

CENTERVILLE MARKETPLACE CATALYST AREA

Development Opportunity

Centerville Marketplace is located at the intersection of Centerville Road and I-635 and represents a key gateway into the City of Garland. The City's overall strategy for this Area is to selectively redevelop underutilized properties to increase density and quality. New opportunities here will focus on redevelopment and revitalization. Residential development potential will likely be smaller-scale, but this *Catalyst Area* is well-located to attract workforce renters and buyers. New residential development will improve the area's overall image and help to attract the appropriate type of replacement retail. Professional and other smaller-format office users can take advantage of the I-635 access and would also benefit from quality new residential design.

Key Assets of this Catalyst Area include:

- Regional access and visibility (I-635)
- Proximity to major employment concentrations
- Ample vacant/underutilized parcels

Market Potential

	Attainable CA Capture	
Land Use	5 yr	10 yr
Single Family Attached (units)	20	30
Multi-Family Rental (units)	80	120
Retail (sq ft)	30,000	40,000
Office (sq ft)	40,000	60,000
Employment (sq ft)	limited	limited

As shown, market potential within the Centerville Marketplace *Catalyst Area* suggests demand for residential (attached ownership and rental) uses with support neighborhood retail and local service office space. This *Area* represents a mid- to long-term (7 to 10 years) redevelopment opportunity.

Catalyst Area Map



Strategy Action Items

- Foster relationships with infill/niche residential developers in the DFW region.
- Develop a concept master plan, clearly defining the potential market niche for redevelopment.
- Encourage street-fronting, pedestrian-friendly design in this Area through design and/or development regulations.
- Consider streetscape improvements especially where residential/mixed infill redevelopment is most likely to benefit.
- Explore worker- and resident-friendly, small-scale "place-making" opportunities throughout the Area (e.g., pocket parks, plazas, public art).
- Revisit the Area PD plan to ensure consistency with current redevelopment goals as expressed in the Envision Garland Comprehensive Plan.
- Educate neighboring homeowners associations and other stakeholder groups about the potential for highquality residential density as a replacement for vacant retail.
- Commit to the principles of "retail pruning" and highquality residential density.