

093022

WHEREAS, the Implementation Plan component of the Comprehensive Plan of the City of Dallas contains a list of action plans, which were short-term projects to implement the Comprehensive Plan; and

WHEREAS, one of the action plans listed within the Implementation Plan component of the Comprehensive Plan of the City of Dallas was the creation of the University of North Texas Campus Area Plan; and

WHEREAS, the Department of Sustainable Development and Construction has developed the UNT – Dallas Area Plan that consists of two components: *Vision and Policy Plan* and *Implementation Program*; and

WHEREAS, the Dallas City Council has amended the Comprehensive Plan of the City of Dallas to incorporate the UNT - Dallas Area Plan: *Vision and Policy Plan*; and

WHEREAS, the UNT – Dallas Area Plan: *Implementation Program* outlines priority implementation items to be proactively undertaken by the City of Dallas over a five to seven year period; Now Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the UNT - Dallas Area Plan: *Implementation Program* is hereby adopted to serve as a guide for implementation of the UNT - Dallas Area Plan.

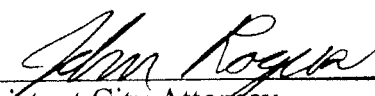
SECTION 2. That the City Manager is directed to implement the UNT - Dallas Area Plan: *Implementation Program* through staff work programs, budgets, bond programs, capital improvement programs, and grant programs.

SECTION 3. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

Approved As To Form:
THOMAS P. PERKINS, JR.,
City Attorney

APPROVED BY
CITY COUNCIL

DEC 09 2009

By: 
Assistant City Attorney


City Secretary

APPROVED

HEAD OF DEPARTMENT

APPROVED

DIRECTOR OF FINANCE

APPROVED

CITY MANAGER

The UNT – Dallas Area Plan Implementation Program



A forwardDallas! Implementation Project
Adopted December 9, 2009

Prepared by the Long Range Planning Division

¡adelanteDallas!
Construyamos nuestro futuro



forwardDallas!
Let's build our future.

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The *forwardDallas!* Comprehensive Plan, adopted by Dallas City Council in June 2006, called for a strategic area planning program to provide a proactive and systematic way to advance desirable development in key areas of the city. The UNT-Dallas campus area was one of the top priority areas short-listed for area planning on the work program of Development Services. The impetus comes from the UNT-Dallas campus which is the first university to be established within Dallas city limits. UNT-Dallas represents one of the most significant economic development opportunities in southern Dallas.

The UNT-Dallas Area Plan has a dual purpose and is consequently organized in two components: the Vision and Policy Plan and the Implementation Program.

- The Vision and Policy Plan component updates and refines the *forwardDallas!* vision for the area, providing more context specific policy direction to serve as an ongoing guide for future land development. It is intended to remain relevant through the long term with a 30-year planning horizon. This component is incorporated into the *forwardDallas!* Comprehensive Plan through an amending ordinance.
- The Implementation Program component focuses on defining specific actions to bring about strategic change needed to realize the vision. This component is adopted by Council resolution to establish shorter term work programs and priorities. It focuses on a 5 to 7 year planning horizon and will require periodic review and update.

This Implementation Program includes proactive action items to be undertaken by the City of Dallas that will steer growth in a direction supported by the Consensus Vision. These strategic action items are identified over a 5 to 7 year period and are tied to several critical activities relevant to the successful execution of the UNT-Dallas Area Plan. These critical activities are:

- ***DART light rail line extension*** - Work on the preliminary engineering and environmental impact statement for this project is anticipated to begin in early-2012. The final design and construction is anticipated to begin in early-2014 in order to have the line operational by 2018. This new light rail line is seen as a key driver of change in the area, the advent of which will trigger private development interest.

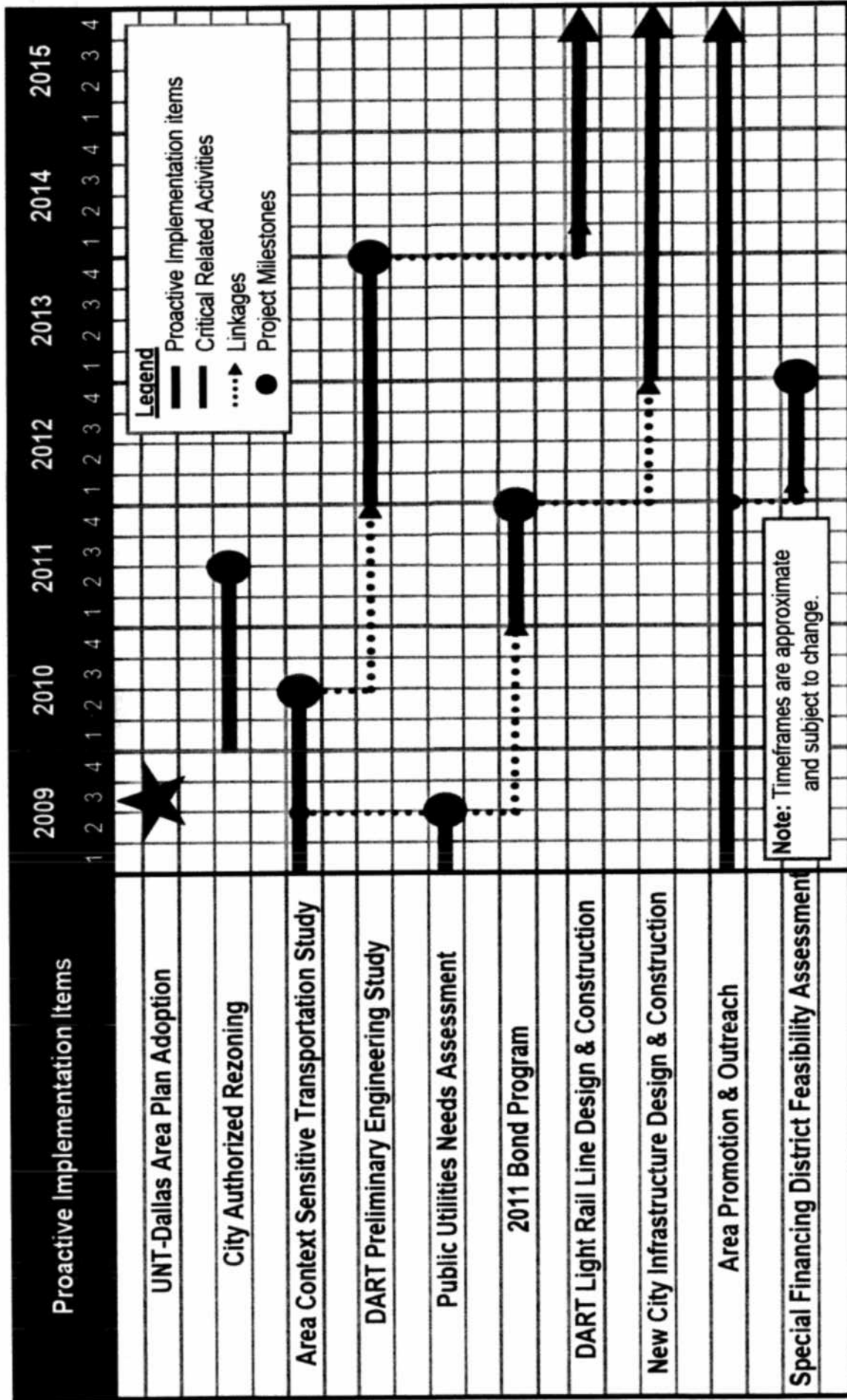
The UNT-Dallas area was one of the top priorities short-listed for area planning on the work program of Development Services.



The *forwardDallas!* Advisory Committee

The Implementation Program is adopted by City Council resolution and establishes short term work programs and priorities.

Proactive Implementation Chart



- **Bond Program** - The next Bond Program anticipated to be presented for public approval in 2011 will be an important means to fund strategic capital improvements in the area. Preparation for the 2011 Bond Program will begin in earnest in early-2010. City of Dallas Capital Improvement Program projects considered critical for the success of the area will need to be funded at least in part through this next bond program.
- **New City Infrastructure Design and Construction** - The implementation of key infrastructure, particularly roadways and water and sewer mains will be done through the City's Capital Improvement Program. Coordination between these projects and the DART light rail line extension is critical.

The priority implementation items that need to be undertaken proactively by the City of Dallas are shown on the Proactive Implementation Chart in relationship to these anticipated critical activities. These priority implementation items are also described in detail below.

In addition the Implementation Program also identifies on-going implementation activities. These activities are needed to address the goals and policies in the Vision and Policy Plan.



Goal: An area-specific promotion and outreach program will focus on attracting desirable economic development to the area and informing area residents/stakeholders regarding the UNT-Dallas Area Plan. This will remain an ongoing effort until development in the area gathers its own momentum.

A key goal of area promotion will be to attract private developers with development proposals that can form the basis for a feasibility assessment and development of special economic development financing tools.

Responsible Agency: Office of Economic Development and the University of North Texas Dallas in collaboration with Development Services.

Scope: The Area Promotion and Outreach Program will focus on:

- Conducting a market assessment to identify target industries and market segments with the highest potential for location in the UNT-Dallas area based on the Consensus Vision.

The next Bond Program anticipated to be presented for public approval in 2011 will be an important means to fund strategic capital improvements in the area.

The Area Promotion Program will focus on attracting desirable economic development to the UNT-Dallas area.

Implementation Program

Proactive Implementation



The UNT-Dallas Area Plan Executive Summary document may be included in the marketing material.

The rezoning will be focused in the Walkable Mixed-Use Areas identified in the Consensus Vision.



Emphasis will be placed on application of new Form Districts established in Article XIII, Chapter 51(A) of the development code.

- The emphasis will be on businesses that can benefit from adjacency to the UNT-Dallas campus as well as mixed-use developments around proposed DART stations. An economic impact study conducted by Economic Research Associates on behalf of UNT-Dallas projects an increased demand for housing and retail developments around the university, including 3,429 jobs by 2030. This study's findings may be utilized in the market assessment and also be included in the area marketing materials.
- Developing marketing materials and strategies targeted at the market segments with the best fit for the area. Marketing materials may include an executive summary of the UNT-Dallas Area Plan as well as the *forwardDallas* Vision.
- Collaborating with UNT-Dallas to promote business relationships between the university and industries associated with the International Inland Port of Dallas.
- Informing and involving citizens through the required public process involved in implementing future studies and action items related to the UNT-Dallas Area Plan.
- Educating area residents and stakeholders regarding the progress of the UNT-Dallas Area Plan through making presentations at neighborhood association meetings and other citizen participation programs.

City Authorized Zoning Changes

Goal: City authorized zoning changes will be initiated and brought forward for public hearings within a one-year timeframe after the Council adoption of the area plan. Zoning that is consistent with the Consensus Vision will establish entitlements for appropriate development and reduce barriers in the development process. Emphasis will be placed on applying new form district zoning aimed at promoting a walkable, mixed-use environment. Map 1.1 indicates the general boundary of the area being considered for rezoning.

Responsible Agency: Development Services

Scope: Rezoning will focus on the Walkable Mixed-Use Areas identified in the Consensus Vision. The Rezoning Authorization Boundary Map shows the area to be considered. The rezoning effort will consider the following:

- Emphasis on application of new Form Districts established in Article XIII of Chapter 51(A) of the Development Code. These new Form Districts are specifically intended to promote walkable mixed-use development.

Implementation Program

Proactive Implementation

- Not including all areas within the rezoning authorization boundary for rezoning. The intent of the authorization boundary is to establish the limits of the area to be considered for rezoning. Specific parcels for rezoning and zoning districts will be determined through the public process. Particular emphasis will be placed on rezoning in the strategic opportunity areas.
- Coordinating with concurrent efforts on a Context Sensitive Transportation Study.
- Identifying existing land uses and documenting any potential non-conformity created by proposed zoning changes.
- Protecting existing single family neighborhoods from the negative impacts of future development through the use of appropriate zoning transitions.

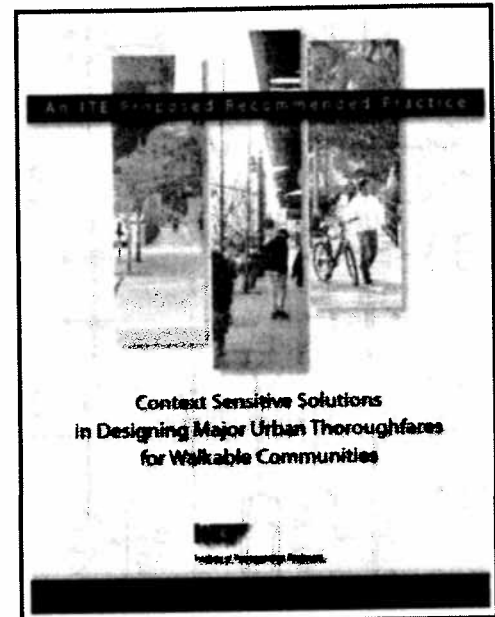
Area Context Sensitive Transportation Study

Goal: The UNT-Dallas Area Context Sensitive Transportation Study will be completed within a one-year time frame. This study will focus on developing a detailed and integrated circulation plan that maximizes multimodal accessibility and connectivity within the area. This study will plan for various transportation networks including roadways, transit and trails, and recommend specific alignments and design standards that achieve the goals of the UNT-Dallas Area Plan, City of Dallas Trails Master Plan, City of Dallas Bicycle Plan and the DART 2030 System Plan. In addition, the study will emphasize promoting bicycle and pedestrian friendly streets. Map 1.2 indicates conceptual alignments of proposed thoroughfares, light rail lines and trails to be used as a starting point for this study.

Responsible Agency: Public Works & Transportation Department and Development Services. This effort will utilize funding allocated through the Sustainable Development Grant Program and will be coordinated with the North Central Texas Council of Governments and DART.

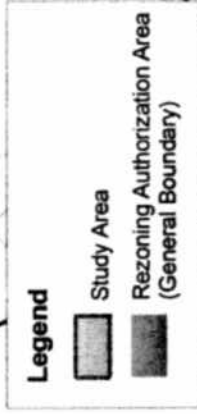
Scope: The Area Context Sensitive Transportation Study will focus on:

- Conducting a comprehensive area-wide review of multi-modal transportation needs and on promoting bicycle and pedestrian-friendly streets. If necessary, this should include travel demand modeling and analysis to determine future traffic patterns in the area based on the Consensus Vision. Modeling efforts will consider conservative and optimistic housing and employment growth targets for the area based on the Consensus Vision.



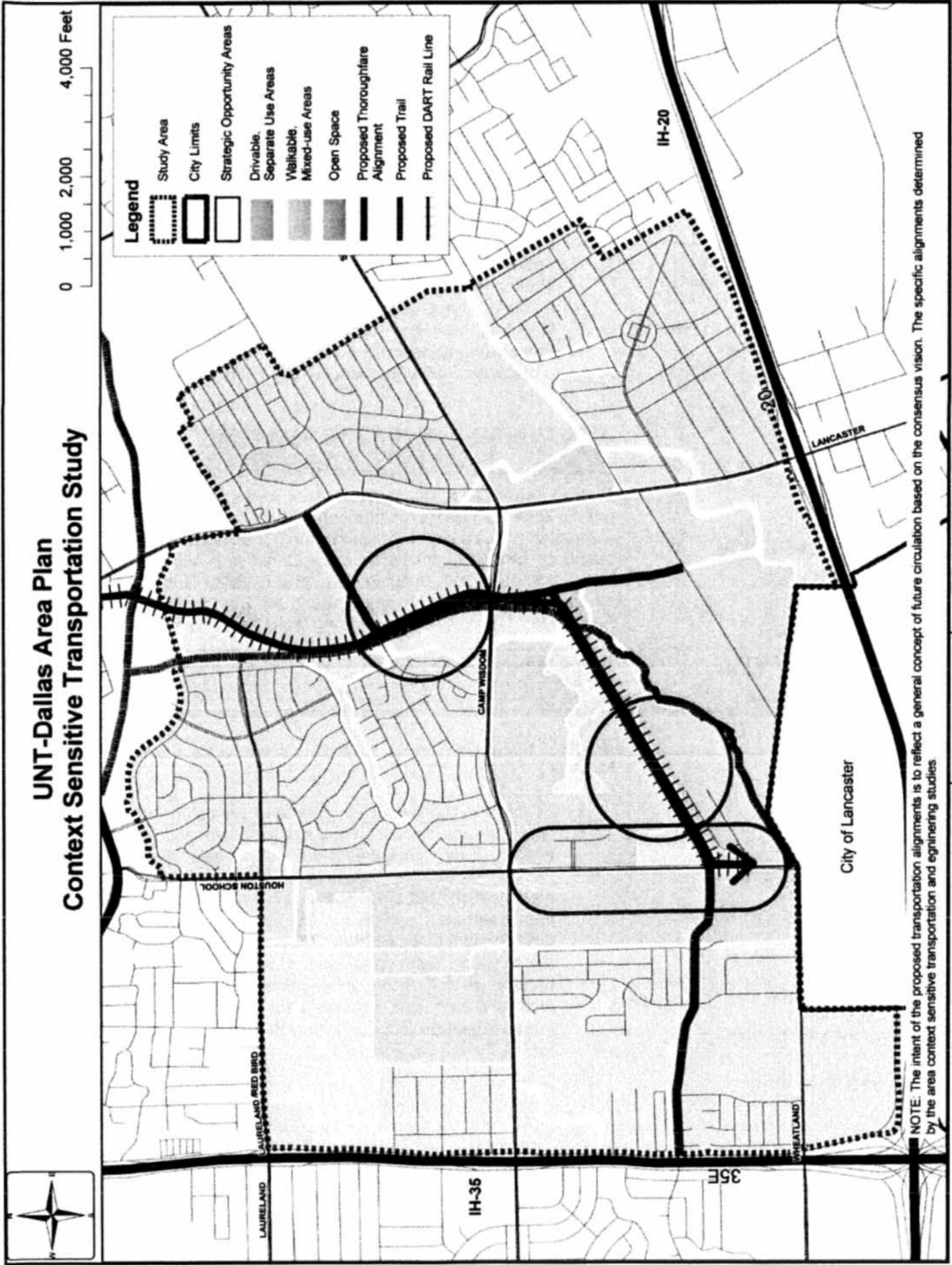
The Context Sensitive Transportation Study will apply guidelines from ITE's Context Sensitive Solutions manual.

This Context Sensitive Transportation Study will create a detailed and integrated circulation plan that maximizes multimodal accessibility and bicycle and pedestrian friendly streets.



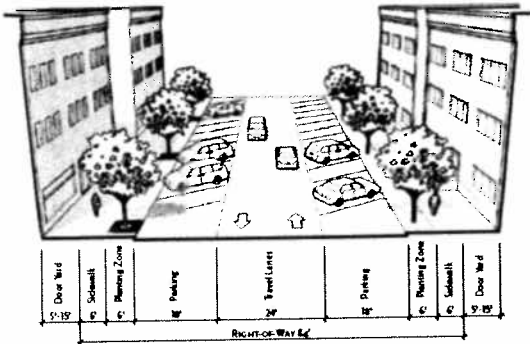
NOTE: The intent of the rezoning boundary is to establish the limits of the area to be considered for rezoning. Not all areas within the rezoning authorization boundary will necessarily be rezoned.

Source: Long Range Planning Division, City of Dallas



Implementation Program

Proactive Implementation



The Form Districts include context sensitive streetscape design illustrations.

- Proposing alignment refinements for proposed east-west and north-south thoroughfares, trails and light rail lines shown in the Consensus Vision.
- Developing context sensitive design standards on specific sections of existing and proposed thoroughfares, trails and light rail lines with particular emphasis on the Strategic Opportunity Areas.
- Proposing amendments, if necessary, to the City of Dallas Thoroughfare Plan, Bicycle Plan and Trails Network Master Plan as well as specific and clear guidance for preliminary engineering studies to be undertaken for the DART light rail line extension to the UNT-Dallas campus.
- Identifying transportation related capital improvement projects for inclusion in the 2010 Bond Program.

A proactive assessment of water and sewer infrastructure needed to support future development will be completed within a one-year time frame.

The utilities needs assessment will place emphasis on defining key public utility improvements needed to facilitate development within the Strategic Opportunity Areas.

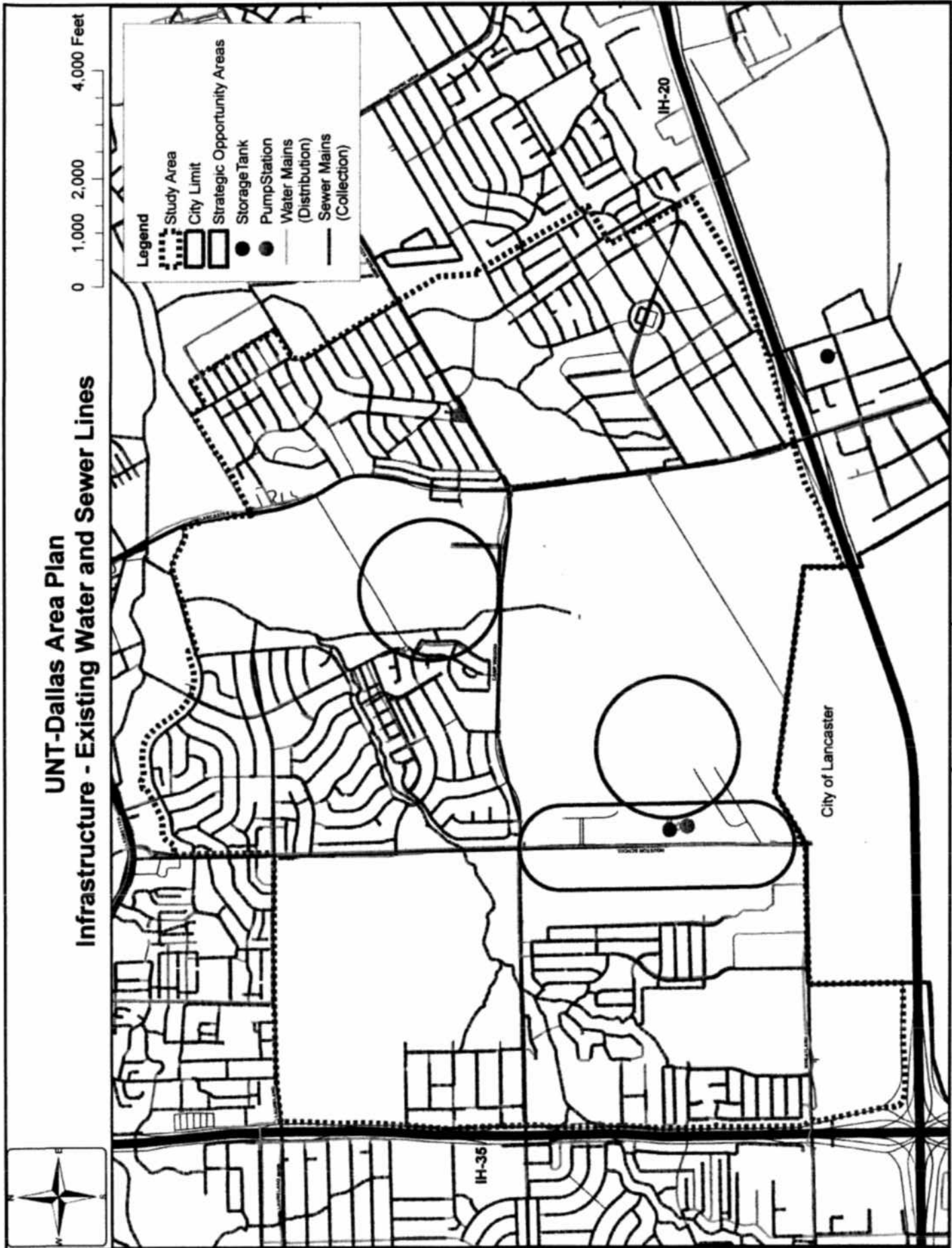
Public Utilities Needs Assessment

Goal: A proactive assessment of water and sewer infrastructure (public utilities) needed to support future development will be completed within a one-year time frame. This assessment will be based on growth forecasts from the Consensus Vision and will place emphasis on defining key public utility improvements needed to facilitate development within the Strategic Opportunity Areas. Map 1.3 indicates the existing water and sewer lines.

Responsible Agency: Dallas Water Utilities and Development Services. These efforts will also be coordinated with the City of Lancaster.

Scope: Public utility needs assessment efforts for the area will focus on:

- Evaluation of existing capacity and projected water and sewer needs based on the conservative and optimistic housing and employment growth targets tied to the Consensus Vision.
- Identification and prioritization of key water and sewer improvements needed to facilitate envisioned development in the Strategic Opportunity Areas.
- Coordination with proposed City of Dallas roadway projects as well as City of Lancaster infrastructure plans.
- Definition and cost estimates for strategic public utility improvement projects for inclusion in the needs inventory for the 2010 Bond Program.





Special Financing District Feasibility Assessment

Goal: A special financing district feasibility assessment will be conducted within a 3-year time frame, based on private development project proposals. If a special financing district is found feasible, City staff will pursue City Council consideration of appropriate and necessary economic development incentives. This effort will be coordinated with area promotion efforts aimed at attracting private development partners. The successful implementation of the UNT-Dallas Area Plan will also be dependent on private investment in the area. The timing of any economic development incentives will be based on the emergence of major private development. Any economic development plan will focus on promoting a walkable mixed-use environment and a balanced tax base.

Responsible Agency: Office of Economic Development in collaboration with the Development Services.

Scope: The special financing district feasibility assessment will focus on:

- Identifying potential development partners in the area.
- Developing potential district boundaries.
- Forecasting a build-out plan and property values of the district based on development types that are consistent with the Consensus Vision. The rezoning to form districts will support the special economic development incentives. The form district requirements will encourage mixed-use development patterns and create a balanced tax base.
- Identifying and prioritizing key public improvements needed to facilitate development. This will be done in coordination with other concurrent master planning efforts in the area.

Implementation Program

Ongoing Implementation

The Consensus Vision contains policy direction addressing desired mix of land uses, building form & placement and circulation patterns. These are intended to guide city staff, City Plan Commission and Council on decisions that affect land development. This policy guidance will be used in the following ongoing implementation efforts.

Development Monitoring

- Monitor and ensure future development complies with the Consensus Vision through on-going current planning efforts related to review of privately initiated rezoning and development.
- Monitor future development and maintain periodic snapshots of cumulative change in the area relative to the base year and growth targets established in the Consensus Vision. These snapshots will be useful in the zoning and development review process.
- Monitor tree mitigation and drainage issues through the site plan review process related to permitting and platting.

Transportation Planning

- Coordinate with on-going DART planning and preliminary engineering work for extension of the Blue Line-light rail alignment. Provide planning assistance to DART to improve feeder bus route connections to the proposed new light rail stations. Work with DART to promote shared parking in the DART station area.
- Coordinate with on-going Texas Department of Transportation planning and engineering work related to expressways and state highways serving the area.
- Coordinate with North Central Texas Council of Governments on regional forecasting for transportation and environmental planning efforts.

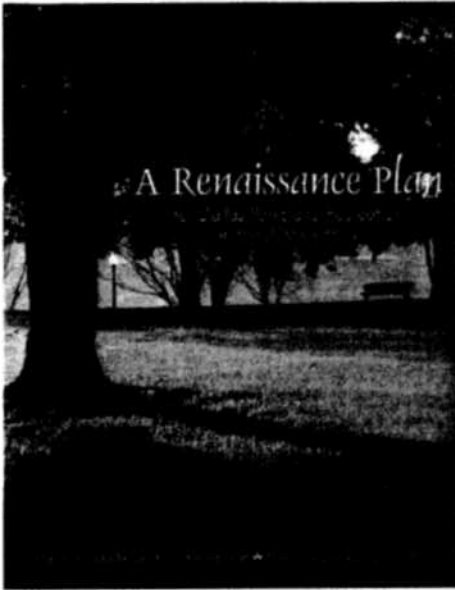
Economic Development / Housing Incentives and Programs

- Consider city participation in initial public infrastructure construction costs for key development that are consistent with the Consensus Vision.
- Consider economic development incentives based on cost-benefit analysis to attract jobs and support small businesses.
- Consider housing incentives to promote a balanced mix of housing types and income groups and transit supportive community.

The Ongoing

Implementation efforts will follow policy guidance established in the UNT-Dallas Area Plan.

Coordinate with other regional agencies to ensure future transportation networks are planned consistent with the UNT-Dallas Area Plan.



The Renaissance Plan identified general areas for future parks and recreation facilities on a city-wide scale.

School, Parks and Library Facilities Planning

- Coordinate with the Dallas Independent School District regarding planning and design of future school sites in the UNT-Dallas area. The Early College High School, funded through the 2002 & 2008 bond program will be located on the UNT-Dallas campus site and is scheduled to open by late 2011. Provide planning assistance in the design of the proposed high school to ensure accessibility to future DART stations and surrounding neighborhoods by pedestrians & bicyclists.
- Coordinate with the Parks and Recreation Department to conduct an area-wide future parks facilities needs assessment in conjunction with the Renaissance Plan update. The Renaissance Plan identified general areas for future parks and recreation facilities on a city-wide scale. The National Recreation and Park Association guidelines and growth targets established in the UNT-Dallas Area Plan will be utilized to conduct the area-wide needs assessment.
- Coordinate with the Dallas Library and ensure the development of the next Library Master Plan responds to the growth targets and policy direction established in the UNT-Dallas Area Plan. The Library Master Plan sets goals and objectives for the location and design of future library facilities for a 10-year period. The current Library Master Plan prepared in 1999 was a basis to include projects in the 2006 Bond Program.

Conclusion

This Implementation Program will be undertaken as the nation slips into a major recession. There is no better time for focused planning efforts and targeted public investments to pave the way toward an economically vibrant and environmentally sustainable future. The UNT-Dallas Area Plan provides a vision for such a future in this important area of Dallas' Southern Sector.

The timely provision of critical infrastructure including DART light rail service, new roadways and water and sewer trunk lines is critical to the successful implementation of this vision. Equally important is sensitive design of these infrastructure elements in a manner that supports a walkable mixed-use environment. The next City of Dallas Bond Program will play a key role in strategically triggering growth around new infrastructure.

Dallas City Council

District 8 – Tennell Atkins
 District 5 – Vonciel Jones Hill

City Plan Commission

District 8 – Myrtl M. Lavallaisaa
 District 5 – Emma Rodgers

Advisory Committee

Michael Boney – Site Concrete
 Johnny L. Clark – Singing Hills (ACORN)
 Dan Eddy – The University of North Texas at Dallas
 Jon Edmonds – Higher Level Development
 Printice Gary – Carleton Resident Properties
 Ted Harris – Southeast Dallas Civic Association
 Ruby Hider – Unity Estates Neighborhood Association
 Thelmer Norman – United Homeowners Association
 Petis Norman – Savannah Property Company LLC
 Robert Pitre – Skyline Ranch
 Anastasia Semos – Oak Cliff Chamber of Commerce
 Michael Clark Smotherman – Villages of Runyon Springs Neighborhood Association
 Ruth Steward – Hidden Valley Neighborhood Association

City of Dallas Staff**Development Services – Long Range Planning**

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 David Schleg, AICP, Chief Planner
 Shilpa Ravande, AICP, Senior Planner
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 Director
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 Karl Stundins, Area Redevelopment Program Manager
 Shailaja Roos, AICP, Chief Planner
 Jim Greenwalt, Retail Coordinator

Marilyn Avinger, Business Recruitment Coordinator

Earnest Lloyd, Economic and Retail Market Research Analyst
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 Vasavi Mallena, Area Redevelopment Planner
 Pam Veshia, Area Redevelopment Planner

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 Ben Stephenson, P.E., Senior Engineer
 George Frocke, Project Coordinator

Dallas Area Rapid Transit

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 Steven Biba, Economic Development and Planning
 Kay Shelton, AICP, Capital Planning and Development

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 Richard Escalante, Vice Chancellor for Administrative Services
 Gregory Tomlin, Ph.D, Director of Marketing, News and Information
 Angie Castillo, Assistant to the Vice Provost

ORDINANCE NO. 27774

An ordinance amending the Comprehensive Plan of the City of Dallas by adopting the UNT - Dallas Area Plan: *Vision and Policy Plan*; providing a saving clause; and providing an effective date.

WHEREAS, the Implementation Plan component of the Comprehensive Plan of the City of Dallas contains a list of action plans, which were short-term projects to implement the Comprehensive Plan; and

WHEREAS, one of the action plans listed within the Implementation Plan component of the Comprehensive Plan of the City of Dallas was the creation of the University of North Texas Campus Area Plan; and

WHEREAS, the Department of Sustainable Development and Construction has developed the UNT - Dallas Area Plan that consists of two components: *Vision and Policy Plan* and *Implementation Program*; and

WHEREAS, the city plan commission and the city council, in accordance with the Charter of the City of Dallas, the state law, and the ordinances of the City of Dallas, have given the required notices and have held the required public hearings regarding this amendment to the Comprehensive Plan of the City of Dallas to adopt the UNT - Dallas Area Plan: *Vision and Policy Plan*; and

WHEREAS, having completed the UNT - Dallas Area Plan: *Vision and Policy Plan*, it is no longer necessary to include it in the action plan within the Implementation Plan component of the Comprehensive Plan of the City of Dallas; Now, Therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the Comprehensive Plan of the City of Dallas is amended to incorporate the UNT - Dallas Area Plan: *Vision and Policy Plan*; and

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SECTION 2. That the list of area plans entitled "City of Dallas Plans," attached as an appendix to the Comprehensive Plan of the City of Dallas is amended by adding the UNT - Dallas Area Plan: *Vision and Policy Plan*. The revised appendix is attached to this ordinance as Exhibit A.

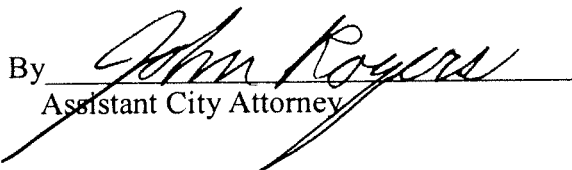
SECTION 3. That the University of North Texas Campus Area subsection of the Action Plan section of the Implementation Component of the Comprehensive Plan of the City of Dallas (pages III-2-67 through III-2-74) is deleted.

SECTION 4. That the Comprehensive Plan of the City of Dallas shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 5. That this ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so ordained.

APPROVED AS TO FORM:

THOMAS P. PERKINS, JR., City Attorney

By 
Assistant City Attorney

Passed DEC 09 2009

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Exhibit A

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City of Dallas Plans

Name	Year
1. A Report on a Sheltered Pedestrian System in CBD	1979
2. A Report on the Public Uses of Block 250	1980
3. Achieving the Goals for Dallas	1978
4. Amendments to the City of Dallas Growth Policy	1993
5. An Analysis of the Effects of SOB's on the Surrounding Neighborhoods in Dallas, Texas	1997
6. Beckley/Plowman Special Study for Zoning Transition	1989
7. Bike Plan (1985)	1985
8. Bryan Area Study	1988
9. Buckner Blvd. UD Plan - Conceptual Design - Phase 1, Lake June Rd. to Bruton Rd.	1996
10. Buckner/John West Land Use Study	1984
11. CBD Concept Plan	1983
12. CBD Gateways Urban Design Charette	1996
13. CBD Long Range Transportation Plan	1965
14. CBD Master Plan Report	
15. CBD: Inventory and Data Book	1992
16. Cedars Area Plan (2002)	2002
17. Cedars Area Special Purpose District # 317	1994
18. Cedars TIF Final Project Plan and Reinvestment Zone Financing Plan	
19. Census Tract 93.03 (Target Neighborhood Plan)	1986
20. Census Tract 93.03 Land Use Study	1988
21. Central Business District Housing Prospects	1982
22. Central Business District Past Planning and Current Issues	1982
23. Central/Forest Land Use Plan	1988
24. City Center TIF: North South Linkages Project	2001
25. City Center TIF: North South Linkages Project (1999)	1999
26. City of Dallas Thoroughfare Plan	1991
27. Cityplace Station Area Plan	1988
28. Coit/Spring Valley Neighborhood Improvement Study	1990
29. Community Development Plan for the City of Dallas	1985
30. Condominium Conversions in Dallas	1979
31. Creating Our Future Trinity - A New Partnership for Action - Rapid Assessment Report	1998
32. Dallas 2000	1982
33. Dallas Arts District (Sasaki Plan)	1982
34. Dallas CBD Comprehensive Transportation Plan	2005
35. Dallas Center City Transportation Systems Management Study	1998
36. Dallas Center for the Performing Arts in the Dallas Arts District, Feasibility Study, Phase 2	1998
37. Dallas Central Business District Streetscape Guidelines	1980
38. Dallas Farmer Market Improvement Recommendations Summary Report	1981
39. Dallas Plan	1994

40.	Dallas Southern Sector _ Reinvesting in the Dallas Southern Sector, Southern Dallas Initiative	1997
41.	Dallas Zoo Area Land Use Study	2001
42.	Dallas Zoo Master Plan	1981
43.	Dallas Zoo Strategic Plan	1993
44.	Dallas/Richardson Improvement Strategy	1994
45.	DART - Hampton Station Area Plan	1992
46.	DART - Illinois Station Site Plan Approval	1992
47.	DART - Lamar Station Site Plan Approval	1992
48.	DART - Mockingbird Station	1992
49.	DART - Morrell Station - Site Plan Approval - Rail Station Area Planning	1992
50.	DART - Morrell Station Site Plan Approval	1992
51.	DART - Sidewalk Improvement Policies	1991
52.	DART - South Oak Cliff Line Station Location Analysis (CBD Stations) Phase 1 Potential Site Screening	1990
53.	DART - Station Area Planning for the Kiest and V.A. Hospital Station	1992
54.	DART - Tyler/Vernon Site Plan Approval	1992
55.	DART - Westmoreland Site Plan Approval	1992
56.	DART - Zoo Station	1992
57.	DART Station Area Plans for LBJ East and White Rock Lake Stations	2001
58.	DART Station Area Plans, 1990s	
59.	Davis/ Bishop Urban Design Study	1997
60.	Development Strategy for the Southwest Quadrant of the Central Business District	1980
61.	District 10 Land Use Study (Draft)	2006
62.	Downtown CBD Concept Plan	1983
63.	Downtown Dallas: 2010	
64.	Downtown Parks Master Plan	2004
65.	Downtown Shopping Center Proposals Economic and Financial Evaluation	1989
66.	Downtown Strategic Plan	1993
67.	Duncanville Road Land Use Study	1992
68.	Eagle Ford, 1982	1982
69.	East Kleberg Land Use Study	2003
70.	Environmental Influences on Development in Dallas	1982
71.	Fair Park Comprehensive Development Plan	2003
72.	Fair Park Transportation Study Staff Evaluations	1990
73.	Ferguson Road Land Use Study	1998
74.	Fort Worth Avenue Land Use Plan	2005
75.	Garland Road Land Use and Urban Design Study	1999
76.	Goals for Dallas	1970
77.	Greater Far North Dallas Area Land Use and Transportation Plan - 1995 Update	1995
78.	Greater Far North Dallas Area Land Use and Transportation Study	1988
79.	Greater Far North Dallas Land Use and Transportation Study Update	1995
80.	Greenville Avenue Land Use and Urban Design Study	1997
81.	Growth Policy Plan	1990
82.	Growth Policy Plan	1987
83.	Hampton Road Urban Design Plan	1998
84.	Haskell Avenue Alignment Report	1996
85.	Hawn Freeway Land Use Study	1985
86.	Henderson Area land Use Study	1989
87.	Henderson Urban Design Study	1996

88.	Housing Conditions in the City of Dallas (Executive Summary)	1993
89.	I-20 Freeway Corridor Land Use Plan	2000
90.	Inside the Loop Report	2003
91.	Jefferson Area Community Plan	1990
92.	Jefferson Area Land Use and Revitalization Plan - Executive Summary	1988
93.	Jeffries-Meyers Housing and Commercial Market Potential Analysis	1992
94.	Kidd Springs Land Use Study	1998
95.	Kleberg Community Land Use Plan	1980
96.	Lancaster Road Land Use Study	1985
97.	Land and Loan Land Use Study	1989
98.	LBJ/ Bonnie View Land Use Plan	1989
99.	LBJ/Bonnie View Lancaster Road Study	1986
100.	Ledbetter Singleton North Industrial Area Special Study	1988
101.	Love Field - East Land Use Study	1986
102.	Love Field - North Land Use Study	1988
103.	Love Field - West Land Use Study	1986
104.	Love Field/ Northpark Neighborhood Planning Guide	1981
105.	Lower Greenville Avenue Parking Study	1986
106.	Market Street Urban Design Study	1998
107.	Masterplan for the Victory District	1985
108.	Mayor's Task Force on Affordable Workforce Housing	2002
109.	Mill Creek Land Use Plan	1988
110.	Momentum Place Pedestrianway System	1986
111.	Mount Auburn, Santa Fe, and Parkview Neighborhoods Analysis and Recommendations	1981
112.	Natural Open Space Plan - Report Summary	
113.	Near East Side Area Planning Study - Revised 1984	1984
114.	Neighborhood Transportation Analysis for the Oak Cliff Area	1983
115.	North Central Expressway and DART Light Rail Line	
116.	North Cliff Proposed Conservation District Exhibit A	
117.	North Dallas Forum Report	1984
118.	North Dallas, Richardson Neighborhood Improvement Study	1994
119.	North Oak Cliff Land Use and Development Plan	1986
120.	North Oak Cliff Land Use and Development Plan (Tech. Report)	1986
121.	Northeast Dallas Land Use Study (District 10)	1995
122.	Northeast Dallas Neighborhood Improvement Strategy - Subarea 5	1994
123.	Northwest Boulevard Design Goals	
124.	Northwest Highway Land Use Study	1985
125.	Northwest Highway Revitalization Improvement Study	1992
126.	Northwest Highway Urban Design Study - Summer 1999	1999
127.	Oak Cliff Gateway (ULI Study)	2001
128.	Oak Cliff Gateway Strategic Implementation Program (Draft)	1996
129.	Oak Lawn Plan: Special Purpose Zoning District - PD # 193	1985
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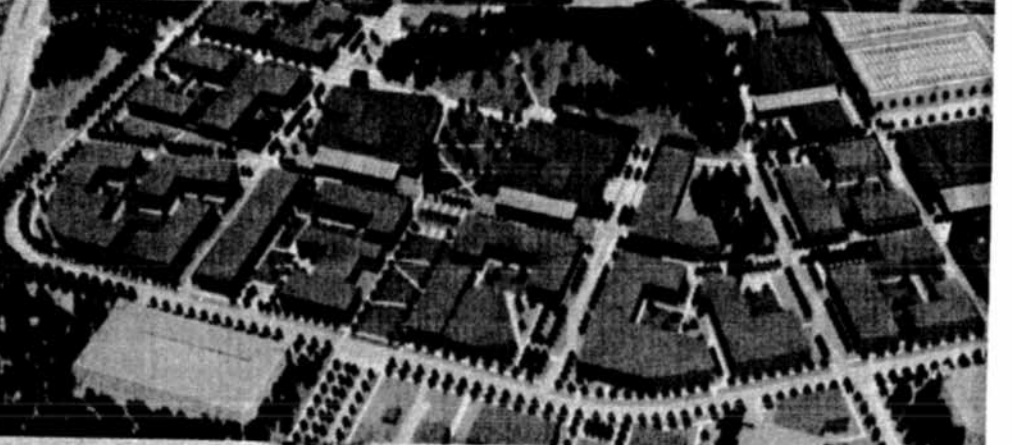
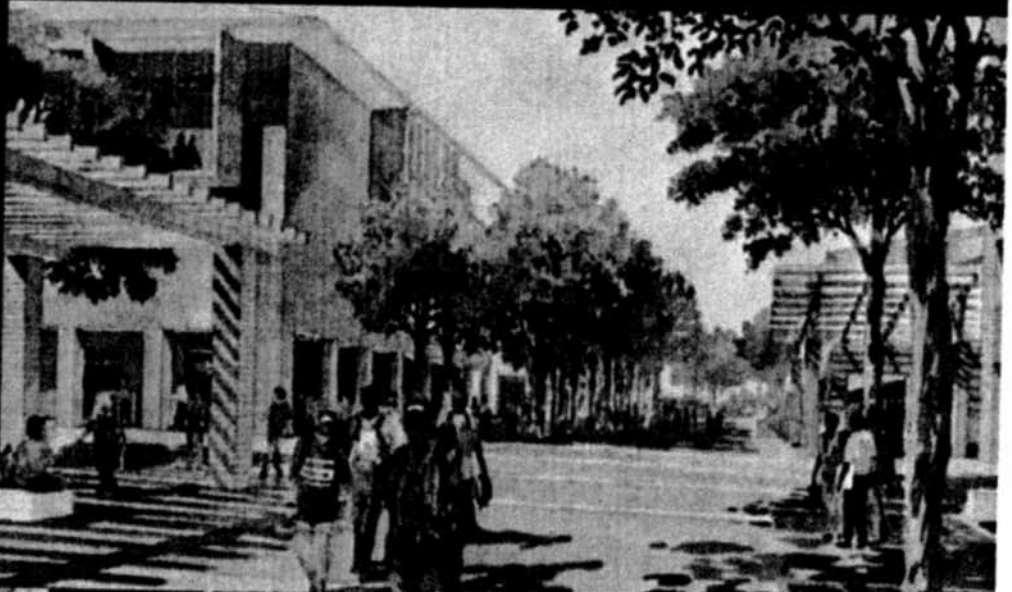
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The UNT – Dallas Area Plan

Vision and Policy Plan



A forwardDallas! Implementation Project
Adopted December 9, 2009

Prepared by the Long Range Planning Division

¡adelanteDallas!
Construyamos nuestro futuro.



forwardDallas!
Let's build our future.

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Introduction

Impetus and Purpose

The *forwardDallas!* Comprehensive Plan, adopted by Dallas City Council in June 2006, called for a strategic area planning program to provide a proactive and systematic way to advance desirable development in key areas of the city. The University of Texas at Dallas campus area was one of the top priority areas short-listed for area planning on the work program of Development Services. The impetus comes from the UNT-Dallas campus which is the first state university to be established completely within Dallas city limits. UNT-Dallas represents one of the most significant economic development opportunities in southern Dallas.

The UNT-Dallas Area Plan has a dual purpose and is consequently organized in two components: the Vision and Policy Plan and the Implementation Program.

- The Vision and Policy Plan component updates and refines the *forwardDallas!* Vision for the area, providing more context specific policy direction to serve as an ongoing guide for future land development. It is intended to remain relevant through the long term with a 30-year planning horizon. This component is incorporated into the *forwardDallas!* Comprehensive Plan through an amending ordinance.
- The Implementation Program component focuses on defining specific actions to bring about strategic change needed to realize the vision. This component is adopted by Council resolution to establish shorter term work programs and priorities. It focuses on a 5 to 7 year planning horizon and will require periodic review and update.

Planning Process

The UNT-Dallas Area Plan process began through the development of the *forwardDallas!* plan. There were two public workshops/open house conducted regarding the UNT-Dallas area through the *forwardDallas!* public outreach in 2005-06. Following which, the City Council Quality of Life Committee established a voluntary advisory committee. The UNT-Dallas Advisory Committee consisted of 14 members who represented a diverse range of public and private interests, including neighborhood associations and large property owners. Their role was to act as a voice for the community and serve as a sounding board for ideas. They also helped evaluate area data, refine plan goals and objectives, and review the plan draft.



The Vision and Policy Plan component updates and refines the *forwardDallas!* Vision and provides area-specific policy direction.



The UNT-Dallas Area Plan Advisory Committee

Introduction



October 22, 2007 community meeting at the Singing Hills Recreation Center

There were two public meetings and five Advisory Committee meetings held between April 2007 and May 2008. The public meetings were held at the Singing Hills Recreation Center, located within the UNT-Dallas study area, to which all property owners within the study area were invited. The first meeting, held on May 22, 2008, was attended by 60 people. It was a visioning workshop which provided area residents and interested individuals an opportunity to work together interactively to identify needs and mold ideas for future development in the area. After staff analyzed and refined the diverse visions developed at the visioning workshop, a draft Consensus Vision was created.

The draft Consensus Vision, along with the latest information on the planned Blue Line light rail extension to serve the UNT campus, was presented at a follow-up public meeting at Singing Hills Recreation Center on October 22, 2008. This meeting was attended by 80 people.



Attendees at the October 22nd workshop

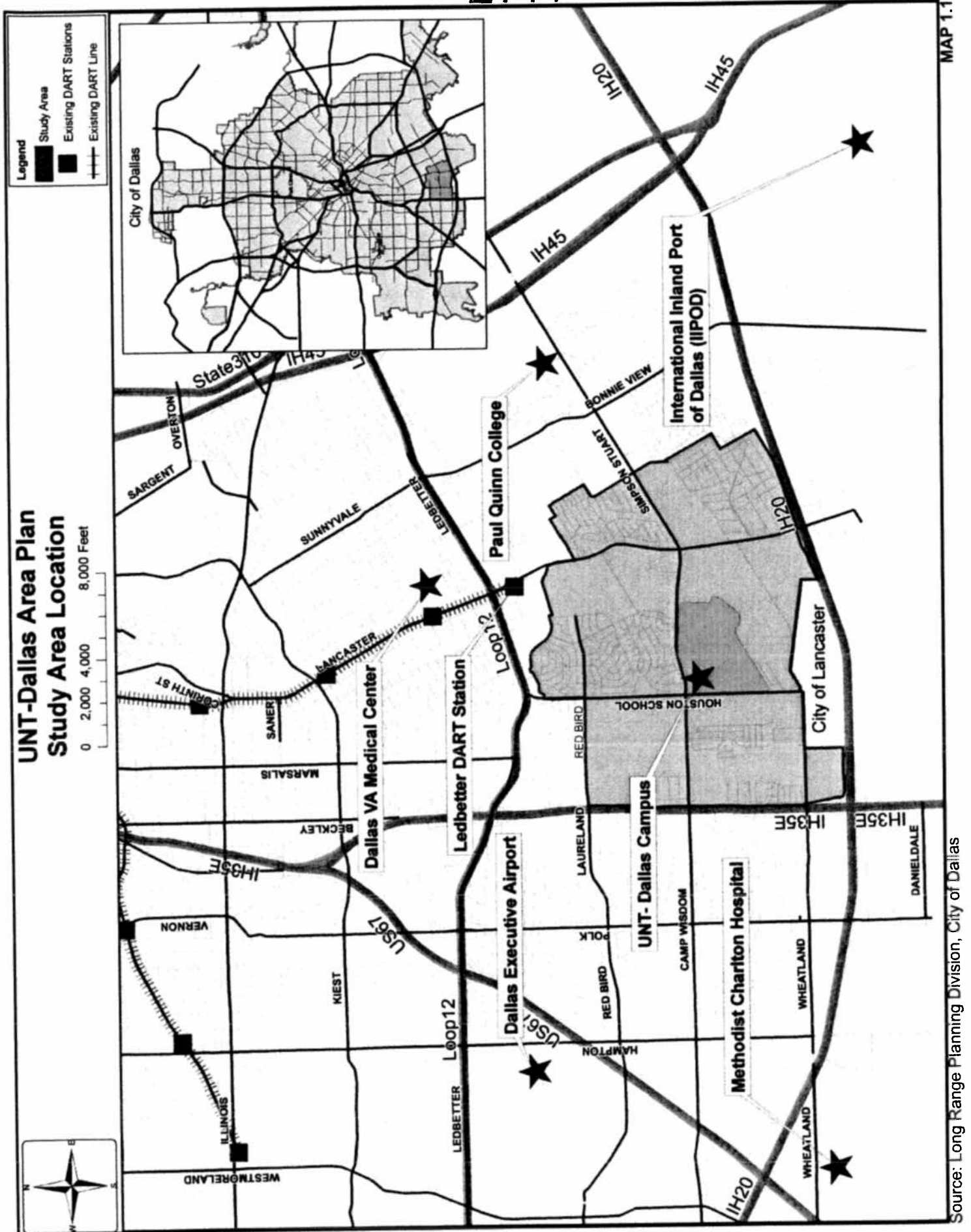
In addition, a town hall meeting was organized in conjunction with DART on February 26, 2008 and another public meeting was hosted by the UNT-Dallas on March 6, 2008. Three citizen meetings were held with the Hidden Valley, Singing Hills, and Runyon Springs neighborhood associations between October 2007 and March 2008. Several property owner meetings were held in 2007-08 with Laureland Cemetery, Skyline Ranch, Adams Family Ranch, UNT-Dallas and other property owners in the area. The wealth of community input received through this process helped create a plan that is both forward looking and sensitive to the needs of the community.

Location, Size and Surroundings

The UNT-Dallas Area Plan study area (Map 1.1) is located at the northeast corner of the IH-35E (R. L. Thornton Freeway) and IH-20 (LBJ Freeway) interchange. It is bounded by Laureland Road and Wagon Wheel Trail to the north, Tracy Road to the east, IH-20 and Lancaster city limits to the south and IH-35E to the west.

The study area includes a total area of 3,482 acres. The UNT-Dallas Area is roughly equal in land area to the City of Addison. It is also equal to the land area of the University Park and Highland Park combined.

Surrounding areas of note include the Medical Center and DART Ledbetter Station to the north, Paul Quinn College to the east, City of Lancaster to the south, the International Inland Port of Dallas (IIPOD) and Cedar Valley College generally to the southeast and the Dallas Executive Airport is located to the west.



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Existing Conditions

Demographics

The following demographics provide a general understanding of the social and economic diversity of the area.

Population and Jobs

At the beginning of 2008, a population of 27,716 people and 9,349 households was estimated for the study area. The population has grown significantly by 59% since the year 2000, adding 4,822 persons. The majority of growth has occurred through single family development in the Runyon Springs neighborhood and the Wheatland Meadows neighborhood. According to the U.S. Census, most residents (over 90% in 2000) were African American.

In 2005, there were an estimated 1,552 jobs located within the study area. There has been a significant increase in jobs since 2000 with the opening of the UNT-Dallas campus. According to the Census 2000, the resident workforce in the area is estimated at 13,032, the vast majority working outside the area.

Key area demographics are highlighted below. Given the large amount of vacant land in the area, future development has the potential to dramatically change area demographics and job characteristics.

Age Distribution

While, the age distribution of area residents generally matches the city as a whole, there are higher proportions of young working age population (21%) and retirement age population (13%) compared to the city. This is a positive sign that bodes well for the future stability and productivity of the area.

Educational Attainment

High school graduates constitute 60% of area residents, a notably higher proportion than the city as a whole (43%). But, there is a lower percentage of college graduates (10%) in the study area compared to the city as a whole (18%). The significantly high proportion of high school graduates is a positive factor for job attraction to the area. The presence of the new UNT-Dallas campus offers opportunities for college education for this segment of the population.

Table 2.1

	April 2000 ¹	January 2008 ²
Households	5,812	9,349
Population	17,451	27,716

Table 2.2

Area Jobs ³	1,552
Resident Workforce ¹	13,032

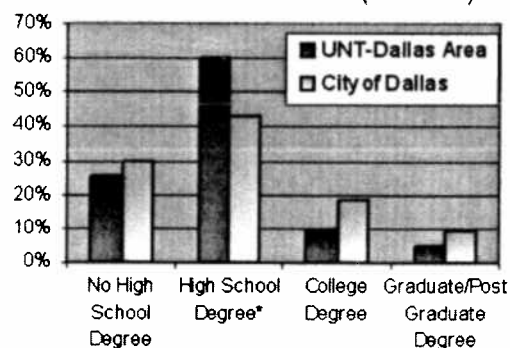
1: U.S Census Bureau – 2000

2: City of Dallas Estimate - 2008

3: North Central Texas Council of Governments (NCTCOG) - 2005

As per Census 2000, the resident workforce in the UNT-Dallas area is about 13,000, with a vast majority working outside of the study area.

Educational Attainment (chart 2.1)

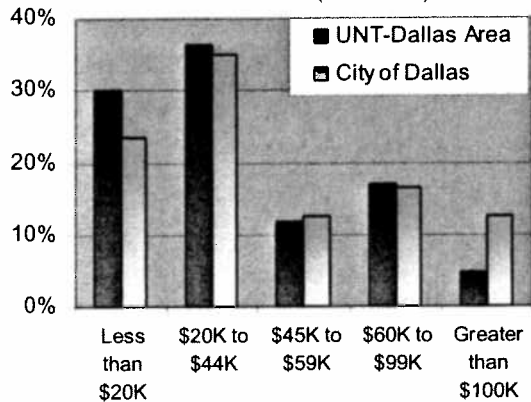


* Includes some college and associates degree
Source: Census 2000

Existing Conditions

Demographics

Household Income (chart 2.2)

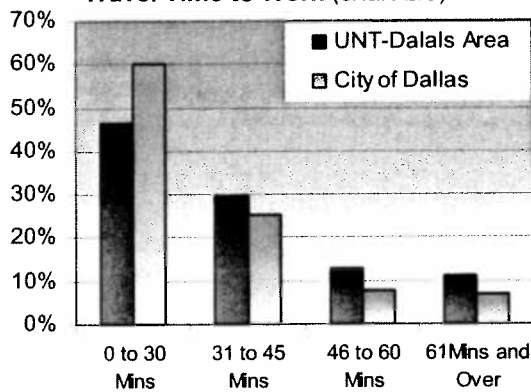


Household Income

The proportion of households in the middle income ranges in the UNT-Dallas area is very similar to, if slightly higher than, the city. Compared to the city, however, the area has a higher proportion of households at the lowest income level (30% compared to 23%) and a lower proportion at the highest income range (5% compared to 12%).

There is a need to promote a balanced income mix, while preserving existing neighborhoods.

Travel Time to Work (chart 2.3)



Travel Time to Work

The average travel time to work of residents in the area is significantly higher than the city average. Twenty-four percent of employed residents had average travel time of 45 minutes or greater, compared to just 15% for the city as a whole.

The relatively high education levels, the resident workforce, and the high relative travel time to work all point to the potential for locating more jobs in the area.

Existing Conditions

Natural Features and Development Patterns

Natural Features

The natural landscape is a defining feature of the UNT-Dallas study area. The important natural features are highlighted in Map 2.1.

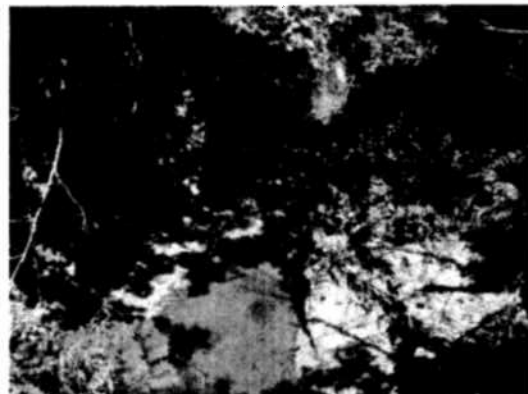
There is an extensive system of natural creeks running through the area. The main creeks in the area are Ricketts Branch, Five Mile Creek, and Runyon Springs Creek and their tributaries. These creeks flow north into the main Five Mile Creek located just outside the study area.

The area has rolling, hilly topography. Generally narrow ravines are present mainly in the northern and central section of the study area. The area near the Singing Hills Recreation Center is the lowest lying, along the northern portions of Runyon Springs Creek. Here the 100 year flood plain spreads out to cover significant land. There are also several high points in the area that offer beautiful vistas of the surrounding landscape as well as Downtown Dallas.

There is expansive tree coverage with significant concentrations at several locations within the study area. The most contiguous concentration of tree coverage runs north-south along Runyon Springs Creek through the central part of the study area. Portions of this area also fall within the UNT-Dallas campus. Other concentrations of tree coverage exist within Laureland Cemetery and south of Simpson Stuart Road. Through all of these areas, the riparian corridors contain the largest protected trees and hold the most critical land requiring protection. The tree species prevalent in the area include Juniper, Willow, Hackberry, Elm, Oak, Pecans and other smaller understory trees. A majority of trees in the area are juvenile and have less than a twelve inch caliper.

Development Patterns

The study area's existing development pattern can be described as primarily low density, single story suburban development amidst considerable undeveloped land.

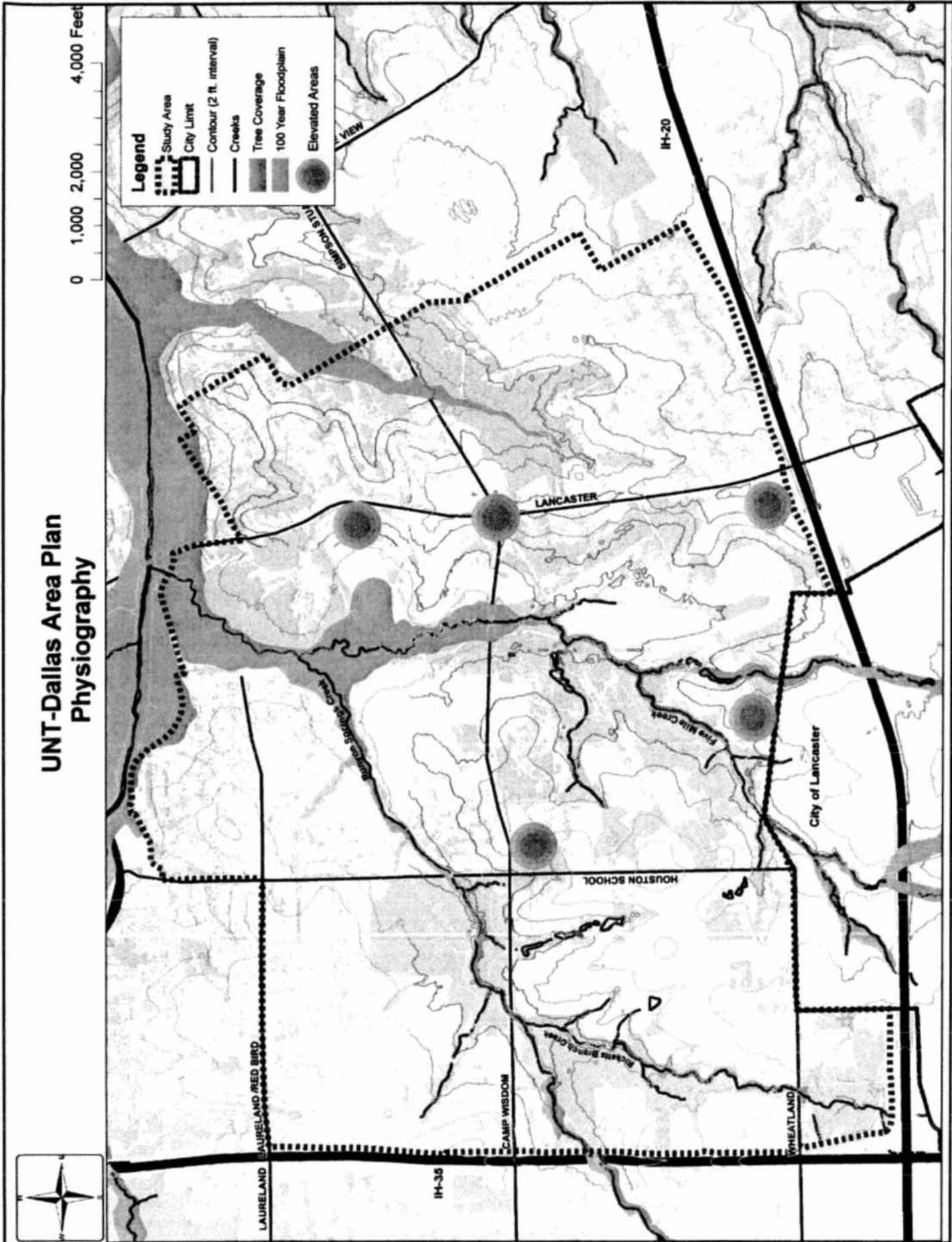


Runyon Springs Creek along Crouch Road

The natural landscape is a defining feature of the UNT-Dallas area. Gently sloping topography and extensive tree coverage highlight its natural assets.



Suburban style development seen in the Singing Hills neighborhood



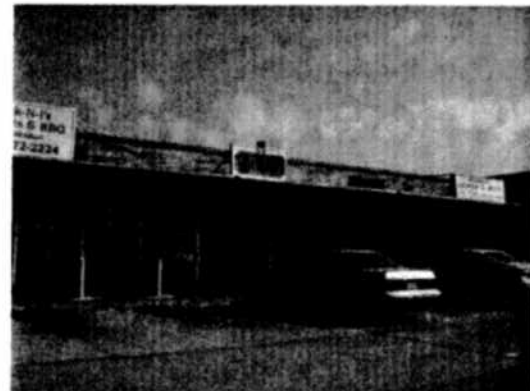
Existing Conditions

Natural Features and Development Patterns

Land Use

Approximately 50% of the 3,482 acres in the study area is vacant land. See Chart 2.4 for a breakdown of land uses. The study area's predominant developed land use is single family residential. There is a small amount of multifamily housing on Camp Wisdom Road near IH-20. A few minor commercial nodes are located at the intersections of IH-20 and Lancaster Road, IH-35 and Camp Wisdom Road, as well as Houston School Road and Laureland Road. Some commercial uses are also scattered along Lancaster Road between Camp Wisdom Road and IH-20.

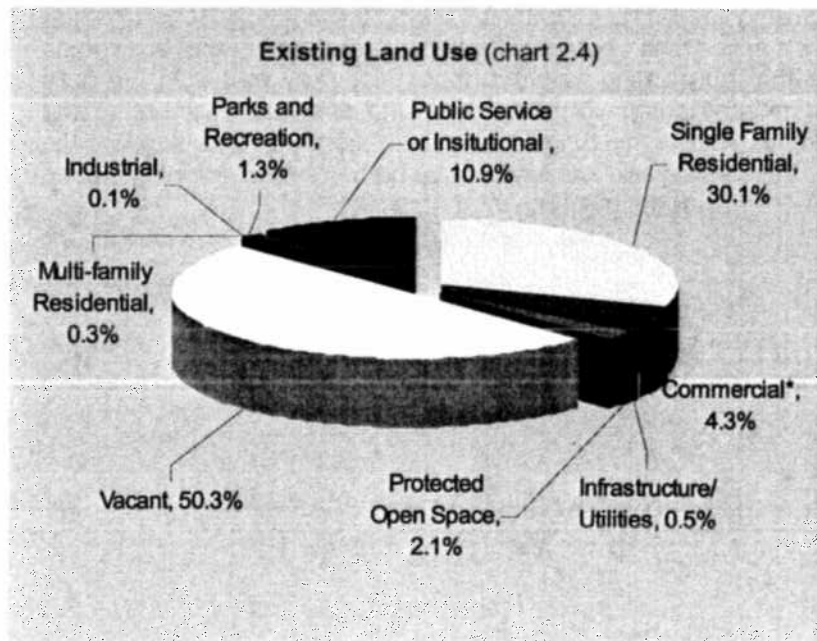
The area lacks neighborhood and community serving retail. The existing commercial uses within the study area are predominately dry cleaners, hair salons, dentist offices, community clinics, convenience stores and other general retail like a 99¢ Mart. The nearest shopping center serving the area is the Big T Plaza at Ledbetter Drive (Loop 12) and IH-35. The ailing Southwest Center Mall is the nearest regional mall at the northwest intersection of IH-20 and US 67 (Marvin D. Love Freeway). The nearest movie theater is the Cinemark Movies 14 in Lancaster, at IH-35 and Pleasant Run Road. The City of Dallas services within the study area include a police substation located at the northeast intersection of Camp Wisdom Road and Old Ox Road, Fire Station Number 46 at the northwest intersection of Maple Avenue and Camp Wisdom Road, and the Polk Wisdom and the Highland Hills branch libraries located just outside the study area.



Commercial strip at the intersection of Laureland Road and Houston School Road

The area lacks neighborhood and community serving retail and entertainment.

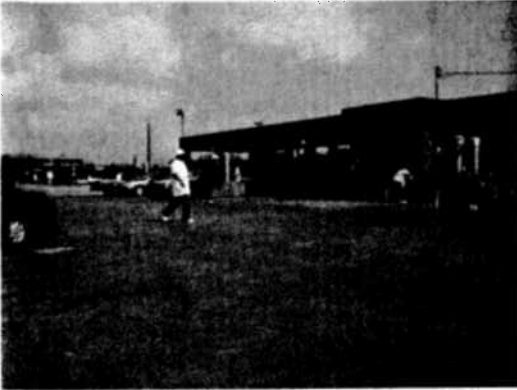
The nearest movie theater is located in the City of Lancaster.



Fire Station Number 46

Existing Conditions

Natural Features and Development Patterns



Carwash/Auto oriented retail use at the southeast intersection of Laureland Road and Houston School Road



Lancaster Road going south toward Camp Wisdom Road

Zoning

Single family zoning predominates in the study area mostly in the form of R-7.5(A) and R-5(A) districts. These two zoning categories account for 24% of total land within the study area. There are two large planned development districts (PD) that allow a mix of residential and non-residential uses along Lancaster Road at Camp Wisdom Road and Wheatland Road intersections. Both these sites are undeveloped. There are small pockets of Community Retail (CR) zoning at IH-35, Laureland/Houston School Road and along the Lancaster Road corridor south of Camp Wisdom Road. By and large, the current zoning encourages a continued pattern of suburban development.

Transportation

The study area has excellent highway access via IH-35 and IH-20. The developed portions of the study area are well served by three main thoroughfares – Lancaster Road, Houston School Road, and Camp Wisdom Road / Simpson Stuart Road. All three thoroughfares are built to standard as six-lane, divided arterials and are operate well below capacity. However, the undeveloped portions of the study area lack adequate access. The City of Dallas Thoroughfare Plan provides for two new thoroughfares in the area. Their alignment and classification were established prior to the location of the UNT-Dallas campus and will need to be updated to better reflect future needs of the area.

Currently the DART Blue Line light rail terminates just north of the study area at the Ledbetter Station. There are several bus routes serving the existing neighborhoods. The key routes in the area run along Houston School Road and circulate adjacent to the campus, within the Singing Hills neighborhood providing service to the recreation center, and another route running along Lancaster Road and Camp Wisdom Road

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**UNT-Dallas Area Plan
Existing Land Use**

Legend

- Study Area
- City Limit
- Agricultural
- Commercial
- Lodging
- Mixed Use
- Multi-family
- Office
- Parking
- Private Open Space
- Public Facilities & Institutional
- Public Open Space
- Single Family Attached
- Single Family Detached
- Utility
- Vacant
- Warehouse/Distribution
- TXU Utility Line (Main)

Map Labels: Singing Hills, Thornton Elementary School, Village of Runyon Springs, Police Substation, Water Swamp, Wisdom Terrace, Thornton Heights, Wheatland Meadows, Wheatland, City of Lancaster, IH-20, IH-35, Camp Wisdom, Fire Station, Beckley Estates, Houston School, Singing Hills Park, Alta Mesa Learning Center, Lancaster.

MAP 2.3

Existing Conditions

IH-20 corridor has potential as a strategic component of the NAFTA trade corridor and the International Inland Port of Dallas.



The University of Texas at Dallas

The area has one of the few remaining major concentrations of vacant land in Dallas.



DART Red Line - Downtown Dallas
Source: Dallas Area Rapid Transit

Key Opportunities and Challenges

Opportunities

Strategic Location

The study area is located in an easily accessible part of southern Dallas, with IH-35 to the west and IH-20 to the south. Downtown Dallas is within a 10 minute drive from the study area. IH-20 has strategic potential within the DFW Metroplex as a key component of the NAFTA trade corridor. The proximity of the study area to Dallas Executive Airport and the International Inland Port of Dallas (IIPOD) further enhances its potential.

UNT-Dallas Campus

Established with extensive cooperation between the State of Texas, University of North Texas and City of Dallas, the new UNT-Dallas campus is planned for about 25,000 students and 3,000 employees, with 2,600 students projected to reside on campus. The first campus building was completed in January 2007 operating as a branch campus of the UNT system. In February 2009, UNT-Dallas achieved the critical enrollment goal of 1000 full-time equivalent (FTE) students by reaching a total enrollment of 2,333 and an FTE of 1,032 enabling it to form itself as an independent four-year university. According to the UNT-Dallas Campus Master Plan, the campus will have 66 buildings at build-out with an average height of three to four stories. The UNT-Dallas campus provides a major economic growth engine for the area, due to its ability to capture a wide range of individuals who are pursuing undergraduate or continuing education opportunities year-round.

Significant Vacant Land

Approximately 50% of the study area, about 1,800 acres is vacant, undeveloped land. This area has one of the few remaining major concentrations of vacant land in Dallas. Distributed throughout the study area, the vacant land provides a valuable opportunity to promote new development that can positively contribute to the economic development, quality of life, and attractiveness of southern Dallas.

DART Light Rail Transit

DART has committed to extending light rail transit service to the UNT-Dallas Campus from the Blue Line currently terminating at Ledbetter Station. Stations are anticipated at the UNT-Dallas Campus, as well as north of Camp Wisdom Road behind the new Dallas Police South Central Substation.

Existing Conditions

Key Opportunities and Challenges

The extension will provide a convenient transit link between the study area and the Dallas VA hospital, Downtown Dallas and other major job centers and destinations in the DFW region. The estimated completion date of the Blue Line extension is 2018.

International Inland Port of Dallas (IIPOD)

The IIPOD is a shipping, receiving, and distribution hub for inbound and outbound containers that is located approximately 10 miles from the UNT-Dallas study area, just southwest of the IH-20/IH-45 interchange, and roughly bounded by IH-20, IH-35, and IH-45. IIPOD takes advantage of the Union Pacific intermodal facility and facilitates the seamless transition of container movement through trucks, rail, and ships. According to the City of Dallas' Office of Economic Development, the IIPOD is projected to generate 7,000 new warehousing, management and transportation-related jobs within the City of Dallas - IIPOD area. The IIPOD development area also includes the cities of Lancaster, Wilmer, and Hutchins and parts of Dallas County.

The Dallas Veterans Administration (VA) Hospital

The Dallas VA hospital complex covers 84 acres near Lancaster Road and Loop 12. The multi-specialty outpatient medical center, with over 500 beds and a diverse group of service facilities, is a growing employment center located just north of the study area. It is the center of a system that serves 38 counties in Texas and two in Oklahoma. In fiscal year 2006, the Dallas VA handled 703,405 outpatient visits. It is a teaching hospital, providing a full range of patient care services with state-of-the-art technology as well as education and research. The UNT-Dallas area can provide housing opportunities for new and current VA employees, as well as further promote incentives to revitalize the entire Lancaster Road corridor linkage between the study area and the hospital.

Stable Single-Family Neighborhoods

The study area has several established neighborhoods, some of which were developed and built in the past 10 years. These neighborhoods are an asset that through protection and nurturing can serve as the heart of a future vibrant community. There are strong and active homeowner associations within the study area: Southeast Dallas Civic Association, Highland Hills, Singing Hills, Hidden Valley, Unity Estates and Villages of Runyon Springs.

The estimated completion date for the DART Blue line extension is 2018.



City of Dallas – IIPOD area



Dallas VA Medical Center
Source: VA North Texas Health Care System



UNT-Dallas Area - Single Family Neighborhood

Existing Conditions

Key Opportunities and Challenges



City of Lancaster Campus District Plan
Source: RTKL Associates Inc.

City of Lancaster Campus District Plan

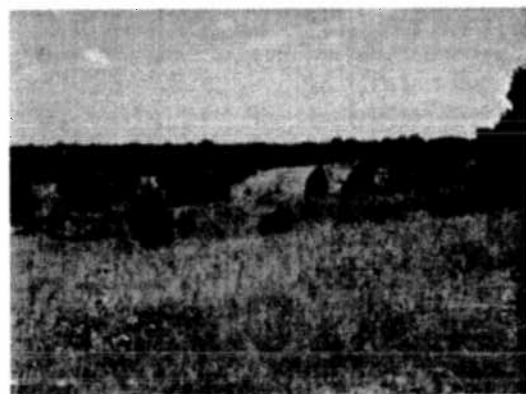
The City of Lancaster has begun implementing their Campus District Plan (near IH-20). Integrating mixed-use, pedestrian-oriented urban design with open space, the anticipated 30 to 50 year development program will include pedestrian-oriented residential, and mixed-use, as well as research and development land uses within a 450 acre district at the City of Dallas/City of Lancaster border. Development within this area of Lancaster will impact the main southern gateway into the UNT-Dallas area, by extending its influence along Houston School Road into the City of Dallas.



Singing Hills Recreation Center

City Parks and Open Space

The City of Dallas owns approximately 112 acres of public parks and conservation greenbelt property within the UNT-Dallas study area. The Thornton Elementary School playground also serves as public open space. Additionally, UNT-Dallas identifies about 30 acres as open space in the campus master plan. The Singing Hills Park and Recreation Center is in the heart of the study area and includes indoor basketball, baseball and community meeting space. The Runyon Springs Conservation Area is located south of Singing Hills Park, running along Runyon Creek to Camp Wisdom Road. Ricketts Branch Park, off Albert Williams Drive, is a dedicated public park with a children's playground and picnic facilities.



UNT-Dallas area's rolling topography

Attractive Natural Features

The study area has beautiful natural features with rolling hills, an abundance of tree coverage, and beautiful vistas, even of Downtown Dallas. As new development occurs, loss of these environmental assets will potentially impact the locally-cherished character of the study area. There is an opportunity for future development to integrate natural features and take advantage of vistas through judicious placement of open space, landscaping and development density. Opportunities to accommodate anticipated growth around light rail transit can further promote sensitivity to the area's valued natural features.

Existing Conditions

Key Opportunities and Challenges

Challenges

Inadequate Infrastructure

A majority of the UNT-Dallas area lacks water and sewer infrastructure to accommodate future growth, especially, along Houston School Road between the City of Dallas/City of Lancaster border and Camp Wisdom Road. Topography within the study area will pose challenges for gravity-based sewer systems. Furthermore, existing thoroughfares need to be extended to open development opportunity to currently inaccessible areas and improve connectivity. Additionally, neighborhoods have had power outage and telecommunication service issues that indicate a potential need for electrical and telecommunication infrastructure upgrades.

Negative Perceptions about Multi-family Housing

Community input received during the planning process indicates that area residents have concerns about potential proliferation of large multi-family apartment complexes. While cautiously supportive of concentrated mixed-use developments near DART light rail stations, study area residents want to see high quality new housing in the area that is sensitive in terms of density to adjacent single family neighborhoods.

Drainage and Flooding

Flooding has been reported by the Runyon Springs and Singing Hills neighborhood residents. Lack of available water recharge due to development of vacant land and thoroughfare surfaces, as well as overgrowth and refuse in ravines and creeks within the study area negatively impact existing housing stock and potential new development opportunities.

Electrical Transmission Lines

The existing major transmission lines and two transmission substations within the study area will influence the placement of new development, roadways, and utilities. Specifically, there is a major electrical transmission easement running along the southern boundary of the UNT-Dallas property, which was once the Simpson Stuart Road right-of-way west of Lancaster Road. The electrical easement continues north along Houston School Road and west along Camp Wisdom Road.

Topography in the area will pose challenges for a gravity-based sewer system.



Rosemont Apartment Complex developed by the Dallas Housing Authority



Utility lines on Houston School Road

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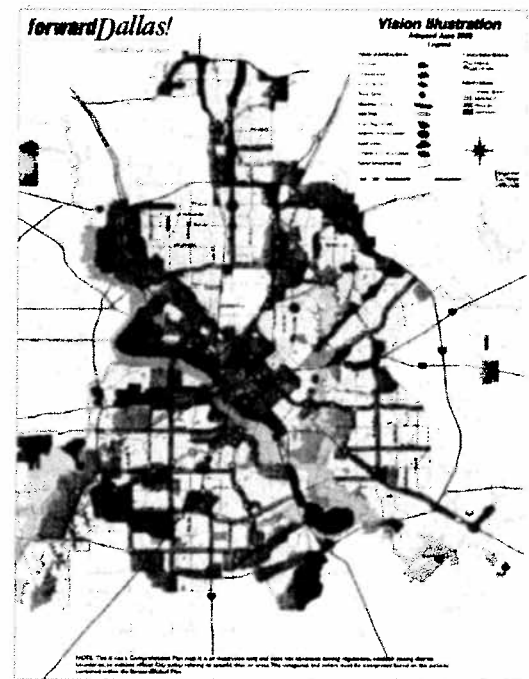
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The *forwardDallas!* Comprehensive Plan establishes the future development vision and related policies at the city-wide level. This city-wide perspective provides a general framework to guide the overall future growth of the city. The UNT-Dallas Area Plan furthers this *forwardDallas!* vision. It paints a picture of the community's desired future and establishes area specific policies that are consistent with the *forwardDallas!* Comprehensive Plan.

The Consensus Vision was developed by considering existing conditions in the area, extensive community and stakeholder input, the UNT-Dallas Campus Master Plan, the proposed DART light rail line extension, and the Lancaster Campus District Master Plan. It reflects staff analysis and coordinated consideration of the various aspects of development including the built environment, transportation, infrastructure, economic viability, environmental sustainability, and housing quality.

The Consensus Vision establishes broad policy guidance for future development in the UNT-Dallas area. The specific intent is to provide guidance for zoning and land development decisions, transportation and infrastructure planning and investment to strategically position the area to achieve its full potential. The Consensus Vision is discussed in detail under the following sections:

- **Future Circulation Vision** - The Future Circulation Vision provides policy guidance for future planning and design of transportation networks in the area. The primary intent is to promote alternate modes of transportation like transit, bicycling and walking. It promotes multi-modal connectivity and integration with the UNT-Dallas campus circulation system. It also reinforces *forwardDallas!* policies related to context sensitive street design. The Future Circulation Vision was coordinated with the City's Thoroughfare Plan, Trails Master Plan, and relevant DART Plans.
- **Future Land Development Vision** - The UNT-Dallas campus provides the anchor around which a university town environment is envisioned for the area. The primary intent is to preserve established neighborhoods and promote new development patterns that respond to the UNT-Dallas Campus Master Plan and proposed DART light rail stations. The Future Land Development Vision provides policy guidance on future land use patterns for the study area as a whole. It also establishes growth targets for the area that provide a quantitative basis for future transportation, housing, infrastructure, and economic development planning in the area.



forwardDallas! Vision Illustration



The Future Circulation Vision promotes transportation mode choice.



Future developments should provide walkable live, work and play opportunities.

The Consensus Vision

Role of the Consensus Vision



Mixed-use areas create the desired sense of community.

Source: San Jose, CA

- **Strategic Opportunity Areas** - The UNT-Dallas area's future growth will be triggered by and respond to the university campus as well as the proposed DART stations. Strategic Opportunity Areas were defined around these trigger points in order to provide a more detailed vision and specific policy direction. Appropriate development in the areas directly adjacent to these significant public investments will play a critical role in achieving the Consensus Vision.

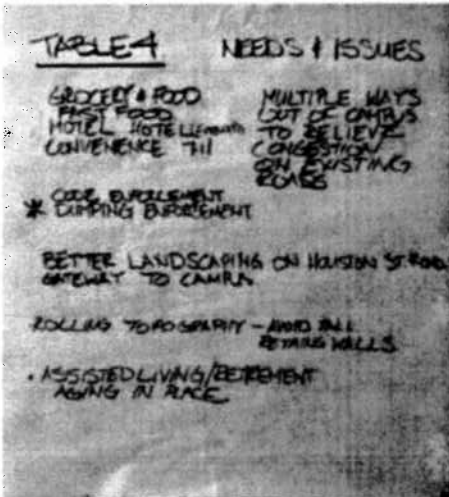
In addition to providing ongoing policy direction, the Consensus Vision also serves as the basis for targeted implementation actions that are described in the Implementation Program document.

Developing the Consensus Vision

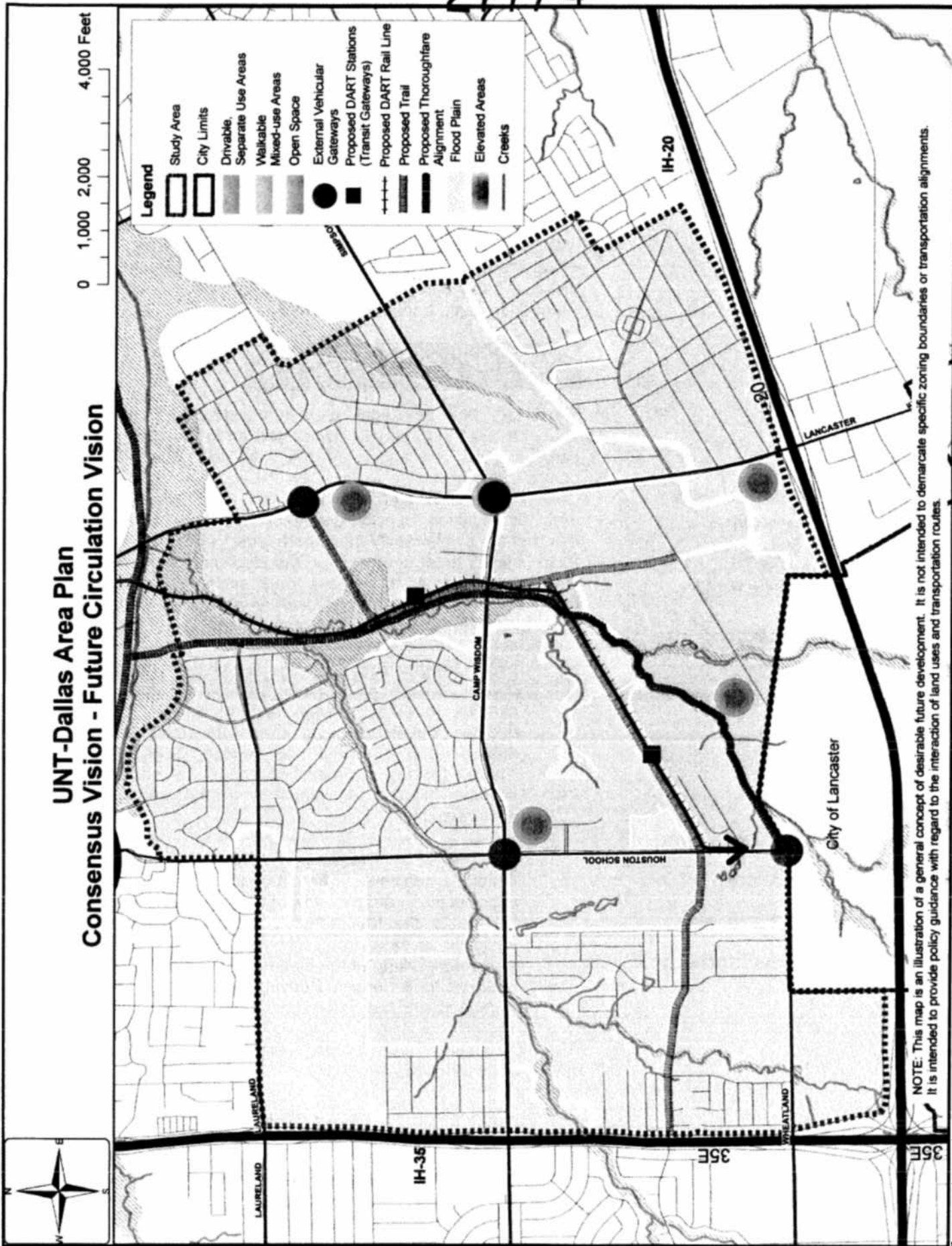
The Consensus Vision captures the ideas and goals of the UNT-Dallas area community. A community workshop was conducted to receive broad-based public input, and enable participants to work interactively in groups. Participants were given information on current conditions and asked to identify areas of stability, areas needing improvement, and desired future land use and circulation patterns. Each group made maps and lists of their concerns, needs and desires and shared these with the other workshop participants.

This provided a wealth of information from which common themes were identified as a basis for developing alternative future scenarios. The primary focus of these scenarios was to encourage mixed-use development and protect existing residential neighborhoods. These scenarios were further evaluated by City staff and the Advisory Committee and synthesized into a vision that reflects community consensus.

Finally, a community meeting was held to seek feedback that was used to further refine the Vision. In its final form, the Consensus Vision is based on a balance of community desires and analysis within the citywide context. The 2040 growth targets for the area (discussed in later sections) were developed from the Consensus Vision.



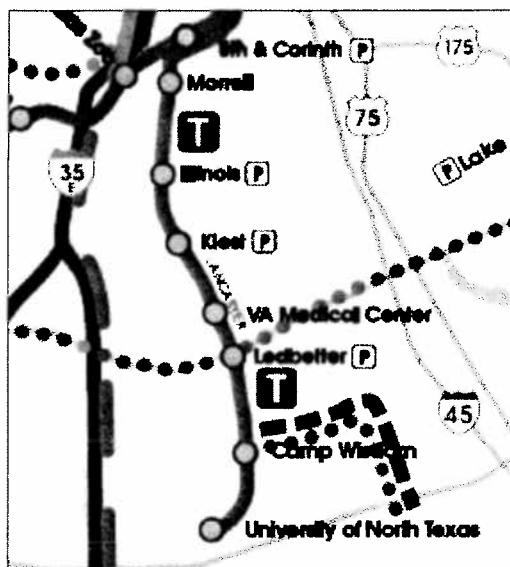
Participants developed a list of needs and issues, with maps indicating preferred future development patterns, at a visioning workshop.



The Consensus Vision

Future Circulation Vision

The Future Circulation Vision proposes new transportation elements that will influence future development patterns in the area.



Blue Line extension going south as illustrated on the DART 2030 Transit System Plan

Source: Dallas Area Rapid Transit

The Consensus Vision places great emphasis on increasing transit accessibility and maximizing opportunities for transit-oriented development.

The Future Circulation Vision proposes new transportation elements that will influence future development patterns in the area. These address various modes of transportation in an integrated fashion to achieve the goal of providing greater transportation choices and reducing automobile dependency as the area develops. The new circulation elements are shown on the Future Circulation Vision Map and described below. The map shows these elements in relation to "Walkable Mixed-Use" and "Drivable Separate-Use" areas which are described further in the Future Land Development Vision. These areas establish important policy distinctions intended to guide transportation design.

DART Light Rail Transit Extension

The DART Blue Line light rail will be extended south from Ledbetter Station to provide transit service to the UNT-Dallas campus. This rail alignment will take into consideration possible future service to the City of Lancaster, Paul Quinn College and to the International Inland Port of Dallas (IIPOD) area. In addition, it will ensure a suitable buffer from established single-family neighborhoods. The Consensus Vision places great emphasis on the placement of two future DART stations so as to increase transit accessibility to areas identified as "Walkable Mixed-Use" areas and to maximize opportunities for transit-oriented development:

- **UNT Campus Station** - The location of this station should ensure convenient pedestrian access to campus facilities, provide opportunities for transit-oriented development south of the campus, and ensure vehicular access from Houston School Road. Shared parking opportunities should be considered between the campus, station and other surrounding developments.
- **Camp Wisdom Station** - The location of this station should maximize transit-oriented development opportunities around the station while providing linkage to the trail network and open space, and vehicular access from Camp Wisdom Road. The proposed parking at the station should be shared with adjacent transit-oriented development, the city-owned greenbelt, and the police sub-station.

The Consensus Vision also emphasizes multi-modal accessibility within the area.

The Consensus Vision

The design of the new light rail line should be integrated with planned roadway and trail circulation in a manner that promotes multi-modal accessibility and maximizes the potential for transit-oriented development. At sections where the light rail alignment may be aerial, efforts should be made to accommodate proposed streets and trails within the light rail right-of-way, with a goal of improving multi-modal connectivity and sharing rights-of-way. Existing bus routes should be modified to provide accessibility to the proposed DART stations from the surrounding area.

Thoroughfares

New thoroughfare linkages will play a key role in opening future development opportunities in the area. The alignment, design and integration of these new thoroughfares into the existing system will help manage future traffic circulation as the area grows in a manner that integrates multiple modes of transportation and promotes a pedestrian-friendly environment. The focus will be on reducing traffic speeds and providing multiple routes for circulation while minimizing cut-through traffic into single family neighborhoods. Thoroughfare design will emphasize sensitivity to the context and provide for convenient and safe movements of pedestrians and bicycles through the area. There are two new thoroughfare alignments indicated in the Future Circulation Vision:

New east-west linkage from IH-35 to north-south linkage

Alignment of this linkage will run along the southern edge of the UNT-Dallas campus in conjunction with the proposed DART light rail line and follow west along the existing Kirnwood Drive alignment to IH-35. The alignment should be configured to provide access from the southern edge of the campus and open development opportunity to properties south of the campus. The thoroughfare plan currently designates the section of this new alignment from IH-35 to Houston School Road as a four lane undivided collector and east from Houston School Road as a two lane undivided residential collector. It is anticipated that the section of the alignment east of Houston School Road will likely need to be designated as a four lane collector. Additional review and modeling will be needed based on the growth forecasts associated with the Consensus Vision.

New north-south linkage from Crouch Road to Wheatland Road

Currently the Thoroughfare Plan indicates a north-south alignment continuing south from Old Ox Road to Wheatland Road and designates it as a four lane undivided residential collector.

Future Circulation Vision

The alignment and design of new thoroughfares will play a key role in opening up future development opportunities.



Kilough Boulevard at Houston School Road

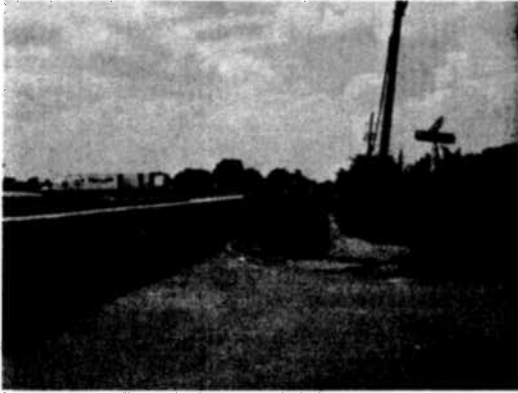
The thoroughfare design will utilize the adjacent land use as a context.



View on Crouch Road, going east

The Consensus Vision

Future Circulation Vision



Lancaster Road close to IH-20

Old Ox Road is a residential street running through the Singing Hills neighborhood and connects to Crouch Road on the north. The public input received through the visioning process highlighted concerns about cut-through traffic on Old Ox Road. Also, the north-south alignment indicated on the thoroughfare plan conflicts with the UNT-Dallas Campus Master Plan. The UNT - Dallas Area Plan's circulation vision proposes that the north-south alignment extend along Crouch Road south following the proposed DART light rail alignment on the eastern side of the city-owned greenbelt to connect to Wheatland Road. The conceptual analysis for the proposed DART line indicates an aerial alignment along this corridor. This provides an opportunity to explore sharing of rights-of-way.

Existing Thoroughfares

Additional improvements of existing thoroughfares should be considered based on future vehicular needs and changes in development patterns. The Consensus Vision calls for increased transportation mode choice which has the potential to decrease traffic volume on some existing streets. This may allow for retrofitting existing streets to encourage walking and bicycle activity, such as converting existing outside lanes for on-street parking and including bicycle paths.

Context Sensitive Street Design

Context Sensitive Design (CSD) is the practice of designing transportation facilities that serve all users and respond to the varied needs of the neighborhoods through which they pass. CSD calls for an approach to roadway design that considers the priority of each design element such as sidewalks, travel lanes, parking lanes and medians, based on neighborhood context, safety and transportation mobility.

Three context sensitive street concepts were derived from *forwardDallas!* to provide specific design guidance for key thoroughfares as well as minor streets anticipated in the area.

Streets should be developed in context to the adjacent land use and development.

Source: Downtown Oak Park, IL



Streets designed with context sensitive design elements encourage pedestrian and bicycle activity.

The Consensus Vision

The Strategic Opportunity Areas section identifies specific locations and design elements of these street types. They are also described in their ideal form below:

- **Multi-modal Street** - This is based on the Transit Street concept defined in *forwardDallas!* These thoroughfares accommodate some form of fixed route public transit or bicycle trails within or adjacent to the right-of-way. This street type is seen as particularly relevant in efforts to integrate new thoroughfares and trails in the area with the DART light rail line extension. (see Strategic Opportunity Areas)
- **Mixed-Use Street** - This street type is primarily pedestrian-oriented and serves a variety of land uses at a range of densities. These streets have a high degree of bicycle and pedestrian activity and accommodate on-street (often angled) parking. This street type is seen as particularly relevant within large scale mixed-use developments that include new minor streets.
- **Walkable Boulevard** - This is a tree lined multi-lane thoroughfare with on-street parking, landscaped median, pedestrian crosswalks, and bicycle activity. It accommodates significant vehicular traffic while giving priority to pedestrians in well defined areas. This street type is particularly relevant along Houston School Road and portions of Crouch Road. (see Strategic Opportunity Areas)

Trail Network Expansion

The City of Dallas trail network along Five Mile Creek will be expanded to provide convenient access to destinations in the UNT-Dallas area for pedestrian and bicyclists. The trail network expansion proposed is consistent with the City of Dallas Trail Master Plan. The trail network for the area should be contiguous and provide connectivity to significant destinations in the area. The Future Circulation Vision identifies the following key trail network objectives:

- **Connection to the UNT-Dallas Campus and Houston School Road** - The trail should run parallel to the DART line, connecting the UNT campus DART station and the Camp Wisdom Road DART station. Special design considerations should address safe connections from the trail to other pedestrian networks across the light rail line and roadways.



Utilize shared right-of-way to create a multi-modal street that accommodates transit, pedestrians and bikes.

Source: Metro Jacksonville



Create walkable minor streets in new mixed-use developments.

Source: San Jose, CA



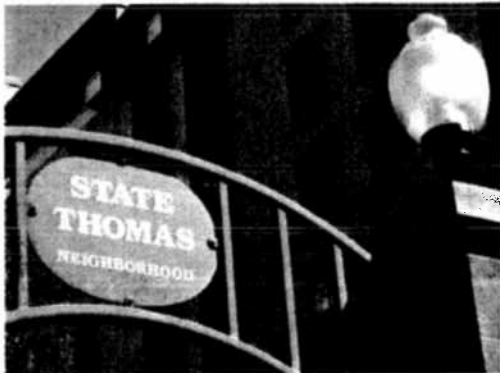
American River Bike Trail - Sacramento, CA

The Consensus Vision

The trail network for the area should be contiguous and provide connectivity to significant destinations.



Gateway signage - West End Historic District



Gateway signage - State Thomas neighborhood

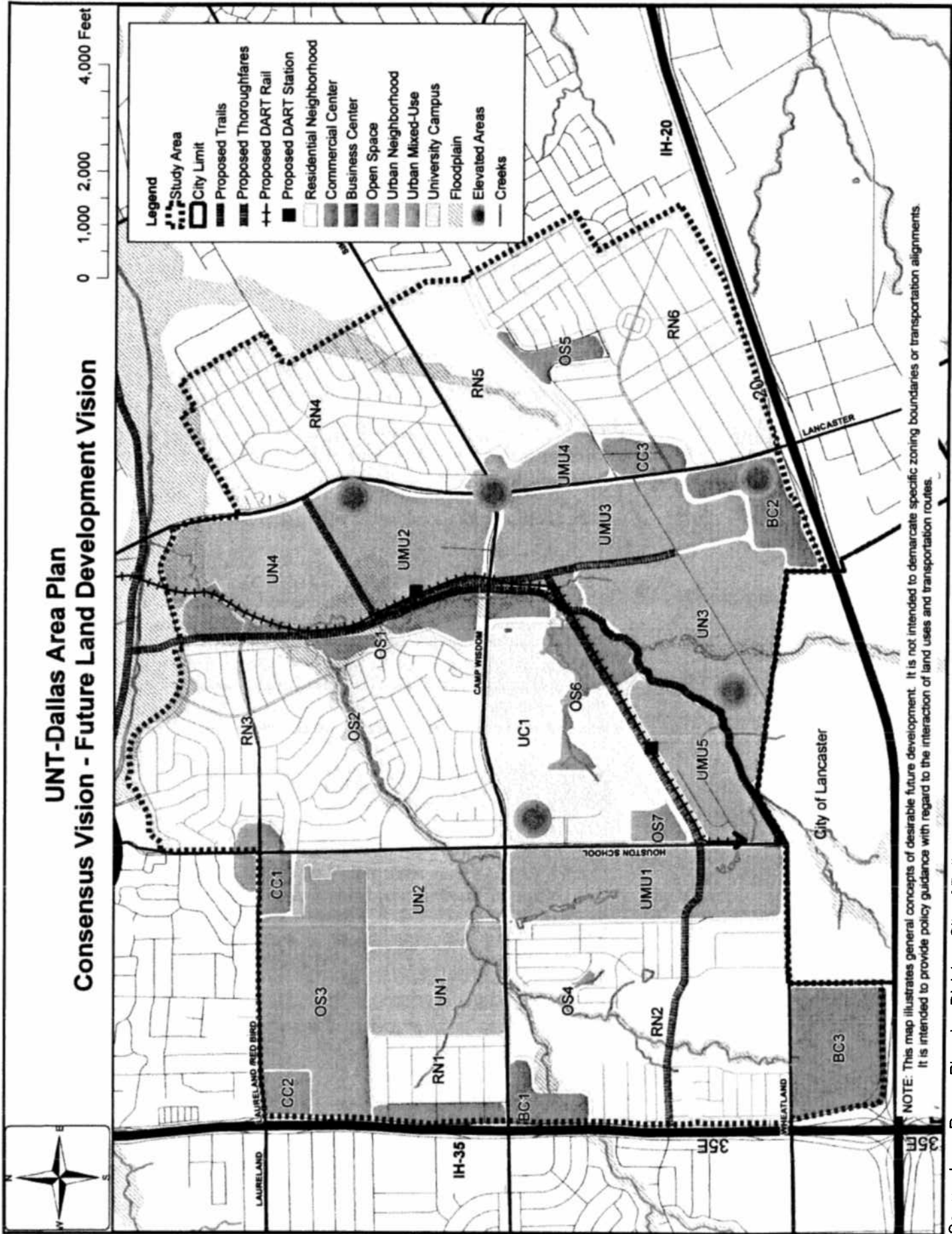
Future Circulation Vision

- **Accessibility to Area Parks and Open Space** - All public parks, open space, and plazas should be connected through trails, sidewalks, and pedestrian-friendly streets.
- **Accessibility to "Walkable Mixed-Use" Areas** - The trail network should connect to the walkable mixed-use areas, especially around the DART stations. Specific activity areas like transit plazas and town centers discussed in the Strategic Opportunity Areas should be destinations for the trail network.

Area Gateways

Gateways mark entry to a destination or distinctive area and are important to establish a positive first impression of a place. Gateways also provide visual cues to visitors of what they should expect in the area. A gateway also defines identity and promotes way-finding. The Future Circulation Vision map shows the location of primary gateways into the area. The strategic opportunity areas provide further guidance on gateways, including identification of secondary gateways and way-finding needs.

- **Transit gateways** - The two proposed transit stations will be primary gateways for transit users, pedestrians and bicyclists providing visual cues of the surrounding area. The way-finding signage and monument signs located at the stations should be designed at a pedestrian scale. The transit-oriented development around the rail stations should enhance the gateway function of the transit station through plazas, circulation patterns that converge on the station, public art, etc.
- **Vehicular gateways** - Four major vehicular gateways have been identified at the entry points into the area from other parts of the city and region. These are typically at major street intersections. Monument signs, landscaping, way-finding signage designed to a vehicular scale, and intersection improvements will establish the vehicular gateway character.



The Consensus Vision

Future Land Development Vision

Walkable Mixed-Use Development Blocks:

- Urban Neighborhood
- Urban Mixed-Use
- University Campus

Drivable Separate-Use Development Blocks:

- Business Center
- Commercial Center
- Residential Neighborhood

Preservation of creeks and tree coverage in their natural form will be a high priority.

Walkable, mixed-use areas are urban places that allow people to live, work, shop and play in the same neighborhood.

The Consensus Vision distinguishes three broad types of future land development patterns in the UNT-Dallas Area based on *forwardDallas!* guidelines.

- **“Walkable Mixed-Use Areas”** will accommodate a range of housing choices, jobs, shopping and entertainment within easy access of each other in a pedestrian-friendly and transit-oriented environment.
- **“Open Space”** will provide aesthetic, leisure and recreational opportunities for the area.
- **“Drivable Separate-Use Areas”** will follow an already prevalent development pattern of distinct sites for housing, jobs and shopping in a manner that is inherently more dependent on vehicular transportation.

Each of these areas includes a variety of development blocks that are shown on the Future Land Development Vision Map (see map 3.2) and described later in this section. The development blocks within each type of area share certain characteristics based on the predominant building types and transportation modes.

The Consensus Vision also identifies the creek system, flood plain and the elevated areas. The common theme that binds the entire UNT-Dallas area is its rich natural beauty. Preservation of natural creeks, topography and tree coverage are a high priority. The design of future development, including roadways, light rail lines and trails, should respect these natural features in a manner that enhances economic benefits, minimizes environmental impacts and promotes public enjoyment of natural amenities.

Walkable Mixed-Use Areas

Walkable, mixed-use areas are urban places that allow people to live, work, shop and play in the same neighborhood. These areas accommodate a balanced mix of jobs, shopping, entertainment, and a range of housing types including affordable housing options, within convenient pedestrian access of each other. Walkable Mixed-Use areas will develop in a manner that reduces automobile dependency by enabling residents, employees and visitors to exercise other transportation choices such as public transit, bicycling and walking.

The Consensus Vision

Future Land Development Vision

Street Network

The street network should create a bicycle and pedestrian-friendly environment and provide excellent access to transit and trails as well as to homes, offices, shopping, entertainment, schools and other community services and amenities. Context sensitive street types like Mixed-Use Streets, Walkable Boulevards and Main Streets are intended to be applied in these areas. Walkable Mixed-Use Areas are expected to have slower moving traffic, shorter average trip lengths, and a higher proportion of non-automobile trips. Minor streets should be designed for speeds not exceeding 25 miles per hour. Shorter block lengths between 300' and 600' should be encouraged to promote better connectivity of pedestrian pathways.

Thoroughfares passing through these areas should be designed for speeds not exceeding 30 miles per hour. Street design should place a high priority on bicycle and pedestrian-friendly design elements such as on-street parking, wider sidewalks, and shortened pedestrian crosswalks with bulb-outs at intersections, street trees, pedestrian lighting and other street furniture.

Built Environment and Urban Design

Walkable Mixed-Use Areas will have buildings in closer proximity to each other at higher average densities. Buildings will abut sidewalks and orient their entrances toward the street for convenient pedestrian access. Building elements that support walkability such as patios, arcades and awnings are strongly encouraged. Reduced off-street parking will be encouraged and placed behind buildings away from streets. Sharing of parking spaces among land uses will also be encouraged. Mixed-use buildings with shopfronts will be encouraged along key intersections and corridors. Walkable Mixed-Use Areas will include town-center style community hubs with concentrations of offices, retail, entertainment and higher density housing around transit stations. These areas will include centrally located community amenities, quality schools, and public spaces. Parks and plazas will vary in size and function to suit a variety of urban needs. Open spaces should be designed to incorporate creek systems and other environmentally sensitive areas. Lower density automobile-oriented development will be discouraged in these areas. A diversity of housing stock including housing units serving the elderly and physically disabled is encouraged.

Land Use and Zoning

Walkable Mixed-Use Areas are specifically intended to promote a healthy mix of land uses in a pedestrian-friendly environment. This can be accomplished through a variety of zoning tools.

Walkable Mixed-Use Areas are specifically intended to promote a mix of land uses in a pedestrian and bicycle-friendly environment.



Mixed-use buildings with awnings and arcades encourage pedestrian activity.
Source: Code Studio



Street facing shop fronts provide the synergy for pedestrian activity.

The Consensus Vision

Each development block within the Walkable Mixed-Use Areas has its distinctive land use and development patterns.

Future Land Development Vision

The land use/zoning policy guidance chart provides guidance on the desired land use mixes and urban design guidelines that are recommended for Walkable Mixed-Use Areas depending on the development blocks described below. The descriptions provided below are sensitive to specific locations and provide guidance that should be considered in conjunction with the Land Use and Urban Design Guidance Chart (Table 3.1).

Walkable Mixed-Use Development Blocks



Urban Neighborhood Development Blocks create higher density walkable residential areas.

The Walkable Mixed-Use development blocks share some common features as described above, but are by no means completely uniform. The UNT-Dallas Area Consensus Vision Map shows three types of development blocks within the Walkable Mixed-Use Areas that are distinguished from each other in terms of mix and intensity of land uses in order to take advantage of development opportunities and provide appropriate transitions to existing single family neighborhoods. Zoning provisions such as the residential proximity slope (RPS) and residential transition (RTN) may be used to achieve transition to single family neighborhoods.

Urban Neighborhood



Townhomes provide a good transition between existing single family neighborhoods and mixed-use developments.

The Urban Neighborhood (UN) development blocks are portions of Walkable Mixed-Use Areas that are primarily residential with small concentrations of offices, retail, and civic uses located at key intersections or corridors. Urban neighborhoods promote a diverse choice of housing types ranging from small lot single family to townhouses, to apartments and condominiums at moderate densities (1 to 3 stories). These areas will ensure appropriate height and density transitions between existing single family neighborhoods and activity centers like the UNT-Dallas Campus and transit stations. There are four Urban Neighborhood development blocks in the UNT-Dallas Area (see Map 3.2):

- **Area UN1** - This area will be exclusively residential and include townhomes and/or small lot single family. Building height should be limited to 1 to 3 stories with appropriate transition provided to the existing single family neighborhood of Beckley Estates to the west.
- **Area UN2** - This area will primarily include townhomes and small lot single family developments. Limited apartment, commercial or civic uses oriented towards Camp Wisdom Road and Houston School Road may be included in a mixed-use or pedestrian-friendly format.

The Consensus Vision

Future Land Development Vision

The building height should be limited to 3 stories with transition provided to the existing single family neighborhood of Singing Hills to the east.

- **Area UN3** - This area will provide a full range of diversified housing stock for students, faculty, staff and other future residents within walking distance of the UNT DART station and university. Higher density housing up to 3 stories as well as commercial and civic uses in a mixed-use format should be focused at street intersections and within a quarter mile of the DART station.
- **Area UN4** - This area will primarily provide townhouses and limited mixed-use development within easy access of the Camp Wisdom DART Station. This area is anticipated to help meet housing demand generated by VA Hospital employees. The height should be limited to 3 stories due to the topography in the area



Higher density housing is encouraged in the Urban Neighborhood development block.

Urban Mixed-Use

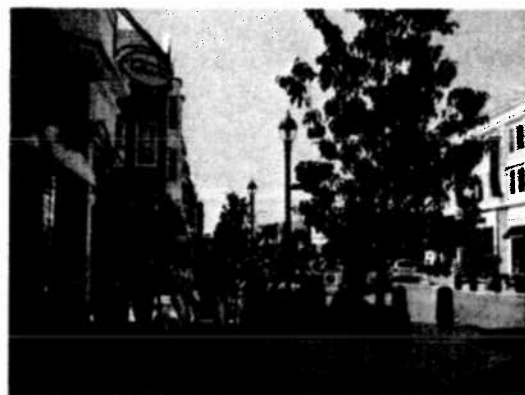
The Urban Mixed-Use development block includes low to moderate density developments, located around transit stations, placing emphasis on walking, biking and transit. There is a good mix of retail, office and residential uses. Buildings may range from mid-rise residential or commercial buildings to townhouses and small corner shops. People on foot or bike can enjoy interesting storefronts at ground level. Mixed-use buildings that allow restaurants and shopping on the lower floors and office or residential uses on the upper floors should be encouraged. The intent of the Urban Mixed-Use development block is to allow for a mix of land uses and building types. Residential uses include denser and compact development and also include live-work units. Low-density, automobile-oriented development is discouraged in these areas.

There are five Urban Mixed-Use (UMU) development blocks identified for the UNT-Dallas area:

- **Area UMU1** - This area will allow for a mix of uses, with office and retail uses located along Houston School Road, and the residential uses located closer to the established residential neighborhood of Wisdom Terrace to the west of the development block. The entrances of buildings along Houston School Road should face the street, with parking provided behind the buildings. Unless in a mixed-use layout, residential uses should not be located close to Houston School Road.

The intent of the Urban Mixed-Use development block is to allow for a mix of land uses and building types.

These areas are generally located around transit stations.



People on foot or bike can enjoy interesting storefronts at ground level.

Source: Westlake, Ohio - Dan Tasman

The Consensus Vision

Future Land Development Vision



Mixed-use buildings that allow retail and shopping on the lower levels should be encouraged as seen on West End.



Create attractive and inviting street facing shop fronts as seen on Allen Street.



The overall building height within the Urban Mixed-Use development block should be 3 to 5 stories.

Source: Glenwood Park, Atlanta, GA - Peter French

There will be a mix of single use buildings located closer to each other creating a mixed-use environment. The overall building height for commercial and mixed-use developments along Houston School Road should be 3 to 5 stories and gradually transition to 2 to 3 story buildings closer to the adjacent neighborhood of Wisdom Terrace. Also, refer the Strategic Opportunity Areas (Houston School Road Area).

- **Area UMU2** - The Camp Wisdom DART station is located within this development block, providing potential transit-oriented development opportunities. The higher density development should be focused around the DART station with a mix of retail, office and residential uses, and access to the trails, transit and open spaces that are located to the west of the development block. Townhouses and apartments with building heights of 2 to 3 stories should be located along Crouch Road and Lancaster Road, providing transition from Alameda Heights neighborhood (located east of Lancaster Road). The office, retail or civic uses in a mixed-use format should be located near the DART station and the intersection of Lancaster Road and Camp Wisdom Road. The building heights immediately adjacent to the DART station may be 3 to 5 stories. In some instances, height up to 8 stories may be allowed while ensuring appropriate height transition to nearby neighborhoods. Zoning provisions such as the residential proximity slope (RPS) and residential transition (RTN) may be used to achieve transition to single family neighborhoods.
- **Area UMU3** - Office uses may be located along Lancaster Road, Camp Wisdom Road and Wheatland Road, with mixed-use buildings and retail located at street intersections. Townhouses or apartments may be located closer to existing single-family residential neighborhoods. The overall building heights should be 2 to 5 stories with the taller buildings located at the major intersection of Camp Wisdom Road and Lancaster Road.
- **Area UMU4** - Commercial uses should be located at the intersection of Simpson Stuart Road and Lancaster Road, and the rest of the area may include mixed-use residential buildings or townhomes. All development should provide appropriate transition to the established neighborhood of Alameda Heights. The overall building height should be 2 to 5 stories. Zoning provisions such as the residential proximity slope (RPS) and residential transition (RTN) may be used to achieve transition to single family neighborhoods.

The Consensus Vision

Future Land Development Vision

The taller buildings should be located at the intersection of Lancaster Road and Simpson Stuart Road.

- **Area UMU5** - This development block is located south of the campus and DART station and will allow for mixed-use buildings, creating a live, work and play environment within walking distance of the campus and the DART station. The buildings should be street-facing to the future east-west network, with ground floor retail that interacts with the street and encourage pedestrian activity. Unless in a mixed-use layout, residential uses should not be located close to Houston School Road. The buildings should be located in a grid pattern, creating connectivity to various destinations, trails and the transit station. Also, refer to the Strategic Opportunity Areas (UNT DART Station Area). The overall building height for the area should be around 2 to 5 stories, with the taller buildings located closer to Houston School Road and/or around the transit station.



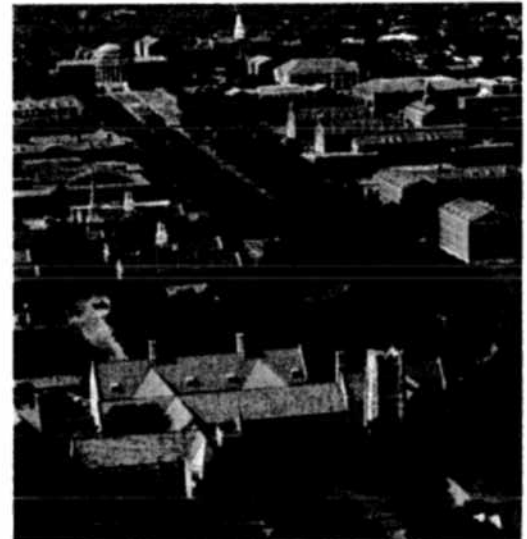
Buildings located at the intersection of Houston School Road and Wheatland Road may be two to five stories tall.

Source: Alec Johnson Photography

University Campus

This development block is generally intended to meet the needs of universities, schools and college campuses in an urban setting. In this context, the University Campus development block applies specifically to the UNT-Dallas campus and is shown on the Consensus Vision map as UC1. Based on existing conditions in the area, provisions in the UNT-Dallas Campus Master Plan, and the relationship to the envisioned surrounding development blocks, the following policy guidance was established for the University Campus development block:

- **UNT-Dallas Campus Master Plan** - The development block includes the UNT-Dallas campus and the Dallas Independent School District property. The UNT-Dallas Master Plan is coordinated with the future land use and urban design vision for the surrounding area. The master plan provides the university with a clear vision for guiding incremental building of the campus. The campus design is intended to be interactive with the surrounding community, serving a variety of users including traditional college-age students and adults seeking continuing education opportunities. The campus plan indicates a variety of academic buildings with complimentary on-campus service uses and housing opportunities. The buildings will be located closer to each other and street network will be pedestrian-friendly providing access to the DART station. Consider sharing amenities like library, auditoriums, and parking between the university and DISD school.



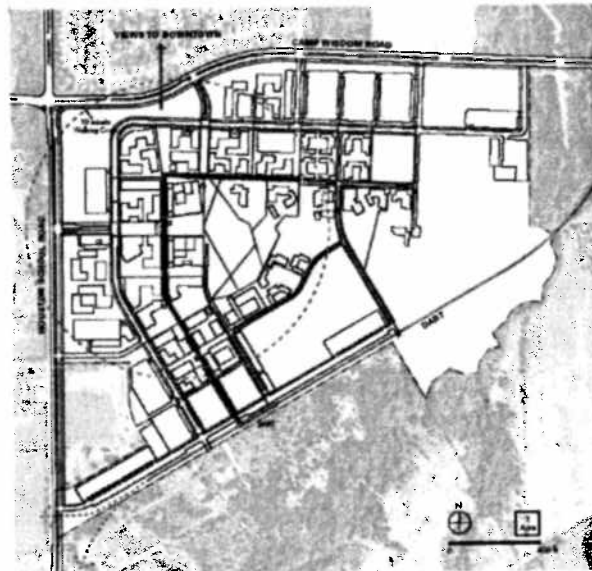
A thriving university interacts with adjacent land uses.

The Consensus Vision

Future Land Development Vision



UNT-Dallas Campus Master Plan
Source: The UNT-Dallas Campus Master Plan



Campus pedestrian circulation plan
Source: The UNT-Dallas Campus Master Plan

- **Campus interaction with the surrounding area** - The Consensus Vision calls for integration of the UNT-Dallas campus into the fabric of the surrounding areas with particular attention to encouraging strong interaction and connectivity with future development on adjoining vacant land. The UNT-DART Station Area (See Strategic Opportunity Areas) addresses the relationship of future development to the campus in more detail. The following considerations are key to successful integration of the campus into the area in the long term:

- Special sensitivity is needed toward the impact of campus activities on existing single family neighborhoods adjacent to the campus. The established neighborhoods of Singing Hills and Hidden Valley are located to the north of the campus. Community input indicated a need for transition between the campus and the single-family neighborhoods and concerns about cut-through traffic. The Campus Master Plan indicates locating lower intensity buildings and parking lots to the north of the campus. These campus parking lots should be designed with landscaping to ensure transition into adjacent single-family neighborhoods.
- Opportunities should be explored to integrate circulation systems within the campus with future circulation plans external to the campus. This is an important consideration with regard to all modes of transportation. Future thoroughfares and minor roadways should be designed to allow for potential connection to the on-campus circulation system. Opportunities should be explored for shared rights-of-way along the edges of the campus where feasible. Proposed trail systems should tie into the on-campus bicycle and pedestrian pathways. The DART light rail station should serve as a hub not only for the university but surrounding areas as well.

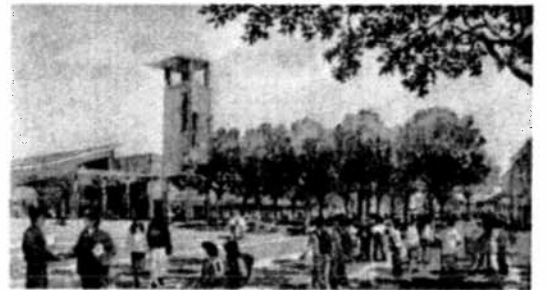
The Consensus Vision

- Opportunities should be explored to integrate on-campus open space with the adjoining city-owned greenbelt and proposed trail system. Currently the campus master plan proposes preserving significant open space on site that seeks to protect the natural creek system and extensive tree coverage on the campus. Integration of this open space with the adjacent city park areas that encompass the same natural creek systems will result in a contiguous and more meaningful open space system that will be mutually beneficial to the university and the surrounding neighborhoods.
- Promote greater integration of the campus with new development along the western and southern edges of the campus. Currently the primary entrance to the campus is on Houston School Road on the western edge. In the future, opportunities exist to open access to the southern edge of the campus as well as to provide for entrances on this side in a manner that is compatible with the campus master plan. Future development along both these edges should be encouraged to respond to the presence of the university in a way that promotes economic development opportunities and greater interaction between the university and adjoining neighborhoods.

Future Land Development Vision



Campus open space and landscape plan
Source: The UNT-Dallas Campus Master Plan



Campus illustration of the main quad
Source: The UNT-Dallas Campus Master Plan

Land Use and Urban Design Guidance
Walkable Mixed-Use Development Blocks

Table 3.1

Land Use Range ¹	Urban Neighborhood		Urban Mixed-Use		University Campus	
	Residential	80% to 90%		50% to 60%		10% to 40%
	Retail	5% to 10%		20% to 25%		N/A
	Office/Institutional/ Other non-residential	5% to 10%		20% to 25%		60% to 90%
	Building Height ²	1 to 3 stories		2 to 8 stories		2 to 5 stories
Urban Design	Density	Density is generally encouraged within the specified height limits with the strongest consideration for: <ol style="list-style-type: none"> 1. preserving environmentally sensitive areas, creeks, trees, and vistas; 2. providing accessible open space for residential development and appropriate transition to single family neighborhoods; 3. allowing highest densities concentrated near DART stations; 4. discouraging automobile-dependent low density particularly near DART stations. 				
	Building Treatment	Active street frontage abutting sidewalks; entrances oriented to street; patios, arcades, awnings encouraged; wrapped parking structures				
	Site Planning & Streetscape	Short block lengths (300' to 600') and convenient pedestrian pathways; wide sidewalks; pedestrian scale lighting; street trees; on-street parking; minimized curb-cuts; pedestrian-oriented signage				
	Parking	Reduced off-street parking; shared parking encouraged; bike racks encouraged.				

1. The preferred range of land use mixes within each development block is intended to ensure balanced development. These target ranges are intended to be achieved for each numbered development block shown on the Consensus Vision Map.
2. The preferred range of building heights are intended to be used in conjunction with the more location specific policy guidance provided for each of the numbered development blocks shown on the Consensus Vision Map. Heights at the top end of the range are intended to be allowed to a limited extent and concentrated near DART Stations. Heights at the lower end of the range are intended as desired minimums.

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The Consensus Vision

Future Land Development Vision

Open Space

Parks and natural areas are highly valued in Dallas. One of the key initiatives of the *forwardDallas!* Plan is ensuring environmental sustainability by giving priority to protecting and enhancing open space, increasing the urban tree canopy, planning for more parks and maintaining important views and vistas. The Renaissance Plan developed by the Parks and Recreation department also provides a strategic guide to creating a premier park and recreation system for Dallas.

Central open spaces and parks are integral to a healthy and sustainable community. In an urban setting, open space provides a natural relief from a predominantly built and paved environment. Open spaces increase property values and are a key real estate location consideration for individuals and corporations. Open space, so to speak, are the lungs of the local environment and improve the general well being of residents by reducing pollution. Open spaces can include formal parks, greenbelts, creeks, lakes or other green areas that are safe and accessible. These areas can be owned and maintained publicly, privately or semi-privately. The primary purpose of parks is to provide recreational amenities to area residents. However, other areas like cemeteries or utility sites are considered secondary open space and can help preserve natural features and tree coverage.

The UNT-Dallas area is rich in natural beauty with an expansive canopy of mature trees, rolling hills, and creeks. Preservation of natural creeks, topography and tree coverage are a high priority. The design of future development, including roadways, light rail lines and trails, should respect these natural features in a manner that enhances economic benefits, minimizes environmental impacts and promotes public enjoyment of natural amenities. The development envisioned for the area will encourage clustered and denser development patterns that will provide opportunities to preserve and enhance tree canopy, creeks, and biodiversity and minimize impact to environmentally sensitive areas. Open spaces within the UNT-Dallas area should be accessible to the public and provide recreational and leisure opportunities. The park and trail system should be well connected to local pedestrian pathways and to transit. Parks should include amenities like benches, playground equipment, and trash receptacles. Free wireless access should be considered for parks located near the campus.



Parks provide the much needed relief from the predominantly built and paved urban environment.

Preservation of natural creeks, topography and tree coverage are a high priority.



UNT-Dallas campus open space as viewed from Houston School Road

The Consensus Vision

Future Land Development Vision



Park playground amenities like at the Singing Hills Recreation Center should be included in future community parks.



Soccer field at the Singing Hills Recreation Center.



The Laureland cemetery provides a 'park like' setting to the surrounding area and should be preserved as accessible open space.

Currently there is approximately 172 acres of total parks and open space, including three mini/neighborhood parks and five community parks (two outside study area) serving the UNT-Dallas area. The National Recreation and Park Association (NRPA) provide guidelines to assess existing and future parks needs. Based on the NRPA guidelines, the existing park acreage adequately serves the current parks and recreation needs of the area. Additional parks space would be needed to serve the Consensus Vision 2040 population growth target.

The key open spaces (OS) identified in the Consensus Vision are discussed below:

- **Area OS1** - This linear park or greenbelt is currently designated as a 'conservancy' park. The proposed trail extension from the five-mile creek trail will run through this linear park system and connect to internal trails within surrounding neighborhoods. The proposed north-south thoroughfare should run along the outer edges of this open space creating access to the linear park. Currently the Singing Hills Park, Glendale Park and Miller Family Park (located outside the study area) serve as community parks for the UNT-Dallas area. The greenbelt may also be developed as a community park in the future, provided outdoor park amenities are added to it. However, the floodplain and tree coverage may pose challenges in including additional facilities. Outdoor activity in the area will benefit from recreational programs provided at the Singing Hills Recreation Center.
- **Area OS2** - The greenbelt runs along the Ricketts Branch creek and is being utilized as a neighborhood park by the area residents. There is also an internal trail running along this greenbelt and should be linked to the proposed trail extension from the Five Mile Creek.
- **Area OS3** - Currently the site includes a large cemetery (approximately 208 acres) that is privately owned. The expansive lawn and abundant trees on the site provide a "park like" setting for the surrounding area and should be preserved as open space.
- **Area OS4** - The area serves as a neighborhood park to the adjacent Wisdom Terrace and Cema Village neighborhoods. Similar neighborhood or mini parks should be located within the future single-family neighborhoods in the surrounding area.

The Consensus Vision

Future Land Development Vision

- **Area OS5** - The park has a large canopy of trees and provides leisure opportunities to residents of Alta Mesa and Tetrakem Village neighborhoods. The future neighborhoods located north of the park will also benefit from this open space.
- **Area OS6** - The campus master plan indicates a central open space (refer to the UNT-Dallas Campus Master Plan) along the natural drainage on site. The central open space will be visible from major entry roads into the campus and connect to internal campus courtyards and promenades. The southeastern edge of the campus should connect to the park east of the campus creating public access to the university open space.
- **Area OS7** - Currently there is a Dallas Water Utilities sump facility located on a portion of the site. The rest of the area is open space with beautiful tree coverage and should be preserved as green space.

Based on the future land use vision and vacant parcels in the area, RN2, UN4, RN5 and UN3 would be ideal locations for new neighborhoods/mini or community parks.

Drivable Separate-Use Areas

These areas follow a development pattern focusing on distinct areas for housing, jobs and shopping. They are characterized by a prevalence of parking lots and streets designed to accommodate faster-moving vehicular traffic. Opportunities for walking and bicycling are limited and mostly are confined to quieter residential streets.

Street Network

The street network is based on a hierarchical roadway functional classification. These different streets provide connectivity to auto-oriented developments like the single-family neighborhoods, office towers, and strip commercial shopping centers found in suburban areas. The purpose of this street design is to make every destination accessible only by car and increase automobile mobility. However, the auto-oriented design often results in isolation of uses and discourages pedestrian activity.

Areas like cemeteries and utility sites are considered secondary open space and help to preserve natural features and tree coverage.



Dallas water utilities sump area located along Houston School Road should be preserved as green space.

The Drivable Separate-Use Areas follow a development pattern focusing on distinct areas for housing, employment and entertainment.

The Consensus Vision

Future Land Development Vision



Every destination within this development block is designed to be accessible by automobiles.
Source: Office towers along US 75 in Richardson, TX.

The built environment in these areas emphasizes separation of uses, auto-oriented building design, abundant parking and easy access from high-speed roadways.



Auto oriented strip mall on Inwood Road

Vehicles tend to move at higher speeds on these streets. Easy vehicular access and visibility from the road are important components of successful auto-oriented commercial development. Auto-oriented residential neighborhoods are typically disconnected from major thoroughfares, often with cul-de-sac streets that discourage cut-through traffic. Public transportation is not easily accessible in these areas and is generally limited to minimal bus service. Large, swiftly moving arterials and their intersections are the anchors of these areas.

Built Environment

The built environment in these areas emphasizes separation of uses, auto-oriented building design, abundant parking and easy access from high-speed streets. Buildings are separated from the streets by large parking lots that discourage pedestrian activity. Low density single-family subdivisions, strip shopping centers, freeway-oriented business towers, regional shopping malls, and warehouses are typical development types in these areas. The retail and office uses are generally located at key intersections, providing easy access from major thoroughfares. A majority of the existing development follows the conventional, separate use development patterns. The intent of these development blocks is to preserve some of the existing development in the area, especially the established single-family neighborhoods. It is also intended to provide for appropriate future development in areas that do not enjoy convenient access to transit. A diversity of housing stock including housing units serving the elderly and physically disabled is encouraged.

Drivable Separate-Use Development Blocks

The auto-centric design is the common feature in these areas, but specific land use, building types, circulation and street design criterion distinguish the following Drivable Separate-Use development blocks:

Residential Neighborhood

Residential Neighborhoods (RN) place emphasis on preserving the character of existing neighborhoods in the area. This development block focuses on promoting strong and healthy neighborhoods, a key focus of the *forwardDallas!* Plan.

The Consensus Vision

Future Land Development Vision

The Residential Neighborhoods (RN) have development patterns that reflect the classic suburban neighborhood centered on homes and schools. The building types include single-family homes and civic buildings. Most homes should be located in walking distance of a neighborhood park or school. Industrial and commercial uses are not appropriate within this development block. Care should be taken in locating these uses as well as larger civic facilities like libraries or recreation centers in relation to the single family homes.

Major streets should be built outside or along the edges of these neighborhoods to discourage through traffic. Streets may need to be curvilinear to follow the topography. Cul-de-sacs are discouraged. Sidewalks should be included to provide connectivity between the residential areas and destinations such as parks, schools and bus stops.

There are six Residential Neighborhood development blocks identified for the UNT-Dallas area. These areas are located in and around established single-family neighborhoods. The new infill and future development on vacant land should replicate existing development patterns and allow for medium to small lot single family homes.

- **Area RN1** - The established neighborhood of Beckley Estates is located within this area.
- **Area RN2** - The established neighborhood of Wheatland Meadows is located at the northeast corner of IH-35 and Wheatland Road, and the neighborhoods of Hi-Vu Terrace, Wisdom Terrace and Cema Village are located on the eastern edge of this development block, with vacant land in between.
- **Area RN3** - The Singing Hills community built between the 1950's and 1970's and the recently constructed Runyon Springs subdivisions are the existing neighborhoods in this area.
- **Area RN4** - Alameda Heights and Carver Heights are the established single-family neighborhoods in this area.



Suburban style single family residential neighborhood

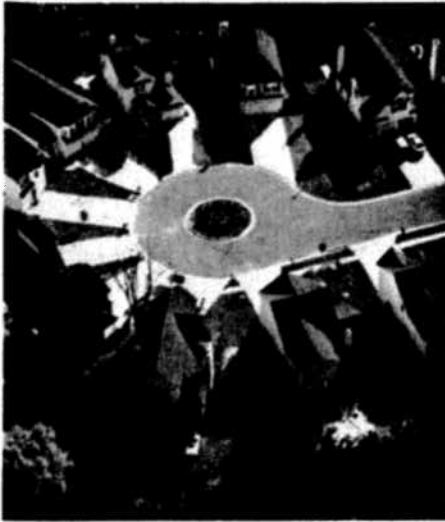
The Residential Neighborhood has development patterns reflecting classic suburban style neighborhoods centered on homes and schools.



Singing Hills single family neighborhood

The Consensus Vision

Future Land Development Vision



Residential neighborhoods with cul-de-sacs are considered very auto-oriented due limited accessibility to destinations.

The primary intent of the Commercial Center Development Block is to provide retail and service destinations to surrounding residential areas.



Commercial centers are generally located at major street intersection and are easily accessible by car.

- **Area RN5** - This area is currently undeveloped, but located close to the established neighborhoods of Alameda Heights and Carver Heights to the north and Tetrakem Village and Alta Mesa Park to the south.
- **Area RN6** - This established neighborhood of Alta Mesa Park covers most of the area. Highland Hills West and Tetrakem Village are the other subdivisions.

Commercial Center

The primary intent of this development block is to provide retail and service destinations for the surrounding single family areas. These areas are easily accessible by car, with sufficient parking provided and are generally developed as strip commercial centers that will include service oriented businesses, restaurants, shops and smaller offices.

The Commercial Center (CC) development blocks for the UNT-Dallas area have been identified as follows:

- **Area CC1** - This area is one of the major gateways from IH-35 and should reflect the intended community image. The future development located in this area will service the surrounding neighborhoods by providing shopping opportunities and service-oriented businesses. The buildings should be 1 to 3 stories high and be sensitive to the adjacent Singing Hills neighborhood.
- **Area CC2** - Currently the Laureland Funeral Home is located in this area. Future development may include similar neighborhood-serving commercial development.
- **Area CC3** - This area will include neighborhood retail & office uses that will service the adjacent established neighborhood of Alta Mesa Park.

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Business Center

The Business Center (BC) development block is intended to provide major employment and shopping destinations located at the intersection of major freeways or major arterials and are generally visible and easily accessible from the freeways. They are similar to Commercial Center development block, but are at a higher intensity. These areas allow for taller office towers, mid to high rise apartments or condominium buildings, and regional shopping malls. Generally these areas generate significant traffic, parking demand and expansive paved areas. Future development should minimize negative impacts like run-off and contribute to environmental sustainability through landscaping and energy efficient design.

The three areas identified as Business Center or Corridor for the UNT-Dallas area:

- **Area BC1** - These areas will allow for a range of office, retail and other non-residential buildings, which are easily accessible from IH-35. The building height should be determined by its adjacency to the existing single family homes of Beckley Estates and Beckley Hills neighborhoods.
- **Area BC2** - Businesses and hotels may be located in these areas, providing lodging and other services to visitors at UNT-Dallas for major campus events.
- **Area BC3** - The intersection of two interstate highways makes it an ideal location for higher intensity retail and office establishments, providing an ideal business address. A buffer or residential transition should be provided to the established neighborhood of Wheatland Meadows to the north.



Business Centers provide major employment and shopping destinations and are similar to Commercial Centers.



Higher density hotels and office complexes should be located within the Business Center development block.



These development blocks generally include free standing office towers.

Land Use and Urban Design Guidance
Drivable Separate-Use Development Blocks

Table 3.2

Land Use Range	Residential Neighborhood	Commercial Center or Corridor	Business Center or Corridor
Residential	90% to 95%	N/A	N/A
Retail	N/A	40% to 50%	10% to 40%
Office/Institutional	5% to 10%	50% to 60%	60% to 90%
Building Height ²	1 to 2 stories	1 to 4 stories	1 to 5 stories
Density	Density is generally encouraged within the specified height limits with the strongest consideration for: <ol style="list-style-type: none"> 1. mitigating traffic impact; 2. preserving environmental sensitive areas, creeks, trees, and vistas; 3. providing accessible open space for residential development and appropriate transition to single family neighborhoods. 		
Building Treatment	Setback from street; emphasis on energy efficiency		
Site Planning and Streetscape	Minimized impermeable surfaces and water run-off; conservation of trees, creeks and environmentally sensitive areas; lighting directed downwards; automobile-oriented signage; landscaping along street frontages and in parking lots		
Parking	Standard off-street parking; minimal shared parking		

1. The preferred range of land use mixes within each development block is intended to ensure balanced development. These target ranges are intended to be achieved for each numbered development block shown on the Consensus Vision Map.
2. The preferred range of building heights is intended to be used in conjunction with the more location specific policy guidance provided for each of the numbered development blocks shown on the Consensus Vision Map. Heights at the top end of the range are intended to be allowed to a limited extent and concentrated near freeway corridors.

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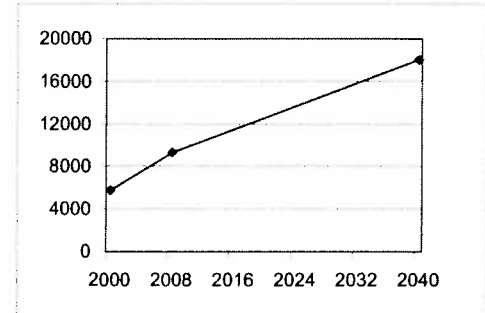
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Area Growth Targets

The Consensus Vision was used as the basis for forecasting growth in the area through the year 2040 in terms of jobs and households. The goal of this forecast is not to predict growth, but rather to provide a target range that can be used as a basis for policy guidance as well as for planning infrastructure, transportation systems and economic development. An optimistic target and a conservative target were established to achieve this. The forecasts consider the amount of land available for development and make assumptions regarding the amount of new development or redevelopment that is likely to occur by 2040, based on combinations of feasible development types tied to the development blocks.

Table 3.3 below shows these growth targets in relation to previous forecasts that have been conducted for the area prior to the completion of the UNT-Dallas Area Plan. The North Central Texas Council of Governments (NCTCOG) forecast was done at the regional level prior to the location of the UNT-Dallas campus and plans for extending the DART light rail line. The *forwardDallas!* forecast took these factors into consideration but did not include detailed analysis of this area.

2040 Household Target (Chart 3.1)



The goal of the forecast is not to predict growth, but to provide a target range for future policy guidance.

Table 3.3

UNT-Dallas Area Growth Targets	2008 Estimate	Area Plan 2040 Target		NCTCOG 2030 Forecast
		Conservative	Optimistic	
Employment	1,552	15,200 jobs	18,300 jobs	15,459 jobs
UNT-Dallas Campus ¹	-	3,300	3,300	-
Retail	-	2,600	3,300	-
Other Non-residential	-	9,300	11,700	-
Households	9,349	14,600	18,000	11,979

1 - Projection provided by the University of North Texas at Dallas.

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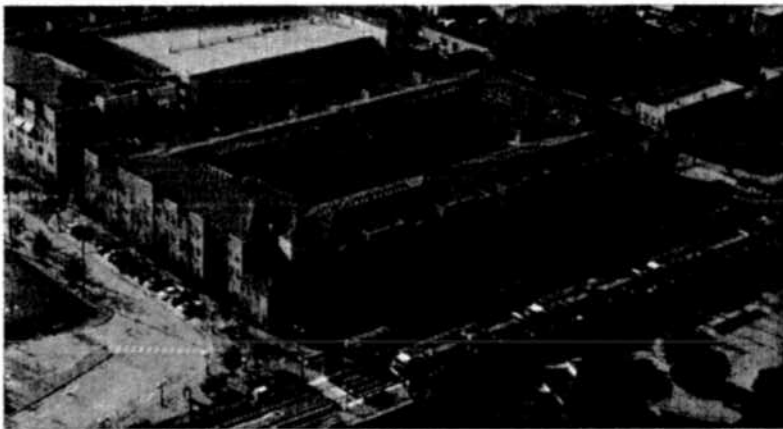
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Strategic Opportunity Areas

As shown on Map 4.1, three strategic opportunity areas were identified for focused implementation action. These areas were chosen for their strategic location and for the role they can play as catalysts for desirable development consistent with the Consensus Vision. In a sense, development in these areas will be like pebbles in the pond creating a ripple effect in the surrounding areas that will make or break the success of the Consensus Vision. The three strategic opportunity areas are:

- **UNT-DART Station Area** - This strategic opportunity area focuses on the future development opportunities around the main transit gateway to the UNT campus.
- **Houston School Road Area** - This strategic opportunity area focuses on the future development opportunities along Houston School Road, which is the main vehicular gateway to the UNT- Dallas campus.
- **Camp Wisdom DART Station Area** - This strategic opportunity area focuses on the development opportunities around the Camp Wisdom DART station and the various recreation opportunities around the proposed city park (greenbelt) and trail near the Singing Hills Recreation Center.

A detailed vision was developed for these strategic opportunity areas and articulated with graphic illustrations, key goals and objectives related to future development patterns, circulation and connectivity. The goals and objectives are intended to complement the policy guidance in the underlying development blocks described in the Consensus Vision. They provide more detailed guidance for zoning review, and also provide direction for proactive economic development, transportation and infrastructure planning in the area.



Transit stations around campuses should focus less on providing parking and more on pedestrian and bicycle access.

Source: Downtown Plano DART Station - Dallas Area Rapid Transit



Transit station areas support mixed-use development.

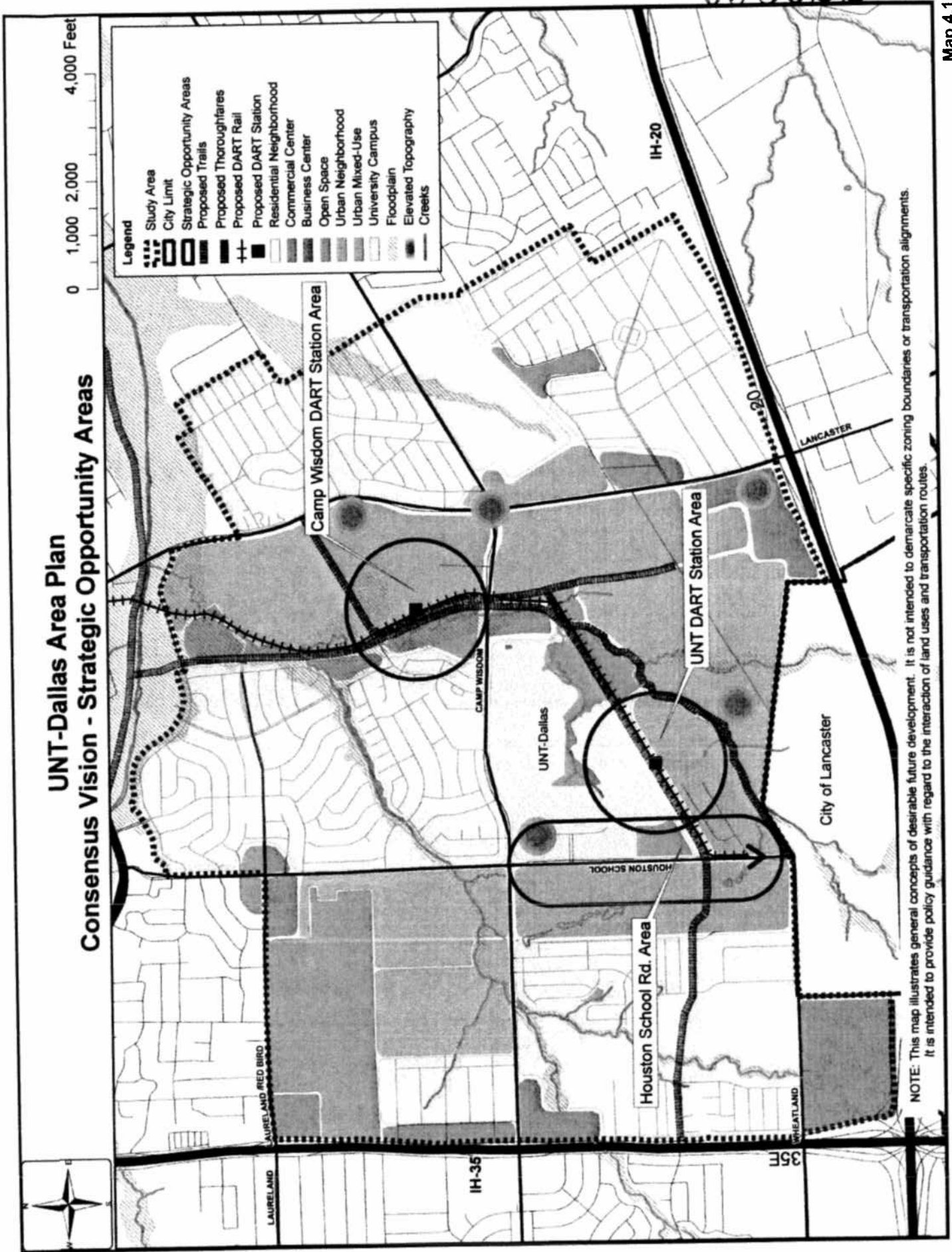
Source: Del Mar Station, Pasadena, CA - Anne Koshalek



Transit station areas provide ideal location for higher density mixed-use development.

Source: Beaverton, OH - Dan Tasman

The Strategic Opportunity Areas were chosen based on their location and the role they play as catalysts for desirable development.



Strategic Opportunity Areas

UNT DART Station Area

This UNT DART Station Area focuses on the future development potential that exists along the southern edge of the UNT-Dallas campus and areas within a quarter mile of the proposed UNT DART station. Proximity to the UNT-Dallas campus, the proposed DART station, and the IH-20 corridor provides a unique opportunity for future development to respond to market demands in a manner that takes full advantage of all available modes of transportation. This area also contains some large parcels of vacant land that may be attractive to large corporations interested in locating near transit and UNT-Dallas. The strategic opportunity area illustrated in Map 4.2 depicts desired future development patterns in the area and the primary goal and objectives are discussed below:

Goal: Encourage a vibrant mixed use and pedestrian friendly neighborhood south of the UNT-Dallas campus within easy walking distance of the UNT DART transit station.

This new neighborhood will offer live-work, shopping and entertainment opportunities for university students, faculty and staff. Flexible student schedules and future on-campus student housing will lend itself to both daytime and nighttime activity. This together with future residents attracted to the area, will help provide the threshold density needed to create a vibrant place that could ultimately evolve into the main shopping and entertainment location of the UNT-Dallas area.

Moderate density mixed-use developments with street-facing ground floor retail are encouraged to cluster near the DART station and along the southern edge of the campus. These will include campus-oriented businesses like book stores, coffee shops, restaurants, convenience stores and personal services. This mixed-use area may also include large office or other compatible employment generating uses designed in a walkable, transit-oriented format. Moderate to high density townhouse and apartment developments are encouraged within walking distance of the DART station and are preferably anchored around shared open spaces.

The entire area will be connected through a grid pattern of streets with shorter block lengths and sidewalks to promote convenient pedestrian and bicycle accessibility to the DART station and the UNT-Dallas campus. A modified grid pattern of streets should be allowed to respond to the topography. Well-designed lighting and effective pedestrian-oriented signage should be a priority.



Office buildings designed in a walkable, transit-oriented format should be located south of the campus near the DART station.
Source: Baxter Town Center, Charlotte, SC



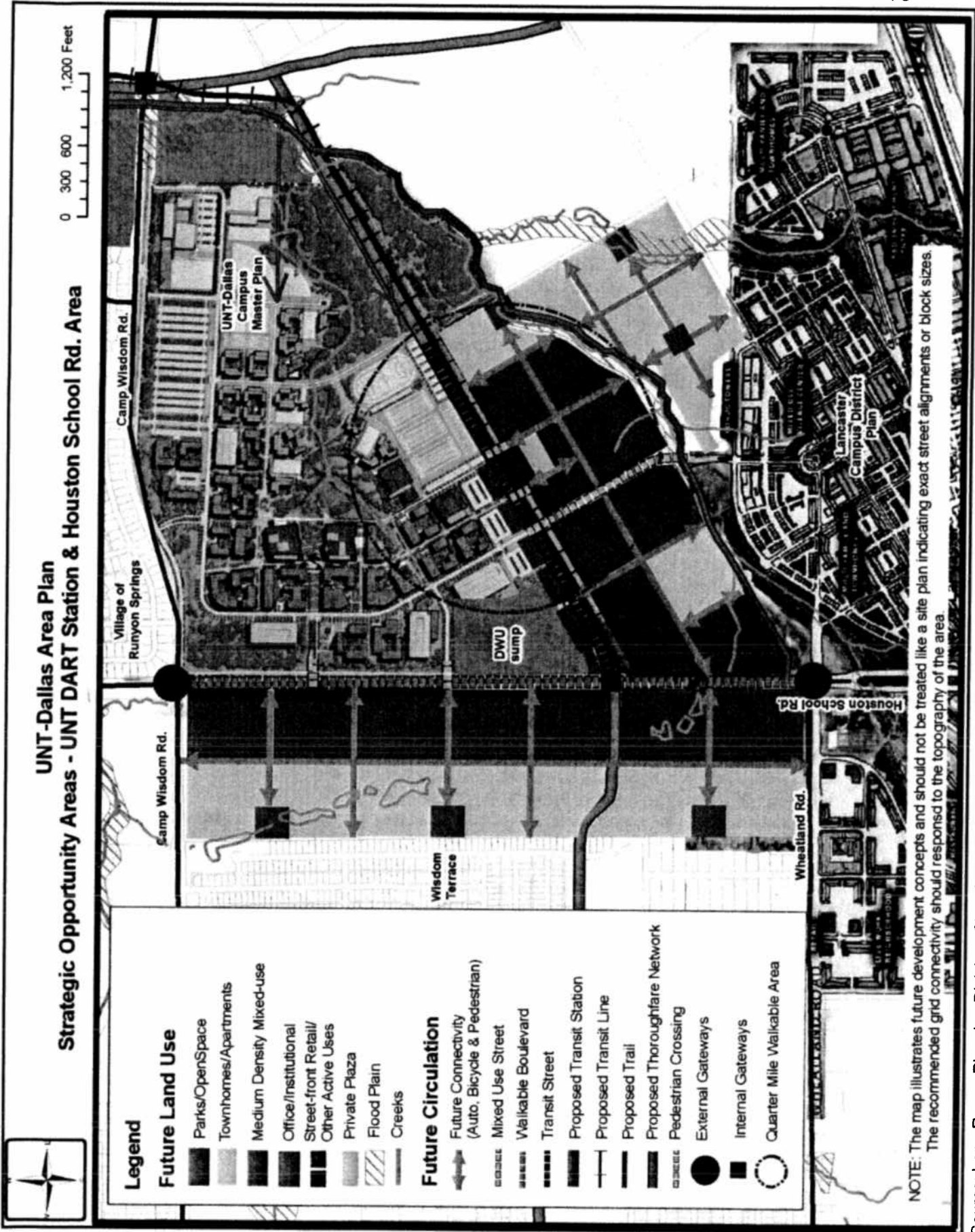
Flexible student schedules and future on-campus housing will create both daytime and nighttime activity.
Source: Haymarket Square, Boston, MA - William Ohl



Moderate to high density townhouses and apartments should be located within walking distance of the proposed DART station.
Source: Bridgeport Village, Chicago, IL

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Strategic Opportunity Areas

UNT-DART Station Area

Besides the previously discussed overall development patterns, achieving the following objectives will be critical to the success of this new mixed-use, transit-oriented neighborhood:

- Create a centrally located plaza to serve as the neighborhood hub** – The UNT-Dallas DART station will be the transit gateway to this strategic opportunity area. A plaza would create a central public gathering place and become the focus of the transit-oriented development. The street pattern in the surrounding areas should lead to the plaza to enhance the role of the DART station as a gateway and a destination. Public art and outdoor furniture should be encouraged in the plaza and located at terminating vistas in order to create destination interest.
- Align the proposed east-west thoroughfare to create new development opportunities south of the campus and afford a new entry way to the university** – Planning and design for the proposed east-west thoroughfare should be integrated with the proposed DART light rail alignment. Consideration should be given to sharing a corridor with the DART line and utilizing the street shown along the southern edge of the campus master plan. Consideration should also be given to sharing the existing overhead power line easement and to appropriate treatment of these utilities along this new entryway to the campus. The new thoroughfare will function as a Transit Street, with on-street parking and active ground floors on both sides. High priority should be given to providing safe and convenient pedestrian connections at key points across the thoroughfare and light rail alignment between the DART station, the university and areas south of the university. The street design should include elements like crosswalks, reliever medians, synchronized signalization between rail and automobile traffic, and other traffic calming elements.
- Extend the primary north-south campus street into the new neighborhood to the south** - Extend Campus Drive (shown on the UNT-Dallas master plan) south to connect to the proposed mixed-use village center in the City of Lancaster. This corridor will provide a direct connection from the campus to the new neighborhoods to the south and will help create opportunities for retail and mixed-use development that serve the university.



Centrally located plaza at terminating vistas creates destination interest.
Source: Celebration, FL



Integrating transit with the street design will maximize development opportunities around the campus and create accessible mode choice.
Source: Third Street Illustration, San Francisco, CA



Mixed use neighborhoods encourage pedestrian activity and will complement the campus environment.
Source: Boulder, CO

Strategic Opportunity Areas

UNT-DART Station Area



Mixed-use streets with emphasis on pedestrian activity can be seen around college campuses.
Source: Chicago, IL - Payton Chung



Bicycle & pedestrian connectivity between the proposed trail and the university should be maintained through streets that accommodate bicycle activity.

Source: Palo Alto, CA - Richard Masoner



Shared parking opportunities should be considered between the campus and mixed-use developments near the DART station.

Source: Westlake, OH - Dan Tasman

Similar opportunities exist to extend the north-south campus promenade (shown as the primary pedestrian connector in the UNT-Dallas campus master plan) to the proposed DART station and future plaza. This street will be designed as mixed-use street that is highly pedestrian-oriented providing shopping and entertainment opportunities on both sides of the streets. Additionally, all external streets on the south side of the campus should align to the extent possible with secondary pedestrian streets internal to the campus, in order to provide extended connectivity for pedestrians and bicycles.

- **Extend trails from Five Mile Creek to the campus and new neighborhoods south of the campus** - Explore opportunities to extend the hike and bike trail from Five Mile Creek along the creek system south of the UNT-Dallas campus. Provide connections from this trail directly to and from the campus street system. The proposed trail network should run along the large open space on the southeast side of the campus, following the creek to connect to the proposed plaza near the UNT DART station, the proposed Mixed-Use Village Center in Lancaster, and to Houston School Road. The pedestrian-oriented street network around the plaza would serve to enhance connectivity between the internal campus streets and the trail. Students, staff, faculty and other area residents will use the trail for recreational jogging, walking and bicycling making it a tremendous amenity to attract future development.
- **Take advantage of shared parking opportunities with the campus and developments in the DART station area** - The UNT-Dallas campus master plan shows parking lots on the south side of the campus close to the proposed DART station and along the proposed east-west thoroughfare. Since demand for this parking will vary by season and time of day, there will be opportunities for shared parking. Shared parking will open up additional land for development as property values in the area increase and will serve as an incentive for developers. The mixed-use and clustered developments proposed for the area lend themselves to shared parking between uses. Shared parking will reduce the amount of surface parking and encourage the use of alternate modes of transportation. The parking lots on the south side of the campus will also provide an opportunity for future mixed-use development along the proposed east-west thoroughfare.

Strategic Opportunity Areas

Houston School Rd. Area

- **Modify existing bus routes to connect surrounding areas to the proposed DART station** - Currently there is a bus route that runs south along Houston School Road, and circulates around the campus. The bus route should be extended east along Camp Wisdom Road, further south along Houston School Road, and connect to the DART station through the proposed east-west thoroughfare

Houston School Road provides the primary vehicular route to the UNT-Dallas Campus from IH-20 and IH-35, with the intersections at Wheatland Road and Camp Wisdom Road marking the key gateway points. At the same time, this corridor offers an opportunity to create a pedestrian and bicycle-friendly boulevard consistent with a university environment. The potential to attract job-creating businesses and institutions that can benefit from proximity to the UNT-Dallas campus is highest along this corridor. These in turn will foster demand for other businesses such as doctors, dentists, attorneys, copy centers and other business services. Closer to IH-20 near the intersection with Wheatland Road, this corridor offers opportunities to attract hotels and retail in a mixed-use format. The proposed name change of Houston School Road to University Hills Boulevard better reflects the envisioned character of this corridor. The following primary goal and objectives are important to the success of this gateway corridor:

Goal: Establish Houston School Road as the primary business address and gateway corridor into the UNT-Dallas area.

- **Design Houston School Road to be a tree-lined, walkable boulevard** - Houston School Road adjacent to the campus area should be designated as a "walkable boulevard" that accommodates pedestrians, bicycles and automobiles. Pedestrian activity should be encouraged by creating a tree-lined street with wider sidewalks. Buildings should abut the sidewalk and off-street parking should be placed at the back instead of the front of the development. On-street parking should be encouraged and speeds should not exceed 35 miles per hour. Pedestrian crosswalks should be located at the campus entrances.



DART bus service should be provided to various destinations within the study area and the DART rail stations.
Source: Dallas Area Rapid Transit

The potential to attract job-creating businesses and institutions that benefit from the proximity to the university will be at maximum along the Houston School Road corridor.



Houston School Road should be designed as a walkable boulevard that accommodates automobiles, bicycles and pedestrians and complements the campus environment.
Source: National Coalition of Complete Streets

Strategic Opportunity Areas

Houston School Road Area



Wayfinding signage with area-maps provides easy navigation to various destinations like the DART station and the campus.

Source: Max Station, Gresham, OR



Overhead utility lines should be buried to create pedestrian and shopfront activity in mixed-use areas.

Source: Westlake, OH - Dan Tasman



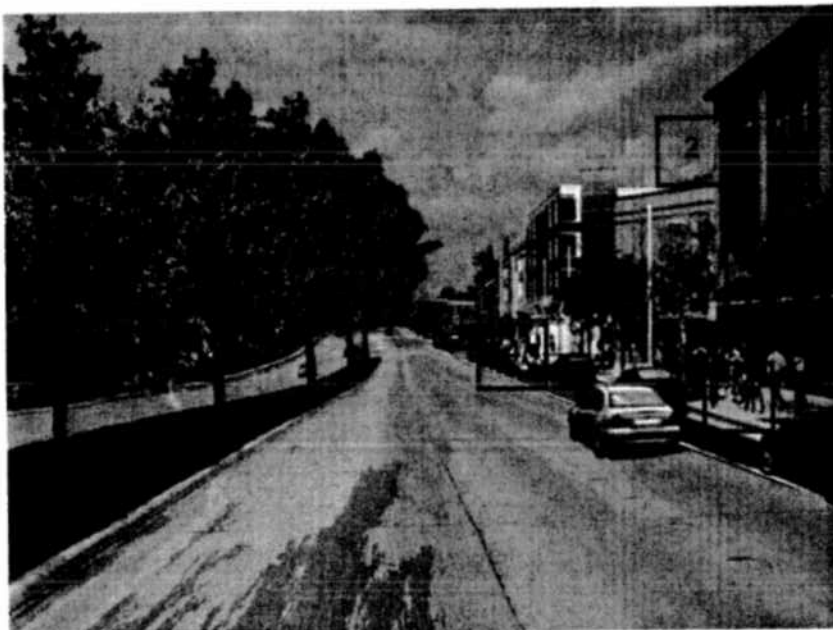
DWU sump facility as seen from Houston School Road

- **Establish a way-finding system for visitors to the area** - Houston School Road will need a clear way-finding system to provide directions to key destinations like the UNT-Dallas campus and the DART station. The way-finding system should be established with consistent signage and may include monument signs at key gateways along Houston School Road. These include the Wheatland Road intersection marking the entry into the City of Dallas from IH-20, the intersection with Camp Wisdom marking the entry from IH-35, and the intersection with the proposed east-west thoroughfare marking the main entry portal to the UNT-DART station and the transit-oriented neighborhood around it.
- **Bury overhead utility lines along Houston School Road** - Currently there are overhead power lines on the west side of Houston School Road. The overhead utility lines create visual clutter and interfere with streetscape elements like trees, street lighting, and street furniture. Burying these lines would provide opportunity to develop desirable street-facing mixed-use developments.
- **Ensure an appropriate development transition from Houston School Road to the Wisdom Terrace neighborhood** - The established neighborhood of Wisdom Terrace is located in close proximity to Houston School Road. Future development immediately adjacent to the neighborhood should provide transition from higher intensity uses along Houston School Road. Townhouses would be best suited for this in conjunction with appropriate height, set back and landscaping transition.
- **Improve the Dallas Water Utilities (DWU) sump property to ensure that it contributes to the desired ambience of the area** - The aesthetic treatment of the DWU sump property will be important in developing the envisioned ambience for the Houston School Road area. The sump site is mostly vacant and should be preserved as open space. Additionally, landscaping improvements and preservation of on-site trees should be utilized to screen the utility facility from Houston School Road.

Houston School Road developed as a Walkable Boulevard**Houston School Road – Before**

The above picture shows Houston School as it exists currently.

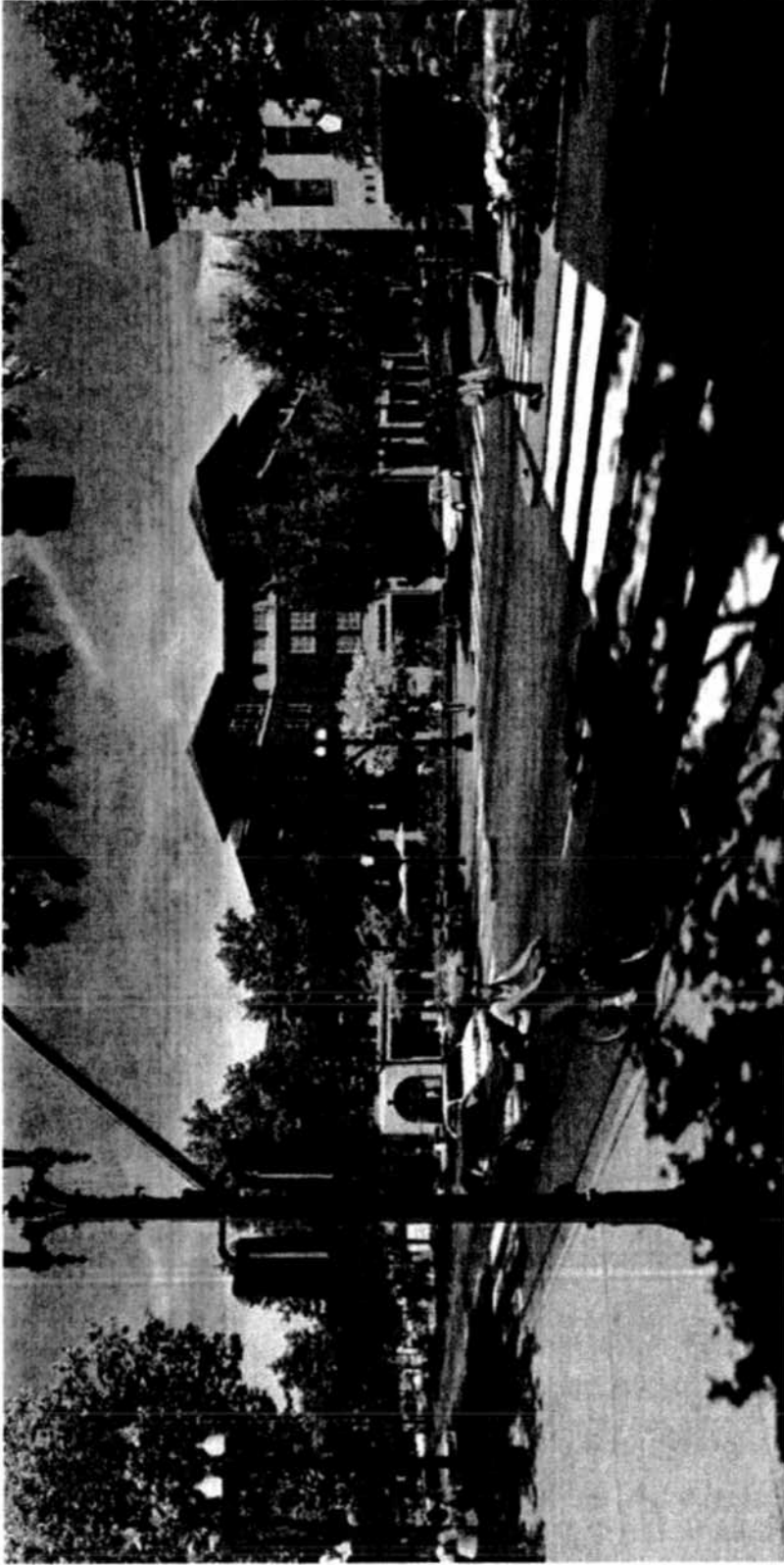
1. The existing utility lines along Houston School Road create a visual clutter and interfere with proposed streetscape improvements like trees, lighting, etc. Burying these lines would provide opportunity to develop desirable street-facing mixed-use developments.

**Houston School Road – After**

The above picture illustrates Houston School after the implementation of the policy and action items discussed in the plan.

2. The development along Houston School Road should allow for a mix of uses, with street facing shop frontages.
3. The sidewalks should be improved and include streetscape elements like outdoor benches, trash receptacles, landscaping and trees.
4. Adding on-street parking on Houston School Road would create traffic-calming by buffering sidewalk pedestrian activity from automobile traffic.
5. Planting trees in the median (acts as reliever for pedestrian activity) and installing additional streetscape elements accommodating both cars and pedestrians will make Houston School Road a Walkable Boulevard.

Context Sensitive Street Example



Source: National Complete Streets Coalition
 Courtesy: Community, Design and Architecture & Urban Advantage

Strategic Opportunity Areas

Camp Wisdom DART Station Area

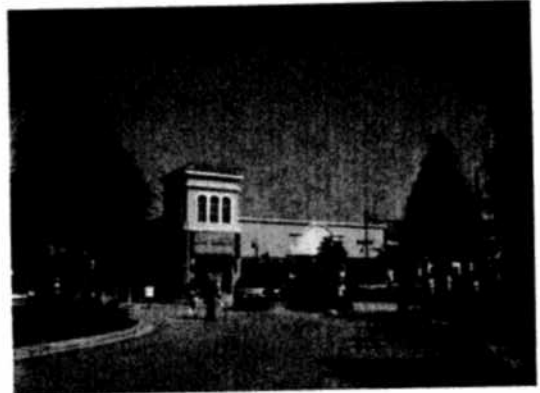
As seen on Map 4.3, this strategic opportunity area focuses on the future development potential around the proposed Camp Wisdom DART station. Located adjacent to considerable greenbelt, the Singing Hills Recreation Center, the new police sub-station and a significant swath of vacant land, this proposed station offers the opportunity to create a new transit-oriented community near existing civic amenities. This area has unique natural beauty with expansive tree coverage, gently sloping terrain and beautiful vistas. The strategic opportunity area illustration depicts desired future development patterns in the area and the primary goal and objectives are discussed below.

Goal: Create a transit-oriented Town Center at the proposed Camp Wisdom DART station.

A Camp Wisdom Town Center with the proposed DART station as its focal point has the potential to create a successful new place for living, shopping, entertainment and recreation within easy access of the surrounding neighborhoods through a variety of modes of transportation. The Town Center will include mixed-use development close to the DART station. Townhouses, duplexes and moderate density apartments or condominiums would be located closer to Lancaster Road and Crouch Road. Special consideration should be given to the adjacency of the Alameda Heights and Carver Heights neighborhoods on the east side of Lancaster Road. The Town Center should be well located to include community serving retail including a grocery store and movie theater. Opportunities also exist for office space at the Lancaster and Camp Wisdom Road intersections. The height of buildings would be three to five stories with limited opportunities for up to eight story buildings directly adjacent to the DART station.

Streets should follow a grid pattern with short blocks and wider, tree-lined sidewalks to create a pedestrian-oriented network. However, topography of the area may influence the street lay out as well. Future streets should preferably be aligned to follow the contours of the terrain. In such instances, a modified grid design with curvilinear streets would be preferred. Public access to and view of creeks should be promoted to the extent possible.

Future development should pay special attention to preserving the natural assets of the area. Public investment is needed to improve greenbelt with recreational amenities like walking paths and gazebos, and to make the creek system more accessible to the public and more efficient as a drainage channel.



The Singing Hills Recreation Center, greenbelt and the DART station will provide tremendous opportunity to create a transit oriented Town Center.

Source: Town Center, Duval County, FL - Brian Leon



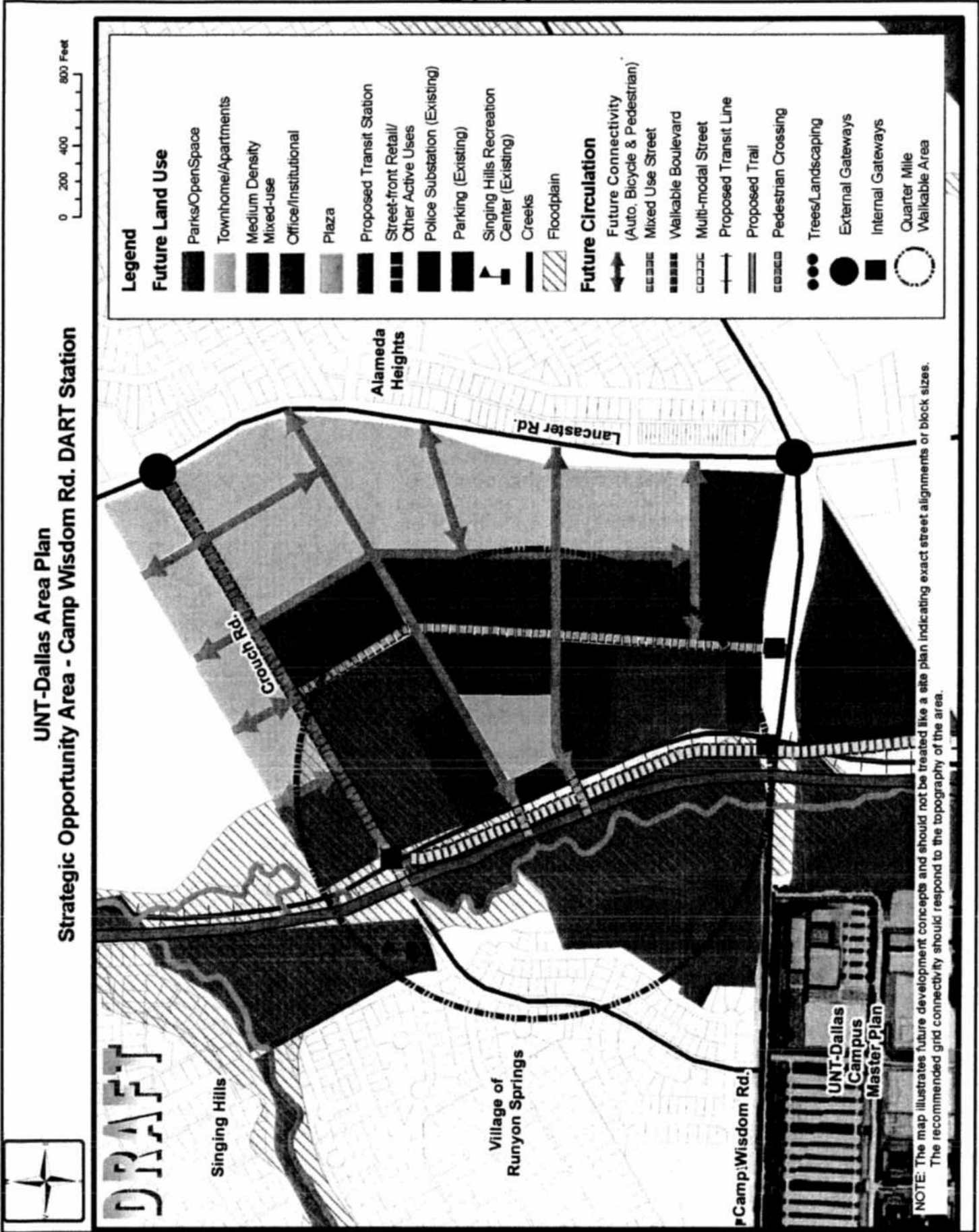
Create a transit-oriented Town Center around the proposed Camp Wisdom DART station.

Source: Del Mar Station, Pasadena, CA - Anne Koshalek



Mixed-use development with upper story residential may be located around the transit station.

Source: Del Mar Station, Pasadena, CA - Anne Koshalek

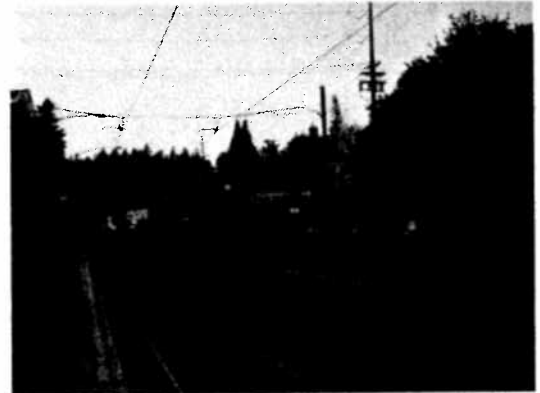


Strategic Opportunity Areas

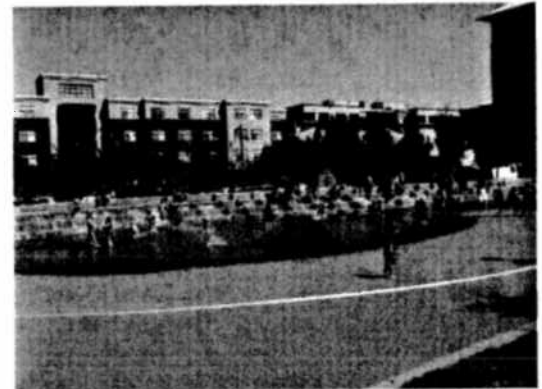
Camp Wisdom DART Station Area

The success of this Town Center will be enhanced by achieving the following objectives:

- Create an integrated Multi-modal Street, providing access to the proposed DART station and the city park** - Align the future north-south thoroughfare and the proposed trail extension from Five Mile Creek along the proposed DART line. The proposed DART line is anticipated to be elevated through the strategic opportunity area, providing an opportunity to integrate the three planned transportation alignments into a shared right of way. This alignment will greatly enhance the multi-modal accessibility of the proposed city park (greenbelt), Singing Hills Recreation Center and the DART station from the surrounding neighborhoods and vastly improve their visibility and safety. This will also serve to maximize the potential for transit-oriented development within the strategic opportunity area. This Multi-modal Street should be designed to safely accommodate pedestrians, bicycles and automobiles with speeds not exceeding 30 miles per hour. Pedestrian crosswalks should be provided to connect the park to the transit station. Existing bus routes serving the surrounding neighborhoods can be extended to connect to the DART station via the new thoroughfare greatly extending access to transit riders. The section of the proposed north-south thoroughfare generally between Crouch Road and Camp Wisdom Road should be designed as a Multi-modal Street with design elements accommodating the above discussed design considerations.
- Create a plaza at the DART station to serve as the focal point of the Town Center** - The topography of the strategic opportunity area slopes down from Lancaster Road and Camp Wisdom Road towards the proposed DART station which is located near the lowest point of the site. This provides an opportunity to establish the plaza at the natural focal point of the site where it can successfully serve as a public gathering space at the confluence of some of the most dramatic views in the area. Future internal streets connections from Lancaster Road and Camp Wisdom Road should converge on the plaza to reinforce its role as a gateway and destination.



The rail line, street and trails should be integrated to create a multi-modal street.
Source: MAX station, Portland, OR.



Create a centrally located plaza close to the DART station that encourages public gathering.

Source: Central Plaza, Portland, OR



Public art similar to one seen above in downtown San Diego, CA will add to the aesthetic appeal of the plaza.

Source: The California Department of Transportation

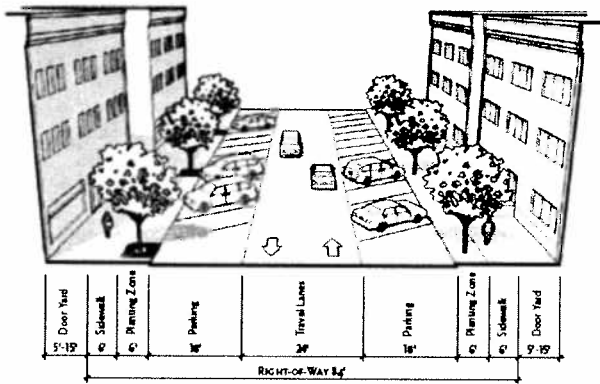
Strategic Opportunity Areas

Camp Wisdom DART Station Area



Street furniture and outdoor cafes create a vibrant public space.

Source: Eton Chargin Boulevard, Woodmere, OH



The illustration above indicates design elements to be included in developing a mixed-use street.



Streets designed with landscaping provide traffic-calming making it safer for pedestrians and bicyclists. Develop Crouch Road as a tree-line boulevard

Source: Grand Allée, Quebec, Canada

The plaza should be enclosed by mixed-use buildings with retail, restaurants and entertainment on the ground floor facing the plaza. Outdoor cafes, public art, lighting and street furniture will enhance the quality of the plaza. The floodplain area adjacent to the plaza is well suited to serve as shared open space within easy walking distance of residents in the new community and would provide for outdoor activities like neighborhood block parties, art festivals, music festivals, etc. This open space would also add value to mixed-use development directly adjacent to open space as well as to the Town Center as a whole.

- Create a north-south Mixed-Use Street connecting Camp Wisdom and Crouch Road** - The existing access street on the east side of the police substation is built to meet Camp Wisdom Road at the only point where the sloping topography allows a convenient intersection. Given the topographical challenges, extending this road north to Crouch Road provides a convenient and visible corridor on which to concentrate retail and mixed-use development to maximum advantage. The Mixed-Use Street will include ground floor retail and streetscape elements like on-street parking, street trees, wide sidewalks and street furniture. The police substation site located at the intersection of the Mixed-Use Street and Camp Wisdom Road should be buffered with landscaping and trees to create a walkable and inviting environment at this entry point into the Town Center. The illustration here shows a desirable Mixed-Use Street cross-section.
- Establish Crouch Road as a walkable, tree-lined, residential boulevard** - Currently Crouch Road is lined with beautiful mature trees on both sides. These trees should be preserved when Crouch Road transitions to a thoroughfare. Development on both sides of the street should remain residential, and the street should be designed to safely accommodate pedestrians, bicycles and automobiles at speeds not to exceed 30 miles per hour. Particular care should be taken to design the intersection with the new north-south thoroughfare in a manner that ensures successful diversion of traffic away from the Singing Hills neighborhood.

Strategic Opportunity Areas

Camp Wisdom DART Station Area

- **Define important gateways into the Town Center** - The intersections of the proposed north-south Mixed-Use Street with Camp Wisdom Road and Crouch Road are important gateways connecting to the plaza and mixed-use developments surrounding it. Similarly the intersections of the new north-south thoroughfare with Camp Wisdom Road and Crouch Road are also important gateways leading to the DART station, the greenbelt and Singing Hills Recreation Center. Monument signs and other way-finding signs should be used to provide clear direction to visitors and to lend the Town Center with a unique identity.



Define important gateways through monumental signage as seen in above in the State Thomas area

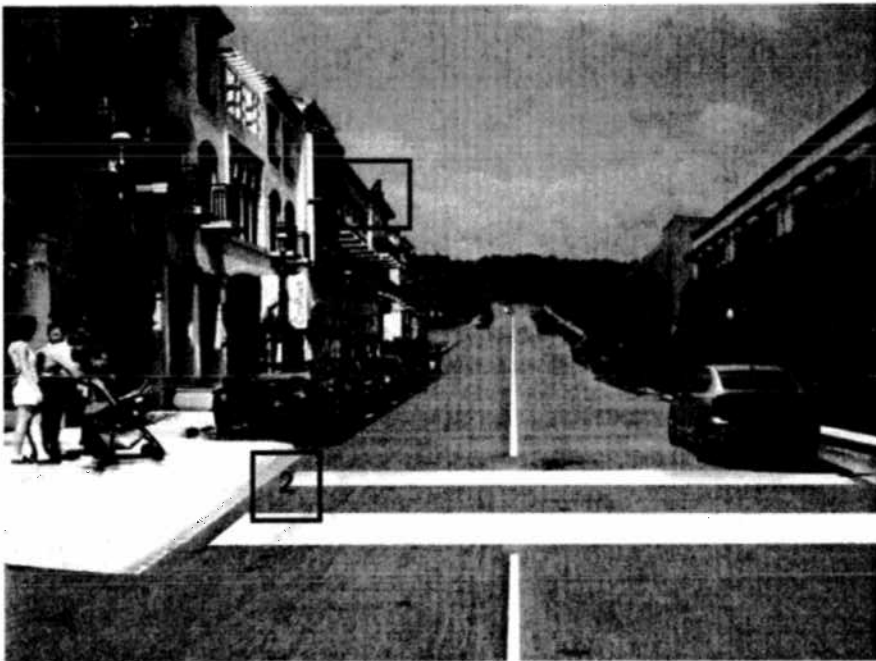


Gateways like at the West End in Dallas emphasize shopping and entertainment destination attracting patrons to the area.

The Police Substation Service Street developed as a Mixed-Use Street**Police Substation Service Street – Before**

The above picture shows the police substation service street as it exists currently.

1. The police substation service street is already being utilized for on-street parking. The Mixed-Use street should build on this current street utilization and be developed as a pedestrian-oriented street.

**Police Substation Service Street – After**

The above picture shows the police substation service street as seen after the implementation of the policy and action items discussed in the plan.

2. Adding sidewalks will provide pedestrian safety and encourage activity on both sides of the streets.
3. Planting trees and landscaping on both sides of street will provide traffic-calming and create shaded areas for outdoor seating and activities.
4. The Mixed-Use Street should allow for residential uses on the upper floor with a mix of commercial uses on the lower level creating the desired live, work and play environment.

The UNT-Dallas Area represents a rare prospect within the City of Dallas: an area with vast acreages of attractively located undeveloped land with convenient regional access near an emerging university and stable residential neighborhoods. As a bonus, it also offers a pleasing natural environment with beautiful vistas overlooking gently sloping topography, and a natural system of inter-connected creeks and wooded areas. This area affords a truly unique opportunity to create a community that strikes a healthy balance between economic vitality and environmental sustainability to serve as a model for the North Central Texas region and beyond.

The UNT-Dallas Area Plan envisions a bold future for this important part of Dallas' Southern Sector and illuminates a pathway to achieve it. This future includes a vibrant economy anchored by a successful UNT-Dallas campus within a sustainable community built around a multi-modal transportation system. It includes an environment where people can meet most of their daily needs within a short distance, and where walking, biking and riding transit will be convenient alternatives to driving an automobile. The future community in the UNT-Dallas area will offer a variety of career opportunities and housing choices to suit a range of individual aspirations and budgets.

The UNT- Dallas Area Plan

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