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Let's build our future.

**City Council Briefing
April 20th, 2005**



Strategic Planning for Dallas

- **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**



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Planning with Scenarios





Traditional Approach

The Present



The Future





Scenario Approach

Today's Choices Affect Our Future



Modeling the Future

**Economic
Model**



**Transportation
Model**



**Land Use
Model**





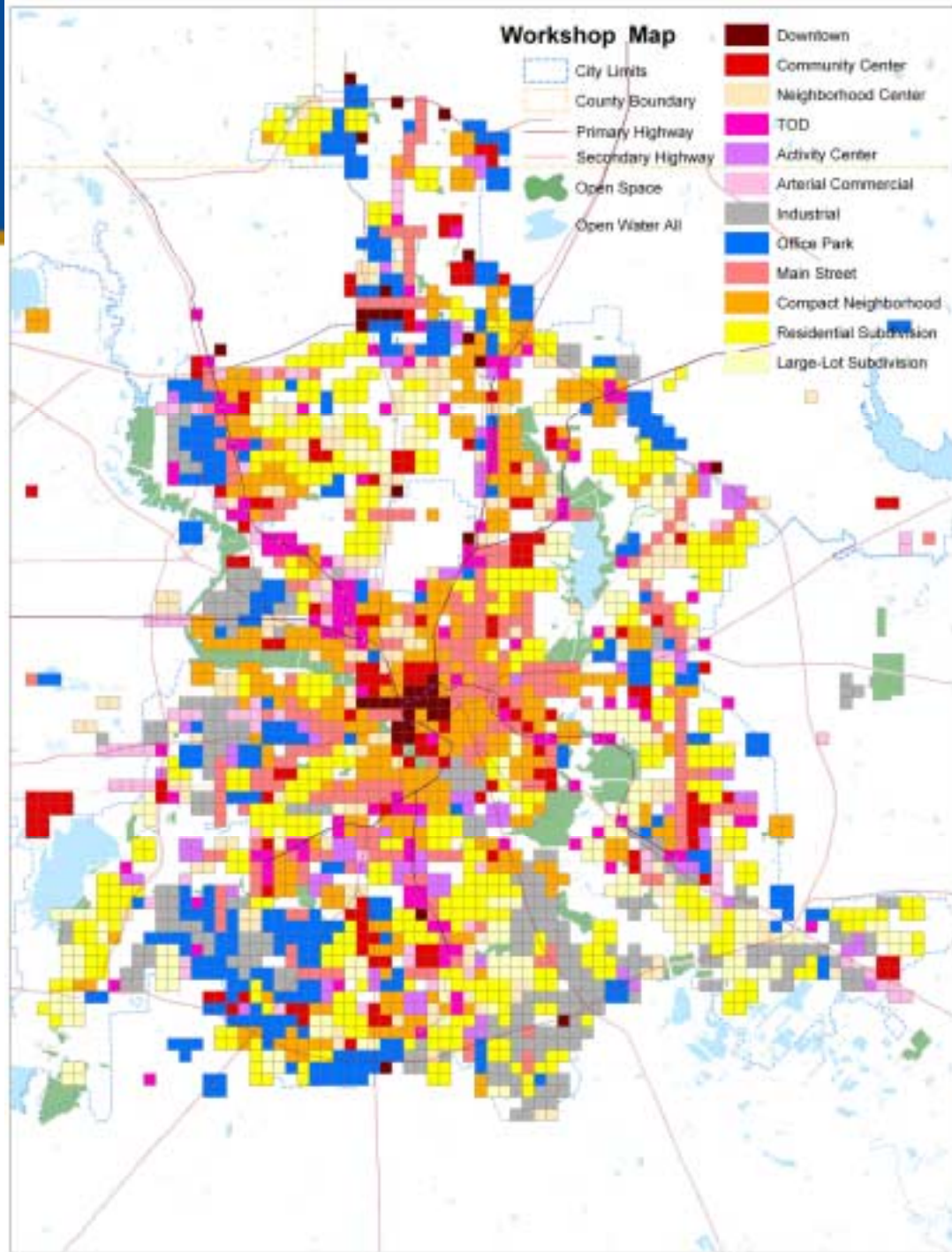
Participants Created Their Visions





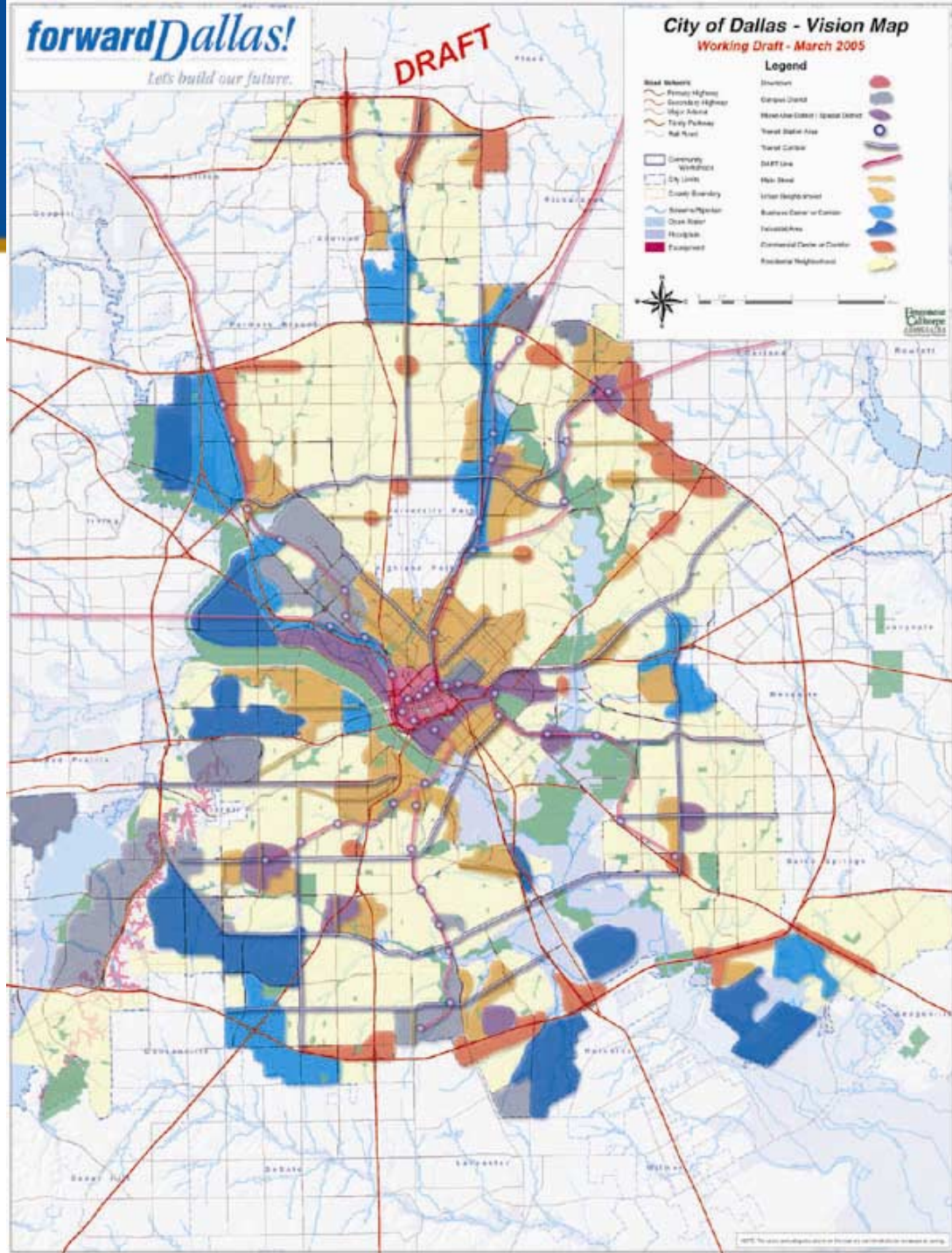
The Compilation Map

*The Beginning
of a Vision*





Draft Vision Map is the basis for the Vision Scenario and is based on workshop input





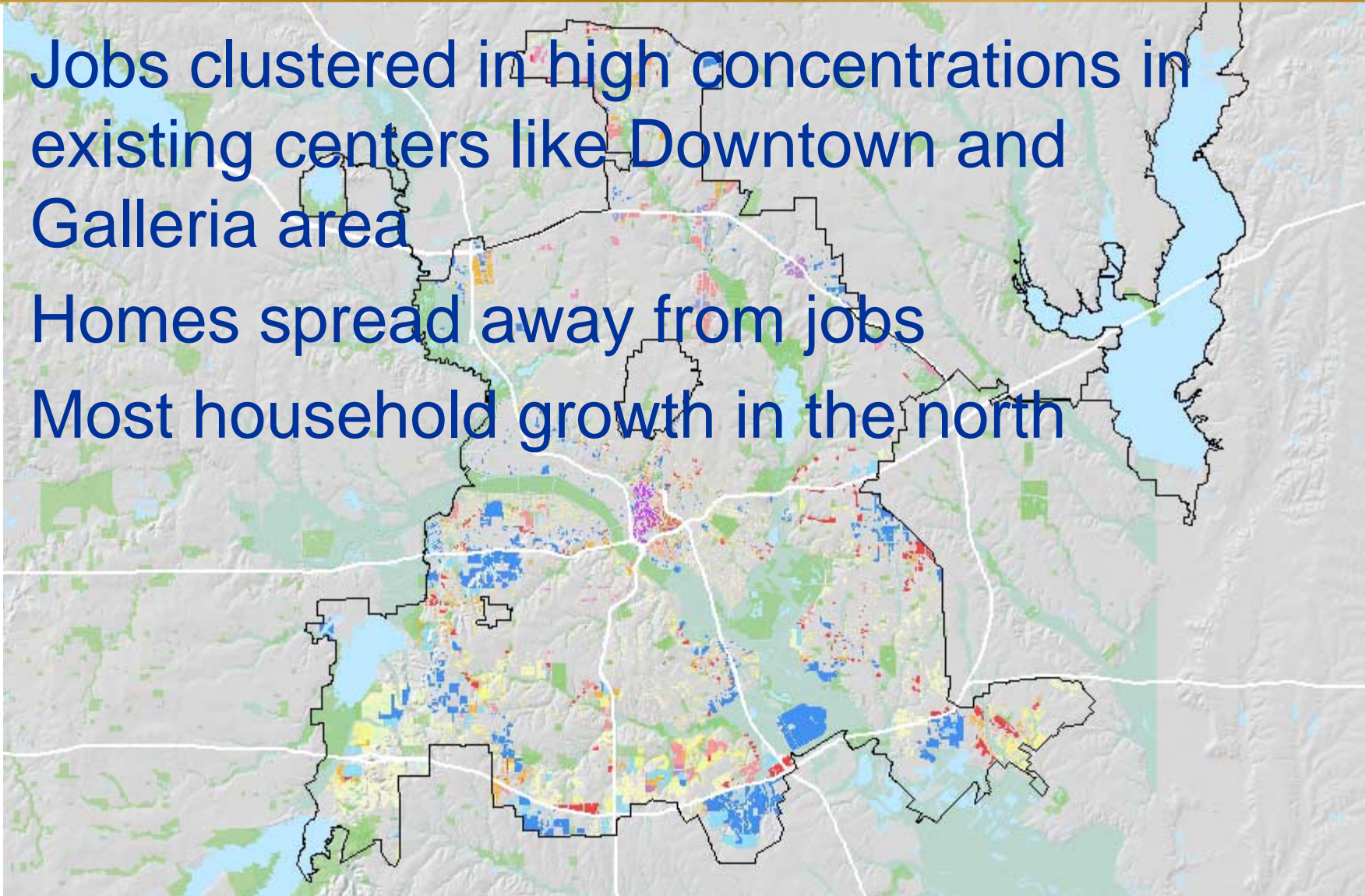
Modeling Scenarios to Test Strategies

- **Trend Scenario based on COG projections**
- **Turbocharged Scenario based on maximized land use and transportation**
- **Vision Scenario based on Workshop results**



Virtual Future - Trend

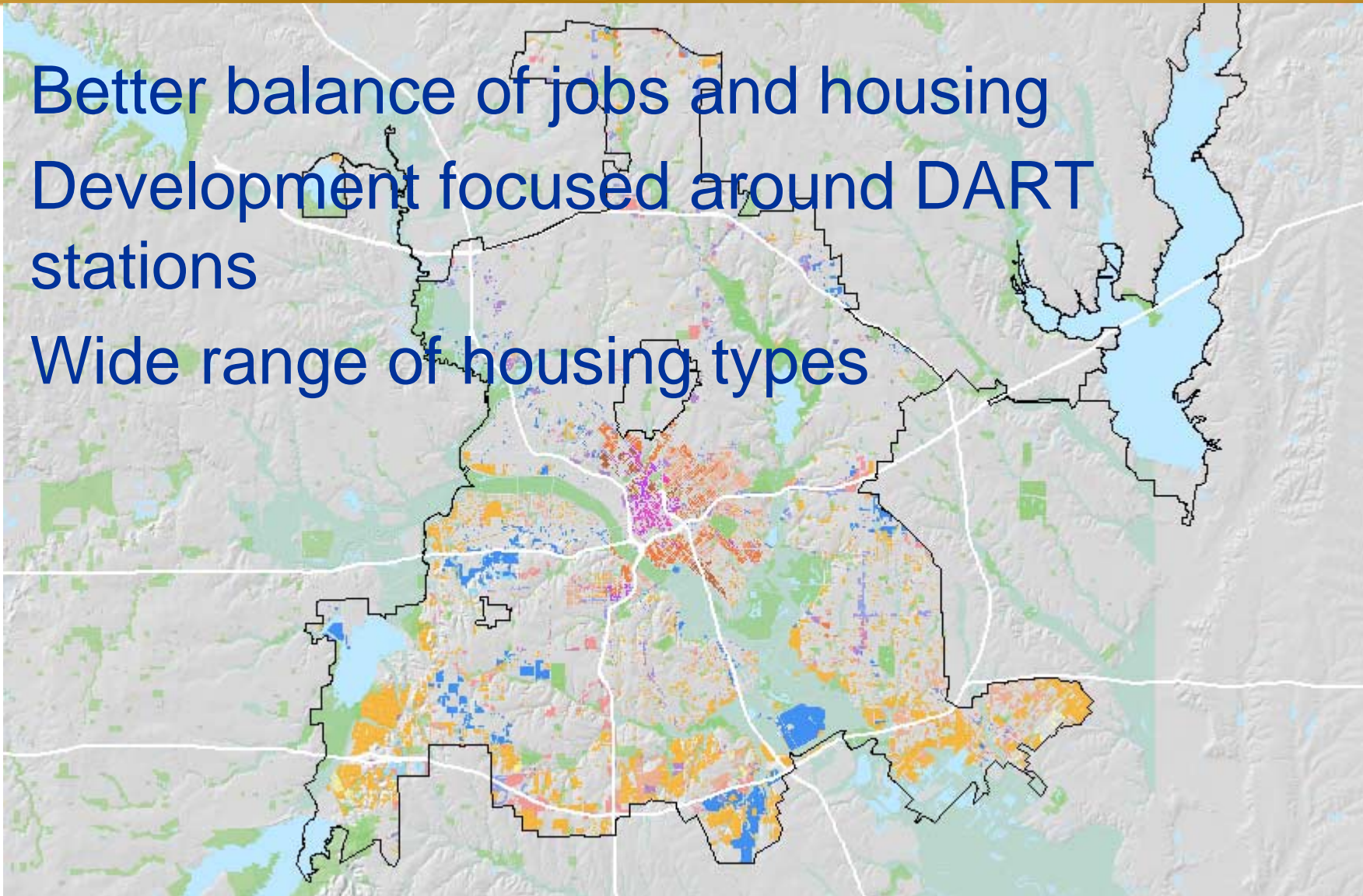
- Jobs clustered in high concentrations in existing centers like Downtown and Galleria area
- Homes spread away from jobs
- Most household growth in the north





Virtual Future - Turbo

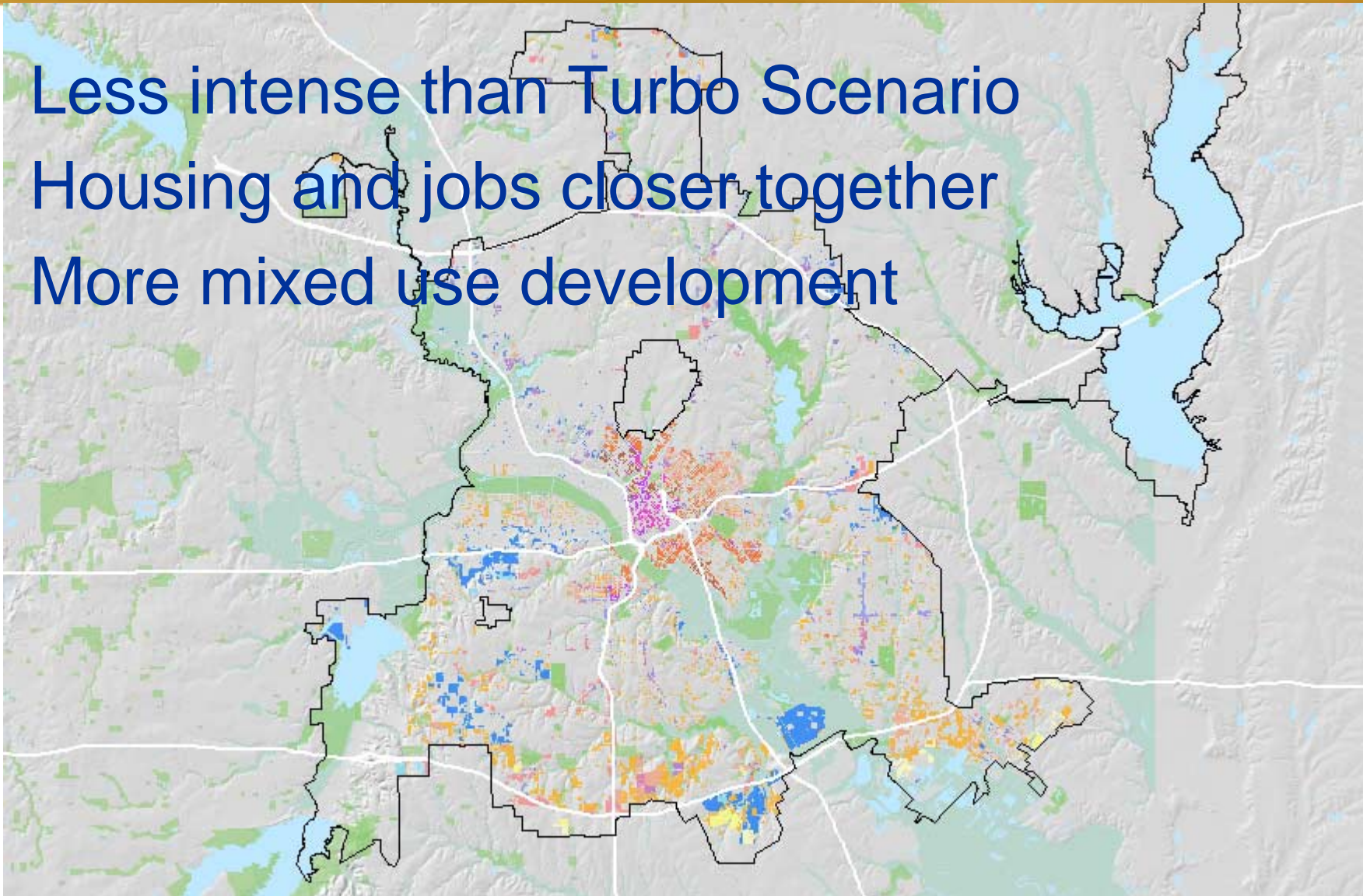
- Better balance of jobs and housing
- Development focused around DART stations
- Wide range of housing types



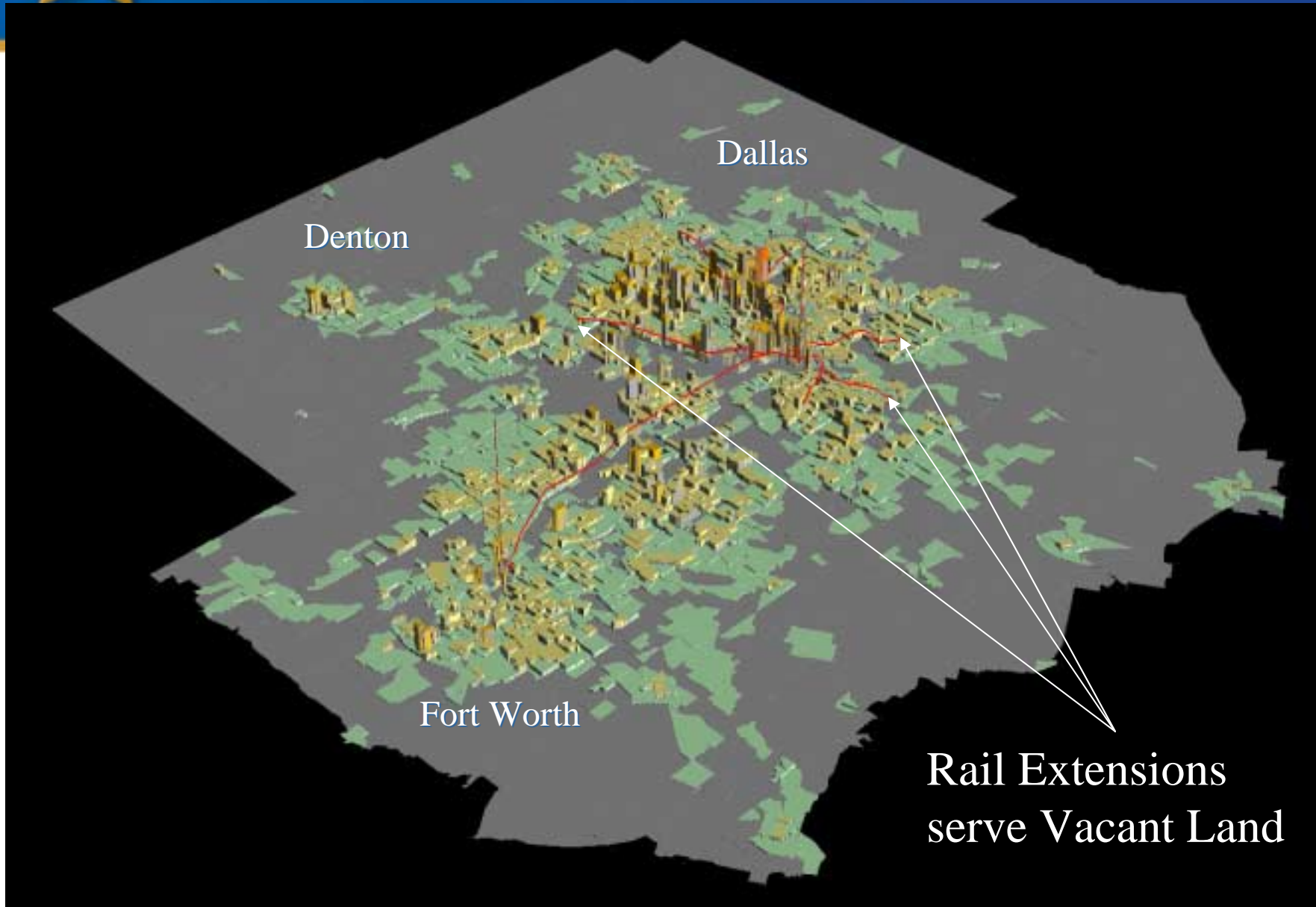


Virtual Future - Vision

- Less intense than Turbo Scenario
- Housing and jobs closer together
- More mixed use development



Households 2000



Households 2030 Trend



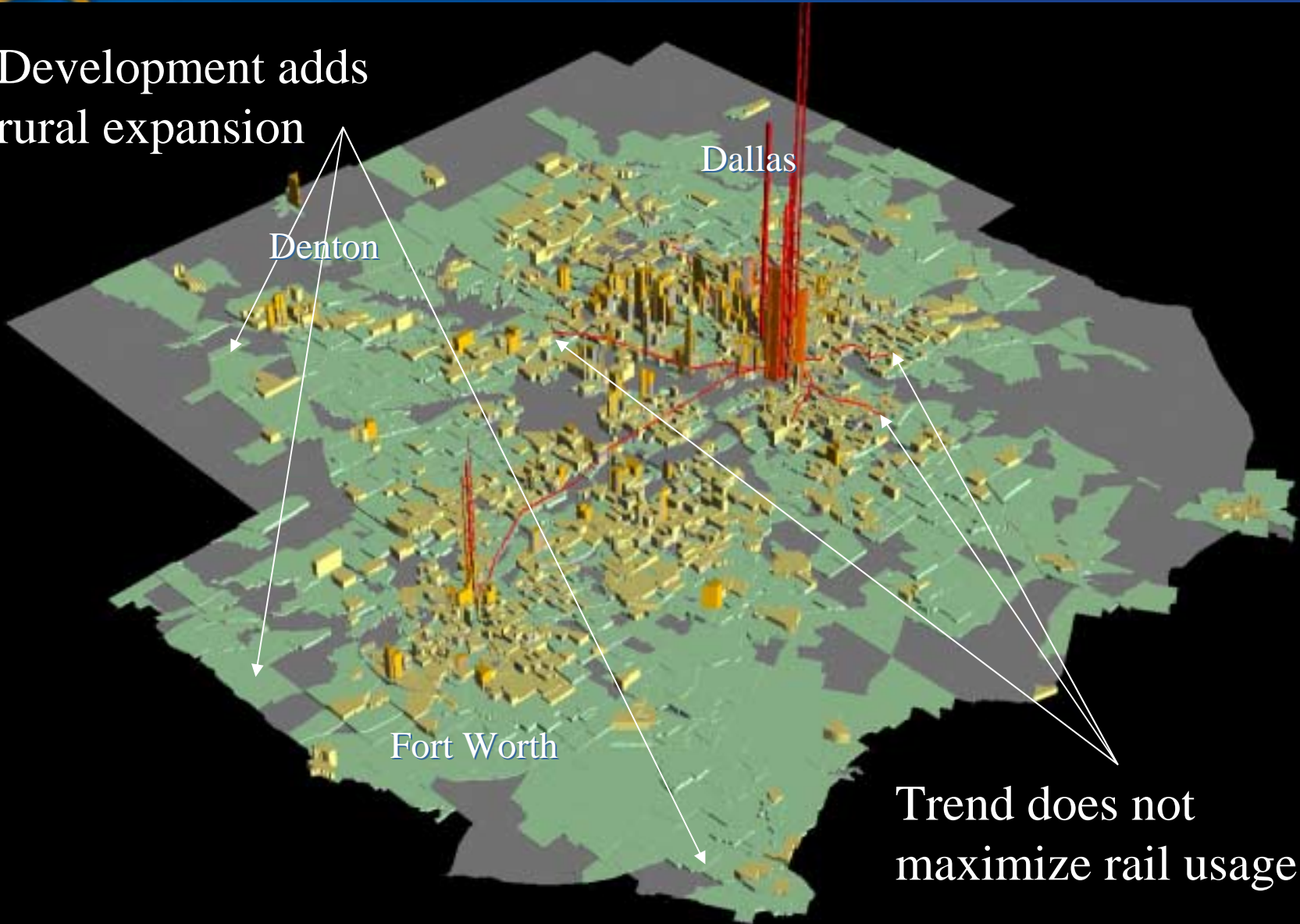
Development adds
rural expansion

Denton

Dallas

Fort Worth

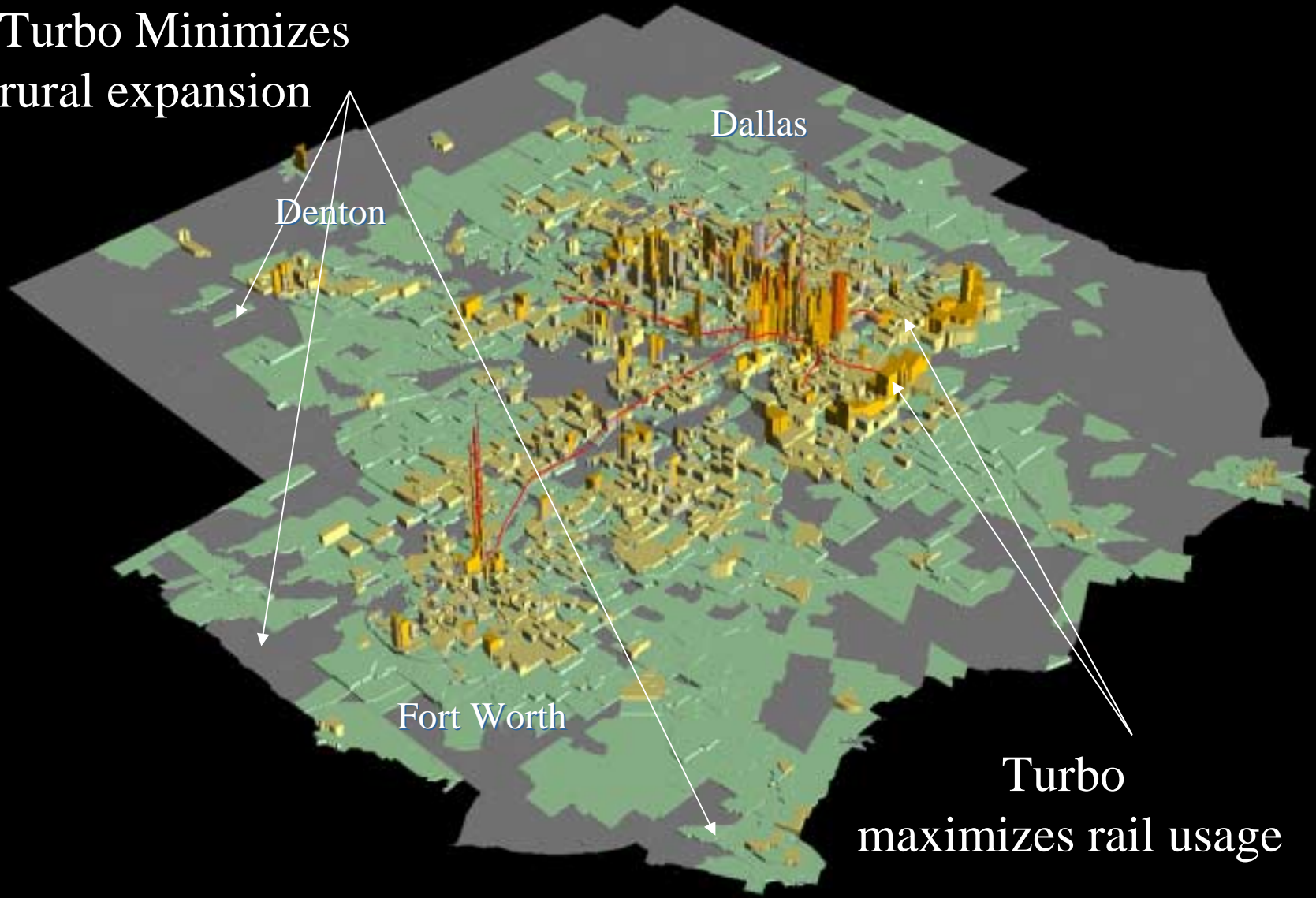
Trend does not
maximize rail usage



Households 2030 Turbo



Turbo Minimizes
rural expansion



Dallas

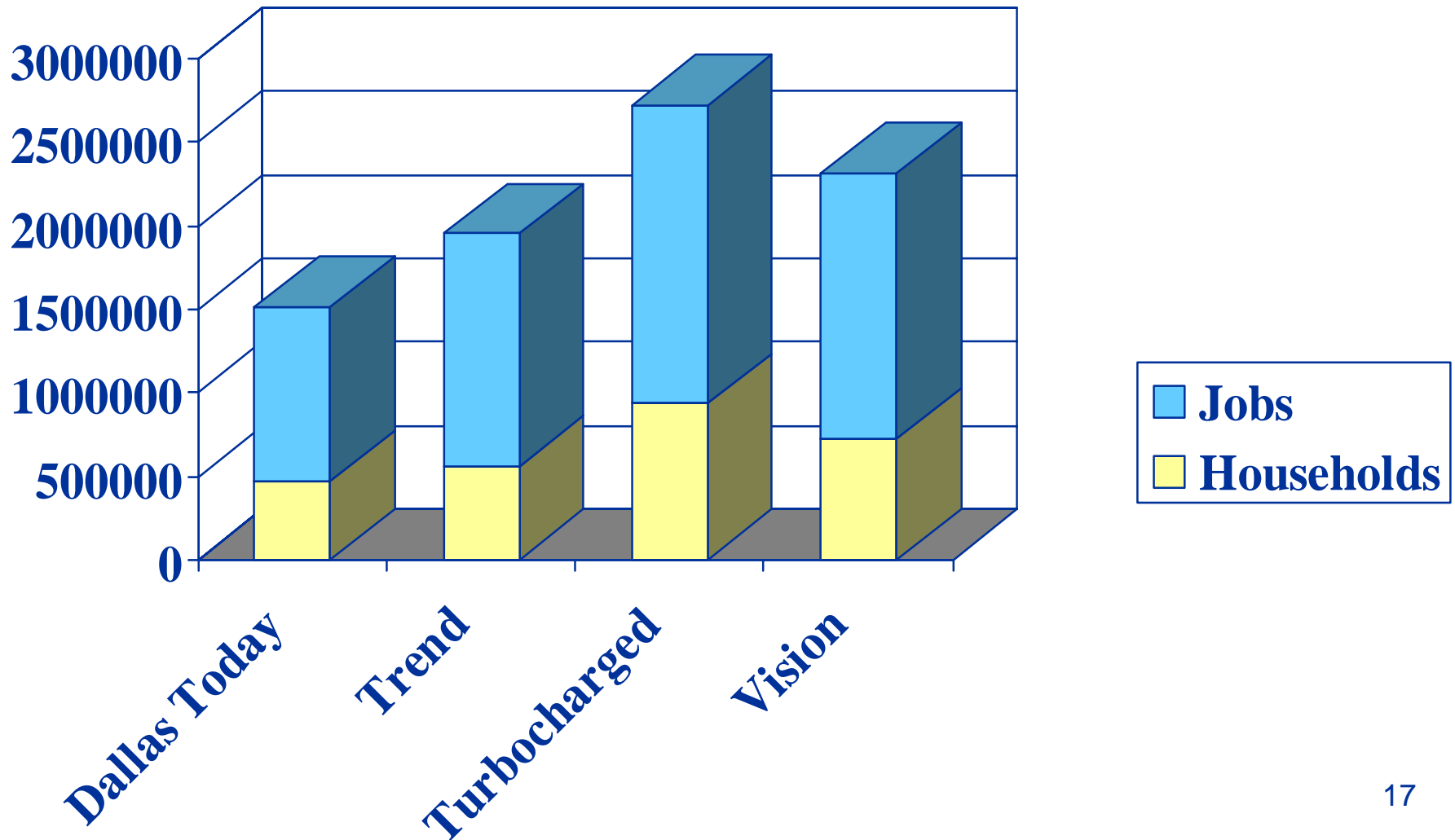
Denton

Fort Worth

Turbo
maximizes rail usage

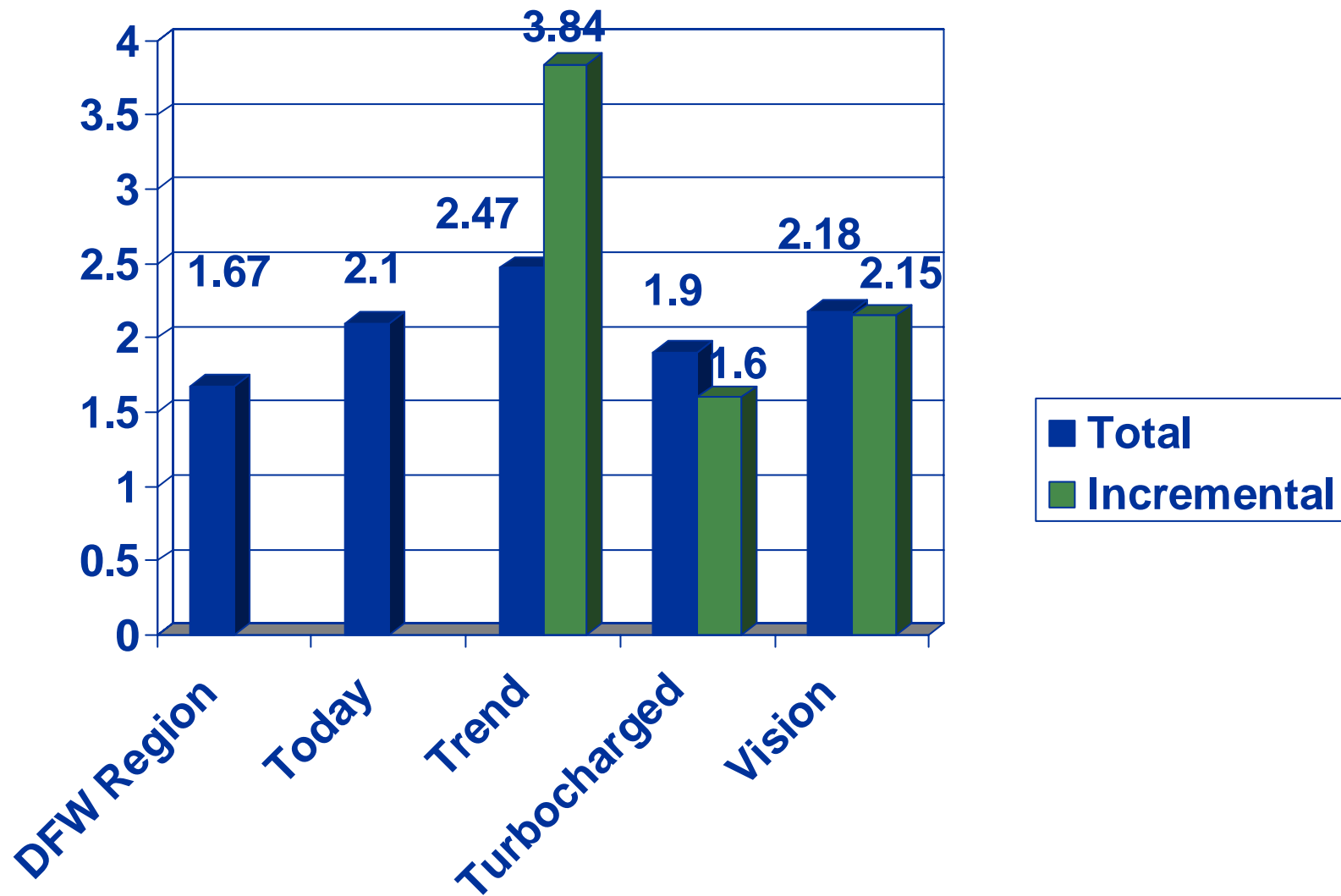


Jobs and Housing



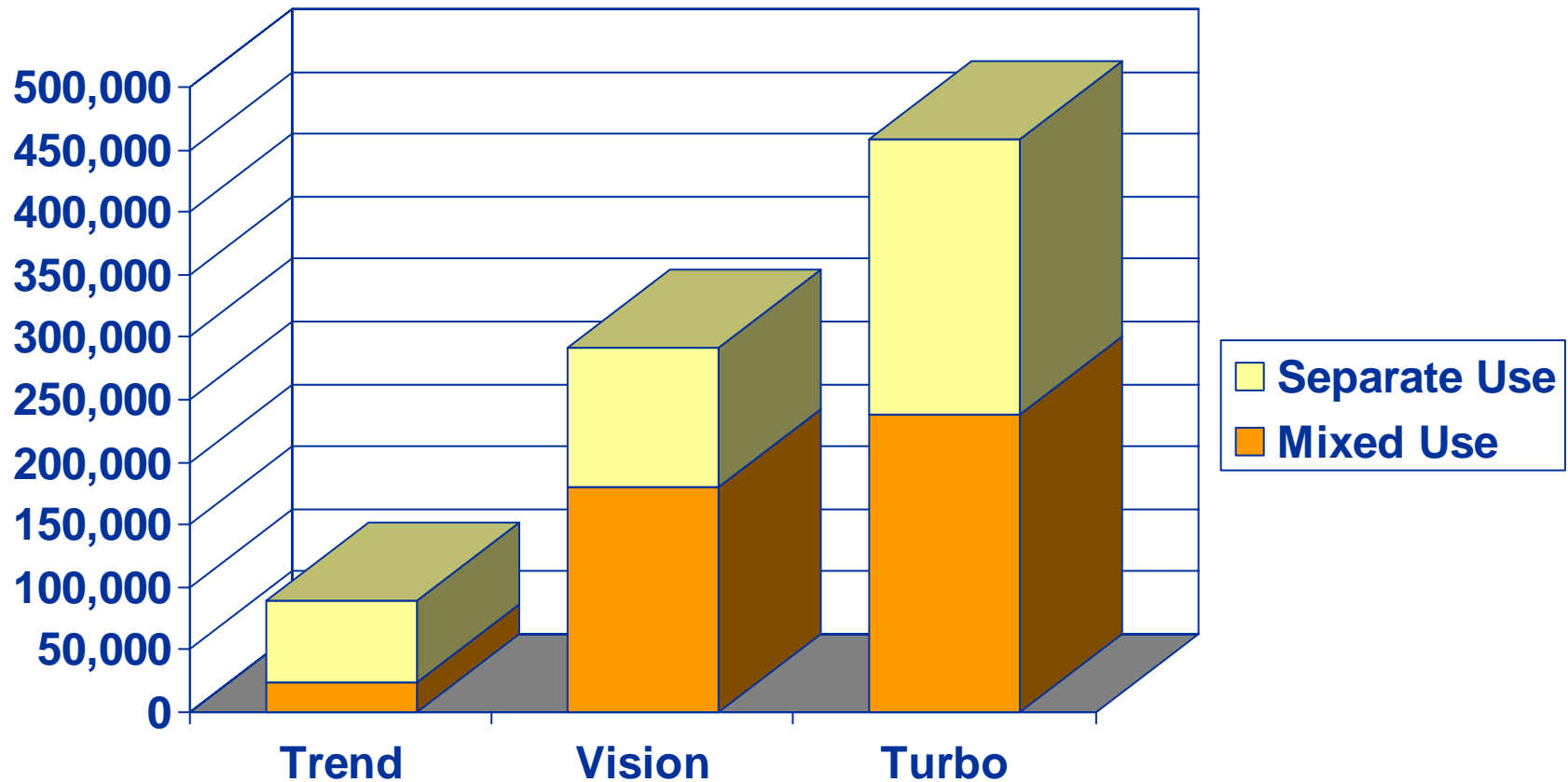


Jobs and Housing Balance



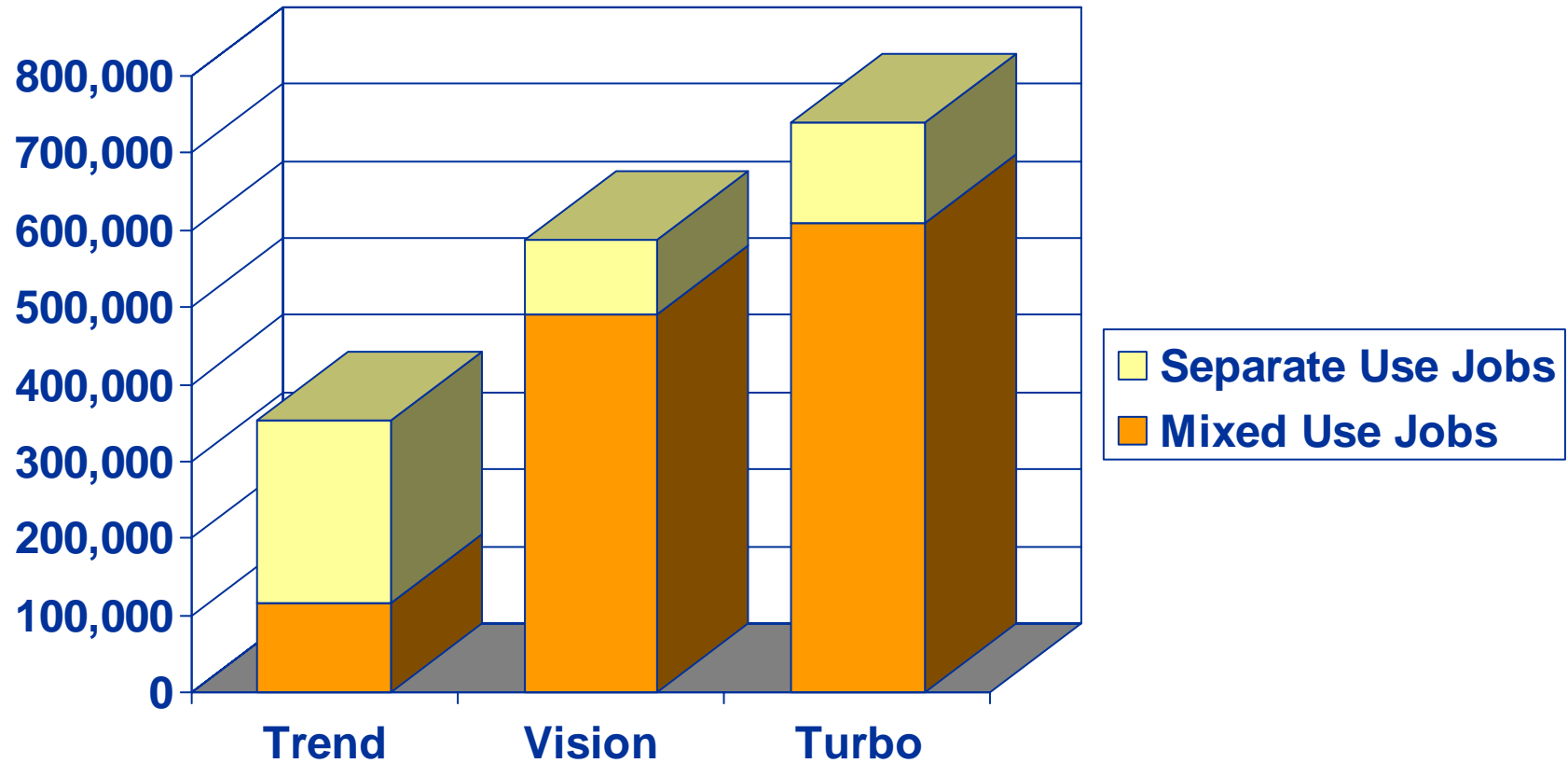


Mixed VS. Separate Use Housing



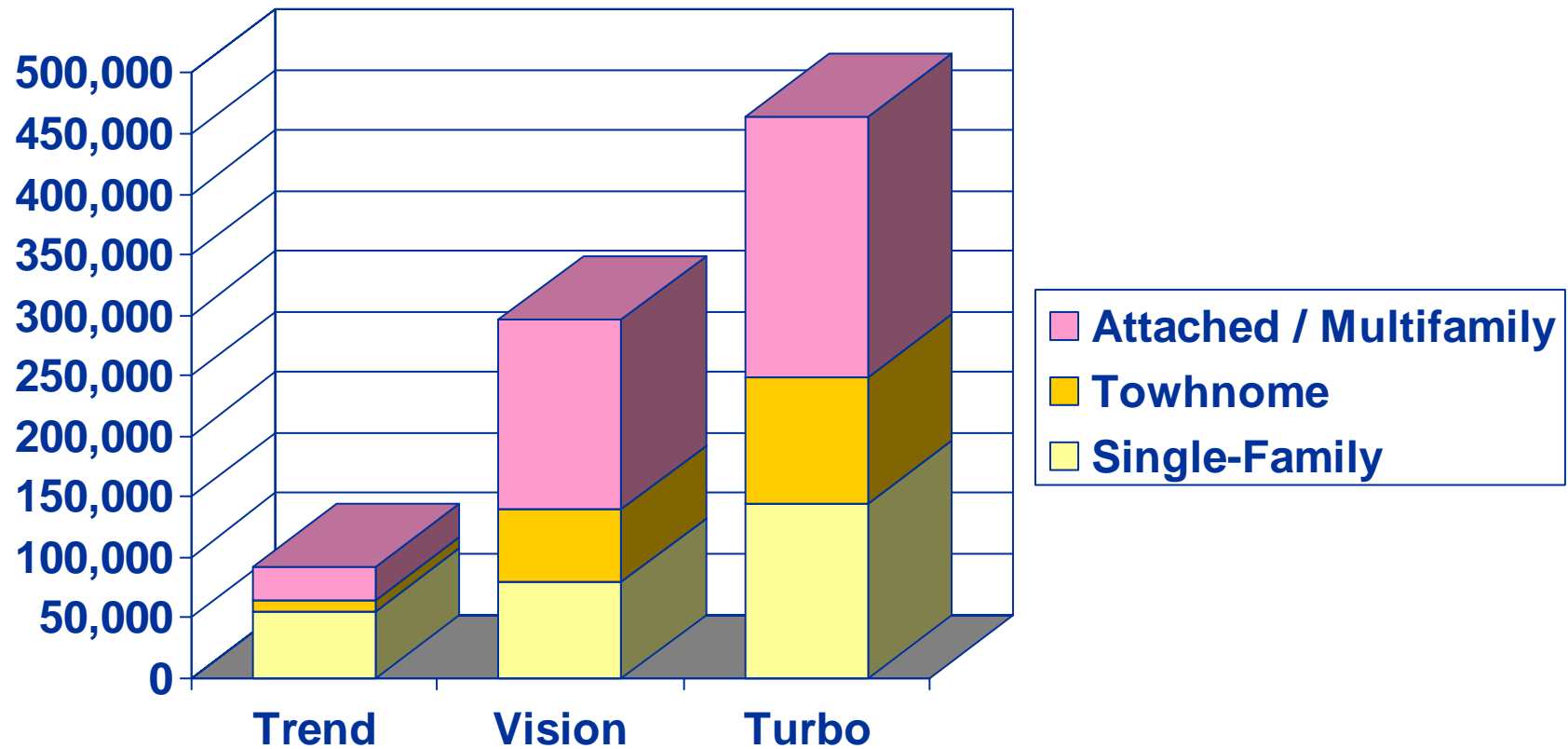


Mixed VS. Separate Use Jobs



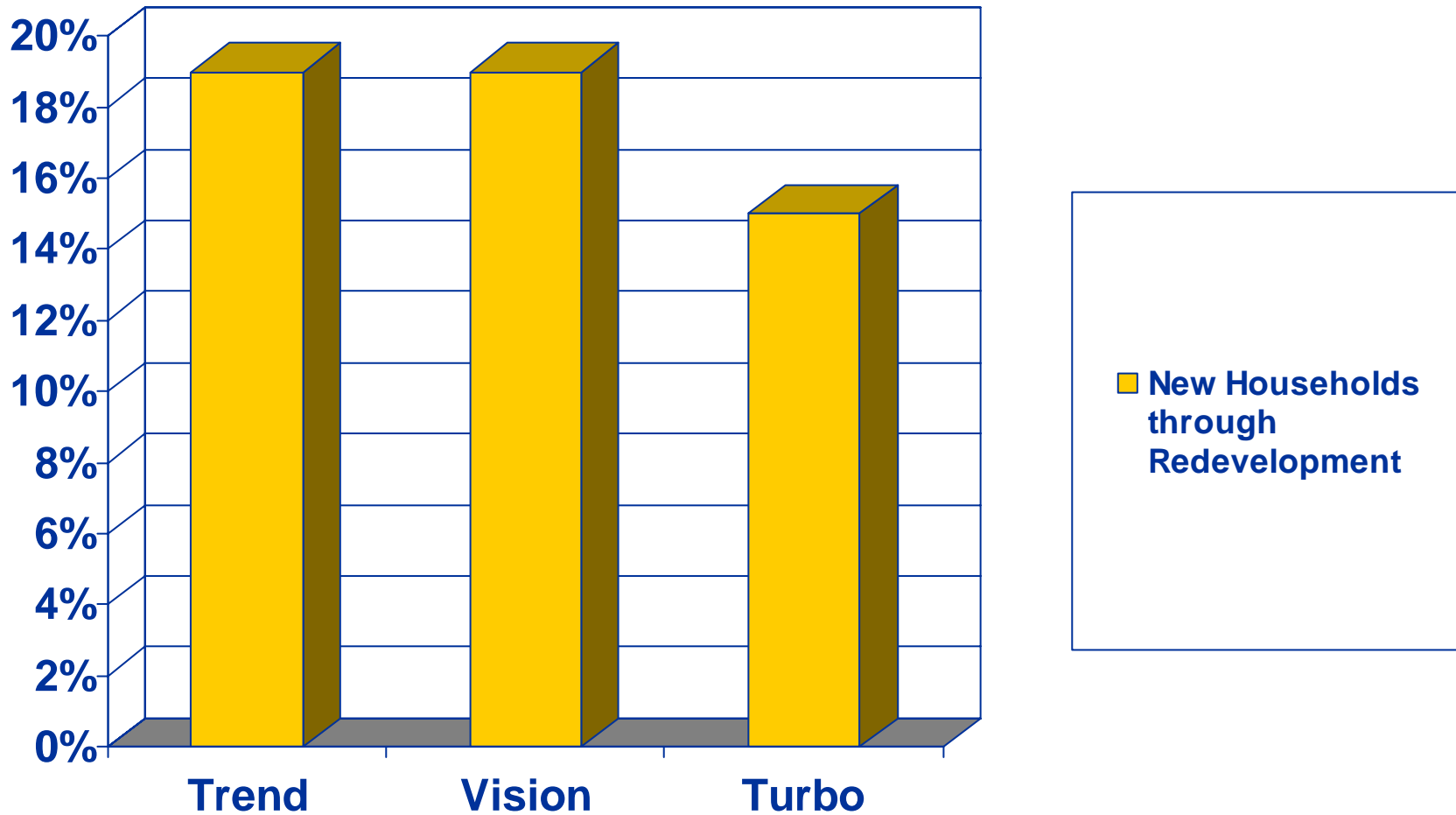


Housing Type Distribution



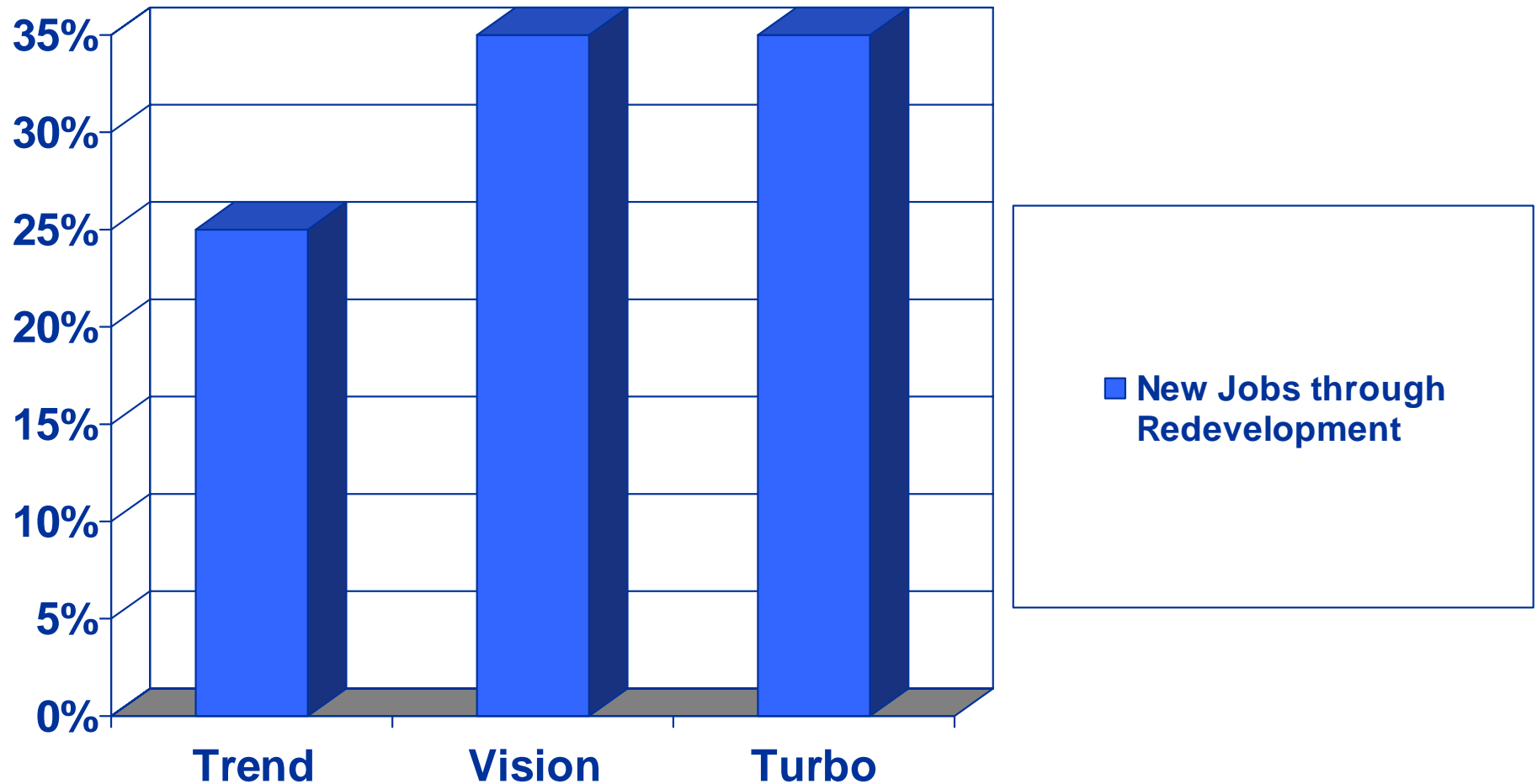


Households Through Redevelopment



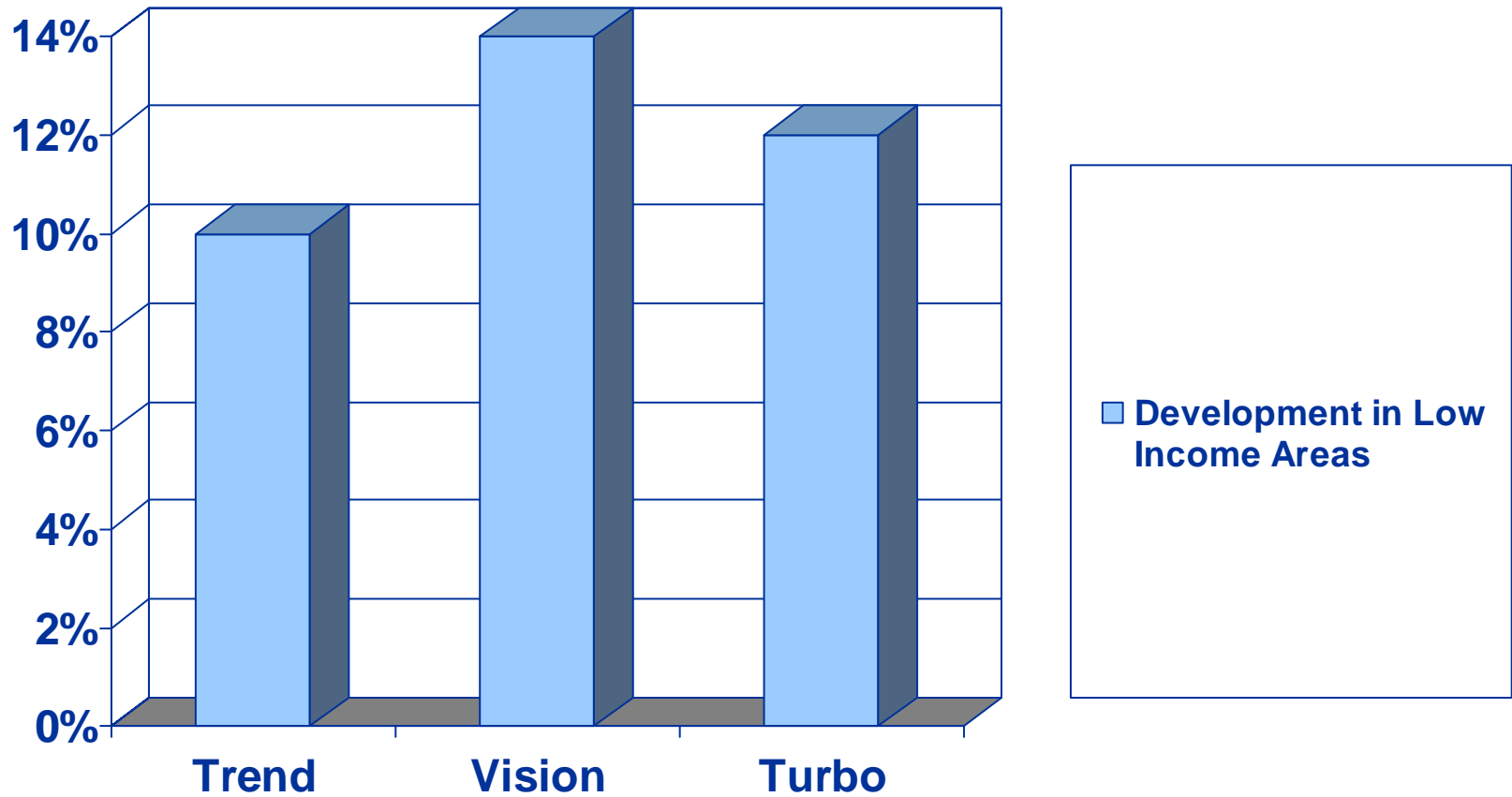


Jobs Through Redevelopment





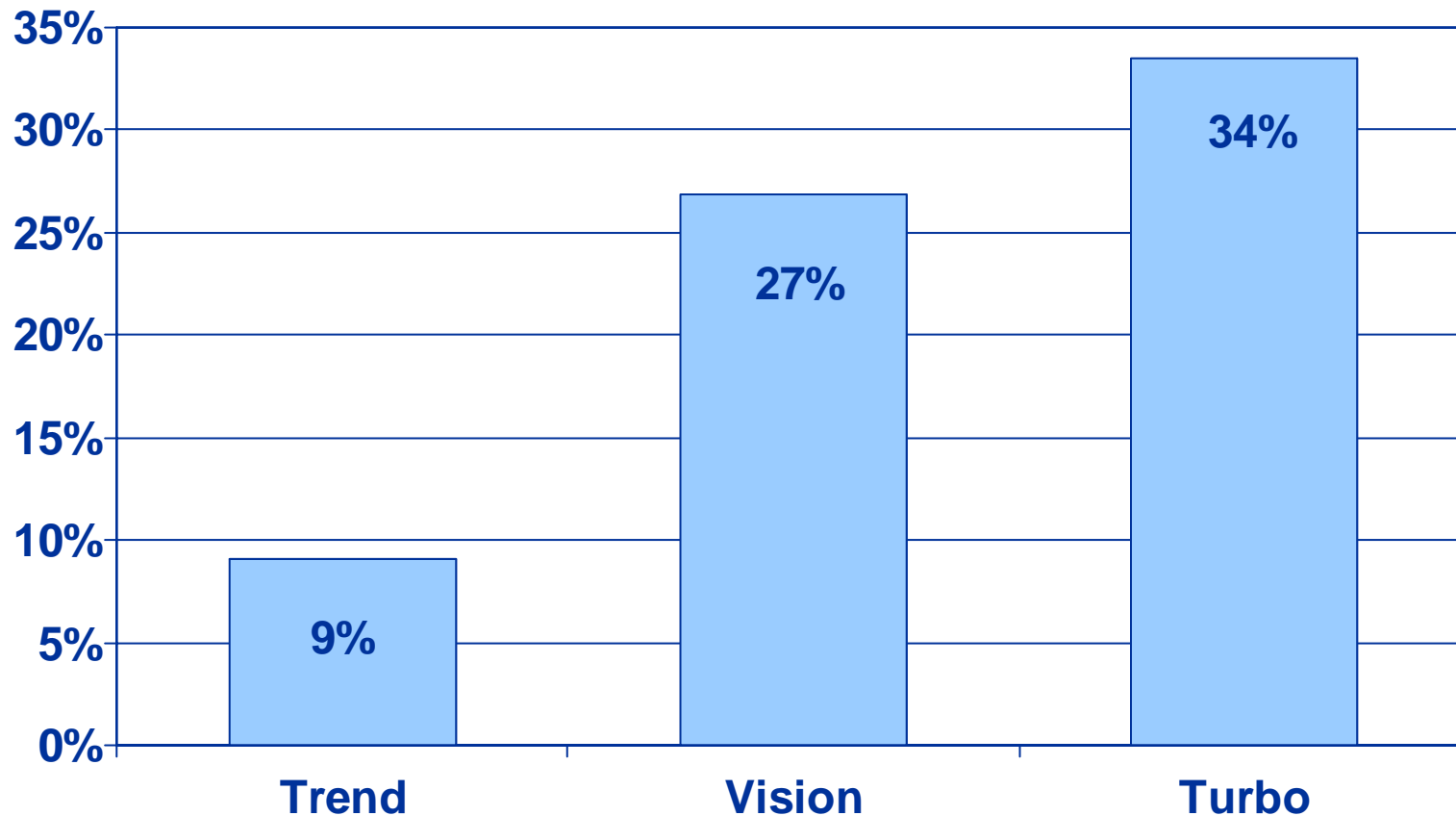
Amount of Development Directed to Low Income Areas





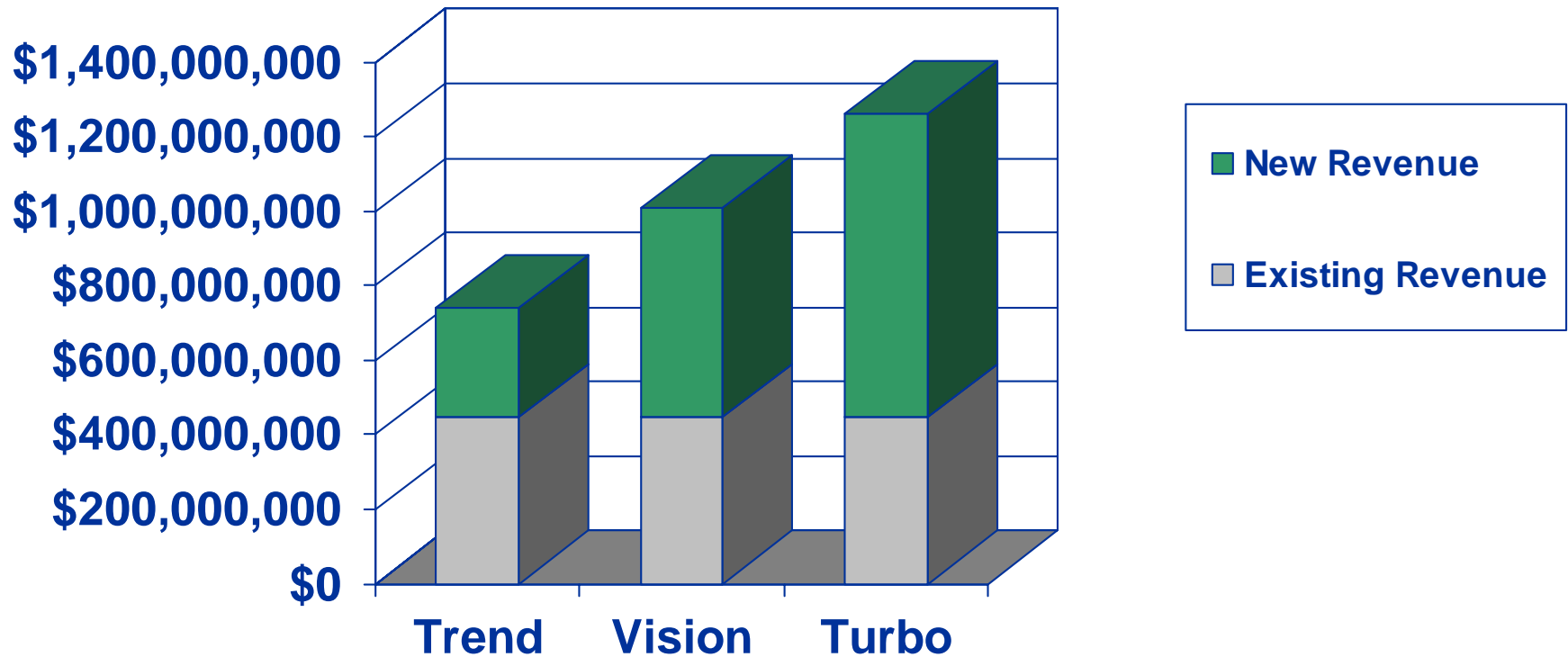
Percent Increase in Retail Sales Tax

2000 Dollars



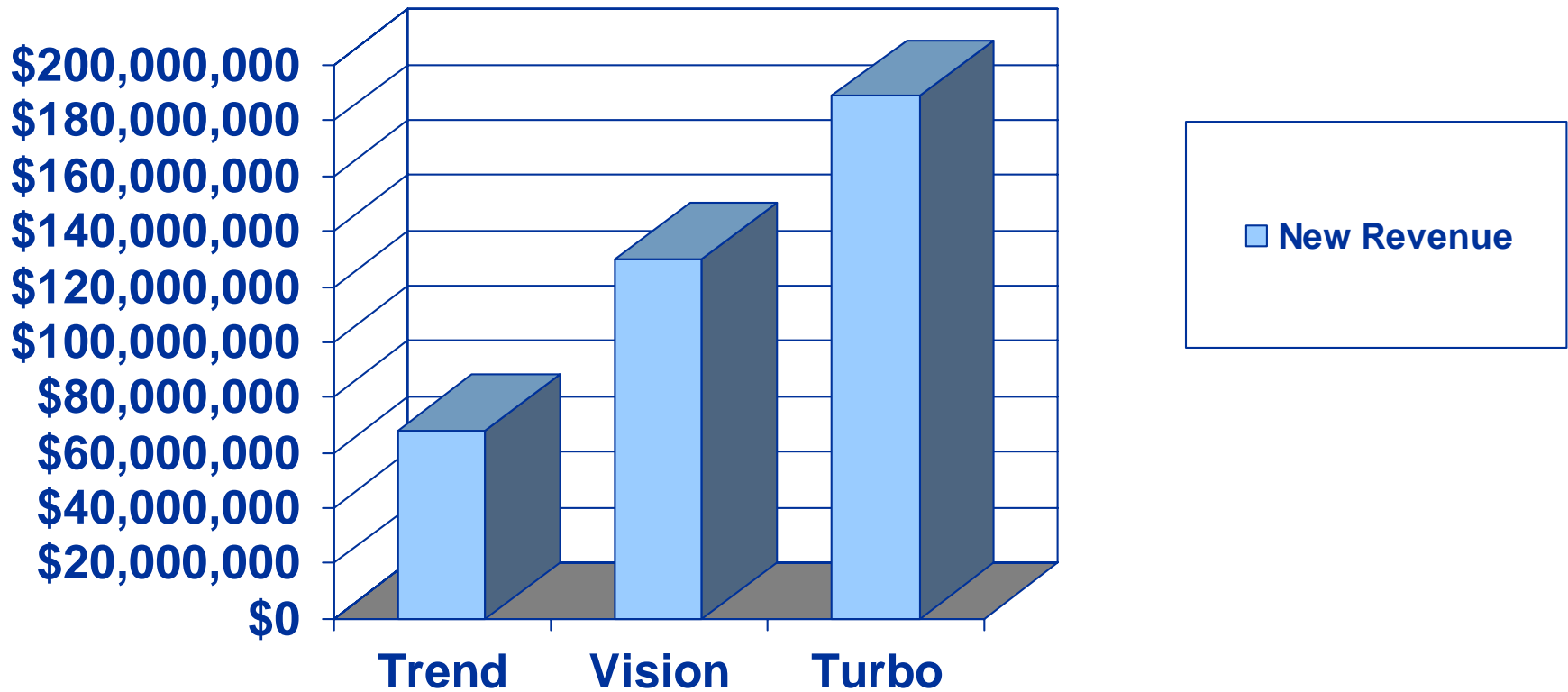


Potential Property Taxes For City of Dallas



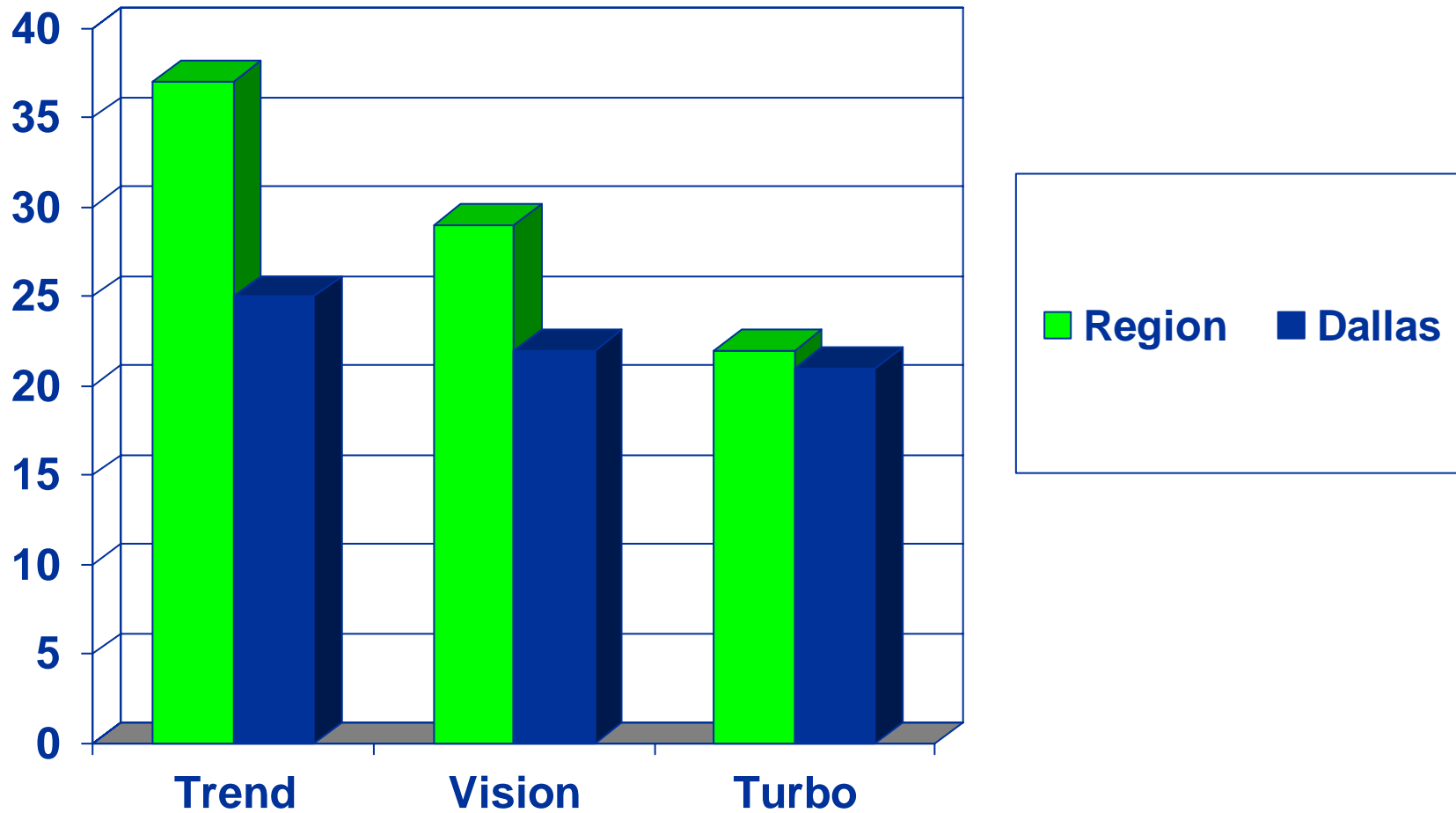


Potential Property Taxes For Dallas ISD



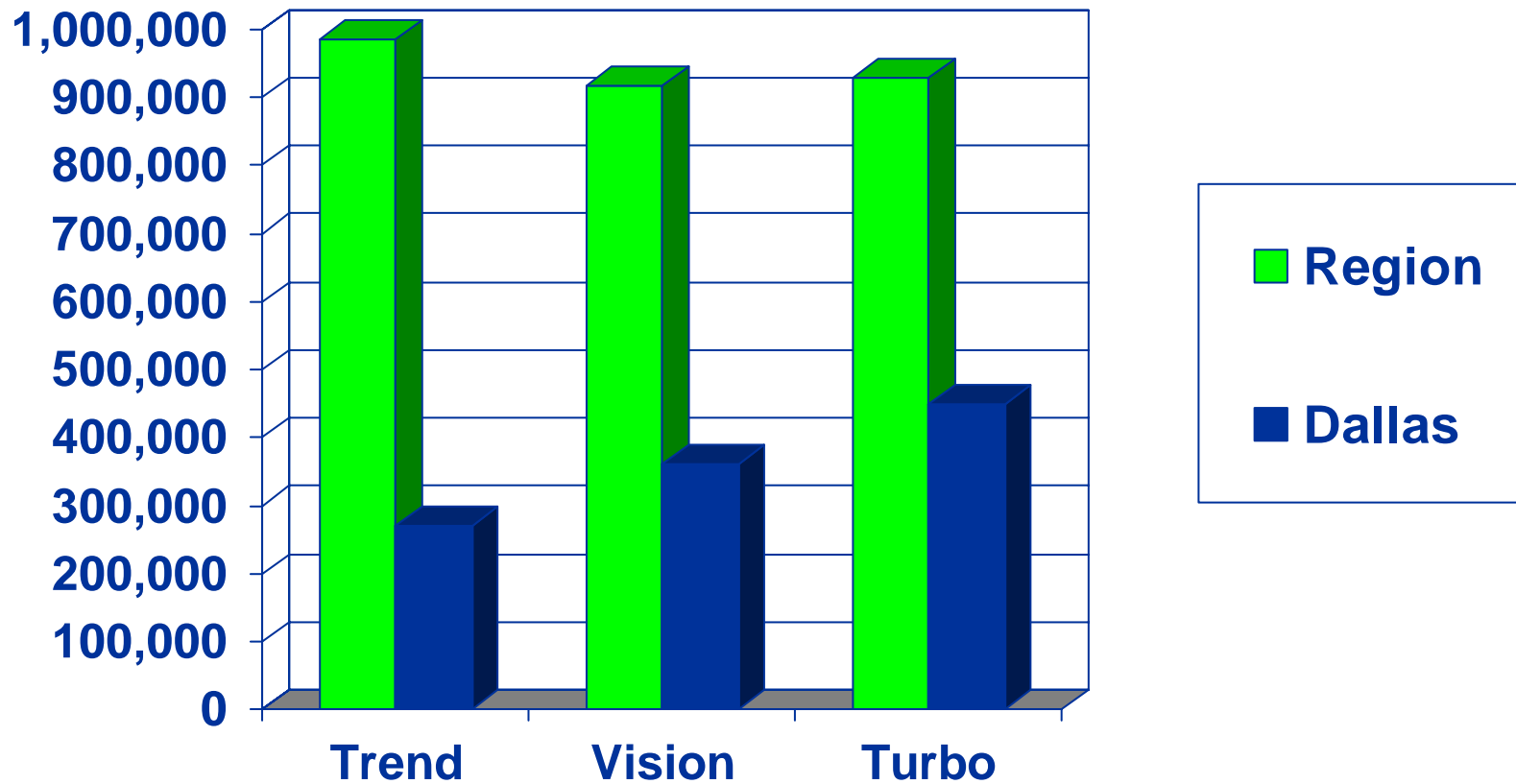


Daily Vehicle Miles Traveled Per Capita



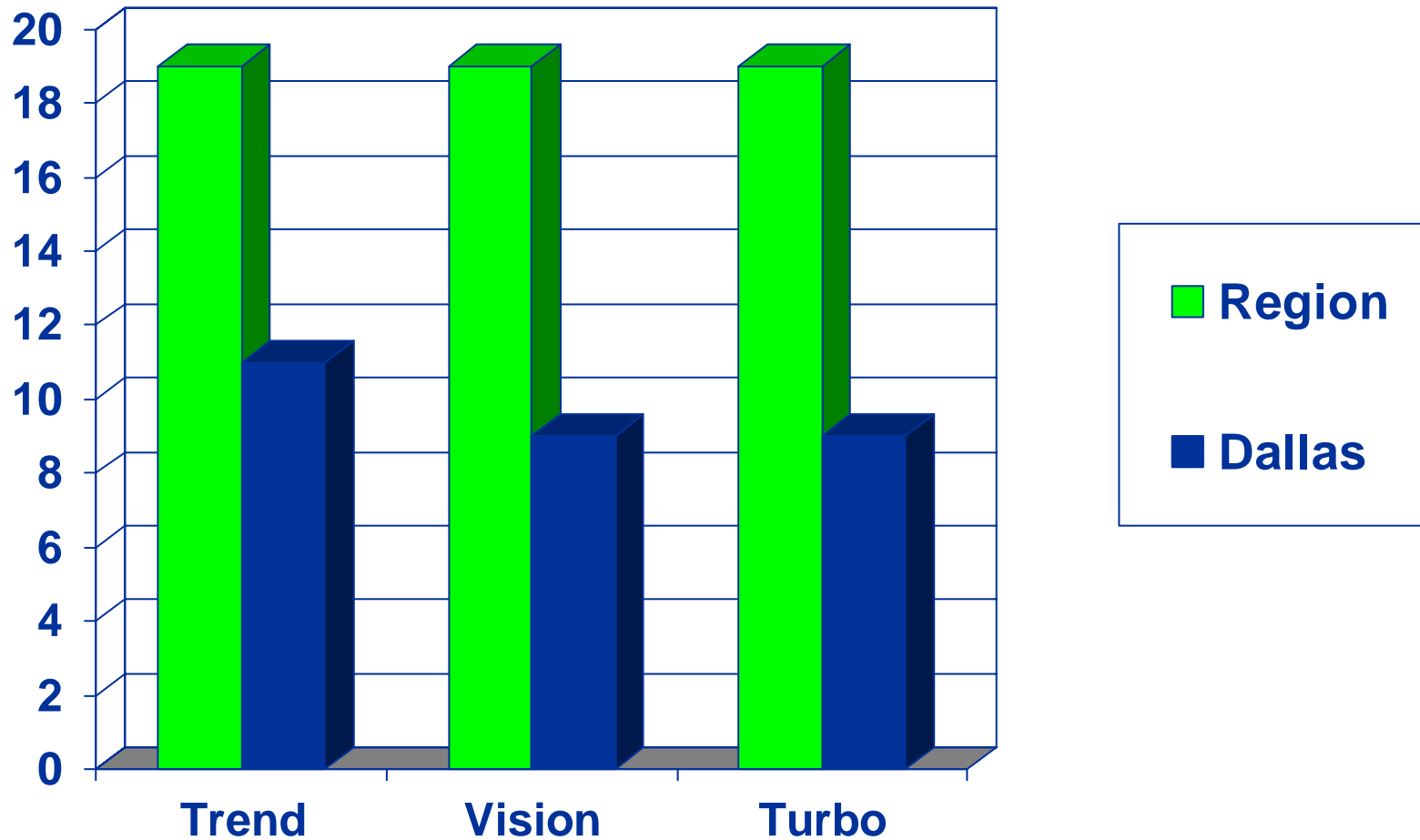


Total Vehicular Delay (Hours)





Vehicular Delay Per Capita (Minutes)





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Preliminary Vision Strategies





Vision Strategies

- Making the Vision a reality
- Strategies cover a range of topics
- Solutions for many issues from workshops and opinion research
- While each strategy is unique, they all build upon one another and fold directly into a common goal – **to move the vision from concept to reality**



Preliminary Strategies

- Developed from Opinion Research and Workshops
- Revised Based on Advisory Committee Input





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
 - Master Planning
- **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 needed but land uses stay the same





Neighborhood Involvement Program

- Involve neighbors in City development process

Neighborhood Involvement - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

Address <http://www.portlandonline.com/oni/>

Office Of Neighborhood Involvement

Home What's New Get Involved! My Neighborhood

POL -> Government -> Bureaus -> Neighborhood Involvement

Office of Neighborhood Involvement!
and's neighborhoods through community participation.

Evolution
Latest and best Portland's new community website!

ONI NEWS

April Leadership Workshops
Register now for April workshops on Making City Hall Work for You and Organizing BIG Neighborhood Events.

Evolution Expands to North Portland!
Pilot Project Connects Residents to City, Community and Services Via Internet. North Portland community members are encouraged to participate and give feedback about this online tool.

Public comments summarized on proposed changes to ONI Guidelines/Standards and City Code Chapter 3.96
Citizen review committee to meet January 25th and February 8th to review public comment and consider changes before forwarding to Council for their consideration.

Information and Referral Celebrates 10 Years of Service! (PDF Document, 27kb)
503-823-4800, the City/County Information and Referral Service celebrates 10 years of increasing local government services accessibility.

SHARE YOUR NEWS to Receive News About Local Events in Your Community

Contact Us

Office of Neighborhood Involvement
1221 SW 4th Ave, Room 118
Portland, OR 97204
503-823-4519
Fax: 503-823-3050

Neighborhood Services
[NorthPortland Online](#)

Neighborhood Events
[Citywide Events](#)
[NW Events](#)
[SW Events](#)
[North Events](#)
[Inner NE Events](#)
[Central NE Events](#)
[SE Events](#)
[East Events](#)
[Downs/Old Town Events](#)
[All Neighborhood Events](#)
[10th Anniversary Events](#)

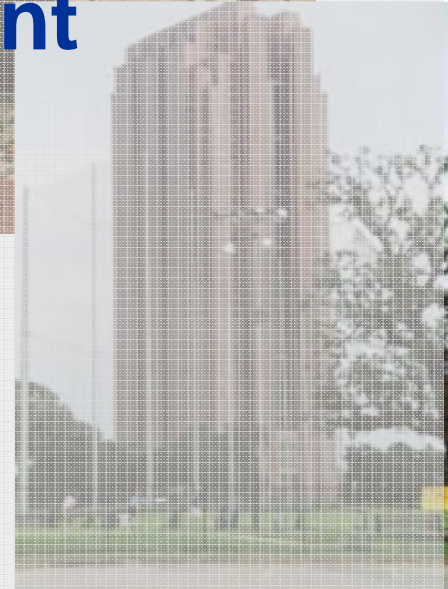
Jan 2005 eInvolvement Open House

Done



Strengthen Downtown Dallas

- Enhance the main street retail core
- Capitalize on a future second light rail line for new mixed-use areas
- Enhance arts and culture scene
- Convert vacant office to vibrant Shopping and Housing
- Reconnect downtown to the neighborhoods





Redevelopment

- Develop tools for:
 - better use of infrastructure
 - economic advantage
 - improved quality of life





Arts and Culture

culture
CENTERS



- 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**



Environmental Protection

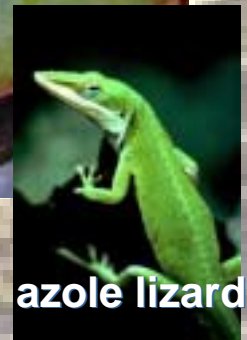
- Develop environmental protection standards
- Protect streams and floodplains



Dallas urban wetland



Dallas cricket frog



azole lizard



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





Conversion of Ailing Multi-family

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





Coordinate School Planning

- Work with Dallas Independent Schools District and other ISDs
- Make schools a focal point





Enhancing the Economy

- **Focus on becoming a truly integrated city**
 - strong civic infrastructure
 - unique quality of place
 - educated work force
- **Formal retail strategy**
- **Opportunities for developing vacant or underused land in Southern Dallas**
- **Build from the Trinity River Corridor Plan**
- **Strengthening existing employment centers**
 - Medical
 - Technology
 - Education
- **Coordinate Dallas' economic and transportation plans with airports for fueling new development and growth**



Strengthen Existing Business Clusters

Medical

- 11 of top 50 employers
- 42,000 people
- \$300 million yr. funding





Intermodal Center

- Economic Development
- Logistics
- Highway 175 and north of IH-20
- Income opportunity





Opportunities in Southern Dallas

- Trinity River Corridor
 - Build on growth opportunities to North and South of river corridor





Opportunities in Southern Dallas

- UNT Campus
 - new development
 - will attract enterprise





Enhance Retail Environment

- Thriving retail supports the City and improves quality of life

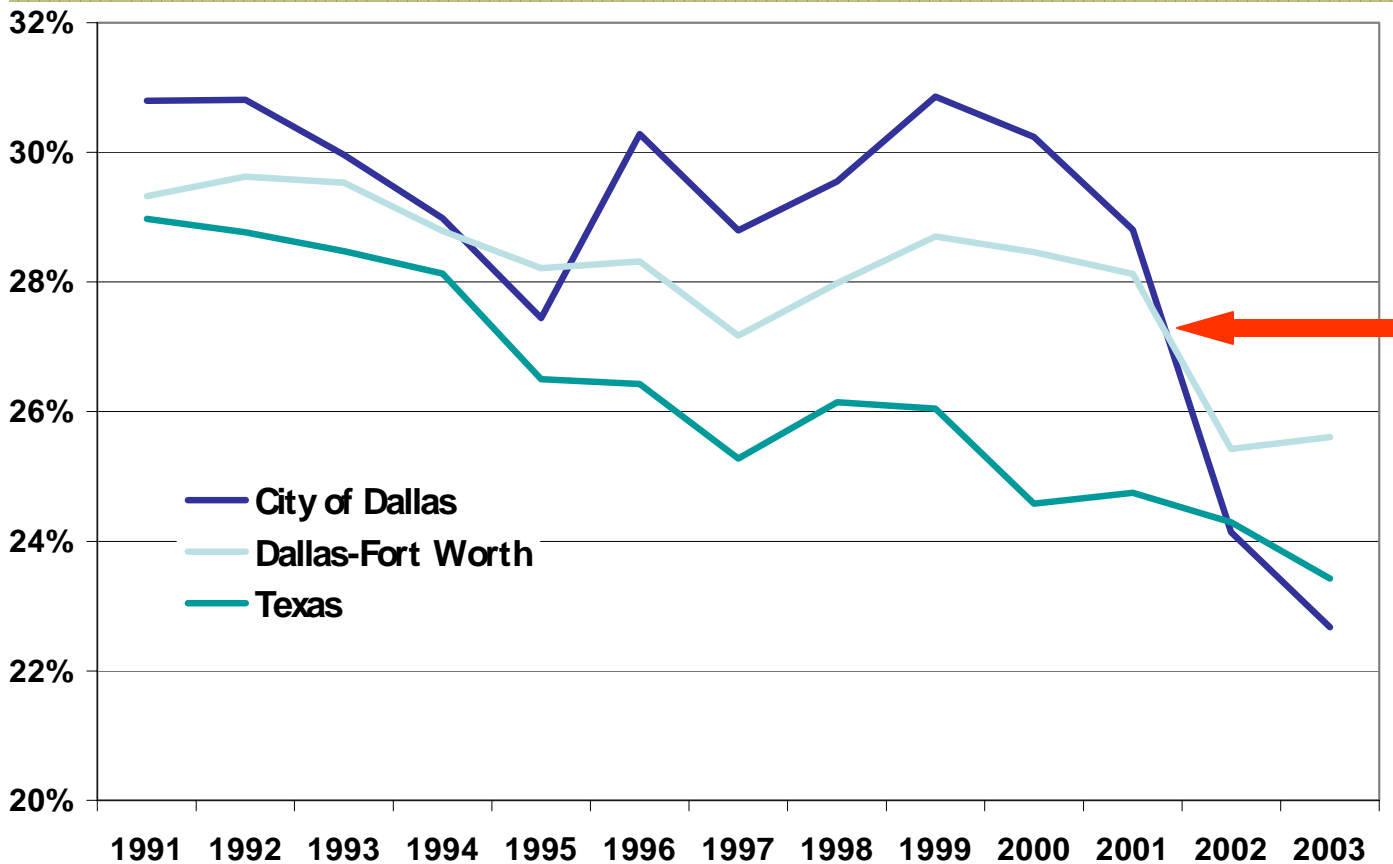




Retail Sales

As a share of total sales, 1990 to 2003

After peaking in 1999, taxable retail sales in the City of Dallas as a share of total sales have plummeted below the metrowide and statewide averages.



Source: Texas Comptroller of Public Accounts



Airport Strategies

- Importance of DFW, Love Field and Executive





Encouraging New Development Patterns

- **Make progressive development routine**
- **Establish viable mixed-use zones**
 - **More pedestrian-friendliness**
 - **Offer a range of transportation options**
- **Redevelopment tools to spur growth and positive change in areas that are underused**
- **Effective transit-oriented development techniques**
- **New Area Planning – proactive master planning for areas such as UNT**



Revise Dallas Zoning Code: Current

- Difficult to administer
- Fail the market test
- Resort to Planned Developments (PDs)
 - Uncertainty
 - No clear and objective standards
- **Objective: Make what you want to happen easy**





Mixed Use Zones: Potential

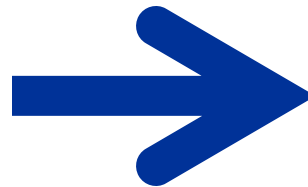
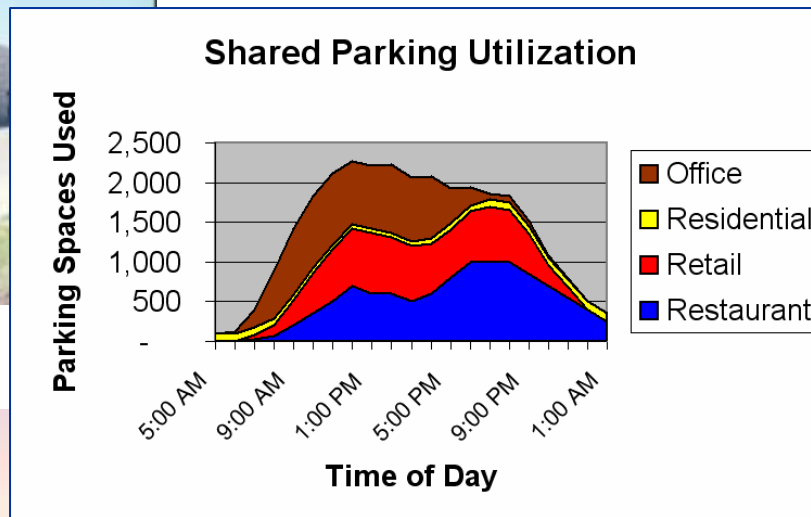
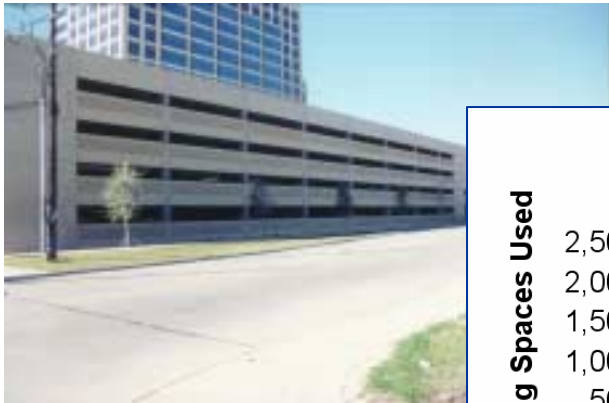
- Diversity of housing types:
 - Townhomes
 - Single-family
 - Multi-family
- Learn from successful PD's
- Services in walking distance
- Urban Design





Revise Parking Standards

- New parking standards
- Mixed use and transit area “shared” parking





Transit Oriented Development

- Planning development in concert with DART
- Residents have transportation options
- Varied housing options
- Less strain to existing infrastructure





Transit Oriented Development

TOD Regulations

- Projected growth coordinated with planning, zoning, and public investment
- Zoning and land use standards attract desirable development along transit corridors





Bus Rapid Transit

- On street
- Signal priority
- Natural gas option
- Quick stops





Planning Infrastructure for New Areas

- Integrating Land Use and Infrastructure





Enhancing Transportation Systems

- **Build on strong mobility**
- **Adopt a Livable streets program**
- **New cross town transportation options and linkages.**
- **More bicycle and transit connections**



Upcoming Project Steps

Public Feedback

- ***Dallas Morning News Newsletter***
- ***City of Dallas Open Houses***
- ***Vision / Comprehensive Plan Map***
- ***Economic Strategy***
- ***Thoroughfare Plan (Appendix A)***
- ***Urban Design Component (Appendix B)***



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Economic Development and Land Use Planning





Definition

economic development (*n*)

- 1) the application of **public resources** to stimulate **private investment**.



Project Goal

A **candid** appraisal of the opportunities available for Dallas.

A **practical** guide to the City's economic development efforts over 3 to 5 years.



Considerations

- Implications of our definition of economic development
- Mix of strategic and project-specific recommendations
- Emphasis on Southern Dallas
 - But plan must be balanced
 - And the development potential should be realized



Towards a Vision . . .

What makes a great city great?

. . . and what compromises its future?

and

What does the vision commit you to?



What's needed . . .

Candid appreciation of the barriers that compromise a vision and what that means for economic development

- city of **urban suburbanites** (to the north), and of disenfranchised citizens (to the south)
- growth of the region *at the expense of* the city



The implications . . .

- How does the vision you *choose* and the *barriers* you're facing drive your economic development *strategy*?



Our thoughts . . .

- An *integrated* city
 - physically
 - racially
 - culturally
 - economically

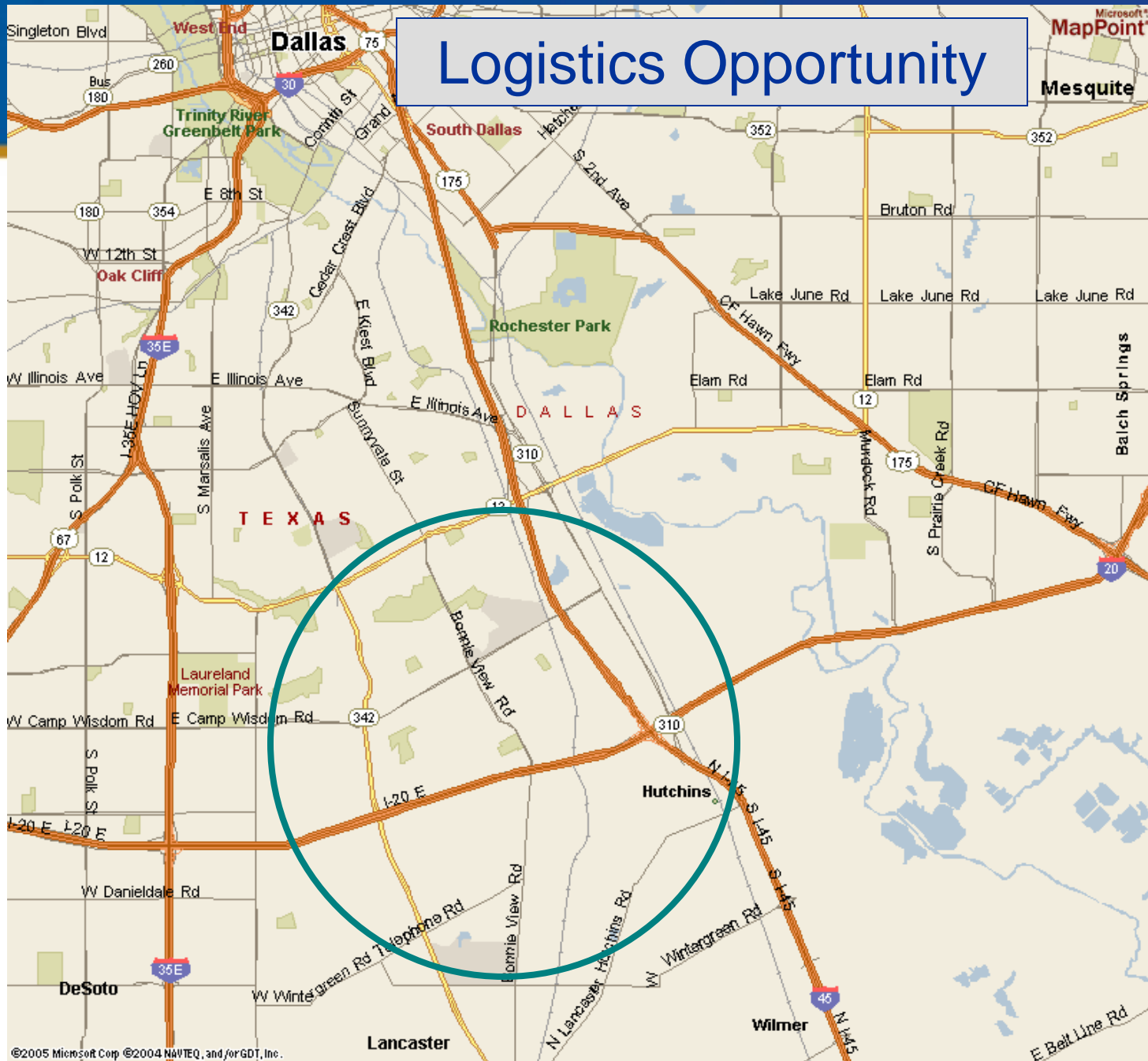


Major Themes

- 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



Logistics Opportunity



©2005 Microsoft Corp ©2004 NAVTEQ, and/or GDT, Inc.



Retail

- Cities are under pressure for retail sales tax revenue
- Most retail location decisions are driven by demographics
- Focus on developers, not retailers



Taxable Retail Sales (in millions)

	North	South	Difference
1999	\$7,580	\$1,185	(\$6,395)
2000	\$7,749	\$1,199	(\$6,550)
2001	\$7,425	\$1,149	(\$6,276)
2002	\$7,111	\$1,120	(\$5,991)
2003	\$6,918	\$1,122	(\$5,796)

Source: Texas Comptroller's of Public Accounts. Note: Includes only those zip codes that are substantially within the city limits.



Taxable Retail Sales Indicators

Retail Indicators, 2000			
	North	South	Difference
Taxable retail sales (<i>in millions</i>)	\$7,749	\$1,199	(\$6,550)
Population	653,077	484,401	(168,676)
Taxable retail sales per capita	\$11,866	\$2,475	(\$9,390)
Households	268,547	152,774	(115,773)
Taxable retail sales per HH	\$28,856	\$7,849	(\$21,007)

Source: Texas Comptroller's of Public Accounts. Note: Includes only those zip codes that are substantially within the city limits. Population and HH figures were based on Census tracts as data were not available for selected zip codes. Calculations are intended to provide sense of general trends only.



Caveats

- Have to account for two influences:
 - Incomes are lower in southern Dallas (meaning fewer dollars spent).
 - North Dallas captures more tourist and business travel dollars than South.
- Still, it is clear that southern Dallas is “under-retailed.”



Image & Marketing

- 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



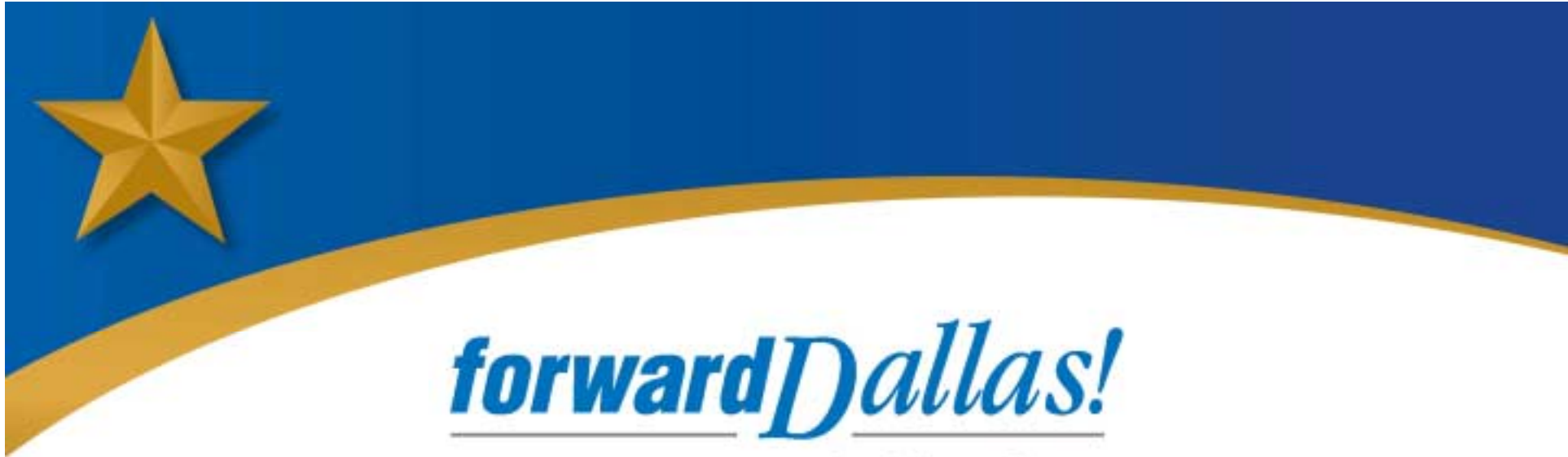
Image: Outside-in vs. Inside-out

- Comparing how outsiders see the city with how insiders perceive it
- Changing the perceptions of **current residents**
- Getting ahead of the curve



Organizational Issues

- What is the City's role in economic development?
- What is the City's relationship to the chamber? to other regional players?
- What counts as success and how is it measured?



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Appendix A

Transportation Implementation

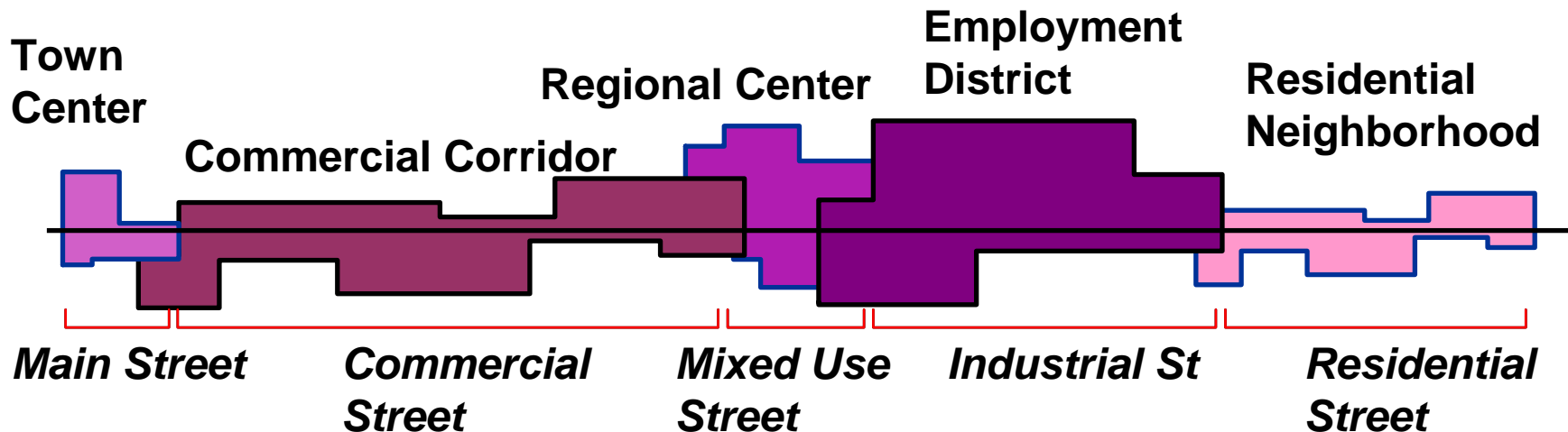




Street Typologies

- Designing streets to serve adjacent land use

“One Size Does Not Fit All”





Transportation Realms

- What are the realms of a roadway?
 - Travel Way Realm
 - Pedestrian Realm
 - Context Realm
 - Intersection Realm



Bringing the Realms Together

North First Street, San Jose



Steve Price, UrbanAdvantage



Bringing the Realms Together

North First Street, San Jose



Steve Price, UrbanAdvantage



Implementing Context Sensitive Design in Dallas

- Develop overlay of new street types
- Functional class system remains in place
- No Wholesale Changes only select spot locations
- Develop specific design requirements for each street type



Develop overlay of New Street Types

- Match street typologies to streets in Dallas
- Use palate land uses as the guiding policy to create the land use transportation connection



Typologies Functional Class Relationship

Functional Class / Street Typology Relationship							
Functional Class	Commercial Street	Industrial Street	Transit Street	Couplet	Residential Street	Main Street	Mixed Use Street
Principal Arterial	[Black bar]						
Minor Arterial	[Orange bar]						
Community Collector					[Green bar]		
Residential Collector					[Yellow bar]		
Local Street					[Grey bar]		



Current Dallas Roadway Standards

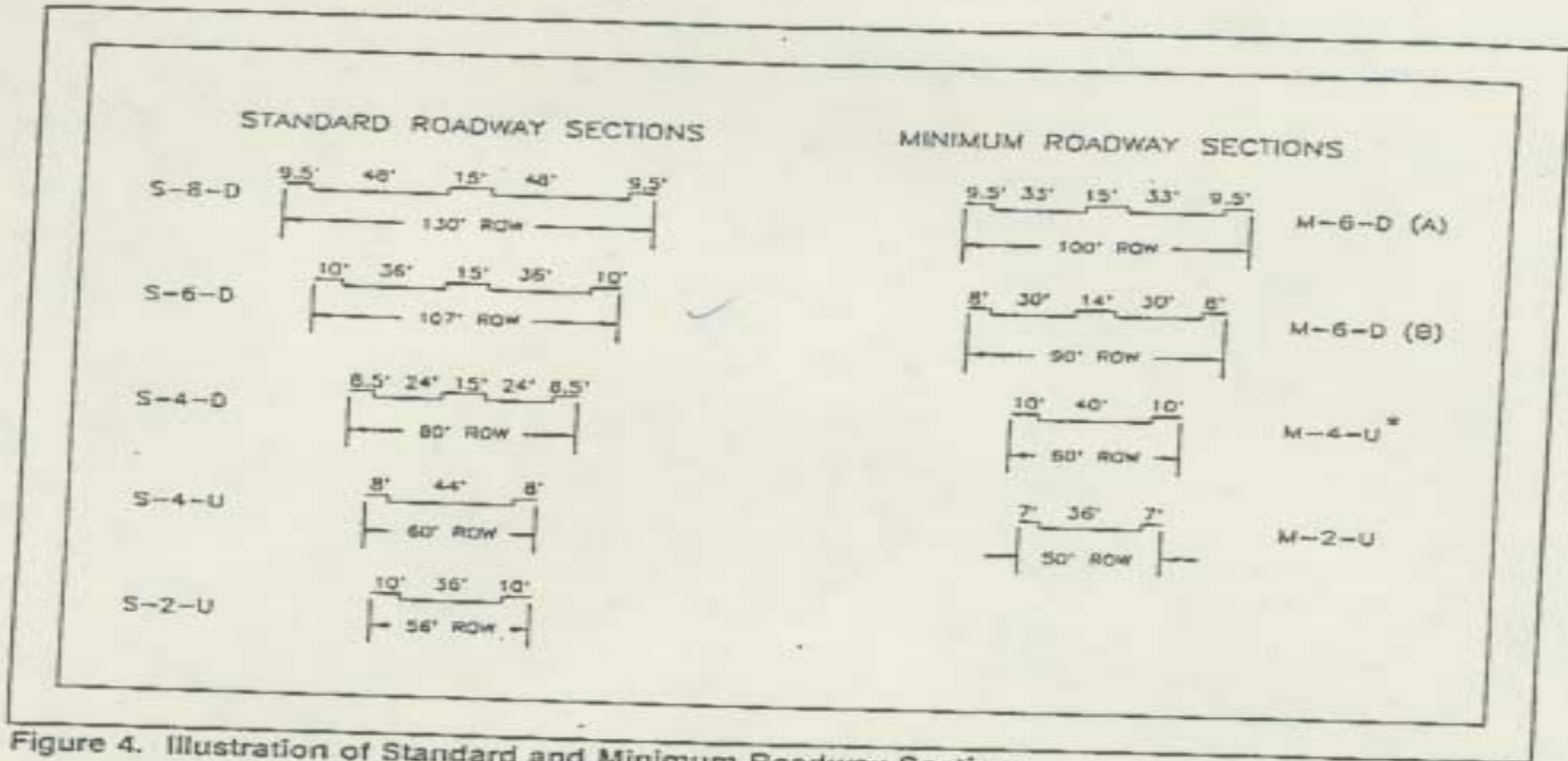


Figure 4. Illustration of Standard and Minimum Roadway Sections

*M-4-U can be striped and operated as 2 or 4 lanes.



New Context Sensitive Design Standards

- 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.

Human scale height-to-width ratios fall between 1:3 and 1:2 as measured from the building fronts or large trees if present.



1:3 height-to-width ratio creates a human scale Main Street



1:7 height-to-width ratio creates a scale uncomfortable for pedestrians





No Wholesale Changes

- Only spot locations may be effected by changes in thoroughfare plan
- For instance during:
 - Developer driven initiatives (same as today)
 - TOD expansion areas
 - Main street or mixed use street emphasis



Specific Design Guidelines

- Developed for each street typology

Context Realm	Mixed Use	Industrial	Commercial	Main Street	Transit	Residential
Building Orientation (entrance orientation/max. setback) [1]						
Parking Location						
Pedestrian Realm						
Min. Sidewalk Width [2]						
Pedestrian Buffers (planting strip)						
Street Lighting	For all arterial thoroughfares in all context zones, intersection safety lighting, basic street lighting and pedestrian-scaled lighting is required. See Sections X (Lighting the Pedestrian					
Travelway Realm						
Target Speed (mph)						
Number of Through Lanes						
Basic Lane Width [3]						
On-Street Parking Type/Width						
Horizontal Alignment (per AASHTO)						
Vertical Alignment	AASHTO green book.					
Medians (accommodate single left turn lane)						
Bike Facilities (min. width)						
Access Management						
Intersections						
Roundabout	Optional at moderate, low volume intersections					
Curb Return Radii	Minimum: 5' where no turns occur / Recommended: 15' / Maximum: based on design vehicle					



Develop Cross-Town Transportation Options

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





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Appendix B

Development Typology Palette for the Draft Vision





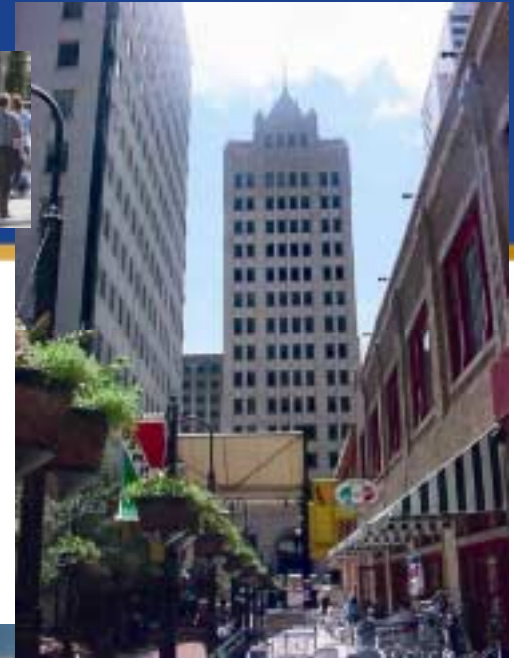
Draft Vision Palette

- Two Typology Categories:
 - Special Mixed-Use Typologies
 - Conventional Single Use Typologies





Downtown

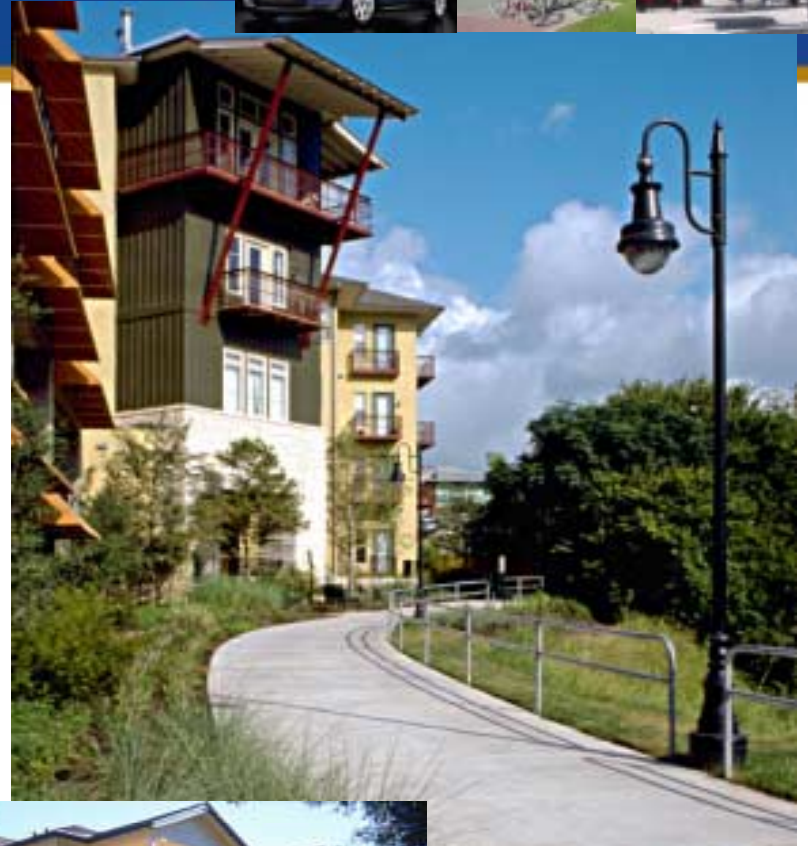


- Prime commercial destination and employment center
- Diversity of housing: residential highrises, townhomes, and multi-family
- Wide mix of uses
- Accessible by car, transit, bike, and foot
- Lively civic and open spaces



Campus District

- Special district
- Large campus style employer or education facility
- Provides not only internal needs, but external opportunities





Campus District: Examples



- UNT campus
- Southwestern Medical Center
- Baylor Medical Center
- Texas Instruments
- Pinnacle Park





Mixed Use/ Special Character District



- Diverse mix of commercial and residential
- Lower density than downtown
- Provides housing and employment
- Walkable center
- Diversity of parking





Mixed Use/ Special Character District



- Deep Ellum
- Bishop Arts
- Cedars
- Stemmons Design District
- West End





Transit Station Center or Corridor



- Residential or Commercial
- Living and work spaces along rail, Bus Rapid Transit, or frequent Bus corridor
- Provides housing, shopping, and jobs
- Linked to mass transit
- Walkable
- Some Parking





Transit Station Center or Corridor



- Mockingbird Station
- West Village/Cityplace
- Westmoreland
- Lancaster Road





Main Street



- High intensity mixed use corridor
- One mile in length or less
- A business district
- Buildings up to the sidewalk
- 1-4 stories in height
- Provide variety of housing, shopping, and services





Main Street: Examples



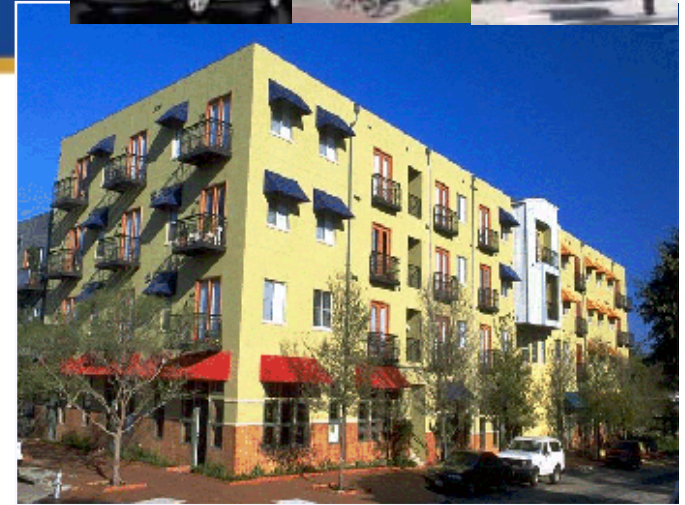
- Jefferson
- Lovers Lane
- Oak Lawn Avenue
- MLK Boulevard





Urban Neighborhood

- Primarily residential
- Jobs at key areas
- Street connectivity
- Transit supportive
- Walkable
- Near downtown or centers
- Mid to low rise residential buildings and townhomes





Urban Neighborhood: Examples



- Oak Lawn
- Uptown
- Grand Avenue area
- Oak Cliff gateway





Business Center or Corridor

Example: Galleria



- Mix of large retail buildings, offices, and multi-family housing
- High intensity job area
- Low to mid-rise residential buildings with condos and apartments
- Land uses separated by parking areas and roadways
- Auto-oriented, lots of parking lots
- Positioned at intersections of highways or major arterials





Industrial Area



- Special District
- Manufacturing
- Logistics
- Other key industrial ventures



Examples

- Southport
- West Dallas
- West of Upper Stemmons Freeway along Trinity River



Commercial Center or Corridor



- Primarily commercial
- Some multi-family housing
- At key intersections
- Improve pedestrian environment
- Some have transit orientation





Commercial Center Examples

- Cityplace
- Park Lane at Central
- Preston Forest





Commercial Corridor Examples



- SE Buckner
- Preston Road
- Preston-Forest
- Upper Greenville Avenue





Residential Neighborhood



- Single-family detached homes
- Designed for car travel
- Some retail and services at intersections nearby
- Streets fairly wide and curvilinear





Residential Neighborhood Examples



- Preston/Royal
- Lakewood
- South Dallas
- Winnetka Heights





Draft Vision Map

