
west dallas .01

urban structure and guidelines

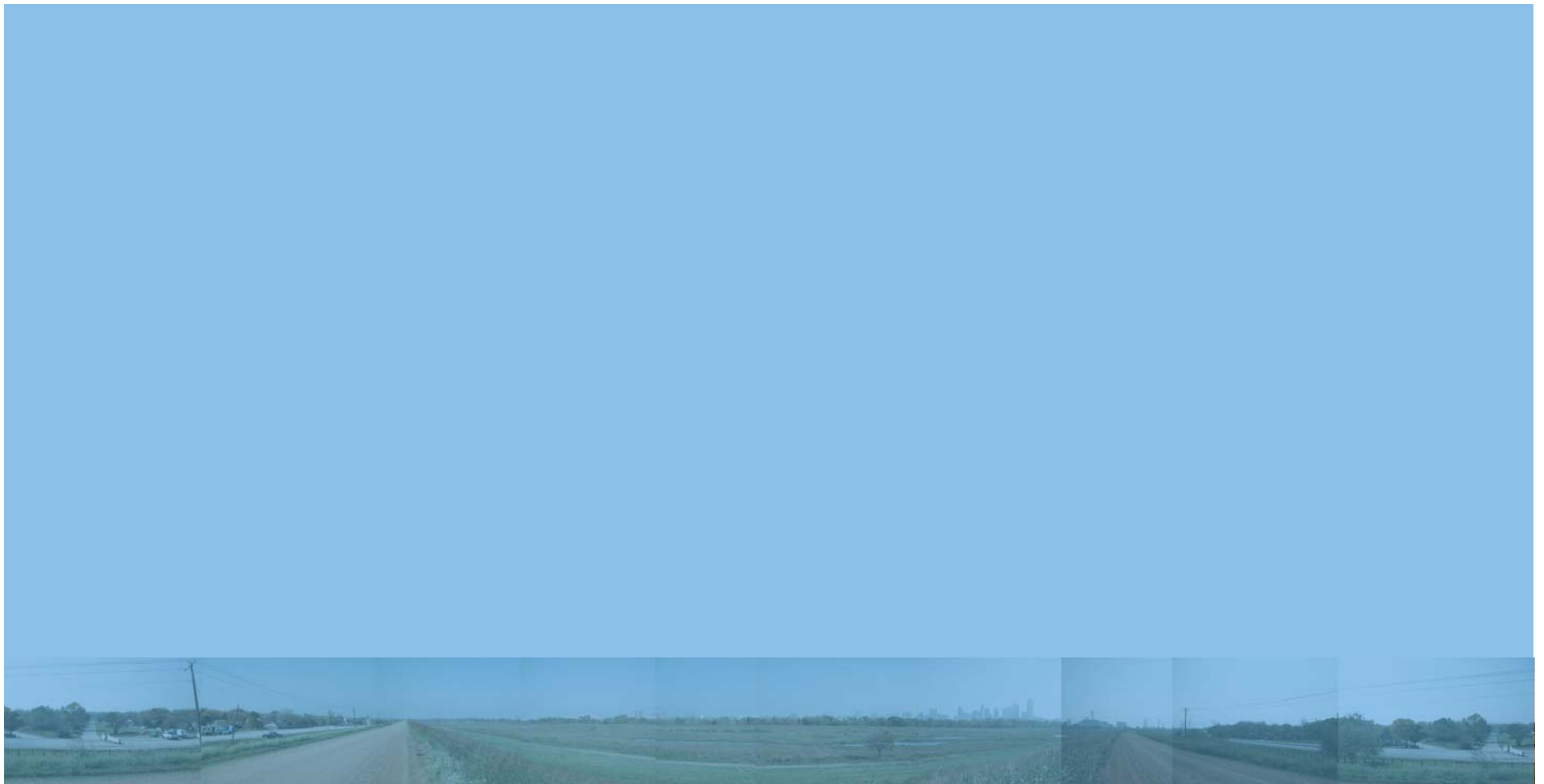


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Overview and Background

Overview and Background

Introduction

West Dallas is geographically among the closest communities to downtown. However, disinvestment and disconnection from the rest of our city created challenges for West Dallas since settlement. Today, it is comprised of proud residents from diverse backgrounds facing urban issues in a time when our city re-focuses its center back to the Trinity River. This circumstance brings with it the opportunity to overcome the challenges the area has faced in the past and exhibit Dallas' sustainable future.

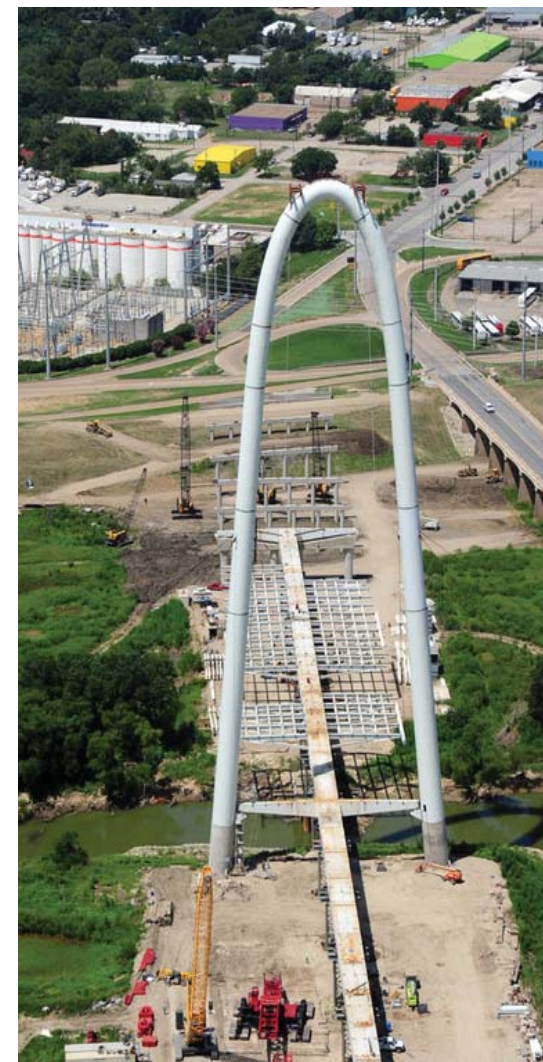
The objective for the Urban Structure is to facilitate the organic revitalization and urbanization of a portion of West Dallas. The area is bounded by the Trinity River Levee to the north and east, Sylvan Avenue to the west, and the Tom Landry Turnpike (IH30) to the south. This area enjoys a unique adjacency to Downtown, the Design District, Victory Park, and the recreational opportunities of the planned Trinity Park. The area is home to a strong and vibrant Mexican American neighborhood that comprises the residential core for the community. Having undergone decades of disinvestment it is burdened by negative external perceptions. As the new Margaret Hunt Hill Bridge nears completion, the vacant parcels, empty buildings, and limited commercial and street activity give outsiders the impression of a declining urban environment. Nothing could be further from reality. Residents, businesses and organizations are working to take the necessary

measures of enhancing and exploiting the area's advantages. The end result will be a desirable place to live, conduct business, and experience unique cultural and urban amenities.

This Urban Structure is a conceptual vision for the future of this area. In order to be successful it recognizes community building that requires a partnership of public and private interests working towards an overall vision for the area. This vision includes the environmental, social and economic qualities needed to sustain an urban community integral to Dallas' future. While there are countless and varied means to achieve this vision, the Urban Structure relies upon the conservation and revitalization of an established single-family neighborhood and outlines the incremental and organic change in urban form along with the potential for comprehensive re-development to support a truly livable, sustainable, attractive and engaging community.

A Different Approach to Planning

The Urban Structure was developed using a collaborative community-based process under the guidance of the Dallas CityDesign Studio. Design has played a key role in the facilitation of ideas toward a set of three-dimensional plans and guidelines called a Structure. This Structure has been developed as an alternative to traditional local planning tools reflecting the organic nature of development while offering a clear public vision for change in the area. We have seen time

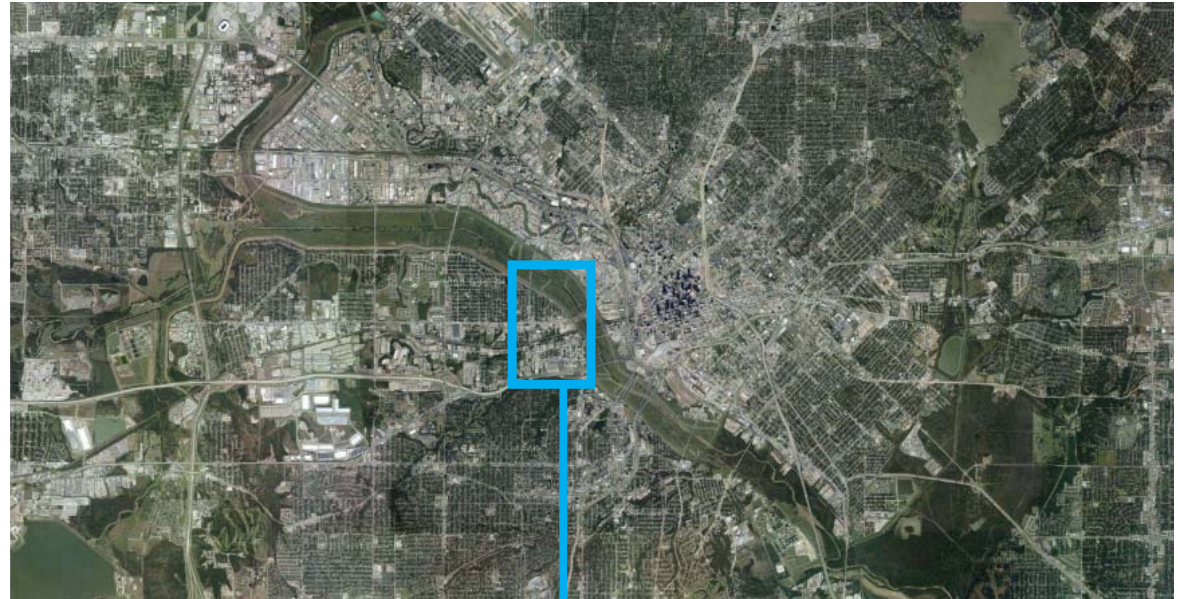


A new gateway to West Dallas takes shape

and time again local development create short-term benefits while sacrificing long-term vision.

This Urban Structure proposes a set of objectives for the existing and future stakeholders for this area. It differs from an area plan by including detailed guides for the development of the public realm and individual building sites. The Structure provides a conceptual rendering of future development and indicates phasing of growth. These illustrations will carefully guide development proposals and the prioritization of public realm improvements. As potential projects come forward, the City of Dallas will use this Structure to determine the project's support for the area's long-term vision. At that time, zoning changes can occur and specific development needs discussed in order to produce the most appropriate business solution and benefit for the area. Proposals consistent with this Structure will be expedited. Inconsistent development proposals will be reviewed further to determine their contribution toward achieving the vision.

This Structure creates stability in the marketplace by demonstrating political will to make this vision a reality. Balancing the interests of current and future stakeholders while maintaining dedication to the vision is essential to maintain the necessary flexibility to keep the Structure relevant over time. The processes and guidelines bind these opportunities together offering a unique way for achieving the spirit of the vision for this area while allowing consideration of many variations.



Process

The first step in any successful urban revitalization and redevelopment effort is the creation of a shared vision for how the area should change. This vision must be generated through a partnership between those most affected by change working with those attempting to make change.

This Urban Structure has been informed, crafted, and endorsed through a collective and inclusive process made-up of individual property owners, residents, businesses, civic staff, non-profit organizations, and design specialists. Work sessions have been convened in the community and at Dallas' City Hall. These gatherings involved listening to ideas and concerns while discussing options for the future design of this area in West Dallas. Going forward many groups, working at their own schedule and scale, will construct projects shaping this area's landscape with the ultimate goal of achieving the shared vision as well as their private interests.

West Dallas 'Dream Session'

In order to create a strong vision for an urban area, stakeholders must first dream. Dreaming must occur widely, creatively and publically.

"West Dallas: A Time to Dream", was convened by the City of Dallas to discuss the future of this area. It was known that the area's residents had a strong affection for their community, and that the area is well positioned for significant change due to the construction of the Margaret Hunt Hill bridge and the adjacency to the Trinity River Project. These two capital projects have created increased land

speculation and future development debate.

Please refer to the appendix for additional detail of the event.

Design Charrette

A vision needs clarity with specific strategies to make it a reality. Continuing to work collaboratively, the CityDesign Studio hosted a design charrette in order to generate clear ideas supporting the vision. Participants included representatives from the community, property owners, stakeholders, developers, design professionals, and city staff. By end of day, a series of strong design concepts had been revealed. These included conserving the existing 'La Bajada' neighborhood, encouraging of incremental growth, and creating a dense north/south center spine focusing development pressure away from the existing neighborhood.

Please refer to the appendix for additional detail of the event.



Final instruction is given to the charrete participants before work begins on developing plans for West Dallas



A 'Dream Session' among a group of stakeholders



Stakeholder participants discuss their 'Dreams' for West Dallas



Charrette participants envision the future of West Dallas

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Vision and Direction

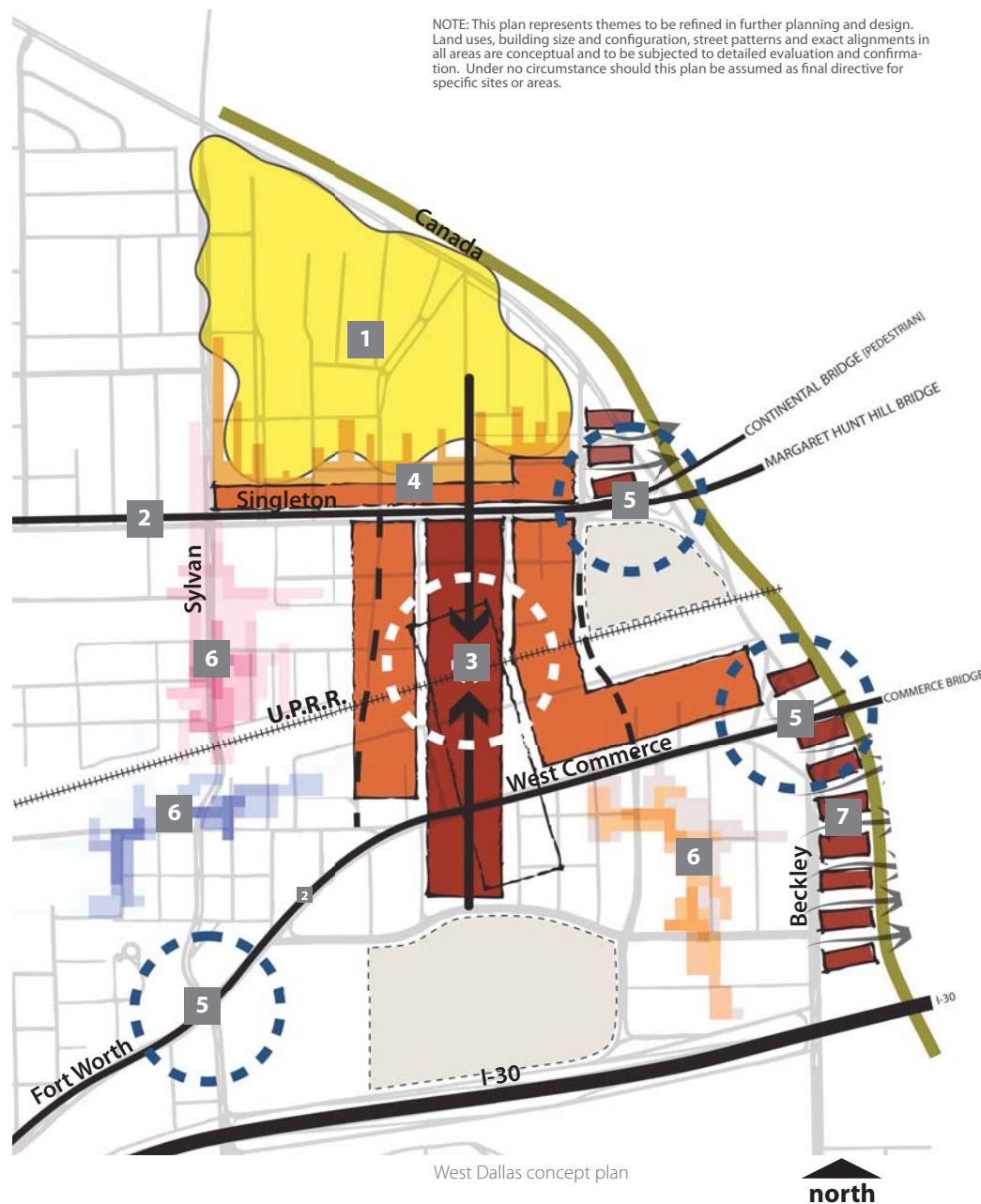
A Conceptual Vision

The conceptual plan takes into consideration the many ideas generated at the design charrette and synthesizes them into a set of development objectives. Regardless of the precise development response, these development objectives and corresponding conceptual diagram shall be maintained and adhered to as the benchmark for evaluating future development proposals. These development objectives are represented in the diagram on the next page and include:

- 1 Preserve, enhance, conserve the La Bajada community in its entirety;
- 2 Re-Create Singleton Boulevard and Commerce Street as handsome “parkway” streets entering the inner city;
- 3 Create a new neighborhood spine street of retail and services with high-density mixed-use clustered along it;
- 4 Step-down in density from the new neighborhood spine east, west and toward La Bajada
- 5 Development of three to four (3-4) active mixed-use nodes at major intersections
- 6 Allow for incremental rehabilitation and infill re-development of properties east, west, and south of new neighborhood spine as demand emerges, and;
- 7 Create a high-density, residentially focused neighborhood along the levee with connections into the Trinity Park.



Charrette participants at work sketching a plan for West Dallas



West Dallas concept plan

Illustrative Urban Structure

What might West Dallas look like fifty years into the future if the core objectives for the area are successfully followed? As a vision for shaping the re-development and revitalization of this portion of West Dallas, this rendering is only one possible scenario of how that future world might look. There are countless other potential development responses that would achieve the same community objectives. This conceptual plan was conceived merely as a model to detail key building blocks and provide a quantifiable understanding of the vision as an implementation guide. The end result is a coherent, sustainable, and memorable environment supporting the collective needs and wants of residents, business owners, landowners, and other stakeholders of the area.

The Urban Structure anticipates development in this area to reach a population of 24,000. The plan includes approximately 16,000 units of mixed-income housing, and over two million (2,000,000) square feet of commercial or employment area. An additional 100 units of single-family in-fill housing can be added within the La Bajada community. Actual development of this area will vary due to market conditions and/or opportunities yet to be revealed. Variations from the detailed plan will no doubt be appropriate, but **only** when consistent with the intent of this Urban Structure and the underlying design principles, objectives and guidelines established in this document.

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas. NOTE: This plan represents themes to be refined in further



West Dallas Urban Structure Framework illustrative plan

Neighborhood Visions

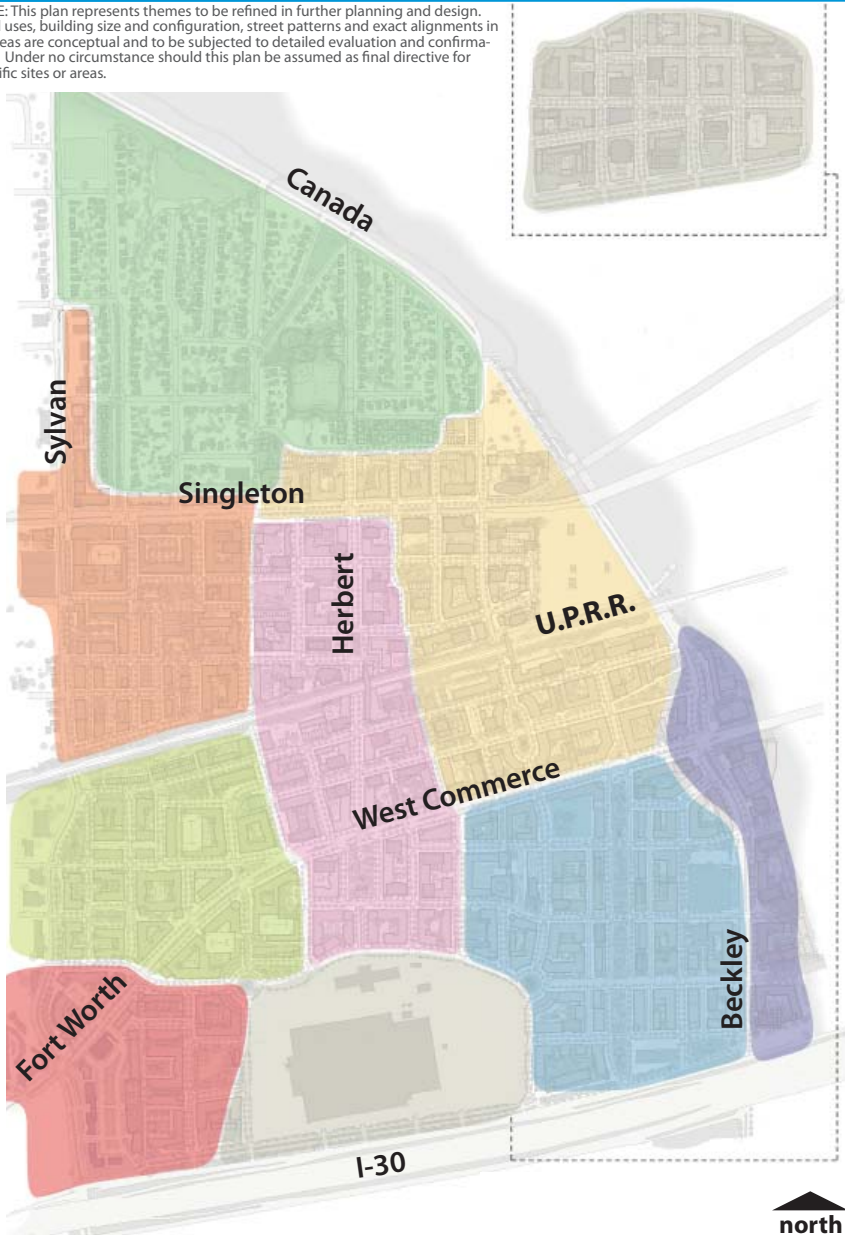
These neighborhoods are identified for the purpose of describing a unique character, vision, and combination of land uses for the Urban Structure. As development occurs, the size and boundaries of districts may change to conform to current market circumstances and community objectives.

Each of the neighborhoods is organized with convenient walking distances from the dense mixed-use Herbert Street. The neighborhoods are connected via a network of streets that prioritize in order: pedestrians, bicycles, transit, movement of goods and services, and the automobile. Most areas are envisioned to include a range of building types and uses fostering a population with diverse demographic and economic characteristics. Families, seniors, single workers, young couples and students will live within close proximity of one another, promoting neighborhoods that reflect the diversity and richness of the larger Dallas community. Each neighborhood shall contain at least one park and/or public open space as a focal point. Neighborhood services should always be close and easily reached by foot.

The names given to the neighborhood in this plan are conceptual. As development takes place, more appropriate names may grow organically from the inherent nature of each neighborhood and the preferences of the inhabitants.

- La Bajada
- Belmont Crossing
- Trinity Gateway
- Singleton
- Herbert Street
- Yorktown
- Commerce West
- Trinity Point
- Future Development Site

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas.



Sub-District Plan

La Bajada

Vision: A century old neighborhood comprised of one & two story structures conserved and enhanced consistent with its' cultural heritage with reinforced services and strong interior and exterior pedestrian connectivity.

Recommended Uses: Infill single-family homes (1 & 2 story), park and recreation/community center; The areas adjacent to the Singleton District may have duplex (1 & 2 story) or townhome (2 story & 3 story) as a transition.

Growth Scenario: 100 infill lots for new single family homes to help strengthen the neighborhood.

Singleton

Vision: A lower story (2-6) boulevard-oriented mixed-use buildings constructed in careful consideration to the adjacent La Bajada District. Including a mixture of local retail and live/work spaces creating a transition to higher density development to the south.

Recommended Uses: Multifamily with retail at grade plus office, live/work & townhome.

Growth Scenario: Nearly 2,000,000 square feet of new development, with the potential of 800 new housing units.

Trinity Point

Vision: The West Dallas Gateway for the Margaret Hunt Hill & Continental Bridges with a range of building heights announcing arrival from the east with strong orientation to the Trinity River.

Recommended Uses: High density residential with retail at grade, high density office with retail at grade, hospitality, multifamily with retail at grade plus office, townhome, outdoor/indoor market and park.

Growth Scenario: Approximately 6,000,000

square feet of new development in this high-density area, along with 3,500 housing units.

Herbert Street

Vision: The "High Street" for this area anchored by a rail station at it's center, with a continuous, active 4-story street wall along both sides of Herbert Street.

Recommended Uses: High density residential, office, hospitality with retail at grade; , transit station; and townhome (except along Herbert St.)

Growth Scenario: The highest densities in the area, with a concentration of more than 8,000 new residents and 7,000,000 square feet of new development to create the core of this emerging area and provide the critical mass of residents necessary to support local services.

Trinity Gateway

Vision: Signature vertical buildings lining the Trinity River edge with strong connection to the levee top trail

Recommended Uses: High density residential and institutional with retail as support/secondary.

Growth Scenario: Although small geographically, this area represents a high-density edge to the Trinity with roughly 2,000,000 square feet of predominantly residential construction comprising of over 2,000 new residents.

Yorktown

Vision: A mixture of old and new buildings incrementally developed to include residences, arts & crafts manufacturing, local retail and neighborhood services.

Recommended Uses: Multifamily, office, retail, live/work, townhome, light commercial/manufacturing, education, public park, & recreation/community centers.

Growth Scenario: Near term development focused on revitalizing 200,000 square feet of existing structures, with future new development of over 5,000,000 square feet and more than 2,000 new residents.

Commerce West

Vision: A mixture of old and new buildings incrementally developed to include residences, arts & crafts manufacturing, local retail and neighborhood services.

Recommended Uses: Multifamily, office, retail, live/work, townhome, light commercial/manufacturing, education, park, & recreation/community centers.

Growth Scenario: Nearly 2,000,000 square feet of new construction and approximately 1,000 new housing units.

Belmont Crossing

Vision: A lively entertainment and retail area anchored by the historic Belmont Hotel.

Recommended Uses: Multifamily with retail and/plus office, live/work, hospitality, townhome and park.

Growth Scenario: Over 3,500,000 square feet of development and 800 new housing units.

Successful Development Precedents

The successful build-out of West Dallas will depend on building a different type of community than Dallas has been accustomed to seeing. This future community must ascribe to the simple and central ideas evidenced over time in the design of buildings and public spaces from the world's most livable cities.

Benefits of Mixed Developments

Residents of West Dallas traditionally crossed the Trinity River to work downtown and in other areas of the city. However today, the workers in West Dallas' industrial shops and businesses commute daily to this area. These commuters leave each evening taking with them the critical population necessary to support the services needed in a diverse urban environment. Mixed-use developments or a variety of uses in a well-planned and closely linked area encourage living and working in proximity to one another. This proximity is a critical characteristic of communities that are active, safe and enjoyable around-the-clock. This quality can be achieved where density is desired, however just as the mixture of uses is important, a mixed-income environment is of equal importance to creating a sustainable community.

Today, the old justifications for the separation of uses are no longer valid. Many traditional urban building forms, the large warehouse building for example, have lent themselves easily to conversion in recent years. Conversely, products such as multi-family residential, big box retail, or office buildings developed during the past forty years have not. The flexibility of buildings directly

impacts how change can be facilitated over time. Examples of flexible building types have emerged to offer innovative ways of introducing commercial uses into residential areas, or into transition zones on the fringes of the commercial core. Many historical precedents are also informative. Devices for mixing uses at close quarters include:

1. Inserting managed workspaces or compatible employment uses into block interiors
2. Introducing mews lined with offices, workshops or studios
3. Creating hybrid building types that can serve as a buffer between different use areas, such as live-work units
4. Encouraging temporary or interim uses such as small arts and crafts workshops or markets to bring life to an area until permanent accommodation has been constructed

Even where 'breathing space' between uses is considered necessary, it can be treated positively with the placement of a park or open space. Residential units or offices can often be accommodated over retail, restaurant, or public service/amenity uses. Combining uses, including high-intensity activities, such as entertainment, work well when located under commercial space, less well when sited under a block of residential units.

Housing for All

Just as a mix of uses is desirable, a mixed income environment is also necessary in creating a sustainable community. West Dallas has the opportunity to provide unsurpassed quality mixed-income home ownership and rental stock that will allow residents of all means to live where they work and play.



An active and vital mixed-use development



A mixed-use building combining a Theater with office and residential uses



An urban park amenity combining active and passive uses



A playground within a park as an extension of a daycare center servicing the neighborhood

Benefits of Higher Densities

By 2050, the North Texas area population is estimated to double from six million to twelve million. This growth will add over one million new residents every seven years. Planning for growth requires the use of a variety of tools to balance diverse community interests. When preparing for population growth, no tool is more important than density. The ability to achieve higher density in existing communities through infill development and reuse of existing structures while also encouraging denser new development are all key. Density combined with inviting streetscapes and open spaces increases walkability and therefore decreases our reliance on the automobile. Dense development redirects the focus of current growth away from the periphery and concentrates uses in the core of the city where infrastructure and services can efficiently be increased.

Density facilitates commercial and social interaction by simply placing people together in a relatively compact and walkable space. The compactness of people, buildings and activities make urban amenities possible promoting vitality and diversity.

Why Urban Design Matters

"It is difficult to design a space that will not attract people. What is remarkable is how often this has been accomplished"

William Whyte

Good urban design is an essential ingredient of a great city, creating a framework for our lives. We feel and experience urban design every day.

Every road width and building height delivers a message to users on how to engage the public realm. Urban design brings order and relation into human surroundings and helps make the city's image more vivid and memorable. Embedded in urban design is the fundamental goal of balancing private development and public good in a way that incorporates the social, economic, and environmental needs of a diverse population.

Good urban design addresses scale, proportion, light, contrast, texture, color, and composition. It must be attuned to the style of the era, but also stands the test of time by creating places of lasting beauty and distinct identity. Streets, squares, alleys, and walkways represent the connective tissue that holds our daily life together for free and open use. Urban design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. It encourages living and working patterns that require less dependence on the automobile while offering diverse transportation choices. By creating open spaces where local residents can meet and socialize, urban design provides communities a sense of pride and belonging. Economically, the urban design of a city adds value to property, attracting demand for businesses.

Quality urban design also makes density livable and acceptable. It moderates the impacts of large buildings, softens the harshness of concrete and steel construction and focuses attention at the street level so that one's consciousness of the building massing above is minimized.

Creativity and Innovation

Buildings and the spaces in-between help define a neighborhood and maintain a healthy economic environment. Urban Guidelines are included within this document making specific and broad suggestions on the future design of this area. When followed, these suggestions should result in livable, neighborly buildings which can better frame livable, neighborly and economically vital streets. This is not presented as a stylistic discussion, but instead focuses on the fundamentals of proven design performance. Exceptions exist and should be brought forward provided the overall objectives of the Guidelines are met. Experienced and talented design professionals are adept at determining how to best integrate these objectives into a project arriving at a solution that genuinely enhances the built environment.

Organic Growth

Development occurs in sporadic intervals based on market forces. Too many times, we have seen plans become outdated upon completion due to economic and/or political changes. They fall out of favor due to an artificial approach relying to much on one plan fits-all as well as stylistic preference. Over time, development of the area, will occur and our ability to encourage projects to move forward consistently without re-planning is essential to forwarding our city. This Urban Structure encourages incremental development from a wide range of efforts to be undertaken. Existing buildings should be re-purposed when possible and existing businesses, that are good neighbors, should be encouraged to prosper. As each landowner or business proprietor comes forward with a project this Urban Structure will

serve as guide to ensure the long-term vision is achieved without stifling the immediate changes proposed. This approach takes time but it offers for a more naturally evolving process leading to more authentic changes that will last. As many changes will be modest, it is vital that civic approval be timely and inexpensive. As grander schemes are riskier, it is vital that they be expedited if they respect the Structure.

Building for Change/Flexibility

Buildings should be designed to allow for change in accommodating a mix of uses over time. They should be able to be adapted, personalized and changed in use through the years according to the demands of the market and the needs of the occupants. Civic legislation must increasingly impart flexibility to facilitate this.

Flexible buildings offer the opportunity for modification, adaptability and re-use. Having been designed well, they can be altered to suit individual preference and change in use over time. Configuration of the building (its height, width



Creative design solution for the spaces in-between buildings



Re-use and incorporation of an existing warehouse building into a mixed-income residential development



Neighborhood street that has developed and evolved overtime as needs change while remaining a vital part of the community

and depth), access, the amount and configuration of internal space are all important factors in determining if a building can be adaptable to accommodate future uses.

Recycling Existing Buildings

Existing buildings can provide a sense of continuity through the many memories people have associated with them. Keeping buildings can reinforce unique qualities of a place and may be more valuable than the cost of the materials alone. It is important that buildings be preserved and integrated into new development when feasible. Civic regulations need to increasingly facilitate this.

Access for All

Buildings and public spaces shall address the needs of everyone, especially those persons with disabilities, children, and the elderly.



Large warehouse building, having outlived its original use, converted into a mixed-use retail and residential development



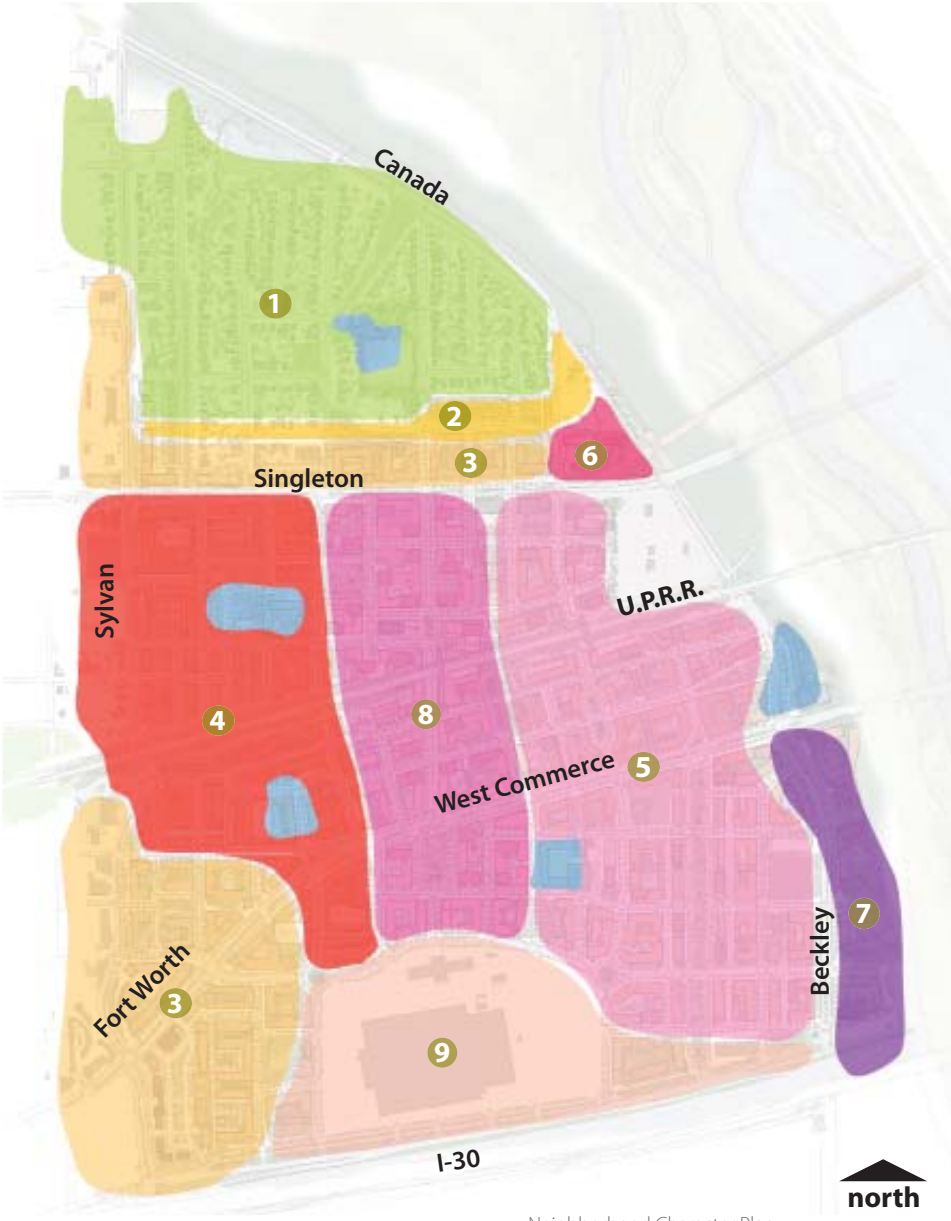
Street designed to accommodate the needs of all pedestrians and provide for convenient bicycle storage



A mixed-use development benefits from the historical link to a time when this neighborhood was full of brick warehouses



Street designed to accommodate the needs of all pedestrians



Neighborhood Character Plan

1 Conserve +Enhance		5	
3 4 5 Interim Use		6	
2		7	
3		8	
4		9	

NOTE: Blue color represents new existing institutional structures that will become important as the area develops over time.

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Civic Policy Context

Civic Policy Context

Existing Policies

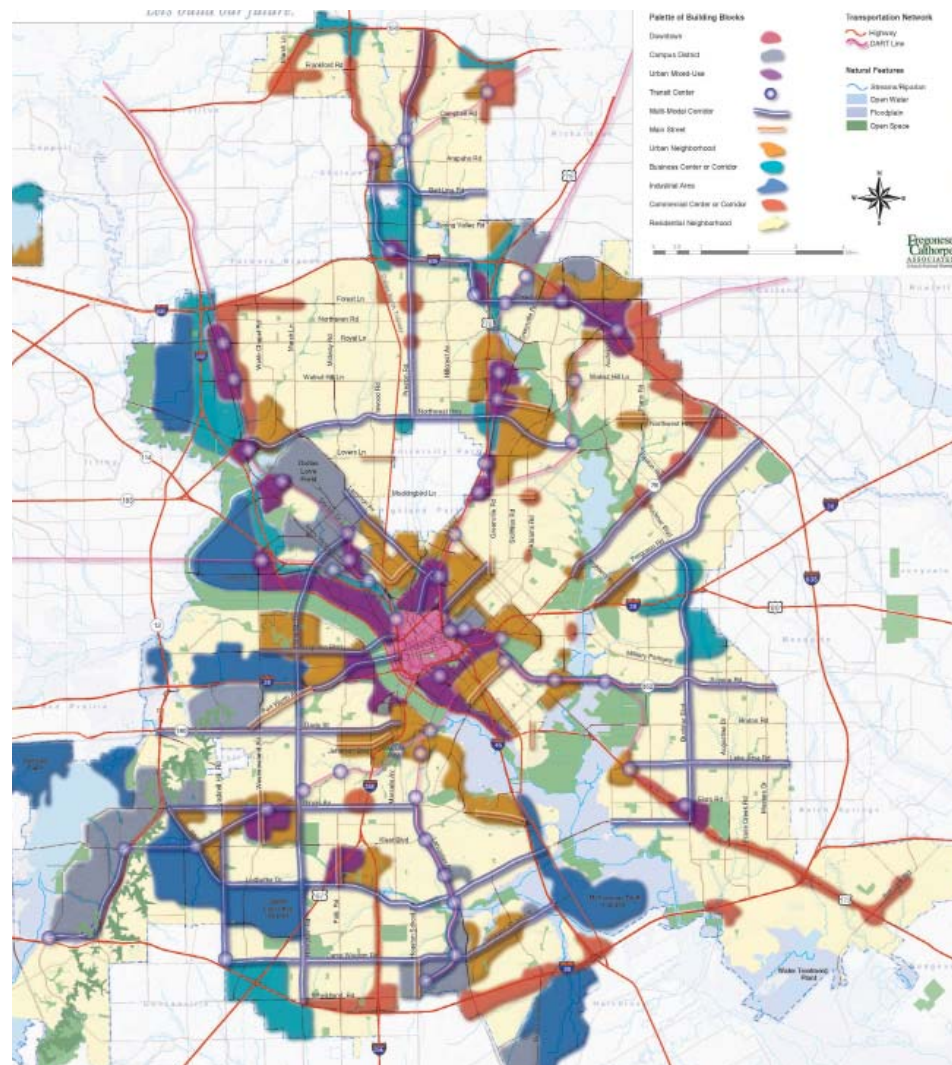
The Urban Structure follows work that has been done in recent years to help map a more livable future for Dallas. It has been developed using these policies as a basis. Where there has been a logical need to deviate and create new policy, changes have been proposed. This section serves as a touch point connecting the Structure to the varied city policies that are applicable to the area.

forwardDallas!

Dallas is a city of neighborhoods. *forwardDallas!* aims to celebrate these, each with a unique personality, cultural vibrancy, lifestyle and economic options. 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!* At the core of this vision is the livability of the city. 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 is the vision of our city as we all move *forwardDallas!*

Balanced Vision Plan for the Trinity River

This plan successfully balances diverse and potentially conflicting goals for the Trinity River Corridor: flood protection, environmental restoration, recreation, transportation, community and



Forward Dallas! vision plan

economic development. The result is the guidebook for the most monumental public works projects ever undertaken by the City of Dallas.

Trinity River Comprehensive Land Use Plan

The Trinity River Corridor Comprehensive Land Use Plan, adopted by Dallas City Council in March 2005, serves as a framework for a coordinated approach to the Trinity Project infrastructure improvements, land use and economic development. Its broad vision describes the character this corridor should have for the future. It establishes general principles that direct preparation of detailed plans for smaller parts of the corridor. It provides guidance about the appropriate land uses and development patterns for the corridor that can be used by citizens, property owners, and City officials as they review specific development proposals.

Within this larger plan lies West Dallas. With its strategic location across the Trinity from downtown, it is envisioned to follow a mixed-use development pattern. This pattern should incorporate a vibrant mix of residential and employment uses at a lower density than that found in downtown but providing residents with a vibrant blend of opportunities to live, work, shop and play within a closely defined area. This Structure is an updated and refined vision for this area.

The Thoroughfare Plan

The City of Dallas' Thoroughfare Plan establishes the functionality and cross section for every arterial and collector in the City. These regulations play one of the largest roles in establishing the character of the public realm. The street network

proposed in this document touches on the need to look beyond current anticipated right-of-way needs and establish a street character with the pedestrian in mind. Where there are deviations between the existing Thoroughfare Plan and this document, the recommended action will be to evaluate necessary changes to the Thoroughfare Plan to achieve the community's vision for the area.

A Renaissance Plan

Dallas has launched a plan that will re-establish its park system as a model in the United States. Having gone more than 20 years since the previous strategic planning effort, the Renaissance Plan ushers in a new course to guide the Dallas park system for generations to come.

The overall purpose of the plan is to develop an "innovative, interactive, creative, environmentally sensitive, and "state-of-the-art" Long Range Development Plan for the Dallas Park and Recreation Department.

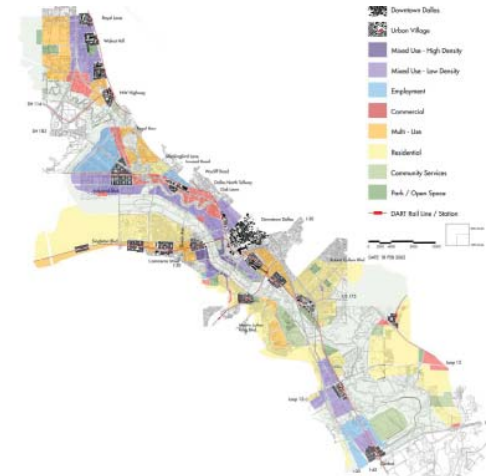
The result of this Long Range Development Plan is a strategic plan based upon community needs, that addresses park and open space planning, recreation program development, operations and maintenance issues, and funding/revenue/partnership opportunities.

City of Dallas Trail Network Plan

The Park and Recreation Department's Trail Network Master Plan was first adopted in March 2005 reflects the city's current trail network and identifies proposed, programmed, and funded trails. The plan links multiple recreation and exercise



Balanced Vision Plan for the Trinity River



Trinity River Comprehensive Land Use Plan



The Thoroughfare Plan

opportunities to parks, public transportation, and popular destinations.

Planned Development District No. 714

PD 714 is a Special Purpose District established by ordinance in 2005. It includes properties south of the Union Pacific rail line between Sylvan and Beckley to Yorktown.

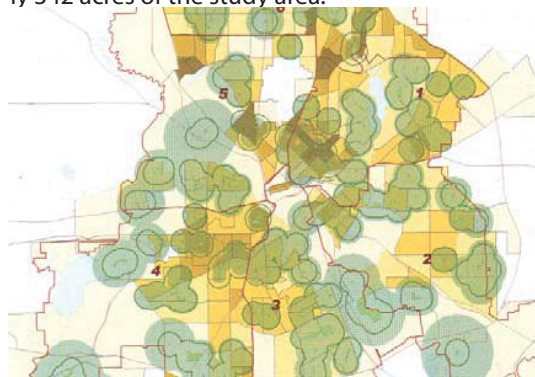
This policy promotes pedestrian oriented and medium density mixed-use development. It respects existing businesses while giving incentives for new mid-rise commercial and residential development. In addition, streetscape and building siting provisions are included aiming to produce an urban environment. Recommendations outlined in the Implementation Section of this document call for working with stakeholders to evaluate the ability for the regulations in the PD to achieve this vision.

Fort Worth Avenue Tax Increment Finance District

This TIF District was created in 2007 to enhance the real estate market and encourage new investment by providing a source of funding for public amenities and infrastructure improvements. The TIF spans the Ft Worth Avenue corridor through West Dallas and North Oak Cliff, with the eastern-most portion located within the Structure's study area. The TIF can function as an important implementation tool for many of the development and public infrastructure objectives in the area.

Trinity River West Municipal Management District

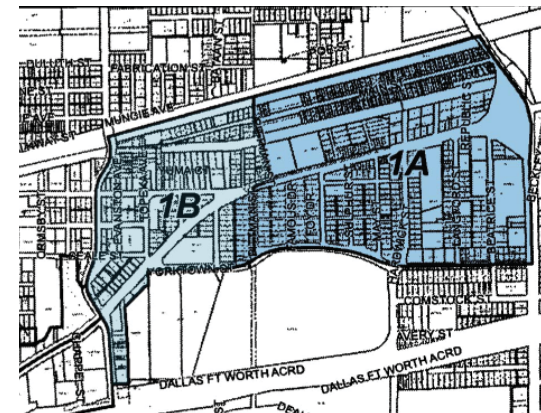
The Trinity River West MMD is a relatively new tool in the tool box. These Districts are special districts that have the ability to construct public infrastructure and provide services paid for by the revenue stream from additional assessments on properties within the district. The Trinity River West district's boundary comprises approximately 342 acres of the study area.



A Renaissance Plan



A portion of the City of Dallas Trail Network Plan



PD 714 Tract Map



Fort Worth Avenue Tax Increment Finance District



Trinity River West Municipal Management District

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Expectations of Organic Growth

Expectations of Organic Growth

Future Phases

Today, this area of West Dallas includes residential neighborhoods, viable businesses, vacant buildings and open land. Over time, incremental development will change this area without eliminating its cultural heritage or access to jobs.

The Urban Structure is presented using three phases of development of this area over ten years, fifteen years, and then at final build-out. These renderings capture a snapshot of the community's vision that will certainly evolve over the decades to come. The detailed conceptual plan is an illustration of only one of the countless potential development scenarios that embody the three fundamental objectives underlying the plan.

- Enhance and protect La Bajada
- Allow for incremental development
- Focus high density development along the Herbert Street corridor south of Singleton and foster key development nodes

The important test of any proposed development is how it advances these objectives, and not whether it is a literal translation of the artistic rendering of what future development might look like. The drawings serve as a portrayal of how the built environment can be incrementally re-ordered over the next few decades, and the phasing plans should be understood as a graphic illustration of development priorities. Numerous changes, both large and small, will define the path toward redevelopment.



Existing conditions plan (as of 2010)

Phase I

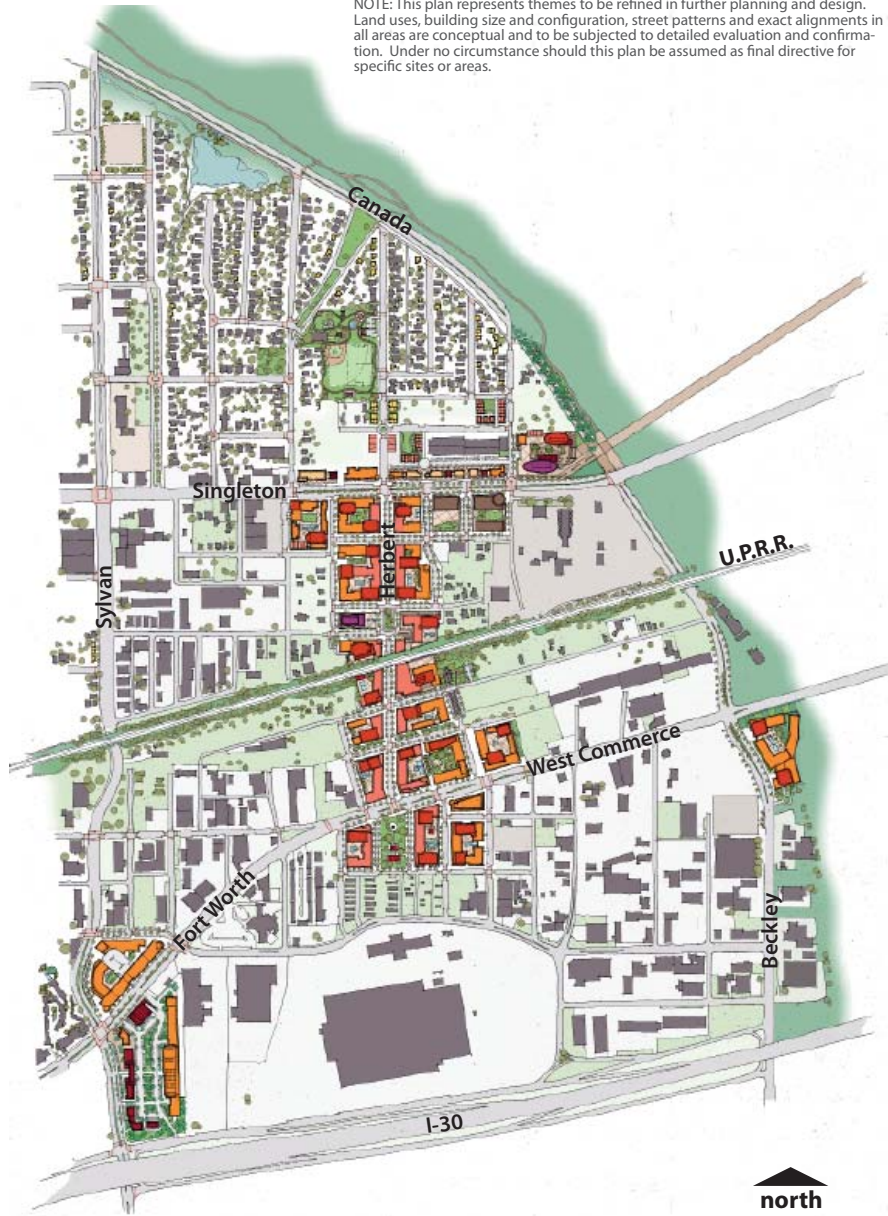
Significant changes to the public realm include the completion of the Margaret Hunt Hill Bridge, the Continental Pedestrian Bridge and its western gateway into La Bajada, important traffic calming initiatives for the street network within the La Bajada neighborhood, as well as solid strides toward enhanced amenities in La Bajada. Construction of three underpasses at the Union Pacific Railroad will help establish Herbert Street south of Singleton as the center of this emerging community and will provide local shopping and service opportunities for area residents.

These and other amenities will result in increased desirability for the area. Additionally, improved access to downtown and uptown employment and entertainment centers, along with proximity and easy access to regional recreational amenities, provides the area with a location advantage that enhances its competitiveness with other in-town markets.

The idea of creating a destination for artistic production and living will take hold through an eclectic mix of redevelopment and new development that reflects the character of area. The Trinity River's edge will begin to be defined more strikingly through landmark development sites at the western gateway to the Continental Bridge and the re-aligned intersection of Beckley Avenue and West Commerce Street. Economically, ground work for entrepreneurship and adaptive reuse will fuel the necessary incremental development opportunities that can capitalize on smaller changes in the area that will inject energy and activity into currently underutilized industrial property.

- Target Population:
10,500 individuals/7,000 households
- Target Renovated/ New Building Space:
250,000 sq. ft./ 6,800,000 sq. ft.
- Target Improved/ New Green Space:
10 acres/15 acres

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas.



Hypothetical Illustrative Phase I plan

Phase II

While incremental development is still part of the development pattern, the focus will be shifting to encourage new development on a larger scale. Much of the initial enhancements and stabilization to secure La Bajada as a high quality modest-income single family neighborhood will have been accomplished; however, ongoing attention and investment is needed for the neighborhood to remain a great place to live.

The Trinity River's edge will be even more well-defined as a development shoreline commanding views of the downtown skyline and signature bridges over the Trinity. Connectivity into the park will be a highly-desired asset that shapes development patterns throughout the area. The spine along Herbert Street is well established as the community's center, as are key development nodes. The focus for redevelopment will shift outside of the Herbert Street spine and toward major development nodes. Developments could be as small scaled as row houses on quiet side streets, to the continuation of podium and tower construction near highly desirable activity centers. Maintaining economic diversity through available housing options will be an important challenge that must be faced.

Target Population:
 19,500 individuals/13,500 households
 Target Renovated/ New Building Space:
 400,000 sq. ft./ 12,500,00 sq. ft.
 Target Improved/ New Green Space:
 15 acres/55 acres

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas.



Hypothetical Illustrative Phase II plan

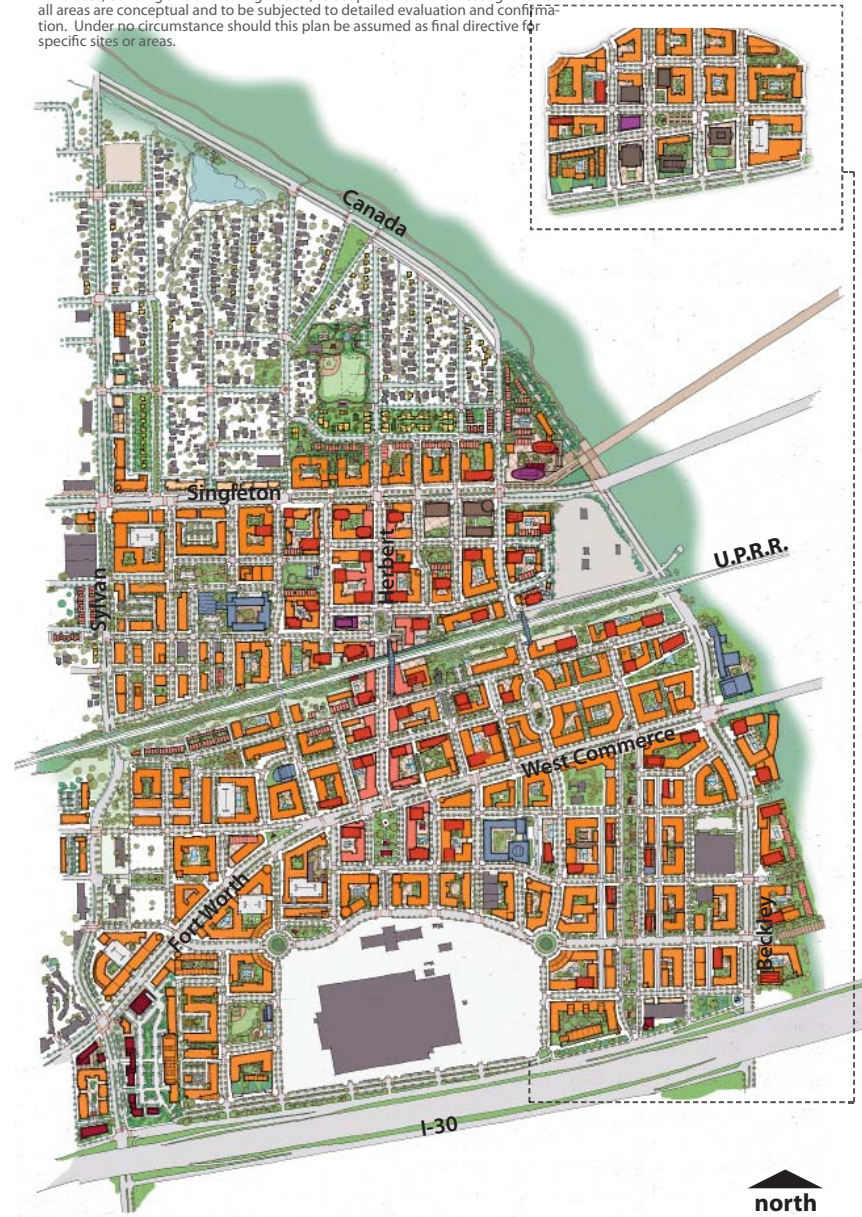
Phase III

Over its 17+ year evolution, the area will have established itself as a unique community within Dallas with abundant assets and a high-quality of life. The La Bajada neighborhood will continue to thrive and benefit from the core of activity and services available south of Singleton Boulevard. The developed edge of the Trinity River will be completely defined. The area, in general, will serve as a successful model of redevelopment that is founded in community-led ideals.

Development will be driven by market forces without intervention by city. The primary role of the plan during this phase of redevelopment is to ensure continued adherence to design standards and development of public amenities in tandem with private development projects. This will ensure that the needs of the community continue to be met. Specific efforts will need to be continued to ensure that an affordable housing base is still accessible.

- Target Population:
24,000 individuals/16,000 households
- Target Renovated/ New Building Space:
500,000 sq. ft./ 29,800,000 sq. ft.
- Target Improved/ New Green Space:
15 acres/85 acres

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas.



Hypothetical Illustrative Phase III plan

west dallas .01
Urban Guidelines

Urban Guidelines

Preface to the Urban Guidelines

Successful communities leverage their land use, open space, street network connectivity, and transportation plans to create a clear sense of scale, transition, and activity to build strong human-scaled, memorable places, and solidly viable economic places. The Urban Guidelines ensure the community's vision for West Dallas is clear and effective in guiding the development pattern for the site.

The Urban Guidelines define suggested parameters around design decisions that define street character and how buildings relate to and form public space. These guidelines seek to strike a balance between predictability and flexibility that allows and even facilitates variations in regards to land use, architectural style, and market conditions while remaining consistent with the overall vision and intent of the Structure. These guidelines aim to provide a more sustainable development paradigm than current development practices generally afford. West Dallas is intended to facilitate the creation of a rich tapestry of neighborhood identities while encouraging a new mix of development scenarios.

Presented first, are the major components that shape urban form such as street framework, parks and open space, land use, and building placement. This is followed by identifying a finer grain of detail with regard to the architectural treatment of buildings and requirements for the

public realm.

The guidelines should be used by individual property owners, builders, developers, architects and landscape architects in bringing the vision described here to reality.



Character example of mixing land-uses in one building



Character example of a complete street in an urban context



Character example of an urban park amenity



Character example of building placement creating a strong-street edge definition

Best Practices and Principles as Influence

These Urban Guidelines are informed by national and local best practices on sustainable planning.

The Dallas Green Building Ordinance, The U.S. Green Building Council LEED Certification System, Green Built North Texas, Smart Growth principles and draft Urban Design Principles for Dallas were a jumping off point to integrate sustainable practices and positive urbanism within the Urban Guidelines.

As West Dallas regenerates, is revitalized, and grows in the coming years and into the future, at the core of its mission should be transforming the way buildings and communities have been typically designed, built and operated throughout Dallas. Sustainability should instead be practiced on every front. Sustainability addresses more than the simple effort to minimize energy consumption, to emphasize “green” construction practices, and to institutionalize recycling. It should encompass infill construction and the reuse of existing buildings, the creation of buildings with long life spans and with built-in flexibility to allow for the potential of differing future uses. It should also strive for reduced auto dependence by designing proximity to schools, work and services, providing a diversity of uses within a compact development pattern, and convenient access to public open space.

As West Dallas progresses stakeholders should be mindful of the sustainable tools currently used locally and nationally. It should be understood that the tools previously mentioned represent best practices today. As new research occurs and technologies evolve, these tools may be updated,

expanded-upon, or new ones may be developed that can better address sustainability issues of the future.

The City of Dallas should strive to care for the built and natural environment by promoting sustainable and equitable development through policies, programs, best-practice, investments and regulations.



An example of sustainable stormwater retention techniques within a street tree planting bed



A high value placed on public space



Example of sustainability practices such as stormwater retention and exterior shading incorporated into the design of a building



Example of a sustainable stormwater treatment application

Goals for Development in West Dallas

The following goals reflect City of Dallas priorities and values regarding the design of our city and help establish a framework for the development of the Urban Guidelines.

Employment Opportunities

Maintain, enhance and diversify jobs that help to provide the foundation of a sustainable community.



Mixed-use development provides opportunities for diversified employment opportunities

Housing Choices

Provide a full range of choices in housing types and price levels to bring people of diverse ages, ethnicities, household sizes and incomes into daily interaction.



Example of a mixed-income housing development



Examples of high and medium density residential housing within a mixed-use and mixed-income neighborhood



Promote and provide for local, viable business and service opportunities



Two level in-city townhomes



For rent apartment building in a mixed-income walkable community

Transportation Choices

Enable people to move around easily on foot, by bicycle, transit, and auto.



Example of a street which accommodates the pedestrian, bicycle, public transit, service vehicles, and the private vehicle



Provide accommodations for all transit, including the bicycle

Shops and Services within Walking Distance

Provide shops and services for everyday needs, including groceries, day care, cafes and restaurants, banks and drug stores within a convenient walk from home.



This mixed-use development allows for residential over retail



neighborhood service retail and restaurants

Safe, Shared Streets

Design streets not just for vehicles, but as usable outdoor space for walking, bicycling and visual enjoyment.



Example of a beautiful safe street shared by many types of users



The examples above illustrate two safe shared streets that contribute to the visual enjoyment of an area

Community Gathering Places

Provide places for people to socialize, including parks, sidewalks, courtyards and plazas that are combined with shops and services. Program places for events and gatherings.



A community park designed for flexibility in uses

Active Recreation Areas

Provide adequate public recreational open space, including joint use open space, within walking distance of residents.



A neighborhood park designed to offer a variety of passive and active choices for recreation

Rich Cultural and Civic Life Contribution

Integrate public art that contributes to the civic and cultural life of the City.



A pedestrian bridge as public art



A community park programmed for events throughout the year is surrounded by shops and a high concentration of residents



This park serves residents of the adjacent buildings



Example of a fountain as public art, central feature, and popular gathering place within a large development

Sustainability

Sustainability is the over arching goal and essential to the concept of a livable urban core.



Sustainability in the mixed-use makeup, shading design, and renewable energy harvesting components of this building

Context Sensitive Building Design

Buildings designed in relation to streets, plazas, and other open space areas



An urban park provides convenient access to public open space, recreation, and opportunities for socialization



Example of buildings that address their public surroundings

Street and Public Realm Guidelines

Much of the street design guidance in Dallas over the last fifty to sixty (50-60) years has been on facilitating and expediting vehicle circulation along arterials. This focus has resulted in unsuitable land development patterns, fewer transportation choices, increased noise, pollution, and a decline in social, civic, and economic activity on streets. Mobility functions of streets must instead be balanced with the role of the street in creating economically vibrant and livable neighborhoods that contribute to a physically beautiful environment and a sustainable ecology.

Streets will accommodate all modes of travel including pedestrians, cyclists, public transportation, movement of service and goods, and private vehicles in that order. Streets in West Dallas should serve many functions. Their design must balance vehicle movement and access with other forms of transit making connectivity, walkability, and livability of foremost importance.



Examples of streets accommodating all forms of transportation and contributing to walkability and livability of a neighborhood

Public Realm Objectives

West Dallas streets should be designed to fulfill a variety of functions as safe multi-modal corridors, outdoor living rooms and green layers for the city.

Design for Safety

Users of all ages should be able to move safely within and across streets. Design should incorporate slower speed and traffic calming measures.

"This is something everyone knows: A well-used city street is apt to be a safe street. A deserted city street is apt to be unsafe."

Jane Jacobs

Safety should be valued as it frees people to fully engage themselves in chosen activities. The notion of defensible space, "eyes on the street" and clear sight lines support an environment which maximizes the casual surveillance of public areas.



Townhomes designed to provide "eyes on the street"

Design for Access and Capacity

To accommodate and move goods and people of all ages including; motorists, bicyclists, pedestrians and transit riders in an efficient manner by providing accessible, convenient, and comfortable facilities.



Example of a street designed to provide access and capacity

Design with Context

Closely respond to the character, land use, particular needs and scale of places and neighborhoods.

Design to Connect

An interconnected street grid network disperses and slows traffic in neighborhoods, encourages walking by allowing most streets to be narrow, reduces the number and length of automobile trips, saves energy and allows trips to be comfortable, pleasant, and interesting.



Street design for context and character of a local Southern Dallas street

Design for Livable and Vibrant Streets

To create the conditions that allow for a vibrant public realm with high-quality public open spaces that facilitate social, civic, and economic interactions.



A vibrant public realm working together with a responsibly designed street

Design for Sustainability

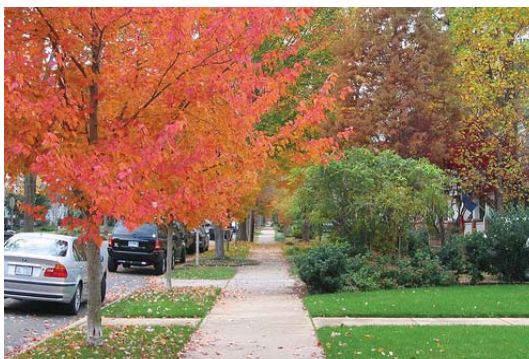
Contribute to the health of the city by minimizing impermeable surfaces, maximizing green vegetation and testing new materials and construction practices.



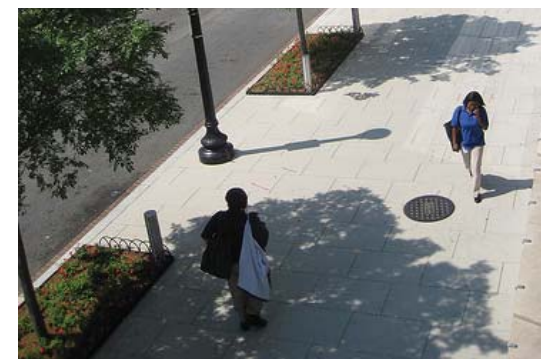
A sustainable stormwater management system incorporated into the design of a street

Design Coherent and Harmonious Streets of Character

Streets should be designed to a high level of aesthetic standard, maintaining consistency in character to help develop a coherent and harmonious streetscape.



Interconnected streets disperses traffic and creates opportunities for pleasant walking experiences



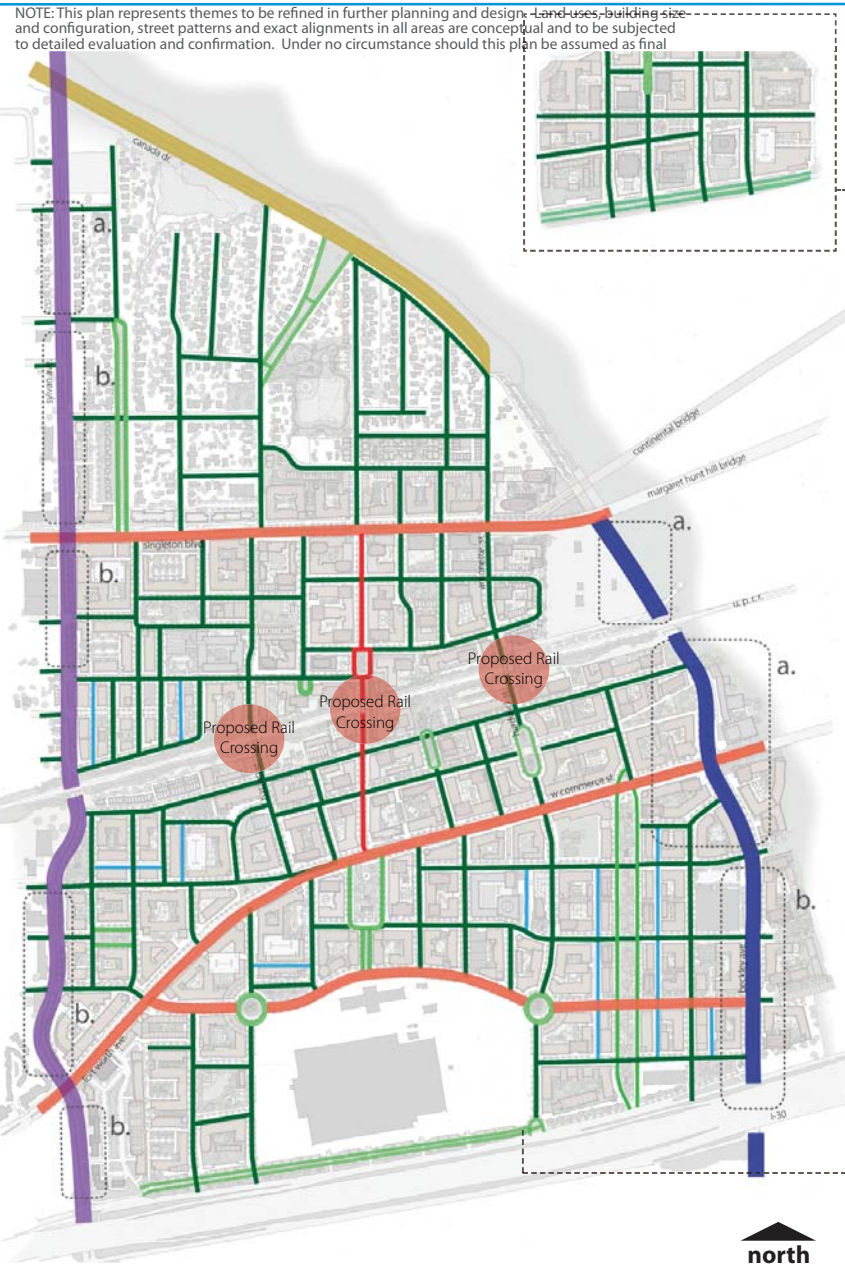
An example of a harmonious streetscape design

Thoroughfare Typologies and Street Framework Plan

The street and streetscape standards, based on the following reference plan, create a high level of connectivity within West Dallas.

The primary result of the street framework plan should be a street network supporting a high level of connectivity, providing development flexibility over time and encouraging pedestrian activity. The key design features necessary to create the characteristics within the public realm include:

1. Street pattern of small-scale grid system of interconnected streets
2. Continuity of sidewalks along each street
3. Crosswalk demarcation at street intersections
4. Wide sidewalks with shade trees
5. Parallel and head-in parking to shield pedestrians from traffic movement
6. Narrow street crossing sections and curb extensions at crosswalks



Street Framework Plan

Singleton

Standard Streetscape Components

- a. Intersections Pg. 51
- b. Medians and Refuge Islands Pg. 52
- c. Marked Crosswalks Pg. 52
- d. On-Street Parking Pg. 54
- e. Sidewalks Pg. 58
- f. Curb-Extensions Pg. 61
- g. Curb Extensions at Transit Stops Pg. 62
- h. Street Trees Pg. 62
- i. Street Lighting Pg. 65
- j. Street Furniture Pg. 66
- k. Bicycle Facilities Pg. 57

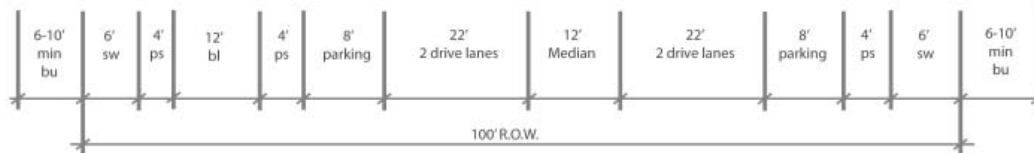
Case by Case Streetscape Components

- 1. Street Parks Pg. 62
- 2. Planting Area Pg. 64
- 3. Special Paving Pg. 65



Examples of a four lane street with median and on-street parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Commerce/Yorktown

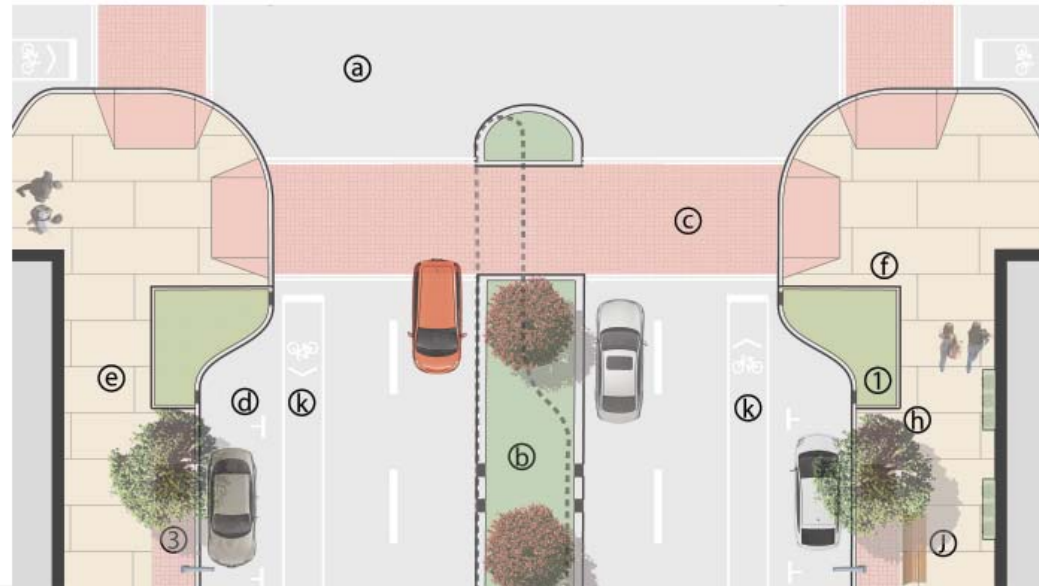
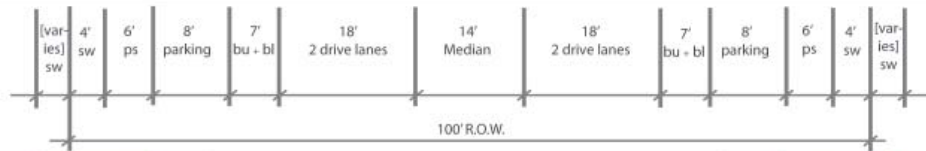
Standard Streetscape Components

a. Intersections	Pg. 51
b. Medians and Refuge Islands	Pg. 52
c. Marked Crosswalks	Pg. 52
d. On-Street Parking	Pg. 54
e. Sidewalks	Pg. 58
f. Curb-Extensions	Pg. 61
g. Curb Extensions at Transit Stops	Pg. 62
h. Street Trees	Pg. 62
i. Street Lighting	Pg. 65
j. Street Furniture	Pg. 66
k. Bicycle Facilities	Pg. 57

Case by Case Streetscape Components

1. Street Parks	Pg. 62
2. Planting Area	Pg. 64
3. Special Paving	Pg. 65

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose



Examples of four lane street with median and on-street parking

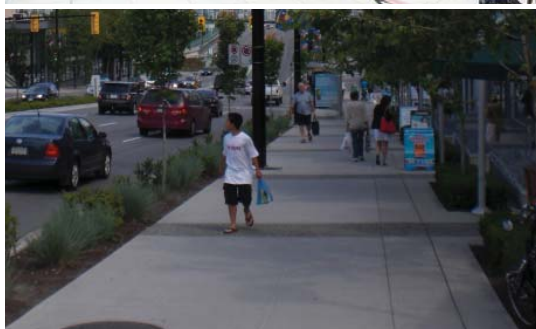
Commerce / Fort Worth

Standard Streetscape Components

- a. Intersections Pg. 51
- b. Medians and Refuge Islands Pg. 52
- c. Marked Crosswalks Pg. 52
- d. Sidewalks Pg. 58
- e. Curb Extensions at Transit Stops Pg. 62
- f. Street Trees Pg. 62
- g. Street Lighting Pg. 65
- h. Street Furniture Pg. 66
- i. Bicycle Facilities Pg. 57

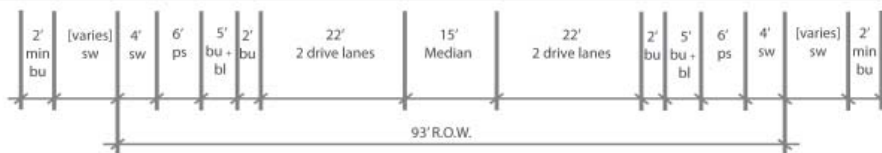
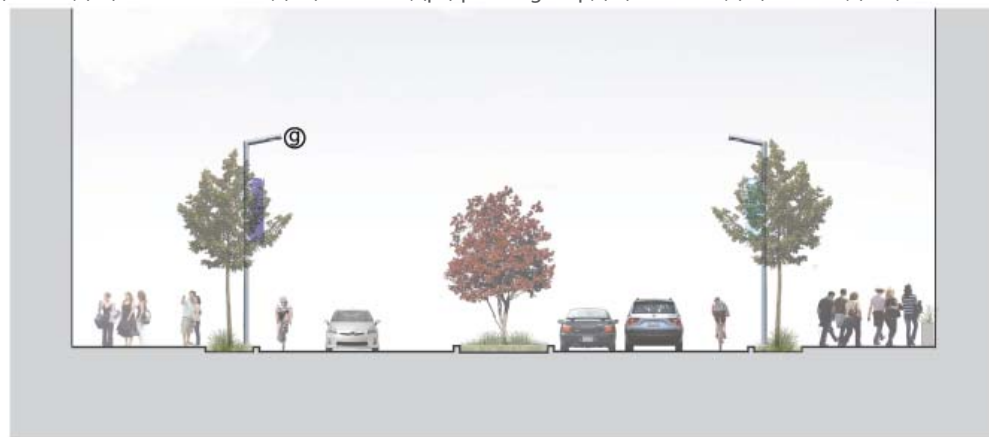
Case by Case Streetscape Components

- 1. Street Parks Pg. 62
- 2. Planting Area Pg. 64
- 3. Special Paving Pg. 65



Examples of a four lane street with median and bike-lane

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Beckley With On-Street Parking (a)

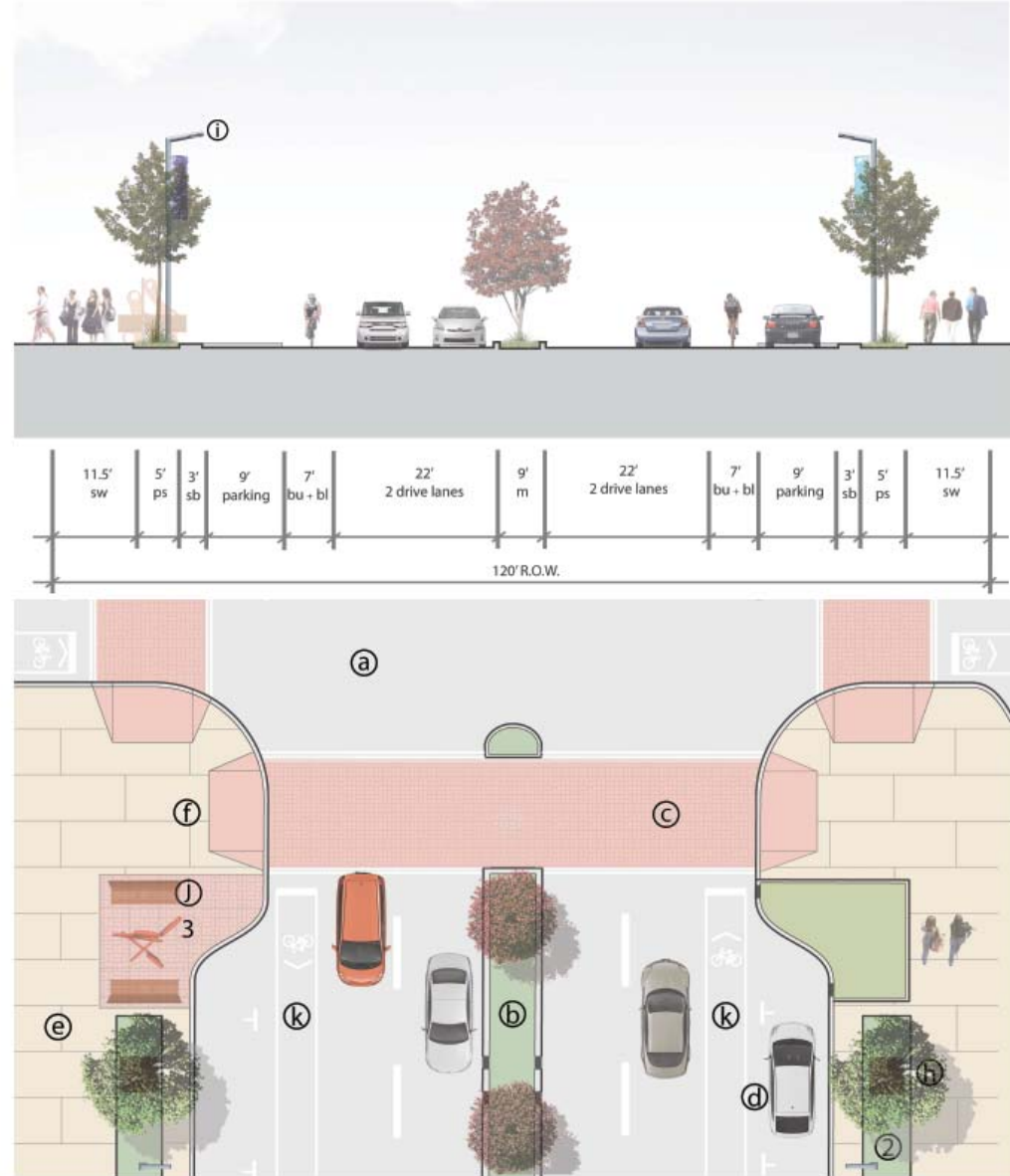
Standard Streetscape Components

a. Intersections	Pg. 51
b. Medians and Refuge Islands	Pg. 52
c. Marked Crosswalks	Pg. 52
d. On-Street Parking	Pg. 54
e. Sidewalks	Pg. 58
f. Curb-Extensions	Pg. 61
g. Curb Extensions at Transit Stops	Pg. 62
h. Street Trees	Pg. 62
i. Street Lighting	Pg. 65
j. Street Furniture	Pg. 66
k. Bicycle Facilities	Pg. 57
Case by Case Streetscape Components	
1. Street Parks	Pg. 62
2. Planting Area	Pg. 64
3. Special Paving	Pg. 65



Example of four lane street with median and on-street parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Beckley with Two Slip Lanes (b)
[sf residential]

Standard Streetscape Components

- a. Intersections Pg. 51
- b. Medians and Refuge Islands Pg. 52
- c. Marked Crosswalks Pg. 52
- d. On-Street Parking Pg. 54
- e. Sidewalks Pg. 58
- f. Street Trees Pg. 62
- g. Street Lighting Pg. 65
- h. Street Furniture Pg. 66
- i. Curb Extension at Transit Stop Pg. 62
- j. Bicycle Facilities Pg. 57

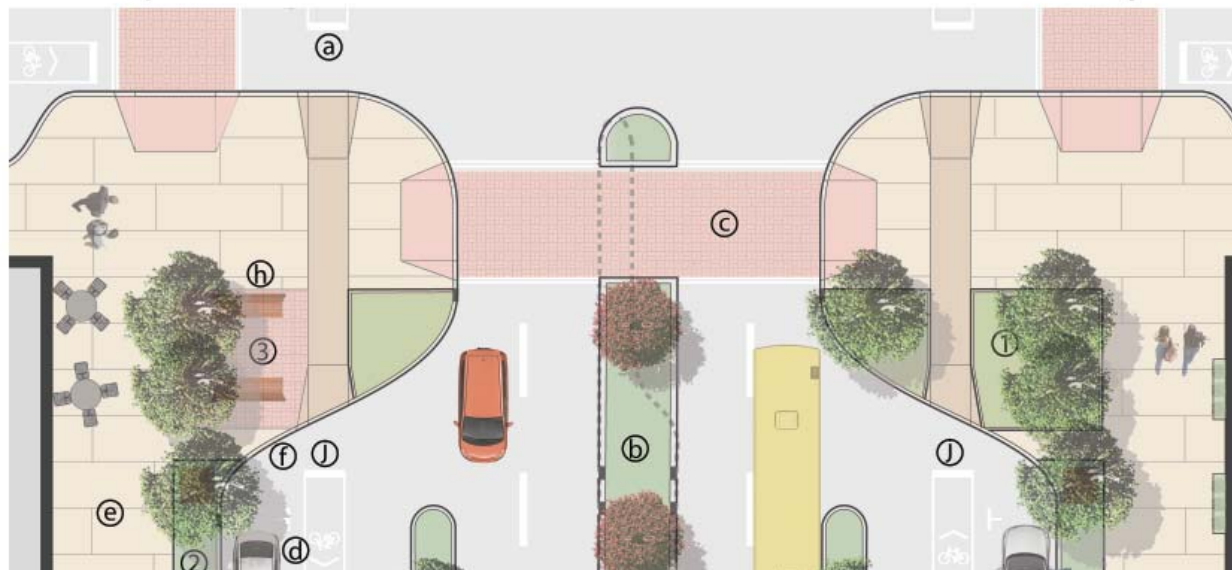
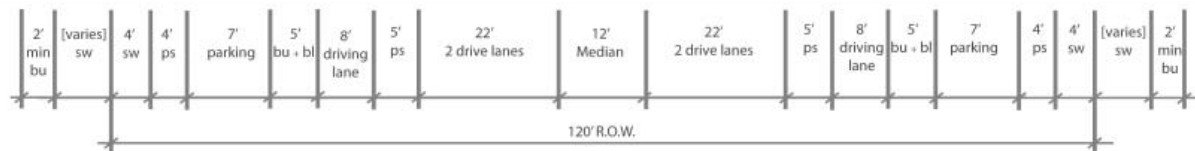
Case by Case Streetscape Components

- 1. Street Parks Pg. 62
- 2. Planting Area Pg. 64
- 3. Special Paving Pg. 65



Example of four lane street with median, two slip-lanes, and on-street parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Sylvan with Two Slip-Lanes (a)

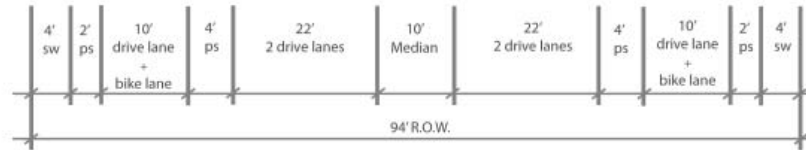
Standard Streetscape Components

- a. Intersections Pg. 51
- b. Medians and Refuge Islands Pg. 52
- c. Marked Crosswalks Pg. 52
- d. Sidewalks Pg. 58
- e. Street Trees Pg. 62
- f. Street Lighting Pg. 65
- g. Planting Area Pg. 64
- h. Bicycle Facilities Pg. 57

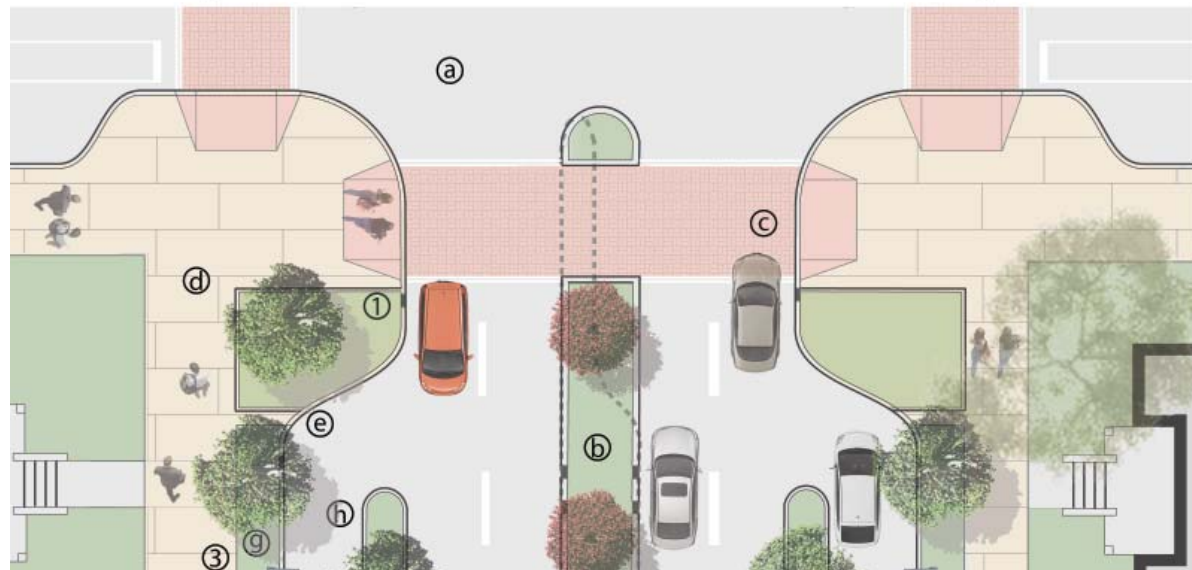
Case by Case Streetscape Components

- 1. Street Parks Pg. 62
- 2. Planting Area Pg. 64
- 3. Street Furniture Pg. 66
- 4. Special Paving Pg. 65

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Example of a four-lane street with median and double slip-lanes



Street Section and Partial Street Plan shown for illustrative purpose

Sylvan with One Slip-Lane and Diagonal On-Street Parking (b)

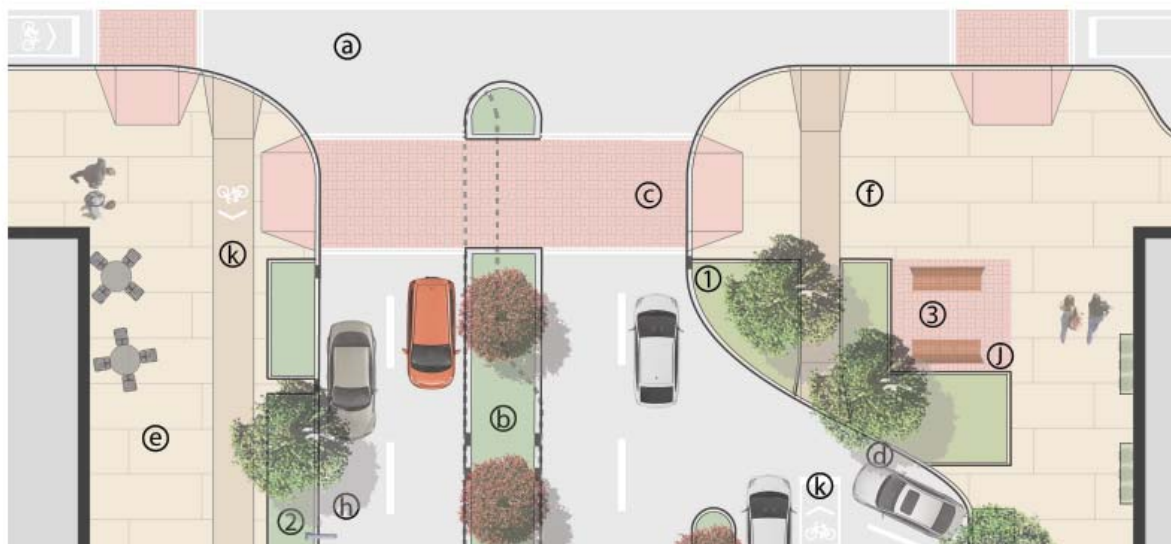
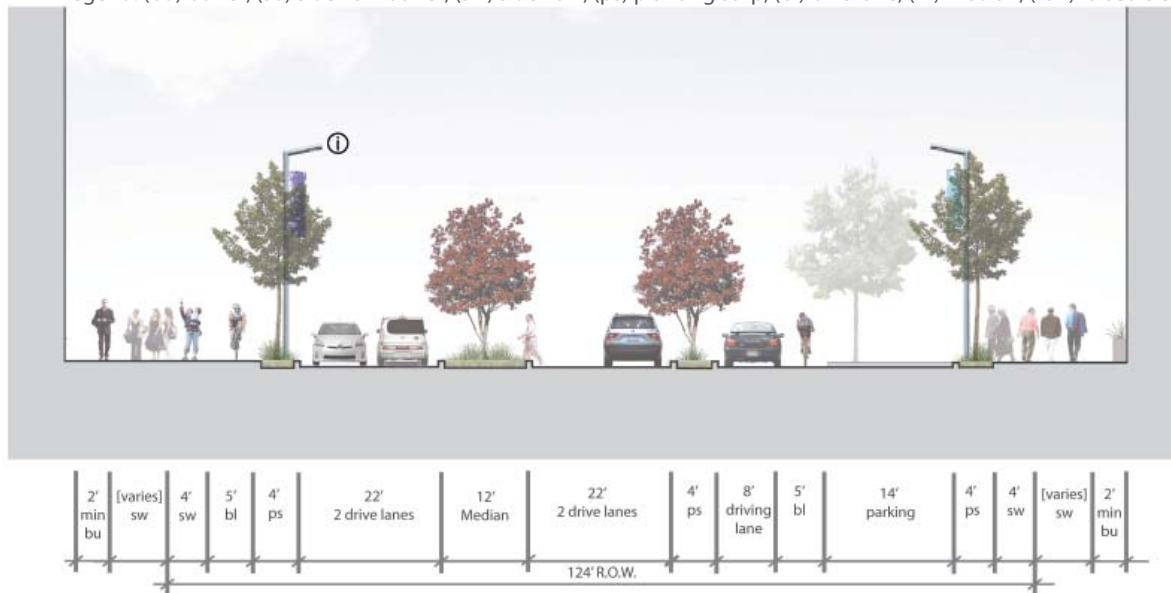
Standard Streetscape Components

- a. Intersections Pg. 51
 - b. Medians and Refuge Islands Pg. 52
 - c. Marked Crosswalks Pg. 52
 - d. On-Street Parking Pg. 54
 - e. Sidewalks Pg. 58
 - f. Curb-Extensions Pg. 61
 - g. Curb Extensions at Transit Stops Pg. 62
 - h. Street Trees Pg. 62
 - i. Street Lighting Pg. 65
 - j. Street Furniture Pg. 66
 - k. Bicycle Facilities Pg. 57
- Case by Case Streetscape Components
- 1. Street Parks Pg. 62
 - 2. Planting Area Pg. 64
 - 3. Special Paving Pg. 65



Example of a four-lane street with median and one slip-lane with back-in diagonal parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Canada

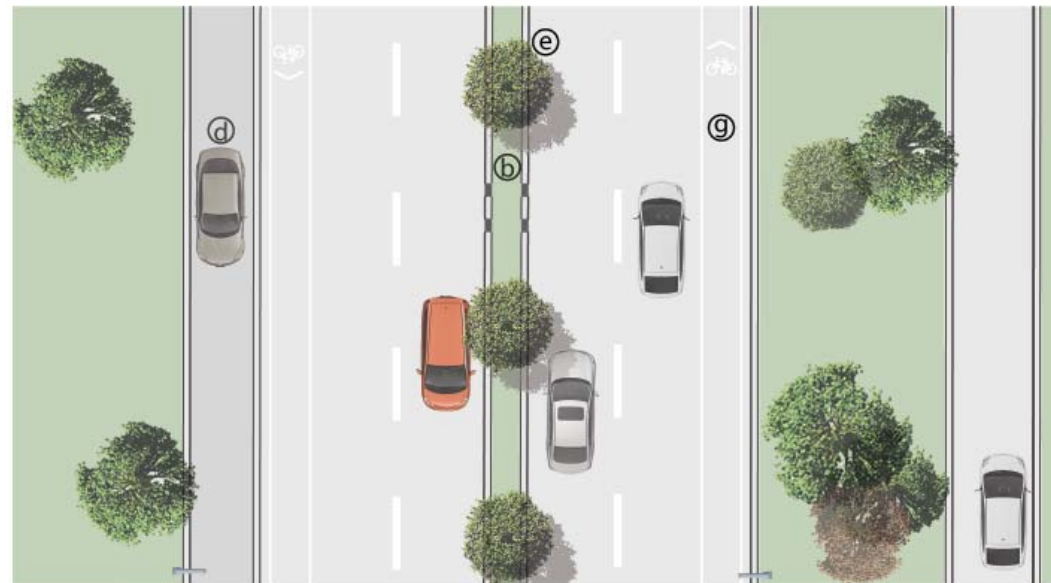
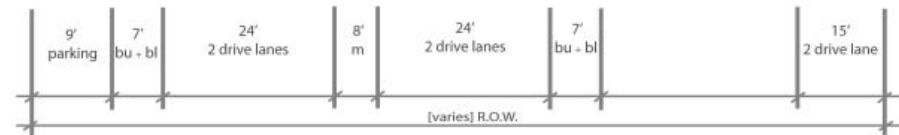
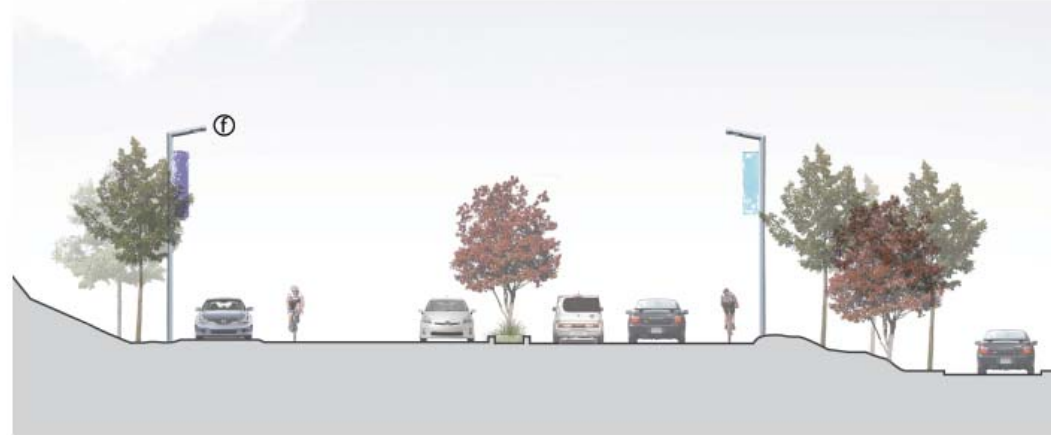
Standard Streetscape Components

- a. Intersections Pg. 51
- b. Medians and Refuge Islands Pg. 52
- c. Marked Crosswalks Pg. 52
- d. On-Street Parking Pg. 54
- e. Street Trees Pg. 62
- f. Street Lighting Pg. 65
- g. Bicycle Facilities Pg. 57

Case by Case Streetscape Components

- 1. Street Furniture Pg. 66
- 2. Trails Pg. 75

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose



Example of a four lane road with median

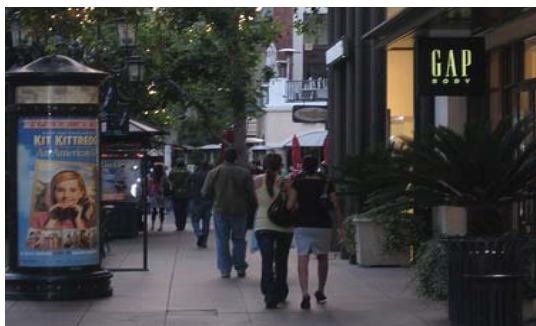
Herbert Street with Transit

Standard Streetscape Components

- a. Intersections Pg. 51
- b. Marked Crosswalks Pg. 52
- c. On-Street Parking Pg. 54
- d. Sidewalks Pg. 58
- e. Curb-Extensions Pg. 61
- f. Street Trees Pg. 62
- g. Street Lighting Pg. 65
- h. Street Furniture Pg. 66
- i. Special Paving Pg. 65

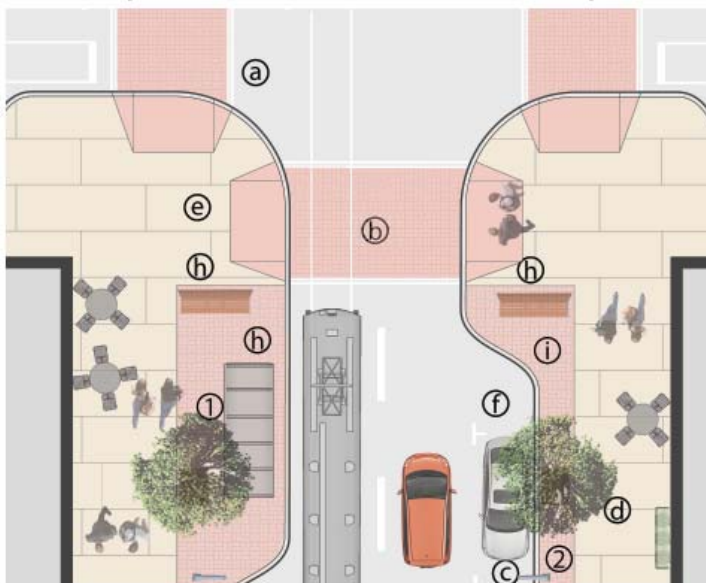
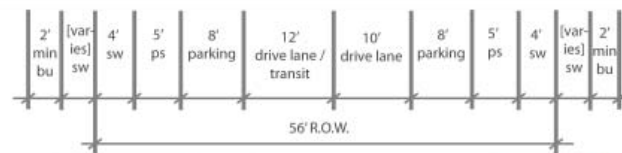
Case by Case Streetscape Components

- 1. Curb Extensions at Transit Stops Pg. 62
- 2. Street Parks Pg. 62



Example of a two lane local road with shared transit lane and on-street parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Local Street (mixed-use)

Standard Streetscape Components

- a. Intersections Pg. 51
- b. Marked Crosswalks Pg. 52
- c. On-Street Parking Pg. 54
- d. Sidewalks Pg. 58
- e. Curb-Extensions Pg. 61
- f. Street Trees Pg. 62
- g. Street Lighting Pg. 65

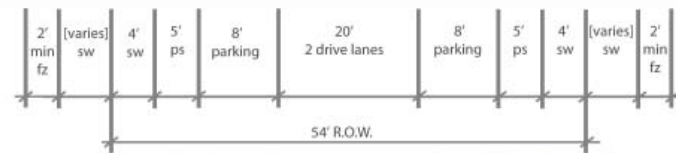
Case by Case Streetscape Components

- 1. Curb Extensions at Transit Stops Pg. 62
- 2. Street Furniture Pg. 66
- 3. Street Parks Pg. 62
- 4. Planting Area Pg. 64
- 5. Special Paving Pg. 65



Examples of a two lane local street with on-street parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Local Street [with linear green]

Standard Streetscape Components

- a. Intersections Pg. 51
- b. Marked Crosswalks Pg. 52
- c. On-Street Parking Pg. 54
- d. Sidewalks Pg. 58
- e. Curb-Extensions Pg. 61
- f. Street Trees Pg. 62
- g. Street Lighting Pg. 65
- h. Street Furniture Pg. 66
- i. Street Park Pg. 62

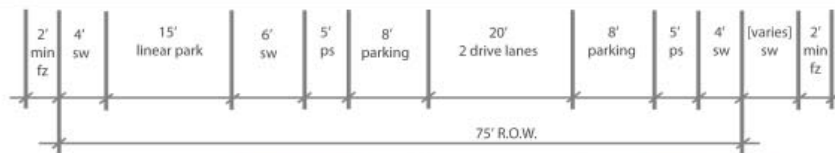
Case by Case Streetscape Components

- 1. Curb Extensions at Transit Stops Pg. 62
- 2. Planting Area Pg. 64
- 3. Special Paving Pg. 65



Examples of a two lane local street with on-street parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Local Street (single family)

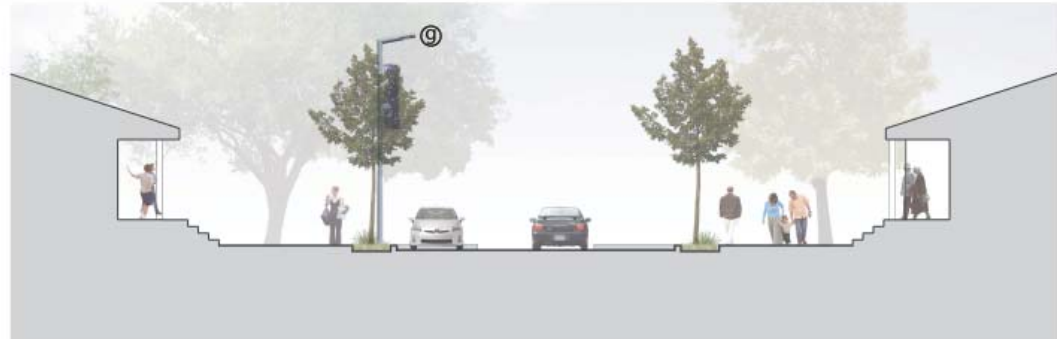
Standard Streetscape Components

- a. Intersections Pg. 51
- b. Marked Crosswalks Pg. 52
- c. On-Street Parking Pg. 54
- d. Sidewalks Pg. 58
- e. Curb-Extensions Pg. 61
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Case by Case Streetscape Components

- 1. Curb Extensions at Transit Stops Pg. 62
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- 3. Street Parks Pg. 62
- 4. Planting Area Pg. 64
- 5. Special Paving Pg. 65

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose



Examples of a two lane local street with on-street parking

Couplet

Standard Streetscape Components

- a. Intersections Pg. 51
- b. Marked Crosswalks Pg. 52
- c. On-Street Parking Pg. 54
- d. Sidewalks Pg. 58
- e. Curb-Extensions Pg. 61
- f. Street Trees Pg. 62
- g. Street Lighting Pg. 65

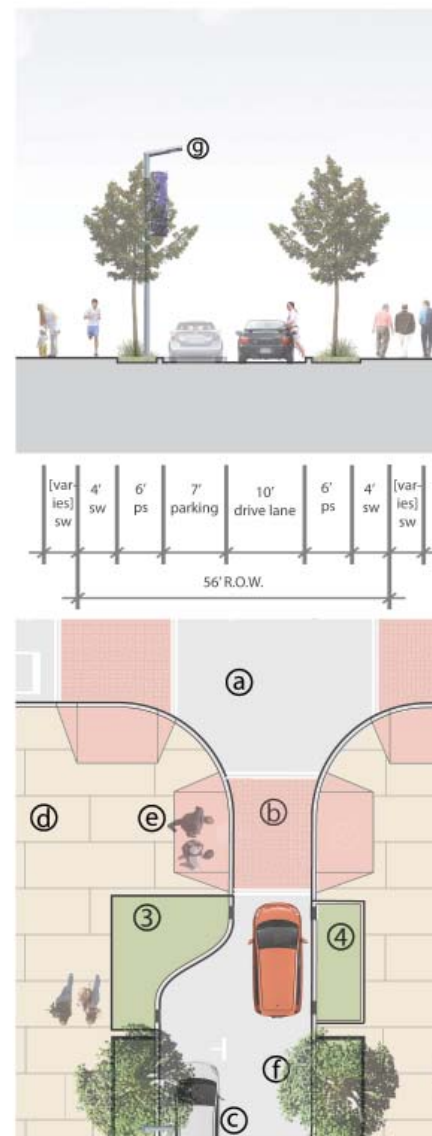
Case by Case Streetscape Components

- 1. Medians and Refuge Islands Pg. 52
- 2. Street Furniture Pg. 66
- 3. Street Parks Pg. 62
- 4. Planting Area Pg. 64
- 5. Special Paving Pg. 65



Example of a couplet with on-street parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose

Mews

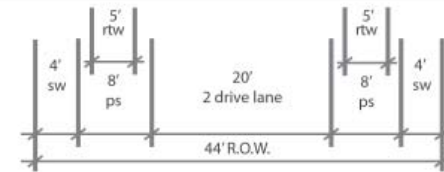
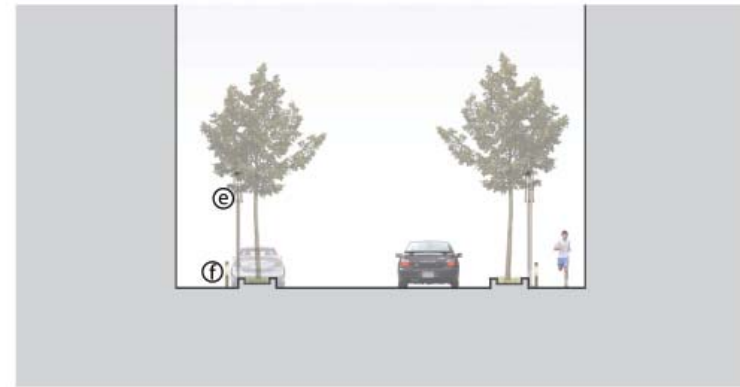
Standard Streetscape Components

- a. Intersections Pg. 51
- b. Marked Crosswalks Pg. 52
- c. On-Street Parking Pg. 54
- d. Street Trees Pg. 62
- e. Street Lighting Pg. 65
- f. Street Furniture Pg. 66

Case by Case Streetscape Components

- 1. Street Furniture Pg. 66
- 2. Special Paving Pg. 65

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Example of mews streets with parking spaces provided between street trees and narrow walking paths



Street Section and Partial Street Plan shown for illustrative purpose

Street Guidelines

Intersections

Intersections should be as compact as practical. They should minimize crossing distance as well as crossing time, limiting exposure to traffic, increasing safety, and encouraging pedestrian travel.

1. In areas where destinations cause high crossing demand and where block lengths exceed four hundred feet (400'), mid-block crossing may be used.
2. Curb extensions should be provided at all corners and mid-block crossings where on-street parking is provided. Exceptions include streets where parking is converted to a peak-hour traffic lane.
3. Marked crosswalks may be supplemented by the use of contrasting pavement, texture, material, style, or color.
4. Material used in crosswalks should be non-slip and be visually contrasting.
5. On local streets, small planted roundabouts or roundabouts with sculptures are encouraged to calm traffic.



A mid-block crosswalk



Example of a marked crosswalk using brick and stone pavers



Curb extensions shorten the crossing distance for pedestrians



Marked crosswalks increase safety for pedestrians and add interest to the streetscape



Curb extension and enhanced crosswalk materials increase safety of pedestrians



Example of a small planter roundabout on a local street

Medians and Refuge Islands

A median is the portion of the roadway separating opposing directions of traffic. They may be depressed, raised, or flush with the road surface and are generally linear and continuous through a block. A refuge island is a short segment of median used at pedestrian crossings when a full median is not possible.

Raised medians provide space to locate pedestrian safety features and traffic control devices, amenities, landscaping and stormwater management. They can provide traffic calming and beautify the streetscape. When locating a median is not possible, raised islands may be used as traffic calming features to briefly narrow the traveled way, either in mid-block locations, or to create gateways at entrances to residential streets.

Design

Wherever possible, medians should be wide enough to provide refuge for pedestrians at crossings (five [5] feet minimum). Medians should extend beyond the crosswalk at intersections when possible while still accommodating dedicated vehicle turning lanes and vehicle turning movements. A pathway across a median at crossings should be flush with, and at least as wide as, the crosswalk.

Include landscaping wherever feasible. Medians and islands more than three (3) feet wide, including curbs, should be landscaped, graded and used for stormwater management whenever possible. When street trees are desired, a median should be a minimum of five (5) feet wide, including curbs, to provide sufficient space for healthy root growth. Design and landscaping of medians

should emphasize continuity on throughways and ceremonial streets and may have a more organic design on neighborhood streets.

Marked Crosswalks

Marked crosswalks are an important tool for enabling pedestrians to move safely, conveniently and predictably across roadways. When treated with decorative paving material, crosswalks can add a unique streetscape design treatment to emphasize pedestrians' presence and primacy. Streetscape design should consider crosswalks as a fundamental part of the pedestrian realm, not as an intrusion into the roadway reserved for vehicles only.

Crosswalks are present by law at all approximately right angle intersections, whether marked or unmarked, unless the pedestrian crossing is specifically prohibited. At mid-block locations, crosswalks only exist where marked. At these non-intersection locations, it is the crosswalk markings that legally establish the crosswalk.

At Intersections

Intersections can be controlled by traffic signals or STOP signs. Marked crosswalks should be provided at all intersections controlled by traffic signals, unless the pedestrian crossing is specifically prohibited. Crosswalks may be considered at all STOP-controlled intersections but the following factors should be considered in marking a crosswalk: high pedestrian volumes, vehicle volumes, school zone location, substantial volume of children, elderly or disabled use, or other safety reasons.



Example of a landscaped median



Example of a marked crosswalk



Example of a marked crosswalk

At Mid-Block Crossing

Mid-block crosswalks can provide a safe and convenient pedestrian crossing when other crossing opportunities are distant, or where a destination creates high crossing demand (such as a school or playground).

Mid-block crossings should be enhanced through the use of signage, striping, signalization, or other special treatments such as raised crossings or special paving.

Raised Crosswalks

Raised crosswalks bring the level of the roadway up to that of the sidewalk, forcing vehicle traffic to slow before passing over the crosswalk and provide a level path of travel for pedestrians. They visually turn intersections into pedestrian-oriented zones. Raised crosswalks are particularly successful at mid block or intersection locations where the raised area can be extended to include the entire intersection.

Considerations for locating raised crosswalks may include; wherever low-volume streets intersect high-volume streets, wherever a street changes its function or street type, or at key civic locations. Raised crosswalks should not be used on arterials such as Canada, Beckley, Singleton, Commerce, Fort Worth, or Sylvan.

Curb Ramps

Where raised crosswalks are not appropriate, curb ramps must be installed at all intersections and mid-block pedestrian crossings per ADA standards. Curb ramps provide pedestrian access between the sidewalk and roadway for those using wheelchairs, strollers, walkers, crutches, hand-carts, bicycles, and for pedestrians with trouble

stepping up and down high curbs.

Pedestrian Refuge Islands

Crosswalks may include pedestrian refuge islands. Pedestrian refuge islands enhance pedestrian safety by reducing crossing distances and providing refuge for pedestrians to cross roads in stages.

Design

Crosswalks should comply with Manual on Uniform Traffic Control Devices (MUTCD) standards, be no less than ten (10) feet in width and must include curb ramps and tactile warning strips per federal accessibility guidelines. Treatment for marked crosswalks at intersection locations should consist of white retro-reflective thermoplastic stripes that delineate the sides of the pedestrian walking area.

Special intersection paving treatments are encouraged and can help break the visual monotony of asphalt streets, highlight crossings as an extension of the pedestrian realm, announce key civic or commercial locations, and add character to a neighborhood. They can include integrated colors, textures, pavers, and scoring patterns and may be instituted within crosswalk markings or across an entire intersection. It's important to note however, that special intersection paving alone does not define a crosswalk. Standard crosswalk striping on the outer edge of the crossing should also be included. Further, special treatments must take into account future maintenance concerns to ensure that the integrity of the design may be maintained through the upkeep and repair of the facility.



Example of a mid-block crossing



Example of a raised crosswalk



Example of a pedestrian refuge island

On-Street Parking

On-street parking, whether parallel, perpendicular or angled, provides a valuable buffer for pedestrians by limiting the negative visual, noise, and environmental effect of passing traffic. Additionally, the on-street parking lane of a roadway, typically reserved for parking or loading of vehicles, may be used to help improve the quality and function of the pedestrian realm by extending it and providing a variety of streetscape and pedestrian amenities, such as landscaping, storm-water treatment, bicycle parking, and seating.

On-street parking lanes may be temporarily converted for pedestrian use in conjunction with street closings or festivals and may provide additional public, café and restaurant seating, and areas for expanding art, food, and craft booths.

Perpendicular and Angled Parking

Perpendicular and angled parking lanes may be provided where roadway width allows. They provide additional and convenient parking spaces while narrowing the vehicle travelway and adding a significant traffic calming effect on the street. The desirable scale and width of the street to provide a comfortable sense of enclosure is an important consideration in determining appropriate parking configurations. Significant public space can be reclaimed by adding curb extensions at intersections or mid-block locations.

Reverse angled parking may be preferred in some instances (not on busy arterials) as it reduces accidents involving oncoming motorists and bicycles, and is more convenient when it comes to loading/unloading goods, children, pets and individuals with disabilities.

Bicycle Parking

Bicycle parking may be provided in the parking lane. Bike racks should be placed such that parked bikes are perpendicular to the curb line. One standard parking space can accommodate up to twelve (12) bicycles on six (6) U-racks without cluttering limited sidewalk space. Where possible, bicycle parking should be built on a curb extension. On-street bicycle parking safety may be increased by adding bollards along the edge of the adjacent traffic lane and parking spot(s).



Example of parallel parking



Example of parallel parking helping buffer the pedestrian zone



Example of reverse angled parking



Example of bike parking on a wide sidewalk



Example of bike parking on a street

Roundabouts

Roundabouts may be used at large intersections in place of signals while still handling significant traffic volumes. Conflicts between vehicles and pedestrians occur at every intersection. Roundabouts have lower vehicle speeds and fewer pedestrian collisions than standard signalized or unsignalized intersections. When vehicular volumes are low to moderate, roundabouts allow pedestrians to cross frequently without waiting for vehicles to stop. Incorporating splitter islands provides crossing refuge for pedestrians and deflects the path of vehicles reducing vehicle speeds.

Placement

Roundabouts are appropriate at medium to high volume intersections that would otherwise have some other form of intersection control, such as a four-way stop or traffic signal.

Design

At single lane roundabouts, the pedestrian crossing should be at least one vehicle length from the yield line at the intersection with the roundabout to allow one car to queue beyond the crossing. At double lane roundabouts, the crossing should be at least two vehicle lengths. Splitter islands should be provided and pedestrian refuges should meet the guidelines described later in this document.

Landscaping of roundabouts is required, however plantings should be less than three (3) feet tall within four (4) feet of the edge of the curb. Roundabouts are encouraged to include public art installations such as fountains or sculptural elements to help create a gateway in to neighbor-

hood or civic areas. Where appropriate, usable public space may be designed within the center island.

Neighborhood Traffic Circles

A neighborhood traffic circle is a round raised traffic island in the center of a traditional intersection generally used at low volume neighborhood intersections. This landscaped area helps reduce traffic speeds and visually breaks-up the scale of streets providing space for greenery and storm-water treatment. The outer ring is mountable to allow larger vehicles to navigate the otherwise small curb radius.

Not to be confused with modern roundabouts, designed to handle much higher traffic volumes, neighborhood traffic circles do have a similar positive effect of significantly reducing conflicts. Design speeds for movement around the circle should be (10-15) mph.

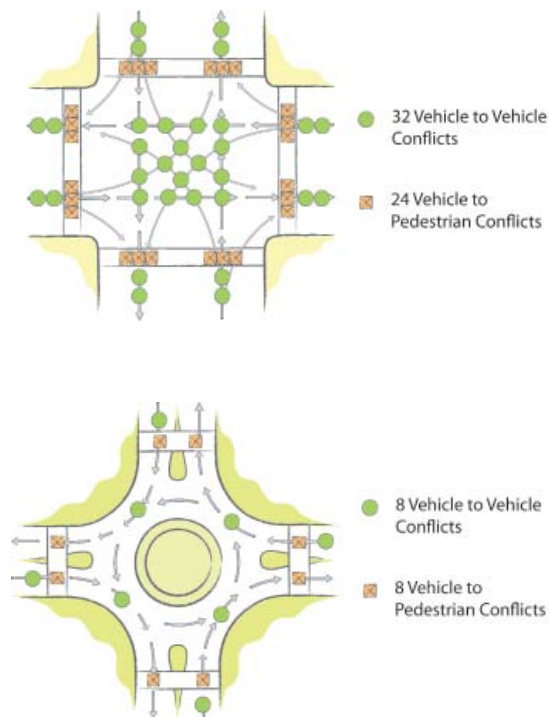
Design

Neighborhood traffic circles should not require a change in curb geometry and should be large enough that vehicles entering the intersection must slow down and change course, but should not swing into crosswalks and significantly alter the path of travel for pedestrians or bicyclists. This may mean setting crosswalks back such that they align with the inside edge of the furnishing zone instead of the curb. However, they should retain a linear path of travel from the throughway zone directly to the curb ramp and the crosswalk. Signage should be included to indicate the direction of circulation.

Neighborhood traffic circles should be designed



Example of a landscaped modern roundabout



Vehicle and pedestrian conflict point comparison diagrams for a conventional intersection and a roundabout

with a two (2) foot wide mountable curb to accommodate larger and emergency vehicles.

The inner circle should be landscaped with trees or plantings. Shrubs and grasses should be planted up to three (3) feet tall. Trees should be planted a minimum of four (4) feet from the inside edge of the curb. In traffic calming circles with a diameter of less than fifteen (15) feet, one tree should be planted in the center.

Shared Public Way (Mews)

Shared public ways, otherwise known as mews, are public right-of-ways prioritized for pedestrian use but that also allow vehicles and bicycles to share the same space. Vehicles are accommodated in small numbers and at low speeds as necessary for local access to: building entries, driveways, on-street parking, loading, service and emergency access, and deliveries.

Design

Shared public ways should be designed in a visual or tactile way to emphasize their pedestrian and public open space character and to differentiate them from traditional streets. The character of a shared public way may vary from a quiet, residential-only lane to mixed-use residential and pedestrian-oriented commercial street. A variety of streetscape amenities such as landscaping, seating, and pockets of on-street parking, are recommended to help create a safe environment and should be located and spaced to allow visual permeability and barrier-free pedestrian movement through the entire shared public way even while vehicles are present.

Shared public ways may be considered on streets

that do not have parking garages with greater than one-hundred (100) parking spaces, have through traffic of fewer than one-hundred (100) vehicles per hour, and don't have public transit.

To provide alternate locations for gathering and to help bring the community together, vehicle closures on an intermittent or temporary basis for events, restaurant seating, markets, etc., are encouraged.



Example of a mews in a mixed-use environment



Example of a mews street



Example of a mews street



Example of a landscaped neighborhood traffic circle designed to calm traffic

Bicycle Facilities

Bicycles facilities should follow City of Dallas Bike Plan recommendations for designated networks.

West Dallas should be served by the following types of bicycle facilities:

Shared Lane

A lane of traveled way that is open to bicycle travel and vehicular use.

Shared Lane Markings

A pavement marking symbol that indicates an appropriate bicycle positioning in a shared lane.

Cycle Track (Singleton Boulevard)

A portion of a right-of-way contiguous with the traveled way, which has been designated by pavement markings and signs for the exclusive use of bicyclists. The cycle track will be raised above the roadway and separated from motor vehicles by parked cars and a planting strip buffer.

Bicycle Lane

A portion of a roadway which has been designated by pavement markings and, if used, signs, for the preferential or exclusive use of bicyclists.



Example of a Shared Lane



Example of a Cycle Track



Example of a Shared Lane Marking



Example of a Bicycle Lane markings



Example of a Bike Lane

Sidewalks

Sidewalks can be activators of the street. They may extend from the face of the building or edge of the private property to the face of the curb. A well-designed sidewalk is critical to its function as a public place as they are the most extensively used civic space in our communities.

The basic functions of the sidewalk in any context are the accommodation of pedestrians, access to adjoining buildings and properties and the provision of clear zones with space for utilities and other streetside amenities. Street amenities may include, street trees and public art, sidewalk cafes, plazas and seating areas, transit amenities (such as benches, shelters, trash receptacles and waiting areas), merchandise display and occasional public activities (such as farmers' markets or art shows). Functions can vary by context and predominant ground floor land use. The width of certain elements of the sidewalk (for example, the furnishings zone functions as a traffic buffer) will vary by thoroughfare type depending on the existence or lack of on-street parking and the speed and volume of vehicular traffic. Civic and community functions on the streetside may require additional space to complement adjacent civic or retail land uses or to accommodate high pedestrian flow. Public spaces in the streetside are often used for these functions and are an important complement to the thoroughfare as a public place. Public spaces include public plazas, squares, outdoor dining, transit stops and open spaces. Transit stops and some plazas are generally within the streetside. Design considerations should account for the context of the public space within the thoroughfare and the surrounding land use.

The sidewalk is made up of four (4) zones, each with its own purpose, but dependant on the others to make a complete sidewalk that is safe, pleasant and a public asset. The sidewalk can be broken down into separate zones. These zones include edge, furnishing, thoroughway, and frontage zones.



Four sidewalk zones illustrated

Edge Zone

The Edge Zone is the area between the face of curb and the Furnishing Zone. The area of required clearance between parked vehicles or travel way and accessories or landscaping should be a minimum of two feet (2') to facilitate the door swing of a parked car and prevent conflicts with elements within the Furnishing Zone. Parking meters, however, can be placed in this zone. Not all street sections require this zone.



A sidewalk's "edge" zone

Furnishing Zone

The Furnishing Zone is the area of the thoroughfare that provides a buffer between pedestrians and vehicles. Items which should be located in this zone, to minimize impact on the Thoroughway Zone, include:

Street trees, planting strips, street furniture, street lighting, utility poles, sidewalk vaults, newspaper racks, traffic signal cabinets, fire hydrants, bicycle racks, etc, in a manner that does not obstruct pedestrian access or motorists visibility.

A typical dimension for this zone is four-six (4-6) feet, but installing curb extensions is an effective way to increase sidewalk space in this zone.



A sidewalk's "furnishing" zone



Pedestrian amenities add functionality and vitality to a street

Throughway Zone

The Throughway Zone is the walking zone that must remain clear, both horizontally and vertically, for the movement of pedestrians.

1. Continuous sidewalks are required along all streets.
2. The sidewalks are to be installed within the landscape setback or street R.O.W. and correspond to the width used on similar streets within the development or as shown on the corresponding street section.
3. All sidewalks should be complete prior to building occupancy.
4. Recommended clear pedestrian zone minimum width in constrained conditions is six feet (6') in multi-family residential areas, commercial, and mixed-use areas.
5. All sidewalks must meet American National Standards Institute (ANSI) 117.1 and Americans with Disabilities Act (ADA) requirements.

Frontage Zone

The Frontage Zone is the distance between the Throughway Zone and the building front or property line used to buffer pedestrians from window shoppers, accessories and doorways. It may contain landscaped areas, street furniture, signage, merchandise displays, etc., and can also be used for restaurant/street cafes. Minimum frontage zone should be two feet (2').



A sidewalk's "throughway" zone



A sidewalk's "frontage" zone



Seating areas in a sidewalk's "frontage" zone

Curb Extensions

Curb extensions, also called bulb-outs, extend the sidewalk into the parking lane. Curb extensions narrow the roadway and provide additional pedestrian space at corners and at mid-block locations while enhancing the overall pedestrian experience.

They are an essential tool for enhancing pedestrian safety by increasing pedestrian visibility, reducing crossing distances, relieving sidewalk crowding, slowing turning vehicles, defining the extent of on-street parking, and visually narrowing the roadway. Generally, these benefits are greater the further the bulbout extends into the roadway and the tighter the turn radius created by the bulb-out.

Design

Curb extensions may often be lengthened to create public spaces, additional landscaped areas, or transit waiting areas. They can also be employed as neckdowns or chokers, all traffic calming techniques that reduce vehicle travel lane widths.

Curb extensions should not encroach on cyclists' space. Where bike lanes use a painted inside edge, the bike lane should be painted continuously as the bike lane passes the curb extension.



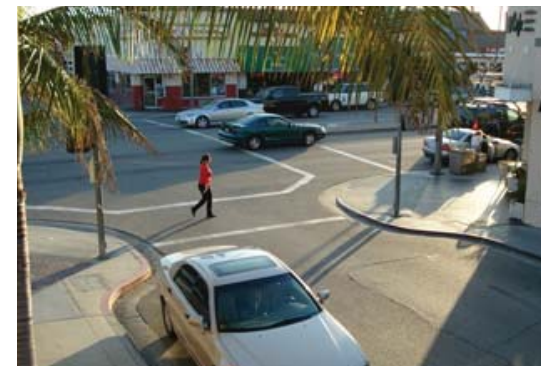
Example of a curb extension shortening the distance needed for a pedestrian to cross the street.



Example of curb extensions applied in urban setting



Example of a curb extension added to existing sidewalk



Example of a hardscaped curb extension used for parking



Example of a planted curb extension with bike lane



Example of a curb extension utilized for planting and pedestrians

Curb Extension at Transit Stops

Curb extensions at transit stops avoid the need for transit vehicles to exit and re-enter the flow of traffic to make a stop. They facilitate accessible boarding, allowing a bus to align directly with the curb and improve pedestrian conditions by providing extra space for pedestrians and providing a space to locate transit shelters out of the way of pedestrian flow.

Curb extensions for transit should be considered on all streets with side running transit and a parking lane.

Design

Curb extensions for transit should follow encroachment into roadway standards as described above. Sidewalk transit stops should be located in a curb extension wherever possible. Good layout of a transit stop should clearly define the transit stop, allows ease of access between the sidewalk, the transit stop, and the transit vehicle, and should not block the path of travel on the adjacent sidewalk.

Transit shelters should be provided where possible and demand warrants. Shelters should provide at least four (4) feet of clear space between the edge of the curb and the front edge of the shelter.

Transit stops and their surrounding area should receive a higher than average level of amenities to serve waiting passengers. These amenities may include shelters, lighting, special paving, landscaping, seating and additional site furnishings such as; trash receptacles, bike racks, way-finding information, and drinking fountains.

Curb extensions for transit stops should be long enough to accommodate all doors of transit vehicles that will load and unload plus an additional five (5) feet of maneuvering space. Where there is frequent service, they should be long enough to accommodate two (2) vehicles.

Street Parks

Street parks are small, active public spaces created in the existing public right-of-way within medians, curb extensions, at odd-corner conditions, or in the furnishings zone on wide sidewalks. They may include landscaping, seating areas, play areas, community garden space, dog runs or other elements that encourage public use. Street parks can provide important public space in areas with high-density land use areas deficient in open space. The use of landscaping or special paving materials differentiating their unique open space function from the sidewalk or median is encouraged.

Street Trees

As the most important organizing element in a streetscape environment, appropriately selected street trees are highly encouraged. Street trees enhance the character of a street, neighborhood and community, making streets appear more narrow to drivers, causing slower driving speeds, and increase property values. Trees also provide the added benefit of mitigating air and noise pollution, reduce the urban heat island effect, provide natural stormwater management, and provide urban wildlife opportunities.



Example of a curb extension at a transit stop.



Street park at street corner



Example of utilizing curb extension for unique planting and paving opportunity.

Placement

Street trees are typically planted in tree wells. Where sufficient width occur between sidewalks and streets, and where pedestrian activity is light, it may not be necessary to create independent tree wells. Instead a planting area can be connected to improve the overall health of the trees. In limited circumstances, trees may also be planted in above ground planters.

Street tree spacing should be determined by the mature size of the tree. Generally, trees should be planted with the following spacing:

1. Small trees (<20 feet crown diameter at maturity) should be planted 15 to 20 feet on center.
2. Medium sized trees (20 to 35 feet crown diameter at maturity) should be planted 20 to 25 feet on center.
3. Large trees (>35 feet crown diameter at maturity) should be planted 30 to 35 feet on center.

Tree spacing should create a continuous canopy and buffering effect between the roadway and the sidewalk. These spacing guidelines should be considered general targets that may be adjusted based on local conditions such as setbacks from corners, utilities, driveways, transit stops, and building entrances. Where site constraints prevent maintaining an exact spacing, it is favorable to place a tree slightly off the desired rhythm than to leave a gap in the planting pattern.

Tree wells should be aligned so that the edges abutting the path of travel form a straight line along a street.

Trees are especially valuable at intersections and transit stops. However, this should be balanced

with concerns for clear views of traffic control devices, street and pedestrian lighting requirements, and maintaining clear access to transit vehicles.

Trees may be planted in medians four (4) feet or wider, including curbs. These trees should have arching canopy structures, or be upright and columnar in form. Trees located in medians should have a vertical clearance of the lowest branch of eight (8) feet in height over the median, and fourteen (14) feet for any portion of the tree that overhangs the roadway.

Streetscape amenities should be coordinated with street tree planting locations, and developed in a manner that provides a consistent appearance along a block face.

Tree wells shall be protected along heavily travelled sidewalks with tree grates or other structural tree well covers. Alternatively, permeable cobble stones or pavers, tree guards, or iron edging may also be used.

Individual tree wells and connected tree wells can be designed to capture stormwater from the adjacent roadway and is encouraged. The increased amount of water a tree can receive increases its overall health and may reduce the amount of manual watering needed.



Street Trees make a crucial contribution to city life



Example proper implementation of street trees



Use of tree wells on a heavily traveled city sidewalk.

Planting Areas

Concrete, asphalt, building roofs, and parking lots all prevent rainfall from absorbing into the ground. Instead, this rainfall collects into runoff, accumulating chemicals, oil, metals, bacteria, and other by-products of urban life. Left untreated, this polluted runoff contaminates the ecosystem, may cause flooding, and contributes to combined sewer discharges during large storm events. Streetscape planting areas can help mitigate these environmental problems by removing or delaying the runoff stream and treating associated pollutants before stormwater is discharged into sewers and storm drains, and to receiving water bodies such as the Trinity River. Properly designed streetscape planting areas can add aesthetic, habitat, and ecological value to a street. For these reasons, wherever it is possible to do so, water should be directed to stormwater features first.

Streetscape planting areas may include sidewalk planting strips, tree well landscaping, street planters, and the landscaped area between a building and the sidewalk. They buffer active pedestrian areas from the street and are most appropriate where frequent pedestrian traffic between parked cars and the sidewalk is not expected or where a pedestrian path can be provided for people moving between the sidewalk and parked cars.

Placement

Streetscape planting areas are suitable for most street types, including residential, commercial, mixed-use, and special streets. Planting areas can be located in sidewalks, parking lane planters, curb extensions, in “frontage zones”, and

medians. Wherever possible, connecting tree wells above ground shall be encouraged to allow increased root space and stormwater detention area. When not possible within a heavily used or narrow sidewalk, a continuous trench may be bridged with sidewalk slabs, pavers, and/or tree grates supported by structural soil or a subsurface frame system.

Design

Where formal sidewalk buffer plantings are generally appropriate for commercial and special streets, residential street plantings may have a more diverse or organic character. Streetscape planting areas can be designed to detain, cleanse, and infiltrate stormwater from the adjacent roadway. Careful consideration should be given to how stormwater is captured, detained, and treated within a planting area.

The use of drought-tolerant species is highly encouraged. Deep rooted native or drought-tolerant species have many benefits including tolerance to flooding and drought, low or no irrigation needed once established, and improving water quality by filtering pollutants. Additionally, planting areas can be designed to detain, cleanse, and infiltrate stormwater by providing a means for capturing stormwater.

Planting areas should be a minimum of four (4) feet wide along a street where trees are to be planted and must maintain the minimum clear sidewalk width (“throughway zone”). Where parking lanes are present, planting strips must provide access from the sidewalk to and from parked cars.



Example of drought tolerant residential streetscape planting and access walk to sidewalk from street



Example of a sidewalk planting strip at curb extension

Special Paving

Special paving may consist of traditional paving materials such as concrete, asphalt, or non-traditional materials used as accents in key locations. Typical asphalt and concrete paving are proven materials that meet standard needs of vehicle and pedestrian circulation; special paving treatments can improve public spaces, give circulation areas a stronger sense of place, and enhance the hierarchy of public spaces.

Special paving treatments may include natural stone pavers, unit concrete pavers, bricks, wood, textured and colored concrete, stamped asphalt, and concrete with exposed or special aggregate or other finish treatments. It can also be used to define the edges of spaces or visually enhance entire spaces. Special paving, identify pedestrian primacy such as within heavily traveled crosswalks or pedestrian priority spaces, and adds visual variety to the streetscape. Special paving can be a functional stormwater amenity as well as an aesthetic enhancement, when designed as permeable paving. Further, special treatments must take into account future maintenance concerns to ensure that the integrity of the design may be maintained through the upkeep and repair of the facility.

Placement

Special paving may be included as a component of any street type and is most appropriate on commercial, ceremonial, or small streets. Consistent usage is encourage to avoid a disjointed appearance. It should be considered in:

- transit stop areas
- pedestrian crossings
- neighborhood commercial areas, and other

- special districts
- mid-block and raised pedestrian crossings
- pedestrian-only streets
- pedestrian pathways and streets that can temporarily close to vehicle traffic
- sidewalk and median pocket parks
- curb extensions
- “furnishings zones” of sidewalks
- primary building entries and driveways

Street Lighting

As a key organizing streetscape element that defines the nighttime visual environment in urban settings, street lighting includes roadway and pedestrian lighting in the public right-of-way. Quality street lighting helps define a positive urban character, supports nighttime activities, and is critical for both traffic and pedestrian safety and security.

Placement

Pedestrian lighting should be prioritized in the following locations:

- streets with high pedestrian volumes
- key civic and commercial streets
- where safety and security concerns occur such as at underpasses; mews, and pedestrian pathways

Street lighting poles should be located on the sidewalk close to the curb on the curb side edge, or centered within, the “furnishing zone”. Typically, pedestrian lighting poles align with the street lighting poles. However, on very wide sidewalks pedestrian lighting poles may be farther from the curb than the street lighting poles to light the primary walkway. Light poles should be coordinated with trees and other streetscape amenities.

Design

Light fixtures, that are appropriate to the overall streetscape style and identity of a neighborhood and maintain continuity between the streets of a district should be selected. Neighborhoods should have a consistent fixture style to present a unified appearance. Minimum maintained lighting levels are also an important consideration. Accessories such as banner arms may be added to light poles to further identify the neighborhood.



Example of coordinated street lighting



Example of permeable paving used in a sidewalk application

Street Furniture

Street furniture adds functionality, visual interest and vitality to the pedestrian realm. Street furniture may include benches and seating, bicycle racks, bollards, news racks, sidewalk restrooms, transit shelters, trash receptacles, and other elements not specifically discussed here. Properly selected street furniture welcomes pedestrian use and provides the visual detail that makes a place comfortable and interesting.

Street furniture should be considered a requisite public expenditure just as other necessary elements of the street, such as traffic signals and signage. They can have a positive impact on public safety, comfort, success of local businesses, real estate values, and transportation habits.

Placement

Street furniture should be prioritized on:

- streets with heavy pedestrian activity
- streets where pedestrians may linger or are encouraged to linger, such as in commercial and mixed-use areas, and along parkways and park edge streets
- on streets supporting public transit
- other streets may include street furniture at corners and or where warranted by adjacent land use and pedestrian activity

Street furniture should be located within the “furniture or frontage zones” and it’s placement should not impede with the accessible path of travel. Where possible, they should be arranged to define social spaces.

Site furnishing locations should be considered secondary to street trees and lighting, but should

be grouped near other streetscape elements and to take advantage of shade provided by trees.

Design

Street furniture should be made of durable, high-quality materials. They may be custom made or complement and be designed as an integrated part of other streetscape elements including low walls, planter edges, tree guards, public art, and building edge forms.



Street furniture located in relation to land use and public amenities



Example of custom sitting area integrated in a planting area



Example of street furniture located along pedestrian path



Example of grouped sitting area on a sidewalk



Example of a street furniture grouped with public amenities

Park and Open Space Guidelines

Publicly accessible parks and open space organize and reinforce community structure and can create a strong identity for West Dallas. These spaces can provide a wide variety of passive and active recreational experiences ranging in size and type. Together they create an integrated system enhancing livability, natural appearance, and ecological values while providing gathering places and interaction opportunities for the community and visitors to the area. The type and character of park and open space should be influenced by its surrounding uses (e.g. retail, office, high, medium, or low density residential) and prospective user groups (e.g. workers, shoppers, children, visitors, residents). One general concern for providing for parks and open space is the provision for their care and maintenance. This study area provides an opportunity to look toward different models for the development and upkeep of our open space assets.

Public Open Space

Public open space plays a critical role in successfully integrating commercial and residential uses and is necessary to achieve livability in a high density mixed-use community. In addition to the types of parks described below, much of the feeling of open space in West Dallas will come from required new open space construction, improvements to existing open space, and the streetscape.

Park classifications are based on the size of the park, types of facilities likely to be located within each site, size of population served and facilities and program needs.

Regional Park

Regional Parks draw visitors from an entire region and generally amount to a large area of land preserved for its natural beauty, historic interest, and recreational uses among others. A Regional Park provides active and passive recreation opportunities, with a wide selection of facilities for all age groups. West Dallas is fortunate in having the Trinity River Corridor Park as its backyard. Efforts should be made in providing logical, aesthetically pleasing, convenient, and accessible entry points into the park.

Neighborhood Park

Neighborhood Parks are usually one to fifteen (1-15) acres in size with the preferred minimum size of four-five acres (4-5) to allow a variety of landscape and recreation experiences. Neighborhood parks should be landscaped and provide for passive and/or active recreational pursuits. Neighborhood parks should be designed to accommodate all age groups. They may have playground areas, play fields, and/or athletic facilities. Neighborhood parks have a service area of one-quarter to one-half (1/4 - 1/2) of a mile or approximately a five to ten (5-10) minute walking distance. The following features should be considered in the design of parks in West Dallas.



Neighborhood parks should accommodate all age groups



The future Trinity Corridor Project will become a major regional park and destination



Neighborhood parks can accommodate a variety of active and passive uses

1. Major portions of the park should be devoted to accessible and useful grassy surfaces.
2. The park should provide a pleasant contrast to its neighboring structures through extensive use of vegetative ground cover, trees, and shrubs.
3. Adjoining building frontages should be encouraged to incorporate ground-floor uses, such as shops and food services.
4. Where possible, neighborhood parks should be sited with large-scale trees allowing for shade and providing a sense of lateral and overhead enclosure.
5. Neighborhood parks should be designed to be a part of an area wide, connected system of open spaces, including pedestrian-oriented street spaces and landscaped thoroughfares.

Linear Park and Linkages

Linear Parks and Linkages are built connections or natural corridors linking parks together. Typically, the linear park is developed for one or more modes of recreational travels such as walking, jogging, biking, and in-line skating. Ideally, a linear park will provide pedestrian and bicycle connections to other open spaces in a larger open space system or to destinations such as schools, libraries, and neighborhood commercial areas. Perimeter roads along one or both sides of a linear park are encouraged for several reasons: they provide almost unlimited access as the roads parallel a linear park, they provide public observation of activities, making it a safer place, and they provide the motorist with an aesthetic contrast to the built environment. If access to a linear park is not continuous, then frequent access points should be provided.

Mini-Park (Pocket Park)

Mini parks are generally less than one (1) acre in size and typically serve a quarter (1/4) mile radius, or a five (5) minute walking distance. These parks may be either active or passive. In these small spaces, athletic facilities are usually not available.

Special Public Space

Special Public Spaces may serve as a destination for users from outside the community rather than solely providing open space for the community. Special Public Spaces may be most any size and generally are sited at significantly important locations making them gateways into the community or special gathering social spots for events and celebrations.



Examples of Special Public Spaces



Examples of mini-parks



An example of a linear park with perimeter roads on both sides

Plaza/Square

Plazas and squares usually occur at the intersection of important streets and support civic and commercial activity with landscape consisting of durable pavement and formal tree plantings. A plaza/square is usually bordered by civic or private buildings and range from very active places with adjacent complementary uses such as restaurants and cafes, to quiet areas with seating, formal landscape plantings, and amenities such as fountains or public art. The following are suggested features to consider in their design:

1. The size of the space and the siting and massing of adjoining buildings to produce spaces with a strong sense of enclosure.
2. Ground-floor space of facing buildings should be devoted to retail, restaurant and other consumer-oriented uses to increase the level of use and sense of activity within the plaza/square.
3. Provide seasonal choices of sun or shade.
4. Accommodate the use of the outdoor space by adjoining businesses.
5. Extensive use of paved surfaces is appropriate and may be complemented by trees and ground cover that provides visual contrast.
6. Water features are encouraged to provide visual interest, for their cooling effect, and for noise attenuation.
7. Ample seating areas should be provided including walls, ledges, raised surfaces, or simply space to allow for movable seating.



Plazas and squares are generally incorporate extensive use of paved surfaces, formal landscape plantings, and water features

Area-Specific Public Space

A number of required open spaces, critical to achieving key objectives of the framework, are described below.

Pavaho

Existing flood utility and flood storage facility with the opportunity for enhancement to be re-imagined as an open space amenity contributing to pedestrian connectivity in the area.

Trinity Park

10,000 acre regional park being developed into a recreational, environmental and open space amenity as part of the Trinity River Corridor Project. Easy access to this amenity contributes to the desirability and future potential for the study area.

Bataan Playfield

The existing private playfield behind the Bataan Center has fallen into neglect and disrepair. This framework finds its rehabilitation as key to helping stabilize and enhance the “La Bajada” community. It should, once again, support organized team sports and provide additional opportunities for active and passive recreation. Among the improvements to the playfield that may be considered are; a fitness trail, tot-lot, playground, basketball court, picnic seating areas and shelters, splash-park, soccer field, baseball field, softball field, etc.

Continental Plaza

The symbolic gateway and ceremonial center for West Dallas shall be a plaza designed to accommodate large numbers of people and a variety of public events.

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas.



Plazas and squares are generally incorporate extensive use of paved surfaces, formal landscape plantings, and water features

Continental Pedestrian Bridge

A regional destination as a grand public space for pedestrians and bicyclists over looking the Trinity Park, Downtown, and the Margaret Hunt Hill Bridge.

Herbert Plaza

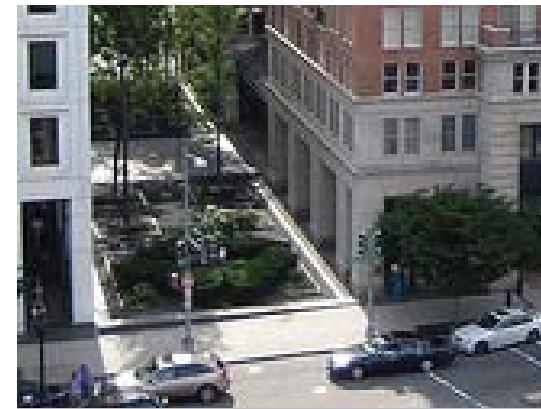
This square should act as the ceremonial central public space for the Herbert Street community. It should be located convenient to the potential site for a new commuter rail line and should be designed to accommodate a large number of visitors and residents.

Commerce Commons

This major new park at the southern end of the Herbert Street commercial zone should support active pedestrian use and compliment the retail nature of Herbert street by programming complimentary uses that help activate the park. Specimen trees should be preserved where appropriate to help create a living link to the past and to be able to provide shaded areas to relax from the beginning.

Lone Star Memorial Green

Located on axis with the new Lone Star Baptist Church on West Main, this park will celebrate and highlight the historical importance of this church to the community of West Main Street. This park should employ formal plantings and may include a monument(s) to the church and community.



Appropriate examples of public open space

Provisions for Additional Public Open Space

The Trinity Park will play a significant role in meeting the recreational needs of the community within walking distance to proposed access points to the park. However, additional open spaces will be needed, and their provision will need to seek a balance between the demand on the land for development and other infrastructure and providing for the livability of the community. The area-specific public spaces outlined in this document represent the intended framework of public space within the Structure. This reflects a pattern of development that designs neighborhoods around access to public space. A neighborhood park should be required to be no more than one-half (1/2) mile, or a ten (10) minute walking distance, from any area of residential concentration. A series of deliberate and non-deliberate smaller open spaces should help make-up the requirements for public open space. Where possible, these should be located to help create linkages to existing or planned parks and open spaces. As the community develops, park space should be determined in location and scale with the following considerations:

- 1.How the space will be used;
- 2.The amount of population that it is serving;
- 3.The character of the neighborhood served; and
- 4.Minimum functional size given its intended use and context.

Special locations of general public interest, such as the Continental Pedestrian Bridge, Continental Plaza, or Herbert Plaza, are also necessary but are considered separately from meeting the open space and recreational needs of the existing and new population, since these spaces serve as a destination for users from outside the community

rather than solely serving the community.

Semi-Private Open Space

Securing high-quality usable open space for common use by residents and workers of a development is an important detail in making a high-density West Dallas livable. Targeted users, as well as passive and active uses should be considered when designing these spaces.

Residential developments should provide semi-private open space at grade, over parking decks, or on roofs with a minimum size of fifty (50) square feet per unit. Requirements for semi-private open space at grade, over parking decks, or on roofs for workplace developments should be a minimum size of (600) square feet for up to the first (100,000) square feet of office space. An additional (300) square feet should be required for each additional (100,000) square feet. Wherever possible, semi-private open space should be designed to be visually accessible from the street to enhance public safety. This required space should be exclusive of the ground level area (setback) between the property line and the development.



Examples of appropriate semi-private open space

Private Open Space

Access to the outdoors is an important component of livability in high-density West Dallas. Each unit of a residential development should be provided private open space in the form of balconies, decks, patios, or porches in the following manner:

1. A minimum horizontal dimension of six (6) feet should be required for an outdoor private space to allow for adequate usable space.
2. When possible, private open spaces should be take advantage of views.
3. Visual privacy should be maintained in the design of private open spaces.

At grade private open space for residential units should maintain sufficient separation from the public realm through grade separations or screening. However, clear views to the street "eyes on the street" must still be maintained.



Examples of appropriate private open space

Community Garden

A community garden is a grouping of garden plots available to nearby residents for small-scale cultivation. A community garden may not exceed two (2) acres in size and any storage facilities should fit in with the character of the surrounding neighborhood.

Pedestrian Passage or Paseo

Where block lengths exceed (500) feet, a pedestrian passage must be available at all times to the general public. A pedestrian passage must be a minimum of ten (10) feet wide and may be hardscaped or heavily landscaped and act as a public park as well.

Landmarks

Crucial to a livable city, parks provide recreation, fresh air, open space, and greenery. Parks can serve as refuge and are important social and civic sites, allowing people of all ages and backgrounds the chance to interact. Parks also provide an important connection to the natural environment. At their best, parks are complex, multipurpose land uses that define and sustain a community and a city as a whole. Parks can also be thought of as landmarks that add distinctiveness within a neighborhood, community or city.

With its location adjacent to the Trinity River and downtown and a strong and viable existing community, West Dallas parks and open space should be designed as landmarks that layer social and natural features to enhance its unique character.

Viewshed Protection

West Dallas has tremendous views and vistas of downtown and of the Trinity River Corridor. These views are amenities and assets of great



Example of a Pedestrian Paseo



A Community Garden provides opportunity for outdoor activity and socializing



Example of a Pedestrian Passage with active ground floor uses



This park also acts as a Landmark

value to the city, its people, and its economy. Parks and open space design should be used as a tool for preserving and enhancing view opportunities to downtown and the Trinity River Corridor.

Focal Points

The most important intersections or activity nodes can serve as gateways or arrival point into a district or neighborhood. Rhythms in the urban structure can be created to help emphasize a gateway by marking key focal points with landmarks, plazas/squares, distinctive landscaping or pulling back the building line.

Trails

Activity on a trail lends a sense of safety and comfort to a trail, and encourages use of the trail. Trails should be designed to accommodate a variety of users and may include: walkers, joggers and runners, cyclists, and In-line skaters.

With the development of the Trinity River Corridor into a world class park, trails will become an integral part of our park and recreation system. Used by people of all ages and abilities throughout the region, access to the Trinity River Corridor trail network from West Dallas will be important components of the park system. Regular trail access points to the Trinity River Corridor trail network should be provided as needed along the levee edge. Trail access points should be required at the intersection of Singleton and Beckley and Commerce and Beckley. Where population densities are projected to be higher, along Beckley between Commerce and I-30, providing trail access points at more regular intervals is appropriate.

Typical trail access amenities may include con-

venient parking, drinking fountain, safety call box, trail map and information kiosk, trail identification, restrooms, trash receptacles, place to sit, dog waste bag supply posts, mile markers, etc., but should depend on location and type of service it's expected to provide.

Trails should include sidewalks around parks, park pathways, as well as unpaved pathways in natural areas and regional multi-modal trails. Minimum trail widths will depend on location and intended use but should range from a minimum of six (6) feet up to twelve (12) feet where provisions for cyclists must be made.



Parks and open space can help protect important views of downtown and the Trinity River Corridor



Example of a plaza as an important focal point



Example of trail connections

Public Art

The character, personality, and spirit of a city or district can often be conveyed most vividly through its public art. Public art has the power to engender aesthetic experiences, transform public spaces, celebrate history, provoke ideas, and carry social messages. Public art connects people to one another and builds stronger communities. Supported by the City of Dallas, public art can help define a community's identity and reveal the unique character of a neighborhood.

Public art should be integrated in the overall vision of a project's design by involving the artist early in the design process. Without formally injecting art into the early stages of the planning process, it runs the real risk of either being left out, or appearing out of sync with the overall built environment. The goals for the use of public art in West Dallas are the following:

1. Artistic excellence. Aim for the highest aesthetic standards by enabling artists to create original and sustainable artwork, with attention to design, materials, construction, and location.
2. Image. Achieve visual interest by creating focal points, meeting places, and definers that will enhance West Dallas' image locally, regionally, nationally and internationally.
3. Sense of place. Enliven and enhance the unique quality of West Dallas cultural and visual environments. Provide meaningful opportunities for communities to participate in cultural planning, and a means for citizens to identify with each other through arts and culture in common areas.
4. Style. Public Art should illustrate themes and levels of sophistication appropriate for their location. Public art has the potential to be lo-



Example of a mid-block pedestrian passage also providing public green space



Interactive and passive examples of public art installations in urban environments

cated on such surfaces and structures as building facades, bus shelters and sidewalks and in places such as plazas, parks and intersections.

A wide variety of opportunities exist for exhibition of public art. Some examples of public art may include sculptures, mosaic walls, murals, paving patterns, monuments, memorials, shade and screening structures.



Interactive and passive examples of public art installations in urban environments

Architectural Guidelines

Transition to the Existing Neighborhood

Issues of potential conflict between areas of new and denser development and areas of less density must be addressed. Dallas is a city of neighborhoods. Established small scale neighborhoods contribute to the overall vitality of the city. They are an important part of the mix that creates an active community life in Dallas and its character should be considered in the future design and planning of adjacent and denser development patterns.

Buffering of neighborhood edges should be addressed through use, height, setback, scale, massing and detailing of adjacent buildings. Vehicular access and parking requirements for new development(s) should minimize impact on neighborhood traffic flow and avoid disturbing the character of the neighborhood.

Respect Neighborhood Character

The positive elements and patterns that characterize the neighborhood of La Bajada should be protected and reinforced through building use, scale, mass, building patterns, and details.

Ensure Compatibility within La Bajada

Currently, La Bajada contains nearly one-hundred (100) vacant lots and a number of homes have reached a point where major renovation or a complete re-construction will be necessary in the near future to remain livable, weather tight structures.

In-fill construction will be limited to single family use and should respect the following R-5(A) zon-

ing requirements:

- front yard setbacks (20 feet min.)
- side yard setbacks (5 feet min.)
- rear yard setbacks (5 feet min.)
- height (30 feet max.)
- lot coverage (45% max.)
- or reflect requirements established with an NSO, if the neighborhood chooses to establish one.

In addition, a maximum of two (2) stories will be allowed. Landscaped front yards, front porches, front doors and windows facing the street, pitched roofs, and garages which are set back a minimum of ten (10) feet from the front facade are among the defining characteristics of the neighborhood and should be enforced with all new and remodeled construction.

Ensure Compatibility Between Adjacent Uses

A great opportunity for protecting and enhancing La Bajada occurs where current single-family zoning meets existing IR zoning. Replacing incompatible uses such as truck yards and service garages with single family, duplex, and/or townhome buffers to the existing community is encouraged as market-driven redevelopment occurs.

As development moves closer to Singleton and Sylvan, density and height allowances increase. No portion of a building over twenty-six (26) feet in height may be located above the residential proximity slope as established in Section 51A-4.412.

Property(ies) bounded by Gulden, Singleton, and Canada should allow for greater variety in use, density, and height. Its strategic location at the

end of the new Margaret Hunt Hill and Continental bridges makes this a perfect property for a signature mixed-use development appropriate to its high visibility site. Retail, restaurant, multi-family residential, hotel, and office with underground parking are all allowable uses for this site.

Height bonuses may be created for key development sites and structures generally limited to the Trinity Point area, or areas south of Bedford, provided that the development is providing public goods that mitigate the increased height allowance.



Examples of compatible building design that respects neighborhood character

Siting of Buildings

The point where building and the sidewalk meet is important in any urban environment. It's the moment in a pedestrian network where interaction between people on the sidewalk and buildings is most intense and a threshold where commerce and activity must cross. Street level restaurants, shops, stores, businesses and residences are all accessed at that line, and the more continuous it is, the greater possibility for success they will all experience. A gap in the length of facades will create an area of low activity and low commercial potential in the same way a vacant lot will, and should be avoided wherever possible.

Buildings, as they meet the ground, form the space around our city streets. The shape of our streetscape is created by the height and location of the buildings which line the sides. Buildings which meet the street acknowledge the greater importance of the public space through which the streets run. They can, in this way, create an awareness of the greater importance of the civic whole, where building facades are shaped by the public spaces around them.

Required Build-To Lines

The required build-to line for all new buildings or additions to the front or street side of existing buildings helps visually reinforce the building façade line of the street. The building may be set back from the front or street side property line as listed on the following chart, to accommodate shop entrances, arcades, plazas, sidewalk cafes, other approved urban design amenities, or landscaping.

Massing and Street Wall

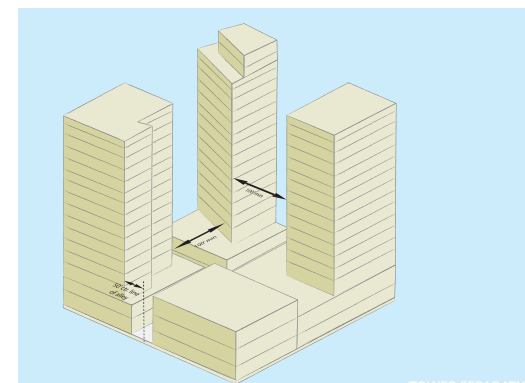
Building massing may consist of low-rise, mid-rise, tower elements, or combinations, depending on use and needs. An important aspect of livability is the preservation of natural light, sunlight, and ventilation. Preserving this and public views to downtown, into the Trinity River Corridor, and important street end views should be facilitated by requiring towers set-back from the streetwall, employing the use of tower separation rules, and requiring towers built adjacent to the levee to step-back from the levee as they increase in height. Various massing options may be possible on a given site and should be explored to determine how guideline objectives such as preserving views and sunlight can best be met.

To provide visual order to what could be diverse massing, a strong definition of the streetwall should be provided through build-to requirements as described previously in this section. Massing of developments should relate to adjacent buildings through proper scale, setback, and design. Tower elements extending above defined podium should:

1. Be separated from other existing tower elements to provide privacy, and access to natural light and air.
2. Residential towers should be sculpted to accommodate views and minimize shadows on public spaces and shopping streets
3. Provide a strong presence at ground level. This can be achieved by having portions of the tower carried continuously through to grade.
4. Articulation of towers in both plan and profile help break up its mass. The use of terraced or stepped floors at upper levels is encouraged to diminish overall scale and minimize shadow-



Separation of towers



ing and blockage of views.

The height and massing of new developments should respect current and neighbor’s views of the Trinity and downtown across the Trinity River Park. Protrusions above the permitted building envelope height such as roof gardens, elevator penthouses, and signature roof structures should be avoided.

Variations in Facades and Materials

A building’s lowest three floors of frontage are the primary contributor to a pedestrian’s understanding and enjoyment of a city and thus greater care, expense and workmanship should be given to its design.

The low-rise portions of buildings should be clearly differentiated from mid-rise or tower elements with a prominent step back and/or cornice. Stepping-back of facade to break up mass at upper levels of buildings should be significant enough to “read” visually. For example, when it is desired to break a tower mass down, a single large two (2) story step may work better than two small single story ones.

A building’s lower level should be carefully designed to relate to the scale and enhance the “close up” view of the pedestrian. The use of high quality materials, more intensive detailing, and window arrangements, etc., which contributes to a heightened pedestrian interest is encouraged. Ground level commercial uses whether retail, service, restaurant, or office should use clear glass windows, individualized shop fronts, lighting, and weather protection to achieve pedestrian scale and interest. Mirrored surfaces, views into park-

ing areas, blank walls, etc. should be avoided.

Exterior building materials should follow a set of values that over time can serve as an overarching identifying element for west Dallas. Materials should be of good quality and regionally available. Care should be taken to avoid nostalgic reproductions, but use of traditional and natural materials may be used in a contemporary and meaningful manner. The following should be prohibited for use as cladding materials:

1. Vinyl and plastic siding
2. Wood roof shingles
3. Reflective glass
4. Architectural foam detailing (for the first two building stories)

Building Access and Circulation

Residential and commercial entries to buildings should be separately identifiable from the street.

When a residential use is located on the ground level, individual unit entries with windows should engage the street providing “eyes on the street”. A low, raised porch or front garden is encouraged to define usable space in the setback behind the property line. Pedestrian-scaled entrance canopies projecting over residential lobby entryways are encouraged.

Major building entries should be designed and located to provide the primary building access oriented to the public street and sidewalk. Doorways should be prominent and obvious in appearance. Major entry features should primarily address the street, with entry courts, display



A building’s composition can greatly enhance a pedestrian’s experience



Residential and commercial building access is clearly identifiable in these examples

windows, signage, lights, walkways, and vestibules, as appropriate.

Awnings, Canopies, Arcades and Overhangs

Awnings, canopies, arcades and overhangs are encouraged at the ground level of mixed-use shopfronts, single-story shopfronts, commercial, civic, and multi-residential developments to enhance articulation of the building volumes and provide weather protection.

1. Materials should compliment the building's design and a permanent material is preferred to vinyl or fabric.
2. Awnings should not be internally illuminate.
3. Placement of street trees and lighting should be respected.
4. All large canopies and arcades that require structural support should be located to minimize impacts on pedestrian traffic.
5. A minimum clearance of ten (10) feet above the sidewalk must be maintained.

Windows

Windows should be located in all building facades visible from a public street. Retail uses should have active, transparent, and interesting storefront windows. Limitations on transparency, such as dark or reflective glass, or interior coverings, should be avoided.

Roofs

Roof design should consider its contribution to the skyline and views from taller adjacent properties.

1. Towers should incorporate sculpted roof caps, terracing, or other articulation of the upper floors.
2. Low and mid-rise building roofs should consider providing green roof design, landscaped courtyards as amenities and to provide pleasant views from taller neighboring properties.
3. Mechanical rooms and equipment should be integrated into the design of the architectural roof treatment or screened with compatible materials and finishes.



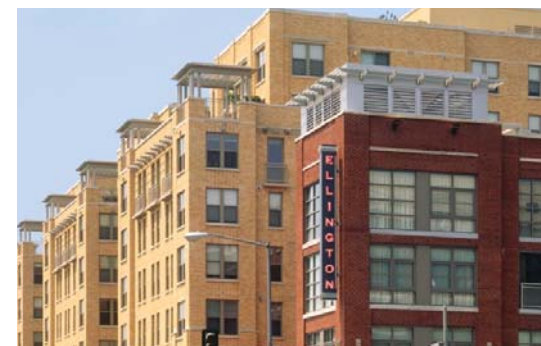
Retail uses shall have active, transparent and interesting shop-front windows enhancing the pedestrian experience



Towers should incorporate sculpted roof caps and articulation of upper floors



Green roofs provide outdoor space for its tenants and they contribute to views from taller buildings



Lower buildings should consider their roof design and views from taller buildings nearby

Ground Level Treatment

Retail Streets

Ground floor spaces along Herbert Street (retail street), or other streets with active uses should orient tenant spaces to the street with storefronts and entries addressing principal sidewalks to sustain street level visual interest and promote pedestrian activity.

1. Where retail streets intersect other streets, the ground level retail space should wrap the corner onto the intersecting street.
2. Required ground floor retail space should be provided to a minimum depth of at least twenty feet (20') from the front façade and should include an average floor-to-ceiling height of fourteen feet (14').
3. The primary entrance to each street-level tenant space that has its frontage along a public street should be provided from that street.
4. The primary entrance to each street-level tenant that does not have its frontage along a public street should be provided from a pedestrian paseo, courtyard, or plaza which is connected to a public street.
5. Storefront windows and doors should generally comprise a minimum of 75% of a building's street level façade (Additional guidelines may be found in the Development Guidelines Matrix).
6. Doors and windows should be of clear glass along all street-level facades especially as they relate to retail use.

All Other Streets

Ground floor spaces facing other streets should be designed to contribute to the built environment and public realm by accommodating

habitable space, avoiding blank walls, and hiding parking.

1. Ground floor treatment, except for residential units with individual entries, should be designed similar to that of retail streets but with wall openings generally comprising a minimum of 50% of a building's street level façade (Additional guidelines may be found in the Development Guidelines Matrix).
2. Residential units with individual entries should include windows on the ground floor that look out onto the street.
3. A residential unit's individual entry and any private outdoor space for the unit should be several steps above a sidewalk's elevation (30" preferred).



An example of appropriate ground floor treatment of residential units



Ground floor spaces oriented to the street addressing sidewalks to sustain visual interest and promote pedestrian activity

Parking and Access

Because West Dallas will encourage a highly walkable environment that is mixed-use, compact, and provides housing and travel choices, developments can be served with less parking. Shared parking is encouraged throughout with the exception of single family residential parking and can be located remotely a maximum of 300 feet from the building it serves. A special exception to allow modification of the weekday or weekend employee/customer or resident/visitor parking ratios should be considered based on captive market percentages for visitors and employees, drive percentages for visitors and employees, monthly or time of day adjustment factors, or any other model assumptions of the ULI shared parking model.

Parking areas themselves should not be the dominant feature, therefore surface parking is discouraged, while structured and on-street parking is encouraged. The design of parking garages and parking access should minimize conflicts or disruptions of the pedestrian environment.

Drop-Off Zones

Drop-off zones should be located and designed to maintain sidewalk and street wall continuity while reducing conflicts with pedestrian movement and activities.

1. Drop-off zones, including those for residential, hotel and restaurant use, should be provided either within the off-street building envelope or parking facilities using the parking access or along the required curb line where there is a full-time curbside parking lane, with no

sidewalk narrowing.

2. Where there is no curbside parking lane and off-street drop-off is not feasible, a hotel or restaurant use may have a drop-off lane up to forty feet (40') long provided the required sidewalk width is maintained.

Vehicular Entries and Curb Cuts

The number and width of curb cuts and vehicular entries should be limited to promote street wall continuity and reduce pedestrian conflicts.

1. Vehicular access should be from a mews or mid-block on a street where feasible.
2. Curb cuts and parking/loading entries into buildings should be limited to the minimum number required and the minimum width permitted.
3. Parking and loading access should be shared where feasible.
4. Parking and loading access should be located a minimum of twenty-five feet (25') from a primary building entrance, pedestrian paseo, or public outdoor gathering area.



Examples of parking and loading access located to minimize pedestrian conflict



A drop-Off Zone that maintains sidewalk continuity

Surface Parking

Before planning and building surface parking lots, the feasibility of alternatives, such as underground or structured parking, should be considered. When these preferred alternatives are not feasible, surface parking lots should enhance the public realm, secure pedestrian safety and comfort, provide quality landscaping and on-site stormwater management, and promote the use of sustainable materials and technologies. Surface parking lot design should reflect the following objectives:

- Respect the existing and/or planned context
- Enhance the safety and attractiveness of the public realm
- Minimize impact on the property and on surrounding properties
- Create direct, comfortable and safe pedestrian routes
- Provide shade and high-quality landscaping to help mitigate the urban heat island effect
- Manage stormwater quality and quantity on-site
- Incorporate sustainable materials and technologies

Surface parking lots should only be located behind or beside buildings hidden from primary street frontages and street corners. Exceptions may include parking lots on small or narrow lots. Large parking lots should be divided visually and functionally into smaller parking courts. Parking spaces and rows should be organized to provide consolidated landscaping and on-site storm water management opportunities. A direct and continuous pedestrian network within and adjacent to parking lots should be established to connect building entrances, parking spaces, public sidewalks, transit stops and other pedes-

trian destinations. All pedestrian routes within a parking lot should include:

- A barrier free pathway
- Shade trees or structures along the pathway
- Pedestrian scaled lighting to illuminate and define the route
- A clear division from vehicular areas

Efforts should be made to retain and protect existing trees and integrate them into the parking lot landscape plan. Landscaping (softscape and trees) should be distributed throughout to help soften and screen parking lot edges, reinforce circulation routes, create pleasant pedestrian conditions and maximize shade and stormwater benefits. Landscaped areas include islands, medians, bio-retention areas and other consolidated planting areas and should be designed to accommodate native and drought tolerant trees and plants.

- Plant high-branching deciduous trees throughout the parking lot interior
- Provide internal shade trees at a minimum ratio of one (1) tree planted for every five (5) parking spaces supplied
- Include landscaped islands at the beginning and end of each parking row and to break up longer rows or highlight special features
- Plant a minimum of one (1) shade tree (2 preferred) in each island
- Include understory planting, such as shrubs, perennials, ornamental grasses and ground-cover

Where possible, surfaces containing recycled or sustainable material should be implemented into the design of surface parking lots. Use of dark,

impervious surfaces should be avoided. Light colored materials, such as concrete, white asphalt or light colored pavers should be used as a hard surface material to help reduce the urban heat island effect.

Minimize the extent of impermeable surfaces within the parking lot. This may be achieved in many ways, including; limiting the size and number of parking spaces; limiting the width of drive aisles and looking for opportunity to share access routes; and/or using permeable paving where hard surfaces are required. Management of rain-water on-site with infiltration, evapotranspiration and water re-use designs are encouraged.



Examples of surface lots that enhance the public realm through their location, limited size, surface treatment, and landscaping

Parking Structures

Parking structures can create value by decreasing the amount of land devoted to the singular use of parking. Underground structured parking should be encouraged to satisfy parking requirements. Parking structures should exhibit the same principles as those for good building design that respect the context and character of its neighbors. Required parking may be integrated into a project it serves or provided remotely.

- With the exception for minimum ground-level frontage required for access to parking and loading, integrated parking and loading areas should not be visible on any building facade facing a public street.
- Where parking, loading or circulation is provided above the ground floor, it should be lined with occupied floor area along all street frontages and integrated into the design of the building.
- Stand-alone parking structures are encouraged to integrate an external skin designed to improve the building's appearance over the basic concrete structure of ramps, walls and columns. This can include heavy-gage metal screen, pre-cast concrete panels, laminated glass, photovoltaic panels, etc. A "green screen" coordinated with the design of the parking structure may also be employed to screen the structure.
- Sloping ramp conditions should not read on the façade.
- Sustainable design features such as photovoltaic panels (especially on the top parking deck), renewable materials with proven longevity, and stormwater treatment may be integrated into the design of the parking structure.
- Vertical circulation cores should be located on primary pedestrian corners and be highlighted

architecturally.

- The ground floor along public streets should provide active uses along the street frontage of the garage. On service streets or mews, the ground floor treatment may consist of an appropriate screening element.
- Signage and wayfinding should be integrated with the design of the parking structure.
- Garage lighting levels should meet code and provide safe passage for users but should not negatively impact adjacent residential uses.
- Location of ventilation exhaust of parking structures and the noise from fans and blowers and impacts to adjacent uses and pedestrian environments should be considered in the design and impacts avoided where feasible.
- Pedestrian entrances to parking facilities should be directly accessed by sidewalks, covered walkways, pedestrian paseos, or through internal building vestibules.



Examples of Parking Structures that exhibit the same principles for good building design

	Herbert Street (retail street)	Singleton	Commerce	Park Drive (south/ north side)	Beckley (section a)	Beckley (section b)	Sylvan (section a)	Sylvan (section b)	Local Street (mixed-use)	Local Street (bataan + amonette/harwick)	Local Street (single family)	Mews
Lot												
Area per building (max sf)	none	none	none	none	none	none	2,500	none	none	none	2,000	none
Width (max.)	none	none	none	none	none	none	none	none	none	none	none	none
Lot coverage (max)	100%	80%	80%	80%	80%	80%	55%	80%	80%	100%	45%	100%
Front Setback Area												
Primary street (min/max sf)	8/8	6/10	6/10	6/12 20	2/8	8/18	15/none	6/12	6/12	6/12	15/none	none/0
Required Street Frontage												
Primary street (min)	90%	80%	80%	70%	70%	70%	none	70%	70%	70%	none	80%
Side street (min)	70%	60%	60%	50%	50%	50%	none	50%	50%	50%	none	50%
Parking Setback												
From primary street (min ft)	30	30	30	30	30	30	20	30	30	30	20	5
From side street (min ft)	30	30	30	30	30	30	none	30	30	30	none	30
From service st/mews (min ft)	5	5	5	5	5	5	none	5	5	5	none	NA
Abutting single family (min ft)	NA	10	NA	NA	NA	NA	none	10	10	NA	none	10
Side Setback												
Abutting single family (min ft)	NA	15	NA	NA	NA	NA	5	15	15	NA	5	15
Abutting multi-family (min ft)	0	0	0	0	0	0	5	0	0	0	5	0
Rear Setback												
Abutting single family (min ft)	NA	15	NA	NA	NA	NA	5	15	15	NA	5	15
Abutting multi-family (min ft)	5	5	5	5	5	5	5	5	5	5	5	5
Podium Height												
Target Streetwall Height (min stories)	4	2	2	NA	NA	NA	NA	NA	varies	2	NA	NA
Ground Floor Transparency												
Primary street facade (min)	75%	60%	60%	50%	50%	50%	30%	50%	50%	60%	30%	20%
Side street facade (min)	50%	40%	40%	40%	40%	40%	20%	40%	40%	40%	20%	40%
Entrance												
Primary street entrance	required	required	required	required	required	required	required	required	required	required	required	allowed

Development Guidelines Matrix

Site Control

Service and Equipment Areas

Service areas are zones and loading docks where servicing of the site takes place and include wall-mounted, ground-mounted or roof-mounted mechanical or equipment areas. The placement of service areas is a key factor in avoiding unsightly vistas and creating unnecessary conflicts within the pedestrian streetscape.

Placement of Service Areas

Service areas are not intended to be visible from streets or adjacent properties. Therefore, no service areas should front or be visible from a street, and are encouraged to be placed within the building envelope they serve. If this is not possible, service areas may be placed adjacent to a street, provided they follow the screening requirements below.

1. Loading areas should not be located closer than fifty feet (50') to any property within the Residential Transition Sub-Campus or street right-of-way, unless wholly within an enclosed building.
2. Loading zones are encouraged to occur off of mews or alleys.

Service Area Screening

Off-street loading and service areas should be placed at the side or rear of buildings and should be screened by the buildings they are located within. The entrance to the service area should be enclosed by gates designed to complement the building they serve. Transformers, switch gear, and other utility functions should be screened from sidewalk view with evergreen plantings six feet (6') feet in height at installation or other

equivalent or superior architectural methods. Screening should be equal to or greater than the height of the equipment. Generally, service areas are encouraged to be designed to allow through access internal to the site. If turnaround areas are required for service and delivery areas, then they should be designed to adequately accommodate the size of the trucks that serve the building.

Service Area Screening Design

In general, the design of all service area screening should be complementary to the design of the building it serves in terms of its material and color. Screening should be equal to or greater than the height of the equipment.

Safety and Security

New developments in West Dallas should be designed to be safe and secure without making a building or space feel like a fortress. Special attention should be placed on areas with minimal natural surveillance or guardianship such as parking garages and service areas.

Residential design should clearly delineate public, private and semi-private spaces and minimize semi-public spaces without a clear purpose or use which normally become "no-man's land".

Ground level and podium level residential units, associated semi-private and private open space should be designed to reduce areas of concealment, and to ensure surveillance by other residents ("eyes on the street").



Examples of service area screening



This residential development transitions from individual private patios to a semi-private planting zone to the public sidewalk

Exterior Lighting

Exterior lighting helps discourage “dead spaces” within an urban environment. Because the street network in West Dallas is intended to be pedestrian-oriented, illumination of buildings is necessary to promote the safety of all pedestrians. At the same time, exterior illumination design solutions can provide a unique architectural opportunity to highlight West Dallas as inherently unique.

General

Exterior lighting for all streets, entrance drives, and parking areas should be designed to provide uniform illumination with low glare, using equipment which does not detract from a building’s design. Fixtures should be coordinated, cut-off luminaires selected from a single “family” of design. “Signature” fixtures may be used and are encouraged for the exterior lighting of pedestrian walkways, courtyards, and plazas. All light fixtures should be selected for compatibility with the architecture and with the overall public space lighting design. The minimum intensity needed for the intended purpose should be used. Lighting installations should be equipped with controls for photocell on and off timers and should specify the off time proposed. This requirement should not preclude a provision for reduced light levels or reduced number of fixtures for after-hours security. The use of lighted bollards along pedestrian routes and at building entrances is encouraged.

Location

Appropriate illumination is encouraged on all exterior building walls which face public streets, walkways, and parking fields. Floodlighting of building facades should not be allowed; rather,

highlighting of special portions of a building for functional, aesthetic, or security purposes is expected. Indirect wall lighting, “wall washing”, overhead down lighting, or interior illumination which spills outside is encouraged. Uplighting of plants to cast shadows on wall surfaces or to highlight special landscaping is encouraged as well, provided light sources are concealed.

Surface Parking Lot Lighting

Lighting should create an identity for the parking lot, enhance adjacent streets and pedestrian environments. It should be appropriate to the location, context and scale of the areas being lit without detracting from an adjacent building’s design. In addition, the need for safety and security should be balanced with a reduction of energy consumption and light pollution.

LED lighting

The use of LED lighting, where appropriate, is encouraged. In addition to LED lighting, other forms of energy efficient lighting are encouraged.



Exterior Lighting can make a significant contribution to the feeling of security and helps promote a lively city

Signage

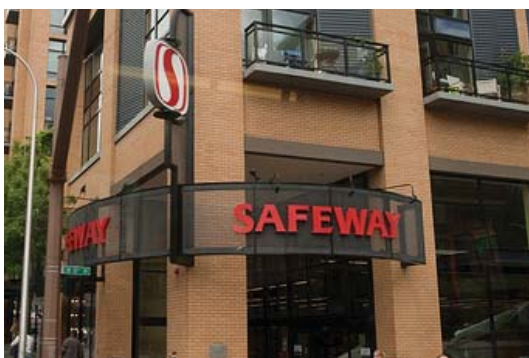
Effective communication with the public requires the clear, concise delivery of an understandable message through a certain medium. One of the best ways to convey information to the public is through the medium of signs. A comprehensive sign program should foster safety, help identify businesses, buildings, facilities and activities.

Signage in West Dallas should be of high quality and designed to offer a positive image and identity. Signage should enhance overall property values and the visual environment in West Dallas by discouraging signs which contribute to the visual clutter of the streetscape.

It is important to understand that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising for business. Lastly, signs should reinforce the existing character and be integrated into the architectural scheme of the building.

Permitted signs should include the following:

1. Wall Signs
2. Awning and Canopy Signs
3. Arcade Signs
4. Vertical Projecting Signs
5. Small Blade Signs
6. Window Signs
7. Plaque Signs
8. Tenant Directory Signs
9. Monument Signs
10. Temporary Banner Signs



Examples of appropriate Signage

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Economics

Economics

Marketplace and Development Realities

The overall scheme driving the redevelopment of the area calls for a natural evolution that is grown from within the existing community. There is an emphasis on capitalizing on the manufacturing history of the area by infusing it with a stronger focus on arts production. The desired residential component will represent a wide cross section of housing opportunities to accommodate existing residents, artists in residence, the existing and future workforce, and people drawn to the area for its spectrum of amenities that it will offer.

As previously mentioned, the community’s vision illustrated through this Urban Structure represents approximately 16,000 new households, with approximately 24,000 new residents. Development of this scale is necessary to begin to attract the level of commercial activity desired by the community. Ultimate build-out of this plan will also result in 500,000 square feet of renovated structures and 29,800,000 square feet of total new construction. This translates into over \$3 billion worth of private construction value over the course of build out.

A primary consideration in the development of the commercial aspects of this area is that it will function not only as a regional destination given its proximity to key regional amenities such as the Trinity River Corridor, the Margaret Hunt Hill Bridge, the Continental Pedestrian Bridge, and the West Dallas Gateway, but as a complete

neighborhood for existing and new residents as well. Daily services such as groceries, pharmacies, dry cleaners, and other necessary services are a key component in ensuring the livability of this area.

The housing market in the city of Dallas is stable, with a relatively constant population growth of 12,000 people and 3,300 net new housing units citywide annually over the last decade. Growth and development in the region is anticipated remain strong at a rate of 1 million new residents every year. While both of these indicators are relatively strong factors contributing to the success of this vision in the long term, redevelopment within this community faces competition from other in-town markets, such as the Design District, the Cedars, and North Oak Cliff. Capitalizing on the unique attributes, such as ample vacant, developable land, views, and the level of public investment in the area, are necessary to contribute to setting it apart from other in-town alternatives.

Building the Vision

Bringing these ideas to a reality will require a thoughtful approach that is tuned to the key market realities facing the area. The future built-environment desired for this area is not going to come to pass overnight, and it is important to set up a framework for the area to change and evolve organically over decades. The varying approach-



Character images of the type of development West Dallas is envisioned to attract over the years

es necessary to achieve this pattern of change will synchronize with the area's level of redevelopment and be closely linked to the phased approach toward build-out discussed earlier in this document. The overall objective is to provide a development framework to allow for innovation and creativity as a testing ground for different approaches to redevelopment. This approach will necessitate a number of key changes to City policies and practices. Key hurdles to facilitating adaptive re-use and cultivating interim development solutions must be mitigated for success to be realized.

Economic Gardening

Early in the redevelopment process, priorities should be focused on smaller moves that will help create a sense of emerging energy and vitality in the area. Existing businesses should also be valued for the jobs and economic activity that they bring to the area. Initiatives should view redevelopment opportunities as a chance to build upon what currently exists and add additional opportunity into the mix. "Economic Gardening" should emphasize initial entrepreneurial endeavors that will grow economic opportunity from within the existing community.

Access to start-up funds and incubators may be the implementation tools to achieve this, and will go a long way to eliminating perceived barriers to participating in the market. This approach will also accomplish to celebrate the unique heritage found in this area, as well as define this as a place for targeted artistic production.

Incremental Development

An emphasis on overcoming the challenges for incremental development activity in the area to re-purpose existing buildings is also critical to jump starting accessible redevelopment opportunities in the current market. This will be particularly important in areas designated for incremental development within the plan. Responses to this type of market approach that need to be accommodated are: Temporary/"Pop-Up" uses, such as markets, artist and craft exhibits and sales, mobile retail and restaurants; adaptive reuse of existing structures; and live/work developments. Currently, no tool exists in the current regulatory framework to provide for this type of transitional development to occur. The Development Code and Building Codes will need to be evaluated to establish equivalencies that can foster redevelopment of this nature as an integral step in the long-term economic development of the area. These equivalencies should be geared toward accommodating the rehabilitation of existing structures in a quick and cost effective manner while addressing life safety issues, and will require the cooperation of the City and the development community.

Smaller moves in the public realm should also be undertaken during this period to lay the ground work for the character of redevelopment. On a more traditional level, this can occur through thoughtful design of current bond projects such as the Beckley-Commerce Intersection, the West Dallas Gateway, Sylvan Avenue, and West Commerce to ensure that they reflect the priorities outlined in the plan. Other temporary and incremental improvements to the public realm can also be done to demonstrate and test the viability

of long-term capital investments. Traffic calming initiatives, for example, can be mocked up on site to provide the neighborhood the opportunity to live with and adjust proposed designs. Similarly, temporary streetscaping initiatives can be undertaken as a place holder to improve the public realm, while more permanent solutions are developed.

Traditional Economic Incentives and Public Investment in the Vision

As development interest begins to take hold, the challenge will be fostering an economic environment that can help bridge the gap and make developments more feasible, as well as making tangible investment in public amenities that will increase the desirability for development to occur in the area. Reliance at this level will be upon more traditional economic development tools, such as Public Improvement Districts, Tax Increment Finance Districts, and Municipal Management Districts. Each of these tools will need to be evaluated as to their specific role in fostering redevelopment and a cohesive strategy developed for the long-term.

The Fort Worth Avenue TIF District encompasses much of the land south of the Union Pacific Railroad line. However, the TIF does not encompass any property north of the railroad. A new TIF District may be necessary in this area to create an incentive for development and make early developments more financially feasible, while providing a tool to begin to provide key investment in public amenities. An existing Municipal Management District includes much of the property in the plan's focus area, but the district has yet to be activated. It has been viewed primarily

as a marketing tool for development as a means to accomplish additional improvements.

It will be necessary to balance the economic development transaction based approach accomplishing specific development proposals with the larger desirable built environment initiatives.

An area-specific capital improvement program should be pursued in concert with traditional incentives. This will help prioritize the development of public amenities such as streets, open space and other infrastructure investments (i.e. water and wastewater facilities). These amenities should be timed in anticipation of development targets. This capital improvement program should divide responsibilities for developing public and private amenities as well as other ongoing costs among the private sector, the city, and other mechanisms such as the existing TIF, a potential new TIF, and/or the existing MMD. This allocation of responsibility should ensure a coordinated and comprehensive investment in the amenities necessary to create a sustainable place.

Development Delivery

Toward the latter phase of the redevelopment process, the primary focus should ensure that development quality is maintained and service needs for the area are met. Diligent monitoring of development and construction activity will be necessary to determine the success of the Urban Structure and Guidelines. Future public and private investments should be tested against the overall vision. As development comes forward, projects in tune with the Urban Structure and Guidelines should be expedited. Should a development not support the principles of this structure greater scrutiny may be needed.

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Implementation

Implementation

Approach

This plan advocates an approach to implementation that allows for flexibility and adaptability over time as redevelopment unfolds. The ability to respond to market demands while still maintaining the integrity of the vision is critically important. Setting an inappropriate framework can be detrimental to the long-term success of achieving the vision and be difficult to undo in order to reset the area on an appropriate path. As such, it is important that ideas outlined in this document are advanced strategically over time and aligned with primary objectives of the plan.

Enhancing La Bajada

Ensuring the protection of La Bajada as a single family neighborhood and providing amenities improving the quality of life for its residents is an objective of the Structure. One of the Structure's initial priorities should be to stabilize this existing residential community. A pending application for a Neighborhood Stabilization Overlay should be evaluated by the City to ensure that it can accomplish the desires of this community to maintain its scale and character. Existing single family zoning within the area should also be maintained.

Further, the current vacant lots within the neighborhood should be targeted as sensitive residential infill opportunities. The location of this property within one of the City's Neighborhood

Investment Program target areas provides an opportunity to layer a variety of resources as an implementation tool to achieve this objective.

Early neighborhood projects must be focused with a sense of urgency

Continued conversations with the community surrounding traffic calming initiatives on Herbert Street through the neighborhood north of Singleton Boulevard will provide a direction to enhance the existing built environment and provide stronger pedestrian connections to the Bataan Center as the center for community activity. These traffic calming initiatives will also serve to defend the neighborhood from negative impacts of cut through traffic occurring today, or that might occur in the future as the result of more dense development south of Singleton. Coordination with the City's Housing Department may provide funding opportunities to provide for early implementation of some of the initiatives identified. It is also important to monitor the needs in the community regarding the issue of overflow traffic from adjacent development and adjust calming initiatives in place or identify other areas in need and accommodate those as the surrounding properties redevelop.

The West Dallas Gateway planned for the western end of the Continental Pedestrian Bridge must be developed with broad based public input to ensure that needs of the community are reflected in what will become one of the premiere public

spaces in all of the City of Dallas.

Oncor stations located at significant gateways into the community and the Trinity River Project along Sylvan Avenue and Singleton Boulevard are opportunities to re-imagine infrastructure into public art pieces.

Long term redevelopment

Long term projects should also benefit the existing neighborhood by delivering new services that are accessible to the residents, creating jobs for the local community, and developing the physical public amenities that contribute to the quality of life. Development proposals should be evaluated against how they help meet key targets that are needed to develop a complete community. Maintaining these development targets will result in a humane neighborhood that can be the model for sensitive community protection and enhancement.

Maintaining Housing Options

Part and parcel with securing the future of the La Bajada neighborhood is ensuring a variety of housing options for a spectrum of income levels. While the effort to redirect development pressure away from La Bajada will prevent rampant speculation from eroding the core of existing single family development, more will need to be done to ensure affordable access to the area. A housing policy is needed to ensure the development of affordable units is integrated into the fabric of the newly created community as well.

Action Items

- Continue a collaborative approach to planning and development in the area by convening a committee of local residents to provide input into plan implementation
- Foster stabilization of zoning concerns to maintain the single family character within La Bajada
- Do not support any commercial or higher density rezoning from existing single family zoned parcels within La Bajada
- Work with the City's Housing and Community Services Department and nonprofit builders to provide residential infill on vacant single family lots for continued availability of affordable housing options
- Complete neighborhood projects with input and direction from the community.
 - Construct Herbert Street traffic calming projects in cooperation with Housing and Community Services through the existing Neighborhood Investment Program and Public Works and Transportation Department
 - Design and build the western gateway to the Continental Pedestrian Bridge to ensure neighborhood and community access
 - Transform existing electric utility infrastructure into public art gateways into the area in cooperation with Oncor and the Office of Cultural Affairs
 - Continue green space enhancement such as the recently completed median enhancements along Topeka
 - Revive the Bataan Center as the social and cultural hub of the neighborhood
 - Complete flood control improvements to the Pavaho sump, and identify future initiatives to transform this utility into a neighborhood amenity
- Adopt a housing policy that secures affordable housing options as part of new development in this area
- Identify tools such as the existing Municipal Management District to provide maintenance and upkeep of amenities in the area

Encouraging Incremental Development

Sequencing policy changes will lay the groundwork for an environment that accommodates incremental and organic growth. An initial focus on addressing key questions pertaining to interim uses of property outlined previously under the Economic section is part of the critical path that will define how this area will redevelop. This underscores the need to establish a clear redevelopment policy that values innovation, existing job base, and adjustments where practical to city policy and practice. Continued support is needed for initiatives begun in advance of this planning effort. Projects described earlier in the document such as 48 nights, Sustenance and other temporary projects draw people and activity to the area and must be supported. Efforts such as those mentioned will continue to add to the sense of growing momentum in the area. This type of interim development will contribute to the eclectic commercial atmosphere supported in the principles of this document.

Development of this vision is a partnership between public agencies, the private development community and neighborhood stakeholders. Just as we anticipate the private development response to happen incrementally and organically over time, it is important to plan for a similar evolution in the public realm. In this regard, the City should foster an atmosphere promoting the testing of ideas.

Action Items

- Initiate publicly-led regulatory changes to remove impediments as appropriate to facilitate redevelopment, such as:
 - Allow temporary/transitory uses that bring activity and excitement to the area
 - Additional provisions in the City's Special Event regulations that can establish a process to vet each proposed initiative to facilitate the activity within existing structures, while maintaining public safety
 - Evaluate and make appropriate code amendments to foster the operation of mobile commercial services such as restaurants
 - Development code amendments to allow for live-work associated with compatible commercial uses
 - Encourage adaptive reuse of existing structures where feasible through code equivalencies
- Market existing programs through the Office of Economic Development to support start up businesses in the area
- Place a satellite Business Assistance Center in this area to coordinate small business development with a focus on arts and crafts production and boutique manufacturing.
- Work with the community to provide opportunities to showcase existing talent within the neighborhood in cooperation with the Office of Cultural Affairs and Office of Economic Development

Focus high density along Herbert Street corridor south of Singleton and foster key development nodes

The success of Herbert Street as a spine relies heavily on the sense of a critical mass accumulating in a small, contained geography. The success of the rest of the structure relies heavily on how successful this move is at establishing a clear development pattern.

In this regard, zoning of redevelopment parcels should occur in smaller moves brought forward by the development community in response to likely development scenarios that are anticipated or sought after. They should be fostered in catalytic areas such as the Herbert Street spine, near the West Dallas Gateway, along the Trinity River's edge, and near key locations along Fort Worth Avenue and Singleton Boulevard over the next decade. Encouraging development rights that reflect the market, rather than attempting to anticipate it, will more closely track with market demand and result in an environment that is conducive to development. As mentioned in the Economic section, this approach should be facilitated through expediting proposals that support the principles of the structure and guidelines.

Action Items

- Convene a committee of local business owners to provide input into economic development aspects of this plan in cooperation with the Office of Economic Development
- Fund high-priority capital projects, including:
 - Evaluate most efficient way to sequence construction of railroad crossings at Herbert, Gulden/Hardwick, and Bataan/Pitman
 - Construct Herbert Street as a main street connecting Singleton Boulevard to West Commerce Street
 - Complete design and implementation of improvements to the Beckley/Commerce intersection and western gateway to the Continental Pedestrian Bridge
 - Phase 2 improvements for the western gateway to the Continental Pedestrian Bridge
- Work with developers on zoning applications for redevelopment consistent with the plan
- Work with the Fort Worth Avenue Development Group and other stakeholders regarding an evaluation of PD 714 to identify any potential changes to better facilitate this vision
- Specifically work with West Dallas Investments as the area's largest land owners to facilitate conference of development rights over time, to stage the area for strategic redevelopment
- Amend Thoroughfare Plan to address discrepancies with street network plan included as part of this Urban Structure. Coordinate this initiative with Bike Plan currently underway, the Complete Streets Initiative proposed by the City, and the existing Trails Masterplan
- Coordinate with the Streetcar System Plan being initiated in partnership with the City of Dallas, NCTCOG, and DART to identify transit opportunities to support development
- Evaluate the plausibility of a new TIF in the area to support needed public improvements once a catalyst project has been identified. The TIF can provide mechanisms to focus development by placing greater benefits to the new Herbert Street spine along with key development sites in the area
- Engage the United States Post Office regarding the long-term development potential of the existing Post Office facility along I-30
- Facilitate strong development presences at key gateways including adjacent to the western entrance to the Continental Pedestrian Bridge, return excess ROW following reconstruction of Beckley/Commerce, establish strong linkage to North Oak Cliff at Sylvan and I-30 development site
- Facilitate development along Singleton as an appropriately scaled corridor to transition from the high density to the south to the residential area to the north
- Develop a detailed urban design plan led by the Dallas CityDesign Studio for Singleton Boulevard, Commerce Street and Herbert Street

Monitoring Program

The Structure posits that the conceptual diagrams that portray the potential future of the area are just that, conceptual. Provided that the main components of the concept (parti) are maintained, the exact shape of the resulting development is malleable. To this end, a monitoring program is necessary to continually track progress of the Structure and revisit components of this document as necessary. A team of City Staff led by the Dallas CityDesign Studio and comprised of various City departments should be charged with ensuring the development of this structure advocated for continually. Similarly, outside organizations and stakeholders are needed as partners to pick up the mantle of various aspects of the structure.

Design Guidelines

The Design Guidelines in this document are presented to City Council as preliminary concepts in a descriptive format. It is the intent that after Council and stakeholders have reviewed the guidelines and recommended any changes, that they become integrated into the administration of the city.

Maintenance of the Guidelines

Most guidelines follow timeless principles, (i.e., open space should be designed to host a variety of activities) or are widely accepted as being in the public interest (i.e., livability). Although a majority of the principles upon which these guidelines are based remain relevant over time, shifts in growth and market realities can render certain guidelines or aspects of them unresponsive to new circumstances or to the needs of

West Dallas in the future. Through actual use and implementation, guidelines may also be tested for the degree to which they meet the intended goal. After initial implementation efforts, some guidelines, as currently written, may need to be amended. The value of these guidelines will be dependent on effective maintenance with a systematic process for periodic review, feedback and opportunity for change.

Action Items

- Include a community input strategy into each design initiative outlined in this Urban Structure
- Establish a design approval process as a means to expedite development review and approval for projects that are consistent with the Structure
- Ensure good urban design through the creation and application of a strong set of urban design standards created based upon the urban guidelines within this Structure
- Convene a staff team led by the Studio and Sustainable Development and Construction Department to oversee the implementation of the plan and highlight any needed areas of change to the urban structure as it unfolds. Provide an annual review of accomplishments and identify any needed amendments to the action items of the Structure
- Develop a coordinated capital improvement plan for the area to identify priorities for capital projects and assign funding responsibilities among the development community, the city and incentive programs such new or existing TIFs. Prioritize capital projects to align with the proposed phasing of the build out of the urban structure in order to align the development of amenities in accordance with established community standards. Consider activating and possibly expanding the existing Municipal Management District as a means to provide for maintenance
- Identify high priority capital projects for inclusion in the anticipated 2012 bond program

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Glossary

Glossary

NOTE: This glossary is provided solely to help enhance the readability of this document and provide detailed descriptions of concepts outlined in the Structure. It is not intended to alter adopted definitions within other city policies such as the Development Code, existing Planned Development Districts, or other ordinances which may use these or similar terms.

Adaptive Re-Use. Rehabilitation or renovation of existing building(s) for any use(s) other than the present use.

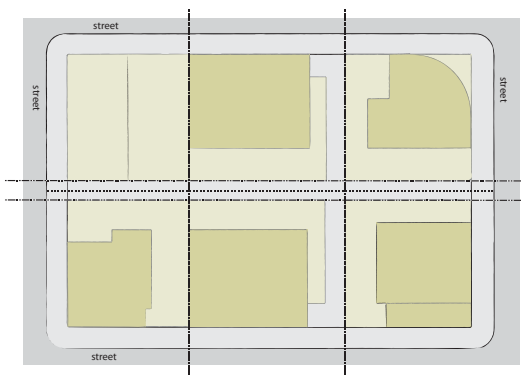
Arcade. A covered public sidewalk, typically carved from the ground floor of a building and adjacent to a public street

Area Plan. A planning document which sets forth policies and programs which regulate development in a local area at a greater level of detail than a general plan.

Arterial. Major traffic and transit route, intended to carry large volumes of vehicular traffic and provide continuous routes across urban areas.

Bioswale. Landscape elements designed to remove silt and pollution from surface runoff water. Consist of a swaled drainage course with gently sloped sides and filled with vegetation, compost and/or riprap. The water's flow path, along with the wide and shallow ditch, is designed to maximize the time water spends in the swale, which aids the trapping of pollutants and silt.

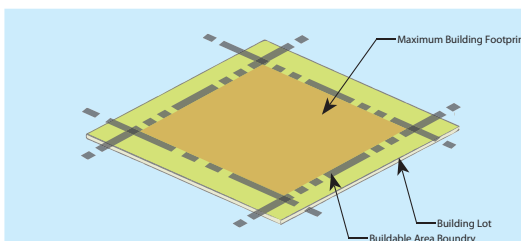
Block. The aggregate of private lots, passages, rear lanes or alleys, the perimeter of which abuts streets or a combination of streets, public parks, railroad right-of-way, or the Trinity Levee.



Block Face. The aggregate of all the building facades on one side of a block. The block face provides the context for establishing architectural harmony.

Bollard. Short post or vertical element designed to separate or buffer pedestrians from vehicles.

Buildable Area. The area of a lot that a building may occupy. The buildable area sets the limits of the building footprint now and in the future.



Building Massing. The aggregate size of a building; or the total height, width, and depth of all its parts.

Bulb-out. Location where the sidewalk edge is extended from the prevailing curb line into the roadway at sidewalk grade, effectively increasing pedestrian space.

Conveyance. The transfer of rights from one person or organization to another.

Cornice. A horizontal ornamental molded projection that crowns or completes a building or wall

Density. The ratio of dwelling units to lot area.

Development Rights. Development rights generally refer to the maximum amount of floor area permissible on a lot. The difference between the maximum permitted floor area and actual floor area is referred to as "unused development rights" or often described as air rights. Unused development rights may be shifted from one lot to another, as-of-right, only through a lot merger.

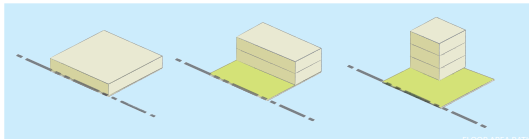
A transfer of development rights (TDR) allows for the transfer of unused development rights from one lot to another in special circumstances, usually to promote the preservation of historic buildings, open space or unique cultural resources.

Dwelling Unit. Residence of a single housekeeping unit.

Façade. The exterior wall of a building, facing or oriented to a street, park or public open space.

Flex Space. The ground level of a building designed to accommodate change in demands of the market and flexibility of uses which include office, retail or residential.

Floor Area Ratio (FAR). The ratio between the floor area of a building to the area of the lot on which the building is located. For example, a one-story building built over the entire property will result in a floor area ratio of 1.0. A two-story building built over half the property creates the same floor area ratio. A three story building built over half the property equates to a floor area ratio of 1.5.



Green Built North Texas-Certifiable. A proposed project that is not required to be registered with the Home Builders Association of Greater Dallas, but is planned, designed and constructed to meet or exceed a certified rating using version 2.0 of the Green Built North Texas rating system.

Human Scale. The quality of the physical environment which reflects a sympathetic proportional relationship to human dimensions and which contributes to the citizen's perception and comprehension of the size, scale, height, bulk and/or massing of buildings or other features of the built environment.

Incremental. The process of increasing in number, size, quantity, or extent gradually over time.

Infill. The use of vacant or under-utilized land and property within a built-up area for further construction or development.

LEED (Leadership in Energy and Environmental Design). is an internationally recognized green building and neighborhood development certification system, providing third-party verification that a building or community was designed and built using strategies aimed at improving performance across all the metrics that matter most: energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.

LEED-Certifiable. A proposed project that is not required to be registered with USGBC, but is planned, designed and constructed to meet or exceed a certified rating using the latest LEED rating standards.

Liner Development. A development specifically designed to mask a parking structure from a frontage on a public street or public space.

Livability. Offer a good quality of life for residents. Livable neighborhoods are characterized by safety, decent and affordable housing, high-quality services and shopping, good schools, economic opportunities, and opportunities for healthy living.

Live-Work. A dwelling unit that contains a commercial or office component.

Manual on Uniform Traffic Control Devices (MUTCD). The MUTCD defines the standards used by road managers nationwide to install and maintain traffic control devices on all public streets, highways, bikeways, and private roads open to public traffic.

Mews. The public right-of-way for pedestrians and vehicles within a block that provides access to the front of the building, serves as a small street, and may provide access to vehicle parking.

Mixed-Use Development. Any combination of commercial (e.g., retail, office, and entertainment), and noncommercial uses, such as residential uses, mixed vertically (e.g., housing above retail) or horizontally (e.g., housing next to and integrated with retail). When integrated within a pedestrian-friendly center, "mixed-use" developments can help in reducing demand for motorized transportation, and can provide attractive living and working environments.

Node. An area of concentrated activity, often involving higher densities and a mix of uses, that encourages alternatives to automobile travel.

Open Space. Any parcel or area of land or water essentially unimproved by permanent buildings and open to the sky; such space shall be reserved for public or private use. Open Spaces may include Parks, Greens, Squares, Courtyards, Gardens, Playgrounds, paseos (when designed predominantly for pedestrians), and pedestrian paths or associated landscaped areas.

Paseo. A pedestrian passage or walkway between buildings.

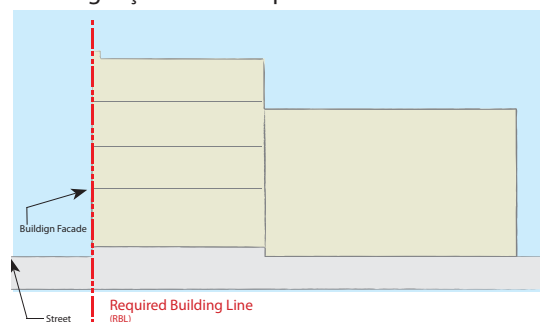
PD (Planned Development). A Planned Development District is a zoning district which may be created anywhere in the city for the purpose of permitting property to be developed.

Podium. A base to a building or structure built up to the street.

Public Realm. The public and semi-public spaces of the city, especially the street spaces of the city from building face to the opposite building face (including the façade, front yard, sidewalk and streets) and open space such as parks and squares.

Rehabilitation. To improve, alter, modernize and/or modify an existing structure to make it safer and healthier, bring it up to building code standards and create more usable space.

Required Building Line (RBL). A line/plane defining the street frontage which extends vertically and generally parallel to the street, at which the building façade shall be placed.



Retail Frontage Line. Frontage lines designated to require the ground level to be available for retail use.

Redevelopment. The process of developing land which is, or has been, developed

Revitalization. To give new life, activity, energy, or success to an existing building or property.

Right-of-Way (ROW). An area dedicated to public use for pedestrian and vehicular traffic.

Setback. A distance from the property line to the building.

Smart Growth. An urban planning and transportation theory that concentrates growth in the center of a city to avoid urban sprawl; and advocates compact, transit-oriented, walkable, bicycle-friendly land use, including neighborhood schools, complete streets, and mixed-use development with a range of housing choices.

Specimen Tree. A tree older than 15 years of a very large size for its species and/or being a rare variety. A specimen tree can also be a tree with exceptional aesthetic quality placed in a prominent place.

Splitter Island. A traffic island placed within a leg of the roundabout separating entering and exiting traffic and designed to deflect entering traffic

Streetscape. The area between the buildings and edge of the vehicular or parking lanes. The principal streetscape components are curbs, sidewalks, street trees, tree planters, bicycle racks, litter containers, benches, and street lights. Treatments may also include a range of provisions such as paving materials, street/pedestrian wayfinding signs, parking meters, public art, water features, bollards and other elements.

Streetwall. The part of the building that faces the street, but generally refers to how and where several buildings line up to define a proper walking environment.

Sustainability. To meet present needs without compromising the ability of future generations to meet their needs. It requires the reconciliation of demands for the three pillars of sustainability: environmental, social, and economic.

TIF (Tax Increment Financing). Initiated by the city, a tool local governments can use to publicly finance needed structural improvements and enhanced infrastructure within a defined area. These improvements usually are undertaken to promote the viability of existing businesses and to attract new commercial enterprises to the area. The statutes governing tax increment financing are located in Chapter 311 of the Texas Tax Code.

The cost of improvements to the area is repaid by the contribution of future tax revenues. The additional tax revenue that is received from the affected properties is referred to as the tax increment.

Thoroughfare. A vehicular way incorporating moving lanes and parking lanes within a right-of-way as part of an interconnected network for vehicular, pedestrian, and bicycle mobility.

Urban Heat Island Effect. An area, such as a city or industrial site, having consistently higher temperatures than surrounding areas because of a greater retention of heat, as by buildings, concrete, and asphalt.

USGBC. The U.S. Green Building Council, a non-profit organization comprised of leaders from the building industry formed to encourage sustainability by promoting buildings that are environmentally responsible, profitable and healthy places to live and work.



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Appendices

Appendices

Appendix A Public Workshop Summary

West Dallas Dreaming Work Session

The rules for the Dream Session were simple. First, there were no limits on what people could dream, so all ideas could soar. Second, we had a vast array of kinds of people involved, representing a vast array of interests. This included community residents, potential developers with big property holdings, local business people, non-profit organizations doing work in and for the area, civic politicians, City Hall staff and several others who are just plain clever types with interesting thoughts for the district. Third, we made no promises except to hear one another and try to integrate as many ideas and interests into our vision as we discovered through the dialogue. And last, we made sure we had fun and made friends and connections, all so we will remember the day as a new positive beginning for the future of West Dallas.

A large enthusiastic crowd gathered August 30, 2009. The first West Dallas dreaming session, a fun, day-long event was designed to give West Dallas stakeholders an opportunity to “dream” their community, with emphasis on the importance of participation in shaping their own future and making a better city in light of the trinity’s impending transformation.

A morning session was designed to generate as many unfiltered ideas as possible, with community stakeholders empowered to lead the conversation

and document their dreams, thinking about how they would want development along the trinity to impact (or not) their community. Participants were instructed to dream with no agenda and to document their unfiltered hopes without any thought to potential problems, road blocks, or difficulties down the road. Inclusive and focused discussions among seven tables concluded with a short presentation of each table’s work.

The results provided a firm foundation of ideas and directions from which to begin putting a policy framework and physical form to the goals and objectives.



Residents, land-owners, non-profit organizations, local business people, city staff, and local designers during the Dream Session



A sampling of the quotes from the Dream Session event and the seven emerging common themes

Appendix B Public Charrette Summary

West Dallas Dreaming Charrette

The charrette was a day-long event in which four groups each comprised of stakeholders, designers, city officials and developers collaborated to establish parameters for future development. This effort resulted in the translation of these ideas into a guiding set of design objectives that together comprise a broader program to help steer redevelopment. Given that the end test of these objectives will be the feelings and experiences of future 'users,' they were developed through that lens. Consequently, specific directions for the redevelopment of the area were:

1. Preserve, Enhance, Conserve La Bajada Community in its entirety
2. Re-Create Singleton and Commerce as handsome "parkway" streets
3. Create new neighborhood spine street with high-density mixed-use clustered along it
4. Step-down density from new neighborhood spine east, west and toward La Bajada
5. Development of active mixed-use nodes at major intersections
6. Allow for incremental rehabilitation and infill of properties west and south of new neighborhood spine
7. Create high-density, residential focused neighborhood along levee with connections into Trinity River

Each group then produced four distinct plans, each with a clear central concept were developed. In addition, as the plans were presented,

common themes among all four plans were revealed.

The final task of the day was for the DesignStudio to combine the best ideas from each plan into one "synthesis plan" to serve as a guide and first step in building a consensus on a final conceptual-plan for West Dallas.



Work and discussion among individual tables during the West Dallas Dreaming Charrette

Incremental Concept

This plan's central theme of **Incremental Growth** allows for interim uses that may promote rapid renewal of the many underutilized structures and empty lots in West Dallas now. Incremental growth along Singleton Boulevard and Fort Worth Avenue was also a highlight of the plan. Additional themes of this plan include:

- Establish open space link to navigate busy boulevards
- focus immediate attention on links across the Trinity River Park and give pedestrians top priority to promote the neighborhood as a destination
- Focus density along existing corridors, letting the rest of the area catch-up, and allowing it to evolve based on market forces

Center Spine Concept

The major theme of this concept is the idea of creating a strong **Center Spine** in the north-south direction. The goal of this dense mixed-use spine would be to encourage development in a east-west direction between Singleton Avenue and Fort Worth Avenue. By not focusing on major development along the length of Singleton Avenue, preserving the single-family neighborhood of La Bajada, becomes more attainable.



Incremental Concept Plan



Center Spine Concept Plan

Nodal Concept

Establishing a series of logical **Nodes of Activity** with separate identities was the overarching theme of this scheme. Other themes included in this plan include:

- Set-up a central district with high density mixed-use development
- Establish secondary nodes to collect and focus movement towards the central district
- Connect existing La Bajada neighborhood with the south end of the site through a green link along central spine with larger open space at either end
- Enhance connections to the Trinity River Park
- Infill development at areas outside the central core and nodes

Radial Concept

This scheme's central theme introduces a new **Radial Axis** visually connected to the Continental Bridge and the new Margaret Hunt Hill Bridge. This move allows an opportunity to create a new retail street directly linked with a potential new rail station along the existing Union Pacific Rail Line. Additional highlights of this plan include:

- Create respectful development adjacent to La Bajada Neighborhood
- Step-up to medium density at Singleton Avenue
- Create radial nodes based upon a five (5) minute walking distance
- Establish a main transportation hub that is rail based
- Break the grid to emphasise the neighborhood as a destination point

- relieve Singleton Boulevard of high density and pedestrian traffic
- redevelop Fort Worth Avenue as an entertainment boulevard



Nodal Concept Plan



Radial Concept Plan

Synthesis Plan

The main themes and concepts of each of the four plans produced during the day-long charette were combined into a culminating synthesis plan produced that day to guide the development, over several months, of a refined illustrative plan. The Sythesis Plan, and all subsequent iterations of the plan, were guided by the the need to:

1. Preserve, Enhance, Conserve La Bajada Community in its entirety
2. Preserve employment base anchored by post office and nearby industrial sites
3. Re-Create Singleton and Commerce as handsome “parkway” streets
4. Create new neighborhood spine street with high-density mixed-use clustered along it
5. Create coherent neighborhood along the river front with residential focus
6. Encourage incremental rehabilitation and infill for ‘arts/crafts/media village’ in Middle Sylvan
7. Encourage incremental rehabilitation and infill for light industry/crafts village
8. Direct a commercial / hospitality node around Belmont Place
9. Respect and realize grid of important streets, including new connections across the existing rail road tracks
10. Connect-to and enhance an open space network
11. Establish a pedestrian gateway at Continental Bridgehead
12. Encourage incremental developments everywhere as soon as possible
13. Encourage interim uses everywhere as soon as possible



Synthesis Plan combining the main themes and concepts of each of the four concept plans

Appendix C Changes Underway

Signs of new activity are quickly popping up throughout West Dallas. Since the beginning of 2010, the area’s residents and those who regularly drive through talking about refreshing changes coming to this part of the city.

Areas along both sides of Singleton near the landing for the new Margaret Hill Hunt Bridge have witnessed roughly two-dozen(?) vacant and occupied structures enhanced with contrasting bright coats of fresh paint. A vacant parcel has been transformed into a sculpture park which will welcome a revolving display of works. Public art installations and a national episodic play have recently been housed in the old Strickland trucking shed on Singleton. These changes have all been driven by the area’s largest landowner who’s continuing to explore additional new and exciting opportunities.

Dallas area restaurateurs together with the Mass Care Task Force (American Red Cross Dallas Area Chapter, North Texas Food Bank, The Salvation Army DFW Metroplex Area Command, and Volunteer Center of North Texas), have brought a temporary culinary event called 48 nights located in a small vacant building on Sylvan at I-30. A weekly rotating schedule of featured area chefs in an intimate setting give back to a purpose vitally important in these times.

A LEED Certified energy efficient mixed use development is planned, by a local development group, for the Sylvan and I-30 intersection to be a strong draw for the green friendly and organically minded consumer looking for restaurant, cinema,

loft space and similar retail destinations.

Through the efforts of the district’s city council member, Steve Salazar, the Topeka Avenue median is set to be landscaped with a mix of native trees, grass and boulder outcroppings as an effort to help beautify the residential neighborhood of La Bajada.



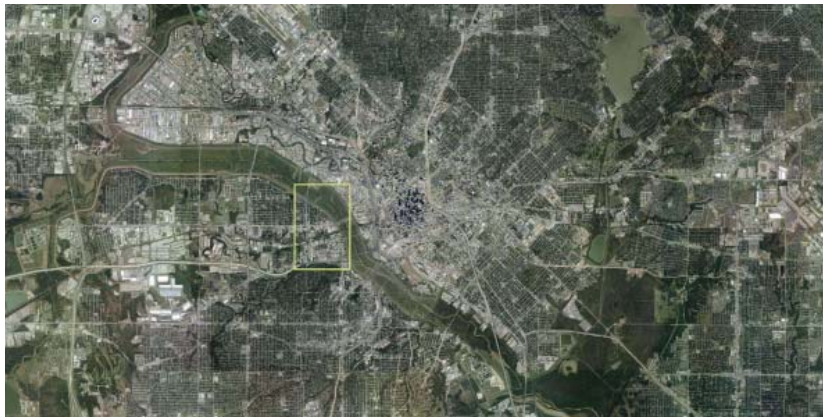
Existing buildings have a fresh coat of paint that has visitors and residents asking “what’s happening here?”



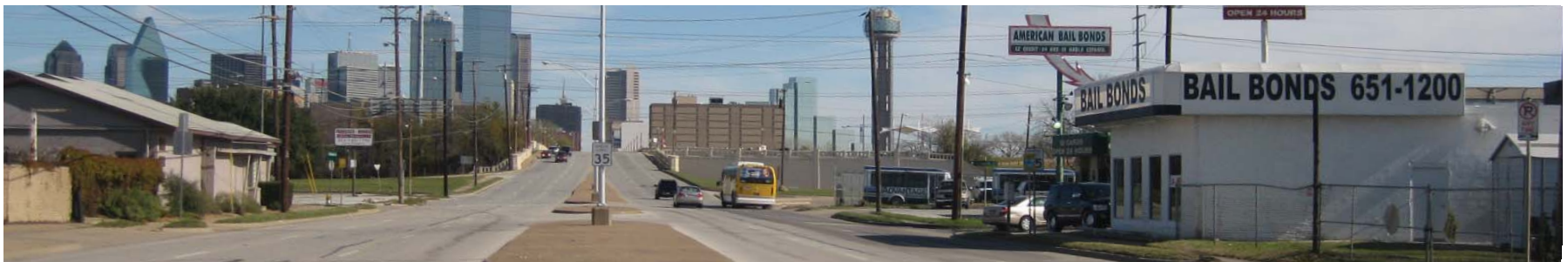
The Margaret Hunt Hill Bridge will open in 2011

Appendix D Existing Environment Analysis

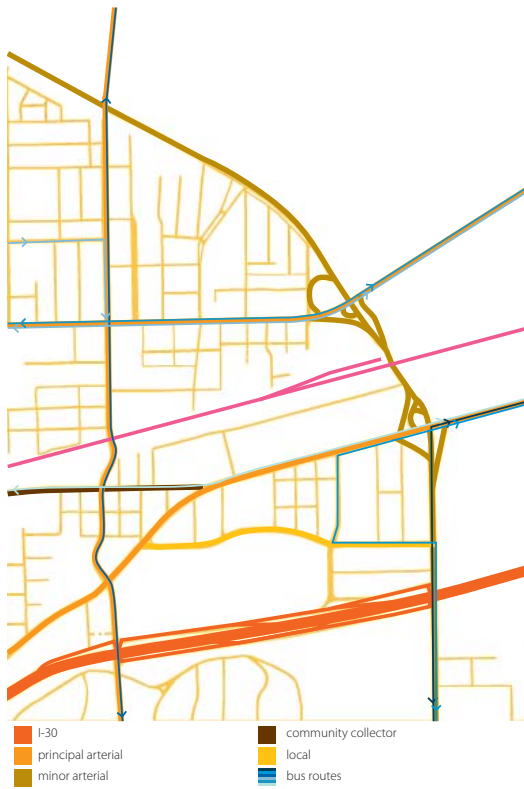
Location Map and Site Aerial Map



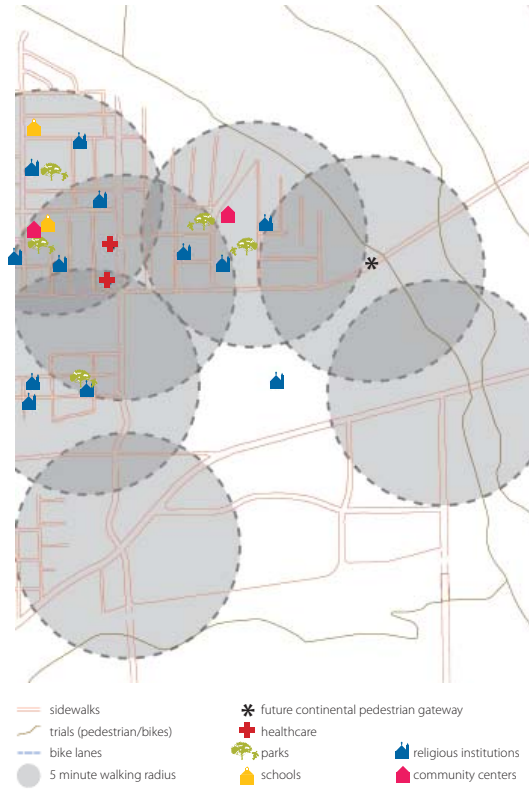
Site Photos



Road Network



Pedestrian Network



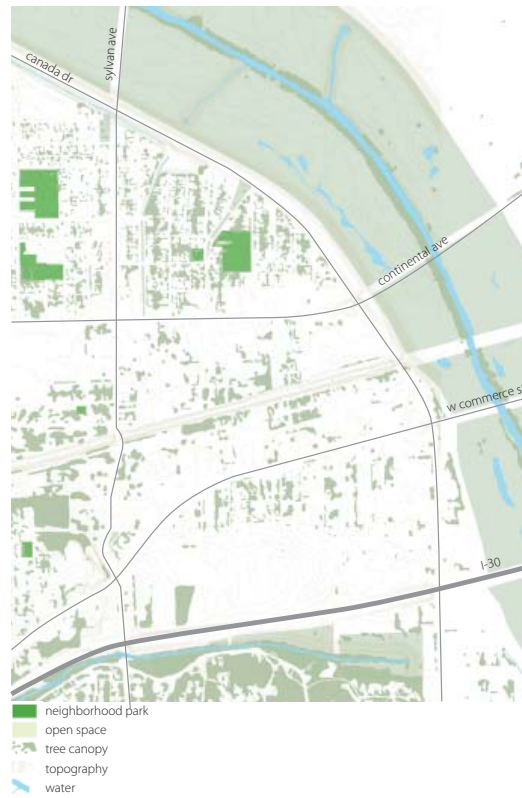
Major Public Infrastructure



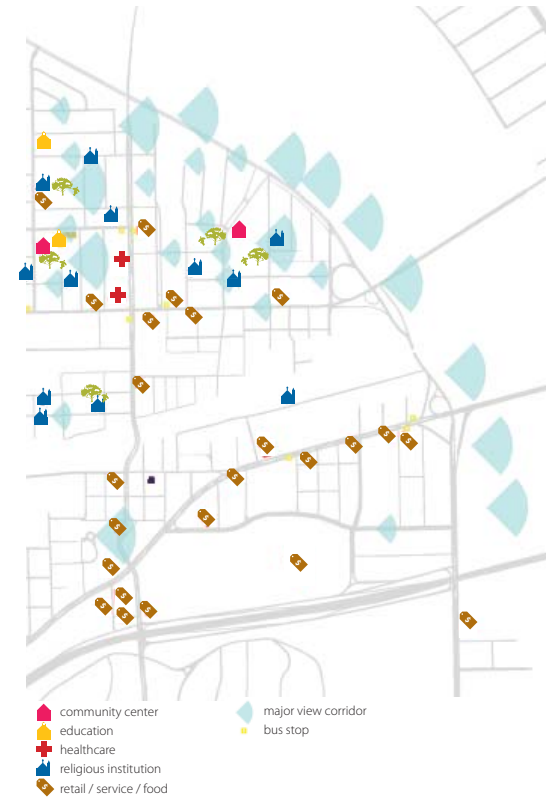
Building Footprints



Green Network and Natural Features



Community Public Assets



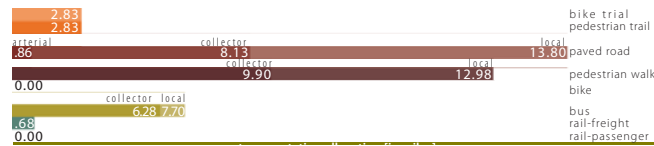
Image



Community Service Assets



Transportation Allocation



Walkscore Rating



West Dallas [Dallas TX]

Total Area	478ac
Total Population	2,090
Density	4.37/acre
Males	1,104(53%)
Females	986(47%)
Average Household Size	3.30
Average Family Size	4.00
Total Households	631
Walk Score	57/100 somewhat walkable



Pearl District/Chinatown [Portland OR]

Total Area	330ac
Total Population	4,029
Density	12.21/acre
Males	2,768(69%)
Females	1,261(31%)
Average Household Size	1.95
Average Family Size	2.20
Total Households	2,066
Walk Score	97/100 walkers'paradise



LoDo [Denver CO]

Total Area	213ac
Total Population	2,250
Density	10.56/acre
Males	1,242
Females	1,008
Average Household Size	1.40
Average Family Size	2.10
Total Households	1,607
Walk Score	92/100 walkers'paradise



Virginia Square [Arlington VA]

Total Area	643ac
Total Population	5,532
Density	8.60/acre
Males	2,727(49%)
Females	2,805(51%)
Average Household Size	2.00
Average Family Size	2.75
Total Households	2,771
Walk Score	95/100 walkers'paradise

Disclosure: Data, Maps, Images, and Diagrams have been generated from the following sources and as such are as accurate as the information available. Periodic evaluation shall be performed to update information as necessary. As West Dallas evolves, so will updated versions of this Asset Map. GIS, U.S. Census, City-Data, USG Maps, Walk Score, Community Stakeholders, observation by Dallas CityDesign Studio.

Appendix F

References and Further Reading

Green Built North Texas
www.greenbuiltinorthtexas.com

Green Dallas
www.greendallas.net/green_buildings.html

Smart Growth
www.smartgrowth.org

U.S. Green Building Council LEED
www.usgbc.org

Walkscore
www.walkscore.com

American Institute of Architects (Dallas Chapter)
www.aiadallas.org

Congress for the New Urbanism (North Texas)
www.cnu.org/northtexas

The Trinity Trust
www.thetrinitytrust.org

City of Dallas
www.dallascityhall.com

Dallas City**Design** Studio
www.dallascityhall.com/citydesign_studio/index.html

City of Dallas Parks and Recreation Department
www.dallasparcs.org

Manual on Uniform Traffic Control Devices (MUTCD)
www.mutcd.fhwa.dot.gov/

National Park and Recreation Association
www.nrpa.org

Urban Land Institute
www.uli.org

Appendix G

Ordinance No. 28146

Resolution No. 110676

11 0676

3-1-11

ORDINANCE NO. 28146

An ordinance amending the Comprehensive Plan of the City of Dallas by adopting the West Dallas Urban Structure and Guidelines, an area plan; providing a saving clause; and providing an effective date.

WHEREAS, the Dallas CityDesign Studio has developed an area plan for the West Dallas area at the foot of the Margaret Hunt Hill Bridge; and

WHEREAS, the city plan commission and the city council, in accordance with the Charter of the City of Dallas, the state law, and the ordinances of the City of Dallas, have given the required notices and have held the required public hearings regarding this amendment to the Comprehensive Plan of the City of Dallas to adopt the West Dallas Urban Structure and Guidelines; Now, Therefore,

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

SECTION 1. That the list of area plans entitled "City of Dallas Plans," attached as an appendix to the Comprehensive Plan of the City of Dallas is amended by adding the West Dallas Urban Structure and Guidelines. The revised appendix is attached to this ordinance as Exhibit A.

SECTION 2. That the Comprehensive Plan of the City of Dallas shall remain in full force and effect, save and except as amended by this ordinance.

28146

11 0676

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

APPROVED AS TO FORM:

THOMAS P. PERKINS, JR., City Attorney

By 
Assistant City Attorney

Passed MAR - 9 2011

28146

110676

Exhibit A

City of Dallas Plans
(revised as of 3-9-11)

Name	Year
1. A Report on a Sheltered Pedestrian System in CBD	1979
2. A Report on the Public Uses of Block 250	1980
3. Achieving the Goals for Dallas	1978
4. Amendments to the City of Dallas Growth Policy	1993
5. An Analysis of the Effects of SOB's on the Surrounding Neighborhoods in Dallas, Texas	1997
6. Beckley/Plowman Special Study for Zoning Transition	1989
7. Bike Plan (1985)	1985
8. Bryan Area Study	1988
9. Buckner Blvd. UD Plan - Conceptual Design - Phase 1, Lake June Rd. to Bruton Rd.	1996
10. Buckner/John West Land Use Study	1984
11. CBD Concept Plan	1983
12. CBD Gateways Urban Design Charette	1996
13. CBD Long Range Transportation Plan	1965
14. CBD Master Plan Report	
15. CBD: Inventory and Data Book	1992
16. Cedars Area Plan (2002)	2002
17. Cedars Area Special Purpose District # 317	1994
18. Cedars TIF Final Project Plan and Reinvestment Zone Financing Plan	
19. Census Tract 93.03 (Target Neighborhood Plan)	1986
20. Census Tract 93.03 Land Use Study	1988
21. Central Business District Housing Prospects	1982
22. Central Business District Past Planning and Current Issues	1982
23. Central/Forest Land Use Plan	1988
24. City Center TIF: North South Linkages Project	2001
25. City Center TIF: North South Linkages Project (1999)	1999
26. City of Dallas Thoroughfare Plan	1991
27. Cityplace Station Area Plan	1988
28. Coit/Spring Valley Neighborhood Improvement Study	1990
29. Community Development Plan for the City of Dallas	1985
30. Condominium Conversions in Dallas	1979
31. Creating Our Future Trinity - A New Partnership for Action - Rapid Assessment Report	1998
32. Dallas 2000	1982
33. Dallas Arts District (Sasaki Plan)	1982
34. Dallas CBD Comprehensive Transportation Plan	2005
35. Dallas Center City Transportation Systems Management Study	1998
36. Dallas Center for the Performing Arts in the Dallas Arts District, Feasibility Study, Phase 2	1998
37. Dallas Central Business District Streetscape Guidelines	1980

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38. Dallas Farmer Market Improvement Recommendations Summary Report	1981
39. Dallas Plan	1994
40. Dallas Southern Sector _ Reinvesting in the Dallas Southern Sector, Southern Dallas Initiative	1997
41. Dallas Zoo Area Land Use Study	2001
42. Dallas Zoo Master Plan	1981
43. Dallas Zoo Strategic Plan	1993
44. Dallas/Richardson Improvement Strategy	1994
45. DART - Hampton Station Area Plan	1992
46. DART - Illinois Station Site Plan Approval	1992
47. DART - Lamar Station Site Plan Approval	1992
48. DART - Mockingbird Station	1992
49. DART - Morrell Station - Site Plan Approval - Rail Station Area Planning	1992
50. DART - Morrell Station Site Plan Approval	1992
51. DART - Sidewalk Improvement Policies	1991
52. DART - South Oak Cliff Line Station Location Analysis (CBD Stations) Phase 1 Potential Site Screening	1990
53. DART - Station Area Planning for the Kiest and V.A. Hospital Station	1992
54. DART - Tyler/Vernon Site Plan Approval	1992
55. DART - Westmoreland Site Plan Approval	1992
56. DART - Zoo Station	1992
57. DART Station Area Plans for LBJ East and White Rock Lake Stations	2001
58. DART Station Area Plans, 1990s	
59. Davis/ Bishop Urban Design Study	1997
60. Development Strategy for the Southwest Quadrant of the Central Business District	1980
61. District 10 Land Use Study (Draft)	2006
62. Downtown CBD Concept Plan	1983
63. Downtown Dallas: 2010	
64. Downtown Parks Master Plan	2004
65. Downtown Shopping Center Proposals Economic and Financial Evaluation	1989
66. Downtown Strategic Plan	1993
67. Duncanville Road Land Use Study	1992
68. Eagle Ford, 1982	1982
69. East Kleberg Land Use Study	2003
70. Environmental Influences on Development in Dallas	1982
71. Fair Park Comprehensive Development Plan	2003
72. Fair Park Transportation Study Staff Evaluations	1990
73. Ferguson Road Land Use Study	1998
74. Fort Worth Avenue Land Use Plan	2005
75. Garland Road Land Use and Urban Design Study	1999
76. Goals for Dallas	1970
77. Greater Far North Dallas Area Land Use and Transportation Plan - 1995 Update	1995
78. Greater Far North Dallas Area Land Use and Transportation Study	1988
79. Greater Far North Dallas Land Use and Transportation Study Update	1995
80. Greenville Avenue Land Use and Urban Design Study	1997
81. Growth Policy Plan	1990
82. Growth Policy Plan	1987
83. Hampton Road Urban Design Plan	1998
84. Haskell Avenue Alignment Report	1996
85. Hawn Freeway Land Use Study	1985

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86.	Henderson Area land Use Study	1989
87.	Henderson Urban Design Study	1996
88.	Housing Conditions in the City of Dallas (Executive Summary)	1993
89.	I-20 Freeway Corridor Land Use Plan	2000
90.	Inside the Loop Report	2003
91.	Jefferson Area Community Plan	1990
92.	Jefferson Area Land Use and Revitalization Plan - Executive Summary	1988
93.	Jeffries-Meyers Housing and Commercial Market Potential Analysis	1992
94.	Kidd Springs Land Use Study	1998
95.	Kleberg Community Land Use Plan	1980
96.	Lancaster Road Land Use Study	1985
97.	Land and Loan Land Use Study	1989
98.	LBJ/Bonnie View Land Use Plan	1989
99.	LBJ/Bonnie View Lancaster Road Study	1986
100.	Ledbetter Singleton North Industrial Area Special Study	1988
101.	Love Field - East Land Use Study	1986
102.	Love Field - North Land Use Study	1988
103.	Love Field - West Land Use Study	1986
104.	Love Field/ Northpark Neighborhood Planning Guide	1981
105.	Lower Greenville Avenue Parking Study	1986
106.	Market Street Urban Design Study	1998
107.	Masterplan for the Victory District	1985
108.	Mayor's Task Force on Affordable Workforce Housing	2002
109.	Mill Creek Land Use Plan	1988
110.	Momentum Place Pedestrianway System	1986
111.	Mount Auburn, Santa Fe, and Parkview Neighborhoods Analysis and Recommendations	1981
112.	Natural Open Space Plan - Report Summary	
113.	Near East Side Area Planning Study - Revised 1984	1984
114.	Neighborhood Transportation Analysis for the Oak Cliff Area	1983
115.	North Central Expressway and DART Light Rail Line	
116.	North Cliff Proposed Conservation District Exhibit A	
117.	North Dallas Forum Report	1984
118.	North Dallas, Richardson Neighborhood Improvement Study	1994
119.	North Oak Cliff Land Use and Development Plan	1986
120.	North Oak Cliff Land Use and Development Plan (Tech. Report)	1986
121.	Northeast Dallas Land Use Study (District 10)	1995
122.	Northeast Dallas Neighborhood Improvement Strategy - Subarea 5	1994
123.	Northwest Boulevard Design Goals	
124.	Northwest Highway Land Use Study	1985
125.	Northwest Highway Revitalization Improvement Study	1992
126.	Northwest Highway Urban Design Study - Summer 1999	1999
127.	Oak Cliff Gateway (ULI Study)	2001
128.	Oak Cliff Gateway Strategic Implementation Program (Draft)	1996
129.	Oak Lawn Plan: Special Purpose Zoning District - PD # 193	1985
130.	Oak Lawn Planning Study - Phase One Report - Executive Summary	1983
131.	Oak Lawn Planning Study - Phase Two Draft Report	1983
132.	Old Renner Land Use Study	1983
133.	Parking Layout and Design Standards	1980
134.	Parks and Open Space - Pilot Study	1986

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136.	Parkway Center Project - LUUD Preliminary Report	1988
137.	Parkway Center Project - Summary	1988
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139.	Peak-Bryan Place Community Market	1991
140.	Pearl/Flora Intersection Engineering Analysis	1982
141.	Pedestrian Facilities Plan	1975
142.	Phase One Report South Dallas Moratorium	2000
143.	Planning Policies	1983
144.	Population & Housing Trends, 1980-1983	1985
145.	Preston Area Special Report	1989
146.	Preston Center Parking Study	1986
147.	Preston Villa Land Use Study	1987
148.	Proposal for Retail Market Study and Revitalization Programs: Three Neighborhood Business Districts	1978
149.	Proposed North End Development. Site Analysis and Preliminary Site Plans	1982
150.	Public Improvement District Issue Paper	1986
151.	Redbird Airport Development Plan	1981
152.	Redbird Airport Development Plan (June)	1981
153.	Redbird Airport Development Plan, 1987	1987
154.	Redbird Airport Environmental Assessment for Proposed Runway Extension	1986
155.	Redbird Airport Marketing Study	1983
156.	Renaissance Plan - Park and Recreation Long Range Development Plan	2002
157.	Reunion Arena Parking and Access Plan	1982
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159.	Revitalization and Redevelopment Plan for the Buckner- US 175 Industrial Area	1995
160.	Rochester Park Master Plan	1990
161.	RSR Corp. Superfund Site Fact Sheet	1985
162.	Rylie Land Use Plan	1981
163.	Samuell-Grand	1996
164.	Shared Parking	1983
165.	Skillman/LBJ Area Special Study	1988
166.	Smart Growth and Neighborhood Conservation	1997
167.	South Dallas Moratorium - Phase One Report	2000
168.	South Dallas/ Fair Park Neighborhood Preservation and Economic Development Plan	1987
169.	South Dallas/Fair Park Economic Development Corridor Plan	2001
170.	South Dallas/Fair Park Neighborhood Preservation and Economic Development Plan Implementation Schedule Quarterly Report	1991
171.	South Dallas/Fair Park Neighborhood Preservation and Economic Development Plan	1986
172.	South Dallas/Fair Park Neighborhood Preservation and Economic Development Plan	
173.	Implementation Schedule	
174.	South Dallas/Fair Park Trust Fund Long Range Plan	1993
175.	South Oak Cliff Commercial Center Study	1999
176.	South Oak Cliff Light Rail Transit Corridor Concept	1995
177.	Southeast Dallas Comprehensive Land Use Study	1996
178.	Southeast Dallas Comprehensive Land Use Study - Needs Assessment and Implementation Schedule Recommendation - 5-Year Status Report	2002
179.	Southeast Dallas Comprehensive Land Use Study Implementation Schedule	2002

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180. Southeast Oak Cliff - Land Use, Housing, and Economic Development - Quaterly Implementation Report	1992
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183. Southeast Oak Cliff Land Use, Housing, and Economic Development Study	1991
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185. Southeast Oak Cliff Land Use, Housing, and Economic Study Implementation Plan	1991
186. Southern Dallas Economic Development	1981
187. Southwest Dallas Land Use Study Phase One (DRAFT)	1984
188. Southwest Dallas Phase Two	1988
189. Spring Valley/Coit Urban Design Study	2001
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191. State Thomas Tax Increment Finance	1991
192. State-Thomas Petition Request: Staff Analysis and Recommendations	1980
193. Statistical Profile of Dallas CBD	1983
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195. Stemmons Corridor – Southwestern Medical District Area Plan	2010
196. Stemmons/Design District Land Use Plan	2001
197. Stemmons/Harry Hines Corridor Implementation Study	1996
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199. Strategic Engagement Economic Development Plan	
200. Strategies for Attaining A Fishable/Swimmable Trinity River	
201. Strategies for Avoiding Pollution of Ground Water	
202. Strategies for Maintaining High Quality Wastewater Treatment	1991
203. Strategies for Meeting New State and Federal Stormwater Regulation	1991
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205. Streets and Traffic	1986
206. Sunset Reinvestment Area	1981
207. Survey of Local Flooding and Drainage Ordinances	1982
208. Target 2000 Progress Report Year End 2001	2001
209. Target Neighborhood Plan - Census Tract 15.02	1987
210. Tenth Street Land Use Study	1999
211. Thanksgiving SQ. Truck Terminal – A report on the terminal's future capacity	1985
212. Thanksgiving Square	1989
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214. The Oak Cliff Gateway Tax Increment Financing District Market Analysis and Development Program	1996
215. The UNT–Dallas Area Plan: <i>Vision and Policy Plan</i>	2009
216. The Vineyard Neighborhood Urban Design and Land Use Plan	1981
217. Thoroughfare Amendments	1973
218. Thoroughfare Plan	1989
219. Tollway /S.H. 190 Area Special Study	1989
220. Town Lake	1973
221. Town Lake Alternatives Evaluation, Executive Summary	1984
222. Town Lake Feasibility Study	1973
223. Trail Network Master Plan Map	2005
224. Transportation Impact Fees and Excise Taxes	2000
225. Trinity Heights - Various Documents	1981

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226. Trinity Park Concept Plan	
227. Trinity Rapid Assessment Report	1998
228. Trinity River Common Vision, Safe, Clean, Enjoyable, Natural, Diverse - Package	1997
229. Trinity River Corridor - Flowing New Life Into Dallas - Citizens Committee	
230. Trinity River Corridor - Local Governments Unite Along TRC	1989
231. Trinity River Corridor - Master Implementation Plan	1999
232. Trinity River Corridor - Zoning, Fill Permits, Special Studies	1989
233. Trinity River Corridor - ZTRANS Requests - Future Growth	
234. Trinity River Corridor 1999 Year in Review	1999
235. Trinity River Corridor Comprehensive Land Use Plan	2005
236. Trinity River Corridor Improvements - Pedestrian Access Options - Urban Design Plan	2001
237. Trinity River EIS	1999
238. Truck Deliveries Downtown	1985
239. Truck Deliveries Downtown - A Report on Underground Terminals	1985
240. University of Texas Southwestern Medical Center at Dallas North Campus Master Plan	1988
241. Uptown Development Urban Design Guidelines	1984
242. Uptown Transit	1985
243. Uptown Transit - Funding Proposal	1985
244. Urban Corridors: Guide to Permitted Uses and Design Standards	2000
245. Urbandale Area Study	1988
246. Visions for Dallas	
247. Walker Consent Decree	1990
248. Washington Avenue - A Neighborhood Study	1978
249. West Dallas - Book of Facts	
250. West Dallas Comprehensive Land Use Study	1999
251. West Dallas Comprehensive Land Use Study - Revised	1999
252. West Dallas Economic Development and Neighborhood Preservation Study	1983
253. West Dallas Economic Development Strategy	1982
254. West Dallas, Texas - An Evaluation of Development and Revitalization Strategies for West Dallas	
255. West Dallas Urban Structure and Guidelines	2011
256. West Davis Land Use Study	2002
257. West Kleberg Land Use Study (Draft)	2006
258. West Lovers Lane Planned Development District	1989
259. West Oak Cliff Corridor Concept	
260. Westmoreland Road South - Land Use Study	1985
261. White Rock Lake Park - A Master Plan for Implementation of the 1987 Management Plan	1990
262. White Rock Lake Spillway Urban Design Plan	1998
263. Zoning Transition Program	1987

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March 9, 2011

WHEREAS, the purpose of the Dallas CityDesign Studio is to elevate the design consciousness and culture of Dallas and to enhance livability for all residents by working to balance social, economic, environmental, and design sustainability; and

WHEREAS, the Dallas CityDesign Studio's first major planning initiative focuses on the portion of West Dallas at the foot of the Margaret Hunt Hill Bridge; and

WHEREAS, the Dallas CityDesign Studio began this major planning initiative with the August 2009 Dream Session and has since held over 30 meetings that has included more than 300 participants; and

WHEREAS, from these community meetings, the Dallas CityDesign Studio has developed the West Dallas Urban Structure and Guidelines and its companion Guidebook, which conveys the community's vision and provides for an implementation program; and

WHEREAS, the West Dallas Urban Structure and Guidelines is an innovative planning document that provides a new potential for creating great urban spaces by emphasizing organic redevelopment and place making through inventive, community-based initiatives; and

WHEREAS, it will take diligent efforts on the part of the residential, business, and development community, along with the City and other organizations working within the West Dallas area, to develop creative solutions to deliver this vision; and

WHEREAS, The Dallas City Council has amended the Comprehensive Plan of the City of Dallas to incorporate the West Dallas Urban Structure and Guidelines; and

WHEREAS, the West Dallas Urban Structure and Guidelines outlines a series of actions that provide a path for achieving the vision; **Now Therefore**,

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

SECTION 1. That the West Dallas Urban Structure and Guidelines is hereby adopted to serve as a guide for implementing the vision established by the community.

SECTION 2. That the City Manager is directed to implement the West Dallas Urban Structure and Guidelines 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 BY
CITY COUNCIL

MAR - 9 2011

Richard W. Estess
City Secretary

AIA Dallas
A Chapter of The American Institute of Architects

110676



March 1, 2011

Brent A. Brown, AIA
Director
Dallas CityDesign Studio
1500 Marilla St., Room 2BN
Dallas, TX 75201

Dear Brent,

On behalf of the Dallas Chapter, I am writing in response to the recent activities and milestone achievements of the CityDesign Studio.

After attending the Planning Commission Hearing this past month, I was impressed by the combined efforts of the Planning Commission and the Studio related to the project in West Dallas. We applaud the Planning Commissions process of engaging local professionals and the Design Studio's efforts to include local community groups and entities such as our chapter in its work. It is our strong opinion that this type of collaborative effort will lead to positive growth and affective leadership in our community.

We appreciate the opportunity to be briefed on the efforts of the Studio and look forward to observing its success.

Respectfully,

Shade L. O'Quinn
Shade L. O'Quinn, AIA
President Elect
Dallas AIA

1909 Woodall Rodgers Freeway, Suite 100
Dallas, Texas 75201
Telephone 214.742.3242
Fax 214.764.3153
www.aiadallas.org

110670



March 3, 2011

Ms. Mary Suhm, Dallas City Manager
 Mr. Larry Beasley, Dallas CityDesign Studio
 1500 Marilla Street
 Dallas, TX 75201

Dear Ms. Suhm and Mr. Beasley:

The Real Estate Council (TREC) is pleased to see that the City has taken a strong interest in revitalizing and redeveloping the section of West Dallas adjacent to the Trinity River. We support the concept of an urban innovation zone and the blueprint that the Dallas CityDesign Studio has recommended for West Dallas. Following Council's action on March 9th, we would like to work with you and the Dallas CityDesign Studio over the next six months on the implementation plan for this area, including the consideration of a toolkit of incentives and land-use guidelines for this potential urban innovation zone. We see this effort as a great opportunity to pave the way not just for West Dallas, but for other areas of Dallas to follow a similar method of urban planning.

As you may know, part of TREC's mission is to encourage initiatives that act as catalysts for economic development and strategic growth for the City of Dallas. With a membership of more than 1,300 commercial real estate professionals and a history for providing technical support with these types of initiatives, we would like play a more active role in helping you shape this urban planning effort in a way that makes sense for Dallas, for the property owners/developers and for the residents of the community.

We welcome an opportunity to take part in a high level discussion with you and any key stakeholders about the implementation plan for West Dallas redevelopment and how we can help you move the ball forward. We look forward to hearing from you about how TREC can become more involved in this effort.

Sincerely,

Linda McMahon
 President & CEO, The Real Estate Council

Manny Ybarra
 President, Pillar Commercial
 Chair, TREC Government Affairs



January 26, 2011

Brent Brown
 Dallas CityDesign Studio
 1500 Marilla, 2BN
 Dallas, TX 75201

Dear Mr. Brown,

As you know, we are the owners of 3 tracts near the Trinity River and downtown Dallas, totaling almost 18 acres. We wanted to give you our endorsement for your planning efforts for West Dallas, including the new West Dallas Urban Structure and Guidelines. We appreciate being included in the planning process both with the one-on-one meetings you coordinated with our firm and via the numerous neighborhood meetings you hosted. As long term stakeholders for the West Dallas community, we believe your planning and efforts will generate sustainable, long term benefits to the community and help stimulate much needed redevelopment.

Please feel free to contact any of us at Cienda if you need any assistance.

Best Regards,

Cienda Management, LLC

4514 Travis Street
 Suite 305 Dallas, Texas 75205 (214) 269-1650
 (214) 520-5913 fax www.cienda.com

11067



1.28.11

To: West Dallas Chamber of Commerce
Oak Cliff Chamber of Commerce
CityDesign Studio

As president of the Fort Worth Avenue Development Group I'm pleased to say that we strongly endorse the Urban Structure Guidelines document created by the Dallas CityDesign Studio and the subsequent Putting It All Together document recently drafted.

Our non profit grassroots organization has been included throughout the process of the Urban Structure Guidelines document and we at FWADG find this document as well as the Putting It All Together document to be consistent with our vision for the West Dallas area depicted and our community in general.

The vision included in these documents is very much in line with the initiatives and requirements of PD714 and we welcome the opportunity to work with the CityDesign Studio, the Oak Cliff Chamber of Commerce and the West Dallas Chamber of Commerce to assist in the implementation of these documents as models for economic growth, form based zoning, complete streets and a comprehensive system network transportation plan.

Respectfully;

David Lyles
2318 Beatrice Street
Dallas, TX 75208

11067



P.O. Box 224382
Dallas, Texas 75222

www.eastkessler.org

VIA EMAIL

January 21, 2011

Mr. Brent Brown, Director
Mr. David Whitley, Associate Director
Dallas CityDesign Studio
Dallas City Hall
1500 Marilla Street
Room 2B North
Dallas, TX 75201

Dear Brent and David,

The vision for West Dallas embodied in your West Dallas Urban Structure Guidebook offers an elegant, flexible, dynamic, and exciting vision of the future. If implemented, it will be a creative plan for the redevelopment of the area between Singleton Boulevard and I-30 while preserving the residential neighborhoods to the north.

The residents of East Kessler Park, the neighborhood immediately to the south, have an important stake in whatever happens in this area. The decisions the City of Dallas makes for West Dallas have the potential to create retail and commercial space that is easily accessible from East Kessler Park. The question during the planning process has been whether the Singleton-Fort Worth Avenue corridors will replicate the mistakes of North Dallas where the urban streetscape is geared only to either massive malls or strip shopping centers or soulless apartment complexes, all dependent on automobile traffic, or whether we will have something that feels more human, more accessible, more inviting.

Throughout the development of this vision you have encouraged the participation of East Kessler Park Neighborhood Association, which we very much appreciate. We have been impressed at the process. Unlike many urban development issues that we have been involved in, this methodical and complex process has been transparent and open to all parties, without a preordained, even if undisclosed, outcome. You have offered various options, explaining the positives and negatives of each, you have solicited the needs and desires of all parties, and then, in a remarkable balancing act, you have incorporated them into the

