

Legend

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

Polytechnic/Wesleyan Concept Plan

Draft Recommendations

Historic Preservation

- Preserve historic storefronts or at least facades along Rosedale between Vaughn and Binkley. These buildings provide a distinct architectural character and can be used for community support retail

Streetscape/District Identity

- Improve gateways and pedestrian improvements along Rosedale and Nashville
- Create district identity – monument signs/banner poles/and public art

Development

- Encourage more retail/restaurants to support neighborhood and college population
- Expediently apply EDI grant to new development plan before grant expiration date in 2008
- Establish Texas Wesleyan University campus boundary from Binkley on the west to Collard on the east

Transportation

- Rosedale Street should remain a pedestrian-friendly street and should not be widened within this village boundary
- Preserve land at northeast corner of Vickery and Collard for a future commuter rail station site
- Screen all parking lots along residential neighborhoods with appropriate landscaping to provide a buffer between the commercial and existing residential neighborhoods
- Continue to work with NCTCOG and the T for transit contingency planning

Zoning

- Complete the re-zoning effort for the expanded Nashville area to Mixed Use (MU-1)
- Extend urban village boundary to Beach Street along the south side of E. Rosedale. This allows for an extension of development and continuity along Rosedale and an identity gateway at the intersection of Rosedale and Beach

MARKET ANALYSIS

As part of the Freese and Nichols plan, a market study was produced for the Polytechnic/ Wesleyan urban village. Buxton, an international consumer analytics firm, studied the Polytechnic/ Wesleyan 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 Polytechnic/ Wesleyan 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 Highway 303 and its relative close proximity to I-30.

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

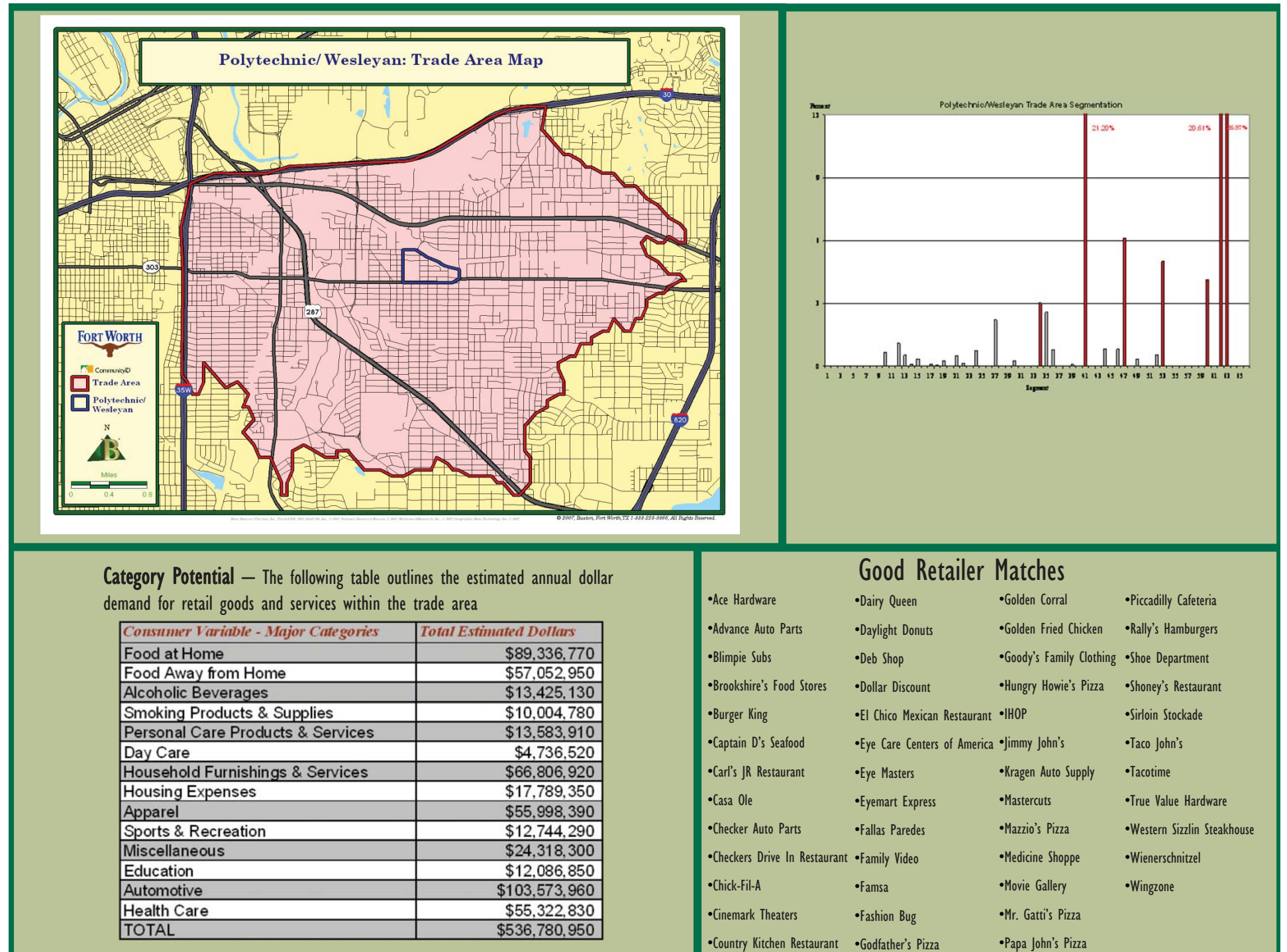
Selected Retailers and Restaurants

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 Polytechnic/ Wesleyan Urban Village as an attractive retail location. The initial list was narrowed to approximately 50 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 Polytechnic/ Wesleyan Urban Village.

Recommendations

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



Category Potential — The following table outlines the estimated annual dollar demand for retail goods and services within the trade area

Consumer Variable - Major Categories	Total Estimated Dollars
Food at Home	\$89,336,770
Food Away from Home	\$57,052,950
Alcoholic Beverages	\$13,425,130
Smoking Products & Supplies	\$10,004,780
Personal Care Products & Services	\$13,583,910
Day Care	\$4,736,520
Household Furnishings & Services	\$66,806,920
Housing Expenses	\$17,789,350
Apparel	\$55,998,390
Sports & Recreation	\$12,744,290
Miscellaneous	\$24,318,300
Education	\$12,086,850
Automotive	\$103,573,960
Health Care	\$55,322,830
TOTAL	\$536,780,950

Good Retailer Matches

- Ace Hardware
- Dairy Queen
- Golden Corral
- Piccadilly Cafeteria
- Advance Auto Parts
- Daylight Donuts
- Golden Fried Chicken
- Rally's Hamburgers
- Blimpie Subs
- Deb Shop
- Goody's Family Clothing
- Shoe Department
- Brookshire's Food Stores
- Dollar Discount
- Hungry Howie's Pizza
- Shoney's Restaurant
- Burger King
- El Chico Mexican Restaurant
- IHOP
- Sirloin Stockade
- Captain D's Seafood
- Eye Care Centers of America
- Jimmy John's
- Taco John's
- Carl's JR Restaurant
- Eye Masters
- Kragen Auto Supply
- Tacotime
- Casa Ole
- Eyemart Express
- Mastercuts
- True Value Hardware
- Checker Auto Parts
- Fallas Paredes
- Mazzio's Pizza
- Western Sizzlin Steakhouse
- Checkers Drive In Restaurant
- Family Video
- Medicine Shoppe
- Wienerschnitzel
- Chick-Fil-A
- Famsa
- Movie Gallery
- Wingzone
- Cinemark Theaters
- Fashion Bug
- Mr. Gatti's Pizza
- Country Kitchen Restaurant
- Godfather's Pizza
- Papa John's Pizza