



City of Dallas

FORWARD**DALLAS**
**Comprehensive
Land Use Plan
Update**

**City Council Briefing
May 3, 2023**

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Purpose



Staff + Consultant Team to provide an update on the progress of the ForwardDallas Comprehensive Land Use Plan Update (ForwardDallas Update)



Presentation Outline



- ForwardDallas Overview
- Land Use Plan Themes (**Draft**)
- Land Use Vs Zoning
- Placetype Map (**Draft**)
- Call to Action / Needed Input
- Project Next Steps





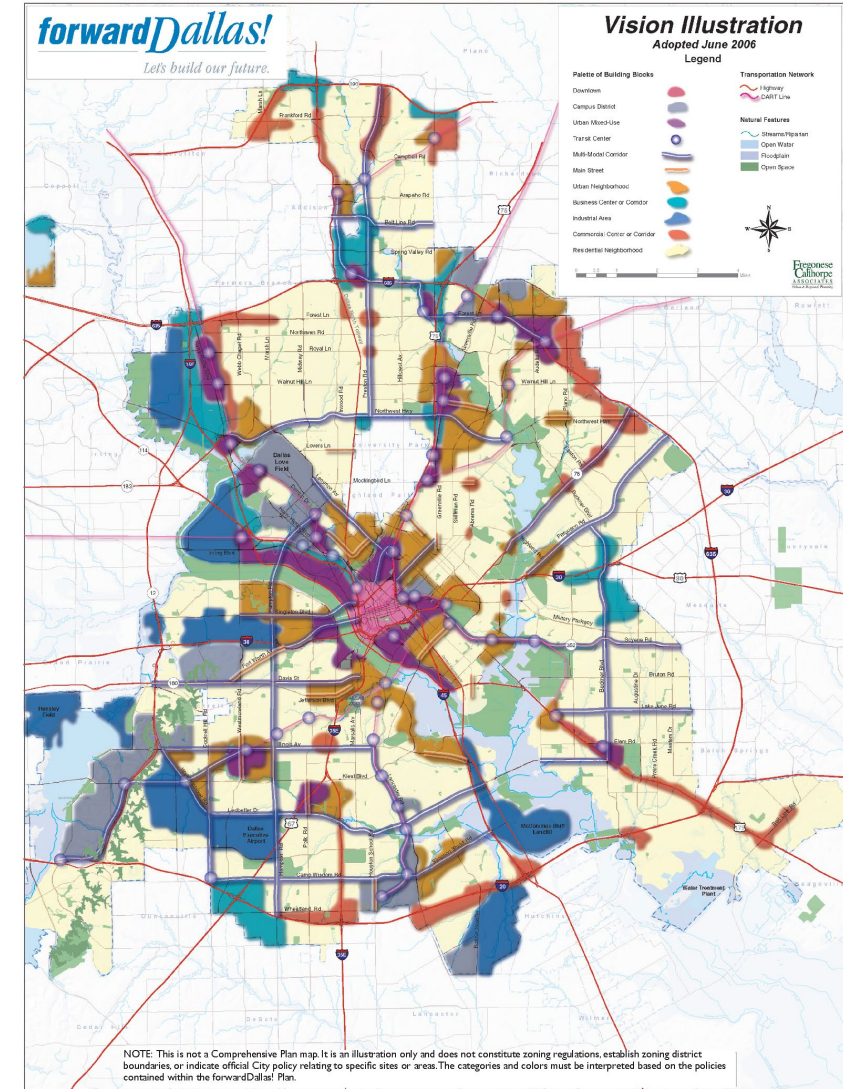
OVERVIEW

1. **What** is ForwardDallas?
2. **Why** update the plan?
3. **Where** are we in the process?

What is ForwardDallas?



- Land Use update to the 2006 Vision Illustration
- Long-term vision to guide how and where the city grows
- Opportunity for citywide community conversations
- Guidance for future capital improvements
- Support land use related recommendations from other city adopted policies



Why Update the Plan?



authority

- Texas Local Government Code
- Charter of the Dallas City Code



Growth

City population is anticipated to grow by 300,000 people by 2045*



Guidance

- Guide Future Development
- Predictability
- Implementation



Policy

- CECAP
- Connect 2020, Strategic Mobility Plan
- Racial Equity Plan



Equity

- Addressing land use inequities
- Path for Neighborhood and Area Plans



Process?



Fall 2021

Ongoing Engagement

Fall 2023

We Are Here

1

2

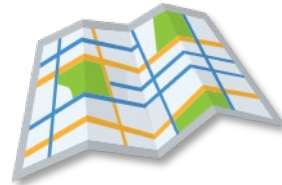
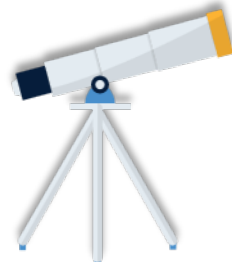
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4

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7



Project
Initiation &
Existing
Conditions

Initial
Community
Engagement

Land Use
Visioning

Preliminary
Placetype
Map Review

Placetype
Testing

Draft Plan
Review

CLUP, CPC +
CC Public
Hearings



LAND USE VS ZONING



VS



Land Use vs Zoning



Land Use (ForwardDallas)

GENERAL LOCATIONS: Primarily focused on the activities that contribute in developing a place.

A FLEXIBLE GUIDE. Recommendations about the future but is not legally binding. Adopted as a guide. Zoning changes should be “in accordance with” the Plan.

FUTURE. Describes land uses and physical characteristics intended in an area in the future.

GENERAL INTENT. Describes general land uses, physical characteristics, general densities, and other considerations.



Zoning

SITE SPECIFIC. Each parcel of land is assigned a zoning district.

A LAW. The map and zoning ordinance are adopted legal documents by City Council.

TODAY. Defines land uses and development characteristics allowed on a specific site today.

SPECIFIC REQUIREMENTS. Defines specific permitted land uses, min/max structure size, required site design, review procedures.



Placetype vs Future Land Use



Existing Land Use

- Snapshot of current & primary activities
- Each land parcel has a specific use



Future Land Use

- Represents the ideal vision for use of land
- Each property has a designated land use



Placetypes

- Represents a vision of desired mix of uses, development form, urban design, intensity
- For general areas or “places”



LAND USE PLAN THEMES (DRAFT)



What Has the Community Said?



ENVIRONMENTAL QUALITY
COMMUNITY DESIGN & COMPLETE NEIGHBORHOODS
MOBILITY & CONNECTIVITY
HOUSING CHOICE & QUALITY
ECONOMIC DEVELOPMENT & REVITALIZATION
DEVELOPMENT PROCESS & PLANNING
ENVIRONMENTAL JUSTICE
NEIGHBORHOOD STABILITY
QUALITY OF LIFE

Community Themes



14000+

Interactive Webmap Visits



1000+

In-Person Participants



4700+

Unique Online Users



800+

Map Comments



180+

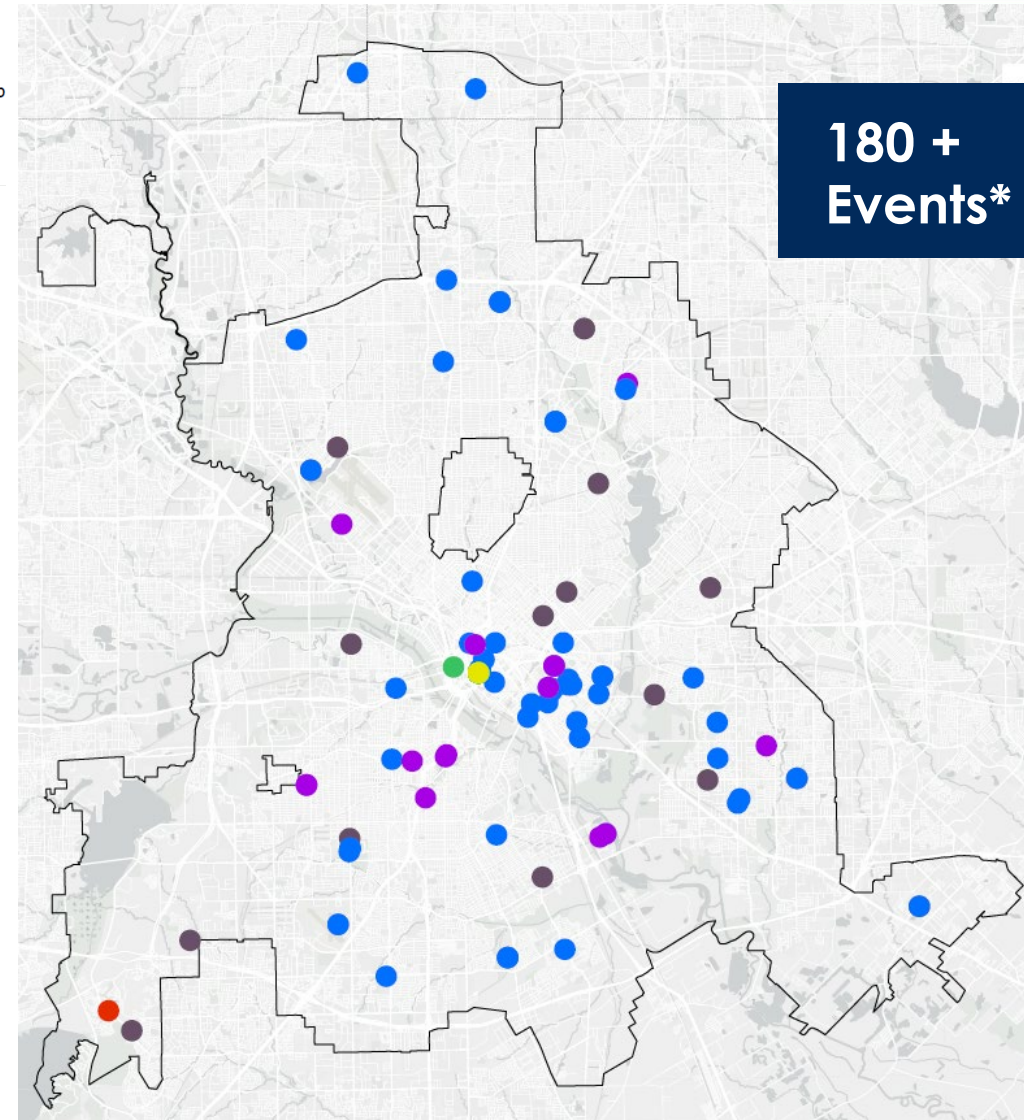
In-Person Events





- Advisory
- Capacity Building
- Listening Session/Focus Group
- Open House
- Popup/Table
- Workshop

**180 +
Events***



*As of Mar 2023



Land Use Plan Themes (Draft)



**Environmental
Justice**



**Housing
Accessibility**



**Economic
Development &
Revitalization**



**Urban
Design**



**Transit Oriented
Development &
Connectivity**



**Rural &
Agricultural
Greenfield Areas**

PLACETYPE MAP (DRAFT)



What is a Placetype?

What is a Placetype?

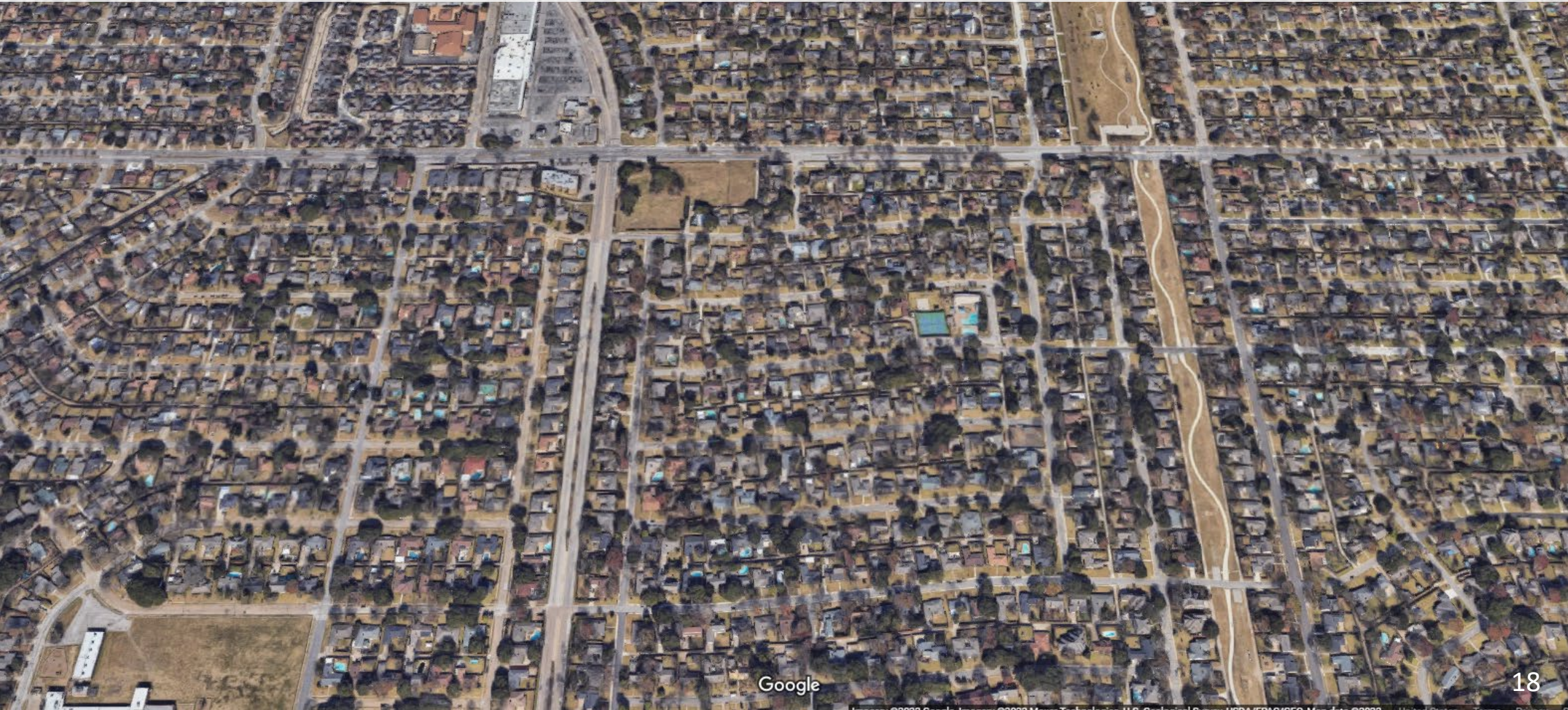


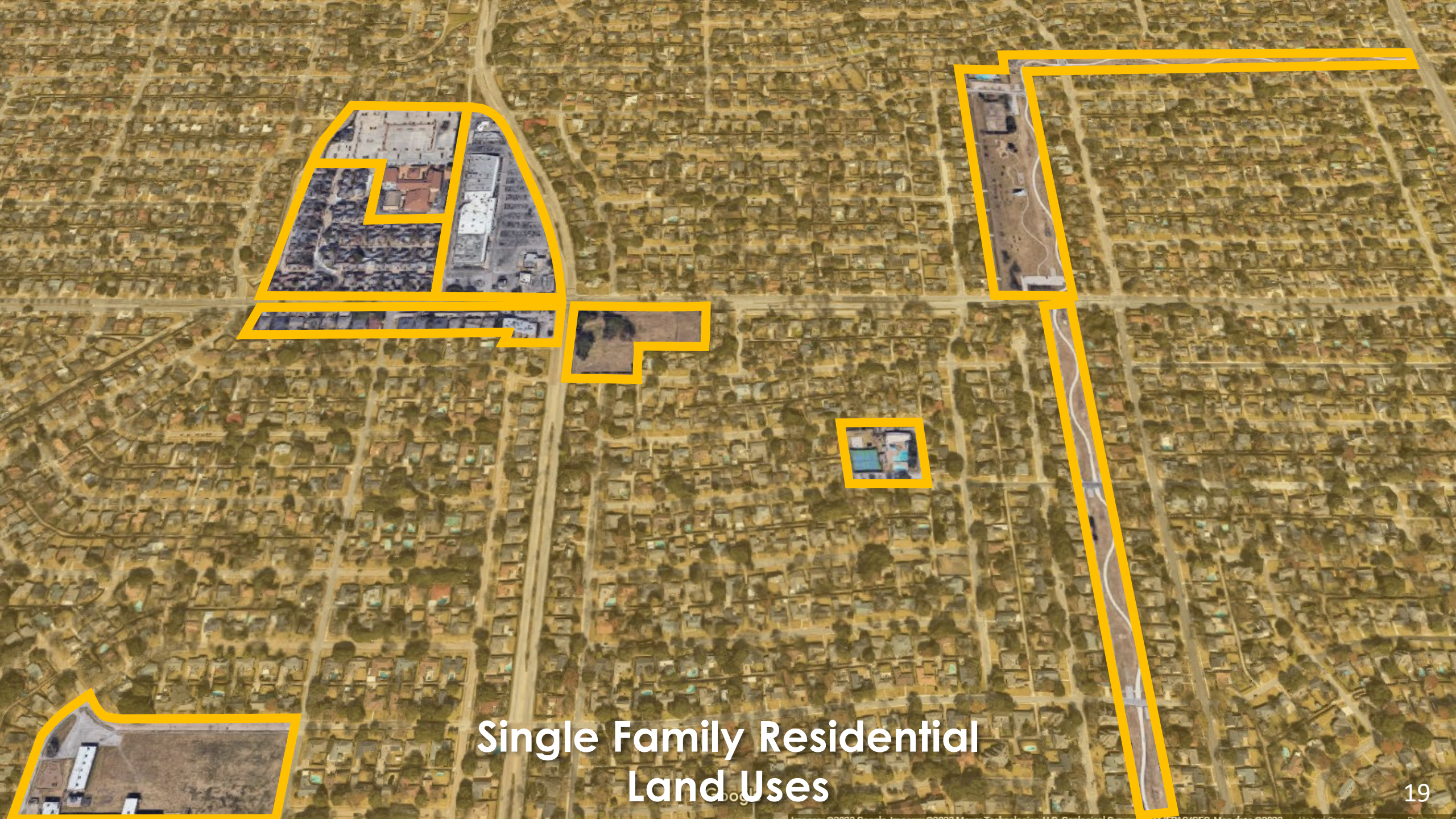
A **placetype** represents a holistic, bigger-picture vision for a community or place that incorporates a desired mix of land uses, design, function, and intensity.



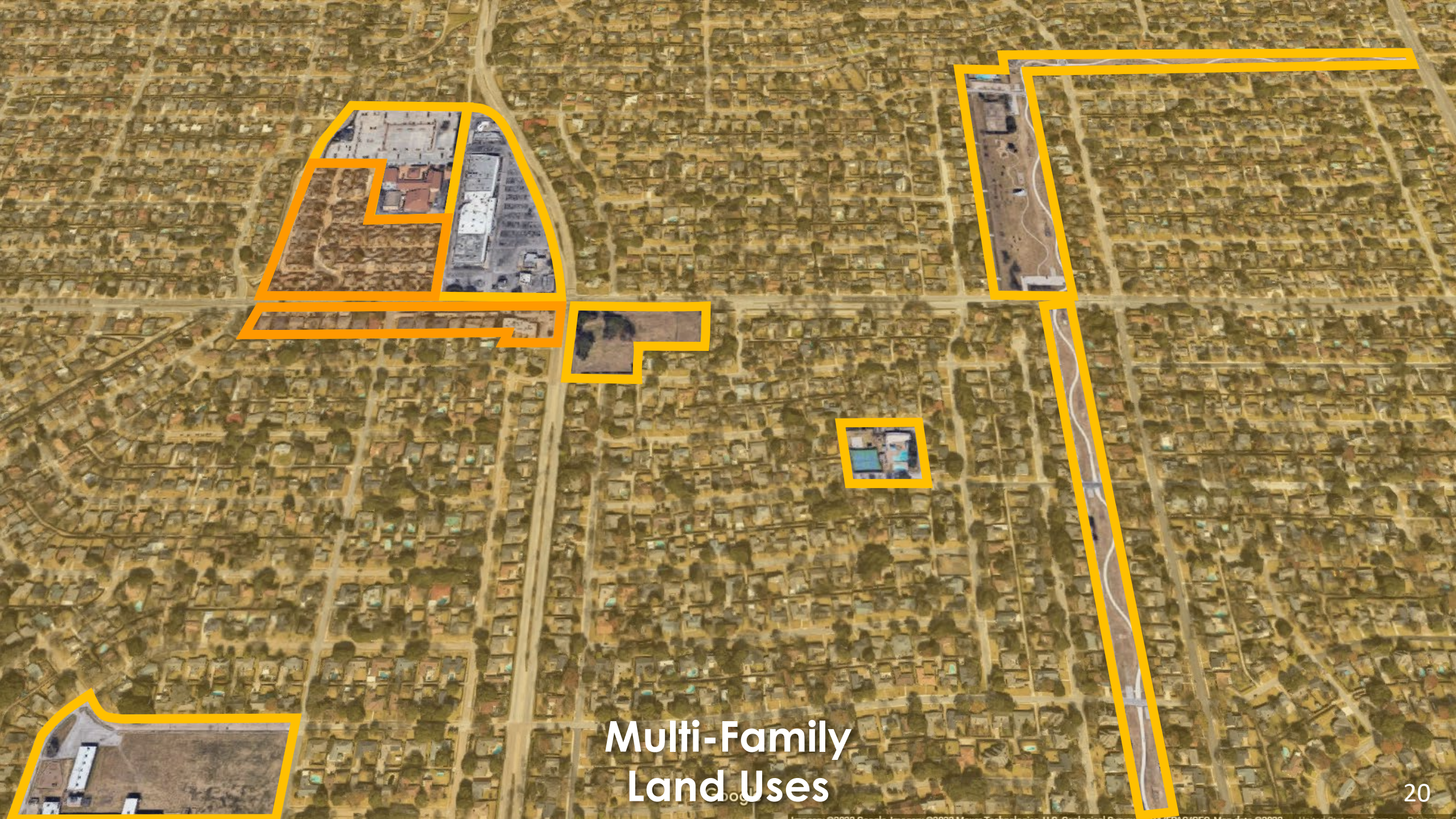


Example of Placetype Application: Traditional Residential Neighborhood





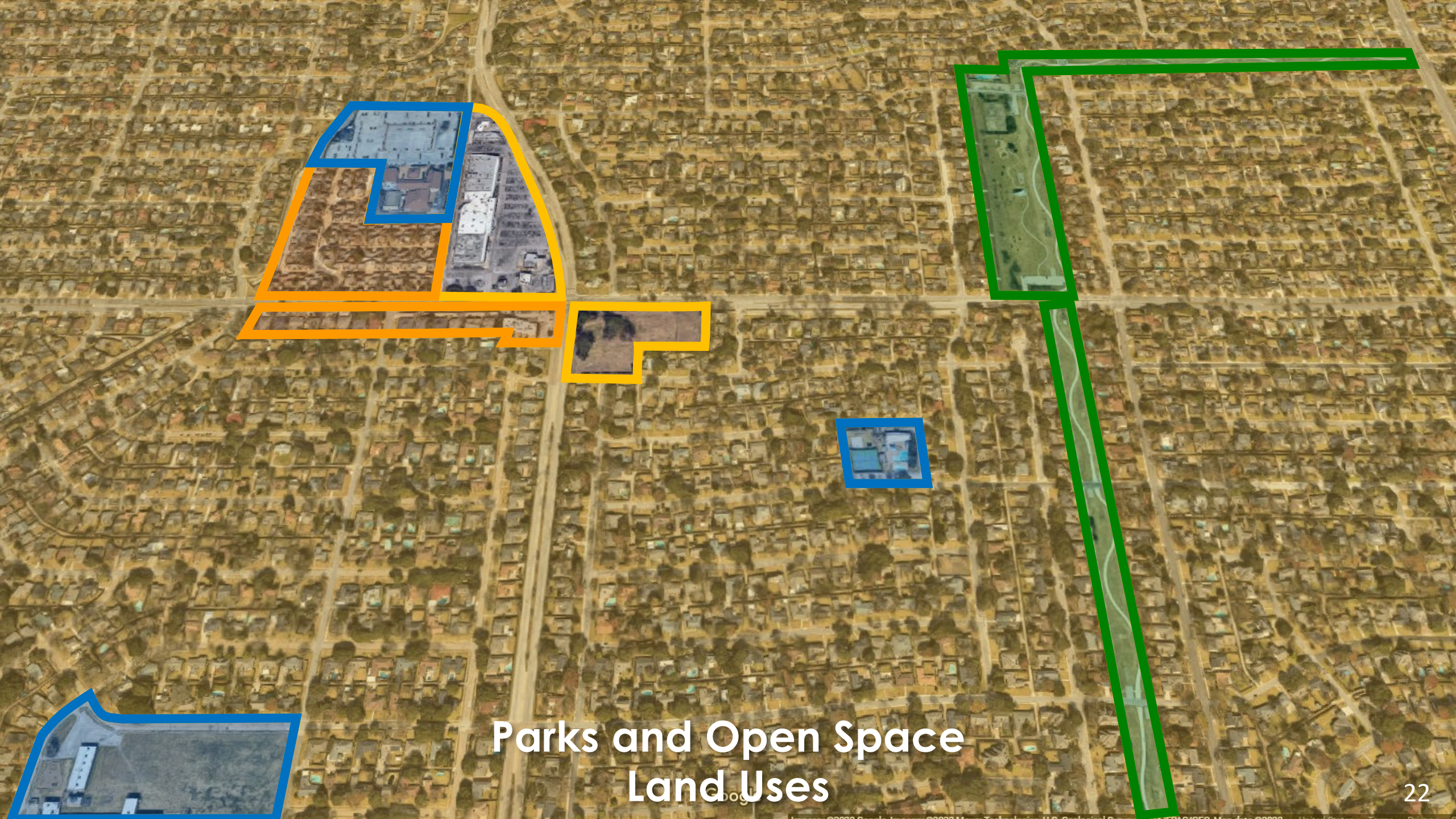
Single Family Residential
Land Uses



Multi-Family
Land Uses



Institutional
Land Uses

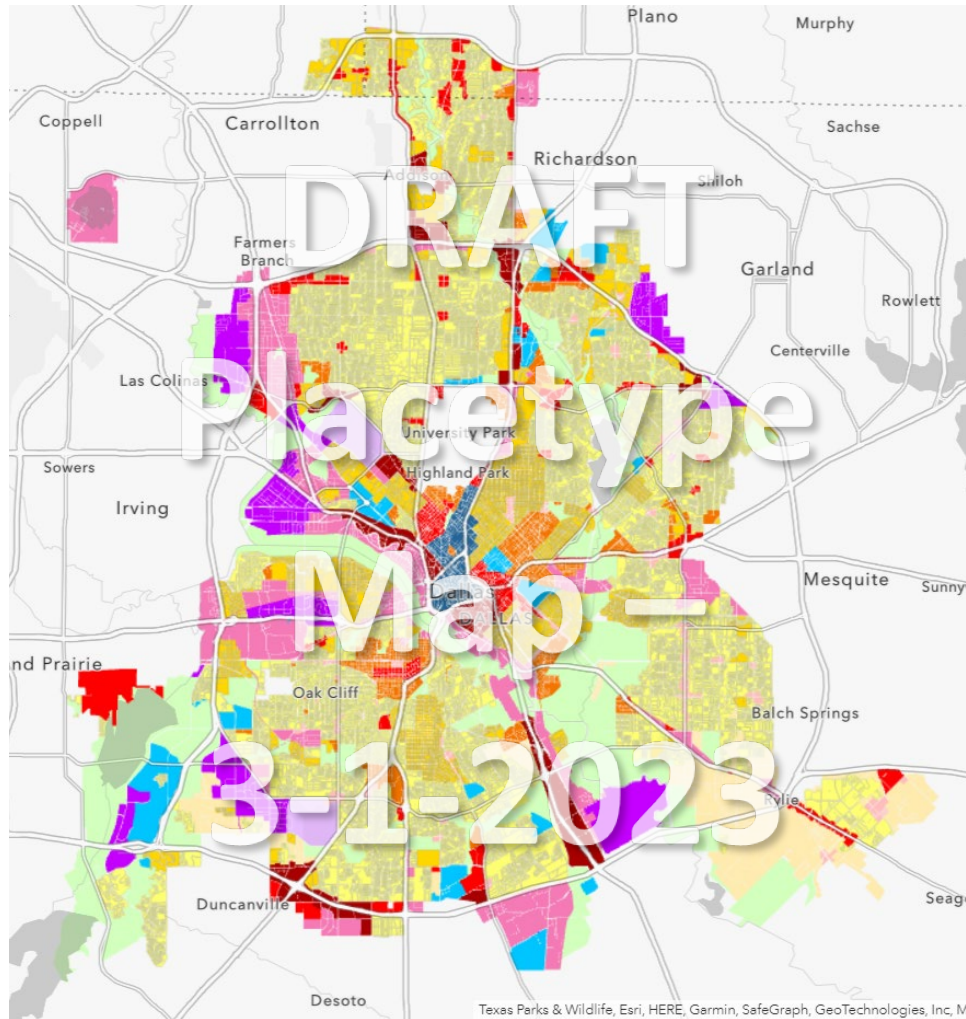


Parks and Open Space
Land Uses



Commercial
Land Uses

Initial Baseline Draft Placetype Map



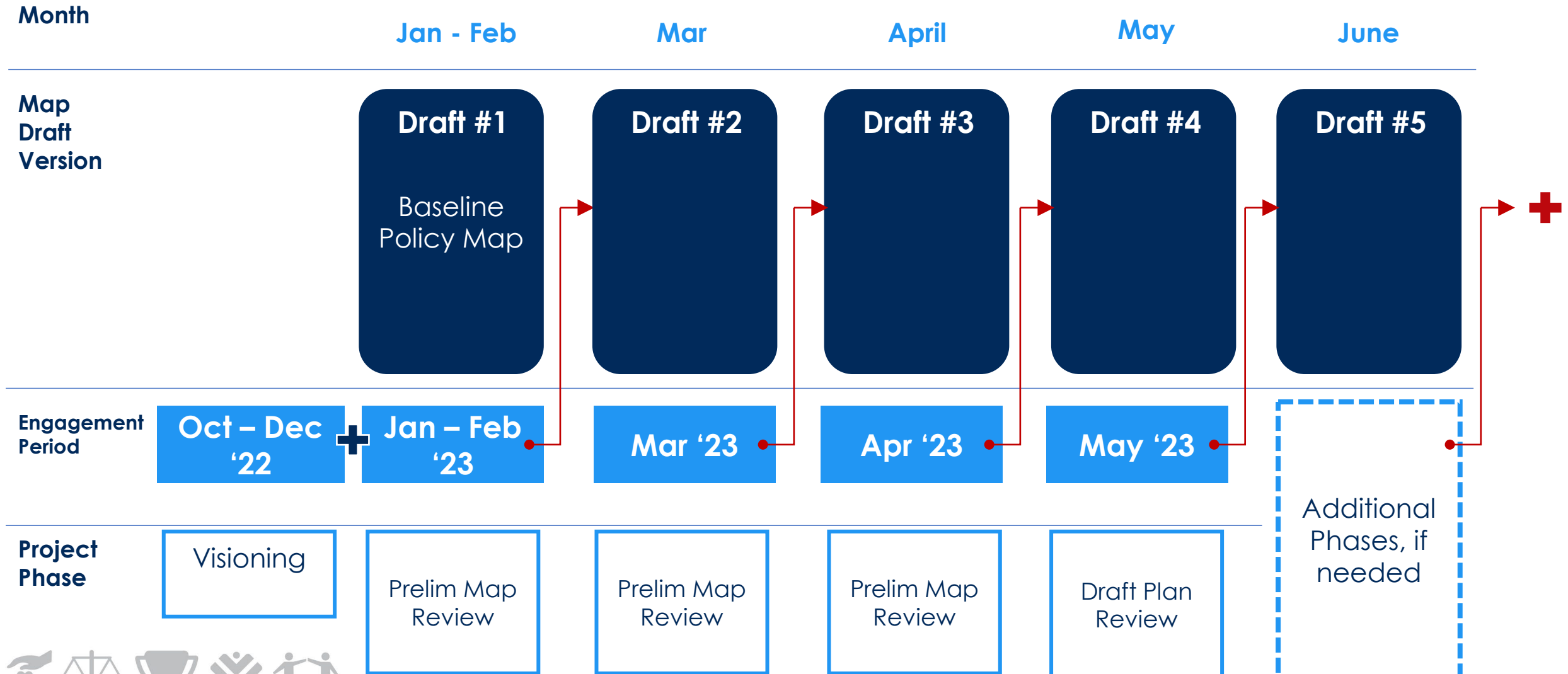
Draft ForwardDallas Placetype Map



EVOLVING DRAFTS

- 1. Map Updates**
- 2. Focus group meetings with Departments and Technical Review Committee members**
- 3. Placetype Definitions**

Draft Placetype Map Review Schedule*



*Frequency Subject to change

Placetype Components



FLEX INDUSTRY

CHARACTER DESCRIPTION

The Flex Industry placetype focuses on providing employment opportunities in a healthy environment with quality connections to transit and green infrastructure. This placetype primarily consists of light industrial uses and employment centers along with residential and retail areas designed to complement the employment focus of the area. The southern campus of Texas Instruments with its proximity to commercial, retail, and a variety of residential uses is an example of the Flex Industry placetype that is focused on office development. The Design District is another example of a Flex Industry area, but has a distinct focus on light industrial areas complemented by multi-family development.

The Flex Industry placetype plays a key role in maintaining separation between Dallas' more intense industrial areas and established residential neighborhoods, and should be implemented within industrial areas adjacent to communities that are disproportionately affected by pollution and environmental hazards. Multifamily housing within Flex Industry areas should be used to help provide a transition to surrounding single-family neighborhoods, allowing the area to function at its full capacity as a hub of employment and innovation. Buildings within Flex Industry placetype should be designed intentionally to accommodate a mix of uses with an increased emphasis on how buildings interact with public right-of-way, fostering a pedestrian-friendly environment with quality landscaping and expanded sidewalks and amenities such as benches, pedestrian-scaled lighting, and street trees.

PLACETYPE APPLICATION

NEW. Areas newly designated as Flex Industry primarily consist of outmoded existing industrial areas that are envisioned as new revitalized employment districts. Redevelopment and building retrofits, in combination with enhancements to parking areas and streetscape, should be used to mitigate the negative environmental impacts of legacy industrial development and provide high-quality jobs in a healthy environment. Such improvements will also result in enhanced quality of life for residents in surrounding residential areas.

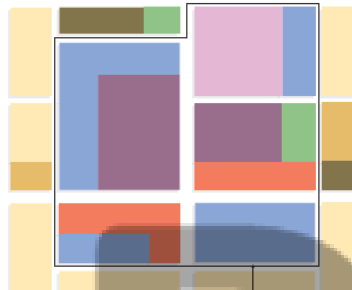
EXISTING. Existing areas currently developed in a manner consistent with Flex Industry designation are desired to remain, with reinvestment encouraged to repurpose existing buildings and maximize the use of existing infrastructure. Sites with negative external impacts on the surrounding area, such as environmental and noise pollution, should be redeveloped with cleaner employment-generating uses more compatible with adjacent and nearby uses.

TRANSITIONS

Location and treatment considerations to better accommodate incompatible adjacent land use areas

- Locate commercial and smaller office uses within edge zones to provide a gradual transition away from legacy industrial uses into surrounding residential and commercial areas.
- Consider implementation of "ecodistricts" along edge zones to establish a transition between industrial areas and adjacent stable residential neighborhoods and ensure environmental justice considerations are integrated into all aspects of planning and development.

GENERALIZED USE MIX



Primary and Supporting Uses

- Office
- Retail and Personal Service
- Light Industrial
- Warehousing/Distribution
- Public Open Space

Adjacent Land Use

- Multifamily
- Single-Family Attached
- Single-Family Detached

LAND USE

Primary Use

- Office
- Light Industrial
- Research & Development

Supporting Use

- Retail and Personal Service
- Commercial Parking
- Warehousing/Distribution
- Transportation
- Utility
- Private Open Space
- Public Open Space
- Heavy Industrial (Core zones)
- Residential (Edge zones)

THEME CONNECTIONS

Environmental Justice

- Identify and mitigate existing and potential environmental hazards and pollution sources in and around the industrial areas and limit the expansion of pollution sources.
- Implement site design standards for screening, buffering, and building orientation to mitigate impacts on nearby residential neighborhoods and commercial/mixed-use districts.
- Use landscape enhancements, streetscaping, and building and parking lot design to reduce the heat island effect related to urban development.
- Do not locate new industrial uses adjacent to residential areas.
- Buffer and screen industrial uses and activity from residential areas when located nearby.
- Incorporate community engagement and participation in the planning process when implementing the Flex Industry placetype to ensure that the voices of all residents are heard and their needs are addressed.
- Support a mix of development types and prohibit the over concentration of industrial uses in one area to better reduce the collective environmental impact of industrial uses on nearby residential and commercial areas.
- Integrate green infrastructure into new development and improved public rights-of-way to reduce urban flooding and heat island effect and improve access to greenspace.

TOD and Connectivity

- Prioritize Flex Industry areas near existing and planned DART train stations, to make employment opportunities accessible to the broader Dallas community.
- Centrally locate DART bus stop locations to provide transit service to concentrations of employers.
- Improve key routes within edge zones as "complete streets" that accommodate freight movement, transit and bike routes, and quality pedestrian infrastructure.

Urban Design

Economic Development and Revitalization

- Renovate existing light industrial development to accommodate higher intensity uses that repurpose existing infrastructure.
- Include uses like live-work spaces, maker spaces, artisan manufacturing, art and design studios, and other clean creative industries in the redevelopment or repurposing of deteriorating industrial properties.
- Promote the use of sustainable design, such as LEED, permeable paving and bioretention systems and the integration of renewable energy systems.
- Implement facade design guidelines that reflect the community's expectations for quality character, with recommendations for preferred materials, fenestration, and articulation.
- Encourage additional commercial development to serve as an amenity to local employees and nearby neighborhoods.
- Concentrate commercial activities within targeted areas to maximize benefit to surrounding areas and ensure long-term viability.
- Implement parking lot and on-site landscaping to screen parking and service areas and establish an inviting pedestrian environment.
- Identify and remediate environmental contamination issues that would otherwise prevent the development desired within the Flex Industry placetype.

Housing Affordability, Choice and Neighborhood Stabilization

- Support the development of live-work housing and other housing designed to directly support the function of the Flex Industry areas as employment centers.
- Invest in and preserve existing affordable housing.

Rural and Agricultural / Greenfield Areas

- Locate Flex Industry areas in brownfield locations where employment-generating uses can provide opportunities to economically disconnected residents.
- Extend infrastructure to serve Flex Industry locations and leverage such infrastructure to extend services to infrastructure poor areas.



Character Descriptions

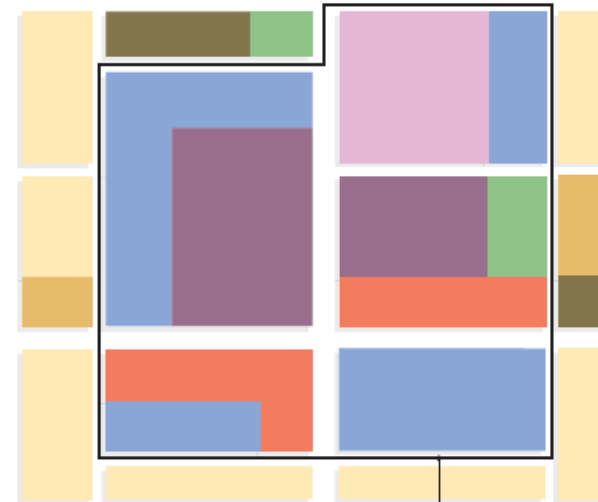


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Theme Connections



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- Promote the use of sustainable design, such as LEED, permeable paving and bioretention systems and the integration of renewable energy systems.
- Implement façade design guidelines that reflect the community's expectations for quality character, with recommendations for preferred materials, fenestration, and articulation.



Urban Design

- Establish a design vision for public spaces in Dallas, focusing on how different places, districts, streets, and open spaces should grow, change, and/or improve through the intentional use of design.



Transit Oriented Development & Connectivity

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HOW IS THIS PLAN USED?

1. Development Review
2. Budget Priorities & Capital Improvements
3. Responding to Community Concerns
4. Changes

How does this help with development review?



- Placetypes are a flexible development guide. They provide recommendations about the future but it's not legally binding. The land use plan is adopted as a guide. Zoning changes should be “in accordance with” the Plan.



How does this help with the budget and CIP?



- Capital improvements are important means of implementing the Comprehensive Plan. New water, sewer, drainage, streets, etc. are critical to implementing plans for future development.





How does this respond to community concerns?

- Emphasis on equitable engagement.
- Placetypes can explicitly outline certain goals/tools to address land use incompatibilities, EJ tools, how edges and transition areas are addressed, etc.
- Placetypes can also highlight areas that may need a city-initiated rezoning based on a potential change to the future land use/placetype designation.



What if something changes?



- The plan can be amended as new information emerges or changing needs arise.
- Smaller area plans can be incorporated into the citywide comprehensive plan.



WHAT'S NEXT?



Upcoming

LET'S PLAN DALLAS
TOGETHER!

FORWARD DALLAS



- Continued Placetype Map Review and Updates
- Continued engagement
 - Community Workshops
 - Lunch-N-Learns
 - Small Group Meetings
- CLUP Placetype Descriptions and Map Workshops
- Individual meetings with CPC and CC members

APRIL

April 10 @ 6 p.m.

GARDEN CAFÉ | 5310 JUNIUS ST., 75214

April 17 @ 6 p.m.

THURGOOD MARSHALL REC | 5150 MARK TRAIL WAY, 75232

April 19 @ 5:30 p.m.

CENTRAL LIBRARY | 1515 YOUNG STREET, 75201

April 25 @ 6 p.m.

CHURCHILL REC | 6509 CHURCHILL WAY, 75230

April 26 @ Noon

VIRTUAL

April 27 @ 6 p.m.

SOUTH DALLAS CULTURAL CENTER | 3400 S. FITZHUGH AVE., 75210

MAY

May 4 @ 6 p.m.

BACHMAN REC | 2750 BACHMAN DR, 75220

May 8 @ 6 p.m.

HITT AUDITORIUM | 1441 N BECKLEY AVE., 75203

May 9 @ 6 p.m.

SINGING HILLS REC | 6805 PATROL WAY, 75241

May 11 @ 6 p.m.

WHITE ROCK HILLS LIBRARY | 9150 FERGUSON ROAD, 75228

May 16 @ 6 p.m.

WEST DALLAS MULTIPURPOSE CTR | 2828 FISHTRAP ROAD, 75212

May 17 @ 6 p.m.

BECKLEY SANER REC | 114 W HOBSON AVENUE, 75224

May 18 @ 6 p.m.

RENNER FRANKFORD LIBRARY | 6400 FRANKFORD ROAD, 75252

May 20 @ 10 a.m.

FOREST GREEN LIBRARY | 9015 FOREST LN., 75243

May 24 @ 6 p.m.

TEXAS HORSE PARK | 811 PEMBERTON HILLS RD., 75252





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