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Executive Summary



Stemmons Corridor - Southwestern Medical District Area Plan

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A forwardDallas! Implementation Project

AREA FACTS

Location and Area



The Stemmons Corridor – Southwestern Medical District Plan Area contains approximately 3,885 acres (about six square miles) and is generally bounded by the Trinity River, Mockingbird Lane, Downtown, and the City's Uptown area.

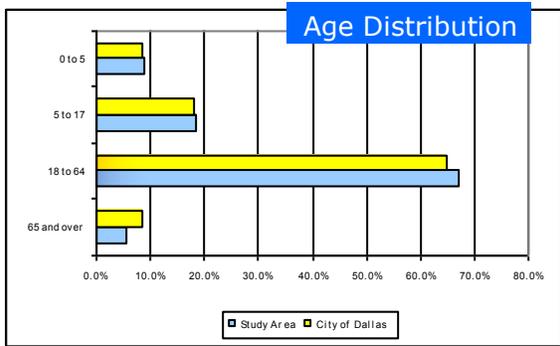
The study area is home to various Dallas landmark developments, such as:

- Victory Park with the American Airlines Center
- Dallas Market Center with Market Hall, Market Center, the World Trade Center, and the Dallas InfoMart
- The Southwestern Medical District which includes Children's Hospital, Parkland Hospital, and the UT Southwestern Medical Center.

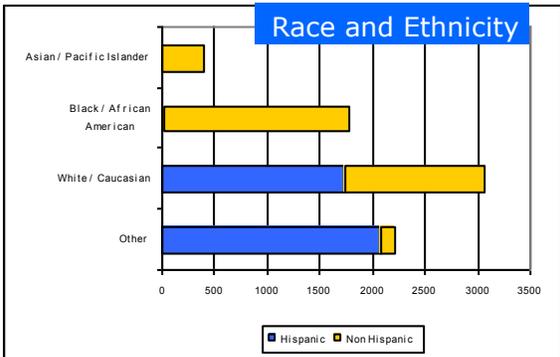
Additionally, at the western edge of the study area, lies the Trinity Strand and the Trinity River. Several key entrances into the Trinity River from the study area include the Wycliff-Sylvan Avenue entrance, the entrance at Inwood Road, and the crossing at Mockingbird Lane.

Demographics, Income and Area Economics

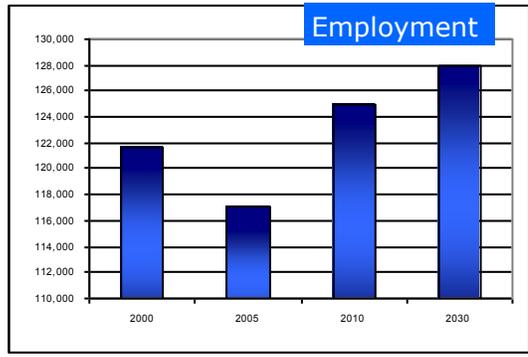
According to the 2000 U.S. Census, the Stemmons Corridor – Southwest Medical District area had just under 7,500 residents, the majority of which were of working age (18 to 64). The North Central Texas Council of Governments (NCTCOG) estimates the population for 2005 was 14,200. The area is estimated to add between 10,000 and 14,000 new residents by 2040.



The racial makeup of the area in 2000, according to the US Census, was about 41 percent White, 24 percent African American, just over 5 percent Asian, and over 25 percent identifying themselves as Other. Over half of the population within the study area reported being of Hispanic or Latino origin.



The NCTCOG estimated total employment in 2005 for the study area at 117,150 jobs. This is almost as many jobs as the Central Business District. By 2010 the NCTCOG estimates 124,924 jobs in the area. These estimates are on track with this plan's estimate of between 122,000 to 128,000 jobs in the area.



Assets and Opportunities



The study area has numerous existing assets and new opportunities including new development, redevelopment and underutilized assets. Some of the existing major assets and opportunities include:

The Southwestern Medical District: The Medical District area includes numerous medical institutions working together as an identifiable destination. These include Parkland Hospital, UT Southwestern University Hospital - St. Paul, Children’s Medical Center, University Hospital - Zale Lipshy, and Texas Woman’s University, among others.



The DART Light Rail Transit (LRT) and the Trinity Railway Express (TRE): The new DART Green Line from Downtown Dallas to Carrollton will include three stations within the study area—Inwood Drive and Denton Drive, Medical District Drive, and the Market Center Station at Harry Hines Boulevard. The TRE station on Southwestern Medical Avenue connects the study area both to downtown (union station) and westward to Irving and Fort Worth.

Dallas Love Field Airport: Located just outside of the study area on its north-eastern edge, Love Field airport handles more than 300 daily flights.



The Victory Plaza / American Airlines Center Area: Has experienced dynamic growth and contains a range of development including new hotels, retail, restaurants and entertainment centers.

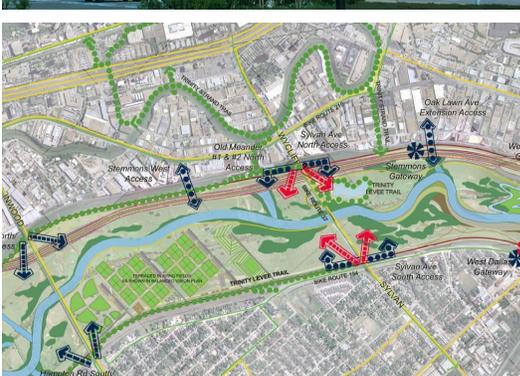
Stable Single-family Neighborhoods: The study area is home to strong neighborhoods such as Arlington Park neighborhood and other well-established neighborhoods centered around Maria Luna Park and the Medrano Esperanza Hope Elementary school.

Trails and Connectivity potential: A unified trail from the Katy Trail to the Trinity River is planned and two specific new connections – from the Katy Trail to the Meanders and from the Meanders through the Design District into the Trinity will create a contiguous trailway connecting this area to the Trinity River and the popular Katy Trail.



The Market Center: This major destination on Stemmons is more than 100 acres in size and has four buildings: the World Trade Center, Trade Mart, International Floral & Gift Center, and Market Hall. Bringing together wholesale and retail vendors it generates approximately \$7.5 billion of wholesale transactions every year.

The Design District: Is home to over 300 businesses catering primarily to the design profession. It is well known as a designer and showroom hub, and is home to furnishing vendors, art galleries, antique shops, wholesalers and retailers aimed at the national interior design market. It is also home to a growing number of residents.

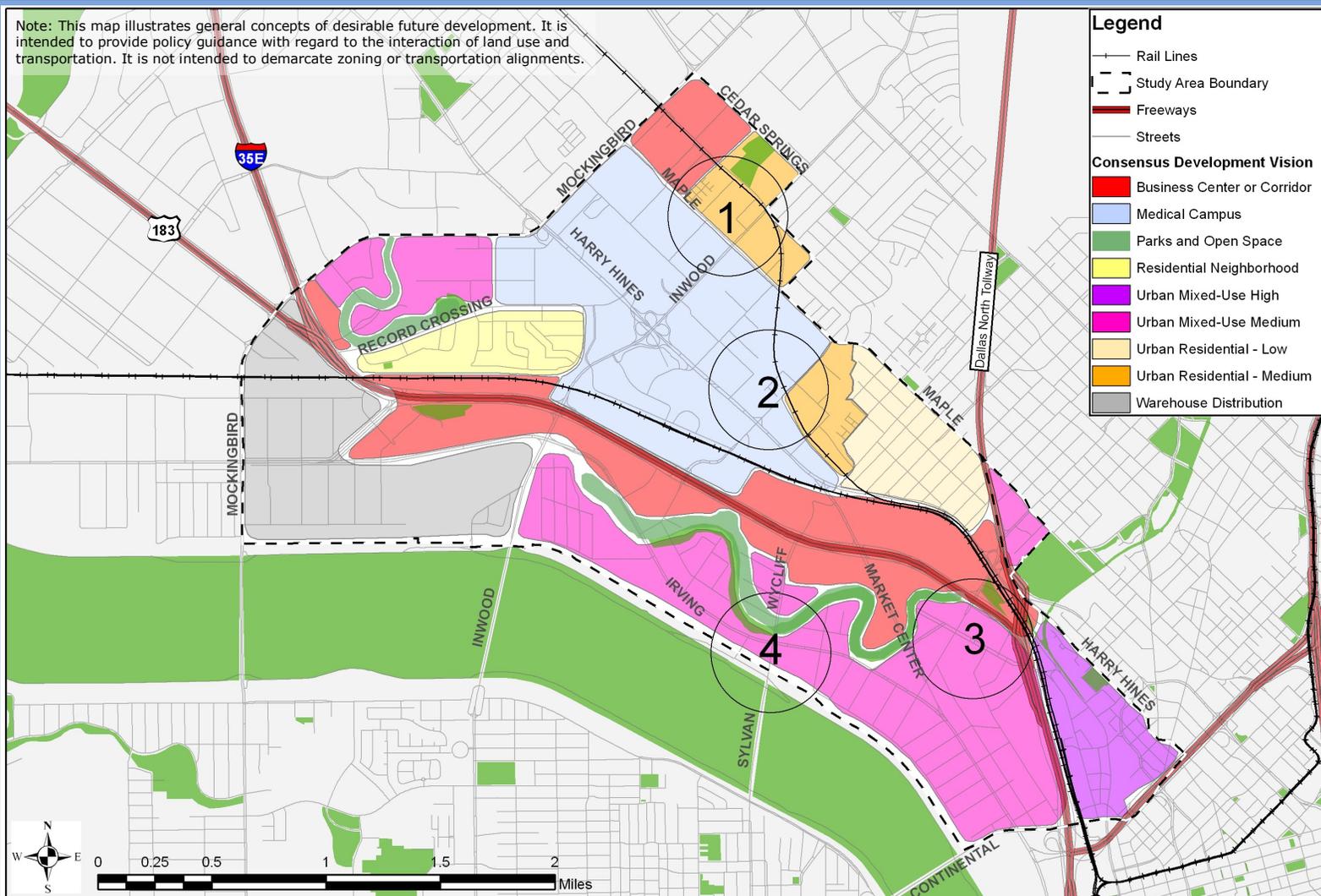


The Trinity River Park: The course of the Trinity River is being transformed into a premier recreational area expected to draw in residents and visitors to the region.

Area Hotel Facilities: There are about 25 major hotels and motels within the area with over 4,000 suites. The largest hotels are generally located near the Market Center area and along the Stemmons Corridor.

CONSENSUS DEVELOPMENT VISION

Note: This map illustrates general concepts of desirable future development. It is intended to provide policy guidance with regard to the interaction of land use and transportation. It is not intended to demarcate zoning or transportation alignments.



The Consensus Development Vision Map shows the desired development patterns within the study area. Four Strategic Opportunity areas, described on the following page, further describe the desired vision.

Open Space: Parks, the adjacent Trinity River, the Trinity Strand, and open space within the Medical District offer opportunities for recreation, improved air quality as well as detention / retention of storm water.



Warehouse Distribution: Primarily for industrial, warehouse, and distribution uses but allows office, and limited retail. Residential development is not appropriate in these areas.



Urban Residential Medium: Offers a diversity of housing options ranging from town homes to condos with a height up to seven stories. Limited commercial is encouraged in a mixed-use format on main corridors.



Urban Residential Low: Predominantly one to two story single-family homes. Offers a range of options from small-lot single-family, duplex and townhomes up to three stories. The Maple and Harry Hines corridors offer some non-residential opportunities.



Residential Neighborhood: The Arlington Park area vision is a strong, healthy neighborhood of single-family homes, key within *forwardDallas!* plan.



Urban Mixed Use High: Surrounding the Victory Development this area has the highest intensity mixed-use development in the plan. Single-family homes are not appropriate. It has an urban scale and street-life amenities for a large population. Most buildings are from two to seven stories but some are much taller, having the character of downtown.



Urban Mixed Use Medium: Located along the Trinity Strand, this area contains a mix of uses including mid-rise residential, retail, showrooms, office, and mixed-use buildings. Buildings range from two to seven stories. Commercial development is located throughout the district in single-use buildings, but more typically in a mixed-use format.



Medical Campus: Centered on Inwood and Harry Hines includes medical related facilities and offices, residential mixed-use developments, and some downtown-style free-standing signature office and medical facility buildings.



Business Center / Corridor: Provides major employment and shopping along major freeways and arterials. These areas are generally commercial and office centers and typically easily accessible by automobile. Appropriate uses include offices and hotels, regional retail, and some light industrial. There should be no residential development in these areas.



STRATEGIC OPPORTUNITY AREAS



The Study area's four Strategic Opportunity Areas present unique opportunities to create focused positive change with proactive plan implementation efforts.

1 - DART Inwood Station Area

A connected, vibrant retail and residential area

- Increase connectivity in the area uniting existing and new amenities
- Use DART Green Line right-of-way for trail
- Create new pedestrian connections
- Enhance area streets amenities to encourage pedestrian activity
- Encourage mixed use development with ground-floor retail
- Ensure appropriate transitions to adjacent single-family neighborhoods



2 - DART Market Center and Southwestern Medical District/Parkland Station

A mixed-use area directly linked to the Medical District

- Ensure easy DART access to the area medical facilities and major employers, the mixed-use developments south of the Medical District, and to recreational amenities (trail, creek) in the area
- Encourage mixed use development with ground-floor retail along Medical District drive and Bengal street
- Create enhanced streetscape and pedestrian amenities in residential mixed-use areas
- Use TIF participation to improve streetscapes and accessibility



3 - Victory / Design District Connection

A desirable residential and commercial location with a mix of urban living, park amenities, retail and showroom space

- Create pedestrian-orientated streetscape along Hi-Line with ground-floor retail opportunities
- Connect the Katy Trail to the Trinity Strand and the Hi-Line Trail connector
- Create a trailhead park destination at the terminus of Hi-Line
- Encourage a connection between Victory and the Design District under Stemmons Freeway
- Continue to encourage multi-unit residential development in the Design District



4 - Wycliff Avenue Trinity Access Area

A major entryway to the Trinity River for automobile, bicycle, and pedestrian traffic close to area hotels, shops and residences

- Upgrade the Sylvan pump station
- Begin the Trinity River gateway improvements
- Replace the Sylvan Bridge (2009-2011)
- Assist in creating appropriate zoning using as a tool new Form-based zoning to facilitate projects.
- Ensure the availability of pre-approved streetscape designs to expedite permitting and construction.
- Capitalize on direct views of the Trinity River and Strand Trail.

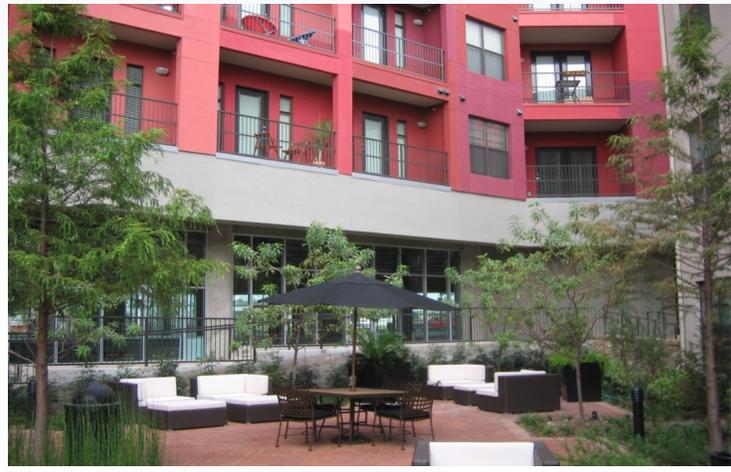
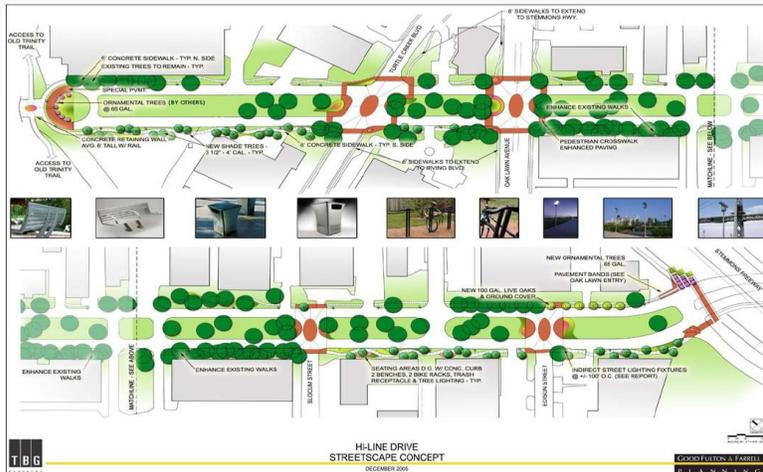
Building on Opportunities, Creating Links



Above are two images of Medical District Drive. On the left is how it appeared in May, 2008. Medical District Drive is currently being upgraded. Possibilities include burying power lines and additional mixed-use development.



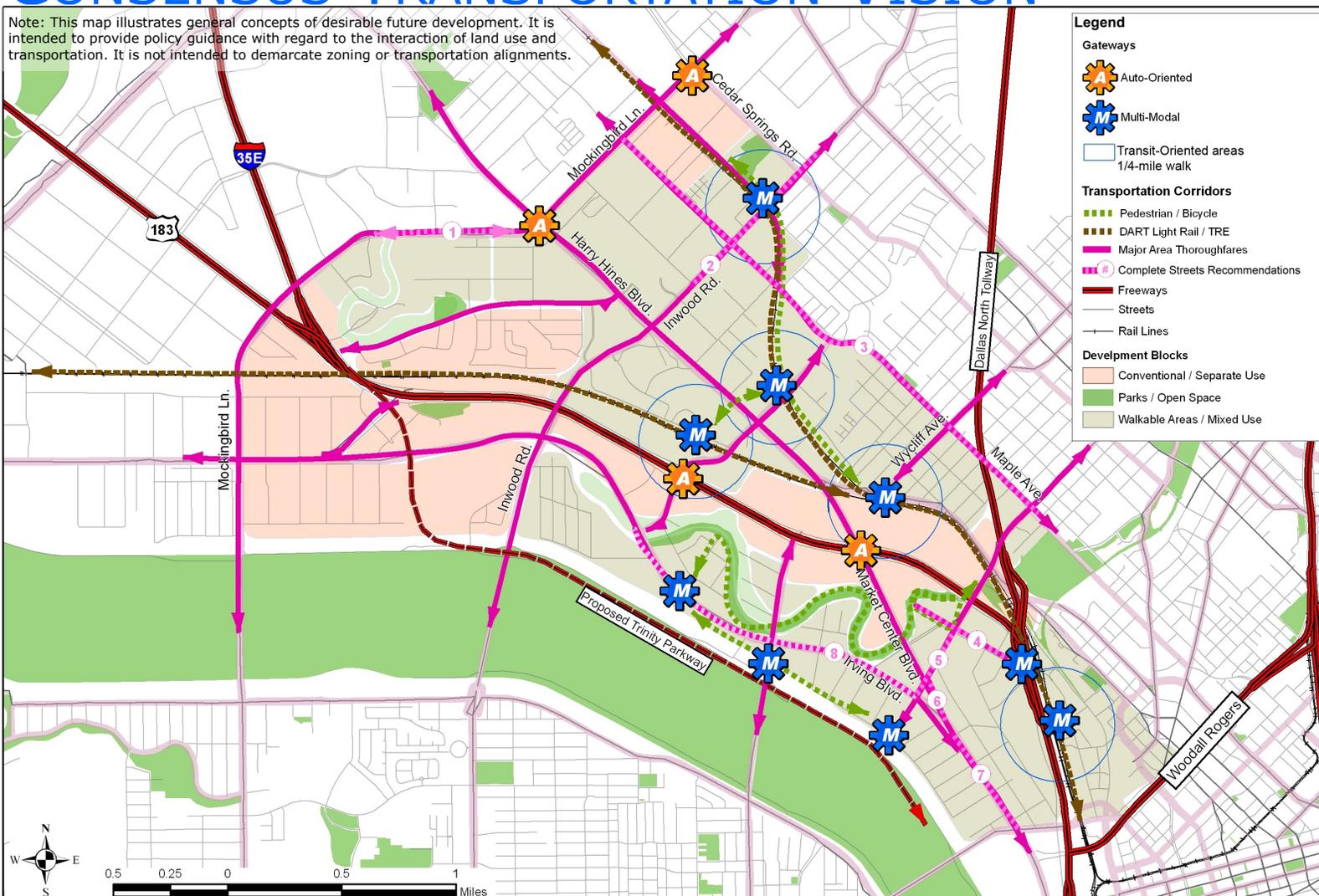
The Design District is undergoing a significant transformation. Work has begun on the trail connecting the Trinity Strand Trail to the Katy Trail along Hi Line (above) and future streetscape designs are underway (below, left).



Significant opportunities for mixed-use development exist within the strategic opportunity areas, especially in close proximity to the DART Green Line Stations. New development has already begun in anticipation of their opening.

CONSENSUS TRANSPORTATION VISION

Note: This map illustrates general concepts of desirable future development. It is intended to provide policy guidance with regard to the interaction of land use and transportation. It is not intended to demarcate zoning or transportation alignments.



The Consensus Transportation Vision Map shows the major existing and desired transportation elements within the study area. These include area gateways, major roadway arterials, and trail connectors.

- **Major Area Gateways:** Gateways represent the boundaries where there is a transition from one section of the Study Area to another. Multi-modal gateways are accessed by a variety of transit options such as transit, bicycle, and walking, whereas auto-oriented gateways are primarily accessed by car. Different gateways need different landscaping, lighting treatments and signs to help people navigate the area and create a sense of place.
- **Major Arterials:** The study area has numerous freeways and major arterials including the Stemmons Freeway, Mockingbird Lane, and Harry Hines Boulevard. Enhancing these connections is vital to transportation within the area. The planned Trinity Parkway Connector is an approximately nine-mile relief route around the west and south sides of Dallas' central business district.
- **Trail Connections:** Currently there are only two miles of built trail in the study area. The plan includes over 4 miles of planned, programmed or proposed trails. These include the Medical District trail which uses the DART Green Line route, the Trinity Strand Trail and the Katy Trail Connector to the Trinity Strand.
- **Complete Streets:** The thoroughfare network vision promotes complete streets that serve all users and respond to the varied needs of the neighborhoods through which they pass. A key goal is to incorporate and support alternative modes of transportation, to enhance the role of roadway corridors as destinations and minimize their role as barriers. The transportation vision map (above) indicates key numbered complete street sections.



The Complete Streets Initiative aims to create an integrated and connected network for all modes, ages, and the disabled. Integrating bicycles, walking paths and trails is critical. *left photo: Daniel Lobo - www.daquellamanera.org*

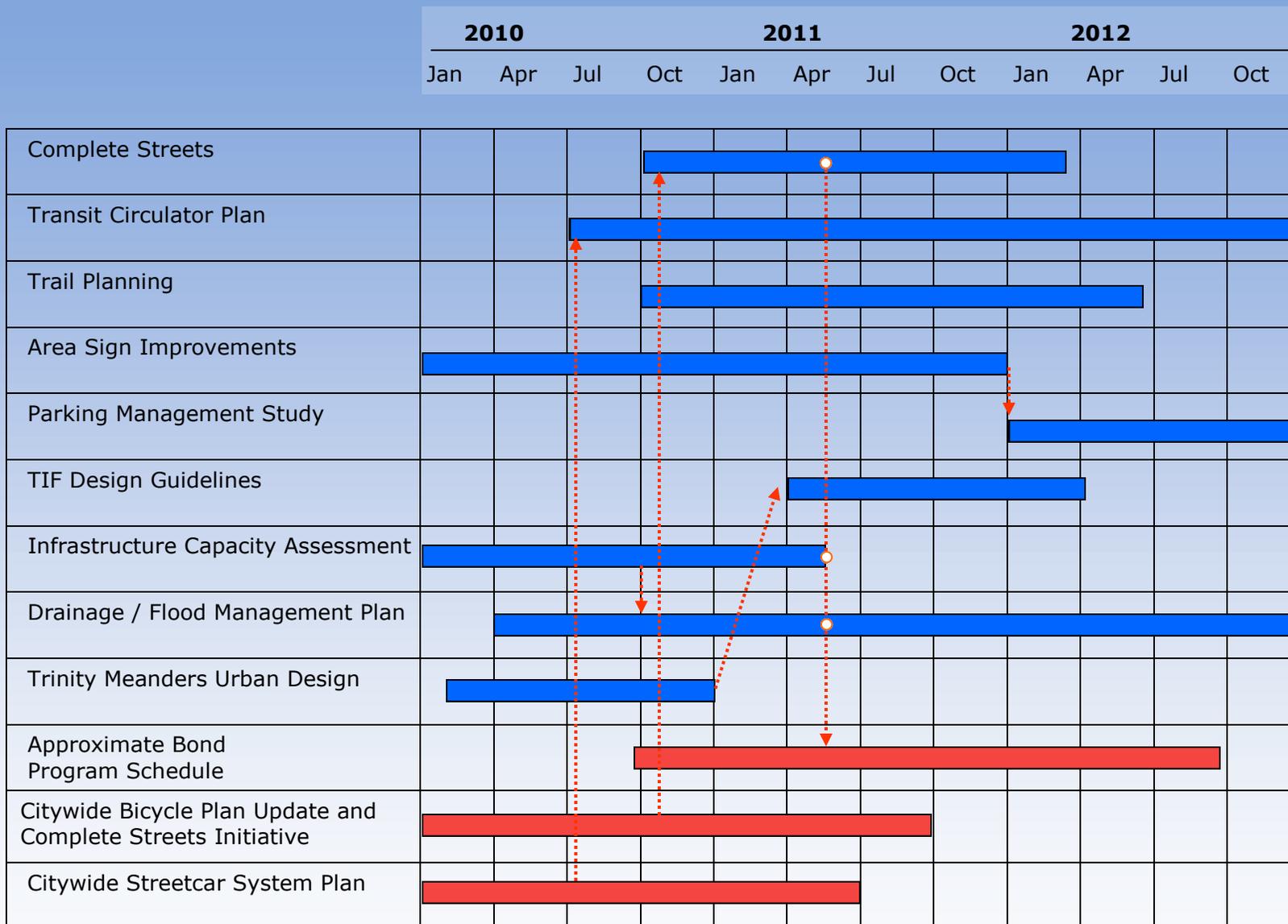


The DART stations Green Line stations (future Medical District Station shown above, left and the future Market Center station above, right) will provide connectivity, spur new development, and become activity centers.



The Trinity Strand Trail will play an important role in the area for recreation and transportation. The trail is envisioned to connect to the Katy Trail, and via on-street connections, to the planned Medical District Trail which takes advantage of the DART Green Line light rail right-of-way.

Proactive Implementation Chart



Projects

Complete Streets: Identify and implement complete streets projects within the study area. Identify corridors not meeting the vision, create the appropriate complete street design for the corridors, coordinate with the citywide complete streets initiative, bicycle plan and thoroughfare development plans, and create a street-rebuilding schedule tied to the CIP / bond program.

Transit Circulator Plan Work with the Southwestern Medical District and DART in coordination with the City streetcar system plan. Identify routes for shuttle service within the district and determine the feasibility, potential use and impacts of circulator shuttle routes or other connections to other destinations such as the Design District, Victory development, and the West End.

Trail Planning: Identify partners, funding, and provide planning support to further move trail development within the study area . Trails include the Trinity Strand Trail, Trinity Strand / Katy Trail Connection and Medical District Trail.

Area Sign Improvements: Design consistent and effective wayfinding signs within the Medical District and establish the regulatory framework for the sign system.

Parking Management Study: Work with the Southwestern Medical District and DART and a parking management consultant to leverage existing and proposed parking to enhance public parking and circulation within the medical district.

TIF Design Guidelines: Work with the Office of Economic Development, CityDesign Studio and the Southwestern Medical TIF to update design standards compatible with Form District zoning standards. These standards should provide a cohesive design compatible with existing desirable development and with the aesthetic goals of the Medical District.

IMPLEMENTATION PROGRAM OVERVIEW

Creating a vision of the future is only the first part of a successful plan. Identifying the ways to achieve that vision is of critical importance. The Implementation Plan identifies the specific actions necessary to reach the vision. These specific actions, grouped under implementation items, describe the major areas addressed by this plan to ensure progress toward the vision. Implementation items are categorized as short, medium, or long-term. Some actions may be specific and achieved rapidly while other actions may require a long-term commitment from various entities working together. The implementation items in this plan, whether short, medium, or long-term, work together to achieve the overall vision for the area. This implementation program document contains a list of actions to achieve the vision and the projected timeline for their completion.



DART Market Center and Southwestern Medical District/Parkland Station



Wycliff Avenue Trinity Access Area

COORDINATION

Many of the tasks in reaching the vision will fall to agencies outside of the City of Dallas or to private development guided by the policies described in this document. Most tasks however will be taken on by various departments of the City of Dallas. The implementation section contained within the plan acts as a blueprint for coordination and resource sharing. The plan provides guidance to the decision making process regarding coordination on public facilities, service programs, and future capital expenditures.

MONITORING

To ensure progress toward the Vision periodic reporting will assess progress toward the plan's goals. This reporting will provide an opportunity to identify any road-blocks on the path to fulfilling the vision, and an opportunity to assess new ways to work cooperatively to surmount those obstacles. Monitoring and assessment will also afford the consideration of additional planning efforts which may be needed in anticipation of changing circumstances and new community needs.



American Airlines Center