

INTERSTATE 30 CATALYST AREA

Development Opportunity

I-30 represents one of Garland's key commercial corridors – a gateway into the City and an important economic focal point. The City's overall strategy for this Area is to selectively redevelop underutilized properties to increase density and quality. Over the past few years, the I-30 Corridor has shown the impacts of competitive pressures from both fringe communities and other areas of the City. As such, new opportunities along the Corridor will focus on redevelopment and revitalization.

Key Assets of this *Catalyst Area* include:

- Lake amenity (Ray Hubbard)
- Relatively large developable land tracts
- Public investment at regional anchor (Bass Pro)
- PGBT extension connection to I-30

Targeted Investment Areas include:

- Harbor Point (Priority)
- I-30 and Rosehill
- I-30 and Broadway

Catalyst Area Map



Market Potential

Land Use	Attainable CA Capture	
	5 yr	10 yr
Single Family Attached (units)	100	200
Multi-Family Rental (units)	300	500
Retail (sq ft)	100,000	200,000
Office (sq ft)	40,000	80,000
Employment (sq ft)	60,000	130,000

As shown, market potential within the I-30 Corridor *Catalyst Area* suggests support for a mix of residential (attached ownership and rental), retail and office uses, perhaps within a vertical mixed-use environment. This *Area* represents a mid-to long-term (4 to 10 years) redevelopment opportunity.

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.
- Ensure live-work multimodal connections throughout the Corridor, particularly between identified *Targeted Investment Areas* and neighboring residential districts.
- Maintain private sector developer/investor contacts as public improvement decisions are made, soliciting cooperation and finding leverage opportunities where possible.
- Employ creative regulatory mechanisms such as “amortized zoning” on uses not in compliance with existing codes, or a “demolition by neglect” statute for dilapidated structures.
- Acquire and position strategic properties for private investment (land swap, land write-down, density bonuses).
- Evaluate the potential for expanding, and perhaps extending the time period for, the existing TIF district within the Corridor.