To update the Committee on the *ForwardDallas!* Plan, including:

– Status
– Anticipated Products
– Public Involvement Plans
– Next Steps
Forward Dallas Goals

Develop Vision for City (Vision)
- Neighborhood Workshops
- Citywide Visioning

Develop Comprehensive Strategies based on vision and analysis
- Develop Short term implementation or tactical plan

Develop monitoring and evaluation program
The Plan was Built from widespread involvement.
The
Compilation
Map

The Beginning
of a Vision
The Compilation Map

The Beginning of a Vision
Extensive analysis was conducted at the large and small scale.
Downtown - Vision
The Vision Evolves into a Comprehensive Plan
Downtown Dallas
Industrial Area

South of Trinity River
The Vision
Scenario: A Possible Future
The Vision Scenario vs. The NCTCOG Forecast

• A series of maps that details the major differences between the Plan and the official Forecast
Jobs by TSZ

The Vision
Scenario vs.
The NCTCOG Forecast
Households by TSZ

The Vision
Scenario vs.
The NCTCOG Forecast
The Transportation Vision: Dallas VMT per capita
Regional Transit Trips

Regional Transit Trips

Peak Transit

Off Peak Transit

TREND
VISION
RENAISSANCE
The Vision: Transportation

- Designing streets to serve adjacent land use

“One Size Does Not Fit All”
Bringing the Realms Together

North First Street, San Jose

Steve Price, UrbanAdvantage
Bringing the Realms Together

North First Street, San Jose

Steve Price, UrbanAdvantage
## Functional Class / Street Typology Relationship

<table>
<thead>
<tr>
<th>Functional Class</th>
<th>Commercial Street</th>
<th>Industrial Street</th>
<th>Transit Street</th>
<th>Couplet</th>
<th>Residential Street</th>
<th>Main Street</th>
<th>Mixed Use Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Arterial</td>
<td>[Black Bar]</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Minor Arterial</td>
<td></td>
<td>[Red Bar]</td>
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<tr>
<td>Community Collector</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>[Green Bar]</td>
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</tr>
<tr>
<td>Residential Collector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local Street</td>
<td></td>
<td></td>
<td>[Yellow Bar]</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Figure 4. Illustration of Standard and Minimum Roadway Sections

*M-4-U can be striped and operated as 2 or 4 lanes.
• Main Street
  – Main Streets are similar to mixed use streets in that on-street parking is key to the street and pedestrian realm coexisting. Where these streets differ is in the scale of sidewalk that is needed.
• Coordination with Land Use
• Ensure that there is the right kind of land available
• Build on the Economic Strategic Plan
Major Themes

• Business & industry
  – Retention & expansion of existing business
  – Recruitment & targeting
  – Innovation & entrepreneurship

• Specific development opportunities
  – Trinity River Corridor
  – Downtown
  – Housing
  – DART stations
  – Industrial areas

• Retail strategy
• Image & marketing/tourism
• Organizational considerations
• Cities are under pressure for retail sales tax revenue
• Most retail location decisions are driven by demographics
• Focus on developers, not retailers
• Understand that marketing does not drive image
• Market specific opportunities
  – Little value in “great place to live, work, and play”
• Drive home the value of civic investment
What Comes Next

• The Forward Dallas Vision
• The Dallas Comprehensive Plan
• The Forward Dallas Strategic and Tactical Plan
The Comprehensive Plan

- Built on Past Plans, updated and improved
- Components:
  - Land Use
  - Urban Design
  - Transportation
  - Economic Development
  - Environment
  - Public Involvement
  - Trinity River
The Strategic Plan
7 Key Strategies

• Creating strong and healthy neighborhoods
• Strengthening downtown Dallas
• Protecting the environment
• Making quality housing more accessible
  – Conversion of ailing residential buildings
  – School planning
• Enhancing the economy
• Encouraging new development patterns
  – Develop around transit
  – Redevelopment Tools
  – Masterplanning
• Enhancing transportation systems
Strategic Area Plans
Generic Area Plan Work Program

- Public Outreach
- Scenario Development, Analysis and Conclusion
- Refine Land Use and Urban Design
- Market Feasibility
- Transportation Design
- Utility Needs
- Police public safety review
- Schools
- Parks
- Environmental and sustainability
- Strategic infrastructure investments
- Capital Improvement program
  - Implementation Tools
  - Funding Plan
  - Economic Development Program
Strategic Program Plans

• Strategic Program Plans
• Projects that address City-wide programs rather than specific areas

• Examples
  – Proactive Infrastructure Planning
    • Greenfield areas
    • Redevelopment areas
  – School Planning
  – Conversion of Ailing Residential
  – Strengthening Existing Business Clusters
  – Central Business District
  – Medical/Biotech

• Economic Programs
• Environmental Plan
Dallas Comprehensive Plan

Tactical Plan and Catalyst Projects
Tactical Plan: Program

Plans

• New Mixed Use/TOD Zoning District
• Urban Design Standards
• New Parking Standards
• Tactical Thoroughfare Plan Update
New Tools: Zoning Districts

- Developing 4 new mixed use zones
- Developing a performance and form based approach
- Aligning new zoning with financial and market realities of redevelopment
- Modified Parking standards that react to urban environment (one size does not fit all)
New Form Based Districts

2.4.8 Stacked Rowhouse

Residential Mixed Use. A building with three or more dwelling units, each unit is separated by a common or party wall and having either separate front or rear access. Dwelling units within a building may be situated either wholly or partially over or under other dwelling units. Small office and gallery uses are permitted on ground floors.

PRINCIPAL USE SUMMARY (see 3.1 for complete list of permitted uses.)

<table>
<thead>
<tr>
<th>Floor</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ground Floor</td>
<td>Multifamily living, Offices, Art or photo studio gallery</td>
</tr>
<tr>
<td>Upper Floors</td>
<td>Multifamily living</td>
</tr>
</tbody>
</table>
Urban Design – Street Facing Architecture
Parking Standards Update

• Different Standards for different environments
• Suitable for urban and infill projects
• Adaptive to shared parking
• Provides for more accurate measurement of demand
Shared Parking: Exclusive Parking
Parking Facts

• Standard Parking Codes:
  – Provide that 50% of the parking spaces are vacant half the time
  – 43% of shopping centers report their parking lots are never full
  – 25% are 85% full only 10 days a year
  – Estimate demand by building size – a poor predictor
Parking Demand at Community Centers

\[ R^2 = 0.2437 \]
Strategic Area Master Plans

- UNT Area Plan
- Stemmons Corridor Area Plan
- Westmoreland Station
- Intermodal Area/Agile Port
- Downtown Streetcar Study
University of North Texas Campus Area

Greenfield Development/New Employment Center
Current Zoning Buildout:

3,356 new households and only 319 new employees.
University District
Commercial Street

SMU Campus – Hillcrest Avenue
Example: Westmoreland Station
Stemmons Corridor Area Plan
Aerial Photography
Current Zoning
Vision vs Trend

Trend Buildout:
- 938 households and 2,980 new employees

Vision Goals:
- 20,000 new core employment
- 2,500 support employment
- 5,000 new households
Downtown Dallas Streetcar Feasibility Study

- Coordinate with DART MIS Study
- Focus on Redevelopment
- Looks at Non-DART funding and operations
- 6 month timeline
Timeline

Vision – September
Strategic and Tactical Plan – October
Full Plan – November
Full Council Briefing – Dec
Reintroduction of the Plan to the Public: January
Adoption – Vision and Strategic Plan: March 2006
Comprehensive Plan – March 2006
• Stakeholder Group Outreach – now through end of year
  – Speaking Engagements
• Training for Spokespersons:
  – Special attention to interested councilors
  – Other Advocates
• Strategy for Amendments:
  – Recognize document is not perfect
  – Provide organization for suggested amendments
• Big Rollout of Results: January
Comprehensive Plan Update