrical lines - maintained sidewalks
- WORLD CLASS!



Public Meeting #1 – Businesses & Activities - 2020

*What would you like to do during your day in this corridor – **in the morning**...*

- Café with outdoor seating ✓
- People walking/exercising/hanging out in parks and playgrounds
- Grocery shopping ✓
- Physicians/urgent care ✓✓
- Bank
- Medical Needs ✓
- Walking trails – outdoor activities



Public Meeting #1 – Businesses & Activities - 2020

What would you like to do during your day in this corridor – at lunchtime...

- Diverse restaurants, especially Asian. Multiple options to walk to in plaza. A place to park. ✓
- Restaurants along East Abram.
- Lunch at the food court “in International Market”
- Outdoor café

...in the afternoon...

- Movies
- Game places
- Indoor children play areas
- Theater and art venue
- Art movies
- World class restaurants, wineries, bakeries that reflect the diversity in our community



Public Meeting #1 – Businesses & Activities - 2020

What would you like to do during your day in this corridor – in early evening...

- World class restaurants, wineries, bakeries that reflect the diversity in our community ✓✓
- I second the above and mom and pop, not chain restaurants
- Bowling and movies (outdoor!)
- Doctor urgent care (like Care Now) ✓
- Mainstream grocery (south of tracks) west of Collins.
- Shopping/eating at “International market/food court”
- Parks
- Fine restaurant w/ attractive outdoor seating, perhaps a built-in patio area



Public Meeting #1 – Businesses & Activities - 2020

*What would you like to do during your day in this corridor – **late night**...*

- 24 hour restaurants, or at least 2 am (ish) 😊
- Same as early evening

New (since 2012)...

- Fed Ex/Kinkos or comparable mail/print shop
- Outdoor musical venue (thinking Magnolia on the Green in Fort Worth) – series
- Braums! ✓
- Grocery Store – HEB ✓✓
- Vision for the future – retirement living - be able to stay within community as you age



Public Meeting #1 – Connections

*How should this corridor use **connections** to make it a **location of choice** for businesses and organizations?*

- Put bike facilities in place to connect UT Arlington to this corridor. Prefer off-street trail. Students would visit businesses.
- Wide sidewalk on New York
- Left turn lanes
- Pedestrian crossing signals
- Street lighting
- Improve sidewalk quality
- Improve roadway quality (specifically Abram!) ✓
- Smooth area where driveways meet streets (cars often hang over sidewalk and users have to go in street)



Public Meeting #1 – Physical Amenities

*What **amenities** will make this area a more appealing place to spend time?*

- Family oriented entertainment ✓
- Vocational school – training ✓
- Outdoor movies
- Medical facilities ✓
- Median on NY Ave w/ landscape
- We need open space that can be used for parks, trails that can be used for other purposes later. We need to think about land banking.
- Need more retail stores – Hallmark, Drug Store, Grocery, Bookstore
- Art and Theater for kids/adults
- Community outdoor area – replace concrete in parking lots



Preliminary Recommendations

Framework Plan Overview

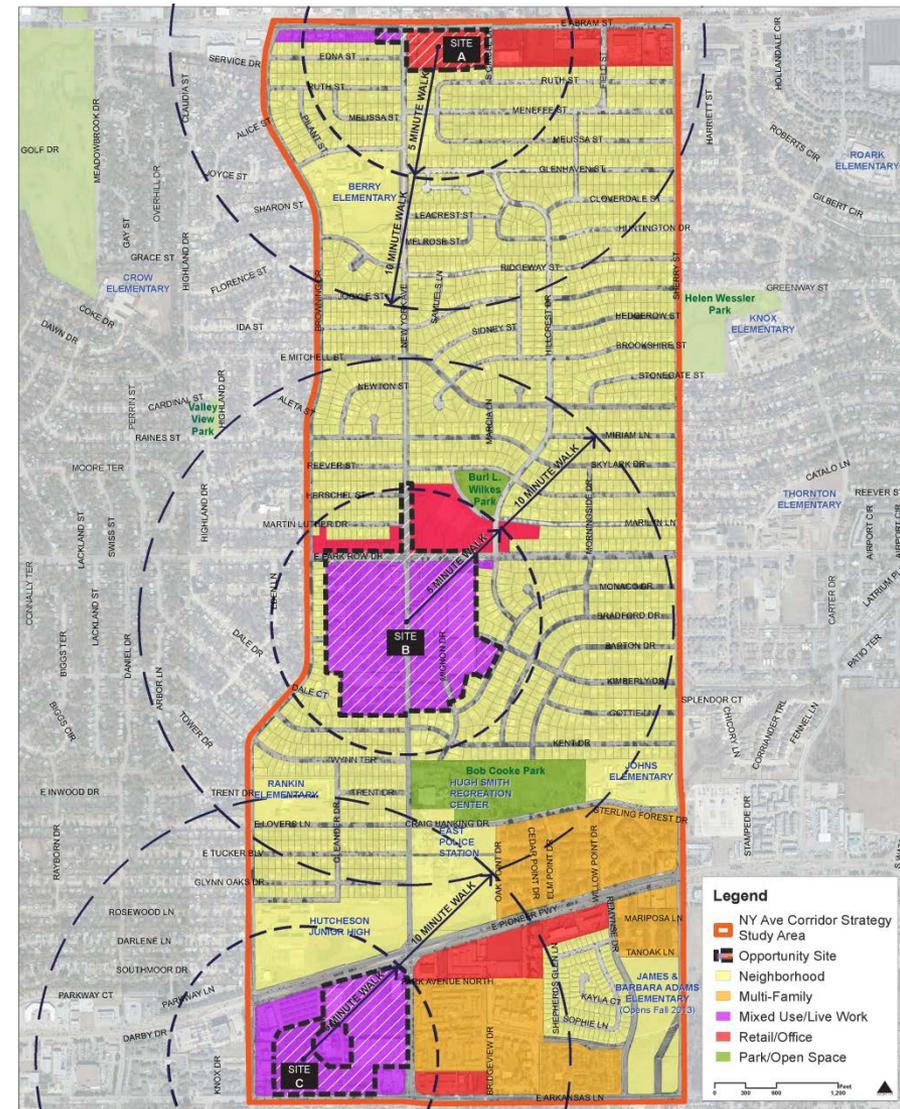
- Framework Plan Components
 - Land Use
 - Transportation
 - Urban Design
- The Framework Plan aligns
 - Existing physical conditions
 - Existing opportunities and constraints
 - Anticipated future real estate / market factors
 - Community desires
- The Framework Plan balances
 - Short-term opportunities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

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
 - Roadway, pedestrian and landscape improvements to New York Avenue

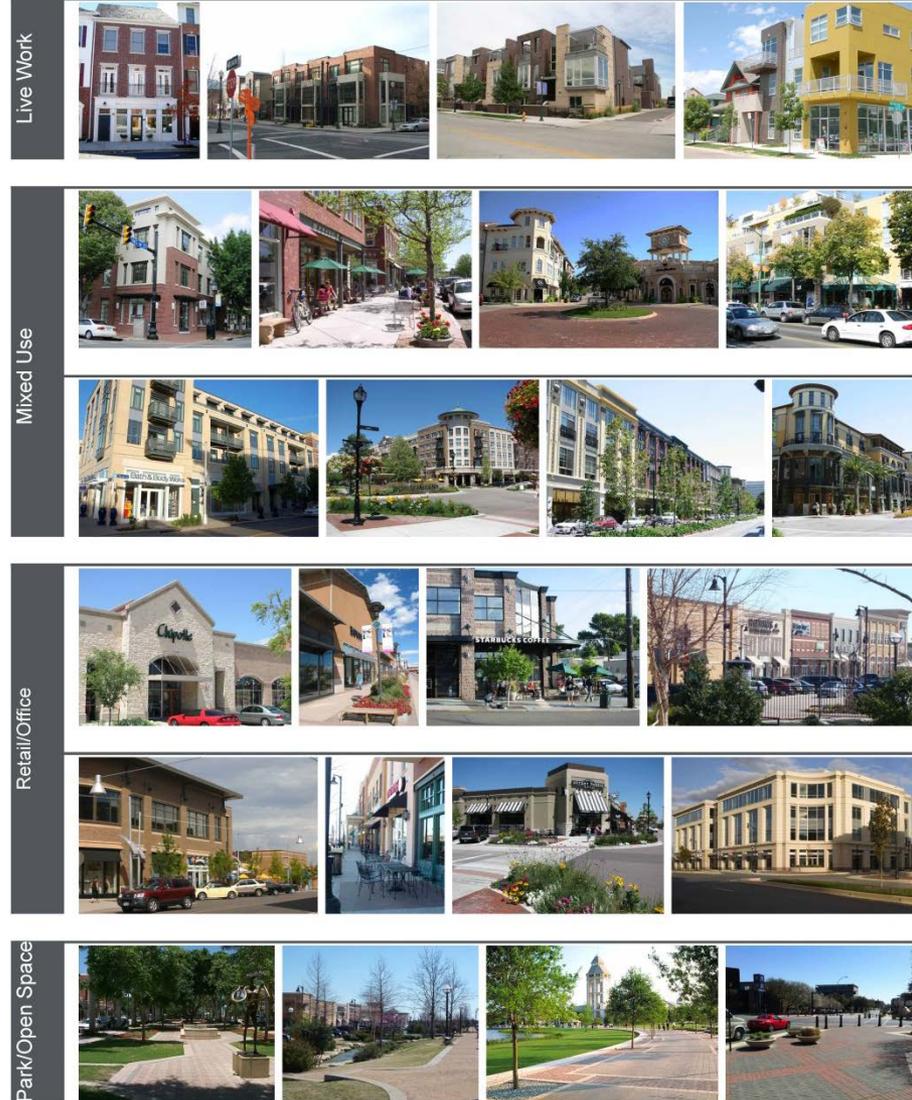
Land Use Framework

- 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



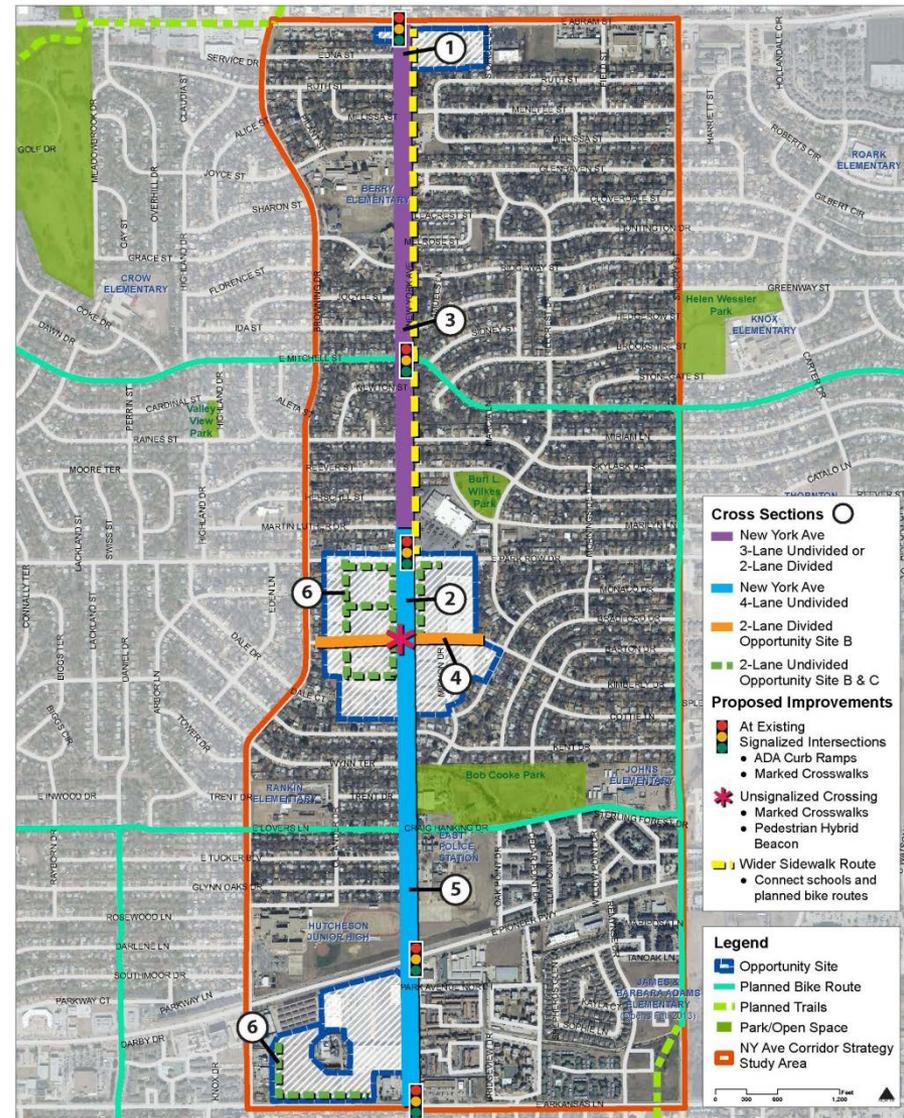
Land Use Framework – Development Precedents

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



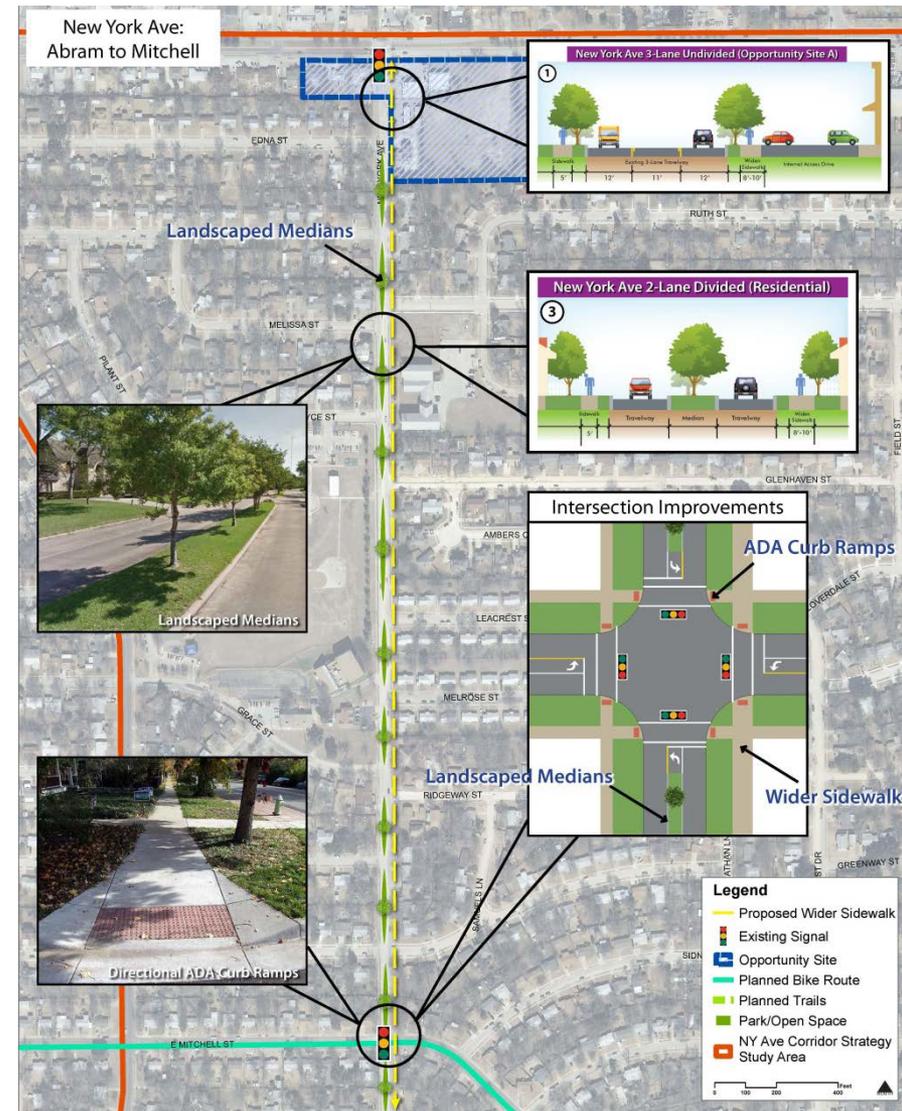
Transportation Framework

- Maintains existing lanes
- No additional right-of-way needed
- Improves pedestrian environment
- Improves safety
- Adds street trees / landscaping
- Emphasizes a unique identity for the corridor
- Coordinates improvements with opportunity sites



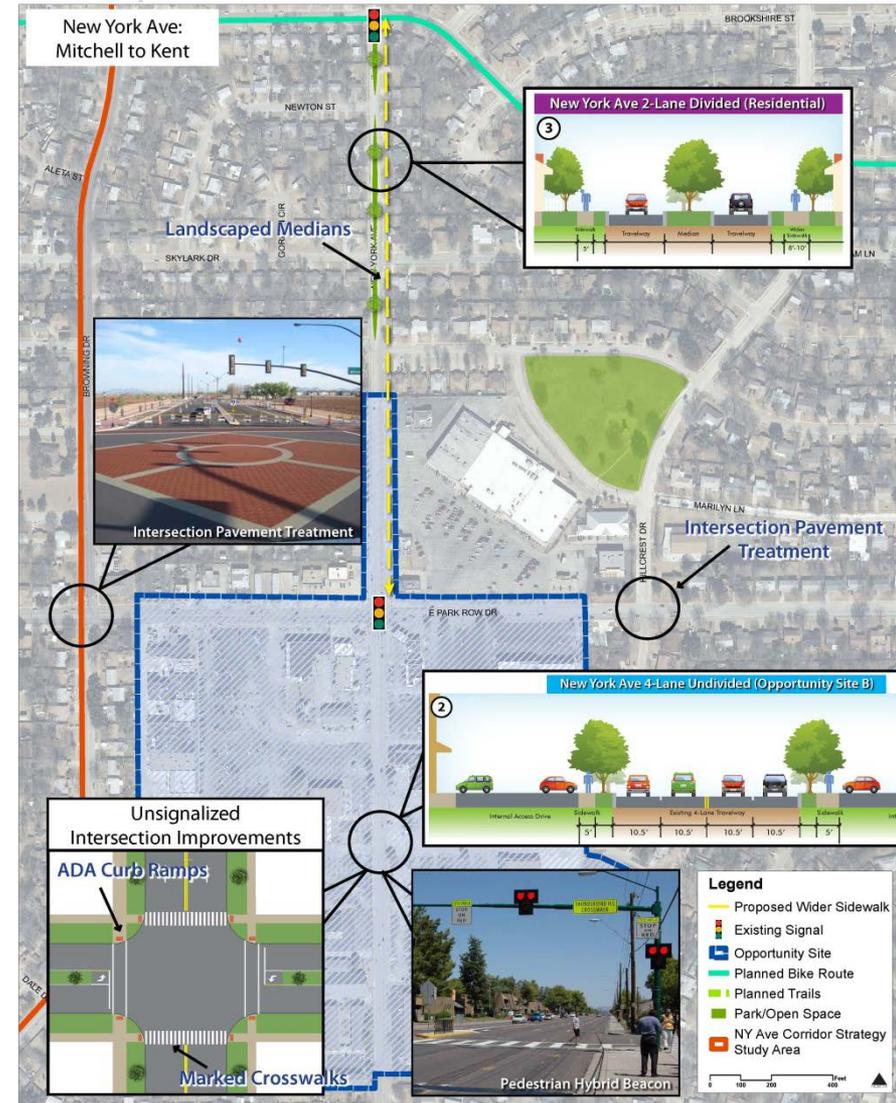
Transportation Framework – North Segment

- Intersection improvements at Abram
- Addition of landscaped median in areas where appropriate
- Street trees
- Wider sidewalk on east side of New York Avenue
- ADA Curb Ramps throughout the corridor



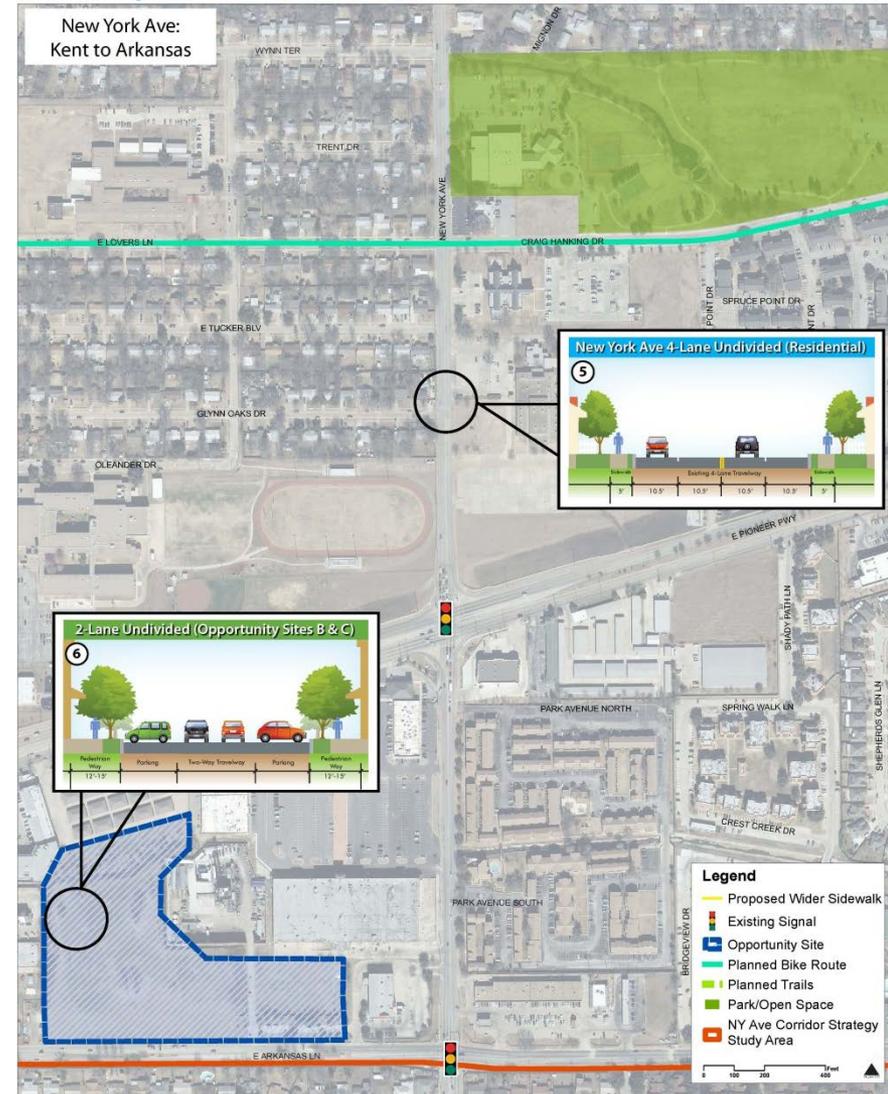
Transportation Framework – Middle Segment

- Intersection improvements at Mitchell and Park Row
- Addition of landscaped median north of Park Row
- Street trees
- Wider sidewalk on east side of New York Avenue
- ADA Curb Ramps throughout the corridor



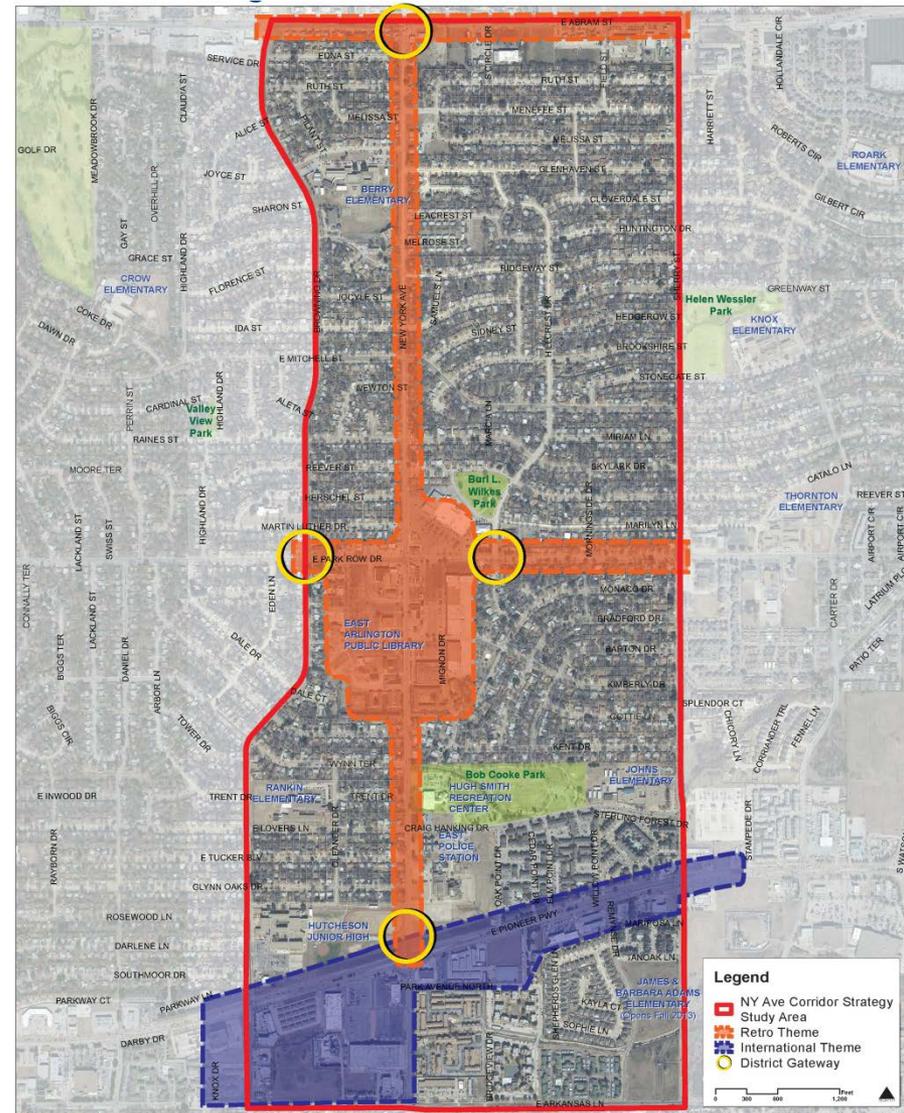
Transportation Framework – Southern Segment

- Intersection improvements at Lovers, Pioneer and Arkansas
- Street trees on outside edge of roadway
- ADA Curb Ramps throughout the corridor



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



Urban Design Framework – Potential Themes

- Two potential themes
 - Retro Theme - aims to represent and incorporate the history of the area
 - International Theme – celebrates the multi-cultural diversity that is unique to the area
- Streetscape elements supporting each overall theme will be recommended in our next Advisory Committee meeting



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.



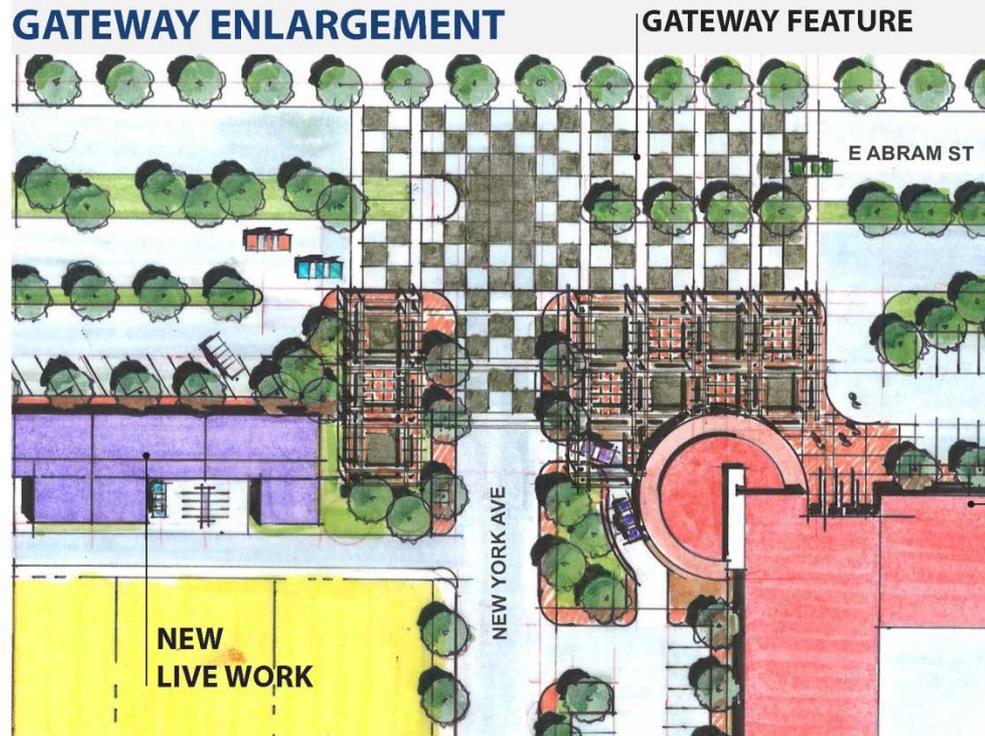
Opportunity Site A – Gateway and Streetscape

■ Gateway

- Paving pattern and materials extend into roadway
- Alternating columns and trees to provide vertical “gateway” element
- 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

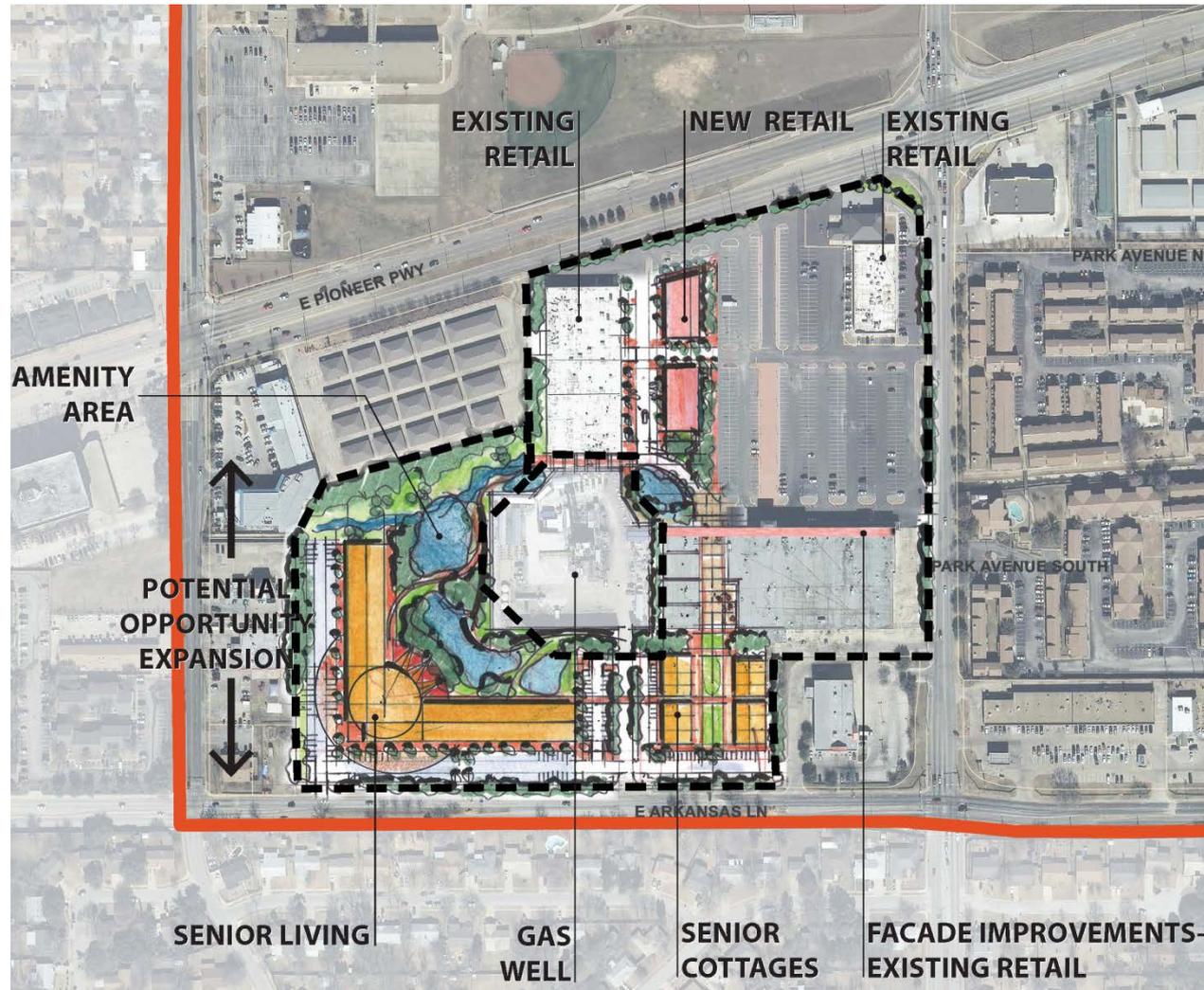
Opportunity Site B

- 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
 - Focus on senior housing
- Potential added value: \$49 mil.



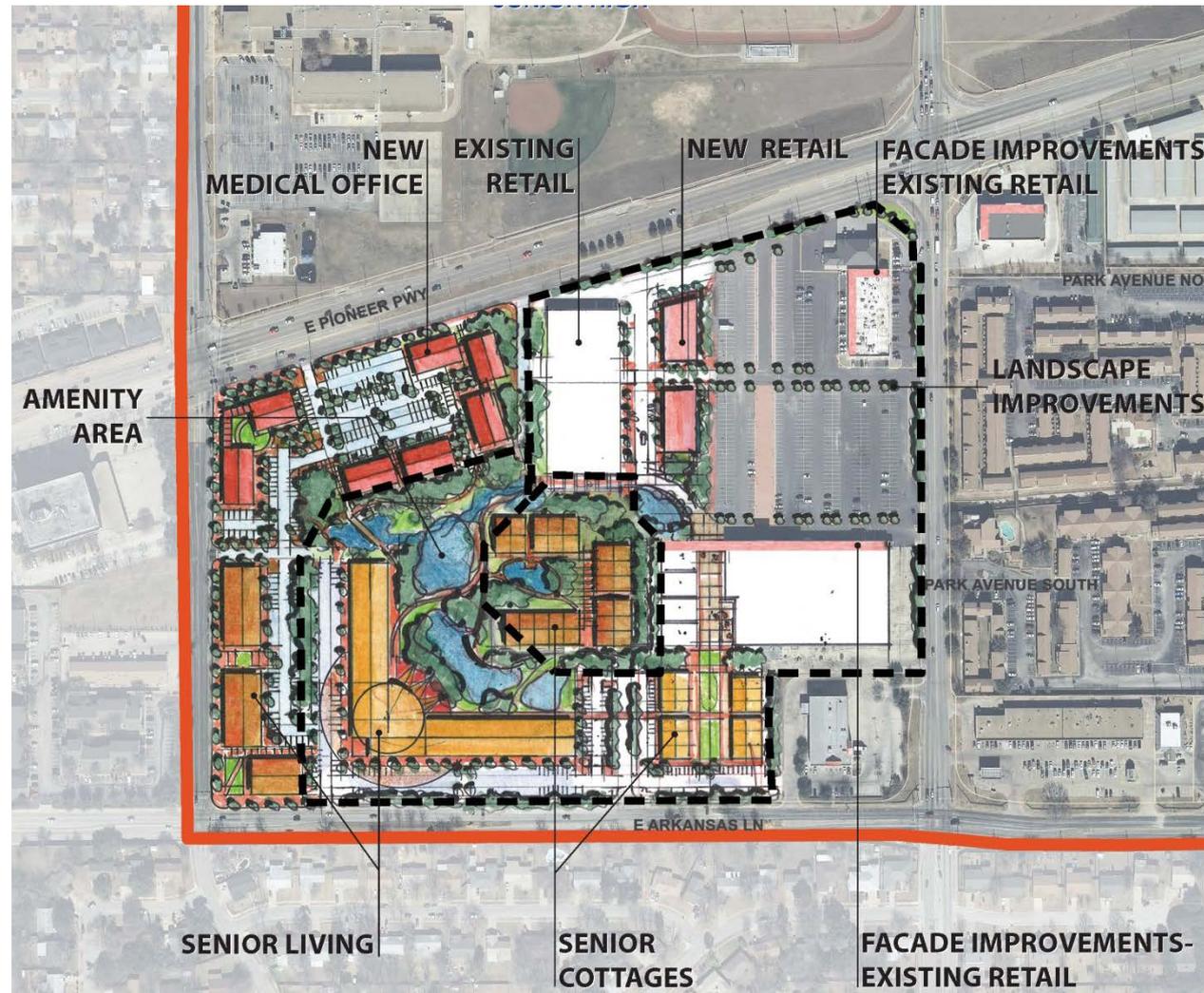
Opportunity Site C

- 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

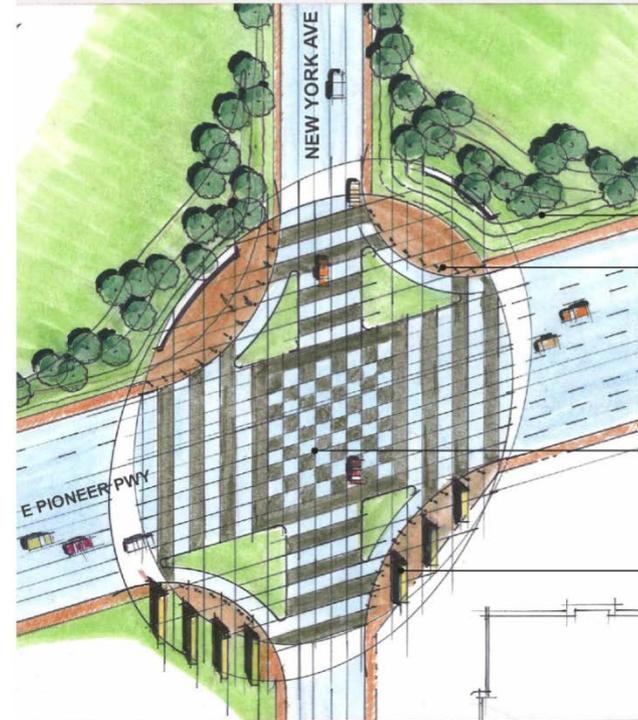


Gateway Element

■ Streetscape

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

GATEWAY ENLARGEMENT



BERM
FLAGS/
BANNERS

IMPROVED
SIDEWALKS &
PAVING
VERTICAL
WALLS

Plan View

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 Square Feet	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						
New York and Pioneer (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.



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.



Next Steps

Next Steps

- The consultant team will incorporate your additional ideas and comments to prepare a Revised Framework Plan summarizing the future vision for the corridor
- The team will also prepare implementation strategies and a detailed implementation matrix
- We will present the final draft plan and implementation strategies to you for review at the final Open House on June 1, 2013 at the Senior Recreation Center



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