

Memorandum



CITY OF DALLAS

DATE September 9, 2010

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Garland Road Corridor Vision Study Briefing

On September 14, 2010, staff will brief the Quality of Life Committee on the Garland Road Corridor Vision Study. This is a neighborhood initiative undertaken as a public-private partnership planning project. The Quality of Life Committee was last briefed on this plan, concerning the project's proposed funding and scope, on June 11, 2007.

This briefing will provide the Quality of Life Committee with an update on the Garland Road Corridor Vision Study public process and draft report, which is currently under review. A copy of the PowerPoint presentation is attached.

If you need further information please call Theresa O'Donnell at 214-671-9293.



A.C. Gonzalez
Assistant City Manager

Attachments

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge Municipal Court
Forest E. Turner, Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager

A Sustainable Development Planning Partnership

Garland Road Vision



GARLAND ROAD CORRIDOR **VISION STUDY**



Presentation Outline

1. Project Background
2. Project Focus
3. Public Events and Emerging Study Vision
4. Upcoming Events

Garland Road Vision Project Background

- The Garland Road Vision Advisory Committee (“GRV”) was formed in 2006.
- The GRV Committee is made up of individuals who represent neighborhoods and individual stakeholders which abut Garland Road in the designated stretch.



Project Background

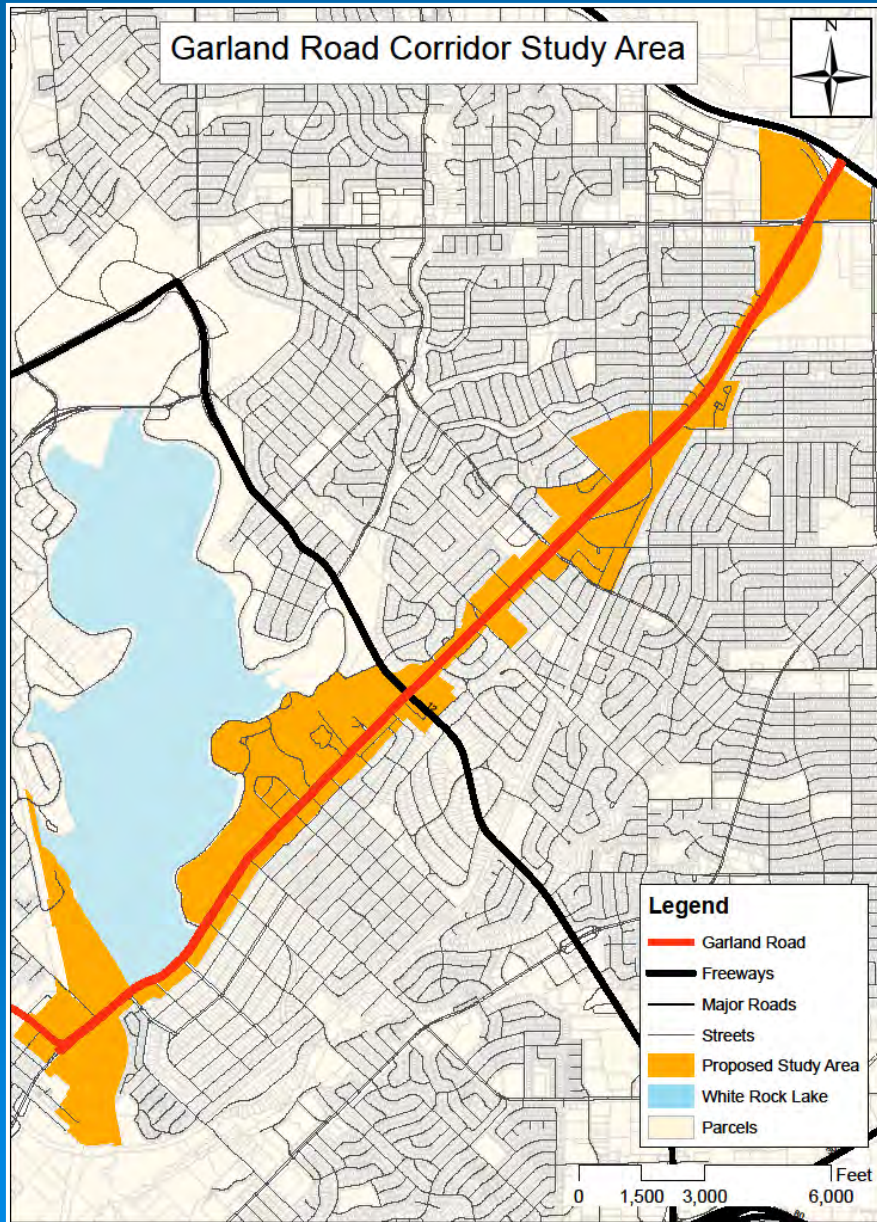
- The GRV has been the beneficiary of a Sustainable Development Program grant from the North Texas Council of Governments (NCTCOG) in the amount of \$120,000.
- The required \$30,000 match was raised by donations from GRV area individuals, companies, and neighborhood associations.
- A team led by the HOK Planning Group was hired to conduct the planning process and develop the plan.



Project Background

Garland Road Vision Study Area

- Corridor focus is from IH-635, to Gaston and East Grand Avenues.

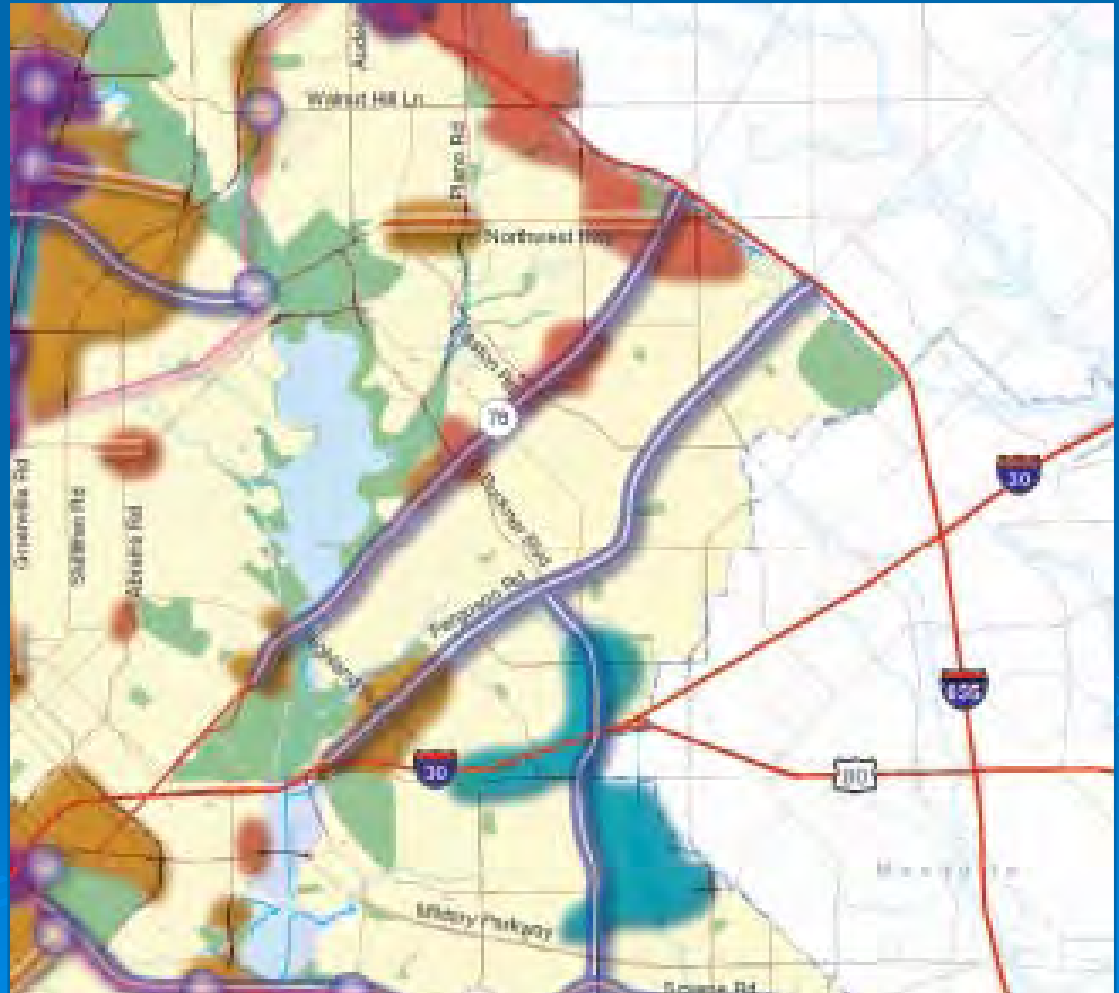


Project Background

forwardDallas! Comprehensive Plan Vision for East Dallas

Garland Road is identified as a multi-modal corridor gateway to the city.

A multi-modal corridor facilitates a mixture of transportation choices, including consideration of light rail, streetcars and bus options (express buses, bus rapid transit).



Garland Road Vision

MISSION

...”The Garland Road Vision is an initiative created for the enhancement of both operational function and aesthetic character along the Garland Road corridor from the Dallas/Garland City limits at LBJ freeway to the intersection at Gaston Avenue.”

Advisory Committee Members

Margaret Bell
Dixon Branch HOA/ Lochwood

Steve Hefner
Casa Linda Shopping Center

Bob Weiss
Lakewood

Gary Griffith
Ex officio

Mary Brinegar
The Dallas Arboretum

Shirley Loftin
Casa View Heights

Scot Williams
Little Forest Hills NA

Sheffie Kadane
Ex officio

Aren Cambre
Lake Park Estates

Bruce McShan
McShan Florist

Chakilla White
Doctors Hospital

David Schleg
City of Dallas Liaison

Susan Enarson
Lake Park Estates

Brad Rogers
Casa Linda Estates NA

Darrell Wood
Eastwood HOA

Richard Mason
TXDOT Liaison

Mary Griggs
Emerald Isle HOA

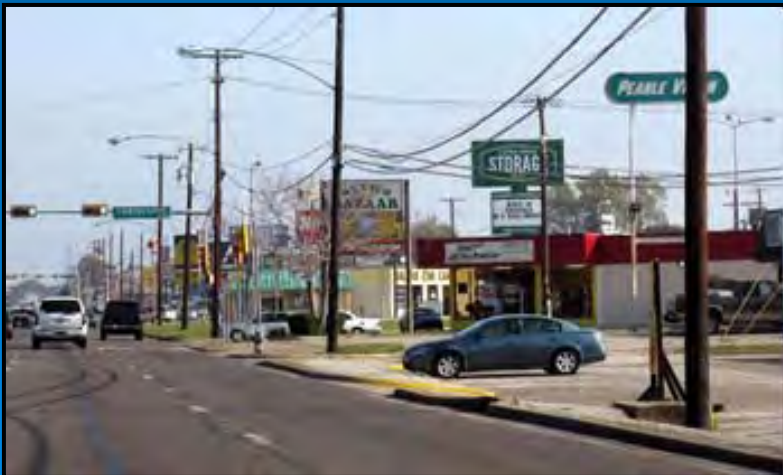
Gloria Tarpley
Forest Hills

Gerry Worrall
YMCA @ White Rock

Garland Road Vision Goals and Objectives



- To enhance operational function and aesthetic character along the Garland Road corridor.
- To establish an avenue of accessibility and attractive utility to all who live and work near Garland Road.
- To encourage resident and stakeholder participation in the visioning process.
- To achieve a vision based upon the consensus of the communities of Garland Road.
- To identify specific implementation projects that will guide the City of Dallas' future bond program projects and private development.



The Garland Road Vision Study

The GRV Study focuses on the following:

CONTEXT SENSITIVE DESIGN

Beautification within the Right of Way of Garland Road.

What is the desired approach to aesthetics utilizing landscaping, lighting, signage, planters, pedestrian paving materials and public art?

FUTURE CIRCULATION VISION

A multi-modal approach that will consider the pedestrian, cyclists, transit and alternatives to automobile.

What are the existing transportation issues and opportunities that the consultant team should explore and address?

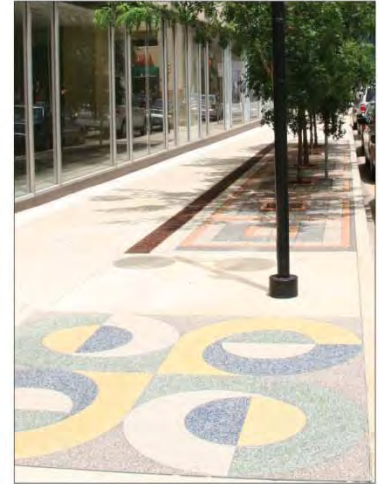
LAND USE & ECONOMIC DEVELOPMENT

Several developments in the corridor have been reinvented multiple times through the years.

What commercial uses in the corridor are currently under utilized and have potential to be reinvented?

What would you like it to become?

PROJECT SCOPE | Context Sensitive Design



NOTE: The above images are examples of Context Sensitive Design and are not intended to portray design solutions for Garland Road.

PROJECT SCOPE | Transportation



NOTE: The above images are examples of Transportation improvements and are not intended to portray design solutions for Garland Road.

PROJECT SCOPE | Land Use & Economic Development



NOTE: The above images are examples of Land Use & Economic Development plans and are not intended to portray design solutions for Garland Road.

Garland Road Vision Public Events



- **Tuesday, October 8, 2009**
GRV Community Open House

First Family Church
10715 Garland Road

The focus of the October, 2009 Open House was to introduce the GRV planning project and HOK consulting team to area residents and business owners.

- **Saturday, November 14, 2009**
Concept Workshop

Tuesday, November 17, 2009
Public Meeting

First Assembly of God Church
11000 E. Northwest Highway

At the November Workshop and Public Meeting, draft conceptual designs, as well as a listing of initially-known area concerns and issues, were discussed presented to garner initial community feedback.



Garland Road Vision Public Events

Starting in late March, 2010, there were two Open Houses held, allowing the public to review the Garland Road Vision Study progress to-date;

- **Thursday, March 25, 2010**
6:30 pm – 8:00 pm
Bryan Adams High School
2101 Millmar Drive
- **Thursday, April 8, 2010**
6:30 pm – 8:00 pm
Dallas Arboretum
8525 Garland Road

These Open House events introduced area stakeholders to various conceptual solutions regarding study area issues and concerns raised at the October and November 2009 public events.



Garland Road Vision Study Emerging Vision

SUMMARY OF PUBLIC COMMENTS TO-DATE | Development

What are the places, views or activities in the Garland Road Corridor that are most distinctive and most important to emphasize?

- White Rock Lake and spillway
- Arboretum
- White Rock Market Place and Casa Linda shopping centers
- Casa Linda Shopping Center
- Long-established businesses and unique retail
(McShan; gardening stores, etc.)
- Doctors Hospital
- Existing neighborhoods
- Existing churches

Garland Road Vision Study Emerging Vision

SUMMARY OF PUBLIC COMMENTS TO-DATE | Development

What places, views or activities are most important to change or diminish?

- Fatigued buildings
- Structures with broken and boarded windows
- Unprofessional signage
- Extreme mix of business types, i.e., industrial, commercial, retail, light industrial
- Graffiti
- Overhead utilities
- Traffic
- Inconsistent building heights and uses
- No desire for Garland Road to become a canyon of low and mid-rise buildings

Garland Road Vision Study Emerging Vision

Stakeholder Vision from Workshops

STAKEHOLDER CONCEPTS | Development



Mixed Use @ White Rock Creek



Senior Living near Commercial @ Jupiter



Jupiter Mixed Use Concept



Live/Work Type Concept

Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study – Draft Corridor Vision

Figure 3.1 Garland Road Vision Plan



Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study – 4 Strategic Opportunity Areas



Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study Strategic Opportunity Area #1



White Rock Spillway Area – Garland at Gaston

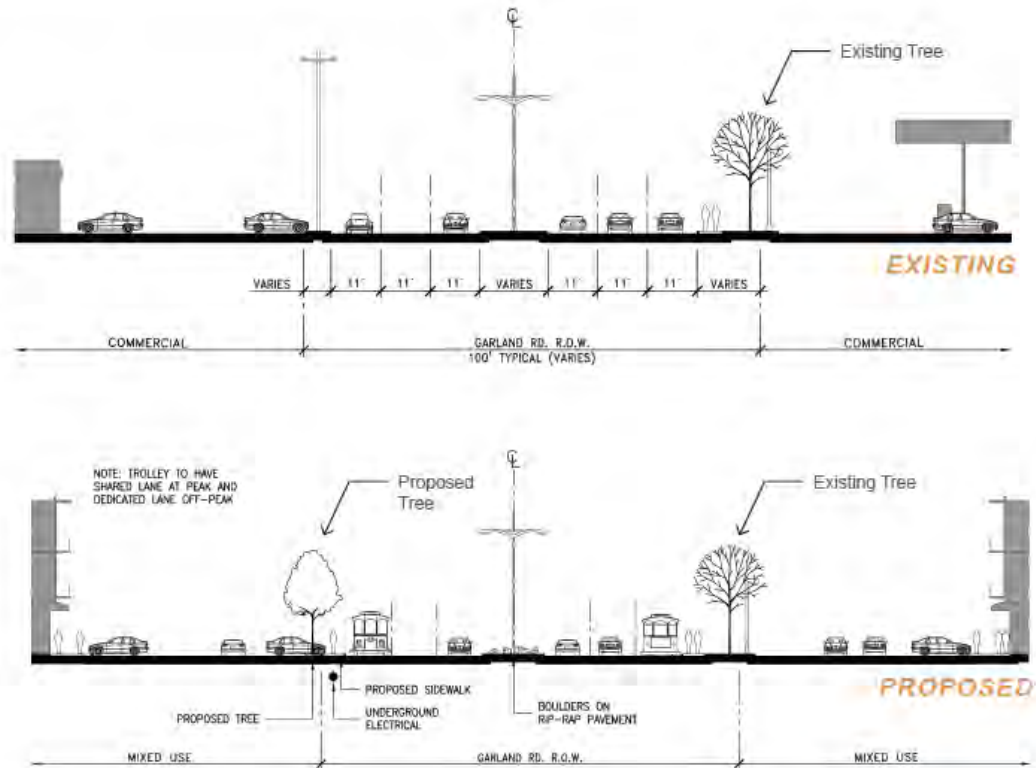
Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study Strategic Opportunity Area #1



Figure 4.2 (Top) Existing Area 1 Development
 Figure 4.3 (Bottom) Potential Future Mixed-Use Development

Figure 3.10 Section A: Garland Road at Winsted Drive



Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study Strategic Opportunity Area #2



Southeast Corner of Garland and East Centerville

Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study Strategic Opportunity Area #2

Figure 3.13 Section D: Garland Road and East Centerville Road

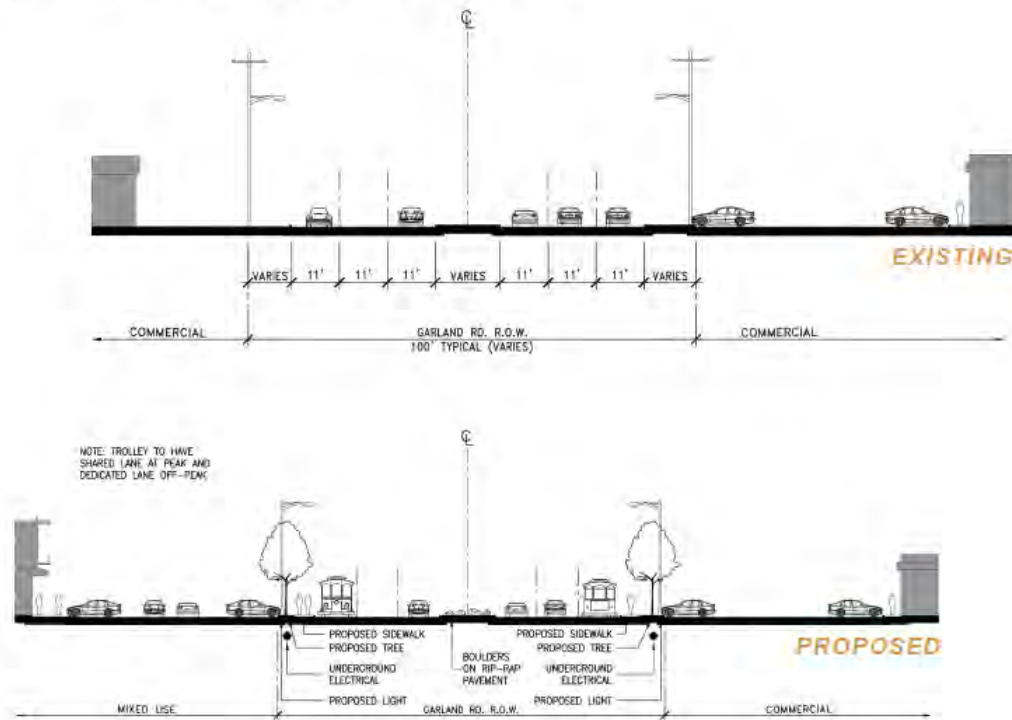


Figure 4.5 (Top) Existing Alvin Street

Figure 4.6 (Bottom) Potential Future Mixed-Use Development

Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study Strategic Opportunity Area #3

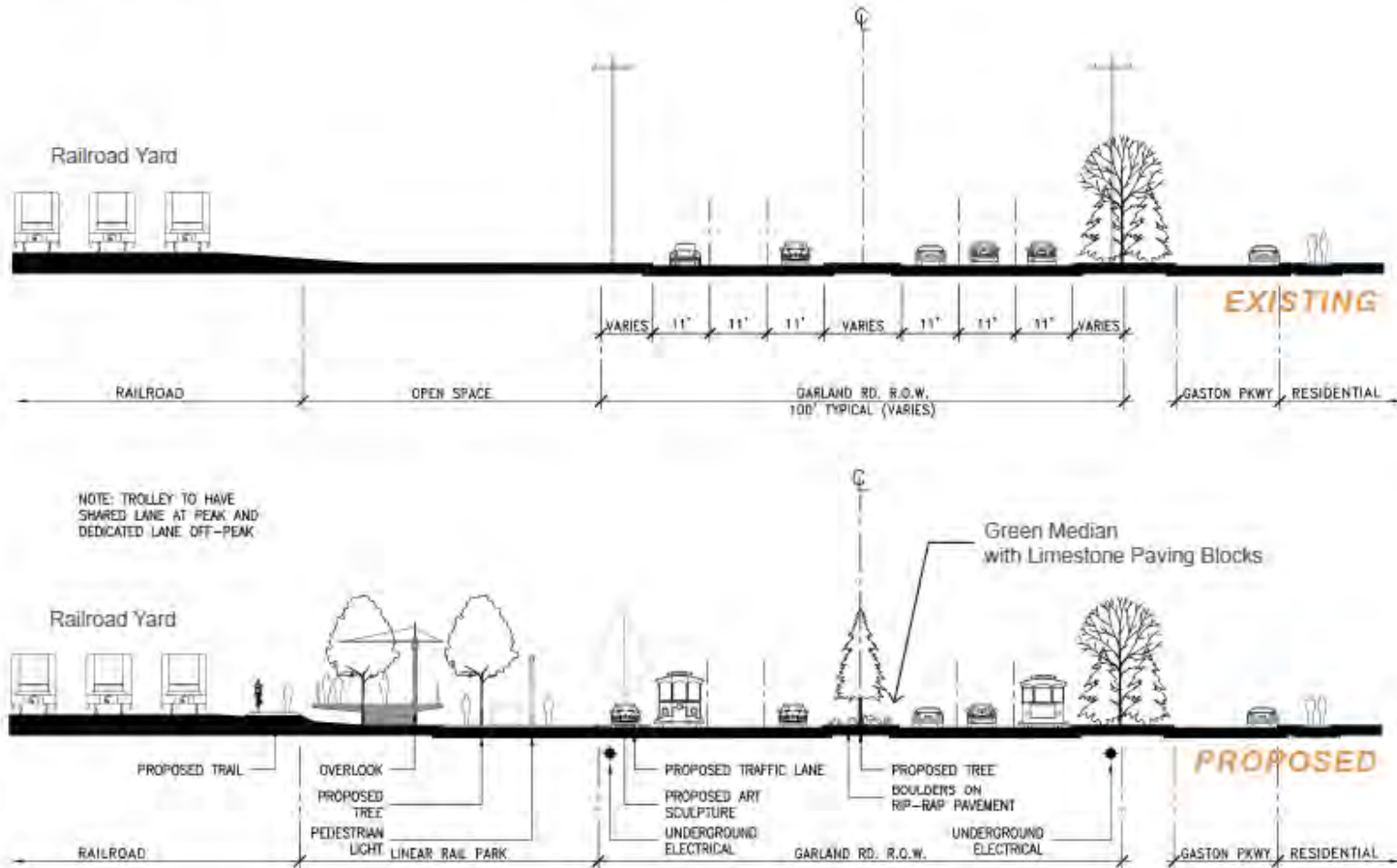


Linear Park on TxDOT Easement – Garland at Santa Anna

Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study Strategic Opportunity Area #3

Figure 3.15 Section F: Garland Road at Railroad Yard



Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study Strategic Opportunity Area #4



Samuel Garland Park Area - Garland and Northwest Hwy Intersection

Garland Road Vision Study Emerging Vision

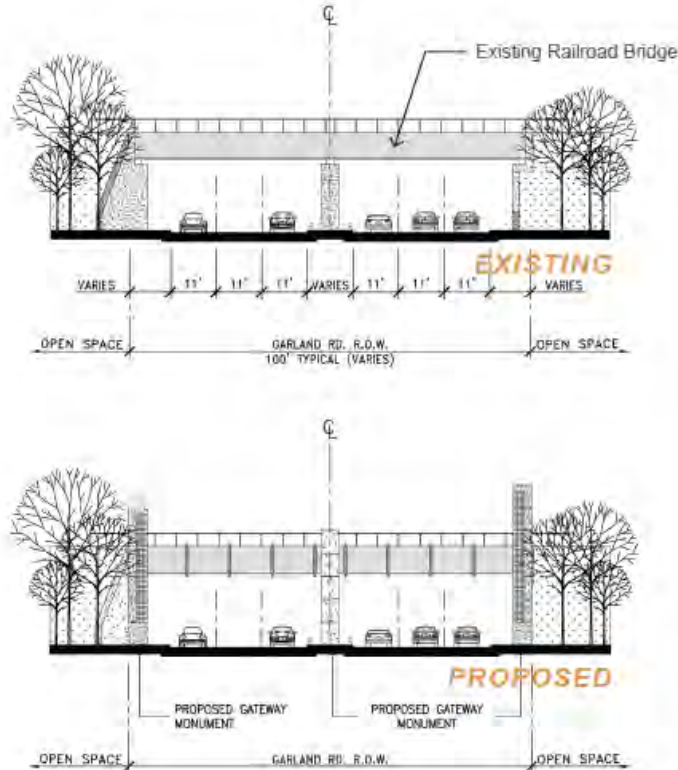
Draft Garland Road Vision Study Strategic Opportunity Area #4

Figure 3.16 Section G: Garland Road and Northwest Highway



Figure 4.11 (Top) Existing Area 4 Development

Figure 4.12 (Bottom) Existing Rail Bridge



Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study | Mobility

Trails & Bike Routes



GARLAND ROAD VISION STUDY



The Office of Strategic Planning is coordinating the Garland Road Vision Study's Trails and Bike Route Recommendations to the on-going Dallas Bike Plan update planning effort.

- Improved Way-finding to Garland Road Area Bike Trails and Bike Routes was the only clear recommendation.
- There was no apparent overall consensus for the location of additional bicycle facilities. Comments were made to suggest facilities be located both along Garland Road, and off of Garland Road on parallel, non-arterial roadways.

Garland Road Vision Study Emerging Vision

SUMMARY OF PUBLIC COMMENTS TO-DATE | Mobility

What changes would do the most to encourage people to walk or bike to destinations in the Garland Road Corridor?

- Landscape with more plantings (trees, flowers, shrubs)
- Enhanced lighting
- Provide wide, continuous sidewalks
- Provide bike trails that are separated or set back from street
- Increase pedestrian street crossing time on lights
- Increase police protection/enhance safety features
- Add more cafes, shopping and entertainment venues
- More restaurants, entertainment venues such as a nice movie theater
- Clean up corridor to make more attractive

Garland Road Vision Study Emerging Vision

SUMMARY OF PUBLIC COMMENTS TO-DATE | Mobility

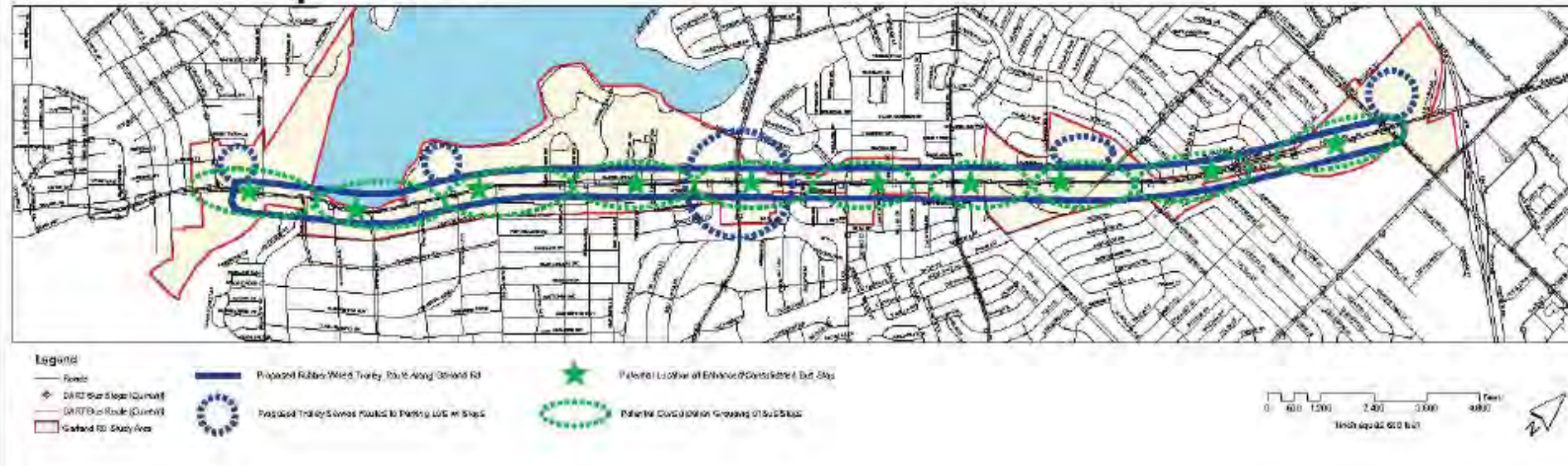
What transportation improvements would be most beneficial to the people who live, work, shop or visit in the Garland Road Corridor?

- Add left turn lanes or access lanes
- Increase bus service
- Expand DART light rail to Garland Road
- Offer trolley, tram or shuttle service along Garland Road
- Slow traffic down/introduce traffic calming
- Add stop signs on Garland Road
- Repave Garland Road
- Provide bike racks and/or bike rentals
- Discourage Garland Road as thoroughfare
- Enhanced waiting stations for transit
- Subway system
- Make pedestrian crossing lights longer to allow time for people to cross
- Provide parking alternatives for Arboretum

Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study | Mobility

Public Transportation



Draft Recommendations concerning Public Transportation include:

- Better Access Management – More Dedicated Right and Left Turn Lanes.
- DART Bus Route Efficiency and Access – Consolidate the Corridors 65+ DART Bus Stops through improved and “continuous” sidewalks, improved pedestrian access from adjacent developments and upgraded bus shelters.
- Garland Road Corridor Trolley – Servicing major shopping areas and the Arboretum.

Garland Road Vision Study Emerging Vision

SUMMARY OF PUBLIC COMMENTS TO-DATE | Beautification

Enhancements – like banners, signs, landscaping, or sitting areas – can help make a place inviting and enjoyable. What enhancements would you like to see along the Garland Road Corridor?

- Add trees, landscaping, flowers, green space
- Provide sitting areas
- Incorporate architectural enhancements/fountains/art
- Provide decorative lighting
- Encourage small shops, cafes, restaurants, boutiques
- Create pocket parks
- Provide a dog park
- Brick the streets/road
- Institute sign requirements
- Create a corridor theme
- Provide trash receptacles
- Hang attractive banners
- Decorate for holidays
- Enhance entrance gateway to corridor at both ends
- No high-rise buildings overlooking the lake
- Clean up streets and parking lots

Garland Road Vision Study Emerging Vision

SUMMARY OF PUBLIC COMMENTS TO-DATE | Beautification

What word or phrase describes the Garland Road Corridor as you would like to see it in the future?

- Dallas' Green Garland Road
- Peaceful with lots of trees.
- “A beautiful road to drive.”
- Neighborhood friendly
- More self-contained
- Inviting, comfortable, safe, special
- Beautiful! Lush & green.
- Attractive. Friendly.
- Earthy upscale and artsy.
- Uniquely East Dallas. Stunning.
- Lovely, Fun. Outdoorsy.
- The Wilshire Blvd of Dallas -- The Lake District
- Eclectic, diverse, unique
- Natural, open, pedestrian friendly

Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study - Beautification

Hardscape, Landscape, Monuments/Gateways



Use Landscaping and Unique Monuments/Gateways to Beautify and Define the Corridor

Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study - Beautification

CORRIDOR PRECEDENT



Use the current Urban Design and Landscaping found at the Arboretum, Residential Neighborhoods and Santa Fe Trail/Spillway Area to create a Corridor Design "Theme" 35

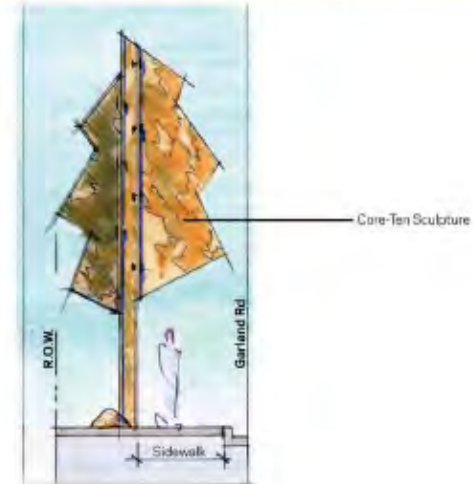
Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Study - Beautification

Median at Intersections - Typical



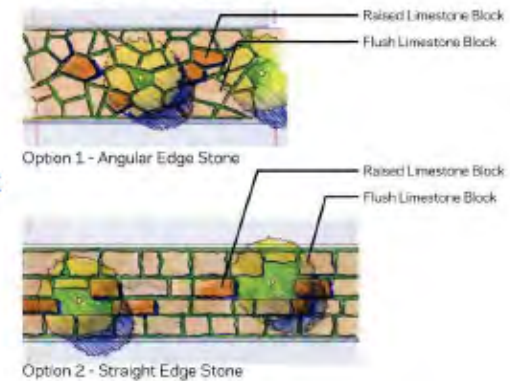
Public Art at Linear Rail Park



Pavement Treatment



Pavement Treatment



Coordination of Pavement Treatment and Public Art will further define the Garland Road Corridor as a special route and destination in East Dallas.

Garland Road Vision Study Emerging Vision

Draft Garland Road Vision Corridor-wide Recommendations

LAND USE, URBAN DESIGN + ZONING

- Vision as a Land Use Guide
- Changes to Zoning Districts
- Code Enforcement Efforts
- Farmers' Markets
- Community Gardens

ECONOMIC DEVELOPMENT

- Use of Special Districts
- Other Development Incentives
- Small Business Assistance
- Creation of a Garland Road Business Coalition
- Garland Road Identity
- Expand the Partnership

Corridor-wide recommendations fall into six areas and cover a range of issues relevant to the plan.

TRANSPORTATION

- Thoroughfare Plan Amendments
- Access Management
- Continuous Sidewalks + Selected Crosswalk Improvements
- Expand Use/ Timing of Pedestrian Signals
- Consolidated Bus Stops with Enhancements
- Bicycle Facilities
- Rubber Tire Trolley
- Parking

INFRASTRUCTURE

- Relocate Utilities Underground
- Water/Waste Water Infrastructure Recommendations

HOUSING

- Neighborhood Support
- Creation of New Housing Choices
- Monitor the Corridor's Mix of Housing

ENVIRONMENTAL

- Greenways
- Gardens and Parks
- Garland Road Sustainability District

Garland Road Vision Study Emerging Vision

Next Steps

1. Final Review of Garland Road Vision Draft

Currently Underway

- HOK Consulting Team will develop a final Garland Road Vision Study draft document for City Plan Commission Review and Action.

2. Transportation and Environment Committee Presentation

November 8th, 2010 (Tentative)

3. City Plan Commission

December, 2010 (Tentative)

4. Dallas City Council

January, 2011 (Tentative)

Garland Road Vision

WEBSITE

More information about the [Garland Road Vision](http://www.garlandroadvision.org), is
available at

www.garlandroadvision.org