



Berry/Stalcup Concept Plan

**Legend**

- Mixed-Use
- Commercial/Retail
- Residential
- Existing Building
- Institutional

**Draft Recommendations**

**Transportation**

- Improve intersection at Berry/Stalcup
- Improve bus stops along Berry (signage, shelters, and pull-through drop-off/ pick-up lanes)
- Create pedestrian friendly streets with wide sidewalks, street furnishings and pedestrian lighting

**Streetscape/District Identity**

- Create district identity – monument signs/banner poles/public art/signage
- Install trees along Berry Street and additional landscaping
- Provide gateways at Berry Street/Loop 820

**Development**

- Concentrate development starting at 820 to Stalcup as phase 1 priority
- Encourage redevelopment of existing strip center
- Accelerate demolition and foreclosures of run-down vacant building and houses along near Berry/Stalcup intersection
- Encourage mixed use development (commercial/office, residential, and retail)

**Zoning**

- Rezone the area within proposed delineated boundary to Mixed Use (MU-1 and possibly MU-2 along freeway frontage)

**Parks/Open Space**

- Create a linear park along Wildcat Branch Creek. A trailhead for the park with parking and public plaza should be created on the northeast corner of Berry and Burnice.
- Provide a park/ plaza area along Wildcat Branch Creek to commemorate the history of the area

## MARKET ANALYSIS

As part of the Freese and Nichols plan, a market study was produced for the Berry/ Stalcup village. Buxton, an international consumer analytics firm, studied the Berry/Stalcup area to determine its relative potential to attract new retailers and restaurants. The analysis indicated that the site would be attractive to several major retailers.

The findings with respect to the Berry/Stalcup Urban Village are summarized as follows:

- The potential site possesses large numbers of households with a mix of dominant segment households that appeal to a wide variety of retailers and restaurants.
- The potential site benefits from large traffic counts on Berry Street and its relative close proximity to I-820.

Overall, this site is well situated to attract a quality mix of desired retailers and restaurants.

### Selected Retailers and Restaurants

Thousands of retailers and restaurants were examined to determine those with location requirements that best match the buying habits and demographics within the site's retail trade area. Initially, hundreds of quality matches resulted from our examination, a testament to the character of the Berry/Stalcup Urban Village as an attractive retail location. The initial list was narrowed to approximately 39 targets based upon additional research of each retailer and restaurant. Factors included relative match scores, business strategies and conditions, and proximity to existing locations. Factors considered in this final step included overall desirability, community preferences, the potential tenant mix and other issues specific to the economic development goals of the Berry/Stalcup Urban Village.

### Recommendations

- Pursue developers and retailers based on the market analysis study accompanying the master plan

