

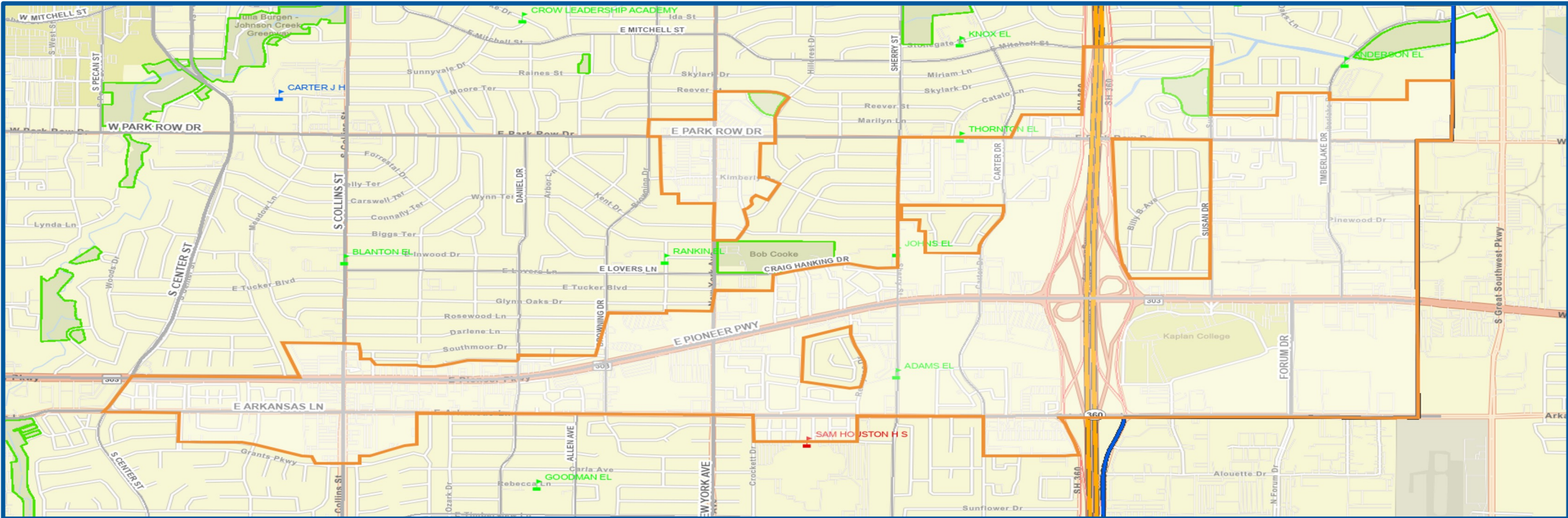


INTERNATIONAL CORRIDOR VISIONING EFFORT

Advisory Committee Meeting #2
November 14, 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

Next Steps:

Present Survey and Workshop Comments

Think about the International Corridor (long term)

***Agreement: Preserve the diverse cultures that currently exist.

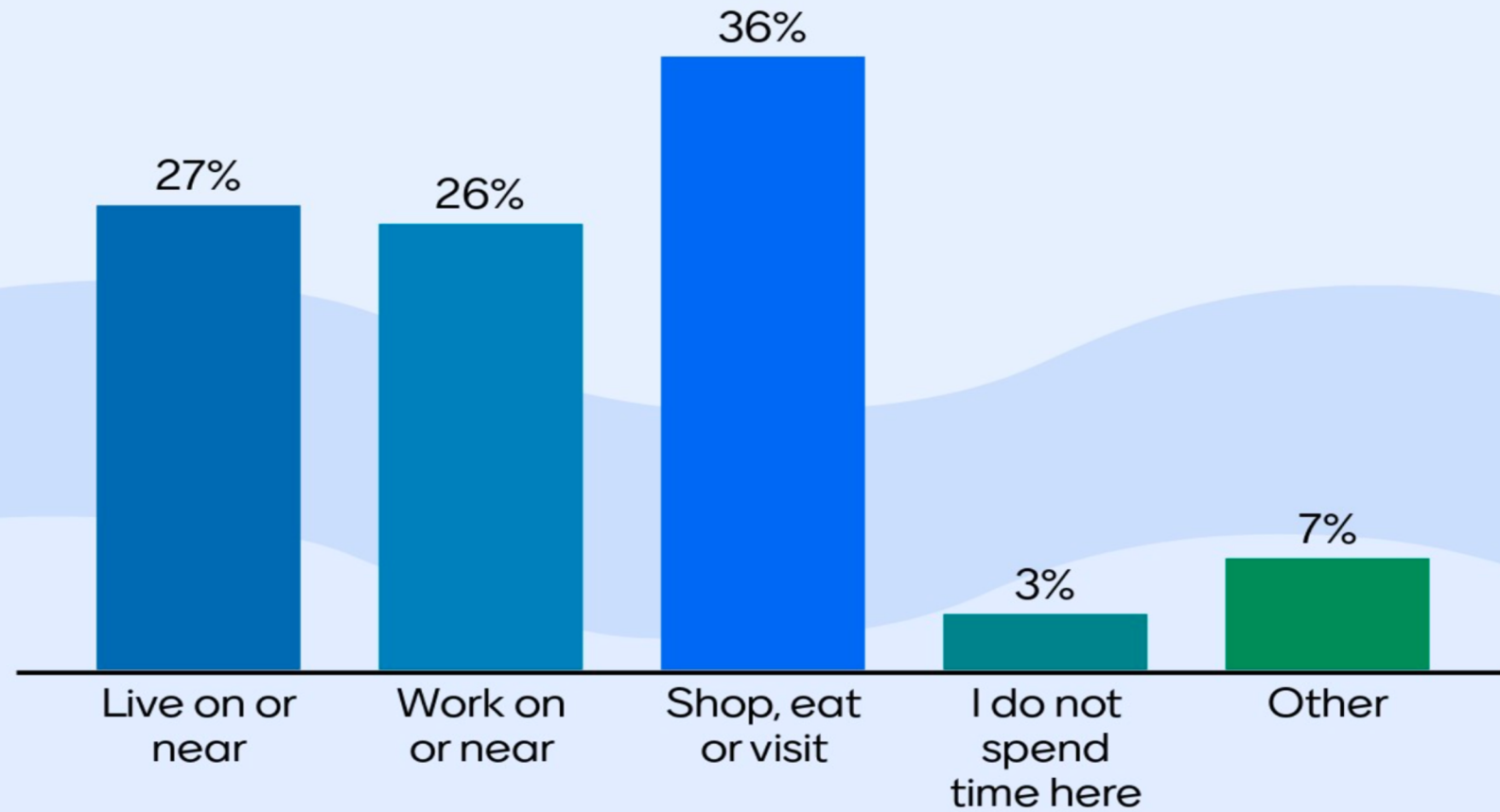
Each priority listed on the walls

Choose your top 4. What do you believe are the most important enhancements based on the feedback and input from the community?

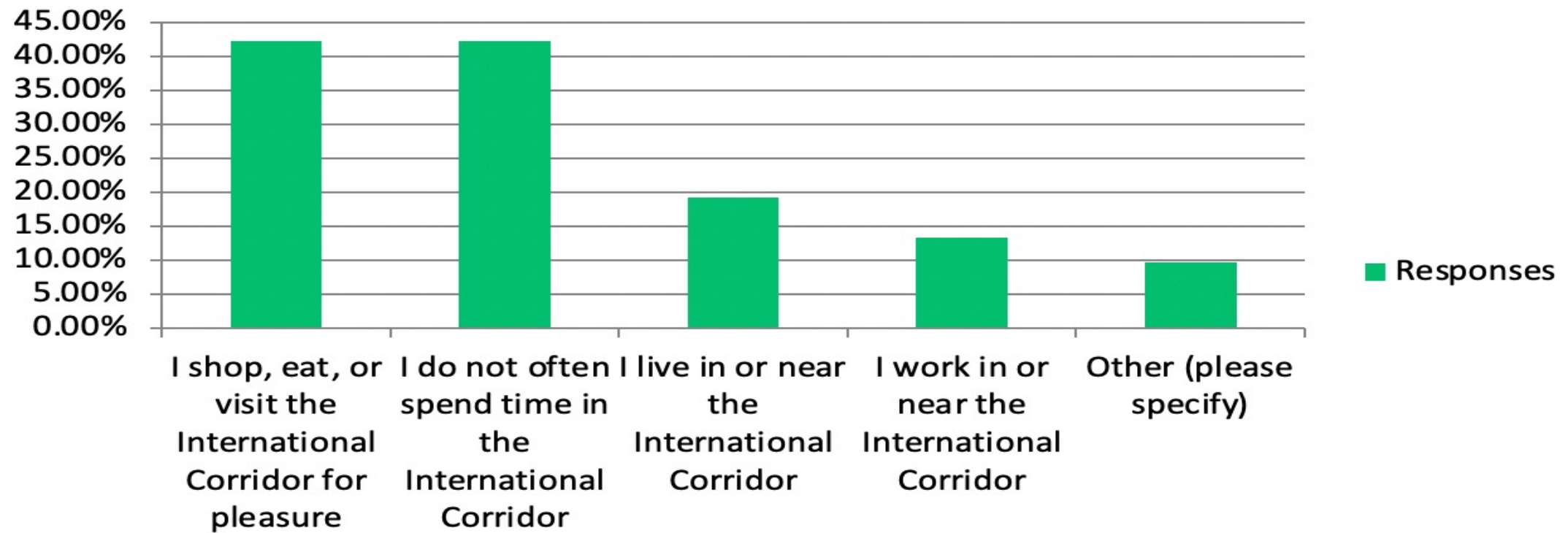


SURVEY & REPORT OUT RESULTS

How do you experience the international corridor?



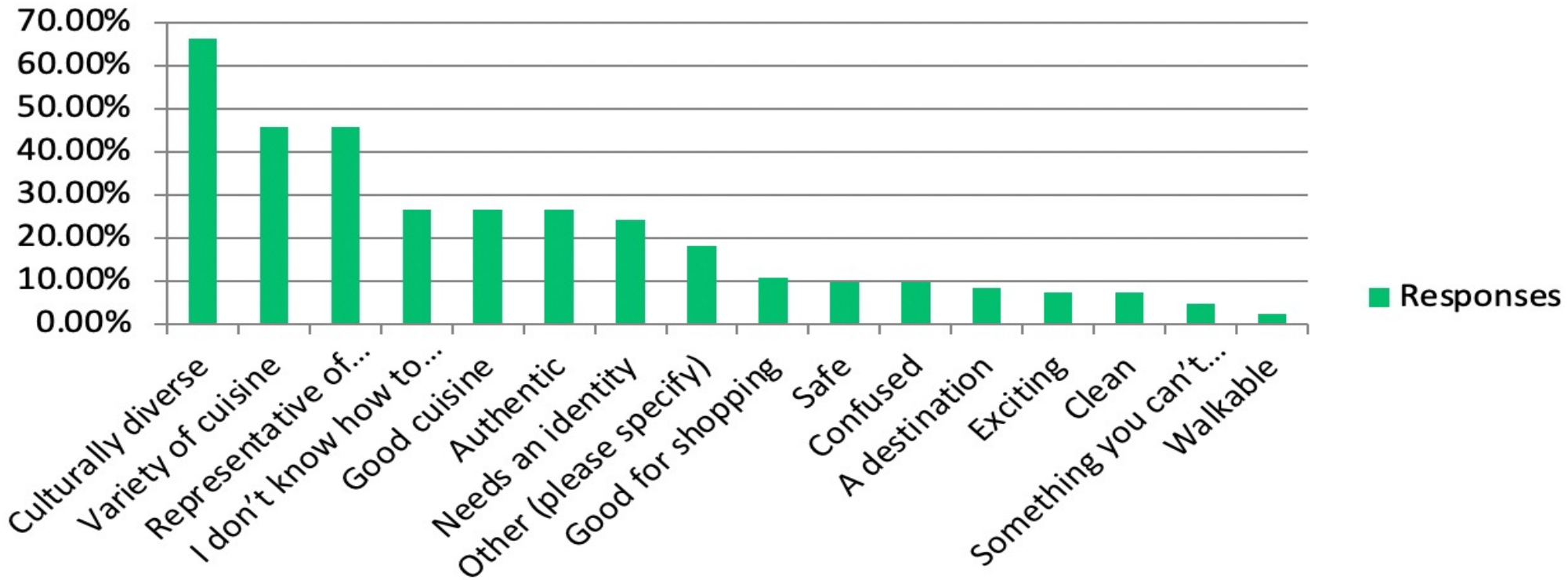
How do you experience the international corridor? Live, work or visit? Check all that apply



How would you describe the International Corridor to someone from out of town?



How would you describe the International Corridor area to someone from out of town? (check all that apply)



What elements set this corridor apart from the rest of the City?

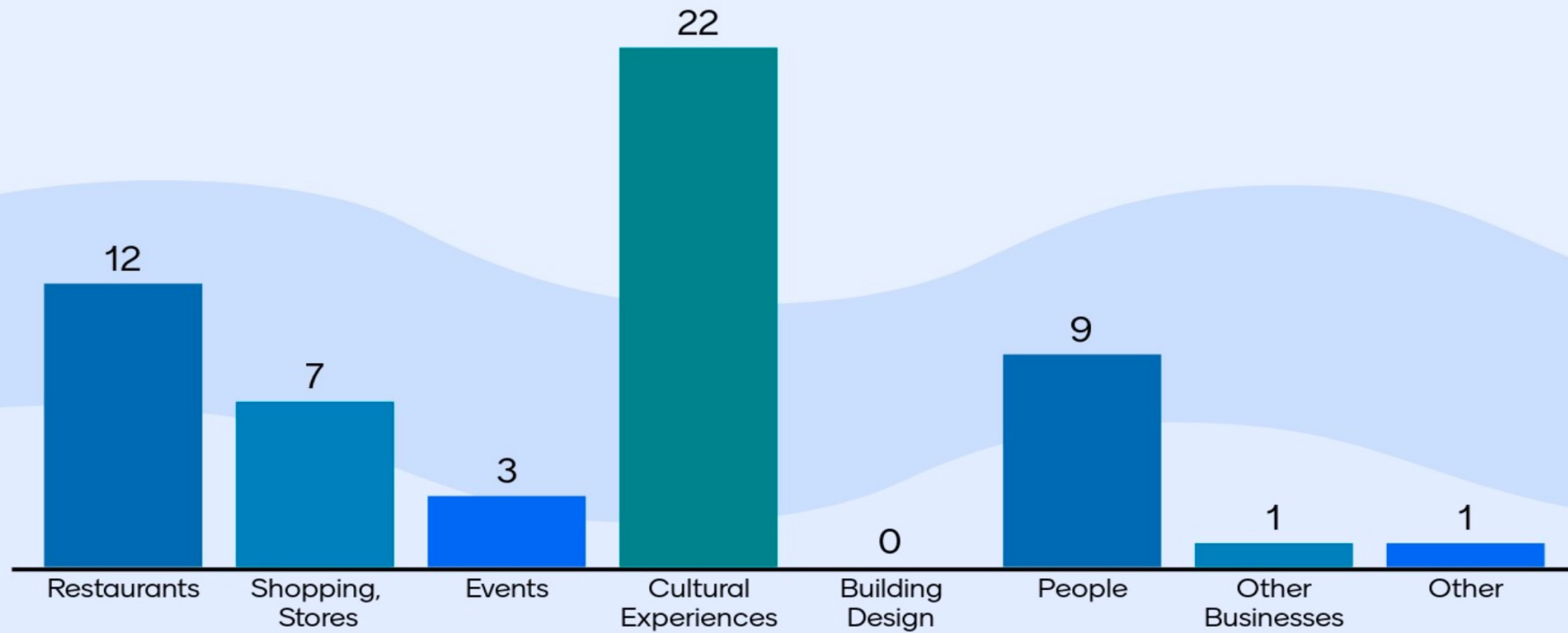
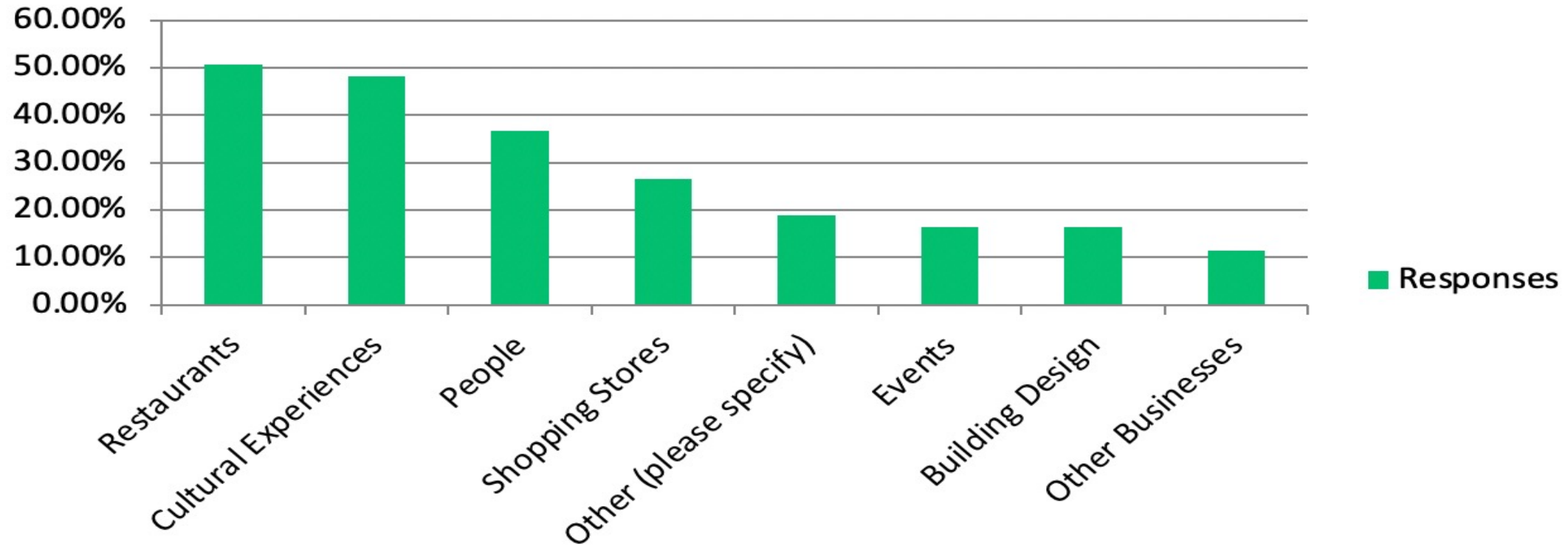


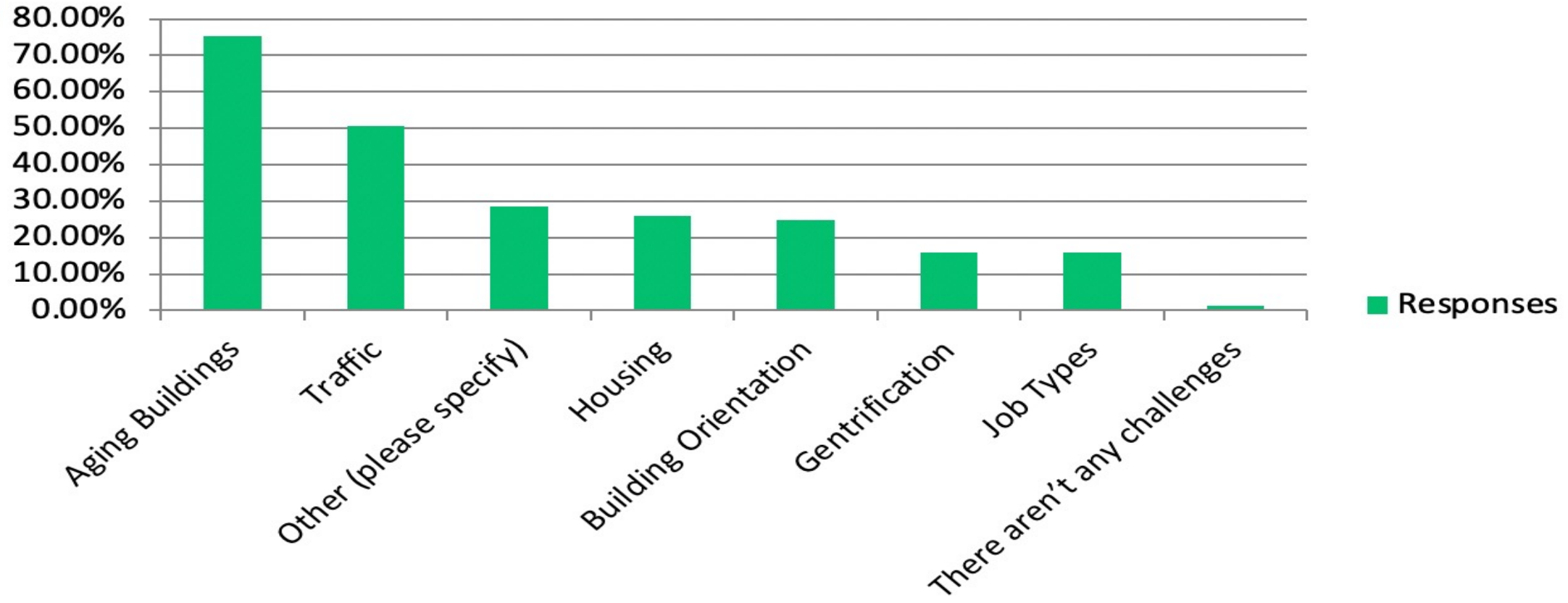
Chart Area

What elements set this corridor apart from the rest of the City? (check all that apply)



What are some of the challenges to this area?

Chart Area



What elements are currently missing that would enhance or support the area?

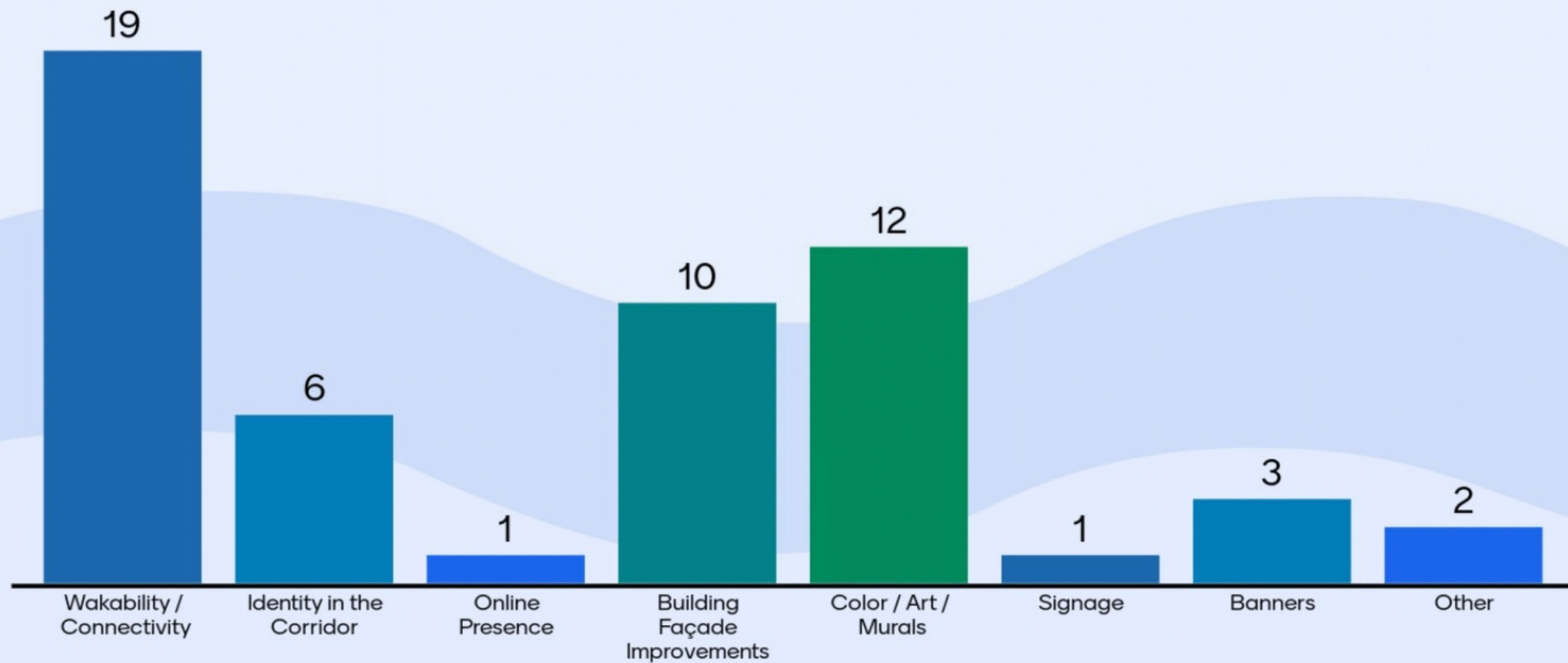


Chart Area

What elements are currently missing that would support the area?

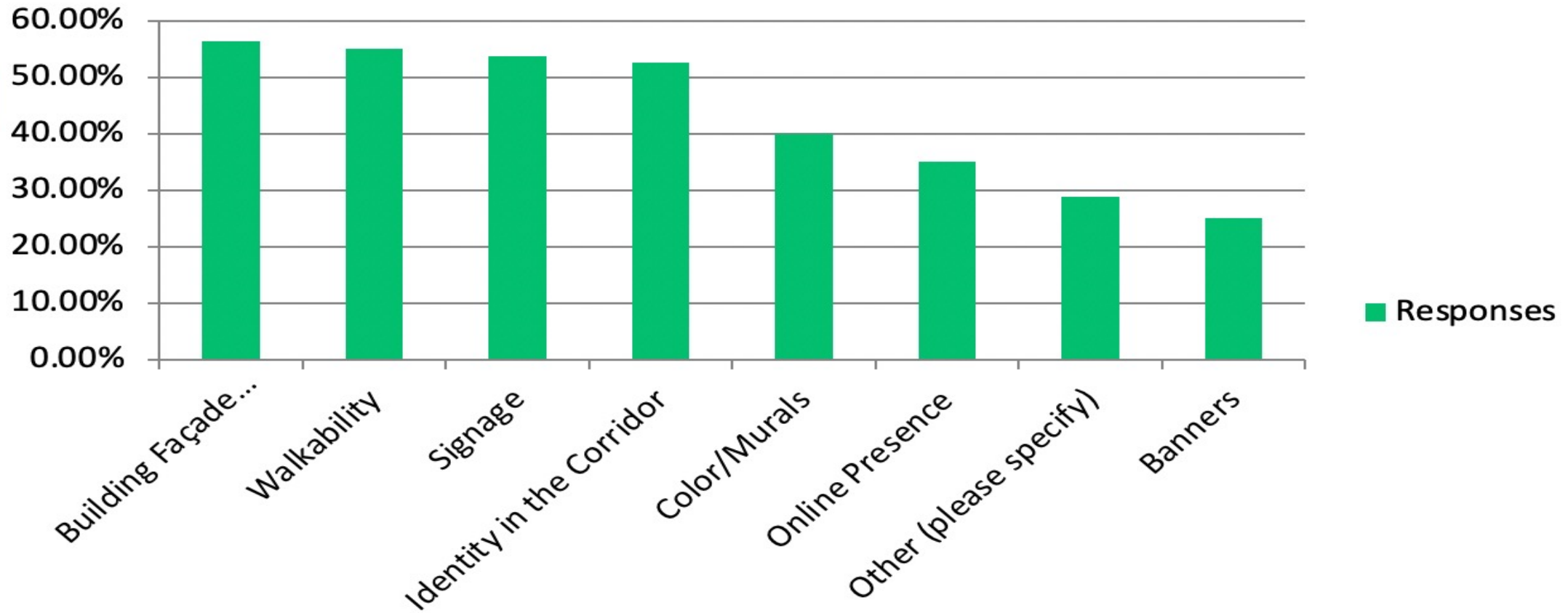
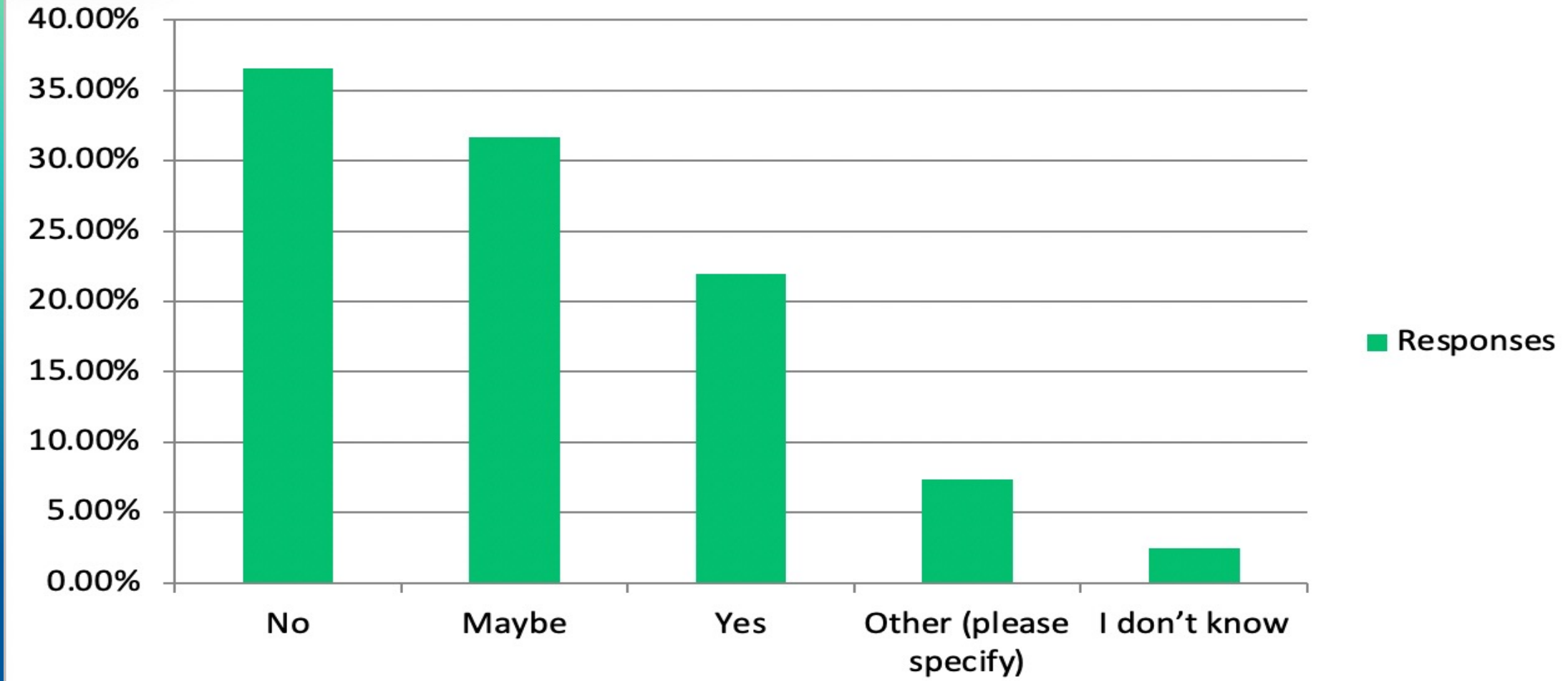


Chart Area

Do you see this corridor as a destination?



CITY OF ARLINGTON COLLINS & PIONEER DESIGN GUIDELINES, 2018

STREETSCAPE CONCEPT

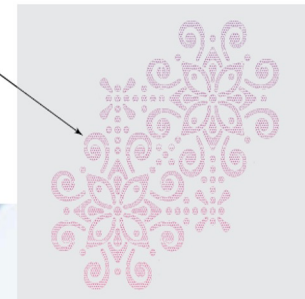
CONCEPTUAL RENDERING



SIGNAGE GUIDELINES

GATEWAY ICON CONCEPT

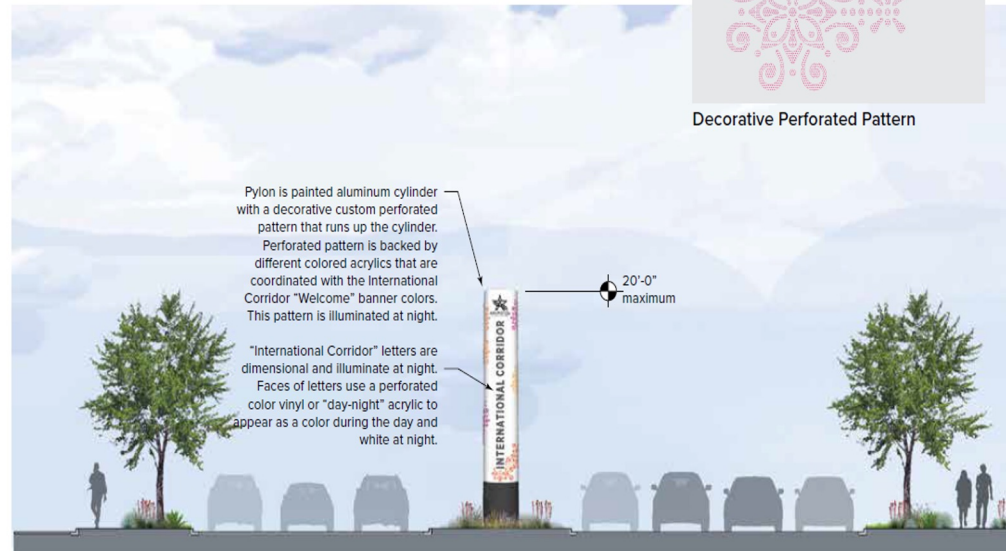
Decorative perforated areas are backed by a colored acrylic that is internally illuminated at night. Pattern color is visible both during the day and night. Perforation aperture and final pattern TBD and shown for reference only.



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.



ICON CONCEPT - Not to Scale

GATEWAY ICON

The gateway icon element is a visual marker that expresses the corridor's character, personality and cultural heritage. The Gateway Icon element is the first impression a visitor has of the International Corridor.

This iconic gateway should articulate the core values and mission of the International Corridor. Coordinated symbols, colors, names, signage, architecture and landscaping together reinforce the Corridor's identity and express a sense of place.

Placement and location of this element is crucial for visibility. Due to the significant visual clutter and limited available space within the intersection, placing the gateway icon in the median of Pioneer Parkway is recommended. Actual locations will need to be coordinated with TxDOT, since these elements can not be located to block the visibility triangle, causing a safety hazard.

The form of the Gateway Icon is also recommended to be a single-columned element, due to the limited space within the medians throughout the Corridor.

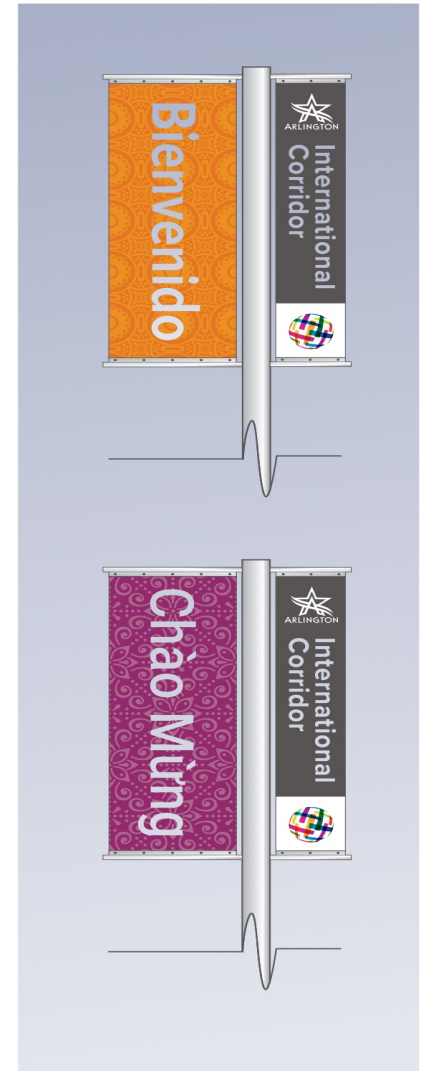
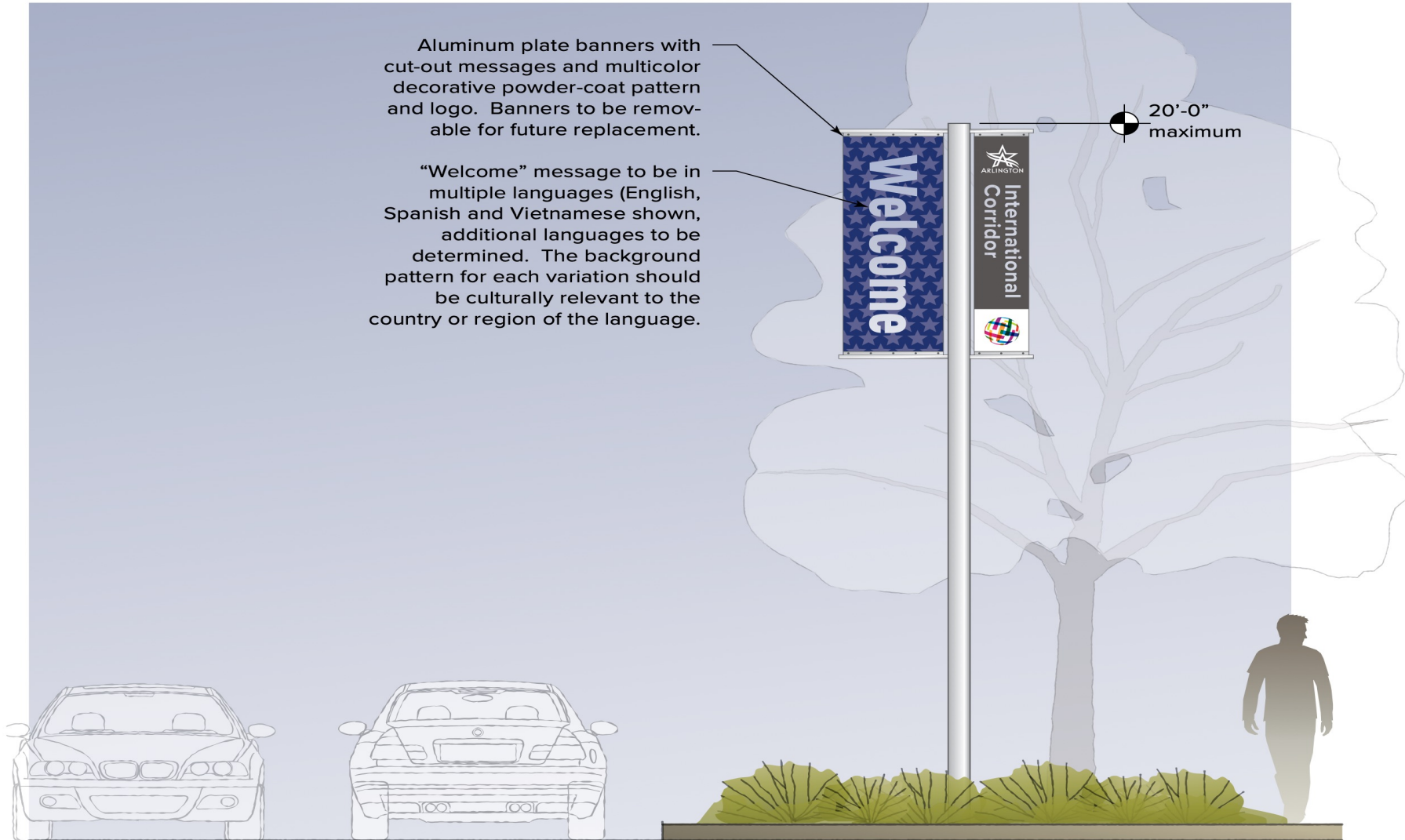
The design of the gateway icon should have an high quality, crafted, artful approach that reflects and celebrates the multi-cultural diversity of the area. Illumination and visibility at night has also been considered for this gateway icon.



GATEWAY BANNER CONCEPT

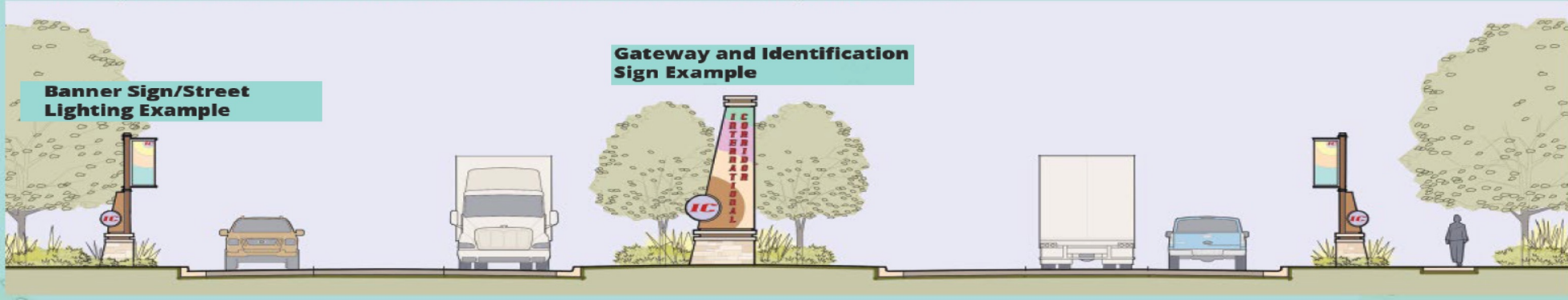
Aluminum plate banners with cut-out messages and multicolor decorative powder-coat pattern and logo. Banners to be removable for future replacement.

“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.



CITY OF GRAND PRAIRIE INTERNATIONAL CORRIDOR DESIGN STRATEGY, 2021

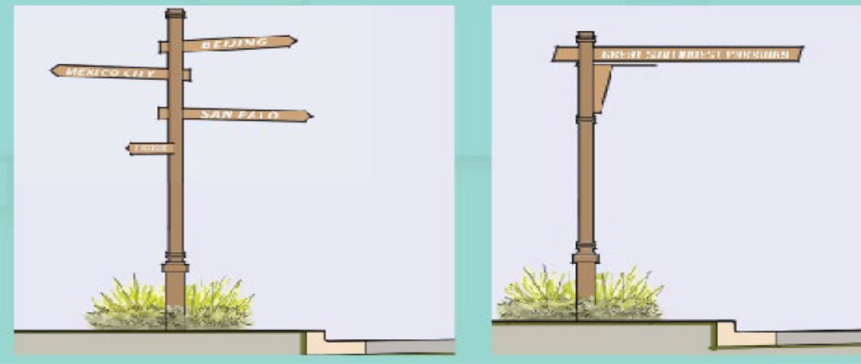
Landscaped Median and Public R-O-W Cross-Section and Improvements



Wayfinding Sign Example



Street Sign Examples



October 20th Visioning Workshop

Over 70 participants, including residents, business owners, elected officials and students.

Three of the nine tables made up of Spanish speaking individuals.

Two tables contained students from high school and college level education courses

Two tables hosted East Arlington Renewal Neighborhood members

Mix of ages ethnicities and languages was extensive. Most left the meeting feeling heard, recognized and more knowledgeable about the current process.

October 20th Visioning (continued)

Diversity is the #1 characteristic in describing the corridor

Most common missing element to the corridor, is **walkability and connectivity**. Encourage multi-modal transportation such as bikes with bike lanes

Most common challenge to the corridor is **traffic and appearance**

Visibility from Hwy 360 doesn't exist. Need **better identity**.

Need for **façade improvements** to help with appearance of corridor.

October 20th Visioning (continued)

No **wayfinding** elements indicating arrival to the International Corridor

Connectivity is very challenging:

- Lights

- Sidewalks

- Street Trees

Lighting and Safety is a concern

Crosswalks on major intersections should be a priority

Lacking **public open spaces** for gathering

A coordinated marketing approach needed

Survey

133 responses received

Most are English

Primarily two zip codes: 76010 & 76013