

JUNE 2026

GARLAND TEXAS HOUSING STRATEGY



GARLAND

Planning
Consultants

czb

DRAFT

Acknowledgements

We would like to take this opportunity to acknowledge our project contributors for their support and assistance in the development of the Garland, TX Housing Strategy.

MAYOR

Dylan Hedrick

CITY OF GARLAND COUNCIL

- Jimmy Tran
- Justin Caraway
- Ed Moore
- Christina Segoviano
- Margaret Lucht
- Carissa Dutton
- Joe Thomas, Jr.
- Chris Ott

CITY MANAGER'S OFFICE

- Mike Betz, City Manager
- Andy Hesser, Assistant City Manager

CITY OF GARLAND COMMUNITY AND NEIGHBORHOOD DEVELOPMENT

- Becky King, Managing Director
- Mona Woodard, Community Development Administrator
- Jason Wilhite, Construction Services Manager

OFFICE OF NEIGHBORHOOD VITALITY

- Scott Bollinger, Neighborhood Vitality Director
- Laura De La Vega, Sr. Planner
- Katharine Bradley, Neighborhood Coordinator
- Alejandro Cardoso, Neighborhood Specialist

CITY OF GARLAND ECONOMIC DEVELOPMENT

- Ayako Schuster, Director
- Jacob Acton, PhD, Manager

PLANNING & DEVELOPMENT

- Nabila Nur, AICP, Director

Table of Contents

PART 1	10	INTRODUCTION & BACKGROUND
	14	Understanding Garland's Market Challenges
	20	Shifting to Strategy
PART 2	28	ADDITIVE STRATEGY: ECONOMIC FOCUS AREAS
	32	Corridors
	42	Nodes and Adjacent Neighborhoods
	58	Target Area: "The Wedge"
	68	Downtown
PART 3	76	BIG PICTURE HOUSING CONSIDERATIONS
	78	Recommendations for Existing Programs
	84	Recommendations for New Programs
PART 4	88	IMPLEMENTATION
	92	Proposed Prioritization Schedule
	100	Outcomes, Baselines and Progress Metrics



FORWARD

Garland has always been a city built by hardworking people who believe in community, opportunity, and taking pride in where they live. From our historic neighborhoods and manufacturing roots to our growing Downtown and diverse commercial corridors, Garland's story has always been one of resilience and steady progress. Today, we stand at an important moment in that story.

Like communities across the country, Garland faces significant housing challenges. Families are feeling the pressure of rising housing costs, as aging homes require greater investment to maintain, and many residents—particularly seniors and working households—are carrying increasing financial burdens. At the same time, the City must continue providing the high-quality services, infrastructure, parks, public safety, and amenities that residents expect and deserve.

These challenges are deeply connected. Housing is not only about where people live. It shapes neighborhood stability, economic opportunity, quality of life, and the long-term financial health of our community. The choices we make today will influence Garland's future for decades to come.

This Housing Strategy is built around a simple but important idea: Garland's future depends on maintaining affordability while expanding opportunity. We must preserve the strengths that make Garland accessible and welcoming while also creating the conditions for reinvestment, stronger neighborhoods, and a broader range of housing choices that allow more families to see Garland as a place to build their future.

That means supporting existing residents and neighborhoods while also positioning Garland to compete more effectively in a rapidly changing region.

This strategy recognizes that not every neighborhood faces the same challenges, and not every solution should look the same. Some areas need stabilization and assistance. Others are ready for reinvestment and revitalization. Across the city, however, the goal remains consistent: improving property conditions, strengthening neighborhood pride, encouraging thoughtful redevelopment, and creating places where people want to live, work, shop, and gather.

Just as importantly, this plan acknowledges an important reality: Garland's long-term ability to support residents depends on maintaining a healthy and productive local economy. Strong neighborhoods, thriving commercial areas, and quality housing choices all work together to sustain the services and amenities that improve daily life for everyone who calls Garland home.

This work will take patience, partnership, and sustained commitment, and I am optimistic about Garland's future. We have the assets, the character, and the community spirit needed to meet these challenges together. By investing thoughtfully and building on our strengths, we can ensure Garland remains a city of opportunity, stability, and pride for generations to come.



Dylan Hedrick
Mayor, Garland Texas

Definitions & Concepts

AFFORDABLE

Housing is considered to be affordable if the occupant household is paying 30% or less of their gross income on housing costs. For renter households, this threshold typically includes contract rent + utilities (referred to as “gross rent” by the U.S. Census Bureau) and for owner households this typically includes mortgage payment (principal + insurance + taxes + interest, or “PITI”). All references to affordability in this document are based on this rule of thumb.

CAPACITY

Capacity is considered the combination of resources - knowledge, skill/ability, time, energy, or money - that stakeholders have to manage their community.

DEMAND

Demand for housing exists when an ability to pay for housing is equaled by a willingness to pay for a given unit in a given location. A household that chooses a home or apartment in Garland and is able to afford their housing payment represents demand for housing.

- **Strong demand:** Market conditions where housing demand is well-matched to the supply, leading to property values and conditions that are high relative to weaker or soft markets.
- **Weak or soft demand:** Market conditions where housing demand is lower than supply, leading to property values and conditions that are low relative to stronger markets.

HOUSEHOLD

The occupant or occupants of a housing unit (whether related or unrelated) constitute a household. Types of households include single people, families of two or more related persons, and roommates.

HOUSING UNIT

A housing unit is any living quarter that can be occupied by a household. Housing units include single-family homes (one-unit each), duplexes (two-units each), and the individual apartments or condominiums within any building with multiple living quarters.

INCOME

All sources that make up a household’s pre-tax (or gross) income are included in this document’s use of “income” as the means by which a household pays for housing. These sources include wages/salaries from employment, retirement income, passive income, and government transfer payments.

MARKET-RATE HOUSING

A market-rate housing unit is rented or sold at prevailing market rates and without any restriction on income. Market rate housing is priced across a wide range of rents and home sale prices. Market-rate housing is affordable for any household that is able to pay prevailing prices in the market without exceeding 30% of their gross income.

MULTI-FAMILY HOUSING

A multi-family property (or multi-unit property) has units that are attached to other housing units physically or by ownership. Such properties include small rental properties with two or more apartments, as well as larger apartment buildings.

MULTIMODAL

Multimodal refers to a transportation network that accommodates multiple types of users, including but not limited to: vehicles, pedestrians, bicycles, and transit.

NEED

Need for housing exists when insufficient ability to pay for housing on the private market sharply limits a household’s options. A household that requires assistance to pay for adequate housing represents a need that is either met by some form of public subsidy (an income-qualified unit or rent assistance, for example) or remains an unmet need.

OWNER-OCCUPIED HOUSING

Any housing unit that is the primary residence of its owner is considered owner-occupied, a term that is used interchangeably with homeowner.

SALE PRICE

The price of a residential property when part of a transaction between un-related or unaffiliated parties (or “arm’s length”) on the open market. This document uses sale price of single-family homes as a key indicator of housing demand. Sale price of recently sold properties also inform the calculation of appraised values- which are another indicator of demand used in this document.

SINGLE-FAMILY HOUSING

An independent housing unit or dwelling that is separated physically or by ownership from other housing units is considered a single-family property (or single-unit property). Such properties include detached homes, attached homes (such as townhomes), and condominiums.

TYPOLGY, HOUSING SUBMARKETS

A housing market typology is a system for categorizing the sub-geographies (or neighborhoods) within a city or regional housing market into types, or submarkets. This document features a typology for Garland with submarkets categorized by levels of housing demand for the purpose of understanding conditions, trends, and potential strategies across submarkets of varying demand.



PART 1

Introduction and Background

The 2025 Garland Housing Study identified a number of interconnected factors contributing to the state of Garland's housing market today. It showed how the combination of the time period and development patterns when housing units were built have slowly become less competitive compared with newer suburbs in the region, making Garland an affordable choice. Over time, as deferred maintenance has accumulated, property conditions have declined, resulting in perceptions of the community that are not as positive as they could or should be. This section briefly reviews those findings and highlights the key market dynamics that stand out as priorities for strategy development.

Garland's growth is steady, yet it's not matching the region's momentum or its true potential.

The City of Garland commissioned a Housing Study in 2025 to examine the market forces affecting its housing and develop a strategic response. The Study identified the realities of the housing landscape, both in Garland and within the context of the larger Dallas Metroplex.

Garland has a larger population than ever before and is still growing:



Garland's population is estimated to have surpassed 250,000 in 2024 – up nearly 25,000 or 10% since 2010.



The number of housing units grew by 4,000 over the same period, to nearly 85,000 total.



Garland's contribution to the region's economy also expanded, from 62,000 jobs in 2010 to nearly 80,000 by 2022.

The recent growth of housing, population, and jobs is just the latest chapter for Garland. Beginning with manufacturing plants in the 1920s, followed by the post-World War II boom in the 1950s, the period of fast growth from the 1960s through the 1980s, and into the more recent era of slower but sustained expansion, Garland's growth has been an important part of the Metroplex's rise as one of the nation's largest and fastest-growing regions.

The nature of the growth in the wider region is where Garland's challenges lie, and where the city is falling behind.

Garland's lagging position in the region is not because newer communities with more available land are growing faster. That is unavoidable and not a sign of trouble on its own. Instead, what matters is how growth has reinforced characteristics about Garland and its housing market that undermine its fiscal health and competitiveness – and, therefore, its future capacity to offer residents high-quality services, amenities, and places to live.

- Most of Garland's housing was built pre-1990, so the city's supply is made up of units that are older, smaller, and more worn than the competition.
- Garland's single-family home sale prices are 60-75% of its immediate neighbors, providing a good source of affordable housing.
- Garland needs to expand the range of housing choice offered and the households it competes for in order to positively affect the city's retail base.

To thrive, Garland needs to become a more economically diverse community while still balancing affordability for current and future residents.

This is the only path by which Garland will be able to compete regionally and sustain itself financially.

Housing issues in Garland are not just about housing. The way the community responds to its housing challenges will also be critical to shaping the city's economic future.

As the Metroplex has grown and diversified, Garland's housing stock currently serves a narrower portion of the regional market than many competing communities. Expanding the range of housing options available in Garland will help the city support broader



When a city is outperformed by its regional peers - as Garland is - it both signals and reinforces lower demand, creating a feedback loop that slowly erodes the community's desirability.

economic diversity while maintaining affordability and neighborhood stability. Expanding that competitive range is the central economic challenge this strategy addresses.

Property conditions in portions of Garland's older neighborhoods and commercial corridors affect market perception and limit the city's ability to attract a broader range of households and investment. This also affects how the property market values the area – both for current owners trying to capture the value of their own reinvestment, and for prospective buyers and lenders evaluating the broader market. Addressing this perception gap is one of the strategy's central tasks.

If property conditions bore no relationship to income, this would pose no structural challenge to the city's budget. But this correlation persists and Garland faces a difficult truth: its long-term fiscal health depends on a meaningful shift in how the city presents itself—not just physically, but in the image it projects.

A sound housing strategy must identify where Garland's negative feedback loops diverge from the community's goals and recommend interventions that reshape settlement and behavioral patterns in ways that produce durable, positive outcomes for the city and its residents. Slowly repositioning Garland in the region toward a healthier path means working incrementally to disrupt those feedback loops. Balancing market goals with an eye towards maintaining affordability will require careful calibration and diligent attention to a variety of actions.

A healthier Garland will not happen overnight. Key to the next two decades of housing endeavors will be patience and discipline. As it looks to the future, Garland must build on the patterns that have shaped it, including its manufacturing heritage, its working neighborhoods, its downtown core, and its lake access, while expanding the range of housing, amenities, and opportunities that allow the city to compete regionally.

In the Garland Housing Study, there are three features of the housing market important to strategy development:



A feedback loop comprised of four highly inter-related factors drives disinvestment and Garland's regional standing:

MARKET CONSISTS OF THE RESIDENTS AND BUYERS IN THE AREA.

- Garland has lower demand in many market segments compared to the region, leading to cautious private investment that inadequately supports community housing goals.
- Garland is landlocked and mostly built out, limiting growth in single-family homes; future growth will likely focus on multifamily units.
- The housing supply consists mainly of older, smaller homes, attracting lower-income households and impacting Garland's competitiveness.

CAPACITY IS STAKEHOLDER RESOURCES AVAILABLE TO REINVEST IN HOMES AND NEIGHBORHOODS

- Housing cost burdens and city revenue constraints limit resources available for reinvestment in upkeep and local amenities, causing property conditions to decline and reduced purchasing power to attract commercial investment and sales tax revenue.

CONDITION DESCRIBES THE LEVEL OF CARE AND INVESTMENT.

- Newer multifamily housing is competitive regionally and offers growth opportunities.
- Garland's housing prices lag behind the region due to age and size, with deferred maintenance discouraging upgrades.
- Declining maintenance standards have lowered market perceptions of Garland.

IMAGE IS THE BROADER MARKET'S PERCEPTION OF A COMMUNITY.

- Garland's image reinforces a feedback loop influencing resident and business expectations and behaviors.



Garland's single-family neighborhoods can be organized into four distinct submarkets based on market strength:

COMPETITIVE	Competitive - strong enough on their own: Maintain and Protect
GROWTH	Moderate Growth - strong enough to leverage: Revitalize
LEGACY	Modest Growth - strong enough to leverage: Revitalize
	Legacy - variable conditions and capacity: Targeted Stabilization

Conditions vary across these submarkets, prompting the need for tailored strategies and actions. Some neighborhoods need more attention than others, offering a clear guide for how and where Garland should launch various strategic interventions. Where Garland works will exert great influence on an intervention's effectiveness and expediency in achieving results.



Garland's housing challenges can be divided into two housing gaps:

A **WILLINGNESS OR MARKET GAP** between the cost of well-maintained real estate and what households are willing to pay. There are two aspects to this:

- 1) Existing Garland households who can afford to pay more for housing but are keeping their money on the sidelines, unwilling to buy at higher price points or invest in important upgrades.
- 2) A deficit of upper income households who have chosen other parts of the region rather than Garland, leaving the community without this important category of economic diversity to support the services and amenities all residents desire.

An **AFFORDABILITY GAP** between the cost of well-maintained real estate and what households are able to pay. The affordability of housing in Garland has two important parts:

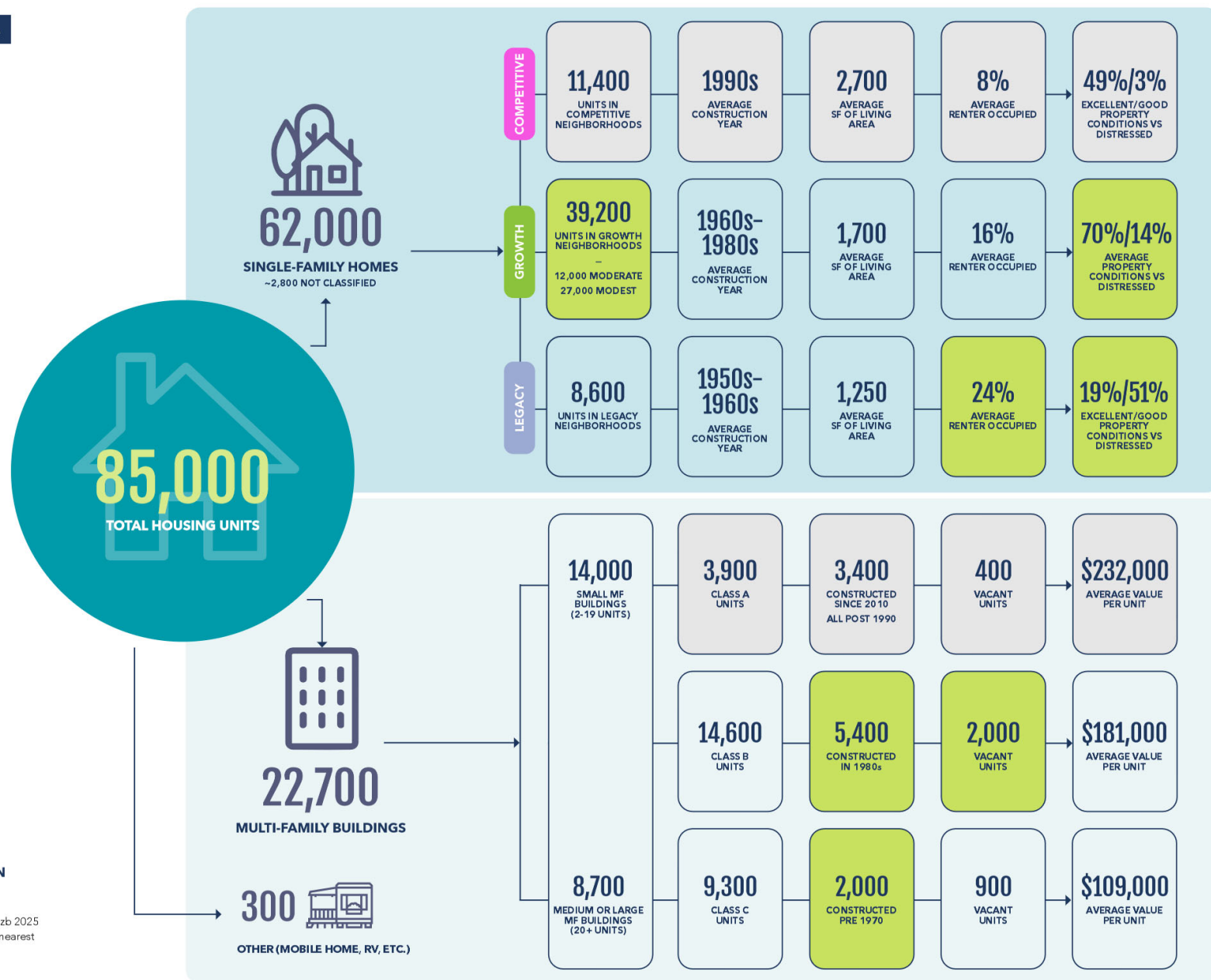
- 1) Garland is one of the more affordable places in the region so it is attractive to households with comparably limited means.
- 2) Despite this fact, Garland is becoming more expensive and housing harder to afford for many lower-income Garland households.

Both gaps require attention; each has its own costs and unique interventions to solve. This will require careful balance as Garland proceeds.

Market Overview

Garland's housing market is complicated and made up of many parts. This graphic and the one on the following page aim to simplify it down to the most important parts and identify which components are the highest priority for public intervention. This graphic breaks down the units in Garland's housing supply.

Bottom Line: A majority of Garland's single-family and multifamily housing units are in older properties (pre-1990s) that are precariously positioned in the regional market. Without intervention, these vulnerabilities will persist and undermine Garland's need to become more economically diverse.

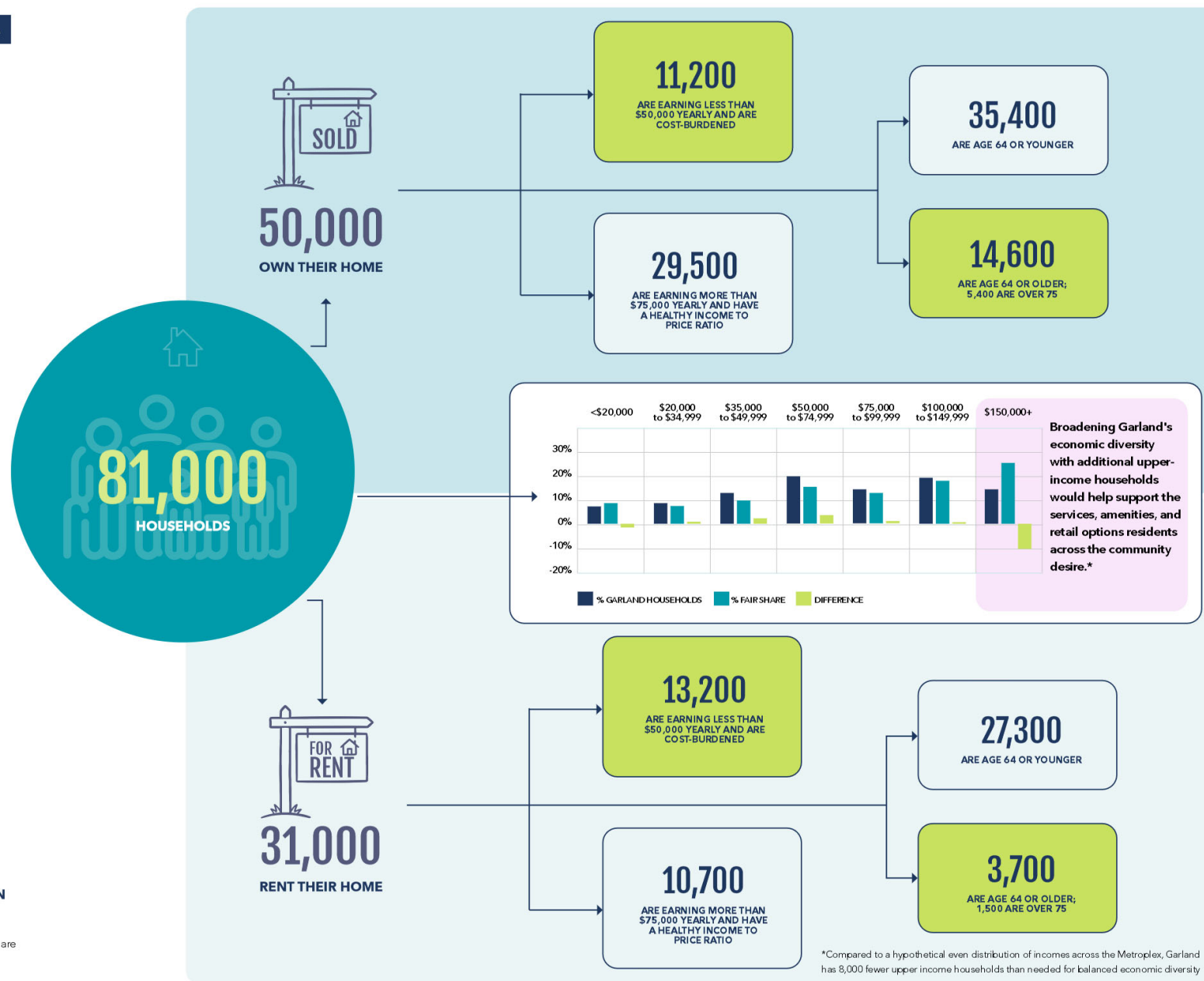


Sources: 2023 ACS 5-Year Estimates, czb analysis of CoStar data, czb 2025 Field Survey of property conditions. Numbers are rounded to the nearest hundred for ease of understanding.

Market Overview

This graphic shows various characteristics of Garland's existing households: first, their ability to afford the housing units available, and second, the number of older householders who may become less able to manage home repairs as time goes on, either due to income or physical limitations.

Bottom Line: One out of five homeowners, and just over one-half of renters, have modest or low incomes and cannot afford their current housing. Seniors are particularly at risk, although senior homeowners have some protections. This puts a strain on residential quality of life and stability in Garland while also influencing the choices of households with higher incomes.



Source: 2023 ACS 5-Year Estimates, 2020 Census (Age). Numbers are rounded to the nearest hundred for ease of understanding.

*Compared to a hypothetical even distribution of incomes across the Metroplex, Garland has 8,000 fewer upper income households than needed for balanced economic diversity

Summary of Market Challenges

Garland is a large and diverse city comprised of many people, households, housing units, and neighborhoods. While some areas are thriving, others require focused attention. Five housing market dynamics tie back to the two housing gaps and stand out as priorities for strategy development:

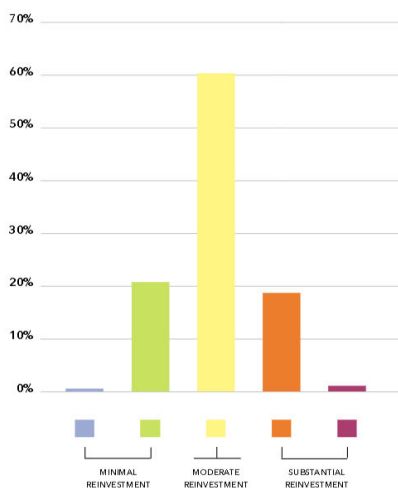
1. **Single-Family Property Conditions**
Both Market and Affordability Gaps
2. **Cost-Burdened Households**
Affordability Gap
3. **Multifamily Property Conditions**
Both Market and Affordability Gaps
4. **Deficit of Upper Income Households**
Market Gap
5. **Garland's Image**
Market Gap

1 Single-Family Property Conditions

Single-family homes dominate Garland's housing stock and occupy most of the city's land. Many of these homes are aging and already exhibit deferred maintenance and disinvestment, while others are close to slipping from stability into decline. This trend has a significant impact on Garland's overall housing market.

- > Establishing clearer expectations around property maintenance and standards of care will be essential to addressing the city's Market Gap.

Garland Residential Property Conditions, 2025



Source: czb field survey on residential property conditions. Note that only 2/3 of Garland's properties were surveyed. The areas not surveyed tend to be stronger and more likely to have a higher incidence of average, good, and excellent property conditions.

2 Cost-Burdened Households

The households most at risk of housing cost burden earn less than \$50,000 annually, including many seniors. These households often spend more than 30% of their income on rent or mortgage payments, leaving little capacity to fund home repairs or maintain housing stability.

- > Supporting this population is critical to closing Garland's Affordability Gap.

1 in 4
Garland households – both renters and owners – face an affordability gap challenge.

4 Insufficient Diversity across Household Income Segments

Compared to other suburbs in the Metroplex, Garland's homes tend to be smaller, older, and in greater need of repair. This is a key reason upper-income households have not chosen Garland.

- > Keeping this market segment in focus is important, as attracting higher-income households supports the tax base needed to fund services, amenities, and retail that benefit all residents.



3 Multifamily Property Conditions

Much of Garland's multifamily housing is also aging and lacks amenities offered by newer developments. A dual strategy is recommended to address both gaps:

- > Improve the condition of viable existing properties while preserving long-term affordability.
- > Redevelop some of the oldest properties to deliver new or upgraded units that appeal to different market segments.

81% of Garland's single-family units were built before 1990
56% of Garland's multi-family units were built before 1990

5 Garland's Image

These housing challenges are all closely tied to Garland's broader image among both residents and outsiders.

- > Improving the physical appearance of properties, especially those located along major corridors, will be essential.
- > Utilize placemaking and branding to create new destinations and improve Garland's sense of identity and pride.



Shifting to Strategy

The realities of Garland's housing market, coupled with the realities of the State and Federal environment at the time this report is being written, add up to a community that is facing significant resource constraints.

If money were no object, Garland could afford to tackle market and affordability gaps across the city. However, it is rarely the case that communities have enough unallocated resources to meet their needs wholesale. They must, therefore, make hard choices about how, where and to what types of projects they should provide limited public dollars. **Addressing affordability gaps for vulnerable households has been, and continues to be, a priority for city leadership.** At the same time, city leadership understands and acknowledges that without gaining ground on the market gap, its resources and ability to continue this important work will be ever more diminished. Since work on either housing gap risks making the other worse, the question becomes: how does Garland move forward in a way that balances and makes progress on both?

Garland must build on its strengths to position itself as a distinctive, authentic community. By improving quality while expanding housing options for both new and existing residents, it can support mixed-income living, balance affordability with economic diversity, and enhance long-term resilience and quality of life.

1 Garland must think of housing as integral to the community's quality of life and long-term economic sustainability.

Incremental but aggressive actions that will disrupt Garland's negative feedback loops, while pointedly addressing its socioeconomic trends and housing conditions, requires a strategy that goes beyond the city's housing market and residential fabric. It must be more comprehensive than a typical housing strategy - helping to guide and coordinate wider work in the community that will shape individual housing decisions for years to come.

- Property conditions on highly trafficked corridors and in surrounding neighborhoods must be improved to send positive signals to residents and visitors.
- New, walkable, mixed-use centers at key intersections must be developed as neighborhood hubs where people want to shop, work, dine, and live.

2 Create a geographic network of assets or walkable, mixed-use nodes defined as Economic Focus Areas, with Downtown as the center.

Garland Square is one of the city's most significant and successful focal points, creating a two-pronged opportunity:

- Add housing in the surrounding blocks to further strengthen and enhance the Square itself, and
- Add other mixed-use focal points at intersections throughout the city that can be connected back to Downtown through key corridors. Protect all these focal points / nodes by improving the surrounding single-family neighborhoods and multifamily housing developments. All of this together can be described as Economic Focus Areas, which are shown on a map on page 24.

3 Outside of Economic Focus Areas, continue baseline services and improve existing multifamily housing.

Many citywide actions should continue:

- Capital Improvements
- City safety net programs that address Affordability Gaps
- Neighborhood Vitality Programs that build capacity and pride.

Since multifamily developments also exist all throughout Garland, the City's emphasis should be to support owner-driven upgrades and/or redevelopment of older, pre-1990 multifamily. The work the City does in Economic Focus Areas should be considered "additive", that is, new or concentrated sets of activities in addition to baseline services.

Guiding Principles for Acting Strategically

For the recommended economic focus areas, and for any future focus areas the City might identify, the following principles define the overarching housing strategy:

GUIDING PRINCIPLE

1 Concentrate Activities and Build from Strength.

For Market Gap work, scattering limited resources across too large a geography will bear little fruit. Garland must choose specific parts of the city on which to focus and concentrate interventions. By acting as a catalyst for many projects in a small area, Garland will prompt spillover effects that will ripple out across the community, generating larger returns on public investment.

2 Leverage Private Investment with Public Incentives.

Stimulating the private sector to foot the highest percentage of the \$4.4 billion market gap is essential, and the way to do that is to determine which few locations hold the possibility of the greatest impact for the least cost. Success on this front will result in better curb appeal for a sizable percentage of Garland, more demand in general – especially from upper middle-income households – and, when coupled with code compliance encouragements, higher standards in both commercial areas and on residential blocks. It will also slowly translate into more aggregate purchasing power which in turn will position Garland to strengthen its tax base and recruit desired commercial amenities for residents.

3 Create New Norms for Higher Standards.

A significant share of Garland's housing stock was built between the 1950s and the 1980s, when regional construction standards, lot sizes, and amenity expectations were different from those of newer suburban markets. Decades of accumulated underinvestment relative to regional standards now exceed what most owners can recover through individual reinvestment. Establishing a reliable baseline for property conditions – through a combination of code compliance, owner-occupant assistance, and targeted incentives – is the precondition for breaking that cycle. Without a more consistent baseline, individual reinvestment cannot recapture its value, and the broader market will continue to discount Garland relative to its competitors.

4 Expand Housing Mix and Options.

More housing choice aimed at attracting a broader range of household incomes needs to exist throughout Garland. While, in theory, more multifamily housing will provide the requisite buying power to support stronger amenities and retail options, such housing won't materialize unless it makes financial sense to developers and owners alike. Presently, this is not the case; some public resources will be needed to drive the infill development the city needs. As this occurs, **maximizing the number of market rate units will help balance economic diversity, while integrating units affordable to incomes at 60% of AMI or less will help to alleviate cost burdens for households most at risk of experiencing them.**

ACTIONS



- Identify "key" commercial intersections where two major corridors cross, looking for intersections that are 1) surrounded primarily by Growth neighborhoods that can be revitalized, and 2) have underutilized commercial parcels where new housing units can be added. Upgrading existing housing and adding new housing will support and strengthen the retail base. The combination of efforts creates a new, walkable mixed-use center to attract residents and visitors.



- Utilize a combination of code enforcement and public incentives to prompt private commercial and residential property owners to upgrade the appearance and marketability of their properties in Economic Focus Areas.



- Add code compliance assistance resources for low-income households to help address affordability gaps.



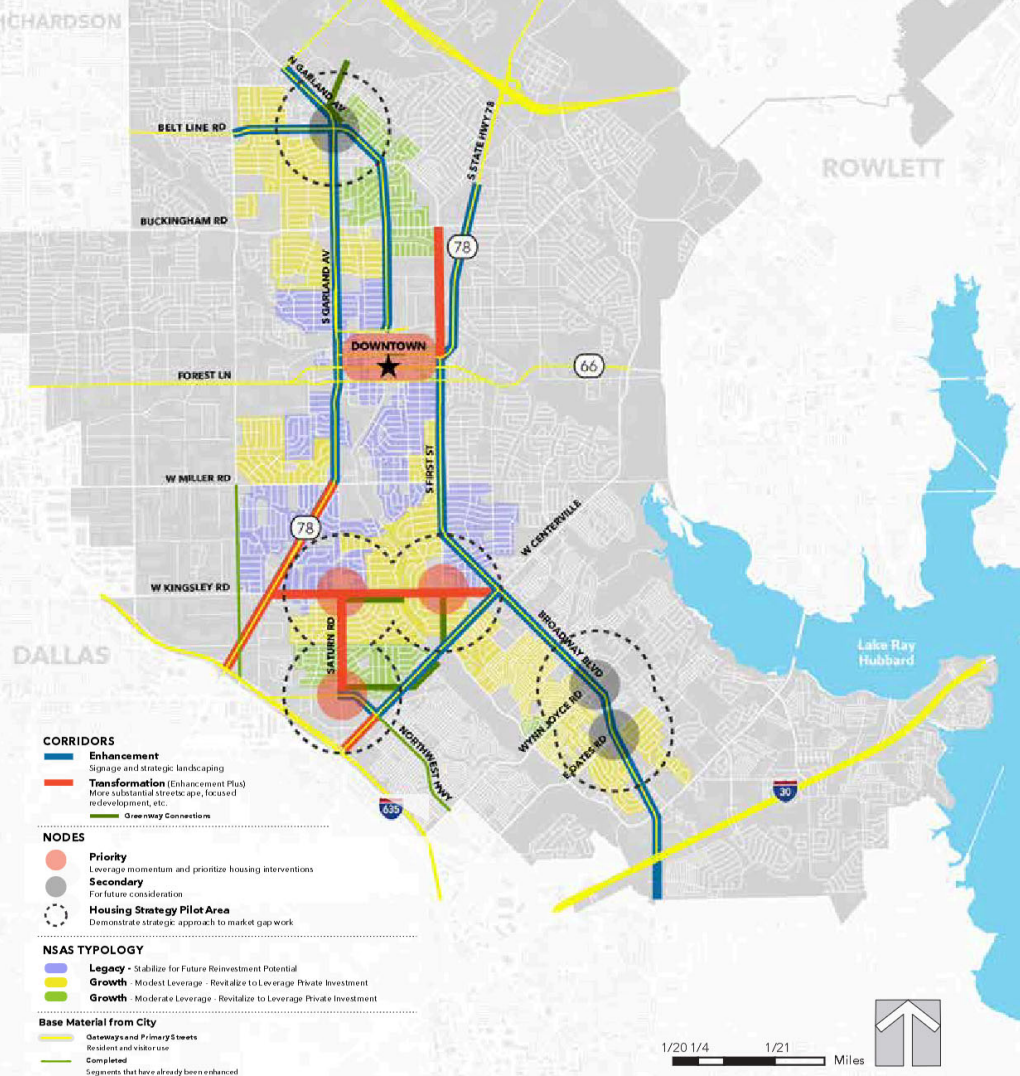
- Enhance the appearance of major corridors that connect nodes and Economic Focus Areas with Downtown.



- Use public incentives to catalyze new housing development in the blocks surrounding downtown and in nodes, acknowledging redevelopment is more expensive than greenfield construction. Housing development should occur in various forms, ranging from townhomes and rowhomes to small multifamily buildings to large multifamily buildings. Maximize market rate to address the market gap; Integrate affordable units to address the affordability gap.

PART 1 | Shifting to Strategy

Additive Strategy: Economic Focus Areas



DOWNTOWN GARLAND

- Double down to protect and leverage Garland Square by developing highly amenitized multifamily in surrounding blocks.
- Strengthen the area around Downtown by stabilizing nearby Legacy neighborhoods.

THE WEDGE

This set of intersections has been chosen together because they create a sizable, overlapping focal point for middle-market revitalization that is also highly visible to incoming Dallas visitors.

- Redevelop three key focal point intersections into mixed-use nodes where people want to be, comprised of a mix of multifamily housing and neighborhood-serving retail.
- Strengthen areas around each node and within "The Wedge" by upgrading single-family blocks in Growth neighborhoods and stabilizing blocks in Legacy neighborhoods.
- Rebrand this entire area with a themed identity communicated in signage and common features such as fencing, entrances, ROW treatments, and public art.
- Upgrade / replace all fencing along "Wedge" corridors to a common design standard.

SECONDARY NODES

- Other intersections are primed as future economic focus areas because of their visibility as entry points into Garland that connect to downtown and the relative strength of surrounding neighborhoods:
 - Beltline Rd & N Garland Ave
 - Broadway Blvd & Oates Rd
 - Broadway Blvd & Wynn Joyce
- If new resources become available and/or as outcomes in The Wedge are met, move into whichever node has housing development interest to catalyze other actions.

CORRIDORS

- Upgrade medians and park strips along key arterial streets.

• Kingsley Blvd	• S First Street	• S. Garland Rd
• Saturn Rd	• Broadway/First	• N. Garland Ave
• Northwest Hwy	• Beltline/ Glenbrook	• Forest / SH-66
• Centerville Rd		• Lavon Dr
- Add street trees and low-maintenance landscaping where possible.
- Require commercial property upgrades to screening and landscaping.

How to Use this Document



PART 2

In Part 2 of this document, **Economic Focus Areas are identified and intervention activities described in detail. Components include:**

Corridors

Coming into and leaving Garland must signal that this is a special place, and that residents love and take care of their community to a high standard. None of the major thoroughfares are close to doing this now, which is no minor shame given that in some cases, the residential areas are quite well cared for. It should be expected that this alone will require tens of millions of public capital improvement dollars over several decades to transform a subset of the city's arterials into positive billboards for a more attractive Garland with higher standards. Corridor treatments are divided into two categories: Enhancement and Transformation. As Garland's image improves, so will demand from a wider mix of households.

Key Nodes and Adjacent Neighborhoods

Outside of downtown, it will be important for Garland to create new centers that can act as local and regional destinations at highly visible intersections, supported by strong, adjacent neighborhoods. Certain intersections / nodes are recommended based on visibility and near-term potential for redevelopment. Developing these Key Nodes will require a combination of redevelopment of commercial parcels to add density that can support

retail and amenities, upgrades to existing multifamily to improve housing quality, and more intense attention to corridor beautification and multimodal access. Simultaneously, an intense infusion of programming in adjacent single-family neighborhoods will be required to raise standards of care and strengthen the surrounding neighborhoods. It should be expected that public resources will need to stay in each key node and set of adjacent neighborhoods for about ten years to achieve sustainable outcomes.

The Wedge: First Economic Focus Area

At current resource levels, Garland will not be able to successfully work in all the key nodes at once. Phasing and sequencing will be necessary to get enough project concentration to move the needle on outcomes like sale prices, property conditions, and attracting new investment. The Wedge is recommended as the first place for Garland to test and refine a coordinated set of strategies for Key Nodes and Adjacent Neighborhoods. Once success has been achieved or if more resources are found, Garland can move into other nodes across the City, deploying similar strategies.

Downtown

One of Garland's primary assets and strengths upon which to build is downtown, particularly the Square. The Square is a shining example of a common space ringed by local restaurants and retail, drawing both residents and visitors to a unique, authentic-feeling

Garland already has many programs and tools related to housing that are valuable to continue, although some could be modified slightly to better address the City's housing goals related to Affordability or Market Gaps. It is recommended that Garland adopt a new, additive strategy that concentrates tailored interventions in specific parts of the city for the next decade or two to make the most effective use of limited resources.

experience. Although the Square is successful, current tenant mix and occupancy rates indicate that as a whole, downtown is unfinished and therefore fragile. To ensure the long-term sustainability of this gem, Garland needs to double down on the adjacent blocks and support this burgeoning commercial center with more rooftops. Maximizing market rate unit development now, while ensuring at least 10-15% of all units downtown remain affordable to lower-income households as prices rise, will be key to balancing affordability with market strength.



PART 3

Part 3 of this document lays out both general and specific recommendations for Garland's housing and housing-related programs and tools.

Many of Garland's existing programs provide a safety net for lower-income households and should be continued citywide. Other programs and tools need to be concentrated in the Economic Focus Areas so that limited resources can achieve meaningful results. Finally, this section discusses general considerations related to future housing development, as well as other housing supports.



PART 4

Part 4 of the Strategy discusses various implementation considerations, such as how to get started, how to know when to exit an area, and how to measure progress.

As Garland begins to implement this strategy, it will be important for the city to consider how it might use existing resources for strategy implementation, in what order it will deploy funding and programs to the different Economic Focus Areas / strategy components, and how to track progress on long-term outcomes. It is likely that implementation will need to be phased due to resource constraints. This Strategy acts as a guide, with proposals included for each of these items. However, conditions may shift in the future, so Garland should not view these recommendations as being set in stone.



PART 2

Additive Strategy: Economic Focus Areas

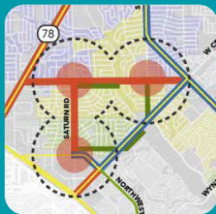
Because Garland's resources—financial and organizational—are limited, the City will concentrate redevelopment efforts within designated economic focus areas.

Economic focus areas are geographic areas that demonstrate strong potential to generate meaningful increases in economic productivity, attract private investment, and catalyze surrounding neighborhoods and adjacent corridors. Healthy commercial areas strengthen surrounding neighborhoods, and stable neighborhoods sustain the customer base and investment confidence that corridors need to thrive.

—Excerpted from Garland on the Rise: City of Garland Strategic Plan 2026-2036

Garland's core challenge is structural: A mid-century physical form misaligned with market expectations.

The city's landscape of separated uses and small-lot residential patterns lacks both the historic patina of older urban cores and the walkable density of contemporary suburban competitors, and is further constrained by a cycle of weak demand, limited reinvestment, and inconsistent standards of care that drive declining relative value and ongoing fiscal drag. Reversing this trajectory requires a shift from diffuse, auto-oriented growth to a disciplined strategy of concentrated placemaking—creating memorable, mixed-use activity centers that can compete regionally, broadening the city's household income mix, and supporting the city's long-term fiscal sustainability.



THE WEDGE
See page 24 for full location map

Coordinated action across nodes, corridors, and neighborhoods is required, with **The Wedge** serving as the most impactful pilot area. Its three intersections—Saturn & Northwest Highway, Saturn & Kingsley, and Kingsley & S First—combine visibility, redevelopment potential, and adjacency to stable neighborhoods capable of reinforcing investment. The strategy is to transform these underperforming commercial strips into compact, walkable centers with a calibrated mix of housing types: higher-density at Saturn & Northwest, a balanced mix at Saturn & Kingsley, and missing-middle housing at Kingsley & S First.

This is as much a fiscal strategy as it is an urban design or housing strategy; walkable mixed-use development generates 2-5 times the value per acre of auto-oriented formats, but achieving it requires node-specific zoning, consistent form standards, and leadership to address the public realm.

While the City of Garland may have reasons to designate Economic Focus Areas that are not included in this Housing Strategy (for example, Harbor Point), the guidance contained here is intended to provide a framework for how to intervene in these and other places now or in the future. The overall goal of concentrating efforts in smaller geographies is to scale the intervention to the resources available while still making a meaningful difference. Concentrating resources long enough to achieve visible and lasting outcomes will produce stronger long-term results than spreading limited resources too broadly.

Economic Focus Area Strategy Components

1

Major Corridors

Corridors shape first impressions for residents, visitors, and investors, and their condition directly influences how a community is perceived. They are the lifeblood of a community's local economy, serving as the primary locations for commerce services, and daily activity.

Corridors can signal a sense of arrival, show community identity and pride.

2

Key Nodes / Intersections

Nodes are defined as a half-mile radius around the intersections of two major corridors, where there is potential for redevelopment with higher density residential and a mix of uses (i.e. aging retail centers or underperforming commercial districts). Nodes that are surrounded by mostly Growth submarket neighborhoods will be best positioned to leverage private investment.

Nodes are an opportunity to create distinct places - activity centers that act as magnets for residents and visitors.

3

Neighborhoods

Since commercial nodes and their surrounding neighborhoods have a symbiotic relationship, they will rise together or fall together. Improving property conditions and adding small signs of neighborhood pride and identity create more appealing neighborhoods, which in turn attract stronger households to expand purchasing power.

Neighborhoods that are mixed-income are often the most resilient in times of economic stress.

4

Redevelopment

The nodes are the most likely places for redevelopment to occur, although there may be opportunities along corridors as well. Depending on the site and context, Garland should look for opportunities to add residential in various forms - missing middle types like townhomes and rowhomes, small-scale multifamily buildings up to larger-scale apartments. Public incentives may be needed to help developers overcome the added complications and costs involved in redevelopment.

Residential redevelopment should bring an expanded mix of unit types and price points that appeal to a broader range of regional market segments.

Corridors

Corridors are the gateways to the community and its network of places. They signal the overall quality, level of care, and economic health of a city. Today, many of Garland's major thoroughfares fall short of this standard of care, projecting an image of disinvestment that undermines market confidence and reinvestment. Corridors extend beyond the pavement between the curb lines to include the public right-of-way and the edges of the adjoining private property. In many cases, these corridors are framed by private property that is in inconsistent condition, requiring coordinated interventions that address both the public and private realm. In addition, many of Garland's corridors lack adequate parkways, street trees, and landscape treatments to soften and break up the predominantly auto-oriented environment, resulting in corridors that often feel visually harsh and uninviting for both motorists and pedestrians.

Similar to neighborhoods, some corridors should be prioritized over others based on their ability to support near-term improvement and reinforce broader investment strategy. Beginning in corridors that connect and reinforce Economic Focus Areas will, over time, create a network of high-quality pathways that strengthen adjacent neighborhoods and support emerging nodes. This sequencing of corridor improvements throughout the city produces concentrated results that later extend citywide.

Why it matters

Corridors are the lifeblood of a community's local economy, serving as the primary locations for commerce, services, and daily activity. They shape first impressions for residents, visitors, and investors, and

their condition directly influences perception, market confidence, and reinvestment decisions. Corridors that are poorly maintained or visually fragmented can signal disinvestment and increase perceived risk while well-designed corridors communicate confidence, quality, and opportunity. Both form and function matter. Efficient access, safe movement, and coordinated site design must be combined with an attractive, cohesive streetscape to create places that support businesses, attract customers, and sustain long-term economic vitality.

Corridors also play a significant role in shaping quality of life because they are experienced daily by residents and visitors alike. The design, safety, and appearance of these streets influence how comfortable it feels to walk, bike, drive, or access nearby businesses and services. Corridors that are well-designed, safe, and visually appealing can enhance daily routines, support social interaction, and foster a sense of pride in the community. In contrast, corridors that are congested, unsafe, or visually neglected can detract from the overall experience of a place and further discourage reinvestment. Thoughtful attention to both function and form is essential to ensuring corridors contribute positively to the community's livability and overall competitiveness.

What needs to be done

Pedestrians must be first among equals. While the majority of the city's corridors were constructed at a time when moving cars and trucks through the city was the mainstay, future redevelopment needs to give higher priority to pedestrians, landscaping, and visual appeal. The relationship between land use and corridor

function is fundamental to how larger commercial corridors operate, perform, and evolve over time. Land use patterns, including the type, intensity, and arrangement of development, directly influence traffic volumes, access demands, and the overall experience of the corridor. Conventional commercial strip development characterized by multiple driveways, large setbacks, and parking located between buildings and the street tends to prioritize vehicle access but often results in congestion, safety conflicts, and a fragmented visual environment. In contrast, more coordinated site planning approaches such as shared access, internal circulation, consolidated driveways, and buildings oriented closer to the street can improve traffic flow, reduce conflict points, and create a more cohesive and functional corridor. Aligning land use and site design with the intended role of the corridor is essential to supporting long-term economic performance, safety, and overall corridor quality. Equally important is shaping the visual character of the streetscape through consistent frontage treatments, landscaping, building form, and signage, so that the corridor not only functions well but also presents a unified and high-quality public realm that supports and strengthens market perception.



The City of Garland completed a comprehensive set of design guidelines for corridors and gateways in November 2025. This document provides detailed recommendations for streetscape elements such as median enhancements, crosswalk enhancements, and gateway signage, and should serve as a key reference as the City advances corridor enhancement and transformation efforts.

This Strategy recommends two types of corridor improvements:

- 1 Corridor Enhancement** - Focuses on improving safety, appearance, and functionality through targeted, incremental upgrades within the existing corridor framework. Enhancements address deficiencies and elevate the user experience without significantly changing how the corridor operates. Enhancement actions, on their own, can significantly improve the quality, safety, and appearance of a corridor.
- 2 Corridor Transformation** - Focuses on reshaping how the corridor functions and is experienced through more coordinated, system-level changes within the existing curb lines. Transformations influence access patterns, multimodal balance, and site design to reposition the corridor over time. True transformation requires the combined application of both enhancement and transformation actions.

Enhancements improve how a corridor looks and feels; transformations reshape how it works.

It is important to note that corridors identified for transformation on the Corridors Map (see page 42) should not be deferred if funding is limited to enhancement-level improvements. Enhancement actions should be pursued as opportunities arise, particularly in conjunction with redevelopment at key nodes. Corridor enhancement and corridor transformation are not mutually exclusive; rather, transformation builds upon and expands the impact of enhancement efforts over time.

CORRIDORS

1 Enhancement Corridor Treatments

Enhancement Corridor Treatments - Action Steps & Tools	Outcomes					
	Boost Economic Performance	Improve Safety	Improve Pedestrian Comfort / Experience	Enhance Identity and Aesthetics	Support Multimodal Mobility	Reduce Heat
Add Street Trees, where possible. • Prioritize high-visibility and high use areas, such as intersections, transit stops, and key pedestrian routes. • Use flexible design solutions in constrained areas such as planter strips, suspended pavement systems, or tree wells. • Coordinate with property owners, capital projects, and redevelopment to maximize impact. • Establish clear maintenance responsibilities.	X	X	X	X	X	X
Add landscape screening for commercial parking areas that front the right-of-way. • Update development standards to require landscape screening for parking areas along corridors, including minimum widths, tree spacing, and layered planting (shrubs, berms, or low walls). • Prioritize high-visibility segments and incentivize screening as properties redevelop or undergo site improvements. • Coordinate with property owners and redevelopment through partnerships, incentives or improvement programs. • Establish maintenance and phasing strategies to ensure long-term viability, using redevelopment triggers and incentives to transition non-conforming sites incrementally over time.	X	X	X	X		X
Update code standards for private signage to reduce visual clutter. • Update the sign code to establish clear, context-sensitive standards for size, height, placement, and type, including reducing oversized pole signs and aligning signage with both vehicular and pedestrian environments. • Create targeted overlay districts (e.g., Downtown and Mid-Century Mile) that allow greater flexibility for creative, design-forward signage reflecting the unique character of these areas. • Establish clear design criteria within overlays to guide innovative and non-traditional signage while ensuring it contributes positively to the corridor environment. • Form a City-staffed Sign Review Committee to evaluate proposals within overlay areas, balancing flexibility with consistency and quality control. • Develop visual guidelines and examples to clearly communicate expectations to property owners, businesses, and designers. • Coordinate implementation with corridor improvements and redevelopment to maximize impact and align signage upgrades with broader public and private investments. • Address nonconforming signage over time through a phased approach, including amortization, incentives, or voluntary replacement or sign removal programs to transition toward desired standards.	X	X	X	X		

Enhancement Corridor Treatments - Action Steps & Tools	Outcomes					
	Boost Economic Performance	Improve Safety	Improve Pedestrian Comfort / Experience	Enhance Identity and Aesthetics	Support Multimodal Mobility	Reduce Heat
Add public art and streetscape amenities when possible. • Emphasize public art, architectural, and aesthetic treatments in streetscapes along priority corridors. • Integrate amenities into capital projects by requiring art, seating, lighting, shade, and wayfinding as standard components of roadway and streetscape improvements. • Partner with local artists, businesses, and organizations to deliver installations, murals, and amenities through grants, sponsorships, and community-driven initiatives. • Establish clear design standards and placement guidelines for new construction projects to ensure amenities are durable, cohesive, and appropriately located within the right-of-way. • Create pilot projects and temporary installations (e.g., pop-up art, parklets) to test concepts and build momentum for permanent improvements. Placemaking as part of redevelopment may require creative or unconventional solutions.	X	X	X	X		
Enhance crosswalk visibility and design. • Upgrade crosswalk markings to high-visibility designs (e.g., ladder or continental striping) using durable, reflective materials. • Improve lighting at crossings to ensure pedestrians are clearly visible at night, including focused illumination at intersections and midblock crossings. • Install advance warning signage and pavement markings (e.g., yield lines, “STOP HERE FOR PEDESTRIANS”) to alert drivers in advance of crossings. • Enhance crossings with curb extensions (bulb-outs) to shorten crossing distances and improve visibility between pedestrians and drivers. • Add median refuges or pedestrian islands on wider roads to allow crossings in two stages and increase safety. • Use raised crosswalks or speed tables where appropriate to calm traffic and reinforce pedestrian priority in locations with demonstrated or anticipated pedestrian activity. • Maintain clear sightlines by managing landscaping, signage, and parked vehicles near crossings. • Coordinate improvements with capital projects to integrate crosswalk upgrades into roadway reconstruction or corridor enhancements. • Prioritize high-activity locations such as schools, transit stops, commercial areas, and key pedestrian routes. • Incorporate Rectangular Rapid Flashing Beacons (RRFBs) or pedestrian signals at high-volume or higher-speed crossings.		X	X		X	
Reduce or consolidate public roadway signage. • Conduct a corridor-wide signage audit to inventory all public signs, identify redundancies, and flag poorly located or outdated signage. • Establish a clear signage hierarchy and standards that define when signs are necessary, preferred placement, and spacing to reduce overuse. • Consolidate and relocate signage where feasible by combining multiple signs onto single posts and positioning them for optimal visibility and minimal clutter. • Remove or replace unnecessary and outdated signs while ensuring all required safety and regulatory signage remains compliant. • Coordinate signage improvements with corridor projects such as roadway reconstruction or streetscape upgrades to efficiently implement changes.		X	X	X	X	

CORRIDORS

2 Transformation Corridor Treatments

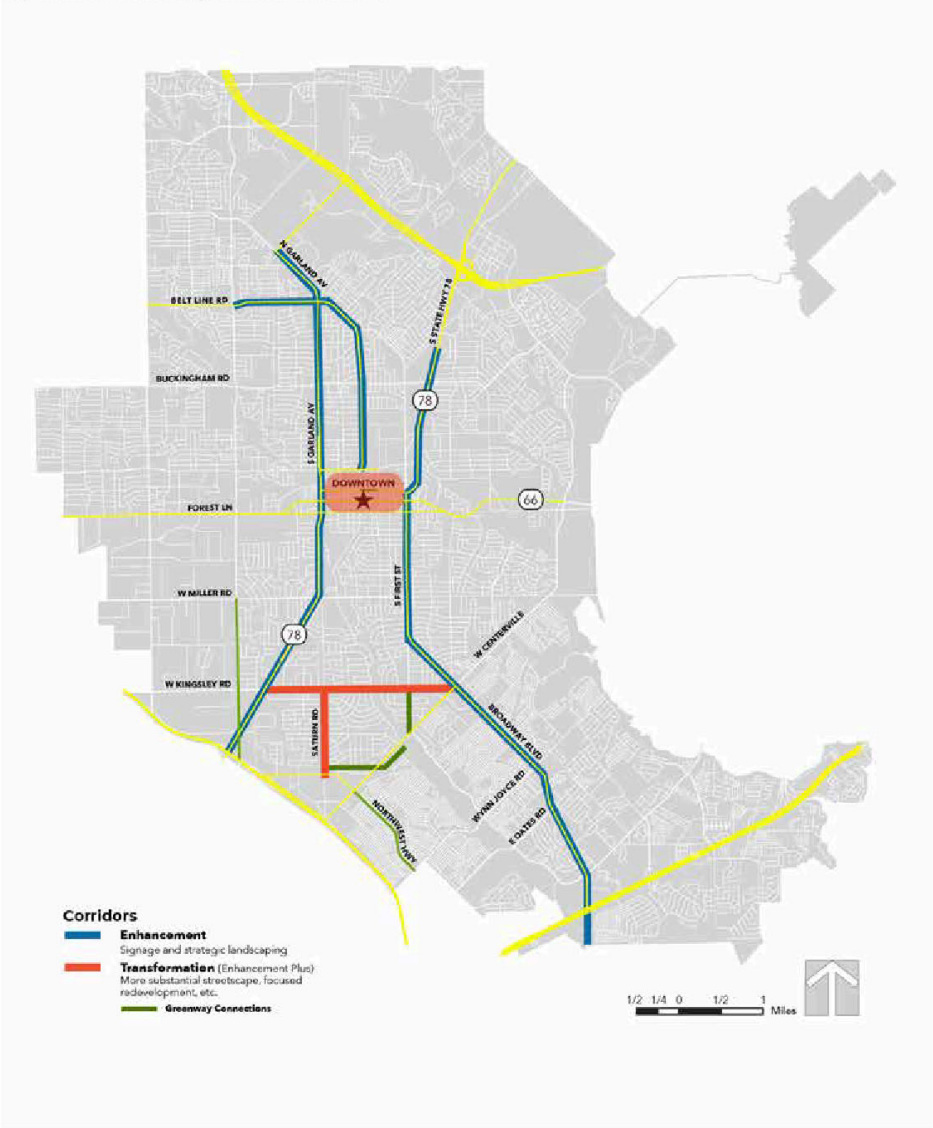
Transformation Corridor Treatments - Action Steps & Tools		Outcomes					
		Support Economic Activity	Enhance Aesthetics and Identity	Improve Safety	Improve Multimodal Accessibility	Support Property Values & Reinvestment	Improve Traffic Flow
Address missing or deteriorated sidewalk conditions to ensure a continuous pedestrian pathway on both sides of corridor streets. • Adopt and enforce sidewalk standards requiring continuous, ADA-compliant sidewalks on both sides of corridor streets, including minimum widths, buffer zones, and accessible ramps. • Conduct a corridor-wide sidewalk gap and condition analysis to identify missing links, deteriorated segments, and priority improvement areas. • Prioritize high-impact segments such as routes near schools, transit stops, commercial nodes, and intersections with high pedestrian activity. • Integrate sidewalk improvements into capital projects (road reconstruction, utility work, streetscape upgrades) to efficiently close gaps and repair deficiencies. • Require installation or repair through redevelopment triggers so adjacent property owners construct sidewalks when properties are improved or change use. • Leverage funding and partnerships through grants, cost-sharing programs, or special assessments to accelerate implementation. • Target maintenance and repair programs to address cracked, uneven, or noncompliant sidewalks and ensure long-term usability. • Use interim solutions where needed such as temporary paths or striping to improve safety until permanent sidewalks can be constructed.		X		X	X		
Repair and enhance walls, fencing, or other residential subdivision edge treatments, as needed. • Treat deficient segments as targeted reinvestment opportunities when deteriorated or inconsistent walls, fencing, or edge treatments are identified. • Prepare a corridor edge improvement plan that assesses existing conditions and defines a clear path forward. • Establish design standards for materials, height, and transparency to ensure a cohesive and durable streetscape. This may take the form of traditional development standards and/or a pattern or palette book that provides a coordinated range of design solutions tailored to varying corridor conditions and land use contexts, including residential, mixed-use, and commercial environments. • Identify opportunities to repair, replace, or consolidate walls, fencing, and edge treatments to improve consistency and performance. • Prioritize highly visible locations where improvements will have the greatest impact. • Coordinate with adjacent property owners, capital projects, and redevelopment activity to maximize efficiency and alignment. • Incorporate landscaping and screening where feasible to soften the corridor edge and enhance visual quality. • Define clear maintenance expectations to ensure long-term quality and performance.			X	X		X	

CORRIDORS

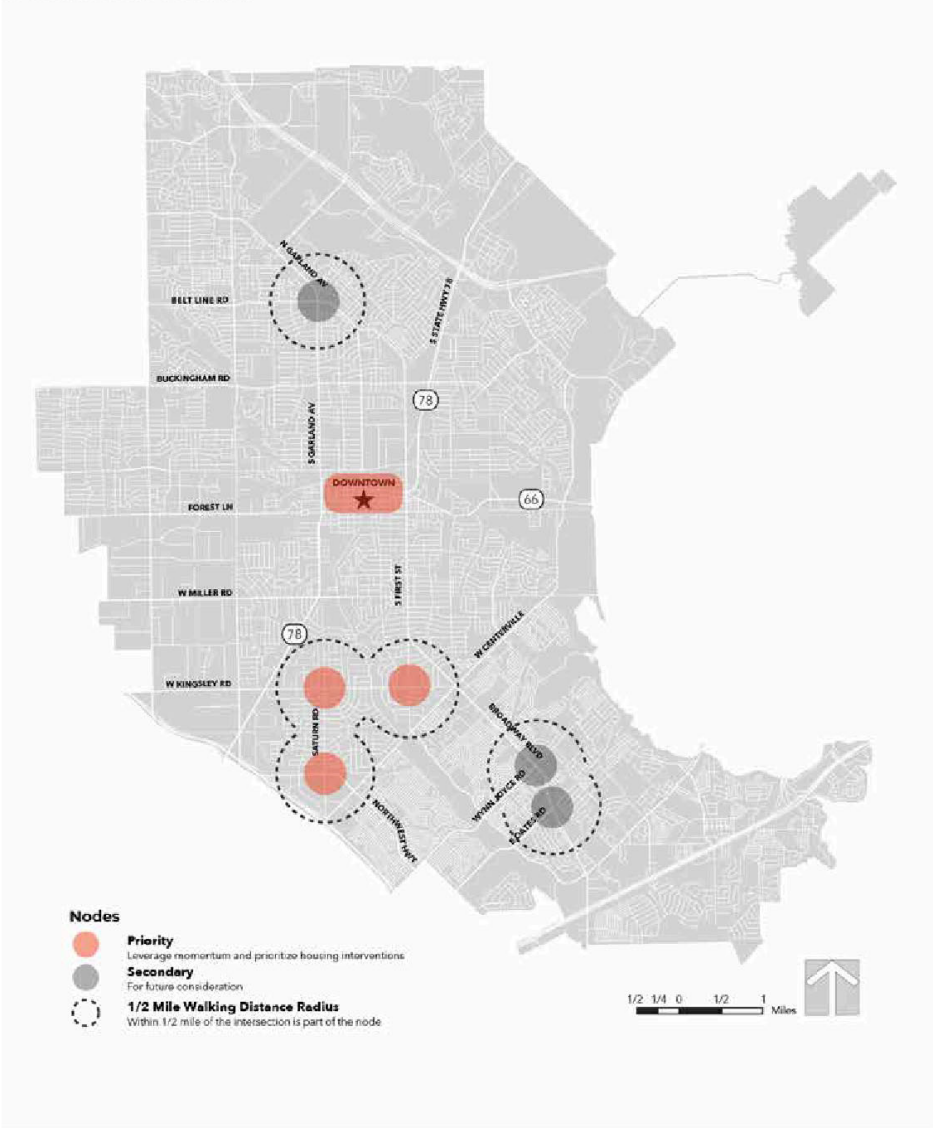
Transformation Corridor Treatments - Action Steps & Tools	Outcomes					
	Boost Economic Performance	Improve Safety	Improve Pedestrian Comfort / Experience	Enhance Identity and Aesthetics	Support Multimodal Mobility	Reduce Heat
Reduce excessive curb cuts and access points. • Adopt access management standards that limit the number and spacing of curb cuts, establish minimum separation distances, and restrict full-access driveways on major corridors. • Require shared access and cross-access agreements between adjacent properties to reduce redundant driveways and improve internal circulation. • Prioritize consolidation of existing curb cuts by closing or combining driveways as properties redevelop or change use. • Encourage alternative access points such as side streets, rear alleys, or internal drives to reduce direct access onto major corridors. Consider establishing a "sunset" timeline or phased compliance program, coupled with incentives, to encourage property owners to transition toward conformance over time. • Coordinate with state or regional agencies (e.g., DOT) on access permits and corridor-wide strategies for managed access. • Integrate access management into site plan review to ensure new development aligns with corridor goals and minimizes conflicts. • Use incentives or cost-sharing programs to encourage property owners to modify existing access points voluntarily. • Align access improvements with capital projects (roadway reconstruction, median installation) to implement changes more efficiently.		X	X	X		X
Tighten curb radii at intersections to slow turning vehicles and improve pedestrian safety* • Install curb extensions (bulb-outs) to reduce crossing widths, improve visibility between pedestrians and drivers, and calm traffic. • Add median refuges or pedestrian islands where crossings are long, allowing pedestrians to cross in two stages and increasing safety. • Stripe high-visibility crosswalks and reduce crossing distances through lane narrowing or road diets where appropriate. • Reconfigure intersection geometry during capital projects to better align travel lanes and eliminate excessive pavement. • Prioritize improvements at key locations such as schools, transit stops, and high pedestrian activity areas. • Use interim treatments like striping, flex posts, or temporary curb extensions to test designs before permanent construction. • Update design standards and engineering practices to ensure future projects incorporate tighter radii and pedestrian-scaled crossings by default.			X	X		X

*Note: May not be appropriate for higher speed roadways.

Key Corridors Connecting Economic Focus Areas



Nodes in Economic Focus Areas



Nodes and Intersections

Garland's commercial intersections are numerous but undifferentiated. Few of them currently stand out as a real destination-- a place people want to spend time beyond running a necessary errand. The strategy is to identify a limited set of intersections with adjacent neighborhoods capable of revitalization and develop them as nodes--scaled activity centers that operate as regional destinations, neighborhood hubs, or transitional anchors depending on context. The objective is not to replicate downtown but to create a coordinated system of nodes with complementary roles, consistent design expectations, and aligned public investments.

Placemaking is the transformational mechanism.

These intersections currently function as auto-oriented pass-throughs; the goal is to convert them into recognizable, people-centered destinations. Placemaking is a fiscal strategy, as much as it is an urban design strategy. Introducing additional housing, active ground-floor uses, tree-lined streets, and cohesive design character creates places where people linger, not just transact. This is essential for walkability and for making mixed-use development viable; zoning alone cannot overcome an uninviting public realm.

Placemaking also carries economic and identity benefits. Well-designed nodes reduce perceived investment risk, attract higher-quality development, and provide residents with meaningful places for social interaction. In a corridor environment where development can feel fragmented, placemaking gives each node a distinct identity while reinforcing the broader system.

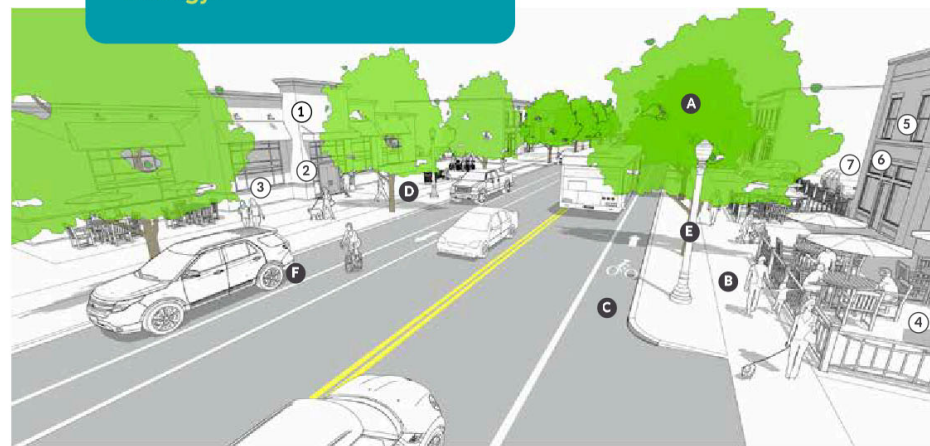


Example: Shopping Center in High Point, NC



Example: czb's Comprehensive Plan for High Point, NC

Placemaking is a fiscal strategy, as much as it is an urban design strategy.



Private Realm Components

- ① Buildings that engage the street
- ② Entrances that front the street
- ③ First floor transparency
- ④ Pedestrian oriented first floor uses (e.g. restaurant)
- ⑤ Upper floor residential and office uses
- ⑥ Articulated building facades
- ⑦ Parking at the side or rear of buildings

Public Realm Components

- A Street trees
- B Sidewalks (5'-12')
- C Bike lanes or sharrows
- D Street furniture (e.g. benches)
- E Pedestrian level lighting
- F On-street parking

NODES & INTERSECTIONS

The operational shift is to treat nodes as mixed-use centers rather than commercial intersections. A balanced land-use mix—residential, retail, office, civic—creates overlapping activity cycles across the day and evening. This supports local businesses, reduces auto dependence, and produces safer, more engaging environments. The goal is to create complete, self-sustaining centers rather than isolated, single-purpose destinations.

Redevelopment will require a combination of regulatory tools, public incentives, and private actions over many years. It is not expected that these intersections will become activity centers where people live, work, and shop overnight. The work ahead involves identifying underutilized or vacant parcels that can be redeveloped with enough new housing units to support a growing mixed-use center.

Integrating residential units into a node may take various forms. In some cases, there may be small parcels of vacant land or excess parking lot space adjacent to reasonably well-performing commercial. In others, demolition of existing buildings or concrete may be required. Regardless of the situation, redevelopment is infinitely more complicated than greenfield development. A variety of public incentives may be required to assist developers with the added costs redevelopment entails, and should be evaluated on a case-by-case basis.

Garland should treat this framework as a repeatable system for upgrading corridors and key intersections into a network of places. The key is to apply and calibrate the same logic of placemaking, identified role, and land use mix.

Classify major intersections into a simple typology based on context

- **Regional Nodes**
(like Saturn & Northwest Highway)
- **Community / Neighborhood Nodes** (like Saturn & Kingsley)
- **Neighborhood / Civic Nodes**
(like Kingsley & S First)
- **District**
(collection of nodes, like Downtown)

Apply a “right-size, not maximize” approach. Not every node should chase retail or density

- Scale land use mix and housing unit count to things like traffic, parcel size, surrounding neighborhoods, etc.
- Concentrate retail in fewer, stronger nodes
- Let smaller nodes lean more heavily on housing

Use a standardized but flexible implementation toolkit

- Utilize new mixed-use or zoning overlay districts (See p. 59 for details)
- Implement streetscape standards that scale by node type

Prioritize nodes based on readiness and impact, not geography alone. Focus early efforts where:

- There is redevelopment pressure or vacant/underutilized land
- Public investment (streets, utilities) can unlock private activity
- Incentives may be available, subject to funding limitations and applicable evaluation criteria
 - Defined financial limits
 - Anticipated return on investment, and
 - Potential long-term tax base growth

Use this framework to move from a primarily suburban development pattern to a system of intentional centers where each node has a defined purpose, is scaled appropriately, and implemented through a consistent set of tools. This is how incremental development starts to add up to a coherent, citywide pattern of walkable places.

Objectives	Tools/Action Steps
Identify the appropriate scale of opportunity for redevelopment at each node based on acreage, achievable density, and market strength	Classify Focus Area intersections into a simple typology based on context, such as: • Regional Nodes • Community Nodes • Neighborhood/Civic Nodes
Support redevelopment of underutilized parking lots or obsolete one-story commercial with new residential, office or mixed-use buildings.	Create Node-specific mixed-use or overlay districts with form-based zoning elements, such as: • Build-to zones • Minimum and maximum building heights and widths • Entrance, transparency, active depth, and frontage requirements • Parking placement
Incentivize redevelopment of underutilized parcels with new housing units within ½ mile of the intersection	• Partner with Opportunity Zone, PFC or other developers on a case-by-case basis to support an initial catalytic multi-family project where public participation is necessary to advance development. • Provide incentives to developers for market-rate unit development in the form of townhomes, small scale apartments or large apartment buildings. • Establish clear per unit and per project caps based on available resources.
Incentivize existing multifamily properties within ½ mile of the intersection to upgrade the appearance and livability of their property	• 4% LIHTC for rehabilitation of properties built pre-1990 • GHFC acquisition or partnership to rehabilitate properties built pre-1990
Incentivize existing commercial property owners to improve building facades and tenant bay interiors, as appropriate	• Economic Development Façade Grants
Invest in the public realm	• See Corridor section • Add street trees • Require streetscape in development regulations • Façade/Site Improvement grants
Create a more balanced transportation network that supports all modes of travel, emphasizing pedestrian safety and comfort	• See Corridor section • Include sidewalk along all streets and require connections from development entrances • Develop high-visibility crossings every 300-500 ft • Create and support bicycle access • Support transit access where applicable

Neighborhoods

Garland's neighborhoods within walking distance of each activity node represent the most practical scale for intervention. They are small enough for coordinated action yet large enough to influence the market conditions that support nearby retail and commercial uses. However, the City faces structural constraints: there are more Growth and Legacy neighborhoods than current capacity allows. Attempting to intervene everywhere at once would dilute resources and produce no meaningful change. Neighborhood improvement is not the sum of isolated projects; it requires a concentration of activity strong enough to shift expectations and prompt private owners to reinvest.

Repositioning Garland's housing market cannot be achieved by focusing on a single neighborhood. Instead, the City should work across all neighborhoods that fall within a half-mile radius of each node. This work can be phased, but a node should not be considered complete until outcomes are achieved across all adjacent neighborhoods. While current "Neighborhood Statistical Areas" align with subdivision plats, these boundaries may not reflect how residents understand their neighborhoods or how market dynamics operate.

The City should retain flexibility to redefine boundaries using major streets or community-identified edges when appropriate.

Why it matters

Neighborhoods are more than residential containers; they are the social and economic base that determines whether commercial districts succeed. When residents feel connected to their neighborhood and demonstrate that pride through property upkeep, they attract new

households who bring additional investment and energy. Over time, inconsistent standards of upkeep have made it harder for some neighborhoods to compete for residents who have many options in the regional market. This dynamic was documented extensively in the Housing Study.

The implications extend beyond housing quality. Neighborhoods supply the customer base for commercial corridors and activity centers. Without a more economically diverse set of households, Garland's commercial areas will continue to struggle to attract the retailers and amenities residents expect. To close the Market Gap, the City must leverage existing strengths and use targeted actions within the Economic Focus Areas to shift the four components of the feedback loop—residential quality, market confidence, private investment, and commercial performance—into a new cycle of reinvestment.

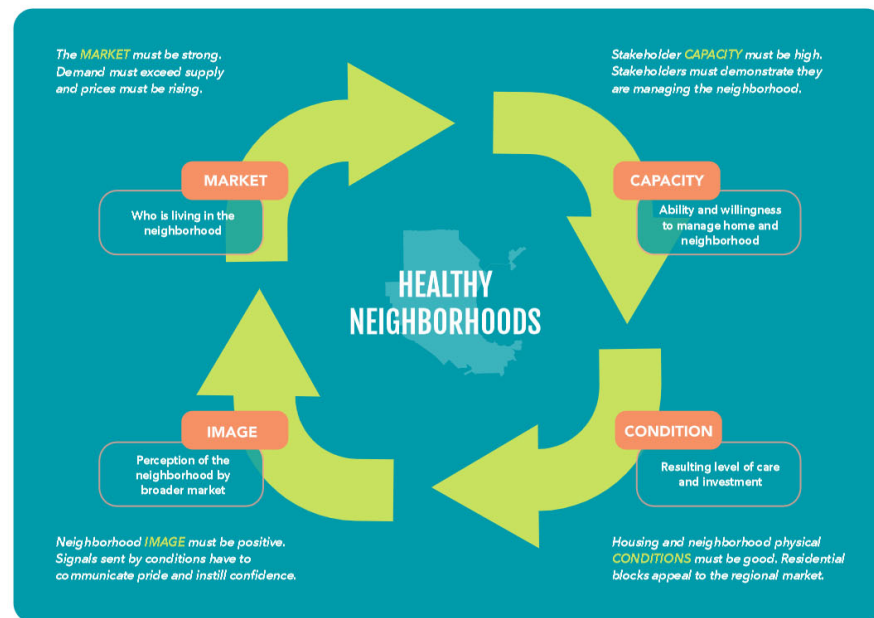
Garland's housing market is constrained by a long-running deficit in standards of care. Garland's housing market reflects the cumulative effect of decades of underinvestment relative to regional standards. Suppressed values constrain owners' ability to reinvest, which in turn constrains values further—a self-reinforcing cycle that undermines equity, market confidence, and the city's positioning as a place to invest. Reversing this dynamic requires a coordinated lift in physical conditions, social norms, and owner confidence. The strategy is not simply to repair structures but to reset expectations—raising the standards floor in Legacy neighborhoods and catalyzing reinvestment in Growth neighborhoods—while cultivating neighborhood-level leadership capable of sustaining new norms after public intervention recedes.

As conditions improve, market perception will follow. Turnover is inevitable, but the goal is to ensure that each transaction reinforces a positive cycle: upgraded homes, rising sale prices, and owners who see a clear return on reinvestment. Reversing a disinvestment cycle takes time because it must motivate many individual actors; incentives, capacity-building, and social connection are therefore treated as different levers with similar importance.

Growth neighborhoods require confidence-building and market-shaping. They sit in the middle of the demand spectrum—vulnerable to decline but capable of competing regionally if owners are motivated to update aging stock. Public action is designed to prompt private

reinvestment, introduce above-market comparables, and strengthen neighborhood identity. Legacy neighborhoods, by contrast, require stabilization: establishing a reliable standards floor, addressing health and safety first, and reducing the unpredictability that currently undermines marketability.

Across both neighborhood types, the appraisal gap is a structural barrier. High-quality improvements routinely cost more than what owners can borrow against depressed values. New incentive programs—block challenge grants, homeowner renovation support, and developer loan programs—are structured to close willingness gaps and appraisal gaps simultaneously.



GROWTH Neighborhoods

In Garland, **Growth Neighborhoods** fall in the middle of the demand spectrum; they are both vulnerable to decline and have strengths that can be leveraged. Neighborhood organizing, alongside programs and incentives, should be used to prompt private property owner investment in updating and upgrading stocks to better compete in the regional market. Current and future homeowners need to feel confident that investing in their home will be worthwhile and be willing to make the upgrades required to ensure their home remains desirable to future owners.

OBJECTIVES

1. Engage residents and other stakeholders to build pride, create a sense of neighborhood identity, and strengthen social connections.
2. Create NEW incentives for existing owners to reinvest in their homes.
3. Partner with developers to introduce above-market homes (either rehabilitated or new construction) into the market.

GROWTH ACTIONS

- > Where the Heart Is to engage residents in identifying common goals and connecting with resources.
- > Proactive code enforcement sweeps to identify violations with referrals to code compliance assistance resources as appropriate.
- > Home Infill Program and GREAT Home Rehab Program to bring significantly upgraded or new construction homes to market and establish incrementally higher comparable sales.
- > NEW block challenge matching grant program for exterior curb appeal
- > NEW incentive program for homeowner renovations that allows both exterior and interior work to improve marketability and retain existing owners.
- > NEW program to provide gap financing to single-family developers for acquisition/rehab or acquisition/new construction of high-quality homes for resale to new homeowners.
- > NEW matching grant or funding program for residential fencing and screening (see Corridors section)

GROWTH OUTPUTS

- > Code violations resolved.
- > Homeowner improvement projects.
- > Rehabbed home sales.
- > New residential construction.
- > Active neighborhood organization; Participation at neighborhood events and in programs offered.

GROWTH MEASURES

- By the end of the Implementation Period:
- > Over 30% of residential properties in each neighborhood need only minimal reinvestment.
 - > Less than 10% of residential properties in each neighborhood need major reinvestment.
 - > At least 12 fully rehabbed or new construction homes have been sold at above-market prices in each neighborhood.



New Incentive Programs for GROWTH Neighborhoods

As outlined in Part 3 of this Strategy, Garland will need to deploy some of its existing housing and neighborhood programs differently and develop new incentive programs specifically for the Focus Areas. In addition to motivating owners to overcome the willingness gap, another major barrier to significant reinvestment in Garland's older housing stock is the **appraisal gap**. The cost of high-quality improvements exceeds what owners are able to borrow, because values have been depressed for so long. This can be understood as an Appraisal Gap.

Overall, these programs are intended to both motivate and facilitate higher levels of reinvestment than are occurring now. While direct impact to property tax revenue growth may be limited in the short term due to statutory constraints, these programs will also indirectly strengthen the City's fiscal position by stimulating reinvestment, increasing economic activity, improving market perception, and supporting the long-term attraction of higher-value households and private investment.

Block Challenge Grant

- Matching grant for exterior, curb appeal improvements that can be seen from the street.
- Neighbors required to apply as teams and participant homes must be visible from one another
- More generous grant maximums for larger teams
 - For example, if a team of 5-9 neighbors applies, each participant can receive up to \$1,000 in matching funds. If a team of 10+ neighbors applies, each participant can receive up to \$2,500 in matching funds.
 - Note: Garland may need to adjust these parameters for lower capacity neighborhoods.
- Applicants are required to provide before and after photos of the project.
- All team member projects are required to be completed within a certain timeframe, i.e. 90-120 days.
- Teams are required to hold a celebration event at the end of the project timeframe for their team.
- Estimated City cost per project: \$1,500.

Homeowner Renovation Program

- Grant, rebate, or 0% loan to share the cost of both exterior and interior home improvements, with the overarching goal of updating the home's long-term marketability. While major repairs and systems such as HVAC, electrical, roof, windows are important, finish quality is just as important, if not more. That means support for kitchen and bath remodels, additions that add living space or another bedroom/bathroom, or floor plan reconfigurations.
- Homeowners apply individually and may apply multiple times during Economic Focus Area implementation, up to a maximum lifetime total per property.
- In Moderate Growth neighborhoods, public incentives grant/rebate at least 20% of project costs.
- In Modest Growth neighborhoods, public incentives grant/rebate at least 25% of project costs.
- All project scopes of work are vetted by Program staff and inspected for building permit approval.
- The public grant/rebate is paid out once work is completed and verified, with installments allowed for large or complex projects.
- Estimated City cost per project: \$22,500.

Single-Family Developer Program

- Incentive program for developers that considers all hard and soft costs related to acquiring and rehabilitating existing homes or acquiring, demolishing, and building new homes for resale to new home buyers.
- Up to \$75,000 incentive to cover appraisal gaps between the total project costs and resale value.
- Require high quality in design, construction, workmanship and finish levels.
- Sell at above-market prices to establish new comparable sales. The appraisal gaps should shrink over time until public subsidies are no longer needed.
- Establish a Housing Reinvestment Fund so that sale proceeds repaid can be used for a new set of projects.
- Demolition or major rehabilitation projects may need to partner with Community Development's HOME Infill or GREAT Homes programs in order to be financially viable.

LEGACY

Neighborhoods

Legacy neighborhoods contain Garland's oldest housing stock, the city's most affordable single-family ownership opportunities, and the residents with the deepest tenure in the city. They also carry the most variable property conditions, and that inconsistency is what currently constrains market performance. The strategic priority is to establish a reliable property condition baseline so that the underlying assets – affordability, tenure, walkable lot patterns, mature trees – can compete in the regional market. The main problem to solve in Legacy neighborhoods is to establish a standards “floor”, with a focus on health, safety, and livability.

OBJECTIVES

1. Engage residents and other stakeholders to build pride, create a sense of neighborhood identity, and strengthen social connections.
2. Enhance safety net programs for code compliance and home repair; Refer eligible owners for assistance with critical repairs.
3. Address aging infrastructure and public amenities as funding allows.

LEGACY

ACTIONS

- > Where the Heart Is to engage residents in identifying common goals and connecting with resources.
- > Address infrastructure and public realm improvements.
- > Proactive code enforcement sweeps to identify violations; Enhance resources to address referrals to code compliance assistance resources, as appropriate.
- > Promote the Home Repair Program for income-eligible homeowners.
- > Promote a restructured Home Improvement Incentive Program and encourage participation.
- > NEW program to provide gap financing to single-family rental property owners for significant upgrades in exchange for preserving affordable rents. Prioritize exterior repairs and upgrades first, followed by health, safety, and livability items.
- > Home Infill Program and GREAT Home Rehab Program to bring significantly upgraded or new construction homes to market and establish incrementally higher comparable sales.

LEGACY

OUTPUTS

- > Code violations resolved.
- > Homeowner improvement projects.
- > Rental property improvement projects.
- > Rehabbed home sales.
- > New residential construction.
- > Participation in the neighborhood organization and programs offered.
- > Public realm/neighborhood identity improvements identified and completed.

LEGACY

MEASURES

- > Over 25% of residential properties in each neighborhood need only minimal reinvestment.
- > Less than 30% of residential properties in each neighborhood need major reinvestment.
- > At least 6 fully rehabbed or new construction homes have been sold at above-market prices in each neighborhood.



New Incentive Programs for LEGACY Neighborhoods

Many of Garland's existing programs are well-suited to the challenges found in Legacy neighborhoods, so there is less need to create new incentives for this submarket. However, it may make sense for Garland to modify its existing Home Improvement Incentive Program to better assist homeowners with affording exterior repairs. A new rental rehab program is recommended, since the combination of low values and low rents means landlords are unlikely to have the financial capacity to make major upgrades, even when they are needed. The City can also use this new tool to preserve affordable rents and prevent displacement in exchange for funding assistance.

Since the goal in Legacy neighborhoods is to raise the standards of maintenance and care, programming should focus on major life/safety and livability conditions. To the extent possible, exterior improvements should still be emphasized for visible impact. Households in these neighborhoods tend to be lower-income and may not have as much financial capacity to take out loans or float the costs of home repairs, even with a public dollar match.



Restructured Home Improvement Incentive Program (HIIP)

The HIIP program provided a matching grant of up to \$10,000 for exterior repairs, as long as the home was over 30 years old and had an appraised value under \$300,000.

- Evaluate the percent match to fit Legacy household capacity, as was done in the Where the Heart Is Freeman Heights neighborhood.
- In this example, the City partnered with Garland Housing Finance Corporation to provide an up to \$7,500 rebate at a 75%/25% match for owner-occupied properties.

Single-Family Rental Rehab Program

- Incentive for cooperative landlords who face genuine appraisal gap constraints for major upgrades to existing single-family rental homes that enhance safety, livability, and curb appeal.
- Incentivize 25% of project costs, up to a maximum of \$40,000, to cover appraisal gaps.
- Require high quality in design, construction, workmanship and finish levels.
- Require landlord to register as a rental, maintain code compliance, and preserve affordable rents, as established by the City.

Enhance Code Compliance Assistance Programs

The purpose of programs in Legacy neighborhoods can be two-fold: 1) to help lower-income households afford repairs that are critical to housing quality – addressing the affordability gap – and 2) to improve property conditions so that they no longer exert such a drag on the market. To this end, the City should consider resurrecting or expanding more compliance assistance programs to support households who need it. Examples include:

- **Neighbors Helping Neighbors Workdays** – volunteers provide the labor to assist seniors/ disabled neighbors during an organized workday.
- **Adopt-a-Block Program** – a corporate-sponsored program where all homes on a block receive exterior spruce ups, such as scrape/paint, yard cleanups, fence repair, or screening or storage solutions. The sponsor provides supplies and/or volunteer labor.
- **Garland Cares** – a recently launched one-stop-shop within the City to provide case management support to households experiencing a hardship, to ensure they find the assistance they need in meeting property maintenance and emergency repairs.
- **Neighborhood Stewardship Partnership Program** – a model that expands capacity by connecting resources amongst: a stewardship organization (civic, fraternal, professional or faith-based) that commits to long-term ownership in a defined neighborhood zone to build relationships and organize projects; the City, that provides resources and technical support; and community partners who supply materials and equipment.

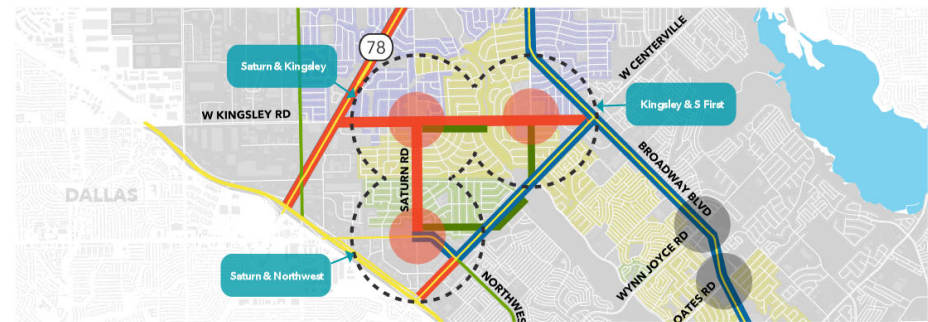
The Wedge

The **Wedge** illustrates how Garland can operationalize the Economic Focus Area framework across neighborhoods, corridors, and nodes. It encompasses three intersections—Saturn & Northwest Highway, Saturn & Kingsley, and Kingsley & S First—surrounded by a mix of Growth and Legacy neighborhoods and linked by several key corridors. These locations combine visibility, access, and redevelopment potential within auto-oriented commercial environments, and they are supported by neighborhoods strong enough to absorb and reinforce reinvestment. Their position near Dallas adds an external audience for visible change.

Individually, these intersections function as informal centers due to traffic volumes and existing commercial activity, but they underperform as places.

Collectively, however, they create a meaningful geography for serving as the first Economic Focus Area to receive concentrated investment. Working concurrently on the whole is greater than the sum of any individual parts, and this is the core strategic insight: the Wedge's value lies in its ability to demonstrate system-level change rather than isolated upgrades.

Over time, the nodes should evolve from linear, auto-oriented strips into compact, walkable, vertically and horizontally integrated centers that anchor suburban corridors, diversify housing, and establish identifiable places. Achieving this requires coordinated action on land-use mix, urban design quality, and the sequencing of public and private investment.



The three Garland nodes are conceived as a coordinated network of mixed-use centers capable of absorbing a meaningful share of future housing growth. Each node carries a distinct role: higher-density apartments and mixed-use buildings at Saturn & Northwest Highway; a balanced mix of apartments and townhomes at Saturn & Kingsley; and neighborhood-scaled missing-middle housing near Kingsley & S First. This graduated structure increases supply in a context-sensitive, market-feasible way while creating walkable environments where residents live near services, jobs, and amenities. The result is not just

more units but a more diverse and resilient housing ecosystem.

Unit capacity will depend on acreage, achievable density, and market absorption, with most development in the 3-5-story range. The strategy is explicitly fiscal as well as urban: walkable mixed-use development reliably produces 2-5 times the value per acre of auto-oriented single-use formats. Achieving this uplift requires intention, consistency, and the right regulatory framework.

Node	Scale / Character	Residential	Commercial / Retail	Office	Civic*
Saturn & Northwest The Saturn Road and Northwest Highway node, positioned along a major regional corridor, is best suited to serve as a higher-intensity mixed-use center with a broader market reach, supporting more density, employment uses, and destination retail.	Regional	35-45%	25-30%	15-20%	5-10%
Saturn & Kingsley In contrast to the Saturn Road and Northwest Highway node, the Saturn Road and Kingsley Road node functions more as a neighborhood-serving hub, where development should emphasize everyday retail, services, and housing that support nearby residents, with a comfortable, walkable scale.	Community	50-60%	15-20%	10-15%	10-15%
Kingsley & S First The Kingsley Road and S First Street node, by comparison, is more locally oriented and should evolve as a smaller, fine-grained place with incremental development, neighborhood businesses, and a stronger emphasis on residential integration.	Neighborhood	35-40%	40-45%	0-5%	15-20%

Node	Scale / Character	Intensity	Housing Units	Housing Types	Supporting Units
Saturn & Northwest	Regional	High	500-600	Podium apartments, mixed-use buildings, live-work units	Retail, restaurants, office, entertainment, structured parking
Saturn & Kingsley	Community	Moderate	300-400	Apartments, townhomes, small mixed-use	Neighborhood retail, services, small office, civic uses
Kingsley & S First	Neighborhood	Lower	150-200	Apartments, townhomes, small mixed-use	Local retail, small parks, community spaces

*Civic includes City-owned, non-profit, church, school, etc.

THE WEDGE

Example zoning changes to require a consistent urban form

It is important to emphasize again that the strategy to develop mixed-use activity nodes that are walkable with a variety of housing types and a sense of place where people want to spend time is as much a fiscal strategy as it is an urban design strategy. **It is well documented that walkable mixed-use development has 2 to 5 times the value per acre when compared to auto-oriented single-use development.** To reliably achieve the desired outcomes will require intention and consistency and an important component is the right zoning and development regulations. While SB 840 provides greater flexibility within existing commercial zoning districts, it does not necessarily ensure high-quality building form or development patterns that support walkability, placemaking, or long-term livability. As a result, the establishment of intentional mixed-

use zoning districts, allowing for densities equal to or greater than those permitted under SB 840, is recommended to encourage both the desired mix of uses and the appropriate form and site design for future development.

Garland’s current zoning provides a partial foundation but cannot systematically deliver the walkable, high-quality public realm envisioned for the nodes. Mixed-use districts work in isolated cases, but Community Retail and Heavy Commercial districts will not produce the desired form. Node-specific districts—or a unified district with calibrated form standards—are required to ensure consistent outcomes across all four corners of key intersections and along both sides of streets.

Develop node-specific mixed-use or overlay districts

Existing Zoning

- Saturn & Northwest
 - This node includes two mixed-use districts - one is Urban Residential and the other is Urban Business. These districts comprise most of the node west of Saturn Road and are generally consistent with the intent of this node, which has a regional and high intensity focus. The northeast corner of the Saturn / Northwest intersection is zoned Community Retail and east of Saturn Road south of Northwest includes a mix of planned development districts. The form standards in the mixed-use districts are generally adequate. However, the form and development standards in the Community Retail district are not conducive to developing a walkable mixed-use node.
- Saturn & Kingsley
 - This area is primarily zoned Heavy Commercial west of Saturn Road and Community Retail east of Saturn Road. Neither district is intended to produce the urban form that is desired for this node.
- Kingsley & S First
 - This node is entirely zoned Community Retail which will not produce the urban form that is desired for the node.

Future Zoning

- The easiest and straightforward solution to the zoning challenges for the nodes is to develop node specific districts or one district with node specific form standards. Many of the desired form standards are included within the existing mixed-use districts but would need to be calibrated to reflect the scale and intent of each of the nodes. A new district(s) should include:
 - Form-based zoning elements (even if not a full FBC), including:
 - Build-to-zones rather than standard setbacks
 - Minimum and maximum building heights and widths
 - Entrance, transparency, active depth, and frontage requirements
 - Parking placement (behind or to the side and never on a corner)
 - Streetscape standards embedded in zoning (required streetscape)
 - Public space requirements with or without incentives, such as additional density (public / activity space).
 - Consistent districts and standards for all four-corners of key intersections and on both sides of streets, when practicable.

Standard	Saturn Rd & Northwest Hwy	Saturn Rd & Kingsley Rd	Kingsley Rd & S First St
Context	Regional	Community	Neighborhood
Max Building Height	3-7 stories (up to 85')	2-5 stories (up to 68')	2-5 stories (up to 68')
Min Building Height	2 stories on key frontages	2 stories on key frontages	22 ft
Build-To Zone	0-15 ft	0-20 ft	5-20 ft (more flexible)
Build-to Frontage	70-90% of frontage	60-80%	40-70%
Non-Res Ground Floor Transparency	50-60% (retail-focused)	40-50%	30-50%
Active depth (primary and secondary street)	15 ft / 10	15 ft / 10	15 ft / 10
Parking Location	Structured or rear only; no front-loaded parking	Side/rear preferred; limited 2 rows front with screening	Rear, side, or small-lot front (screened)
Block Length	300-500 ft (fine-grained)	400-600 ft	400-600 ft
Required Streetscape (back of curb)	Yes	Yes	Yes
Streetscape Elements	Street trees, lighting, furnishings	Street trees, lighting, furnishings	Street trees, limited furnishings
Ground Floor Uses	Required active uses on key streets	Active uses encouraged	Flexible (residential or small commercial)
Upper Story Stepbacks	Required above 4-5 stories	Occasionally required	Not typically required
Transition Standards	Step-down required near neighborhoods	Moderate transitions	Strong compatibility with adjacent homes

THE WEDGE

Invest in the public realm

To meaningfully improve the public realm in the Garland nodes, the city will need to take an active, multi-pronged role. **It will need to go beyond regulations by taking a leadership role in design, capital investment, and partnerships.** The most successful node transformations typically happen when the public sector sets the stage, and the private sector builds upon it.

As discussed in the Corridors section, street trees, required streetscape improvements, and coordinated multimodal design must be embedded in both public investment and private development. Saturn Road, with traffic volumes under 20,000 per day, should be considered for a road diet and multimodal rebalancing. The goal is not to move cars faster but to move people safely and reinforce each node as a place.

Create a more balanced transportation network

Garland nodes should focus on creating a balanced transportation network that supports all modes of travel.

Rather than moving as many cars as possible, the goal is to move people safely and efficiently while reinforcing each node as a place for people. Retrofitting a suburban auto-centric transportation network into a multi-modal network takes time and is expensive. The focus should be on working within the existing curbs and taking advantage of maintenance projects, such as repaving and restriping, to bring more balance and provide space for all users.

FUTURE NODES

This Strategy recommends that Garland begin implementation in The Wedge, because of the concentration of three nodes that are redevelopment-ready and the relative strength of the neighborhoods that surround them. This concentration offers Garland enough of a critical mass to make real headway as it begins to reposition the housing market. That said, the secondary nodes at Beltline and Broadway are other places where this framework could and should be applied.

The Neighborhoods related to the secondary nodes include:

Beltline Node	Broadway Node
Century	Regional
Buckingham	Club Hill
Holiday Park	Meadowcreek
Holford	Gateway
	New West
	Eastern

Suggestions for how these neighborhoods should be prioritized is found in Part 4.

It may also make sense for Garland to apply a similar framework in other Economic Focus Areas, such as Harbor Point, and/or to identify additional nodes/ Economic Focus Areas further into the future as the Strategy takes hold and conditions change.

Criteria for Selecting Future Nodes

When Garland is ready to identify future nodes as Economic Focus Areas, it should look for:

- Intersections where two major arterials cross, with at least one of the streets being an entry point into the community, and ideally, also connecting into downtown
- Intersections that have underutilized land or underperforming commercial properties ripe for redevelopment at a higher intensity
- Adjacent neighborhoods that are mostly Growth submarkets (some adjacency to Competitive neighborhoods improves the odds of success; some adjacency to Legacy neighborhoods is fine, so

long as Garland is prepared to invest the resources required for targeted stabilization)

- A near-term opportunity for a multi-family catalyst project with a private developer partner.

Work to Do Now, to Set the Stage in Future Nodes

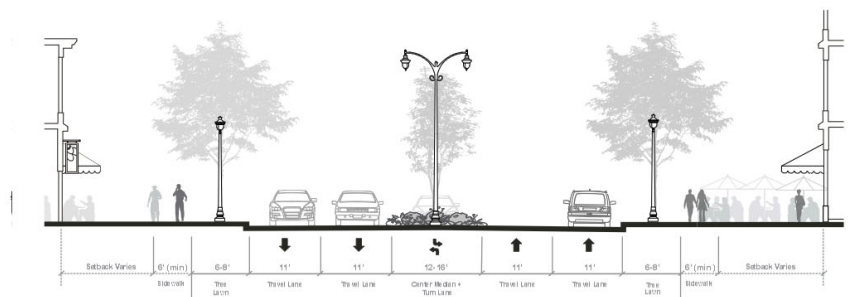
While Garland should put the additive, resource-intensive activities in The Wedge and Downtown as the first two Economic Focus areas, there is some work that can happen in other nodes / Economic Focus Areas now to lay the groundwork for when those geographies have their turn.

For example:

- All of the nodes and Economic Focus Areas proposed in this Strategy fall on key corridor pathways to Downtown and are therefore already included in the 2025 Bond Program funding for median enhancements in the near term.
- All nodes could be classified according to the proposed typology (regional, community, neighborhood, district) and re-zoned with the appropriate mixed-use districts and related standards.
- Code enforcement could be proactively deployed to all economic focus areas, particularly commercial properties, with resource priority given to The Wedge.

Ultimately, the phasing of implementation will be up to the City of Garland to determine, based on resource availability. The most important guidance is to prioritize thoroughness over speed. Leaving an Economic Focus Area too soon risks the area sliding backwards and undoing all the investment that has occurred. Part 4 of this document discusses the long-term outcomes that Garland should look for to know when implementation is complete.

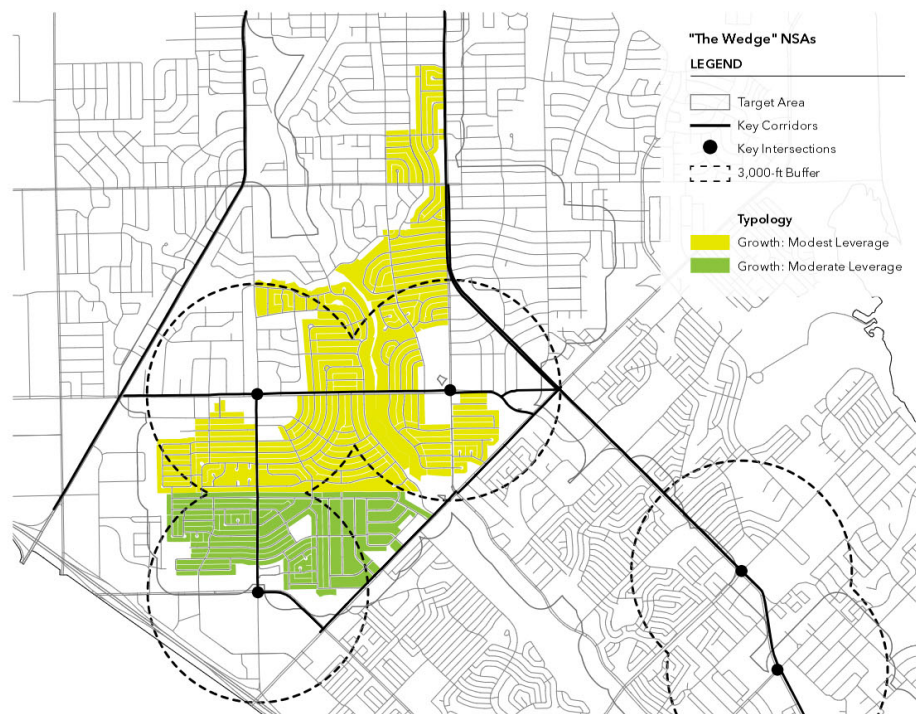
Saturn Road - Road Diet Street Section



THE WEDGE

Revitalize GROWTH Neighborhoods

There are five Growth neighborhoods in The Wedge, comprised of over 3,600 residential parcels. The City will likely need to phase through these neighborhoods rather than working in all five at once. Where the City begins should follow which node has the most momentum to build upon. A draft prioritization schedule is included in Part 4.



GOALS

1. Increase the share of properties needing minimal reinvestment to over 30%
2. Reduce the share of properties in properties needing major reinvestment to less than 10%
3. Improve aesthetics and identity with public art, neighborhood signage, and improvements to publicly-owned spaces.
4. Build social capital amongst residents by engaging with them through Where the Heart Is, Block Challenge, and other neighborhood events.

Select Single-Family Home Characteristics and Property Conditions

Neighborhood / Submarket Type	# of Parcels	Avg. Year Built	Avg. Square Footage	% Minimal Reinvestment	% Moderate Reinvestment	% Substantial Reinvestment	Estimated # of Projects
AXE Modest Growth	1,019	1963	1,712	16%	75%	9%	168
CENTERVILLE Modest Growth	345	1960	1,820	11%	64%	24%	98
SOUTHGATE Moderate Growth	1,001	1968	2,006	9%	72%	19%	234
ORCHARD HILLS Modest Growth	348	1956	1,776	11%	70%	18%	81
RIDGEWOOD Modest Growth	917	1957	1,450	17%	48%	36%	338

See Part 4 for proposed prioritization schedule

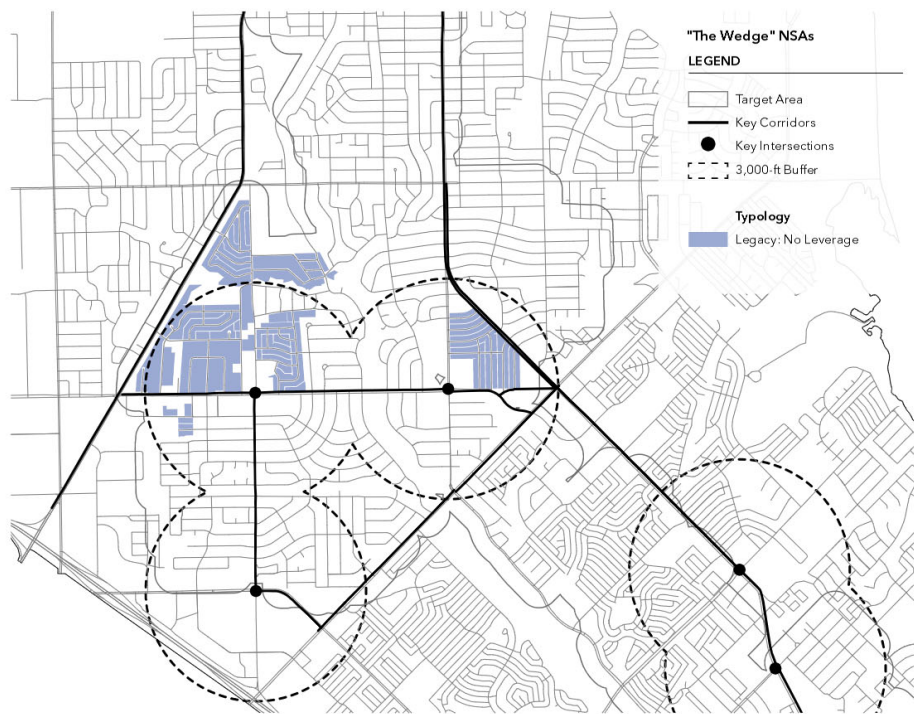
THE WEDGE

Stabilize LEGACY Neighborhoods

There are three Legacy neighborhoods in The Wedge, comprised of just under 1,100 residential parcels. Like Growth neighborhoods, the City will likely need to phase through these neighborhoods in an order that makes sense with the nodes and growth neighborhoods. Where the City begins should follow which node has the most momentum to build upon.

A draft prioritization schedule is included in Part 4.

The primary problem to solve in Legacy neighborhoods is creating a new floor for standards of maintenance related to care of properties, while ensuring the health, safety, and livability of residents.



In Garland's Legacy neighborhoods, property conditions vary significantly. There is both a significant share of properties in poor or very poor condition as well as a concerning lack of properties in good or excellent condition. The work ahead is to address critical repairs and address critical repairs and bring chronically non-compliant properties up to standard.

Legacy neighborhoods also have a higher prevalence of single-family rentals, large enough that specific attention should be paid to improving their conditions as a means of preserving quality affordable housing suitable for families or individuals who desire a yard and neighborhood setting.

GOALS

1. Increase the share of properties needing minimal reinvestment to over 25%
2. Reduce the share of properties needing major reinvestment to less than 30%
3. Improve the appearance and livability of single-family rental homes.

Select Single-Family Home Characteristics and Property Conditions

Neighborhood / Submarket Type	# of Parcels	Avg. Year Built	Avg. Square Footage	% Rental	% Minimal Reinvestment	% Moderate Reinvestment	% Substantial Reinvestment	Estimated # of Projects
BROADWAY Legacy	261	1959	1,349	16%	2%	43%	56%	52
DEVONWOOD Legacy	650	1953	1,194	18%	8%	55%	37%	130
PARKMONT Legacy	176	1955	1,171	18%	5%	47%	49%	35

See Part 4 for proposed prioritization schedule

Downtown Garland

Downtown Garland has reached a pivotal moment. Garland Square is validating the City's investment thesis: it is performing above expectations, demonstrating that a high-quality public realm and coordinated programming can shift market perception. At the same time, its success remains contingent on continued stewardship. **The Square is both a proof of concept and an early-stage asset—promising, but not yet self-sustaining.** To function as a durable anchor, it requires additional residential density, greater purchasing power, and an expanded cultural and commercial ecosystem that reinforces its role as the city's primary civic destination.

Residential Capacity and Demand

A resilient Downtown economy depends on a critical mass of residents who generate daily activity and support a stable base of restaurants, retail, and services. Garland's current residential footprint falls short of this threshold. Approximately 2,000 residents live within the Downtown area, with another 30,000 within one mile—roughly 13 percent of the city's population. This is below the commonly observed benchmark for successful downtowns, where 18 to 22 percent of residents live within a one-mile radius.

The 2025 Downtown Garland Implementation Plan identifies capacity for roughly 2,500 additional housing units over the next eight years. At Garland's average household size of 3.03 persons, this represents approximately 7,500 new residents—enough to raise the Downtown catchment to roughly 40,000 people, or 16 percent of the city's population. While still short of the 18-22 percent benchmark, this level of growth would materially strengthen Downtown's economic base, increase sales tax productivity, and create

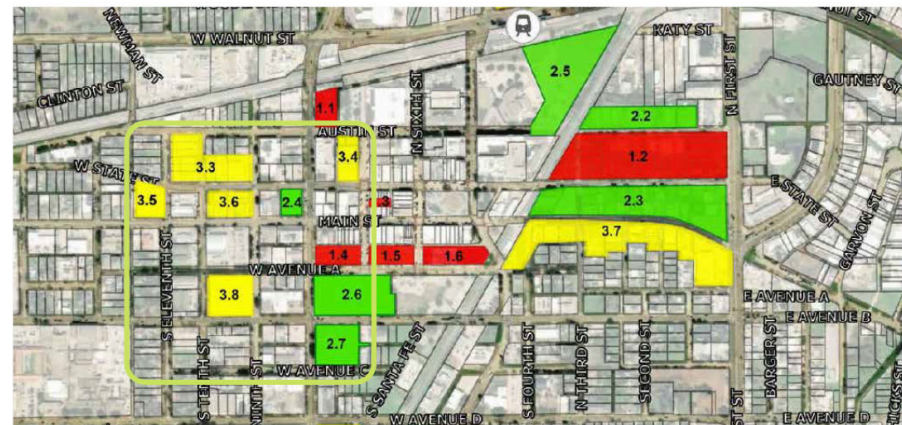
the conditions for sustained private investment. In effect, additional rooftops are not a discretionary amenity; they are the prerequisite for a Downtown that can support a full spectrum of dining, retail, and entertainment uses.

Building Form and Character

To capture this demand, Garland should prioritize multi-family development in the three to eight-story range, with a mix of unit types and active ground-floor frontages where appropriate. Buildings should reinforce the street edge, frame public spaces, and employ durable materials that complement Downtown's blend of traditional and mid-century architecture. The Square, the emerging cluster of local businesses, and the district's architectural character already provide a strong platform. The task now is to translate these assets into a coherent residential district that supports long-term market stability.

Targeted Investment

The neighborhoods surrounding Downtown are classified in the 2025 Housing Study as "Below Average, Legacy Areas," reflecting aging housing stock and limited reinvestment. Strengthening the Downtown core is the logical first move in reversing this trajectory. Targeted partnerships with the development community can establish early wins, build momentum, and create a spillover effect that gradually stabilizes adjacent neighborhoods. This is not a single intervention but a sequenced strategy requiring consistent execution.



The image above, excerpted from page 19 of the 2025 Downtown Garland Implementation Plan, illustrates a series of Catalyst Sites organized by implementation phase: Phase 1 (1-5 years) in red, Phase 2 (6-10 years) in green, and Phase 3 (11-20 years) in yellow. While the plan prioritizes early activity east of the railroad tracks and south along West Avenue A, an alternative approach merits consideration. Sites identified as 3.3, 3.5, 3.6, and 3.8—located on the west side of Downtown—offer near-term feasibility due to current vacancies, properties on the market, and uses that could relocate with minimal disruption. Advancing these sites would create a “barbell” structure: higher-density residential development on the west balancing the civic presence of City Hall on the east.

This strategy builds on recent investment, including the Huntington Bank, and leverages underutilized parcels. It also extends the existing strength of State Street and Main Street—particularly east of 7th Street—by

pushing activity westward. As redevelopment occurs on these key sites, market momentum is likely to fill gaps between 7th and 11th Streets, strengthening the connective tissue of Downtown and reinforcing its role as the city's primary economic and cultural center.

While focused investment within Downtown should remain the priority over piecemeal improvements elsewhere, the City should remain opportunistic and responsive to partnership or redevelopment opportunities in the surrounding edge areas. In such cases, the City should coordinate infrastructure upgrades, streetscape enhancements, and related public improvements that help reinforce and extend the identity and function of Downtown. Opportunities to strengthen Walnut Street and Garland Rd / N. Garland Ave as gateways and connective corridors into Downtown should also be explored.

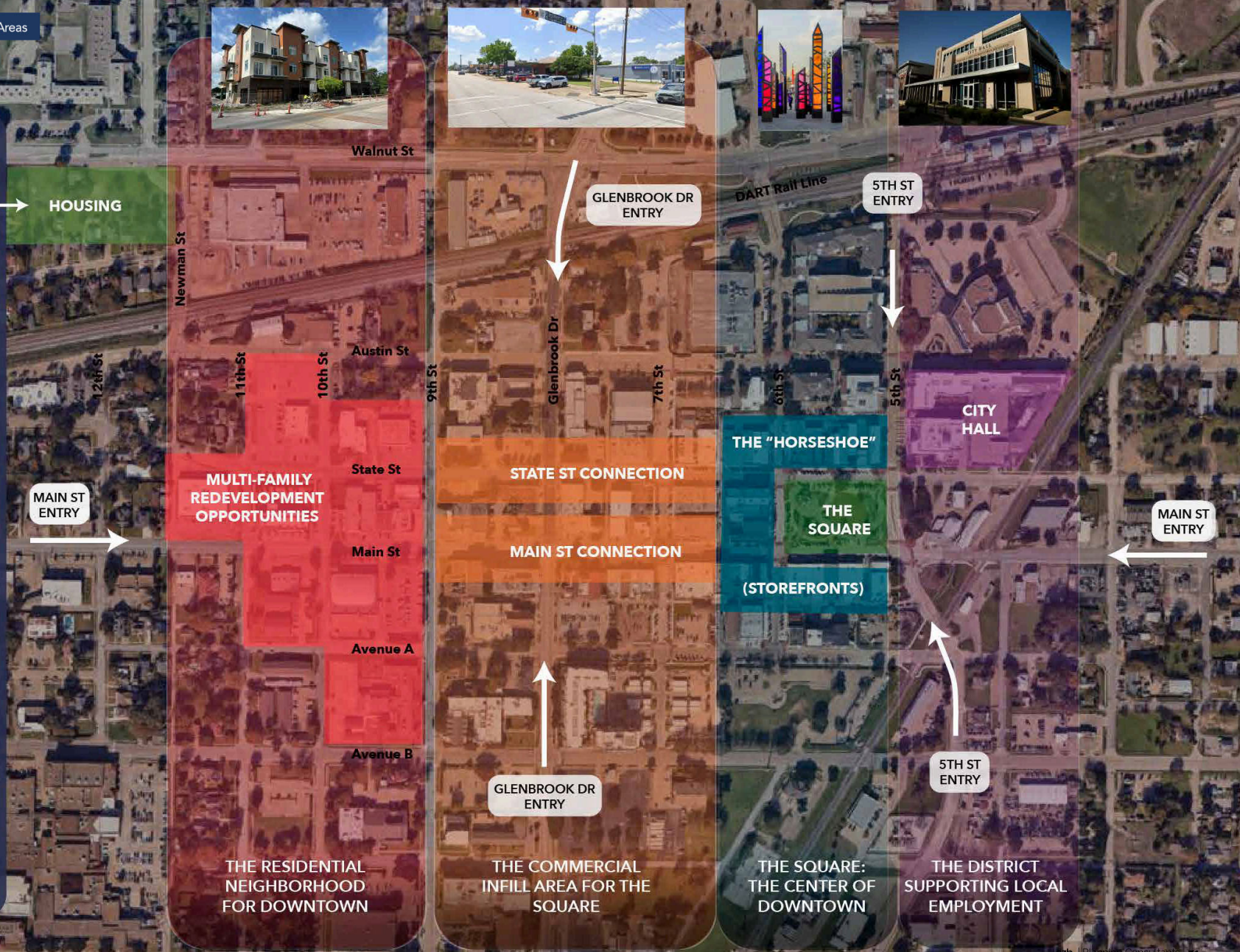
Downtown Garland

The City of Garland owns several parcels along Walnut Street that present an opportunity for the development of cottage-style, or garden-style housing.

HOUSING

These properties could help diversify the City's housing stock while providing a compatible transition between surrounding neighborhoods and nearby commercial areas. While the final design, density, and site layout have not yet been determined, the sites offer significant potential for thoughtful residential development.

As a next step, the City should undertake a preliminary feasibility and site planning analysis to evaluate development options, identify infrastructure needs, and determine the most appropriate housing configuration. This effort could then be used to inform future partnerships with developers and guide implementation.



DOWNTOWN GARLAND

Phase 1: Foundation & Early Wins (0–2 Years)

Set the table, reduce friction, and initiate catalyst projects

Phase 1: Key Actions	Expected Outcomes	Lead Entities / Partners
- Establish a Downtown Catalyst Fund (seeded with TIF revenues and/or General Fund contributions). - Identify and begin strategic acquisition/assembly of key sites (e.g., 3.3, 3.5, 3.6 and adjacent parcels). - Initiate property owner and business outreach, including relocation strategies where needed. - Create a Downtown Fast-Track Review Program (dedicated staff, expedited timelines, predictable process). - Conduct a zoning and code audit to ensure alignment with desired building forms (3-6 story multifamily/mixed-use). - Prepare and release a targeted RFQ/RFP for priority catalyst sites. - Execute public-private partnerships with selected developers for catalyst sites. - Prioritize public realm improvements along Walnut Ave, and State Street and Main Street west of The Square (gap sidewalk closures, lighting, street trees). - Encourage diversification of housing types (live/work, smaller units, missing middle where appropriate).	- Development-ready sites identified and partially controlled - Reduced entitlement risk and timeline - Initial developer interest secured - Visible public investment signals momentum	- City - TIF Board - City Council

Phase 2: Catalyst Development (3–5 Years)

Deliver first projects and establish market confidence

Phase 2: Key Actions	Expected Outcomes	Lead Entities / Partners
- Utilize TIF incentives and gap financing to support early projects (infrastructure, structured parking, site prep). - Deliver next wave of multifamily/mixed-use projects (target: 400-750 units). - Continue strategic acquisition or land banking of additional opportunity sites. - Expand streetscape and connectivity improvements between 7th and 11th Streets. - Launch branding/marketing campaign positioning Downtown Garland as a regional residential choice. - Leverage Downtown success to support reinvestment in surrounding Legacy Areas.	- First major residential projects delivered - Increased foot traffic and support for existing businesses - Strengthened perception of Downtown as an emerging place to live - Private market begins to follow public investment	- City - TIF Board - Downtown stakeholders

DOWNTOWN GARLAND

Phase 3: Expansion & Infill (6–10 Years)

Build on momentum and fill in gaps

Phase 1: Key Actions	Expected Outcomes	Lead Entities / Partners
- Facilitate additional infill development on remaining opportunity sites. - Evaluate and, if needed, expand or refine TIF incentives based on market response. - Continue incremental public realm enhancements and maintenance. - Monitor and support retail and restaurant recruitment.	- Continued residential growth (target: an additional 1,000-1,550 units). - Stronger and more consistent retail/restaurant environment - Improved connectivity and cohesion across Downtown - Increased sales tax and property tax base	- City - Private Developers - Business Community

Phase 4: Stabilization & Long-Term Growth (10+ Years)

Extend success beyond Downtown core

Phase 2: Key Actions	Expected Outcomes	Lead Entities / Partners
- Transition from catalyst-driven investment to market-driven infill and redevelopment. - Reassess long-term needs for infrastructure, mobility, and public space. - Continue to refine policies that maintain quality, character, and economic vitality.	- Nearing the initial goal of +/-2,500 total new units, Downtown reaches critical mass (approximately 16% or greater of the City's population within 1 mile) - Stable, self-sustaining market conditions - Spillover reinvestment into adjacent neighborhoods - Long-term economic resilience	- City - Private Market - Community Stakeholders



PART 3

Big Picture Housing Considerations

Garland's many existing programs related to housing, neighborhoods, and community development are generally well-structured, and, provided they are deployed in a manner primarily aimed at strengthening the city's housing market, should be continued.

This section outlines why it is important that scarce resources be deployed in the most strategic manner possible, and how to do so. In some cases, programs should remain deployed on a citywide basis; in others, it will be more appropriate to work (activities and resources) in specific areas of the city. This is not an exhaustive list of City of Garland programs, but rather those most relevant to Garland's housing market or this Housing Strategy.

Recommendations for Garland’s Existing Tools & Programs

Garland has many existing tools and programs that are related to housing across multiple City departments. Primarily, these programs are administered by Community Development, the Office of Neighborhood Vitality, Code Compliance, and Economic Development. The Planning Department, City Manager’s Office, and City Council also play an important role in setting the stage for housing outcomes, particularly when it comes to new housing development. For the work ahead, it will be important for staff from these departments to communicate regularly and support one another in aligning their goals, work plans, and resources.

For the Housing Strategy, not only does Garland need to think about what a program is intended to accomplish but also where or how it can be deployed to greatest effect. It should also aspire to connect programs and tools with addressing either the Affordability Gap, the Market Gap, or both.

This means realigning existing programs into a few categories:

Baseline Services (Citywide)	Programs that ensure health, safety, and livability for all Garland residents
Safety Net Programs (Citywide; Specific Populations)	Programs that assist vulnerable populations
Incentive Programs (Economic Focus Areas)	Programs that motivate certain actions that would not otherwise occur

Baseline Services

The Housing Strategy is intended to be additive, that is to say it is a separate set of actions from the core programs and services that the City provides to all residents and neighborhoods and should not take away from those endeavors. The City should not take its foot off the gas when it comes to capital improvements to infrastructure and publicly-owned spaces, providing education and information, and enforcing compliance with housing codes and regulations.

Safety Net Programs

Many of the programs that rely on federal or state funds are limited to populations at certain income levels. These are important safety nets to prevent recipients from falling into a crisis situation and need to remain available citywide. It is these programs that will best address Garland’s affordability gaps. Additional resources from the community may be needed to support compliance assistance programs as code enforcement activities increase.

The Purpose of Public Incentive Programs

In general, the purpose of incentive programs is to use public resources to prompt private actions considered important to the community, but which are also deemed not likely to occur on their own, and if not done, impose an opportunity cost on the city that it cannot afford to bear. As Garland looks to the future, the primary outcomes to aim its programming towards are:

- Strengthening its housing market to achieve greater economic diversity and financial sustainability
- Maintaining support for vulnerable households

In addition to knowing the desired outcome or set of outcomes, there are several aspects of programs worth considering:

- 1 Is the program for a specific population (i.e. seniors or households earning under 80% AML) or is the intent to change conditions in a specific place? How does the program work contribute to or undermine success in the city outside program parameters?
- 2 Who is the desired program customer? Does the customer have a passive or active role in the program? What is the program trying to motivate or assist them to do? What is their capacity (ability and willingness) to participate?
- 3 How can the program be designed to make the most effective use of limited public dollars, protect the public interest, and be easily accessible to the intended user?

RECOMMENDATIONS FOR EXISTING TOOLS & PROGRAMS

Programs to Keep Available Citywide

This Strategy assumes that baseline services such as capital improvements, core services, public safety, education, and capacity building will remain available citywide. In addition to those baseline services, there are a few types of programs that should continue to be available citywide: those that assist vulnerable households with affordability gaps, and those that maintain standards and enhance Garland's image. The first category consists mainly of federally funded Community Development programs that assist homeowners or other very low-income persons, like those who are homeless or in danger of becoming homeless. It is necessary for these programs to have funding available for anyone in Garland who is eligible for and in need of the assistance. To better address affordability gaps Garland could prioritize applications from households at 60% of AMI or less, where cost burdens are most likely to occur.

To maintain standards and enhance Garland's image,

programs like those managed by Code Compliance and the Office of Neighborhood Vitality's educational offerings and Neighborhood Vitality Matching Grant should also continue to be available across the City. Code Compliance is needed to maintain a floor of standards by responding to complaints as they arise and periodically inspecting to identify violations or ensure compliance. Code Compliance can also do double duty; it takes less staff time to respond to complaints than it does to proactively identify issues. Therefore, if resources are strained, it may be appropriate to keep enforcement complaint-driven citywide or in regionally competitive neighborhoods, and to enforce more proactively in focus areas.

Neighborhood Vitality programs are critical to engage residents, inform them about City processes and policies, and support their endeavors to make their neighborhoods better so that they have a sense of pride. Keeping these programs available citywide is a relatively small cost to pay for these ends.

Housing/Neighborhood Programs to Maintain Citywide	Recommendations, If Any
Neighborhood Vitality Matching Grant	None
Code Enforcement	None
Certified Landlord Training	Require property owners and/or managers to complete before they can receive any other public incentives, i.e. for rehabilitation.
Multifamily Rental Inspections / Scorecard	None
Single-Family / Short Term Rental Program	None

On the other hand, some City programs could do double duty to help stabilize Legacy neighborhoods. In order to do so, however, given the limited amount of funding available, the programs would need to support multiple projects in the same neighborhood for several years in a row.

These programs should be maintained citywide; however, eligible applicants in the Economic Focus Areas should also be referred to these important resources. The table identifies which tools are for single-family housing, multi-family housing, or both.

Programs that could do Double Duty to address both Affordability and Market Gaps	SF	MF	Recommendations, If Any
Home Repair Program			- Increase the maximum amount per unit to \$40,000. - Prioritize applicants <60% AMI to deepen affordability work.
Senior Lawn Care Assistance			Prioritize applicants <60% AMI to deepen affordability work.
Garland Cares			- Expand partnerships with sponsor organizations to increase funding for materials. - Prioritize applicants <60% AMI to deepen affordability work.
Garland Housing Finance Corporation			- Request GHFC prioritize substantial rehabilitation of aging multifamily over new construction of new multifamily. - Encourage affordable units to be at 100% AMI and 50% AMI to expand options for the income categories who most need them. - Request GHFC assist financially with the rehabilitation of single-family homes in Legacy neighborhoods.
Low Income Housing Tax Credit (LIHTC) for Multifamily Rehabilitation			- Continue the City's policy to not support applications for 9% LIHTC new construction. - Encourage and support 4% LIHTC rehabilitation projects for multifamily properties built before 1990.

RECOMMENDATIONS FOR EXISTING TOOLS & PROGRAMS

Programs to Focus Geographically

Very few communities have enough undesignated resources to address all of their housing challenges, meaning they must make decisions about how to allocate those resources strategically. **This is where deploying programs in specific, smaller geographies becomes imperative.** Programs that are place-based, however, require additional tailoring, as they are most effective when shaped to the specific issues of a specific set of blocks or neighborhood or subdivision. This is where knowledge around Garland's various submarkets comes in handy as a guide. Different submarkets come with different levels of private capacity, meaning there will be better leverage in some places than in others. Neighborhood improvement incentives must be specifically fitted to neighborhood conditions:

- Stronger submarkets need less of an incentive to act than weaker submarkets; incentives go further leveraging private actions, both in time and money.
- In the weakest neighborhoods (Legacy), the goal is not to try to incentivize what's not possible. Instead, the aim is to spend and act in ways that bring about marketable stability; then it becomes possible for incentives to someday work.
- The goal of a revitalization effort (Growth neighborhoods) is to move the market to a point in the future where positive market outcomes occur without help, and where such outcomes are durable and self-fulfilling.

The Reason to Concentrate Scarce Resources

Imagine a program has \$1 million per year to spend on upgrading the conditions of single-family homes,

at an average cost of \$25,000 per unit. Regardless of the geography, the program can only assist 40 homes, or over 5 years, 200 homes. If those 200 homes are scattered across the entire city of 60,000 homes, the individual properties will benefit, but the spillover impact will be limited because there is no visible connection from one project to another. It's a very small drop (0.3% of homes) in a very large bucket.

Now imagine the program is only deployed in one neighborhood of 2,000 homes every year for 5 years. Over the course of those 5 years, 200 homes will be upgraded in close proximity to one another. Since the bucket is smaller, relatively speaking, the drop is much larger (10% of homes) and much more likely to cause a ripple effect. Other properties will see this and begin to make their own improvements. After these actions have been layered over several years, the neighborhood starts trending in an entirely different direction. If a second program is added into this same neighborhood, now you have two programs causing ripple effects, making the impact even greater.

This is a fundamental shift in how Garland has approached programming in the past, and one that is not easy. However, it will be critical for Garland to begin to limit eligibility for some of its programs to small areas if it has any hope of strengthening its housing market in the near term. The resources are too few and the impact too scattered to move the needle otherwise.

The City's current pilot programming in the Freeman Heights neighborhood offers a model for how to proceed. Some of the programs piloted in Freeman Heights may be valuable to continue in other Economic Focus Area Legacy neighborhoods, if deemed effective and appropriate.

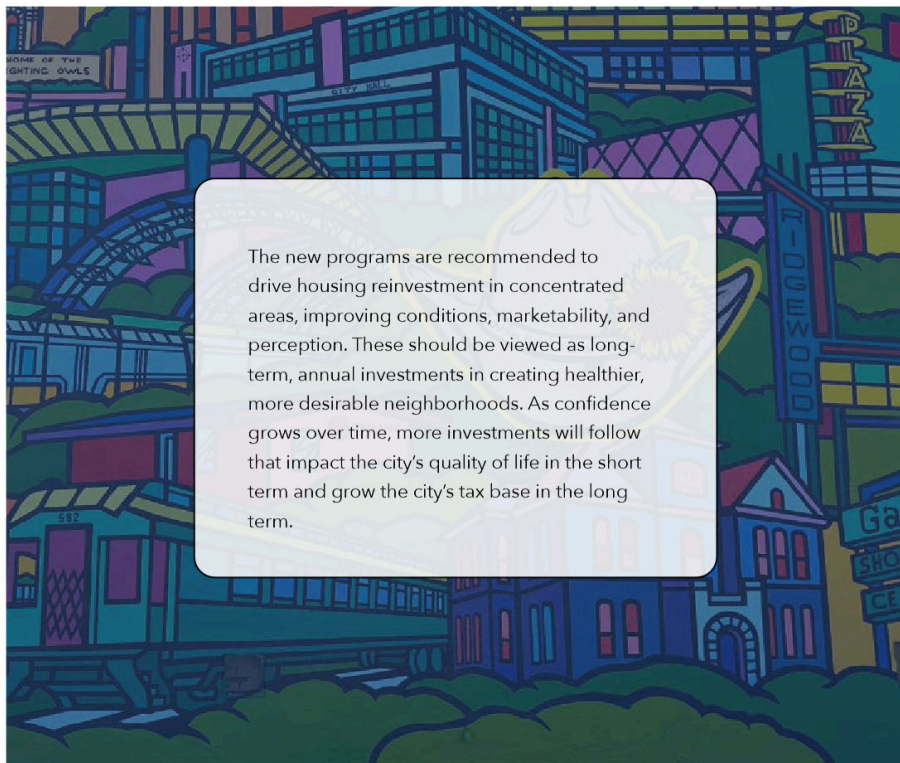
Focus Areas	Existing Programs	SF	MF	Recommendations, if Any
COMPETITIVE GROWTH LEGACY DOWNTOWN EFAs	Code Enforcement			• Conduct annual proactive sweeps in Focus Areas, beginning with commercial properties and moving on to residential neighborhoods. Refer to resources for those who demonstrate financial hardship with compliance.
GROWTH LEGACY	Where the Heart Is			• Launch two neighborhoods per year, starting in The Wedge. Spend the first 6 months on planning and project identification and subsequent years on implementation.
GROWTH LEGACY	Home Infill Program			• As opportunities to acquire and replace or acquire and renovate homes that are obsolete or in very poor condition arise, new infill homes establish above-market standards of quality and sales price, putting moderate income buyers into neighborhoods with rising values.
	GREAT Homes Rehab Program			
LEGACY	Home Improvement Incentive Program			• Restructure the program for availability in Focus Area Legacy neighborhoods only. • Evaluate maximum incentive amount and cost-share percentage, based on Freeman Heights pilot. • Properties with outstanding code violations are not eligible, unless the rebate is used to remediate the violation.
DOWNTOWN EFAs	Economic Development Incentives for New Multifamily Units			• Evaluate the need to incentivize market-rate multifamily development on a case-by-case basis to offset the potentially high costs of acquisition, demolition, site prep, or other expenses associated with infill redevelopment. • Provide incentives in exchange for upgrades to design/materials quality, to encourage higher rents, or for public amenities, such as parking.
EFAs	Opportunity Zones			• Prioritize eligible census tracts that align with the Housing Strategy's key nodes and corridors for new housing development.
DOWNTOWN EFAs	Public Facilities Corporation			• Consider PFC developments on a case-by-case basis to catalyze housing redevelopment in key nodes. • Maximize the allowed % of market rate units. • Ensure terms of individual projects protect the City's contribution in the event the property is sold.

RECOMMENDATIONS FOR NEW TOOLS & PROGRAMS

Finally, in addition to Garland's existing programs, this Strategy recommends developing several new programs that are limited only to Economic Focus Areas to address the Market Gap. To date, Garland's housing programs have mainly relied on federal or state funds, which are intended to assist low-income populations, not strengthen the competitiveness of a housing market. The exception to this are the programs run through Garland's Office of Neighborhood Vitality,

which have been funded through bond referendums. In order to truly address Market Gaps, Garland will need incentive programs that have no income limitations and are aimed at upgrading older housing stocks to add living space, modern amenities, or finish quality that can better compete in the regional market.

The table provides a high-level framework for these programs; additional details are included in Part 3.



Focus Areas	NEW Programs	SF	MF	Recommendations, if Any
GROWTH	New Block Challenge Program			- Design a matching grant program for teams of neighbors doing exterior only upgrades, with grant awards of up to \$2,500 per property. - Keep the program available in the same neighborhood for at least five years, and up to ten years until outcomes are met. - Allow applicants to participate multiple years, up to a maximum "lifetime" grant amount of \$10,000 per property.
GROWTH	New Homeowner Rehab Incentive Program			- Create a new grant or rebate program to incentivize single-family home renovations in Growth neighborhoods. - Keep the program available in the same neighborhood for at least five years, and up to ten years until outcomes are met. - Per project maximum award of up to \$40,000. - Allow applicants to participate multiple years, up to a per property maximum grant amount of \$75,000.
GROWTH LEGACY	New Single-Family Developer Program			- Offer an incentive to developers to acquire and renovate or acquire and build single-family homes at above-market quality. - Require sale at market rate to new homeowners with no income restrictions, at prices that "lead the market" to a new standard.
LEGACY	New Rental Rehab Program			- Offer an incentive to single-family rental property owners making major upgrades. - Address health, safety and livability repairs. Consider requiring exterior improvements that enhance the property's appearance as part of the project. - Require ongoing code compliance and registration.

OTHER HOUSING TOPICS

In the mid-2020s, the topic of housing is on the minds of many community leaders at the local, state and federal level. For older communities that are largely built out, like Garland, expanding outward is no longer the solution. Instead, reinvesting in the existing fabric of neighborhoods while adding context-sensitive, thoughtful, new infill construction balances between improving the condition of existing housing and neighborhoods, preventing displacement, while at the same time adding new supply.

As Garland proceeds with this Strategy, there are some general considerations to keep in mind.

The Importance of Expanding Housing Options

The 2025 Housing Study discussed Garland's lack of economic diversity in its household makeup, and how that is one of several factors putting the housing market into a negative feedback loop. Ensuring a community has housing available for all income levels has many benefits. As Garland proceeds with infill, it should look at the surrounding context and aim to diversify what is available, both in form/building type and in price point.

Key Benefits of Mixed-Income Housing

Upward Social Mobility - research has shown that children raised in economically diverse areas often experience better long-term outcomes.

Poverty Deconcentration - breaking up clusters of generational poverty can minimize negative health and safety outcomes.

Resource and Amenity Equity - lower-income residents gain access to better schools, public services, and job centers.

Superior Property Maintenance - developments or neighborhoods must maintain a high aesthetic standard and offer competitive amenities to successfully attract market-rate tenants or buyers.

Local Economic Growth - housing options across all income segments ensures a reliable local workforce for nearby businesses, reducing travel times for residents, and expanding the local tax base.

Diversifying housing form is one way to expand housing options and price points. When a community or a neighborhood offers a range of housing types - small, medium, large units; rental, ownership; townhome, apartment, condo, single-family - it responds to both a variety of income levels, and a variety of life stages. An individual will need different forms of housing throughout their life: perhaps a studio apartment when they first leave home, a two-bedroom apartment or starter home as they become established in the work force, a larger home and yard if they have a family, a townhome or condo as empty nesters who no longer want yard maintenance, and potentially a senior living facility for late in life.

Garland does well on both ends of the housing spectrum; it has many single-family homes and many apartment complexes. There will be appropriate places for more of these housing types in the future. That said, smaller scale multifamily - often known as "missing middle" housing, ranging from 2-12 units to a building - can reduce the costs of construction and provide yet another set of options in the housing mix.

In Garland, "missing middle" housing may be most appropriate as transitions between higher-intensity uses like commercial or large-scale multifamily housing and single-family neighborhoods. The edges of downtown or other Economic Focus Area nodes, where parcels are too small for larger scale residential, bring more people within walkable distance of commercial uses and can add significant vibrancy to an area.

Allowing for more diverse housing types may require Garland to make modifications to the Comprehensive Plans' Future Land Use Map as well as the Garland Development Code. In addition to looking at where it makes sense to locate various housing forms, Garland should look for ways to bolster the regulatory

framework to ensure products are built with a high standard of quality in design and materials as well. For example, it may make sense to have a set of Design and Construction Standards builders must meet in order to receive public incentives. Setting a standard enhances the durability and long-term marketability of new housing coming into the market.

Other Housing Supports

While this Strategy has focused primarily on solutions to address affordability and market gaps, it should be acknowledged that Garland offers a number of other housing related services for very low-income households. These services, such as the Garland Housing Authority's Housing Choice Vouchers and Mainstream Vouchers, along with the Emergency Shelter Grants and Homeless support and prevention services, are primarily federally funded and should continue as-is. In addition, the Garland Housing Finance Corporation and other non-profits in the community offer a variety of supports for emergency situations, rent or mortgage assistance, and other wrap-around services. By educating these partners about the Housing Strategy and looking for ways to align cross-sector goals, the City of Garland can further expand its capacity to address affordability gaps.

Evaluating Progress

At the time of this Strategy, Garland has a soft housing market inside of a strong regional market. This is likely to be the case for the foreseeable future. However, there will be regional and national demographic and economic trends in the future that cannot be anticipated, nor will they be within the City of Garland's control. The next section, Part 4, offers guidance for how to think about implementation timelines and current resources, a proposed schedule for what to work on first, and a set of long-term outcomes for Garland to monitor in order to measure progress.



PART 4

Implementation

Implementing the Housing Strategy will require alignment across several City Departments. Some of the components, like corridor and gateway enhancements, already have a funding source allocated and work in progress. Other components, like the new incentive programs for neighborhood revitalization, will take some time to design and launch. This section provides a proposed blueprint for how to align Garland's existing funding sources with various elements of the Housing Strategy, which neighborhoods to start in and what order to move through them across the Economic Focus Areas, and finally, the long-term outcomes that Garland will want to track to ensure progress is being made.

Implementing the Housing Strategy

Garland is at an important crossroads. Like many communities around the country, it has felt the recent changes in the housing landscape – housing costs outpacing wage increases, new development out-competing older neighborhoods, increasing pressures on once-reliable funding streams. The cost of doing business for the City is currently outpacing its revenue, a situation that is not sustainable long-term without cuts to critical services, like public safety, infrastructure, and amenities. Instead of allowing these pressures to define the community's future, Garland is choosing to meet these challenges head on and ask: how can we act intentionally to mitigate harm to our residents and still put our community on a trajectory to thrive?

This Housing Strategy offers solutions to help Garland reshape its future; crafting a future that is more economically resilient through strategic reinvestment.

By targeting investments into Economic Focus Areas, these places will begin to grow and generate new value that will cycle back to fund the services residents desire and deserve. However, it is not just the Housing Strategy that will guide Garland's next steps. The Strategy is intended to inform and work in concert with other important City plans and initiatives, such as:

- Garland HUD Consolidated Plan
- Garland on the Rise: City Strategic Plan 2026-2036
- Garland Forward: Comprehensive Plan 2036
- Garland Development Code
- Economic Development Plan
- Future Capital Improvements Plan (CIP) and Operating Budgets

With coordinated action, Garland can achieve its aspiration of becoming “a financially resilient, economically vibrant city that competes successfully across North Texas – by making the most of every block, corridor, and neighborhood already inside our city limits.” (Garland on the Rise: City Strategic Plan 2026-2036)

Implementation Timeframes for Economic Focus Areas

The Economic Focus Areas recommended in this Strategy are intended to be a starting point for Garland. As the Focus Areas produce results, the City can expand its attention and resources to other places across the City. Patience and discipline will be important, however, as conditions will not change overnight.

Garland should expect that the work in any given focus area – including corridor upgrades, node redevelopment, and neighborhood revitalization and stabilization – will take about ten years to achieve the outcomes outlined later in this section. Timelines may vary for different neighborhoods or different nodes, which is why it is important to monitor outcomes and not just outputs.

OUTPUTS

Outputs are the tangible deliverables – tasks or activities completed, like the number of housing units produced or upgraded.

OUTCOMES

Outcomes are the actual benefits, changes or value resulting from those outputs, like stronger property values or reduced cost burdens. In other words, outcomes show that the outputs were effective.

Once outcomes are achieved for a given Area, Garland will need to create an exit strategy to sunset programs so that those resources can be deployed elsewhere. At a minimum, Garland should give residents and property owners 6-12 months' notice before programs end, to offer a last chance for owners to make upgrades.

Existing Resources & Potential Uses

Garland has a combination of one-time funding allocations from the 2025 Bond Program and annually recurring funding: allocations of federal funds as an entitlement city or from the State of Texas authorization for Public Facilities Corporations and Housing Finance Corporations.

Garland voters approved the 2025 Bond Program, providing a significant one-time investment in infrastructure, corridor enhancements, economic development initiatives, and neighborhood-related improvements that can help support implementation of portions of this strategy.

The City will need to consider what other local resources it may be able to allocate towards the work of implementing this strategy.

In the case of the new incentive programs for Growth neighborhoods, it will be a prerequisite for Garland to put Bounded 380 Agreements in place to enable the ability to provide loans and grants for interior home upgrades. Local funds that do not carry income limitations will be best suited for programs in Growth neighborhoods.

While funding is a significant piece of the puzzle, volunteer resources – like those imagined under the Garland Stewardship Program – will also be important to organize and engage neighbors in the process of change. It will also be important to ensure the departments responsible for implementation – such as the Office of Neighborhood Vitality, Community Development, and Code Compliance – are staffed appropriately to administer programs and monitor outcomes.

Proposed Prioritization Schedule

CORRIDORS

Note: The locations listed in this schedule are those most directly related to the Housing Strategy and are not all-inclusive. For a more comprehensive list of City Gateways and Corridors and their interventions, see Garland Corridors and Gateways Design Guidelines, adopted in November 2025.

			2026-2027	2028-2030	2031-2034	2035+
EFA	Corridors	Strategy/Treatment Type	Immediate Term	Short Term	Medium Term	Long Term
Downtown	SH-66	Key Visitor Pathway				
Downtown	Forest Lane	Key Visitor Pathway				
Downtown	Walnut Street, Phase 1	Key Visitor Pathway				
Downtown	N. Garland Ave	Enhancement / Key Visitor Pathway				
The Wedge	Centerville Road, Phase 1	Transformation / Key Visitor Pathway				
Downtown	First Street Bottleneck (Lavon to Ave D)	Enhancement / Key Visitor Pathway	TBD			
The Wedge	Northwest Highway	Enhancement				
The Wedge	Saturn Road	Transformation				
The Wedge	Kingsley Road	Transformation				
The Wedge	Centerville Road, Phase 2	Enhancement				
The Wedge / Downtown	Broadway/First (to Ave D)	Enhancement				
The Wedge	S. Garland Ave	Enhancement/Transformation				
Beltline / Downtown	Beltline/Glenbrook	Enhancement				
Downtown	Lavon Dr	Enhancement				
Downtown	Walnut, Ph. 2	Key Visitor Pathway	TBD			
Beltline / Downtown	First St (Buckingham to Lavon)	Transformation	TBD			

Proposed Prioritization Schedule

GATEWAYS

			2026-2027	2028-2030	2031-2034	2035+
EFA	Node Gateways*	Scope Minimum	Immediate Term	Short Term	Medium Term	Long Term
Downtown	N. Garland & Ave B	Median Enhancements				
Downtown	N. Garland & Ave D	Median Enhancements				
Downtown	N. Garland & Main	Median Enhancements				
Downtown	N. Garland & Walnut	Enhanced crosswalk & medians				
Downtown	Glenbrook & Walnut	Enhanced crosswalk & medians				
Downtown	First St & Ave D	Enhanced crosswalk, parkway	TBD			
Downtown	First St & Ave B	Enhanced crosswalk, parkway	TBD			
Downtown	First St & Main	Enhanced crosswalk, parkway	TBD			
Downtown	First St & Walnut	TBD	TBD			
Beltline	N. Garland & Arapaho	Median Enhancements				
Beltline	Beltline & Shiloh	Median Enhancements				
The Wedge	Kingsley & Centerville	Median Enhancements				
The Wedge	Centerville & NW Hwy	Enhanced crosswalks & medians				
The Wedge	Centerville & Broadway	Enhanced crosswalks & medians				
The Wedge	S. Garland & Kingsley	Median Enhancements				
Broadway	Broadway & Centerville	See The Wedge				
Broadway	Broadway & Wynn Joyce				TBD	
Broadway	Broadway & Oates				TBD	

Proposed Prioritization Schedule

NODES

			2026-2027	2028-2030	2031-2034	2035+
EFA	Nodes	Node Type	Immediate Term	Short Term	Medium Term	Long Term
Downtown	Not Applicable	Regional				
The Wedge	• Saturn & Kingsley	Community				
	• Saturn & NW Hwy	Regional				
	• Kingsley & S First	Transition				
Beltline	• Beltline Rd & N Garland Ave	Community				
Broadway	• Broadway Blvd & Wynn Joyce Rd	Community				
	• Broadway Blvd & Oates Rd					

It is assumed that work in Downtown and the Wedge will begin first and proceed concurrently. Either the Beltline EFA or the Broadway EFA can go next, depending on which confirms a MF catalyst project first.

Proposed Prioritization Schedule

NEIGHBORHOODS

			2026-2027	2028-2030	2031-2034	2035+
EFA	Neighborhoods (NSAs)	Submarket Type	Immediate Term	Short Term	Medium Term	Long Term
Downtown	Freeman Heights	Legacy	IN PROGRESS			
Downtown	Hiland North & Garwood	Legacy				
Downtown	Golden Meadows	Legacy				
The Wedge	Axe	Growth				
The Wedge	Parkmont	Legacy				
The Wedge	Orchard Hills	Growth				
The Wedge	Devonwood	Legacy				
The Wedge	Southgate	Growth				
The Wedge	Broadway	Legacy				
The Wedge	Ridgewood or Centerville	Growth				
Beltline	Century	Growth				
Beltline	Buckingham	Growth				
Beltline	Holiday Park	Growth				
Beltline	Holford	Growth				
	<i>If catalyst at Wynn Joyce:</i>					
Broadway	Club Hill	Growth				
Broadway	Meadowcreek	Growth				
Broadway	Gatewood	Growth				
	<i>If catalyst at Oates:</i>					
Broadway	New West	Growth				
Broadway	Eastern	Growth				
Broadway	Gatewood	Growth				

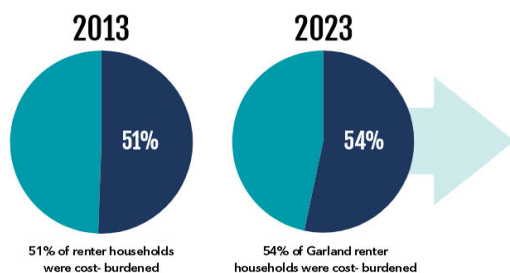
Garland Housing Strategy Outcomes

1 The share of renter households with cost burdens is stable or shrinking.

1 out of 2 Garland renter households are currently cost burdened. Attention to affordability gaps is a priority for Garland city leadership. Progress will look like more units available at rents lower-income households can afford, to eliminate their cost burden.

ADDRESSES THE AFFORDABILITY GAP

THE STARTING POINT:



In 2023, 54% of Garland renter households were cost burdened, an increase from 51% in 2013. **Garland should seek to reverse this trend.**

THE STRATEGY:

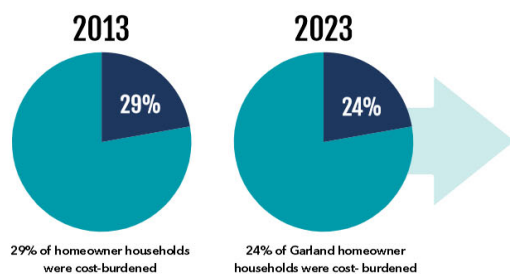
INPUTS: Resources & Activities (Including, but not limited to)	OUTPUTS: Target Units Changed/ Households Assisted	IMPACTS: Results to Look For	LEADING INDICATORS: Near-Term Changes that Show Progress
- NEW SF Rental Rehab Program 4% LIHTC to renovate existing multifamily - New units for under 50% AMI (GHFC or other developer) in mixed-income developments - PFC units for under 60% AMI in mixed-income developments	# of households assisted # of new MF units produced affordable to under 60% AMI - Additional over current per year <i>Note: the volume of households or units that Garland can assist is largely dependent on the amount of State & Federal resources the city receives, which is outside of its control. Additional volume would be possible with a commitment of local resources.</i>	- Better alignment between household incomes and the costs of rental units available in Garland's inventory. - Improved housing quality for lower-income households.	Comparison of renter incomes to gross rents. <i>If rents rise more than wages, it may undermine Garland's best efforts to close this gap.</i>

2 The share of homeowner households with cost burdens is stable or shrinking.

1 out of 4 Garland homeowner households are currently cost burdened. Attention to affordability gaps is a priority for Garland city leadership. Progress on this front will look like assisting lower-income homeowner households with costly home repairs, to alleviate their cost burden.

ADDRESSES THE AFFORDABILITY GAP

THE STARTING POINT:



In 2023, 24% of Garland homeowner households were cost burdened, a decrease from 29% in 2013. **Garland should seek to continue this trend.**

THE STRATEGY:

INPUTS: Resources & Activities (Including, but not limited to)	OUTPUTS: Target Units Changed/ Households Assisted	IMPACTS: Results to Look For	LEADING INDICATORS: Near-Term Changes that Show Progress
- Home Repair Program - Garland Cares for income-eligible - Emergency Repair Assistance - Home Infill Program - GREAT Home Rehab Program - Down Payment Assistance	# of households under 60% AMI assisted # of homes sold to income-eligible buyers	Improved housing quality and critical repairs for lower-income households.	Comparison of owner incomes to sale prices or appraised values. <i>If housing costs rise more than wages, this may undermine Garland's best efforts to close this gap.</i>

Garland Housing Strategy Outcomes

ADDRESSES THE MARKET GAP

3

The share of residential properties needing only minimal reinvestment is increasing.

A significant majority of Garland's residential properties are not being well maintained, exerting an outsized influence on resident and visitor perceptions, and in turn the range of households choosing to buy in Garland. Progress will look like improving curb appeal, higher sale prices, and better property conditions.

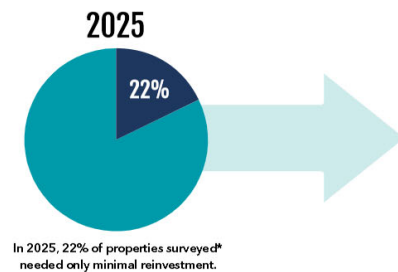
Growth Neighborhoods
Property conditions in a "revitalized" NSA will have:

- More than 30% of residential properties needing only minimal reinvestment, AND
- Less than 10% of residential properties needing major reinvestment.

Legacy Neighborhoods
Property conditions in a "stabilized" NSA will have:

- More than 25% of residential properties needing only minimal reinvestment, AND
- Less than 30% of properties needing major reinvestment.

THE STARTING POINT:



*42,379 of Garland's approximately 60,000 residential properties were surveyed, primarily in the core of the City where economic focus areas are designated. Many of the properties not surveyed were located in "Competitive" submarkets and are more likely to be in good condition.
Trend not available.

THE STRATEGY:

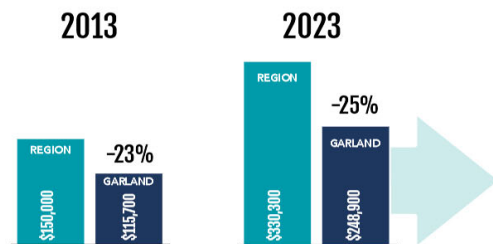
INPUTS:	OUTPUTS:	IMPACTS:	LEADING INDICATORS:
Resources & Activities (Including, but not limited to)	Target Units Changed/ Households Assisted	Results to Look For	Near-Term Changes that Show Progress
• Proactive code enforcement • For income-eligible owners, referrals to safety net programs available citywide, such as: Garland Cares, Senior Lawn Care Assistance, Home Repair Program, etc. • Home Infill Program • GREAT Home Rehab Program Growth Neighborhoods • New Block Challenge Program • New Homeowner Renovation Program • New SF Developer Incentive Program Legacy Neighborhoods • Restructured HIIP Program • New Rental Rehab Program	• # of code violations resolved • # of home renovations completed • # of new or rehabbed homes sold above NSA market	• Improved residential property conditions, more appealing neighborhoods. • Share of properties with code violations decrease.	• Percent of homes receiving incentives • Change in Property Conditions • Total investment in SF upgrades • Leverage ratio - public to private investment in SF upgrades • Single-family home sale prices are closer to regional averages

Garland Housing Strategy Outcomes

4 The difference between the median single-family home value in Garland and the median home value in the region is shrinking.

Garland's older, smaller homes are undervalued in the region, leaving owners without sufficient motivation for reinvestment. Progress on this outcome will come in the medium- to long-term, as improved property conditions translate to better sale prices, and sale prices translate into higher appraisals.

THE STARTING POINT:



In 2023, Garland's median home value of \$248,900 was 25% lower than the MSA/region's median home value of \$330,300, a gap increase of 2 percentage points from 2013. **Garland should seek to reverse this trend.**

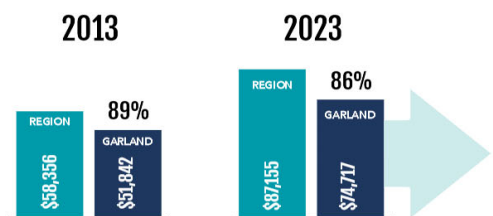
THE STRATEGY:

INPUTS:	OUTPUTS:	IMPACTS:	LEADING INDICATORS:
Resources & Activities (Including, but not limited to)	Target Units Changed/ Households Assisted	Results to Look For	Near-Term Changes that Show Progress
- Home Infill Program - GREAT Home Rehab Program - NEW SF Developer Program	# of above market home sales - Overall volume for home infill & GREAT Home rehab sales in a given neighborhood - Overall volume for SF developer sales	- Median home values in focus area neighborhoods are rising - More households earning over \$150,000 a year are living in Garland	- Realtor and buyer feedback shows increased willingness to consider homes in the EFA - Homes being sold faster than the region - Median sale prices in focus area neighborhoods are rising

5 The difference between Garland's median household income and that of the region is getting smaller.

Garland's older, smaller homes are undervalued in the region, leaving owners without sufficient motivation for reinvestment. Progress on this outcome will come in the medium- to long-term, as improved property conditions translate to better sale prices, and sale prices translate into higher appraisals.

THE STARTING POINT:



In 2023, Garland's median household income of \$74,717 was 86% of the regional median of \$87,155, a gap increase of 3 percentage points from 2013. **Garland should seek to reverse this trend.**

THE STRATEGY:

INPUTS:	OUTPUTS:	IMPACTS:	LEADING INDICATORS:
Resources & Activities (Including, but not limited to)	Target Units Changed/ Households Assisted	Results to Look For	Near-Term Changes that Show Progress
- Node redevelopment into "destination" centers - New construction of multifamily units at market rates. - Corridor beautification	# of above NSA market home sales - Overall volume for home infill & GREAT Home rehab sales in a given neighborhood - Overall volume for SF developer sales	- Median home values in focus area neighborhoods are rising - More households earning over \$150,000 a year are living in Garland	- Number of program participants in Growth neighborhoods - Developer Interest - Post-development absorption rates of new multifamily - Median sale prices in focus area neighborhoods are rising

Growth Neighborhoods

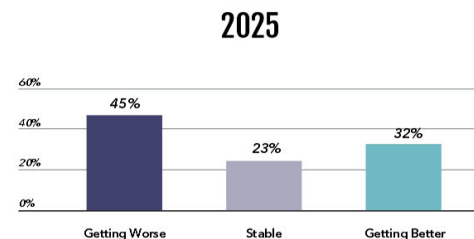
- NEW SF Rehab Incentive Program; subsequent home sales
- Home Infill Program
- GREAT Home Rehab Program
- NEW SF Developer Program

Garland Housing Strategy Outcomes

6 Garland is increasingly recognized in the region – and amongst its residents – as a place of choice.

Perception and image are a more qualitative measure and are inferred from the data related to household characteristics for those who are – and are not – choosing Garland along with data on property conditions and sale prices. Progress on this metric will look at: How are people talking about Garland? How is Garland being portrayed in the region?

THE STARTING POINT:



In 2025, only about 30% of respondents to the Garland Forward Planning Survey believed properties in their neighborhood (both residential and commercial) were well-maintained and/or improving. **Garland should periodically ask residents to respond to a survey and ask about their perceptions of the community.**

THE STRATEGY:

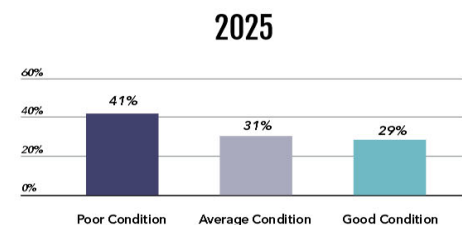
INPUTS: Resources & Activities (Including, but not limited to)	OUTPUTS: Target Units Changed/ Households Assisted	IMPACTS: Results to Look For	LEADING INDICATORS: Near-Term Changes that Show Progress
- Code enforcement & compliance - Private property upgrades - Corridor beautification	- Improving perceptions about Garland in resident survey. - Positive outreach and promotional stories about Garland. - Positive Realtor feedback about Garland. - More upper-middle income households move to Garland.	- Existing residents have a greater sense of pride. - Regionally, Garland is noticed in a positive way. - Corridors and neighborhoods read as appealing to more economically diverse outside markets	- Positive news stories about Garland. - Positive Realtor feedback about Garland. - Improving perceptions about Garland in resident survey. - More upper-middle income households move to Garland.

7 Nodes have become Mixed-Use Activity Centers with a blend of housing, retail, office, and service uses.

Currently, the key intersections contain mostly one-story, auto-oriented strip-retail uses, producing a low value per acre for the City. As these redevelop into mixed-use places, form will shift to taller buildings, owners will upgrade their properties, the public realm will become more pleasant, and the retail/office mix will expand. In the future, these places are magnets that people want to spend time in – either living, working, or recreating.

THE STARTING POINT:

The City should establish value-per-acre baselines for each node.



In 2025, only 29% of respondents to the Garland Forward Planning Survey believed commercial properties in their neighborhood were well-maintained. **Garland should periodically ask residents to respond to a survey and ask about their perceptions of the community to track this indicator.**

THE STRATEGY:

INPUTS: Resources & Activities (Including, but not limited to)	OUTPUTS: Target Units Changed/ Households Assisted	IMPACTS: Results to Look For	LEADING INDICATORS: Near-Term Changes that Show Progress
- Economic Development Façade Grants - Acquisition / Demolition / Site Preparation - Redevelopment Projects - Multifamily, Mixed-Use - Public Realm Investments	- New buildings - New residential units - New businesses moving in - Street trees, landscaping, branding/signage, public art/ streetscaping	- Increasing number of resident-desired commercial amenities are present. - Increasing number of resident-desired commercial amenities are present. - Each node is a distinct, identifiable place, where people shop, dine, gather, work, and live. - Retail spaces have fewer vacancies and command higher rents. - Value per acre is increasing	- Developer perceptions about the risk of working in Garland improve. - Fewer redevelopment projects require incentives or the incentive amount required lessens over time. - Retail spaces command higher rents. - Catalyst projects become established.

Garland Housing Strategy Outcomes

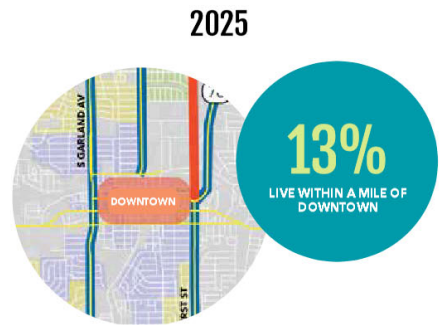
ADDRESSES THE MARKET GAP

8

Downtown Garland has become a neighborhood of its own with at least 16% of the city's population living within a mile.

Garland Square is already a commercial, cultural, and civic destination for both residents and visitors. That success, however, is fragile without additional residential development. Progress on this front means adding many more residential units – in various forms – to the blocks in and around downtown. New units can do double duty to attract the upper-income households missing from Garland's current household mix.

THE STARTING POINT:



In 2025, 32,000 residents, or about 13%, live within a mile of Downtown Garland.

THE STRATEGY:

INPUTS:	OUTPUTS:	IMPACTS:	LEADING INDICATORS:
Resources & Activities (Including, but not limited to)	Target Units Changed/ Households Assisted	Results to Look For	Near-Term Changes that Show Progress
- Site Acquisition / Prep - Multi-Family, "Missing Middle", and other residential development - Continued investment in streetscapes and other public realm treatments - Tax Increment Financing, Public Facilities Catalyst Projects	2,500+ units added - Increasing population living within 1 mile of downtown - Additional retail and commercial development	- Higher taxable value per acre - Higher retail sales / sales tax revenue - Low vacancy rates in commercial spaces - More higher-income households living in Garland - Increasing number of resident-desired commercial amenities are present.	- Developer interest - Decreasing need for development subsidy

GARLAND TEXAS HOUSING STRATEGY



Planning
Consultants

czb