

# South Cooper Street Corridor Strategy

A broad community-driven vision that includes both near- and long-term objectives for enhancing connectivity and efficiency; aesthetics and open space; and housing and economic development.

Prepared by:



Prepared For :

**The City of Arlington**

Adoption Date :

**May 2021**

**Ordinance No. 21- 021**

**An ordinance adopting the City of Arlington South Cooper Street Corridor Strategy, as a component of 99 Square Miles - the Comprehensive Plan for the City of Arlington**

- WHEREAS, Texas Local Government Code, Section 211.004, requires municipalities to adopt zoning regulations in accordance with a comprehensive plan; and
- WHEREAS, *99 Square Miles* – the Comprehensive Plan for the City of Arlington was adopted on March 17, 2015, by Ordinance No. 15-014, as the Master or General Plan for the City of Arlington and its extraterritorial jurisdiction to guide the overall physical growth of the community and the provision of public facilities and services; and
- WHEREAS, in an effort to establish a strategic framework and specific actions to guide the next generation of development on South Cooper Street, the Office of Strategic Initiatives developed the City of Arlington South Cooper Street Corridor Strategy with direct resident involvement and citizen participation; and
- WHEREAS, on February 6, 2020, City staff began working with the stakeholders in the South Cooper Street study area on creating a vision, objectives, and implementation strategies for the section of Cooper Street from UTA Boulevard in the north to Bardin Road in the south; and
- WHEREAS, on April 7, 2021, a public hearing was held before the Planning and Zoning Commission at which the public was given the opportunity to give testimony and present written evidence; and
- WHEREAS, the Planning and Zoning Commission forwarded to the City Council a recommendation to approve the City of Arlington South Cooper Street Corridor Strategy as a component of *99 Square Miles* - the Comprehensive Plan; and
- WHEREAS, on April 27, 2021, a public hearing was held before the City Council at which the public was given the opportunity to give testimony and present written evidence; NOW THEREFORE

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ARLINGTON, TEXAS:

1.

That the City Council approves the South Cooper Street Corridor Strategy as a component of *99 Square Miles* - the Comprehensive Plan of the City of Arlington, Texas.




2.

Further, the South Cooper Street Corridor Strategy is intended to be used as the official City policy for evaluating development proposals within the study area along Cooper Street from UTA Boulevard to Bardin Road and used as a guide for reviewing development proposals in areas adjacent to this section of Cooper Street.


3.

A copy of the South Cooper Street Corridor Strategy is attached hereto and incorporated herein for all intents and purposes.

PRESENTED AND GIVEN FIRST READING on the 27th day of April 2021, at a regular meeting of the City Council of the City of Arlington, Texas; and GIVEN SECOND READING, passed and approved on the 4th day of May 2021, by a vote of 8 ayes and 0 nays at a regular meeting of the City Council of the City of Arlington, Texas.

  
\_\_\_\_\_  
W. JEFF WILLIAMS, Mayor

ATTEST:

  
\_\_\_\_\_  
ALEX BUSKEN, City Secretary

APPROVED AS TO FORM:  
TERIS SOLIS, City Attorney

BY  \_\_\_\_\_

# Acknowledgments

## Project Partners

The South Cooper Street Corridor Strategy could not have been a success without the help of the following project partners. Their dedication to the project helped guide the project team in developing actionable recommendations that are a true representation of the community's long-term vision for the study area.



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# Executive Summary

## Background

The City of Arlington (City) recognizes the importance of South Cooper Street (Cooper Street) as an important corridor that plays an essential role in the vibrancy and economic growth of the region. The South Cooper Street corridor (corridor) from UTA Boulevard to Bardin Road is a busy thoroughfare with a wide variety of land uses. The north anchor of the corridor is home to the University of Texas at Arlington (UTA), the third largest producer of college graduates in Texas, while its south anchor is grounded by the Parks Mall at Arlington, one of the leading and popular shopping destinations within the Metroplex.

In early 2020, the City recognized the need to improve transportation patterns, enhance economic development, and position Cooper Street to help connect and bolster the broader Arlington community through a corridor strategy development process.

## Planning Process

The planning process for the South Cooper Street Corridor Strategy (the strategy) was a collaboration among City of Arlington staff, a multi-disciplinary consultant team led by local urban planning and design firm AECOM, the Arlington Urban Design Center, the Planning and Zoning Commission, and the City Council. An Advisory Committee of community stakeholders was also formed to guide the Strategy. In addition, a robust set of stakeholder and community engagement activities took place throughout the project.

### Phase 1: Establishing the Baseline

The first phase focused on engaging key stakeholders and establishing the project advisory committee; as well as researching and evaluating the existing conditions for the corridor.

### Phase 2: Vision Development

The second phase focused on establishing a corridor-wide vision for long-range goals the community would like to see implemented in the future.

### Phase 3: Preliminary Recommendations

Building upon the work done in the second phase, the project team developed a set of initial recommendations aimed to help achieve the vision established for the corridor.

### Phase 4: Draft Document

During the fourth phase, detailed recommendations were developed for the corridor that outlined specific actions the City and potential project partners should consider taking to implement the corridor vision.

### Phase 5: Final Document

The final phase included the revision, approval, and adoption of the South Cooper Street Corridor Strategy.

## Public Engagement

Over 850 people participated throughout the planning process.

From the beginning, the project team recognized the importance of community input in order to create ideas that align with the community's priorities. Unfortunately, due to the COVID-19 pandemic, traditional public meetings were not possible. As a response, the project team developed an interactive website to host all project-related information and keep community residents informed of key decision-making and input opportunities.

In addition to the public website and the three public input opportunities that were developed to obtain feedback, three public meetings were conducted to encourage additional community feedback; the first as a hybrid meeting with virtual and in-person options, and the remaining two as virtual meetings.

The City of Arlington selected an advisory committee to help build public support for the project, identify potential obstacles, to validate community opinions, to create solutions, and to support the strategy through adoption.

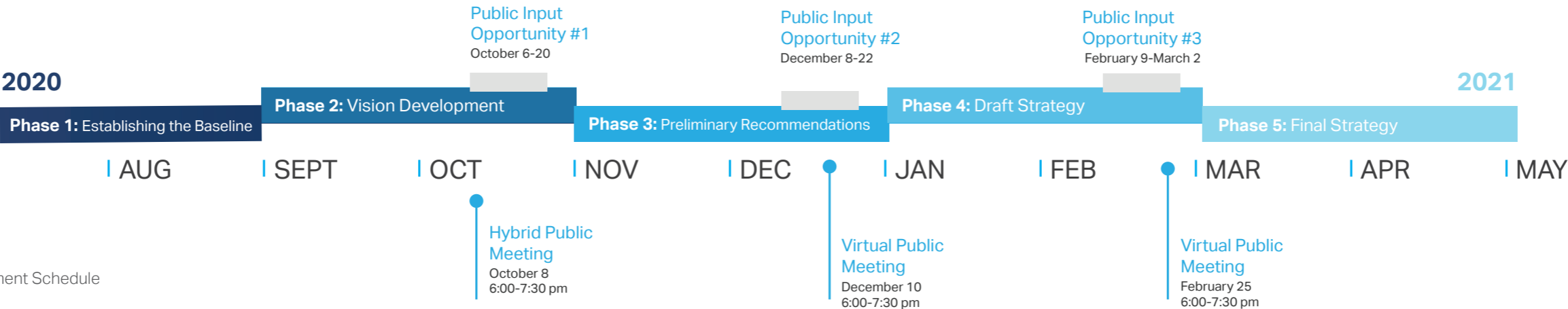


Figure 1: Public Engagement Schedule  
Source: AECOM, 2020

# Corridor Vision - South Cooper Street

South Cooper Street is a community connector within the City of Arlington where people can think, work, and play. The corridor is regionally significant with strong economic anchors in the University of Texas at Arlington and the Parks Mall at Arlington and is a small business generator. Cooper Street is an active, attractive, and safe environment for all.

Cooper Street delivers innovation in education, research, healthcare, housing, and economic development that provides opportunities to enhance the local community. The corridor provides vibrant and walkable commerce and experiences. Cooper Street is a major thoroughfare that is safe for pedestrians and efficiently moves vehicles using smart technology.

# Corridor Objectives

## ZONE 1

- 01** Reimagine Matlock: Redesign the Matlock intersection for safety, efficiency, and to better position the area for commercial development.
- 02** Explore additional housing options: Explore strategies to allow for a range of housing types that align with market and community housing demands.
- 03** Enhance pedestrian safety and comfort: Improve street-level safety at specific locations to create a safer pedestrian environment.
- 04** Establish a community-led Public Arts Program to beautify the zone: Create partnerships with local schools, businesses, UTA, and art organizations to establish community-led placemaking strategies.

## ZONE 2

- 05** Explore a "Business Innovation District" strategy: Encourage medical uses and partner with UTA to incorporate research and development activities for the area between Cooper Street, Arkansas Lane, and Medlin Road.
- 06** Explore additional housing options: Explore strategies to allow for a range of housing types that align with market and community housing demands.
- 07** Establish a well-connected street grid: Promote a finer-grained, pedestrian friendly, well-connected street grid in the area as redevelopment occurs.
- 08** Improve access to work for day laborers in the corridor: Develop a Day Laborer program to provide formal mechanisms for individuals to find work.

## ZONE 3

- 09** Reinforce the Parks Mall at Arlington as a regional destination: Consider policies that allow the mall to adapt and improve over time despite shifting retail trends and tenant transition.
- 10** Improve pedestrian connectivity between area developments and storefronts: Support additional pedestrian connections between shops, businesses, and amenities throughout the zone.
- 11** Improve pedestrian safety around the IH-20 and South Cooper Street interchange: Work with TxDOT to ensure safe and effective pedestrian facilities across IH-20.
- 12** Develop a strategy for taking advantage of the potential increase in e-commerce related uses: Take proactive steps to prepare the area for digital transformation in retail.

## CORRIDOR WIDE

- 13** Encourage green infrastructure development to decrease impervious cover: Consider zoning and fee incentives for developers who pursue building density, green spaces, pervious surfaces, and off-site water retention.
- 14** Seek drainage improvements for Johnson Creek: Improve stormwater management and ensure new development has minimal impact on downstream areas.
- 15** Serve the Cooper Street Corridor area with increased connections to hike and bike facilities: Implement projects from the 2011 Hike & Bike Trail System Master Plan that fall within the study area.

- 16** Establish Cooper Street as Arlington's innovative mobility corridor: Improve mobility for residents, businesses, and shoppers by optimizing traffic movement and introducing emerging traffic and mobility solutions.
- 17** Develop design, aesthetic, and visual enhancements for the corridor: Develop a cohesive and comprehensive set of design standards for both the public and private realm for each zone within the corridor.

# Implementation

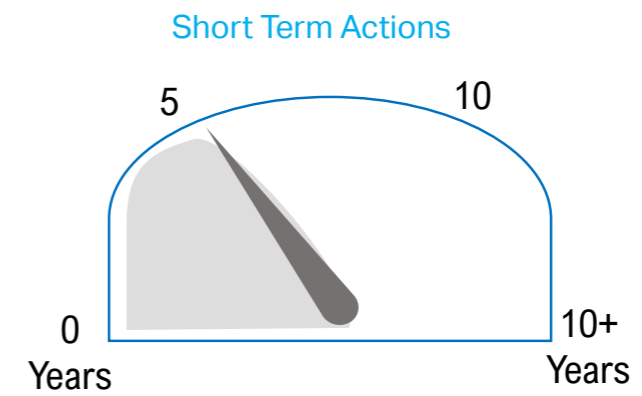
The South Cooper Street Corridor Strategy includes a robust list of 53 specific action steps to implement the 17 corridor objectives. These action steps break down the objectives into achievable tasks, and recommended timeframes, partners, cost estimates, and potential funding sources are identified for each action. While some actions will need to be initiated by the City, many are designed to be achieved in conjunction with redevelopment and new development projects and led by community organizations, businesses, and landowners. For example, in order to establish a well-connected street grid in Zone 2 (Objective 7), the City may pursue utility pole consolidation in the short term, where there are unneeded poles, while developers would pursue utility pole relocation to the rear of sites along Cooper Street as part of larger redevelopment projects further in the future.

This Corridor Strategy has a 40 year planning horizon – while some actions can be implemented quickly, some will take much more time to realize. There are a total of 22 actions identified to be implemented in the **short-term** (1 to 5 years after adoption), 19 actions to be implemented in the **medium-term** (6 to 10 years after adoption), and 12 actions to be implemented in the **long-term** (10 to 40 years after adoption). Additionally, as was made clear by the impacts of the COVID-19 pandemic on this planning process, the Strategy will not be implemented in a vacuum. **For this reason, the Strategy is designed to be flexible to accommodate changing conditions and circumstances far into the future.**

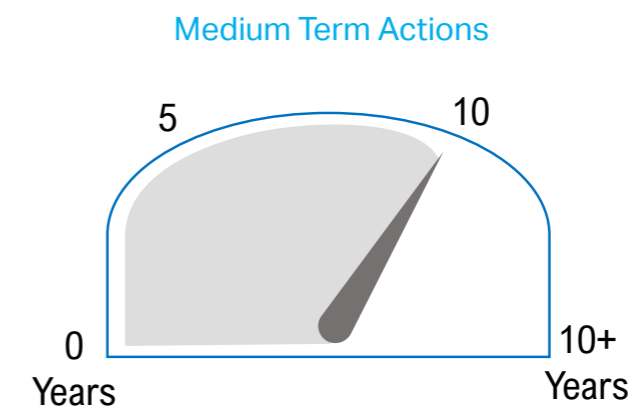
A total of 30 of the action steps require no new costs to the City; instead, these actions will leverage existing City staff and resources or resources from partners outside the City.

A total of 21 actions will require funds for implementation, and estimates put the cost for these actions between \$36 million and \$50 million over the 40-year horizon of the Strategy. Potential sources for these funds include the City’s future bond programs, tax-increment financing, private developers, federal and other grant programs, and the general fund. The current fiscal conditions as a result of the COVID-19 pandemic will present difficult decisions for municipalities, including Arlington, in the years to come. However, by prioritizing short-term actions that have low or no fiscal impact to the City and providing a framework for larger investment in signature projects in the future, such as the Business Innovation District recommended for Zone 2, this Strategy provides an impetus to begin substantive change on Cooper Street, as well as sustain positive change for many years to come.

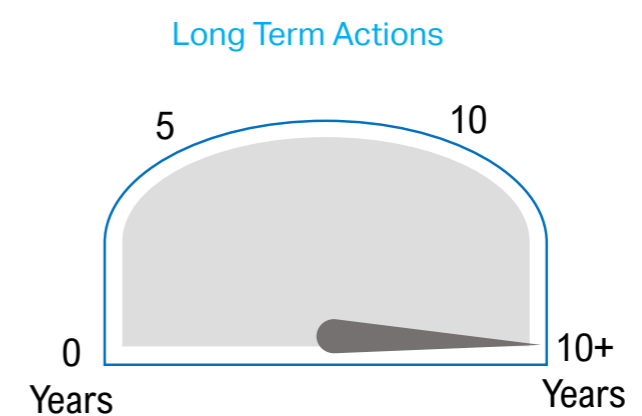
The section of South Cooper Street from UTA Boulevard to Bardin Road is a critical thoroughfare for the City of Arlington. It has high historical significance and is the geographic center of the City – most residents and visitors travel on or cross over Cooper Street on a regular basis. Cooper Street has also benefited recently from new investment by TxDOT, including the installation of medians to improve safety and completion of continuous sidewalks for this entire section to improve mobility. The City has pursued traffic signal retiming to improve traffic flow and reduce congestion. The corridor is also anchored by the University of Texas at Arlington and the Parks Mall at Arlington, both of which continue to grow and remain regionally significant destinations. Now, in addition to these corridor strengths, South Cooper Street has a robust, community-based vision and implementation strategy, which will guide the corridor into the future and keep it vibrant through the years ahead.



0 – 5 years



6 – 10 years



10 + years

Source: AECOM, 2020



# Study Area

Northern Boundary:

**UTA Boulevard**

Southern Boundary:

**Bardin Road**

Notable Intersections:

**Mitchell Street**

**Park Row Drive**

**Pioneer Parkway**

**Arkansas Lane**

**Mayfield Road**

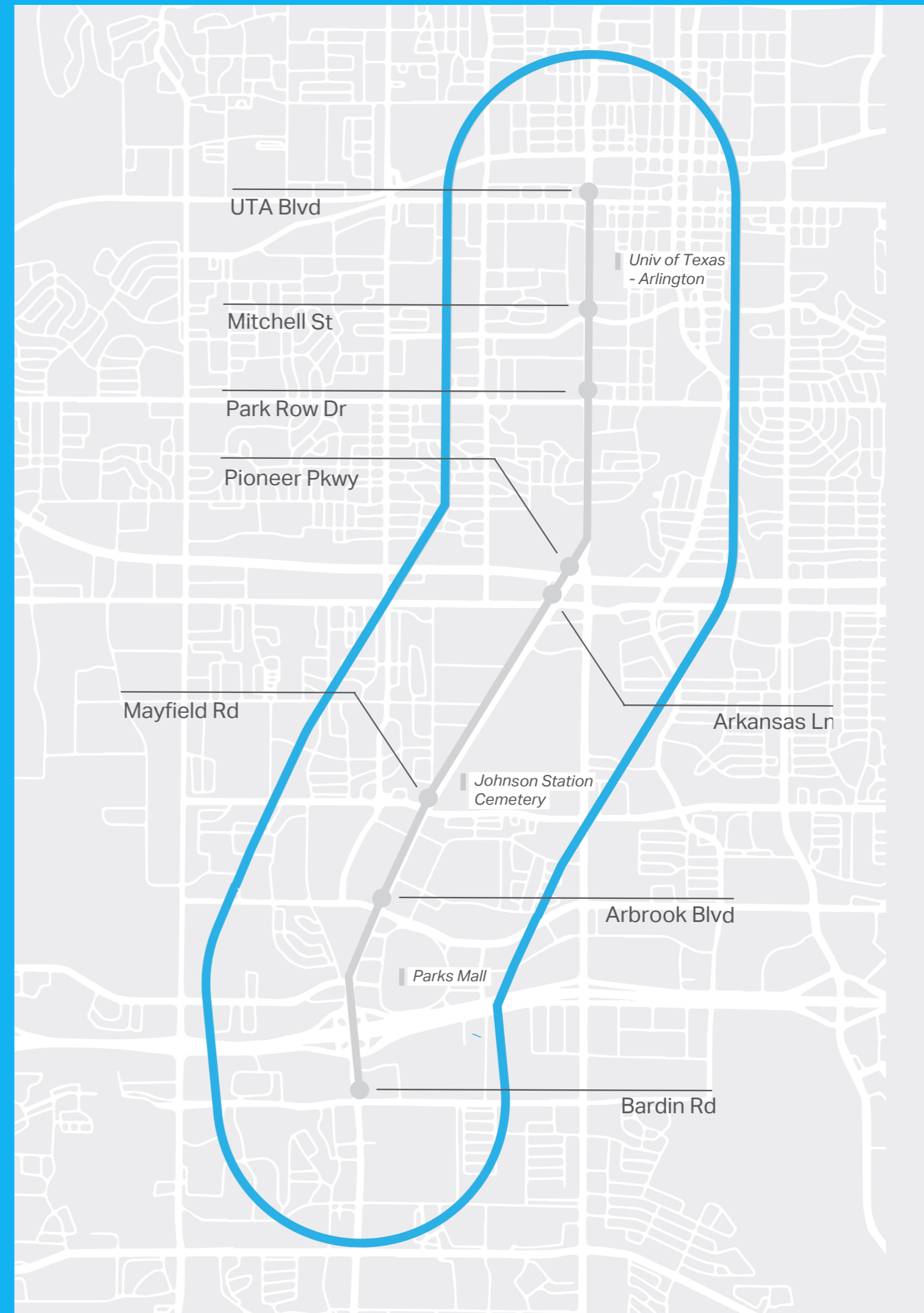
**Arbrook Boulevard**

Points of Interest:

**UT Arlington**

**Johnson Station Cemetery**

**The Parks Mall at Arlington**



# Table of Contents

1

## Project Overview

- 1.1 Origin
- 1.2 Purpose
- 1.3 Planning Process
- 1.4 Planning Timeline

2

## Existing Conditions

- 2.1 Introduction
- 2.2 Existing Conditions Analysis

3

## Public Engagement

- 3.1 Public Input
- 3.2 Advisory Committee
- 3.3 Stakeholder Interviews
- 3.4 Survey Results

4

## Visions & Zones

- 4.1 Introduction
- 4.2 Boundaries
- 4.3 Visions

5

## Strategy Objectives

- 5.1 Introduction
- 5.2 Zone-specific Objectives
- 5.3 Corridor-wide Objectives

6

## Strategy Implementation

- 6.1 Objective Timelines
- 6.2 Action Step Timelines

7

## Appendices

- 7.1 Existing Conditions
- 7.2 Stakeholder Engagement
- 7.3 Case Studies

# 1

## Project Overview

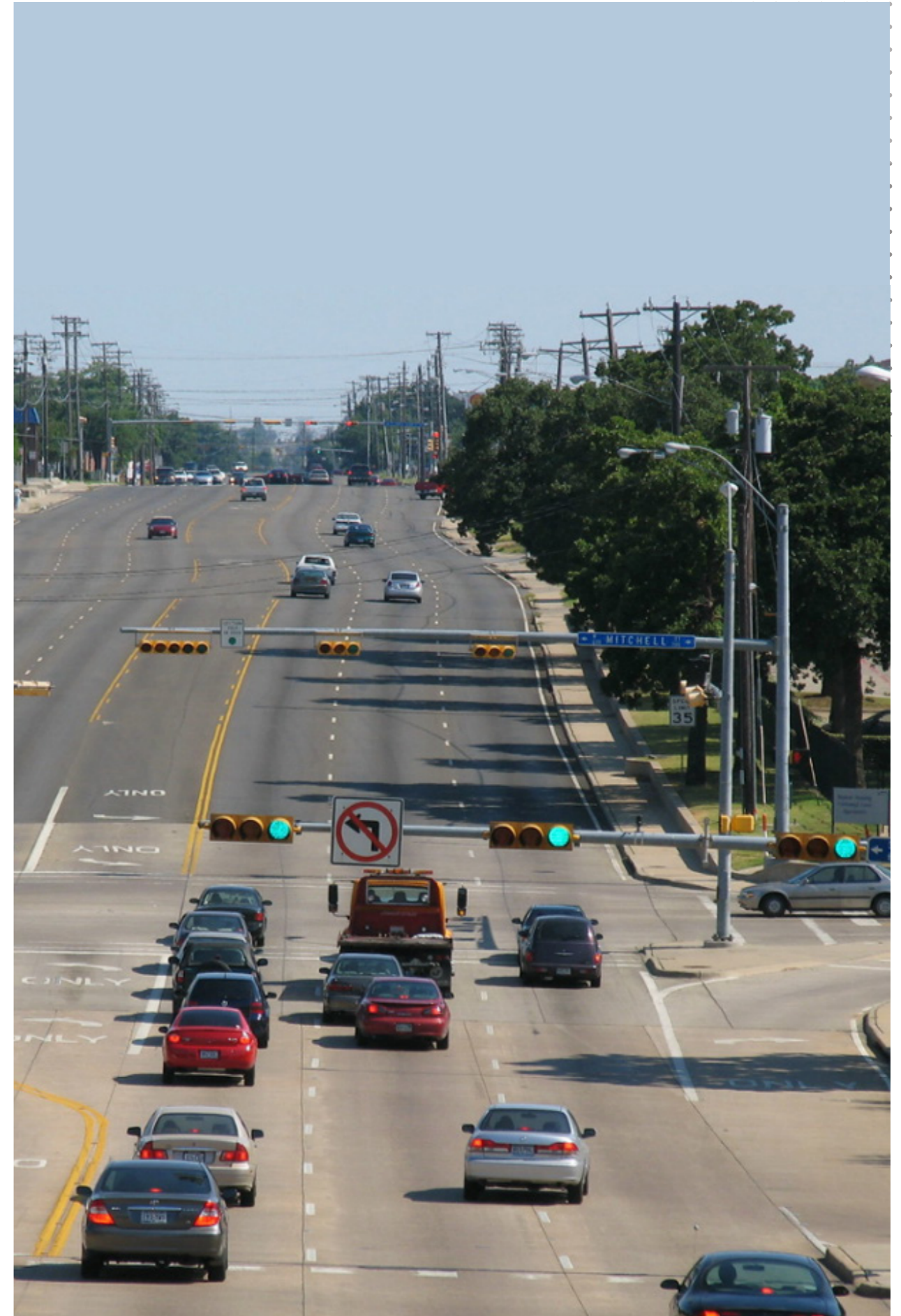
### Origin

The City of Arlington (City) recognizes the importance of South Cooper Street (Cooper Street) as an important corridor that plays an essential role in the vibrancy and economic growth of the region. The South Cooper Street Corridor (corridor) from UTA Boulevard to Bardin Road is a busy thoroughfare with a wide variety of land uses. The north anchor of the corridor is home to the University of Texas at Arlington (UTA), the third largest producer of college graduates in Texas, while its south anchor is grounded by the Parks Mall at Arlington, one of the leading and popular shopping destinations within the Metroplex.

In early 2020, the City recognized the potential need to improve transportation patterns, enhance economic development, and position Cooper Street to help connect and bolster the broader Arlington community through a corridor strategy development process. However, due to COVID-19 impacts, the project was placed on temporary hold. The study started again in August 2020 and was scheduled for completion by Spring of 2021.

### Purpose

The long-range purpose of the South Cooper Street Corridor Strategy is to create a vision for a thriving area that promotes growth and redevelopment while enhancing transportation options for those traveling on the corridor. The study is intended to create a robust vision for the corridor and aims to deliver implementable recommendations that capitalize on the community's existing opportunities while addressing challenges.





# Planning Process

The planning process for the South Cooper Street Corridor Strategy was a collaboration among City of Arlington staff, a multi-disciplinary consultant team led by local urban planning and design firm AECOM, the Arlington Urban Design Center, the Planning and Zoning Commission, and the City Council. An Advisory Committee of community stakeholders was also formed to guide the strategy. In addition, a robust set of stakeholder and community engagement activities took place throughout the project (described in detail in the next chapter).

## Phase 1: Establishing the Baseline

The first phase focused on engaging key stakeholders and establishing the project advisory committee; researching and evaluating the existing conditions for the corridor as it relates to land use, mobility, and economic development; and establishing the project website. All public engagement was collected through this platform.

## Phase 2: Vision Development

The second phase focused on establishing a corridor-wide vision with input and feedback from the advisory committee and community members. During this phase, the project team shared the findings of the existing conditions analysis. These findings serve as a basis for establishing long-range goals the community would like to see implemented in the future within the corridor.

## Phase 3: Preliminary Recommendations

Building upon the work done in the second phase, the project team developed a set of initial recommendations aimed to help achieve the vision established for the corridor. Members of the public were given the opportunity to provide their feedback on these recommendations. The project team utilized this feedback to determine a set of realistic recommendations for the City, stakeholders, and the public to consider.

## Phase 4: Draft Document

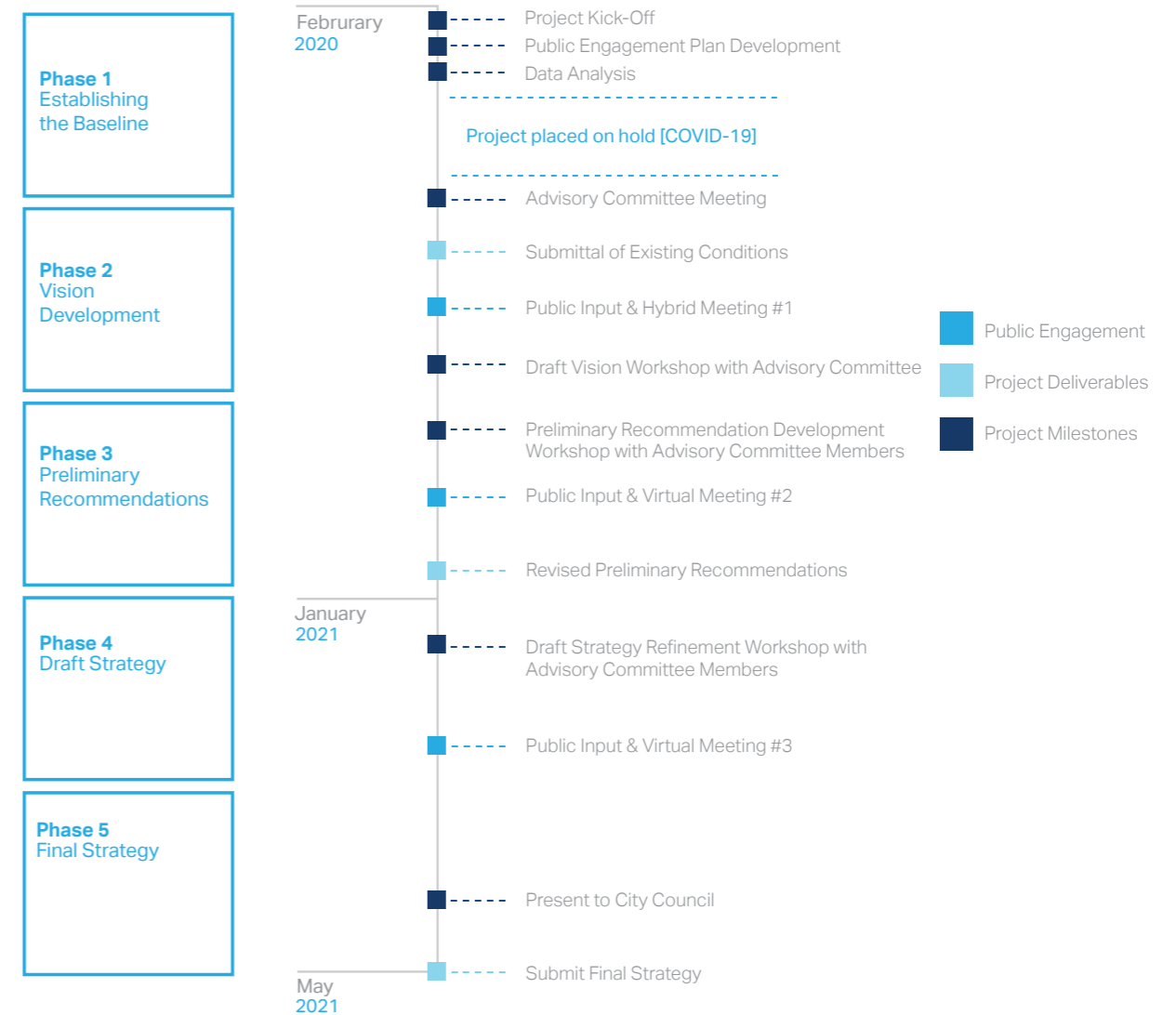
During the fourth phase, detailed recommendations were developed for the corridor that outlined specific actions the City and potential project partners should consider to implement the corridor vision. Also in this phase, additional public outreach was conducted to obtain feedback on all recommendations.

## Phase 5: Final Document

The final phase included the revision, approval, and adoption of the South Cooper Street Corridor Strategy.

# Project Timeline

The following diagram illustrates the overall project timeline and major project milestones that occurred throughout each of the five project phases.



**Figure 2:** Project Timeline  
Source: AECOM, 2020

# 2

## Existing Conditions

### Introduction

Chapter 2 provides an introduction to the South Cooper Street Corridor project study area (study area) and an assessment of existing conditions in the corridor. Information within this section was collected and assessed by the project team from previous planning efforts, public sources of information including the U.S. Census Bureau, and through the solicitation of public input through the project advisory committee, a public survey, and public meetings. The following sections detail and provide insight into existing demographics, land use, market and economic conditions, and mobility challenges within the study area.



**Figure 3:** South Cooper Street Corridor Study Area  
Source: AECOM, 2020

### Study Area

The South Cooper Street Corridor project study area begins at UTA Boulevard and extends south to Bardin Road, as shown in Figure 1. Cooper Street is a major north-south corridor in the City of Arlington. Cooper Street also intersects key east-west connectors at Mitchell Street, Park Row Drive, Pioneer Parkway, Arkansas Lane, Mayfield Road, Arbrook Boulevard, and Interstate 20. The corridor is located in proximity to numerous neighborhoods, including the Heart of Arlington Neighborhood, Westador, Rolling Meadows, and Wimbledon on the Creek, as well as commercial areas, including the Parks Mall at Arlington area and Downtown Arlington just east of the corridor.

### Previous Studies

A review of previous planning efforts in and around the corridor was conducted to catalogue existing strategies, needs, and concerns of citizens living near Cooper Street. These studies included:

- Arlington Downtown Master Plan, 2018
- City of Arlington Thoroughfare Development Plan, 2017
- 99 Square Miles Arlington Comprehensive Plan, 2015
- Westador Neighborhood Plan, 2014
- Heart of Arlington Neighborhood Action Plan, 2013
- Hike and Bike System Master Plan, 2011



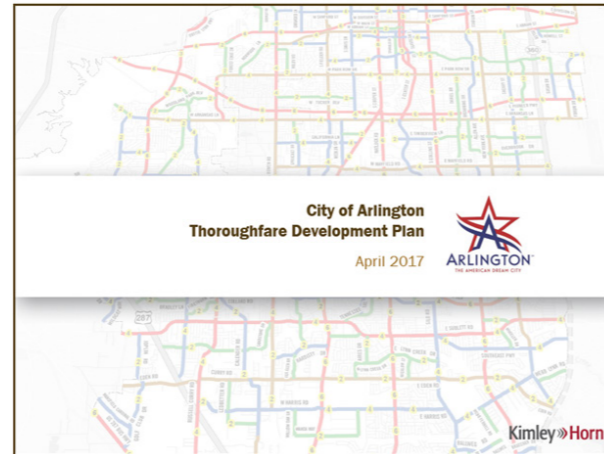
**Arlington Downtown Master Plan, 2018**



Since 2018, Downtown Arlington has undergone a major transition in mobility and development. The Arlington Downtown Master Plan, developed with community input, shaped the vision for the next generation of Arlington’s urban center. While the plan extends are generally outside of the Cooper Street study area, downtown’s proximity and interconnectivity to Cooper Street are essential to understanding local community needs and vision.

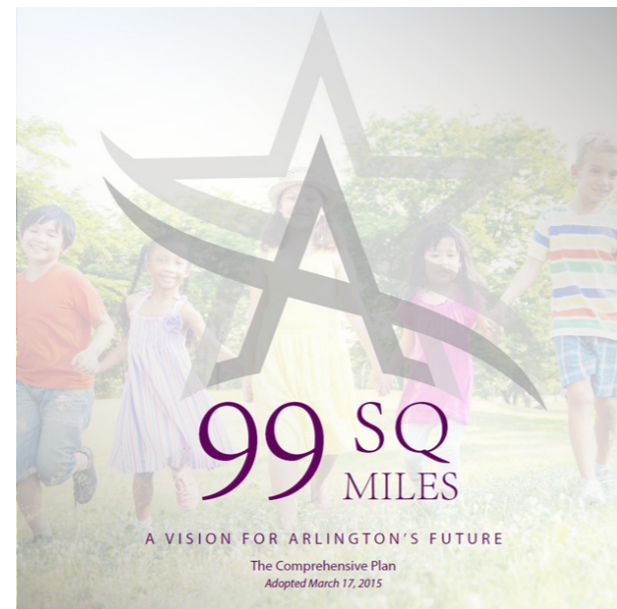
Additionally, goals and objectives identified within the South Cooper Street Corridor Strategy should work to synergistically build upon the planning work and community vision developed in the Downtown Arlington Master Plan. While the locations are different, some commonalities emerge, including establishing district identities, building robust and resilient economies, a desire for a variety of housing types, activating streets and community spaces, and embracing arts and culture.

**City of Arlington Thoroughfare Development Plan, 2017**



The 2017 City of Arlington Thoroughfare Development Plan (TDP) updates the previous plan adopted in 2011. Cities periodically update their TDPs to address capital project priorities based on observed and projected growth for their cities. The TDP was reviewed for potential projects related to the study area and key intersecting roadways. Additionally, the plan was reviewed for projected traffic volumes. No projects anticipated to significantly affect the project study area were identified in the plan.

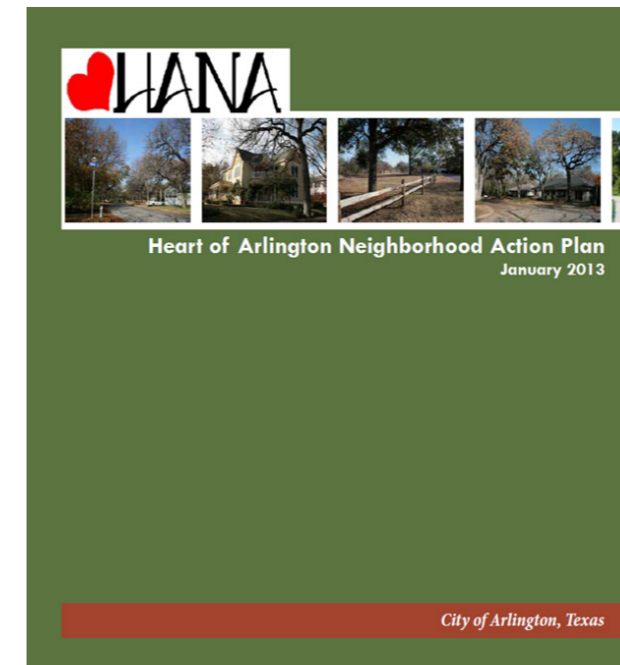
**99 Square Miles Arlington Comprehensive Plan, 2015**



Arlington’s Comprehensive Plan is a long-range document that sets the vision, goals, and citywide priorities for the next 20 years. The plan touches on numerous topics including housing, mobility, economic development, neighborhoods, natural resources, strategic partnerships, and more. The South Cooper Street Corridor Study has been crafted with the City’s comprehensive plan goals in mind, including:

- Valuing neighborhoods, strengthening communities, and embracing diversity
- Maintaining roadways and providing transportation options
- Preservation of open spaces
- Promoting land use patterns that reflect a mix of integrated community uses
- Increasing visual appeal around neighborhoods and commercial developments in corridors

**Heart of Arlington Neighborhood Action Plan, 2013**

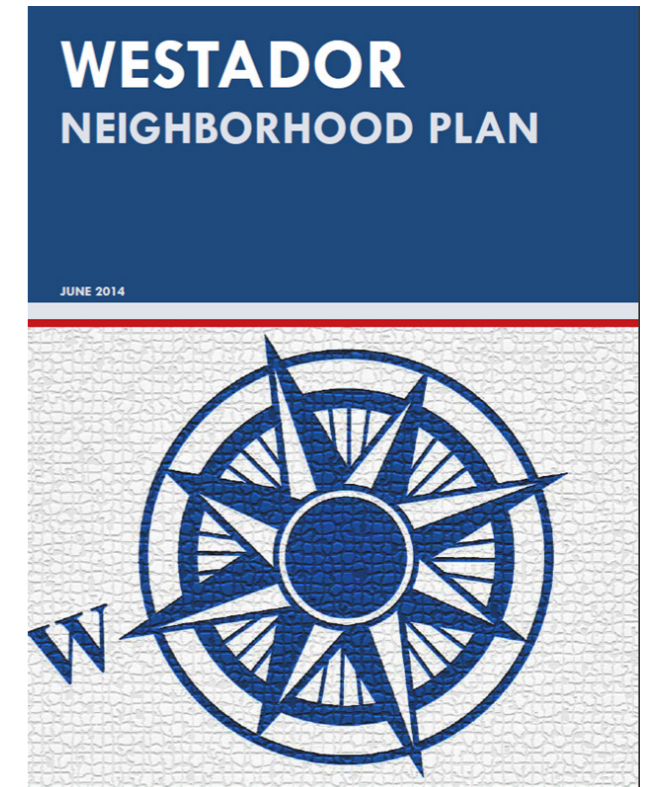


The Heart of Arlington Neighborhood is generally bounded by Border Street on the north and Arkansas Lane on the south, with east and west boundaries at Collins and Cooper Streets, respectively. Key planning themes identified in the plan include

community partnerships, land use and redevelopment, housing and apartments, mobility, and sustainability.

The Heart of Arlington Neighborhood Association is an active member of the community and was represented on the South Cooper Street Corridor Strategy Advisory Committee.

**Westador Neighborhood Plan, 2014**



The Westador Neighborhood is adjacent to Cooper Street off Medlin Drive, north of West Mayfield Road. Primary access to the neighborhood is from Medlin Drive, which can be used by motorists traveling parallel to Cooper Street. Key goals and strategies identified in the plan include addressing public safety, traffic, land development, community image, and community network.

Similar to the Heart of Arlington Neighborhood Association, the Westador Neighborhood is an active member of the community and was represented on the South Cooper Street Corridor Strategy Advisory Committee.



The 2011 Hike and Bike System Master Plan was reviewed as part of the South Cooper Street Corridor Strategy effort. Recommendations from the 2011 plan that intersect the study area include the consideration of added bike lanes on streets that cross the South Cooper Street corridor. Additionally, the plan outlines sidewalk standards, pedestrian and bicycle signage, traffic calming devices, and amenities. The plan includes strategies to develop a hike and bike network with multimodal nodes and bike amenities at key locations. According to the 2011 plan, the network would be developed in phases.

## Existing Conditions Analysis

This section provides an overview of existing demographics, land use, a market analysis, transportation/mobility conditions, and aesthetics throughout the corridor. Publicly available data from the U.S. Census Bureau, as well as data from the City of Arlington, CoStar, and ESRI's Business Analyst, were utilized in the development of this section.

### Corridor Demographics

Population demographics for the study area were compared to citywide demographics. Information was sourced from ESRI's Community Analyst tool, which utilizes publicly available information. The study area accounts for approximately six percent of the population of Arlington with 10,000 total households. The median age in the study area is slightly lower than the citywide median age of 34.

Median income and median home values within the study area are slightly lower than citywide values by approximately 36 percent and 9.8 percent, respectively. Notably, the percentage of people below the poverty income level is 15 percent higher within the study area than citywide.

Overall, within the South Cooper Street Corridor study area are more racially diverse, younger, and have lower incomes than the City of Arlington as a whole.

## POPULATION

Total Population		25,000	393,000
Total Households		10,000	142,000
Median Age		28	34

## INCOME

Median Household Income		\$38,000	\$59,000
Median Home Value		\$167,000	\$185,000
Per Capita Income		\$22,000	\$29,000
Percentage of Population Below Poverty Income Level		27%	12%

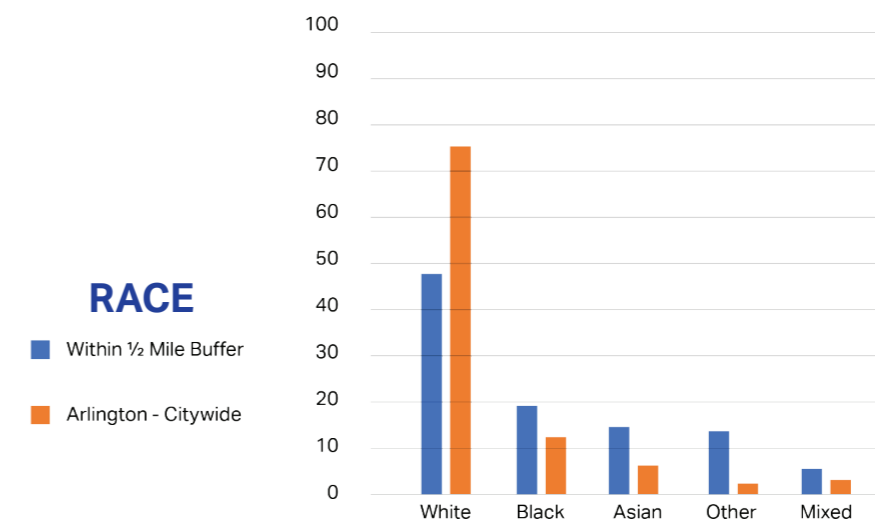


Figure 4: Selection of Corridor Demographics

Source: ESRI Business Analyst, 2020



## Land Use / Zoning

The following section provides an assessment of existing land use designations, zoning, and characteristics throughout the study area. Information used in this assessment was obtained from the City of Arlington and the Tarrant County Appraisal District.

### Land Use Characteristics

Cooper Street is a key commercial north-south corridor in the City of Arlington. Approximately half of the study area is categorized as Commercial/Retail land use. Institutional uses make up the next highest percentage due to the University of Texas at Arlington in the north and Arlington Independent School District uses near the center of the corridor.

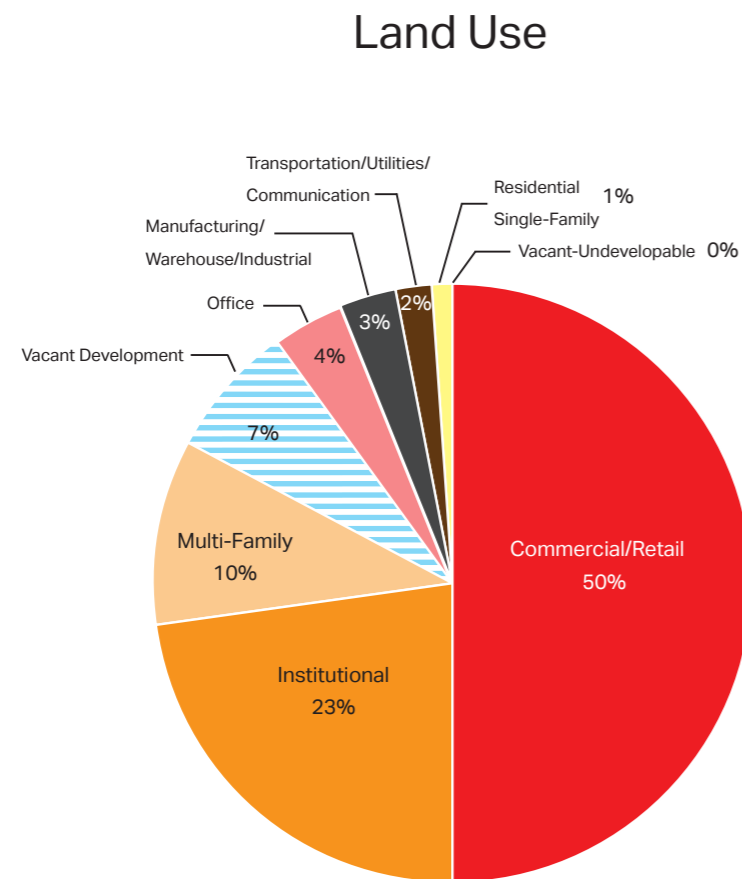


Figure 5: Land Use Within the Study Area by Use  
Source: Tarrant County Appraisal District, AECOM, 2020

### Land Use

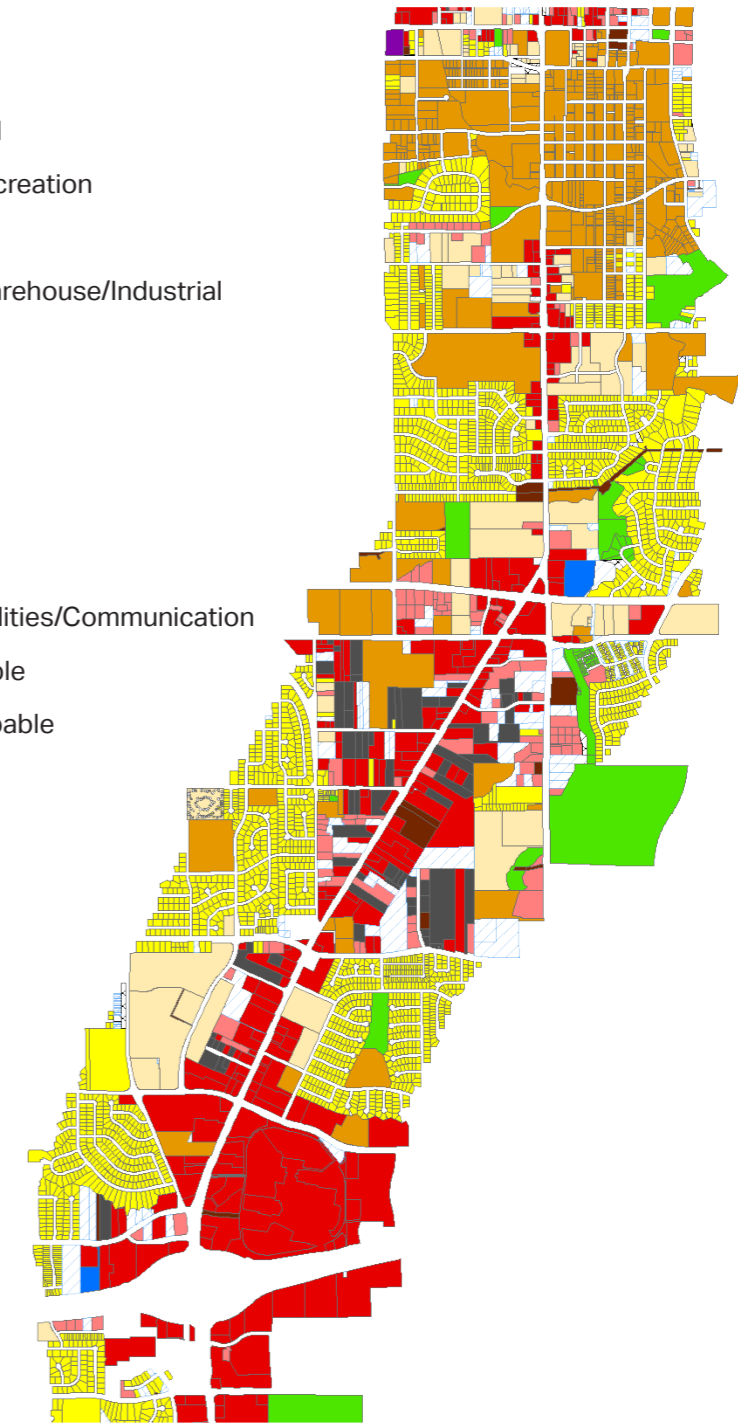
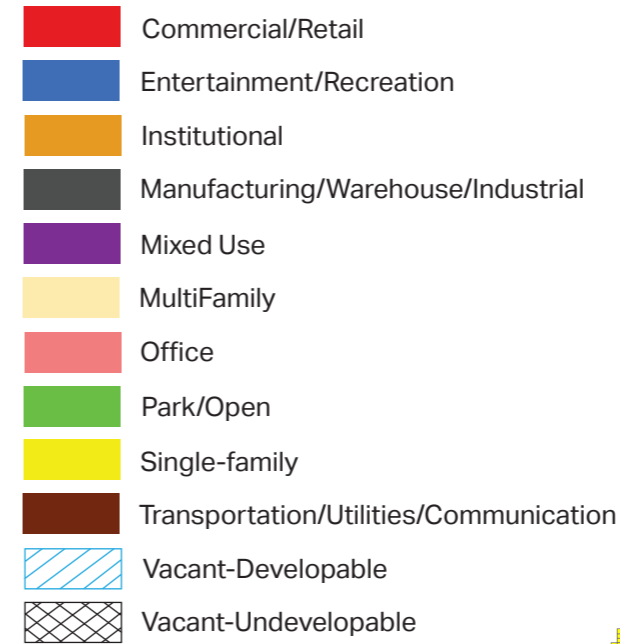
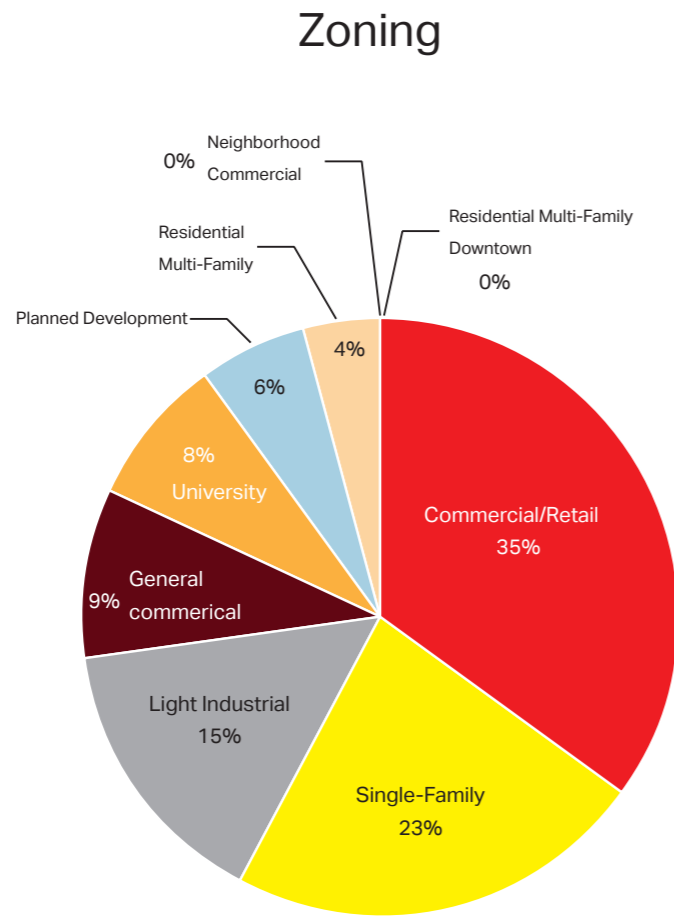


Figure 6: Land Use Within the Study Area  
Source: Tarrant County Appraisal District, AECOM, 2020

### Zoning Characteristics

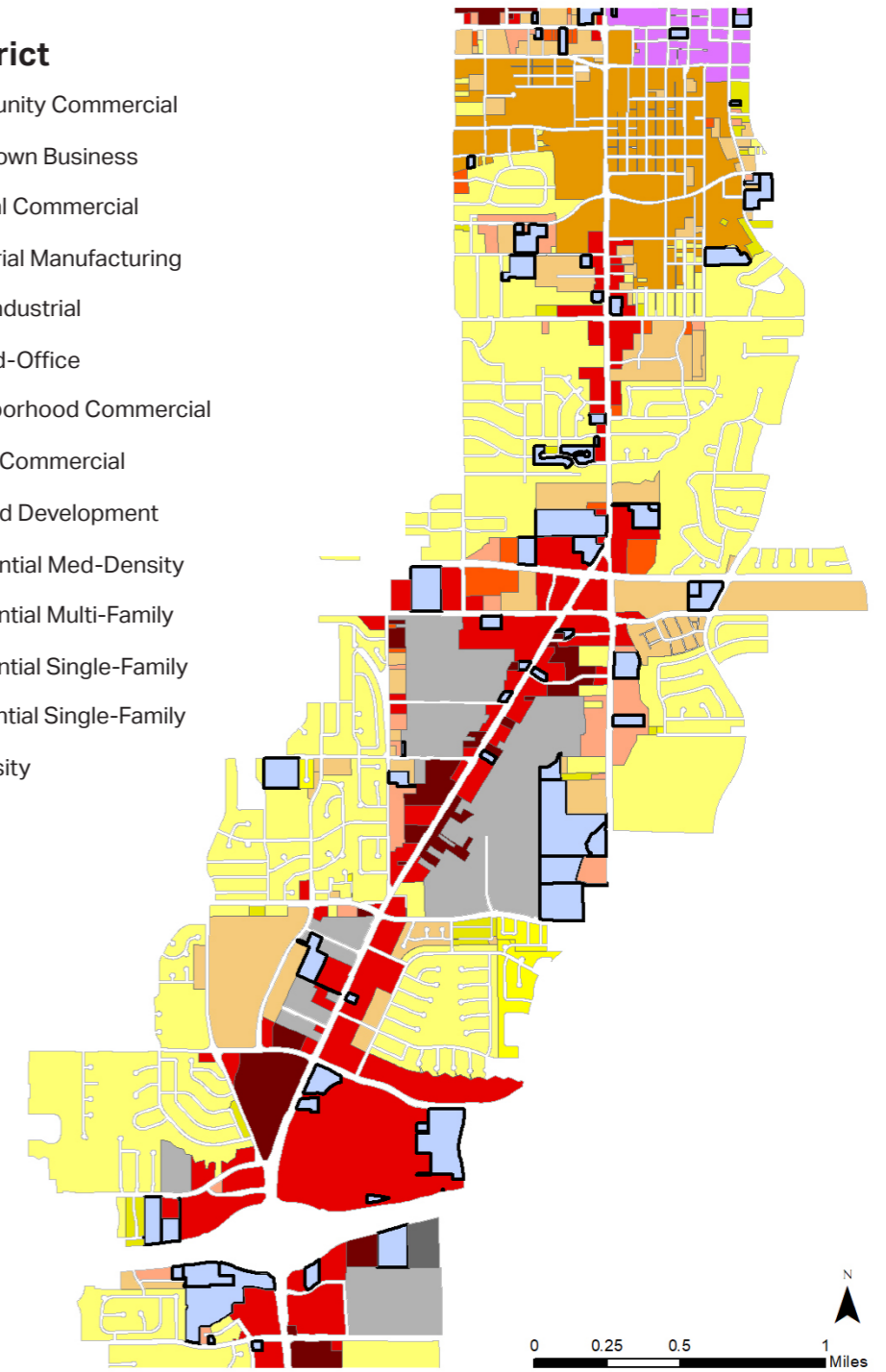
Community Commercial, General Commercial, and Light Industrial zones make up the majority of the study area, and single-family residential zoning accounts for almost a quarter of the study area. However, most residential development in the study area is not directly adjacent to Cooper Street.



**Figure 7:** Zoning Within the Study Area by Zone  
Source: City of Arlington, 2020

### Zoning District

- Community Commercial
- Downtown Business
- General Commercial
- Industrial Manufacturing
- Light Industrial
- Limited-Office
- Neighborhood Commercial
- Office Commercial
- Planned Development
- Residential Med-Density
- Residential Multi-Family
- Residential Single-Family
- Residential Single-Family
- University

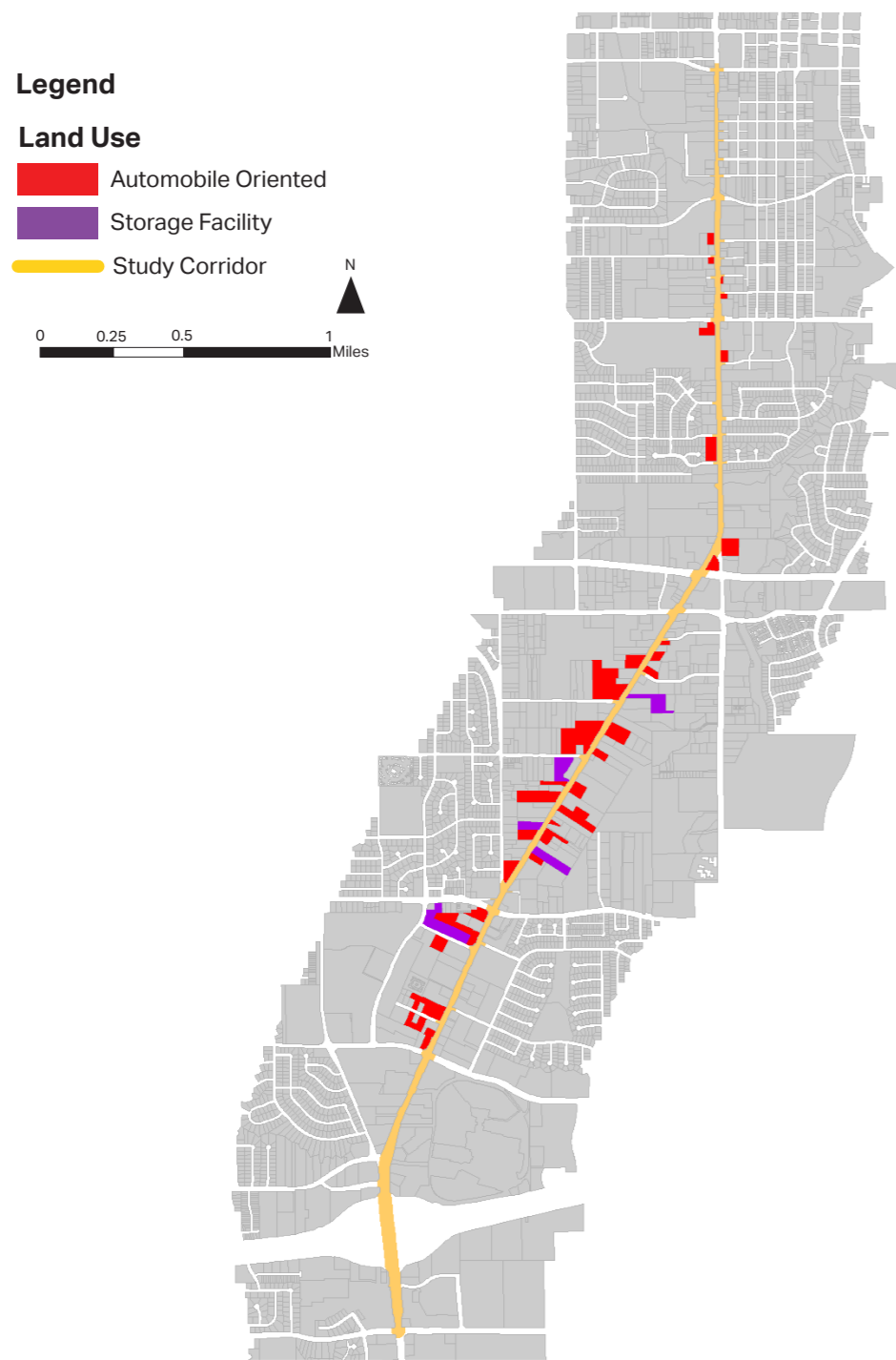


**Figure 8:** Zoning Within the Study Area  
Source: City of Arlington, 2020

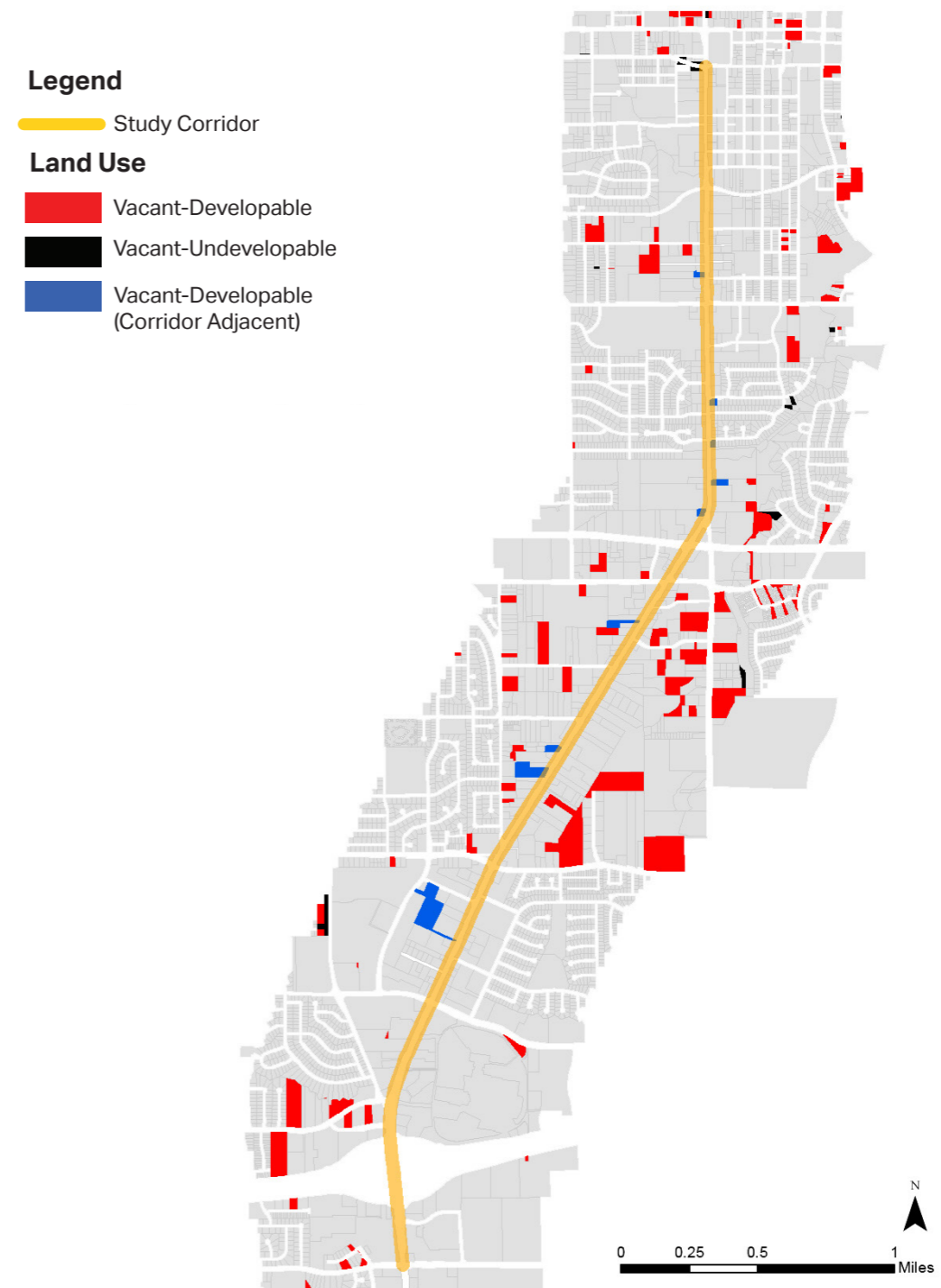
Cooper Street has historically been an automobile-oriented corridor, with retail and commercial land uses that cater to automobile service, repair, and retail forming a significant presence along the Cooper Street frontage. The land use assessment included an

inventory of automobile and storage facility uses within the commercial areas along Cooper Street. Approximately 22 percent of commercial land uses are automobile-oriented or storage facility uses.

Vacant land uses were also identified in the study area. Approximately 12.5 acres of vacant land on nine parcels are corridor adjacent, or within 150 feet of Cooper Street. Across the entire study area, 167 developable acres of vacant land are spread across over 200 parcels.



**Figure 9:** Automobile and Storage Facility Land Use Adjacent to Cooper Street  
Source: AECOM, 2020



**Figure 10:** Vacant Land Use Within the Study Area  
Source: Tarrant County Appraisal District, AECOM, 2020

## Market Analysis

Market analysis of the study area was conducted to provide information relating to employment, real estate, and other relevant market conditions within areas along and immediately adjacent to the South Cooper Street Corridor. Effects of the COVID-19 pandemic are considered, with both pre- and post-COVID-19 conditions analyzed. The section examines economic trends within the study area and contextualizes that information with similar trends observed within the City of Arlington, the State of Texas and the Dallas-Fort Worth Metropolitan Statistical Area (MSA).

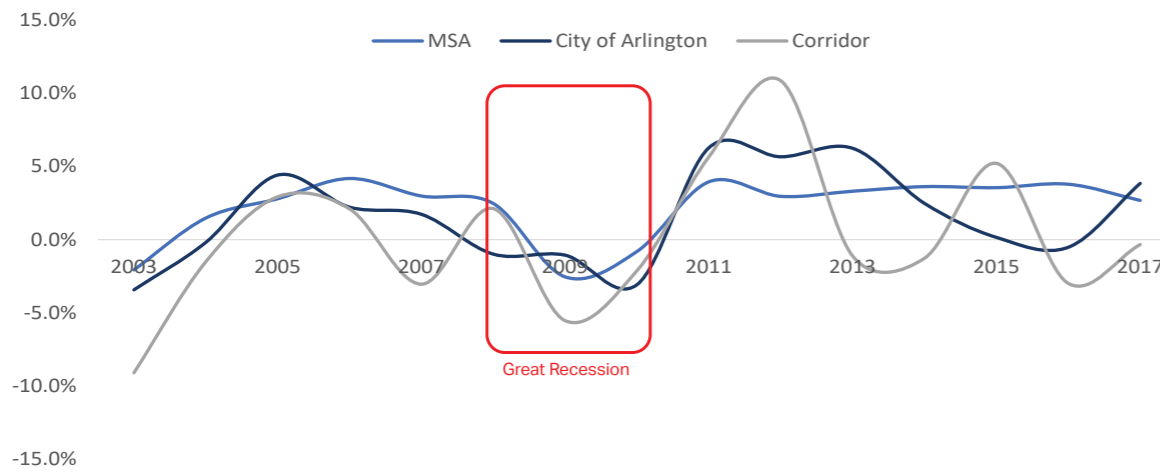
## Employment

Total employment within the Dallas-Fort Worth MSA has experienced a period of consistent growth since the end of the Great Recession. MSA employment has grown by more than 660,000 jobs between 2010 and 2017 - or by 3.4 percent annually. Metro job growth has occurred within several sectors, with the largest absolute growth within the Health Care & Social Assistance sector (+84,100 jobs), the Accommodation and Food Services sector (+81,400 jobs), and the Retail Trade sector

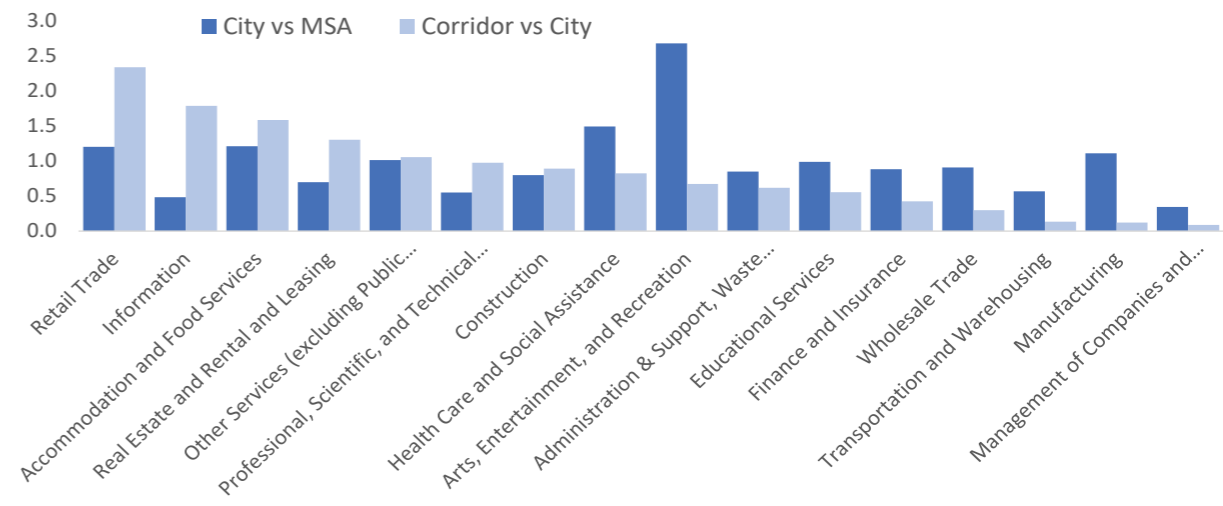
(+79,000 jobs). Citywide job growth within Arlington has trended like that of the metro. The City of Arlington has added more than 30,500 jobs since 2010, and total jobs have grown at the same annual pace as that of the metro – or by 3.4 percent annually. The employment sectors to add the most jobs, in absolute terms (and following MSA trends), since 2010 are the Health Care and Social Assistance sector (seeing the largest growth with the addition of 6,900 jobs), the Accommodation and Food Service sector (+ 5,000 jobs), and the Retail Trade sector (+ 3,350 jobs). Additionally, the Manufacturing sector (+6,600 jobs) and the Wholesale Trade sector (+1,900 jobs) also experienced significant growth since 2010 in Arlington. Interestingly, almost 72,200 jobs within the Professional, Scientific and Technical Services sector were added within the MSA between 2010 and 2017; however, this sector saw the largest decline in total employment within the City of Arlington over the same period (-400 jobs).

Job growth trends within the South Cooper Street Corridor have fluctuated more than those observed across the City of Arlington and within the Dallas-Fort Worth MSA. Notwithstanding periods of job decline during the Great Recession and then again between 2013-2014 and 2016-2017, the corridor has added more than 2,500 jobs since 2010. Consistent with macro-geographic trends, job growth since 2010 has been concentrated in the Retail Trade sector (+810 jobs), Accommodation and Food Services sector (+750 jobs), and within the Health Care & Social Assistance sector (+420 jobs). These three sectors also comprise the largest in terms of absolute workforce within the corridor, with the Retail Trade sector comprising 35 percent of corridor employment (6,320 jobs), the Accommodations and Food Service sector comprising 20 percent of corridor employment (3,600 jobs), and the Health Care and Social Assistance sector comprising 15 percent of corridor employment (2,660 jobs).

The location quotient (LQ) - which summarizes an industry sector's employment concentration in respect to a larger geography's employment concentration – is highest among the Retail Trade sector for the South Cooper Street corridor. As the corridor is retail and service oriented, the Accommodations and Food Service sector has the third highest LQ for any sector along the corridor. Interestingly, 22 percent of citywide information jobs are located within the South Cooper Street corridor.



**Figure 11: Annual Percentage Change in Total Jobs by Geography**  
Source: US: Census on the Map



**Figure 12: 2017 Employment Location Quotient**  
Source: US: Census on the Map



### Real Estate Overview

This section will provide additional detail on the existing real estate conditions present along and within proximity of the South Cooper Street corridor.

The overwhelming land use found within this study area is retail, with 58 percent of non-residential space being utilized as retail space. While there are multiple nodes of retail activity, the most concentrated and largest format retail is found in and around the Parks Mall at Arlington, just north of Interstate 20 and near the southern end of the Cooper Street study area. In addition to the concentration of retail in and around the Parks Mall at Arlington, there are concentrated nodes of retail proximate to the University of Texas at Arlington and in Downtown Arlington. The retail found in this area is much smaller format and intended to serve more of an urban and education-oriented clientele, which is apparent with the higher volume of fast-casual and boutique retailers.



**Figure 13:** The Parks Mall at Arlington  
Source: Google Earth, 2020

After retail, industrial uses are the second most common non-residential real estate use found along the South Cooper Street Corridor. Like retail, there are concentrated nodes of industrial including the automotive uses southwest of the Cooper Street and Arkansas Lane intersection, those on the northeast corner of the Cooper Street and Mayfield Road intersection, and directly south of Interstate 20, east of Cooper Street and along Bardin Road.

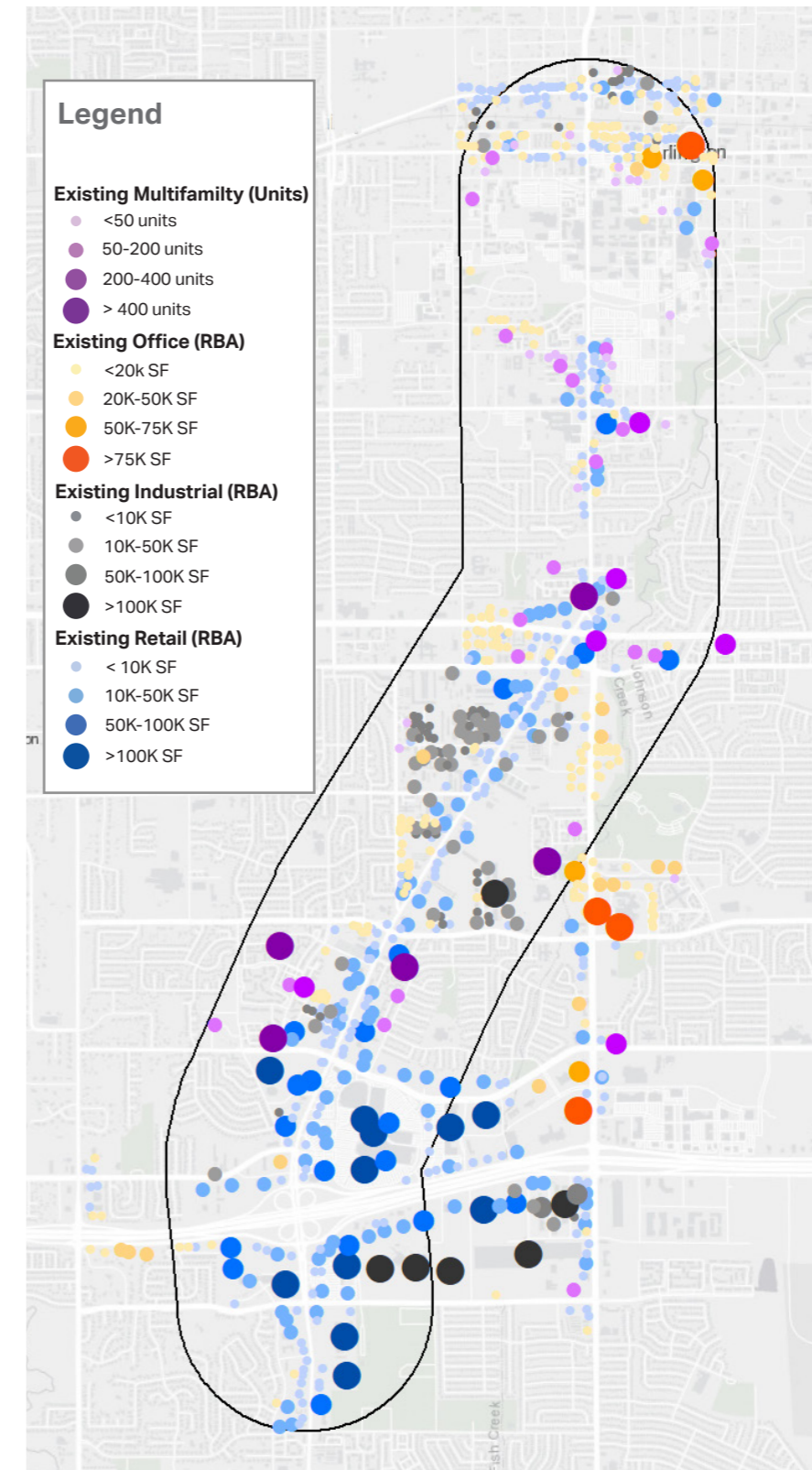
The node of industrial south of Interstate 20 and along Bardin Road is the newest and largest format industrial use found anywhere within the corridor. This node of industrial includes three industrial distribution buildings that are all larger than 400,000 square feet and were built between 2016 and 2019. The industrial node just south of Interstate 20 and north of Bardin Road is also home to legacy industrial warehousing— built in the 1980s and 1990s – and includes automotive dealerships and industrial-focused, big box retail like Home Depot. In addition to the cluster of industrial to the south of Interstate 20, there is a concentration of small-format industrial space in the area bound by Arkansas Lane (north), Cooper Street (east), Medlin Drive (west) and California Lane (south). This industrial cluster is home to a significant number of automotive-related industrial uses like body shops, auto parts shops, tire shops, car washes, and auto accessory shops.



**Figure 14:** Warehouses Near Bardin Road  
Source: Google Earth, 2020

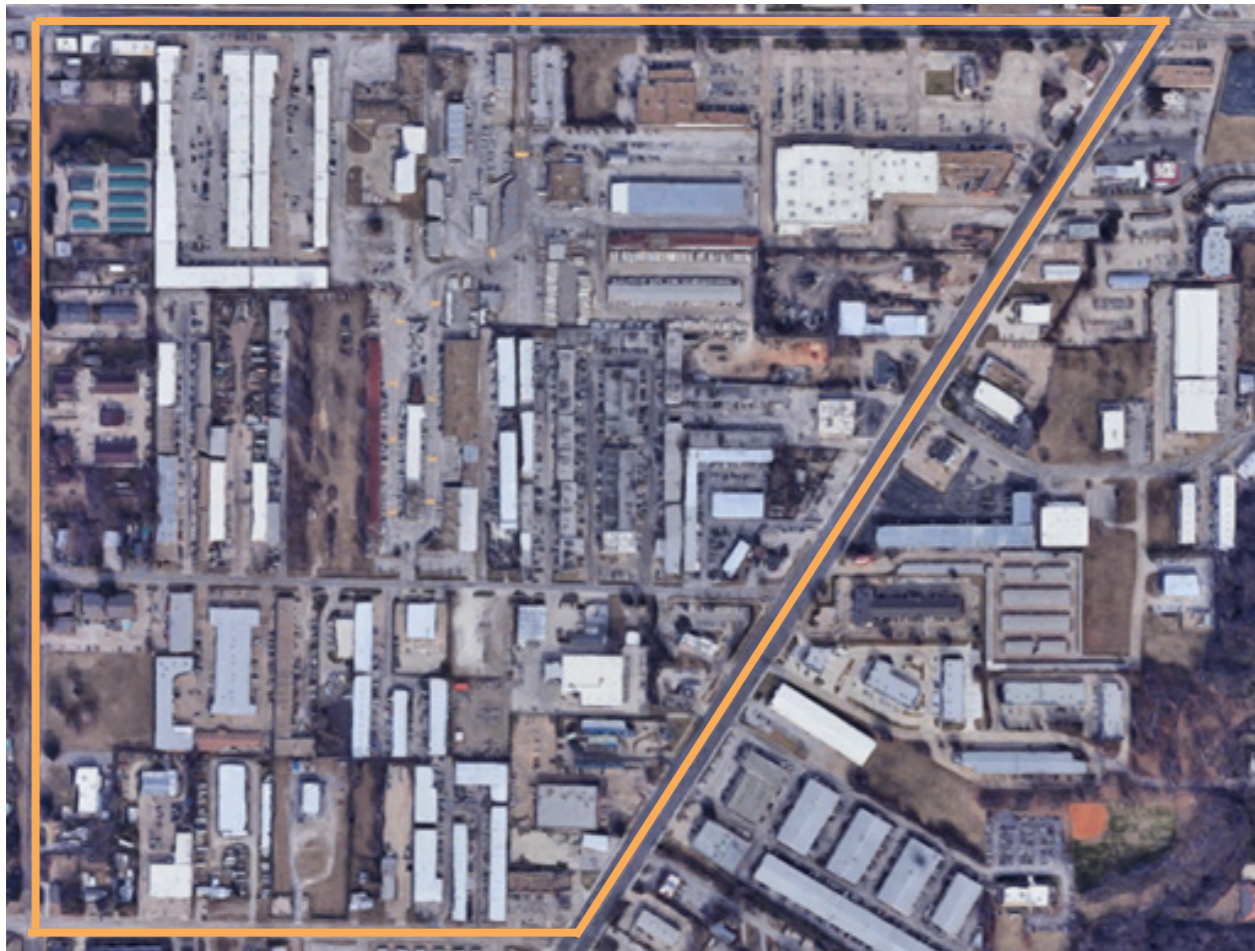
Industrial rents within this area are well above corridor, City, and metro averages for industrial space due to the small format of the buildings. Industrial rents in this area have been reported at around 8 to 9 dollars per square foot.

The average industrial rent for the City was \$4.80 per square foot and the average industrial rent for the DFW metro was \$5.75 per square foot.



**Figure 15:** Land Use by Rentable Building Area  
Source: AECOM, 2020  
Note: RBA stands for Rentable Building Area





**Figure 17:** Small-Format Industrial Cluster  
Source: Google Earth; AECOM, 2020

While the corridor is retail and industrial focused, approximately 16 percent of non-residential real estate within the study area is office space. However, much of the commercial office space is small-format and is not concentrated like traditional Class A commercial office inventory. The highest concentration of office space is within the Medical City Arlington campus just outside the study area on the northeast corner of Matlock and Mayfield Roads, which includes a new 90,000 square foot medical office building completed in 2019. Among the abundance of single-family



**Figure 18:** Medical City Arlington Campus  
Source: Google Earth, 2020

homes, the study area also contains almost 8,500 multifamily residential units. Multifamily units located along the corridor comprise 17 percent of the citywide multifamily inventory. The total number of multifamily units within the study area has decreased by 6 percent – or by 540 units since 2010 – although an increase in multifamily construction has occurred since 2018. Multifamily units within the study area are clustered into three distinct areas. The largest of these clusters is the multifamily housing surrounding the Pioneer Parkway and Cooper Street intersection. There is another cluster proximate to the University of Texas at Arlington’s campus in the northern portion of the study area. A smaller node of multifamily is located in the southern half of the study area and within the area between Mayfield Road and Arbrook Boulevard.

While the overall number of multifamily units has decreased since the end of the Great Recession, new product has been delivered within the ‘student-housing’ market segment and primarily within the northern portion of the study area. Outside of a handful of student housing developments, the market has not delivered any market-rate units geared toward the low- to middle-income housing brackets. In the area with the highest concentration of multifamily units along the corridor, or surrounding the Pioneer Parkway and Cooper Street intersection, no property has been added since the 1980s.

Multifamily in the Pioneer Parkway and Cooper Street node was developed in two cycles; one in the 1960s and one in the 1980s, with a clear development gap in the 1970s. Properties at this intersection are a mix of garden-style and low-rise units. Multifamily rents in this area are between \$1.00 and \$1.20 per square foot – similar to the node of multifamily between Mayfield Road and Arbrook Boulevard in the corridor.



**Figure 19:** Multifamily Residential on Mitchell Street  
Source: Zillow, 2020



## Real Estate Metrics

This section of the analysis will provide information relevant to real estate, including rents, vacancy, and absorption trends, for the four classes of real estate previously identified in this report – retail, industrial, office, and multifamily.

Generally, real estate rents across all asset classes within the South Cooper Street corridor have trended below metro and citywide benchmarks. However, industrial rents have trended above those observed within the City and metro region, which is likely a result of the quality of industrial space located throughout the corridor.

Multifamily rents are well below metro averages, and marginally below citywide rents, which reflects the quality and age of building stock within proximity of the corridor. To this point, there is an abundance of multifamily product that was delivered between 1960s to 1980s.

Vacancy trends within all asset classes in the study area, except for multifamily, were reported at levels above those observed within the City of Arlington and MSA. Specifically, industrial vacancy was reported at more than two times the rates observed within regional geographies. Multifamily vacancy was reported at levels below those observed in the City and region.

Nationally, brick and mortar retail is struggling due to changes in consumer habits, overbuilding, and greater interest in entertainment over tangible products, among other conditions. This has led to transition among national retailers.

In the City of Arlington, approximately 1.3 million square feet of retail is considered to be in transition, which is approximately six percent of Arlington's total retail inventory (24

million square feet). Of this retail in transition, 75 percent is within national chains that have announced store closures and 17 percent is within national chains that are at risk of bankruptcy.

Of the 1.3 million square feet of retail in transition in Arlington, 48 percent is located within the South Cooper Street corridor study area, with a cluster at the southern end of the corridor.

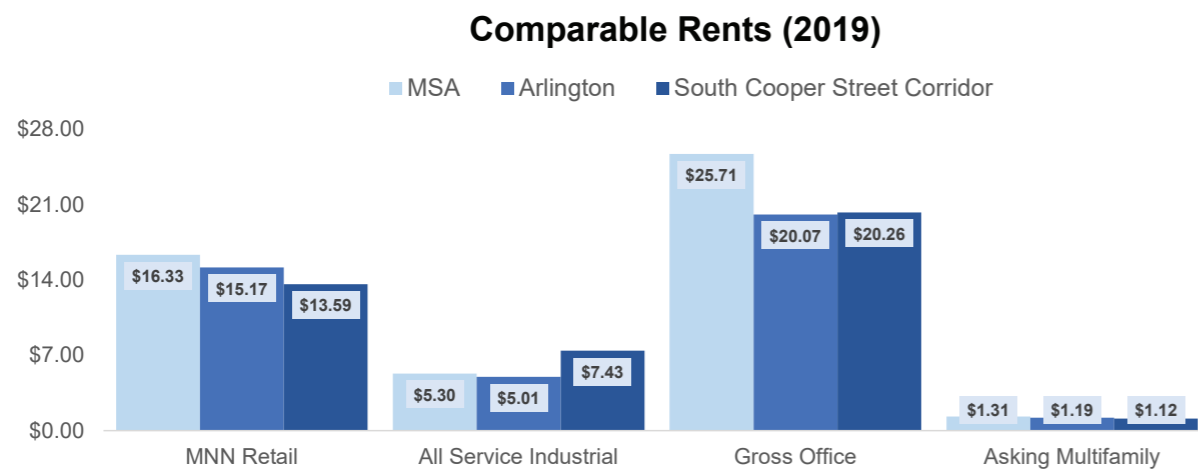


Figure 20: Comparable Rents (2019)  
Source: CoStar, 2020

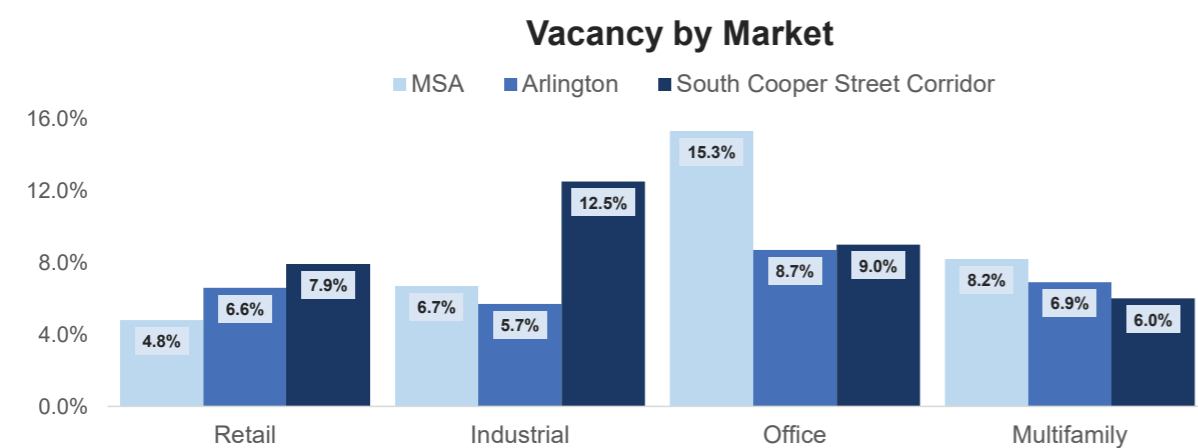


Figure 21: Vacancy by Market  
Source: CoStar, 2020

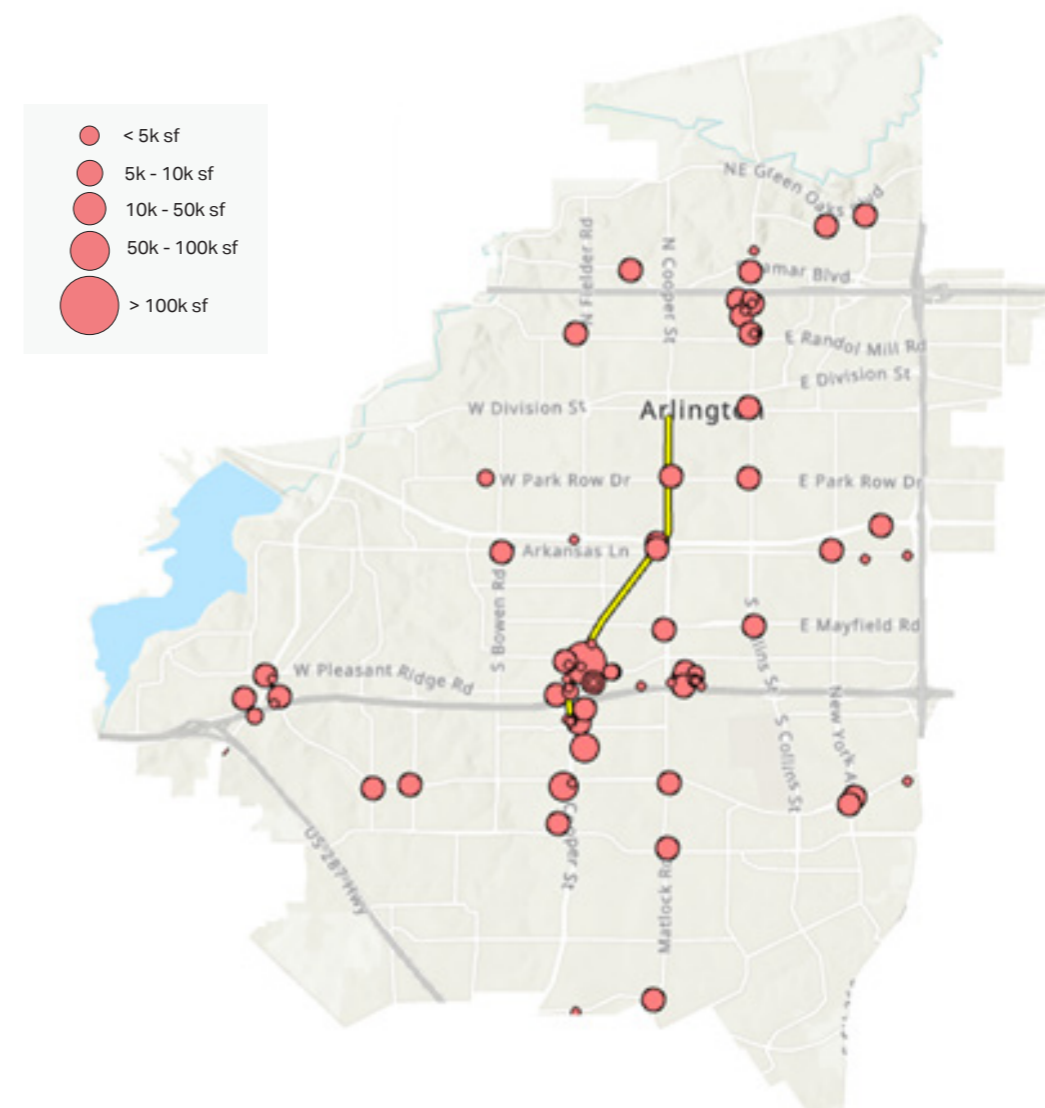


Figure 22: Retail in Transition  
Source: CoStar, 2020

## Local Conditions (Pre-COVID)

In a pre-COVID environment, key economic indicators in the corridor include:

- The corridor's share of citywide employment had decreased from 16 percent in 2002 to 13 percent in 2017.
- Approximately 55 percent of all jobs in the study area are retail and accommodation or food service jobs.
- A majority of structures within the study area are 40 to 50 years old.
- Forty-eight percent of all retail in transition within the City is located in the study area. Industrial rents were the only market segment to outpace regional benchmarks; however, this was due to smaller industrial buildings than traditional warehouse and distribution facilities found in true industrialized areas.
- Retail, office, and multifamily rents all fell below regional averages due to an aging building stock.

## Local Market Condition Highlights

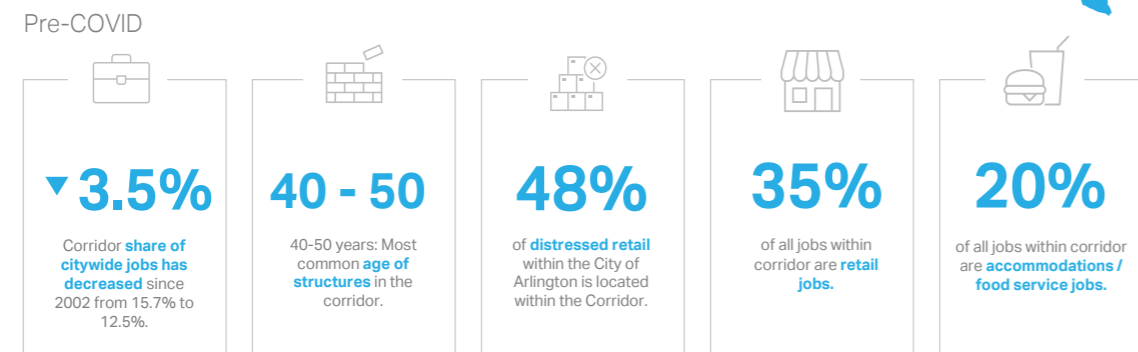


Figure 23: Local Market Conditions (Pre-COVID)  
Source: AECOM, 2020

## COVID-19 Implications

In a post-COVID environment, retail continues to struggle nationally and the same may be said for retail within the study area. On the other hand, the industrial sector has benefited from the struggles of brick and mortar retail. At the national level, this is apparent within the e-commerce space and the increasing demand for small-scale warehouses, last-mile distribution, and drop-shipping facilities.

According to CoStar data, retail leasing volume within the corridor as of Q3 2020 was at its

lowest point since 2010, with only 5 retail leases signed. Quarterly leasing volume within the corridor was also well below the quarterly average dating back to Q1 of 2010, which is 12 quarterly leases. This trend is not unique to the corridor as the City of Arlington has also experienced its lowest quarter in terms of leasing volume at 25 leases signed. While leasing volume along the corridor and within the City have reached their lowest points since the end of the Great Recession, rents have continued on their long-term, upward trend as landlords try to recoup costs with leasing volume down and vacancy rising.

### Retail Vacancy & Leasing Activity by Quarter

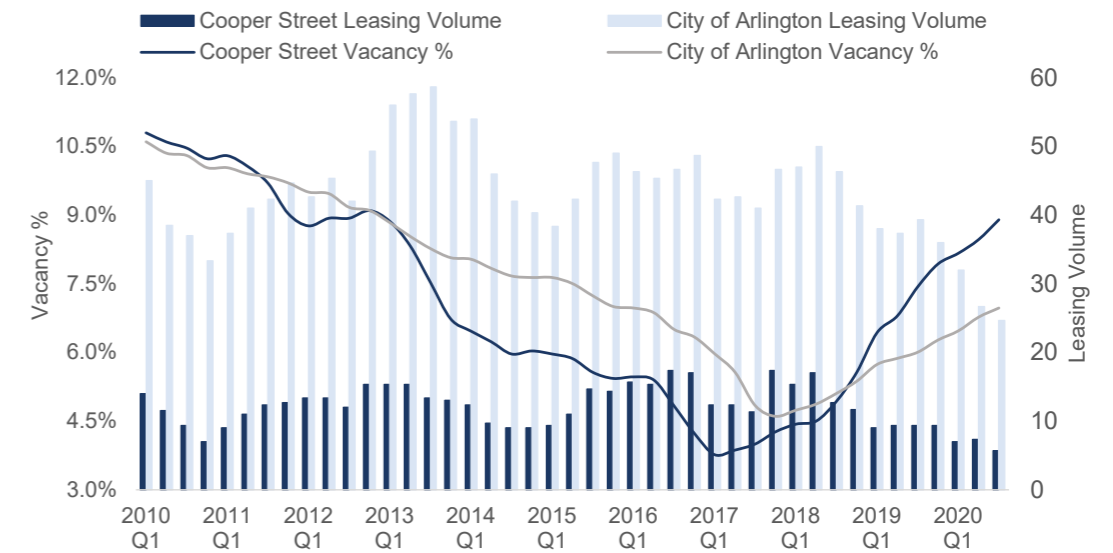


Figure 24: Retail Vacancy and Leasing Activity by Quarter  
Source: CoStar, 2020

### Retail Rents (3Q avg)

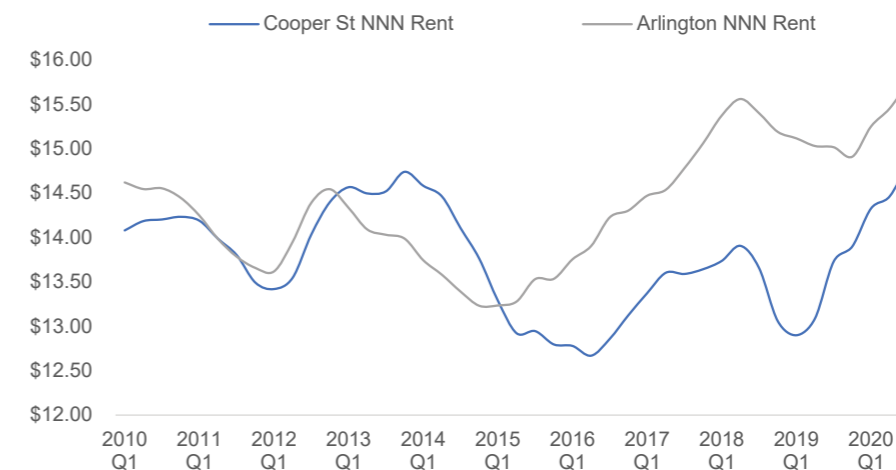


Figure 25: Retail Rents (3Q Average)  
Source: CoStar, 2020

In interviewing stakeholders, and specifically those operating within the retail space, it is understood that retail demand is returning in the post-COVID environment for small spaces geared toward fast-casual pickup and delivery food service. It is believed that UTA resuming on-campus instruction will increase activity and the less restrictive measures in Arlington make the area more attractive to local restaurants. Overall, the Parks Mall at Arlington has fared well, but decreased in-person holiday shopping could cause additional pressure on some mall retailers. Landlords in the study area are providing concessions, including discounted or free rent, to help keep tenants afloat.

As noted, industrial real estate has benefited from a shift in consumer spending habits. At the national level, this is apparent within the e-commerce space and the increasing demand for small-scale warehouses and last-mile distribution facilities. This trend has already been observed within the study area with the addition and absorption of three distribution facilities, all larger than 400,000 square feet, at the southern edge of the corridor and along Bardin Road. When these facilities were delivered in 2017, corridor vacancy increased from five percent to more than 25 percent; however, vacancy dipped to below five percent in early 2019.

Industrial leasing within the corridor and within the City of Arlington hit lows in Q1 and Q2 of 2020, respectively. Citywide industrial vacancy remained unchanged throughout the early stages of COVID-19, while industrial vacancy within the corridor jumped from below three percent to almost 15 percent in the time of COVID-19. This may be a result of non-traditional warehousing space within the corridor and a dependence on smaller-format auto-related uses. However, leasing activity rebounded in the fourth quarter of 2020. Additionally, industrial rents along the corridor have continued to rise at a rate greater than that observed across the City since hitting lows in Q4 of 2016.

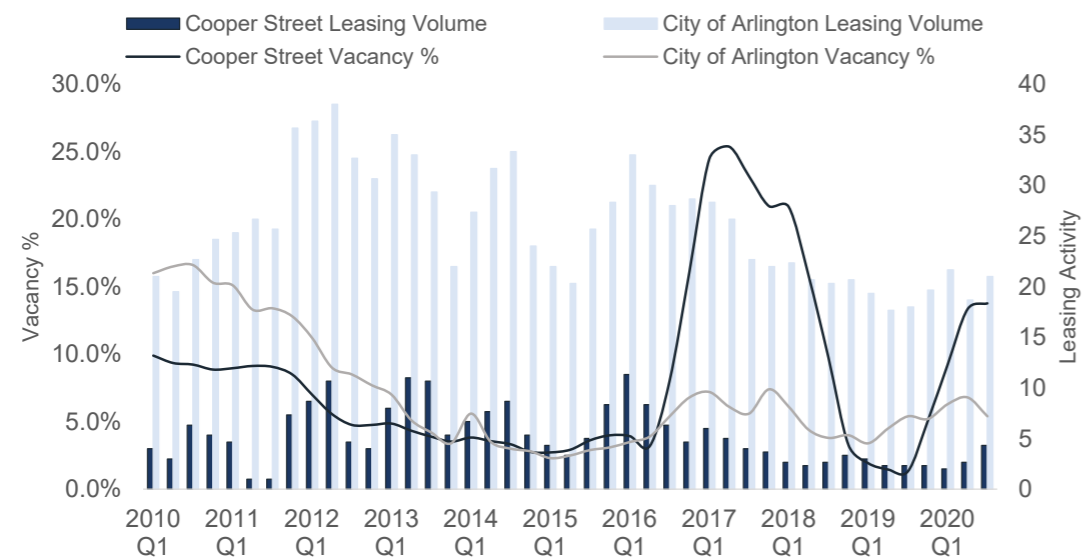
## Mobility and Safety

Cooper Street is a major north-south arterial for both local and regional traffic within the City of Arlington. The corridor facilitates commutes to work and school, pedestrian travel to local retail, and provides essential connectivity to regional expressways. This section provides an assessment of mobility characteristics, conditions and safety, sidewalk connectivity, transportation options, and walkability throughout the study area.

## Roadway Characteristics

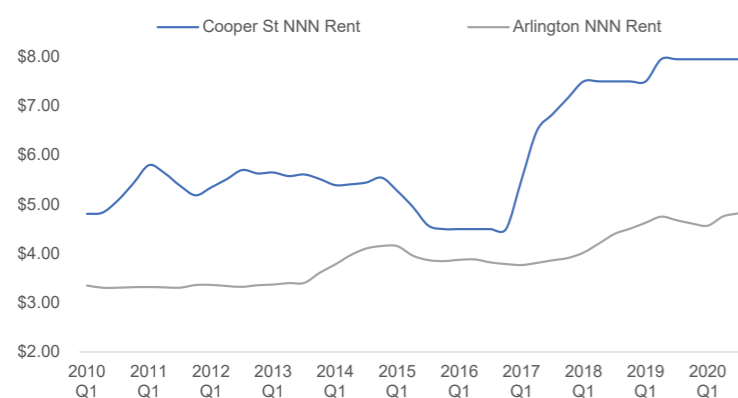
Throughout the corridor, Cooper Street is typically a six-lane divided roadway with left turn lanes at intersections. A right turn lane is sometimes added at key intersections. Typical right-of-way for Cooper Street in the study area ranges from 100 to 115 feet.

**Industrial Vacancy & Leasing Activity by Quarter**

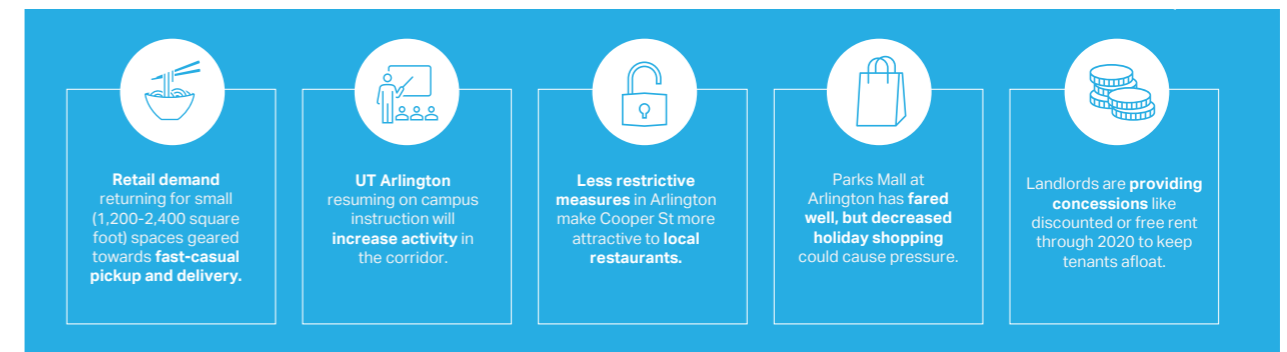


**Figure 26:** Industrial Vacancy and Leasing Activity by Quarter  
Source: CoStar, 2020

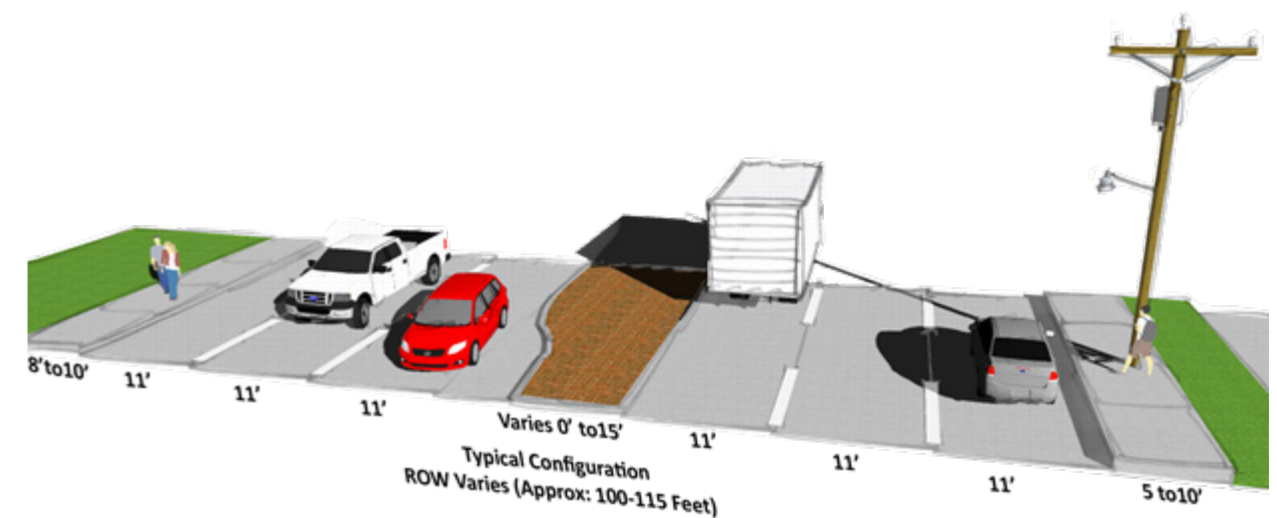
**Industrial Rents (3Q avg)**



**Figure 27:** Industrial Rents (3Q Average)  
Source: CoStar, 2020



**Figure 28:** Local Market Conditions (Post-COVID)  
Source: AECOM, 2020





**Figure 29:** Cooper Street Typical Street Section  
Source: AECOM, 2020

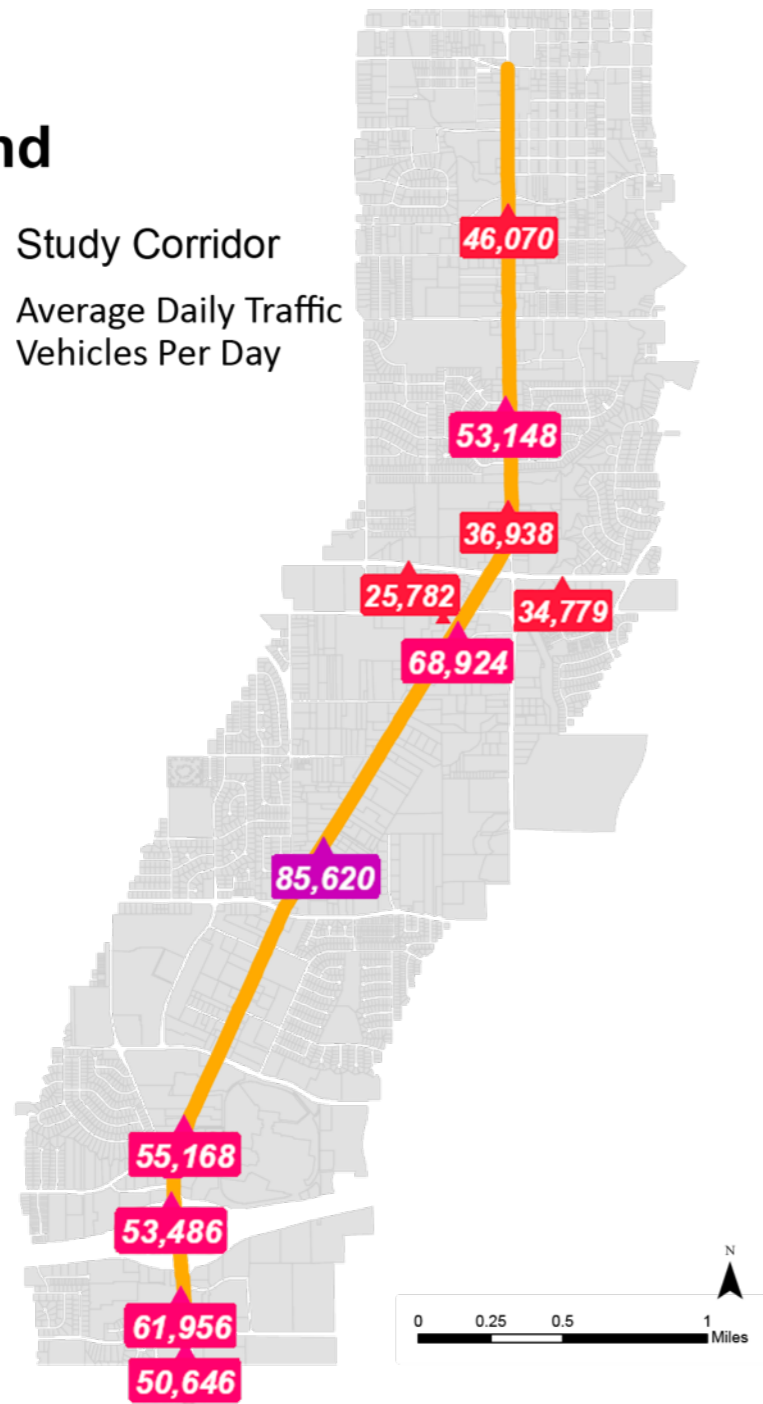
## Traffic

Cooper Street is a major arterial providing north-south connectivity within the City of Arlington; therefore, understanding traffic volumes is essential to planning efforts. Average traffic volumes in 2018 were approximately 85,000 vehicles traveling through the corridor per day. Notable locations

include the area around IH-20 and the Parks Mall at Arlington, which averages 55,000 vehicles per day, and Pioneer Parkway and Matlock Road, with approximately 35,000 vehicles per day on average.

### Legend

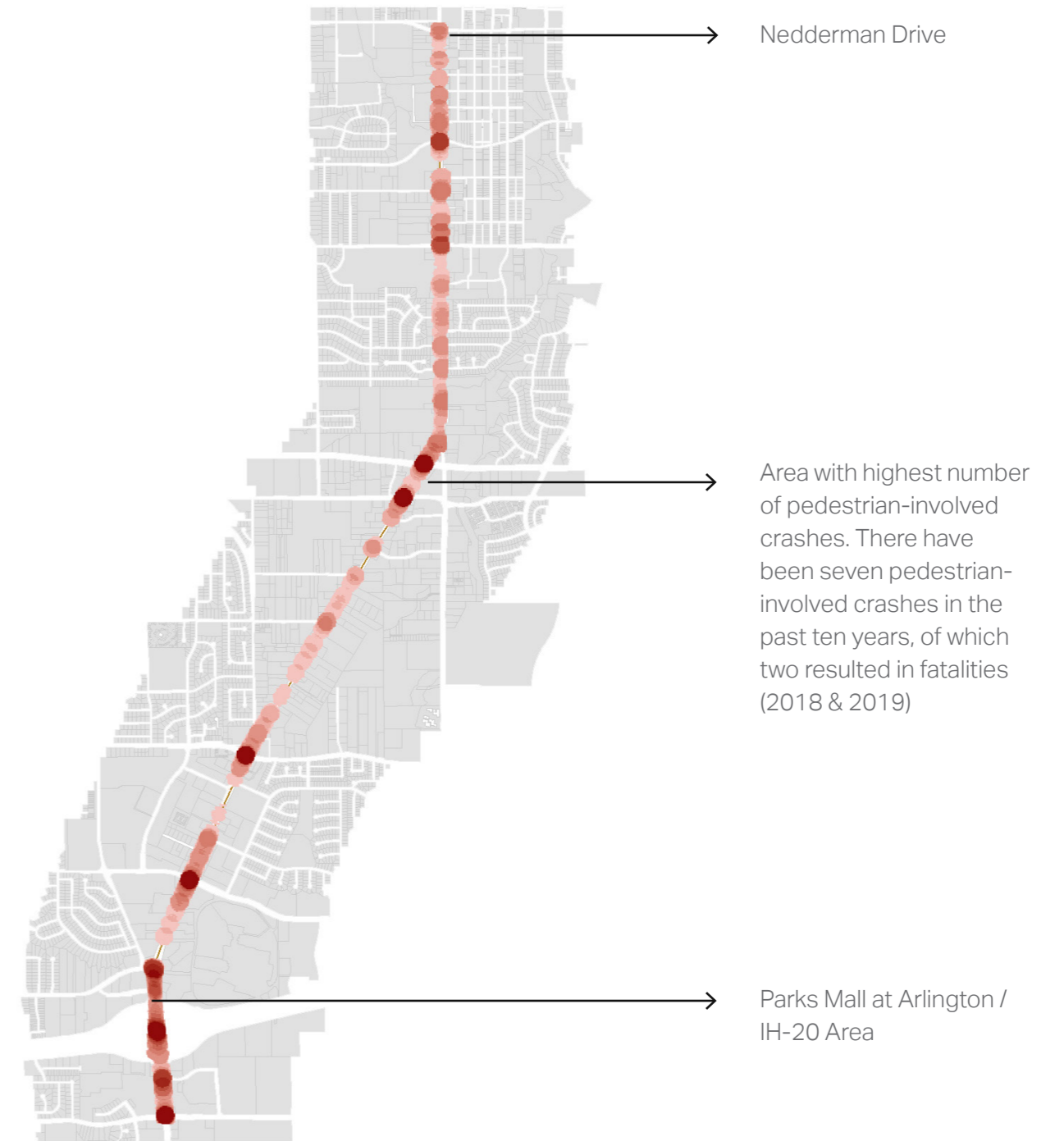
-  Study Corridor
-  Number Average Daily Traffic Vehicles Per Day



**Figure 30:** Average Daily Traffic in the Study Area  
Source: TxDOT; AECOM, 2020

## Crash Statistics

Vehicle crashes within the study area were assessed to determine locations where crashes frequently occur and the severity and type of these crashes. Crash data for the years 2010 to 2019, provided from TxDOT, was utilized for the following assessment. The highest number of recorded crashes

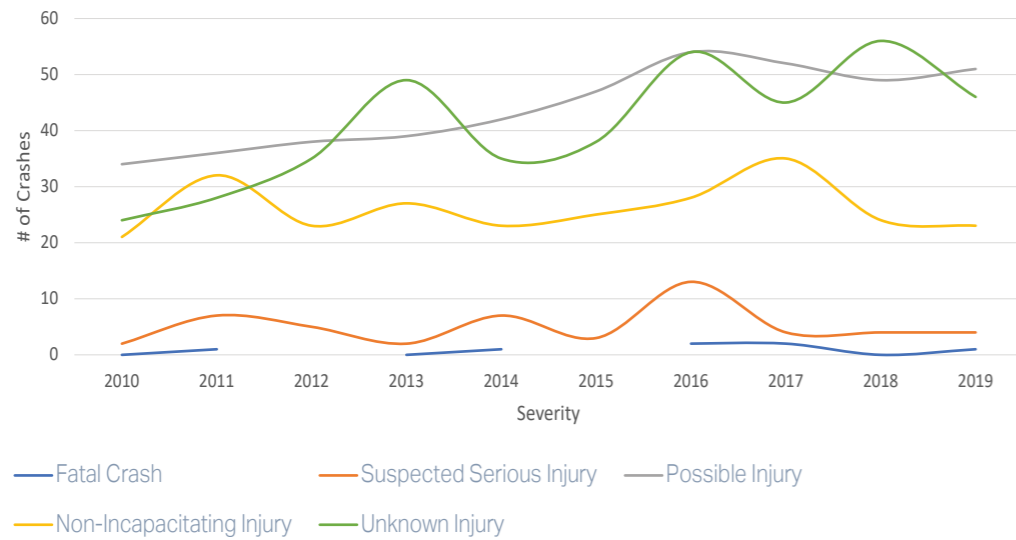


**Figure 31:** Crash Frequency on Cooper Street  
Source: TxDOT; AECOM, 2020



occurred in the area around the Pioneer Parkway and Cooper Street intersection. In this location, multiple intersections and merging vehicle traffic create hazards for motorists. Additionally, the area near IH-20 and the

Parks Mall at Arlington is another location with numerous traffic crashes. Similarly, many driveways in this location contribute to hazardous merging and turning movements. Crash severity is displayed in the following table.



**Figure 32:** Crashes on Cooper Street 2010 to 2019  
Source: TxDOT, 2020

From 2010 to 2019, 4.6 pedestrian-involved crashes occurred annually, and 2.4 bicycle-involved crashes occurred annually. Fatal crashes have occurred within the corridor, including pedestrian related crashes in 2018 and 2019. However, the majority of crashes are reported as “unknown injury” and “possible injury”. In 2016, the Texas Department of Transportation (TxDOT) completed a median project within the center of Cooper Street.

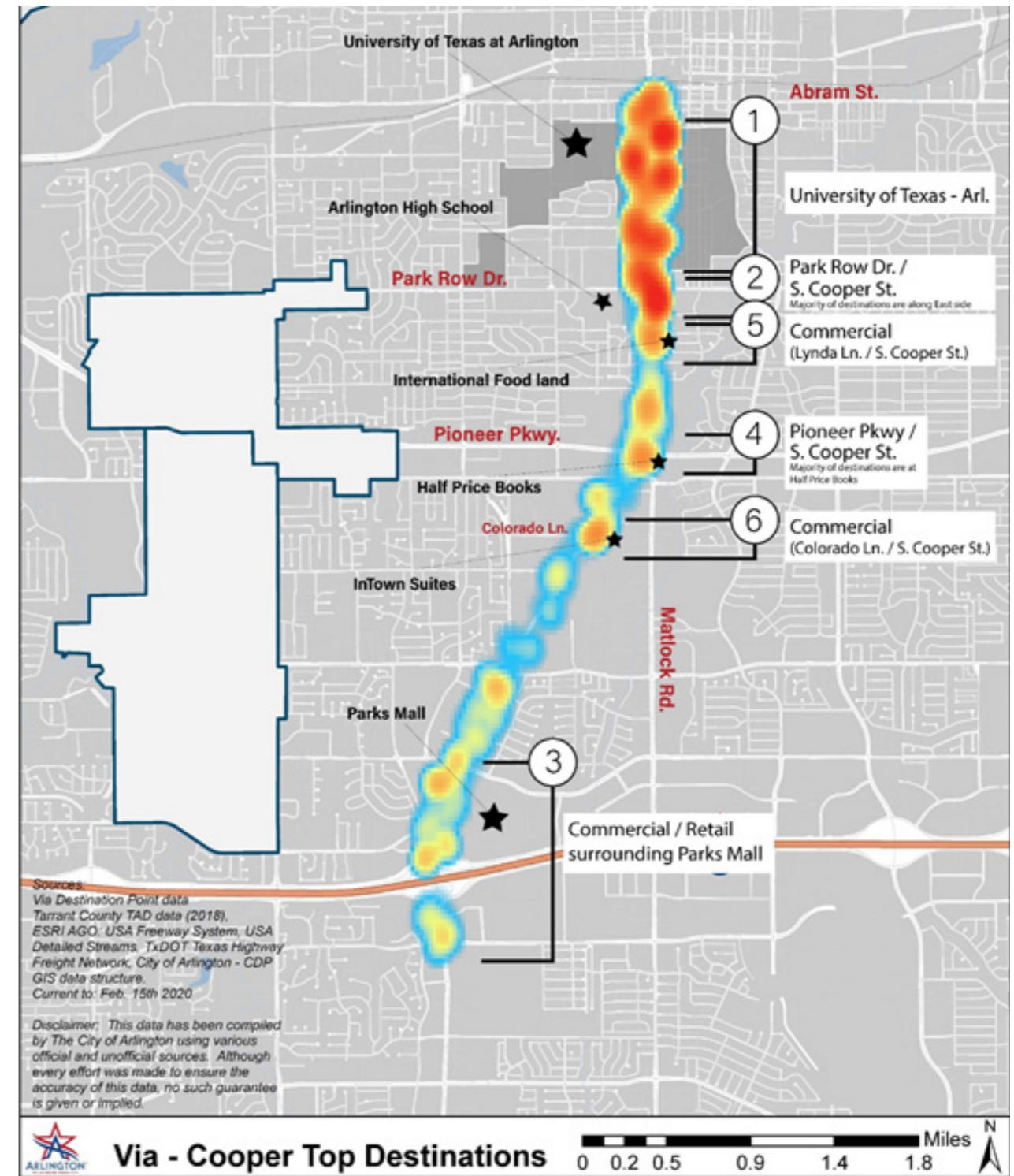
Raised medians were installed from Mitchell Street to Arkansas Lane. Medians range in width and narrow in key locations to provide opportunity for left turns. The project goal was to improve traffic safety within the corridor and reduce crashes. As part of this project, TxDOT also filled in existing sidewalk gaps to create continuous sidewalks along both sides of Cooper Street.



**Figure 33:** Medians on Cooper Street  
Source: Google Earth, AECOM, 2020

### Transportation Services

The City of Arlington utilizes Via Rideshare to provide on-demand transit within the study area. Areas around the University of Texas at Arlington and nearby retail account for the most frequent origins and destinations of the rideshare service.

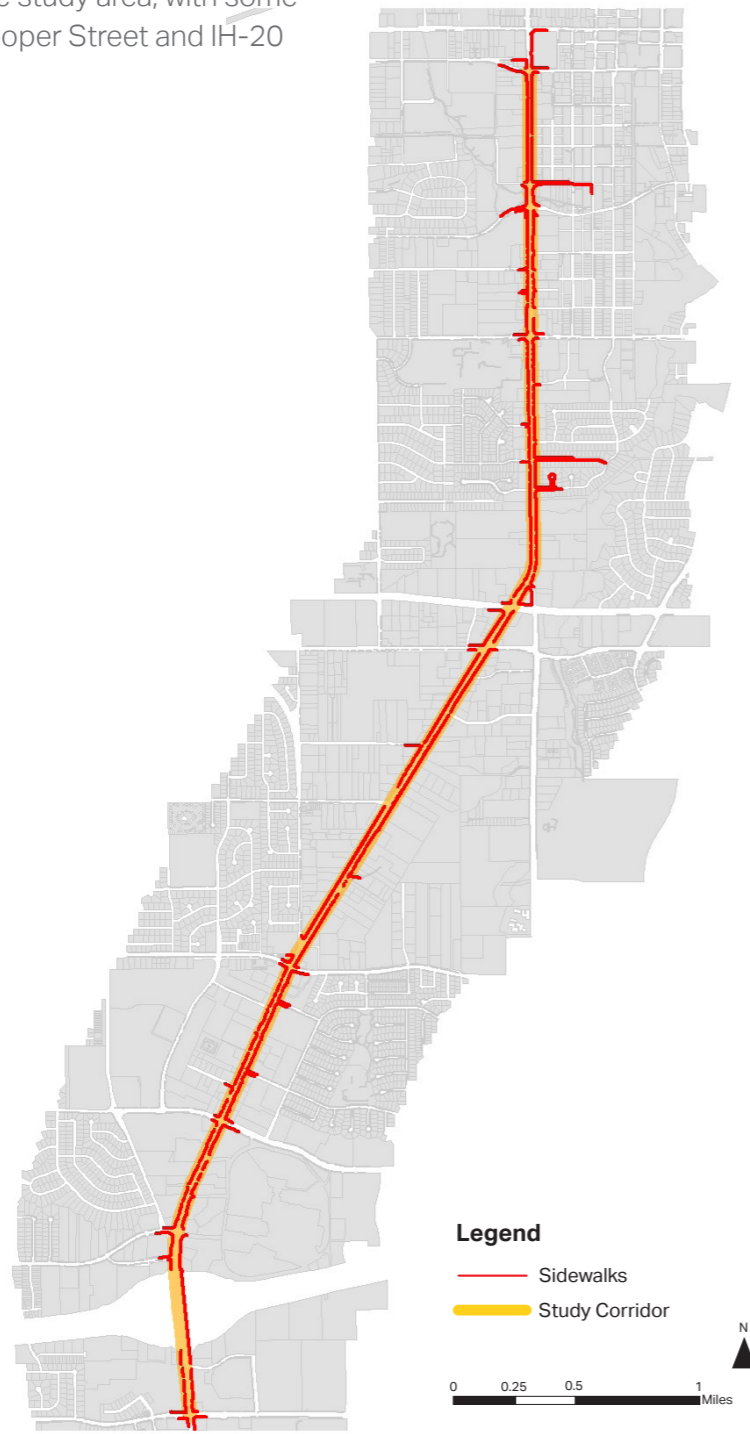


**Figure 34:** Via Rideshare Hot Spots in the Study Area  
Source: City of Arlington, 2020



### Walkability / Sidewalks

Sidewalk conditions throughout the study area were assessed for quality, connectivity, and obstructions. Well-maintained and connected sidewalk networks increase pedestrian travel and safety. Additionally, sidewalk infrastructure is essential for accessibility and mobility. The following map shows that sidewalks are present throughout the study area, with some limitations near the Cooper Street and IH-20 Interchange.



**Figure 35:** Sidewalk Network within the Study Area  
Source: City of Arlington; AECOM, 2020

Numerous locations were observed where sidewalk obstructions occur due to overhead electrical utility poles. In most cases, the utility pole is placed within the pedestrian right-of-way and presents challenges to accessibility by people who may be mobility impaired.

Utility poles are present within the pedestrian right-of-way at the following locations:

- Cooper Street and Bengé Drive
- Cooper Street and Matlock Road
- Cooper Street and Pioneer Parkway
- Cooper Street and Secretary Drive
- Cooper Street and Mayfield Road
- Cooper Street and Highpoint Road



**Figure 36:** Sidewalk Near Cooper Street and Pioneer Parkway  
Source: Google Earth, AECOM, 2020



## Quality of Life and Aesthetic Conditions

This section provides information regarding conditions in the corridor related to flooding and stormwater infrastructure, walkability in relation to parks and schools, and corridor aesthetics.

### Flooding and Stormwater Infrastructure

Flooding throughout the study area has been a historic problem for the City of Arlington. The nearby Johnson Creek is the primary cause of flooding within the corridor. In 2017, the City conducted the Johnson Creek Watershed Study and identified flood mitigation strategies for the Cooper Street area. These strategies include:

- Drainage Improvement
- Bank Armoring
- Gabion Mattress Repair
- Grade Control
- Sediment Removal
- Recommended Removal of Structures

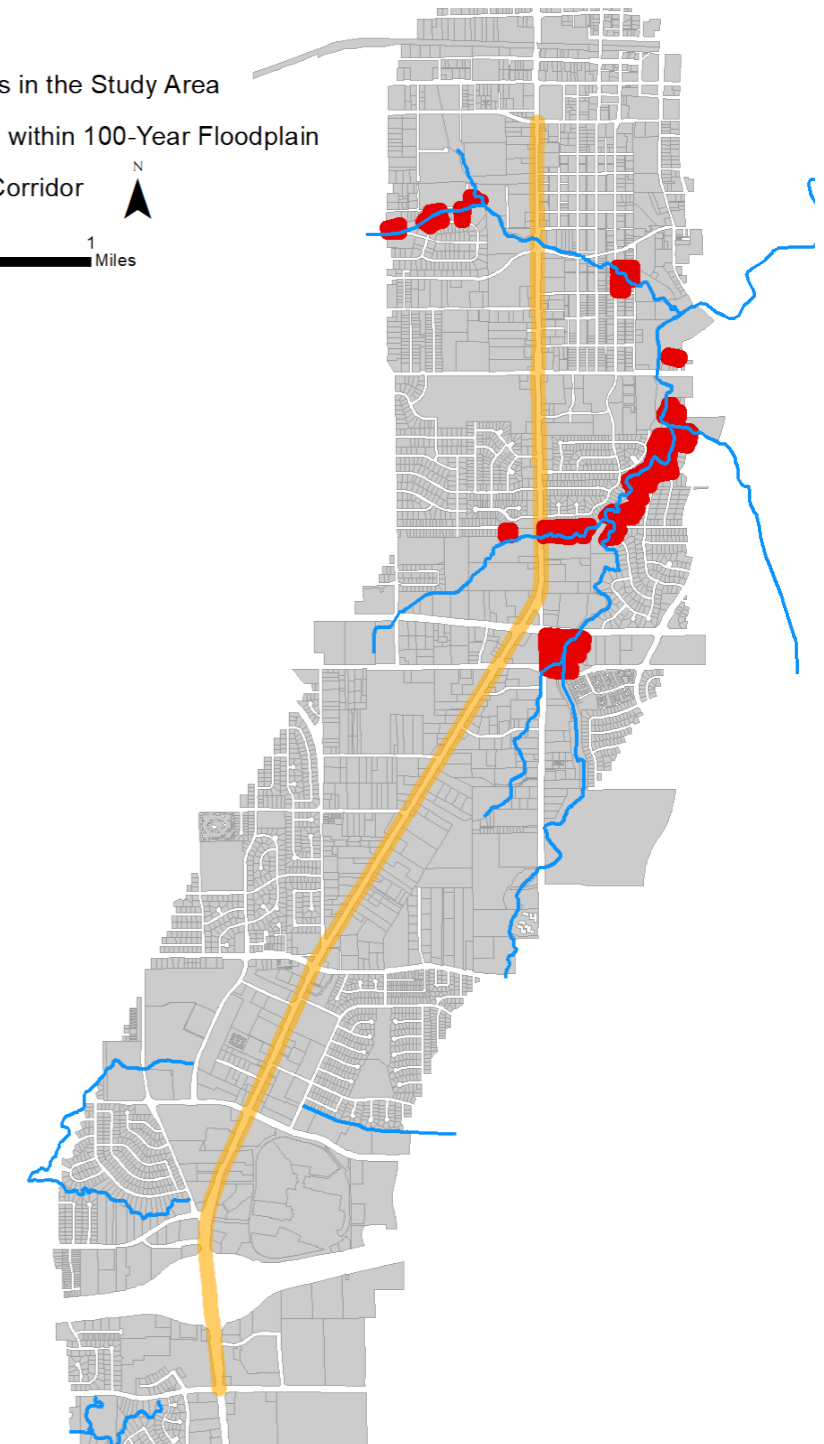
The following map generally highlights parcel locations within the 100-year floodplain that could be recommended for flood mitigation strategies.



**Figure 37:** Incised Banks within Reach 2  
Source: City of Arlington, Johnson Creek Watershed Study Task 6 - Risk and Project Identification, 2017

### Legend

- Streams in the Study Area
  - Parcels within 100-Year Floodplain
  - Study Corridor
- 0 0.25 0.5 1 Miles



**Figure 38:** Parcels Within 100-Year Floodplain  
Source: City of Arlington; AECOM, 2020

## Community Walkability

The following maps illustrate the ability for members of the community to walk to jobs and amenities from the corridor.

Walking access to parks is relatively strong within the corridor. However, there are a few major residential areas that require a walk time of 15 minutes or beyond in order to access a park. Many areas in the southwest portion of the study area are outside of walking distance to a park.

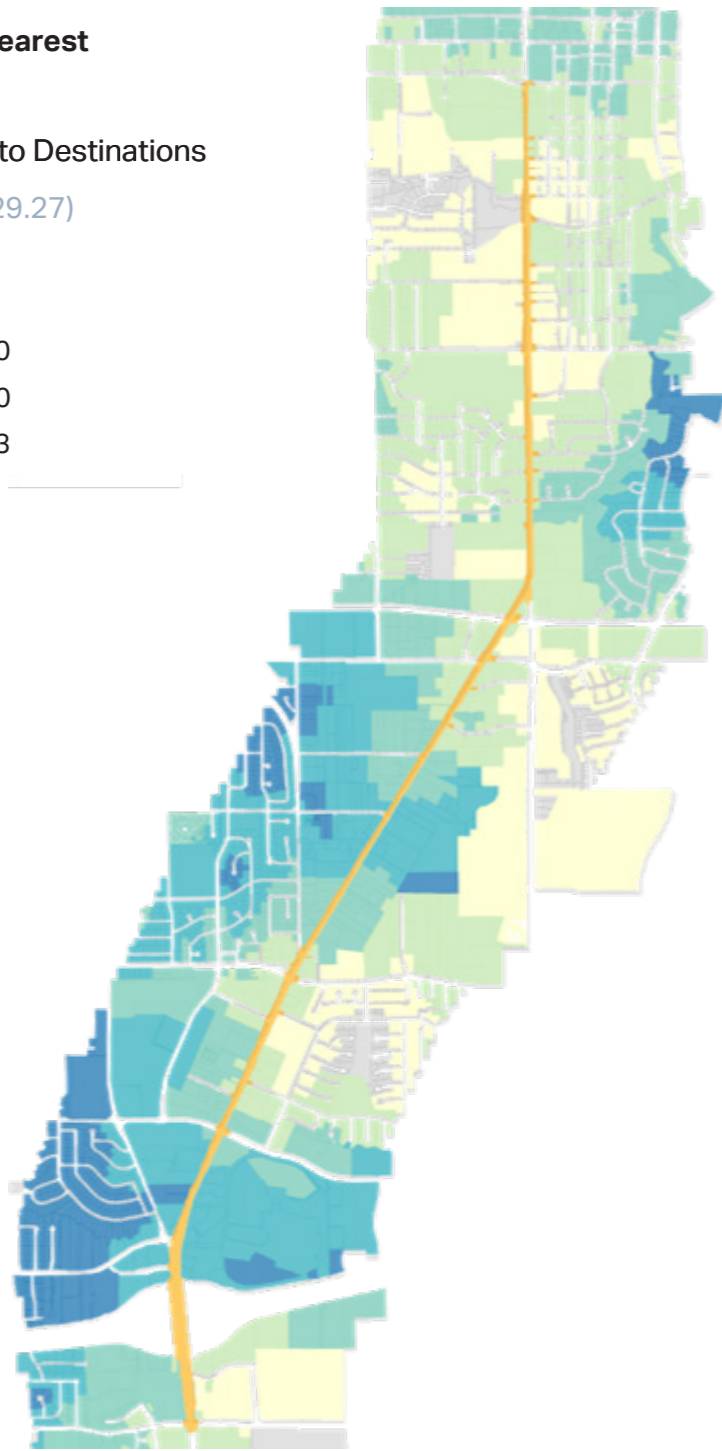
Similarly, most of the corridor is within a short distance from schools. Portions on the eastern and southern edges of the study area where fewer residential structures are present would require longer walks.

### Minutes to Nearest Park

#### Walk Access to Destinations

Minutes (0 - 29.27)

- 0.0 - 5.0
- 5.0 - 10.0
- 10.0 - 15.0
- 15.0 - 20.0
- 20.0 - 29.3

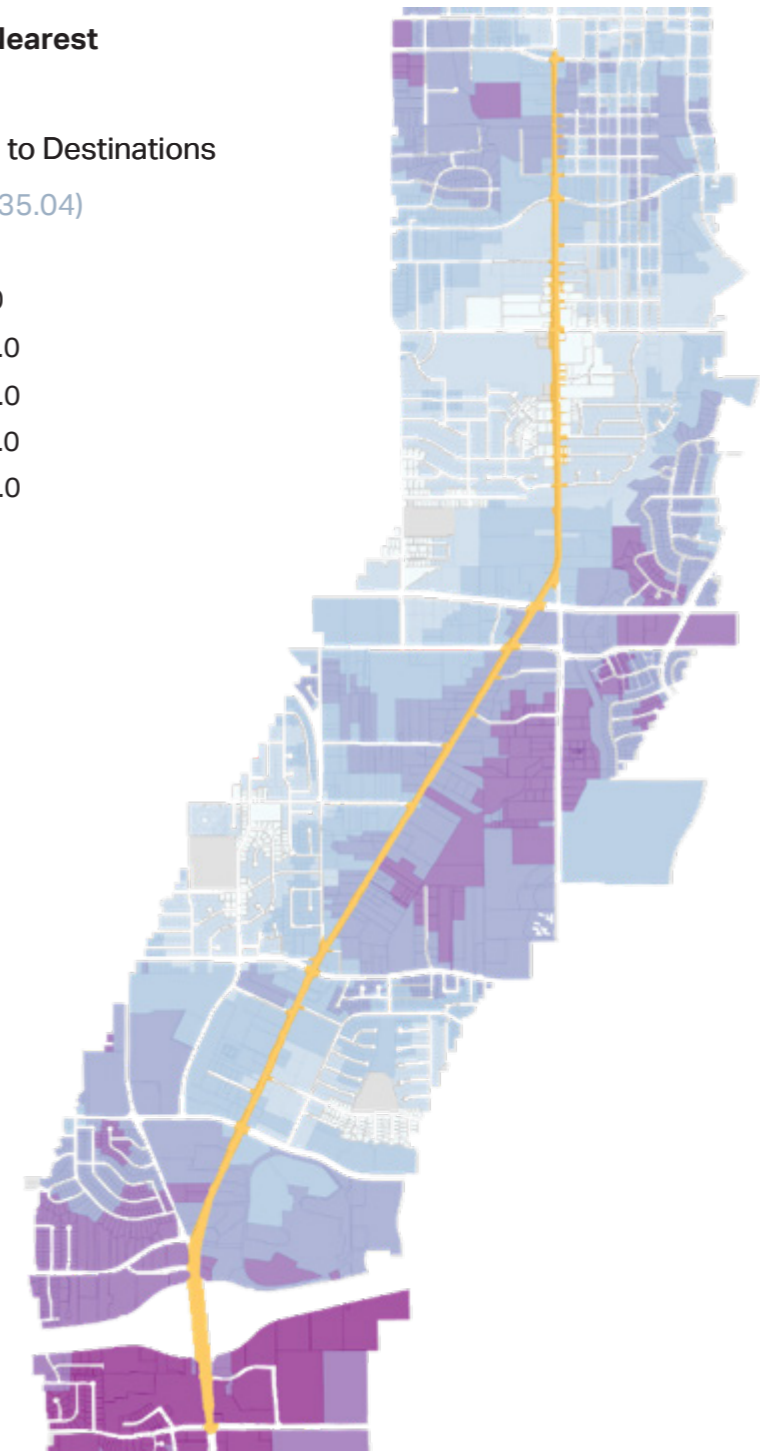


### Minutes to Nearest School

#### Walk Access to Destinations

Minutes (0 - 35.04)

- 0.0 - 5.0
- 5.0 - 10.0
- 10.0 - 15.0
- 15.0 - 20.0
- 20.0 - 30.0
- 30.0 - 35.0



**Figure 39:** Walk Access to Parks  
Source: AECOM, 2020

**Figure 40:** Walk Access to Schools  
Source: AECOM, 2020



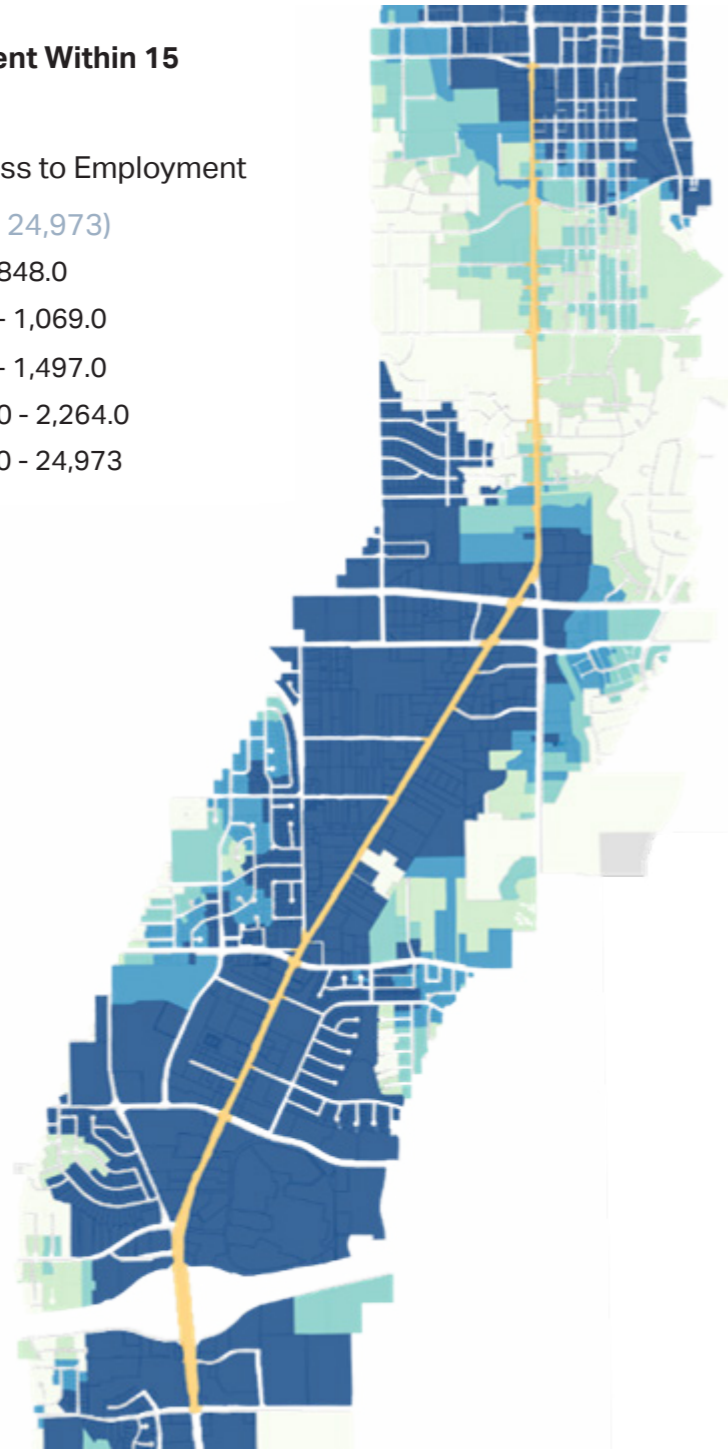
A high number of jobs are within walking distance of the corridor. This is likely due to the high number of commercial, retail, and educational uses adjacent to Cooper Street.

**Employment Within 15 Minutes**

**Walk Access to Employment**

**Jobs (32 - 24,973)**

- 32.0 - 848.0
- 848.0 - 1,069.0
- 1,069 - 1,497.0
- 1,497.0 - 2,264.0
- 2,264.0 - 24,973



**Figure 41:** Walk Access to Jobs  
Source: AECOM, 2020

**Aesthetic Conditions**

Aesthetics are also important to the viability of an area. The project team examined common code violations in the study area, which include unclean premises, high weeds and grass, and overgrown trees. Property upkeep, or lack thereof - as seen in common code violations - is an important aesthetic quality.

The most common code violations within the study area include:

- Unclean Premises
- High Weeds and Grass
- Overhanging Tree Limbs on Property
- Sign Violations



**Figure 42:** Typical Code Violations  
Source: City of Arlington, 2020



## Area History

Before it became one of the busiest commercial nodes in Arlington, the area around Cooper Street, Matlock Road, Pioneer Parkway, and Arkansas Lane was originally known as Kaufman Station and later known as Johnson Station. After Middleton Tate Johnson stationed his Company of Texas Rangers at Marrow Bone Spring in 1848, the Johnson Station area developed into a Texas Ranger station, Indian Trading Post No. 1, and the site of Johnson's cotton plantation. The Johnson Station Cemetery and its historical marker are a reminder that the South Cooper Street Corridor study area is one of the earliest settlements in North Texas.

### Significant Historical Elements:

- Marrow Bone Spring has historical significance, as it predates Johnson Station as a Native American settlement in the 1700s or earlier, and it became the site of the signing of the first Native American treaty. It is the only archaeological site on the National Register of Historic Places in Arlington.
- The Arlington Heritage Memorial Grounds is the site of three historic burial grounds (Mill Branch Cemetery, Johnson Family Cemetery, and Arlington Colored Cemetery). It is the resting place of this historic area's founder, Colonel Middleton Tate Johnson. The Arlington Colored Cemetery was also the only place in Arlington where African American residents could purchase burial plots. The Mill Branch Cemetery is the resting place for some of Tarrant County's pioneers, including the Eli Ford Family.
- The historic Cross Timbers region's eastern border runs from southeastern Kansas to Central Texas through Arlington. The name "Cross Timbers" was a reminder to early explorers and travelers of its dense untraversable forest. The Lower Cross Timbers run through the S. Cooper Study Area.
- The first Stagecoach Inn was located on the 1100 block of W. Mayfield Road and served as the first overnight stop between Fort Worth and Dallas. The local Daughters of the American Revolution chapter designated this site with a marker in 1957.
- The First Baptist Church was organized in the 1870s at Johnson Station.
- The first Post Office in Tarrant County was established in the Johnson Station area from 1851 to 1905.

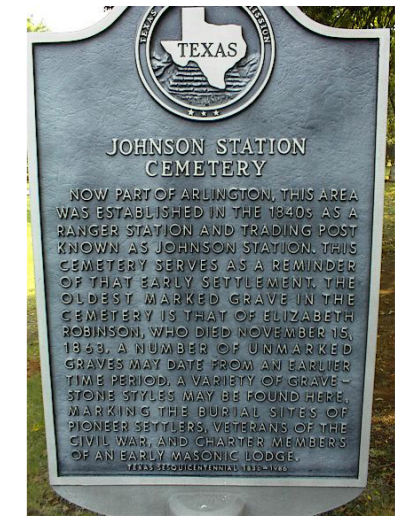


**Figure 43:** Old Arlington High School (UTA) 211 S. Cooper  
Source: City of Arlington, 2020

The Arlington School District built its first high school on the corner of Cooper and Abram in 1922. It became Ousley Jr. High in 1956 when a new high school was constructed on Park Row.



**Figure 44:** Marrow Bone Spring Historical Marker  
Source: City of Arlington



**Figure 45:** Johnson Station Cemetery Historical Marker  
Source: City of Arlington

# 3

## Public Engagement

### Public Input

From the beginning, the project team recognized the importance of community input in order to create ideas that align with the community's priorities. Unfortunately, due to COVID-19, traditional public meetings were not possible. As a response, the project team developed an interactive website to host all project-related information and keep community residents informed of key decision-making and input opportunities.

The public website was designed with the following goals:

- Keep the community informed of the latest developments related to the study
- Host major deliverables (existing conditions, initial recommendations, etc.) for the public to review and provide feedback on project findings

- Obtain feedback at three specific timeframes to help guide the project development
- Provide an opportunity for residents to have dialogue with the project team throughout the entire project timeframe
- Allow members to sign up to stay informed about the project

In addition to the public website and the three public input opportunities that were developed to obtain feedback, three public meetings were conducted to encourage additional community feedback, the first as a hybrid meeting with virtual and in-person options, and the remaining two as virtual meetings. These project meetings were approximately one and a half hours long. The consulting team provided an overview of what had been developed thus far, answered any questions the public posed, and showed participants how to take the public surveys that were a part of the public input opportunities. Figure 40 illustrates the community engagement timeline.

For more information on the public input process, see Appendix-2.

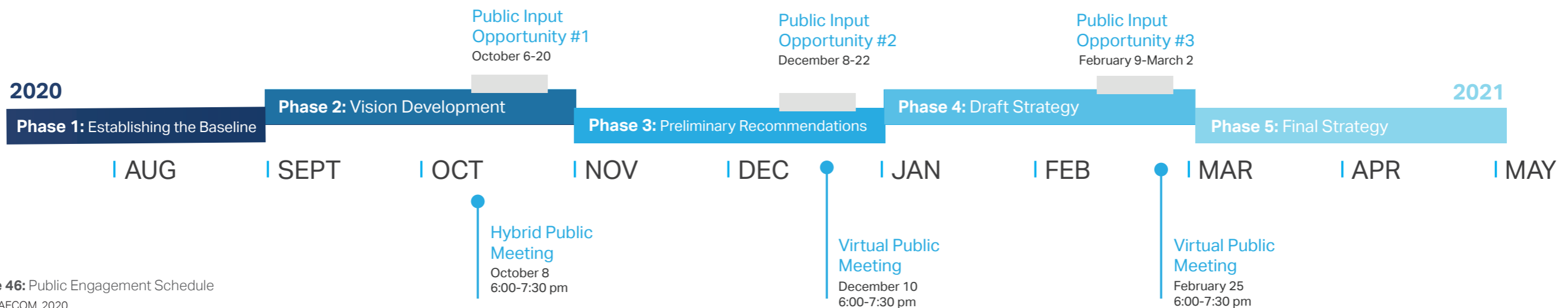
The City of Arlington promoted the public website and virtual meetings through established City channels, like the City website, social media, postcard mailers, email blasts, and outreach to local community groups, as well as requesting members of the advisory committee to promote within their own networks.

### Advisory Committee

The City of Arlington selected an advisory committee to help build public support for the project, identify potential obstacles, validate community opinions, create solutions, and support the strategy through adoption. The advisory committee was asked to participate in four advisory committee meetings and to spread the word for three public input opportunities to friends and neighbors.

### Stakeholder Interviews

As a portion of the existing conditions analysis, the project team held interviews with key stakeholders, including real estate and development professionals who manage and broker properties in the region, property owners, and residents. The initial interviews took place in person with follow-up interviews held virtually to assess COVID-19 related impacts and update commercial and real estate conditions on Cooper Street.



**Figure 46:** Public Engagement Schedule  
Source: AECOM, 2020

# Public Input Opportunity #1

October 6-20, 2020

The first public input opportunity included an online survey and a public meeting that guided community members through the project website. In addition, the public meeting provided an overview of the existing conditions for the corridor, which was also included on the project website. In total, there were 644 participants. The purpose of this survey was to identify commonly perceived issues along Cooper Street and to reinforce issues noted by the advisory committee and stakeholder interviews. The survey also provided an interactive map that allowed participants to pin-point specific locations along the corridor that they felt needed attention.

# 48%

Use Cooper Street for their daily commute

Figure 47: Respondent Travel Patterns (commute)

# 94%

Had visited a location on Cooper Street in the previous six months

Figure 48: Respondent Travel Patterns (visits)

In the past six months, have you visited a business on Cooper Street? If yes, which did you visit?

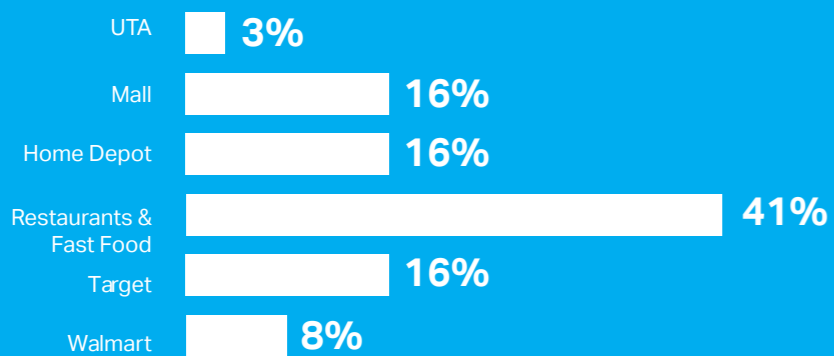
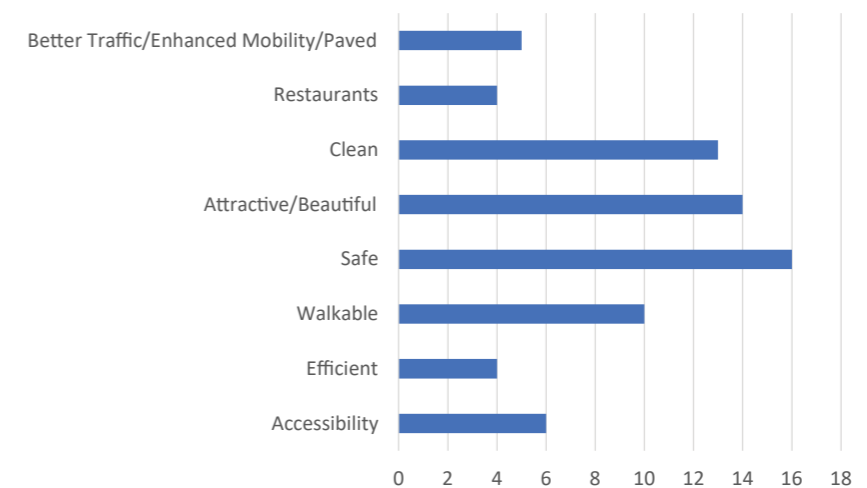


Figure 49: Most Commonly Visited Areas  
Source: AECOM, 2020

## 3. Please rate the following elements on Cooper Street

	Excellent	Good	Fair	Poor	No Opinion
Street Maintenance	12% Excellent	50% Good	30% Fair	7% Poor	1% No Opinion
Sidewalks	3% Excellent	22% Good	21% Fair	16% Poor	37% No Opinion
Commercial Property Maintenance	3% Excellent	36% Good	41% Fair	14% Poor	5% No Opinion
Corridor Landscaping	3% Excellent	22% Good	32% Fair	33% Poor	9% No Opinion
Residential Property Maintenance	3% Excellent	19% Good	36% Fair	17% Poor	24% No Opinion
Law Enforcement (Police)	12% Excellent	39% Good	25% Fair	8% Poor	17% No Opinion
City Services	7% Excellent	33% Good	27% Fair	7% Poor	26% No Opinion

## 4. Fast forward 15 years. What three words would you like to use to describe the condition of Cooper Street?



Source: AECOM, 2020



# Public Input Opportunity #2

December 8-22, 2020

The second public input opportunity included an online survey and a public meeting that facilitated discussion about the corridor draft vision statements and preliminary objectives. In total, there were 154 participants. The purpose of this survey was to solicit feedback on corridor-wide and zone-specific vision statements that had been developed by City staff, the advisory committee, and the project team. Moreover, the survey included a visual preference activity to guide the project team in developing a corridor-wide aesthetic toolkit to build a framework for future urban aesthetics standards for Cooper Street.

# 69%

Agreed with the **corridor-wide vision statement**

Figure 50: Corridor Vision Statement Agreement

# 62%

Agreed with the **zone-specific vision statements**

Figure 51: Zone Vision Statement Agreement

**Objective #1**  
Reimagine Matlock

# 54%

**Objective #4**  
Community-led Arts Program

# 74%

**Objective #5**  
Business-Innovation District

# 80%

**Objective #9**  
Reinforce Parks Mall at Arlington

# 75%

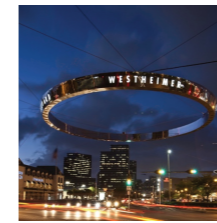
*of survey respondents agreed with the strategies*

Figure 52: Corridor Objectives Agreement

The following page shows the final results from the visual preference survey developed to guide the aesthetic toolkit for the corridor (Objective 17).

Source: AECOM, 2020

## Monuments & Art Sculptures



34%



66%

## Building Colors and Materials

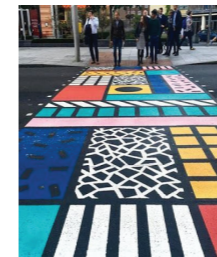


54%

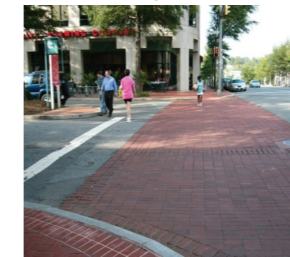


46%

## Sidewalk & Pedestrian Crossing



39%



61%

## Themed Building Exteriors



34%



66%

## Light or Sign Pole



44%



66%

## Open Space



87%



13%

## Private Signage



45%



55%

## Public Signage



20%



80%

## Lighting



43%



67%

Figure 53: Visual Preference Survey Results

Source: AECOM, 2020

# Public Input Opportunity #3

February 9 - March 2, 2021

The third public input opportunity included an online survey and a public meeting that facilitated discussion about the objectives, as well as guided community members through the survey. In total, there were 67 participants. The purpose of this survey was to solicit feedback on priority for implementation of corridor-wide and zone-specific action steps that had been developed by City staff, the advisory committee, and the project team.

### Highest ranked short-term action for Zone 1:

Conduct a traffic study to explore simplifying the Cooper/Pioneer Parkway/Matlock Road intersection.

### Highest ranked short-term action for Zone 2:

Improve code compliance by notifying property owners when they are not in compliance and connecting them with existing community resources to address compliance issues.

### Highest ranked short-term action for Zone 3:

Explore policies that guide future uses to generate local sales tax and keep the area vibrant, such as a zoning overlay district.

### Highest ranked short-term action for the entire corridor:

Reduce congestion and improve traffic flow through Vehicle to Infrastructure (V2I), smart traffic signals, and other improvements to optimize traffic movement within and through each zone.

Source: AECOM, 2020

## Ranking of long term action steps for the corridor

RANK	ACTION STEPS	ZONES
1	Prioritize street configuration that enhances safety and improve connectivity and work with developers to ensure that sidewalks remain safe and unobstructed.	Zone 2
2	Facilitate development consistent with the vision of long-term innovation, technology and medical uses in the area between Cooper Street, Arkansas Lane and Medlin Road.	Zone 2
3	After realignment of Cooper/Pioneer Parkway/Matlock Road intersection, facilitate development in the northeast corner consistent with the vision for this Zone.	Zone 1
4	Promote opportunities to redevelop the northwest and northeast corners of Pioneer Parkway and Cooper Street to decrease parking lot cover and re-build a street wall.	Zone 1
5	Develop a public realm and private realm design toolkit to improve the visual aesthetic along Cooper Street.	Corridor Wide
6	Encourage increased walkability by requiring connectivity from Cooper Street to key activity centers around the Parks Mall at Arlington and adjacent retail areas.	Zone 3
7	Consider relocating overhead electrical utilities on Cooper Street from Boulevard to Pleasant Ridge and from I-20 to Bardin Road.	Zone 3

Source: AECOM, 2020



# 4

## Zones & Visions

### Introduction

The South Cooper Street Corridor is home to a range of unique uses. To most accurately address the diversity of landscapes and potential uses throughout the study area, the project team, in collaboration with the advisory committee, developed three distinct character zones for the corridor. The boundaries for each of the three character zones were drawn to group areas throughout the corridor with similar urban character (look, feel, activity, etc.). Use of character zones allows for the application of distinct and prescriptive approaches.

To guide objectives and address future mobility, design, and economic factors for the South Cooper Street corridor, zone-specific vision statements were created for each character zone. The public, in addition to the advisory committee and the City, played a key role in the visioning process.

While dividing the corridor into three unique character zones has provided a level of detail that could not be achieved through a broad,

corridor-wide focus, there still exists a number of issues that apply to the entirety of the corridor. As such, a corridor-wide zone was created to focus on high-level objectives for the corridor.

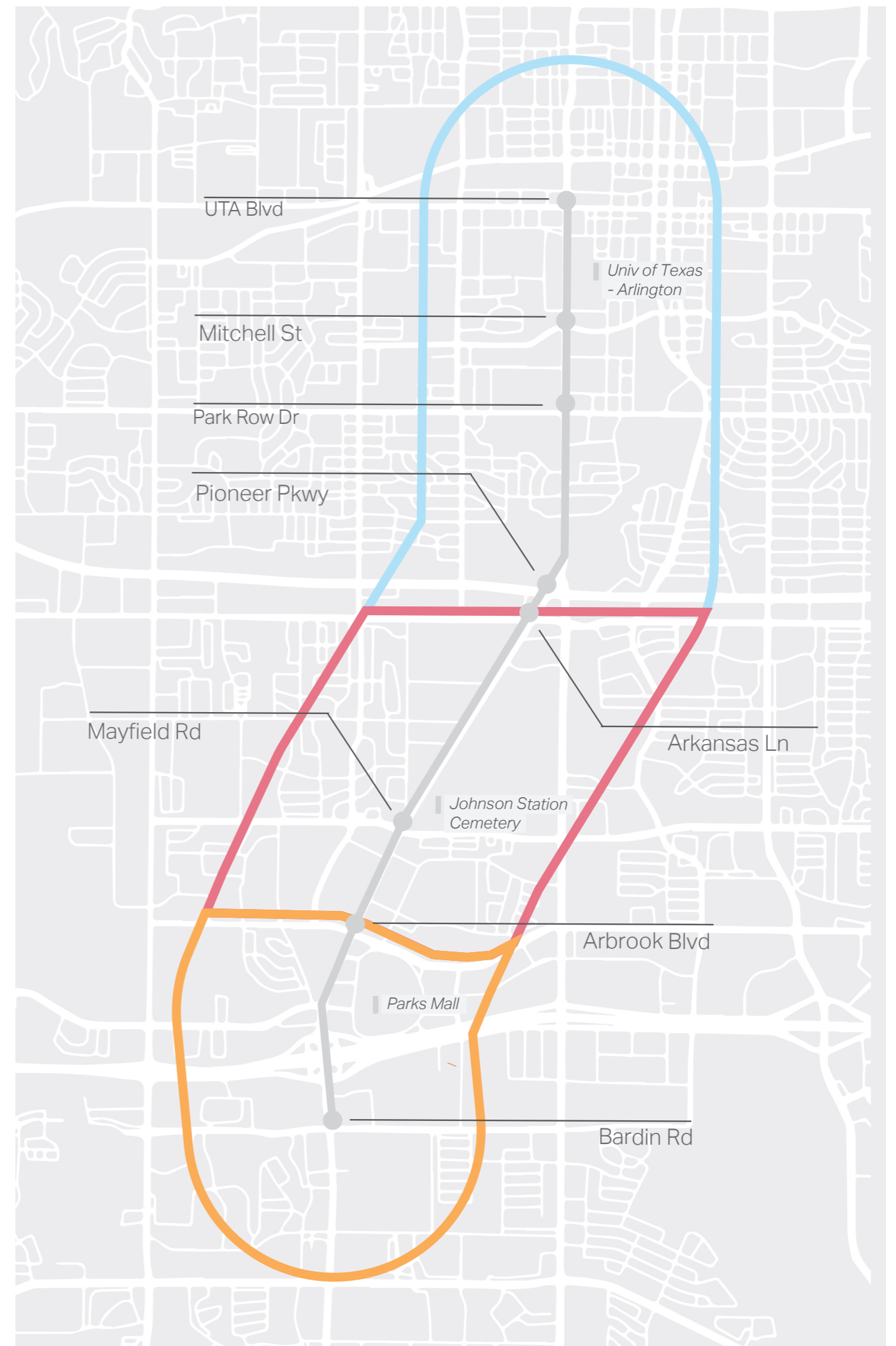
This chapter provides a broad, corridor-wide vision statement, as well as an overview of all three character zone boundaries and their vision statements, to guide development, branding, and area functions in the near- and long-terms. In Chapter 5, each of these character zones and their visions will be used to guide objectives and action steps for the future development of Cooper Street.

■ Zone 1 Boundaries:  
**UTA Boulevard & Arkansas Lane**

■ Zone 2 Boundaries:  
**Arkansas Lane & Arbrook Boulevard**

■ Zone 3 Boundaries:  
**Arbrook Boulevard & Bardin Road**

- Zone 1
- Zone 2
- Zone 3



# Corridor Vision

## South Cooper Street

// South Cooper Street is a community connector within the City of Arlington where people can **think**, **work**, and **play**. The corridor is regionally significant with strong economic anchors in the University of Texas at Arlington and the Parks Mall at Arlington and is a small business generator. Cooper Street is an active, attractive, and safe environment for all.

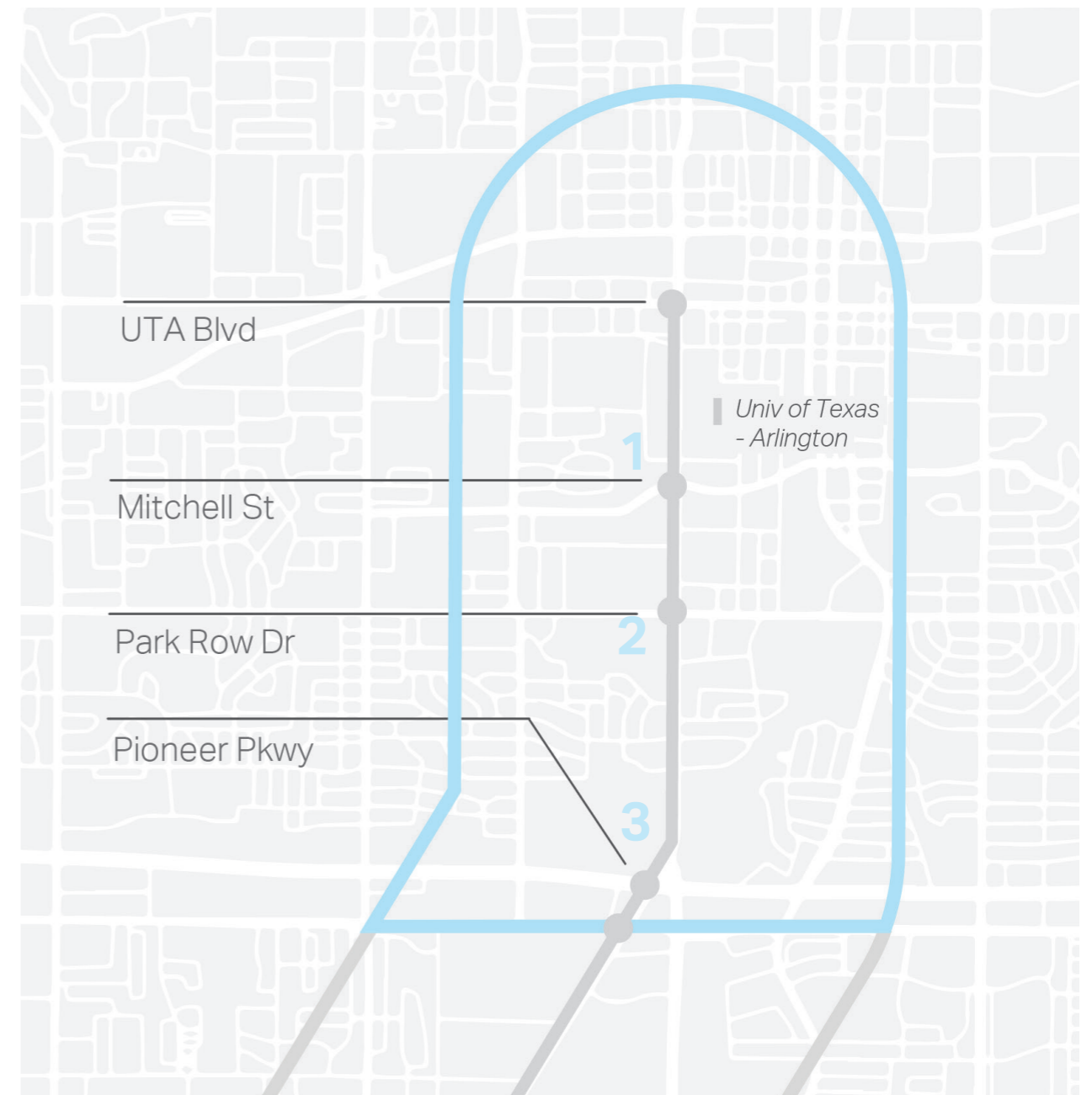
Cooper Street delivers innovation in education, research, healthcare, housing, and economic development that provides opportunities to enhance the local community. The corridor provides vibrant and walkable commerce and experiences. Cooper Street is a major thoroughfare that is safe for pedestrians and efficiently moves vehicles using smart technology. //

# Zone 1 Vision

## Arts & Education

// Zone 1 embraces the University of Texas at Arlington's expanding educational prominence and creates a collaborative spirit of social, cultural, and economic opportunity anchored in a walkable and vibrant district that provides diverse housing options. //

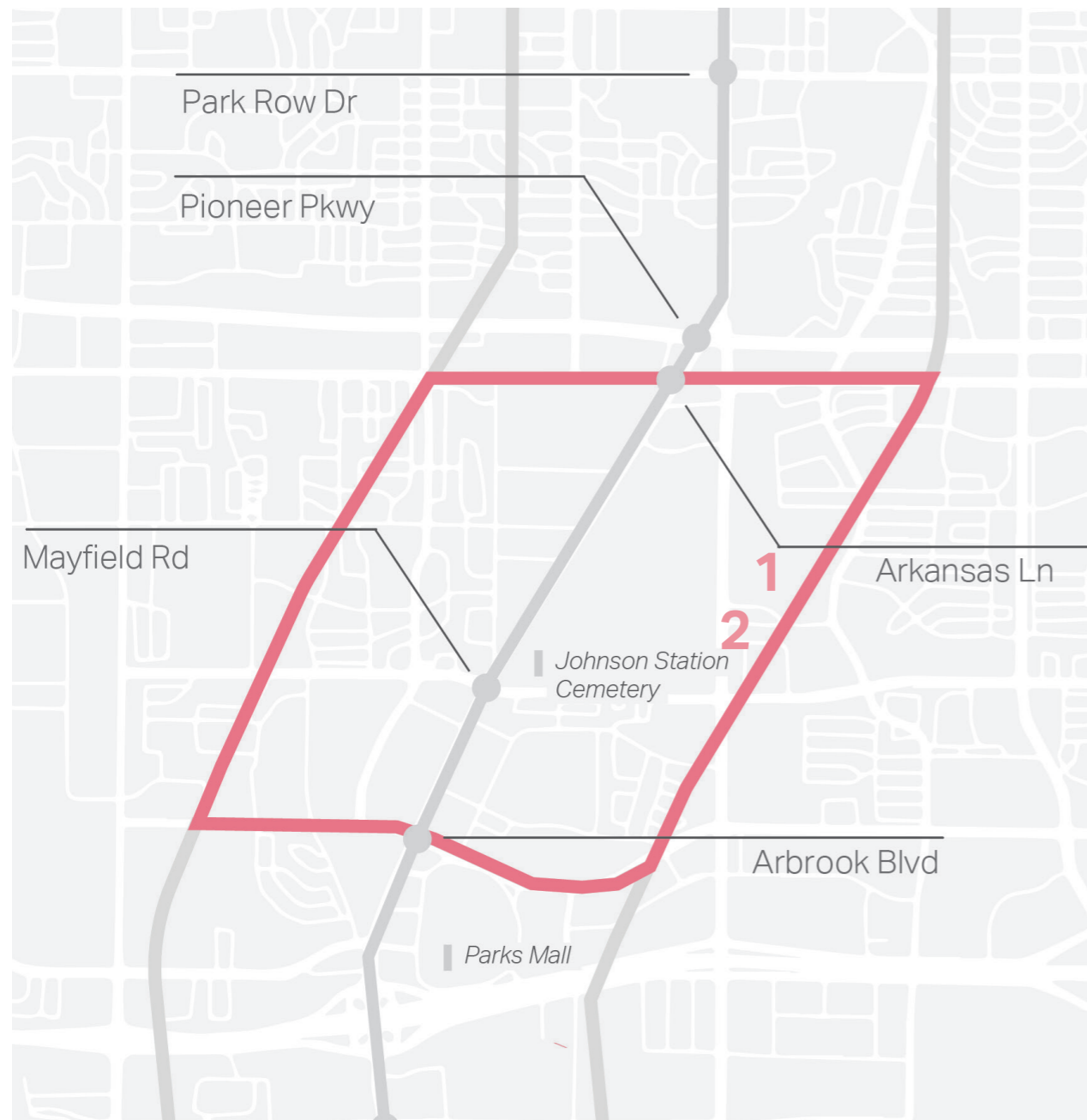
- 1 Doug Russell Park
- 2 Arlington High School
- 3 Howard Moore Park



# Zone 2 Vision

Small Business Innovation District

Zone 2 imagines the future of work and creates spaces that foster collaboration and cultivate new innovative business ventures, all while celebrating creative cultural expression of the local community and supporting adjacent educational, medical, and economic anchors.

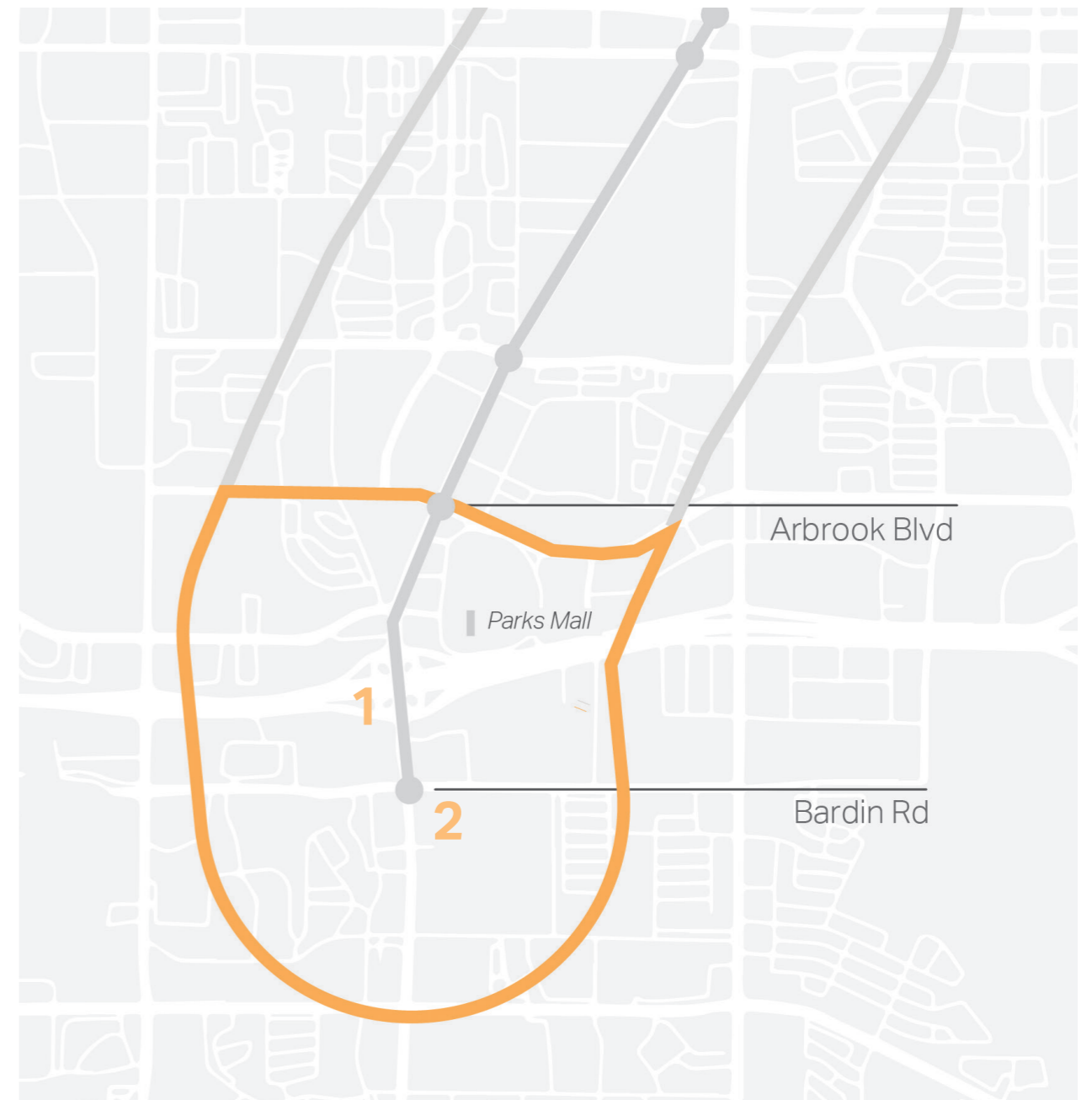


1 Vandergriff Park 2 Medical City Arlington

# Zone 3 Vision

Shop South Cooper

Zone 3 reinforces Cooper Street as a major commercial destination that offers a unique leisure, dining, entertainment, and retail experience.



1 IH-20 Interchange 2 Harold Patterson Sports Center



# 5

## Corridor Objectives

### Introduction

The South Cooper Street Corridor Strategy is a broad, community-driven vision that includes both short- and long-term objectives for enhancing connectivity, efficiency, aesthetics, open space, housing, and economic development conditions surrounding the South Cooper Street corridor. This Study offers zone-specific and corridor-wide recommendations for three primary subject areas: mobility enhancement, economic development, and aesthetic improvement. Like the character zones and vision statements, the objectives developed for Cooper Street are guided by meaningful community engagement to ensure a shared direction supported by the project stakeholders.

The final objectives have been categorized by character zone, with each zone receiving a set of location-specific objectives, in addition to a set of broadly applicable, corridor-wide objectives that are relevant to all zones. Each objective has been further classified as focused on economic development, aesthetic improvement, or mobility enhancement. This

classification is indicated with a set of project type icons (shown below). The icons shown in a darker color by each objective indicate which project type categorization is applicable.

Every objective is presented alongside a set of action steps necessary for the successful execution of the Strategy recommendations. Potential project partners are also identified for each objective. More details about the action steps, including timing, cost estimates, and potential funding sources, are presented in Chapter 6.

### Project Types



**Mobility Enhancement**



**Economic Development**



**Aesthetic Improvement**





# Corridor Objectives

Zone 1

**01 Reimagine Matlock:** Redesign the Matlock intersection for safety, efficiency, and to better position the area for commercial development.

**02 Explore additional housing options:** Explore strategies to allow for a range of housing types that align with market and community housing demands.

**03 Enhance pedestrian safety and comfort:** Improve street-level safety at specific locations to create a safer pedestrian environment.

**04 Establish a community-led Public Arts Program to beautify the zone:** Create partnerships with local schools, businesses, UTA, and art organizations to establish community-led placemaking strategies.

Zone 2

**05 Explore a "Business Innovation District" strategy:** Encourage medical uses and partner with UTA to incorporate research and development activities for the area between Cooper Street, Arkansas Lane, and Medlin Road.

**06 Explore additional housing options:** Explore strategies to allow for a range of housing types that align with market and community housing demands.

**07 Establish a well-connected street grid:** Promote a finer-grained, pedestrian friendly, well-connected street grid in the area as redevelopment occurs.

**08 Improve access to work for day laborers in the corridor:** Develop a Day Laborer program to provide formal mechanisms for individuals to find work.

Zone 3

**09 Reinforce the Parks Mall at Arlington as a regional destination:** Consider policies that allow the mall to adapt and improve over time despite shifting retail trends and tenant transition.

**10 Improve pedestrian connectivity between area developments and storefronts:** Support additional pedestrian connections between shops, businesses, and amenities throughout the zone.

**11 Improve pedestrian safety around the IH-20 and South Cooper Street interchange:** Work with TxDOT to ensure safe and effective pedestrian facilities across IH-20.

**12 Develop a strategy for taking advantage of the potential increase in e-commerce related uses:** Take proactive steps to prepare the area for digital transformation in retail.

Entire Corridor

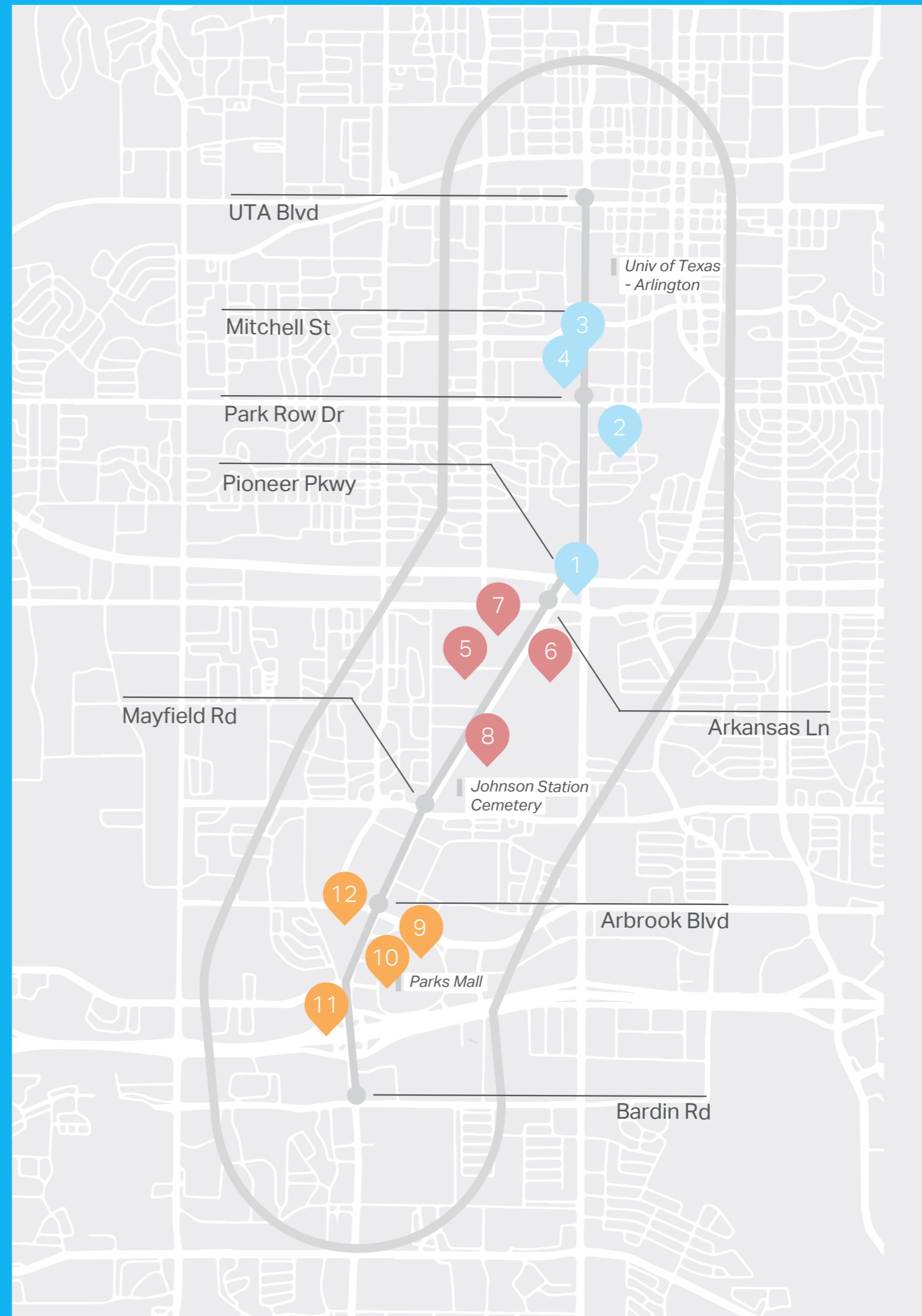
**13 Encourage green infrastructure development to decrease impervious cover:** Consider zoning and fee incentives for developers who pursue building density, green spaces, pervious surfaces, and off-site water retention.

**14 Seek drainage improvements for Johnson Creek:** Improve stormwater management and ensure new development has minimal impact on downstream areas.

**15 Serve the South Cooper Street Corridor area with increased connections to hike and bike facilities:** Implement projects from the 2011 Hike & Bike Trail System Master Plan that fall within the study area.

**16 Establish Cooper Street as Arlington's innovative mobility corridor:** Improve mobility for residents, businesses, and shoppers by optimizing traffic movement and introducing emerging traffic and mobility solutions.

**17 Develop design, aesthetic, and visual enhancements for the corridor:** Develop a cohesive and comprehensive set of design standards for both the public and private realm for each zone within the corridor.



# 01

## Reimagine Matlock:

*Redesign the Matlock intersection for safety, efficiency, and to better position the area for commercial development.*



### Project Partners:

1. CoA Department of Public Works & Transportation
2. CoA Planning & Development Services
3. TxDOT
4. Adjacent Property Owners
5. CoA Office of Strategic Initiatives
6. CoA Office of Economic Development

### Summary

The Cooper Street/Matlock Road/Pioneer Parkway intersection is one of the busiest intersections along Cooper Street, which creates tremendous economic development potential. However, the existing roadway design has led to safety and congestion issues.

Through a street simplification process, land assembly, and the removal of the north-most section of Matlock Road, this intersection may be primed for infill development and could contribute to a more attractive, more efficient, and safer intersection. Moreover, the surrounding commercial activity on adjacent parcels provides a promising opportunity to make this intersection a highly successful node along Cooper Street.

### Action Steps

- 01.** Explore the possibility of simplifying the Cooper/Pioneer Parkway/Matlock Road intersection to include the potential removal of the section of Matlock between Pioneer Parkway and Cooper Street. A traffic impact study and intersection study should be conducted as the next step.
- 02.** If the traffic impact study determines it is feasible and it is approved by the City, remove the section of Matlock Road between Pioneer Parkway and Cooper Street.
- 03.** After realignment of the intersection, collaborate with a private developer to facilitate land assembly in the northeast corner of Pioneer Parkway and Cooper Street. This new opportunity could include mixed-use residential, retail, and other uses that are compatible with adjacent uses.

**04.** Explore funding tools to support redevelopment, including the establishment of a TIRZ District for the southern portion of Zone 1 and portions of Zone 2. Prior to creation, the use of a TIRZ should be studied for feasibility, ideal boundaries, and recommended program.

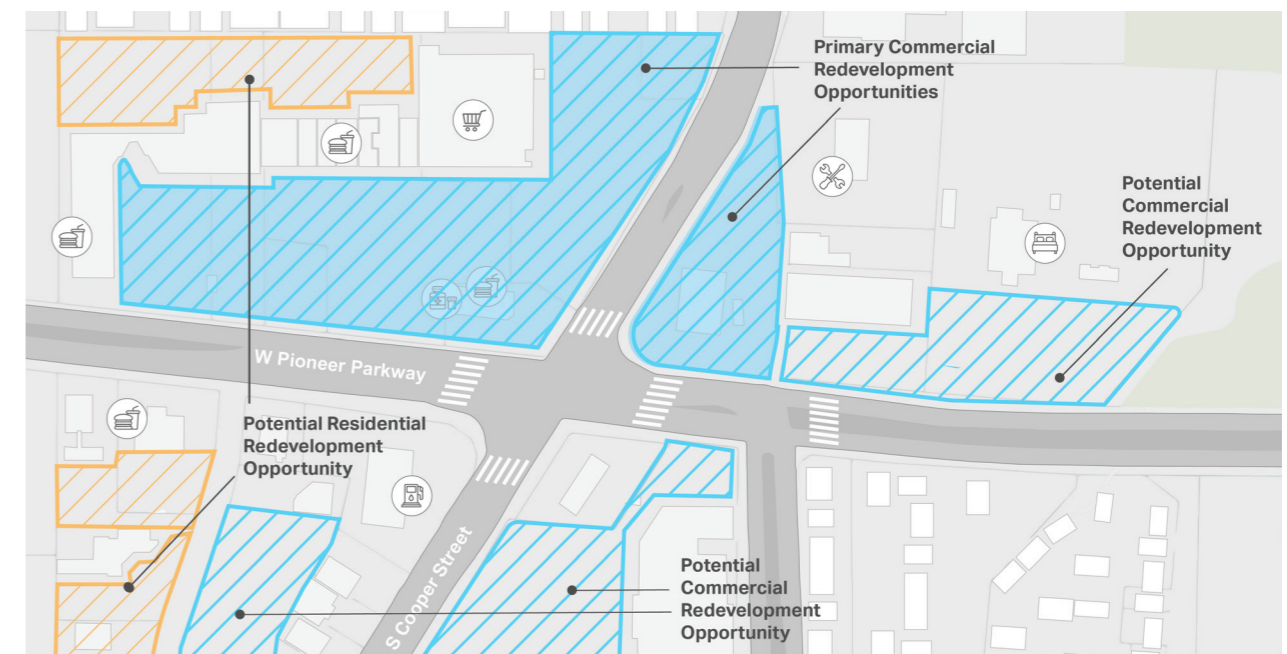
**05.** Promote opportunities to redevelop the northwest and northeast corners of Pioneer Parkway and Cooper Street to decrease

parking lot cover and orient buildings toward the street. Consideration should be given to adding housing opportunities within this area.

**06.** Establish the Cooper and Pioneer intersection as a gateway to the International Corridor along Pioneer Parkway to promote the diversity, assets, and culture of the local community.



**Figure 54:** Existing Matlock Intersection  
Source: AECOM, 2020



**Figure 55:** Matlock Intersection Redesign  
Source: AECOM, 2020



# 02

## Explore additional housing options:

Explore strategies to allow for a range of housing types that align with market and community housing demands.



### Project Partners:

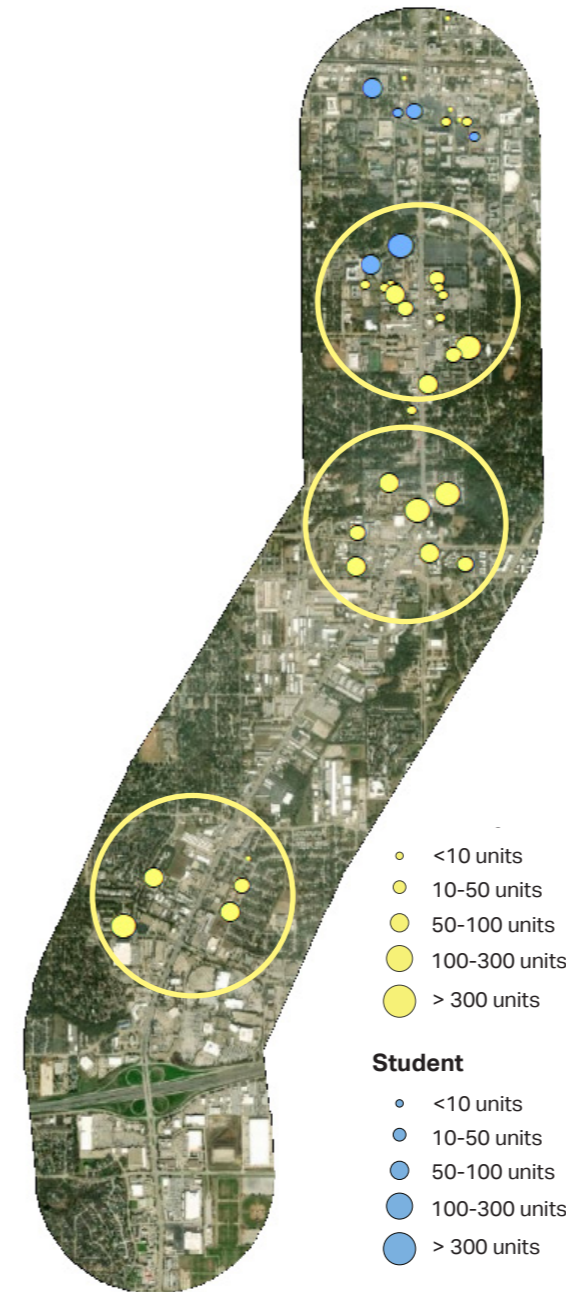
1. CoA Housing Authority
2. CoA Office of Strategic Initiatives
3. UTA Office of Finance & Administration
4. Private Developers
5. CoA Planning & Development Services
6. CoA Office of Economic Development
7. Arlington Housing Finance Corporation

## Summary

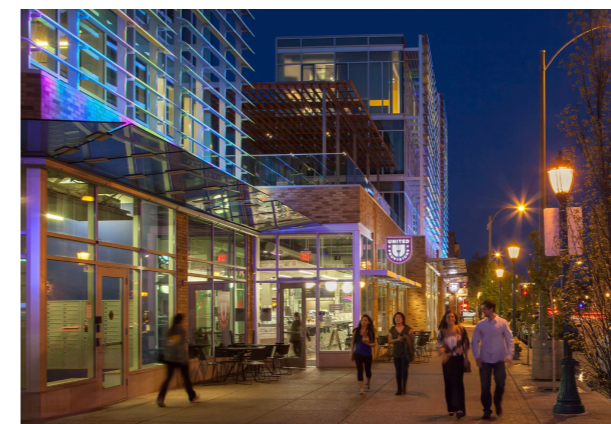
Driven in part by the expanding prominence and continued growth of the University of Texas at Arlington (UTA), the area is in need of further housing diversity that may accommodate the needs of students, professionals, and community residents. There exists within this zone a number of vacant and underutilized properties and parking lots that may be redeveloped to expand housing options for new residents and ultimately expand the market. An increased active population presents a tremendous opportunity to create a vibrant, walkable environment supportive of community focused retail, service, and institutional amenities.

## Action Steps

- 01.** Work with UTA in the establishment of future University Master Plans to encourage development of diverse housing options connected in a walkable manner.
- 02.** Market Zone 1’s vision to vertical mixed-use and residential developers to generate interest in the area. Housing options may include townhomes, duplexes, and other similar property types that expand ownership opportunities for a variety of income levels. Specific areas to consider are between Mitchell Street/Grand Avenue and the Cooper Street/Pioneer Parkway intersection area.



**Figure 56:** All Cooper Street Multifamily Units  
Source: AECOM, 2020



**Figure 57:** Lofts at Wash U Images  
Source: Architect Magazine

**Case Study: The Lofts of Washington University** (St. Louis) is an off-campus student housing project with ground-level retail that provides housing for 414 undergraduate students on a vibrant commercial corridor a half mile from the university’s main campus.

The off-campus location encourages walking, biking, or taking the bus to campus, while deterring residents from contributing to additional automobile traffic. The distance can be walked in about 15 minutes, biked in about seven minutes, or traveled via bus in 10 to 15 minutes.

Residential parking is located in an underground garage with 220 spaces (less than 0.5-space-per-unit). Retail customer parking was minimized because it was assumed that patrons would walk, bike, or take the bus to this retail location. Retail parking relies on street spaces, public lots, and shared-use agreements with other merchant lots.

The surrounding community also benefits from amenities to increase the vibrancy of the area.





# 03

## Enhance pedestrian safety and comfort:

*Improve street-level safety at specific locations to create a safer pedestrian environment.*



**Project Partners:**

1. CoA Office of Strategic Initiatives
2. CoA Planning & Development Services
3. CoA Department of Public Works & Transportation
4. TxDOT

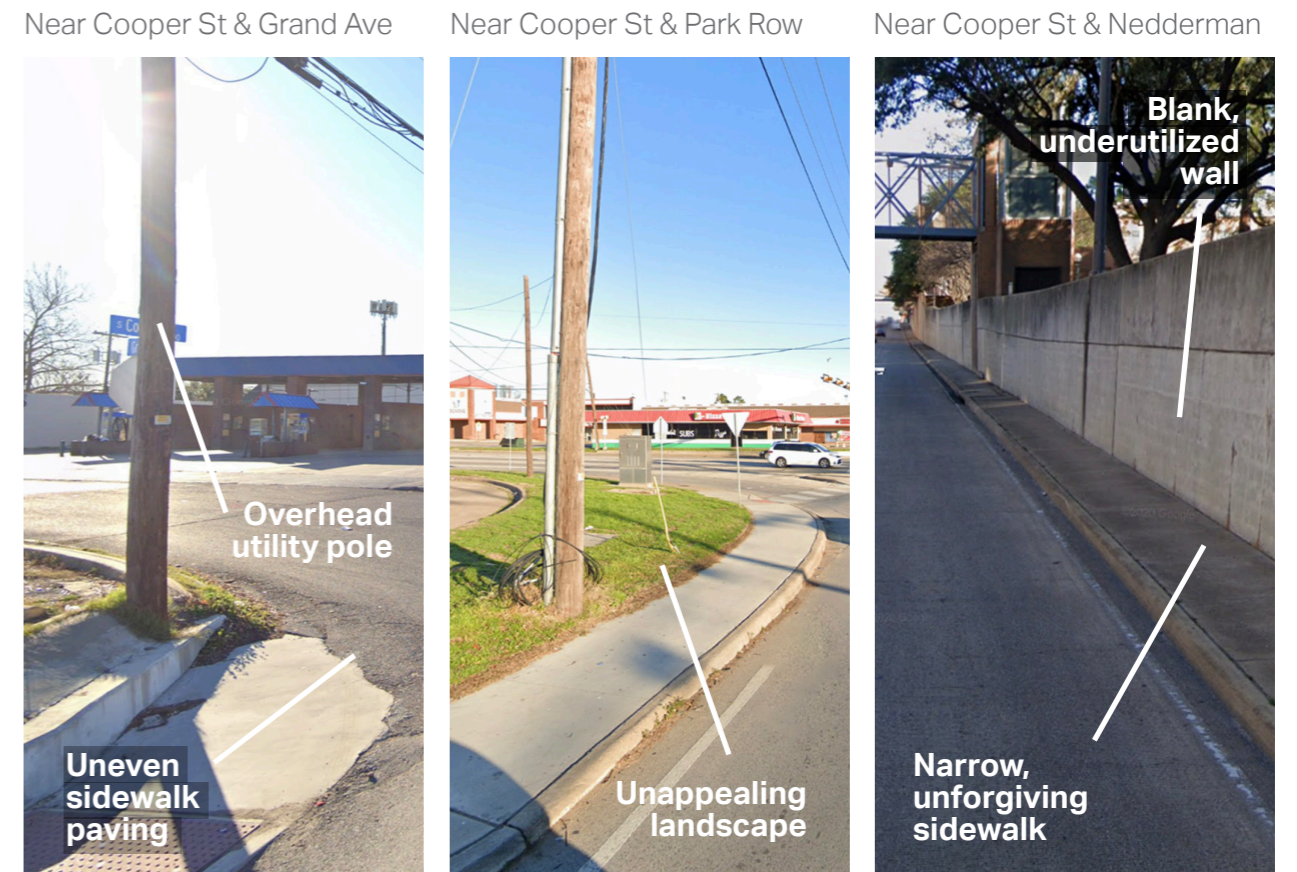
### Summary

The presence of UTA in the northernmost stretch of the study area has created a high demand for safe, enjoyable, and walkable environments. There exists a high volume of foot traffic from students, faculty, and residents who tend to use key intersections along Cooper Street to move among campus facilities during the day. The existing conditions – narrow stretches of sidewalk, high-traffic intersections, and overhead electrical utilities – have contributed to a generally unfriendly pedestrian environment.

With visions of creating a comfortable and enjoyable pedestrian experience, the City and UTA may utilize various solutions to calm traffic and work with future developers to enhance and prioritize sidewalk safety and comfort.

### Action Steps

- 01.** Enhance pedestrian safety features at key intersections within Zone 1, including lighting, signage, and re-striping. Consider painted intersections for traffic calming at the intersection of Cooper Street and Nedderman.
- 02.** Enhance pedestrian safety features at key intersections within Zone 1 through capital improvements such as bulb-outs or pedestrian refuges.
- 03.** Pursue utility pole consolidation for Zone 1 to remove any unused poles.
- 04.** As funds become available or when new development occurs, relocate overhead electrical utilities in financial cooperation with future developers to improve walkability, accessibility, developable space, and corridor aesthetics between Nedderman and Park Row Drive and around the Cooper Street/Pioneer Parkway intersection.



**Figure 58:** Unfriendly Pedestrian Environments in Zone 1  
Source: Google Earth, 2020



**Figure 59:** Photo-realistic Traffic Calming Mockup at Cooper St and Nedderman  
Source: Google Earth, 2020



# 04

## Establish a community-led Public Arts Program to beautify the zone:

Create partnerships with local schools, businesses, UTA, and art organizations to establish community-led placemaking strategies.



### Project Partners:

1. Arlington High School
2. University of Texas at Arlington
3. Community Arts Partnership
4. Local Businesses

### Summary

The South Cooper Street Corridor has many opportunities to introduce public arts on hardscape infrastructure and street-adjacent buildings. Inspired by the ideas of the South Cooper Street Corridor Strategy Advisory Committee, a community-led arts partnership may be established to utilize local art talent and cultural resources in celebrating the unique character of Arlington while aesthetically enhancing key locations along Cooper Street.

This community arts partnership can double as ongoing community and stakeholder engagement that generates momentum for changes in the area. A student-community-business partnership may also generate symbiotic benefits, providing tangible opportunities for students to display their work and a unique and affordable strategy for private and public beautification.

### Action Steps

**01.** Establish a community-led Public Arts Program to pursue partnerships and identify opportunities and locations for public art to be created within Zone 1.

Initial locations may include the concrete retaining walls along Cooper Street (between Nedderman Drive and UTA Boulevard) as well as the Nedderman Drive and UTA Boulevard intersection.

**02.** Once partnerships have been identified, funding opportunities for arts grants through local and national arts funding organizations can be explored.

### PRECEDENT IDEAS



**Figure 60:** Zone 1 Potential Locations for Public Art  
Source: AUDC, 2021

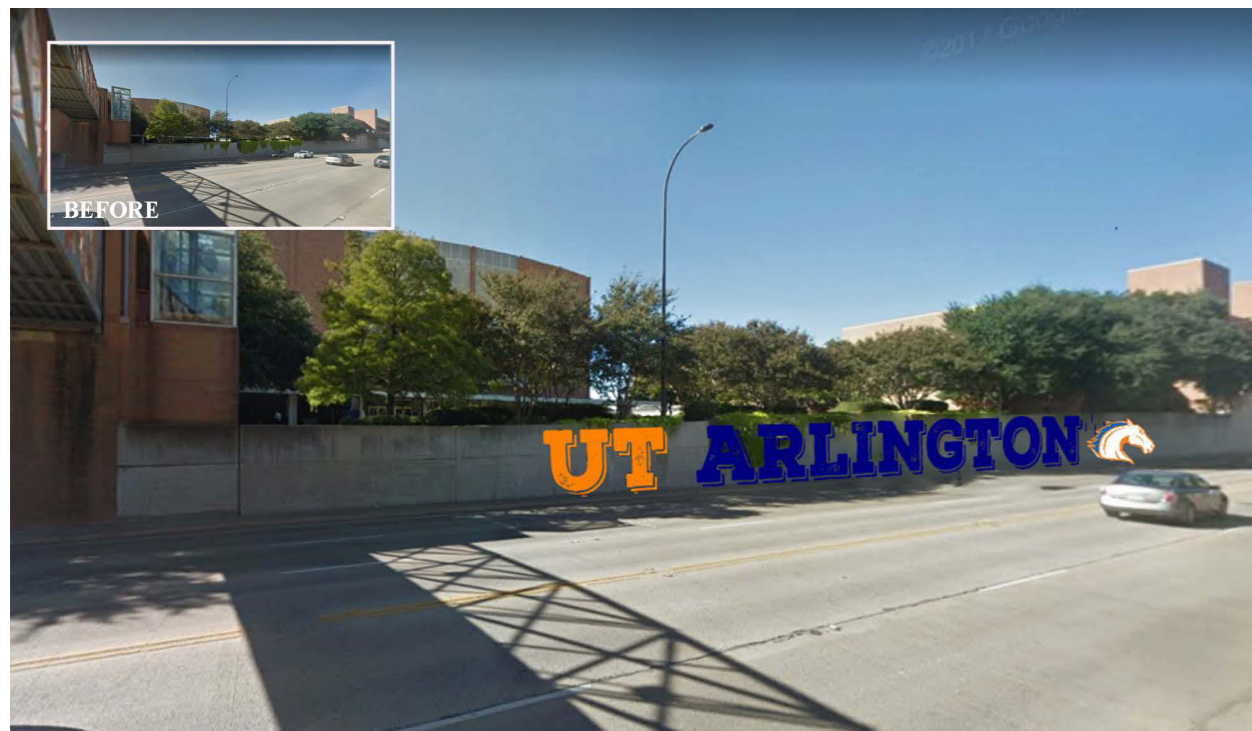


Visuals on this page are renderings of conceptual ideas showing possibilities of signage and art along the corridor.



**Figure 61:** Zone 1 Public Art at Cooper and Pioneer

Source: AUDC, 2021



**Figure 62:** Zone 1 Public Art at UTA Campus

Source: AUDC, 2021



# 05

## Explore a "Business Innovation District" strategy:

*Encourage medical uses and partner with UTA to incorporate research and development activities for the area between Cooper Street, Arkansas Lane, and Medlin Road.*



**Strategic Partners:**

1. University of Texas at Arlington
2. CoA Office of Strategic Initiatives
3. CoA Department of Public Works & Transportation
4. CoA Office of Economic Development
5. Area Property Owners

### Summary

The area west of Cooper Street from W Arkansas Lane to W Mayfield Road along Cooper Street provides the opportunity to connect new uses such as academic research activities, businesses, startups, non-profits, data centers, and medical facilities in an amenity-rich environment. As existing automotive uses in the district shift over time with mainstream adoption of electric vehicles, a long-term strategy of co-locating the area's innovators presents an opportunity to harness local talent and create new jobs and economic growth in the region. By designating key stakeholders, such as UTA, locally-based health systems, or local businesses as visionary leaders and site anchors, the City and its partners may begin the process of transforming the area through coordinated development that attracts additional partners and investors.

### Action Steps

**01.** Consider creating a coalition of key stakeholders to develop a shared vision for the area. After doing so, pursue further studies for designing a compact, mixed-use district and analysis of industry potential and economic impact.

**02.** Consider taking a proactive role in redeveloping the area between Cooper Street, Arkansas Lane, and Medlin Road through actions such as land assembly and developer partnerships. Working in conjunction with private developers, invest in the area with a focus on developing long-term innovation, tech, and medical uses as tenants.

**03.** Evaluate the need for environmental remediation in this area, and then, if necessary, pursue resources for developers in Zone 2 through local, state, and federal brownfield funding sources.

**04.** Improve code compliance by informing property owners when they are not in compliance and connecting them with existing community resources to address compliance issues. Maintained properties enhance overall public perception and safety of the area.

**Case Study:** Originally envisioned as a research park, *Cortex Innovation Community* has quickly developed into a hub for start-up biotech companies, urban residences, and streetside shopping within the heart of St. Louis, MO.

It is a 200 acre center for business, innovation, and technology, formed in partnership with area universities and medical centers. It began providing research and office space for institutional partners. It serves as a driver for sustainable development and cultivates incubators and other neighborhood-building amenities for future economic development.

Development of the site required street reconfiguration, and the opportunity was taken to implement green infrastructure to capture stormwater runoff in curbside bio-filtration basins, permeable parking bays, and in underground cells.

**Figure 63:** Site Render - Cortex Innovation Community  
Source: HOK





# Illustrative Diagram of Business Innovation District



Figure 64: Illustrative Diagram of Business Innovation District  
Source: AECOM, 2021



# Illustrative Diagram of Business Innovation District



- Mix of Uses - Residential + Commercial (Retail / Office)
- Mix of Uses - Office + Commercial Retail
- Offices
- R & D Facility
- Flex / Incubator Spaces
- Parking Garage
- Proposed Open Space

**Figure 65:** Illustrative Diagram of Business Innovation District  
 Source: AECOM, 2021



# 06

## Explore additional housing options:

Explore strategies to allow for a range of different housing types that align with market and community housing demands.



### Strategic Partners:

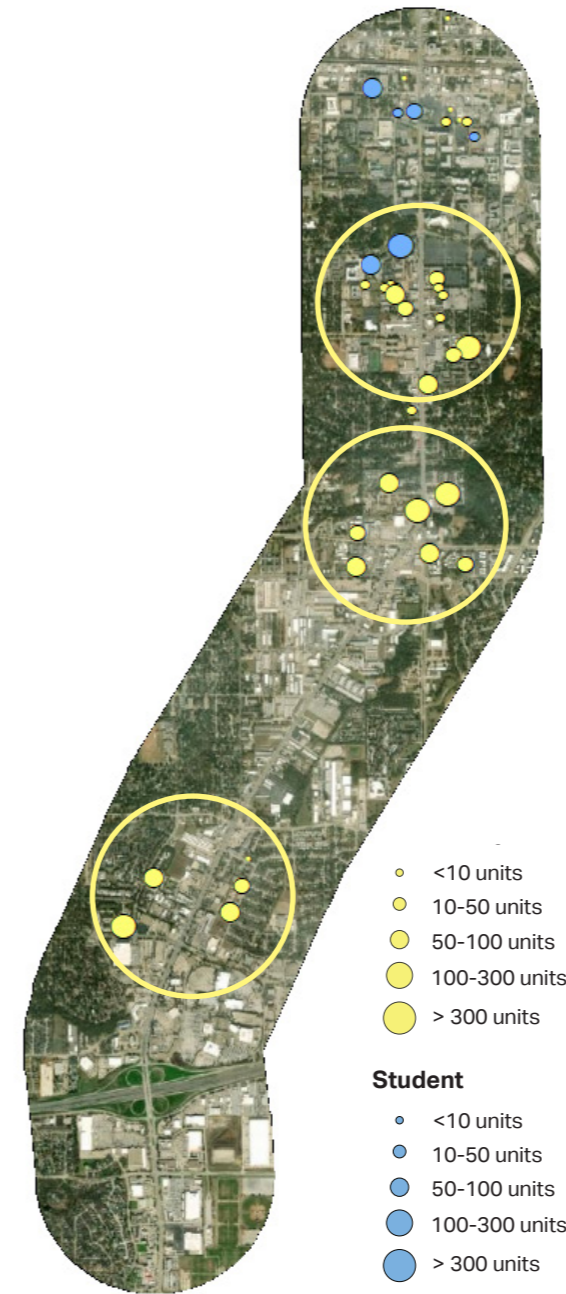
1. CoA Housing Authority
2. CoA Office of Strategic Initiatives
3. Private Developers
4. CoA Planning & Development Services
5. CoA Office of Economic Development.
6. Arlington Housing Finance Corporation

## Summary

The City and its partners may begin to plan for residential development compatible with and supportive of surrounding neighborhoods and their physical, social, and cultural fabric. Projected increases in the student and professional populations in the region will necessitate the development of housing that accommodates existing and future needs as well as workforce and income diversity. With ongoing residential development in the corridor, the partners may capitalize on a strong market and existing momentum to continue creating strong, healthy, vibrant mixed-use neighborhoods.

## Action Steps

- 01.** Utilize and market Zone 2's vision and objectives to support redevelopment with a diversity of housing options that include townhomes, zero lot line homes, and other ownership opportunities for a wide variety of income levels.
- 02.** Encourage developers to pursue TDCHA Housing Tax Credits, commercial financing options, and Arlington Housing Finance Corporation partnerships.
- 03.** Monitor existing preliminary development plans at Cooper Street and California to ensure a high quality product that meets Zone 2's vision is implemented.



**Figure 66:** Cooper Street Multifamily Units

Source: AECOM,2020



**Figure 67:** Middle Housing Options - 1. Triplex; 2. Live-Work; 3. Town Houses; 4. Duplex

Source: DANIEL PAROLEK/ISLAND PRESS



# 07

## Establish a well-connected street grid:

*Promote a finer-grained, pedestrian friendly, well-connected street grid in the area as redevelopment occurs.*



### Strategic Partners:

1. Arlington Urban Design Center
2. CoA Office of Strategic Initiatives
3. CoA Department of Public Works & Transportation
4. Development Partners

### Summary

As part of the broader, long-term strategy to redevelop the area west of Cooper Street from W Arkansas Lane to W Mayfield Road into a Business Innovation District (in conjunction with Objective 5), considerable attention may be given to creating a more walkable, well-connected street grid that accommodates active modes of transportation and allows for more efficient vehicular movement throughout the future Business Innovation District.

In its current state, much of the future Business Innovation District site is inaccessible to through traffic, especially north to south. Moreover, it is primarily comprised of dead-end driveways and it provides an unengaging pedestrian experience. Further study of potential site designs should strategically realign the street grid to fit within the fabric of future uses and create greater connectivity.

### Action Steps

- 01.** Prioritize street reconfiguration that enhances safety and improves connectivity in future master planning efforts for the Business Innovation District.
- 02.** As redevelopment occurs, work with developers to ensure that sidewalks remain free and clear of signage, utility poles, and other elements.
- 03.** Pursue utility pole consolidation for Zone 2 to remove any unused poles.
- 04.** As funding becomes available, consider proactively relocating overhead utilities near Secretary Drive, Mayfield Drive, and High Point Road to address sidewalk accessibility issues, enhance the pedestrian realm, and add to corridor aesthetics.

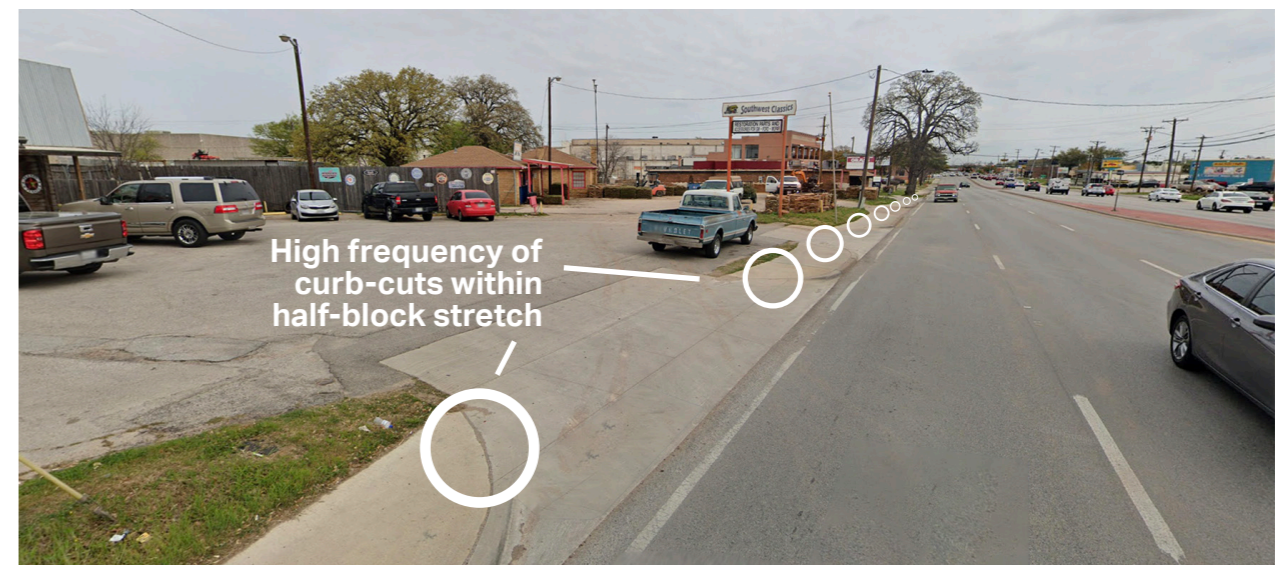
**05.** As redevelopment occurs, work with stakeholders to develop a district parking strategy that optimizes both parking availability and economic opportunity. Strategies considered may include augmented parking standards, shared parking, and on-street facilities.

**06.** As redevelopment occurs, work with stakeholders to incorporate and implement updated design standards (See Objective 17).

**07.** Identify driveways that may be consolidated between Pioneer Parkway to California Lane to simplify curb cuts and improve traffic flow and pedestrian safety as part of the Business Innovation District redevelopment.



**Figure 68:** Examples of a Utility Pole in the Access Way near Cooper St and Arkansas Ln  
Source: Google Earth, 2020



**Figure 69:** Examples of Zone Area Curb Cuts near Cooper St and Secretary Dr  
Source: Google Earth, 2020



## 08

## Improve access to work for day laborers in the corridor:

*Develop a Day Laborer program to provide formal mechanisms for individuals to find work.*



### Strategic Partners:

1. Texas Workforce Commission
2. CoA Office of Strategic Initiatives

### Summary

Public outreach throughout the project highlighted that a high volume of day laborers congregate near the Mayfield Road and Cooper Street intersection. Instead of this informal arrangement, it would be ideal to provide these workers a safe, orderly, and legal option to engage in the workforce. Nearby cities have established day laborer centers that allow registered workers and contractors to access jobs under supervision without discriminating against race, ethnicity, or perceived skills. The City and its partners may consider lessons from other cities as it prepares to address the day laborer issue along Cooper Street.

### Action Steps

**01.** In partnership with Texas Workforce Commission (TWC), identify a partner to create and market a virtual job board for day laborers to remove the need to congregate along the corridor to solicit work.

**02.** Consider creating a non-profit run Day Labor Center that incorporates multiple functions, including work solicitation and jobs and workforce training programs on-site.



**Case Study:** The Plano Day Labor Center (the Center) opened in 1994 due to local demand for temporary labor and to ensure public safety. The Center creates a safe and regulated opportunity for business owners, home owners, and contractors to explore hiring day laborers.

The Center coordinates placements for 150 to 350 workers each day - from unskilled manual labor to specialties such as landscaping, restaurant work, cleaning and construction trades. The Center is a safe place for customers and day laborers to trade their skills for daily pay in a well-organized and supervised environment.

All rates, requirements, and transportation details are negotiated prior to both parties leaving the Center.

**Figure 70:** Day laborer outside Day Labor Center  
Source: St Louis Post Dispatch

**Figure 71:** Day Laborer Center sign  
Source: The Irish Times



# 09

## Reinforce the Parks Mall at Arlington as a regional destination:

Consider policies that allow the Parks Mall at Arlington to adapt and improve over time despite shifting retail trends and tenant transition.



### Strategic Partners:

1. Local Businesses
2. The Parks Mall at Arlington
3. CoA Office of Economic Development
4. CoA Office of Strategic Initiatives
5. CoA Planning & Development Services

### Summary

The Parks Mall at Arlington has served as a top-three shopping destination in the Dallas-Fort Worth Metroplex for many years. Its regional prominence created a strong market for commerce in addition to a community of wellness, medical, educational, and service activities. While the Mall's performance is currently still very strong, shifting trends in consumer preference and commercial activity make department store anchors and apparel tenants' futures uncertain. Malls across the country are taking proactive steps to transition to new models, including mixed-use centers, outdoor shopping plazas, parks, office spaces, and educational uses, among many more. Strategic planning between the Mall, the City, and local businesses will be required to maintain the area's strength. With vast amounts of parking lot cover exists great potential for new uses and short-term programming like drive-in theatres, seasonal activities, markets, or wellness activities, and long-term infrastructure like parks, shopping streets, or entertainment facilities. A clear direction for the future will provide a vision for developers interested in investing in the newly reimagined district.

### Action Steps

- 01.** Explore policies that guide future uses within the area as tenants transition over time, such as a zoning overlay district.
- 02.** Encourage area property owners to form a Business Improvement District (BID) to create a mechanism for area aesthetic improvement and maintenance. Revenues driven from member dues can be used to implement strategies including beautification and additional outdoor amenities, programming that activates the parking lots and other underutilized spaces, and seasonal attractions.

**03.** Adjust design standards to require building orientation closer to the street along Cooper Street and to place emphasis on better pedestrian and retail experiences (See Objective 17).



**Figure 72:** Reprogrammed Mall Parking Lot Options  
Sources: Timeout.com & BlogTO.com



**Figure 73:** Mixed-Use Shopping Malls in Texas  
Sources: Shops at Park Lane - Dallas, TX & Legacy West - Plano, TX





# 10

## Improve pedestrian connectivity between area developments and storefronts:

Support additional pedestrian connections between shops, businesses, and amenities throughout Zone.



**Strategic Partners:**

1. Local Businesses
2. The Parks Mall at Arlington
3. CoA Office of Strategic Initiatives
4. CoA Planning & Development Services

### Summary

The Parks at Arlington Mall area and adjacent businesses are complementary land uses, but are currently separated by real and perceived barriers, such as high traffic streets, inaccessible sidewalks, and parking lots. By providing a shared opportunity for area businesses to envision future mobility and pedestrian experiences within Zone 3, these retail and commercial establishments will strengthen and amplify one another.

As future planning occurs around the Mall, developers and existing businesses may focus on creating active street edges and pedestrian connections to encourage residents, employees, and visitors to walk or bike to local retail, entertainment, educational, grocery, and open space amenities.

### Action Steps

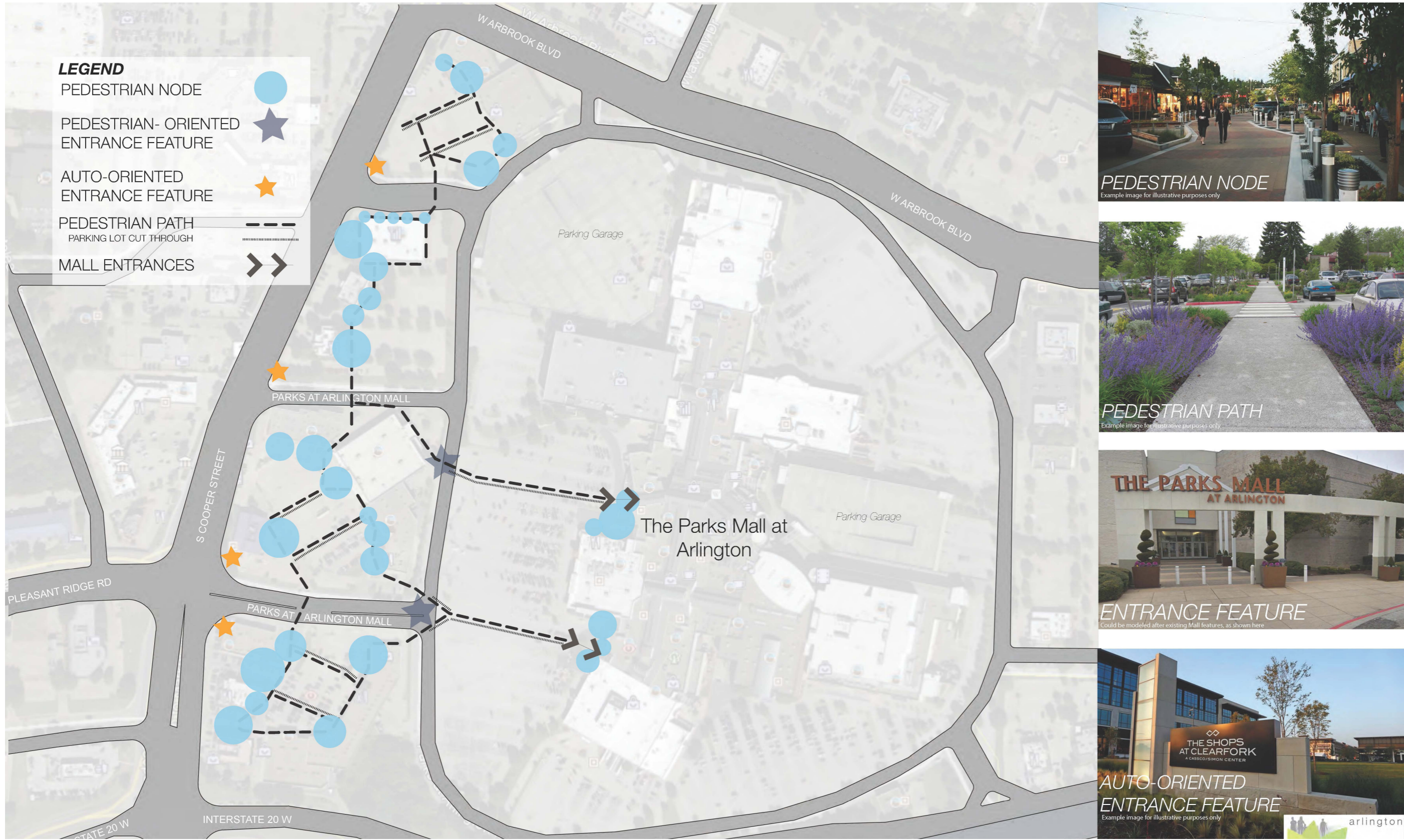
- 01.** As the mall area redevelops, encourage walkability by requiring connectivity from Cooper Street to key activity centers within the mall grounds and between storefronts. Encourage property owners to establish pedestrian paths that add accessibility and connectivity between existing blocks.
- 02.** Work with the Parks Mall at Arlington to install additional electric vehicle charging stations on the mall's property.
- 03.** Pursue utility pole consolidation for Zone 3 to remove any unused poles.
- 04.** As funds become available or when new development occurs, relocate overhead electrical utilities in financial cooperation with future developers to improve walkability, accessibility, developable space, and corridor aesthetics from Arbrook Boulevard to Pleasant Ridge and from IH-20 to Bardin.



**Figure 74:** Zone 3 Potential Pedestrian Network  
Source: AUDC, 2021



# Potential Pedestrian Connection Options Around the Parks Mall at Arlington.



**Figure 75:** Potential Pedestrian Connection Options Around the Parks Mall at Arlington  
Source: AUCD, 2021



# 11

## Improve pedestrian safety around the IH-20 and Cooper Street interchange:

Work with TxDOT to ensure safe and effective pedestrian facilities across IH-20.



### Strategic Partners:

1. TxDOT
2. CoA Department of Public Works & Transportation
3. CoA Office of Strategic Initiatives

### Summary

While not ideal for pedestrians, access across IH-20 is necessary for accessibility to employment in the area. TxDOT has a mandate to add pedestrian facilities to all new projects, meaning that a planned near-term redesign will provide a convenient and efficient opportunity to improve pedestrian experiences by adding pedestrian facilities.

### Action Steps

**01.** Work with TxDOT on the Cooper Street and IH-20 interchange redesign planned to occur within the next five to ten years\* and encourage improvements in pedestrian safety and visibility, traffic flow, and congestion.

**02.** Work with TxDOT to ensure visual and design enhancements to the Cooper Street bridge over IH-20 are incorporated into their construction plans, for consistency with other bridges in the area.

*\*5-10 year estimate per TxDOT online Portal*



**Figure 76:** Wayfinding & Signage Precedents - Frisco City Center & Texas Medical Center Wayfinding Master Plan  
Sources: Corbin Design & fd2s Inc



**Figure 77:** Pedestrian Paths Along Interstate Interchange Precedents - Jefferson Viaduct & Margaret McDermott Bridge, Dallas, Texas  
Sources: Jefferson & Dallas Observer



**Figure 78:** IH-20 Existing Conditions  
Source: Google Earth



## 12

## Develop a strategy for taking advantage of the potential increase in e-commerce related uses in the area:

*Take proactive steps to prepare the area for digital transformation in retail.*



### Strategic Partners:

1. CoA Office of Strategic Initiatives
2. CoA Office of Economic Development
3. CoA Planning & Development Services
4. Local Businesses
5. Parks Mall at Arlington.

### Summary

With online shopping's share of total retail sales steadily on the rise, Arlington is experiencing, and will continue to experience, structural shifts in retail. While e-commerce and emerging technologies add convenience, they have enabled new behaviors that have the potential to detract from in-person commerce volumes and tend to fill vacant spaces within cities with large supplies of parking. Cooper Street may need to reimagine a way to integrate e-commerce and last-mile fulfillment while not detracting from the attractive, lively, human, and distinctive features of physical shopping centers.

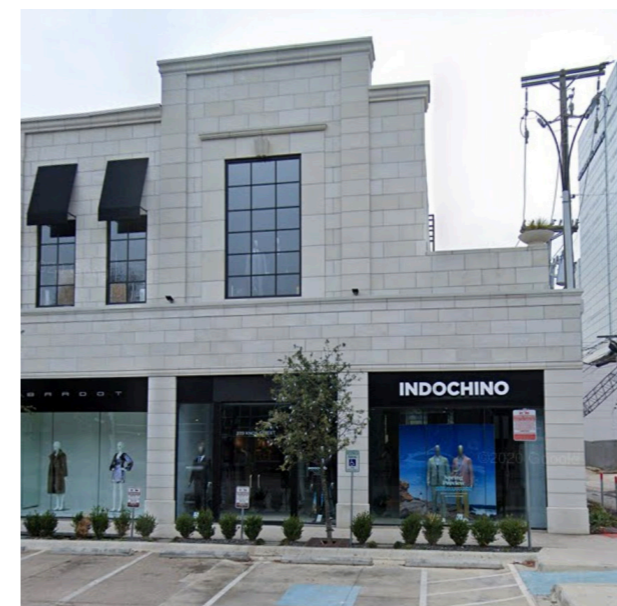
Existing zoning may allow undesirable uses (such as fulfillment or distribution) to proliferate, which may prevent smaller businesses from locating and succeeding in the area. To Zone 3's benefit, the online retail industry is shifting to adopt brick and mortar presences after years of online-only sales. Capitalizing on these trends, zoning in favor of mixed-use commercial over industrial uses could protect the area from becoming solely a hub for fulfillment or distribution. This change could lead to more in-person presence from e-commerce companies allowing potential customers to test products and complete their purchase online.

### Action Steps

- 01.** Explore creation of a zoning overlay district to encourage retail uses that generate local sales tax. For example, ensure that potential e-commerce tenants have showrooms, galleries, or spaces that attract customers and increase foot traffic.
- 02.** Consider discouraging non-retail or commercial uses that would detract from the shopping and entertainment priorities of Zone 3 through mechanisms such as a zoning overlay.



**Figure 79:** E-Commerce Showroom & Gallery precedents - Warby Parker, Northpark Dallas, Texas  
Source: Google Maps



**Figure 80:** E-Commerce Showroom & Gallery Precedents - IndoChino,  
Source: Google Earth



**Figure 81:** E-Commerce Showroom & Gallery Precedents - Allbirds, Austin, Texas  
Source: Lars Maurseth



# 13

## Encourage green infrastructure development to decrease impervious cover:

*Consider zoning and fee incentives for developers who pursue building density, green spaces, pervious surfaces, and off-site water retention.*



**Strategic Partners:**

1. CoA Planning & Development Services
2. CoA Stormwater Management

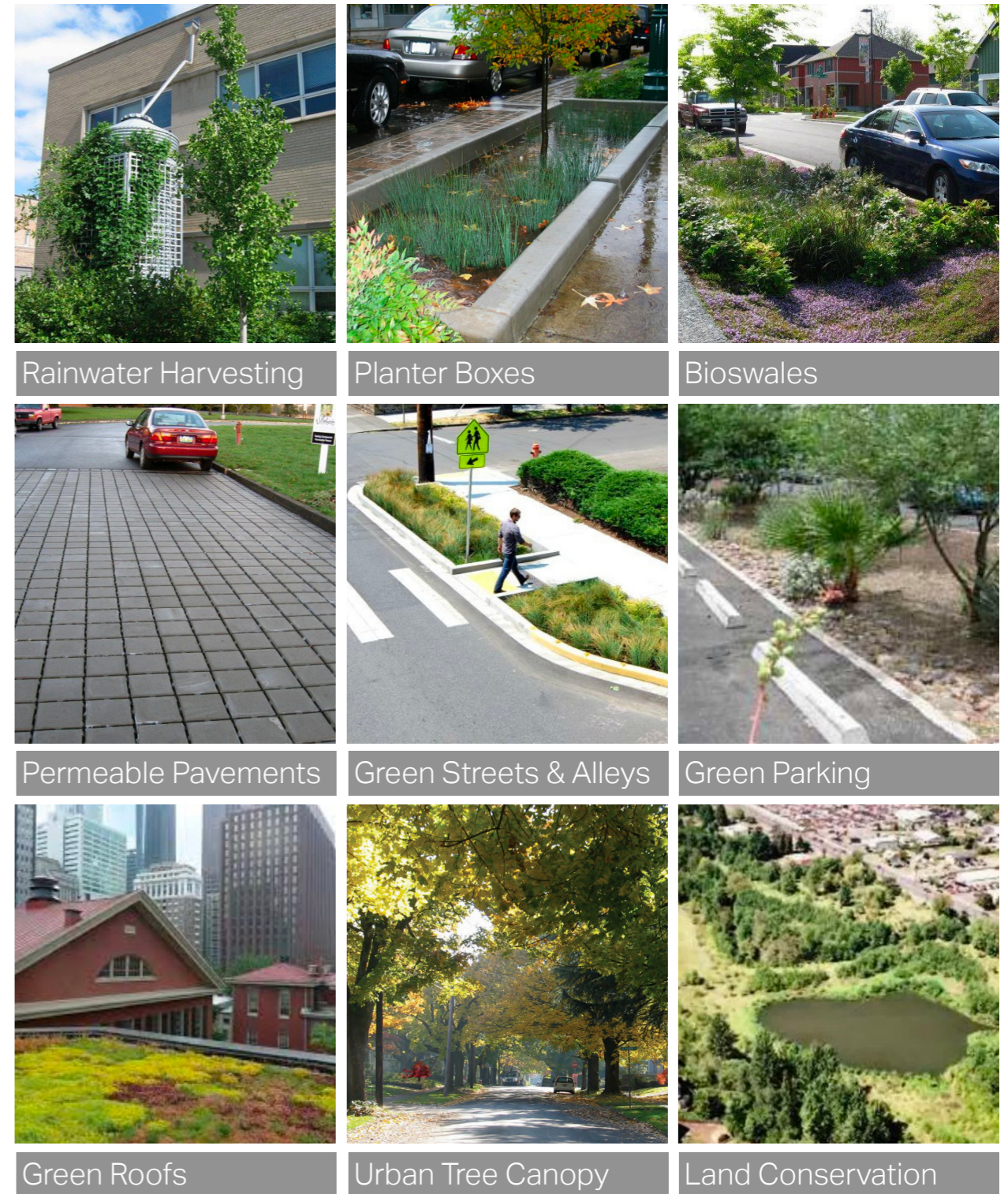
### Summary

Many locations along the South Cooper Street Corridor are susceptible to flooding and have reached either high or maximum levels of impervious cover (roadways, driveways, parking lots, etc.). The benefits of green infrastructure for Cooper Street include reduced urban heat, lower building energy demand, and improved stormwater management. Through planning processes, the City may establish further urban greening strategies that provide social, environmental, and economical benefits to Cooper Street.

### Action Steps

**01.** Consider offering a range of development incentives (such as expedited permitting, decreased fees, and zoning adjustments) to developers who plan to use green infrastructure like pervious pavers, bioswales, green roofs, and on-site or non-potable reuse of stormwater runoff for major development projects.

**02.** As redevelopment occurs and additional design standards are developed (see Objective 17), encourage the reduction of impervious cover and materials (in the majority of Zone 3, SE of California & Cooper, SW of Arkansas & Cooper, NW of Pioneer & Cooper, SE of Cooper & Mitchell, SW of Cooper & Abram).



**Figure 82:** Green Infrastructure Toolkit  
Source: EPA



# 14

## Seek drainage improvements for Johnson Creek:

*Improve stormwater management and ensure new development has minimal impact on downstream areas.*



**Strategic Partners:**

1. CoA Department of Public Works & Transportation
2. CoA Stormwater Management
3. CoA Planning & Development Services
4. CoA Department of Parks & Recreation

### Summary

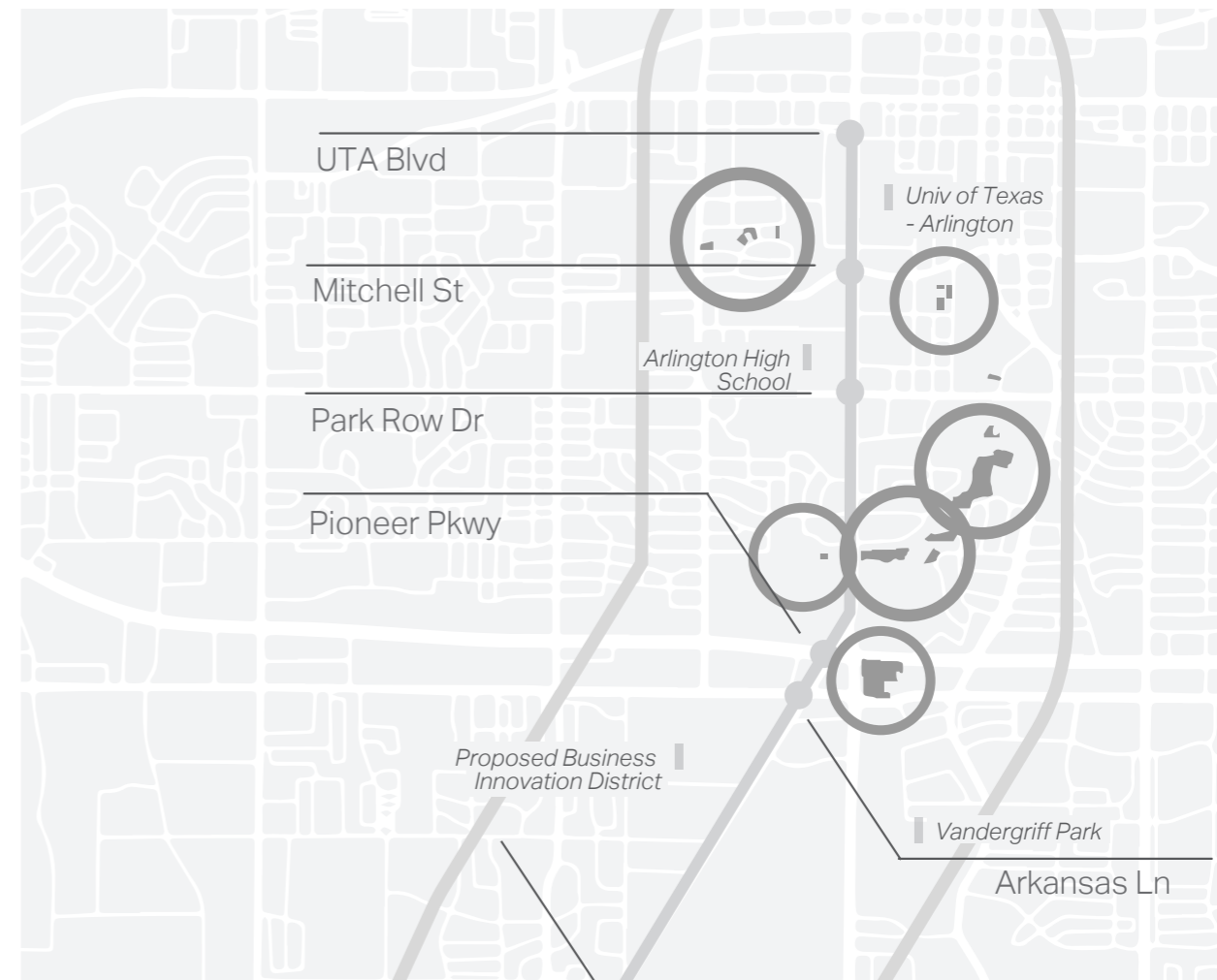
Johnson Creek, one of Arlington's most prominent waterways, crosses Cooper Street at several locations and runs parallel to portions of Cooper Street as it winds through the study area. Historically, high-water levels within the Johnson Creek Watershed have led to frequent flooding and, as a result, have necessitated home buyouts and the development of floodable linear parks.

Future development should ensure investment in Johnson Creek and that adjacent properties are protected by adhering to the findings of the Johnson Creek Watershed Study. Moreover, the City may explore ways to integrate adaptive infrastructure that both serves the community and provides floodable lands in times of heavy rainfall.

### Action Steps

**01.** As development occurs, continue to implement recommendations in the Johnson Creek Watershed Study and consider updated floodplain mapping from the Johnson Creek Watershed Study.

**02.** Continue creek flow management strategies that defend against flooding. Structural improvements should protect against erosion and support flow, leading to less ponding and flooding.



**Figure 83:** Map of Buyout Locations from Watershed Study  
Source: City of Arlington



**Figure 84:** Floodable Linear Park Precedent Images  
Source: Territoires Lanscape Architecture & City of Irving

# 15

## Serve the Cooper Street Corridor area with increased connections to hike and bike facilities:

Implement projects from the 2011 Hike & Bike Trail System Master Plan that fall within the study area.



### Strategic Partners:

1. CoA Department of Public Works & Transportation
2. CoA Planning & Development Services
3. CoA Office of Strategic Initiatives
4. CoA Department of Parks & Recreation

### Summary

The South Cooper Street Corridor does, and will continue to, serve as a high traffic spine for the City of Arlington, moving residents, students, visitors, and employees through the City via private and shared automobiles. At the same time, it is home to many of the City's most prominent parks, attractions, and institutions, as well as a vibrant student population. The South Cooper Street Corridor is near downtown and other entertainment destinations. In conjunction with other community-building goals, building infrastructure for pedestrians and cyclists provides a range of social, economic, and health benefits.

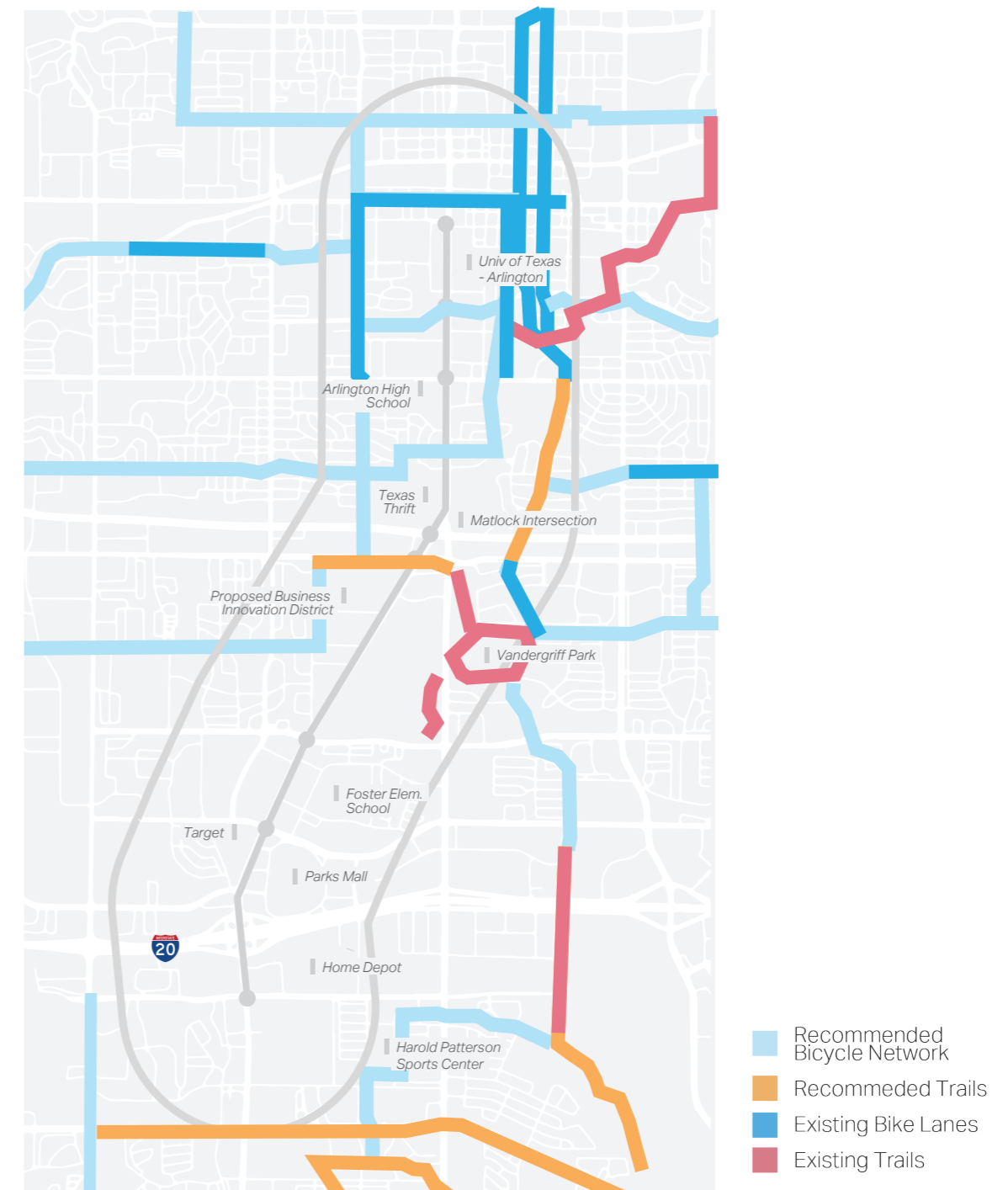
To complement the current configuration of Cooper Street as an auto-focused corridor, the establishment of parallel walking and cycling routes that serve corridor-adjacent facilities can provide safe and enjoyable alternative routes for active transportation, while not adding congestion to Cooper Street. Designated routes and paths can also connect local parks, educational institutions, and businesses to help support food and beverage and brick and mortar infill and redevelopment.

### Action Steps

**01.** Continue to implement corridor-related recommendations in the adopted 2011 Hike & Bike Trail System Master Plan, including a Bike Lane on South Davis from West Park Row to West Arkansas into the Business Innovation District; a bike lane on West Mitchell from Davis to Collins; a bike route on West Tucker/West Inwood/Brookview between South Fielder and South Pecan; a sidepath on West Arkansas from South Davis to Marrow Bone Springs linear trail entry (off Arkansas east of Cooper); a bike route on Medlin Drive from Arkansas to California; and a bike route on South Center from Vandergriff Park to Bardin.

**02.** Ensure recommended facilities provide connectivity to destinations adjacent to Cooper Street, including parks, schools, and neighborhoods.

**03.** Consider adding a package of bicycle and pedestrian facility improvements to the City's next bond program.



**Figure 85:** Map of Planned and Existing Bike Routes and Points of Interest Along Cooper Street  
Source: City of Arlington



# 16

## Establish Cooper Street as Arlington's innovative mobility corridor:

*Improve mobility for residents, businesses, and shoppers by optimizing traffic movement and introducing emerging traffic and mobility solutions.*



### Strategic Partners:

1. CoA Department of Public Works & Transportation
2. CoA Planning & Development Services
3. CoA Office of Strategic Initiatives
4. NCTCOG
5. TxDOT

### Summary

The emergence of new transportation technologies presents clear opportunities to increase the capacity and improve the safety of Cooper Street. Trends in mobility and employment will likely continue to exacerbate the traffic and commuting demands in the coming years, making it imperative that Cooper Street streamlines signal communications and increases efficiency. The corridor currently provides a range of mobility services, but the City may continue to explore alternative mobility options to better serve local residents, employees, and visitors. In addition to exploring new alternative transportation modes (that may require major interventions) as outlined in the City's 2017 Transportation Advisory Committee Report, there are shorter-term, less-intense technology and communication improvements that could better connect businesses, institutions, and residences along Cooper Street.

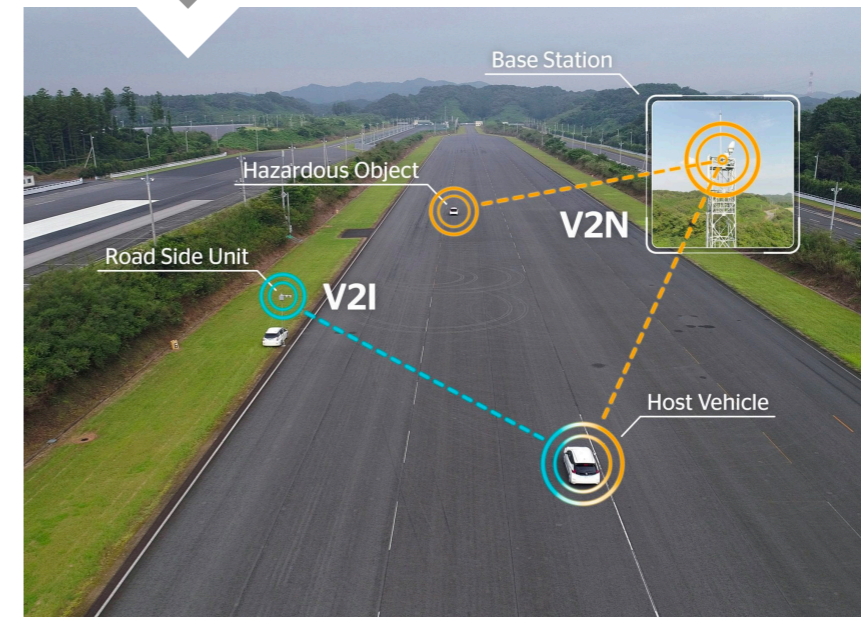
### Action Steps

- 01.** Reduce congestion and improve queuing and gateway areas through Vehicle to Infrastructure (V2I), smart traffic signals, and other improvements to optimize traffic movement within and through each zone.
- 02.** Work toward the transportation vision established for the South Cooper Street corridor in the 2017 Connect Arlington Transportation Advisory Committee Report including:
  - a) Continue to provide on-demand ride share service in the near-term.
  - b) Position the corridor for a fixed-route service such as autonomous, rubber-tired shuttles, or Personal Rapid Transit in the long-term.
  - c) Consider the option of elevating alternative transportation services along the corridor to prevent traffic congestion.

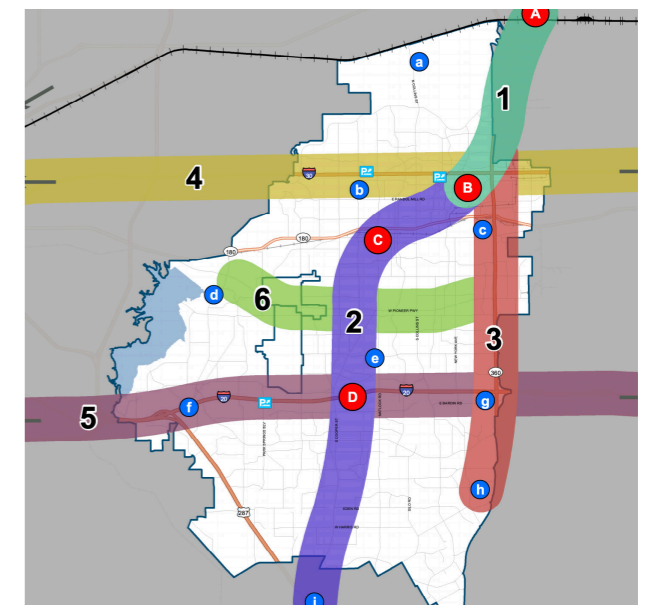
### What is V2I?

The term Vehicle to Infrastructure (V2I) refers to a wireless exchange of data between vehicles and roadway infrastructure. This exchange of data is typically bi-directional, allowing data from the roadside to be delivered to the vehicle, and data from the vehicle to be delivered to the roadside.

Vehicle-to-Infrastructure (V2I) is the next generation of Intelligent Transportation Systems (ITS). V2I technologies capture vehicle-generated traffic data and wirelessly provide information such as advisories from the infrastructure to the vehicle that inform the driver of safety, mobility, or environment-related conditions (USDOT).



Source: IEEE Connected Vehicles



**Figure 86:** Excerpts from the 2017 Connect Arlington Transportation Advisory Committee Report  
Source: 2017 Connect Arlington Report



# 17

## Develop design, aesthetic, and visual enhancements for the Corridor:

Develop a cohesive and comprehensive set of design standards for both the public and private realm for each zone within the corridor.



1. CoA Office of Strategic Initiatives
2. CoA Planning & Development Services
3. University of Texas at Arlington
4. Community Arts Partnership
5. CoA Department of Public Works & Transportation
6. TxDOT

### Toolkit Framework

With a wide range of potential change on the horizon for Cooper Street, it is important to create a guiding vision for aesthetics and design to ensure development fits, reflects, and supports the City's goals for the area moving forward. The urban aesthetics toolkit integrates feedback from a public visual preference survey, robust Advisory Committee discussion, and lastly, City collaboration.

The toolkit includes branding strategies in addition to the public- and private- realm recommendations for future development. Given each zone has a unique character, function, and context, this toolkit highlights a select few zone-specific design recommendations across a range of treatments. Each recommendation first provides a location for a potential design improvement, then provides a selection of possible treatments or interventions to apply to that location. This toolkit intends to serve as a springboard for future urban design and development guidelines in the corridor.



Monument & Sculpture



Open Space



Light/Sign Pole Banner



Building Color/Material



Themed Exterior



Sidewalk & Crossing



Landscape



Public Signage



Private Signage



## Action Steps

**01.** Develop a branding and identity strategy for the corridor and each zone, which could include elements such as: logo ideas, color palette, and example applications. The branding strategy for each zone will then inform the public realm aesthetic interventions and private realm guidance in the near- and long-term.

**Zone 1:** Establish, in collaboration with UTA, a Zone identity through a branding strategy that celebrates the prominence of local educational institutions, faculty, staff, and students. The strategy should also include a gateway improvement for visitors as they enter the International Corridor at Cooper Street and Pioneer Parkway.

**Zone 2:** Establish a Zone identity that emphasizes technological advancement and encompasses the vision for the future Small Business Improvement District. At the same time, the City should involve the Landmark Preservation Commission in branding development for this zone to incorporate the historical roots of Johnson Station.

**Zone 3:** Establish, in collaboration with the Parks Mall at Arlington, a regionally-recognized Zone identity that highlights a reimagined shopping and playing experience while also considering economic development approaches for the future of the area.

**02.** Develop a public realm toolkit that will identify scalable beautification treatments and interventions based on environmental constraints through the corridor. This will include recommended precedents for landscaping treatments, lighting, sidewalk standards, etc.

**Zone 1:** In addition to the targeted aesthetic improvements, the community-led arts program should identify walls and spaces for student art installations and secure necessary permission from private owners to implement beautification projects.

**Landscaping and Public Realm Treatments** - Landscaping should be provided in the public right-of-way where appropriate. Street lighting should also be provided.

**Zone 2: Landscaping and Public Realm Treatments** - Landscaping treatments should be provided in the public right-of-way where possible along Cooper Street.

**Zone 3:** Design standards should be developed that place focus on the arrival experience for visitors. This should include a combination of gateway improvements that create a sense of place, a reduction of street-facing parking, and the addition of vibrant storefront commercial uses that enhance the pedestrian experience.

**Gateway Experiences** - A major signature entrance feature in the public right-of-way at the IH-20 frontage road and Cooper St.  
**Signage and Wayfinding** (Public/Private) - Additional signature signage and wayfinding should be installed between Arbrook and the IH-20 frontage road.

**03.** Develop a private realm toolkit that will provide guidance for developers on aesthetic and beautification strategies specific to each zone. These standards should focus on new development and large-scale redevelopment projects.

**Zone 1: Building Façades** - Building façades should emphasize active edges along the street frontage with storefront windows, façade articulation, building entrances, and signage on the building. (Mitchell St. to Inwood Dr.)  
**Building Orientation** - Buildings should prioritize building a street wall if possible, with parking preferably located in the back of the building away from Cooper Street (Mitchell St. to Inwood Dr.)  
 Site Landscaping - Where a street wall does not exist, private businesses should emphasize landscaping along Cooper Street.

**Zone 2: Building Façades** - If an industrial building façade is viewable from Cooper Street, the façade should be painted, cleaned, or otherwise maintained in a high-quality fashion.

**Adaptive Reuse Strategies** - As users and tenants transition, industrial buildings should be remodeled with high quality adaptive reuse elements that maintain character but offer a "high end industrial chic" aesthetic.

**Zone 3: Building Orientation and Visibility** - As retail parcels redevelop or remodel significantly, building facades facing Cooper Street and internal circulation should be designed with storefronts, store branding, and other active elements to encourage foot traffic

and window shopping.

**Landscaping** - Internal circulation between various storefronts should be connected with sidewalks and shaded by trees, where possible. Parking spaces in surface lots should be frequently interrupted with landscape breaks to reduce impervious coverage.

**Signage and Wayfinding** - Additional signature signage and wayfinding should be installed between Arbrook and the IH-20 frontage road.



## Building Exteriors

**Facade guidelines:** The City might consider setting design guidelines that create a sense of place by suggesting building facade materials and elements.

Existing



Potential



**Figure 88:** The Sound at Cypress Waters - Coppell, TX  
Source: The Sound TX

**Figure 90:** Connex - Fort Worth,  
Source: Visit Fort Worth

## Painted Crosswalk

**Crosswalk:** To complement a future compact development project, the City may begin ensuring pedestrian infrastructure is prioritized. Crosswalks may be visualized as public art.

Existing



Potential



**Figure 89:** Downtown Grand Prairie - TX  
Source: Visit Grand Prairie

**Figure 91:** Raised Crosswalk - Dallas, TX  
Source: TxDOT

## Public Signage

**Public Signage elements:** The City may engage local designers and businesses to collaborate on a modern and attractive signage package.

Existing



Potential



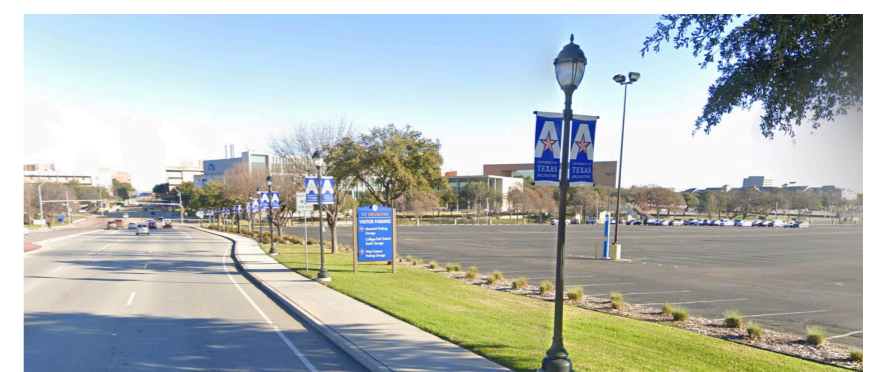
**Figure 92:** Republic Square  
Source: Republic Square

**Figure 93:** Dallas Design District  
Source: Dallas Design District

## Light Poles & Banners

**Banners:** The City may consider working with UTA to promote UTA branding near the university on elements such as light poles and banners.

Existing



Potential



**Figure 94:** H Street N.E., Washington - DC  
Source: DC Fray

**Figure 95:** Front Street District, Hartford - CT  
Source: Britten



## Themed Exterior

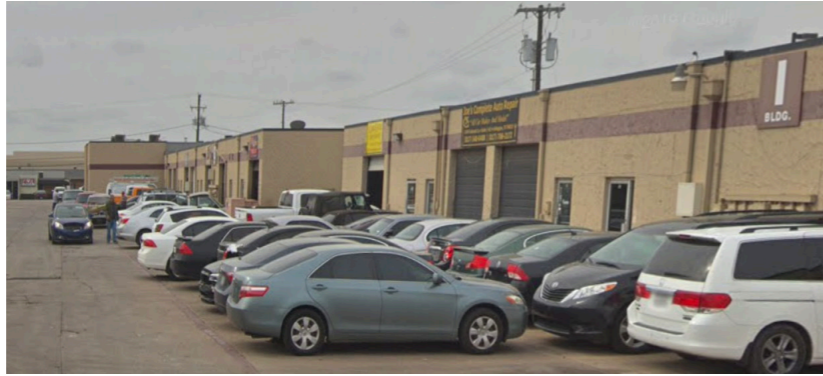
### Industrial chic adaptive reuse:

The City might consider setting design guidelines that attract industrial chic, adaptive reuse of existing automobile and warehouse buildings. The guidelines may set the stage for unique food and beverage or arts and entertainment experiences like intimate concerts, beer gardens, art tours, and festivals.

**Figure 96:** Magnolia Market - Waco, TX  
Source: Magnolia Market

**Figure 97:** Pearl District - San Antonio, TX  
Source: TCLF

Existing



Potential



## Open Space

### Low-profile, flexible landscape and seating features:

Consider introducing low-cost landscaping (pallets, barrels, etc.), programming, shading, and low-profile and adaptable seating concentrated around art, food, and shops throughout the latent Business Innovation District. Low-cost, flexible materials are easily transformable and can accommodate multiple uses and phase out with more permanent development.

**Figure 98:** Klyde Warren Park - Dallas, TX  
Source: Klyde Warren Park

**Figure 99:** Crowdsus Park - Dallas, TX  
Source: Ash+ Lime

Existing



Potential



## Building Material

### Neutral, exposed building facades:

Building facades may feature murals from local artists or exposed brick, unfinished materials, large windows, metal accents, and dark or neutral color tones. Buildings should remain neutral and cohesive, and as such accentuate the interspersed eclectic art and murals, offering lighting options, visible interiors, and flexible seating.

**Figure 100:** Halcyon Coffee Shop - Dallas, TX  
Source: Halcyon

**Figure 101:** DLM Supply Shop - Dallas, TX  
Source: D - Magazine

Existing



Potential



## Landscape Treatments

### Inviting and intelligent landscaping:

Landscaping treatments can be considered for the public right-of-way. Landscape design may focus on plants' color, form, foliage, and texture to create year-round interest. Where possible, permanent planters that support small trees and shrubs, grasses, and flowers may be added as to not detract from street-facing visibility from Cooper Street.

**Figure 102:** McKinney Avenue Residences - Dallas, TX  
Source: Studio Outside

**Figure 103:** Complete Streets Austin  
Source: City of Austin

Existing



Potential





## Open Space

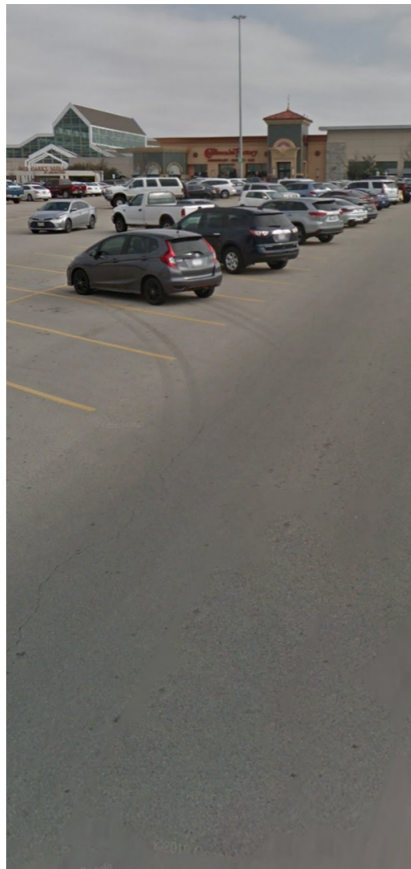
### Engaging Parking Lots:

Consider creating pedestrian-first paths through parking lots, infusing them with seasonal public activities. Encourage temporary markets, pop-ups, and event programming. Use colorful ground paint on the pedestrian thoroughfares and string lights to liven the space. Provide wayfinding signage, engage the community, and plan to add landscaping elements after proving success.

**Figure 104:** Burtonsville Crossing Shopping Center - Burtonsville, MD  
Source: Better Block

**Figure 106:** Lakeline Mall Farmers Market - Cedar Park, TX  
Source: Texas Farmers Market

Existing



Potential



## Private Signage

### Rebranded & Reimagined Zone:

The City should encourage local businesses, as part of a BID, to engage a designer for a signage project. A reimagined and rebranded shopping and entertainment district might highlight the area's amenities and differentiate it from the City's other shopping areas. Local designers and businesses should design a modern and attractive graphics, wayfinding, and signage package.

**Figure 108:** Frisco City Center - Frisco, TX  
Source: Corbin Design

**Figure 109:** Frisco Station - Frisco, TX  
Source: RSM Designs

Existing



Potential



## Buildings & Sidewalks

### Activating Sidewalks:

Future development should emphasize activating existing street edges with storefront windows, street-facing entrances, signage, and rear parking. To complement this, the City may begin by encouraging sidewalks that are comfortable and walkable, and then may explore opportunities to have seating that spills onto sidewalks.

**Figure 105:** Parklet in Bishop Arts Districts - Dallas, TX  
Source: City of Denton

**Figure 107:** Streatery - Denton, TX  
Source: City of Denton

Existing



Potential



## Gateway & Monument

### Memorable Gateway Experience:

To complement the branding effort, mall area businesses might consider bold gateway signage to attract new visitors, inspire fresh investment, and spur economic growth. The gateway ought to be visible from Cooper Street and the IH-20 interchange to signal arrival and clearly define shopping places.

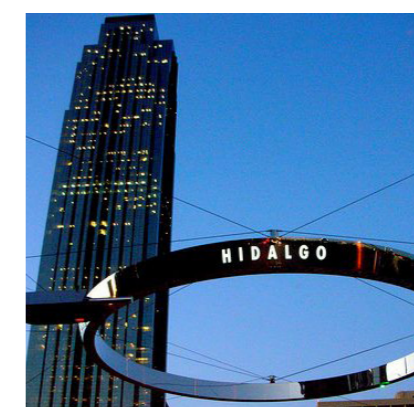
**Figure 110:** Westheimer Ring, Galleria Area - Houston, TX  
Source: Texas Farmers Market

**Figure 111:** City Hall Plaza - Boston, MA  
Source: Ed Carpenter

Existing



Potential



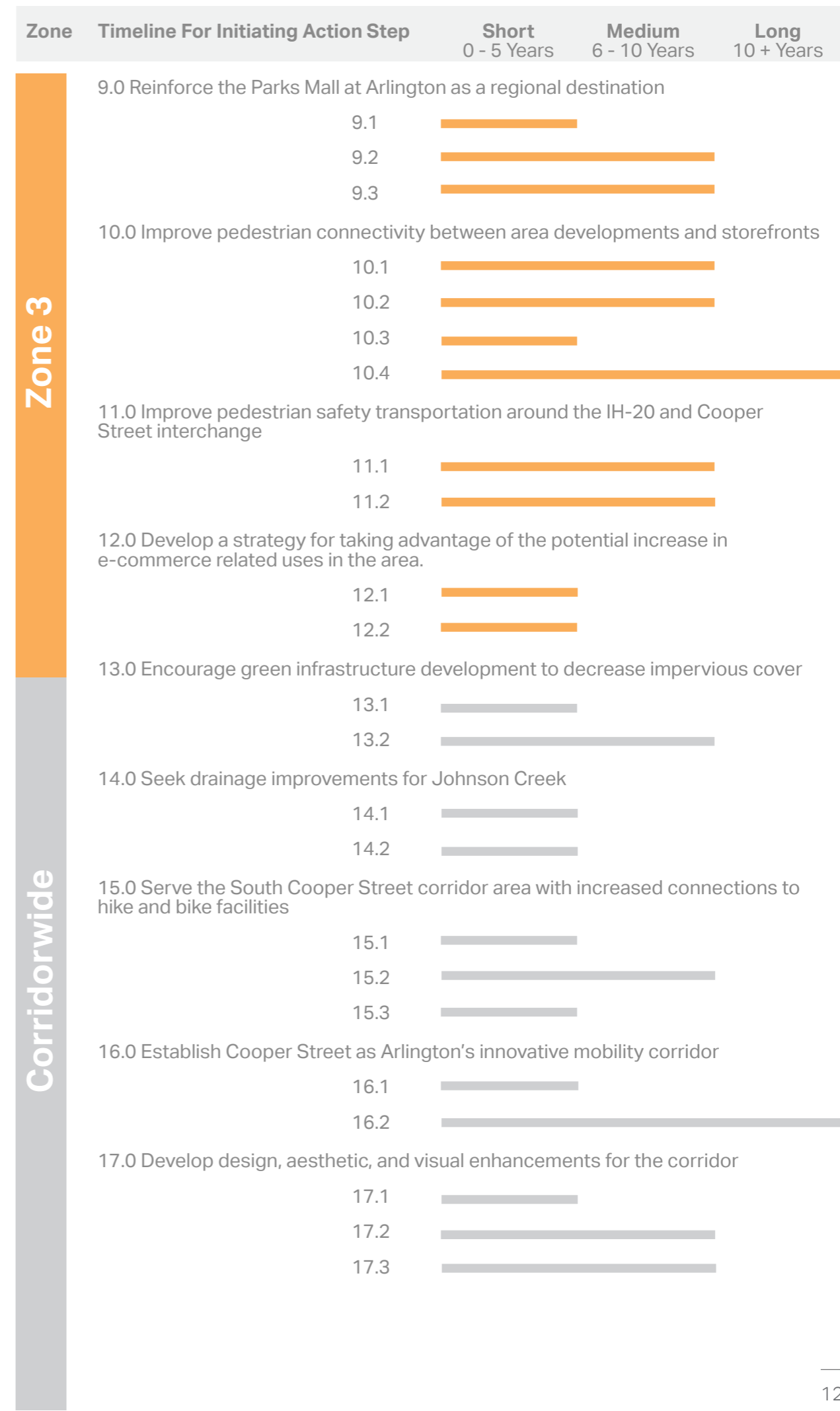
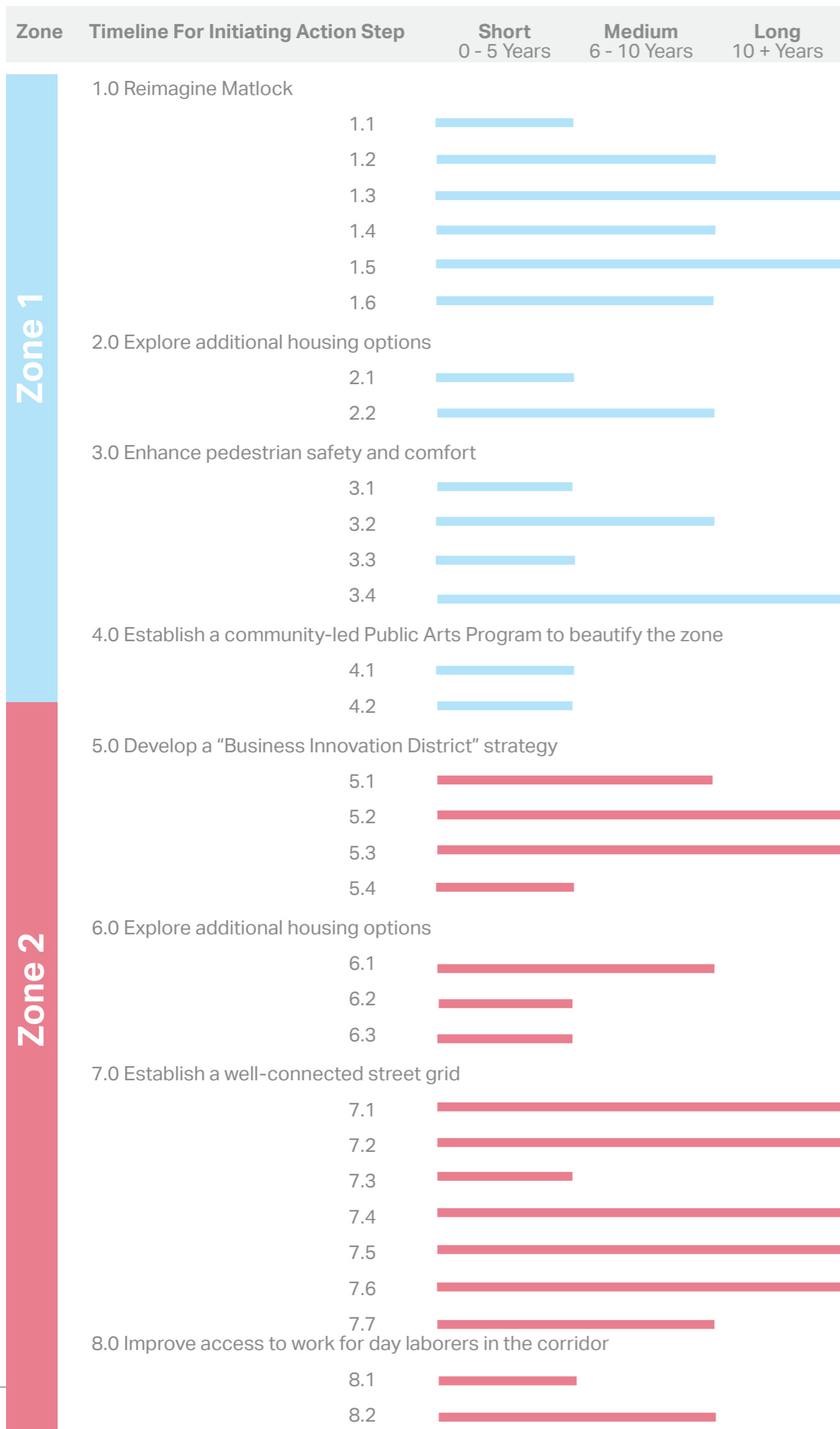


# 6

## Strategy Implementation

The implementation chapter in this report outlines the timeline for initiation of each step along with a cost estimation. The timelines for initiation include Short term (0 – 5 years), Medium term (6 – 10 years) and Long term (10+ years). Where action steps require funds for implementation, ranges of cost estimate are provided for one-time expenses and recurring expenses. In addition, the project team has identified potential funding sources.







#	Recommendations (Objective & Action Steps)	Project Type M/E/A	Project Partners	Timeline For Initiating Action Step			Cost Estimate (one-time)	Cost Estimate (annually reoccurring)	Potential Funding Sources	Objective Estimate Totals (one-time costs)	Objective Estimate Totals (annually reoccurring)
				Short	Medium	Long					
										Grand Total: \$36,280,000 to \$50,600,000	Grand Total: \$4,500,000 to \$5,500,000
1	<b>Reimagine Matlock:</b> Redesign the Matlock intersection for safety, efficiency, and to better position the area for commercial development.	M, E	<ul style="list-style-type: none"> <li>• CoA Department of Public Works &amp; Transportation</li> <li>• CoA Planning &amp; Development Services</li> <li>• TxDOT</li> <li>• Adjacent Property Owners</li> <li>• CoA Office of Strategic Initiatives</li> <li>• CoA Office of Economic Development</li> </ul>					n/a		\$3,130,000 to \$5,200,000	
1.1	Explore the possibility of simplifying the Cooper/Pioneer Parkway/Matlock Road intersection to include the potential removal of the section of Matlock between Pioneer Parkway and Cooper Street. A traffic impact study and intersection study should be conducted as the next step.			●			\$50,000 - \$80,000	n/a	City General Fund (for traffic impact study)		
1.2	If the traffic impact study determines it is feasible and it is approved by the City, remove the section of Matlock Road between Pioneer Parkway and Cooper Street.				●		\$1-2 Million	n/a	Potential future City bond program and/or NCTCOG transportation grant funding		
1.3	After realignment of the intersection, collaborate with a private developer to facilitate land assembly in the northeast corner of Pioneer Parkway and Cooper Street.					●	\$2-3 Million	n/a	TIRZ, private developers		
1.4	Explore funding tools to support redevelopment, including the establishment of a TIRZ District for the southern portion of Zone 1 and portions of Zone 2. Prior to creation, the use of a TIRZ should be studied for feasibility, ideal boundaries, and recommended program.				●		\$80,000 - \$120,000	n/a	City General Fund (for TIRZ feasibility study)		
1.5	Promote opportunities to redevelop the northwest and northeast corners of Pioneer Parkway and Cooper Street to decrease parking lot cover and orient buildings toward the street.					●	n/a	n/a			
1.6	Establish the Cooper and Pioneer intersection as a gateway to the International Corridor along Pioneer Parkway.				●		n/a	n/a			
2	<b>Explore additional housing options:</b> Explore strategies to allow for a range of housing types that align with market and community housing demands.	E	<ul style="list-style-type: none"> <li>• CoA Housing Authority</li> <li>• CoA Office of Strategic Initiatives</li> <li>• UTA Office of Finance &amp; Administration</li> <li>• Private Developers</li> <li>• CoA Planning &amp; Development Services</li> <li>• CoA Office of Economic Development</li> <li>• Arlington Housing Finance Corporation</li> </ul>				n/a	n/a		\$0	
2.1	Work with UTA in the establishment of future University Master Plans to encourage development of diverse housing options connected in a walkable manner.			●			n/a	n/a			
2.2	Market the zone 1's vision to vertical mixed-use and residential developers to generate interest in the area.				●		n/a	n/a			

**Project Types**

**M**  
Mobility  
Enhancement

**E**  
Economic  
Development

**A**  
Aesthetic  
Improvement

#	Recommendations (Objective & Action Steps)	Project Type M/E/A	Project Partners	Timeline For Initiating Action Step			Cost Estimate (one-time)	Cost Estimate (annually reoccurring)	Potential Funding Sources	Objective Estimate Totals (one-time costs)	Objective Estimate Totals (annually reoccurring)
3	<b>Enhance pedestrian safety and comfort:</b> Improve street-level safety at specific locations to create a safer pedestrian environment.	MA	<ul style="list-style-type: none"> <li>• CoA Office of Strategic Initiatives</li> <li>• CoA Planning &amp; Development Services</li> <li>• CoA Department of Public Works &amp; Transportation</li> <li>• TxDOT</li> </ul>					n/a		\$2,000,000 to \$3,500,000	
3.1	Enhance pedestrian safety features at key intersections within Zone 1, including lighting, signage, and re-striping. Consider painted intersections for traffic calming at the intersection of Cooper Street and Neddeman.			●			\$500,000 - \$1,000,000	n/a	Potential Future City Bond Program		
3.2	Enhance pedestrian safety features at key intersections within Zone 1, through capital improvements such as bulb-outs or pedestrian refuges.				●		\$500,000 - \$1,000,000	n/a	Potential Future City Bond Program		
3.3	Pursue utility pole consolidation for Zone 1 to remove any unused poles.			●			n/a	n/a	City in-house Departmental labor for City-owned poles		
3.4	As funds become available or when new development occurs, relocate overhead electrical utilities in financial cooperation with future developers between Neddeman and Park Row Drive and around the Cooper Street/Pioneer Parkway intersection.					●	\$1,000,000 - \$1,500,000	n/a	TBD		
4	<b>Establish a community-led Public Arts Program to beautify the zone:</b> Create partnerships with local schools, businesses, UTA, and art organizations to establish community-led placemaking strategies.	A	<ul style="list-style-type: none"> <li>• Arlington High School</li> <li>• University of Texas at Arlington</li> <li>• Community Arts Partnership</li> <li>• Local Businesses</li> </ul>				n/a	n/a	Grant Funded	TBD	
4.1	Establish a community-led Public Arts Program to pursue partnerships and identify opportunities and locations for public art. Initial locations may include concrete sidewalk walls along Cooper Street as well as the Neddeman Drive and UTA Boulevard intersection.			●			n/a	n/a			
4.2	Once partnerships have been identified, funding opportunities for arts grants through local and national arts funding organizations can be explored.			●			n/a	n/a			
5	<b>Explore a "Business Innovation District" strategy:</b> Encourage medical uses and partner with UTA to incorporate research and development activities for the area between Cooper Street, Arkansas Lane, and Medlin Road.	M, E, A	<ul style="list-style-type: none"> <li>• University of Texas at Arlington</li> <li>• CoA Office of Strategic Initiatives</li> <li>• CoA Department of Public Works &amp; Transportation</li> <li>• CoA Office of Economic Development</li> <li>• Area Property Owners</li> </ul>					n/a		\$5,175,000 to \$7,225,000	
5.1	Consider creating a coalition of key stakeholders to develop a shared vision for the area. After doing so, pursue further studies for designing a compact, mixed-use district and analysis of industry potential and economic impact.					●	\$175,000 - \$225,000	n/a	City General Fund (for studies)		
5.2	Consider taking a proactive role in redeveloping the area between Cooper Street, Arkansas Lane, and Medlin Road through actions such as land assembly and developer partnerships.					●	\$5-7 Million	n/a	(TIRZ or other sources that may arise)		
5.3	Evaluate the need for environmental remediation in this area, and then, if necessary, pursue resources for developers in Zone 2 through local, state, and federal brownfield funding sources.					●	n/a	n/a	grant funded		
5.4	Improve code compliance by informing property owners when they are not in compliance and connecting them with existing community resources to address compliance issues.			●			n/a	n/a	City in-house Departmental labor		

**Project Types**

**M**  
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Aesthetic  
Improvement



#	Recommendations (Objective & Action Steps)	Project Type M/E/A	Project Partners	Timeline For Initiating Action Step			Cost Estimate (one-time)	Cost Estimate (annually reoccurring)	Potential Funding Sources	Objective Estimate Totals (one-time costs)	Objective Estimate Totals (annually reoccurring)
6	<b>Explore additional housing options:</b> Explore strategies to allow for a range of housing types that align with market and community housing demands.	M	<ul style="list-style-type: none"> <li>• CoA Housing Authority</li> <li>• CoA Office of Strategic Initiatives</li> <li>• Private Developers</li> <li>• CoA Planning &amp; Development Services</li> <li>• CoA Office of Economic Development</li> <li>• Arlington Housing Finance Corporation</li> </ul>				n/a	n/a		\$0	
6.1	Utilize and market the Zone 2's vision and objectives to support redevelopment with a diversity of housing options.						n/a	n/a			
6.2	Encourage developers to pursue TDCHA Housing Tax Credits, commercial financing options, and Arlington Housing Finance Corporation partnerships.						n/a	n/a			
6.3	Monitor existing preliminary development plans at Cooper Street and California to ensure a high quality product that meets the Zone 2's vision is implemented.						n/a	n/a			
7	<b>Objective: Establish a well-connected street grid:</b> Promote a finer-grained, pedestrian friendly, well-connected street grid in the area as redevelopment occurs.	M	<ul style="list-style-type: none"> <li>• Arlington Urban Design Center</li> <li>• CoA Office of Strategic Initiatives</li> <li>• CoA Department of Public Works &amp; Transportation</li> <li>• Development Partners</li> </ul>							\$21,500,000 to \$27,500,000	
7.1	Prioritize street reconfiguration that enhances safety and improves connectivity in future master planning for the Business Innovation District.						\$20-25 Million	TBD for maintenance	TIRZ or Potential Future City Bond Program		
7.2	As redevelopment occurs, work with developers to ensure that sidewalks remain free and clear of signage, utility poles, and other elements.						TBD	n/a	TIRZ, private developers		
7.3	Pursue utility pole consolidation for Zone 2 to remove any unused poles.						n/a	n/a	City in-house Departmental labor for City-owned poles		
7.4	As funding becomes available, consider proactively relocating overhead utilities near Secretary Drive, Mayfield Drive, and High Point Road.						\$1,500,000 - \$2,500,000	n/a	TIRZ, private developers		
7.5	As redevelopment occurs, work with stakeholders to develop a district parking strategy.						n/a	n/a			
7.6	As redevelopment occurs, work with stakeholders to incorporate and implement updated design standards.						n/a	n/a			
7.7	Identify driveways that may be consolidated between Pioneer Parkway to California Lane as part of the Business Innovation District redevelopment.						n/a	n/a			
8	<b>Improve access to work for day laborers in the corridor:</b> Develop a Day Laborer program to provide formal mechanisms for individuals to find work.	E,A	<ul style="list-style-type: none"> <li>• Texas Workforce Commission</li> <li>• CoA Office of Strategic Initiatives</li> </ul>					n/a		\$700,000 to \$1,050,000	
8.1	In partnership with Texas Workforce Commission (TWC), identify a partner to create and market a virtual job board for day laborers.						\$200,000 - \$300,000	n/a	CDBG, grant funding		
8.2	Consider creating a non-profit run Day Labor Center.						\$500,000 - \$750,000	n/a	CDBG for seed funding (not operating costs)		

**Project Types**

**M**  
Mobility  
Enhancement

**E**  
Economic  
Development

**A**  
Aesthetic  
Improvement

#	Recommendations (Objective & Action Steps)	Project Type M/E/A	Project Partners	Timeline For Initiating Action Step			Cost Estimate (one-time)	Cost Estimate (annually reoccurring)	Potential Funding Sources	Objective Estimate Totals (one-time costs)	Objective Estimate Totals (annually reoccurring)
9	<b>Reinforce the Parks Mall at Arlington as a regional destination:</b> Consider policies that allow the Parks Mall to adapt and improve over time despite shifting retail trends and tenant transition.	M,E,A	<ul style="list-style-type: none"> <li>Local Businesses</li> <li>The Parks Mall at Arlington</li> <li>CoA Office of Economic Development</li> <li>CoA Office of Strategic Initiatives</li> <li>CoA Planning &amp; Development Services</li> </ul>					n/a		\$75,000 to \$125,000	
9.1	Explore policies that guide future uses within the area as tenants transition over time, such as a zoning overlay district.			●				\$75,000 - \$125,000	n/a	City General Fund (for creation of overlay district)	
9.2	Encourage area property owners to form a Business Improvement District (BID) to create a mechanism for area aesthetic improvement and maintenance.				●			n/a	n/a		
9.3	Adjust design standards to require building orientation closer to the street along Cooper Street and to place emphasis on better pedestrian and retail experiences (See Objective 17).				●			see 17	n/a		
10	<b>Improve pedestrian connectivity between area developments and storefronts:</b> Support additional pedestrian connections between shops, businesses, and amenities throughout the zone.	M,E,A	<ul style="list-style-type: none"> <li>Local Businesses</li> <li>The Parks Mall at Arlington</li> <li>CoA Office of Strategic Initiatives</li> <li>CoA Planning &amp; Development Services</li> </ul>						n/a	\$2,000,000 to \$3,000,000	
10.1	As the mall area redevelops, encourage increased walkability by requiring connectivity from Cooper Street to key activity centers within the mall grounds and between storefronts.				●			n/a	n/a	privately funded	
10.2	Work with the Parks Mall at Arlington to install additional electric vehicle charging stations on the mall's property.				●			n/a	n/a	privately funded	
10.3	Pursue utility pole consolidation for Zone 3 to remove any unused poles.			●				n/a	n/a	City in-house Departmental labor for City-owned poles	
10.4	As funds become available or when new development occurs, relocate overhead electrical utilities in financial cooperation with future developers from Arbrook Boulevard to Pleasant Ridge and from I-20 to Bardin.					●		\$2-3 Million	n/a	City general fund, private developers, BID if created	
11	<b>Improve pedestrian safety around the IH-20 and Cooper Street interchange.</b> Work with TxDOT to ensure safe and effective pedestrian facilities across IH-20.	M	<ul style="list-style-type: none"> <li>TxDOT</li> <li>CoA Department of Public Works &amp; Transportation</li> <li>CoA Office of Strategic Initiatives</li> </ul>						n/a	\$1,000,000 to \$2,000,000	
11.1	Work with TxDOT on the Cooper Street and IH-20 interchange redesign planned to occur within the next five to ten years and encourage improvements in pedestrian safety and visibility, traffic flow, and congestion.				●			n/a	n/a	TxDOT funding	
11.2	Work with TxDOT to ensure visual and design enhancements to the Cooper Street bridge over IH-20 are incorporated into their construction plans, for consistency with other bridges in the area.				●			\$1-2 Million	n/a	NCTCOG Transportation Funding	



#	Recommendations (Objective & Action Steps)	Project Type M/E/A	Project Partners	Timeline For Initiating Action Step			Cost Estimate (one-time)	Cost Estimate (annually reoccurring)	Potential Funding Sources	Objective Estimate Totals (one-time costs)	Objective Estimate Totals (annually reoccurring)
12	<b>Develop a strategy for taking advantage of the potential increase in e-commerce related uses in the area:</b> Take proactive steps to prepare the area for digital transformation in retail.	E	<ul style="list-style-type: none"> <li>CoA Office of Strategic Initiatives</li> <li>CoA Office of Economic Development</li> <li>CoA Planning &amp; Development Services</li> <li>Local Businesses</li> <li>Parks Mall at Arlington</li> </ul>				n/a	n/a	covered by zoning overlay in 9.1	\$0	
12.1	Explore creation of a zoning overlay district to encourage retail uses that generate local sales tax.			●			Refer to Objective 9.1	n/a			
12.2	Consider discouraging non-retail or commercial uses that would detract from the shopping and entertainment priorities of Zone 3 through mechanisms such as zoning a overlay.			●			n/a	n/a			
13	<b>Encourage green infrastructure development to decrease impervious cover:</b> Consider zoning and fee incentives for developers who pursue building density, green spaces, pervious surfaces, and off-site water retention.	A	<ul style="list-style-type: none"> <li>CoA Planning &amp; Development Services</li> <li>CoA Stormwater Management</li> </ul>				n/a	n/a		\$0	
13.1	Consider offering a range of development incentives (expedited permitting, decreased fees, zoning adjustments) to developers who plan to use green infrastructure.			●			n/a	n/a			
13.2	As redevelopment occurs and additional design standards are developed (See Objective 17), encourage the reduction of impervious cover and materials (majority of Zone 3, SE of California & Cooper, SW of Arkansas & Cooper, NW of Pioneer & Cooper, SE of Cooper & Mitchell, SW of Cooper & Abram).				●		n/a	n/a			
14	<b>Seek drainage improvements for Johnson Creek:</b> Improve stormwater management and ensure new development has minimal impact on downstream areas.	E,A	<ul style="list-style-type: none"> <li>CoA Department of Public Works &amp; Transportation</li> <li>CoA Stormwater Management</li> <li>CoA Planning &amp; Development Services</li> <li>CoA Department of Parks &amp; Recreation</li> </ul>							TBD	\$4,000,000 to \$5,000,000 annually
14.1	As development occurs, continue to implement recommendations in the Johnson Creek Watershed Study and consider updated floodplain mapping from the Johnson Creek Watershed Study.			●			n/a	Average of \$4-5 Million per year	Included in Stormwater annual capital budget or stormwater bond		
14.2	Continue creek flow management strategies that defend against flooding.			●			TBD based on specific interventions used	n/a			
15	<b>Serve the South Cooper Street Corridor area with increased connections to hike and bike facilities:</b> Implement projects from the 2011 Hike & Bike Trail System Master Plan that fall within the study area.	MA	<ul style="list-style-type: none"> <li>CoA Department of Public Works &amp; Transportation</li> <li>CoA Planning &amp; Development Services</li> <li>CoA Office of Strategic Initiatives</li> <li>CoA Department of Parks &amp; Recreation</li> </ul>				n/a	n/a		\$500,000 to \$750,000	
15.1	Continue to implement corridor-related recommendations in the adopted 2011 Hike & Bike Master Plan.			●			n/a	n/a	Potential Future City Bond Program		
15.2	Ensure recommended facilities provide connectivity to destinations adjacent to Cooper Street, including City parks, schools, and neighborhoods.				●		n/a	n/a			
15.3	Consider adding a package of bicycle and pedestrian facility improvements to the City's next bond program.			●			\$500,000 - \$750,000	n/a	Potential Future City Bond Program		

#	Recommendations (Objective & Action Steps)	Project Type M/E/A	Project Partners	Timeline For Initiating Action Step			Cost Estimate (one-time)	Cost Estimate (annually reoccurring)	Potential Funding Sources	Objective Estimate Totals (one-time costs)	Objective Estimate Totals (annually reoccurring)
16	<b>Establish Cooper Street as Arlington's innovative mobility corridor:</b> Improve mobility for residents, businesses, and shoppers by optimizing traffic movement and introducing emerging traffic and mobility solutions.	M	<ul style="list-style-type: none"> <li>CoA Department of Public Works &amp; Transportation</li> <li>CoA Planning &amp; Development Services</li> <li>CoA Office of Strategic Initiatives</li> <li>NCTCOG</li> <li>TxDOT</li> </ul>						\$0	\$500,000 annually	
16.1	Reduce congestion and improve queuing and gateway areas through Vehicle to Infrastructure (V2I), smart traffic signals, and other improvements to optimize traffic movement within and through each zone.			●			n/a	\$500,000 annually	Potential Future City Bond Program, Grant Funding		
16.2	Work toward the transportation vision established for the South Cooper Street corridor in the 2017 Connect Arlington Transportation Advisory Committee Report.				●		n/a	n/a			
17	<b>Develop design, aesthetic, and visual enhancements for the corridor:</b> Develop a cohesive and comprehensive set of design standards for both the public and private realm for each zone within the corridor.	E,A	<ul style="list-style-type: none"> <li>CoA Office of Strategic Initiatives</li> <li>CoA Planning &amp; Development Services</li> <li>University of Texas at Arlington</li> <li>Community Arts Partnership</li> <li>CoA Department of Public Works &amp; Transportation</li> <li>TxDOT</li> <li>Local Businesses</li> </ul>				\$200,000 - \$250,000	n/a	City General Fund (for all 3 actions)	\$200,000 to \$250,000	
17.1	Develop a branding and identity strategy for the corridor and each zone, which could include elements such as: logo ideas, color palette, and example applications. The branding strategy for each zone will then inform the public realm aesthetic interventions and private realm guidance in the near- and long-term.			●				n/a			
17.2	Develop a public realm toolkit that will identify scalable beautification treatments and interventions based on environmental constraints through the corridor. This will include recommended precedents for landscaping treatments, lighting, sidewalk standards, etc.				●			n/a			
17.3	Develop a private realm toolkit that will provide guidance for developers on aesthetic and beautification strategies specific to each zone. These standards should focus on new development and large-scale redevelopment projects.				●			n/a			

**Project Types**

**M**  
Mobility  
Enhancement

**E**  
Economic  
Development

**A**  
Aesthetic  
Improvement



## Looking Ahead

The South Cooper Street Corridor Strategy includes a robust list of 53 specific action steps to implement the 17 corridor objectives. These action steps break down the objectives into achievable tasks, and recommended time frames, partners, cost estimates, and potential funding sources are identified for each action. Implementation of a Strategy of this scale will be accomplished incrementally over the years through the collective effort of the City, residents, business owners, and other partners. This Strategy establishes a long-term vision for the corridor and provides an impetus to begin substantive change on Cooper Street, as well as sustain positive change for many years to come.



## Acronyms

---

**BID** Business Improvement District

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**BRT** Bus Rapid Transit

---

**CDBG** Community Development Block Grant

---

**CDC** Community Development Corporation

---

**ITS** Intelligent Transportation System

---

**LQ** Location Quotient

---

**MSA** Metropolitan Statistical Area

---

**NCTOG** North Central Texas Council of Governments

---

**ROW** Right of Way

---

**TDP** Thoroughfare Development Plan

---

**TIRZ** Tax Increment Reinvestment Zone

---

**TWA** Texas Workforce Commission

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**TxDOT** Texas Department of Transportation

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**USDOT** United States Department of Transportation

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**UTA** University of Texas Arlington

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**V2I** Vehicle to Infrastructure

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## South Cooper Street Corridor Strategy

Prepared For:

**The City of Arlington**

Adoption Date:

**May 2021**

# SOUTH COOPER STREET CORRIDOR STRATEGY

Appendix 1 - Existing Conditions



# Existing Conditions

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**Market Conditions**

**Land Use & Zoning**

**Mobility & Safety**

**Quality of Life & Accessibility**

---

# Corridor Study Area

**North Boundary**  
UTA Boulevard

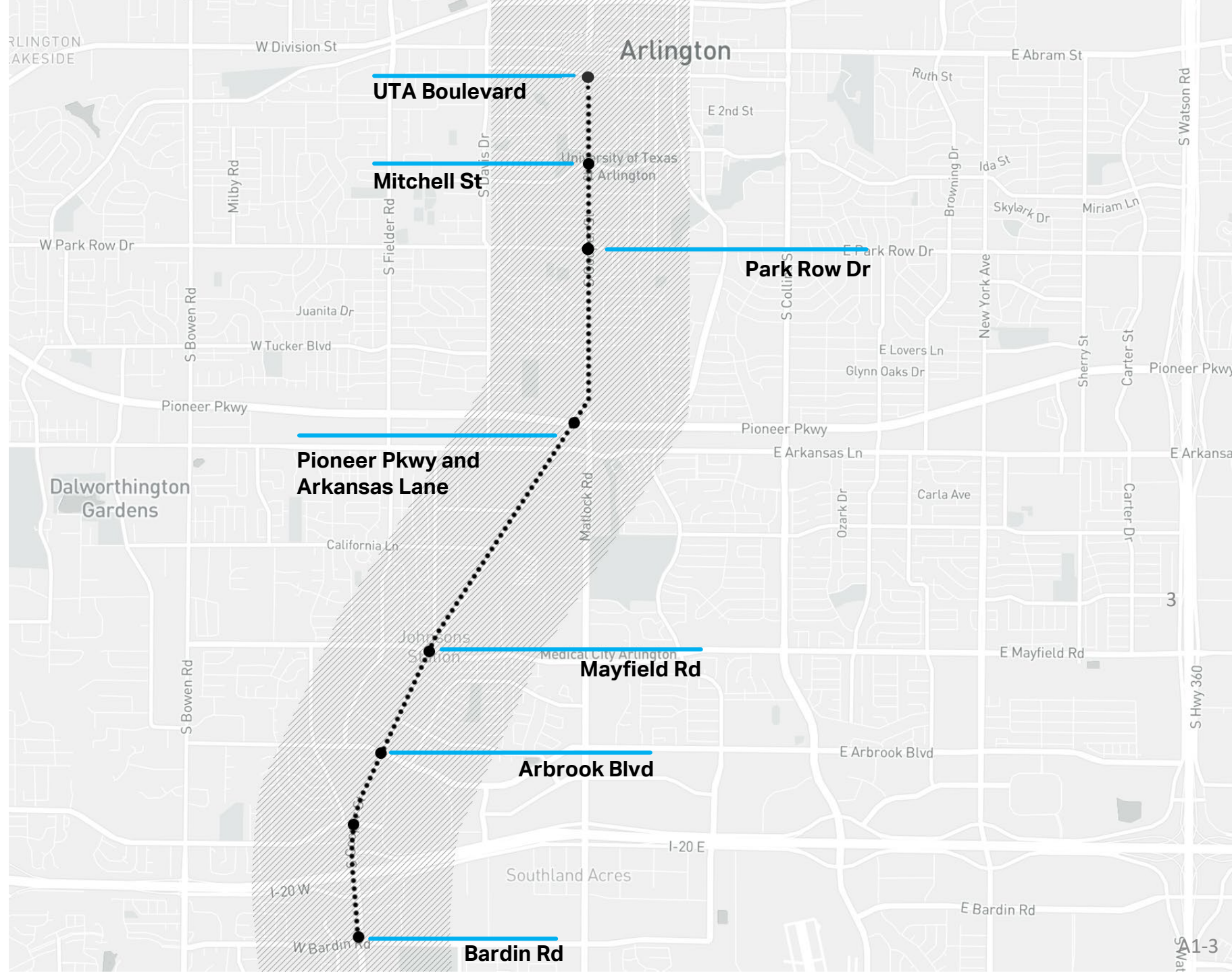
**South Boundary**  
Bardin Road

**Notable Intersections**

Mitchell Street  
Park Row Dr  
Pioneer Parkway and Arkansas Ln  
Mayfield Road  
Arbrook Boulevard

 **Denotes 1/2 Buffer**

Source: AECOM, 2020





The image shows the exterior of The Parks Mall at Arlington during the "blue hour" of dusk. The building features a prominent entrance with a large glass and metal canopy. The name "THE PARKS MALL AT ARLINGTON" is displayed in large, illuminated, gold-colored letters above the entrance. The sky is a deep, dark blue, and the building's lights are beginning to glow. In the foreground, there are several large, brown planters with green shrubs and flowers, and a few trees. A fire hydrant is visible on the left side of the frame.

**THE PARKS MALL  
AT ARLINGTON**

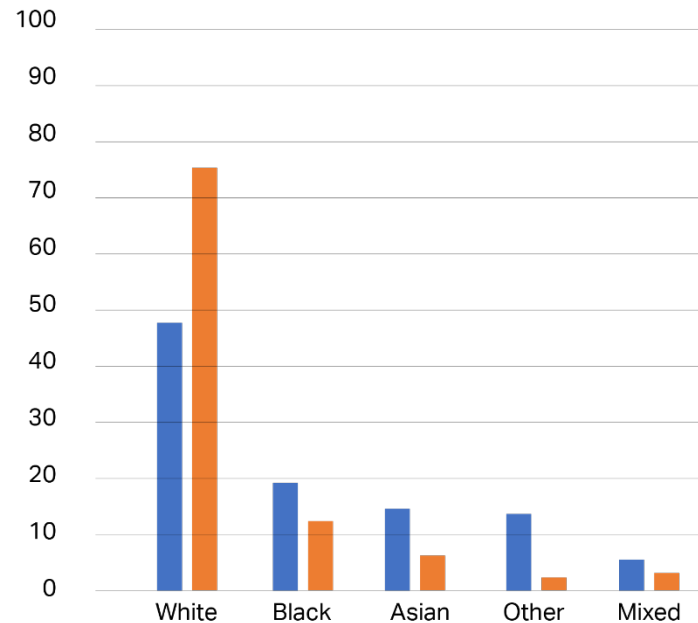
**MARKET CONDITIONS**

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# Corridor Demographics

## RACE

- Within ½ Mile Buffer (English and Spanish are primary spoken languages. Very diverse community)
- Arlington - Citywide (Language other than English spoken at home, percent of persons age 5+ years: 21.5%)



Source: ESRI Business Analyst, 2020

	Within ½ Mile Buffer	Arlington - Citywide
<b>INCOME</b>		
Median Household Income 	\$38,000	\$59,000
Median Home Value 	\$167,000	\$185,000
Per Capita Income 	\$22,000	\$29,000
Percentage of Population Below Poverty Income Level 	27%	12%
<b>POPULATION</b>		
Total Population 	25,000	393,000
Total Households 	10,000	142,000
Median Age 	28	34



# Corridor Employment

## Observation on Jobs Increases

The largest annual percentage increase in the number of corridor jobs occurred as the country emerged from the recession between 2011 and 2012 (10.9%) with ~720 jobs added in the retail trade sector.

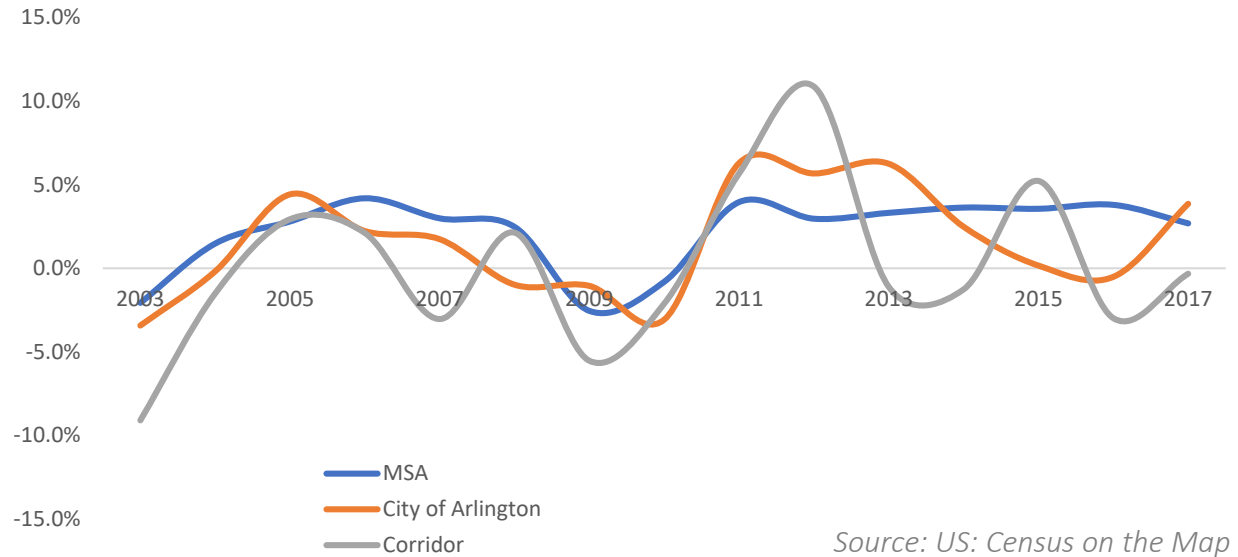
## Corridor Share of Citywide Jobs has Decreased since 2002

As of 2017, the Cooper Street Corridor housed ~18,200 private jobs, the same number it did in 2002. This has resulted in the corridor losing as a share of city-wide employment, going from 15.7% in 2002 to 12.5% in 2017.

## Concentration of Retail Jobs within Corridor

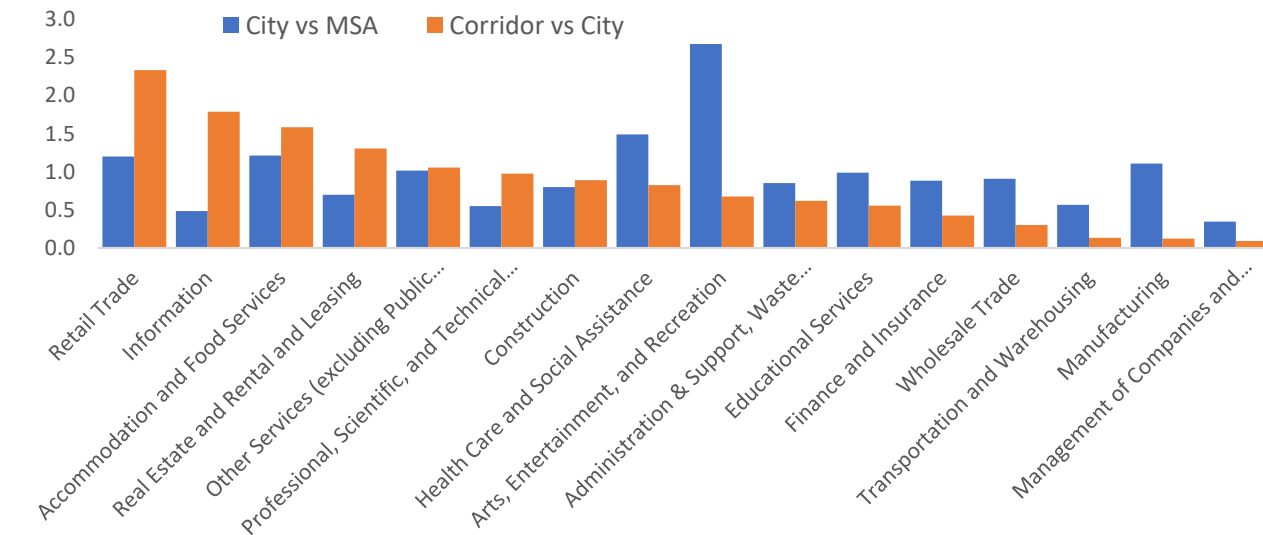
Retail trade (~35% share) and accommodation & food services (~20% share) comprise a majority of the jobs within the corridor. Additionally, retail trade has the highest LQ of any industry within the corridor at a 2.3, up from a 1.9 in 2002.

## Percentage Annual Change in Total Employment



Source: US: Census on the Map

## 2017 Location Employment LQ (Location Quotient)

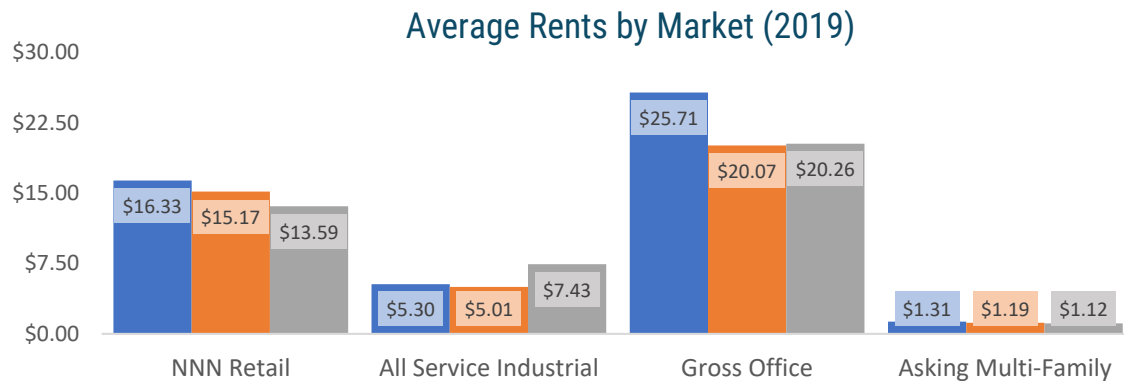


Source: U.S - Census on the Map

# MSA / Citywide / Corridor / Real Estate Conditions

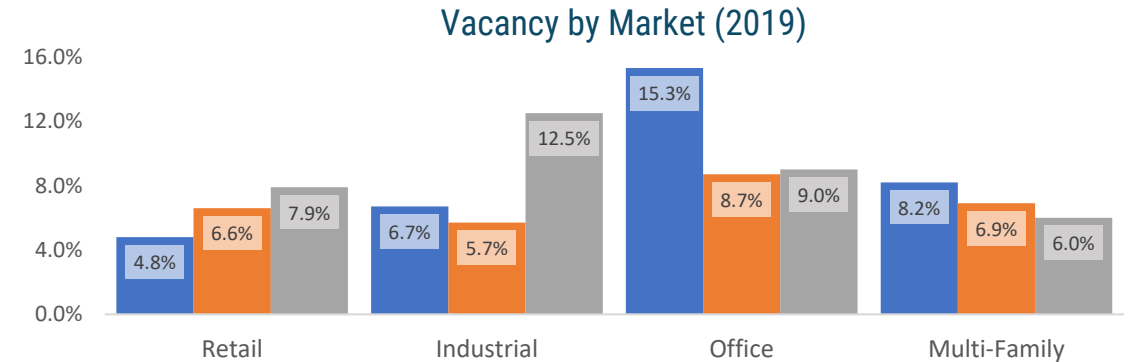
While industrial rents within the corridor are outpacing industrial rents within the DFW Metro Statistical Area (MSA); **corridor retail, office and multi-family rents all fall below 2019 MSA averages.**

Retail rents have remained largely **unchanged since 2010.**



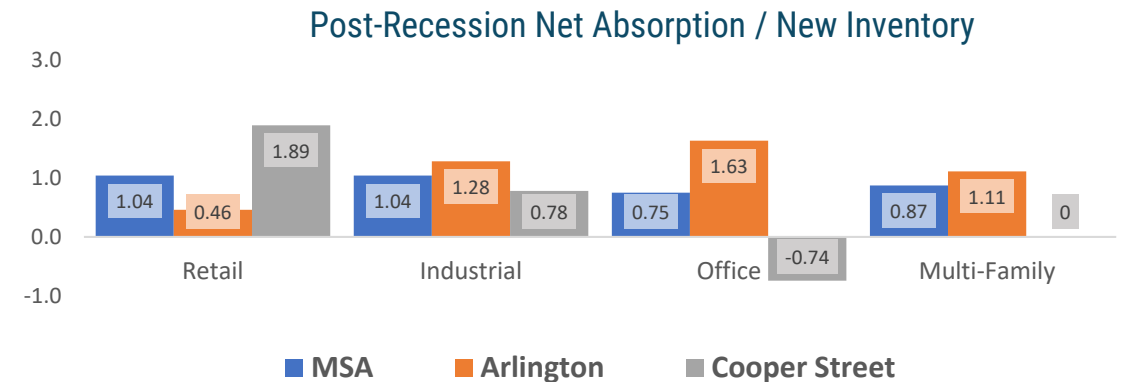
Source: CoStar, 2020

Corridor-wide retail and industrial vacancy rates are higher than DFW MSA averages, but corridor office and multi-family vacancy rates fall below DFW MSA averages.



Source: CoStar, 2020

1.89x more retail real estate was absorbed than delivered within the corridor since the end of the recession **while no new multi-family or office inventory was added** over the same period.



Source: CoStar, 2020



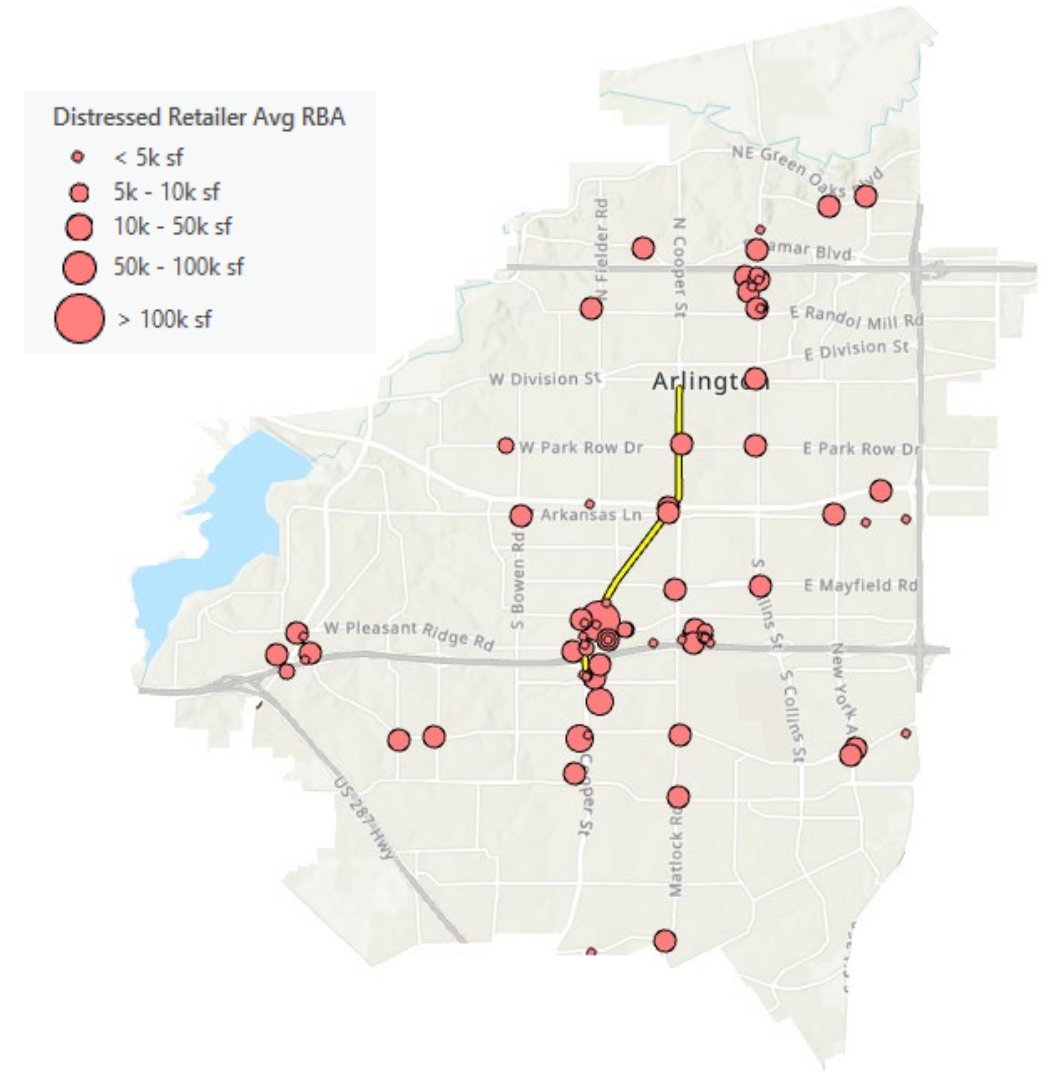
# Retail in Transition

Within the City of Arlington, ~1.3 million SF of retail is considered to be 'in transition', with 75% of the 1.3MM transition inventory located within national chains that have announced store closures.

~17% of the 1.3MM sf of transtion inventory is located within national chains that are at the risk of bankruptcy.

Contextually, City of Arlington houses ~24 million sf of retail so ~6% of total inventory is considered to be 'in transition' at this time.

**48% of retail in transition within the City of Arlington is located within the Corridor.** Concentrated cluster of 'retail in transition' at southern end of Cooper Street Corridor – proximate to super regional shopping center



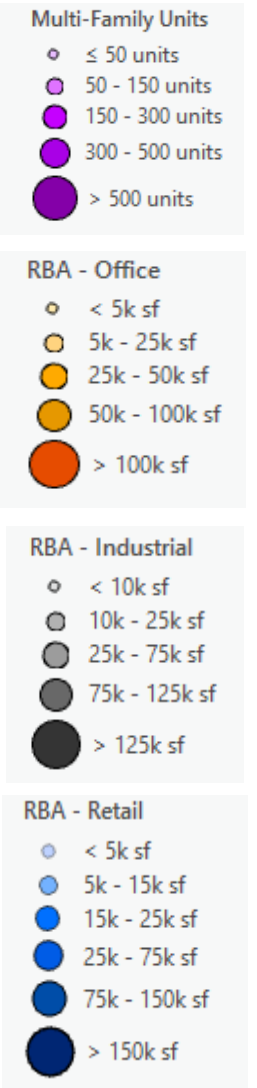
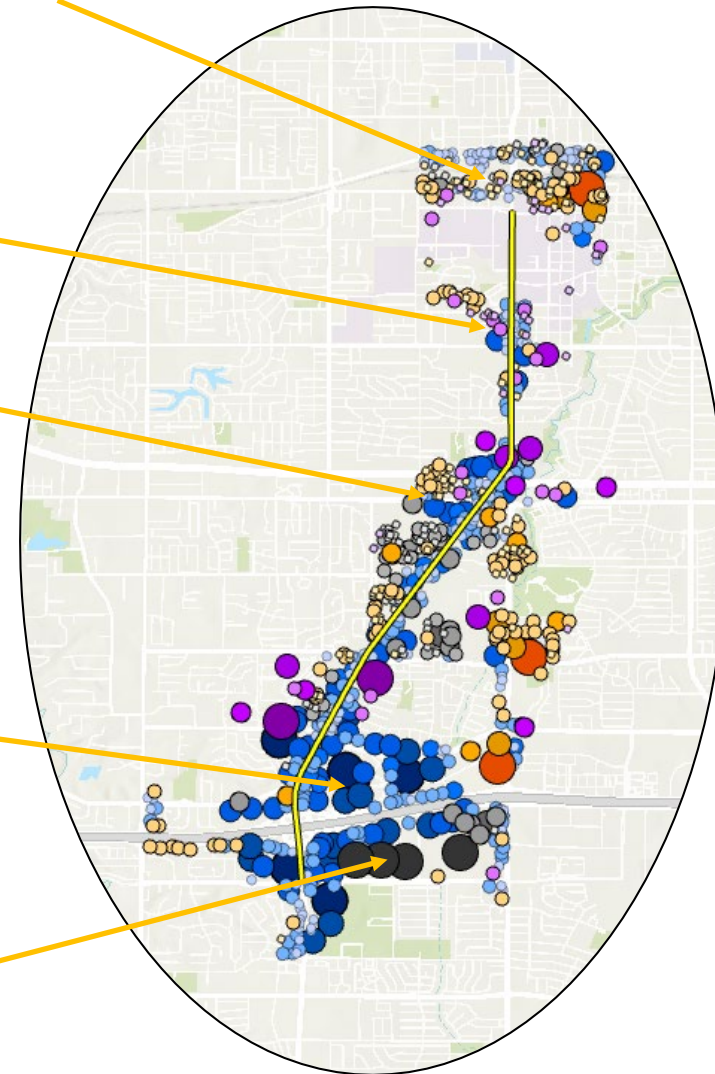
# Real Estate Overview – Cooper Street Corridor

- Traditional urban retail uses.
- Freestanding retail servicing the university
- Rents average \$16 to \$19 per Square Foot

- Low-density industrial properties, primarily built in 1980s
- Mostly auto-related uses
- Rents have increased since the end of recession and are currently between \$6 to \$7.50 per square foot; typical building averages 13,000 square foot

- Dense retail destination just off I-20 anchored by the Parks Mall (rents \$24-\$28 per square foot)
- Retail in this area performing well

- Distribution & warehouse buildings built since 2016
- Rents range from \$4 to \$5.50 per square foot.



Source: AECOM, 2020



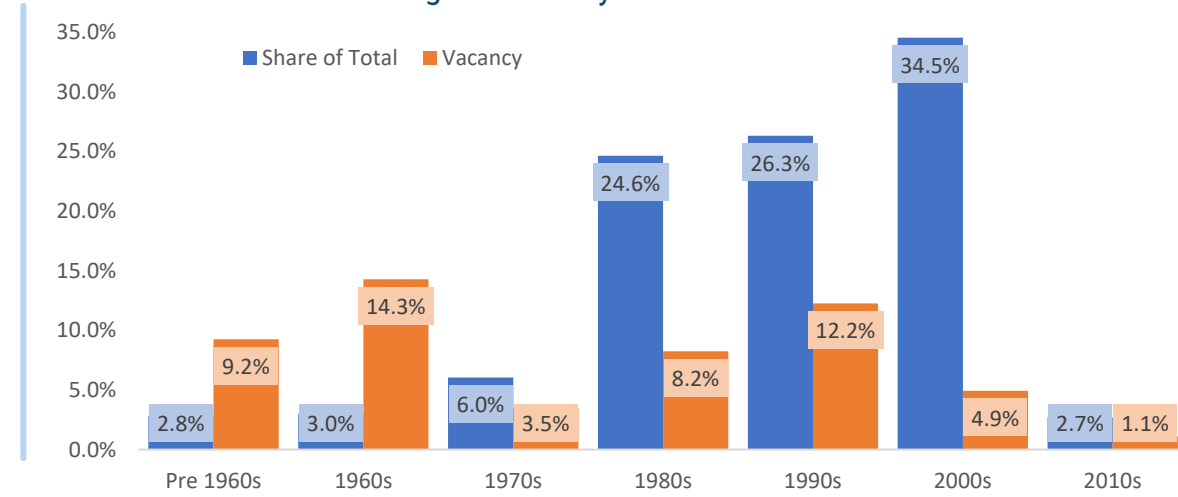
# Inventory by Decade of Construction

While the highest vacancy rate is in the block of retail space delivered in the 60s, the largest vacancy (in terms of absolute sf) is in the block of retail delivered in the 1990s as more than a quarter of retail was delivered in this period.

Largest vacancy is in the block of industrial delivered in the 2010s (roughly 400k sf vacant), primarily due to three large buildings delivered since 2016 built on spec.

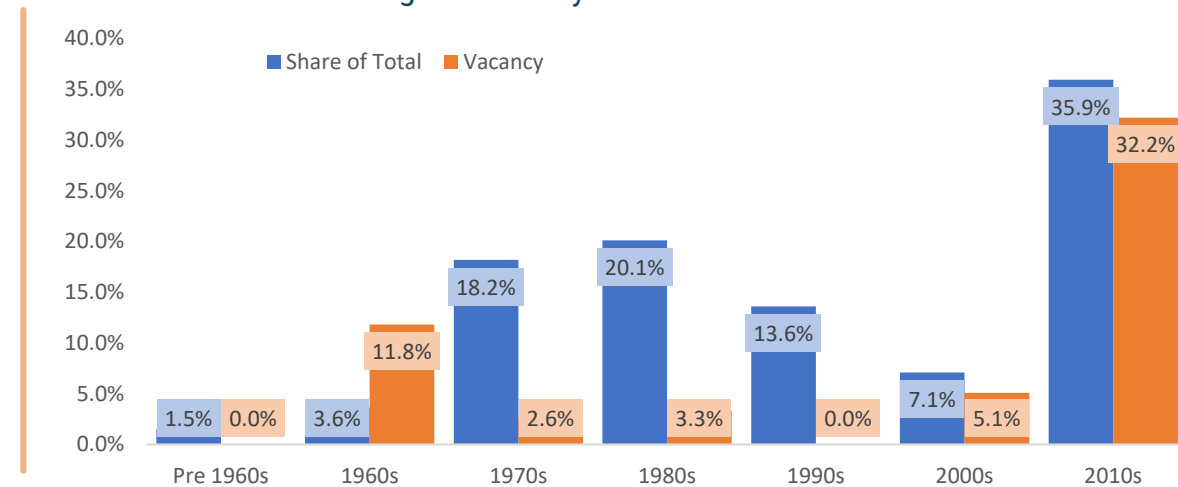
New construction leasing at a discount, but new buildings substantially larger than corridor average (400k vs. 15k sf), a likely factor in lower rents per sf.

Age & Vacancy of Corridor Retail



Source: CoStar, 2020

Age & Vacancy of Corridor Industrial



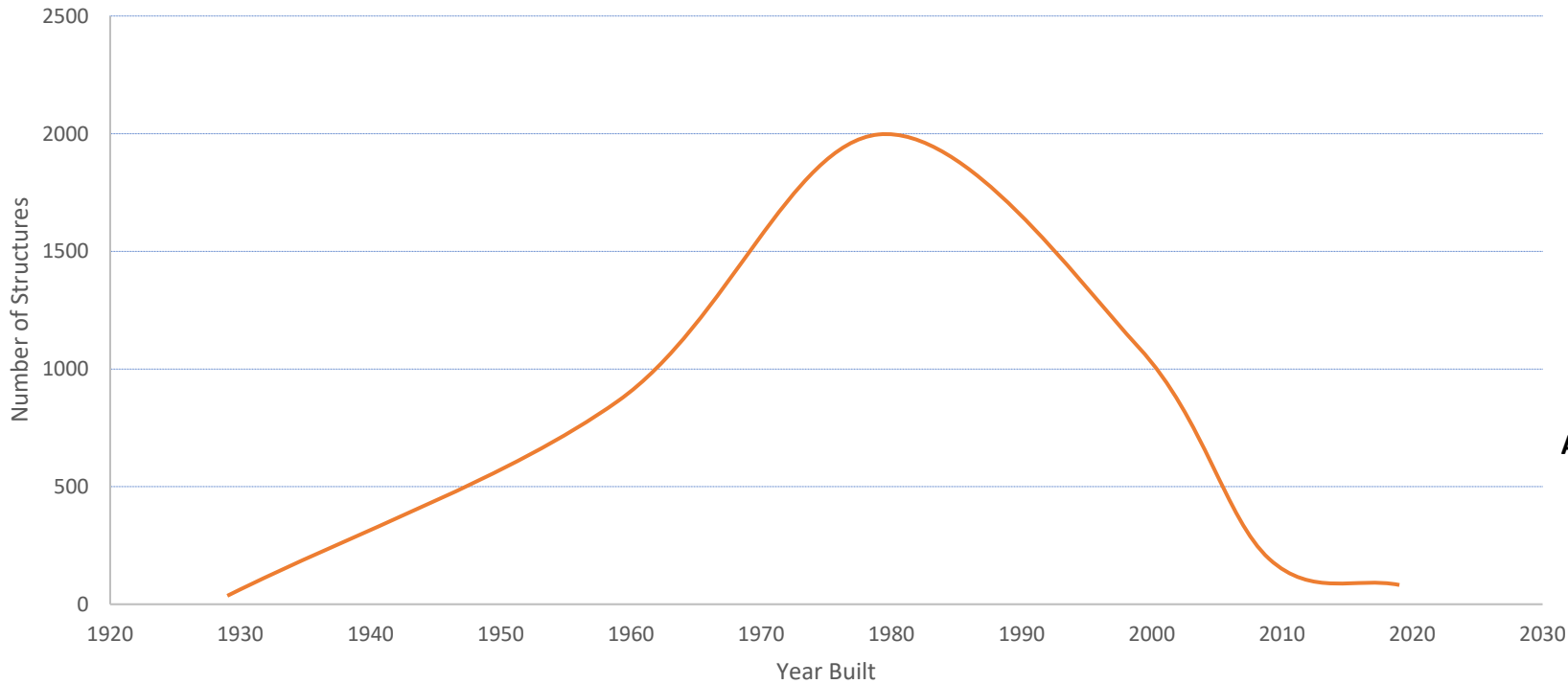
Source: CoStar, 2020

# Structure Year Built

## Structure Year Built (Tarrant Appraisal District, 2019)

Parcels without structures report a "Year Built" value of 0  
8 structures have a built year that is unknown.

### Number of Structures Built by Year



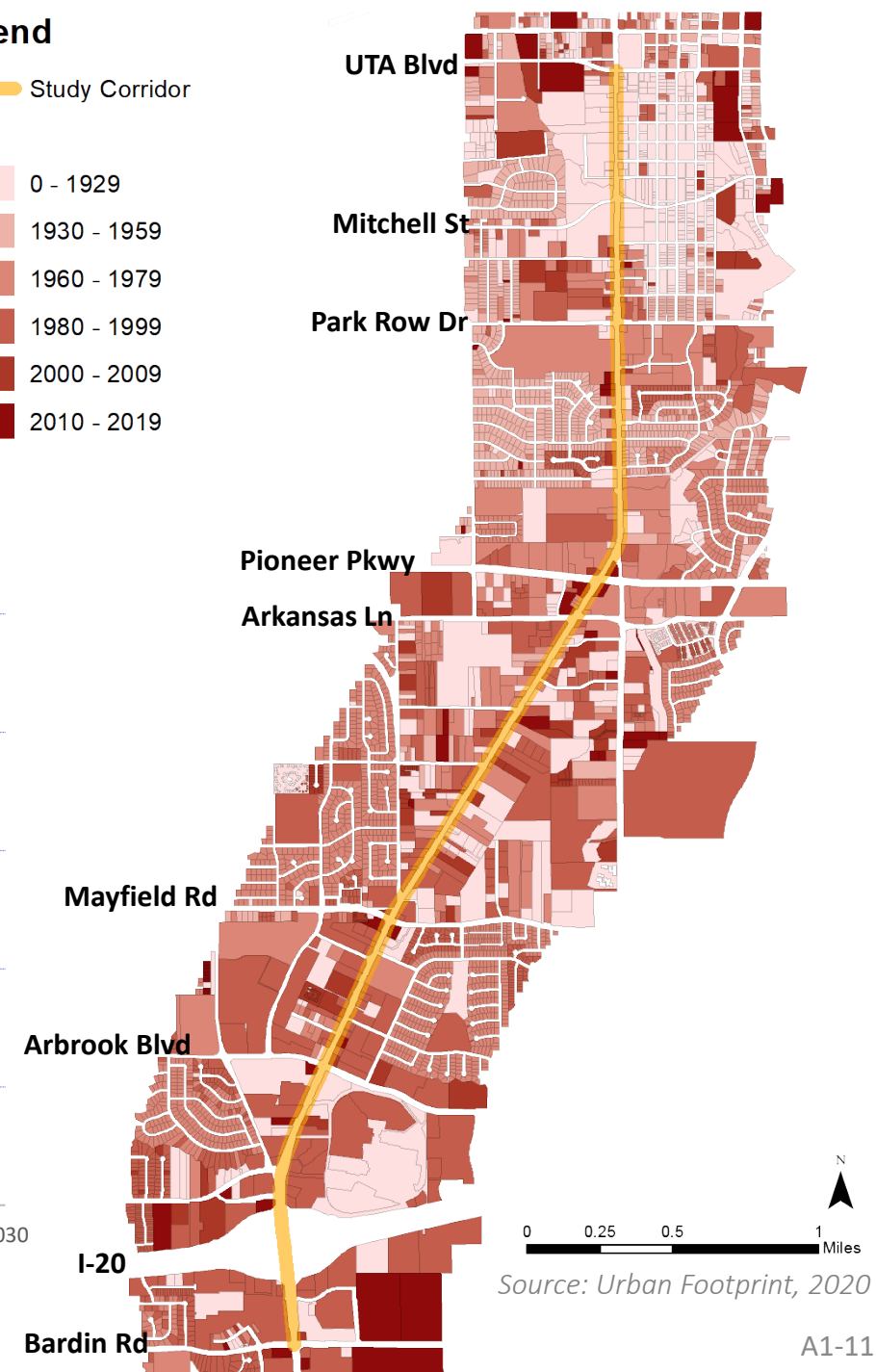
Source: U.S Census, 2020

## Legend

Study Corridor

## Age

- 0 - 1929
- 1930 - 1959
- 1960 - 1979
- 1980 - 1999
- 2000 - 2009
- 2010 - 2019



Source: Urban Footprint, 2020



# Local Market Condition Highlights

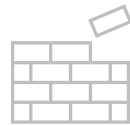


Pre-COVID



▼ **3.5%**

Corridor **share of citywide jobs has decreased** since 2002 from 15.7% to 12.5%.



**40 - 50**

Most common **age of structures** in the corridor.



**48%**

of **retail in transition** within the City of Arlington is located within the Corridor.



**35%**

of all jobs within corridor are **retail jobs**.



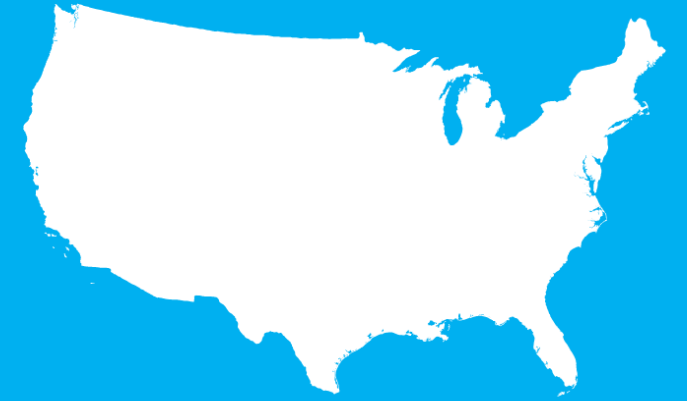
**20%**

of all jobs within corridor are **accommodations / food service jobs**.



**Industrial rents** within the corridor **outpace** DFW Metro Statistical Area; however, corridor **retail, office and multi-family rents** all fall **below** 2019 MSA averages. Retail rents have remained largely unchanged since 2010.

# National Market Condition Trends



## COVID Impacts



Rise in **online retail** amidst declines in **brick & mortar sales.**



Short term trends favoring **suburban and rural housing options.**



Increased preference for **remote working** and interest in homes designed with **office space.**



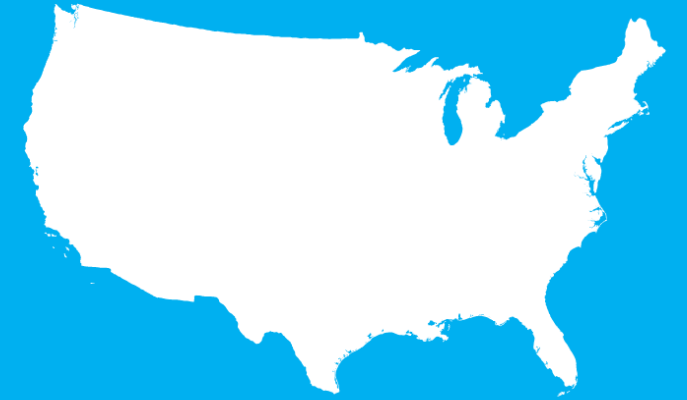
Slowing **real estate investment**, but stable values and increasing concessions and lead times to lure tenants.



Reinforced **structural disadvantages** for communities of color, including **transit, health, and internet access.**



# National Market Condition Trends



COVID Impacts continued...



Higher education struggling with **foreign travel restrictions** and resistance towards **on-line instruction** for full price.



**Consumer saving** increases throughout 2020 to prepare for worst case scenario.



Growth in **domestic manufacturing sector** but COVID has exposed weaknesses.



Varying ability for populations **to work from home** influenced by mobility, density, & cost of living.

# Local Market Condition Highlights



## COVID Impacts



Retail demand returning for small (1,200-2,400) spaces geared towards **fast-casual pickup & delivery.**



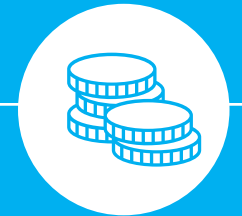
**UT Arlington** resuming on campus instruction will **increase activity** in the corridor.



**Less restrictive measures** in Arlington make Cooper St more attractive to **local restaurants.**



Parks Mall has **fared well** but **decreased holiday shopping** could cause pressure.



Landlords are **providing concessions** like discounted or free rent through 2020 to keep tenants afloat.



# Retail

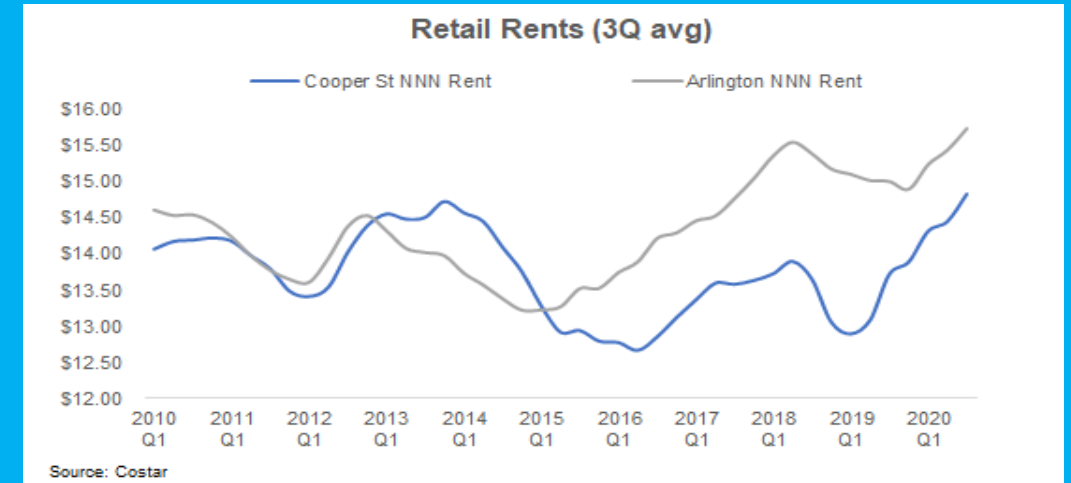
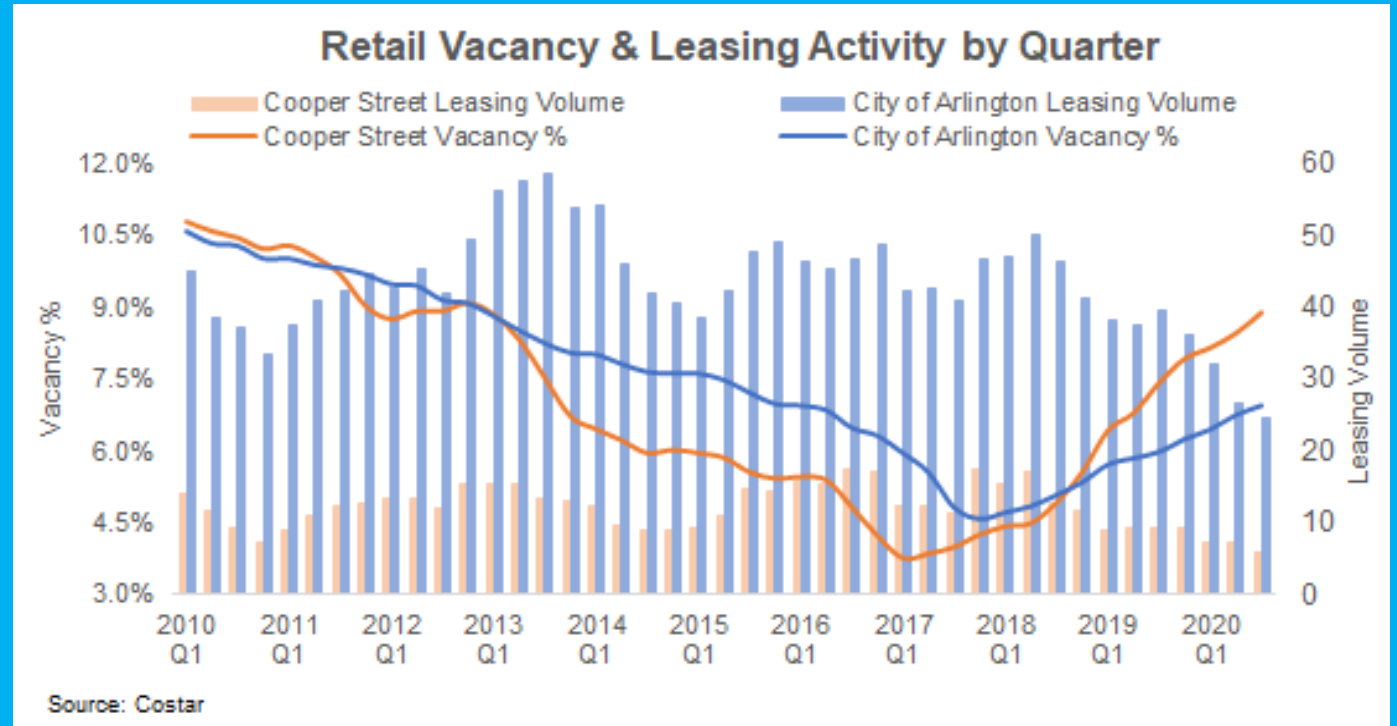
## COVID Impacts

As it relates to Arlington, and specifically to the Cooper Street Corridor. Costar data suggests that retail continues to struggle – a trend not too dissimilar to the pre-COVID landscape.

To this point, leasing volume continues to decrease each quarter, reaching decade lows in Q2 of 2020 at 27 citywide retail deals - 7 of which were within proximity of Cooper Street.

To further this point, the share of city-wide retail leasing that has happened within proximity of Cooper Street is well off its high of a 37% share in 2016 and 2017. Today, only 23% of City of Arlington leasing occurring within proximity of the Cooper Street corridor.

The data reflects that the COVID-19 environment has only facilitated long-term trends in the retail market with leasing volume decreasing since 2018 and vacancy continuing to creep up along the corridor to where it is today at 50% above the city-rate.



Retail rents have continued to tick upwards after a brief pullback in Q1 2020 along Cooper Street.

Source: CoStar, 2020

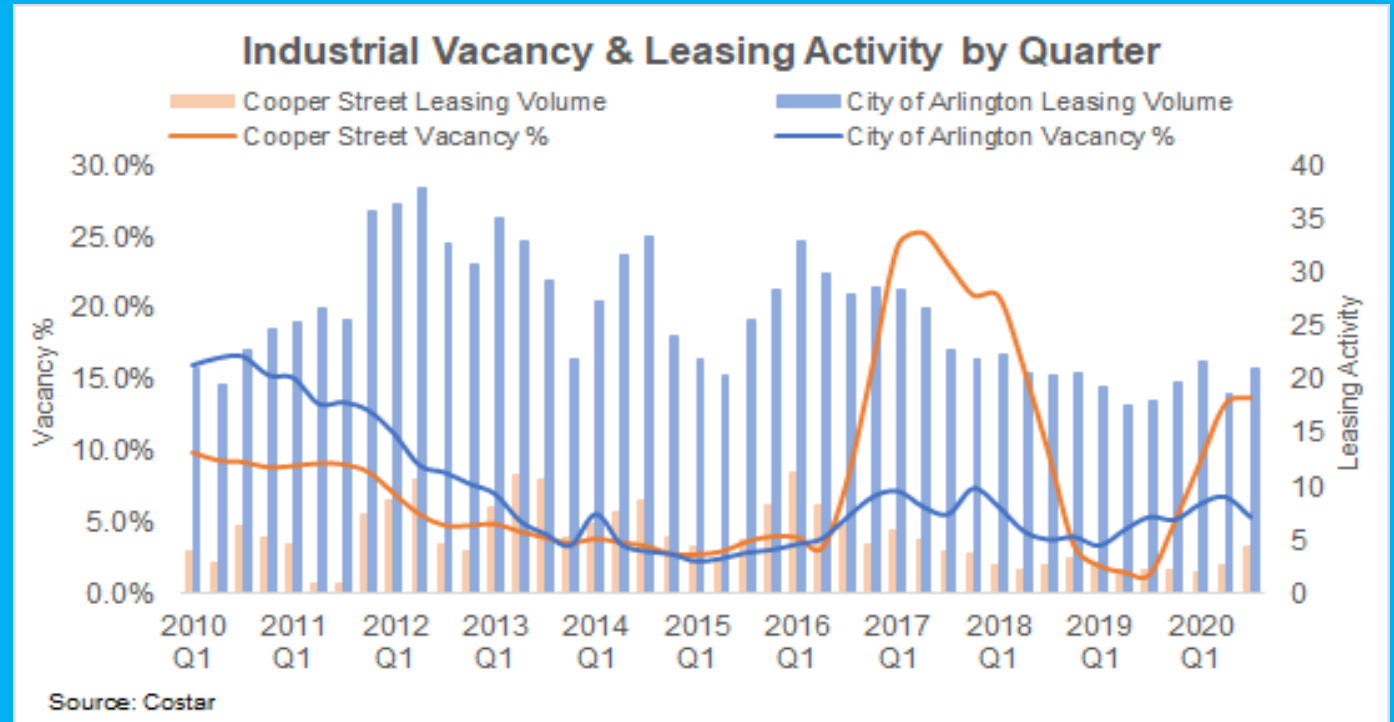
# Industrial

## COVID Impacts

Where retail has struggled, industrial has benefited. This is apparent within the e-commerce space and the increasing demand for small-scale warehouses and last mile distribution throughout the nation and its many metropolitan areas. This of course has come at the expense of traditional brick & mortar retail.

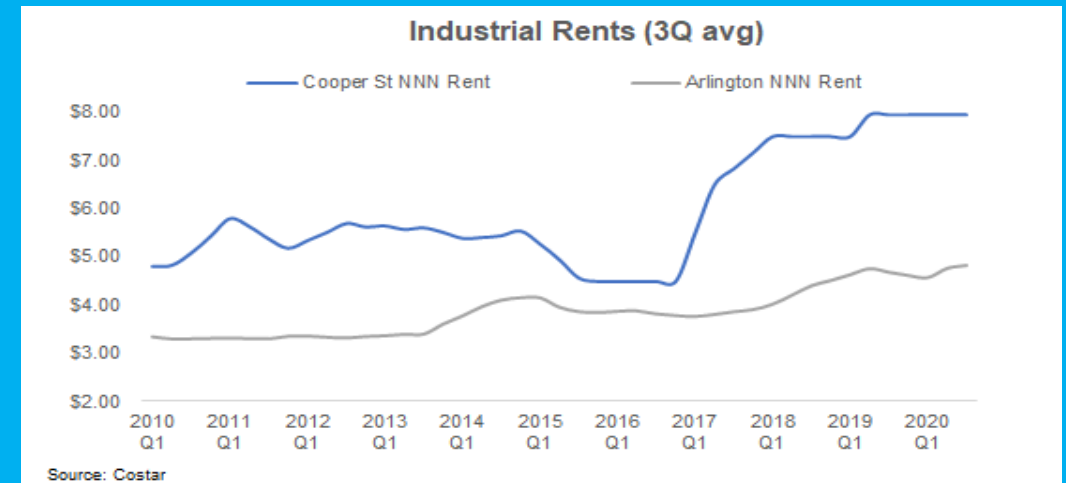
Demand for industrial space is continuing to increase as manufacturing begins to be back on-shored and a reliance on foreign manufacturing decreases.

As it relates to Arlington, and specifically to the Cooper Street Corridor. Costar data speaks to small upticks in industrial leasing activity in the midst of the pandemic and in-tune with national trends. As of the 3<sup>rd</sup> quarter in 2020, the share of city-wide industrial leasing activity has pulled back to the long-term average and off its lows throughout 2018 and 2019.



Industrial rents have remained unchanged.

Source: CoStar, 2020





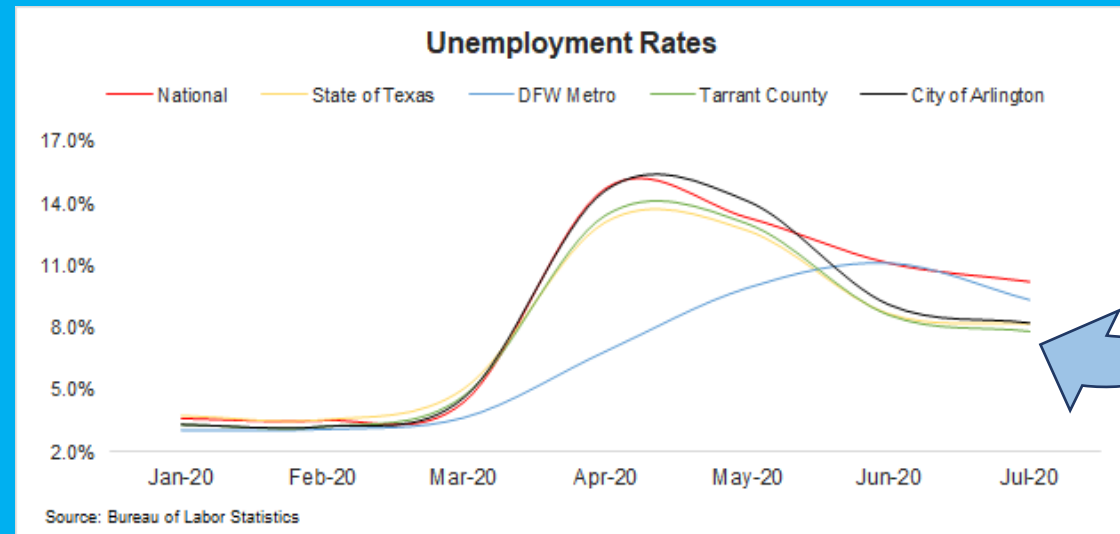
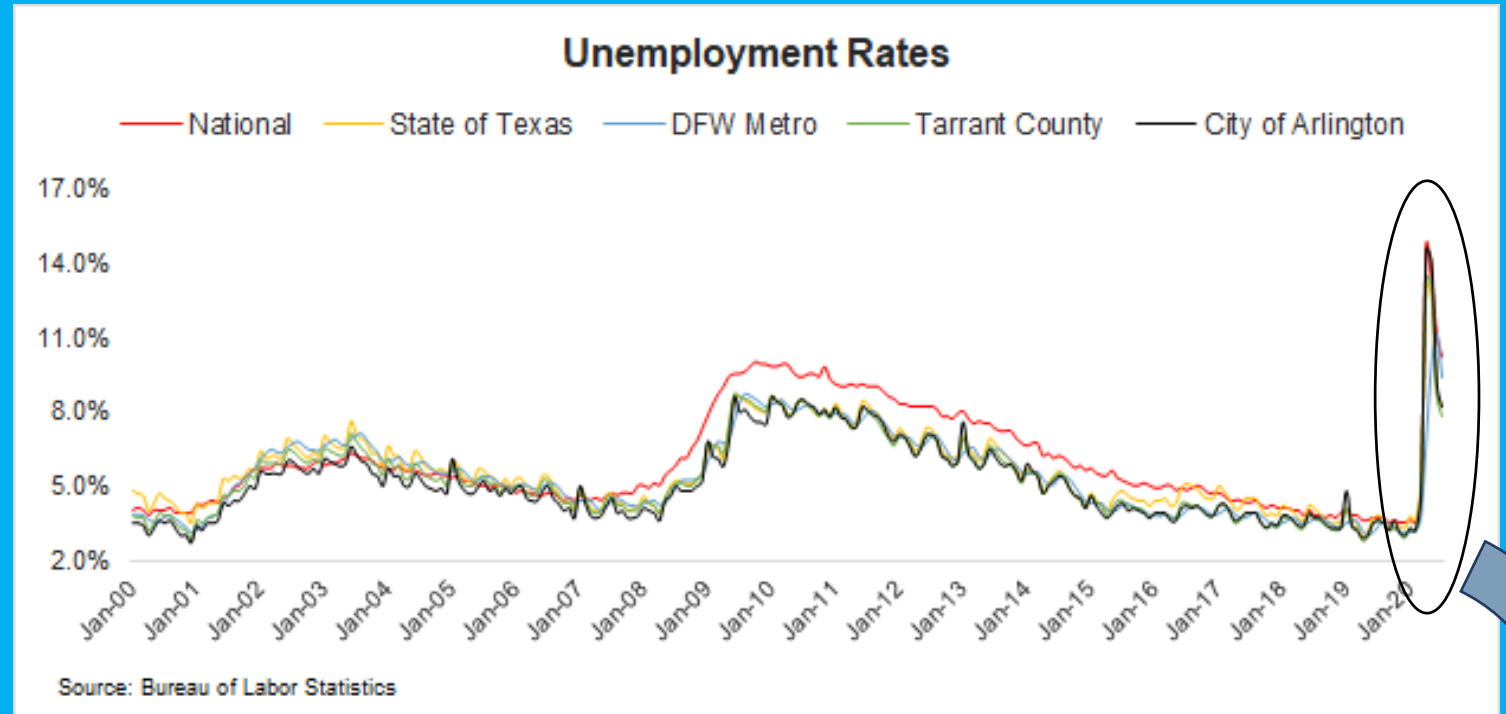
# Employment

## COVID Impacts

The COVID-19 pandemic was abrupt, and more significant than previous recessions, like the 2008 Recession in which national unemployment reached 10% - unemployment at its peak during the COVID pandemic reached 15%.

COVID-related unemployment was concentrated in service industries, specifically those relating to travel, leisure, dining and hotel – and of course those industries directly servicing hospitality consumers. This was a result of sporadic lockdowns, travel and occupancy restrictions in addition to an overall trepidation from consumers to travel, dine and gather.

Locally, unemployment trended in line with the national average, while metro and state remained below national averages. This speaks to a slightly more significant impact to Arlington compared to the region.





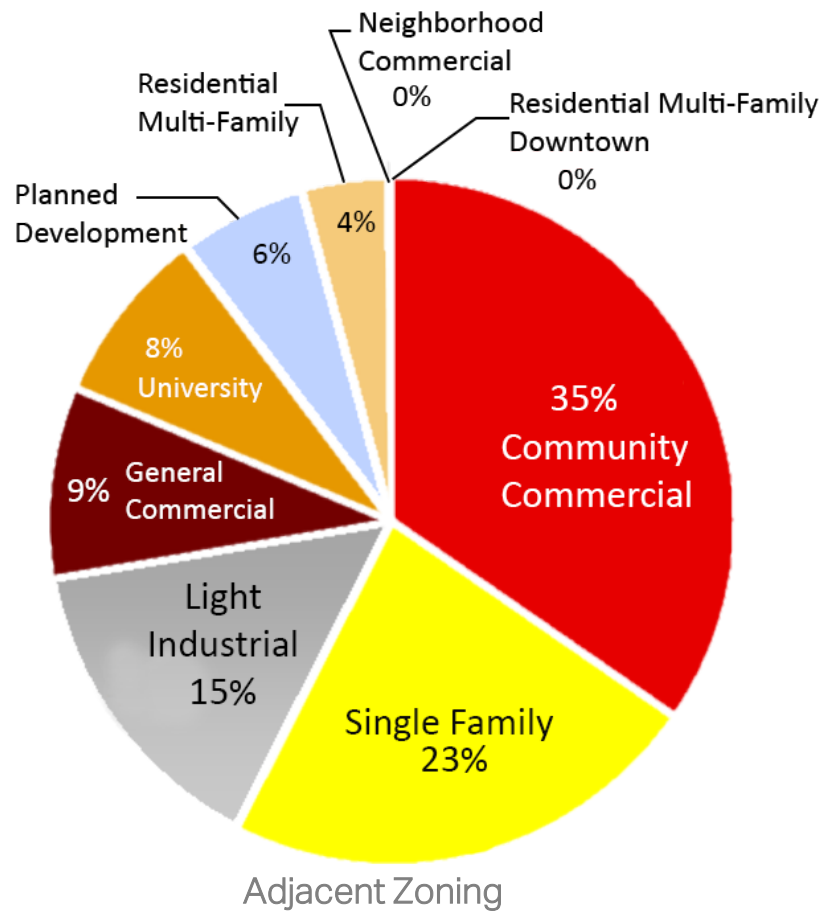
# LAND USE & ZONING

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# Zoning

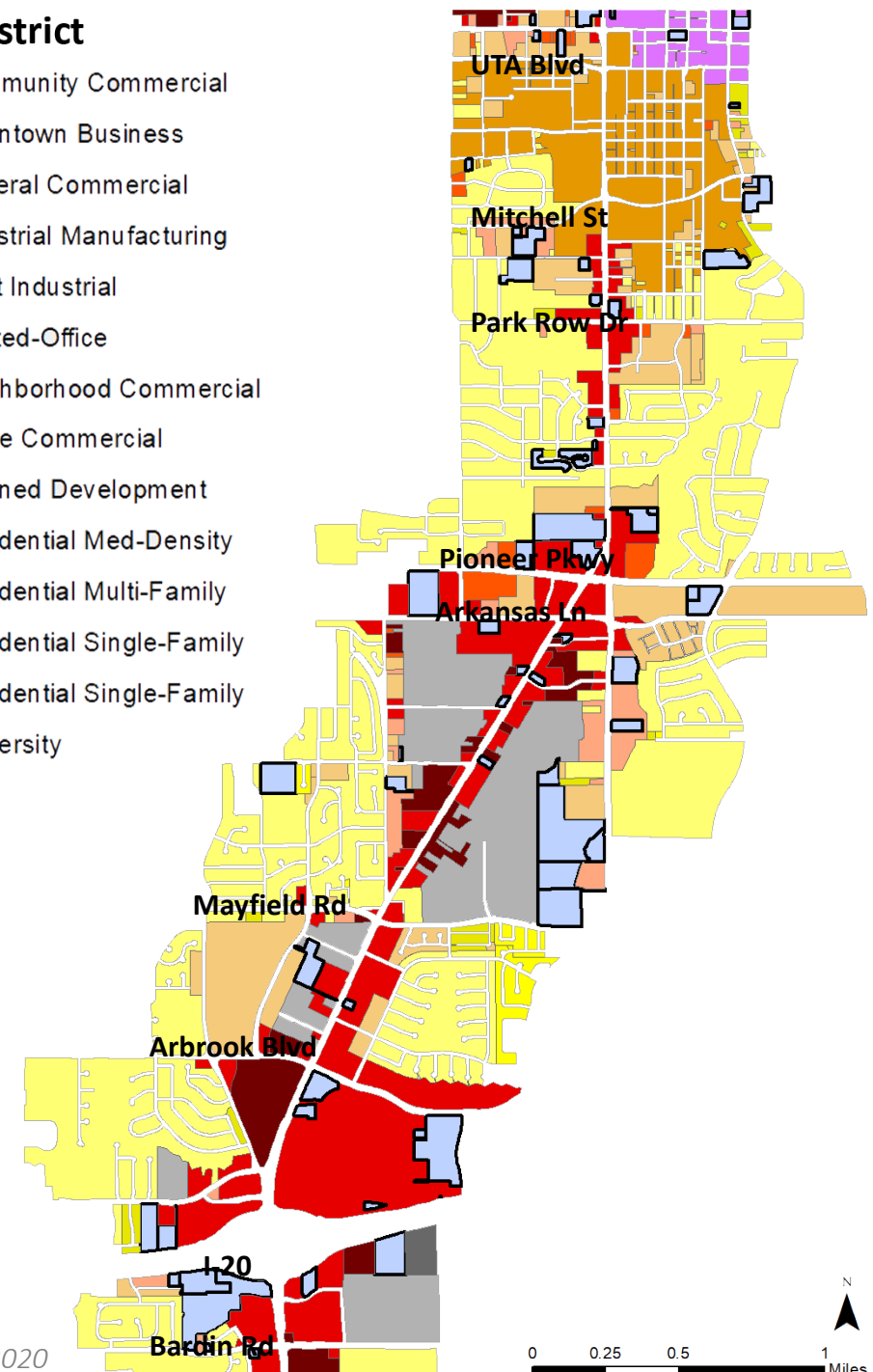
Commercial and Industrial zones account for approximately 59% of zoning adjacent to S. Cooper Street. The pie graph below represents adjacent zoning 150 feet from the street center.



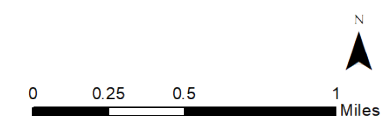
Source: City of Arlington, 2020

## Zoning District

- Community Commercial
- Downtown Business
- General Commercial
- Industrial Manufacturing
- Light Industrial
- Limited-Office
- Neighborhood Commercial
- Office Commercial
- Planned Development
- Residential Med-Density
- Residential Multi-Family
- Residential Single-Family
- Residential Single-Family
- University

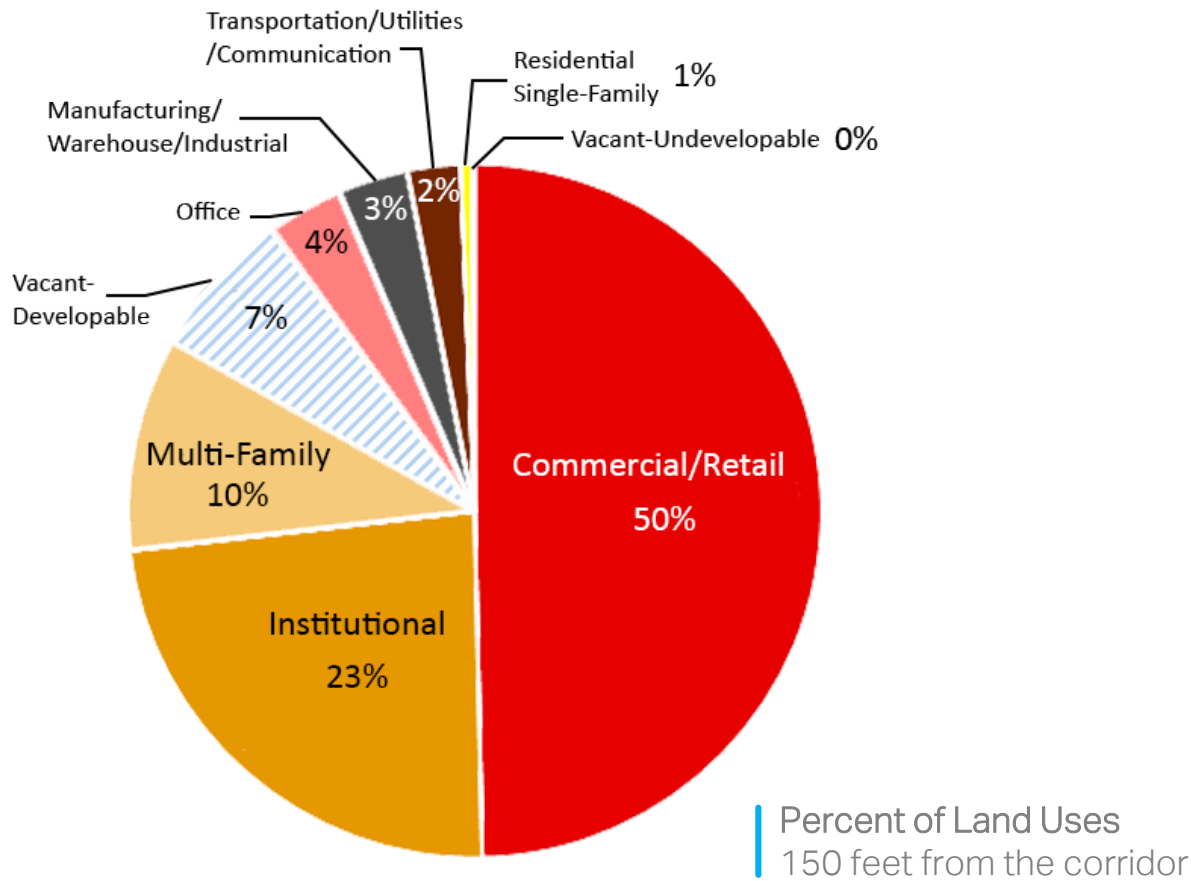


Source: City of Arlington, 2020



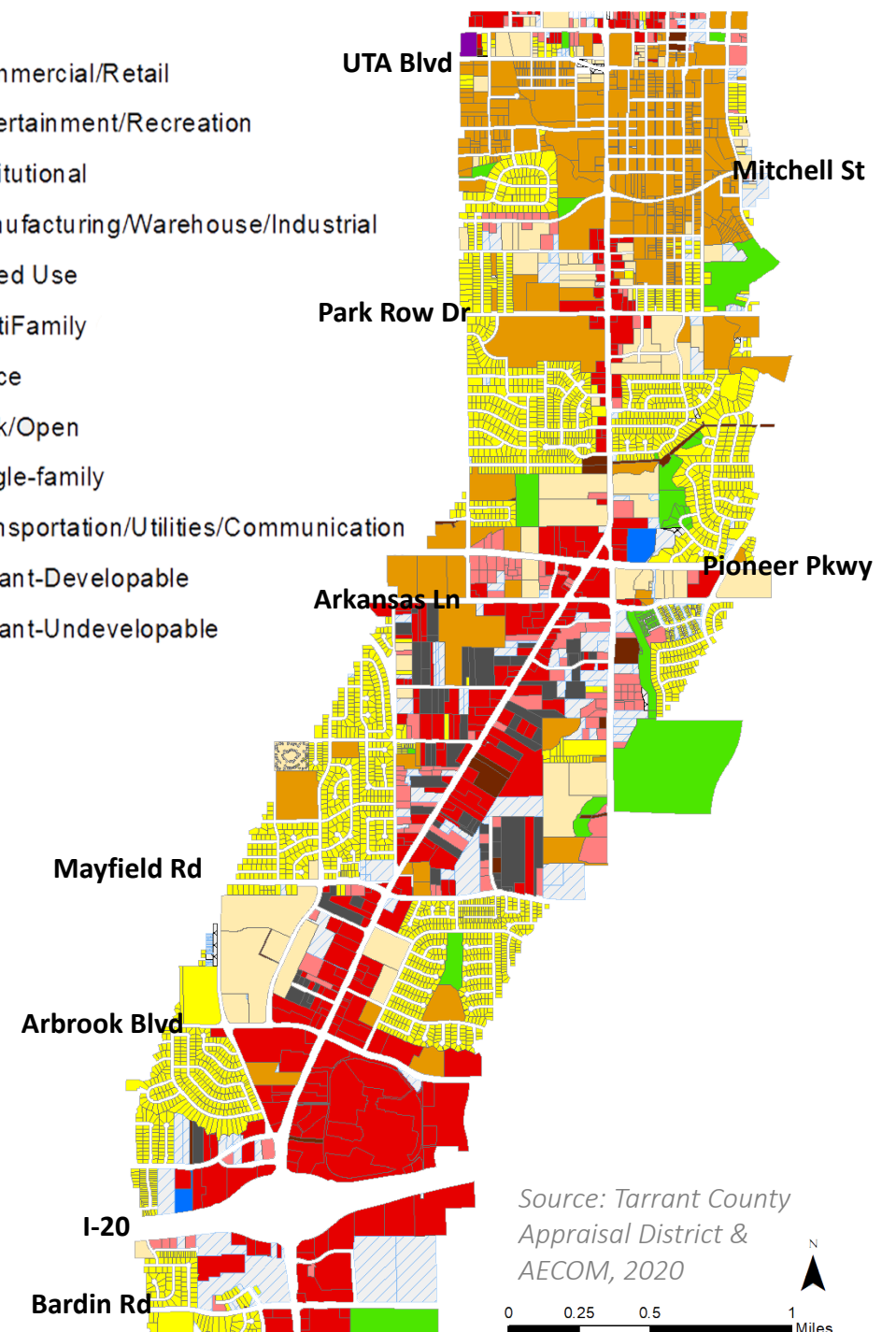
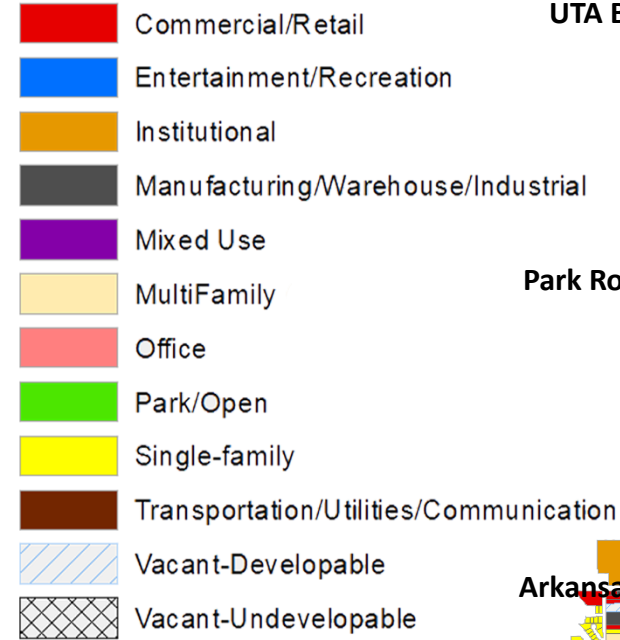
# Land Use & Zoning

Commercial/Retail accounts for half of uses adjacent to S. Cooper Street.



Source: Tarrant County Appraisal District & AECOM, 2020

## Land Use





# Land Use & Zoning





22%


Of land uses adjacent to Cooper Street are related to **Automobile or Storage Facility** uses.

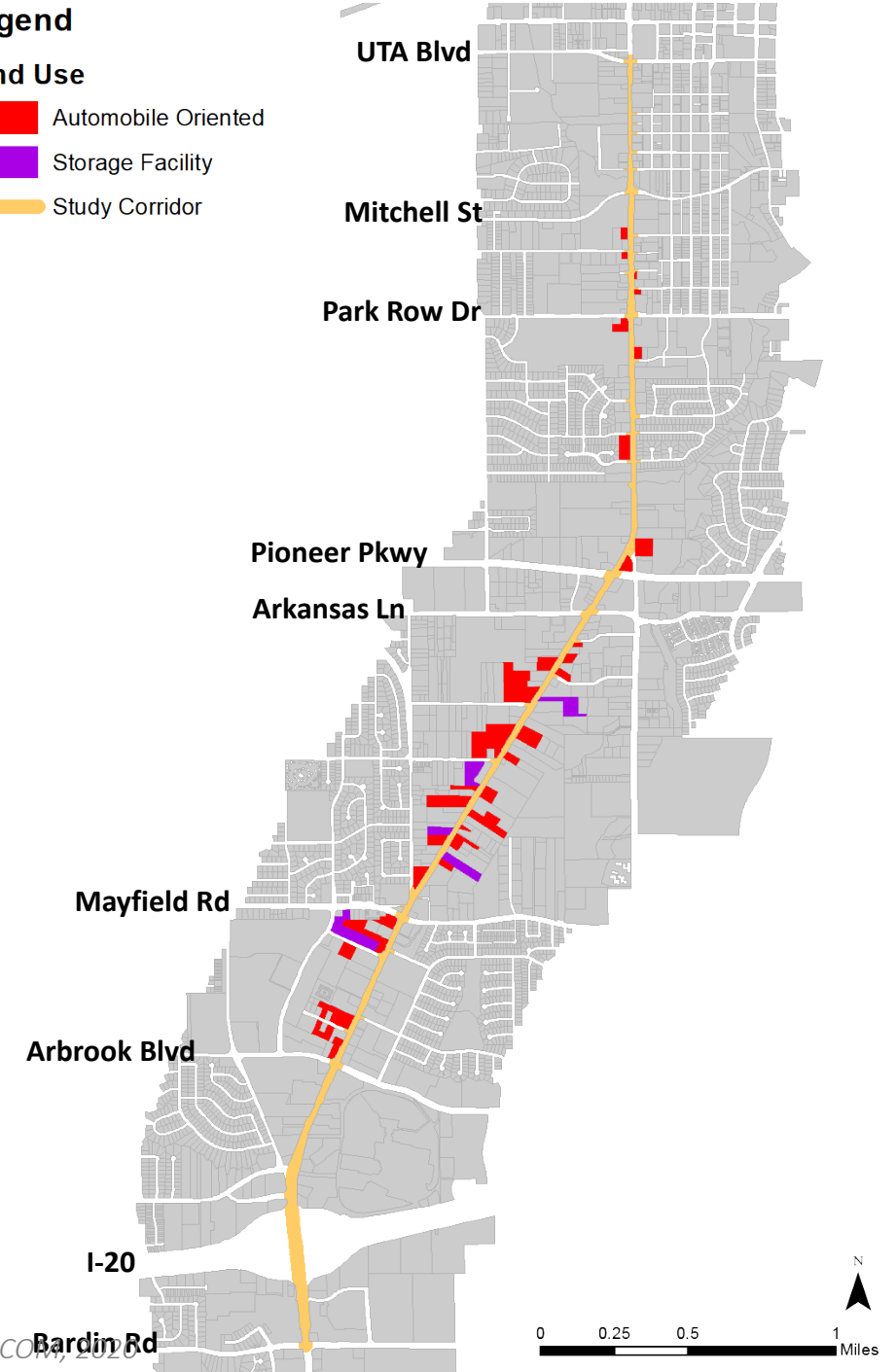
## Legend

### Land Use

 Automobile Oriented

 Storage Facility

 Study Corridor



Source: AECOM, 2020

# Vacancy


Across the study area, there are 167 developable acres of land across over 200 parcels




**12.5**  
Acres


Of *vacant land* on 9 parcels within 150 feet of the study corridor

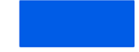
## Legend

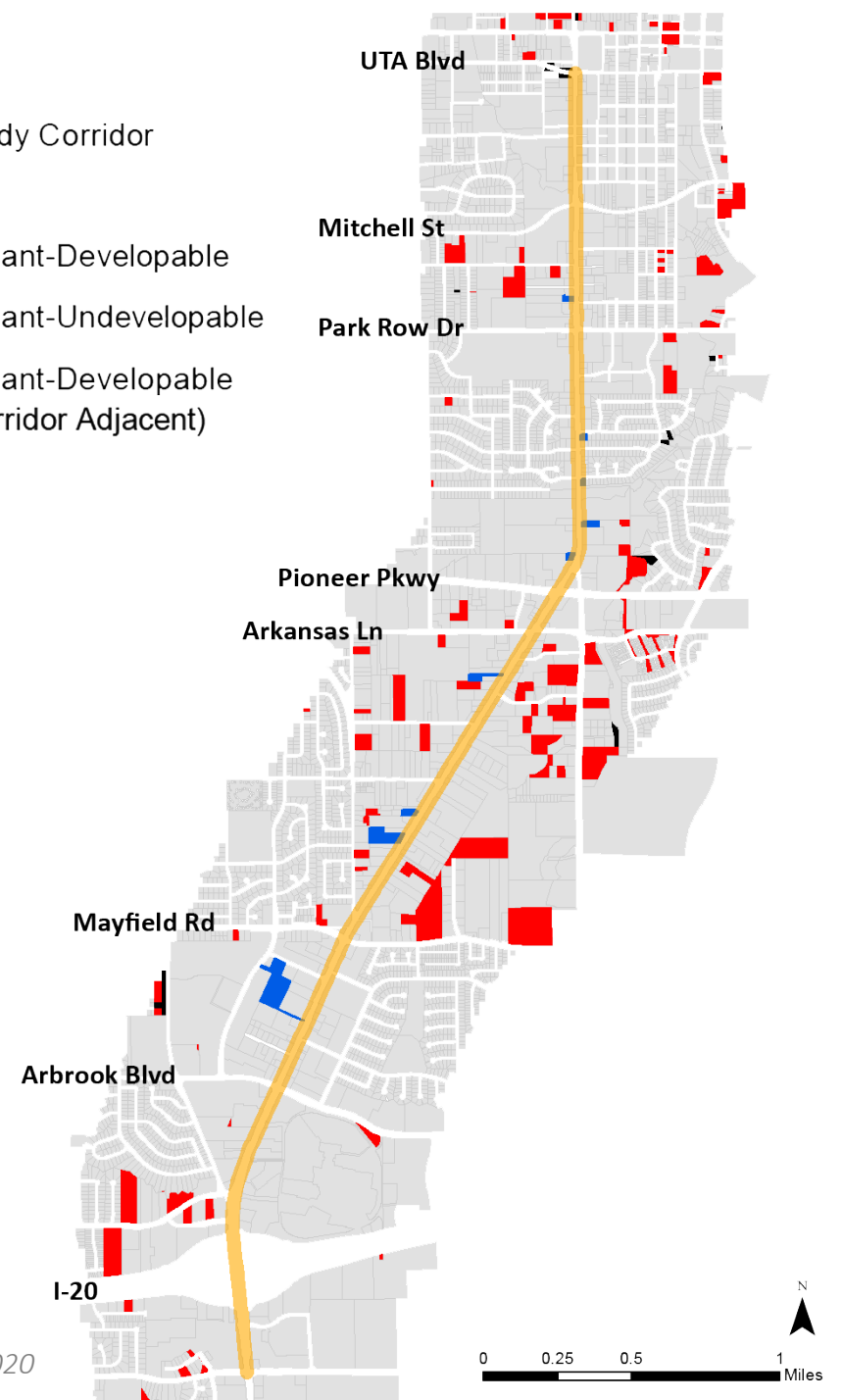
 Study Corridor

## Land Use

 Vacant-Developable

 Vacant-Undevelopable

 Vacant-Developable (Corridor Adjacent)



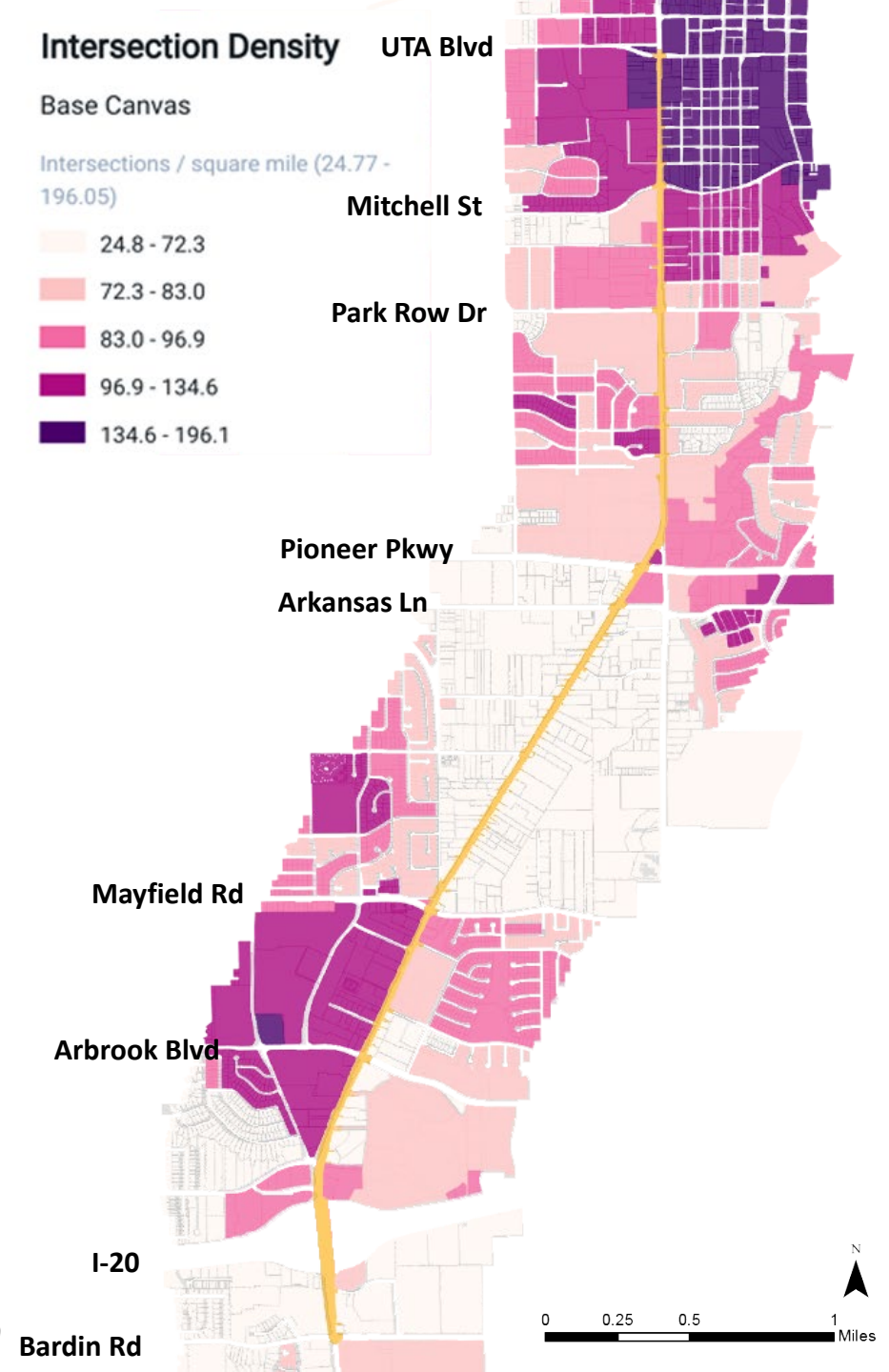
Source: Tarrant County  
Appraisal District & AECOM, 2020



# Intersection Density

**Intersection Density** is a key urban form indicator that is related to walkability and livability.

The northern end of the study area, primarily centered around UTA, offers the most dense connectivity network whereas the middle of the corridor is highly disconnected.

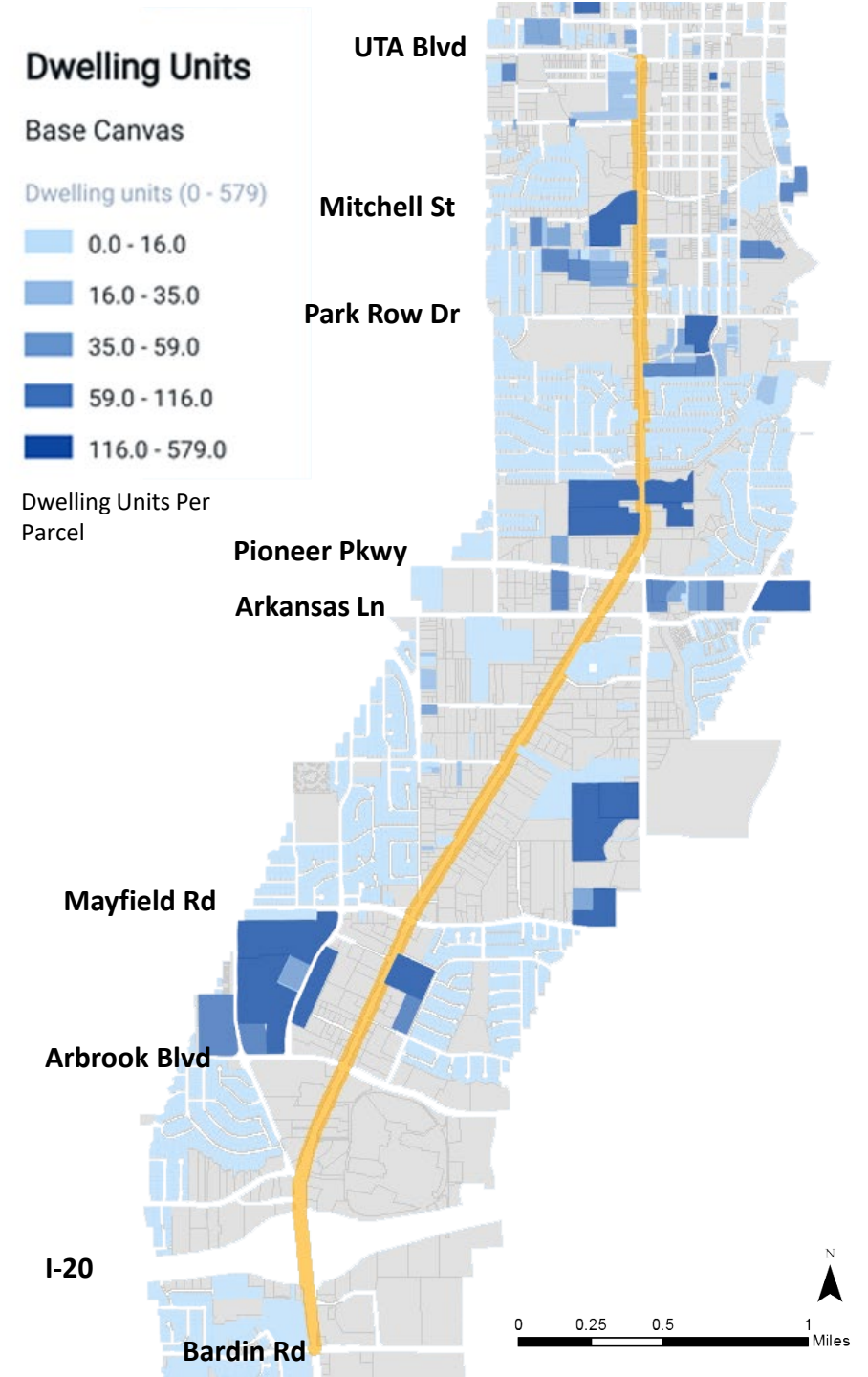


# Dwelling Units

Dwelling units in the study area are scattered throughout the corridor, but a few trends remain consistent:

Residential communities are set back from Cooper Street

Dwelling unit densities are relatively low, indicating typical suburban residential blocks.



Source: Urban Footprint, 2020



# Employment

Employment in the study area is heavily clustered towards the middle and south end of the corridor. This is likely related to the industrial uses in the middle of the study area and the substantial retail establishments, such as Parks Mall, on the southern end.

## Employment

Base Canvas

Jobs (0 - 10,986)

0.0 - 20.0

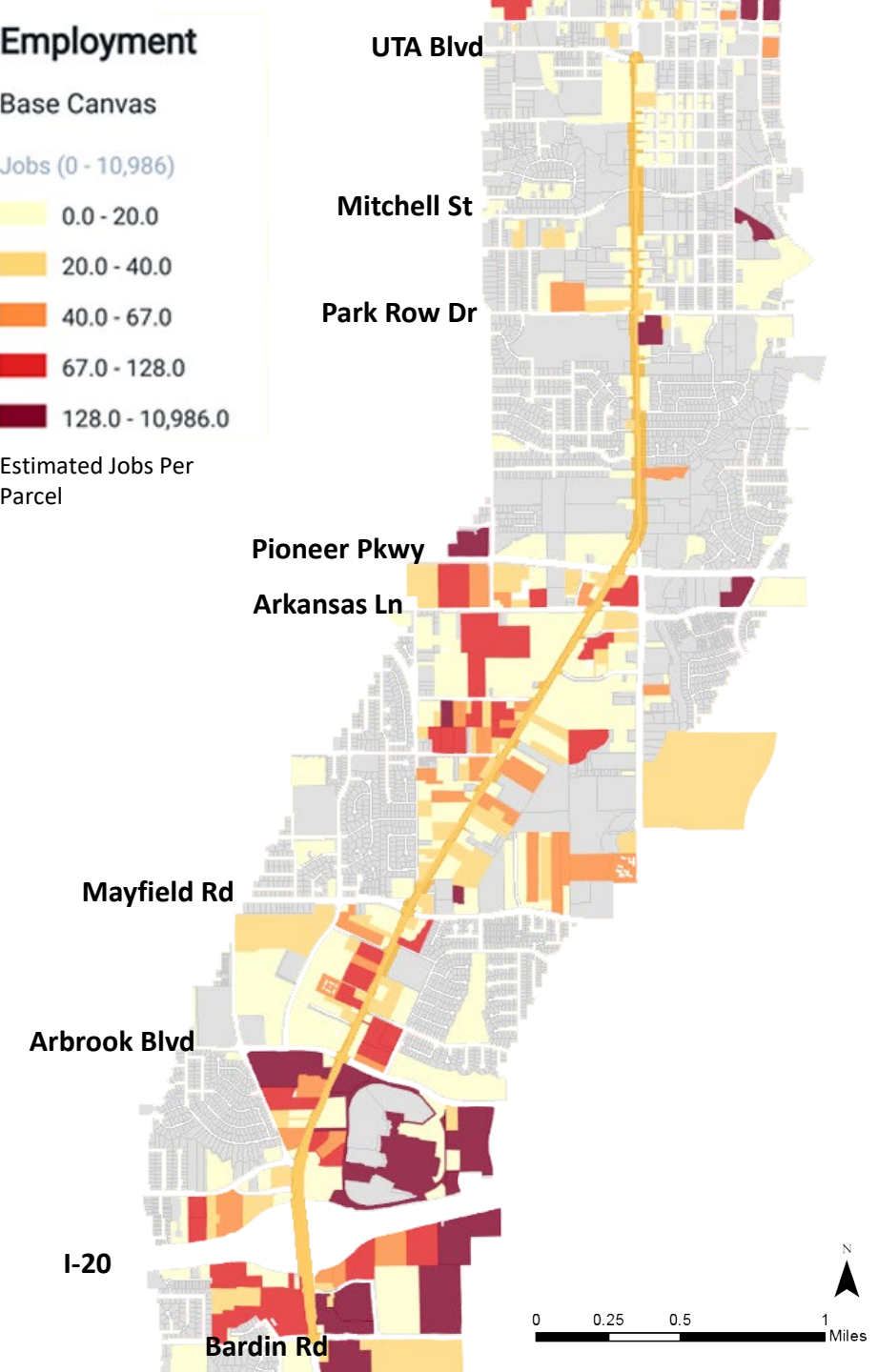
20.0 - 40.0

40.0 - 67.0

67.0 - 128.0

128.0 - 10,986.0

Estimated Jobs Per Parcel



Source: Urban Footprint, 2020



# MOBILITY & SAFETY

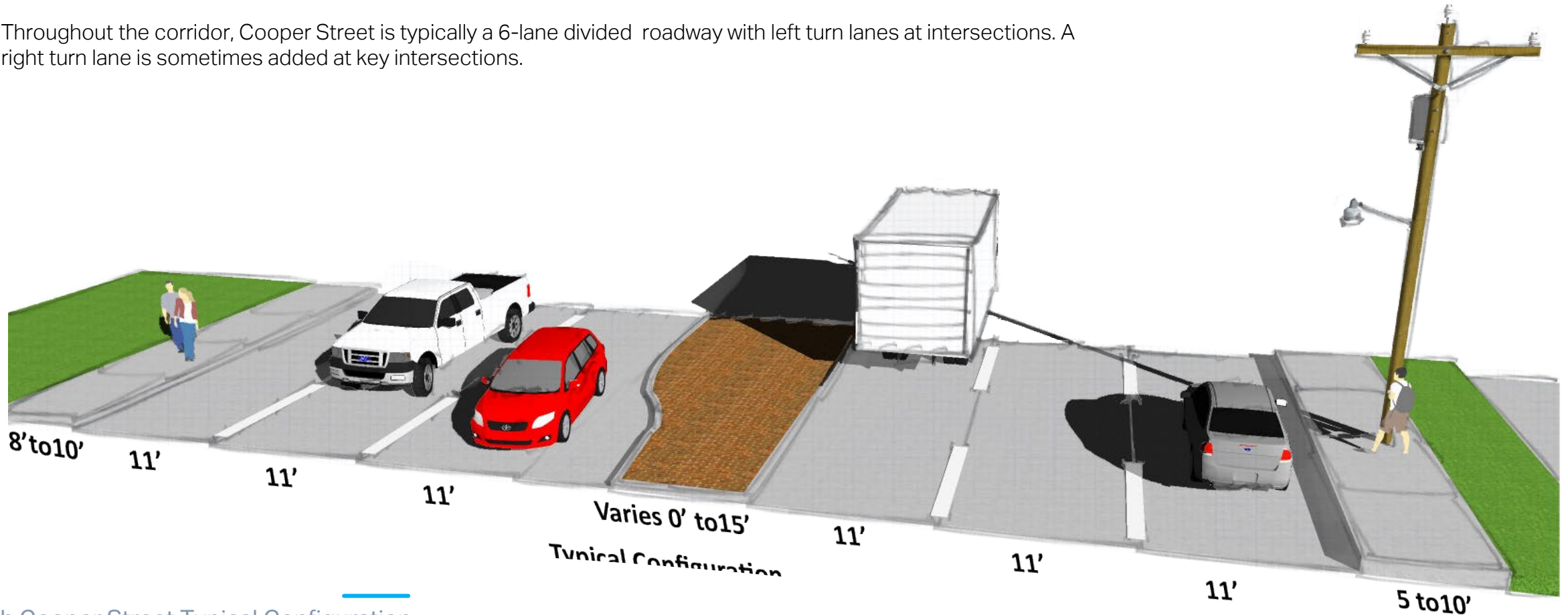
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# Mobility, Accessibility & Safety

## Roadway Characteristics

Throughout the corridor, Cooper Street is typically a 6-lane divided roadway with left turn lanes at intersections. A right turn lane is sometimes added at key intersections.



South Cooper Street Typical Configuration  
ROW Varies 100 feet – 115 feet

# Mobility, Accessibility & Safety

## Medians

- Medians are installed the length of the study corridor between UTA boulevard and Bardin Road  
Enhance safety for vehicles and provide pedestrian refuge
- TxDOT Median Project, completed 2016  
Mitchell Street to Arkansas Lane





# Mobility, Accessibility & Safety

## Traffic

Average Daily Traffic Volume (2018) – Approximately 85,000

### Problem Locations

- Matlock and Arkansas  
Average Daily Traffic over 68,000 vehicles per day
- I-20 (Parks Mall Area)  
Average Daily Traffic over 55,000 vehicles per day

Source: TxDoT, 2020

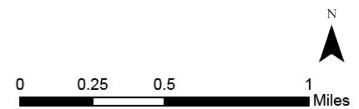
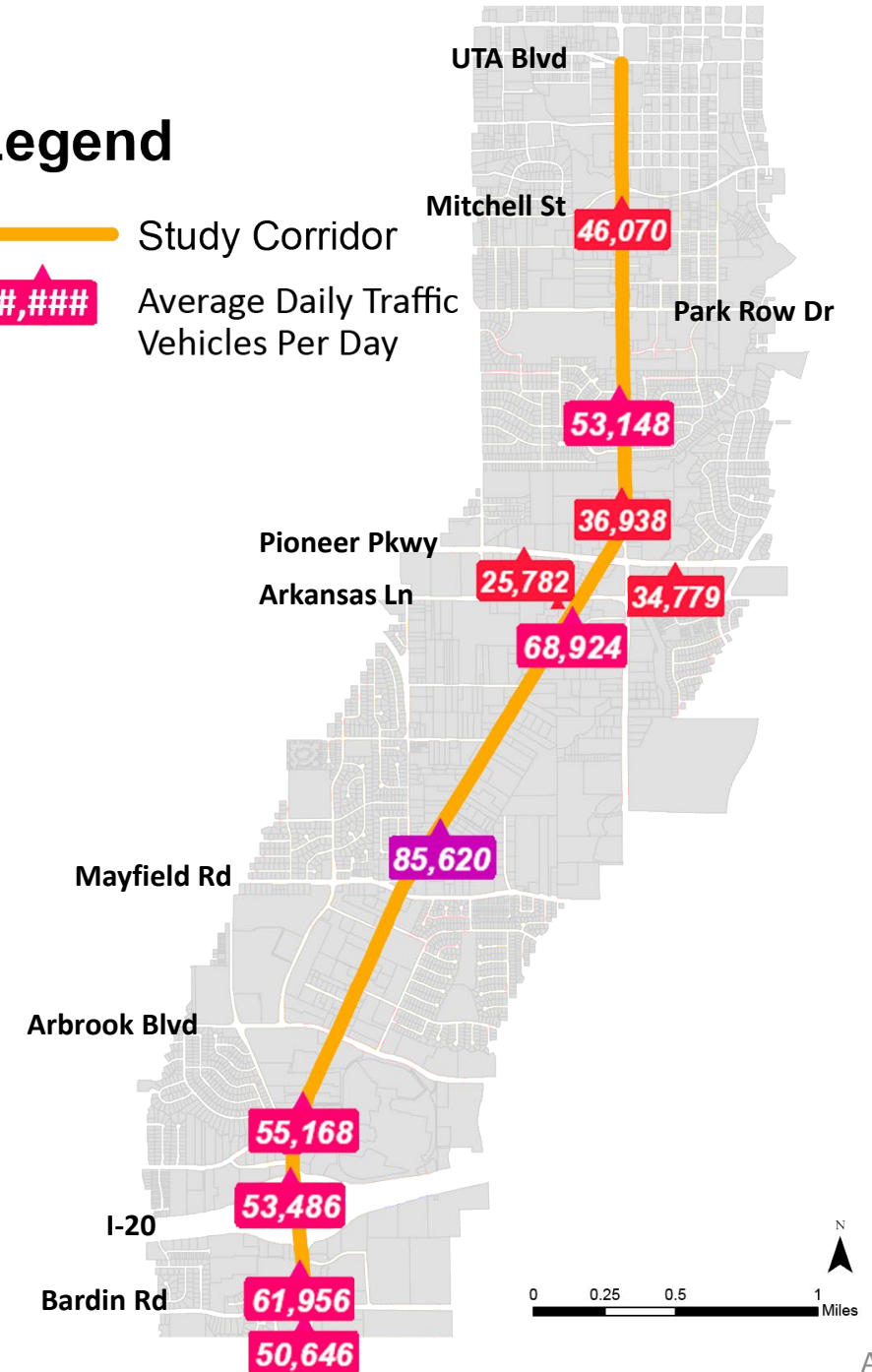
## Legend



Study Corridor



Average Daily Traffic Vehicles Per Day



# Crash Statistics

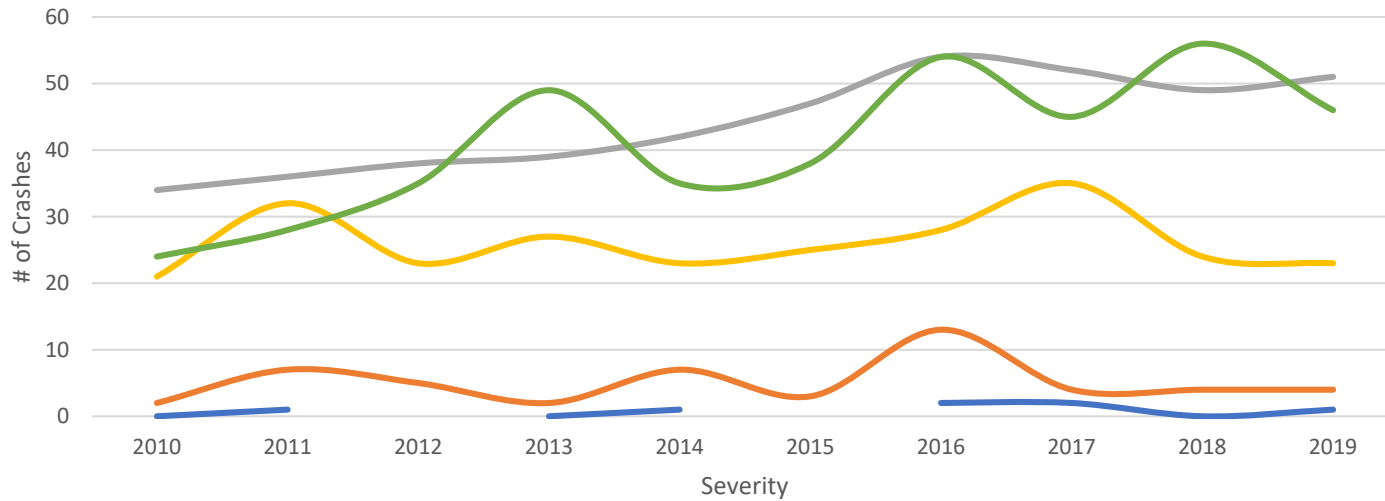


Pedestrian involved crashes annually



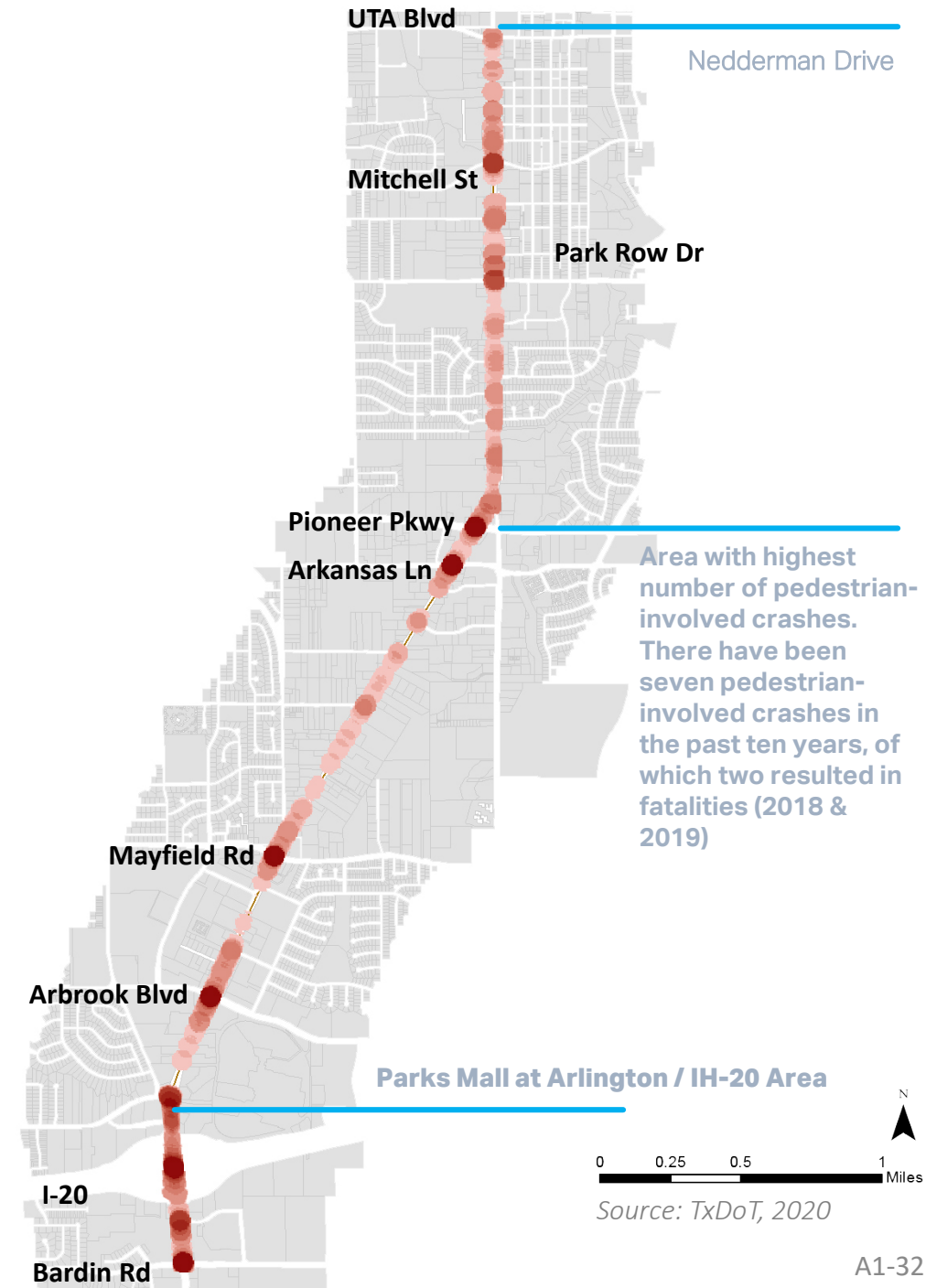
Bicycle involved crashes annually

Crashes on S. Cooper Street 2010 to 2019



- Fatal Crash
- Suspected Serious Injury
- Possible Injury
- Non-Incapacitating Injury
- Unknown Injury

Source: TxDOT, 2020



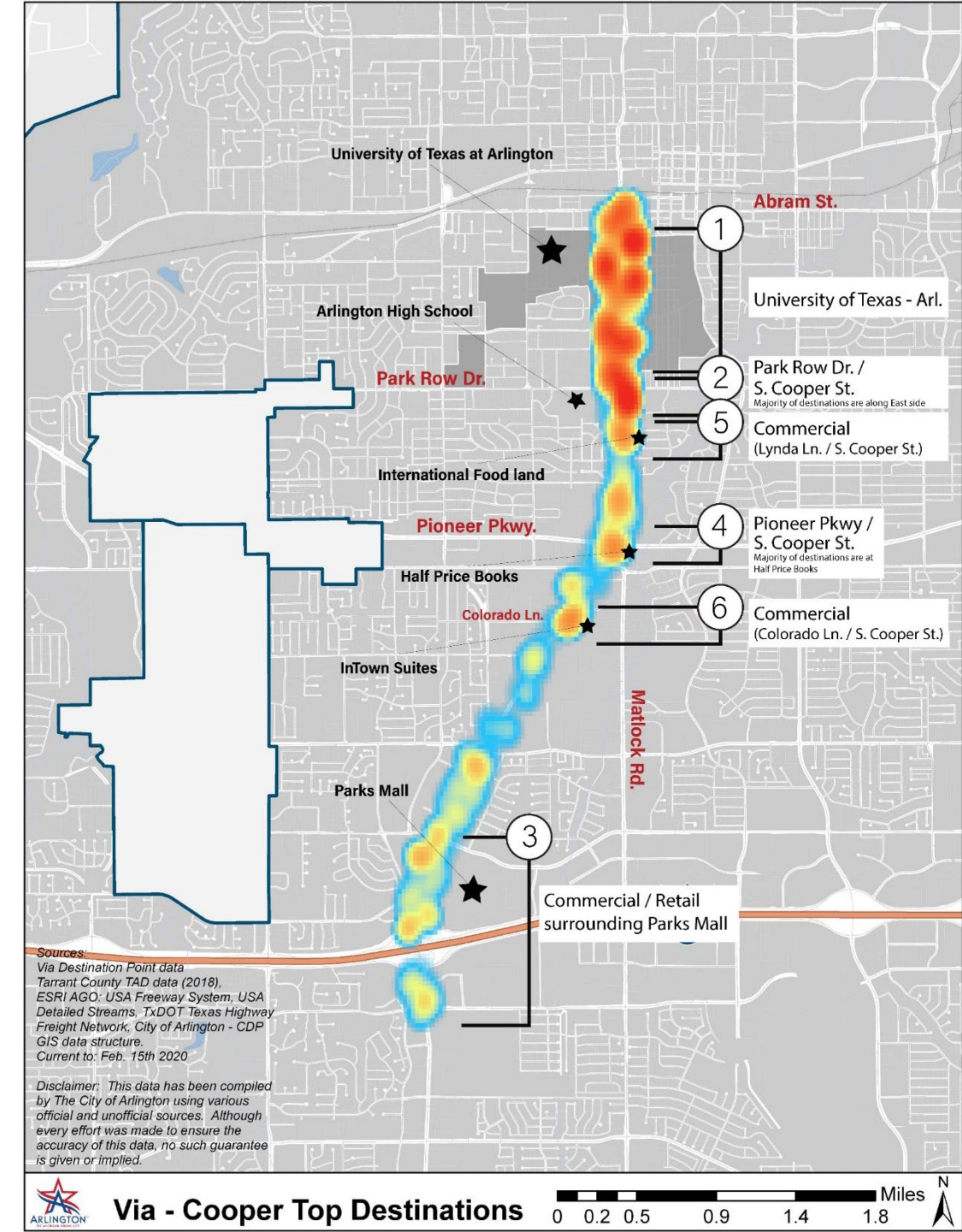


# Mobility, Accessibility & Safety

## Transportation Services

VIA Rideshare:

- Provides transportation services within the study corridor
- Areas around UTA have the highest number of pick-up and drop-offs



Source: City of Arlington, 2020

# Mobility, Accessibility & Safety

## Sidewalks

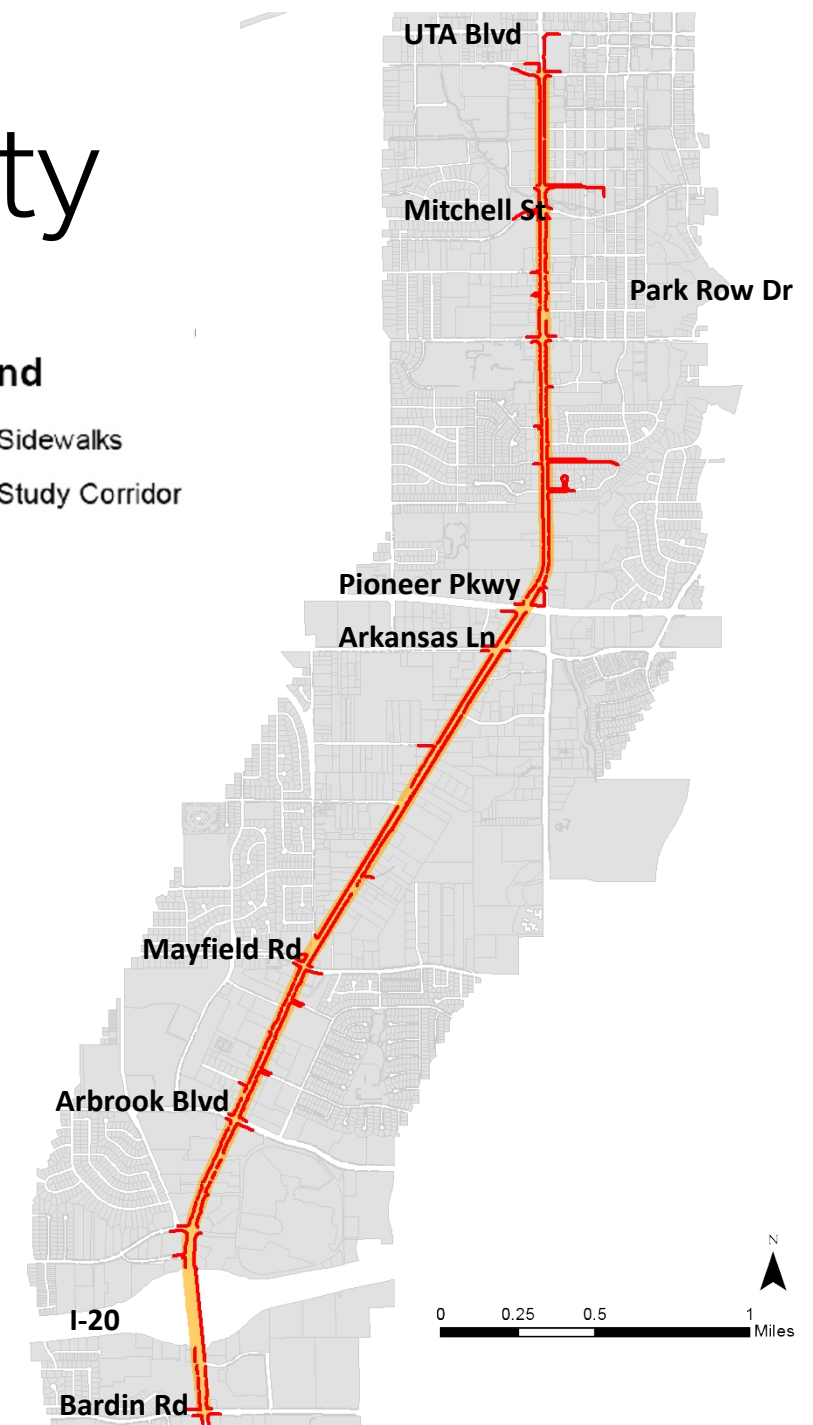
- The corridor has sidewalks throughout with small intermittent gaps.
- Electrical utility lines often create obstructions in the middle of sidewalks creating accessibility issues



Cooper St. & Pioneer Pkwy

## Legend

- Sidewalks
- Study Corridor



Source: City of Arlington, 2020



# Mobility, Accessibility & Safety

## Sidewalks

Numerous driveways throughout the corridor create dangerous conditions for pedestrians and vehicles due to vehicles entering and leaving the roadway



Source: AECOM, 2020

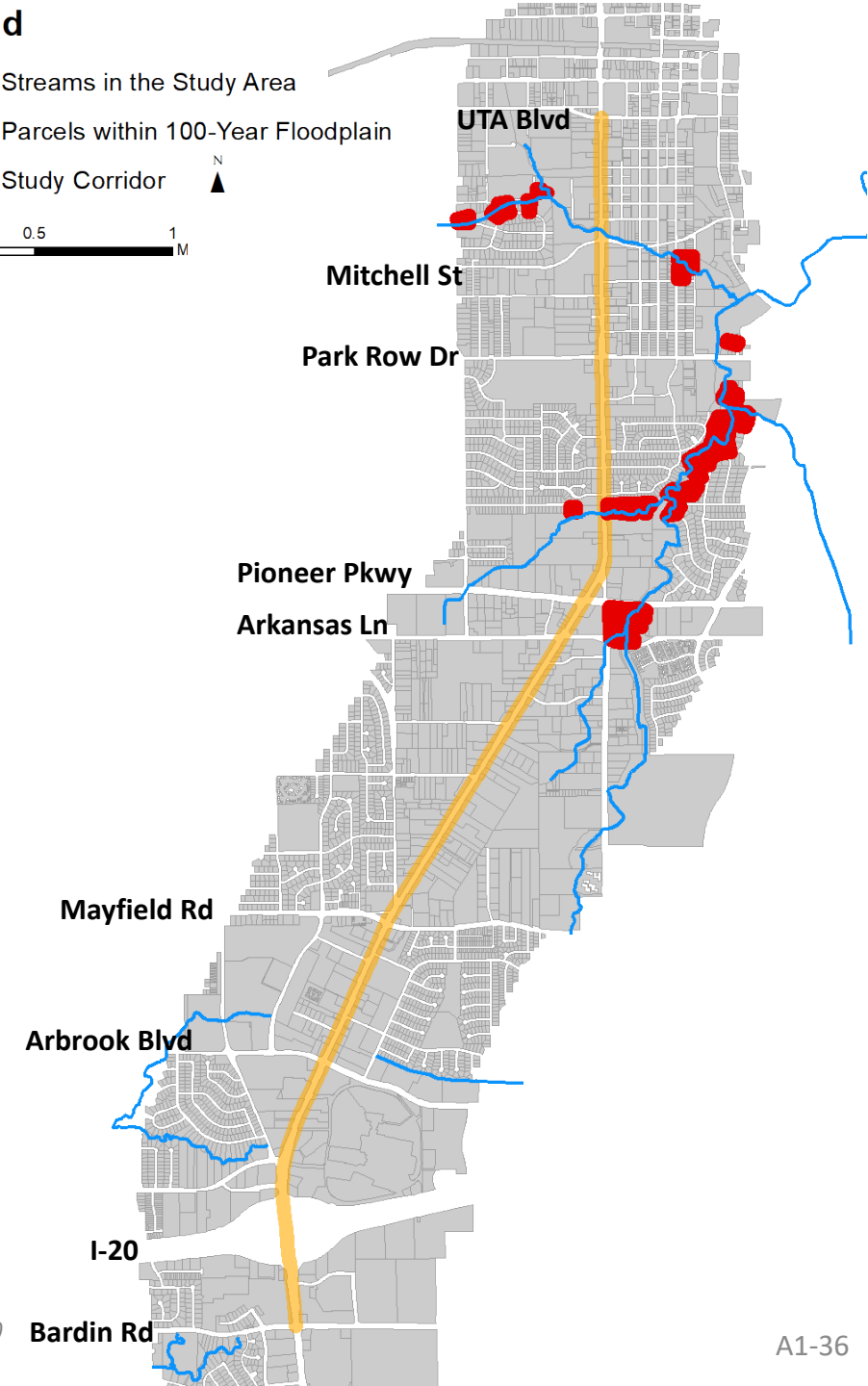
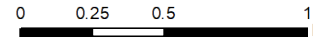
# Flooding & Stormwater Infrastructure

The Johnson Creek Watershed Study, 2017, identified parcels within the 100-year floodplain and projects intended to mitigate flooding throughout the corridor. These project included:

- Drainage improvements
- Bank Armoring
- Gabion Mattress Repair
- Grade Control
- Sediment Removal
- Recommended removal of structures

## Legend

- Streams in the Study Area
- Parcels within 100-Year Floodplain
- Study Corridor







# QUALITY OF LIFE & ACCESSIBILITY

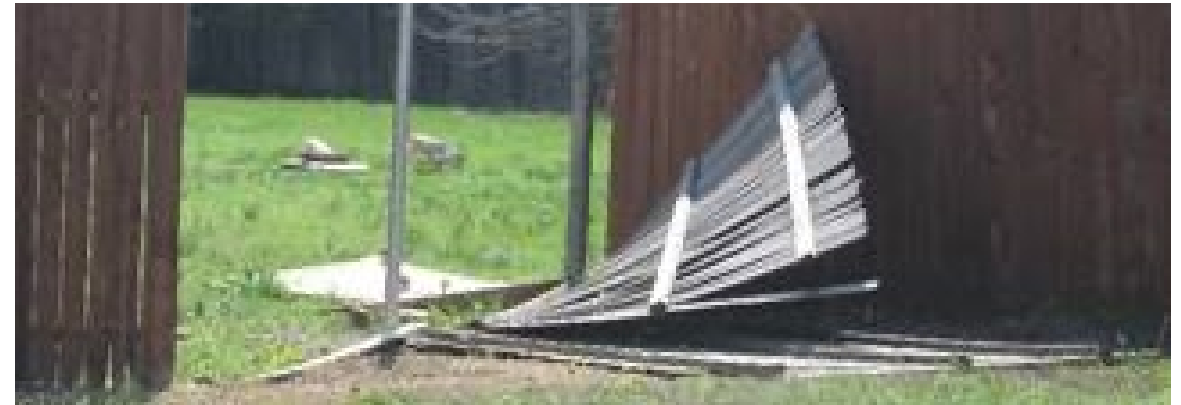
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# Code Violations

Most common code violations within the study area

1. Unclean Premises
2. High Weeds and Grass
3. Overhanging Tree Limbs on Property
4. Sign Violation
5. Certificate of Occupation Violation

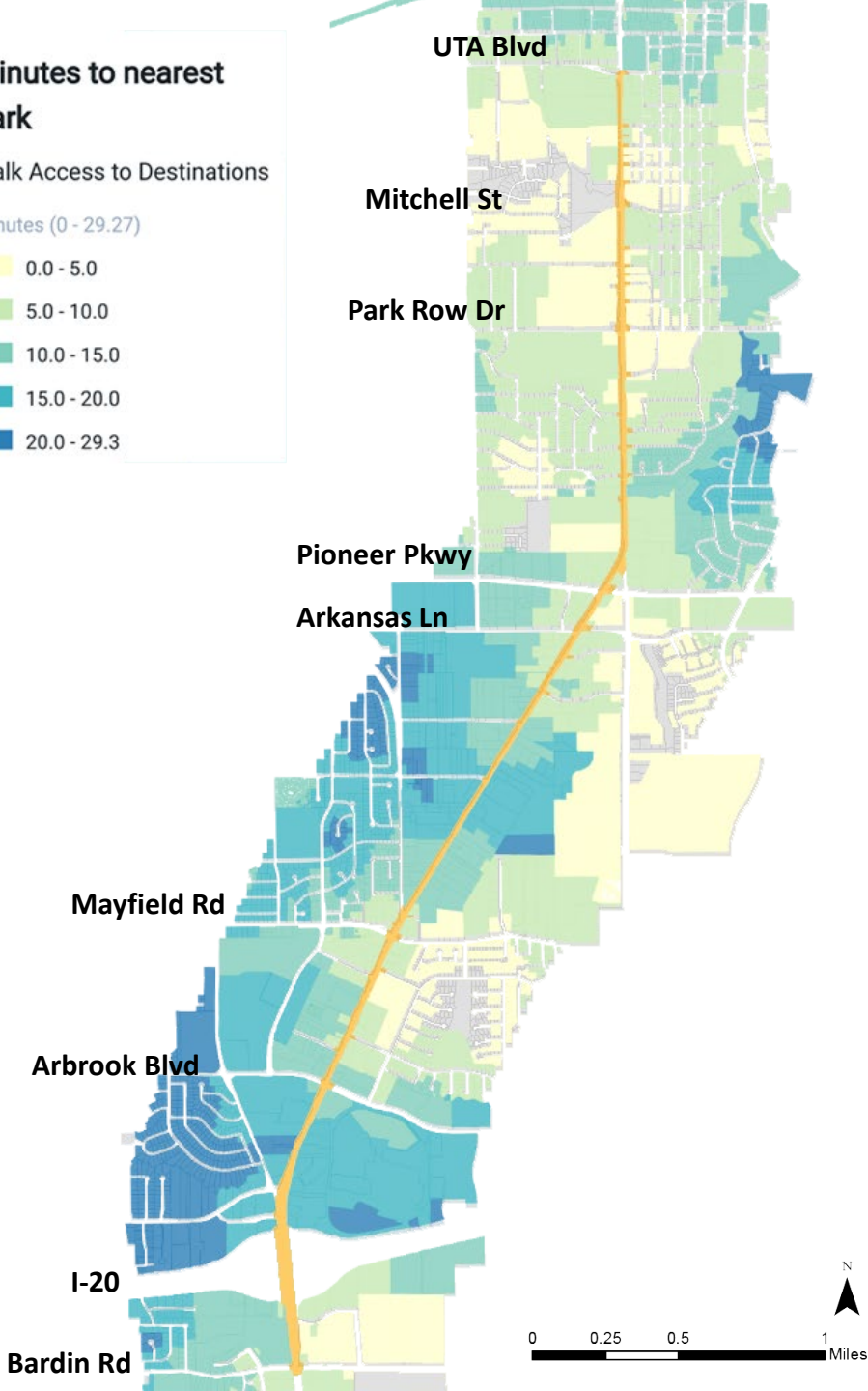
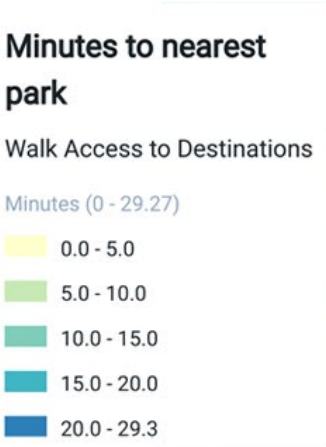


Source: City of Arlington, 2020



# Walk Access to Parks

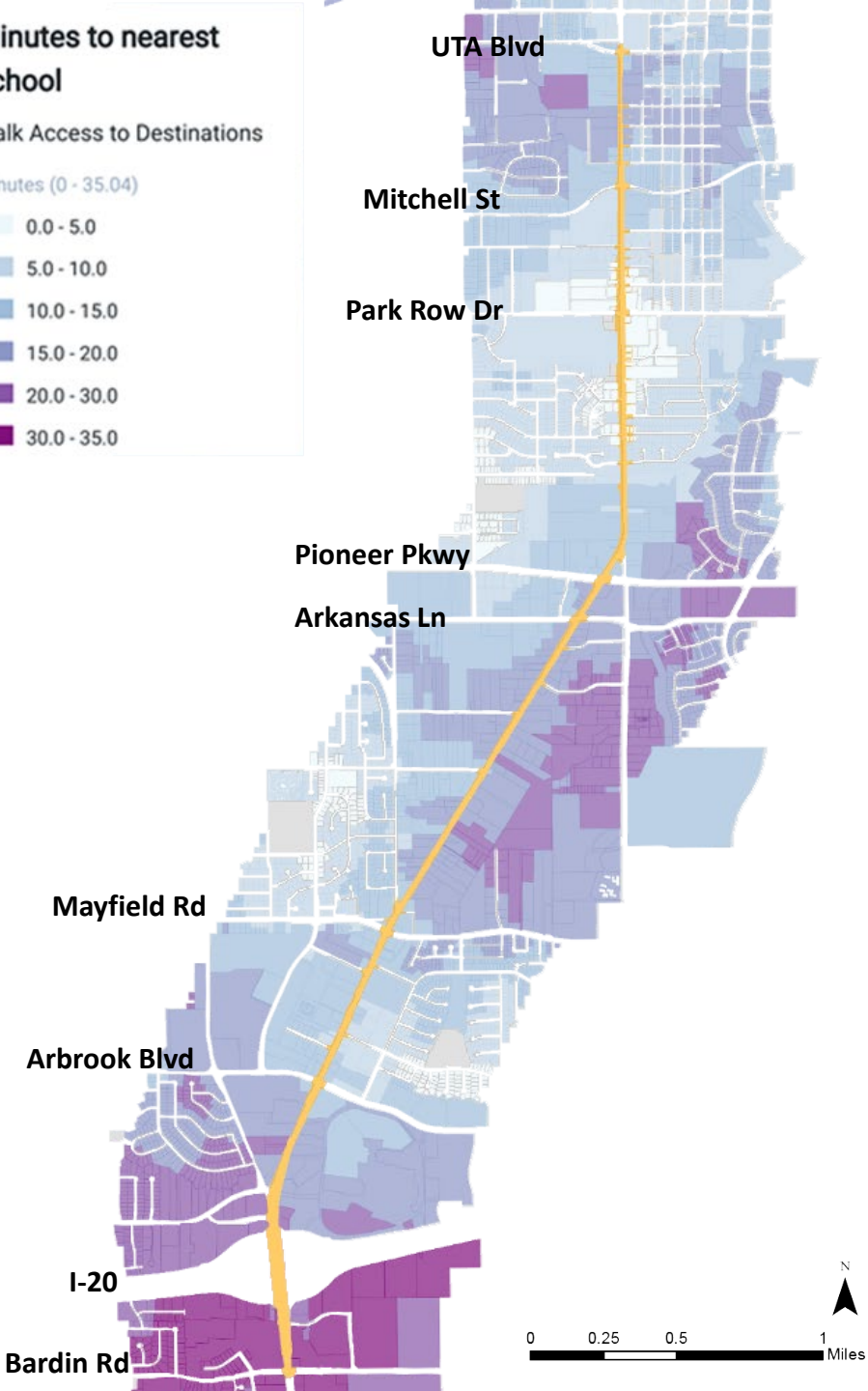
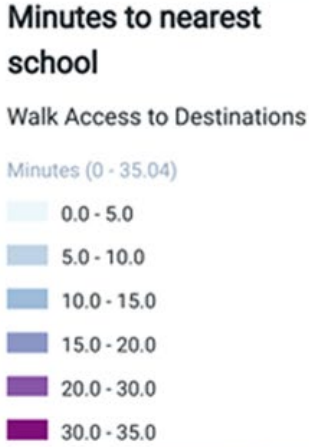
Walking access to parks is relatively strong within the corridor. However, there are a few major residential areas that do require a lengthy walk in order to access a park.



Source: Urban Footprint, 2020

# Walk Access to Schools

Walk access to schools appear to be consistently good within the corridor, with most major residential blocks having a sub 15 minute walk to a school.



Source: Urban Footprint, 2020



# Walk Access to Jobs

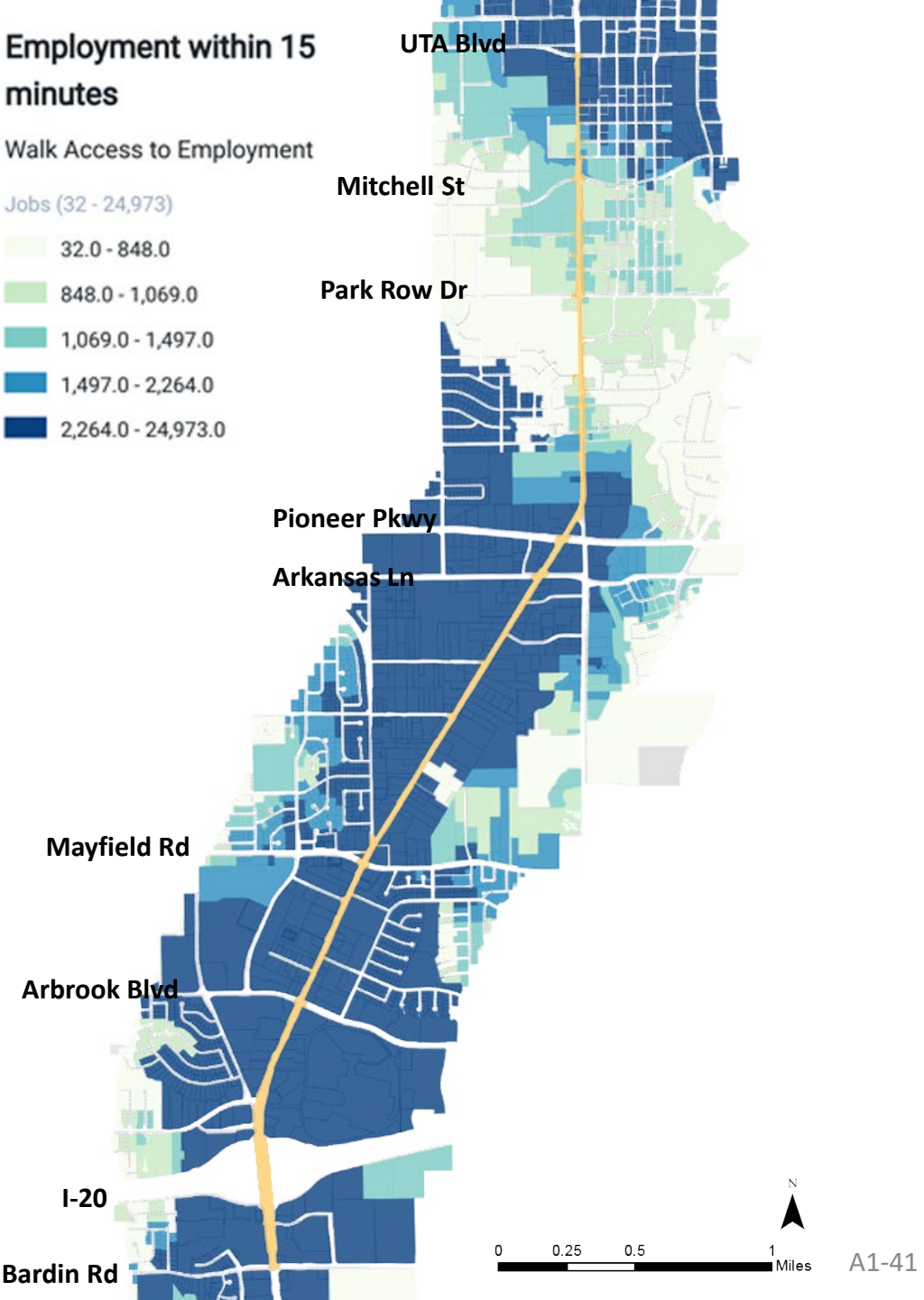
Likely due to the high number of retail and commercial uses along the corridor, Cooper Street contains a high degree of jobs that are within walking distance.

## Employment within 15 minutes

### Walk Access to Employment

Jobs (32 - 24,973)

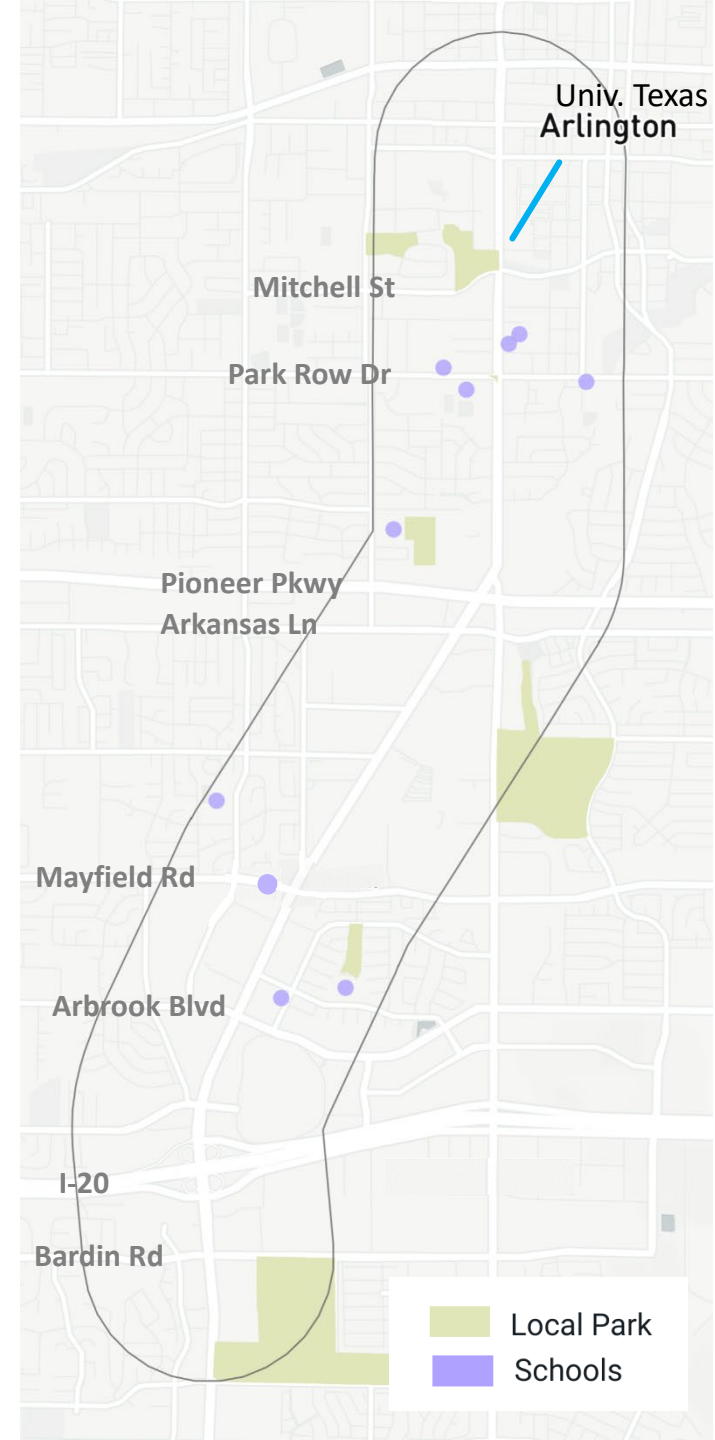
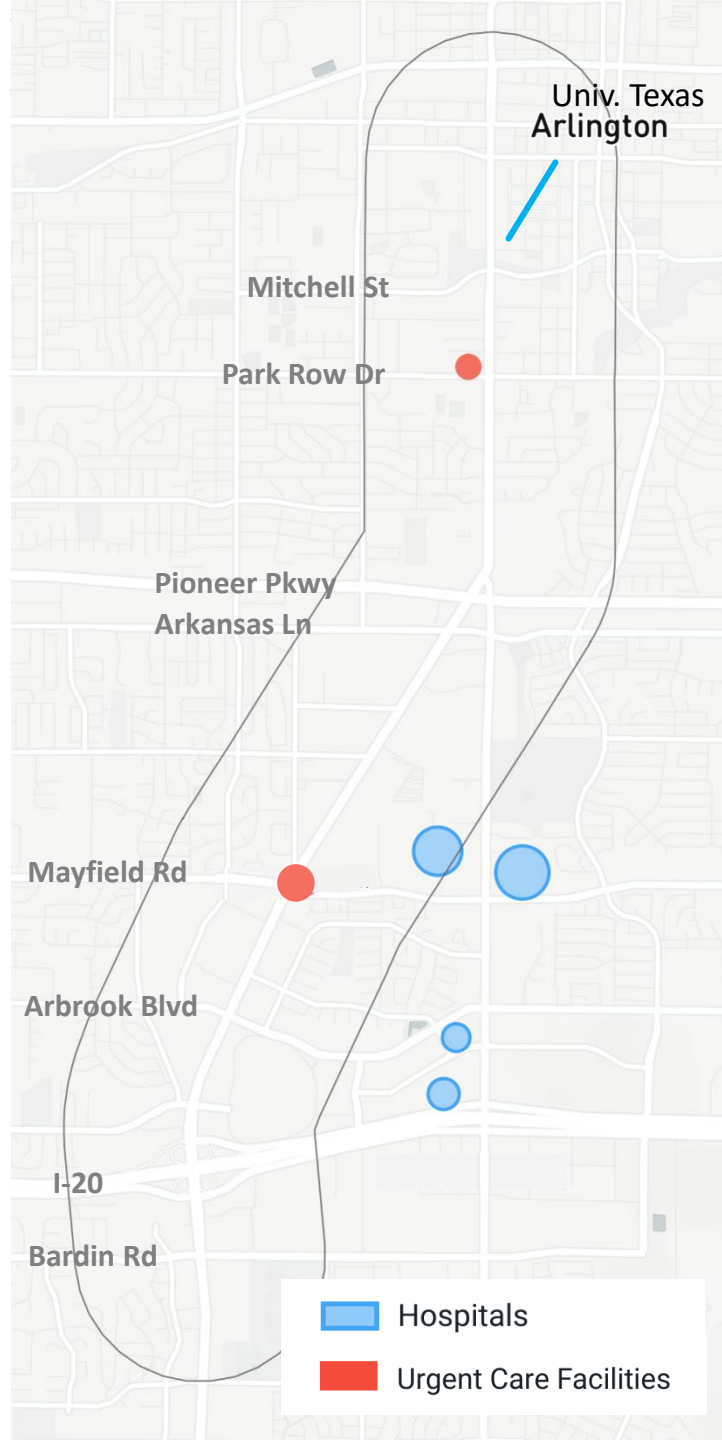
- 32.0 - 848.0
- 848.0 - 1,069.0
- 1,069.0 - 1,497.0
- 1,497.0 - 2,264.0
- 2,264.0 - 24,973.0



Source: Urban Footprint, 2020

# Healthcare Facilities

# Parks & Schools









# SOUTH COOPER STREETCORRIDOR STRATEGY

Appendix – 2 Stakeholder Engagement





## **SOUTH COOPER STREET PROJECT ENGAGEMENT**

**Survey #1 Results**  
**Input Period: Oct. 5 – 20, 2020**

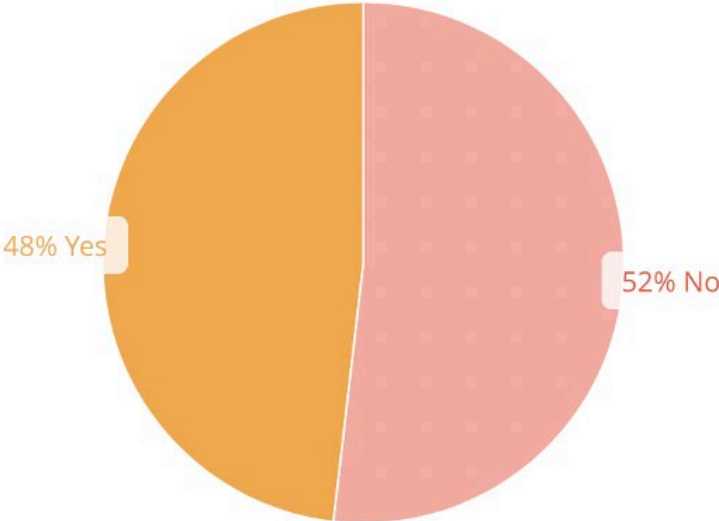
PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
644	11,081	564	18

**Note:**

Comments are provided as raw data. They are unedited results, categorized based upon area of interest and/or concern.

**QUESTION #1**

1. Is Cooper Street part of your daily commute or drive?

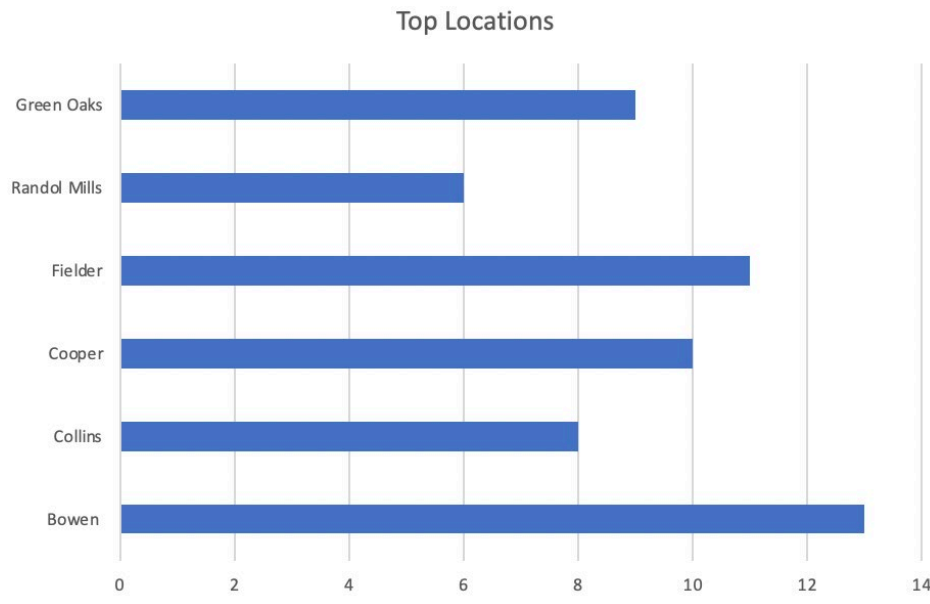


627 respondents



If no, what street do you use?

Most commonly cited locations, based on 47 responses:



**Total written responses for Question 1:**

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

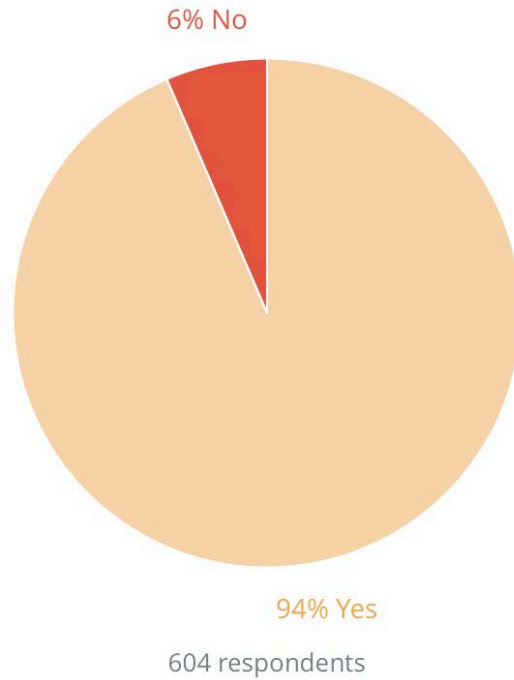
1. Abrams, Bowen, 303
2. Also, Green Oaks & Collins
3. Arkansas
4. Bowen
5. Bowen
6. Bowen
7. Bowen & Pioneer Pwky, Fielder. I avoid Cooper St except from Bardin to the Highlands area
8. Bowen Rd. , Green oaks, matlock
9. Bowen Rd. or Center St.
10. Bowen, Center
11. Bowen, Division, Randol Mill
12. Bowen, Fielder, Park Row, Pioneer Parkway
13. Bowen.
14. Collins
15. Collins
16. Collins, Green Oaks, Abram, Division
17. Collins/park row area
18. Cooper south of 20

19. Cooper St, Bardin, Green oaks, Nathan Lowe
20. Cooper, Center/Mesquite, Park Row, Pioneer Pkwy, Matlock, Mayfield,
21. Davis, Fielder
22. Division, green oaks
23. Fielder
24. fielder
25. Fielder or Collins or Matlock
26. Fielder Rd. when I am going from north Arlington to south Arlington
27. Fielder, Arkansas, Matlock
28. Fielder, Bowen, Davis, Division, Randol Mill, Oakwood, Sanford
29. Fielder, Matlock, Bowen
30. green oaks and randol mill
31. Green Oaks Blvd, Pioneer Parkway, Division
32. Green oaks, Arkansas
33. green oaks/little road
34. I avoid Cooper when possible & use Fielder or Matlock
35. I have used Cooper St more on the weekends. I normally have to travel Hwy 20 during the week.
36. I use Bowen from Pioneer Parkway to Bardin. Then I use Bardin to get to S COoper. I avoid the S COoper corridor, if at all possible.
37. Live in Mansfield but take Cooper to get to shopping and restaurants
38. Matlock and I20
39. Matlock, but do frequent Cooper
40. Park Row; Collins; Division
41. Randol Mill, Bowen, Park Row, Arbrook, Division, I-30
42. Randol Mill, Fielder, Bowen
43. Randol Mill, Lamar, Ballpark Way, Fielder
44. Streets west of Collins, Cooper included.
45. Sublett
46. Sublett, Calendar, Curry Road, Hwy 287
47. Try to avoid it bc of the horrible traffic



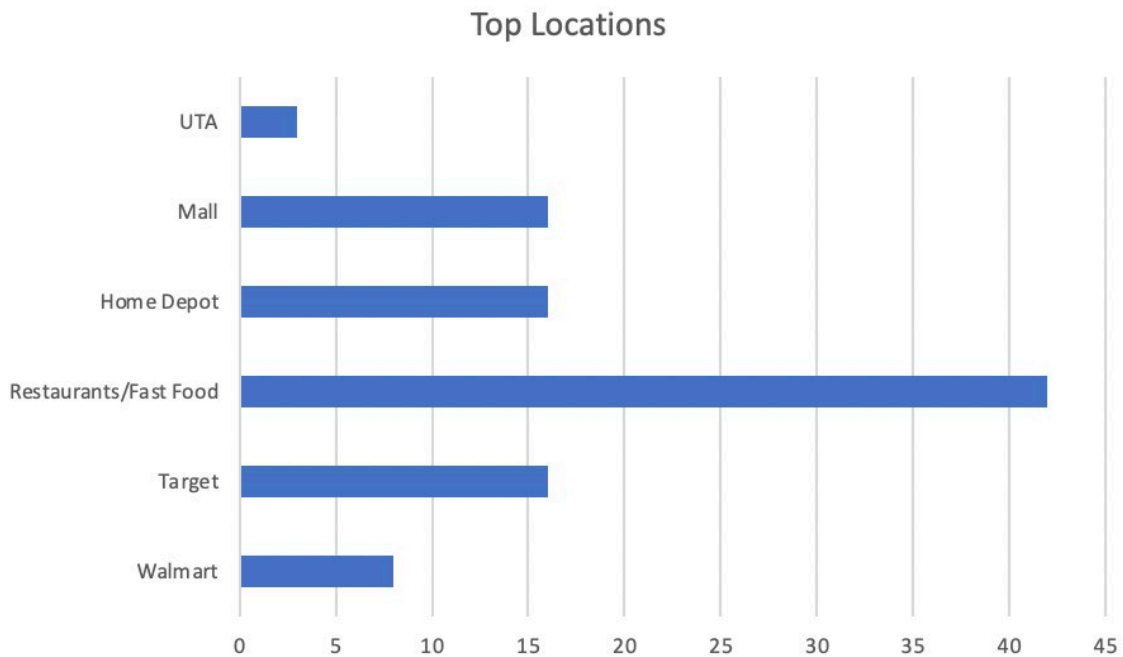
## QUESTION #2

2. In the past 6 months, have you visited a business on Cooper Street?



If yes, which did you visit?

Most commonly visited areas, based on 96 responses:



## Total written responses for Question 2:

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

1. A lot: Oil changer, restaurants, Walmart, Home Depot, Kroger, Albertson, Car wash, Chick-fila, Ross, winCo, etc
  2. AppleBees Restaurant
  3. Arlington Prime Pediatrics, First Watch, Nothing Bundt Cakes, Potbelly, Taco Casa, Golden Chick, Parks Mall, Cheesecake Factory, La Madeleine, Target
  4. Batteries and more
  5. battery place, racetrac and UTA
  6. Beruit Rocks, The Parks at Arlington, Arlington Highlands
  7. Best Buy, Target and others
  8. Billie's pet grooming
  9. BowWow Billy Pet Salon
  10. Callaways, Kohls, Target
  11. Calloways
  12. Canes
  13. Car wash, Bakery, Gas station, MedExpress minor emergency, Target, Corner Bakery, Mardels, Hobby Lobby, Home Depot, Olive Garden
  14. Carwash, bank
  15. Chick-fil-a, Mall,
1. Chicken Espresso
  2. Chipotle, big lots, wingstop, laundry facilities, Whataburger, Chick-fil-A, Taco, Q -T
  3. Corner Stone car repair, Cooper St. bakery
  4. Couldn't answer #3 as there is a problem with sentence overlay
  5. Drive thru restaurants, Parks Mall
  6. El Arroyo
  7. Family dollar, golden chick, sonic, McDonald's.
  8. First Watch
  9. gas stations, Kroger, tea room
  10. Golden Chick, Walgreens (corner Cooper at Park Row), McDonald's, Craig's collision, Target, Murphys gas station (corner of Hwy 303), Batteries Plus, insurance agent next to Rooms to Go, Discount Tire, Half-Price Books
  11. Goodwill
  12. Half-Price Books, Target, Kelly's Haircuts, Spring Creek, Winco Foods, Home Depot
  13. half-price books, woodworking place, hobby lobby, lamps plus, Parks Mall (Dillards, Penney's), rockfish
  14. Hearth House
  15. Home Depot
  16. Home Depot at Bardin & S Cooper. I avoid the grass company, Half Priced Books, and other businesses in that area because of traffic. It is not worth the hassle.



17. Home depot, parks mall, target, rooms to go.
18. Home Depot, Rockler, Krispy Kreme, Spring Creek, others just off Cooper (north and South)
19. home depot, urgent care
20. Home Depot, Walmart, multiple fast food restaurants, and multiple businesses that are just off Cooper such as doctors offices, Baylor, Health and Spine and BBVA
21. Home Depot, Winco, Target, Spec's, RaceTrac, thrift store, Waffle House, chicken express, car wash
22. I am a driver for VIA I visit most of them at some point, but mostly the mall.
23. It is awful to drive on Cooper!
24. Jin Korean BBO 3810 S. Cooper St
25. Juno Liquor
26. Krispy Kreme
27. Kroger
28. Loving Hut, Nizza Pizza, Parks Mall. I avoid congestion, traffic & lower speed limit on Cooper.
29. Mall area. I 20 area
30. mall, restaurants, laundry, gas station, mattress store, car wash, my apartment, target, tire shop, barber shop, pharmacy, UTA,
31. Many between Mayfield & Green Oaks
32. Many businesses
33. Many different ones. Several restaurants, best buy, my wife runs a salon beside the mall. We rely on cooper St daily!
34. Many. Burger box. Pier one (no longer there) DXI. Home Depot. Barnes & Noble, Dillard's
35. Mardel, Albertsons
36. Mardels, Nothing Bundt Cakes, El Fenix, Mall
37. McDonald's
38. Metro Champion Auto Repair
39. Multiple. Kroger, fast food, Vet, CVS, Red Kane, Home Depot, etc
40. Multiple...Parks Mall, Hobby Libby, Gracie Lane, plus many others.
41. Nizza Pizza, Target, Corner Bakery, Parks Mall, Big Lots
42. Not businesses that serve my needs and strong concern for violent crime along South Cooper - recent riots and robbery/murders (4) in past few years in study area.
43. On the Border in Mansfield
44. Parks Mall
45. Parks mall
46. PetSupply, Target, Cooper Street Bakery
47. Pizza Hut, McDonalds, Car Wash, RaceTrac, Murphy's, Sonic, Golden Chick, Comerica Bank, Home Depot, Calloway's, Panda Express, Kroger, Applebee's, Hobby Lobby, Dollar Tree, Chick Fil A, Vitamin Shoppe, Discount Tire
48. Red Kane Park
49. Restaraunts: Spring Creek and Burger Box; along with Kolache Bakery! Stores: Kelly-Moore Paint Company and two Furniture Stores.

50. Restaurants and grocery stores
51. Restaurants, offices, retail, gas stations
52. Several businesses
53. Several businesses.
54. shopping area at Pioneer and Cooper
55. Skyline Nails, Walmart
56. Sonic
57. South Cooper Animal Hospital
58. Specs
59. Specs, try not to go near this area after dark.
60. Spring Creek, Tobacco Road, Target, Parks Mall
61. Storage Unit/Cube Smart
62. Taco Pionero
63. Target
64. Target
65. Target, Canes, Kohl's, Gully Animal hospital, Vision City
66. Target, Golden Chic, Walgreens (corner of Park Row), Danny's Hamburgers (next to Walgreens), Family Dollar, McDonalds, Murphy's Gas Station (corner Pioneer Parkway), Caliber Collision, Batteries Plus, Farmers Insurance (behind Rooms to Go)
67. Target, Nizza Pizza, Walmart, Calloways, Dunkin Donuts, McDonalds, Best Buy, Home Depot, Vitamin Shoppe
68. Taylor's State Inspection
69. Tire shop
70. too congested for me and dangerous
71. UTA, Cornerstone Car Care, Pet Supplies Plus, Spring Creek BBQ.
72. Vacuum store
73. Wal Mart, Hobby Lobby, gas stations
74. Walmart
75. Walmart on Cooper and Bardin.
76. Walmart, Arbys, Denny's, Whataburger, Albertsons, Jack n the box, Speedee, Care Now, Pet Supplies, Canes, Red Lobster.
77. Walmart, Dunkin Donuts, domino's, Murphy's, chick fil a, home depot, race track, pet supplies plus
78. Walmart, Winco, dollar Tree, Goodwill, Home Depot
79. Wendy's, Racetrack
80. Whataburger
81. Winco, El Fenix, Big Lots, Taco Casa, Golden Chick, Taqueria Taxco, Walgreens



### QUESTION #3

3. Please rate the following elements on Cooper Street as excellent, good, fair, poor, or no opinion by selecting the appropriate column.

	Excellent	Good	Fair	Poor	No opinion
Street maintenance	12% Excellent	50% Good	30% Fair	7% Poor	1% No opinion
Sidewalks	3% Excellent	22% Good	21% Fair	16% Poor	37% No opinion
Commercial property maintenance	3% Excellent	36% Good	41% Fair	14% Poor	5% No opinion
Corridor landscaping	3% Excellent	22% Good	32% Fair	33% Poor	9% No opinion
Residential property maintenance	3% Excellent	19% Good	36% Fair	17% Poor	24% No opinion
Law enforcement (Police)	12% Excellent	39% Good	25% Fair	8% Poor	17% No opinion
City services	7% Excellent	33% Good	27% Fair	7% Poor	26% No opinion
Open space and parks	5% Excellent	17% Good	20% Fair	39% Poor	19% No opinion

Community events	2% Excellent	10% Good	15% Fair	32% Poor	41% No opinion
History and culture	3% Excellent	10% Good	19% Fair	32% Poor	36% No opinion
Housing	2% Excellent	13% Good	27% Fair	30% Poor	28% No opinion
Shopping	20% Excellent	46% Good	25% Fair	8% Poor	1% No opinion
Dining	20% Excellent	47% Good	25% Fair	7% Poor	1% No opinion
Entertainment	8% Excellent	24% Good	25% Fair	24% Poor	20% No opinion

440 respondents

Nearly half of the 440 respondents to this question identify Street Maintenance, Shopping and Dining on Cooper Street as Good or Excellent.

More than 50 percent of respondents name the following categories as Fair to Poor:

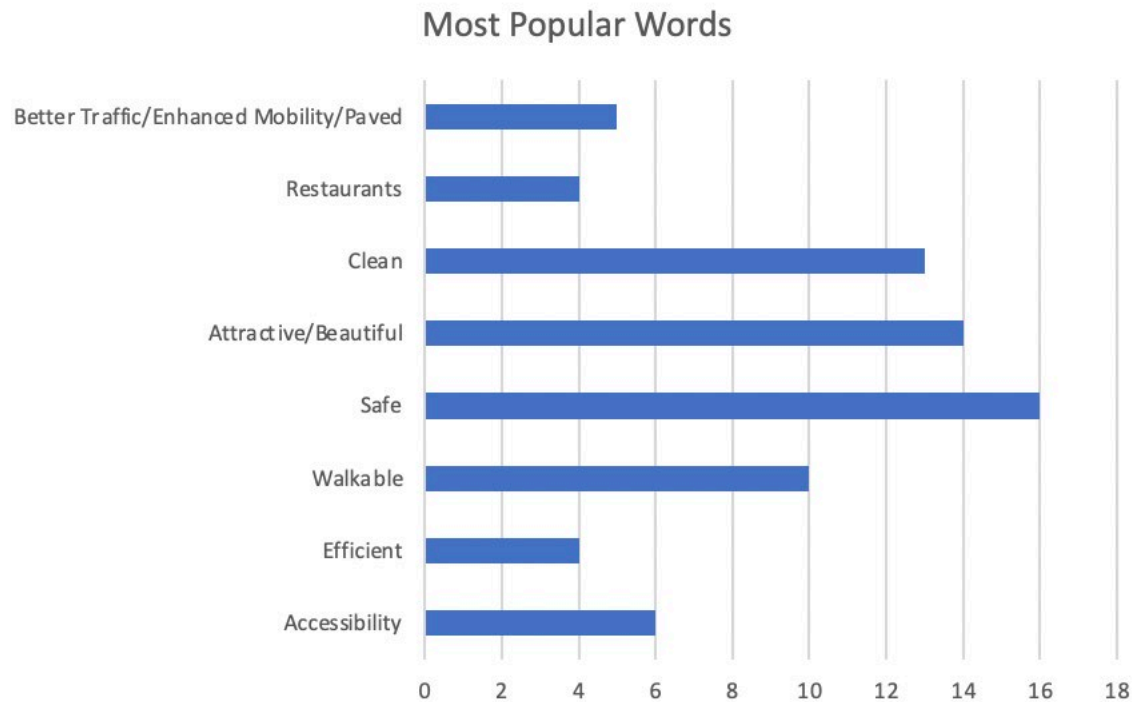
- Commercial and Residential Property and Maintenance, Corridor Landscaping, Open Space and Parks, History and Culture, Housing and Entertainment.
- A simple majority of respondents for each category did not have an opinion on Community Events and History and Culture.



## QUESTION #4

4. Fast forward 15 years. What three words would you like to use to describe the condition of Cooper Street?

Out of 101 respondents, the following chart represents the most commonly repeated phrases or words to describe the answer to Question 4.



### Total written responses for Question 4:

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

1. A lot faster
2. Accessibility, safe, multipurposed
3. Accessible, Attractive & Not trashy. Trees & green space.
4. Accessible, Clean and Fresh
5. Anywhere from disappointing (if we ignore it) to a public draw (if we upgrade it)
6. Area has gone downhill fast. I used to live, work and my kids went to Arlington High
7. Attractive, vibrant, walkable
8. beautified, refreshed, inviting
9. Beautiful landscaping, sans potholes, well-maintained

10. Beautiful landscaping, well-kept small businesses, new enclaves to homes that are upper end/with offices/multi-generational style and walkable within, one destination walkable area similar to Trinity Groves
11. Beautiful safe healthy
12. Beautiful, Accommodating, Maintained
13. Better direction of traffic
14. Better traffic control - I try to avoid Cooper if possible because of the traffic.
15. Busy
16. Busy
17. Busy, Dining
18. Clean , beautiful, no change
19. Clean, clear and paved
20. Clean, convenient, upscale
21. Clean, easy driving, good appearance
22. Clean, well-maintained, safe
23. Cleaner, Greener, Safer
24. Congested, unpredictable, too much construction
25. Convenient, welcome, safe
26. Crowded
27. Crowded, commerce,
28. Destination for everyone
29. Deteriorating
30. Do not care
31. Easy to get in and out of shopping & restaurant centers
32. Effective efficient attractive
33. Efficient, Convenient, Safe
34. Efficient, Lively, Safe
35. Efficient. Attractive. Boulevard.
36. Esthetically appealing, Safe
37. Excellent Less Congestion
38. Family friendly entertainment
39. Fast commute zone.
40. Faster speed limit
41. Faster updated decongested
42. Free flowing traffic
43. Great gathering area.
44. I.m 81 now so my needs then will probably not be especially relevant
45. Improved access to businesses without allowing U-turns
46. Improved, bright, clean



47. In good condition
48. In it's current state overrun.
49. landscaped, well-designed, clean
50. less congested road
51. Less crowded
52. Less traffic
53. Less underused buildings
54. Looks beautiful today
55. Magnetic, Safe, Accessible
56. Maintained usable clean
57. Major upgrade needed
58. Modern, progression, clean
59. New Restaurant Row
60. Nice, cool shops
61. Nice, pretty, easy
62. no pot holes
63. Non stop passage, north to south
64. Not so crowded
65. Overcrowded pointless funnel
66. Overcrowded, particularly through the UTA campus and south of Pioneer Parkway
67. pedestrian friendly
68. pedestrian-friendly, entertaining, lively
69. please driving expierience
70. Pot holes
71. Quality, convenient, improved
72. Quiet. Green. Calm
73. Redeveloped
74. Revitalized, well kept, busy
75. Run down area
76. Safe, nice neighborhood, great food and shopping...when I say great food that does not include salt grass, Applebee's, outback, Starbucks and all the other food chains the city has attracted
77. SAFE, vibrant, inviting
78. Safer, speed limit,
79. Scary - Ugly - Old looking - I would like to see a Beautification Project happen with the city of Arlington...Downtown Arlington is beautiful and would like to see these updates through out our city.
80. Sidewalks with safe access
81. Smooth, beauty, shopping

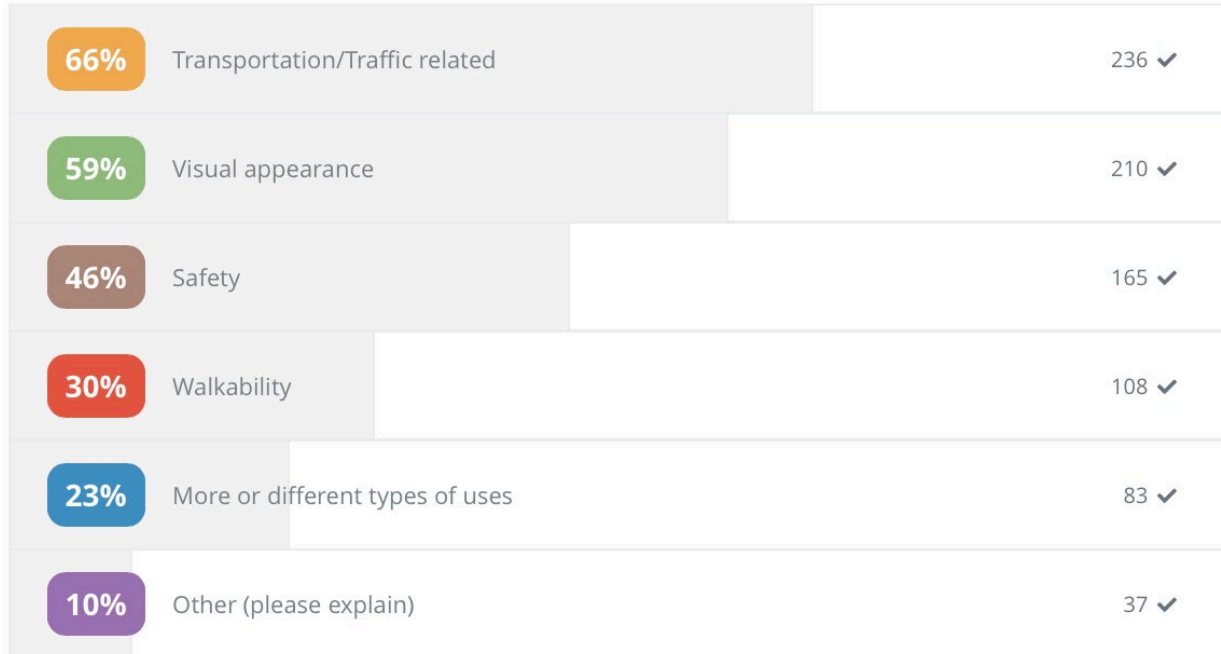
82. smooth, flowing, calm
83. Speed limit 35 mph from UTA to pioneer since median project is complete 30 isn't necessary for safety
84. Stressed, shabby, congested
85. thoroughfare
86. To congested way
87. trees, benches, shuttles
88. Trendy, maintained,
89. Ugly, utilitarian, congested
90. uncluttered, visually pleasing
91. Up to date
92. Vibrant, Destination, Easy
93. Vibrant, new, clean
94. Vibrant, safe, clean
95. visually attractive landscaping
96. walkability unique shops and restaurants
97. Walkable - restaurants - mixed use
98. walkable complete street
99. Walkable, Context-Sensitive, Signature-Boulevard
100. Wider, safer, cameras at intersections
101. Worst congestion ever



## QUESTION #5

5. What improvements would you like to see on Cooper Street?

(Please mark the map below Question 6 if you have a specific location in mind for an improvement and/or would like to describe what improvement should be considered.)



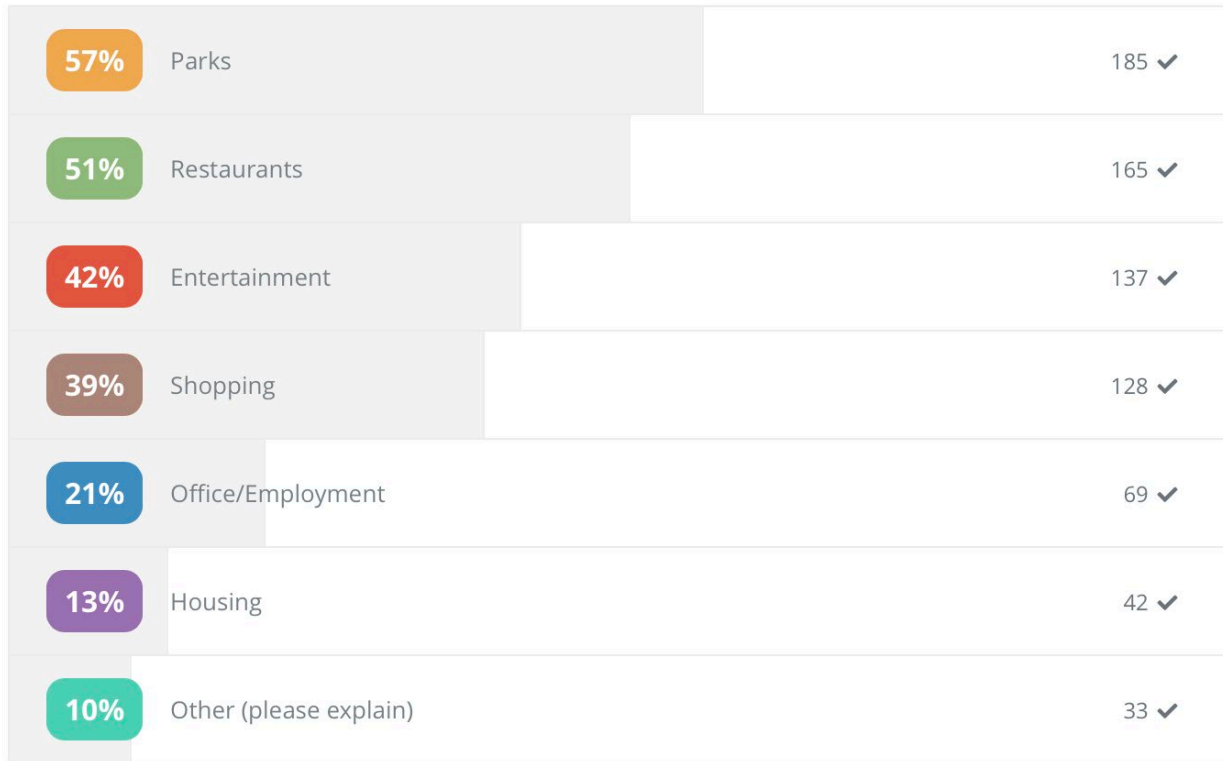
358 Respondents

Note: No survey respondents who selected the 'Other' category provided additional explanation.

## QUESTION #6

6. What additional uses would you like to see on Cooper Street?

(Please mark the map below if you have a specific location in mind for a use.)



326 Respondents

**Nineteen additional responses were provided for the 'Other' category. Responses vary, but green space and landscaping was an emerging theme.**

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

1. A pedestrian walkway at Bardin. The road is too busy to cross and it would greatly improve the ability to shop local
2. Arts
3. Attract employers for eco-growth, fair housing improvements, HUD charges against Arl are TRUE!, change perception and accessibility
4. Attract more employers for eco-growth
5. Cooper has enough going on, nothing needed
6. Cooper Street is fine build an overpass on Collins at the railroad track
7. Create green space/park at the vacant property on Mayfield just east of Johnson Station Cemetery and make it a cultural, historical area regarding the history of Johnson Station Stagecoach Inn and other early settlers of that area. Install a Trail Head on Cooper at the edge of the cemetery, connecting it to the green space and following Johnson Creek as it winds north to the intersection of Matlock at Arkansas, and a connection across Matlock to Vandergriff Park and to the Medical District, making a true walkable trail system to serve that



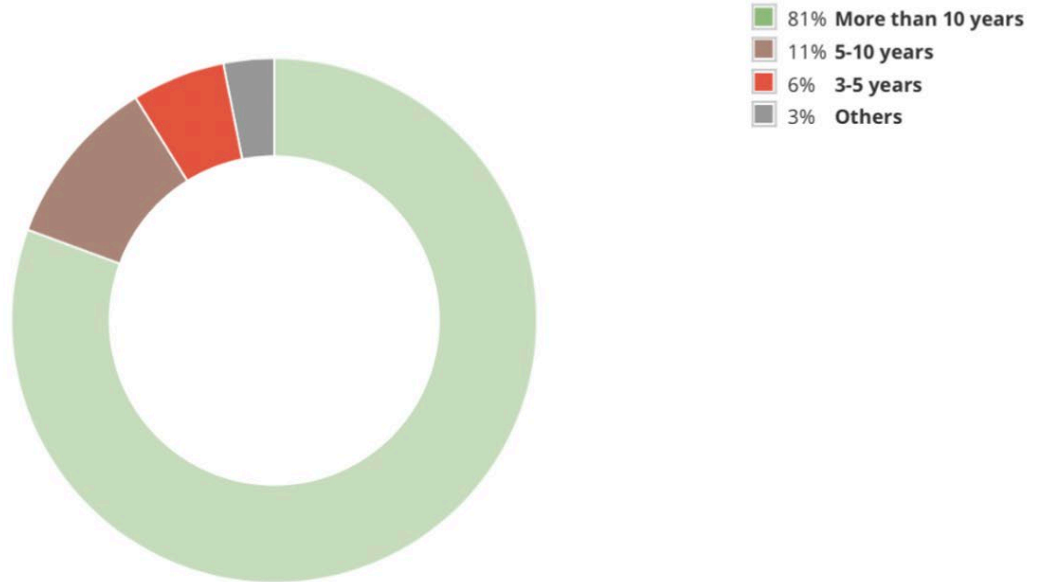
whole corridor area from Arkansas to Mayfield, and connect to housing which is being planned at the Mayfield/Matlock corner.

8. Dry cleaners, coffee shops,
9. Green space.
10. Landmark, Art scapes
11. Landscaping, pothole fixes
12. Less traffic
13. New Housing concepts like Pocket Home villages and other new concepts
14. Nothing
15. R&D near UTA, small manufacturing companies
16. Repurpose Parks Mall. Contact Brookfield, mall owner and find out what plans they have for post-pandemic & post-economic downturn, for new, future uses for mall. Could be similar to what Brookfield is doing in California to another mall they own, with mix of medical related offices & treatment centers, entertainment & fitness businesses, and even some residential units. City should acquire undeveloped green spaces along Johnson Creek from Mayfield (vacant property just east of Johnson Station cemetery at head of Johnson Creek) and add walking trail along creek all way to Arkansas, with trail branches to medical area on Matlock and also to Vandergriff Park. Make whole corridor from I-20 (Parks Mall)
17. Safe street
18. traffic management
19. Trees and landscaping along median

## DEMOGRAPHICS

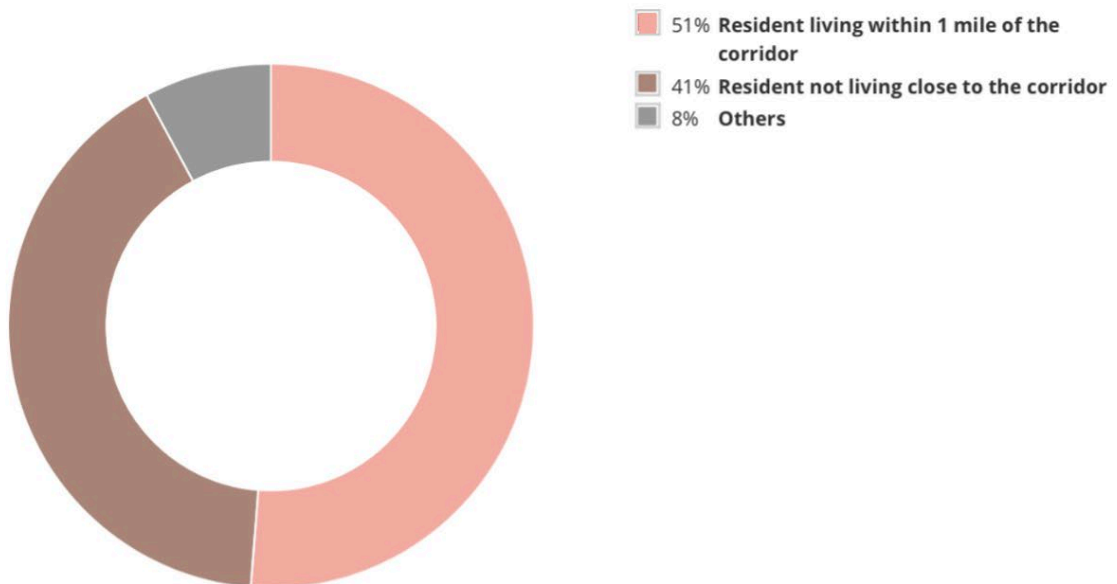
### QUESTIONS 7-8:

7. How long have you lived in the City of Arlington?



418 respondents

8. Of the categories below, which do you relate to most?

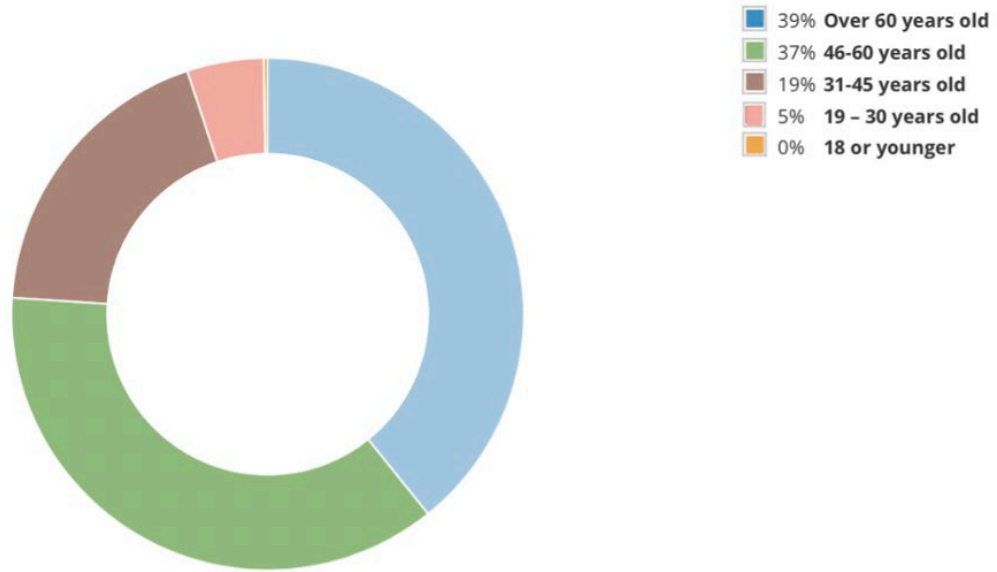


408 respondents



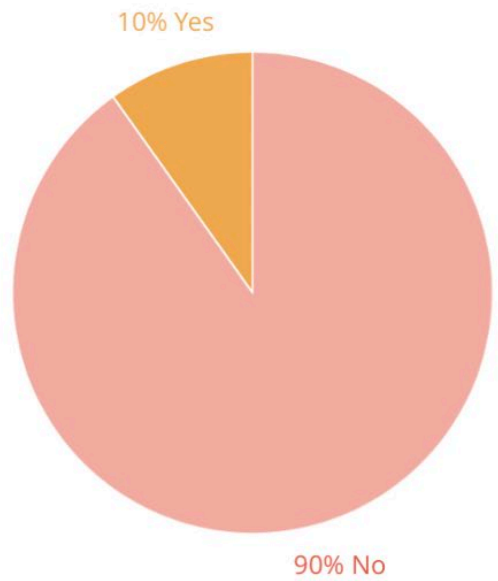
**QUESTIONS 9-10:**

9. What is your age?



413 respondents

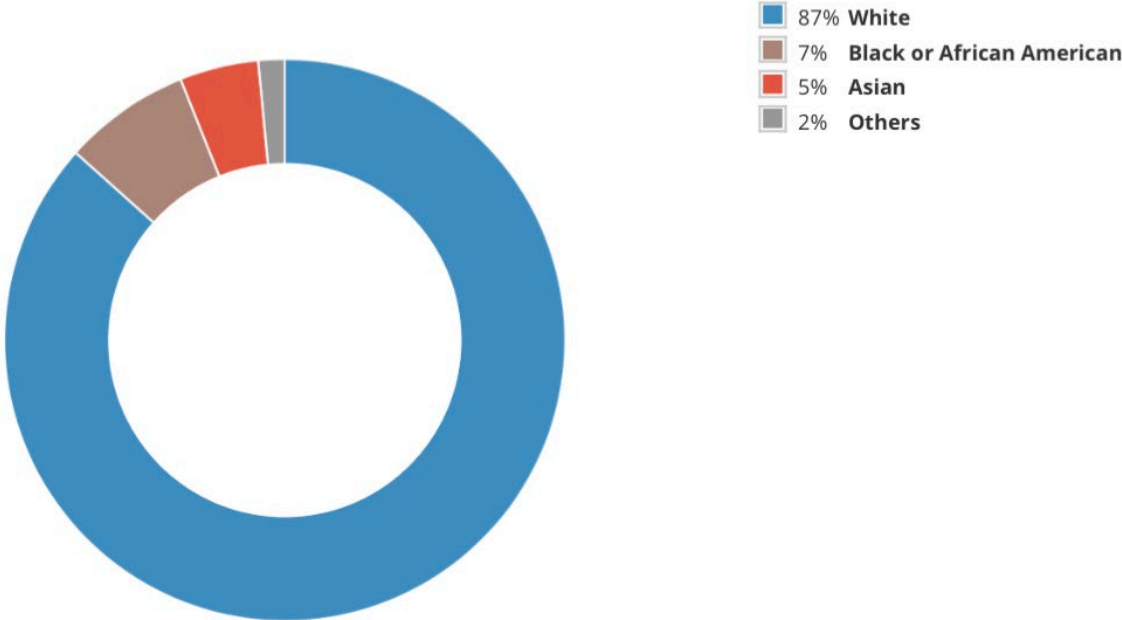
10. Are you Hispanic, Latino, or of Spanish origin?



405 respondents

**QUESTION 11:**

11. How would you describe yourself?



396 respondents

**QUESTIONS 12-13:**

12. What ZIP code do you live in?

Zip Code	No. of Respondents
75115	1
76001	20
76002	2
76004	1
76005	2
76006	2
76010	8
76012	14
76013	14
76014	2
76015	11
76016	11
76017	13
76018	6
76063	1
76106	1
78002	1
<hr/>	
Respondents:	110

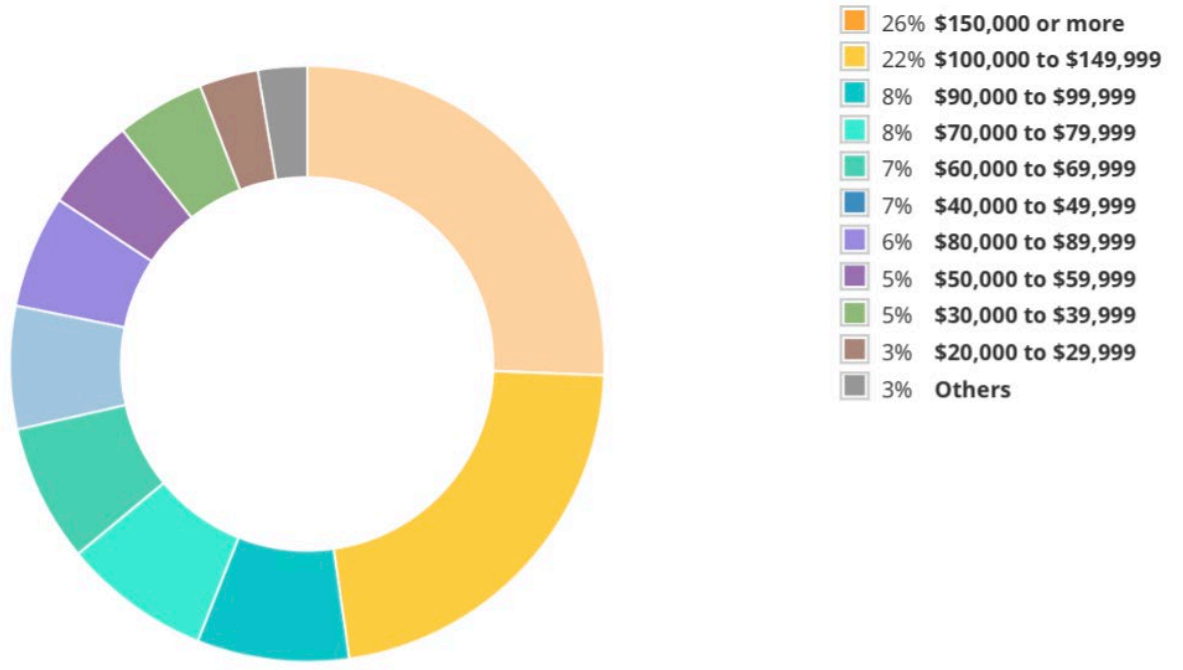
13. What is your gender?

Out 105 respondents, 69 were female and 36 were male.



**QUESTION 14:**

14. What is your total household income?



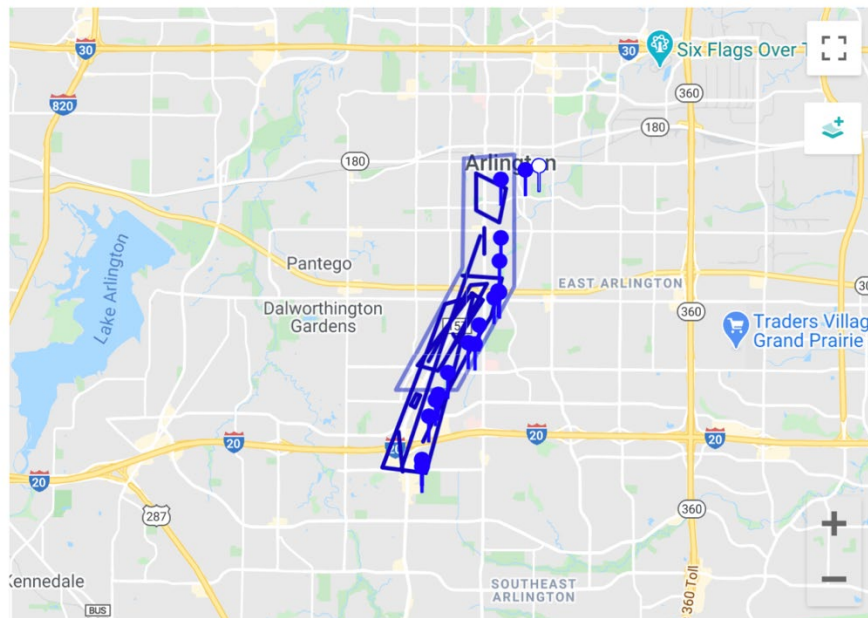
375 respondents

## SUPPLEMENTAL COMMENTS

Forty-nine additional comments were provided through October 27, 2020 via online posting and email. The comments are divided into specific areas:

- Traffic and Congestion;
- Safety;
- Access;
- Economic Development: Business/Retail/Restaurants;
- Green Space; and
- Other

Some participants utilized an interactive map to highlight areas, as shown below. Some of those areas are highlighted in the comments provided on the subsequent pages. Like other responses catalogued in this document, results are unedited raw data; answers appear as written by survey respondent with original spelling and capitalization preserved.



## Traffic/Congestion

### 14 Comments

The guideline for making a left-turn on Cooper from the 2nd lane of east-bound traffic on the I-20 frontage road is so worn out that about half the drivers in that 2nd lane apparently don't see it, because they are turning into the 2nd lane of Cooper instead of the 3rd lane. That forces left-lane drivers on the frontage road to turn into a left-turn-only lane. Please renew the paint & maybe add reflectors!

A lot of drivers (residents and non-residents) get on this last lane thinking it's gin straight only to signal back to their right because the last lane is turning without any prior notice or any indication that that lane is turning. Frustrating for the driver and me.

A sign saying LEFT-TURN ONLY should be posted here. Many drivers do not realize that this lane is left-turn only until they get over I-20 and suddenly see that they can't continue traveling northbound. The way it is now, many drivers force their way into the 2nd lane when they discover they can't continue going straight.

Cooper in general is bad congestion wise

Extremely High Traffic

Lillard, Oakwood, Randol Mill Road, Sanford all need repaving. Have been scraped for many years but never repaved. This needs to be done first before redoing roads that are in good condition.

Not enough turn lanes from Arkansas to I-20, causing way too many U-turns.

South of Park Row thru Arbrook

Stop people from making illegal U-turns by restricting the ability to make them.

The green-yellow-red signal regulating southbound Cooper vehicles wanting to turn left on Americana Drive should be changed to a flashing yellow arrow. It makes no sense for vehicles to be stuck waiting there to make a turn when there is no oncoming northbound traffic, and the wait can be several minutes.

Traffic is always backed up

Traveling north on COOPER from Bardin to the bridge over I- 20, there are at least 3 lights. The way the hill dips the traffic lights at Americana way and I-20 line up perfectly that you can not tell which light is which. It's a very dangerous intersection.

Very poor traffic flow from just south of the main Parks mall entrance down to Bardin. If you are entering Cooper South-bound from West-bound I-20 and need to get to the I-20 frontage road heading East-bound, you pretty much take your life in your own hands at just about any time of day because you have to cross four or five lanes of traffic in a very short distance. Flow traffic south from I-20 to Bardin is terrible during the rush...one reason is likely out-of-sync lights. You seem to always get stopped at the light at the frontage road and again at Bardin...

Hello, thanks for the project. I have travelled Cooper since the mid 1990's and have lived north of I 30, south of I 20, and currently just north of Division in the 76012 zip. I would like to see improved flow from I 30 to Sublet, especially during peak drive times and on weekend afternoons.



## Safety

### 11 Comments

Concerns about crossing the street. Cooper St is way too wide for pedestrians to feel safe.

Crossing I-20 is dangerous for pedestrians, traffic is very aggressive. No greenery along road.

Dangerous left turn onto Matlock

Excessive vehicle speed from Harris Road to Mansfield line makes this area dangerous for those like myself who reside in this area.

I avoid this strip mall and surrounding area, I view it as unsafe. From what I remember there have been multiple violent events in this area in the past.

The area from UTA and 20 always has debris and the lanes are not consistent. Someone not familiar could and have multiple accidents.

The intersection of Pioneer and Cooper is perhaps the biggest challenge in terms of safety. It just has too many lanes....have you ever tried crossing this intersection in a wheel chair or with a stroller?

Trashy appearance, unregulated appearance, unsafe

My main concern is adequate sidewalks and buffers to ensure pedestrian safety. I know there have been accidents where pedestrians, including children have been killed by vehicles while crossing the street, especially crossing Abrams and California Lane. Traffic calming measures and pedestrian bridges, especially across Abrams are what I would like to see in the area as well as sidewalk improvements and buffers between pedestrians and traffic.

Cooper Street is a very busy and dangerous road used by thousands each day. Please consider eliminating the blinking yellow left arrow. It causes more confusion and accidents than any other problem on this heavily used road. The worst corner is Cooper and Bardin. The other terrible intersection is at the Parks Mall and Cooper Street another blinking left arrow. Really bad at the holidays when more people are shopping at the Mall.

I avoid Cooper Street as much as possible for two reasons: it is dangerous and it is unattractive. If I must visit a business on Copper Street I find the nearest cross street and travel there on Center or Matlock in order to travel the least amount of distance on Cooper as possible.

There are ways to make Cooper Street safer, and more attractive:

1. More attractive buildings
2. More 2+ story buildings
3. More trees and landscaping to break up large expanses of parking lot and mitigate heat gain.
4. Smaller buildings closer to road to visually break up large expanses of parking lot and large expanses of buildings behind. These could be used to frame entrances and also serve as visual way-finding markers.
5. More/better pedestrian access between adjacent businesses
6. Protected pedestrian corridors from parking to entrances so you are not walking behind parked cars and across large expanses of hot paving
7. More vehicular access between adjacent properties
8. Shared parking, not having to move the car to visit more than one business
9. More designated parking for smaller and larger vehicles
10. More porous paving to reduce run-off and reduce visual monotony
11. Less visually confusing signage

12. Lighting lower to the ground and less wide beam lighting high overhead
13. Better lane marking w reflective paint. Also reflective marking median endcaps which are hard to see when making turns at night or in heavy rain
14. Slower speeds at night
15. Better street signage announcing the next major cross street
16. Encourage more covered outdoor seating at restaurants
17. Designated VIA drop off and pick areas (covered if possible) at large sites
18. More mixed use (retail/office above or business/residential above ~ see number 2). We have a lot of developed land that is being poorly utilized. It could be upgraded to mixed uses and be made more attractive at the same time

Please check out this book with many great how-to illustrations on some of these items.

<https://sprawlrepair.com/home/>

[https://www.cnu.org/sites/default/files/SPRAWL-RETROFIT-PRES\\_1.pdf](https://www.cnu.org/sites/default/files/SPRAWL-RETROFIT-PRES_1.pdf)

Here's more of my \$0.02 regarding South Cooper, and you can share it with whomever you think is interested. Basically, while I agree that this main drag through town has not aged well, I'm not sure why at least one person on the Council thinks it will take decades to "fix", unless you're thinking of completely re-zoning the strip - a process that likely could take a long time, considering how entrenched some of those businesses are.

Like we've done with Division Street, there is (unfortunately for us) an economic benefit for those companies to continue in business on South Cooper. And as much as I dislike that center concrete median, and although I remain convinced that they contribute as much to accidents as their absence may have (traffic statistics can often be tinkered to support whatever viewpoint one espouses), those medians don't appear to have significantly killed business along the thoroughfare. While the types of businesses that are there may pale in comparison to what we THINK should be there, so far, new businesses have not pushed out the older ones. Again, as with Division Street, I suspect the reason for that is more economic (and, therefore, more logical than esoteric) than we realize. Arlington has lost its overall cachet. It is no longer considered a premiere relocation destination. If it wasn't for City Hall working hard to keep the pro ball teams, and woo a signature project like the Medal of Honor museum, we'd be fading fast. Even 20 years ago, when I worked for the national hospital logistics company on the NE corner of 360 and I-20 (now called Cardinal Health), when a new manager for the facility was brought down from the Chicago area, he bought in Rendon. Out of curiosity, I asked if he'd looked at property in Arlington (back then, large "ranchettes" were still plentiful in far SW Arlington). And he looked at me, honestly and blankly, and asked me, "No. Where is Arlington?"

I was dumbfounded. "Arlington! It's right across the freeway from where we're standing!" Turned out, I learned that the corporate relocation firm used by this huge, national company did not ever include Arlington on its relocation packets being given to roving executives. That's why all of our new people were buying in Mansfield, Southlake, Grapevine, Flower Mound... Rendon... even south Grand Prairie, but NOT Arlington! I learned that many relocation firms - even 20 years ago - no longer considered Arlington desirable.

So what does that mean for South Cooper? It means we have to think locally right now. We need to think in terms of the four neighborhoods I outlined on FB (the UTA - Pioneer block; the Arkansas - Mayfield block; the Parks block between Mayfield & I-20; and the Bardin block, south of I-20).

Another consideration - the more that people get their stuff on Amazon, the more they kill streetscapes in their cities. This isn't just an Arlington problem - by now, perhaps you've heard that long stretches of Broadway in Manhattan are now empty - and that was before the Covid. Bricks-and-mortar retail may not be dead, but it's shrinking rapidly. Landlords are happy to have anybody renting these days. So I think that in terms of re-zoning, we need to wait. Instead, we need to encourage property owners to take far better care of their properties - especially along the streetfront with Cooper. That will help them retain tenants, as well as enhance Cooper overall.

## Access

### 7 Comments

Arlington high school needs to have bridges like UTA.

Better cross walk people almost get hit in this area everyday

Coming north-bound from Bardin, many people are confused that the far right lane is "only" for getting onto the frontage road for I-20. Always someone sitting in the lane in front of the old Macaroni Grill, hoping someone will let them merge left into a lane that allows to proceed north on Cooper.

Intersection improvements

Where Medlin meets Cooper, a sign with flashing yellow lights needs to say "DO NOT BLOCK INTERSECTION." As it is right now, vehicles traveling south block Medlin users from entering Cooper when traffic is stopped for the red light at Mayfield.

Whoever decided to allow Starbucks to have an entrance from Cooper (corner of Cooper and Bardin) was not thinking. I've experienced drive-thru traffic backed up onto Cooper in the mornings.

One thing I don't see in the Existing Conditions report is any discussion about who's using the corridor. Are drivers mainly using the full length of the corridor, or just portions of it? How many drivers are making "through" trips vs stopping at destinations (or starting from origins) along the way? Is it downtown Arlington's lifeline to the south? PLEASE, please, PLEASE do NOT screw it up as badly as Abrams has been!! A large part of injured pedestrian issue is due to fact that Arlington allows day workers to run out into the street!! (Cooper) And allows vehicles to stop suddenly IN THE MIDDLE OF THE VERY BUSY part of Cooper!! It should be mandatory that, if Arlington continues to refuse to control the problem of day workers congregating ---at least make people follow some simple safety precautions! Folks wishing to hire a day worker- should HAVE to pull into a nearby parking lot (so that they are not causing a dangerous situation for others) rather than just stopping on Cooper. Additionally, the guys waiting to try and get jobs should be fined for A) running out onto Cooper B) for impeding traffic. Arlington should take FAR MORE public input and not allow developers to keep doing whatever they want - this is part (we realize just a PART) of the reason the blight is so bad in several Cooper street areas. And NO MORE APARTMENTS!!! period! Not on Cooper at all - several need to be condemned. No more apartments ANYWHERE in Arlington. And do NOT plan the lanes on Cooper to "accommodate" mass transit. UTA should provide shuttles for students to get to grocery, drug stores, restaurants, laundry mats. At this point, the parts of Cooper that do not have sidewalks, do not need any added.



## Economic Development: Business/Retail/Restaurants

### 17 Comments

A Trinity Groves type destination location with eclectic eateries and shopping.

Abandoned club and parking lot

All of the street is too private car dependent. Why not run a street car the whole distance to Mansfield with access points to shopping, restaurants, parks, etc. ?

I now view Cooper south of Pioneer Parkway as a mass of concrete flanked by fast food.

Look at all of the empty parking spaces....could be used to create great village mixed-use infill development...ALL along the corridor. You need more residential mixed with commercial and other uses to revitalize the area.

More restaurants

Need to reverse the decline - highlight historical significance of Johnson Station as first permanent settlement in North Texas. Study area encompasses the geographic center of the 99 square miles that make up the City of Arlington. This area needs to unify a geographically diverse city. Study area south of Pioneer Parkway to the Parks Mall lacks identity. Reminds me of the now thriving and vibrant West 7th Street of 20 years ago when the Fort Worth tornado devastated much of that neglected and declining area just west of Downtown Fort Worth - between Downtown FW and the Museum District.

Street and entrance backlogs and weird medians create traffic chaos, and it might take 30 mins going north to south on a busy day/time/weekend. Wires are not buried in most places and that plus no cohesive look in business, signs or landscaping makes Cooper look abandoned and desolate, not a destination but is only a thoroughfare. I would not walk along Cooper. We need more green space/parks, modern affordable apartments in the entire study area. A grocery store near UTA is Essential to support those students who only have a CVS to walk to.

The NW corner shopping Center is need of a update.

The shopping Center on the NW corner looks pretty in disrepair and it need a big update.

The whole corridor - especially this area - feels so disconnected, old, and car-centric. Cooper should be a signature boulevard like Lancaster in downtown Fort Worth, Southlake Blvd in Southlake, McKinney Ave in Dallas, Champs Elysses in Paris.

This corridor could use some upkeep, revitalized retail

The biggest eyesores to me are the intersection around Cooper, Arkansas and Pioneer. Also California & Cooper on east side. The run down businesses, mostly on the west side of Cooper from Park Row to Mayfield needs to be better maintained, more appealing or torn down.

Vacant property cleaned up or any new use instead if empty bldgs. Difficult to identify on the map on a phone With cross streets not identified.

Businesses from UTA BLVD to Arkansas Ln cleaned up.

Dividing Cooper street with a median caused some businesses to fold. Then, decreasing the speed limit north of Pioneer also caused fewer cars to travel on it - Fielder and Collins and Davis are faster alternates for a north/south viaduct. It is not surprising that there is now a concern for future business and growth in this area. Perhaps, creating an economic development zone along this corridor, with property tax breaks, construction incentives and/or abatements will attract newer businesses. The traffic is horrendous around the Mall, so how about some better traffic engineering studies? If creating

a trolley or bus zone is on the slate it should be thrown out of consideration quickly - this is not really a solution to economic stimulus. Further developing downtown should remain a priority. Cooper Street could use some better businesses and faster speed limits, as well. The Bardin street and Center Street bridge extension were wise moves to eliminate traffic around Matlock. Is there an area along Cooper that can be razed and turned into a vibrant City Park? Ease of access to businesses should be prioritized whatever is done to Cooper.

Clean, well lit sidewalks with updated shops and restrooms. Give people a reason to take a walk in a safe environment. Much easier said than done, I know.

## Green Space 10 Comments

East side of Cooper - Install trail from Cooper to Green space/park at headwater of west branch of Johnson Creek; connect the park/green space to Johnson Station Cemetery; designate area as Historic Area (site of Johnson Station Stagecoach Line Station; continue walking trail northward along Johnson Creek to Arkansas Lane, incorporating green space along the way. Repurpose the space presently occupied by outdated commercial/industrial buildings on Mayfield (to the east of, and adjoining or overlooking, the green space/park) and build single family or duplex or other low density housing affordable to employees in and near the Medical District to the east and to employees who will be working in businesses along the corridor

Park

The Cooper/Matlock/Pioneer/Arkansas intersection is a visual disaster, yet could become an attractive landmark and more functional destination in the corridor. Desperately needs trees, more attractive lighting, better sidewalks, possibly some murals, outdoor dining, etc.

There are way too many unused lots in this portion. The overall appearance is "run-down" or neglected yet just south of I-20 there are parcels of land being sold for development. Develop what needs to be updated not cleared out. Greenery would be a nice break from the dilapidated vacancies.

This space needs to be turned into a park or a multi-use development. It is truly a wast of space and needs to be updated.

What about a wide parallel linear park / trail along the whole corridor? Create a green space that spans the entire length of the corridor. It would be unique and a great service to the people of Arlington who live in this corridor AND provide an excellent and safe way to walk and bike through the area....similar to how the Cotton Belt Trail is parallel to the railroad in Grapevine/Colleyville....but this would be directly parallel to Cooper....would help to green up the corridor.

The aesthetics are most concerning. And lack of public walking areas. Perhaps there could be portions of the thoroughfare that provide walkable cafes and independent local stores (books, coffee, boutique). Tree-lined streets would also be nice. The current situation feels depressing by only focusing on cars and not actual life and/or quality of life. Feels more transactional rather than relational with a sense of purpose. Perhaps we could even incorporate street art that will create a sense of community. This would be a fantastic way to showcase the local artistic talent at the college as well as brighten the boring corridor with art that is available to all people.

More street trees, both along the business side of the street and in the media that was just constructed. Pedestrian cap over Cooper through the UT Arlington campus to make the campus experience more important than the vehicular experience. Save distinctive roadside architecture and signs - but bury all the power lines and telecom cables to eliminate that litter up the sight lines, block storefronts, make trees impossible to plant, and make it difficult to place driveways. Ask the architecture and urban design students and faculty at UTA to participate in community design charettes to show how similar streets can look in other cities and what some options could be for making Arlington better.

I would like the Committee to consider the concept of a "tree-lined avenue with wide sidewalks and small parks mixed with businesses which have a home-town look that welcomes drivers to pull into parking at an angle in various places for stopping, browsing, and shopping." Embrace the idea and feel of multiple, tiny, walkable villages along this stretch of Cooper Street.



**Other**  
**6 Comments**

That whole area could disappear and nobody would care

The area around Cooper and Pioneer is terrible.

The southern area.

This space needs to be updated. It is awful and wasteful.

Ugly

UTA area



## SOUTH COOPER STREET PROJECT ENGAGEMENT

Survey #2 Results  
Input Period: Dec. 8-22, 2020

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS
443	154	1,959	894

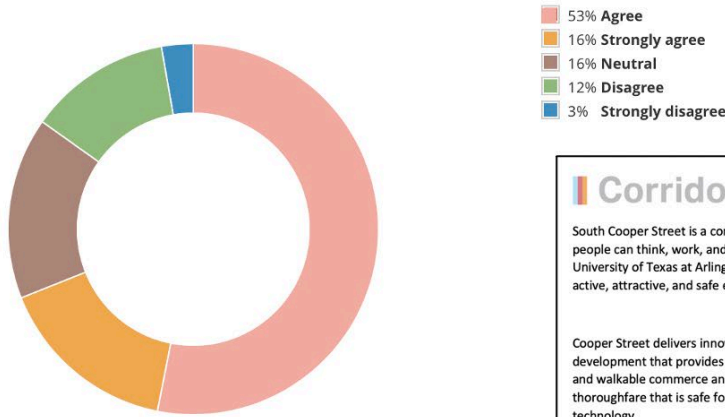
**Note:**

Comments are provided as raw data. They are unedited results, categorized based upon area of interest and/or concern.

# SURVEY RESULTS

## QUESTION #1

1. Do you feel the draft vision statement accurately describes what the future of the South Cooper Street should look like?



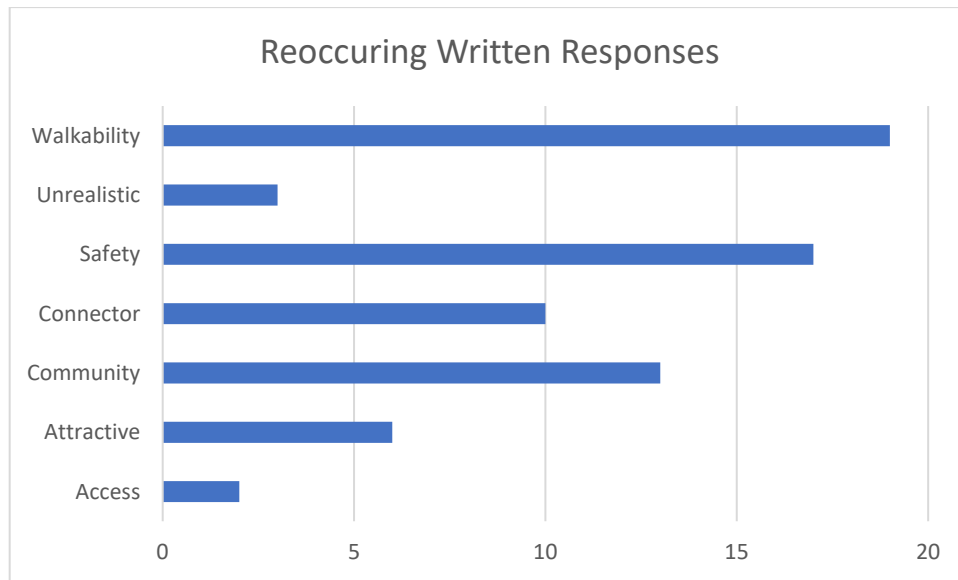
145 respondents

### Corridor Vision

South Cooper Street is a community connector and regional destination within the City of Arlington where people can think, work, and play. The corridor is regionally significant with strong economic anchors in the University of Texas at Arlington and the Parks Mall and is a small business generator. Cooper Street is an active, attractive, and safe environment for all.

Cooper Street delivers innovation in education, research, healthcare, housing, and economic development that provides opportunities to enhance the local community. The corridor provides vibrant and walkable commerce and experiences. Cooper Street is an intelligent and optimized mobility thoroughfare that is safe for pedestrians and efficiently moves vehicles with assistance from smart technology.

1a. What do you like most about the draft vision statement?



### Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

I like the visioning of Cooper having the opportunity for innovation in a wide variety of experiences and services to all who use the Cooper Corridor, while providing a safer and accessible route for all, including pedestrians and all forms of mobility and transportation.



"Active, attractive and SAFE"

"Attractive" "Safe" "Vibrant" "Walkable"

"efficiently moves vehicles"

"safe environment"

" South Cooper Street is a community connector and regional destination within the City of Arlington where people can think, work, and play."

"South Cooper Street is ..." Yes, it is, it is there, it is busy.

1, Cooper Street delivers innovation in education, research, healthcare, housing, and economic development that provides opportunities to enhance the local community. The corridor provides vibrant and walkable commerce and experiences. 2 The corridor is regionally significant with strong economic anchors in the University of Texas at Arlington

Also "attractive" is very questionable.

Appropriate vision expressed.

Broad usage if the area.

community connector, economic anchors, active

Community connector, education.

Cooper is a vital lifeline to Arlington, and I am happy to see plans for a much needed update, especially between Arbrook and Park Row.

Cooper st is a community connector.

Cooper Street is an intelligent and optimized mobility thoroughfare that is safe for pedestrians and efficiently moves vehicles with assistance from smart technology." This statement is inaccurate.

Efficiently moves vehicles.

Emphasis on safety and walkability

Emphasis on walkability and making the street safe for pedestrians

First paragraph sounds good. Not sure how safe and walk able it is.

Forward thinking and planning.

I agree that it is a community connector and brings people from north Arlington and Mansfield.

I agree that South Cooper is a major roadway & is essential to business corridor activity both north of and south of Interstate 20 with the activity continuing south of Highway 287 in Mansfield.

I like that it's inclusive of the different ways people use Cooper Street—"where people can think, work, and play". But I especially like that it also says that it will deliver "innovation in education, research, healthcare, housing, and economic development that provides opportunities to enhance the local community". Why? Because that middle section between the Parks Mall and UTA needs some serious work. For years I've passed by empty lots that never get filled and some businesses have even closed up, leaving behind shutter buildings that never get new tenants. It's really sad. Glad this project is happening.

I like that the draft specifies "walkable commerce and experiences." I grew up in Arlington beginning in 1976, and the city has been notoriously slow at adopting Complete Streets and Vision Zero smart growth. A painful example of this is the fairly recent conversion of Center Street between Arkansas Ln and Arbrook Blvd. That area is a residential and school zone but has been converted into a main arterial where many cars drive through going well over the posted speed limits. The dips that used to slow cars down were taken out. Vandergriff Park has only one crosswalk to access it and no one ever yields to pedestrians at it. A stop sign was even put in place to force pedestrians and cyclists on the park's multi-use path to stop for cars! I have never seen a stop sign for pedestrians and cyclists to yield to cars anywhere else because it goes against every right-of-way traffic law in this country. It is simply ludicrous that something like this was done in a residential park. It sends the message that all other forms of traffic should yield to cars and that drivers do not need to pay attention to anything other than cars.

I like the fact that it is a connector from South Arlington to Downtown Arlington. Travel should be encouraged from South Arlington/Mansfield to local businesses in Downtown Arlington

I like the idea that it will provide opportunities for all the different innovations

I like the nod to commerce and the economic relevance of the statement.

I like the positivity but it's moment the "Cooper Street is an active, attractive, and safe environment for all... provides vibrant and walkable commerce and experiences" great vision, none of it true now.

I like the variation of intended use, innovation, education, etc.

I mean its forward thinking.

I thought the recommendations were all great and needed.

I'm not really clear on what the revision is.

I'm also intrigued by the idea of "smart technology"—I like that it says that too though am skeptical as to how that will look. And, lastly, I'm glad to see that mobility is a part of the vision because there's nothing more annoying and unsafe than a sidewalk that randomly ends.

Identifying Cooper Street as a "corridor" which, in my opinion, emphasizes the importance of this roadway.

Improves walkability and promotes diversity of businesses.

It could describe anywhere in the world as viewed thru thick rose colored glasses.

It describes the area very well in what it brings to Arlington

It is a community connector

It is extremely positive, perhaps overly so.

It's a community connection

It's a goal of what it could be.

It's mostly just fluff, designs to placate

It's positive but unrealistic. There are many problems with Cooper. From traffic flow to crime. It's a dangerous stretch of road after sunset and the mall is no longer a viable healthy property with the loss bankrupt anchors and one tone entertainment. Restaurants have gone out of business and it reflects the urban Blight south of UTA to I20.

Keep history along street. Keep small local businesses

Making the street attractive is a plus, but will be challenging.

Needs to go deeper into south Arlington

Nothing

Pedestrian safety

Provides opportunities to enhance the local community

Regional connector (actually, should be classified as an arterial)

Regionally significant, efficiently moves vehicles

Safe for pedestrians and efficient

Safety

Small business anchoring.

Small business generator.

Small businesses part of plan, focus on moving traffic efficiently

South Cooper Street is a community connector and regional destination within the City of Arlington where people can think, work, and play.

strong economic anchors

t00 busy & you put those road dividers that makes getting to businesses harder - another city stupid idea they make very stupid choices on designs that are unsafe.

The corridor is regionally significant with strong economic anchors in the University of Texas at Arlington and the Parks Mall and is a small business generator. Cooper Street is an active, attractive, and safe environment for all. Cooper Street delivers innovation in education, research, healthcare, housing, and economic development that provides opportunities to enhance the local community. The corridor provides vibrant and walkable commerce and experiences.

The corridor provides vibrant and walkable commerce and experiences

The description of the street

The draft vision statement talks about what South Cooper Street should be.

The glowing statements about the future... Not sure if business owners will buy in. It is beginning to look like East Abtams with cars everywhere, tire shops in former single family homes, etc..

The ideas for innovation in education, research, healthcare, housing, and economic development to enhance Arlington.

The statement it would be safe for pedestrians and move traffic safely.

The statement promotes the vision of having a truly mixed use of property along the corridor, which will provide a rare opportunity where education, research, healthcare, housing, and economic development can all come together to provide that highly desired mix of live=work- play within which will enhance the local community.

There are many housing communities just off the road that should be more addressed in order to truly understand why "The corridor provides vibrant and walkable commerce and experiences."

Think work and play. moves vehicles with smart technology

Unfortunately, the parts that I like the most are the most unrealistic. TxDOT controls the right-of-way and it will never truly function as a "vibrant and walkable commerce experience". The transportation priorities at TxDOT are a fundamental mismatch with the land uses and required development design changes to truly function that way. It is why Cooper Street is still a massive 6 lane highway through UTA and downtown Arlington - where it SHOULD function more than anywhere else as a walkable corridor - but it is still a massive barrier. Until Cooper Street is taken off system - it is relatively moot.

Uta and parks mall as anchors

Vibrant and walkable spaces

Vibrant, safe and walkable. Great goals!

Walkability, safe, clean

Walkable access.

Walkable Commerce

Walkable experience



1b. If you don't agree, what is missing?

Follow-up question 1b received 68 unique responses. Transportation and connectivity appeared to be re-occurring themes. In addition, historical connections were listed as important items

## Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

"think, work and play"? It is not safe for pedestrians. However, people shouldn't be walking along there anyway.

1) Historic Preservation! and 2) Enhancing the current cement/asphalt beltway with consistent "green" along the corridor - tree canopies over walkable pathways and trails, pocket greenspaces and parks, etc. Dallas is currently updating its Environmental plan. Both Fort Worth and Dallas have environmental and sustainable foci and are concerned about the quality of life in the future - <https://www.fortworthtexas.gov/departments/code-compliance/environmental-quality>

A realistic acknowledgement of the City not having decision making of the right-of-way in the corridor.

Add "the south arlington residential district" as one of the anchors

Affordable public transportation not Uber , Lyft etc

Also, vision should recognize that the Cooper Corridor developed organically over its history, and already has a wide variety of services, businesses, and housing, many of which are providing needed services to those who live in or pass through the corridor, and those should be preserved and/or enhanced but not eliminated.

An intelligent street? Drop that; it sounds stupid. Just use the rest of the sentence.

and even pages 22 and 23 of the Westador Addition Neighborhood Plan

[https://www.arlingtontx.gov/UserFiles/Servers/Server\\_14481062/File/City%20Hall/Depts/Office%20of%20Strategic%20Initiatives/Neighborhood%20Program/Neighborhood%20Plans/Westador%20Neighborhood%20Plan.pdf](https://www.arlingtontx.gov/UserFiles/Servers/Server_14481062/File/City%20Hall/Depts/Office%20of%20Strategic%20Initiatives/Neighborhood%20Program/Neighborhood%20Plans/Westador%20Neighborhood%20Plan.pdf)  
better safety designs by someone with experience in safety

Bus transportation

Connection north and south arlington

Cooper street is neither walkable nor is it safe for pedestrians or vehicles. For example, try getting to Best Buy from the westbound frontage road of I-20. You have to cross at least 4 lanes of traffic in a very short window. Cycling is not mentioned at all. It is almost impossible to ride a bike on South Cooper. Will they put in a bike lane, preferably a protected one?

Does Not meet the needs of residences that are located past green oaks

Don't agree with the "play" aspect. Cooper corridor should not be turned into an entertainment district. Arlington needs N-S arterials functioning at optimum, 24/7.

Excellent and frequent public transportation including to North Cooper and Collins Stadium/entertainment venues area

Fails to mention that there are various dining options along S. Cooper street.

For Cooper Street to be attractive with enhanced walkability, it needs greenspace for pedestrians - trees along sidewalks and visibility of green or plants. UTA does a stellar job of this and then it stops at Mitchell with businesses having cement and/or asphalt and buildings up to the curb. Laura Bush's Texan by Nature has a lot of research concerning nature and wellness (mental and physical) <https://texanbynature.org/symposium-topic/health-and-nature/> The Center for Health & Nature hosted the 2020 Health & Nature Symposium: Collaborating for a Healthier Future. The symposium brought together over 225 researchers, medical practitioners, and conservationists for a one-day virtual event that discussed the effect nature has on our health and well-being not only within a healthcare setting, but in the communities... North of the South Cooper Street Corridor is a medical district as well as the southern end with medical facilities in between centrally placing healthcare in the heart of Arlington - very appropriate. Housing attracting medical professionals and their families as well as students with a healthy, natural (green space) aesthetic ambiance could make this corridor transform into one of the most unique thoroughfares in this country! Ann Foss and other members of this committee should read publications by innovative healthcare presenters <https://texanbynature.org/symposium-topic/health-and-nature/> .

Greenery to isolate a little bit better commerces & pedestrians from the traffic

[https://books.google.com/books?id=7KiKq2\\_E--](https://books.google.com/books?id=7KiKq2_E--)

QC&pg=PA107&lpg=PA107&dq=Hiram+Blackwell+of+the+Peters+Colony&source=bl&ots=g-JSHQFyBo&sig=ACfU3U2OmEh0CxBOgVuWdvCd4oclEL4OKg&hl=en&sa=X&ved=2ahUKewiF\_6H9oJ3kAhUGDKwKHfJFAhEQ6AEwA3oECAkQAQ#v=onepage&q=Hiram%20Blackwell%20of%20the%20Peters%20Colony&f=false

I agree its a good statement, but I wouldn't call it attractive. There are many abandoned buildings (like 2001 escapade) and trash that makes the street feel like Jefferson in Dallas.

I agree with this more once the suggested improvements are made but don't totally agree with these statements currently.

I am highly concerned about safety and emphasizing attractiveness by major improvements of eye sores via investments (\$\$\$) not simply paint and certainly not murals. Murals and cheap outdoor public art are indicators of area decline in value, while increase in crime.

I don't believe Cooper Street is optimized for mobility nor safely walkable. Needs pedestrian walkovers to avoid traffic in order to safely walk or ride (wheelchairs, etc)

I don't see Cooper as walkable commerce. There are a lot of businesses on Cooper, but they are primarily eating or service establishments where you go to one place and you're done. I don't see a need for walkability between these types of businesses and the area is too large to envision it ever being that way. You drive in to one place and then drive on to something else

I feel like the whole description is completely opposite of what South Cooper is. That would mean lots of change.

I guess I am thinking more about implementation. Many of the problems are poor zoning, and NO or little code enforcement. But sidewalks and traffic planning are also in need.. I just dont want to spend a bunch of money to have improvements in front of the tire houses

I kinda feel like there's a ton of work to be done to make cooper match that description. I dont even know if i want cooper changed that much.

I think reference to safety for pedestrians is inaccurate. It needs to become safe form pedestrians, which it presently is not.

I think the draft is too broad and not specific enough to be of much use. It also covers too wide of a geographic area with too many different zones and features.

I'd like to know what it entails.

If this is a "Vision" it must include wording to that effect. "The Future South Cooper Street" will be ..... this statement does not describe the corridor in any way right now. I would prefer to see the word "think" replaced with "learn".

In addition, please review the Heart of Arlington Neighborhood Association Action Plan:

[https://www.arlingtontx.gov/city\\_hall/departments/office\\_of\\_strategic\\_initiatives/neighborhood\\_engagement\\_program/neighborhood\\_plans/heart\\_of\\_arlington\\_neighborhood\\_action\\_plan](https://www.arlingtontx.gov/city_hall/departments/office_of_strategic_initiatives/neighborhood_engagement_program/neighborhood_plans/heart_of_arlington_neighborhood_action_plan)

It is not necessarily Pedestrian safe

It's not safe. It's not pedestrian friendly. It's not attractive.

It's positive but unrealistic. There are many problems with Cooper. From traffic flow to crime. It's a dangerous stretch of road after sunset and the mall is no longer a viable healthy property with the loss bankrupt anchors and one tone entertainment. Restaurants have gone out of business and it reflects the urban Blight south of UTA to I20.

It's unrealistic. There are many problems with Cooper. From traffic flow to crime. It's a dangerous stretch of road after sunset and the mall is no longer a viable healthy property with the loss bankrupt anchors and one tone entertainment. Restaurants have gone out of business and it reflects the urban Blight south of UTA to I20.

Just looks run down. South Arlington needs new life put into it.

low traffic corridor

Missing important historical sites all along the 5-mile stretch...

More attention should be paid to recognizing the historical components either along the corridor or in close proximity to it...linking them in some way. In obvious ways as the city has expanded outward, a section of Cooper Street has -- in my view -- declined somewhat in attractiveness as a retail destination. Some solutions to this should be addressed.

Near the historic cemetery (in Section 2) is one of the most important areas to the history of Arlington being created, but more importantly dates back to prior to Texas becoming a Republic - the actual site of Trading House No. 1 established by directives of Sam Houston prior to his arrival to Texas. The DAR monument was installed on Mayfield in 1957 near the site of the first stage coach inn which came shortly afterwards. Visit the Fielder Museum before December 31 to view the entire newspaper article and photo of the installation of the historic marker in 1957. Also refer to page 107 of Carol Roark's second edition of Fort Worth and Tarrant County: An Historical Guide



None of this is currently accurate.

Nothing

optimized mobility is a stretch, don't know of anyone that walks between places on S. Cooper

References to green spaces, paralleling Johnson Creek (fka Trading House Creek), and historic significance as the core or heart of the beginning of Arlington's existence - at Johnson Station and the actual site of Marrow Bone Springs (which was at Johnson Station the site of the first stagecoach inn and Trading House No 1 where the first peace treaty was officially ratified - prior to Texas becoming a Republic - when finally signed by representatives of the two remaining area tribes who had refused to come to sign at Bird's Fort. This area should not be covered up by asphalt, cement, buildings, losing history, but made into a green space!

Safety for vehicles and monitoring the road. We have had too many instances of road rage in Arlington and wrecks due to confusion in signage

See other answers

Should be more emphasis on providing open green space along corridor with buildings set back from street, provide room for sidewalks, trees, landscaping, walking trails and green space along street and along Johnson Creek, pedestrian and non-vehicular movement along sides of street; housing near (not on) the corridor for present and future workforce in that area; and a variety of supportive services for both residents and businesses in corridor; and less emphasis on trying to divide the corridor into separate "zones" - make it a truly mixed use corridor with emphasis on healthy, safe and affordable working and living environment

South Cooper Street extends to approximately Harris Road in SOUTH Arlington. Not an especially "safe" place to travel.

The 'think, work, and play' doesn't read well. Is there any way to really make Cooper a 'pedestrian friendly thoroughfare? The wording would lead someone to believe it is. It would be more accurate to say it is 'a vibrant corridor that provides areas of pedestrian-friendly commerce and experiences.'

The corridor is not safe. Traffic is congested. It is not safe for pedestrian crossings. There have been multiple crimes in the area including 2 in our office complex as well as a few deaths. Oftentimes, motorist speed is not controlled & perpendicular entrances & exits to & from retail, office & other businesses without light control puts motorists & passengers @ risk. Also, mail delivery is horrible. Many days we do not receive any mail & when it does arrive, it is after 3:30 p.m.

The historical component of Cooper Street.

The overlooked and often "buried" or hidden historic connection that runs throughout this entire corridor. This study area includes a five-mile section of Cooper Street from UTA Boulevard to Bardin Road and areas surrounding, which include numerous sites of historic significance from numerous buildings on the UTA campus, the Berachah Home Cemetery at Doug Russell Park, Johnson Creek / Trading House Creek, South Center Street / Military Trail, the Historic Cemeteries on West Arkansas, Marrow Bone Spring(s) sites, the Arlington Archeological site, Johnson Station Cemetery, Johnson Station and DAR granite monument marking the location of the first stagecoach inn serving as an overnight stop between Fort Worth and Dallas, down to the Witness Tree Memorial Gardens on Bardin Road. This could be a good opportunity to get focus on connecting these historic spots and support for them in terms of signage, increased accessibility, gaining adequate parking areas, aesthetic improvements of adjoining and neighboring businesses, increased security and reduction in vandalism / crime, etc. Devising a long-term solution for re-homing the homeless (i.e., the locked storage bin programs like undergone in Austin and Los Angeles - near Mission Arlington and the Night Shelter) with increased police monitoring presence throughout the corridor, is also missing. Much of the decline in all three zones is due to panhandling, vandalizing, and crimes committed by transients.

The statement doesn't take into account what plans Brookfield (owner of Parks Mall and one of the largest stakeholders along the corridor) may be already planning for the Mall. Any revitalization of the Parks Mall will have an enormous impact in that area of Cooper and the surrounding acreage. Brookfield is already repurposing a mall in California, turning it into a mega-mixed use with re-imagined and innovative redevelopment, which includes housing and recreational opportunities and the same could be done at the Parks Mall, given its location near the Medical community on Matlock, which makes the mall and the acreage around it very desirable for repurposing as medical offices and services, clinics, housing, and even recreational facilities to serve the expanding medical and research facilities and their employees and clients.

The study area includes a five-mile section of Cooper Street from UTA Boulevard to Bardin Road and areas surrounding, which include several of historic significance from the 1.) Berachah Home Cemetery at Doug Russell

Park, 2.) Johnson Creek / Trading House Creek, 3.) South Center Street / Military Trail, 4.) the Historic Cemeteries on West Arkansas, 5.) Marrow Bone Spring(s) sites, 6.) the Arlington Archeological site, 7.) Johnson Station Cemetery, 8.) Johnson Station, 9.) Mary Le Bone Spring and 10.) DAR granite monument marking the location of the first stagecoach inn serving as an overnight stop between Fort Worth and Dallas, down to the 11.) Witness Tree Memorial Gardens on Bardin Road. This could be a good opportunity to get focus on connecting these historic spots and support for them in terms of signage, increased accessibility, gaining adequate parking areas, aesthetic improvements of adjoining and neighboring businesses, increased security and reduction in vandalism / crime, etc. This area is the birthplace of the Metroplex and first permanent settlement in North Texas.

The vision and clarity of the challenges of the aged structures, vacant buildings, lack of sense of place, and what we can realistically plan for the near future to transform this corridor into several clusters of vibrant economic engines that reignites our city's financial flame 🙏.

There are many housing communities just off the road that should be more addressed in order to truly understand why "The corridor provides vibrant and walkable commerce and experiences."

Trading House Creek / Johnson Creek Cross Timbers hiking trailway from UTA southward through Julia Burgen Park connecting the green spaces, parks, preservation areas and pocket parks.

Traffic calming on east-west arterial roads north of Pioneer (particularly 100-200 blocks of West Park Row which abuts two schools at Grace Lutheran Church and the SW corner of Julia Burgen Park) as geographically becoming closer to UTA and Downtown.

Traffic congestion, nothing walkable except around UTA, housing (?), Parks Mall is failing attraction, safe(?).

Use wasted/despise land

Well for starters, along south Cooper you pass by many cheap stay by the week hotels, section eight apartments and fast food restaurants. The parks mall is far from a highlight of the area. I think resident are happier about specs and total wine maybe even the lowes or academy close by...you never see anyone walking or riding bikes as it doesn't seem like a safe area...also, you missed the day labor groups that hang out around this area What is missing is the following: (1) All telephone wires should be buried - I know this is a huge project and cost but this is one of the biggest, ugliest eyesores on Cooper. Is there anyway you can fix this? (2) I didn't see any mention of the high number of auto repair shops along Cooper, most very old and a huge eye sore along Cooper. These really need to be gone. (3) I believe currently the commercial signage is grandfathered in for existing "pole" and high signage. I understand if they sell the business and the business changes, then they have to adhere to new guidelines for the "monument" style sigs (great) but is there any incentive the City can provide for those ugly metal high pole signs to be replaced with new signage if the City pays for a new one and the owner agrees? The City can also maybe give some tax breaks or something but to wait years for some of these ugly signs to go away is not fixing the problem.

What's missing in the vision is recognizing the rich historical significance of Cooper Corridor as it relates to the beginning and development of Arlington, a history which could be tied in to publicity and advertising, to help attract people to visit/shop in the corridor. Historical features of the corridor include original location of the Witness Tree (just off Cooper at Bardin Road; Johnson Station area (birthplace of Arlington with its first school, church, cemetery, stage coach inn and Mare Le Bone Spring); the Berachah Cemetery on Cooper/UTA campus; intersection of the historic & nationally known Bankhead Highway (now Division/Hwy 180). Incorporating that history into the vision could help draw attention to the corridor, adding to its already widely diverse uses for residential, business, recreation and general services for all who live, work and play in and along the corridor. While I understand that vision statements should be inspirational and aspirational, I think it's too aggressive and not based in reality. I don't think that South Cooper Street is attractive and I'm not sure it ever will be. Is it reasonable to add linear parks, require a consistent architecture of the buildings that would be aesthetically pleasing to the Arlingtonite or guest? Some buildings /businesses buildings and grounds are run down. It's also not walkable and i'm not sure the entire corridor can be. How could someone safely and easily cross the street on South Cooper?

Would like to see plantings addressed, shade, pocket parks, etc.

Would not say it is attractive

## QUESTION #2

2a. What do you like most about the draft visions for each zone?

### Zone 1 Vision

*Arts & Education*

- Zone 1 embraces the University of Texas at Arlington's expanding educational prominence and creates a collaborative spirit of social, cultural and economic opportunity anchored in a walkable and vibrant district that provides diverse housing options and serves as a thread between Downtown Arlington and South Cooper Street.



### Zone 2 Vision

*Small Business Innovation*

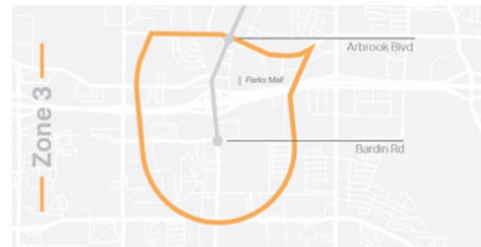
- Zone 2 imagines the future of work and creates spaces that foster collaboration and cultivate new innovative business ventures, all while celebrating creative cultural expression of the local community



### Zone 3 Vision

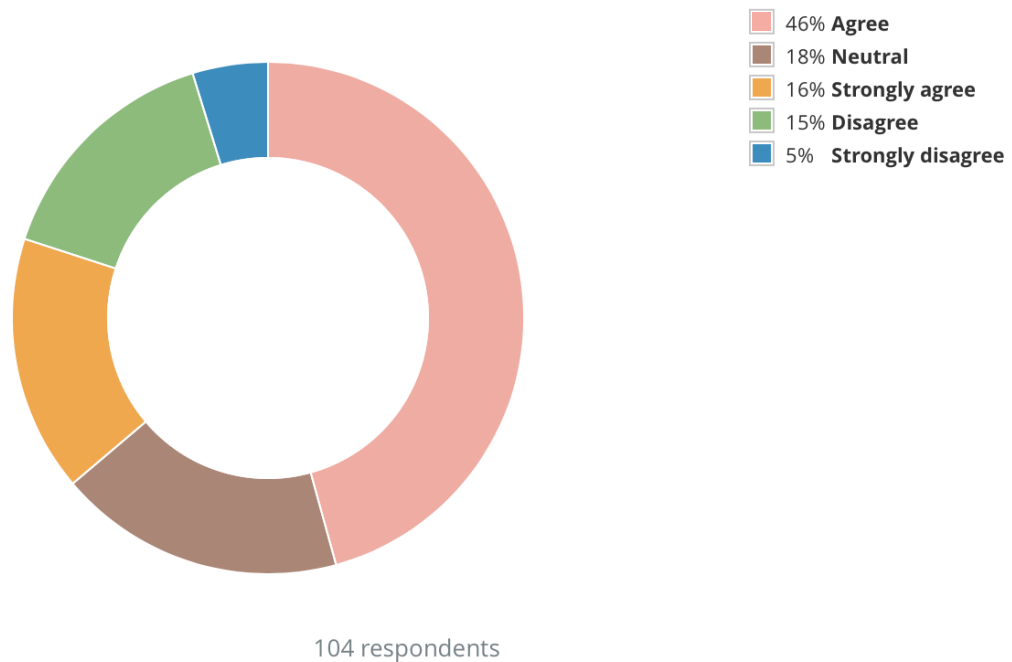
*Shop South Cooper Street*

- Zone 3 reinforces South Cooper Street as a major commercial destination by transitioning from not only a signature place to shop, but to a unique leisure, dining, entertainment, and retail experience.





## 2. What is your opinion of the zone boundaries and zone-specific draft goals?



### Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

I think each vision is appropriate for the given zone area vision

I think the visions seem to resonate well with each portion of the community—their needs and potential all while complementing and utilizing their strengths.

I think the zones are accurate and aspirational.

I think they are all spot on!

I think your draft visions are correct. You are leaving out high end lower density luxury multifamily for young professionals and empty nesters as well as affordable housing work force and seniors. In what zone will you put them? They will want to be close to entertainment, medical and food

I think Zone 2 should embrace the diverse neighborhoods that exist along the corridor. As I understand it, there is a heavy minority population that skews towards middle eastern/black/hispanic. I think these communities should be engaged at their local businesses and encouraged to celebrate the walkability of the street.

I wish Arlington felt like a "college town." UTA is its own microcosm and it would be nice to see UTA pride and support throughout the community. Fort Worth and TCU do a good job of that. A UTA football team would help with this.

Ideas for draft visions are good but I would rather they not be confined to the zones.

Is it possible considering the housing nearby...don't you need to clean that up 1st

It makes total sense to me.

Makes sense, ability to leverage existing resources.

Nailed it in each case. I like that we are trying to head off deterioration as retail shrinks. I support measures in Zone 1 that help create a unique community surrounding UTA. I support trying to get ahead of the decline of retail and malls.

Not much.

Sounds good but not much of a specific vision and not much layout for tying areas together with each other or the rest of the city

The breakout seems natural.

The overall connective objectives #13 - 17 on slide/page 19 is what I like most - but reference to sustainability and protection of historical sites, as well as Johnson Creek being a preserved and protected natural area should be added.

There are lots of old run down structures.

They are to the point, Zone 2 is particularly difficult as this area needs some serious TLC

They are zone appropriate. Should have lead the survey with this.

They make sense.

They talk about what the zones could become.

Zone 1 and 3 seem appropriate but Zone 2 needs a more realistic assessment.

Zone 1 Vision Statement is stellar and could serve as an overlay for the others.

Zone 2 is the most hopeful and logical vision with innovative business / tech ventures. Zone 1 is a given in the university zone. Zone 3 can transform The Parks Zone into a Clearfork / Legacy West type destination.

Zone 3 is the area I live near. I like the idea of the leisure, dining, entertainment etc...

Zone One and Three seem natural and logical. Already have big anchors, etc.

Zone three is incomplete. Should not end at Bardin!

Zones 1 & 3 are obvious, I am skeptical about Zone 2 draft goals...too abstract - Can we find, relocate or create a 21st century center of attraction bridging art & education and Shopping?

Zones 1 and 3 describe mostly current conditions so no change there. Zone 2 may offer some change but little vision or transformation is evident in any of the statements.

2b. If you don't agree, what would you like to see be included in the draft visions for each zone?

## Responses

10. Johnson Station Cemetery,

11. Johnson Station,

12. LCCC DAR granite monument marking the location of the first stagecoach inn serving as an overnight stop between Fort Worth and Dallas,

13. The Witness Tree Memorial Gardens on Bardin Road.

2. The Berachah Home Cemetery at Doug Russell Park,

3. Johnson Creek / Trading House Creek,

4. South Center Street / Military Trail,

5. South Center Street Historic District - National Registry

6. South Center Street Historic Natural Preservation Area / Greenspace at 2100 and 2102 South Center at Pioneer Parkway

7. The Historic Cemeteries on West Arkansas,

8. Marrow Bone Spring(s) sites,

9. The Arlington Archeological site,

Arlington may be the only city in the world - of which I know of - which does not have flashing school zone lights and lowered speed zones where students have to cross. Although the City of Arlington reduced the speed along this corridor a year ago to 30 mph which was an improvement, only less than a couple of weeks ago, the council voted to change this back up to 35 mph. The first question is why this was done during the current timing of this Part 2 phase of the South Cooper Corridor study? The second question involves if education and safety are two factors of this Section 1 of the South Cooper Corridor study, then why is there absolute disregard of the safety of students attending Arlington High School who have to or need to cross South Cooper Street without the safety of school zone speed limits and flashing lights alerting such along this corridor of six lanes when such are provided for other high schools within Arlington? This may be an example of discrimination and inconsistency within Arlington.

Better traffic flow. Way too many cars on Cooper Street.

Commented in the wrong place again, whoops. "I think Zone 2 should embrace the diverse neighborhoods that exist along the corridor. As I understand it, there is a heavy minority population that skews towards middle eastern/black/hispanic. I think these communities should be engaged at their local businesses and encouraged to celebrate the walkability of the street.

Crime watches and police presence. Also development or redevelopment of the Mall and other now empty retailers and restaurants. The same urban blight that was pioneer parkway to Arkansas of Cooper now extends to the mall and south. The pandemic has been a factor but si have bankrupt large companies and closing locations including restaurants. It's more like Poverly Row at this point. Traffic is also not yet assisted enough as a North South passage much like the problems of Matlock and 360. The best alternative is Green Oaks for traffic flow. Cooper is much like Northwest Highway in Dallas through the Park Cities. Either an elevated flow through or underground tunnel (not preferred) are options not yet on the table. Rail would be an improvement as would city busses but be vehicles congestion is terrible at peak and other parts of the day especially when accidents slow or shut down I-20. The mall without replacement of vacated anchors such as residential condos townhomes high fee end condos and/or hotels spells doom for the mall with its ships and entertainment. Draft versions need to be clear about reinvestment and creating a destination entertainment office residential plan for the parks mall similar to those in north Dallas.

development plans to go along with Cooper Street.

Dining and retail should be throughout

Does not help out the single residences that live along the corridor

Don't divide into zones. Some ideas apply to all zones. Create a History Park at Johnson Station on Cooper at Mayfield (In the area designated as Zone 2), City should acquire vacant green space adjoining the Johnson Station cemetery on Cooper at Matlock and use it as the trail head for a Johnson Station Trail by starting at the Mare Le Bone Spring on that property, acquire property to continue trail along Johnson Creek to Arkansas Lane, with connecting trails over to the Hospital District on Matlock/Mayfield and to Marrow Bone Spring and Vandergriff Park. Honor the history of Johnson Station by creating a history park in that green space, which is also the site of the stage coach inn at Johnson Station and that area is also the geographic center of Arlington's 99 square miles, and located in the heart of Arlington. The Mare Le Bone Spring could be considered the "heartbeat of Arlington", at the head of the western branch of Johnson Creek acting as its "artery" with its water flowing through central Arlington, adjacent to Cooper Corridor.

Extend or create an additional come that covers the remainder of South Cooper to it's end.

History being recognized for the various zones.

History since Arlington "began" in the heart of this corridor and a historic cemetery still remains, probably due to state laws or it would have already been covered up, as Marrow Bones Spring is being...

I interpret the messaging to read zone 1 as "university" zone 2 as "small businesses" and zone 3 as "retail". I don't know if that's the intent. Also, wouldn't most of the small businesses be retail, too?

I suspect many retail stand alone brick and mortar retail will not do as well except for niche retail. I think it is important to not try to constrict the visions into separate zones. Instead, consider the zones flowing into and through each other. Consider South Cooper, from Randol Mill to I-20, as a naturally developing and continuous corridor of medical and health resources, an industry which is growing much faster than retail, and is likely to be much more in demand in the near future. Don't overlook the



importance of vision and planning for services and housing for all the employees of those current and future employees locating in that area. Ideally, the vision for the whole corridor would include a mix of commercial services such as grocery stores, restaurants, hardware stores, repair services, etc. I think the zones need to be revisited, meaning that there is more opportunity to extend zone 3 for better growth. Much of south Arlington zone 3 corridor has endless possibilities for growth that has not been tapped and I am not sure why, I have my suspicions.

I would like to see many of the old strip malls and buildings either demolished or remodeled. There also needs to be more trees and landscaping within parking lots. Also several times when I have visited the shopping centers various shops, there is a lot of litter outside of these shops. Better focus needs to be emphasized to the property management companies of keeping these centers clean and litter free or they will be fined. The whole image needs to be raised by several notches. Also, we need to have litter trash cans along the streets and maintained. Litter seems to be a problem. This could even be sponsored by groups per can. Maybe they can even have them painted?

I'd like to see the whole area become safer for pedestrians and safer in regards to crime. This means cleaning up the areas. Zone 1 isn't terrible, but the rest has a long way to go.

Ideally, Arlington might also sponsor grants for small independent businesses that provide much needed services and jobs for marginalized members of the community, such as special needs young adults transitioning to the work force.

Improved pedestrian options and safety, less fairy-tale descriptions of each area .

Instead of dividing the corridor into separate zones, integrate the whole corridor as an integrated mix of all kinds of businesses and the services which support those businesses, as well as housing for the workforce for those businesses and the services. Incorporate public art such as murals and sculptures throughout the whole corridor.

Many of the ideas are good for all 3 zones. Don't divide corridor in to separate zones. Medical and research, retail, housing, service companies should not be divided into 3 boxes.

Maybe, it would take a large tornado and complete rebuild of that 5 mile radius then we would have a clean canvas to start

Medical related businesses on Cooper begin at Randol Mill (Texas Health Resources) and south through the UTA corridor with its highly acclaimed Nursing School and growing emphasis on medical and scientific research). Beginning at Arkansas Lane and south to I-20, there are clinics and medical offices on Matlock and some on south Cooper, beginning at Arkansas and Cooper - all of which translates into "how do we plan and provide enough housing and services for those who work and serve in all aspects of this medical community?"

More green walking spaces connecting the popular attraction points, and again a real attraction center in zone #2

No comment

Public transport, garden spaces for community housing, walking and biking options

Public transportation

Reference to sustainability and protection of historical sites, as well as Johnson Creek being a preserved and protected natural area should be added.

References from area Neighborhood Association Plans close to the corridor which supports vision statement descriptors. Heart of Arlington Neighborhood Association, Westador Addition Neighborhood Plan, South Davis Neighborhood Association Plan, ...

SERIOUS traffic work around Cooper at the Parks and across I20, If anything disrupts traffic all the neighborhood streets become clogged with people avoiding Cooper. I would hate to see money spent to improve sidewalks by eliminating traffic lanes, and backward parking (like was done downtown)

Should be extended to UTA AND further south.

Should be more emphasis on providing open green space along corridor with buildings set back from street, provide room for sidewalks, trees, landscaping, walking trails and green space along street and along Johnson Creek, pedestrian and non-vehicular movement along sides of street; housing near (not on) the corridor for present and future workforce in that area; and a variety of supportive services for both residents and businesses in corridor; and less emphasis on trying to divide the corridor into separate "zones" - make it a truly mixed use corridor with emphasis on healthy, safe and affordable working and living environment

Some sort of guiding thought/plan about how these goals would be achieved. I come from a city that developed an innovation corridor/business incubator/innovation culture and that took 5-10 years to

really get it going...and that was with a tier 1 research university, widely regarded as one of the best new business/innovation programs in the country. While UTA is a great regional campus, I have to wonder what sort of innovation muscle is it going to bring, especially where it's supposed to help anchor the Cooper Street work.

Sounds like you want to move away from downtown area again.

Strange definition section: Zone 1 serves as a "thread" (???) between Downtown Arlington and South Cooper Street. What was this person thinking exactly? The entire center line from the most northern spot of Zone 1 through Zone 3 IS SOUTH COOPER STREET. South Cooper Street does not begin in Zone 3; the entire strip of zones contain South Cooper Street. Zones 1 and 2 also contain the important historic Center Street - which predates Cooper. Center Street was the Military Trail pre-dating Texas being a Republic. Zone 1 should definitely reference the historic significance of the Center Street route. "The overlooked and often 'buried' or hidden historic connection that runs throughout this entire corridor. This study area includes a five-mile section of Cooper Street from UTA Boulevard to Bardin Road and areas surrounding, which include numerous sites of historic significance from numerous buildings on the UTA campus, the Berachah Home Cemetery at Doug Russell Park, Johnson Creek / Trading House Creek, South Center Street / Military Trail, the Historic Cemeteries on West Arkansas, Marrow Bone Spring(s) sites, the Arlington Archeological site, Johnson Station Cemetery, Johnson Station and DAR granite monument marking the location of the first stagecoach inn serving as an overnight stop between Fort Worth and Dallas, down to the Witness Tree Memorial Gardens on Bardin Road. This could be a good opportunity to get focus on connecting these historic spots and support for them in terms of signage, increased accessibility, gaining adequate parking areas, aesthetic improvements of adjoining and neighboring businesses, increased security and reduction in vandalism / crime, etc.

The statement emphasizes goals that seem to be designed for the benefit of businesses, such as shopping experiences that seem aimed at attracting upper-middle-class and wealthy people. Some of us do not shop at "signature" businesses and just want to be able to get around safely and get exercise.

The vision drafts are still too generic and not specific enough to be of much use.

The zone specific goals are great - in theory - but realistically, you won't ever get TxDOT to agree to zone-specific designs that change throughout the corridor. For example, if you want Zone 1 and 2 to function more as a walkable, slow boulevards but Zone 3 to function more as auto-oriented big box retail and restaurants - in reality those are two totally different right-of-way allocations...but it will be impossible to get TxDOT to agree to changing how the road looks in such dramatic fashion....so while I agree with the visions in theory - they aren't rooted in reality until the root cause of the problem is addressed - which is the City needing to take control of Cooper.

Typical Arlington short-sighted view: Where is SOUTH Arlington? Another 5+ miles of South Cooper exists south of I-20.

UTA has effectively built around Cooper without incorporating the street as part of campus. The only intersections are major intersections with signal lights. And the overhead pedestrian walkway creates a middle access for pedestrians. This part of Cooper rarely has pedestrians as there is no building access directly from Cooper. I don't envision this as a pedestrian area ever because of the way the UTA buildings have been built. Most of the businesses are set pretty far back from the road. But this is not a high pedestrian area. It becomes a pedestrian area at lunch time and after school when the students from Arlington High are out. These are times when pedestrians are along Cooper. But even at these times, the businesses are set back from the road and pedestrians tend to walk closer to the buildings versus along roadside sidewalks. I have concerns that there is not a school zone in the Arlington High area in Cooper St. I hardly ever see UTA students walking along Cooper. But there are 3 times a day when there are many students from AHS walking along and crossing Cooper. Walking and biking options, public farmers market options, public transport which is convenient and frequent

We are highly concerned in Zone 1, given an emphasis on education, that there has been a long overdue safety issue that still hasn't been addressed. While years ago the pathway of Highway 157 was moved from Collins to zigzag from Collins in north Arlington, across to Cooper Street in front of UTA, which assisted with the plans and funding for the lowering of South Cooper Street and redevelopment to assist ADA students via bridges crossing the multiple lane thorough way, because prior - so many UTA students had been hit by cars while attempting to cross Cooper, the "Great Divide", to attend classes. However, little was done to assist Arlington High School students, of which

many walk to-and-from campus crossing Cooper not only before school and afterwards, but also during open lunch periods.

What about south of I20? Can't ignore that part of cooper

What about Zone 4??? South Cooper Street in Arlington extends down to Mansfield. You have left off a major portion of our area of town as Zone 3 seems to stop at Green Oaks. This is not a complete look at South Cooper Street. Please make adjustments you have left off nearly 4 miles of South Cooper Street that has some areas for development left. The other 3 sections make up only about 10 miles so the largest section of South Cooper is simply left off the Vision.

What about Zone 4??? South Cooper Street in Arlington extends down to Mansfield. You have left off a major portion of our area of town as Zone 3 seems to stop at Green Oaks. This is not a complete look at South Cooper Street. Please make adjustments you have left off nearly 4 miles of South Cooper Street that has some areas for development left. The other 3 sections make up only about 10 miles so the largest section of South Cooper is simply left off the Vision.

Zone 1 encompasses the oldest historic housing and the National Register Historic District. That should not be included in large

Zone 1 is too large

Zone 2 also has housing, parks and a big homeless population - any investment in those communities and populations?

Zone 2 is vague and significant historic landmarks, which could provide a hook, have been ignored -- Marrow Bone Springs, Stage stop marker on Mayfield, Johnson Station Cemetery, etc.

Zone 2 needs people/customers/clients residing in proximity, which suggests that some relaxation of housing density standards should be considered in terms of pros and cons....it should be viewed as redevelopment in progress much as downtown has been.

Zone 3 is not exclusively about dining, leisure, entertainment and retail - presently or in the past. There never has been very many entertainment venues - one movie theater, one ice skating rink, ... and Arlington already has a huge entertainment district elsewhere. Committee members were not using critical thinking skills. There are medical anchors within all three zones and wellness with green spaces for walkability and reflection belong and need to be enhanced throughout all three zones - a common overlaying theme. Ann Foss and the committee would have been better served by studying Fort Worth which is a Blue Zones City <https://www.bluezones.com/2018/04/blue-zones-project-good-health-is-a-community-effort/> and reading Thrive: Finding Happiness the Blue Zones Way by Dan Buettner 2010 which had implications for city planners.

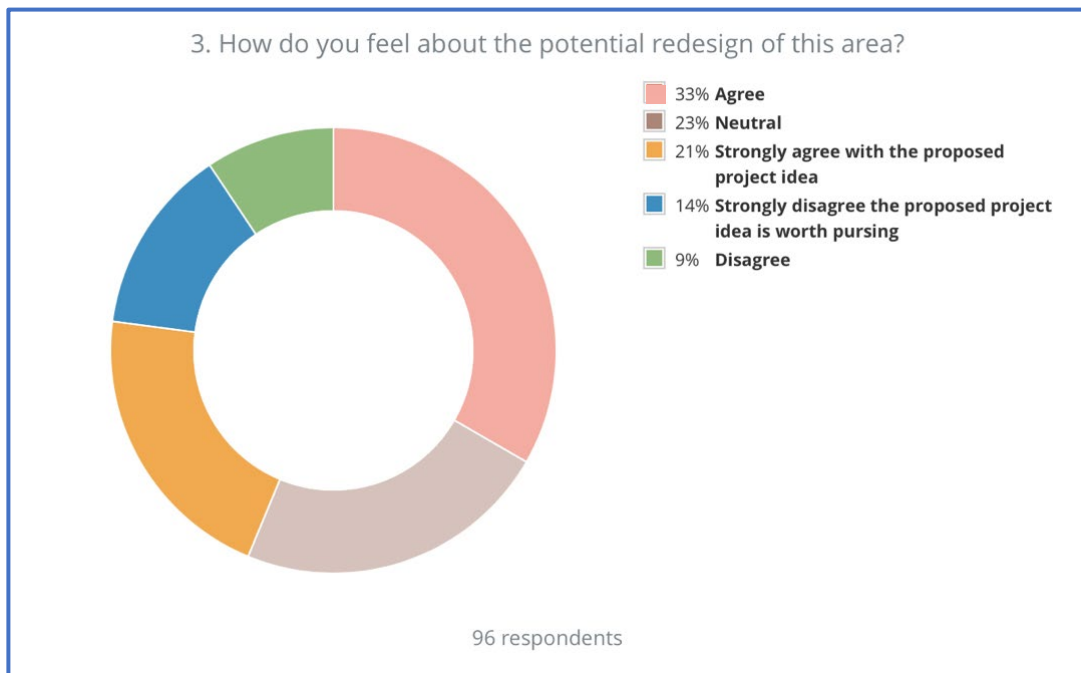
Zone 3 needs to be extended to Green Oaks. Vision statement reads as if the majority of the resources will be spent in Zone 1. And Zone 2 and 3 are hoping commercial investors take an interest. Wal-Mart at Cooper and Bardin is an eyesore. The utilitarian building shouts "ghetto". Walmart needs to upgrade its facade to fit into the vision.

Zone 3 Should be extended to Sublett. Zone 3 should also be focused for residential needs and not a commercial destination for tourists

Zone 3 should extend to Green Oaks Blvd



### QUESTION #3



3a. What do you like most about this potential long-range project?

#### Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Agree the Matlock at Cooper triangle should be eliminated. It is a major traffic hazard.

Affordable work force housing is going in just north of this triangle. population will support this area  
Again, it seems based mainly on business development rather than the benefit of ALL people in Arlington.

Allows for redevelopment without major negative impacts on current traffic patterns.

Anything that reduces the waste of space created by the now obsolete parking spaces caused by the changes in retail sales is a good idea...Actually this could bring back the trees on the NW side of the intersection and bridge with what's left of the NE street side vegetation.

Closing the Matlock "triangle" which has impeded traffic and been cause of many accidents on Cooper at or just past that site. Present design makes it almost impossible to get in and out of businesses at that location and the big building sitting in the middle of that triangle should never have been built. It blocks the view of traffic on Cooper and is likely cause of some of the accidents at that location, including one death.

Eliminating Matlock north of Pioneer

Eliminating the trashy businesses in the yellow area

Emphasis on increasing walkability.

Four possibilities are mentioned, then we are asked how we feel about "the potential redesign." Which one?

Gets rid of a major traffic hazard by eliminating the Matlock triangle.

Gets rid of that awkward Island where the auto parts store is.

I believe the part of Matlock in zone 2 should cater to businesses and medical, not housing. This area should be the center of the medical district

I like nothing about it. Leave it alone!

I like the concept of ending matlock here. But see below

I like trying to make safer traffic

I love the words "redeveloping" and the TIRZ. GREAT, but I don't know about taking away the Matlock Road cut through. Is this a traffic problem? If not, I don't think the money should be spent here.

I think it tends to be a dangerous intersection anyway so that's good it will be removed and redeveloped. I like that it will be turned into a TIRZ to encourage economic development.

I would need more details.

Intersection at Matlock and Pioneer is a dead zone at present. Would like to see new ventures open here.

It can get very congested and dangerous trying to merge onto either street

It is a prime location, for sure

It is long overdue being addressed and has only become more and more hazardous - especially after the City permitted a building to have been built on the infamous triangular plat. No building should have gone up there interfering with visibility. Even with closing Matlock it would be difficult to have the plat return to being a filling station because of the westbound traffic; entering and exiting vehicles would need to be northbound only on Cooper.

It will eliminate the danger of merging onto Cooper from Matlock.

It would be a far better use of the property.

It's an interesting idea, but it's clearly proposed by people who are out of touch with the community and solely focused on gentrification.

less parking lots

Long overdue conversion of this triangular death zone / safety hazard: Promoting redevelopment on nearby parking lots to create a walkable area - possibly green space safety zone.

Many residential homes along Cooper should be rezoned commercial. Doesn't look good to have these older homes there. Is there anything the City can do about this? Again, more old strip centers here that need updating but that is one of your goals so yea!

Mixed-used development

Neither like or dislike. However, I do envision traffic backups as the direct result of motorists turning left from Matlock Road onto Pioneer Parkway.

Nothing

Redevelopment

Redevelopment possibilities and improving a run down area

Redevelopment to more attractive retail options and safe sidewalk options.

reinvestment area

Removing a hazardous intersection at Matlock and Cooper.

Removing matlock above pioneer and redevelop for housing

Removing the section of Matlock.

Right now, it's hard to use the Autozone, safely.

Safety

Seems a natural; already has viable businesses, just needs better circulation, visual assets; in short, execution of an overall plan.

That you're at least thinking about redesign

The larger lot could be useful, but it's hard to imagine without any potential site plans. I think this would hurt the businesses that are currently on the northeast side of the cooper+pioneer intersection.

The opportunity for new growth in a longtime declining neighborhood.

The transition from Matlock to Cooper is hazardous, so it needs to be done.

This area needs a revamp for businesses

This intersection is confusing for many and sometimes dangerous. I also like the idea of promoting redevelopment and investment because this area has been lack luster for many years.

This is an awkward intersection so it's good to see it is being looked at for redevelopment. I especially like that it incorporates pedestrian-friendly features.

This potential project solves long time traffic issues with Matlock between Cooper and Pioneer. Area residents have long supported this type of redevelopment.

This will help with the traffic flow that runs off south Cooper

Walkability should be a strong consideration. A TIRZ is essential, perhaps a BID as well.

Walkable area. There's a lot of parking space that could be repurposed.

You're negatively impacting small businesses and their ability to receive deliveries. Don't you ever drive around this area?

3b. If you don't agree with the idea, please explain why.

## Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

This site has been developed several times - demographics seem to point to good traffic and demographics, yet nothing works in this location for any extended period.

Closing of Matlock north of Pioneer would be a traffic nightmare. Do not see why....

Closing off Matlock. How will that effect Physician offices at that end?

Get rid of the crime and riff raff 1st

How about a public farmers market area? Small artists outdoor venue?

How can you just "remove" a road that has businesses on it and still encourage investment?

How do you handle the traffic pattern of people who are traveling north on Matlock wanting to continue north? Making that short jog over to Cooper along 303 would be difficult.

However, I don't like the phrase "perhaps, retail, office, etc."—makes me think something else that won't benefit that portion of our community could be put their. I think there needs to be some clarification on what WILL go there, none of this "wishy-washy" speech. And some clarification is needed on what WILL NOT go there. (I.e. whats an TIRZ and what is meant by "mixed-use")

I am concerned about what that would do to the traffic that comes from Matlock and would have to get on Pioneer either east or west. It's already a congested area.

I am more in favor of filling in the parking lots around these various strip malls first, though.

I come to and from East Mansfield often using Matlock. Cooper Street takes me to the wrong side of Mansfield so it is not a viable alternative. The turn onto Cooper is a useful drive of mine and a redirect from Pioneer to Cooper would be incredibly inconvenient.

I don't support a TIRZ if it's just for this part of the overall S Cooper corridor. Any TIRZ should encompass the entire corridor that is the basis of this project, not just this intersection or Zone 1.

Unless this TIRZ will result in a considerably large number of jobs paying at least \$17/hr, organic redevelopment should be allowed to occur to provide neighborhood retail and services that support residents in the buffer area. Redevelopment should not be rushed and many residents report that other TIRZ locations appear to have rushed redevelopment resulting in lackluster offerings for Arlington citizens. This seems to be an Arlington pattern, chasing low hanging fruit for small revenue, rather than being patient and obtaining the best possible product that serves all Arlington citizens.

I don't think making Cooper street walkable is a viable alternative. Are you planning to downsize the number of street lanes like Abram to make it walkable?

I still like to be able to get on to Matlock with this intersection going south. When driving north, to get on Cooper from Matlock, it has become more dangerous due to the building blocking sight lines.



I think more ugly apartments may take away from arlington high school's energy. I think the high schools a huge part of the tradition of cooper and nonnegotiable.

I would like to see some attention paid to aesthetics. This is an ugly, characterless part of the city.

I'm not sure how much development could fit in this area.

It could work but what about the businesses on matlock that need the street so people can get to them?

It needs to include considerations for bicycles as well as pedestrians.

It's an older area (not well maintained) and doesn't have newer businesses/shops that draw people to shop. Would not feel safe to walk in that area.

Mallock will be cutoff past cooper

Mat lock is very busy, forcing multiple turns to keep moving north will be annoying

Matlock to cooper is the most efficient way for me to travel north

N/A - agree - this is Arlington's version of the Bermuda Triangle with cars running upon the eastern sidewalk

Need a high-speed (45 mph) mobility connection, adequately accommodating projected volumes out to 2050. Suggest considering grade-separated merge/split with appropriate additional lanes and merges.

no comment

Out of touch

Please consider building the walking bridges like they have for UTA.

Redesign traffic flow with Matlock as a northbound only feeder into Cooper as a designated lane without a stop sign 3rd or 4th lane like the freeway is on west feeder road parallel to Bowen and Cooper to Matlock. A transition lane to Cooper northbound and eliminate south bound traffic requiring a left off Cooper. Work on timing lights at Cooper and Pioneer Parkway as well as Arkansas to handle more left turns to access Matlock.

See above.

See above. Placed in wrong location

Seems like a complete waste of resources to remove a busy section of road. Let's shift our focus to cleaning up and evicting businesses who allow their property to become run down and a host to panhandling.

That area DOES NOT need money or walkable space! People run red lights in that area all the time! Leave it alone. People there don't care about area. Y'all are just looking to pad pockets of developers & construction companies.

That block of Matlock is unsafe - but became more so when the City allowed the building of a structure, making it more difficult to view in traffic when in queue trying to enter Cooper to go to the north, compared to previously when there was a filling station which drivers could see somewhat through. After the gas station was closed and removed, it was much easier; however, there are still "lost" or confused drivers who proceed northbound to Cooper and try to make illegal left turns, compounding the queue blocking westbound traffic along Pioneer Parkway. Northbound speeding vehicles along Cooper startle drivers trying to enter from Matlock causing some to jump the curb onto the sidewalk and sometimes in their disorientation/panic to avoid collision with another vehicle strike pedestrians - who are less visible.

That small portion of the road really alleviates and eases traffic onto Cooper

The former Autozone was only built a few years ago on the empty gas station lot & has already moved.

This bottleneck needs something but this is a very small area and has businesses on it already. If the city were to purchase the median property with the empty Autozone great, it could be razed to open space but seems unworkable as anything else unless Matlock was removed & the strip center next to the median was purchased for a larger property to work with that could blend into the Elks Lodge property with their trees etc. I can't see any higher quality housing being a possibility near this very busy intersection but if that is a possibility I would prefer urban town homes in a low density configuration with some service retail. Please NO apartments.

The former Autozone was only built a few years ago on the empty gas station lot & has already moved. This bottleneck needs something but this is a very small area and has businesses on it already. If the

city were to purchase the median property with the empty Autozone great, it could be razed to open space but seems unworkable as anything else unless Matlock was removed & the strip center next to the median was purchased for a larger property to work with that could blend into the Elks Lodge property with their trees etc. I can't see any higher quality housing being a possibility near this very busy intersection but if that is a possibility I would prefer urban town homes in a low density configuration with some service retail. Please NO apartments.

The light going west on Pioneer gets backed up all the way to Matlock and the small piece of Matlock also fills completely. Dumping more traffic onto Pioneer from Matlock would create more gridlock. Plus, that small area is not big enough to make a significant retail area and provide adequate parking. There are enough open retail spaces available in the area at Pioneer and Arkansas

There is a LOT of traffic coming from South Matlock north on Cooper. You are going to push that traffic onto Pioneer Pkwy which will slow both Matlock and Cooper access...

There is so many people that use this road like me that if it were to be revamped the traffic switch needs to be addressed other than taking away that road

There should be explicit mention on whether people will be displaced, and if so, how that will be managed

There should be no residential space in the proposed area. The current highlighted space in yellow should be a partial parking lot and the dotted red region should included businesses. However, removing the dotted red region would HEAVILY increase traffic congestion in the area, and while I personally do not have a solution for the problem, it needs to be addressed prior to the new development

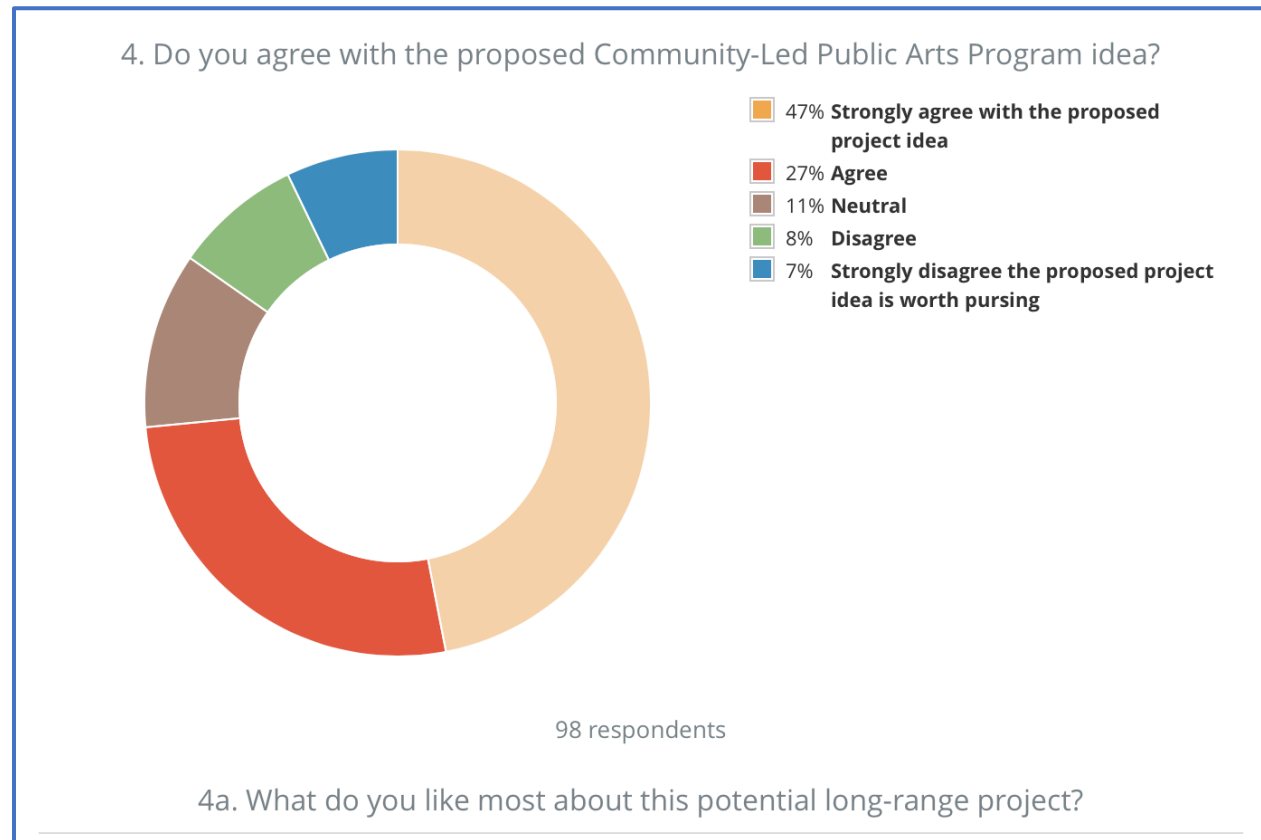
Want to improve business? Head over to division and clean out these trashy car lots and run down motels.

Want to improve safety? Lower speed limits and hire more traffic enforcement officers.

We don't need more retail and housing

Why would you need an additional parking lot for an area that's filled with shopping centers that already have parking lots. I agree the intersection is wonky, however its nothing that is in major need of redevelopment. The larger issue Arlington needs to focus on is curbing the construction of new buildings when so many sit empty making our city look like trash.

## QUESTION #4



### Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Integrating arts, history and innovation along the corridor

Adding color to concrete blight.

An opportunity for students to bond and express themselves and also be invested in their communities. I think the new scenery will be exciting for all while showcasing our students exceptional talent.

Art is always welcome

Artwork should be selected by a city wide public art Commission

Attractive, conversation starter and visitors would appreciate and remember.

Beautification is needed!

Beautification of our city is important to me

beautification of the area

Beautify

Beauty is much needed in the area!

Community-led. Public art should engage, educate and reflect the local community. Most public art in Arlington fails in all three of those priorities. We have some art that educates about Arlington's past, but few works that engage or are reflective of our community. Most public art now looks like it was created just for the sake of saying we have public art and it holds no emotional truth.



Connection with the community

Do not like that kind of Art on buildings and sidewalks. Who will decide where and what kind of art. Would any if it be political or designated to certain groups of people? Love the kind of art found at Meadowbrook.

DO NOT LIKE: Should not be included in the South Cooper Corridor project, especially during this current economic climate which will take time from which to completely recover.

Done properly, it would be good I think. As long as it doesn't spawn graffiti

Forest Park in Fort Worth has something similar. It's terrific.

Fort Worth has been doing this for a long time (public murals, etc.). We could get caught up with them and even do better.

Getting local artists involved Bon the community, and promoting the arts

Gives a distinguished look to downtown. I am hoping with organizations involved, it would be done on a voluntary basis to minimize funding.

good idea to get UTA arts, Arlington High art dept., other groups involved to recommend public art and artists, but allow for private installations of murals, sculptures installed along corridor

Good to be thinking about it but plan more neutral solid colors vs the distractions of art that result in accidents to look at while driving.

I like looking at art

I love this idea because it will strengthen and help make our existing arts community flourish. Plus, everything will look beautiful as you stroll around.

I think this is an excellent idea. Public art has done wonders for the City of Denver.

I'm a big supporter of public art

I'm all for beautification. I'd encourage the projects to be an open competition for college students studying fine arts and design.

I'm always in favor for more public art

Includes local schools

It helps to give the corridor a more local feeling - but again, if these things are happening in the public right of way with TxDOT, well, good luck.

It will beautify and give talented artists chance to showcase

It's a nice idea, but...nobody's gonna attend, because nobody wants to pay for parking at UTA.

It's about time to arouse interest from the population into the city

Lamar High School, and other AISD high schools, should be part of this plan.

Like the partnering. But won't it just distract drivers more than they already are?

Love it...public art helps create unique neighborhoods. Keep in mind that public art really needs three components and I only see two in the proposal....1. To create the art making entities and (2) to create the art itself. What's missing is that public art, once created, also needs to be maintained....otherwise much of it eventually deteriorates into blight.

Love public art. Check out South Philadelphia.

Nothing

Nothing - this sounds like Maggie Campbell's / Downtown Arlington's influence, not residents within this area. Many residents in this area have long-term experience and knowledge of issues - more so than most of the businesses which are in comparison having shorter histories. Residents' input needs to be considered and weighted more when considering comments from contributors outside of this zone.

nothing!

promotes civic involvement and investment in our community

Public art adds a unique Arlington fingerprint to the area, I especially like it for Zone 1 because of UTA, and the new downtown development

Public art adds to a city's character. With the preponderance of overhead power along the corridor something is needed to distract from that ugliness (burying these lines would be one of the biggest improvements to the look of S. Cooper we could make)

Public art does so much to enliven urban spaces, and murals in particular can add so much in establishing sense of place, etc.

Public art is important.

Public art is Ok as long as it has a professional art feel.

Public arts encourage more active driving and create a sense of place. I think what needs to be done to make this effective is to find artists that are from the intersections that are represented, or the artists need to have a grassroots understanding of the area before creating a piece. This will decrease the chances of graffiti by a ton.

Residents can contribute to the "veneer" and, hence, the ambiance of the area.

The potential beauty that it will bring and that it will potentially provide recognition for local artists.

This is absolutely needed to make our community vibrant and creative. It needs to be high quality art.

Using student art

Using the walls along Cooper for artist murals would be awesome!

We are promoting the arts

What I love the most is involving many aspects of the community, creating pride of ownership, building knowledge and pride of our cities/states history in these artists, and the obvious is creating an atmosphere of beauty and overall improved image. I do however hope that all art must be pre-approved by a diverse group of citizens. Some people's idea of art is not the same across the board of all of our cities citizens.

Will add unique features to the city

Would like to see murals and art projects produced for the city

Would like to see public arts venue for artists to use to personally sell their art and hand crafted items- perhaps on a weekly or monthly basis

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4b. If you don't agree with the idea, please explain why.

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## Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Need to tie history of the area to this project

As stated above, just please make sure all art projects are approved by a collection of citizens ranging from different genders, ethnicity, and age group.

Don't we already have a public arts program?

Don't need PC art

I do not support public art on street sides in residential areas of a city.

I find some of the "art" offensive & not only do I not want to see it on public areas (areas I pay taxes for)

I don't want my tax money being spent on such waste.

I like the idea, but I worry about a potential increase in graffiti. Some people won't understand the difference and think its okay to graffiti parks and other areas.

I think this program should be extended to all of AISD schools seeking to partner with the city. There is talent throughout the school district.

I would like to see public art expanded to the entire City of Arlington, not just in certain zones like Downtown or Cooper St.

I would take advantage of the art department at UTA rather than high school level. It would be more attractive and have the benefit of promoting UTA.

It reminds me of lower income neighborhoods.

Its fine.

Once again, concentrating on an area of Arlington that needs economic aid, not "beautifying."

Perhaps keep that on campus.

Plan more neutral solid colors vs the distractions of art that result in accidents to look at while driving. Solid colors or single color possibly with UTA logos and or City of Arlington. Artwork will distract drivers to probably cause major accidents glancing away at the various art and frankly a ghetto look and feel to an otherwise upscale high value area campus and experience.

REDUX - DO NOT LIKE: Should not be included in the South Cooper Corridor project, especially during this current economic climate which will take time from which to completely recover. In most cities in this world, murals indicate decline or death of the area and a last ditch effort to cover up years before real revitalization occurs (\$\$\$). The City currently is not sitting on a stockpile of money-to-burn. Work on redesigning the corridor first, then in the future City staff can exploring funding opportunities for federal grants in support of public art in areas where it may enhance and nor distract. The public art in the pictures, although nice for student art, is not what I would want to see all over Arlington.

Why just include Arlington HS? Arlington has many high schools from multiple districts that should be included in these projects. As a Mansfield ISD alumni who lives in Arlington I feel like the city constantly gives our community and kids the short end of the stick.

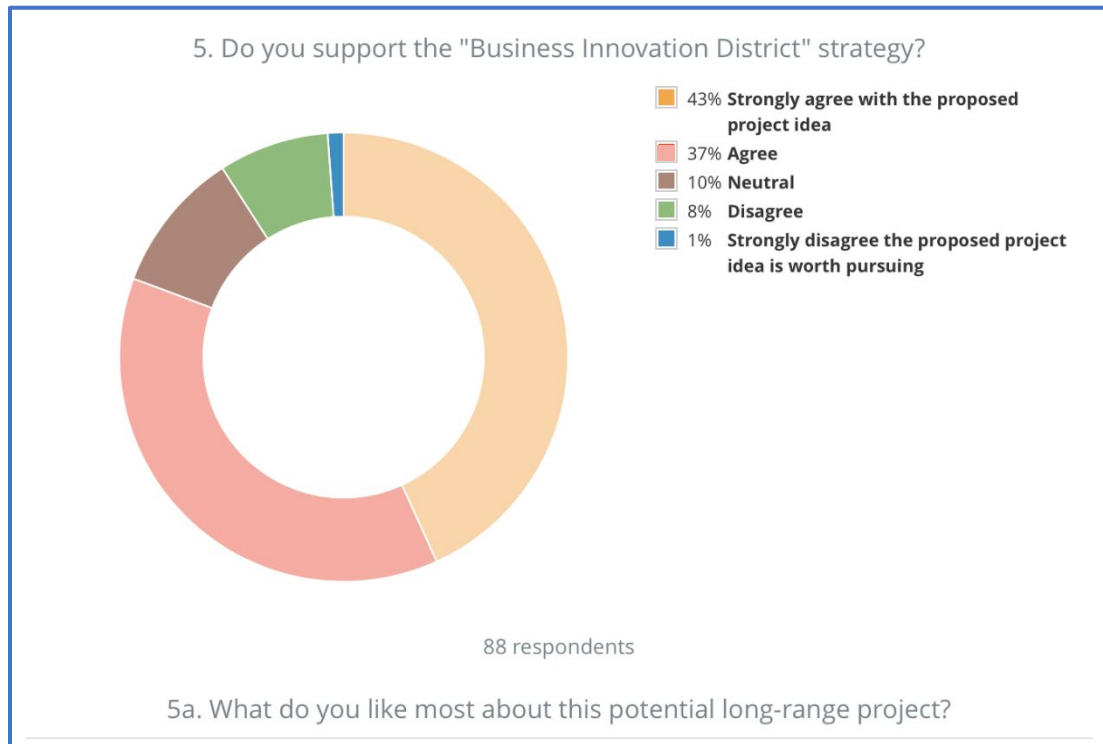
Why not all Zones?

With the exception of a few wonderful outdoor art projects funded through philanthropists or business owners \$\$\$ (like the original Caelum Moor installation or monumental art at the stadiums) or large projects funded by a large group (Rotary International) Arlington has "thrown up" and cluttered the environment with bits of Art here-and-there stealing ideas from Dallas and Fort Worth on minimal budgeting (i.e. the ugly stars, horses, murals with the exception of the one at the Arlington Museum of Art) only signal hopeless attempt. In most cities murals indicate cover-up of decline, cover-up of undesirable areas with no budget and minimal attempt of demonstrating being "artsy" or "hip". Murals and cheap art signal decline or dangerous area subconsciously to visitors and cover-up.

You may as well paint BLM all over the place...looks like crap



## QUESTION #5



### Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Zone

"beautification"

"improving code compliance"

1st idea on this page in the right direction

All

All except more medical. There is a ton of medical space open now and not being rented. All of the suggestions are great and very much needed. A fresh, new look is def what is needed, along with potential growth projects that will drive the economy here for growth and involvement. As presented, this project appears to solve problems that have existed for a long time and reimagines the area with vision and purpose capable of creating business that will serve Arlington well into the future and leverages the strength of UTA.

Beautification

Beautification and improving traffic flow

Change my NO. 5 vote to neutral. Don't see how access to businesses will be improved. That section is really bad with too many curb cuts and the obtuse and acute intersections. are problematic Signage needs improvement as well.

Cleaning up the environment

Code enforcement (should be a given in all of Arlington) and cleaning up the environment

Definitely needed!!

Eye sore and adds to folks avoiding this area by all means. Lived here over 40 years and does not have a safe reputation.

Fix the horrendous traffic in the area!

How about fixing the streets so i dont have to swerve to avoid those manholes in the right lane. I believe with migration of people moving to the area, streets and highways should be equipped with surveillance cameras for the safety of citizens

I hope you dont put in street parking. Thats a recipe for mess and unnecessary if you ask me

I like that it focuses on bringing that area up to code as it should already be.

I like the idea of focusing on beautification and environmental cleanup

I like the ideas proposed for this area but I believe those listed can be applied to the whole corridor, rather than trying to force any one option into a specific "district", which is why I chose "disagree". (see 5B) I especially like the idea of redesigning curb cuts to eliminate customers having to enter and exit one business to get to another. I also agree with need for redesigned parking, elimination of poles and overhead wires, and pursuing grants to help prepare the whole corridor (not just this one district) for future uses (Innovation, research, medical, support services, and very important, more housing nearby for workers in this area.

I love it will revitalize the area and bring new tenants to empty business structures (some of which have been empty for years)

If there is a park included it would be perfect

Improvement of traffic flow and beautification is sorely needed in this area.

Improving code compliance on existing properties

Improving code compliance on existing properties

Investing in beautification to make the area attractive

Investing in beautification, pursuing funding & code enforcement

Investing in beautification. It currently looks like a concrete jungle.

Manage the redevelopment of this area with a specific purpose in mind

Medical and offices as as redesigned use area with better traffic flow. It's an outdated existing area.

Possibly retail but a higher end retail look and feel eliminating blight.

Most cities nowadays are creating these types of "innovation districts" - I would encourage the City to think of something specific to market for this area - what would be unique? Don't get me wrong - totally in favor of this concept.

Not much

Once again, you're out of touch with the community. Have you even spoken with the business owners? OOP....previously suggested creation of a TIRZ and a BID, but you're ahead of me here. Great minds, same channel.

Preparing the area for innovation, tech, and medical tenants in the long-term

Preparing the area for innovation, tech, and medical tenants in the long-term [actually, throughout all three zones!]

Pursuing federal funding to begin cleaning up the environment

Redesigning the street grid in the area to improve traffic flows

Right now it has become a bit of an eye sore and could use a facelift.

The only thing I like is cleaning up the trash back there. It's trashy & illegal businesses are back there.

There are lots of cool local shops in that area, would love to see them bound together cohesively.

This area has needed update for a long while, and similar investments should be made on the otherwise of Cooper in that region as well.

This area is a sore view for the eyes - Also why not switch to underground power lines here...and in the rest of the city?

This area is turning into a junk yard in the center of the Cooper district. Your mention CODE ENFORCEMENT and planning. WHere have they been? This is code violation central...

This area is very promising for Office, the right mix of higher density housing, and Medical

This area just needs SOMETHING. The area is just blah!

This part of Arlington is so run down, it would be nice to make it more appealing  
Traffic getting in and out of parking lots in this area drives business away from this location. Improving traffic flow is a definite need.

Working with developers to make sure signs, utility poles, etc. are not blocking sidewalks

5b. If you don't agree with the idea, please explain why.

## Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

If a specific district for "Innovation" is desired, it should be closer to UTA where many kinds of research and innovation are already taking place. The more ideal location for such a district is the area at/near the Cooper/Park Row intersection which is prime for redevelopment, and it also adjoins UTA campus and is near the campus of Arlington High School which has one of AISD's IBS advanced high school programs onsite. I asked Ann Foss (and she agreed) to try to retrieve a redevelopment study for the SE corner of Cooper at Park Row, done in 2011 by the city's Urban Design Center at the request from HANA (Heart of Arlington Neighborhoods Association). That study is relevant today because we were looking for a way to attract redevelopment of that area, including a grocery store, senior housing, and various services including a business incubator and innovation center to attract UTA graduates and young entrepreneurs. The Design Center came up with two options at that time, both of which contained some of the ideas which have been included in the vision for Zone 2 of the Cooper Corridor.

1) UTA with its nationally recognized Nursing program, Tier 1 research programs & training in health & medical services, bio-engineering, other physical & mental health

2) Cook Children's Medical Services, Blood Bank & Dental services at Cooper/Park Row

3) JPS services in shopping center at Cooper/Arkansas Lane intersection

4) Several Emergency and Urgent Care facilities between Arkansas Lane and Bardin Road (south of I-20)

Also adding walking bridges would encourage more foot traffic and increase the opportunities to include unique, independent retail businesses.

And what happens to the businesses already there?

Developing new parking standards and shared or on-street parking

Don't confine Innovation Zone to just one zone. Prime example: The area around UTA is prime for all kinds of research and innovation, including medical research, robotics, etc. We have a major health/medical district located at both ends of the Cooper Corridor. On the north, we have Texas Health Resources at Cooper/Randol Mill, UTA in middle, Cook Children's Clinic & Dental Clinic at Cooper/Park Row, JPS Clinic at Cooper/Arkansas, new Arlington Fire Dept. "emergency POD" on Cooper near Colorado Lane, numerous Urgent & Emergency care facilities from Park Row to Bardin Road, Medical City Hospital and nearby therapy/rehab/doctor offices on Matlock/Mayfield near Cooper. All of those medical/health care/research centers have both patients and employees, all of which require housing, transportation, food and home goods, auto services, etc. Currently, all those existing services have developed along the corridor as needed by those who live or work in the area. Whole corridor should be a true mix of all kinds of retail services and housing, not confined to "zones".

Don't make it for tech or more empty medical offices

Encourage the city to think about this as a mixed-use district....not just business/innovation. In order to have walkable spaces and places - people need places to walk FROM and TO...which includes residential.

Hate the idea of turning small segments of these streets into one-way thoroughfares. That makes navigation to businesses much more difficult.

Highly unlikely that AISD and City will have aligned interests in redeveloping this area. AISD has more than 50% of this designated area.



I do agree with the ideas of what's planned but I don't think those ideas should be confined just to that one "district" of Cooper. Instead, integrate those plans into the whole corridor. Consider the fact that all of the Cooper Corridor, beginning at Randol Mill and continuing as far south as I-20, has for many years been developing organically into its current status as a corridor which provides an enormous variety of health & medical care and their support services, and medical research, teaching and training, beginning at the Cooper/Randol Mill intersection with Texas Health Resources Arlington Memorial Hospital and nearby clinics, and continuing down Cooper all the way to I-20, including: I do ask that all residential be considered for rezoning to commercial or incentives for a developer to come in and purchase, rebuilding a new project.

I don't want money spent on it.

It sounds like you're hell-bound on gentrification. Where are all those people and businesses going to go?

Many residents in this area have long-term experience and knowledge of issues - more so than most of the businesses which are in comparison having shorter histories. Their input needs to be considered and weighted more when considering

On-street parking on Cooper is a dangerous, disruptive idea.

Once again don't building new buildings when others sit empty. I suggest a plan that encourages businesses to buy/rent empty lots through either tax deductions or some other financial means to keep our beautiful undeveloped lands at peace.

Once again, beautification/code compliance, etc....that's all surface level only for an innovation district. You have to have a reason for businesses, angel investors, start-ups etc. to want to be there. That will not come with beautiful landscaping, it will come when a diverse community (racial, ethnic, thought, etc.) are able to intermix and share ideas.

Parks mall is a shit hole

Please consider adding green spaces to this area. Small green spaces to congregate would be welcome

Redesigning the street grid in the area to improve traffic flows

Reference Westador Addition Neighborhood Plan

See my other response

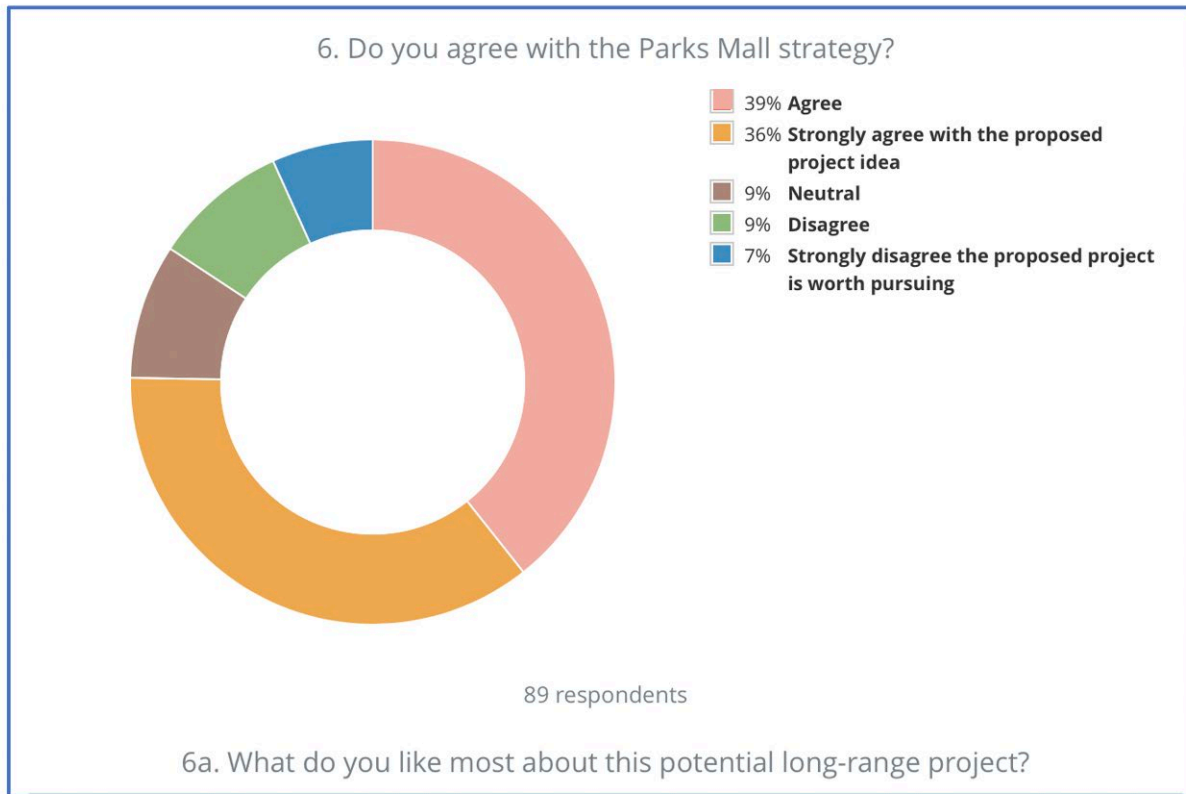
Simplifying curb cuts between Pioneer Parkway and California Lane

The statement work with property owners to remove power poles (public utilities) from the public sidewalk (in public right of way) is disingenuous. The obstructions within the public right of way should be removed by the public entity that owns that land...not the adjacent property owners.

We've seen what you did with the parking situation on Abrams Street in your "award-winning" downtown area. No thanks!

will lead to more traffic. This is why Mansfield is more attractive to shop at and is why we avoid this area.

## QUESTION #6



### Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

The Parks Mall and its' future is the keystone to the entire project. Must know their long term strategy and incorporate that plan with City's plan

A very critical high impact area of Arlington. This I think is a hot button to the project.

Agree with "Establishing a Business Improvement District (BID) to raise funds for beautification, outdoor amenities, and programming that activates parking lots, and seasonal attractions" especially if there might be more engaging outdoor greenspaces and appreciate the photo example of having an open air farmer's market.

Agreed, this is the only way to resist the threat of the mail order growth for this type of mall, particularly because this is the only one that's left in Arlington...Why not trying to add a farmers market here as well or in Zone #2?

Any improvement is good

Businesses that are attractive and attract regional shoppers.

Ensuring that future tenants have showrooms, galleries, or showrooms to attract foot traffic. I would love to have a large farmer's market in Arlington. I want to shop in Arlington but am forced to shop in other cities because Arlington doesn't have what I need.

Establishment of BID

Help.

Helps ensure the viability of the mall

I agree with the idea of stronger pedestrian access in the area

I like that it is proactively identifying The Parks Mall area as one that could quickly go downhill if something is not done. Unique beautification of the area is going to be important.

I like the idea of encouraging experiential retail. I do have my doubts on whether the mall is worth saving, as the trends around the nation show no signs of hope. But there are plenty of creative solutions that could be implemented and I would love to see some regional leadership on adapting malls to the 21st century. The BID manager would need to be someone with extensive redevelopment understanding.

I like the idea of increasing foot traffic.

I like the idea of renovating parks

I like the Mall but agree about the showroom paragraph. It isn't been the safest or cleanest Mall.

I like the suggestions overall. Good goals and I'm sure there are more specifics to these but I would like to see those if possible.

If done correctly will allow survival of this mall

Improving pedestrian access.

It can help - hopefully - over time transition an out-of-date retail model (the regional mall) into something new.

It sounds great.

It will connect parks mall with other stores that appear to be disconnected from them. Also have outdoor areas, etc.

Malls are slowly dying off. This will potentially decrease the chance of that happening and bring more interest in people frequenting the area. It will also provide for more businesses to be able to operate.

Malls in many places are disappearing or being repurposed. This is BARELY ahead of the trend.

Nothing

Offering potential alternatives to typical residential entertainment choices.

Outdoor amenities

Outdoor farmers market for local produce

Parks Mall needs to be repurposed.

Post-COVID, the more we can have folks out and interacting, the more vibrant the community will be.

Something needs to be done. Perhaps this will

That you are thinking about beatification. Similar to the Highlands before the pandemic turned it into urban blight.

The mall has been declining for sometime now. It was once such talk of the town and now somewhat antiquated by todays standards. Its time for an overhaul to keep ALL of our city relevant, not just the entertainment and college districts.

The mall is ugly and hard to navigate. Any measures to improve it will be important.

The overall connective objectives #13 - 17 on slide/page 19 is what I like most - but reference to sustainability and protection of historical sites, as well as Johnson Creek being a preserved and protected natural area should be added.

This could interface nicely with the proposed changes for Cooper Street.

We need a vision, we can not let the Parks Mall die. Many of the online retailers would do well to have some store-front as well if that could be pursued to extend the malls viability. I would like to see management approach the investment group that purchased Pier One for example to bring back a small retail presence in their location near the Parks. They are now on-line only but having a regional store front could revive the brand. Also including small pocket parks and a linear walking trail in the parking area lots as well as perhaps some sort of collaboration with Arlington Parks & Rec for a genuine city park within the mall property itself would bring in more people.



6b. If you don't agree with the idea, please explain why.

## Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Need to consult owner of Parks Mall and find out what plans they have for the mall

Also, the post office on Cooper (back faces Cooper) needs to have something done with it. The chain link fence and shoddy trees look horrible. Also, at the corners of Cooper and I20, there should be some sort of monument sign, or statue, or nice landscaping as people enter. This is the first impression as you are entering onto Cooper and if we want to set the tone for all these new improvements, it should start at the beginning of the street. When I visit many other cities, they put so much effort into entrances to "areas" and it really sets a good impression for the entire area to follow suit.

Arlington lost two of its three malls in the past - with changes becoming "outlet centers" during the dying phases. One former councilman recalls running across in his old papers a self-congratulatory note about never having to worry about the tax base again after opening the 303 mall (he found the note after the note had been finally bulldozed down). Something more innovative and a new branding of the mall by unifying use and purpose will be needed - such as bringing in medical supply stores, various doctors' offices, gyms/yoga studios, vitamin shops, pharmacy, buffet (Furrs, Lubys, Piccadilly...), medical testing (Quest), which complement each other...

Because, at this time, this whole project is based on the premise that the Parks Mall will recover as a strong retail base but the City has not contacted the mall owner to see what plans they have for this mall. There is every possibility it may become something entirely different, especially if the owner (Brookfield) decides to completely re-invent the mall, like is planned for a similar mall in California. Brick-and-mortar retail is declining. Why continue to pursue it? Please don't turn it into the nightmare like the shopping center further down I20 (the one with Bed, Bath and Beyond).

Brookfield Properties is spending \$149 million to overhaul the Stonestown Galleria in San Francisco, adding a Whole Foods, a health care provider and a Sports Basement sporting goods store. (Credit...Jason Henry for The New York Times). In southwest San Francisco near San Francisco State University and championship golf courses, Brookfield Properties is redeveloping its Stonestown Galleria in perhaps the most disruptive retail environment in modern times.

Bulldoze it to the ground and start over

Business Improvement Districts example of "drive-in theater" is certainly not long-term sustainable. Perhaps as a pop-up once in a blue moon during the next pandemic wave, but over the last century proved to have been a fad

Environmental impact, neighborhood impact, safety, traffic abatement all need to be given more consideration. Throughout these proposals, the emphasis seems to be on attracting businesses and high-end consumers, and above all, generating lots of money. Quality of life gets lost in all this. The solution is not just more and more development of the same kind as before. Why not reimagine what a "mall" is supposed to look and feel like? Why not try to reduce car traffic rather than increasing it? Why not try to make a lot of smaller "mini-malls" in neighborhoods (not strip malls) that people could walk or bike to, rather than a "regional destination" that would mean even more cars and pollution?

Establish yet another fund for businesses in Arlington?! Wow. Also, if this plan doesn't account for traffic flow, it's a terrible idea

Frankly the whole mall and outer retail hodge lodge of buildings should be demolished including outer retail buildings and am completely new designed properly should reflect the trends. The highland that started out so upscale in the pandemic had turned to urban blight and tenants have substantially skewed lower class to the design of the property. It's never quite reached its potential. The same lessons learned there need to go to a total redesign or modification of the parks mall property to reject a high end mixed use retail, hotels, offices. Medical and entertainment destination. It's over crowded with extended strip centers and empty vacated multiple tenants. It's concept is dated like all malls and must be redeveloped. Green spaces needed perhaps amphitheater concert venue nightlife, sports, all needed to redevelopment of the entire plot of land. Major work to prevent crime and quicker access for entrances exits off the gateway and arbrook as opposed to choking Cooper. It has over built several times in 30 years and both dated and difficult to access with traffic flow. The exits of Sears, Mervyns,

possible loss of Macy's and JC Penny's spells doom to the interiors unless major redevelopment use anchor pads for new construction as In a destination living community with high end townhomes/condos/apartments like the revitalized downtown Arlington properties. Retail resistant ground floors, office space etc or hotels with existing or redesigned entertainment and safest parking with green space.

Has there been any contact with the OWNER of Parks Mall versus only with the manager? Have you checked with the Parks Mall owner (Brookfield) to see what plans they have for the Mall? That should be your very first step! And then see if any kind of BID or TIF or any other alphabetic tax plan is worth pursuing with the owner!

How will the BID be paid for?

I am not keen on giving tax money, or tax breaks to businesses who are far from needing it... Vacant land may be better than a business who pays no taxes and costs for public services.

I don't like the idea of adding the possibility for outdoor flea markets to the parks mall area I like most of it, but suggest that the possibility of converting at least part of the mall to habitat should be considered/studied.

I support the BID proposal but not as presented. Malls, such as the Parks already have an expiration date and are not expected to survive this decade. Redevelopment of that area should focus on what that the needs will be at the end of malls as we know them. I don't expect any malls will be left in the DFW area other than North Park and the Galleria in Dallas. Both of those "malls" are surrounded by high density residential and high density office space. The Parks should be reimagined with a smaller footprint that may retain JC Penney, Dillards, and Macy's (if that enterprise survives) as well as the ice rink and movie theater but add a fitness club, bowling alley, and public library branch and restaurants, dry cleaners and coffee shops. Brick and mortar retail was waning prior to the pandemic and many retail chains currently leasing space in the mall will not survive once bankruptcy cases are discharged. Retain parking structures but re-imagine the parking lots as innovative housing and office buildings to create an area that appeals to younger and future generations seeking work/life/play lifestyles for singles and families. A BID is appropriate support innovative redevelopment of The Parks with an eye toward future generations of Arlington.

I think we should not be making plans for renovating the Parks Mall until we talk to the owner of the mall, and see what they are planning for the mall, and how any of our ideas for that area might fit into their plans, such as transforming the Mall area with a focus on medical/health facilities and services, housing for the medical district workforce, open green space replacing paved parking, recreational opportunities, etc. FYI, Brookfield is currently in the process of renovating & repurposing a mall they own in California. Here is a recent news article about that project, which may be what Brookfield has in mind for the Parks Mall:

I would add more restaurants that have atmospheres with a view, and fun to experience on a nice evening to sit out and feel like you are far away and not right beside a busy street. Many nights when we are deciding to go out to eat, we want to pick a place that not only has good food but has a fun vibe. More of a unique place and not so much a chain restaurant.

I'm don't understand why the last bullet point is needed. I hope this turns out to be something that's optional or adaptable since I feel like that might be hard for a business to implement.

In southwest San Francisco near San Francisco State University and championship golf courses, Brookfield Properties is redeveloping its Stonestown Galleria in perhaps the most disruptive retail environment in modern times.

It is lacking specifying change in the current practice of allowing excess "donation bins" being allowed to be housed in parking lots of this mall. Donation bins are indicators of areas of not only decline, but also of non-productivity = non growth. Some area municipalities no longer permit these to be allowed within their city limits. If Arlington is a Dream City, then why would such a city be permitting such bins to have such a public appearance around our only remaining mall? Wake up and open your eyes.

Actually, think! We already lost two of our former malls \$\$\$\$\$ ... Wake up! [Donation bins and murals covering graffiti signal decline around our planet.]

Just dont get carried away.

Keep outside sidewalk sales inside

Macy's vacated the mall in 2018, and Nordstrom followed about 18 months later. Consequently, Brookfield, a global real estate developer and manager, is spending \$149 million to reconfigure the 804,000-square-foot property, adding a Whole Foods, a health care provider and a Sports Basement

sporting goods store, while expanding an existing Target and relocating a stand-alone Regal Cinemas to inside the mall.

Malls are a thing of the past and promote crime. I think it should be closed, however if you even have any say it that, do what you think is best to control crime and make citizens feel safe again going to the Mall. Right now I do not know anyone that feels safe there.

Malls in San Antonio host a variety of events each year, such a Christmas markets, cosplay conventions & meet ups, concerts, etc that help encourage people to continue coming to the mall More emphasis should be made in the mall itself than in the region surrounding the mall. It is very outdated

Must do something to improve traffic congestion

Need to increase access and flow to and from mall

NO! The only people that hang out up there are thugs. No way we should invest in it. That is not the tax payers responsibility. Make it safe and clean up the crime here, but that's it.

Parks mall area is good. Please develop area south of Hwy 20.

Parks Mall needs to be completely reimaged. Name change would not hurt either.

Plans to build apartments are also in the works at the property, which after reopening in June was ordered to close again as coronavirus cases surged in California. Brookfield Properties is spending \$149 million to overhaul the Stonestown Galleria in San Francisco, adding a Whole Foods, a health care provider and a Sports Basement sporting goods store. Credit...Jason Henry for The New York Times

Please do not put things like traveling carnivals in the parking lot. Also, Arlington has a history of not being able to support too much retail. It seems like every time a new, large mall opens up it forces other malls in the city to shut down.

Raising funds sounds a lot like raising taxes.

The left looks like a market I might see downtown rather than at the Mall.

The Parks mall has become overwhelmed by gangs. No amount of lipstick could make that pig look pretty.

The parks Mall has had its era.

The Parks Mall is done. It's had its ere. Spending public tax money on private shopping centers does not serve the public good. The Parks Mall entrances off Cooper Street are inconvenient, over-crowded, dangerous.

The pictures are not what I would expect from the Parks Mall. The right picture looks like a big box store area.

There is a massive parking issue during holiday time and still a major traffic issue in the area. Not sure how you plan to accommodate more attractions and traffic to the area. The area looks decaying due to empty retail spaces. High end stores are needed.

work with Brookfield to repurpose the Parks Mall from retail (which is shrinking) into a unique facility focusing on all things medical and healthy lifestyle services by providing auxiliary services, clinics, offices, recreational activities, housing, etc. (those uses which complement and support medical & health services which are already nearby.

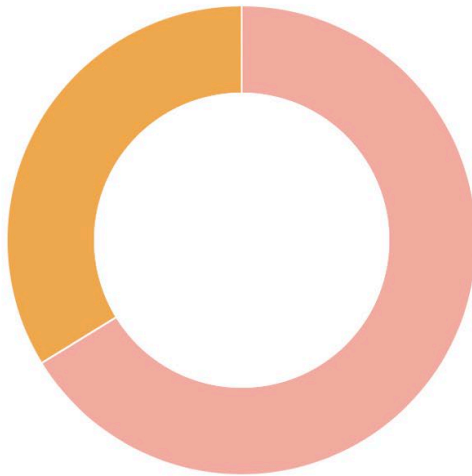


## QUESTION #7



7. Select your preferred style of **Monument and Art Sculpture**.

66% Preference B  
34% Preference A



77 respondents

### Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Not a fan of either option.

A is too modern for a suburb.

A looks like a maintenance nightmare

A would never happen in TxDOT's right-of-way - but it IS very cool.

B allows for photo ops when people visit.

B gives more of a warm, traditional feel and smaller town vibe in my opinion.

B provides more opportunities for resident and tourist interaction.

Because of lighting it looks inviting

Both are tacky, but B is less obnoxious.

Don't like either one. Develop something that is specific to Arlington.

For better or worse, Arlington's historic character is long gone. Therefore I prefer a more modern look.

Honestly though, just go with the one that's easiest and cost effective. Both ideas are great to me.

I always found the "A" tacky...it could be anywhere...How about creating a contest for Preference "C"?

I don't think this area needs a specific designation

I don't really like either. I thought we had a word sculpture on Abrams

I have seen the Westheimer, and it isn't impressive in person. Preference B makes a solid impression.

I like them both. Mix it up.

I prefer a high tech look

I really like A, but due to the amount of severe weather around here, it seems to be a bit of a safety concern.

I think there are better options out there than the two provided. I chose A because B seemed to just be a single feature whereas A could be incorporated throughout a large area.

Make sure the monument is simple and easy to maintain

More maintenance and required for picture A

More mixed use sustainable community living and destination attraction. Safer to police and for emergency services.

Neither

Neither fit this City

Neither one is my idea of public monument or art sculpture. I like the "Family" sculpture in Meadowbrook Park and the bear cub climbing the tree sculpture in front of Urban Alchemy. Also, I consider the murals on several buildings as public art.

No preference - Don't like either one. Both look like some kind of advertising signs, NOT any kind of art, and especially not monument art or sculptures.

NO!!

None. Why do we need to spend tax dollars on that when we have real issues! Spend it on crime!

Not a big fan of either of these representations. We already use Pref. B in other areas of the city so something a bit different might work.

Option B gives ample opportunities for selfies that can be posted on Social media and therefore bringing more publicity and people to visit Arlington.

Signage. No reason to segregate the city into pieces. Let's unify the entire city instead

This should be determined by art Commission

Throwing tax dollars at this kind of monument/art structure is superfluous. Is the city looking for another boondoggle?

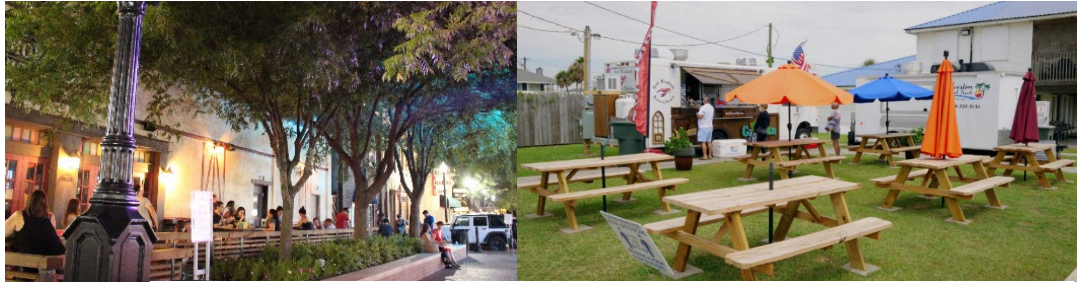
Urban Alchemy has a pleasing sculpture just outside its door, of a bear cub climbing a tree. Many neighborhoods have attractive low monuments at the entrances to their neighborhoods, usually set within some kind of vegetation landscaping, and low enough not to block vision of motorists or pedestrians approaching the street.

Visitors can better engage with the lettering - pose and be photographed within the name.

We should aim for a timeless style that mimics the old Ballpark in Arlington.

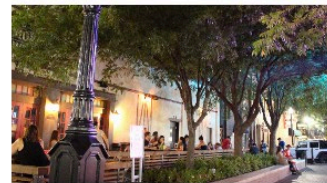
Word sculptures are not sculptures nor art...they need to be ART to grab the emotion and create attachment to a space.

## QUESTION #8



8. Select your preferred **Open Space Design Style**.

87% Preference C  
13% Preference D



### Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

C is great - but those types of improvements and developments aren't coming to the Cooper corridor. I know I am being a tad negative in this survey - but I have done SO many of these before where cities and consultants put forth these really unrealistic expectations for the citizens to react to and then nothing like that would ever actually be built - at least not for 15-20 years. TxDOT just resurfaced and put medians on Cooper - they aren't touching the corridor again for another 20 years. Let's be realistic here.

Also, some kind of overhead cover is preferable in both cases, for protection from sun, rain, and bird droppings.

blends better with areas such as entertainment district...

Both appear impractical.

C actually reminds me of the SAT river walk... D? (come on lol)

C is good for streets where buildings are set back far enough from the street to allow for trees and tables for dining - but tables still need some type of canopy to prevent bird droppings and provide shelter from rain.

C seems like a more polished look for our community.

Choices do not seem like possible solutions for the same or similar place.

Clearly C.. but are you going to take traffic lanes to do it? I point to Abram improvements as an example of pretty - but took away two lanes of traffic. Now, you find yourself tied in traffic wishing someone had not sacrificed traffic flow in the plan.

Compare to existing successful similar open space in Arlington, VA...

D can be achieved anywhere and does not require any thought

D is OK for large groups of people where there are no trees, and plenty of space for socially distancing but this would not be good on a hot summer day without some kind of shade.



D is ugly and bizarre-looking but at least it's not as commercial as C.

D looks like a trailer park.

D looks trashy

D seems a little more kid friendly with more open space.

I like the grassy area in D but it seems more like a fair ground back lot.

I like the laid-back vibe of D but it looked a little too generic and boring. C is more nicely done. That being said, Austin does a good job of creating a laid-back vibe like D but with a more interesting look than the one presented in this picture example.

I really like both but in D, there needs to be better buildings, more trees and please...no power lines!!! I think option D needs to include a way to transition from the day to the evening. A park style location with food trucks instead of strip mall eateries would be ideal.

If no trees, then more open space for tables socially distanced.

If you have street trees, C is okay.

In this context I like open spaces that contribute to both quality of life and which enhance commerce.

Let's plant more trees.

Looks more like downtown than at a Mall.

Much like the redesigned spaces in north Dallas where existing malls have been demolished.

Natural environment with trees and flowers or grass

Neither C nor D.

No preference because there is a place for each of these styles and with COVID 19, and beyond, more outdoor space, spread out, is becoming more valued.

No preference:

On-street parking is dangerous on Cooper Street. The city already looks too much like a picnic camp. Preference C looks authentic and organic. It denotes a vibrant community. Preference D looks like someone set up a temporary one-time spot for the weekend. It looks like individual families will pick a table with no interaction with others.

Preference D looks dated and temporary.

These picture have to be misleading. No one is going to pick a backyard afternoon layout over walkable nightlife

This needs to be left up to developers- not the city.

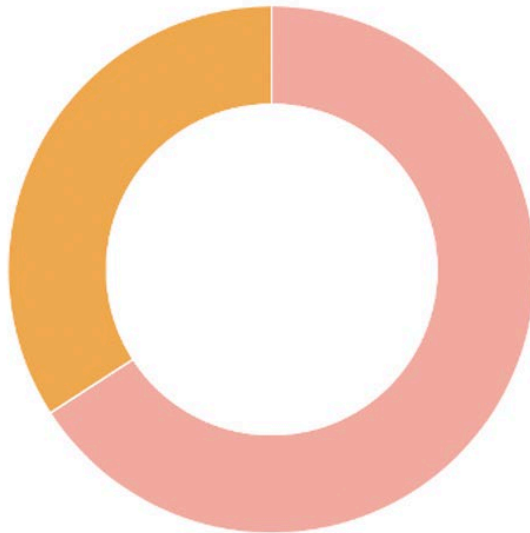
We already have Preference D in Downtown Arlington. Preference C is a thoughtful, planned and more sophisticated design for open space.

## QUESTION #9

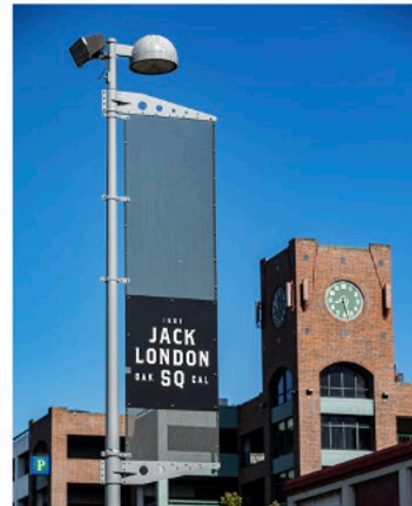


9. Select your preferred style of **Light or Sign Pole Banner**.

66% Preference F  
34% Preference E



82 respondents



### Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Classic look is more hometown Arlington.

Again, a more small town feel and look.

Arlington is an old city, F gives it that antique look but better lighting (I would think more light globes and better illumination makes safer at night...??)

Clean and clearly discernible

Dont we have enough signs and clutter....?

E feels more industrial. F is more friendly and welcoming.

E is just too plain!

E is more modern and streamlined

E is preferred because it has more of a downward light stream, reducing light pollution.

E looks too basic and industrial. F has more character. We have to be careful to not create too much light pollution as well.

Especially like the larger banners. What we have now are too small.

F is NOT preferred. It is outdated style, not designed to prevent light pollution, has multiple lights which are a waste of energy.

I think you're getting way ahead of yourselves...what style of light/sign posts...you may be too early in the game for this aspect.

It would depend on the building styles you are placing them around.

Lighting is a critical safety and comfort consideration. As long as it is not overly intrusive in terms of light spillage into residential areas I'm good with either style.

Neither

Neither. Just make lighting useful, out of the way, and not color-changing.

Not crazy about either one but definitely prefer F.

Not too jazzed about either of these choices. E would work better on long roadway stretches, F perhaps in more walkable areas.

Preference F is an old style that predates Arlington and was never prevalent in old Arlington, according to historical photos. It holds no emotional truth.

Small town feel

These delusions of grandeur are both laughable & frustrating.

These scattered about can also be decorated for holidays

Too many lights on F. Why waste money on all those lights, especially since that style is very outdated and anything built on Cooper Corridor won't have that "vintage" look.

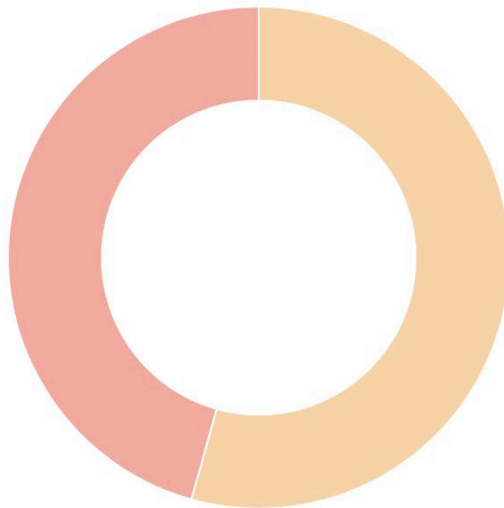


## QUESTION #10



10. Select your preferred style of **Building Colors and Materials**.

54% Preference G  
46% Preference H



81 respondents

### Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

The less stucco the better.

Actually I like H because of the newer colors and different materials used and also like the wooden balconies. I believe a good architect can combine some newer colors and designs with still adding in some traditional features. This is what I think would look best.

Arlington already has enough of concrete boxes.

Bauhaus style is so blah and old fashioned. Try to develop something warmer perhaps with brick or stone

Be careful not to make the architecture too trendy!

Both preferences are basically the same and both shout 2000-2020 Arlington, in design and color - bland and generic boxes.

Color choices only Preference G looks like a 80's era apartment complex.

G all day. H looks like robots live there.

G has appearance of long term home or residence

G is bland, uninspiring colors

G is dated.

G is way too boring looking.

G looks more relaxed - the other looks like what the single adults sleep in. not reside in.

H is more modern and forward.

H is more modern and sleek

H looks like a grayish slum of cracker boxes

I like both but I think Preference G is more classic whereas Preference H looks good now but could potentially become outdated down the line.

I like them both but prefer clean, modern styles that are easily maintained and -- more critically, lend themselves to efficient inspection by code compliance.

I think H housing units look as if they can be built to be more energy efficient, modern "newer" look too

If changes are taking place it's time to bring Arlington out of the 80's

More apartment style over population.

Neither. Both look cheap.

No preference . Just looks like

No preference for either one because colors on both are drab and uninspiring, reminding me of an institutional building (jail or dorm). No preference on building materials; Hardy board, stucco and/or masonry mix are durable and environmentally acceptable.

No preference. Both could exist in the community.

Preference H has not long term beauty and will look dated in 10 years.

Preference H looks much more 21st century and into the future. Preference G is what has already existed for decades.

They seem basically the same

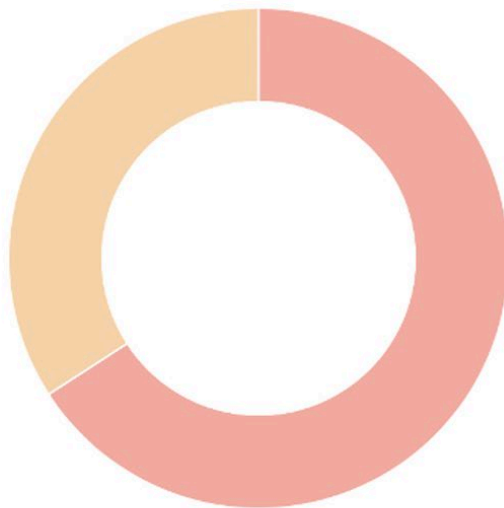
We already have this existing architecture downtown.

## QUESTION #11



11. Select your preferred style of **Themed Building Exterior**.

66% Preference J  
34% Preference I



82 respondents

### Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

The more greenery the better which is why I chose J. But the large windows on I are more appealing. Again, we are setting the bar really low with these two preferences. One is a current but dated look that is typical for high density buildings while the other is a vintage look that is reflective of much of Arlington but typically associated with 1 or two story buildings in an area where higher density is desired. Nothing imaginative or transformative with either of the two preferences presented. Can we use pictures of the type of development that would most likely be built in a redevelopment scenario?

Honestly a hybrid of these 2 would be better. I looks too downtown J looks quite dated. Going a bit retro. "Deep Ellum" look of J is nice but can't be recreated in something new.

I don't see a huge difference in the themed building exteriors. Store signs are more visible in Preference J. The sidewalk and trees make a positive difference to the appearance of the buildings. I like J but also think the brick looks too old and worn. Again, you can take traditional and include updates and new paint, adding in some stone, and make it look a ton better. A fresh look on some older styles. I is too urban looking.



I like the trees in J but the building in J looks old and plain.

I prefer more glass and metal

I'll take trees over unusable pavement any day.

I'm good with either style, but would lean in the direction of greater energy efficiency if either one qualifies as being so.

J but painted brick, I looks like a downtown high rise

J is preferred because it's set further back from the street and has trees shading the sidewalk, and some head-in parking could be added with Pref. J. PLEASE DO NOT USE ANY BACK-IN PARKING anywhere on Cooper Corridor !! Too many people make U-turns in the street and pull in instead of back-in, and therefore, defeat the back-in system.

J is too monotonous visually

J, but again, do you sacrifice traffic lanes?

Like the grassy area.

Looks more friendly. Not sterile.

More blandness.

More inviting and plays on the college city feel.

more trees is better.... imho

Neither

Office over retail is OK. But sidewalk and trees of J is more appealing.

Trees are good.

WALKABILITY!

We need trees and more trees

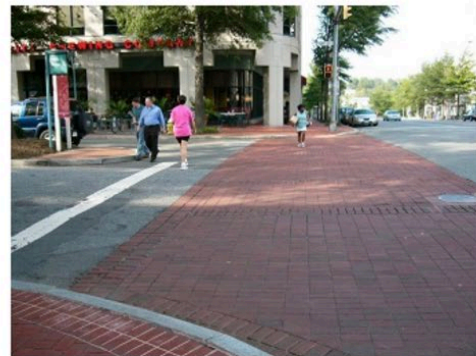
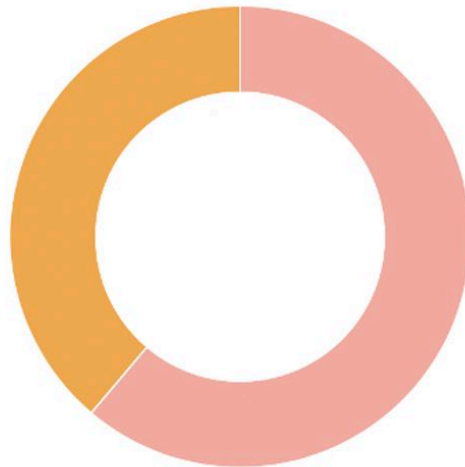
Who cares

## QUESTION #12



12. Please select your preferred style of **Sidewalk and Pedestrian Crossing**.

61% Preference L  
39% Preference K



85 respondents

### Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

As much as I love art crosswalks, the classic brick is more long-lasting and feels more 'us' ARTLESS on the streets. The art will become signs of various groups. No paint on the streets or xwalks...

Both to provide variety and identity as a gateway to each zone.

Def J! K is way too urban. We need to be careful that we don't try to imitate the big cities. We don't want to look too "urbany". L has a nicer feel and look but is a lot of red/orange. A color difference might work better here. This is where you need a good designer before deciding on these things!

Don't care. That isn't part of the problem and a waste of money

I don't necessarily like the artwork in this photo but I do find the artistic approach much more interesting than just the brick design you see everywhere these days.

I like the more colorful K but think that L would be far easier to maintain, a major consideration.

I meant L, not J.

just looks better to me

K belongs on the UTA campus.

K is a waste of paint. It would need repainting more often. The patterns and colors would confuse motorists because it would be harder for motorists to see lane markings, etc. and possibly be a visual distraction to drivers.

K is disgusting! It looks trashy & is a waste of money!

K is vibrant and artsy

K will not take long to wear and weather quickly.

K would definitely never happen in a TxDOT right of way - it probably goes against the "code".

Keep it simple

L is for long term use; timeless and classic. K only possibly in front of the Arlington Museum of Art.

L is more attractive but bricks used in pavement are often subject to sinking or cracking, needing either repair or replacement.

Let's not get too carried away with the paint

Like the alternative to brick, but the K design is too loud and potentially distracting to pedestrians and drivers.

Neither. The standard pair of white lines work best for motorists and are far less costly to maintain. Please please let's have some fun things like Preference K to bring Arlington alive, make us stand out, and put a smile on people's faces.

Too much maintenance on a painted street which will look good when new but would look dirty dated way too soon. Classic brick always works.

We already have too much of Preference L and it can be hard to see where turn lanes and crosswalks are. I don't think it's successful around the entertainment district and I think it's a big fail on Abram where crosswalks, turn lanes are almost invisible and plantings along the street are colorless and bland, blending in to the sidewalks. Preference K is vibrant and colorful but may not be practical long term. Speaking of long term, there are areas of the brick paving at AT&T Way @ I-30 where the bricks have settled creating a rough Intersection that appears unkempt. It seems that traditional concrete paving wouldn't require major repairs at this point in its lifespan. Street maintenance costs must be considered and not place an undue burden on current and future taxpayers of Arlington. Cost and safety should go hand in hand in terms of design throughout the Zone.

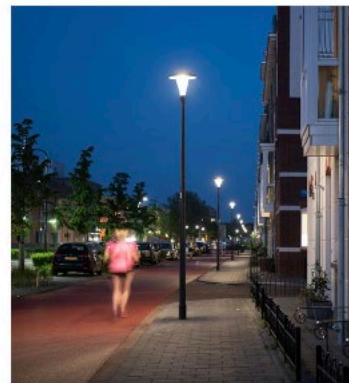
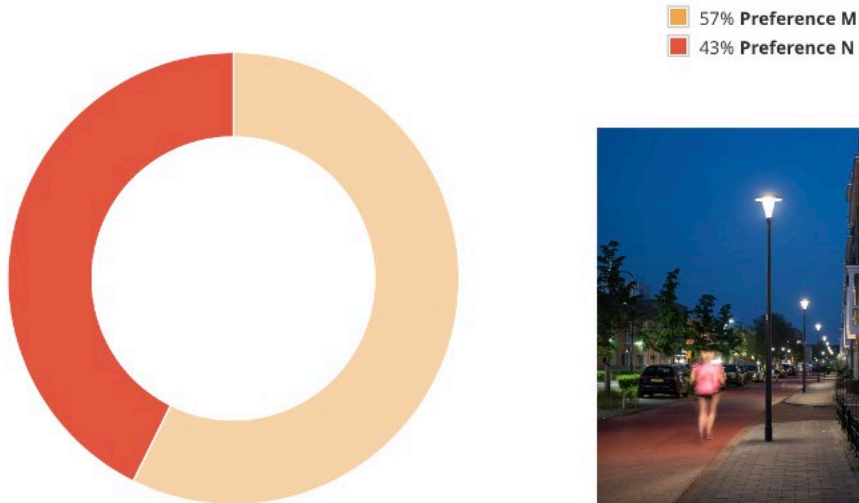
Where does Arlington expect to have significant pedestrian traffic?



### QUESTION #13



13. Please select your preferred **Lighting Style**.



82 respondents

### Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

I like the warmer lights but I'd rather something with a more classic/western feel. Again with the 1990's lighting styles. Neither shows any type of imagination or foresight that support a vibrant activity zone.

Better lighted surface

Depends on the area. I mostly support Preference M in the South of UTA, which this survey is mostly about. South of UTA should be focused more on residential needs. Preference N is great for Downtown Arlington, Entertainment District, and the proposed pedestrian area surrounding the Parks Mall

Either would be fine but N style lights are also a design feature, not just utilitarian

I definitely prefer M for residential and street lighting as shown here. These lighting choices are for lights being used in very different settings.

I like N better because it has a more natural look and more unique. M is too plain. I think the design needs to be such that it goes well with multiple designs.

I would prefer M, but that type will not work well with the trees I read were being added..-

I'm not a huge fan of N's specific design but it looks more interesting than M.

Just light the area, not the universe.

Lighting is not really a priority and the cost should be kept low

M is classic - for long range planning - discreet lighting, with emphasis on the environment - trees, walkway, attractiveness of building versus N draws attention to only the pole - which would become tiresome and not the neighboring environment nor opportunity for activity / entertainment. N - all attention is on "the pole" (How long will it stand? Is it still working? ...) versus enjoyment of its intended purpose.

M is graceful; N is blocky, robotic

M is more attractive but it appears than N gives out more even light over a larger area, and it might be easier to maintain. The design of N fits a more modern sleek look and might not appeal to those living in a more traditional neighborhood.

Make sure they're fuel efficient and easy on the eyes.

N looks like it needs a emergency call phone attached.

N seems more substantial

Neither

Not a fan of either option.

Pick one that diffuses the amount of light the best and is the brightest.

seems like more lighting/illumination would make it safer at night for pedestrians... of course you'd have to balance it with energy efficiency by choosing best types of bulbs to get most life and best lumens... and energy savings...

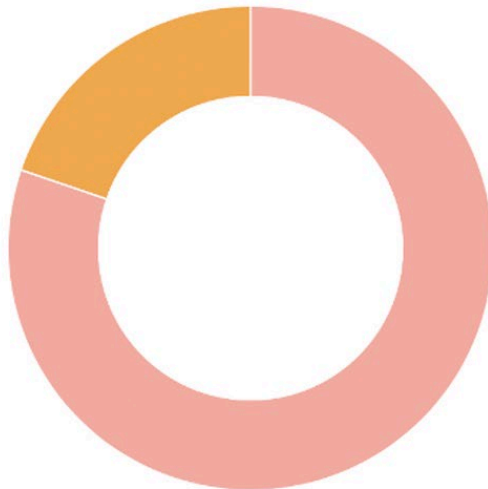
The "M" picture is probably the most realistic picture of an infrastructure improvement that COULD potentially happen along the corridor (just the lightpost - not the building development, sidewalk, etc.)

## QUESTION #14



14. Please select your preferred style of **Public Signage**.

80% Preference P  
20% Preference O



86 respondents

### Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

What does the first one even say? Second one is more... solid. Get it?

All about users ability to get the information needed as easy as possible. Option "O" requires time to process.

Blend the rock signage with the soft landscaping preferably.

Both could work, depends on what's going on around the locations

Definitely not O. Preference P is a bit much for retail spaces. Looks more like a park

Do we need more clutter?

I don't really have a preference but whatever style is chosen it should be easy to modify. Looks to me lie "P" would accomplish that more efficiently.

I just like stone, n other reason

It reflects the Limestone of Texas



Just like the more modern design and colors

Make sure it's readable!

Neither

Neither of these signage examples goes with the presented building exterior theme preferences.

O is more artsy and striking, P is boring

P for sure. I love all natural looks, not more metal!

P is more natural, environmentally pleasing, low maintenance, less likely to be damaged by storms, vandals, etc.

P is preferred (Monument style) because it doesn't obstruct a motorist's view from the street.

Monument style also allows space to place a street address (or at least a block number) to aid passing motorists to quickly find a specific location.

Prefer plants (preferably native) visible in O but lettering and natural rock in P

Preference O is cold and horrible. I am not even sure what it says. I cannot stand the tacky orange and black signage that is up in Arlington now. Surely there is an option between that lands stylistically between these two!

Preference P but with plants or native nectaring flowers

Simple, classy, NO Maintenance...

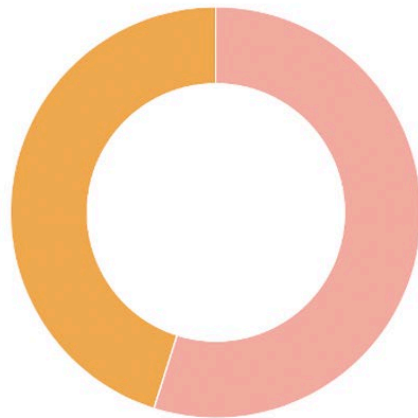
This was tough. I typically prefer more natural features like the one shown in P but the design in O really stands out.

### QUESTION #15



15. Please select your preferred style of **Private Signage**.

55% Preference R  
45% Preference Q



82 respondents

Additional Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Love the lights and nature. Notting Hill, also a great movie.

Although both are monument signs, Q is more preferable because it is more readable to passing motorists. No public or private sign should be so large as to obstruct view of traffic in area. Don't care, but light it at night.

Either of these is fine. I choose Notting Hill because of the lighting rather than the font style though that is probably not an environmentally good choice.

I like Q but the bottom would look better if it had stone or something that looks more natural than just the concrete bottom it is sitting on. R is pretty but more urban and big city looking. Not as warm.

I like the use of lighting and interesting natural features in R. Q looks a little dated and less interesting.

I prefer the font of R and the inclusion of lighting and marble, upgraded materials are classy

Less is more

Make sure it's readable!

Monument signs are preferable, low enough to allow clear view of business and should provide some kind of location identification (address or block #) with easy to read fonts so customers can easily identify a particular business location. It's a safety measure, especially for drivers who may be trying to locate a specific address while driving. Sign should never block driver's cross-traffic vision (of vehicles or pedestrians) at an intersection.

Much classier for a shopping area

Option Q is easier to read.

Q is really outdated.

R - hedge blocks visibility / safety although like seeing "green" preferably native plants; R also appears to be less long-range durable / lasting

R is too "Trumpy" (looks like something The Donald would like) but it's not quite as ugly as Q.

These are just about a wash but the stone on R looks better than concrete on Q

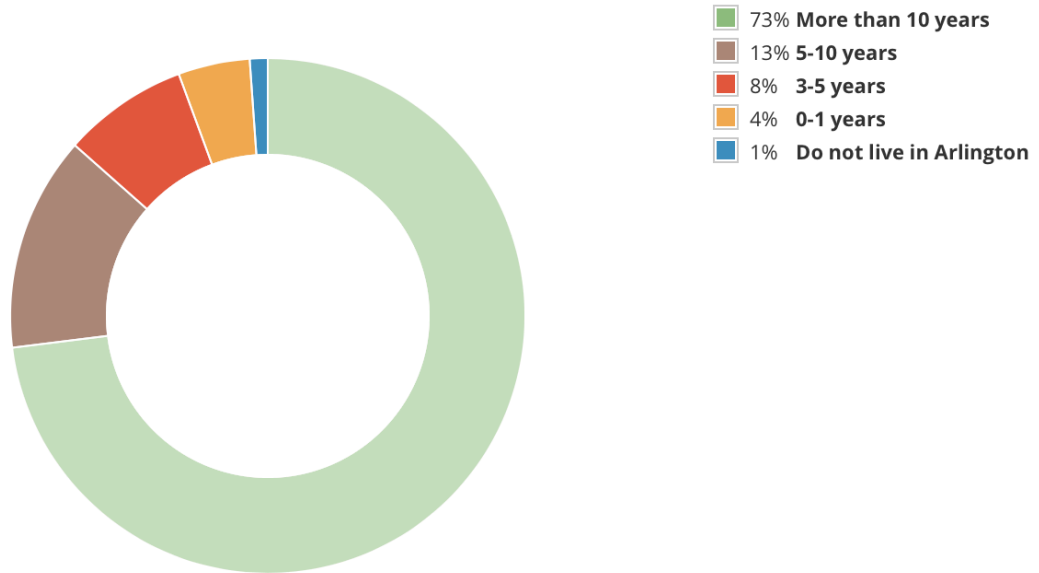
These are the same.

y'all are so picky

## DEMOGRAPHICS

### QUESTION #16

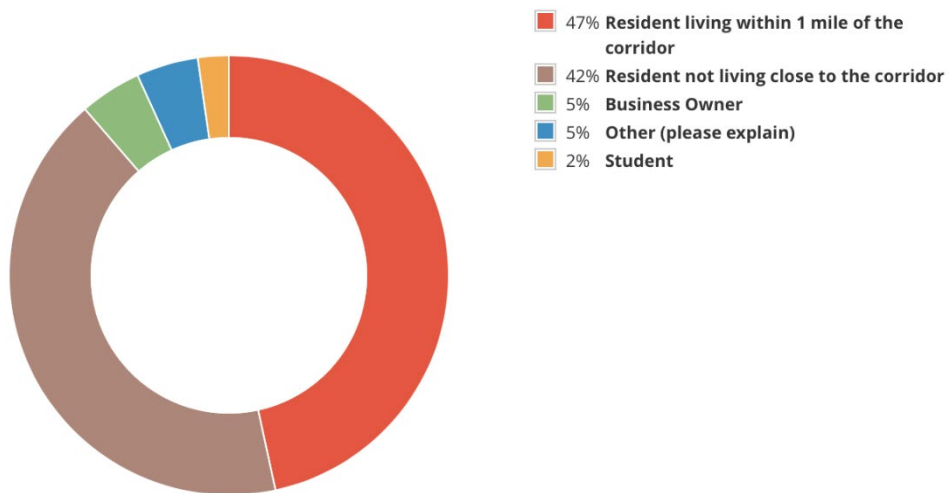
16. How long have you lived in the City of Arlington?



89 respondents

### QUESTION #17

17. Of the categories below, which do you relate to most?

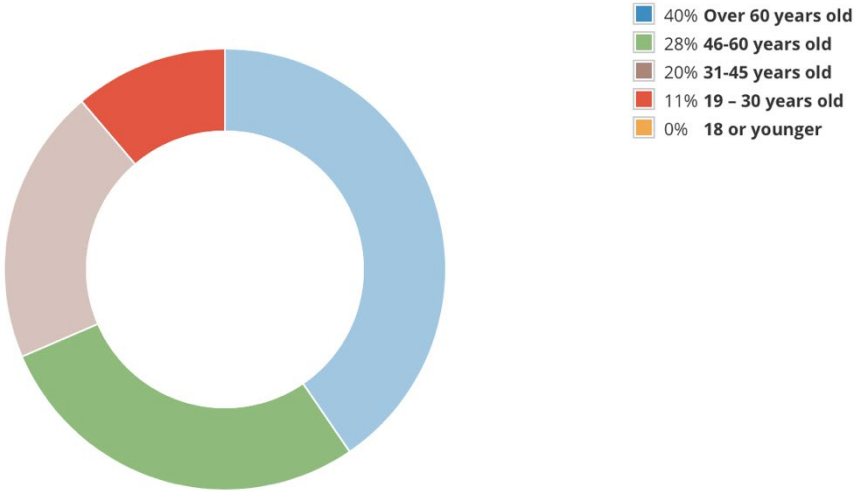


88 respondents



**QUESTION #18**

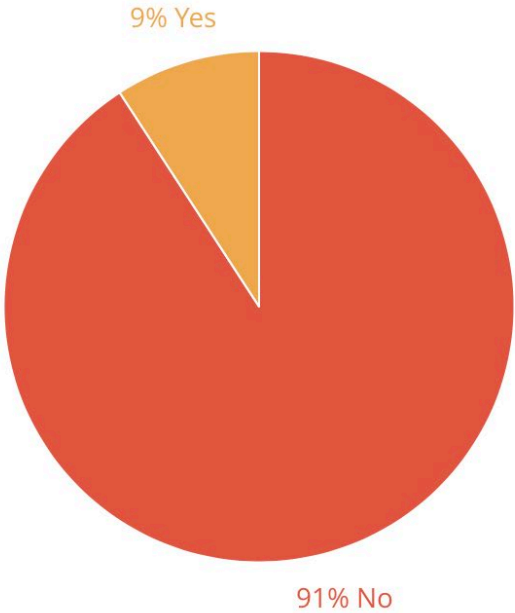
18. What is your age?



89 respondents

**QUESTION #19**

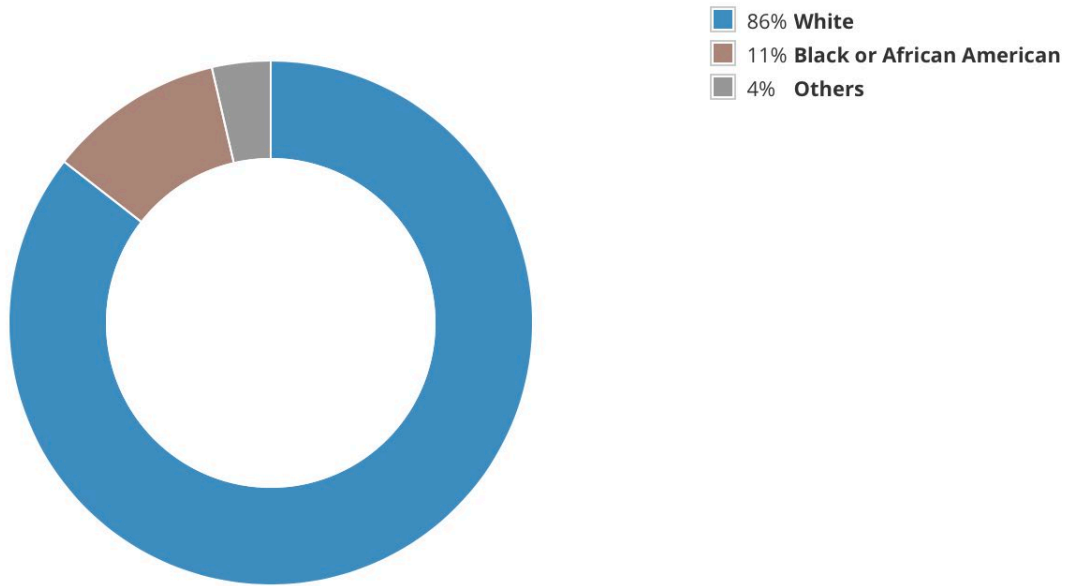
19. Are you Hispanic, Latino, or of Spanish origin?



87 respondents

## QUESTION #20

20. How would you describe yourself?



83 respondents

## QUESTION #21

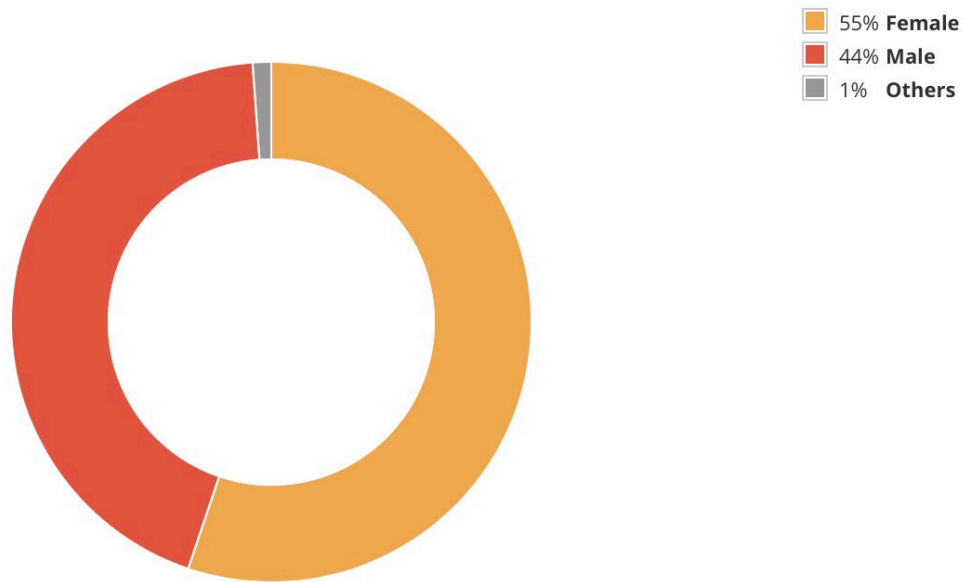
21. What ZIP code do you live in?

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Zip Code	Number of Self-Identifying Participants
76010	1
76001	15
76002	7
76005	2
76006	3
76010	9
76011	3
76012	7
76013	8
76014	2
76015	5
76016	4
76017	17
76018	3
76063	1

## QUESTION #22

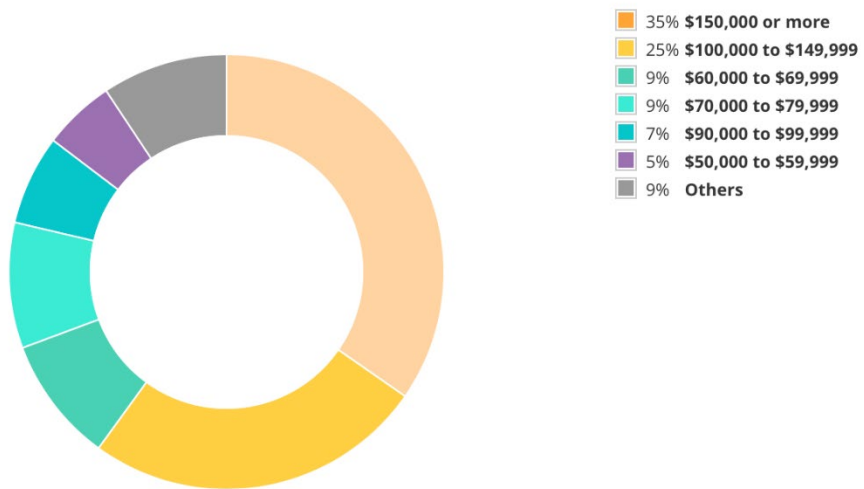
22. What is your gender?



87 respondents

## QUESTION #23

23. What is your total household income?



75 respondents



## ADDITIONAL COMMENTS

### COMMENT 1

The following comments were emailed to the City:

One very positive move of City Council which had contributed was the lowering of the speed limit last year on South Cooper in Zone 1 through UTA to south of Arkansas, which passes through several school zones, and permitted drivers to actually view which businesses were along the route. The school zones include:

1. UTA (even though primarily adults, there are many camps, classes and events offered for children during various times of the year (Strings Camp, Band Camp, dance competitions, ...))
2. The Ameen Montessori School at 614 Hiatt Ave off of Cooper, north of Park Row, where there is a small school/pedestrian cross walk across Cooper
3. Arlington High School - where students cross South Cooper not only to-and from school, but also during the staggered lunch periods, and afterschool extracurricular events and practices.

Traffic calming, school crossings and sidewalks are critically needed in the 100/200 blocks of West Park Row which abuts the SW corner of Julia Burgen Park and along South Cooper to Pioneer.

Not only do students use the route to/from Blanton Elementary, Carter Junior High, and Arlington High School, but there are two separate schools at Grace Lutheran Church, one parochial and the other a branch of the charter school, Newman International Academy at Grace, which previously recruited and educated students of what is now known as the Paddock on Park Row Apartment Homes. In addition, Grace Lutheran Church also has a relationship with the YMCA for the use of their outdoor sports field for games, competitive matches and athletic practices.

4. Students also cross South Cooper to-and-from South Davis Elementary from Lynda Lane, West Inwood, and West Lovers Lane.

Unfortunately, council members voted to change back, increasing the speed along this stretch of South Cooper to 40 mph at a recent city council meeting, so flashing school zone lights with 20 mph speed limit are needed to protect all students throughout Zone 1.

There are other related safety issues within Zone 1 concerning wrecks, speeding through school/park/residential areas, bike cyclists, and pedestrians - particularly differently/abled ones (wheelchair / scooter bound) including the need for traffic calming, beginning with lowering and enforcing the speed limit on West Park Row from South Center to Pantego which runs through numerous neighborhoods, school zones and abuts Julia Burgen Park and the need for consistent, non/interrupted sidewalks and/or reduced lanes with bike paths on the north and south sides of the 100/200 blocks of West Park Row to the Julia Burgen Park entrance walkway - which we believe is currently being planned.

Other recommendations for Zones 1-3:

Devising a longterm solution for rehoming the homeless (i.e., the locked storage bin programs like undergone in Austin and Los Angeles - near Mission Arlington and the Night Shelter) with increased police monitoring presence throughout, is missing from the South Cooper Street Corridor Plan Draft. Much of the decline in all three zones of the South Cooper Street Corridor Plan is due to panhandling, vandalizing, and crimes committed by transients.

Also, related to above: The Parks Mall / Lowes area (of Zone 3) the South Cooper Street Corridor Plan Draft is lacking specifying change in the current practice of allowing "donation bins" housed in parking lots of this area. Donation bins are indicators of areas of not only decline, but also of nonproductivity = non growth. Some area municipalities no longer permit these to be allowed within their city limits. If Arlington is a Dream City, then why does it permit these bins of dubious organizations to have such a public appearance around our only remaining mall, when there are many legitimate nonprofit donation dropoff sites

conveniently located around Arlington in more convenient locations than a mall parking lot? We already lost two of our former malls.

Donation bins and murals covering graffiti signal decline and do not attract out-of-town shoppers, who can drive a few additional minutes to the Grand Prairie Outlet Mall or shopping areas in Mansfield instead, and feel safer. The transient homeless “dumpster dive” and take what they desire out of these donation buns, often leaving a mess behind.

## COMMENT 2

Note: text in red denotes the survey respondents' additions

### **South Cooper Street Improvement Survey 2 – Dec.**

#### **2020 Draft Vision Statement**

Based on input received on the previous public survey, the project team has developed a draft vision statement for the corridor:

"South Cooper Street is a community connector and regional destination within the City of Arlington where people can think, work, and play. The corridor is regionally significant with strong economic anchors in the University of Texas at Arlington and the Parks **at Arlington** Mall and is a small business generator. Cooper Street is an active, attractive, and safe environment for all.

**South** Cooper Street delivers innovation in education, research, healthcare, housing, and economic development that provides opportunities to enhance the local community. The corridor provides vibrant and walkable commerce and experiences. **It sets the standard for an optimal balance between commerce and a clean, enjoyable environment with improvements that address air quality, water runoff, and traffic noise levels. The corridor features a generous amount of green space, and is part of the largest certified IDA International Dark Sky Community in the US.** South Cooper Street is an intelligent and optimized mobility thoroughfare that is safe for pedestrians and efficiently and safely moves vehicles with assistance from smart technology."

1. Do you feel the draft vision statement accurately describes what the future of the South Cooper Street should look like?

Currently, **South Cooper Street's weaknesses are: heavy traffic, air pollution, light pollution, water pollution (runoff into neighboring areas), noise, dangerous driving, lack of green space, and crime. Given that, I have added to the Vision Statement above.**

1b. If you don't agree, what is missing?

**A commitment to the environment which I have added to the statement. The development in this region the past 50 years has addressed only one thing. Commerce. It's time to change that way of thinking. Make significant improvements to the environment, and the South Cooper Street area will be a better place to live and visit. Even commerce will benefit.**

#### **Zone Vision**

Understanding that the vision statement serves as an overarching direction for the entire corridor, it is important to acknowledge that the corridor serves different purposes to the community. For this reason, the project team has broken the study area into three different zones to help enable the conversation of developing zone-specific goals and recommendations.

2. What is your opinion of the zone boundaries and zone-specific draft goals?

**I generally agree with them, except there is no mention of the environment. Please add “generous green space” or “commitment to our natural environment” to the goals.**

#### **Matlock Intersection Reimagined**

Based on public feedback, the team sees an opportunity within Zone 1 to reimagine the intersection area at South Cooper Street/Matlock Road/Pioneer Parkway to help improve safety and ignite

development opportunities. Redesign of this area could include:

- Removing Matlock Road north of Pioneer Parkway
- Redeveloping the space for a mix of uses, perhaps including retail, housing, and office
- Pursuing a Tax Increment Reinvestment Zone (TIRZ) to encourage investment in the property
- Promoting redevelopment on nearby parking lots to create a walkable area

Again, the environment is left out of this plan. What is the dominate feature in the Matlock/Cooper aerial photograph? It's concrete. We don't need more of it. I propose a green space here. Simple, inexpensive, attractive. In terms of traffic flow, Matlock north of 303 will have to be removed. It's not ideal, but is probably the best option considering the safety problem it causes.

### Public Arts Program

We would like to know your thoughts on establishing a Community-Led Public Arts Program that partners with UTA, businesses, Arlington High School, and art organizations to beautify the corridor, specifically in Zone 1. The program could oversee:

- Identifying locations for public art
- Exploring funding opportunities
- Facilitating student and public-led art installations

I think it's a great idea and we should move forward with it. Anyone who knows me knows that I am a big supporter of the arts, but also of the environment. If we want to really "beautify the corridor" then we must add green space. So, let's do art *and* green space. This project must focus on the things the South Cooper Street area *lacks*. Not on commerce. That's because commerce already exists and will only benefit from the "non- commerce" related improvements.

Do you agree with the proposed Community-Led Public Arts Program idea?

Yes, I do as long as it includes green space and improvements to the environment. UTA, businesses, AHS, environmental organizations, garden clubs, Parks & Rec can all be involved in the latter.

Next, we would like to know what you think about the idea of developing a "Business Innovation District" strategy for the area west of Cooper Street from West Arkansas Lane to West Mayfield Road. This future district could include:

- Preparing the area for innovation, tech, and medical tenants in the long-term
- Investing in beautification to make the area attractive, including added green space
- Pursuing federal funding to begin cleaning up the environment YES!
- Improving code compliance on existing properties
- Working with developers to make sure signs, utility poles, etc. are not blocking sidewalks
- Redesigning the street grid in the area to improve traffic flows
- Developing new parking standards and shared or on-street parking
- Simplifying curb cuts between Pioneer Parkway and California Lane **Yes, reduce curb cuts. There are too many. Reducing curb cuts improves traffic safety.**

5. Do you support the "Business Innovation District" strategy?

Yes, in general. There are good points listed. This is the least attractive portion of South Cooper other than the I-20 intersection, so that needs to be addressed.

### Parks Mall

We would like to know what you think about reinforcing the Parks Mall area in Zone 3 as a regional destination by adapting to changing retail trends. This would require:



- Establishing a Business Improvement District (BID) to raise funds for beautification (including additional green space), outdoor amenities, and programming that activates parking lots, and seasonal attractions
- Improving pedestrian and retail experience between nearby stores and the Parks Mall. This is a good idea as there is no proper pedestrian connectivity between retail in this area. Everything is by car and parking lot. Perhaps pedestrian improvements similar to those that connect the stadiums in the entertainment district would be appropriate here.
- Ensuring all future retail tenants have showrooms, galleries, or spaces that attract customers and increase foot traffic

I have two thoughts on this. One is to add green space in this area since it is currently dominated by acres of concrete. The other is to work closely with the Parks at Arlington GM as she is highly experienced, creative and can get things done.

Arlington lacks a quality, established farmer's market. This area has the retail traffic to support one. It should be the very best farmer's market in the US. Aim high.

Here are some of the best farmer's markets in the country: <https://www.thedailymeal.com/travel/americas-10-best-farmers-markets-0> The Des Moines, Iowa market has 300 vendors and 25,000 visitors every Saturday.

### Design Preferences

Next, we will provide a series of images showing potential improvements to be included in a zone-specific toolkit. Please indicate your preference of styles and add any additional comments to supplement your decision.

#### 7. Select your preferred style of Monument and Art Sculpture.



I don't know what this is asking. Is it asking if I prefer modern versus traditional? If it is, then I choose traditional, something that Arlington lacks. I like the feel of Sundance Square in Ft. Worth.

Preference C

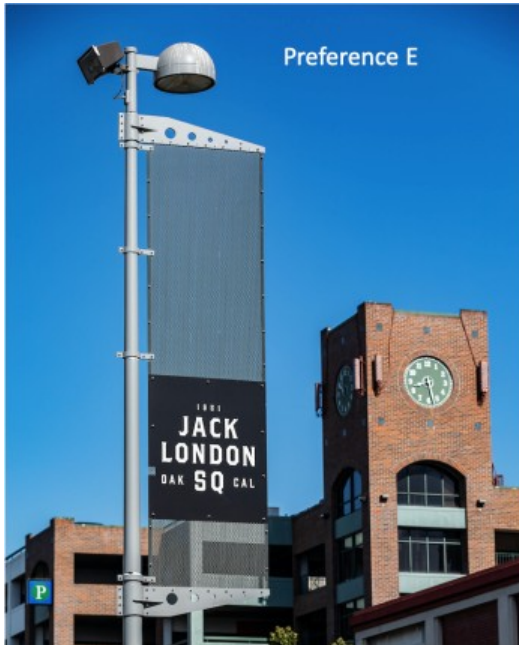


Preference D



“C” has some nice green space and architectural aesthetic. “D” looks like a trailer park. What would I prefer my city look like? My answer is C, nice green space and architectural aesthetic.

9. Select your preferred style of **Light or Sign Pole Banner**.



Preference E



Preference F

I like E, the modern, downward facing design. The problem with F is it's too Victorian and unimaginative as so many cities use it in their downtown districts. It's okay to mix in some modern with traditional since good modern aesthetic is clean and simple and will work with anything. More importantly, the downward facing light will reduce light pollution, something the South Cooper St. corridor has too much of now. And, downward facing lighting is more efficient. It requires less power to light the intended area because it doesn't waste any of it into the sky. If we want to become a certified IDA International Dark Sky Community, then lighting choice is where we begin.

10. Select your preferred style of **Building Colors and Materials**.



Preference G



Preference H



H is more pleasing aesthetically. Whatever the case, we cannot allow a grotesque “what were they thinking” style that currently exists at the 5001 and 6501 S. Cooper Street strip centers.

11. Select your preferred style of **Themed Building Exterior**.

Preference I



Preference J



I'm not sure what this is asking. Is it asking for the preferred building exterior as it pertains to the building itself, the architecture? Or is it asking about the exterior area adjacent to the structure? If the latter, then I strongly prefer J because it features green space and a nice sidewalk.

12. Please select your preferred style of **Sidewalk and Pedestrian Crossing**.



Preference K



Preference L



I like both of them, but let's do K because it's unique and kind of cool.

13. Please select your preferred **Lighting Style**.

Preference M



Preference N



I prefer the simplicity of M. Any lightning we select must point down and never upward. It will reduce light pollution and increase efficiency.

14. Please select your preferred style of **Public Signage**.



P looks better than O, but traditional and modern can be mixed with a good designer.

15. Please select your preferred style of **Private Signage**.

Preference Q



Preference R



R because it's more classic. Q is a little 1980's when cities were struggling with appealing design. Arlington City Hall is a good example of bad 1980's aesthetic. Let's not go that way again. By the way, the Galleria sign really doesn't look that bad. Just make the signage clean and classic.

### Demographic Questions

16. How long have you lived in the City of Arlington?

50 years.

17. Of the categories below, which do you relate to most?

I live within 1 mile of the South Cooper St. corridor in the 76017 zip code. I don't like the corridor as it exists.

Looking at the project map, UTA is the only likeable portion of South Cooper Street, and it's really much more like the downtown district.

**I propose that an “Environmental Improvement Program” be added to this project.** Something that addresses noise pollution, air pollution, water runoff pollution, and light pollution – and adds green space.

Some solutions for this program:

**Noise Pollution** – Reduce the number of illegally loud vehicles through enforcement by the City and State. The State manages the vehicle inspection program, and these vehicle owners are somehow acquiring State inspection stickers.

Green space does not produce noise, by the way.

**Light pollution** - Follow the International Dark-Sky Association community protocols. They encourage downward facing lighting and offer a special designation for communities that meet their guidelines. If Arlington can manage that, they would be the largest city in the US to do so. And, they would decrease light pollution and save money for the City and area businesses because environmentally friendly lighting costs less to power. See <https://www.darksky.org> Maybe the State can assist with this. They operate a Dark Sky Program. See [https://tpwd.texas.gov/spdest/programs/dark\\_skies/](https://tpwd.texas.gov/spdest/programs/dark_skies/) To appreciate this initiative, consider watching a video they made at <https://www.youtube.com/watch?v=2XkF5OmPZ74> It shows how communities can decrease light pollution.

Green space does not produce light pollution.

**Water Pollution** – Development allowed by the City along South Cooper Street has caused runoff to increase beyond what the natural waterways can handle. Just look at the creek in our backyard at 2011 Misty Creek Dr. and you’ll see significant erosion and pollution (orange water), all because of South Cooper Street. This is irresponsible management by the City. Examine the waterways along the South Cooper Street corridor and make sure they are managed properly to reduce erosion and pollution.

Green space does not pollute our waterways.

**Air Pollution** – The corridor handles a tremendous amount of vehicle traffic, especially near I-20. It must be monitored and managed.

Green space doesn’t produce air pollution. It actually does the opposite. It cleanses the air we pollute.

**Green Space** – Add it. It beautifies and counters many of the negative impacts caused by South Cooper Street. Perhaps the Arbor Day Foundation (<https://www.arborday.org>) can assist with this, or the Sierra Club, or the Ladybird Johnson Wildflower Center. There are lots of pro green space organizations that might be able to help with advice, funding or manpower. By the way, Arbor Day has launched an initiative called The Time for Trees (<https://timefortrees.org>). Its mission is simple. Plant trees.

One place that could benefit from 100 or more trees is the I-20/Cooper interchange. Beautification, erosion management, traffic noise suppression, and air cleansing.

The final area of concern relates to safety.

**Traffic:** Improve traffic design, reduce directional conflict, and enforce the speed limit and traffic laws. Motorists must slow down and stop at red lights.

**Crime:** It needs to be managed and improved.

Feel free to contact me additional for ideas. I’m committed to improving our community. Arlington is a good city that could be great. The potential is there but it will require a lot of work by many people to attain.



Finally, thank you for your hard work and commitment to excellence.



# **SOUTH COOPER STREET PROJECT ENGAGEMENT**

Survey #3 Results  
Input Period: Feb. 9 – Mar. 2, 2021

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS
313	67	1,381	87

## SURVEY RESULTS

### QUESTION #1

The project team identified action steps to be implemented in the short term (0 – 5 years) for **Zone 1**. Rank the following three options based on your priority for implementation.

(1 - high priority and implement first; 3 - low priority and implement later)

98%	Conduct a traffic study to explore simplifying the Cooper/Pioneer Parkway/Matlock Road intersection.	Rank: 1.58	59 ✓
98%	Enhance pedestrian safety features at key intersections, including lighting, signage, and re-striping.	Rank: 1.88	59 ✓
97%	Pursue partnerships to identify locations for public art and explore funding opportunities.	Rank: 2.53	58 ✓

60 Respondents

Results for Question #1 were nearly evenly distributed among the three choices. However, conducting a traffic study (Item #1) ranked .30 higher than enhanced pedestrian safety features (Item #2).

### QUESTION #2

The project team identified action steps to be implemented in the short term (0–5 years) for **Zone 2**. Rank the following three options based on your priority for implementation.

(1 - high priority and implement first; 3 - low priority and implement later)

98%	Improve code compliance by notifying property owners when they are not in compliance and connecting them with existing community resources to address compliance issues.	Rank: 1.68	50 ✓
98%	Identify a partner to create and market a virtual job board for day laborers.	Rank: 2.08	50 ✓
96%	Encourage developers to pursue funding for a diversity of housing options.	Rank: 2.20	49 ✓

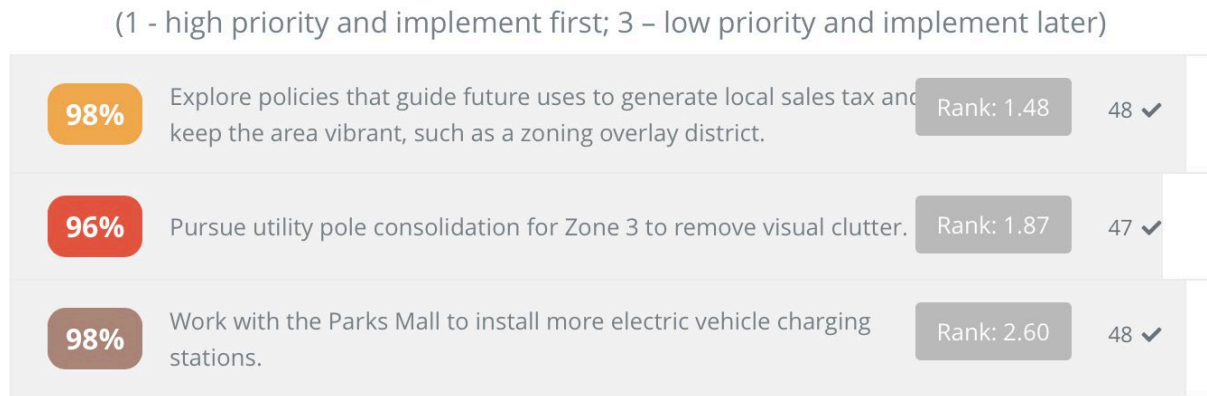
51 Respondents



Results for Question #2 were closely distributed among the three choices. Improving code compliance (Item #1) ranked .40 higher than identifying a partner to create and market a virtual job board for day laborers (Item #2).

### QUESTION #3

The project team identified actions to be implemented in the short term (0–5 years) for **Zone 3**. Rank the following three options based on your priority for implementation.



49 Respondents

The top choice for Question #3 is exploring policies that guide future uses to generate local sales tax and keep the area vibrant (Item #1). It narrowly came in first by a 1.12 margin.

## QUESTION #4

The project team identified action steps to be implemented in the short term (0–5 years) for the **entire corridor**. Rank the following five options based on your priority for implementation.

(1 - high priority and implement first; 5 – low priority and implement later)

96%	Reduce congestion and improve traffic flow through Vehicle to Infrastructure (V2I), smart traffic signals, and other improvements to optimize traffic movement within and through each zone.	Rank: 1.85	47 ✓
98%	Consider offering a range of development incentives (expedited permitting, decreased fees, zoning adjustments) to developers who use green infrastructure.	Rank: 2.94	48 ✓
96%	Continue creek flow management strategies that defend against flooding.	Rank: 2.98	47 ✓
96%	Continue to implement corridor-related recommendations in the adopted 2011 Hike & Bike Master Plan to provide connection to adjacent parks, schools, and neighborhoods.	Rank: 3.04	47 ✓
96%	Develop a branding and identity strategy for the corridor and each zone.	Rank: 4.06	47 ✓

49 Respondents

The highest priority for Question #4 is to reduce congestion and improve traffic flows through Vehicle to Infrastructure (V2I), smart traffic signals, and other improvements to optimize traffic movement within and through each zone (Item #1). The next closest selection was within 1.09 points.

## QUESTION #5

The project team identified action steps to be implemented in the **long term (10+ years)**. Which of these do you think we should prioritize? Rank the following seven options based on your priority for implementation.

(1 - high priority and implement first; 7 - low priority and implement later)

88%	Prioritize street reconfiguration that enhances safety and improves connectivity and work with developers to ensure that sidewalks remain safe and unobstructed (Zone 2).	Rank: 3.09	44 ✓
86%	Facilitate development consistent with the vision of long-term innovation, technology, and medical uses in the area between Cooper Street, Arkansas Lane, and Medlin Road (Zone 2).	Rank: 3.12	43 ✓
92%	After realignment of the Cooper/Pioneer Parkway/Matlock Road intersection, facilitate development in the northeast corner consistent with the vision for this zone (Zone 1).	Rank: 3.52	46 ✓
84%	Promote opportunities to redevelop the northwest and northeast corners of Pioneer Parkway and Cooper Street to decrease parking lot cover and re-build a street wall (Zone 1).	Rank: 3.71	42 ✓
76%	Develop a public realm and private realm design toolkit to improve the visual aesthetics along Cooper Street (Corridor-wide).	Rank: 4.16	38 ✓
86%	Encourage increased walkability by requiring connectivity from Cooper Street to key activity centers around the Parks Mall and adjacent retail areas (Zone 3).	Rank: 4.49	43 ✓
86%	Consider relocating overhead electrical utilities on Cooper Street from Arbrook Boulevard to Pleasant Ridge and from I-20 to Bardin Road (Zone 3).	Rank: 4.67	43 ✓

50 Respondents

The highest priority for Question #5 is to prioritize street reconfiguration that enhances safety and improves connectivity and work with developers to ensure that sidewalks remain safe and unobstructed (Item #1).



## QUESTION #6

Please provide any additional feedback you would like the project team to consider.

There were 30 responses. After removing four responses indicating that the respondents did not have additional comments, those who did comment provided widely varied results with the exception of connectivity to UTA and congestion-related items.

### Responses

(results are unedited raw data; answers appear as written by survey respondent, original spelling and capitalization is preserved)

Arlington currently has a lot of pitiful "community-led public arts" projects already undergone with local schools, businesses, UTA, ... and art organizations that sprung up and embarrassingly contribute to ugliness/tackiness. The exception has been huge art projects \$\$\$ undergone by groups such as the Rotary clubs and Optimists - monumental art. Anything along the corridor should reflect and identify points of Arlington's neglected history and be made from worthy materials.

Both Arbrook Blvd and Bardin Road west of Cooper Street impact traffic flow and congestion on Cooper Street. Why are they not addressed in this study?

Business innovations and research opportunities should be located closer to UTA, in Zone 1, to provide more opportunities for joint collaboration with UTA research and incubation opportunities

Consider a street wall along I-20 South border to cut traffic noise particularly in fall - winter

Consider starting far south cooper where more residential potential and connect UTA. A lot of money has been spent downtown start south to north for redevelopment needs to occur.

consider using less wordy or confusing language like "street wall" - I know what it means - but some folks might interpret it as a literal street wall

Does a minority ethnicity make my opinion rate higher? Why does it matter? I might be a bunny.

Encourage small professional business opportunities with the new increased sales tax resources. Professional experts must seek out opportunities by attending trade shows and conventions to make promote the opportunities available in our city

Focus on land use, density and walk ability the rest will follow

I want to add some thing that goes at the end but the survey will not let me see what I already typed so I had to start the beginning sorry! But I hope affordable and diverse housing is what is put in that area as a single mother with two children it is very hard to reach my dream as a homeowner in a safe area of Arlington. I could have bought a much cheaper house in East Arlington and have my kids walking to school every day looking at drug paraphernalia. We need housing that people in the 30,000 60k range can afford to own property. These Action steps are not very of lined with the recommendations in my opinion. For example one of the recommendations would be that there is a program for day laborers to what I assume decrease them standing around on Mayfield and Cooper. A virtual online board is not going to fix the problem you need to rent a space there and provide a place for them to legally wait and exchange services you're not going to be able to stop that. Those people that are waiting there are people who are illegals and people who are criminals that no one will hire I've stood there you can't stop that so don't even waste your time regardless that recommendation does not align with the action step. putting something online and expecting them to go there to replace the physical place as they stand makes no sense there's several action steps that are like that. And no one cares about the powerline clutter!! Also I really hope that alternative housing means of affordable housing that people can buy and only in Arlington not more apartments for people to rent especially off the Cooper St., Corridor. And Grand Prairie they're doing one and two room house neighborhoods that's what they need down there so people can be homeowners and be invest in the community renters in that area all

up and down Cooper are not invested. The only reason I know about this is because of my homeowners app know about this survey.

It is important that Parks Mall stay current with trends and not let mall deteriorate

Make the pioneer, matlock and cooper intersection safe for all

Making it safer for pedestrians is a major need.

Many of these recommendations do not acknowledge on this page that they won't be possible without complete TxDOT signoff - we need to acknowledge that upfront because that could change people's answers knowing there's a giant barrier in the way to making 80% of these things happen.

no additional feedback

N/a

No more apartments!

No more multiple construction which causes more traffic and schools cannot support additional students more teachers more infrastructure we cannot sustain. Please consider our environment consequences this causes. We receive plenty of income from our entertainment venues.

None

None at this moment

Please consider corridor wide planting strategy (especially trees) for climate adoption and mitigation, and traffic calming, and safety purposes. Please consider multimodal transportation opportunities (including public transportation such as street car and route) throughout the North-South Cooper corridor in future plans..

This survey is flawed. It forces you to select options which do not address the growing population of Arlington. Cooper is the main arterial connect between north and south, outside of Hwy 360. Traffic will only increase and I believe a raised roadway is the only solution.

Traffic flow is slowly getting better

Traffic on Cooper is always congested and difficult to make turns if not at a light.

Walkability and connectivity from the UTA campus to businesses south of campus should be a major priority. Making this area into a vibrant, walkable avenue instead of a multi-lane high-speed highway would have major benefits for the entire city.

We do not need more apartments built in South Arlington. Traffic flow is currently horrendous and schools are not able to handle additional students that this would create. We have plenty of entertainment venues to bring in revenues. Please consider our quality of life and not overpopulated and consider the environmental issues that this may cause.

We have to address Zone 2, as it continues to be overlooked and is a bit of an eyesore as people drive from 20-UTA, it looks so different from Mayfield to 303!

Well-done survey.

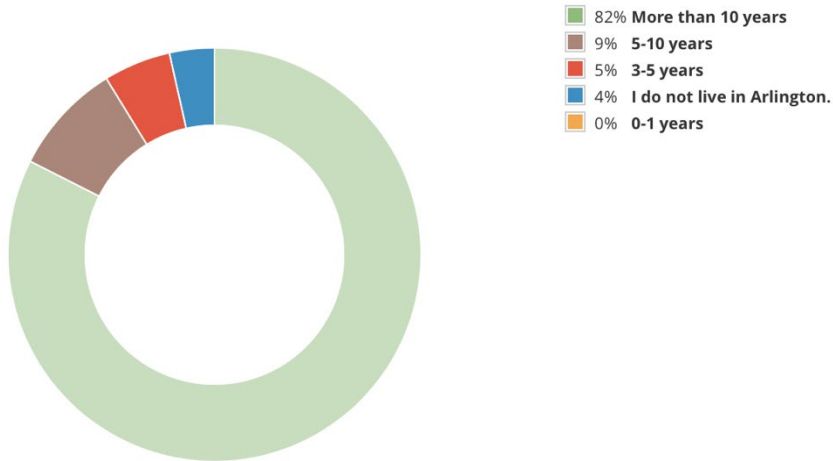
When implementing all of the above please (when working with the day laborers) have an area when they can meet which is off the street area on Cooper.

Who decided that this was a 3rd option for Zone 1: "Pursue partnerships to identify locations for public art and explore funding opportunities." ???

## DEMOGRAPHICS

### QUESTION #7

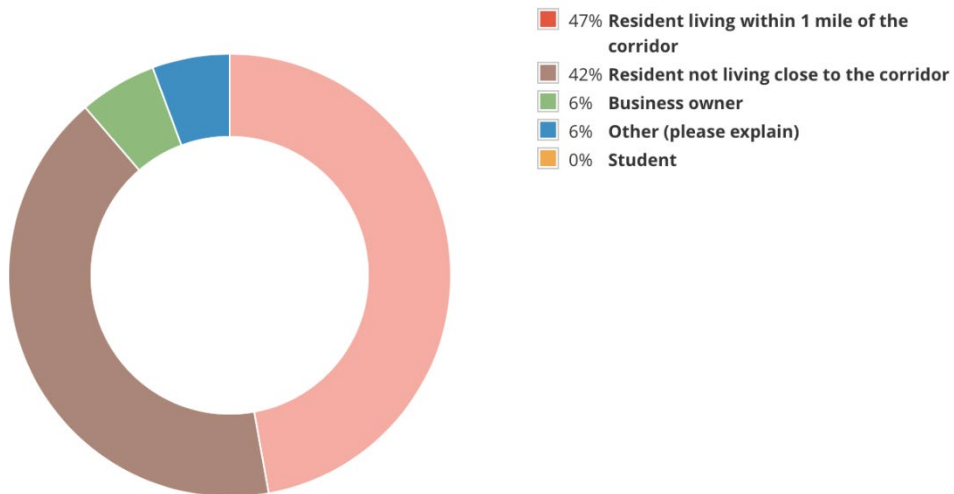
How long have you lived in the City of Arlington?



57 respondents

### QUESTION #8

Of the categories below, which do you relate to most?

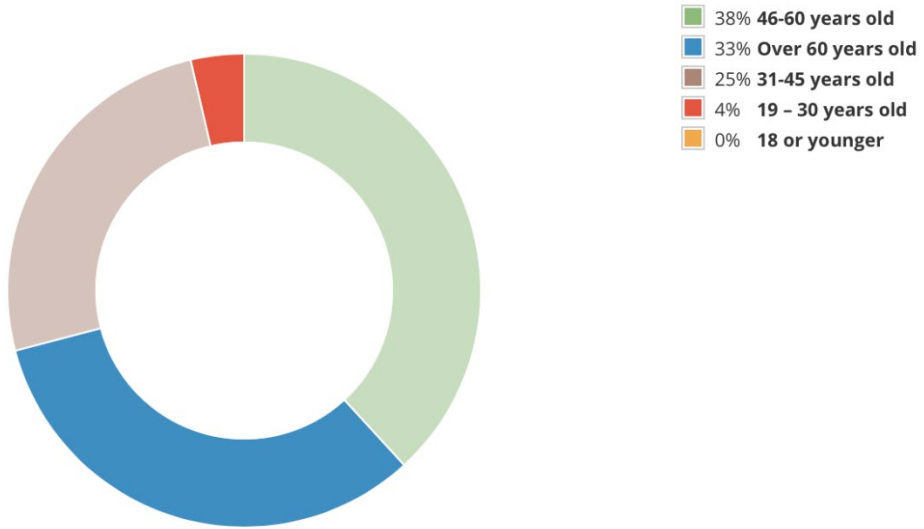


53 respondents



### QUESTION #9

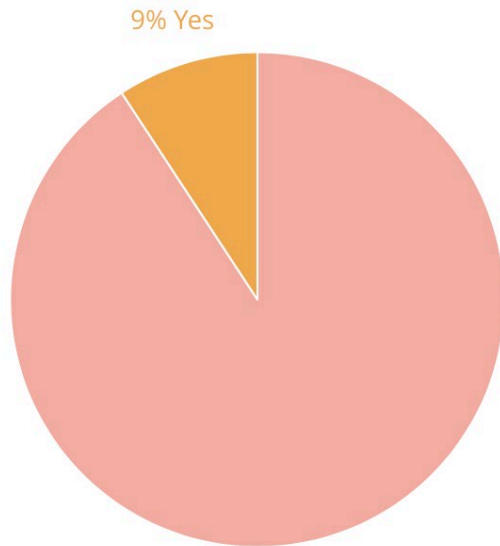
What is your age?



54 respondents

### QUESTION #10

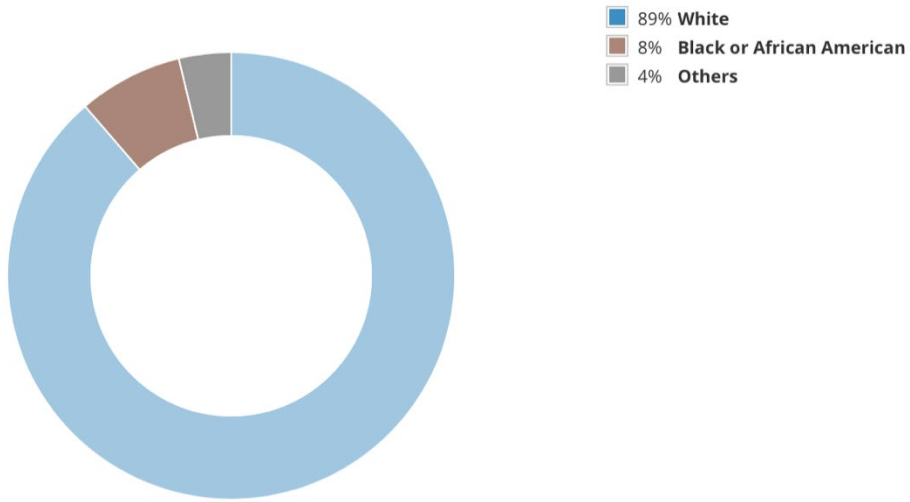
Are you Hispanic, Latino, or of Spanish origin?



54 respondents

### QUESTION #11

How would you describe yourself?



53 respondents

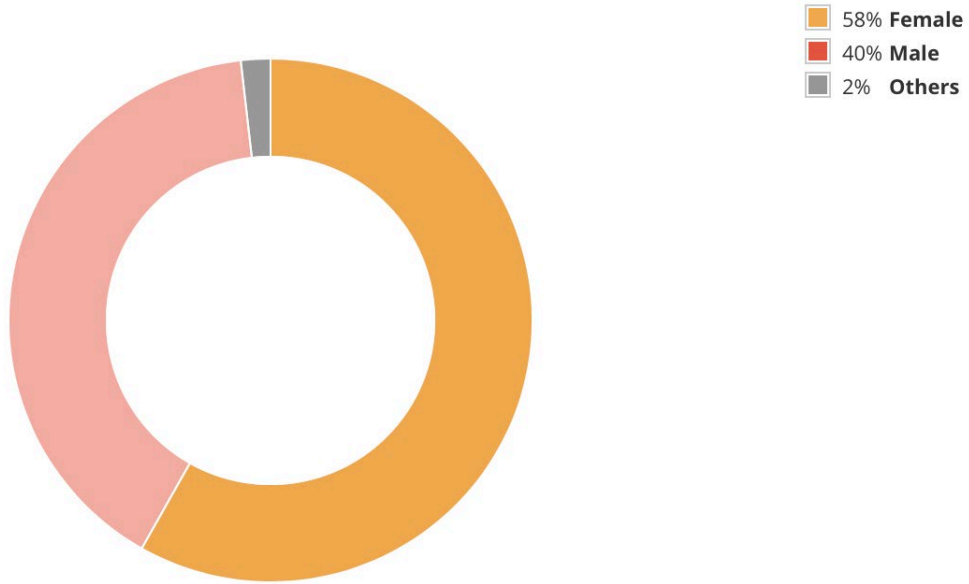
## QUESTION #12

What ZIP code do you live in?

76001	7
76002	4
76005	1
76006	3
76010	5
76011	1
76012	6
76013	2
76014	2
76015	3
76016	5
76017	9
76018	2
76034	1
76109	1
	<hr/>
	52

### QUESTION #13

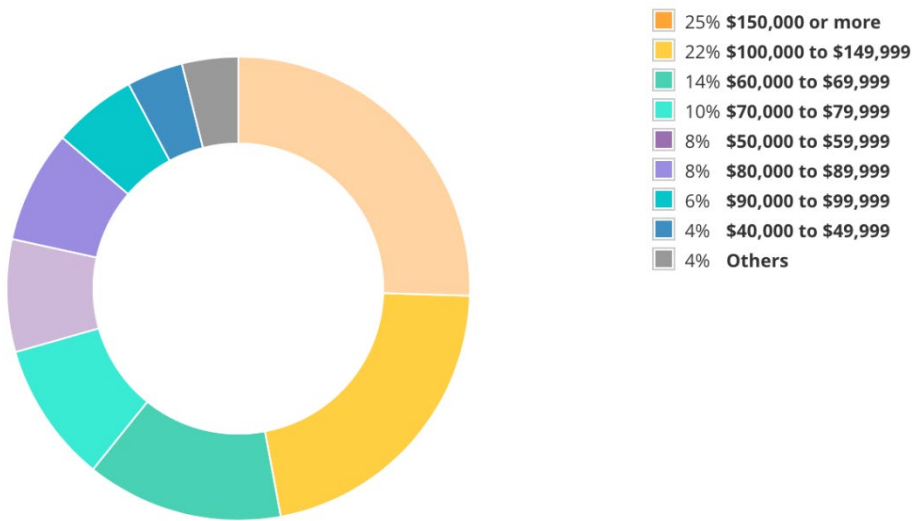
What is your gender?



55 respondents

### QUESTION #14

What is your total household income?



51 respondents



# Appendix 03: Case Studies

Draft

Draft

## Parks Mall at Arlington

The Parks Mall at Arlington is one of the largest malls within North Texas at 1.5 million square feet. It is anchored by Macy's, Dillard's, JC Penney, AMC Theatres, and Dick's Sporting Goods. Management has indicated that the mall has held up well under the circumstances with COVID-19 and the overall decline of brick and mortar retail. However, the mall does have one vacant anchor space: Sears filed for bankruptcy in October 2018 and subsequently closed a number of stores including those at the mall in Arlington and the Hulen Mall in Fort Worth.



Figure A3-1: Parks Mall Level 2 Store Layout

Source: Mallcenters

In response to changing retail conditions, mall owners across the country have responded with several strategies:

### Industrial: Warehousing, Distribution & Logistics

Anchor department store floorplates (50,000 to 250,000 square feet) can be a challenge to backfill with new tenants. In response, landlords are considering warehouse, distribution, and logistics space as an interim use—with an emphasis on e-commerce uses. For example, Macy's identified two vacant mall stores—one in Dover, Delaware and the other in Littleton, Colorado—to become e-commerce distribution centers where consumers could only order online. While these uses are positive in that the space is no longer vacant, in-line stores that rely on foot



traffic generated by the anchors suffer. Additionally, to the extent that other mall tenants have co-tenancy agreements in their leases, loss of anchors can have broader impacts on occupancy.

Figure A3-2: Macy's at Dover Mall in Delaware  
Source: Delawareonline



Other examples include the repurposing of the Sears at the Morgantown Mall into a logistics center and warehouse for West Virginia University Medicine.

Figure A3-3: SEARS at Morgantown Mall  
Source: WVNews

As vacant big box/anchor locations at malls present imperfect logistical conditions for industrial use in terms of loading dock locations, floorplates, multiple floors, and general pedestrian traffic related to other uses in the mall, a number of mall owners have simply razed entire malls and constructed new industrial parks with a focus on last-mile distribution. Traditional malls are usually located in a strategic position within a municipality, whether it is proximate to a major interstate or large population cluster. These conditions were taken into account with the development of the 1.2 million square-foot General Motors' Arlington Automotive Logistics Center development in 2018. This site was the former home to the Six Flags Mall and now serves as a key manufacturing and warehousing facility for General Motors.





**Figure A3-4:** Six Flags Mall & General Motor's Arlington Automotive Logistics Center [Before]  
Source: Google Earth, 2020



**Figure A3-5:** Six Flags Mall & General Motor's Arlington Automotive Logistics Center [After]  
Source: Google Earth, 2020

While conversion of former malls to industrial uses has become more common, there are often inhibiting factors (such as community pushback) on the conversion of retail to industrial. This is often the case in areas with a high concentration of residential uses, as industrial uses may bring more trucks and heavy machinery. In the case of the General Motors facility, it is located within a primarily industrial area. Additionally, municipalities are often reluctant to forfeit future sales taxes generated at retail establishments. Lastly, it is often difficult for lenders—who underwrote a project based on retail rents—to accept much lower industrial rents on a property. This is why these the types of developments, like the General Motors facility, do not typically happen unless the project is purchased and then controlled by another party that did not underwrite the initial transaction.

**Diversification of Property: Multifamily, Health Care & Hospitality**

While industrial uses are partially or completely replacing some vacant space within malls, other examples of mall owners repurposing their real estate include those that have diversified assets with other uses like health care, multifamily, and hospitality in an effort to “generate demand” for the remaining retailers. This approach has helped to preserve valuable sales tax for their respective municipalities. It should be noted that this form of a mall conversion does require significant capital and is extremely time intensive. Examples of this approach include the reimagined Fair Oaks Mall in Columbus, Indiana, or the Collin Creek Mall in Plano, Texas.

In the case of the Fair Oaks Mall, instead of private investors assuming control, a newly formed Fair Oaks Community Development Corporation (CDC)—which was a partnership between the City of Columbus and Columbus Regional Health—purchased the 36-acre property with the intention of converting the defunct mall into a community asset. The new program, expected to be more than 525,000 square feet, will include a range of health and wellness related uses such as indoor sports facilities, exercise studios, kitchens, nutritional, and other health services. Additionally, approximately a quarter of the future space will be reserved for non-profit community partners at competitive rental rents, with the balance of the real estate expected to be occupied by other services like banks, nail salons, and restaurants.



**Figure A3-6:** Rendering of Health-Care Focus of Reimagined Fair Oaks Mall  
Source: Archpaper



In the case of Plano's Collin Creek Mall redevelopment, this effort has been spearheaded by a private company: Centurion American Development Group. The process in this redevelopment example is "daylighting" of the mall, which includes tearing down the big-box anchor sites and subsequent development of surrounding surface parking. This example also includes the addition of more than 3,000 residential housing units comprised of traditional class A multifamily and townhome products. The redevelopment required the property to be re-zoned from big-box retail to mixed-use and is expected to cost more than \$1 billion to construct.



**Figure A3-7:** Rendering of the Collin Creek Mall Redevelopment  
Source: Communityimpact

While the previous examples include the complete overhaul of defunct malls, there are also examples of vacant big box anchors being backfilled with non-retail uses. The most common is for the establishment of health-and-wellness related uses. This is the case with the Northlake Mall in Atlanta, Georgia which had formerly been anchored by a Sears and Kohl's—and still includes the presence of JCPenney and Macy's as anchors. Emory Healthcare is set to occupy 224,000 square feet of space formerly occupied by Sears. This plan is expected to bring more than 1,600 full-time corporate administrative workers into the former mall. Emory indicated that the mall's central location, coupled with highway and bus rapid transit (BRT) access, parking, and proximate restaurants/retail aided in its decision-making process.



**Figure A3-8:** Conceptual Design for Emory Healthcare in North Lake Mall  
Source: Atlanta Real Estate Forum