ForwardDallas!
Comprehensive Plan
City Council Briefing
February 15, 2006

forwardDallas!
Let's build our future.

adelanteDallas!
Construyamos nuestro futuro.
• Brief City Council on the preliminary products of the Forward Dallas! Comprehensive Plan
Where we are in the process

- Develop Vision for City
  - Neighborhood Workshops
  - Citywide Visioning
- Develop Comprehensive Plan strategies and policies based on vision, modeling and analysis
- Develop implementation plan
- Develop monitoring and evaluation program
Dallas’ First Comprehensive Plan

Builds on many past plans
Four Components

• Vision

• Policy Plan

• Implementation Plan

• Monitoring System
1st Component
The Vision

Capturing Dallas’ dreams:

- Core Values derived from broad-based public input
- Six Key Initiatives to realize the Vision
- Vision Illustration based on a palette of building blocks or development patterns
Core Values

- Personal Safety
- Environmental Stewardship
- Fair Access to Education and Prosperity
- Choices in Transportation
- Quality of Life
- Investment in the Southern Sector
Guiding Principles

- Economic Development
- Housing & Community
- Social Equity
- Environmental Sustainability
- Transportation & Public Infrastructure
Six Key Initiatives

- Encourage new development patterns
- Enhance the economy
  - Strengthen Downtown Dallas
  - Focus on Trinity & Southern Sector
  - Enhance Core Industries
- Make quality housing more attainable
- Promote strong and healthy neighborhoods
- Enhance transportation and infrastructure systems
- Protect the environment
11 New building blocks to guide quality development
Vision Building Blocks

Special Mixed-Use Building Blocks
• Downtown
• Campus District
• Urban Core
• Transit Center
• Main Street
• Urban Neighborhood

Conventional Separate Use Building Blocks
• Business Center/Corridor
• Industrial Area
• Commercial Center/Corridor
• Residential Neighborhood
• Natural Areas/Trinity River
Example: Downtown Dallas
Example: Transit Station Center or Corridor
Example: Industrial Area

South of Trinity River
2nd Component
The Policy Document

• Seven Elements linked that establish the policy foundation for achieving the Vision:
  – Land Use
  – Housing
  – Economics
  – Transportation
  – Urban Design
  – Environment
  – Neighborhoods

• Updated on 5 to 10 year cycle

• (Policies for all 7 elements are compiled in the appendix.)
Land Use Element

• Establishes basis for zoning capacity to achieve growth targets of 220,000 new households and 400,000 new jobs by 2030

• Balances and integrates land uses with transportation systems to enable sustainable growth

• Incorporates Trinity River Land Use Plan

• Institutes a framework for ongoing, small area planning to refine and implement the Vision
COG Composite 2000-2030
Vision Composite 2000-2030
Current Zoning Vs. Vision Development

Trend

Vision
Forward Dallas!

Vision Building Blocks applied to developable land establishes:

- Citywide framework for Area Plans
- Basis for monitoring and benchmarking progress to achieve our goals
- Public document for Plan implementation
Implementation Through Area Plans

- Employs Comprehensive Plan methodology & analysis
- Commitment to local involvement
- Comprehensive solutions
- Action oriented
Key Policies for Land Use

• Establishes land use policies for quality development tied to Vision building blocks
• Aligns zoning ordinance with the Vision
• Monitor and maintain 15 to 20 year supply of land with appropriate zoning to build the Vision
• Refines Vision for implementation through Small Area Plans and Neighborhood Plans
• Coordinates land use, infrastructure and environmental planning
• Incorporates social equity polices
Desired Results

• Land uses are balanced to generate a robust tax base that builds prosperity for all Dallas’ citizens

• A development climate that encourages private investment and leverages public investment

• Establishes a basis for proactive planning for future transportation and infrastructure
Recognizes Dallas’ urban future

- Encourages new types of ownership opportunities for non-traditional home buyers
- Encourages housing supply to meet needs across the income spectrum for future generations
- Creates housing conditions to attract middle income families to the Southern Sector
Dallas is approaching housing buildout on raw land

- Land supply sufficient for 30,000 to 50,000 single family units
- Housing need for 220,000 units
- Increasing ownership is key to City’s goals
• Undeveloped residential land will be consumed in the next 15 to 20 years
• Much of the remaining land is constrained
Dallas has a higher percentage of rental housing than the region.
Solution: Increase share of infill ownership types

- Urban lifestyle population find Dallas attractive: Capture that market
- Townhouse and Condo are compatible as infill housing types
- Encourage innovative ownership housing styles that are higher density
- Work towards developing mixed income projects
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Plan Housing matched to income

Below Market | Apt | Condo | Townhouse | SFR Small | SFR Med | SFR Large | Hirise Condo
---|---|---|---|---|---|---|---
Demand | 31,677 | 67,964 | 33,694 | 31,123 | 20,282 | 27,861 | 1,728 | 15,194
Supply | - | 65,235 | 43,560 | 36,375 | 22,773 | 29,923 | 1,911 | 29,735

[Graph showing demand and supply for different types of housing]
Key Policies for Housing

- Encourage more home ownership in urban housing styles – small lots, townhouses, condominiums
- Encourage mixed-income residential developments
- Leverage housing implementation with City assistance and transportation and infrastructure investment
- Work toward building strong middle-income neighborhoods in the Southern Sector
Desired Results

- Home-ownership is increased in all areas of Dallas
- Southern Dallas is an attractive choice for middle-income families
- The cultural and ethnic character of neighborhoods is embraced
Supports the “Strategic Engagement Plan” and establishes policies that advance economic goals

- Fosters expansion and retention of business and industry
- Targets medical, logistics and technology-intensive industries
- Informs land use element to ensure it provides the right zoning for the right development in the right places
• Economic Plan works to Dallas’ Strengths
Factors Affecting D/FW Job Growth

- Targets Industries that have the most potential to grow in Dallas

FIGURE XX: FACTORS AFFECTING D/FW JOB GROWTH, 2000 TO 2005

Net Job Change by Factor (in thousands)

- Government
- Health Care & Social Assistance
- Accommodation & Food Services
- Finance & Insurance
- Mgmt. of Companies & Enterprises
- Educational Services
- Other Services (except Public Admin.)
- Arts, Entertainment, & Recreation
- Utilities
- Military
- Agriculture, Forestry, Fishing & Hunting
- Mining
- Real Estate & Rental & Leasing
- Transportation & Warehousing
- Wholesale Trade
- Retail Trade
- Construction
- Prof., Scientific, & Technical Srvcs.
- Information
- Administrative & Waste Management
- Manufacturing

Sources: Economy.com, TIP Strategies
Targeted Industry Categories

• Healthcare
• Logistics
• Technology Intensive Industries
• Support development activities in areas with best potential return on City investment
  – Trinity
  – Downtown
  – DART Stations
  – Southern Sector

• Develop clear, understandable land use regulations with zoning capacity to meet desired growth with reasonable standards that ensure quality development
Desired Results

• Coordinated economic development and land use planning
• Land use policies that are matched with sound economic strategies and programs
• Zoning and subdivision regulations that are market-tested to ensure that development is economically viable and of desirable quality
• Establishes fundamental linkage between thoroughfares and Vision building blocks

• Establishes Context Sensitive Design (CSD) standards for streets

• Establishes policies for ongoing coordination between land use and transportation and implementation of CSD standards
Reduces Vehicle Miles, Reduces Congestion, Increases Ridership
Establishes the Land Use Connection to Transit

Dallas DART Stations
Linking Thoroughfares to Development Patterns
### Thoroughfare Design Standards

#### Should respond to desired development pattern along the corridor

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|                | Total Travel Way Realm | Parking Lane | Downtown District | 35 | 85 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
|                |                      | Sidewalk | Campus District | 33 | 81 | 8 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
|                |                      | Buffer Type | Mixed Use Center | 33 | 81 | N/A | 5.5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
|                |                      | Buffer Width | Transi Corridor  | 22 | 39 | 26 | 22 | 23 | 26 | 22 | 23 | 22 | 23 | 22 | 23 | 22 | 23 | 22 | 23 | 22 |
|                |                      |                              | Main Street     | 35 mph | 45 mph | 35 mph | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |

| Context Realm | Setback | Parking Lane | Downtown District | 35 | 85 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Context Realm | Setback | Sidewalk | Campus District | 33 | 81 | 8 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Context Realm | Setback | Buffer Type | Mixed Use Center | 33 | 81 | N/A | 5.5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Context Realm | Setback | Buffer Width | Transi Corridor  | 22 | 39 | 26 | 22 | 23 | 26 | 22 | 23 | 22 | 23 | 22 | 23 | 22 | 23 | 22 | 23 | 22 |
| Context Realm | Setback |                              | Main Street     | 35 mph | 45 mph | 35 mph | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |

| Total Right of Way | Downtown District | Campus District | Mixed Use Center | 35 | 85 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Total Right of Way | Campus District | Parking Lane | Downtown District | 35 | 85 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Total Right of Way | Mixed Use Center | Sidewalk | Downtown District | 33 | 81 | N/A | 5.5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Total Right of Way | Transi Corridor  | Buffer Type | Downtown District | 33 | 81 | N/A | 5.5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Total Right of Way | Main Street     | Buffer Width | Downtown District | 35 mph | 45 mph | 35 mph | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Total Right of Way | Downtown District | Parking Lane | Downtown District | 35 | 85 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Total Right of Way | Campus District | Parking Lane | Downtown District | 35 | 85 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
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| Total Right of Way | Transi Corridor  | Buffer Width | Downtown District | 35 mph | 45 mph | 35 mph | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
Building Block Design Standards

Travel Realm

- 6 Lane Divided
  - Arterial (35 MPH)
- 4 Lane Divided
  - Arterial (35 MPH)
  - Collector (25 MPH)
- 4 Lane Undivided
  - Arterial (35 MPH)
  - Collector (25 MPH)
- 2 Lane Divided
  - Collector (25 MPH)

Transit Corridor Streets

- Pedestrian and Context Realm
  - Sidewalk
  - Street Furniture
  - Landscaping

Right-of-Way Requirements

- 600' Width
  - 100' Street
  - 500' Pedestrian
- 300' Width
  - 50' Street
  - 250' Pedestrian

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Context Sensitive Design Integrated into Thoroughfare Plan

- Buckner Blvd. Transformation
Key Policies for Transportation

• Coordinate land use and transportation planning
• Invest in full range of transportation modes
• Develop design standards that encourage the type of development desired along thoroughfares and corridors
Desired Results

- Reduced automobile trips
- Improved air quality
- Increased transit ridership
- Street environments that support alternative modes of transportation and respond to the character of the area through which they pass
Urban Design Element

- Establishes urban design policies tied to Vision building blocks
  - Encourages walkable convenience
  - Encourages architecture that responds to the surrounding community in context and scale

Jefferson Blvd Visualization
Policy 2.1.2 Support the creation and maintenance of street alignments and pedestrian connections that provide reasonably direct routes from homes or jobs to local destinations.

Disconnected street networks forces traffic onto a single arterial and limits travel choices to the automobile only.

An interco network e allows for higher capacity and is wall...
Key Policies for Urban Design

• Develop “walk to convenience” in urban neighborhoods
  – Land Use
  – Density
  – Connectivity
  – Amenity

• Consideration given to context and scale of neighborhoods when developing commercial/retail edges

• Gateways and neighborhood identity are reflected and enhanced through the built environment
Desired Results

- Quality development standards that:
  - Encourage private investment
  - Sustains property value
  - Mitigates opposition to development
- Good urban design creates an atmosphere of public safety and civic pride
- Create a consistent and predictable approach to quality development
Environment Element

- Establishes policies related to water quality and watersheds, urban tree canopy, open space and energy efficiency

- Provides basis for future updates of the “Renaissance Plan” to provide for open space and recreational needs to meet growth targets
Impervious Surface
100 Year Floodplain

100-Year Floodplain - Undeveloped according to the 2002 Land Use

- Road Network
- DART Lines
- Primary Highway
- Operational
- Operational by 2008/2015
- Streams/Riparian
- Open Water
- Floodplain
- Undeveloped Floodplain

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Key Policies for the Environment

- Protect Water Quality and Watersheds
  - Protect and enhance floodplain and riparian areas
  - Embrace “Green” Storm Drainage Practices
  - Increase vegetation and shading of waterways
- Increase Tree Canopy
- Promote Energy Efficiency
- Protect Open Space
- Plan for Future Parks
- Maintain Important Vistas and Views
Desired Results

- Improved efforts to plant and protect trees – reduce heat island and improve air quality
- Establish development practices that are sensitive to the environment – improve water quality and reduce flooding
- Fully implement the Trinity River Plan
Neighborhoods Element

• Promotes and protects the enduring value of Dallas’ successful neighborhoods:
  
  – Encourages and supports neighborhood participation in land use and quality of life decisions
  
  – Encourages historic preservation and development standards that are sensitive to neighborhood scale and character
  
  – Provides the basis for an update of the 1987 Dallas Preservation Plan
Desired Results for Neighborhoods

• Clean, safe neighborhoods with quality schools
• Expanded opportunities and choices for all Dallas citizens
• Strong neighborhoods promote positive community image and civic participation
• The enduring value of Dallas’ successful neighborhoods is promoted and protected through quality development standards
3rd Component
The Implementation Plan
Implementation Plan

• Projects for implementation prioritized by:
  • 5 to 7-year implementation items
  • 2-year action items

• Provides for annual update in coordination with budget and bond program cycles
Selection of Plans

- Target areas with the potential to deliver results
- Address key action items in a quick and effective manner
- Create outcome oriented plans – with key targets and actions identified
- Implement a performance management system that monitors results and responds to mid-course corrections
Implementation Programs

- Market-tested Mixed Use Zoning Districts
- Urban Design Standards for Walkability
- Urban Parking Standards
- CSD Implementation Program
- Ailing Multifamily Stabilization Program
- Non-traditional Home Ownership Programs
- Neighborhood Association Program
- Economic Development Programs for Targeted Industries

2-year Action Items are shown in red
Implementation Area Plans

- Stemmons / Medical District
- UNT Campus Area
- DART Station Area: Westmoreland
- Southport / Agile Port Area
- Downtown Streetcar
- Trinity River Corridor
- Vickery Meadow
- Lancaster Corridor
- Cedars/Farmer’s Market
- Asian Trade District
- Skillman Street
- Love Field Transit Connection

2-year Action Items are shown in red
This Presentation will focus on 3 areas as examples

- Examples of the integrated nature of Forward Dallas
- Each area implements all 7 elements of the Plan
- Methodology guarantees local involvement
- Includes economic testing and capital needs financing mechanism
Southwestern Medical Center Area
Area Advantages

- Medical sector is a targeted industry
- Major redevelopment potential
- Mixed use housing potential
- Transit oriented development potential
- Initiative and leadership from within area
- Major transformation possible
Proposed District
Design District Vision
SW Medical District Vision
Outcomes

• 50,000 new jobs
• 22,000 new homes
• Revitalized economic driver for Dallas
• City can play a facilitation and leadership role
Example: DART Station
• 100+ acres with direct access to DART Station
• 19 congestion free minutes to downtown
• Large parcels, low value
• Good infrastructure
• Good area for new small business
• Active local housing market
• Active and engaged local neighborhood
Outcomes

• New mixed income, mixed use neighborhood
• Strong Growth Forecasts
• Increased Property Value
• Walkable Neighborhood prototype
• Sustainable Development Demonstration Project
Downtown Dallas Streetcar Feasibility Study

- Coordinate with DART MIS Study
- Focus on Redevelopment
- Looks at Non-DART funding and operations
- 12 month timeline - focus on implementation
Learn from other Streetcar Systems

- Portland, Seattle, Miami, Atlanta
- Focus on Redevelopment
- Not regional systems
- Intended to improve a small area
- Often paid for by a variety of funds
- Implemented rapidly
Can be used to spread redevelopment to new areas

Most of Northern Downtown is in parking lots and low rise buildings

• Ross Avenue
Desired Results of Implementation Plan

- Shovel-ready sites in key areas for developments that are compatible with the Forward Dallas! Vision
- Ready-to-use programs and tools that can be used to address common issues across the City
- Closely integrated transportation and land use coordination program to implement context sensitive street design
4th Component: Performance Management System that monitors progress toward goals

- Establishes a tracking system for key growth indicators relative to Year 2000 base, Year 2005 milestone and Year 2030 target
- Provides basis for annual or bi-annual reports and periodic target and implementation adjustments
Key Monitoring Data

- Currently Under Development

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Next Steps

• Continue public outreach effort
• Modify draft through public input process
• Begin Plan Commission and Council review process
### Schedule 2006

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