

**Create a vibrant university town with a balance of jobs, housing, and recreation that serves Southeast Oak Cliff and the region and preserves the residential neighborhoods.**

The *forwardDallas!* comprehensive plan identifies the UNT-Dallas area as critically important to shape development in Dallas' southern sector. The UNT-Dallas Area Plan establishes a future development vision and strategies for implementation.

The UNT-Dallas area lies near the IH-20 corridor within a ten-minute drive from downtown Dallas. The plan addresses the area generally bounded by IH-35, IH-20, Ledbetter Road and Lancaster Road.

## Key Opportunities

**The UNT–Dallas Campus:** The new university campus opened in 2007. It is projected to have 25,000 students and 3,000 employees at build-out, providing a major economic development engine for the area.

**DART Light Rail Service:** The DART Blue line will be extended southwards from the existing Ledbetter station into the study area, linking it to downtown Dallas and other regional centers.

**Strategic Location:** Proximity to the International Inland Port of Dallas (IIPD), Dallas Executive Airport, Dallas VA Medical Center, and the NAFTA trade corridor (IH-20) positions this area well for future growth.

**Undeveloped Land & Attractive Natural Features:** 50% of the land in the area is vacant, offering vast development opportunity around the new university campus. The topography affords beautiful vistas and a natural inter-connected system of creeks and wooded areas.

**Established Neighborhoods:** Established single family neighborhoods such as Singing Hills and Hidden Valley are assets to the area. Properly nurtured, these neighborhoods will provide the stable heart of a future vibrant community.

## Key Challenges

**Utility Improvements:** A strategic program of water and sewer infrastructure improvements is essential to accommodate future growth.

**Transportation Improvements:** A coordinated transportation effort is needed to ensure well integrated multi-modal accessibility.

**Zoning:** Current zoning in the area is outdated and does not support the concept of a vibrant university town.



The UNT-Dallas Campus



DART Rail Extension

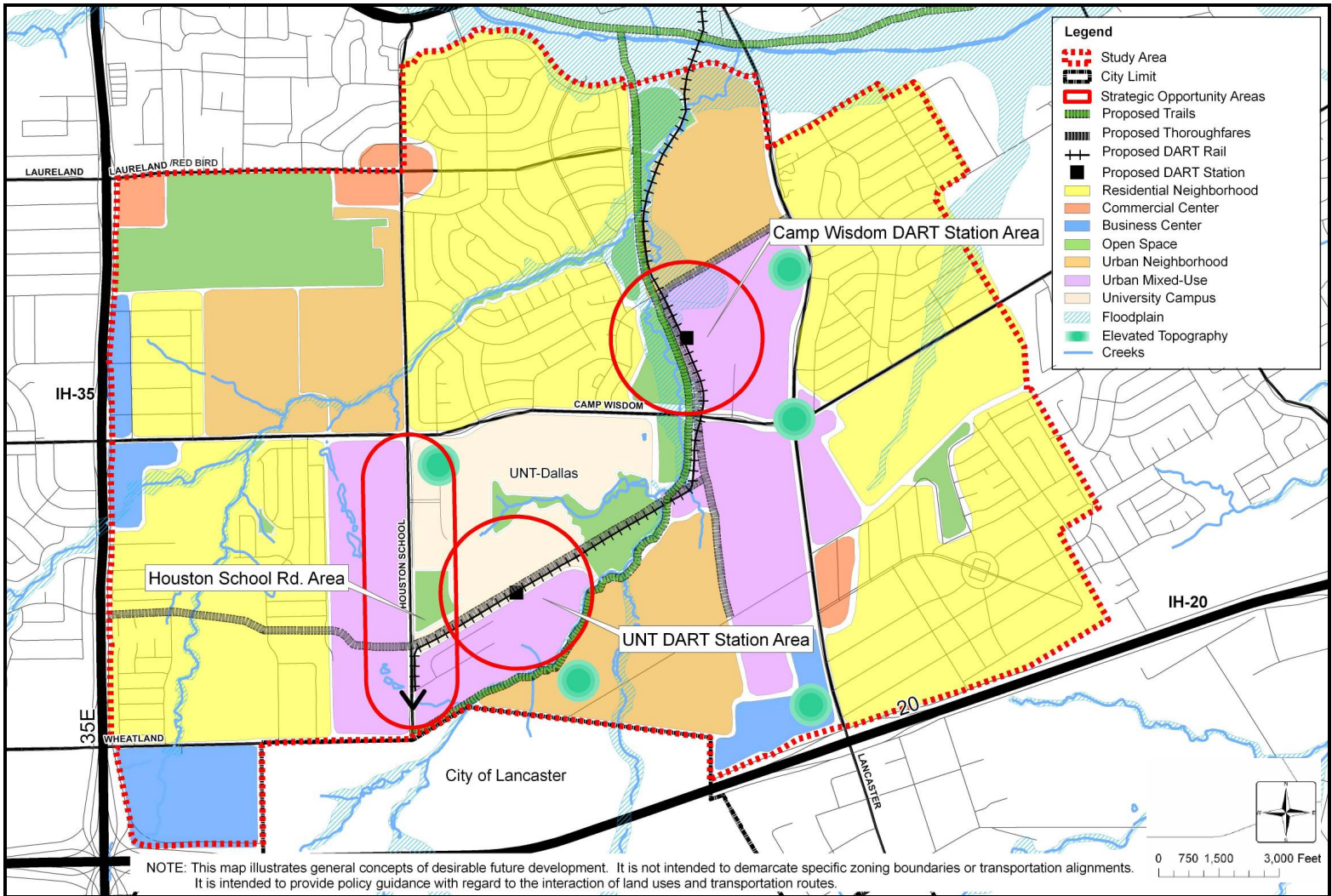


UNT-Dallas Area - Undeveloped Land



# Executive Summary

## Consensus Vision and Strategic Opportunity Areas



**Urban Mixed Use** areas encourage a rich mix of working, shopping, entertainment and living within easy walking, biking and transit access.



**Urban Neighborhoods** offer a variety of housing options within easy access to work, shopping, and recreation opportunities.



**University Campus** provides for growth of the UNT-Dallas campus through healthy interaction with a surrounding university town.

**Commercial Centers** provide neighborhood retail and services with easy automobile access.

**Residential Neighborhoods** emphasize maintaining the character of established single family areas.

**Business Centers** offer regional shopping and employment opportunities near highways.

## Strategic Opportunity Areas

Three strategic opportunity areas will be the focus of proactive implementation efforts to trigger desirable development consistent with the future vision (see map).

**UNT DART Station Area** : Promote a vibrant walkable mixed-use neighborhood near the UNT-Dallas DART station.

- Design a proposed east-west thoroughfare to enhance development opportunities south of the campus and provide a new multi-modal entryway to the campus.
- Apply new form-based zoning to promote transit-oriented development and encourage shared parking between the campus, DART station and new development.
- Create a centrally located plaza at the DART station to serve as a neighborhood hub.
- Integrate future public streets and trails with the university campus master planned street network.
- Provide water and sewer trunk lines to strategically trigger development around the DART station.

**Houston School Road Area** : Establish a university gateway corridor to serve as the primary business address in the area.

- Apply new form-based zoning to promote walkable, mixed use development.
- Improve Houston School to be a tree-lined walkable boulevard along the university frontage.
- Rename Houston School Road and establish a way-finding system for the university and DART station.
- Provide water and sewer trunk lines to strategically trigger development along the corridor.
- Address the overhead power lines and the Dallas Water Utilities sump property to enhance the area ambience.
- Ensure an appropriate development transition to the Wisdom Terrace neighborhood from Houston School road.

**Camp Wisdom DART Station Area** : Create a transit-oriented town center at the proposed DART station.

- Design a proposed north-south multi-modal corridor to accommodate a roadway, light rail and hike and bike trail providing easy access to the DART station and the city park.
- Create a centrally located plaza at the DART station to serve as the hub of the town center.
- Create a north-south mixed-use street connecting Camp Wisdom road to Crouch road.
- Establish a way-finding system to the town center, DART Station, recreation facilities and police sub-station.



Vision for UNT DART Station Area.  
Source: Del Mar Station in Pasadena, CA - Anne Koshalek



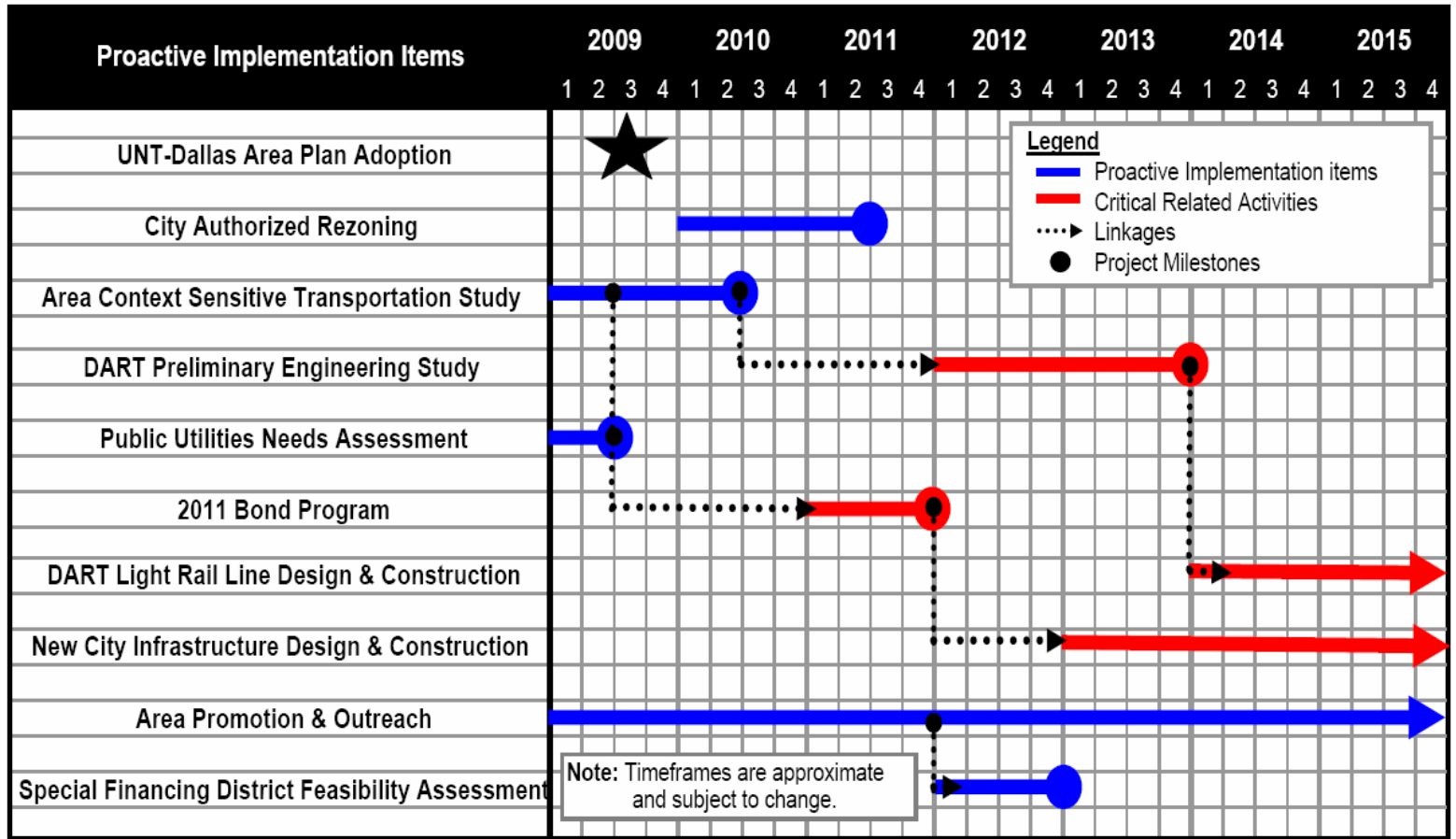
Vision for Houston School Road.  
Source: National Complete Streets Coalition



Vision for the Plaza at Camp Wisdom DART Station Area.  
Source: Central plaza, Portland, OR.

# Proactive Implementation Program

The strategic importance of this area calls for proactive implementation to steer growth towards the Consensus Vision. The UNT-Dallas Area Implementation Plan focuses on key initial actions needed over a five to seven year period tied to other related critical activities.



**City Authorized Zoning Changes:** The Development Services Department will initiate public hearings to consider appropriate zoning changes to shape new development with particular consideration given to new form-based zoning options that promote walkable mixed-use developments.

**Area Context Sensitive Transportation Study:** The Development Services Department in collaboration with Public Works and Transportation and the North Central Texas Council of Governments (NCTCOG), will conduct a sustainable transportation study to define transportation improvements based on the Consensus Vision and develop specific design standards to promote integrated automobile, transit, bicycle and pedestrian accessibility.

**Public Utilities Needs Assessment:** The Dallas Water Utilities Department will complete a water and sewer trunk line needs assessment including general alignment options and cost estimates for strategic improvements to be considered for the next City bond program in order to facilitate development in the area.

**Area Promotion and Outreach:** The Office of Economic Development in collaboration with UNT-Dallas will conduct ongoing area promotion and outreach aimed at attracting envisioned future development that will complement the university and keeping area residents/stakeholder involved and informed.

**Special Financing District Feasibility Assessment:** The Office of Economic Development will conduct a financing feasibility assessment tied to development proposals attributable to the DART light rail line that can generate sufficient tax increment to support enhancements to the area.

To view the UNT-Dallas Area Plan, please visit [www.forwarddallas.org](http://www.forwarddallas.org)