## City of Garland Market Demand By Land Use Type

Land Use Type	Trade Area Demand (10 Year)	City of Garland			
		Market Share		10-Year Absorption (Units/SF)	
		Low	High	Low	High
Residential (Units):					
Single Family Detached	12,123	18%	23%	2,182	2,788
Single Family Attached	3,031	18%	23%	546	697
Multifamily Apartments	6,263	10%	15%	626	939
Residential Total	21,417			3,354	4,425
Non-Residential (SF):					
Retail	5,430,000	13%	17%	705,900	923,100
Office	5,452,000	8%	12%	436,160	654,240
Industrial	9,839,000	13%	17%	1,279,070	1,672,630
Non-Residential Total	20,721,000			2,421,130	3,249,970

Source: Leland Consulting Group.

Table 1 summarizes the level of market demand by various land use types that Garland could capture within the typical Trade Area. A "Low" market share indicates that City leadership would adhere to "business as usual" policies and programs – likely resulting in a continuation of prevailing development patterns. A "High" market share indicates that City leadership would implement a proactive approach to competing for market share, adopting policies and programs which encourage higher-density, mixed-use and sustainable land use patterns and quality of development.

Considering the impacts of various development growth scenarios, in July 2009 City Council directed City staff to pursue an "Aggressive Growth" posture as the basis for future policy and program development embodied in the Envision Garland Comprehensive Plan. Doing so requires City Council, City staff and the City's redevelopment partner, the Garland Chamber of Commerce (the Chamber), to embrace goals, policies and strategies that significantly diverge from Garland's past land use and development patterns for the remainder of the City's future development.