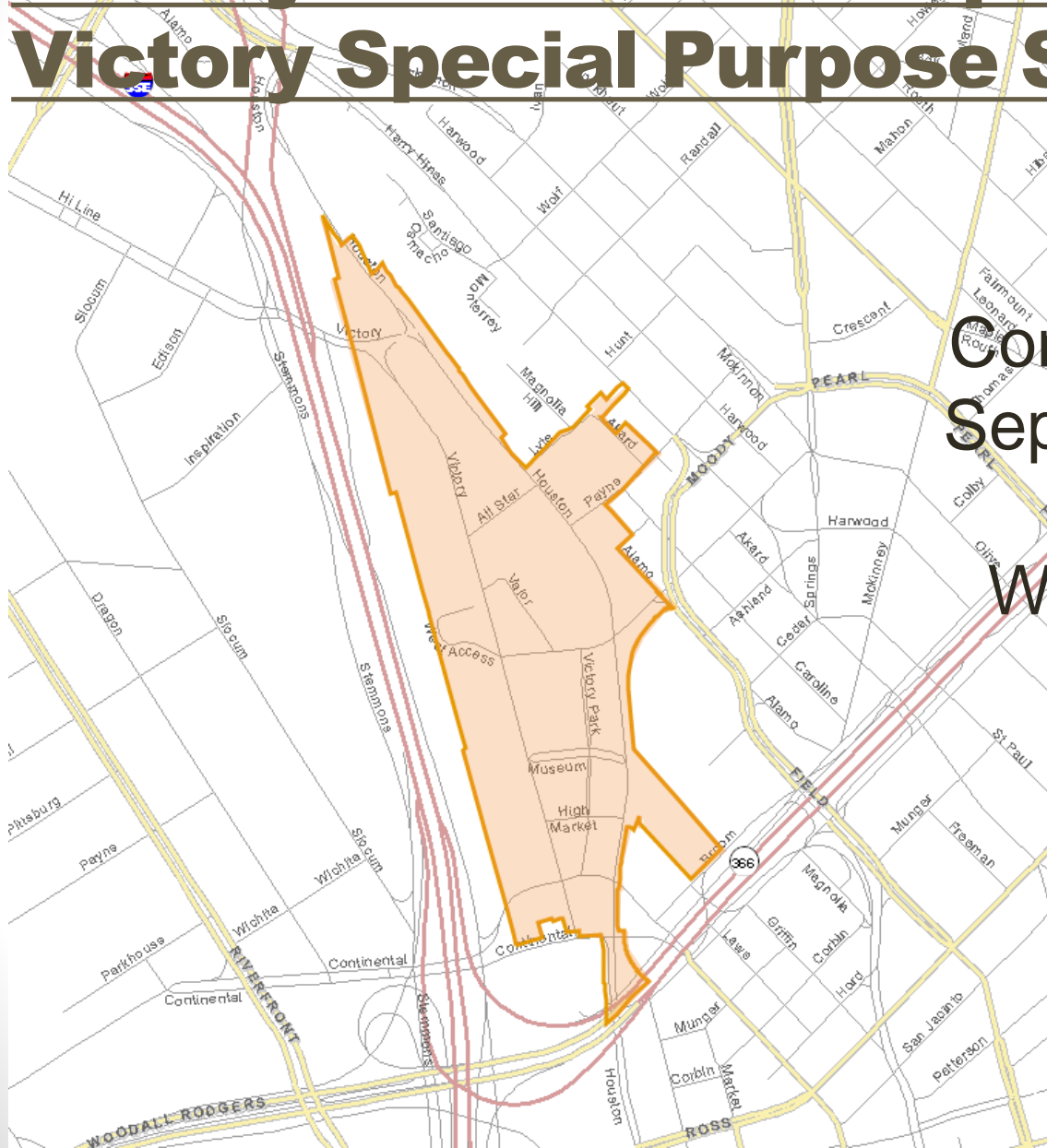


**Disclaimer**: the images and illustrations are approximations of requested amendments. Actual measurements were not performed on signs for this presentation. The submitted requests and text control over the images in this presentation.

- The proposed special purpose **sign district** amendments can be found here and these links will be updated periodically as formal resubmissions are received:  
[http://www3.dallascityhall.com/development\\_services/cases/Z/SPSD145-001.pdf](http://www3.dallascityhall.com/development_services/cases/Z/SPSD145-001.pdf).
- The proposed **planned development** district amendments can be found here and these links will be updated periodically as formal resubmissions are received :  
[http://www3.dallascityhall.com/development\\_services/cases/Z/Z145-170.pdf](http://www3.dallascityhall.com/development_services/cases/Z/Z145-170.pdf).

# Victory Planned Development District

## Victory Special Purpose Sign District



Community Meeting  
September 10, 2015  
6:00 pm  
W Hotel Ballroom

# Reimagining Victory Park – Mobility Improvements

1. The project intends to improve mobility and pedestrian movement in the District and bicycle circulation by linking Victory Park to the Katy Trail;
2. Proposal was to convert the one-way couplets to two-way roadways in an effort to change the character and experience of the neighborhood;
3. Facilitate efficient circulation, improve access and visibility to the adjacent businesses in the area;
4. Provide bicycle facilities and create a pedestrian friendly streetscape to enhance the pedestrian experience.

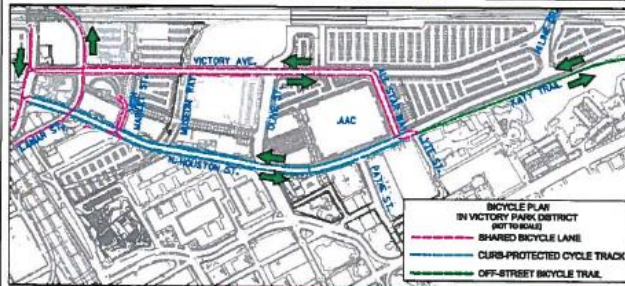
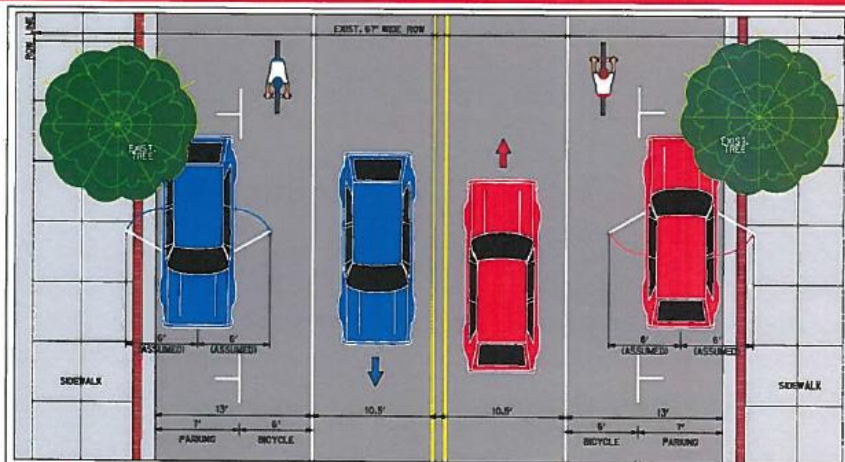
# Thoroughfare Plan

- Amendments to the Victory area went before three bodies
  - 1. City Plan Commission Transportation Committee – December 19, 2013
  - 2. City Plan Commission – January 9, 2014
  - 3. City Council – January 22, 2014
- Sustainable Development and Construction Engineering group approved the final engineering plans on June 3, 2015 and the paving contract on June 8, 2015.
- Project Timeline – 12 month construction, Estimated Completion Summer 2016



# Victory Avenue

## Two Way Traffic & Bicycle Plan



Shared bicycle lanes street-side of parked cars

### Comments

- Provides a 13' shared space for bicyclist/vehicles (to float width for shared space foot width for parking) for northbound/southbound traffic.
- Alternative existing parking on both sides of street. (Two lanes of traffic on typical days.)
- Bikes move in the same direction as the vehicles.
- Consistent with the existing bike facility coming out of downtown Dallas on Lamar Street, shared parking/parking space.
- Can be done with pavement markings.
- Provides four travel lanes during events (two 10.5' lanes and two 13' lanes).
- Does not provide a dedicated bike lane.
- Complies with the City of Dallas published bicycle plan.

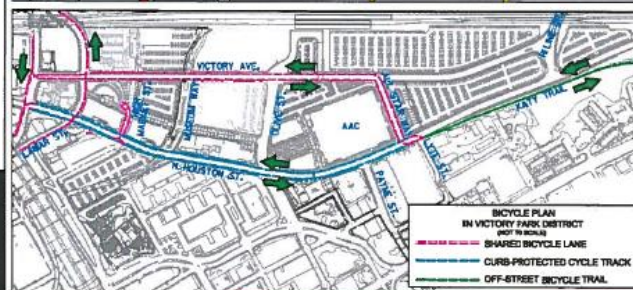
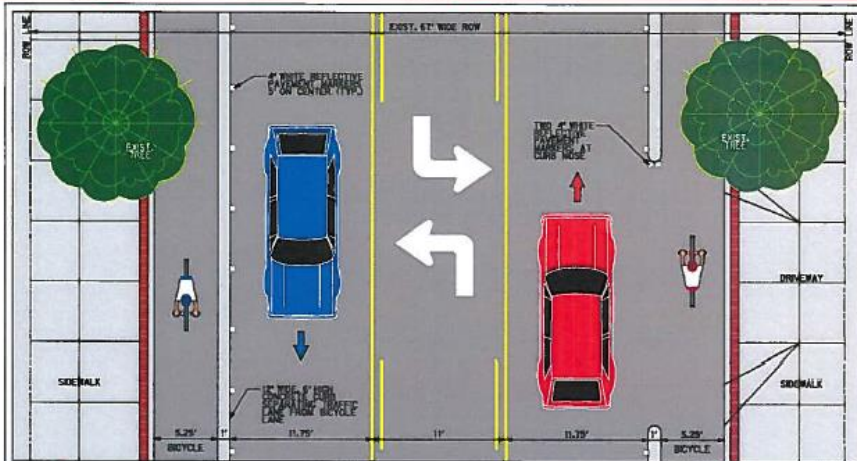


HALFF ASSOCIATES, INC.  
10000 PINE HILL RD  
FARMERSBURGH, NY 11731  
www.halff.com  
Project Name: P-01 Date: 01/11/11

SHARED BICYCLE LANES IN VICTORY AVENUE  
CONVERSION OF N. HOUSTON STREET AND VICTORY AVENUE  
ONE-WAY COUPLET TO TWO-WAY TRAFFIC OPERATION  
VICTORY PARK  
Dallas, Texas  
Victory Park UST Joint Venture I, L.P.

# Houston Street

## Two Way Traffic & Bicycle Plan



Two, one-way bicycle tracks (concurrent flow) in repurposed lanes separated from traffic lanes by barrier curbs

### Comments

- Cycle tracks provide two dedicated bike lanes.
- Cycle tracks permanently eliminate one travel lane, leaving only three lanes for vehicles.
- Cycle tracks are separated from traffic lanes by concrete barrier curbs (except in cases where a double on-bay of existing pavement).
- The cycle tracks flow concurrently with adjacent vehicular traffic on Houston St.
- Provides one lane NB (11.75'), one lane SB (11.75'), with two-way (17.1') with all-parallel circulation.
- Under future year projected traffic, additional capacity may be needed at critical intersection approaches. (To be studied).
- Provides three travel lanes during events (two lanes NB (11.75' and 11.7') and one lane SB (11.75'))
- Cycle tracks will not require separate traffic signal phasing and signal heads at intersections.



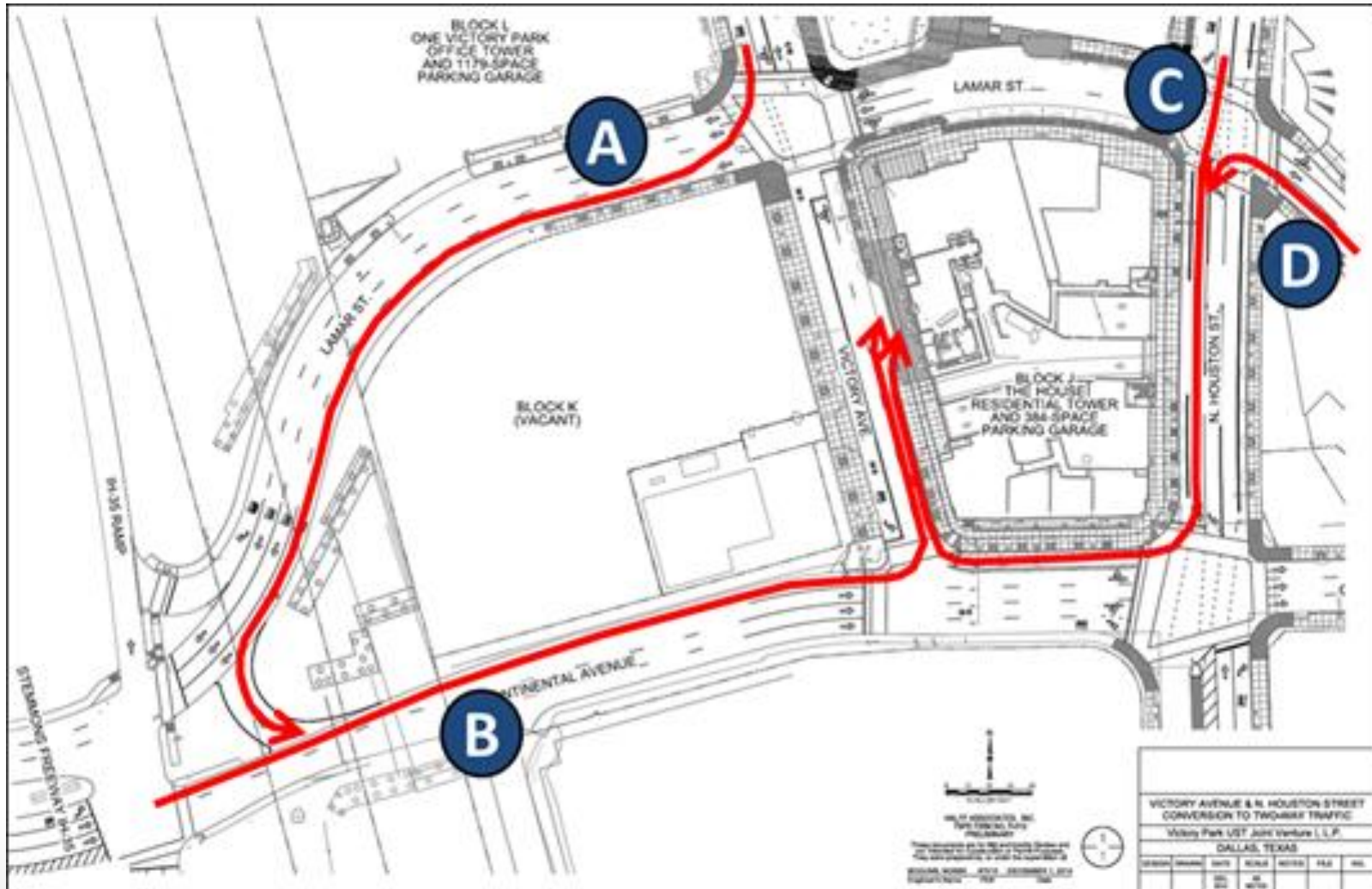
HALP ASSOCIATES, INC.  
TYPE FORM NO. F-212  
PRELIMINARY - FOR INTERIM REVIEW

These statements are for Interim Review  
and are intended for Circulation at Annual Meeting  
They shall be prepared by, or under the supervision of,

BOOKS	MEMO	BYE	NAVY
Donnerstag's Group	1986		

**CURB-PROTECTED CYCLE TRACKS IN  
N. HOUSTON STREET  
CONVERSION OF N. HOUSTON STREET AND VICTORY AVENUE  
ONE-WAY COUPLET TO TWO-WAY TRAFFIC OPERATION  
VICTORY PARK  
Dallas, Texas  
Victory Park UST Joint Venture I, L.P.**

# The House Valet Operations



# Mobility Planning

Tanya Brooks, Interim Assistant Director

Mobility Planning  
1500 Marilla St. L1BS  
Dallas, Texas 75201

Tanya.Brooks@dallascityhall.com

<http://dallascityhall.com/departments/pnv/transportation-planning/Pages/default.aspx>



# Victory Park UST Joint Venture I, LP

## Requested Amendments

### SPSD145-001: Requests to amend Victory **Special Purpose Sign District**

- District identification signs (Banner pole signs)
- Movement control signs
- Larger parking signs in Subdistricts B & D
- Subdistrict B-1 (The Plaza) signs
- Vent stack signs in Subdistrict B-2 (W Hotel)
- Canopy, awning and window signs in Subdistrict B
- Higher and larger signs in Subdistrict D
- Parking structure screening signs in Subdistricts B-3 and D-1

### Z145-170: Requests to amend Victory **Planned Development District No. 582**

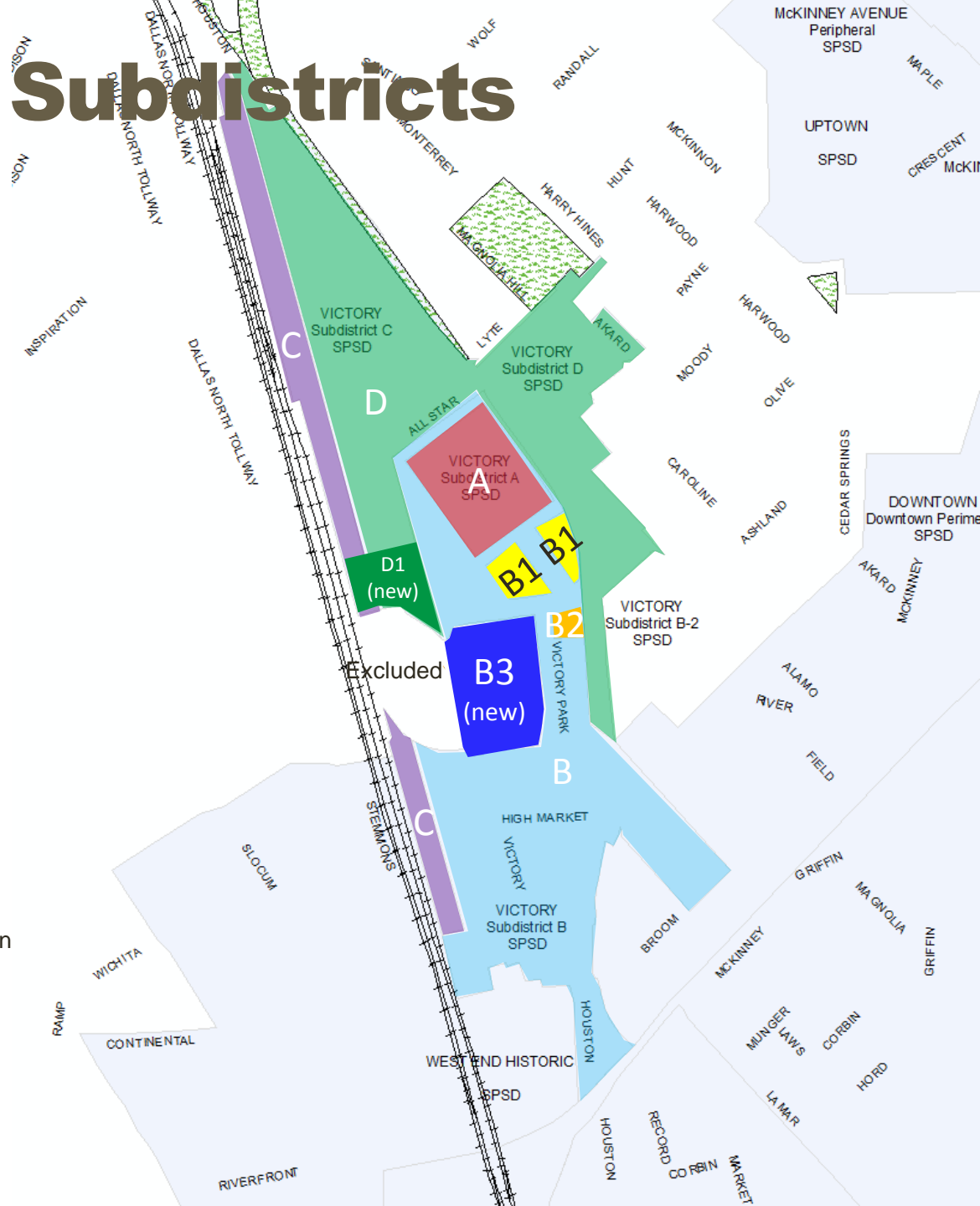
- Parking reductions
- On Street Parking
- Bicycle Parking

# Victory Park UST Joint Venture I, LP Requested Amendments

SPSD145-001: Application to amend Victory  
**Special Purpose Sign District**

# Sign District Subdistricts

- Red
  - Subdistrict A (AA Center)
- Light blue
  - Subdistrict B
- Yellow
  - Subdistrict B-1
- Orange
  - Subdistrict B-2
- Dark blue
  - **Proposed** Subdistrict B-3
- Purple
  - Subdistrict C (DART green line)
- Light green
  - Subdistrict D (northern and eastern portion)
- Dark green
  - **Proposed** Subdistrict D-1
- White: Not included



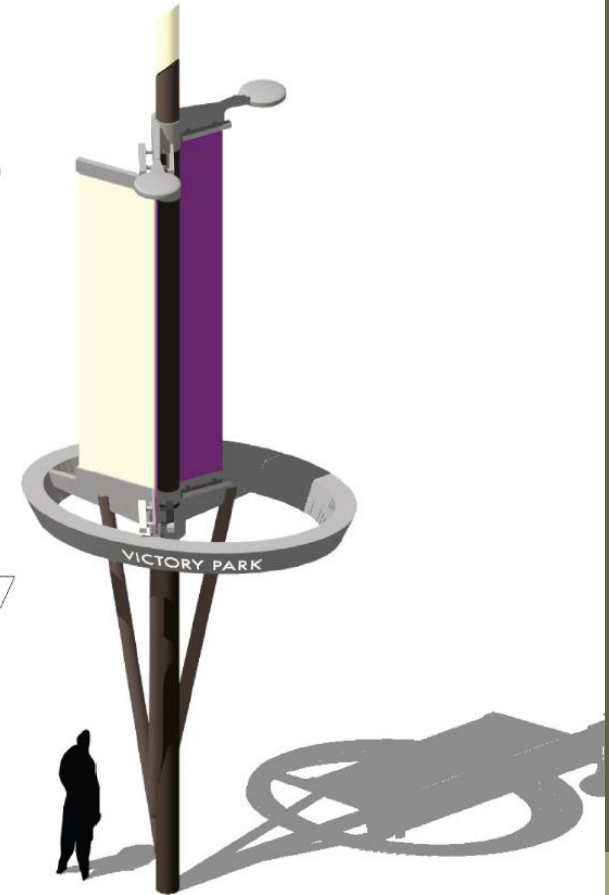
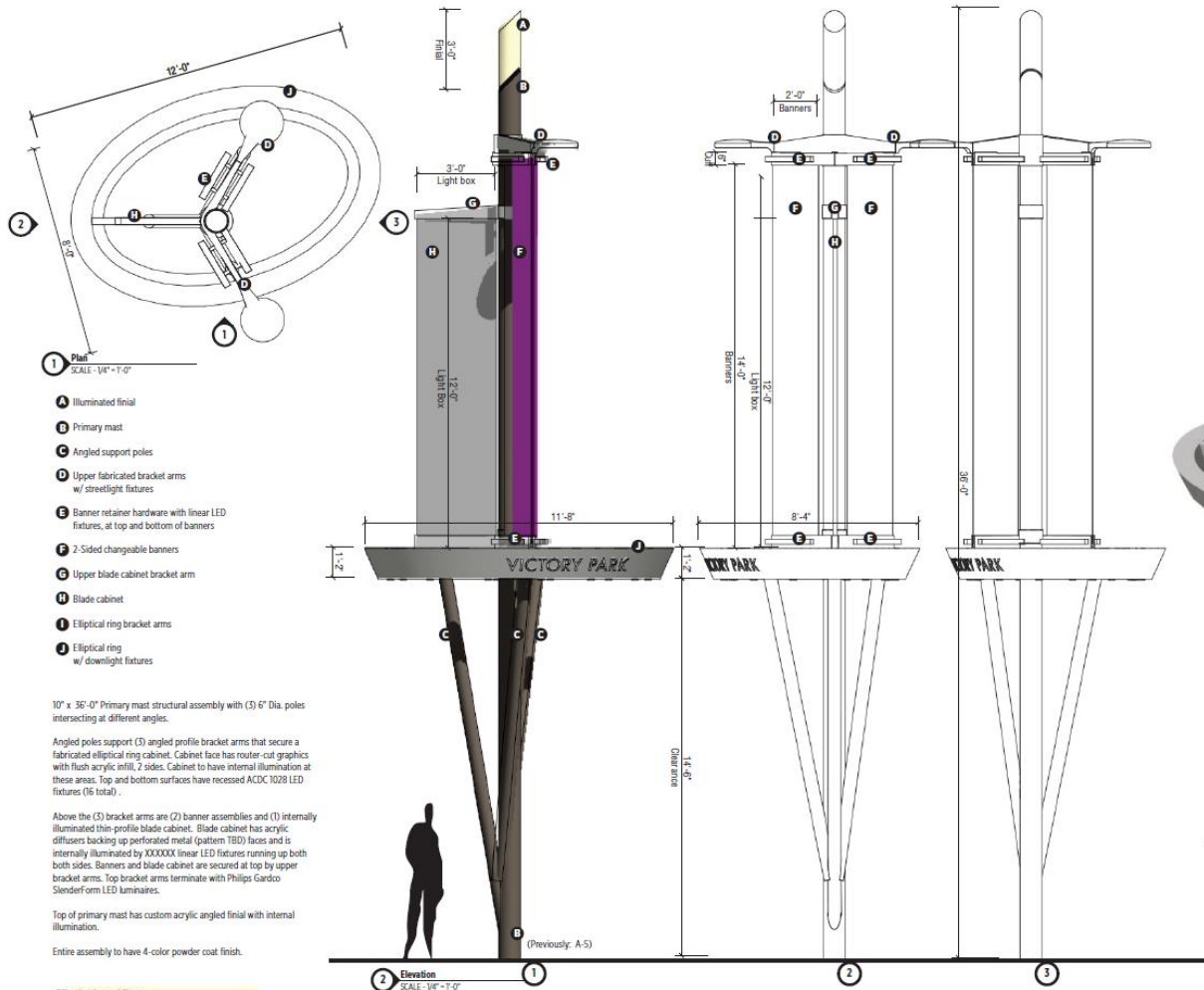
# Banner Pole Sign

## Requested Amendments:

- Add a **new type** of district identification sign:
  - BANNER POLE SIGN means a district identification sign consisting of an architectural feature pole structure displaying banner signs and an optional changeable message sign.
- Increasing
  - Number of district identification signs in the district from **3 to 5**.
  - Pole sign max height from **25' to 36'**.
  - Projection of banners and changeable message signs from pole from **3' to 6'**.
  - Increase the effective area from **50 SF to 75 SF**.
  - Add a provision to allow district logo or name **10 SF** in effective area.

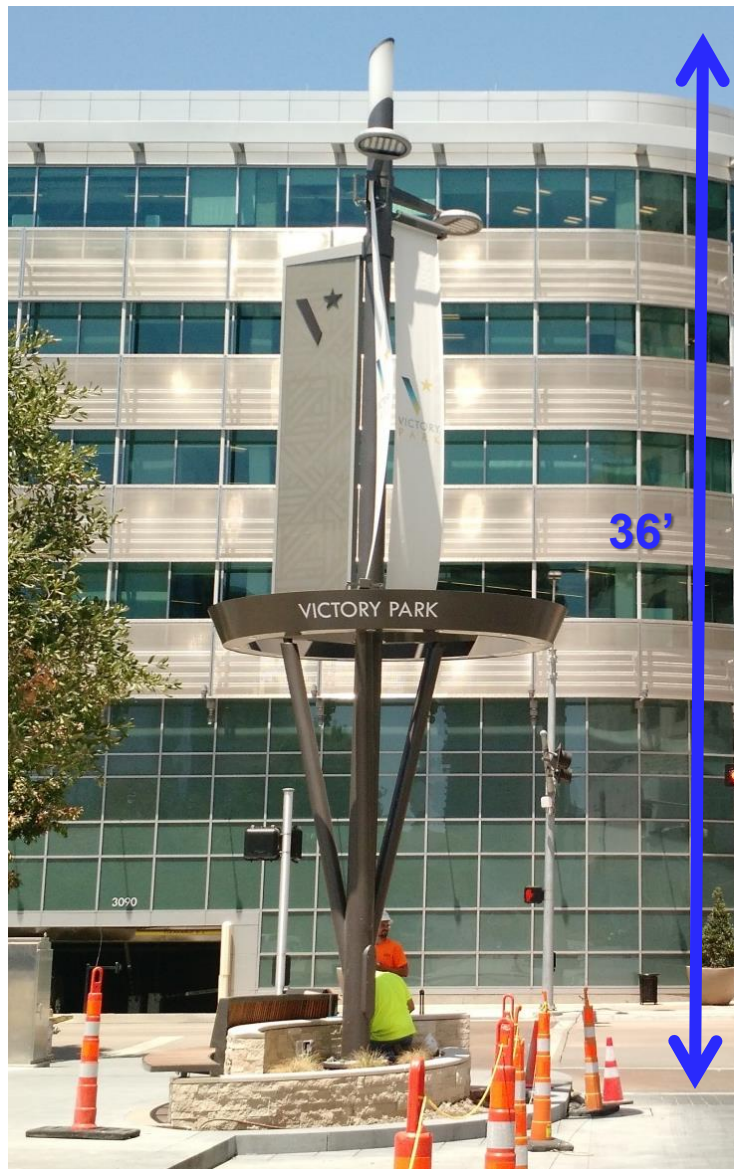


# Banner Pole Sign



Victory Park District I.D. 150714

# Banner Pole Sign



# Movement control signs

- MOVEMENT CONTROL SIGN means a sign that directs vehicular and pedestrian movement within this district or to the West End Historic District.
- Requested Amendments:
  - Increase effective area of movement control signs from **10 SF** to **110 SF**
  - Movement control signs may have **changeable message devices** when the messages are limited to directing vehicular movement, including but not limited to the **availability and amount of parking, price of parking, and the name of the parking business.**
  - Movement control signs may project up to **five feet** beyond the street curb into the street.

# Movement control signs

Current:



Requested  
Amendments.

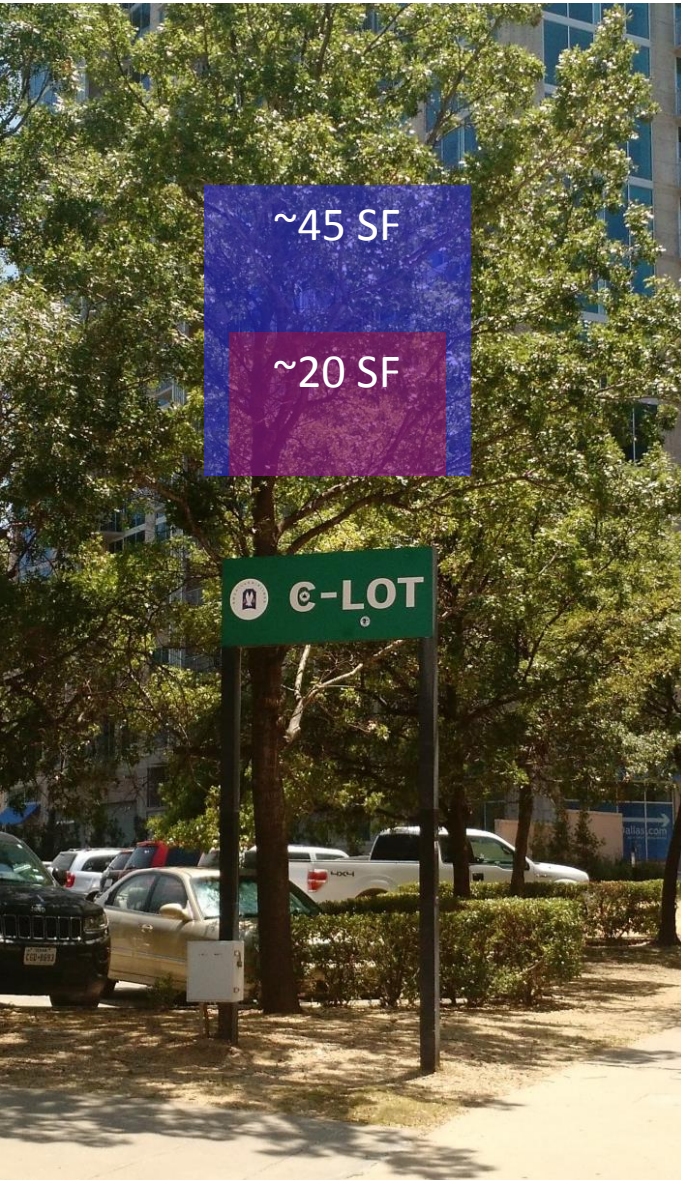


Top and bottom return surfaces have no pattern





# Larger parking signs in B & D



## Current Code:

- May not exceed **20 SF** in effective area or
- **20 feet** in height

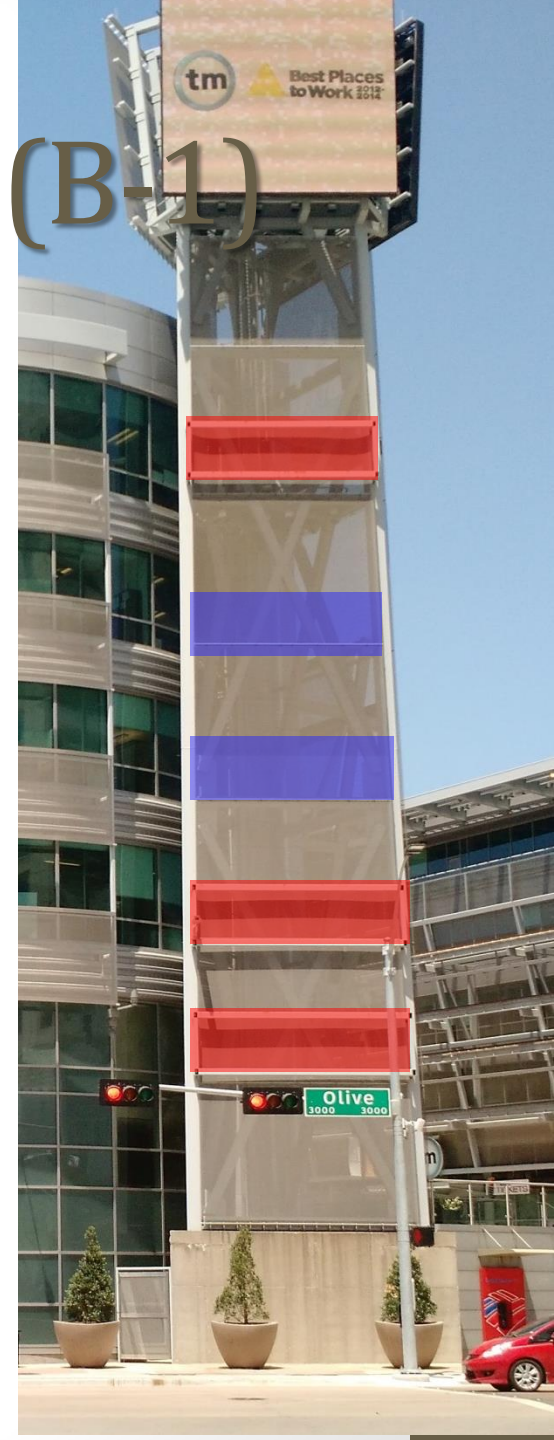
## Requested Amendments:

- May not exceed **45 SF** in effective area or
- **25 feet** in height

# Icon tower signs in Plaza (B-1)

Requested Amendments :

- Increase icon tower sign effective area from **895 SF** to **1200 SF**.
- Allow **2 additional** projecting static signs on tower for plaza tenants (increase from 3 to 5).





# Media wall signs in Plaza (B-1)



Requested Amendment:

- Increase media wall sign maximum from 4 to 5 per facade.



# Ticker signs in Plaza (B-1)

Requested  
Amendment:

- Allow another ticker sign on the opposite plaza edge.





# Building accent lighting signs in Plaza (B-1)

Requested Amendment:

- Allow building accent lighting signs that **face the plaza**. Building accent lighting may display images, symbols, logos, or words that are associated with district activities.





Allow a vent stack sign only in B-2

Add a sign to  
this vent stack.



# Window signs in B

## Current Code:

- Window signs count as attached signs which are limited in number, size and height.

## Requested Amendments:

- **Do not count** window signs **towards the maximum** number of permanent attached signs
- Allow window signs to **cover entire windows**



# Canopy and awning signs in B

Each premise or non-residential occupancy may have:

- Current Code:
  - one marquee sign and
  - one additional attached sign.
  - Effective area for awning and canopy signs is **150 SF**.
- Requested Amendments:
  - one projecting attached sign;
  - one marquee, canopy sign, or an awning; and
  - one additional attached sign.
  - Increase effective area for awning and canopy signs to **250 SF**





# Higher and larger signs in D

- Current Code:
  - Limit words on a facade to **36'** above grade for attached signs
  - Changeable message signs limited to **36'** in height
  - Maximum effective area for awning or canopy signs is **150 SF**
  - Maximum effective area for all other projecting attached signs is **20 SF**
- Requested Amendments:
  - Limit words on a facade to **66'** above grade for attached signs
  - Changeable message signs limited to **66'** in height
  - Maximum effective area for awning or canopy signs is **250 SF**
  - Maximum effective area for all other projecting attached signs is **250 SF**







36'

66'



# Parking structure screening in B-3 and D-1



- East facing facade of B-3



# Parking structure screening in B-3 and D-1

- North facing facade in B-3



# Parking structure screening in B-3 and D-1



- North facing facade of D-1

# Parking structure screening in B-3 and D-1

## Requested Amendments:

- Purpose is to **screen openings and break up blank walls** on a building primarily used as a parking structure
- Intended to be **creative and artful by use of visually interesting, vibrant, and colorful designs**, may not be limited to an image of a single product or product logo without other graphic elements and repetitive designs.
- May be located **on a blank wall face** or on the **facade of a parking structure facing north, west or south**.
- May **NOT** cover any window or architectural or design feature of the building to which it is attached.
- At least **10 feet above adjacent average grade**
- **No more than 20 percent text**
- May be internally or externally **illuminated**
- **Minimum 750 square feet** effective area

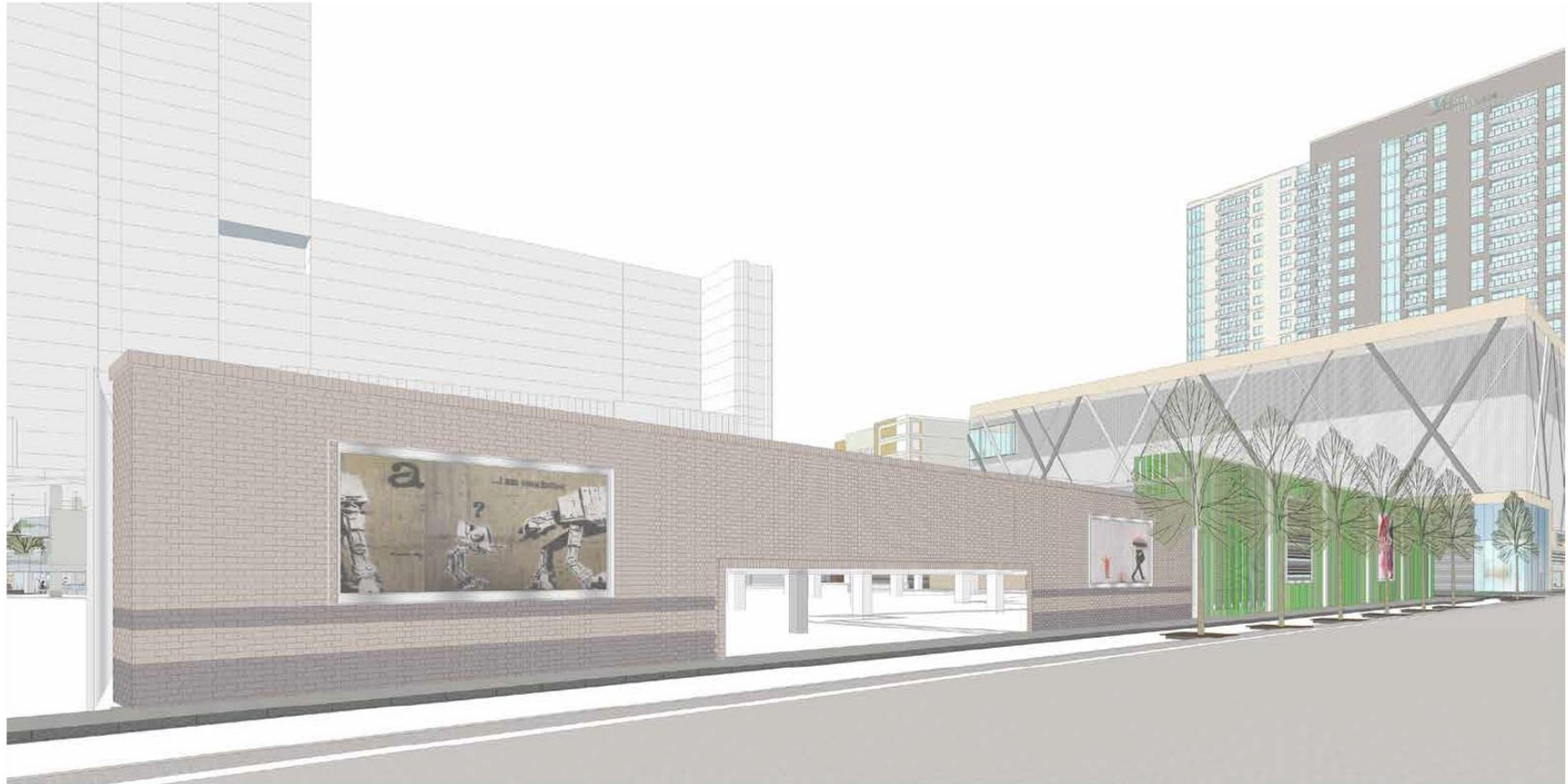
# Parking structure screening in B-3 and D-1

Requested Amendments (continued):

“All parking structure screening signs are limited to **works of art** that are **not** designed, intended, or used to **advertise** or to **promote messages** for district activities. For clarification, images of **basketball or hockey players, without commercial advertising,** are permitted.”



# B-3 Facade Rendering



# D-1 Facade Rendering



**owner**  
CITY OF DALLAS

**developer**  
ANLAND G.P.  
3090 Olive St., #300  
Dallas, TX 75219

**architect**  
BOKA POWELL  
8070 Park Ln., #300  
Dallas, TX 75231

**parking**  
CARL WALKER  
2801 Network Blvd. #101  
Frisco, TX 75034

**civil**  
PACHECO KOCH  
8350 N. Central Expy  
#1000  
Dallas, TX 75206

**structural**  
PONCE-FUESS  
3333 Lee Pkwy, #600  
Dallas, TX 75219

**mep**  
ODG ENGINEERING  
8150 N. Central Expy  
#M2075  
Dallas, TX 75206

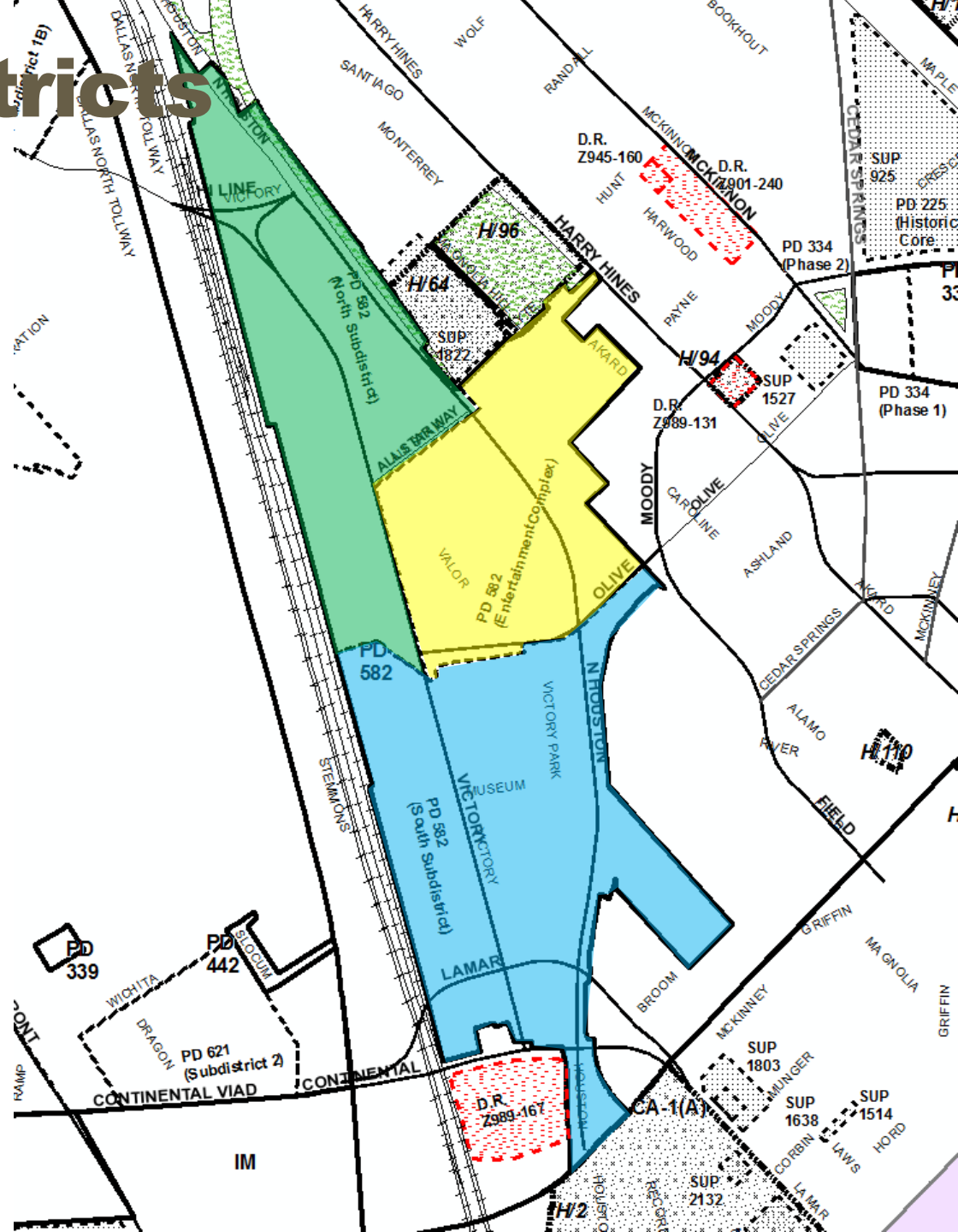
**landscape**  
SMR  
1708 N. Griffin St.  
Dallas, TX 75219

# Victory Park UST Joint Venture I, LP Requested Amendments

Z145-170: Application to amend Victory **Planned  
Development District No. 582**

# Zoning Subdistricts

- Green
  - North Subdistrict
- Yellow
  - Entertainment Complex Subdistrict
- Blue
  - South Subdistrict



# Current Parking Regulations

	Dallas Development Code	Victory PDD	Victory PDD % difference
Multifamily	1 per bedroom	1.25 per unit	+25% to -58%
Office	1:333 SF	1:500 SF	-33%
Retail	1:200 SF	1:500 SF	-60%
Hotel	1 per room	0.5 per room	-50%
Theater	~0.25 per seat	0.20 per seat	-20%
Others	See 51A-4.200	See 51A-4.200	0%



# Current Parking Regulations

	Form District Code	Victory PDD	Victory PDD % difference
Multifamily	1.15 for 1 bedroom to 2 for 3 bedroom	1.25 per unit	+9% to -38%
Office	1:333 SF	1:500 SF	-33%
Retail	1:250 SF	1:500 SF	-50%
Hotel	1.25 per room	0.5 per room	-60%
Theater	0.27 per seat	0.2 per seat	-26%
Others	See 51A-4.200	See 51A-4.200	0%

# Current Parking Reductions

Current Victory	Additional reduction if <1,200' from DART Station
Multifamily	10%
Office	3%
Retail	10%
Hotel	10%
Theater	10%
Others*	10%

\*An entertainment complex is not eligible for parking reductions

## Form Districts Current Code:

The following parking reductions apply for locations within a 2,640-foot walking distance of a rail transit station:

- A parking reduction of **two percent** for properties located within a 1,321- to **2,640-foot** walking distance of a rail transit station.
- A parking reduction of **15 percent** for properties located within a 601- to **1,320-foot** walking distance of a rail transit station.
- A parking reduction of **25 percent** for properties located within a **600-foot** walking distance of a rail transit station.

# Current Parking Reductions

	Victory PDD % difference to Development Code	Victory PDD % difference to Form Districts	Additional reduction if 1,200' from DART Station Form District	Additional reduction if <1,200' from DART Station Victory
Multifamily	+15% to -58%	+9% to -38%	15%	10%
Office	-33%	-33%	15%	3%
Retail	-60%	-50%	15%	10%
Hotel	-50%	-60%	15%	10%
Theater	-20%	-26%	15%	10%
Others*	0%	0%	15%	10%

\*An entertainment complex is not eligible for parking reductions

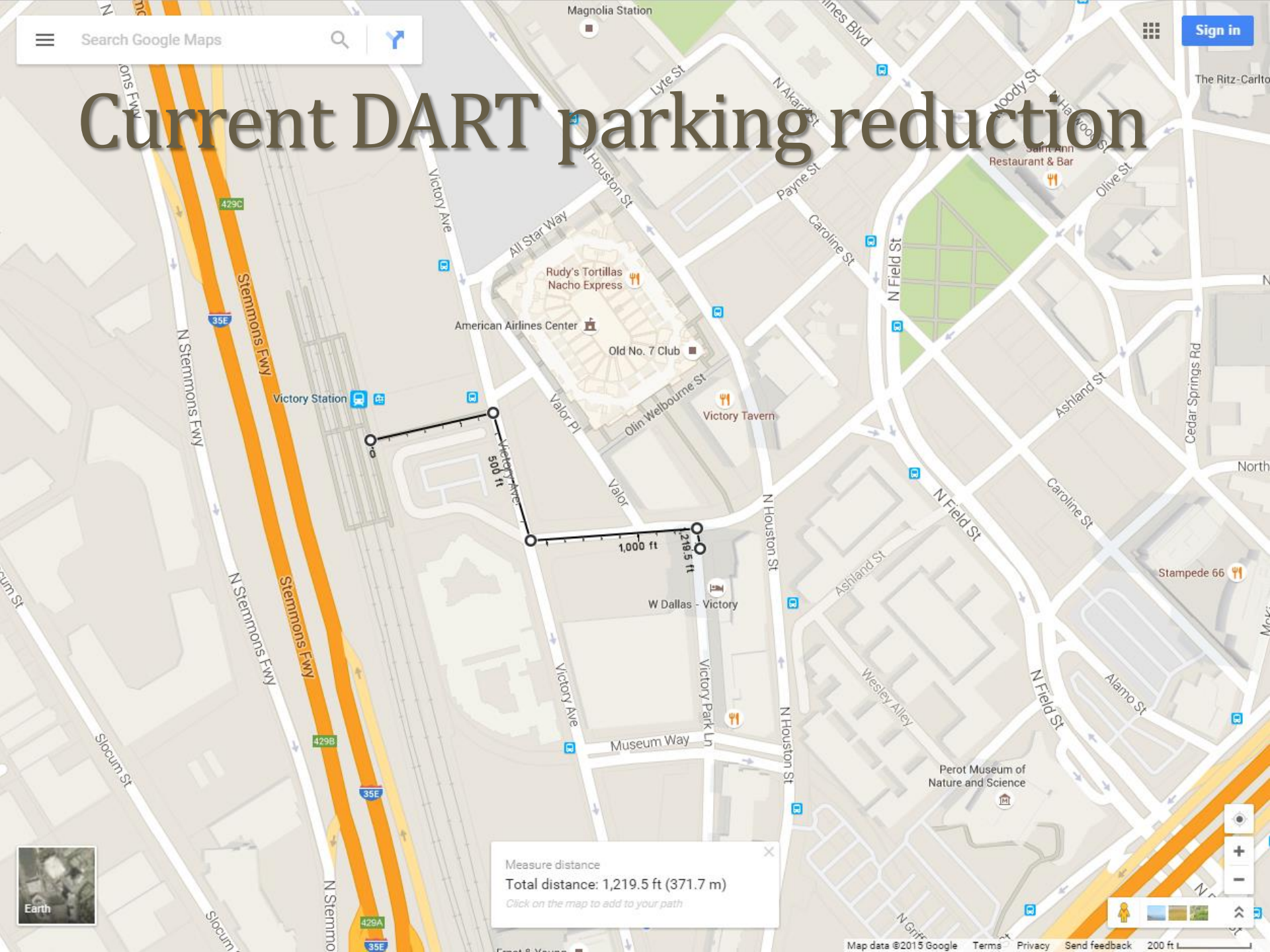


Search Google Maps



Sign in

# Current DART parking reduction



Measure distance

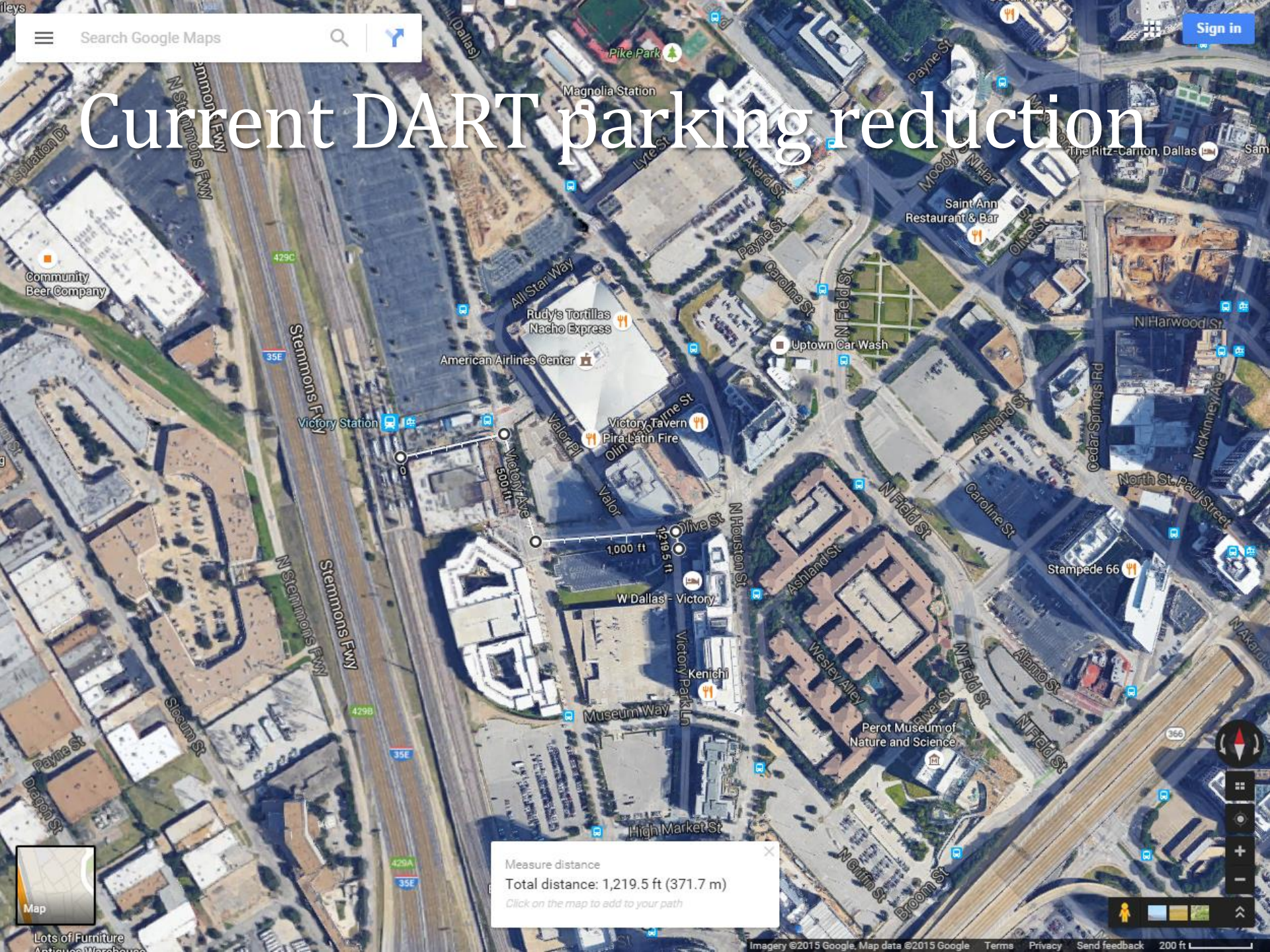
Total distance: 1,219.5 ft (371.7 m)

Click on the map to add to your path





# Current DART parking reduction



Measure distance

Total distance: 1,219.5 ft (371.7 m)



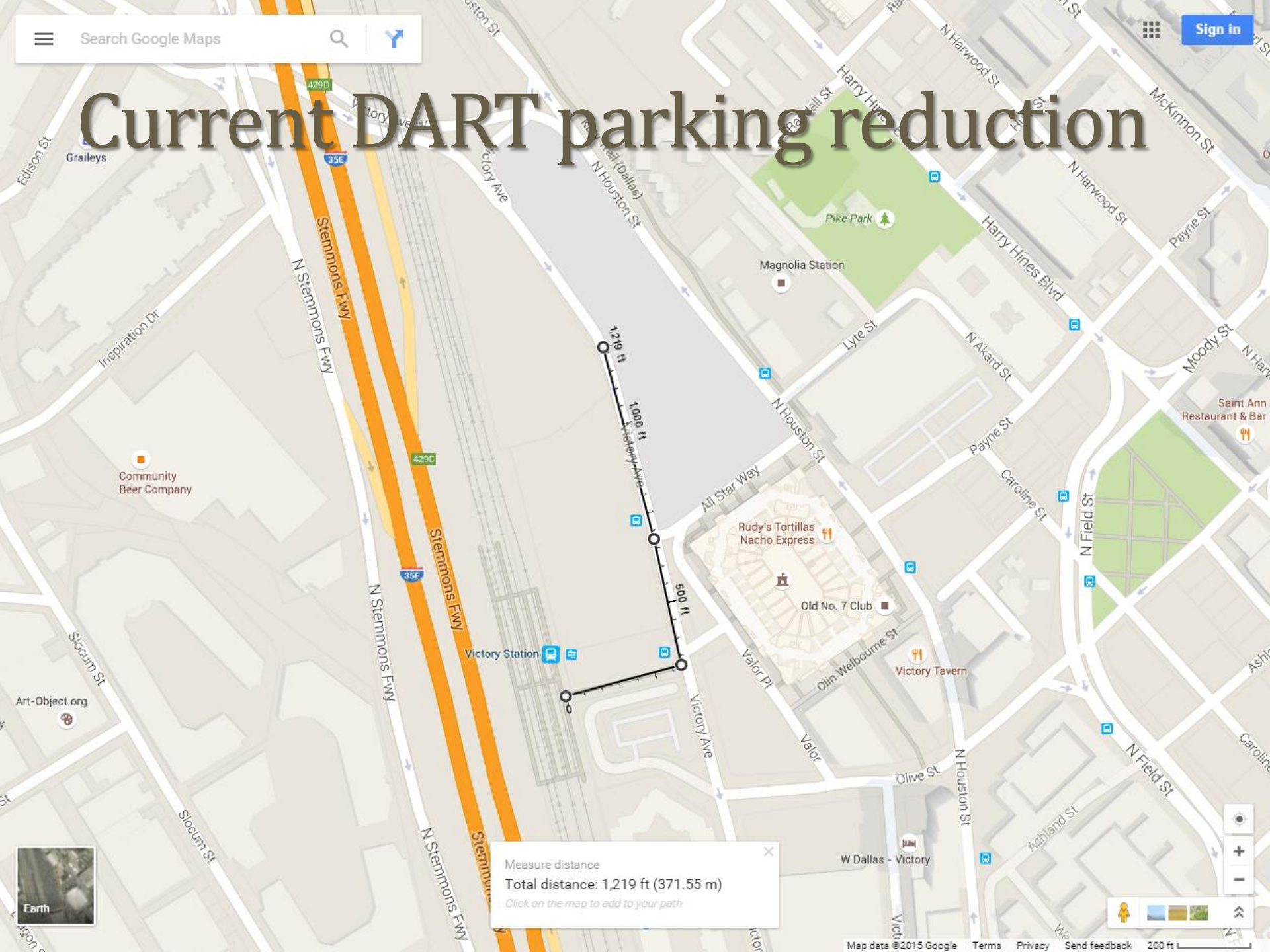


Search Google Maps



Sign in

# Current DART parking reduction



Community Beer Company

Victory Station

Rudy's Tortillas Nacho Express

Old No. 7 Club

Victory Tavern

W Dallas - Victory

Measure distance

Total distance: 1,219 ft (371.55 m)

Click on the map to add to your path



Earth



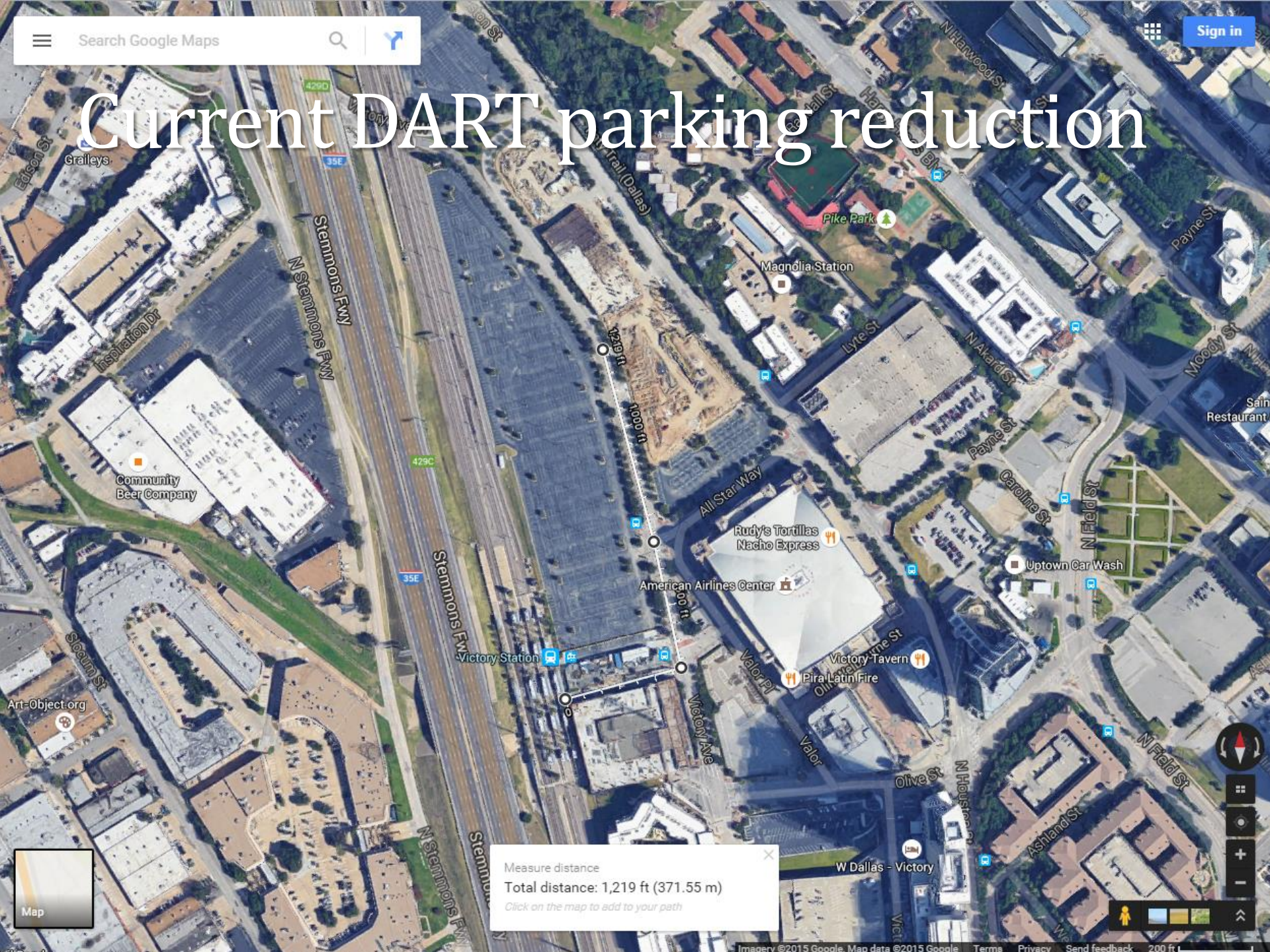


Search Google Maps



Sign in

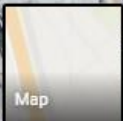
# Current DART parking reduction



Measure distance

Total distance: 1,219 ft (371.55 m)

Click on the map to add to your path



Map





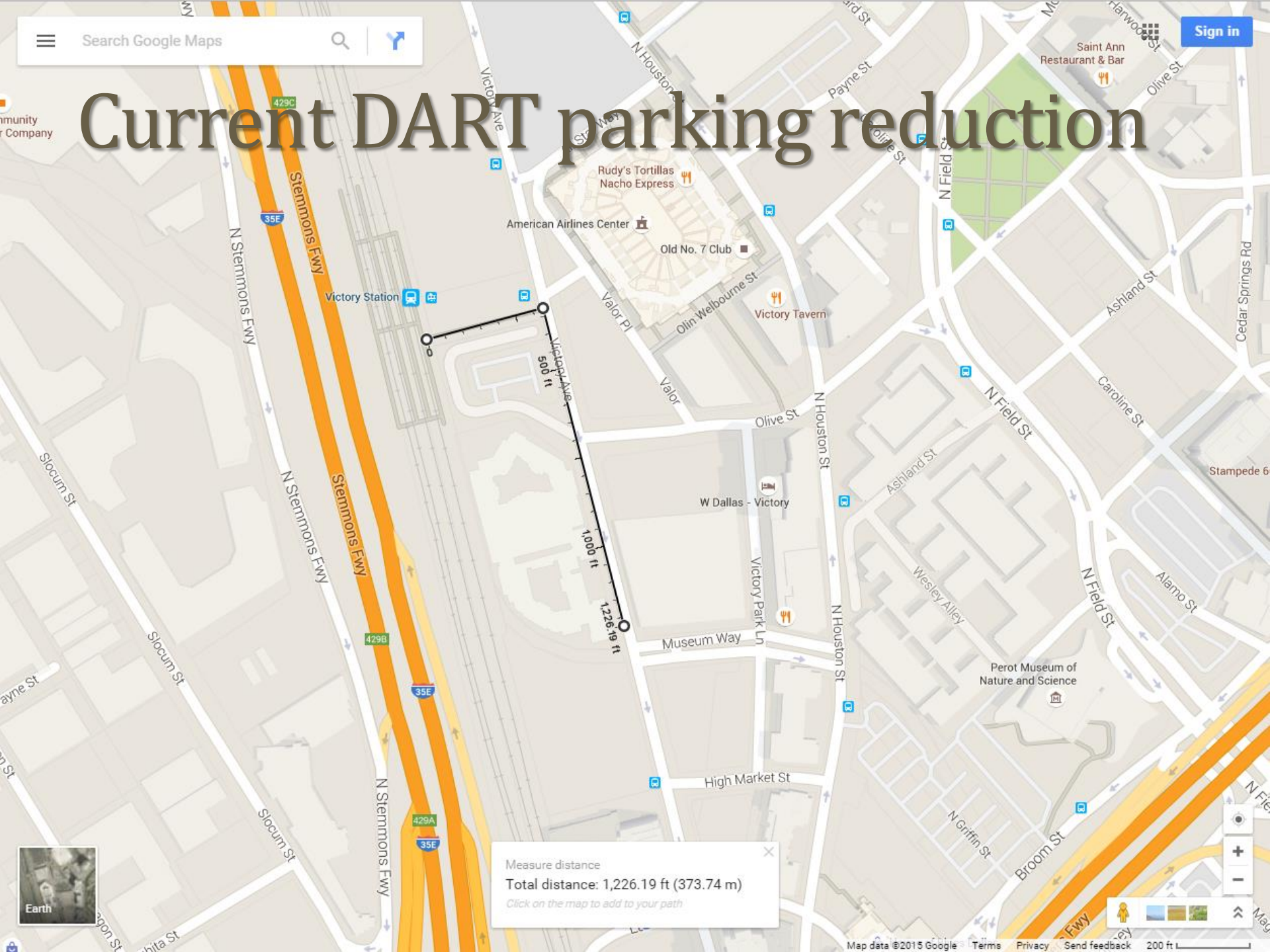


Search Google Maps



Sign in

# Current DART parking reduction



Measure distance

Total distance: 1,226.19 ft (373.74 m)

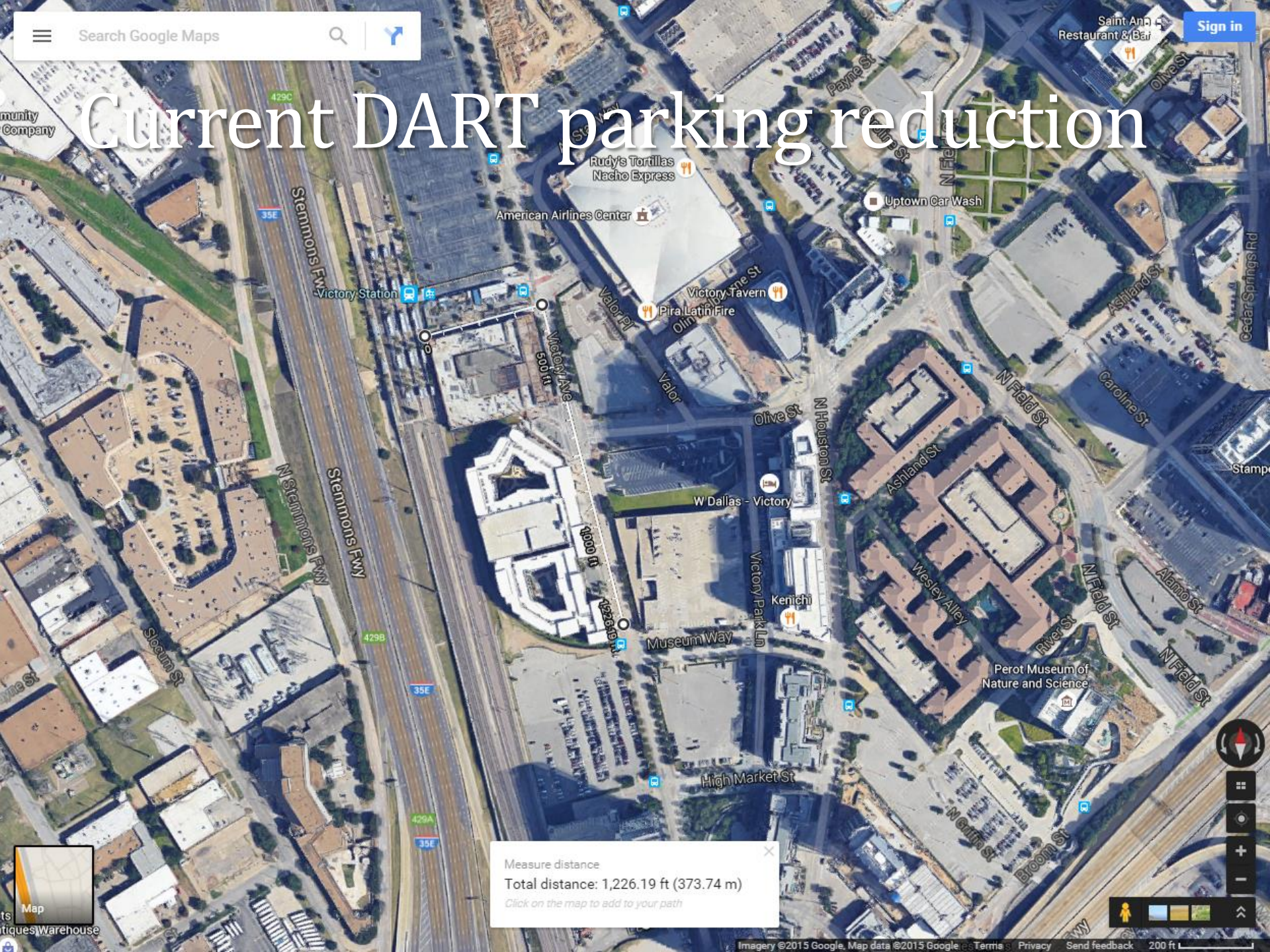
Click on the map to add to your path







# Current DART parking reduction



Measure distance

Total distance: 1,226.19 ft (373.74 m)



# Requested Amendments to Parking Reductions

	Victory PDD % difference to Development Code	Victory PDD % difference to Form Districts	Additional reduction if <1,200' from DART Station Form District	Additional reduction if <1,200' from DART Station Victory
Multifamily	+15% to -58%	+9% to -38%	15%	10%
Office	-33%	-33%	15%	3%
Retail	-60%	-50%	15%	10%
Hotel	-50%	-60%	15%	10%
Theater	-20%	-26%	15%	10%
Others*	0%	0%	15%	10%

\*An entertainment complex is not eligible for parking reductions

# On-Street Parking Credit

## Current Code:

- In Article 4: To meet off-street parking requirements, parking must be provided and back-up room must be on private property. On-street parking **does not count** toward meeting off-street parking requirements.
- In Article XIII (Form Districts): On street parking **counts** towards parking requirements.

## Requested Amendments:

- A parking space located on a public street may be included in the calculation of parking requirements if it is adjacent to the building site where the use is located.
  - (i) Each on-street parking space may only be counted for one use, except that an on-street parking space may be used to reduce the combined total parking requirement of a mixed use project.
  - (ii) An on-street parking space that is not available to the public at all times of the day and night may not be included in the calculation of parking requirements.



# On-Street Parking Credit





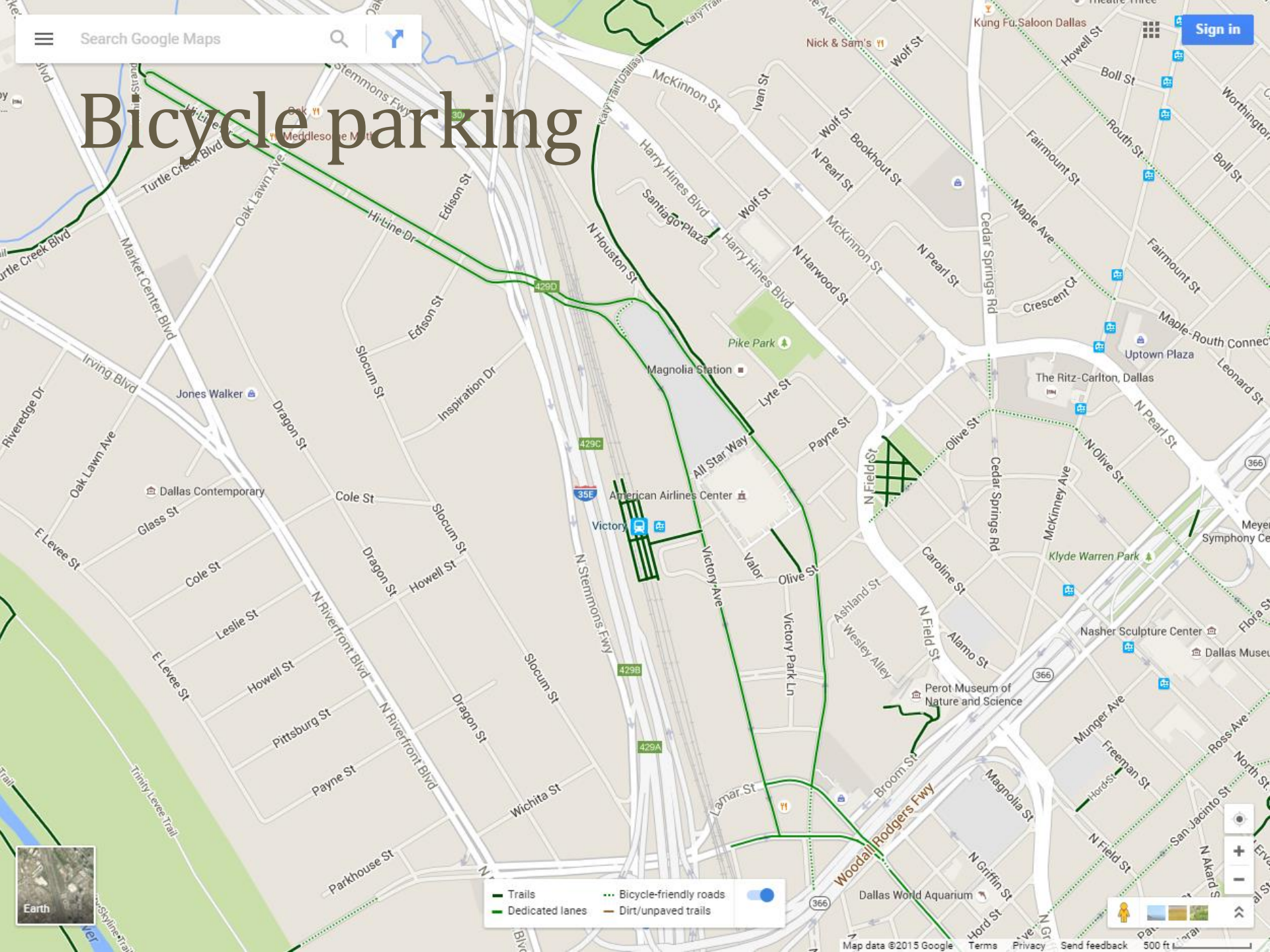


Search Google Maps



# Bicycle parking

Sign in



- Trails
- Dedicated lanes
- Bicycle-friendly roads
- Dirt/unpaved trails



Earth

# Bicycle Parking Code

## Current Code:

- Applicable to:
  - New construction
  - 10% or 2,000 SF additions (whichever is less)
  - Change in land use that requires more parking (i.e. retail converted to restaurant, or office to retail)
- 1 bicycle space is required for every 25 auto parking spaces required (4%)
  - Minimum of 2 per site
  - Maximum of 30 required per site
  - A portion of the required bicycle parking must be available for guests
    - Minimum 2 per building site
    - Ratio: 2 guest per 10 bicycle spaces required (2 guest spaces required for every 250 auto spaces required).

## Requested Amendments:

- Only the **guest** bicycle parking requirements are required for existing developments.
- Required bicycle parking may be **within the right-of-way**
- Allow **remote bicycle parking** by using the **master parking and floor area plan**

# **Timeline.....**

- 1. Community Meeting (September 10<sup>th</sup>, 2015)***
2. Special Sign District Advisory Committee  
(October 13<sup>th</sup> or later)
3. City Plan Commission Public Hearing/Briefing  
(TBD – notices will be in the mail 10 days before)
4. City Council Public Hearing  
(TBD – notices will be in the mail 10 days before)



Questions?

Victory Community Meeting

https://docs.google.com/forms/d/1OdtxKuv0h7XhKxNQn1PKn6\_L-IbTKrqLxqgaIOjVODc/viewform

City of Dallas

# Please take our survey:

<http://goo.gl/forms/ajN3hK28nw>

## Victory Community Meeting 9/10/2015

This is a survey for Victory SPSD (SPSD145-001) and Victory PDD (Z145-170).

\* Required

### Property owner, tenant, or resident of Victory? \*

Please check all that apply.

- ☐ I am a property owner, tenant, or resident within the boundaries of the Victory PDD or SPSP.
- ☐ I am NOT a property owner, tenant, or resident within the boundaries Victory PDD or SPSP.
- ☐ Other:

### Name and address \*

Please enter your name and address below.