



**GARLAND**

# I-30@Rosehill Development Opportunity



Aerial view of I-30@Rosehill Site

## **Interested entities should address enquiries to:**

City of Garland

Economic Development Department

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# OPPORTUNITY OVERVIEW

## Development Opportunity

For development teams that are experienced at creating great places of enduring value, Garland's I-30@Rosehill development site is an opportunity to not be missed. The City of Garland seeks a successful master developer for this City-owned site, which is centrally located in the economically vibrant and heavily-traversed I-30 Corridor of southern Garland.

The subject parcel comprises approximately twenty (20) acres of land. Further, the site is currently vacant and unplatted. The City will give preference to interested individuals proposing to serve as principal developer for the entire parcel.

Under much recent study, the I-30@Rosehill site is part of the analyzed and assessed 156-acre Rosehill Targeted Investment Area. The subject development site benefits from substantial near-term public investment in roadways, utilities and parks. Such improvements will further foster connectivity to future development in this part of southern Garland. Parking for a successful development will be made available on site. Finally, the existing planned development district permits a wide variety of residential and nonresidential uses in a "pedestrian-friendly, but vehicular-accommodating" environment.



*I-30@Rosehill Site*

## Location for the Future

The location of the I-30@Rosehill site allows a wide variety of development opportunities. Its prominent and central location in the I-30 Corridor creates a desirable location with high visibility from the interstate. This area is poised for an influx of commercial uses which may include hospitality, casual dining, local and regional specialty retailers, neighborhood commercial and service businesses and community anchors. Further, this area also supports a mix of newly-developed residential housing types and development sizes ranging from single-family lots to urban residential projects following mixed-use design standards.

## United Vision

The community has developed a vision for this area within the context of the I-30 Corridor Catalyst Area Plan, which was adopted in July 2017. This vision seeks to develop and/or redevelop the area, providing a vibrant mixed-use area that creates an area-scaled, community-oriented urban center. Any development here should be the spark that fulfills the goals listed in the adopted plan.

## Expectations

The City of Garland has conducted a significant amount of research on hospitality assets, including both hotels and restaurants, currently available in this part of the DFW market and strongly believes that an appropriately-flagged hotel anchor and a number of supporting restaurants would be well sited in this area. A successful proposal would do well to consider these potential uses.



*Downtown Garland Square*



*Mixed use development next to Firewheel Town Center*

# MARKET OVERVIEW

The City of Garland is located approximately 14 miles northeast of Downtown Dallas and is situated along the President George Bush Turnpike, Interstate 635 and Interstate 30. Dallas, the 3rd largest city in Texas (9th largest city in the US) consistently ranks within the Top 5 investment markets in the United States (#1 in 2019 ULI annual Emerging Trends in Real Estate publication). With a city population of approximately 238,002, Garland retains its idyllic small-city flavor with a charming historic downtown and filled with local businesses. The City contains a wide variety of commercial, cultural, entertainment and recreation assets. Bordered on the east by Lake Ray Hubbard and containing more than 2800 acres of park space, Garland is a beautiful place to live, work and play.

## Transportation Linkages

The close proximity to the major roadways listed above expose the City of Garland to approximately 2.618 million people in Dallas County. Dallas Love Field Airport (7,000,000 passengers per year) is located approximately 20 miles west. The Dallas Area Rapid Transit (DART) Blue Line has two stops in Garland, providing easy transportation to Downtown Dallas as well as further east to Rowlett.

## Employment Sectors

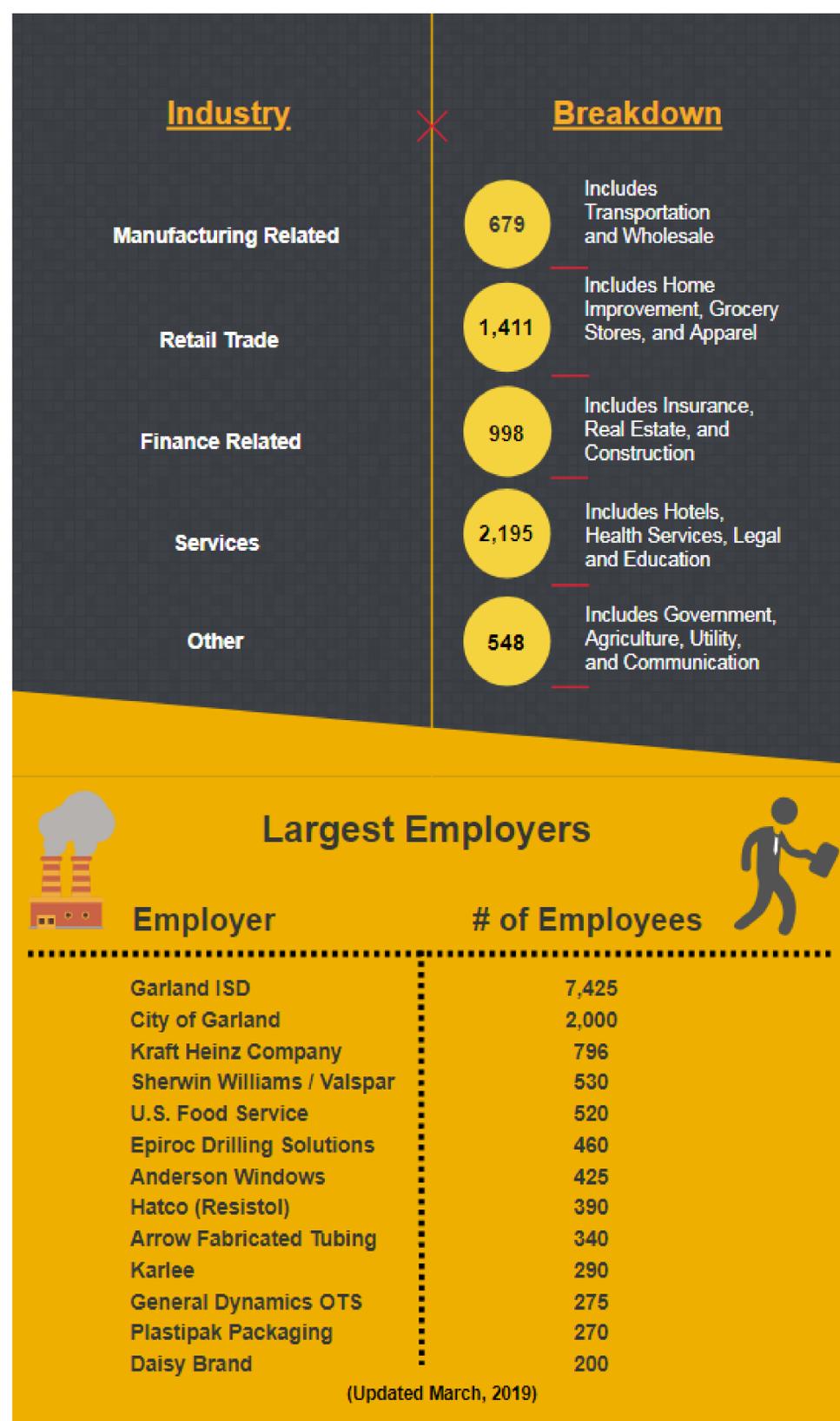
The City's economy has a healthy balance of healthcare, data centers, renewable technology and wireless communications; as well as the more traditional Garland manufacturing and fabrication industrial base. The unemployment rate for Garland is 3.6% (2018), which is less than both Texas (3.9%) and the United States (4.0%). The largest industry sectors in Garland are Services (37.64%), Retail Trade (24.20%), Finance Related (17.12%), Manufacturing (11.64%) and other (9.40%). The City of Garland has seen consistent employment growth, averaging a 1.2% increase per year the last four years.

## Higher Education

Garland is home to three higher education institutions: Amberton University, Remington College and Richland College Garland Campus. Other notable universities in the area include: Southern Methodist University, University of North Texas, and University of Texas at Dallas.

## Demographics

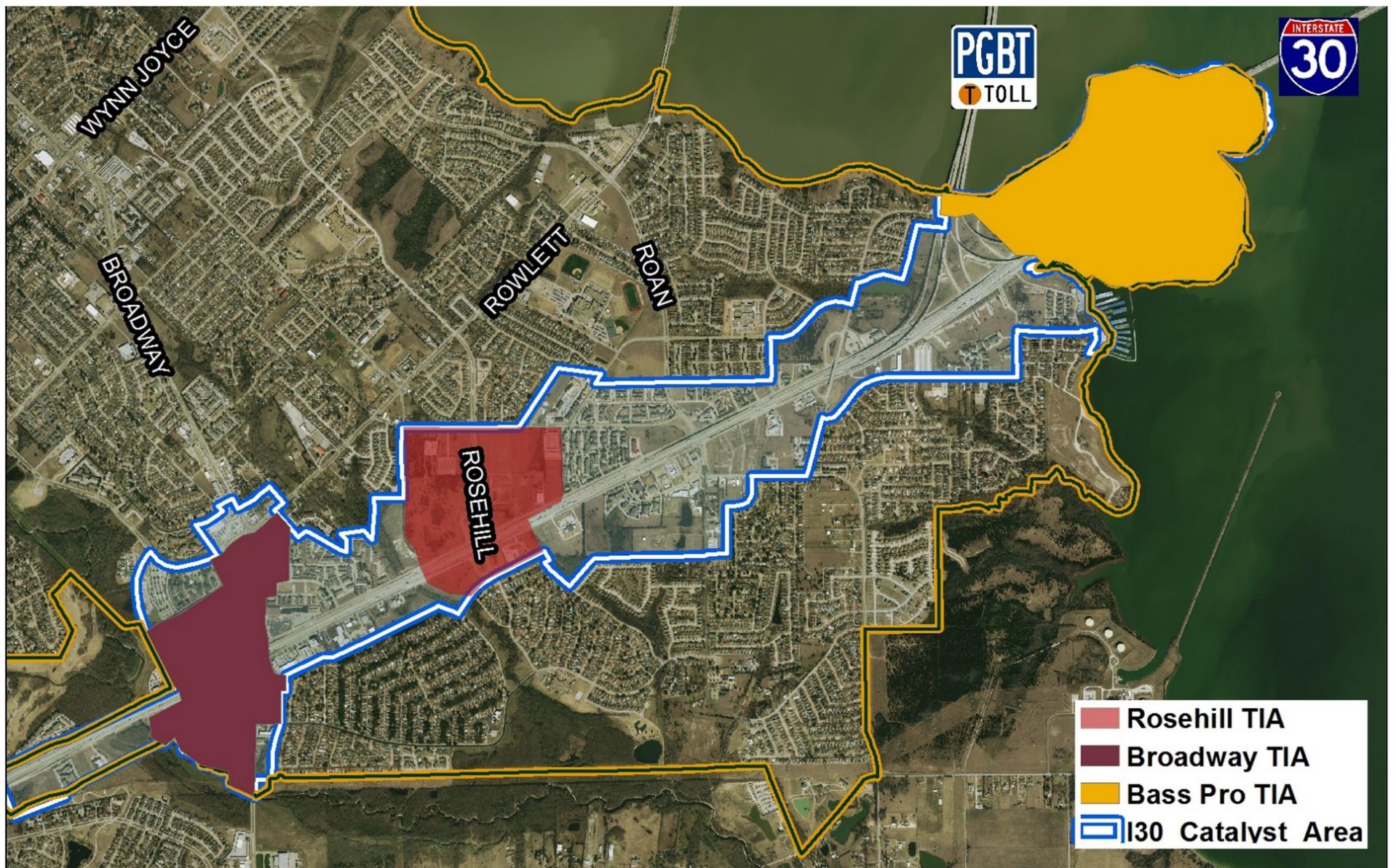
Approximately 238,002 residents call the City of Garland home, with an estimated 79,948 households. The average household size is 3.08 with a household income of \$72,568. This is slightly higher than the Texas average household income which is \$70,136. The I-30@Rosehill site itself draws from an existing population of over 14,617 people within one mile and 68,963 people within two miles. The median household income is \$66,850 and \$81,588 respectively.



Industry clusters and the largest employers in Garland

# INTERSTATE 30 CORRIDOR CATALYST AREA

The Interstate 30 Corridor from Northwest Highway to Lake Ray Hubbard is a well-traversed and highly visibly commercial corridor in South Garland. Changing market conditions, inconsistent land uses and an aging built environment are characteristic of the existing economic and physical conditions in the area. As a result of the economic development goals identified in the Envision Garland 2030 Comprehensive Plan, the I-30 Corridor was designated as a catalyst area with the intent of focusing redevelopment and revitalization efforts in the area. Three Targeted Investment Areas (TIA) were identified at major intersections within the catalyst area as activity centers to further spur investment. These major intersections are located at I-30 and Broadway Boulevard, also known as the Broadway site; I-30 and Rosehill Road, also known as the Rosehill site; and Harbor Point. This section identifies key opportunities for redevelopment and reinvestment in the corridor as a whole as well as the three TIAs. The strategy is intended as a guide to direct future investment.



Target Improvement Areas along I-30

## Rosehill TIA Area Study

The City of Garland undertook an extensive study to determine the best uses for the Rosehill area. Among the most needed and in demand services are hospitality, meeting space and restaurants. Areas along the I-30 corridor have experienced many public and private investments over the past few years. For more information related to the study, contact the Economic Development Department.

# PUBLIC INVESTMENT

## Amenities

Located on Lake Ray Hubbard and within 3 miles to the east on I-30 from the I-30@Rosehill property, the 28 acre Harbor Point development consists of the 120,000-square foot Bass Pro Shops, a recent hotel and lakeside restaurants which all offer beautiful views of the lake as well as patio dining. In 2004, Garland citizens approved a \$23.7 million bond project for acquisition of the land and public infrastructure improvements for this project. Since opening in 2006, nearly 2 million visitors enjoy this development annually.

## Access

The intersection of I-30 and President George Bush Turnpike (PGBT) is less than 2 miles from the I-30@Rosehill site. The PGBT, from State Highway 78 to the interchange at I-30 is a 30.5 mile, six-lane, toll road running east-west through the northern suburbs of Dallas which opened in December 2011. An 11 mile extension from I-30 to I-20 is currently under review by TxDOT.

TxDOT and the City are working on a plan to convert the Rosehill interchange to a modern urban diamond with U-turn roadways and X-ramps that will improve the access to I-30 from Rosehill. Included in the Rosehill interchange improvement plan are pedestrian and bike trails that will connect to Oaks Branch Park and Avalon Park located immediately to the south of Interstate 30. With these proposed pedestrian and bike trail extensions, the site will be further connected to the 30-mile Garland Loop Trail.

## Proposed Area Infrastructure Enhancements

There are a number of City-initiated infrastructure improvements currently underway in the immediate area surrounding the I-30@Rosehill site. These include:

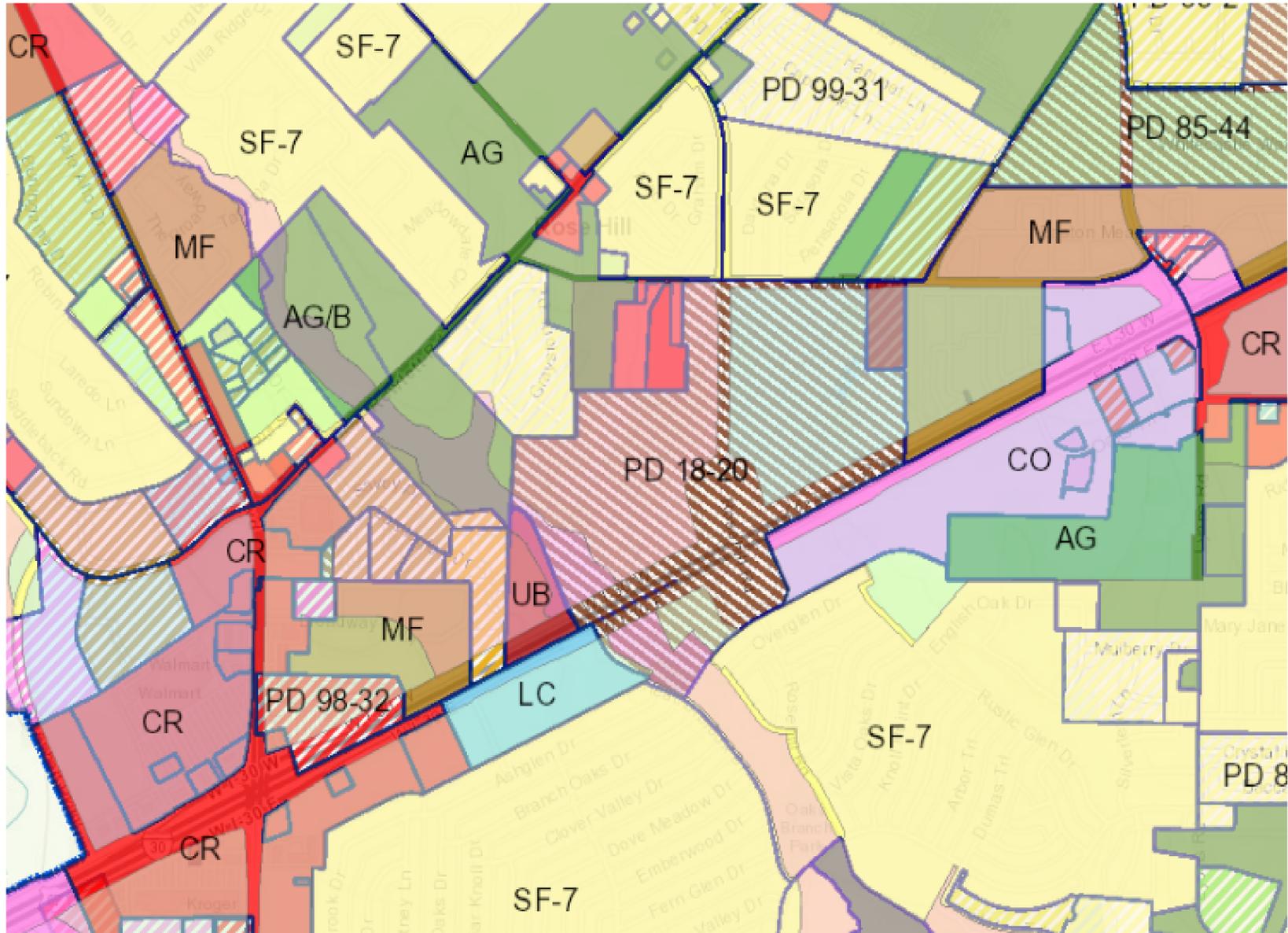
- Burying the powerlines along both sides of Rosehill Road;
- Increasing the width of the sidewalks from 5' to 12' on both sides of Rosehill Road;
- Enhancing the streetscape for Rosehill Road to include enhanced landscaping, street furniture, pedestrian-scaled lighting and decorative paving at the mid-block crosswalk;
- Incorporating a linear park from the east side of the Planned Development District to the west side; and
- Constructing a hike/bike trail in the linear park with pedestrian-scaled lighting along the trail.



Proposed area infrastructure enhancements

# ZONING & DEVELOPMENT REGULATION

The City passed Ordinance 6985 in May 2018 creating PD 18-20. This new PD governs the 20 acres owned by the City and will apply to the new I-30@Rosehill development opportunity. The illustration provided below highlights the I-30@Rosehill site and neighboring zoning.



Zoning map around PD 18-20

<b>Zoning Districts</b>	<b>Symbol</b>
Light Commercial District	LC
Community Retail District	CR
Community Office District	CO
Agriculture District	AG
Single-Family District (7,000 square-foot lot size)	SF-7
Multifamily District (18 units per acre)	MF
Urban Business District	UB
PD 85-44 (mixed residential uses)	PD 85-44
PD 98-32 (freeway uses, beverage club)	PD 98-32
PD 99-31 (single-family residences)	PD 99-31
PD 18-20 (mixed use)	PD 18-20

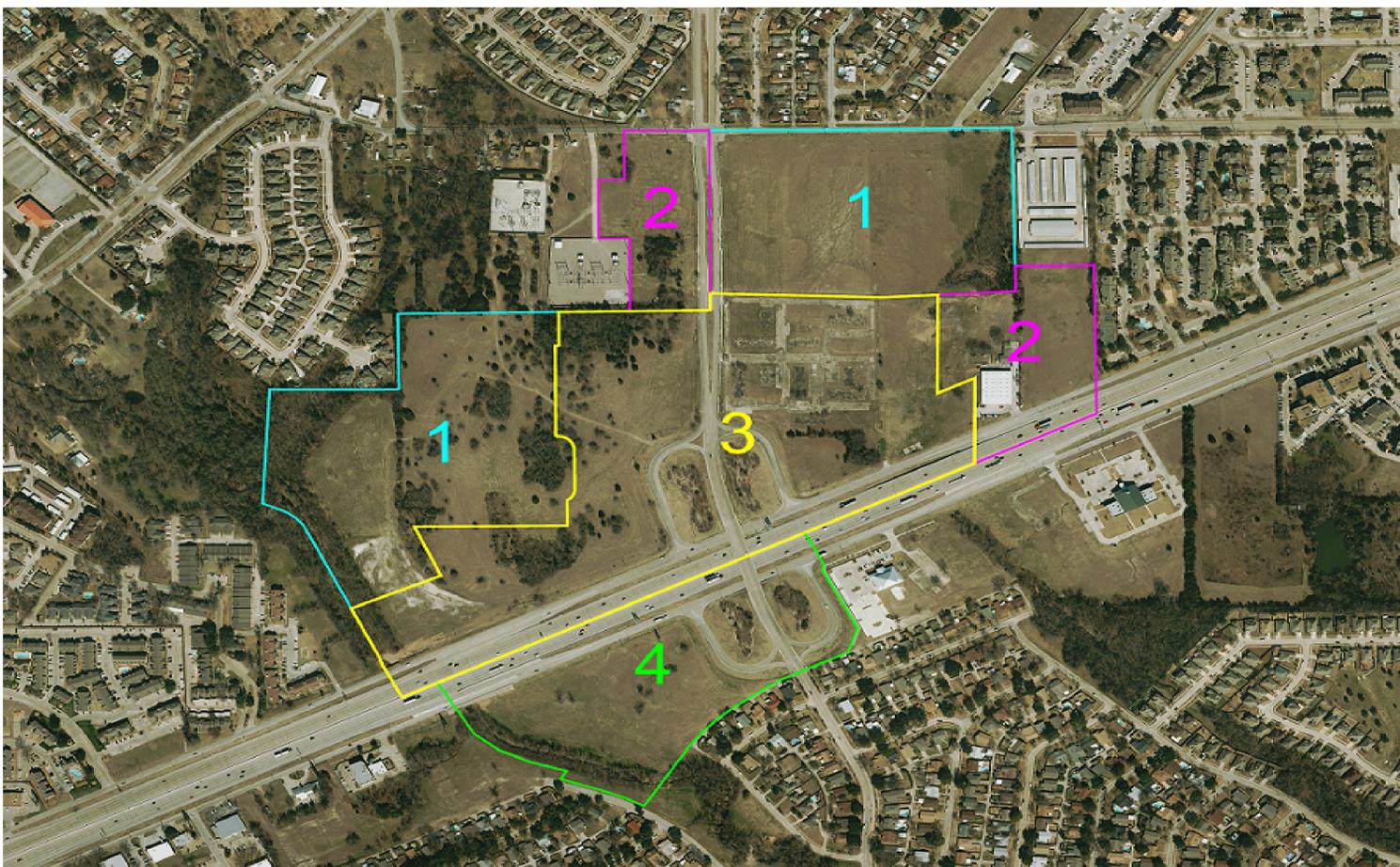
Zoning districts as identified in the zoning map above

## Purpose

The purpose of this Planned Development District is to permit the development of a mix of single-family and Urban-style Multi-Family residential uses along with supportive commercial developments of office, restaurant and retail land uses in the defined area of the Interstate 30 Catalyst Area Plan – Rosehill Road/Interstate 30 Targeted Investment Area. Residential development is intended to focus on small lots with attached and detached dwellings, forming a compact walkable community framed with non-programmed open spaces, trails and sidewalks. Small, neighborhood-scaled commercial businesses will form the essence of the commercial areas north of Interstate 30 adjacent to the residences. The open spaces will provide attractive community linear and pocket parks with restful seating, natural and man-made shade along a broad promenade meandering in the midst of trees, shrubs, and plantings providing areas for relaxation and contemplation. These spaces will serve as buffers and amenities to connect and join commercial areas with residential areas to create a unified, enhanced, and peaceful neighborhood. All sub-districts created shall focus on pedestrian connections throughout the area and to one another. The incorporation of wide sidewalks and pedestrian amenities such as street furniture, pedestrian-scaled lighting, signage, and trees and shrubs will be highly encouraged in all sub-districts.

## Development Procedures

All proposed plans will be subject to administrative approval of a Preliminary Development Plan (PDP) and conditions consistent with this ordinance. Any minor deviations from this Planned Development District shall be required to gain approval through the Alternative Compliance process which shall be approved by the Planning Director or his/her appointee. Major deviations from this Planned Development District must submit an application for a zoning change and follow the public hearing process. Descriptions of a major and minor deviation can be found in the definition section of this Regulating Plan. An approved Preliminary Development Plan may be modified in conformance with the Minor and Major PDP revision process established in the Garland Development Code (GDC) except a Major revision to a PDP previously approved by the City Council shall be subject to a public hearing process considered by the City Council with a recommendation from the Plan Commission. When required, Specific Use Provisions (SUP) shall follow the Specific Use Provision procedures outlined in the Garland Development Code (GDC).



*Sub-district map*

## Permitted Land Uses

The Vistas of Rosehill Planned Development District is divided into four sub-districts **shown above**. The intent of each sub-district and uses is shown below. Each sub-district focuses on land uses and their layout that will provide compatibility, walkable pathways, pedestrian-scaled amenities, and connectivity to each other to help improve the quality of life for residents within this neighborhood. Linkages to adjacent neighborhoods via hike/bike trail connections, wider sidewalks along existing streets, and planned crosswalks and streetscape improvements will help broaden the impact of planned amenities such as linear parks and creek improvements for the general area.

## Sub-district Descriptions

Sub-district 1 – Single-Family residential uses

Sub-district 2 – Residential and neighborhood office uses

Sub-district 3 – Community core with a mix of uses

Sub-district 4 – Commercial & Retail uses

### Sub-district 1 - Single-Family Residential Uses

The permitted land uses in this sub-district are intended to focus on small-lot Single-Family detached residential dwellings as well as Single-Family attached residential dwellings. Along with residential uses, land uses supportive of a residential community shall also be allowed.

### Sub-district 2 - Residential and Neighborhood Office Uses

The permitted land uses in this sub-district are intended to focus on a mixture of higher density residential uses and small offices to serve the adjacent communities. This sub-district shall serve as a transitional area into the lower density Single-Family areas and provide a buffer from higher density areas, municipal utility facilities, as well as freeway frontage.

### Sub-district 3 - Community Core with a Mix of Uses

The permitted land uses in this sub-district are intended to focus on a mixture of residential and nonresidential uses in a pedestrian-friendly environment. This sub-district shall incorporate high-density residential and mixed-use projects along with office, retail and other uses. The core area of this district shall serve those living in the community as well as for the convenience of those traveling along the freeway. The following uses shall be permitted accordingly:

<u>Land Use</u>	<u>Permission*</u>
Dwelling, Single-Family Attached (Townhouse)	P
Dwelling, Urban-Style Multi-Family	P
Dwelling, Live / Work	P
Mixed-Use Commercial/Residential	P
Bakery, Retail	P
Breweries, Wineries, Distilleries	S
Business & Media Service	P
Church	P
Commercial Amusement, Indoor	P
Convenience Store (1,000 – 5,000 sf)	P
Financial Institution (<5,000 sf)	P
Fuel Pumps, Retail	S
Grocery / Supermarket (5,001 – 46,000 sf)	P
Health & Fitness Gym (Indoor)	P
Hotel / Motel, Boutique	P
Hotel / Motel, Limited Service	P
Laundry, Drop-off (without drive-through or window)	P
Medical and Dental Office / Clinic (max. 5,000 sf)	P
Office, General (max. 5,000 sf)	P
Personal Services	P
Pharmacy (without drive-through or window)	P
Reception Facility	S
Restaurant (without drive-through or window) (<5,000 sf)	P
Retail Store	P
Theater, Small Scale	P
Veterinary Clinic, Small Animal (indoors only)	P
Accessory Structure	P
*P=permitted, S=Specific Use Provision	

*Permitted land use chart*

## Sub-district 4 - Commercial & Retail Uses

The permitted land uses in this sub-district are intended to focus on limited commercial, office, and retail uses. This sub-district shall provide uses that will be beneficial to the surrounding communities and for the convenience of those traveling along the freeway.

## Urban-Style Multi-Family Development

To encourage greater densities within sub-district 3, the following deviations from the Garland Development Code shall be allowed:

The maximum number of units per acre shall be 30 units. If the Urban-style Multi-Family development is part of a mixed-use building with ground floor retail/office, the maximum number of urban-style Multi-Family units per acre shall be 80. The first floor of a mixed-use building shall be constructed to a minimum floor to ceiling height of 15 feet. Density is based on gross lot area, including abutting rights-of-way.

The minimum unit size for efficiency dwelling units shall be 450 square feet, 1-bedroom units shall be 550 square feet, 2-bedroom shall be 700 square feet, and additional bedrooms shall be 150 square feet. The building placement visible from the street shall be parallel to the street and not placed at an angle. Articulation standards and maximum building lengths shall apply as regulated within the Garland Development Code.

## Nonresidential and Urban-style Multi-Family Development

### Building Design

Building elevations shall be approved at the time of PDP approval. All building materials and site materials (such as lighting, furnishings and landscaping) shall be compatible with one another.

Each exterior wall of all buildings shall be composed of a minimum of ninety (90) percent masonry applied to all sides of the building, excluding doors, windows and window walls. For purposes of this ordinance, masonry shall be defined as it is defined in the Garland Development Code (GDC). The percentage of masonry is measured for each expanse of exterior wall between corners having an angle of fifteen degrees or more.

At least two different masonry materials must be used on each façade of the building. Each of the two chosen materials must comprise at least 20 percent of each façade.

Building articulation shall be such that any building that faces a street, parking lot, or drive and has linear frontage in excess of 100 feet shall have no less than 25 percent of the total area of their front facades offset a minimum of 7 feet, either recessed back from or protruding forward of the remainder of the façade. Buildings with 100 feet or less frontage shall have no less than 25 percent of the total area of their facades offset a minimum of 5 feet.

All screening walls (including dumpster enclosures) shall be constructed of materials to match the type and colors of the materials used on the site's buildings. Refuse design shall comply with the GDC.

Carports must generally match the roof of the main structure in architectural style, building materials, color, roof pitch, and roofing material.

Carports must be supported with decorative columns or columns encased in a masonry material at the base, to at least three feet above grade. Any portion of the column above the masonry base must be coated with a durable material to match the color of the main structure.

All nonresidential and Urban-style Multi-Family buildings must incorporate at least six design elements listed below:

- |  |   |
|--|---|
| a) Alcoves/porticos;                       | j) Ornamental window headers/lintels;             |
| b) Arched doorways or arches over windows; | k) Quoins;  |
| c) Awnings or canopies;                    | l) Recessed entries;                              |
| d) Bay windows;                            | m) Sconces;                                       |
| e) Display windows;                        | n) Shutters;                                      |
| f) Distinctive lighting features;          | o) Transoms;                                      |
| g) Dormers;                                | p) Varied roof heights                            |
| h) Gable windows;                          | q) Comparable elements not listed, subject to the |
| i) Ornamental façade trims;                | Planning Director or appointee approval.          |

All nonresidential and Urban-style Multi-Family buildings must contain at least two site features listed below:

- a) Arbor;
- b) Benches for outdoor seating;
- c) Fountain or water feature;
- d) Planters;
- e) Stained/stamped concrete or decorative paver walkway
- f) Comparable elements not listed, subject to the Planning Director or appointee approval.

Highly reflective mirror glass shall not be used as an exterior building material on any building or structure. However, in order to encourage energy efficiency, the use of tinted or inward facing mirrored glass is allowed.

## **Single-Family Attached and Detached Residential Development**

### **Building Design**

There is no maximum lot coverage within this PD area.

Minimum dwelling size shall be 1,500 square feet of living area.

Exterior walls of all buildings and accessory structures shall be composed of a minimum of eighty (80) percent masonry materials, excluding doors and windows. For purposes of this ordinance, masonry shall be defined as it is defined in the Garland Development Code (GDC).

Accent materials must be compatible with the main materials used for the building.

Roof pitch shall be that proposed in the development application.

Front doors shall be obvious to the street and public sidewalk.

Light fixtures shall be provided at the front door and both sides of any garage.

Interior of garages shall be no less than twenty feet in total depth.

Carports are not allowed.

All residential buildings must incorporate at least five design elements listed below:

- a) Arches (windows or doors);
- b) Bay windows;
- c) Carriage-style garage doors with decorative hardware (when front or side entry);
- d) Combination of brick and stone on the front elevation;
- e) Covered front porch at least 50% of front façade and columns with a masonry base;
- f) Distinctive lighting such as sconce lighting;
- g) Divided light windows;
- h) Dormers;
- i) Faux wood garage doors (when front or side entry);
- j) Gabled roofs;
- k) Porch columns;
- l) Porch railings;
- m) Shutters;
- n) Comparable elements not listed, subject to approval

The above elements may encroach into the required setbacks; however, if an encroachment interferes with fire or building safety provisions, it shall not be allowed unless authorized by the Building or Fire Department officials.

## **Building Placement and Setbacks**

### **Sub-district 1**

Buildings shall be setback a minimum of twenty feet from the front property line.

Buildings shall be setback a minimum of ten feet from the rear property line.

Buildings shall be setback a minimum of five feet from the side property line.

### **Sub-district 2**

All buildings shall be setback a minimum of twenty feet from the front property line.

Residential buildings shall be setback a minimum of five feet from the side and rear property line.

Nonresidential buildings do not have a minimum side and rear setback from nonresidential uses and twenty feet from residential uses.

**Sub-district 3**

Buildings shall be constructed so that parking areas are screened from adjacent streets or public open spaces by being placed to the rear or side of the structure, where feasible. This is not required when facing the I-30 freeway.

All buildings and structures shall be setback a minimum of fifteen feet from the front property lines.

Nonresidential uses shall have a minimum side setback of twenty feet and rear setback of twenty-five feet. When not adjacent to the street, nonresidential uses do not have a minimum side and rear setback from other nonresidential uses, but shall have a minimum of twenty feet from residential uses.

Nonresidential uses adjacent to residential uses in other sub-districts shall have a thirty foot setback. Residential buildings shall be setback a minimum of five feet from the side and rear property line.

Architectural features such as cornices, roof overhangs, unsupported canopies, porticos and balconies may project not more than five feet into the required setbacks.

**Sub-district 4**

Buildings and structures shall be setback a minimum of fifteen feet from the front property lines.

Buildings shall have a minimum side setback of twenty feet and rear setback of twenty-five feet. When not adjacent to the street, buildings do not have a minimum side and rear setback from the property lines.

When adjacent to residential properties, a minimum setback of 40 feet from the property line must be provided. The setback shall serve as a buffer between the residential and nonresidential uses. Within the setback (buffer), the nonresidential development must provide one large canopy tree for every twenty-five linear feet, or portion thereof, and must be equally spaced for the entire length of the setback.

Architectural features such as cornices, roof overhangs, unsupported canopies, porticos and balconies may project not more than five feet into the required setbacks.

The proposed plan in sub-district 1 will be need to fulfill the requirements that the City has set forth in the Proposal Requirements section.

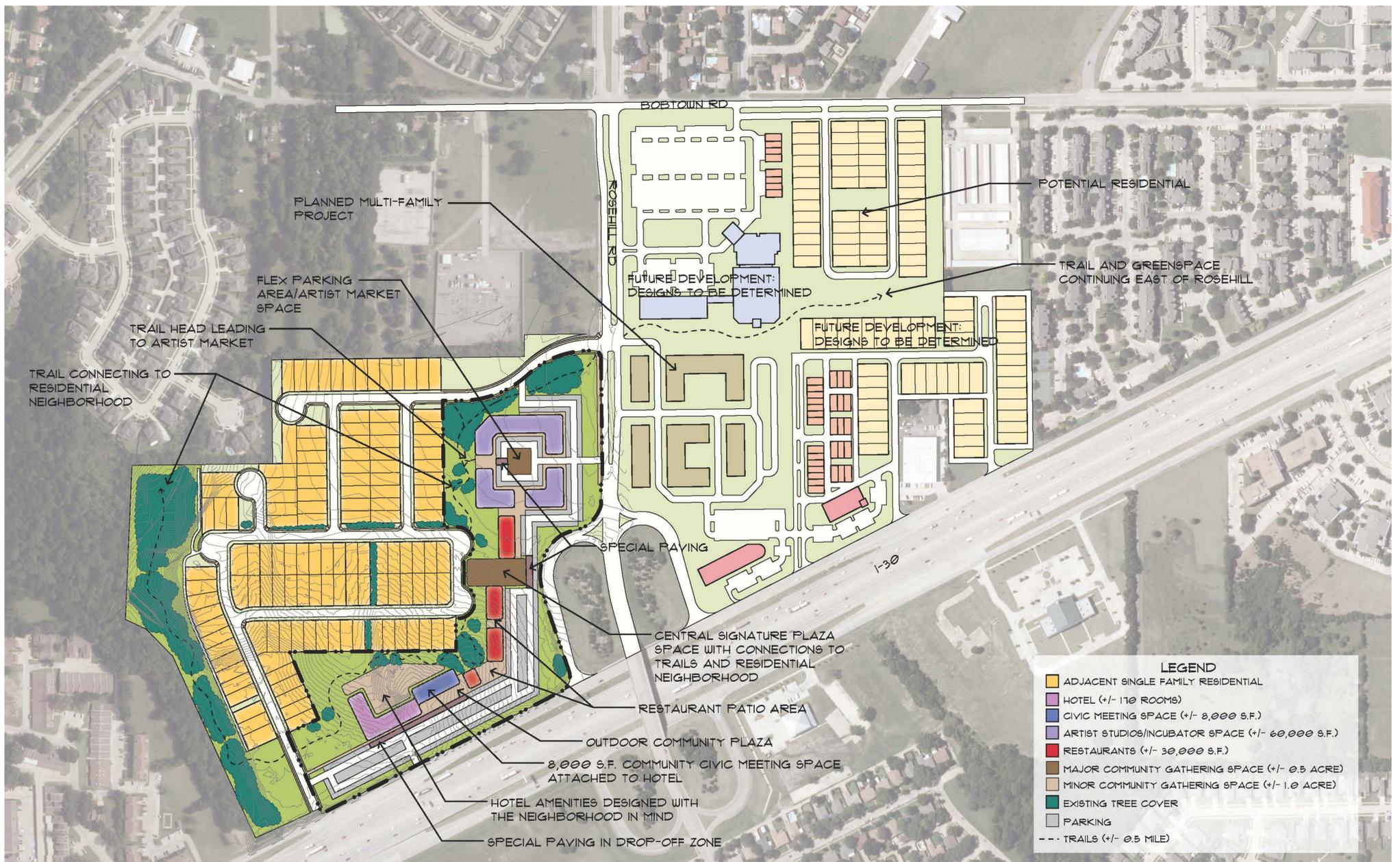
# CONCEPTUAL PLANNING

## General Building Placement and Site Coverage

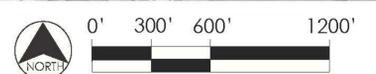
Recently, the City hired a consultant team to undertake conceptual planning of the I-30@Rosehill site based on general community desire and area market needs. The team developed two different plans to illustrate how different uses might complement the immediate development and still meet the market needs of the surrounding area. Both conceptual plans were anchored by a multi-storied hotel along I-30 and included a significant amount of non-residential uses as one moves to the northern end of the site. The resulting conceptual plans are included here for the benefit of interested developers to help reveal how far the community has gone in thinking about the immediate site and its development future.

## Alternative #1

Alternative #1 reveals a central market space bridging a hotel to anchor to the south and a higher density residential project to the north. Parking is equally dispersed along the exterior of the site to provide easy access into the site from both Interstate 30 and Rosehill Road. A significant connection is made via a planned trail system that flows through the property to create an active mixed-use synergy to the overall development. The hotel and other non-residential uses also help buffer the single family neighborhood above the site from area traffic and noise.



Alternative #1 concept plan



## Alternative #2

The second conceptual plan is also anchored to the south by a major hospitality user, but the central market place has been increased and the northern end of the site is anchored by smaller higher-density residential and service-type office uses. Parking has been clustered in three primary parking areas at key entry points to the site. An overall abundance of outdoor public space is also present in this plan. Restaurant pad sites include plenty of potential patio seating helping create a more dynamic outdoor experience. The hotel and a civic meeting space are moved closer to the frontage road and a noted increase has been better realized in the green space immediately behind the structures.



Alternative #2 concept plan



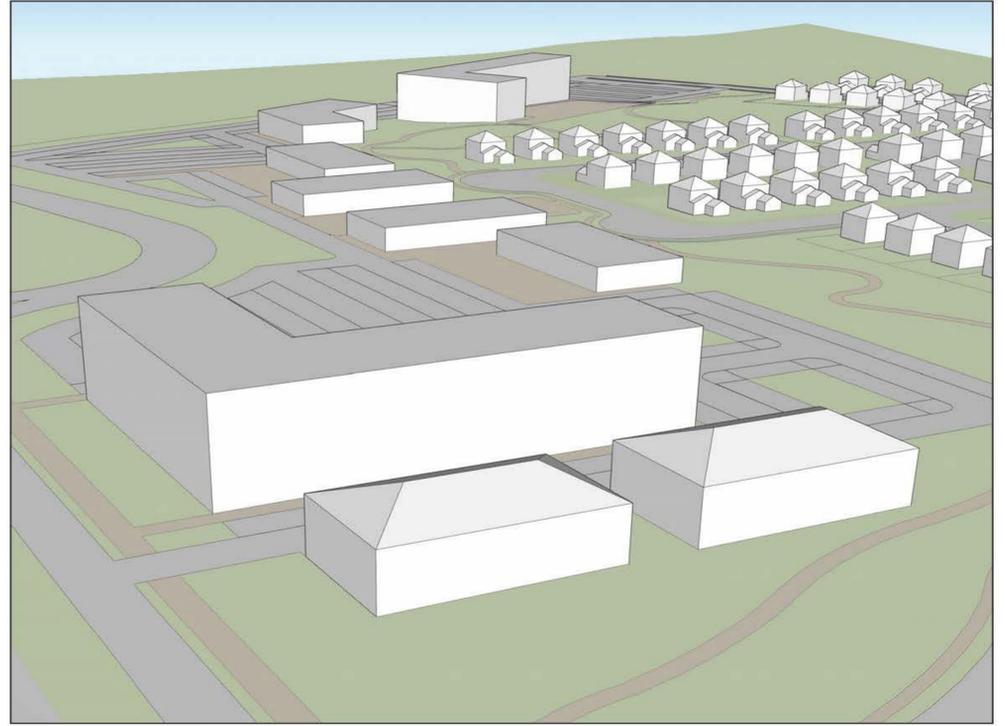
## Massing Studies

Massing illustrations were also provided to give more meaning to the conceptual plans. Examples of how the open space is meant to relate to the non-residential uses is further revealed in the graphics below.

CONCEPTUAL MASSING STUDY: ALTERNATIVE 1



CONCEPTUAL MASSING STUDY: ALTERNATIVE 2



RESTAURANT DEVELOPMENT EXAMPLES



PLAZA, OPEN SPACE & TRAILHEAD EXAMPLES



3D conceptual rendering for both Alternative #1 and #2

## Hospitality and Restaurants Studies

The City has both hospitality and restaurant studies available upon request. If interested, please contact us at 972-205-3800 or by email at [ED@GarlandTX.gov](mailto:ED@GarlandTX.gov).

# PROPOSAL REQUIREMENTS

## Key Business Terms

As part of your proposal, please acknowledge acceptance of the minimum business terms stated below, or acknowledge areas of disagreement with any of these terms, with an explanation or suggestion of an alternative way of addressing the term in question. These minimum business terms will be incorporated into the transaction agreements negotiated immediately following selection of a preferred developer(s):

**1. Vision:** The successful developer will commit to a concept for the development opportunity that furthers the City and community's Vision for the I-30@Rosehill development.

**2. Process:**

- The developer will, unless otherwise determined by the City, may participate in formal community outreach, public meetings, and hearings where the I-30@Rosehill development is discussed;
- The developer will collaborate with the City on key infrastructure decisions and the sequencing of activities with construction activities;
- The developer will be responsible for conducting all feasibility analyses necessary to undertake the development;
- The developer will provide a plan for the marketing and leasing of the development projects;
- The developer will meet all City, state, and federal requirements for the permitting and review of the planned improvements;
- The City will review and approve the design of the final project;
- The developer will retain ultimate responsibility for the design quality, integrated project cohesion and overall project performance for the land included in this response;
- The developer will commit to a market-based schedule for the completion of the development, as mutually agreed upon by the developer and City; and

**3. Financing:**

- The developer will make a significant financial commitment to the development;
- The developer will obtain adequate financing to assure completion of the development;

## Proposal Requirements

**RESPONSES TO THIS DEVELOPMENT OPPORTUNITY MUST INCLUDE THE FOLLOWING ELEMENTS.** Responses should address all of the elements identified below and should provide a sufficient level of detail to allow the City to evaluate proposals. Your proposal will not be legally binding on either you or the City, however it must be signed by an authorized officer or principal of your firm.

**1. Capability of the Development Team:**

- Please provide background information on your company (history, management team, expertise, etc.).
- Please list and provide bios of the people in your organization that will be involved with this venture. Include any background information that is relevant to this project.
- Please list and provide information on your proposed advisor or consultant firms that you consider to be key members of your team, including individual bios where appropriate. This may include legal counsel, architecture firms, engineering firms and/or any other third party advisors.
- Provide a description of past and current development projects that demonstrate your firm's ability to manage projects of similar size and complexity from concept initiation to a successful outcome. Special emphasis should be placed on your firm's experience with:
  - ii. Public/Private Partnerships or Transactions;
  - iii. Master developer experience on multi-use, multi-phase projects;

- Provide information about how you anticipate funding your development concept including the level of co-invest, third party equity and debt.
- Describe any past or current litigation or other legal disputes that could impact your firm's ability to perform on this project.
- References: Include at least three (3) project partner references that can speak to your firm's track record, expertise and capabilities.

**2. Development Concept:** To help the City understand the scope, density, quality and cohesion of your project, submit illustrations of your development concept with concept-level site plans and sketches (i.e. Plan, Elevation, and Axonometric) accompanied by a development concept statement to include:

- Proposed uses – Include approximate square footages and unit counts. Discuss any public amenities included in your development concept. Explain which uses and/or parcels you intend to develop yourself and which you intend to engage third parties to undertake;
- Bulk and Massing – Density and scale, building height, lot coverage, open and green space, public areas, etc.;
- Transportation and Parking Program – Delineate the pedestrian, bike, transit, automobile system and parking program to support proposed uses;
- Development Quality – Describe the character and quality of development you foresee for the development.
- Jobs – Estimate the number and type of permanent jobs in the proposed development area.
- City Role – Describe the role you see the City playing in the development process.

**3. Proposed Transaction Structure:** Describe the elements of your proposed transaction structure:

- Land area to be acquired (whether by sale, lease, or other structures);
- Project Phasing (note that releases of land for development would be based on successfully achieving agreed upon performance measures);
- Purchase Price: The Garland Foundation for Development, Inc. expects to receive Fair Market Value ("FMV") for any and all property sold or leased.
- Earnest Money: Demonstration of your financial commitment to pursue the project (i.e., exclusive negotiating fee, earnest money deposit, etc.);
- Timing and Transaction Commitment: Indicate your desired closing date, your required conditions of closing the transaction, including any required approvals and the timing anticipated in obtaining such approvals; and
- Other material terms and conditions required by you if you are selected for exclusive negotiations, including what, if any, incentives, subsidies, or direct investments you are assuming in addition to those represented in this development opportunity and supporting materials.

## Guidelines for Submittal

### Proposals should be addressed to:

City of Garland  
 Economic Development Department  
 Attn: David Gwin, AICP, CEcD  
 203 N 5th St, Suite 100  
 Garland, TX 75040

## Contact Information

Phone: 972-205-3800  
 Email: ED@GarlandTX.gov

## **ABOUT GARLAND**

The City of Garland is a dynamic and diverse community with a broad economic base consisting of industrial, manufacturing, retail and commercial services. Garland is the 12th largest City in Texas and reported an estimated population of 242,507 on July 1, 2018. Garland enjoys a unique combination of a small town atmosphere and the excitement and amenities of a large metropolitan area. It is conveniently located within the Dallas- Fort Worth Metroplex area. Residents enjoy all of the benefits of an active metropolitan environment, including access to worldclass cultural amenities and sporting events featuring teams in all major intercollegiate and professional sports. Garland has become an important destination on the Dallas Area Rapid Transit (DART) “Blue Line”, which provides light rail service to downtown Dallas through two Garland stations. Additions within walking distance of the downtown Garland DART station include retail and residential developments and a new multi-use building of the Dallas County Community College District.

Redevelopment in the downtown area continues, and includes an extensive exterior renovation of Garland’s City Hall. In the downtown area, Granville Arts Center and the Plaza Theater host a wide variety of concerts, plays, and musical performances. Garland’s Historic Downtown Square, only a few steps away, has been honored as one of the top ten districts of its kind in the State of Texas. Garland is adjacent to Lake Ray Hubbard, a major recreational lake noted for fishing and boating. Garland’s park system includes more than 2,500 acres of developed parkland, as well as a family-friendly wave pool and two of the top public golf courses in Texas. Visit [GarlandTX.org](http://GarlandTX.org) to learn more.



[WWW.GARLANDTEXAS.ORG](http://WWW.GARLANDTEXAS.ORG)