

190 CATALYST AREA

Development Opportunity

The 190/PGBT Corridor represents the potential for new development. The City's overall strategy for this Area is to preserve vacant land for high-quality development. As a largely "Greenfield" opportunity, there is the potential for a regionally-important office and employment "address" (e.g., build-to-suit corporate headquarters/campus) with an integrated mid- to higher-end residential component and support retail. This area could also attract a lodging/conference center, again as a complement to the office/ employment core but should not compete with already existing development.

Key Assets of this *Catalyst Area* include:

- Large tracts of developable land
- New infrastructure
- Regional access and visibility (SH 190)

Targeted Investment Areas include:

- SH190 and Campbell Road (Priority)
- SH190 and Lavon Drive

Market Potential

	Attainable CA Capture	
Land Use	5 yr	10 yr
Single Family Detached (units)	900	1,200
Single Family Attached (units)	300	500
Multi-Family Rental (units)	500	800
Retail (sq ft)	400,000	600,000
Office (sq ft)	700,000	1,000,000
Employment (sq ft)	900,000	1,200,000

As shown, market potential within the *190 Catalyst Area* suggests support for a regional employment center, with a diverse mix of residential, retail, office and employment land uses. This *Area* represents a short- to mid-term (1 to 7 years) development opportunity.

Catalyst Area Map



Strategy Action Items

- Commit to a long-term vision for this prime "new development" area; be prepared to discourage vision-incompatible uses, even if market-feasible.
- Consider land use/architectural design regulations to preserve flexibility while promoting the vision in the Envision Garland Comprehensive Plan.
- Prepare and disseminate targeted marketing materials for economic development outreach efforts, as the development potential for this area likely will involve local, regional and national developers and investors.
- Put in place a long-term strategy to convert flood plain land along the PGBT into tracts of developable land attractive to quality new development.
- Commit to participating in the cost of infrastructure -work with property owners to evaluate the potential for improvement districts (e.g., TIF, BID) to fund infrastructure.

