

west dallas .01 | guidebook

urban structure and guidelines





city**design** studio
City of Dallas
1500 Marilla St 2BN
Dallas, TX 75201

Acknowledgements

Multiple parties contributed resources to ensure the success of the West Dallas Urban Structure

The Trinity Trust

For their support and commitment to our work

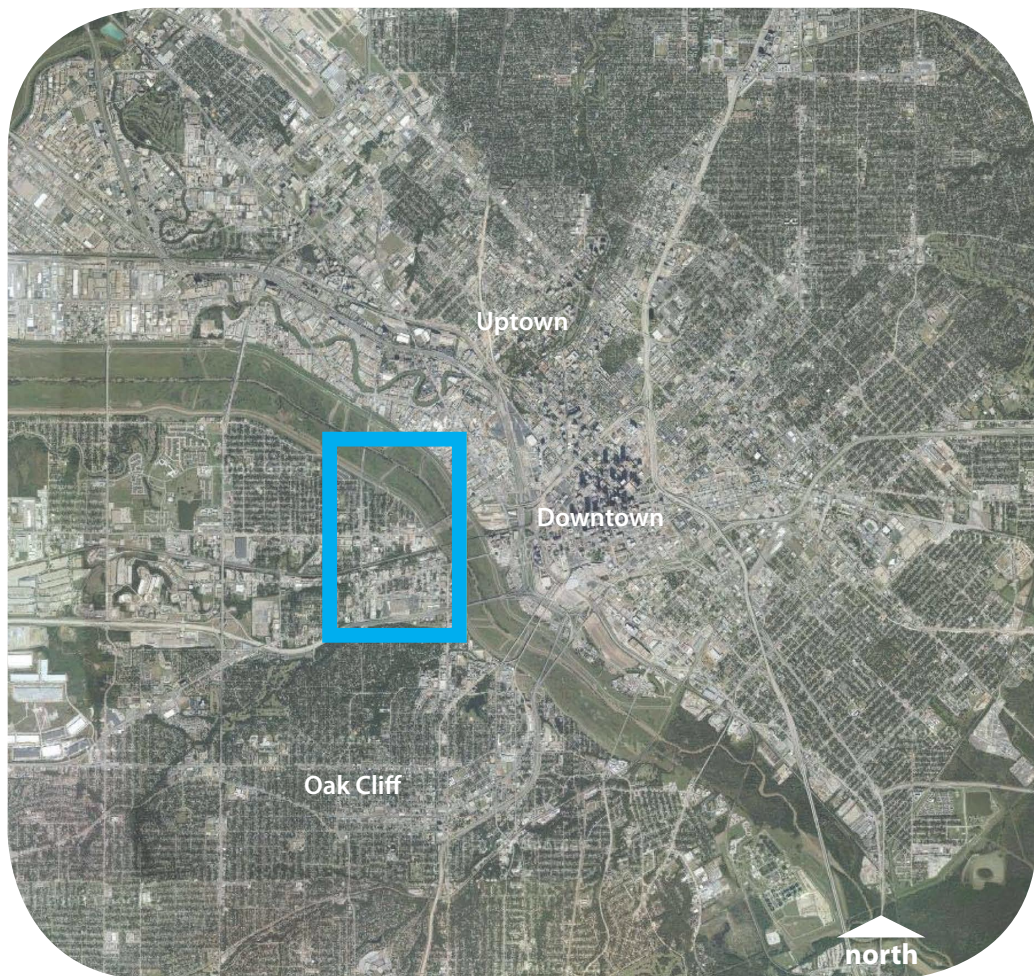
City of Dallas

Provided staff, support, coordination and logistics

All the Participants and Stakeholders

For their dedication, enthusiasm and great ideas

Overview and Background



How to use this Guidebook:

This guidebook is a companion piece to the larger and more detailed Urban Structure and Guidelines produced by the Dallas CityDesign Studio, and adopted by Ordinance No. 28146, and Resolution No. 110676. It serves as a compact and easy to use field guide for the area's vision by conveying the key concepts and ideas that paint a broad picture of the future. Each section in this guidebook corresponds to more in-depth material and information contained in the full document. To learn more about the Urban Structure and Guidelines visit http://www.dallascityhall.com/citydesign_studio/index.html or contact the Dallas CityDesign Studio for a CD.

Urban Structure

Urban Structure

The planned Urban Structure for this community represents a shared vision derived from a year-long collaborative community dialogue. Capitalizing on existing assets such as a well-defined neighborhood, abundant land near the urban core, and current investment in public infrastructure is a means toward achieving this vision. Re-positioning the area's industrial heritage into manufacturing for creative arts and crafts reinforces a culture supportive of creative and innovative development. This also affords an opportunity to showcase the area's cultural heritage through production and marketing of indigenous arts and crafts from local residents. Redevelopment also brings a mechanism to meet the much-desired local retail and service needs of an economically diverse population.

This Structure captures a snapshot of the community's vision that will certainly evolve over the decades to come. The detailed conceptual plan presented later in this guidebook is an illustration of only one of the countless potential development scenarios that embody the three fundamental objectives underlying the plan.

- Enhance and protect La Bajada
- Allow for incremental development
- Focus high density development along the Herbert Street corridor south of Singleton and foster key development nodes

The important test of any proposed development is how it advances these objectives, and not whether it is a literal translation of the artistic rendering of what future development might look like. The drawings serve as a portrayal of how the built environment can be incrementally re-ordered over the next few decades, and the phasing plans should be understood as a graphic illustration of development priorities. Numerous changes, both large and small, will define the path toward redevelopment.

Conveying development rights onto property that allows for the realization of this plan is a necessary and critical step in this process; however, it must be done in a measured and strategic way that allows for development to be delivered in a time and manner that the market can provide. If development entitlements get too far ahead of the market, it can have the unintended consequence of arresting redevelopment by falsely increasing expectations of land value. A skewed perception of the market can prevent the type of incremental and organic growth that this plan lays its foundation upon. These intermediate steps build toward larger redevelopment initiatives down the road.

Similarly, the City will need to reevaluate methods for delivering community amenities in concert with redevelopment efforts. The burden for providing quality of life features, such as open space and recreational areas or other community services, should be done in balanced cooperation with non-city entities. Development is made more valuable and marketable through the creation of these amenities, so developments realizing these gains should also participate in the investment of their creation.

This Urban Structure represents a shifting perspective on a number of fronts, not only in the process and focus of the plan, but in the type of development envisioned. To realize this vision will require an equal shift in the manner in which it is delivered through the redevelopment process. This will take diligent efforts on the part of the residential, business, and development community, along with the City and other organizations working within the area. This process and product represents a new horizon for the City of Dallas, and new potential for creating great urban places.



Concept Plan

Process

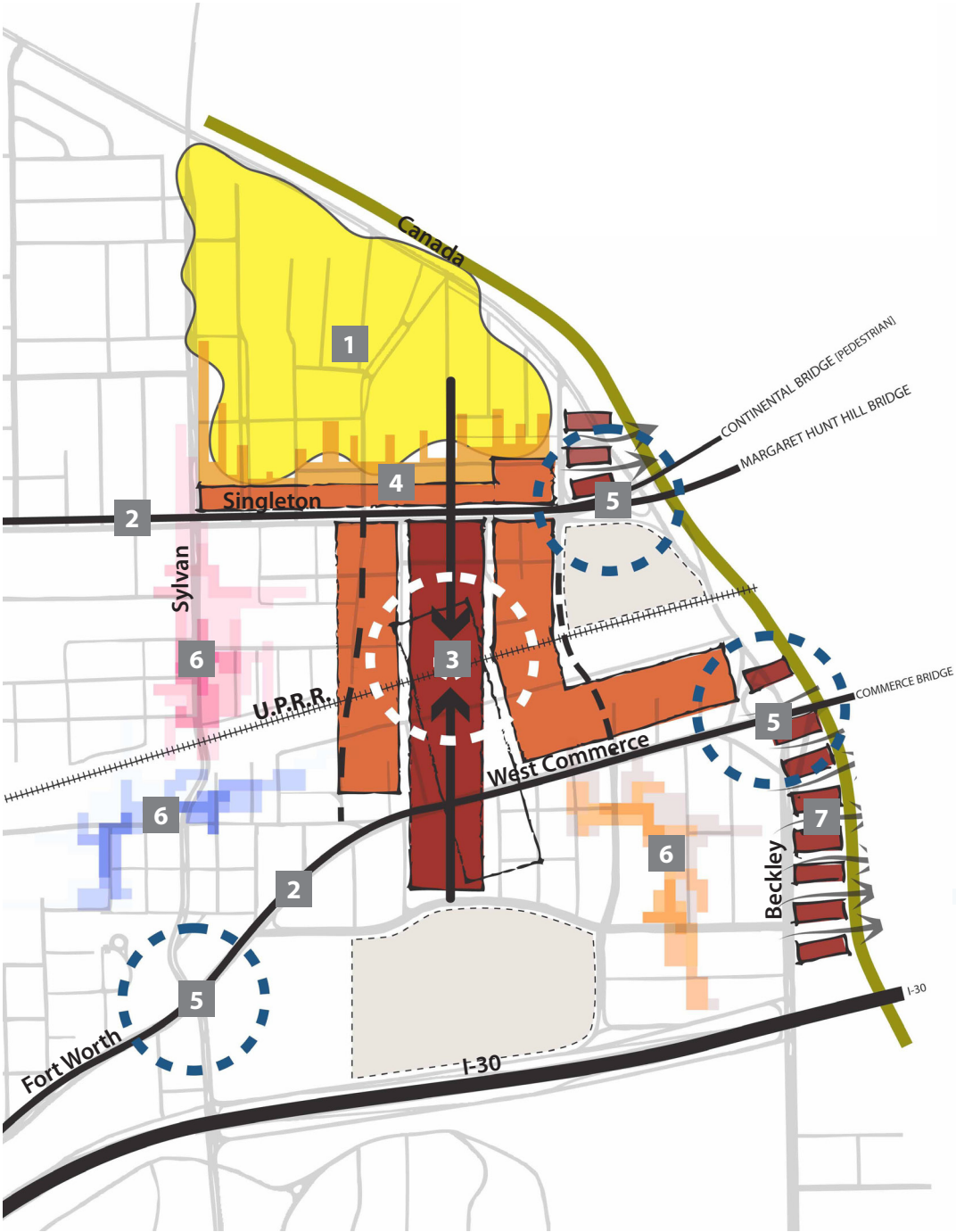
The first step in any successful urban revitalization and redevelopment effort is the creation of a shared vision for how the area should change. This vision must be generated through a partnership between those most affected by change working with those attempting to make change.

This Urban Structure has been formed, crafted, and endorsed through a collective and inclusive process made up of individual property owners, residents, businesses, civic staff, non-profit organizations, and design specialists. Work sessions have been convened in the community and at Dallas City Hall. These gatherings involved listening to ideas and concerns while discussing options for the future design of this area in West Dallas. Going forward, many groups, working at their own schedule and scale, will construct projects shaping this area's landscape with the ultimate goal of achieving the shared vision as well as their private interests.

A Conceptual Vision

The conceptual plan takes into consideration the many ideas generated at the design charrette and synthesizes them into a set of development objectives. Regardless of the precise development response, these development objectives and corresponding conceptual diagram should be maintained and adhered to as the benchmark for evaluating future development proposals. These development objectives are represented in the diagram on the next page and include:

- 1** preserve, conserve, enhance La Bajada neighborhood in its entirety
- 2** re-create Singleton and Commerce as handsome "parkway" streets
- 3** create new neighborhood spine street (north-south) with high density mixed-use clustered along it
- 4** step-down in density from new neighborhood spine east, west and toward La Bajada
- 5** development of 3-4 active mixed-use nodes at major intersections
- 6** allow for incremental rehabilitation and infill of properties east, west and south of new neighborhood spine
- 7** create high density, residential focused neighborhood along levee with connections into the Trinity River



Neighborhood Character

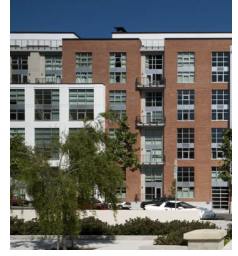


1

Conserve + Enhance



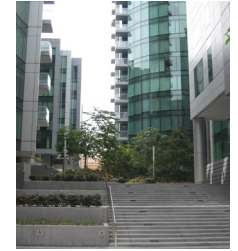
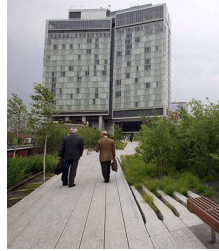
5

3
4
5

Interim Use



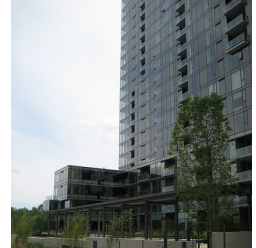
6



2



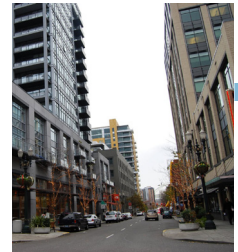
7



3



8



4



9

9
vision

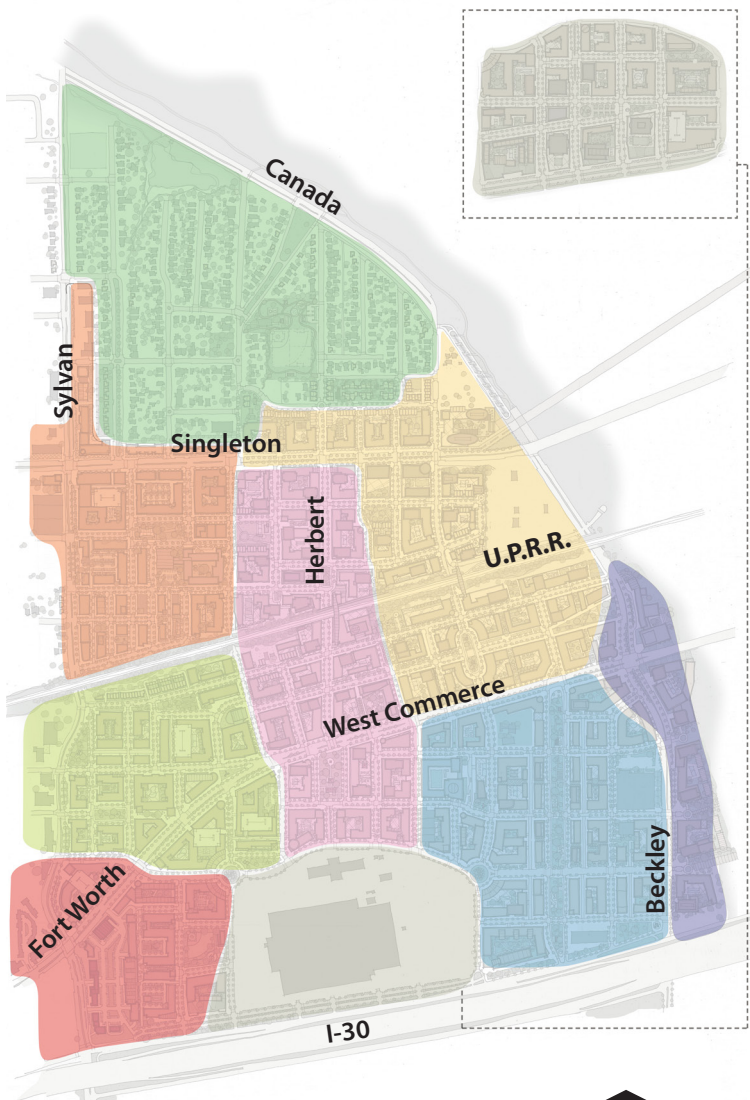
represents new existing / institutional structures that will become important as the area develops over time.

Neighborhoods

Neighborhood Visions

These neighborhoods are identified for the purpose of describing a unique character, vision, and combination of land uses for the Urban Structure. As development occurs, the size and boundaries of districts may change to conform to current market circumstances and community objectives.

Each of the neighborhoods is organized with convenient walking distances from the dense mixed-use Herbert Street. The neighborhoods are connected via a network of streets that prioritize in order: pedestrians, bicycles, transit, movement of goods and services, and the automobile. Most areas are envisioned to include a range of building types and uses fostering a population with diverse demographic and economic characteristics. Families, seniors, single workers, young couples and students will live within close proximity of one another, promoting neighborhoods that reflect the diversity and richness of the larger Dallas community. Each neighborhood should contain at least one park and/or public open space as a focal point. Neighborhood services will always be close and easily reached by foot.



The names given to the neighborhoods in this plan are conceptual. As development occurs, more appropriate names may grow organically from the inherent nature of each neighborhood and the preferences of the inhabitants



La Bajada

Vision: A century old neighborhood comprised of one & two story structures conserved and enhanced consistent with its' cultural heritage with reinforced services and strong interior and exterior pedestrian connectivity.

Recommended Uses: Infill single-family homes (1 & 2 story), park and recreation/community center; The areas adjacent to the Singleton District may have duplex (1 & 2 story) or townhome (2 story & 3 story) as a transition.

Growth Scenario: 100 infill lots for new single family homes to help strengthen the neighborhood.

Trinity Gateway

Vision: Signature vertical buildings lining the Trinity River edge with strong connection to the levee top trail
Recommended Uses: High density residential and institutional with retail as support/secondary.

Growth Scenario: Although small geographically, this area represents a high-density edge to the Trinity with roughly 2,000,000 square feet of predominantly residential construction comprising of over 2,000 new residents.

Singleton

Vision: A lower story (2-6) boulevard-oriented mixed-use buildings constructed in careful consideration to the adjacent La Bajada District. Including a mixture of community-owned retail as well as local retail and live/work spaces creating a transition to higher density development to the south.

Recommended Uses: Multifamily with retail at grade plus office, live/work, & townhome.

Growth Scenario: Nearly 2,000,000 square feet of new development, with the potential of 800 new housing units.

Yorktown

Vision: A mixture of old and new buildings incrementally developed to include residences, arts & crafts manufacturing, local retail and neighborhood services.

Recommended Uses: Multifamily, office, retail, live/work, townhome, light commercial/manufacturing, education, park, & recreation/community centers.

Growth Scenario: Near term development focused on revitalizing 200,000 square feet of existing structures, with future new development of over 5,000,000 square feet and more than 2,000 new residents.

Trinity Point

Vision: The West Dallas Gateway for the Margaret Hunt Hill & Continental Bridges with a range of building heights announcing arrival from the east with strong orientation to the Trinity River.

Recommended Uses: High density residential/office with retail at grade, hospitality, multifamily with retail at grade plus office, townhome and park.

Growth Scenario: Approximately 6,000,000 square feet of new development in this high-density area, along with 3,500 housing units.

Commerce

Vision: A mixture of old and new buildings incrementally developed to include residences, arts & crafts manufacturing, local retail and neighborhood services.

Recommended Uses: Multifamily, office, retail, live/work, townhome, light commercial/manufacturing, education, park, & recreation/community centers.

Growth Scenario: Nearly 2,000,000 square feet of new construction and approximately 1,000 new housing units.

Herbert Street

Vision: The "High Street" for this area anchored by a rail station at it's center, with a continuous, active 4-story street wall along both sides of Herbert Street.

Recommended Uses: High density residential, office, hospitality, with retail at grade; transit station; and townhome (except along Herbert St.)

Growth Scenario: The highest densities in the area, with a concentration of more than 8,000 new residents and 7,000,000 square feet of new development to create the core of this emerging area and provide the critical mass of residents necessary to support local services.

Belmont Crossing

Vision: A lively entertainment and retail area anchored by the historic Belmont Hotel.

Recommended Uses: Multifamily with retail and/plus office, live/work, hospitality, townhome and park.

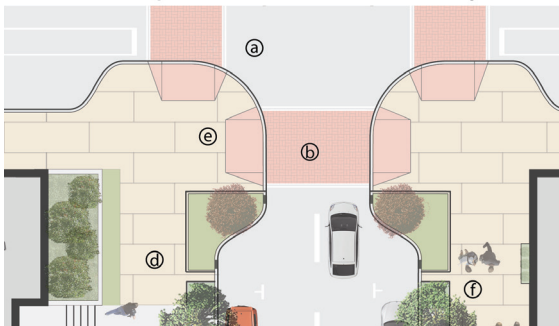
Growth Scenario: Over 3,500,000 square feet of development and 800 new housing units.

Street Character

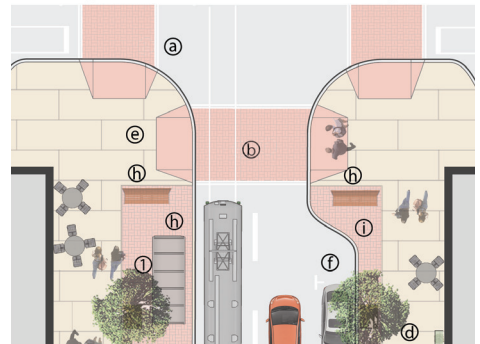
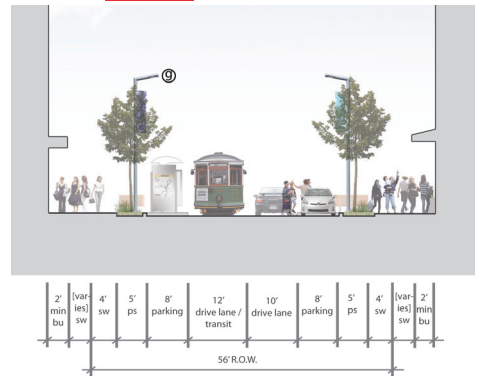
Streets will serve many functions accommodating all modes of travel including pedestrians, cyclists, public transportation, movement of service and goods, and private vehicles in that order. Design of streets will balance vehicle movement and access with other forms of transit making connectivity, walkability, development flexibility over time, and livability of foremost importance. Key street design features critical to its success as the most extensively used civic space in our communities should include:

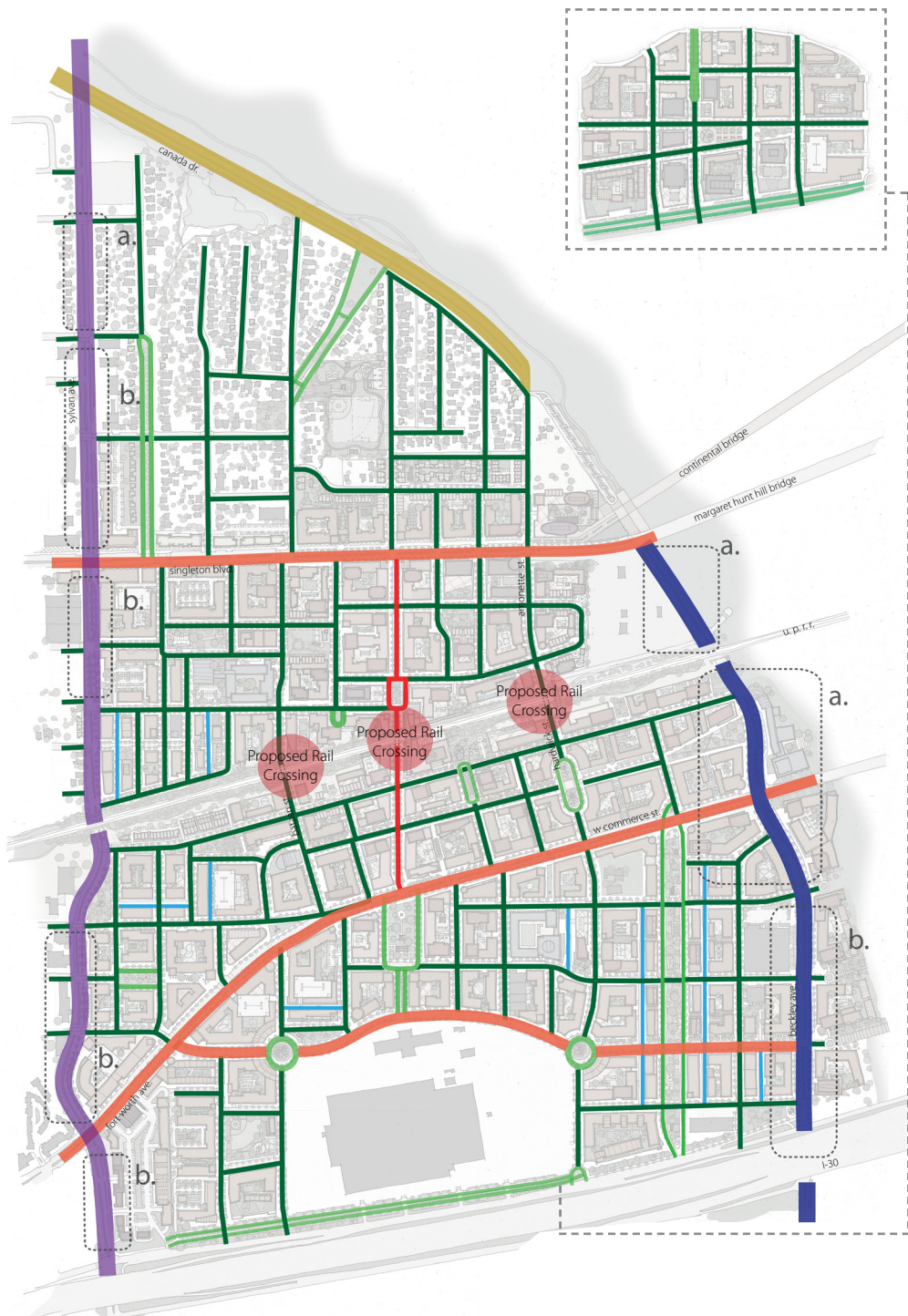
- A pattern of small-scale grid system of interconnected streets
- Wide sidewalks with shade trees and street furniture
- Parallel and head-in parking to shield pedestrians from traffic movement
- Narrow street crossing sections and curb extensions at crosswalks
- Enhanced crosswalk demarcation at street intersections

Local Street



Herbert



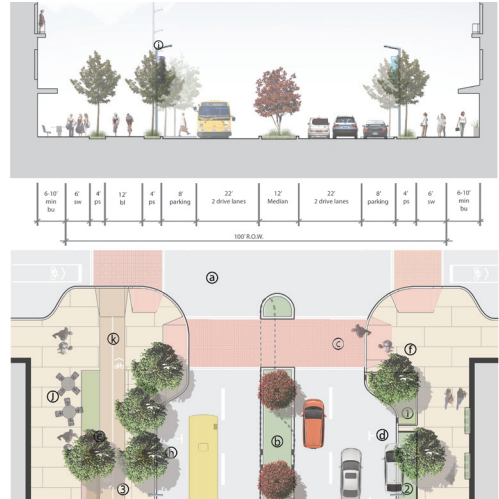


NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas

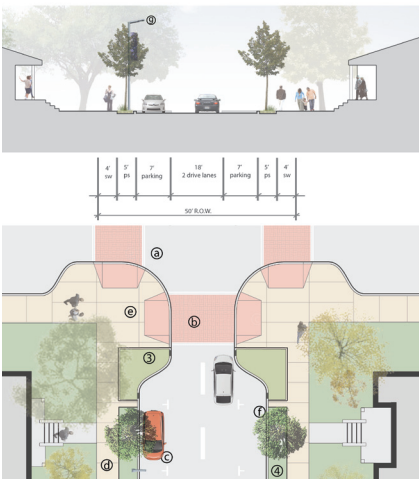
03

guidelines

Singleton



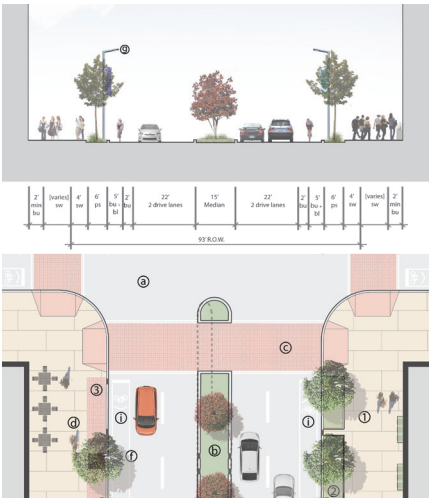
Local Street [single family residential]



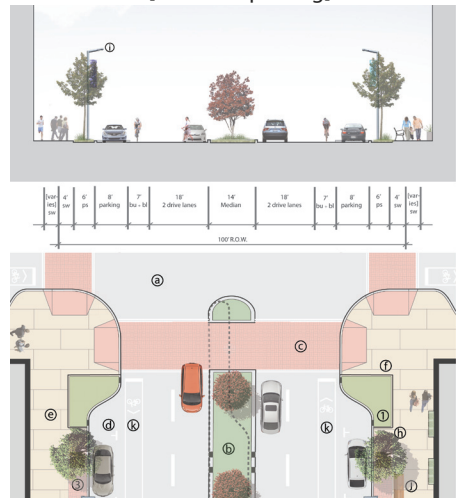
Local Street [with linear green]



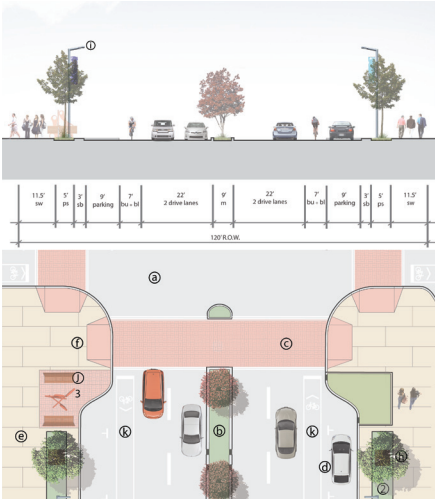
Commerce/ Fort Worth



Commerce/ Yorktown [on-street parking]



Beckley [on-street parking] a.



Beckley [on-street parking w/ slip lane] b.



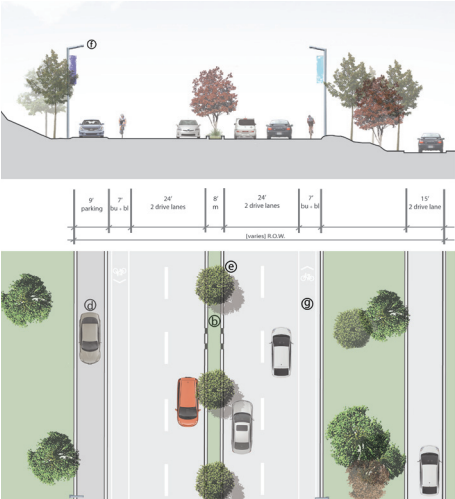
Sylvan [single family residential] a.



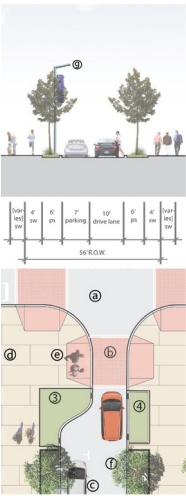
Sylvan b.



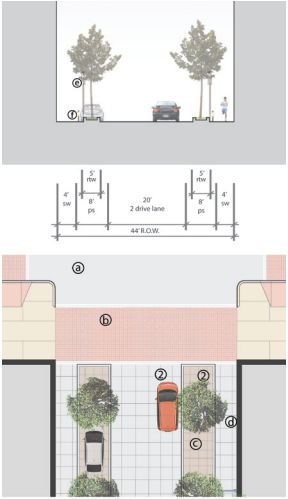
Canada



Couplet



Mews

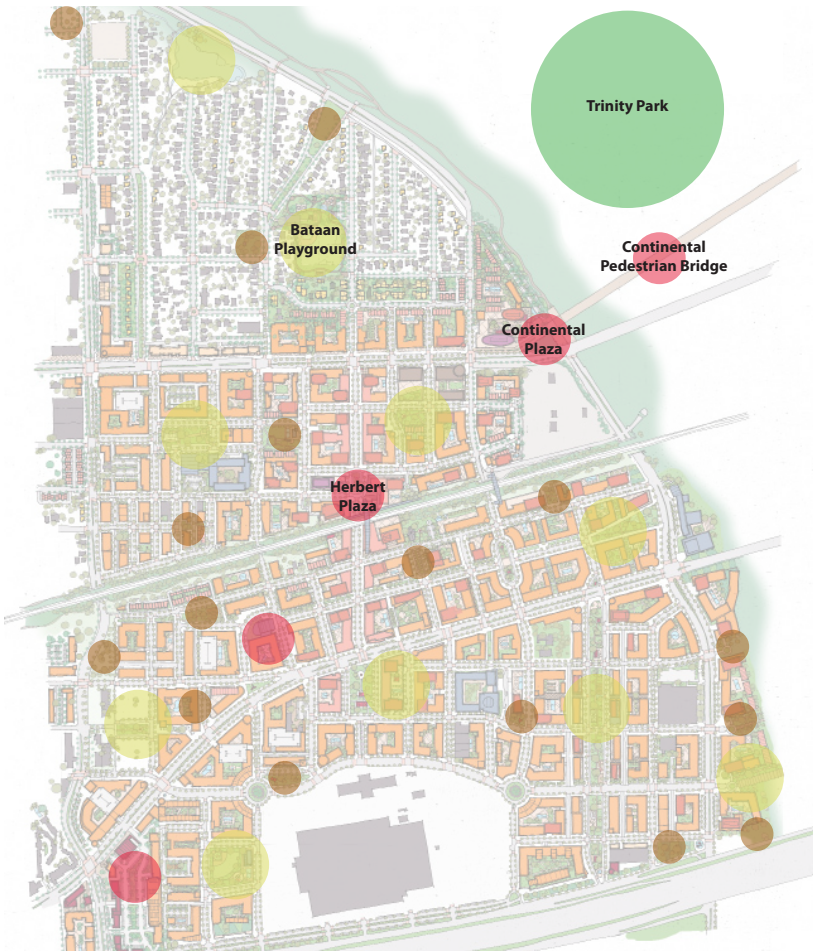


Public Spaces

Park and Open Space Guidelines

Publicly accessible parks and open space organize and reinforce community structure and can create a strong identity for West Dallas. These spaces 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 and interaction opportunities for the community and visitors to the area. 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 prospective user groups (e.g. workers, shoppers, children, visitors, residents).

The area-specific public spaces outlined represent the intended framework of public space within the Urban Structure. This reflects a pattern of development that designs neighborhoods around access to public space.



NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas

Regional Park

A Regional Park provides active and passive recreation opportunities, with a wide selection of facilities for all age groups. West Dallas is fortunate in having the Trinity River Corridor Park as its backyard. Efforts should be made in providing logical, aesthetically pleasing, convenient, and accessible entry points into the park.

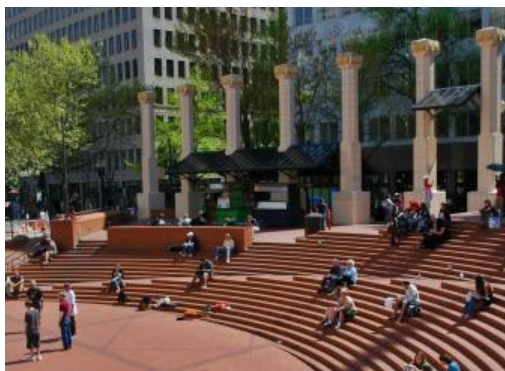
Size: 10+ ac



Special Public Space

Special Public Spaces may serve as a destination for users from outside the community rather than solely providing open space for the community. Special Public Spaces may be most any size and generally are sited at significantly important locations making them gateways into the community or special gathering social spots for events and celebrations.

Size: .25+ ac



Neighborhood Parks [large+small]

Neighborhood Parks are usually one to fifteen (1-15) acres in size with the preferred minimum size of four-five acres (4-5) to allow a variety of landscape and recreation experiences. Neighborhood parks should be landscaped and provide for passive and/or active recreational pursuits. Neighborhood parks should be designed to accommodate all age groups. They may have playground areas, play fields, and/or athletic facilities. Neighborhood parks have a service area of one-quarter to one-half (1/4 - 1/2) of a mile or approximately a five to ten (5-10) minute walking distance.

Size: 1+ ac



Mini Park

Mini parks are generally less than one (1) acre in size and typically serve a quarter (1/4) mile radius, or a five minute walking distance. These parks may be either active or passive. In these small spaces, athletic facilities are usually not available.

Size: .25+ ac



Architectural Guidelines

The Urban Guidelines define suggested parameters around design decisions that define street character and how buildings relate to and form public space. These guidelines seek to strike a balance between predictability and flexibility that allows and even facilitates variations in regards to land use, architectural style, and market conditions while remaining consistent with the overall vision and intent of the Structure. These guidelines aim to provide a more sustainable development paradigm than current development practices generally afford. West Dallas is intended to facilitate the creation of a rich tapestry of neighborhood identities while encouraging a new mix of development scenarios.

For those using this guidebook for design purposes, it is essential that you reference the Urban Structure and Guidelines.

Transitions to the Existing Neighborhood

Respect Neighborhood Character

Buffering of La Bajada neighborhood edges should be addressed through use, height, setback, scale, massing and detailing of adjacent buildings. Vehicular access and parking requirements for new development(s) should minimize impact on neighborhood traffic flow and avoid disturbing the character of the neighborhood.

Respect Neighborhood Scale

The positive elements and patterns that characterize the neighborhood of La Bajada should be protected and reinforced through building use, scale, mass, building patterns, and details.



Siting of Buildings

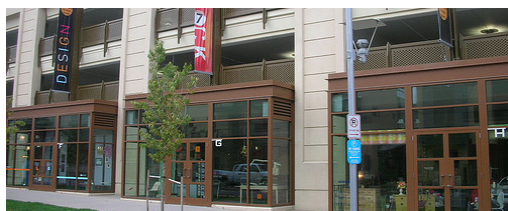
Relating to Public Realm

Buildings, as they meet the ground, form the space around our city streets. The shape of our streetscape is created by the height and location of the buildings which line the sides. Buildings which meet the street acknowledge the greater importance of the public space through which the streets run. They can, in this way, create an awareness of the greater importance of the civic whole, where building facades are shaped by the public spaces around them.



Service and Equipment Areas

Service areas are zones and loading docks where servicing of the site takes place and include wall-mounted, ground-mounted or roof-mounted mechanical or equipment areas. The placement of service areas is a key factor in avoiding unsightly vistas and creating unnecessary conflicts within the pedestrian streetscape.



Massing and Street Wall

Framing the Public Realm

Building massing may consist of low-rise, mid-rise, tower elements, or combinations, depending on use and needs. An important aspect of livability is the preservation of natural light, sunlight, and ventilation. Preserving this and public views to downtown, into the Trinity River Corridor, and important street end views should be facilitated by requiring towers set-back from the streetwall, employing the use of tower separation rules, and requiring towers built adjacent to the levee to step-back from the levee as they increase in height. Various massing options may be possible on a given site and should be explored to determine how guideline objectives such as preserving views and sunlight can best be met.



Variations in Facades and Materials

Facade Importance

A building's frontage is a primary contributor to a pedestrian's understanding and enjoyment of a city and thus greater care, expense and workmanship should be given to its design.

Facade Design

A building's lower level should be carefully designed to relate to the scale and enhance the "close up" view of the pedestrian. The use of high-quality materials, more intensive detailing, and window arrangements, etc., which contributes to a heightened pedestrian interest is encouraged. Ground level commercial uses whether retail, service, restaurant, or office should use clear glass windows, individualized shop fronts, lighting, and weather protection to achieve pedestrian scale and interest. Mirrored surfaces,



Building Access and Circulation

Residential Access

When a residential use is located on the ground level, individual unit entries with windows should engage the street providing "eyes on the street." A low, raised porch or front garden is encouraged to define usable space in the setback behind the property line. Pedestrian-scaled entrance canopies projecting over residential lobby entryways are encouraged.

Primary Entrances

Major building entries should be designed and located to provide the primary building access oriented to the public street and sidewalk. Doorways should be prominent and obvious in appearance. Major entry features should primarily address the street, with entry courts, display windows, signage, lights, walkways, and vestibules, as appropriate.



Ground Level Treatment

Retail Streets

Ground floor spaces along Herbert Street (retail street), or other streets with active uses should orient tenant spaces to the street with storefronts and entries addressing principal sidewalks to sustain street level visual interest and promote pedestrian activity.

Awnings, Canopies, Arcades and Overhangs

Awnings, canopies, arcades and overhangs are encouraged at the ground level of mixed-use shopfronts, single-story shopfronts, commercial, civic, and multi-residential developments to enhance articulation of the building volumes and provide weather protection.



Windows

Windows should be located in all building facades visible from a public street. Retail uses should have active, transparent, and interesting storefront windows that together make-up at least 70% of the facade. Limitations on transparency, such as dark or reflective glass, or interior coverings, should be avoided. There should be a minimum sill height of six (6) inches and a maximum of twenty-four (24) inches at retail storefronts, particularly those lining Herbert Street (retail street).



Parking

Parking Strategy

Parking areas themselves should not be the dominant feature, therefore surface parking is discouraged, while structured and on-street parking is encouraged. The design of parking garages and parking access should minimize conflicts or disruptions of the pedestrian environment.

Vehicular Entries and Curb Cuts

The number and width of curb cuts and vehicular entries should be limited to promote street wall continuity and reduce pedestrian conflicts.



Lighting

Exterior Lighting

Exterior lighting helps discourage “dead spaces” within an urban environment. Because the street network in West Dallas is intended to be pedestrian-oriented, illumination of buildings is required to promote the safety of all pedestrians. At the same time, exterior illumination design solutions can provide a unique architectural opportunity to highlight West Dallas as inherently unique.

General Guidelines

Exterior lighting for all streets, entrance drives, and parking areas should be designed to provide uniform illumination with low glare, using equipment which does not detract from a building’s design. Fixtures should be coordinated and are encouraged for the exterior lighting of pedestrian walkways, courtyards, and plazas. The minimum intensity needed for the intended purpose should be used.



Signage

Area Identification

Effective communication with the public requires the clear, concise delivery of an understandable message through a certain medium. One of the best ways to convey information to the public is through the medium of signs. A comprehensive sign program should foster safety, help identify businesses, buildings, facilities and activities.

Sign Guidelines

Signage in West Dallas should be of high quality and designed to offer a positive image and identity. Signage should enhance overall property values and the visual environment in West Dallas by discouraging signs which contribute to the visual clutter of the streetscape to achieve pedestrian scale and interest.



Roofs

Respect Neighborhood Character

Roof design should consider its contribution to the skyline and views from taller adjacent properties.

- towers should incorporate sculpted roof caps, terracing, or other articulation of the upper floors
- low and mid-rise building roofs should consider providing green roof design, landscaped courtyards as amenities and to provide pleasant views from taller neighboring properties.
- Mechanical rooms and equipment should be integrated into the design of the architectural roof treatment or screened with compatible materials and finishes.



Phasing [10 years]

Target Population:

10,500 individuals/7,000 households

Target Renovated/ New Building Space:

250,000 sq. ft./ 8,400,000 sq. ft.

Target Improved/ New Open Space:

10 acres/15 acres

Phase 1

Significant changes to the public realm include the completion of the Margaret Hunt Hill Bridge, the Continental Pedestrian Bridge and its western gateway into La Bajada, important traffic calming initiatives for the street network within the La Bajada neighborhood, as well as solid strides toward enhanced amenities in La Bajada. Construction of three underpasses at the Union Pacific Railroad will help establish Herbert Street south of Singleton as the center of this emerging community and will provide local shopping and service opportunities for area residents.

These and other amenities will result in increased desirability for the area. Additionally, improved access to downtown and uptown employment and entertainment centers, along with proximity and easy access to regional recreational amenities, provides the area with a location advantage that enhances its competitiveness with other in-town markets.

The idea of creating a destination for artistic production and living will take hold through an eclectic mix of redevelopment and new development that reflects the character of area. The Trinity River's edge will begin to be defined more strikingly through landmark development sites at the western gateway to the Continental Bridge and the re-aligned intersection of Beckley Avenue and West Commerce Street. Economically, ground work for entrepreneurship and adaptive reuse will fuel the necessary incremental development opportunities that can capitalize on smaller changes in the area that will inject energy and activity into currently underutilized industrial property.



NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas

Phasing [15 years]

Target Population:**19,500 individuals/13,500 households****Target Renovated/ New Building Space:****400,000 sq. ft./ 21,400,000 sq. ft.****Target Improved/ New Open Space:****15 acres/55 acres**

Phase 2

While incremental development is still part of the development pattern, the focus will be shifting to encourage new development on a larger scale. Much of the initial enhancements and stabilization to secure La Bajada as a high quality modest-income single family neighborhood will have been accomplished; however, ongoing attention and investment is needed for the neighborhood to remain a great place to live.

The Trinity River's edge will be even more well-defined as a development shoreline commanding views of the downtown skyline and signature bridges over the Trinity. Connectivity into the park will be a highly-desired asset that shapes development patterns throughout the area. The spine along Herbert Street is well established as the community's center, as are key development nodes. The focus for redevelopment will shift toward outside of the Herbert Street spine and major development nodes. Developments could be as small scaled as row houses on quiet side streets, to the continuation of podium and tower construction near highly desirable activity centers. Maintaining economic diversity through available housing options will be an important challenge that must be faced.



NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas

Phasing [17+ years]

Target Population:**24,000 individuals/16,000 households****Target Renovated/ New Building Space:****500,000 sq. ft./ 29,800,000 sq. ft.****Target Improved/ New Open Space:****15 acres/85 acres**

Phase 3

Over the course of its evolution, the area will have established itself as a unique community within Dallas with abundant assets and a high-quality of life. The La Bajada neighborhood will continue to thrive and benefit from the core of activity and services available south of Singleton Boulevard. The developed edge of the Trinity River will be completely defined. The area, in general, will serve as a successful model of redevelopment that is founded in community-led ideals.

Development will be driven by market forces without intervention by city. The primary role of the plan during this phase of redevelopment is to ensure continued adherence to design standards and development of public amenities in tandem with private development projects. This will ensure that the needs of the community continue to be met. Specific efforts will need to be continued to ensure that an affordable housing base is still accessible.



NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas

Action Items

Enhance and Protect La Bajada

- Continue a collaborative approach to planning and development in the area by convening a committee of local residents to provide input into plan implementation
- Foster stabilization of zoning concerns to maintain the single family character within La Bajada
- Do not support any commercial or higher density rezoning from existing single family zoned parcels within La Bajada
- Work with the City's Housing and Community Services Department and nonprofit builders to provide residential infill on vacant single family lots for continued availability of affordable housing options
- Complete neighborhood projects with input and direction from the community.
 - Construct Herbert Street traffic calming projects in cooperation with Housing and Community Services through the existing Neighborhood Investment Program and Public Works and Transportation Department
 - Design and build the western gateway to the Continental Pedestrian Bridge to ensure neighborhood and community access
 - Transform existing electric utility infrastructure into public art gateways into the area in cooperation with Oncor and the Office of Cultural Affairs
 - Continue green space enhancement such as the recently completed median enhancements along Topeka
 - Revive the Bataan Center as the social and cultural hub of the neighborhood
 - Complete flood control improvements to the Pavaho sump, and identify future initiatives to transform this utility into a neighborhood amenity
- Adopt a housing policy that secures affordable housing options as part of new development in this area
- Identify tools such as the existing Municipal Management District to provide maintenance and upkeep of amenities in the area

Encourage Incremental Development

- Initiate publicly-led regulatory changes to remove impediments as appropriate to facilitate redevelopment, such as:
 - Allow temporary/transitory uses that bring activity and excitement to the area
 - Additional provisions in the City's Special Event regulations that can establish a process to vet each proposed initiative to facilitate the activity within existing structures, while maintaining public safety
 - Evaluate and make appropriate code amendments to foster the operation of mobile commercial services such as restaurants
 - Development code amendments to allow for live-work associated with compatible commercial uses
 - Encourage adaptive reuse of existing structures where feasible through code equivalencies
- Market existing programs through the Office of Economic Development to support start up businesses in the area
- Place a satellite Business Assistance Center in this area to coordinate small business development with a focus on arts and crafts production and boutique manufacturing.
- Work with the community to provide opportunities to showcase existing talent within the neighborhood in cooperation with the Office of Cultural Affairs and Office of Economic Development

Focus high density along the Herbert Street corridor south of Singleton and foster key development nodes

- Convene a committee of local business owners to provide input into economic development aspects of this plan in cooperation with the Office of Economic Development
- Fund high-priority capital projects, including:
 - Construct railroad crossings at Herbert, Gulden/Hardwick, and Bataan/Pitman
 - Construct Herbert Street as a main street connecting Singleton Boulevard to West Commerce Street
 - Complete design and implementation of improvements to the Beckley/Commerce intersection and western gateway to the Continental Pedestrian Bridge
 - Phase 2 improvements for the western gateway to the Continental Pedestrian Bridge
- Work with developers to pursue zoning applications for redevelopment consistent with the plan
- Work with the Fort Worth Avenue Development Group and other stakeholders regarding an evaluation of PD 714 to identify any potential changes to better facilitate this vision
- Specifically work with West Dallas Investments as the area's largest land owners to facilitate conference of development rights over time, to stage the area for strategic redevelopment
- Amend Thoroughfare Plan to address discrepancies with street network plan included as part of this Urban Structure. Coordinate this initiative with Bike Plan currently underway, the Complete Streets Initiative, and the existing Trails Masterplan
- Coordinate with the Streetcar System Plan being initiated in partnership with the City of Dallas, NCTCOG, and DART to identify transit opportunities to support development
- Evaluate the plausibility of a new TIF in the area to support needed public improvements once a catalyst project has been identified. The TIF can provide mechanisms to focus development by placing greater benefits to the new Herbert Street spine along with key development sites in the area
- Engage the United States Post Office regarding the long-term development potential of the existing Post Office facility along I-30
- Facilitate strong development presences at key gateways including adjacent to the western entrance to the Continental Pedestrian Bridge, return excess ROW following reconstruction of Beckley/Commerce, establish strong linkage to North Oak Cliff at Sylvan and I-30 development site
- Facilitate development along Singleton as an appropriately scaled corridor to transition from the high density to the south to the residential area to the north
- Develop a detailed urban design plan led by the Dallas CityDesign Studio for Singleton Boulevard, Commerce Street and Herbert Street

Monitoring and advancing the Urban Structure

- Include a community input strategy into each design initiative outlined in this Urban Structure
- Establish a design approval process as a means to expedite development review and approval for projects that are consistent with the Structure
- Ensure good urban design through the creation and application of a strong set of urban design standards created based upon the urban guidelines within the Structure
- Convene a staff team led by the CityDesignStudio and Sustainable Development and Construction Department to oversee the implementation of the plan and highlight any needed areas of change to the urban structure as it unfolds.
- Provide an annual review of accomplishments and identify any needed amendments to the action items of the Framework
- Develop a coordinated capital improvement plan for the area to identify priorities for capital projects and assign funding responsibilities among the development community, the city and incentive programs such new or existing TIFs. Prioritize capital projects to align with the proposed phasing of the build out of the urban structure in order to align the development of amenities in accordance with established community standards. Consider activating and possibly expanding the existing Municipal Management District as a means to provide for maintenance
- Identify high priority capital projects for inclusion in the anticipated 2012 bond program
- Market the plan to continue to raise awareness within the residential and business community of the vision and its progress so that it maintains relevance and acceptance within the community and also so that it engenders reuse and redevelopment proposals that progress the Structure

