



Improving walkability in Dallas is one of forwardDallas' main goals. Providing high quality transit access will help link visitors and residents traveling by foot with all parts of the city.

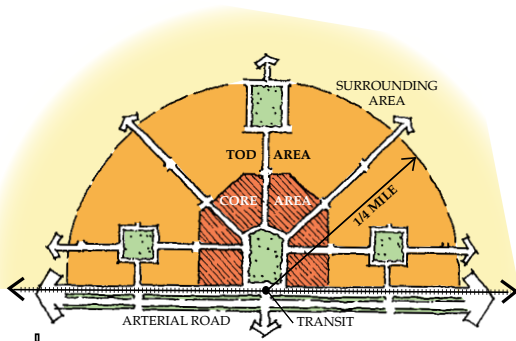
The proposed programs address issues identified by Dallas citizens and the development community. Some programs are specific to Dallas and its planning regulations; others involve creating partnerships with other public agencies and private sector organizations to achieve the strategic priorities of the Implementation Plan. Programs address larger policy issues, such as developing tools to modernize land use regulations and parking standards that facilitate mixed-use development and inner-city redevelopment. They may also be directed toward educating the public and establishing more organized and predictable forms of development consistent with community values.

Proposed programs include ideas for setting standards to improve “walkability” in Dallas so that new development encourages people to walk, coordinating City programs with school agencies and neighborhood groups, improving the quality of ailing multifamily housing; and strengthening homeownership opportunities.

## MARKET-TESTED, MIXED-USE AND TRANSIT ORIENTED DEVELOPMENT ZONING

### ISSUE/BACKGROUND

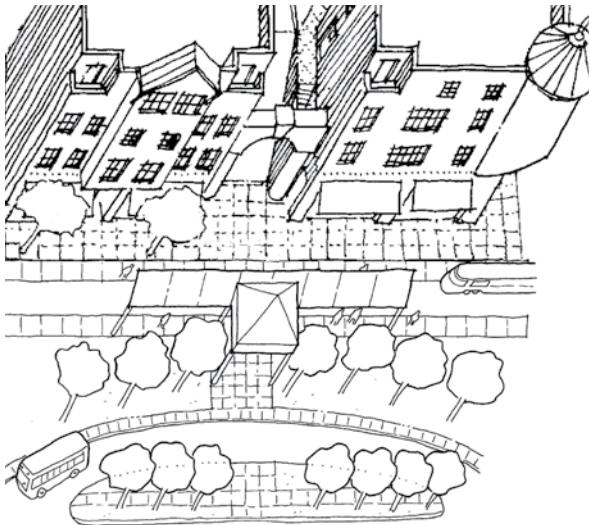
Dallas must develop more effective mixed-use zoning regulations. The current mixed-use districts are not adequate to encourage profitable, mixed-use projects, particularly to transit oriented development (TOD), redevelopment and infill projects. Today, when innovative development is proposed, the City must use Planned Development (PD) districts. Each PD has its own standards and regulations. Such individualized standards are hard to duplicate in other areas of the city and make development review and code enforcement cumbersome. Mixed-use zoning would set clear, consistent standards and streamline development review and code enforcement. Establishing a mixed-use zoning code that fosters transit oriented development is key in attracting and supporting businesses and housing that complement transit stations and multi-modal corridors.



Successful transit oriented development is directly aided by zoning regulations that allow mixed-use development to surround the adjacent station area.



Mixed-use zoning in station corridors will attract activity day and night, helping maintain safety and vibrancy.



By locating retail and residential activity at station areas, employees and residents have doorstep access to bus and rail service, decreasing their need for a car.

## ANTICIPATED PRODUCTS

- Implement a ‘form-based’ mixed-use zoning code that is predictable and objective. Form-based regulations address how development relates to the built environment. The new form-based zoning code will rely on districts, street types and building types to implement zoning standards consistent with the forwardDallas! Vision. The new code will be based on financial analysis to ensure the code allows successful businesses and financially feasible development. This would reduce the need for incentives and/or subsidies often required to propel mixed-use development.
- Establish transit station and districts as part of the mixed-use zoning code. These districts will offer a compact mix of employment, retail and housing. The districts will be based on the forwardDallas! Vision and will be designed for areas near light rail stations or other multi-modal corridors. Design standards for streets and buildings will match the area’s style.

## Programs to Coordinate

- ForwardDallas! Area Plans
- Trinity River Corridor Area Plans

## Measures for Success

- Publicly and privately initiated use of the new zoning districts
- Changes in population and employment in absolute numbers in mixed-use areas
- Changes in population and employment density in mixed-use areas
- Transit ridership
- Changes in property values
- Code enforcement targets

## Lead Department/Agency

- Development Services
- Economic Development

## Stakeholders

- City agencies
- DART
- Developers
- Impacted neighborhoods

## TRANSIT ORIENTED DEVELOPMENT PILOT PROJECTS

### ISSUE/BACKGROUND

By 2010, Dallas will have over 40 stations on its DART light rail system. Of the existing 25 rail stations, very few are in areas where transit oriented development (TOD) has taken place. This type of development pairs real estate development with transit hubs to offer a variety of transportation and housing options.

Zoning and land use standards near transit stations should be adjusted to attract and support businesses and housing that complement these stops. To accomplish this, projected growth in employment and housing should be coordinated with transportation planning. Coordinating planning with DART fully leverages the massive public investment in DART and provides housing and job growth with little additional strain on existing roads.

### ANTICIPATED PRODUCTS

- Facilitate development of TOD pilot projects throughout Dallas. The City will partner with DART and the development community to determine where TOD pilot projects should be located. Once these sites are selected, the City will study the market conditions and neighborhood needs in order to ensure success of the project.

### Measures for Success

- Ridership
- Housing and employment density
- Business growth
- City investments in street improvements

### Lead Department/Agency

- Development Services
- Economic Development
- Transportation

### Stakeholders

- Developers
- Property owners
- Residents



Currently, few DART stations are surrounded by transit oriented development. In areas where vacant or underutilized land surrounds the station, new housing and retail development through pilot projects will help show the benefits of this type of investment.

## URBAN DESIGN STANDARDS FOR WALKABILITY

### ISSUE/BACKGROUND

The City should establish design standards that encourage people to walk from place to place. These standards will address the appearance of storefronts, the design of sidewalks, and the location and type of parking. Landscaping and other pedestrian friendly amenities, such as lighting, benches, public art and gathering spaces, can be encouraged to create an attractive and safe environment.

### ANTICIPATED PRODUCTS

- Design standards for Single-Use Zoning Districts, Transit Oriented Districts and Pedestrian Oriented Districts. The design standards will be crafted to achieve the Building Blocks in the forwardDallas! Vision. They will address site development requirements for each district type, including building and site configuration requirements and will allow for reasonable exceptions.

### Measures for Success

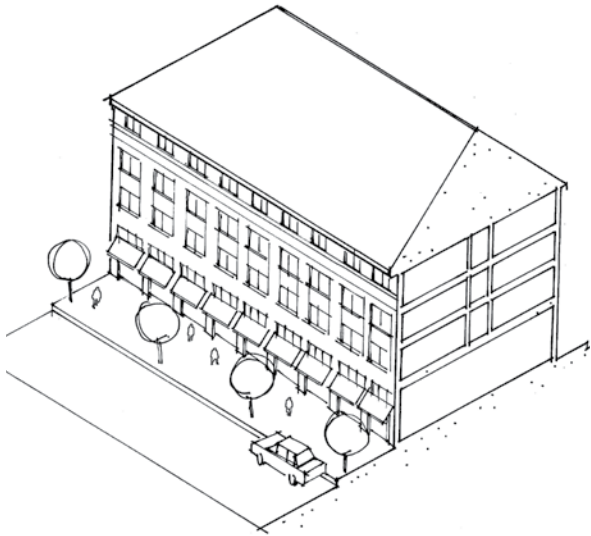
- Publicly and privately initiated use of new overlay zones
- Increase in reinvestment rate
- New business additions/employment

### Lead Department/Agency

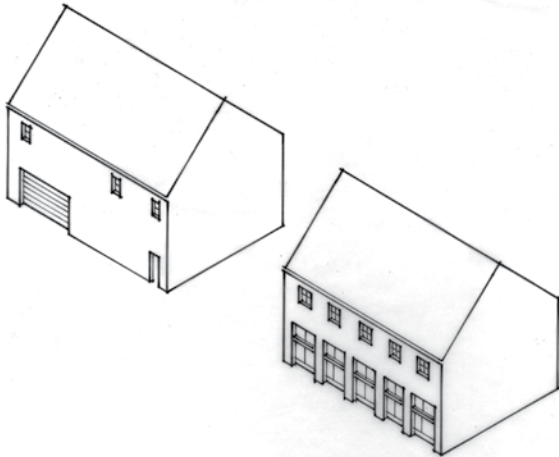
- Development Services

### Stakeholders

- Other City departments
- DART
- Developers
  - Impacted neighborhoods



Buildings with first floor windows, generous sidewalks, street trees and awnings help encourage pedestrian travel.



The more transparent a building becomes, the safer it makes a pedestrian feel.

Map III-1.1 Street Networks



Interconnected street networks with clear pathways between destinations improve walkability.

## PARKING STANDARDS

### ISSUE/BACKGROUND

Parking is a major challenge facing the City. Current parking requirements are so inflexible that they often preclude infill and redevelopment projects in the urban center. Not only are the regulations detrimental to mixed-use development, they generally require more parking space than is actually needed. This results in inefficiently using land and reduced return on investment for many otherwise profitable developments. Infill and redevelopment in urban areas is critical to the continued vibrancy of Dallas and new context-appropriate parking standards are key to that success.

### ANTICIPATED PRODUCTS

- New parking requirements that reflect actual demand. The City will study parking needs in areas where significant development is expected and propose tools to address parking issues.
- New, creative approaches to accommodating cars. The City can implement parking management techniques such as park-once districts and shared parking plans based on parking studies. With shared parking, residential and commercial buildings can build less parking based on their “peak” and “off-peak” parking needs. Shared parking frees land for development and more efficiently uses available parking spaces.

### Programs to Coordinate

- ForwardDallas! Area Plans
- Trinity River Corridor Area Plans

### Measures for Success

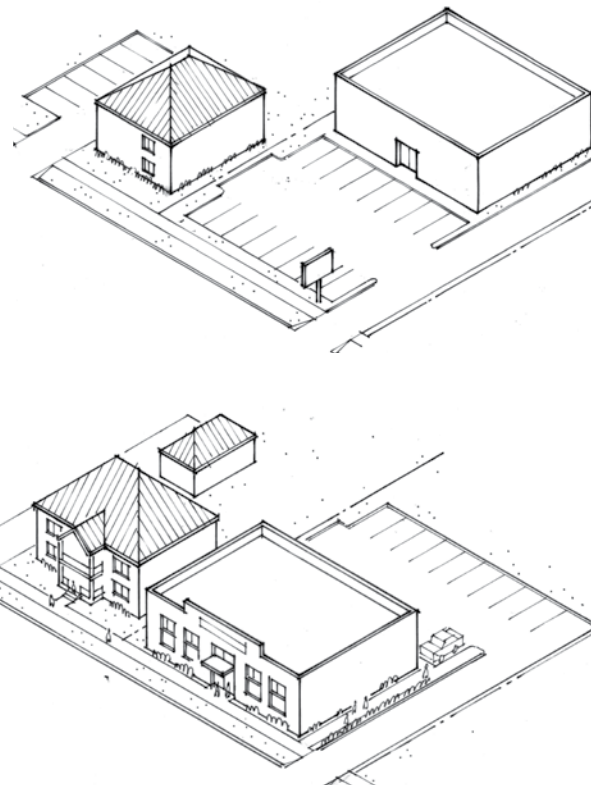
- Publicly and privately initiated use of these new parking standards
- Parking acreage freed up for other uses
- Increased parking occupancy rates

### Lead Department/Agency

- Development Services

### Stakeholders

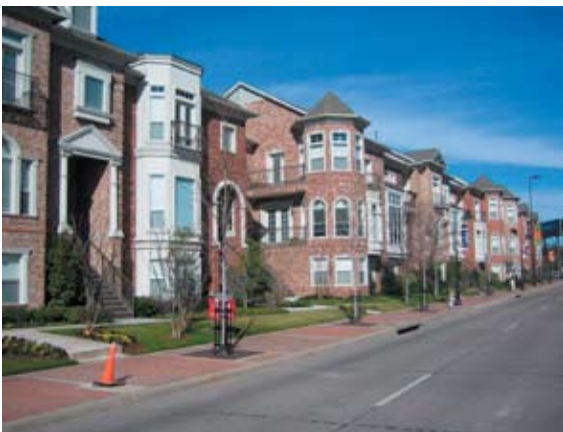
- City agencies/DART
- Developers
- Impacted Neighborhoods



Too much land in Dallas is dedicated to surface parking lots. Surface parking lots often waste developable land and discourage pedestrian travel. When parking is directed to the rear of the building and shared between the two businesses, a more enticing pedestrian realm is created.



More compact forms of parking allow for shorter distances between buildings and more walkable communities.



Blighted neighborhoods that suffer from negligent property owners (top) will be transformed into new homeownership opportunities (bottom) through the Ailing Multifamily Stabilization Program.



## AILING MULTIFAMILY STABILIZATION PROGRAM

### ISSUE/BACKGROUND

Dallas' blighted neighborhoods are troubled with dilapidated buildings, vacant lots and negligent property owners. These conditions cripple neighborhoods, making those areas unable to sustain a safe and healthy environment. The Ailing Multifamily Stabilization Program aims to transform these areas into livable neighborhoods by bringing in new investment and increasing opportunities for homeownership. This could be an important tool in revitalizing some of Dallas' most needy neighborhoods.

Several U.S. cities, including Los Angeles, track a combination of tax and utility delinquency and police activity to identify problem properties. Properties with a combination of these issues are targeted for foreclosure and redevelopment through Community Development Corporations (CDCs) and other community-based organizations. Dallas has the technology, data and legal authority needed to institute such a program.

### ANTICIPATED PRODUCTS

- Implement and publicize monitoring programs. These programs, to track tax delinquency, utility payment delinquency and crime activity, will send a message to landlords about maintaining safe housing.
- Identify and prioritize target derelict areas. The City should begin enforcement aimed at getting properties back into acceptable condition or, in cases of truly negligent landlords, initiating foreclosure proceedings.
- Coordinate programs to bring investment to target areas. In addition, the City will work to encourage homeownership opportunities while ensuring that current residents are not displaced.

### Programs to Coordinate

- City Attorney's Community Prosecution Program
- Code Compliance Multi-Tenant Registration Program
- Neighborhood Improvement Program (NIP)

### Measures for Success

- Numbers of delinquent properties resolved or foreclosed
- Reduction of local crime rates

- Reduction in code enforcement actions
- New investment/new and improved housing units
- Increase in aggregate property values

### Lead Department/Agency

- Housing
- City Attorneys Office
- Code Compliance
- Public Safety
- Development Services
- Police Department

### Stakeholders

- Residents
- Landlords
- Property owners
- Community Development Corporations

## NON-TRADITIONAL HOMEOWNERSHIP PROGRAMS

### ISSUE/BACKGROUND

Today, most Dallas residents are renters. While this isn't unusual for a central city, the percentages have tipped beyond what local residents find acceptable. ForwardDallas! analysis indicates that as Dallas builds out its remaining undeveloped land and redevelops infill property, many new homeowners will live in townhouses and condominiums. In the future, residents who want to own their home will be able to select from an array of housing types and styles. Increasing opportunities for homeownership and developing a variety of housing options are fundamental to achieving the forwardDallas! Vision.

ForwardDallas! explicitly wants people who currently have no choice but to rent to be given the opportunity to purchase housing that meets their needs. To this end, the City must foster a variety of homeownership programs that reach beyond single-family, single lot homes. The City will investigate barriers to homeownership for targeted demographic groups and will develop programs to help overcome those obstacles. Various educational and assistance programs, both public and private, can be used to help renters move toward purchasing a home.



Not all residents in Dallas can afford single-family, single lot homes—the predominant housing option available for homeownership.



An increasing number of townhomes in the housing market will provide new affordable homeownership opportunities for Dallas residents. The shared walls of townhomes also help cut heating and cooling costs.



Condos and other options for homeownership (two photos above) will help move Dallas renters into their own homes.



Oak Cliff condominium redevelopment.

## ANTICIPATED PRODUCTS

- A comprehensive housing ownership study. This study will determine the numbers and characteristics of potential homeowners among Dallas' renters. In addition, the study will identify obstacles they face in buying a home and ways to assist them.
- Establish targets for homeownership both citywide and in subgroups.

## Programs to Coordinate

- Existing City, state and federal and private sector homeownership programs

## Measures for Success

- HMDA—foreclosures; financing by ethnicity and income levels; before and after
- Ownership rates
- Numbers of identified rental households that obtain homeownership

## Lead Department/Agency

- Housing
- Development Services

## Stakeholders

- Residents
- Low- to moderate-income renters
- Landlords/property owners
- Developers
- CDCs
- Financial institutions

## TARGETED THOROUGHFARE PLAN UPDATE

### ISSUE/BACKGROUND

Most roads in Dallas have been built applying one set of road design standards for all situations. This has left many areas over-paved and unpleasant for pedestrians. Creating a better interface between road design and adjacent development will create a more pleasing environment, encouraging people to walk. ForwardDallas! has developed a series of Context Sensitive Design (CSD) street cross-sections that relate not only to the function of streets but also to the way they serve adjacent development.



This program would propose five to seven CSD improvements that could be implemented in coordination with ongoing Area Plans, but may also include specific thoroughfares. These improvements would be implemented through the City's future capital improvement plans.

## WORK OUTLINE

Implementing the CSD street standards will not result in a one-time wholesale update to the Thoroughfare Plan. Rather, as Area Plans are implemented, transportation issues should be reviewed and coordinated with the Thoroughfare Plan. Further, issues such as street functional class, traffic flow, street design and character would be resolved as part of this implementation process. With CSD and in conjunction with Area Plans, over the course of time, the walkways and roads around the city will become better designed, more pedestrian friendly and more attractive.

## CONTEXT SENSITIVE DESIGN MANUAL

### ISSUE/BACKGROUND

Dallas must coordinate land use and transportation needs to create a sustainable and attractive city. It is critical that all the tools be available to create streets where transit, pedestrians and cars commingle. The CSD criteria established in the Policy Plan is a starting point to make this happen. However details such as best on-street parking practices, intersection treatments, sidewalk design and urban design elements need to be defined.

The Context Sensitive Design street standards in the Policy Plan provide a fantastic starting point to create a CSD manual. Those CSD standards, however, must be coordinated with the public works design manual, the thoroughfare plan manual, the subdivision ordinance, bicycle plan and landscape ordinance. The Context Sensitive Design manual should be applied across the city and include details related to on-street parking, traffic volume tolerances for capacity, median design options, pedestrian amenities and much more.



Thoroughfares throughout Dallas offer few amenities to pedestrians.



Context Sensitive Design involves making streetscapes fit with adjacent land uses such as offering outdoor seating near restaurants and within entertainment districts.



Neighborhoods are the heart of Dallas. Many residents identify more with what happens in their community than in the city. Formalizing neighborhood participation will help the City improve conditions in local communities as well as across Dallas.



The City will develop more effective programs to work directly with the community.

## NEIGHBORHOOD-BASED ORGANIZATION PROGRAMS

### ISSUE/BACKGROUND

ForwardDallas! found many residents have a stronger identification with their neighborhood than with the city as a whole and that they believe the stability, health and vitality of these neighborhoods is critical to Dallas' success. Neighborhood-based organizations help residents achieve these important goals. Self-determination and empowerment of every neighborhood in Dallas is important to ensure citizen access and participation in City government. Working in partnership with citywide, regional, and statewide neighborhood umbrella groups, the City will develop programs to enhance neighborhood groups' ability to improve neighborhood quality of life, address neighborhood issues and solve neighborhood problems

### ANTICIPATED PRODUCTS

- Create and maintain a database of neighborhood organizations accessed via the Internet.
- Identified boundaries for neighborhoods. Neighborhoods can determine their boundaries and areas of interest. Overlapping boundaries will be identified—in some cases, both a residential group and a business group may have an interest in the same geographic area. These will be mapped on the GIS system for easy identification by the public.
- A formalized system for neighborhood participation. Neighborhoods will be encouraged to participate in City matters as registered neighborhood organizations. The City will provide educational materials and classes explaining City programs, current issues and information on how other cities deal with issues similar to those facing a particular neighborhood.

### Measures for Success

- Numbers of neighborhood plans
- Participation in neighborhood planning activities

### Lead Department/Agency

- Development Services
- Housing Department

### Stakeholders

- Citywide, regional and statewide neighborhood organizations
- Neighborhood-based organizations

- Residents
- Other City departments (police, code enforcement, parks & recreation, public works & transportation, etc.)

## HISTORIC PRESERVATION PLAN UPDATE

### ISSUE/BACKGROUND

Promoting strong, healthy and vibrant neighborhoods is a core value of Dallas residents. Preserving the city’s historic areas is important to maintaining Dallas’ economic and cultural vitality. Although growth within the urban core will be driven largely by redevelopment, that growth can also be sensitive to the existing landscape.

The City’s Historic Preservation Plan was last comprehensively updated in 1987. Updating this plan will serve as a status report of its past efficacy and will permit initiatives to improve the program for the future.

### ANTICIPATED PRODUCTS

An updated historic preservation plan for Dallas. A Landmark Commission Task Force will be established to oversee the process and ensure the following items are included in an updated plan:

- A summary of past preservation work and the impact that preservation and stabilization have had on assets;
- A precise statement of the preservation goals and policies;
- A definition of “historic character” and identification of criteria to be used in establishment of new historic overlay districts;
- Identification of additional surveys of historic resources or an outline of the type of survey that should be conducted;
- Continued identification and cataloging of places and areas of historical, cultural, architectural or archeological value along with verification of their importance and significance;
- Guidelines and review procedures to analyze projects;
- An explanation of how historic preservation relates to schools;
- An explanation of the legal basis for protecting historic resources;
- A statement relating historic preservation to local land use tools;
- A program to promote preservation of historic structures and districts;
- Recommendations on incentives to help preserve historic resources; and



Historic buildings include the Kirby Building in Downtown Dallas (above).



Historic preservation includes preserving neighborhoods with historical, cultural, architectural or archeological value.



Dallas should continue to build on its commitment to historic preservation districts, such as Munger Place Historic District in East Dallas pictured above, by adding new districts that preserve existing structures and define how new development should blend in.



One of Dallas' historic school buildings



Coordinated planning with the Dallas Independent School District could help improve student's routes to school including providing safer and more walkable streets.

- Suggestions for sources of funds, including federal, state, municipal and private, for preservation and restoration activities and for acquisitions.

### Measures for Success

- Preparation of a comprehensively updated Historic Preservation Plan for review and acceptance by identified stakeholders
- Incorporation of the Historic Preservation Plan as a component of the Policy Plan

### Lead Department/Agency

- Development Services

### Stakeholders

- City of Dallas Landmark Commission
- Dallas County Historical Commission
- Preservation Dallas
- Dallas Historical Society
- Dallas County Heritage Society
- Dallas Genealogical Society
- Dallas County Pioneer Association
- Old Oak Cliff Conservation League
- Pleasant Grove Historical Society
- Friends of Fair Park
- West End Association
- Neighborhood associations for all designated historic districts

## SCHOOL PLANNING COORDINATION

### ISSUE/BACKGROUND

City residents expressed a genuine desire to help improve public schools. While many school issues are outside City control, joint planning with Dallas Independent School District and other school districts that operate within the city to review long-term capital improvements would be beneficial. ForwardDallas! has detailed demographic projections that can be used to analyze future student populations. Coordinated planning could include looking at needs for sidewalks and other facilities such as parks, sports venues and libraries, neighborhood layout and design to better integrate schools with houses, and how to create safe, walkable streets for our children. In addition, the forecasts of potential assessed value changes can help school districts with financial planning.

## ANTICIPATED PRODUCTS

- Improved planning coordination
- Improved demographic coordination and management

### Programs to Coordinate

- NCTCOG and DISD demographic forecasts
- DISD and City of Dallas capital improvements programs
- Other independent school districts with schools in Dallas

### Lead Department/Agency

- Development Services

### Stakeholders

- City departments
- DISD, other school districts
- Private schools
- Neighborhood groups

## INTERAGENCY LONG-RANGE GROWTH COORDINATION PROGRAM

### ISSUE/BACKGROUND

The decisions of agencies including North Central Texas Council of Governments (NCTCOG), Dallas Independent School District (DISD), Dallas Area Rapid Transit (DART) and major utilities profoundly impact development in Dallas. For about the past 10 years, Dallas has not participated fully in long-range growth forecasts. This passive approach has led to a growing mismatch between the goals of the City and the investment decisions of these various agencies. In addition, City departments responsible for planning water, sewer and street infrastructure improvements don't have the benefit of growth forecasts.

The purpose of this program is to coordinate interdepartmental and interagency long-range growth plans to ensure they are consistent.

### ANTICIPATED PRODUCTS

- A formal process that involves all impacted agencies and departments. This process will include an interagency task force that meets regularly and a periodic review and update of the City's growth forecasts based on the forward Dallas! Monitoring Program.



Coordinating City of Dallas long-range planning with Dallas Area Rapid Transit, North Central Council of Governments and Dallas Independent School District will help ensure new infrastructure investments are directed where growth is expected and service improvements are needed most.



Revitalization of the Downtown includes bringing in more retail that is inviting to pedestrians.



Many older buildings are being converted and provide a critical mass of residents and hotel visitors to stimulate retail development within the Downtown.

## Measures for Success

- ForwardDallas! growth forecasts used by all departments and agencies engaged in long-range planning and public investments that affect the city
- Fewer instances of interdepartmental and interagency planning activity that have not been coordinated

## Lead Department/Agency

- Development Services
- Economic Development

## Stakeholders

- Other City departments
- North Central Texas Council of Governments
- DISD and other school districts
- DART

## DOWNTOWN ECONOMIC DEVELOPMENT PROGRAM

### ISSUE/BACKGROUND

Residential and retail developments are the major emphasis in the revitalization of Downtown Dallas. Main street, once the principal retail district in Dallas, is now home to a growing number of upscale restaurants and bars. An interesting variety of stores are opening Downtown, drawing shoppers back to the center city. Developers and property owners, working with key Downtown stakeholders, are revitalizing the Downtown retail core and striving to draw tenants to the area. Many buildings, some dating to the early 1900s to 1950s, present an opportunity for new uses such as residential, specialty hotels and office space. Austin and Houston most notably have seen dramatic increases in property tax values as a result of this approach. In addition, strategic efforts will be made to attract service and professional jobs to Downtown, strengthening the demand for residential, retail and entertainment venues.

A clear framework for Downtown development is in the Office of Economic Development (OED) plan, Strategic Engagement 2005. Goal 12 of Strategic Engagement 2005 recommends the formation of a team “dedicated to Downtown priorities.” The program described here will complement the outcomes of the OED plan.

## ANTICIPATED PRODUCT

A number of initiatives now in place will focus on the following issues to strengthen the Downtown:

- Coordinating infrastructure and service levels in the central business district. The City will work to improve infrastructure and services Downtown. Priority will be placed on infrastructure necessary to achieve the needed balance of land uses for a thriving Downtown. This must be coordinated with existing Downtown Tax Increment Finance districts (TIF), the City’s capital improvements program and existing bond programs.
- Targeted incentives to support “critical mass” goals. The “24-hour city” is a characteristic of mature, successful urban areas and distinguishes those cities from suburban communities. Certain factors must be in place, primarily the safety of residents and visitors. In addition investors must have confidence in the future viability of the Downtown. One way to address investor concerns is through incentives including favorable lease rates, funds for building improvements (especially for technology upgrades) and parking and transportation access.
- A broad commitment to “civic infrastructure.” Corporations, visitors and residents perceive Dallas through its visual appearance and physical condition. The City’s investment in its civic infrastructure including its buildings, libraries, parks and roads heavily influences the public sentiment.

In the global economy, Dallas competes on a worldwide stage and must measure its competitiveness against other cities worldwide. A creative, thriving civic infrastructure provides incentive for commercial investment. Major civic infrastructure projects garner international attention. DART and the Trinity River Corridor Project are two significant accomplishments of this plan but a long-term commitment to continue investing is essential to the competitiveness of Dallas. Using civic infrastructure to drive private investment requires plans based on opportunity sites and public input. This work must be coordinated with the key stakeholder groups.

### Measures for Success

- Infrastructure provision
- Increase in Downtown jobs and households
- Lead Department/Agency
- Development Services
- Economic Development



A thriving 24-hour city involves making key investments in the Downtown core to update older buildings and create a more active and engaging streetscape.



Cranes indicate construction activity near the Sculpture Garden.



The city has a competitive advantage in the biomedical field. Plans to expand the UT Southwestern Medical Center will help draw even more technically skilled workers.

## Stakeholders

- Downtown business owners
- Residents

## TECHNOLOGY PROGRAMS

### ISSUE/BACKGROUND

Targeting, much less defining, the technology sector is increasingly difficult for several reasons:

- Many companies with no obvious link to technology may employ a high percentage of skilled workers while many traditional technology companies have workers with limited technical capability.
- Telecommunications, computers, electronics and semiconductor companies are cautious about rapid expansion, in light of overcapacity, mergers and two recent recessions. Corporate growth frequently does not depend on new hires but often relies on out-sourcing.
- Large corporations continue to cluster north of Dallas.
- The technology downturn caused high commercial vacancy rates across North Texas. New building would be unlikely to draw technology companies until existing capacity is absorbed.
- More than one-quarter of the state's technology jobs are in the northern portion of Dallas County, but many of those jobs are not in Dallas itself. Slow employment growth and high vacancy rates are potential long-term issues in this industry.

### ANTICIPATED PRODUCTS

- Redefine technology sector targets. Industries that pay wages significantly above the median level for the city and require technically skilled workers should be recruited to move to Dallas. The city has shown a competitive advantage in particular industries, including aerospace (Vought Aircraft), biomedical (UT Southwestern Medical Center) and semiconductors (Dallas Semiconductor). The City will target companies that are primarily technology oriented.
- Focus on start-up companies and other entrepreneurial activity. These companies, such as software companies, require less capital investment, equipment and land. These companies should be linked to professional service office space where employees can take advantage of the “live, work, play” environment available around transit stations.



- Identify high-growth companies. This must include expansion of companies in North Dallas, both larger companies seeking additional office space, as well as spin-off opportunities from existing businesses.

**Measures for Success**

- Employment
- Business starts

**Lead Department/Agency**

- Economic Development
- Development Services

**Stakeholders**

- Business owners
- Business groups
- Select industries

**INTEGRATED STORM WATER MANAGEMENT PROGRAM**

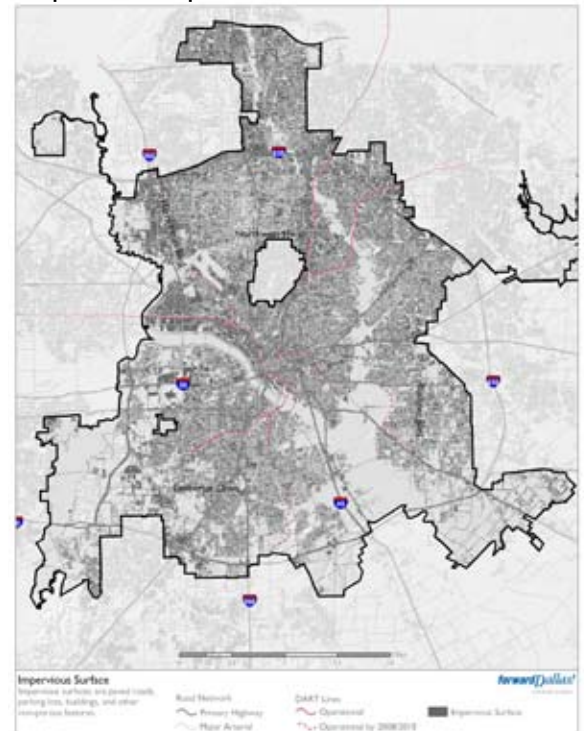
**ISSUE/BACKGROUND**

In the past, Dallas has not consistently implemented regulations to properly manage storm water to protect water quality, convey storm water appropriately and prevent erosion of stream channels. Nor has the City used stream buffers. As a result, development sites have been dramatically altered and in some cases, protections for properties and natural areas downstream have been inadequate.

Dallas should adopt standards which adequately mitigate the potential impacts of development. This will require developers to take a greater responsibility in designing sites around natural drainage and existing vegetation. New storm water standards addressing quality and conveyance are needed. In addition to more traditional techniques, pollution from non-point sources will be mitigated by harnessing the natural filtering properties of plants, natural area buffers, breaking up impervious areas with permeable ones and allowing water to recharge naturally back into the ground.

It is important to coordinate adoption of new standards region-wide to maintain a level playing field and protect leading edge communities from an economic disadvantage. The North Central Texas Council of Governments is developing best management

Map III-1.2 Impervious Surface in Dallas



This map of impervious surface (areas in gray) in Dallas shows the need to break up paved surfaces with natural vegetation and tree canopy coverage.



Large surface parking lots produce an overwhelming amount of storm water because of their limited absorption capacity. The run-off from roads and parking lots picks up oil and pollutants which concentrate in the municipal water collection system.



Innovative storm water management techniques use vegetated sloped swales that draw run-off from roads and filter pollutants on-site and through the soil.

practices for an integrated storm water management program (iSWM) throughout the Metroplex. Dallas should play a leadership role in this process and bring other municipalities together.

## **ANTICIPATED PRODUCTS**

- A comprehensive integrated storm water management ordinance applying to all development. The City will partner with the North Central Texas Council of Governments, developers and others to determine how best to provide for responsible storm water management. The new standards will address both storm water conveyance and quality. These standards will focus on overall site design. Design credits, such as storm water utility credits should be considered.
- A comprehensive approach to floodplain and drainage protection. The City will establish new land use tools to provide protection for floodplain areas and natural drainages, including appropriate standardized buffer widths for each identified resource type. This program will provide additional incentives to employ non-traditional site design techniques that preserve larger areas of natural vegetation and also the function of natural drainages.

## **Measures for Success**

- Support from environmentalists, developers and governments throughout the Metroplex
- Coordinated regionwide timing of adoption of new standards
- Measurable increases in water quality after storms
- Measurable decrease in erosion, degradation in stream health and habitat loss
- Development that demonstrates how flexible designs can preserve larger areas of vegetation and natural site drainage characteristics, using existing natural areas to buffer negative effects of impervious surfaces

## **Lead Department/Agency**

- Storm Water Services
- Development Services

## **Stakeholders**

- Dallas residents
- Developers
- Environmental organizations
- NTCOG and jurisdictions throughout the region

## TREE CANOPY COVERAGE ENHANCEMENT PROGRAM

### ISSUE/BACKGROUND

Trees play an important role in maintaining quality of life within the city. A healthy tree canopy is an environmentally sound goal. Dallas lacks the data necessary to understand the current state of Dallas' tree canopy and a meaningful ordinance to strategically protect trees in key areas. Neither does Dallas have a detailed ordinance governing tree planting requirements along streets and within developments.

As noted throughout this Vision plan, trees play an important role in maintaining quality of life within the City and in turn, an important role in allowing Dallas to compete with its suburbs for households and jobs. Detailed requirements for tree planting within developments are needed. As well, a comprehensive study will be undertaken to identify forested areas worthy of special protection. In addition, detailed requirements will be developed for planting street trees and trees within development sites. Finally, modifications to the development code are needed to limit the number of trees removed in key forested areas and to provide developers with alternatives for development.

### ANTICIPATED PRODUCTS

- A comprehensive survey and analysis of Dallas' existing tree canopy.
- An Urban Forestry Plan. The plan will outline goals, targets and provide direction for the City in managing its urban forest.
- A detailed set of tree planting regulations. These regulations will require that appropriate plantings take place and are maintained throughout the city, ensuring a healthy tree canopy will be established even in the densest developments.
- New standards requiring protection of existing trees. New standards are needed to ensure development is compatible with retaining a certain percentage of healthy tree canopy, particularly in forested areas identified as worthy of protection.

### Measures for Success

- Support from citizens and developers
- A comprehensive understanding of the state of Dallas' tree canopy
- Measurable progress toward tree planting/canopy coverage targets



Street trees provide shaded walkways for pedestrians, add natural beauty to the built environment, and filter pollutants through their leaves and root systems.



Planting trees around transit stations helps create shade that helps cool parked cars and reduces the amount of heat reflected from surface pavement.



Many undeveloped areas have established tree canopy that provides benefits to the ecosystem and aesthetic qualities that support a special community identity.

- Development that demonstrates how flexible designs can preserve larger treed areas, create more livable communities and still be profitable

### **Lead Department/Agency**

- Park & Recreation Department
- Development Services

### **Stakeholders**

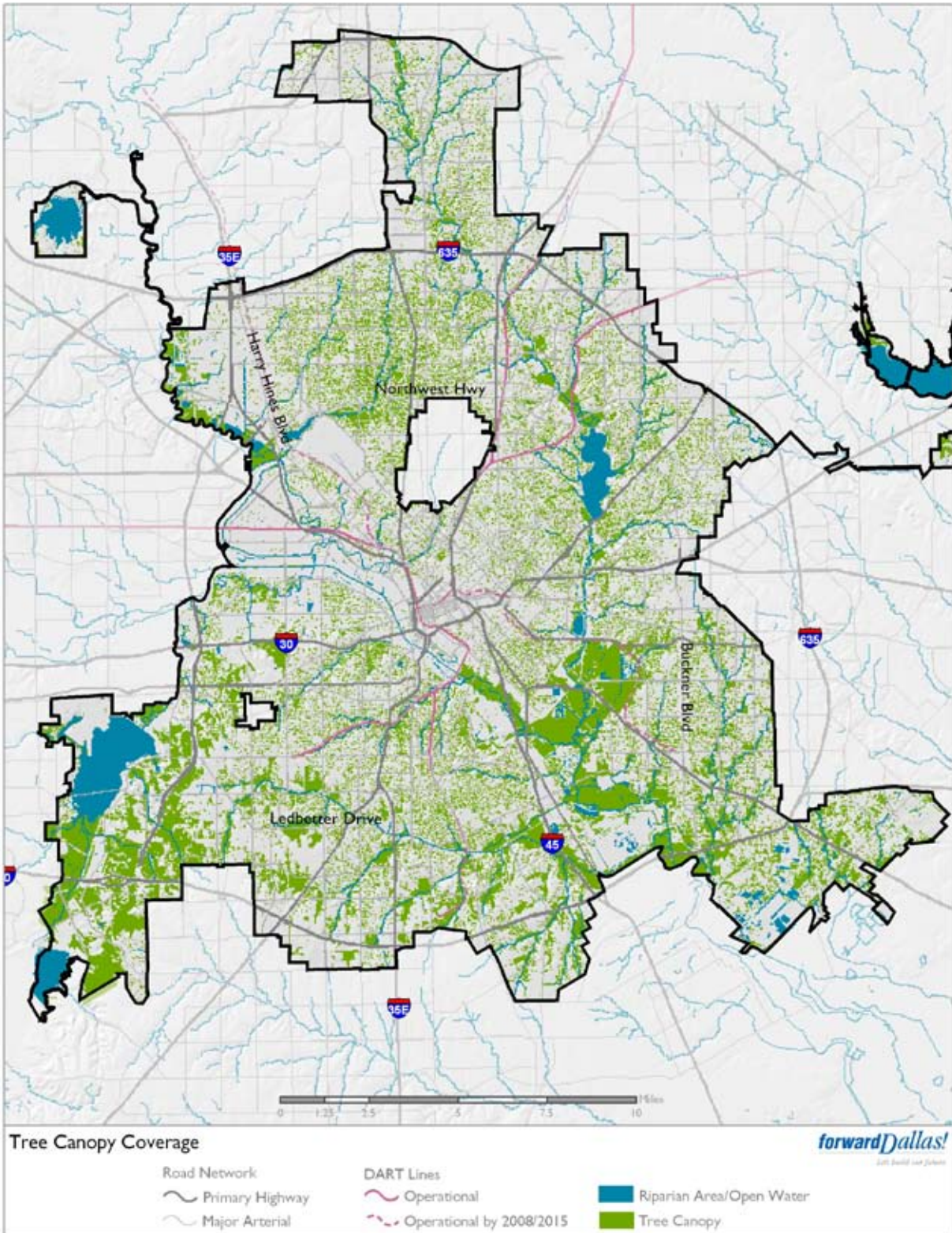
- Dallas residents
- Developers
- Environmental organizations

**A**rea Plans are the strongest tool for turning the forwardDallas! Vision into reality. Area Plans generally cover 200 to 2,000 acres and should be accomplished in less than a year, although more complex projects might take up to 18 months. While each Area Plan will have its own character, all will follow the same basic format.

The most important function of an Area Plan is to anticipate development and identify what is needed to achieve the forwardDallas! Vision. Area Plans start with extensive citizen involvement that provides a framework to address issues such as urban design, land use and transportation, essential public infrastructure and services, economic development and a capital improvement and funding plan. Area Plans aim to create shovel-ready sites that coordinate infrastructure and development in harmony with the goals of the stakeholders. A work program outline for Area Plans is included in the appendix. The following provides summaries of Area Plans identified so far.



Map III-1.3 Existing Dallas Tree Canopy Coverage



## WESTMORELAND DART STATION AREA PLAN

### ISSUE/BACKGROUND

The Westmoreland DART station area contains older industrial and warehouse properties that provide opportunities for redevelopment, giving the Southern Sector a strong pilot project for transit-based hub of activity. Developers have expressed interest in mixed-use development including new retail development at the old Halliburton site west of the Illinois/Westmoreland intersection. DART already owns land at the station and has expressed a strong interest to partner in transit oriented development at the site.

### WORK OUTLINE

An area master plan to develop a transit oriented development (TOD) project around the Westmoreland DART Station will be created and will include:

- Recommended zoning;
- Shared parking demand studies;
- Assessment of market feasibility;
- Targeted economic development incentives;
- Transportation design program;
- Determination of utility needs; and
- Strategic infrastructure investment program.

### DOWNTOWN STREETCAR STUDY

#### ISSUE/BACKGROUND

Dallas cannot continue to expect residents and visitors to rely on private autos to move around the Downtown area. A streetcar could provide quick, efficient and low-cost transportation between Downtown buildings, landmarks and entertainment venues.

#### WORK OUTLINE

This Area Plan will focus on the feasibility of putting a streetcar system in the Downtown and will conduct the following studies:

- Assess how modern streetcar service spurs Downtown development;
- Determine streetcar routes to maximize economic impact;
- Research integrating a streetcar system with DART light rail; and
- Study financial opportunities to determine which agency would be responsible for the streetcar financing and operation.

#### STREETCAR ACTION PLAN



A downtown circulator—in this case a streetcar—will help connect the various downtown districts and improve linkages to downtown light rail stations and give local residents a way to move around town without a car. A streetcar will also foster economic development in areas it serves that are currently underutilized.

In recent years, many of the city's older downtown buildings have been converted into condominiums and apartments, offering a range of housing options in the downtown district. There are a large number of surface parking lots that are ripe for development and would benefit from a streetcar system especially one that would connect these areas to DART light rail stations.



Dallas cannot achieve its full development potential if residents and visitors have limited options to reach all downtown destinations. A downtown streetcar will provide a quick, efficient, and low-cost circulator system that improves access to downtown districts, landmarks and sites prime for redevelopment. The entire transit system could be enhanced and the service area expanded through the introduction of a streetcar system. In addition, it could serve as a great amenity for tourists and convention visitors. Finally, it would be a catalyst for redevelopment by creating better accessibility. A streetcar is a compelling image-maker and symbol of transportation progress, enhancing the appeal of the downtown area.



Many studies have been done about the concept of a downtown circulator that include using DART trains, the McKinney Avenue Trolley, DART buses, and even modern streetcars. None of these studies have completely concluded how a circulator will impact development and economic growth, which transit services would be the best fit, and how such a service could be financed and implemented.

Streetcars are designed for local transportation and are most successful when tied into the local transit system. These transit vehicles are powered by overhead electricity and structure models range from modern (top and middle) to antique (above).

forwardDallas Implementation Plan

Chapter 2a STREETCAR ACTION PLAN

X-1



Currently, the Westmoreland DART station area is surrounded by underutilized land. This area will be the site for an exciting transit oriented development using principles of sustainable development.

## UNIVERSITY OF NORTH TEXAS CAMPUS AREA PLAN

### ISSUE/BACKGROUND

The University of North Texas is developing a site in Southern Dallas for a full campus. This will be the first major university campus within City limits, bringing development, employment, residents and students to the Southern Sector. In addition, the campus will function as an incubator for small businesses and technology. The City will work with UNT and landowners to create a cohesive development strategy for the area that coordinates economic, residential and infrastructure development. The result will be a campus community that is pedestrian-friendly, holds many housing and commerce opportunities and is connected to the regional transit system.

### WORK OUTLINE

This Area Plan will identify how to coordinate land use, transportation and infrastructure planning to establish a thriving campus community. This Area Plan will include:

- Recommended zoning;
- Shared parking demand studies;
- Assessment of market feasibility;
- Targeted economic development incentives;
- Transportation design program;
- Determination of utility needs; and
- Strategic infrastructure investment program; and
- DART station planning

## STEMMONS CORRIDOR/SOUTHWESTERN MEDICAL DISTRICT AREA PLAN

### ISSUE/BACKGROUND

The Stemmons Corridor is the location of five of Dallas' major medical facilities and is also the location of Dallas Market Center and World Trade Center. All these institutions, including University of Texas Southwestern Medical Center, have master plans for future development which include plans to bring more jobs to the area and expand facilities. This Area Plan concentrates on coordinating efforts between the City's capital improvement plans and the economic development program with long-term planning of these institutions. This collaboration will foster an effort to accommodate job growth and provide efficient transportation and nearby housing.



A Downtown streetcar will bring new investment into the urban core and provide quick, convenient travel between Downtown districts.

Map III-I.4 UNT Campus Area Plan



The UNT Campus Area Plan calls for cohesive development that contributes toward creating a thriving student community.



The Stemmons Corridor Area Plan will help bring new jobs through an expansion of the medical facilities.



Childrens Hospital.

## WORK OUTLINE

The City must take the lead in bringing together stakeholders with an interest in the Stemmons Corridor. A coordinated Area Plan will bring structure to the various development projects. The Area Plan will include:

- Recommended zoning;
- Shared parking demand studies;
- Assessment of market feasibility;
- Targeted economic development incentives;
- Transportation design program and analysis;
- Determination of utility needs; and
- Strategic infrastructure investment program.

## AGILE PORT

### ISSUE/BACKGROUND

Dallas' prime location at the crossroads of four interstates gives it a special opportunity to create an "inland port." The proposed Agile Port area brings the growing fields of transport, logistics and supply chain management to the city along with the relatively high wages those industries pay to skilled workers. This intermodal center would include the Southern Gateway area and the I-45/ Loop 12 industrial area and would place Dallas at the fore of a growing industry and exponentially add job opportunities for many Southern Sector residents.

### WORK OUTLINE

The Agile Port Area Plan will include a project management plan, a strategy for outreach to potential tenants and establishing an Agile Port Intermodal Industrial Area Advisory Committee. Also included will be incorporating workshops in the planning stages, modeling various suggestions and developing a vision and plan for implementation. The plan will also include:

- Recommended zoning;
- Market feasibility recommendations;
- Targeted economic development incentives;
- Transportation design elements;
- Determination of utility requirements; and
- Strategic infrastructure investment.







The South Dallas-Fair Park area has many civic and private sector initiatives in place. The goal of the South Dallas-Fair Park Area Plan is to coordinate these activities for the greatest benefit of the community.

## Street

- Neighborhood revitalization plans for the Frazier Courts and Turners Courts areas lead by the Dallas Housing Authority in collaboration with the nonprofit sector
- Development plans by a number of community development corporations
- A number of street and park improvements throughout the area

A community workshop held during forwardDallas! in the South Dallas – Fair Park area provided the impetus for this Area Plan proposal. During the workshop participants used maps, markers and game pieces representing development patterns to build a vision for the area. The results of this workshop will be the starting point for future planning. The common themes that emerged were a desire for civic investments like streetscape improvements, a desire for development that brought shopping opportunities to the community, while preserving the cultural and neighborhood character, and a desire for better integration between the various initiatives already under way.

## WORK OUTLINE

The primary focus of this Area Plan will be coordination of the various initiatives already under way and identification of opportunities for linkages that would enhance the positive impact of these initiatives. Work will include hosting of coordination meetings that involve other agencies engaged in planning and implementation activity in the area as well as community groups, and development of an annual neighborhood action plan to establish a realistic set of annual objectives backed by a coalition of neighborhood interests.

## LANCASTER CORRIDOR PLAN

### ISSUE/BACKGROUND

The Lancaster Corridor is a declining commercial area in the Southern Sector. Despite this decline, other factors such as high accessibility, strong residential neighborhoods and good traffic volume indicate it offers good potential as a mixed-use corridor. Three nearby DART stations offer easy access to Downtown and connections to regional transit. The Veterans Administration Hospital presents an opportunity to attract new businesses and jobs that complement the hospital. Currently, however, the area lacks new investment and would benefit from an Area Plan that assesses

the potential for and obstacles to development.

## **WORK OUTLINE**

An Area Plan for the Lancaster Corridor should highlight potential redevelopment and include identifying barriers to redevelopment, ranking development priorities and then spotting obstacles that might hinder such development. Once these studies are complete, a redevelopment strategy needs to be created to establish an overarching vision and a more detailed plan of land use, along with a phased plan of action that first addresses areas with the greatest likelihood for redevelopment.

## **CEDARS/FARMERS MARKET**

### **ISSUE/BACKGROUND**

The Cedars/Farmers Market area presents an abundance of under-utilized land near Downtown, City Hall, the Convention Center, Old City Park and the Trinity River. The existing Cedars DART station, together with additional DART-owned property, makes development possible already within the Cedars area. The area faces many issues, however, including underutilized land, inadequate infrastructure, single-family platting, fragmented ownership and cumbersome parking standards.

### **WORK OUTLINE**

The City will develop an Area Plan for Cedars/Farmers Market that focuses on redevelopment and improving movement to and from Downtown. This strategy should employ a comprehensive planning strategy with stakeholders, including residents, developers and business and property owners.



Improving the streetscape realm within the Farmers Market neighborhood will entice more pedestrians to travel by foot to the market.



The Trinity River Area Plan envisions an interconnected riverfront trail system with new economic development oriented to enjoy the riverfront greenway trail and city views.

## SPECIFIC TRINITY RIVER AREA PLANS

### ISSUE/BACKGROUND

Dallas has expended significant resources on plans to revitalize the Trinity River Corridor. The City has an economic development strategy to add jobs and foster business development in the area, a master trail plan for the Old Trinity River to entice walkers and improve recreational opportunities, a transportation plan to implement a variety of transportation alternatives, and proposals to create more opportunities for housing and residential development. The City Council adopted The Trinity River Comprehensive Land Use Plan in June 2005. This plan is designed to enable the City to implement public improvements and to address the systemic issues related to zoning that may hinder development.

Some Area Plans recommended in forwardDallas! will address areas of potential redevelopment and growth that were identified by The Trinity River Comprehensive Land Use Plan. The Old Trinity River Industrial area and the Inwood Campus are part of the Stemmons Corridor/Medical District Area Plan; the Southern Gateway area and the I-45/Loop12 Industrial area are part of the Southern Sector Intermodal Area Plan; and the Cedars West area is part of the Cedars/Farmers Market Area Plan.

### WORK OUTLINE

The plans that are in place to impact Trinity River Corridor development vary in scope and involvement of the City and other agencies. The City must effectively coordinate work of private developers, infrastructure improvements, resident and business interests and implementation.

## ASIAN TRADE DISTRICT

### ISSUE/BACKGROUND

The Asian Trade District, north of the Stemmons Corridor area, represents an opportunity for the City to tap economic growth tied to the global economy. A number of trading companies that conduct business between the DFW area and the Far East are in this area. By 2010, DART's northwest corridor light rail line will add two stations in this area, providing access to regional transit and creating potential for development of a mixed-use community with a unique ethnic flavor.

## **WORK OUTLINE**

The Area Plan for this district will promote residential and transportation development in an already thriving business area. This Area Plan will identify how the City can coordinate efforts including land use, transportation and infrastructure planning to establish a cohesive and economically vital community.

## **SKILLMAN STREET CORRIDOR**

### **ISSUE/BACKGROUND**

The Skillman Street Corridor is a major north/south road through Lake Highlands with connections to the I-635 (LBJ Freeway), the LBJ/Skillman DART light rail station, and the proposed Walnut Hill light rail station. Land uses along Skillman include single-family, aging multifamily and commercial nodes at major intersections. A proposed tax increment finance district will address community goals by using revenues to encourage owner-occupied housing, redevelopment, new development and improved pedestrian walkways. This area offers many opportunities to add mixed-use and transit oriented development.

### **WORK OUTLINE**

The Area Plan that guides development along the Skillman Street Corridor will highlight opportunities for development that achieves the community's vision and will be a guide for reaching the City's goals for new development and redevelopment connected to rapid transit. The corridor's Area Plan will include recommended zoning, market studies and transportation design programs.

## **SPRING VALLEY / COIT AREA PLAN**

### **ISSUE/BACKGROUND**

The Spring Valley / Coit Area is a neighborhood in need of attention. Today the area is experiencing the negative real estate trends of underutilized commercial properties and concentration of rental multifamily dwellings. Although this area is anchored by stable single family neighborhoods, these trends may not reverse without some type of targeted assistance by a coalition of invested stakeholders. The strategic location of this neighborhood, at the northwestern quadrant of the Texas High Five interchange, lends it the potential to evolve into a vibrant business center and



Underutilized commercial properties within the Spring Valley / Coit Area present opportunities for new investment including more pedestrian-oriented development.

urban neighborhood, with a variety of housing choices close to employment, shopping and entertainment.

### **WORK OUTLINE**

This Area Plan will focus on building a vision for the area based on stakeholder input and coordination of land use, transportation and infrastructure planning. The plan will include:

- A future vision for the area
- Assessment of market feasibility;
- Recommended zoning;
- Transportation design program;
- Strategic infrastructure investment program;
- Targeted economic development incentives.

## **COIT / MCCALLUM AREA PLAN**

### **ISSUE/BACKGROUND**

The Coit / McCallum Area is located at the northern limits of the City of Dallas, along the Cottonbelt rail line near the University of Texas at Dallas. The prospect of DART rail transit service to the area presents a significant opportunity to explore the potential for new development and redevelopment with an emphasis on transit-orientation and revitalization of aging multifamily housing stock.

### **WORK OUTLINE**

This Area Plan will focus on building a vision for the area based on stakeholder input and coordination of land use with DART transit planning. The plan will include:

- A future vision for the area
- Assessment of market feasibility;
- Recommended zoning;
- Transportation design program;
- Strategic infrastructure investment program;
- Targeted economic development incentives.