



**City of Dallas**

***FORWARD*DALLAS**

Economic Development  
Council Committee

**Briefing**  
**August 5, 2024**

Emily Liu, FAICP, Director  
Andrea R. Gilles, AICP, Deputy Director  
Planning & Development Department

# Agenda



- **Process**
- **Content**
- **Next Steps**

*A map of a comprehensive plan illustrating future land use shall contain the following clearly visible statement: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries."*



# PROJECT OVERVIEW



# Project Timeline



Ongoing Engagement

Fall 2021

1

2

3

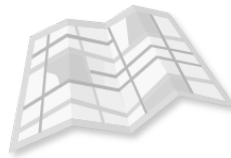
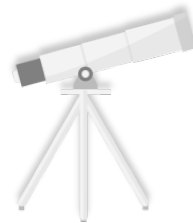
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5

6

7

Fall 2024



Project  
Initiation &  
Existing  
Conditions

Initial  
Community  
Engagement

Land Use  
Visioning

Preliminary  
Placetype  
Map  
Review

Placetype  
Testing

Draft Plan  
Review

CLUP, CPC +  
CC Public  
Hearings

\*Background work conducted  
prior to project initiation.

We Are Here





# What is ForwardDallas and Why Now?

An update to the forwardDallas! Vision plan from 2006.... It's been 18 years



## Projected Growth

- NCTCOG projects city's population to grow to **1.6 million by 2045**
- DFW one of the fastest growing large metro areas in the country

A proactive guide about how and where the city should develop or be preserved over the next 20 years



## Aging + Piecemeal Policy

- Large % of the city without an adopted land use plan
- Many adopted plans **over 20 years old**



## Strategic Land Use Guidance

- Very Broad – 30,000 view: neighborhoods, mixed use, industrial, commercial areas
- Intentional growth and preservation guidance
- Provides a **framework to discuss future change**, how change should generally look



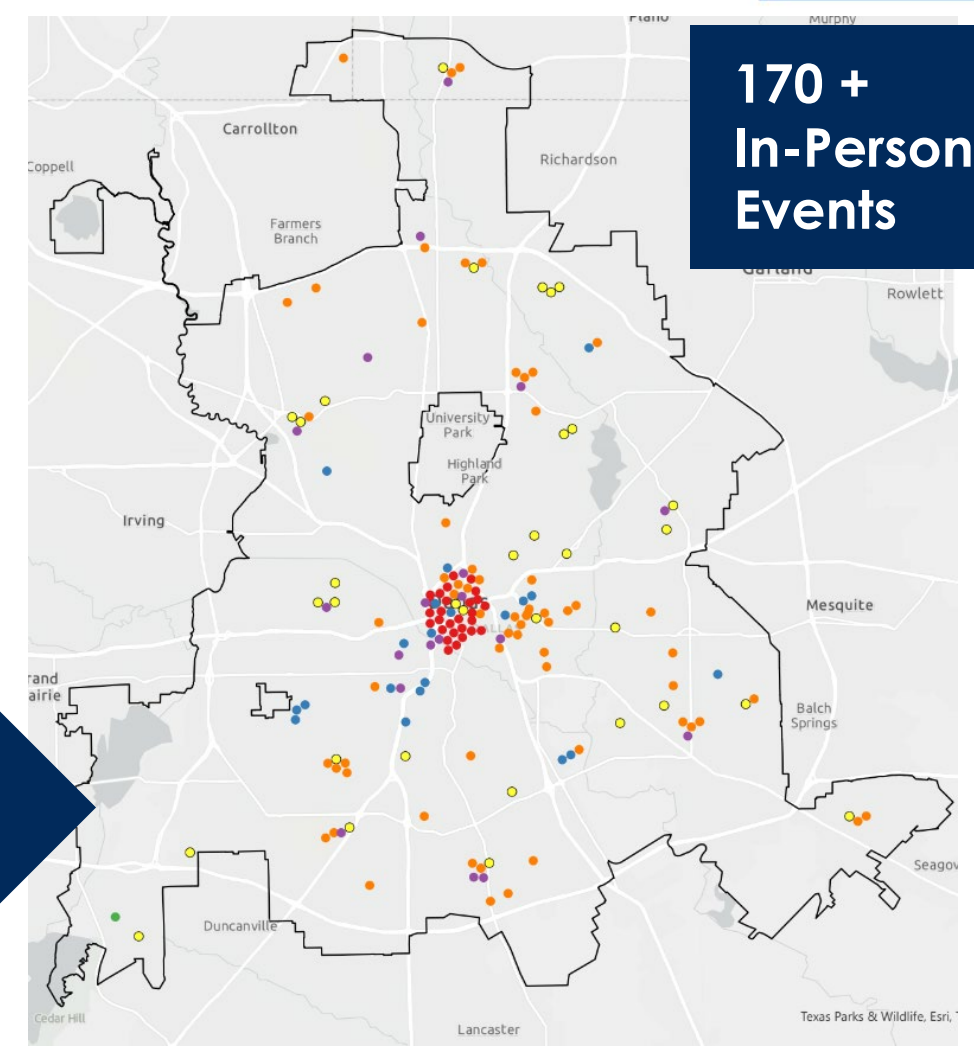
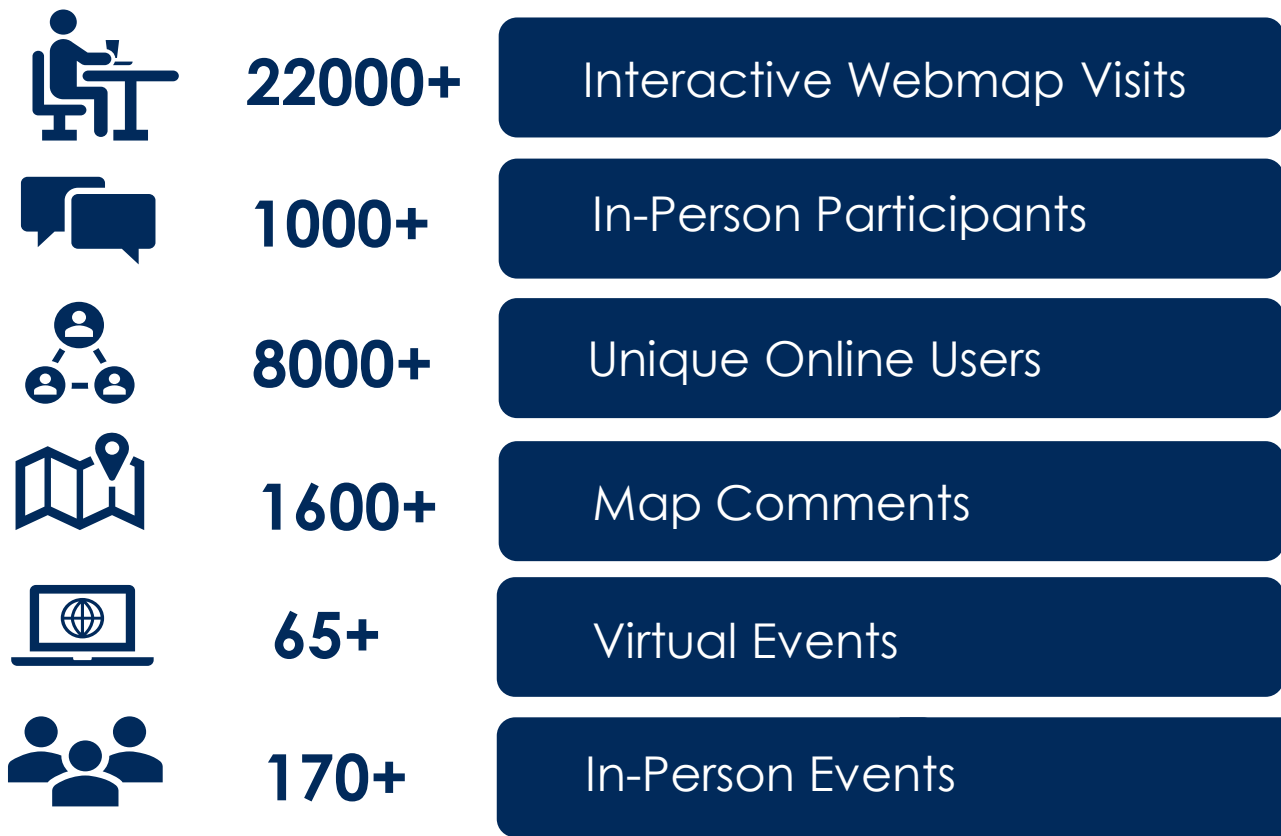
**WHAT HAS  
BEEN DONE?**







# What Has Been Done?



As of Feb 2024





# CPC Process to Date (2024)\*

## CPC Briefings

- **Feb 01:** Introduction + CLUP Key Recommendations
- **Feb 15:** Introduction + Plan Format
- **Mar 07:** Placetype Descriptions
- **Mar 21:** Schedule Review
- **Apr 04:** Placetype Map
- **May 16:** Potential Edits

## CPC Workshops

- **Mar 28:** Placetype Map + Descriptions
- **Apr 11:** Community Res + Implementation

## CPC Public Meetings/Hearings

- **Apr 18**
- **May 09**
- **Jun 17**
- **July 11**
- **July 25**

\*Does not include individual meetings with CPC Commissioners to review the plan and maps







# CPC Process to Date (2024)

## Community Town Halls/Neighborhood Meetings\*

- **Feb 10:** D3 Boards + Commissions Meeting, Dallas Executive Airport
- **Feb 26:** Pepper Square NA
- **Mar 05:** Oak Lawn Cmte Meeting
- **Mar 05:** Munger Place NA
- **Mar 06:** Prestonwood Garden Club
- **Mar 07:** South Pointe Revitalization
- **Mar 20:** Lakewood Library
- **Mar 27:** Oak Lawn Library
- **Apr 03:** Samuell-Grand Rec Center
- **Apr 17:** Kiest Park Recreation Center
- **Apr 25:** Campbell Green Rec Center
- **Apr 30:** Swiss Ave Historic District Assoc
- **May 06:** St. John's Episcopal Church
- **May 07:** Leonard Governance + Training Center
- **May 07:** St. Augustine's Episcopal Church
- **May 08:** Kleberg-Rylie Recreation Center
- **May 14:** District 8 Community Leadership Coalition
- **May 20:** Walnut Hill Recreation Center
- **May 28:** Joppa/South Central Civic League Community Meeting
- **Jun 11:** District 8 Community Leadership Coalition

\*Does not include the 20+ meetings with either Council, professional organizations, or the Technical Review Committee (TRC)





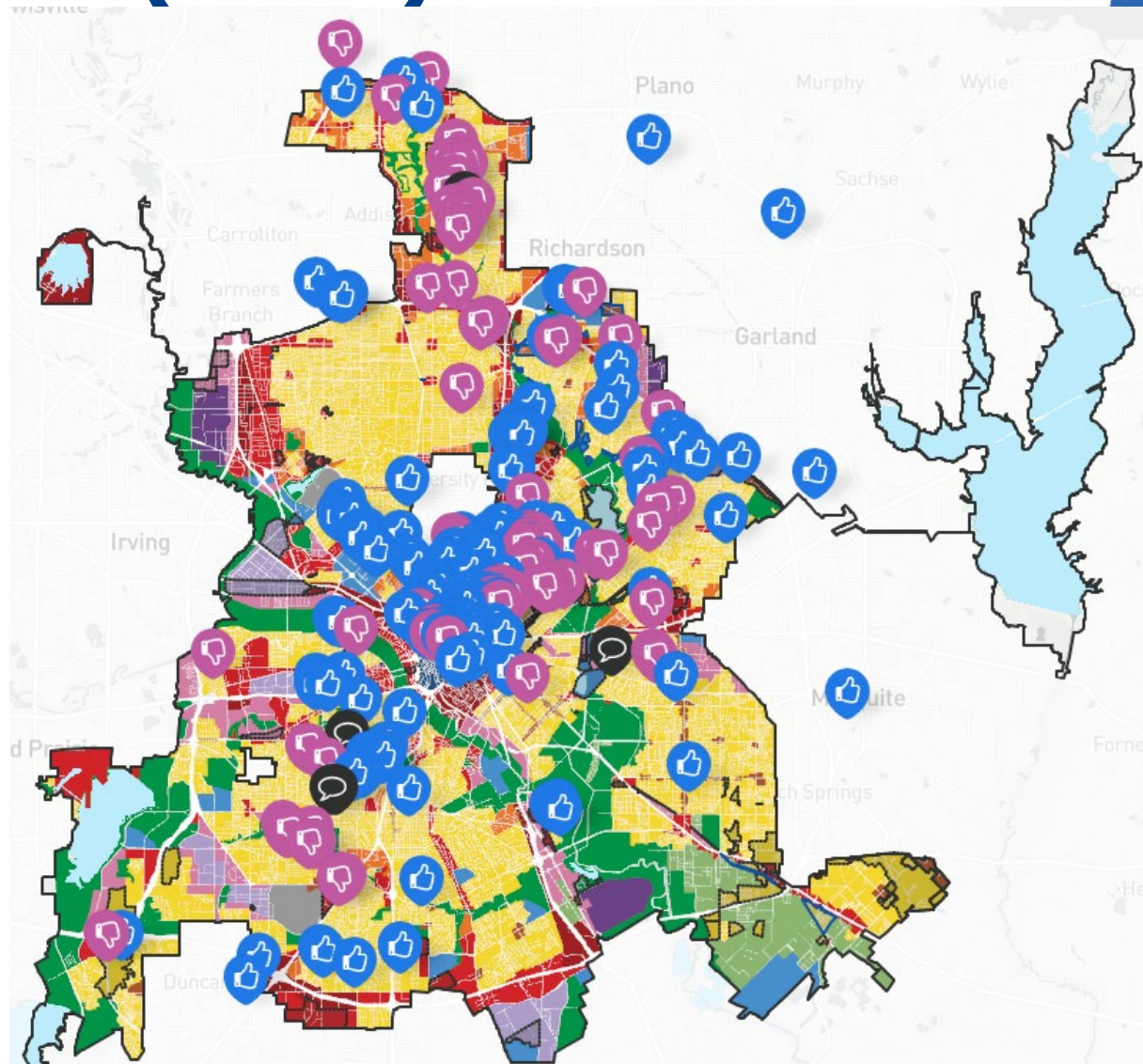
# CPC Process to Date (2024)

## CPC Public Comments from Letters and Hearings

Showing Public Comments from Jan - May 2024

**Legend** ✕

- In Favor (CPC Public Comment)
- In Opposition (CPC Public Comment)
- Neutral (CPC Public Comment)
- Draft #6 (Jun 2024) Updated Areas
- Draft #5 (Apr 2024) Updated Areas



# PLAN DRAFT OUTLINE





# Major Plan Components



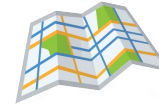
## A Land Use Themes (Goals)

-  Environmental Justice
-  Housing Accessibility
-  Economic Development + Revitalization
-  Transit Oriented Development (TOD) + Connectivity
-  Community + Urban Design

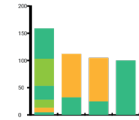
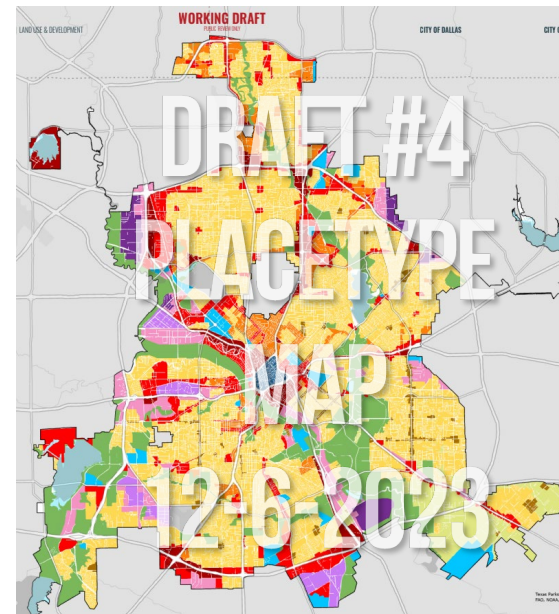


## B Placetype Descriptions

-  Regional Open Space
-  Small Town Residential
-  Community Residential
-  City Residential
-  Neighborhood Mixed Use
-  Community Mixed Use
-  Regional Mixed Use
-  City Center
-  Institutional Campus
-  Flex Commercial
-  Logistics / Industrial Park
-  Industrial Hub



## C Placetype Map



## D Implementation Plan

- 1 Theme Objectives
- 2 Actions Steps
- 3 Implementing Partner / Agency
- 4 Timeframe
- 5 Metrics







# What is a Placetype?

A **placetype** represents a holistic, bigger-picture vision for a community or place that incorporates a desired mix of land uses, design, function, and intensity.

- Focus on “place” rather than parcel-specific land use
- Define the collective mix of uses, scale of the area and block patterns
- Provide a flexible, yet directed, framework for land use decision-making

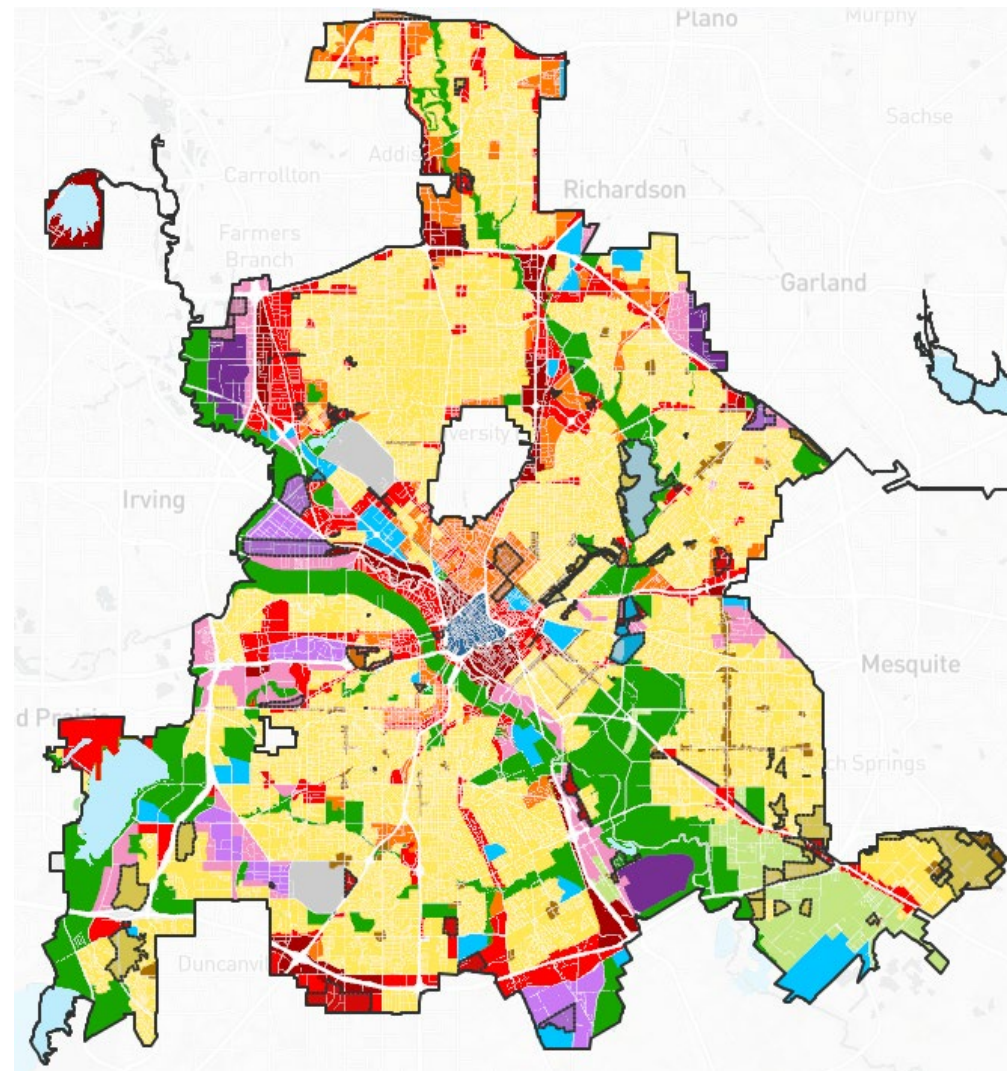




# Placetype Map

## Placetypes (FD 2.0)

Provides a graphical and geographical representation to where each placetype is located in the city and how they are related to each other.



# How do Placetypes compare to 2006 Building Blocks?



## Placetypes (FD 2024)



## Building Blocks (FD 2006)



Business Center







# Residential Comparison 2024 vs 2006

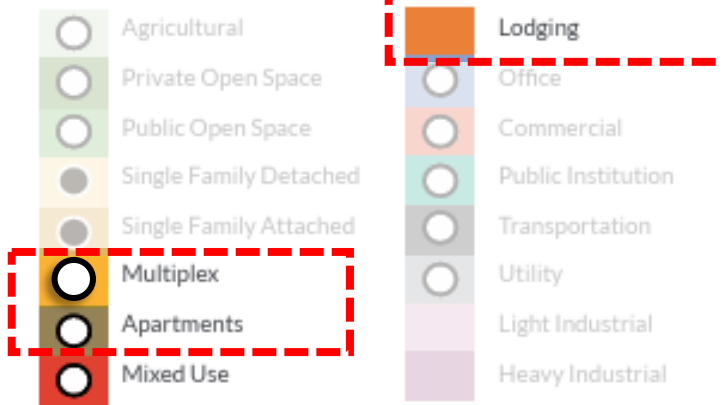
Community Residential (2024)/ Residential Neighborhood (2006)

ForwardDallas 2.0  
CPC Recommendation

## Community Residential

### FUTURE LAND USE MIX

● PRIMARY USE  
○ SUPPORTING USE

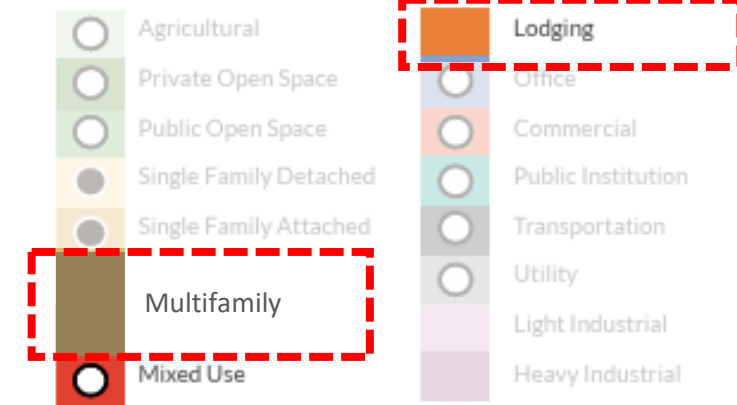


VS

FD '06  
Currently Adopted Plan

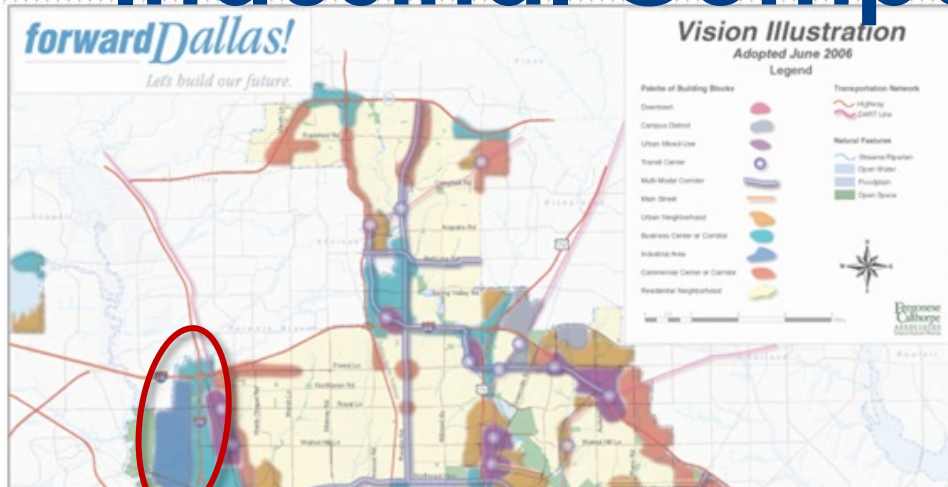
## Residential Neighborhood

### FUTURE LAND USE MIX

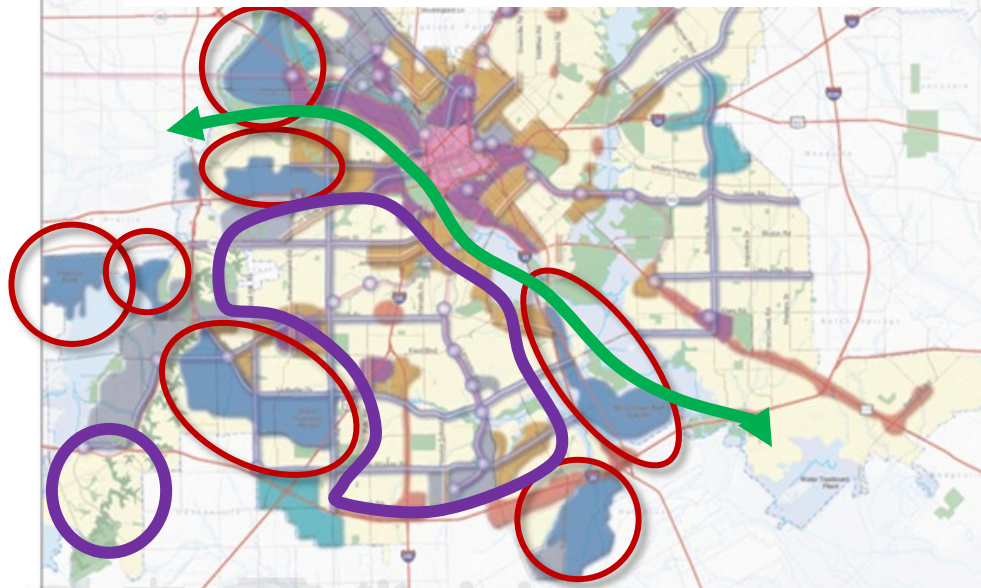




# Industrial Comparison 2024 vs 2006



Building Blocks (FD 2006)



## Building Blocks (FD 2006)

Industrial Area

## Placetypes (FD 2024)

Flex Commercial

Logistics / Industrial Park

Industrial Hub

## Concerns

- forwarddallas '06 has only 1 industrial future land use category
- Concentrated on one side of the city
- Concentrations along the river
- Surrounding residential neighborhoods of color



# KEY CPC RECOMMENDED EDITS



# CPC Highlights: Residential



- **Neighborhood Preservation:** Further clarifying language:
  - ForwardDallas 2.0 does **not** include a recommendation to rezone single-family neighborhoods
  - ForwardDallas 2.0 does **not** change Historic Districts, Conservation Districts, Neighborhood Stabilization Overlays and neighborhood-led PDs.
- **Locational Guidance:** Add preferred locations for different housing types such as near transit stations and along commercial corridors, in transition areas between non-residential and existing residential areas, on former civic/institutional properties, and possibly on corner lots.
- **Displacement Concerns:** Retain existing housing stock whenever possible to minimize the displacement of existing residents.
- **Design Standards:** Prioritize building residential design standards into the Development Code and strengthening the Neighborhood Stabilization Overlay ordinance to provide greater predictability and sensitive design for new housing.





# CPC Highlights: Residential (cont.)

- **Multiplex:** The CLUP recommended a multiplex definition of 10 or fewer units and that they be a primary future land use in the Small Town and Community Residential placetypes. CPC moved multiplex to a secondary use in the Small Town Residential and Community Residential placetypes and updated the multiplex definition as having 8 or few units.
- **Accessory Dwelling Units (ADUs), tiny homes, and cottage courts:** Recommended removing ADUs, tiny homes and cottage courts as example land uses within single-family detached, and alternatively, recommended moving the items to the implementation chapter as an action step to explore the process and standards for these uses as part of the separate, Development Code update process.



# CPC Highlights: Environmental Justice



- **Authorized Hearings:** Adding clarity that Authorized Hearings should be prioritized in areas with environmental justice concerns.
- **Environmental Justice Review Tool:** Incorporating a recommendation that a new EJ tool should be explored after ForwardDallas 2.0 is adopted to consider EJ impacts in zoning cases.
- **Environmental Justice Goals:** Recommended creating citywide EJ goals in collaboration with City departments and community groups.





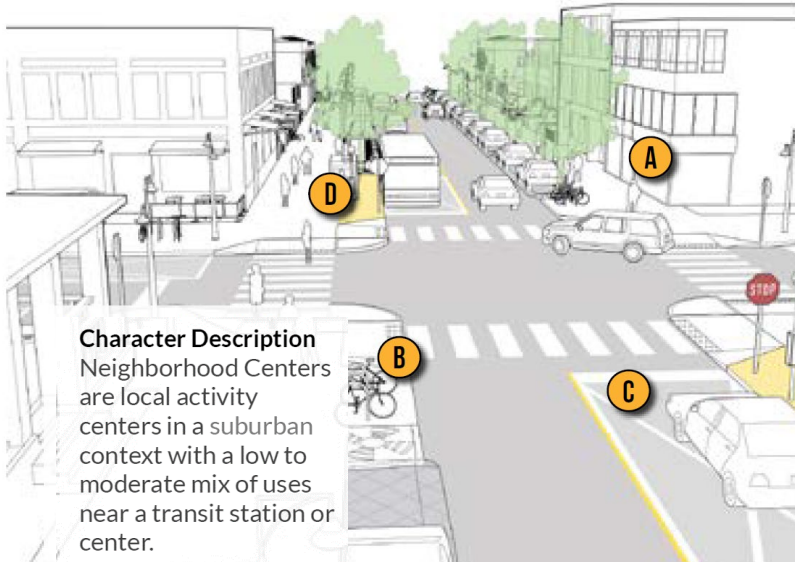


# CPC Highlights: TOD

## 1 NEIGHBORHOOD CENTERS

Image: NACTO

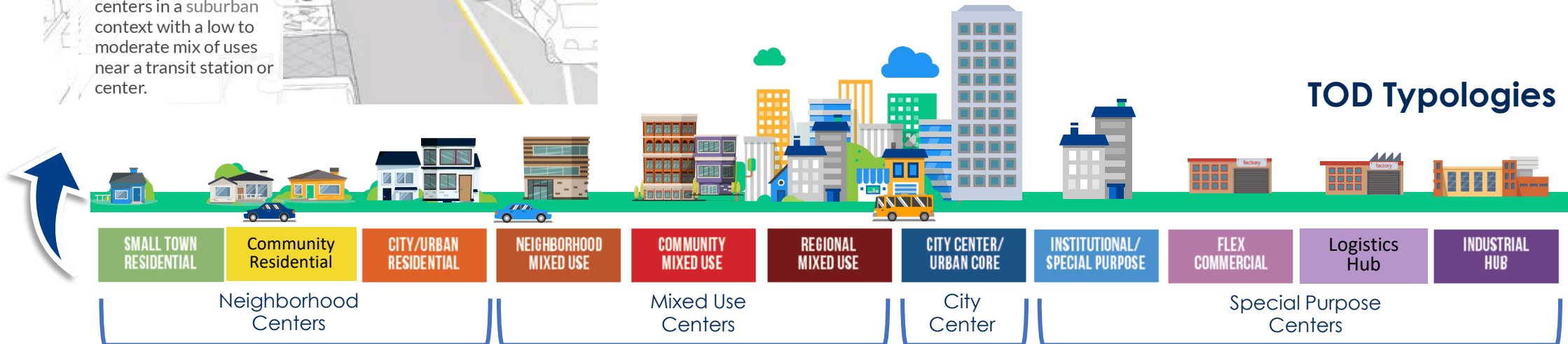
DART Typology: Community Centers



**Character Description**  
Neighborhood Centers are local activity centers in a suburban context with a low to moderate mix of uses near a transit station or center.

Enhance Transit-Oriented Development (TOD) Theme to include TOD Typologies, Imagery and focus on equity

## TOD Typologies





# CPC Highlights: Economic Development



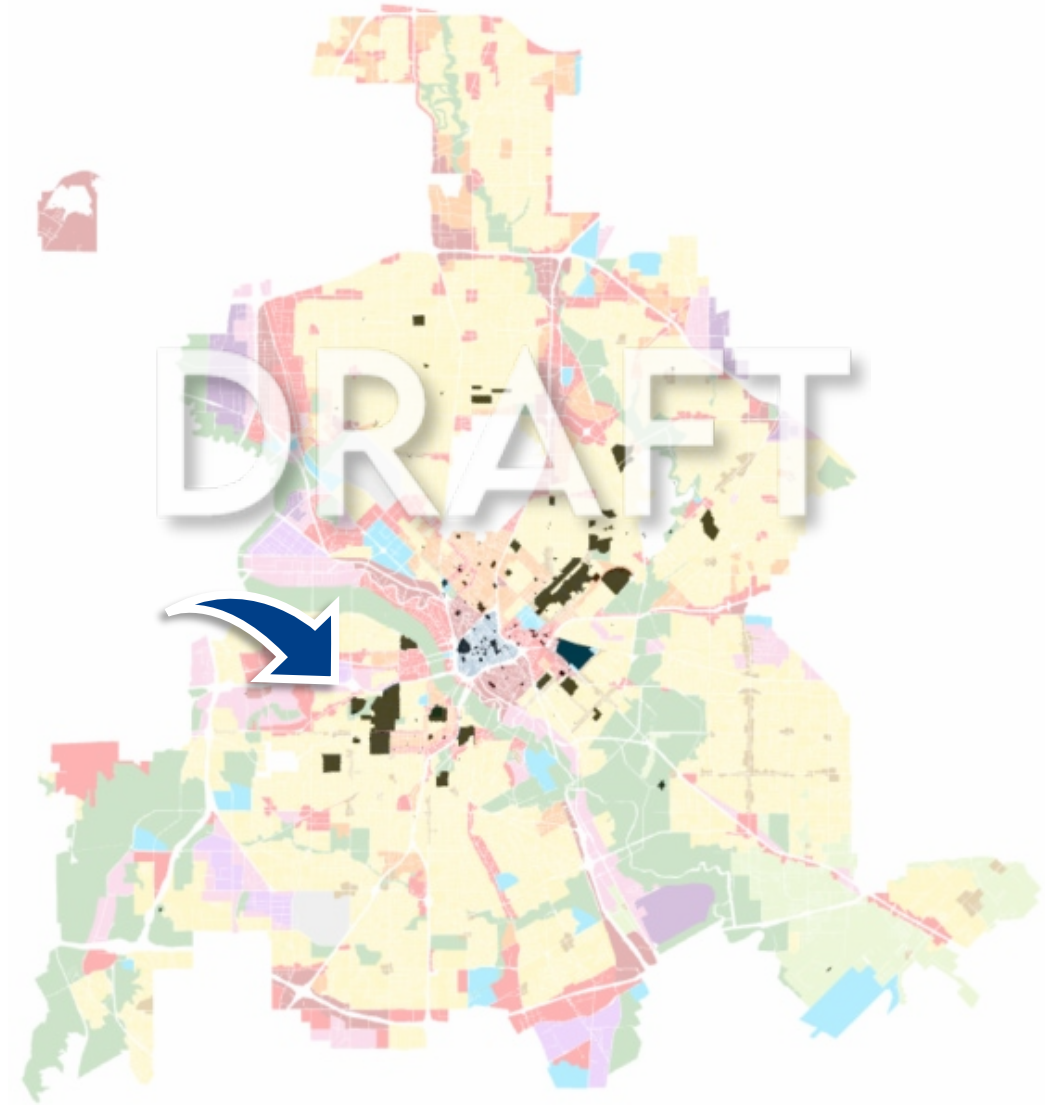
- **Commercial Corridors:** Further emphasize the object to prioritize appropriate increased density and zoning around DART stations, high-frequency transit nodes, commercial and mixed-use complete streets corridors, trails, neighborhood centers.
- **Metrics:** Updated metrics with an emphasis on mixed-use along commercial corridors: Increase the percentage of mixed-use zoning along commercial corridors and TOD centers.
- **Small Businesses:** Added new objectives and action items seeking to reduce development barriers for small businesses.





# CPC Highlights: Appendices

Placetype District Maps to Include/incorporate HDs, CDs, NSOs, Complete Streets, and Reference Council Districts



**WHAT'S  
NEXT?**





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