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Vision and Policy Plan

City of Dallas

Stemmons Corridor - Southwestern Medical District Area Plan

A *forward*Dallas! Implementation Project

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Cover
Main image:
View of Downtown Dallas and the Southwestern Medical Tax Increment Financing (TIF) District area, from the SWMD TIF district plan 2009, (RTKL).
Clockwise from bottom left:
Dallas InfoMart
Courtyard at the Cityville development on Medical District Drive
Southwestern Medical Center monument sign on Inwood Road
Picture of the Trinity model at the Trinity Trust offices
Victory Promenade trail connection on Houston Street
Rendering of the Southwestern Medical District/Parkland Station, (DART)
Stemmons Terrace Office building at Stemmons Freeway and Inwood Road

Note: The source of all photos in this document are City of Dallas unless credited otherwise.

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Introduction

The *forward*Dallas! plan identifies the Stemmons Corridor – Southwestern Medical District area as an area of growth and stressed the need for an area plan to guide this growth to foster desirable development patterns. This area has been undergoing major changes, with numerous forces are moving development and redevelopment forward in the area. Among these are the expansion of the Medical District as an employment center; new development occurring around the American Airlines Center and Design District activity hubs; transportation improvements including new DART stations which will enhance regional accessibility and influence development patterns; and the Trinity River project and anticipated public and private development associated with it. Even while the national and global economies are in recession at the time of the writing of this plan, this area offers hope for future sustainable development around an important growth sector of our economy.

The Stemmons Corridor – Southwestern Medical District Area Plan has a dual purpose and is consequently organized in two components: Vision and Policy Plan and Implementation Program.

- The Vision and Policy Plan component updates and refines the *forward*Dallas! 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.

The Plan Area

The Study Area contains approximately 3,885 acres (six square miles) and is located generally west of the Trinity River, south of Mockingbird Lane. Map 1.01 on the following page shows the boundaries of the Stemmons Corridor – Southwestern Medical District Area Plan. The Stemmons Corridor – Southwestern Medical District Area Plan area is home to many landmark development sites within the City such as the growing Victory Park area; the Dallas Market Center area with The Dallas Market Center, the World Trade Center, and the Dallas InfoMart; and the Southwestern Medical District which includes Children's Hospital, Parkland Hospital, and the UT Southwestern Medical Center.

The Planning Process

The *forward*Dallas! 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 Stemmons Corridor – Southwestern Medical District Area Plan area was chosen as one among the top three priority areas for strategic plans to be completed.

Figure 1 - Community meeting at Hernandez Elementary with over 100 participants.

The planning process began with the appointment of an advisory committee by the City Council Quality of Life Committee. This 22-member committee, listed on page 92, was composed of area stakeholders and acted as a sounding board for ideas and provided input on development direction. The committee also refined plan goals and objectives and reviewed the plan draft.

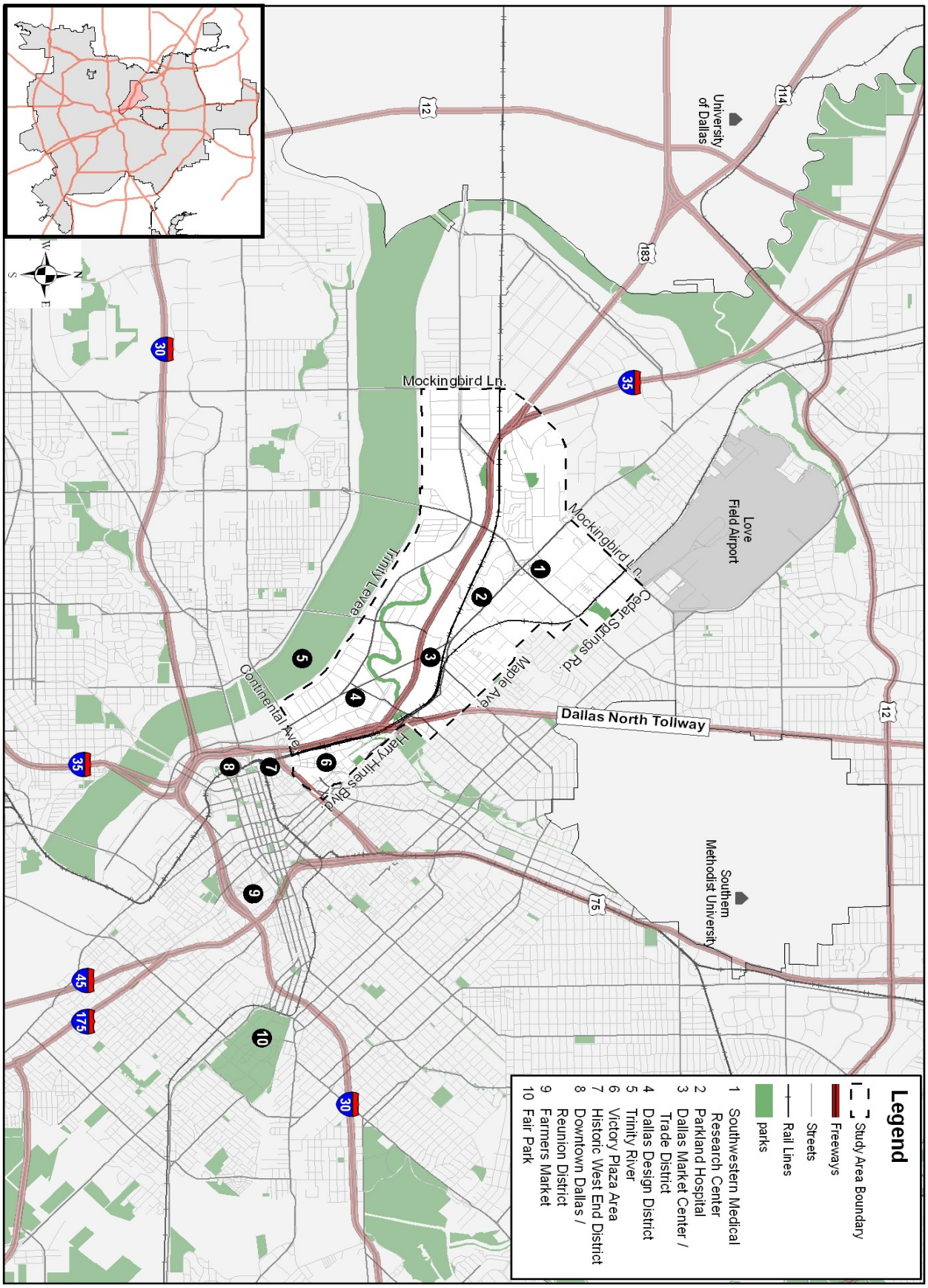
In addition to advisory committee meetings, the plan benefited from early input generated at a public workshop event held on April 24th, 2007. Participants worked in a group brainstorming session creating lists of area issues as well as maps illustrating visions for the study area.

After staff classified issues and concerns by commons themes and analyzed the diverse visions developed at the visioning workshop, two draft Consensus Vision scenarios were created. These options were presented to the Advisory Committee in June, 2007 to receive input for further refinement.

During the development of the plan, staff held meetings and made over 20 major presentations to numerous groups and community organizations. These included presentations to neighborhood associations, such as the Arlington Park neighborhood Association; business associations, such as the Stemmons Corridor Business Association (SCBA), professional associations, including the North Texas Realtors association and other realtor groups; area medical institutions and organizations such as the Parkland Planning Board, and the Southwestern Medical District Board. In addition to presentations and meetings, public outreach was complimented with an interactive Website. The Website provides ongoing plan updates and includes a calendar of events, announcements, the draft plan, presentations, and a way to provide feedback and contact staff directly.

At the completion of the first public draft a community meeting was held at the Onesimo Hernandez Elementary school. The event, held on March 29th at the school's auditorium had over 100 attendees. Input from the session was incorporated into the draft and provided valuable information on current area concerns.

Map 1.01: Stemmons Corridor – Southwestern Medical District Area Plan



Key Assets and Opportunities

This area has several strategic assets that can be built upon and offers many unique opportunities for sustainable growth and economic development. These have been summarized below as a prelude to a more detailed assessment of existing conditions.

- **Medical District Campus Growth**: The Southwestern Medical District includes numerous medical institutions working together as a functional, identifiable destination. These medical institutions together account for 4 major hospitals and 3 medical teaching institutions that cover the gamut of medical specialties. According to the U.S. Census Bureau and the Texas Workforce Commission, Medical services accounts for over twenty thousand jobs in the area and this sector of the economy continues to grow. The major institutions in the area are all working on master plans to accommodate future growth. As employment in the medical sector continues to grow it will serve as a major economic engine for the area. An opportunity exists to enhance the cohesiveness of the various medical institutions through collaboration, improving area infrastructure, circulation and district identity.

- **Residential Development Trends:** There is a noticeable trend towards new residential development in the area in the form of multifamily and mixed-use projects. Over the past five years there have been over 1,500 new residential units added to the area and the resident population has more than doubled . The concentration of jobs in the area and the large daytime commuter population represents an opportunity to link housing with employment and thereby improve regional and local traffic congestion and air quality. Several development sites have been announced for new residential construction in anticipation of the increasing activity in the area. A major opportunity in this area is a change in the quantity and type of development to complement the increasing medical employment. This opportunity for new development is enhanced by the Southwestern Medical Tax Increment Financing (TIF) District. *(See page 10 and Map1.02 on page 11)*

- **Improved Transit Access:** The new DART Green Line from Downtown Dallas to Carrollton will include 3 stations within the Stemmons Corridor - Southwestern Medical District area. The existing TRE station is a great regional transportation asset connecting the study area to downtown (Union Station) and westward to Irving and Fort Worth. Well planned circulators and pedestrian amenities can help the area further capitalize on these asset. An opportunity exists to build on this major transportation investment by spurring development which uses Transit Oriented Design near the new stations. New development in these areas will create opportunities for pedestrians and bicyclists through appropriately designed circulation routes which integrate all modes of transportation harmoniously.

Figure 1 - The DART stations Green Line stations such as the future Medical District Station will provide connectivity, spur new development, and become activity centers.

- **Dallas Love Field Airport:** Located on the north-eastern edge of the study area, Love Field airport handles approximately 300 daily flights to destinations throughout Texas, Louisiana, Arkansas, Oklahoma, New Mexico, Mississippi, Alabama, Missouri, and Kansas on Southwest Airlines, Continental Express and American Airlines / American Eagle. With the changes brought about by the repeal of the Wright Amendment, Love Field will handle immediate through-ticketing to domestic and foreign airports and handle domestic non-stop flights. While the flight paths restrict development heights in the areas south of the runways in the study area, the amount of business activity the airport generates continues to impact development near the airport in a positive way. The airport adds one more transportation element making this a highly connected area.

Figure 2 - The Dallas Love Field Airport is a major gateway into the area with more than 300 daily flights.

- **Victory Plaza / American Airlines Center Area growth:** This area has experienced dynamic growth and captured a range of new development including new hotel, retail, restaurant and entertainment centers. Victory Plaza has also become a popular location for community events. These events include the Mystikal Mardi Gras parade and New Years Eve celebration. This area is connected via rail and opportunities exist to connect this area further to enhance its growth as a walkable center.

Figure 3 - The American Airlines Center is an anchor of the Victory Development area, home to hotels, restaurants, and multifamily residential development all in a walkable urban environment served by the DART light rail system.

- **Stable Single-family Neighborhoods:** The study area is home to the Arlington Park neighborhood, as well as established neighborhoods just north of Maple and Denton Roads. These stable neighborhoods represent a valuable asset. The opportunity exists to protect stable residential neighborhoods in the area as well as create and strengthen new, vibrant, walkable residential areas.

Figure 4 - Well established neighborhoods are found both within and at the boundaries of the study area.

- **Market Center:** This major destination on Stemmons is more than 100 acres in size and has four buildings: the World Trade Center, Trade Mart, International Floral & Gift Center, and Market Hall. The complex brings together wholesale and retail vendors representing over 50,000 products and generating approximately $7.5 billion of wholesale transactions every year. Additionally, buyers and vendors purchase 300,000 airline seats and 720,000 hotel room nights annually.

- **Design District:** The Design District is home to over 300 businesses catering primarily to the design profession. The area is well known as a designer and showroom hub, and is home to furnishing vendors, art galleries, antique shops, and wholesalers and retailers aimed at the national interior design market. Because of the area's proximity to Downtown and potential connectivity to surrounding amenities, the area is also becoming a magnet for residential interests. Being within a Tax Increment Financing (TIF) district enhances the potential of this already vibrant area.

Figure 5 - Well established neighborhoods are found both within and at the boundaries of the study area.

- **Trinity River Park:** The Trinity River floodplain area in central Dallas is being transformed into a premier recreational area expected to draw in residents, as well as be a regional attraction. The park is expected to include an equestrian center for horseback riding; kayaking, rafting and other water activities; sports fields for soccer and football; among other recreational opportunities. The park and these activities are all planned to be connected as a part of the City's trail system. In addition to complementing the park system, the Trinity will serve as flood control, protecting Dallas neighborhoods, and as a nature preserve.

- **Trails and Connectivity:** Two specific new trail connections are currently being planned – from the Katy Trail to the Meanders and from the Meanders through the Design District into the Trinity. These additions will create a contiguous trailway connecting the Trinity River and the Study Area to the popular Katy Trail. Additional opportunities exist to expand trail connectivity by using the DART line areas and to connect the Katy Trail through the Victory area to the West End and Downtown.

- **Area Hotels:** There are about 25 major hotels with more than 4,000 rooms within the study area boundaries. The largest hotels are generally located near the Market Center area. These include the Hilton Anatole with 1,606 rooms, the Renaissance Hotel with 518 rooms and 30 suites, the Marriott Suites at Market Center with 266 suites, and the Sheraton Suites with 251 suites. There are also several hotels near Love field both inside and outside the study area.

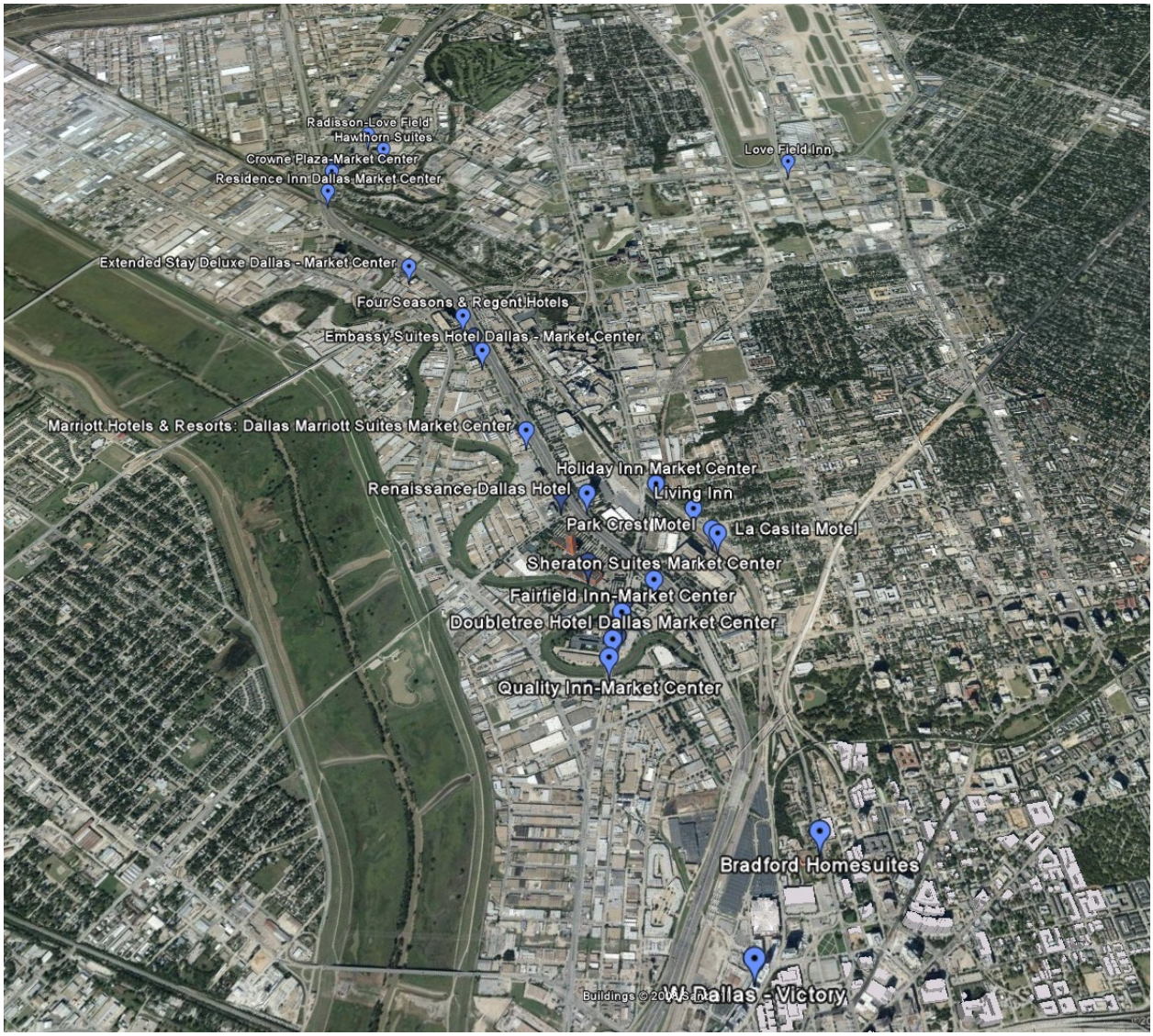


Figure 6 - Study Area Hotels and Motels. There are over 25 hotels and motels in the study area with over 4,000 rooms.

Key Challenges

There are several challenges to overcome to reach the desired consensus vision. The following list describes some of the more challenging obstacles in the area.

- **Infrastructure:** Growth and redevelopment in the area may require infrastructure investment to allow for greater development intensity and changes in land use. This includes investments in roads as well as water and wastewater. Additionally, it will be important to consider mitigation of run-off created by new development as well as aged and over-capacity water and sewer infrastructure.

- **Existing Zoning:** Significant portions of the area are under industrial zoning that may not be compatible with future opportunities for growth and development. Appropriate zoning would allow new uses to develop in areas where they are currently not allowed, and facilitate the anticipated increase in residential growth.

- **Ageing Multifamily Housing:** While many of the study area multifamily units have been remodeled, most multifamily structures were built during the 1970's and 1980's. Some multifamily structures within the study area are showing signs of age. These structures generally represent the area's more affordable housing option but as they age they will require replacement or substantial reinvestment.

Figure 7 - Aging multifamily housing in the study area.

- **Limited Undeveloped Land:** The study area contains approximately 160 acres of vacant land. While in aggregate this number may appear impressive, this land represents only 4 percent of the study area land. Moreover, it is generally dispersed throughout the study area in relatively small, difficult to develop parcels. Most of the development opportunities within the study areas will be through re-development, which by its nature is typically more challenging and costly than new development.

- **Area flooding:** While systemic flooding is not an issue in the study area, there are spot problem areas which have had flooding incidents. As development increases the amount of impervious cover in the area, run-off and storm water management will become more important.

Figure 8 - Improvements to flood-control infrastructure and may be necessary to mitigate increases in storm-water runoff.

- **Stemmons Freeway:** While the Stemmons Freeway is a major regional connector, allowing easy access into the Study Area, it is also a barrier. There are few access points connecting the east and west sides of the freeway. Moreover, the width of the Stemmons Freeway poses a constraint on pedestrian access, limiting the development of walkable areas envisioned for both sides of the freeway. Connectors such as trails, bikeways, and enhanced pedestrian ways face significant design challenges to manage this crossing.

Figure 9 - Stemmons Freeway as seen from Downtown

- **Streetscapes:** As the area grows, creating a walkable environment through appealing streetscapes will become increasingly important in order to promote alternative modes of transportation. One constraint to creating vibrant walkable areas is visual clutter and sidewalk obstacles created by utility transmission poles and lines .

Figure 10 - Utilities and the Pedestrian Environment. Utility transmission lines and poles in the right-of-way can hinder a quality pedestrian environment.

Existing Plans

Trinity River Corridor Comprehensive Land Use Plan

Adopted in March of 2005, the Trinity River Corridor plan includes almost 70 square miles of territory in the center of Dallas. The Trinity River Land Use Plan covers most of the Stemmons Corridor – Southwestern Medical District Area Plan Area starting eastward from the river. It identifies the majority of this area as being within the "Big Three" area – the existing Medical, Market Center and Victory development sub-areas. The plan also includes the area identified as the "North Bank" – an area adjacent and east of the Trinity River.

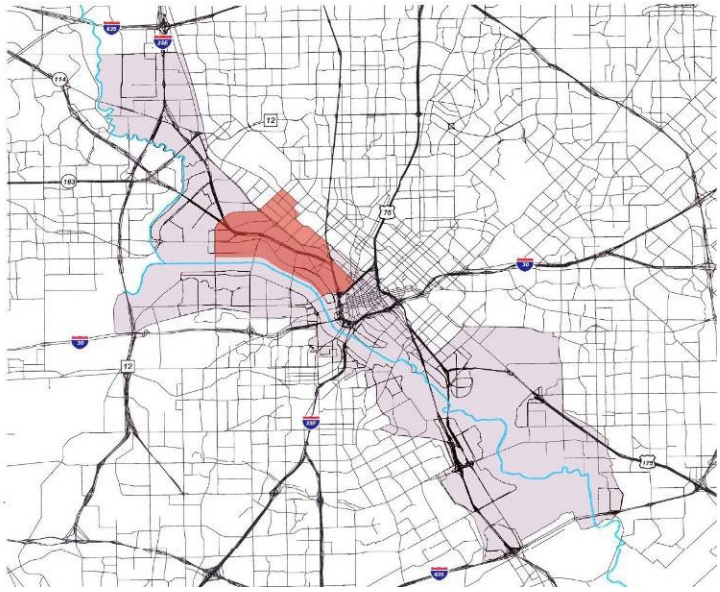


Figure 11 - Comparison of the Trinity River Comprehensive Land Use Plan area and the Stemmons Corridor – Southwestern Medical District Plan Area (latter shown in darker red)

The plan is an important tool in decisions affecting the length of the Trinity River corridor with a broad vision describing its future character. The plan includes study sub-areas and detailed prototype site plans for smaller parts of the corridor. These detailed plan areas within the Stemmons Corridor – Southwestern Medical District Area Plan area include the Commonwealth Trinity Parkway area, the Old Trinity Industrial Area, and the Oak Lawn Center Prototype Site. Concepts from these site plans are included in the vision of this plan. Currently the Trinity River Corridor Plan is in a phased implementation and zoning changes have been initiated adjacent to the Stemmons Corridor – Southwestern Medical District Area Plan area.

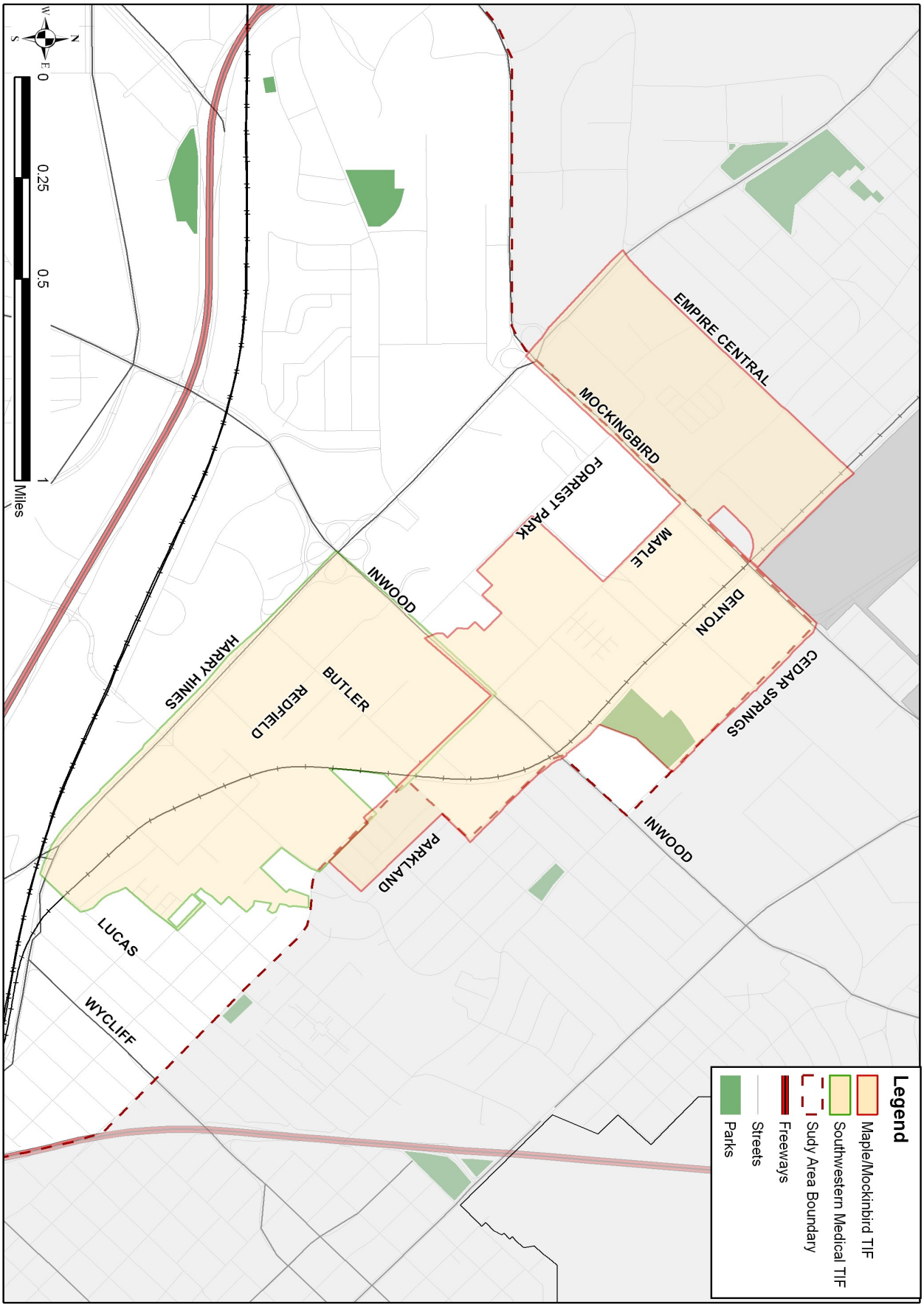
Tax Increment Financing District Plans and Public Improvement Districts

A tax increment financing (TIF) district is a useful tool to attract and spur private development by funding infrastructure and other public improvements in an area. Within the Study area the Maple/Mockingbird TIF, Southwest Medical TIF and the Design District TIF districts each generate a pool of funding through taxes over the base level set when the TIF districts were created. Plans for these areas assist financing of public infrastructure such as streets, parks or sewer lines. These plans, as well as current efforts to further enhance the vision for these areas through design guidelines have informed this plan. Currently the Southwest Medical TIF is integrating design standards to create a cohesive urban environment within the district. Map 1.02 and 1.03 on the following pages show the Maple/Mockinbgird TIF, the Southwestern Medical TIF District and the Design District TIF. A Public Improvement District is a special assessment area created at the request of the property owners in the district. These owners pay a supplemental assessment with their taxes, which the PID uses for services above and beyond existing City services. Map 1.03 shows the Oak Lawn-Hi Line PID.

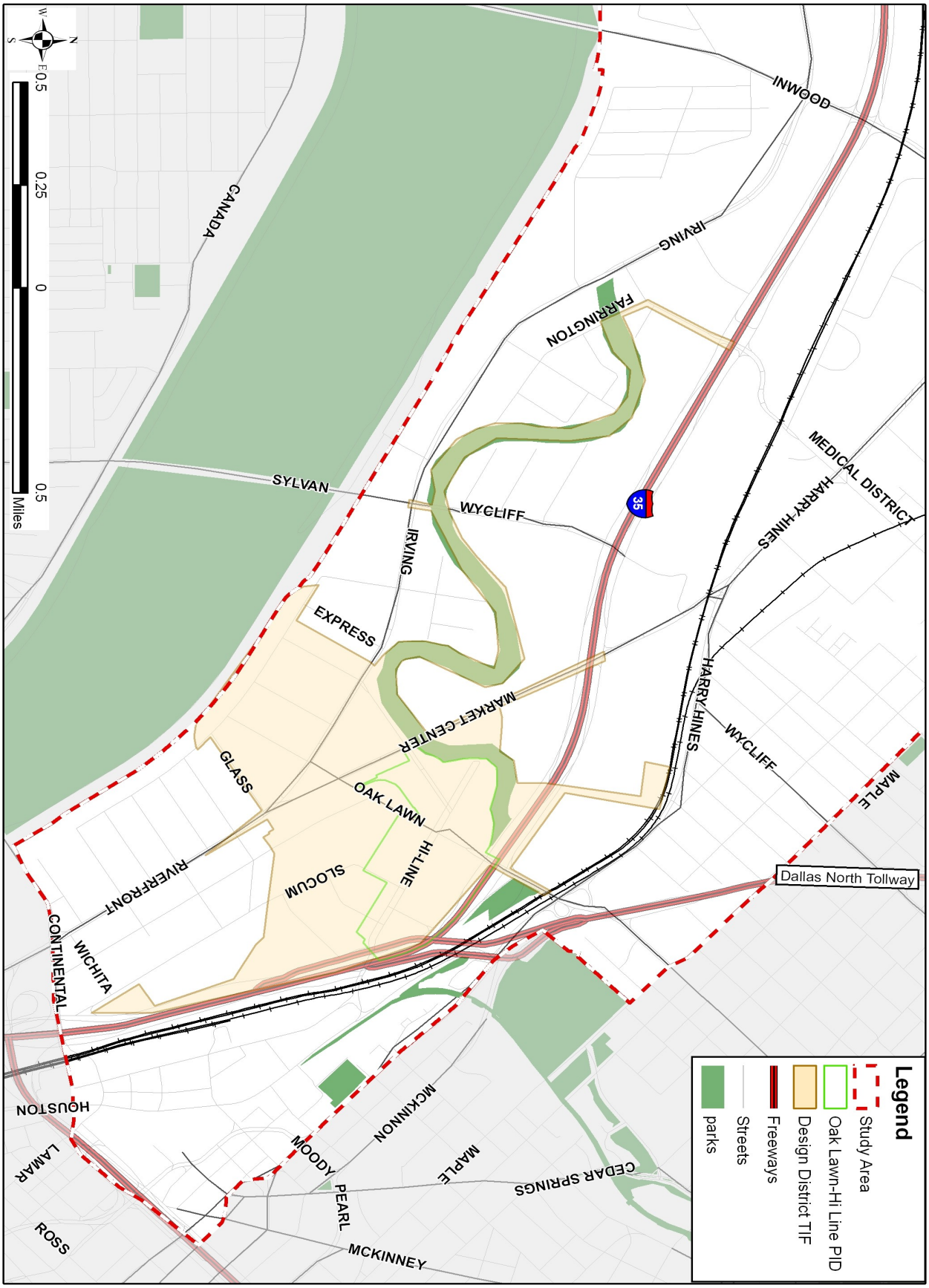
Medical District Plans

In addition to individual planning efforts, The Southwestern Medical District has various area-wide planning projects completed and underway. These include the "Southwestern Medical District: A Vision for Tomorrow", completed in January, 2009; and a transportation and connectivity study begun in October.

Map 1.02: Maple/Mockingbird and Southwestern Medical Tax Increment Financing (TIF) Districts



Map 1.03: Design District Tax Increment Financing (TIF) District and the Oak Lawn-Hi Line PID



Demographics and Housing Characteristics

A relatively small but growing and diverse population lives within the Stemmons Corridor – Southwestern Medical District Area Plan area. The following section presents data from sources such as the U.S. Bureau of the Census and the North Central Texas Council of Governments (NCTCOG) to better understand who the area residents are, and to anticipate their needs as the area changes.

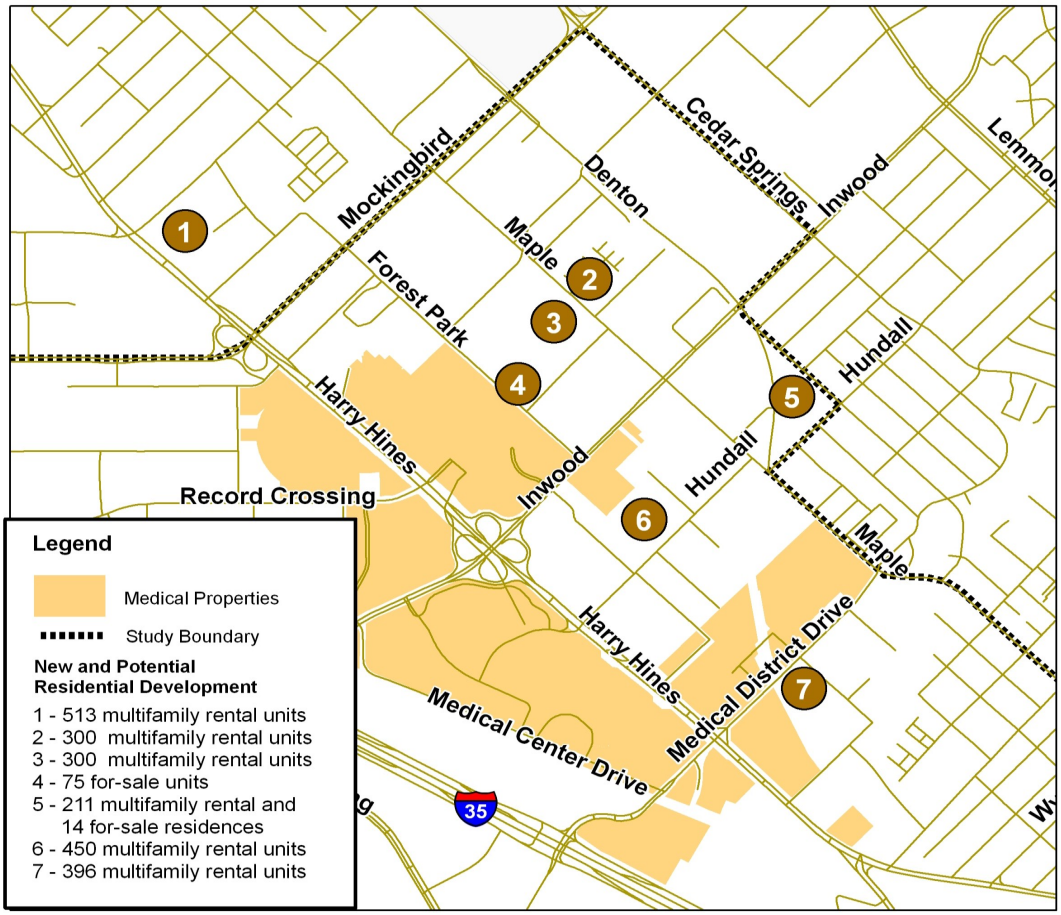
The US Census reported that the study area in 2000 was home to 7,456 persons. City development data, along with data from the North Central Council of Governments (NCTCOG), estimated a population of 14,220 persons in 2005. There is an emerging trend of multifamily and mixed-use residential projects in the area that is bringing new residents, particularly in proximity to the medical area. Map 1.04 shows the location of potential major projects in that area.

Chart 1.01: Study Area Demographics

	Study Area Census 2000	Study Area estimate 2005
Population	7,456	14,220
Households	2,027	3,866
Families	1,179	NA

Source: US Bureau of the Census SF1 (2000), City of Dallas (2005)

Map 1.04: Medical District Area Potential Residential Development

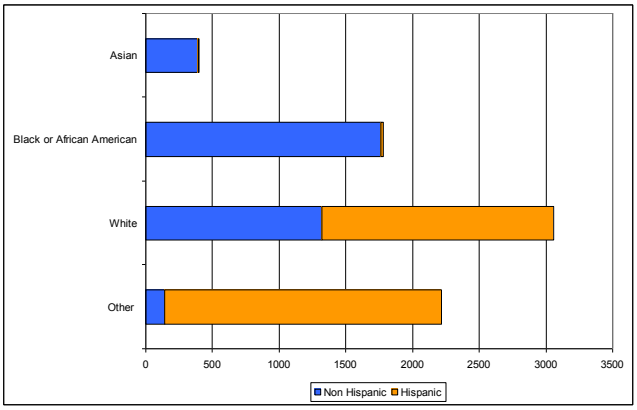


The US Census Bureau data on race shows the study area to have a racially and ethnically diverse population. According to the 2000 Census, 41 percent of residents were White, 24 percent were Black or African American, over 5 percent were Asian, and over 25 percent identified themselves as "Other". In terms of ethnicity, over half of the population within the study area reported being of Hispanic or Latino origin. Over 50 percent of Hispanics identified themselves racially as "Other".

In 2000, there were only 2,027 occupied housing units in the area. Housing "tenure" refers to whether an occupant owns or rents the home in which they reside. At almost 80 percent (1,620 units), the vast majority of homes in the area were rental. Only 20.1 percent of units (407 units) in the study area were owner-occupied. This was far below the City average of about 43 percent. The pattern of owner and rental property location is an important indication of neighborhood stability, housing demand and area perceptions.

The Census will soon release information from the 2010 Census with race, ethnicity, and housing information specific to the study area. Currently data from the 2006—2008 American Community Survey indicate an increase in homeownership rates citywide.

Chart 1.02: Race and Ethnicity



Source: US Bureau of the Census SF1

Chart 1.03: Housing Unit Vacancy and Tenure

Housing Units	Total	Percent
Total housing units	2,247	100.0%
Occupied housing units	2,027	90.2%
Vacant housing units	220	9.8%

Tenure	Total	Percent
Total occupied housing units	2,027	100.0%
owner occupied	407	20.1%
renter occupied housing units	1,620	79.9%

Source: US Bureau of the Census SF1.

Employment Characteristics

According to the North Central Texas Council of Governments (NCTCOG), in 2005 there were approximately 117,150 employees working within the study area. The largest industry sector was education and health services, which includes employees of the Medical District hospitals, clinics and supporting related services. Another strong employment sector is the hotel industry. One reason for the strong demand for hotels is the Market Center and the regular trade shows it hosts.

The Stemmons Corridor – Southwestern Medical District plan area also contains a large amount of the City's built employment centers. While the overall plan area represents just over one and half percent of the City's total land area, it accommodates 6.6 percent of the City's built office space and almost 12 percent of the City's industrial built space.

Because of this concentration of employment centers and because the number of persons employed within the study area is significantly greater than the estimated number of residents, there is a large daytime commuter population. This represents an opportunity to link housing with employment.

Chart 1.04: Employment by Industry

Employment Sector	Percent of Employees
Education and Health Services	40.2%
Professional / Business Services	16.1%
Trade, Transportation, Utilities	15.0%
Leisure and Hospitality	6.7%
Manufacturing	6.0%
Resource Extraction, Construction	5.8%
Financial Services	5.2%
Information Services	3.0%
Other Services	1.7%
Government	0.3%
Total	***100%***

*Source: Local Employment Dynamics (LED) - U.S. Census Bureau & Texas Workforce Commission's Labor Market and Career Information Department (TLMI)**

Chart 1.05: Existing Employment Centers (millions of square feet)

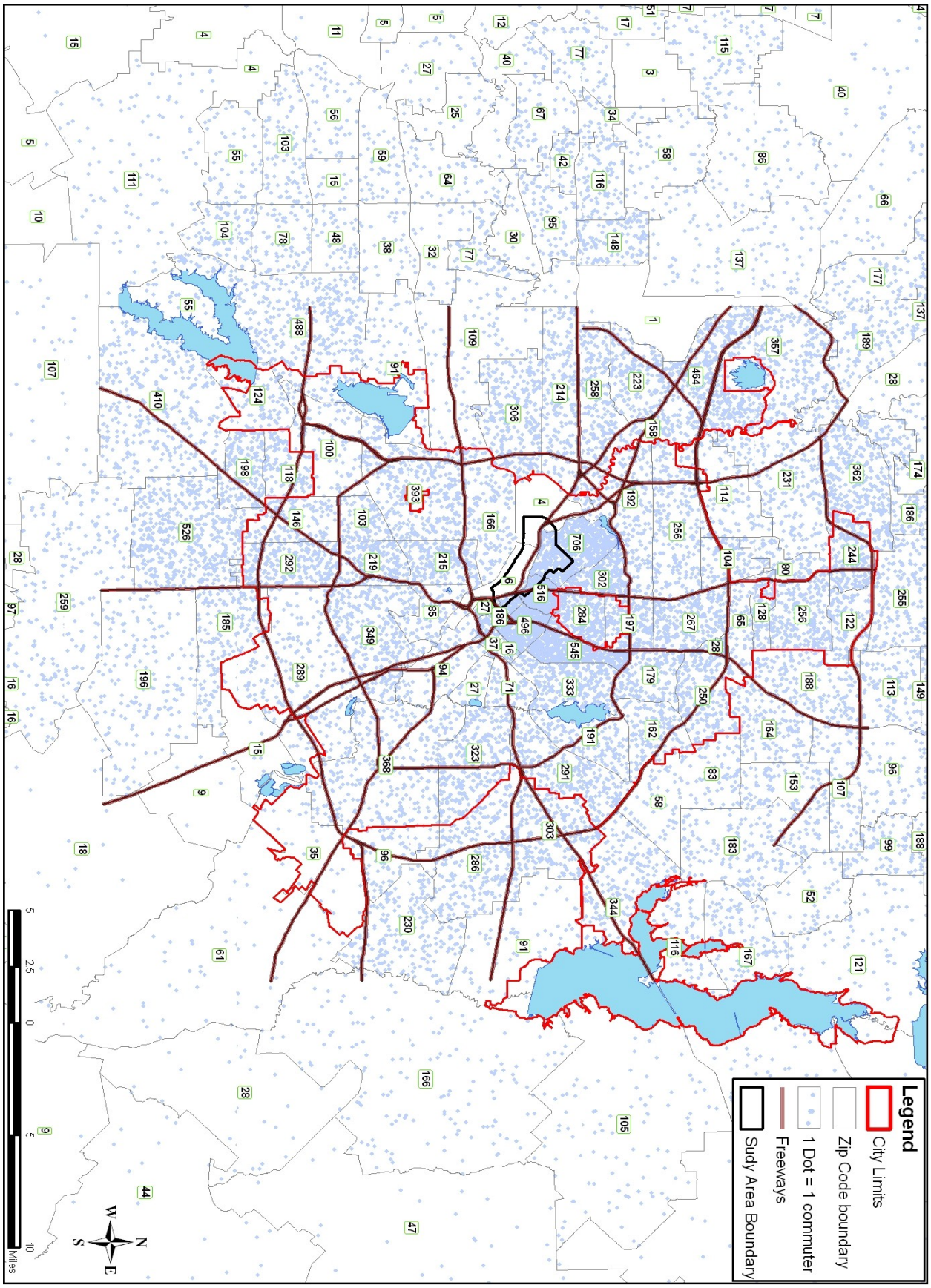
	Citywide Inventory	Plan Area Inventory	Percent
Office	124.3 M	8.2 M	6.6%
Retail	53.2 M	0.5 M	0.9%
Industrial	198.2 M	23.4 M	11.8%

Source: Office of Economic Development, 2007, CoStar data

The US Census Bureau indicated that in 2000 almost 82 percent of area residents 16 years or over drove to work, and almost 60 percent drove there alone. Citywide, just over 70 percent of workers commuters drove alone. Because the Stemmons Corridor – Southwestern Medical District Plan area is an employment center, the commute patterns of those who work in the area are particularly important. Map 1.05, on the following page, shows the commuting patterns of employees of Children's Hospital and UT Southwestern Medical Center in 2008. Just over 6 percent of employees of Children's Medical and UT Southwestern Medical lived within zip codes in and adjacent to the study area. Almost 94 percent of employees lived outside of the immediate area. As the study area changes, such as through the addition of more residential and mixed-use opportunities and the opening of DART's Green Line stations in the area, commuting patterns will change, as will parking needs, circulation patterns, and the demands on transportation systems.

* *Data complied by Research and Information Division, Office of Economic Development from http://vrdc.ciser.cornell.edu/onthemap/data/v4/20100128/tx/ The unit of analysis is the 2000 Census Block Group. For block groups not entirely within the study area boundaries, a ratio of the block group's employment within the study area to the entire block group's employment for each Industrial Supersector was applied using D&B vocational data.*

Map 1.05: Commuter Patterns by Zip Code: Parkland, Children's and UT Southwestern Medical



Existing Development Patterns

This section provides an evaluation of the existing land use and development patterns in the Stemmons Corridor – Southwestern Medical District Area Plan area. The purpose is to assess existing development patterns as they relate to the future vision for the area. Along with existing demographic data, zoning and land use information is a powerful resource to develop strategies for future development.

Existing Land Uses

Map 1.06 on page 20 provides a graphic illustration of the generalized land use patterns within the study area. It is important to note several landuse patterns exist within the area. Notable development patterns revealed by the landuse map are:

- Warehouse / Industrial District: The western portion of the study area along the Trinity River is occupied predominantly by industrial and warehouse uses. This area, generally west of the Stemmons Freeway and along the Trinity Meanders can be divided into two sections. The first section is located north and west of Inwood Road. It is characterized by generally larger properties with a predominance of warehouses. The section south of Inwood is home to a wider range of lot sizes and building sizes, and while mainly industrial, a broader range of uses, including retail can be found. In addition to these two major warehouse / industrial concentrations, there are numerous scattered warehouse and industrial sites and areas zoned for these uses, located within the Medical District

- Office Clusters: Several office areas are present in the district as can be seen on the map. Three particular concentrations include the landmark-style offices along the Stemmons Corridor, the medical offices along Harry Hines between Mockingbird land and Wycliff, and the general office cluster at Brookview Drive and Riverbend Drive.

- Medical Uses: The Southwestern Medical District contains several large medical institutions and numerous supporting medical facilities. Centered along Harry Hines Boulevard, these facilities include:

    - Parkland Hospital is the busiest maternity hospital in the US where 16,489 babies were born in FY 2006. It is the primary teaching hospital for The University of Texas Southwestern Medical Center. In fiscal year 2006 Parkland Hospital had 968 beds, admitted 42,682 patients and saw over 870,000 clinic and health center visits. Planning is well underway for the new Parkland Hospital will be sited on the east side of Harry Hines boulevard. The modern facility will be able to easily handle this large volume of patients.

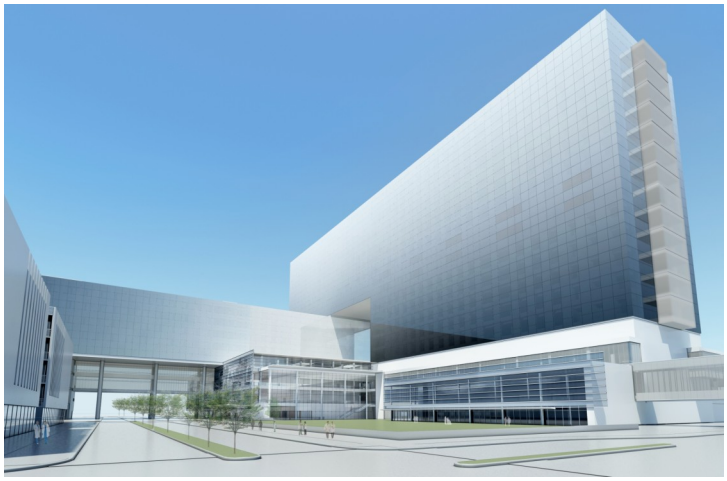


Figure 12 - Rendering of the future Parkland Hospital.

- UT Southwestern University Hospital - St. Paul, located on Harry Hines Blvd. north of Inwood Drive, operates 271 staffed beds with specialties in cardiology, emergency medicine, internal medicine, general surgery, obstetrics/gynecology and orthopedics.
- Children's Medical Center is one of the largest pediatric healthcare providers in the nation with 411 licensed beds and more than 50 subspecialty programs, and is the only hospital designated as a Level I trauma center for pediatrics in the Southwest. The center occupies several buildings in the study area including the Chase Bank Building on Harry Hines Boulevard and the Office of Development on Stemmons Freeway. The main campus building located on Medical Center Drive is licensed for over 400 beds. In 2007 Children's Medical had almost 239,000 clinic visits, had almost 16,500 admissions, and performed 9,697 day surgeries.
- University Hospital - Zale Lipshy is a 144-bed facility located on the South Campus adjacent to Parkland Hospital. Faculty physicians provide diagnostic neurological services and treatments, including stroke patient care, as well as ophthalmology, oral surgery, psychiatric and other services.
- UT Dallas Callier Center for Communication Disorders, located on a 5.5 acre campus on Inwood Road, Callier is a component of the UTD School of Behavioral and Brain Sciences. It is the only area agency dedicated to human communication and communication disorders, with clinical programs in audiology, psychology, and speech-language pathology.
- Texas Woman's University, located on Medical Center Drive south of Inwood Drive, has the largest doctoral nursing program in the country and the fifth largest College of Nursing in the country. The University had an enrollment of over 12,000 students in the fall of 2007. Health Science Majors make up 42 percent of the student body. The University broke ground on a new $55.5 million Health Science center in 2009 and will open in 2011.

- Entertainment and Mixed-Use: The southeastern-most portion of the study area (bounded by I-35 to the west, Harry Hines to the east, and Continental Street and the Woodall Rogers expressway to the south) contains a mix of uses. It is home to the American Airlines Center, Victory Plaza, and the W Hotel. Current and planned development in the area includes the Mandarin Hotel, the Granite Properties and Gables Residential towers at Akard Street and McKinney Avenue, and the Future Museum of Science and Nature adjacent to the Woodall Rodgers Freeway south of Field Street.

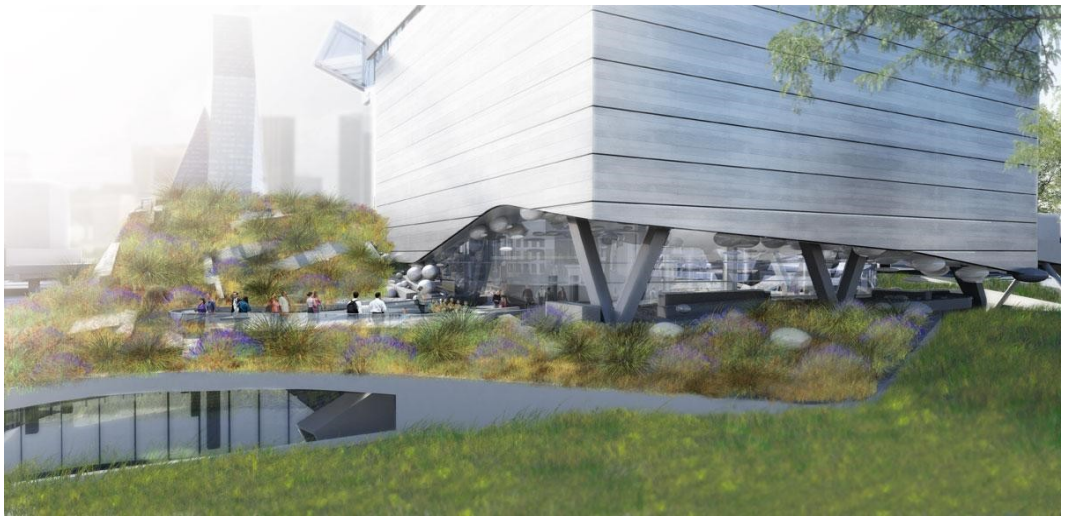


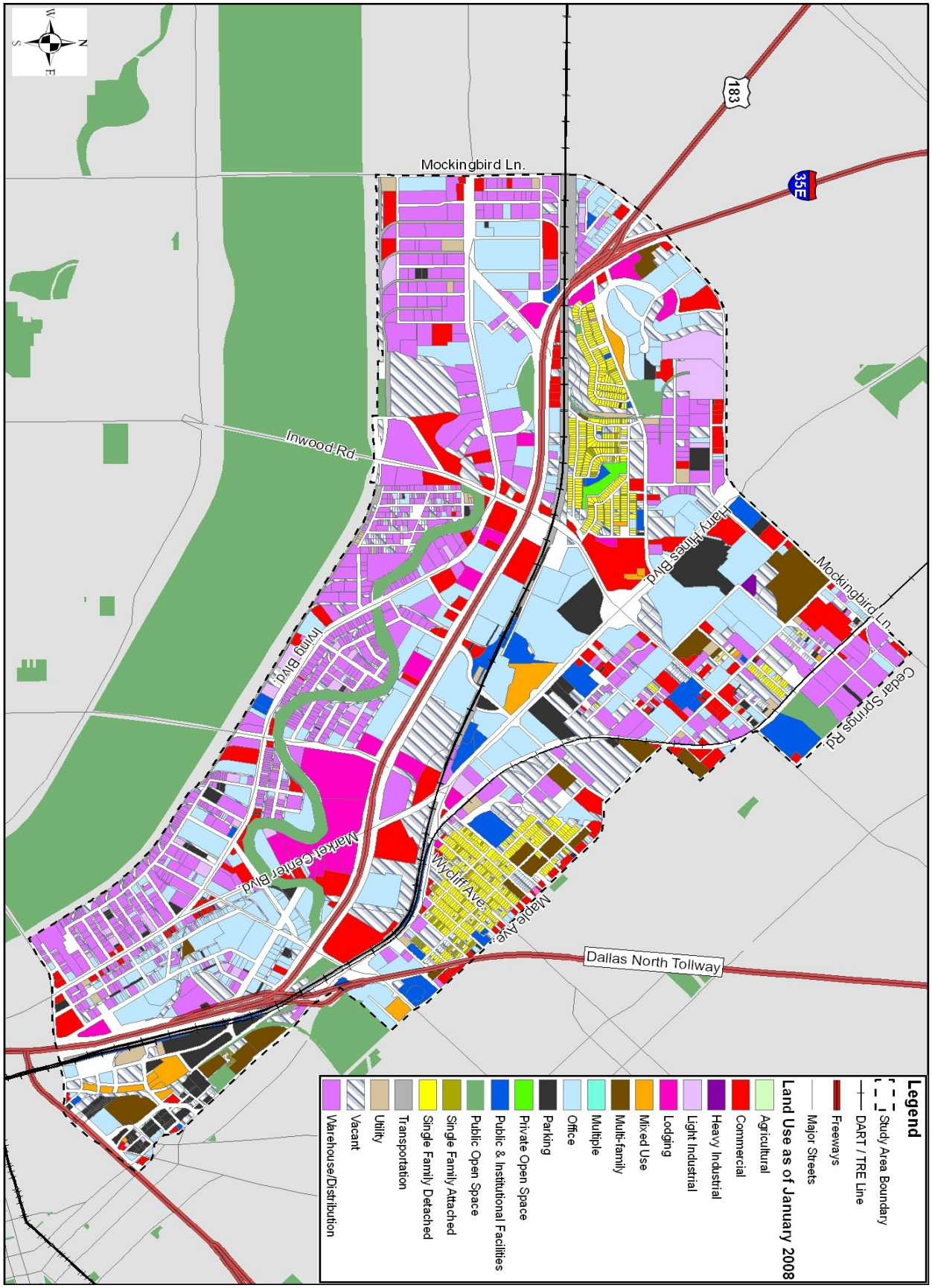
Figure 13 - Rendering of the future Museum of Science and Nature.

- Single-family Residential Areas: While the study area contains several smaller clusters of single-family homes, there are two large single-family residential neighborhoods; Arlington Park, and the area known as "Little Mexico". Arlington Park is bounded by Record Crossing Drive to the north, Harry Hines and Inwood Boulevards to the east, and Stemmons Freeway to the south and west. This historically African-American neighborhood was built during the late 1940's and early 1950's by developer Ross W. Smith. Arlington Park is located in planned development district 465 which separates areas for single-family homes from adjacent institutional or office uses. "Little Mexico" is generally located east of Harry Hines Boulevard and south of Cedar Branch Creek. This neighborhood is in the Oak Lawn Planned Development (PD 193). The historically Latino neighborhood developed northward from what is now Uptown during the 1920's.

- Commercial Corridors: The majority of the highways and major arterials within the study area are commercial corridors. They differ however in character. Stemmons freeway is home to many large office uses and hotels and Irving / Riverfront Boulevard has many warehouse and distribution uses. Harry Hines Boulevard changes character within the study area. It connects areas of large medical and medical office uses, large-scale civic and commercial uses, smaller-scale retail, office, and multifamily development. West Mockingbird Lane is another major commercial corridor with multiple uses and areas. Adjacent to Stemmons Freeway, Mockingbird Lane has numerous office uses. As Mockingbird Lane progresses eastward toward Harry Hines Boulevard it runs through a mix of low-intensity office and strip-center retail uses. To the east of Harry Hines Boulevard, Mockingbird Lane has a few auto-oriented uses and backs or sides onto several large office uses, as well as the multifamily development at Maple Avenue.

Retail Areas: The study area contains a limited number of well-defined retail areas. One area of concentration is along the eastern edge of the study area on Maple Avenue, in particular south of Medical District Drive (Motor Street). The intersection of Inwood Drive and Maple Avenue also constitutes a significant retail intersection with the Maplewood strip commercial center. In close proximity is the retail triangle formed by Denton Cutoff, Hundall Street, and Denton Drive. Another concentration of retail activity is located on both the east and west sides of Stemmons Freeway at Inwood Drive. Additionally, Mockingbird Lane east of Harry Hines Avenue has a concentration of retail uses, particularly at Mockingbird Center.

Map 1.06: Study Area Landuse Map



Existing Zoning Patterns

Zoning regulates the uses permissible and the maximum physical dimensions a new building may have, through limits on set-back and height. A variety of zoning districts and regulations exist in the Stemmons Plan Area. Map 1.07 on page 23 graphically depicts these areas and the area covered by each zoning category within the Study Area.

- **"IR" Zoning:** The map shows that one of the most common zoning categories found in the study area is "IR" zoning, which accounts for almost a third of the study area. The "IR" zoning category is typically reserved for industrial uses and does not permit residential or mixed-use style development. As can be seen from the map, the "IR" zoned land is concentrated in northeast and northwest portions of the study area. This distribution matches, for the most part, the warehouse uses near the Trinity River, shown on the land use map (map 1.06), although this is not the case in the northeastern part of the study area. In this area, while there are many warehouses and "heavy Industry" uses, there are also many office, residential, institutional, and retail sites – a broad mix of uses.

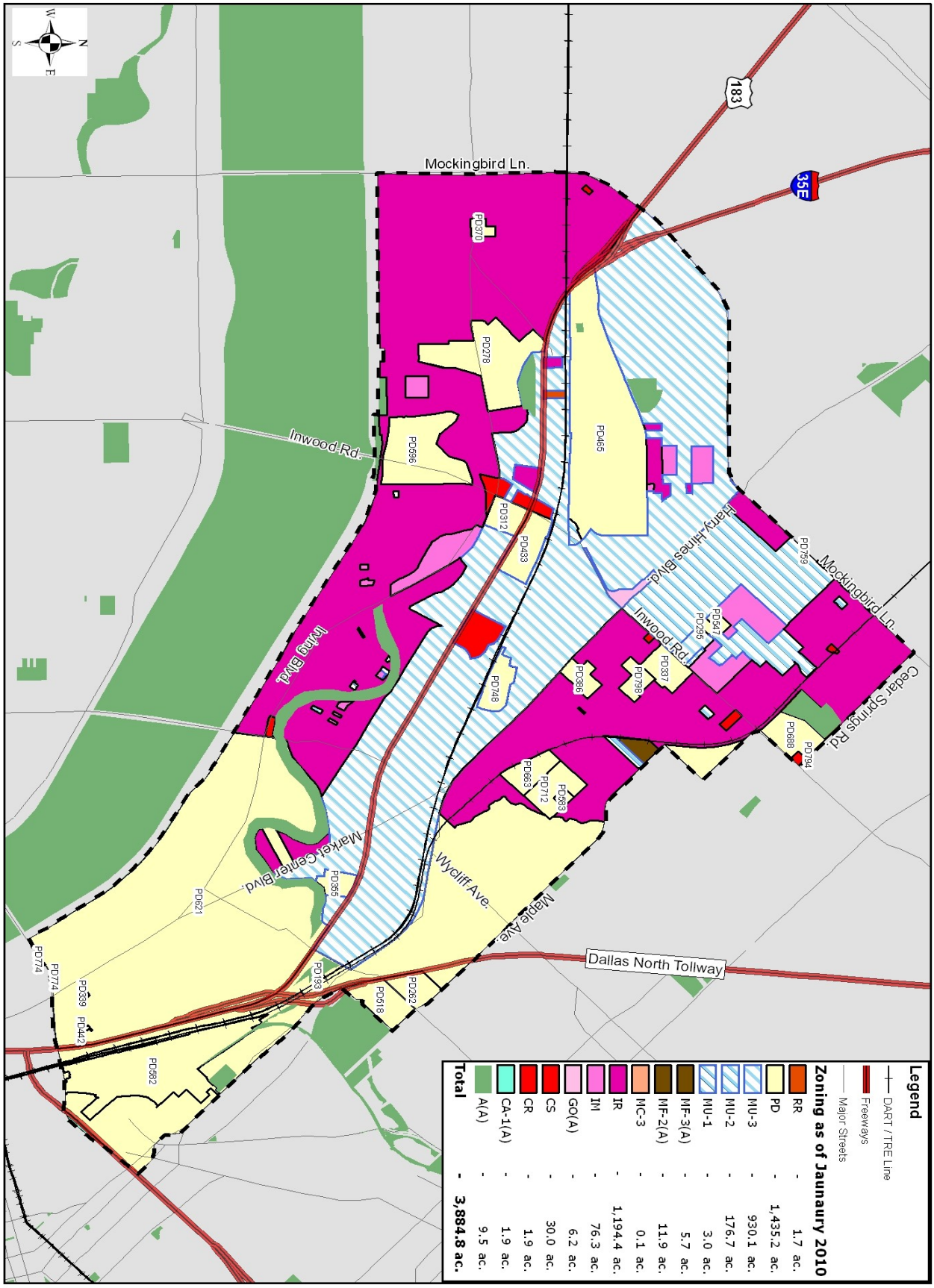
Figure 14 - Warehousing, such as that near the Trinity River levee are a common use within the IR zoning category.

- **"PD" Zoning**: Planned Developments are unique zoning districts with specific regulations tailored to the conditions in the area. The study area is home to 23 Planned Development Districts, many of which extend outside of the study boundaries. This zoning category accounts for 37 percent of the study area. Below is a description of the two largest Planned Developments in the Study Area.
    - PD-621, also known as the Old Trinity and Design District PD is the largest PD within the study area, covering over three quarters of a square mile. In general, this PD encourages residential, retail, office, and lodging uses in compatible combinations within walking distance of DART light-rail stations, while retaining the potential for limited industrial and warehouse uses. Currently, warehouse and industrial uses occupy the majority of sites within this Planned Development.
    - *PD-193*, also known as the Oak Lawn PD, is to the east of the Study Area. It occupies approximately three-fifths of a square mile within the Study Area. The Oak Lawn PD was created in 1985 to promote a quality urban environment while remaining sensitive to adjacent existing residential neighborhoods. The PD regulations are designed to "…use existing zoned development densities as a base from which to plan, while providing bonuses to encourage residential development in commercial areas." The largest contiguous portion of the Oak Lawn district within the Study Area is residential in character.

- **"MU" Zoning**: The Study Area contains almost one and three-quarter square miles of the Mixed Use (MU) zoning category. The majority is in the highest intensity "MU-3" category, generally located west of Harry Hines Boulevard. The lower intensity "MU-2" category is generally concentrated to the northeast of the Harry Hines Boulevard and Inwood Drive intersection. This includes the Southwestern Medical Center, the 282-unit Southwestern Medical Park Apartments, some office buildings and structured parking facilities. The Forest Park Apartments, while also in this vicinity, are situated in the MU-3 zoning district. The MU zoning category allows for a variety of uses. While some areas zoned for MU have achieved this mix of uses, most are (such as the Forest Park Apartments pictured below) single-use sites.

Figure 15 - The Forest Park Apartments located on Forest Park Road south of Stutz Drive are within the MU-3 zoning category.

Map 1.07: Study Area Zoning



Area Circulation

Existing Road Network

The Southwest Medical / Stemmons area has an extensive roadway network with more than 180 different streets including an interstate highway, about 20 major arterials, over 150 minor arterials, and about 20 private roads. This section will describe existing roadway conditions within the Study Area, and existing plans to improve the existing roadway configuration.

Existing Roadway Conditions

The Southwest Medical / Stemmons area has about 80 miles of surface streets maintained and rated by the City of Dallas. Map 1.08 on page 27 shows roadway conditions in 2006. The map shows streets colored using the City of Dallas' five point rating system.

Overall the roadway conditions in the area are good, particularly in predominantly residential areas. There are however some notable exceptions. Many of the roads showing a mix of poor conditions (including failed) in the 2006 Conditions Survey map have since or are currently being repaired or replaced. This is the case with the portion of Irving Boulevard south of Inwood Road. Denton Road Cut-off is being repaired along with the DART improvements in the area. Record Crossing Road, located within the Arlington Park neighborhood, was identified on the 2006 bond program for repair.

Current road conditions provide few pedestrian and bicycle amenities. As roads are repaired and reconstructed there is an opportunity to improve their design to accommodate other modes of transportation besides automobiles.

Transportation Improvements

There are several notable transportation system improvements both planned and under construction within the study area. These include the DART light rail Green Line, programmed Bond improvements, Project Pegasus, and Trails Improvements. The 2006 bond issue identified numerous roadway and transportation improvements within the Study Area. Along with roadway improvements identified in the 2006 bond issue, there are several planned roadway projects in the study area. Below is a summary of the major area roadway projects.

DART Light Rail Transit: The DART Green Line expansion is a 28 mile, $1.8 billion project which will connect the heart of the study area with the rest of the city. The first section of the Green Line, the Southeastern Corridor, were inaugurated in September of 2009. The stations located within the study area are scheduled to be open in December, 2010. The new stations are:

- Market Center Station, located at Harry Hines and Vagas will provide east access to the Dallas Market Center and the INFOMART.
- Southwestern Medical District/Parkland Station, located north of Medical District Drive (formerly Motor) and east of Harry Hines will provide easy access to UT Southwestern Medical Center and School, Parkland Hospital, Children's Medical Center, Zale Lipshy Hospital, St. Paul University Hospital, as well as to Cityville and Exchange Park.
- Inwood Station, located south of Inwood Road and Denton Drive will provide station parking and access to Inwood Medical Clinic, Weichsel Park and Cherrywood Park, as well as serve the area's residential development.

2006 Bond Election Projects: The 2006 Bond Election included almost $29 million in roadway and bridge projects in the area. Major projects can be seen on Map 1.09 . One of the largest is the Sylvan bridge project with almost $983,000 dedicated for improvements. Street resurfacing projects had over $3,994,000 earmarked. The most extensive of these projects were Record Crossing Road, from Stemmons Freeway to Harry Hines Blvd, and Slocum Street, from Hi Line Drive to Stemmons Freeway. The 2006 Bond Election also included $250,000 for trail development along the Trinity Strand Trail. Other notable transportation projects in the area include improvements/re-building of Medical District Drive and streetscape and urban design, and sidewalk improvements on Continental Avenue, from Riverfront Boulevard to Stemmons Freeway.

Project Pegasus: This large-scale project includes reconstruction of the Interstate 30 / Interstate 45 interchange on the western edge of downtown Dallas, known as the 'Mixmaster'; the depressed portion of Interstate 30 south of downtown, known as the 'Canyon'; and the portion of Interstate 35E from the Mixmaster to SH 183, also referred to as 'Lower Stemmons'. This last section, which traverses the study area, is awaiting more than $530 million in funding. Project Pegasus funding and schedule remains uncertain at this time.

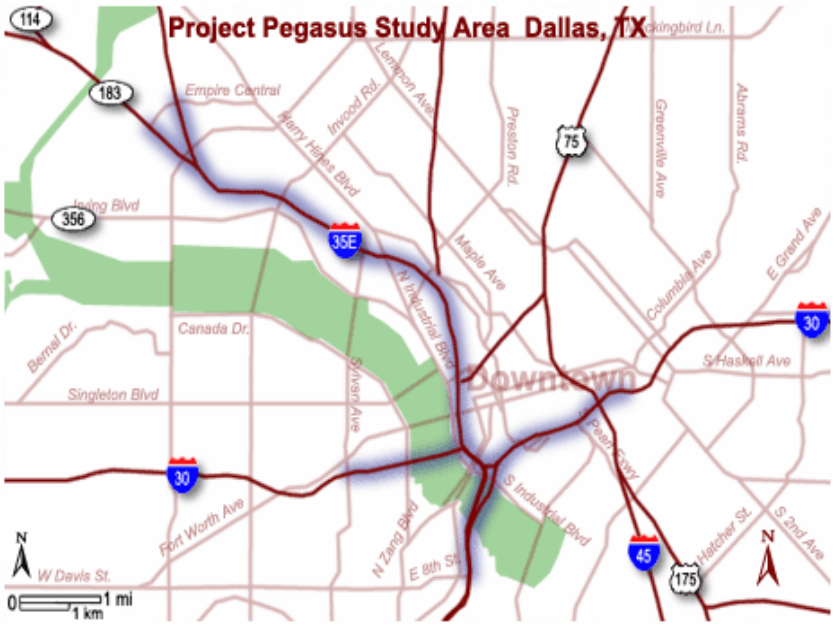


Figure 16 - Project Pegasus Study Area. Parts of the ambitious Project Pegasus have Let Dates as early as March of 2009

Trinity Parkway: The Trinity Parkway lies mostly outside the study area. However, it will impact the area's transportation network dramatically. The Trinity Parkway Corridor Transportation Improvements will be implemented jointly by the Texas Department of Transportation (TxDOT), the North Texas Tollway Authority (NTTA) and the City of Dallas. The Parkway is planned as a 6/4 lane tollway route extending from U.S. 175 in the south to connect with S.H. 183 in the area of IH-35E in the north, running on the inside of the levee closest to downtown. The Parkway is intended to serve as a reliever during construction of the Pegasus Project. The Trinity project also includes gateways into the Trinity River Park from within the study area. Figure 17 on the following page and map 1.10 on page 29, show the proposed connection to the Trinity Parkway from Stemmons and 183 and the major entrances from the Study Area into the Trinity Corridor.

Trails: Map 1.10 on page 29 shows existing trails within the study area as well as the trails identified on the 2006 Bond Program. There are currently less than two miles of existing trails within the area. The map also shows programmed and proposed trails included in the City of Dallas Trail Master Plan. These trails will increase the miles of trail in the area more than ten-fold, increasing pedestrian mobility and activity in the area.

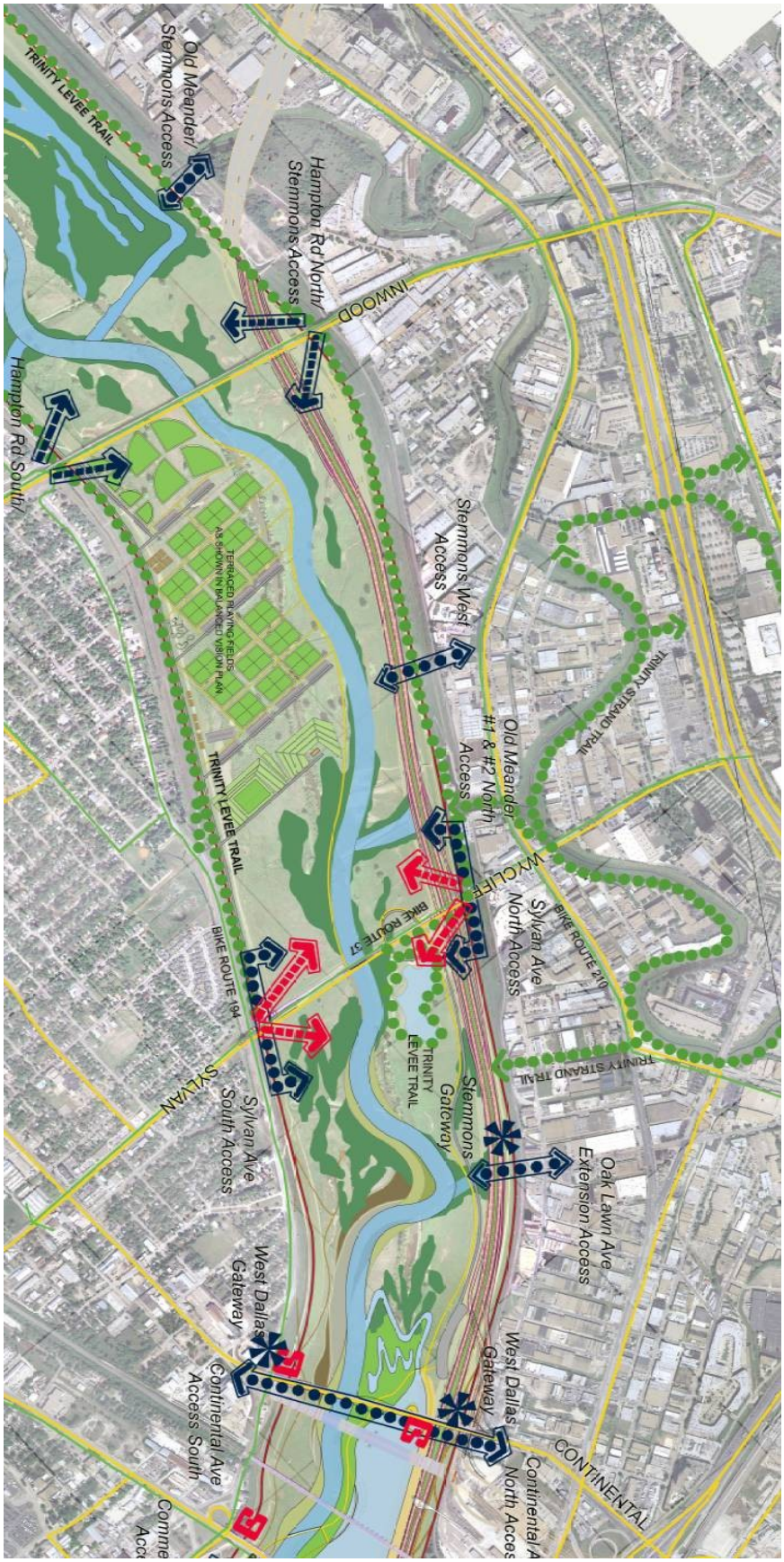
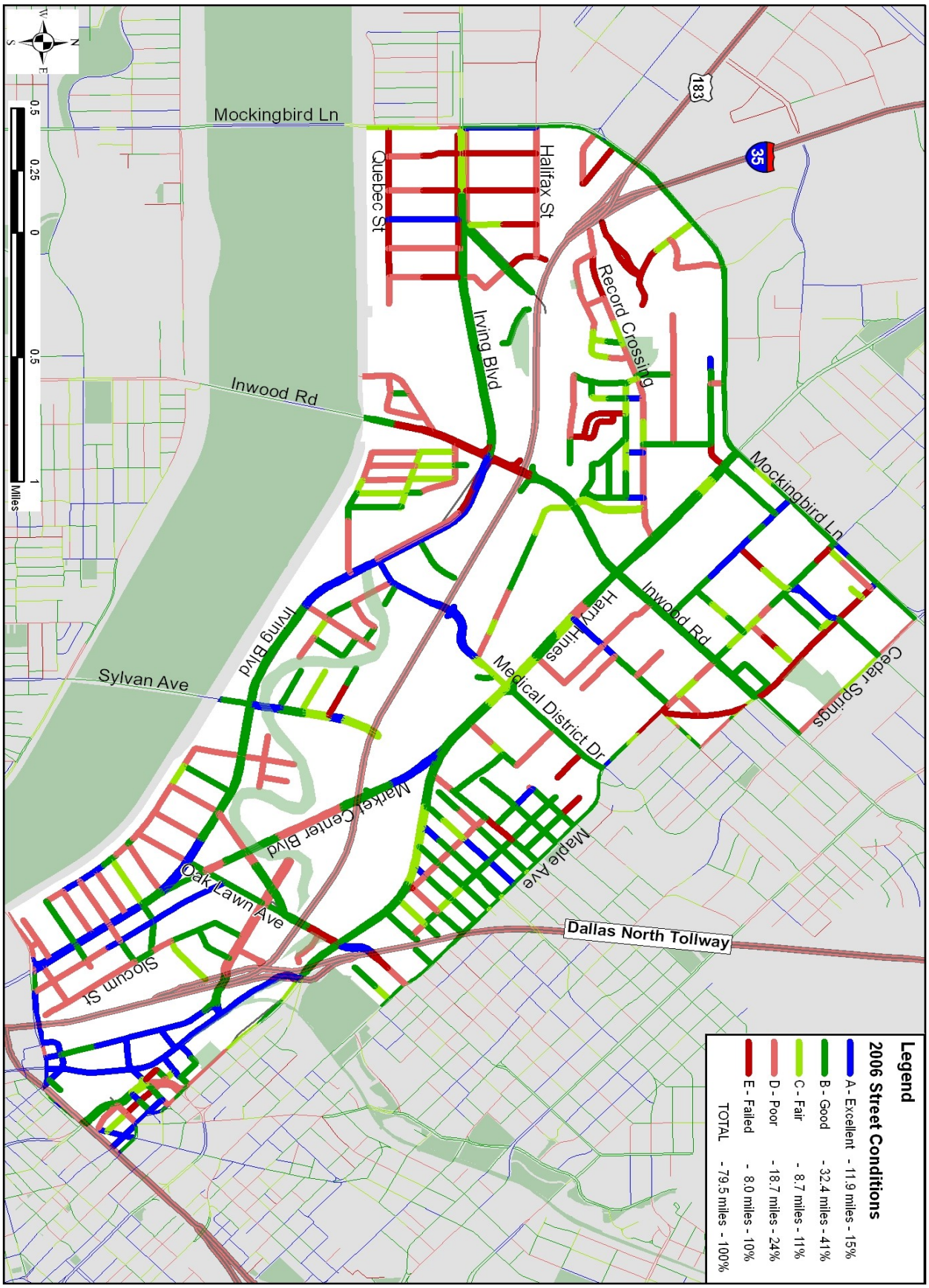
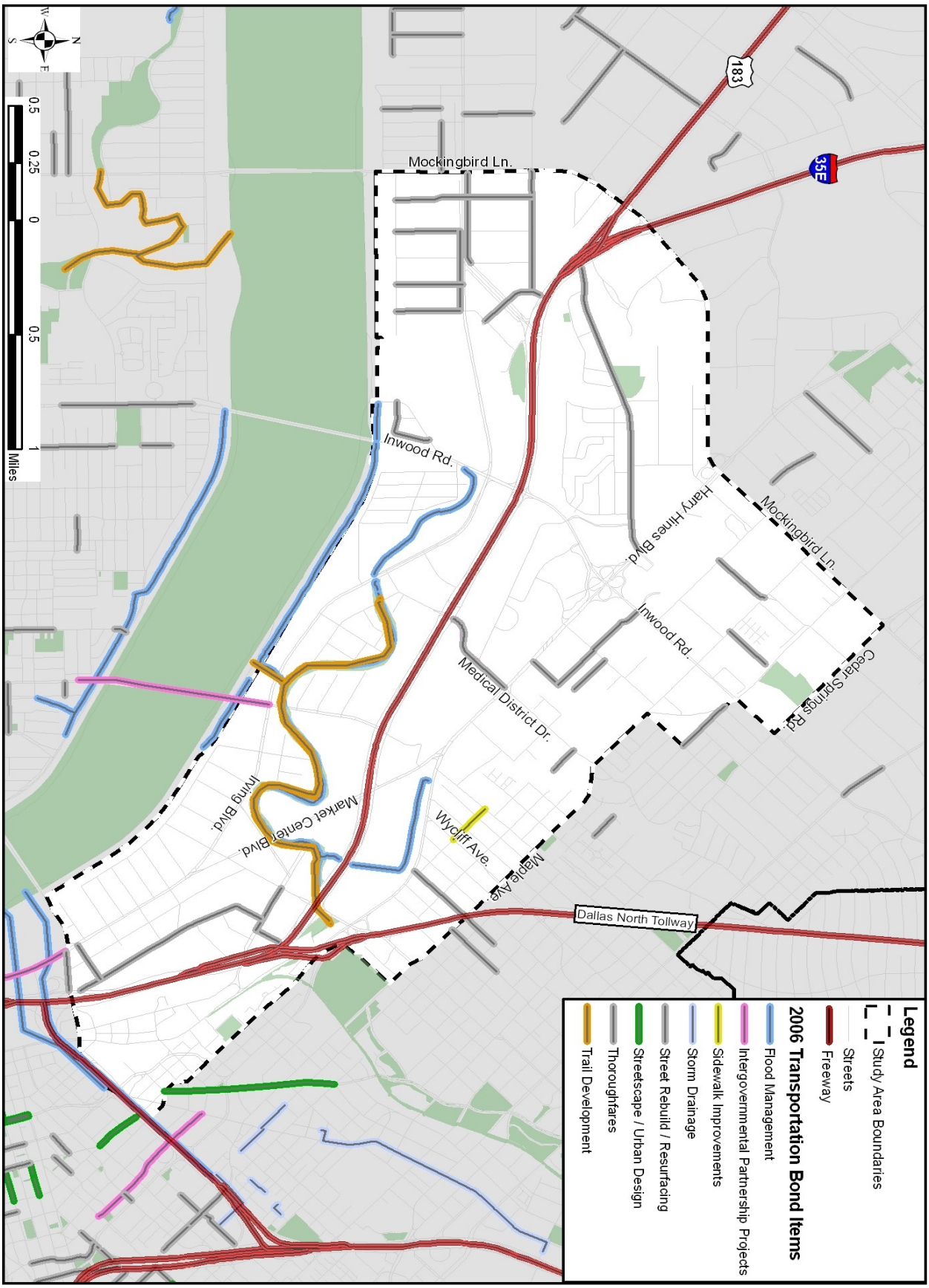


Figure 17 – Major entryways to the Trinity River Park.

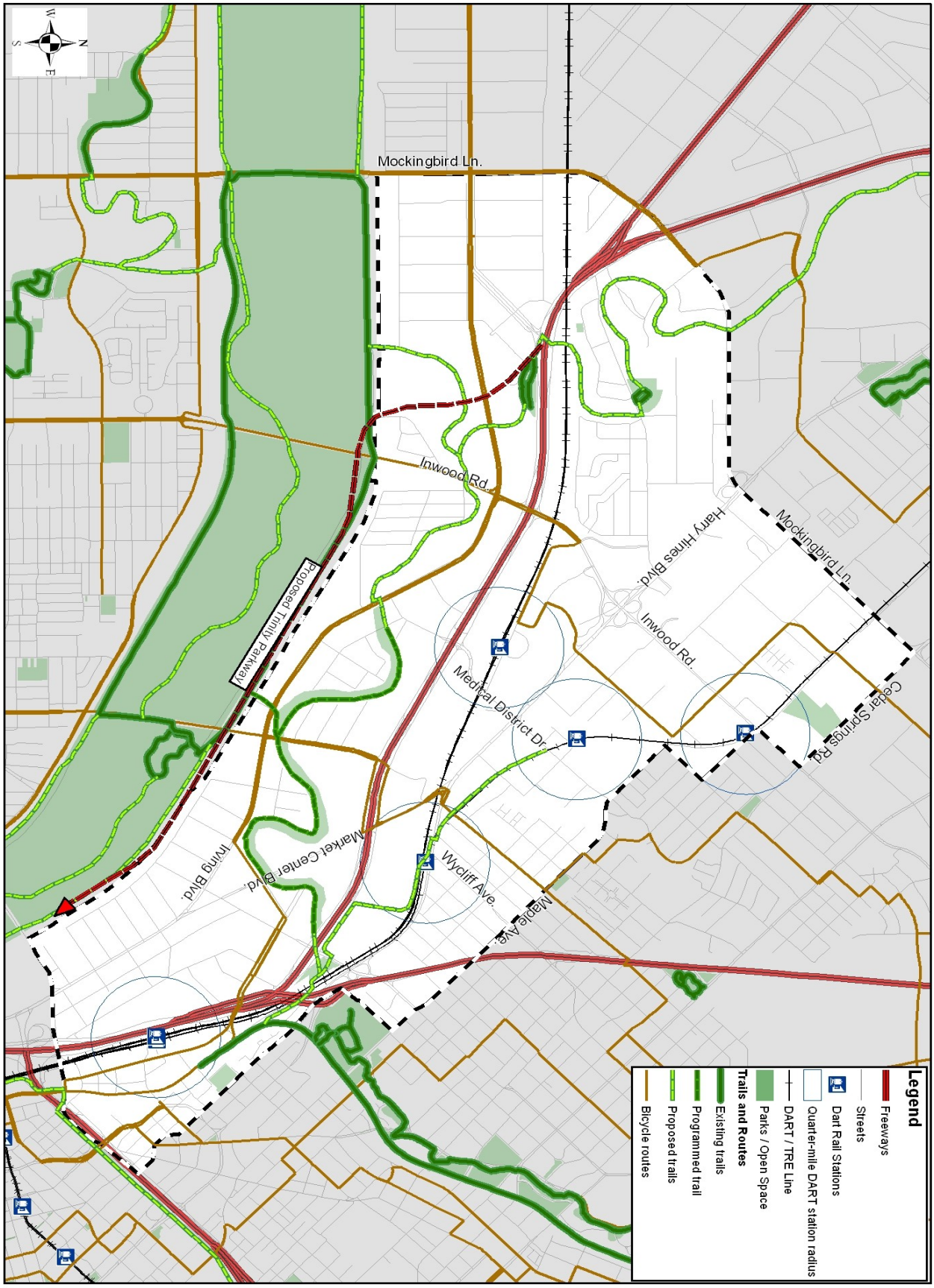
Map 1.08: 2006 Roadway Conditions Survey



Map 1.09: Transportation Items on the 2006 Bond Election within the Study Area



Map 1.10: Study Area Transit and Trails



Open Space

Open space is critical to the health of an area in terms of air quality, recreation, and as natural habitat for urban wildlife. The study area has almost 42 acres of public community, linear, and mini parks, and almost 100 acres of acres of public parks and open space including the Trinity Strand. The western edge of the Study Area benefits from the natural green space provided by the Trinity River area. As can be seen on Map 1.11 on the following page , more than 50 percent of the study area is within a quarter mile of public open space, that is, theoretically within easy walking-distance, of one or more of a public parks or open space. It should be noted that pedestrian and bicycle accessibility to these open spaces is currently limited. As the potential of Trinity Strand and the Trinity River Park is developed, the area will benefit further by having these as active recreational area in addition to their benefit as open space. Figure 17 on page 26 shows the proposed amenities and entryways into the Trinity adjacent to the study area.

In addition to public open space, there are significant areas of private open space in the study area. The existing green areas adjacent to and North and South of the Harry Hines Blvd. and Inwood Rd intersection, for example, serve as important egret rookery locations. The egret is a large bird that has recovered well from over hunting in the beginning of the 20th century but is still vulnerable to the loss of wetlands and other environmental harm to the bird's natural habitat. The presence of this bird, especially in urban areas can be a welcome sight and serve as a barometer for a community's greater ecological health. Conserving existing egret habitat and creating more suitable environs as the Trinity is reclaimed is an important goal.

Figure 18 - Open Space like the Trinity River floodplain are critical to the city's environmental health.

Map 1.11: Public Open Space Proximity

Water and Wastewater Infrastructure

This section provides an overview of the existing water and sewer capacity within the area. The purpose is to examine the condition and capacity of these services. A detailed assessment is necessary to ensure adequate capacity in areas of expected growth.

Existing Water Network

The Study area is currently well served by an extensive looped network of waterlines. Larger pressurized lines in the area, transmission lines, range in diameter from over 36 to 120 inches. Large distribution lines range from 16 to 36 inches, and local distribution lines are generally under 12 inches in diameter. The study area has almost 3 miles of transmission lines, 13 miles of large distribution lines and over 75 miles of local distribution.

Existing Wastewater Network

Sewer service is provided through a series of collectors feeding into larger interceptor lines. There are more than 4,000 collectors and interceptors within the study area, totaling more than 87 miles of sewer lines. As with the study area water infrastructure the City Water Utilities Department performed a preliminary review of existing wastewater infrastructure using projected growth and the Consensus Vision. The preliminary review shows the area is currently well served with existing wastewater infrastructure. To reach the 2040 growth target and maintain high service levels it may be necessary to increase the diameter of existing sewer lines as properties near the Cedar Springs Branch develop.

The Stemmons Corridor – Southwestern Medical District Area Future Vision

> ***The Stemmons Corridor – Southwestern Medical District Area is a destination. It is destination for business, trade and economic innovation; a destination for premier medical attention and research; a destination for living with desirable, diverse urban housing; and a destination for shopping, recreation, and entertainment, with unique shops and experiences.***

The Consensus Vision for the Stemmons Corridor – Southwestern Medical District encapsulates the development goals and future for the area. The *forward*Dallas! Comprehensive Plan identified the Southwest Medical / Stemmons Area as an engine of change and economic vitality for the City of Dallas. The comprehensive plan also recognized the need for a distinct vision for this area to guide change. While the city-wide vision illustrates general future development patterns within the City, the Stemmons Corridor – Southwestern Medical District Area Plan furthers refines that vision with greater focus and clarity. The Consensus vision is divided into three sections:

1 - Future Land Development Vision

The Land Development Vision focuses on describing the future development for the area in terms of building location, type and scale. The vision is described in two ways. The first is through a graphic illustration map detailing the envisioned land development patterns for the study area and through descriptions of what these patterns represent. The second is through policy recommendations on future land use patterns for the study area as a whole. These recommendations include growth targets for the area that provide a quantitative basis for planning future transportation, housing, and infrastructure.

2 - Future Circulation Vision

The Future Circulation Vision provides policy guidance for the planning and design of transportation networks in the area. The vision builds on the most forward-thinking elements from the City's existing plans, tying together the thoroughfare development plan, the trails master plan, parks plan, and DART plans. This vision approaches the area's transportation system in a holistic manner – including multiple modes of transportation and appropriate designs for uniting those modes. This includes designing for automobile transit as well as public transportation on buses and rail transit, bicycling, and walking. Additionally, this vision includes the concept of context sensitive street design or complete streets, which seeks to create streets and thoroughfares which represent a better balance between transportation, economic, social and environmental objectives.

3 - Strategic Opportunity Areas

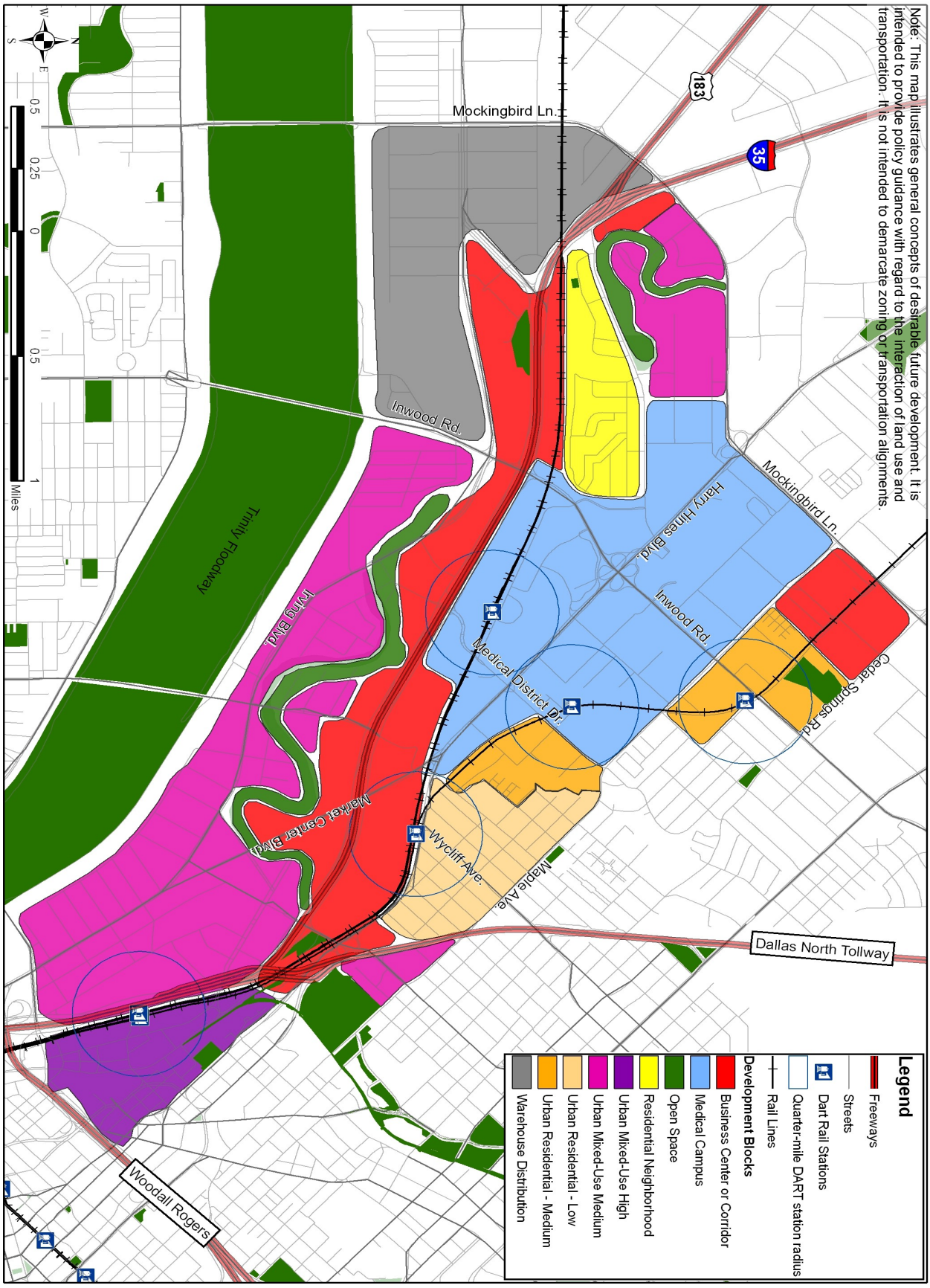
In addition to the overall policy recommendations contained within the future circulation vision and future land development vision, four areas are identified as strategic opportunity areas – focal points of positive change within the larger study area. These areas merit special consideration. In these areas, which can be catalysts for new surrounding development, the broader vision described in the previous sections is refined.

The first strategic opportunity area is centered around the new DART green line station on Denton Road south of Inwood Boulevard. The second area, also near the DART green line, is centered between the Parkland and Market Center stations. The third strategic area is the Victory Development / High-Line Drive area. The fourth area is centered along Wycliff Avenue as it reaches the Trinity River. For these areas specific recommendations are made to guide the growth and changes already transforming these locations.

Reaching Consensus

To reach a consensus vision the area planning process has to be inclusive. The process for the Southwest Medical / Stemmons Corridor Area was guided by an Advisory Committee with representation from area residents, business owners, and other stakeholders. The committee acted as a voice for the community, served as a sounding board for ideas and provided continuing guidance in developing the area plan. A community workshop was conducted to receive broad-based public input and to 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 future land use and circulation patterns. Each group made maps and lists of their concerns, needs and desires and shared these with all workshop participants. This provided a wealth of information from which common themes were identified as a basis for developing alternative future scenarios. 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 represents a balancing based on analysis of community desires within the citywide context.

Map 2.01: Consensus Development Vision



Land Development Vision

The Land Development Vision distinguishes three broad types of future development patterns based on forwardDallas! guidelines. These future development patterns are shown on map 2.01, the Consensus Vision map on the previous page.

Walkable / Mixed-Use Areas: Accommodate a range of housing choices, jobs, shopping and entertainment within easy access of each other in a pedestrian-friendly and transit-oriented environment.

Drivable / Separate Use Areas: Follow the prevalent development pattern of distinct zones for housing, jobs, and shopping in a manner that emphasizes roadway use and vehicular transportation.

Open Space: Include large-scale open spaces serving the community at-large such as the Trinity River, numerous parks such as Weichsel Park, and open space along creeks.

Walkable / Mixed-Use Areas

Walkable, mixed-use areas are intended to create urban places that allow people to live, work, shop and play in the same neighborhood. Although the Stemmons Corridor – Southwestern Medical District area is anticipated to continue growing as a major employment center, 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. Areas designated as Walkable Mixed-use will develop in a manner that reduces automobile dependency by enabling residents, employees and visitors to exercise other transportation choices such as using public transit, bicycling and walking. Below are the general characteristics of the Walkable / Mixed-Use areas.

The Walkable / Mixed-Use Area Street Network

Streets in the Walkable / Mixed-Use area fall toward the “urban place” end of the transportation spectrum – that is – they are destinations in and of themselves, not merely a transportation route. Streets within these areas should reflect the context sensitive design principles reflected in the *forward*Dallas! Plan which are intended to create a pedestrian-friendly environment, provide easy access to transit and trails as well as to homes, offices, shopping, schools, entertainment and other community services and amenities. As described later in the Circulation Vision, streets within the Walkable / Mixed-Use areas are intended to go beyond the conventional design considerations for travel lanes, to include design elements that encourage walking such as on-street parking, wide sidewalks, and well-signaled crosswalks, bulb-outs at intersections, street trees, pedestrian-scale lighting, and benches.

The Built Environment in Walkable / Mixed-Use Areas

Walkable / Mixed-Use areas incorporate a variety of office, shopping, and entertainment, uses in close proximity. Key to these areas is that uses are accessible by pedestrians. Vertical mixed-use buildings with ground-floor retail or other street-activating uses are encouraged along certain corridors, particularly those in proximity to public transit stations. In general, a mix of residential and compatible non-automobile-oriented uses is encouraged, even if these are not in the same building. Because of the walkable nature of these areas, all Walkable / Mixed-Use areas encourage quality open spaces at a neighborhood scale such as pocket parks and plazas.

Buildings in these areas typically create a continuous streetscape by being set close to the sidewalk and close to each other. In the Walkable / Mixed-Use districts buildings are designed with pedestrians in mind. Building entrances face the street to draw in pedestrians rather than automobiles. Parking is typically to the rear of the building or contained within the structure. Buildings in this district also incorporate architectural details to enhance the on-street experience. Examples include features to protect people from the elements such as awnings, arcades, or porticoes; visual amenities such as façade details and window shopping galleries; and public and semi-public spaces such as outdoor dining areas, courtyards, or small plazas.

Development Blocks in Walkable / Mixed-Use Areas

The Walkable / Mixed-Use Areas are explicitly intended to promote a healthy mix of land uses in a pedestrian-friendly environment. Appropriate zoning in these areas would encourage a mix of residential and commercial uses and establish a minimum standard of pedestrian-friendly urban design. These include the form-based Walkable Urban Mixed-Use, and Walkable Urban Residential zoning categories.

The Consensus Development Vision uses five development blocks to articulate policy within the Walkable / Mixed-Use areas: Two Urban Residential Development Blocks (medium and low), Two Urban Mixed-Use Development Blocks (high and medium), and the Medical Campus Development Blocks. These blocks are described below and shown on the Consensus Vision Development Map (Map 2.01, on page 35). In addition, the zoning policy chart for Walkable Mixed-Use development blocks on page 44 provides guidance on desirable land use mixes, and urban design characteristics appropriate in Walkable / Mixed-Use areas. The chart and development block descriptions provided below should be considered in conjunction as policy guidance for development in each of the Walkable / Mixed-Use areas.

Medical Campus Development Blocks

The Medical Campus Development Block is centered around the Southwestern Medical District. Major gateways into the District include Harry Hines Boulevard at Mockingbird Lane, Inwood Road and Medical District Drive at Stemmons Freeway and Maple Avenue. Development within this area should be predominately medical related offices and facilities. However, it is also envisioned to be home to a highly walkable mix of residential and mixed-use developments accommodating medical district employees. Buildings will predominantly range in scale from 2 to 7 stories although a limited amount of downtown-scale high rise buildings will also be accommodated.

Figure 19 - The proposed new T. Boone Pickens Institute of Health Sciences for the Texas Woman's University site at their Parkland Campus is an appropriate development for the Medical Campus Development Block. This site, slated to be occupied in 2011 is located on Medical Center Drive and Inwood Drive. It will serve as a consolidated campus, training future healthcare professionals.

Mid to high-density apartment and condominium development is encouraged within the Medical Campus Development block. Lower-density single-family development is not envisioned within this area. Residential developments should enable residents to easily access work, shopping, and leisure activities by transit and pedestrian-oriented streets as well as by driving. Additionally, this development block also encourages retail and service uses, free standing or integrated within mixed use developments, to support area residents, the area workforce and district visitors.

Figure 20 - Multifamily housing such as the existing Southwestern Medical Park Apartments at Maple Avenue and Mockingbird Lane support employment in the area. New multi-family development should be at this intensity or greater, preferably in the form of mixed-use developments located within a short distance of area transit.

This area enjoys a rare combination of convenient freeway and transit access. Consequently, there must be a balance of development patterns to take advantage of efficient automobile access where necessary while emphasizing pedestrian, bicycle and transit accessibility. The goal within the district is enhanced pedestrian access in its core while maintaining rapid vehicular access to hospitals and clinics. This calls for particular attention to the placement of parking and service access to sites and buildings, particularly in areas adjacent to major thoroughfares such as the Stemmons Freeway. It also calls for provision of pedestrian pathways to ensure ease of access to important destinations. Another important consideration is establishment of a consistent way-finding system for all modes of transportation. Consistent wayfinding will assist in more convenient access to the numerous medical-related destinations within the District.

The vision contained in the January 2009 Southwestern Medical District Plan, "A Vision for Tomorrow", promotes land use designations similar to those in this plan. These include mixed use development in proximity to the new DART stations and other key areas within the district, consideration for mixed-use zoning at these locations to allow a mix of uses supporting medical uses, and designating areas solely for clinical and medical research.

Urban Mixed-Use Development Blocks

This Development Block encourages a mix of office, retail, service and residential uses on the same block or within the same building. It also provides flexibility in the types of uses in the area while emphasizing a walkable character. Residential development in this development block will be in mid- to high-rise structures. Detached single-family residential development is considered incompatible with this Development Block. Residents within the Urban Mixed-Use development blocks will have access to a large array of businesses all within easy walking distance if not within their own building. Commercial development is encouraged throughout the district, typically in a mixed-use format, but also within single-use buildings. There are two development intensity levels of the Urban Mixed-Use Development Blocks within the Stemmons Corridor / Southwestern Medical District Study Area: Urban Mixed-Use *High* and Urban Mixed-Use *Medium*.

The *Urban Mixed-Use High Development Block* is the portion of the Study Area located east of Harry Hines and southeast of the Dallas North Tollway and encompasses the Victory development. This area is designated for the highest intensity mixed-use development within the plan. Some buildings will have a "downtown scale". It will be characterized by its urban scale and street-life.

Figure 21 - Development near the American Airlines Center and Victory Plaza Area has a mix of uses including high-rise residential, office and hotel developments. Quality open space and will be important to maintain enjoyable urban spaces in this area.

The desired development pattern for this area includes mixed-use buildings. While many of these buildings will contain residences, some may be solely commercial. An example would be a building with ground-floor shops and upper-story offices or hotels. All of these buildings should be built to generate street-level pedestrian activity.

Another desired development type is apartments or condominiums. The majority of these residential buildings will generally range from two to seven stories, with most at the higher end of this range. Some buildings, particularly those near the Victory development will be significantly taller. A limited amount of townhouse residential is also considered appropriate.

Figure 22 - Development in the Mixed-Use High development block should include pedestrian and visitor amenities such as the maps directional signs in the Victory Area.

A third desired development type will be buildings with a civic or cultural focus such as event venues or museums that complement and support the vitality of Downtown Dallas. These buildings may be free-standing or part of mixed use developments. In either case, a key to their successful integration into this area will be sensitive management of parking demand as well as incorporation of convenient transit access.

Because of the envisioned development intensity in the *Urban Mixed-Use High Development Block* this area will have both private and public open spaces available to create a more enjoyable urban experience. The vision for this area is that of a multi-purpose destination. People enter to enjoy the area amenities and residents are connected to the urban environment because everything is within walking distance. Open spaces include plazas, pocket parks, and open courtyards.

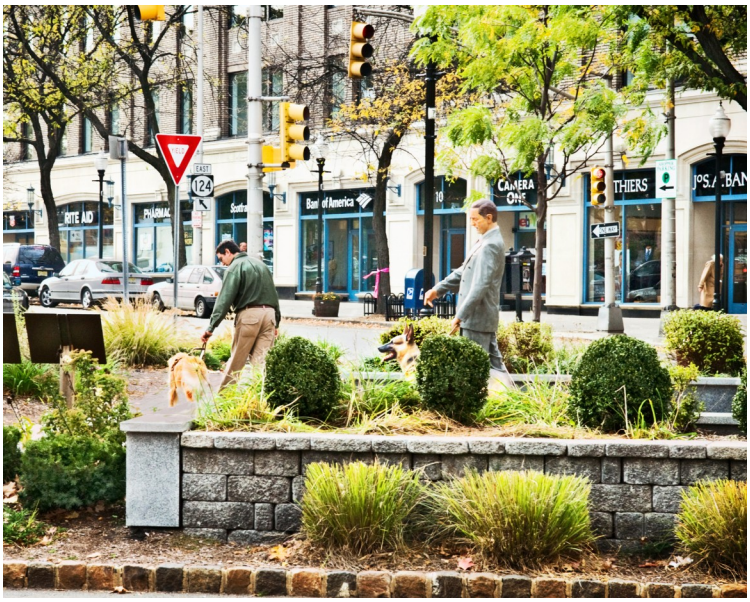


Figure 23 - Quality open space, both public and private, are critical in making creating the public places which people will use and enhancing street life in the Urban Mixed-Use High Development Block area .

Photo credit: by lumierelf, taken in the Morris Frank Park, Morristown, New Jersey.

A large part of the Stemmons Corridor – Southwestern Medical District Plan is within the *Urban Mixed-Use Medium* Development Block. There are two general areas identified for this development block. The first and largest area is generally located between Inwood Boulevard to the north and Continental Avenue to the south, and bounded between the Trinity River levee and the Trinity Meanders. The Dallas Design is located within this area. Generally, this area is envisioned as appropriate for a mix of uses including mid-rise residential, retail or wholesale showrooms, office, and mixed-use buildings. Currently the area is changing from a predominance of warehousing and some hotel uses with some recent multi-family residential development.

The second area identified for the *Urban Mixed-Use Medium* Development Block is located south of Mockingbird Lane and north of the Arlington Park neighborhood, bounded by Hawes Avenue and the Stemmons Freeway to the east and west, respectively.

This area contains several large-scale industrial, warehouse, and office uses, as well as hotel and motel uses. It also includes a stand-alone office complex along Riverbed Drive, Brook River Drive, and Elmbrook Drive.

The *Urban Mixed-Use Medium* Development Block includes a target of approximately five percent of free-standing office. The office at River Bend already accounts for five percent of the area's development. Additional free-standing office should not be encouraged within this development block unless it is located in a campus-like setting.

Figure 24 - Office development in the area south of Mockingbird Lane east of the Stemmons Freeway already accounts for more than five percent of the Development Block. Although offices are an appropriate use for this area redevelopment should take advantage of the Trinity Strand and the pedestrian connectivity it can provide.

Redevelopment in this office area should encourage a campus-like setting for these offices, taking advantage of the meanders to create scenic views. To the east of the Trinity Meanders, redevelopment to predominantly residential uses should be encouraged. The development vision includes a target of approximately 60 percent walkable residential development. New development along Mockingbird Lane should have both residential uses such as apartments, condominiums and home homes, and commercial uses such as retail and service uses located within mixed-use developments. The area target for mixed-use development is approximately 35 percent.

Urban Residential Development Blocks

Urban Residential Development Blocks are intended to encourage a predominance of residential development at a range of urban scales in a walkable format. These areas are seen as important for increasing the residential base of the area within easy access of jobs. The Consensus Development Vision has two Urban Residential Development Blocks.

Urban Residential Medium areas are located near two new DART stations, one near Inwood Road and Denton Road, and the other south of Medical District Drive between Harry Hines Boulevard and Maple Avenue.

Figure 25 - Condominium, town homes and low to mid-rise apartments are all development desired in the Urban Residential Development Block. The town homes development type is also encouraged in these areas.

Urban Residential Medium ranges in scale from 2 to 7 stories and has a diversity of housing options ranging from town homes to medium density apartments/condominiums. People living in these areas should have an easy walk to the DART stations on well-appointed sidewalks, and will include passing neighborhood-serving retail and services, particularly along major streets.

Mixed-use and street-activating commercial uses are encouraged along roadways such as Medical District Drive, Denton/Denton Cut-Off Drives, and Maple Avenue.

Figure 26 - Example of ground-level retail located on the first floor of a multi-story residential building.

In the Urban Residential area near the Denton / Inwood DART station development should ensure an appropriate transition in scale and intensity towards the residential neighborhood east of Denton. Strategic Area 1, detailed on page 77 further describes the development vision for this area.

The area designated for the Urban Residential Low Development Block is located generally south of Cedar Branch, between Maple Avenue and Harry Hines Boulevard. This Development Block ranges from small-lot single-family homes to duplex and two-story townhomes. This range of housing densities will help ensure a scale appropriate to the Maria Luna Park neighborhood .

This is envisioned as a tight-knit walkable residential area with some areas preserved as open space. A limited amount of duplex and two-story townhouse development is also appropriate for this area. There should be infill housing and replacement of aging homes, particularly near the Dallas North Tollway. The portions of this development block along Maple Avenue and Harry Hines are appropriate locations for retail, services or other commercial uses, wither in single-use or in mixed-use developments with a residential component. Along these corridors buildings can be higher than the 3-story maximum within the development block. The portion of Wycliff Avenue which passes through this area should remain residential in character

Figure 27 - Development near the DART Station at Inwood and Denton should be easily navigated by pedestrians and be predominantly town homes or condominiums, ranging from two to seven stories in height. Neighborhood-serving retail and services should be located on main streets.

Figure 28 - Small-lot residential development is a development pattern which can increase density as redevelopment occurs in the neighborhood near the DART Green-Line Market Center Station. This development should encourage connectivity and walkability, offering short blocks and tree-shaded walkways connecting to area amenities.

Chart 2.01: Walkable / Mixed-Use Development Block Zoning Policy Chart

	Urban Residential Medium	Urban Residential Low	Urban Mixed-Use High	Urban Mixed-Use Medum	Medical Campus
Land Use Range[1]					
Residential	80% to 90%	90% to 95%	50% to 65%	55% to 70%	5% to 10%
Retail or Service	5% to 10%	0% to 5%	15% to 25%	15% to 20%	10% to 15%
Office or institutional	5% to 10%	0% to 5%	20% to 25%	20% to 25%	80% to90%
Industrial / other	0%	0%	0%	0%	5%
Urban Design					
Building height[2]	2 to 7 stories	up to 3 stories	2 to 7 story residential, downtown heights in mixed use buildings	2 to 7 stories	typically 2 to 7 stories, some signature towers
Density	Appropriate density, based on allowable building heights, is encouraged. Additional density consideration will be given to areas that: include accessible open space in their designs; use appropriate transitions to areas of lower development intensity, particularly those adjacent to residential uses; are designed to take advantage of transit stations, trails, or other mobility options in the area; and promote a pedestrian-oriented environment.				
Building Treatment	Buildings in these districts incorporate architectural details to enhance the on-street experience. Examples include features to protect people from the elements such as awnings, arcades, or porticoes; visual amenities such as façade details and window shopping galleries; and public and semi-public spaces such as outdoor dining areas, courtyards, or small plazas.				
Site Planning and Streetscape	Streets in the Walkable Mixed-Use areas have design elements to encourage walking such as on-street parking, wide sidewalks, and well-signaled crosswalks, bulb-outs at intersections, street trees, pedestrian-scale lighting, benches, and other street furniture. Large blocks have pathways incorporated to ensure convenient pedestrian access.				
Parking	Design vision reduces front-facing off-street parking through on-street parking, parking to the rear of buildings, and parking contained within structures. Parking reductions encouraged through parking management and transit-oriented development.				

1. The preferred range of land use mixes within each development block is intended to ensure balanced development.
2. The building height ranges are intended to be used in conjunction with location-specific policies. Heights at the top end of the range are intended for limited use, primarily along major thoroughfares and DART Stations.

Drivable / Separate Use Areas

These areas follow a development pattern focusing on distinct areas for housing, jobs and shopping. The uses in Drivable / Separate Use Areas are typically accessed via automobile and are designed to have parking lots and streets to accommodate that automobile traffic. Opportunities for walking and bicycling tend to be limited. For the most part walking is confined to quieter residential streets as a mode of exercise, not transportation.

The Drivable / Separate Use Area Street Network

The street network in the Drivable / Separate Use areas is primarily designed to provide automobile connectivity to traditional separate-use developments such as suburban single-family neighborhoods, office towers, and commercial shopping centers. The purpose of this street design is to make every destination accessible by car and increase automobile mobility. This auto-oriented development typically discourages pedestrian activity and other modes of transportation.

Roads in these areas have a defined hierarchy based on capacity and travel speed. Easy vehicular access and visibility from roadways are important components of successful auto-oriented commercial development. Auto-oriented residential neighborhoods are typically isolated from major thoroughfares often with cul-de-sac streets to discouraging cut-through traffic. This design curtails pedestrian activity to within the residential area, limiting access to public transportation.

The Built Environment in Drivable / Separate Use Areas

In the Drivable / Separate Use areas similar uses are grouped together, creating a separation of commercial zones from residential areas. Each use has its own parking area. The built environment for residential zones consists primarily of single-family homes. These are located on minor streets with few access points to larger roads. Commercial zones are typically accessed from high-traffic roadways. In these commercial zones buildings are separated from the streets by large set-backs often behind parking lots. While this separation of uses increases the distance between residences, shopping, and entertainment, which increases the need for personal vehicles, it also allows for larger-scale uses, areas of high traffic flow, and easy access. The typical development types in Drivable / Separate Use areas include low-density single-family subdivisions, strip shopping centers, freeway-oriented business towers, regional shopping malls, business parks and warehouses.

The intersection of major arterials and sites along highways are key locations for larger-scale retail and office uses, as these thoroughfares provide easy access. Currently much of the development at these locations types within the study area are already drivable / separate use. Development blocks shown as the drivable / separate use type will work to preserve some of the existing development in the area. In particular this is the case for the existing single-family neighborhood of Arlington Park as well as the Stemmons business corridor.

Development Blocks in Drivable / Separate Use Areas

The emphasis of zoning in the Drivable / Separate Use Areas is on compatibility of adjacent uses. Specific zones and sub-zones are designated for individual uses, such as shopping, services, residences, or recreation, at various intensities. Each of these zones specifies parking, set-back and adjacency requirements, in efforts to maintain interaction and negative

spillover effects between different zones (and adjacent residential uses) at a minimum. Development in Drivable / Separate use development blocks in proximity to DART transit stations should provide for access to the stations through multiple modes of travel. The zoning policy chart for Drivable / Separate use development blocks on page 49 provides guidance on desirable land use mixes, range of building heights, and types of compatible zoning categories appropriate in these areas. The chart and development block descriptions provided below should be considered in conjunction as policy guidance for development in each of the development block areas. There are three Drivable / Separate Use development blocks in the study area:

Residential Neighborhood Development Blocks

There is one residential neighborhood development block area in the Stemmons Corridor – Southwestern Medical District Area Plan. The emphasis of the Residential Neighborhood Development Block is preserving the character of the Arlington Park neighborhood. The vision for this area is focused on promoting a strong and healthy neighborhood, key within the *forward*Dallas! Plan. The existing development character should be retained. In line with the future vision, development is generally detached single-family homes at a density of approximately 6 units per acre. This development pattern reflects the classic suburban neighborhood centered on homes and schools. In this development block:

Figure 29 - Typical single-family development in the stable Arlington Park neighborhood.

- Building types include single-family homes and civic buildings. It is important to maintain the existing Planned Development zoning within the development block. Monitor adjacent properties and the neighborhood entryways to ensure these remain conducive to maintaining the integrity of the neighborhood.
- Industrial and commercial uses are not appropriate within this development block. Discourage any increase in industrial uses along the northern and eastern edges of the development block
- Grocery stores, restaurants and offices may be provided near the edges of the development block
- Major streets are located outside or along the edges of the neighborhood providing minimal internal access
- Through traffic is discouraged and streets should have a maximum posted speed of 25 miles per hour
- Sidewalks should be enhanced increasing the connectivity between the residential areas and destinations such as parks, schools and bus stops.
- Infill development on vacant lots should replicate the existing development pattern of medium to small-lot single family homes.

Business Center or Corridor

The Business Center or Corridor development block is intended to accommodate major employment and shopping destinations located along major freeways or major arterials. The vision for the Business Center or Corridor areas is similar to that of commercial and office centers, accessible to automobile traffic via high-volume roadways. Given the prominent location along the Stemmons Freeway the majority of areas designated within this development block are generally built at a high intensity, appropriate for development such as multi-story office towers. The overall vision for the Business Center or Corridor Development Block is that it be solely commercial in nature with no residential development. The vision for these areas calls for the majority of development split almost evenly between retail (regional malls and strip commercial), hotels and free-standing office. The vision also allows for a very small amount of light industrial uses.

Figure 30 - Stemmons Place office building located on the west side of the Stemmons Freeway at Inwood road is a visual landmark building along the Stemmons Freeway, and appropriate for this high-traffic corridor.

Buildings in this development block are designed to be visible from either Stemmons Freeway or from Mockingbird Lane . Access to these large-scale developments is generally from these main corridors and not from minor streets in adjoining areas. Within this development block, parking is generally provided in the front of the building and may be buffered from the freeways with landscaping, or preferably, within structured parking.

There are nine areas identified as Business Center or Corridor within the Southwestern Medical – Stemmons Corridor Area Plan, however, these can be categorized into two groups. The first group includes the areas along the Stemmons Freeway. The second, is located along Mockingbird Lane between Maple Avenue and Cedar Springs Drive. While the landuse goals in these areas are similar, developments located south of Love Field airport on Mockingbird lane is expected to have lower height (due to the airport height setbacks) and a greater proportion of light industrial uses in support of the airport. In the Business Center or Corridor Development Blocks along the Stemmons Freeway, landmark office towers and hotels are appropriate such as Stemmons Place and the Anatole hotel.

Warehouse / Distribution

The area south of the Stemmons Freeway, bounded by Mockingbird Lane and Inwood Boulevard has three areas of the Warehouse / Distribution Development Block. The emphasis of this Development Block is on easy access to the Stemmons and Airport Freeways and on warehousing and distribution uses. Other appropriate uses include offices, showrooms, light industrial and wholesale trade. Residential development is inappropriate in the Warehouse Distribution development block areas. Note that the 2005 Trinity River Corridor Comprehensive Land Use Plan does not depict the long-range vision for this area as warehouse or distribution, recommending instead development similar to the Urban Mixed-Use development block. The recommendations of the Stemmons Corridor, Medical District Area Plan are intended to supersede those of the Trinity River Corridor Comprehensive Land Use Plan in this regard.

Figure 31 - Warehouse and distribution buildings on Sharp and Quebec Streets near the Trinity River levee .

Chart 2.02: Drivable Separate Use Development Block Zoning Policy Chart

	Residential Neighborhoods	Business Center / Corridor	Warehouse / Distribution
Land Use Range[1]			
Residential	90% to 95%	0%	0%
Retail or Services	0%	40% to 50%	5%
Office or Institutional	5% to 10%	50% to 60%	10% to 20%
Industrial / Other	0%	2% to 5% (light industrial)	80% to 90%
Urban Design			
Building Height[2]	1 to 2 stories	The "landmark" buildings along Stemmons can reach downtown heights and heights up to FAA limits within the Business Center areas near the airport	Most buildings will be up to two stories with some 4-story office / special use space
Density	Density is generally not encouraged in residential neighborhoods. Within the Warehouse/Distribution and Business Center/Corridor development blocks, greater development density is encouraged if designs include elements that: mitigate traffic impacts; provide open space, particularly usable open space or open space which reduces storm-water infrastructure needs; or use creative means to reduce the amount of impervious surface area.		
Building Treatment	Typically set back from the street. Emphasis on energy efficiency.		
Site Planning and Streetscape	Preservation of on-site trees and pervious surfaces. In commercial districts, minimize light spillover, include automobile-oriented signage where appropriate.		
Parking	Standard residential parking should be used in the Residential Neighborhoods development block. Within the non-residential development blocks, parking is generally provided in the front of the building and buffered from adjacent roadways with landscaping, or, preferably, within structured parking.		

1. The preferred range of land use mixes within each development block is intended to ensure balanced development.
2. The building height ranges are intended to be used in conjunction with location-specific policies. Heights at the top end of the range are intended for limited use, primarily along major thoroughfares

Open Space

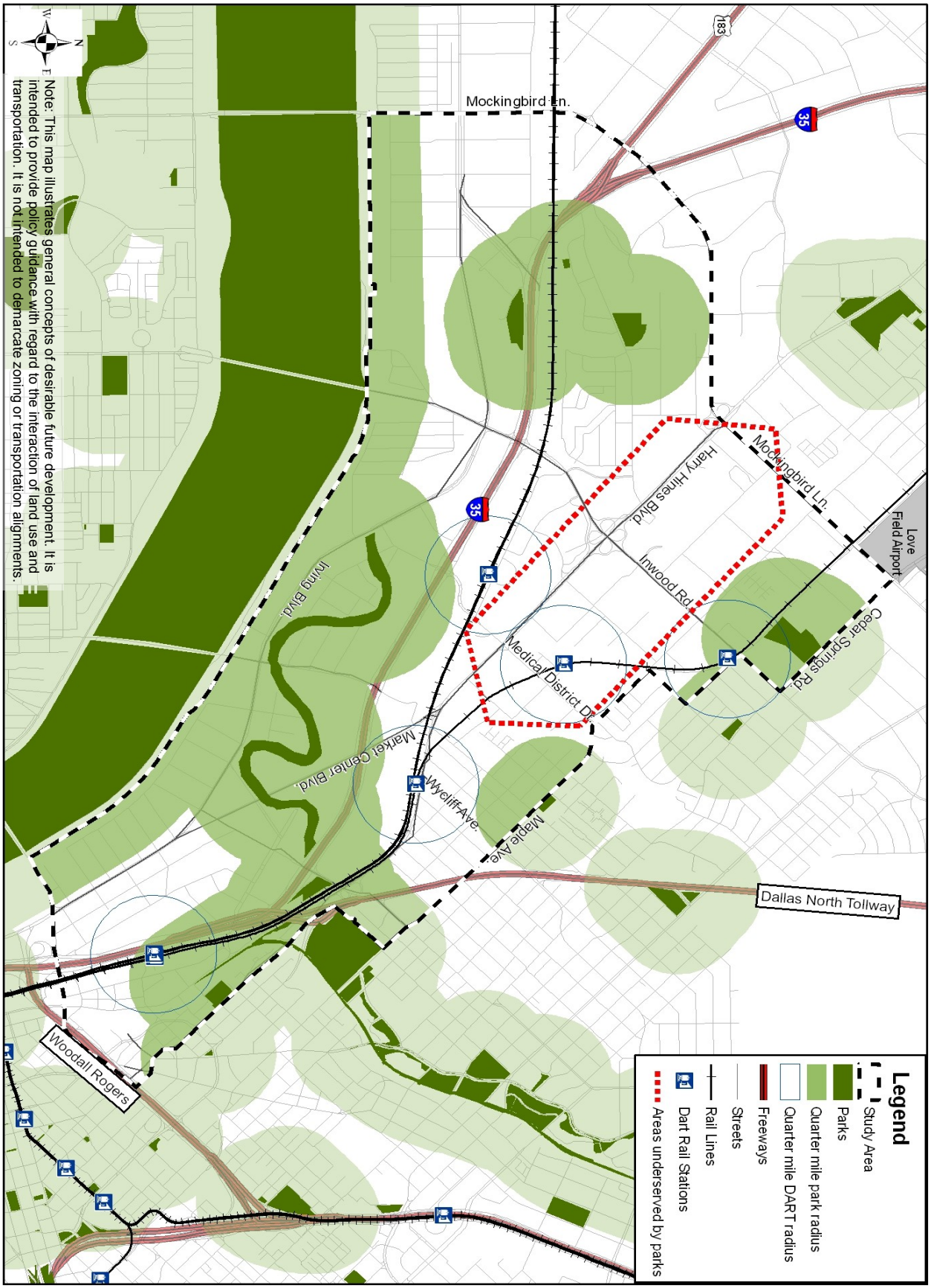
Open space is critical to the health of an area in terms of air quality, recreation, and as natural habitat for urban wildlife. The forwardDallas! Plan embraces environmental sustainability with goals including protecting and enhancing open space, increasing the urban tree canopy, restoring streams, while connecting people and neighborhoods to these amenities. 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.

As noted in the existing conditions section, the study area has almost 42 acres of public community, linear, and mini parks, and almost 100 acres of public parks and open space including the Trinity Strand. In addition to public open space, there are significant areas of private open space in the study area. The existing green areas adjacent to and north and south of the Harry Hines Blvd. and Inwood Rd intersection, for example, serve as important egret rookery locations. The study area's adjacency to the Trinity River floodplain offers incredible potential as it is transformed into a premier recreational area expected to draw in both local and regional users. The Trinity park is expected to include facilities for kayaking, rafting and other water activities; sports fields for soccer and football; an equestrian center for horseback riding; among other recreational opportunities. The park and these activities are all planned to be connected by the City's trail system. In addition to complementing the park system, the Trinity will serve as flood control, protecting Dallas neighborhoods, and as a nature preserve.

Map 2.02, on the following page, shows areas currently, or projected to be served by public open space within the study area. Much of the study area is well served by existing or future open space. There is, however a large area which is projected to be underserved, highlighted in red. This area lies generally within the Medical District and includes areas of projected residential growth. This area includes the Alexan and Cityville developments and areas envisioned as Walkable Mixed-Use and Urban Residential development. While there is some existing private open space within this area, publicly accessible and programmable park space is also needed.

The vision calls for a new programmable park site ranging from 2 to 5 acres in size to be located within this area to serve new residential development. This new park should provide community access and programmed events. In addition, opportunities exist to create smaller parks, plazas or other useable open spaces as part of new developments to serve the needs of both medical district employees and visitors, as well as the surrounding residents.

Map 2.02: Open Space Needs Area Map



Growth Targets

By using the Consensus Vision as a tool to visualize a range of potential development and growth, it is possible to forecast a range for the area's households, population, and employment growth. This forecast to the year 2040, in conjunction with existing NCTCOG estimates is a solid basis for growth management policies, infrastructure planning, transportation demand models, and future economic development needs.

Table 2.03, below shows both an optimistic growth target and a conservative growth target. The forecasts are based on the amount of land available for development, as well as assumptions on redevelopment rates, as well as likely growth patterns and densities based on the Development Blocks presented in the Consensus Vision.

As a comparison, table 2.03 also shows the forecasts for the area created through the North Central Texas Council of Governments (NCTCOG) and *forward*Dallas! for the year 2030. For 2030 the *forward*Dallas! forecasts 35,615 more jobs that the NCTCOG, approximately 32 percent greater employment. Both the conservative and optimistic forecast for 2040 lie between the 2030 forecasts from the NCTCOG and *forward*Dallas! forecasts. In terms of population change, at 8,109 households, the NCTCOG forecast is substantially lower in terms of housing growth. The *forward*Dallas! plan forecasts 17,391 more households for the area than the NCTCOG by 2030 – a difference of over 200 percent. One explanation is that the NCTCOG forecast did not include the anticipated residential development along the DART light rail line.

The Stemmons Corridor – Southwestern Medical District Area Plan Area forecast includes greater detail in terms of land use and projected population growth. The conservative population estimates are both greater than the NCTCOG forecast which relied on existing trends. Recent zoning and permitting bears out above-trend level development activity. The Southwestern Medical / Stemmons Plan Area forecast is, however, below the levels projected in the *forward*Dallas! plan.

Chart 2.03: Growth Targets

Forecast	Stemmons Corridor – Southwestern Medical District Area Plan 2040 forecast		NCTCOG 2030 Forecast	*forwardDallas!* 2030 forecast
	Conservative	Optimistic		
Employment Estimate	121,868	127,478	112,585	145,200
Households Estimate	12,280	15,864	8,109	25,500

Transportation and Circulation Vision

The Consensus Vision contains the transportation elements which will shape future development patterns in the area. An integral aspect of the Circulation Vision is to unite various transportation elements, such as DART light rail, automobile circulation on area thoroughfares and arterials, pedestrian circulation, and the trail system, to provide greater transportation choice. Each of these circulation elements are described below and shown on Map 2.03, the Consensus Vision Circulation Map, on page 56.

DART Light Rail Transit

New DART light rail stations are currently under construction within the area to complement and expand on the existing system. These additions will provide enhanced transit service to the area, spurring development and providing a platform for transit-oriented development. This transportation enhancement will serve two essential functions in the area. The first function will be to provide a new way to bring people to their destinations. One major destination within walking distance of a new DART station is the Parkland medical complex and hospital. This new stop will compliment the Medical/Market Center stops along the TRE route, and connect southern Dallas, north Dallas and the cities of Carrollton and Farmers Branch with the Parkland station as the mid-point.

Figure 32 - The new DART Green Line stations under construction within the study area will change access to the area and spur new development patterns.

The second function is to move the growing residential population of the area to destinations beyond the study area. Many existing and new residents will be within easy walking distance of new stations. The Inwood DART Station (at the intersection of Inwood and Denton Roads), will serve existing adjacent neighborhoods as well as have the potential to facilitate new residential housing units in the study area. People in close proximity to the new station will have the option to walk or bicycle to the light rail station, offering new options to their usual mode of travel.

Figure 33 - Rendering of the Parkland / UT Southwestern Medical DART station slated to open in December 2010.

A key goal of the Consensus Vision is to take maximum advantage of the opportunities created by the new DART Green Line light rail line in the study area (Figure 32 on the previous page). Specifically:

- Inwood Station – The design of this station should encourage a mixed-use transit-oriented development pattern. This station should serve as a point of embarkation for area residents and a destination for those who wish to shop or use local entertainment opportunities.

- Southwestern Medical District / Parkland Station – The design of this station should ensure easy access to the area medical offices and surrounding support businesses. Riders should be able to walk to and from appointments or to their offices. Area residents should have easy walking access to the station. Convenient supporting bus circulator service should provide access to area destinations outside of a short walking distance or during inclement weather.

- Market Center Station – This station should be designed to encourage access to the Market Center as a destination point. Adjacent neighborhoods should be protected from any negative impacts from park-and-ride users and increased traffic.

Highway System

There are two major highway corridors that will play a key role in connecting the study area to the region - Stemmons Freeway and the proposed Trinity Parkway.

Stemmons Freeway: Stemmons both divides and connects the Study Area. Exits from Stemmons Freeway provide major entryways into the area. One new entryway into the area will be the proposed North Texas Tollway Authority connection from Stemmons and Highway 183 to the Trinity Parkway. An illustration of this connection can be seen below in the graphic from the *Trinity River Comprehensive Land Use Plan (page 113).* The entryways along Stemmons in the area divide traffic eastward and westward, creating two separate identities on either side of the freeway barrier. The Circulation Vision includes better connections across the Stemmons Freeway to decrease the divisions in the area.

- As a part of the Pegasus project create better east-west connectivity along the Stemmons Corridor, particularly in areas expected to house more residents. This includes improving the connection at Hi-Line under Stemmons to connect the Victory Development with the Design District as detailed in one of the Strategic Opportunity Areas of this plan.

- As a part of the Trinity Project create the Trinity Parkway Connector which will enhance circulation and connectivity to the Trinity.

Trinity Parkway Connector: Trinity Parkway will be a tolled road connecting I-35E and Highway 183 to U.S. 175 and Interstate 45, providing a new, approximately nine-mile relief route around the west and south sides of Dallas' Central Business District. This connection would change the circulation pattern into the Study Area, particularly the area centered on Irving Boulevard and Irving Road. These two roads are at the last north-bound exit point of the proposed toll-plaza before the Stemmons Freeway / 183 interchange. Various alignments for the parkway are under consideration, however the options for the Trinity Parkway all feature at least two entry points within the Study Area. Figure 34, to the right, shows the vision described in the 2005 Trinity Land use Plan.

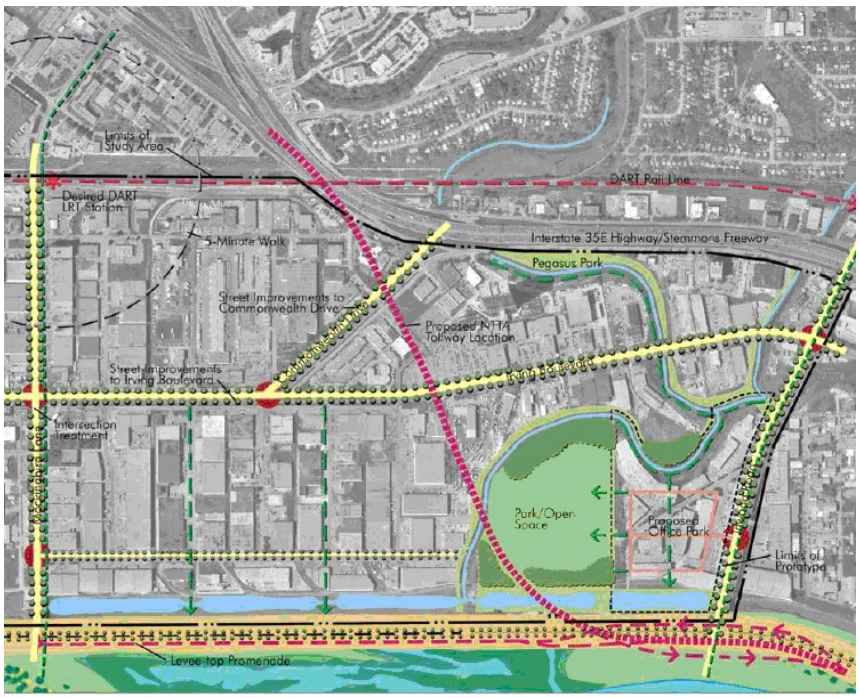


Figure 34 - The Trinity parkway Connector conceptual alignment from the Trinity River Land Use plan shows the Stemmons / 183 connection to the parkway alignment within the eastern levee of the Trinity River.

Map 2.03: Consensus Circulation Vision Map

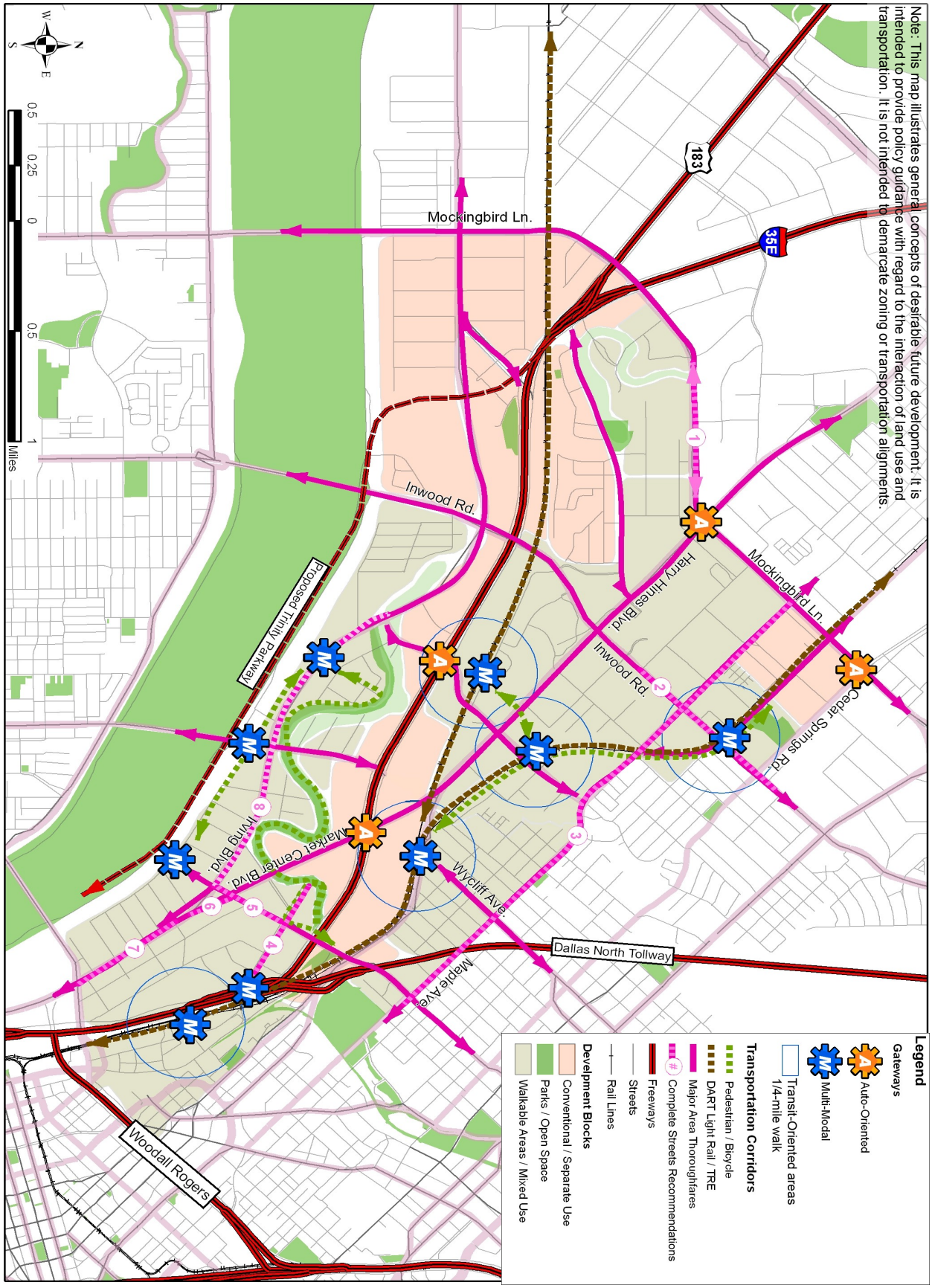


Chart 2.04: Complete Streets Recommendation Summary

1 Mockingbird Lane	Provide for future redesign of this segment of Mockingbird Lane to allow for a multi-way boulevard with slip streets.
2 Inwood Road	Reduced traffic speeds through the Walkable Mixed Use areas. Indented, on-street parking should be encouraged as part of new developments. Pedestrian friendly intersection improvements such as enhanced crosswalks at Denton and Maple.
3 Maple Drive	Reduced traffic speeds through the Walkable Mixed Use areas. Indented, on-street parking should be encouraged as part of new developments. Create an on-street bike route along Maple Drive from Mockingbird Lane to its terminus Downtown.
4 Hi Line Drive	Include on-street parking along both sides of Hi Line. Create a unified streetscape design along Hi Line to include a trail connection along Hi Line using both sidewalks and the median to connect to the Trinity Strand Trail, and to accommodate future streetcar possibilities.
5 Oak Lawn Avenue	Reduced traffic speeds through the Walkable Mixed Use areas. Indented, on-street parking should be encouraged as part of new developments. Provide on-street bicycle route connection to the Trinity Strand Trailhead.
6 Market Center Boulevard	Redesign Market Center Boulevard to provide for an off-street bi-cycle facility.
7 Riverfront Boulevard	Design to accommodate on-street bike facilities and future street-car possibilities.
8 Irving Boulevard	Reduced traffic speeds through the Walkable Mixed Use areas. Provide for future redesign to create a multi-way boulevard with slip streets and accommodate future streetcar possibilities. Create enhanced pedestrian crossings at intersection of Sylvan/Wycliff Avenue. Examine the possibility of 4 lanes plus 2-slip street lanes.

Note: This chart is intended to serve as a summary of transportation policy recommendations and does not capture all the policy recommendations in this plan.

Thoroughfare Network

Thoroughfares serve two functions; first, as major connectors from one place to another, and second as defined urban places within themselves. These two functions will often compete and can be seen as the two ends of a scale for area roads. On one end of the spectrum are higher-speed freeways and arterials which are viewed primarily as conduits for automobile transportation, with limited entrances and egress points to their immediate adjacent land uses. While such roadways promote efficient through traffic, they often act as barriers separating areas on either side of them. On the other end of the spectrum are corridors that in themselves serve as the destination. On these roadways automobile transportation efficiency may be compromised in favor of other modes of transportation and in order to create a more enjoyable space. Most roadways fit neither extreme of the spectrum.

Complete Streets: The vision for the thoroughfare network in this plan is to promote complete streets that serve all users and respond to the varied needs of the neighborhoods through which they pass. A key goal is to incorporate and support alternative modes of transportation, to enhance the role of roadway corridors as destinations and minimize their role as barriers. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street. This approach to roadway design considers the priority of each design element such as sidewalks, travel lanes, parking lanes, medians, etc., based on neighborhood context, safety and transportation mobility. This design process should develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic, and environmental resources, while maintaining safety and multi-modal mobility. Chart 2.04 on the previous page summarizes the key recommendations of this study with regard to achieving complete streets within the thoroughfare network. Recommendations for specific streets are discussed in more detail below.

Principal Arterials

The Study Area has several major transportation routes which serve to connect it internally as well as to the rest of the City. This section will briefly describe the future vision for principal arterials as they relate to the Study Area.

Mockingbird Lane: Mockingbird is a major automobile connector to the area. It traverses numerous types of developments including office campus, warehouse, auto-oriented retail, multi-family, and institutional uses. Mockingbird Lane will increase in its role as a connector as the Trinity River park becomes a major destination. Mockingbird Lane is also the major connector to Love Field airport.

- In the long term, pursue options for Mockingbird as a multi-way boulevard with slip streets. This will improve the capacity of the roadway while simultaneously enhancing the role of the corridor as a destination by accommodating pedestrian-friendly elements and slow moving traffic along the edges.
- Good access makes Mockingbird an appropriate location for projects which generate high traffic volumes. This could include mixed-use projects with residential and retail components. Capitalize on proximity to the Love Field airport and the Medical Center as attractors for lodging and mixed commercial uses.
- Promote the opportunity for “place making” on underutilized sites and existing large parcels at key points along the corridor. This includes sites such as the southeast intersection of Mockingbird Lane at Stemmons Freeway and the industrial properties near Harry Hines.

Harry Hines Boulevard: This is a major automobile route through the study area and is the central spine of the medical district. The boulevard is one of the study area's main connections to Downtown and to areas north, presenting strategic opportunities to enhance the area.

- Make the boulevard distinct from Mockingbird Lane to Market Center Boulevard to emphasize the road's role in this area as the central connector through the Medical District. Use design elements such as lighting, roadway markings, or a different landscaping standard / motif to distinguish this segment of Harry Hines Boulevard.
- Strengthen pedestrian connectivity at key points along Harry Hines to connect DART transit, parking, residential, and retail to medical facilities. This includes creating a safe pedestrian crossing at the Market Center DART station. Additionally, improvements should be made to create a pedestrian-friendly crossing connecting the Parkland DART station and other key medical facility access points across Harry Hines.

Inwood Road: This arterial road traverses both Walkable Mixed Use Areas and Drivable Separate Use Areas. The area surrounding the intersection of Inwood road with Denton Drive is identified as a Strategic Opportunity Area. Specific recommendations for Inwood road and the Opportunity Area can be found beginning on page 76. The Vision for Inwood road includes:

- Reduced traffic speeds through the Walkable Mixed Use areas along Inwood to increase pedestrian safety. Indented, on-street parking should be encouraged as part of new developments to help reduce speeds as well as to increase convenient parking supply.
- Increased quality of the pedestrian experience along Inwood Road. Create consistent and continuous areas of pedestrian friendly access. For example, create a continuous sidewalk along the southern portion of Inwood Road from the Onesimo Hernandez School west of Maple to Harry Hines Boulevard .
- Increased transportation options and accessibility near the DART green line station as described in the Strategic opportunity Area recommendations.

Commonwealth Drive: Commonwealth Drive is a major connection point between Irving Boulevard and the Stemmons Freeway. It is also Texas State Highway 356. This road should remain as shown on the City's Thoroughfare map, as a divided six-lane arterial roadway.

Market Center Boulevard: This arterial runs between Harry Hines Boulevard and Riverfront Boulevard. Opportunities exist to provide an enhanced transportation experience.

- Create a continuous enhanced streetscape along this corridor as shown in the Trinity Strand Trails master plan.
- Provide on-street connectivity to the Strand Trail. The arterial should connect the trail to the numerous hotels and hotel opportunity sites.
- Market Center should be, in the long run, redesigned to provide off-street bicycle connections and shown on the thoroughfare plan.

Oak Lawn Avenue: Within the Design District (generally between Irving Boulevard and the Stemmons Freeway) this avenue should, in the long term, have indented parking. It should also provide on-street bicycle connectivity within the Design District, generally from the connection to the Strand Trail along Hi Line Drive to Levee Street.

Irving Boulevard: Irving Boulevard traverses the study area as a continuation of Riverfront Boulevard from the south. As it heads northwest from Riverfront through the study area, Irving Boulevard crosses several key intersections. A significant portion of Irving Boulevard lies between Oak Lawn Avenue and Medical District Drive, that is, within the Design District. For this

section Irving Boulevard should be pursued as a multi-way boulevard with slip streets. Within Business Corridor Development Blocks Irving Boulevard should remain as a six-lane arterial.

- Examine the possibility of 4 lanes plus 2-slip street lanes along Irving Boulevard within the Mixed Use development block area.
- Create enhanced pedestrian crossings at key routes into the Trinity River such as at the intersection with Sylvan/Wycliff Avenue.

Riverfront Drive: Most of Riverfront Drive lies outside of the study area. The portion of this arterial should de designed to accommodate on-street bicycles and future streetcar possibilities.

Minor Arterial and Collector Roads

Hi Line Drive: Hi Line is the connection between the Victory Development and the Design District. While it is only a half-mile in length, enhancing this connection is key to the Design District. This connector is part of a Strategic Opportunity Area detailed in this plan. The vision for this major connector includes the following:

- A unified streetscape design, including on-street parking, for pedestrian friendly access along Hi Line to connect the Trinity Strand Trail Head at Hi Line's northwest terminus to Victory Avenue, based on the street design guidelines in the Design District TIF.
- Prominent visual landmarks at the entrance to Hi Line from Victory and at the terminus of Hi Line marking its connection to the Trinity Strand Trail, accomplished through TIF incentives.

Figure 35 - Hi Line Drive near the Trinity Strand Trail area has been enhanced to include a median path and lighting.

- Enhanced connection, with lighting, wide sidewalks, and transit, under Stemmons freeway to encourage walking from Victory to Hi Line

Denton Drive: Has two distinct portion within the Study Area. The largest, north of Inwood Road connects Inwood to Mockingbird Lane. The DART Green Line will follow along the western edge of this right-of-way as it heads through the study area. A smaller portion divides a stable single-family residential area from a commercial area.

Maple Avenue: Maple Avenue traverses the entire study area adjacent to existing neighborhoods, parks, and established businesses. Maple should be a highly pedestrian friendly street, with angled or parallel on-street parking and an on-street bike route along its length.

Record Crossing: Record Crossing Road traverses northern portion of the Arlington Park

neighborhood and is the neighborhood's primary access. Record Crossing Road connects Harry Hines Boulevard to the Stemmons Freeway. To facilitate better transit service the City should work with DART to provide bi-directional service along Record Crossing Road.

Medical District Drive: This collector runs from Maple Avenue to Irving Boulevard. It is currently undergoing reconstruction. The long-term vision for this collector is as a connection from the Medical District to the Trinity Strand Trail. Medical District Drive should have an on-street bicycle path. The possibility of separating bicycle from automotive traffic should be examined, particularly at narrow points such as crossing under the Stemmons Freeway.

Minor Street Network

Minor streets within the study area can play a significant role in creating urban places. Within Walkable Mixed Use areas and particularly in areas within ¼ of a DART light rail station, minor streets should be designed not just for automobile movement, but as places where transportation and leisure can coexist. These streets will be welcoming to walkers and bicyclists and encourage outdoor activities. The character of the minor street network can be significantly changed as new development occurs.

Elements to Create Better Minor Streets:

Study area minor streets within Walkable Mixed Use Areas should draw from the following elements below:

- Block length – When new minor streets and blocks are built, use shorter blocks which enhance pedestrian accessibility. New minor street blocks should not exceed a perimeter of 1,600 feet. For existing long blocks or, in situations where long blocks are unavoidable, these blocks can be broken by mid-block pedestrian passages which are accessible at all times to the general public.
- On-street and indented parking – On-street and indented parking is encouraged to increase the supply of convenient parking, reduce the speed of traffic, and buffer pedestrians from the flow of traffic.
- Street Furniture – Incorporate outdoor seating areas and other "street furniture" such as benches, bicycle racks, bollards, and trash receptacles.
- Public Art – Adding public art (including water features) in public open spaces can help create interesting places where people can congregate.
- Landscaping – Include enhanced landscaping, sidewalk trees with grates, and planters to create greener and cooler spaces.
- Safety – Safe and enjoyable spaces can be enhanced through pedestrian-scale lighting and having "eyes on the street". Shop-front activity adds to security as do residential uses with features such as balconies, and street-facing windows placed slightly above the street.

Strategic Minor Streets

- Within the Medical District both Redfield Street and Butler Street can be transformed to be the central multi-modal corridors of a mixed-use area.
- An opportunity exists to reconfigure Butler Street to extend southward toward Southwestern Medical Avenue. This street could extend further south to connect to the Stemmons freeway provided a viable way to pass under the TRE railroad tracks.

Trail Network Expansion

Publicly accessible natural places and trails are highly important in a built urban environment. Trails not only provide connectivity but a place to recreate and relax. The Parks and Recreation Department's 2002 "Renaissance Plan" – its long range development plan – lists the City's standard for trails as 1 mile of trail per 5,000 residents*. The plan estimated that for 2005 the city would be significantly below its need. In the Stemmons Corridor – Southwestern Medical District Area Plan area there are several opportunities for train network expansion. The City of Dallas should seek to increase multi-modal transportation by providing opportunities to walk and use bicycles along trails within the Stemmons Corridor – Southwestern Medical District area providing accessibility to pedestrian friendly mixed-use development. To achieve this goal the following key trail network objectives should be pursued:

- Connect the Katy Trail to the Trinity Strand Trail via the Design District under the Stemmons Freeway. Work with City of Dallas department of parks and recreation, Friends of the Katy Trail, and the Trinity Strand Trail to implement the preferred alignment shown below.

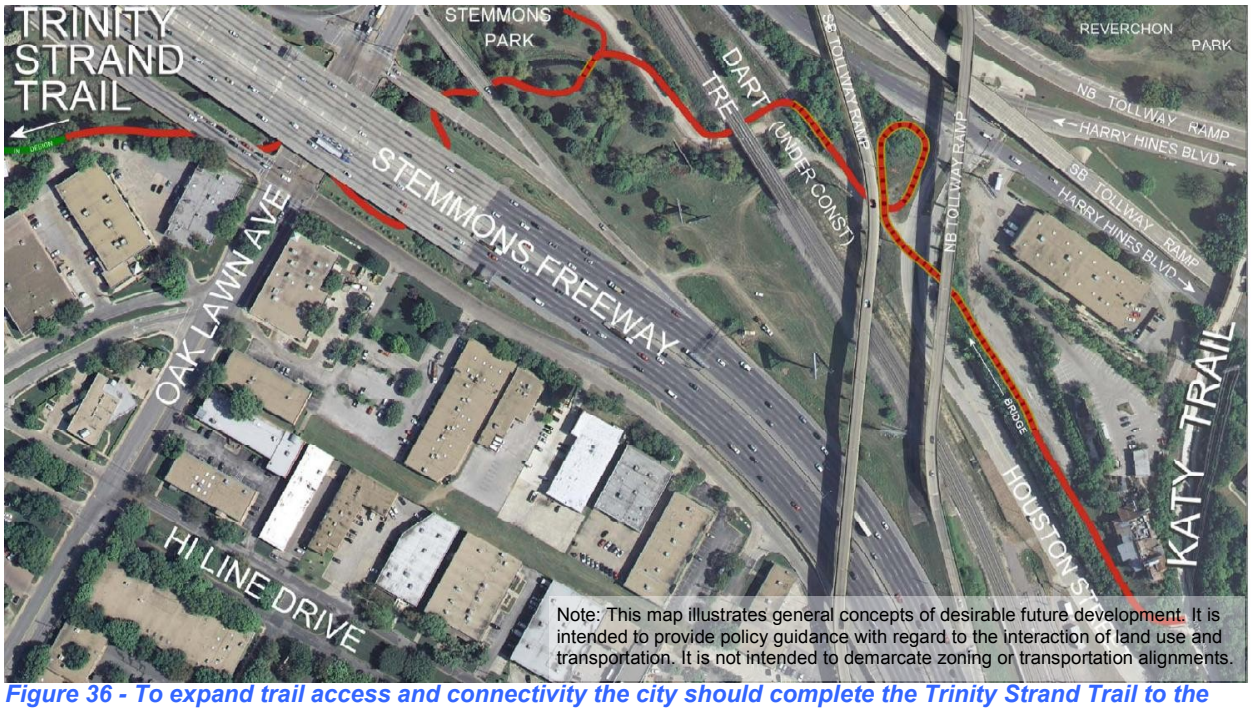


Figure 36 - To expand trail access and connectivity the city should complete the Trinity Strand Trail to the Katy Trail connector.

- Connect Stemmons Park and the Katy Trail to the new DART Green Line station at Market Center as described in the 2004 adopted Old Trinity Trail Master Plan.
  - Revisit the alignment shown on the following page, and the trail segment cost estimates in the 2004 Old Trinity Trail Master Plan to obtain accurate funding needs.
  - Trails will provide an alternative mode of transportation and enhanced pedestrian

*See Figure 10 – Facility Standards from "A Renaissance Plan for Dallas Parks and Recreation in the 21st Century", City of Dallas, 2002.

connectivity. Work with DART to ensure the Green Line right-of-way can be used effectively for pedestrian and bicycle traffic.

- Market Center and InfoMart visitors will have direct access to the recreational amenities of the Katy Trail, Stemmons Park, and Trinity Strand via this trail. Work closely with the Market Center and InfoMart to create and promote this trail connection.

- Use the right-of-way along the DART Green Line as an opportunity to expand area trails and enhance connectivity. As described in the Trails Master Plan, create a trail along DART's Green Line from the Market Center Station north to The Parkland Station. Further expand this trail to the Station at Denton and Inwood.
  - Update project cost information the trail segments listed in the Old Trinity Master Plan from the DART Market Center Station to the Parkland Station.
  - Update the Trails Master Plan to include the trail connection from the Parkland Dart Station northward along the DART Green Line.
  - Secure funding for trail segment from sources such as Dallas County Major Capital Improvement Program, City of Dallas Bond Program, and partner with private initiative support such as Friends of the Trinity Strand Trail and Friends of the Katy Trail.

- Create a direct pedestrian connection from the Medical District to the Trinity Strand Trail. Examine the feasibility of a pedestrian-way along Medical District Drive from Maple westward to the Trinity Strand using existing and new side-walks, connecting the Parkland DART station and the area to the Trinity Strand Trail.

Figure 37 - The right-of-way along the DART Green Line should be used as a trail opportunity and connect to Stemmons Park (and both the Katy Trail and Trinity Strand Trail). To make this connection the suitability of various routes should be evaluated, including Harry Hines and the frontage of the InforMart along the Stemmons Freeway.

Area Gateways and Wayfinding

Gateways are the transition points from one defined area into another. They are major entry points or points where there is a distinct change in character within the Study Area. This change may be expressed in terms of the mode or travel, such as at transit stations or trail-heads, traffic speed, the scale or use of buildings, or the architectural or landscaping design of the area. In terms of orienting oneself, gateways are reference points that provide location information. These areas need particular urban design treatment to provide appropriate visual cues consistent with the location information they provide. Map 2.04, the Southwest Medical / Stemmons Area gateway map, on the following page, shows entry and transition points in the study area. The Consensus Vision identifies two particular gateway types – Auto-Oriented gateways and Multi-Modal gateways. These two gateway types should be treated in a manner that helps create identity and promotes way-finding within the area.

Auto-Oriented Gateways

Automobile oriented gateways are those transition points into or through the Study Area primarily accessed in an automobile. These gateways demark the boundaries where there is a transition from one section of the Study Area to another along major roads. Gateway treatments at these points should be designed with automobile transportation and speeds in mind. Gateway treatments for these points include items such as an area-consistent sign schema, enhanced landscaping, monument signs, and special lighting. Automobile oriented gateways in the Study Area include:

Harry Hines Boulevard at Mockingbird Lane: Add a monument or directional sign on Harry Hines Boulevard near Mockingbird Lane indicating entrance to the Medical District. This is the northernmost entrance into the Medical Campus area. This intersection is appropriate for a median monument sign, possibly at the point where the landscaping changes to incorporate trees on the south side of West Mockingbird Lane, approaching Plantation Road..

Cedar Springs Road at Mockingbird Lane: Improve wayfinding and signalization by adding a monument or directional sign indicating airport entrance visible to automobile traffic on Cedar Springs. To the north of this intersection is the Dallas Love Field airport. While the northern side contains an adequate monument sign for those traveling east or west along Mockingbird, poor signalization exists for those entering from the south on Cedar Springs.

Figure 38 - Facing south on Harry Hines Boulevard crossing over Mockingbird Lane. This one of the northern entry points into the Southwestern Medical District.

Image courtesy of Google Street View

*The 2005 City of Dallas Traffic Count Book (http://www.dallascityhall.com/pwt/CountBook/Welcome.htm) shows the traffic volumes measured on 10/9/2000 from Stemmons Freeway to Medical Center Drive along Motor (27,400 vehicles) as more than double that from Stemmons Freeway to Irving Blvd.(10,866).

Map 2.04: Gateways Map

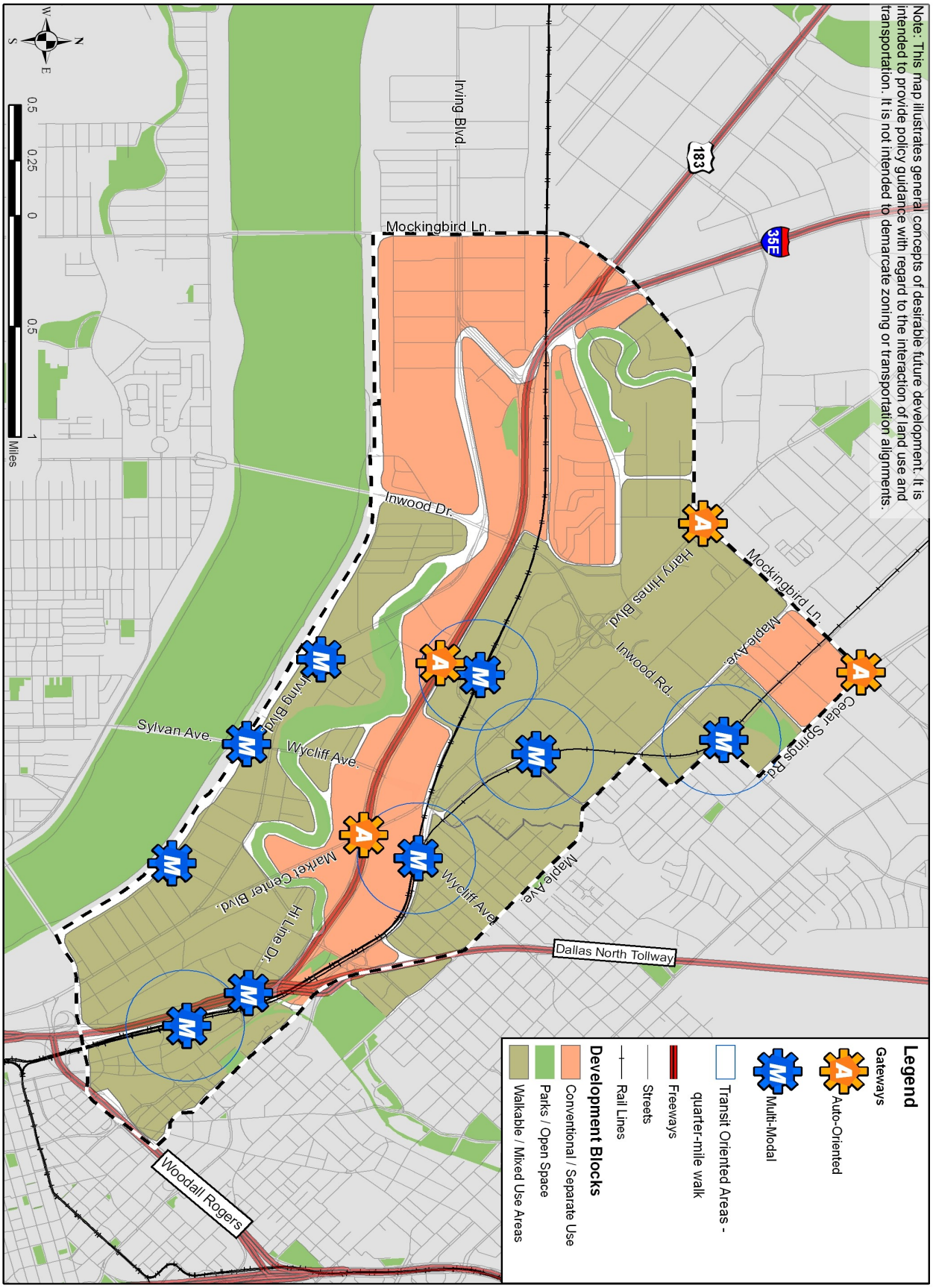


Figure 39 - Facing east onto Medical District Drive from the Stemmons Freeway.

Image courtesy of Google Street View

Stemmons Freeway at Medical District Drive: Identify the east side of Stemmons at this intersection as an entrance into the Medical District through appropriate wayfinding signs. Currently a major shift occurs at Stemmons Freeway where Motor Street changes to Medical District Drive. The east and west side of Medical District Drive (Motor Street on the west) at this intersection are distinct in character. The eastern side is a principal entrance to the Medical District while the western side currently has a commercial / warehouse character with wholesale and distribution facilities. The heaviest flows of traffic at this intersection will come from north and southbound Stemmons Freeway heading east into the Medical District*. A smaller proportion of traffic will cross the intersection from Irving Boulevard along Motor Street.

Figure 40 - Facing east onto Market Center Boulevard from the Stemmons Freeway access road.

Image courtesy of Google Street View

Stemmons Freeway at Market Center Boulevard: Create clear signs linking the east and west sides of Stemmons Freeway, uniting the area hotels and the Market Center, and expand Market Center Circulator to include other destinations. Market Center Boulevard provides a link across Stemmons Freeway to the Market Center area. This area includes the Infomart, The world Trade Center, the Dallas Trade Mart, and the Dallas Market Center – a major trade hub for the city. Across Stemmons Freeway from this destination point lie the hotels which serve these trade venues, the largest of which is the Hilton-Anatole Hotel. Other hotels just south of this gateway on Market Center Boulevard include the Double Tree, Best Western, Ramada, Quality Inn, Marriot Courtyard, and Fairfield Inn hotels.

Multi-Modal Gateways

Multi-modal gateways are those transition points within the study area which offer multiple transportation options to access them other than via automobile. These options may include using DART rail, bicycling, and walking. The gateway treatments in these areas should be designed at a scale at which people not in automobiles can easily interact with them. These gateways should include enhanced lighting, and clear directional signals pointing to local destinations and amenities. These areas include:

DART Green Line Inwood Station at Inwood Road and Denton Cut-off Road: The area surrounding this gateway has been selected as a strategic opportunity area. Enhancing pedestrian activity is critical in this area. Gateway improvements should include:

- Enhance the intersection at Inwood and Denton to create a pedestrian-friendly pathway to and from the DART station.
- Create a continuous pedestrian path from the station to Weichsel Park.

Southwestern Medical / Parkland DART Station at Medical District Drive: This gateway represents an important access point into the Medical Center, and in particular to Parkland hospital. Signage and pedestrian amenities should direct employees, and visitors from the DART station and into the rest of medical complex and to surrounding development. This station will be a primary transit access point for residents of Cityville and other new adjacent transit oriented development. Street crossings, in particular the intersection of Medical District Drive and Bengal, just south of the new DART station, should be safe and easy to navigate for pedestrians.

- Ensure appropriate pedestrian connectivity and signage exists from the DART station through the new Parkland development to surrounding areas.
- Create a safe pedestrian connection from the Parkland Station to the Cityville development and new residential developments in the area.

DART Green Line Market Center Station at Harry Hines Boulevard at Vagas Street: Market Center will likely be a major destination rather than an embarkation point. While most DART riders will access the Market Center, remaining on the west side of Harry Hines, others will park on the east side of Harry Hines to access the station.

- Create proper signalization and traffic calming measures to enhance the safety of this proposed at-grade crossing from the DART parking facility to the station.

Figure 41 - DART rendering of the Green Line's Market Center Station

- Take advantage of the new DART bridge across Harry Hines as a gateway device to mark entry into the Medical District and Market Center areas.

TRE Station at Parkland Hospital: The TRE Station is an important link for commuters into the area and to Downtown. The station is connected to major destinations within the Medical District via the 822 DART bus circulator route. Additionally the Station and this area are connected to the rest of the City via DART bus routes. These include direct connections to the Westmoreland Station via 404 and 405, and the Southwest Center Mall via route 453.

- Evaluate the circulator route currently connecting the TRE station to the rest of the Medical District for route improvements.
- Enhance pedestrian connectivity from this station to other areas through appropriate signage and enhanced walkways.

Figure 42 - The Medical Center Station of the Trinity Railway Express is an important entryway for commuters into the Medical District.

Hi-Line at Stemmons: The area surrounding this gateway has been selected as a strategic opportunity area. The vision for this area is described in greater detail in the Strategic Opportunity Areas section, starting on page 76. This gateway will serve as an important connector between the Victory development area and the Design District. Gateway improvements should include:

- Reconfiguring the Stemmons underpass as a part of the Pegasus Project to create a wider pedestrian friendly crossing. This would serve to link future development at the current American Airlines parking areas with mixed-use projects in the Design District.
- Enhancing the connection under the Stemmons Freeway to create an inviting multi-modal connection with elements such as improved lighting, directional signs and landscaping.

Trinity Gateway at Crampton Street: Currently the Trinity River Land Use Plan does not identify specific treatment of the Crampton Street intersection at Irving Boulevard. However, this intersection can support development and has great potential for transformation. The Trinity Strand Trail has a planned connection to Crampton Street near Stemmons. This connection should also provide pedestrian and bicycle connectivity southbound along Crampton Street toward the Intersection at Irving. Similarly, vehicular traffic should use Crampton Street from Irving Boulevard as an access to the Trinity Strand trail. This intersection should take advantage of existing plans for the Trinity Strand Trail to further develop Crampton Street as a vital connector for bicycle and pedestrian traffic. Add appropriate signs at Crampton Street and Irving Boulevard indicating connectivity to the Trinity Strand Trail.

Trinity Gateway at Sylvan Avenue: The area surrounding this gateway has been selected as a strategic opportunity area. The vision for this area is described in greater detail in the Strategic Opportunity Areas section, starting on page 76. This connection will serve as one of the main gateways into the Trinity River. Gateway improvements should include:

- Construct the planned Sylvan Bridge and Trinity access points. This gateway into the Trinity River Park will be one of the primary access points and will include pedestrian and bicycle entryways, as well as vehicular access-ways.
- Complete construction of the Trinity Strand Trail providing another route to the Trinity River Park, increasing pedestrian traffic to the area.

Trinity Gateway at Oak Lawn: The Trinity River Corridor Land Use Plan contains a detail prototypical development map for the areas north and south of Oak Lawn Avenue. The illustration below shows the proposed development pattern for the area featured in the plan.

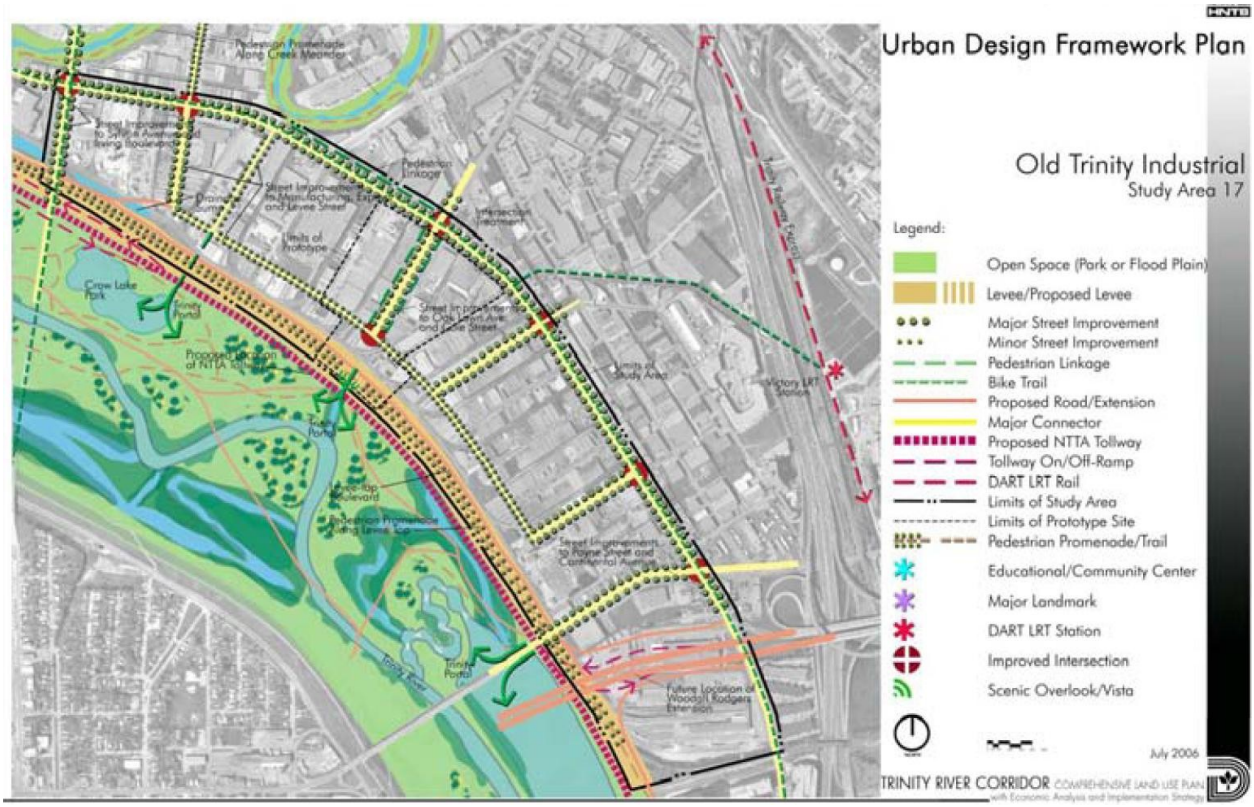


Figure 43 – The Trinity River Landuse Plan shows the area around Oak Lawn Avenue in a detailed Urban Design Framework Plan map. The design for the area includes improved intersections at Oak Lawn Avenue at Irving Road and at East Levee Road. The plan also indicates that Oak Lawn Avenue should be a major pedestrian linkage between these two points, including major street improvements to achieve this goal.

Internal District Wayfinding

There are three districts within the study area which should be treated in a distinct and internally consistent manner in terms of way-finding, internal navigation, and sign designs. These are the Medical District, The Design District, and the Market Center. These districts contain both auto-oriented gateways and multi-modal gateways.

Medical District: Within the area identified as Medical Campus on the Consensus Development Vision map shown on page 35.

- Enhance wayfinding signage along Harry Hines within the Medical Campus, in particular for emergency vehicles and access. Wayfinding identifiers on Harry Hines should include:
    - Monument features at the north and south terminuses of the district, and at Inwood road, the center of the district;
    - Small directional signs indicating buildings;
    - Large roadway signs at Medical District Drive, north and south of the intersection with Inwood Drive, and within the Medical District south of Mockingbird Lane;
    - Emergency entrance signs clearly signaling the most direct access to emergency areas / rooms from Harry Hines Boulevard.

- Encourage a public-private partnership approach in creating appropriate sign standards for this unique area of the city.
- Work with the Southwestern Medical Board on their efforts to create a district-wide consistent wayfinding and sign standard, capitalizing on the Board's existing efforts.
- Adopt an area sign ordinance for the medical campus area with design standards to ensure consistent directional signs within the area.

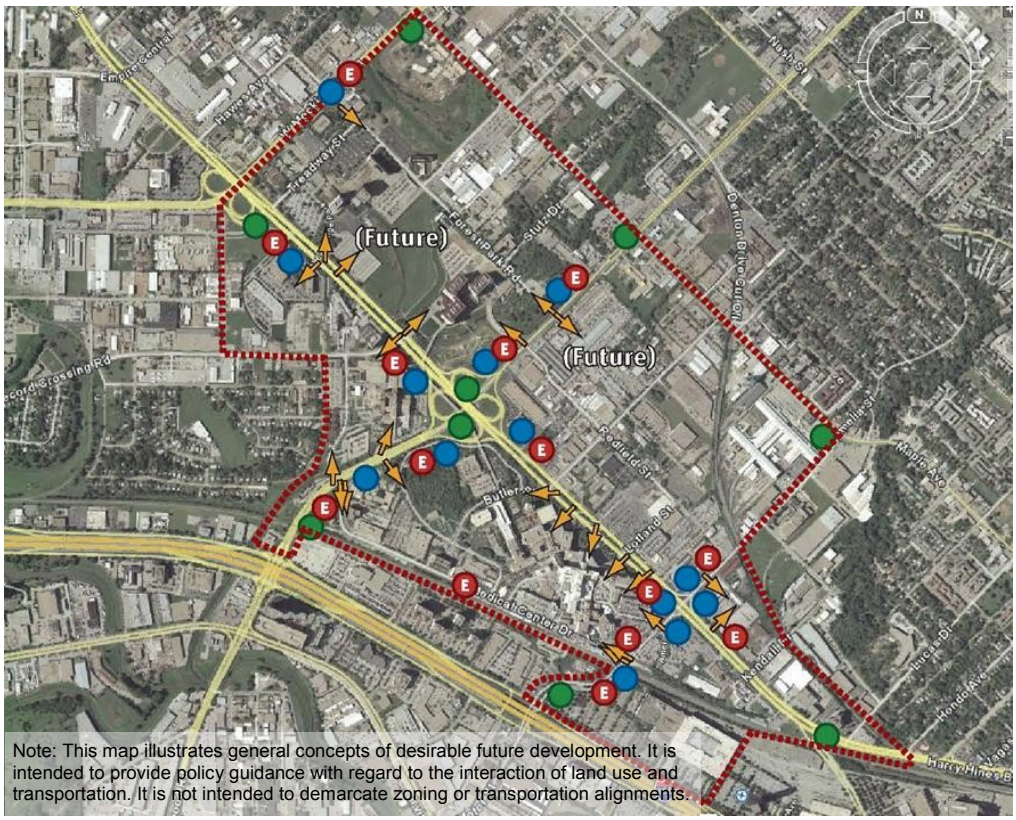


Figure 44 - The preliminary way-finding signage in the Medical Campus Area prepared for the Southwestern Medical Board indicates possible locations for gateway features (green), large over-the-road directional signs (blue), small directional signs (red), and directional signs (arrows).

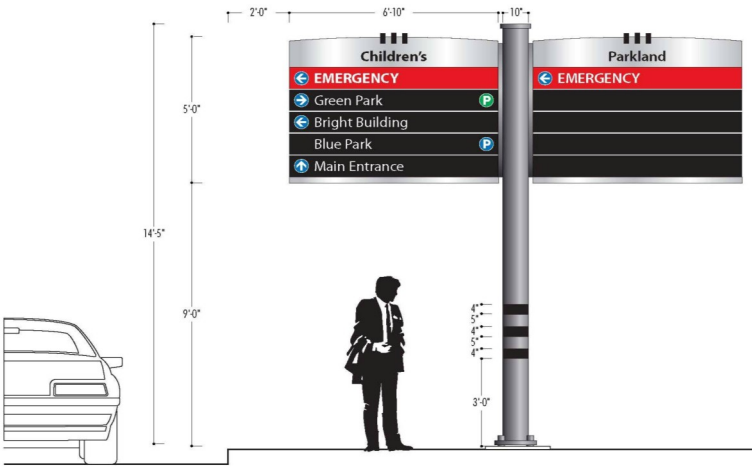


Figure 45 - The Southwestern Medical District Board has developed a preliminary wayfinding and sign standard for the area designated 'Medical Campus' within the Development Vision. These standards should be refined and implemented for the area.

Design District: This area will change with the influx of new residents and addition of the Trinity Strand Trail. It will be important to create more effective entry features like enhanced monument signs or distinctive architectural features such as a clock tower or spire to guide people to the amenities within the area:

- Enhanced monuments should be included on the northwest and southeast ends of Hi Line.
- Make the monument at Oak Lawn and Stemmons Freeway more visible.
- As indicated on the Trinity River Master Plan, create a gateway feature and a visual terminus feature at the trail.

Figure 46 - New Design District monument sign on Hi Line near the Stemmons Freeway.

Market Center: The Market Center area draws more than 400,000 visitors a year, making its 117-acre campus a major destination. Major access-ways to this large campus include the Stemmons Freeway, and secondarily Harry Hines and Market Center boulevards. DART's Market Center Station on the Green Line will soon provide another major entry into the campus at the east side of the World Trade Center building. In order to provide better orientation and to facilitate circulation in the area:

- Create a coordinated parking coding schema for the major Market Center parking areas.
- Add a Market Center directional sign along Harry Hines Boulevard at Market Center to direct traffic to the Trade Mart and Market Center buildings along Market Center Boulevard and to direct traffic to the World Trade Center and Infomart buildings by continuing on Harry Hines boulevard.
- Increase the size of the monument signs along the Stemmons Freeway and include directional signs for parking entrances.
- Add Market Center directional signs on Oak Lawn Avenue and other key streets.

Specific Area Circulation Improvements

Within the Southwest Medical / Stemmons Corridor Area there are several 'destination areas' within which traffic circulation slows. One reason for this change in pace is because there is a greater degree of internal circulation at these destination points. These shorter, local trips, can be efficient, or inefficient. In addition to improving circulation through wayfinding, this section of the circulation vision describes physical and structural changes within these areas impacting area traffic circulation.

Southwestern Medical Circulation Improvements

In addition to a unified sign design for the Southwestern Medical District, there are other area improvements which can improve circulation within and through the area. These include:

Coordinated Parking Management:

Within the area identified as Medical Campus on the Consensus Development Vision map on page 35, the opportunity exists to coordinate parking resources among the various medical institutions to provide an integrated parking system which pools parking as a shared resource. While typically medical facilities have peak demands at similar times limiting sharing of lots, there is an opportunity to better coordinate visitor parking. Coordinated parking management could include features such as a district-wide parking fare card system, coordinated parking signs, and better circulator shuttle stop coordination.

Improve Circulation via local Shuttles

The addition of the Inwood station and the Parkland/Southwestern Medical District station along the DART green line will change circulation patterns and needs within the Medical District. This additional transportation alternative should be connected and coordinated with existing public transportation options, including existing bus routes and the existing area circulator shuttles. Currently circulator shuttles link existing facilities in a number of ways. These include door-to-door service as well as parking facility links.

The Medical District should be served by bus routes and shuttles which enhance connectivity within the area which will link to the new stations. This need has been identified by DART and the Southwestern Medical District Board. Currently DART is working with the Board to present routing alternatives to enhance connectivity within the district, encourage light rail transit use into the area, and facilitate rapid connections between institutions for time-sensitive internal travel

Improved Pedestrian Connectivity at Parkland Hospital

The Parkland Hospital site east of Harry Hines Boulevard will have automobile, local shuttle, city bus and light rail as motorized transportation options. Additionally, it is important to integrate pedestrian and bicycle accessibility. The pedestrian connectivity vision for this area is described in further detail in Strategic Opportunity Area 2, starting on page 79. Overall, this vision includes:

- Integrated pedestrian access to and from the Parkland Hospital site from both the Parkland DART station and surrounding sites.
- Enhanced pedestrian streetscapes through TIF design guidelines and other mechanisms.

To provide reinforcement for these policies the new Parkland hospital designs, as well as the Southwestern Medical District Campus plan should include specific connectivity designs. This includes detailing connection points, important internal and external street crossing points, safety measures such as police call-box locations, and other pedestrian and bicycle amenities.

Victory Area Circulation Improvements

The Victory area is home to the American Airlines Arena, the W Hotel, numerous apartment and condominium developments and a large number of restaurants and entertainment options. It is capable of handling large volumes of traffic. The American Airlines Center alone has a seating capacity of over 18,500 patrons. Despite this capacity the Victory development can improve its connectivity to other portions of the City, in particular to the Design District.

Victory – Design District Connector

The opportunity exists to connect the Victory Development to the Design District via Hi-Line Avenue. The connection along Hi-Line under the Stemmons freeway should be improved to create a better connection to the Design District. The City should evaluate the feasibility of a circulator shuttle connecting the Victory development with the Design District and other area amenities.

Figure 47 – Potential build-out of the Victory Development Area shown highlighted in the foreground. The Design District lies to the west, separated by the Stemmons freeway.

Strategic Opportunity Areas

Four areas were identified as "Strategic Opportunity Areas" which present unique opportunities to focus positive change within the study area. The strategic opportunity areas within the Stemmons Corridor – Southwestern Medical District Area Plan are:

- DART Inwood Station area: The area generally located around DART's Green Line elevated station currently under construction along Denton Drive south of Inwood Drive.

- DART Market Center and Southwestern Medical District/Parkland Station area: Generally located between Harry Hines Boulevard and Maple Street surrounding the two new Green Line Stations under construction at Vagas Street and Harry Hines Boulevard (Market Center Station) and on Inwood Road and Denton Drive (Southwestern Medical District/Parkland Station).

- The connection between the Victory development area and the Design District centered along Hi-Line, from Victory, under the Stemmons Freeway, connecting to the Trinity Strand Trail.

- The area west of the Trinity River access point at Wycliff Avenue.

These Strategic Opportunity sites were identified based on criteria such as their proximity to new DART stations, existing economic incentives, and development and re-development potential. The Strategic Opportunity Areas will be the target of several short-term implementation items, such as city-initiated zoning, detailed infrastructure assessments, or economic development incentives. The focus on these areas will create an environment conducive to development in conformance to the Consensus Vision, and potentially create a development spill-over effect onto adjacent areas.

Map 2.05: Strategic Opportunity Areas

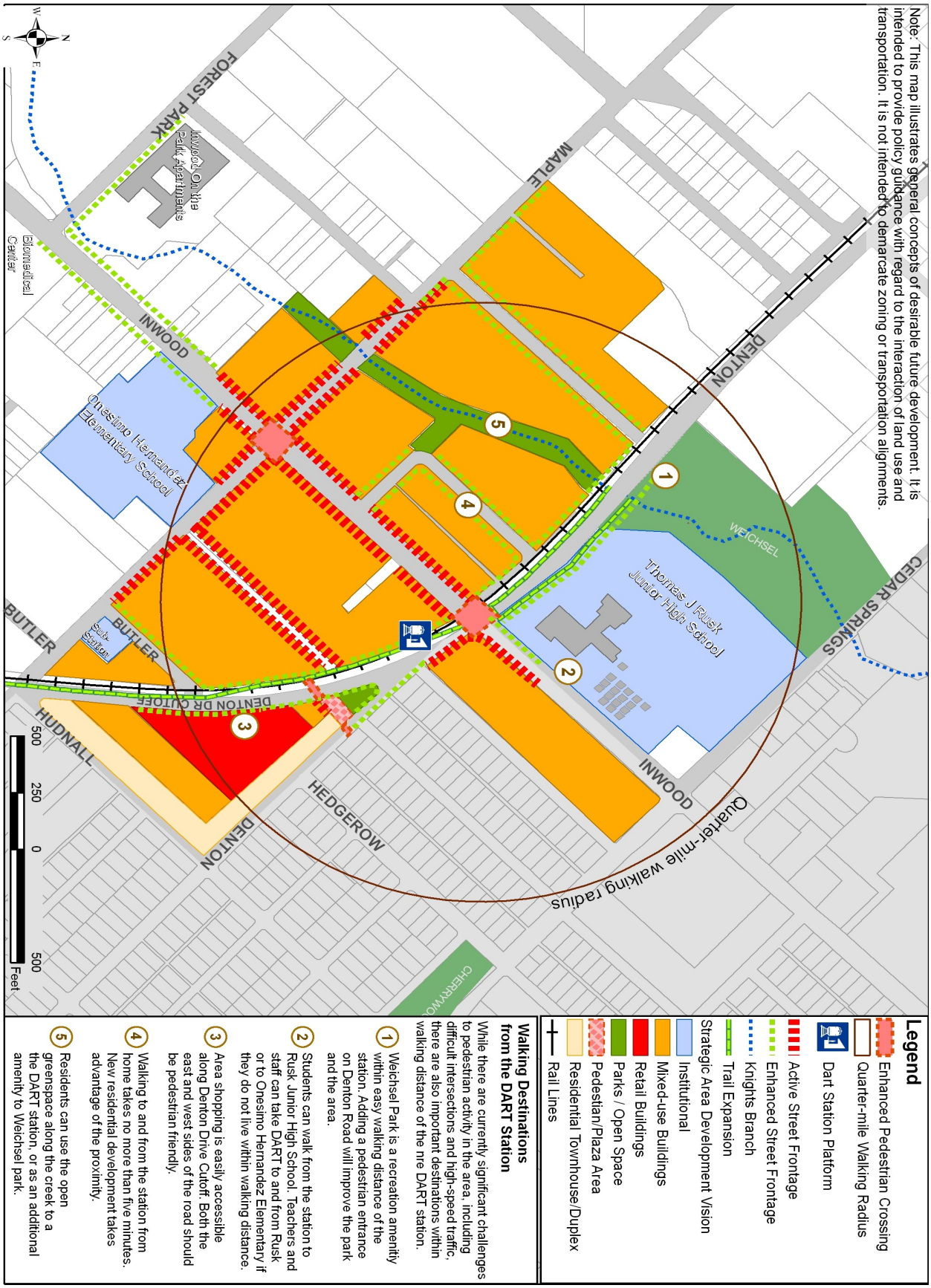
Strategic Opportunity Area 1: DART Inwood Station Area

This Strategic Opportunity Area focuses on the future redevelopment potential radiating along Inwood Boulevard and Denton Drive within proximity of the DART station currently under construction. This site represents a unique opportunity for future development to respond to both automobile-oriented and pedestrian-oriented commercial development, and the availability of land for residential development in proximity to shopping as well as to area attractors such as Thomas J. Rusk Junior High School and Weichsel Park. The strategic opportunity area illustration for this area, map 2.06 on page 77 depicts desired future development patterns with a focus on the key goals for the area, discussed below.

Figure 48 - The Dart Station along Denton Road south of Inwood Drive will be elevated, allowing for a larger plaza space.

Figure 49 - The Dart Green Line Station at Denton Road and Inwood Road will include nearly 400 parking spaces for those who drive to the station, and also will have a prominent DART bus connection along Denton Road for transit riders. The Vision for the area includes the flat parking surface developing as structured parking, opening the possibility for office or residential development at the station site itself above the parking.

Map 2.06: Strategic Area 1 – Development Vision



Goal 1: Encourage a predominantly residential, mixed use and pedestrian friendly environment within easy walking distance of the DART station.

The area around the new Inwood Drive DART Station should be a safe and walkable area offering multiple housing options, shopping, education, and entertainment opportunities for area residents, and visitors. Future residents are attracted to the area due to its convenient shopping, central location, and park amenities. An increase in population will help provide the threshold density needed to create a vibrant place. Part of the envisioned vibrancy of this area is the high level of pedestrian activity and connectivity, where residents can walk easily to the numerous destinations within the area, using sidewalks or the walking trail built along the DART line right-of-way.

A moderate density mixed-use development with street-activating ground floor land uses should be encouraged south of the DART station. New residential development should occur both to the south and west of the station as well as to the north of Inwood Drive. As the area develops the DART parking should be used as a development site including structured/ internalized parking with office or residential development above it. Residential development between Maple and Denton to the north of Inwood Road should take advantage of the natural creek area to create an urban park amenity for its residents. Development along Inwood Road to the east and west of its intersection with Denton Road will change in character as this area is reconfigured to be more pedestrian friendly and take advantage of the area's proximity to the DART station.

Walking along Denton Drive is encouraged as the crossing at Inwood is enhanced with a well-signaled crosswalk and appropriate lighting. Eventual residential development should occur on the DART station parking site itself as demand in the area increases. The surface parking will provide an opportunity for DART to capitalize on its land investments and provide a site for increased transit-oriented residential development.

Achieving the following objectives will be critical to the success of this new transit-oriented neighborhood:

Encourage mixed-use residential development along Inwood Road, Denton Cutoff and Maple Avenue

As pedestrian traffic comes to the area via the DART station, development on Inwood Road, Denton Cutoff and Maple Avenue near the station should take on a different form. Large setbacks and front-facing parking should be discouraged. Rather, buildings should be closer to the street with an ample side-walk. Buildings should be from two to seven stories in height and have rear or structured parking. Buildings facing Inwood and Denton Cutoff should have ground-floor, street-activating land uses. These could include flex-space, artist studios, small offices, retail shops or restaurants, as well as institutional uses.

- Development, while predominantly residential, should include ground-floor retail or other neighborhood-service commercial opportunities.
- At the appropriate time, the DART parking facility should be re-developed through public-private partnership to accommodate mixed uses as well as structured parking.

Enhance area streets amenities to encourage pedestrian activity

To aid in achieving the pedestrian accessibility in this vision, several steps should be taken to increase design amenities along these routes. These include:

- Create a continuous pedestrian path along Denton Drive connecting the DART station to the improved shopping areas to the south and to Weichsel Park to the north. This streetscape should, at a minimum, include:
  - Trees in street-grates spaced at no more than 100-foot intervals.
  - Sidewalks of a minimum of 6 feet.
  - Street 'furniture' and amenities such as benches, planters, and trash receptacles
- Re-design Kimsey Drive to serve as a primary pedestrian access to Maple Avenue and Denton Drive.
  - Currently Kimsey Drive has a narrow sidewalk on only the northern side of the street. Use a street template for minor streets from the *Form Districts ordinance* as the template for the redesign.
  - The sidewalk on Kimsey Drive should connect seamlessly to Denton Drive to provide access to Inwood Drive and the DART station to the south.
- As redevelopment occurs on Sadler Circle, ensure that streetscape amenities are incorporated into redevelopment plans. Design considerations for this street should include:
  - Create an entrance into a public-private open space at the northwestern-most portion of Sadler Circle
  - Connect to the trail / path along the DART Green Line light rail line near the eastern terminus of Sadler Circle at Denton Drive
  - Ensure the addition of a sidewalk of a minimum of 6 feet on at least one side of Sadler Circle
- Add pedestrian amenities to Butler Road near the intersection with Denton Drive to connect retail and mixed use developments on both sides of Denton Road linking the DART station activity to retail and mixed use development east of Denton Cutoff.

Reduce traffic speeds near the DART station and create better pedestrian intersections at key crossing-points.

- Reduce traffic speeds along Inwood Road between Forest Park Road and Vandelia Street to safely accommodate the greater pedestrian activity between these points. The reduced speeds in conjunction with improved signalization will provided added protection to the students of Onesimo Hernandez Elementary and the Thomas J. Rusk Junior High School, both of which abut Inwood Road. This reduced speed will also encourage pedestrians to use the street and provide for safer crossing points at Maple and Denton Roads.
- Redesign the Denton Drive and Inwood Drive intersection to be pedestrian friendly. The area around the new DART Inwood Drive Station has several existing and new destinations which should be accessible to pedestrians. Weichsel Park is easily within walking distance of the new station site although it is necessary to cross both Denton Drive and Inwood Drive. Currently this intersection is not friendly to pedestrians. The Thomas J. Rusk Junior High School is a major draw in the area within walking distance of the DART station. Enhancing the intersection at Denton and Inwood will permit children to easily walk from the neighborhood to the south, and from the new residential development to the west and southwest. Features should include:
  - Wider sidewalks leading to the intersection
  - Textured and colored roadway pavers clearly indicating the pedestrian crossing area, and

- Enhanced crossing signalization at the intersections such as countdown timers.
- Work with DISD to create a walkable environment along western edge of the Thomas J. Rusk Junior High School. This pathway will serve students and area residents and should serve as a natural extension of Weichsel Park into the urban environment, extending park-like amenities to a walking path. Amenities could include shade areas and resting points.

Goal 2: Increase connectivity in the area uniting existing and new amenities.

The area around the new Inwood Drive DART Station should be a safe and walkable area offering multiple housing options, shopping, education, and entertainment opportunities for area residents and visitors. Future residents are attracted to the area due to its convenient shopping, central location, and park amenities. An increase in population will help provide the threshold density needed to create a vibrant place. A moderate density mixed-use development with street-facing retail is a redevelopment potential for both the north and south sides of Inwood Road between Maple and Denton Roads. This redevelopment affords new connectivity and urban landscape enhancement opportunities for the area.

Create as much continuous open space, including private open space, along Knights Branch from Cedar Springs to the development west of Maple as possible

Work with property owners north of Sadler Circle along Knights Branch to take advantage of the open space and connectivity potential. Development should:

- Include a connection from Sadler Circle to a greenbelt along Knights Branch to allow pedestrian accessibility to the greenbelt.
- Use Knights Branch as a green space and trail amenity for future residents and as a development incentive for multi-level housing with views onto the creek. Encourage mews or a pedestrian walk in new development to provide a gradual transition between private realm and the public trail.
- Improve the green space by adding a walking trail along Knights Branch westward from Denton Drive and continuing across to Maple Avenue. Additionally, improve the section of the creek West of Maple behind the existing office structure.

Use the right-of-way along the Green Line as an opportunity to enhance connectivity by creating a trail along DART's Green Line from the Market Center Station northwards to the Parkland Station and further to the DART station at Denton and Inwood and to Weichsel Park.

The section of the Green Line trail within this Strategic Opportunity Area will serve as a way to connect both commercial and recreation points. Residents, those who drive into and park in the area, or who access the area via the DART Green line should be able to easily walk to area amenities using local streets. The trail opens the area to a broader audience as well as providing users with another transportation alternative.

- Connect the trail to Weichsel Park near its northernmost end. This will provide a destination point for trail users and add connectivity to the park.
- Add a clearly-marked crossing along the trail at Inwood Road to allow for trail users to stay on the trail and to access both the shops and restaurants along Inwood Road and continue onto the green space along Knights Branch.
- Add a clearly marked crossing at Denton Drive to access the commercial area and green space to the southeast of the DART station.

Strategic Opportunity Area 2: DART Market Center and Parkland Stations

This Strategic Opportunity Area focuses on the development of the Parkland Hospital and DART station within this site, the existing mixed use development, and the developments currently under construction along Medical District Drive south of the future Parkland Hospital site. The passage of the Parkland bond initiative allows for the opportunity to develop a new premier hospital within the Medical District and provides further impetus for new surrounding development. The strategic opportunity area illustration (map 2.07 on page 82) depicts desired future development patterns in the area with a focus on the key goals that are discussed below.

Goal 1: Ensure easy pedestrian access between the Parkland DART station, adjacent residential, retail, and other area amenities.

The Parkland DART station area will serve not only the medical facilities but also the burgeoning residential community and commercial activity in the area. The new DART Station should be a safe and walkable area offering multiple housing options, shopping, employment, and entertainment opportunities. Many future residents are attracted to the area due to its location within the medical district and employment in medical or medical-related businesses. Enhancing connectivity to the DART station will leverage this resource and extend development, creating a hub of activity.

Create attractive and easy to navigate intersections along Medical District Drive

An opportunity exists to tie new development south of Medical District Drive to the Parkland development instead of separating the two sides of the street. Creating an effortless permeability at certain crossing points will ensure both access and reduce the possibility for accidents along this road. To facilitate these goals it will be important to:

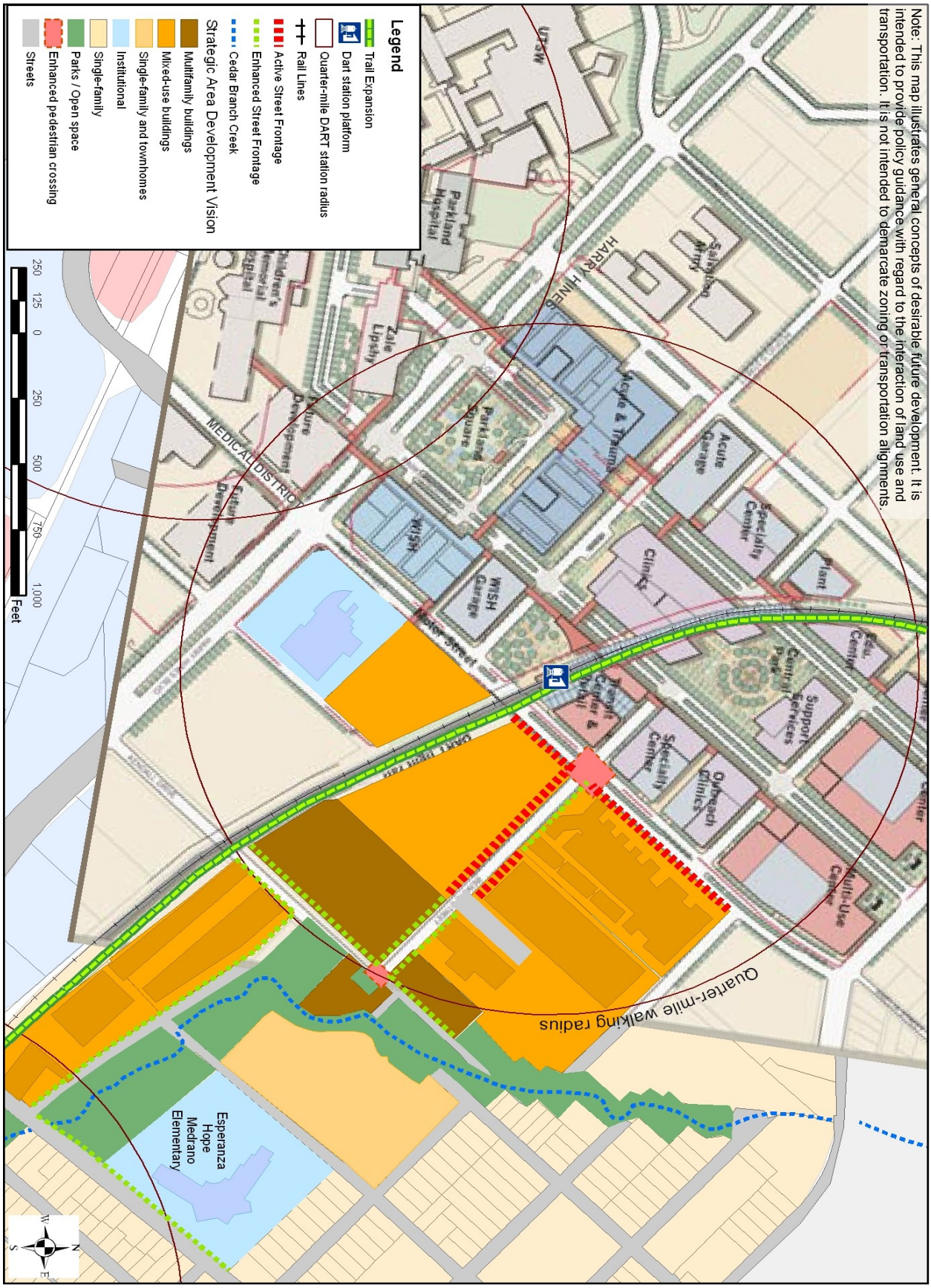
- Ensure easy pedestrian access to the Parkland DART station both from the Parkland campus and from the south side of Medical District Drive. This should be done via a clearly-marked and signalized crossing at Bengal.
- Create a direct pedestrian link between development on the new Parkland hospital site to the DART station and adjoining developments.
- Create similarly pedestrian-oriented crossings along Medical District at Maple Street and Harry Hines Boulevard to encourage pedestrian activity on both sides of Medical District Drive.

Create direct pedestrian links between the new Parkland hospital site and DART station through adjoining mixed-use developments to the surrounding residential neighborhoods.

Use TIF funding as an incentive, in conjunction with other appropriate financing mechanisms to provide better sidewalks which include amenities such as street furniture (benches, trash receptacles, etc.), street trees, and enhanced crossings. These streets, identified on the Strategic Area 2 Development Vision Map include:

- The western edge of Lucas Drive, from the Esperanza Hope Medrano Elementary to Production Drive;
- Production Drive from Lucas Drive to Macatee Drive;
- Macatee Drive from the Medical District Trail to Cedar Branch Creek;
- Bengal Street; and
- Medical District Drive

Map 2.07: Strategic Area 2 – Development Vision



Goal 2: Encourage residential development within walking or one-stop transit distance of the Medical district employment center.

One of the goals in *forward*Dallas! is to create vibrant residential neighborhoods where mass transit is a viable transportation alternative. To create this type of neighborhood within the strategic opportunity area it is important that these residential areas be located such that there is easy access to the Parkland Dart Station and medical employment.

Promote Mixed-use development along Medical District Drive and Bengal

The Cityville and adjacent mixed-use development along Medical District Drive will capitalize on its proximity to the DART station. This pattern of development should expand along Medical District and Bengal. Continue to promote the Tax Increment Finance (TIF) district benefits as an incentive for desirable mixed use projects.

Promote appropriate residential density patterns near Cedar Branch creek.

Encourage the re-use or development of buildings southwest of Cedar Branch Creek to accommodate urban residential-medium densities (three to five stories). Currently these properties are warehouse/distribution uses. Moving to urban residential densities may include:

- Assistance in obtaining appropriate zoning
- Leveraging TIF funding to provide improved sidewalks and landscaped open spaces
- Creative designs and parking reductions commensurate with higher levels of transit use
- Discourage further density above urban-residential-low in the areas east and northeast of Cedar Branch creek

Goal 3: Capitalize on open space, park, and trail amenities to enhance the area's attractiveness.

Connectivity to open space and recreational amenities will be a necessary component to enhancing the area for medium density residential. The Parkland DART station area will serve not only the medical facilities but also the burgeoning residential community and commercial activity in the area.

Encourage development to provide connectivity to the trail along the DART green line and easy access to adjacent open spaces.

- Ensure multiple connections to the Medical District Trail. These could include connection points at Macatee Drive, Medical District Drive and within the Parkland campus.
- Encourage new residential development adjacent to the Medical District trail to provide direct access from the site to the trail.

Use TIF participation to enhance Cedar Branch creek and green spaces in the area as an amenity for adjacent development.

- Use TIF funding in conjunction with public and private sources to improve open space in the area.
- Assist in the creation of new open space such as those indicated on Map 2.06: Strategic Area 2 – Development Vision, at the intersection of Bengal Street and Macatee Drive.

Strategic Opportunity Area 3: Victory / Design District Connection

This strategic opportunity area develops the link between the Victory development area and the Design District, and the redevelopment potential along Hi-Line. The area's connectivity will be enhanced with the addition of the Trinity Strand Trail and its connection to the existing Katy Trail. This trail connection creates a triangle, with Hi-Line as its base. The western edge of Hi-Line is anchored by a trailhead park at the Trinity Strand. The eastern edge of Hi-Line is the gateway from the Victory development. Development will radiate along this connection aided by the Design District TIF. The strategic opportunity area illustration (map 2.08 on page 85) depicts desired future development patterns in the area.

Goal 1: Encourage development of a pedestrian oriented mall along Hi-Line Drive.

Hi-Line should become a major pedestrian connector in the area. Currently Hi-Line has a wide right-of way with a grassy median separating two travel lanes. The opportunity exists to create a pedestrian friendly mall as a central connector in this area spurring development. In order to accomplish this:

Create a trail connection along Hi-Line with a Trailhead destination at the Trinity Strand

- Create a resting place at the end of Hi-Line as part of the Trinity Strand Trail connection as a congregation point and destination.
- Include a large visual terminus at the end of Hi-Line.

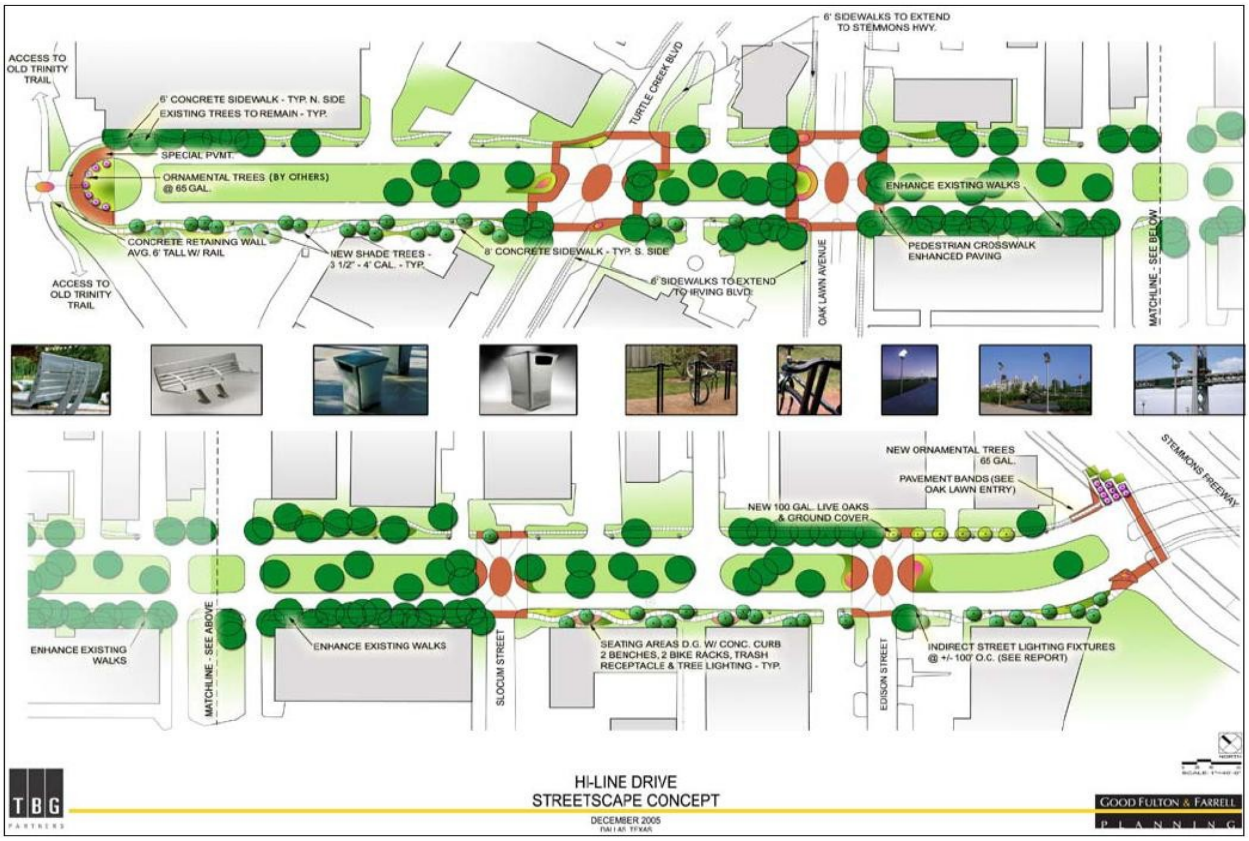
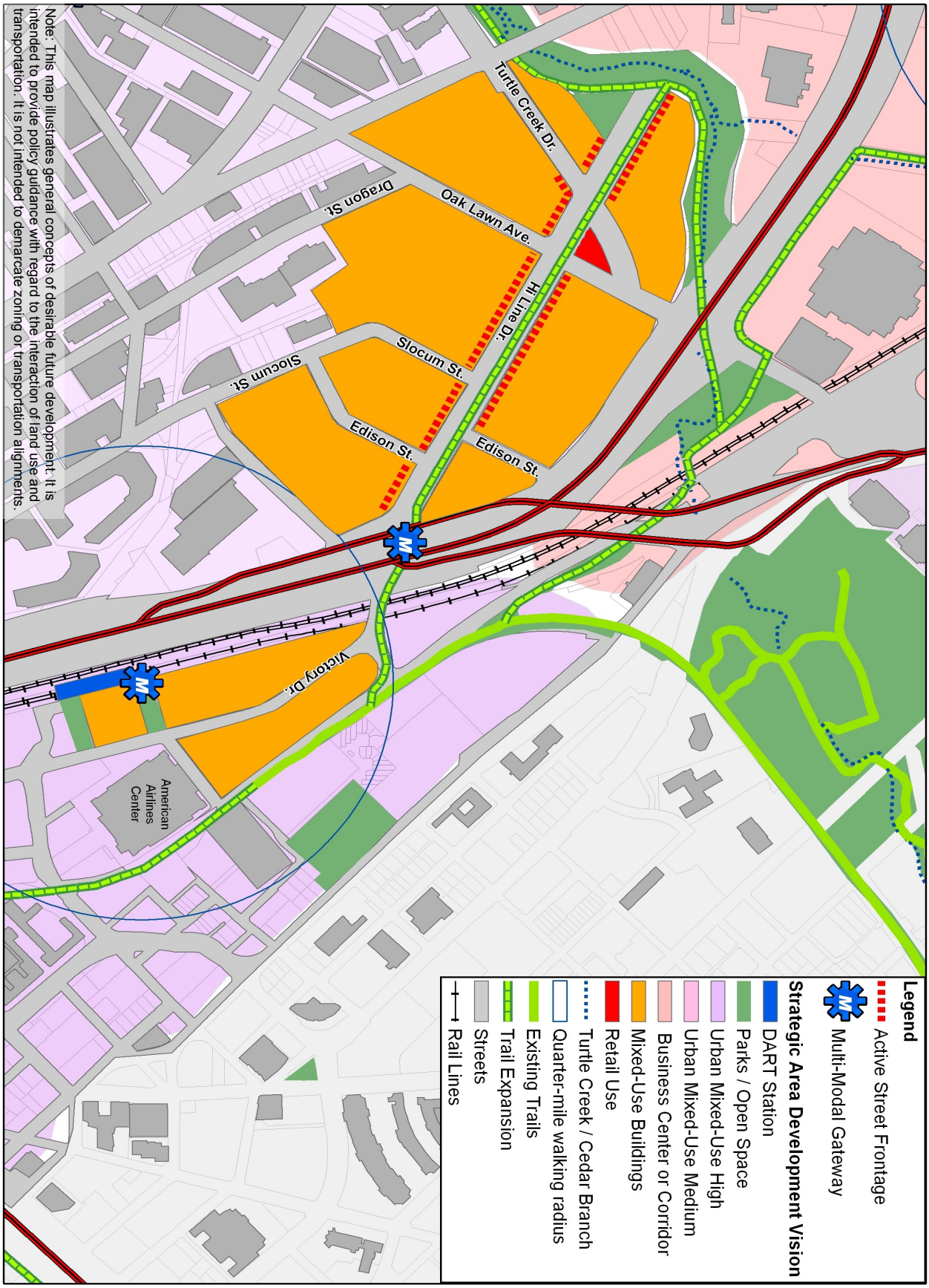


Figure 50 - Conceptual plan from the 2005-2006 North Central Texas Council of Governments Sustainable Development Funding Program for the Dallas Design District TIF–Walking and Bicycling Improvements.

Map 2.08: Strategic Area 3 – Development Vision



Require active uses on the ground floor along Hi-Line

- Development along Hi-Line on the ground level should encourage walking and activity. Active uses include small offices, live-work units, art galleries, retail shops, and restaurants and cafes which may include patio dining.
- Discourage the existing pattern of large building set-backs from the sidewalk to increase pedestrian access to buildings.
- Encourage new development to provide vistas onto the trail. This includes views onto Hi-Line and the Strand from public and private balconies and patios.

Goal 2: Encourage urban residential densities and mixed use buildings north and south of Hi-Line

- Encourage appropriate zoning to allow residential and mixed-use development at an appropriate scale both north and south of Hi-Line.
- Use the Design District TIF to encourage public amenities and streetscape solutions appropriate for urban residential development.
- Development fronting on Hi-Line should have active commercial uses while these should be more limited along Edison, Slocum and Oak Lawn.

Figure 51 - Design plan for the Design District area within the Dallas Design District TIF Plan

Goal 3: Connect the Katy Trail to the Trinity Strand Trail

The Old Trinity Trail Master Plan describes the vision of connecting the Katy Trail to the Trinity Strand trail as essential. The plan calls for this connection to be "a mid-block, signalized pedestrian crossing to the Infomart driveway parking exit that connects the 'Stemmons Park Gateway' to a wide sidewalk alongside Infomart, then across the northbound Stemmons service road to a grade-separated crossing of the drainage-way beneath Stemmons to the 'Little Orleans' rail siding trail."

Goal 4: Increase opportunities for development near the Victory Dart Station.

An opportunity exists to expand the Victory Development toward the DART station by adding new residential and mixed use development where current surface parking exists. This new development would better capitalize on the existing transit station. Additionally, development northwest of the American Airlines Center would be located within closer proximity to the Design District and facilitate connectivity under the Stemmons Freeway.

Goal 5: Enhance the connectivity under the Stemmons Freeway to better link the Victory Development to the Design District

Currently the connection between the Victory Development and the Design District is limited to automobiles. While sidewalks exists under the TRE bridge and Stemmons Freeway, these are difficult to navigate and do not provide a hospitable pedestrian environment. Additionally, there currently are no destinations within a comfortable walk on the east side of Stemmons.

- Determine the feasibility of improvements to the connection from the Victory Development to the Design District to promote pedestrian and bicycle activity. In particular determine the cost of enhancements to the crossing under Stemmons and the rail line. Options should, at a minimum, include lighting, signs, landscaping, and painting.
- Examine the feasibility of a circulator or trolley connecting the Design District to Victory and the West End.

Strategic Opportunity Area 4: Wycliff Avenue Trinity Access Area

This strategic opportunity area is centered on the Wycliff and Sylvan Avenue area. This area contains several unique catalysts and development opportunities which include connectivity to the Trinity River project, several area hotels, and the possibility of new pedestrian-oriented residential development. The strategic opportunity area illustration (map 2.09 on page 89) depicts desired future development patterns in the area with a focus on two key goals that are discussed below.

Goal 1: Capitalize on the area as a major entryway to the Trinity River for automobile, bicycle, and pedestrian traffic.

The Wycliff Avenue / Sylvan Avenue connection-point to the Trinity River will become a major attractor. It is important to plan properly for this entry portal to ensure that development occurs in an orderly fashion and makes allowances for all forms of transportation through this portal. Additionally this area provides an opportunity for mixed-use development which will provide a strong residential base. Achieving these objectives should include:

Provide a pedestrian friendly street network connecting residential and commercial development within the area

- Capitalize on planned gateways into the Trinity River shown on the strategic opportunity map (map 2.09 on page 89). Ensure that accessibility into the Trinity River park area extends into the planned mixed use and residential areas.
- As redevelopment occurs on Valdinia Street, Vantage Street and Monitor Street create an enhanced pedestrian access-way through amenities such as wider sidewalks, “street furniture”, and shade trees.
- Create a continuous pedestrian-friendly streetscape connection along Wycliff from Stemmons to the Trinity River Park portal.

Create the Trails-Park connection

This strategic area contains connections to the Trinity Strand Trail and the Trinity River Park. This connection can be a high pedestrian traffic area. To achieve this vision of a vibrant connection area the following should be accomplished:

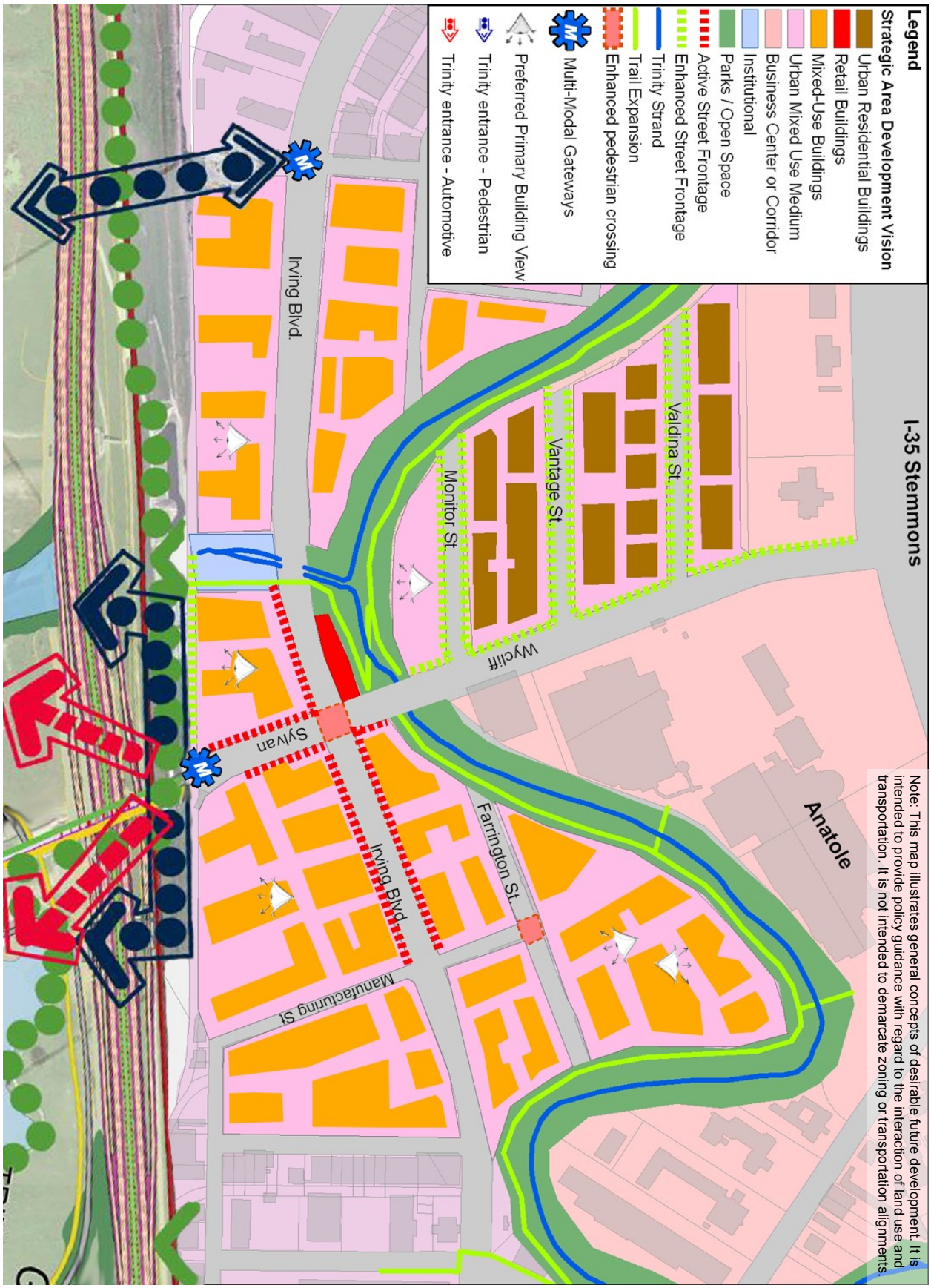
- Complete the Sylvan Pump Station upgrade to include the trail entrance into the Trinity River Park
- Allow for scenic overlook opportunities onto the Strand Trail and the Trail / Trinity

Continued implementation of the Trinity Gateway improvements

The strategic opportunity map (map 2.05 on page 75 and figure 17 on page 26 show the planned gateways into the Trinity River. Implementation includes:

- Continue to support the Trinity Office efforts implementing the Trinity River Corridor plan including development of planned park access-ways.
- Replace the Sylvan Bridge as scheduled including providing pedestrian and bicycle access to the Trinity at the Sylvan Bridge connection.

Map 2.09: Strategic Area 4 – Development Vision



2. Promote mixed-use and urban residential development which best capitalizes on the area's assets.

Create pedestrian-friendly street crossings at key intersections to facilitate pedestrian circulation within and through the area.

These respond to the need for improvements in two types of area pedestrian circulation. The first is improved internal circulation in the mixed-use shopping and residential locations. The second type of improvements is for pedestrian circulation connecting this area to the Trinity River Park.

- Improve the intersection at Wycliff Avenue and Industrial Boulevard. This responds to the future use of Wycliff as a multimodal gateway into the Trinity River Park.
- Improve the intersection at Farrington Street and Manufacturing Street. This is an example of an intersection located within a mixed-use area expected to have internal pedestrian traffic.

Conclusions

The Stemmons Corridor—Southwestern Medical District is a large, vital and changing area of the City with several distinct growth drivers. Numerous large-scale projects have recently been completed or are underway, the impacts of which will be felt for years to come. These include the dynamic Victory Development, several large residential developments in the Design and Medical Districts, Medical District growth such as the BioCenter at Southwestern Medical District and the almost 2 million square-foot Parkland Hospital expansion, and the DART Green Line which will enhance area connectivity.

Dallas City Council, through the *forward*Dallas! plan identified the Stemmons Corridor – Southwestern Medical District area as an area of growth and stressed the need for an area plan to guide this growth, fostering desirable development patterns. This Plan clearly articulates a community desired development and connectivity vision and establishes a path to achieve that vision.

- The Land Development Vision focuses on future development for the area in terms of building location, type and scale. The vision is described through a map detailing envisioned land development patterns and through policy recommendations for the study area as a whole. These recommendations include growth targets for the area that provide a quantitative basis for planning future transportation, housing, and infrastructure.

- The Future Circulation Vision provides policy guidance for the planning and design of transportation networks. The vision builds on the most forward-thinking elements from the City's existing plans, tying together the thoroughfare development plan, the trails and bicycle master plans, parks plan, and DART plans. This vision includes the concept of complete streets, which seeks to create streets and thoroughfares which represent a better balance between transportation, economic, social and environmental objectives.

- The Strategic Opportunity areas section focuses more narrowly on four centers of rapid positive change within the larger study area. These areas can be catalysts for new surrounding development. In addition to the overall policy recommendations, specific land development and circulation recommendations are made these areas.

The land development and transportation vision, in conjunction with policy recommendations and the strategic opportunity areas work together to achieve a singular vision for the Stemmons Corridor—Southwestern Medical District Area. The vision for the Stemmons Corridor – Southwestern Medical District Area is a destination. It is destination for businesses and economic innovation; a destination for premier medical attention and research; a destination for living with desirable, diverse urban housing; and a destination for shopping, recreation, and entertainment, with unique shops and experiences.

Acknowledgements

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District 14 - Angela Hunt

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Stemmons Corridor Business Association

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