

Sunrise over White Rock Lake by Dahlia Woods

forwardDallas!

COMPREHENSIVE PLAN

VISION

CITY OF DALLAS
ADOPTED JUNE 2006

The future of Dallas is in your hands.

The Vision represents a summary of the forwardDallas! Plan. To learn more about forwardDallas! refer to the attached CD. This disc contains all four components of the Plan as well as additional background and analysis.



Welcome to the forwardDallas! Vision. This Vision describes the future of Dallas based on the desires and dreams of thousands of local stakeholders that participated throughout the forwardDallas! Comprehensive Planning process. This document describes the future we envision for Dallas. A City filled with many neighborhoods with unique character, safe parks, bustling transit centers, a thriving urban downtown, and excellent employment opportunities. This can be Dallas' future, and the forwardDallas! Plan is the strategy to make it happen.

The future of Dallas begins now.

forwardDallas!

Let's build our future.





Thousands of Dallas residents, including high school students and other youth, participated in public workshops, open houses and forums.

Dallas is a city of neighborhoods. Residents say they “live in South Dallas” or “live in Pleasant Grove” or “live in Lake Highlands” in the same breath they say they’re “from Dallas.” Families residing in Hidden Valley or Hamilton Park can’t imagine moving anywhere else. Those who call their Oak Cliff neighborhood home think theirs is the quintessential Dallas experience, just as those who reside in an Uptown condo view their urban lifestyle as defining Dallas.

ForwardDallas! celebrates these different life experiences—in fact these neighborhoods, each with a unique personality, give Dallas a vibrancy of cultures, lifestyles and economic options missing from so many other urban areas in this nation.

CRAFTING THE VISION

In the beginning:
Residents and business leaders are polled about their ideas for forwardDallas!



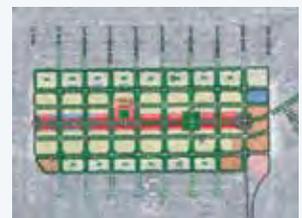
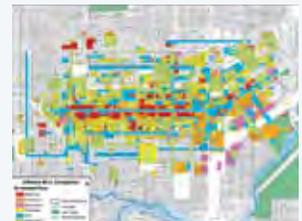
Next: Advisory Committee
establishes Guiding Principles and meets regularly to review progress.



Next: The City holds
community-based and citywide workshops to garner input.



Maps are created to
capture community input on desired future development.





Strengthening these neighborhoods in ways that preserve their individuality while at the same time uniting all of them with a vision of the future is the goal of forwardDallas! This will improve the livability of the city by offering better transportation options, bustling commercial centers, improved traffic and development patterns and world-class opportunities in the arts, entertainment, education and environment for all residents.

This Dallas of the future, with its distinct neighborhoods, inviting public spaces and lively entertainment options, is a place residents will be proud to call home and a place that visitors will want to return to again and again. This is the vision of our city as we all move forwardDallas!

What does a vision mean?

A vivid mental image.

Sight: the ability to see.

The perceptual experience of seeing.

The formation of a mental image of something that is perceived to not be real, but is possible.

Imagination that reveals what the world could be.

Then: Scenarios are created that answer the question, "If we do this, what would happen?"



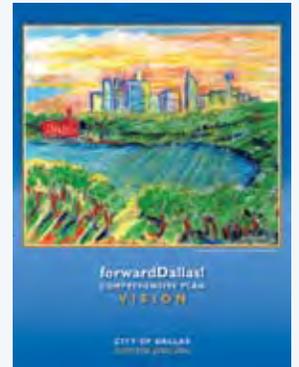
Scenarios are evaluated to decide how to best position Dallas for its future.



A shared vision is created of how to best position Dallas for its future.



Finally, forwardDallas! is created.





ForwardDallas! was guided by the community it was designed for—the citizens of Dallas.



The Policy Plan guides decisions made in regards to land use, housing, transportation, neighborhoods, environment, economic development and urban design. The Urban Design Element sets policy for achieving more walkable and pedestrian-friendly development throughout Dallas such as that found at Stone Street Gardens.

Developing a cohesive vision of Dallas' future allows residents, business owners and visitors an opportunity to see what this city strives to be. This vision of forwardDallas! has been developed by the people of Dallas, who spoke with a strong voice about what they value in their community and what they want for its future.

Dallas' rapid growth means the city is constantly undergoing significant change. Depending upon how such growth is directed, these changes could be good for the city's residents, commerce and infrastructure. If growth is unguided and occurs without a coordinated plan for the city, it can harm the very qualities Dallasites hold dear. Having a vision helps guide and inform the decision-making process to define and manage the city's future. This provides the opportunity to make sound, informed choices about how to get there.

Dallas has produced various plans in the past but none as comprehensive, far-sighted and bold as forwardDallas! which has four parts.

1. **A Vision** – This portion of forwardDallas! captures the ideas, ideals and goals residents have for the future of Dallas.
2. **A Policy Plan** – This provides the overall policy framework to guide decisions over time toward achieving the Vision.
3. **An Implementation Plan** – This provides two timelines for accomplishing goals outlined in the Vision and Policy plans—short-term projects to be completed in two years, and longer term projects to be completed within five to seven years.
4. **A Monitoring Program** – This gives the City and citizens a framework for tracking progress toward the Vision of forwardDallas!



ForwardDallas! builds from previous Dallas plans.

ForwardDallas! builds from other plans such as the 1994 Dallas Plan, the 1987 City of Dallas Growth Policy Plan, the recently adopted Trinity River Corridor Comprehensive Land Use Plan, the Strategic Engagement Economic Development Plan and the many small Area Plans such as the Inside the Loop Plan, Arts District Plan and the Fair Park Comprehensive Development Plan. These are incorporated into forwardDallas!, creating a cohesive citywide vision for the future. A list of land use studies is included in the appendix of this document for informational purposes.

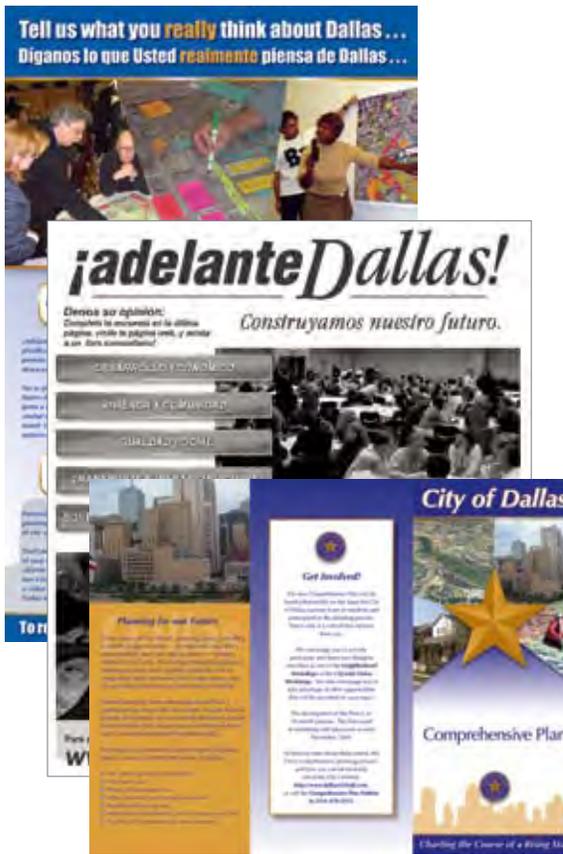
Hundreds of Dallas residents contributed their ideas and dreams to forwardDallas! Some attended communitywide listening sessions with City staff. The 75-member Advisory Committee, appointed by City Council, over the course of several months and many meetings reviewed and refined each step in developing the final document. Members of this Advisory Committee included business leaders, neighborhood representatives, public agency leaders and concerned citizens.

A panel of five City Council members helped shape the research methodology and creation of the Vision. Finally, the City Plan Commission and City Council held regular meetings with the forwardDallas! team to monitor progress and provide guidance.

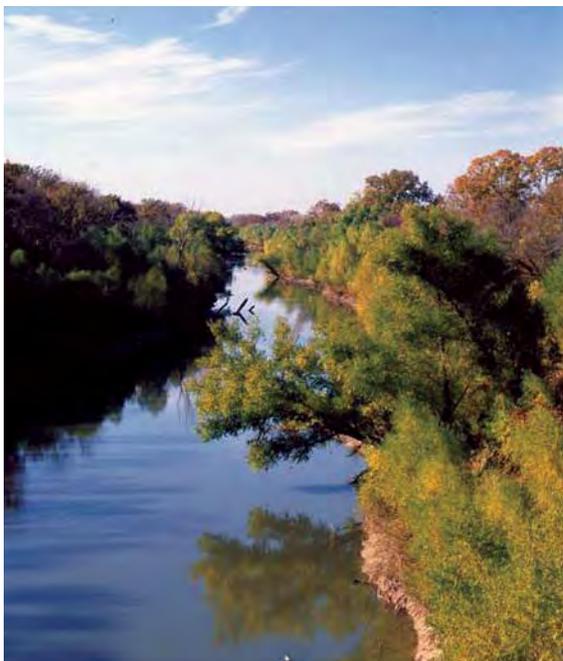


The Advisory Committee works together to prioritize the Guiding Principles for the forwardDallas! Vision.





Outreach in two languages provided the community with the opportunity to identify its top priorities.



Preservation of open space and natural areas enhance the physical character of the city and provide ecological benefits such as reduced storm water run-off and improved air quality.

A diverse mix of people, representing all walks of life in the city, participated in surveys and opinion polls conducted before work was begun on forwardDallas! Respondents overwhelmingly agreed on several key results, and they believed these results should be the foundation for building a Vision for Dallas.

Recognizing the strong support these core values have across the city, forwardDallas! has used these six Core Values as the underpinning for all its proposals and recommendations. These Core Values are:

Education: Access to good education and good jobs

Education and a wide range of good jobs are two of the most important values in Dallas. Dallas residents want a city with a wide range of good jobs and an education system that adequately prepares people for those jobs.

Ideal: The economy is thriving, with diverse businesses growing and people working.

Public Safety: A safe city

Dallas residents value a sense of personal safety and of being able to go where they want, when they want, free from worry.

Ideal: People feel safe where they live, work and play.

Healthy Environment: A beautiful city with healthy air, water, trees and parks

Residents strongly value the area's natural assets and want to protect air quality, water quality and trees. Access to nearby parks is important for public health and livability of neighborhoods.

Ideal: The city's natural resources are conserved and protected for current and future generations.



Improved bus and rail transit is a cornerstone of the forwardDallas! Vision.

Job Growth: Investment in the Southern Sector

Dallas residents from across the city recognize and value the future potential of the Southern Sector and want to encourage and bring new jobs, better physical infrastructure and more opportunity to this area.

Ideal: Southern Dallas is a desirable place to live, work and play.

Convenient Transportation: Offer choices in how to get around

Dallas residents want options on how to get around the city and the region that include public transit and attractive streets to walk. Having more opportunities to walk to transportation hubs, housing and entertainment are particularly valued.

Ideal: People and goods move reliably, efficiently and safely through the city.

Quality of Life: Diverse housing, recreational, cultural and educational opportunities

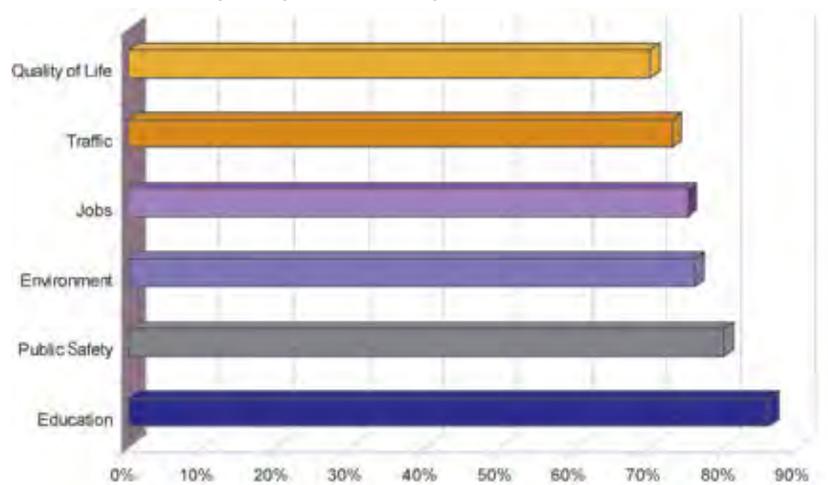
Dallas' diverse population wants equally diverse choices in where and how to live and ways to shop and have fun.



Photo courtesy the Dallas Convention & Visitors Bureau

Outdoor recreation and accessible natural areas such as the White Rock Lake improve the quality of life in Dallas.

Chart I-1.1 Survey Respondents' Top Priorities



Survey respondents' top priorities for the future of Dallas.

More than 2,000 Dallas residents and business leaders participated in 11 public workshops and over 100 meetings with neighborhoods and other stakeholder groups. Participants at these events provided invaluable input that was used to develop the forwardDallas! plan. These workshops and meetings were so successful that the City will use this format in the future when planning goals need to be updated. Using the framework of the Core Values, the Advisory Committee identified common themes that surfaced at each of these meetings. Residents who attended these planning workshops provided descriptive pictures of what they want their communities to look like. These are the Common Themes that emerged:



Provided with maps, “game pieces” that represent development types, and growth projections, workshop participants were asked to plan for the future.



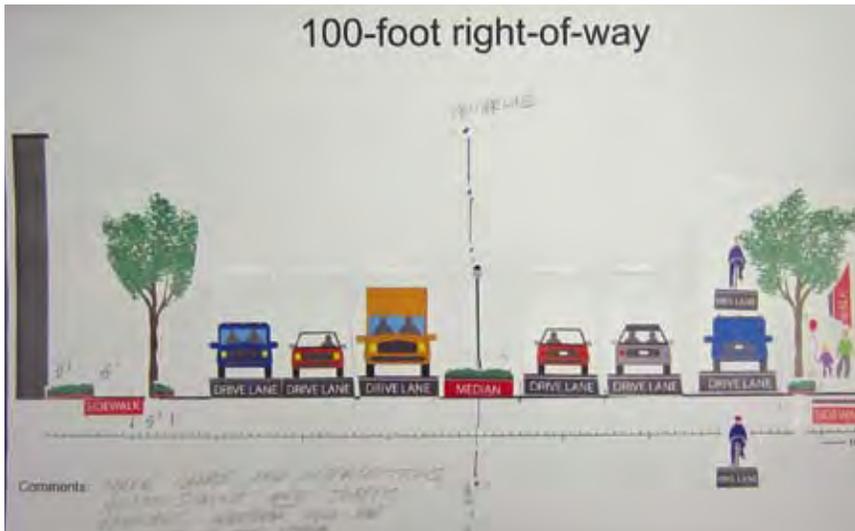
Through consensus and group discussion, each table determined how to best accommodate the projected household and population growth for the area.



Above is an example of a completed map reflecting one workshop’s group ideas for Jefferson Boulevard in Oak Cliff.

Provide better streetscape design and main streets throughout the city.

At each workshop, groups were asked to design their version of an ideal street. What emerged is a strong indication that people want to change the design and function of many streets throughout Dallas. Residents expect many streets to remain as they are, with an emphasis on safely carrying large volumes of cars at relatively high speeds. Participants also support the idea, however, of converting some streets in key areas into bustling shopping districts that attractively and safely accommodate pedestrians and bicyclists as well as cars, trucks and buses.



At the workshops, each group was asked to establish their preferred streetscape cross-section as shown in the two hand-constructed diagrams above.

Streetscapes with shade, storefront windows and plantings provide a pleasant pedestrian experience.



Stable urban neighborhoods should also be preserved and sustained. Many of the new housing types such as townhomes recommended in the Housing Element are prevalent within these communities.

Protect and preserve existing neighborhoods.

One community workshop focused on a neighborhood where existing homes are being torn down and replaced by larger houses that stand apart from the character of nearby homes. This workshop was so heavily attended, with so many ideas presented, that follow-up meetings were held. To address this issue at a citywide level, workshop participants noted the need for an additional tool to protect neighborhoods beyond the popular historic and conservation districts.

One strategy forwardDallas! will use is to identify stable areas and put strategies in place that direct most growth away from these areas of stability and into areas where development can be a force for healthy change.

Build on the success of historic preservation in the community.

Historic preservation has played a key role in defining Dallas' unique character. Preserving historic neighborhoods and buildings creates a direct, visual link to the past, contributing to a "sense of place." Historic preservation projects in Downtown Dallas provided a foundation for future revitalization. In the Fair Park Historic District preservation efforts have garnered national recognition and honor awards. In other neighborhoods, such as Bishop Arts District, conservation has created direct economic impact. All of these efforts should be celebrated and built upon.



forwardDallas! includes policies that will direct most growth away from existing stable neighborhoods.



Dallas' historic buildings and communities are important to preserve the unique character of city.

Sustain the City's pro-economy approach.

Participants clearly stated their desire for jobs, jobs and more jobs. Echoed throughout all workshops, participants stated the desire to see efforts that would provide a variety of jobs for the available workforce.

Match housing with jobs.

Those attending these workshops wanted to find ways to provide more housing near jobs within the city. Bringing housing closer to jobs can reduce overall commute times as well as create more attractive communities where people can walk, bicycle or ride public transit between work and home. This can have a positive impact on quality of life and the environment.

Improve opportunities for owner-occupied housing.

Dallas has a high percentage of rental housing, especially concentrated in large apartment complexes. Based on public research and community workshops, there is an unmet demand for more homeownership, including traditional single-family homes, as well as townhouses and condominiums in predominately mixed-use areas near jobs and shopping.



Downtown and the Stemmons Corridor will continue to be the City's major employment centers.



Stable neighborhoods such as Forest Hills will not experience much change. Growth will be directed toward areas of change, where development can have the greatest positive impact.



Creating more opportunities for owner-occupied housing is an important strategy for Dallas.

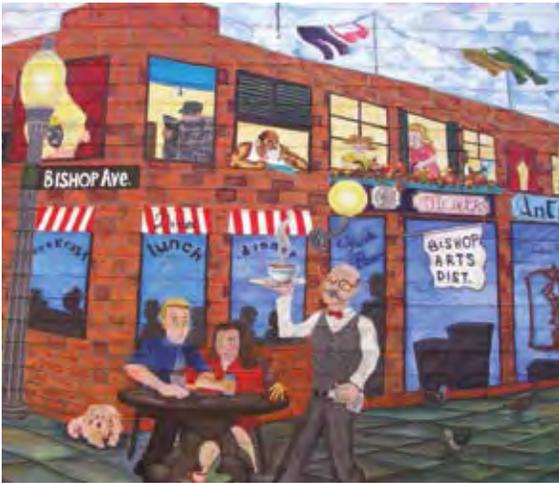
COMMON THEMES



Redevelopment of underutilized land in Dallas is a key strategy of the Land Use Element. Urbanized corridors such as Jefferson Boulevard benefit from infill development.



Infill development makes more efficient use of the land by bringing services, jobs and housing closer together. The image above illustrates what Jefferson Boulevard could potentially look like if the policies set forth in the Land Use Element are put into place.



The Neighborhood Element of forwardDallas! focuses on strengthening Dallas' many diverse and unique neighborhoods. Public art like this mural in the Bishop's Art District add charm and identity to the community.

Provide housing choices for people at various income levels.

This topic raised concerns at the workshops that increased land values will mean lower-income residents may be forced to move. This is closely tied to the concept of increasing the types of housing available to Dallas residents—as well as providing more ownership opportunities, beyond traditional large lot, single-family homes.

Promote prosperity throughout Dallas.

People embraced the notion of investing in areas where added capital and development can result in significant and positive change. Participants suggested using tools that helped revitalize areas such as Oak Lawn in other sections of Dallas.

Build on the strengths of Downtown Dallas.

As goes Dallas, so goes the region. Everyone made it clear that a thriving Downtown is the key to not only the city's success but the success of the entire North Central Texas region.

Pursue redevelopment and revitalization.

The theme of redevelopment, rehabilitation and revitalization rang loud and clear over and over. Participants' favorable view of redevelopment indicates a sophisticated understanding of the dynamics at work to create a vibrant Dallas and a progressive attitude toward change. People saw redevelopment as the key.

Connect communities with the Trinity River and nature.

Parks and natural areas are highly valued in Dallas. From White Rock Lake to the Trinity River, and even in areas that participants declared "stable," people want additional parks and trail connections as fundamental ingredients of a high quality of life.

Build from current plans and successful planned developments.

Most workshop participants want to continue to use existing plans and to build from that work. Participants commonly cited the Oak Lawn Planned Development as a good example of successful planning. There are a number of strongly supported and successful plans throughout the city that should continue to be implemented.

Embrace all types of land use.

Workshop participants were interested in having a wide range of land use options and scale in Dallas. While some land use types reflect a definite nod toward autos, others focused more heavily on walking and bicycling. Variety is the key in what workshop participants wanted for land use types throughout the city, recognizing differences in appropriateness and scale from place to place.

Capitalize on existing and proposed transit centers.

Many people believe a large amount of capital investment in the city's more than 40 light-rail DART stations has not been fully leveraged. Participants believe that increasing jobs and housing near these stations would better use this public investment and simultaneously provide desirable housing choices.



ForwardDallas! capitalizes on the intrinsic benefits of the Old Trinity River by providing a unique and healthy atmosphere where people can live, work and play.



Transit Centers are central to linking land use, transportation and economics. Transit oriented development will connect people with opportunities for jobs and housing and provide access to services all within a half-mile walk of a transit station.

KEY INITIATIVES

Six key initiatives have shaped the various elements of the Policy Plan, and the specific actions in the Implementation Plan. The Policy Plan provides a framework for land use, economic development, housing, transportation, urban design, the environment and neighborhoods. The Implementation Plan provides a timeline for accomplishing these various goals. These Key Initiatives are described below:

- Enhance the economy.
- Make quality housing more accessible.
- Create strong and healthy neighborhoods.
- Enhance transportation systems.
- Ensure environmental sustainability.
- Encourage new development patterns.



Photo courtesy the Dallas Convention & Visitors Bureau

The Downtown region will continue to be a major focus for transportation, economic and housing development.



Enhancing the economy includes bringing housing into the Downtown area and increasing investment in the Southern Sector.

Enhance the Economy

The approach to economic development in forwardDallas! differs from most economic development strategies. It is based on the premise that balancing land use is the most powerful tool available to the City in structuring a sound tax base. It also recognizes that strategically using public resources can stimulate private investment. Dallas will continue to be an economic engine for the region. The challenge is making Dallas a place where all types of families want to live because of the range of amenities offered to city residents. ForwardDallas! stresses that economic development in Dallas should focus on creating a high standard of living for all people, cherishing and enhancing the historic built and natural environment and recognizing the diversity and cultural assets that Dallas has to offer. Some of the strategies that will be implemented to achieve this goal include investment in the Southern Sector, strengthening Downtown Dallas and enhancing core industries.

Make Quality Housing More Accessible

Maintaining a healthy balance of housing and jobs is important for the long-term sustainability of Dallas. This housing strategy is aimed at increasing ownership, diversifying the city's housing stock and providing more opportunities for affordable housing. As Dallas' population increases, so will the demand for housing. Within the regional context, Dallas has the greatest range of housing needs and problems. Addressing these problems and creating more opportunities for housing in a landlocked city where most property is devoted to single-family dwellings will require creative solutions. Dallas must diversify housing options and increase homeownership in all populations. This Key Initiative focuses on creating housing options that answer the needs of Dallas' diverse population while sustaining existing neighborhoods. Ensuring that quality housing is accessible to all people, regardless of income or race, will help make Dallas a more prosperous, vibrant and inviting city.



From senior housing to affordable housing, a diversity of housing options is needed for Dallas' diverse population.



Single-family neighborhoods with detached houses like that above will remain an important part of Dallas' future.

Create Strong and Healthy Neighborhoods

Dallas is culturally and economically diverse, and while there may be many similarities between its residents, there are differences that must be addressed in order for Dallas to become a more equitable and healthier place to live for all people. Ensuring that people from all parts of Dallas have equal access to quality neighborhoods with good public schools, plenty of parks and other public amenities is an important Key Initiative of this plan. Equally important are provisions to protect existing neighborhoods by steering growth toward areas where it is wanted and needed. Residents want Dallas to assist in the improvement of public schools by working with school districts to coordinate capital improvements and financial planning and create combined amenities such as parks, sports facilities and community centers.



Enhance Transportation Systems

Managing and planning for the city's transportation systems is a major responsibility of forwardDallas! The Transportation Element of the Policy Plan incorporates the "livable streets" principles of Context Sensitive Design (CSD) which goes beyond traditional thoroughfare planning to be more inclusive and address the long-term land use goals. CSD ultimately ties together land use and thoroughfare planning to ensure that street design responds to the character of the neighborhoods streets pass through.



By utilizing alternative transportation options, congestion throughout Dallas can be reduced.

Transit oriented development (TOD) is a key component of forwardDallas! as it pairs real estate development with a transportation system that can support the addition of jobs and housing. This TOD style of development ensures that residents, workers and visitors have transportation options, including rail or bus. ForwardDallas! recommends new zoning and development standards for areas adjacent to rail lines to attract and support businesses and housing that make the most of these rail stations. Planning and coordinating development with DART fully leverages the massive public investment already made in the transit system and allows housing and job growth with little additional strain on existing roads. ForwardDallas! also emphasizes keeping abreast of emerging transit technologies such as a modern downtown streetcar circulator system and Bus Rapid Transit (BRT).



The McKinney Streetcar is a good example of how transit can serve Downtown retail businesses.



Bus Rapid Transit service could provide immediate boardings, convenient handicap access, and efficient alternative transportation for area commuters and visitors.

Ensure Environmental Sustainability

This initiative focuses on protecting Dallas' water quality and watersheds, promoting energy efficiency, increasing the urban tree canopy, improving air quality, protecting and enhancing open space, planning for more parks and maintaining important views and vistas. Residents want a healthier natural and urban environment and forwardDallas! builds from existing plans, such as the Renaissance Plan and the Friends of the Old Trinity Trail Master Plan, by establishing policies for open space, recreational trails and restoration of degraded natural areas. Central to this Key Initiative is identifying, inventorying and protecting important natural resources, sensitive ecosystems, open spaces and cherished views. Included are policies to mitigate the urban heat island effect, improve storm water management within the city, reduce smog, expand the absorption capacity of floodplains and allow the restoration and rehabilitation of Trinity River riparian corridors. City-funded infrastructure will meet national "green building" standards through the Leadership in Energy and Environmental Design program established by the U.S. Green Building Council. Dallas residents will enjoy better access to new recreational areas and trails through the acquisition and protection of environmentally sensitive lands in floodplains, riparian areas and within the escarpment. In addition, long-range planning for parks and open spaces will ensure residents can enjoy access to quality natural areas and recreational opportunities in the decades to come.



Expanding Dallas' trails and bikeway system will provide healthy recreation outdoors.



Undeveloped, natural areas along the Trinity River provide important riparian habitat and access to open space.



Protection of natural areas such as Turtle Creek provides flood absorption, urban habitat and natural beauty.



Focusing housing development near access to bus and transit options provides residents with alternatives to car travel.



The Vision calls for encouraging new development patterns including main streets such as Knox-Henderson.



The Transit Center Building Block incorporates new residential development within urban core areas such as the condos in the West Village neighborhood.

Encourage New Development Patterns

In order to achieve the Vision, new development patterns, called Building Blocks, have been developed. These Building Blocks, which address transportation, urban design and housing, incorporate both existing and future development. They arrange housing and employment opportunities in ways that can decrease the use of cars, increase the use of public transit, and decrease the overall amount of land developed to promote open, green spaces. The Vision Illustration (pages 21-22) shows the locations of these Building Blocks in Dallas and can be described as follows:

What the Vision Illustration IS:

- This graphic of the city is a reference for applying broad policies that are important to the future economic vitality and quality of life in the city. The Vision Illustration shows possible general locations of Building Blocks or development patterns based on three broad aspects of public policy related to land development.
 1. The desire to promote household and job growth in the Southern Sector, the Trinity River Corridor and around DART stations;
 2. The desire to promote a balance of economic development initiatives to strengthen the tax base and create prosperity;
 3. The priority given to pedestrians, bicycles and bus or rail lines to reduce traffic congestion and improve air quality.
- This represents an illustration of the collective desires and goals of city residents, business owners and civic organizations. This is what the city could become in 25 years or so, not necessarily what exists today.
- Each area, regardless of its color on this illustration, will have a variety of land uses and densities. The color coding is representative of a range of land uses and densities over a large area and not specific to any one site within the area.
- This graphic takes into account all the elements needed for a vital, growing city—everything from open spaces and parks to transit, neighborhoods, educational institutions and industrial areas.

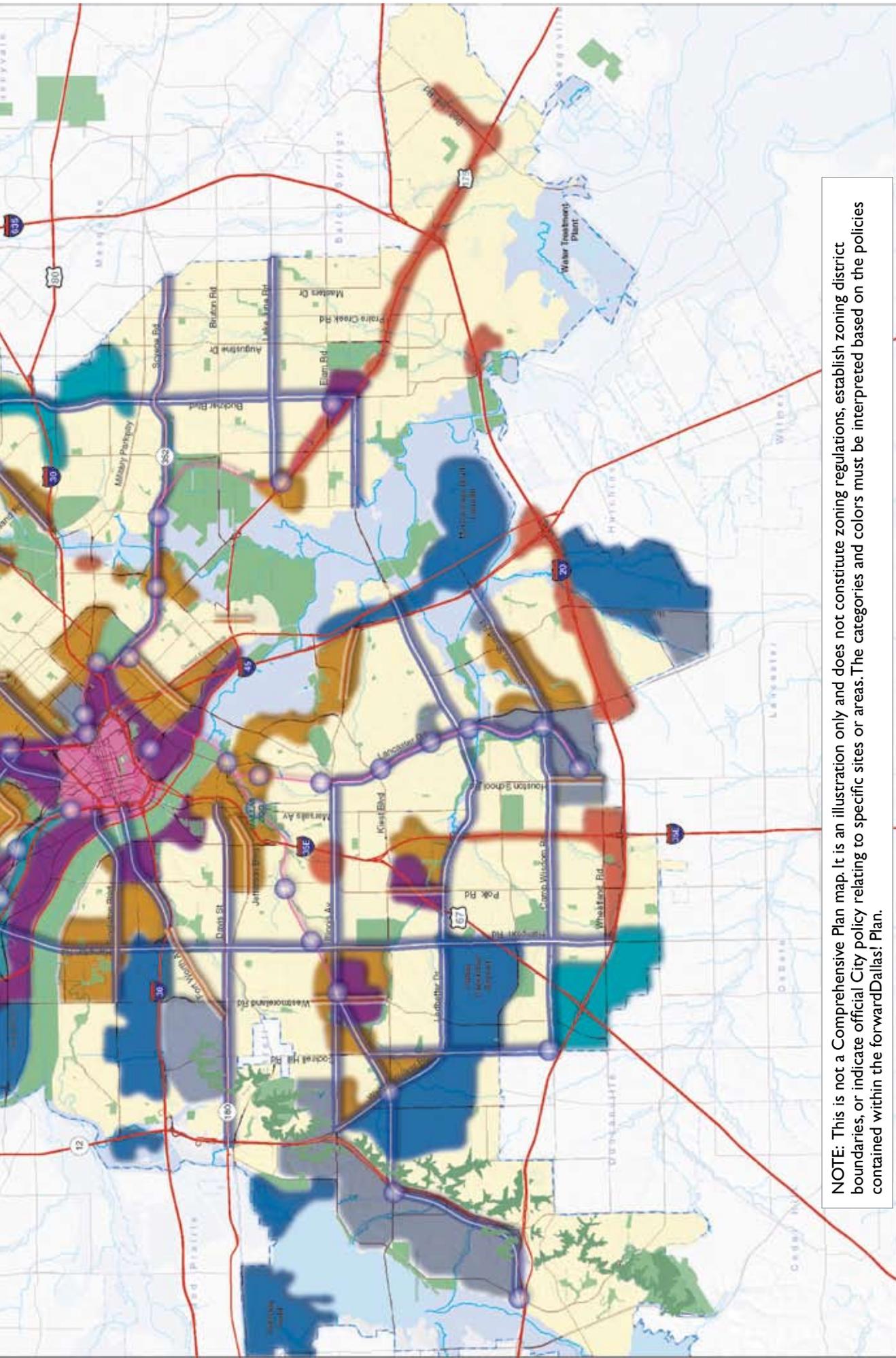
- The Vision Illustration will serve as a guide during discussions of development, land use and growth. It will not be the end-point of discussions, rather an additional element of those discussions, considered along with other more site specific and area specific issues.

What the Vision Illustration is NOT:

- This is NOT a current or future zoning map. It is not to be used to determine individual zoning issues or site specific design regulations or to dictate the content of Area Plans.
- This is not a “comprehensive plan map.”
- This is not a map in the traditional sense. It does not attempt to document either existing or future borders or boundaries.



This photo simulation of Buckner Boulevard shows how bringing new mixed-use development to the sidewalk edge helps create a more pleasing environment for pedestrians and drivers alike.



NOTE: This is not a Comprehensive Plan map. It is an illustration only and does not constitute zoning regulations, establish zoning district boundaries, or indicate official City policy relating to specific sites or areas. The categories and colors must be interpreted based on the policies contained within the forwardDallas! Plan.



Large shopping centers represent a typical conventional separate-use type of development. ForwardDallas! calls for these areas to become more like town centers with transit enhancements as well as landscape buffers from the street including sidewalks and street trees.

The Building Blocks of the forwardDallas! Vision mirror existing development patterns and also include some new approaches to arranging the layout of neighborhoods, community centers and employment areas. Building Blocks fall into two main categories:

Walkable, Mixed-Use Building Blocks

These are areas where a healthy balance of housing, jobs and shopping will exist in close proximity, allowing residents to live, work, shop and play all in the same neighborhood. Public transit, bicycles and walking will get priority in these areas, although cars will still play an important role. These areas have slower moving traffic and the average car trip is shorter.

Conventional, Separate-Use Building Blocks

These areas follow a development pattern of distinct areas for housing, jobs and shopping. These areas are typical of post-war suburban cities and are inherently more dependent on the car. They are characterized by large parking lots and faster-moving arterial traffic. Opportunities for walking and bicycling tend to be limited and for the most part are confined to quieter residential areas.

The following section provides brief descriptions of various types of building blocks.



This West Village sidewalk cafe provides a great example of a walkable mixed-use development with outdoor seating and retail on the lower floors and residential living on the upper stories.



Downtown Dallas will be a central location for pedestrian and transit oriented development. Mixed-use development and urban design for pedestrian accessibility will be key components of this Building Block.

Downtown

The Downtown is a centrally located hub that provides high intensity, concentrated regional job and commercial activity supported by high-density housing. A Downtown includes pedestrian-oriented and mixed-use development and offers multiple transportation options. Ground floors of tall buildings feature shops with many windows for visual interest and safety while the streetscape incorporates trees for shade, wide sidewalks and easy-to-use signs for finding points of interest. Civic and open spaces provide an inviting atmosphere for pedestrians as well as a diversity of uses, generating activity throughout the day and evening.

The Downtown Building Block is an important transit hub for commuter rail, light rail, bus and local systems. This area warrants significant public investment to sustain itself as the signature address in the North Central Texas region and to continually reinvent itself to maintain its competitive advantage.

Campus

The Campus Building Block focuses on areas around large master-planned educational, institutional or business facilities outside the Downtown. The University of North Texas campus was the motivating factor for creating this Building Block, although other examples exist, such as the areas around the Southwestern Medical District, the Baylor University Medical Center, the Veterans Administration Hospital and Pinnacle Park. Campus Building Blocks often act as smaller versions of a complete community and include a range of single-family and multifamily housing for students, employees and visitors. A variety of offices, shops, services and open space should exist to support the major campus employer and area residents. Over time, areas such as UNT can take on a “university town” feel as they mature. All Campus Building Block areas should have convenient transit options as an integral component. Economic development efforts should capitalize on the spin-off employment opportunities generated by the primary employers.



Campus areas serve an important civic role in Dallas and bring opportunities for new development. Transit accessibility is central to these areas and will help connect the campus to the greater Dallas area.

Urban Mixed-Use

The Urban Mixed-Use Building Block incorporates a vibrant mix of residential and employment uses at a lower density than the Downtown Building Block. These areas are typically near Downtown, along the Trinity River or near major transit centers. Examples include Uptown, the City Place/West Village area, Stemmons Design District, Cedars and Deep Ellum. Urban Mixed-Use Building Blocks provide residents with a vibrant blend of opportunities to live, work, shop and play within a closely defined area. Buildings range from high-rise residential or mid-rise commercial towers to townhomes and small corner shops. Good access to transit is a critical element. Similar to Downtown, the Urban Mixed-Use Building Blocks offer employment and housing options and are important economic growth areas for businesses. People on foot or bike can enjoy interesting storefronts at ground level with benches, public art, on-street parking and wide sidewalks, creating an appealing streetscape. Large parking areas and other auto-oriented land uses are typically located at the edges.



Urban mixed-use districts will incorporate housing, jobs and commercial activity in strategic locations throughout the city. These areas will be linked to the rest of the city by means of the transit system and will be designed to encourage pedestrian mobility.



DART stations and multi-modal corridors will be characterized by high density mixed-use. Station areas will incorporate a range of uses and will be designed to fit within the communities in which they are located.

Transit Centers or Multi-Modal Corridors

Transit centers support a compact mix of employment, retail, cultural facilities and housing. Multi-modal corridors should encourage the redevelopment of aging auto-oriented commercial strip development while respecting existing single family neighborhoods. While normally located around DART light-rail or commuter rail stations, these building blocks could also be focused streetcar or enhanced bus corridors such as bus rapid transit. Examples of transit centers include the Mockingbird Station area, the Cityplace Station area and the Westmoreland Station area, and examples of multi-modal corridors include the Lancaster and Ferguson Road corridor. These areas offer dense mixed use at the transit station or multi-modal corridor and then transition to multi-family and single-family housing at the edge. Of all the Building Blocks, this incorporates the greatest range of building structures and land uses, including multi-story residential above retail to townhomes to single-family residences. Transit centers and multi-modal corridors may sometimes be near residential neighborhoods and call for appropriate mitigation requirements. Areas currently developed with single-family or duplex uses should generally be maintained unless redevelopment is addressed through an Area Planning process. Multi-modal corridors in particular would diminish quickly in scale, density,

and intensity away from the corridor, respecting existing single family neighborhoods while maintaining a strong focus on transit-orientation and access. Interactive public plazas and/or civic uses will be centrally located and residential roof terraces and balconies overlooking transit station areas add “eyes on the street” that can aid public safety.

Main Streets

Main streets are modeled after the American tradition of “main street” as a place for living, working and shopping. Examples of these streets with concentrations of pedestrian activity include Jefferson Boulevard, Knox-Henderson and Lovers Lane. Main streets, typically no more than a mile long, are active areas with buildings one to four stories in height and usually placed right up to the sidewalk with parking available on-street. Away from the “main street,” density quickly diminishes, thus minimizing impacts on nearby neighborhoods. This Building Block will likely be served by bus or rail and contain safe and pleasant walking environments. Streets have trees and wide sidewalks. There may even be landscaped paths from the “main street” to rear parking areas, sidewalk cafes, outdoor dining areas or courtyards. The primary public investment in these areas will be upgrading streets and walkways to create safe high-quality pedestrian environments.



Main streets are designed to be active areas that are easily navigable by pedestrians and are visually inviting. These areas are reflective of the traditional “American main street” and are served by a variety of transit options.



Urban neighborhoods provide a range of housing options, including single-family detached dwellings and townhomes.

Urban Neighborhoods

Urban Neighborhoods, including Oak Lawn, the Grand Avenue area in South Dallas, the area near Jefferson Boulevard and the Vickery Meadow area, are predominately residential but are distinguished from other neighborhoods by the wide variety of housing options they provide and easy access to public transit. Housing choices should include single-family detached dwellings, townhomes and low- to mid-rise condominiums or apartments. These neighborhoods will have concentrations of shops and offices along key corridors or at key intersections, providing important services and job opportunities within walking distance of residences. These areas may have mixed-use buildings with ground floor shops. Areas currently developed with single-family or duplex uses should generally be maintained unless redevelopment is addressed through an Area Planning process. Urban Neighborhood streets will be very pedestrian friendly, providing excellent connectivity to shopping, schools and other community services. Emphasis should be placed

on slowing traffic through use of on-street parking and other similar traffic calming measures. Public investments in these areas will focus on parks, pathways, transit stops, pedestrian-oriented landscaping and road improvements.

Business Centers or Corridors

This Building Block represents major employment or shopping destinations outside of Downtown. Examples include the Galleria area, the NorthPark Center area, Southwest Center Mall area at I-20 and US Hwy 67 and the Stemmons Corridor. Business Centers are usually at major intersections or along highways or major arterials and rely heavily on car access. These areas typically include high-rise office towers and low- to mid-rise residential buildings for condos or apartments and may include multifamily housing. Land uses are typically separated from one another by parking lots, freeways or arterial roads. Streets in these areas emphasize efficient movement of vehicles. Bold lighting and linear landscaping features such as esplanades and tree-lined boulevards can all work to distinguish and identify these areas. Public spaces may be at key entry points and central locations. Gateway landscaping, monuments and other devices will provide visibility from the freeway and guide visitors to destinations. Public transit may play a role in these areas and help create some pockets of transit oriented development. Business Centers and Corridors provide important concentrations of employment within Dallas that compete with suburban areas.



Business centers and corridors are designed to accommodate the automobile and provide access to public transportation. However, these areas do not necessarily need to be dominated by surface parking lots. Rather, urban design features such as gateway landscaping, monuments and tree-lined boulevards can help to distinguish these areas more effectively.



Industrial areas in Dallas are designed to follow a similar development pattern consistent with past trends. This includes low-density buildings, industrial yards and ample surface parking for cars and trucks.

Industrial Areas

Industrial Areas, which offer important employment opportunities, occupy large areas of land and usually are near major roads and heavy rail lines. Evolving technology and the need for freight movement through Dallas to the rest of the country and internationally means this sector can offer good opportunities for jobs. Logistics and warehousing, a growing industry with strong potential for upward mobility of skilled workers, would thrive in such areas. Examples include Southport and the Agile Port, parts of West Dallas along I-30, and the Stemmons industrial area. These areas include a mix of low- and medium-density industrial buildings and industrial yards and have large surface parking for cars and trucks. Industrial Areas rely on quality road access and may be linked to rail for freight purposes. Street lanes are wide and intersections are large. Transit, sidewalks and other pedestrian improvements are limited.



Commercial centers and corridors are designed to accommodate the automobile, and will incorporate landscaping and urban design features to enhance the visitor's experience. Large shopping centers will have more of a town center feel and corridors will include transit enhancements as well as landscape buffers from the street such as sidewalks and street trees.

Commercial Centers or Corridors

These areas primarily function as service and job destinations and are similar to Business Centers or Corridors, but are smaller and incorporate less density. These corridors, commonly at the intersection of major streets, are easily accessed via automobiles. Buckner Boulevard is an example of a Commercial Corridor. Buildings in these areas tend to be on separate parcels and stand one to five stories with offices, restaurants and a range of retail and commercial uses. In addition to jobs and services, Commercial Centers or Corridors also may include multifamily housing in low- to mid-rise apartment buildings or condominiums. Landscaping and urban design will enhance the visitor's experience and is used to separate sidewalks from major roads and define pedestrian routes in large parking lots. For large shopping centers, this may involve adding public plazas or other "town center" features. Public transit enhancements as well as quality access and visibility are important components of successful auto-oriented development.

Residential Neighborhoods

This Building Block represents the life-blood of Dallas, the traditional neighborhood of single-family detached homes. Dallas has many neighborhoods that match this description, including Winnetka Heights, Preston Hollow, Lakewood and Wheatley Place. Single-family dwellings are the dominate land use in these areas. Some shops, restaurants or institutional land uses such as schools and religious centers that serve neighborhood residents may be located at the edges or at key intersections. Neighborhood "pocket parks" provide open space for families. Individual lot size, front yard and side yard setbacks, garage orientation and scale of the home varies from neighborhood to neighborhood. These areas rely primarily on cars for access, although traffic on neighborhood streets is expected to be low. Cut-through traffic or spill over from commercial areas will be strongly discouraged. While public transit may be available, typically it involves longer walks to bus stops or the need to drive to park-and-ride facilities. Newly developed neighborhoods may provide better pedestrian access to community services through shorter block lengths, narrower streets, sidewalks and greenbelts with hike and bike trails and might also provide improved access to transit service. Public investment will focus on protecting quality of life by providing amenities such as parks, trails, road improvements and strong code enforcement.



Single-family neighborhoods with detached houses like that above will remain an important part of Dallas' future.

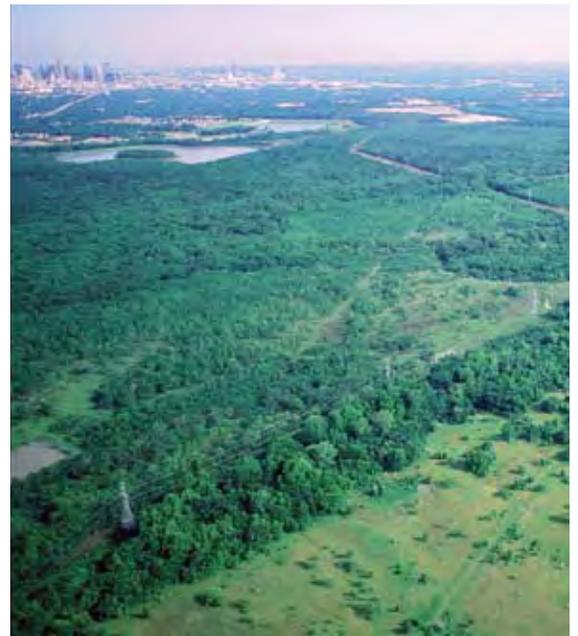
NATURAL AREAS AND THE TRINITY RIVER



The aerial imaging and rendering shows potential transportation and pedestrian linkages over the Trinity River.

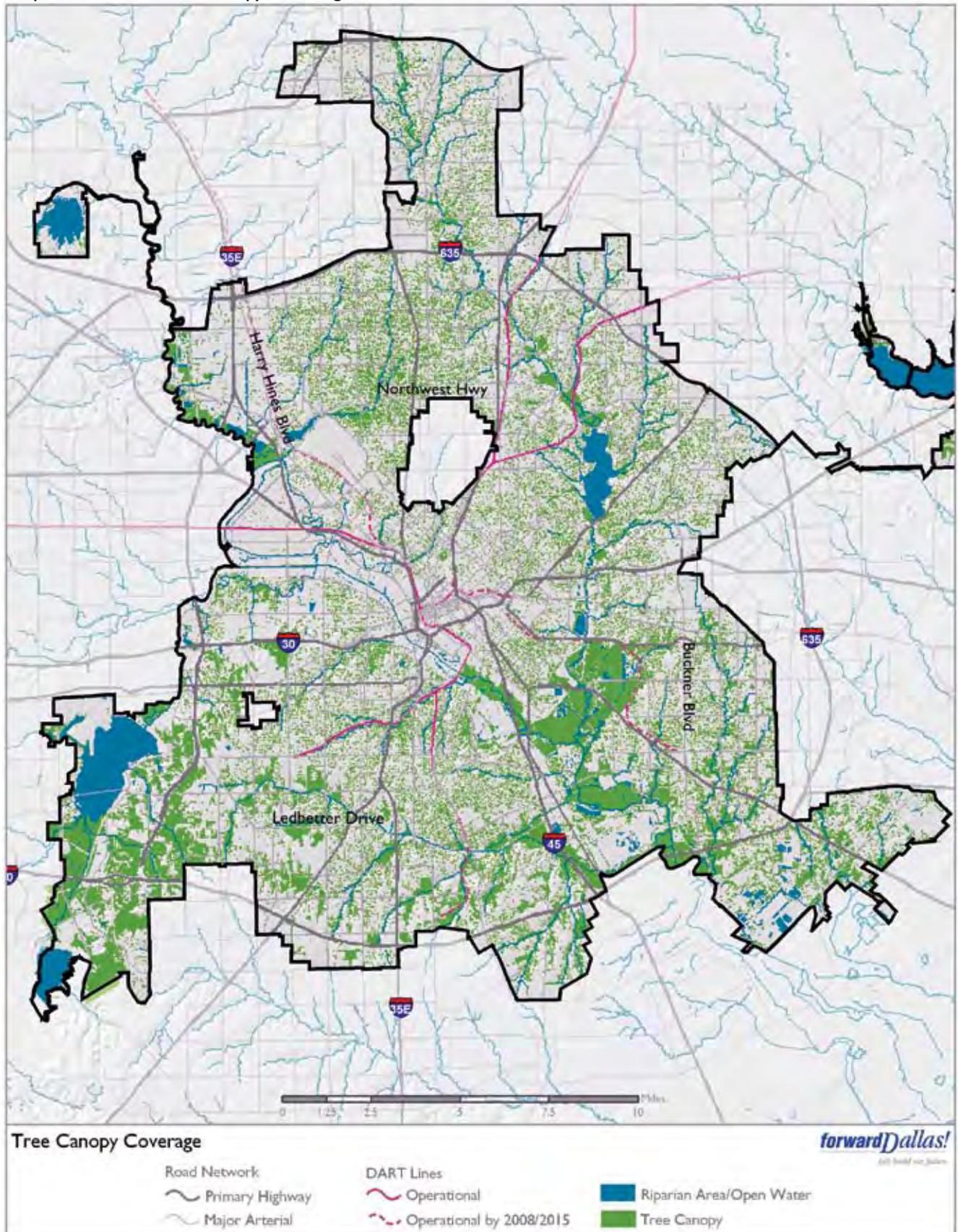
Natural Areas and the Trinity River

Lakes, rivers, streams and parks form a vital system of green space throughout Dallas. Beloved places such as White Rock Lake, the Escarpment, and the Great Trinity Forest will be joined by new parks, open spaces and restored streams. Dallas is moving forward to create thousands of acres of parkland envisioned by the Trinity River Comprehensive Land Use Plan. ForwardDallas! embraces that plan and provides ways to enhance the City's natural heritage by protecting riparian areas and drainage systems.

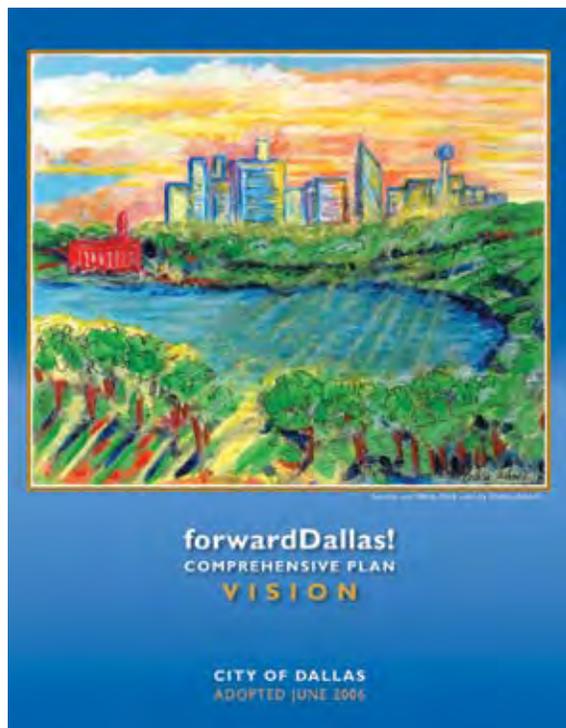


Natural areas around the Trinity River will retain their natural character.

Map I-I.2 Dallas Tree Canopy Coverage



Increasing tree canopy coverage along riparian areas helps cool stream corridors for wildlife and visitors.



ForwardDallas!

The Vision

- Guiding Principles and Core Values
- Describes the conceptual Vision for the future of Dallas

The Policy Plan

- The policy framework for land use, transportation, housing, environment, economic development, neighborhoods and urban design
- Adjusted every 5-10 years

The Implementation Plan

- This Plan contains “do now” action items for the City to pursue
- Provides detailed plans for targeted areas as well as citywide programs
- Adjusted every year

The Monitoring Program

- Establishes benchmarks and a program to assess whether the goals of the Vision and the Policy Plan are being achieved

Besides this Vision document, the forwardDallas! Plan includes a Policy Plan, an Implementation Plan and a Monitoring Program. The following guide provides a summary of these various components.

The Policy Plan

Contains seven components: Land Use, Economics, Housing, Transportation, Urban Design, Environment and Neighborhoods.

- Establishes a set of principles, based on Core Values gleaned from public input, to guide policies and actions.
- Establishes targets for growth and a policy guide for land development and public investment through the Year 2030 based on the Vision Illustration.
- Institutes a policy framework for ongoing Small Area Planning to refine, adjust and implement the Vision over time. Small Area Plans will vary in scope and scale—some will be oriented toward strategic growth areas and others toward neighborhood stability.

A separate appendix contains background information and analysis related to the policy plan and includes a listing of previously adopted Area Plans.



This sidewalk in West End provides a good example of how streetscape design contributes to the viability of adjacent land uses such as this mixed-use building.



This aerial shows the Arts District, an area with tremendous potential for future infill development. New development here would capitalize on the area's burgeoning cultural attractions.

Land Use Element

- Establishes the Vision Illustration and Building Blocks as a general guide for desired development patterns.
- Establishes policies that must be considered in zoning cases in conjunction with site-specific and area-specific issues.
- Establishes policies to monitor and maintain zoning capacity to promote a healthy and sustainable balance of jobs and housing. Land uses are balanced to achieve job and household growth targets by 2030 in order to create a livable and economically viable city.
- Allows existing zoning and adopted plans to remain in place. Zoning changes will be addressed only through small Area Plans and the public process.
- Integrates land uses with transportation systems to enable sustainable growth and provides a way to coordinate plans for improving infrastructure.
- Promotes creating new zoning tools to encourage urban development patterns, urban design standards and a climate that encourages private investment and leverages public investment. These tools would be available for use in future zoning cases and in implementing targeted small Area Plans.
- Ties land use decisions to social equity policies.

Economics Element

- Supports Dallas' "Strategic Engagement Plan" and establishes policies that advance economic goals.
- Fosters expansion and retention of existing businesses while targeting medical, logistics and technology-intensive industries as areas of potential growth.
- Supports a job recruitment and retention campaign to match industry targets with specific geographic areas.
- Coordinates economic development and land use planning.
- Promotes development in areas that exhibit the best potential return on public investment, including Southern Sector, Trinity River Corridor, Downtown and DART stations.
- Supports zoning and subdivision regulations that are market-tested to ensure development is high quality and economically viable.
- Supports economic incentives for historic preservation.



The Southwestern Medical District presents one area Dallas would like to nurture in order to foster growth in emerging technologies.



The Housing Element provides recommendations for improving the homeownership rate in Dallas by providing more non-traditional housing types like the condominiums pictured above.

Housing Element

- Recognizes Dallas' urban future and capitalizes on its strength in the regional housing market. Establishes policies to encourage ownership by non-traditional homebuyers by encouraging alternatives to single-family homes, including homes on smaller lots, townhouses and condominiums.
- Encourages housing development to meet the needs of future generations across the income spectrum, with policies to promote mixed-income residential developments and to limit concentrations of low-income housing.
- Creates conditions that attract middle-income families to the Southern Sector.
- Uses City resources, including transportation and infrastructure investment, to encourage desired housing development.



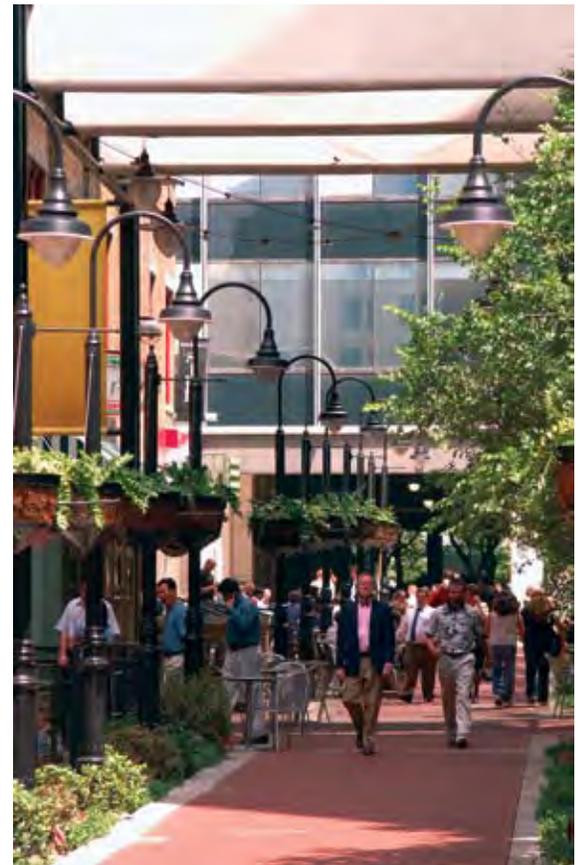
The Transportation Element is designed to enable the city to balance housing and jobs without overwhelming the existing traffic network through strategic investments in public transit, pedestrian and bicycle amenities and streets.

Transportation Element

- Establishes a fundamental linkage between land use and transportation planning.
- Links the Thoroughfare Plan to the Vision Illustration Building Blocks to promote street design that complements the neighborhoods the streets pass through.
- Establishes Context Sensitive Design (CSD) standards for streets and establishes a framework for incrementally updating the Thoroughfare Plan.
- Supports investment in various transportation modes including pedestrians, bicycles and rapid transit in order to reduce car trips, increase transit ridership and improved air quality.

Urban Design Element

- Establishes urban design policies tied to Vision Illustration Building Blocks to promote a consistent and predictable approach to quality development that will encourage private investment, sustain property values and mitigate negative impacts of adjacent uses on neighborhoods.
- Promotes urban design standards to support walkable mixed-use environments.
- Promotes urban design standards that create a sense of place, foster safety, ensure compatibility and promote civic pride.
- Promotes development that is sensitive to the context and scale of the area.
- Encourages neighborhood identity through gateways, public art and the built environment.
- Promotes protection of important view corridors and significant vistas.



The Urban Design Element provides guidelines that support walkable mixed-use areas.



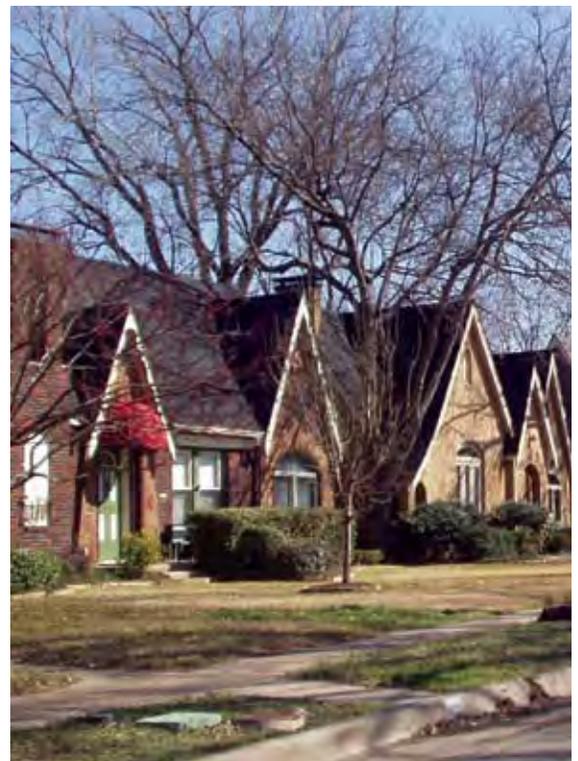
The Environment Element provides a framework that protects and promotes Dallas' natural resources.

Environment Element

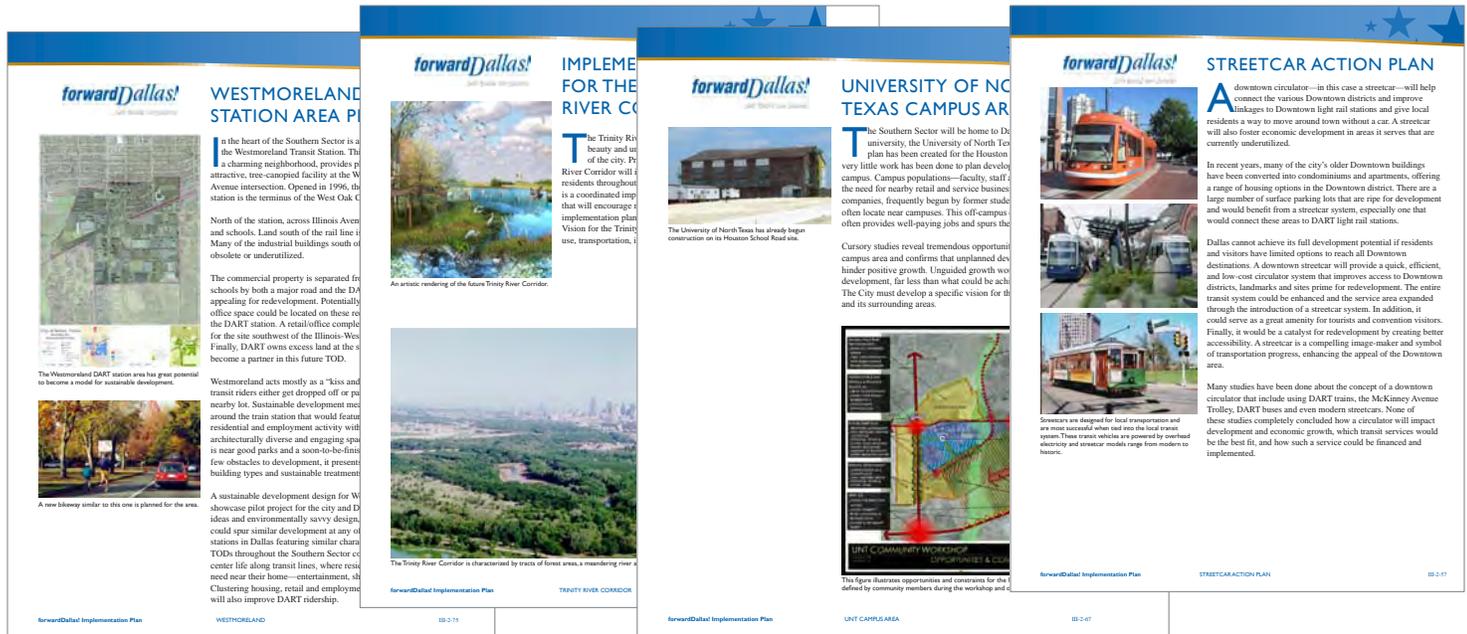
- Establishes development policies that are sensitive to the environment.
- Provides a foundation for future updates of the Renaissance Plan to preserve open space and provide for recreational needs in the future.
- Promotes water quality and watershed protections with a strong emphasis on storm water management policies.
- Promotes efforts to increase the urban tree canopy by planting and protecting trees to reduce heat island effects and improve air quality.
- Promotes energy efficiency and LEED certification.
- Promotes air quality initiatives.
- Promotes environmentally sensitive waste management.

Neighborhoods Element

- Promotes and protects the enduring value of Dallas' neighborhoods. Strong neighborhoods are vital to Dallas' success as a world-class city.
- Promotes and supports increased neighborhood participation in land use and quality of life decisions through systematic neighborhood planning.
- Acknowledges and builds on past neighborhood planning and enhancement efforts.
- Promotes protection of historic and cultural resources and development standards that are sensitive to neighborhood scale and character. Calls for updating Dallas' Historic Preservation Plan.
- Establishes policies to ensure development is compatible with neighborhood character in order to promote a sense of place and community identity.
- Addresses public infrastructure needed to support goals of clean, safe neighborhoods with quality schools.
- Monitors and improves quality of life standards in neighborhoods.



The Neighborhood Element provides strategies for ensuring compatible residential development and for strengthening communities so that all neighborhoods in Dallas are clean and safe.



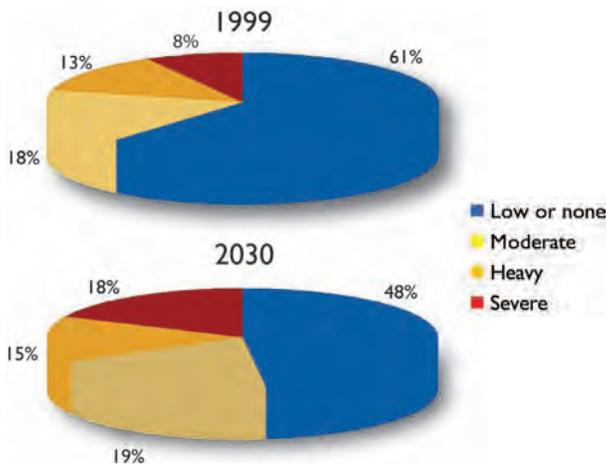
The Implementation Plan includes action plans for areas such as Westmoreland, the Trinity River, University of North Texas campus, and Downtown.

Implementation Plan

This plan establishes a schedule of items to be completed over a five- to seven-year period and a short list of action plans that will be completed in the first two years after adoption of forwardDallas! The Implementation Plan will be updated annually in conjunction with the City's annual budget cycle and in coordination with the capital improvement program and bond programs.

Monitoring Program

- Establishes a tracking system for key growth indicators relative to year 2000 base, year 2005 milestone and year 2030 target.
- Identifies 17 areas to serve as a framework for monitoring change in various parts of the city.
- Provides basis for annual reports and periodic target and implementation adjustments.



The Monitoring Program will collect data and monitor various growth indicators such as distance to work, travel time and transit ridership.

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The future of Dallas is in your hands.

The forwardDallas! Vision serves to provide the mental imagery, the concepts, and the thoughtfully developed ideas outlined by thousands of area stakeholders as the future that they want for Dallas. We as a community are learning that new building blocks resulting in new growth patterns are needed to achieve more housing choices, safer neighborhoods, cleaner air, a world-class downtown, parks and other community amenities within walking distance. We also know that a vision only becomes real through strategic implementation actions.

To pursue this vision on the ground, the forwardDallas! comprehensive plan includes a Policy Plan, an Implementation Plan and a Monitoring Program. Whereas the Vision provides the goals and the concepts, the other components serve as a framework and guide for how to accomplish these goals. Think of it as an overarching guide that directs land use, housing, economic, transportation, natural resources, and urban design policies and decision-making processes.

Together these four critically important documents build upon previous planning efforts to provide the City with the tools needed to make Dallas everything it could and should be...as envisioned in the minds of its forward-thinking citizens and community leaders.

The future of Dallas begins now.

forwardDallas!

Let's build our future.



A decorative graphic of several blue stars of varying sizes scattered across the top left and center of the blue header area.

forwardDallas!

COMPREHENSIVE PLAN
VISION

CITY OF DALLAS
ADOPTED JUNE 2006

Visit our website at
www.forwarddallas.org

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