

## NORTHSHORE | AREA A



### VISION

**NORTHSHORE - EAST.** A major employment hub within the City, Northshore will be home to businesses that seek access to a diverse employment base, high standards of building development, clusters of restaurants and lodging along the Turnpike, and available public amenities including bike paths and walking trails. Long-term tenants might also include science and technology companies, a tenancy profile that could be realized sooner were the City to be successful in attracting appropriate educational institutions to this location. The timing of development within Northshore will be directly related to: the availability of infrastructure; support of property owners; competitive status of other more obvious business “addresses” in the Metroplex; and policies and regulations that ensure this will be a business address only – meaning restrictions on big box retailers.

**NORTHSHORE - WEST.** Beyond the Tollway and on both sides of Merritt Road, development will be unified in character and quality. Similar to the best examples of town center development from the past two decades, civic and public spaces will anchor a mix of private uses (retail, office and residential) located side-by-side and vertically within the same structures. While single family units will be allowed in the far western portion of Northshore, they will not be the dominant use. Attached residential ownership and rental products will be more typical and at a scale greater than typical suburban models (two + stories), yet less than more urban models. Standards of design will be high, translating into higher rents and sale prices. Northshore will not be a low-cost alternative within either the City or the region.

Essential elements that will have to be in place in order for this investment scenario to be realized include: community education about the market realities that inform the timing of this vision; awareness and consideration of the boundaries (and ownership patterns) of Northshore; infrastructure at a capacity sufficient to support a range of development products; design standards; and, strategies for overcoming limited frontage road access.

**DEVELOPABLE ACRES:** \* 1,168

### PRODUCT TYPES:

- Flex Office
- Low and Moderate Density Residential
- Town Center Commercial
- Class B Office
- Limited Service Hotels
- Active Public Spaces

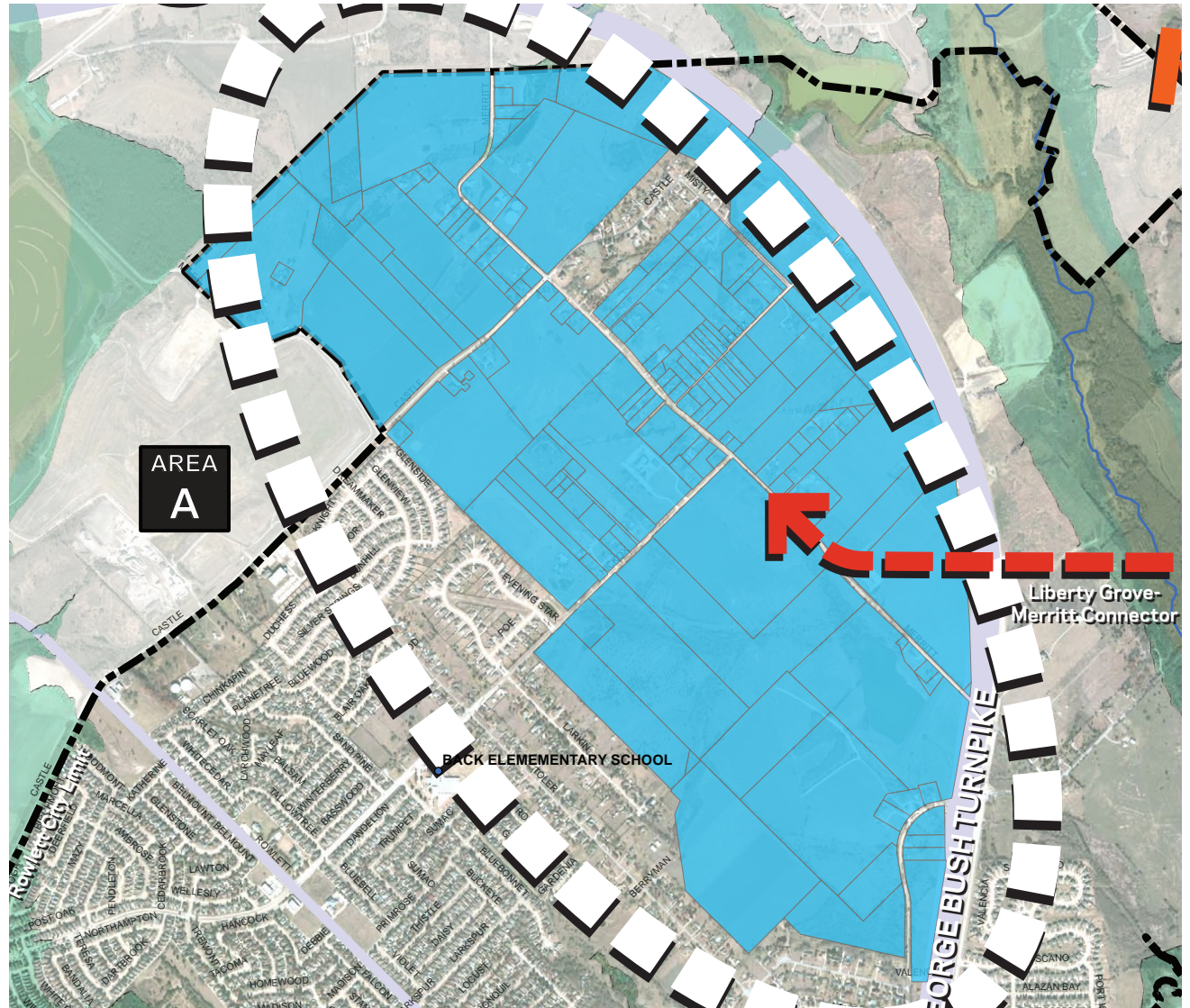
### SUPPORTABLE PSYCHOGRAPHICS

- Upward Bound
- Kids & Cul-de-Sacs
- Home Sweet Home
- Young Influentials
- Urban Achievers
- Blue-Chip Blues
- New Beginnings

\* Net floodplain and parcels less likely to redevelop in the near-term (five to 10 years).

## MARKET

- Despite demographic and psychographic indicators that suggest a significant concentration of professionals and executives in the area, there is also a segment of blue collar workers, likely leftover from the days when Rowlett was a reasonably priced housing market. This available base of both types of employees will provide an attractive asset for companies siting their facilities along the PGBT right-of-way.
- Given the size of property holdings in the area, access to regional transportation infrastructure, and natural amenities, it is highly likely that properties in this area will capitalize on the growing number of smaller households seeking commercial offerings in close proximity of their home (i.e., Town Center development), yet access to the region's employment centers.
- Trade Area demand for employment space (office / industrial) is estimated to exceed 20m square feet over the next 10 years. Given Rowlett's distance from established and more centrally-located office business parks, it is likely that the format of development along the PGBT will be a flex office product.
- In addition to a mix of ownership housing products at different densities, the use mix could also include market rate rental products (demand exceeds 6,000+ units in the Trade Area at rates of \$1,000+ per month over the next 10 years).





## NORTHSHORE | AREA A

### GUIDING PRINCIPLES



	GUIDING PRINCIPLE	D-3 SOUTH SHORE
1	Value existing neighborhoods	
2	Grow the City's economy through diversification of job and business opportunities	****
3	Make Rowlett a community that is attractive to people at all stages of their lives	
4	Invest in places of lasting value and distinctive character	***
5	Maximize the benefits of major public infrastructure investments (existing, planned)	****
6	Use Lake Ray Hubbard and Rowlett's natural assets to create a distinctive identity...	
7	Diversify mobility options within the City and connect activity areas	***
8	Create centers with a mix of activities at key locations in Rowlett	***
9	Balance growth through efficient development patterns	***
10	Support quality educational resources to meet the needs of Rowlett residents...	
11	Position Rowlett for an appropriate scale of investment and reinvestment...	***
12	<b>Fund public investment that leverages desired private investment</b>	
13	<b>Ensure that <i>Realize Rowlett 2020</i> is a statement of the City's policy for future...</b>	
	<i>Bold principles relate to citywide concerns and are not specific to any individual geographic area</i>	
	<i>Key:</i>	
	<i>Strongest Support of Principle</i>	****
	<i>Moderate Support of Principle</i>	***
	<i>Some Support of Principle</i>	**
	<i>Incidental Support of Principle</i>	*

## IMPLICATIONS

Physical	Attractive, predominantly greenfield site with good visibility from PGBT, large pond / lake.
	High point of Rowlett with views to surrounding communities.
Infrastructure	With reconstruction of Merritt Road and new construction of PGBT, utilities to serve the area are currently or will be available.
Access	PGBT will provide access to Merritt Road interchanges in Sachse and in Rowlett.
	Plans are currently in development for the reconstruction of Merritt Road.
	No frontage roads will be in place along PGBT in this area.
Market	Several parcels are not currently considered part of Northshore because their owners did not want to be included.
	Near-term opportunities will include warehouse, distribution, and flex office users, rather than the desired tenant profile more consistent with a technology park.
	Large format retailers will be drawn to this area upon completion of the PGBT.
Financial	The existing Tax Increment Financing (TIF) District or a new Municipal Management District (MMD) could be used to assist with the cost of capital expenditures.
Regulatory	Current zoning will not accommodate uses nor a development form envisioned for this area - business park and traditional neighborhood development.

## NORTHSHORE | AREA A

### IMPLEMENTATION

IMPLEMENTATION STRATEGIES (ACTIONS)	TIMING
<i>The specific strategy (action) to be taken</i>	<i>Priority, short, medium, long-term, future or on-going</i>
Prepare an urban design framework that identifies locations and design concepts for district gateways, nodes and streetscape improvements.	Priority
Complete a target industry analysis that identifies the most viable industries and businesses for expansion and relocation to the area.	Mid-Term
Develop open space / trail overlay for Northshore and Center for Commerce and Industry.	Mid - Term
Develop a collector street grid that connects area to City thoroughfare plan.	Mid - Term
Prepare a pedestrian and bicycle facilities plan for Merritt Road.	Mid - Term
Develop a small area plan that further defines the size and scale of business park users consistent with a Tech Campus, Town Center and Traditional Neighborhood Development.	Short - to Mid - Term
Promote this area as the site for future educational and training institutions.	On - Going
Review non-conforming uses and structures and consider allowing some interim uses and improvements in area where future land use change will be determined by longer-term market opportunities.	Priority - to Short - Term
Create marketing materials that support a long-term vision for a tech campus and educate area brokers about Rowlett's commitment to this concept.	Short - to Mid - Term
Quantify the remaining life of the TIF and its potential to assist with the completion of infrastructure (consistent with the vision) including gateway improvements.	Priority - to Short - Term
Investigate the feasibility of creating a revenue-sharing agreement between the property owners in Northshore and Center for Commerce and Industry that will be used to finance public improvements in both areas.	Priority - to Short - Term
Work with existing property owners to help them understand the vision and their potential return on investment associated with a long-term highest and best use scenario.	Priority

## CENTER FOR COMMERCE + INDUSTRY | AREA B-1



### VISION

Center for Commerce and Industry uses will mirror those of the eastern edge of Northshore – office and technology spaces supported by commercial and lodging operators. Education and training institutions in support of technology tenants will be an obvious marketing target by the City, near-term, in order to accelerate the pace of investment in this subarea. Floodplains in the area, while limiting the total developable area, will serve as an amenity for businesses and a natural division between business and residential uses. Development of the Center for Commerce and Industry in a consistent manner with the eastern edge of Northshore will be critical, so that the area presents itself as a single business park environment - each side of the PGBT with different features and amenities, but both offering a consistent quality and design.

**DEVELOPABLE ACRES:** \* 246

### PRODUCT TYPES:

- Flex Office
- Class B Office
- Limited Service Hotels
- Active and Passive Public Spaces

### SUPPORTABLE PSYCHOGRAPHICS

- Blue-Chip Blues
- Close-In Couples
- New Beginnings
- Multi-Culti Mosaic

*\* Net floodplain and parcels less likely to redevelop in the near-term (five to 10 years).*

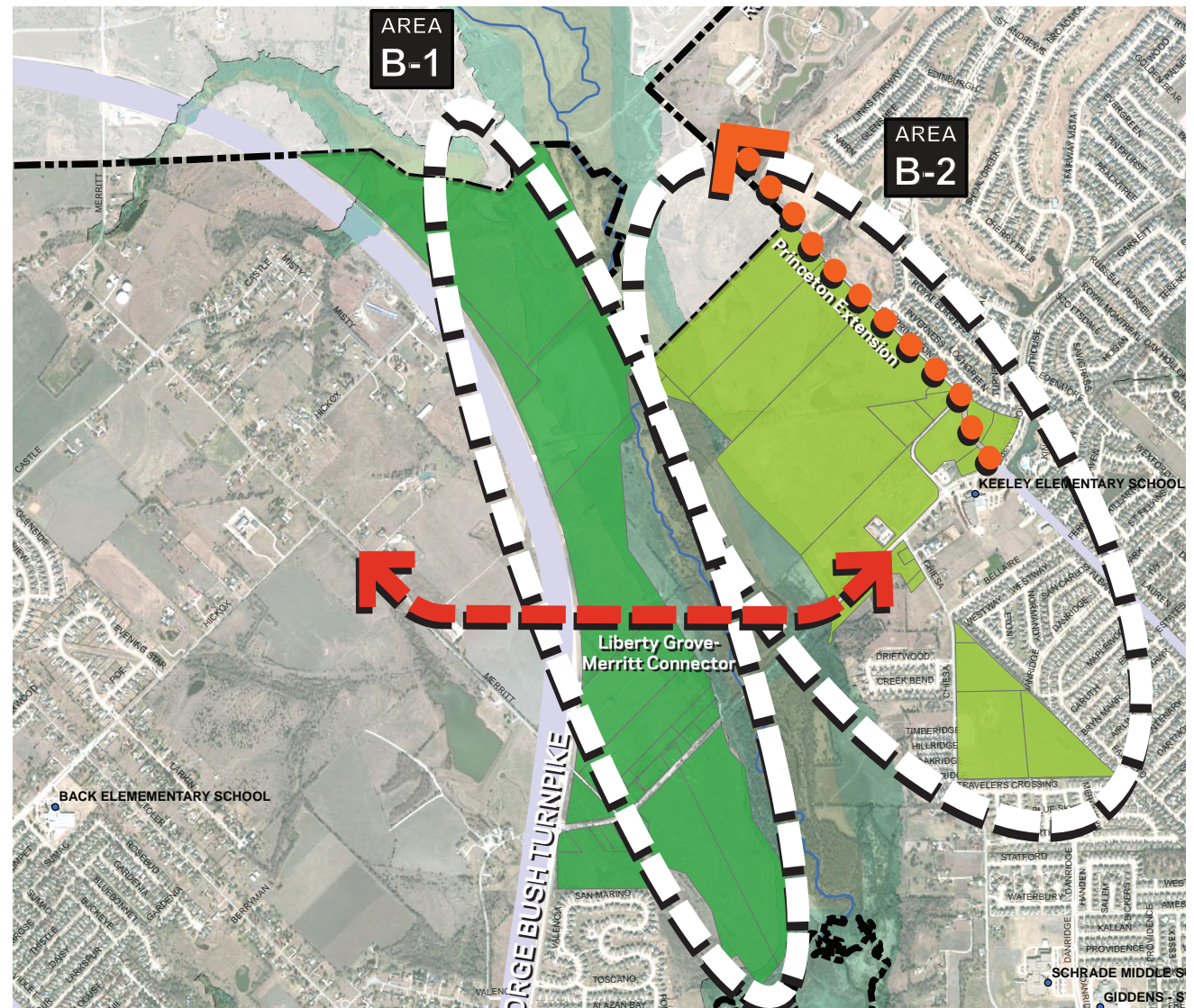


Essential elements that will have to be in place in order for this investment scenario to be realized include: enhanced access to Muddy Creek; design standards; a roadway network to provide access to northern portions of the area; and, joint marketing effort with Northshore.



## MARKET

- Despite demographic and psychographic indicators that suggest a significant concentration of professionals and executives in the area, there are also blue collar workers, likely leftover from the days when Rowlett was a reasonably priced housing market. This base of employees would provide an attractive asset for companies siting their warehouse/ distribution facilities along the PGBT right-of-way.
- Trade Area demand for employment space (office / industrial) is estimated to exceed 20m square feet over the next 10 years. Given Rowlett's distance from established and more centrally-located office business parks, as well as the area's access to a region-serving network of roadways, it is likely that the format of development along the PGBT will be a flex-office product.
- Given the character and density of improvements that will likely occur along the PGBT in this location, support commercial and lodging products will be limited service in the near-term.



## CENTER FOR COMMERCE + INDUSTRY | AREA B-1

### GUIDING PRINCIPLES



	GUIDING PRINCIPLE	B-1 CENTER COMMERCE INDUSTRY
1	Value existing neighborhoods	
2	Grow the City's economy through diversification of job and business opportunities	***
3	Make Rowlett a community that is attractive to people at all stages of their lives	
4	Invest in places of lasting value and distinctive character	*
5	Maximize the benefits of major public infrastructure investments (existing, planned)	***
6	Use Lake Ray Hubbard and Rowlett's natural assets to create a distinctive identity...	****
7	Diversify mobility options within the City and connect activity areas	
8	Create centers with a mix of activities at key locations in Rowlett	
9	Balance growth through efficient development patterns	
10	Support quality educational resources to meet the needs of Rowlett residents...	***
11	Position Rowlett for an appropriate scale of investment and reinvestment...	
12	<b>Fund public investment that leverages desired private investment</b>	
13	<b>Ensure that <i>Realize Rowlett 2020</i> is a statement of the City's policy for future...</b>	
	<i>Bold principles relate to citywide concerns and are not specific to any individual geographic area</i>	
	<i>Key:</i>	
	<i>Strongest Support of Principle</i>	****
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	<i>Some Support of Principle</i>	**
	<i>Incidental Support of Principle</i>	*



## IMPLICATIONS

Physical	Attractive, predominantly greenfield site with good visibility from PGBT on the west.
	Muddy Creek defines the eastern edge of the area, providing a region-serving amenity.
	The lot depth of parcels is limited by the area's adjacency to Muddy Creek, thus informing potential development forms.
Infrastructure	Utilities are currently in place to support the level and types of development envisioned by the stakeholders.
Access	PGBT frontage road access exists between Liberty Grove and the future Merritt connection.
	Properties to the north of future Merritt Road will have no frontage roads and are moderately constrained due to access barriers created by Muddy Creek.
Market	Near-term opportunities will include warehouse, distribution, and flex office, rather than the desired tenant profile more consistent with a technology park.
	Large format retailers will be drawn to this area upon completion of the PGBT.
Financial	The existing Tax Increment Financing (TIF) District or a new Municipal Management District (MMD) could be used to assist with the cost of capital expenditures.
Regulatory	Current zoning will not accommodate uses nor a development form envisioned for this area - business park and traditional neighborhood development.
	Development guidelines will be needed to control quality / consistency of development, and to assure compatible development adjacent to existing single-family neighborhoods.

## CENTER FOR COMMERCE + INDUSTRY | AREA B-1

### IMPLEMENTATION

IMPLEMENTATION STRATEGIES (ACTIONS)	TIMING
<i>The specific strategy (action) to be taken</i>	<i>Priority, short, medium, long-term, future or on-going</i>
Review non-conforming uses and structures and consider allowing some interim uses and improvements in area where future land use change will be determined by longer-term market opportunities.	Short
Prepare an urban design framework in conjunction with the tech campus area of Northshore that identifies locations and design concepts for district gateways, nodes and streetscape improvements.	Short
Conduct further study of the Muddy Creek corridor related to the potential for eco-tourism, or other potential public uses.	Mid - Term
Develop open space / trail overlay for Northshore and Center for Commerce and Industry including connections to Muddy Creek.	Mid - Term
Further study connection to Liberty Grove west of Muddy Creek from Merritt Road.	Mid - Term
Develop a collector street grid that connects area to City thoroughfare plan.	Mid - Term
Prepare design guidelines that identify the hierarchy and character of future roads, pedestrian zones, future block structures, building locational criteria, building form, and materials in conjunction with the tech campus area of Northshore.	Short
Develop a small area plan that further defines the size and scale of business park users consistent with a Tech Campus.	Short - to Mid - Term
Promote this area as the site for future educational and training institutions.	On - Going
Create marketing materials that support a long-term vision for a tech campus and educate area brokers about Rowlett's commitment to this concept.	Short - to Mid - Term
Quantify the remaining life of the TIF and its potential to assist with the completion of infrastructure (consistent with the vision) including gateway improvements.	Priority - to Short - Term
Investigate the feasibility of creating a revenue-sharing agreement between the property owners in Northshore and Center for Commerce and Industry that will be used to finance public improvements in both areas.	Priority - to Short - Term
Work with existing property owners to help them understand the vision and their potential return on investment associated with a long-term highest and best use scenario.	Priority