



Garland Economic Development Partnership Update

The Envision Garland Comprehensive Plan



August 2009

Envision Garland

- A single master plan for the city
- An identifiable community vision for the future
- A set of policies to guide subsequent planning, policy development, and decision-making
- Document useful to city departments and other organizations



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Public Input

- Citywide Community Survey
- Community Visioning
 - Citywide Visioning Workshop
 - Growing the Vision Workshops
- Stakeholder Interviews
- Barriers Report



Market Assessment

- Provide a reality check for land use planning
- Set stage for plan development and implementation
- Provide an accurate and independent story to tell potential developer / investor audiences

Demographic Findings

- Growth rates lag behind “ex-urban” communities
- Established stable neighborhoods and growing development areas - people and households are moving back in to communities like Garland, rather than out to the fringe.
- Larger family population, a growing senior resident base and a comparatively small young adult age cohort (18 to 34) - drivers of new business growth.
- Garland’s ethnic profile reflects growing diversity.

Residential Market Findings

- Garland, as the next “ring”, has an opportunity to be a logical target for urban housing.
- Construction of higher-density housing products, e.g., townhomes, condominiums and apartments are the trend for Garland.
- Development of transit enhances opportunities for denser rental and ownership units.
- Aging housing stock represents an opportunity to redevelop and rehabilitate existing neighborhoods.

Retail Market Findings

- Obvious gaps in the existing inventory include neighborhood shops, a range of dining establishments and various regional entertainment draws.
- Garland's older retail space inventory (42% built before 1985) suggests opportunities for replacement.

Office Market Findings

- Garland is a relatively underdeveloped office market
- Garland's office stock offers comparable lease rates and enjoys lower vacancies - indicative of a secondary "close-in" market
- Garland's expansive industrial base offers opportunities for supporting office space

Industrial Market Findings

- Garland is a major industrial base in the region.
- With over 40% of space constructed prior to 1980, rents are comparatively low.
- New developments attempt to provide new, flexible space.

Preliminary Market Conclusions

- Good densities in central Garland and solid demographics for the City as a whole
- Extension of PGB Turnpike improves connectivity
- DART light rail stations align with new development in downtown
- Historic “bones” and street grid downtown provide framework for new development programs
- Increasing cultural diversity can be leveraged/celebrated

Responding to the Market

- Increased focus on infill/redevelopment and expanded efforts to attract new development
- Significant changes to prevailing development patterns
- Aggressive competitive differentiation in market
- Highest utilization of developable land
- Significant public sector investment

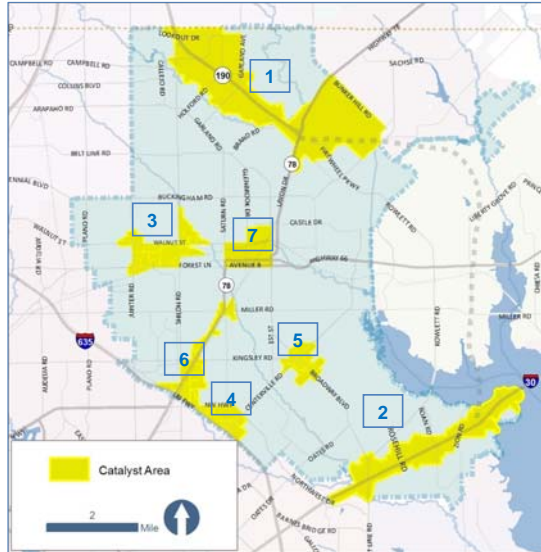
Framework for Implementation

- Limited Resources Require Targeted Investment
- Identify Areas Where City Will Direct Growth
- Grounded in Market and Economic Reality
- Focus Redevelopment Efforts in “Catalyst” Areas – Economic “Ripple” Effect

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Catalyst Areas

1. PGBT/SH 190 Corridor
2. I-30 Corridor
3. Forest-Jupiter Station/Walnut Corridor
4. Centerville Marketplace
5. Broadway & Centerville Area
6. South Garland Avenue Corridor
7. Downtown Garland



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Next Steps

- **Comprehensive Plan Development**
 - Articulate Citywide Vision
 - Articulate Vision for Catalyst Areas
 - Identify Implementation Strategies
 - Public Review and Adoption
- **Economic Development Strategy**
 - Identify and Prioritize Opportunities within Catalyst Areas
 - Evaluate Market and Economic Opportunities and Constraints
 - Formulate Public-Private Partnership Strategies

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