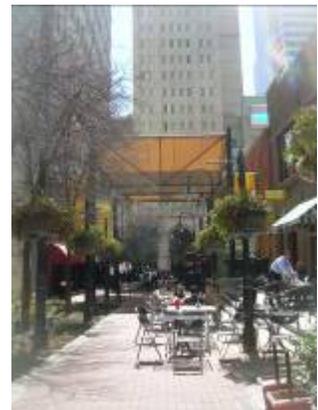


# Urban Design Guidelines for Projects Located in City of Dallas Tax Increment Financing Districts





Office of Economic Development  
Area Redevelopment

1500 Marilla Street  
Room 2CN  
Dallas TX 75201



Dallas CityDesign Studio

1500 Marilla Street  
Room 2BN  
Dallas TX 75201

# Introduction

---

## Purpose

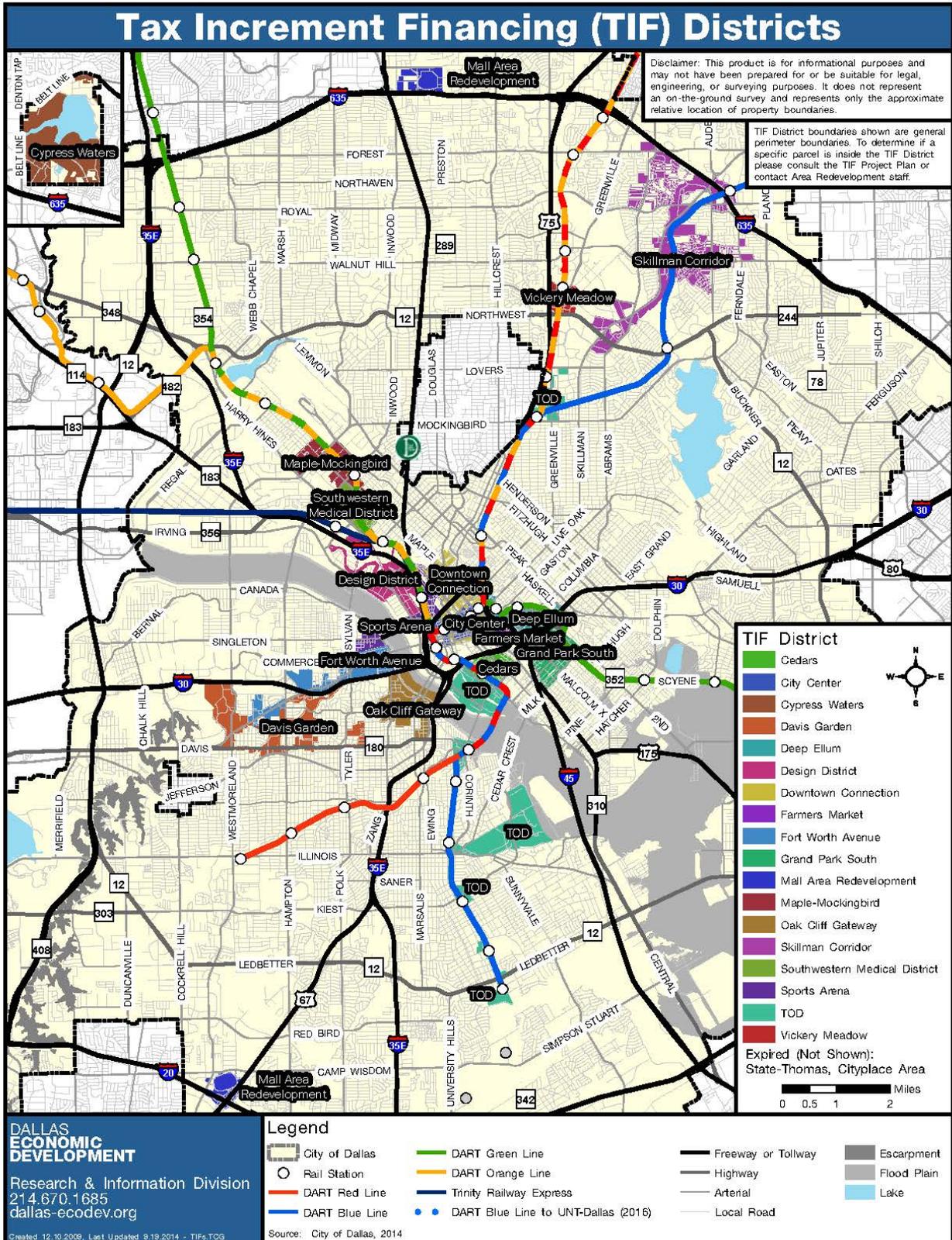
This document applies to all new development and redevelopment projects in the City of Dallas Tax Increment Financing (TIF) districts. There are currently eighteen active TIF districts located in and managed by the City. In addition, the terms of the State-Thomas TIF District and Cityplace TIF District have expired, but each of these districts has seen substantial public investment. Other districts can be added at the discretion of City Council in the future.

The purpose of these districts is to stimulate new private investment and enhance real estate values in areas that are unlikely to attract development otherwise. Development supported by TIF funds must add value over the long-term operation of the district. Experience with TIF districts in Dallas indicates that this can best be achieved by building a more attractive and desirable physical environment through high-quality urban design that respects existing neighborhoods and fosters a sense of place. These design standards and the design review to follow are part of an effort by the City to streamline the design process and add value by capitalizing on the expertise of respected senior design professionals. They are not intended to extend the development timeline or burden development efforts.

All projects located in TIF districts will be required to conform with recommended design modifications to be eligible for public financial subsidies. This conformance will be a material element of the development agreement. This process represents the City's effort to promote added property value through development that contributes to a pedestrian-friendly and human-scaled environment, utilizes high quality materials, and creates unique urban places. Projects in City of Dallas TIF districts should enhance the attractiveness and comfort for all users of the districts by:

- Creating a quality urban environment through building design, materials, and orientation.
- Producing streetscapes that embrace and encourage pedestrian activity while safely accommodating all modes of transportation.
- Preserving and setting aside appropriate open space and park area.
- Providing connections to existing or planned trails, transit stations, and any applicable public destinations.

By tying these guidelines to TIF funding, the City hopes to incentivize developers and ensure that projects receiving TIF funds align with the City's vision for future development of the districts. As a partner in each project, the City hopes to channel investment to communities in need of a more sustainable and livable built environment.



## Implementation

Compliance with these design guidelines will be a TIF policy consideration similar to the affordable housing and M/WBE requirements. All projects requesting TIF funds from the City must substantially comply with these guidelines, with variances allowed for differences in character among districts.

Requiring projects located in expired TIF districts to utilize the design review process is intended both to protect public investment in the area and to add value to new development through design.

In addition, any City project located in a TIF district will be required to comply with these guidelines whether or not it receives funding incentives.

Non-TIF-funded projects will be encouraged to follow the design review recommendations but will not be required to do so.

The diversity of zoning and PD regulations within the TIF districts allows for a wide range of development patterns. The guidelines do not replace or substitute for any of these regulations; they are additional requirements for TIF-funded projects to be used in conjunction with adopted laws and ordinances of the City of Dallas.

## Review Process

Projects will be reviewed by the Urban Design Peer Review Committee composed of eleven members representing the fields of architecture, urban design, landscape architecture, urban planning, and sustainable building/engineering. The committee will issue an advisory recommendation to staff, the City Plan Commission, TIF boards, or City Council based on relevant urban design issues and not matters of architectural style. The process supplements other staff reviews, and conformance with design recommendations following the review is a material element of the development agreement.

Requirements for submission:

- Location map
- Site plan
- Context plan
- Perspective drawings to illustrate site plan and elevation details
- Photos showing context
- Elevations visible from streets
- Landscaping plan
- Alternative options for site layout and building massing, as needed.

## Content

These guidelines outline design principles that address both private and public elements of development. This scope encourages the creation of a cohesive urban environment and is not meant to dictate architectural style. Although TIF funds will only reimburse costs for eligible public improvements, the City expects that developers will go above and beyond zoning or PD requirements through the provision of enhanced pedestrian amenities, landscaping, wide sidewalks, high quality materials, and other design features that will contribute to the creation of a pedestrian-friendly urban environment that creates life on the streets and safely accommodates all modes of transportation.

This document is organized into four main sections:

- Part I: General Considerations
- Part II: Guidelines for Private Property Development
- Part III: Guidelines for Public Right-of-Way Improvements
- Part IV: Guidelines for Specific TIF Districts

All projects should also comply with the following City plans and initiatives where applicable:

- Individual TIF project plans
- *ForwardDallas!*
- Downtown 360
- Dallas Bike Plan
- Dallas Trail Network Plan
- Complete Streets
- Surrounding land use plans and mobility plans

*Left:*  
Active storefronts open on to an active sidewalk.



*Right:*  
A compact intersection with high-quality contrasting materials.



# Part I: General Considerations

---



*Left:*  
Retail street with a mix of buildings and distinctive features.

*Right:*  
Neighboring buildings of similar scale, color, and style.

## Respect existing development, district character, and TIF plan goals

*Objective: Though this document contains a common set of standards, it does not intend to reproduce the same kind of development in the diverse TIF districts spread across the City. Developers should apply these guidelines in a way that is compatible with the unique character of the district and builds a sense of place.*

- Design buildings that are sensitive to their physical, architectural, and historical context and that promote harmony and compatibility with their environment.
- Continue use of high-quality materials and building forms that contribute to district identity and long-term value of the area.
- Ensure sensitive transitions between areas with differing urban forms and densities.
- Individual TIF plans will note key historic and other significant structures intended for preservation or improvement, if any. Additions to historical buildings should conform with historic standards. New construction should complement significant buildings.
- Historic buildings located in TIF districts are encouraged to meet local and national historic renovations standards as they are redeveloped. Supplemental incentives may be available.
- In some districts, the building stock will not meet historic designation guidelines, yet these buildings provide a strong visual identity for the district. One example is Deep Ellum. The TIF program intends to support maintaining these buildings and the character of such districts even if historic incentives do not apply.

## Advance Pedestrian-Oriented Urban Form and Street-Level Activity

*Objective: Many of Dallas' neighborhoods are auto-dominated and do not accommodate other forms of transportation such as walking or biking. Vibrant and lively streets and sidewalks make up a more comfortable and memorable urban environment.*

- Ground level activity is important on all street façades. The design of space in these locations should emphasize flexibility of use over time.
- Security fences of any height are generally discouraged in urban TIF districts. However, fencing and planting screens may be used to soften the edges of existing surface parking lots, and fencing must be used to secure areas such as dog parks and swimming pools.
- Sidewalk vendors and cafés are encouraged in areas of greater pedestrian demand in accordance with individual TIF project plans, and where market demand warrants.
- It is important to maintain pedestrian pathways of adequate width to support activity and public accessibility as well as to develop active ground floors on all street façades.
- Greater density is universally encouraged near DART light rail stations. The design of space in these locations should emphasize flexibility of use over time.
- Best practices in design such as rain harvesting techniques that capture and direct storm water for street trees and other landscape features are encouraged. Rain harvesting helps to mitigate runoff demands and lessen our dependences for the usage of potable water as irrigation.

## Promote Sustainable Development and Design

*Objective: For a TIF district to increase real estate values in the long run, it must support projects that become permanent assets for the district. Dallas can move towards a more enduring built environment by using principles of economic and environmental sustainability.*

- Development projects, taken as a whole, should create long-term value.
- Use green building technologies when possible, including LEED and LEED-ND.
- Adaptive reuse is encouraged in some TIF districts.
- Allow for future flexibility of use.
- A reduced need for vehicular dependencies, connection to public transit facilities and pedestrian connectivity is encouraged in all TIF districts.

*Left:*  
Development surrounding DART rail stations increases access and pedestrian activity.

*Right:*  
Green building technology.



# Part II:

## Guidelines for Private Property Development

---

In order to realize and maintain the economic benefits and the quality of life encouraged by individual TIF project plans, private property development must be of consistently high quality throughout the TIF district. Private development should be complementary of and consistent with public right-of-way improvements throughout each individual TIF district.

### Visual Interest and Context

*Objective: Active façades enhance the pedestrian experience by providing a dynamic setting and increasing a building's transparency so that its form and function are better understood.*

- Create continuously lively and inviting street-level façades with storefronts, display windows, entrances, or other forms of architectural relief. Uninterrupted blank walls along the street are discouraged.
- Highlight three-dimensional detail between surface planes through the use of offsets.
- Articulate the lower levels (first three floors) with step backs or other relief.
- Visually break up vertical surfaces. Elements such as pilasters, cornices, string courses, window sills, lintels, and rustication can add details to a building façade.
- Differentiate between the first and second floors with an awning or architectural detail.
- Do not locate service or parking entrances along streets with high levels of pedestrian activity.
- Design each building to complement its immediate neighbors and to be sensitive to their materials, color and scale.
- Where appropriate, use building design to help to define neighborhoods.

*Left:*  
The awning over the entrance shields the sidewalk and sets apart the first floor while the upper levels are also visually articulated.



*Right:*  
Open storefronts and unique architectural features make a visually engaging block face.



### Materials

*Objective: The use of high quality materials ensures that projects will create value that will not fade due to poor maintenance or changing architectural trends.*

- Use high quality, long-lasting materials. Unless prescribed in an individual TIF project plan, avoid materials such as imitation stone, aluminum cladding or siding, corrugated sheet metal, Styrofoam sheathing, galvanized metal, wood, vinyl, or plastic siding.
- Relate materials to the surrounding context.
- Limit the number of different materials to allow visual simplicity to be achieved without setting out complex individual material requirements or prohibitions. In a majority of cases, use no more than two materials (in addition to glass) as exterior cladding, with one material serving as the dominant material.
- Materials such as brick, cast stone, stone, ornamental metal, and concrete should be used for elements such as pilasters, cornices, string courses, window sills, lintels, and rustication.
- Use clear glass and generous street-level windows and openings to visually connect the street to the interior.
- Use of reflective glass is generally discouraged.

*Left:*  
High quality materials will retain their value over time.



*Right:*  
The use of clear glass connects the building to the street.



## Entrances

*Objective: Buildings should welcome pedestrians from the street and/or adjacent open space with prominent and accessible entrances that connect the private and public realms.*

- Locate primary entrances on the street frontage of the building or provide access directly from public open space, not surface parking lots.
- Make entrances prominent and easily recognizable from the street, accentuating major entry features to avoid confusion.
- Provide awnings or canopies over pedestrian building entrances.
- Differentiate between residential and commercial entries.
- Raise or set back entrances with stoops or porches for residential ground floor uses.
- Provide individual entryways for separate retail uses with street level frontage.
- Relate to overall façade in style, scale, and design.



*Left:*  
The building's entrance provides access directly from the street and is differentiated from the rest of the façade with an awning.

*Right:*  
Individual entrances to residential units are raised back, creating urban porches with attractive landscaping.

## On-site Landscaping

*Objective: Trees and other landscaping elements help to soften an urban setting, especially where buildings do not occupy the entire lot.*

- Provide site trees.
- Preserve significant trees.
- Landscape front yard setbacks.
- Use rain harvesting techniques to capture on site storm water runoff as either a primary or supplemental landscape irrigation source in order to reduce potable water usage for landscape irrigation.

### Scale, Massing and Form

*Objective: Buildings should collectively create urban spaces where pedestrians feel comfortable and protected rather than overwhelmed or vulnerable.*

- Design buildings that are proportionate with their surroundings and contribute to an appropriately human scaled environment.
- Preserve natural light and ventilation as well as significant view corridors, which provide orientation and scale within the area. If possible, view corridors should extend the existing system of streets, terminate in a landmark, or terminate in a vista.
- While build-to lines may vary from street to street, maintain a consistent build-to line on individual streets.
- Provide for continuity of street wall with a pedestrian-oriented edge.

On Left:

*Top:*  
Buildings fit together in a unified block face.

*Middle:*  
The streetscape is open to light and air.

*Bottom:*  
Maintain views of significant landmarks and vistas.



On Right:

*Top:*  
Buildings line both sides of the street, enclosing the space and making it feel comfortable.

*Bottom:*  
New development fits in with the neighborhood's context and scale.



## Signs and Awnings

*Objective: Signs and awnings can enliven a street's appearance and provide important information if they are properly designed, scaled, and placed.*

- Within neighborhoods, ensure consistency with overall architectural style including color, material, graphics, and size.
- Design and scale signage for pedestrian and slow-moving traffic. Limit the number of words to discourage visual clutter.
- Encourage a variety of signage at ground level including but not limited to awning signage, projecting signage, window signs, blade signs, and temporary sandwich boards.
- Align with other signs on neighboring buildings and avoid obscuring sight lines.
- Rooftop and flashing motion signage may only be allowed in areas where an individual TIF project plan specifies.



*Left:*  
Sandwich board sign.

*Middle:*  
Historic and iconic sign to be preserved and integrated into new development.

*Right:*  
Plantings help screen utility meters.

## Screening

*Objective: Visible storage areas and equipment can detract from a pleasant urban environment and should be screened from streets and other public areas. Developments should have minimal or no back doors.*

- Incorporate trash, storage, loading, and service areas into the design of buildings and locate them away from main entries and public streets.
- Screen these areas with masonry walls or opaque plantings at least six feet tall that complement the building's style; wood fences are not appropriate.
- Enclose service areas with gates.
- Where possible, screen mechanical and utility equipment in the right-of-way.
- Screen service elements on roofs.

*Left:*  
Parking garage with  
active ground floor use.

*Right:*  
Surface parking lot with land-  
scaped areas and a pedestri-  
an pathway.



## Parking

*Objective: These guidelines recognize the necessity of providing off-street parking and aim to reduce its visual impact.*

Structured parking is preferred over surface parking. In all cases, the sharing of parking between different uses is encouraged. Visitor parking must be identifiable and incorporated into the pedestrian circulation plan.

- Structured Parking
  - Maintain street level of building for active, pedestrian uses. If this is not possible at the time of construction, make the ground floor flexible enough to be retrofitted for this purpose.
  - Design the front façade so that it appears architecturally finished and complements the surrounding buildings on the block face.
  - Conceal parked cars and structural elements such as ramps.
  - Orient the narrow façade to the street.
  - Limit vehicular entry points and façade openings.
  - Highlight pedestrian circulation and entrances.
- Surface Parking
  - Locate behind or to side of building.
  - Limit vehicular entry points and provide access where it will not interfere with pedestrian movement.
  - Provide for a pedestrian network within and adjacent to the lot.
  - Screen edges along streets and sidewalks with landscaping or low walls and fences of durable, attractive materials.
  - Adhere to landscaping standards and utilize rainwater harvesting .
  - Where soil type allows, consider using alternative materials or other treatments to increase the amount of permeable surface.
  - Primary building entrances should not face surface parking lots.
  - Shade surface lots to reduce heat island effect.

# Part III:

## Guidelines for Public Right of Way Improvements

---

### Streets, Intersections, and Crosswalks

*Objective: Streets should safely and comfortably accommodate all modes of transit and facilitate circulation and access.*

- Maintain or create short blocks with frequent intersections, avoiding superblocks and multiple block developments that close streets.
- Where appropriate, provide landscaped medians to calm traffic and give refuge to pedestrians on streets with higher traffic volumes.
- Limit the number of curb cuts and vehicular access points.
- Provide on-street parking where possible.
- Create compact intersections that consider and balance all modes of transit, such as by using curb extensions.
- Mark crosswalks with distinct, clearly visible, and easily maintained materials.
- Create mid-block crosswalks or paseos in areas with high pedestrian activity, along long blocks, or directly across from special destinations where they can be safely implemented.

Comply with the following plans:

- Americans with Disabilities Act requirements
- Manual on Uniform Traffic Control Devices (MUTCD)
- Dallas Thoroughfare Plan
- Dallas Bike Plan
- Complete Streets



*Left:*  
A shared lane for parallel and bike parking.

*Right:*  
A crosswalk distinguished by different materials and paving patterns.

## Sidewalks

*Objective: Sidewalks are an essential element of the public realm. All four zones - edge, furnishing, throughway, and frontage - should be designed to enhance the pedestrian experience.*

- Install sidewalks along all street-facing façades and ensure continuity of sidewalks along each street.
- Construct sidewalks with a sufficient width to allow for pedestrian and street activity. Typically a minimum of seven feet of clear, unobstructed walking area is required in addition to the edge and furnishing zones at the back of the curb.
- Use attractive materials that are easy to maintain, such as concrete. Asphalt and synthetic surfaces are discouraged.
- When appropriate, sidewalks may be on private property.

*Left:*  
Wide sidewalks allow for seating and pedestrian circulation.

*Middle:*  
An appealing sidewalk across all zones.

*Right:*  
Seating in public open space.



## Pedestrian Amenities

*Objective: Providing amenities along streets with high levels of pedestrian activity and in open spaces encourages pedestrian use in these areas.*

- Amenities should not be permanent and should not interfere with loading at the curb, obstruct pedestrian circulation, or make the streetscape appear cluttered.
- Locate benches and seating near building entrances and in public open space away from the street.
- Install kiosks and wayfinding where necessary to aid navigation and enhance district character.
- Provide trash receptacles near the street.
- Locate bike racks in conformance with the City of Dallas Bike Plan.
- Use standard products and/or products consistent with recent improvements in the district. All nonstandard amenities will require operation and maintenance agreements.
- Consider adding public art or other special features.
- Where the street classification warrants, foster restaurant seating areas adjacent to the curb.

## Landscaping

*Objective: In addition to their environmental benefits, trees make streets and sidewalks more attractive to pedestrians and motorists while providing relief from the elements.*

- Generally it is recommended that street trees be planted every 25 feet on center 2-3 feet from the back of the curb.
- Ensure an 8 foot clearance over the sidewalk to maximize shade.
- Establish consistent planting areas in each district including standard placement of the following features: sidewalks, parking lanes, curb extensions, frontage zones, setbacks, and medians.
- Ensure proper drainage and irrigation. Use tree trenches in highly urbanized districts. The use of tree grates is discouraged.
- Use species selection specified in individual TIF project plans.



*Left:*  
Trees enhance the streetscape's attractiveness.

*Middle:*  
Poulsen NyHavn pedestrian lighting fixture.

*Right:*  
Distinctive lighting creates a safe environment.

## Pedestrian Lighting

*Objective: Street and sidewalk lighting create an environment where pedestrians feel safe. Exterior lighting should create an ambiance through the choice and placement of fixtures.*

- Provide ample lighting on sidewalks, streets, walkways and plazas to enhance pedestrian safety. Follow City of Dallas illumination requirements.
- Use appropriate lighting to highlight architectural features and landscaping.
- Minimize glare and spillover onto adjacent properties.
- Comply with Dallas Public Works and Transportation's *Pedestrian Lighting Guidelines for Tax Increment Financing Districts* (refer to plan for more detail):
  - Coordinate with TXU/Oncor Electric.
  - Choose standard approved pedestrian lights, including TXU/Oncor Electric Decorative Fixture and the Poulsen NyHavn fixture.
  - Locate within public right-of-way or public access easement.
  - Space 75-100 feet apart, with the center of the foundation 2 feet from the back of the curb. Adjust spacing to achieve optimal photometric performance.
  - Submit lighting plan to Public Works and Transportation, Transportation Operations, Street Lighting Coordinator.

*Left:*  
Open space incorporated into a town center design.

*Middle:*  
Seating and programmed events attract users at all hours.

*Right:*  
Trail markers at the Trinity Strand Trail.



## Open Space and Trails

*Objective: Planning for and maintaining adequate open space in densely developed districts is important for recreational opportunities and aesthetic appearance.*

- Open space should be convenient and accessible with entrances from sidewalks and buildings. It should allow for views in and out of the space.
- Invite users with seating and features such as fountains or public art. A variety of shady and open areas with flexible seating is encouraged.
- Design open space areas to contribute to an open space network and connect to the City park and trail system.

## Pedestrian Bridges or Tunnels

*Objective: Pedestrian activity should take place on the street.*

- Grade-separated pedestrian pathways, such as bridges or tunnels connecting buildings, drain activity from the street and are not encouraged in TIF districts.

## Utilities

*Objective: Locating utility lines underground reduces environmental and visual clutter.*

- TIF districts generally encourage burial of all utility lines as prescribed in individual TIF plans to facilitate pedestrian activity. Design improvements may include alternative methods, including increasing the height of utilities, using alternative materials, clustering, and moving the utilities.

# Part IV:

## Guidelines for Specific TIF Districts

### Cedars

#### District Goals

- Redevelop mixed-use neighborhood south of Downtown Dallas
- Build on eclectic/historic nature of the neighborhood with its one-of-a-kind venues, restaurants, and residences
- Improve pedestrian and bicycle connectivity throughout the district and especially to DART's Cedars Light Rail Station

#### District Character

- Diverse area in terms of architectural styles and amenities
- South Side on Lamar and Dallas Heritage Village are landmark sites located within or adjacent to the Cedars TIF District.

#### Special Considerations

- Create a cohesive neighborhood out of diverse components

### City Center

#### District Goals

- The primary goal is to create a cohesive downtown neighborhood.
- The district was created to improve pedestrian and transit connections between the downtown core area and Uptown and increase the amount of public open space in the area.

#### District Character

- The focus of redevelopment activity in this district is in the historic core of downtown Dallas. This district is listed on the National Register of Historic Places. Redevelopment efforts should be compatible with the historic nature of the district.
- Support design identities of individual streets as new development occurs.
- Incorporate parking facilities - both on street and off street - into project design.

#### Special Considerations

- Creation of a series of intimately scaled pedestrian zones such as Stone Street, AT&T Plaza, and Browder Plaza is important in humanizing the scale of downtown development.
- Street-front activity is a key component in successful downtown areas. Allow flexibility to ensure that ground-level spaces accommodate a variety of uses.
- Find the appropriate balance between pedestrian accessibility and ground-floor/pedestrian-zone activity.
- Utilize appropriate signage and way finding.



## Cityplace



### District Goals

- The district has stopped collecting increment. Final TIF incentivized private development and public infrastructure improvements are being completed. The future focus of design review will be on the remaining infill lots and on redevelopment/reconfiguration of existing sites.

### District Character

- The district spans both sides of Central Expressway between Lemmon and Blackburn.
- West Village is a primary destination within the Cityplace Area.
- Development throughout the district exhibits a commitment to mixed-use transit-oriented development, featuring active ground floor spaces on all buildings.

### Special Considerations

- Reconfiguration of Cityplace/Uptown DART Light Rail Station and its connection to the McKinney Avenue Trolley.
- Improved pedestrian connections throughout the neighborhood and improved connections to the Katy Trail.

## Cypress Waters



### District Goals

- Develop Cypress Waters area and provide public infrastructure to the site.
- Use traditional neighborhood development concepts to create a vibrant neighborhood.

### District Character

- The site was undeveloped upon creation of the district, allowing for the creation of a variety of new sub-districts, including a multi-family and mixed use neighborhood, a single family neighborhood, and an office park, each with its own character.
- North Lake (as is and as reconfigured) is a key physical feature of the district and differentiates it from other nearby neighborhoods. Hike and bike trails should connect to surrounding existing and planned trails, such as the Champion Trail.

### Special Considerations



- The Cypress Waters Master Plan developed by Billingsley Company is incorporated by reference. It is the intent of the property owner to follow this master plan and amend it as economic conditions change.
- The district is located on the Cotton Belt line and is the potential site for light rail.
- Within the office park neighborhood: 1) buildings will relate to each other and emphasize a campus-like layout; 2) primary entrances should face the street, but additional entrances may be accessed directly from adjacent surface parking lots; 3) glass reflectivity on the ground floor will not exceed 25%; 4) fritted and/or frosted glass is allowed in limited application for screening and/or privacy purposes; and 5) buildings should front the street with the majority of parking behind or to the side as shown in the Cypress Waters Master Plan whenever possible. This is a suburban office market that will require high parking ratios. Parking between the building and the street will be allowed but should be minimized if possible through the use of design strategies (such as landscaping, alternative paving materials, pedestrian access, or elimination of curbs) in an effort to create a more pedestrian-oriented atmosphere.
- In order to minimize impermeable surfaces, sidewalks with low pedestrian volume may be a minimum of 6' wide. Hike and bike trails should be a minimum of 10' wide and sidewalks with high expected pedestrian volume should be minimum 8' wide.
- Within the office park, security fencing is allowed in certain market driven conditions (such as a data center or light industrial uses). Security fencing should not impede the required pedestrian corridors, and should be appropriate to the context of the street.

## Davis Garden

### District Goals

- Redevelop aging older apartment complexes and apartment sites in the Davis Street corridor.
- Develop The Canyon site southwest of the corner of Westmoreland Road and Interstate Highway 30.
- Build on historic character of buildings on Davis Street east of Montclair Street and Bishop Arts District.
- Improve pedestrian and bicycle connections throughout the district
- Improve open spaces and trails within and connecting to the district



### District Character

- The Davis Street corridor and Bishop Arts District contains an assortment of unique, one- and two-story historic commercial structures.
- Designated historic residential districts flank the TIF district.
- The area is marked by rolling hills, mature trees and the Stevens Park Golf Course.

### Special Considerations

- Long term plans call for the extension of trolley service to this area.
- Reconfiguration of Davis Street to better accommodate improved pedestrian and bicycle amenities.
- The Canyon offers an opportunity for a master planned, mixed-use development..

## Deep Ellum

### District Goals

- Redevelop vacant property throughout the TIF district including the City Lights site.
- Build on character of traditional Deep Ellum area.
- Improve pedestrian access throughout the TIF district including improved access to the DART Light Rail system and the Latino Cultural Center.



### District Character

- The Deep Ellum area has a long diverse history as a commercial, entertainment, and residential district.
- The property in the TIF district excludes the traditional core of the Deep Ellum area.
- The 22-acre City Service Center site represents a long-term development opportunity for the area. This site is actively used by the City, so any redevelopment efforts must first find and develop an alternate site for City of Dallas operations.



### Special Considerations

- The Deep Ellum TIF District contains three DART Light Rail Stations.
- The Santa Fe Hike/Bike Trail terminates in Deep Ellum.
- Deep Ellum is strategically located between Downtown, Fair Park, and the Baylor Hospital Campus.
- Several historic buildings exist in the TIF district that should be preserved to build on the character of the area.

## Design District

### District Goals



- Convert underutilized industrial, showroom, and warehouse space to alternative uses including residential.
- Consolidate design showrooms into a portion of the area.
- Encourage development of the Trinity Strand Trail and connections to the Katy Trail and Victory Park neighborhood.
- Encourage unique design elements in the public right-of-way including medians.

### District Character



- Early development in the district included design industry showrooms, warehousing and manufacturing space, and highway-oriented retail shops along major transportation corridors.
- Most of the original development was less than 4 stories and reflected design attributes of the 1950s and 1960s.

### Special Considerations

- Improving trail connections and connections to the Market Center and Victory DART Light Rail Stations is critical to ongoing redevelopment of the area.
- Improving connectivity to the Trinity River Corridor, especially as park improvements are completed is important.
- Balancing new higher density construction with lower density, existing buildings that will be redeveloped is another design consideration.

## Downtown Connection

### District Goals



- The primary goal is to create a cohesive downtown neighborhood.
- The district was created to improve pedestrian and transit connections between the downtown core area and Uptown and to increase the amount of public open space in the area.

### District Character

- The focus of redevelopment activity in this district is in the historic core of downtown Dallas. This district is listed on the National Register of Historic Places. Redevelopment efforts should be compatible with the historic nature of the district.
- Support design identities of individual streets as new development occurs.
- Incorporate parking facilities - both on-street and off-street - into project design.

### Special Considerations

- A series of intimately scaled pedestrian zones such as Stone Street, AT&T Plaza, and Browder Plaza will humanize the scale of downtown development.
- Street-front activity is a key component in successful downtown areas. Allow flexibility to ensure that ground level spaces can accommodate a variety of uses.
- Find the appropriate balance between pedestrian accessibility and ground floor/pedestrian-zone activity.
- Utilize appropriate signage and way finding.

## Farmers Market

### District Goals

- Create a residential neighborhood that capitalizes on its proximity to the Dallas Farmers Market.
- Renovate historic structures such as the Harlan Building.
- Facilitate improvements to the Dallas Farmers Market.

### District Character

- The Dallas Farmers Market is the central feature of this neighborhood.
- Newer residential development flank the northern side of the market. Most of the development is rental; however, over 100 town homes are planned for the site bounded by Pearl, Marilla, Cesar Chavez, and Canton.
- Some scattered warehouses and the Bridge are also located in the general area.



### Special Considerations

- Design considerations need to consider the Downtown 360 Plan.
- The second downtown rail alignment is expected to bisect this area; however, final recommendations are not adopted.

## Fort Worth Avenue

### District Goals

- Reposition real estate in the Commerce Street/Fort Worth Avenue corridor to conform with the intent of neighborhood-initiated zoning district rules that call for medium-density mixed-use development where buildings clearly address the street and there is a strong emphasis on pedestrian-friendly development with high levels of design, durable building and landscaping materials, wide sidewalks, and life on the street.
- Provide improved pedestrian and bicycle connectivity within the corridor and to the historic residential neighborhoods to the south and West Dallas to the north.
- Improve open spaces within and adjacent to the area such as Trinity River corridor, Stevens Park, and Coombs Creek and improve connectivity to these amenities.

### District Character

- The district, as established, contains a variety of highway-oriented architecture such as motor courts and motels that could be re-purposed. Fort Worth Avenue was initially a major route connecting Dallas and Fort Worth.
- The Trinity River corridor is located at the eastern edge of the TIF district.
- The Belmont Hotel is the most significant existing building in the area.



### Special Considerations

- Design considerations need to consider PD 714, the West Dallas Urban Structure Guidelines, and the Fort Worth Avenue Land Use and Urban Design Study.
- The view corridor looking east toward downtown is a significant asset of this district and needs special consideration.

## Grand Park South



### District Goals

- Redevelop neighborhood just west of Fair Park to take advantage of DART's MLK light rail station.
- Encourage reinvestment in the Park Row/South Boulevard Historic District.
- Redefine MLK corridor to limit the amount of retail space and develop alternative uses for remaining property in corridor.
- Redefine Grand Avenue corridor to limit the amount of retail space and develop alternative uses for remaining property in corridor.
- Improve connectivity to the DART light rail system.
- Improve connectivity to Fair Park. Encourage expansion of 'park zone' into the neighborhood.
- Expand parks and open space.

### District Character

- Visible elements of decline throughout the area with the exception of many well maintained homes in the Park Row/South Boulevard Historic District and newer retail development near Fair Park
- Physical separation between the neighborhood and Fair Park facilities
- Significant public investment in schools and other public facilities
- Area north of Grand Avenue and east of Malcolm X primarily vacant
- Area north of Grand Avenue and west of Malcolm X contains a variety of underutilized warehousing and manufacturing facilities.

### Special Considerations

- Malcolm X Bridge has potential to be dramatic gateway into Deep Ellum and Downtown neighborhoods

## Maple/Mockingbird



### District Goals

- Redevelop obsolete multi-family and commercial buildings, inadequate retail centers, and underutilized industrial facilities in area near Love Field.
- Improve retail and housing opportunities in area.
- Improve pedestrian connections within the District.

### District Character

- The district, as established, contains a hodgepodge of warehousing and commercial structures.
- Love Field Airport is adjacent to the TIF district.
- Maple and Mockingbird are both important arterial streets for the City of Dallas.

### Special Considerations

- The Inwood DART rail station is located within the TIF district.
- Creating a neighborhood that is more welcoming to visitors arriving into Dallas at Love Field is an implementation goal for the TIF district.

## Mall Area Redevelopment

### District Goals

- The Mall Area Redevelopment TIF District comprises two non-contiguous sub-districts: the Montfort-IH 635 Sub-District for the Valley View Center Mall area in northern Dallas and the Westmoreland-IH 20 Sub-District for the Southwest Center Mall area in southern Dallas. Each sub-district is to be reconfigured into an urban mixed-use neighborhood of public streets, walkable and activated sidewalks, public open space, public infrastructure, and pedestrian-scale blocks of private land ownership to promote walkability and connectivity throughout the neighborhood.
- The vision for the Valley View Center Mall area includes: a central community park to anchor the area, support neighborhood residents/workers/visitors, and serve as a regional destination; higher density mixed use redevelopment with vibrant retail, office, and entertainment uses as well as mixed housing choices; an integrated network of enhanced streets and open spaces, and eventual linkage to the Dallas Area Rapid Transit (DART) light rail network via an underground line connecting the existing Red Line with the proposed Cotton Belt Line.
- The vision for the Southwest Center Mall area includes: higher density mixed use redevelopment with vibrant retail, office, entertainment, and community uses as well as mixed housing choices.



### District Character

- The District is generally characterized by a lack of distinction and is typified by a wide variety of low-density, auto-oriented, single-use commercial developments (including large-format enclosed malls and associated anchor buildings) and a handful of garden-style multi-family residential developments. Ranging in age from thirty to sixty years old, most of these developments are economically and/or physically obsolete. Adaptive reuse of these developments is not a specific priority of either sub-district but would certainly be well-received if demonstrated to meet the spirit and intent of the associated area visions and be feasible from both a design and finance perspective.
- The District also exhibits large super blocks, inefficient lot layouts, an inadequate network of sidewalks and streets, vacant/underutilized land, a severe lack of open space, and deteriorated/substandard public infrastructure.



### Special Considerations

- In the Montfort-IH 635 Sub-District, design considerations should reflect, at a minimum, the Valley View-Galleria Area Plan and PD 887 (Valley View-Galleria Area Special Purpose District).
- In the Westmoreland-IH 20 Sub-District, design considerations should reflect, at a minimum, the ULI study conducted for the Southwest Center Mall.

## Oak Cliff Gateway



### District Goals

- Create a diverse, mixed-use neighborhood supporting Methodist Medical Center on the west and the Trinity River on the east
- Improve bicycle and pedestrian connections to the Trinity Corridor
- Utilize large-scale historic parks in the area to add value to residential and commercial development
- As an approach to development, adaptive reuse may be valued as a greater demonstration of sustainable best practices and therefore considered a higher priority.
- Encourage Methodist Medical Center to provide more active uses at street level adjacent to Colorado Boulevard and Beckley Avenue as new construction occurs.
- Discourage continuation of large surface parking areas fronting major streets.
- Encourage ground level activity with an urban character on Greenbriar as properties redevelop, using tools such as build-to lines, maximum setbacks, etc.
- Encourage siting of buildings to preserve view corridors to downtown.
- Encourage new development and redevelopment along Marsalis that complements the historic residential character of the neighborhood.

### District Character

- The Methodist Medical Center Complex turns away from the street. Structured parking facilities are, in some cases, located adjacent to the street.
- Recreational development as part of the Trinity Corridor project are limited. The Trinity Corridor is separated from private development by large levees and sump areas.
- The portion of the TIF district that is east of Beckley and south of Colorado Streets includes aging apartment complexes (some in fair to good shape but a majority in need of upgrades) and vacant lots.
- Newer apartments such as Grand Peaks and Zang Triangle, the renovated Lake Cliff Tower, the Walgreens at Beckley/Colorado, and several small restaurants located on Beckley south of Colorado are examples of new construction in the TIF district.

### Special Considerations

- Boka Powell recently completed a Master Plan for the Methodist Medical Center campus. While this plan seems to be not entirely reflective of planned expansions, it needs to be considered as part of design review.
- A zoning implementation study is underway.
- A ULI study was completed for this area and needs to be considered as part of design review.

## Skillman Corridor

### District Goals

- Facilitate the construction of Lake Highlands Town Center.
- Remove/redevelop structurally obsolete apartment complexes and retail centers.
- Improve trail and recreation amenities and connections.
- Set design standards for corridor as a model for other commercial corridors.

### District Character

- In 2005, the district contained a variety of aging retail centers and apartments.
- White Rock Creek and the White Rock Creek Trail cut across the southern portion of the district.

### Special Considerations

- Creation of the Lake Highlands Town Center in conjunction with the Lake Highlands DART light rail station will require detailed design review. The City and, subsequently, the project developer have contracted with Street-Works, LLC to assist in the development of specific design guidelines for this particular site.
- The City is working with residents and TxDOT to reconfigure the Skillman-LBJ intersection. The current intersection is inefficient and limits pedestrian and bicycle accessibility. A study of specific issues related to the redevelopment of this area is underway.
- Infill development should be compatible with adjacent neighborhoods and promote connectivity to schools, retail centers and other destinations.



## Southwestern Medical

### District Goals

- Create mixed-use neighborhood that supports the Southwestern Medical District.
- Redevelop sites with existing warehouse buildings to dense mixed-use sites.
- Increase recreational opportunities and connections in the area.
- Support expansion of medical and research facilities in the area.
- Provide for improved pedestrian connections between DART Market Center and Parkland stations and the adjacent neighborhoods.

### District Character

- The district, as originally configured, was the home of several aging commercial, warehouse and manufacturing facilities. Most primary area employers (non-profit hospitals, medical facilities, and non-profit organizations) were not included within TIF boundaries but are directly impacted by redevelopment efforts.
- The new Parkland facility is under construction and the UTSW Bio-Medical Building is completed. Several new apartment complexes were constructed between 2006 and 2011.
- Cedar Branch Creek runs through the southern portion of the area. It is underutilized as a green/open space.
- Connections to the residential neighborhood to the south are limited.
- Pedestrian amenities are lacking throughout the district.

### Special Considerations

- Large areas of surface parking will initially serve the new Parkland Hospital. These may or may not eventually be redevelopment sites.
- Pedestrian connections to the DART Parkland Station need to be considered as part of any redevelopment effort.
- Design attention is also needed along Harry Hines Boulevard. The width of pavement inhibits pedestrian movements.



## Sports Arena



### District Goals

- Create cohesive neighborhood around American Airlines Center.
- Improve pedestrian connections between American Airlines Center and the DART Victory Station, Katy Trail, Design District, West End, West Dallas area, and Uptown.
- Support development of remaining surface parking lots to extend the neighborhood using design considerations to support its urban form.
- Support reconfiguration of existing Victory retail district.

### District Character

- Victory is a high-density, mixed-use area surrounding the American Airlines Center.
- Ground floor retail activity is limited currently (2011). Residential, hotel, and office properties generally have high occupancy rates.
- A couplet of one-way streets provide primary access into and out of the district. Many buildings do not have primary entrances on these streets.
- An interior, pedestrian roadway provides primary access to the retail zone of Victory.
- A large parking garage and approximately 23 acres of surface parking provide event parking for American Airlines Center. The amount of surface parking may be reduced if additional structured parking is developed.



### Special Considerations

- Staff is currently working with the property owners to address issues such as non-event time vehicular circulation, redevelopment of surface parking areas, improved connectivity between the DART station and the district, and improved connectivity between Victory and the Uptown, Design District and West Dallas areas.

## State Thomas

### District Goals

- Maintain high design standards for future redevelopment of this area.
- Support development of small green or open spaces within the State-Thomas TIF District if property comes available.



### District Character

- The State-Thomas TIF District has approved, detailed, design guidelines that should be the basis of any future design review.
- The State-Thomas neighborhood is a cohesively designed urban residential neighborhood, with both rental and for-sale homes. Some ancillary retail uses are located on the ground floor of some buildings, primarily on Allen Street.
- Griggs Park provides recreational and open space for this neighborhood.

### Special Considerations

- All special considerations are addressed in the design guidelines for this neighborhood.

## TOD

### District Goals

- Use increment generated in northern portions of the district to facilitate new development in the Corinth/Lancaster Corridor
- Integrate the following TOD best practices: place-making, correct land uses, density, good urban design, and managed parking
- Develop unique destinations in each station area by building on current assets or creating new district identity
- Facilitate development adjacent to the Veteran’s Hospital



### District Character

- The Mockingbird/Lovers Lane District contains a variety of buildings. While there are some modern office and hotel towers and new apartments, a majority of buildings located within this zone are one- and two-story commercial structures.
- The Cedars West sub-area contains a large amount of vacant land and open space created by the meanders of the Trinity River.
- The 8th/Corinth area contains a large amount of vacant land, some aging, one- and two-story commercial structures and a new seniors housing development.
- The Lancaster Corridor sub-district contains a variety of aging retail structures, the Lancaster-Kiest shopping center, and the Veterans Hospital.
- All the sub-districts are located along the DART light rail line. The TIF District includes the following DART light rail stations: Lovers Lane, Mockingbird, Cedars (adjacent), Corinth & Eighth, Morrell, Illinois, Kiest, and VA Medical Center.

### Special Considerations

- Mockingbird Station is one of Dallas’ pioneering set of Transit Oriented Developments (TOD). As such, not all design concepts may be working as originally intended. Continued monitoring of the success of design solutions to various issues will be instructive in evaluating future TOD projects. In addition, design attention needs to focus on further redevelopment at this site.
- Transitioning denser station area development into lower density adjacent neighborhoods will create design challenges.
- Initial projects not located in the Mockingbird/Lovers Lane sub-district will need to promote high levels of design, a strong street presence, adequate provisions for “eyes on the street,” and durable quality building and landscaping materials.
- The configuration of the DART light rail line down the center of Lancaster Boulevard will require unique design attention to ensure pedestrian connectivity and safety.

## Vickery Meadow



### District Goals

- Develop Park Lane Place Area
- Improve the Five Points Area including potential reconfiguration of intersection
- Facilitate redevelopment of the former Sam's retail site
- Provide for improved pedestrian connections between DART and Park Lane Place, NorthPark Mall and Five Points area
- Facilitate Development of City Library site within TIF district

### District Character

- The Park Lane Place development replaced a suburban style office park that included a free-standing movie theater.
- The property in the TIF district along Greenville Avenue contains lower density commercial structures. The lots along Greenville Avenue are relatively narrow due to the DART light rail line to the west and a utility easement to the east.
- The large Sam's site was recently vacated. The site contains a large big box retail space, outlying commercial center, and large surface parking area.
- The Five Points area contains a concentration of aging apartments and lower density retail space. The physical condition of much of the property is below average.
- The City owns property across the street and north of the former Sam's retail site for the future construction of a City of Dallas library and/or mixed use community facility
- There is a DART light rail platform located at Park Lane on the north side of the street, west of Greenville Avenue. Existing pedestrian connections from the DART station to other sites within the TIF district are limited.

### Special Considerations

- Park Lane Place is one of Dallas' pioneering set of Transit Oriented Developments (TOD). As such, not all design concepts may be working as originally intended. Continued monitoring of the success of design solutions to various issues will be instructive in evaluating future TOD projects.
- Extension of the DART Light Rail station to the south side of Park Lane with improved pedestrian access into the Park Lane development was originally intended. Funding reductions eliminated funding for this component of the project. Special design consideration will be needed when this element is re-incorporated into the project's design.
- The roadway configuration at the Five Points intersection does not meet City needs. Reconfiguration of the roadway is anticipated at a future date. This re-configuration can create development opportunities at the site.
- Design attention is also needed along Greenville Avenue. The width of pavement inhibits pedestrian movements. The narrow lot width has encouraged lower intensity commercial uses. As these sites are redeveloped, attention is needed to help create a more sustainable land use pattern and possibly open some of properties with Greenville Avenue frontage to tie in with the redevelopment of the former Sam's retail site.

