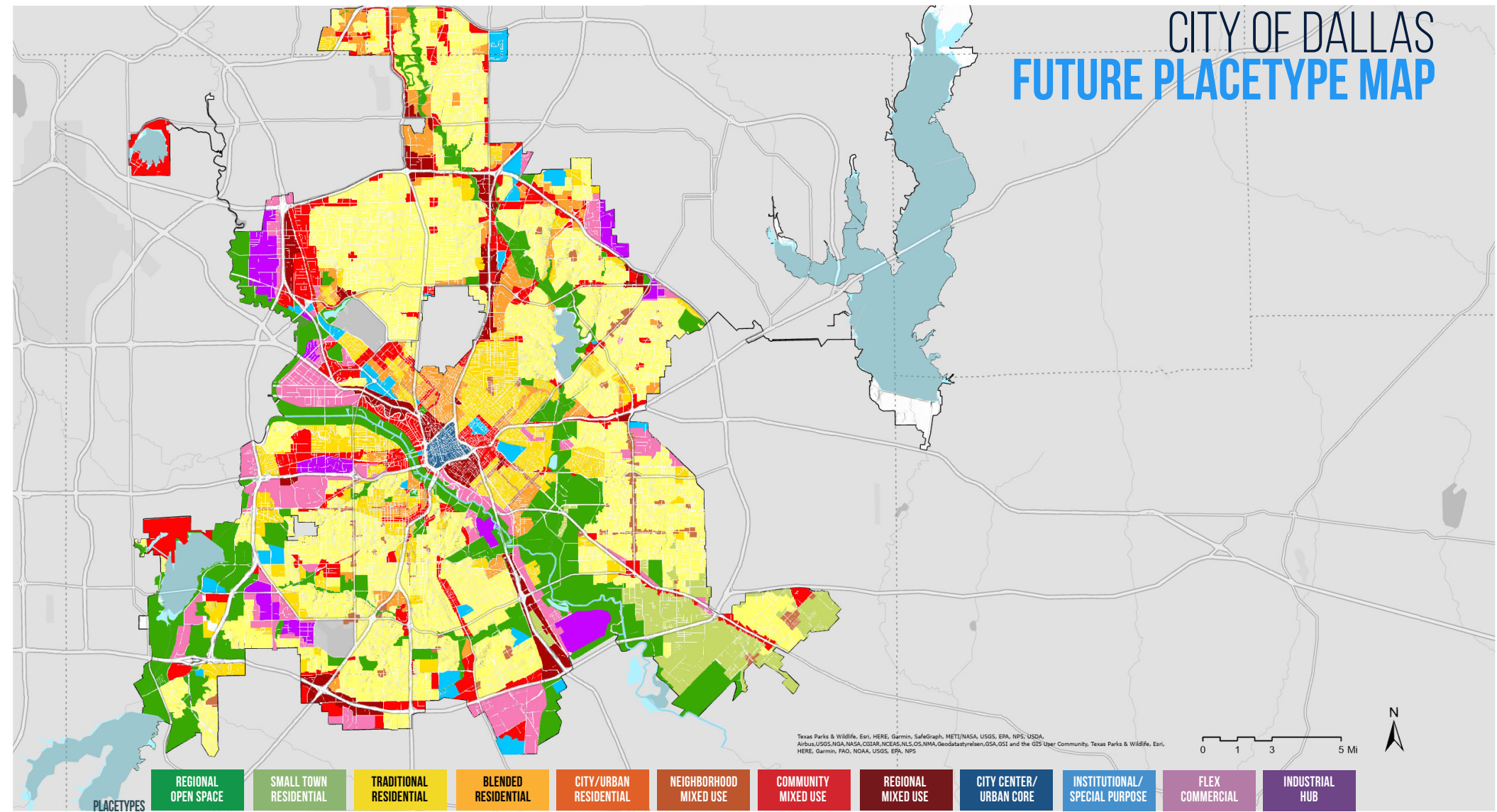


Urban Design Priority Goals

- [1] Develop a citywide context sensitive urban design guidebook that illustrates how places, streets, and corridors should grow and be preserved.
- [2] Utilize the ForwardDallas urban design principles and elements as the foundation for integrating urban design standards into the development code update.
- [3] Incorporate the future urban design guidelines as a component of the development review process encompassing all rezoning and “by-right” projects.
- [4] Expand the purview of the Urban Design Peer Review Panel (UDPRP) to include the review of public projects and urban design criteria for bond projects.
- [5] Provide urban design support to CECAP’s recommendation to implement green infrastructure programs that treat the right-of-way (ROW) as both a mobility and green infrastructure asset.
- [6] Work with Park and Recreation planning staff to increase public access from new development to parks, trails and open space including the addition of accessibility standard in the development code.
- [7] Incorporate place-specific urban design guidelines into new neighborhood and corridor plans.
- [8] Establish a neighborhood planning program through which community stakeholders envision, evaluate, and establish the desired vision and form of their community.
- [9] Incorporate a community’s people, history, culture and identity into neighborhood planning and urban design processes to sensitively shape the relationship between new and existing buildings, parks, streets and other open spaces.
- [10] Expand the suite of context sensitive design and preservation tools including historic and conservation districts and neighborhood stabilization overlay programs, and update applicable ordinances to better respond to rapidly changing conditions in established neighborhoods.



Policy References

ForwardDallas 2006, Section 5 [urban design element]

Comprehensive Environmental and Climate Action Plan (CECAP)

TIF Urban Design Guidelines

Urban Transit Design Guidelines

Complete Streets Design Manual

The 360 Plan

Context Description

This ForwardDallas Comprehensive Land Use Plan Update for the City of Dallas outlines a set of strategies to update our land use policies to better reflect the needs and priorities of our community. Our current land use policies were established over fifteen years ago, with the adoption of the original ForwardDallas Plan in 2006. Since then, our community has changed significantly with new development patterns, demographic shifts, and environmental challenges.

The implementation of urban design principles within the city is largely achieved through a handful of policies, precedents, and projects that provide guidance and best practices for practitioners and stewards of the urban realm, but a comprehensive or citywide set of guidelines does not exist. Of the 40 urban design action items within ForwardDallas 2006, only seven (7) have been successfully completed. The three overarching objectives are to establish a citywide urban design framework, integrate urban design standards and guidance into the development review process and future planning efforts, and strengthen the sense of place and community identity for all Dallas neighborhoods.

Forward Dallas

Neighborhood:
Citywide

Program:
Land Use Planning

Urban Design Principles



WORKING DRAFT
PUBLIC PARTICIPATION

CITY OF DALLAS

CITY OF DALLAS

WORKING DRAFT
PUBLIC PARTICIPATION

LAND USE & DEVELOPMENT | CHAPTER #

THEME
COMMUNITY + URBAN DESIGN

GOAL
Establish context sensitive design and development guidance to help shape Dallas's streets, sidewalks, buildings, and open spaces to create functional, safe and activated spaces that reflect and enhance Dallas's distinct places.



DID YOU KNOW?

Urban design shapes the public realm to promote a healthy and socially interactive environment that contributes to the economic success of the city. It gives form, shape, and character to buildings, neighborhoods, and the city making each more functional and attractive.

1

WHY IS THIS IMPORTANT?

(KEY ISSUES)

1. Land use constraints such as concentrations of single-family zoning and PD standards hinder TOD marketability.
2. Lack of and coordination in the planning of last mile connections to improve travel time accessibility and supportive density.
3. Inequitable access to goods and services.
4. Inequitable access to goods and services.

2

WHERE ARE WE TODAY?

(CURRENT CONDITIONS)

The implementation of urban design principles within the city is largely achieved through a handful of policies, precedents, and projects that provide guidance and best practices for practitioners and stewards of the urban realm, but a comprehensive or citywide set of guidelines does not exist. Of the 40 urban design action items within ForwardDallas 2006, only seven (7) have been substantially completed.

3

WHAT NEEDS TO BE DONE?

(OBJECTIVES)

+

HOW WILL IT BE DONE?

(ACTION ITEMS)

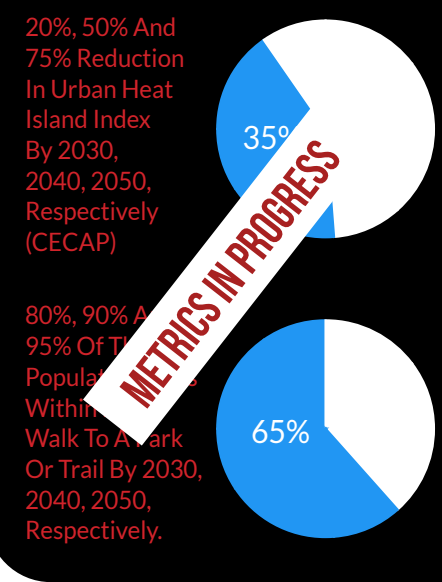
OBJECTIVES

- A** Establish a Citywide Urban Design Framework
- B** Integrate urban design standards and guidance into the development review process and future planning efforts
- C** Strengthen sense of place and community identity for all Dallas neighborhoods.

ACTION STEPS

1. Develop a citywide context sensitive urban design guidebook that illustrates how places, streets, and corridors will grow and be preserved.
2. Incorporate the urban design guidelines as a component of the development review process including for all rezoning and "by-right" projects.
3. Expand the purview of the Urban Design Peer Review Panel (UDPRP) to include the review of urban design criteria for bond projects.
4. Provide urban design support to CECAP's recommendation to implement green infrastructure programs that treat the Right of way (ROW) as both a mobility and green infrastructure asset.
5. Work with Park and Recreation planning staff to increase public access from new development to parks, trails and open space including potential for accessibility standard in the development code.
6. Coordinate with Park and Recreation planning staff on future updates to Dallas Park and Recreation Master Plan. Including policy that increases access to existing and future parks as it relates to land use and urban design changes over time.
7. Incorporate place-specific urban design guidelines within neighborhood and corridor plans.
1. Formerly establish a neighborhood planning program through which community stakeholders envision, evaluate, and establish the desired vision and form of their community.
2. Incorporate a community's people, history, culture and identity into neighborhood planning and urban design processes to sensitively shape the relationship between new and existing buildings, parks, streets and other open spaces.
3. Expand the suite of context sensitive design and preservation tools including historic and conservation districts and neighborhood stabilization overlay programs and update applicable ordinances to better respond to rapidly changing conditions in established neighborhoods.

METRICS + MEASURING SUCCESS



4

WHO WILL DO IT?

(LEAD PARTNER)

+

WHEN WILL IT BE DONE?

(TIMEFRAME)

Refer to Implementation Tables within Section X



URBAN DESIGN PRINCIPLES

1. Advance the physical design of the public realm by integrating citywide initiatives with local community values.
2. Build a sustainable Dallas to improve quality of life with a focus on equity; the built and natural environment; and economic vitality.
3. Develop a balanced multi-modal mobility network that creates a safe and well-connected city.
4. Maximize the contributions of each public space to seamlessly thread together the built environment.
5. Development should celebrate distinct built and natural assets to help strengthen each community's vitality, health, and identity
6. Unify the design of buildings, open space, and streetscapes to enhance the public experience

WORKING DRAFT
PUBLIC COMMENT

CITY OF DALLAS

CITY OF DALLAS

WORKING DRAFT
PUBLIC COMMENT

LAND USE & DEVELOPMENT | CHAPTER #

THEME

COMMUNITY + URBAN DESIGN (CONTINUED)

GOAL

Establish context sensitive design and development guidance to help shape Dallas's streets, sidewalks, buildings, and open spaces to create functional, safe and activated spaces that reflect and enhance Dallas's distinct places.



Community + Urban Design guidance within this document will be provided under two element types: 1. **Urban Framework** & 2. **Urban Form**



1. URBAN FRAMEWORK

Illustrates how users experience the arrangement of land uses throughout the city and how those activities relate to each other

PLACETYPE + URBAN FRAMEWORK MAPS ¹

PATHS



Networks or channels of frequent or potential routes of movement through the city. Identifies appropriate Complete Street typology.

DISTRICTS



A unique area of homogeneous character, style, and natural features. Identifies unique communities and preservation areas.

LANDMARKS



Spatially prominent or easily identifiable physical features that help orient users around specific focal points as they traverse spaces within a community.

NODES



Primary concentrations or hubs of activity within a community. Serve as communal destinations or gathering places.

NATURAL FEATURES



Ecological landforms that contribute to the creation, protection, and/or conservation of linked open space systems. Can serve as buffers between built and natural environments.



2. URBAN FORM

Describes the physical characteristics of a place within the city

PLACETYPE DESCRIPTIONS ²

STREETScape



Identifies travel mode preferences and relationship between street, pedestrian and micromobility zones. Safety and connectivity should be prioritized for all mobility options.

PARKING



Describes appropriate parking type and location. Parking should be accessible, but designed to minimize visual impacts.

BUILDINGS



Suggests building orientation, density, placement, and number of levels. Development should respect the scale of

OPEN SPACE



Recommends shared space design, landscape treatments, and park accessibility. Open spaces should be easily accessible and within a 10-minute walk for all residents.

NOTES:

1. **Urban Design Framework** guidance is found within the Placetype + Urban Design Framework Maps
2. **Urban Form** guidance is found within the Placetype Descriptions
3. **Elements** such as materials, color, and texture are outside the scope of his document. A more detailed community plan could be developed to provide such guidance.

Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

1 As new development surrounding these areas occurs, install trails, lighting and enhanced sidewalks to improve connections leading to the Regional Open Space areas.

2

Buildings

2 Structures are limited in number, vary in size depending on the purpose of the building and the setting, and are typically low-rise.

3 Promote environmentally low impact design (LID) for any supporting structures built within this placetype including the use of green infrastructure and conservation design to reduce storm-water flows and improve water quality, while reducing heat island effect and increasing tree canopy.

3

Parking

4 Parking should be minimized and consolidated when possible, primarily to support civic or recreational uses within this placetype.

5 Permeable and environmentally sensitive materials should be utilized when feasible.

4

Open Space

6 Utilize conservation design strategies to integrate connected local greenspace amenities into new development and increase access to Regional Open Space areas.

7 When possible, integrate new or improved adjacent local-serving public green space such as neighborhood parks, greenways, parklets, and community gardens into the existing Regional Open Space fabric and enhance resident access to such amenities.

5

What's Missing

Regional Open Space



Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

- 1 Create a well-connected multi-use street network with an emphasis on connecting residential areas to nearby commercial centers and community assets.
- 2 Adopt Vision Zero principles in rural residential neighborhoods by designing multi-use paths and strategically positioning bus stops.

2

Buildings

- 3 Preserve rural character by preserving the deep lots typical of this placetype or by implementing conservation design to establish shared open space areas.
- 4 Commercial development should be focused at intersections and be organized in a compact manner with a main street feel.

3

Parking

- 5 Blend parking areas into its surroundings using landscaping and materials that minimize its visual impact.
- 6 Consider shared parking arrangements to reduce overall parking demand especially if the rural development includes various facilities with differing peak usage times (e.g., a community center, library, and sports fields)

4

Open Space

- 7 Integrate "agrihood" features into neighborhood design including working farms, community gardens, apiaries, orchards, and ranching.
- 8 Discourage development in areas not served adequately by municipal or corporate sanitary sewers.

5

What's Missing

Small Town Residential



Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

1 Establish a comprehensive pedestrian network with an emphasis on connections to transit routes, commercial areas, schools, parks.

2

Buildings

2 Establish compact blocks and locate buildings toward the front property line with alleyways or side-loaded garages to provide a welcoming walking environment.

3 Anchor neighborhoods with local-serving commercial nodes.

4 Infill development should be context sensitive, and building scale, height and massing should complement existing buildings.

3

Parking

5 Consider shared parking spaces that can serve both residential and business needs.

6 Incorporate landscaping into parking areas to enhance the aesthetic appeal of the neighborhood.

7 Use trees, shrubs, and greenery to soften the visual impact of parking lots.

8 Ensure pedestrian safety by incorporating sidewalks and pedestrian pathways between parking areas and residential properties.

4

Open Space

9 Plant parkways and private yards with shade trees to expand the urban forest and improve neighborhood character.

10 Front and rear yards serve as private open spaces. Application can vary but it should be generally consistent throughout this placetype.

11 Side and rear yards can serve as transitions between different housing types and commercial developments.

Traditional Residential



5

What's Missing

Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

1 Establish a comprehensive pedestrian network with an emphasis on connections to transit routes, commercial areas, schools, parks.

2

Buildings

2 Use single-family attached housing to transition to less intense development in neighboring areas.

3 Establish compact blocks and locate buildings toward the front property line with alleyways or side-loaded garages to provide a welcoming walking environment.

4 Anchor neighborhoods with local-serving commercial nodes.

5 Locate single-family attached and multifamily development along main corridors to provide local housing choice.

3

Parking

6 Incorporate green spaces and landscaping within and around parking areas to enhance aesthetics and reduce the visual impact of parking structures.

7 In commercial and mixed use developments, parking should be oriented toward the rear of the buildings to promote a more walkable environment.

8 Place surface parking at the rear or interior of the lot and include active ground-floor uses in parking garages to enhance the pedestrian experience.

4

Open Space

9 Plant parkways and private yards with shade trees to expand the urban forest and improve neighborhood character.

5

What's Missing

Blended Residential



Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

1 Establish a comprehensive pedestrian network with an emphasis on connections to transit routes, commercial areas, schools, parks.

2

Buildings

2 Locate commercial and mixed-use buildings toward the front property line to activate sidewalks and enhance public realm.

3 Compact, pedestrian-friendly blocks should be framed by residential streets with low vehicle speeds that prioritize pedestrian and bicycle safety.

4 Provide individual, street facing entrances to ground-floor residential units and storefronts where possible to increase activity on the street and in common outdoor areas.

5 Orient maximum building heights along major roadways, away from lower-scaled development.

6 New buildings should taper down in height and scale toward existing single-unit detached homes to establish a compatible relationship between buildings.

3

Parking

7 Strategically position parking facilities behind buildings or in side yards, minimizing the visual impact of surface parking and optimizing shared parking opportunities.

4

Open Space

8 Plant parkways and private yards with shade trees to expand the urban forest and improve neighborhood character.

5

What's Missing

City Residential



Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

- 1 Design roadways to emphasize multi-modal access including the integration of wide sidewalks on routes serving neighborhood nodes.
- 2 Locate retail development along bus routes and establish mobility hubs to maximize transit connectivity.
- 3 Integrate public art to reflect the community's identity, history and culture at key gateways and/or open spaces.

2

Buildings

- 4 Anchor neighborhood commercial districts with mixed-use and commercial development at key intersections.
- 5 Commercial buildings are located closer to the street on main, local streets, but may have greater landscaping areas when situated on arterials.
- 6 Where commercial buildings are in proximity to residential uses, they should relate to one another in scale, proportion and massing.

3

Parking

- 7 Strategically position parking facilities behind buildings or in side yards, minimizing the visual impact of surface parking and optimizing shared parking opportunities.
- 8 Incorporate onsite landscaping to screen parking and service areas from public rights-of-way.
- 9 Strategically position parking facilities behind buildings or in side yards, minimizing the visual impact of surface parking and optimizing shared parking opportunities.
- 10 Large surface parking lots should be placed within the interior of blocks, shielded by commercial uses and landscaping and arranged to maximize sharing between multiple uses.
- 11 On-street parking is encouraged.

Neighborhood Mixed Use



4

Open Space

- 12 Integrate green space like plazas and parklets into commercial districts to serve as an amenity to residents and businesses.
- 13 Space between the sidewalk and the building front should accommodate seating areas or active open space areas to activate the streetscape.
- 14 Incorporate landscaped buffers to minimize impacts on nearby established residential areas.

5

What's Missing

Urban Design Elements

Feedback

- I like
- I don't like

1 Streetscape

- 1 Design ground floor building facades with a high degree of transparency and locate doorways along primary routes to foster a vibrant pedestrian environment.
- 2 Screen building service functions and mechanical equipment for commercial developments.

2 Buildings

- 3 Incorporate landscaped buffers into new development to minimize impacts on nearby established residential areas.
- 4 Anchor commercial districts with mixed-use and commercial development at key intersections.
- 5 Taper building height and bulk in edge areas to transition to less intense development in neighboring areas.
- 6 Locate new development at the edges of large blocks to create a walkable environment and screen parking and servicing areas from public view.

3 Parking

- 7 Promote the use of shared parking facilities between commercial uses.
- 8 Incorporate onsite landscaping to screen parking and service areas from public rights-of-way.
- 9 Discourage site design that places parking areas along roadway frontage.

4 Open Space

- 10 Integrate green space like plazas and parklets into commercial districts to serve as an amenity to residents and businesses.
- 11 Integrate green infrastructure like bioswales, permeable pavement, and green roofs to reduce urban flooding and heat island effects.

Community Mixed Use



5

What's Missing

Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

- 1 Locate regional retail development along bus routes and establish mobility hubs to maximize transit connectivity.
- 2 Prioritize pedestrian, bicycle, and transit safety at intersections, while balancing pedestrians needs with traffic flow.

2

Buildings

- 3 Design ground floor building facades with a high degree of transparency and locate doorways along primary routes to foster a vibrant pedestrian environment.
- 4 Taper building height and bulk in edge areas to transition to less intense development in neighboring areas.
- 5 Lower or step-back building heights along edges abutting neighborhoods.
- 6 Use key intersections to serve as the focus of regional commercial hubs, concentrating more intense uses along major roadways.

3

Parking

- 7 Promote the use of shared parking facilities between commercial uses.
- 8 Incorporate onsite landscaping to screen parking and service areas from public rights-of-way.
- 9 Structured parking should be wrapped and screened to minimize visual impact at the ground level.
- 10 Surface parking should be located at the side or rear of buildings.
- 11 Loading and service areas should be located toward the rear of the building and screened from public view.

4

Open Space

- 12 Integrate green space like plazas and parklets into commercial districts to serve as an amenity to residents and businesses.
- 13 Integrate green infrastructure like bioswales, permeable pavement, and green roofs to reduce urban flooding and heat island effects.

Regional Mixed Use



5

What's Missing

Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

- 1 Prioritize pedestrian, bicycle, and transit safety at intersections, while balancing pedestrian needs with traffic flow.
- 2 Design streets for multi-mobility use.

2

Buildings

- 3 Design ground floor building facades with a high degree of transparency and locate doorways along primary routes to foster a vibrant pedestrian environment.
- 4 Integrate multifamily housing within the city center to provide housing choice close to retail and employment.
- 5 Taper building height and bulk in edge areas to transition to less intense development in neighboring areas.

3

Parking

- 6 Promote the use of shared parking facilities between commercial uses.
- 7 Incorporate onsite landscaping to screen parking and service areas from public rights-of-way.
- 8 Structured parking should be wrapped and screened and located in a manner that does not interfere with the pedestrian environment.
- 9 Surface parking lots should be considered for redevelopment. When retained, they should be screened from view and located to the rear of the structure.

4

Open Space

- 10 Integrate green space like plazas and parklets into commercial districts to serve as an amenity to residents and businesses.
- 11 Integrate green infrastructure like bioswales, permeable pavement, and green roofs to reduce urban flooding and heat island effects.
- 12 Increase street tree plantings along sidewalks and within street medians, when applicable, to improve tree canopy within the urban core.

City Center



5

What's Missing

Urban Design Elements

Feedback

- I like
- I don't like

Institutional Campus / Special Purpose



1 Streetscape

1 Locate institutional anchor development along bus routes and establish mobility hubs to maximize transit connectivity.

2 Streetscape

2 Prioritize pedestrian bicycle, and transit safety at intersections, while balancing pedestrian needs with traffic flow.

3 Streetscape

3 Incorporate street trees and landscaped areas, planting strip between curb and sidewalk, and enhanced sidewalks.

2 Buildings

4 Establish mixed-use and commercial development at key intersections to serve institutional users and local residents.

5 Building heights are lower in locations abutting residential areas.

3 Parking

6 Utilize on-site landscaping and parking lot design to screen parking and service areas to create an inviting pedestrian environment.

7 Incorporate onsite landscaping to screen parking and service areas from public rights-of-way.

8 Locate parking areas and associated driveways away from nearby neighborhoods and discourage site design that places parking areas along roadway frontages.

9 Parking facilities should minimize curb cuts, particularly in pedestrian-oriented areas.

10 Surface parking between buildings and the sidewalk or street should be limited. When it occurs, safe and complete pedestrian paths should be provided from the parking areas to building entrances.

4 Open Space

11 Plant parkway and institutional campus grounds with shade trees to expand the urban forest and improve neighborhood character.

12 Invest in open space and park improvements to buffer more intense institutional uses from neighboring residential areas.

13 Integrate green space like plazas and parklets to serve as an amenity to residents and employees.

5 What's Missing

Urban Design Elements

Feedback

- I like
- I don't like

Flex Commercial



1 Streetscape

1 Locate industrial uses along truck routes designed for anticipated capacity and divert traffic away from residential neighborhoods.

2 Provide direct paths for pedestrians from parking areas to primary building entrances within large development as well as to and from available transit stops.

2 Buildings

3 When located on arterials or edge areas, buildings may be set back further to accommodate enhanced landscaped and open areas to provide greater separation between street traffic and/or less intense uses.

4 Orient new commercially-focused buildings toward the street with street-fronting entrances that connect sidewalks.

3 Parking

5 Utilize on-site landscaping and parking lot design to screen parking and service areas to create an inviting pedestrian environment.

6 Parking for large commercial trucks should be located toward the rear or side of buildings when possible and should not abut residential areas.

4 Open Space

7 Integrate green infrastructure like tree boxes, permeable pavement, and green roofs to reduce urban flooding and heat island effects.

8 Integrate paths and outdoor recreation areas that are used as amenities by employees.

5 What's Missing

Urban Design Elements

Feedback

- I like
- I don't like

1

Streetscape

- 1 Locate industrial uses along truck routes designed for anticipated capacity and divert traffic away from residential neighborhoods.

2

Buildings

- 2 Encourage commercial development within industrial areas to provide amenities to local employees and neighboring neighborhoods.

- 3 Implement gateway features, including district branding elements, at key points of entry to enhance district sense of place.

- 4 Orient buildings with more intense industrial uses internal to the site, away from less intense uses and placetypes.

- 5 Outdoor storage areas should be appropriately screened, particularly at the edges of the placetype.

3

Parking

- 6 Use landscaped buffers to screen loading and service areas from view and limit impacts on adjacent development.

4

Open Space

- 7 Integrate paths and outdoor recreation areas that are used as amenities by employees.

5

What's Missing

Industrial Hub

