

ForwardDallas! Vision

Introduction

Dallas is a city of neighborhoods. Residents say they “live in South Dallas” or “live in Pleasant Grove” or “live in Lake Highlands” in the same breath they say they’re “from Dallas.” Families residing in Hidden Valley or Hamilton Park can’t imagine moving anywhere else. Those who call their Oak Cliff neighborhood home think theirs is the quintessential Dallas experience, just as those who reside in an Uptown condo view their urban lifestyle as defining Dallas.

ForwardDallas! celebrates these different life experiences – in fact these neighborhoods, each with a unique personality, give Dallas a vibrancy of cultures, lifestyles and economic options missing from so many other urban areas in this nation.

Strengthening these neighborhoods in ways that preserve their individuality while at the same time uniting all of them with a vision of the future is the goal of forwardDallas! This will improve the livability of the city by offering better transportation options, bustling commercial centers, improved traffic and development patterns and world-class opportunities in the arts, entertainment, education and environment for all residents.

This Dallas of the future, with its distinct neighborhoods, inviting public spaces and lively entertainment options, is a place residents will be proud to call home and a place visitors will want to return to again and again. This is the vision of our city as we all move forwardDallas!

Creating a Vision

Developing a cohesive vision of Dallas’ future allows residents, business owners and visitors an opportunity to see what this city strives to be. This vision of forwardDallas! has been developed by the people of Dallas, who spoke with a strong voice about what they value in their community and what they want for its future.

Dallas’ rapid growth means the city is constantly undergoing significant change. Depending upon how such growth is directed, these changes could be good for the city’s residents, commerce and infrastructure. If growth is unguided and occurs without a coordinated plan for the city, it can harm the very qualities Dallasites hold dear. Having a vision helps guide and inform the decision-making process in defining and managing the city’s future so everyone gets the opportunity to make sound, informed decisions about how to get there.

Dallas has produced various plans in the past but none as comprehensive, far-sighted and bold as forwardDallas! which has five parts:

1. **A Vision** – This portion of forwardDallas! captures the ideas, ideals and goals residents have for the future of Dallas;
2. **A Policy Plan** – This provides the overall framework for achieving the Vision and includes the policy guide for integrating various land, transportation and economic elements to reach the Vision;
3. **An Implementation Plan** – Together with the Action Plan, this provides two timelines for accomplishing the goals as outlined in the Vision and Policy plans – the short-term goals (no more than two years) of the Action Plan and longer term goals (five to seven years) of the Implementation Plan;
4. **An Action Plan**; and
5. **A Monitoring System** – This gives the city and citizens a framework for tracking progress toward the Vision of forwardDallas!

ForwardDallas! builds from other plans such as The 1994 Dallas Plan, the 1987 City of Dallas Growth Policy Plan, the recently adopted Trinity River Plan, the Strategic Engagement Economic Development Plan and the many small area plans such as the Inside the Loop Plan, Arts District Plan, and the Fair Park Comprehensive Development Plan. These are incorporated into forwardDallas!, creating an overarching, citywide vision for the future.

Hundreds of Dallas residents contributed their ideas and dreams to the final forwardDallas! Plan. Some attended community-wide listening sessions with city staff. The 75-member Advisory Council, appointed by City Council, over the course of several months and many meetings reviewed and refined each step in developing the final document. Members of this Advisory Committee included business leaders, neighborhood representatives, public agency leaders and concerned citizens.

A panel of five City Council members, helped shape the research methodology and creation of the Vision. Finally, the entire 15-member City Council held regular meetings with the forwardDallas! team to monitor progress and provide guidance.

Crafting the Vision (text for graphic)

In the beginning: Residents and business leaders are polled about their ideas for forwardDallas!

Next: Advisory committee meets to establish guiding principles for forwardDallas!

Next: The city holds community-based and citywide workshops to garner comments.

Maps are created to identify neighborhoods, transportation hubs, green spaces and areas of commerce,

Then: Scenarios are created that answer the question, “If we do this, what would happen?”

Scenarios are evaluated to decide how to best address the needs and desires of Dallas residents.

A shared vision is created of how to best position Dallas for its future.

Finally, the forwardDallas! plan is created.

Core Values

A diverse mix of people, representing all walks of life in the city, participated in surveys and opinion polls conducted before work was begun on forwardDallas! Respondents overwhelmingly agreed on several key results and they believed these results should be the foundation for building a Vision for Dallas.

Recognizing the strong support these core values have across the city, forwardDallas! has used these six core values as the underpinning for all its proposals and recommendations. These core values are:

1. Education: Access to good education and good jobs

Education and a wide range of good jobs are two of the most important values in Dallas. Dallas residents want a city with a wide range of good jobs and an education system that adequately prepares people for those jobs.

Ideal: The economy is thriving, with diverse businesses growing and people working.

2. Public Safety

Dallas residents value a sense of personal safety and of being able to go where they want, when they want, free from worry.

Ideal: People feel safe where they live, work and play.

3. Environment: A beautiful city with healthy air, water, trees and parks

Residents strongly value the area's natural assets and want to protect air quality, water quality and trees. Access to nearby parks is important for public health and livability of neighborhoods.

Ideal: The city's natural resources are conserved and protected for current and future generations.

4. Jobs: Investment in the Southern Sector

Dallas residents from across the city recognize and value the future potential of the Southern Sector and want to encourage and bring new jobs, better physical infrastructure and more opportunity to this area.

Ideal: Southern Dallas is a desirable place to live, work and play.

5. Traffic: Offer choices in transportation

Dallas residents want options on how to get around the city and the region that include public transit and attractive streets to walk. Having more opportunities to walk to transportation hubs, housing and entertainment are particularly valued.

Ideal: People and goods move reliably, efficiently and safely through the city.

6. Quality of Life

Dallas' diverse population wants equally diverse choices in where and how to live and ways to shop and have fun.

Ideal: The city supports and encourages vibrant and viable neighborhoods where residents enjoy high-quality and diverse recreational, cultural and educational opportunities.

Guiding Principles

After acknowledging the community's core values, the next step was to create a set of guiding principles that everyone using the forwardDallas! plan could reference. These guiding principles provide a focus for all planning efforts and inherently include the city's core values. These principles form a "check list" from which each planning element can be linked back to the core values. This ensures that these core values held by Dallas residents are reflected in all projects and these guiding principles provide a foundation for action. The Advisory Council identified the following five key guiding principles:

1. Economic Development

Quality of Place: Economic development should recognize the critical role that quality of life, natural beauty, diversity and the unique cultural assets of the city play in attracting and retaining businesses, visitors and residents.

Southern Dallas: Economic development efforts should direct investment toward Southern Dallas while also supporting key existing business districts.

Range of Jobs: The city should plan for and foster a variety of employment opportunities to take advantage of the city's motivated, young, educated and diverse workforce.

Downtown: The city center should be enhanced as the premier business district, cultural center and entertainment destination, establishing downtown as a top stop for both residents and visitors.

2. Housing & Community

Livability: Neighborhood and commercial areas should be attractive, safe and walkable places to live and visit.

Stability: Treasure Dallas' neighborhoods for their unique character and maintain them as attractive, appealing and safe places centered on quality neighborhood-based schools.

Redevelopment and New Development: Create and/or redevelop deteriorating residential and commercial areas into vibrant places that will encourage and promote the quality of life already present in many Dallas neighborhoods.

Choice: The city should accommodate a variety of housing types to appeal to people at all income levels and increase the opportunity for ownership-housing near jobs and shopping.

3. Social Equity

Opportunity: All Dallas residents should have equal access to quality housing, jobs, education and health care.

Identity: The city will celebrate its many cultures and ethnicities and work toward inclusiveness on all fronts.

Access: People from all neighborhoods, income levels and ethnicities should have access to public amenities, quality schools, parks and open space.

4. Environmental Sustainability

Parks & Trails: Encourage people to exercise by providing pedestrian-oriented neighborhoods and an interconnected park and trail network that is integrated with nearby development.

Pollution: Encourage “green” practices that reduce waste and pollution, conserve water and protect and enhance the environment.

Preservation: Encourage neighborhoods and community groups to plant and preserve trees.

Personal Health: Locate parks and open spaces throughout the community.

Neighborhood parks, small green spaces and open spaces should be within a short walk of all homes and accessible to everyone.

5. Transportation & Infrastructure

Efficiency: Ensure swift and cost effective movement of goods and people, both inside Dallas and beyond.

Safety: Ensure the transportation network provides safe and timely access to housing, jobs, shopping, services and recreation.

Choice: Invest in a full range of transportation options including surface roads, public transit, freeways, sidewalks and bikeways. Coordinate multi-modal planning so residents can reduce their reliance on cars by living closer to work, living or working close to public transit, and living in areas that are conducive to walking and biking.

The Environment: Contribute toward cleaner air and water while serving the needs of Dallas residents. Environmentally friendly travel choices should be promoted and made accessible to everyone.

Common Themes

More than 2,000 Dallas residents and business leaders participated in 10 public workshops and over 100 neighborhood meetings. Participants at these events provided invaluable input that was used to develop the forwardDallas! plan. These workshops and meetings were so successful that the city will use this format in the future when planning goals need to be updated. Using the framework of the core values and guiding principles, the Advisory Committee was able to identify common themes that surfaced at each of these meetings.

Residents who attended these planning workshops provided descriptive pictures of what they want their communities to look like. These are the common themes that emerged:

Provide better streetscape design and main streets throughout the city.

At each workshop, groups were asked to design their version of an ideal street. What emerged is a strong indication that people want to change the design and function of many streets throughout Dallas. Residents expect many streets to remain as they are, with an emphasis on safely carrying large volumes of cars at relatively high speeds. Participants also support the idea, however, of converting some streets in key areas into bustling shopping districts that attractively and safely accommodate pedestrians and bicyclists as well as cars, trucks and buses.

Protect and preserve historic districts and existing neighborhoods.

One community workshop focused on a neighborhood where existing homes are being torn down and replaced by larger houses that stand apart from the character of nearby homes. This workshop was so heavily attended, with so many ideas presented, that follow-up meetings were held. To address the tear-down issue at a citywide level, workshop participants noted neighborhoods that warranted some level of protection or stabilization.

One strategy forwardDallas! will use is to identify stable areas and put strategies in place that direct most growth away from these areas of stability and into areas where development can be a force for healthy change.

Sustain the city's pro-economy approach.

Participants clearly stated their desire for jobs, jobs and more jobs. Echoed throughout all workshops, participants stated the desire to see efforts that would provide a variety of jobs for the available workforce.

Match housing with jobs.

Those attending these workshops wanted to find ways to provide more housing near jobs within the city. Bringing housing closer to jobs can reduce overall commute times as well as create more attractive communities where people can walk, bicycle or ride public transit between work and home.

Improve opportunities for owner-occupied housing.

Dallas has a high percentage of rental housing, especially concentrated in large apartment complexes. Based on public research and community workshops, there is an unmet demand for more home ownership, including traditional single-family homes, as well as townhouses and condominiums in predominately mixed-use areas near jobs and shopping.

Provide housing choices for people at various income levels.

This topic raised concerns at the workshops that increased land values will mean lower-income residents may be forced to move. This is closely tied to the concept of increasing the types of housing available to Dallas residents – as well as providing more ownership opportunities, beyond traditional large lot, single-family homes.

Promote prosperity throughout Dallas.

People embraced the notion of investing in areas where added capital and development can result in significant and positive change. Participants suggested using tools that helped spur dramatic revitalization in areas such as Oak Lawn in other sections of Dallas.

Encourage the strengths of Downtown Dallas.

As goes Dallas, so goes the region. Everyone made it clear that a thriving downtown is the key to not only the City's success but the success of the entire North Central Texas region.

Pursue redevelopment and revitalization.

The theme of redevelopment and revitalization rang loud and clear over and over. Participants' favorable view of redevelopment indicates a sophisticated understanding of the dynamics at work in creating a vibrant Dallas and a progressive attitude toward change.

People saw redevelopment as catalyst that brings investment to areas and can act as a remedy for problems ranging from crime to homelessness.

Connect communities with the Trinity River and nature.

Parks and natural areas are highly valued in Dallas. From White Rock Lake to the recent Trinity River Plan, and even in areas that participants declared “stable,” people want additional parks and trail connections as fundamental ingredients of a high quality of life.

Build from current plans and successful planned developments.

Most workshop participants want to continue to use existing plans and to build from that work. Participants commonly cited the Oak Lawn Planned Development as a good example of successful planning.

Embrace all types of land use.

Workshop participants were interested in having a wide range of land use options in Dallas. While some land use types reflect a definite nod toward autos, others focused more heavily on walking and bicycling. Variety is the key in what workshop participants wanted for land use types throughout the city.

Capitalize on existing and proposed transit centers.

Many people believe a large amount of capital investment in the city’s more than 40 light-rail DART stations has not been fully leveraged. Participants believe that increasing jobs and housing near these stations would better use this public investment and simultaneously provide desirable housing choices.

Provide multi-faceted solutions for multi-faceted lives.

Workshop participants recognized that simple solutions will not, by themselves, solve the complex issues facing the city. Using a combination of robust, multi-faceted strategies is the only way to tackle the complicated challenges brought by future growth.

Key Initiatives

Six key initiatives that capture the essence of the Guiding Principles have shaped the various elements of the Policy Plan, the second portion of forwardDallas!, and the specific actions in the Implementation Plan, the third portion of the forwardDallas! document. The Policy Plan provides a framework for land use, transportation, housing, the environment, economic

development, neighborhood and urban design; the Implementation Plan provides a timeline for accomplishing these various goals. These Key Initiatives are described below:

A. Enhance the Economy

The approach to economic development in forwardDallas! differs from most economic development strategies. It is based on the premise that designating land use is the most powerful tool available to the city in structuring a sound tax base now and into the future. It also recognizes that strategically using public resources can stimulate private investment. Dallas will continue to be an economic engine for the region. The challenge is making Dallas a place where all types of families want to live because of the range of amenities offered to city residents. ForwardDallas! stresses that economic development in Dallas should focus on creating a high standard of living for all people, cherishing and enhancing the natural environment and recognizing the diversity and cultural assets that Dallas has to offer. Some of the strategies that will be implemented to achieve this goal include investment in the Southern Sector, strengthening downtown Dallas and enhancing our core industries.

B. Make Quality Housing More Accessible

Maintaining a healthy balance of housing and jobs is important for the long-term sustainability of Dallas. This housing strategy is aimed at increasing ownership, diversifying the city's housing stock and providing more opportunities for affordable housing. As Dallas' population increases, so will the demand for housing. Within the regional context, Dallas has the greatest range of housing needs and problems. Addressing these problems and creating more opportunities for housing in a landlocked city where most property is devoted to single-family dwellings will require creative solutions. Dallas must diversify housing options and increase home ownership in all populations. This key initiative focuses on creating housing options that answer the needs of Dallas' diverse population while sustaining existing neighborhoods. Ensuring that quality housing is accessible to all people, regardless of income or race, will help make Dallas a more prosperous, vibrant and inviting city.

C. Create Strong and Healthy Neighborhoods

Dallas is culturally and economically diverse, and while there may be many similarities between its residents, there are differences that must be addressed in order for Dallas to become a more equitable and healthier place to live for all people. Ensuring that people from all parts of Dallas have equal access to quality neighborhoods with good public schools, plenty of parks and other public amenities is an important key initiative of this plan. Equally important are provisions to protect existing neighborhoods by steering

growth towards areas where it is wanted and needed. Residents want Dallas to assist in the improvement of public schools by working with school districts to coordinate capital improvements and financial planning and create joint facilities such as parks, sports facilities and community centers.

D. Enhance Transportation Systems

Managing and planning for the city's transportation systems is a major responsibility of forwardDallas! The Transportation element of the Policy Plan incorporates the "livable streets" principles of Context Sensitive Design which goes beyond traditional thoroughfare planning to be more inclusive and to address the long-term land use goals. CSD ultimately ties together land use and thoroughfare planning, two primary city functions associated with development.

Transit Oriented Development is a key component of forwardDallas! as it pairs real estate development with a transportation system that can support the addition of jobs and housing. This "TOD" style of development ensures that residents, workers and visitors have transportation options, including rail or bus. ForwardDallas! includes new zoning and development standards for areas adjacent to rail lines to attract and support businesses and housing that make the most of these rail stations. Planning and coordinating development with DART fully leverages the massive public investment already made in the transit system and allows housing and job growth with little additional strain on existing roads. ForwardDallas! also emphasizes keeping abreast of emerging transit technologies such as a modern downtown streetcar circulator system and Bus Rapid Transit (BRT).

E. Ensure Environmental Sustainability

This initiative focuses on protecting Dallas' water quality and watersheds, increasing the urban tree canopy, promoting energy efficiency, protecting and enhancing open space, planning for more parks, and maintaining important views and vistas. Residents want a healthier natural and urban environment and forwardDallas! builds from existing Dallas plans, such as the Renaissance Plan and the Trinity River Plan, by establishing policies for open space acquisition, recreational trails, and restoration of degraded natural areas. Central to this key initiative is identifying, inventorying and protecting important natural resources, sensitive ecosystems, open spaces, and cherished views. Included are policies to mitigate the urban heat island effect, improve stormwater management within the city, reduce smog, expand the absorption capacity of floodplains and allow the restoration and rehabilitation of Trinity River riparian corridors. City-funded infrastructure will meet national "green building" standards through the Leadership in Energy and Environmental Design program as established by the U.S. Green Building Council. Dallas

residents will enjoy better access to new recreational areas and trails through the acquisition and protection of environmentally sensitive lands in floodplains, riparian areas and within the escarpment. In addition, long-range planning for parks and open spaces will ensure residents can enjoy access to quality natural areas and recreational opportunities in the decades to come.

F. Encourage New Development Patterns

In order to achieve the Vision, new development patterns, called building blocks, have been developed. These building blocks, which address transportation, urban design and housing, incorporate both existing and future development. They arrange housing and employment opportunities in ways that can decrease the use of cars, increase the use of public transit, and decrease the overall amount of land developed to promote open, green spaces. These building blocks are described in detail in the Introduction to the Policy Plan but the basic aspects of these building blocks are described as follows:

The Vision of Dallas' Future – Vision Illustration Sidebar:

What this IS:

- This graphic of the city is a reference for applying broad policies identified by ForwardDallas! as important to the future quality of life in the city.
- Each area, regardless of its color on this illustration, will have a variety of land uses and densities. The color coding is representative of an average density or land use over a large area and not specific to any one site within the area.
- This graphic identifies transit centers, both existing and proposed. Improving transit infrastructure and focusing development to areas near rapid transit are critical to the success of ForwardDallas!
- This represents the desires and goals of city residents, business owners and civic organizations. This is what the city will become in 20 years or so, not necessarily what exists today.
- This graphic takes into account all the elements needed for a vital, growing city – everything from open spaces and parks to neighborhoods, educational institutions and industrial areas.
- This illustration will serve as a guide to city staff and residents during discussions of development, land-use and growth. It will not be the end-point of discussions, rather an additional element of those discussions.

What this is NOT:

- This is NOT a zoning map. Nor is it a future zoning map.

- This is not a “comprehensive plan map” or to be used to determine individual zoning issues or site-specific design regulations.
- This is not a map in the traditional sense. It does not attempt to document either existing or future borders or boundaries.
- This is not a static document.

Building Blocks

Building blocks of forwardDallas! Vision mirror existing development patterns and also include some new approaches to arranging the layout of neighborhoods, community centers and employment areas. Building blocks fall into two main categories:

Walkable Mixed-Use Building Blocks

These are neighborhoods or areas where a healthy balance of housing, jobs and shopping will exist in close proximity, allowing residents to live, work, shop and play all in the same neighborhood. Public transit, bicycles and walking will get priority in these areas, although cars will still play an important role. These areas have slower moving traffic and the average car trip is shorter.

Conventional, Separate-Use Building Blocks

These areas follow a development pattern of distinct areas for housing, jobs and shopping. These areas are typical of post-war suburban cities and are inherently more dependent on the car. They are characterized by large parking lots and fast-moving arterial traffic. Opportunities for walking and bicycling tend to be limited and for the most part are confined to quieter residential areas.

The following section provides brief descriptions of various types of building blocks – as well as the tools and policies that may be used to achieve them.

WALKABLE MIXED-USE BUILDING BLOCKS

Downtown

Typically a centrally located hub, downtowns provide high intensity, concentrated regional job and commercial activity supported by high-density housing. A downtown includes pedestrian-oriented and mixed-use development and offers multiple transportation options. Ground floors of tall buildings feature shops with many windows for visual interest and safety while the streetscape incorporates trees for shade, wide sidewalks and easy-to-use signs for finding points of interest. Civic and open spaces provide an inviting atmosphere for pedestrians as well as a diversity of uses, generating activity throughout the day and evening.

The downtown building block is an important transit hub for commuter rail, light rail, bus and local systems. This area warrants significant public investment to sustain itself as the signature address within the North Texas region and to continually reinvent itself to maintain its competitive advantage.

Campus

Campus areas focus on master-planned educational, institutional or business facilities outside the downtown that provide jobs for specially skilled people. The University of North Texas campus was the motivating factor for creating this building block, although other examples exist, such as the areas around University of Texas Southwestern Medical District, the Baylor University Medical Center, the Veterans Administration Hospital and Pinnacle Park. Campus building blocks often act as smaller versions of a complete community and include a range of single-family and multi-family housing for students, employees and visitors. A variety of offices, shops and services should exist to support the major campus employer and area residents. Over time, areas such as UNT can take on a “university town” feel as they mature. All campus building block areas should have convenient transit options as an integral component. Economic development efforts should capitalize on the spin-off employment opportunities generated by the primary employers.

Urban Mixed-Use

The Urban mixed use area, incorporates a vibrant mix of residential and employment uses at a lower density than the Downtown building block. These areas are typically near downtown, along the Trinity River or near major transit centers. Dallas examples include Uptown, the City Place/West Village area, Stemmons Design District, Cedars and Deep Ellum. Mixed-use building blocks provide residents with a vibrant blend of opportunities to live, work, shop and play within a closely defined area. Buildings range from high-rise residential or mid-rise commercial towers to townhomes and small corner shops. Good access to transit is a critical element. Mixed-use building blocks may revolve around a pedestrian center and incorporate benches, public art, on-street parking and wide sidewalks, creating an appealing streetscape. Similar to downtown, the urban mixed use building blocks offer employment and housing options and are important economic growth areas for businesses. People on foot or bike can enjoy interesting storefronts at ground level. Large parking areas and other auto-oriented land uses can be incorporated, but typically will be located at the edges.

Transit Centers or Corridors

Transit centers or transit corridors support a compact mix of employment, retail, cultural facilities and housing. While normally located around DART light-rail stations, these building blocks could also be focused around commuter rail stations or bus rapid transit corridors. Examples include the Mockingbird Station area, the Cityplace Station area, the Westmoreland Station area, and the future Lancaster and Ferguson corridors. These areas

offer dense mixed use at the transit station or corridor and then transition to multi-family and single-family housing at the edge, all within about a 10-minute walk. Of all the building blocks, this incorporates the greatest range of building structures and land uses, including multi-story residential above retail to townhomes to single-family residences. Transit station centers may sometimes be near established residential areas with appropriate mitigation requirements. Interactive public plazas and/or civic uses will be centrally located and residential roof terraces and balconies overlooking transit station areas add “eyes on the street” that can aid public safety.

Main Streets

Main streets are modeled after the American tradition of “Main Street” as a place for living, working and shopping. Examples of these higher intensity mixed-use streets with concentrations of pedestrian activity include Jefferson Boulevard, Knox-Henderson and Lovers Lane. Main streets, typically no more than a mile long, are active areas with buildings one to four stories in height and usually placed right up to the sidewalk with parking available on-street. Away from the “Main Street,” density quickly diminishes, thus minimizing impacts on nearby neighborhoods. This building block will likely be served by bus or rail and contain safe and pleasant walking environments. Streets have trees and wide sidewalks. There may even be landscaped paths from the “Main Street” to rear parking areas, sidewalk cafes, outdoor dining areas or courtyards. The primary public investment in these areas will be upgrading streets and walkways to create safe high-quality pedestrian environments.

Urban Neighborhoods

Urban Neighborhoods, including Oak Lawn, the Grand Avenue area in South Dallas, the area near Jefferson Boulevard and the Vickery Meadow area, are predominately residential but are distinguished from other neighborhoods by the wide variety of housing options they provide and easy access to public transit. Housing choices should include single-family dwellings, townhomes, and low- to mid-rise condominiums or apartments. These neighborhoods will have concentrations of shops and offices along key corridors or at key intersections, providing important services and job opportunities within walking distance of residences. These areas may have mixed-use buildings with ground floor shops. Urban Neighborhood streets will be very pedestrian friendly, providing excellent connectivity to shopping, schools and other community services. Emphasis should be placed on slowing traffic through use of on-street parking and other similar traffic calming measures. Public investments in these areas will focus on parks, pathways, transit stops, pedestrian-oriented landscaping and road improvements.

CONVENTIONAL SEPARATE-USE BUILDING BLOCKS

Natural Areas and the Trinity River

Lakes, rivers, streams and parks form a vital system of green space throughout Dallas. Beloved places such as White Rock Lake, the Escarpment, and the Great Trinity Forest will be joined by new parks, open spaces and restored streams. Dallas is moving forward to create thousands of acres of parkland envisioned by the Trinity River Plan. ForwardDallas! embraces that plan and provides ways to enhance our natural heritage by protecting riparian areas and drainage systems.

Business Center or Corridor

This building block represents major employment or shopping destinations outside of downtown. Examples include the Galleria area, the NorthPark Center area, Southwest Center Mall area at I-20 and US Hwy 67 and the Stemmons corridor. Business centers are usually at major intersections or along highways or major arterials and rely heavily on car transit. These areas typically include high-rise office towers and low- to mid-rise residential buildings for condos or apartments and may include multi-family housing. Land uses are typically separated from one another by parking lots, freeways or arterial roads. Bold lighting and linear landscaping features such as esplanades and tree-lined boulevards can all work to distinguish and identify these areas. Public spaces may be at key entry points and central locations. Streets in these areas emphasize efficient movement of vehicles. Gateway landscaping, monuments and other devices will provide visibility from the freeway and guide visitors to destinations. Public transit may play a role in these areas and help create some pockets of transit-oriented development. Business centers and corridors provide important concentrations of employment that compete with suburban areas.

Industrial Areas

Industrial areas, which offer important employment opportunities, occupy large areas of land and usually are near major roads and heavy rail lines. Evolving technology and the need for freight movement through Dallas to the rest of the country means this sector can offer good opportunities for jobs. Logistics and warehousing, a growing industry with strong potential for upward mobility of skilled workers, would be in industrial areas. Examples include Southport and the Agile Port, parts of West Dallas along I-30, and the Stemmons industrial area. These areas include a mix of low- and medium-density industrial buildings and industrial yards and have large surface parking for cars and trucks. Industrial areas rely on quality road access and may be linked to rail for freight purposes. Accordingly, street lanes are wide and intersections are large. Transit, sidewalks and other pedestrian improvements are limited.

Commercial Centers or Corridors

These areas primarily function as service and job destinations and are similar to business centers or corridors, but are smaller and incorporate less density. These corridors, commonly at the intersection of major streets, are easily accessed via automobiles. Buckner Boulevard is an example of a commercial corridor. Buildings in these areas tend to be on separate parcels and stand one to five stories with offices, restaurants and a range of retail and commercial uses. In addition to jobs and services, commercial centers or corridors also may include multi-family housing in low- to mid-rise apartment buildings or condominiums. Landscaping and urban design will enhance the visitor's experience. For large shopping centers, this may involve adding public plazas or other "town center" features. Public transit enhancements as well as quality access and visibility are important components of successful auto-oriented development. Landscape buffers may be used to separate sidewalks from major roads and define pedestrian routes in large parking lots.

Residential Neighborhoods

This building block represents the life-blood of Dallas, the traditional single-family detached neighborhoods. Dallas has many neighborhoods that match this description, including Winnetka Heights, Preston Hollow, Lakewood, and Wheatley Place. Single-family dwellings are the dominate land use in these areas. Some shops, restaurants or institutional land uses such as schools and religious institutions that serve neighborhood residents may be located at the edges or at key intersections. Neighborhood "pocket parks" provide open space for families. Individual lot size, front yard and side yard setbacks, garage orientation and scale of the home varies from neighborhood to neighborhood. These areas rely primarily on cars for transit, although traffic on neighborhood streets is expected to be low. Cut-through traffic or spill over from commercial areas will be strongly discouraged. While public transit may be available, typically it involves longer walks to bus stops or the need to drive to park-and-ride facilities. Newly developed neighborhoods may provide better pedestrian access to community services through shorter block lengths, narrower streets, sidewalks, and greenbelts with hike and bike trails and might also provide improved access to transit service. Public investment will focus on protecting quality of life by providing amenities such as parks, trails, road improvements and strong code enforcement.

Plan Guide

The following guide provides a summary of the information in the forward Dallas! Plan, and includes a summary of the Policy Plan, the Implementation and Action Plans and the Monitoring System.

Policy Plan

Contains seven components: Land Use, Housing, Economics, Transportation, Urban Design, Environment and Neighborhoods.

- Establishes a set of principles, based on Core Values gleaned from public input, to guide policies and actions.
- Establishes a Vision for growth through 2030 which is shown in the Vision Illustration. This illustration is a general policy guide for land use and public investment. The Vision Illustration shows general locations of Building Blocks or development patterns based on three broad aspects of public policy related to land development:
 - The desire to promote household and job growth in the southern sector, the Trinity River Corridor and around DART stations;
 - The desire to promote a balance of economic development initiatives to strengthen the tax base and create prosperity;
 - The priority given to pedestrians, bicycles and bus or rail lines to reduce traffic congestion and improve air quality.
- Institutes a policy framework for ongoing small area planning to refine, adjust and implement the Vision over time. Small area plans will vary in scope and scale – some will be oriented toward strategic growth areas and others toward neighborhood stability.

Land Use

Uses the Vision Illustration as a reference for applying policies to guide land use and zoning decisions. The Vision Illustration is not a zoning map or a regulatory instrument. Each Building Block in the Vision Illustration represents an average density over a broad area, while providing for a variety of densities on any given piece of land. The boundaries of building blocks are not intended to be precise, nor are they intended to specify a particular land use or density on individual parcels of land. The precise location and nature of land uses and the transition between them should be determined through small area plans and zoning cases. The Vision Illustration does not change existing zoning.

- Establishes policies to ensure that, while using the Vision Illustration as a guide, zoning cases must also consider policy statements contained within the Policy Plan such as environmentally sensitive land, the site's proximity to the edge of a Building Block and appropriate transitions between Building Blocks.
- Establishes policies to monitor and maintain zoning capacity to promote a healthy and sustainable balance of jobs and housing. Land uses are balanced to achieve growth

targets of 220,000 new households and 400,000 new jobs by 2030 in order to create a livable and economically viable city.

- Allows existing zoning and adopted plans to remain in place. Zoning changes will be addressed only through small area plans and the public process.
- Integrates land uses with transportation systems to enable sustainable growth and provide a way to coordinate plans for improving infrastructure.
- Promotes creating new zoning tools to encourage urban development patterns, urban design standards and a climate that encourages private investment and leverages public investment. These tools would be available for use in future zoning cases and in implementing targeted small area plans.
- Ties land use decisions to social equity policies.

Neighborhoods

- Promotes and protects the enduring value of Dallas' neighborhoods. Strong neighborhoods are vital to Dallas' success as a world-class city.
- Promotes and supports increased neighborhood participation in land use and quality of life decisions through systematized neighborhood planning.
- Acknowledges and builds on past neighborhood planning efforts.
- Promotes protection of historic and cultural resources and development standards that are sensitive to neighborhood scale and character. Calls for updating Dallas' Historic Preservation Plan.
- Establishes policies to ensure development is compatible with neighborhood character in order to promote a sense of place and community identity.
- Addresses public infrastructure needed to support goals of clean, safe neighborhoods with quality schools.

Housing

- Recognizes Dallas' urban future and capitalizes on our strength in the regional housing market. Establishes policies to encourage ownership by non-traditional homebuyers by offering alternatives to single-family homes, including homes on smaller lots, townhouses and condominiums.
- Encourages housing development to meet the needs of future generations across the income spectrum, with policies to promote mixed-income residential developments and to limit concentrations of low-income housing.
- Creates conditions that attract middle-income families to the Southern Sector.
- Uses city resources including transportation and infrastructure investment to encourage desired housing development.
- Promotes consistent community character and quality housing standards.
- Monitors and improves quality of life standards in neighborhoods.

Economics

- Supports the “Strategic Engagement Plan” and establishes policies that advance economic goals.
- Fosters expansion and retention of existing business while targeting medical, logistics and technology-intensive industries.
- Supports a job recruitment and retention campaign to match industry targets with specific geographic areas.
- Coordinates economic development and land use planning.
- Protects development in areas that exhibit the best potential return on public investment, including Southern Sector, Trinity River Corridor, Downtown and DART Stations.
- Supports zoning and subdivision regulations that are market-tested to ensure development is high quality and economically viable.
- Supports economic incentives for historic preservation.

Transportation

- Establishes a fundamental linkage between land use and transportation planning.
- Links the Thoroughfare Plan to the Vision Illustration Building Blocks to promote street design that complements the neighborhoods they pass through.
- Establishes Context Sensitive Design (CSD) standards for streets and establishes a framework for incrementally updating the Thoroughfare Plan.
- Supports investment in various transportation modes including pedestrians, bicycles, rapid transit and automobiles in order to reduce car trips, increase transit ridership and improved air quality.

Urban Design

- Establishes urban design policies tied to Vision Illustration Building Blocks to promote a consistent and predictable approach to quality development that will encourage private investment, sustain property values and mitigate negative impacts of adjacent uses on neighborhoods.
- Promotes urban design standards that create pedestrian-friendly environments.
- Promotes building design standards that create a sense of place, foster safety and promote civic pride.
- Promotes development that is sensitive to the context and scale of neighborhoods.
- Encourages neighborhood identity through gateways, public art and the built environment.
- Promotes protection of important view corridors and significant vistas.

Environment

- Establishes development policies that are sensitive to the environment.
- Provides a foundation for future updates of the “Renaissance Plan” to preserve open space and provide for recreational needs in the future.
- Promotes water quality and watershed protections with a strong emphasis on storm water management policies.

- Promotes efforts to increase the urban tree canopy by planting and protecting trees to reduce heat island effects and improve air quality.
- Promotes energy efficiency and LEED certification.
- Promotes full implementation of the Trinity River Corridor Plan.

Implementation Plan

Establishes a schedule of items to be completed over a five- to seven-year period and a short list of Action Plans that will be completed in the first two years after adoption of ForwardDallas!. The Implementation Plan will be updated annually in conjunction with the city's annual budget cycle and in coordination with the capital improvement program and bond programs.

Monitoring Plan

- Establishes a tracking system for key growth indicators relative to Year 2000 base, Year 2005 milestone and Year 2030 target.
- Identifies 17 areas to serve as a framework for monitoring change in various parts of the city.
- Provides basis for annual reports and periodic target and implementation adjustments.

M A R C H 2 0 0 6 D R A F T

Forward Dallas! Contact Information

Call the Comprehensive Plan Hotline at (214) 670-3312

Visit our website at [**www.forwarddallas.org**](http://www.forwarddallas.org)

Send your questions or ideas to:

Forward Dallas!
Long Range Planning Division
City of Dallas
1500 Marilla Street
Dallas, TX 75201-6390