

Winn Park Catalyst Site



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Proposed Park Layout & Improvements



City investment in infrastructure, such as improvements to Winn Park, the re-naturalization of a concrete drainageway, pedestrian amenities, District signage, and Gateway entrance structures illustrate the City's commitment to the East Side redevelopment Plan.

These are just a few examples of the improvements that will be made by the City to bring East Side back to life.

Rockin' the East Side

Preferred Businesses (all areas):

- Restaurants
- Retail (boutique and big box)
- Brew-Pubs
- Office

Preferred Businesses (Regional Commerce and Regional Mixed Use):

- Hotels
- Big box stores
- Entertainment venues
- Mixed use developments

Creative Center:

- Live-work units
- Maker or innovator spaces
- Display spaces

Learning Center:

- Recreational businesses
- Commercial incubators
- Educational support services

Industry:

- Clean manufacturing

Residential:

- Medium-density single family
- Townhomes
- Multi-family with retail on first floor

See the complete EAST SIDE PLAN
[www.FarmersBranchTX.gov/Departments - City Connection](http://www.FarmersBranchTX.gov/Departments-City-Connection)
 > [Community Services](#)
 > [Planning & Zoning](#)
 > [Long-Range Plans](#) > [East Side Plan](#)

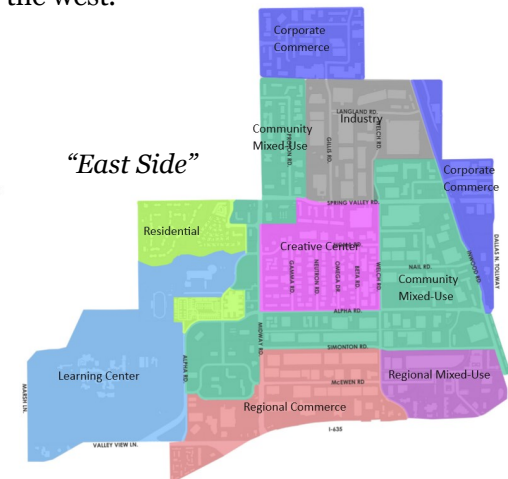


EAST SIDE, FARMERS BRANCH

"A New Destination"

The "East Side" is the focus of a new Plan adopted by the City of Farmers Branch to redevelop this area into a destination that will encourage the people who live, work and visit in Farmers Branch to stay and play in Farmers Branch. The City has funding available for public/private partnerships for both new development and re-development of current buildings to new purposes.

The East Side is located roughly north of LBJ Freeway and west of the Dallas North Tollway, with the Galleria Shopping Center to the east, the Town of Addison to the north, and the residential areas of Farmers Branch to the west.





East Side Goals

The East Side Plan identified five goals that the City will use to initiate and encourage the District to thrive:

1. Create a physical environment and brand strategy to enhance the District's character and which becomes readily identifiable as a vibrant destination.
2. Enhance and sustain a supportive business environment with four focuses: retain, recruit, redevelop, and incentivize.
3. Establish through zoning or overlay regulations a visually appealing, functional, and compatible District for people-oriented spaces and synergistic development.
4. Create a system of shared spaces, parks and plazas that positively contribute to the aesthetics, livability, vitality, and functionality of the District.
5. Connect the District neighborhoods and parks or shared spaces where traveling via multiple modes is effective and pleasant.

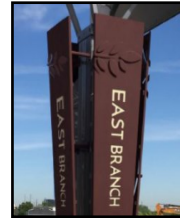


STRATEGIES

The market factors in the East Side point to an area ready to experience great success. The land and rental prices are relatively modest, especially considering the close proximity to Dallas, Frisco, Addison and DFW Airport.

The City is ready to enact urban design strategies that will make development and re-development more streamlined, cost-effective, and sensitive to your business plan.

In addition, the City is initiating a branding study to distinguish the East Side both from other areas within Farmers Branch and the retail/commercial areas of adjacent cities. This will include Gateway signage (example shown) and interior banners and markers.



The City plans to enact rules that will encourage shared parking agreements between daytime businesses and restaurants or entertainment venues. The area is easily accessed by highways and major arterial roadways. This established area has a wealth of large trees and within the Creative Center, a tight street grid that can be a walkable destination.

The goals of the Plan are meant to establish a sense of place and create connections between people and their surroundings. Parks will be enhanced through organized events on a regular basis, which will bring crowds to the area and they will become your newest customers.



WE WANT YOU!

WHERE DO YOU FIT IN?

The East Side literally has room for every type of business—from a small Mom & Pop diner to a multi-story regional office/industrial complex. A recent City Council vote approved relaxed alcohol sales in this area.

The data from the study show that over 500,000 square feet of retail demand is unmet in the East Side and up to 85,000 square feet of additional square feet of small office space could be added annually. With numbers like these along with unmatched regional access, the East Side is looking for a few catalyst businesses to get the ball rolling in this unique area.

An added bonus is that the mail delivery addresses in the East Side are "Dallas" - a readily recognizable international address.

Call us to set up a meeting to discuss your business needs and how we can help you establish a presence in Farmers Branch. We are here to help you.

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