

SOUTH GARLAND AVENUE CATALYST AREA

Development Opportunity

South Garland Avenue represents one of the City's key commercial corridors – a gateway into the City from I-635 and an historic arterial connection to downtown Dallas. The City's overall strategy is to diversify large infill sites (e.g., Hypermart and Garland Shopping Center) to transform the Area into a viable employment/training center, taking advantage of regional transit access. New opportunities along this Corridor will thus focus on redevelopment and revitalization.

Key Assets of this Catalyst Area include:

- Anchored by two large vacant infill tracts
- I-635 improvements
- DART Park n Ride
- Proximity to educational facilities

Targeted Investment Areas include:

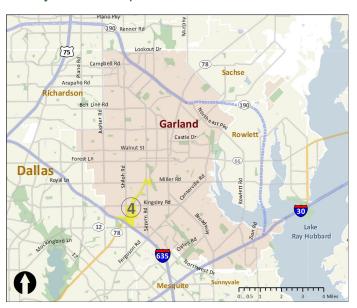
- Garland Avenue and Kingsley (Priority)
- Garland Avenue and Miller

Market Potential

	Attainable CA Capture	
Land Use	5 yr	10 yr
Single Family Attached (units)	50	80
Multi-Family Rental (units)	200	350
Retail (sq ft)	50,000	100,000
Office (sq ft)	40,000	70,000
Employment (sq ft)	20,000	40,000

As shown, market potential within the South Garland Avenue Corridor *Catalyst Area* suggests support for a mix of residential (attached ownership and rental) and retail uses, perhaps within a vertical mixed-use environment. This *Area* represents a midto long-term (4 to 10 years) development opportunity.

Catalyst Area Map



Strategy Action Items

- Consider land use/architectural design regulations to preserve flexibility while promoting the vision in the Envision Garland Comprehensive Plan and any subsequent planning efforts.
- Encourage street-fronting, pedestrian-friendly design in this Area through design and/or development standards.
- Explore worker- and resident-friendly, small-scale "place-making" opportunities throughout the Area (e.g., pocket parks, plazas, public art).
- Review and revise as necessary land use regulations based on more detailed planning efforts.
- Commit to the principles of "retail pruning" and highquality residential density.
- 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 needed infrastructure.