



Centerville Marketplace

Repositioning Strategy – Public Information Meeting No. 2

6 November 2013



Ricker | Cunningham
Creating partnerships. Building communities.

JACOBS

PIA

 Kimley-Horn
and Associates, Inc.

Tonight

Agenda

Welcome and Thank You! (Daniel)

Presentation

Project Update (Anne and Daniel)

Market Conditions (Anne and Michael)

Vision (Anne)

Centerville - Catalyst Concepts (Mark and Anne)

Overview

Catalyst Site No. 1 – Old Target Site

Catalyst Site No. 2 – Old Eastgate Area (New Gateway - Saturn Road)

Catalyst Site No. 3 – DART Site

Catalyst Site No. 4 – Hypermart Site

Next Steps (Daniel)

View Concepts and Visual Preference Survey

Discussion

Project Update

Elements Completed or In-Process

- Tour of Study Area
- Public Information Meeting No. 1
- Focus Groups (business owners, lenders, home owners)
- One-on-One Interviews (property owners and developers)
- CIP Meetings (3)
- Team Conference Calls
- City Leadership Update
- Market Analysis
- Implementation Strategy
- **Public Information Meeting No. 2**

Market Conditions

Overview

- Demographic growth and psychographic profile that would support greater diversity of residential units – smaller homes with access to public spaces; transitional maintenance free housing; attached ownership
- Retail demand, yet fewer square feet per capita (different formats); some, but limited mixed-use development with ground floor retail, but during subsequent phases of development
- Limited speculative office space, unless anchored by credit tenant (e.g., institution)
- Catalyst concepts represent 15 to 20 years of demand

Definition of Feasibility

Feasibility is based on: the appropriateness of an area for select types of development; amount and comparative quality of the competitive supply (vacant land and improvements); depth of demand; market trends (favorable); access to capital; property owner intentions and abilities; consistency with the City's and stakeholder's vision, goals and objectives; and, fiscally-prudence in terms of public impacts (costs and revenues).

Vision

Community Input

Centerville Marketplaces is my ...

- School campus (1)
- Neighborhood shopping area (15)
- Dining out destination (10)
- My neighborhood (18)

... will be ...

- Where I retire (14)
- Establish my business (0)
- Live for the foreseeable future (7)
- Continue my business (6)
- Attend school (0)

Leave ... unless ...

- Physical environment is improved (10)
- Room to expand my business is afforded (0)
- Business improves (5)
- Different housing product introduced (3)
- Continue my education somewhere else (0)

Beyond what I do in the area today, I hope to ...

- Live (8) ... in
 - Senior housing (1)
 - Market rate rental unit (0)
 - Townhome / condo (0)
 - Mixed-use environment (2)

Cont'd ...

- Work (1)
- Go to school (0)
- Play (3) ... in / on
 - Indoor sports facility (2)
 - Trail bike / pedestrian (10)
 - Park (6)
 - Theater (9)
 - Club (2)
 - Fun Center (0)
- Bring my kids (0)
- Dine (22) ... in ...
 - Sit down restaurant (26)
 - Fast food establishment (1)
 - Fast casual restaurant (8)
 - Ethnic restaurant (8)
 - Food truck (3)
- Shop (13) ... for ...
 - Clothes (9)
 - Electronics (1)
 - Groceries (15)
 - Personal Services (2)
 - Sporting goods (1)
 - Video games
 - Home improvements (17)
 - Furniture (1)



Vision

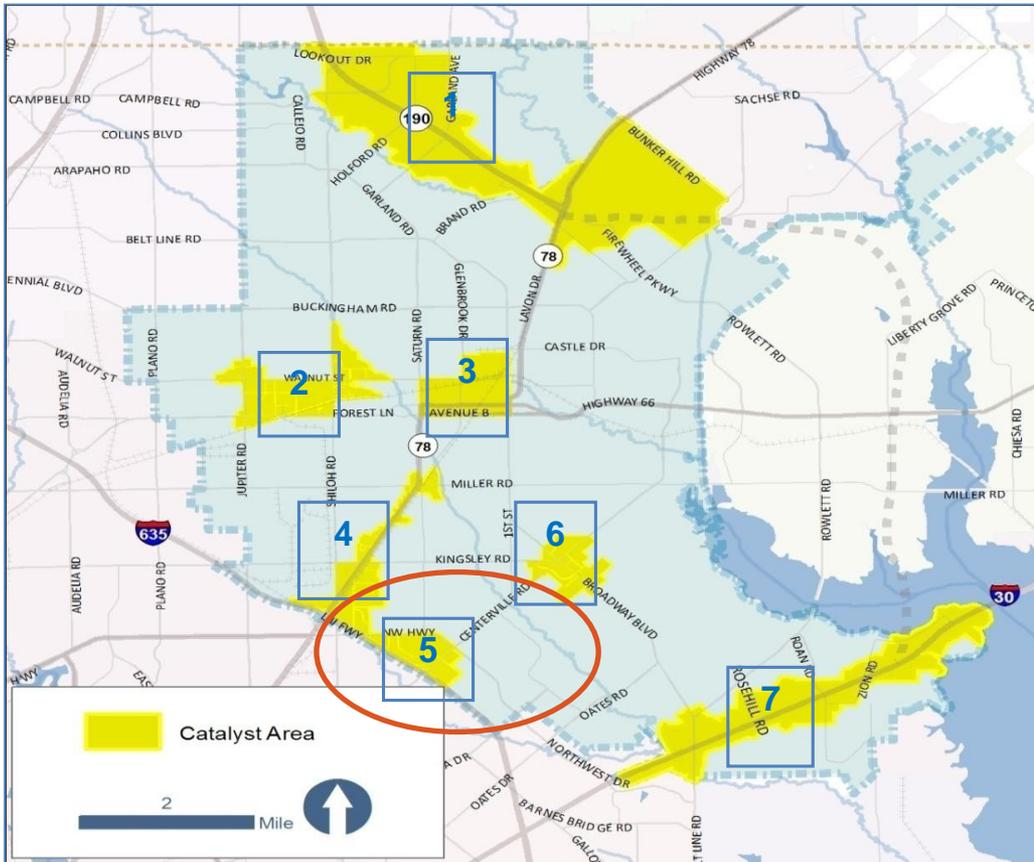
Draft Vision Statement

Centerville Marketplace is located at the intersection of Centerville Road and I-635 and represents a **key gateway** into the City of Garland. The strategy for this Area is to **encourage private sector redevelopment of underutilized properties** in an effort to increase and **diversify uses** and **elevate the quality of development**. Private investment will be a combination of new development and redevelopment of -- **residential units** targeted to a broader mix of individuals at a range of life stages; commercial uses including **retail stores, restaurants and entertainment venues** intended to meet the needs of both the day- and night-time populations; **space for employers and institutions**, primarily office with some low profile flex and light industrial facilities; together with **public spaces**, both hard and soft, for residents and visitors. Public investment will be a combination of **remediation, stabilization and enhancement**. **Accommodations for both vehicular and non-vehicular movement** will be a priority, as will **connections** between and among centers of activity. **Integration**, rather than segregation **of uses** will be a priority going forward. New development, particularly along 635 will likely continue to be informed by the Area's access to region-serving roadways, however, **greater efforts will be made to encourage and promote uses which serve the local resident and business base**, as well. **Development standards will be high**, yet in line with market opportunities and, therefore, a combination of **public resources will be employed expedite investment and minimize risk**.



Catalyst Areas

Garland Economic Development Strategy



A central tenet of the Garland **Economic Development Strategy** is directing strategic investment to targeted districts within the City. These districts are referred to as *Catalyst Areas* and *Centerville Marketplace* is one of these areas.

The premise behind the selection of Catalyst Areas assumes concentrating limited public resources in select areas that will have a positive economic “ripple effect” in surrounding neighborhoods, corridors and influence areas.”

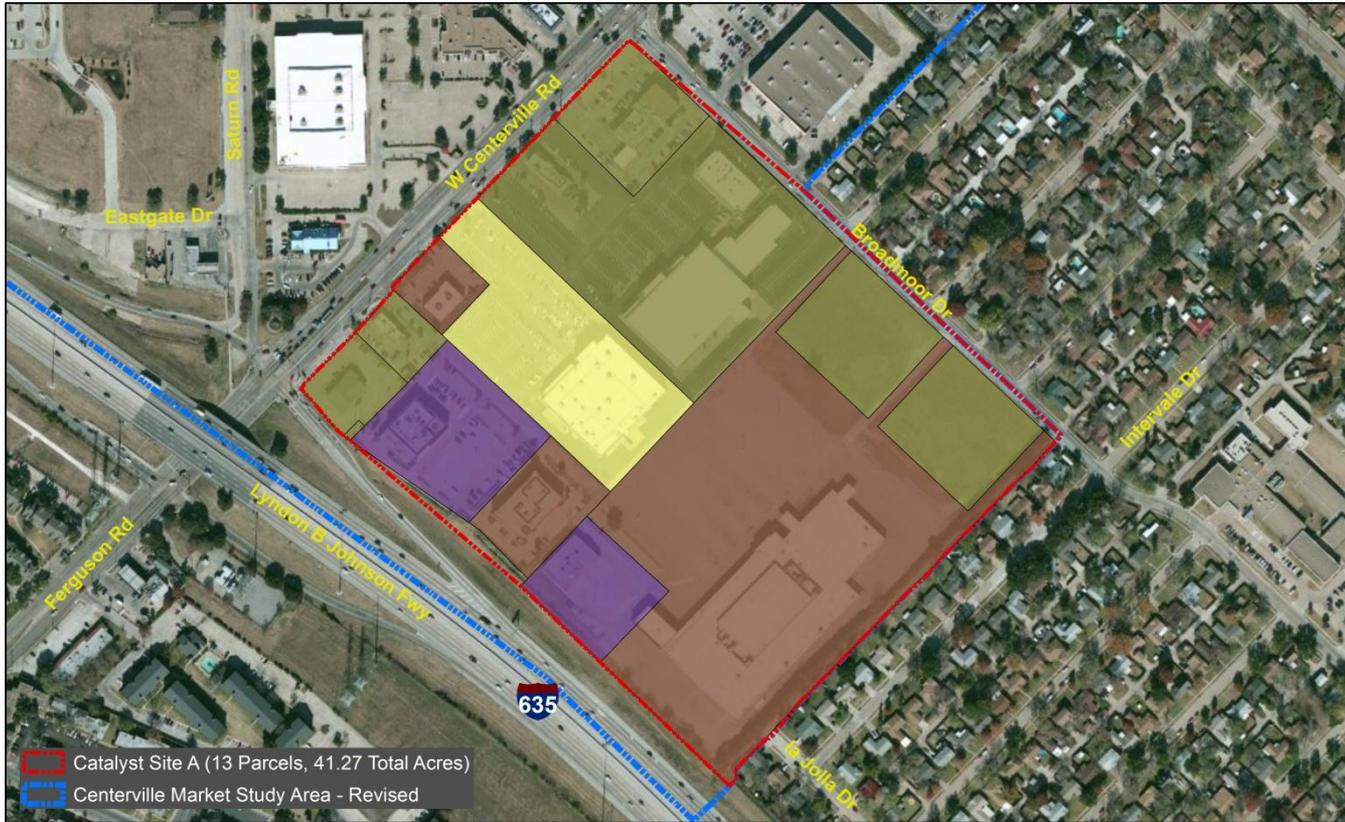
Catalyst Concepts

Considerations

- Institutional anchors distinguish this area from other centers and even other catalyst areas within the city
- There is “too much retail” (improved and zoned) – needs to be “pruned” in order to be strengthened
- Uses are separated and need to be integrated (residential to retail and institutions)
- Road system is confusing and discourages exploration – either vehicular or non-vehicular
- Value of land today higher compared to a year ago (given economy and infrastructure improvements)
- New opportunities are afforded by new 635 frontage road (now have a regional “address”)
- Institutional properties are under-utilized and some facilities aged
- Homeless presence has a negative impact on commercial operations
- Multi-jurisdictional border, yet strong neighborhood support on both sides
- Community desire for less retail (fewer reminders of how the area has changed) and more density
- Trends support different kind and less retail, more and different housing and limited employment space
- Capable development presence in the area and visible commitment
- Development economic “gaps” can be filled with available resources

Catalyst Concepts

Catalyst Site No. 1 – Ownership



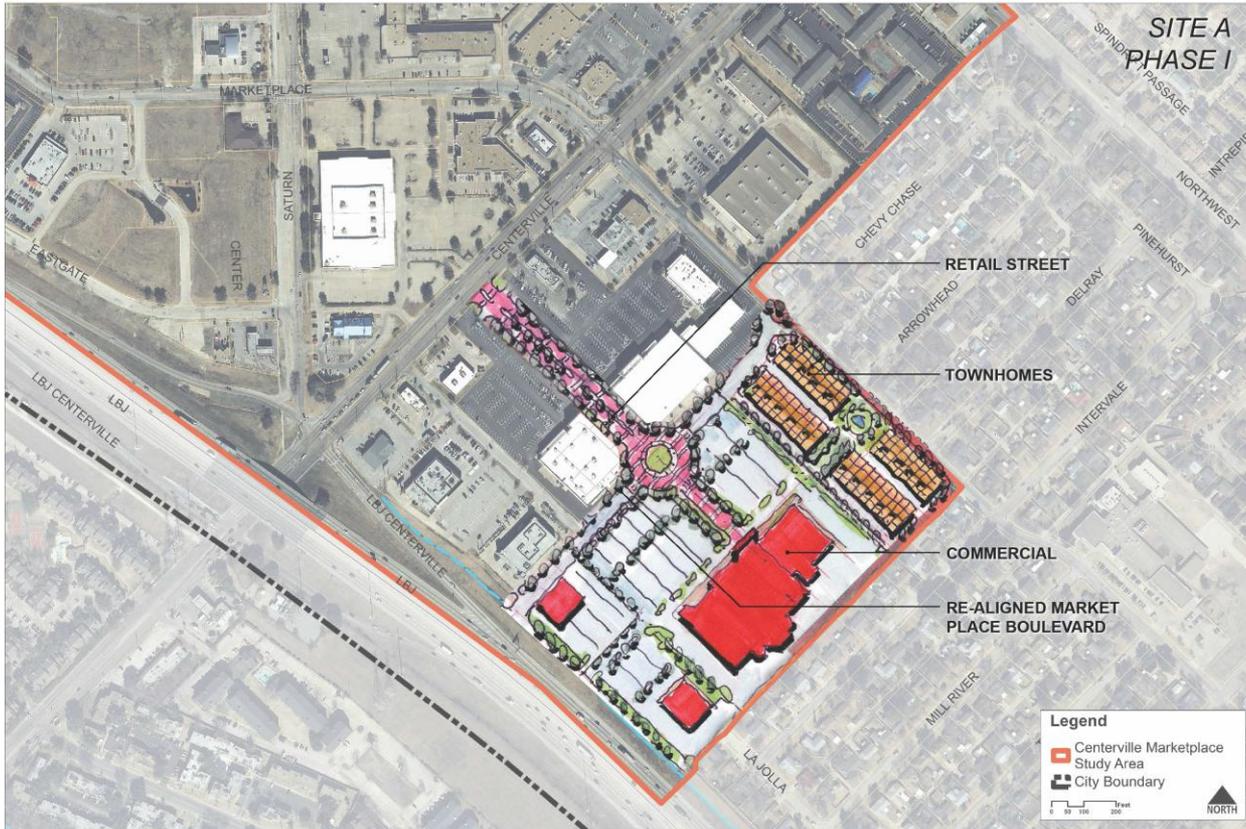
0 250 500 1,000
Feet

Dallas (7 Parcels, 15.49 Acres) Other Texas Cities (2 Parcels, 4.37 Acres)
Out of State (3 Parcels, 16.61 Acres) Houston (1 Parcel, 4.80 Acres)

Catalyst Concepts

Catalyst Site No. 1 – Old Target Site

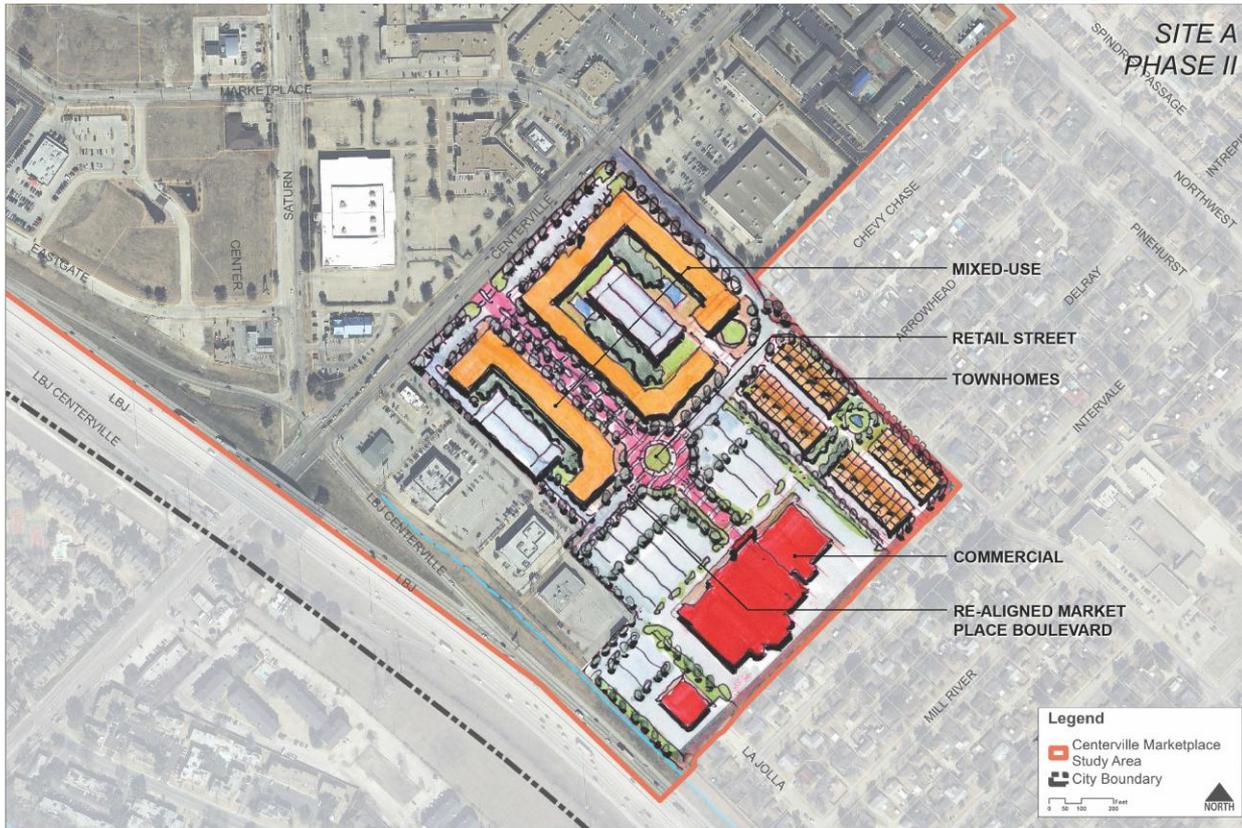
Scenario 1– Redevelopment of Old Target Site - Only



Catalyst Concepts

Catalyst Site No. 1 – Old Target Site

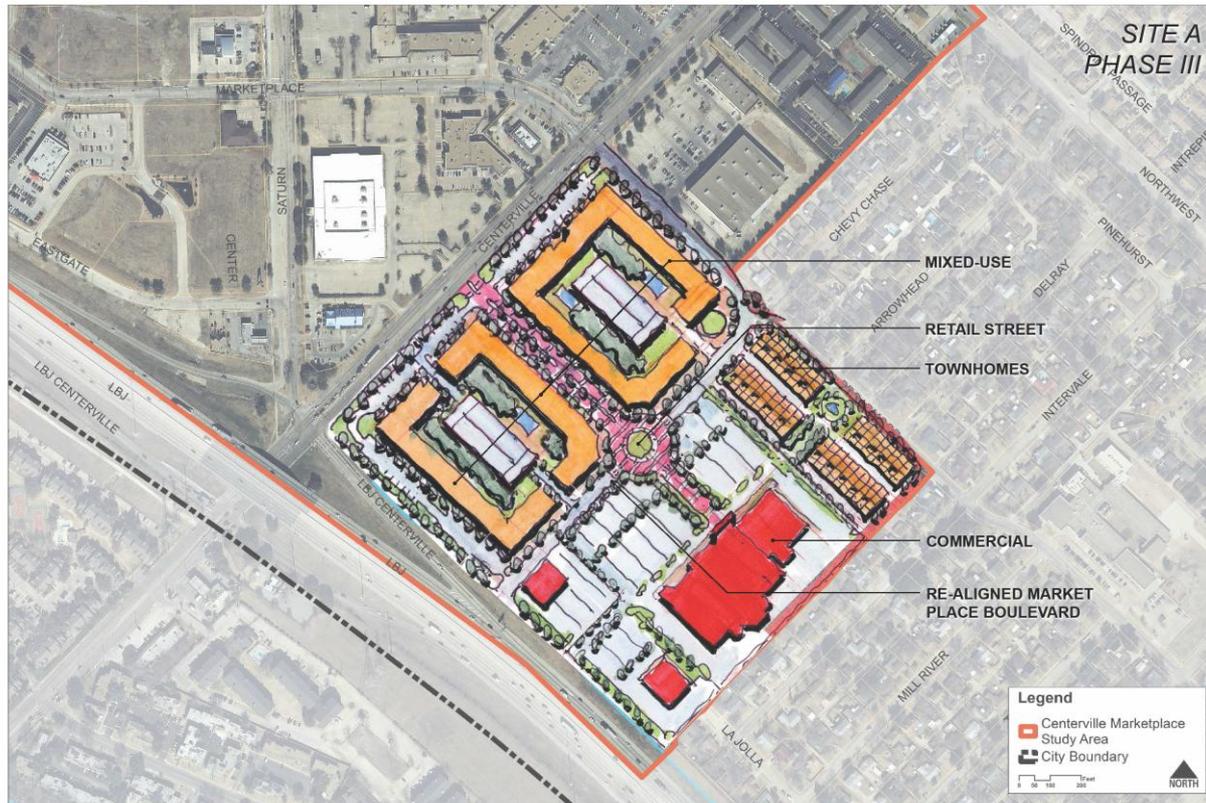
Scenario 2 – Redevelopment of Entire Retail Site – Phase I



Catalyst Concepts

Catalyst Site No. 1 – Old Target Site

Scenario 2 – Redevelopment of Entire Retail Site – Phase II



Catalyst Concepts

Catalyst Site No. 1 – Old Target Site

Scenario 1 – Redevelopment of Old Target Site – Only

- New retail box and two new retail pad sites
- 1-story building
- **113,000** sf anchor and **20,000** sf in pads
- Surface parking
- Landscape between adjacent residential
- New mixed-street connecting LA Fitness to new retail box on the southeast edge of the site
- Re-aligned Marketplace Boulevard connecting to new IH 635 Frontage Road
- **38** townhome units on northeast edge of property (along Broadmoor)

Catalyst Concepts

Catalyst Site No. 1 – Old Target Site

Scenario 2 – Redevelopment of Entire Retail Site

New 3-story mixed-use development along Centerville portion of site with ground floor retail ready (flex space) and upper floors residential

Phase I

- Maintain pad Sites along IH 635 Frontage Road
- **158,000** sf retail ready ground floor
- **420** residential units +/- (950 gsf average)
- Structured parking with “teaser parking” in front of retail

Phase II

- Redevelop pad sites along IH 635 Frontage Road incorporating retailers into new development
- Additional **63,000** sf retail ready ground floor
- Additional **130** residential units +/- (950 gsf average)
- Structured parking with “teaser parking” in front of retail

Catalyst Concepts

Catalyst Site No. 2 – Ownership

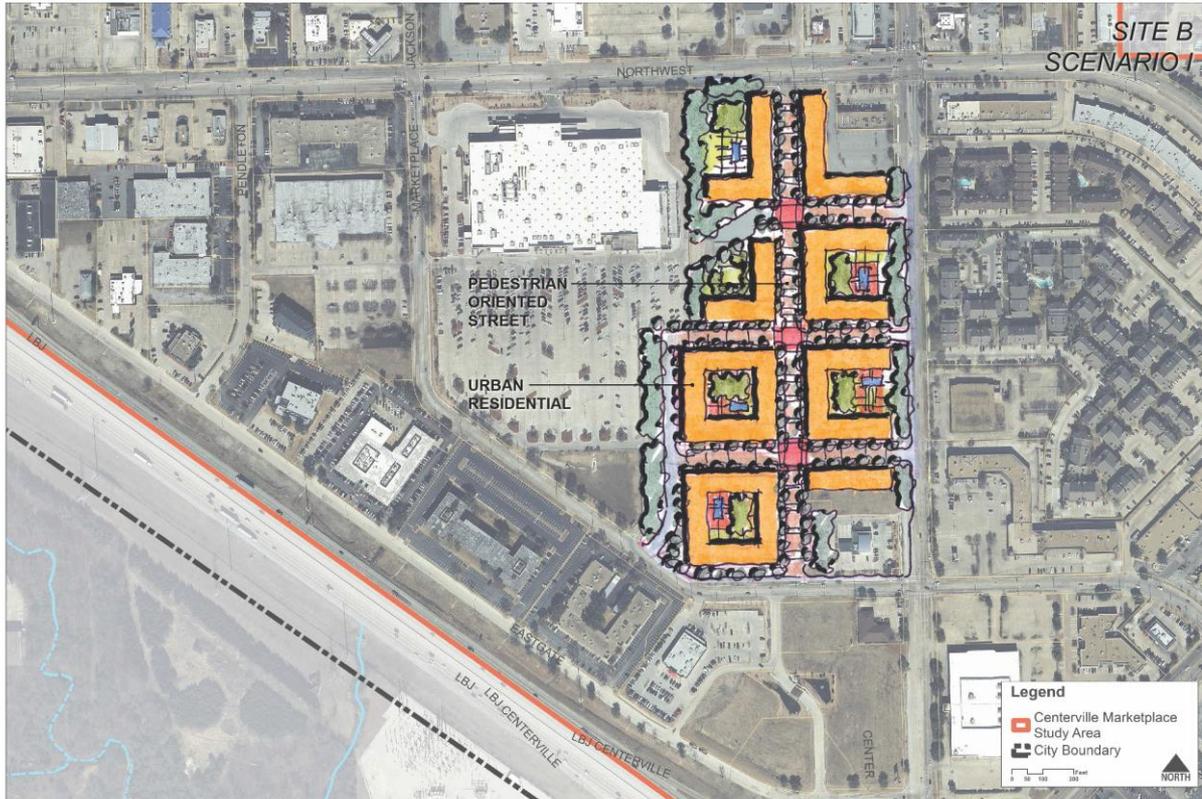


0 250 500 1,000 Feet

Catalyst Concepts

Catalyst Site No. 2 – Old Eastgate Area and New Gateway

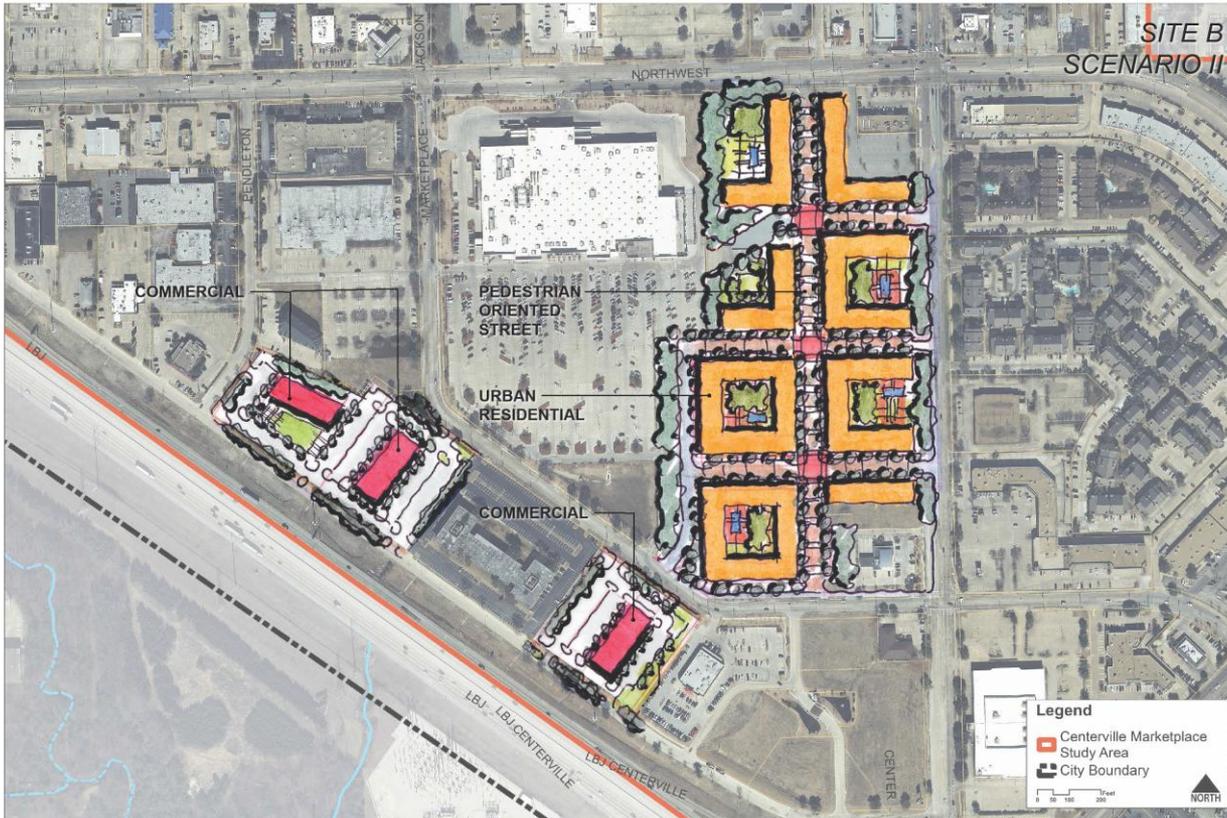
Scenario 1 – New Neighborhood and Urban Street



Catalyst Concepts

Catalyst Site No. 2 – Old Eastgate Area and New Gateway

Scenario 2 – New Neighborhood and Improved 635 Frontage



Catalyst Concepts

Catalyst Site No. 2 – Old Eastgate Area and New Gateway

Scenario 1 - New Neighborhood and Urban Street

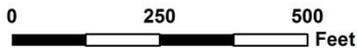
- New urban residential neighborhood (3-stories) Adjacent to Wal-mart along Saturn Road
- Structured parking
- Urban pedestrian-oriented street one block west of Saturn forms spine of new development
- **780** Units +/- (950 GSF Average)

Scenario 2 - New Neighborhood and Improved 635 Frontage

- New urban residential neighborhood (3-stories) Adjacent to Wal-mart along Saturn Road
- Structured parking
- Urban pedestrian-oriented street one block west of Saturn forms spine of new development
- **780** units +/- (950 gsf average)
- **Three** commercial sites along new 635 Frontage Road (1-story)
- Relocation of Remington University to DART site
- **59,000** sf commercial
- Surface parking
- New access from LBJ Frontage Road

Catalyst Concepts

Catalyst Site No. 3 – Ownership

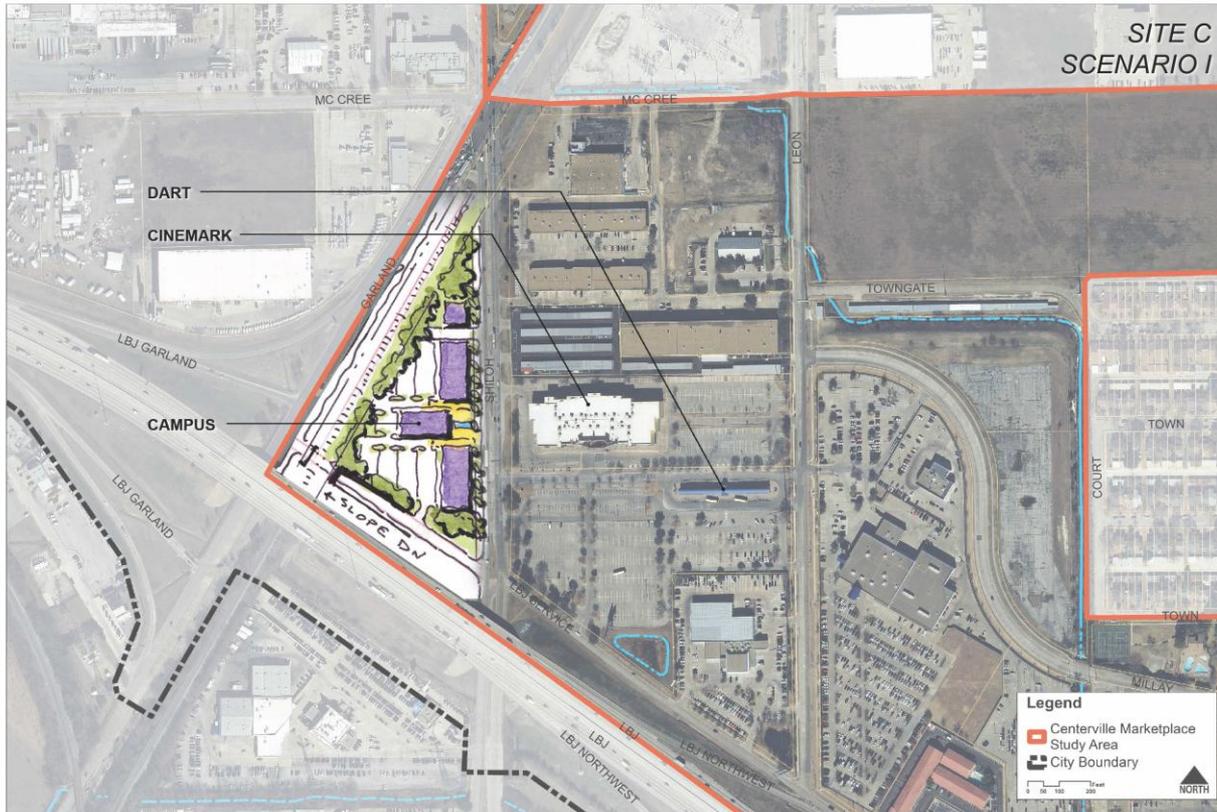


- Garland (2 Parcel, 8.39 Acres)
- Katy (1 Parcel, 3.06 Acres)
- Dallas (1 Parcels, 9.19 Acres)

Catalyst Concepts

Catalyst Site No. 3 – DART Site

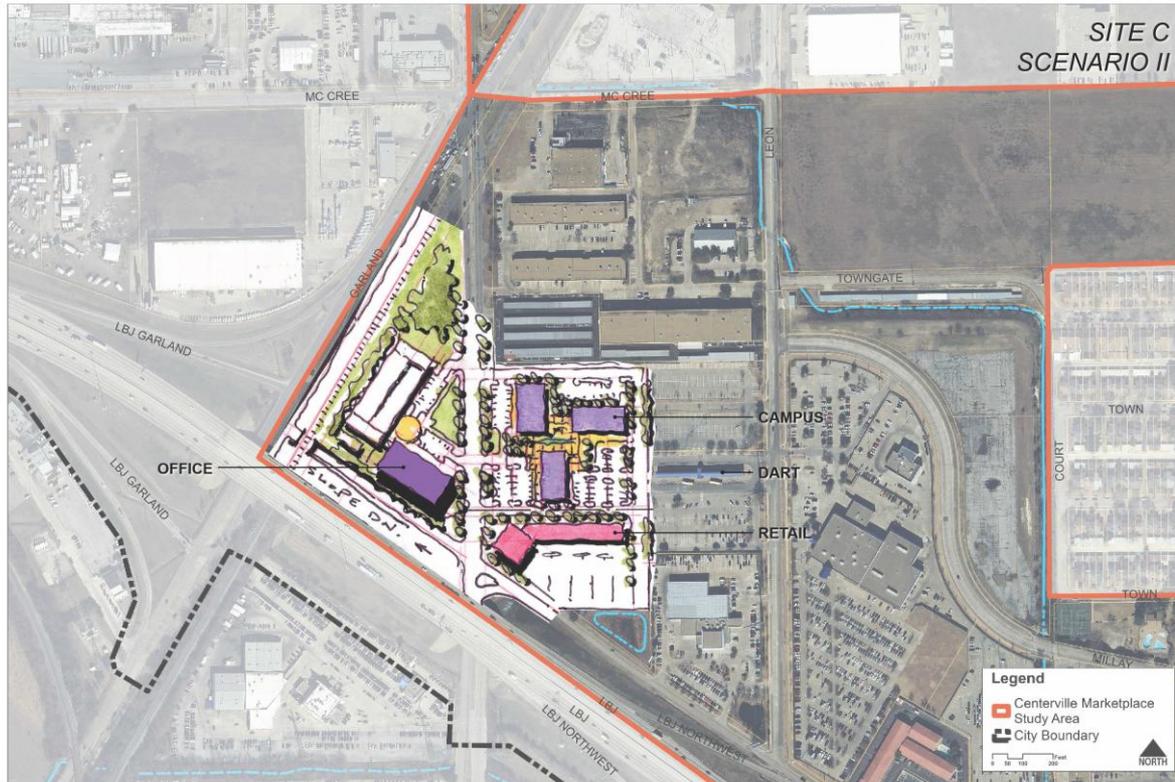
Scenario 1– Institutional-Anchored TOD



Catalyst Concepts

Catalyst Site No. 3 – DART Site

Scenario 2 – Institutional-Anchored TOD Supersized



Catalyst Concepts

Catalyst Site No. 3 – DART Site

Scenario 1– Institutional Anchored TOD

- Remington University relocated to Cinemark site
- Multiple buildings in a campus setting
- **Four** 1-story campus buildings – **40,000** sf total
- Strong pedestrian connection to DART bus transfer center
- New frontage road connection between Shiloh Road and Garland Avenue

Scenario 1– Institutional Anchored TOD Supersized

- Remington University relocated to Cinemark site
- Multiple buildings in a campus setting
- **Three** 1-story campus buildings – 40,000 sf total
- One-story retail along pedestrian connection between DART and office – **22,000** sf total
- Strong pedestrian connection to DART bus transfer center
- New frontage road connection between Shiloh Road and Garland Avenue
- This site could also be developed in a manner that incorporated the campus onto the DART site with the bus transfer facility located at-grade and the campus building above

Catalyst Concepts

Catalyst Site No. 4 – Ownership



Catalyst Concepts

Catalyst Site No. 4 – Hypermart Site



Catalyst Concepts

Catalyst Site No. 4 – Hypermart Site

Scenario 1

- Creation of infrastructure and a block pattern to accommodate a new office park
- Multiple buildings in a campus setting
- **Thirteen** – 4-story office buildings – **1,170,000** sf total
- Structured parking

Scenario 2

- Creation of infrastructure and a block pattern to accommodate a new office park
- Multiple buildings in a campus setting
- **Three** development parcels to accommodate 1-story office showroom – **42.52** ac total
- Surface parking

Next Steps



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