Quality of Life Committee
Comprehensive Plan Update
September 26, 2005
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
Interactive Public Input
Ideas Interactivas del Publico

- Public Opinion Survey & One-on-One Interviews
  - October 2004
  - Over 800 respondents

- 8 Community Workshops and 2 Citywide Workshops
  - November 2004 through February 2005
  - Over 2000 participants

- 5 Follow-up open houses

- Numerous neighborhood, business group, and stakeholder presentations
Survey Results

Highest priorities

Education 85.6%
Public safety 80.3%
Environment 76.1%
Jobs 74.6%
Traffic 73.2%
Quality of life in neighborhoods 70.0%
Planning goals

A real consensus exists regarding

- Redevelopment, especially in southern sector
- Transit, especially rail
- Affordable housing, although less so for apartments
- Walkable neighborhoods
- Efforts to protect air, water and trees
Summary

Broad agreement across community in terms of values, priorities, hopes and fears about the plan

What citizens want the plan to do for them:

- Reduce crime
- Improve education
- Bring prosperity and a higher quality of life to southern sector
- Make Dallas more affordable
- Make Dallas more walkable
- Improve air and water quality and help preserve trees
- Increase the right kind of jobs
- Decrease traffic
- Keep expanding choices for entertainment and shopping
Strategic recommendations based on research findings

Understand the enthusiasm and deep optimism that citizens hold for Dallas

Recognize that the top two community priorities are crime and education and make sure that the plan addresses these directly where possible

Build on the tremendous consensus that already exists around:
- Redevelopment, especially in the southern sector
- Jobs
- Transit, especially rail
- Affordable housing choices
- Walkable neighborhoods
- Efforts to protect air, water and trees
- Beautify and clean up the city
The Compilation Map

The Beginning of a Vision
Extensive analysis was conducted at the large and small scale.
The Vision Evolves into a Comprehensive Plan
The Vision
Scenario: A Possible Future
A series of maps that details the major differences between the Plan and the official Forecast
190,000 more Households
COG Employment 2000-2030
COG Households 2000-2030
Vision Households 2000-2030
COG Composite 2000-2030
Vision Composite 2000-2030
The Transportation Vision:
Dallas VMT per capita

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<th>VISION</th>
<th>TURBO</th>
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Regional Transit Trips

- Peak Transit Trips: 155,800 (TREND), 185,900 (VISION), 208,400 (RENAISSANCE)
- Off Peak Transit Trips: 197,100 (TREND), 248,000 (VISION), 259,600 (RENAISSANCE)
The Vision: Transportation

• Designing streets to serve adjacent land use

“One Size Does Not Fit All”
North First Street, San Jose

Steve Price, UrbanAdvantage
North First Street, San Jose

Steve Price, UrbanAdvantage
# New Context Sensitive Design Standards

## DESIGN STANDARD

**MINOR ARTERIAL, FOUR Lanes, DIVIDED**

<table>
<thead>
<tr>
<th>Design Element (Width in Feet)</th>
<th>Downtown District</th>
<th>Campus District</th>
<th>Mixed Use Center</th>
<th>Transit Corridor</th>
<th>Main Street</th>
<th>Urban Neighborhood</th>
<th>Business Center / Corridor</th>
<th>Industrial Area</th>
<th>Commercial Corridor / Center</th>
<th>Residential Neighborhood</th>
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Develop Cross-Town Transportation Options

- Create new linkages
- East-West routes
- Roads, transit, bike, and pedestrian
Bus Rapid Transit

- On street
- Signal priority
- Natural gas option
- Quick stops
The Vision: Economic Development

- 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
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
Creating strong and healthy neighborhoods

- Preserve and promote stable neighborhoods
- Protect neighborhoods that residents value most
- Focus re/development efforts on areas in decline
- Establish network of neighborhood organizations to involve neighbors in planning efforts
Neighborhood Stability

• Designate “areas of stability”
  • Neighborhoods with established character
  • Communities in excellent condition
  • Reinvestment may be needed but land uses stay the same
Conversion of Ailing Multi-family

- Partner with code compliance and public safety agencies
- Target owners of derelict multi-family buildings
- Enforcement actions
Enhance Retail Environment

• Thriving retail supports the City and improves quality of life
Partner with cultural organizations to help improve quality of life
Residents want a clean and healthy environment

Develop protection standards

Preserve access to open space

Build on the efforts for protecting and enhancing the Trinity River corridor

Protect stream areas and other environmental assets
Making Quality Housing More Accessible

- **Multi-pronged approach:**
  - Home ownership – Enhance programs
  - Conversion of ailing residential buildings to attractive new structures through partnerships

- **School planning –**
  - Healthy communities rely on healthy schools
  - Help schools and neighborhoods better serve and support one another
Home Ownership Programs

- Excessive rental multi-family housing
- Provide more housing choice
- Provide home ownership opportunities
- Existing vacant and re-developable land
- Partner with Neighborhood Development Organizations and Community Development Corporations
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
  – Housing
  – Urban Design
  – Transportation
  – Economic Development
  – Environment
  – Public Involvement
  – Trinity River
forwardDallas!
Let's build our future.

The Strategic Plan
6- Year Strategic Plan with Annual Tactical Updates

Key strategic initiatives

• Programs/tools
• Area Plans
• Transportation Implementation
• Coordination Plan for ongoing target areas
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
Neighborhood Involvement Program

- Make it easier for neighbors to be involved in City development process
Strategic Area Plans

Trinity Plan Implementation

Station Area Plans

Economic Initiatives
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
• Developing 4 new mixed use zones
• Developing a performance and form based approach
• Urban design overlays
• Aligning new zoning with financial and market realities of redevelopment
• Modified Parking standards that react to urban environment (one size does not fit all)
Mixed Use Zones

- Diversity of housing types:
  - Townhomes
  - Single-family
  - Multi-family
- Learn from successful PD’s
- Services within walking distance
- Urban design
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>
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</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>

Front setback: 20’ min
Side (street) setback: 10’ min
Side (interior) setback: 5’ min
Rear setback: 5’ min
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
• **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
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
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
Vision – September
Strategic and Tactical Plan – October
Full Plan – November
Full Council Briefing – Dec
Reintroduction of the Plan to the Public: January
Adoption Process – begin in February
• 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