

## BROADWAY / CENTERVILLE CATALYST AREA

### Development Opportunity

Broadway and Centerville represents the intersection of two of Garland's aging commercial corridors. The City's overall strategy for this Area is to selectively redevelop underutilized properties to increase density and quality. This area has shown the impacts of competitive pressures from both fringe communities and other areas of the City. New opportunities here will focus on redevelopment and revitalization. While the potential for residential development is relatively modest over the next ten years, well-designed workforce-range attached housing could begin to add life and provide proof-of-concept for comprehensive plan principles for similar areas. High commercial vacancy in the area could be reversed by redevelopment into a balance of neighborhood and community-scale retail and compatible urban residential.

Key Assets of this *Catalyst Area* include:

- Intersection of three (3) major arterials
- Available infrastructure/drainage improvements
- Stable neighborhoods with established commercial district, medical office cluster and high school

### Catalyst Area Map



### Market Potential

Land Use	Attainable CA Capture	
	5 yr	10 yr
Single Family Attached (units)	15	30
Multi-Family Rental (units)	40	60
Retail (sq ft)	40,000	60,000
Office (sq ft)	limited	30,000
Employment (sq ft)	limited	limited

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

### Strategy Action Items

- Foster relationships with infill/niche residential developers in the DFW region.
- Encourage street-fronting, pedestrian-friendly design in this Area through design and/or development standards.
- Consider streetscape improvements especially where residential/mixed infill redevelopment is most likely to benefit.
- Explore resident-friendly, small-scale "place-making" opportunities throughout the Area (e.g., pocket parks, plazas, public art).
- Establish development standards to encourage residential development.
- Involve local ethnic retailers and community groups in a visioning process for the renovation and repositioning of the older retail shopping center.
- Commit to the principles of "retail pruning" and higher-quality residential density.