

CATALYST AREAS

A catalyst area is a key area identified by the City of Sachse for targeted investment or development to stimulate broader growth in the surrounding area. Development within these sites is intended to spark economic, social, and physical revitalization beyond their boundaries. Common characteristics of a catalyst area include high visibility and accessibility—often located near highways, major intersections, or key corridors—as well as underutilized land with development potential, a mix of zoning or land uses, and alignment with city plans or goals such as mixed-use growth, revitalization, or job creation. The catalyst areas identified in this plan were either originally designated in the 2017 Sachse Comprehensive Plan or have since experienced growth that presents opportunities for continued investment or strategic redevelopment to help achieve the Sachse’s goals.

The designs developed in this plan are conceptual renderings, not specific development plans, intended to illustrate the City’s vision for the potential of each catalyst area, based on zoning, future land use designations, and surrounding development.

Actual investment and developments within the catalyst areas may differ, but should remain consistent with the intended character for the sites. The catalyst areas identified are the following:

- Old Town Catalyst Area
- PGBT Catalyst Area
- SH-78 & Ranch Road Catalyst Area
- Miles Road & Sachse Road Catalyst Area
- Merritt Road & Sachse Road Catalyst Area
- Woodbridge Parkway & Cody Lane Catalyst Area

CATALYST AREA 1 - OLD TOWN

— OVERVIEW

The Old Town Catalyst Area is at the heart of Sachse’s downtown. Serving as a hub for local commerce and residential opportunities, it supports Sachse’s future growth. Covering approximately 160 acres on the city’s west side, the area is bisected by State Highway 78, a principal arterial linking residents and visitors to regional destinations. To enhance mobility, the area will prioritize pedestrian connectivity, including a potential trail extension along 5th Street south of SH-78, linking to the existing sidewalk along Dewitt Road north of SH-78. The Old Town Catalyst Area is comprised by the Old Town Mixed-Use Future Land Use category that integrates residential uses with commercial, retail, office, or entertainment businesses that complement the surrounding neighborhoods. The City-owned parcel containing the water tower near the roundabout is designated as Public in the Future Land Use Plan due to its utility use. Since 2017, Sachse has made improvements within the Catalyst Area, including paving Dewitt Street on the northern side from Ben Davis Road to 3rd Street and the Alexander Street reconstruction project. Ongoing citywide street, alley, and sidewalk maintenance continues to support further development.

— MARKET

The demographics and psychographics of the greater Old Town area range widely, just as development patterns do throughout the area. Psychographics analyze psychological attributes such as personality, values, opinions, attitudes, interests, and lifestyle traits, alongside traditional demographic factors. This approach employs both quantitative and qualitative methods to gain an understanding of consumers on a deeper psychological level. This diversity in development is a key to authenticity and success for Old Town. As neighborhoods rapidly change from decade to decade with development and growth, it’s paramount to understand the similarities between households, regardless of how different they may appear. The current psychographic segments for the area range are:

- **Green Acres:** The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers maintain and remodel their homes, using all the necessary power tools to accomplish the jobs.
- **Boomburbs:** This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburb’s neighborhoods.
- **Middleburg:** Middleburg neighborhoods transformed from the leisurely pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers.

All these groups collectively comprise the surrounding neighborhood and should have product offerings to support their lifestyles and connect them to common destinations.

Visitors should be encouraged to walk along the roads to create a vibrant urban environment. Housing is critical because residents can work, shop, dine, and enjoy leisure activities without driving to each destination. It's also important to offer different housing types to suit a diverse population. The market for residential products in Old Town includes small-lot single-family units or condos, lofts, townhouses, and live/work units, given that they do not conflict with the existing residential fabric. The Old Town catalyst area has established infrastructure like roads, utilities, and public services, making development more manageable and cost-effective. Demand for new residential units in Sachse is a function of projected growth across the greater region, meaning Sachse will compete with adjacent cities to capture these future households. Of the 405 units of total annual demand for owner-occupied housing, 337 are anticipated to support single-family detached products, while 68 will support alternative products like townhomes, rowhomes, or condominiums. Although not explicitly reflected in this ownership-focused projection, multifamily development may also be appropriate within the district if it meets applicable development standards. Such products could serve a broader range of housing needs and support the city's goals for a diverse and balanced housing stock.

Restaurants and retail development will play a crucial role in Old Town's success as they attract residents and regional visitors. Either visitor type increases foot traffic, creates activity, enhances social engagement, and serves as the driving force for events and unique programming opportunities. Similarly, the local tax revenue generated through sales tax sustains the public investment over time. Restaurants and retail offerings within Old Town should be closely integrated with other services, cultural institutions, and public spaces. Unique products, niche markets, and local entrepreneurship contribute to the local economy while giving Old Town a unique and authentic feel that cannot be replicated.

— VISION

Old Town will preserve its historic charm through its buildings and public spaces. Small gathering places like parks, plazas, cafes, and public squares will encourage social interactions, support local businesses, and enhance the area's visual appeal. Proximity to SH-78 allows new developments beyond 5th Street to realize the vision of a walkable district in Sachse. Improved pedestrian connectivity and safety will unify the areas north and south of SH-78, creating a cohesive district with diverse living and working spaces.

The vision includes adding several key gathering spots to connect various destinations, addressing the current lack of a central green space. The district will prioritize locally owned businesses that complement the historic neighborhoods. Retail shops, restaurants, and office spaces will foster a strong sense of place and community engagement, while a mix of residential options will cater to a growing and diverse population.

IMAGE 3.25. EXAMPLE OF A TOWN SQUARE AND PEDESTRIAN SPACE IN DOWNTOWN BURLESON



IMAGE 3.26. EXAMPLE OF A FLEX FESTIVAL STREET AND GATEWAY IN OLD TOWN KELLER



IMAGE 3.27. EXAMPLE OF A PEDESTRIAN CONNECTOR IN DOWNTOWN LEWISVILLE



IMAGE 3.28. EXAMPLE OF DOWNTOWN RETAIL IN COPPELL



— ECONOMIC IMPACTS

The Old Town Catalyst area as illustrated would accommodate an additional 129,000 square feet of retail/restaurants, approximately 81,000 square feet of office, and approximately 176 additional residential units. This would represent an additional \$52.4M in net new private investment, which would result in \$11.8M in new property tax, \$19.8M in new sales tax, and create more than 970 net new jobs.

— ECONOMIC SUMMARY

Scenario	Net Gain At Buildout		Cumulative, 30-year total		Net Gain At Buildout	
	Total SF	Total Value	Sales Tax	Property Tax	Population	Jobs
Old Town	129,000 SF (retail/restaurants) 81,000 SF (office) + 176 residential units	\$52,446,548	\$19,879,520	\$11,879,658	176	970

— IMPLEMENTATION STEPS

- **Festival Street.** Explore the feasibility and programming of a festival street to promote activation and social collaboration.
- **Gateway opportunities.** Explore opportunities and designs for gateway branding in order to enhance the character and identity of Old Town along Sachse and 5th street.
- **Outreach.** Use city-wide outreach as an opportunity to educate residents and the development community about the vision for Old Town and the desired mixed of uses.
- **Buffering.** Create buffers and transitions through land use programming from the core of Old Town to the existing, surrounding neighborhood.
- **Coordination.** Meet with individual property owners and potential developers regarding the city's vision and timeframes for development to facilitate development and redevelopment.
- **TIRZ Funding.** Update the TIRZ #3 preliminary Financing and Project Plan to assist and prioritize with the cost of capital expenditures.
- **Open Space.** Promote opportunities to build pocket parks, open space and public gathering spaces within the district to utilize for future events and markets.
- **Infrastructure improvements.** Evaluate the need for rehabilitation or replacement of aging water and sanitary sewer systems to support planned development.
- **Drainage Improvements.** Assess and implement drainage upgrades needed to support additional leasable building space.
- **Parcel Acquisition.** Identify and prioritize key parcels within the 5th Street District for potential City/EDC acquisition, based on strategic redevelopment potential and alignment with district goals.

MAP 3.9. OLD TOWN CONCEPTUAL DESIGN

