



Urban Design Study

City of Dallas
Dept. of Planning and Development
Summer, 1999

OFFICIAL ACTION OF THE DALLAS CITY COUNCIL

August 25, 1999

99-2598

Item 86: Authorize adoption of the Northwest Highway Urban Design Study as a guide for the implementation of a physical neighborhood vision in the area generally fronting the 2.6 miles of Northwest Highway, between Interstate 35E and Mixon Road - Financing: No cost consideration to the City

Councilmember Chaney requested that consent agenda item 86 be considered as an individual item. Mayor Kirk stated that consent agenda item 86 would be considered as an individual item later in the meeting, there being no objection voiced to Councilmember Chaney's request.

Later in the meeting agenda item 86 was brought up for consideration.

Councilmember Mallory Caraway moved to approve the item.

Motion seconded by Councilmember Forsythe Hill and unanimously adopted. (Chaney absent when vote taken)

COUNCIL CHAMBER

August 25, 1999

WHEREAS, the City Council directed the Department of Planning and Development to conduct an urban design study for Northwest Highway at Bachman Lake; and

WHEREAS, in the spring of 1998, a steering committee was appointed by the City Council which included representatives from neighborhood organizations, business and property owners; and

WHEREAS, the Steering Committee, in conjunction with City staff between the spring of 1997 through the spring of 1998, held steering committee and community meetings to identify issues of concern and propose implementation strategies to accomplish the goals and objectives of this study; and

WHEREAS, the Northwest Highway Urban Design Study be adopted as a planning tool to provide a focus for the neighborhood and a resource for the City to implement the study;

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

SECTION 1. That the Northwest Highway Urban Design Study is hereby adopted as a resource in the implementation of recommendations and as a physical benefit for the neighborhoods.

SECTION 2. 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

AUG 25 1999

Shelby Gray
City Secretary

Re...
APPROVED _____
HEAD OF DEPARTMENT

Ray W. Brown
APPROVED _____
CITY CONTROLLER

Ther...
APPROVED _____
CITY MANAGER

CITY COUNCIL
AFFIDAVIT ON ABSTENTION FROM VOTING

992598

STATE OF TEXAS
COUNTY OF DALLAS
CITY OF DALLAS

I, Leo V. Chaney, Jr. a member of the City Council of the City of Dallas, file this affidavit in accordance with the provisions of Chapter 171 of the Local Government Code, and hereby on oath state the following. I or a person related to me in the first degree by either affinity or consanguinity, have a substantial interest in a business entity or in real property that would be specially affected economically by the following matter presently pending before the City Council:

Date of City Council Meeting: August 25, 1999

City Council Agenda item 186

The nature and extent of the interest is

Ownership of 10 percent or more of the voting stock or shares of the business entity or ownership of \$15,000 or more of the fair market value of the business entity

Funds received from the business entity exceed 10 percent of gross income for the previous year.

Equitable or legal ownership of real property with a fair market value of \$2,500 or more

As a result of this interest, I will refrain from participating in discussion and voting on the item

Leo V. Chaney Jr
Signature of Councilmember

8/24/99
Date

BEFORE ME, the undersigned authority, on this day personally appeared Leo V. Chaney, Jr. who on oath stated that the above facts are within his personal knowledge and true and correct

SWORN TO AND SUBSCRIBED BEFORE ME on this 24 day of August, 1999



Lorri A. Ellis
NOTARY PUBLIC
10/29/02
COMMISSION EXPIRES

Memorandum



CITY OF DALLAS

DATE August 13, 1999

TO Honorable Mayor and Members of the City Council

SUBJECT Northwest Highway Urban Design Study

On August 25, 1999, you will consider adoption of the Northwest Highway Urban Design Study. On May 20, 1999, the City Plan Commission unanimously recommended the adoption of this study. Attached, please find a copy of the study for your review.

Should you need additional information, please advise.

Ryan S. Evans
Assistant City Manager

attachment

- c: Teodoro J. Benavides, City Manager
- Shirley Acy, City Secretary
- Madeleine B. Johnson, City Attorney
- Robert W. Melton, City Auditor
- Judge Michael O'Neal
- Mary K. Suhm, First Assistant City Manager
- Jeniffer S. Varley, Assistant City Manager/Chief Financial Officer
- Ramon F. Miquez, P.E., Assistant City Manager
- Jacqueline L. Lee, Assistant City Manager
- Charles W. Daniels, Assistant City Manager
- Jill A. Jordan, P.E., Assistant City Manager

CATEGORY: MISCELLANEOUS

AGENDA DATE: August 25, 1999

CITY SERVICE AREA(S): Northwest

COUNCIL DISTRICT(S): 2, 6, 14

DEPARTMENT: Planning & Development

CMO: *ME* Ryan S. Evans, 670-3314

MAPSCO: 22 Z 23 W X Y Z 24 W G

SUBJECT

Authorize adoption of the Northwest Highway Urban Design Study as a guide for the implementation of a physical neighborhood vision in the area generally fronting the 2.6 miles of Northwest Highway between Interstate 35E and Mixon Road - Financing: No cost consideration to the City

BACKGROUND

The Dallas City Council directed the Department of Planning and Development to conduct the Northwest Highway Urban Design Study as part of its 1997-1998 Work Program. The study was completed through the combined efforts of the City Council appointed Steering Committee, other City Departments, residents, property and business owners and stakeholders in the study area.

Existing land use and zoning relationships were reviewed and incorporated as a component of the study, however land use recommendations are not made as part of this study. The study provides a physical vision that links neighborhoods to open space, provides a positive identity and builds on the public investment which has been appropriated for the area.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

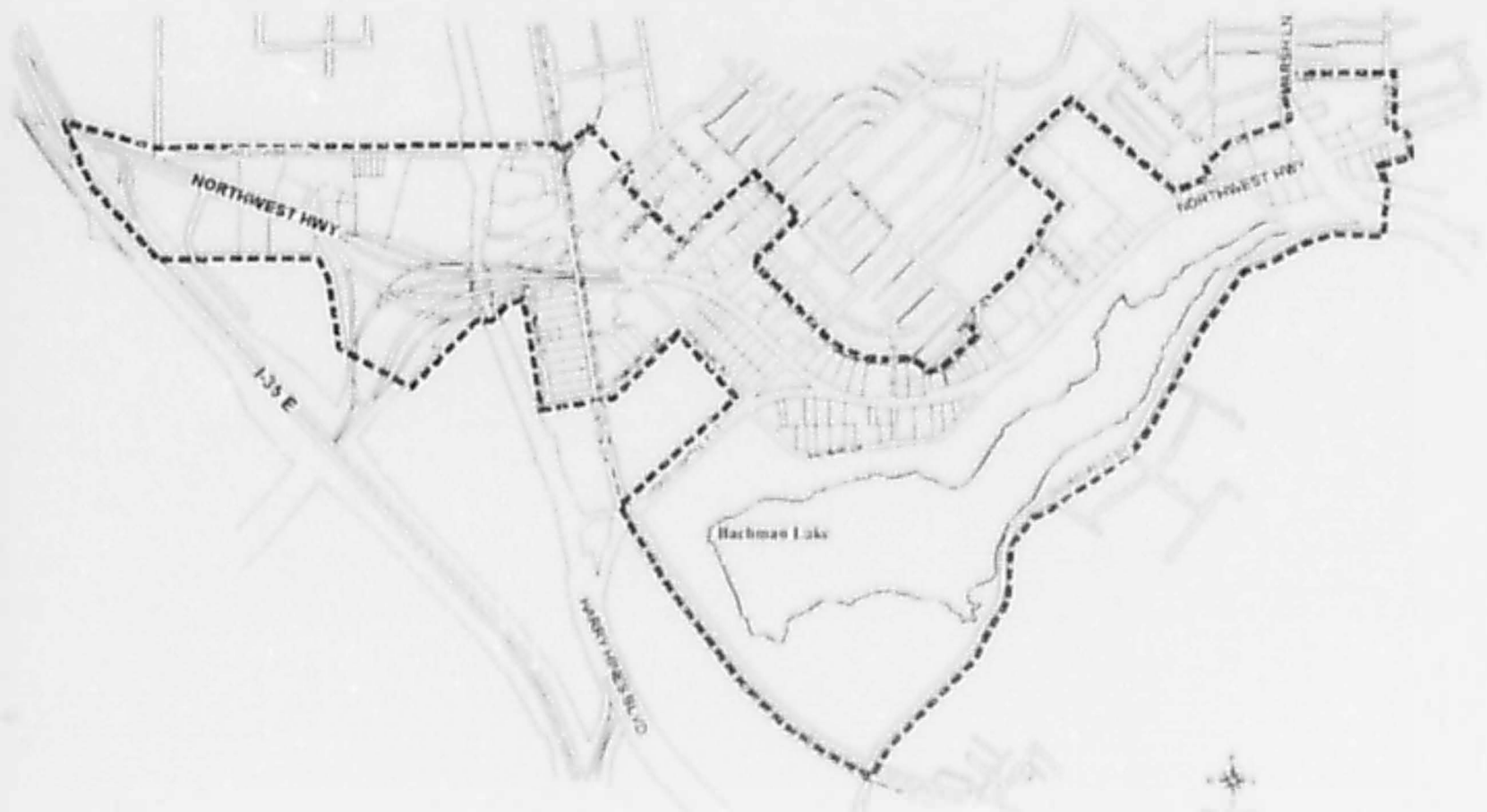
On May 20, 1999, the City Plan Commission considered and unanimously recommended the adoption of the Northwest Highway Urban Design Study.

FISCAL INFORMATION

No cost consideration to the City

MAP

Attached



Northwest Highway Urban Design Study

Northwest Highway Urban Design Study

Interstate I-35E to Mixon Lane

City of Dallas
Department of Planning and Development

Summer, 1999

Interim Director of Planning and Development
Raj Sharma

Assistant Director of Comprehensive Planning
Christine Carlyle

Project Staff:

Marcia Stevens, AICP, ASLA – Chief Planner
Stacy Creecy – Graphics

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Northwest Highway Urban Design Study

ACKNOWLEDGEMENTS

The Northwest Highway Urban Design Study was prepared by the City of Dallas Department of Planning and Development as part of their council approved 1998 work program. The proposed streetscape and community improvements have been developed with the guidance of a steering committee composed of stakeholders within the study area. The City Council steering committee members listed below are recognized for their commitment and valuable input in the development of the study's objectives and design recommendations. City Councilmembers John Loza, Barbara Mallory Caraway and Veletta Forsythe Lill are thanked for their support of the study and their assistance with its continued implementation.

City Councilmembers:

John Loza	District 2
Barbara Mallory Caraway	District 6
Veletta Forsythe Lill	District 14

City Plan Commissioners:

Richard Medrano	District 2
Ed Oakley	District 6
Hector Garcia	District 14
Gary Griffith	District 9

Steering Committee:

(Council appointed)

Randy Staff	District 2	Barbara Brummitt	District 6
Mary Lou Zjiderveld	District 2	Betty Svoboda	District 6
Ed Malinoski	District 2	Gary Griffith	District 14
Philip Figeroa	District 2	Linda Neel	District 14
Vic Muse	District 6	Richard Shampain	District 14
Les Tanaka	District 6	Rex Cumming	District 14

City of Dallas:

Marcia Stevens	Planning and Development
Dorita Herd	Planning and Development
Stacy Creecy	Planning and Development
Tom Anderson	Park and Recreation
Ken Keeton	City Controller's Office
Pat Tibel/Harvey Pate	Northwest Service Team

Texas Department of Transportation: DART

John Nguyen Mike Morgan

Background:

In December of 1997, the Dallas City Council approved the Department of Planning and Development's work plan to develop a neighborhood vision for Northwest Highway that links neighborhoods to open space, provides a positive commercial identity and builds on the potential for redevelopment in the area. The directive includes the identification of specific physical improvements and a program for their implementation. Existing land use and zoning relationships were reviewed and incorporated as a component of the plan, however land use recommendations will not be made as part of this study.

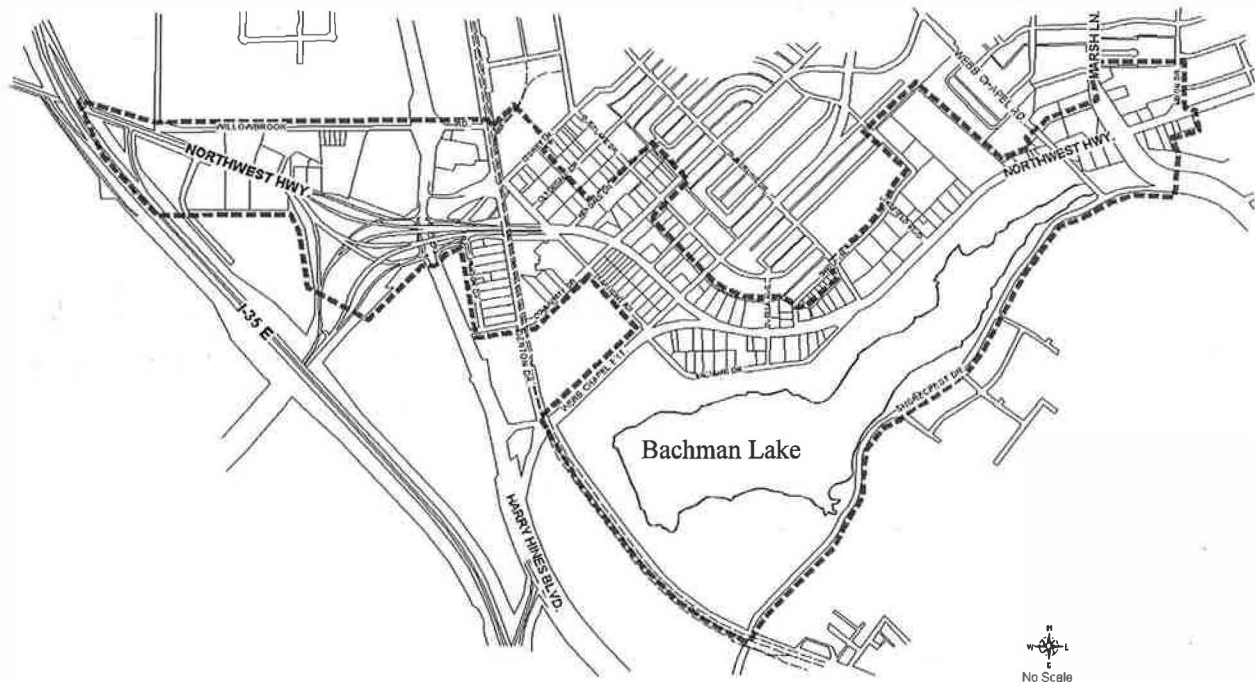
Study Area and Location:

The Northwest Highway Urban Design Study area lies in the northwest section of Dallas, adjacent to Love Field Airport's northern boundary and approximately seven miles from the Central Business District. (Figure 1) For purposes of this study the boundaries of the corridor are defined by those properties which generally front the 2.6 miles of Northwest Highway, between Interstate 35E and Mixon Road. The study area contains approximately 650 acres and includes Bachman Lake Park (Figure 2).



Vicinity Map

Figure 1



Study Area Limits

Figure 2

Purpose:

The purpose of the study is to stabilize and foster a greater sense of community, by building on the significant public investment that has been appropriated for the area. With proposed improvements for Northwest Highway, Interstate I-35E, DART Railine and Bachman Lake Park, the community has the potential to develop a synergy to link neighborhoods and add aesthetic improvements for the area.

The study is intended to be used as a focus for the neighborhoods and a resource for the City to implement the plan.

Process and Methodology:

The Northwest Highway Urban Design Study and resulting plan was developed under the guidance of a 12 person, council appointed steering committee. The purpose of the steering committee is to provide an understanding of the area's issues and concerns and to maintain communication between the neighborhoods and other business interests. As a decision making body, the committee directed the study's efforts with the coordination of proposed improvements and how they could be implemented and maintained.

The Northwest Highway Urban Design Study recommendations were developed using a strategic planning approach. This is a stakeholder-based process where the community is asked to identify their opportunities and constraints and how these issues will influence the future vision of the Bachman Lake community. With a unified vision in mind, the community developed a principal mission statement that would define the plan's purpose. The mission statement, and community goals and objectives created a framework for the urban design recommendations. With community support, strategies to implement the design recommendations were formulated.

The process of forming design recommendations also included an environmental analysis of existing conditions and the development of a community profile. The profile provides a "snapshot" of the character of the community and outlines its strengths, weaknesses and opportunities to develop urban design solutions.

Staff collected historical and current land use data, including a visual survey to ascertain an understanding of land use relationships and how they might impact future development. City staff met with intergovernmental agencies to share project information and to solicit support in the development of the Northwest Highway Urban Design Plan.

Over the course of the study the steering committee met ten times. Two community meetings were also held, with over 100 citizens in attendance to receive input and present preliminary recommendations. Notices were sent to each property owner within the study area prior to each meeting. Attendees were asked to fill out a survey regarding how they accessed Bachman Lake Park and other parts of their neighborhood and what were their principal issues. The meetings served as a way to share information and gather support for the plan's recommendations. At the final community meeting the preliminary plan was well received. Concern for maintenance of the proposed improvements was an issue that would need to be addressed jointly with implementation. The study was then scheduled for presentation to the City Plan Commission and the City Council.

Study Objectives:

Mission Statement

The principal objective of the Northwest Highway Urban Design Study is to create an aesthetic environment along Northwest Highway at the Bachman Lake area that functions efficiently, creates a vibrant sense of community and encourages economic revitalization by capitalizing on those assets that are unique to the area.

Other objectives of the study include:

- Provide a physical vision. The study is intended to create a community vision to guide and support redevelopment efforts
- Initiate a consensus process within the community about how the community should continue to evolve and improve
- Influence the quality of private improvements and intensity of commitment to the neighborhood by residents, property owners, merchants, investors and agencies.
- Focus and coordinate proposed infrastructure improvements as they relate to the community's vision
- Development in implementation framework
- Develop a public/private partnership to continue the implementation of the community's vision

Historical Development:

The City of Dallas annexed the majority of the study area in December 1929 by City Ordinance 2104. At that time Bachman Lake was a city reservoir and Northwest Highway represented the City's northern limits. Zoning along the corridor allowed for low density residential with up to three units per acre. Commercial uses were restricted to the intersection of Northwest Highway and Denton Drive (Former US 77).

With the new R-7.5 and R-10 zoning, the rural character of the Letot and Bachman Lake communities were transformed into a typical suburban pattern by the end of the 1940's. The land north of Northwest Highway was subdivided to higher residential densities and commercial and light manufacturing uses intensified around the Letot Circle, (on the west side of Denton Drive).

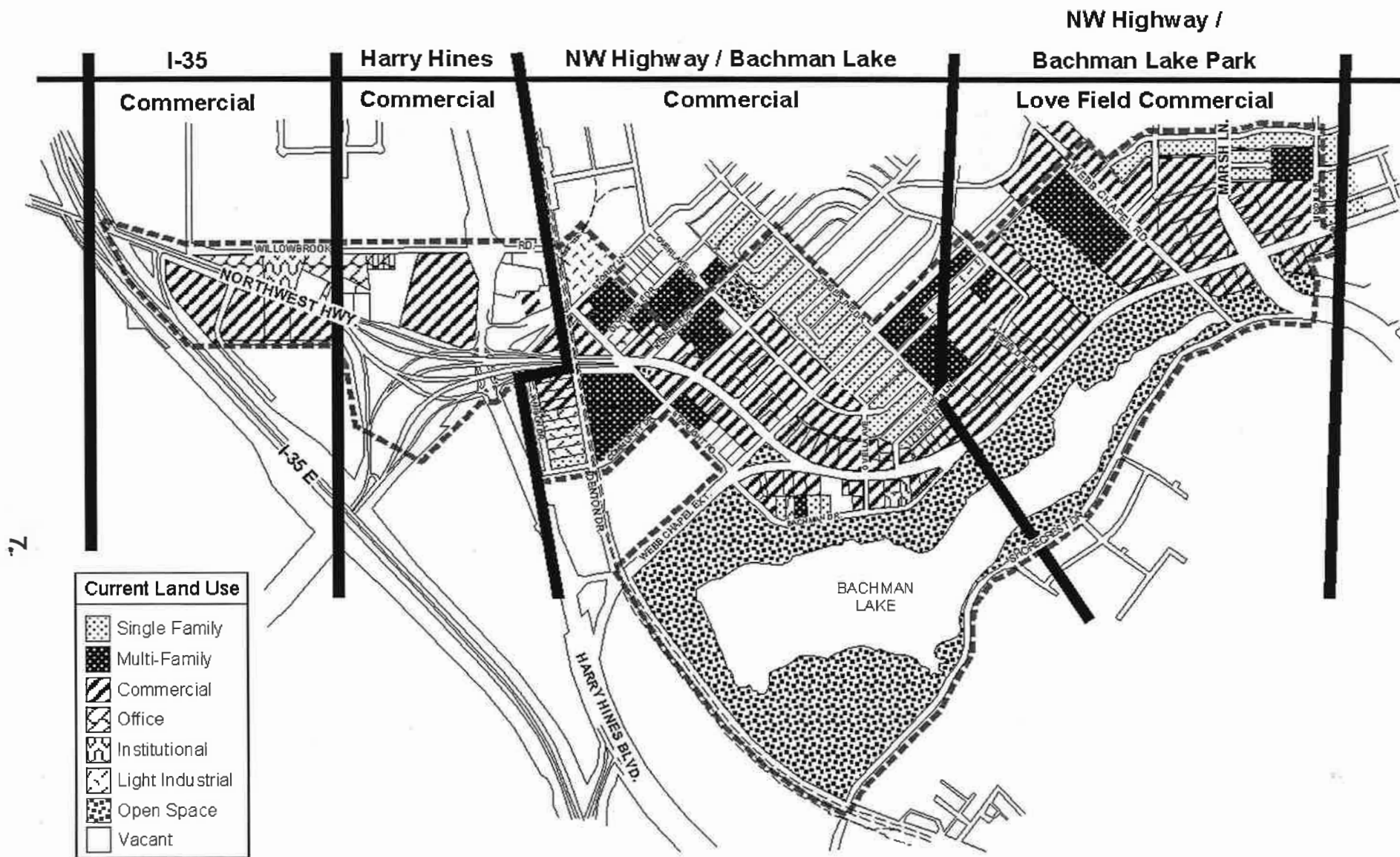
In the early 1960's, Stemmon's Freeway (IH 35E) was extended north and the area's residential land use mix began to change to reflect higher, more compatible land uses with a major freeway system. The 1960's also saw a significant expansion of the airline industry with increased air traffic to and from Love Field Airport. Due to higher noise levels, residential uses under the flight paths were discouraged and all property fronting Northwest Highway was rezoned General Retail (GR) or Heavy Commercial (HC). Properties west of the airport, in the area between Northwest Highway, Webb Chapel Extension and Denton Drive were rezoned for multi-family uses.

The 1970's saw the development of a new regional airport (DFW) outside the City of Dallas with restricted airport use of Love Field. Demand for Northwest Highway industrial and commercial uses declined, as new industrial development moved closer to the regional airport where vacant land was readily available. In 1989 the existing zoning districts were amended and renamed per Chapter 51A to reduce the cumulative nature of the zoning code. Chapter 51A is the current Dallas Development Code.

Existing Land Use:

Like many other cities of its size, Dallas' arterial street system and adjacent land uses have matured into major commercial corridors; predominately built in a shopping center, strip mall design. Commercial developments along Northwest highway are generally one block in depth, intensifying at major intersections creating community serving retail nodes.

Land use development in the study area has evolved from single-family and neighborhood commercial uses to four distinct commercial/retail districts: 1) Interstate 35E, 2) Harry Hines/Denton Drive, 3) Northwest Highway/Bachman Lake and 4) Northwest Highway/Lemmon Ave, (Figure 3). While commercial land uses in these districts have direct access from Northwest Highway; they also depend on the vehicular traffic generated from major north-south interstates and thoroughfares for customers



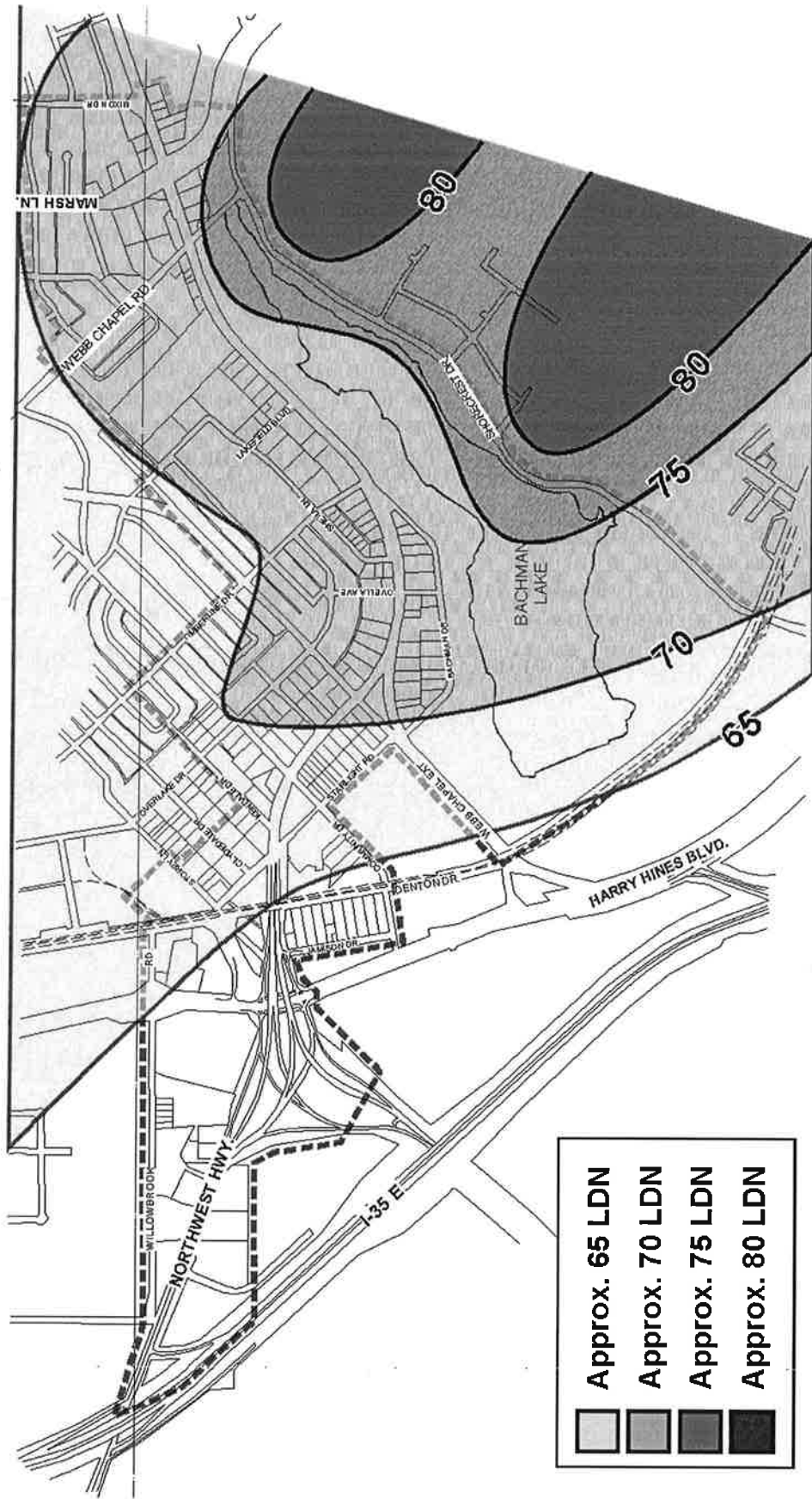
Northwest Highway Urban Design Study

EXISTING LAND USE – FIGURE 3

EXISTING CONDITIONS

- **Interstate I35E District:** Commercial land uses found in the Interstate 35E commercial district are freeway orientated, with motels, restaurants and large retail uses relying on the visibility and convenient access from Interstate 35E. Land uses adjacent to this district are light industrial/warehousing without residential uses. The Northwest Highway major postal facility is the sole institutional use in this district.
- **Harry Hines Blvd./Denton Drive District:** From the Interstate 35E commercial district, Northwest Highway “fly’s” over Harry Hines Boulevard and under Denton Drive and the Union Pacific Railroad providing limited access to the properties fronting its rights-of-way. Vehicular access is achieved by a ramping system to Harry Hines and through its service roads. The Harry Hines/Denton Drive commercial district represents the former commercial land that was once part of the Letot community and its notorious rotary intersection. Most of the former buildings have been razed over the years with only the Letot Circle movie theater standing as a reminder of the area’s residential past. This district contains the most vacant land and has the greatest potential for new development. Except for a major car dealership, land uses include small retail and personal service uses such as gas stations and fast food restaurants. Land uses adjacent to this district are retail commercial, with no residential development. The Union Pacific railroad corridor is currently being studied for light rail expansion and consideration is being given to locating a station in the Northwest Highway/Denton Drive vicinity. A light rail station in this district could dramatically change the existing land use pattern by creating redevelopment opportunities for the older apartment buildings and as a catalyst for mixed use projects that would serve DART patrons.
- **Northwest Highway/Bachman Lake Community District:** From the Denton Drive/Union Pacific underpass, Northwest Highway “pops up” and returns to grade as part of the Bachman Lake community. Multi-family uses were permitted in the 1960’s as a way to provide a buffer or transition from the low density residential (east and west of Timberline Drive) and the higher intensity nonresidential developments along Northwest Highway and the Denton Drive corridor. In later years the commercial uses along Northwest Highway changed from neighborhood serving to predominately entertainment related, with large dance halls, indoor amusement, restaurants, bars, and sexually oriented businesses (S.O.B.) fronting the highway. As expected, these large commercial land uses adjacent to residential developments are seen as incompatible and have caused a negative effect on both the existing businesses and the surrounding residential neighborhoods. Many residents believe that with the long hours of operation, number of activities and kind of clientele associated with these types of businesses, it has caused property values to decline and reinvestment in the community impeded.

The noise levels created from Love Field Airport also affect land use in this district. As shown on Figure 4, noise levels determined in 1992 exceed 65 Ldn for the entire study area between Denton Drive and Lemmon Avenue. Per the Federal Aviation Administration (FAA) criteria, all residential land uses are considered incompatible with airport operations when the day-night levels exceed 65 Ldn. Love Field policies further state that “to protect the stability and integrity of existing neighborhoods, increases in residential development within the 65 Ldn noise contour should be discouraged”.



Northwest Highway Urban Design Study

LOVE FIELD AIRPORT 1992 NOISE CONTOURS - FIGURE 4

EXISTING CONDITIONS

Sound attenuation improvements are recommended for all schools churches and hospitals within or above the 65Ldn sound contour. Love Field Airport is in the process of performing a revised sound study for current airport operations and will amend the 1992 noise contours accordingly.

- **Northwest Highway/Lemmon Ave District:** At the intersection of Northwest Highway and Timberline Drive, Bachman Lake Park becomes visible as a major recreation resource. Large stands of oaks and pines frame the park's main entrance in stark contrast to the commercial uses of auto sales and mini-warehousing across the street. With the construction of a new Target discount and Walgreen's general merchandise stores (at the Lemmon Ave. overpass), major retail development has begun to replace the smaller, existing structures. Retail uses also include restaurants and gas stations often located at major intersections. Light industrial/warehousing uses have been allowed to develop adjacent to Love Field's flight paths, where noise contours are higher.

New residential uses in this district are generally discouraged due to the high noise levels generated by Love Field Airport, however large apartment complexes exist along Webb Chapel and Webb Chapel Extension Roads. East of the Mixon Road intersection, single family residential becomes the predominate land use where airport noise levels are below the 65Ldn noise contour.

Visual Appearance

The visual appearance of Northwest Highway directly relates to the utilization of the 10-30 ft. of public rights-of-way by the adjacent property owners. In the newer commercial areas, the rights-of ways are incorporated into manicured front lawns and landscaping. In the older commercial areas, (before the requirement of Article X of the Dallas Development Code) the public rights-of ways are paved and generally used for customer and service parking. This negative image of the street is furthered emphasized when these paved areas are used to sell cars or as temporary weekend vending markets.

The lack of building code requirements for landscaping, screening, sidewalks and other visual improvements, when the corridor first developed has created an unsightly commercial strip that can be characterized by the following elements:

- Numerous large freestanding signs
- Large expanses of unscreened surface parking
- Few or no pedestrian improvements
- Little or no landscaping of public or private property
- Above ground utilities and overhead lights
- Numerous, closely spaced and poorly delineated driveways and access points
- A general uncoordinated approach to the design, location and planning of various public and private improvements.

Community Profile:

For the purpose of establishing a general community profile, the Bachman Lake community has been defined by those persons living south of Lombardy Lane and Cortez Street, west of Mixon Drive, north of Shorecrest Drive and east of Shady Trail. These boundaries follow establish census blocks and represent the neighborhoods adjacent to the Northwest Highway corridor from Mixon Drive to Interstate 35E. This area is not meant to define all persons that use Bachman Lake Park or be served by a DART station in the vicinity of Denton Dr. and Northwest Highway.

■ **Population:**

According to the 1990 U.S. census, the Bachman Lake community’s population is approximately 11,250 persons with a median age of 32 years. Working age adults comprise 76 percent of the population with 24 percent of the population below 17 years of age. Elderly citizens make up less then 3 percent of the community.

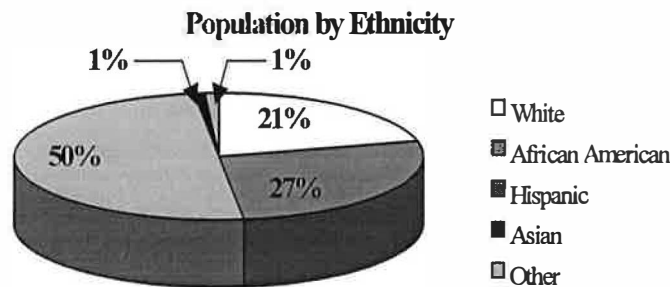
Age Distribution

<u>Age</u>	<u>Number</u>	<u>Percent</u>
7-17	1,288	11.5%
0-6	1,379	12.3%
18-21	968	8.6%
22-44	6,309	56.1%
45-64	1,003	8.9%
65 over	294	2.6

Source: 1990 Census. US Bureau of the Census

■ **Racial Composition:**

As illustrated below, the Bachman Lake community reflects a diverse and multi ethnic population that is predominately Hispanic. African Americans comprise the next largest ethnic group with some Asian community influence. This is in comparison with the City of Dallas’ ethnicity which is generally comprised of 48 percent white, 30 percent African American and approximately 20 percent Hispanic.



Source: 1990 Census. US Bureau of the Census

Figure 5

EXISTING CONDITIONS

■ **Household Characteristics:**

According to the 1990 census, the Bachman Lake community contains 7004 housing units of which ninety-two percent (92%) are multi-family and 518 single family units. Owner occupied housing percentages are furthered minimized, as over one half of the single-family homes are renter occupied. Therefore homeownership accounts for less than four percent (4%) of the total number of housing units. The vacancy rate of these units is relatively high at 32% with average monthly rents of \$341 per unit.

Source: 1990 Census. US Bureau of the Census

■ **Modes of Transportation of Workforce:**

The Bachman Lake community is a working community with over 91 percent of its population above seventeen years of aged employed. As illustrated in the chart below, the mode of transportation residents use to get to their work place is varied, with over 41 percent of the work force adopting other means of travel besides driving alone.

Mode of Transportation to Work
(Per Study Area's Population)

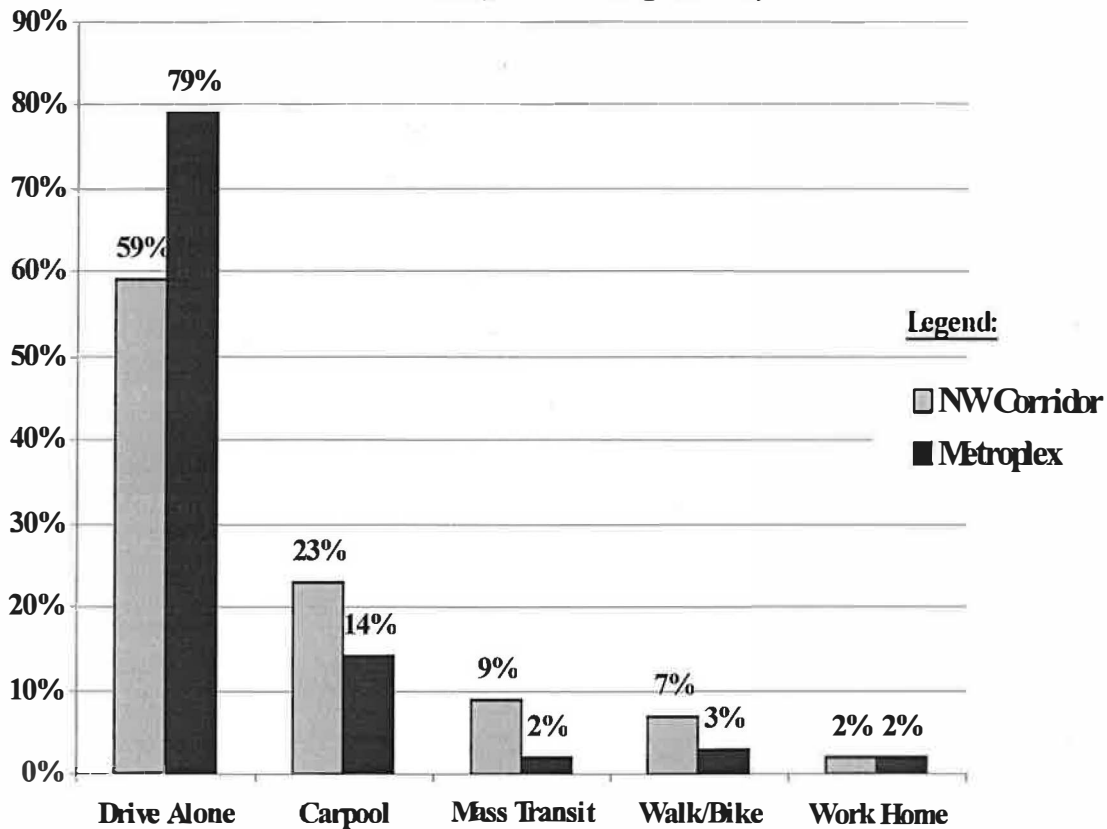


Figure 6

Parks and Open Space:

Bachman Lake Park is considered a major community core asset and a resource to extend and connect the natural environment with the commercial and residential neighborhoods. The recreation opportunities the park provides could help to stabilize the adjacent residential neighborhoods by enhancing their relationship to each other. (Figure 7)

The community believes that this core resource has not received the attention it deserves by the City of Dallas. Water quality and park maintenance is considered minimal and the need for dredging the lake a necessity. With a 14-year old master plan governing the location and program of new facilities, the community believes a “fresh” look at how the park could meet the community’s objectives should be performed.

The City of Dallas has contracted with an engineering firm for the development of a dredging plan for the lake. The current proposal is to improve the lake’s quality by dredging the bottom to adequate depths, piping the slurry to an off-site location, de-watering the slurry and trucking the material to a site; either for fill or topsoil. The last time the lake was dredged was 1974. Unlike the current proposal, the lake was drained and the sediment scooped out by heavy equipment. Considerable environmental damage was reported to be done using this process and the community does not support this method.

The establishment of the Bachman Lake Park Foundation illustrates the community’s concern for the park. It is the goal of the foundation to provide a permanent resource of funding for improvements and to support the continued efforts of the community to enhance its usage. The foundation is beginning to be formed and initial efforts could be directed towards creating a new park master plan.

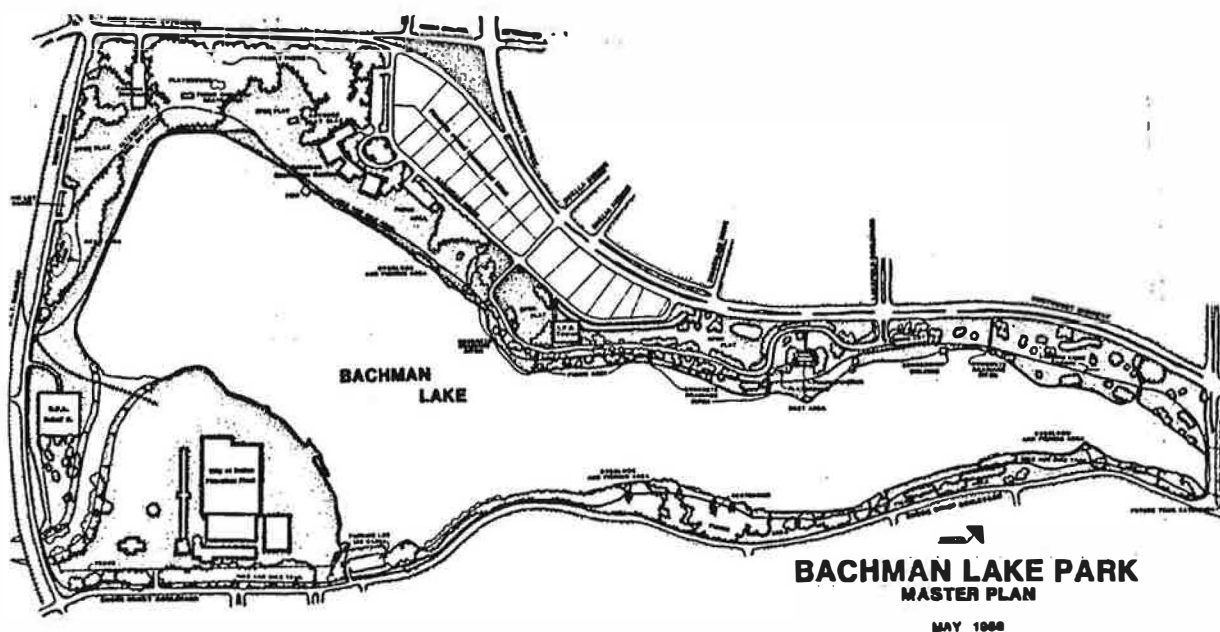


Figure 7

Transportation Major Investment Studies:

The Dallas District of the Texas Department of Transportation (TxDOT) and the Dallas Area Rapid Transit Authority (DART) are developing several improvement projects along the Northwest Highway Corridor to alleviate traffic congestion in northern Dallas County. These projects have the potential to positively impact existing land uses as increased access and multi-model options become available.

■ **Northwest Highway (Luna Road to Buckner Blvd.):**

As a short-term remedy, 32 immediate action projects (IAPs) have been identified for Northwest Highway as a way to reduce intersection delay, and to improve overall safety and travel efficiency of vehicles. The projects include the addition of right and left turn lanes, elimination of median cuts where access to adjacent property is not severely restricted and the lengthening of existing turn bays to desirable standards. The proposed improvements are designed to provide relatively quick and inexpensive, congestion relief. However the corridor will inevitably reach gridlock conditions again without the implementation of permanent, strategic solutions.

■ **Loop 12/IH-35E Major Investment Study (MIS):**

The MIS transportation process addresses long term transportation issues. The Loop12/35E major investment study is in the 18 month process of evaluating numerous alternatives (including non-motorized modes) to serve the corridor needs. Improvements recommended in the regional Mobility 2020 include:

1. HOV lane along Loop12/IH-30 to SH 183
2. Add two one-directional and one reversible – HOV land from SH 183 to IH-635
3. Use the HOV lanes as express lanes during off-peak hours
4. Add two mixed flow lanes along Loop 12 from Spur 408 to IH-35E and along Loop 12 from Spur 408
5. Extend a bike trail

■ **DART Northwest Corridor Major Investment Study (MIS):**

The Dallas Area Rapid Transit (DART) agency began a major investment study in March of 1998 to address two primary travel patterns in the Northwest corridor.

1. North-South (from downtown Dallas to the City of Carrollton)
2. Northwest-Southeast (from North Irving/Las Colinas to downtown Dallas)

The out come of this MIS will be a locally preferred alternative plan, including freeway improvements and commuter and light rail options. DART will use this plan as a resource to solicit funding from government agencies and to phase the implementation of mass transit improvements.

EXISTING CONDITIONS

Realizing the economic potential for redevelopment of their community, major stakeholders from the Bachman Lake community have been actively involved in the MIS process. They are serving as members of the citizen advisory committee and voicing their support for a light rail station near the Union Pacific/Northwest Highway intersection.

As illustrated in Figure 8, the mass transit alternatives being considered for the Northwest corridor are complex. Each alternative has merit, however each will be evaluated by its ability to address major travel patterns, provide travel time savings, community acceptance, affordability and minimize environmental impacts.

DART's Northwest Corridor MIS is scheduled to be completed by the end of 1999.



DART Light Rail Line Alternatives

Figure 8

Urban Design Opportunities

Urban design opportunities address the creative and functional design of public spaces which can include anything from streets, sidewalks, lighting, signage, landscape, open space, parks, outdoor art and the connections between private properties and public buildings. It can reinforce an area's ability to create physical and visual connections and the development of a synergy that is functionally, economically and aesthetically compatible. Quality urban design can shape a group of diverse buildings, land uses and outdoor spaces into a cohesive whole that provides neighborhood identity. Various groups from the community and private sectors, to joint public/private partnerships can implement urban design solutions.

The urban design opportunities identified for the study area are physical improvements. The underlying objective in proposing these improvements is to create a positive neighborhood image and support economic redevelopment throughout the Northwest Highway corridor.

Identified Strengths, Weakness, Threats and Opportunities

The first step in developing urban design solutions is to determine which opportunities and constraints are the most important to the community and how these issues will influence the future vision of the Bachman Lake area. Once community constraints and opportunities are identified, project goals are formed and urban design concepts developed for implementation.

■ Strengths of the Bachman Lake Community:

1. Centrally located to major transportation facilities including Love and DFW Airports and the I-35 freeway corridor.
2. Close proximity to Las Colinas and the Harry Hines Blvd. health care corridor.
3. The adjacency to the recreation and natural resource of Bachman Lake and Park.
4. The amount of vacant land that is available for future development.
5. The community's mixed land use, coupled with high-end residential favors retail development.
6. Strong community leadership and organizations.
7. The community is ethnically diverse with Hispanics, African Americans, Caucasians and Asians represented.
8. The availability of private schools as an alternative to Dallas Independent Schools.
9. The area qualifies as an enterprise zone.
10. There exist a strong community vision for the area.
11. The large volume of traffic on Northwest Highway provides good visibility for businesses.

■ Weaknesses of the Bachman Lake Community:

1. Poor Public Image. Public considers area a “red light district” of Dallas with high crime and unsafe streets and neighborhoods.
2. Existing commercial businesses generally are not geared towards neighborhood needs and are mostly entertainment uses with clientele from outside the area.
3. Northwest Highway ‘s inability to handle existing levels of traffic.
4. Existing apartments are not maintained properly with poor management not addressing occupancy limitations.
5. Lack of safe neighborhood connections across Northwest Highway and Webb Chapel to Bachman Lake Park.
6. Lack of landscaping and other public amenities to form a cohesive physical vision.
7. Gang activity in the area.

■ Threats to the Bachman Lake Community

1. The lack of delivery of community services by the City of Dallas. This includes the inability of code enforcement to close down nonconforming land uses and the inadequate policing of neighborhoods to stop cruising and drinking with open liquor containers. Streets, parks and city facilities lack maintenance to improve community image
2. The use of local streets for illegal street vendors and transient selling. Adds to poor public image.

The Plan’s Goals with Urban Design Opportunities

Based on discussions within the community on the character of the area, the steering committee members and staff began to define opportunities for physical improvements along Northwest Highway that support the community’s vision. Listed below are the plan’s goals and urban design opportunities that address each goal.

■ Principal Goal

To create an aesthetic environment along Northwest Highway at the Lake Bachman area, that functions efficiently, creates a vibrant sense of community and encourages economic revitalization by capitalizing on those aspects that are unique to the area.

■ Create a visual sense of continuity and place by diminishing the effects of competing architectural and signage styles:

1. Develop a typical streetscape design from Harry Hines Blvd. to Mixon Lane that provides a consistent design theme throughout the area.

■ Improve and promote a positive area identification:

1. Use the association of Bachman Lake versus Northwest Highway as the area’s main feature and rename community to “Bachman Lake”
2. Install Bachman Lake “topper” signs on all cross streets to identify neighborhood.

3. Use Bachman Lake instead of Northwest Highway on all gateway, business and promotional material. Ex. Stemmons/Bachman Lake Business Association.
- **Connect the natural environment with the commercial areas by enhancing the relationship between Bachman Lake Park and adjacent urban areas:**
 1. Install landscaping on north side of Northwest Highway and medians to match tree species of Bachman Lake Park.
 2. All street trees along Northwest Highway to compliment species within Bachman Lake Park.
 - **Enhance the sense of arrival and departure**
 1. Improve the intersection of Shady Trail with community signage, sidewalks and landscaping.
 2. Develop a gateway from the west using the Denton Drive Bridge area over Northwest Highway.
 3. Develop a gateway from the east at the Marsh Lane Bridge overpass.
 - **Enhance linkages between various land uses and subdistricts.**
 1. Study the possibility of a pedestrian bridge to overpass Northwest Highway.
 2. Develop a pedestrian friendly loop between Bachman Lake Park, commercial and residential areas.
 - **Promote and support economic development and economic revitalization**
 1. Coordinate interagency improvement efforts including TxDOT, DART, City of Dallas Economic Dept and Bachman Lake Park Foundation as established.
 2. Provide greater access to the business core.
 3. Facilitate the formation of a joint business owners association for the area.
 4. Work with local business organizations including the North Dallas, and Greater Dallas Asian American Chambers of Commerce to share information and develop area wide economic objectives.
 5. Develop financial mechanism to support improvements.
 - **Improve public transportation to the area**
 1. Make recommendations to DART and the City of Dallas, regarding preferred station location, and alignment for the proposed light rail train north to Carrollton/Farmers Branch.
 - **Develop a neighborhood level framework for maintenance as well as monitoring and promoting improvements**
 - **Significantly improve the delivery of City services to the Bachman Lake community**
 1. Establish crime reduction goals with Northwest District Chief of police and work together to meet objectives.

2. Report and work monthly with the Northwest Service coordination team to identify and respond to code enforcement, streets and maintenance issues and to work closer with City staff from major departments.

The Plan Elements:

A physical structure for a community vision

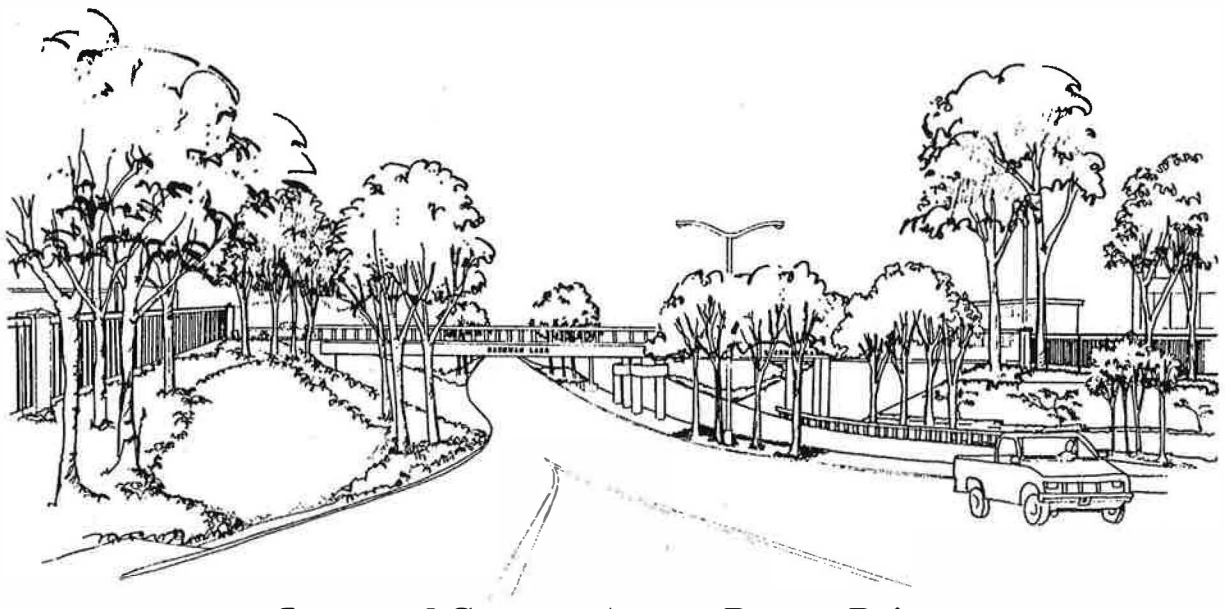
- **Gateway Areas:** The gateway areas (as shown on figures 9. through 12) are to be landscaped, painted, lighted, enhance with public art and sculpture, signage and fencing in such a manner as to mark the boundaries where the Bachman Lake community begins and ends. These two areas will connote to the motorist that they are entering an area of interest and where the gateways will provide a glimpse of Bachman Lake's historical and cultural significance. Landscaping in the gateway areas should include a wider variety of plant materials and planted in a fashion to achieve a more natural look.

The community has also proposed that this gateway area be considered as a DART station location, where the loading platform could span over Northwest Highway.



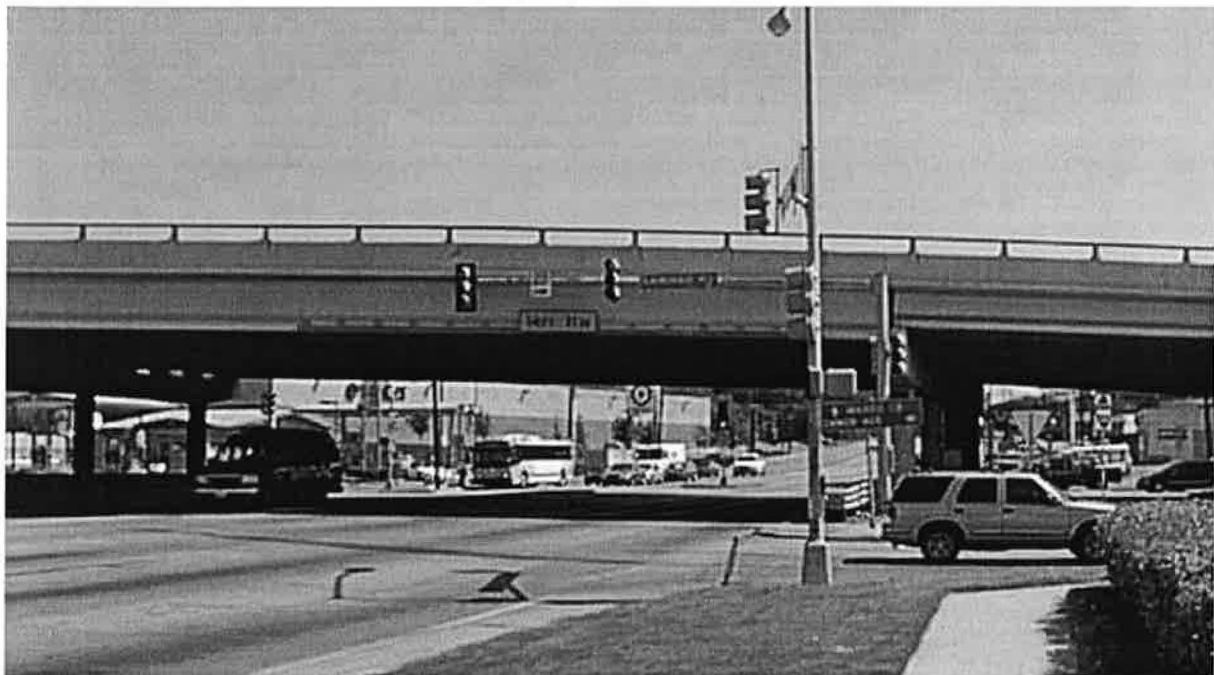
Existing Gateway Area at Denton Drive

Figure 9



Improved Gateway Area at Denton Drive

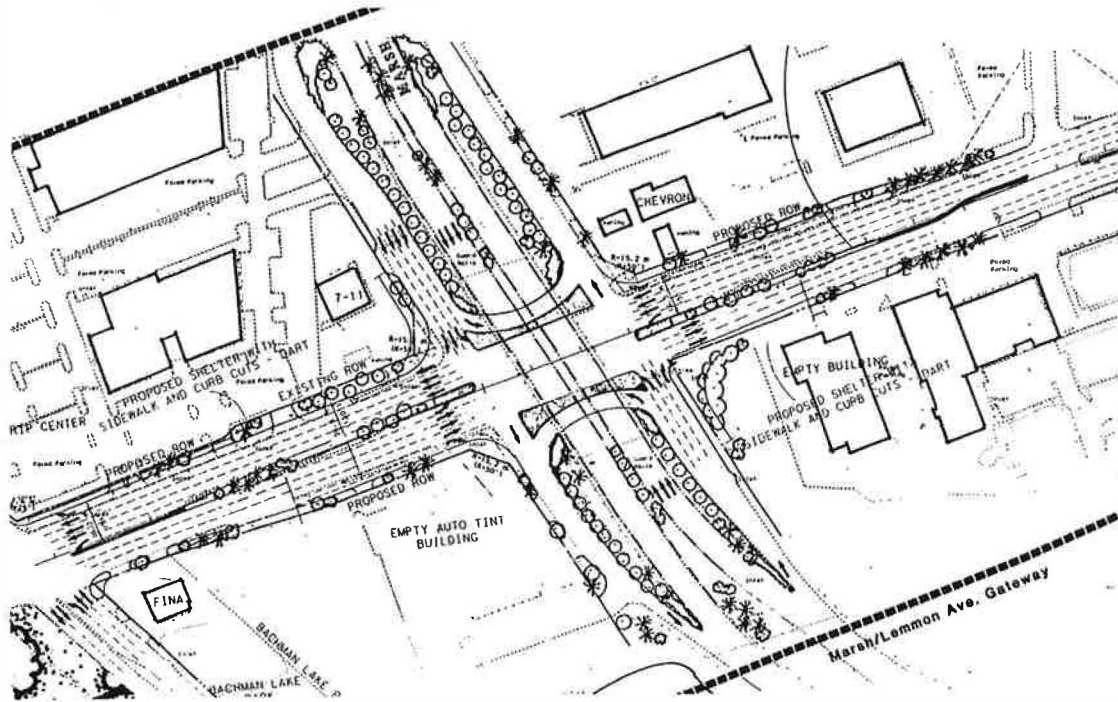
Figure 10



Existing Gateway Area at Lemmon Avenue

Figure 11

URBAN DESIGN PLAN



Improved Gateway Area at Lemmon Avenue

Figure 12

- **Color Schemes:** All color selections for the painting of bridges, walls, pavement, fixtures, and site amenities shall be representative and compatible with the park and earth tone color scheme of Bachman Lake Park. Color selections for gateway areas should enhance the natural aspects of the corridor versus the bolder commercial schemes. Color accent within gateways and on signage elements shall be dark green, muted blues, yellows and oranges, connoting a lake and sunset theme.
- **Gateway Signs:** Each gateway entrance shall have two metal applied or painted signs on the bridge structure (with the community logo) that identifies the community as Bachman Lake.
- **Public Art:** The retaining walls of both gateways are ideal canvases for public art. If bond money is used to fund improvements, then public art percentages could be used to enhance the appearance of these walls.
- **Sidewalks:** Concrete sidewalks are to be continuous on both sides of Northwest Highway, preferably running adjacent to the back of curb, and 5 FT minimum in width. A sidewalk inventory study should be performed to identify the condition and location of existing sidewalks. In gateway areas, sidewalks should be enhanced with brick or stamped color concrete in a natural terra cotta color. High color contrast is desirable.

- **Driveway Modifications and Closures:** As part of the streetscape design, an analysis of existing driveway use, access, safety and legal requirements should be performed as a way to reduce or relocate the amount of curb cuts onto the streets.
- **Street Signs:** At all locations where local streets intersect Northwest Highway, community identifying “Topper Signs” shall be installed above the street name sign. Topper signs shall be 24”x 9” in size and state the community’s name as Bachman Lake. Topper signs shall have a background in blue with white letters. A conceptual topper sign is illustrated in figure 13.



Conceptual Street Topper Sign

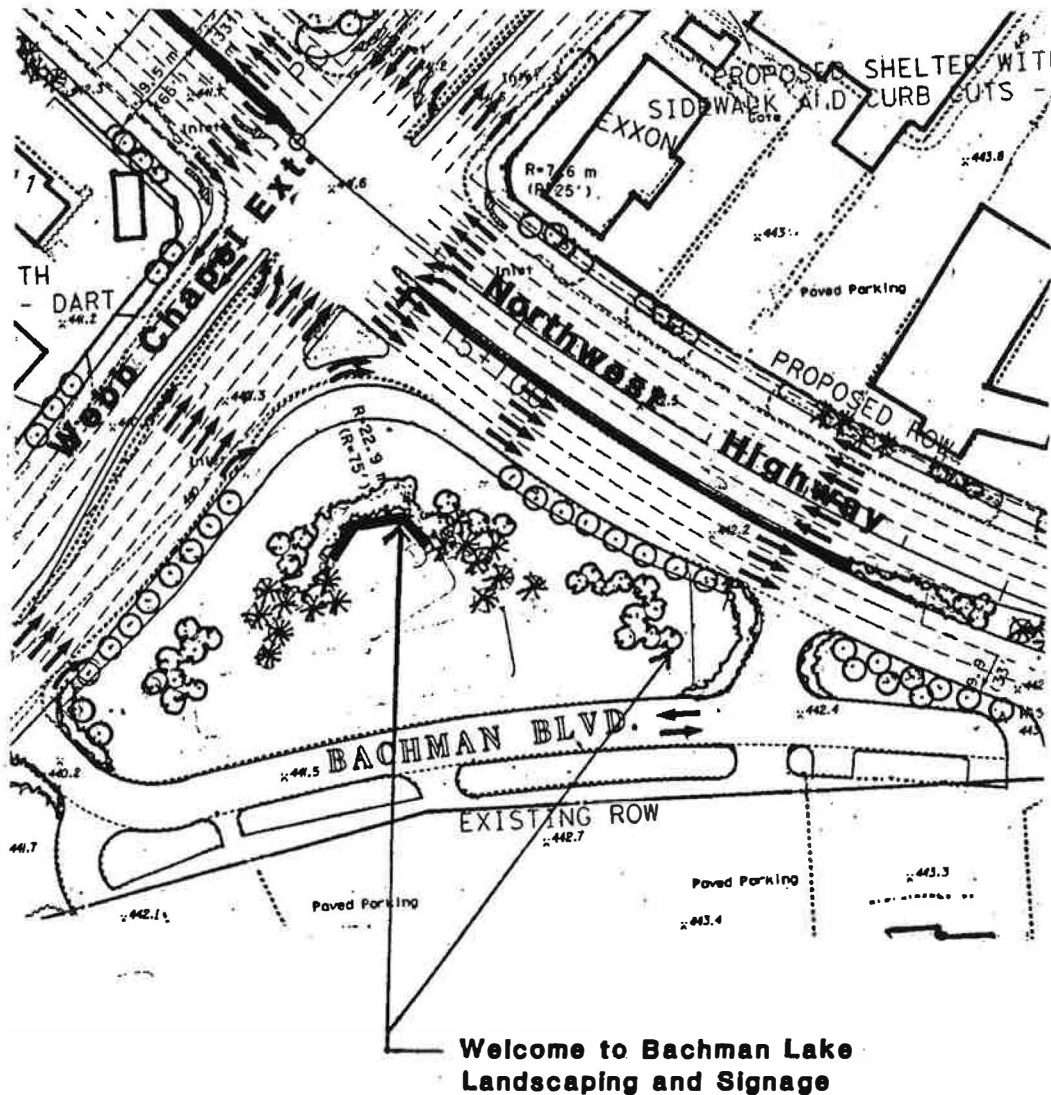
Figure 13

- **Welcome Gateway Sign and Landscaping:** Welcoming signage at the gateway of Northwest Highway and Webb Chapel Extension shall be 18’ min. cut-out letters in metal or “corian” plastic material, mounted to the gateway wall. The signage shall be lit with shielded up lighting so as not to impact the visibility of motorist.



Conceptual Welcome Sign

Figure 14

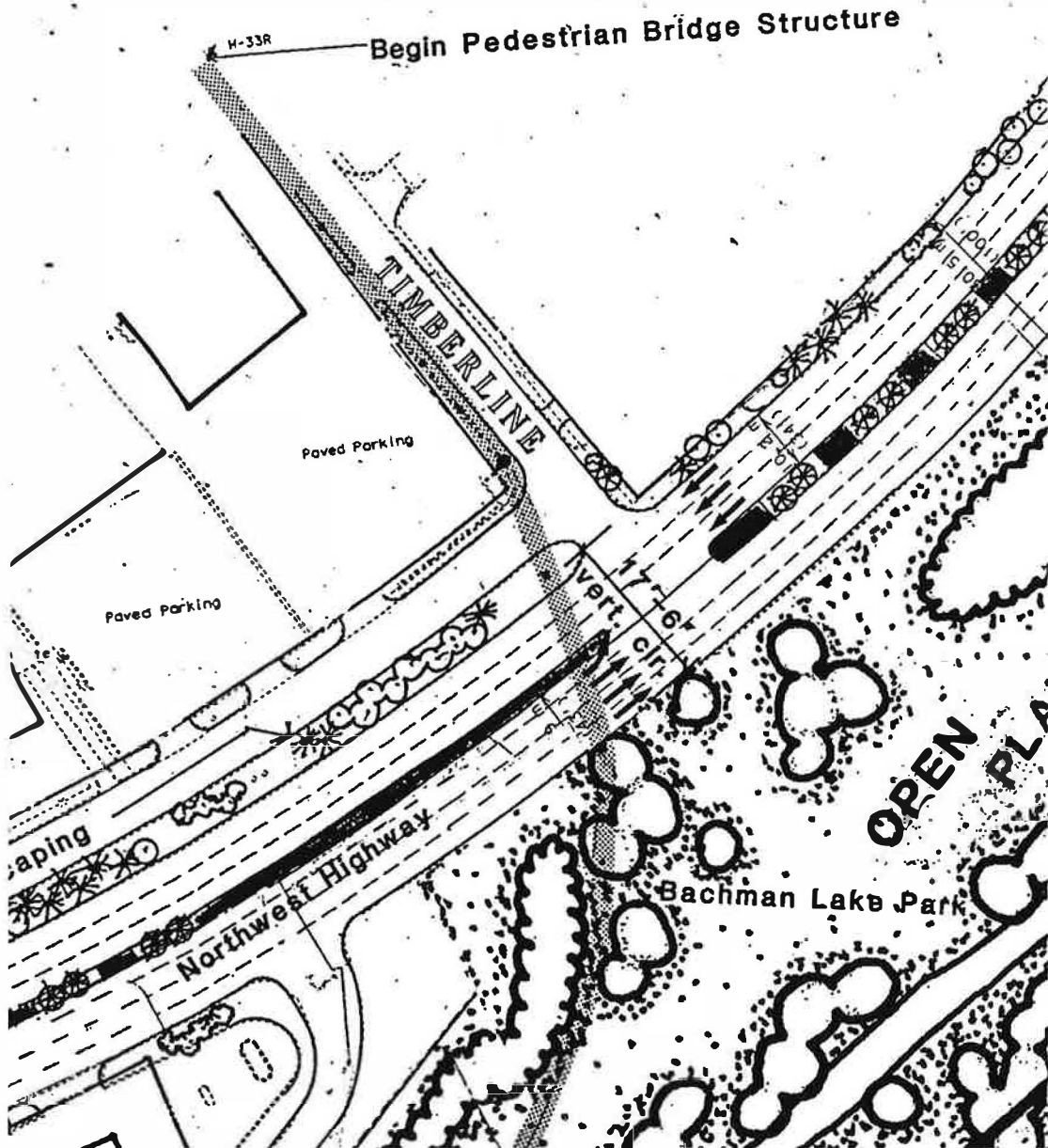


Community Welcome Area

Figure 15

- **Street Lighting:** In areas where high pedestrian activity occurs (especially at major bus stops and pedestrian crossing intersections), additional pedestrian lighting should be installed. These fixtures should be simple “shoe-box” style with down lighting and a pole not to exceed 20 FT in height. City of Dallas pedestrian lighting standards are to be incorporated into future designs.
- **Benches and Trash Receptacles:** At every major bus stop, the sidewalk pavement width should be expanded so that a trash receptacle and metal bench is installed. Street furniture should match the color scheme as dark green. DART’S typical barrel bus shelter should be painted dark green to match verses their standard black.

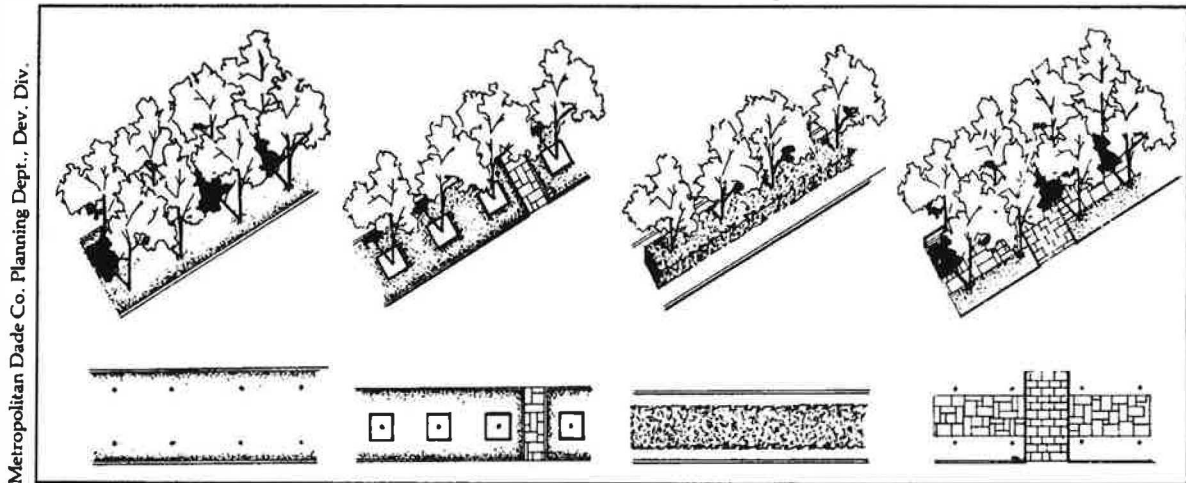
- **Pedestrian Bridge:** The construction of a pedestrian bridge over Northwest Highway in the vicinity of Timberline St (Figure 16), would eliminate a potentially dangerous situation and provide a venue for north/south connections to employment and mass transit opportunities. The bridge's should be designed and incorporated into the Bachman Lake Park as a natural extension from the residential community. Bridge materials and colors selected should reflect the park and streetscape scheme.



Proposed Pedestrian Bridge Location

Figure 16

- **Landscaped Medians:** Existing concrete pavement in medians, over 10 FT in width should be strategically cut out and landscaped with large street trees and groundcover to provide visual and spatial separation between directional traffic flows. Trees should be planted in-groups with adequate growth areas, verses individual –spot tree wells. Local neighborhood and business groups would provide maintenance.
- **Plant Material:** The planting of street trees is one the most effective ways to achieve visual order within urban corridors while adding natural beauty, shade and seasonal color. Trees should be planted to achieve visual integrity, but not so restrictive as to species so that the corridor becomes boring and repetitive. The sketch below illustrates how trees can be planted to achieve order. It is recommended that three or four large tree species be selected. Alternating groupings of each tree type should then be planted along the corridor to provide interest and scale. All landscaped areas are to be irrigated with an automatic system.

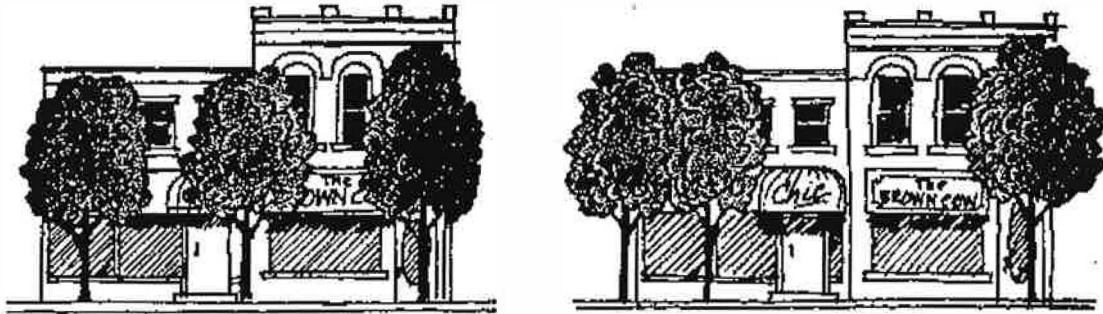


Street Tree Planting Concepts

Figure 17

The following is a list of community preferred tree types is for the designer’s final consideration.

- | | |
|-------------------|-------------------------|
| ■ Red Oaks | Quercus Falcata |
| ■ Sweet Gum | Liquidamber Styraciflua |
| ■ Live Oaks | Quercus Virginiana |
| ■ Aristocrat Pear | Prunus spp. |
| ■ Crape Myrtle | Lagerstroemia Indica |



Rather than following a rigid spacing on-center, trees are planted in coordination with existing signs, and storefront openings to reduce opposition from businesses.

Source: Tree City Bulletin No. 11

Street Tree/Building Sign Relationships

Figure 18

The location and care of plant material, as illustrated above needs to prevent sign/tree conflicts with adjacent businesses. Locations must ensure that business signs can be adequately seen and that vehicular traffic, especially truck traffic has ample vertical clearance to maneuver. Therefore specified trees should be a minimum of 4-6 inch in caliber and have the ability to be pruned to obtain an eight-foot height visibility.

Suggested Plant Material:

Name:	Features:
Street Trees (Large Size)	
1 Live Oak/ <i>Quercus virginiana</i>	Brown Trunk, Spreading, Evergreen, Native. Bachman Lake Park Tree
2. Loblolly Pine/ <i>Pinus Taeda</i>	Upright, Evergreen, Open Bachman Lake Park Tree
3. Sweetgum/ <i>Liquidamber stryrciflua</i>	Upright, Fall Color, Coned shaped, native
4. Globe Willow/ <i>Salix matsudana</i>	Natural, Tolerant to heat, and, poor soils
5. Lacebark Elm/ <i>Ulmus pavifolia</i>	Fast growing, upright, fine texture, shedding bark, drought tolerant

- | | |
|--|--|
| 6. Texas Ash/ <i>Fraxinus</i> spp. | Fast growing, drought tolerant, silvery bark, rounded form |
| 7. Shumard Red Oak/ <i>Quercus shumardii</i> | Large, oval, red fall color, deep roots |
| 8. Southern Red Oak/ <i>Quercus falcata</i> | Large, oval form, long lived, fall color, tolerant of environmental stress |
| 9. Sycamore/ <i>Platanus occidentalis</i> | Large, glossy foliage, fast growing, drought tolerant, exfoliating bark |
| 10. So. Magnolia/ <i>Magnolia graniflora</i> | Large upright, glossy foliage, white flowers, evergreen, native |
| 11. Pecan/ <i>Carya illinoensis</i> | Large, State tree, graceful, fall color, |
| 12. Bald Cypress/ <i>Taxodium distichum</i> | Brown Trunk, Upright, Lt. Green, Fine Textured |

Flowering Trees:

(Accent, interest and seasonal color)

- | | |
|---|---|
| 1. Bradford Pear/ <i>Prunus calleryana</i> Spp. | Upright, symmetrical, white flowers, fall color, strong- symmetrical form |
| 2 Purpleleaf Plum/ <i>Prunus cerasifera</i> | Pink flowers in spring, purple foliage |
| 3. Lavender Tree/ <i>Vitex agnus-castus</i> | Fast growing, spikes of summer lavender flowers, multi trunked |
| 4. Desert Willow/ <i>Chilopsis Linearis</i> | Fast growing, small, open form, trumpet shaped pink flowers, heat and poor soils tolerant |
| 5. Golden Rain Tree/ <i>Koelreuteria pan.</i> | Rounded, open, masses of summer yellow flowers, fairly large |
| 6. <i>Malus</i> spp./ Flowering Crab Apple | Spring flowering, Many varieties and colors, prefer those with new red foliage turning dark green |

Shrubs:

(Accent, interest and seasonal color for gateway areas)

- | | |
|---|------------------------------------|
| 1. Indian Hawthorn/ <i>Raphiolepis indica</i> | Spring color, evergreen, spreading |
|---|------------------------------------|

- | | |
|--|---|
| 2. Photinia/Photoinia spp. | Red Leaves, evergreen, large, spring color |
| 3. Texas Sage/Leucophyllum frutescens | Spring color, leaves, drought tolerant- sun |
| 4. Softleaf yucca/ Yuca pandul | Evergreen, interest, drought tolerant - sun |
| 5. Dwarf crape mytle/Lagerstromia spp. | Summer color, massing |
| 6. Dwarf Yaupon Holly/ Ilex vomitoria nana | Evergreen, drought tolerant – sun |
| 7. Japanese Red Barberry/ Berberis thurbergi | Evergreen, red leaves, drought tolerant – sun |
| 8. Burford Holly/ Ilex cornuta “Burfordi” | Large evergreen shrub, dark leaves, hedge |
| 9. Nandina/ Nandina domesica | Evergreen, massing, fall color, fine texture |
| 10. Pampas Grass/ Cortaderia sellona | Large size, massing, drought tolerant – sun |

Vines:

(Fast growing, seasonal color, evergreen for gateway areas)

- | | |
|--|---|
| 1. Trumpet Vine/ Campis radicans | Vine for harsh envir. orange flowers, |
| 2. Chinese Wisteria/ Wisteria sinensis | Fast growth, long lived, spring flowers |
| 3. English Ivy/ Hedera Helix | Vigorous climber, shade tolerant, evergreen |
| 4. Virginia Creeper/ Partenocissus quin. | Fall color, drought tolerant, sun |
| 5. Lady Banks Rose/ Rosa Banksiae | Spring flowers, drought tolerant, sun hardy |

Implementation of Potential Urban Design Components:

The transformation of the Bachman Lake community's urban design goals into physical reality is dependent on the continued efforts of the neighborhood residents, property owners, local businesses, interest groups and public institutions. The formation of public/private partnerships, including private resources and funds with public support for infrastructure improvements will provide a structure for implementation and physical change throughout the corridor.

These public/private partnerships would also ensure better quality of improvements, savings of resources, as well as monitoring community's goals. The extent and level of physical improvements is always greater when public agencies are in concert with local businesses and neighborhoods and aren't acting in isolation. Therefore the success of implementation efforts will be a direct reflection on the private and public partnerships formed.

Conceptual Costing of Improvements:

The variety of infrastructure improvements proposed throughout the corridor allows a flexible framework for implementation. Collectively these proposals contribute to a larger vision of the community, however each individually offers solutions to a specific corridor problem and could be implemented separately contingent on funding limitations.

Listed on the following pages are preliminary cost estimates for each proposed infrastructure improvement identified in the urban design plan section. The cost estimates are preliminary and general. The actual costs for each improvement will be based on contract documents that will be developed in the design development phase of implementation. The preliminary estimates may vary as much as 30% from actual costs, depending on final design scenarios.

The estimates are based on current costs provided by the Public Works Department and from other streetscape projects recently built within the City. The concept drawings and plan elements have been prepared as a general indication of values and should be used for discussions regarding priorities, partnerships, resources, design considerations and the framework for future improvements. The concept drawings do not constitute a commitment by the City of Dallas to implement them.

The plan elements are prioritized High (H); Medium (M) and Low (L) in relation to one another based on discussions with the steering committee and staff. A low priority designation does not mean that the improvement is not important, rather it indicates a lower capacity to create a positive impact on the area. These priorities are subject to change and should be re-evaluated as the needs of the area change.

**Northwest Highway Urban Design Study
Conceptual Cost Estimate**

Element	Urban Design Improvements	Cost Descriptions	Subtotal	Priority
A.	Denton Drive Gateway	Demolition - \$30,000 Hardscape - \$45,000 Landscape - \$155,000 Specialities - \$55,000 Design/Cont.- \$60,000	\$345,000	H
B.	Lemmon Avenue Gateway	Demolition - \$40,000 Hardscape - \$110,000 Landscape - \$180,000 Specialities - \$55,000 Design/Cont.- \$75,000	\$460,000	H
C.	Webb Chapel Ext. Welcome Area	Hardscape - \$40,000 Landscape - \$100,000 Design/Cont.- \$20,000	\$160,000	M
D.	Pedestrian Bridge	400 LF	\$900,000	H
E.	Median Improvements: (Webb Chapel Ext. to Webb Chapel)	Demolition - \$35,000 Landscape - \$100,000 Design/Cont.- \$30,000	\$165,000	M
F.	Median Improvements: (Starlight to Webb Chapel Ext.)	Demolition - \$55,000 Landscape - \$80,000 Design/Cont.- \$20,000	\$155,000	L
G.	Streetscape Landscaping (Webb Chapel Ext. to Webb Chapel)	Demolition - \$125,000 Hardscape - \$175,000 Landscape - \$275,000 Design/Cont.- \$115,000	\$675,000	M
H.	Streetscape Landscaping (Starlight to Webb Chapel Ext.)	Demolition - \$75,000 Hardscape - \$65,000 Landscape - \$100,000 Design/Cont.- \$30,000	\$270,000	M
I.	Street Topper Signs	22 Intersections@ \$175	\$4,000	H

Total: \$3,134,000

Implementation Strategies

Potential funding resources to compliment neighborhood commitments include Federal, State, County, and City funding programs, as well as grants from private and other non-profit foundations. In reality the construction of the improvements may require the use of more than one source of funding source. The financial burden for construction and maintenance of the improvements can be shared by several entities in both the public and private sectors.

A principal goal of this study is to be used as a resource in the application for funding efforts and support for the community's implementation. The proposed urban design improvements have been listed under the potential funding sources most likely to be utilized for their implementation, however the Northwest Highway Design Study does not offer any monetary commitments from any of these sources. While the proposed pedestrian bridge has been submitted for current TEA-21 consideration, (as a pedestrian, multi-modal project) it will have to compete on its own merits with other City and regional projects for federal funding.

The following section outlines financial mechanisms and sources that could be considered to support infrastructure improvements in the study area.

Potential Financing Mechanisms

Federal Programs	Grants from non governmental organizations and civic organizations	Funding Support by Corporations	Collections/ Fund Raising
State Programs			Improvement Trust
County Funds			Improvement District
City Funds	User Fees	Concessions	Build/ Improve and Operate Transfers (Lease)

Figure 19

IMPLEMENTATION OF URBAN DESIGN IMPROVEMENTS

Public Funding Programs

Potential Funding Source	Nature of Revenue Source	Potential Funding Programs
<u>Federal Programs</u> D. Pedestrian Bridge (TEA-21) C. Webb Chapel Welcome Area (CDBG) A. Denton Dr. Gateway (DART) Bachman Lake Foundation Support (CBDBG)	Development Funding, Grants and Matching Funds	* Future ISTEA phases - CMAQ funds, - Surface Transportation Program (STP) funds, TEA-21 * Federal Transit Administration (FTA) Livable Communities Initiative Community Development Block Grants
<u>State Programs</u> A. Denton Dr. Gateway (TXDOT Land) B. Lemmon Ave. Gateway (TXDOT Land., Airport) E & F. Median Imp. (TXDOT Land.) G & H Streetscape (TXDOT Land.)	Grants and Matching Funds	* STEP Programs (federal funding competition to be nominated by NCTCOG) * Texas Department of Transportation (TXDOT) Landscaping Cost Sharing Program * Texas Forest Service Grant for street tree funding with the City of Dallas * Texas Commission for the Arts to fund open space design and the use of art
<u>County Funds</u> A. Denton Dr. Gateway	Grants and Matching Funds	* Matching funds for Federal and State programs * County Bond Program
<u>City Funds</u> All projects will need capital improvement money for funding matches or as a direct bond project.	Area Development, Improvement and Repair Funds	* City Bond Program for specific projects * Operation and Maintenance * Tax Abatement for new projects * Reforestation Program for street tree planting * Community Development Block Grants for street improvements

Private Funding Programs

Potential Funding Source	Nature of Revenue Source	Potential Funding Programs
<u>Concessions</u>	Development of specific amenities	Amenities developed/improved with public or private revenue sources and operated by a concessionaire. Fees pay for improved amenity.
<u>User Fees</u>	Maintenance and operating costs for specific amenities	* User fees for amenities such as parking could potentially generate revenues for maintenance costs.
<u>Improvement District</u> Maintenance source for improvements	Area Redevelopment	* Additional fees or taxes levied on properties to generate revenues for area redevelopment. Redevelopment financing by property owners.
<u>Grants from non governmental and civic organizations</u> Bachman Lake Foundation Initiatives	Development of specific amenities	*Limited financial grants/matching funds from organizations that include: - The Meadows Foundation
<u>Funding Support by Corporations</u> B. Lemmon Ave. Gateway (Airline Support)	Development of Specific amenities	*Limited financial grants/matching funds from corporations that include:
<u>Collections/ Fund Raising</u> I. Topper Signs C. Welcome area	Development of specific amenities	*Funds raising by neighborhoods for the development of specific amenities. *Business Associations