

The UNT – Dallas Area Plan Implementation Program



**A forwardDallas! Implementation Project
Adopted December 9, 2009**

Prepared by the Long Range Planning Division

¡adelanteDallas!
Construyamos nuestro futuro.



forwardDallas!
Let's build our future.

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WHEREAS, the Implementation Plan component of the Comprehensive Plan of the City of Dallas contains a list of action plans, which were short-term projects to implement the Comprehensive Plan; and

WHEREAS, one of the action plans listed within the Implementation Plan component of the Comprehensive Plan of the City of Dallas was the creation of the University of North Texas Campus Area Plan; and

WHEREAS, the Department of Sustainable Development and Construction has developed the UNT – Dallas Area Plan that consists of two components: *Vision and Policy Plan* and *Implementation Program*; and

WHEREAS, the Dallas City Council has amended the Comprehensive Plan of the City of Dallas to incorporate the UNT - Dallas Area Plan: *Vision and Policy Plan*; and

WHEREAS, the UNT – Dallas Area Plan: *Implementation Program* outlines priority implementation items to be proactively undertaken by the City of Dallas over a five to seven year period; Now Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the UNT - Dallas Area Plan: *Implementation Program* is hereby adopted to serve as a guide for implementation of the UNT - Dallas Area Plan.

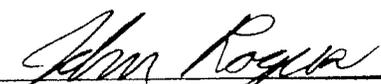
SECTION 2. That the City Manager is directed to implement the UNT - Dallas Area Plan: *Implementation Program* through staff work programs, budgets, bond programs, capital improvement programs, and grant programs.

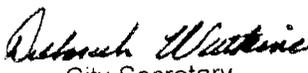
SECTION 3. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

Approved As To Form:
THOMAS P. PERKINS, JR.,
City Attorney

APPROVED BY
CITY COUNCIL

DEC 09 2009

By: 
Assistant City Attorney


City Secretary

APPROVED _____

HEAD OF DEPARTMENT

APPROVED _____

DIRECTOR OF FINANCE

APPROVED _____

CITY MANAGER

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The *forwardDallas!* Comprehensive Plan, adopted by Dallas City Council in June 2006, called for a strategic area planning program to provide a proactive and systematic way to advance desirable development in key areas of the city. The UNT-Dallas campus area was one of the top priority areas short-listed for area planning on the work program of Development Services. The impetus comes from the UNT-Dallas campus which is the first university to be established completely within Dallas city limits. UNT-Dallas represents one of the most significant economic development opportunities in southern Dallas.

The UNT-Dallas Area Plan has a dual purpose and is consequently organized in two components: the Vision and Policy Plan and the Implementation Program.

- The Vision and Policy Plan component updates and refines the *forwardDallas!* vision for the area, providing more context specific policy direction to serve as an ongoing guide for future land development. It is intended to remain relevant through the long term with a 30-year planning horizon. This component is incorporated into the *forwardDallas!* Comprehensive Plan through an amending ordinance.
- The Implementation Program component focuses on defining specific actions to bring about strategic change needed to realize the vision. This component is adopted by Council resolution to establish shorter term work programs and priorities. It focuses on a 5 to 7 year planning horizon and will require periodic review and update.

This Implementation Program includes proactive action items to be undertaken by the City of Dallas that will steer growth in a direction supported by the Consensus Vision. These strategic action items are identified over a 5 to 7 year period and are tied to several critical activities relevant to the successful execution of the UNT-Dallas Area Plan. These critical activities are:

- ***DART Light Rail Line Extension*** - Work on the preliminary engineering and environmental impact statement for this project is anticipated to begin in early-2012. The final design and construction is anticipated to begin in early-2014 in order to have the line operational by 2018. This new light rail line is seen as a key driver of change in the area, the advent of which will trigger private development interest.

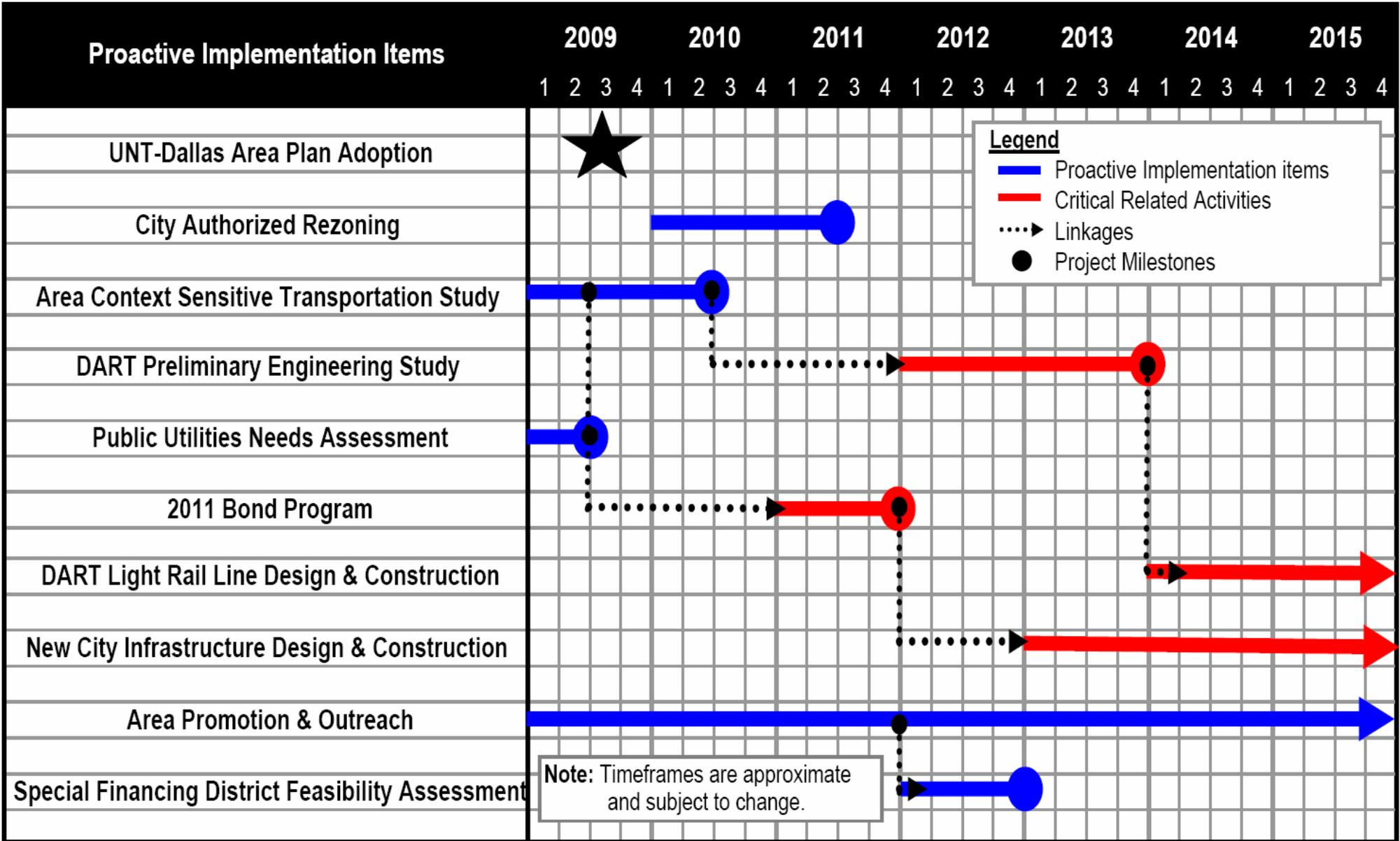
The UNT-Dallas area was one of the top priorities short-listed for area planning on the work program of Development Services.



The *forwardDallas!* Advisory Committee

The Implementation Program is adopted by City Council resolution and establishes short term work programs and priorities.

Proactive Implementation Chart



- **Bond Program** - The next Bond Program anticipated to be presented for public approval in 2011 will be an important means to fund strategic capital improvements in the area. Preparation for the 2011 Bond Program will begin in earnest in early-2010. City of Dallas Capital Improvement Program projects considered critical for the success of the area will need to be funded at least in part through this next bond program.
- **New City Infrastructure Design and Construction** - The implementation of key infrastructure, particularly roadways and water and sewer mains will be done through the City's Capital Improvement Program. Coordination between these projects and the DART light rail line extension is critical.

The Priority Implementation items that need to be undertaken proactively by the City of Dallas are shown on the Proactive Implementation Chart in relationship to these anticipated critical activities. These priority implementation items are also described in detail below.

In addition the Implementation Program also identifies on-going implementation activities. These activities are needed to address the goals and policies in the Vision and Policy Plan.

Area Promotion and Outreach

Goal: An area-specific promotion and outreach program will focus on attracting desirable economic development to the area and informing area residents/stakeholders regarding the UNT-Dallas Area Plan. This will remain an ongoing effort until development in the area gathers its own momentum.

A key goal of area promotion will be to attract private developers with development proposals that can form the basis for a feasibility assessment and development of special economic development financing tools.

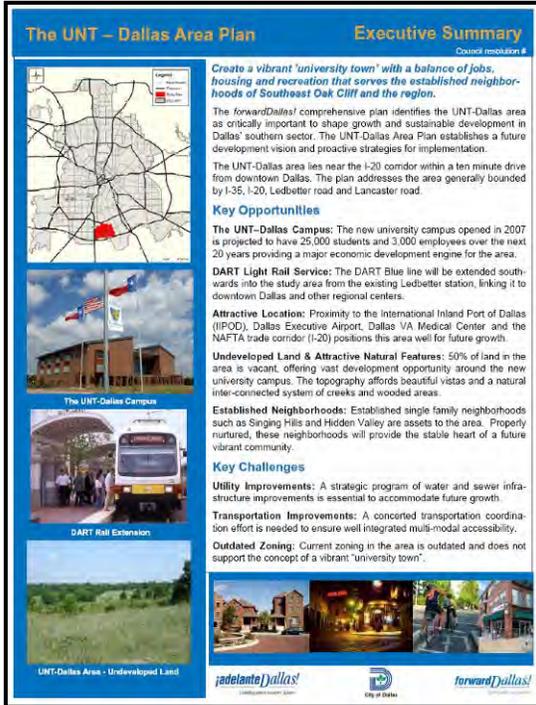
Responsible Agency: Office of Economic Development and the University of North Texas Dallas in collaboration with Development Services.

Scope: The Area Promotion and Outreach Program will focus on:

- Conducting a market assessment to identify target industries and market segments with the highest potential for location in the UNT-Dallas area based on the Consensus Vision.

The next Bond Program anticipated to be presented for public approval in 2011 will be an important means to fund strategic capital improvements in the area.

The Area Promotion Program will focus on attracting desirable economic development to the UNT-Dallas area.



The UNT-Dallas Area Plan Executive Summary document may be included in the marketing material.

The rezoning will be focused in the Walkable Mixed-Use Areas identified in the Consensus Vision.



Emphasis will be placed on application of new Form Districts established in Article XIII, Chapter 51(A) of the development code.

The emphasis will be on businesses that can benefit from adjacency to the UNT-Dallas campus as well as mixed-use developments around proposed DART stations. An economic impact study conducted by Economic Research Associates on behalf of UNT-Dallas projects an increased demand for housing and retail developments around the university, including 3,429 jobs by 2030. This study's findings may be utilized in the market assessment and also be included in the area marketing materials.

- Developing marketing materials and strategies targeted at the market segments with the best fit for the area. Marketing materials may include an executive summary of the UNT-Dallas Area Plan as well as the *forwardDallas!* Vision.
- Collaborating with UNT-Dallas to promote business relationships between the university and industries associated with the International Inland Port of Dallas.
- Informing and involving citizens through the required public process involved in implementing future studies and action items related to the UNT-Dallas Area Plan.
- Educating area residents and stakeholders regarding the progress of the UNT-Dallas Area Plan through making presentations at neighborhood association meetings and other citizen participation programs.

City Authorized Zoning Changes

Goal: City authorized zoning changes will be initiated and brought forward for public hearings within a one-year timeframe after the Council adoption of the area plan. Zoning that is consistent with the Consensus Vision will establish entitlements for appropriate development and reduce barriers in the development process. Emphasis will be placed on applying new Form Districts zoning aimed at promoting a walkable, mixed-use environment. Map 1.1 indicates the general boundary of the area being considered for rezoning.

Responsible Agency: Development Services

Scope: Rezoning will focus on the Walkable Mixed-Use Areas identified in the Consensus Vision. The Rezoning Authorization Boundary Map shows the area to be considered. The rezoning effort will consider the following:

- Emphasis on application of new Form Districts established in Article XIII of Chapter 51(A) of the Development Code. These new Form Districts are specifically intended to promote walkable mixed-use development.

- Not including all areas within the rezoning authorization boundary for rezoning. The intent of the authorization boundary is to establish the limits of the area to be considered for rezoning. Specific parcels for rezoning and zoning districts will be determined through the public process. Particular emphasis will be placed on rezoning in the strategic opportunity areas.
- Coordinating with concurrent efforts on a Context Sensitive Transportation Study.
- Identifying existing land uses and documenting any potential non-conformity created by proposed zoning changes.
- Protecting existing single family neighborhoods from the negative impacts of future development through the use of appropriate zoning transitions.

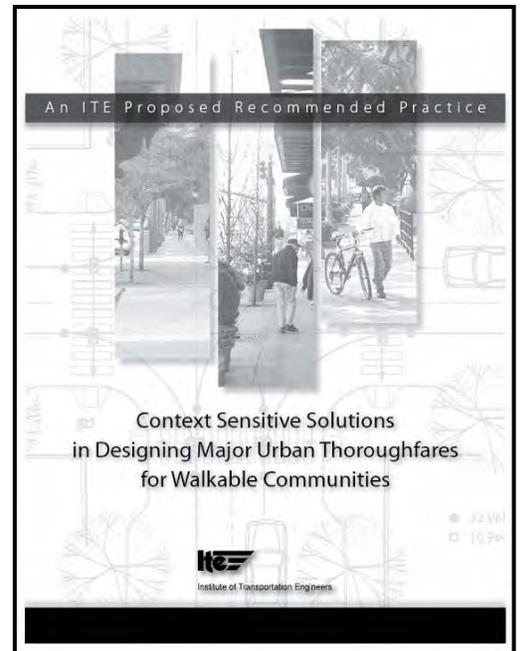
Area Context Sensitive Transportation Study

Goal: The UNT-Dallas Area Context Sensitive Transportation Study will be completed within a one-year time frame. This study will focus on developing a detailed and integrated circulation plan that maximizes multimodal accessibility and connectivity within the area. This study will plan for various transportation networks including roadways, transit and trails, and recommend specific alignments and design standards that achieve the goals of the UNT-Dallas Area Plan, City of Dallas Trails Master Plan, City of Dallas Bicycle Plan and the DART 2030 System Plan. In addition, the study will emphasize promoting bicycle and pedestrian friendly streets. Map 1.2 indicates conceptual alignments of proposed thoroughfares, light rail lines and trails to be used as a starting point for this study.

Responsible Agency: Public Works & Transportation Department and Development Services. This effort will utilize funding allocated through the Sustainable Development Grant Program and will be coordinated with the North Central Texas Council of Governments and DART.

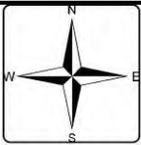
Scope: The Area Context Sensitive Transportation Study will focus on:

- Conducting a comprehensive area-wide review of multi-modal transportation needs and on promoting bicycle and pedestrian-friendly streets. If necessary, this should include travel demand modeling and analysis to determine future traffic patterns in the area based on the Consensus Vision. Modeling efforts will consider conservative and optimistic housing and employment growth targets for the area based on the Consensus Vision.



The Context Sensitive Transportation Study will apply guidelines from Institute of Transportation Engineer (ITE)'s Context Sensitive Solutions manual.

This Context Sensitive Transportation Study will create a detailed and integrated circulation plan that maximizes multimodal accessibility and bicycle and pedestrian friendly streets.

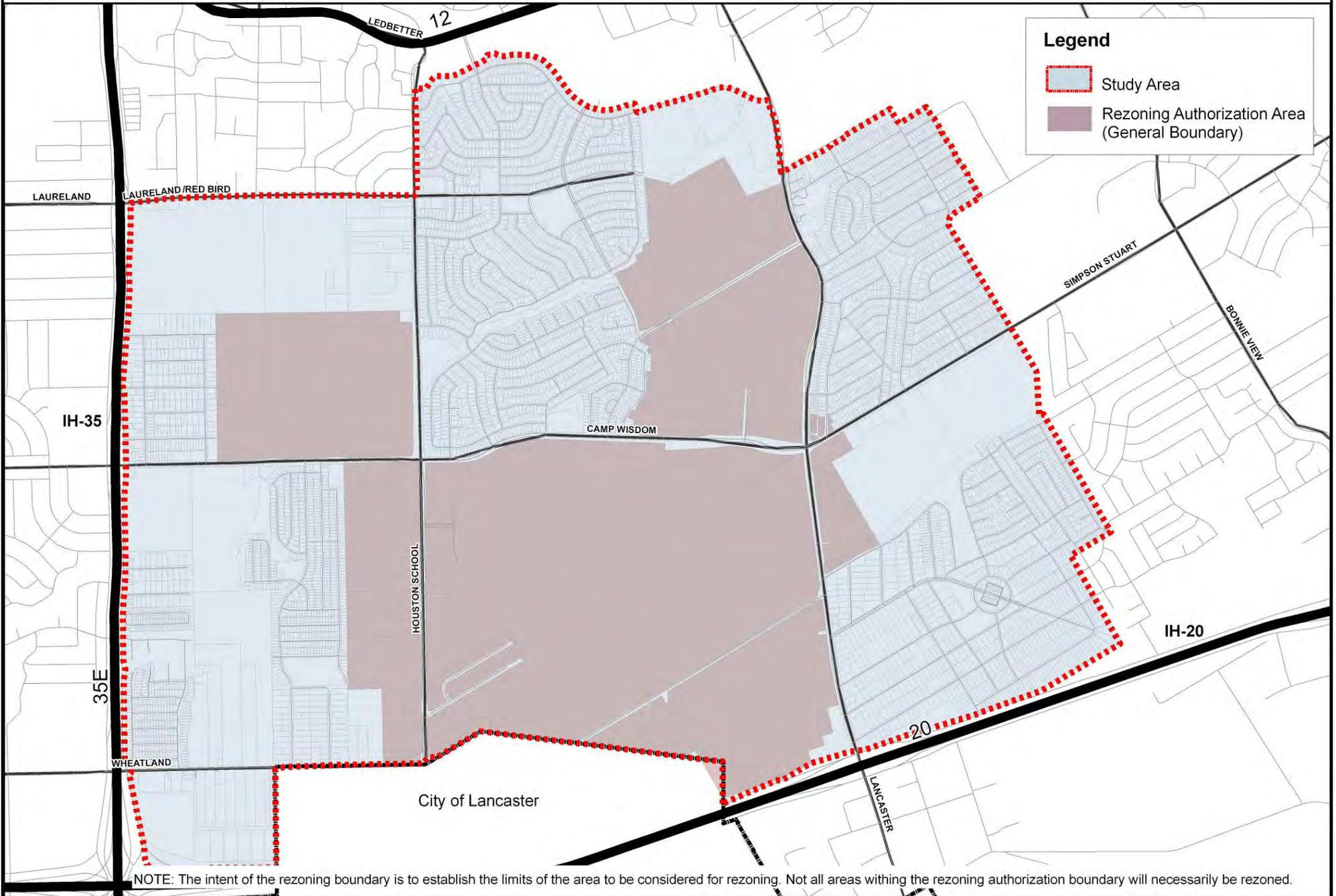


UNT-Dallas Area Plan Rezoning Authorization - Boundary Map

0 1,000 2,000 4,000 Feet

Legend

-  Study Area
-  Rezoning Authorization Area (General Boundary)

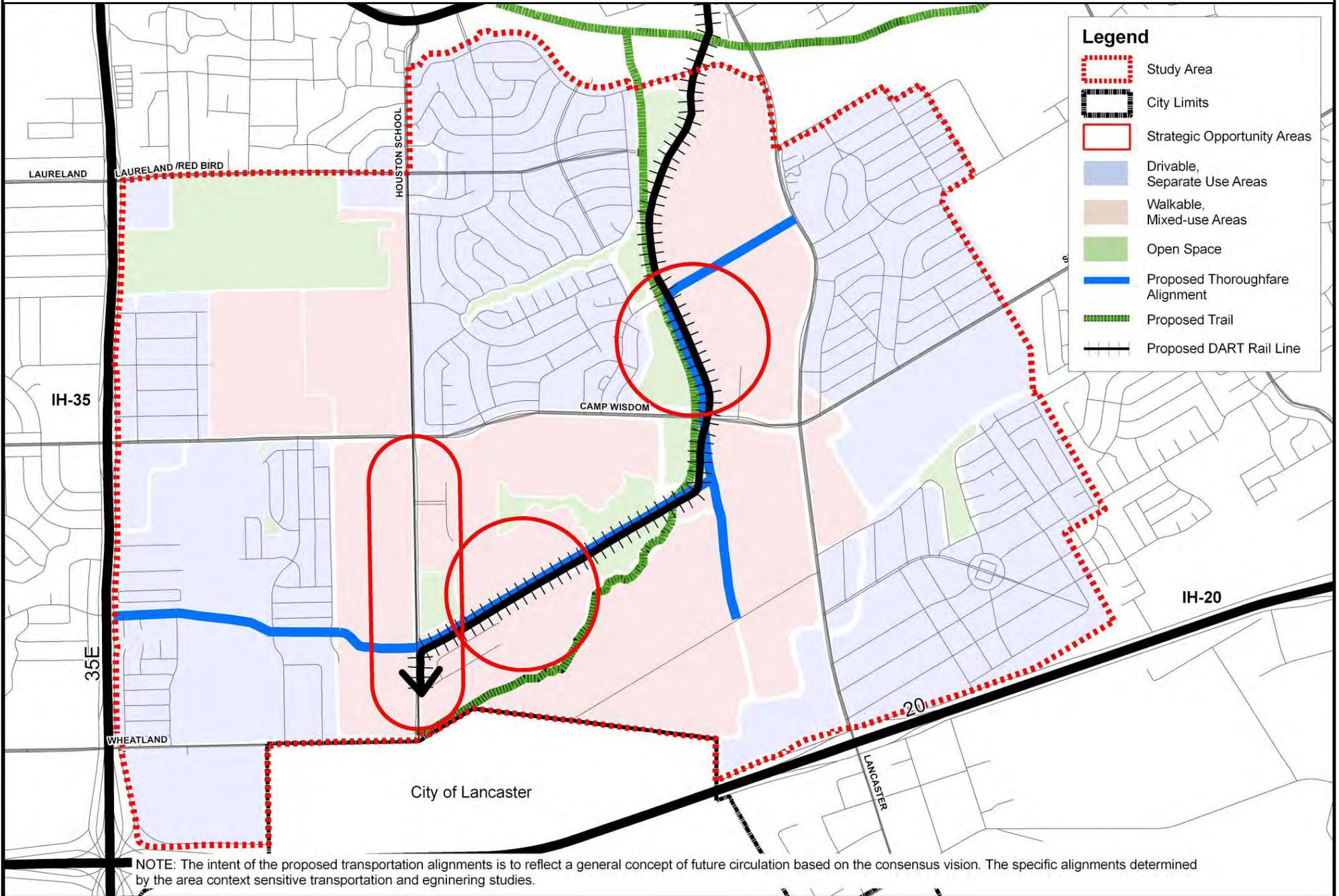


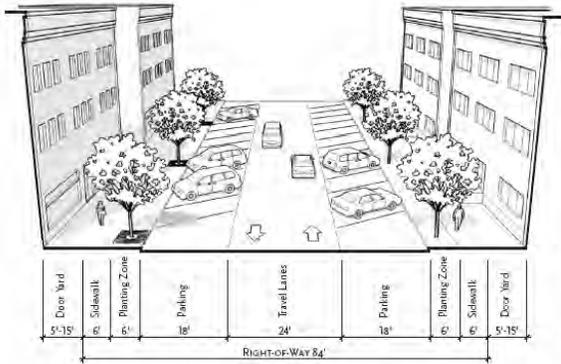
NOTE: The intent of the rezoning boundary is to establish the limits of the area to be considered for rezoning. Not all areas within the rezoning authorization boundary will necessarily be rezoned.

UNT-Dallas Area Plan Context Sensitive Transportation Study



0 1,000 2,000 4,000 Feet





The Form Districts include context sensitive streetscape design illustrations.

- Proposing alignment refinements for proposed east-west and north-south thoroughfares, trails and light rail lines shown in the Consensus Vision.
- Developing context sensitive design standards on specific sections of existing and proposed thoroughfares, trails and light rail lines with particular emphasis on the Strategic Opportunity Areas.
- Proposing amendments, if necessary, to the City of Dallas Thoroughfare Plan, Bicycle Plan and Trails Network Master Plan as well as specific and clear guidance for preliminary engineering studies to be undertaken for the DART light rail line extension to the UNT-Dallas campus.
- Identifying transportation related capital improvement projects for inclusion in the 2010 Bond Program.

A proactive assessment of water and sewer infrastructure needed to support future development will be completed within a one-year time frame.

The utilities needs assessment will place emphasis on defining key public utility improvements needed to facilitate development within the Strategic Opportunity Areas.

Public Utilities Needs Assessment

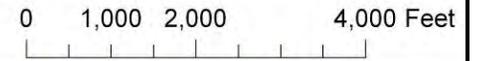
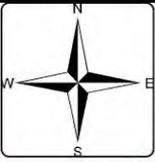
Goal: A proactive assessment of water and sewer infrastructure (public utilities) needed to support future development will be completed within a one-year time frame. This assessment will be based on growth forecasts from the Consensus Vision and will place emphasis on defining key public utilities improvements needed to facilitate development within the Strategic Opportunity Areas. Map 1.3 indicates the existing water and sewer lines.

Responsible Agency: Dallas Water Utilities and Development Services. These efforts will also be coordinated with the City of Lancaster.

Scope: Public utility needs assessment efforts for the area will focus on:

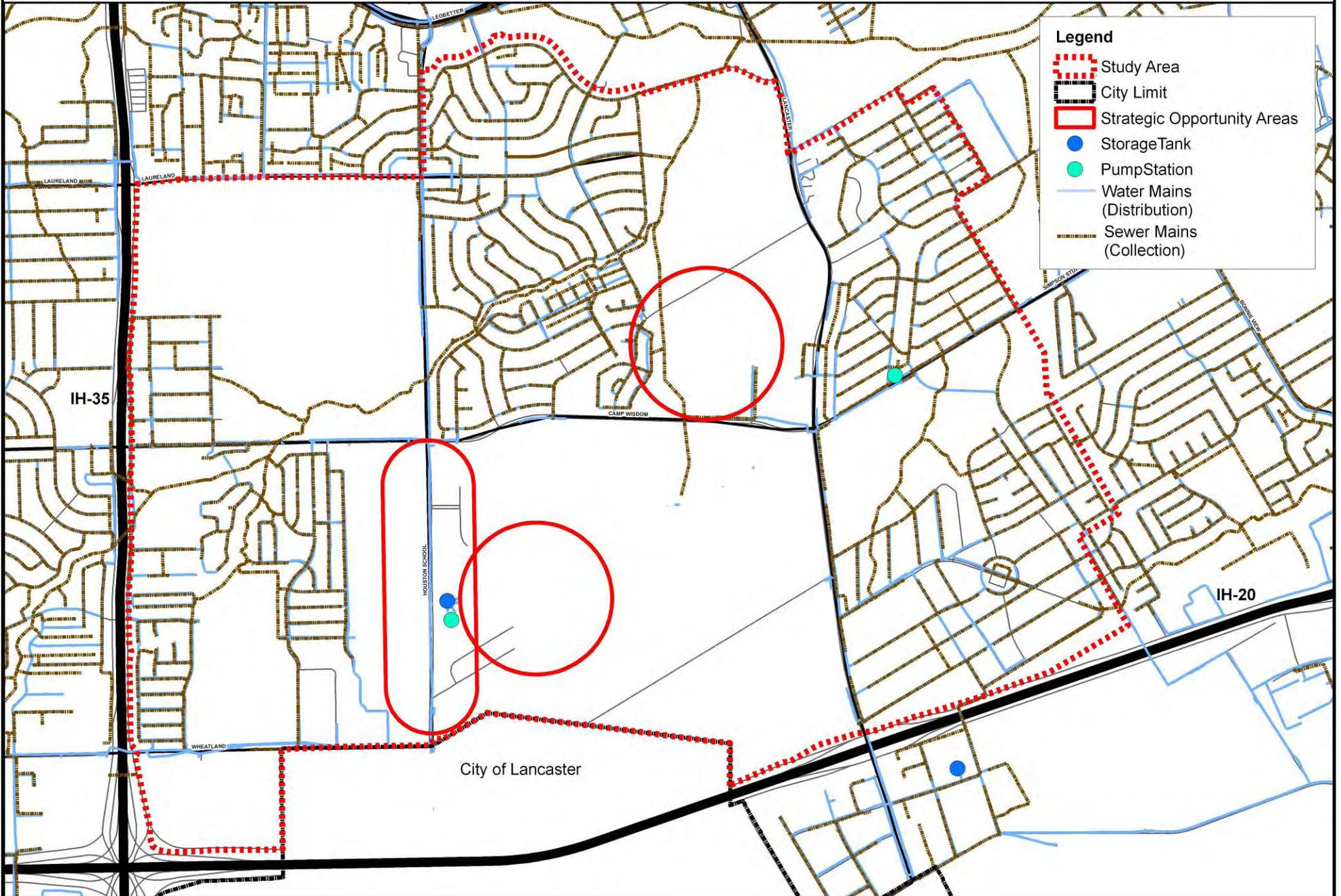
- Evaluation of existing capacity and projected water and sewer needs based on the conservative and optimistic housing and employment growth targets tied to the Consensus Vision.
- Identification and prioritization of key water and sewer improvements needed to facilitate envisioned development in the Strategic Opportunity Areas.
- Coordination with proposed City of Dallas roadway projects as well as City of Lancaster infrastructure plans.
- Definition and cost estimates for strategic public utilities improvement projects for inclusion in the needs inventory for the 2010 Bond Program.

UNT-Dallas Area Plan Infrastructure - Existing Water and Sewer Lines



Legend

- Study Area (Red dashed line)
- City Limit (Black dashed line)
- Strategic Opportunity Areas (Red solid line)
- Storage Tank (Blue circle)
- Pump Station (Green circle)
- Water Mains (Distribution) (Blue line)
- Sewer Mains (Collection) (Brown line)





The picture above shows Stone Street Garden in the City Center Tax Increment Financing (TIF) District is an example of a special financing district.

Special Financing District Feasibility Assessment

Goal: A special financing district feasibility assessment will be conducted within a 3-year time frame, based on private development project proposals. If a special financing district is found feasible, City staff will pursue City Council consideration of appropriate and necessary economic development incentives. This effort will be coordinated with area promotion efforts aimed at attracting private development partners. The successful implementation of the UNT-Dallas Area Plan will also be dependent on private investment in the area. The timing of any economic development incentives will be based on the emergence of major private development. Any economic development plan will focus on promoting a walkable mixed-use environment and a balanced tax base.

Responsible Agency: Office of Economic Development in collaboration with the Development Services.

Scope: The special financing district feasibility assessment will focus on:

- Identifying potential development partners in the area.
- Developing potential district boundaries.
- Forecasting a build-out plan and property values of the district based on development types that are consistent with the Consensus Vision. The rezoning to Form Districts will support the special economic development incentives. The Form Districts requirements will encourage mixed-use development patterns and create a balanced tax base.
- Identifying and prioritizing key public improvements needed to facilitate development. This will be done in coordination with other concurrent master planning efforts in the area.

The Consensus Vision contains policy direction addressing desired mix of land uses, building form & placement and circulation patterns. These are intended to guide city staff, City Plan Commission and Council on decisions that affect land development. This policy guidance will be used in the following ongoing implementation efforts.

Development Monitoring

- Monitor and ensure future development complies with the Consensus Vision through on-going current planning efforts related to review of privately initiated rezoning and development.
- Monitor future development and maintain periodic snapshots of cumulative change in the area relative to the base year and growth targets established in the Consensus Vision. These snapshots will be useful in the zoning and development review process.
- Monitor tree mitigation and drainage issues through the site plan review process related to permitting and platting.

Transportation Planning

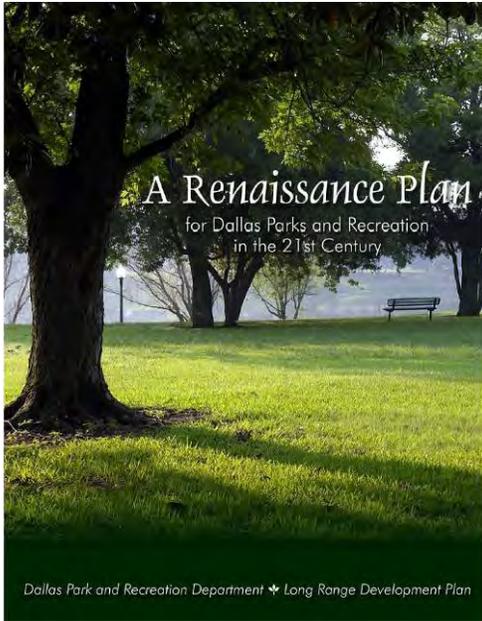
- Coordinate with on-going DART planning and preliminary engineering work for extension of the Blue Line-light rail alignment. Provide planning assistance to DART to improve feeder bus route connections to the proposed new light rail stations. Work with DART to promote shared parking in the DART station area.
- Coordinate with on-going Texas Department of Transportation planning and engineering work related to expressways and state highways serving the area.
- Coordinate with North Central Texas Council of Governments on regional forecasting for transportation and environmental planning efforts.

Economic Development / Housing Incentives and Programs

- Consider City participation in initial public infrastructure construction costs for key development that are consistent with the Consensus Vision.
- Consider economic development incentives based on cost-benefit analysis to attract jobs and support small businesses.
- Consider housing incentives to promote a balanced mix of housing types and income groups and transit supportive community.

The Ongoing Implementation efforts will follow policy guidance established in the UNT-Dallas Area Plan.

Coordinate with other regional agencies to ensure future transportation networks are planned consistent with the UNT-Dallas Area Plan.



The Renaissance Plan identified general areas for future parks and recreation facilities on a city-wide scale.

School, Parks and Library Facilities Planning

- Coordinate with the Dallas Independent School District regarding planning and design of future school sites in the UNT-Dallas area. The Early College High School, funded through the 2002 & 2008 bond program will be located on the UNT-Dallas campus site and is scheduled to open by late 2011. Provide planning assistance in the design of the proposed high school to ensure accessibility to future DART stations and surrounding neighborhoods by pedestrians & bicyclists.
- Coordinate with the Parks and Recreation Department to conduct an area-wide future parks facilities needs assessment in conjunction with the Renaissance Plan update. The Renaissance Plan identified general areas for future parks and recreation facilities on a city-wide scale. The National Recreation and Park Association guidelines and growth targets established in the UNT-Dallas Area Plan will be utilized to conduct the area-wide needs assessment.
- Coordinate with the Dallas Library and ensure the development of the next Library Master Plan responds to the growth targets and policy direction established in the UNT-Dallas Area Plan. The Library Master Plan sets goals and objectives for the location and design of future library facilities for a 10-year period. The current Library Master Plan prepared in 1999 was a basis to include projects in the 2006 Bond Program.

Conclusion

This Implementation Program will be undertaken as the nation slips into a major recession. There is no better time for focused planning efforts and targeted public investments to pave the way toward an economically vibrant and environmentally sustainable future. The UNT-Dallas Area Plan provides a vision for such a future in this important area of Dallas' Southern Sector.

The timely provision of critical infrastructure including DART light rail service, new roadways and water and sewer trunk lines is critical to the successful implementation of this vision. Equally important is sensitive design of these infrastructure elements in a manner that supports a walkable mixed-use environment. The next City of Dallas Bond Program will play a key role in strategically triggering growth around new infrastructure.

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District 5 – Vonciel Jones Hill

City Plan Commission

District 8 – Myrtl M. Lavallaisaa

District 5 – Emma Rodgers

Advisory Committee

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Johnny L. Clark – Singing Hills (ACORN)

Dan Eddy – The University of North Texas at Dallas

Jon Edmonds – Higher Level Development

Printice Gary – Carleton Resident Properties

Ted Harris – Southeast Dallas Civic Association

Ruby Hider – Unity Estates Neighborhood Association

Thelmer Norman – United Homeowners Association

Petis Norman – Savannah Property Company LLC

Robert Pitre – Skyline Ranch

Anastasia Semos – Oak Cliff Chamber of Commerce

Michael Clark Smotherman – Villages of Runyon Springs Neighborhood Association

Ruth Steward – Hidden Valley Neighborhood Association

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