

wynnewood
urban design strategy



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wynnewood background

The Parks at Wynnewood is an apartment home community in South Oak Cliff which first opened over 60 years ago. In 1995, it was restored, and became restricted to only low-income tenants for 404 of its 408 units. The Parks at Wynnewood's owners (Bank of America) now plan to redevelop the 48 acres on a reduced footprint to include a combination of both affordable multi-family housing and low-income senior housing units. In accordance with existing Land Use Restriction Agreement (LURA) requirements, a minimum of 404 low-income units will be developed in phases to include low-income housing on site for a minimum of 20 years. The surplus land for development will be presented for consideration for market rate housing, retail, and/or office.

The City's forgiveness of its \$1.08 million loan to Bank of America shall correspond to the anticipated three-phase release of the Texas Department of Housing and Community Affairs' (TDHCA) LURA on the property as TDHCA accepts the replacement of the existing 404 LURA-encumbered units with the construction or redevelopment of a minimum of 404 new affordable units on a smaller footprint on the Project site.

The location, program and design of Phase I for the redevelopment of the Parks at Wynnewood was completed before the dallas city**design** studio was asked to provide planning services.

Engagement efforts were kicked-off with residents of the Parks at Wynnewood and neighboring communities with a charrette on July

21, 2012 to discover stakeholder views on opportunities, challenges, and "must happen" priorities for this area. Follow up meetings and workshops with the residents of the Parks at Wynnewood and surrounding neighborhoods were convened to continue the conversation and to begin to document a collective vision for the area.

Project Study Area [right]

The Parks at Wynnewood and Wynnewood Village shopping center

A Vision for Wynnewood [below]

Community members and stakeholders at a workshop to help vision the neighborhood's future





wynnewood purpose + use

Purpose

This urban strategy book has been created to steward the community and stakeholder's vision for Wynnewood. As development continues in the Parks at Wynnewood, as market rate development is planned in the future for the remainder of this land, and should Wynnewood Village want to redevelop, this book will help guide their design and development.

The process for arriving at the vision for the remaining land for market-rate development for the Parks at Wynnewood and Wynnewood Village are also described.

A Vision for Wynnewood [below]

Community members and stakeholders at a workshop to help vision the neighborhood's future



Use

The book is intended to be used by community members, stakeholders, property owners, developers and their design team, and city administrators. The book includes recommendations for locating new development and the key design objectives that should be met with all new development. It should be used as a tool for informing, and guiding all future development decisions in the study area.

Through extensive studies and community workshops, the dallas citydesign studio arrived at recommendations for locating affordable housing for phases II and III and market rate development. With each phase and future type of development for Wynnewood, it was important to articulate how the building would relate to its neighbors and to its surroundings. Equally important has been the documentation of the community's preferences for treatment of the surrounding public space, the 'space between buildings'. These results are included in the following pages as design objectives for development.

wynnewood process

The studio's mantra for working in communities is simple: listen, draw, repeat. A good plan is an informed plan, which can only happen if the community and stakeholders are given every opportunity to make their dreams and concerns known. Through a series of meetings and workshops, these dreams and concerns are shared, then transferred onto drawings and plans. Plans are presented back to the stakeholders for input and the process is repeated until a plan that meets stakeholder objectives is developed.

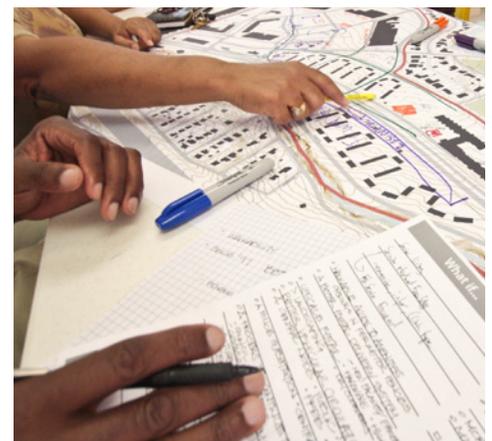
On November 3, the dallas city**design** studio engagement efforts continued with residents of the Parks at Wynnewood and neighboring communities. The day's objectives were two-fold. To establish the location for Phase II of the redevelopment and determine the type and density of development over the rest of the 48 acre site. Five tables, each with residents and a facilitator, deliberated openly and collaboratively over the site's future. To help direct the conversation, development and open space "playing cards" were introduced. Each card, with representative photograph, description, land requirements and typical yields helped illustrate how good design can determine the quality of a place. These cards were moved around a map of the project site, their attributes debated, and finally taped to a specific location on the present site. The results documented at the end of this booklet directly helped to determine how the Parks at Wynnewood will be redeveloped.

Over the next several months, the dallas city**design** studio continued, through a series of stakeholder meetings and community workshops, the goal of revealing a complete vision for the future of the Parks at Wynnewood and Wynnewood Village through a collaborative community process.

A recommendation for the preferred location, type and density for Phase III was presented in April 2014 to the owners of the Parks at Wynnewood. Design objectives relating to streets, parks and open space, and architecture were provided to ensure a desired level of performance in the public realm.

In September 2014 a similar set of design objectives accompany the vision for a more integrated, sustainable, and desirable Wynnewood Village.

Community Workshops In Progress [below]
The community, stakeholders, design professionals (volunteers) and the studio at work



wynnewood vision

The following pages contain the dallas citydesign studio's recommendations and design objectives for each of the remaining Parks at Wynnewood redevelopment phased scenarios. Suggestions for Wynnewood Village are included that support the community's vision for this critical component of the surrounding neighborhoods and this part of the city.

Additional information that documents the process, strategy, advantages and disadvantages for each of these recommendations are included in the accompanying appendix.

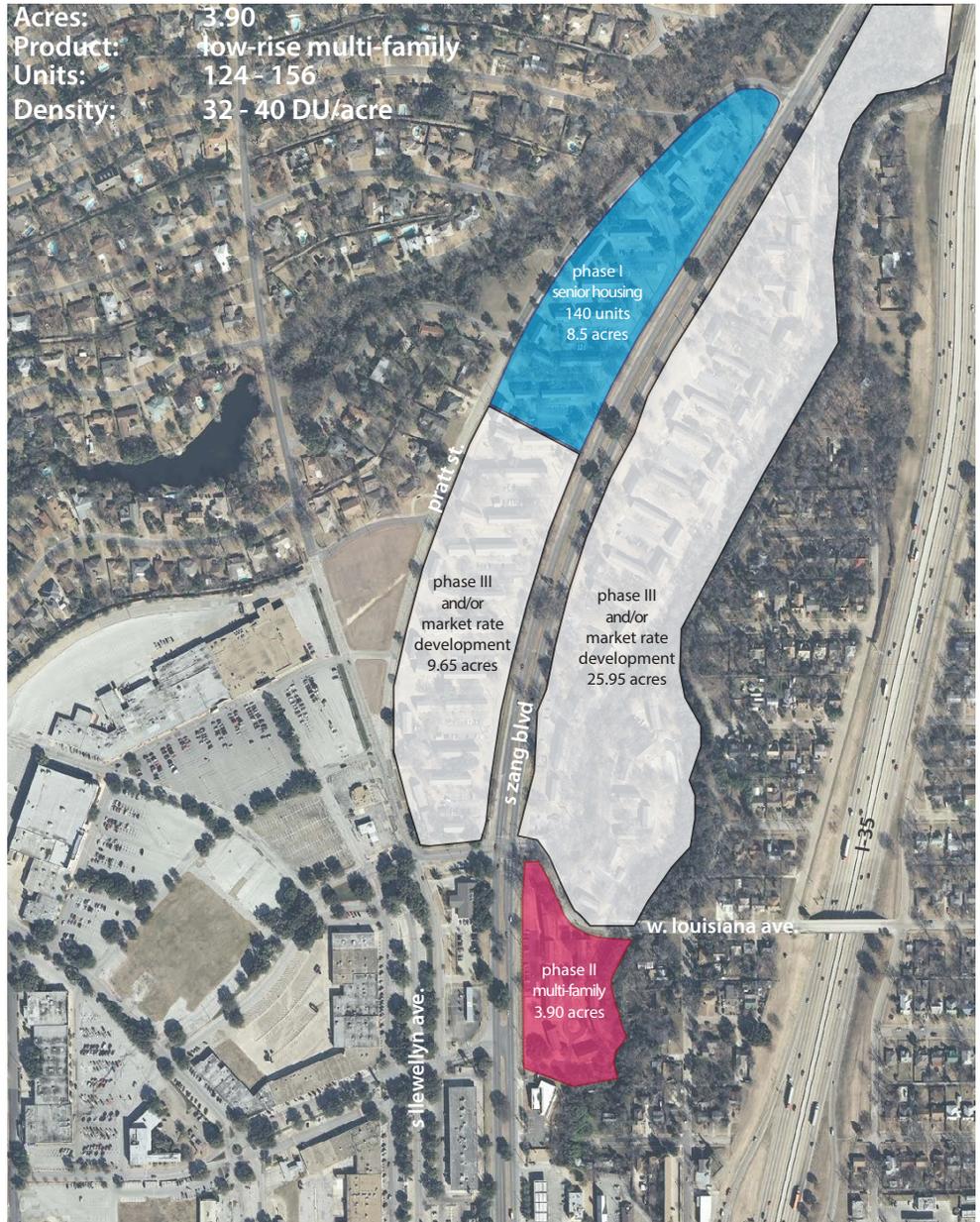
The Community at Work [below]

Discussions begin at one of the tables tasked with visioning Phases II & III



phase II recommendation

Acres: 3.90
Product: low-rise multi-family
Units: 124 - 156
Density: 32 - 40 DU/acre



- Located on approximately 3.90 acres on the east side of Zang Avenue
- Proposal is for low-rise affordable multi-family development of 124-156 units

phase III recommendation

Acres: 3.35
Product: low-rise affordable senior housing
Units: 140 - 160
Density: 42 - 48 DU/acre



Discussions Continue [below]
Ongoing discussions at one of the tables tasked with visioning Phase II & III



- Located on approximately 3.35 acres on the west side of Zang Avenue
- Proposal is for low-rise low-income senior housing of 140-160 units
- Provide a direct visual and physical connection to open space improvements of phase I senior housing development

market rate recommendation



Community Visioning [below]
Residents participate in a visioning exercise



- Approximately 32.25 acres remain for future market rate development after the completion of phases I - III
- Area is envisioned to accommodate additional streets, pedestrian paths and trails, parks and open space and a mixture of building types at densities that respect the surrounding neighborhoods while achieving the public vision for a truly livable, sustainable attractive and engaging community
- Ground floor retail should be encouraged to help better connect the existing retail to the new and redeveloped Wynnewood

synthesis plan for area

Acres: 48
Products: small-lot cluster housing
single-family residential
town homes
low-rise multi-family
mixed-use
senior housing
Units: 1,860 - 1,920
Density: 39 - 40 DU/acre
Commercial: 50,000 - 80,000sf



Community Visioning [below]
Residents participate in a visioning exercise



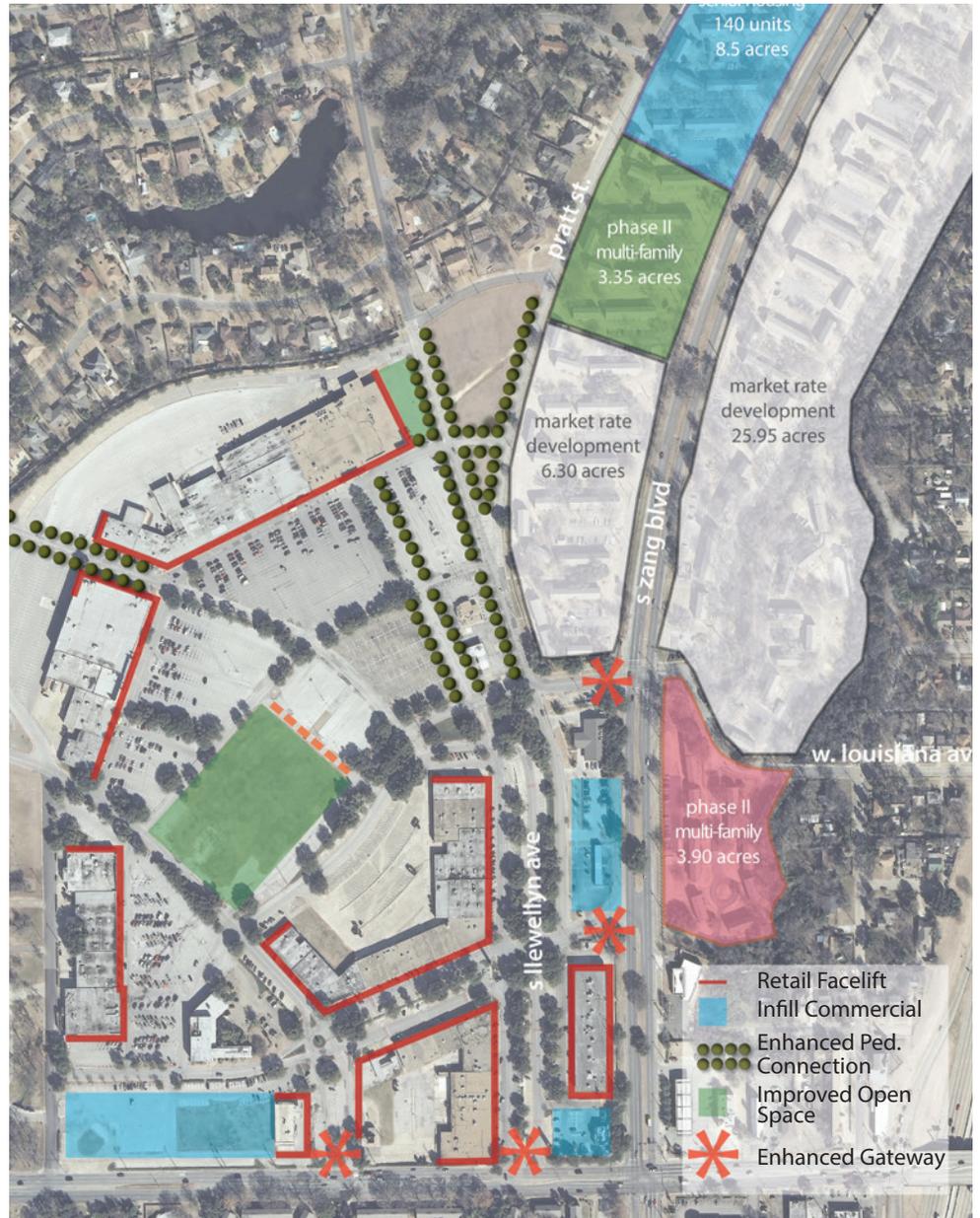
wynnewood village “light” improvements

Wynnewood Village, once the heart of the community has continued to lose its relevance and importance with surrounding neighbors. The citydesign studio has convened several community workshops and meetings to help re-imagine the roughly 69 acre site to something that could once again be embraced by the community.

This page and the next illustrate two potential interventions for Wynnewood Village. The first, the “light” improvement version, imagines what could occur with minimal changes including cosmetic and circulation improvements in tandem with selective infill development to help define gateways into the center. The second scenario re-imagines the arrangement and concentration of retail while introducing residential construction of various scales and densities that buffer the existing neighborhoods. This scenario relies on an efficient and concentrated parking solution and a tighter arrangement of walkable and connected streets.

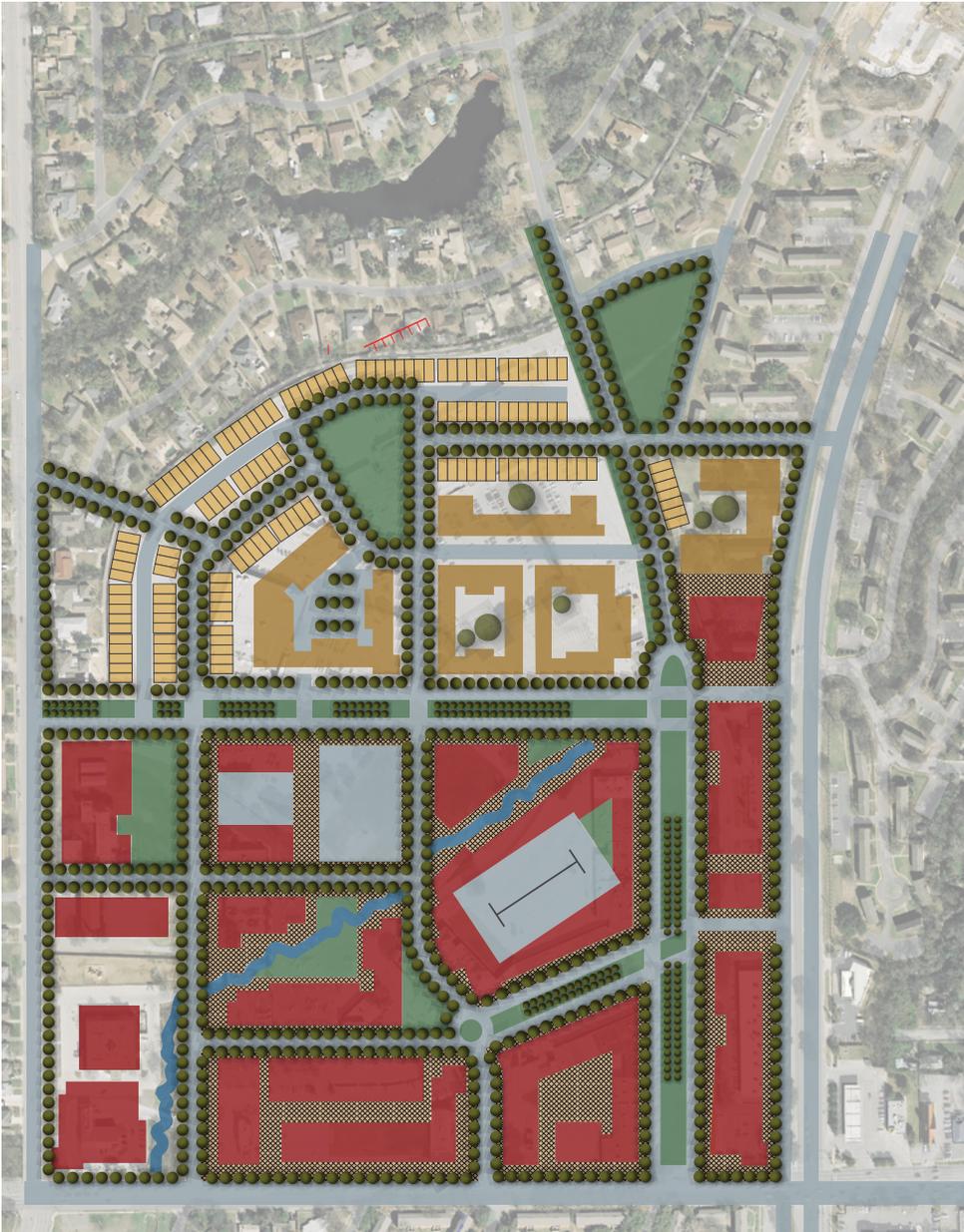
Neighborhood Input [below]

bcWorkshop devised a ‘board game’ to help the community to communicate what they would like to see the Wynnewood Village redevelop into



- The “light” improvements propose to give the center’s existing retail a facelift while also making improvements to the pedestrian realm and major entryways into the development
- Select limited sites should be considered for infill commercial development
- Improve existing open space as a temporary use to accommodate farmer’s markets, festivals, and holiday and community events
- Provide safe pedestrian and vehicular circulation improvements

wynnewood village reconstruction



The Community at Work [below]

Discussions begin at one of the tables tasked with visioning Phase II



Locating Phase III [below]

Discussions and work continues at one of the workshop tables



- A on-street, centralized and shared parking structure scenario based on detailed parking analysis allows for the re-imagining of a new compact shopping village with excess land given over to new residential development that transitions in scale and type naturally buffering the existing surrounding neighborhoods
- A symbolic re-interpretation of a former creek that ran through the site becomes the centerpiece of the re-imagined and walkable shopping village
- Design improved existing and new open space, park and interconnected streets to provide for a healthy, safe, walkable and livable community

design objectives streets + public realm

Key map [below] the three typical street sections shown on the opposite page are referenced by color to the key map below



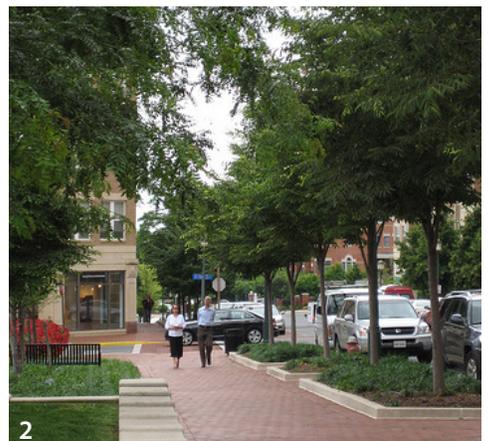
Much of the street design guidance in Dallas over the last fifty to sixty (50-60) years has been facilitating and expediting vehicle travel along arterials with transitions to low use conventional suburban loops and cul-de-sacs. This focus has resulted in the unsuitable land development patterns, fewer transportation choices, increased noise, pollution, and decline in social, civic, and economic activity we see on streets today. Mobility functions of streets must instead be balanced with the role of the street in creating economically vibrant and livable neighborhoods contributing to a physically beautiful environment and a sustainable ecology.

Streets must serve many functions and their pattern must balance efficiency and quality with function and aesthetics to make connectivity, walkability, and livability of foremost importance. Wynnewood streets will accommodate all modes of travel including pedestrians, cyclists, public transportation, movement of service and goods, and private vehicles in that order.

Key street and public realm standards allowing a high level of pedestrian and vehicular connectivity and design features necessary to create the inviting public realm characteristics listed above include:

1. Additional choices for connecting to Zang and across Zang in the form of tree lined streets and linear parkways with comfortable, safe sidewalks and amenities

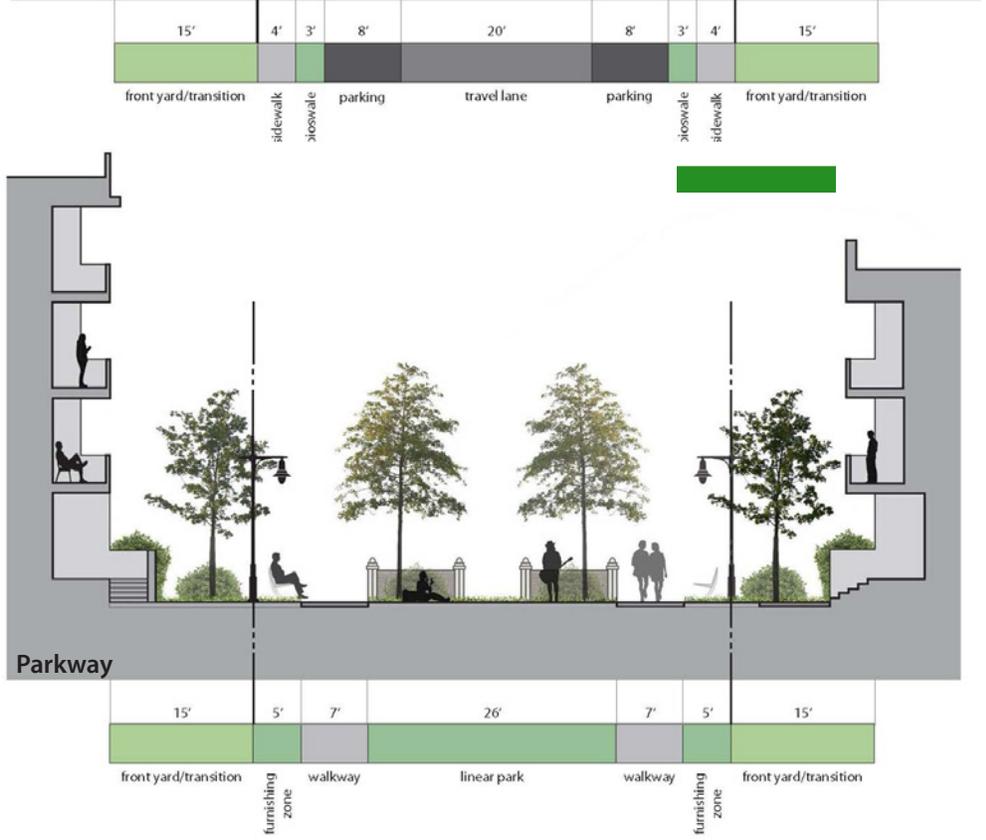
2. Continuity of sidewalks throughout
3. Wide sidewalks and a network of green spaces and tree-canopied streets
4. On-street parking that shields pedestrians from traffic movement and aids in slowing down traffic
5. Narrow street crossings, crosswalk markings and curb extensions
6. Coordinate with the Dallas Bike and Trail plan to ensure nearby amenities and neighborhoods are safely connected to Wynnewood





Proposed Street Sections [above & right]
 Various typologies for the neighborhood

Street & Public Realm Design Objectives [Images 1-4]
 help to illustrate the type of street and public realm qualities that balance efficiency and quality with function and aesthetics



design objectives parks + open space

Key map [below] location of parks and open space, described on this page, are referenced by color to the key map below



Publicly accessible parks and open space organize and reinforce community structure and can further help create a strong identity for Wynnewood. They can provide a wide variety of passive and active recreational experiences ranging in size and type. Together they create an integrated system enhancing livability, natural appearance, and ecological values while providing gathering places for the community and visitors. The type and character of park and open space should be influenced by its surrounding uses (e.g. retail, office, high, medium, or low density residential) and type of prospective user groups (e.g. workers, shoppers, children, visitors, residents).

Parks and open space play a critical role in successfully integrating commercial and residential uses and are necessary to achieve livability, especially in a high-density mixed-use community. A minimum of 10% of the land available for market rate development must be reserved for usable park and open space and should be secured before development planning begins.

In addition to the parks and open spaces described below, streetscape and private open space play a significant role in the visual, experiential, and degree of comfort one feels in an area.

During a community workshop, the studio introduced the following open space concepts to guide discussions and work around the redevelopment of the Parks at Wynnewood.

Pocket Park

- Less than 1 acre in size
- Service area is 1/4 mile
- Created out of small and/or forgotten spaces
- Passive or active park space
- Provides greenery and a place to sit outdoors
- May incorporate playground equipment, public art, historical markers, monuments, seating, shelters, water features, etc.

Plaza/Square

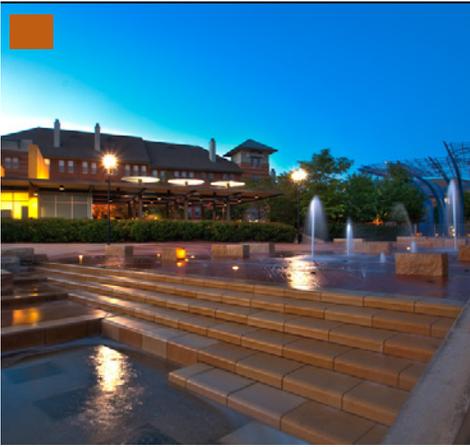
- Supports civic and commercial activity
- Bordered by buildings
- Active to quiet with extensive use of paving material, formal tree plantings and ground cover
- Ample seating choices
- Water features
- Public Art

Linear Park

- Built connection or natural corridor linking parks, open spaces, and/or civic and service destinations together via bicycle and/or pedestrian facilities
- perimeter roads along one or both sides are encouraged to provide safety
- Otherwise unbuildable land may become an amenity

Neighborhood Park

- 1 - 15 acres in size
- Service area 1/4 to 1/2 miles
- Passive and/or active recreation



- Portions should be devoted to accessible and grassy areas
- Park is enhanced when adjoining fronts open up to the park

The following are parks and open space design objectives for each of the development recommendations listed in the previous pages.

Phase II

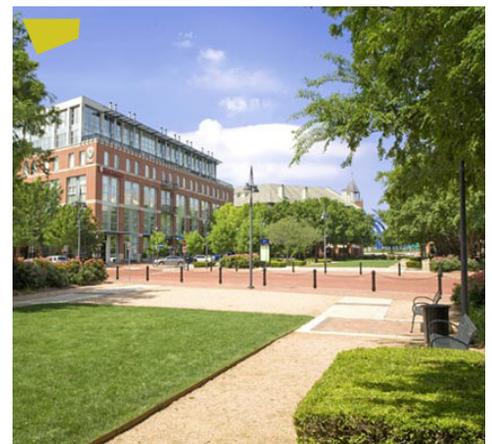
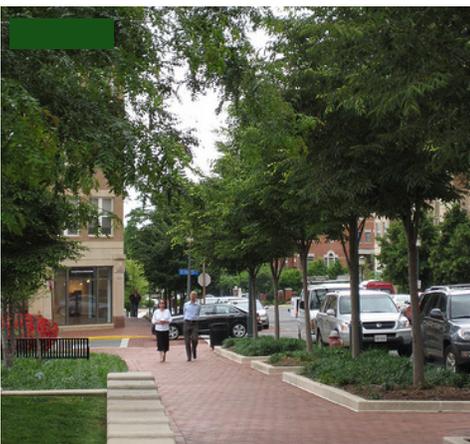
- Connecting the Parks at Wynnewood Phase II along an enhanced creek and trail network system
- Provide a direct visual and physical connection to share the open space improvements completed as part of the phase I affordable senior housing development

Phase III

- A new linear park that connects Zang to Pratt and beyond to Wynnewood Village

Market Rate Development

- Connecting the Parks at Wynnewood Phase II along an enhanced creek and trail network system
- Pocket parks that serve as pedestrian connections to and within the Parks at Wynnewood
- Open space enhancements that preserve trees at key locations where development is most difficult due to topography and adjacency to creek
- Shared front yards for cluster housing groupings



Open Space & Parks [this page] character images representing the types of parks and open space that will be necessary in making the redeveloped Parks at Wynnewood a livable, walkable community

design objectives architecture

Key map [below] various building types shown on the key map below were proposed for the Parks at Wynnewood site. A short description and representative image of each is shown on these two pages



Issues of potential conflict between areas of new and dense development with existing lower density single family development must be addressed. Their character should be considered in the design and planning of adjacent and denser development.

Use, height, setback, scale, massing and detailing of new buildings can determine how existing neighborhoods and new development seamlessly come together. Minimizing vehicular access and parking impacts should be addressed with placement and treatment of parking and service area facilities.

Where building and sidewalk meet is important in any urban environment. It's the moment where interaction between people on the sidewalk and buildings is most intense and a threshold where commerce and activity will cross. Street level restaurants, shops, stores, businesses and residences are all accessed at that line, and the more continuous it is, the greater possibility for success they will all experience. A gap in the length of facades will create an area of low activity and low commercial potential in the same way a vacant lot will, and should be avoided.

During a community workshop, the studio introduced the following building types to help guide discussions and work around new housing with the redevelopment of the Parks at Wynnewood.

Residential Small Lot

- density: 8-16 DU/acre
- 1 to 2 stories
- may allow one house per lot, two per lot (tandem or duplex), or 4-12 per lot (fourplex & cottage homes)
- surface &/or garage parked
- communal open space & small private outdoor space

Attached House

- density: 12-32 DU/acre
- 2 to 3 stories
- may allow two homes per lot (duplex) & individual homes sharing common walls on individual lots (townhomes)
- townhomes groupings of 6 or more as a minimum
- surface &/or garage parked

Low-Rise Multi-Family

- density: 32-40 DU/acre
- 2 to 4 stories
- apartment & lofts
- ground floor units have direct access to street or common space
- surface &/or garage parked

Mixed-Use

- density: 32-50 DU/acre
- 2 to 5 stories
- apartment, lofts, & live work
- ground floor units have direct access to street or common space
- ground floor units designed with flexibility in use
- surface, tuck-under, &/or garage parked



The architectural design objectives and principles are intended to provide guidance for the physical makeup and shape of the construction inside property lines which affect the public realm and livability in Wynnewood.

The following are architectural design objectives for each of the development recommendations listed in the previous pages.

Phase II

- Small setbacks with windows and direct access from each ground level unit to the street. Stoops/porches provide public to private transition space
- Parking hidden internal to building

Phase II

- Small setbacks with windows and direct access from each ground level unit to the street. Stoops/porches provide public to private transition space
- Parking hidden internal to building
- Lower density attached housing along Pratt to help buffer the existing single-family neighborhood

Market Rate Development

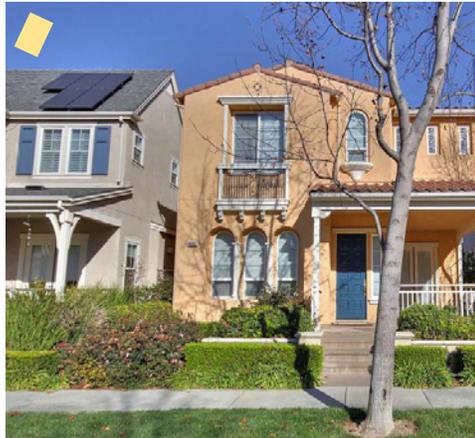
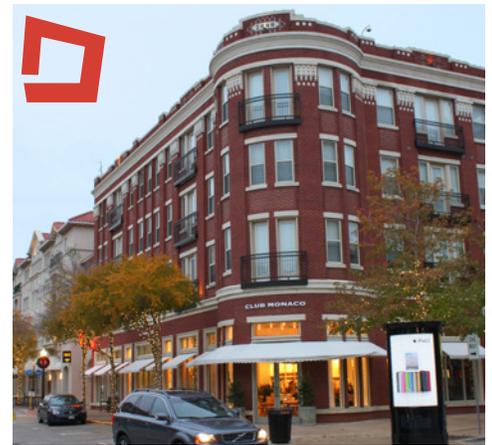
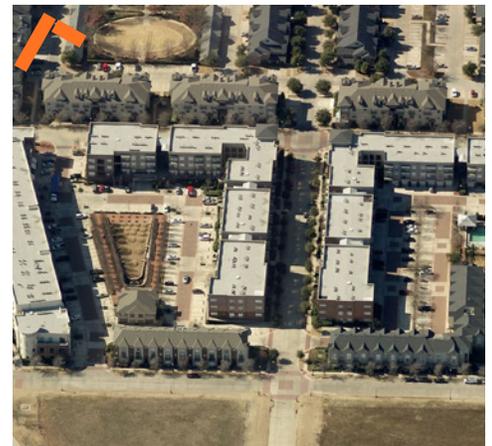
- Small-lot cluster residential
- Single-Family homes on small lots with small yards
- Low-rise multi-family with ground floor entries to individual units
- Parking hidden internal to the site to enhance character and walkability of street
- Retail with residential or office above
- Attached homes to help transition with scale of existing neighborhood

Design Objectives

Small setbacks and hidden parking are some of the primary design objectives.

Building Type Examples

Redevelopment of Wynnewood with a variety of residential products can help seamlessly transition higher densities with the surrounding neighborhoods and accommodate a diverse population while making positive contributions to the public realm



design objectives wynnewood village

At every community meeting, workshop, or charrette the **designstudio** has heard from stakeholders about their concern for the future of Wynnewood Village. The overwhelming consensus is that it is moving in the wrong direction, getting away from providing what the community truly needs in services, shopping, entertainment, and aesthetics. Two redevelopment scenarios are proposed based on these discussions and are presented in previous pages. How these changes are designed will have an incredible impact on how successful a transformation of Wynnewood Village can be.



Character images [this page] residential infill could take the form and densities of these examples of townhome and multi-family product that bring a mix of new residents to the area and act as a sensitive buffer to the adjacent existing single family neighborhoods

Mixed-use and retail [opposite] a variety of mixed-use and retail examples illustrating how outdoor space can be used to accommodate parks/open space, cafe seating, and shaded sidewalks that are inviting and active day and night and that are not visually dominated by the automobile

The following are Wynnewood Village design objectives for each of the two development recommendations.

Light

- Provide a “facelift” to all of the existing retail buildings including storefronts, signage and pedestrian realm
- Complete safe, comfortable “key” pedestrian connections to better link separate parts of the shopping village to one another and to surrounding neighborhoods
- Provide new and attractive gateway features into Wynnewood Village from key point along Illinois and Zang
- Pursue strategic commercial infill opportunities to help create a more connected shopping experience and fill-in some of the unused land
- Identify one or two areas to improve with flexible and programmable



open space to accommodate a variety of events such as: farmer's markets, neighborhood events, holiday events, festivals, movie nights, and as an extension of the services provided by the shopping village

provide "eyes on the street"

- An interconnected, logical network of streets with on street parking, street tree planting zones to provide shade, well lit and comfortable sidewalks, and short, safe pedestrian crosswalks at all intersections



Reconstruction

- Reconstruct a well-connected and walkable grouping of mixed-use commercial buildings in the front half of the property centered around a main pedestrian spine taking its inspiration from the creek which once traversed the site
- An iconic stream-like waterway that provides a pedestrian-oriented green space
- Other elements of the landscape design support the overall concept of urban living, with a neighborhood park, pocket parks, roof gardens, and landscape connections throughout the project
- New centralized shared parking structures to allow for a more dense development of the entire property and minimize visual impact
- Back-half of property developed with a mix of housing types that drop in height to meet and buffer the existing single family neighborhood to the north
- Residential uses located on the ground level shall have individual entries with low, usable raised porches, patios or front gardens and windows that engage and





appendix charrette notes

The following is intended to document the ideas and work generated by all of the participants at several Wynnewood community meetings and workshops. The **citydesign** studio has made recommendations for phase II, III and for the market rate development once satisfaction of the development of a minimum of 404 affordable housing units on a reduced footprint is met.

cha-rrette noun: a public meeting or workshop devoted to a concerted effort to solve a problem or plan the design of something.

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Follow up meetings with residents and surrounding neighborhoods were convened to continue the conversation and to begin documenting a collective vision for the area.

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Table Map and Synthesis Map [above right] table map created during work session by residents and stakeholders

Table at Work [below right]

Table discusses its community's future during a break-out work session at the Parks at Wynnewood





Table Map and Synthesis Map [above, left, right]
A table's work session results for re-imagining the Parks at Wynnewood

Table at Work

A group of local residents, stakeholders and design facilitators discuss the future redevelopment of the Parks at Wynnewood





appendix scale comparison

Time and time again we have heard from the community about what they would like to see change with Wynnewood Village because it is not meeting their needs.

When first developed in the early 1950's, Wynnewood Village earned a reputation as a "self-contained" village that catered to the everyday shopping, service and entertainment needs of the surrounding community. Finally, It was no longer necessary for Oak Cliff shoppers to make their major purchases at the big stores downtown and at the Highland Park Village. Everything from doctor's offices, shoe repairs, grocery stores, hardware, hotel, and a theater could be found at Wynnewood Village. Over the years it expanded outward, growing from an original 29 acres to 69 acres today, ignoring opportunities to fill-in and better exploit existing adjacencies. Instead large surface parking lots poorly connected to the buildings it served further separated groupings of buildings. Stores and service providers have come and gone, in most cases replaced by less desired tenants which again have forced the community to once again travel far to meet their everyday shopping needs.

The scale comparison precedent study helps us to analyze a range of notable and well known shopping centers, most of them in the metroplex. They are analyzed in a variety of ways to help us understand what makes them functionally and aesthetically

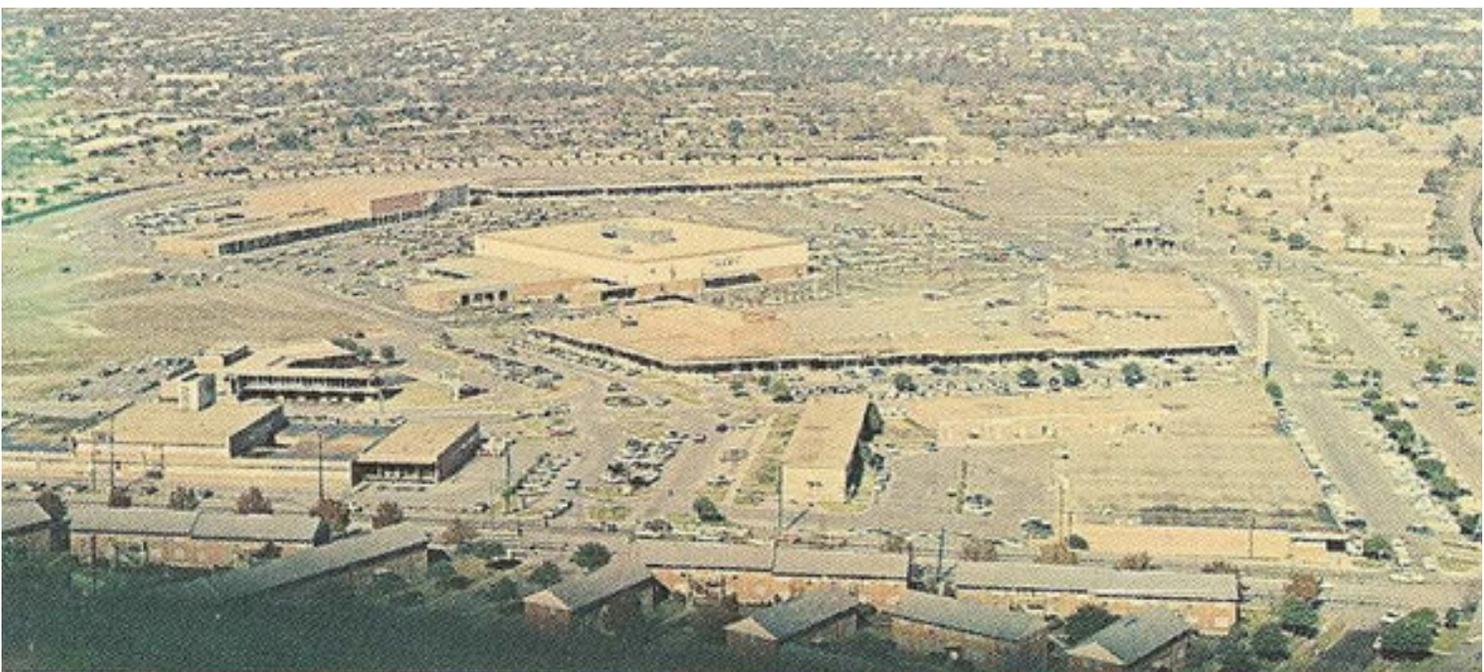
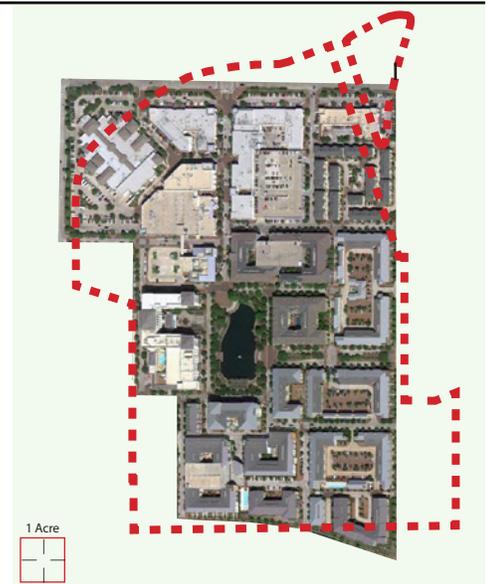
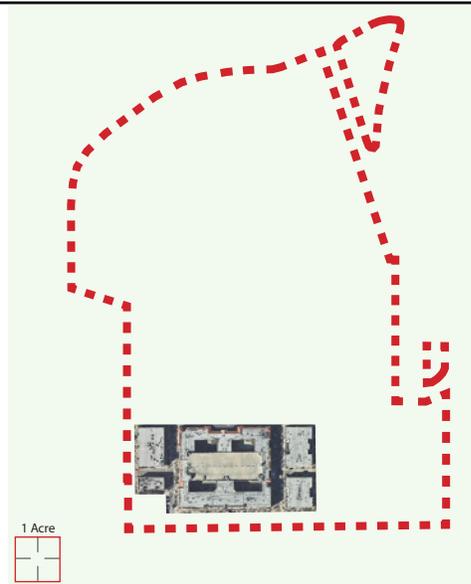
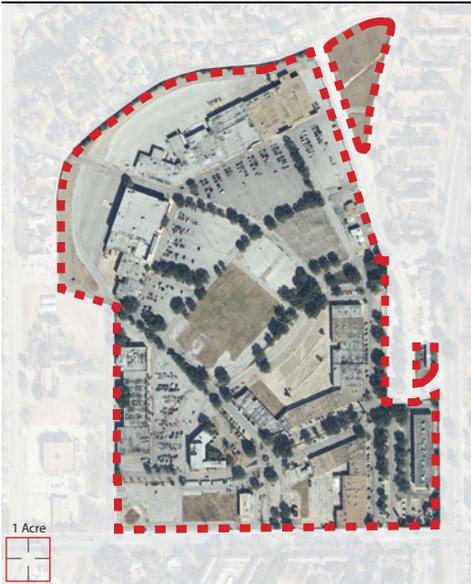
successful, and why they are so memorable.

A brief preview of the full document which can be found on the design studio's website follows.

Please see http://www.dallascityhall.com/citydesign_studio/ for further information.

3 Scale Comparison Plans [left to right]
Wynnewood Village, West Village, and Legacy Town Center

Wynnewood Village [right, below]
Aerial view of the village when it was an important community and regional draw in the area





ACKNOWLEDGEMENTS

Multiple parties contributed resources, time, and dedication to the re-visualization of Wynnewood

The Trinity Trust

For their continued support and commitment to our work in the city

Former Council Member Delia Jasso and Council Member Scott Griggs
Their commitment to Wynnewood has made this study possible

Bank of America Community Development Corporation

Their contributions fund this study and illustrate their commitment to improving the Parks at Wynnewood and surrounding areas

Central Dallas Community Development Corporation

Development partner in the Parks at Wynnewood and committed to the idea that people have the right to a decent place to live

The Empowerment Center & Reverend Johnny Flowers

For the use of their facilities

Facilitator Volunteers

Great leadership and design talent

bcWorkshop

For their neighborhood stories forum of discovery and debate of Wynnewood

All of the Area Stakeholders

For their dedication, enthusiasm and great ideas!

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