



**City of Dallas**

# **Urban Design Peer Review**

**Economic Development  
Committee  
March 3, 2025**

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Gray Parker, Senior Planner  
Planning and Development Department

# Purpose



Provide an overview of the Urban Design Peer Review (UDPR) program



# Overview of the UDPR Program



- History
- Background
- Objective
- Which projects require review?
- Process
- UDPR Panel
- Overview and Sample Projects
- Opportunities and What's Next?
- Questions



# History



- CityDesign Studio created October 2009 with a \$2 million grant from Deedie and Rusty Rose through the Trinity Trust Foundation
- 5-year Public-Private Partnership until 2014
- Stated Purpose:
  - Elevate design consciousness and culture of Dallas
  - Balance social, economic, environmental, and sustainability design
  - Enhance livability for all Dallas residents



# History



HOW DO WE  
DESIGN A  
BETTER  
DALLAS?



# Background



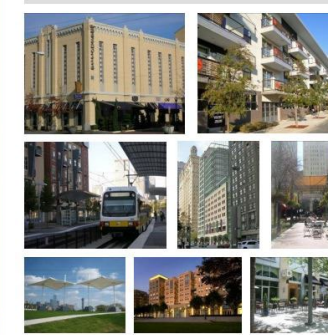
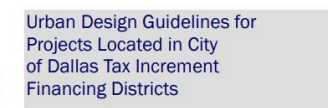
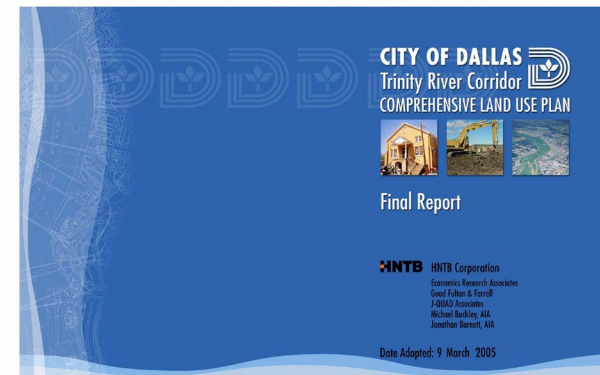
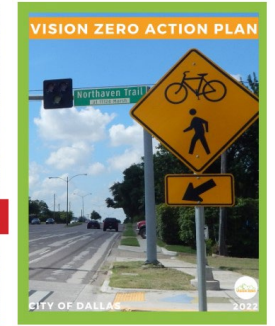
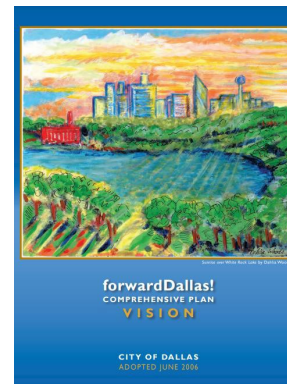
- Prior Urban Design review focus in some TIF District Boards, but review was not consistent across TIF Boards and often design recommendations based on preferences
- Urban Design Peer Review (UDPR) created in 2012 in partnership with Office of Economic Development
- Modeled after Vancouver's UDPR program
- Advisory role [non-regulatory] to TIF district Board and augments staff review
- First projects reviewed January 2013



# Background



- Advice and recommendations based on adopted City policies

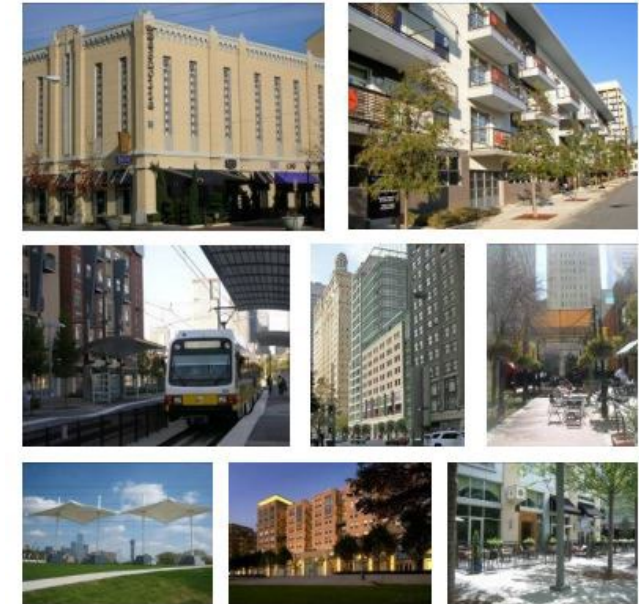


# Background



- Advice and recommendations based on Urban Design Guidelines for projects located in TIF Districts
- Focus on universally accepted best practices for high quality urban design (public realm, building placement, materials, orientation, streetscape, multi-modal, open space/park/plaza, connections)
- Does not focus on architectural style

Urban Design Guidelines for Projects Located in City of Dallas Tax Increment Financing Districts





# Objective



- To provide timely, consistent, and effective urban design advice for applicable and/or identified projects



# Objective



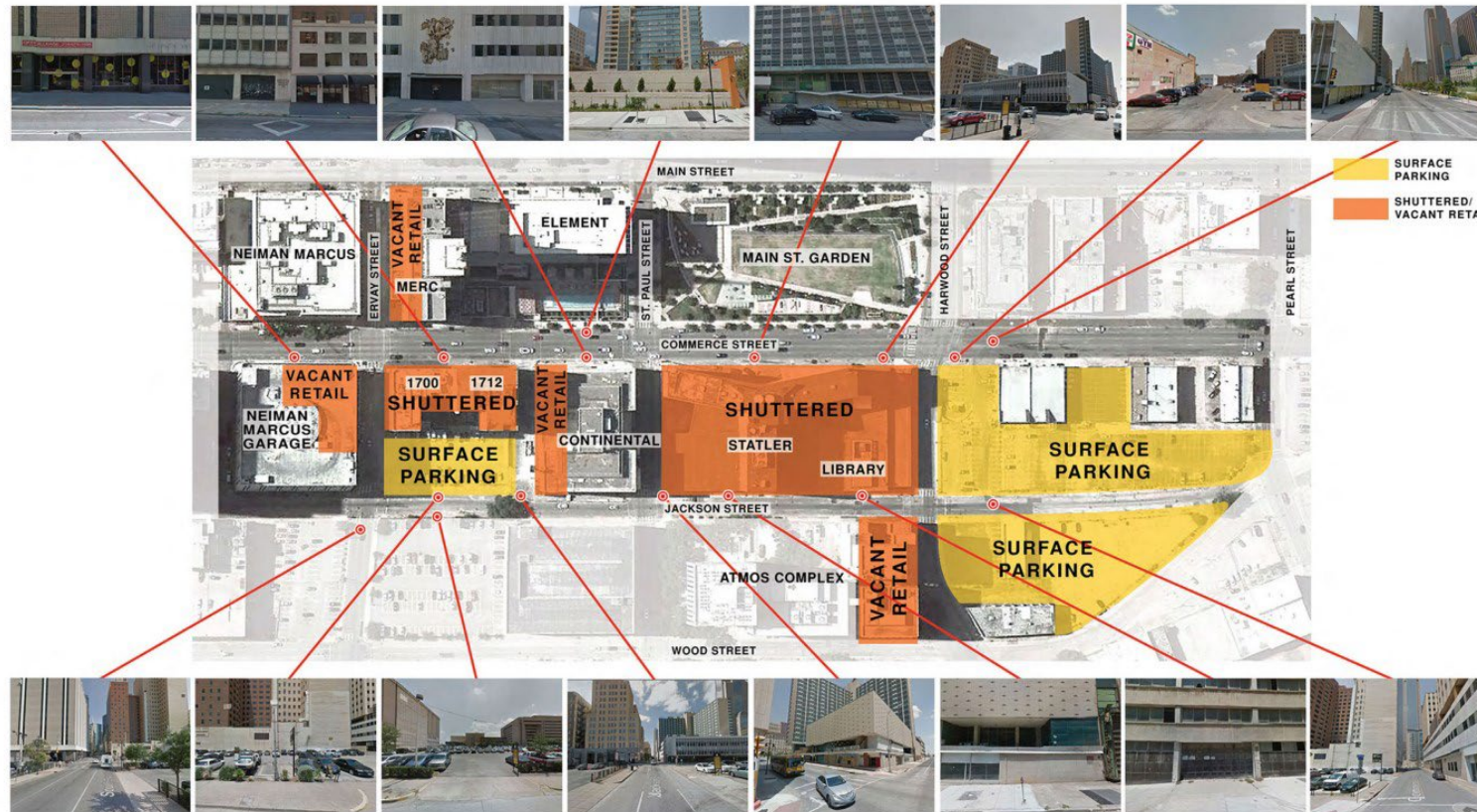
- Ensure goals of City policies are met within the context of urban design
- Ensure new buildings and public spaces demonstrate a higher quality of urban design



# Objective



- Support creative urban design responses
- Broaden public discussion about urban design



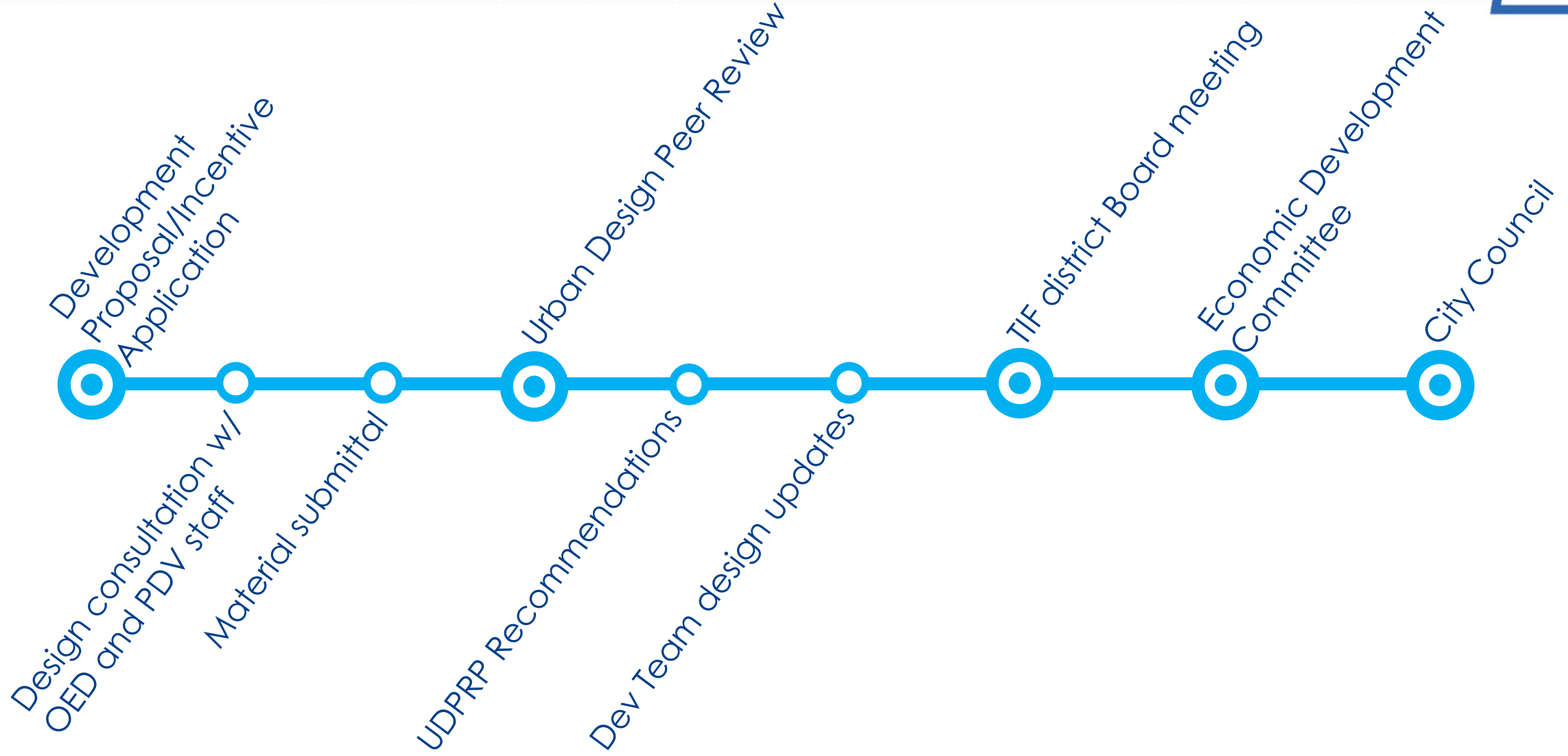
# Which Projects Require Review?



- Private real estate development projects in TIF districts applying to the Office of Economic Development for negotiated development incentives (if project not in a TIF district, OED Director may still require)
- City projects within existing or previous TIF districts or area plans at the discretion of City Management
- Projects at the applicant's request (voluntary)
- Other projects designated by City Manager or PDV, OED, HOU Directors with approval of the City Manager



# Process



# Panel Composition, Selection, and Terms



- Comprised of no less than 9 members with at least 4 architects, 2 landscape architects, one planner, and 2 engineers
- Each member shall have demonstrated expertise in physical planning, urban design, and high-quality built environments
- Selected from a qualified pool of professional candidates and approved by the City Manager
- Panel members may serve a maximum of four 2-year terms



# Past and Current Panel Members



# UDPR Panel Meetings

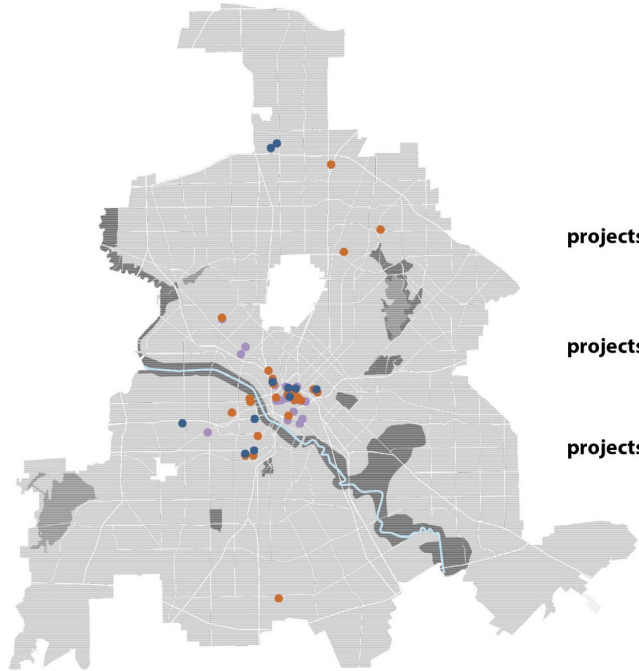




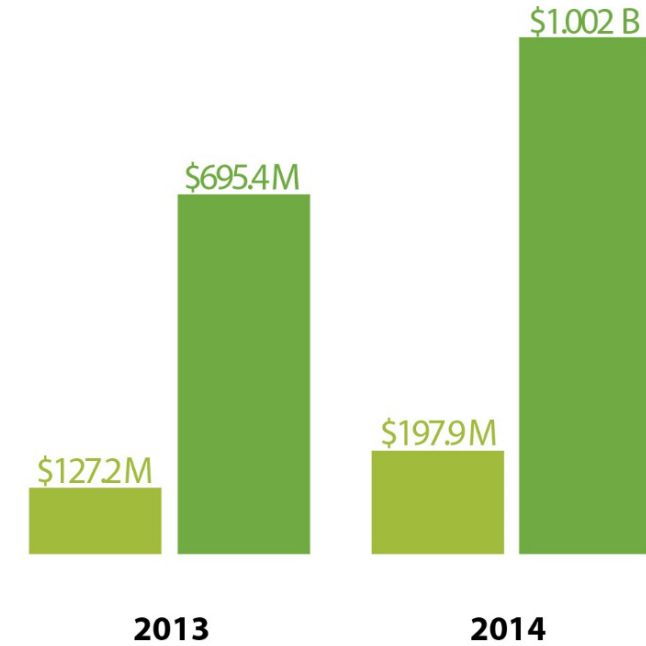
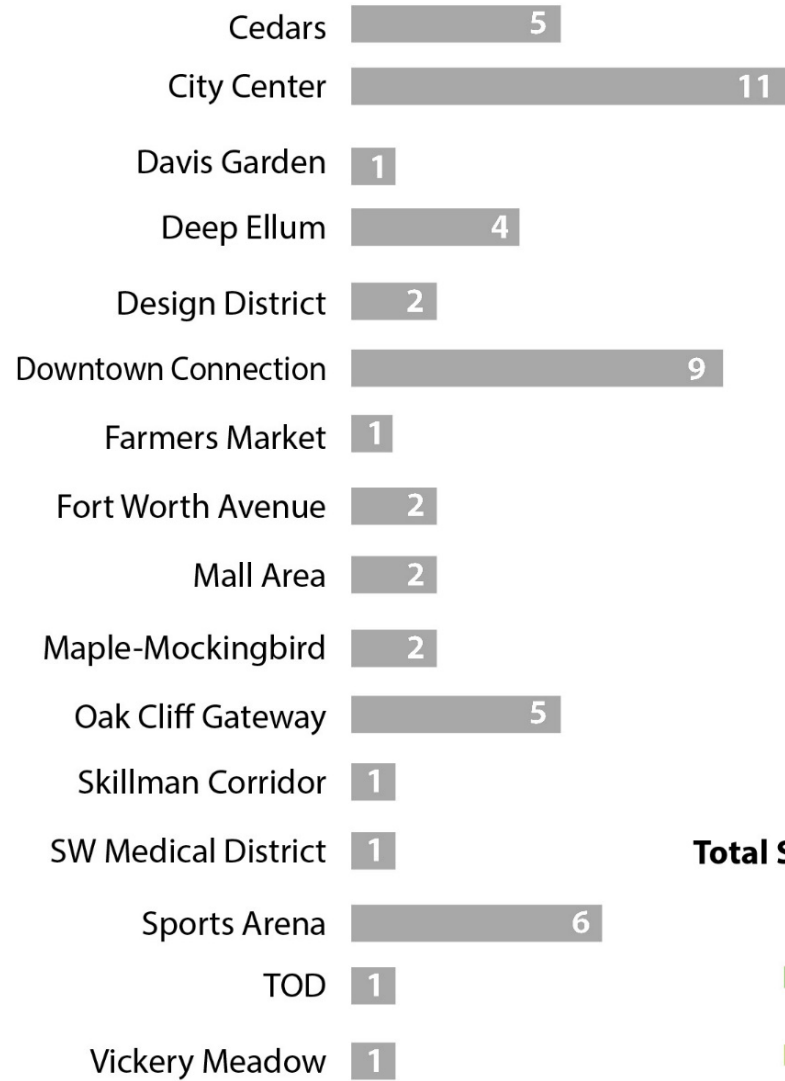
# Overview of Projects Reviewed 2013-15



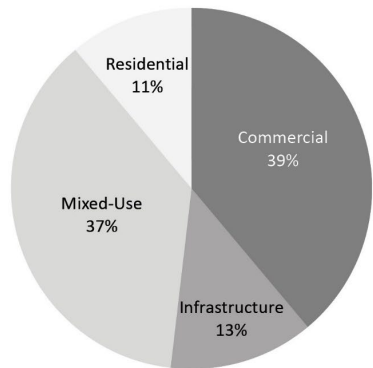
Panel Reviewed Project Locations: 2013-2015



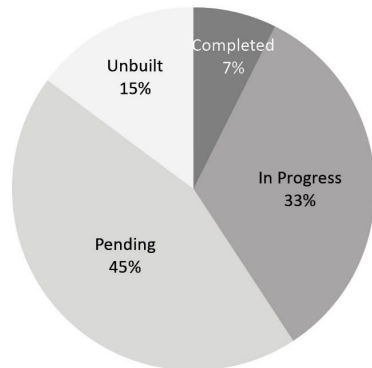
projects reviewed: 2013 **19**  
 projects reviewed: 2014 **24**  
 projects reviewed: 2015 **11**



\* values are approximate and based on best available data



Development Type



Status

<b>Total Subsidy</b>	18.3%	19.75%
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█ Total Development Dollars Impacted  
█ City Funds Invested

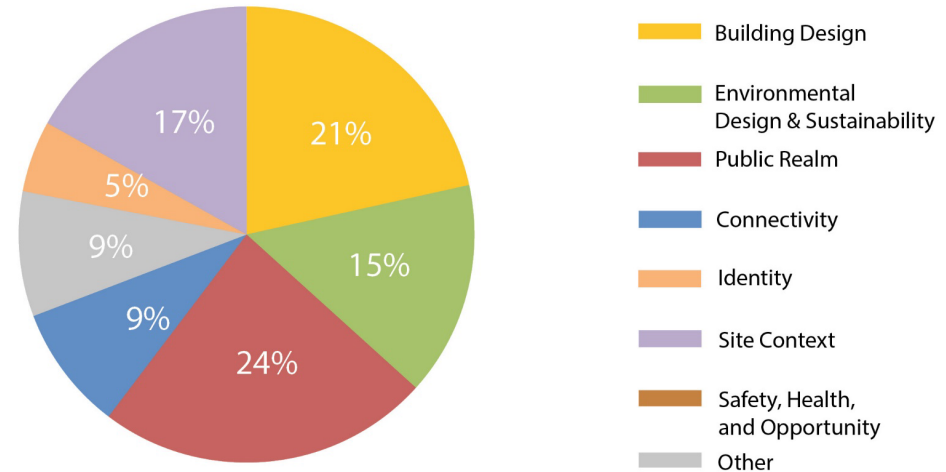


# Overview of Projects Reviewed 2013-15

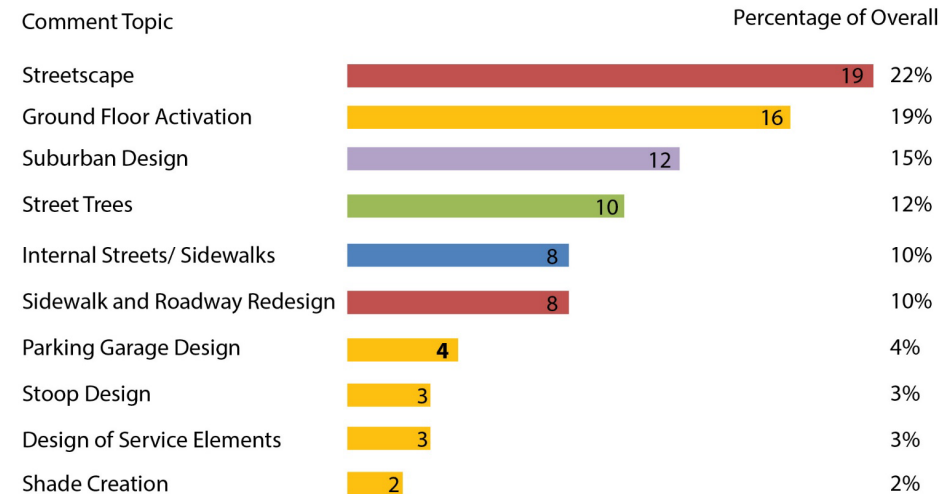


Comment Theme	Considerations	Summary
Building Design	<ul style="list-style-type: none"> <li>Ground Level Uses</li> <li>Stoop Design</li> <li>Facade Design</li> <li>Materials</li> <li>Service Elements</li> </ul>	Architectural design and character help weave projects into the existing urban fabric. Architectural treatments, façade design, ground-level programming, and signage directly affect the streetscape and neighborhood. In addition, building form, building height, setbacks, and separation for light are essential to integration on to a site.
Environmental Design & Sustainability	<ul style="list-style-type: none"> <li>Street Trees</li> <li>Low-Impact Development</li> <li>Stormwater Management</li> </ul>	Sustainability is a function of economic development, environmental, and social endeavors. Sustainability can be practiced through design when it finds a balance through these three components.
Public Realm	<ul style="list-style-type: none"> <li>Streetscape</li> <li>Sidewalk/ Roadway Redesign</li> <li>Public Spaces Design</li> </ul>	The public realm comprises the space between buildings such as plazas, sidewalks, streets, and parks. A high quality public realm is vital to livable places and encourages lively social interaction. Quality design requires detailed attention to materials, landscaping, surfaces and spaces for vehicles, pedestrians, bikes, inclusion of public art, street furniture, and lighting.
Connectivity	<ul style="list-style-type: none"> <li>Internal Streets</li> <li>Connection to Transit</li> <li>Barriers</li> <li>Streets/ Grid</li> </ul>	Connectivity knits together districts, neighborhoods, nodes, and destinations balancing a network for pedestrian, cyclists, vehicles, and transit. Connectivity encourages walking, bicycling and use of transit reducing the length and number of trips, saves energy, and allows for choice and a more pleasant and interesting trip.
Identity	<ul style="list-style-type: none"> <li>Neighborhood Character</li> <li>Historic Preservation</li> </ul>	Maintain the city's distinctiveness and preserve assets that contribute to a sense of place and history. As the city grows and redevelops, it is critical that the city's and its respective districts' sense of identity and historical heritage is not lost, but preserved and embraced as a guide in future decision-making.
Site Context	<ul style="list-style-type: none"> <li>Suburban Design</li> <li>Building Location</li> <li>Landscape/ Views</li> <li>Adjacent buildings and public realm</li> </ul>	Maintaining harmony and rhythm in the built environment requires an outward approach to design and response to cues from the surrounding environment, including issues relating to scale and development patterns, siting and massing, and existing built and natural features. The adjacent realm should have a direct influence on the development.
Safety, Health, and Opportunity	<ul style="list-style-type: none"> <li>Eyes on the street</li> <li>Defensible space</li> <li>Quality lighting</li> <li>ADA Accessibility</li> </ul>	Residential and commercial uses should provide a secure environment. Safe and accessible places allow all individuals to participate regardless of social or economic resources, or physical or mental ability. These places promote health and well-being and create opportunities for people to thrive.
Other	<ul style="list-style-type: none"> <li>Comments for City departments</li> <li>Comments for regulatory agencies</li> </ul>	Comments issued by the city during review pertaining to working with various government agencies and departments as well as requests by the panel for projects to return to review after new design changes have been made.

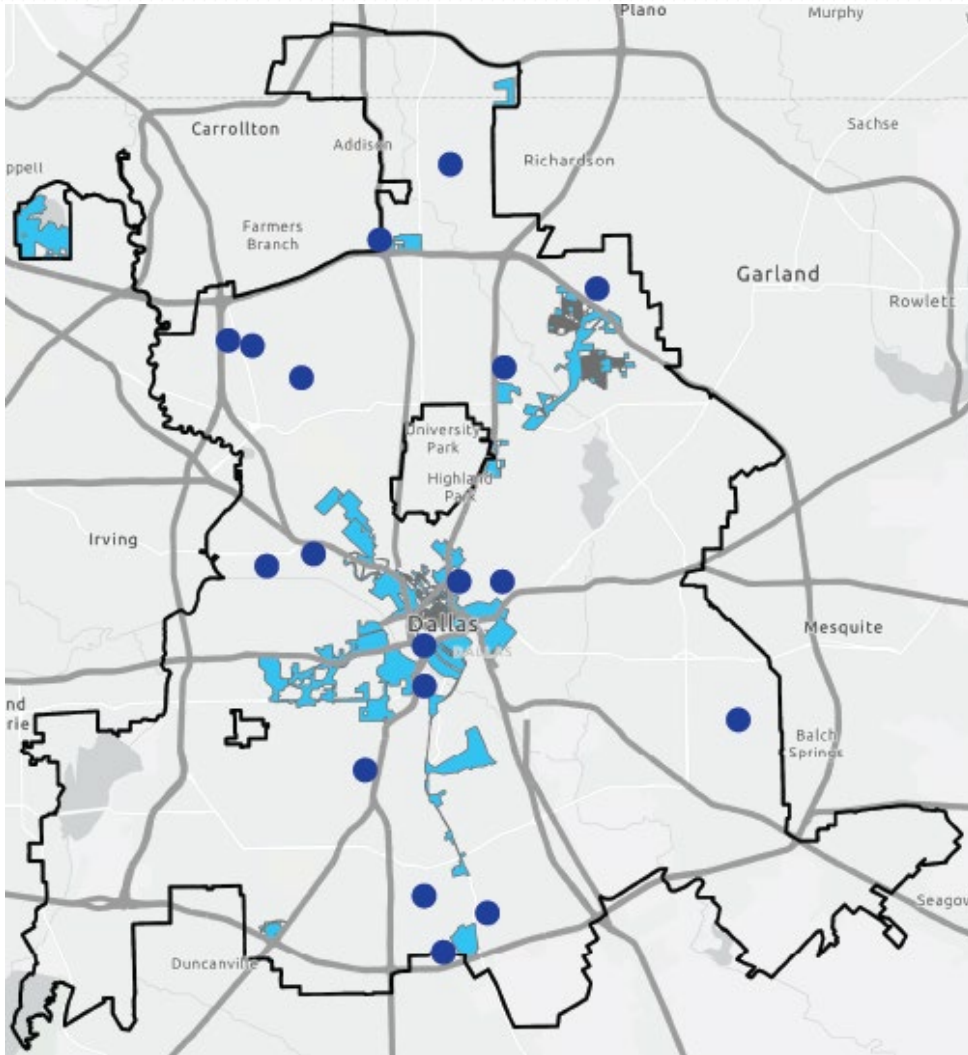
Comments Made Per Category: 2013-2015



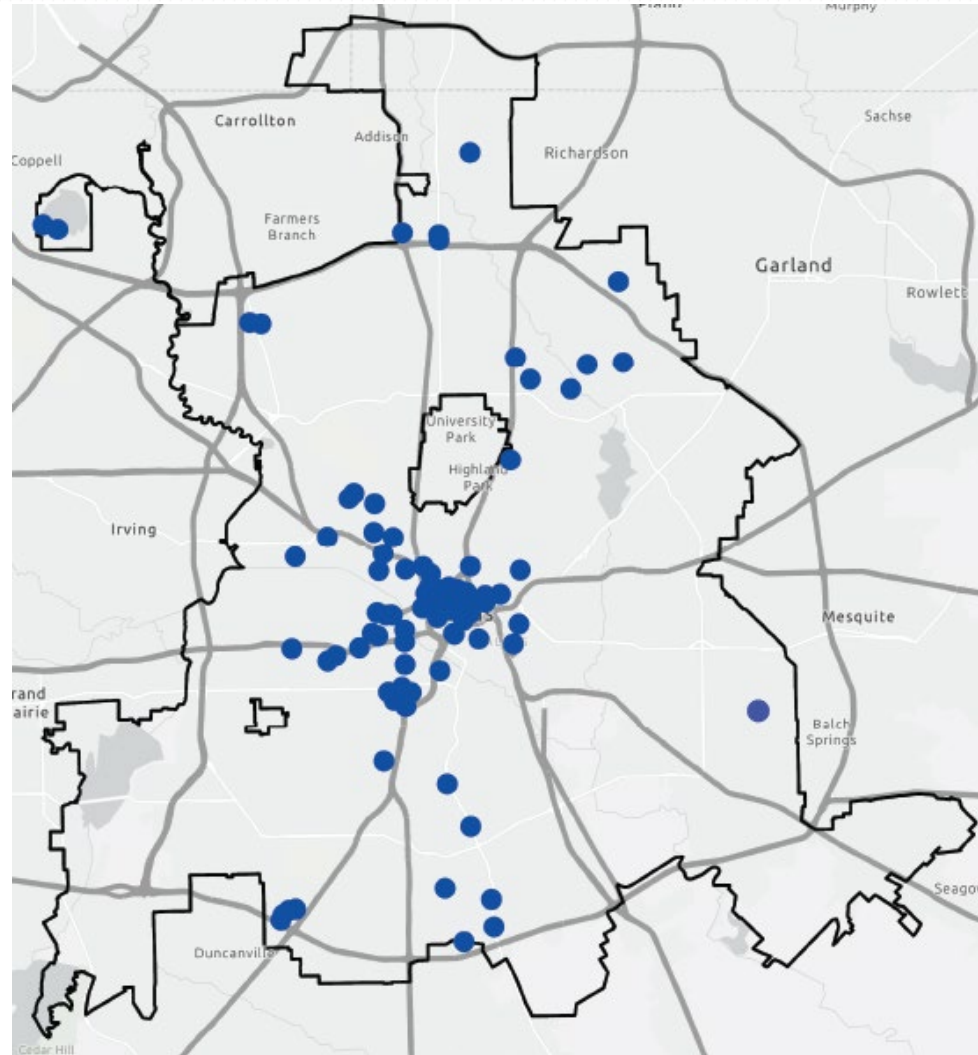
Comments by Topic : 2013-2015



# Overview of Projects Reviewed 2013-24



Projects Outside TIF Districts



Project Distribution in City

2013	19
2014	24
2015	16
2016	8
2017	9
2018	13
2019	20
2020	11
2021	7
2022	7
2023	15
2024	10



# Sample of Projects Reviewed



Victory



West End Marketplace  
Lakeridge



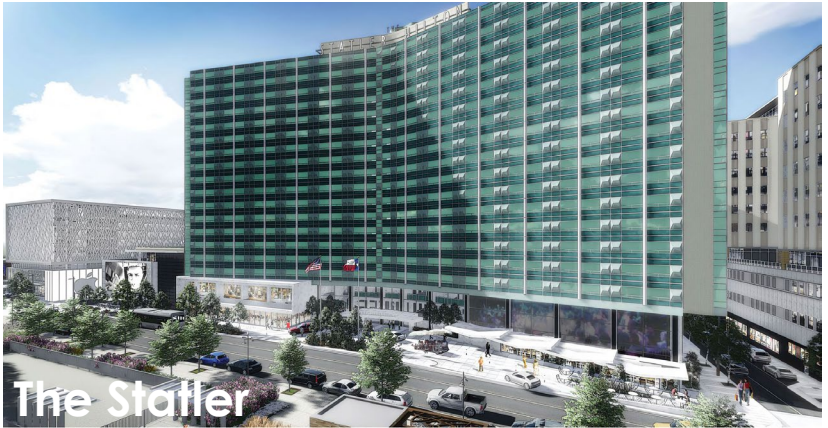
Farmers Market



Cliff View



1601 Elm



The Staller



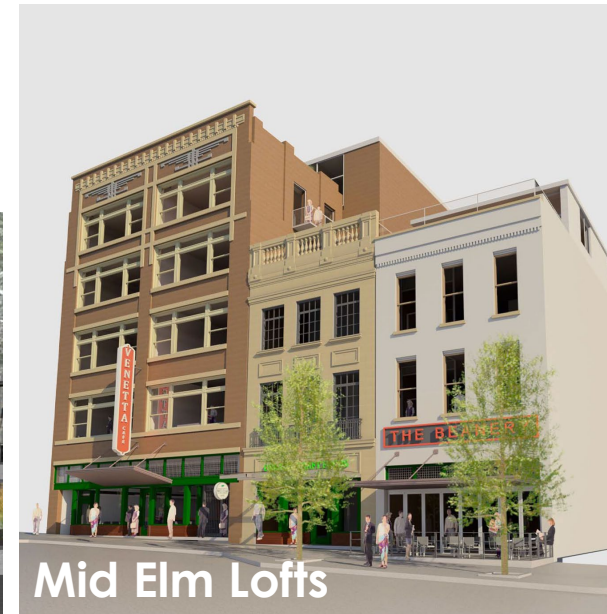
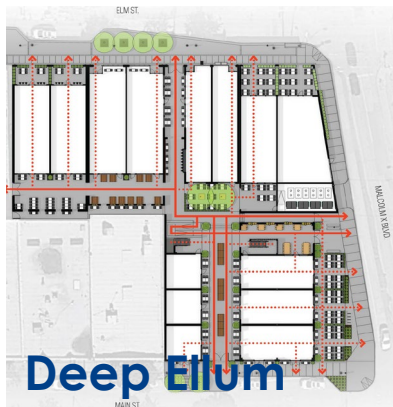
Liberty State  
Bank



South Side Flats



# Sample of Projects Reviewed



# Sample of Projects Reviewed



RedBird



The Hill



Bishop Arts Station



Bishop Arts Mixed Use



Old Dallas High School



West End Square Lofts



Valley View Galleria



# Sample of Projects Reviewed



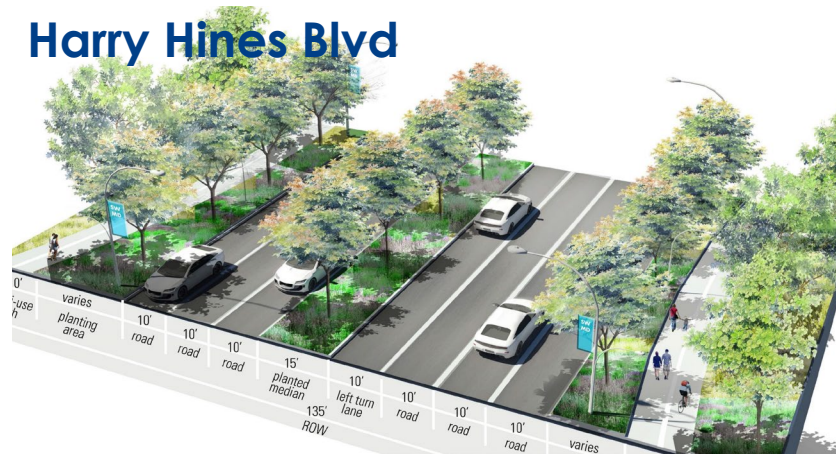
RedBird



Hillcrest Village



Cabana Hotel



Pittman Hotel



# Sample of Projects Reviewed



**Katy Trail Connector**



**Harwood Park**



**D2 Subway Station**



**Magnolia Hotel**



**The Stack**





# Opportunities and What's Next?



- Key City Capital projects
- Significant developments in key areas
- Review upcoming Development Code update
- Any project can be brought in voluntarily



# Questions?



<https://dallascityhall.com/departments/pnv/Pages/urban-design-peer-review-panel.aspx>





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