forward Dallas!
Let's build our future.

Quality of Life Committee
Comprehensive Plan Update
October 10, 2005
To update the Committee on the ForwardDallas! Plan, including:

– Status
– Anticipated Products
– Public Involvement Plans
– Next Steps
Dallas First Comprehensive Plan!

- Combining a pragmatic business approach with the best features of a traditional Comprehensive Plan
- Building a shared citywide Vision of the future
- Developing policies and an Implementation Plan to achieve the Vision
Forward Dallas Process

• Forge a Citywide Vision

• Develop Strategic Initiatives based on the Vision

• Develop a Policy Framework

• Develop a Strategic Implementation Plan
• **Forward Dallas Advisory Committee**
  – 75 members representing homeowners, business, institutional, non-profit and other organizations

• **City Council Committee**
  – 6-member Ad Hoc Council Committee dedicated to the Comprehensive Plan
Interactive Public Input

- Public opinion surveys
  - Phone survey with over 800 respondents
  - Newspaper insert newsletter and survey
- 10 interactive workshops with over 2,000 participants
- 5 open houses to view results
- Over 80 meetings to date with individual stakeholder groups
### Survey Results

#### Highest priorities

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Education</td>
<td>85.6%</td>
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<tr>
<td>Public safety</td>
<td>80.3%</td>
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<tr>
<td>Environment</td>
<td>76.1%</td>
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<tr>
<td>Jobs</td>
<td>74.6%</td>
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<tr>
<td>Traffic</td>
<td>73.2%</td>
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<tr>
<td>Quality of life in neighborhoods</td>
<td>70.0%</td>
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</table>
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
The Beginning of a Vision

- Compilation of workshop maps representing a composite of community desires in terms of development patterns
Testing the Vision
Modeling Future Growth
Comprehensive Analysis
Alternative Scenarios Evaluation

Economic Model

Transportation Model

Land Use Model

Fort Worth

Dallas
Vision 2000-2030
Job and Household Growth
• 570,000 new jobs
• 210,000 more than NCTCOG projections
• 270,000 new households
• 180,000 more than NCTCOG projections
Regional Transit Trips

<table>
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<tr>
<th></th>
<th>Peak Transit</th>
<th>Off Peak Transit</th>
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<td>TREND</td>
<td>155,800</td>
<td>248,000</td>
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<tr>
<td>VISION</td>
<td>185,900</td>
<td>208,400</td>
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<tr>
<td>RENAISSANCE</td>
<td>197,100</td>
<td>259,600</td>
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The chart shows the comparison of Regional Transit Trips between Peak and Off Peak Transit for TREND, VISION, and RENAISSANCE.
Potential Property Taxes
For City of Dallas

2020

New Revenue
Existing Revenue

Trend Vision Turbo

$0 $200,000,000 $400,000,000 $600,000,000 $800,000,000 $1,000,000,000 $1,200,000,000 $1,400,000,000

forwardDallas!
Let's build our future.
Draft Vision Illustration Emerges

- Long-term citywide vision in terms of a palette of development patterns / typologies
- Growth target for the City
- Areas of change vs. areas of stability – steer growth towards areas where it is wanted and needed
- Basis for creating land development policies and implementation plan
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
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
Protecting The Environment

- 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
• Vision
• Comprehensive Plan
• Action Plan
7 Key Strategies

- Creating strong and healthy neighborhoods
- Strengthening downtown Dallas
- Protecting the environment
- Making quality housing more accessible
- Enhancing the economy
- Encouraging new development patterns
- Enhancing transportation systems
The Comprehensive Plan

- Policy document updated on 5 to 10 year cycle and integrating existing plans and policies

- Components:
  - Land Use
  - Housing
  - Urban Design
  - Transportation
  - Economic Development
  - Environment
  - Public Involvement
  - Trinity River
• Implementation program coordinated with bond program cycle with 5 to 7 year horizon
• Updated annually in coordination with budget cycles
• Action plan focused on short-term projects with a two year horizon
• Monitoring system based on measurable indicators
Two Pronged Approach

- Specific Area Plans
- Implementation Programs
Strategic Area Plans

- Integrating Current Initiatives
  - Trinity Plan Focus Areas
  - New TIF Proposals
  - Neighborhood Improvement Program Areas

- Capitalizing on Emerging Opportunities
  - DART Station Areas
  - Major New Job Generators
Specific Area Plans
Comprehensive Work Program

- Interactive public outreach with major stakeholder involvement from outset
- Alternative scenario development and analysis
- Inter-departmental teams
- Land Use, Urban Design and Zoning based on market feasibility
- Public safety review
- Environmental sustainability
- Strategic infrastructure needs
- Capital Improvement Program
Implementation Programs

• Focus on citywide programs rather than specific geographic areas

• Examples:
  – Targeted Code Amendments
  – Economic Programs to Strengthen Existing Business Clusters such as Medical/Biotech and Logistics
  – Proactive Infrastructure Planning Program
  – School Planning Coordination
  – Conversion/Stabilization of Ailing Multifamily
  – Neighborhood Involvement Program
1-2 Year Action Items

• Catalyst projects/programs to respond to time sensitive needs/opportunities
Implementation Programs

• Create standard tools for strategic application to make desirable developments easier to do
  – New Mixed Use/TOD Zoning Districts
  – Urban Design Standards
  – New Parking Standards
  – Thoroughfare Plan Update
Mixed Use Zoning Districts

• Performance and form-based approach

• 4 new districts to accommodate a range of situations

• Align with market realities of redevelopment and challenges of mixed use projects
Urban Design – Street Facing Architecture
Parking Standards Update

• Current standards estimate demand by building size – a poor predictor. 50% of spaces are vacant half the time

• Different standards for different environments - suitable for urban and infill projects

• Provide for more accurate measurement of demand and promote shared parking
West Village, Dallas
Shared Parking: Exclusive Parking
The Transportation Vision

- Designing streets to serve adjacent land use

“One Size Does Not Fit All”
Figure 4. Illustration of Standard and Minimum Roadway Sections

*M-4-U can be striped and operated as 2 or 4 lanes.
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>
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New Context Sensitive Street Design Standards

## DESIGN STANDARD

**MINOR ARTERIAL, FOUR LANE, DIVIDED**

![Diagram showing street design standards](image)

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<tr>
<th>Design Element</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>
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From Vision to Specific Plans
Specific Area Plans

- University of North Texas Campus Area Plan
- Stemmons Corridor/Medical District Area Plan
- Westmoreland DART Station Area Plan
- Southern Sector Intermodal / Agile Port
- Downtown Streetcar Study
• New employment center with major spin-off economic development opportunities
Stemmons Corridor/Medical District

- Medical District expanding
- Wholesale trade business in transition
NCTCOG Projection:
938 new households
2,980 new jobs

Vision Goal:
20,000 new core jobs
2,500 support jobs
5,000 new households
Westmoreland DART Station Area

- Model for Southern Sector transit-oriented development (TOD)
Southern Sector
Intermodal / Agile Port

- Capitalize on opportunities from far east trade and existing freight rail and highway assets
Downtown Dallas Streetcar Feasibility Study

- Learn from Portland, Seattle, Miami, Atlanta
- Coordinate with DART Downtown Light Rail Plans
- Explore Non-DART funding and operations
- Focus on Redevelopment Opportunities
Building Dallas’ First Comprehensive Plan