

HEMPHILL/BERRY

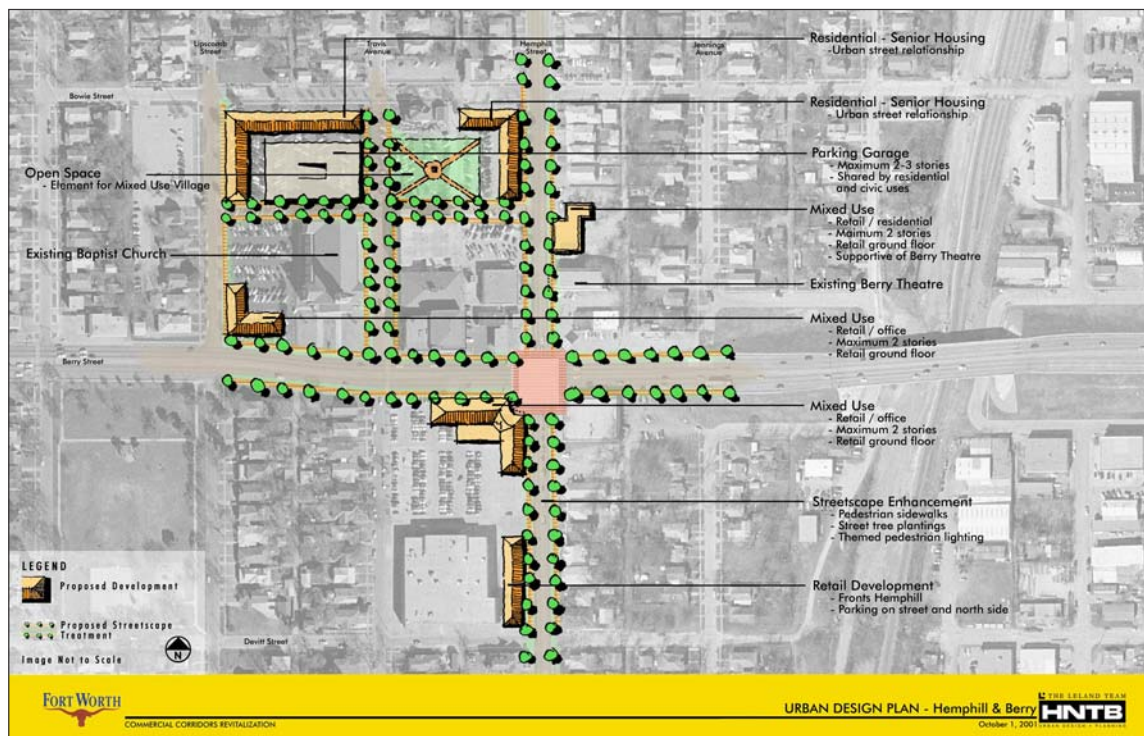
THE VILLAGE

The village is located at the intersection of Hemphill Street and Berry Street and encompasses the Travis Avenue Baptist Church campus and the Victory Arts Center south on Hemphill. The area is surrounded by established single-family neighborhoods. Neighborhoods supporting this village include the Jennings-May-St. Louis, Rosemont, Worth Heights, South Hemphill Heights, O.L.V., and Shaw Heights neighborhood associations. Organizations promoting business and community development include the Travis Avenue Baptist Church, Berry Street Initiative, and Hemphill Corridor Task Force.

In addition to the Travis Avenue Church campus, other uses in the area include office, retail and an historic vacant movie theater as well as an abundance of underutilized and vacant lots. The urban form in the area is characterized by surface parking lots and deep setbacks. In community meetings, local employers, property owners, neighborhood representatives and service providers supported urban design concepts that bring buildings closer to the street.

URBAN DESIGN ELEMENTS AND PLAN

- The historic character of the Hemphill corridor is preserved through the adaptive reuse of older commercial buildings, including the Berry Street Theater.
- The Travis Avenue Baptist Church redevelops its land as an urban campus that includes neighborhood-supporting uses.
- A public park provides a community gathering place, recreation opportunities, and a lunch-time picnic spot for local employees and residents.
- As property values increase, structured parking replaces surface parking, and is located on interior sites.
- The urban design plan emphasizes stronger pedestrian connections among residential and commercial areas, and limits building setbacks along the corridor. A significant amount of infill development on underutilized land is also proposed.



HEMPHILL/BERRY

INVESTMENT CHALLENGES

- Vacant lots along a commercial corridor disrupt the urban form by creating gaps between buildings. They also hamper efforts to create a pedestrian-friendly environment. Many vacant lots in this corridor are held by absentee owners, resulting in poorly maintained lots that reflect a lack of commitment to the neighborhood. Policies and programs that facilitate land assembly should be implemented. Neighborhood organizations can also participate in “adopt a block” or other “clean and safe” programs.
- As is typical in many older commercial corridors, much of the village’s zoning is inconsistent with prevailing market conditions that favor pedestrian-oriented urban environments. With Council adoption of the *Commercial Corridors Revitalization Strategy*, the City should establish a petition-based rezoning process in order to allow and encourage redevelopment as depicted in the village plans.
- Higher insurance rates for residential and commercial properties in the central city can be a significant deterrent to revitalization. Higher rates increase the costs of development (and redevelopment), maintenance, and business operations. Although illegal, this practice is widespread in many of Fort Worth’s corridors, including the area surrounding Hemphill and Berry. Neighborhood advocacy organizations should monitor insurance rate practices and help address any inequities. Another solution is participation by the public sector, through low-interest loans or grant money, to offset cost impacts.
- As with insurance rates, the underwriting criteria of traditional lending sources often do

not favor central city locations. While larger banks are subject to guidelines established in corporate offices often located elsewhere, local and regional banks can be encouraged to participate in a variety of programs that serve to improve the financing environment for central city projects. Through the *Commercial Corridors Revitalization Strategy* effort, the City was able to engage many of these lending sources in an exchange of ideas for overcoming barriers to financing. This dialogue should be continued.

MARKETING OPPORTUNITIES

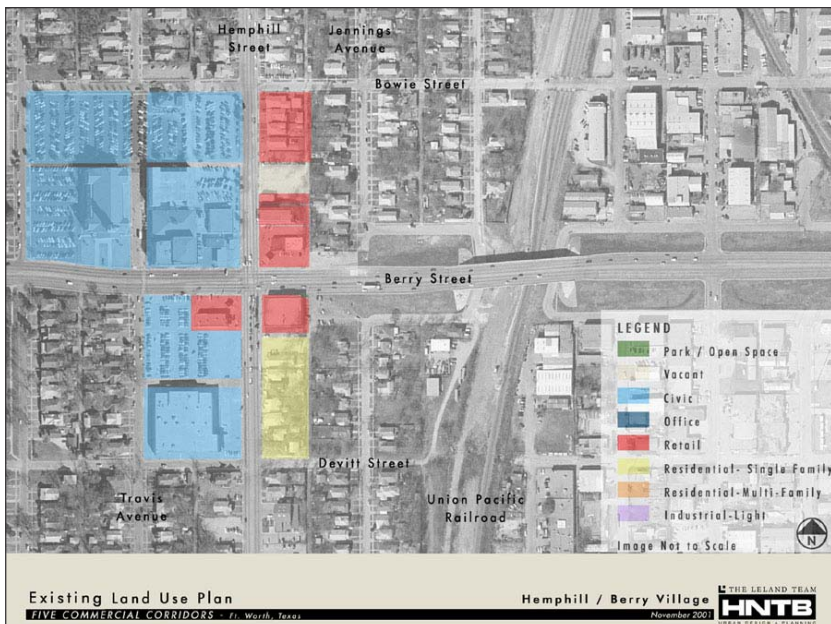
	short-term 1-5 years	long term 5-10 years
Housing		
Rental	■	
Ownership (Mid/Hi-rise)	■	
Senior	■	
Retail		
Neighborhood-Serving	■	
Destination/Entertainment		■
Specialty	■	
Office		
Class A/B	■	
Service/Boutique	■	
Incubator Space		■
Other		
Hotel		■
Public	■	
Transit Station		■
Parking	■	

DEVELOPMENT STRATEGY

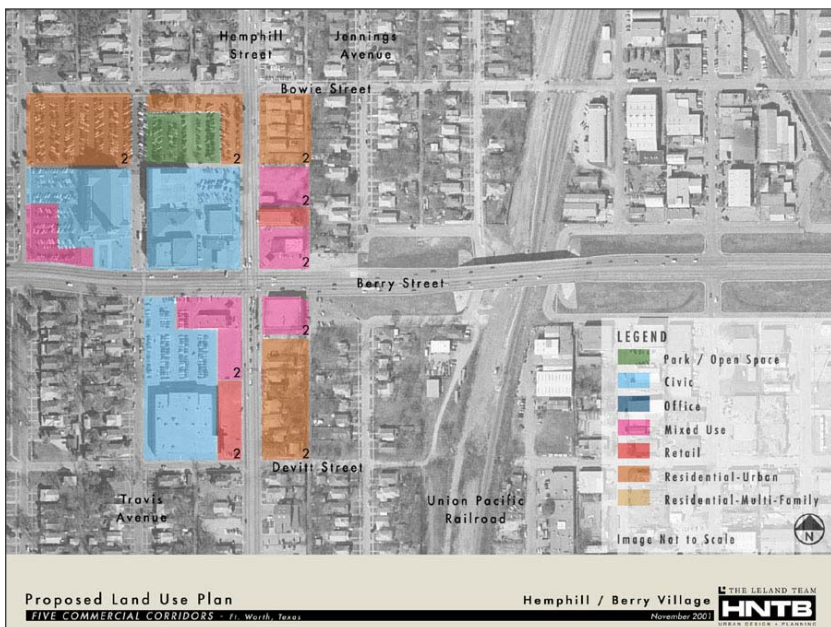
As a mixed-use, mixed-income urban village anchored by the Travis Avenue Baptist Church campus, the Hemphill/Berry Village will be a key commercial hub along Berry Street. The village will feature a significant concentration of mixed-use development that supports surrounding neighborhoods, including multi-generational housing, office space, an arts center and a shopping district anchored by the reclaimed Berry Street Theater.

Private investment in the area is expected to capitalize on public improvements to Berry Street. Whereas a significant amount of new retail is slated for the Berry Street area, the village concept also includes a mix of office and residential uses – many of which could address the housing needs of the church congregation as expressed during the planning process.

HEMPHILL/BERRY



Existing land use



Proposed land use

ECONOMIC ANALYSIS

Estimated Project Value

Estimated Project Value	
Total Office/Retail Rentable SF	55,000
Rent/SF*	\$14.00
Total Residential Rentable SF	67,500
Rent/SF*	\$10.00
Gross Income	\$1,445,000
Occupancy	90%
Effective Gross Income	\$1,300,500
Operating Costs	\$245,000
Net Operating Income	\$1,055,500
Capitalization Rate	10%
Project Value – Office/Retail/Residential	\$10,555,000
Total Housing Units	50
Sales Price/Unit	\$150,000
Gross Revenue	\$7,500,000
Less Marketing Costs	\$525,000
Project Value – Ownership Housing	\$6,975,000
Total Project Value	\$17,530,000

Development Cost Estimate

Property Purchase (Acquisition/Demolition)	\$2,200,000
On-Site Improvements (Parking)	\$3,200,000
Building Construction Costs	\$13,800,000
Construction Contingency	\$1,400,000
Soft Costs (% of Hard Costs)	\$3,100,000
Total Project Cost	\$23,700,000
Total Project Value	\$17,530,000
Project Margin/"Gap"	(\$6,170,000)

* Rates based on triple net lease.

HEMPHILL/BERRY

JOB CREATION AND ECONOMIC IMPACT SUMMARY

	short-term 1-5 years
Permanent Employees	275
Annual Income/Permanent Employment	\$16,511,000
Construction Employees	405
Annual Income Construction Employment	\$4,050,000

PUBLIC INVESTMENT LEVERAGE SUMMARY

	short-term 1-5 years
Development SF	197,500
Project Value	\$17,500,000
Project Cost	\$23,700,000
Margin/"Gap"	(\$6,200,000)
Public Investment Required	\$6,200,000
Public Investment Leveraged	\$17,500,000
Private/Public Investment Ration	2.8

PUBLIC INVESTMENT ESTIMATE

Funding/Time Period

	0-2 Years	3-5 Years
Investment Required:		
Streetscape Improvements*	\$800,000	\$400,000
Utility Improvements	\$25,000	\$25,000
Street/Access Improvements	\$0	\$0
Parks/Open Space	\$300,000	\$0

* Include pedestrian enhancements (e.g., special paving, lighting, etc.)

PRIVATE DEVELOPMENT PROGRAM CATALYST PROJECT

	short-term 1 - 5 years
Housing	
Senior	75 units
Retail	25,000 sq. ft.
Mixed-Use (Housing/Retail)	50/20,000 sq. ft.
Mixed-Use (Office/Retail)	30,000/10,000 sq. ft.
Recreation Center	See public program
Parking Structure	320 spaces

COMMERCIAL CORRIDORS REINVESTMENT STRATEGIES			
HEMPHILL/BERRY			
Regulatory	Financial	Market	Physical
	<p>Immediate (1) Establish a task force, with lender and insurance company representation, to discuss rate differentials (lending and insurance redlining) and provide public commitments to off set impacts on operating cashflow (1)</p>		<p>Immediate (1) Coordinate timing of projects in villages with redesign of Hemphill and Berry intersection (1)</p>
<p>Near Term (2) Initiate education process to solicit interest in establishment of a Public Improvement District (PID) (2)</p>		<p>Near Term (2) Participate in funding a survey of church members to ascertain housing demand in the village (2)</p>	<p>Near Term (2) Adjust level-of-service on roads to encourage pedestrian environment and balance the level-of-service for cars using mechanisms including: median placement, placement of traffic lights and their timing, posted speeds, etc. (2)</p>

Key word presented in bold for reference to glossary.

Source: Leland Consulting Group, HNTB & Interstar

Note: Village-specific strategies are to be used in combination with the standard strategies.

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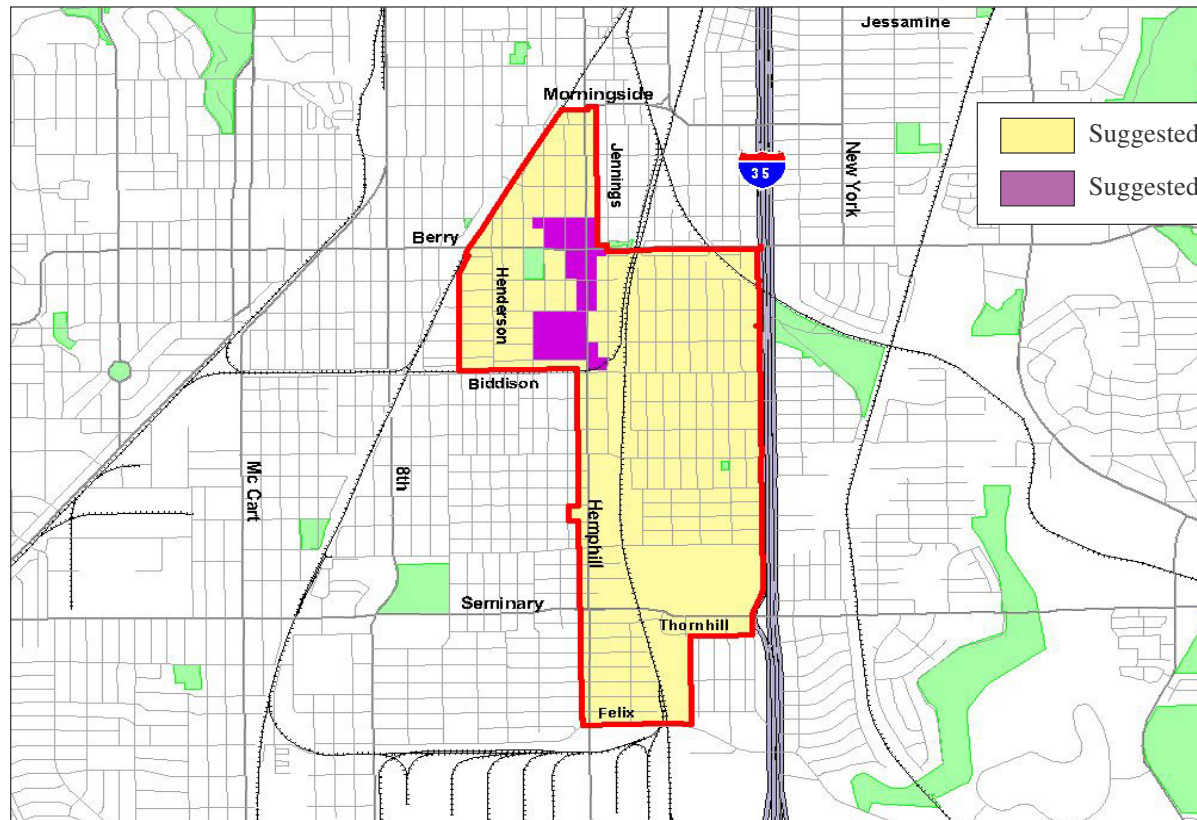
Current Projects

Travis Avenue Baptist Church campus redevelopment

Victory Arts Center, mixed-use

Public Funding Secured

\$ 0.9 million STEP



Neighborhoods

- OLV Heights
- Rosemont
- South Hemphill Heights
- Worth Heights

Suggested NEZ

Population	8,113
Land Area	1.50 Sq. Miles
Percent in Central City	100%
Percent CDBG Eligible	81%

*Village is also on Berry Street Corridor