

Posted on Sat, May. 12, 2007

[email](#) [print](#) [reprint or license](#)  
[AIM](#) [del.icio.us](#) [Digg it](#)

## Residential project about to kick off

BY ANDREA JARES  
 STAR-TELEGRAM STAFF WRITER

Right now there's a construction trailer at the southwest corner of Pennant Drive and Road to Six Flags. But the town houses being built there should be right in the middle of the action created by Arlington's two biggest projects -- the new Cowboys stadium and the Glorypark mixed-use development.

The town houses are the first significant residential project in the entertainment district since planning began for the stadium and Glorypark.

Already, 33 people have signed purchase agreements at Chelsea Park Townhomes, which will have 91 three-story residences on 5 acres. The homes will have luxury finishes such as stainless-steel appliances and granite countertops, as well as rooftop gardens.

Dalana Morse, a sales agent for Chelsea Park, said the homes range in price from \$205,000 to \$340,000 and in size from 1,233 to 2,270 square feet. Construction is slated to begin June 1.

Many of the buyers are empty nesters who already live in Arlington, Morse said.

"A lot of people are very excited about what is going on in Arlington, and we're within walking distance to everything," she said.

The development is across the street from Glorypark, which is designed to eventually contain 5 million square feet of upscale shops, hotels and apartments. Construction of Glorypark, the creation of Texas Rangers owner Tom Hicks and town-center developer Steiner + Associates, is slated to start this year, with completion of the first phase by spring 2009.

Two blocks away is Rangers Ballpark in Arlington, which attracts more than 2 million fans a year. Within walking distance is the Cowboys stadium, scheduled to open in fall 2009.

All the high-profile activity made the site attractive for AI Coker and Associates, a Dallas-based sales and marketing firm that helped the town-house developers with site selection and design.

"I think you have the new excitement around Glorypark, coupled with the exposure you get with sports crowds," said Fernando Gonzalez, marketing director at Coker. "That's visibility."

Coker also worked on luxury condominiums such as Montgomery Plaza in Fort Worth and a Philippe Starck-designed high-rise in Dallas' Victory Park.

Being first has its risks, but Gonzalez said the company expects other development to follow.

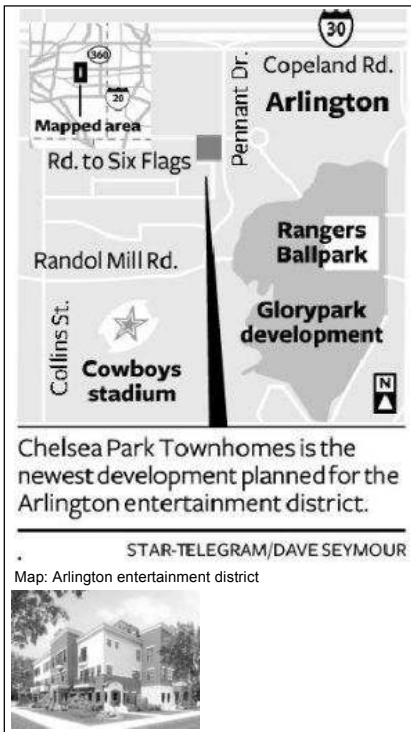
"As long as they are friendly to our buyers, different developments not only help our cause, they add to the spirit of the place," Gonzalez said.

The stadium and Glorypark are eating up much of the available land in the area, leaving only a few small developable parcels. But other development could come from tearing down homes, offices and apartments or from piecing together several lots.

But there may be a wait. Frank Taylor of the Westover Group of Fort Worth said he hasn't seen much activity inspired by the Cowboys stadium at the nearby office buildings for which he handles leasing.

"It could be a little early, but I thought I might start fielding some calls from people who wanted to be next to the stadium," Taylor said. "We've seen a lot of cranes, but we haven't seen a lot of activity just yet."

The city is planning an entertainment district overlay that will guide how future



development will look. The area is generally bounded by Texas 360, Collins Street, Lamar Boulevard and Randol Mill Road.

The city hopes to finalize design standards by the end of the year for the streets, parks and buildings that will be built there, senior planner Gincy Thoppil said. The overlay plan will not deal with traffic, which has been a big issue with property owners so far, she said.

Because of the area's size, it will be divided into subdistricts, Thoppil said.

"This is a large area that we are speaking of, so each subdistrict will have its own flavor," she said. The areas will have mixed-use development that keeps design consistent and encourages new development.

The next meeting for public input on the plan is May 31.

"This is a long-range plan," Thoppil said. "Whenever it does happen, you want it to be good."

[ajares@star-telegram.com](mailto:ajares@star-telegram.com)  
Andrea Jares, 817-548-5522