



# INTERNATIONAL CORRIDOR VISIONING EFFORT

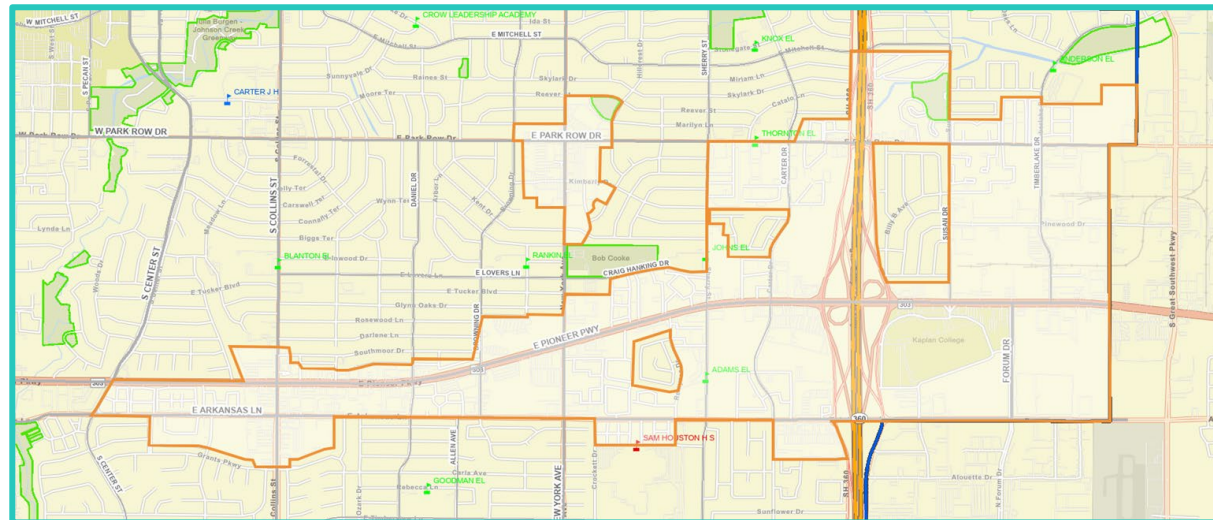
Summary and Draft Guidelines  
January 2023





# PURPOSE OF VISIONING EFFORT

- To engage the community of residents, businesses, and visitors in the International Corridor to help develop a vision for the future of the study area
- To create recommendations and an action plan to support the vision
- To mobilize stakeholders to work together to achieve the vision
- To put community desires into action

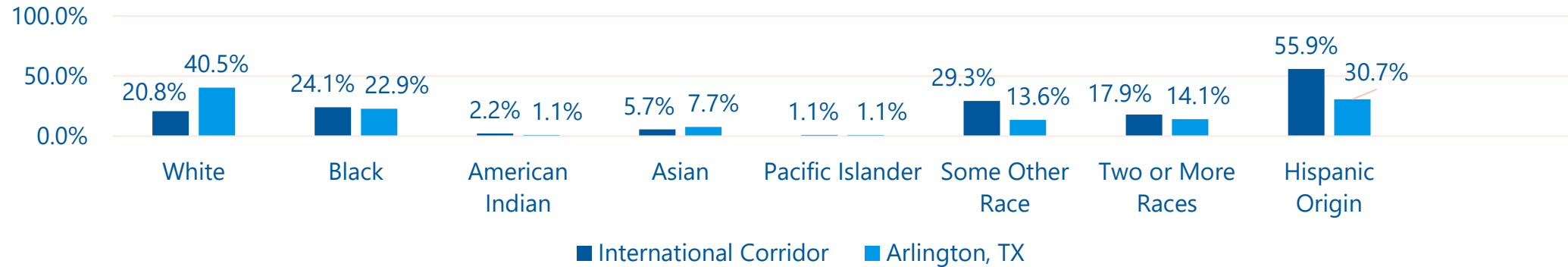


# SCHEDULE



# EXISTING CONDITIONS SNAPSHOT

## 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

# EXISTING CONDITIONS SNAPSHOT

**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

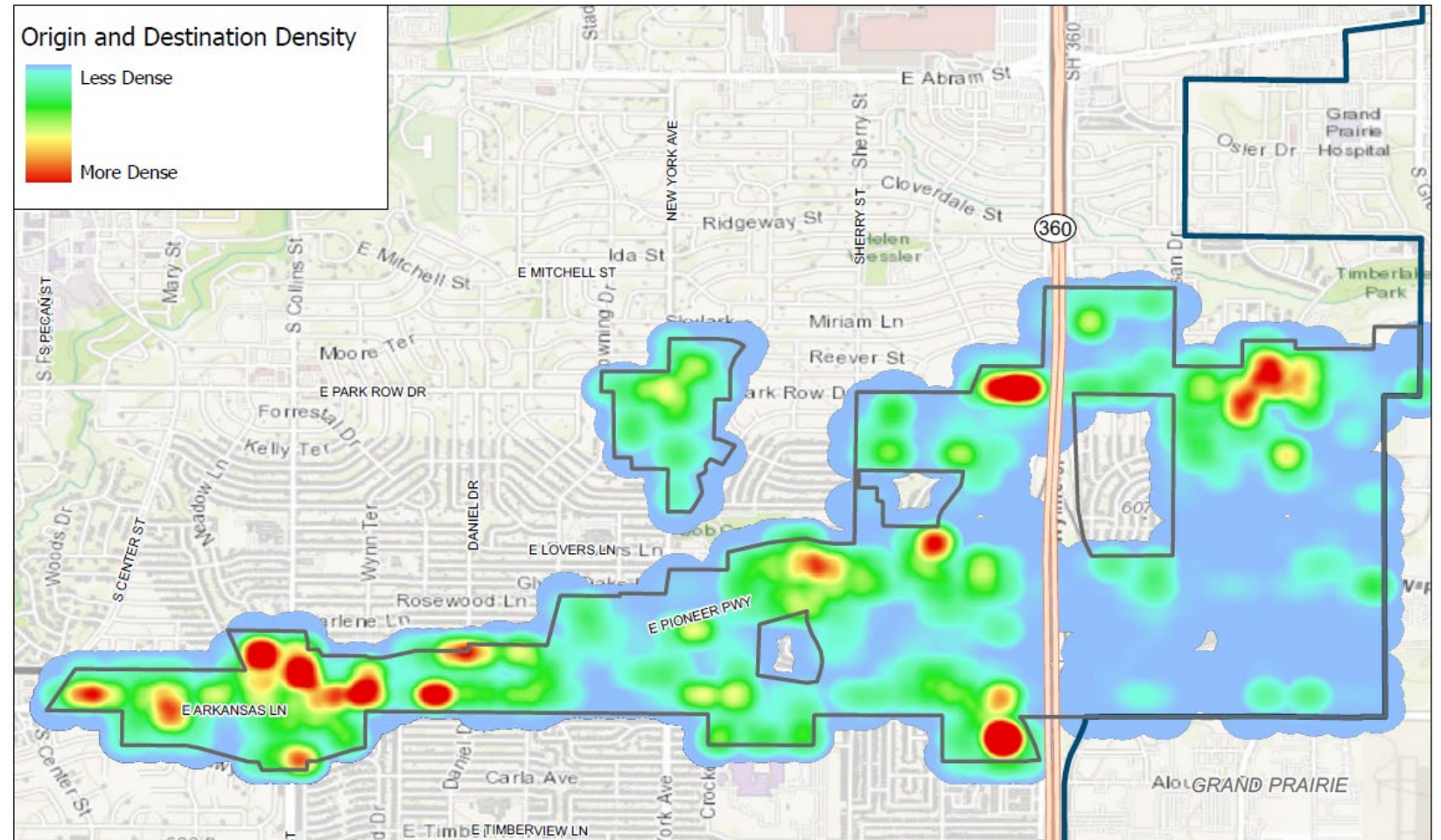
**The most common job type in the  
Corridor is Retail Trade**

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**

# EXISTING CONDITIONS SNAPSHOT

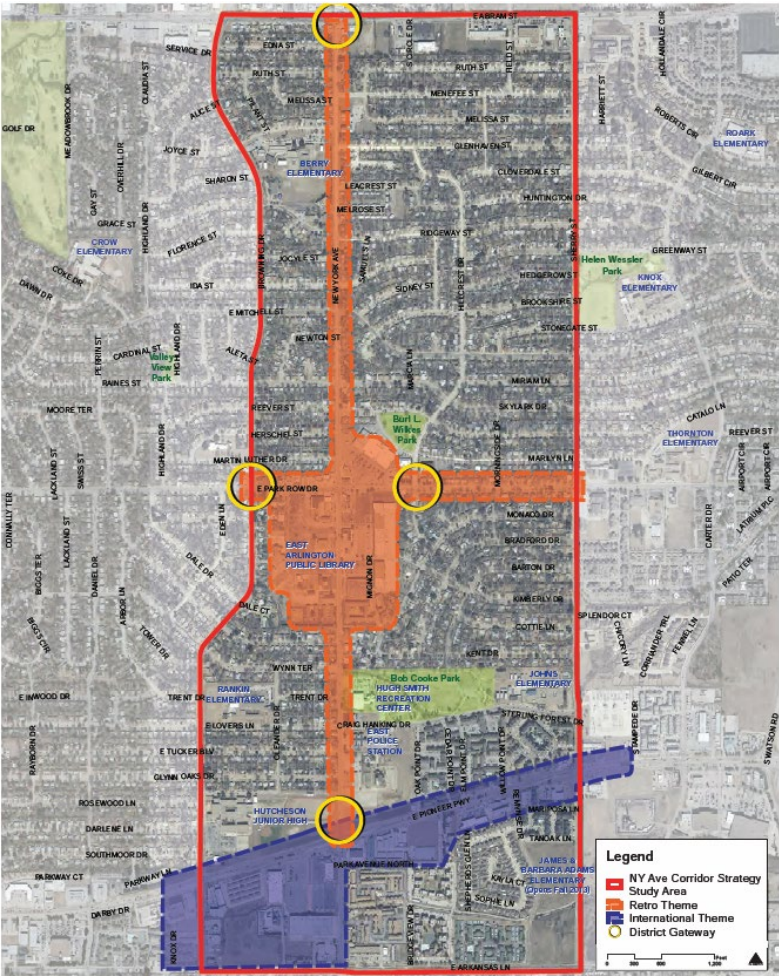
- Primary Via pick-up and drop-off destinations are centered around grocery stores and multi-family housing.
- Major destinations include Halal Market, 99¢ Store, Bingo Hall, Fiesta Grocery, and Kroger.





# INTERNATIONAL CORRIDOR EFFORTS, 2013-15

New York Avenue Corridor Strategy, 2013



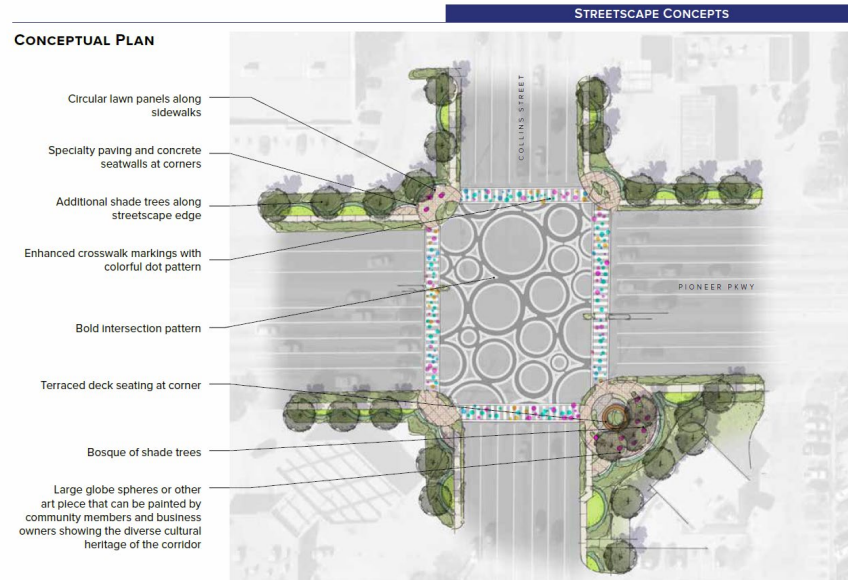
New York Streetscape Improvements from Abram to Arkansas





# INTERNATIONAL CORRIDOR EFFORTS, 2015-18

## Collins and Pioneer Design Guidelines, 2018



### 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.



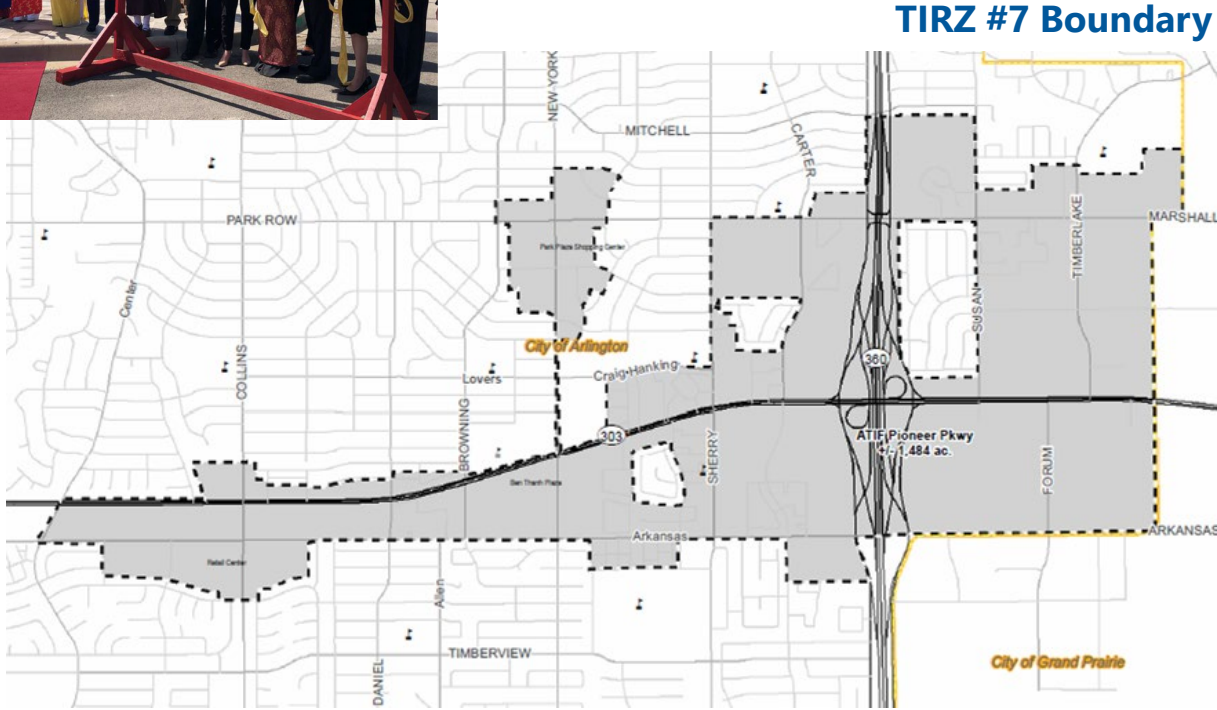
TxDOT Pedestrian Improvements – Completed 2022



# INTERNATIONAL CORRIDOR EFFORTS, 2019-21



International Corridor  
Honorary Sign Toppers



# ADVISORY COMMITTEE

## 20-MEMBER ADVISORY COMMITTEE:

- Area neighborhood representatives
- Corridor business owners and developers
- Tarrant County Precinct 2 Commissioner
- Faith-based community representatives
- NCTCOG
- TxDOT
- State Representative Chris Turner's Office

## THREE ADVISORY COMMITTEE MEETINGS:

- October 3, 2022: Kick-off and Existing Conditions
- November 14: Stakeholder Input Review and Visioning
- January 9: Vision and Recommendations Review





# PUBLIC ENGAGEMENT EFFORTS

## SOCIAL MEDIA and EMAIL OUTREACH:

- Multiple posts and emails for public workshop, public open house, and both online surveys on Facebook, Instagram, and Nextdoor, in English, Spanish, and Vietnamese

## PROJECT WEBSITE:

- Study area information, survey links, meeting dates, and Advisory Committee presentations available

## ONLINE SURVEYS:

- Available in English, Spanish, and Vietnamese

## ON-THE-GROUND EFFORTS:

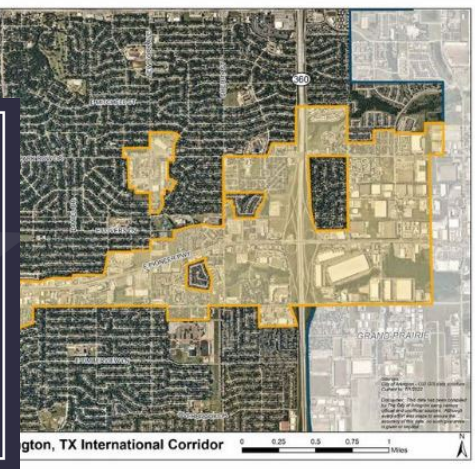
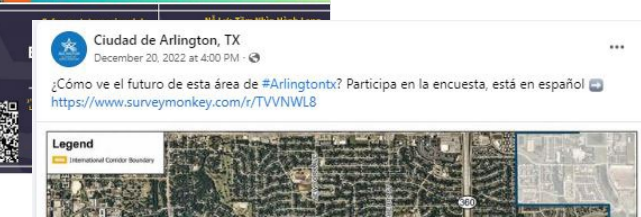
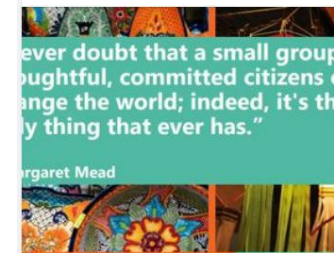
- Printed invitations in English, Spanish, and Vietnamese for public workshop and public open house delivered to businesses and apartment complexes in International Corridor

## EAST RECREATION CENTER AND LIBRARY:

- Printed invitations available at reception desk, scrolling messaging on video boards

## EAST ARLINGTON RENEWAL MEETINGS:

- Advertised public workshop and open house at meetings



# VISIONING INPUTS

## PREVIOUS INITIATIVES:



- New York Avenue Corridor Strategy
- Comprehensive Plan
- Collins and Pioneer Design Guidelines
- Unity Council Report



## COMMUNITY FEEDBACK:

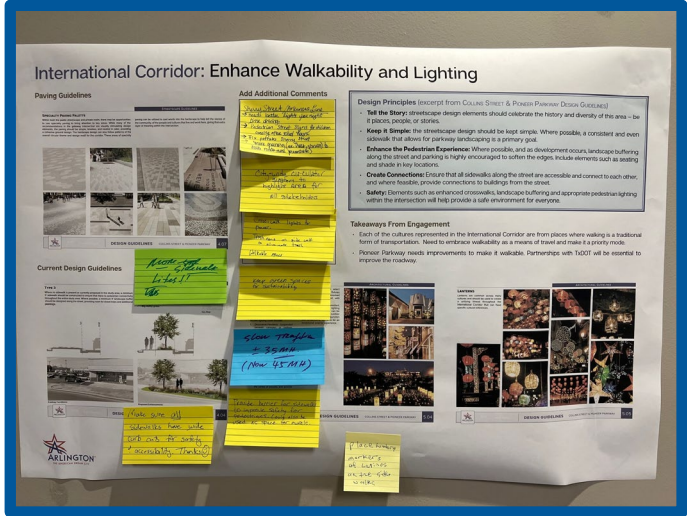


- Advisory Committee
- Public Workshop and Open House
- Public Online Surveys



## STAKEHOLDER INPUT:

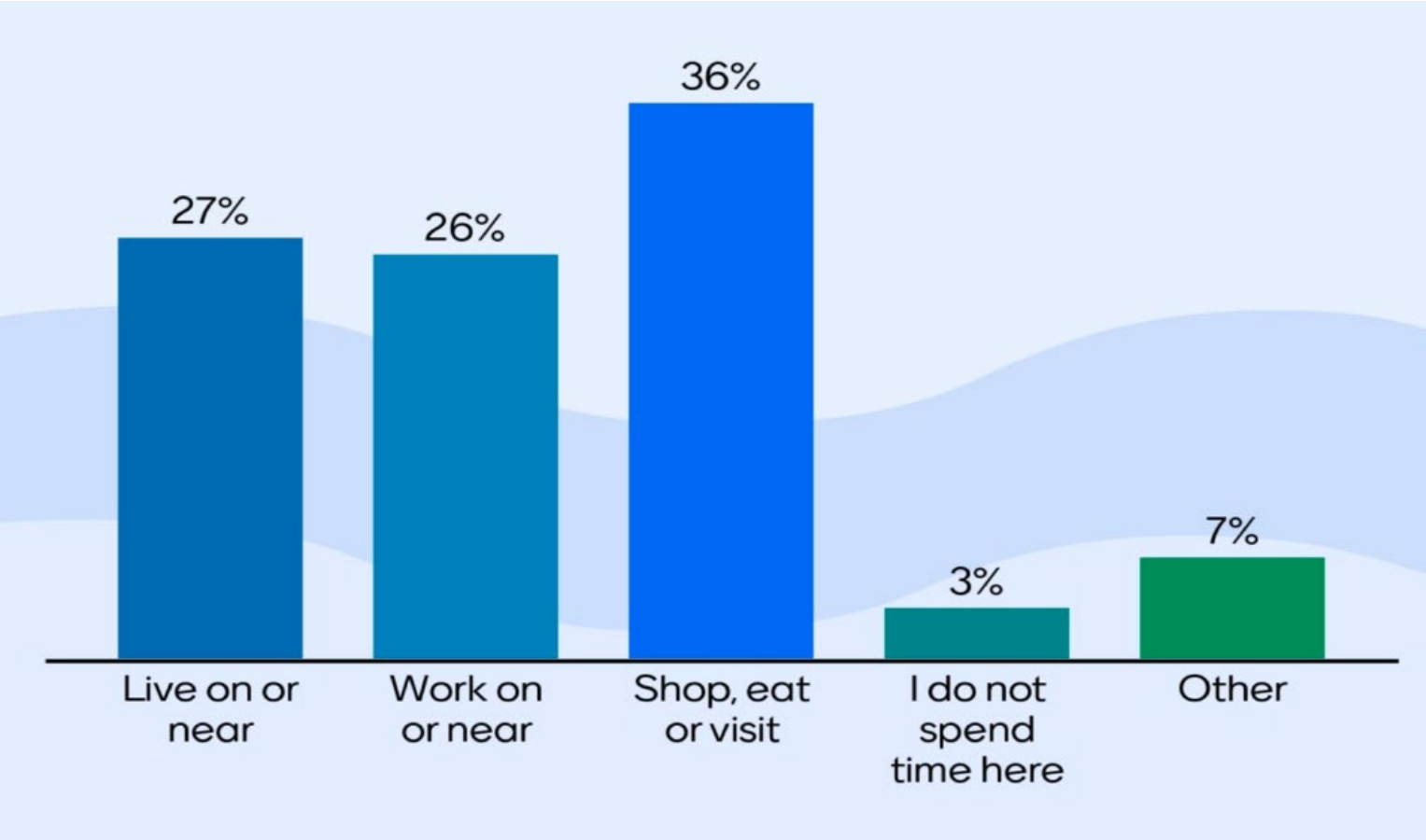
- Property and Business Owners
- Residents
- City Council Members/Staff
- County and State Elected Representatives





# SURVEY #1 RESULTS

How do you experience the International Corridor?

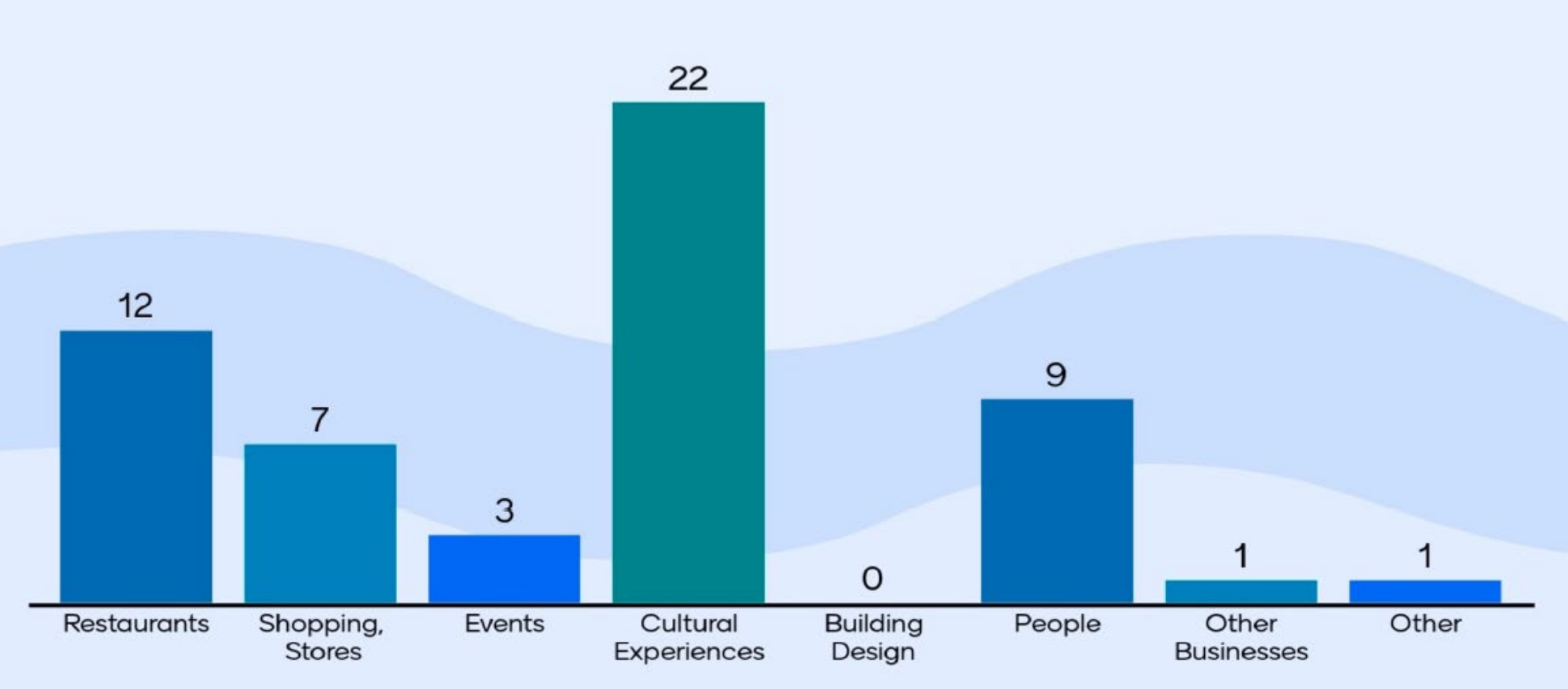






# SURVEY #1 RESULTS

What elements make the Corridor unique?



# SURVEY #1 RESULTS

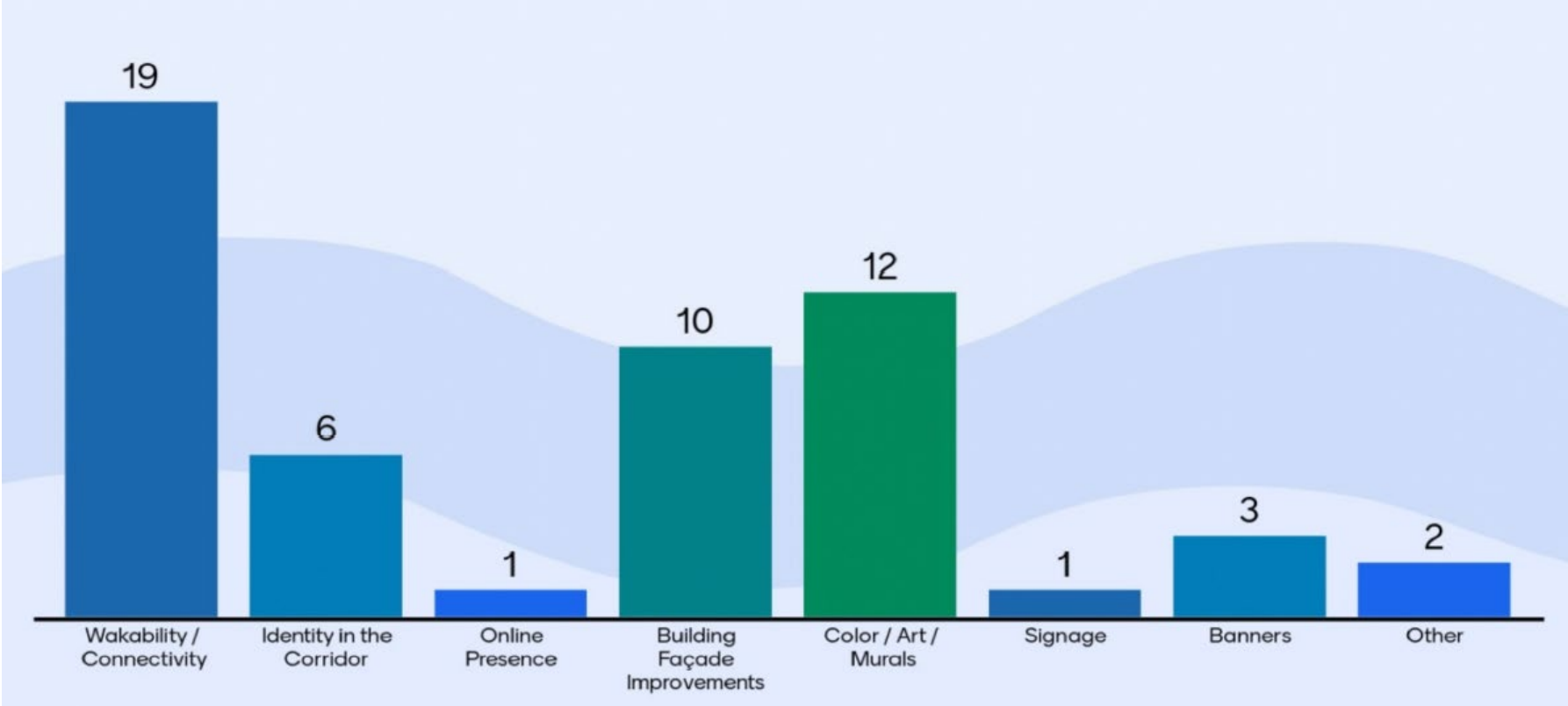
## What are the biggest challenges in the Corridor?





# SURVEY #1 RESULTS

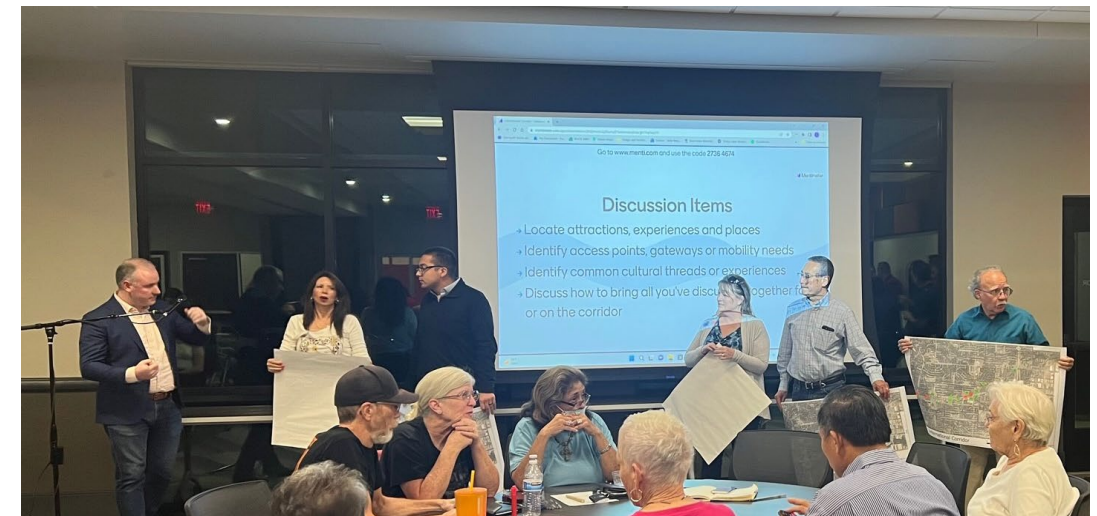
What elements would enhance the Corridor?



# PUBLIC VISIONING WORKSHOP FEEDBACK

October 20, 2022 – over 80 attendees:

- Diversity is the top defining characteristic of the corridor and should be celebrated/highlighted
- Desire for more **walkability** and connectivity between neighborhoods and commercial areas
- Traffic (volume and speed) and general appearance of the Corridor are the greatest challenges
- **Pedestrian safety** is a concern; more **lighting** is desired
- Desire for more **identity-defining elements** such as banners, gateway signage, murals, art, landscaping and other aesthetic improvements





# SURVEY #2 RESULTS

Which segments need pedestrian lighting improvements most?



Top three segments in priority order:

1. Sherry Street to SH 360
2. New York Avenue to Sherry Street
3. Daniel Drive to New York Avenue



# SURVEY #2 RESULTS

Which segments need walkability improvements most?



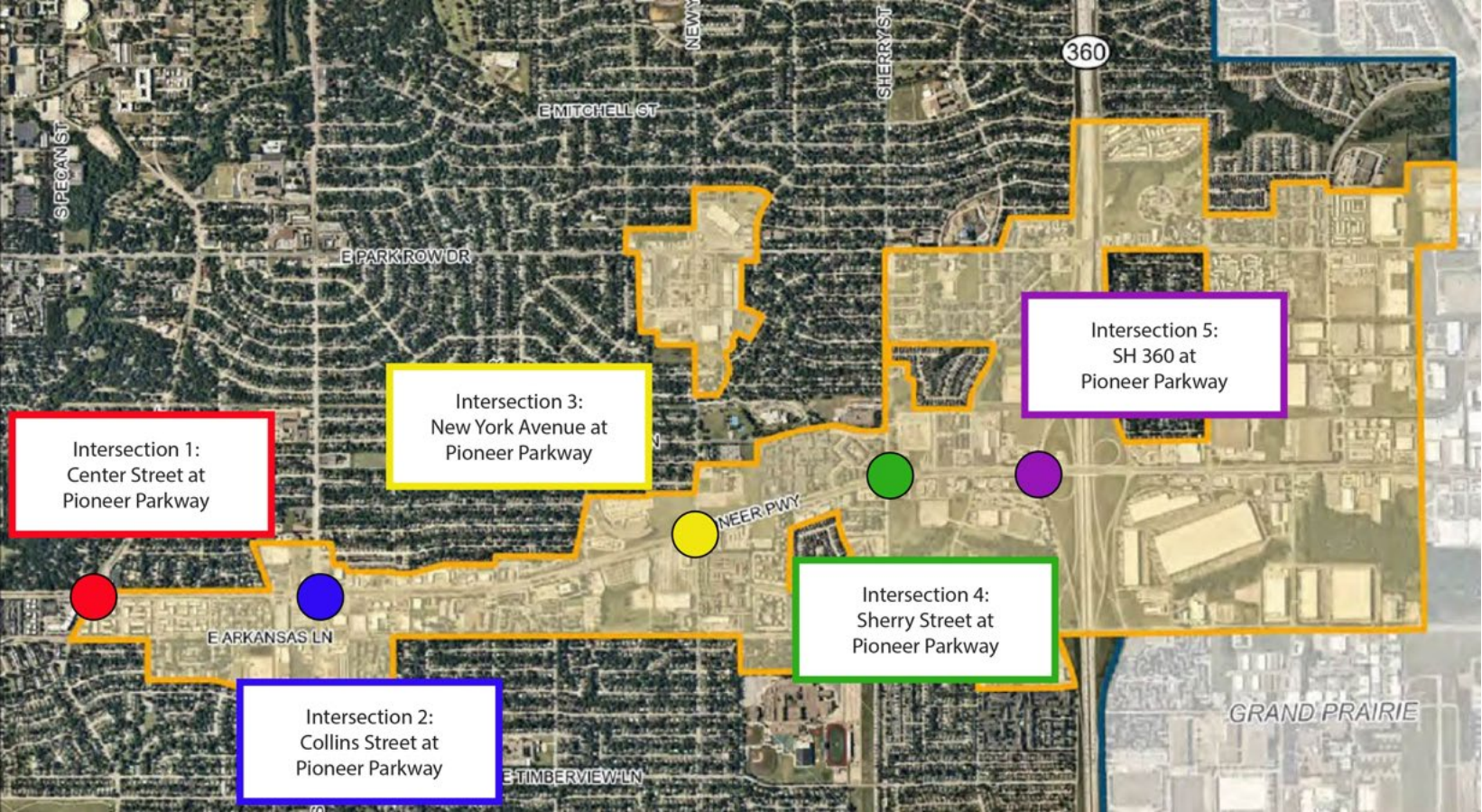
Top three segments in priority order:

1. Sherry Street to SH 360
2. New York Avenue to Sherry Street
3. Daniel Drive to New York Avenue



# SURVEY #2 RESULTS

Which intersections need pedestrian safety improvements most?



Top three intersections in priority order:

1. SH 360 at Pioneer Parkway
2. Sherry Street at Pioneer Parkway
3. New York Avenue at Pioneer Parkway

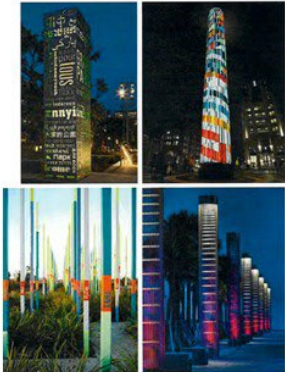
# SURVEY #2 RESULTS

Which items are most important for enhancing identity?

Banners



Gateway Icon



Street Sign Toppers



Top three items in priority order:

- 1. Gateway Icons
- 2. Banners
- 3. Wayfinding Signage

Directory Signage



Decorative Crosswalks



Wayfinding Signage

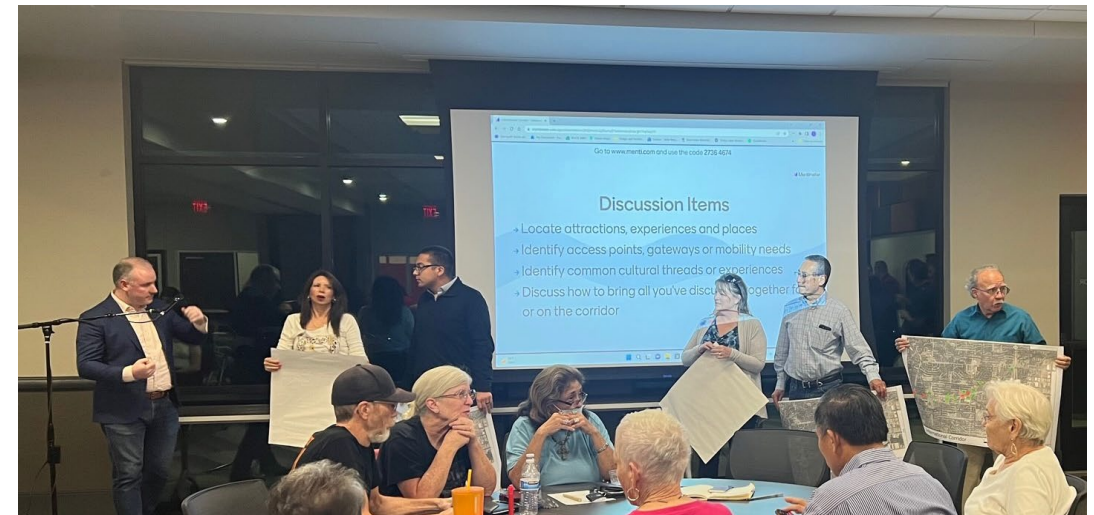




# PUBLIC OPEN HOUSE FEEDBACK

December 12, 2022 – over 60 attendees:

- Continued themes and desires from first visioning workshop
- Again, **walkability, connectivity, and aesthetics** were top concerns
- Desire for greater safety through **improved pedestrian facilities** and **traffic calming**
- High interest in implementation of **banner program**, with International Corridor branding and “Welcome” in multiple languages
- Need for **Improved landscaping** was a frequent comment



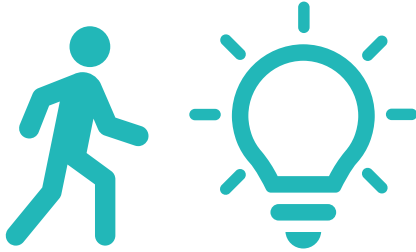
# DRAFT VISION STATEMENT

“The City of Arlington’s International Corridor is a **diverse, walkable, and vibrant** area where residents and visitors alike come together with mutual respect and appreciation for its **unique cultural experiences.**”

The International Corridor is a **welcoming, attractive, and safe place** where multicultural heritage is **preserved and celebrated.** Complementing other destinations in the American Dream City such as the Entertainment District and Downtown, the International Corridor provides **economic opportunity** and a **high quality of life** for a wide range of businesses and residents.



# GUIDING PRINCIPLES



**Improve Walkability and Lighting**



**Build Community Capacity**



**Enhance Aesthetics and Identity**



# IMPROVE WALKABILITY AND LIGHTING

Guiding Principle	Recommendation	Lead Party/Partners	Potential Funding Sources	Timeframe for Completion
Improve Walkability and Lighting	Explore feasibility of installing pedestrian-scale lighting along all of Pioneer Parkway between Center Street and SH 360, focusing on these segments first, in priority order: 1. Sherry Street to SH 360 2. New York Avenue to Sherry Street 3. Daniel Drive to New York Avenue	City of Arlington Public Works Department, TxDOT, NCTCOG	TIRZ, NCTCOG/Grant funding	3-5 years
Improve Walkability and Lighting	Work to implement the public realm streetscaping recommendations outlined in the 2018 Collins and Pioneer Parkway Design Guidelines. Improved streetscaping will help achieve not only an improvement in area aesthetics, but also safety through traffic calming. Improvements should occur along all of Pioneer Parkway between Center Street and SH 360, focusing on these segments first, in priority order: 1. Sherry Street to SH 360 2. New York Avenue to Sherry Street 3. Daniel Drive to New York Avenue	City of Arlington Public Works Department, TxDOT, NCTCOG	TIRZ, NCTCOG/Grant funding	3-5 years
Improve Walkability and Lighting	Explore ways to improve connectivity throughout the International Corridor. Focus should be on ensuring redevelopment projects connect with surrounding neighborhoods and adjacent properties, as well as providing connectivity along north-south oriented streets that intersect with Pioneer Parkway. Specifically, a priority should be to implement sidewalks along Pioneer Parkway between Center and Collins Streets.	City of Arlington Public Works and Planning and Development Services Departments, TxDOT, NCTCOG	TIRZ, NCTCOG/Grant funding	5-10 years
Improve Walkability and Lighting	Study intersections for improvements in traffic signal timing and implementation of upgraded pedestrian signals for improved pedestrian safety throughout the International Corridor. Once specific improvements are identified, work to implement them as funding is available.	City of Arlington Public Works Department, TxDOT, NCTCOG	Bond funds, TIRZ, NCTCOG/Grant funding	3-5 years

# ENHANCE AESTHETICS AND IDENTITY

Guiding Principle	Recommendation	Lead Party/Partners	Potential Funding Sources	Timeframe for Completion
Enhance Aesthetics and Identity	Encourage installation of public art in key locations throughout the International Corridor, in both the public and private realms (e.g., a mural on the water tower at Arkansas Lane and Daniel Drive or medium to large-scale installations on public or private property where feasible) . Private and/or non-profit organizations, such as an area management organization, should take a lead role in coordinating efforts to implement public art, while working closely with public sector partners and area stakeholders.	Private and/or non-profit philanthropic and arts organizations, City of Arlington, Tarrant County	Grants, private fundraising	1-2 years
Enhance Aesthetics and Identity	Improve private realm signage standards throughout the International Corridor by codifying the guidelines outlined in the 2018 Collins and Pioneer Design Guidelines within the Unified Development Code. Consider allowance for signage types such as murals or other artistic/custom signage. Concurrently, focus on compliance with signage requirements through the Code Compliance Department’s Commercial Hybrid Inspector program.	City of Arlington Planning and Development Services and Code Compliance Departments	N/A	1-2 years
Enhance Aesthetics and Identity	Work to codify the other private realm building façade and landscaping design standards outlined in the 2018 Collins and Pioneer Parkway Design Guidelines within the Unified Development Code to ensure a cohesive application of standards and improved aesthetics throughout the International Corridor.	City of Arlington Planning and Development Services Department	N/A	1-2 years
Enhance Aesthetics and Identity	Install banners on the light standards in the median of Pioneer Parkway between Center Street and SH 360 according to the International Corridor banner design outlined in the 2018 Collins and Pioneer Design Guidelines.	Arlington Convention and Visitor's Bureau, City of Arlington Public Works Department and Office of Strategic Initiatives, TxDOT	General fund	4-6 months
Enhance Aesthetics and Identity	Work with TxDOT to install large-scale gateway icons near the intersections of Center Street and Pioneer Parkway, New York Avenue and Pioneer Parkway, and SH 360 and Pioneer Parkway to help define and brand the International Corridor as a distinct destination.	City of Arlington Public Works Department and Office of Strategic Initiatives, TxDOT	General fund	3-5 years

# BUILD COMMUNITY CAPACITY

Guiding Principle	Recommendation	Lead Party/Partners	Potential Funding Sources	Timeframe for Completion
Build Community Capacity	Using a robust community involvement process focused on the area surrounding the International Corridor, explore the creation and seed funding of an area non-profit commercial management association (similar to the Downtown Arlington Management Corporation) to coordinate property maintenance, event management, and marketing activities for the International Corridor. If formed, ensure the management association board has representation from businesses, residents, and organizations in and near the International Corridor.	City of Arlington, Tarrant County, area business and community stakeholders	General fund	1-2 years
Build Community Capacity	Target Neighborhood Enhancement Team and Neighborhood Engagement Program activities in neighborhoods surrounding the International Corridor to build community capacity and engagement.	City of Arlington Office of Strategic Initiatives and Code Compliance Department	N/A	1-2 years
Build Community Capacity	Work with area business owners, community organizations, schools and educational organizations, faith-based organizations, and non-profit entities to highlight and celebrate diversity in the International Corridor. Program cultural events, festivals, and other activities to draw visitors to the International Corridor. If established, this would be a primary responsibility of a management corporation for the area.	Area business owners, non-profit entities (such as a management corporation), City of Arlington, Tarrant County	N/A	3-5 years
Build Community Capacity	Highlight both small and MWBE businesses (certified and not certified) in the International Corridor, provide targeted support to assist these businesses with procurement opportunities with the City and County, and encourage networking with area Chambers of Commerce to build capacity within the business community and preserve area business activity.	City of Arlington Office of Business Diversity, Arlington Chamber of Commerce, Arlington Black Chamber, Arlington Latino Business Council, Pan Asian American Chamber	N/A	1-2 years



# NEXT STEPS

- February 1: Planning and Zoning Commission Work Session Briefing
- February 15: Planning and Zoning Commission Public Hearing
- February 28: City Council Work Session Briefing
- March 7: City Council Public Hearing and 1<sup>st</sup> Reading of Ordinance
- March 21: City Council 2<sup>nd</sup> Reading of Ordinance

# THANK YOU!

