

## CATALYST AREA/TARGETED INVESTMENT AREA SUMMARIES

The Catalyst Area/Targeted Investment Area Summaries represent the first step by the City in engaging the private sector to encourage investment and reinvestment in the community. The target audiences for these Summaries are real estate developers and investors, both local and regional, who may be looking for investment opportunities in Garland. As such, the information contained in the Summaries must address a level of initial due diligence that will better inform their decision to invest. By summarizing market and economic data in an abbreviated, user-friendly format, the City is sending the following "messages" to the private sector:

- The City is being **proactive** in engaging potential private sector partners.
- The City is willing to **invest in preliminary "due diligence"** to provide prospective developers/investors a "head start" in their evaluation of Garland's real estate climate.
- The City understands that public-private partnerships will be critical in implementing the community's vision for buildout.

The Summaries which follow include key market and economic data for each of the City's identified Catalyst Areas and Targeted Investment Areas. This information includes:

## Catalyst Areas

**Development Opportunity:** Provides a description of the City's initial "vision" for

the Area

Catalyst Area Map: Map of the Area showing its context within the

overall City

Market Potential: The Area's development potential based on the

market analysis prepared for the Garland Economic

Development Strategy

Strategy Action Items: Potential actions that the City could implement to

ready this *Area* for investment/reinvestment

## Targeted Investment Areas





## **Development Program Summary**

**Development Opportunity:** Provides a description of the City's initial "vision" for

the Area

**Regional Map:** Map of the *Area* showing its context within the

overall City and DFW region

Market Opportunities: The Area's projected market timing based on the

market analysis prepared for the Garland Economic

Development Strategy

Site Location: Map of the Area showing its immediate neighborhood

context

**Market Potential Summary** 

Site and Trade Area Map: Map of the Area showing its potential trade area from

which residential and nonresidential users and

customers could be drawn

**Demographic Profile:** Summary of key demographic indicators for the

identified trade area

Market Potential: The Area's development potential based on the

market analysis prepared for the Garland Economic

Development Strategy

Catalyst Program: Based on market potential, reflects a potential

development program that could be accommodated

within the Area

Implementation Strategy

**Development Economics:** Based on the catalyst program for the *Area*, the

development pro forma is an attempt to gauge how a project might perform given current and future market/economic conditions. Assumptions used in

the analysis are based on the performance of comparable projects in the DFW region, as well as real estate indicators from such sources as the Urban

Land Institute, Dallas Central Appraisal District,





CoStar Inc., Loopnet, Inc., Greater Dallas Association of Realtors, and local real estate

professionals.

**Strategy Elements:** Summarizes how this Area could effectively address

the City's anticipated criteria for investment and

reinvestment

**Strategy Action Items:** Potential actions that the City could implement to

ready this Area for investment/reinvestment

