

Applicable Urban Design Priorities that Project Should Achieve

- [1] Minimize impact of parking on the public realm to not detract from the overall pedestrian experience and allow for multiple functions.
Parking area, utilities, and trash enclosures should be carefully sited away from public sidewalks and screened with landscaping. Where possible, parking design should allow multiple functions including integrating stormwater retention, buffering, landscaping, lighting, shading, and usable special event space.
- [2] Create a defined and active streetwall along S. Lancaster and Corning.
Retail buildings should be placed to define the street and allow active and direct engagement with the street with entries and windows to support pedestrian activity and facilitate access to DART's Kiest Station.
- [3] Integrate common open space, pedestrian pathways and landscaping to compliment, enhance, connect buildings, and allow opportunities for outdoor seating or patio space.
Use space not dedicated to parking and buildings to provide opportunities for additional outdoor human-scaled space and landscaping.



Policy References

- Forward Dallas!
Section 5 [urban design element]
- Lancaster Corridor Station Area Plan (2013)
- TID Urban Design Guidelines
Part II, III, Part IV [TOD TIF District]

Context Description

This project is a result of a competitive City of Dallas RFP selection process to bring neighborhood serving retail uses to a vibrant and transit connected part of South Dallas. Improvements to the site include 3 stand-alone retail buildings and surface parking connected with landscaped pedestrian paths and protected areas for outdoor seating.

Key urban design considerations include building placement to address the street and deemphasizing parking to activate the site and encourage pedestrian activity. To address environmental impacts the parking lot's design should carefully consider landscaping and material selection as key tools.

S. Lancaster & Corning

Neighborhood:
Heritage Oak Cliff

TIF District:
TOD

Program:
Retail

URBAN DESIGN PEER REVIEW PRESENTATION

Multi-Tenant Retail Center
3011-3039 S Lancaster Rd – Dallas, TX



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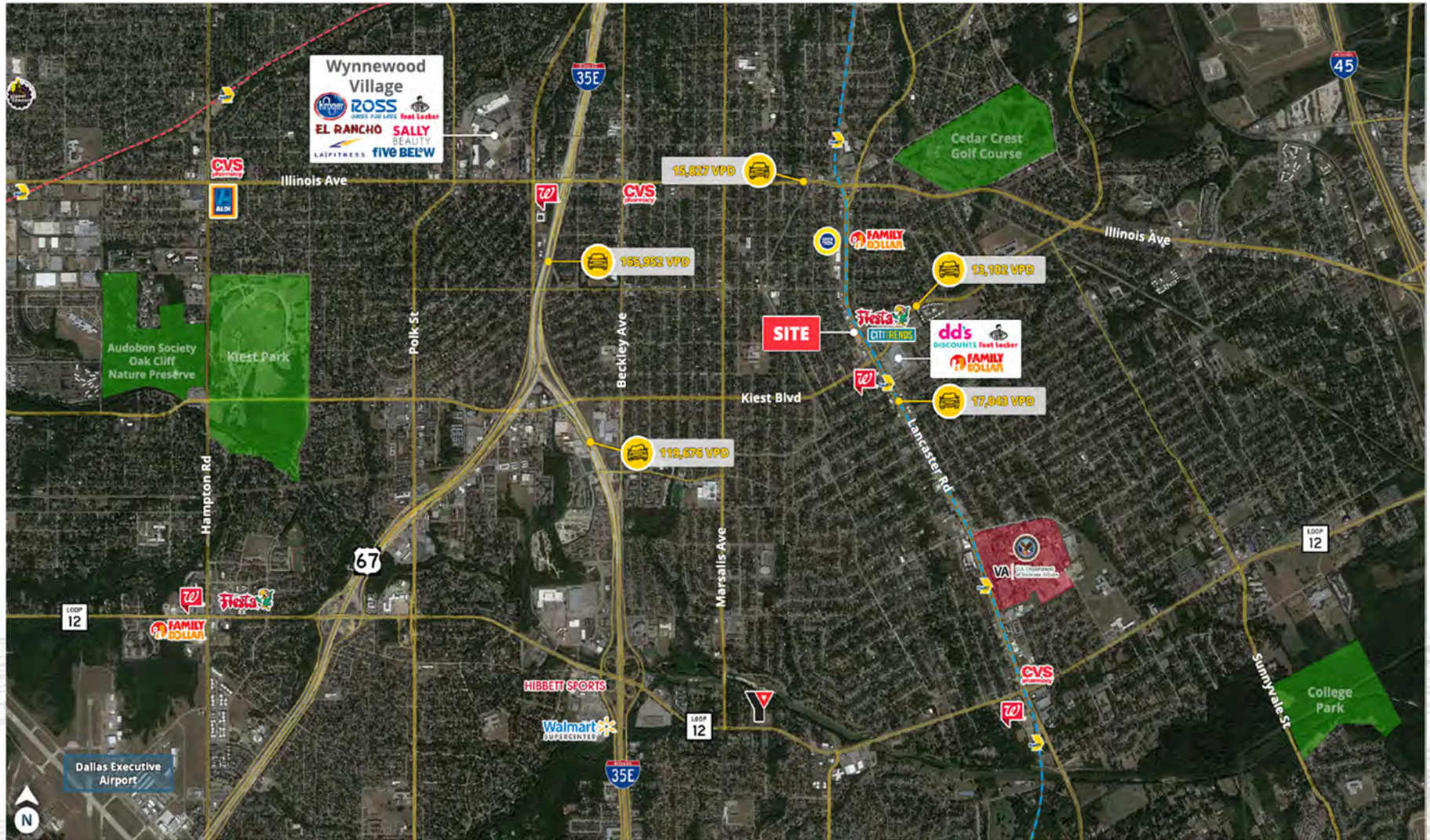
Project Description

UCR Development is a Dallas-based commercial real estate development company founded in 2013 with company roots of over 30+ years and vast experience in the community retail segment. We are pleased to present the following retail development project in the heart of South Dallas along the Lancaster & Kiest corridor. The project, awarded to UCR through a City of Dallas RFP process, is comprised of 1.615 acres of vacant city-owned land located on the NWC of Lancaster Blvd & Corning Ave. The project plan is to create a dynamic and engaging small-scale neighborhood retail center that meets the needs of the surrounding community and implements pedestrian-oriented urban design and form.

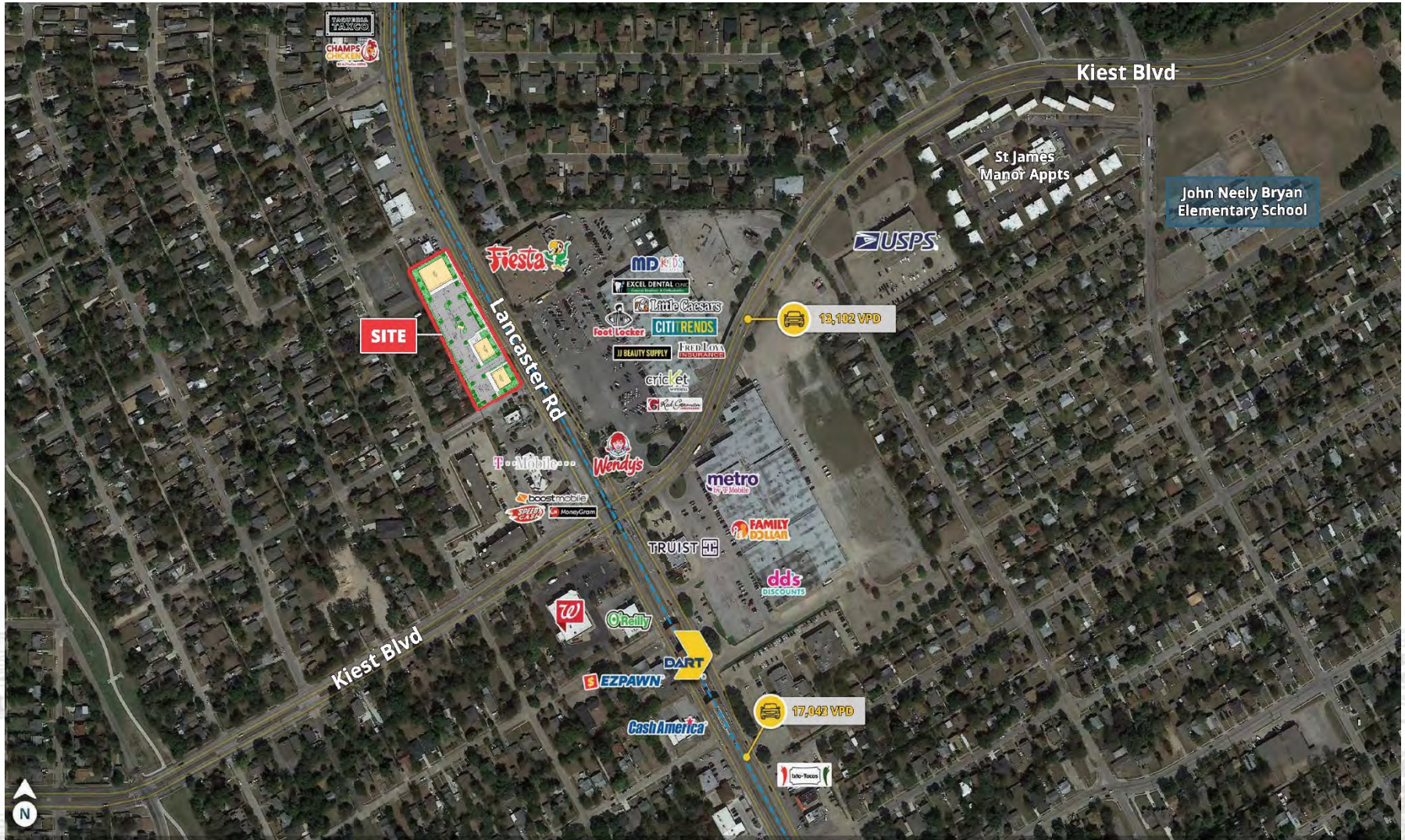
The proposed retail center consists of three (3) separate free-standing retail buildings, offering a total of 13,635 square feet of high-quality and contemporary leasable shops space oriented along Lancaster Rd. The buildings are planned to be suitable for retail, restaurant, and financial tenants. Standard building depths of 50-75 ft are accounted for in our site plan. Our plans utilize high-quality materials including wood and steel stud framing, metal roof joints, masonry cladding, standard store-front glazing, and concrete parking lot and sidewalks.

With the subject property being located within the Transit-Oriented Development (TOD) TIF District, we have tailored our project plans to adhere to the design elements outlined in the Urban Design Guidelines for Dallas TIF District Projects. With careful attention to these architectural and urban planning principles, we aim to create an inviting, pedestrian-friendly environment that complements the surrounding area. The site design incorporates a walkable and functional streetscape feature that integrates the center with the nearby Kiest DART Transit Station. Adequate parking counts were derived from code requirements for 3000 sf of financial space, 2250 sf of restaurant space, and 6,635 sf of general retail space. The landscaping plan for the proposed site has been carefully designed to complement the surrounding area, enhancing the visual appeal of the property and providing shaded walkways along the street frontage. Potential site constraints consist of the lot's narrow tapered layout, meeting Residential Adjacency Standards, and meeting required building and landscaping setbacks.

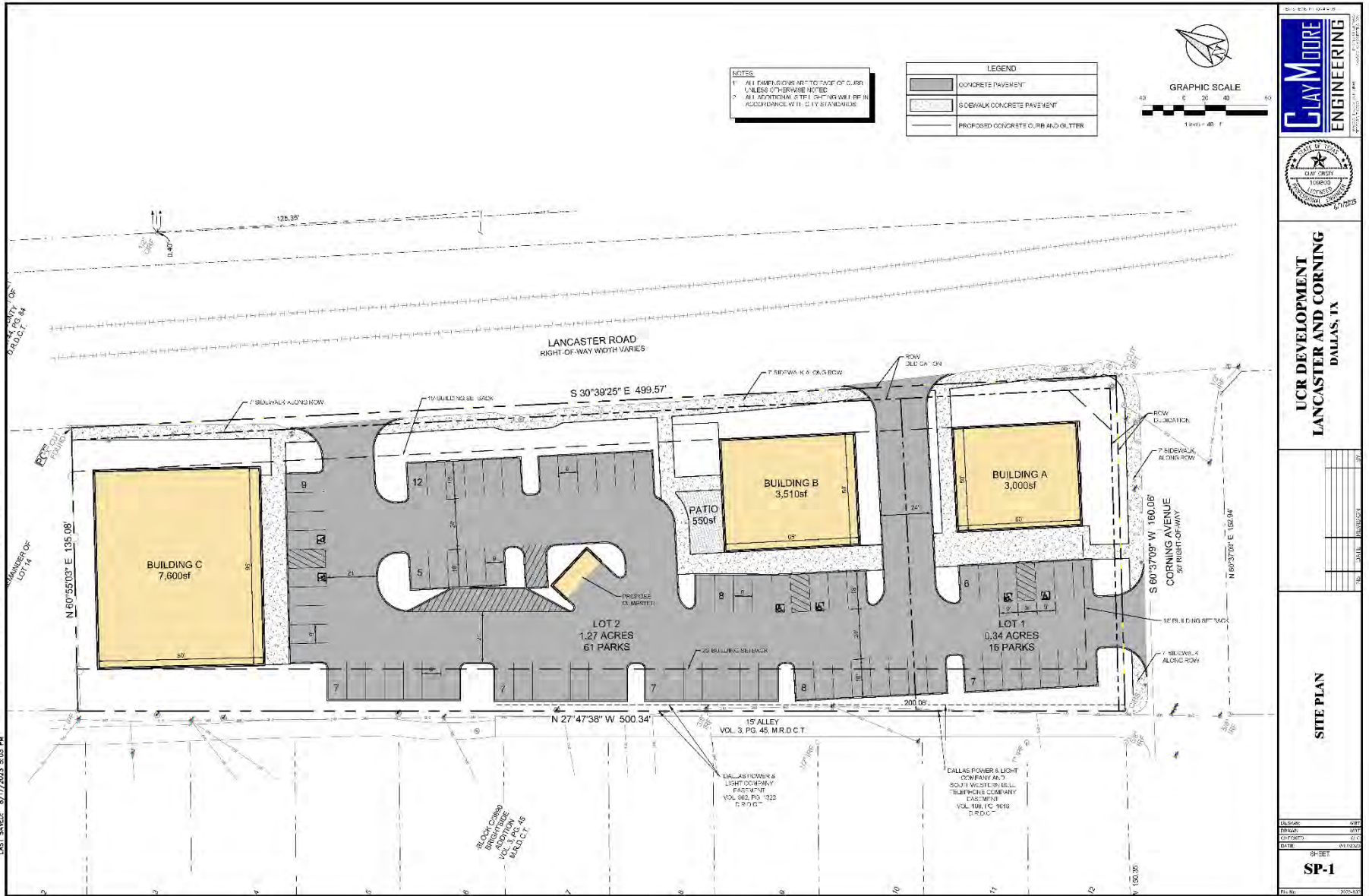
Market Aerial



Location Aerial



Site Plan



Elevations – Building A (Front View)



Elevations – Building A (Street View)



Elevations – Building B (Front View)



Elevations – Building B (Street View)



Elevations – Building C (Front View)

