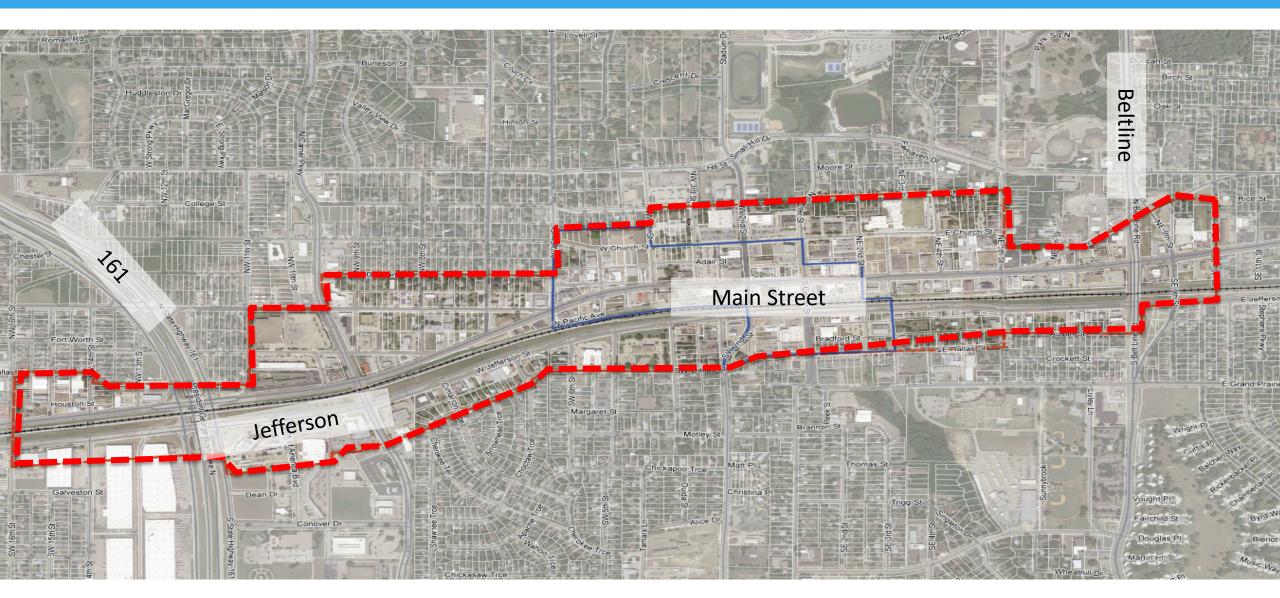




DOWNTOWN CORE





VISION



- ☐ Inviting place to live, shop, eat and work
 - ✓ New in-fill housing
 - ✓ Destination restaurants
 - ✓ Entertainment options/venues
- ☐ Competitive in attracting, jobs, people and private investment
- ☐ Authentic and vibrant
 - ✓ Historic character
 - ✓ Quality in-fill development
 - ✓ Active places
- ☐ Sustainable
 - ✓ Walkable
 - ✓ Diverse
 - ✓ Safe and inviting
 - ✓ Programmed open space





ISSUES



- Fragmented ownership
- Lack of unified vision
- Pedestrian experience is hindered by:
 - Heavy truck traffic
 - Speeding traffic
 - o Up RR
- Merchandising quality (lack of destination)



Downtown Grand Prairie | 2018



MAIN STREET CONTRAINTS

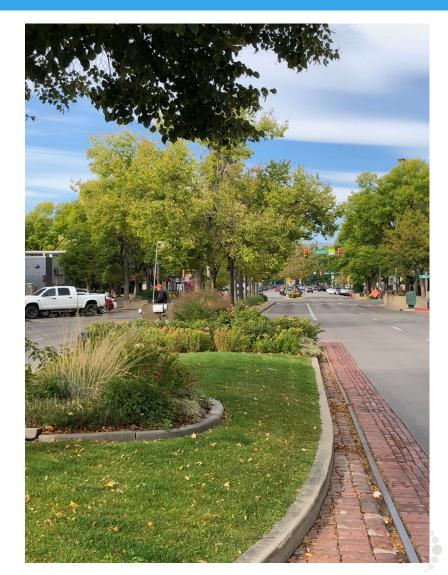


Existing Challenges and Remedies

Downtown is iconic; consisting of a strong cluster of downtown buildings, storefronts and infill housing

The opportunity provided by this framework is greatly hampered by Main Street and Jefferson traversing through Downtown; bisecting its commercial and impacting performance.

Removing these impediments can unlock the true potential for the Downtown to be a regional live/work/play destination.



FUTURE (NO BUILD)



- ☐ Increased congestion (local and thru put issue)
- ☐ Safety more accidents
- ☐ Mobility degredation
- ☐ Economic loss
 - Downtown Avoidance
- ☐ Neighborhood impacts
 - Increased truck traffic in neighborhoods
 - Lower home values due to adjacent commercial quality
 - Impedes walkability and connectivity





MARKET DEMAND



Small Office Demand- 5,373 square feet (annual)

Mixed Residential

Retail Demand – 268,799 square feet (annual)

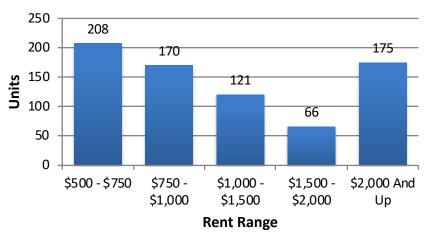
Retail [51,340 sf]

Restaurants/Other Eating Places [34,892 sf]

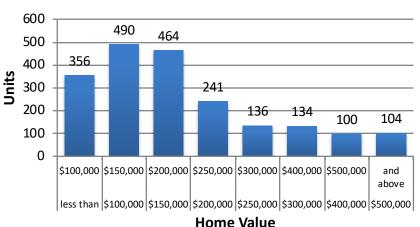
Grocery Stores [18,696 sf]

Clothing Stores [21,069 sf]

Potential Annual Demand for Multifamily Residential By Monthly Rent



Potential Annual Demand for Single Family Residential By Qualifying Income Levels





PSYCHOGRAPHICS



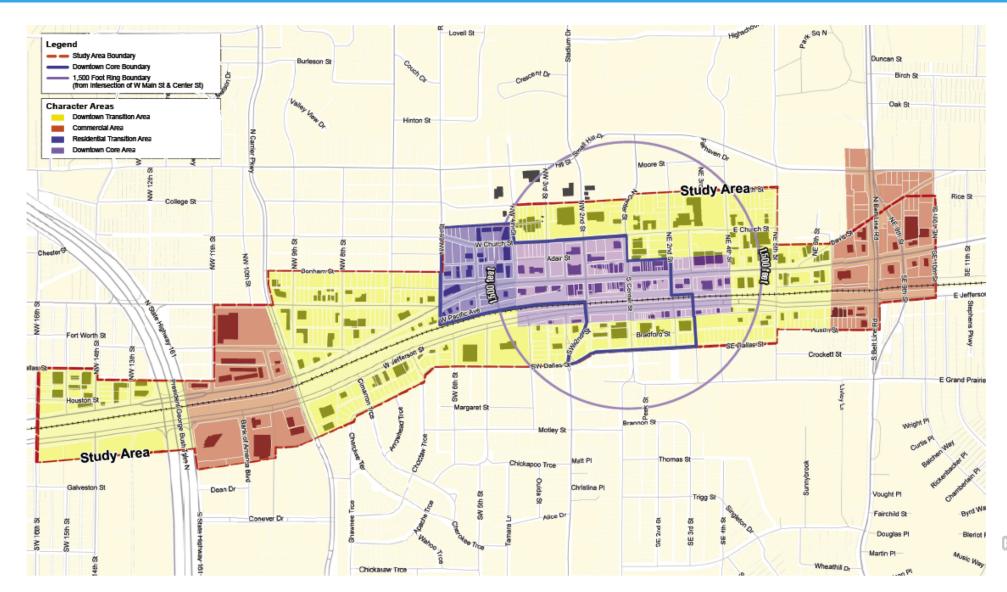
Grand Prairie Primary Psychographics Comparisons (3-mile)									
Psychographic Segment (% Households)	Downtown Grand Prairie	Bishop Arts	Downtown Carrollton	Denton Square	Downtown Grapevine	Downtown Lewisville	Trinity Groves	Downtown Richardson	Downtown Arlington
Los Novios	19.5%	13.8%	5.9%	.0%	.0%	3.5%	4.5%	3.7%	10.1%
Los Trabajadores	19.2%	17.6%	7.0%	5.1%	4.5%	6.9%	8.7%	11.9%	22.1%
Los Padres	17.6%	8.5%	12.6%	.0%	6.1%	1.7%	3.6%	1.8%	2.2%
Los Solteros	14.9%	20.9%	5.9%	1.4%	.0%	7.9%	12.9%	3.2%	2.3%
Middle of the Road	4.5%	.0%	1.4%	.0%	2.0%	2.7%	.0%	1.4%	0.5%
Proud Parent	4.0%	.0%	.0%	10.4%	.0%	2.9%	.5%	2.6%	9.4%
Managing Business	3.1%	.5%	.3%	.0%	3.5%	.0%	1.4%	1.7%	1.4%
Regents	2.9%	1.6%	5.5%	2.1%	8.9%	.0%	.9%	2.0%	3.5%
Lower East Side	2.6%	5.8%	.0%	.5%	.0%	.0%	1.2%	1.0%	.0%
Anos de Quincenera	1.9%	1.0%	3.3%	.0%	.0%	.0%	.0%	.0%	.0%
Los Padrinos	1.6%	4.3%	2.0%	0.0%	0.0%	0.0%	2.3%	0.8%	0.8%

Bishop Arts District, Trinity Groves, and Downtown Richardson are the most psychographically similar to Downtown Grand Prairie



CHARACTER AREAS

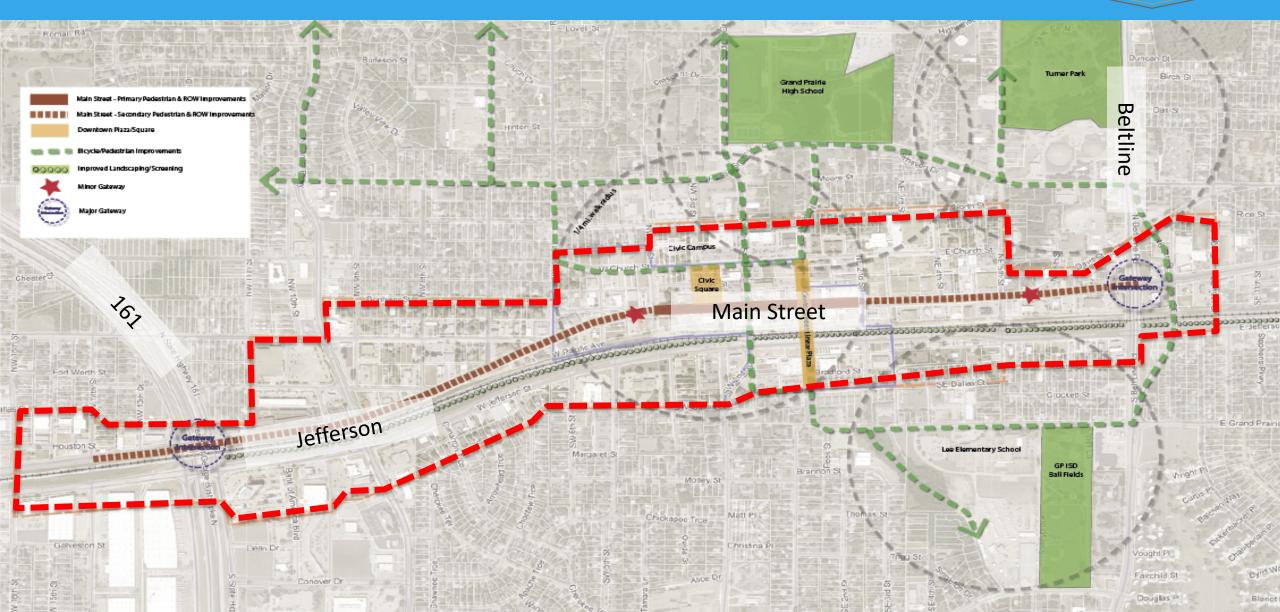






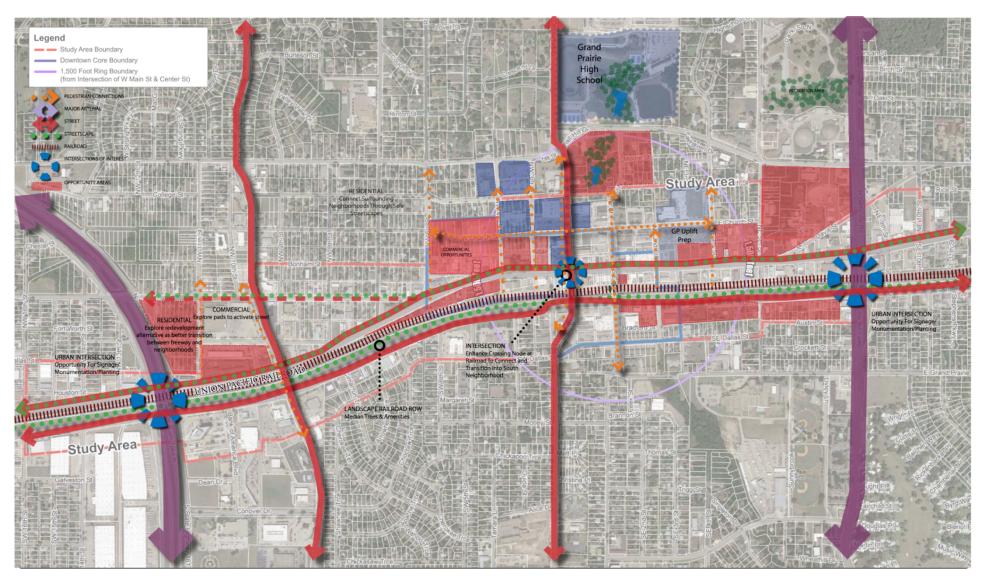
CONNECTIVITY





OPPORTUNITY AREAS

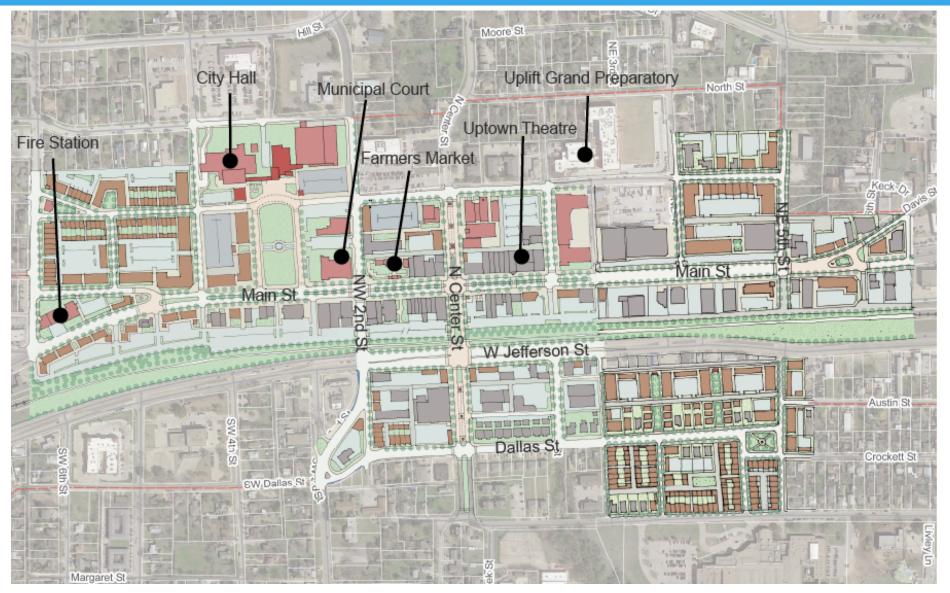






The "Grand" Vision







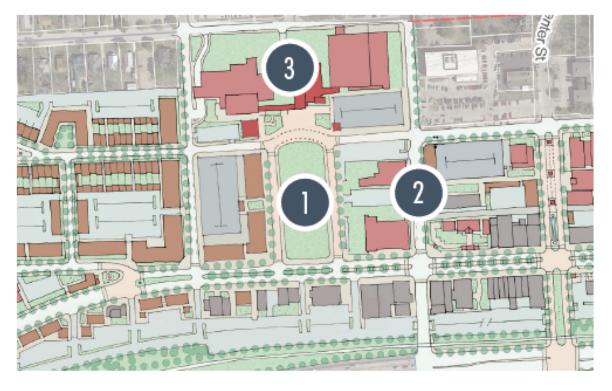
"GRAND" CIVIC PLAZA



Key Improvements

- 1. Construction of the Plaza
- 2. Closure of 3rd Street between Main and College
- 3. Current upgrade of City Hall





- Destination restaurants to leverage plaza and reinforce Main Street Restaurant Row
- Future public/private parking



MAIN STREET RESTAURANT ROW



Key Improvements

- 1. Expansion of the courtyard parking between UPRR right-ofway and the rear of future buildings
- Continue upgrading Main Street to encourage redevelopment and walkability between the downtown core and south side of Main Street
- 3. Infill development along Main
- 4. Redevelopment of the area north of Main Street between 4th and 6th to College. This "Super Block" to accommodate new commercial development in in-fill urban housing
- 5. Landscaping the UPRR right-of-way
- Gateway/entryway feature for Core Downtown along Main Street



- Destination restaurants along Main Street
- Urban residential with commercial retail/restaurants in 1st floor of super block



DOWNTOWN CENTRAL



Key Improvements

- Center Street pedestrian "Straza" that can be activated with street vendors and events/festivals
- 2. In-fill parking at the southeast corner of 2nd Street and College





- Destination restaurants along Main Street and, if applicable, patios along key intersections to activate frontages
- Destination retail including boutiques, coffee shops, bakeries, chocolate/candy stores

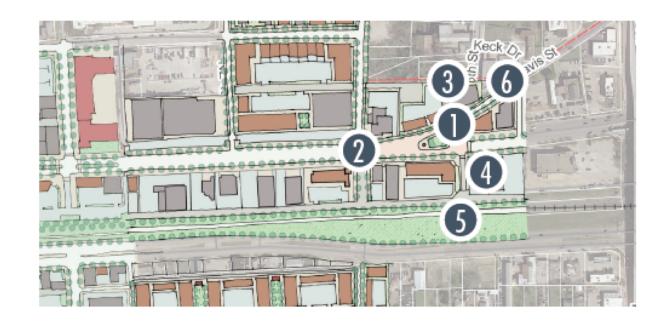


EASTERN DOWNTOWN GATEWAY



Key Improvements

- Main Street gateway at intersection of Davis and Main Street
- 2. Aesthetic improvements along Main Street with landscaping and parking lot screening
- Consolidate driveways to improve the pedestrian safety
- 4. Evaluate the feasibility of creating a cottageindustrial/craft-industrial redevelopment focus for this area
- 5. Create better transitions/connections to the south through modest residential in-fill/redevelopment
- 6. Integrate neighborhood scale greens and pocket parks with the redevelopment (not shown)



- 1. In-fill residential
- Long-term focus on small-scale cottage industrial uses (at Davis and Main)



WESTERN DOWNTOWN GATEWAY



Key Improvements

- 1. Main Street gateway at Davis and Main intersection
- 2. Redevelopment of residential to corporate campus (long-term strategy)
- Redevelopment of motels to create stronger gateways (and provide for higher quality lodging to support the corporate attraction strategy)





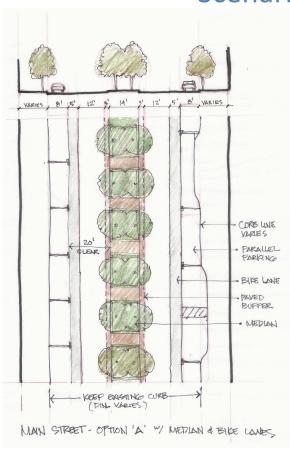
- 1. Corporate/office users
- 2. Full service hospitality/niche boutique motels that embrace the history of Bankhead Highway
- 3. In-fill retail on Carrier Parkway
- 1. National retail/restaurants on Main Street frontage



MAIN STREET SCENARIOS



Scenario 1

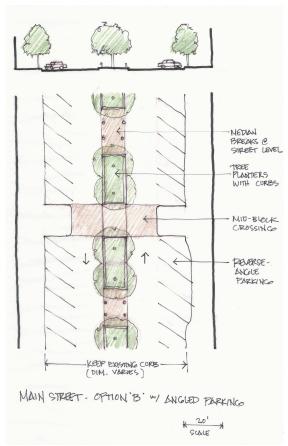


5' shared lane and 12' main lane each direction with parallel non street parks and 14' median

Impacts:

- Greater median enhancements
- Fewer on-street parking stalls

Scenario 2



5' shared lane and 12' main lane each direction with reverse angled street parks and 11' median

Impacts:

- Increased parks
- Narrower medial

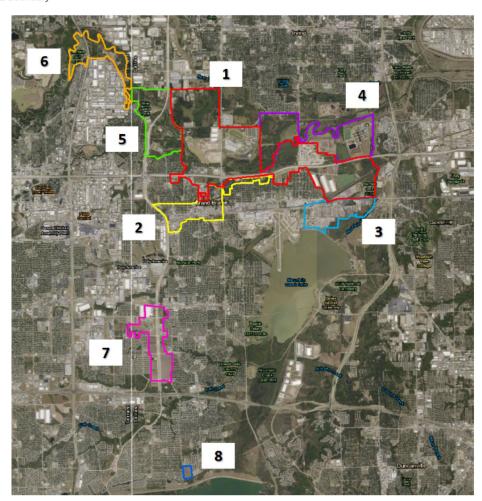


IN PLACE FUNDING MECHANISM



TIRZ # 1 was expanded to include Downtown (Area#2) and the term was extended to create additional capacity and coverage

TIRZ Boundary



Boundary Description

Grand Prairie TIRZ #1 is noncontiguous and is made up of eight area development zones. Area #1 consists of the original boundaries of the TIRZ created in 1999. The expanded areas created in 2018 include Areas #2, #3, #4, and #5 which are directly adjacent to Area #1, all within Dallas County. IAlso added in 2018 is Area #6, which is adjacent to Area #5, and located in Tarrant County. Area #7 is located further south and is in both Dallas and Tarrant County. Lastly, Area #8 is located further south, and is within Dallas County. Legal descriptions of each area are included in the following pages of this Project and Financing Plan.





SCHEDULE/NEXT STEPS



- **I**urnback adopted by City Council (Nov 2018)
- IF Extended in term and geography (Oct 2018)
- Downtown Plan adopted (Est. Feb 2019)
- □Infrastructure/CIP Strategy (Summer 2019)
- ☐ Updated Zoning adopted (Summer 2019)
- ☐ Turnback negotiated and approved by NTCOG/TxDOT (Est. Fall 2020)
 - Phasing Strategy
 - Funding Approach



Implementation/Next Steps



- ✓ Funding mechanisms
 - Tax Increment Reinvestment Zone [Oct 2018]
 - Business Improvement District
 - 380 Agreements (as needed)
- ✓ Zoning Framework Plan (Summer 2019)
- ✓ Parking management
- ✓ Main Street Turnback (2020)
- ✓ Branding
- ✓ Wayfinding
- ✓ Marketing
 - Using RFP's to create interest
 - Validating the vision
- ✓ Programming

