

# *Downtown Review*

Garland, Texas 2019



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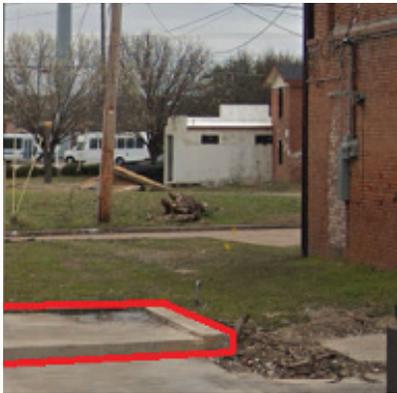
# *Downtown Year in Review*

## **2019 Downtown Development Annual Report**

As we reflect on 2019, the results speak for themselves; it was a very busy year that brought a new level of collaboration and partnerships to our Downtown revitalization efforts.

A number of partnerships between the City, the Garland Chamber of Commerce, Downtown merchants, Garland Independent School District, the arts community, nonprofit groups and other cities in the metroplex brought new attractions, resources and promotional events to Downtown Garland. Even the community itself became involved in Making Their Mark on Downtown through their participation in several collaborative art projects. An increased sense of community pride and engagement was palpable at these events. As a cultural, civic and entertainment center of Garland, Downtown is the heartbeat of our community and a proving ground of what is possible throughout our great city.

This report highlights what can be accomplished when private, public and community investments work together toward the common goal of building a stronger Downtown and a better Garland.



Before photos of Heritage Crossing and 506 Main St.

# Downtown Development Office (DDO)

## Downtown Coordinator

A new municipal position was created in October 2018 to develop powerful working relationships and facilitate a strong business network among Downtown merchants and property owners, charitable organizations, the Garland Chamber of Commerce and various municipal departments.

The DDO's initial focus was to provide the Garland Downtown Business Association (GDBA) support and establish a foundation for improved communication about Downtown issues and activities.



### Stakeholder Interview

*January*

After completion of the Downtown Parking and Infrastructure Study, directly affected stakeholders were interviewed regarding proposed conceptual plans from the study. The feedback resulted in City Council approval to move forward with the Square Redesign and infrastructure projects.



### Communication Forum

*March*

A communication forum was created via a closed Facebook page where Downtown stakeholders can communicate with each other and City staff on issues affecting Downtown businesses and property owners.



### GDBA Support

*Ongoing*

The DDO works hand in hand with the GDBA to champion growth and promotion of Downtown micro-businesses, and provides ongoing support in development of the organization.

# Downtown Amenities



## Pedestrian Kiosks

*April*

Informational kiosks that include upcoming event details as well as public parking and restroom locations were installed throughout the district.



## Seasonal Decor

*October*

Fall décor set the tone for the holidays. Starting at the Square and spanning east and west from Fourth to 10th along Main and State streets, clusters of harvest vignettes covered the district.



## LED Lights

*October*

Year-round lighting was installed along building rooftops in Downtown. The warm glow of these lights creates a quaint ambiance on a nightly basis and enhances the historic fabric of the district that makes Garland unique.

# *Downtown Amenities*



## **Splash Radio**

*November*

An outdoor music system was installed to enhance the daily experience in the Downtown Square.



## **Public Restrooms**

*November*

Pilot program restrooms opened to the public in November. A men's, women's and ADA unit with running water and electricity are located right behind Millhouse Pizzeria & Stage and open daily from 9 a.m. to 9 p.m.

*On average, approximately 255 people visit the restrooms each week.*

# Parking & Infrastructure

While much of the physical evidence may not yet be visible, 2019 was a crucial year of accomplishments for future parking and infrastructure improvements in Downtown. The Parking and Infrastructure Study was completed, and the accompanying concept plan was approved by stakeholders and City Council. **In May, Garland voters approved a landmark bond program that includes funding for Square, intersection and streetscape improvements in Downtown.** Design work was completed on the Main Street alley, and initial steps to increase access to existing parking were implemented. All of these activities lay the foundation for substantial infrastructure improvements on the horizon.



## Avenue A Parking

*May*

Implementing a recommendation of the Parking Study, Avenue A was restriped to add additional parking spaces in Downtown. This project added over 30 spaces to the district's parking inventory.



## Parking Pilot Program

*November*

Businesses located on State Street between Fifth and Sixth streets participated in a pilot program for parking in the garage adjacent to City Hall. Business owners and employees were issued permits to park in the garage in order to leave on-street parking for their customers. The program has been successful to date, and the scope of the program will expand in 2020 to encompass all of the businesses immediately adjacent to the Square.



## Parking Study

*December*

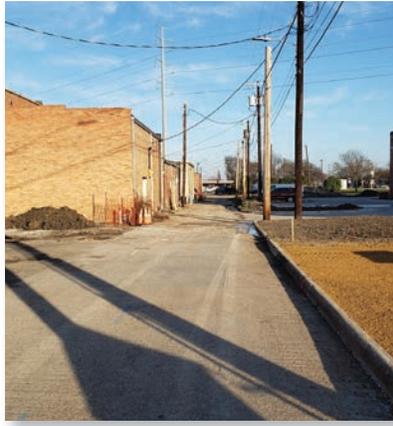
Kimley-Horn and Associates, Inc. completed a parking study to summarize the existing parking conditions throughout the Downtown area. Specific objectives of the study were to determine existing and future recommendations to address parking needs and concerns.



## Heritage Crossing

*September*

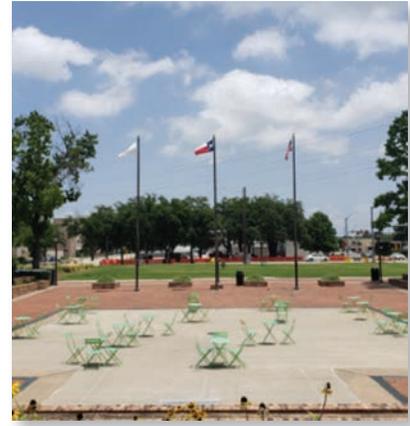
Heritage Crossing construction was completed, which includes interpretive panels that create a heritage walking trail. The dual benefit is improved walkability and an added attraction. The interpretive panels lining the trail illustrate the story of Garland's history. Completion of this project connects the Landmark Museum to the Heritage Crossing quadrants.



## Main Street Alley

*October*

Design of the upcoming alley improvement project was completed. This project entails construction of approximately 800 linear feet (LF) of alley paving, 1200 LF of water, 1500 LF of wastewater, 400 LF of storm sewer and storm sewer inlets, and 370 LF of box culvert improvements. The project also includes replacing utility services, conduit placement, pavement markings and tooled concrete joint scoring.



## Square Redesign

*Project Initiated*

This project aims to activate the Downtown plaza, promote a pedestrian-friendly environment and spur economic investment in support of the central business district and growing residential area in Downtown. The redesign will raise the plaza to street-level and create a space to host a wide variety of activities from daily programming to large special events. The conceptual design phase was initiated in 2019.



**GARLAND  
BOND  
PROGRAM**  
#BuildGarland

After months of research and analysis, voters approved a \$423.7 million bond program. Included in the bond program is \$13 million for sidewalk, intersection and Square plaza improvements in Downtown.

# Programming



507 State St, First façade improvement project approved in 2019

## Façade Program

*July*

The Downtown Historic District Façade Improvement Program launched in July. This matching grant program was developed to assist commercial property owners in improving façades within the Downtown Historic District boundaries. Two inaugural applications for the program grants were awarded at the end of the year. Both projects are anticipated to begin construction in the first quarter of 2020.



Small business training in McKinney, Texas

## Small Business Development Week

*January*

In partnership with the cities of McKinney and Denison, Downtown Garland business owners participated in an educational mini-series focusing on small business development. In addition, the businesses participated in one-on-one assessments with a professional consultant in collaboration with the GBDA.

# Promotional Events



## Regional Roundtable

*April*

Texas Downtown Association's first roundtable of 2019, "The Road to Redevelopment," was hosted in Downtown Garland. Downtown managers, business owners and City officials from across the state attended this educational session focused on downtown revitalization.



## Downtown Dine Around

*June*

Five Downtown restaurants created a culinary sampling feast for regional food bloggers. The social media influencer event wrote a new narrative about what Downtown Garland has to offer the local or visiting foodie.

Read more on page 12.



## Only in Garland

*November*

In partnership with the Garland Chamber of Commerce, Small Business Saturday brought holiday shoppers into Downtown to enjoy free food samples, event-exclusive deals, live art and live music. More than 270 attendees registered in advance, and 21 local businesses created an experience for their customers found Only in Garland.

# New Attractions

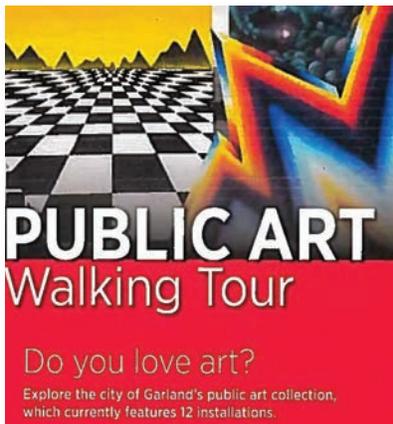


## 506 Art

*May*

In partnership with a private-property owner, a vacant lot was transformed into an outdoor museum that hosts permanent and rotating art to create repeat visits to Downtown.

The venue also features outdoor musical instruments, a My Little Library, seating and board games.



## Public Art Tour

*July*

Take a selfie on this walking tour that visits 12 installations of public art throughout the district. Information is available on the City's website and Visit Garland. Future installations will be added to the tour.



## Adirondack Chair

*November*

We saved a seat for you in Downtown Garland! A local Garland artist built, shaped and painted this giant Adirondack chair, which infuses the Garland firewheel in color and design.

# Public Art Attractions



## Community Mural Project

*May*

A local Garland artist projected his line work onto a huge canvas, then shared his love for art with his community by asking them to add the color. This was a magnificent community engagement event in conjunction with the Sounds of Summer Concert Series and was covered by Fox 4 on three newscasts.



## Community Sculpture Garden

*July*

Residents and employees created a sculpture garden during the finale of the Sounds of Summer Concert Series. Participants added accent colors to upcycled bottles, and 12 artists transformed them into sculptures at 506 Art.



## Colorful Christmas

*December*

2019 wrapped up with another splash of color at 506 Art. The community was invited to make an ornament on the spot and add it to a series of colorful trees. In collaboration with the Urban Flea, Central Library and an ornament station at 506 Art over the holidays, more than 160 ornaments were created and left behind by Downtown visitors.

# #WINNING!

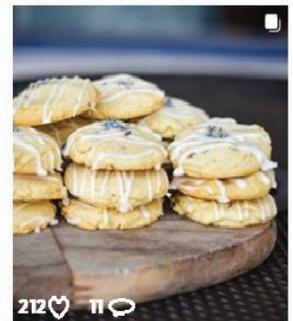


## Downtown Dine Around

In an effort to boost attention toward the culinary experience and night life that await the Dallas-Metro foodie, six regional food bloggers were invited to take a two-hour sampling tour of what five Garland restaurants have to offer.

At each stop, restaurant owners and chefs were able to tell the story of their businesses and showcase their best dishes while they wined and dined the social media influencers and their guests.

Bloggers then asked questions, took photos and posted their favorite dish from each location on their social media accounts. The event created a new narrative about what Downtown Garland has to offer to the local or visiting foodie.



This **two-hour event** reached more than **23,000 people** on social media! Of those virtual attendees, **98 percent** were not previous followers of the Visit Garland account and **96 percent** of those connections came from the promotion. On average, posts for the event garnered **200 likes per post**.

# PEOPLE'S CHOICE



The Dine Around was a finalist nominated for Best Promotional Event in the Texas Downtown Association 2019 President's Awards, and was the 2019 People's Choice Award Winner!

# GDBA in 2019



## Wine Walks

*May and November*

Rain or shine, Downtown shoppers like their wine! Two more successful Wine Walks are in the books. These events pull customers from across the DFW area (and some out of state!) to enjoy a quality experience with first-class retail, restaurants, live music and wine!



## Trunk R' Treat

*October*

This free community event created a safe place for Halloween festivities for families of monsters, action heroes, fairy tale characters and Harry Potter fans. It was an evening of fun (and LOTS of candy) planned in conjunction with Church at The Square, Lifewell Church, The Foundry Church and City Church Garland.



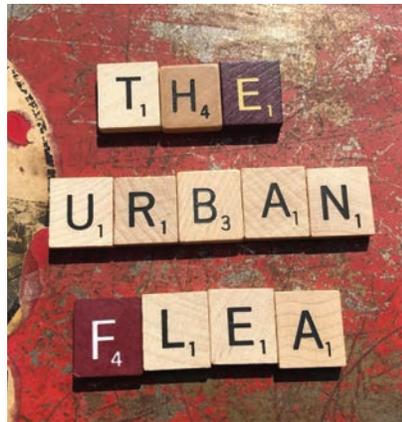
## Safety Meetings

*November*

In partnership with the City of Garland Police Department, the GDBA hosted meetings to foster a collaborative discussion regarding safety concerns in Downtown, specifically addressing vagrancy.

*The GDBA Board completed a two year strategic plan for the organization. As a result, organizational advancements were implemented, including restructuring of the GDBA's board composition, creation of committees and amending the bylaws.*

# *Urban Flea 2019*



Urban Flea is the best pop-up flea market on the second Saturday of the month, March through December, in the heart of Downtown Garland. The event features local vendors that specialize in vintage, repurposed, upcycled, and handcrafted goods. In partnership with the Central Library, library programming and activities were added to the events in the last half of the year.

# Media Coverage



Fox 4 - Community mural



Univision 23 - En Accion



D Magazine ads, feature and editorial.



Telemundo 39 - In Your Community



Fox 4 and CBS 11 - Christmas on the Square



**Kitchen Gone Rogue**

June 13, 2019

NEW Foodie Haven Find in DFW! Who knew that the Downtown Garland, TX square was so charming (and delicious)!? Not this girl ... until last night, when several of us did a Visit Garland, TX Dine Around Tour in the Downtown Garland Square. We walked to 5 places, and had a half hour at each stop to snap some pics and dig into sample goodies! I was so impressed and will definitely be going back!

# Did You Know?

**On Small Business Saturday, a participating business reported a 40% increase in sales compared to the same day in 2018!**

**RESTAURANTS THAT PARTICIPATED IN THE DINE AROUND EVENT INCLUDE: TAVERN ON THE SQUARE, MAIN STREET CAFE, ROSALIND COFFEE TX, INTRINSIC SMOKEHOUSE & BREWERY AND THE MILLHOUSE PIZZERIA AND STAGE!**

**The amount of plastic bottles collected for the sculpture garden was equivalent to:**

- 280.039 kWh of electricity
- 0.79 barrels of oil
- Greenhouse gas emissions from a vehicle driven 484 miles
- CO2 emissions from 216 pounds of coal burned
- CO2 emissions from 25,251 smartphones charged
- Carbon sequestered by 0.233 acres of U.S. forests in a year

*According to a 2019 Gallup Study, public libraries are the No. 1 most frequently visited attraction by Americans.*

*In 2019, more than 300,000 visitors came to Downtown Garland to enjoy the Central Library.*

# 2019 - That's a Wrap!



506 Art



Community Sculpture Garden



Community Sculpture Garden



Community Mural Project



Small Business Development Week

*Urban Flea*



*Downtown Dine Around*

*Only in Garland*



*Want to know more about Downtown Garland?*

Contact Letecia McNatt at [LMcNatt@GarlandTX.gov](mailto:LMcNatt@GarlandTX.gov)

DDO - [GarlandTX.gov/Downtown-Development-Office](http://GarlandTX.gov/Downtown-Development-Office)

GBDA - [DowntownGarland.org](http://DowntownGarland.org)

Visit Garland - [VisitGarlandTX.com](http://VisitGarlandTX.com)

Heritage Crossing - [GarlandTX.gov/Heritage-Crossing](http://GarlandTX.gov/Heritage-Crossing)

Urban Flea - [Facebook.com/theurbanfleatx](https://Facebook.com/theurbanfleatx)