FOCUS 287

US 287 CORRIDOR

STRATEGIC PLAN

APRIL 26, 2016

FOCUS 287

Acknowledgments

Thank you to the City of Arlington's elected and appointed officials, City staff, citizens and stakeholders who provided knowledge, assistance and insight throughout the process of developing this plan. Their contributions are appreciated and helped to make the US 287 Corridor Strategic Plan possible.

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Evaluate

Imagine

Focus

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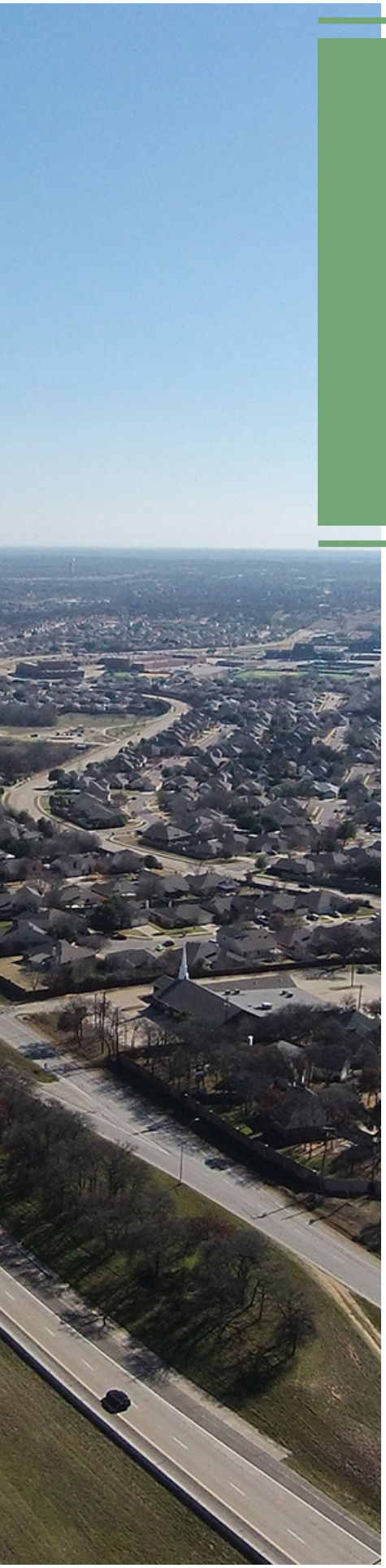


ABOUT THE **STRATEGY**

Purpose

The US 287 Corridor Strategic Plan is concentrated on the US Highway 287 corridor (also referred to as US 287) and adjacent surrounding areas. The Plan includes strategies to guide policy creation for municipal staff and decisions-makers on the physical growth for the study area. The planning process involved the community and a project advisory committee (PAC) to gather feedback and create a plan based on citizen input. The project was intended to not only focus on the physical development of the US 287 area, but also on the overall vision and goals for land use, identity and circulation as an economically vibrant part of the City. The planning process included engagement of the public, assessment of existing conditions, assessment of the market, creation of a clear vision and goals, and recommendations based on action items for implementation.

The US 287 Corridor Strategic Plan is intended to direct both public and private investments in the US 287 corridor area and identify opportunities for strategic partnerships. The Plan's comprehensive vision directs the corridor's potential for development and builds on the special residential character of and recreational assets in the general area. The US 287 area should be functional for all users, economically diverse and improve the quality of life for adjacent neighborhoods.

Key Objectives for the US 287 Corridor Strategic Plan

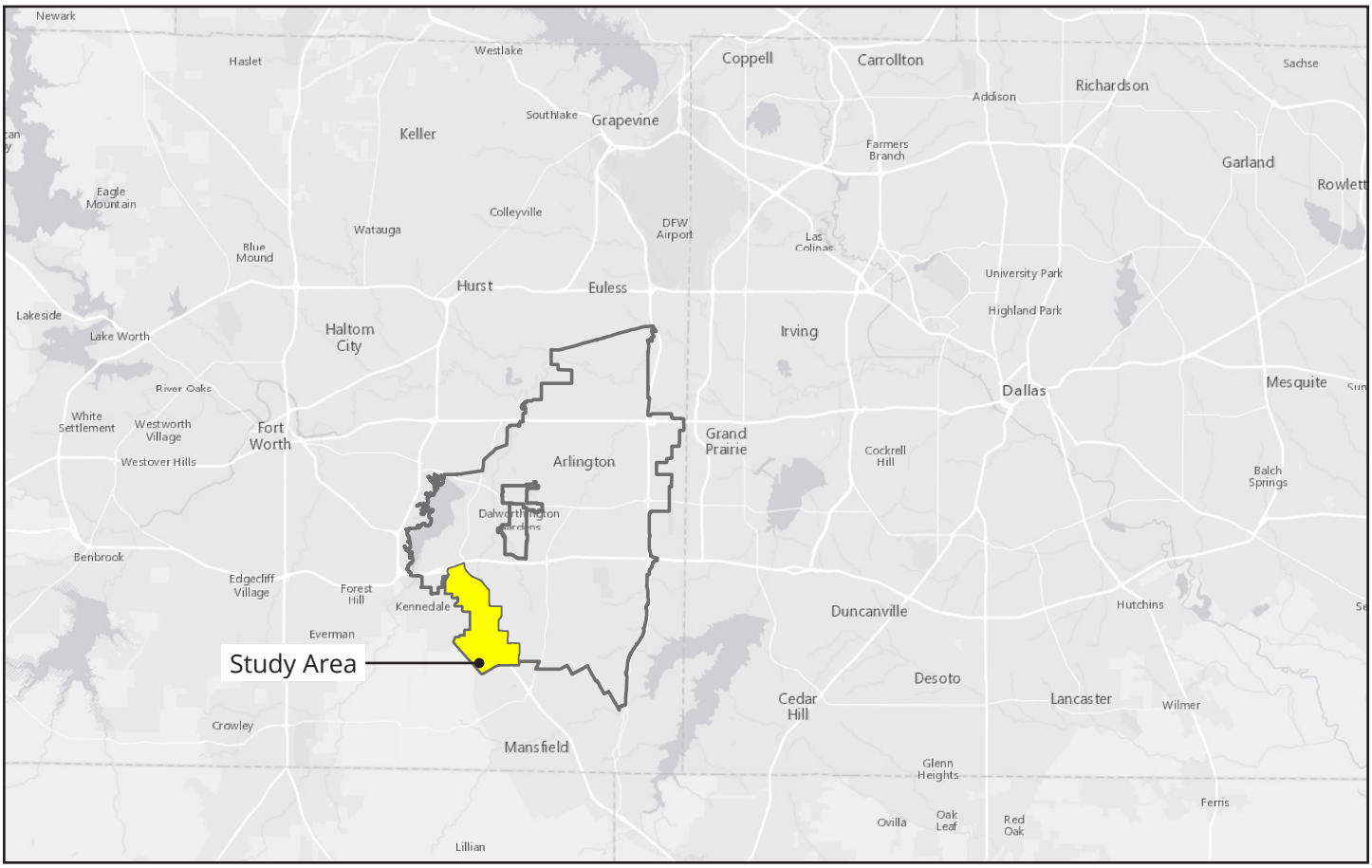
- Identify a clear vision and identity for the corridor
- Analyze the area's strengths, weaknesses, opportunities, and threats
- Identify new residential and commercial development, as well as redevelopment opportunities
- Identify opportunities that build on existing recreational amenities
- Identify the economic potential of the area
- Identify opportunities for partnership with neighboring cities
- Identify overall strategies to maximize the area's growth potential

REGIONAL CONTEXT

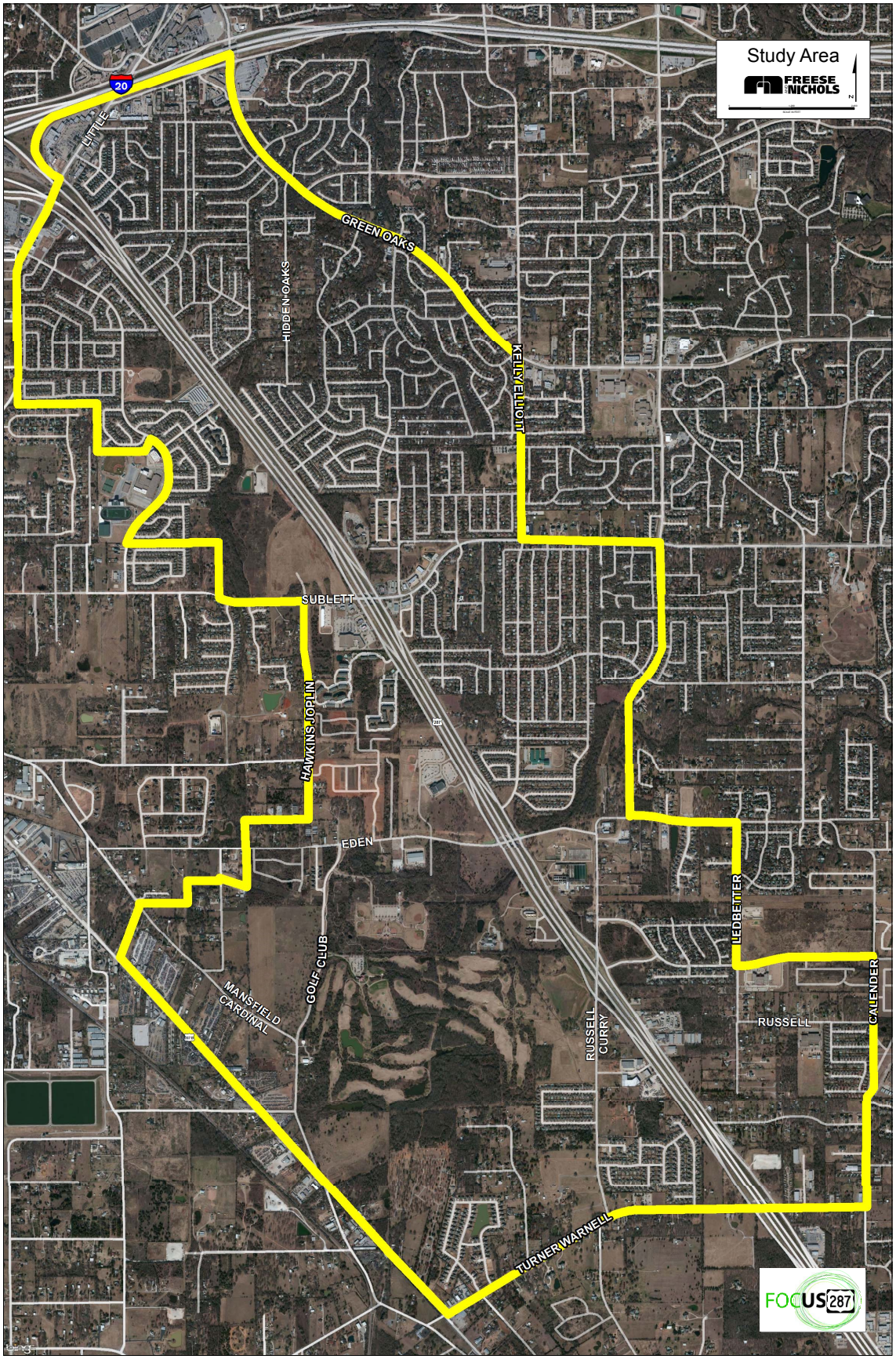
The City of Arlington is located in the heart of the Dallas-Fort Worth Metroplex, with unparalleled access to the region's most important destinations. The southwestern portion of the City of Arlington is home to the US 287 Corridor. The study area includes some of the City's last remaining undeveloped land. US 287 serves as a major north-south artery and a gateway into southern Arlington.

The study area itself is generally bounded by Interstate 20 to the North, the city limits to the West and South, and by portions of Calender Road, Harris Road, Ledbetter Road, Curry Road, Parks Springs Boulevard, W Sublett Road, Kelly Elliott Road and SW Green Oaks Boulevard on the East. The study area boundary included 4,328 acres or 6.76 square miles.

South of the study area, Mansfield developed a stretch of US 287 with several destination retail and dining options. Many residents in the study area are leaving Arlington to shop and dine in nearby communities that serve their needs, like this development in Mansfield. As part of the public input process, many residents commented on their desire to stay in the study area to meet their dining and shopping needs. Further, developing the study area will draw in people from other communities and increase the tax base for Arlington.



THE STUDY AREA



THE **APPROACH**

How can the US 287 corridor study area best serve the City of Arlington while meeting the current market demand? That question is the focus of this Strategic Plan. Previous plans for the US 287 corridor established goals and policies that remain relevant today. As a result, this Plan builds on these past planning efforts and moves forward with a focus on the market potential and project opportunities. The corridor is envisioned to be a livable destination, unique to the City and Metroplex. The area's existing rural character, amenities and southern gateway into the City are assets that will help transform the corridor into a one-of-a-kind destination.

Beyond the creation of a vision, the plan identifies specific catalyst and key concepts projects to set the course for physical development over the next 10 years and beyond.

After accessing the current market conditions, the Strategic Plan outlines an updated framework with specific master-planned catalyst projects that will spur additional development along US 287 over the next 10+ years. These projects will need both public and private investment, which may result in direct partnerships. Additionally, Arlington has the opportunity to coordinate with the adjacent cities of Mansfield and Kennedale as they implement planning guidelines, zoning overlays and development standards along US 287 and Business US 287. Collaboration at this level will showcase the US 287 corridor as a cohesive regional attraction and may act as a precedent for other multijurisdictional projects across the country.

Implementation strategies within this Strategic Plan are listed in precise and measurable action items. Not every project will be implemented as outlined in this plan, but success can be reached through steadfast commitment to policy and partnerships with stakeholders and citizens. Since it is grounded in current market conditions and long-term realities, implementing this Strategic Plan will be both feasible and productive for the City of Arlington.

Success can be reached through steadfast commitment to policy, partnerships with stakeholders, and citizens.

Community Involvement

Great planning involves the public and community stakeholders from the beginning of the process, building on local ideas and values, and creating a sense of ownership in the final recommendations. This plan's strategies are derived from a variety of public engagement methods that included a project advisory committee (PAC) , public meetings and an online survey.

Project Advisory Committee

A Project Advisory Committee (PAC) served as the advisory taskforce from the beginning of the planning process. The PAC was responsible for overseeing the planning process, providing local insight, verifying issues and challenges facing the City, and working with the consulting team to develop recommendations. Throughout the planning process, three workshops were held with PAC members to discuss planning topics. The Plan's key themes were cultivated from many of these focused discussions. At the conclusion of the planning process, the PAC confirmed recommendations. Other emphasized uses included upscale business opportunities, outdoor dining, music venues and family-oriented entertainment.

Public Meetings

To solicit resident input, two public meetings were conducted during the planning process. The first meeting focused on gathering local input for challenges facing the study area, along with identifying goals for plan topic areas. The second public meeting was held to allow citizens to review preliminary recommendations and provide feedback prior to the draft report being produced.

Online Survey

An online survey was posted using the City's SpeakUpArlington web page. Over 800 survey participants provided input to the 19 question survey. Questions included a range of topics for the study area such as local assets, challenges, area vision, desired housing, identity, transportation improvements and commercial land uses. Results from this survey can be found in the US 287 Strategic Plan Supporting Documentation.

Project Advisory Committee meeting

Approach

The plan is compiled in a way to address three major themes

Evaluate

Describes the current state of affairs in the study area including existing conditions, challenges and potential opportunities

Imagine

Explores the possibilities for the US 287 Corridor with no limits on the dreams for the future

Focus

Redirects focus to center efforts on the most important issues; realigning visions, polices, and projects to help realize the vision of the citizens and stakeholders in the Corridor

THE **PROCESS**

Kick-off Meeting — 2015 JUNE
- Meeting with City Staff
- Site Visit

Existing Conditions — 2015 JULY
- Baseline Analysis
- Market Study
- Review of Existing Plans

Issues and Visioning — 2015 JULY
- PAC Meeting #1
- Online Survey

Analysis — 2015 SEPTEMBER
- Define Vision
- Land Use Profile
- Market Profile
- Challenges
- Opportunities

Market Assessment
Review
PAC Meeting #2

2015
SEPTEMBER

Preliminary Ideas

Stakeholder Interviews
Public Meeting #1
Charrette

2015
OCTOBER

Additional Outreach

PAC Meeting #3
Catalyst Site Plans
Public Meeting #2/ PAC Meeting #4
Preliminary Recommendations

2015
DEC
2016
JAN-FEB

Review and Recommendations

Implementation Strategies
Planning and Zoning Commission
City Council

2016
MAR-APR

Adoption Process

EVALUATE EXISTING CONDITIONS

Background

US Highway 287 is one of seven highways running through Arlington. It is a key north-south limited-access highway in southwest Arlington that runs between Interstate 20 on the north and the city of Mansfield on the south. A secondary roadway, Business US 287, is generally parallel to and west of the main highway, connecting the cities of Mansfield and Kennedale, with a small portion of the roadway bordering the Arlington city limits. A portion of the land along Business US 287 is located in unincorporated Tarrant County.

As the area has developed, the policy direction regarding land use has changed from identifying the area as a future employment center to one with more focus on residential development. Although intended to guide growth in the area, previous plans did not contemplate certain land uses, such as gas well drilling, or achieve the type of development envisioned in the plans. The plans, in combination with the existing zoning, have contributed to the current development pattern along the corridor. This Plan hopes to develop consensus about the desired vision for the area.

Since the mid 1980s, the City has completed four plans that address development along and around the US 287 Corridor:

- US 287 Corridor Study (1986)
- Business US 287 Area Plan Update (1997)
- Southwest Sector Plan (2001)
- Tierra Verde Small Area Plan and associated zoning amendment (2006)

Previous Plans

In addition to those mentioned previously, other city-wide plans have had an impact on the area and have been evaluated in greater detail as part of the US 287 Corridor Strategic Plan.

Tierra Verde Small Area Plan - 2006

The Tierra Verde Small Area Plan (Tierra Verde) was fundamentally based on the vision set forth in the Southwest Sector Plan which was adopted in 2001. The Plan outlines a vision for the area with high-end housing and lot sizes of 10,000 square feet or larger. Based on the Tierra Verde recommendations when the Unified Development Code was developed, the City established the current zoning designation of RS-15 or Residential Single Family 15,000 sq. ft. lot sizes to accommodate the desired residential development. The Tierra Verde discourages future industrial uses along Business US 287 and recommends any future industrial development to go through the Planned Development (PD) process.

Components of the plan included:

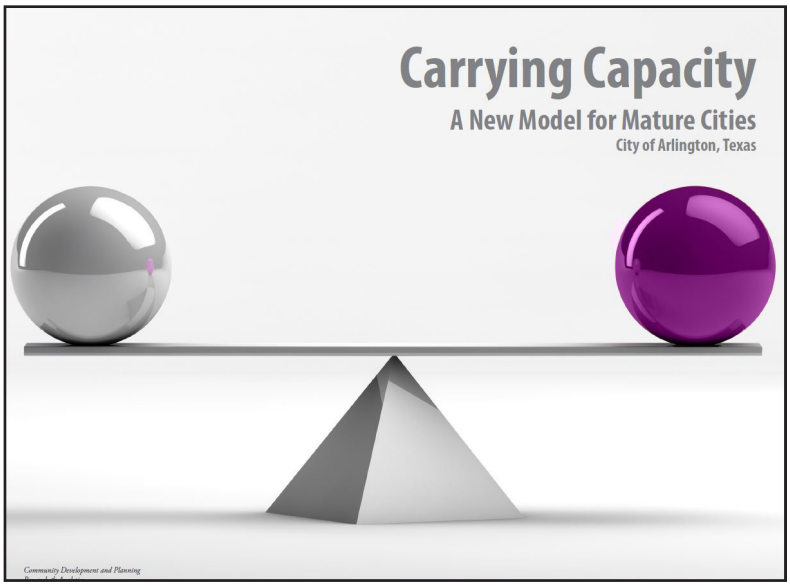
- Land ownership analysis map depicting ownership of large parcels to provide assistance in land assembly as necessary.
- Water and Wastewater analysis was conducted assessing existing infrastructure.
- Current development opportunity sites.
- Development assumptions and a need for development incentives.

How this plan impacts the US 287 Corridor Strategic Plan:

Since the time of the plan's adoption, zoning designations have changed in the area. Specifically the removal of the Agricultural zoning category and the addition of the Village on the Green Overlay District. These changes have refined development related to residential density, opens space requirements, design and development standards. The most relevant piece of information related to the US 287 Corridor Strategy is the need for developer builders and the extended costs of selling larger lots due to the longer length of time required to sell a large lot. This may be where the apprehension from developers to build on large lots has stemmed from.

Development incentives proposed for the area range from a reduction in fees for items such as platting to park land fee reductions provided to builders within the area. One strategy presented in the Tierra Verde is to provide free re-zoning to larger lot sizes within the area. This may be a palatable option for the current US 287 Corridor Strategic Plan.

Carrying Capacity Study - 2014



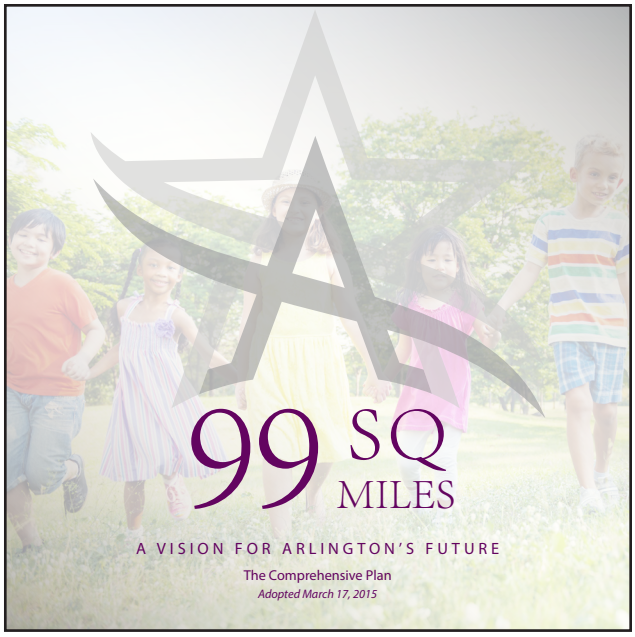
The Carrying Capacity study utilized Geographic Information Systems (GIS) to assess the maximum number of people the City can sustainably support in the future. Analyzing the Natural, Built, and Policy environments within the City, the study identified the most suitable locations for future growth in order to reach maximum capacity.

How this plan impacts the US 287 Corridor Strategic Plan:

The study showed the US 287 Corridor study area to be slightly above "moderately suitable" based on the Natural Environment due to ecological sensitivities. Based on the Built Environment there are clusters of land that are "highly suitable" for development. Additionally, the majority of study area is "highly suitable" for development based on the Policy Environment. Finally, the study showed there is great potential for amenities to support future growth in the study area such as parks, greenbelts, trails and other desired amenities.

99 Square Miles – Comprehensive Plan - 2015

99 Square Miles is the most recent update to the City of Arlington's Comprehensive Plan, adopted in 2015. Prior to the update, the most recent Comprehensive Plan was adopted in 1992. The plan establishes a vision for the future of the City and serves as the guiding document for which all plans and policies must be based.



How this plan impacts the US 287 Corridor Strategic Plan:

Many of the guiding principles of the Comprehensive Plan are relevant to the US 287 Corridor Strategic Plan. Below are a selection of the most relevant:

- Build on Assets – Focus on the existing assets in the study area, such as open space, parks, Tierra Verde, and quality housing to direct the Strategic Plan.
- Connectivity – Create critical connections for auto and pedestrian circulation. Establishing these connections will build social ties and improve quality of life for residents in the area.

The Comprehensive Plan also identifies specific types of catalyst projects the City should focus its efforts on in the future. Two catalyst projects directly related to the US 287 Corridor Strategic Plan are:

- Corridor Beautification
- Greenway Network

Finally, the "Future Development Areas Map" in the Comprehensive Plan identifies a large portion of the study area for future development as "Rural Residential" with an extensive "Greenway Network". This designation is in line with previous studies related to the study area and also closely aligned with the vision included in the US 287 Corridor Strategic Plan.

Unified Development Code - 2014

Arlington's Unified Development Code (UDC) consolidates all development-related regulations including zoning requirements, subdivision regulations, design and development standards, and review procedures. The current plan was adopted in 2014.

How this plan impacts the US 287 Corridor Strategic Plan:

When the UDC was adopted, the Village on the Green became a straight zoning district. In addition, Agricultural uses were changed to Residential Estate. Based on the Tierra Verde recommendations, the City established the current zoning designation of RS-15 or Residential Single Family 15,000 sq. ft. lot sizes to accommodate the desired residential development. The UDC sign regulations were updated in 2015.

Unified Development Code — **Article 2. Zoning Districts**
City of Arlington, Texas — Section 2.1.1

ARTICLE 2. ZONING DISTRICTS

2.1. DISTRICTS ESTABLISHED; ZONING MAP

2.1.1. RELATIONSHIP TO OTHER ARTICLES

This article establishes the Arlington zoning districts. Article 3, *Use Standards*, and Article 4, *Dimensional Standards*, identify the uses allowed within the districts and the dimensional standards applying to development in the districts, respectively. Article 5, *Design and Development Standards*, identifies any district-specific standards applying to development in the districts.

2.1.2. ZONING DISTRICTS ESTABLISHED

The following zoning districts are established:

TABLE 2.1-1: Zoning Districts Established

District Type	Abbreviation	District Name
Residential	RE	Residential Estate
	RS-20	Residential Single-Family 20
	RS-15	Residential Single-Family 15
	RS-7.2	Residential Single-Family 7.2
	RS-5	Residential Single-Family 5
	RM-12	Residential Medium-Density 12
	RMF-22	Residential Multi-Family 22
	VG	Village on the Green at Tierra Verde
	MH	Manufactured Housing (Obsolete)
Non-Residential and Mixed-Use	LO	Limited Office
	OC	Office Commercial
	NC	Neighborhood Commercial
	CC	Community Commercial
	GC	General Commercial
	HC	Highway Commercial
	DB	Downtown Business
	BP	Business Park
	LI	Light Industrial
	IM	Industrial Manufacturing
	NMU	Neighborhood Mixed-Use
	RMU	Regional Mixed-Use
Overlays	APO	Airport Overlay
	CDO	Conservation District Overlay
	DNO	Downtown Neighborhood Overlay
	EDO	Entertainment District Overlay
	LCMUO	Lamar Collins Mixed-Use Overlay
	LPO	Landmark Preservation Overlay
	PD	Planned Development

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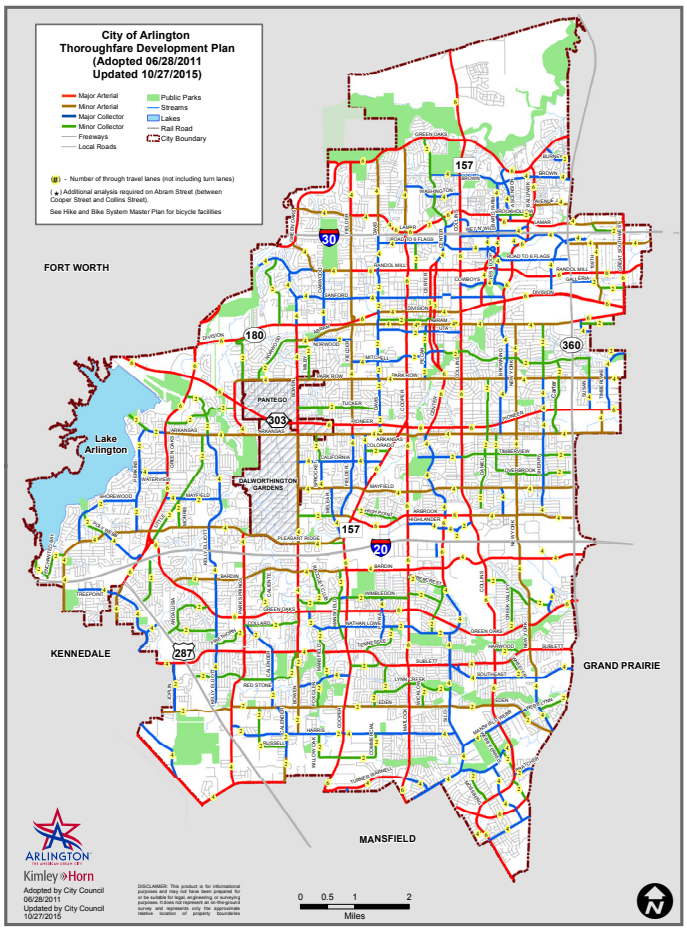
Thoroughfare Development Plan - 2015

The Thoroughfare Development Plan (TDP) is a long-range plan that identifies the location and type of roadway facilities that are needed to meet projected long-term growth within the City. The TDP was adopted in 2011 and later updated in 2015. It serves as a tool to enable the City to preserve future corridors for transportation system development as the need arises. It is not a list of construction projects but rather identifies proposed general alignments for roadways and provides guidelines for the design of each type of roadway.



How this plan impacts the US 287 Corridor Strategic Plan:

East-West Facilities

The Thoroughfare Plan includes three arterial roadways that provide east-west conveyance across US 287 through the study area:

1. Sublett Road
2. Eden Road/Curry Road
3. Turner Warnell Road

North-South Facilities

North-south circulation in this study area is currently segmented and/or discontinuous. Planned thoroughfare improvements provide some added continuity.

1. Kelly Elliott Road
2. Russell-Curry Road
3. Joplin Road
4. Golf Club Road

Hike and Bike System Master Plan - 2011

Arlington's 2011, Hike and Bike System Master Plan aims to provide an integrated, seamless transportation and recreation network throughout the City to improve connectivity, accessibility, and transportation alternatives for residents and visitors in Arlington.

How this plan impacts the US 287 Corridor Strategic Plan:

The recommended facilities within the study area are as follows:

Trails

- Trail connection from Sublett Creek Linear Park to MLK Sports Center
- East-West trail along utility easement from Cooper Street to Eden Tap Road
- North-South trail extension along Golf Club Drive

Sidepaths

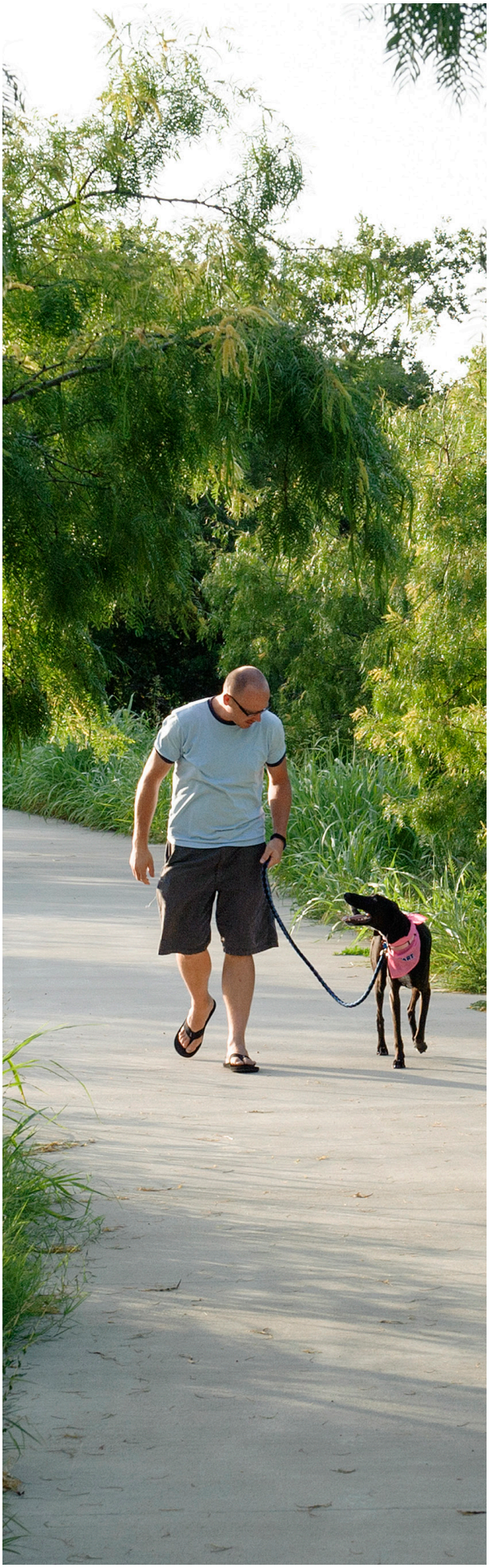
- East-West along Eden Road from Calender Road to Golf Club Drive
- Along SW Green Oaks Boulevard south of IH 20 to Kelly Elliot Road

Bike Route

- Connection from Sublett Creek Linear Park along Kelly Elliot Road and Redstone Drive to Sublett Creek Linear Park – East of Bowen
- East-West from Little Road to W. Bardin Road along Stageline Drive

Bike Lane

- North-South along Kelly Elliot from Redstone Drive to W. Bardin Road



PHYSICAL **ASSESSMENT**

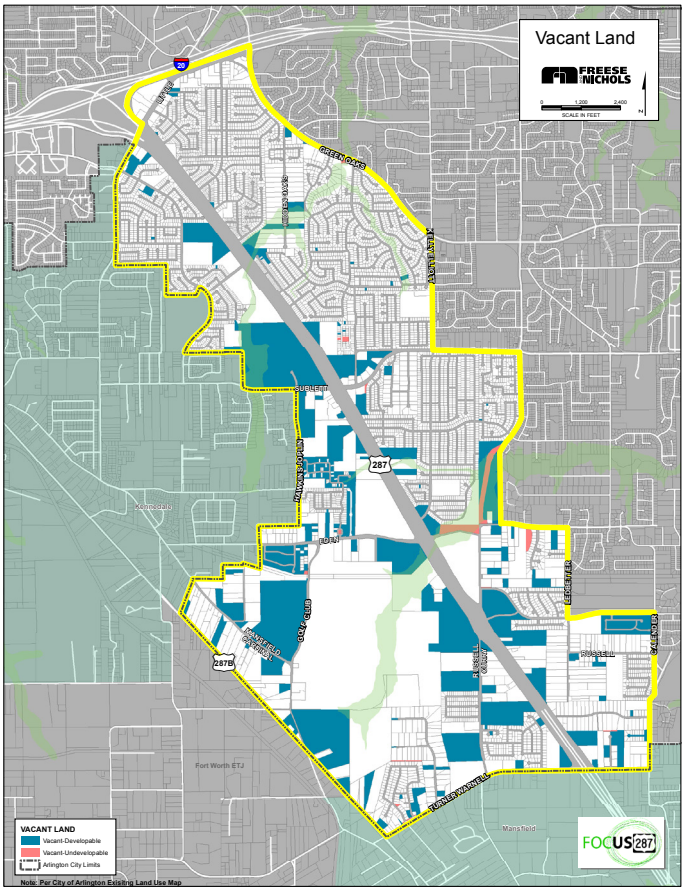
There are many opportunities in the study area. However, there is a limited amount of available land for future new development and the development patterns currently on the ground are somewhat disjointed. With smaller areas of land available for new development, it is critical to have an overall vision driving the process and strong coordination between the City and area stakeholders. The physical features described in this section include: vacant land, encumbrances, ownership, publicly owned land, natural areas, bicycle and pedestrian facilities, existing land use, existing zoning, infrastructure master plans, and the planned thoroughfare system.

The areas contains many positive attributes such as the Tierra Verde Golf Club, large parks, wildlife, open space, established neighborhoods and recent housing developments.

Allan Saxe Park

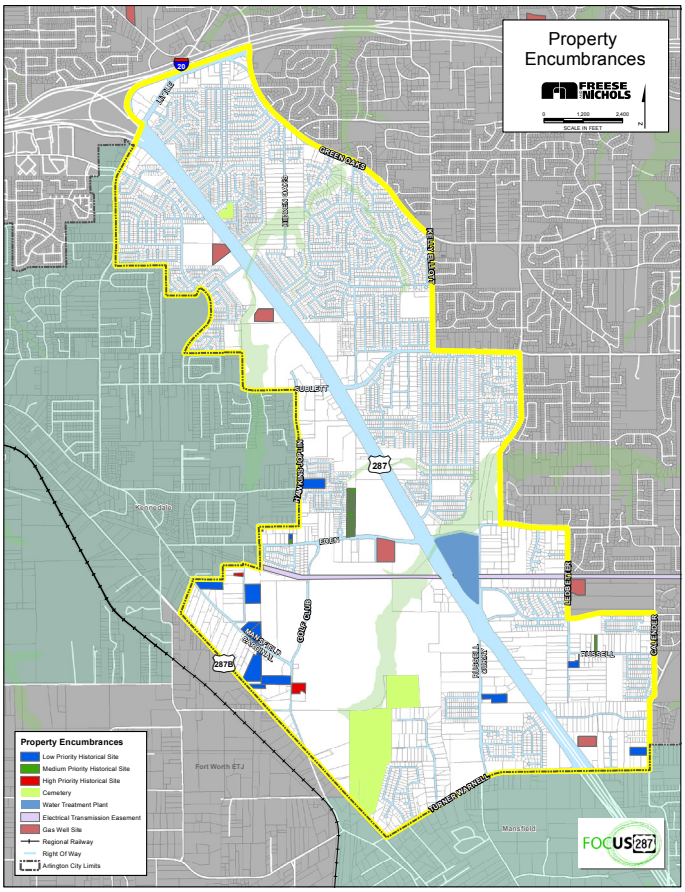
Vacant Land

Identifying areas for future development begins with an assessment to identify potential locations to accommodate future projects. Vacant land is often the easiest to develop and therefore, it is essential to identify where such opportunities are located. Of the approximate 4,300 acres within the study area, 720 acres, or 17 percent of the land is currently vacant. Less than one percent of this land is deemed undevelopable according to the City of Arlington's Existing Land Use GIS data. The Vacant Land map, to the right, identifies a concentration of the largest percentage of vacant land in the southern half of the study area. Additionally, some of the largest vacant parcels are located directly adjacent to US 287. These sites have the greatest potential to be utilized as future catalyst sites. It is important to note that certain parcels identified as vacant in the map may have existing plans in place for future development.



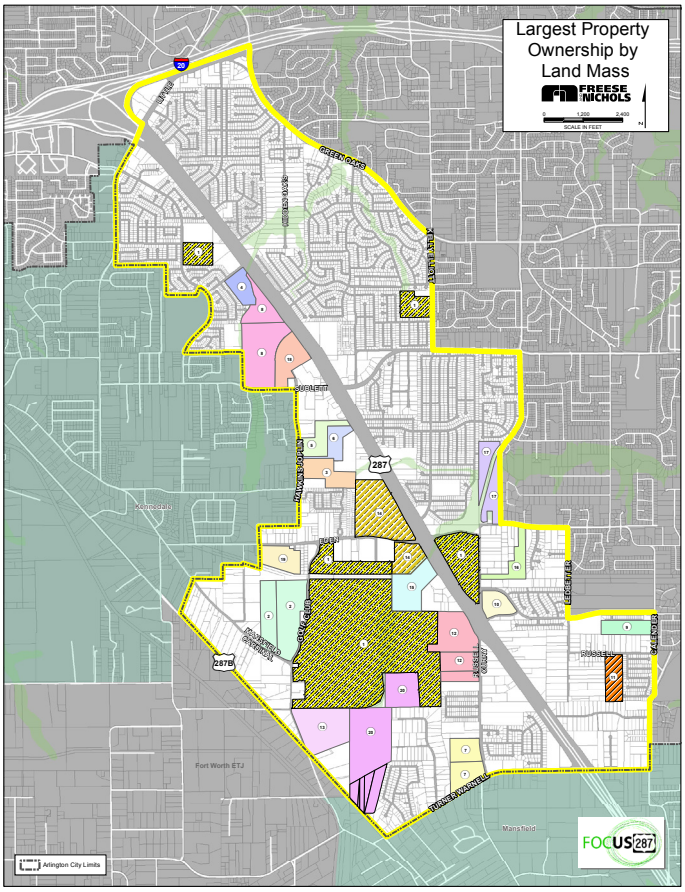
Property Encumbrances

The Property Encumbrances map identifies the location of property encumbrances within the study area. Items such as historical sites, cemeteries, gas wells, rights of way and utility easements all impact development. Areas with one or more of these encumbrances may be more difficult to assemble large parcels of land and therefore require more strategic planning efforts. The Property Encumbrances Map illustrates only minimal encumbrances directly adjacent to US 287. These findings show the potential for future projects along the highway corridor.



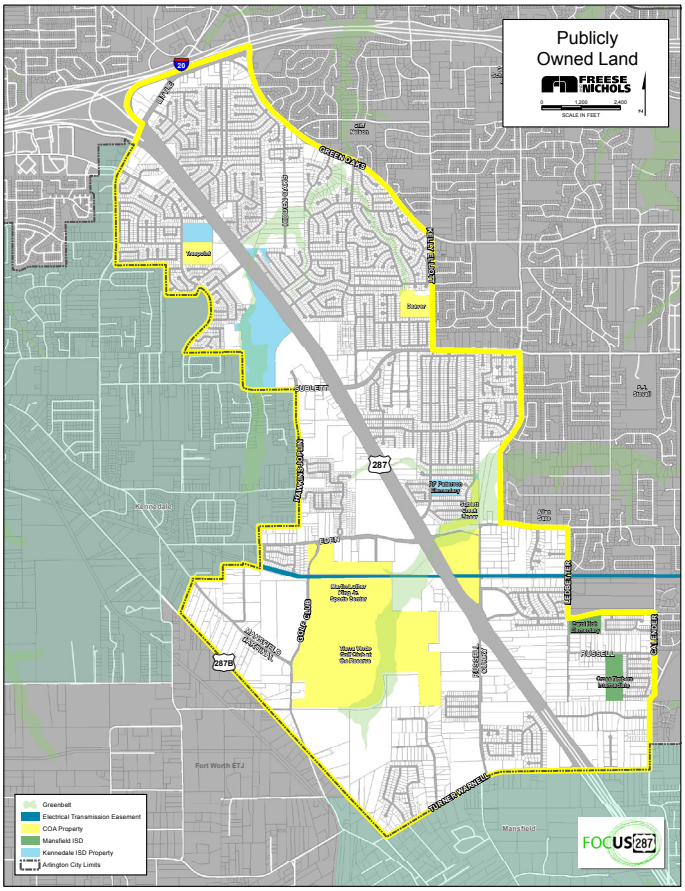
Largest Property Owners by Land Mass

Property ownership within the study area plays a major role in the ability to assemble land for redevelopment or new development. The adjacent map provides a snapshot of the largest areas of land under common ownership. While some of the largest parcels of vacant land are owned by the City of Arlington and other public entities, such as the Mansfield and Kennedale Independent School Districts, there are a number of significant properties owned by private property owners.



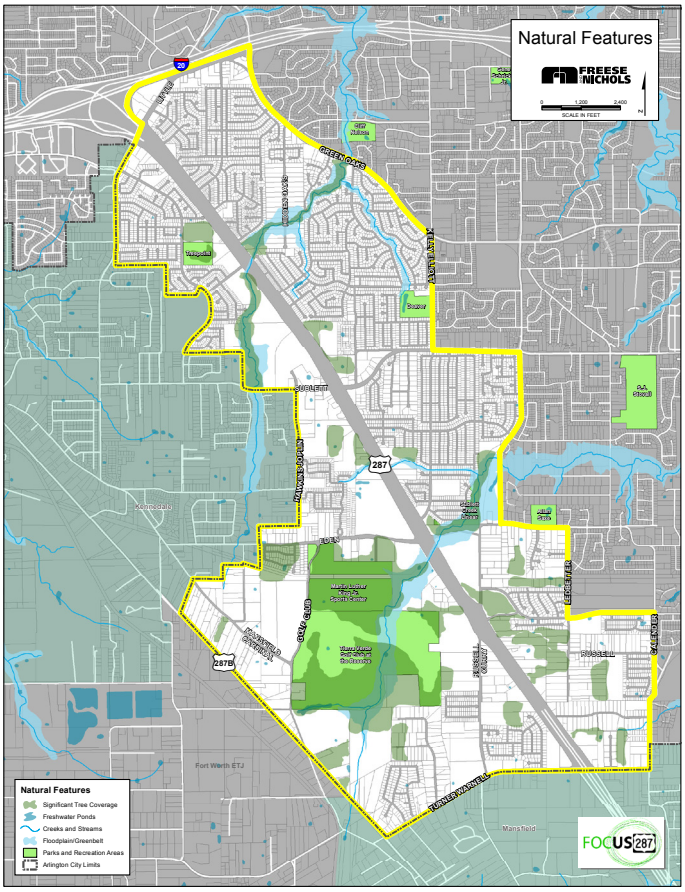
Publicly Owned Land

Publicly owned land provides a great opportunity to explore public private partnerships. As a public land owner, the City has the ability to leverage its existing investment in land within the study area to facilitate future development. These projects will require creative solutions and innovative approaches to attract and secure the most beneficial development opportunities for the area. The adjacent map identifies land within the study area that is currently under public ownership.



Natural Features

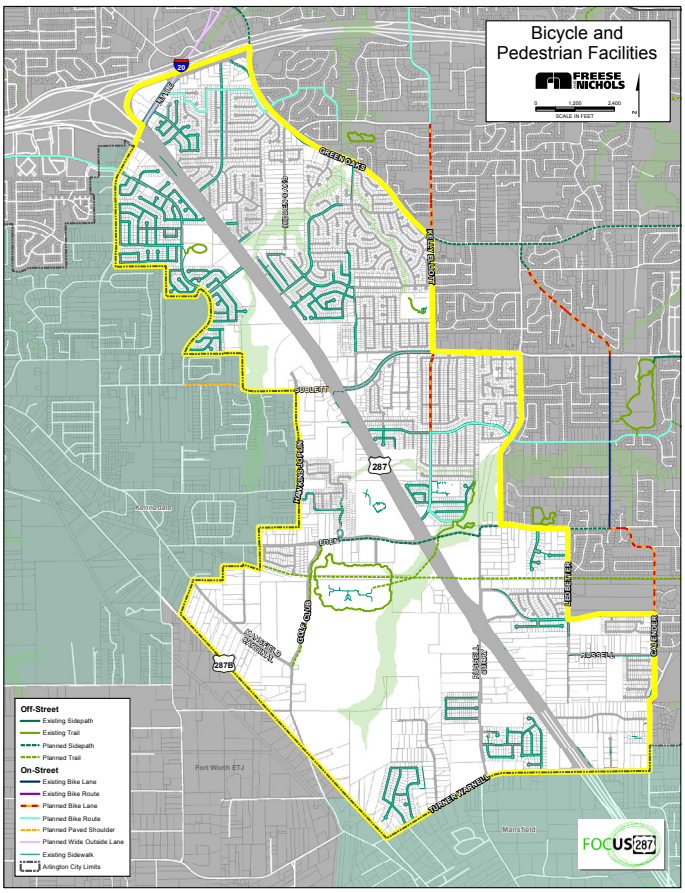
The US 287 Corridor is rich in natural features, serving as a common thread running throughout the study. As seen in the Natural Features map, more than eight percent of the study area is dedicated to parks and open space. That's a total of more than 380 acres with an additional 95 acres of park space just outside the borders of the study area. These numbers are important because they show a significant amount of investment by the City to provide ample parks, recreation areas, and general open space. With more than 650 acres of tree coverage, it is critical to retain this natural benefit that contributes to the unique character of the area.



Bicycle and Pedestrian Facilities

The City has developed a plan for a comprehensive network of bicycle and pedestrian facilities throughout the City. The adjacent map identifies the existing and planned bicycle and pedestrian facilities such as off-street trails, sidewalks, and bike lanes. As future development or redevelopment occurs, a commitment to providing accessibility and connectivity via these networks will be paramount.

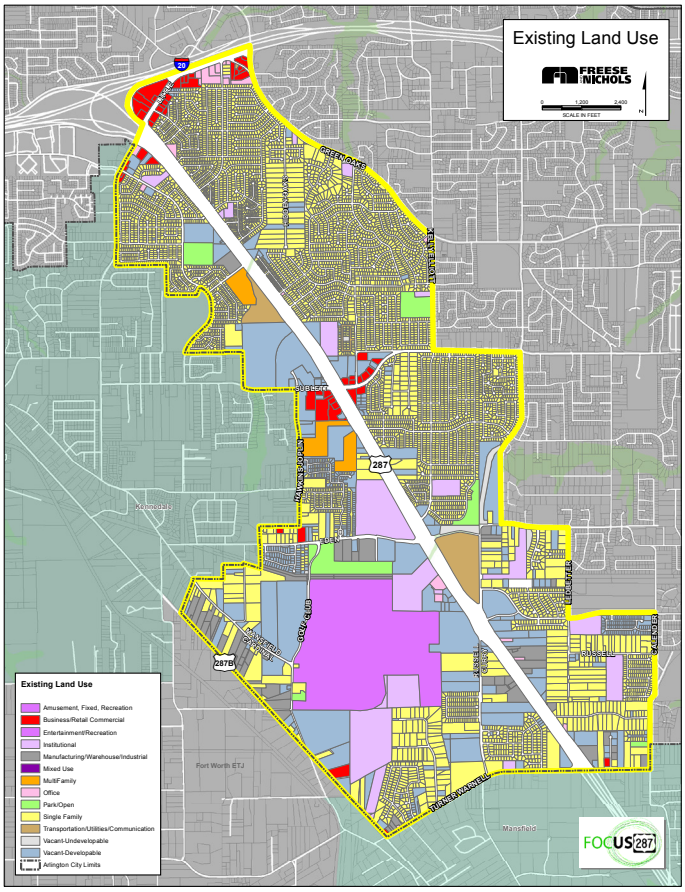
Identifying a safe and accessible route to facilitate movement across US 287 is one of the major challenges within the study area. Additionally, the lack of sidewalk continuity is apparent in the Bicycle and Pedestrian Facility map. Continuing to provide pedestrian infrastructure in all future development will be necessary to adhere to the desire for connectivity.



Existing Land Use

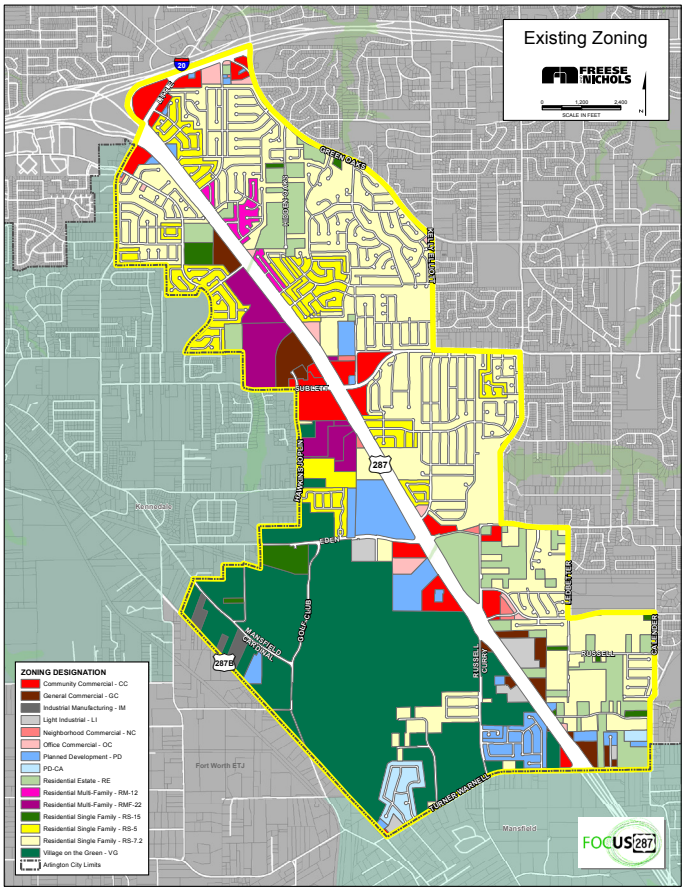
An evaluation of the existing land uses within the study area, as seen in the Existing Land Use map, identifies single family housing as the primary land use, accounting for approximately 56 percent of the land area. Entertainment, recreation and parks and open space comprise approximately 12 percent of the land uses and greatly contribute to the character of the development patterns seen in the area. The map identifies a limited amount of business and retail commercial uses at 18 percent of all land uses in the study area. Two dominant retail clusters currently exist, one located in the northern portion of the study area near the IH 20 and US 287 interchange, and one at the intersection of US 287 and Sublett Road.

There are locations where land use conflicts exist and need to be addressed to promote successful development in the future. These areas are primarily located in the southwestern portion of the study area where more intense land uses exist directly adjacent to residential land uses.



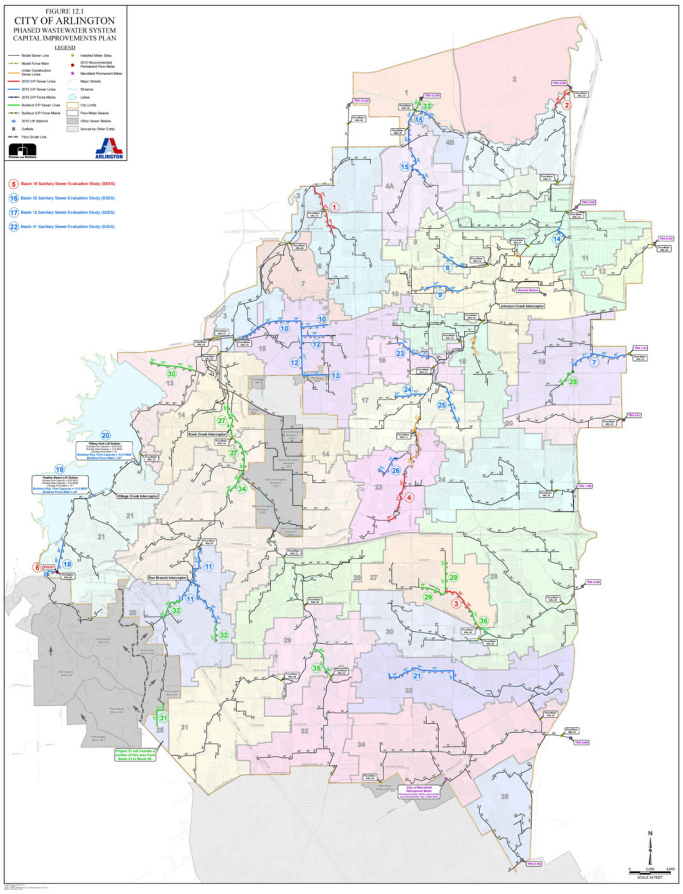
Existing Zoning

The Existing Zoning map illustrates the current zoning designations within the study area. It is clear that the majority of the zoning is designated for residential land uses. The largest percentages of zoning in the study area are Residential Single Family (RS-7.2) comprising 34 percent of all zoning and Village on the Green (VG) making up 29 percent of all zoning. Additional residential zoning designations total 27 percent for a grand total of 90 percent of the area. The significance of this finding is the need to maintain the residential character of the area and to consider compatibility of zoning in all future development plans. Consideration should be given to the use of transitional zoning to buffer residential and commercial land uses. Planned developments or PD zoning currently make up six percent of the zoning in the area.



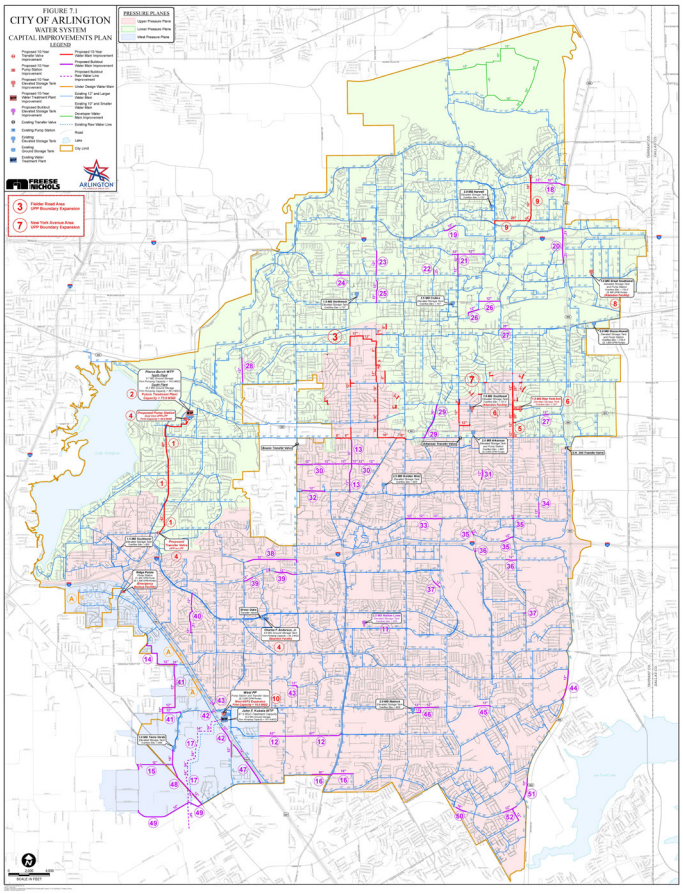
Wastewater Master Plan

In May of 2009, the City of Arlington conducted the Wastewater System Study and Master Plan to assess the condition of all existing wastewater infrastructure and to plan for any future needs of the system. The plan identified an adequate system with only minor improvements planned within the study area. The need to continue coordination with the City of Kennedale to the west will remain an important component of the future wastewater system in the study area.



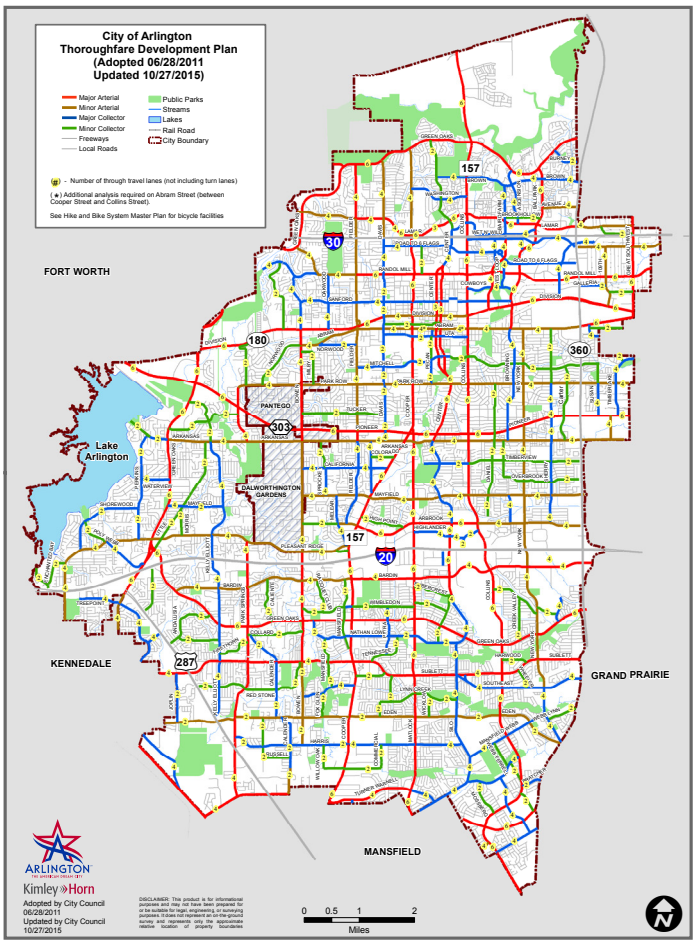
Water System Master Plan

In August of 2014, the City of Arlington concluded the Water Master Plan, which identifies a need to provide consistent and reliable water service for all users today and well into the future. The study area is evenly split into the West Pressure Plane and the Upper Pressure Plane, with the Ridge Pointe Pump Station located in the northwest corner of the study area utilized to provide adequate water service to the area where future development is likely to occur. Overall the water system is in excellent condition and future planned improvements will only increase the reliability for the study area.



Thoroughfare Development Plan

The City's Thoroughfare Development Plan identifies the location and type of facilities needed to meet projected long-term growth in the City. An evaluation of existing and planned thoroughfare classifications was conducted and used throughout the planning process.

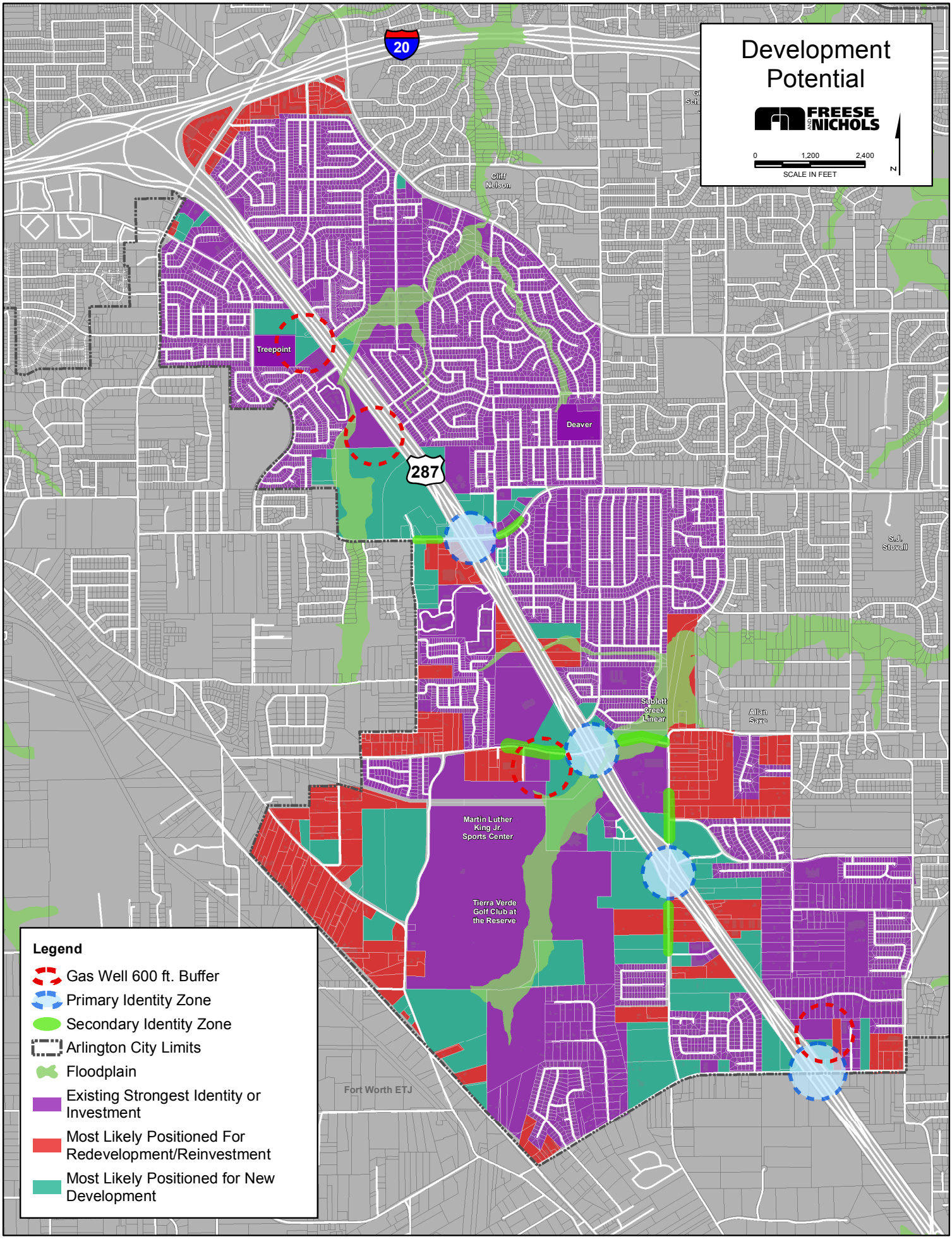


Conclusion

The Development Potential map (shown on the following page) identifies areas based on market needs, trends and assessment. The three conclusion areas are general in nature and for planning purposes only. The areas shown in purple contain the strongest existing identity or investments and are most likely to maintain the existing land use. The areas shown in red are most likely positioned for redevelopment or reinvestment due to existing uses, conditions, densities and potential to assemble land. The areas shown in green are most likely positioned for new development due to existing uses, vacant land and potential to assemble land.

Mapping: Development Conclusions

Category Areas	Acreage	Percent of Total Area
Existing Strongest Identity or Investments	2,835	66%
Most Likely Positioned for Redevelopment or Reinvestment	542	13%
Most Likely Positioned for New Development	631	15%

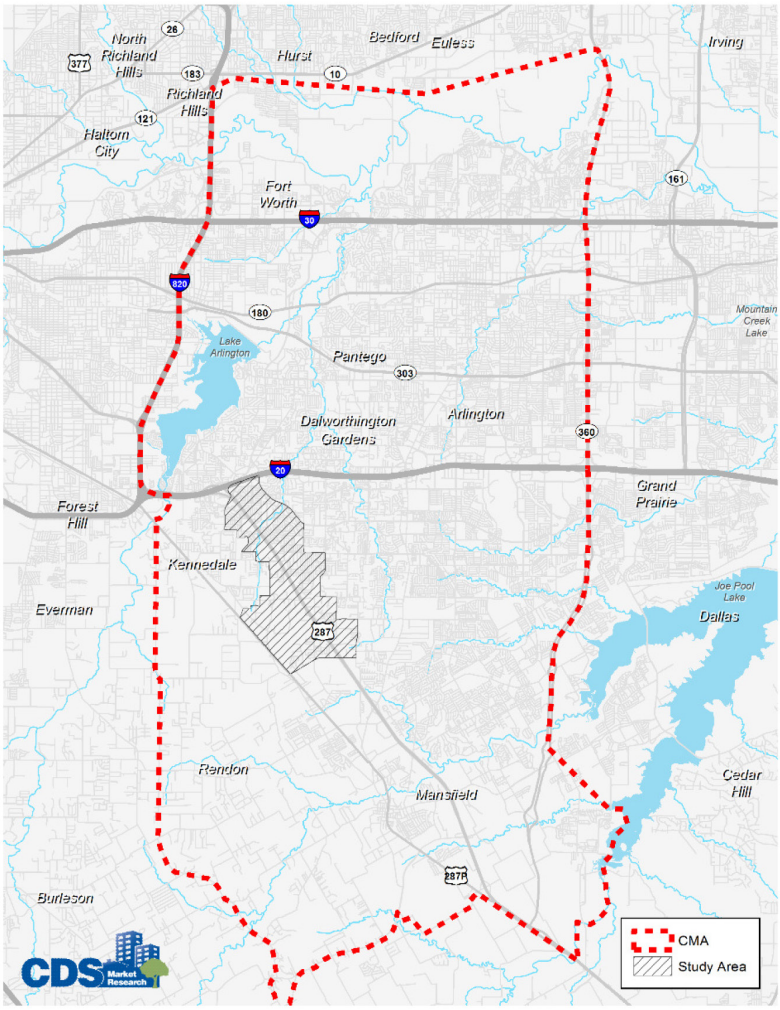

Development Potential
FREESE AND NICHOLS
0
1,200
2,400
SCALE IN FEET
N
20
287
Cliff Nelson
Treepoint
Deaver
S.J. Stovall
Sublett Creek Linear
Allan Saxe
Martin Luther King Jr. Sports Center
Tierra Verde Golf Club at the Reserve
Fort Worth ETJ
Legend
Gas Well 600 ft. Buffer
Primary Identity Zone
Secondary Identity Zone
Arlington City Limits
Floodplain
Existing Strongest Identity or Investment
Most Likely Positioned For Redevelopment/Reinvestment
Most Likely Positioned for New Development

SUMMARY
MARKET FINDINGS

A multi-part market assessment was conducted that identified market conditions and project opportunities for the study area. The full market study, methodology and program recommendations can be found in a separate document titled, “US 287 Strategic Plan Supporting Documentation”.

A demographic and economic analysis was conducted to identify an area snapshot. Following, an economic competitive context assessment was performed to define the market area’s characteristics along with examining whether the corridor is competing well in capturing growth trends and various land use market segment benchmarks. Interviews with local developers, brokers and area stakeholders were conducted to gauge how outside forces view the corridor from a market perspective.

CDS defined a Competitive Market Area (CMA) as the boundary that contains the majority of existing residential and commercial facilities influencing the future development of the 287 corridor and its immediate environs. For purposes of the analysis, CDS researched primary and secondary data sources to measure current and projected population, household and demographic data relating to the CMA and to comparisons with the study area, and Tarrant County. The results identify constraints and opportunities for programmable land use types for the study area. Absorption for the study area’s market segments along with recommendations for projects types are the following pages.



CMA Boundaries
Source: CDS

Office

- There is currently 169,570 square feet of office space in the study area – Class B and C.
- Only 17% of the supply was built in the last 12 years – majority of the buildings were built prior to 1990.
- The office space is 86% leased with rental rates from $13 (SW Green Oaks Blvd.) to $20psf (IH 20).
- Office development is clustered around IH 20.
- General multi-tenant office demand will be comprised primarily of smaller tenants that are businesses local to the area, often because the business owner lives in the area. These tenants are likely underserved by the existing supply of quality office space, but many will have limited capacity to increase leasing costs.
- Demand for typical office space will grow as population increases and employment growth continues. Absorption rates are difficult to project for such product, but increments of space in the 10,000 to 20,000 square foot range would likely lease up within 12 to 18 months, in CDS' estimation.
- Development is probably limited to the IH 20 corridor for the next five years.
- Office development should be considered in the form of flex industrial space for the study area.
- Warehouses are considered a part of flex office space.

Commercial and Retail

- There is currently 781,646 square feet of retail space in the study area.
- Only 35% of the supply was built after 2000.
- The retail space is 94% leased with rental rates from $12 to $22 psf.
- 10 minute drive times show high population concentration at 287 @ Little Road; high percentages of households with children and high median incomes at 287 and Debbie Lane – retail site indicators.
- The demographics of the market area, while showing some signs of evolving toward a higher income population with more disposable income, does not yet support a major change in the area's retail profile. Recent retail development is currently locating south of the study area in Mansfield and is expected to continue over the next few years.
- The study area could expect to absorb approximately 30,000 sf of retail over the next five years.
- Based on CDS experience, the retail space should be marketed to eating and drinking places, and family entertainment, such as Top Golf, Baseball Centers, and Music Venues, to name a few.
- Based on the opportunity analysis in this report, the area is lacking in general merchandise stores, Sporting goods, hobby, book and music stores. There is also demand for additional grocery stores in the CMA. A grocery specialty store with either Aldi or Trader Joe's would be additional tenants to obtain.
- The phenomenon of pioneering local businesses such as bars or restaurants investing in the study area, has not happened to any noticeable extent yet, and is more likely to occur closer to IH 20 or farther south near Mansfield.
- Independent local businesses serving the area's moderate income population will generally prefer the lower-rent existing, if often aged, retail space in the area over more expensive newer space, which will attract the limited set of regional and national chains that target such demographics. Increasing population growth will help mitigate this situation over time as associated retail demand increases, along with the ability of local businesses to pay higher rents.
- CDS advises that redevelopment concepts for properties along IH 20 take place to enhance the area.

Industrial

- There is currently 420,700 square feet of industrial space in the study area, located to the south of Eden Road along 287 and Business 287.
- The industrial space is 100% leased with rental rates at $9.17 psf, which is very high for the area.
- The majority of the space is flex office/warehouse.
- CDS sees an opportunity for the study area for industrial space over the next five years with 43,000 sf easily absorbed. CDS also estimates that the office space projected (53,000 sf) could be absorbed in the flex market.
- Brokers and local experts agree that supply is below demand for flex space and see the study area as a prime location for this type of development.
- This type of industrial product can be aesthetically pleasing with brick facades, office development facing road frontage with warehouse in the back.
- Small manufacturers, medical suppliers, other suppliers, pool companies, etc. would be tenant profiles for the area.

Multifamily Rental

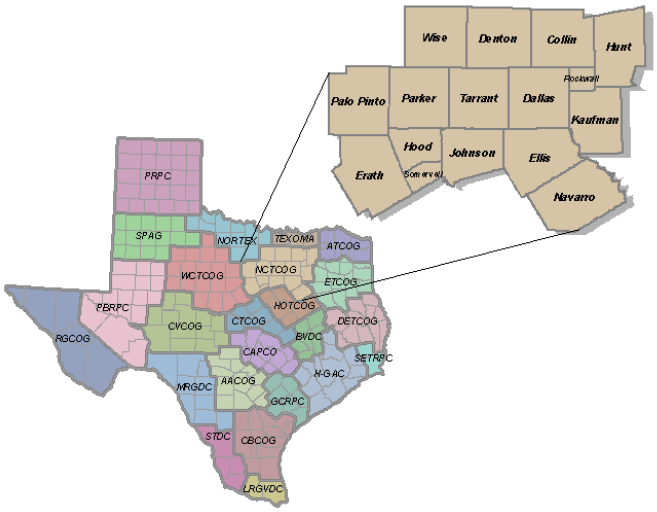
- Currently there are three multi-family properties including 700 units in the study area. One of the properties accepts Section 8.
- Apartments are 99% leased in the study area.
- The average age is 2002 or 13 years.
- Rents vary from $0.79 (Section 8) to market rate of $1.13 psf.
- CDS estimates 84 units could be absorbed in the next five years.
- Rents at non-income-restricted properties in the study area already appear to be rising, If a competitive new product with more attractive features can be developed with lease rates affordable to moderate income renters, there should be no shortage of demand.
- The study area cannot yet support rents for typical new Class A multifamily properties. For market-rate new apartments, rents from $1.20 to $1.30 should be targeted. This likely means more “garden-style” low-rise product with surface parking, limited on-site amenities, and moderate-quality finishes and construction materials.
- Senior Age-Restricted housing could also fall into the category of multi-family which might appear to be more attractive to the community and land owners.

Single Family

- Average sales prices are higher in 76001; 76017 has more closed sales; average days on market and supply are equal in both zip codes.
- Median home sales in the study area at approximately $157,000.
- Listing/sales prices vary by location with lower prices in the northern portion of the study area (north of Sublett) and higher in the southern portion (Eden Rd. and south).
- New single family development is happening in the study area – Eden Glen, Melia Ranch, Eden Village, Tierra Verde Estates.
- Homes over $300k in the Kennedale ISD are challenged.
- Move-up single family homes priced from $185 to $300 are sought after in the study area.
- Large lots (1/4 ac +) would be successful in the study area.
- Could use custom homes on larger lots $300k - $500k.
- Prices from $400k need to be in Mansfield ISD.
- Prime location for upscale homes near golf course.
- Homes marketed to retirees on zero lot lines have been very successful in the study area.
- Over the next three to five years CDS estimates 445 new homes could be absorbed in the study area.
- Single family homes within the Mansfield ISD will have a marketing advantage.

The study area currently comprises 4% of the overall single family households in the Competitive Market Area (CMA). It is estimated to capture a conservative 4% of the market, based on its location. Application of the capture rate to the CMA single family demand results in 445 homes by 2020, and an additional 443 homes by 2025 demanded in the study area.

CONCLUSION: **OPPORTUNITIES AND CHALLENGES**



The US 287 corridor should define itself as a unique location within the region

Great things are happening all around the study area, from regional shopping centers to new restaurants, urban downtown experiences and national entertainment venues. Within this context, the study area has yet to realize its full potential. There is an opportunity for the City to create a destination for south Arlington and southeast Tarrant County. The questions remain - What can US 287 corridor be best at? What local offerings will set this area apart in the region? The answers to these questions will start to define the future vision and goals of the US 287 Corridor Strategic Plan.

Congestion creates mobility challenges for area residents, affects shopping habits and stimulates negative perceptions for the US 287 corridor.

As North Texas continues to grow to an estimated population of 12 million people by 2050, traffic congestion will remain an ever growing challenge. US 287 experiences peak hour delays in queuing associated with the Interstate 20 and US 287 interchange. The good news for the corridor is that the North Central Texas Council of Governments (NCTCOG) and the Texas Department of Transportation (TxDOT) have identified the need for improvements and preliminary designs for an improved interchange have begun. The City should continue to monitor progress, champion the interchange's priority and partner with TxDOT and NCTCOG to identify funding strategies and long term solutions to traffic delays on US 287.

It is important to note that US 287's peak demand congestion doesn't negatively impact all residents. Some area residents have expressed that, in the big picture, the area is not overly congested and is relatively quiet.

Some local roads are beginning to experience challenges associated with capacity, connectivity and development demands

Within the study area, many existing local roads are beginning to show their age. The City has identified capital improvement projects, such as the Tri-Schools project, Russel, Ledbetter, and Curry Road projects. Additionally, the 2014 Bond Election approved projects along Eden Road and Harris Road. Still, innovative solutions to roadway improvements hold opportunity to increase localized connectivity, particularly east-west through the study area. Roundabouts, bicycle and pedestrian sidepaths, alternative road sections and improved roadway alignments need to be explored to preserve the area's character while improving circulation. As development continues along Sublett, Eden, Mansfield Cardinal and Turner Warnell, these roadways will continue to experience the need for improvements.

The area is not fully capitalizing on its market potential

While the development industry often says, "retail follows rooftops", the area's vision and character is not based solely on massive housing densities. However, market assessments have identified lost revenues in terms of retail gap, meaning people are leaving the area to shop and visit restaurants in other locations. US 287 traffic counts, existing frontage roads, available lands and new grocery development at Sublett Road, all point to potential for new development offerings. Many area citizens have stated that they regularly shop and visit elsewhere due to limited options along US 287. Future non-residential land uses should take advantage of access to US 287 and Interstate 20 and focus on program types identified in the market assessment.

The area has a unique opportunity with over 700 acres of vacant land

As the City continues to expand, fewer opportunities will present themselves for true greenfield development. The US 287 area has over 700 acres of vacant land. With the completion of recent water and wastewater master plans, the area is primed for growth. New development, principally in terms of a catalyst site, will be imperative in unifying the existing land use patterns and market demands. Creating a destination use and reinforcing the area's unique identity where open space is highly valued, are both critical next steps.

Previous plans have not yet been fully realized

Significant planning efforts have been completed in the study area previously, yet recommendations have been slow to materialize. The area's vision and character desires are documented and reaffirmed as part of this Plan. However, lack of consistency during implementation has led to the need to reexamine the regulatory environment and development expectations. The US 287 Corridor Strategic Plan needs to build consensus to make certain city staff, developers, local boards and commissions are implementing a shared vision.

From a physical standpoint, disconnected road alignments, vacant lands, and the ability to assemble larger tracts of land drive the development types and project sizes. Much of this has been seen over the past decade with piecemeal development patterns. In addition to physical constraints, financial realities drive project timing and project sizes. Overcoming these challenges will likely need to include creative incentives and public-private partnerships. The dedication of consistent funding sources, both private and public, would help US 287 become competitive in attracting new development and disposable incomes.

Utilize infill development to create desired places

The northern portion of the US 287 corridor contains existing neighborhoods that are typical of suburban development in the past 20-30 years. This is without connections to the greater context of the region, again typical for many residential growth areas in the DFW metroplex. The area southwest of US 287 and south of Sublett Road remains a patch work of development without completely meeting the larger vision desired for the area. These lower density areas have fragmented recreation, residential and commercial areas without consistency or placemaking techniques. This does not suggest that existing developments are not high quality. Rather, the addition of several catalyst projects in the span of five or 10 years can greatly influence how the corridor is experienced and how the market views the area.

Desire to make the most of existing anchors and nature resources

Critical program anchors exist within the study area, including Tierra Verde Golf Club, recent housing developments, existing shopping centers and Martin Luther King Jr. Park. Making the most of existing land use anchors will require additional considerations to properly link sub areas to the greater whole. This also will require the preservation of natural amenities such as floodplains and areas of significant tree coverage. Trail and open space connections can serve as a backbone to organize development patterns and to provide the physical commonality better development sites.

The US 287 Corridor has limited local and regional identity

US 287's local identity is defined by the characteristics of existing developments, history, residential densities, recreation amenities and natural settings. However, there are opportunities to better promote the unique character of the area and amenities such as Tierra Verde Golf Club and the local parks. Character is what helps set one community apart from another. It is one of the reasons people feel connected to the place where they live. The rural and recreational assets should remain the identifiable characteristics for the corridor and help classify it as a destination. In order to achieve this goal, key design techniques must be implemented to address the existing lack of visual continuity. Design elements should include multiple tools such as increased wayfinding, gateway and district signage, streetscape treatments and design guidelines. When combined, these techniques can help to improve resident and visitor perceptions and their overall experience.

In terms of regional identity, a stronger municipal presence would alert drivers that they are entering Arlington. This could be done through gateway signage, landscaping and design treatments along US 287. These improvements will likely be the result of public investment in the area.

IMAGINE
VISION AND GOALS

Vision and Goals

A fundamental component of the planning process involves creating a vision on which all recommendations and implementation strategies are based. The vision provides a tool to determine whether or not decisions are ultimately in conformance with the long-term desires for the study area as determined during the planning process.

Significant public involvement was used to determine the vision and goals for the study area, ensuring that the desires of those who live, work and play in the are well-represented.

When assembling a puzzle, knowing the outcome makes the task easier. As with a puzzle, understanding the community's goals creates a vision that leads to better development decisions. The Strategic Plan works in a similar fashion, its serves to define and describe the vision. It makes assembling the pieces easier and ultimately a place that better responds to the vision.

US 287
VISION AND GOALS

Arlington's US 287 Corridor will be characterized by its land uses, enhanced mobility, local and regional identity, and open space and recreational amenities.

Land Uses

Arlington's US 287 Corridor will strive to offer the highest and best land uses to maintain the desired charm, everyday amenities, regional significance and open space appeal.

Goals

1. Encourage public-private partnerships as a tool to implement the Strategic Plan
2. Provide regulatory environments that support development expectations and the established vision
3. Redevelop underutilized areas and improve areas in decline
4. Develop greenfield sites as catalyst projects and utilize infill development to unify land uses and to create a cohesive master planned area
5. Focus new residential land uses on high quality, lower density products and the preservation of open space
6. Support the long-term viability of existing neighborhoods
7. Implement land uses that support the preferred natural character, vision and desired lifestyle
8. Provide non-residential uses that support residential needs such as local services, restaurants, retail and employment
9. Promote and feed off of existing activity generators and development anchors such as the Tierra Verde Golf Club and area parks
10. Create a destination area in southwest Arlington
11. Capitalize on the identified trade area demand or opportunity

Mobility

Arlington's US 287 Corridor will enhance the local character, support local and regional connectivity, and accommodate bicycle and pedestrian connections.

Goals

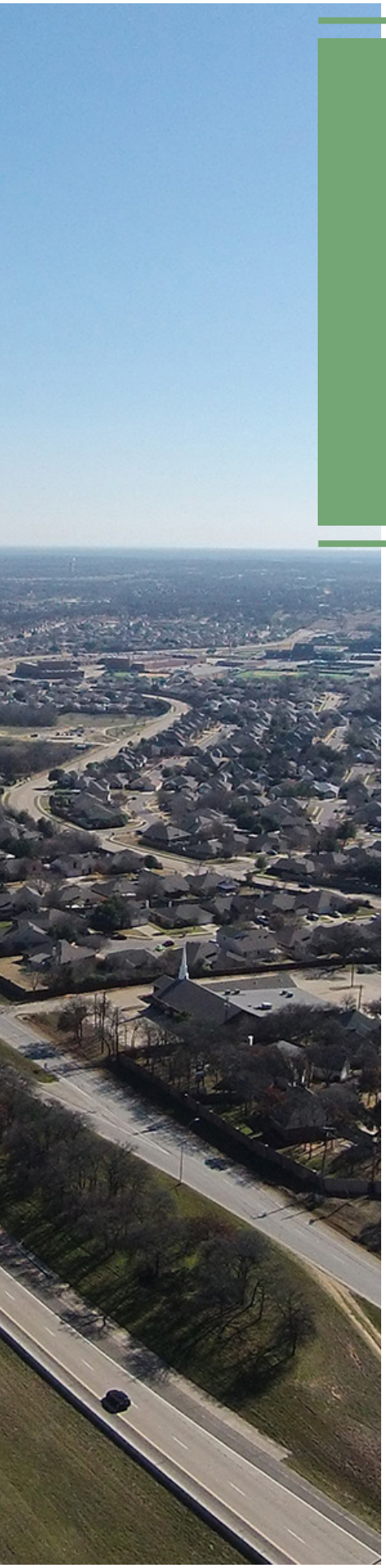
1. Create an effective road network to provide great localized mobility and meet land use needs
2. Provide and maintain effective east-west and north-south connections
3. Use multi-modal pedestrian facilities to reinforce desired open space connections and improve livability
4. Use non-typical street standards and creative streetscapes to promote character
5. Coordinate with adjacent cities to boost connectivity
6. Partner with regional entities to monitor and improve travel on area highways and interstates

Identity and Public Space Network

Arlington's US 287 Corridor will exude a positive image for the City and incorporate a distinctive local identity to create a destination.

Goals

1. Provide a recognizable local identity that promotes the Strategic Plan's vision, local character and amenities
2. Create continuity in identity between individual amenities, existing developments and future developments
3. Increase the identity of Arlington's city limits along US 287 to reinforce its role as a southern portal
4. Create a unique sense of place through design application and guidelines
5. Implement existing park, trail and bike plans and increase access from residential areas
6. Incorporate open space and public spaces into new developments
7. Use existing open space and natural areas to define land use patterns, buffer development and provide amenities
8. Use open space, natural areas and park lands as a defining characteristic for the US 287 corridor



FOCUS
RECOMMENDATIONS

Recommendations

The purpose of this Strategic Plan is to lay the groundwork for a sustainable future. The recommendations in this chapter ensure such a future is foreseeable. Broken down into three sections, this chapter applies the community's vision of US 287 to future land use, identity and open space framework, and enhanced mobility.

Recommendations for the Future Land Use map focus primarily on residential, non-residential, and recreation and open space. Potential conflict sites are noted and catalyst opportunities are identified. The City should thoroughly examine these areas in relation to the vision for the study area. At a broader level, aesthetics and design elements are suggested for various land use types to create a cohesive place.

The identity and open space framework section of this chapter covers a gateway and wayfinding strategy within the study area. The design elements recommended within this chapter are intended to promote a regional and local identity and embrace the Tierra Verde Golf Club and surrounding open space and recreation characteristics.

Finally, the enhanced mobility section of this chapter highlight recommendations for several corridors within the study area. In addition to recommending thoroughfare enhancements, the mobility section also touches base on pedestrian and bicycle circulation strategies through the use of on-street bike routes, sidepaths and trails.

By addressing the recommendations found in this chapter, the study area will transform into quality development that meets the community's vision for the future.

FUTURE **LAND USE**

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Plan, which sets an overall framework for the preferred pattern of development. Although it is one of several components of this Strategic Plan, the significance of the Future Land Use map cannot be overstated. The Future Land Use map is intended to be a comprehensive blueprint of the area's vision for its future development pattern. Specifically, it designates various areas within the study boundary for particular land uses, based principally on the specific land use policies. It is important to note the Future Land Use map is not a zoning map, but rather is intended to be used as a tool to guide development, infrastructure and land use decisions in the future.

The Future Land Use map for the US 287 Corridor Strategic Plan represents community and stakeholder feedback that emphasized the importance of low density uses, recreational amenities, targeted infill development and open space. The maps provides a framework for a cohesive land use plan that meets the needs of the community and allows it to grow in a way that maximizes existing amenities and guides new development. An overall vision of how the area should develop will help limit stand-alone, isolated developments and encourage a better connected community. The Future Land Use map also provides the basis for the evaluation of potential policy and regulatory changes that may be needed to implement the vision.

Residential

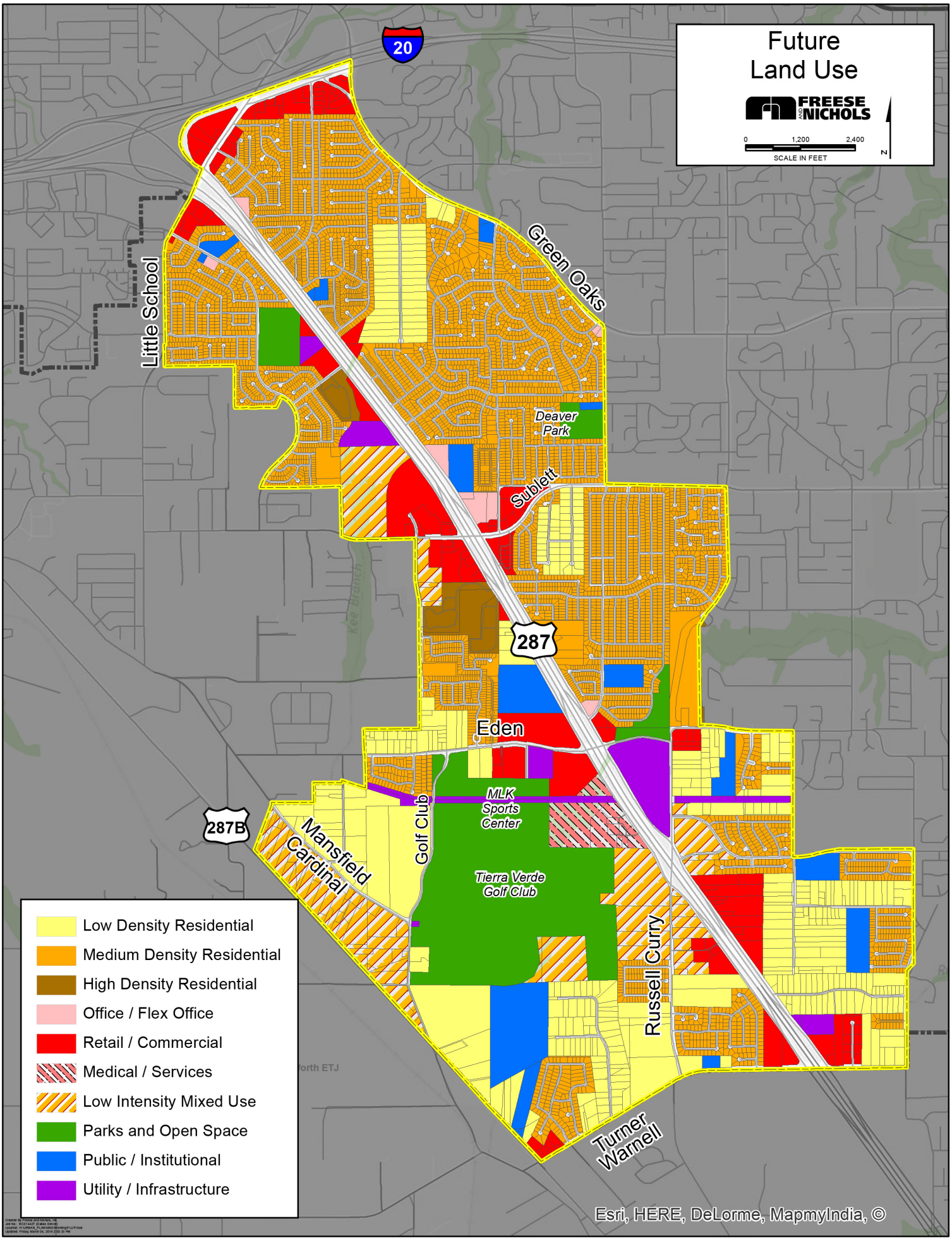
The recommended land use types build upon the desired low density patterns and also provide development choices. The Future Land Use map designates a range of housing options comprising primarily low-density housing but also incorporated some medium-density choices for residents. The residential areas take advantage of existing open space. In addition, existing neighborhoods have been preserved.

Non-Residential

Non-residential uses have been strategically located to capitalize on the identified market potential. Access to roadways was a major factor to their locations. Existing retail, commercial and office sites were maintained. New uses will likely capitalized on expanded residential populations in the area and provide new jobs, new retail and new service opportunities.

Recreation and Open Space

One key planning base element are recreation and open space sites. These areas should be preserved and incorporation into future site designs. The use of floodplains, trails, parks and vegetation as amenities is recommended to promoted the desired open space character. Not only can open space areas define land use, but they can be the instrument to connect future neighborhoods and points of interest and provide visual continuity between developments.


Future
Land Use
FREESE AND NICHOLS
0
1,200
2,400
SCALE IN FEET
N
20
Little School
Green Oaks
Deaver Park
Sublett
287
Eden
MLK Sports Center
Golf Club
287B
Mansfield
Cardinal
Tierra Verde Golf Club
Russell Curry
Turner Warnell
Low Density Residential
Medium Density Residential
High Density Residential
Office / Flex Office
Retail / Commercial
Medical / Services
Low Intensity Mixed Use
Parks and Open Space
Public / Institutional
Utility / Infrastructure
Esri, HERE, DeLorme, MapmyIndia, ©

Land Use Categories

The goal of the Future Land Use map is to guide the allocation of land uses in a pattern that will produce greater compatibility between the different types of land uses. The following are brief descriptions of each of the land use types portrayed on the Future Land Use Plan map. These descriptions are general characteristics that define the land use areas.

Low Density Residential

Single-family detached residential structures are examples of low density residential uses. This category refers to single-family areas with large lots and lower densities typically found in Arlington's subdivisions. Typically speaking, future lot sizes are envisioned to be at least 10,000 square feet up to one acre. Low density residential should not be utilized for non-residential uses.

Example Uses: Large lot residential, single family, existing residential

Medium Density Residential

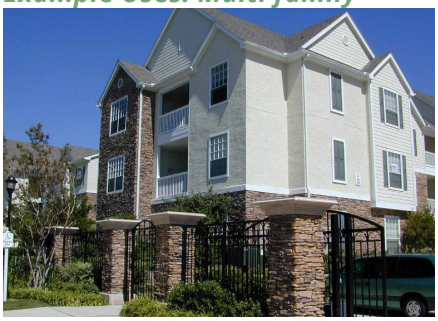
This category refers to single-family areas with densities similar to the majority of the study corridor's current neighborhoods. Medium density residential is indicative of smaller single-family detached lots and attached dwelling units such as duplexes or townhomes. Generally speaking, medium density residential areas will have densities between 4.5 and 8 dwelling units per acre. Medium density residential is recommended to be located within close proximity to other medium density residential for compatibility. Lot sizes are typically 7,200 square feet or less. These medium density products are envisioned as high-end, high-quality developments.

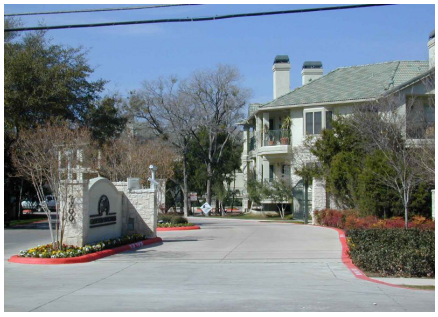
Example Uses: Existing neighborhoods, single family, townhomes, zero lot line

High Density Residential

High density residential land use is characterized by the existing apartment-type units in attached living complexes. This land use category has a maximum of 22 dwelling units per acre. No new high density residential is proposed for the US 287 corridor.

Example Uses: Multi family





Office/ Flex Office

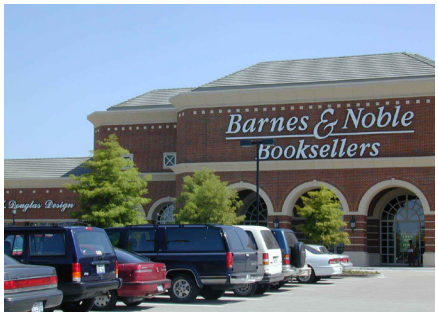
This category is intended for non-residential activities to support local business development. These uses greatly capitalize on the Strategic Plan's market assessment to support flex office space. Flex office includes light industrial warehousing with attached office spaces and generally in a well-landscaped site similar in appearance to regular office uses.

Example Uses: Office building, professional office, flex office, office/ with limited retail sales, office with limited warehouse

Retail and Commercial

This designation is intended for non-residential activities that aim to meet the needs of both local and regional residents. This category is associated with major road corridors such as Interstate 20, US 287, Little Road, Sublett Road, Eden Road and major intersections. Thus, areas suitable for this designation likely rely on significant daily traffic volumes of both commuters and passerby trips, making the locations particularly attractive for retail and commercial uses. For major intersections, a retail center suitable for this land use designation would include a combination of larger box stores, medium box stores and associated pad sites for uses such as restaurants and retailers. Banks, hotels and other highway-related commercial services are also appropriate within the category. This land use is also suitable for smaller, local non-residential uses such as light retail, service uses and professional office activities that aim to meet the needs of residents in the vicinity.

Example Uses: Shopping centers, pad sites, strip retail, local services, small and professional office, and restaurant



Medical/ Services

This designation recognizes the existing medical uses prominent along US 287 and provides expansion areas. The existing sites include Sundance Hospital and Avalon Alzheimer's Care facilities.

Example Uses: Short and long term care facilities, medical office, medical services

Low Intensity Mixed Use

Areas with this land use designation are intended for a mixture of low-density non-residential and residential land uses. They are referred to as mixed use because these areas integrate developments that may contain residential, retail, public, parks and entertainment components. In addition, the inclusion of office and flex office products are appropriate, especially along Business US 287 and frontage areas of US 287.

Some of these areas could include targeted housing for seniors or millennials. In some cases, walkable connections to shopping and dining should be key components of a site's design. A well-thought out, master planned approached is needed to make certain these development types are coordinated with surrounding developments.

There are two types of mixed use – vertical and horizontal. Vertical mixed use incorporates multiple uses in one building on different floors. For example, a building could have shops and dining on the first floor and residential and office on the remaining floors. Vertical mixed uses are likely limited in the study corridor and most appropriate near Business US 287 mixed use locations. Horizontal mixed use combines single-use buildings on one area with a range of uses. This type of horizontal integration of uses is illustrated with the US 287 Catalyst Site Opportunity concepts. Examples for horizontal mixed uses would be well-integrated site with single family, medium density residential such as townhomes, parks, local retail and flex office uses.

Example Uses: Master planned sites, planned developments, low density residential, medium density residential, restaurant, office, flex office, commercial, common public spaces, retail, entertainment, and recreation facilities.

Parks and Open Space

Parks and open spaces provide recreational opportunities for area residents and are tangible quality of life amenities. Parks and open spaces should be both active and passive in nature—sports parks, playground and other activities should be considered in conjunction with area trails.

Example Uses: Parks, Tierra Verde Golf Club

Public/Institutional

This designation is representative of uses that are governmental, institutional, or religious in nature. These uses are generally permitted within any area; therefore, the areas shown on the Future Land Use map include the uses that are currently in existence.

Example Uses: Schools, government facilities, churches, fire and police services

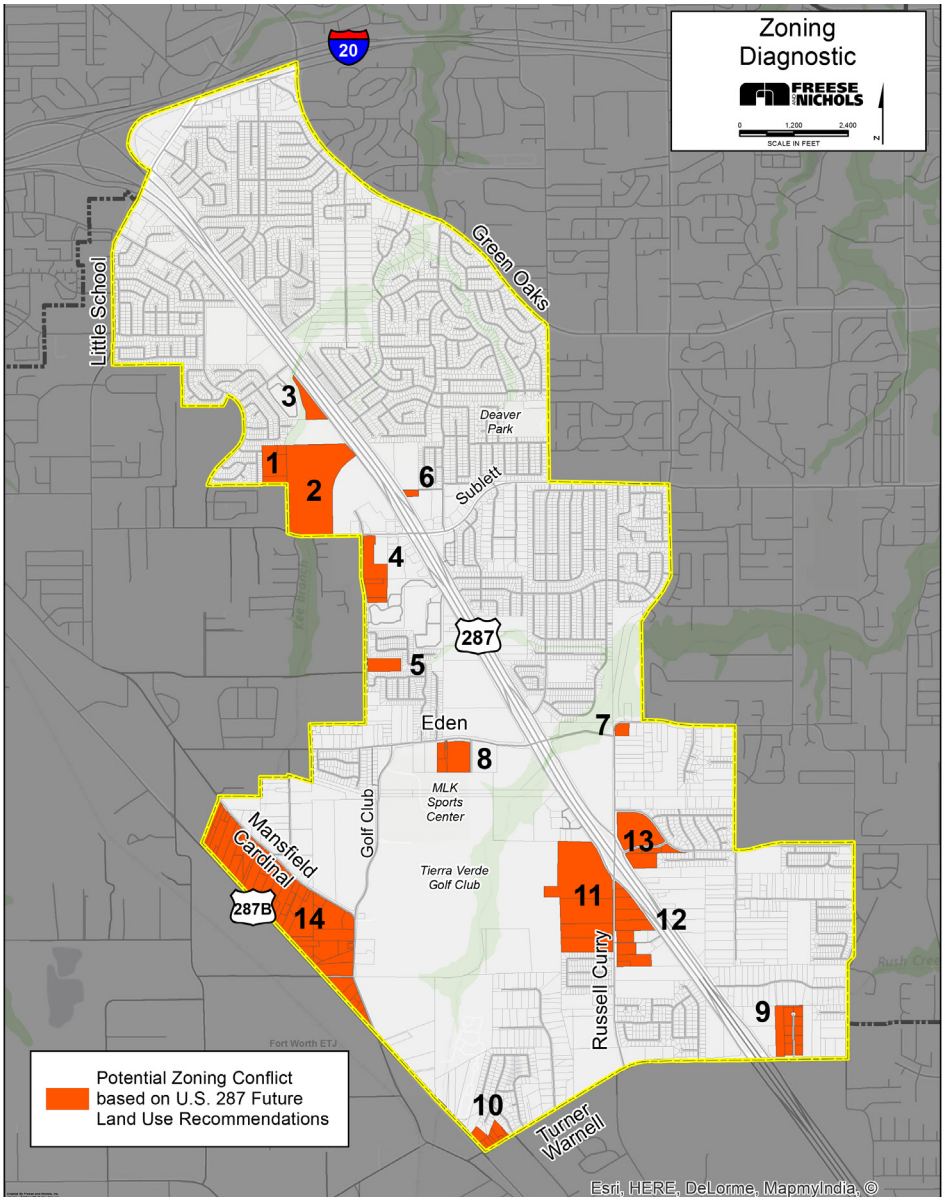
Utility/Infrastructure

This designation illustrates existing large utility or infrastructure sites for consideration as part of the Strategic Plan's design process.

Example Uses: Existing gas well site, city utilities, overhead utilities

Zoning Diagnostic

The proposed US 287 Future Land Use recommendations were compared to the City's existing zoning map categories to identify potential use conflicts. The Zoning Diagnostic map illustrates areas with conflicts but does not necessarily represent zoning amendments. It is important to note this map does not illustrate all zoning conflicts such as a single, small residential lot within an established area that has uses very unlikely to change or redevelop. Rather, the map is provided for planning purposes and to assist in future analysis, policy updates and decision making. Total area identified is approximately 340 acres.

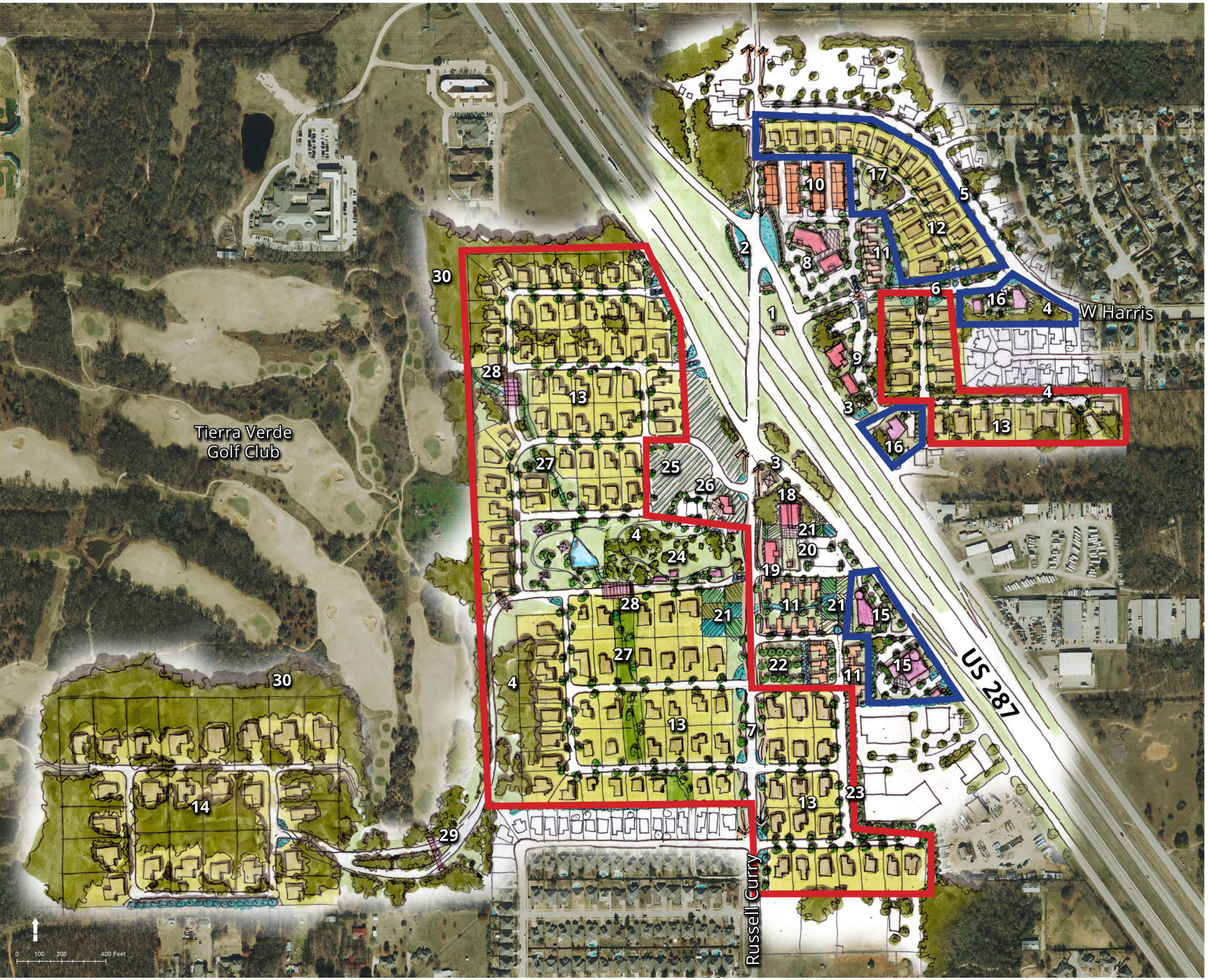


Catalyst Opportunities

Catalyst Opportunities graphics are provided for visioning purposes, do not represent final concept plans and will require flexibility for future development proposes. Part of the overall strategy is to identify the market potential and community desires, then address both by turning the focus to investments through catalyst site projects.

The catalyst sites may develop slowly over time or in a few bursts of activity through a master developer. Either way, it is hoped that this new development will build interest and excitement that will encourage additional development and redevelopment.

After consolidating the results of the physical analysis, market assessment, and stakeholder involvement, the opportunities and challenges to redevelopment in the study area were carefully analyzed. Targeted locations and programs were assembled to create a series of catalyst project recommendations. These projects are intended to display a vision for new investment in the corridor. It is understood that as the market embraces such concepts, small modifications will likely occur to their programming and basic site approach, but the general concepts have been developed to induce a stronger physical identity in a manner which strengthens the US 287 area.



US 287

CATALYST OPPORTUNITIES

Legend

1. City regional gateway sign
2. Development enhancements
3. Gateway towers
4. Preserved tree coverage
5. W Harris streetscape enhancements
6. Woodland Springs streetscape enhancements
7. Russell Curry streetscape enhancements
8. Destination retail/restaurant with outdoor plaza
9. Retail/restaurant
10. Townhomes
11. Zero lotline homes with buffer
12. Single family (80' x 130')
13. Single family (100' x 150')
14. Single family (1 acre)
15. Flex office
16. Small professional office
17. Pocket park
18. Market pavilion
19. Open air restaurant
20. Event lawn
21. Urban agriculture
22. Preserved grove
23. Pecan/peach grove buffer
24. Homestead legacy park
25. Vineyard
26. Winery/restaurant/event center
27. Realigned drainage swale
28. Covered bridges
29. Gatehouse
30. Preserve trees and consider a conservation easement

Near-Term Phase

Mid-Term Phase

Catalyst opportunity graphics are provided for visioning purposes, do not represent final concept plans and will require flexibility for future development proposes.

Retail Reinvestment Strategies

The following provides a general discussion of concepts that could be utilized to create more attractive and desirable retail centers and provides program examples that may be considered to encourage reinvestment within existing non-residential areas. The study area contains a mix of existing retail, some new construction and several aging retail centers. As new retail centers are planned and constructed in the area, older retail centers will begin to experience increasing vacancy rates and deteriorating sites without the reinvestment to maintain high-quality aesthetics. The following design elements can be explored by City staff and retail site owners to increase the existing site's long-term viability.

Design and Aesthetics

Parking Areas

Large expanses of pavement for parking do not generally contribute to a positive visual image. Therefore, the City should consider either providing incentives for or requiring parking areas to be placed to the side or the rear of the primary on-site structure and out of public view. An example of an incentive would be to allow the construction of a slightly reduced number of parking spaces when parking areas are located to the rear or side of a building. Landscaping and screening, which are discussed later within this section, should also be incorporated into parking areas.

Parking at side or rear of retail

Lighting

Lighting for businesses within non-residential districts is needed to provide visibility for the businesses and safety for those who patronize them. To avoid any adverse impacts on residential areas, lighting facilities are to be reflected away from adjacent residential areas. Lighting aesthetics are also important to consider. The City should examine developing a lighting theme to be used at various non-residential centers to brand commercial areas as being uniquely related to the corridor's theme.

Landscape island in parking lot

Screening

There are many elements that are needed for business to operate that are not generally considered to be visually attractive. These various elements include trash receptacles, open storage, expansive parking lots, service areas, ground-mounted equipment, and roof-mounted equipment. Acceptable means by which to provide screening generally should include landscaping, earth berms in conjunction with landscaping (mainly for parking areas), masonry walls in conjunction with landscaping, parapet walls (mainly for roof-mounted equipment), and use of other materials that are compatible with the structure(s).

Landscaping

Landscaping is generally accepted as adding value to property and is an aesthetically pleasing element to incorporate into non-residential areas. Landscaping is particularly important along Highway 287 and arterial and collector streets in order to project a positive image. Creative stormwater management techniques such as bioswales and rain gardens along with native plant materials could offer unique landscaping solutions within the corridor.

Building Materials

Materials used for the exterior facades of buildings within non-residential areas should generally be limited to brick, stone, rock, or some variation thereof. Either a City official or City Council should be able to approve alternate materials, such as concrete, concrete block, or stucco. It is also recommended that reflective and/or mirrored glass not be permitted to comprise a large percent of building facades. Metal buildings should likewise not be permitted.

Façade Articulation

The facades of large non-residential structures can be large and visually unappealing; this is sometimes referred to as massing. Massing concerns have generally arisen in response to large retailers (often referred to as big box retailers). While retailers are a real asset to the corridor, large, flat walls do not provide the visual appeal for which the community is striving. Therefore, architecture façade offsets are recommended.

Evaluate Retail Revitalization Programs

It is often in the community's best interest to actively participate and incentivize redevelopment and property rehabilitation. The City currently has revitalization programs and further evaluation for their potential within the US 287 area is recommended. While such participation initially requires the use of public funds, the returns on investment can often surpass the amount expended by the public. Public private partnerships are those that involve a cooperative relationship by both the community and a developer. The ultimate benefit of a public/private partnership from the development standpoint is that it allows the developer to participate in a project that, under normal circumstances, may not have been economically viable. The advantage from the public's standpoint is the creation of a new project that adds value and tax base to the community. New development, building renovations and building rehabilitations enhance the overall look, feel and value of the community and can positively impact adjacent residential neighborhoods.

The following programs are suggested to encourage aesthetic improvements within the corridor's existing non-residential areas. Specifics related to each program should be determined by the City.

Façade Improvement Program

Already in place by the City, this program should be further promoted in the study area to improve the external appearance of existing non-residential centers. Under this program, the City could match private investment up to a certain dollar amount.

Retail Landscaping Program

Landscaping has the potential to significantly impact the overall appearance of non-residential centers. Many existing retail and commercial centers within the corridor have minimal landscaping. Many business owners do not have the funding to rehabilitate the exterior structure of their business. Therefore, offering a landscaping incentive may entice business owners to perform minor improvements to their property.

Facade improvements example

Retail Rehabilitation Program

To encourage redevelopment of existing retail centers, the City could consider offering low-interest loans, matching funds or even grants in exchange for significant rehabilitation. Significant rehabilitation would include an improvement where both the exterior and interior of an existing structure are improved and modernized. This would lead to a new, attractive exterior and more functional and desirable interior spaces, likely increasing property values. These incentives should be used for more expensive rehabilitation projects and would likely require a higher degree of public participation in order to make such investments feasible.

US 287
RETAIL AND INFILL CONCEPT

Legend

1. Existing grocery
2. Existing retail strip
3. Existing gas station
4. Existing restaurant
5. Infill professional office
6. Infill retail
7. Infill retail to connect anchors
8. Infill plazas/outdoor seating
9. New shared drive for increased site access
10. Increased tree plantings and landscape islands
11. Enhanced front yards with trees, landscape and monument signs
12. Signalized intersection with crosswalks
13. Connect Joplin between Sublett and Eden
14. Existing trees
15. Create median around existing trees
16. Professional office site
17. Zero lot line housing (40' x 100') with alley access to rear facing garage
18. Park within preserved trees

Retail concept graphics are provided for visioning purposes, do not represent final concept plans and will require flexibility for future development proposes.

BUSINESS US 287

Why

Stakeholders voiced concerns about input described a how existing auto salvage yards have a perceived negative impact on surrounding land uses and Business US 287's visual quality. Stakeholder input also suggested a potential negative impact on long-term development potential associated with high-end homes, the vision for the Village on the Green area, and specifically those properties adjacent to the auto salvage yards. The US 287's market assessment has also identified market support for flex office and light industrial uses in the study area. Business US 287 offers an opportunity to incorporate those types of uses. These uses align with the City of Kennedale's vision for Business US 287 as an urban corridor with new light industrial developments.

Existing Conditions

In Arlington, salvage yards are permitted in areas zoned Industrial Manufacturing if they obtain a Specific Use Permit (SUP) and adhere to the following supplemental use standards.

The SUP mandate is an important step in guaranteeing legislative review of salvage yards. This method of requiring legislative approval of new salvage yards is similar to regulations in other Metroplex cities, specifically Frisco, Denton, Plano and Grand Prairie. However, some have gone further in securing the ability to regulate current salvage yards as well.

It should be noted that no city seems to have a system in place to immediately and legally disband salvage yard operations. This topic should be pursued with legal counsel.

Conclusion

Arlington's implementation of a SUP for salvage yards is on par with area cities' initiatives in addressing future salvage yards. If the City wishes to be more aggressive in addressing existing salvage yards, it could pursue a permitting system, which would mandate reapplication for all existing and future salvage yards. Should Arlington pursue this option it is important that the City have a plan for how to address salvage yards that are not reapproved through city-wide permitting (such as amortization) and what the procedures will be in granting approval, since the goal will presumably be to phase them out. An approach similar to Kennedale would involve council-granted special exception for a decided length of time with the ability to reapply. This approach provides incentive for operators to make site improvements during that time and (if well-timed) eventually brings all salvage yards up for approval at the same time.

The City should continue to explore redevelopment opportunities associated with Business US 287.

Potential Actions for Considerations

- Continued or expanded code compliance
- Apply additional landscaping and screening standards
- Work with existing salvage yard owners to mitigate impacts
- Amortize to redevelop. Optional use of special exception as part of the approach similar to Kennedale.

IDENTITY AND OPEN SPACE **FRAMEWORK**

A identity and open space framework consists of design elements to create recognizable and positive experiences and character. The Identity and Open Space Framework map illustrates a system with measurable components, that when combined, can create a unique place. As the study area continues to evolve, there should be a continued focus on implementing new design projects. These placemaking recommendations have been informed by planning principles and proven over time. The goal for this Strategic Plan was to combine past planning efforts with recognized community goals to create something different for Arlington. This section of recommendations is broken into three focus areas, each with a specific purpose.

Promote Regional and Local Identity

Several challenges face the US 287 area from an identity standpoint. Regional identity for the City needs to be improved along US 287 as it is a southern portal into Arlington. New gateway signage will notify drivers when they enter the City and reinforce the unique character of the area. Maintaining existing open space is also very important to the aesthetic feel of the area.

Another key component is recognizing the unique sub district areas at a local level. The Tierra Verde brand and Village on the Green concepts should be emphasized in the southwest portions of the study area. Established neighborhoods north of Sublett and west of US 287 do not necessarily connect with the golf club from a identity standpoint. This is not to say the trails and parks cannot be a unifying component for the study area. Initiatives and strategies to promote the local identity will be multifaceted, to meet the needs of all parts of the study area.

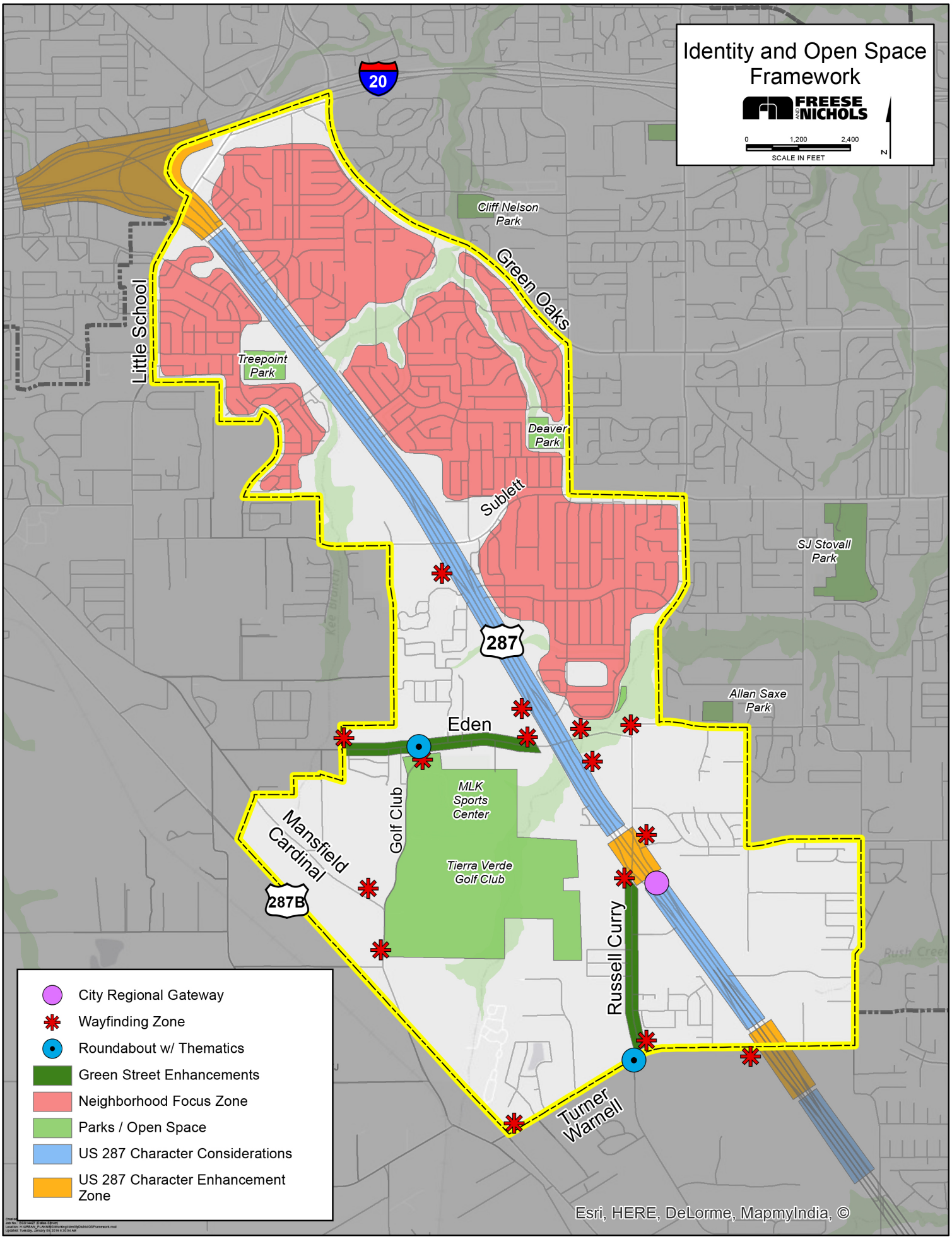
Further promote the Tierra Verde Golf Club, open space and recreation characteristics

It's important to understand the US 287 study area is a mostly developed area with significant defining characteristics of open space, trails, parks, golf and residential development. Previous City initiatives, volunteerism and persistent efforts by stakeholders have laid a tremendous foundation to implement the open space and recreational amenities present today. While many stakeholders' input has referenced a rural desire, this vision should also be coupled with current policies to emphasis open space. The current policies also set the stage for the area as being pro-development, as long as new development meets design guidelines. As the area surrounding the golf club continues to develop, it will be important to distinguish the fine line between rural development and development that preserves open space, promotes the audubon status, utilizes recreation as a theme and further takes advantage of Tierra Verde Golf Club and area parks.

Reinforce Identity With a Family of Design Elements

Sense of place is achieved, in part, by providing unique or unexpected interactions. Additional sense of discovery and exploration needs to be added to the Village on the Green area. A stronger emotional connection with the natural environment can help visitors to open up new community, social and economic opportunities. The open space character within the study area should fuel innovative site designs, led by increased setbacks, tree preservation, landscaping, creative stormwater management techniques and identity-reinforcing architecture.

It is critical that common elements are emphasized or repeated in design features and continue to be included with future streetscape and development projects. Additional public investment projects should reinforce the open space connections, aimed at increasing the district's identifiable image. District markers, wayfinding signage, gateway features, lighting, roundabouts, common signage, retaining walls, banners, building materials, and landscape elements are encouraged. While the goal is to reinforce the design elements, flexibility should be practiced as not to discourage creativity on a site by site basis.


Identity and Open Space Framework
FREESE AND NICHOLS
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1,200
2,400
SCALE IN FEET
N
20
Cliff Nelson Park
Green Oaks
Little School
Treepoint Park
Deaver Park
Sublett
SJ Stovall Park
287
Allan Saxe Park
Eden
MLK Sports Center
Golf Club
Mansfield
Cardinal
Tierra Verde Golf Club
287B
Russell Curry
Turner Warnell
City Regional Gateway
Wayfinding Zone
Roundabout w/ Thematics
Green Street Enhancements
Neighborhood Focus Zone
Parks / Open Space
US 287 Character Considerations
US 287 Character Enhancement Zone
Esri, HERE, DeLorme, MapmyIndia, ©

IDENTITY

US 287 City Regional Gateway

The visual monotony that is often inherent to communities within a particular geographic area makes it appear that each one is just like its neighbor. This lack of design variety, especially along major corridors, tends to create anonymity, and it becomes difficult for people to know when they have left one community and entered another. Gateway signage can provide a strong sense of arrival to, as well departure from, the community. These features are the first thing drivers see when they arrive and the last impression they have when they leave.

The City of Arlington has invested time and money in maintaining a unique brand and logo. The City's Parks and Recreation department has designed and is currently implementing city gateway signage at primary portals throughout the City.
The department identified a preliminary location along US 287 near the Russell Curry overpass for a gateway sign.
Due to the visibility of the corridor, site selection, topography and the existing southern developments. The sign should be visible from the northbound lanes of US 287, located between the northbound travel lanes and the frontage road. Sign placement should take full advantage of the location's unique grades. The exact design of the gateway sign should reflect the character described in this report and tie in with other wayfinding signage and identity elements designed for the area.

Gateway sign concept with stone, block and metal materials to relate to district themes

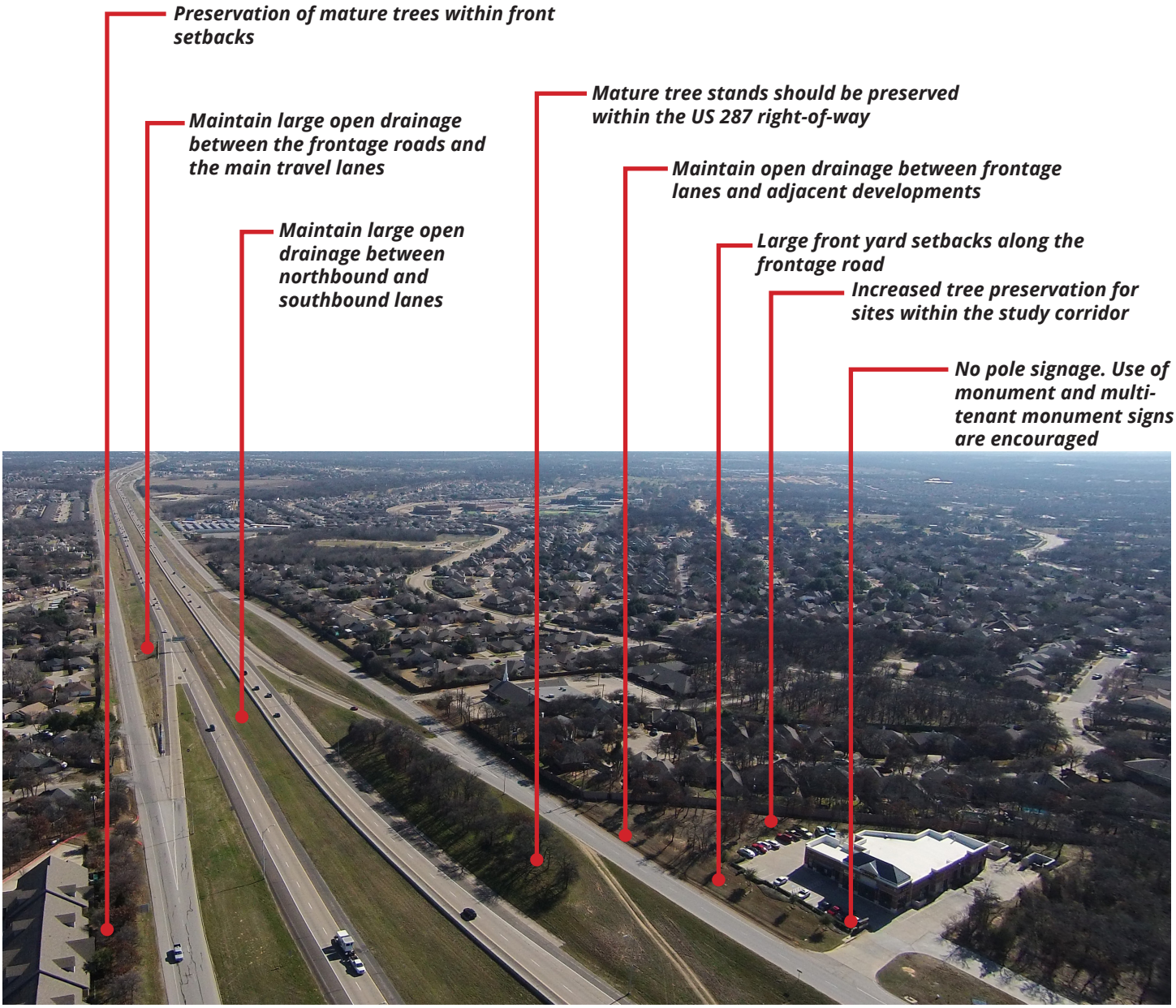
General location identified for US 287 gateway sign
Source: Gateway Signage Proposed Location Plans, Schrickel, Rollins and Associates, July 15, 2014.

Long-Term US 287 Improvements

US 287 Character Considerations

Residents of the area repeatedly conveyed they enjoy the openness, green surroundings and mature tree character associated with travel along US 287. As the DFW metroplex continues to grow, US 287 is planned for expansion, however, at the time of this study, no funding for improvements were earmarked by TXDOT or NCTCOG.

When US 287 main lanes are improved, several design considerations are recommended to preserve the community's desires and the corridor's distinctiveness. Where possible, the Strategic Plan recommends the following be high priority design considerations for future US 287 roadway projects:



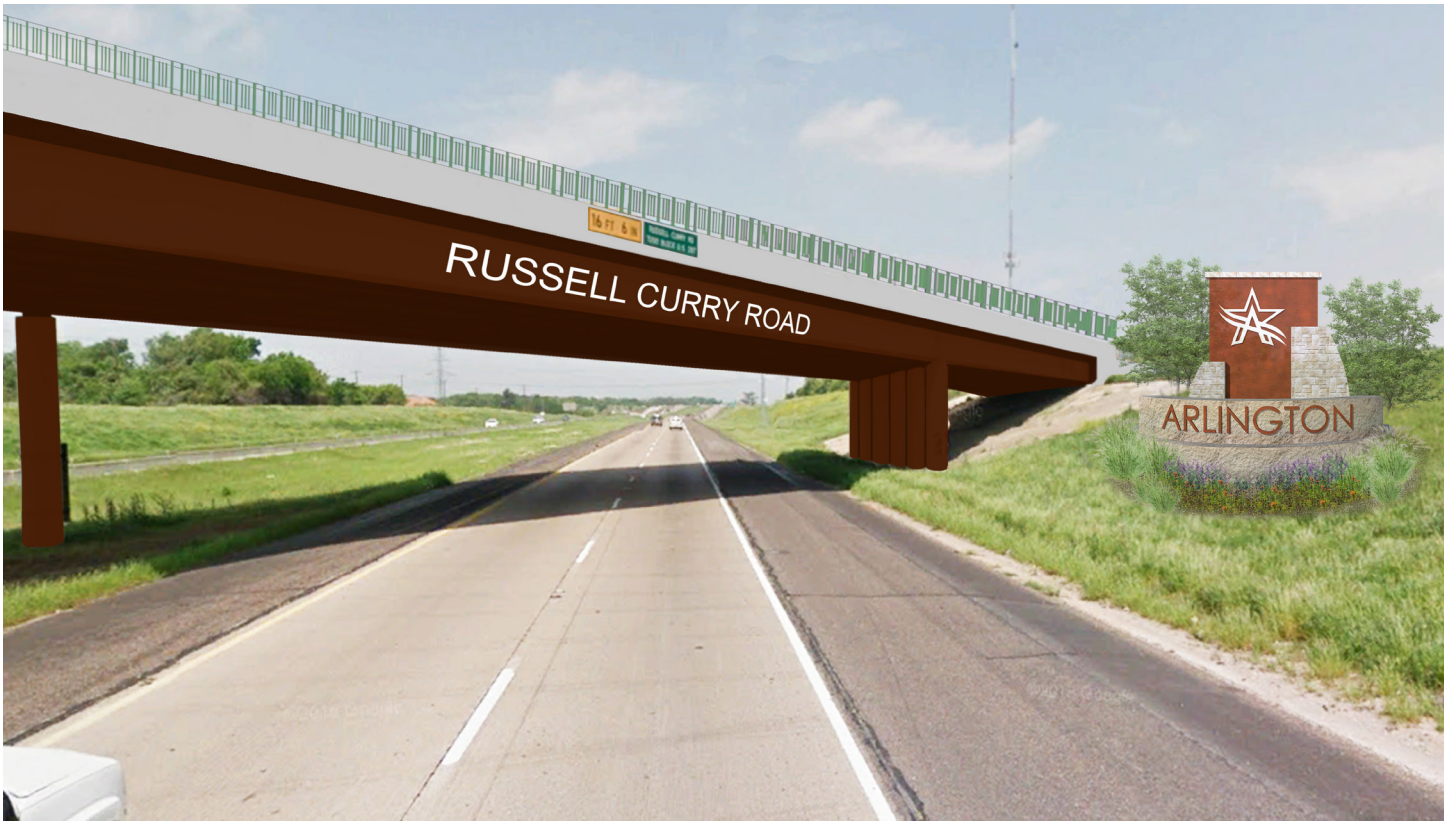
High priority design considerations for future US 287 roadway projects

US 287 Character Enhancement Zone

As the highway's bridges are replaced, it is recommended the new overpasses have a district identity in design to support the area's overall aesthetic appeal. New bridges and overpasses found at Sublett Road, Eden Road, Russell Curry Road and Turner Warnell Road will serve as regionally significant branding features. They provide an identifiable image of the study area and Arlington for visitors by creating a distinguishable design element.

New bridge replacement projects should consider landscape materials associated with seasonal maintenance, planting and mowing. In addition, the visual quality of the bridges should be maintained with proper maintenance and painting as needed. In all cases, similar colors, textures, plants and materials should be used along Arlington's portion of the US 287 corridor. Bridge design should help to reinforce the previous discussion point for 'US 287 Character Consideration'.

Due to the desired open space character, a simplistic aesthetic is recommended. The robust use of design imaging on retaining walls, stamped concrete and hard surfaces is not suggested. Rather, a more timeless approach with simple line forms is recommended and perhaps incorporates the City's logo. Any future painting should use an earth tone pallet. When US 287 crosses under future bridges, the name of cross streets should be incorporated in the bridge designs if painting is used.



US 287 Character Enhancement Zone example at Russell Curry Road and US 287 looking north. Example illustrates bridge painting enhancements and cross street naming on bridge along with gateway singage and landscape enhancements.
Source: City of Arlington Urban Design Center

Street Enhancements

An additional element to successful community identity is strategic corridor enhancements. To enhance the Village on the Green district, signature improvements to Eden Road (west of US 287) and Russell Curry (south of US 287) are recommended. Both roadways are key to promoting the desired district character and identity. Design elements should stress open space, recreational amenities and green characteristics. In addition, future roadways designs should consider Low Impact Design (LID) Stormwater management techniques such as vegetated swales, pervious paving, bioswales and rain gardens. These corridors were selected because they serve as district gateways, are the most highly visible areas, and most traveled by visitors to the Village on the Green sub area. These efforts are strategically smaller in scale when compared to improving the entire US 287 highway corridor.

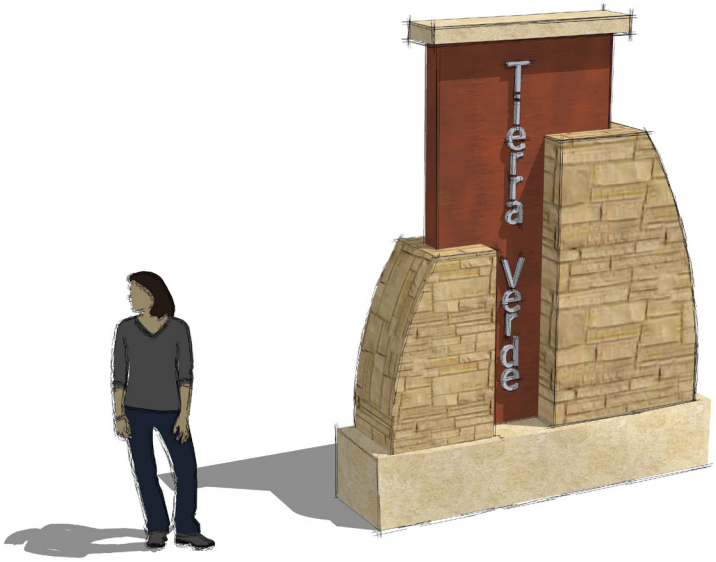
Identifiable districts are created through the use of key design elements. These elements are intended to improve the aesthetics of the area as well as increasing pedestrian activity, and overall beautification. Non standardized elements are encouraged such as non-signalized intersections, roundabouts, district signs, themed planters, light poles and bases and wayfinding signage. Also, asymmetrical road sections may be appropriate that incorporate context sensitive design, wide medians, tree preservation, sidepaths, mass plantings and retaining walls. Repeating design elements are also encouraged, however, a design rhythm in typically spaced trees or site furnishings is not required. Flexibility and creativity in street design should promote an open, rural feel, in contrast to a typical suburban street section.

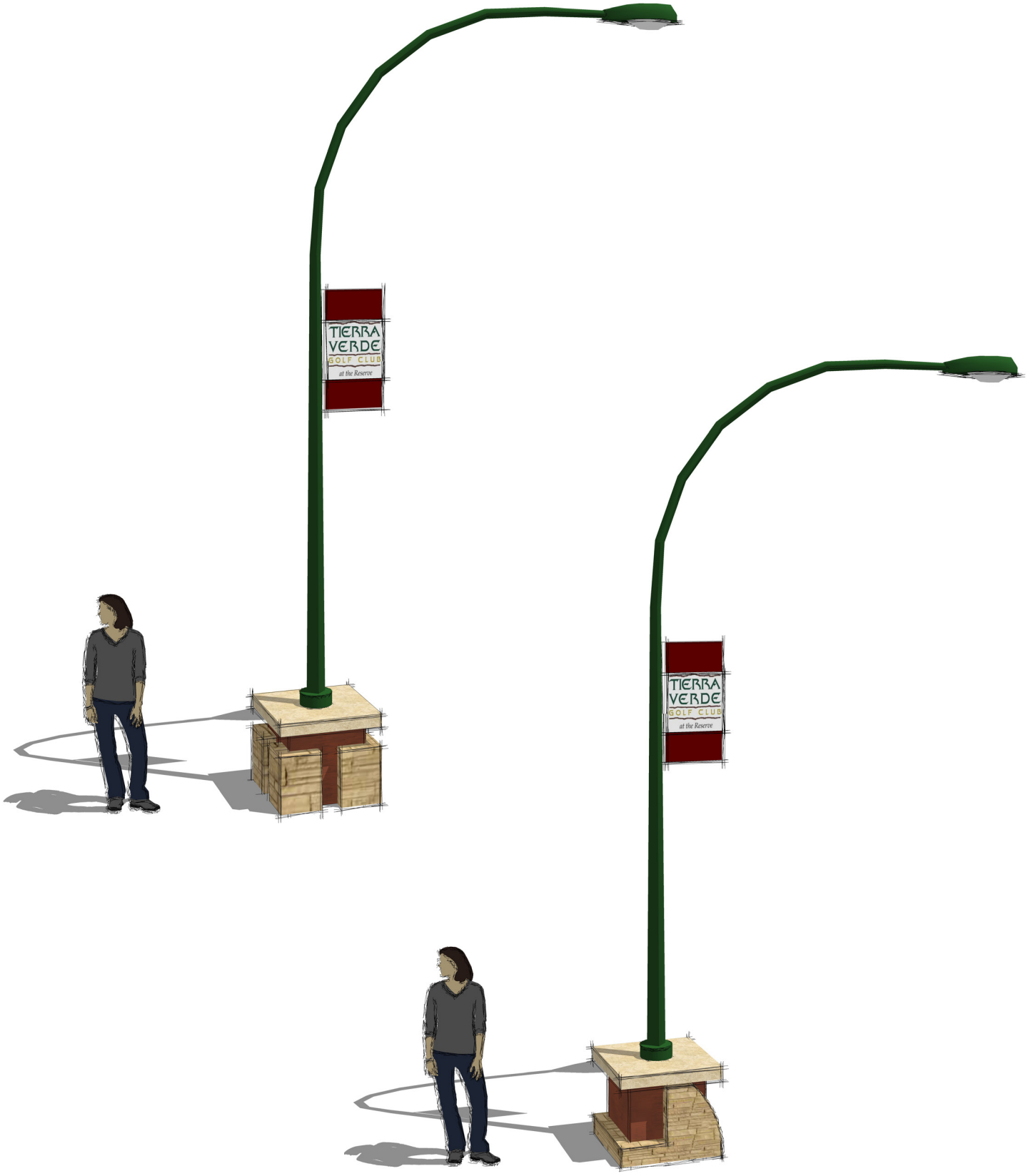
Streetscape example

INSPIRATION

The example signage, light and planters borrow forms and materials from existing signs and buildings within the study area. An iconic image, slogan and or symbol should be repeated. The example on the next page uses the Tierra Verde logo and name. Creative use of LED lighting, internal lighting and/or up-lighting should all be explored to reinforce a dynamic quality.

District Sign Examples




TIERRA
VERDE
GOLF CLUB
at the Reserve
TIERRA
VERDE
GOLF CLUB
at the Reserve

Planter Examples

Wayfinding Signage

Wayfinding signage serves a great purpose in a city by creating brand identity and directing residents and visitors to an area's activity points while also allowing them to discover new attractions. Wayfinding is most effective when implemented in stages, while always maintaining consistency. Stage one wayfinding should be utilized at district entry points to direct visitors and residents to key destinations. Stage two signage should be located at the point of destination and serves to identify arrival and parking. Stage three signage is focused on the pedestrian realm and indicates entry points at the destination. The City has made considerable strides in providing effective wayfinding signage in the downtown and the entertainment district, both serving as quality examples. Similar efforts are recommended for the Tierra Verde area. For the Village on the Green area to maintain a successful and effective wayfinding system, the signage must feature consistent and recognizable graphics and placement standards. The City should also consider incorporating existing branding elements taken from district gateway signage into all wayfinding signage.

Wayfinding Sign Examples

Neighborhood Focus Zones

As an established portion of the City, the US 287 corridor area must continue to reinvest in its existing neighborhoods to promote their long-term vitality. Focusing on neighborhood strategies is important because the existing housing stock in the City must remain competitive with surrounding new residential developments. The goal is for Arlington to retain lifelong residents while also attracting new families and residents. Thriving neighborhoods increase quality of life, support excellence in the education system and help to meet employment center needs. In addition, thriving neighborhoods are vital for positive visitor perceptions, and the ultimate image of the study area.

The defining characteristics of a thriving neighborhood are generally quality housing, and owner-occupied residents who take pride in their homes, properties and neighborhoods. A neighborhood is the setting in which residents develop a sense of belonging. These social ties are developed through everyday social interactions, common interests and simply by being neighbors. It is therefore in the public interest not only to maintain neighborhood conditions, but to also enhance existing neighborhoods with public investment.

Successful housing strategies involve a variety of techniques, both public and private, and require cooperative actions by property owners, tenants, the City, local organizations and volunteer groups. While personal investment in property is a key component for attractive neighborhoods, the City too may positively impact and encourage private investment by creating and maintaining livable neighborhoods. Livable neighborhoods are those which may include, but are not limited to, the following;

- Opportunities for neighborhood interaction
- Access to public amenities
- Well-maintained infrastructure
- A sense of community, identity or belonging
- Access to conveniences such as retail, schools and neighborhood services
- Well-maintained housing
- Life-cycle housing

Exterior home improvements such as porch repairs, architecture details, new dormers, roof replacements, siding replacement, painting, window treatments and garage door replacements

The following neighborhood strategies briefly outline a variety of techniques, both public and private, to maintain, preserve and enhance the existing neighborhoods.

Neighborhood Matching Grant

The City's Neighborhood Matching Grant program provides funding for residents to beautify and enhance the public spaces in their neighborhood. Neighbors must provide a 20% match, and can receive up to $50,000 for eligible projects. Projects must:

- Serve a public purpose/benefit
- Build neighborhood cooperation and involve a significant number of neighbors
- Promote City Council's Champion Great Neighborhoods initiative
- Have a detailed and achievable timeline, including a plan for long-term maintenance
- Meet applicable codes and identify necessary permits

This grant has been available to neighborhoods periodically since 2007, and has contributed to improvements such as entrance signs and identifying street toppers, landscaping, sidewalks, and public art projects. This grant program is an excellent resource for existing neighborhoods, as it encourages neighbor engagement both within the neighborhood and with the City.

Arlington Home Improvement Incentive Program (AHIIP)

Already available to residents, the City developed AHIIP to encourage owners to make improvements to existing homes. A one-time rebate equal to ten times the amount of the increase in City taxes will be paid to the homeowner based on the property's pre-improvement and post-improvement appraised value. For the purposes of this program, the Tarrant County Appraisal District will determine the home's certified value.

To be eligible, homeowners must meet the following requirements:

- The homeowner must own the home, which must be located in the City of Arlington
- The homeowner cannot be delinquent in taxes or other fees
- Projects involving the reconstruction or remodel must cost at least $20,000 and be completed within 24 months of project approval. New construction will not be considered under this program
- The homeowner must submit an application to the Community Development and Planning Department prior to any improvements starting, provide a cost estimate for the improvement project, and consent to periodic inspections during construction and verify final construction costs
- The homeowner must also execute an Incentive Agreement with the City of Arlington prior to any work starting

Major Corridor Improvement Incentive

The presence of mature trees, landscaping and quality fence conditions can significantly enhance the streetscape and curb appeal of individual neighborhoods. Large trees and tree-covered roadways are often associated with mature, established neighborhoods and are often leveraged as a property or neighborhood amenity. While tree planting should be encouraged throughout the City, it may be beneficial to concentrate tree planting efforts within certain areas, particularly those containing a parkway—a strip of grass between the street and sidewalk. As roadway improvements occur within such neighborhoods, utilities should be located in a manner that accommodates the planting of street trees.

Example street improvements with new sidewalks, trees, lighting, trees and landscaping.
Source: NACTO

Housing Prototype Guidebook

The City may consider hiring an architect as a consultant to develop a pattern book or housing prototype book for demo-rebuild properties. This guidebook should consider predominant housing patterns within the City, such as predominant lot sizes, and should define various housing styles, designs or options that could be utilized for development within those parameters and constraints. The Prototype guidebook should also provide scenarios for maximizing living space on small lots. If desired, many of the housing prototype examples may be pre-approved by the City, encouraging redevelopment by avoiding certain fees or bypassing certain approval processes.

Landscaping Incentives

Landscaping has the potential to drastically improve overall appearance of private properties and can significantly enhance the look and feel of neighborhood streets. Landscaping incentives could be used by the City to encourage landscaping enhancements on private property by providing a percentage match on the total amount spent on such improvements. A minimum improvement amount should be provided, such as $2,000 worth of improvements. It may be beneficial to provide a landscaping guidebook that provides several landscaping options for various housing types. The City may require landscaping improvements to closely follow certain elements within the design guidebook in order to be eligible for a rebate.

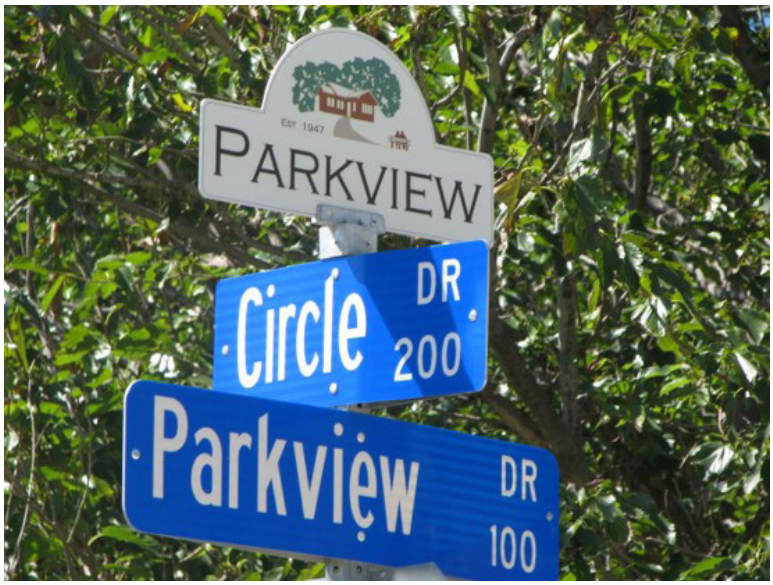
Arborist Consulting Program

The City may consider providing arborist consulting appointments to a community. Residents should be able to schedule a 15-30 minute appointment with the City Arborist where they could discuss landscaping enhancement ideas for their home. This program would help to encourage landscape enhancements on the private sector property. The Arlington Urban Design Center may also be an opportunity to provide this service.

Neighborhood Branding and Identity

Neighborhood Branding and Identity is a strategy to strengthen an existing neighborhood perception while increasing the resident's sense of belonging. In addition, this strategy would increase a neighborhoods recognizable image to potential home buyers and the realtor community. Strategies included sign toppers with logos or neighborhood names, entry monuments, perimeter wall treatments and district markers.

These examples, among others, help to foster a sense of identity, pride and attachment between residents and neighborhoods. The City should consider ways to encourage these types of activities, such as through the neighborhood matching grant program.



Neighborhood sign topper example
Source: City of Arlington

Connectivity Enhancements

A determining factor for making neighborhoods attractive for reinvestment is walkability. Generally speaking, the ability for residents to walk to nearby amenities is a highly desirable characteristic. It may be necessary for the City to proactively create or improve sidewalks, pathways, bicycle routes and trails and to mitigate any major impediments or barriers to walkability in order to enable residents to have convenient access to parks, schools, churches and other desirable destinations.

Faith-Based/Civic Partnerships

The City may want to consider working with local civic and faith-based organizations to provide more significant aid to various residents within the community. Rather than performing only minor outside maintenance and repairs, volunteer groups may select one or several homes for an extreme makeover where more significant repairs or additions may be performed. For example, teams may add internal lighting fixtures, perform roof repairs, kitchen updates or increase the amount of living space. A City building official and builder should be involved to provide technical expertise and coordination. The City may desire to provide some monetary contributions towards repairs, but much of the materials, time and effort will likely be donated and volunteered.

Before and after example for neighborhood entry improvements

ENHANCED **MOBILITY**

Mobility provisions can shape the look and feel of a community. The physical arrangements of roadway travel lanes, trails and landscape can create a sense of movement or arrival. The system of circulation facilities should adequately meet the current and anticipated future needs of automobiles, goods movement, transit, bicyclists and pedestrians.

The following are recommended enhancements within the US 287 study area to further promote mobility and connectivity. These improvements build off of the City's two existing plans; Arlington Thoroughfare Development Plan and Arlington Hike and Bike System Master Plan. Proposed improvements are depicted graphically in the Transportation Enhancement map and the Pedestrian Circulation map.

Current Mobility Provisions

East-West Facilities

The Thoroughfare Development Plan includes three arterial roadways that provide east-west conveyance across US 287 through the study area:

Sublett Road

Sublett Road is currently a two-lane rural road that is planned to eventually be a four-lane divided roadway through Arlington that continues to the west into Kennedale as a two-lane divided roadway with roundabouts at key intersections. Sublett Road forms a significant commercial node at the US 287 interchange; thus, commercial access along Sublett Road will create the potential need for controlled access and auxiliary lanes at the approaches to US 287. Sidewalks/sidepaths are a needed improvement along the corridor to provide for walking and bicycling from nearby residential areas to the shopping and employment opportunities at the US 287 node.

Eden Road/Curry Road

Eden Road/Curry Road is currently a two-lane rural roadway that is planned to be a two-lane roadway with a sidepath through the study area that continues to the west into Kennedale as a two-lane arterial roadway. East of US 287, Curry Road will be realigned to create a continuity of traffic flow with Eden Road.

Turner Warnell Road

Turner Warnell Road is currently a two-lane rural roadway that is planned to be a four-lane roadway through Arlington. The intersections of Russell-Curry Road from the north and Nelson-Wyatt Road to the south (in Mansfield) should be aligned into one intersection to facilitate traffic control.

North-South Facilities

North-south circulation in this study area is currently segmented and/or discontinuous. Planned thoroughfare improvements provide some added continuity.

Kelly Elliott Road

Kelly Elliott Road intersects IH 20 but dissipates south of Sublett Road and dead-ends into US 287, without offering a full interchange for bi-directional travel.

Russell-Curry Road

Russell-Curry Road provides an acute angle interchange with US 287 that currently terminates at Curry-Eden Road on the north and on the south at Turner Warnell Road. A planned extension to the north would connect Russell-Curry Road to Park Springs Boulevard, an existing four-lane divided roadway with an interchange at IH 20.

Joplin Road

Joplin Road is currently a discontinuous street that is planned to be a minor arterial roadway between Sublett Road and Eden Road.

Golf Club Road

Golf Club Road is a local road that extends south from Eden Road to serve the Martin Luther King Sports Center and the Tierra Verde Golf Course, but does not extend to Mansfield-Cardinal Road. Golf Club Road could serve as an important north-south street connection for traffic circulation in this study area. An existing hike and bike trail extends from the terminus of Golf Club Road to Mansfield-Cardinal Road, and parallels Golf Club Road as a sidepath northward to Eden Road. An existing trail loop goes around the MLK Sports Center, north of the golf course.

US 287 and Business US 287

US 287 passes through the middle of the study area and US Business 287 passes along the western edge of the study area. A freight rail line and potential future commuter rail line run roughly parallel to and just west of the US Business 287 corridor.

The NCTCOG Mobility 2040 plan contains a project that would improve the capacity and operation of the interchange of US 287, IH 20 and IH 820. These improvements would extend some distance south of IH 20 into the study area but likely transition to the existing lanes of the US 287 highway at some point north of Sublett Road. This project is called the 820 Southeast Corridor Project and is currently in design but is also currently unfunded. The improvements to this interchange is recognized as a top priority by the Regional Transportation Council and the Southeast Tarrant Transportation Partnership.

US Business 287 continues southeast from central Fort Worth as Riverside Drive, Kennedale Parkway, Mansfield Highway, ending as Main Street in Mansfield. Kennedale Parkway, north of Eden Road, is a five-lane urban section with curb and gutter drainage that transitions south of Eden Road to Mansfield Highway, a two-lane rural section with eight-foot shoulders. The rural two-lane section has existing pull-in parking at various locations along the side of the roadway, which detracts from the natural beauty of the corridor and also presents traffic performance and traffic safety concerns.

The NCTCOG Mobility 2040 plan contains concepts for commuter rail corridors that includes potential commuter rail service along the US 287 corridor, extending from downtown Fort Worth to Midlothian using the existing freight rail corridor that lies just west of US Business 287, slightly beyond the boundaries of this study area.

Thoroughfare Plan Enhancements or Priorities

Three roadways are proposed to be extended and two roadways are further defined for their intended land use potential.

Refinement of Sublett Road Configuration

Sublett Road should be improved to four-lanes eastward from the intersection with Joplin Road. This improvement would provide the needed capacity for serving the commercial development at the US 287 interchange, and additional auxiliary turn lanes may be needed to address specific traffic loading issues. West of Joplin Road, Sublett Road would transition to the existing two-lane roadway. The bridge at the creek crossing between Steeplechase Trail and Coker Valley Drive should be improved to better accommodate pedestrians.

Extension of Joplin Road

Joplin Road should be extended to the north to an intersection with Sublett Road. A primary driveway that would provide access into the planned development on the north side of Sublett Road should be positioned directly across from Joplin Road to facilitate the installation of a traffic signal to offer access to both sides of Sublett Road. At the intersection of Joplin Road and Swinney Hiett Road, a roundabout traffic control should be installed to create a lower speed intersection operation for safety, which in turn would encourage slower speeds along the extended Joplin Road.

Joplin Road should be extended to the south to tie more directly to Eden Road, rather than the current alignment that makes a sharp bend onto Hawkins Road to tie to Eden Road. Acquisition of property would be required to do so. The preferred new alignment should be to bend Joplin Road to the east to align directly with Golf Club Drive, which would create one focused intersection for traffic control. A roundabout is proposed for traffic control of the Eden/Golf Club/Joplin intersection. Optionally, Joplin road could be extended more directly onto Eden Road, creating a second three-legged intersection of city streets, with driveways across the T-intersections, and potentially two closely-spaced roundabouts for traffic control.

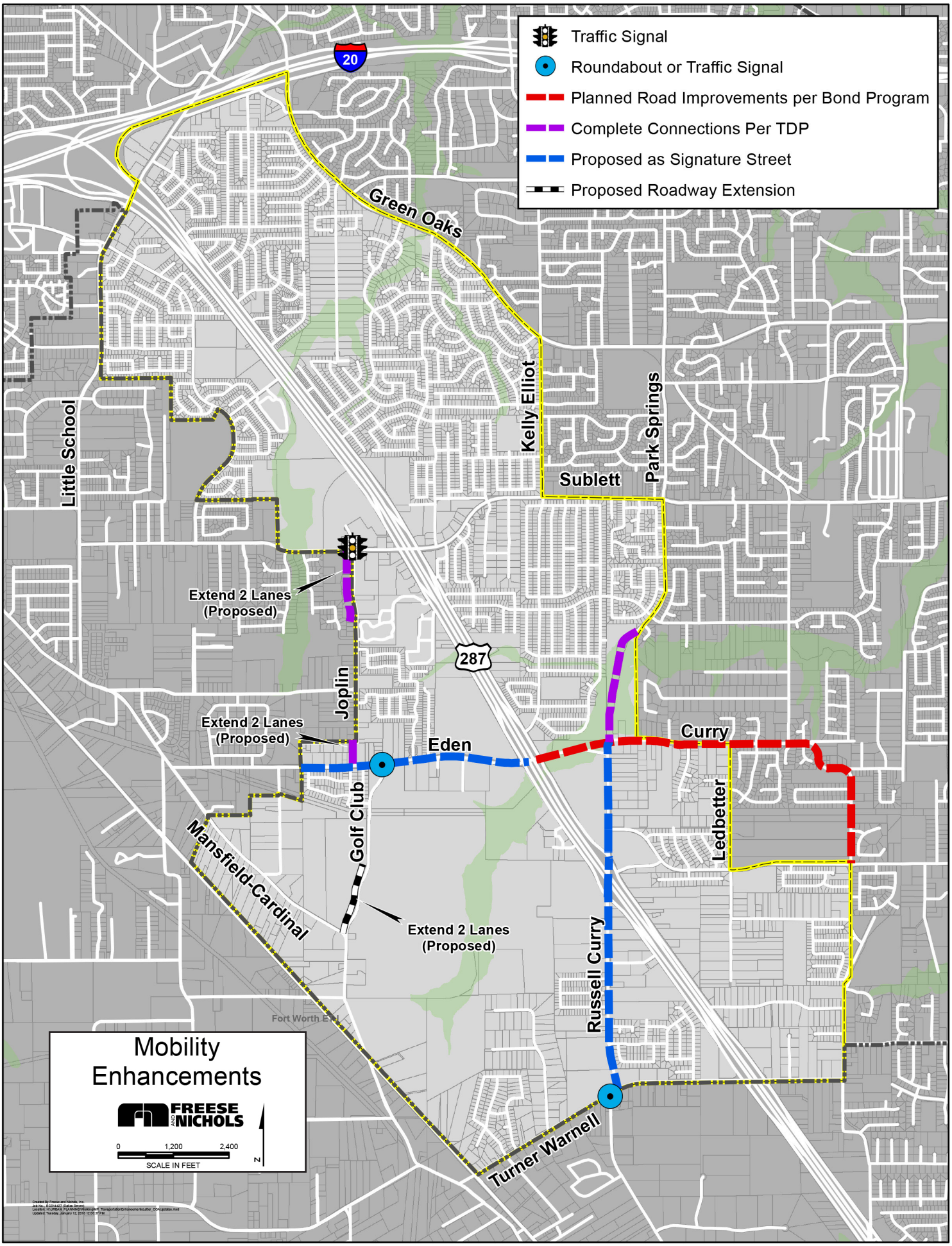
Extension of Golf Club Drive

Golf Club Drive should be extended to the south to a T-intersection with Mansfield-Cardinal Road. The configuration of that new intersection should be designed to encourage slow turning speeds for northbound traffic. The hike and bike trail should be re-built parallel to the roadway extension.

Extension of Park Springs Boulevard

Park Springs Boulevard should be extended to the South to an intersection with Eden/Curry Road. The configuration for the new intersection will need to align with Russell Curry Road. In addition, the new intersection needs to improve the current street jog at Eden Road and Curry Road, east of US 287.

Existing Park Springs Boulevard ends near Toby Court


Traffic Signal
Roundabout or Traffic Signal
Planned Road Improvements per Bond Program
Complete Connections Per TDP
Proposed as Signature Street
Proposed Roadway Extension
20
Green Oaks
Little School
Kelly Elliot
Park Springs
Sublett
Extend 2 Lanes (Proposed)
287
Joplin
Extend 2 Lanes (Proposed)
Eden
Curry
Golf Club
Ledbetter
Mansfield-Cardinal
Extend 2 Lanes (Proposed)
Russell Curry
Fort Worth
Turner Warnell
Mobility Enhancements
FREESE AND NICHOLS
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SCALE IN FEET
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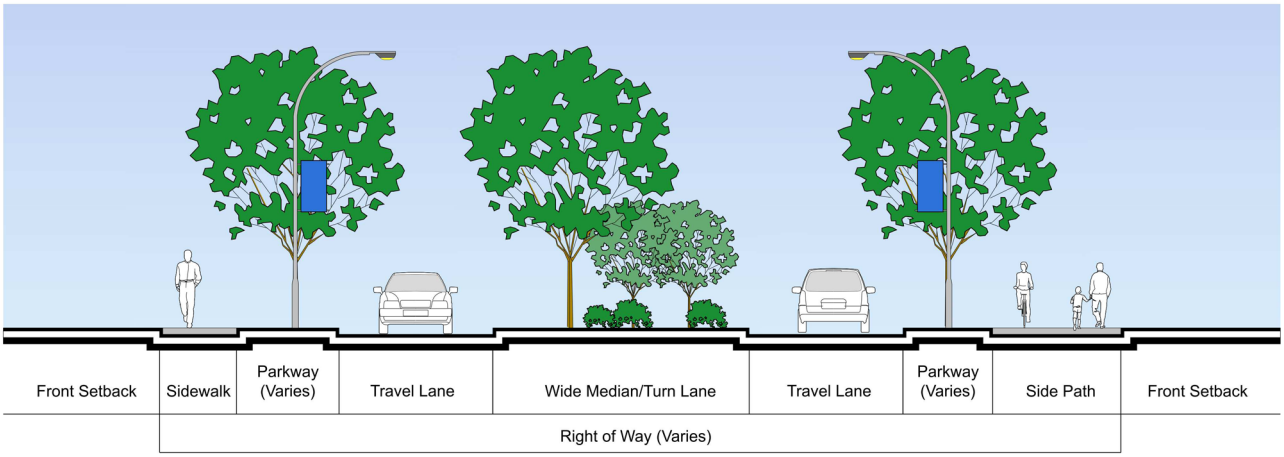
Refinement of Eden Road Configuration

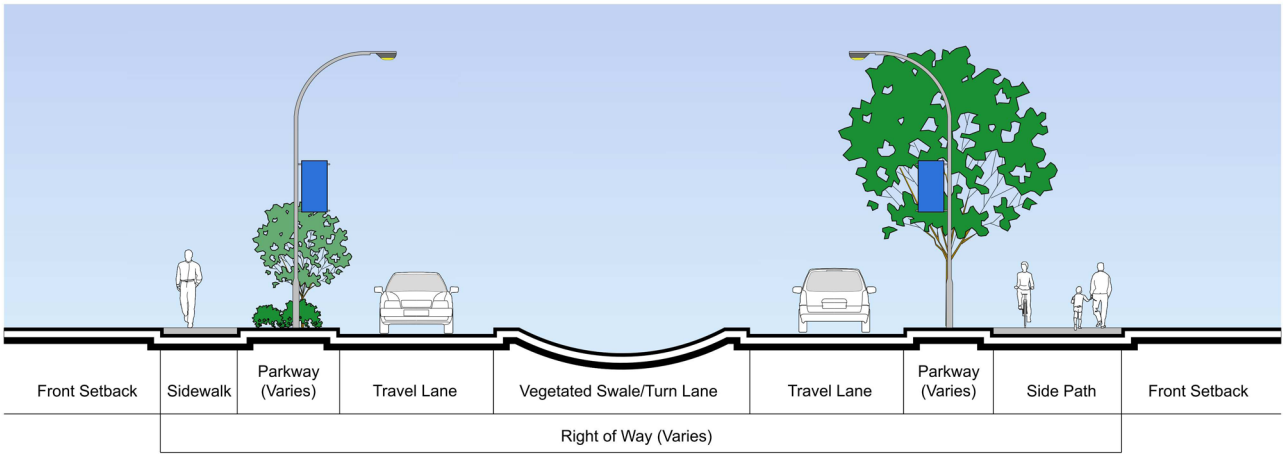
West of US 287, Eden Road should retain its rural character to accentuate the current greenspace resources along the corridor including the Tierra Verde Gold Course and Martin Luther King sports Center. The proposed two-lane roadway with adjacent sidepath could take on various forms and still retain its rural character (as shown in figures below and on the following page). A more urban form may be needed immediately at US 287, possibly including raised landscaped medians and auxiliary lanes. As the roadway continues west from US 287, the rural form should emerge, minimizing paved roadway with a sidepath separated from the roadway by a landscaped buffer. A roundabout should be provided at the intersections of Eden Road and Golf Club Drive and at the extension of Joplin Road.

Eden Road Two-Lane Divided Examples

Eden Road
2 Lanes Divided- Raised Median



Eden Road
2 Lanes Divided- Open Drainage

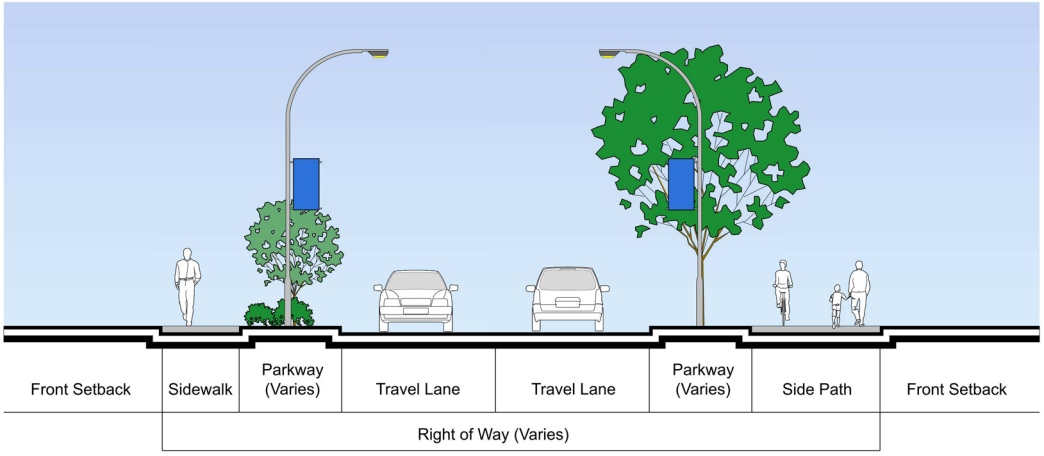


Roadway with rural character

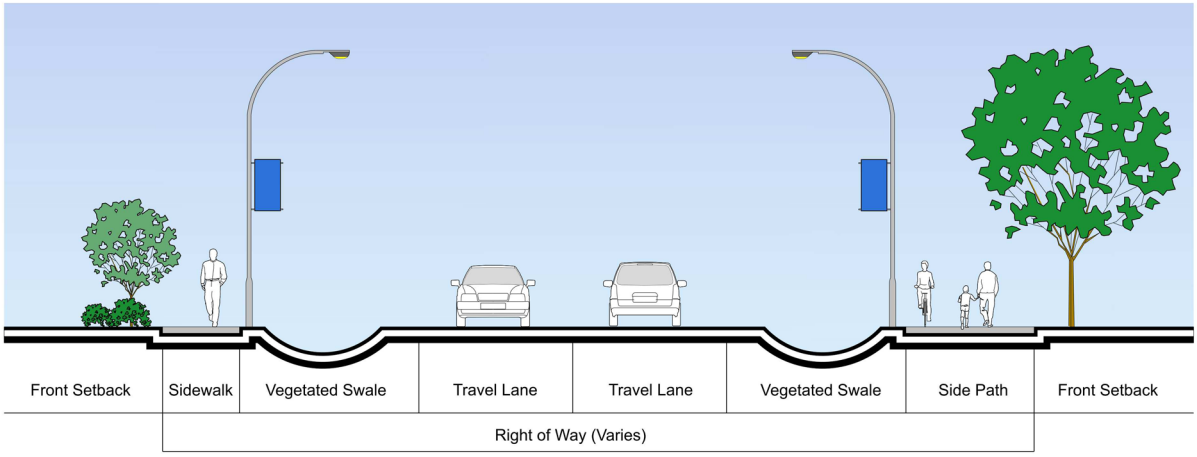
Example two lane road character

Eden Road Two-Lane Undivided Examples

Eden Road
2 Lanes Undivided- Planted Parkway



Eden Road
2 Lanes Undivided- Open Drainage



Refinement of Russell-Curry Road Configuration

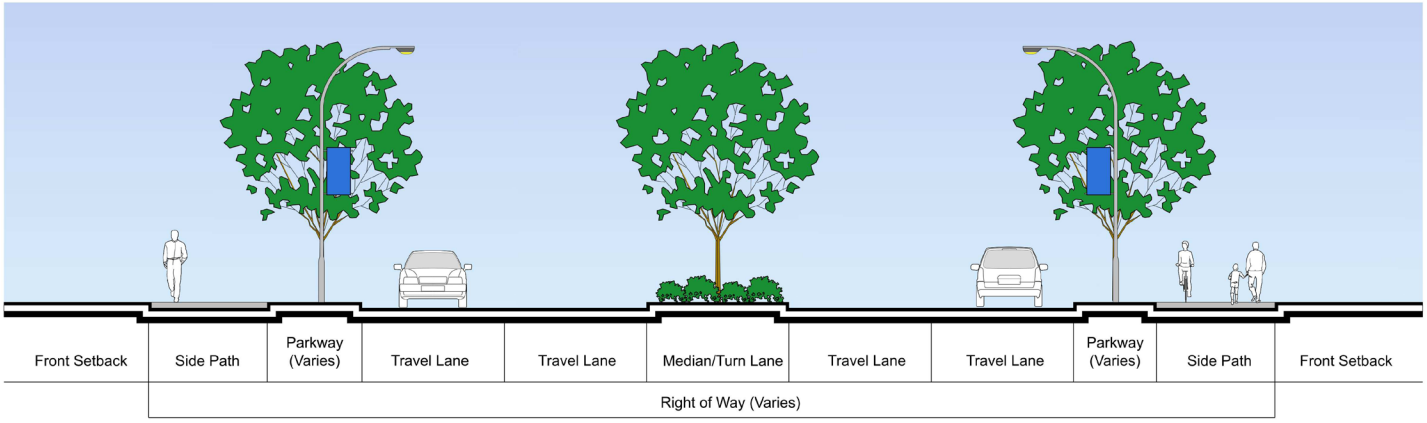
The concept for development along Russell-Curry Road is that of a walkable residential corridor with some specialty commercial and restaurants. The roadway west of IH 20 should retain its rural character, incorporating landscaping and sidepaths along both sides. The roadway section would provide one travel lane in each direction plus a center turn lane.

Example four lane road character

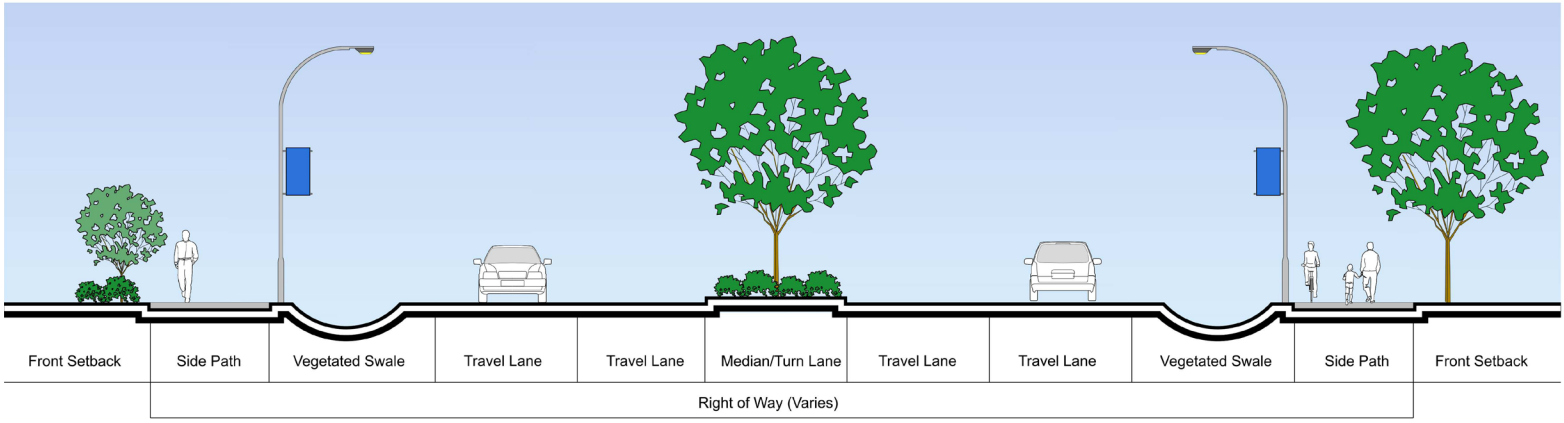
Example four lane road character

Russel Curry Road Four-Lane Divided Examples

Russell Curry Road
4 Lanes Divided- Planted Parkway



Russell Curry Road
4 Lanes Divided- Open Drainage



Hike and Bike System Master Plan Enhancements

Refinements to the Hike and Bike System Master Plan for non-motorized mobility are recommended for three facility types: on-street bike route, sidepaths parallel to the roadway and trails.

On-Street Bike Route

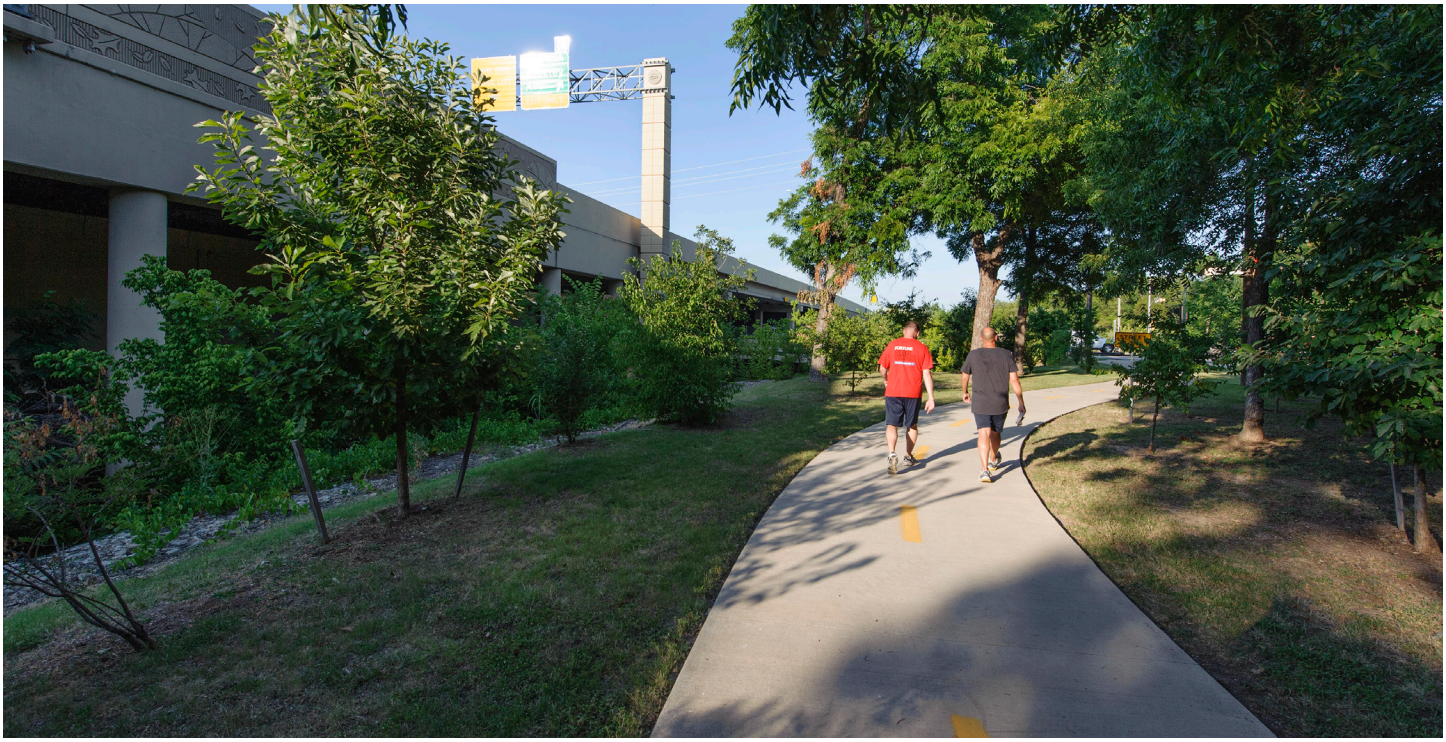
- It is recommended that bike lanes be provided along Sublett Road from the western city limits of Arlington eastward to US 287. West of Joplin Road, Sublett Road would transition to a two-lane divided roadway to complement the roadway section in Kennedale.
- Bike route on Turner Warnell Road.
- Planned bike route would connect Treepoint Park to proposed north-south trail.
- Extension of planned bike route along Gentle Springs Drive to US 287.

Sidepaths

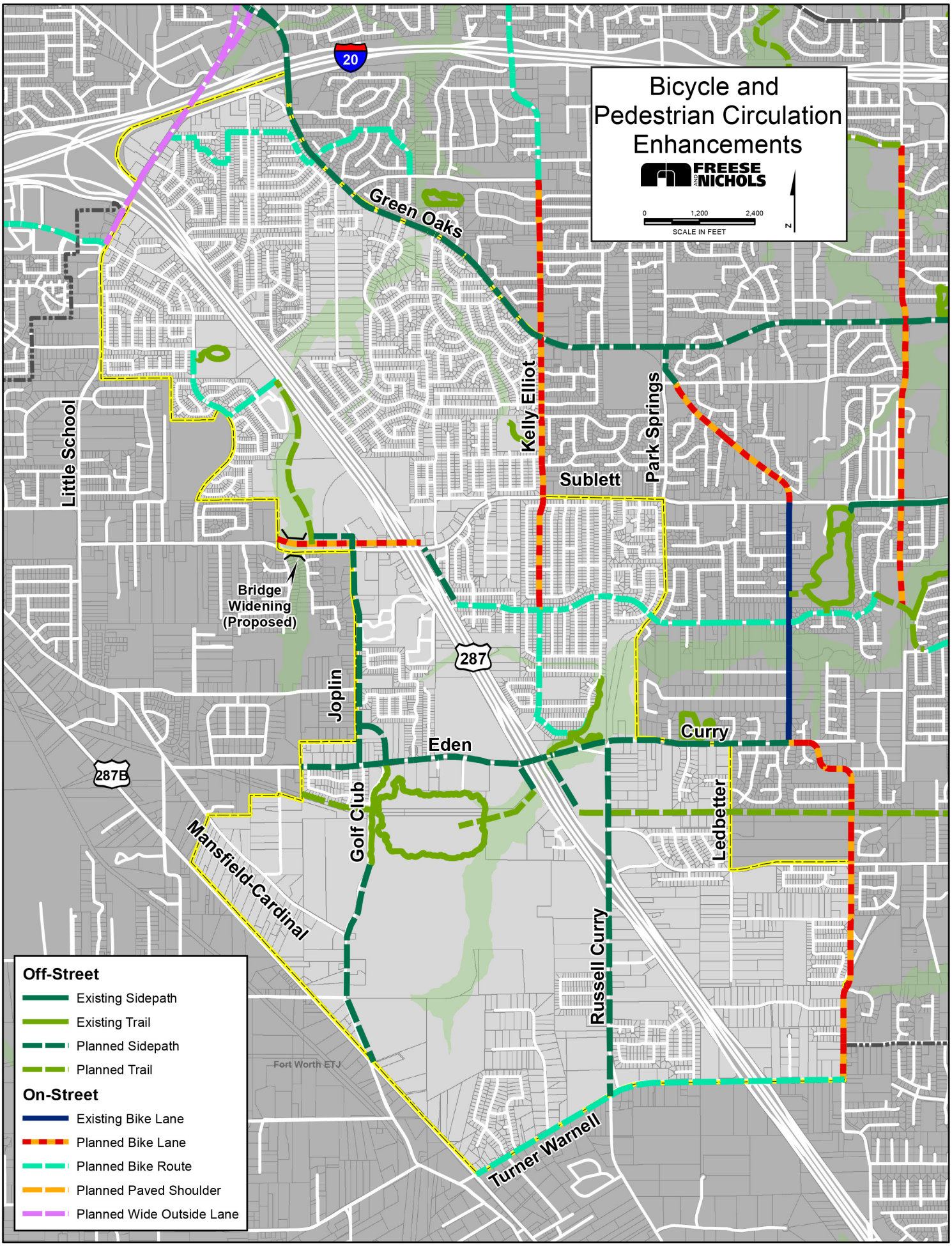
- A sidepath connection should be provided along the northwest bound service road from the planned bike route along Gentle Springs Drive/Redstone Drive to Sublett Road; a sidepath along the south and north sides of Sublett Road between the service road intersections continuing westward to Joplin Road.
- A sidepath along the extended Joplin Road, from Eden Road to Sublett Road.
- Extension of the sidepath along Golf Club Road southward toward US Business 287.
- The planned sidepath along Eden and Curry Roads; with a sidepath along the northwest bound service road connecting to planned trail with an utility easement and with a sidepath along southeast bound service road connecting to a proposed trail that would connect to the MLK Complex trail.
- A sidepath along Russell Curry Road from Curry Road to Turner Warnell Road.

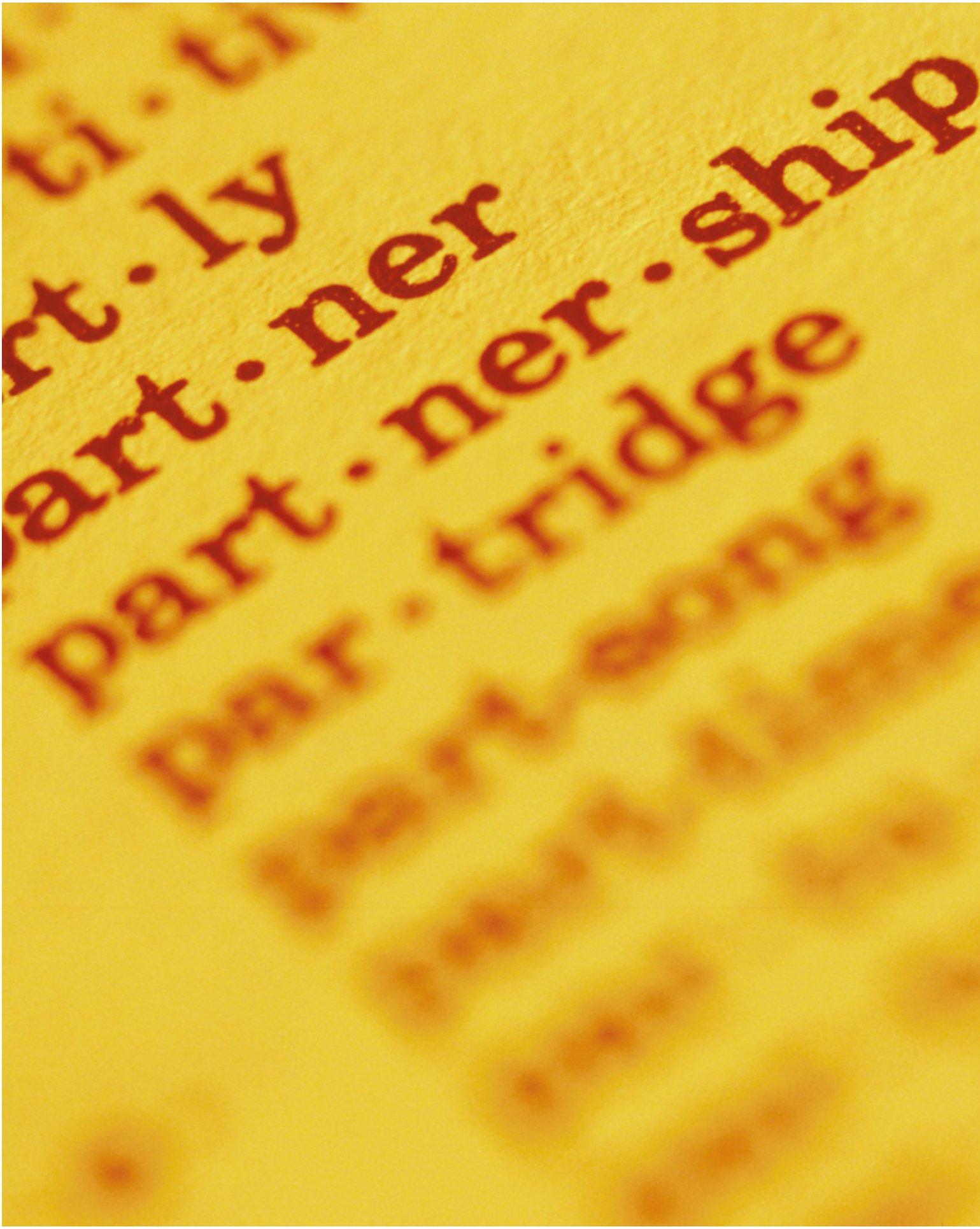
Trails

- A trail extending northward from Sublett Road at Joplin Road running along the creekside of the currently owned Kennedale ISD property and ultimately connecting to Treepoint Park via planned bike route.



Trail along major roadway


Bicycle and Pedestrian Circulation Enhancements
FREESE AND NICHOLS
0
1,200
2,400
SCALE IN FEET
N
20
Green Oaks
Little School
Kelly Elliot
Park Springs
Sublett
Bridge Widening (Proposed)
287
Joplin
Eden
Curry
287B
Golf Club
Ledbetter
Mansfield-Cardinal
Russell Curry
Fort Worth ETJ
Turner Warnell
Off-Street
Existing Sidepath
Existing Trail
Planned Sidepath
Planned Trail
On-Street
Existing Bike Lane
Planned Bike Lane
Planned Bike Route
Planned Paved Shoulder
Planned Wide Outside Lane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IMPLEMENTATION **STRATEGY**

Tasks for Implementation

The Strategic Plan provides a framework for what Arlington desires within the US 287 corridor. Final products may not precisely conform to the plan but should embrace principles and key ideas of the plan and perform according to land use, identity and mobility recommendations. Tasks for implementation revolve around three subject areas: regulations, communications and marketing, and capital improvements.

Implementation of this Strategic Plan will require commitment from City leaders and staff, and coordination with business and property owners, and residents. Not all elements of the plan can be implemented at once and not all plan strategies and recommendations are contained within. When making informed decisions regarding the future direction, the entire Strategic Plan and vision should be considered as a whole.

Many strategies, funding sources and partners should be employed to collectively achieve the desired results. A range of strategies may be appropriate within a given location and, therefore, each possible strategy should be understood and examined in order to determine where it may be most appropriately used. Regulatory actions, such as zoning updates, are only some components of what the City could do to implement the desired results. In most cases, funding could include private funding, City funds, special districts, tax abatements, and state and federal grants. As a whole, the following actions are recommended.

The advancement of the Strategic Plan vision will need to consider three types of mechanisms:

- **Public-born actions** to help prepare the larger development landscape for private investment (i.e. implementing circulation enhancements in advance of private investment).
- **Public actions simultaneous with private investment** to induce the desired development form, pattern and density shown throughout the Strategic Plan
- **Incentives** to reduce the risk of project development (i.e. tax abatements or other development incentives).

Action Item	Potential Lead	Priority	
		Short Term	Long Term
Adopt the US 287 Corridor Strategic Plan as an amendment to Comprehensive Plan	City Council		
Extend Joplin Road and Parks Springs Boulevard as included in the adopted TDP	Community Development and Planning, City Council and Planning and Zoning Commission		
Extend Golf Club Road as a local street from the entrance of Tierra Verde to Mansfield Cardinal Road	Community Development and Planning, City Council and Planning and Zoning Commission		
Implement improvements to Eden Road and Russell Curry	Community Development and Planning, City Council and Planning and Zoning Commission		
Develop traffic controls for Sublett Road and Joplin Road; Eden Road and Golf Club Road/Joplin Road; and Turner Warnell and Russell Curry	Community Development and Planning, City Council and Planning and Zoning Commission		
Determine preferred strategy to align Business 287 with the Strategic Plan Vision	City Council		
Develop an implementation strategy and timeline to redevelop Business 287	City Council		
Prepare marketing collateral for the study area; this could contain a simple summary of the overall plan, available properties, specific concepts and supporting market material	Community Development and Planning, Office of Communications		
Coordinate with other public agencies, property owners and developers to make certain that future development conforms with the Strategic Plan	Community Development and Planning		
Open regular communication and coordination channels with key property owners within the study area	Community Development and Planning		
Research specific built projects that are noteworthy within the context of the Strategic Plan. Resource staff should meet with developers through an informal process to present the Plan and determine interest. Put formal RFQ together to larger marketplace if informal process doesn't prove effective. This could be used for larger property holdings within the study area.	Community Development and Planning		
Market to developers who do the type of work envisioned within the Plan or recruit specific types of users, such as restaurant, retailer, office provider, or residential developer.	Economic Development		
Communicate the story of the Tierra Verde area and the Strategic Plan to continue the buzz about the unique opportunity of Arlington within the region	Community Development and Planning, Office of Communications		
Continue to promote/expand retail and neighborhood revitalization programs and assist with the relocation of existing businesses for key development sites, if necessary	City Council, Community Development and Planning		

Action Item	Potential Lead	Priority	
		Short Term	Long Term
Coordinate US 287's expansion and the reconstruction of the IH 820/IH 20/US 287 interchange with area stakeholders, NCTCOG, RTC, TxDOT, and SETT Partnership	Community Development and Planning, Public Works and Transportation		
Conduct wayfinding sign study to include detail design and location identification	Community Development and Planning		
Implement regional gateway signage at US 287 and Russell Curry	Parks and Recreation		
Infuse US 287 streetscape elements into future roadway designs	Community Development and Planning, Public Works and Transportation		
Integrate roadway recommendations into CIP database	Public Works and Transportation		
Update the Hike and Bike System Master Plan 1. Planned bike route would connect Treepoint Park to proposed north-south trail 2. Extension of planned bike route along Gentle Springs Drive to US 287 3. Sidepath connection along the northwest bound service road from the planned bike route along Gentle Springs Drive/Redstone Drive to Sublett Road; a sidepath along the south and north sides of Sublett Road between the Service Road intersections continuing westward to Joplin Road 4. Sidepath along the extended Joplin Road, from Eden Road to Sublett Road 5. Extension of the sidepath along Golf Club Road southward toward US Business 287 6. Sidepath along Eden and Curry Roads; with a sidepath along the northwest bound service road connecting to planned trail with an utility easement and with a sidepath along southeast bound service road connecting to a proposed trail that would connect to the MLK Complex trail 7. Sidepath along Russell Curry Road from Curry Road to Turner Warnell Road 8. Trail extending north from Sublett Road to planned bike route near Treepoint Park	Community Development and Planning		
Review the Arlington Home Improvement Incentive Program for effectiveness and update if necessary	Community Development and Planning		
Develop a Landscaping Consultation Program through the Arlington Urban Design Center	Community Development and Planning		

FOCUS 287

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