



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

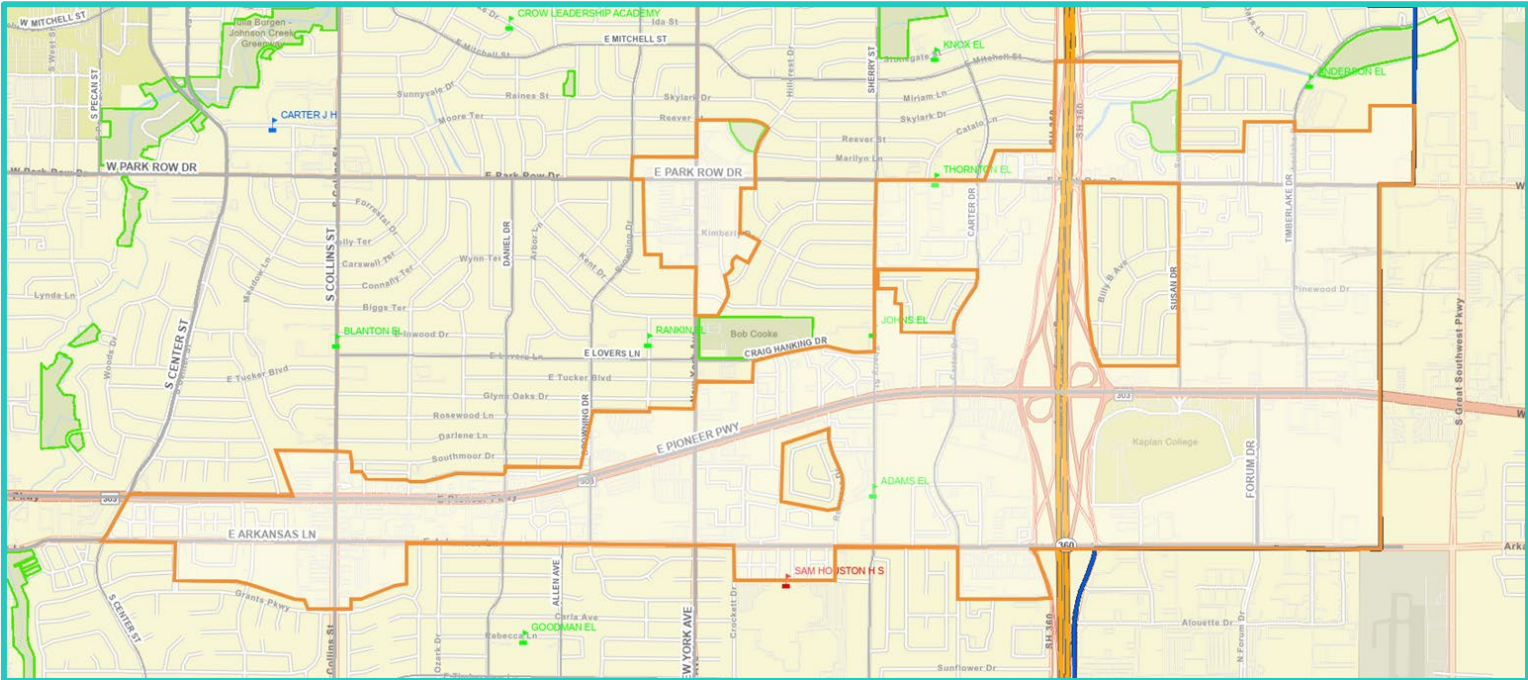
- Margaret Mead

INTERNATIONAL CORRIDOR VISIONING EFFORT

Advisory Committee Meeting #1
October 3, 2022

INTERNATIONAL CORRIDOR STUDY AREA

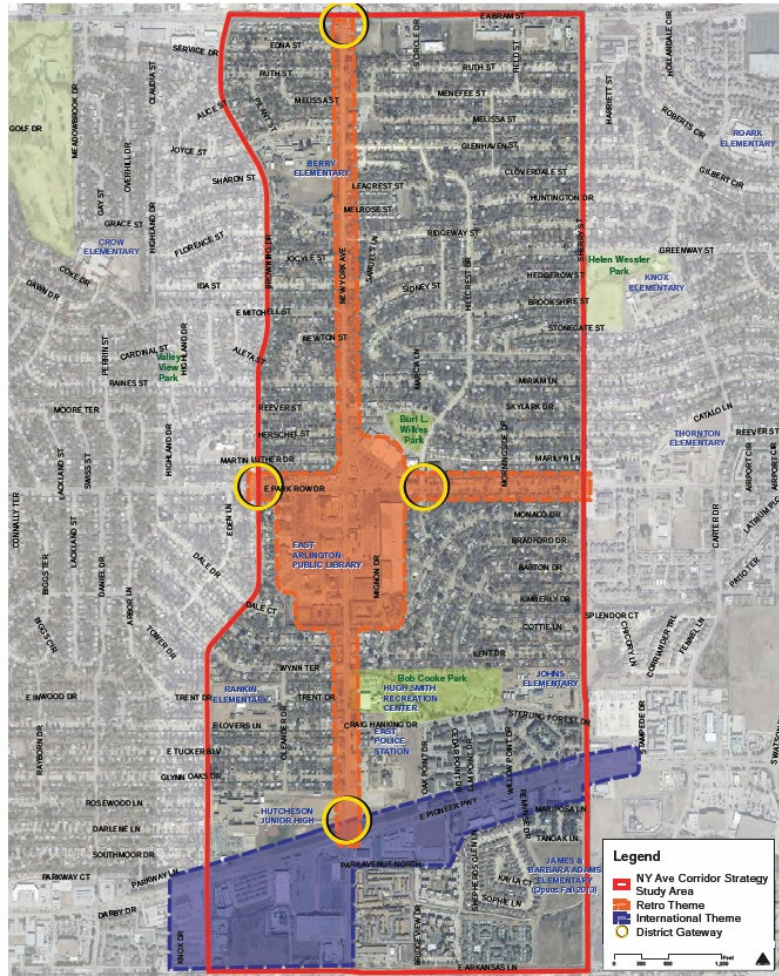
Pioneer Parkway beginning at S. Center St. on west and runs east to Great Southwest Parkway. Area includes a ¼ mile buffer to capture residents of the corridor that may be impacted by recommendations.



International Corridor Boundary

INTERNATIONAL CORRIDOR EFFORTS, 2013-15

New York Avenue Corridor Strategy, 2013

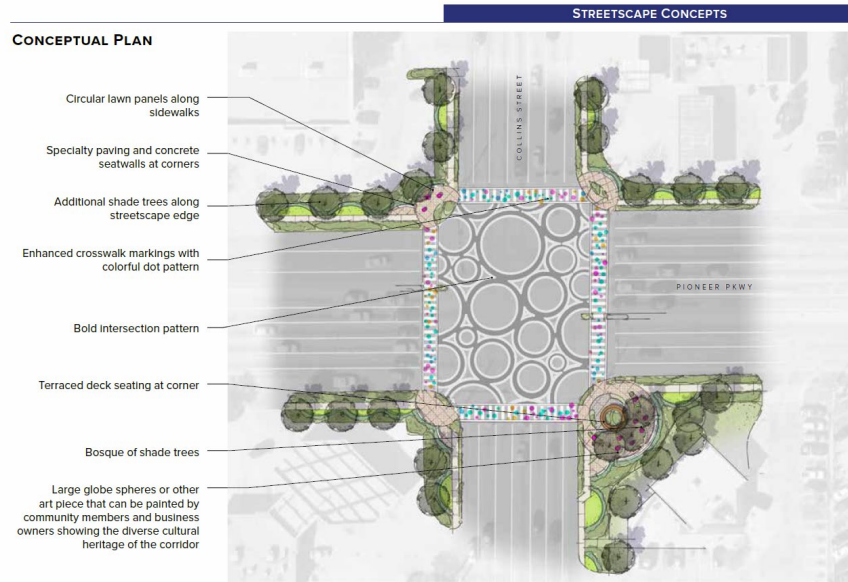


New York Streetscape Improvements from Abram to Arkansas



INTERNATIONAL CORRIDOR EFFORTS, 2015-18

Collins and Pioneer Design Guidelines, 2018



GATEWAY GUIDELINES

STREET SIGN TOPPER CONCEPT

When approved, a supplementary honorary street sign topper can be installed along the International Corridor. The following guidelines diagrammed below should be followed.



GENERAL NOTES - INTERSECT CONCEPT

- 1) Font is Proxima Nova Extra Condensed Semibold. Font is Vietnamese alphabet compatible.
- 2) Font Color is Pantone 280C
- 3) Symbol represents the intersection and convergence of global cultures and colors along the International Corridor.

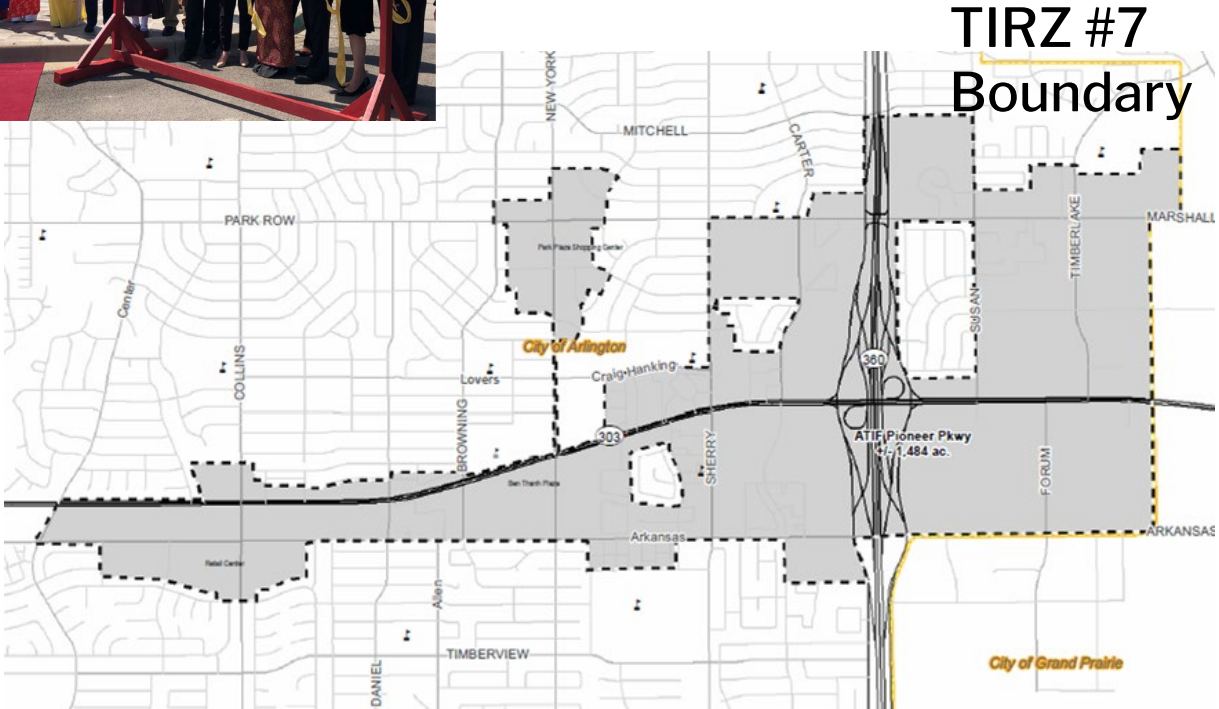


TxDOT Pedestrian Improvements – Completed 2022

INTERNATIONAL CORRIDOR EFFORTS, 2019-21



International Corridor
Honorary Sign Toppers

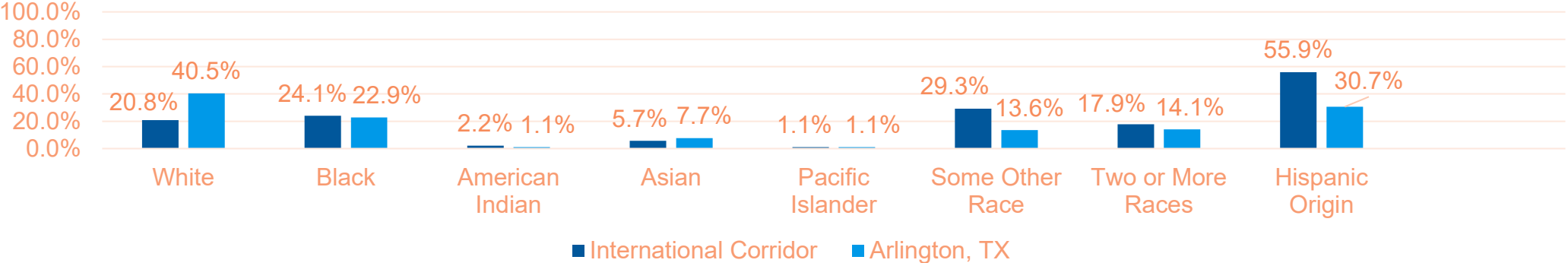




DEMOGRAPHICS

CORRIDOR DEMOGRAPHICS

Race & Ethnicity



Income

	International Corridor	Arlington, TX
Median Household Income	\$46,422	\$66,466
Median Home Value	\$157,337	\$235,004
Per Capita Income	\$20,487	\$33,697
% Below Poverty Level	25%	12%

Population

	International Corridor	Arlington, TX
Total Population	40,310	394,266
Total Households	13,589	142,650
Median Age	27.9	33.5

HOUSEHOLD INCOME

76.4% of Households in the International Corridor earn less than \$75,000, compared to 55.2% of Households Citywide.

Household Income Ranges	International Corridor	Arlington TX
Household Income Base	13,563	144,424
<\$15,000	11.4%	7.3%
\$15,000 - \$24,999	13.5%	6.8%
\$25,000 - \$34,999	11.4%	8.1%
\$35,000 - \$49,999	16.8%	12.9%
\$50,000 - \$74,999	23.3%	20.1%
\$75,000 - \$99,999	11.4%	13.8%
\$100,000 - \$149,999	7.9%	16.7%
\$150,000 - \$199,999	2.8%	7.6%
\$200,000+	1.5%	6.7%

3 highest percentage income ranges

EDUCATIONAL ATTAINMENT

63.4% of the 25+ Population in the International Corridor have a High School Diploma/GED Credential or lower, compared to 35.8% Citywide.

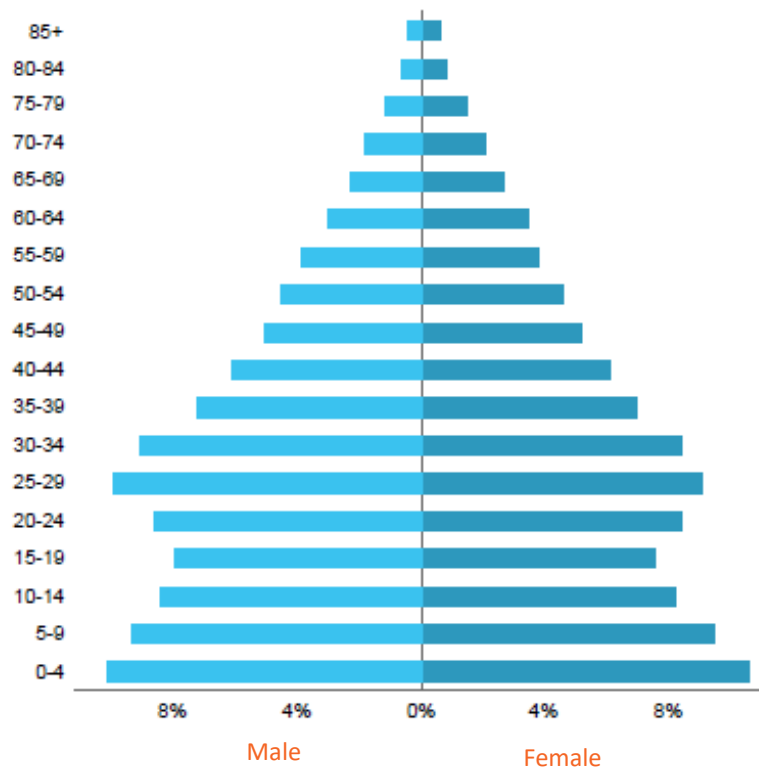
Population 25+	International Corridor	Arlington TX
Total Population 25+	22,294	256,955
Less than 9 th Grade	17.8%	5.5%
9-12 th Grad, No Diploma	13.3%	6.5%
High School Graduate	27.2%	20.3%
GED/Alternative Credential	5.1%	3.5%
Some College, No Degree	15.0%	21.0%
Associate Degree	6.1%	8.6%
Bachelor's Degree	12.3%	23.6%
Graduate/Professional Degree	3.2%	10.9%

3 highest percentage educational attainment

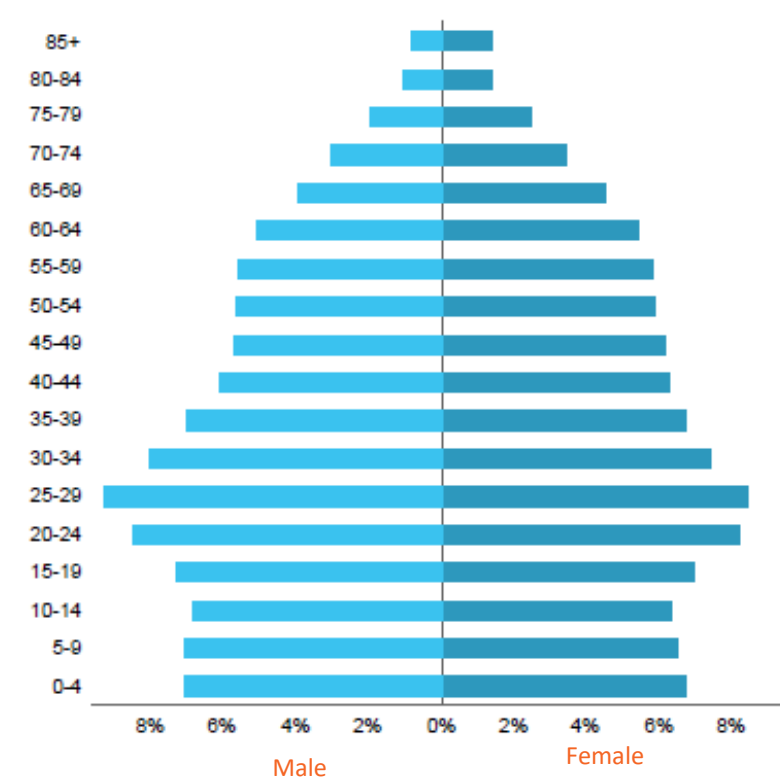
AGE DISTRIBUTION

The International Corridor has a much younger population compared to the City as a whole, with an average age 5.6 years younger than that City average age of 33.5 years. The study area also has a burgeoning youth population from 0-9 years of age that is not seen citywide. The largest age group in the International Corridor is 25-34 years (18.4%).

International Corridor



Arlington, TX



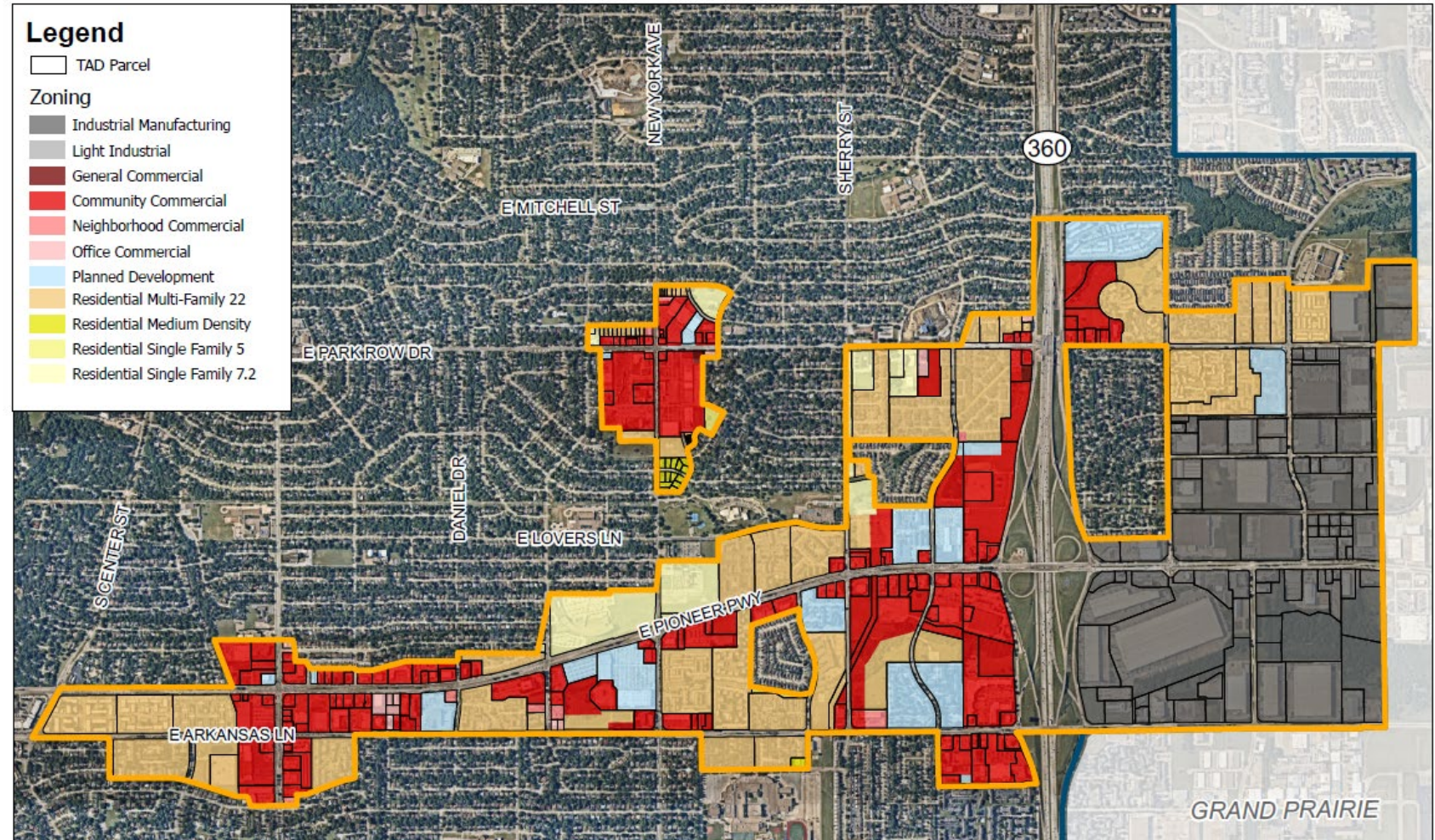


LAND USE & ZONING

ZONING

Pioneer Parkway is primarily a commercial corridor, but the International Corridor includes a significant portion of the Great Southwest Parkway Industrial Park.

Zoning by acreage in the study area is :
Industrial Manufacturing (31.2%),
Community Commercial (25.5%),
Residential Multi-Family 22 (28.5%).

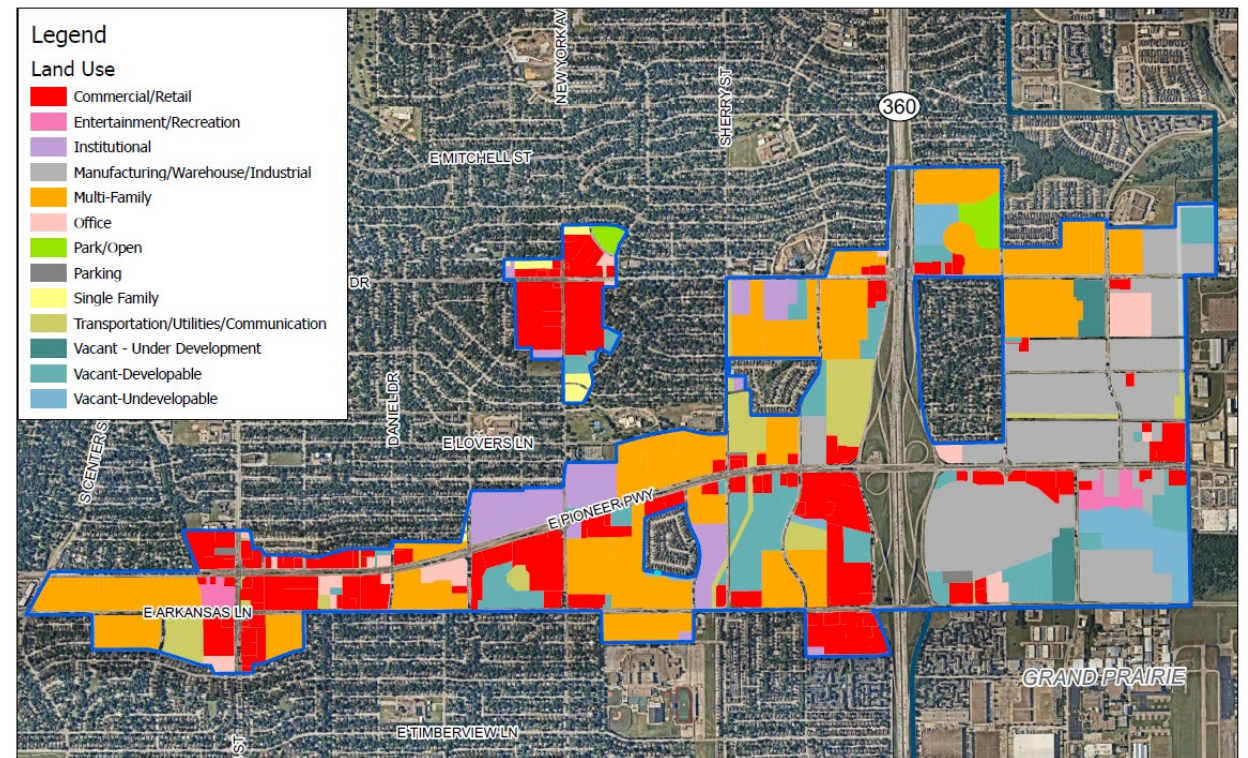


LAND USE

The Land Use of the study area reflects the zoning. Commercial, Industrial, and Multi-Family uses are the primary land uses; however, the land uses show that the most acreage in the corridor is a Multi-Family Residential land use (27.8%), followed by Commercial/Retail (21.1%) and Manufacturing/Warehouse/Industrial (20.2%) land uses.

The fourth highest land use is **Vacant-Developable** land with 108.04 acres available for development.

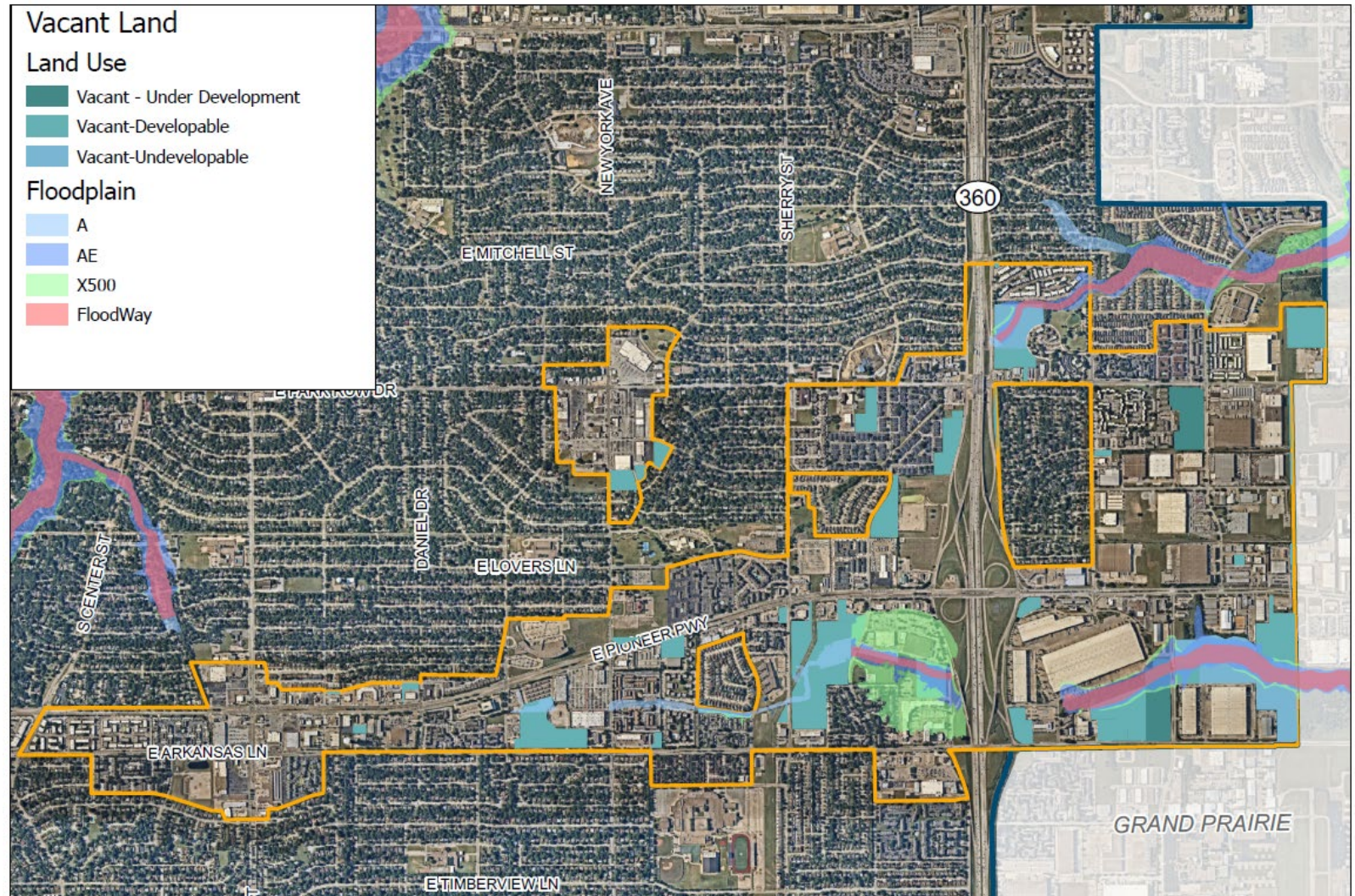
Land Use Category	Acres	Percentage
Multi-Family Residential	333.60	27.8%
Commercial/Retail	253.75	21.1%
Manufacturing/Warehouse/Industrial	242.78	20.2%
Vacant - Developable	108.04	9.0%
Transportation/Utilities/Communication	67.99	5.7%
Institutional	65.42	5.4%
Vacant - Undevelopable	39.79	3.3%
Office	32.55	2.7%
Vacant - Under Development	18.53	1.5%
Entertainment/Recreation	14.43	1.2%
Park/Open Space	12.75	1.1%
Single Family Residential	7.95	0.7%
Parking	3.48	0.3%



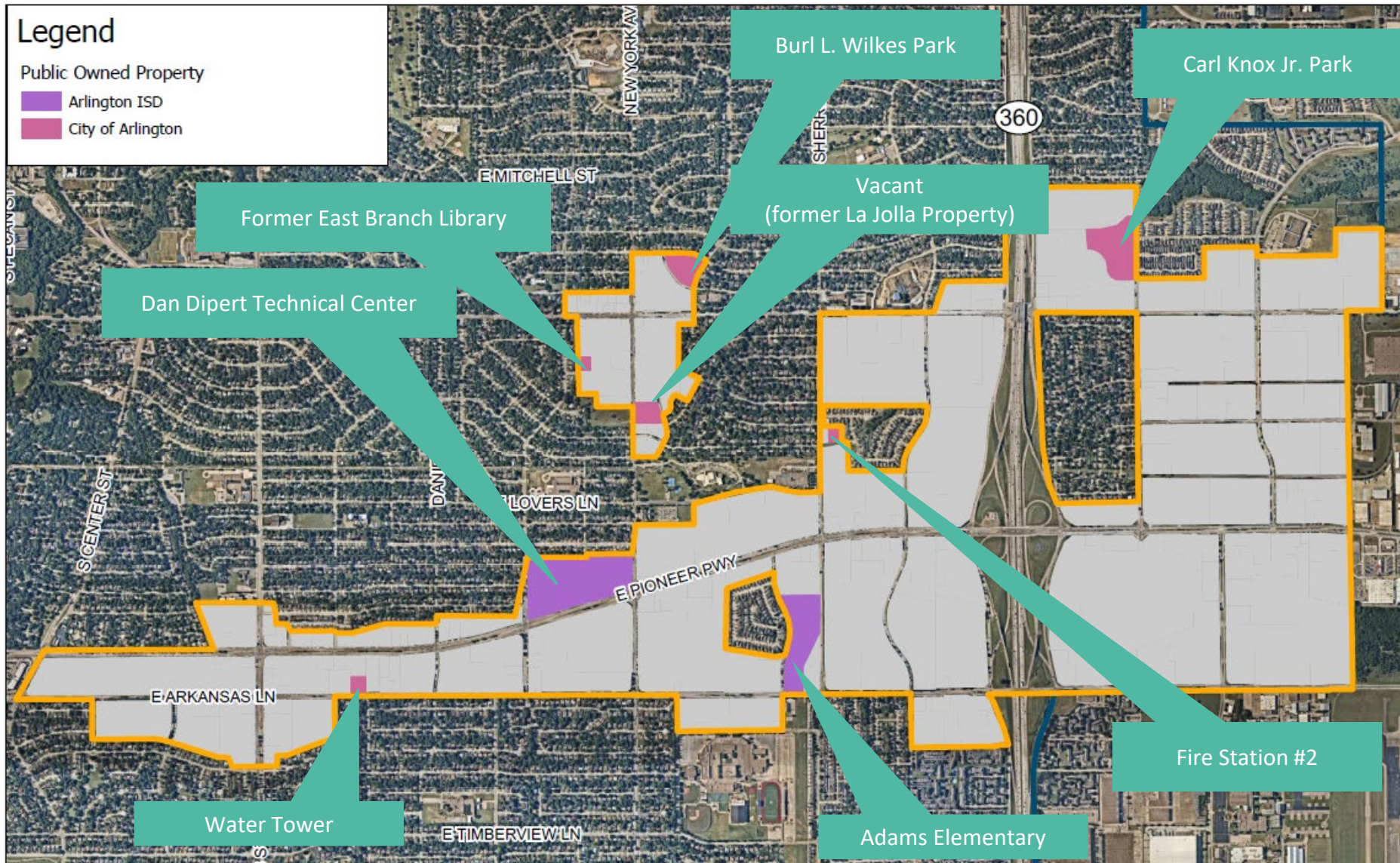
VACANT LAND

Over 166 acres of vacant land in the International Corridor, of this acreage, 18.5 acres are currently under development and 39.8 acres are undevelopable. This leaves approximately 108 acres remaining of developable vacant land in the Corridor.

Vacant land is spread throughout the study area, and there are several larger lots that could support new development, although there is very little vacant frontage on Pioneer Parkway. There are also several opportunities within the Industrial portions of the Corridor.



PUBLICLY-OWNED PROPERTY





BUSINESS PROFILE

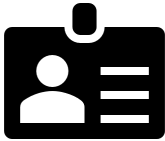
INTERNATIONAL CORRIDOR BUSINESS PROFILE

TOTAL BUSINESSES



1,105

TOTAL EMPLOYEES



8,896

JOB TYPES



44.4%

Blue Collar Jobs

LOCAL MARKET TRENDS

5.9% of all jobs
in Arlington are in the
International Corridor

The most common age of structures is
42 years

24 structures were built in 1980,
highest number of structures built
in any one year

72% of the existing structures
were built between 1960-1989

The most common job type in the
Corridor is Retail Trade

The highest subcategories are Food
& Beverage Services (3.3%) and
Motor Vehicle Parts and Dealers
(3.0%)

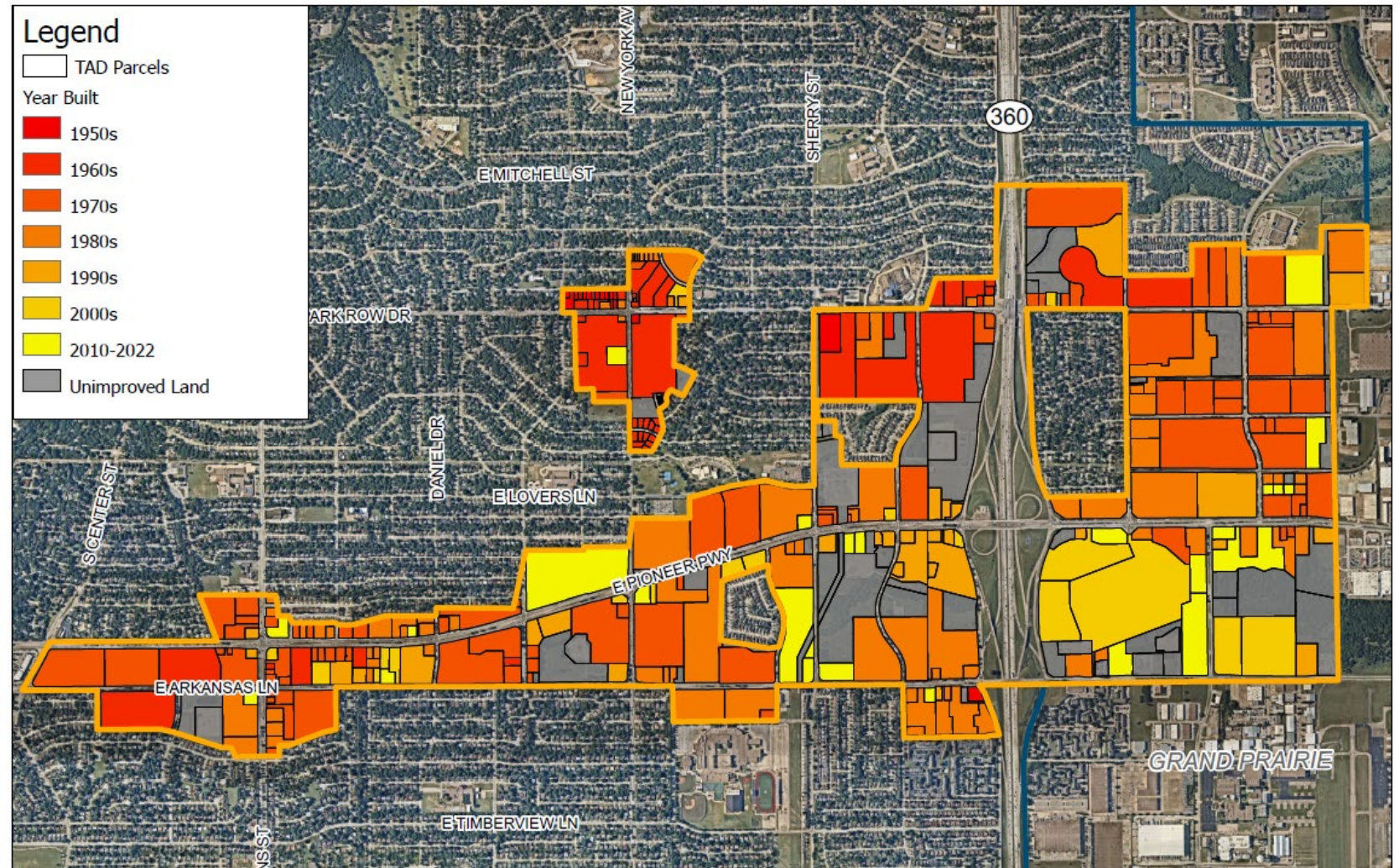
The second highest job
type in the Corridor is
Food Services &
Drinking Places

STRUCTURE YEAR BUILT

318 Structures within the International Corridor

The average age of structure is 41 years old

57% of structures were built before 1981





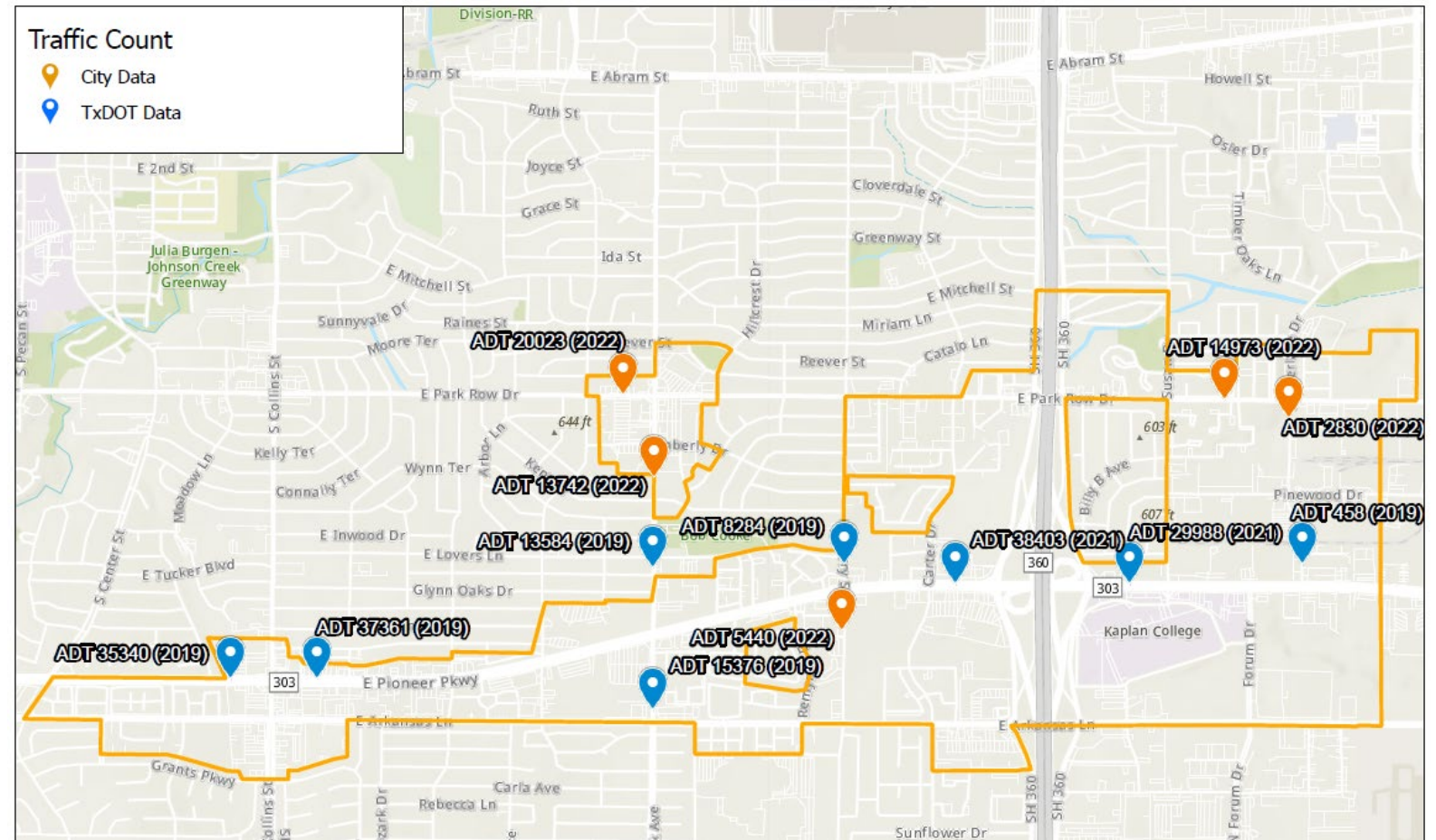
**MOBILITY,
ACCESSIBILITY
& SAFETY**

AVERAGE DAILY TRAFFIC (ADT)

ADT is significant along Pioneer Parkway (303) as it is a major east-west thoroughfare. Traffic counts reach peak ADT near SH 360 (38,403), where most of the traffic diverts to SH 360 north and southbound.

North-South travel through the Corridor is primarily on S. Collins Street and New York Avenue, with Sherry Street serving as a secondary route for drivers.

East of SH 360, traffic counts are much lower than west of SH 360.

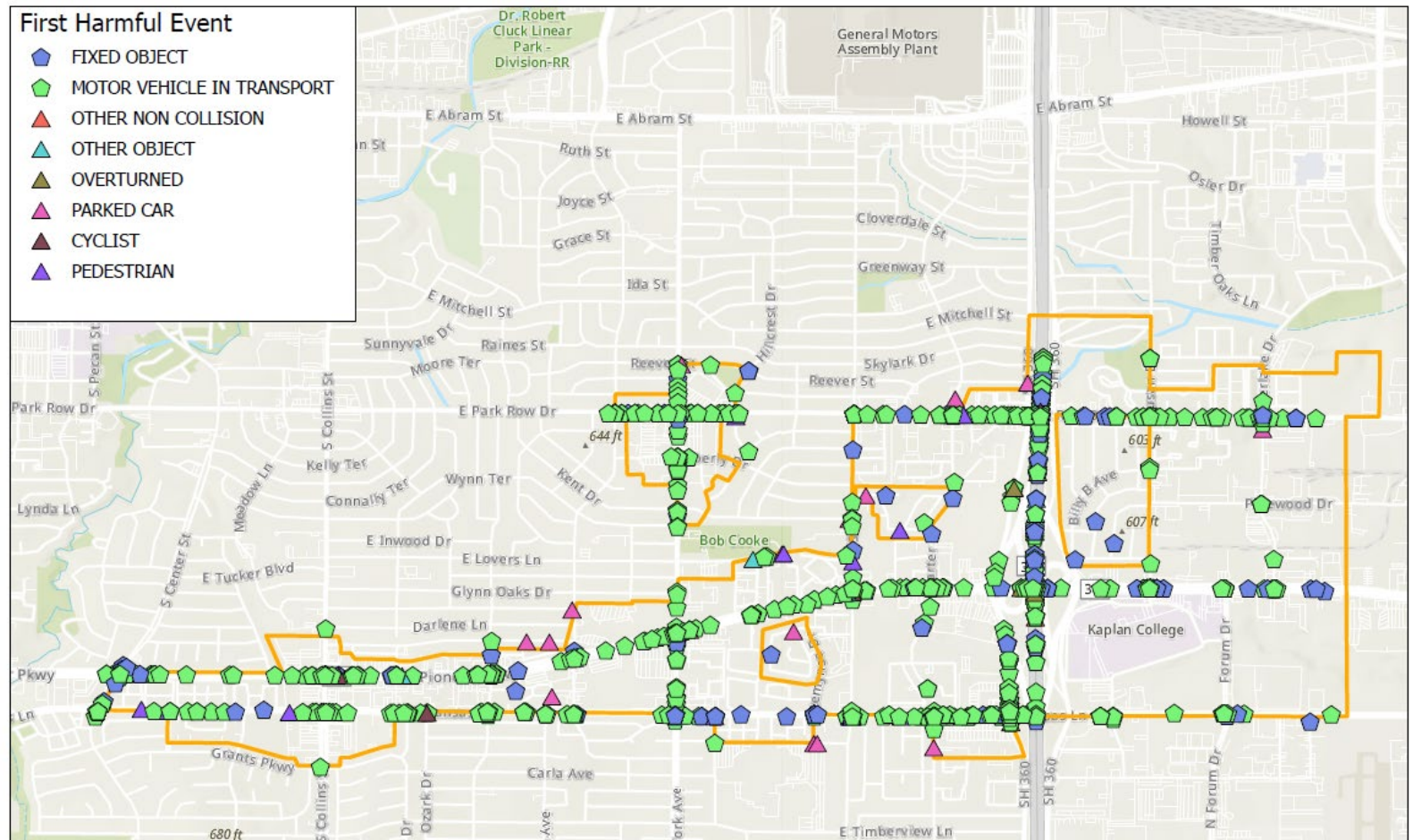


CRASH DATA

Crash data was collected from August 1, 2019 through July 31, 2022.

The most common type of crash was Motor Vehicle in Transport (83.3%) followed by Fixed Object (11.3%). The most crashes occurred on Pioneer Parkway (391 crashes), followed by SH 360 (326), E. Arkansas Lane (242), and E Park Row Drive (216).

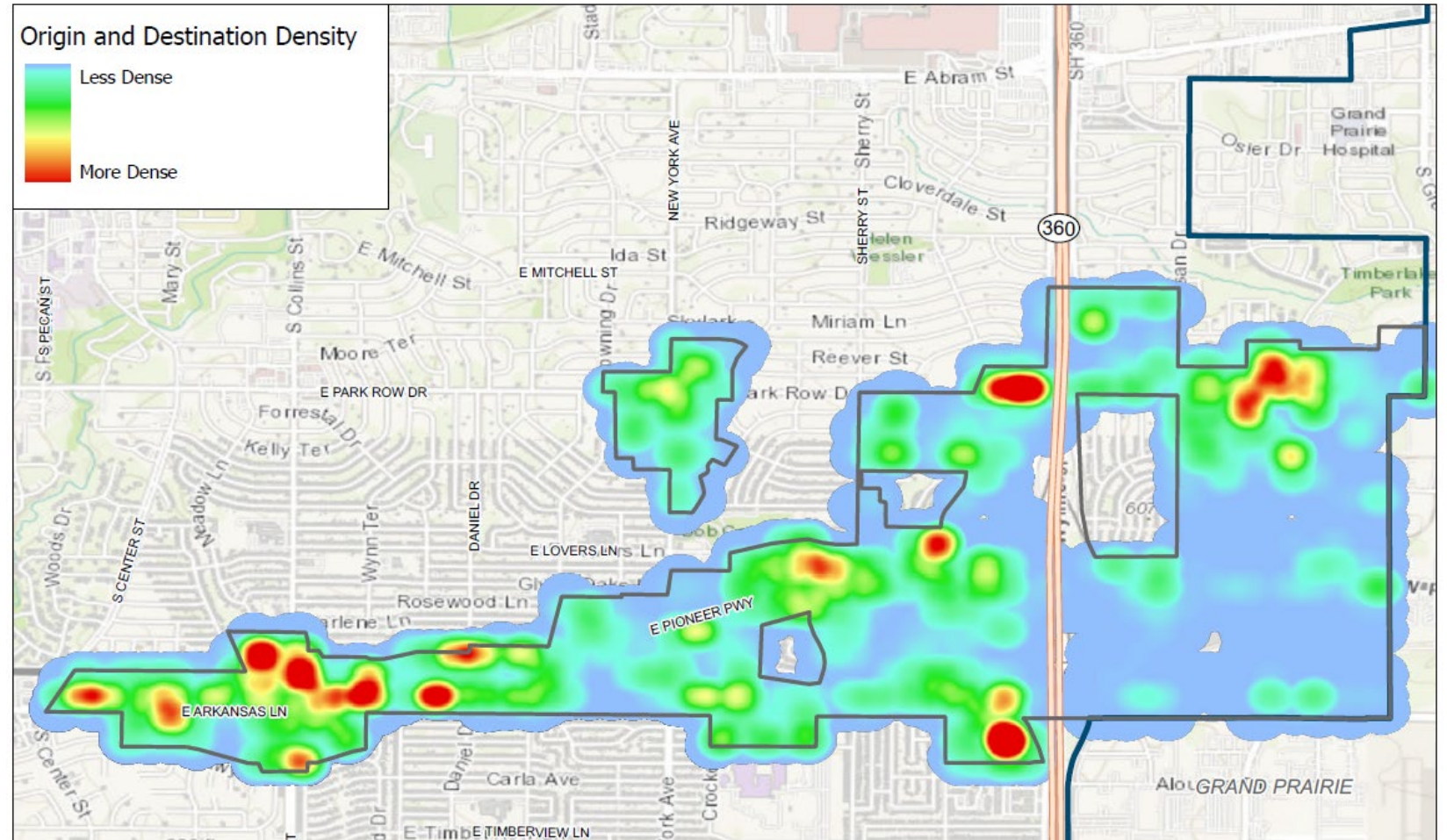
Of 1,515 crash events, 6 involved bicyclists, while 26 involved pedestrians, with one pedestrian fatality. In most cases, pedestrian-involved crashes were contributed to the pedestrian failing to yield to a vehicle.



TRANSPORTATION SERVICES

Primary Via pick-up and drop-off destinations are centered around food shopping stores and multi-family housing.

Major shopping retailers include the Halal Market, 99¢ Store & Bingo hall, Fiesta Grocery, and Kroger. These areas are also job centers for people living in or near the Corridor





DESIGN GUIDELINE EFFORTS

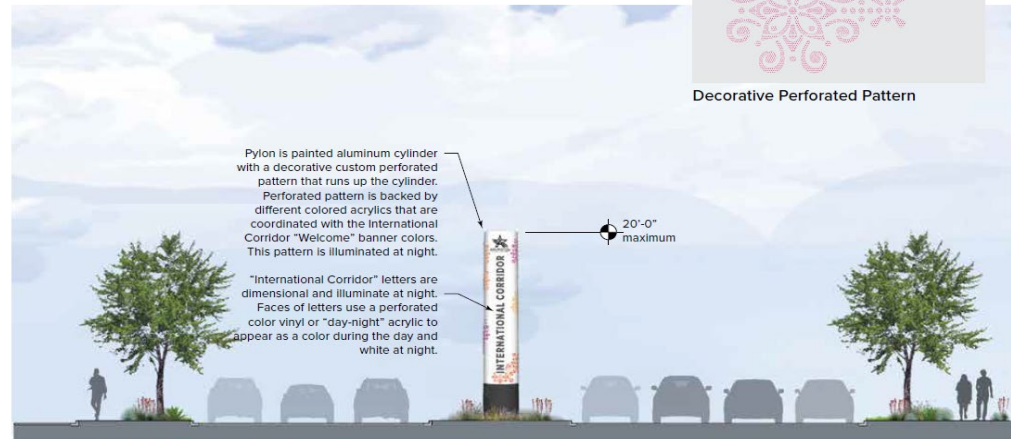
CITY OF ARLINGTON COLLINS & PIONEER DESIGN GUIDELINES, 2018

CONCEPTUAL RENDERING



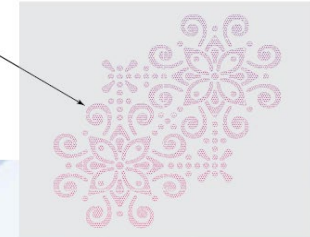
STREETScape CONCEPT

GATEWAY ICON CONCEPT



Decorative perforated areas are backed by a colored acrylic that is internally illuminated at night. Pattern color is visible both during the day and night. Perforation aperture and final pattern TBD and shown for reference only.

SIGNAGE GUIDELINES



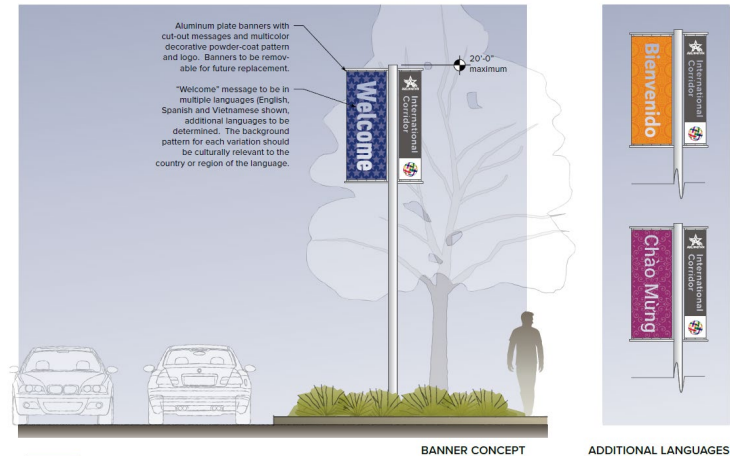
Decorative Perforated Pattern

Pylon is painted aluminum cylinder with a decorative custom perforated pattern that runs up the cylinder. Perforated pattern is backed by different colored acrylics that are coordinated with the International Corridor "Welcome" banner colors. This pattern is illuminated at night.

"International Corridor" letters are dimensional and illuminate at night. Faces of letters use a perforated color vinyl or "day-night" acrylic to appear as a color during the day and white at night.

20'-0" maximum

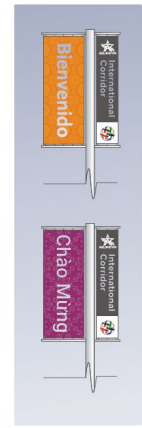
GATEWAY BANNER CONCEPT



Aluminum plate banners with cut-out messages and multicolor decorative powder-coat pattern and logo. Banners to be removable for future replacement.

"Welcome" message to be in multiple languages (English, Spanish and Vietnamese shown, additional languages to be determined. The background pattern for each variation should be culturally relevant to the country or region of the language.

BANNER CONCEPT



ADDITIONAL LANGUAGES

LANDSCAPE CHARACTER

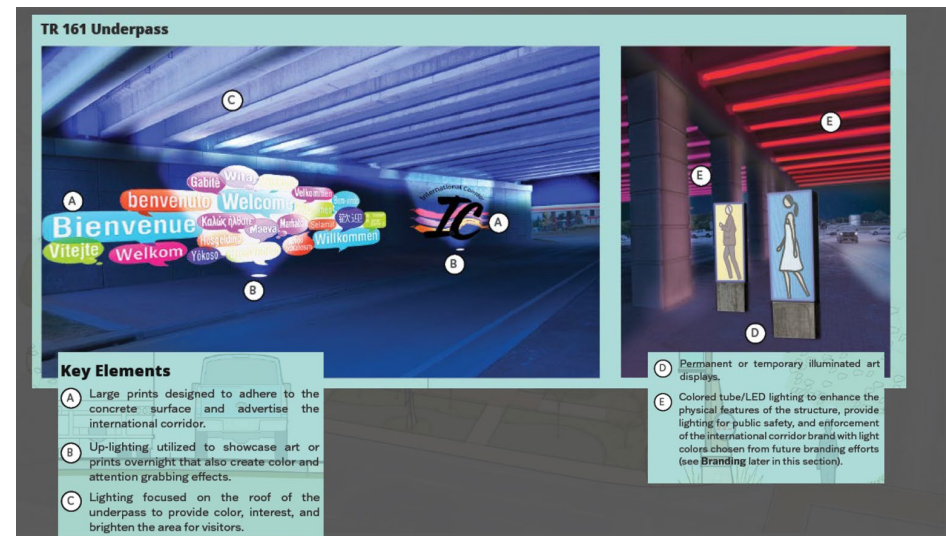
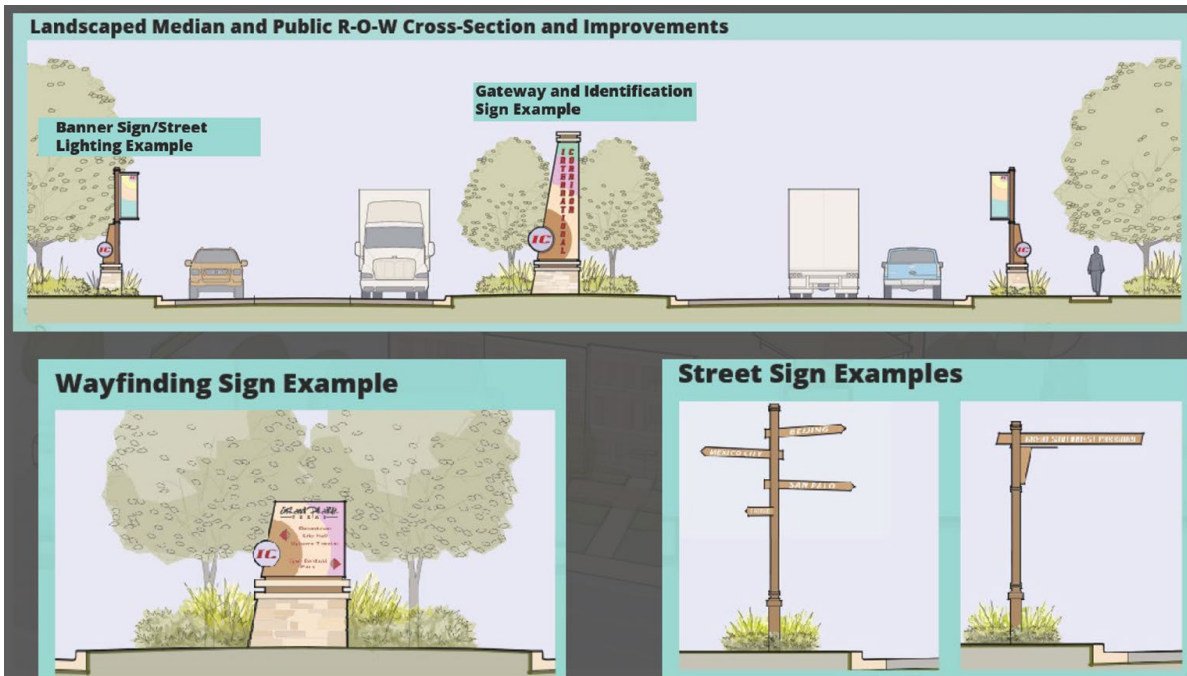
In addition to the City requirements, additional landscaping is recommended with the study area and corridor create a cohesive design along the streetscape. This landscape should be drought tolerant and easy to maintain with bold textures and colors to give seasonal interest throughout the area. Similar to the hardscape, the landscape design should complement the patterns of the overall theme and design motif for the intersection and corridor. These plantings will enhance the overall aesthetic of the area, protect pedestrians from vehicular traffic where feasible, and

can create a unique and colorful public realm environment. This planting character and aesthetic should also be encouraged within the private realm to enhance building entrances and focal points.



STREETScape GUIDELINES

CITY OF GRAND PRAIRIE INTERNATIONAL CORRIDOR DESIGN STRATEGY, 2021



CITY OF GRAND PRAIRIE INTERNATIONAL CORRIDOR DESIGN STRATEGY, 2021

Destination Node Activity Examples ● Performance/Art/Interest Nodes

The areas highlighted on Map 16, Destination Nodes, and integrated into these conceptual plans (in particular, the performance/art/interest nodes) may accommodate a variety of features, artwork, events, and activities that regularly entice residents and visitors to multiple destinations on the international corridor. (Larger events may only fit on private property nodes.) A few examples for consideration are:

Outdoor Music



Street Food Events



Unique/Cultural Sculptures



Seasonal Art Displays



Interactive Art Competitions/Live Art Displays



One-of-a-Kind Street Decorations



Food Truck Events



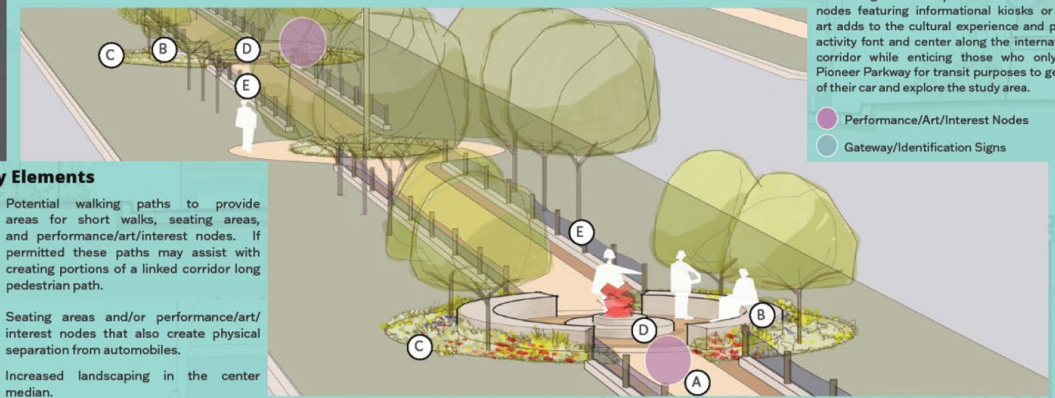
Historic or Cultural Information Plaques



Interactive Displays



Landscape Median and Public R-O-W Improvements - Conceptual Rendering



Ties to Placemaking

This rendering illustrates how the inclusion of new interest and activity generating elements may be integrated into the landscape median. The integration of performance/art/interest nodes featuring informational kiosks or local art adds to the cultural experience and places activity front and center along the international corridor while enticing those who only use Pioneer Parkway for transit purposes to get out of their car and explore the study area.

- Performance/Art/Interest Nodes
- Gateway/Identification Signs

Key Elements

- A** Potential walking paths to provide areas for short walks, seating areas, and performance/art/interest nodes. If permitted these paths may assist with creating portions of a linked corridor long pedestrian path.
- B** Seating areas and/or performance/art/interest nodes that also create physical separation from automobiles.
- C** Increased landscaping in the center median.
- D** Permanent or seasonal art displays/kiosks/interactive displays.
- E** Vertical separation fencing/screening to create safety for pedestrians.