

## POLICY PLAN INTRODUCTION



Housing redevelopment such as this office building condo conversion will be a key to Dallas' success.



A major goal of forwardDallas! is to improve the quality of life for all Dallas residents.

**T**his Policy Plan is the second component of forwardDallas! The Vision is the first component and develops a cohesive overview of Dallas' future that allows residents, business owners and visitors an opportunity to see what this city strives to be. This Vision has been developed by the people of Dallas, who spoke with conviction about what they value and want for their community's future. Residents see in their city a place that is amenable to many forms of transportation, is green and pleasant, provides a wide range of jobs and fosters thriving neighborhoods with a variety of quality housing.

This Policy Plan provides the framework to help make all of this happen. These ideas, however, must be translated into action and that takes commitment, investment and sustained effort and diligence on the part of public officials and agencies responsible for implementation. Equally important, it requires that Dallas residents stay involved to make sure their Vision is being achieved.

The Policy Plan covers land use, economic development, housing, transportation, urban design, the environment and neighborhoods. The Implementation Plan, the third component, provides a timeline for accomplishing the policy recommendations. The fourth component contains a Monitoring Program that establishes a tracking system for key growth indicators, identifies 17 areas to monitor change in various parts of the city and provides the basis for annual reports, periodic adjustments and updates to the forwardDallas! Policy Plan.



ForwardDallas! strives to build on Dallas' stature as the center of the region.

To ensure success, the forwardDallas! Plan includes four key components:

- **The Vision** A broad-brush description of the future of Dallas that reflects the aspirations and core values of its residents and stakeholders.
- **The Policy Plan** A description of implementation policies and strategies, organized in functional components, to provide the institutional base for forwardDallas! to guide public and private activities toward the Vision.
- **The Implementation Plan** A five- to seven-year work program detailing specific actions that should be undertaken and a monitoring program that establishes benchmarks to measure success. The Action Plan consists of one- to two-year activities that are budgeted and endorsed by City Council for implementation in the immediate future.
- **The Monitoring Program** Establishes benchmarks and a monitoring system to assess whether the goals of the Vision and Policy Plan are being met.

This Policy Plan focuses on:

- Improving the quality of life for all Dallas residents.
- Serving as the framework to guide Dallas as it grows and matures.
- Facilitating the growth of the economy, focusing on the emerging economic engines and opportunities that can bring prosperity to Dallas residents.
- Opening new housing choices to citizens of all income levels.
- Guiding the general location and pattern of future land uses.
- Fostering strategic development in order to achieve the City's goals.
- Guiding growth toward areas that will benefit the city as a whole, while steering away from stable residential areas.
- Creating development opportunities that capitalize on public transit options.

## Adoption of the Plan

The forwardDallas! Comprehensive Plan was adopted by Ordinance No. 26371, passed by the Dallas City Council on June 14, 2006, following review by Development Services and the City Plan Commission, and following a hearing at which the public was given the opportunity to give testimony and present written evidence. The purpose of this comprehensive plan is to promote sound development of the city and promote the public health, safety and welfare. This is a comprehensive plan for the long-range development of the city. This comprehensive plan sets forth policies to govern the future physical development of the city. This comprehensive plan shall serve as a guide to all future city council action concerning land use and development regulations, urban conservation and rehabilitation programs and expenditures for capital improvements. The comprehensive plan also establishes procedures for amending the comprehensive plan.

The relationship between this comprehensive plan and development regulations is that this comprehensive plan serves merely as a guide for rezoning requests rather than a mandatory restriction on the City's authority to regulate land use. This comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries. This comprehensive plan does not limit the ability of the City of Dallas to prepare other plans, policies, or strategies as required.

## Relationship to other adopted plans

ForwardDallas! policies embrace and endorse the recommendations made in other recently adopted City plans including the Strategic Engagement Economic Development Plan, the Renaissance Park Plan, the Trinity River Plans and the Downtown Parks Plan. In addition, forwardDallas! also embraces and endorses many other adopted Area Plans such as the Inside the Loop Plan, the Arts District Plan and the Fair Park Comprehensive Development Plan. These are incorporated into forwardDallas!, helping create an overarching, citywide Vision for the future. As the forwardDallas! Monitoring Program reveals development trends, some of these plans may need to be updated to reflect changing conditions.

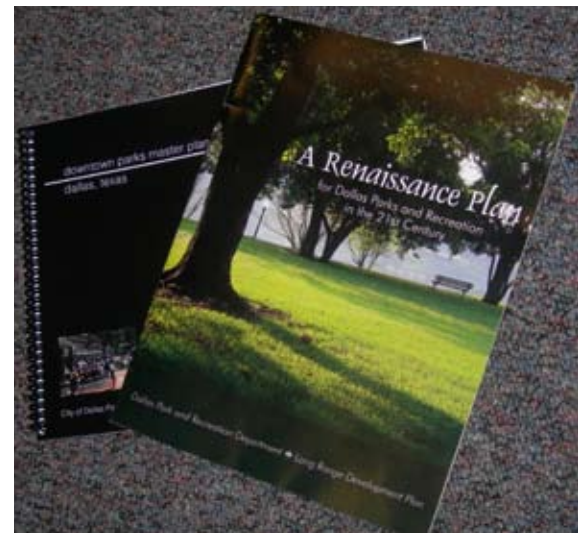
## How to Use the Policy Plan

The policies in this plan are intended to guide future development decisions, infrastructure improvements and public and private investments. After extensive public input and technical analysis, policies were developed to provide a roadmap for achieving the forwardDallas! Vision. These policies give public officials, neighbors, planners, architects and developers direction and tools to achieve desired development patterns.

ForwardDallas! will help developers and neighbors by clearly identifying the type of development that residents embrace and the City will support. The policies offer predictability for developers and consistency for residents when considering proposals. They also provide guidance to direct development to desired locations. ForwardDallas! provides a policy framework that the City, the development community and residents can rely on to continually guide planning efforts. ForwardDallas! is a dynamic and flexible document and is intended to change to meet market trends, thus ensuring that the Vision and policies will remain relevant in the future.



ForwardDallas! policies embrace and endorse the recommendations made in other recently adopted City plans.



The Downtown Parks Master Plan and Renaissance Plan are major City plans that supplement and build upon this plan.



The forwardDallas! Advisory Committee frequently met to provide feedback on the planning process.



The City held numerous neighborhood and citywide workshops.

A broad range of residents—from those who seldom participate in community activities to those who closely follow public decision-making—were sought out for their opinions and thoughts on forwardDallas! Research conducted for forwardDallas! was specifically designed to enable the planning team to understand the “people’s vision” and to carefully document their values and priorities. Citizen feedback formed a strong foundation from its very beginning. To gather this variety of information, the following activities were conducted:

- A scientific and representative public opinion survey (a telephone survey evenly distributed across all council districts, in-depth interviews with community leaders and person-on-the-street interviews) with almost 800 respondents.
- An eight-page insert published in the Dallas Morning News.
- Nine community workshops and two citywide workshops.
- Ten open houses to solicit feedback from the workshops and to present interim results.
- Ten Advisory Committee meetings.
- More than 100 meetings with stakeholder groups, including neighborhood associations and business groups.
- Two public meetings on the draft version of forwardDallas!
- Ten small-group work sessions on the draft attended by some Advisory Committee members, elected officials and the public.

## Survey

The most compelling perspective on residents’ attitudes of growth and development comes from the initial polling questions conducted at the onset of this process. A survey was conducted among a statistically valid sample of almost 800 citizens and stratified to census population estimates for ethnicity. The poll was also geographically balanced among all council districts.

Citizens overwhelmingly supported the idea that new development and growth should be in both currently undeveloped areas as well as in areas where neighborhoods and development already exists. Only 8 percent of respondents said new development should be mostly in undeveloped areas while 73 percent said it should be in both. When asked which areas are the most important areas for investment, more than 75 percent chose the Southern Sector or central areas of the city, another 10 percent chose North Dallas, while the rest had no preference.

When asked if affordable or workforce housing should be spread throughout many neighborhoods or concentrated in just a few areas, almost 70 percent said it should be spread throughout while about 26 percent responded it should be more concentrated. On the specific question of multifamily housing, 73 percent said they would like it to be built either in their own neighborhoods or somewhere else in Dallas or both. A much smaller number of citizens—about 25 percent—said they did not want it to be built at all. Residents clearly see this type of housing will be needed in the future and supported it as part of forwardDallas!

A follow-up survey was conducted through the newspaper insert. In that survey, most citizens who responded agreed with the Guiding Principles, understood and were enthusiastic about the Vision and wanted elected officials to implement it. Furthermore, most respondents said it is “possible to increase the population and preserve neighborhoods” and more than half saw “more density in some neighborhoods” as a benefit for “people like me.”

## Community Workshops

Another source of public input was through workshops where participants were presented with real-life, complex problems and asked to provide solutions. Workshop participants struggled with issues facing a variety of Dallas neighborhoods. Participants could see how different planning tools address growth, stability and revitalization within these areas while also considering dynamics occurring throughout the broader region. All Dallas citizens were encouraged to attend any or all of these workshops and business and community organizations also were invited to participate.

There was, however, a focused effort to attract people who live, work or are directly affected by potential changes within an area. Working in small groups, the attendees developed ideas about how to improve their areas. Using “game pieces” representing different land use types (single-family homes, small-scale stores, office complexes, schools, etc.) these small groups developed plans by strategically placing the “game pieces” on a map of the area. These pieces not only represented the type of land use, but also included allocations of new households and jobs. This forced participants to go beyond design and think about the impact that new jobs or households would have on the area. The ideas flowing from these maps were then used to shape the Vision Building Blocks, described on page II-i-14.



Participants at the community workshops worked together to plan for the future of their areas. Groups presented their ideas and the maps created were digitized for use in designing small Area Plans.



At the citywide workshops, participants focused on the city as a whole.



Participants blocked out open space and natural areas for protection where they said no development should occur.



Buttons were passed out and worn by participants to show their support for the plan.

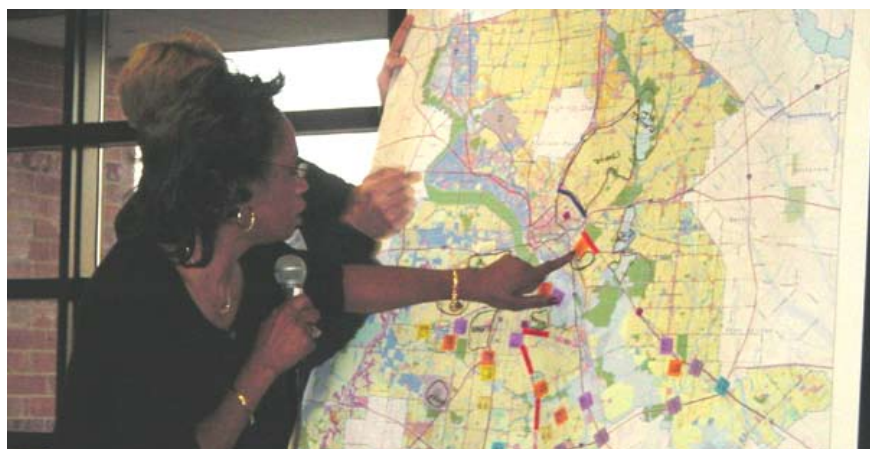
## Citywide Workshops

At the citywide workshops, participants focused not on strategic locations, but rather the city as a whole. Using these same “game pieces,” the small groups created maps of the entire city that showed locations for potential new jobs and homes, where neighborhoods should be stabilized, and what patterns of development and land use citizens believed were appropriate.

The goal of the citywide workshops was to expand upon work done at the area-specific community workshops and to design land use ideas for the entire city. In each workshop, people from around the city planned for projected household and job growth, using a variety of land use types. These maps were then presented to the whole workshop and were later merged together digitally into one map—a compilation that represented the collective input from each workshop.

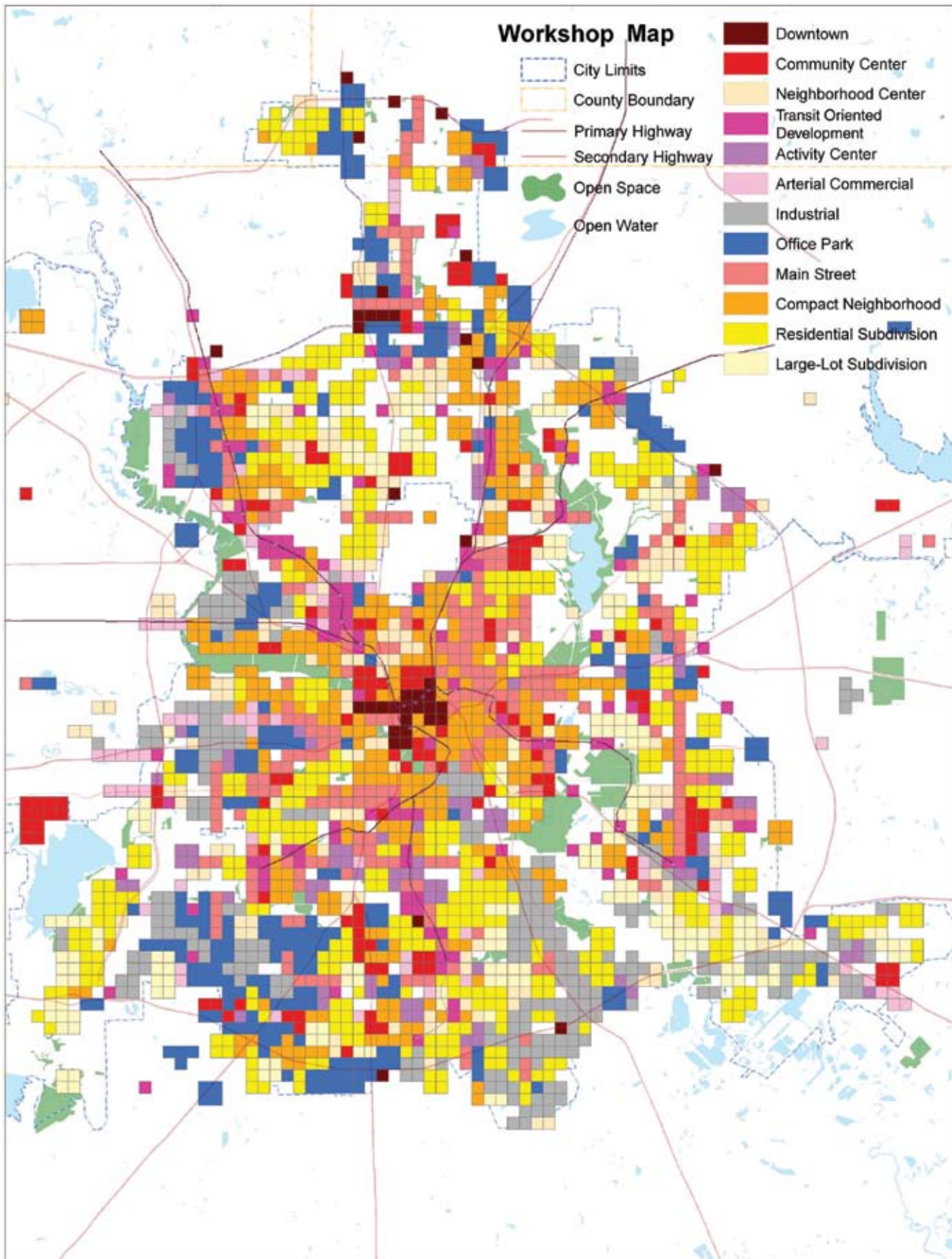
## Scenario Modeling

Once these workshop maps were compiled, they were subjected to a computer modeling process—to determine the transportation and economic impacts of different land use distribution, and to compare that with current trends. Three scenarios were analyzed using growth forecasts and taking into consideration restricted development areas, such as riparian areas, the escarpment, neighborhoods and historic and conservation districts. This in-depth technical analysis formed the basis of the scenario modeling. These scenarios were then analyzed and the best ideas and most economically viable strategies were used to create the scenario that resulted in the Vision Illustration.



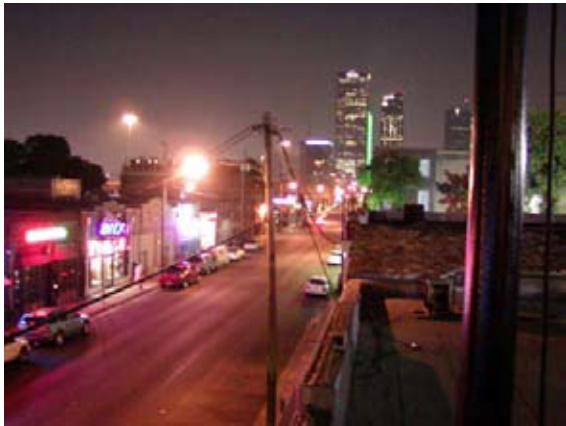
Participants at the citywide workshops presented where they would like to see future household and employment growth located.

Map II-i.1 Composite Workshop Map





The evening traffic lights of Dallas indicate people are almost in equal fashion traveling toward the Downtown as well as leaving for the suburbs.



The emergence of arts and entertainment hubs such as Deep Ellum are the type of signature places that distinguish Dallas.



The Farmers Market contributes to quality of life in the city and can help revitalize Downtown.

**T**hese Guiding Principles provide a focus for all planning efforts and form a “check list” from which each planning element can be linked back to the Core Values in the Vision. This ensures that the Core Values held by Dallas residents are reflected in all projects and these Guiding Principles provide a foundation for action. The Advisory Committee identified the following five key Guiding Principles:

## I. Economic Development

### Quality of Place

Economic development should recognize the critical role that quality of life, natural beauty, diversity, historic and architectural resources and the unique cultural assets of the city play in attracting and retaining businesses, visitors and residents.

### Southern Dallas

Economic development efforts should direct investment toward the Southern Sector of Dallas while also supporting key existing business districts.

### Range of Jobs

The City should plan for and foster a variety of employment opportunities to take advantage of the city’s motivated, young, educated and diverse workforce.

### Downtown

The city center should be enhanced as the premier business district, cultural center and entertainment destination, establishing Downtown as a top stop for both residents and visitors.



The Southwestern Medical District is an important employment hub. This area will serve as an epicenter for new growth and redevelopment.

## 2. Housing and Community

### Livability

Neighborhood and commercial areas should be attractive, safe and walkable places to live and visit.

### Stability

The City will treasure Dallas' neighborhoods for their unique character and maintain them as attractive, appealing and safe places centered on quality neighborhood-based schools.

### Redevelopment and New Development

The public and private sectors will strive to create, rehabilitate and/or redevelop deteriorating residential and commercial areas into vibrant places that will encourage and promote the quality of life already present in many Dallas neighborhoods. Historic buildings should be re-used to leverage new investment.

### Choice

The city should accommodate a variety of housing types to appeal to people at all income levels and increase the opportunity for ownership-housing near jobs and shopping.

## 3. Social Equity

### Opportunity

All Dallas residents should have equal access to quality housing, jobs, education and healthcare.

### Identity

The city will celebrate its many cultures and ethnicities and work toward inclusiveness on all fronts.

### Access

People from all neighborhoods, income levels and ethnicities should have access to public amenities, quality schools, parks and open space.



Mixed-use developments like West Village enhance livability.



Social equity includes access to affordable housing, public transportation, necessities and the protection of cultural practices.



## 4. Environmental Sustainability

### Parks and Trails

Residents will be encouraged to walk and exercise by providing pedestrian-oriented neighborhoods and an interconnected park and trail network that is integrated with nearby development.

### Pollution

City residents and businesses will be encouraged to embrace “green” practices that reduce waste and pollution, conserve water and protect and enhance the environment.

### Planting

The City will encourage neighborhoods and community groups to plant and preserve trees.

### Personal Health

Parks and open spaces will be located throughout the community. Neighborhood parks, small green spaces and open spaces should be within a short walk of all homes and accessible to everyone.



Access to natural areas, hiking trails and open space should be available within a short walk of all homes throughout Dallas.



## 5. Transportation and Infrastructure

### Efficiency

Transportation systems should ensure swift and cost-effective movement of goods and people inside Dallas and beyond.

### Safety

The transportation network should provide safe and timely access to housing, jobs, shopping, services and recreation.

### Choice

Investment in transportation should include a full range of options including surface roads, public transit, freeways, sidewalks and bikeways. Coordinated multi-modal planning will reduce residents' reliance on cars allowing them to live closer to work, live or work close to public transit and live in areas that are conducive to walking and biking.

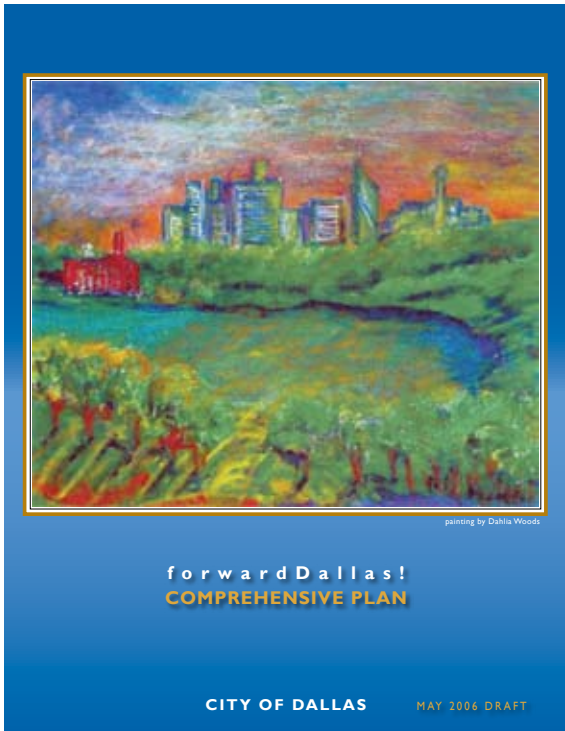
### The Environment

Transportation systems should contribute toward cleaner air and water while serving the needs of Dallas residents. Environmentally friendly travel choices should be promoted and made accessible to everyone.



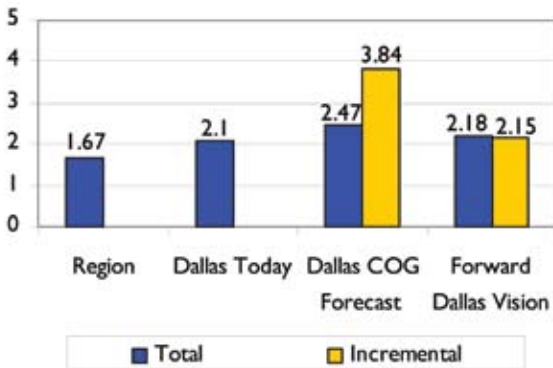
Efficient bus and DART service with access to an interconnected system of bike trails will draw more Dallas residents out of their cars.





The Vision describes the future of Dallas.

Chart II-i-1 Jobs to Household Ratio



Maintaining a balance of jobs and housing is critical for sustainable growth. ForwardDallas! recommends maintaining Dallas' current jobs to household ratio.



Development along the Trinity River will transform the area into a vibrant district for urban living, recreation and employment.

## The Forecast

The Vision reflects the Guiding Principles and shows a substantial increase in households over the next 25 years. The Vision predicts 220,000 new households. This increase would bring the city's total to about 692,000 households in a 30-year period from the Year 2000 to 2030. The Vision also forecasts 400,000 new jobs, bringing the city to a total of about 1,438,000 jobs by 2030. This represents robust economic activity in the professional and industrial sectors.

## Jobs

While the Vision includes significant economic activity in the central city, it directs new job growth toward other Dallas areas. This includes significant development along the Trinity River Corridor, in places near the Stemmons Corridor - Southwestern Medical District, at the proposed Agile Port industrial area in the Southern Sector, at the UNT campus and at other targeted areas throughout Dallas. The Vision also suggests jobs being dispersed onto main streets and into other commercial areas, spreading new employment throughout the city.

## Housing

Although the Vision increases the housing forecast substantially over existing projections, the rate tracks evenly with the growth of the region as a whole. This additional housing maintains the jobs-to-housing balance of 2.2 jobs per household (at roughly current levels). For comparison, the Metroplex currently has a jobs-housing balance of 1.67, as it includes both urban and suburban cities.

The Vision distributes new housing across the city and offers more housing choices. The Vision carefully avoids existing stable neighborhoods. About 75,500 new households (34 percent) are expected to be supplied by redevelopment opportunities. Such redevelopment areas are typically adjacent to quality transit and good road access. DART stations will play a prominent role in this redevelopment. The station areas are well-suited for offering an array of innovative housing options while providing easy access to quality public transit. Condominiums, townhomes and apartments will accommodate just over half of the new households, translating into significant opportunities for ownership across a wide variety of housing types and a wide range of income levels.

## Transportation

The entire Metroplex will benefit from these new development patterns as the daily number of vehicle miles traveled drops. This reduction will result from people living closer to where they work, shop and play. In essence, even though more people will use the roads, they will be making fewer and shorter trips. In addition, orienting new development toward DART light rail and other transit opportunities will provide more options.

- Land is becoming a scarce commodity. Efficiently using and recycling land will be more important in the future. The City must use the remaining land within its boundaries wisely. The City, in partnership with the development community, must find new ways to grow. Mixed-use development and redevelopment in areas capable of supporting additional growth are two strong solutions.
- With ample transportation corridors and connections, Dallas has many opportunities for redevelopment. Tremendous potential exists in the more than 40 existing or planned DART light rail stations alone. These are prime areas where public investment in infrastructure can serve as a catalyst to focus growth. Development in these areas reduces the need for vacant land, provides residents with travel options and minimizes dependence on cars. Benefits include reducing congestion, reducing time spent driving and reducing the need for overall travel.
- Mixed-use development in Dallas will result in a more efficient use of land. Over the last two decades, higher density and mixed-use development has gone from being largely ignored, to an experimental development, to the preferred model among many developers and residents of major cities. The City of Dallas hasn't kept pace with this urban evolution. Dallas should aggressively identify and capitalize on this kind of development. Residents of Dallas have shown that they will accept higher-density development, especially when it brings investment to areas in need and minimizes impacts to stable neighborhoods. There is increasing evidence, from projects such as Mockingbird Station or West Village, that new styles of higher-density housing with the proper amenities and urban environment are successful in the marketplace.
- Dallas can integrate transportation and land use to effectively manage future growth and reduce the amount of driving required by its residents. The strategy of combining compact, mixed-use development with housing and jobs near major transportation infrastructure will prove to be of enormous benefit in accommodating future growth and economic development. Evidence shows that driving declines in areas where land use and transportation are integrated and densities are higher.



At many DART stations vacant land or underdeveloped land surrounds the station area indicating prime opportunities for new investment and development.



The Building Blocks in the Vision Illustration mirror existing development patterns and include some new approaches to laying out neighborhoods, community centers and employment areas. All Building Blocks can incorporate buildings and structures of varying ages and forms, and include historic and modern buildings. In addition to a variety of possible zoning districts, Building Blocks can also have overlays, such as historic overlays, conservation districts and neighborhood stabilization overlays. The following section provides a glimpse into what these Building Blocks are, how they function and what they can look like in various environments.

## The Vision Building Blocks are Sorted into Two Main Categories:

### Walkable Mixed-Use Building Blocks

These Building Blocks will serve as the guide for areas where new patterns of development are envisioned. These are areas where a healthy balance of housing, jobs and shopping will exist in proximity, allowing residents to live, work, shop and play in the same neighborhood. Alternative modes of transportation such as public transit, bicycling and walking will be a high priority although the automobile will still play an important role. These areas have slower moving traffic and the average car trip is shorter. A range of different zoning categories can be applied in each block.

### Conventional Separate Use Building Blocks

These Building Blocks capture existing and established patterns of development that will continue to play a role in Dallas' future. These are areas that follow a development pattern, common since the 1950s, of separated land uses—housing, jobs and shopping. These areas are inherently more dependent on auto transportation and have large parking lots and fast moving arterial traffic. Walking and bicycling tend to be limited to recreational purposes and for the most part confined to quieter residential areas. Single-use zoning districts are appropriate tools to achieve this development pattern.



Walkable Mixed-Use Building Blocks incorporate a variety of development types including buildings with residential units above retail space, public parks and pedestrian pathways, rowhouses within commercial areas and integrated public transportation service throughout.



DART serves the Downtown, providing a crucial link for employees, residents and visitors traveling between the urban core and the outer neighborhoods.



Converting older office buildings, such as this one, to condominiums will allow a much greater number of housing units in the Downtown.

The following section provides descriptions of each type of Building Block and the tools and policies needed to create or enhance them.

## Downtown

The existing Downtown core serves as the basis for this Building Block and represents the most intense levels of development in Dallas. It serves as the prime center of commerce, employment and culture. Its success is key to the entire region's vitality and incorporates a dense mix of offices, retail, civic and residential uses into a vibrant, urban pedestrian-oriented and mixed-use environment. This Building Block may be appropriate to apply to other areas in the future.

### Land Use

A downtown area features a concentration of tall buildings, often with parking structures incorporated into the design. Buildings range from mid-rise residential buildings to mixed residential and commercial towers. Buildings have front doors right on the sidewalk and awnings to provide shade. Ground floors feature shops with many windows for visual interest and safety. Civic and open spaces provide an inviting atmosphere for pedestrians as well as a diversity of uses, providing activity throughout the day and evening. A dynamic balance of uses creates a vibrant urban center that draws residents and tourists to retail, educational, cultural and civic attractions. Open space is found primarily in the form of small public parks and plazas, and the streets themselves form an important public open space, through wide sidewalks and other amenities.

### Housing

This Downtown Building Block is designed to be pedestrian oriented and should contain higher density housing and an array of housing types, including mid- to high-rise condominiums, apartments and townhouses. Given constraints on the amount of land available to develop, new housing construction can be achieved by reusing and converting underperforming property. This would return underutilized land to productive use and build the critical mass of residents necessary for a vibrant, 24-hour neighborhood.

## Transportation

Interconnected streets and a variety of pedestrian amenities make the area inviting on foot and accessible by car, transit and bicycle. Wide sidewalks accommodate a variety of activities that should include vendors and sidewalk cafes. Amenities include trees for shade and lighting for safety at night. On-street parking accommodates visitors and creates a buffer between pedestrians and traffic. Downtown provides an important transit hub for commuter rail, light rail and local systems. Signs to provide directions and for advertising play a critical role in creating a distinctly central urban feel. Linkages to neighborhoods are also important to increase accessibility.

## Economic Development

The Downtown warrants significant public investment to sustain it as the signature place within the city and enhance its influence on the region's success. Economic development will focus on retaining existing companies and attracting new ones, in order to maintain the area's status as a premium destination for corporate headquarters. In addition increasing employment opportunities, the Downtown will work to increase tourism and the number of residents in the city center through reinvesting in the existing built environment and fostering positive redevelopment. The Downtown will constantly reinvent itself as it matures and thus must be both flexible and resilient. Converting older, underutilized office buildings to other uses, particularly residential uses, should be encouraged. Availability of goods and services to office workers, tourists and residents alike is a key component toward building a livable and vibrant neighborhood in Downtown. Initiatives should also focus on supporting Downtown as the economic and cultural center of the region. Physical improvements should foster a thoughtful connection between Downtown and its surrounding neighborhoods. Bringing Downtown to the Trinity River front is also a focus and a key element of implementation of the Trinity River Corridor plan.



Trees, wide sidewalks, crosswalks and well lit paths encourage people to make trips by foot.



Investment in public transit is linked to economic development and quality of life Downtown.



Map II-i.5 UNT Campus Area



The Campus Building Block provides a variety of economic development opportunities such as business or industrial parks, like the Pinnacle Park, university centers such as the UNT Campus area and the Southwestern Medical District.

## Campus

The Campus Building Block is intended to represent areas that are focused around major master-planned educational, institutional or business facilities that provide jobs for uniquely skilled people. The University of North Texas (UNT) campus was the motivating factor for creating this Building Block, although other examples exist, such as the Southwestern Medical District, the Medical City Center, the Veterans Administration Hospital area and business parks such as Pinnacle Park.

## Land Use

Campus Building Blocks often act as smaller versions of a complete community and include a range of single-family and multifamily housing for students and employees as well as a variety of offices, shops and services that support the major campus employer and area residents. Over time these areas can take on a “university town” feel as they develop. These areas may need to provide appropriate transitions to nearby residential areas. Campus Building Blocks may also contain amenities such as trails and other recreational facilities.

## Housing

The area should be a complete community and transition well into existing residential neighborhoods. The Campus Building Block will include the low-rise apartments and condominiums as well as townhouses.

## Transportation

All Campus Building Blocks are expected to have convenient public transit options available. Excellent public maps and directional signage are an important urban design priority. These areas need to emphasize the importance of planning for convenient regional access as well as internal area circulation to ensure that there are links between the major campus employers and the surrounding areas.

## Economic Development

Economic development efforts in these areas should capitalize on the potential for spin-off employment opportunities. Efforts will vary significantly by area and likely will include targeted business recruitment, infrastructure planning and parcel assemblage planning.

## Urban Mixed-Use

Urban Mixed-Use Building Blocks incorporate a vibrant and concentrated mix of residential and employment uses at a high overall density. These areas are typically near Downtown, along major corridors or near transit centers. Local examples include Uptown, the City Place/West Village area, Stemmons Design District, Cedars and Deep Ellum.

### Land Use

Mixed-Use Building Blocks are hubs of community activity and provide residents with a healthy blend of opportunities to live, work, shop and play within a short distance. Buildings may range from high-rise residential or commercial towers to townhomes and small corner shops. People on foot or bike can enjoy interesting storefronts at ground level. Large parking areas and other auto-oriented land uses will be mostly at the edges.

### Housing

These areas include a high density of housing and employment but at a lower density than Downtown. Housing would include low- to high-rise residential apartments and condos and townhomes. Every effort should be made to protect small enclaves of existing, stable neighborhoods from encroachments, intrusions and especially gentrification.

### Transportation

Good access to transit is essential to these areas, allowing residents, employees and visitors to exercise transportation choices. Mixed-use areas should revolve around pedestrian-oriented centers and should be pedestrian-friendly throughout. Benches, public art, on-street parking and wide sidewalks are critically important for these areas. Pedestrians, diners, shoppers, cyclists and visitors should experience a pleasant and “livable” streetscape through improvements such as better lighting and crosswalks.

### Economic Development

Mixed-use areas serve as a significant source for employment and housing and are important economic growth areas for the city. Market forces should drive most of the activity in these areas. Tools such as tax increment financing (TIF) districts and public improvement districts could assist in funding for higher quality amenities, such as infrastructure, public parking, open space and streetscape features.



Such housing will also be closer to other uses, such as shops and restaurants.



Mixed-use buildings, which combine retail and housing units, will be common in Urban Mixed-Use Building Blocks.



The primary defining characteristic of the Transit Center building block is adjacent development which takes full advantage of the proximity to transit.



Bus Rapid Transit (BRT) will be a part of the future transportation system in Dallas.

## Transit Center or Multi-Modal Corridor

Of all the Building Blocks, this incorporates the greatest range of building structures and land uses, with a strong emphasis on transit orientation and access. Transit stations support a compact mix of employment, retail and housing. Multi-modal corridors serve a variety of areas that do not necessarily support a mix of land uses, but accommodate some form of public transit within or adjacent to the right-of-way and focus on enhanced pedestrian and bicycle access to transit. These corridors should encourage the redevelopment of aging auto-oriented commercial strip development while respecting existing single family neighborhoods. Transit centers are usually near DART light rail or commuter rail stations but, in the case of multi-modal corridors, also could be along streetcar or enhanced bus corridors such as bus rapid transit. Examples of transit centers include the Mockingbird Station area, the Cityplace Station area, and the Westmoreland Station area and examples of multi-modal corridors include the Lancaster corridor and Ferguson Road with future rapid bus transit service.

## Land Use

The transition at transit centers will generally occur over a distance of up to a half-mile or the equivalent of a 10-minute walk. Transitions along multi-modal corridors vary in width, depending on adjacent land uses. Many are only one block deep because they are backed by stable neighborhoods. Residential buildings may range from multi-story condos and apartments above retail to townhomes and small single-family homes. Some station areas, such as Mockingbird, will consist of tall structures and cover a significant area with a mix of residential and non-residential uses. Multi-modal Corridors in particular would diminish quickly in scale, density, and intensity away from the corridor, respecting existing single family neighborhoods while maintaining a strong focus on transit-orientation and access.

Interactive public plazas and/or civic uses will be centrally located and easily accessible by transit. In addition, residential roof terraces and balconies overlooking transit station areas add “eyes on the street” that can enhance public safety. Transit station centers or multi-modal corridors may sometimes locate in or near established residential areas. Change in these areas will likely involve focusing new development directly around transit hubs and away from stable neighborhoods. Areas currently developed with single-family or duplex uses should generally be maintained

unless redevelopment is addressed through an Area Planning process. Gradual changes in building height and landscaping will play an important role in the transition from stable residential neighborhood to active transit hub.

## Transportation

Transit centers and multi-modal corridors improve travel conditions for everyone by adding choices in transportation and improving access. Roads entering and leaving these areas are likely to change in how they function to accommodate additional pedestrian activity near the transit facility. Street trees, lighting, wide sidewalks, on-street parking, signage and pavement treatments at intersections will aid pedestrians. Street patterns create short blocks for quick access to the station and public places. A sense of enclosure will be created by building up to the sidewalk with no large gaps between buildings, thus enhancing the human scale of these areas.

## Housing

This Building Block will include dense mixed-use development closer to the station and should transition in height and density down to single-family homes on the area's fringe. The main forms of housing envisioned for this Building Block include low- to mid-rise apartments and condos, townhomes and small single-family homes. Existing single family neighborhoods would also be accommodated with enhanced access to transit through pedestrian and bicycle connections.



High-density housing is located near the public transportation line in order to bring residents within immediate proximity of transit service. A green space near the station provides a public gathering and resting place.



DART stations are important strategic locations for new infill and redevelopment under the Vision.



Opportunities for TOD around under-developed transit centers abound.



Main streets offer streetside parking, wide sidewalks, benches for sitting and room to window shop.



The types of businesses that you might find along a main street include local businesses, coffee shops, restaurants, small boutiques and specialty stores.



Main streets add tremendous character to a community and help reflect each area's unique charm.

## Economic Development

Promoting housing and mixed-use developments where appropriate will be a major economic focus in transit areas. This may involve assistance with the development process or parcel assemblage. These areas may also be good candidates for tax increment financing and public improvement districts. Key projects warrant additional incentives if they are a catalyst project that is pivotal in jumpstarting an area or providing a unique opportunity such as transit-oriented affordable, owner-occupied housing.

## Main Street

Main streets are modeled after the American tradition of “main street” as a place for living, working and shopping. They are higher intensity streets with concentrations of pedestrian activity within larger corridors. They often have a historic component and offer opportunities to capture the historic characteristics of neighborhood commercial areas. Dallas examples include Jefferson Street in Oak Cliff, Knox-Henderson and Lovers Lane.

## Land Use

These active areas usually have buildings that meet the sidewalk with on-street parking available. Often several different uses are within buildings that range from one to four stories. Densities will drop quickly once moving off the main street, minimizing impacts on nearby neighborhoods. Businesses will be visible from the street and sidewalk with storefront windows and awnings to protect shoppers from heat and rain.

## Housing

Main streets are designed for high concentrations of pedestrian activity which will foster a sense of identity. The types of housing included in this Building Block are diverse and include low- to mid-rise apartments, condos and townhomes as well as small and medium sized single-family homes.

## Transportation

These areas will likely be served by bus or rail and offer safe, pleasant walking environments. The environment will include trees and wide sidewalks, with treatments such as pavement textures, bulb-out curbs at intersections for easy pedestrian crossings and on-street parking separating pedestrians from traffic. There may even be landscaped paseos or mews from main streets to rear

parking, dining areas or courtyards. Alleys behind main streets may provide convenient access to parking. These areas should not be developed under conventional off-street parking standards, but rather through a parking district or reduced off-street parking standards. The use of managed, shared parking is the preferred alternative.

## Economic Development

These areas need a fresh approach to economic development in order to sustain a mix of small businesses in a competitive environment. Efforts will likely include storefront improvement grants and regulatory support. Tax increment financing and public improvement districts also could be applied to fund major improvements or provide special services. Merchant associations along these corridors can guide public-private improvement projects. The primary public investment in these areas will be upgrading streetscapes to create high-quality pedestrian environments.

## Urban Neighborhood

The Urban Neighborhood Building Block is intended to represent vibrant neighborhoods close to major urban centers such as the Downtown and light-rail transit stations. Examples of urban neighborhoods include Oak Lawn, the Grand Avenue area in South Dallas and the Vickery Meadow area.

## Land Use

Urban neighborhoods are predominately residential but are distinguished from more traditional residential neighborhoods (described later) by the wide variety of housing options they provide. They also accommodate concentrations of shops and offices along key corridors or at key intersections, providing important services and job opportunities within walking distance of homes. These areas may have mixed-use buildings with ground floor shops. They also may include enclaves of older, stable residential neighborhoods. Infill and redevelopment should be especially sensitive to the need for preserving the existing neighborhood character of these special places to prevent intrusion, encroachment or gentrification. Areas currently developed with single-family or duplex uses should generally be maintained unless redevelopment is addressed through an Area Planning process.



Streets lined with single-family detached dwellings on smaller lots are an integral part of many urban neighborhoods.



Urban neighborhoods include several story residential buildings within a short distance of the central city. These development types often have retail and other services located within walking distance at key intersections.



Parking within urban neighborhoods is generally at a premium and works well incorporated in the form of structured parking.



The thousands of acres of the Trinity River and the Great Trinity Forest provide vital environmental cleansing services as well as natural beauty.



The quality and quantity of hiking, biking and running trails in Dallas contributes toward improved public health.

## Housing

This area is primarily residential but designed to include an array of housing types, which can include low- to mid-rise apartments and condos, townhomes and small or medium sized single-family homes.

## Transportation

Urban neighborhood streets are expected to be highly oriented toward pedestrians, providing excellent access to shopping, schools and other community services. There will be some emphasis on slowing traffic with the help of on-street parking and other similar traffic calming measures. There will be a number of transit choices with transit stops within easy walking distance of most residents. Trees and other sidewalk enhancements will be an important priority along streets that provide connectivity within the neighborhood.

## Economic Development

These areas will focus on creating and maintaining their urban sense of community that contribute to the quality of place in Dallas and provide areas that can meet future demand for a range of housing types. Partnerships will work to provide quality schools, affordable housing options and adequate neighborhood amenities. Public investments in these areas will focus on parks, pathways, transit stops, pedestrian-oriented landscaping in core areas and road improvements.

## Natural Areas and the Trinity River

This Building Block differs fundamentally from the others described in the Vision in that it does not prescribe a specified development pattern, but rather acknowledges the open space, waterways and other natural areas throughout the city and their contribution to a vibrant city.

The natural environment—lakes, rivers, streams and parks—form a vital system of green space throughout Dallas. Beloved places such as White Rock Lake, the escarpment and the Great Trinity Forest will be joined by new parks, open spaces and restored streams in the future. The thoughtful integration of the natural and built environments is essential to a healthy city. This not only enhances quality of life, but has positive environmental benefits as well, including contributing to improved air and water quality. Planned enhancements in the Trinity River Corridor will largely

reshape and contribute to the city’s network of natural areas in the future. Improvements to the natural and recreational features, water quality and flood conveyance of the Trinity River will knit together an extensive urban park system covering more than 6,000 acres. The December 2003 “Balanced Vision Plan for the Trinity River Corridor” also outlines a system of roads and trails that includes the Trinity River Parkway, levee-top roads, signature bridges, trails, pedestrian overpasses and plazas in order to reconnect Dallas’ neighborhoods to this recreational and natural area at the heart of the city.

## Business Center or Corridor

The Business Center or Corridor Building Block represents major employment or shopping destinations outside of Downtown and is distinguished by a strong auto orientation. Dallas examples include the Galleria area, the NorthPark Center area, Southwest Center Mall area at Interstate 20 and US Highway 67 and the Stemmons Corridor. Business Centers or Corridors are usually positioned at intersections or along highways or major arterials.

### Land Use

These centers or corridors typically consist of large office and retail areas and may include multifamily housing. Development densities are high and building types range from high-rise office towers to low- to mid-rise residential buildings for condos or apartments. Land uses are typically separated from one another by parking lots, freeways or arterial roadways. Bold lighting and linear landscaping features such as esplanades and tree-lined boulevards all work to set the tone for these areas. Public spaces such as parks or plazas may be situated at key entry points and central locations.

### Housing

While these Business Centers or Corridors are primarily oriented toward commercial and office uses, they will also include some multifamily housing that would include low- to mid-rise apartments, condos and townhomes.

### Transportation

Streets in these areas emphasize efficient movement of vehicles so gateway landscaping, monuments and other way-finding devices will play an important role in providing visibility from the freeway and guiding visitors. Transit service also may play an important part within these areas and help to create some pockets of transit oriented development.



Business Centers or Corridors are usually separated from other land uses and may take form as office towers located off a main arterial.



The Galleria area is a perfect example of a Business Center/Corridor Building Block where the development extends over many parcels separated by large parking lots.



Industrial areas often lack landscaping, sitting areas, parks and other amenities. The inclusion of these treatments would greatly improve conditions for workers.

## **Economic Development**

Business Centers and Corridors provide important concentrations of employment opportunities in the city in a format similar to, and competitive with, suburban areas. Economic development efforts focus on retaining and recruiting both large and small employers. Public-private partnerships also may play a role in keeping these areas vital and may involve tools such as tax increment financing districts and public improvement districts.

## **Industrial Area**

Industrial Area Building Blocks are important employment centers for Dallas. They occupy large areas of land and are usually situated near significant roads and heavy rail lines. Technological changes in this employment sector and the need to move goods nationwide from a central location have combined to offer a significant number of jobs within these Industrial Areas. Dallas examples include Agile Port, parts of West Dallas along Interstate 30 and the Stemmons industrial area around Irving Boulevard.

## **Land Use**

These areas include a mix of low- and medium-density industrial buildings. They consist of industrial yards and campuses separate from other uses due to the nature of the enterprises. This type of area includes logistics and warehousing, industries with strong potential for growth. These areas have a large amount of surface parking and are accessed primarily by car and truck. Urban design is oriented toward function rather than aesthetics. These areas include a broad range of ancillary support uses that should be concentrated within an industrial park rather than at the perimeter where they could negatively impact adjacent residential uses. New residential uses should be discouraged.

## **Transportation**

Industrial areas rely on quality roads and may be linked to rail for freight purposes. Accordingly, street lanes are wide and intersections are large. Sidewalks and other pedestrian improvements are minimal. Walking and transit options are limited.

## **Economic Development**

Dallas is uniquely situated to provide employment opportunities, economic development and expansion in the Southern Sector by capitalizing on national and international trade corridors that connect in the city. A coordinated regulatory approach by involved agencies will be key in the success of fostering this type of

development to the maximum benefit of the citizens of the area and the city as a whole.

The focus of economic development in industrial areas generally is business retention and recruitment of both large and small companies. Common tools could include partnerships, tax incentives and publicly funded infrastructure improvements. Public investment will mainly be for the significant infrastructure needs within these areas.

## Commercial Center or Corridor

Commercial Centers or Corridors primarily function as service and job destinations. They are similar to Business Centers or Corridors in the way they function but are smaller and less dense. They currently serve many Dallas residents on a daily basis and consist of corridors with nodes commonly at the intersection of major roads, and thus are easily accessed by car. Buckner Boulevard, studied in a community workshop, is an example of a Commercial Corridor.

### Land Use

Buildings in these destination areas typically stand one to five stories with offices, restaurants and a range of shopping. While corridors may contain a mix of uses, the uses tend to be on separate parcels. In addition to jobs and services, commercial centers or corridors also may include multifamily housing in low- to mid-rise apartment buildings or condominiums.

Parking is plentiful since uses are predominately auto-oriented. A significant amount of destination shopping, landscaping and design will enhance the visitor's experience. For large shopping centers, this may involve adding civic uses such as public plazas or other "town center" features.

### Housing

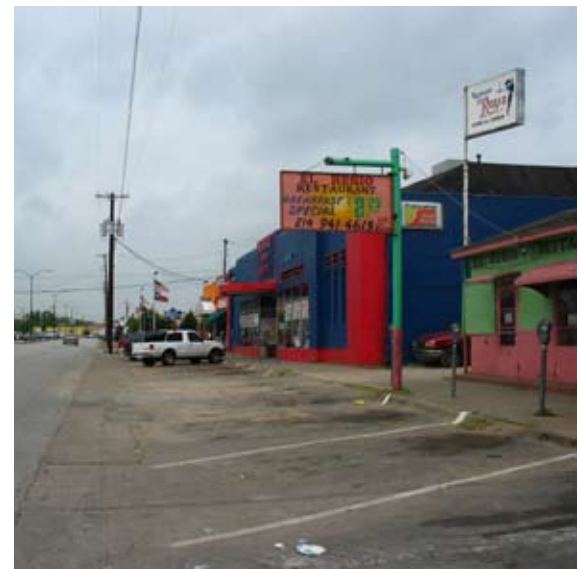
This Building Block primarily serves as a shopping and employment center. However some Commercial Centers may include low- to mid-rise apartments, condos and townhomes.

### Transportation

Large, swiftly moving arterials and their intersections are the anchors of these areas. Quality access and visibility are important components of successful auto-oriented development. Landscape buffers may be used to separate sidewalks from major roads. In some cases, storefronts may move closer to the street with slip road



Commercial Centers or Corridors are comprised of lower density developments set back off the road and separated by surface parking.



Many Commercial Corridors would benefit from new investment and streetscape improvements including better sidewalks, crossings and lighting to invite more pedestrian activity.



Many of Dallas' stable residential neighborhoods, comprised of mostly single-family detached homes, will remain unchanged.



Street layout, lighting and street tree standards for new conventional neighborhoods with single-family detached dwellings is important for residents's quality of life.



Both small and large parks are essential for healthy neighborhoods.

parking allowed along major roadways. Cross-street connections to surrounding neighborhoods could be expanded for easy, pleasant pedestrian access. And transit access, such as bus lay-bys, circulator lanes and shaded bus stops with seating will help provide travel options to these areas.

## **Economic Development**

Efforts may focus primarily on business retention and recruitment, both for large and small employers. Tools such as tax incentives and infrastructure assistance could be important when trying to attract major employers or unique, lifestyle retail developments or to encourage redevelopment in older shopping centers.

## **Residential Neighborhoods**

The Residential Neighborhood Building Block is intended for areas consisting primarily of traditional single-family detached homes, with only the occasional small apartment building or row of duplexes. Dallas has many neighborhoods that match this description, such as Preston Hollow in North Dallas, Lakewood in East Dallas, Winnetka Heights in Oak Cliff and Wheatley Place in South Dallas. Many of Dallas' neighborhoods in this Building Block are designated historic districts or conservation districts and others may attain similar designation in the future. The intent of this Building Block is to ensure that these neighborhoods are protected from encroachment of incompatible uses and to shift growth and change away from these neighborhoods.

## **Land Use**

Single-family dwellings dominate land use in these areas. Some shops, restaurants or institutional land uses such as schools, daycares and churches serving nearby residents may be at key intersections. Neighborhood pocket parks provide valuable open space for families. The size of individual lots may vary from neighborhood to neighborhood, allowing for a range of densities. The character of these neighborhoods also will vary, defined by front and side yard setbacks, the scale and age of homes, and driveway and garage orientation. These areas might include new neighborhoods with alternative development patterns such as smaller lots, alleys, rear garages and secondary uses such as granny flats and garage apartments.

Developed areas within these Building Blocks are expected to remain, for the most part, unchanged. Historic districts, conservation districts or neighborhood stabilization overlays are

useful tools in preserving the character of particular neighborhoods and should be encouraged in appropriate areas.

## Housing

This Building Block is designed to be primarily residential with single-family homes and some lower density multifamily housing options. This area could include small, individual apartment buildings and condos, townhomes, and small, medium and large sized single-family homes.

## Transportation

These areas are designed primarily for automobile access, although traffic on neighborhood streets is expected to be low. Pedestrian amenities are minimal and are typically at concentrations of pedestrian activity such as bus stops, schools and other community services. Transit may be available but typically involves longer walks to bus stops or a need to drive to park-and-ride facilities. Newly developed neighborhoods in this Building Block may provide improved connectivity and pedestrian access to community services through shorter block lengths, narrower streets, sidewalks and greenbelts with hike and bike trails. Such developments also may provide improved access to transit service.

## Economic Development

Residential neighborhoods are an important economic driver for the city, and preserving stable neighborhoods is an important priority with strong economic implications. Critical elements are public safety, quality school choices and affordable housing options. Public investment will focus on protecting quality of life by providing amenities such as parks, trails, libraries and road improvements.



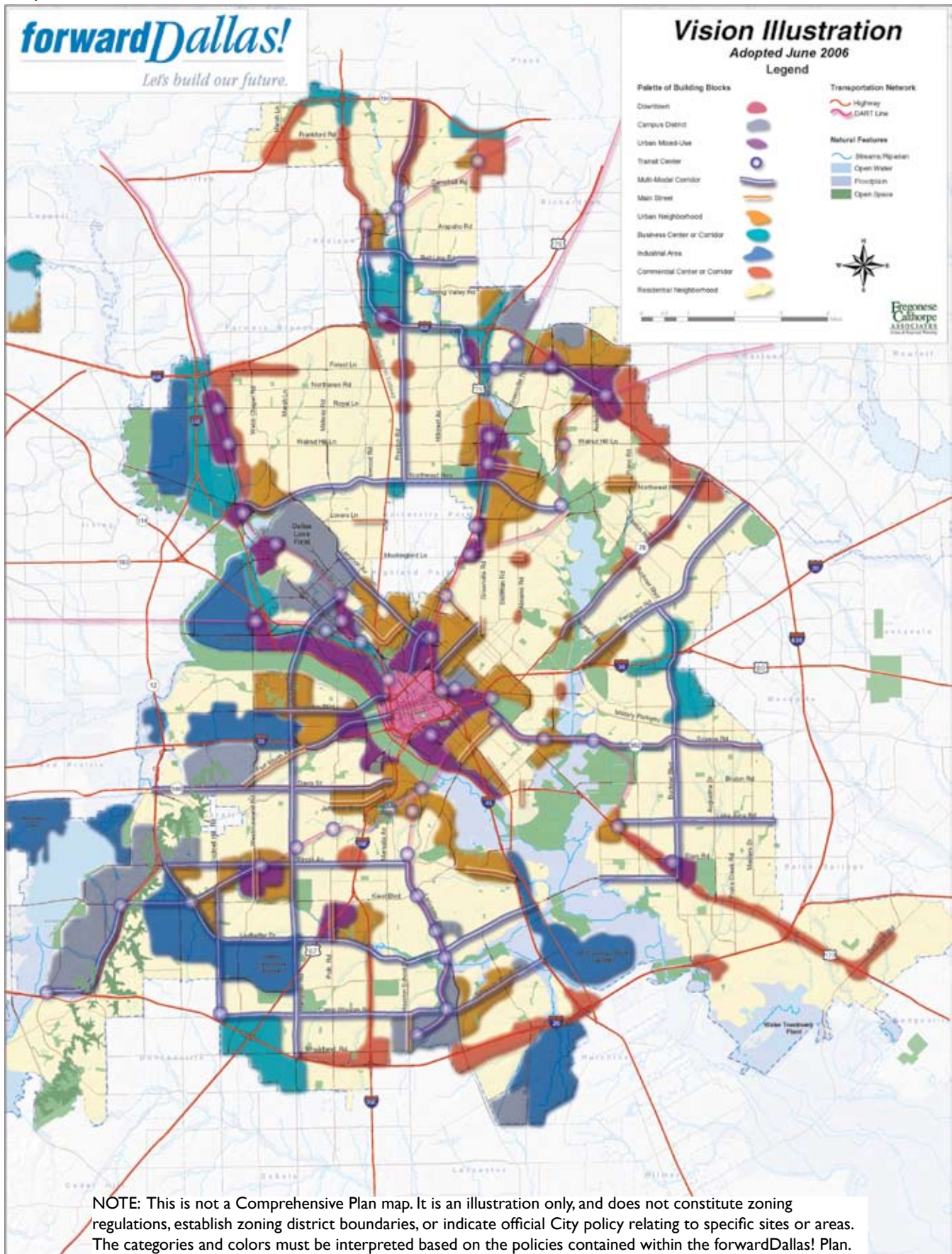
Quality schools are essential for attracting and retaining families and corporations.



Residential Neighborhood Building Blocks accommodate community organizations, churches and schools, as well as park and ride facilities.

# GOALS, POLICIES AND IMPLEMENTATION

Map II-i.6 ForwardDallas! Vision Illustration



## Conclusion

The Vision takes the themes and ideas of the city’s residents and incorporates them into an image for the city which brings housing closer to jobs, creates more opportunity for economic development and social equity and takes advantage of the city’s many natural resources. The Vision embodies the importance of integrating land use, transportation and economic development. The Policy Plan was crafted to provide decision-makers with guidance on how to do this with all future planning processes and policies. Inextricably intertwined with Land Use, Economic and Transportation Elements are the Neighborhoods, Housing, Urban Design and Environment Elements. These elements all address larger specific policy-related issues that require additional detail.

The Policy Plan recognizes the interactions between these various elements and provides a framework by which a multifaceted approach to planning and development can be taken in Dallas. By linking these elements together, the City and other agencies can make more efficient use of public resources and create enjoyable and desirable places to live.



“Sunset Over White Rock Lake” by local artist Dahlia Woods portrays some of Dallas’ best features including its striking skyline, amazing sunsets and natural backdrop— aspects forwardDallas! strives to enhance.



The redevelopment of the Downtown Arts District shows the potential of future projects in Dallas.