

DOWNTOWN MASTER PLAN

GRAND PRAIRIE, TEXAS

APPROVED MAY 7, 2019
BY RESOLUTION NO. 5016-2019

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Special thanks to local downtown businesses and residents stakeholders who participated in various interviews, workshops, and discussions that helped shape the vision and ideas for Downtown Grand Prairie.

EXECUTIVE SUMMARY

This Downtown Plan outlines the vision and strategic actions that can catalyze and set the vision for Downtown Grand Prairie in motion. This plan builds upon the goals outlined in the 2018 Comprehensive Plan update, current assets, and existing character.

This Downtown Plan includes several key elements:

- Identification of Character Areas that comprise Downtown
- A Downtown Illustrative Plan that reflects the vision
- Activation/Merchandising Strategy to implement the plan

The Character Areas reflect the different sub-areas within Downtown that have different block structures, mix of uses, types of improvements, and other factors. The Character Areas help define the subtle nuances that make Downtown unique and differentiated. The Illustrative Plan combines the vision, catalyst areas, and graphical representation of the principles to illustrate the “future of Downtown.” The Activation/Merchandising Strategy serves as a road map for the implementation of Downtown. This plan describes the process, resources, and timeline for fulfillment of the vision. Collectively these elements create the overall framework for the Downtown Plan.

Activating a Grand Downtown

Grand Prairie gets its name from the great prairie that exists between Dallas and Fort Worth. Grand Prairie emerged from a depot along the T&P Railroad, located where the current Downtown exists today. Downtown is strategically located between Belt Line Rd. and SH 161, just south of Interstate 30, near Grand Prairie’s Entertainment District.

Today, Downtown represents the important historical significance that

Grand Prairie played in the formation of its grand city and the greater region. It is critical that the historical character guide future improvements within Downtown so that these elements are preserved to maintain its rich history for future generations. It should also be noted that Downtown today currently caters to residents and visitors with its award-winning farmers market, the historic Uptown Theater, and government buildings that serve as the municipal center for both the City of Grand Prairie and the Dallas County.

Currently, the City of Grand Prairie is in the middle of a robust growth phase. Recent retail expansion along the I-20 and SH 161 corridors compliments Grand Prairies’ diverse base of existing retail, entertainment, industrial, and quality neighborhoods. It is important that the future development of Downtown complement these existing regional nodes, rather than competing for the same uses or market share.

Downtown has huge potential to be even more significant by adding new housing, attracting niche destination restaurants, quality retail, increasing accessibility, and adding quality open spaces that attract local and regional visitors. Today, other progressive regional cities are using downtowns to advance their economic positions by reinvesting in their historic downtowns, many of which have become vibrant and iconic districts that embrace their unique identity, while simultaneously enhancing livability and attracting choice people.

Downtown has already benefitted from recent investment and strategies outlined in the 2010 Comprehensive Plan. This process set forth policies for Downtown redevelopment and revitalization that resulted in over \$1.1M of direct public investments and created a vision that set in place the current projects underway in Downtown. While the recent Comprehensive Plan update of 2018 reinforced the importance of Downtown and underscored current activities, the goals were broad and lacked the level of detail needed to foster a comprehensive revitalization.

Therefore, this planning team was engaged to create a plan to activate Downtown by gathering informed input from local downtown operators and city leaders to draft a context-sensitive plan using best practices to create links between goals and market-based findings, as well as develop a plan that incorporates quality public spaces, enhances pedestrian primacy, creates better connectivity, and prioritizes new development activities.

This plan is nuanced based upon Character Areas that are separate and distinct subareas that reflect the heritage and charm of each area in context of the greater Downtown area. As such, this Downtown Plan reinforces the uniqueness of each area but coordinates these distinct districts in a unified plan that achieves a singular, long-term vision for Downtown.

The Master Plan is an illustrative of the goals for the core areas of Downtown. The Master Plan was developed through many discussions with operators, input from the Main Street Steering Committee, direction from the planning and economic development staff, engineering, and city leader input. There were several goals that emerged from these discussions, including the following:

- **Connectivity** - Downtown has a number of major drivers, but these assets are disconnected from one another. In addition, the current design of Main Street and associated feeder streets creates barriers for development. As a result, some improvements are already being contemplated. For example, the proposed connection of Stadium Drive to the I-30 Service Road will help connect Downtown to the Entertainment District. This initiative is also exploring wholesale improvements, including a proposed Turnback of Main Street from TxDot to the City, to enable modified designs of Main Street using city standards rather than rigid TxDot requirements. This will enable Main Street to function as a walkable corridor, enable slower speeds, allow for the closing of Main Street during major festivals and events (if desired), and allow modifications to accommodate greater inner connectivity within the Downtown core.

- **Enhancing Public Improvements** - The public realm represents a substantial opportunity to create a stronger identity, increase pedestrian safety and circulation, as well as enhance downtown as a “place.” This plan identifies several areas, can be activated through improved streetscapes and enhanced intersections and easements, including the Union Pacific Rail Road right-of-way.
- **Retain Downtown’s Unique Character** - Downtown is comprised of several influential Character Areas, of which the SH 161 /Main Street and Belt Line Rd./Main Street intersection areas serve as major gateways to Downtown. The Downtown Plan identifies key areas to locate gateway features and transitions between these regional commercial areas and the nuanced historic downtown district.
- **Expand Downtown as a Live/Work/Play destination** - Downtown has the potential to be a destination for the arts, cultural, entertainment, boutique retail shops, and niche restaurants. Through analysis and review of the distribution of existing uses, and guided by the Character Areas, the Downtown Plan contains a merchandising strategy to activate the proposed development plan and associated activities needed to support future activation of infill and redevelopment areas within the core.

Vision for a Grand Downtown

The vision for Downtown Grand Prairie is a district that is engaging, walkable, and livable. The Downtown should provide a broad and attainable mix of housing options, niche destination restaurants, and retail. Downtown should also incorporate quality hangout places that cater to families, area residents, tourists, and young adults. Future development should enhance the existing neighborhood character but also create more diversity within the economic and social realms.

Blueprint for a Grand Downtown

The Downtown Plan represents an alignment of policies, goals, and future investments needed to activate the vision for Downtown. This section includes the building blocks and process that was used in developing the Downtown Vision and elements to implement the vision.

Development Potential

Based upon TIRZ estimates activation of this plan represents an estimated net new 224,000 SF of development and 1,675 housing units, which has the potential to can create over \$224M in new value and \$74M in net new revenue to the City and \$26M of TIRZ revenue (Source: David Pettit Economic Development).

Components of a “Grand “ Downtown Plan

1. Connectivity
2. Open space
3. Parking
4. Streetscapes

Activation Activities

1. Redesign of Main Street to mitigate truck traffic, reduce speeds, and encourage walkability, programming, and safety
2. Creation of a Municipal Civic Plaza to serve as a strong front door to municipal buildings and active plaza for events and restaurant activation
3. 2nd Street Straza to encourage pedestrian activity and serve as an opportunity for events and vendors
4. Beautification of the Union Pacific Railroad easement to enhance the aesthetics of Downtown
5. Connection to Entertainment District to create synergies to both districts
6. Gateways to Downtown to support branding and presence
7. Form-based zoning to regulate and protect the vision
8. Increase public parking to accommodate future economic development



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INTRODUCTION

1. Purpose
2. Regional Context
3. Study Area

INTRODUCTION

Purpose

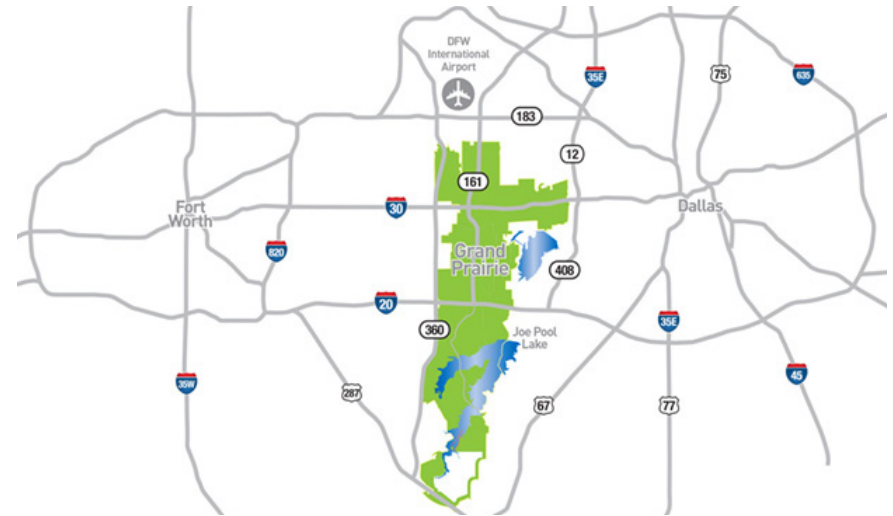
The purpose of the Grand Prairie Downtown Plan is to create a unique and identifiable downtown that serves the local residents and community alike, supports economic vibrancy, and offers destination-oriented uses to create greater regional gravity. When completed, this plan will serve as a guiding tool to be used by the City of Grand Prairie to guide future decision-making with regard to downtown. While the city's Comprehensive Plan is the primary guide for growth and development, this Downtown Plan serves as a more detailed strategy that links land use and economic goals with a coalesced vision.

While conventional suburban development has occurred in Grand Prairie, especially along the SH 161 Corridor, Downtown Grand Prairie has improved slower than other parts of the city. The redesign of the City Hall Campus, interest from private developers to invest in Downtown, and the potential for the TxDOT Turnback Program on Main Street all have created the incentive for developing this master plan for Downtown Grand Prairie. A common vision will help leverage existing catalyst projects, such as the Uptown Theater, Firehouse Gastro Park, and the award-winning Farmers Market.

Regional Context

Grand Prairie is a critically important location in the Dallas-Fort Worth Metropolitan Statistical Area (DFW MSA). Located just south of the DFW International Airport and stretching all the way to US 287, Grand Prairie is well connected regionally through the major corridors of SH 161, SH 360, IH-30, and IH-20. Recently the city has seen significant new development

along the SH 161 (President George Bush Turnpike – PGBT) Corridor with Epic Central, new multifamily developments such as Villas Central Park, and new retail near the new IKEA at I-20 and PGBT. The PGBT Corridor is also home to major regional corporate employers such as Lockheed Martin, Poly-America, and Home Depot.



With changing economic and demographic trends in the greater region, successful downtown revitalization at the community's heart will be important to keep Grand Prairie competitive and relevant for future growth and change. In this new economy, the key to success will be to attract and retain a talented and diverse labor force. There is growing realization that people want to live in safe, connected places with quality destinations, public and civic spaces, vibrant social life, recreational opportunities, and near employment centers.

As Grand Prairie continues to reach build out, the new growth will have to be in the form of redevelopment – specifically Downtown and its aging commercial corridors. Placemaking and walkability are critically important to the future of economic development, especially as it relates

to downtown revitalization. A walkable, vibrant, and attractive physical context creates the environment for bringing in new spending, leveraging existing visitors, and retaining as much local demand as possible.

Downtowns have been new sources for economic development. In fact, several suburban cities in the region lack a historic place but have effectively replicated downtowns by recreating town-center elements and integrating walkable places as a substitute. Grand Prairie is blessed with an authentic downtown with historic character and neighborhood fabric that can be leveraged to create more opportunities for mutually reinforcing public and private investment.

Focusing on a vibrant and walkable vision for Downtown, this plan is intended to provide a comprehensive blueprint for future private development, public infrastructure, and economic development strategies for Grand Prairie's downtown. In addition to serving as a guide for private and public investment, this initiative provides the community a distinct set of actions to realize the community's vision.

Study Area

The focus area includes the core blocks of Downtown and adjoining neighborhood. Generally, the existing core of Downtown is defined from Main Street from W 4th Street to E 3rd Street and approximately one block north and south of Main Street.

Greater Downtown encompasses primarily commercial/civic buildings that follows a typical 400' x 400' gridded block structure, but also considers the existing neighborhood fabric of surrounding areas. The study area defined in this report primarily includes District No. 2 of the City of Grand Prairie's Central Business District Overlay, which includes municipal, commercial, and retail uses.

This larger 331-acre study area is generally located along Main Street between Belt Line Road and PG&T. The southern boundary is just south of Jefferson Street while the northern boundary is south of Hill Street.

The intersections of Main Street with PG&T on the west and Belt Line Road on the east serve as the major gateway points into Downtown. Main Street (SH 180) and Jefferson Street serve as the primary east/west corridors, and while they are only +/- 300 feet from one another.

The Union Pacific Railroad (UPRR) corridor separates Downtown. The rail corridor serves as a major man-made barrier to the downtown, separating the northern and southern edges of Downtown. There are at-grade crossings at W 2nd Street and Center Street in the core of Downtown. A grade separated crossing that also provides at-grade connectivity to both Jefferson and Main Streets is only located at the SH 161 Frontage Roads. Carrier Parkway and Belt Line Road also provide grade-separated crossings at the railroad, but these streets do not provide at-grade intersections at both Jefferson and Main Streets.



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EXISTING CONDITIONS

- Framework
- Community Input
- Focus Areas

MARKET ASSESSMENT

- Demographic Overview
- Demand
- Psychographics

FRAMEWORK

- Character areas
- Connectivity
- Open space

VISION

- Illustrative Plan
- Catalyst Areas

IMPLEMENTATION

- Prioritization
- Incentive Policy
- Regulatory Strategy



EXISTING CONDITIONS

1. Framework
2. Community Input
3. Focus Areas

EXISTING CONDITIONS

Developing the Framework for the Downtown Vision Physical Assessment

An integral piece of this initiative was to understand the physical context of Downtown Grand Prairie. Not only was it important to understand the physical extents of the study area, but also it was vital to understand the synergies and relationships of the greater area with regard to Downtown. This assessment included an analysis of the existing block structure, public infrastructure, roadway connectivity, residential context, and the existing regulatory structure (zoning and CBD Overlay). The physical assessment was conducted through an iterative process, including a driving tour of Downtown and the greater area, as well as a block-by-block walking tour. Please note that full size images of existing conditions maps may be found in the Appendix.

Existing Land Uses

At the intersection of Main Street and PGBT, the existing land uses are in flux due to the recent construction of the Turnpike. A newly built gas station is located at the NW corner of the intersection. West of the Turnpike along Main Street is a mix of older, auto-related service uses. East of the Turnpike are a mix of older lodging uses, strip retail, an Albertson's Grocer (one block north of Main Street on Carrier Pkwy), and a hodgepodge of restaurant pads and underutilized or vacant retail buildings and lots. The city's new fire station is located at W 6th Street and after W 7th Street; Main Street has development on both sides. West of W 7th Street, Main Street only has development along its northern edge since the railroad ROW abuts the Main Street ROW. North along Main Street between W 4th Street and W 2nd Street is the City municipal complex. Along Main Street's southern edge between W 7th and W 4th Street are a series of single-story retail/ restaurant pad sites. Many are underutilized and/or vacant.

The most intact downtown block where buildings have the best walkable context (i.e., built close to the street with parking located in the back or side of the building with wide sidewalks) is located between Collins Street and E 2nd Street. East along those blocks on Main Street devolves into a series of older auto-oriented strip retail or pad sites. There are some newer retail pads at Main Street's intersection with Belt Line Road.

The adjacent neighborhoods surrounding downtown include a diverse mix of older single-family neighborhoods, light industrial, and retail (especially along Jefferson Street south of the UPRR).



(The image above represents one of the few mixed-use buildings in downtown. Retail at the ground level transitions into residential/small office on the two floors above.)



(The Image above represents one of several municipal buildings downtown.)



(The image above represents several retail/commercial buildings that are common along Main Street.)



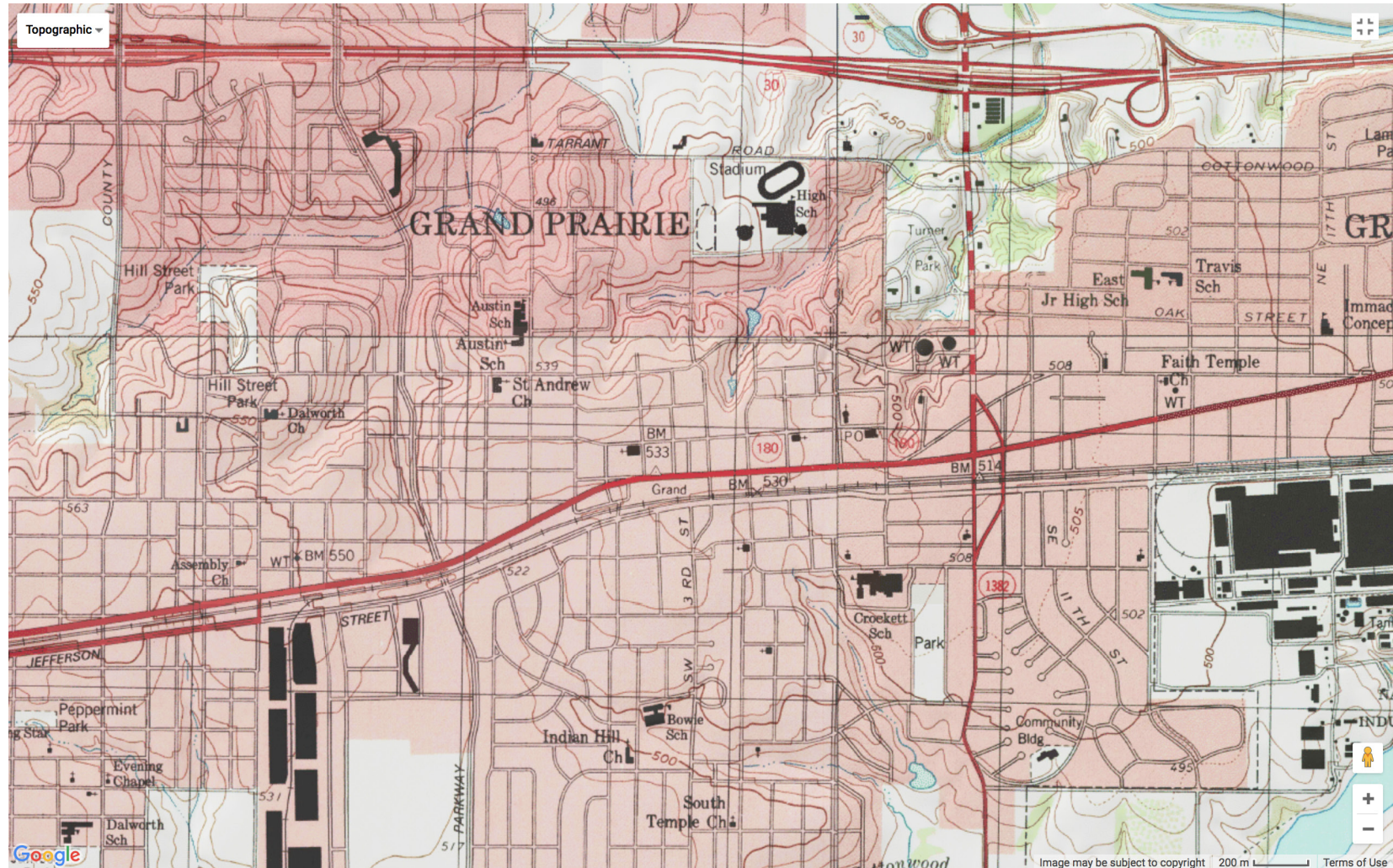
(The image above represents one of several Public-Semi Public Open Space areas in downtown. While the Farmers Market has designated hours of operation, the space can be used as a gathering place for the community outside of operating hours.)



(The image above represents quality residential transition on the northern portion of Downtown.)

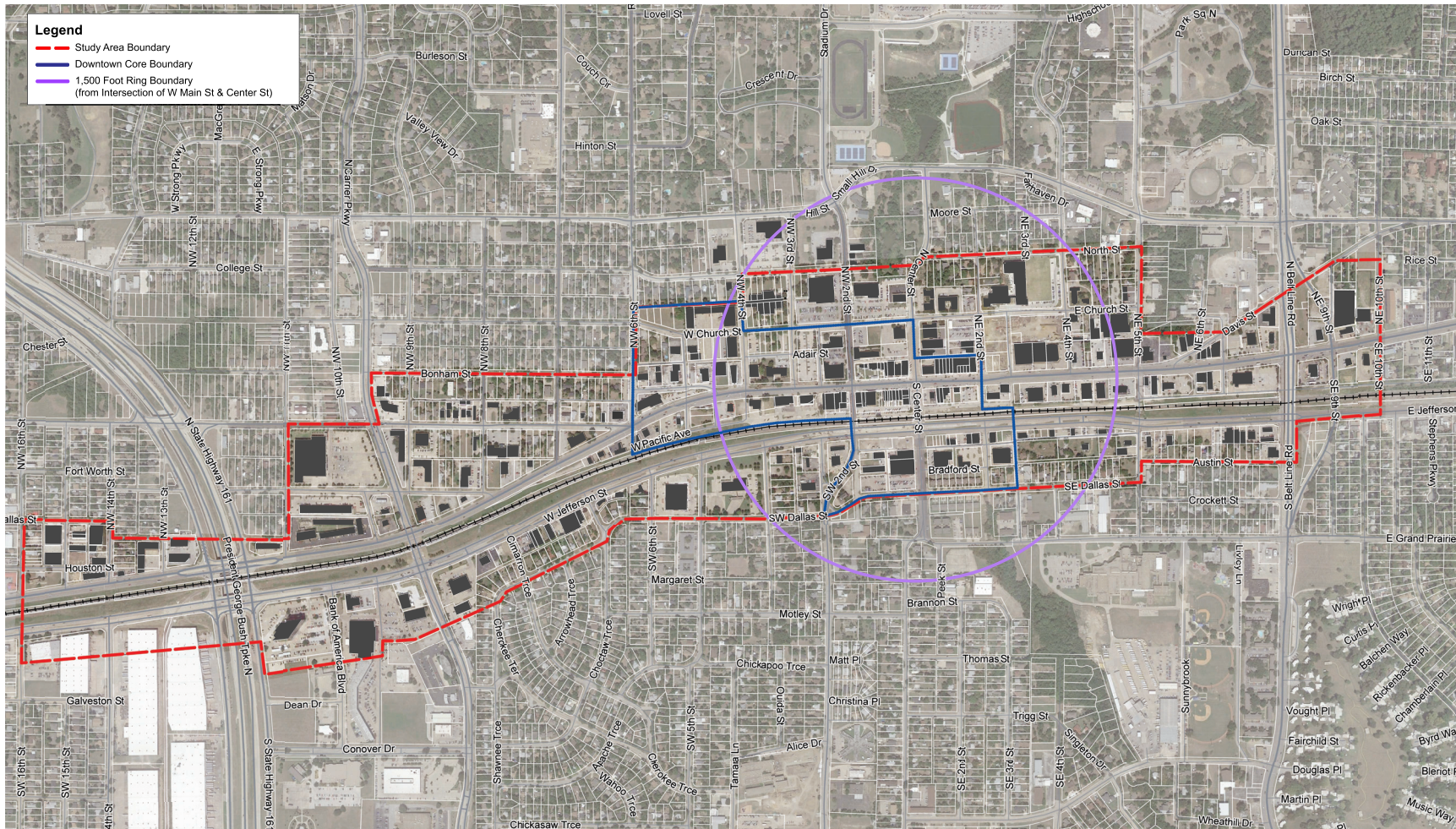
Topography

In general, the topography of the Study Area is relatively flat. There is an east-west ridge line located to the north of the Study Area near Small Hill Rd., that illustrates an ~80 foot decline in elevation as you approach the high school. There is a major drainage creek (Cottonwood Creek) to the south and the plan area south of the railroad drains to the south.



Existing Built Environment

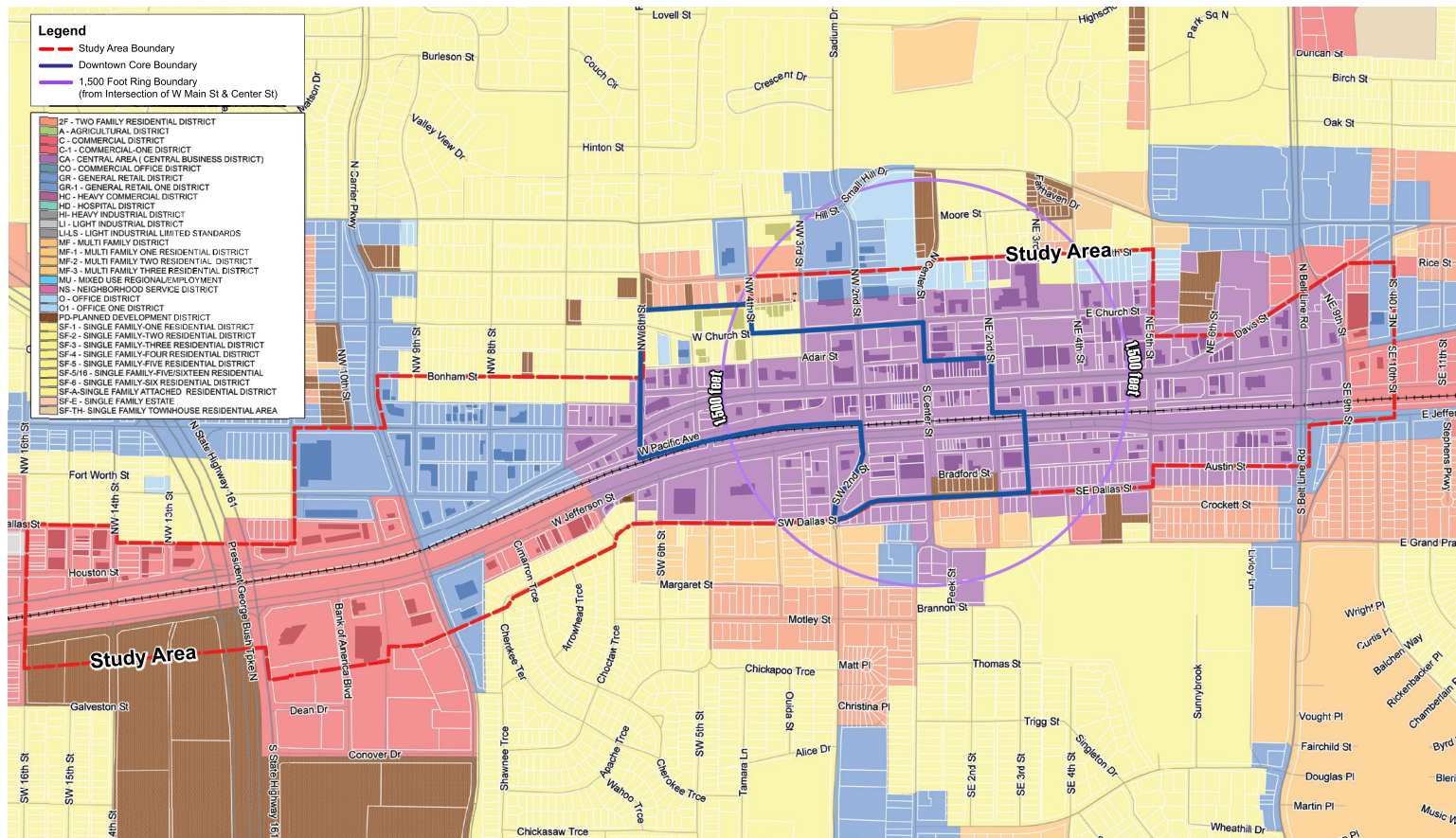
The building orientation along the Main Street Corridor in Downtown creates large 400' x400' blocks that are typically serviced by large surface parking lots. The presence of large surface parking lots and the small size of the commercial buildings enable the ability to further divide the properties into something that is more pedestrian friendly. These large surface lots effectively create buffers rather than transitions between uses. The creation of additional built environment, either through the modification of portions of the buildings/or the addition of new development opportunities, will increase connectivity and the pedestrian experience as a whole.



Zoning

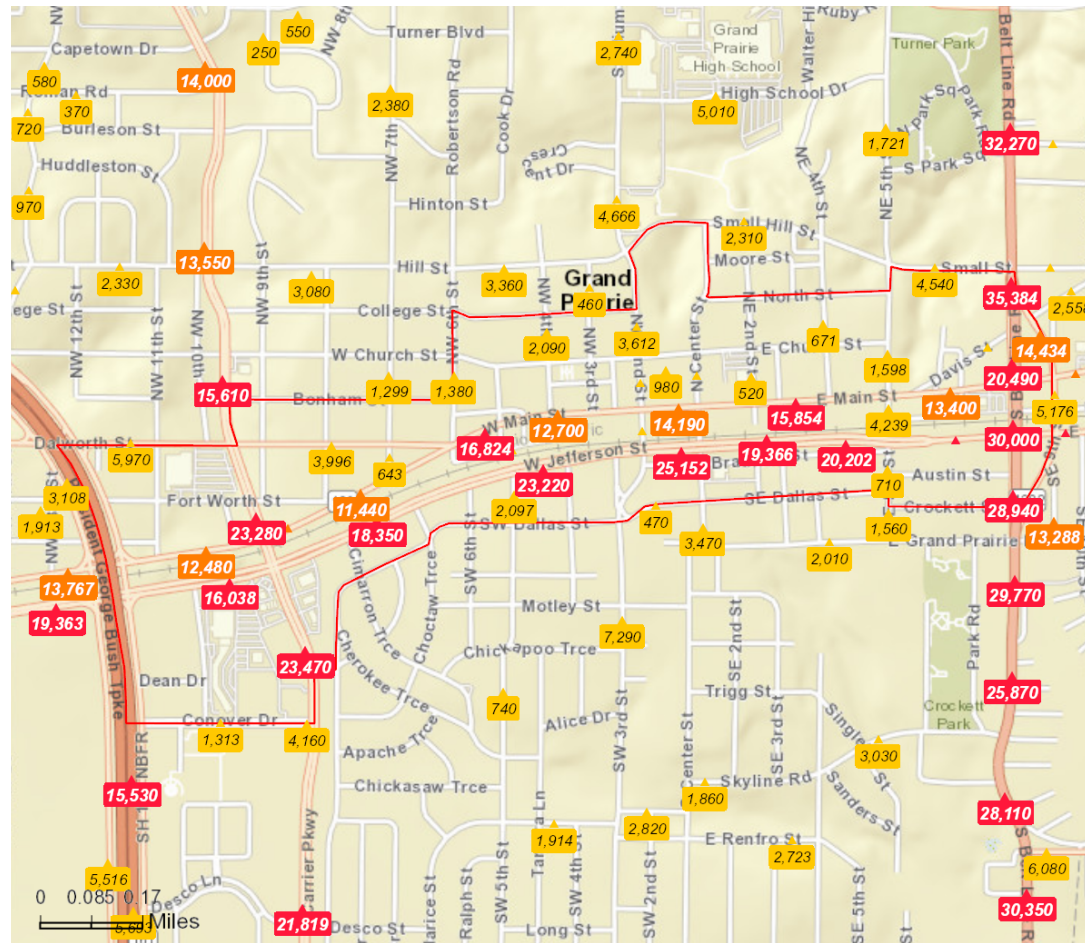
The majority of the Study Area falls within the City's Central Business District Overlay, which has its own list of authorized uses. There are both commercial and residential uses permitted within CBD 2, as well as differentiators in terms of architectural features. The parking within the study area is significantly underutilized and sporadic. Mixed-uses could create greater attraction and also create synergies to create more efficient parking. At a minimum, there is an opportunity to infill some existing parking where a surplus of parking exists.

Any retail center is only as strong as the neighborhood that surrounds it. A number of young families that grew up in these homes have grown up and moved out or are now seniors and aging in place. As a result, households have shrunk, and their spending habits have also likely decreased. An influx of new homes - catering to younger families - would likely improve spending power in the immediate vicinity and help support redevelopment efforts.



Traffic Counts

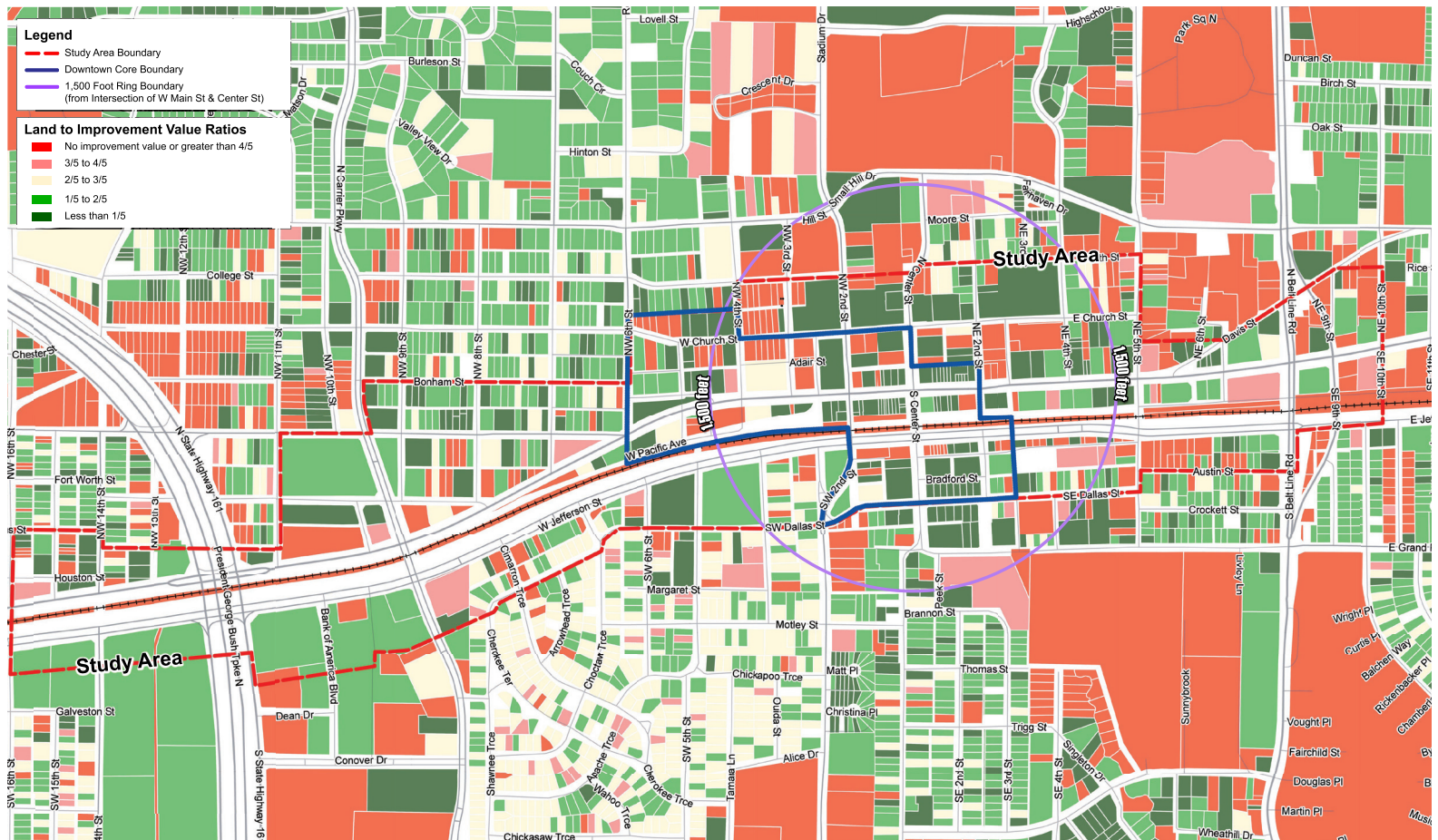
Traffic within the Downtown area is moderate with the most significant traffic flows occurring along the major thoroughfares of PGBT, and Belt Line Rd, although there is significant traffic along Main Street and E Jefferson Street, as well. Belt Line Road displays the highest average daily volumes with 30,000 vehicles per day (VPD), but not far behind is Carrier Parkway, with over 23,000 VPD. Main Street carries over 16,000 VPD while Jefferson Street carries over 25,000 VPD. Due to the proximity to several industrial employers, a fairly large portion of this traffic is commercial, which has been known to cause significant wear and tear compared to passenger traffic. Wayfinding and branding would increase awareness and increase potential capture of additional thru put traffic. (Source: ESRI Business Analyst, 2018)



Land to Improvement Value Ratio

The land to improvement value ratio is an effective way to visualize how the value of the land relates to the current tax value of the improvements. This map is shaded red to green. The properties with the most significant improvements are illustrated by the darker green shading. The properties with the lowest improvement value (or no improvements) are shown in red.

This map helps visualize parcels that have a substantial amount of improvements in property values, most of which can be observed along the Main Street Corridor. However, there are several properties that have greater proportions of land value, identifying they may be targets for reinvestment/development. (Source: City of Grand Prairie, 2017)



A Community Curated Vision

This initiative included a series of Downtown interviews. This process helped define emerging factors and concepts to support the development of the vision, goals, actions, and potential policies and implementation strategies.

The interviews included downtown stakeholders, staff members, and City Council. The greatest take-away from all input was the desire to create a higher-quality district with active destination uses, increased amenities, and a greater sense of “place”.

Catalyst also conducted a SWOT assessment to gain an understanding of strengths, weaknesses, opportunities, and threats of the Downtown area. One of the greatest challenges that exists with respect to Downtown is the lack of a cohesive and unified vision. The most common topic was a lack of vision or incongruous vision of Downtown.

Stakeholders also mentioned disinvestment is a concern along with an imbalance of public investment compared to other areas of the city. It was mentioned that they believe new retail developments within the City are receiving a greater proportion of public funding (Epic Waters, Interstate retail, etc.) and there is less investment in Downtown.

Additional issues included the heavy traffic volumes and the speeding on Main Street that impedes walkability and creates a safety issue. Other issues included a lack of convenient parking and lack of landscaping. There were also comments regarding the disconnected improvements (aside from a few blocks of new sidewalks and streets) which criticized the improvements for not continuing in the core areas of Downtown.

Another issue mentioned was the lack of housing choices. Many cited the lack of high- density housing as an issue to the longevity of Downtown. The existing housing surrounding Downtown is primarily single-family

detached. In addition, Downtown lacks amenities and services to attract young professionals.

Assets

Stakeholders mentioned that Downtown has a number of quality assets. The major assets in Downtown include the municipal presence located within Downtown, the vibrant farmers market, newly renovated Uptown Theater, and the central location of Downtown.

The most mentioned Downtown asset was the City Hall and County operations. The municipal presence contributes to Downtown and active during the day, especially with regard to lunchtime business. Both the employees and physical buildings create a sense of scale in Downtown. The potential redevelopment of the municipal plaza downtown will contribute to the significance of downtown Grand Prairie as a destination.

One of the greatest draws for Grand Prairie is the farmers market. The farmers market was referred to as one of the premier destinations in Downtown, often drawing people from a large region. In addition to

ASSETS

- Uptown Theater
- Farmers Market
- Firehouse Gastro Park
- Epic Park Visitors
- Central location
- Uplift Grand Preparatory

VISION

- Hang Out
- Destination
- Family Oriented
- Walkable
- Niche Authentic Destination Restaurants
- Quality Infill Residential
- Historic Character (Protect)

food, the farmers market also serves as a community gathering space, an incubator for small farmers and spin-off businesses, an activation space, and educational space. The farmers market represents a key asset for Downtown.

Uptown Theater also represents another great asset within Downtown Grand Prairie. The restored theater serves as a reminder of the rich history in Downtown, as well as a destination for live entertainment and private events. The theater plays a key role in performing arts and also serves as a private event space for groups and businesses.

One of the largest assets is Downtown's central location in a large growing region. Downtown Grand Prairie has the ability to harness a large, regional customer base due to its regional connectivity. PG&T, Belt Line Road and even E Jefferson Street, to a lesser extent, connect Downtown to the greater region. Destination users and proximity to entertainment along I-30 can create a regional destination to a large population, including Grand Prairie, Dallas, Irving, Arlington, and surrounding areas.

Opportunities

Downtown Grand Prairie has a myriad of opportunities, some of which are implementable within the current context, while some opportunities will require a greater level of planning and detail. In conversation with stakeholders, some of the reemerging themes were: the implementation of gateway/wayfinding branding, the implementation of a Turnback, expanded open spaces that allow for activation/programming, extended hours of operation, cleanup of Downtown (landscaping, trash pick-up, facade improvements, etc.) and greater critical mass through the aggregation of super blocks.

Some of the immediate opportunities include:

- Adding wayfinding and signage to help drive people into Downtown
- Encouraging businesses to offer extended hours of operation to capture sales during peak hours
- General cleanup and other related beautification projects

Longer-range opportunities include the implementation of a Turnback, to get truck traffic off of Main Street and create a more pedestrian-friendly environment. The aggregation of super blocks would allow the city to redevelop an entire block at the standards they see fit, as well as the implementation of programmable green-space. The redevelopment of super blocks would allow for greater massing, well defined development guidelines, and the implementation of an established vision through the City.



Focus Areas

Focus areas were discussed and identified by stakeholders and staff during the input exercises. These areas are identified as primary targets for redevelopment based upon several factors: ownership patterns, land to improvement ratio, current utilization, the possibility of aggregation into a super block, reformatting, and potential adjacency/synergy with city investment (such as the Civic Campus redevelopment or the new Fire Station), etc. These areas typically represent an opportunity for higher-use, based on their existing condition. Typically, due to the smaller lots and blocks, and limited publicly owned land in Downtown, there are limited opportunities for redevelopment. Large assemblages of institutional land (churches), especially parking lots, could be targeted for redevelopment, especially if it is adjacent to vacant property. Based on this assessment and analysis, the consultant and City identified the following key focus areas:

1. **West of City Campus/Church Street:**
 - Includes several underutilized properties immediately west of City Hall
 - Adjacency to newly built city Fire Station
 - Serves as a transition to the existing adjoining neighborhood
 - Has potential to create a gateway element into Downtown
2. **PGBT Gateway:**
 - Adjacency to the newly built highway is not desirable for maintaining the residential uses in this block (long-term)
 - Take advantage of long-term regional office/employment uses along PGBT Corridor
 - Adjacency to potential redevelopment of the existing lodging uses on Main Street
 - Potential to create a new regional gateway into Downtown
3. **Restaurant Row (South side of Main from W 7th Street to W 4th Street)**
 - Possibly encourage redevelopment of this area into a series of destination restaurants
 - Keep existing buildings (that can be adapted) and reconfigure parking to be shared between uses and maximized along the RR ROW
 - Create outdoor patios on the sides of the buildings to limit traffic and train noise/dust
 - Buffer the RR ROW with evergreen trees and shrubs
4. **East Main Corridor (from E 3rd Street to E 6th Street)**
 - Keep existing buildings (that can be adapted) for strip retail or restaurants with a single aisle and row of parking that can create a secondary pedestrian walkway along building fronts
 - Limit driveways on Main Street and require cross access easements, where applicable
 - Improve the landscaping along the parking lots along Main Street (shrubs to screen surface parking and street trees)
5. **Belt Line – E 5th Street Industrial Transition**
 - Long term strategy to reinvent this area as a craft industrial district with small cottage industrial uses that can co-exist with residential uses
 - Small metal buildings are okay as long as they are articulated with windows and doors and are painted with appropriate treatment of the building entrances with awnings, porches, or patios
 - Potential for a neighborhood green or park by preserving some mature trees in that block



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MARKET ASSESSMENT

1. Demographic Overview
2. Demand
3. Psychographics

MARKET ASSESSMENT

Demographic Overview

Population

Grand Prairie is located within the Mid-Cities region of the Dallas-Fort Worth MSA (DFW MSA). Grand Prairie resides within three counties in the MSA; Dallas County, Tarrant County, and Ellis County. The DFW MSA added 146,000 people in 2017, resulting in more population growth than any other metro area in the United States (U.S. Census). Domestic migration on top of the dramatic regional growth have compounded the growth in Grand Prairie, which falls within two of the ten fastest-growing counties in the United States (Dallas and Tarrant) according to the U.S. Census.

The 2017 population of Grand Prairie was 195,691. The City has seen significant growth since 1970 when the population was reported as just over 50,000. There has been consistent growth in population even since 2010, when the reported population was 175,396. The change in population from 2010 to 2017 shows that the rate of growth has continued at 11.6% in recent years with expectation of another 7.1% by 2022 (ESRI).

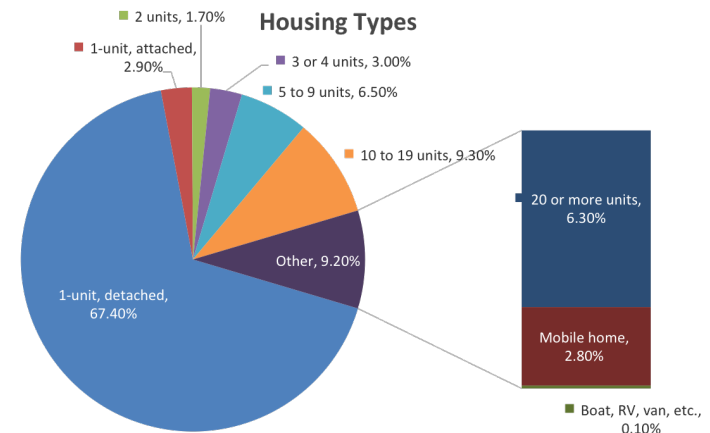
Grand Prairie is strategically positioned to harness a significant portion of the anticipated population growth in years to come, with a central location in the DFW Metro, access to international airports, and interstate connectivity. Downtown's role within the greater community provides the City of Grand Prairie with a significant opportunity to entice and leverage additional population through infill and net new development, as well as redevelopment.

Population				
	Grand Prairie	Tarrant County	Dallas County	DFW MSA
2010	175,396	1,809,034	2,368,139	6,426,214
2017	195,691	2,009,543	2,609,461	7,284,296
2022	209,601	2,158,360	2,792,013	7,988,309
Growth (2010 - 2017)	11.6%	11.1%	10.2%	13.4%
Growth (2017 - 2022)	7.1%	7.4%	7.0%	9.7%
Growth (2010 - 2022)	19.5%	19.3%	17.9%	24.3%

Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI

Housing

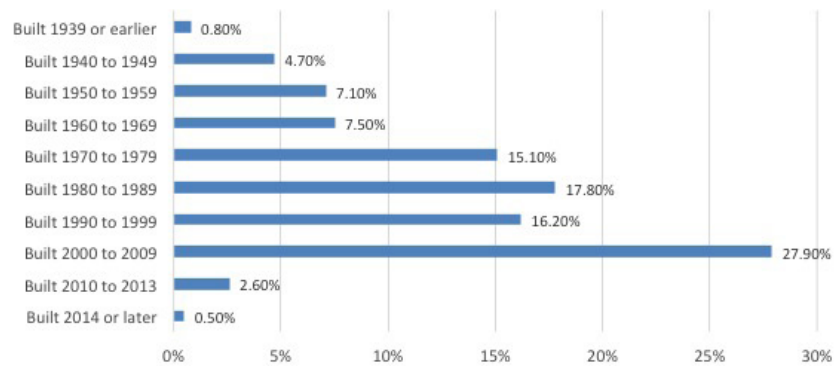
The primary housing type in Grand Prairie is single unit detached housing, or single-family homes, which makes up 67.4% of the existing housing stock. All other housing types make up 32.6% of the housing in Grand Prairie, with the largest portion of that group consisting of multi-unit structures (containing 10 or more units), which makes up 15.6%. Single unit attached housing, also known as townhomes or mobile homes make up 2.9% of the housing market, while the remaining 2.8% classifies as other. This trend is representative of a lack of low to middle income housing



options and also signifies that there are limited choices for those looking for smaller housing units – like empty-nesters and single adults who may be seeking smaller homes or starter homes.

Of the total occupied housing units in Grand Prairie, only 5.5% of the housing units are vacant. The average household size is 3.01 people per home. The graphic previous illustrates the housing typology that exists in Grand Prairie.

Year Structure Built



Over three quarters of Grand Prairie’s housing was constructed between 1970 and 2009, while the majority of construction occurred between 2000 and 2009. From 2010 to 2014, the amount of home construction in Grand Prairie was significantly reduced due to the Nation’s economic crisis. During this time, construction fell from 27.9% to 0.5% as one would expect during an economic downturn.

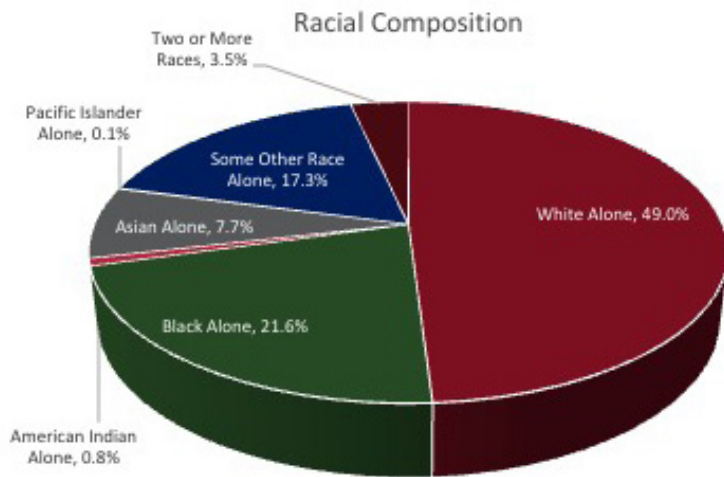
Of the owner-occupied housing in Grand Prairie, 58.1% of the homes are owner occupied and 36.4% is renter occupied. The Texas average is around

60% for owner occupied housing units, and nationally there has been a greater propensity for rentals, which may reflect an imbalance that can be taken advantage of in Grand Prairie. However, attention must be paid to the relatively low rental rates. Over half of the homes in Grand Prairie cost between \$100,000 and \$200,000 with the median home value being \$147,400. Relatively low cost of living, low rents, short commute times to corporate hubs, and authenticity of place will help Downtown harness the demand of younger peoples going forward. As housing inventory continues to remain below the six month equilibrium, Downtown can also serve as a viable option to integrate different housing typologies. This could include infill, micro-units, lofts, and even new build in the right context.

Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI

House Values (Owner-Occupied)	2018							
	Grand Prairie		Tarrant County		Dallas County		DFW MSA	
Owner-Occupied Units	39,089		432,173		473,868		1,551,784	
Less than \$50,000	2,217	5.7%	21,894	5.1%	26,279	5.5%	75,352	4.9%
\$50,000 to \$99,999	7,562	19.3%	73,029	16.9%	95,093	20.1%	217,616	14.0%
\$100,000 to \$149,999	10,301	26.4%	96,045	22.2%	104,174	22.0%	291,516	18.8%
\$150,000 to \$199,999	8,070	20.6%	78,813	18.2%	67,789	14.3%	265,663	17.1%
\$200,000 to \$299,999	7,397	18.9%	78,822	18.2%	75,031	15.8%	317,447	20.5%
\$300,000 to \$499,999	2,692	6.9%	54,314	12.6%	60,871	12.8%	250,793	16.2%
\$500,000 to \$999,999	727	1.9%	42,749	9.9%	31,815	6.7%	107,220	6.9%
\$1,000,000 or more	123	0.3%	4,848	1.1%	12,816	2.7%	25,666	1.7%
Median (Dollars)	\$147,401		\$165,936		\$158,400		\$185,977	

Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI



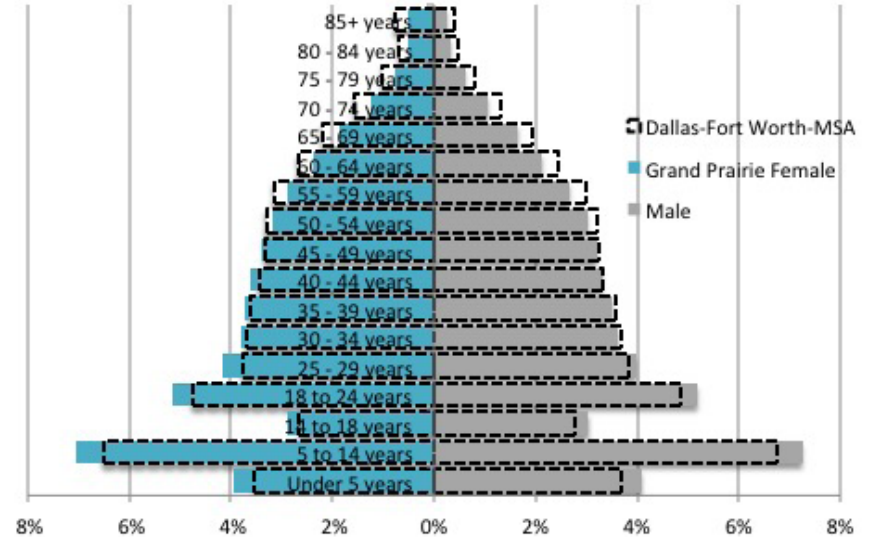
Race and Ethnicity

Recent research indicates that racial and ethnic composition in the United States is diversifying. The U.S. Census Bureau projects that the nation will be minority-majority by 2060, and possibly as early as 2042. Immigration (largely from Asian and Latin American countries), net migration, and higher birth rates among minority couples are some of the major contributing factors to this trend. A study by the Federal Reserve Bank of Dallas found that the foreign-born population in Texas has been increasing, most rapidly in major metro areas.

In terms of race and ethnicity, Grand Prairie is made up of 49.0% White with the next largest groups being Black or African American and Other Races at 21.6% and 17.3%, respectively. Significantly, 44.4% of the population is of Hispanic or Latino Origin regardless of race. Compared to the MSA, the Grand Prairie population is much more diverse, containing larger percentages of every race with the exception of the White population. Grand Prairie has a much larger Hispanic population compared to the MSA as well, registering 44.4% and 27.4%, respectively.

Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI

Age and Gender Distribution

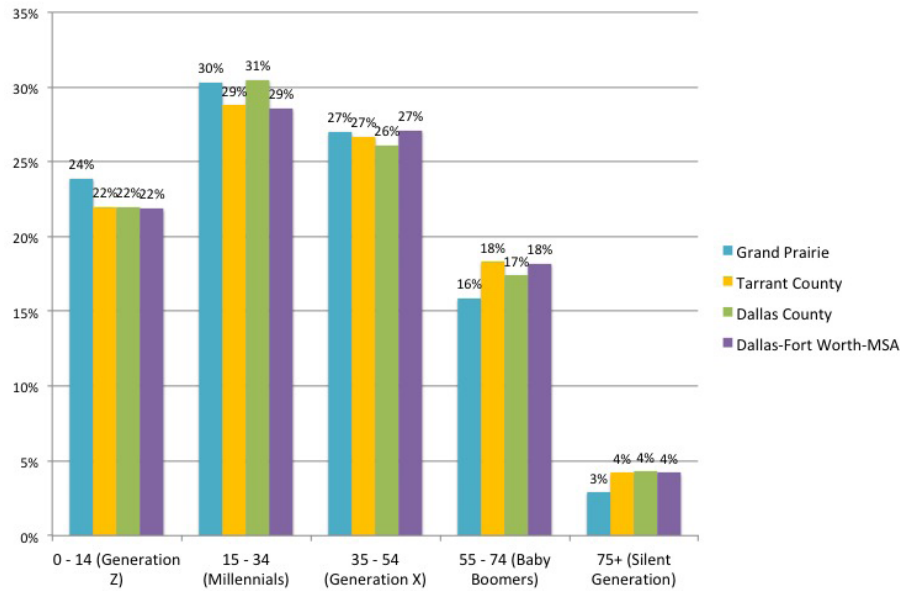


Age and Gender

The largest percentage of age groups are clustered around 18 to 24 and 5 to 14 years of age. There are also lower percentages of residents ages 14 to 18 and 65 years of age and older. This represents the largest percentage of residents being Adults and Young Children, which is characteristic of families. The lack of mid-teens may be representative of more career minded adults waiting to have children or younger families and single young adults in the community.

The generational distribution described in the graphic on the next page shows how the generational distribution of Grand Prairie compares within several larger geographies.

Generation Distribution



Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI

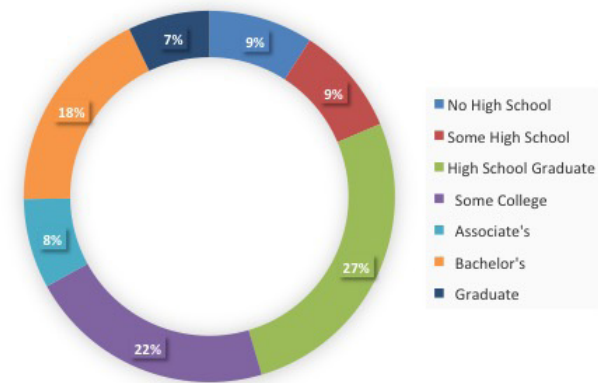
Education

Highest levels of educational attainment in Grand Prairie are primarily congruent with both Dallas County and the greater MSA. Within Grand Prairie, 26.8% of the population has received a high school diploma as the highest level of education, compared to 22.8% in the MSA. However, 81.3% of the population in Grand Prairie has a high school degree or greater compared to 85.1% in the MSA. Over half of the community has attended some college, and 33% of the community has obtained an Associate’s Degree or higher. This level of educational attainment is reflective of a well-educated community; however, there are some 18.6% of the population over the age of 25 who have not completed a high school education.

In addition to higher incomes and increased purchasing power, a population with high educational attainment typically fosters a desirable

talent pool for major employers, and Grand Prairie is able to provide that. Access to higher education can attract businesses seeking regional access in a suburban setting. Many major retailers also factor educational attainment into their site selection models as the level of education can impact consumer preferences, income, and shopping habits. This creates an opportunity for a strategy to attract retail that prefers to locate near students, and employers that would like to take advantage of an educated workforce; a mixed-use environment could accommodate both scenarios.

Educational Attainment



Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI

Occupation and Industry

Of the Population 16 years and older, 71.6% are in the labor force and 66.7% of the population is employed. Most of the population are in the management, business, science, and arts occupations with 30.4%; while the least amount are in the natural resources, construction and maintenance occupations. Additionally, 18.0% of the workforce constitutes educational services and health care and social assistance employment industry. Manufacturing and Retail trade employment industries make up 12.2% and 11.9%, respectively.

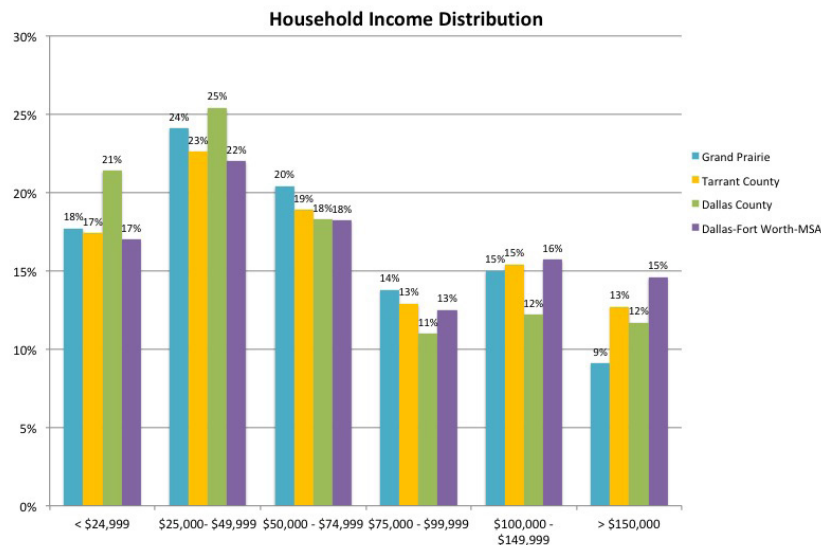
According to the US Census Center for Economic Studies, in 2016, 77.6% of those employed in Grand Prairie live outside of the city and 95.9% of those living in Grand Prairie are employed outside of the city. Only 1,199 people live and work in the City.

As a suburban community, it is not surprising that most workers commute by car, truck, or van. While 81.6% drive to work, only 10.1% carpool, and 3% work from home. The smallest percentage of people commute by public transportation or walking. The mean travel time to work is 28 minutes.

Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI

Income

The median household income of the Dallas-Fort Worth MSA is \$62,782, slightly higher than Grand Prairie and Dallas County median household incomes. Grand Prairie has a median household income of \$57,734, which is greater than Dallas County’s median household income of \$53,010. As a result of population increase and increasing wages, the purchasing power in the market is anticipated to grow, which creates greater capacity for retail goods and services.



The chart above displays income ranges based upon qualifying households for Grand Prairie, Dallas County, Tarrant County, and the DFW MSA. The most prevalent household income range in the city is \$25,000 to \$49,999, which is slightly lower than the median income of \$57,734. The median income is significantly higher than the median household income in Dallas County, but slightly lower than Tarrant County. Approximately a quarter of households make less than \$50,000. Only 9% make more that \$150,000.

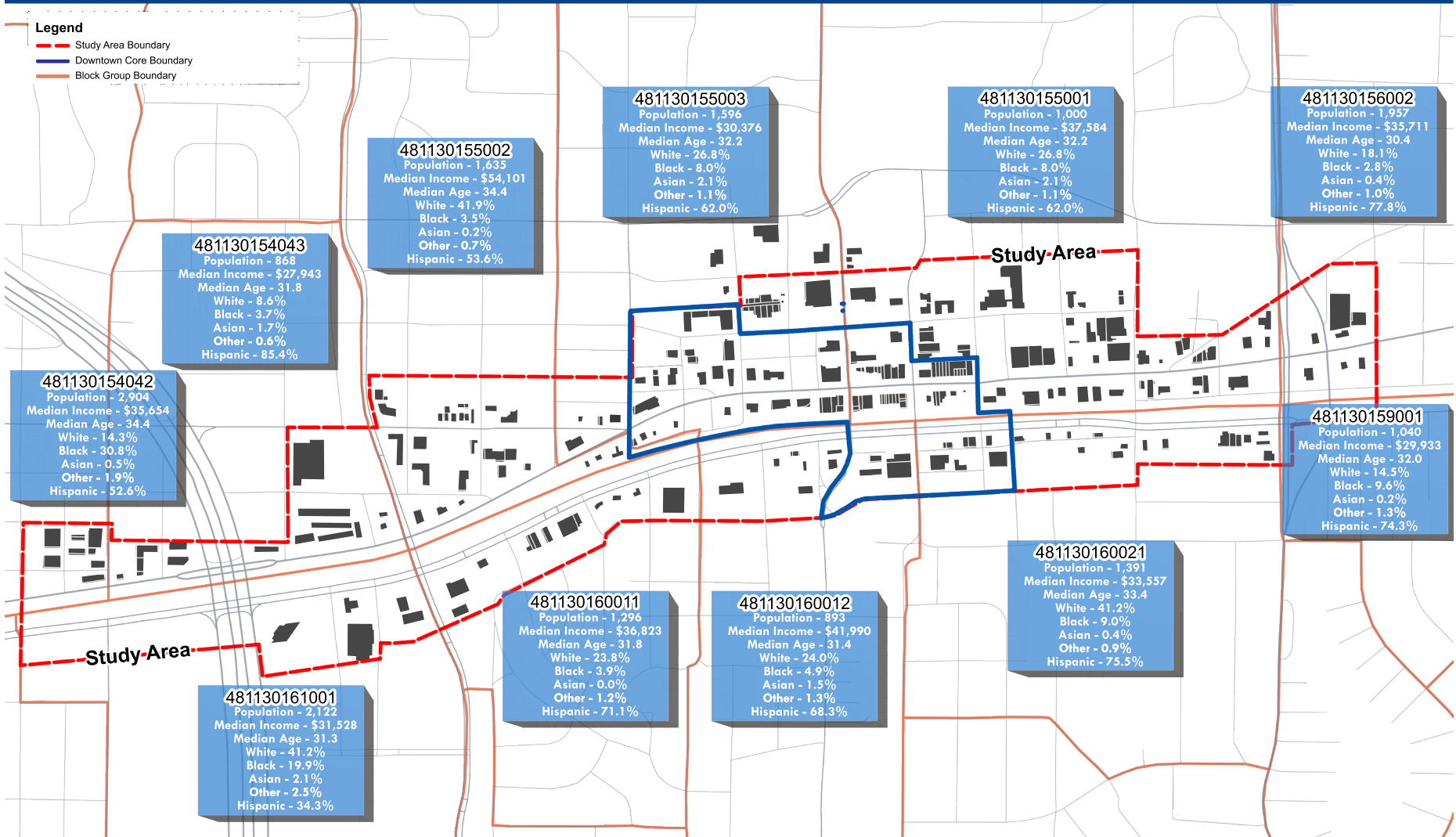
Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI

Downtown Demographic Overview

As part of the demographic analysis, Catalyst completed a Downtown-specific assessment to better understand the demographic conditions immediately surrounding the Downtown. This was accomplished by analyzing the block groups that influence the study boundary, including any block group that fell within the study boundary (even partly). A block group is defined by the U.S. Census as a “statistical division of census tracts, are generally defined to contain between 600 and 3,000 people, and are used to present data and control block numbering... A block group usually covers a contiguous area. Each census tract contains at least one block group, and block groups are uniquely numbered within the census tract.” Block groups are confined to state, county, and census tract boundaries, but may cross any other geographic boundary. The map on the following page displays key demographic traits of each block group, while a complete demographic assessment of each block group can be found in the appendix.

Source: Synergos Technologies, Inc., U.S. Census Bureau

Block Group Map









Source: Synergos Technologies, Inc., U.S. Census Bureau



DEMAND SUMMARY

Multifamily Demand

An analysis of recent demographic and housing trends in Tarrant and Dallas Counties was conducted to understand the for-rent housing demand for Grand Prairie. Data from ESRI shows there are over 1,658,400 households in the combined Tarrant and Dallas County area, and that figure is expected to grow to over 1,771,500 in the next five years. According to the U.S. Census, nearly 44% of new household growth within Tarrant and Dallas County is expected to be renter-occupied. Of existing households, approximately 821,520 are owner-occupied while 670,221 are renter-occupied. Of the existing owner households, over 56,800 (7%) are expected to move to a new residence, and of those movers, 22,410 (39%) are anticipated to rent upon moving. Of the existing renter households, 226,810 (34%) are expected to move to a new residence, of which 157,504 (69%) are expected to rent upon moving.

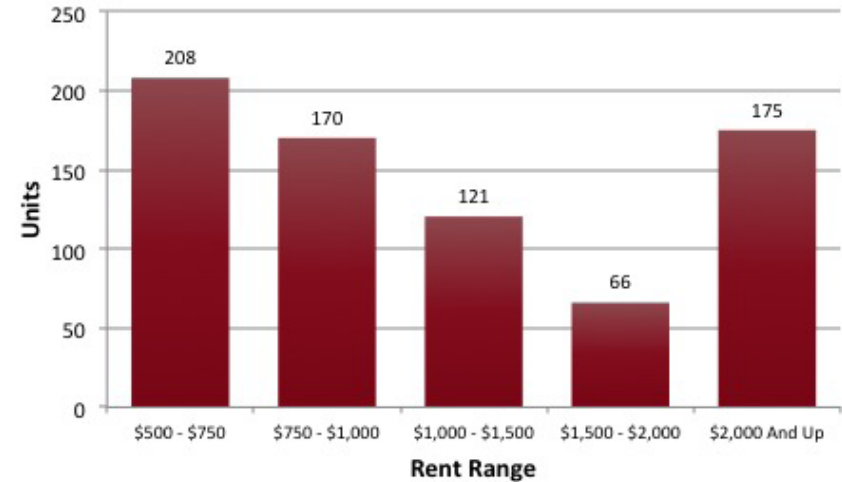
While the total combined annual demand of new households, existing renter households, and existing owner households in Tarrant and Dallas County reaches a total of 17,176 units, recent trends indicate that Grand Prairie can absorb 548 units of multifamily annually. A large portion of this demand (32%) lies within the upper echelon of rental units (\$2,000+ monthly rent rate) that would be able to support high quality development with various amenities. However, the largest portion (69%) of the demand is represented by rental units costing less than \$1,000 per month in rent.

Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI, Catalyst

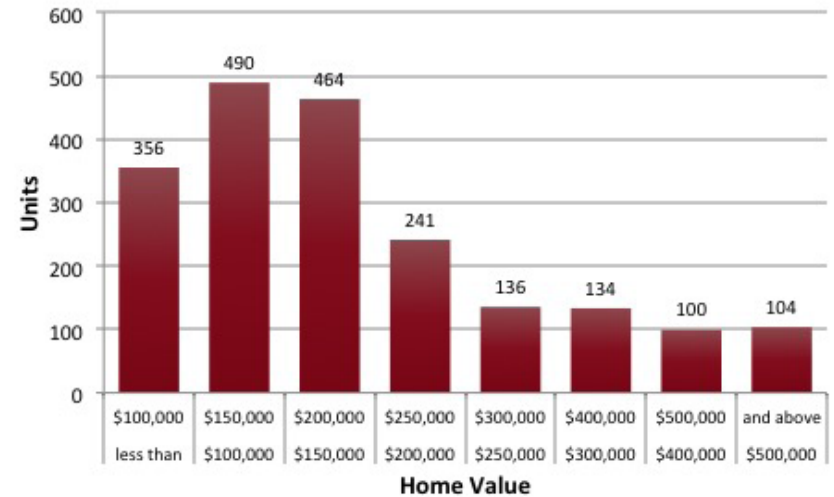
Single Family Demand

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Potential Annual Demand for Multi Family Residential By Monthly Rent



Potential Annual Demand for Single Family Residential By Qualifying Income Levels



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Income Ranges	Market Demand	Housing Values	
Less than \$25,000		less than	\$125,000
\$25,000 to \$50,000	\$125,000	to	\$245,000
\$50,000 to \$75,000	\$245,000	to	\$350,000
\$75,000 to \$100,000	\$350,000	to	\$475,000
\$100,000 to \$200,000	\$475,000	to	\$935,000
\$200,000 to \$500,000	\$935,000	to	\$1,600,000
Greater than \$500,000		over	\$2,300,000

Source: 2012-2016 American Community Survey 5-Year Estimates, ESRI

Office

According to CoStar, there was a total of 56,133 square feet of office absorption over the last 12 months in Grand Prairie. The 5-year average shows -5,198 square feet of office being absorbed, with a 5-year average vacancy rate of 13.2% and a current vacancy of 9.3%. There is over 2,084,000 square feet of office space spread across 141 building in the city. There is currently 20,000 square feet of office under construction. Strong infrastructure, connectivity, access to major business hubs (Downtown Dallas and Fort Worth), and increased public investment all help to support office in downtown grand prairie. The following small office analysis utilized employment of businesses that typically inhabit small office space, as well as existing stock of office, and absorption trends. The results show that Downtown can support 5,373 square feet of net new small office annually.

Small Office Demand Analysis - Downtown Grand Prairie TX			
	Firms	Employees	Employees/Firm
Finance & Insurance	183	1,261	7
Real Estate	177	923	5
Professional, Scientific & Tech Services	304	3,844	13
Legal Services	40	165	4
Health Services	197	2,232	11
Arts & Entertainment	62	2,704	44
Total	963	11,129	12
Avg. SF per Employee		100	
Total Small Office SF		1,112,900	
Total Office SF		2,084,415	
Small Office Portion of Office Space		53%	
Avg. Submarket Class A + B SF Absorption		12,199	
Potential Small Office Class A +B SF Absorption		6,513	
Estimated Subject Site Capture Rt.		5%	
Potential Capture SF from Absorption		326	
Potential Turnover		5%	
Potential Turnover SF		55,645	
Avg. Vacancy Rate		9%	
Total Occupancy from Turnover		50,470	
Estimated City Capture Rt.		10%	
Potential Capture SF from Turnover		5,047	
Total Potential SF		5,373	

Source: ESRI, CoStar

Retail Demand

Retail demand is the amount of supportable square footage that is currently not supplied in a given geography. For this analysis, a 10-minute drive time from the site represents the Primary Trade Area (PTA) for Downtown Grand Prairie. The PTA is utilized to construct a realistic depiction of the site's customer shed, allowing us to understand the distance and geography from which customers travel to spend their money within the development. Retail demand can be traced back to several key drivers; residential, commuter, workforce, visitor, and student generated demand. Typically, the residential component is responsible for the majority of demand generated (often up to 80% of total demand). That is, the people living in a community who spend their money on retail items. The total demand generated across all categories for the Downtown Grand Prairie PTA equals 268,799 square feet of annual unmet demand.

Grand Prairie 10min DT Retail Demand Chart								
Category	NAICS	Workforce Demand	Commuter Demand	Residential Demand	2017 Total Demand	2017 Total Supply	2017 Leakage "Retail Gap"	2047 Total SF Demand
Auto Parts, Accessories & Tire Stores	4413		275	11,022	11,297	27,381	-	-
Furniture Stores	4421			19,625	19,625	21,491	-	-
Home Furnishings Stores	4422			13,241	13,241	17,317	-	-
Electronics & Appliance Stores	443			34,966	34,966	44,819	-	-
Bldg Material & Supplies Dealers	4441			54,504	54,504	127,407	-	-
Lawn & Garden Equip & Supply Stores	4442			3,062	3,062	1,714	1,348	1,618
Grocery Stores	4451	10,109	984	119,876	130,970	112,274	18,696	26,143
Specialty Food Stores	4452			17,906	17,906	17,969	-	678
Beer, Wine & Liquor Stores	4453			8,608	8,608	4,492	4,116	4,910
Health & Personal Care Stores	446,4461	19,508		54,039	73,546	77,862	-	-
Gasoline Stations	447,4471	27,386	3,438	3,341	34,165	4,030	30,135	34,739
Clothing Stores	4481	3,638	378	32,228	36,244	15,175	21,069	24,805
Shoe Stores	4482	5,002	693	12,810	18,505	7,389	11,115	13,061
Specialty Retail (i.e. Jewelry, Luggage & Leather Goods Stores)	4483	3,811		7,862	11,673	5,307	6,366	7,525
Sporting Goods/Hobby/Musical Instr Stores	4511	2,168	346	29,549	32,063	28,826	3,237	4,918
Book, Periodical & Music Stores	4512		346	3,695	4,041	14,369	-	-
Department Stores Excluding Leased Depts.	4521	6,503		118,289	124,792	59,493	65,298	77,399
Other General Merchandise Stores	4529	30,012	520	78,620	109,151	57,811	51,340	61,315
Florists	4531		346	1,376	1,722	6,837	-	-
Office Supplies, Stationery & Gift Stores	4532	7,336	346	8,128	15,810	815	14,995	17,237
Used Merchandise Stores	4533		693	12,881	13,573	74,856	-	-
Other Miscellaneous Store Retailers	4539		483	29,406	29,889	26,800	3,089	4,665
Special Food Services	7223			1,236	1,236	5,162	-	-
Drinking Places - Alcoholic Beverages	7224			5,448	5,448	2,345	3,104	3,658
Restaurants/Other Eating Places	7225			139,204	139,204	104,312	34,892	-
Entertainment	71	-			-	-	-	-
Lodging	721110				-	-	-	-
Drinking Places - Alcoholic Beverages	7224			3,751	3,751	6,504	-	-
Total Demand (SF)		115,471	8,850	824,670	948,990	872,758	268,799	282,672

Retail Demand

Grand Prairie has demand for over 940,000 square feet of retail within 10 minutes from Downtown. This is generated from area workforce, strong commuter patterns, visitors and dense neighborhoods.

Downtown Grand Prairie could cater to grocery, specialty retail, destination retail and restaurant demand.

(Sources: ESRI, Catalyst)



Psychographics

Catalyst completed a psychographic analysis to provide further context on the Downtown Grand Prairie area. Psychographics are helpful because they combine demographic characteristics with consumer preferences, which allows for more nuanced insight into an area's population base.

A recent Harvard Business Review article suggested that psychographics, while complementary, are possibly more important to understand now than demographics. One of the main reasons psychographic analysis is critically useful is the ability to dig beyond a demographic and determine preferences and trends of specific users along with their likely association, which may not be in the same demographic. During the last decade, the availability of so much online data and preferences via “likes” or groups making specific online searches has allowed for psychographic grouping targeted to the specific needs of the inquirer. For example, a quick review of social media analytics allows anyone to see the vast differences of consumer attitudes toward a product and further identify similarities or other interests of these users to create a more robust psychographic community.

For the purpose of this assessment, the top 10 psychographic segments within a 3-mile radius of Downtown Grand Prairie are detailed, including the percent of local households belonging to each segment (Source: Synergos Technologies, Inc.), which can be found in the table below.

In summary, the largest portion of Grand Prairie households belongs to psychographic segments primarily comprised of Hispanic affiliated families with an orientation toward making ends meet while rearing children. The other sizable psychographic segment within Grand Prairie can be briefly summarized as similarly young, hardworking Hispanic communities.

Psychographic Segments

LOS NOVIOS - 19.5 % of Households

Los Novios neighborhoods are neighborhoods with the highest percentage of married- with- children households. So their Spanish name, which means “newlyweds” is a perfect fit. What's more the median age range of residents is in the lowest category - 20s and low- 30s. Fittingly, these areas rank highest in children under six at nearly 75 percent above average. But they also have a 50 percent higher than average level of kids six- to 13- years old. While many of the residents are married, there are also above average levels of single- parent households: with the highest level (interestingly) in single male with children at over 75 percent above average. The highly urban Los Novios areas share several demographics with their fellow Espaniola segments, including a high percent of residents without high-school educations (three times the national average); median household incomes too broad to classify without misleading market researchers; and high rankings on income from public assistance (three times above average). However, the residents also rank at an average level of income from their predominantly blue-collar jobs. They rank extremely high in five occupations: farming/fishing/forestry (a whopping seven times the average), building maintenance (two and a half times average), construction and production (both at nearly two times average), and transportation (about 75 percent above average).

LOS TRABAJADORES - 19.2% of Households

The Spanish language name for this category should not be misconstrued to mean that everyone is generating income from jobs. While an average level of Los Trabajadores (“workers”) residents are generating income from their occupations, these neighborhoods ranks the highest among the primarily Hispanic Espaniola areas for public- assistance income: over four and a half times above average. But nonetheless these areas are among the three segments within this category with the highest income levels: the high- \$30,000s to \$40,000s. As a result, those who work are

in all likelihood hard workers. It helps that they are young: They are one of two segments with a median age in the 20s. The dominant areas of employment for these workers are blue-collar jobs in farming/fishing/forestry (nearly four times average); building maintenance (over two and a half times average); and transportation, construction, and food preparation (all at or above 50 percent higher than national averages). Like other Espaniola segments, Trabajadores have a higher than average level of people with less than high-school educations (nearly three times average). Los Trabajadores areas have the highest percent of children of all the segments, especially kids under six (over 50 percent above average). They are also predominately single parent homes, with about two and a half above average levels of both single male parents and single female parents.

LOS PADRES - 17.6% of Households

As anyone who knows anything about Hispanic culture knows, family is very important to this demographic. In particular, parents are regarded as the kings and queens of their castles. The aptly named Los Padres (Spanish for “parents”) neighborhoods weigh in with the second- largest percentage of children - which, of course, means there are many parents as well. In these highly urban Espaniola neighborhoods, the percentage of married-couple households is just below the national norm; the level of single female parent homes is 25 percent above average; and (interestingly) the level of single male parent homes is more than 50 percent above average. The children in the homes span all ages, but show the highest ranking in kids under six (nearly 50 percent above average). This is obviously because of the residents’ relatively young age: The median age of Los Padres areas is in the 30s. The median household income in these areas is too broad to classify without misleading market researchers. But by looking at other factors, one can assume the income levels are lower than average. These residents have two and a half times average number of people with less than high school educations. They also rank very high in four blue-collar occupations: farming/fishing/forestry (two and a half times average), building maintenance (two times average), construction (over 50 percent

above average), and production (over 50 percent above average). This group also shows a 50 percent to two times average level of income from public assistance.

LOS SOLTEROS - 14.9% of Households

Among the six primarily Hispanic Espaniola neighborhood segments, the Los Solteros are among three with the highest income levels: the high \$30,000s to \$40,000s. However, that doesn’t mean they aren’t struggling, because other factors speak to people working hard to make ends meet. For one thing, these highly urban areas are home to predominately single households, in particular single parent families: hence their name - Los Solteros mean “singles” in Spanish. They rank at two times the national average for single male parent and single female parent households. A 50 percent higher than average number of these residents have never been married. There are above average numbers of children of all ages in the households, with the highest percent in the younger group (under six years old) and fewer in the oldest grouping (13 to 17 years old). Another fact pointing to their financial struggle is the high level of income from public assistance: more than three times average. With a two and a half times average level of residents with less than high school educations, residents of Los Solteros areas are employed in predominantly blue-collar manual labor jobs, with higher than average rankings in all of these occupations: building maintenance, food preparation, construction, production, transportation, healthcare support, and farming/fishing/forestry.

MIDDLE OF THE ROAD - 4.5% of Households

If you’re looking for higher than average earners in the nation’s blue-collar occupations, you’re in the right neighborhood. Middle of the Road areas are a cross-section of America’s heartland, but in an urban setting. Middle of the Road sectors are one of two blue-collar segments within the Urban Cliff Climbers category. While lower than the national average in white-collar workers, these areas have an above average percent of people employed in construction, repair services, production, and transportation.

These jobs give these married- with- children 20- to 30- year olds an average annual income of between \$40,000 to \$50,000 - a relatively good income level, owing to a strong work ethic. And with their good incomes, they can probably be found playing as hard as they work.

PROUD PARENT - 4.0% of Households

Among Single in the Suburbs segments, Proud Parents are the lowest income neighborhoods. Their annual incomes are below \$30,000, and aren't generated exclusively from salaries: These people also rely on a high level of public- assistance to make ends meet. In fact, they rank at over two times the national average in supplemental- public- assistance income. Like other segments in the Single in the Suburbs category, these residents are in their 20s and 30s. While relatively young, they may not have a lot of hope for rising above their current situations, because not only are college educations few and far between, but also a large number of residents do not even have high-school degrees. In fact, they rank nearly 50 percent below average in this measurement. Residents of these areas are also encumbered by two times or more than average number of single- parent families, particularly of children under six years old. The people are single due to both above- average- levels of never- married people and divorce. Owing to their low education levels, these manual laborers work predominantly in blue-collar jobs. They rank particularly high in food preparation jobs and building maintenance. They're also employed in healthcare support, construction, and personal care.

MANAGING BUSINESS - 3.1% of households

Managing Business neighborhoods are largely 30-somethings, but also have an above average number of residents over 65 years old. This demographic measurement no doubt contributes to these areas slightly below national average percentage of families with children and slight up- tick in widows and widowers. As a result, it's easy to imagine that the younger residents may help the older ones with small home repairs, while the older residents may water plants when their younger neighbors go on vacations. Naturally this demographic impacts the areas' higher

than average level of social security income. This, combined with an on- average level of salaries from middle class, white-collar jobs, and a slightly higher level of interest/dividend income, puts residents in Managing Business areas at a comfortable \$50,000 and \$60,000 income range. For those still in the workforce, the above average occupation categories include: office administration, protective services, and repair services. As a group, these Urban Cliff Dwellers have some minimal level of college education.

REGENTS - 2.9% of Households

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer than average children under 17 years old, and a higher than average number of 65 plus year olds. Though they have fewer children, the residents in these areas have a higher than national average quota of married couples. Also higher than average are the number of college-educated residents, people employed in white-collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range - making their "midwork" predominantly in blue-collar jobs. They're also employed in healthcare support, construction, and personal care.

ANOS DE QUINCENERA - 1.9% of Households

Among the six predominantly Hispanic Espaniola market segments, two of them share the highest median age range - Anos de Quincenera is one of them. That fact, combined with the fact that these areas are home to the largest percent of married- with- children families, has given the segment its name, which is a Spanish term that means "parents with daughters coming of marriage age." As a result, with older children under their roofs, these residents may very likely be at the peak of their purchasing years. While the median household income of the areas is too broad to classify without misleading market researchers, one indicator in particular points to the lower- end of the income scale: Residents living in these areas are

seeking public assistance at a rate of over 50 percent above average. Bolstering this assumption are the facts that these areas rank as blue-collar, and show only some high-school education, but very little higher education. In fact, the highly urban neighborhoods rank at a nearly two times average level of resident without high-school degrees. The largely urban Anos de Quincenera areas show an average level of income from wages/salaries, with particularly high standings in building maintenance (over 50 percent above average) and transportation (over 25 percent above average).

LOS PADRINOS - 1.6% of Households

Among the predominantly Hispanic Espaniola segments, Los Padrinos is one of two segments with a median age in the 40s. These neighborhoods also show higher percentages of single-parent households than other segments. As a result, these areas have been named Los Padrinos, which means “godparents,” a very common honorarium bestowed on older singles in the Hispanic culture. The number of single-parent homes ranks high for both males (75 percent above average) and females (over 75 percent above average). However, these neighborhoods rank at an overall average level of children in all age groups, indicating that the homes are not bursting at the seams with kids. Los Padrinos areas also rate the highest percentage of residents’ over 65 years old in this category. Owing, no doubt, to the older median age, these areas show above average levels of widows/widowers and divorcees. Los Padrinos is one of three segments within the Espaniola category with the highest median income levels: the high-\$30,000s and \$40,000s. While some of this income is generated by jobs, they also rank high in public assistance: about two and a half above average. Those who are employed are primarily blue-collar workers: presumably a reflection of a two times the national average number of people with less than high school educations. The residents’ dominant job categories include building maintenance (two times average), food preparation (50 percent above average), and personal care and transportation (both 25 percent above average).

PSYCHOGRAPHIC ASSESSMENT

A couple of segments clearly stand out as a strength area currently present in Grand Prairie. The top four psychographic segmentations make up 71% of the total households being analyzed. Based on the psychographic profiles of Los Novios, Los Trabajadores, and Los Padres it can be learned that the majority of Grand Prairie’s population fall into a category strong with extended families, steeped in culture, value weekend activities, and like public areas where they can gather without great expense.

This suggests that a focus for community growth could be to provide infrastructure and amenities that support these segments. For example, a population with the segmentation for strong families might provide some public gathering places such as parks with playgrounds and shaded areas along with sports fields for weekend activities. Another example might involve a plan for culturally focuses infrastructure and support for attracting some walkable-entrepreneurial development with attractive elements of public space.

The following developments were selected and had their 3-mile psychographic segments compared to Downtown Grand Prairie. Demographic, socio-economic, physical, and qualitative factors were leveraged as part of the selection process.

- Bishop Arts District
- Downtown Carrollton
- Denton Square
- Downtown Grapevine
- Downtown Lewisville
- Trinity Groves
- Downtown Richardson

While the dominant psychographic segments amongst households of the comparative geographies vary widely, there are several significant similarities. What the findings reveal is that amongst the compared

downtowns, there is a significant portion of households that share similarities with that of Downtown Grand Prairie. Bishop Arts District, Trinity Groves, and Downtown Richardson are the most psychographically similar in terms of top 5 most prevalent segments in Downtown Grand Prairie. There is a large focus on blue-collar, Hispanic families living modest lives with accessibility to these downtown environments. Greater understanding of the most prevalent psychographic segments around Downtown Grand Prairie can be found below.

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%



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FRAMEWORK

1. Character Areas
2. Connectivity
3. Open Space
4. Vision

FRAMEWORK

Issues and Opportunities

Based on the physical and market assessments and stakeholder input, the design team identified the following issues and opportunities:

Main Street should focus on becoming more walkable and vibrant (especially the core blocks between W 4th and E 2nd Streets) by deemphasizing traffic (especially truck traffic) and evaluating the TxDOT Turnback option.

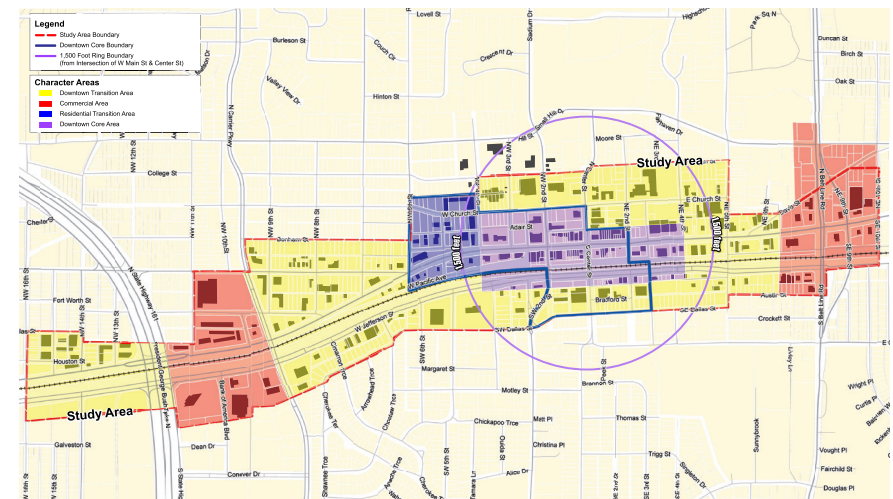
- Leverage the City’s desire for the new City Hall Campus in a way that can catalyze private redevelopment to the extent that is feasible, including the creation of a new central public open space that can become one of the community’s gathering space.
- Minimize the impact of the railroad corridor as a divisive element in downtown by improving the pedestrian connectivity amongst current at-grade crossings. Also, focus on improving the aesthetics along this corridor by creating an evergreen landscape buffer.
- Incentivize private redevelopment (residential and restaurant/retail) that implements the vision and goals of this plan at key locations identified in the Focus Area analysis through infrastructure support (water/sewer/parking/streetscape) and other incentives permitted through Chapter 380 agreements.

Character Areas

Character Areas were established after a physical tour of the greater downtown, to further understand the dynamics. The “Downtown core” is represented by the area from W 4th Street to E 4th Street and primarily bound by Church St. on the north and one block south of the rail line to the south. The Downtown core is representative of most businesses

in the Downtown area. Commercial corridors represent the areas near Belt Line Rd. and PBGT due to their auto-oriented retail-centric layout. Single-family detached housing that integrates into the Downtown core highlights the residential transition area. The Downtown transition areas are highlighted by the lower-density commercial, residential, and other uses that operate as a buffer from the core.

Based on an assessment of the existing character areas and the future illustrative vision for Downtown, this plan recommends a regulatory strategy that can tailor the development regulations to the specific vision of these character areas. Please refer to the Implementation Strategy section for more detail.



Connectivity

The local and regional street network linking Downtown Grand Prairie to its adjoining neighborhoods and the region has a direct impact upon the economic opportunities, real estate market, and overall appeal of the area. The current system does an excellent job of moving cars and

trucks through town (mobility), but movement is not an end in itself. The ultimate goal of transportation is the ability of people to access goods, services, and activities. Access improvements are best realized when they are combined with an overall land-use strategy.

More specifically, the vision for Downtown emphasizes walkability as a key goal. To this end, it will be critical to ensure that private development and public streetscape is coordinated along key street frontages and blocks. These frontages are identified as Primary Pedestrian improvements along Main Street – from W 4th Street to E 2nd Street. This designation is intended to create a vibrant walking environment where people park once and walk to most destinations. This is also an important element of the placemaking element that makes Main Street ROW as the central public space that development and redevelopment can focus around.

Beyond these core blocks of Main Street, a Secondary Pedestrian improvements section has also been identified. These blocks should combine comfortable sidewalks and landscaping to improve the aesthetics as one drives into Downtown along Main Street. Other routes have been identified along key Downtown streets to link the adjoining neighborhoods and destinations (such as parks and schools) into Downtown. Improvements along these streets could include enhanced sidewalks, bike lanes, shared lanes, traffic calming, and other amenities.

Fortunately, Jefferson Street runs parallel to SH 180 and provides redundant east/west connectivity to that SH 180 provides. For the key blocks between PGBT and Belt Line Rd., the city could re-route truck traffic and non-destination traffic to Jefferson Street from SH 180 to ensure that the pedestrian goals of Main Street can be more easily achieved. Jefferson Street likely has enough capacity to accept additional regional and truck traffic and could serve as the primary east/west thoroughfare within Downtown. The City is currently exploring the viability of a Turnback to make this function.

The goal of the Downtown street network should be to create a

transportation network that meets the needs of all users (i.e. auto, walking, biking, and ride share) and supports major investments in Downtown and promotes use and enjoyment of the public realm.



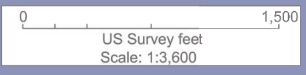
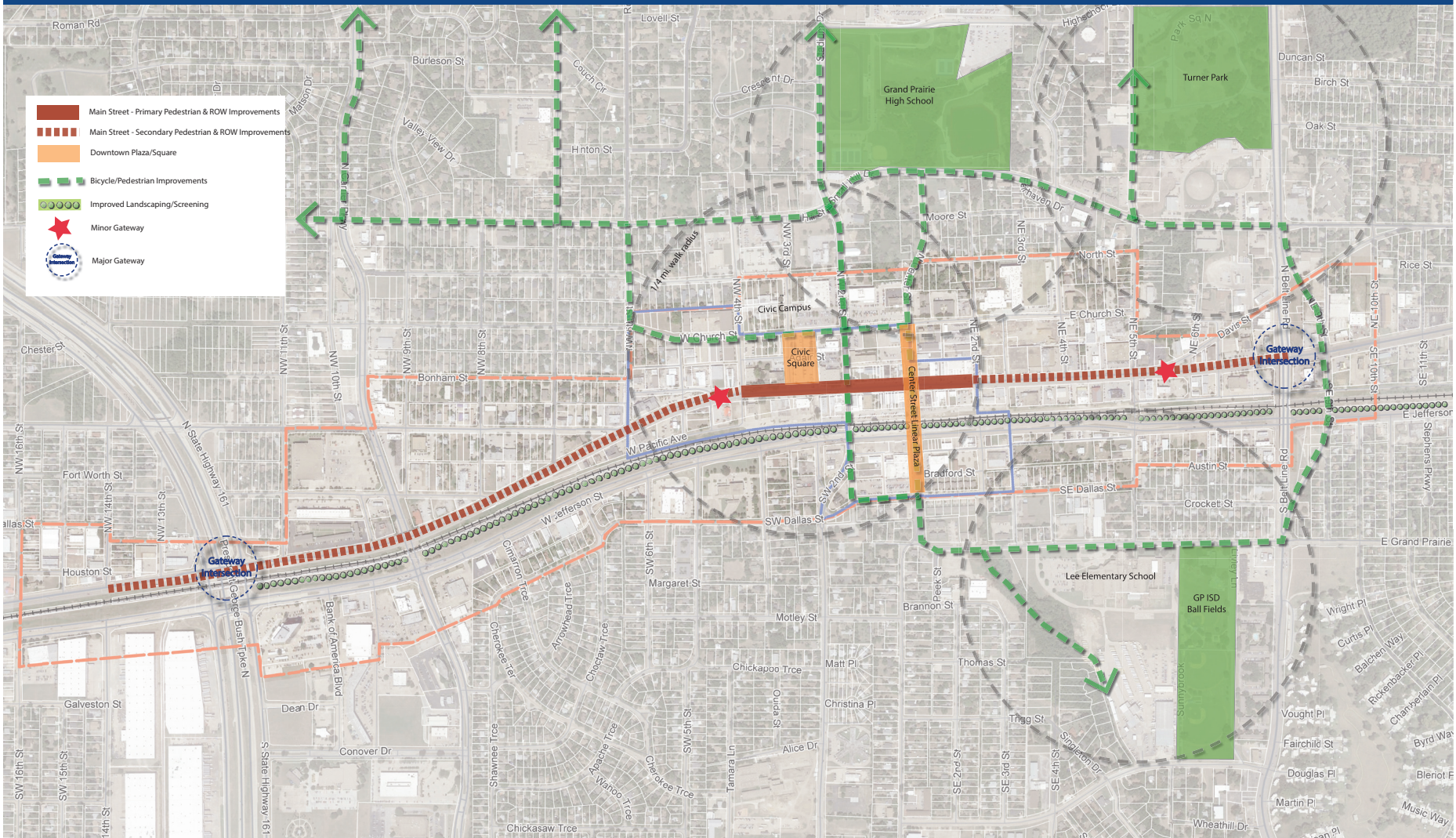
Source: City of Grand Prairie

Open Space

Open space is another critical factor to the health and vitality of downtowns. This can include the natural green space, parks, playgrounds, public plazas, and squares. In a downtown context, open space should have additional placemaking and economic development attributes such as anchoring vibrant retail/restaurant spaces, public art, active programming, etc.

Open space can satisfy societal preferences for gathering places and provide opportunities to foster community. Parks and plazas can also serve as places for events that can increase tourism and serve as venues for civic activities. Greenspaces can also be used to host restaurants and retail for greater economic activity. Today, Downtown Grand Prairie has access to several parks, but most of these are outside the core area of Downtown.

Connectivity Map



The largest park is Turner Park, located on the eastern edge of Downtown. This park is a public 62-acre park featuring sports facilities, a playground, gazebo, and pond and walking trail in a natural setting. While this park is suited for general uses, this park is not designed for typical civic events and programming. It is also located on the eastern edge of Downtown and is not well located to serve greater Downtown.

Grand Prairie High School, owned by the ISD, also has baseball fields, track, tennis court, football field and natural areas. However, the high school is not suited as a primary park to serve local residents, except the track which is used by some residents.

While each of these facilities serves a purpose, Downtown lacks sufficient open space. To address the deficiency in quality open space, the City is proposing creating a modern civic plaza with the redevelopment and expansion of City Hall. This new civic plaza will be centrally located and designed to accommodate a wide range of activation and event programming. In addition, this plaza could anchor new restaurants along Main Street and add to the vibrancy of Downtown by hosting active patios and creating great hangout places. The civic plaza would also be an amenity to attract future infill housing. Lastly, the civic plaza could serve as an additional trailhead to the existing regional trail system.

Another linear open space that could be explored in Downtown Grand Prairie should be the Center Street “Straza”. Center Street could become a critical N-S connector through this linear public plaza that would run from Church Street to Dallas Street. The straza could be closed north of Jefferson to accommodate major events and festivals.

A “straza,” as defined in this plan, is a shared pedestrian and automobile street with specialty paving, flat curbs, streetscape amenities, and active street-level uses.



(Example 1: City of Detroit’s West Vernor Corridor)



(Example 2: Straza a.k.a. Woonerf in Madison, WI.)



(Example 3: Shared street in Stuttgart, Germany)

Another option would be to activate the Union Pacific right-of-way as an updated aesthetic buffer between future infill development and the industrial railroad. While this area would likely exclude active use, this void area could be enhanced and serve as a linear marker and support Downtown as a “place”.

Vision

The vision for Downtown Grand Prairie has been developed through an iterative process with the community and stakeholders, centered on existing physical and market contexts. The following section describes the physical master plan that is “illustrative” of some key urban design and placemaking principles, which encapsulates the “grand” vision for Downtown Grand Prairie:

1. **Create a continuous pedestrian experience using a “street wall”:** Urban buildings should be built close to the street, especially along Main Street and Center Street. They should be built right up to the property line in order to define the street as the public space.
2. **Activate the ground level to create vibrancy and a sense of place:** The ground floor level of a building that is next to a sidewalk should have doors and windows opening to the sidewalk in order to provide visual interest and interaction with pedestrians. Solid, blank walls, especially at ground level, detract from the urban experience.
3. **Control parking and group buildings:** In an urban environment, buildings should have primacy over surface parking lots. Large surface parking lots next to sidewalks make streets unfriendly to pedestrians. Group buildings together so they form definable streets, and, if possible, provide shared parking areas that are behind buildings or front onto less important streets. Parking that must front onto a street should have a defined edge using walls, landscaping and other architectural elements to minimize the visual distraction of the parking area. In addition, on-street parking can not only provide much required convenience parking for active uses, but also protect pedestrians from moving traffic.
4. **Integrate an eclectic mixture of strategic uses:** Provide a variety of uses (housing, office, retail, commercial, civic services) within close proximity. This will ensure that there is pedestrian activity and “eyes on the street” during all hours of the day. To create a true “complete” urban neighborhood, redevelopment should include a balance of quality uses.

1. Prioritize pedestrian activity:

- Wide sidewalks encourage pedestrian activity and outdoor café seating.
- Curb extensions at intersections reduce the crossing distance across the street.
- Trees provide shade, aesthetic improvements, and a feeling of well-being.

2. Calm traffic:

- Calm traffic (especially on Main Street) in order to make pedestrians more comfortable and safer.
- Narrower traffic lanes naturally slow traffic.
- Textured pavement slows traffic.
- Reroute truck traffic away from Main Street.

3. **Street vistas:** For streets that end in a T intersection or with curves or angles (such as Main Street at W 4th and Davis Street), provide visual interest and focus (such as a gateway element or public art) when looking down along the street.

4. **Public gathering spaces (the public realm):** Provide ample public plazas, parks, and gathering places where people can commune and interact. Public gathering spaces should be provided at a variety of scales, larger ones for community-wide functions (such as the Civic Square), and smaller ones for daily congregating in an informal atmosphere. The public realm is something that can be enjoyed by the whole community regardless of social or economic status.



5. **Preserve Historic Resources:** Where possible, historic buildings should be preserved and adapted to new uses. Historic preservation adds to a community’s unique “sense of place” and can also stimulate economic development and tourism.

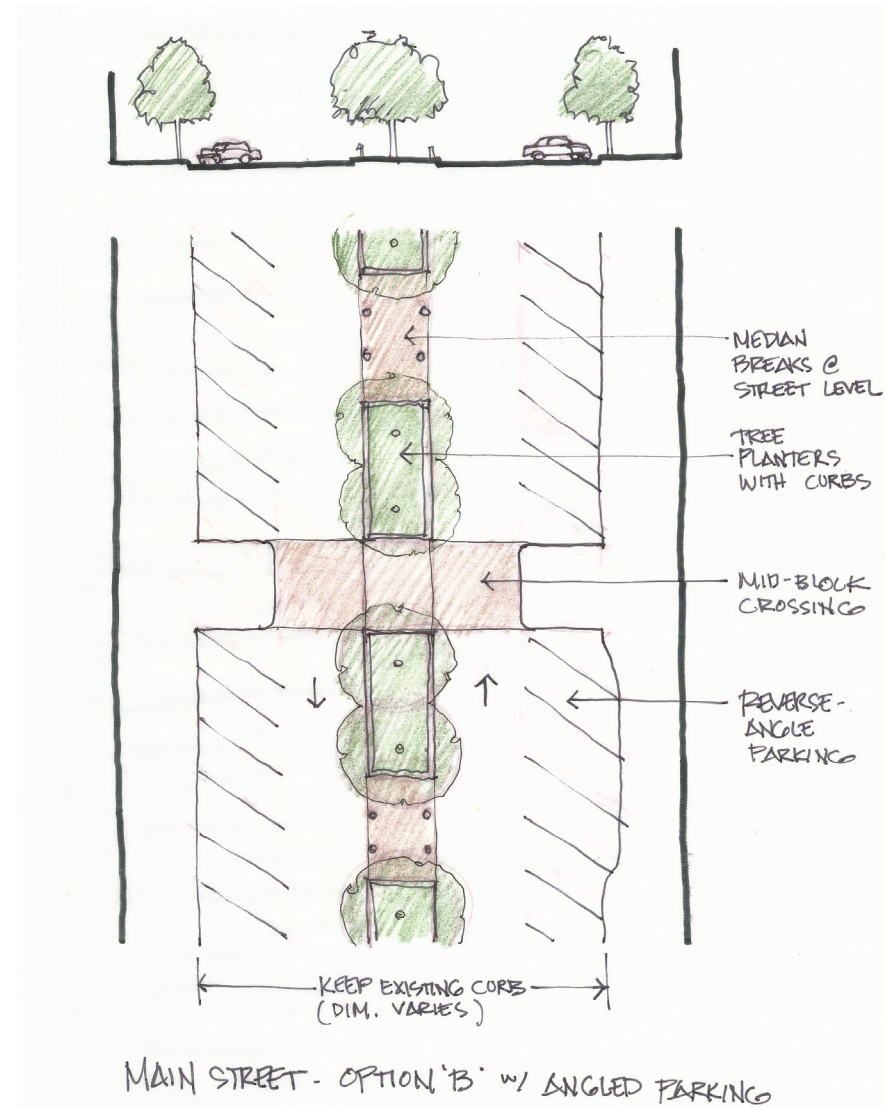
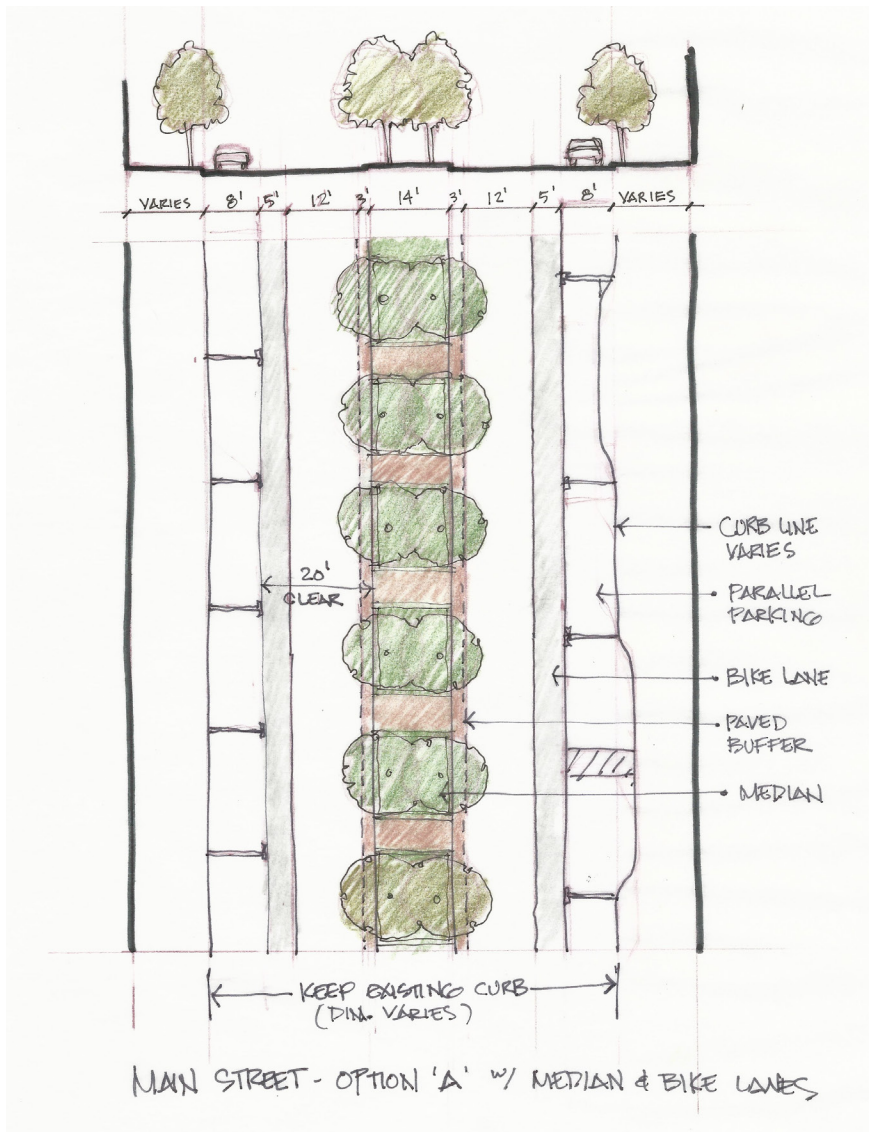
6. **Public Art:** Encourage the integration of public art (especially in the Downtown Gateway locations) in the design of streetscapes and public spaces. Public art will enhance the built environment while providing educational and cultural opportunities for residents and visitors alike.



7. **Housing types:** In order to have a vibrant urban atmosphere, there must be people present on the streets. The best generator of pedestrian activity is urban housing because residents have the opportunity to work, shop, eat, and enjoy leisure activities without ever getting in a car. With this in mind, it is also important to provide a variety of housing types to accommodate a diverse population. These various housing types might include mid-rise apartment/condo buildings, loft-style units, townhouses, live/work units, and courtyard apartments.

8. **Create a walkable district:** Downtown should function as a walkable neighborhood, providing opportunities to satisfy one’s daily needs within walking distance.

MAIN STREET OPTIONS

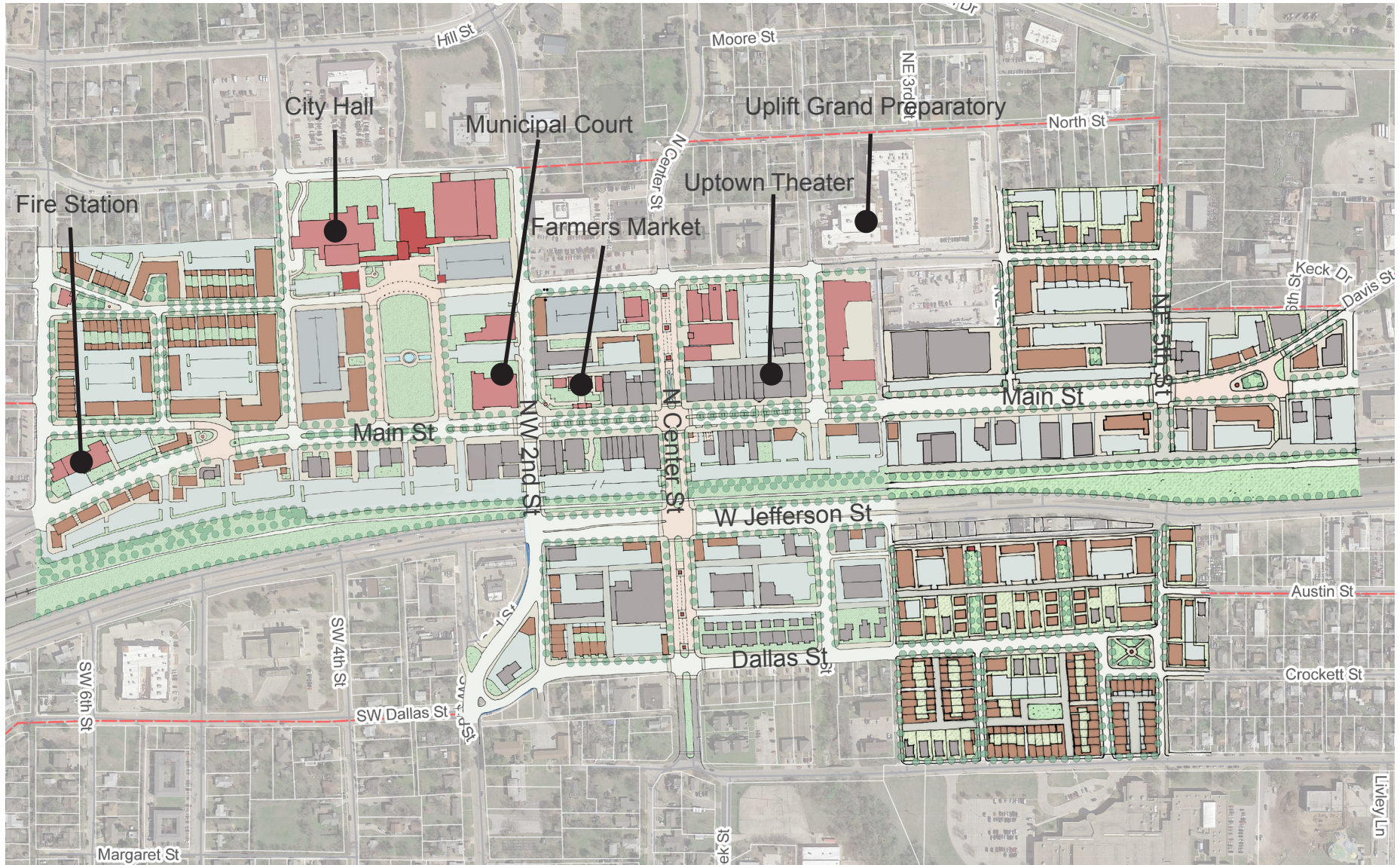




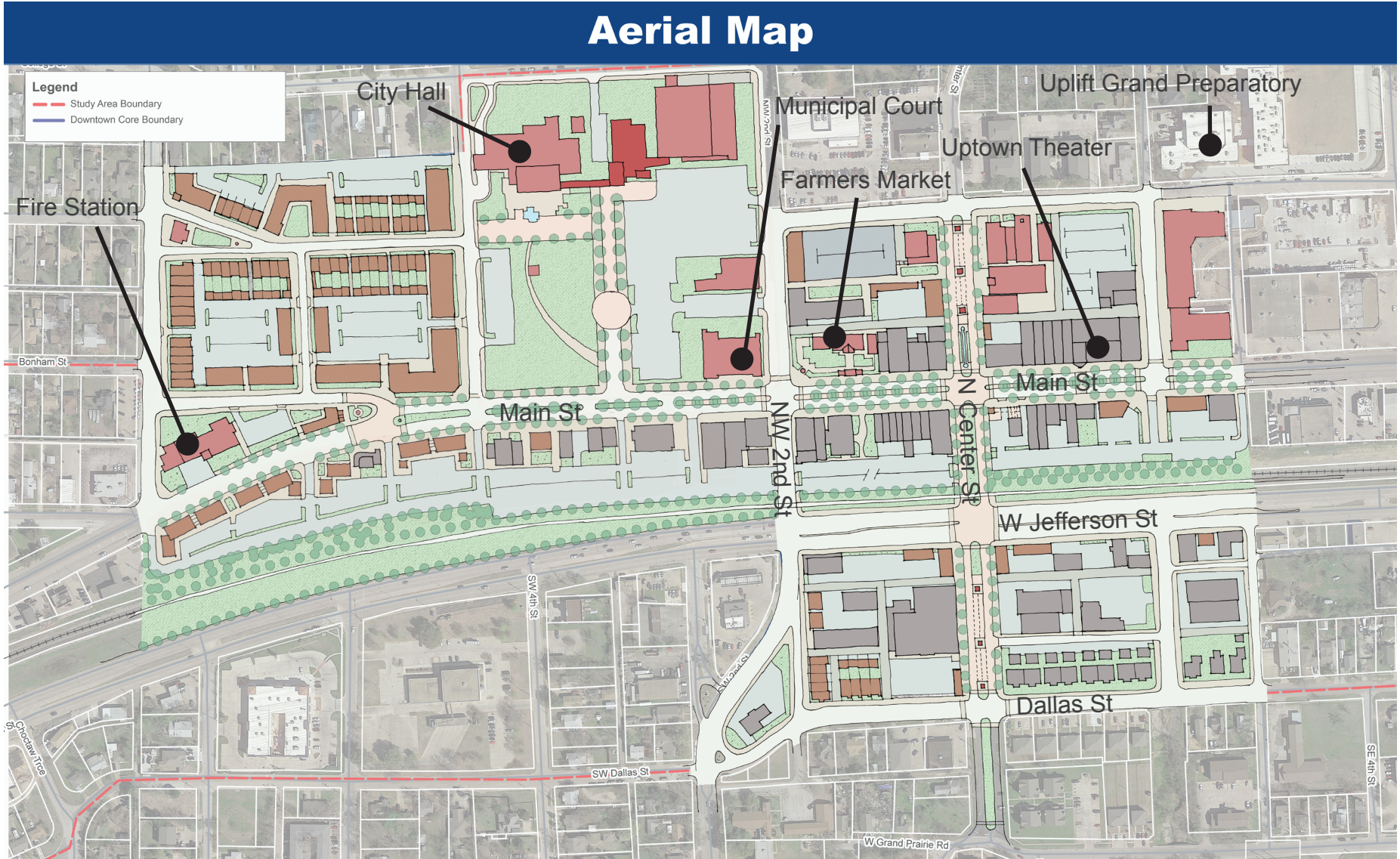
VISION

1. Illustratives
2. Catalyst Areas

CORE AREA ILLUSTRATIVE OPTION 1



CORE AREA ILLUSTRATIVE OPTION 2



Catalyst Areas

Civic Plaza

As mentioned, the proposed Civic Plaza and associated expansion of City Hall serves multiple functions. The Downtown Plan includes the planned expansion and upgrade of City Hall and the Development Services Building, including the addition of a new annex that will bridge the two existing buildings and consolidate municipal operations in Downtown.

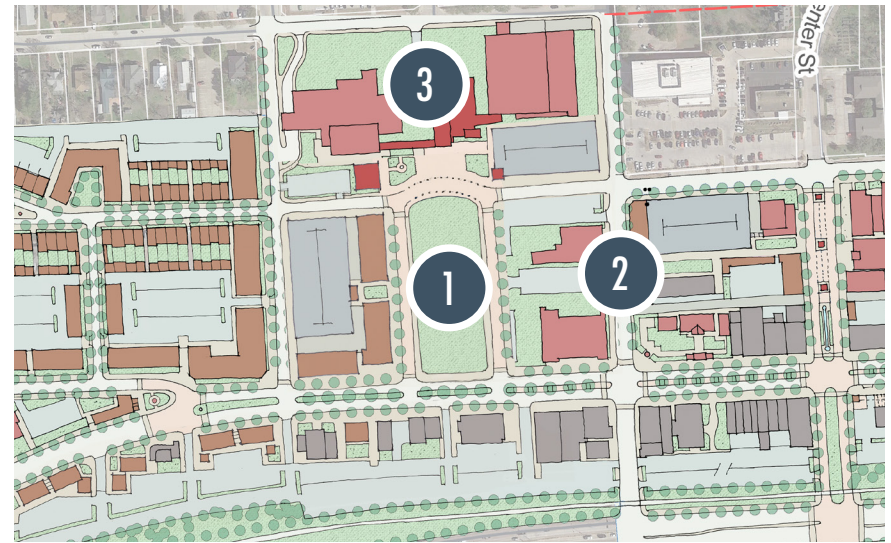
This would also host a central municipal plaza that could be used for passive open space, but could also be programmed to accommodate regional events and activities. As discussed, Downtown lacks a central green, and this area could serve as a regional node that could be connected to other area parks through on-street and off-street trail network to Lone Star trail and the regional trail system. This plaza could serve as a regional “trailhead” and destination for area trails.

Goals for the Civic Plaza would be to create a continuous Main Street edge, create commercial revenue for continued fiscal growth, accommodate additional parking for downtown, introduce a formal green that can be programmed and used for multi-functional purposes, enhance and frame municipal facilities, and create additional catalytic events.

Key improvements include:

1. Construction of the plaza
2. Closure of 3rd Street between Main and College
3. Current ongoing demolition of the Human Resources and Fiscal Administration buildings to create future commercial development opportunities

Phase 1 City Hall improvements are anticipated to start in October of the current year (2018).



Phase 2 will include the development center façade and parking to Main Street. Phase 3 will include completion of the green space.

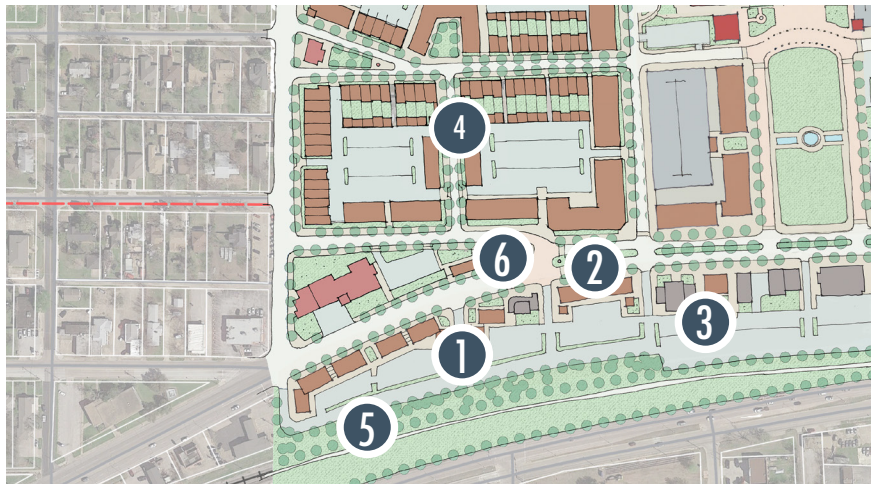
Even if the city decides to go with the current redesign and expansion of City Hall, the alternative plan for the Civic Square/Plaza can be designed to evolve over the lifetime of the civic campus implementation. In any case, it will be critical to ensure that nothing in the short run will prevent the evolution of this Civic Center into a true Civic Plaza/Square with active uses and the center of community life in Grand Prairie.

Merchandising Strategy:

1. Destination restaurants to leverage plaza and reinforce Main Street Restaurant Row

Main Street Restaurant Row

This district is located west of the Civic Plaza and extends to the south side of Main Street and serves as a gateway into the core of Downtown. This area is prime for higher-intensity retail such as restaurants since it has Main Street frontage but is adjacent to the Union Pacific railroad. The area between the back of the buildings and railroad right-of-way creates a natural area for parking, which can be screened by the future proposed buildings along Main Street, to complement existing and upcoming/announced destination restaurants.



Key improvements include:

1. Expansion of the courtyard parking between UPRR right-of-way and the rear of future buildings
2. Continue upgrading Main Street to encourage redevelopment and walkability between the downtown core and south side of Main Street
3. Upgrade of existing quality buildings with historic character including landscaping, facades, and infrastructure to support higher quality uses
4. Redevelopment of the area north of Main Street between 4th and 6th to College. This “Super Block” to accommodate new commercial development and infill urban housing

5. Landscaping the UPRR right-of-way
6. Gateway/entryway feature for Core Downtown along Main Street

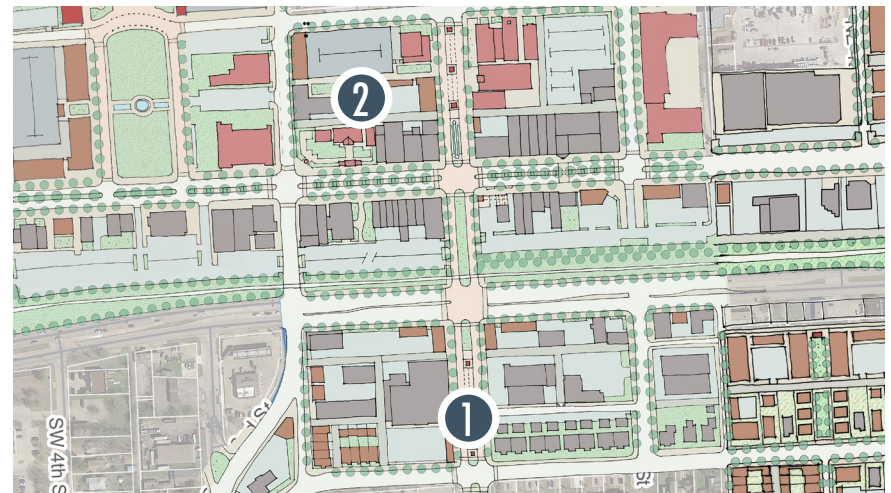
Merchandising Strategy:

1. Destination restaurants along Main Street
2. Urban Residential with commercial retail/restaurants in 1st floor of Super Block

This district has already attracted destination concepts. The retired Fire Station No. 1, 321 Main Street, is being transformed to the FireHouse Gastro Park. Zavalas Barbeque is also expanding to a new location on Main Street, to the historic location at 421 W. Main Street, in the original Weber’s Root Beer stand building. Both concepts will retain the historic character and remain as a landmark to Downtown.

Downtown Central

This district is located in the core of the historic Downtown and is primarily located between NW Second to Downtown Central NE Second. The northern boundary is Church and southern boundary is Dallas.



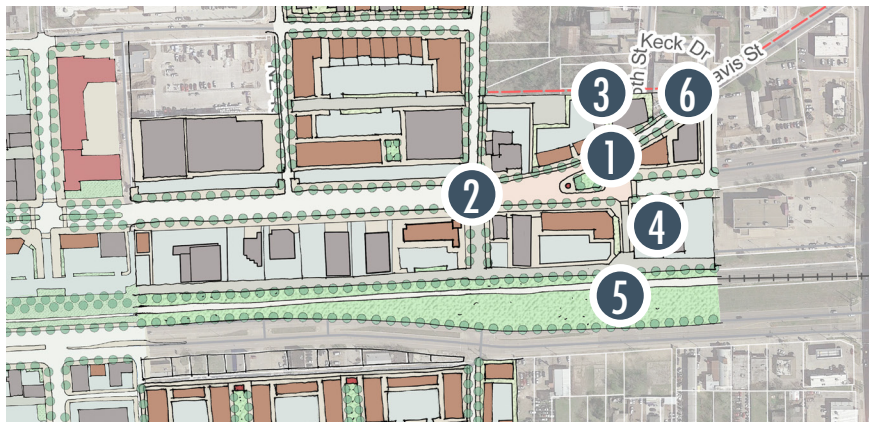
Key improvements include:

- 1. Center Street pedestrian “Straza” (see page 45 for explanation)
- 2. Infill parking at the southeast corner of 2nd Street and College

Merchandising Strategy

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

Eastern Downtown Gateway



This district includes Belt Line Rd. and Main Street intersection.

Key improvements include:

- 1. Main Street gateway at intersection of Davis and Main Street
- 2. Focus on aesthetic improvements along Main Street with landscaping and parking lot screening
- 3. Consolidate driveways to improve the pedestrian realm
- 4. Long-term, evaluate the feasibility of creating a cottage-industrial/craft-industrial redevelopment focus for this area
- 5. Create better transitions/connections to the south through modest residential infill/redevelopment
- 6. Integrate neighborhood scale greens and pocket parks with the redevelopment

Merchandising Strategy:

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

Western Downtown Gateway

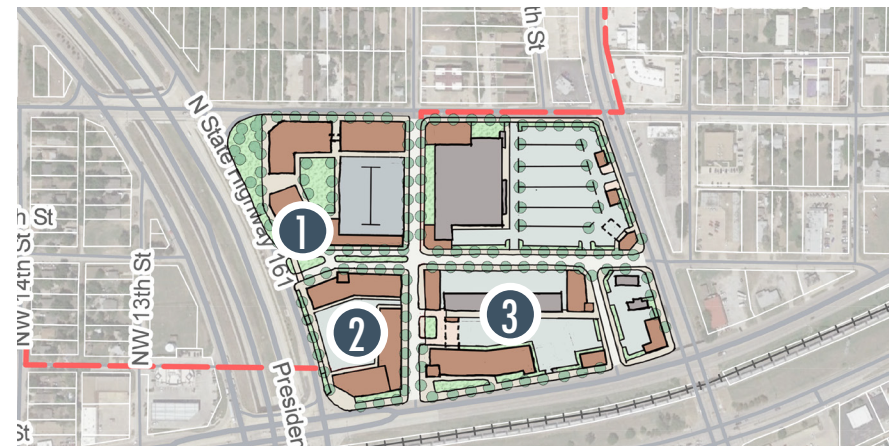
This district includes the PG&T and Main Street intersection.

Key improvements include:

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

Merchandising Strategy:

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



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IMPLEMENTATION

1. Prioritization
2. Incentive Policy
3. Regulatory Strategy

IMPLEMENTATION

This section of the report establishes a framework to help the city with the tools needed to implement the Downtown Grand Prairie Master Plan. The goal of this section is not to include a laundry list of implementation strategies; rather it is intended to provide the city with options and decision-making criteria in order to make those choices at a future appropriate time.

To implement the Master Plan, a framework is required that brings together three major elements – a zoning framework to implement the design goals, criteria for phasing and prioritization, and identifying funding options.

Branding

One of the greatest contributors to redevelopment is branding. Branding is critical to maximizing Downtown’s potential by visually reinforcing a sense of place. Effective branding should include the City’s core values, vision, and brand promise. For example, Grand Prairie’s brand for Downtown should include its rich history in the region, the areas cultural roots and diversity, a place with great public spaces and destination entertainment and restaurants that create quality and desire to “linger longer.”

Effective branding will help attract choice residents, promote and support business success, enhance private investment, and contribute to the overall health and vitality of Downtown. Choice people expect quality places. Branding can reinforce what naturally makes a place unique and great, which can attract more of the people that share the same values.

As part of Downtown revitalization, the City should create a branding and marketing strategy specific for the core of Downtown. As the Character Areas continue to evolve, separate brands for each sub area should be implemented but future branding should parallel overall Downtown

messaging and also reinforce these adjacent areas at the same time.

Wayfinding

Like branding, wayfinding will promote Downtown awareness and visibility. Directional signage helps to create a sense of unity and contributes to the brand and overall sense of place. Cohesive wayfinding helps reinforce the brand but also contributes to physical and economic benefits for visitors, customers, and public places.

Grand Prairie should expand the existing wayfinding to be easily visible at the pedestrian-and auto-oriented level. Creating a consistent message through the City’s brand will influence public perception of Grand Prairie from a branding standpoint but also contribute to attracting private investment and help promote local tourism within Downtown and to the I-30 Entertainment District, the Epic, and other attractions within Grand Prairie. Specifically, wayfinding in Grand Prairie should including major Downtown features such as City Hall, Theater, Farmers Market, Restaurant Row, GISD high school and Uplift Preparatory School, major retail areas, and other amenities.

Marketing

Marketing includes activities, policies, and processes for creating, communicating and delivering the brand and vision for Downtown to customers, visitors, operators, and prospects.

Attracting the right developers will help activate the Downtown Plan. The plan includes several key catalytic projects that will require a development partner, or partners, that have experience in developing in similar mixed-use projects. Marketing the vision to the right developers would be accretive in accelerating the vision. The developer should have a track record in developing catalyst, walkable mixed-use projects, and be familiar with the established vision. The developer should also have experience in effectively implementing public/private projects and relationships with key users for Downtown.

Using RFP's to Create Interest

Upon adoption of the Downtown Plan, the City should create individual packages for each catalytic project and explore promoting directly to developers to initiate proposals or consider issuing RFP's jointly with existing property owners to facilitate development momentum.

The City should also maintain a broad list of regional and local brokers that represent developers, entertainment tenants, restaurants, and retailers that align with the Downtown Plan. Brokers can be strong advocates and help promote Downtown Grand Prairie as the next iconic district in Dallas-Fort Worth.

Validating the Vision

The market study from this initiative could also help articulate “why” Downtown to prospective end users. Developers, owners, brokers, and bankers want to insure that their time and investments are predicable, probable, and consistent. The market study should be used as a tool to validate the vision and reinforce the art of the possible.

Programming

Another way to market downtown is to continue programming Downtown with events and festivals. Events will draw regional and local tourists to Downtown and expose Downtown to people who may not be aware of recent Downtown activity and opportunities.

Incentive Policy and Strategy

Tax Increment Reinvestment Zone (TIRZ)

The City of Grand Prairie has an existing TIRZ in place. In November 2018, the City adopted a revised TIF, which expanded the geography, including Downtown and extends the term 20 years, through 2040. The TIRZ #1 provides funding for the construction of needed public infrastructure and will encourage private development that will yield additional tax revenue to all local taxing jurisdictions. The Downtown is within the proposed Zone

2 and anticipates 224,000 SF of new commercial development and 1,675 new housing units with over \$224M of net new value and over \$100M in fiscal benefit through 2041 (Source: David Pettit Economic Development).

The TIRZ will provide a funding mechanism to fund public improvements related to streets, water and sewer improvements, parks, and open spaces. The TIRZ can also issue 380 Agreements to provide specific economic development grants.

Business Improvement District

Mature downtowns have substantial ongoing maintenance and operational expenses to maintain first-class amenities and experiences. One effective tool to fund ongoing expenses would be to create a business improvement district (BID). A BID would require the majority of property owners, but would be reinvested to maintain amenities, public areas, and ongoing operational costs. A BID would extend monies needed to provide quality services and would allow the TIF to be used to fund major projects.

Regulatory Structure and Policies

Downtown is currently managed by a traditional city council-mayor-city manager form of government. Economic development (GPEDD) is an internal department under the City. The GPEDD also has a dedicated manager that manages retail recruitment and administers the Main Street façade program and Restaurant Incentive Program. The GPEDD also is the main body responsible for promoting the City, pursuing key targets, and leading development efforts, including Downtown. Downtown also has a separate Downtown Advisory Committee (DAC) that is comprised of the GPEDD, Chamber, business operators, developers, and key City staff. The DAC is a volunteer committee that meets regularly to coordinate efforts, including façade grants, policies, Civic Plaza design, and other projects.

Organization

While the Grand Prairie Economic Development Department and Downtown Advisory Committee are effective organizations that have advanced the transformation of Downtown, to implement the Downtown Plan, a more nuanced government structure will be required. As Downtown evolves the management structure will require greater management and become more complex. The GPEDD may consider expanding the department resources to manage events, programming, redevelopment, managing RFP's, coordinating substantial infrastructure projects, and marketing and branding.

Many successful downtowns in the US participate in Main Street America. The Main Street America program focuses on best practices and offers continual education on effective policies regarding economic vitality, design, promotion, and organization. This four-part approach addresses the major pillars of downtown management and would be a good program to foster downtown revitalization.



Zoning Framework Plan

A carefully crafted regulatory strategy will be necessary to preserve existing assets and to implement the future vision for redevelopment within Downtown Grand Prairie. One of the most critical aspects of successful plan implementation is establishing adjacency predictability for redevelopment. This ensures that property values will increase as redevelopment occurs. Consequently, a regulatory mechanism consistent with the community vision is essential for this plan to be implemented. This could be implemented over the short-term within the next year or two based on market interest in redevelopment.

The Illustrative Master Plan creates a vision for a walkable Main Street framed by buildings that are at or close to the sidewalk with parking located behind Main Street. It also envisions new and infill development in the blocks adjacent to the core Main Street blocks as a better transition between the neighborhoods and Main Street. Functional urban design standards requiring building design elements that support walkability and that are compatible with the historic context should be adopted. Such elements include: minimum number of doors and windows for new building facades, minimum floor to floor heights, shade elements along the sidewalk, and storefront design details.

With a clear vision for redevelopment within Downtown Grand Prairie, having predictable building form outcomes will be critical to attracting new investment and preserving existing investment. The existing regulatory structure may often lead to unpredictable results in the built environment. The goal should be to “make it easy to do the right thing.”

Since a high-quality public realm is what creates a walkable, mixed-use downtown, the changes to regulatory standards that affect the built environment will need mandatory application. In the long-term, the lack of cohesive design standards will undermine the goals of the plan to increase property values through a coherent, predictable context

from which investment can be measured and leveraged. In addition, a regulatory framework that does not require all property owners to meet higher design standards will create an uncertain environment and may fail to attract new investment. Thus, mandatory design standards are an economic development imperative as opposed to an aesthetic requirement.

Based on the issues identified above and the goals of the illustrative master plan, the following recommendations are made with respect to the proposed regulatory framework:

- Create appropriate character zones to implement the vision for different areas of Downtown – the Downtown Core, Downtown Edge or Transition, the Civic Core, and the Downtown Approaches along Main Street.
- Establish appropriate urban design standards associated with each character zone including building form, use, signage, and civic/open space standards with a focus on implementing pedestrian-oriented design.
- Establish a clear review, approval, and appeals process for all development.
- Establish street design standards that are consistent with the different character zones and vision for Downtown.

Additional zoning framework detail is located in the Appendix.

Parking Management

One of the major concerns mentioned during the stakeholder interviews was a lack of parking. As part of this initiative the consultant team evaluated existing public parking and recognized that although there is an abundance of parking based upon current conditions, lack of wayfinding to identify public parking and Main Street on-street parking may create a perception of a lack of parking.

A parking management plan is suggested to explore the location of existing parking and identify short-term and long-term parking strategies to accommodate the Downtown Plan. The future parking management

plan should be included in the City’s future CIP plans and should consider other transportation improvements downtown, including connectivity with future trails, sidewalks, and multi-modal future plans.

The components of a parking management plan for Downtown should include the following:

- A comprehensive parking inventory that identifies accessible public (on-street and off street) and private parking in and near Downtown
- Explore utilization of parking and explore parking needs based upon the build-out of the Downtown Plan and future improvements
- Explore parking enforcement strategies based upon critical areas to ensure key areas have available parking
- Create stronger identity for available parking and build partnerships with private parcels that could provide interim parking solutions as temporary uses until development/redevelopment occurs

As part of the implementation of Downtown, the City should identify strategic opportunities for public/private parking projects. For example, should the block immediately west of City Hall redevelop, a public/private development schema that includes a parking structure that could accommodate overflow parking for downtown patrons and increase development potential by accommodating more parking could be a win-win scenario for both the developer and City. In addition, as tracts are developed within the Restaurant Row area, the City should require that the parking between adjacent lots is connected to ensure parking lots are not orphaned and self-serving.

Creating a comprehensive parking management plan would support the long-term success of retailers and restaurants in Downtown. This would also align future development opportunities with adequate parking needs. Strategic parking would also improve traffic operations by locating parking to areas that could minimize automobile traffic. This would also help encourage pedestrian activity if parking is located in key areas and is connected to major assets.

Main Street Turnback

One critical action would be to explore the viability of taking Main Street off the TxDOT system within the Downtown core. The Turnback Program would allow the City to design the segment of Main Street that reverts back to City management. Main Street currently is designed to function as a major regional arterial and carries significant truck traffic at high speeds. These conditions create noise that deters sidewalk café's, the traffic impedes pedestrian mobility, and the truck traffic creates safety issues. All of which are contrary to fostering walkability and experiences.

To explore the Main Street Turnback, one scenario would include the minimum extents needed to mitigate the issues. This would likely consist of the segment of Main Street between SH 161 and Belt Line Road. This scenario is limited due to the remaining conflicts between truck traffic and downtown visitors at the transition of Downtown and key gateways. While this may not be the best configuration in terms of transitions, it would help resolve many of the core issues in Downtown.

An alternate scenario would include the segment between Great Southwest Parkway to the West and the Main Street/Jefferson joint intersection to the East. While this increases the city maintenance obligation, this scenario would mitigate the gateway conflicts. Under this scenario NCTCOG and TxDOT may participate to upgrade key intersections. The Great Southwest connection would also tie into the current improvements that Arlington and TxDOT are undergoing.

A third scenario would include a Turnback from either end of the city limits. The purpose of exploring this scenario would be to understand the magnitude of maintenance needed and opportunities for greater participation from NCTCOG and TxDOT.

In conjunction with the Turnback program, Jefferson and some north/south streets will likely need to be upgraded to handle the additional traffic

and create better traffic flow, as well as transitions between Downtown and these facilities.

The City will continue to study the viability of a Turnback as part of the initial implementation of the Downtown Plan. A technical study is underway to understand the cost/benefits with various scenarios while a resolution and adoption by the city council is expected in November. Future negotiations with TxDOT and NCTCOG will explore the viability of the Turnback, and appropriate termini.


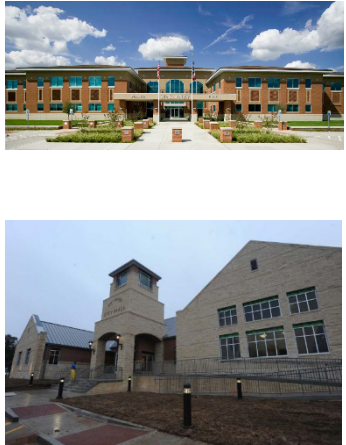

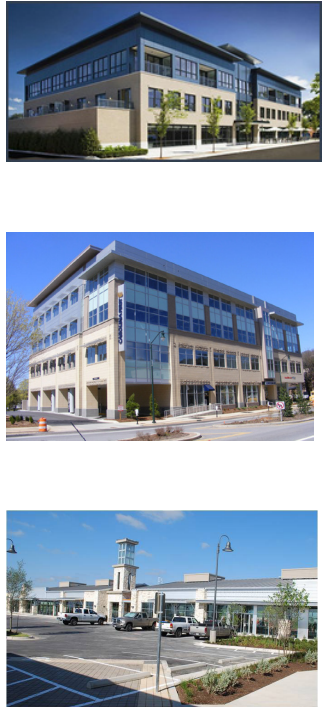
ZONING FRAMEWORK

Downtown Character Zones Development Standards	Downtown Core	Civic Core	Downtown Transition	Approach Corridor	Regional Gateway
<p>Purpose and Intent</p>	<ul style="list-style-type: none"> • Intended to encourage higher-intensity mixed use redevelopment along Main Street and along other key street frontages (Center and W 2nd Streets) • Development standards should emphasize a pedestrian orientation and continuous building context these block frontages 	<ul style="list-style-type: none"> • Intended to provide for a campus of public and civic uses within a downtown context • The civic buildings should be oriented around a new public square/plaza that can not only be the central gathering space but also catalyze new restaurants and retail uses along Main Street 	<ul style="list-style-type: none"> • Intended to provide for a range of neighborhood-scale office, live-work, and urban residential transitions between Main Street and adjoining neighborhoods • Development standards should emphasize the use of urban residential building types such as garden office buildings, small apartment buildings, townhomes, live-work, and smaller single-family residential buildings to be compatible with the adjoining neighborhoods 	<ul style="list-style-type: none"> • Intended to provide for aesthetic improvement of the blocks that act as a gateway into Downtown and provide for a long-term transition of the current older, suburban uses • Development standards should emphasize landscaping along the corridor and modification of the sign regulations 	<ul style="list-style-type: none"> • Intended to provide for a range of higher intensity commercial (retail, corporate office, lodging) that has a regional draw due to its proximity to major regional transportation corridors • Development standards should focus on creating memorable regional gateways (building design, signage, public art) with appropriate aesthetic treatment of buildings, site, and signage
<p>General Locational Characteristics</p>	<ul style="list-style-type: none"> • Generally, 1 – 2 blocks north of Main and ½ - 1 block south of Jefferson Street from W 6th Street to E 3rd Street 	<ul style="list-style-type: none"> • Generally the blocks bounded by Main, W 4th, College/North, Center, Church, and W 3rd Streets 	<ul style="list-style-type: none"> • Generally, 1 – 2 blocks north of Dalworth and Bonham Street and ½ block south of the Downtown Core to Dallas Street 	<ul style="list-style-type: none"> • Generally the blocks fronting on Main Street on the east side and west side of the Downtown Core 	<ul style="list-style-type: none"> • Blocks surrounding the intersections of Main/ Jefferson with PG&T and Belt Line Road

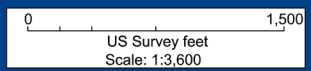
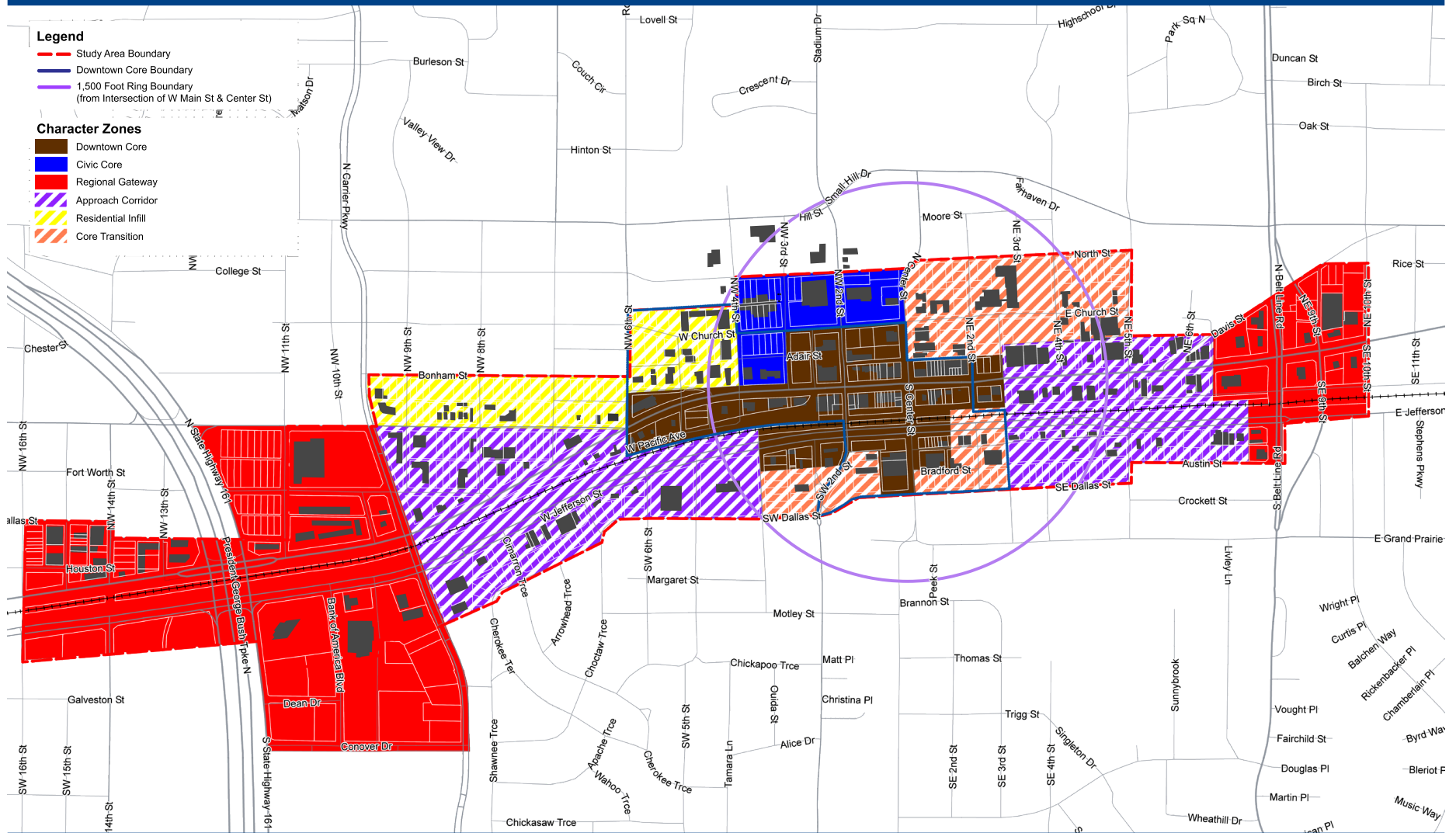
Downtown Character Zones	Downtown Core	Civic Core	Downtown Transition	Approach Corridor	Regional Gateway
Development Standards					
Permitted Uses	<ul style="list-style-type: none"> Commercial (office, retail) on any floor Commercial frontage (ground floor built to commercial standards) required along Main Street frontage Residential uses permitted by right on upper floors along Main Street and on any floor along other frontages Auto-oriented site elements (parking and drive-thrus) are restricted 		<ul style="list-style-type: none"> Small scale commercial uses (retail, office, and institutional), live-work and urban residential uses Surface parking limited to side yards or rear yards Limits auto-oriented uses and site elements 	<ul style="list-style-type: none"> Range of commercial uses on any floor Residential permitted by right on any floor Auto-oriented site elements permitted with aesthetic screening and orientation away from Main Street to the extent feasible 	
Building Form and Development Standards					
Building Height	<ul style="list-style-type: none"> 4 stories maximum 	<ul style="list-style-type: none"> 4 stories maximum 	<ul style="list-style-type: none"> 4 stories maximum 	<ul style="list-style-type: none"> 1 – 2 stories 	<ul style="list-style-type: none"> 5 stories by right and higher by additional review criteria such as provision of structured and shared parking, mix of uses, public amenities
Building Placement & Frontage	<ul style="list-style-type: none"> A minimum of 75% - 80% of the lot width along Main Street or a public plaza to be occupied by buildings 	<ul style="list-style-type: none"> A minimum of 60% of the lot width along Main Street or the Civic Plaza to be occupied by buildings 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A

Downtown Character Zones	Downtown Core	Civic Core	Downtown Transition	Approach Corridor	Regional Gateway
Development Standards					
<i>Off-Street Parking Strategy</i>	<ul style="list-style-type: none"> No parking required for non-residential uses All residential uses shall be required 1 space per unit Location of parking should be behind or on the side of the building Shared parking should be permitted within 1,200 feet of the lot for both residential and non-residential uses. Shared parking agreements may be needed 		<ul style="list-style-type: none"> All non-residential uses should have 1 space per 300 sq.ft. All residential uses should have 1.5 space per residential unit Max. of one aisle with two head-in or angled parking rows permitted between the building and Main Street ROW Shared parking permitted within 400 feet of the lot (agreements may be required) 		<ul style="list-style-type: none"> Same as required by current zoning ordinance
<i>Transitions to Existing Neighborhoods</i>	<ul style="list-style-type: none"> None (since zone does not abut any neighborhoods) 	<ul style="list-style-type: none"> Building heights limited to 3 stories within 50' of existing single-family residential use or zoning 	<ul style="list-style-type: none"> N/A 		<ul style="list-style-type: none"> Building heights limited to 3 stories within 50' of future residential land use designation (on FLUP)
Building Design Standards					
<i>Building Orientation and Entrances</i>	<ul style="list-style-type: none"> If the lot has frontage on Main Street, then buildings shall be oriented towards Main Street or a public square or plaza with at least one primary pedestrian entrance on Main Street 		<ul style="list-style-type: none"> Buildings shall be oriented towards the primary street frontage with at least one pedestrian entrance along that street frontage 		<ul style="list-style-type: none"> If the lot has frontage on Main Street, then buildings shall be oriented towards Main Street with at least one primary pedestrian entrance on Main Street

Downtown Character Zones	Downtown Core	Civic Core	Downtown Transition	Approach Corridor	Regional Gateway
Development Standards					
<i>Primary Façade transparency</i>	<ul style="list-style-type: none"> Establish a minimum requirement for doors and windows along Main Street and other pedestrian-oriented street facing facades such as Center and W 2nd Streets Recommend windows and doors for 60% - 40% of ground floor facades and 25% for upper floor facades Limit large expanses of blank walls 		<ul style="list-style-type: none"> Min. of 25% transparency required along the primary street frontage 	<ul style="list-style-type: none"> Min. of 40% of ground floor façade transparency required along Main Street frontages 	<ul style="list-style-type: none"> Min. of 30% of the PGBT (avg of all floors) and Main Street facades to be transparent
<i>Primary Façade Articulation</i>	<ul style="list-style-type: none"> Retail and Mixed Use buildings: Vertical rhythm (20'-30') (Shall be the repetition of certain vertical elements on a building façade to establish a pedestrian scale along the street front. This rhythm may be expressed by changing materials, or color, or by using design elements such as fenestration, columns and pilasters, or by varying the setback of portions of the building façade.) Flexible for Civic/Public Uses 		Provide primary façade articulation by using at least 2 of the following: <ul style="list-style-type: none"> Variations in roof form or variations in roof height or parapet of two feet or more Changes in wall plane of a minimum ten percent in width and a minimum 24 inches depth Variations in the arrangement and recessing of doors and windows Recognizable changes in texture or material or color Decorative columns or pilasters Use of porches or stoops (for residential buildings only) 		
<i>Building Materials</i>	<ul style="list-style-type: none"> Min. 80% masonry for primary facades Min. 60% masonry for secondary street facing facades Flexible for non-street facing facades Flexible for Civic/public buildings 		<ul style="list-style-type: none"> Min. 60% masonry for primary facades Min. 40% masonry for secondary street facing facades Flexible for non-street facing facades Hardi-plank (cementitious siding) permitted on upper floors for lodging and residential buildings Flexible for buildings higher than 5 stories 		

Downtown Character Zones Development Standards	Downtown Core	Civic Core	Downtown Transition	Approach Corridor	Regional Gateway
<p><i>Images to convey intent</i></p>					

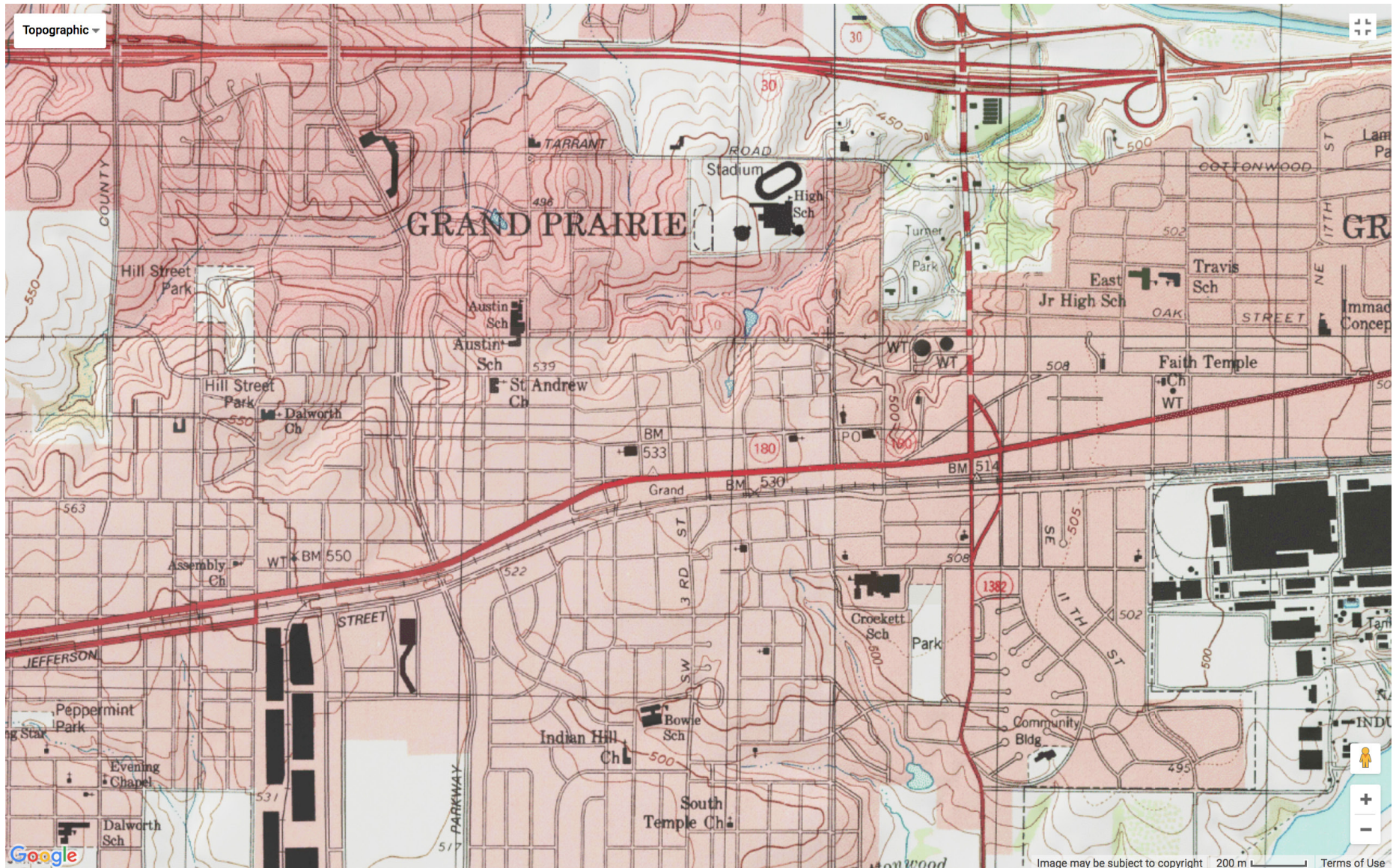
Character Zones



APPENDIX

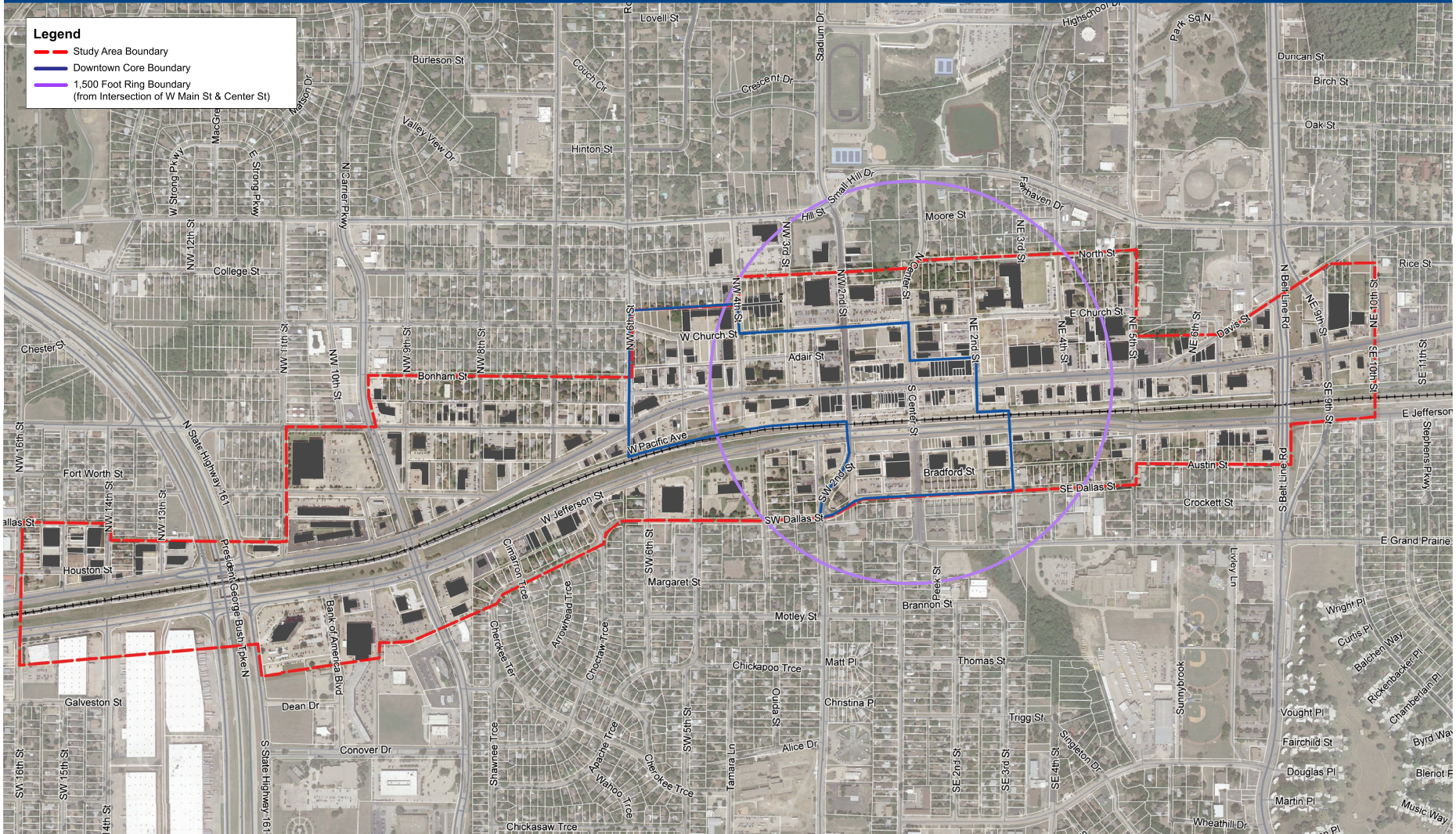


APPENDIX: TOPOGRAPHY



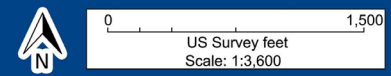
APPENDIX: EXISTING BUILT ENVIRONMENT

Aerial Map



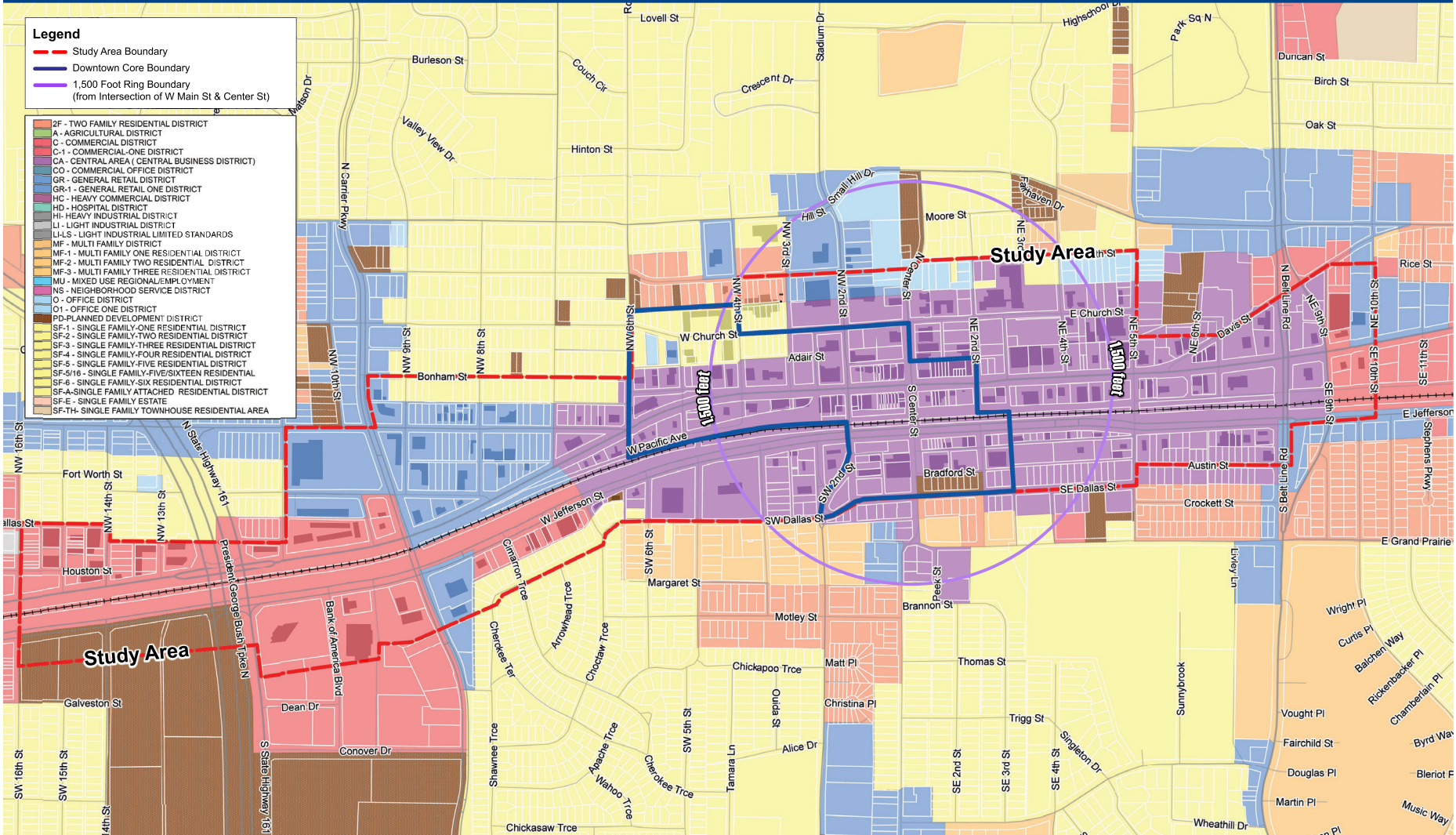
Legend

- - - Study Area Boundary
- Downtown Core Boundary
- 1,500 Foot Ring Boundary (from Intersection of W Main St & Center St)

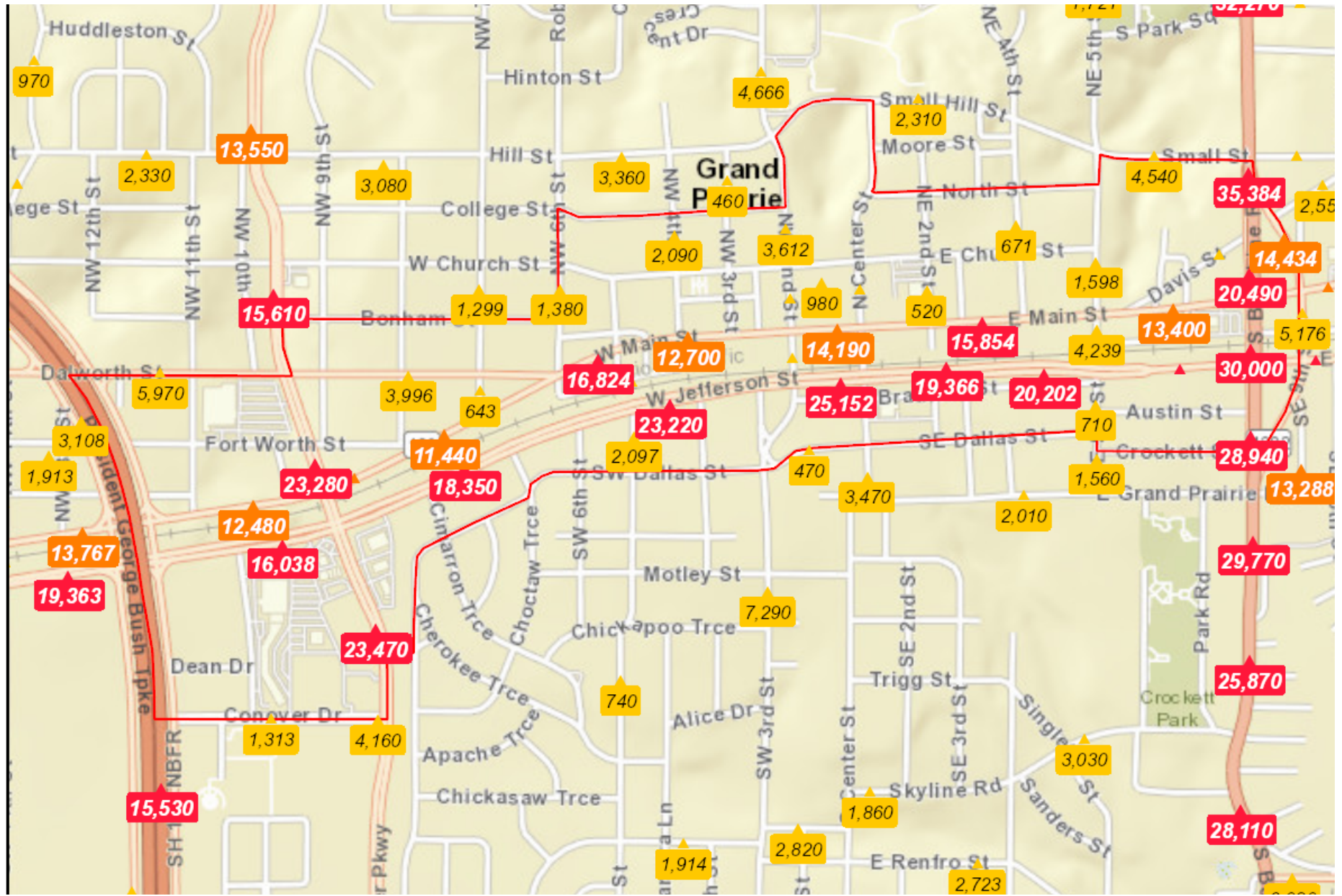


APPENDIX: EXISTING ZONING

Zoning Map

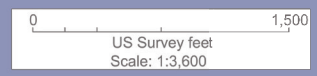
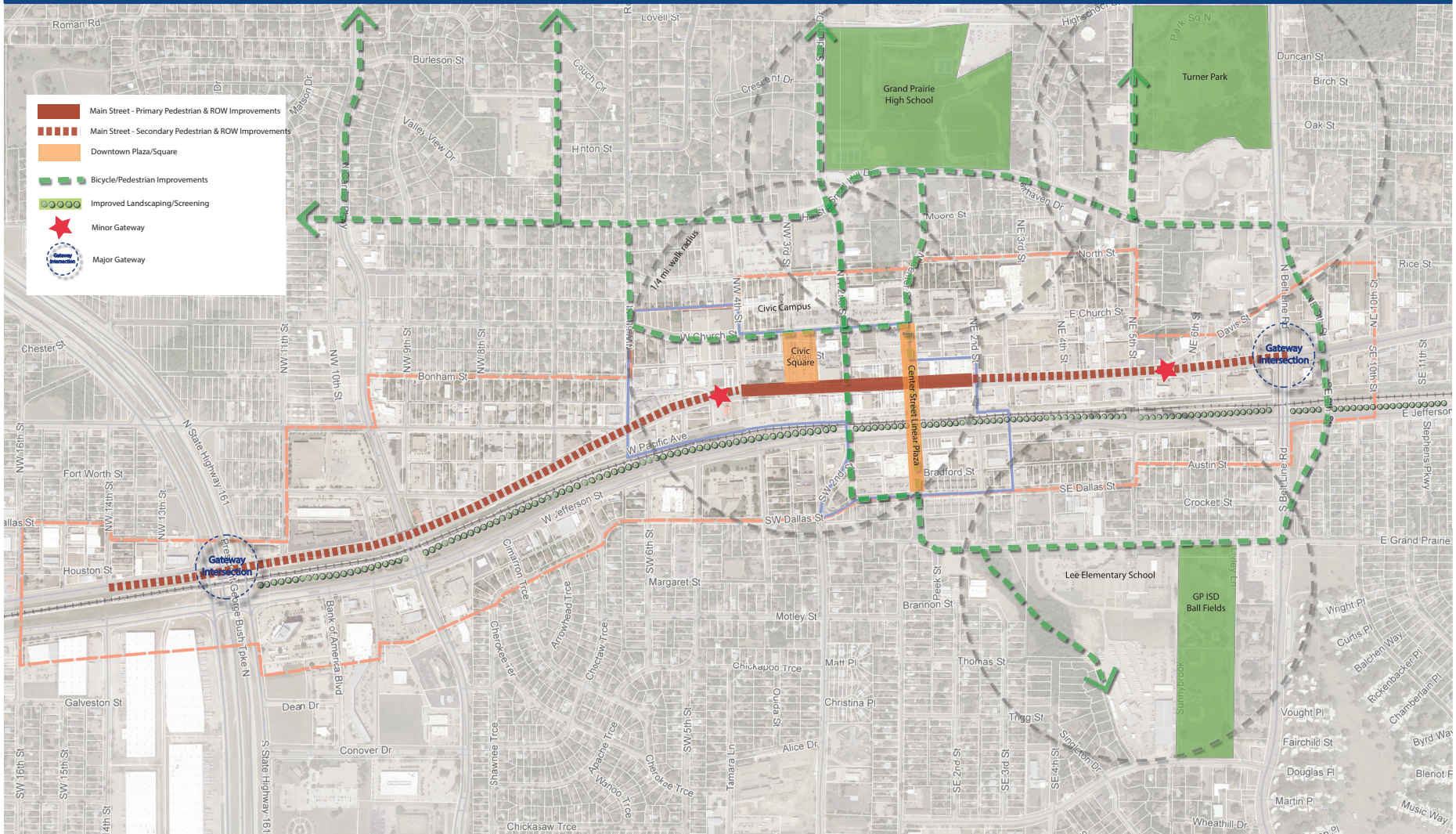


APPENDIX: TRAFFIC COUNTS



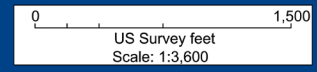
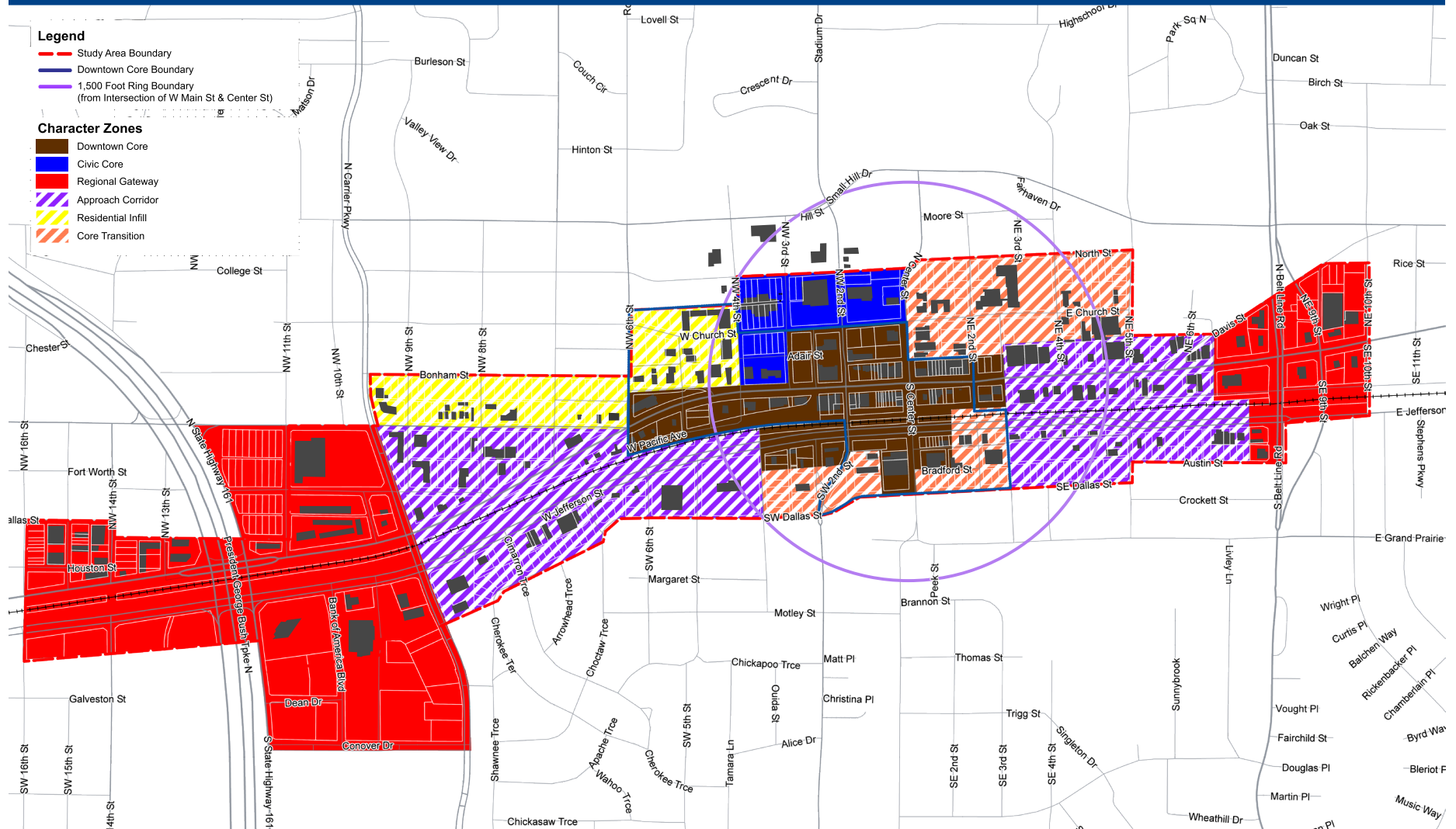
APPENDIX: CONNECTIVITY

Connectivity Map



APPENDIX: CHARACTER ZONES

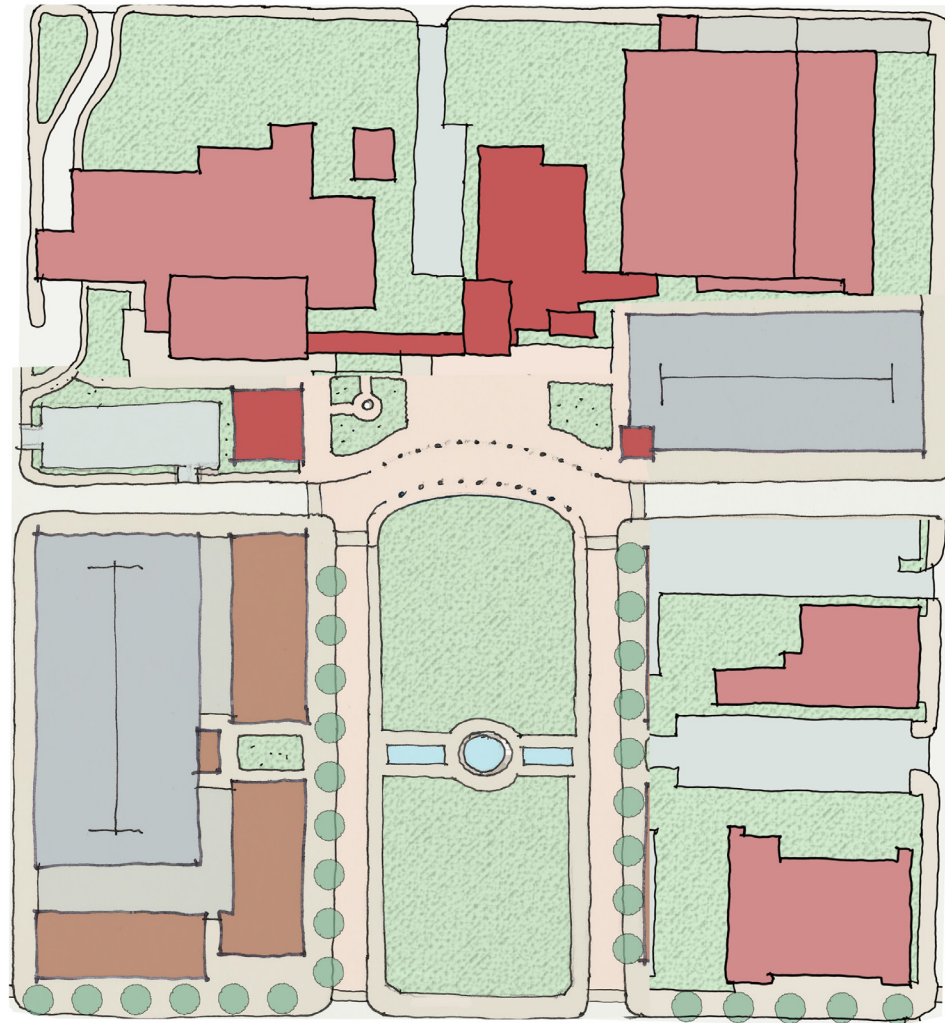
Character Zones



APPENDIX: CIVIC PLAZA OPTION 1



APPENDIX: CIVIC PLAZA OPTION 2



APPENDIX: BLOCK GROUP ANALYSIS

Blockgroup ID	481130154042	481130154043	481130155001	481130155002	481130155003	481130156002	481130159001	481130160011	481130160012	481130160021	481130161001
POPULATION											
1990 Population	1,555	753	881	828	1,649	1,397	748	959	803	949	1,006
2000 Population	1,863	762	1,492	1,030	1,874	1,781	839	1,293	796	893	1,169
2010 Population	2,811	845	766	1,221	1,563	1,678	862	1,282	868	1,270	2,254
2018 Population	2,904	868	1,000	1,635	1,596	1,957	1,040	1,296	893	1,391	2,122
2023 Population	2,970	879	1,090	1,796	1,607	2,052	1,110	1,302	909	1,432	2,091
2028 Population	3,070	905	1,170	1,925	1,651	2,149	1,169	1,344	933	1,491	2,127
% Growth 2018 - 2023	2.3%	1.3%	9.0%	9.8%	.7%	4.9%	6.7%	.5%	1.8%	2.9%	-1.5%
% Growth 2010 - 2018	3.3%	2.7%	30.5%	33.9%	2.1%	16.6%	20.6%	1.1%	2.9%	9.5%	-5.9%
HOUSEHOLDS											
2010 Households	870	226	291	369	520	450	242	370	234	375	1,093
2018 Households	899	232	380	494	531	529	292	374	243	411	1,029
Persons Per Household	2.9	3.1	3.1	2.9	3.2	3.4	3.1	3.2	3.2	3.1	3.2
% Proj Household Growth 2018 - 2023	2.2%	1.3%	8.9%	9.9%	.8%	5.3%	6.8%	.5%	1.6%	2.9%	-1.5%
% Household Growth 2010 - 2018	3.3%	2.7%	30.6%	33.9%	2.1%	17.6%	20.7%	1.1%	3.8%	9.6%	-5.9%
HOUSING											
Households	899	232	380	494	531	529	292	374	243	411	1,029
Vacant Households	71	26	30	71	46	51	30	28	62	38	120
Renter-Occupied Households	686	153	223	144	357	186	127	158	100	285	747
Owner-Occupied Households	213	79	157	350	174	343	165	216	143	126	282
Less than \$50,000	27	0	0	10	7	7	12	0	8	0	0
\$50,000 to \$100,000	47	29	60	63	28	127	88	77	48	47	8

APPENDIX: BLOCK GROUP ANALYSIS

\$100,000 to \$150,000	78	24	47	72	23	166	24	139	60	67	9
\$150,000 to \$200,000	41	0	35	128	61	26	20	0	24	3	135
\$200,000 to \$300,000	20	7	3	57	44	17	10	0	3	1	130
\$300,000 to \$500,000	0	4	3	20	8	0	11	0	0	8	0
\$500,000 to \$1,000,000	0	0	9	0	3	0	0	0	0	0	0
Greater than \$1,000,000	0	15	0	0	0	0	0	0	0	0	0
Median Home Value	\$120,437	\$117,780	\$118,014	\$159,006	\$167,313	\$106,435	\$92,661	\$103,320	\$112,590	\$118,152	\$198,150
RACE											
% White	14.3%	8.6%	34.9%	41.9%	26.8%	18.1%	14.5%	23.8%	24.0%	14.2%	41.2%
% Black	30.8%	3.7%	11.0%	3.5%	8.0%	2.8%	9.6%	3.9%	4.9%	9.0%	19.9%
% Asian	.5%	1.7%	1.1%	.2%	2.1%	.4%	.2%	0.0%	1.5%	.4%	2.1%
% Hispanic	52.6%	85.4%	49.9%	53.6%	62.0%	77.8%	74.3%	71.1%	68.3%	75.5%	34.3%
% Other	1.9%	.6%	3.1%	.7%	1.1%	1.0%	1.3%	1.2%	1.3%	.9%	2.5%
EMPLOYMENT											
Workplace Establishments	23	20	97	48	55	37	20	39	13	25	55
Workplace Employees	680	586	3,064	1,417	2,210	1,236	537	1,071	422	882	1,702
INCOME											
Median Household Income	\$35,654	\$27,943	\$37,584	\$54,101	\$30,376	\$35,711	\$29,933	\$36,823	\$41,990	\$33,557	\$31,528
Average Household Income	\$37,896	\$39,047	\$37,428	\$63,017	\$48,229	\$44,255	\$42,965	\$41,831	\$51,292	\$36,312	\$40,059
Less than \$25,000	346	88	180	93	143	112	73	115	57	111	387
\$25,000 to \$50,000	280	81	79	140	232	214	107	132	76	207	325
\$50,000 to \$75,000	158	46	81	92	72	131	73	85	56	89	177
\$75,000 to \$100,000	94	5	19	71	50	66	38	15	40	4	79
\$100,000 to \$200,000	16	12	21	95	14	6	1	27	14	0	61
\$200,000 to \$500,000	4	0	0	3	16	0	0	0	0	0	0
Greater than \$500,000	1	0	0	0	4	0	0	0	0	0	0

APPENDIX: BLOCK GROUP ANALYSIS

EDUCATIONAL ATTAINMENT											
Educational Base - Age 25 +	1,498	487	643	1,004	886	1,198	623	773	538	761	1,350
Less than 9th Grade	14.2%	30.8%	1.4%	12.7%	17.6%	22.9%	25.0%	23.9%	43.5%	19.1%	4.0%
Some High School	12.5%	14.6%	22.9%	15.6%	20.1%	19.0%	9.8%	16.2%	26.4%	13.7%	13.2%
High School Diploma or GED	39.5%	28.5%	35.0%	31.6%	20.2%	35.0%	27.6%	37.3%	15.8%	40.9%	39.2%
Some College	20.8%	19.5%	24.3%	15.9%	20.9%	15.1%	26.3%	17.3%	6.3%	17.3%	21.7%
Associates Degree	5.5%	0.0%	0.0%	8.0%	3.6%	3.4%	9.1%	1.4%	0.0%	5.9%	6.2%
Bachelors Degree	4.3%	3.7%	10.0%	14.4%	9.1%	4.0%	.6%	0.0%	3.5%	1.6%	10.4%
Masters Degree	3.1%	2.9%	6.5%	1.2%	4.9%	.6%	1.4%	3.9%	4.5%	1.6%	3.9%
Professional Degree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.7%
Doctorate Degree	0.0%	0.0%	0.0%	.5%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	.7%
AGE											
Median Age - Female	32.2	32.5	33.2	35.7	33.6	30.8	32.9	32.9	32.8	34.7	32.7
Median Age - Male	30.2	30.9	31.4	33.1	30.8	30.1	31.4	30.4	30.1	32.3	29.9
Median Age - Both	31.2	31.8	32.3	34.4	32.2	30.4	32.0	31.8	31.4	33.4	31.3
Generation Z (Ages 0 - 18)	1,070	270	261	428	535	545	300	365	257	478	602
Millennials (Ages 18 - 35)	738	241	251	420	406	472	265	337	211	348	451
Generation X (Ages 35 - 55)	754	243	238	424	392	488	279	357	222	343	441
Baby Boomers (Ages 55 - 75)	306	98	198	305	218	354	172	201	167	196	391
Silent Generation (Ages 75 +)	36	16	52	58	45	98	24	36	36	26	237