

DOWNTOWN CATALYST AREA

Development Opportunity

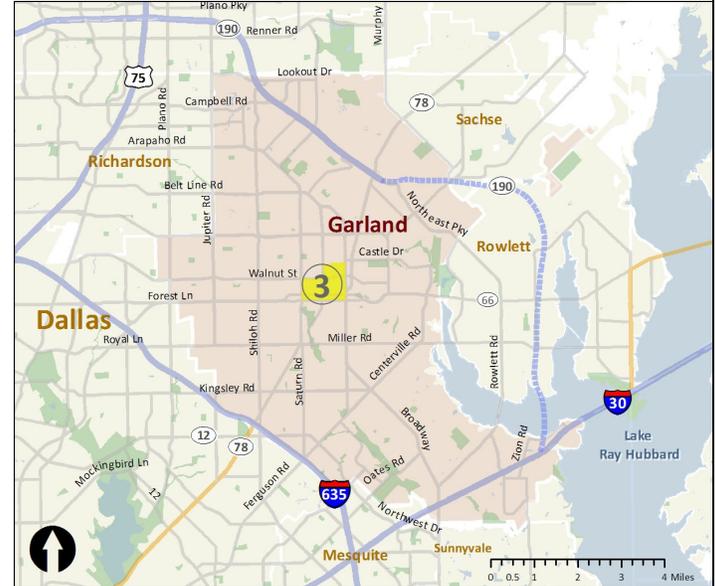
The Downtown Garland *Area* represents a unique opportunity to accommodate a variety of market-supportive land uses, within both a newly developed and redeveloped environment. From the City’s perspective, Downtown Garland is the community’s best opportunity to leverage recent public investments and create demand for:

- A robust transit-oriented development in an authentic, historic, small-town, urban setting
- An expanded educational component with complementary retail and residential space
- A continued hub for City services
- New live-work and other urban residential products
- Destination, specialty retail and lively, well-programmed public spaces

Key Assets of this *Catalyst Area* include:

- Garland’s Central Business District (employment base)
- DART light rail station and developing TOD
- Historic building stock for potential reuse
- Ample vacant/underutilized parcels
- Performing Arts Center and civic uses
- Richland Community College

Catalyst Area Map



Market Potential

Land Use	Attainable CA Capture	
	5 yr	10 yr
Single Family Attached (units)	75	100
Multi-Family Rental (units)	90	120
Retail (sq ft)	90,000	120,000
Office (sq ft)	60,000	80,000
Employment (sq ft)	limited	limited

As shown, market potential within the Downtown Garland *Catalyst Area* suggests support for office space, supported by retail and residential ownership and rental uses. This *Area* represents a short- to mid-term (1 to 4 years) development opportunity.

Strategy Action Items

- Study the feasibility of forming a business improvement district (BID) as a mechanism to fund public improvements and building/façade improvements.
- Continually update the Downtown master plan to help coordinate and broadcast the vision expressed in the *Envision Garland Comprehensive Plan*.
- Encourage street-fronting, pedestrian-friendly design in this Area through design and development standards.
- Explore worker- and resident-friendly, small-scale “place-making” opportunities throughout the Area.
- In conjunction with the city-wide branding process, develop a unique image for Downtown and a mechanism to market that image.
- Revisit existing zoning and development regulations to ensure compatibility with the *Envision Garland Comprehensive Plan* vision, including the transit zoning designation (allowing minimum densities and land use mix reflecting Downtown’s central role in the community).
- Carefully evaluate potentially competitive projects on sites outside of Downtown.