When the Plan is not Enough

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About the Garland Community

- 2010 Census: 226,876
- 12th most populous city in the State
- First ring suburb of Dallas
- Diverse resident and workforce: 66 native languages in GISD
Build-out Scenarios

20-Year estimate on remaining developable land

<table>
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<tr>
<th>2010-2030</th>
<th>Current</th>
<th>Higher Density</th>
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<tbody>
<tr>
<td>Value New Construction</td>
<td>$2.55 B</td>
<td>$4.35 B</td>
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<tr>
<td>Total New Residents</td>
<td>16,857</td>
<td>37,562</td>
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Remaining Vacant Developable Land (6% land area)
Envision Garland

20 Year Development Roadmap

A citywide master plan guiding the physical and economic development of the City of Garland through the year 2030

- Provides an implementation ready outline of goals, policies, and concepts for how the City should grow
- Identifies strategic, short-term actions designed to provide visible progress over time

City Council adoption: March 20, 2012
Real Estate
Portfolio of Catalyst Areas and Targeted Investment Areas

- Managing a **portfolio** of assets
- What **development** could work on the site
- Example **projects** that would meet the community’s vision
- Financial **gap** between cost of the project and market return
- **Strategies** to fill the gap and fulfill the community’s vision
Garland Transit
DART Bus and Rail

Downtown Light Rail Station
Blue Light Rail Line
Forest-Jupiter Light Rail Station
S. Garland Bus Transfer Station
Duck Creek Bus Transfer Station

Note: 2008 Bus Lines
TOD Opportunities

- Downtown Revitalization
- Forest-Jupiter
- Centerville Marketplace

“I think you should be more explicit here in step two.”
Targeted Area Initiatives

Downtown Revitalization
Downtown Revitalization

Downtown Redevelopment Implementation Plan (2005):

- Priority should be given to the Downtown’s Core
- Facilitate vertical mixed use (apartments over retail)
- Target infill development in specific locations
- Assemble key pieces of land
- Encourage the development of structured parking
- DART Light Rail Station as a catalyst for development
DART Light Rail Station

Dallas County Government Center Land Swap

- Consolidate JP, Tax, Constables and Probation Offices under one roof: Efficiencies for Dallas County
- Adaptive reuse of vacant 41,000 s.f. in Downtown
- City sale of County Office land leverages Dallas County Community College Richland Campus
- City acquisition of County JP’s Office enables land assemblage for Fifth Street Crossing
Fifth Street Crossing Phase I

Private Partner: Trammell Crow

Est. Private Investment: $22 million

Public Investment:
- Land assemblage/swaps
- Tax Increment Finance (TIF) District payments generated from the development
- Upgrade storm sewer and sanitary sewer
- Streetscape enhancements
- Construction of structured parking garage

Results:
- Renovation of 41,000 s.f. Kroger’s into Dallas County Government Center
- Construction of $12.3 million Richland College Campus LEED Platinum workforce training center
- 380 space public and private parking garage
- Mixed-use development consisting of 189 units of apartments
- 11,400 s.f. of first-floor commercial
- Streetscape enhancements
- Renovation of Utility Services Building as LEED Silver

Award: Celebrating Leadership in Development Excellence (CLIDE) * New Development 2009 Center for Development Excellence
Second Phase of TOD Fifth Street Crossing
Next Phase in Downtown’s Evolution (cont.)

**Partnership**
- Oaks Properties, LLC
- City of Garland
- VAI Architect
- JHP Architecture

**Scope**
- 190 rental units
- Ground floor flex-space
- Space shared parking garage
- Update City Hall exterior
- Streetscape enhancements
View of 5th Street at Austin Street
Targeted Area Initiatives

Forest Jupiter
Transit Oriented
Redevelopment Strategy
Forest/Jupiter TOD

Economic Development Strategies

Opportunities:
- Centered on Forest Lane DART station
- Adjacent to large employment / manufacturing district
- Successful existing civic uses (library, school and park)
- In a Tax Increment Finance District

Issues:
- Commercial vacancy
- Perception of crime
- Lack of connectivity and access
- Unmet market opportunity
- Lack of identity and branding
- Older commercial and residential building stock
Forest/Jupiter/Walnut Catalyst Area
High Market Capture: Transit Oriented Redevelopment Strategies Process

- Identification of real estate or business expansion opportunities.
- Capturing unmet market opportunity for commercial and residential development.
- Development of capital improvement and urban design recommendations.
- Recommendations on potential revision of zoning and design standards.
- Creation of new incentive tools that facilitate residential and commercial investment.
- Development of strategies and plan of action for revitalization.

- Catalyst Urban consultant team hired February 1st
- Draft completion of strategy November 2012
Older garden apartments may be redeveloped into urban mixed-use district.

Mixed-use loft development with urban streetscape, and retail fronting Forest.

Research and development incubator TOD created on eastern half of DART property.

R&D implemented in partnership with existing hi-tech employers in area.

Station plaza created at platform entrance; bus facilities/routing remains on site.

DART parking moved across rail with overhead pedestrian access structure.

DART replacement parking adjacent to new flex/industrial or job training center.

New DART parking becomes future infill site once market allows densification.

330 loft units: (200 du/north, 130 du/south)
45,000 sf retail: (25k sf north, 20k sf south)
85,000 sf R&D office
70,000 sf office/industrial/training center
View of Mixed-Use Infill and New Station Plaza
Targeted Area Initiatives

Centerville Marketplace Repositioning Strategy
Repositioning Strategy

Issues & Opportunities

**Issues**
- Only two exits off of I-635 into Garland – strategic gateway
- $100 million commercial debt, over half originated at Recession height
- 20% vacancy rate (double city): former Mervyn’s, Target,
- 11.65% decline in commercial property values since 2010

**Opportunities**
- Recent rezoning of vacant land to include opportunity of residential
- Recent construction of three pad-site restaurants and reuse of vacant Mervyn’s into an LA Fitness
- TxDOT $10 million expansion of access road along I-635 LBJ Freeway
- Active surrounding neighborhoods and strong educational anchors
- Underutilized bus transfer center parking
Community Planning Challenge Grant

Parameters of the HUD Grant Award

Transform an important commercial district experiencing distress into a vibrant mixed-use district that capitalizes on its existing assets and anticipates new trends in the marketplace.

- Identification of at least three specific high-impact real estate or business expansion deals.
- Development of connectivity and mobility recommendations.
- Revision of land use and design standards.
- Pioneer housing and neighborhood revitalization strategies supporting the district.
- Establishment of an organized constituency advocating for long-term reinvestment.

HUD Grant: $106,500
City: $32,750
Chamber: $36,250
Total Project: $175,500
Bus Transit as a Catalyst?
Question and Answer

If you ask me anything I don't know, I'm not going to answer.

--- The Immortal Yogi Berra

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