Evans Rosedale Urban Village Project

Presentation of the Market Assessment, Prototype Plans, and Design Guidelines
Monday, 29 September, 2008
Tonight’s Presentation:

• Review Scope of Work
• Background of the Evans Rosedale Area
• Housing Market Assessment
• Prototype housing types and plans
• Current regulatory environment
• Illustrated design guidelines
Scope of Work:

- Background research and assessment
- Housing Market Assessment
- Prototype housing types and plans
- Illustrated design guidelines
Area Characteristics

- Terrell Heights Historic District
  - Predominantly modest single family homes
- Urban Village
  - Denser, mixed use redevelopment area
- Evans Avenue and East Rosedale Street
  - Neighborhood service commercial corridors
Area Characteristics

Terrell Heights Historic District
Area Characteristics

Urban Village
Area Characteristics

Evans Avenue and East Rosedale Street
Area Characteristics

- Close proximity to downtown
- Close proximity to Near Southside Medical Center
- Well-connected to regional highway system
- Has an abundance of vacant property
- Should be ripe for redevelopment, but has been a neglected area for many decades
Housing Market Assessment

- Primary Market Area: reflects characteristics of the immediate vicinity
  - 2 tiers: 1 and 2 mile radius

- Secondary Market Area: includes adjacent and competing areas to determine relative position
  - 2 tiers: 5 and 10 mile radius
Housing Market Assessment

Primary Market Area

Secondary Market Area
### Population Counts

<table>
<thead>
<tr>
<th></th>
<th>0 to 1 Miles</th>
<th>0 to 2 Miles</th>
<th>0 to 5 Miles</th>
<th>0 to 10 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Projection</td>
<td>9,022</td>
<td>40,609</td>
<td>271,340</td>
<td>901,898</td>
</tr>
<tr>
<td>2008 Estimate</td>
<td>8,903</td>
<td>39,271</td>
<td>258,947</td>
<td>827,857</td>
</tr>
<tr>
<td>2000 Census</td>
<td>9,097</td>
<td>38,822</td>
<td>250,350</td>
<td>737,378</td>
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<tr>
<td>1990 Census</td>
<td>10,519</td>
<td>39,083</td>
<td>231,001</td>
<td>650,613</td>
</tr>
</tbody>
</table>

Median Age approx. 33 years: indicates families

Source: Claritas, 2008
## Housing Market Assessment

### Median Household Income

<table>
<thead>
<tr>
<th></th>
<th>0 to 1 Miles</th>
<th>0 to 2 Miles</th>
<th>0 to 5 Miles</th>
<th>0 to 10 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Family</td>
<td>$23,860</td>
<td>$29,745</td>
<td>$38,564</td>
<td>$53,177</td>
</tr>
<tr>
<td>Household Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Household</td>
<td>2.82</td>
<td>2.70</td>
<td>2.88</td>
<td>2.66</td>
</tr>
<tr>
<td>Size</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Number of</td>
<td>1.06</td>
<td>1.22</td>
<td>1.53</td>
<td>1.67</td>
</tr>
<tr>
<td>Vehicles per</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Claritas, 2008
Housing Market Assessment

Occupation Classification

<table>
<thead>
<tr>
<th></th>
<th>0 to 1 Miles</th>
<th>0 to 2 Miles</th>
<th>0 to 5 Miles</th>
<th>0 to 10 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Collar</td>
<td>1,088</td>
<td>4,707</td>
<td>35,865</td>
<td>101,078</td>
</tr>
<tr>
<td>White Collar</td>
<td>837</td>
<td>5,705</td>
<td>47,915</td>
<td>230,902</td>
</tr>
<tr>
<td>Service and Farm</td>
<td>740</td>
<td>3,137</td>
<td>18,288</td>
<td>54,884</td>
</tr>
<tr>
<td>Total</td>
<td>2,665</td>
<td>13,549</td>
<td>102,069</td>
<td>386,863</td>
</tr>
</tbody>
</table>

Median travel time to work: approx. 26 minutes

Source: Claritas, 2008
### Housing Market Assessment

#### Owners and Renters

<table>
<thead>
<tr>
<th></th>
<th>0 to 1 Miles</th>
<th>0 to 2 Miles</th>
<th>0 to 5 Miles</th>
<th>0 to 10 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner Occupied</td>
<td>1,453</td>
<td>5,336</td>
<td>49,101</td>
<td>179,939</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>1,389</td>
<td>7,115</td>
<td>36,176</td>
<td>123,157</td>
</tr>
<tr>
<td>Total</td>
<td>2,841</td>
<td>12,451</td>
<td>85,277</td>
<td>303,096</td>
</tr>
</tbody>
</table>

- **Low:** 43% ownership 0-2 miles
- **High:** 59% ownership 0-10 miles

Area rental rates range from $.65 to .95 /SF

Source: Claritas, 2008
## Housing Market Assessment

<table>
<thead>
<tr>
<th>Median Year Built</th>
<th>0-1 mile</th>
<th>0-2 miles</th>
<th>0-5 miles</th>
<th>0-10 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1953</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1957</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1976</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Median Value of Owner Occupied Units</th>
<th>0-1 mile</th>
<th>0-2 miles</th>
<th>0-5 miles</th>
<th>0-10 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>$37,856</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50,924</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$63,160</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$96,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Claritas, 2008
## Housing Market Assessment

### Real Estate Sales and Listings

<table>
<thead>
<tr>
<th>Category</th>
<th>Sales</th>
<th>Listings</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2008</td>
<td>909</td>
<td>5,467</td>
</tr>
<tr>
<td>June 2008</td>
<td>961</td>
<td>5,418</td>
</tr>
<tr>
<td>July 2007</td>
<td>1,104</td>
<td>6,499</td>
</tr>
<tr>
<td>Change 2007-2008</td>
<td>-18%</td>
<td>-16%</td>
</tr>
<tr>
<td>Year-To-Date Number</td>
<td>5,953</td>
<td>5,524</td>
</tr>
<tr>
<td>Year-To-Date change 2007-2008</td>
<td>-15%</td>
<td>-12%</td>
</tr>
</tbody>
</table>

**Absorption Rate**: about 6 months  
**Normal absorption**: about 3 months  

*Source: Claritas, 2008*
## Housing Market Assessment

### Real Estate Sales and Prices

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Median Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>7,757</td>
<td>$  98,300</td>
</tr>
<tr>
<td>2004</td>
<td>8,907</td>
<td>$101,600</td>
</tr>
<tr>
<td>2005</td>
<td>10,441</td>
<td>$113,300</td>
</tr>
<tr>
<td>2006</td>
<td>11,977</td>
<td>$117,700</td>
</tr>
<tr>
<td>2007</td>
<td>11,529</td>
<td>$118,400</td>
</tr>
<tr>
<td>2008(est.)</td>
<td>10,205</td>
<td>$117,900</td>
</tr>
</tbody>
</table>

Data is for the Fort Worth MLS area, from the Real Estate Center, Texas A&M University
## Building Permit Activity

<table>
<thead>
<tr>
<th>Year</th>
<th>Single Family</th>
<th>2-4 Family</th>
<th>5+ Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>9,374</td>
<td>414</td>
<td>4,971</td>
</tr>
<tr>
<td>1999</td>
<td>9,605</td>
<td>246</td>
<td>2,147</td>
</tr>
<tr>
<td>2000</td>
<td>10,455</td>
<td>140</td>
<td>2,070</td>
</tr>
<tr>
<td>2001</td>
<td>12,169</td>
<td>172</td>
<td>2,029</td>
</tr>
<tr>
<td>2002</td>
<td>13,391</td>
<td>400</td>
<td>3,365</td>
</tr>
<tr>
<td>2003</td>
<td>13,814</td>
<td>181</td>
<td>3,135</td>
</tr>
<tr>
<td>2004</td>
<td>16,067</td>
<td>182</td>
<td>2,482</td>
</tr>
<tr>
<td>2005</td>
<td>17,877</td>
<td>400</td>
<td>2,872</td>
</tr>
<tr>
<td>2006</td>
<td>15,212</td>
<td>616</td>
<td>3,434</td>
</tr>
<tr>
<td>2007</td>
<td>10,317</td>
<td>379</td>
<td>3,260</td>
</tr>
</tbody>
</table>

Lately: Single Family down, Multi Family up
Housing Market Assessment

Unit Types

<table>
<thead>
<tr>
<th></th>
<th>0 to 1 Miles</th>
<th>0 to 2 Miles</th>
<th>0 to 5 Miles</th>
<th>0 to 10 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Unit Attached</td>
<td>123</td>
<td>448</td>
<td>3,830</td>
<td>10,245</td>
</tr>
<tr>
<td>1 Unit Detached</td>
<td>2,497</td>
<td>8,148</td>
<td>66,353</td>
<td>213,655</td>
</tr>
<tr>
<td>2 Units</td>
<td>291</td>
<td>1,230</td>
<td>4,696</td>
<td>9,039</td>
</tr>
<tr>
<td>3 to 19 Units</td>
<td>448</td>
<td>2,315</td>
<td>10,130</td>
<td>53,775</td>
</tr>
<tr>
<td>20 to 49 Units</td>
<td>94</td>
<td>568</td>
<td>2,145</td>
<td>10,273</td>
</tr>
<tr>
<td>50 or More Units</td>
<td>102</td>
<td>2,120</td>
<td>6,072</td>
<td>24,161</td>
</tr>
<tr>
<td>Mobile Home/Trailer</td>
<td>0</td>
<td>6</td>
<td>1,251</td>
<td>7,418</td>
</tr>
<tr>
<td>Boat, RV, Van, etc.</td>
<td>0</td>
<td>18</td>
<td>96</td>
<td>326</td>
</tr>
<tr>
<td><strong>Housing Units</strong></td>
<td><strong>3,555</strong></td>
<td><strong>14,853</strong></td>
<td><strong>94,573</strong></td>
<td><strong>328,892</strong></td>
</tr>
</tbody>
</table>

Vacancy Rates:  
- 20% 0-1 mile  
- 8% 0-10 miles
Housing Market: Methodology

- Primary data source is Claritas, 2008
- Projections relate historic absorptions and current conditions of:
  - New home starts
  - Employment prospects
  - Competition from other areas
- Gravity model allocates demand throughout region
- Without competitive edge, area has to cut prices
Housing Market: Conclusions

- Demand assuming “normal” conditions 2008-2013:
  - 453 units in the 0-2 mile area
  - 9 to 13 units per year in project area (10-15%)
- Type of Units: Single-family
  - (immediate demand for multi-family, but limited)
- Price Range: $85,900 to $102,900
- Unit Size: 1,250 to 1,500 SF
- Plan Type: 3 Bedroom / 2 Bath
Housing Market: Conclusions

- Current demand in primary market area is higher for rentals than for sales
- Rental demand is short term, due to tighter credit standards
- Rentals are not a good fit for the project area:
  - Land use pattern is primarily single family
  - Prevailing rental rates are below what is needed to support new construction
  - Urban Village may support a niche opportunity
Impacts of Credit Crunch

- Higher interest rates
- Fewer housing starts
- Recovery not likely until 2010
- Unemployment low locally, but trending up
- Demand soft for 2-3 years, may be pent-up after
Prototype House Plans

- Single Family Detached
  - 2 BR/1B @ 920 SF to 4 BR/3B @ 2100 SF

- Townhomes and Patio Homes
  - (immediate demand for multi-family, but limited)

- Price Range: $85,900 to $102,900
- Unit Size: 1,250 to 1,500 SF
- Plan Type: 3 Bedroom / 2 Bath
Single Family

Plan A
923 SF/2BR-2 Bath
Single Family

Plan B
1,382 SF/3 BR-2 Bath
Single Family

Plan C
1,482 SF/3 BR-2.5 Bath
Single Family

Plan D
1,993 SF/4 BR-2.5 Bath
Single Family

Elevation D
Single Family

Plan E
1,990 SF/4 BR-2.5 Bath
Single Family

Elevation E
Single Family Attached

Plan F
1,817 SF / 3 BR - 2.5 Bath
Single Family Attached

Elevation F
Single Family Attached

Plan G
1,901 SF/3 BR-2.5 Bath
Single Family Attached

Elevation G
Single Family Attached

Plan K & L
Second Floor
Mixed Use

Plan I- Ground Floor
3,104 SF Commercial
Plan I - Upper Floors
(4) 2 BR/ 2 Bath Units @1392 SF
Most blocks in Terrell Heights have alleys - were platted but never paved
Front or Rear Loaded?

Front loaded access can be done well if the garage is de-emphasized and placed on the rear of the lot.
Lot Layout - Front Loaded

Front access / rear garage can use up a substantial portion of the lot.
Lot Layout – Rear Loaded

Rear access dedicates less area to the car and provides wider frontage for the house.
Current Zoning

- Most of the Historic District is A-5
  - Single family detached, 5,000 SF lots
- Urban Village area is MU-1 (low intensity)
  - Small setbacks
  - 3 stories; 5 if mixed use
Form Based Zoning

Rural (least intensive)
- Less density, more open space
- Residential, larger lots

Urban (most intensive)
- More density, less open space
- Mixed uses, well integrated

Image courtesy of DPZ
Proposed Regulating Plan
Proposed Sub-areas

- UV - Urban Village
  - Most intensive, mixed use, similar to MU-1

- UC - Urban Corridor
  - Neighborhood service commercial, some MF

- UN - Urban Neighborhood
  - Transitional; allows attached SF and small comm.

- HN - Historic Neighborhood
  - Single family residential, compatible with historic
Elements of the Design Guidelines:

- General Provisions
- Classification of Sub-areas and standards
- Site Development Standards
- Building Development Standards
- Site Elements, Landscaping, and Signage
Site Development Standards

• Building Placement and Setbacks
• Vehicle Access and Garage Location
• Special characteristics (frontage conditions)
Building Development Standards

- Stylistic Typologies
- Massing and Composition
- Key Elements and Details
- Materials and Finishes
- Equipment and Service Elements
Stylistic Typologies

- No particular style required
- Varies from vernacular to refined
Massing and Composition

- Simple, straightforward massing
- Address/engage the fronting street
Massing and Composition

Simple volumes and simple roof forms
Massing and Composition

Articulation of main and subordinate volumes
Massing and Composition

Articulation of main and subordinate volumes
Urban Corridor/Commercial

- Define street edge
- Build to frontage
- Minimum openings
- Differentiate base
- Emphasize entrance
It is not necessary to incorporate an entire neighborhood’s worth of design in one house
Massing and Composition

Each building plays a supporting role in the whole.
Historic Neighborhood

- Must address alterations to existing buildings as well as new infill development
- Define acceptable or appropriate extent for additions
- New construction is compatible, but distinct
  - Setbacks along blockface
  - Exterior features and materials
  - Proportions: height, width, length, roofline
Alteration and New Construction

Additions on rear of lot
Key Elements and Details

Traditional houses are built on a raised, pier and beam foundation.
“Raised” slab on grade foundation
Porch Columns

A properly detailed porch should have a clearly expressed beam dropped below the soffit.
Openings and Trim

- Vertical proportion
- Wood or clad profile recommended
- Trim expresses a structure
- Divided lights not required, but should be real
Eaves and Overhangs

9. Roof Overhangs. Overhangs are required for all pitched roofs. Eave overhangs shall be 12 inches, minimum, measured horizontally from exterior wall face to end of rafter. Gable rakes shall overhang a minimum of 8 inches. Enclosed soffits are not permitted; rafter tails shall be left exposed. Fascias, where provided, shall not completely cover rafter tails.

- A simple, straight cut rafter is typical of simple vernacular style.
- If a flat soffit is desired, the eave should have a horizontal return at all gable ends.
- For a more finished look, the rafter tails may be plumb cut.
- A decorative cut provides a more decorative and finished look to simple, exposed rafter eaves.
- "Pork chop" eaves are not permitted.
Materials and Finishes

- Wide range of permissible materials
  - Walls of brick, stone, stucco, or siding (cementitious preferred over wood)
  - Roofs of composition, clay, or cement tile, sheet metal, flat membrane roofs
- Preference for green or sustainable materials - local sources, low impact
Fences

Front yard fences should be low and open, are not intended for privacy or security.
Landscaping

- Supporting element
- Public realm
- Protect pedestrian
- Shade sidewalk
- Enhance, don’t screen
Signage and Graphics

- Building sign
- Sign band
- Blade and bracket signs
- Post signs
- Monument signs
- Window sign
- Sidewalk sign
Next Steps

• Refine and Revise as needed
• Periodic review meetings with staff
• Additional public meeting in November
• Complete by end of November