

Cedars “Zoom Out”

Cedars Committee

May 6, 2019



**Peer Chacko, Director
Planning and Urban Design
City of Dallas**



Purpose

- Provide comprehensive context for this rezoning related to key City initiatives

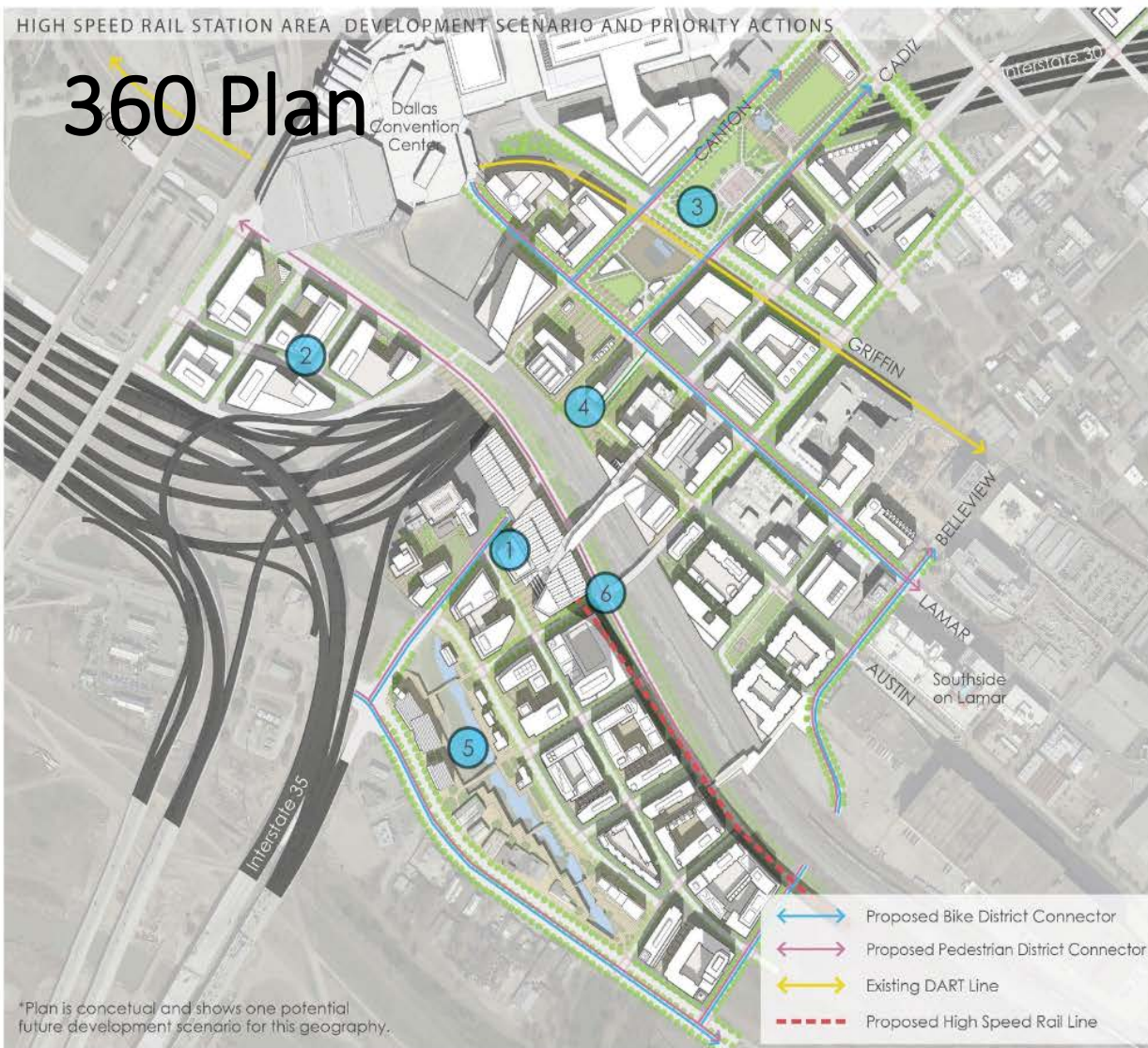


Presentation Overview

- Introduction and Background
- Key Topics/Issues
 - Roadway Network Changes
 - Area Commercial Analysis
 - Affordable Housing Initiatives
 - Parks and Open Space Initiatives
- Next Steps



360 Plan



*Plan is conceptual and shows one potential future development scenario for this geography.

1 Design the station development with active ground-level uses

The high speed rail station should be designed with active ground-floor uses at the street level to the maximum extent possible. This will play a critical role in place making around the entry points to the station and in knitting this large piece of infrastructure into the fabric of the surrounding neighborhoods.

2 Leverage Lot E for transit-oriented development

Lot E is a 16-acre city-owned tract that is under-utilized. The development of the high speed rail station presents an opportunity to leverage this site for transit-oriented development while ensuring that its current functionality as a staging area for the convention center is accommodated or addressed through an alternative solution.

3 Create a deck park over I-30

CityMAP has identified scenarios for the reconstruction of I-30 that present opportunities for creating deck parks that would greatly reduce the impact of this freeway as a barrier between Downtown and Cedars. A particular opportunity exists to create a deck park between Canton and Cadiz that would provide much needed open space for the Cedars neighborhood and create a compelling link between Downtown and the high speed rail station.

4 Design a station access point and civic space near Austin and Cadiz

Creation of a prominent pedestrian access point to the high speed rail station on the east side of the freight line will go a long way to increasing accessibility from the Cedars and southern Downtown. The opportunity exists to integrate such an access point within a civic space setting near the intersection of Cadiz and Austin Streets.

5 Create an active open space along the Trinity River Meanders

The Trinity River Meanders currently serves as flood control for the Trinity River. Steps should be taken to re-envision the meanders to function both as flood control and open space amenity for the neighborhood. This would provide an open space amenity to support new development around the station and enable connections to the Trinity River via trails.

6 Create multimodal east-west connections across the freight line

The freight line currently acts as a barrier limiting east-west accessibility from the Cedars and southern Downtown to the proposed high speed rail station site. In addition to enhancing automobile accessibility, it is critical to create more convenient pedestrian and bicycle connections across this barrier through bridges and underpasses where feasible.



360 Plan



High Speed Rail Station Connectivity

The proposed high speed rail station should provide multiple access points to the station as well as multiple pedestrian/ bike and automobile connections across the Union Pacific rail tracks to link the large tract of currently vacant land on the west side of the tracks with the Cedars neighborhood.



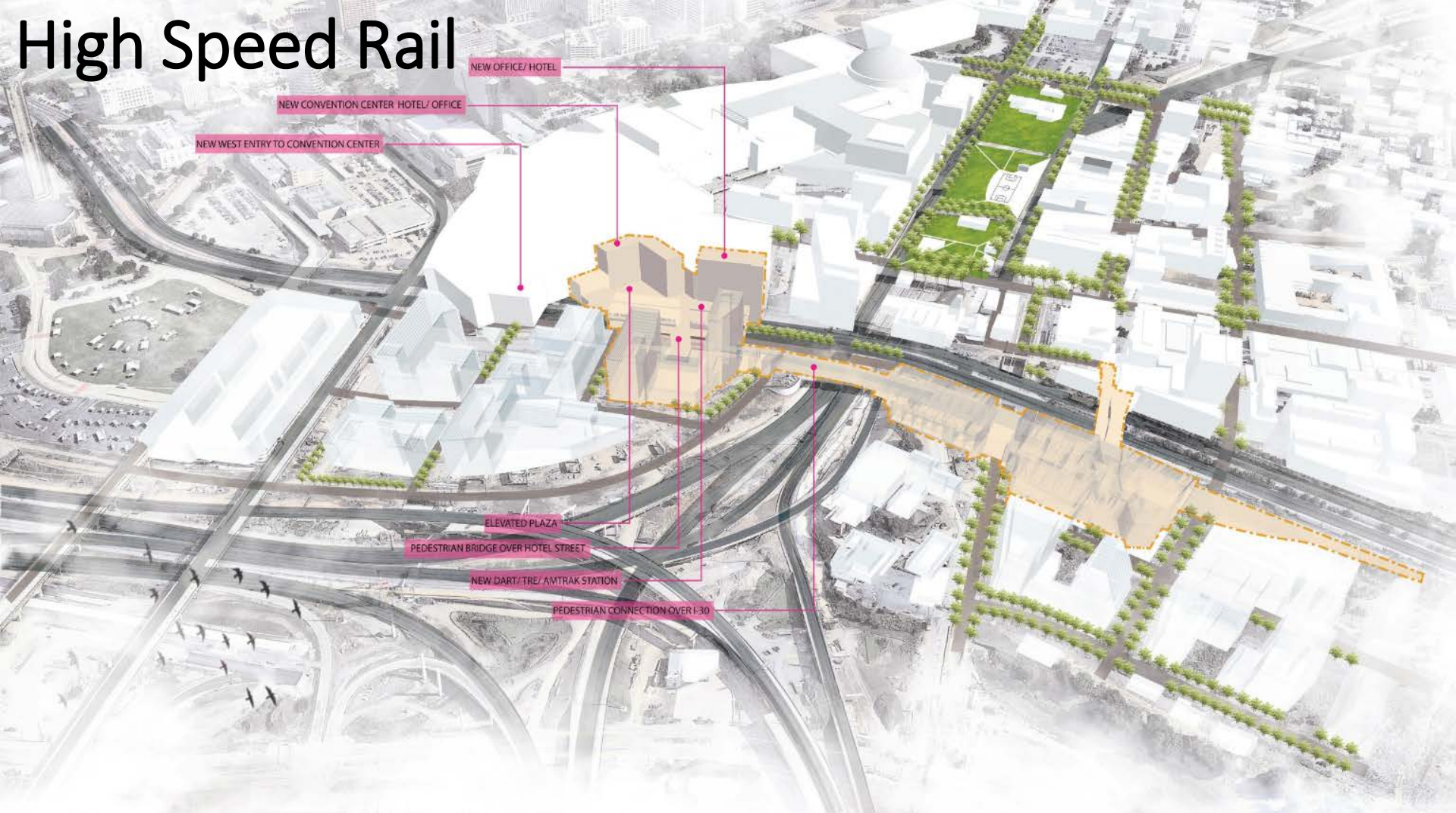
A view of a proposed new deck park over I-30 creating a linear park connecting the station to City Hall

Station Access Point and Civic Plaza

The high speed rail station should be designed in such a way as to enhance connectivity between the Cedars and the large, currently-vacant tract of land to the west of the Union Pacific tracks. This can occur through pedestrian and vehicular bridges that can be incorporated into the design of the station



High Speed Rail



Roadway Network Changes



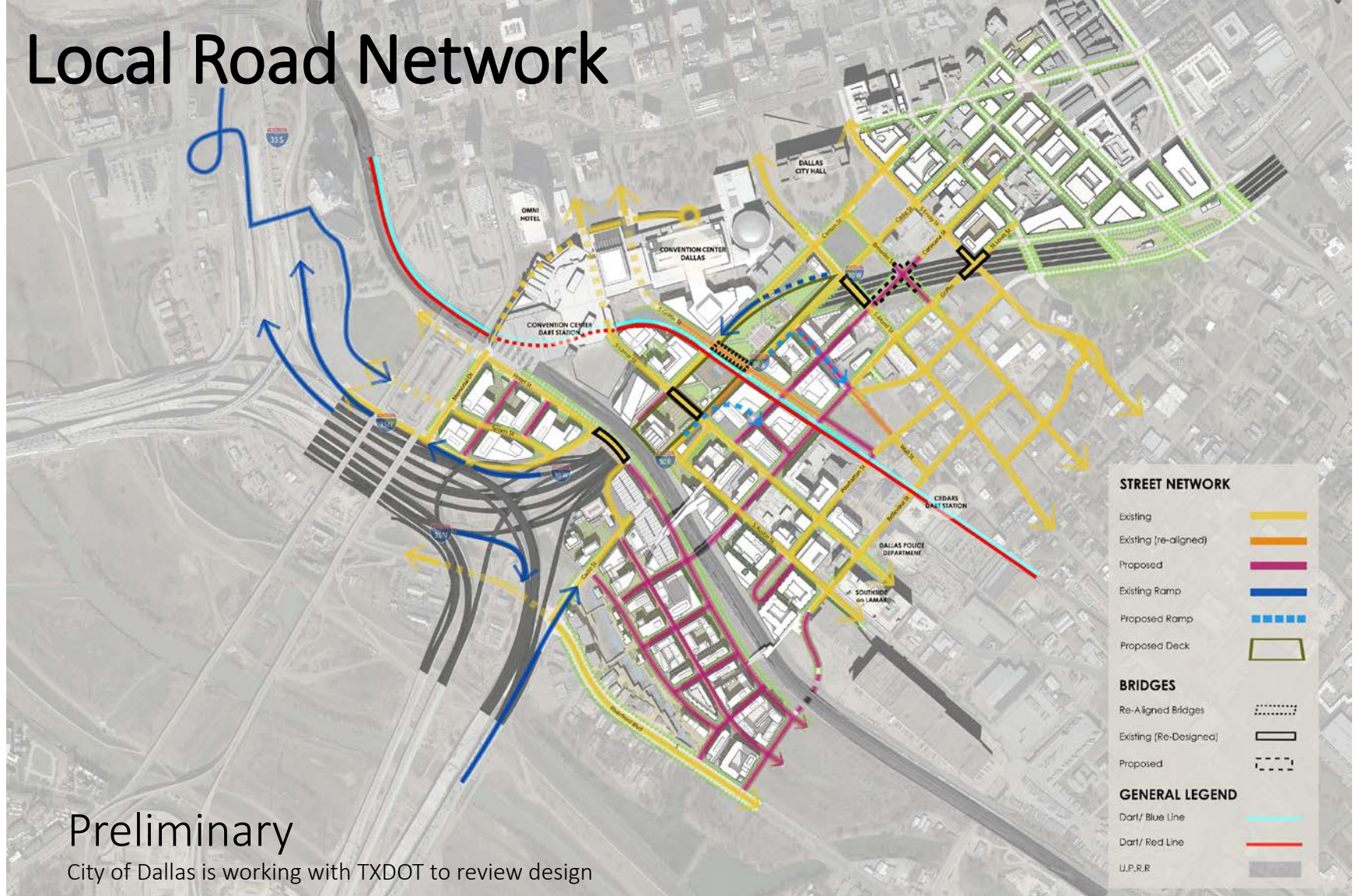
IH-30 Bridge & Ramp Alternatives



Preliminary
City of Dallas is working with TXDOT to review design



Local Road Network



Preliminary

City of Dallas is working with TXDOT to review design



Commercial Analysis





REINVESTMENT
FUND

Commercial Corridor Analysis

The Reinvestment Fund was hired to examine several commercial corridors in Dallas.

Work examined the vitality in the corridors specifically focused on jobs and employment by examining the opening and closing of area employers.

As a part of the Economic Development planning process the High Speed Rail area was examined.

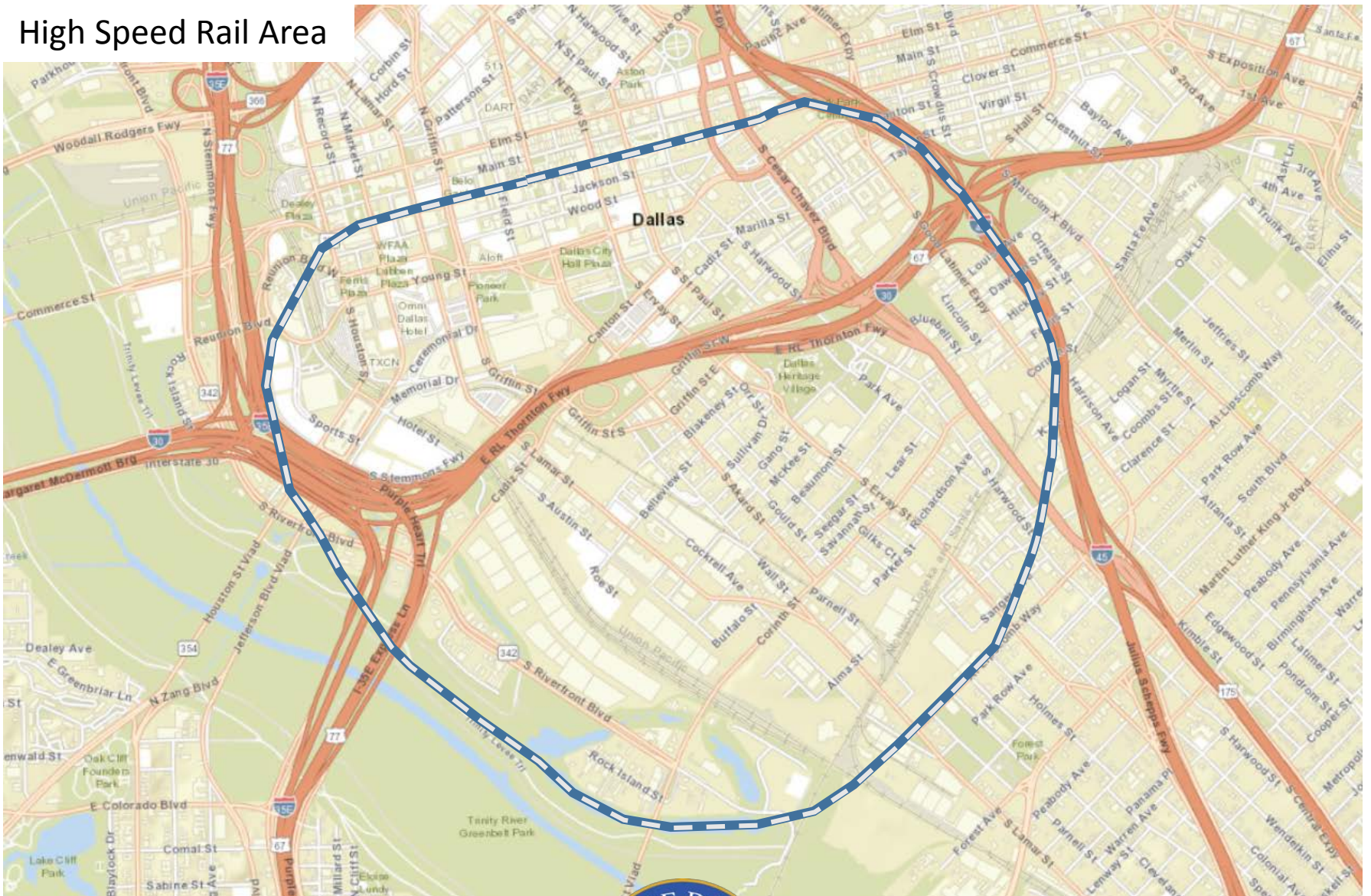
Data is Walls and Associates/ Dun & Bradstreet 2011-2015



DRAFT Commercial Corridor Analysis: Dallas, TX

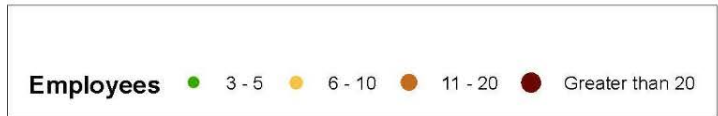
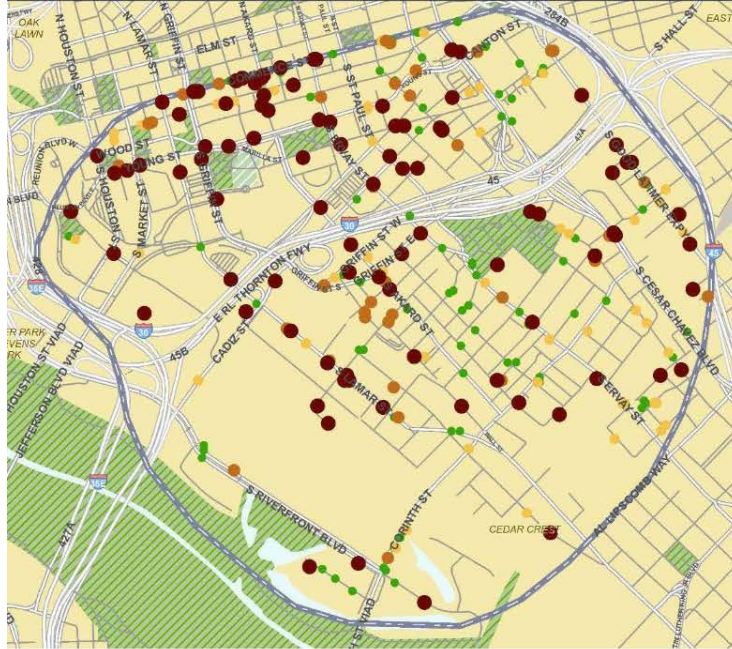


High Speed Rail Area



High-Speed Rail

PRIVATE FIRMS IN HIGH-SPEED RAIL, 2015



	2011	2015
ESTABLISHMENTS	617	558
EMPLOYMENT	22,506	19,001

TOP FIVE LARGEST PRIVATE INDUSTRIES (BY EMPLOYMENT)

1. Communications	4,389	5,391
2. Food and Kindred Products	5,492	2,272
3. Business Services	1,519	1,702
4. Printing, Publishing & Allied	1,141	1,151
5. Hotels ... and Other Lodging Places	884	1,056

FIRMS BY EMPLOYMENT SIZE

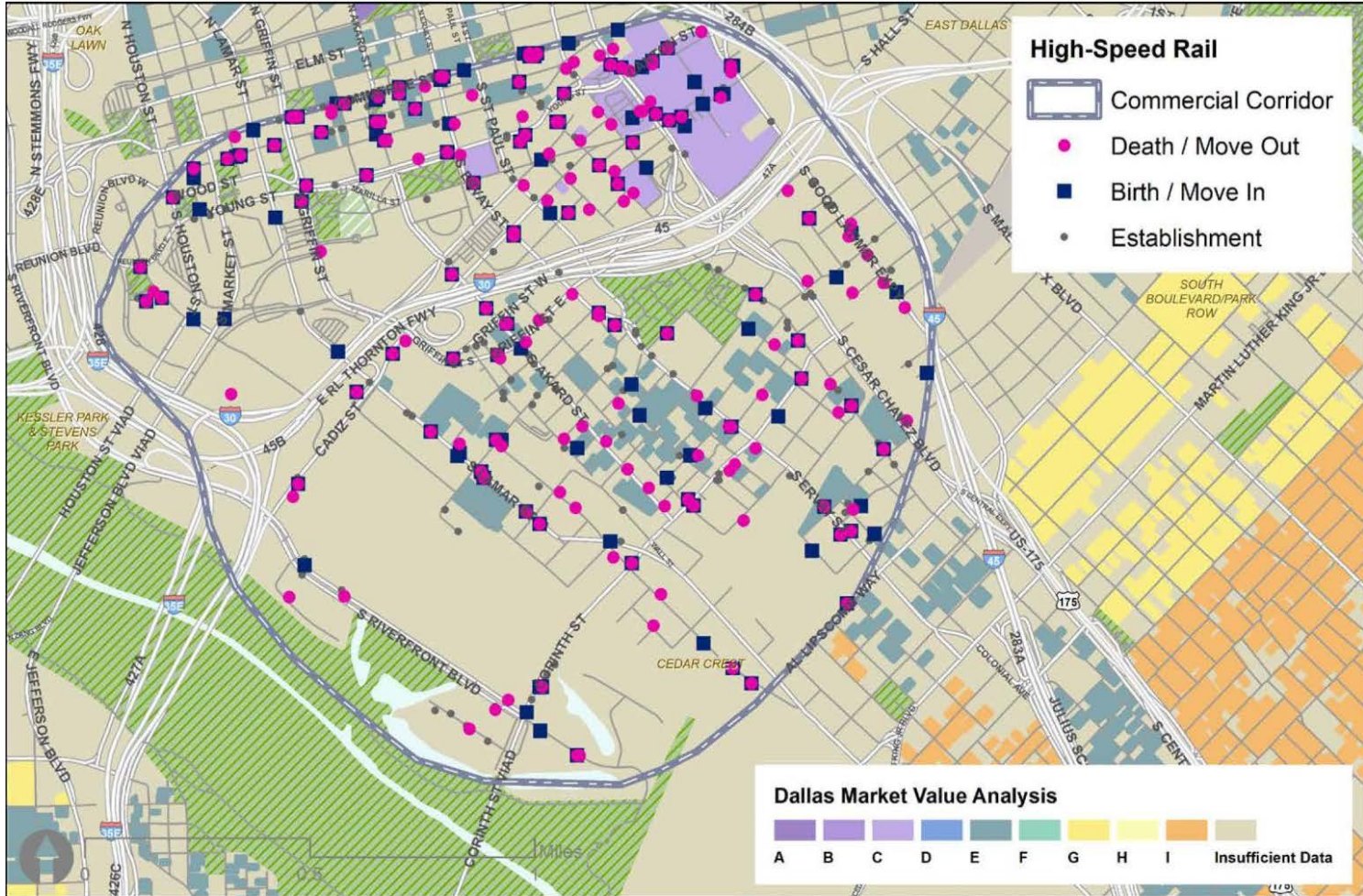
Less than 5	37%	34%
6-50	53%	54%
Greater than 50	10%	11%



Preliminary



Business Turnover in High-Speed Rail, 2011-2015



Preliminary



Employment Share of Top Three Industries

Corridor	TOP THREE LARGEST INDUSTRIES (BY EMPLOYMENT)						Cumulative Share of Top 3
	1	% of Total Emp.	2	% of Total Emp.	3	% of Total Emp.	
HIGH SPEED RAIL	TRANSPORTATION	33%	SERVICES	32%	MANUFACTURING	19%	85%

Private Business Establishments and Employment

	Firms 2011	Firms 2015	Birth	Move In*	Death*	Move Out*	Emp 2011	Emp 2015
HIGH-SPEED RAIL	617	558	211	52	279	44	22,506	19,001

Preliminary



Affordable Housing Initiatives



Housing Policy

- The City of Dallas' first comprehensive housing policy adopted in April, 2018
- Provided for the creation and preservation of housing at 30% to 120% of Dallas Area Median Income
- Set annual housing production goals
- Designated Reinvestment Strategy Areas to target efforts towards housing production



Housing Policy

- Reinvestment Strategy Areas are prioritized for affordable housing programs and incentives.
- The High Speed Rail Redevelopment Area includes the Cedars



Incentive Zoning Code Amendment

- Adopted by Council in 2019 as a Code amendment
- Provides additional development rights for the inclusion of affordable housing in Multifamily (MF) and Mixed Use (MU) Zoning Districts.
- Provides a template for including affordability incentives for Planned Developments based on considerations of density and the Market Value Analysis (MVA)



Parks and Open Space



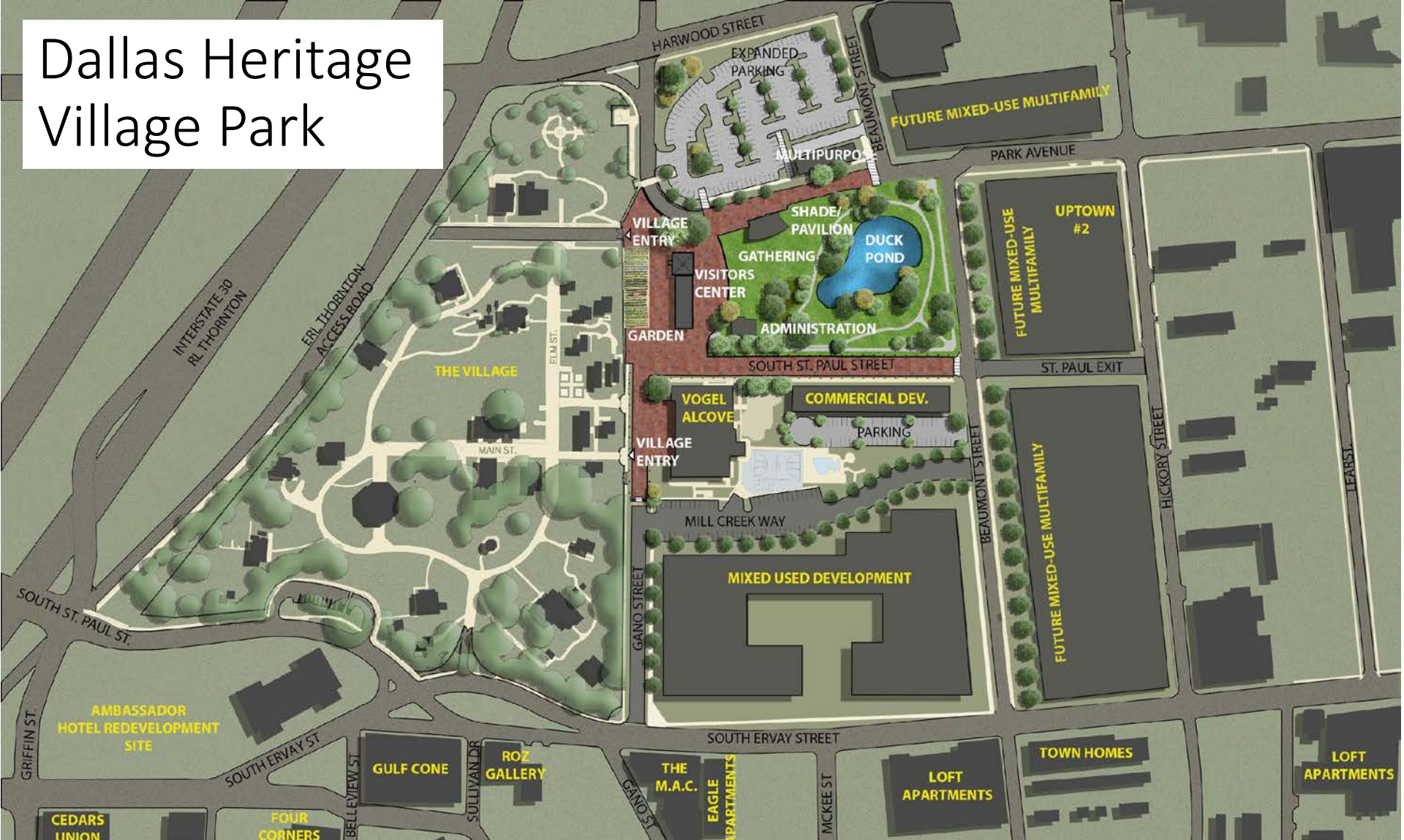
Decking Opportunities

Options being explored with
TXDOT through IH-30
Reconstruction project

1. Near Convention Center
2. Near Dallas Heritage Village



Dallas Heritage Village Park



Cedars “Zoom Out”

Cedars Committee

May 6, 2019



**Peer Chacko, Director
Planning and Urban Design
City of Dallas**

