

## Applicable Urban Design Priorities Project Should Achieve

[1] A key staff consideration for the management of future development is the creation and utilization of a robust Design Guidelines document to establish a clear vision for future development and to serve as evaluation tool for individual phases.

Below are key elements to be addressed:

[a] Introducing streets in a pattern and frequency that encourage pedestrian activity and a walkable environment -

Consideration should be given to street sections to address pedestrian vs. vehicular allocation, contextually appropriate street typologies, landscape criteria and public amenities.

[b] Enhancing site features as true public amenities, activated and engaged by adjacent development -

Open space strategy should address minimum acreage for open space, contextually appropriate open space typologies, and a desired interface for varying types of open space and adjacent development.

[c] Residential development that embraces design elements specifically intended to produce an environment that promotes interaction, enhances safety and encourages a sense of community -

Architectural guidelines should be crafted to secure design characteristics that promote interaction and a sense of community such as porches, stoops, street engagement, street facing transparency, building scale and facade articulation.

[d] Articulation of an approval process associated with design guidelines that helps to secure the intended project vision -

It is encouraged that a process for approval of individual phases be developed based upon design guidelines and formalized with the City.



## Policy References

Forward Dallas!  
Section 5 [urban design element]

TIF Urban Design Guidelines  
Part III

## Context Description

The University Hills project is a residential and commercial development proposal for a 274 acre site located at the northwest corner of Interstate 20 and Lancaster Road. The UNT Dallas campus is located along the northern edge of the site, along with the Camp Wisdom and UNT Dallas DART light rail stations.

Though currently in early stages of design, the future development has been conceived as a walkable, integrated residential neighborhood of varying scales and densities, served by commercial/retail and a series of interconnected public open spaces relating to various types of development throughout the property. Key development opportunities include; introducing streets in a pattern and frequency that encourage pedestrian activity and a walkable environment, enhancing existing site features as true public amenities activated and engaged by adjacent development, and residential development that embraces design elements specifically intended to produce an environment that promotes interaction, enhances safety and encourages a sense of community.

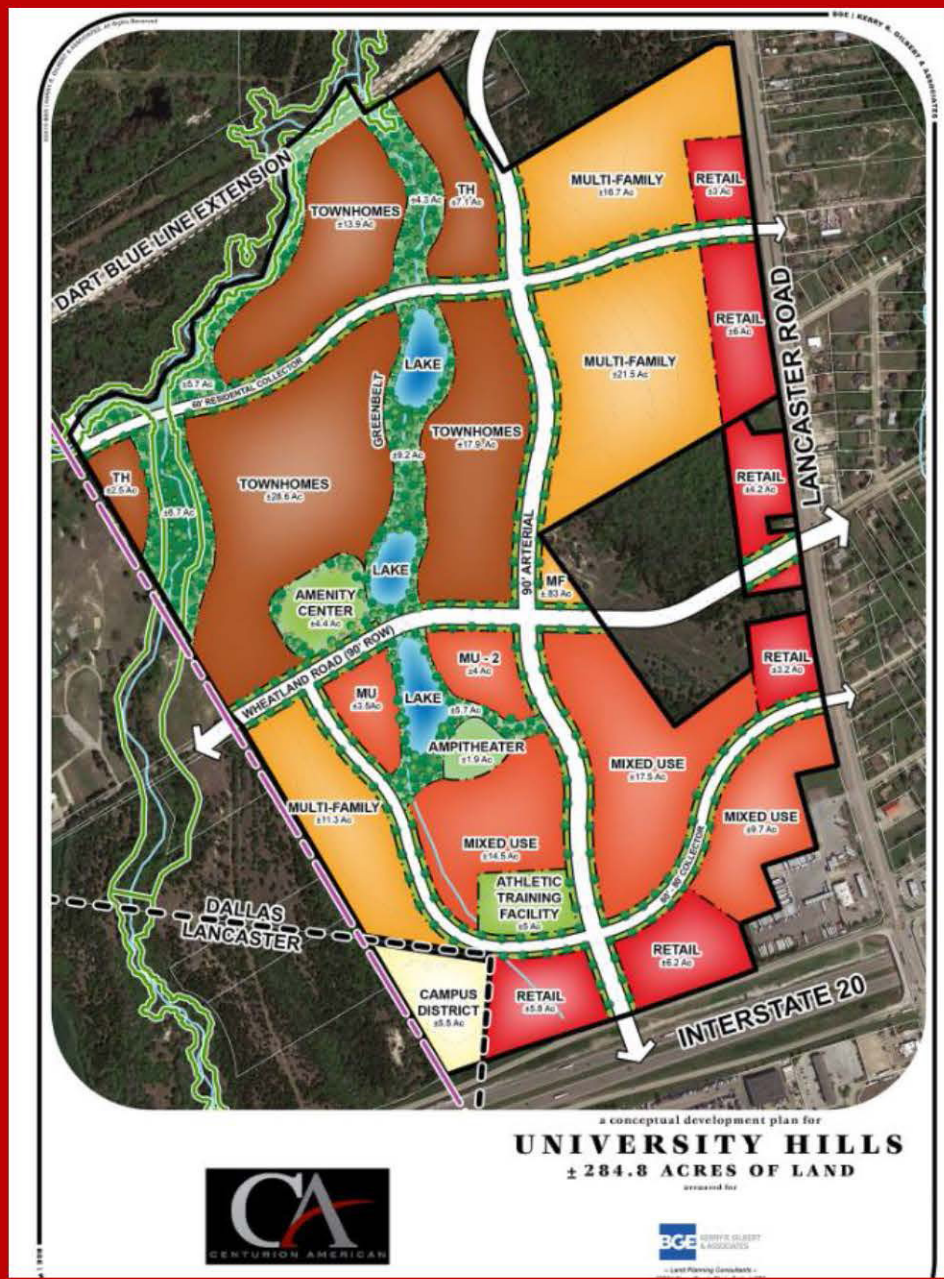
## University Hills

Neighborhood:  
University Hills

*TIF District*  
*University*

Program:  
Mixed-Use  
Residential and Commercial





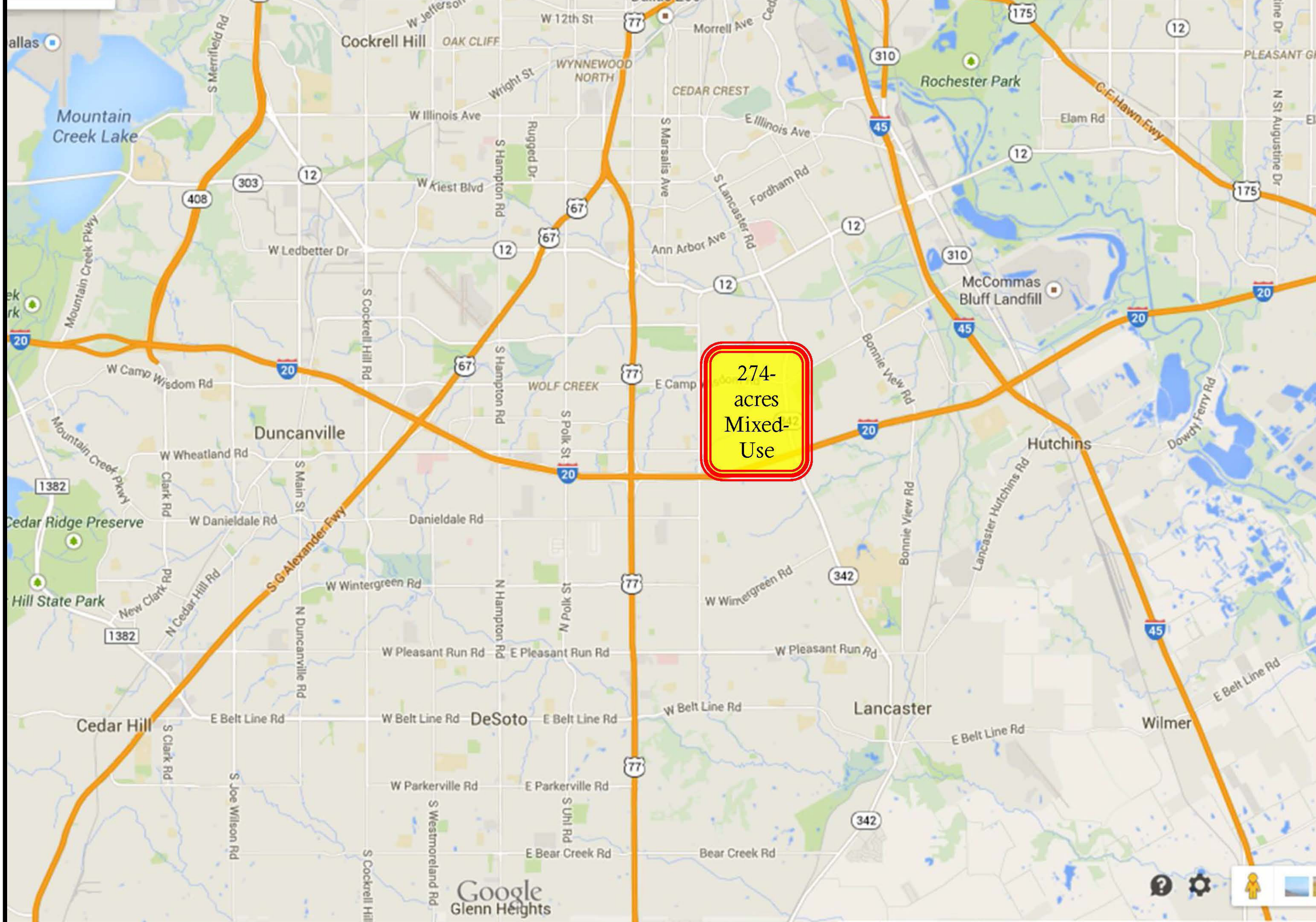
# UNIVERSITY HILLS

04-20-2018

Located in southern Dallas, the University Hills development is in close proximity to the University of North Texas at Dallas. The University Hills development is located within a “Geographic Priority” zone corresponding with the GrowSouth campaign and the Dallas Office of Economic Development Strategic Engagement plan.

The proposed project will feature a variety of uses including:

- Residential options, including: villas, townhomes, single family residences and multi-family developments
- An entertainment district, including hotel, restaurants, retail, wedding chapel, and amphitheater
- Indoor sports training facility
- An amenity center



274-  
acres  
Mixed-  
Use



# Transportation

## Pedestrian / Bicycle

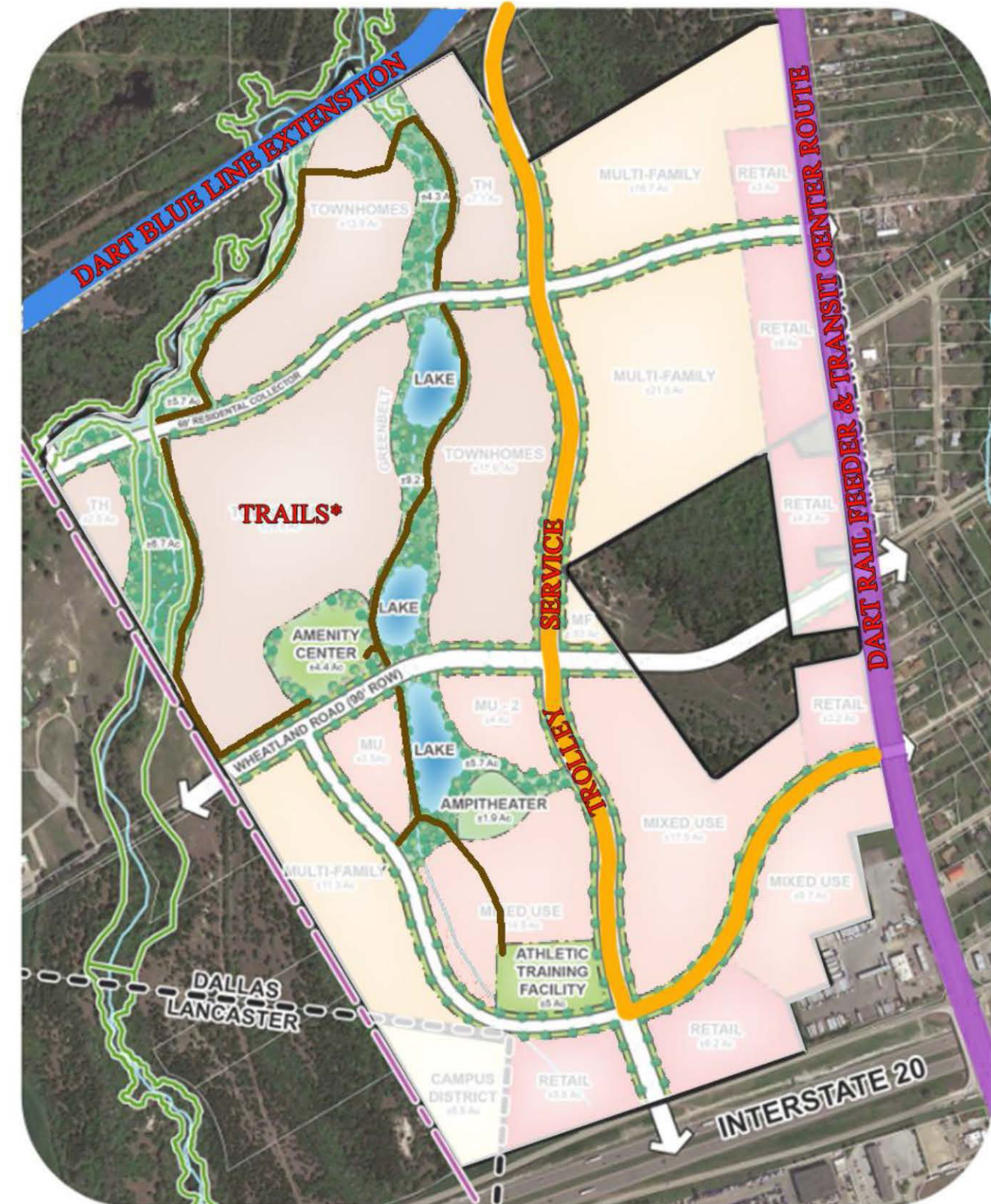
- Friendly Streets
- Walking Trails
- Bicycle Facilities

## Connections to DART

- Camp Wisdom & UNT Stations  
- Less than 1 mile to Stations
- Trolley Connection to Rail Stations
- Bus Service – Adjacent to the Rail Feeder & Transit Center Route

## Vehicular

- On-Street and Surface Parking
- “Traffic-Calmed” Streets
- Access to Local Roadways & I-20
- Future Connection to UNT Dallas



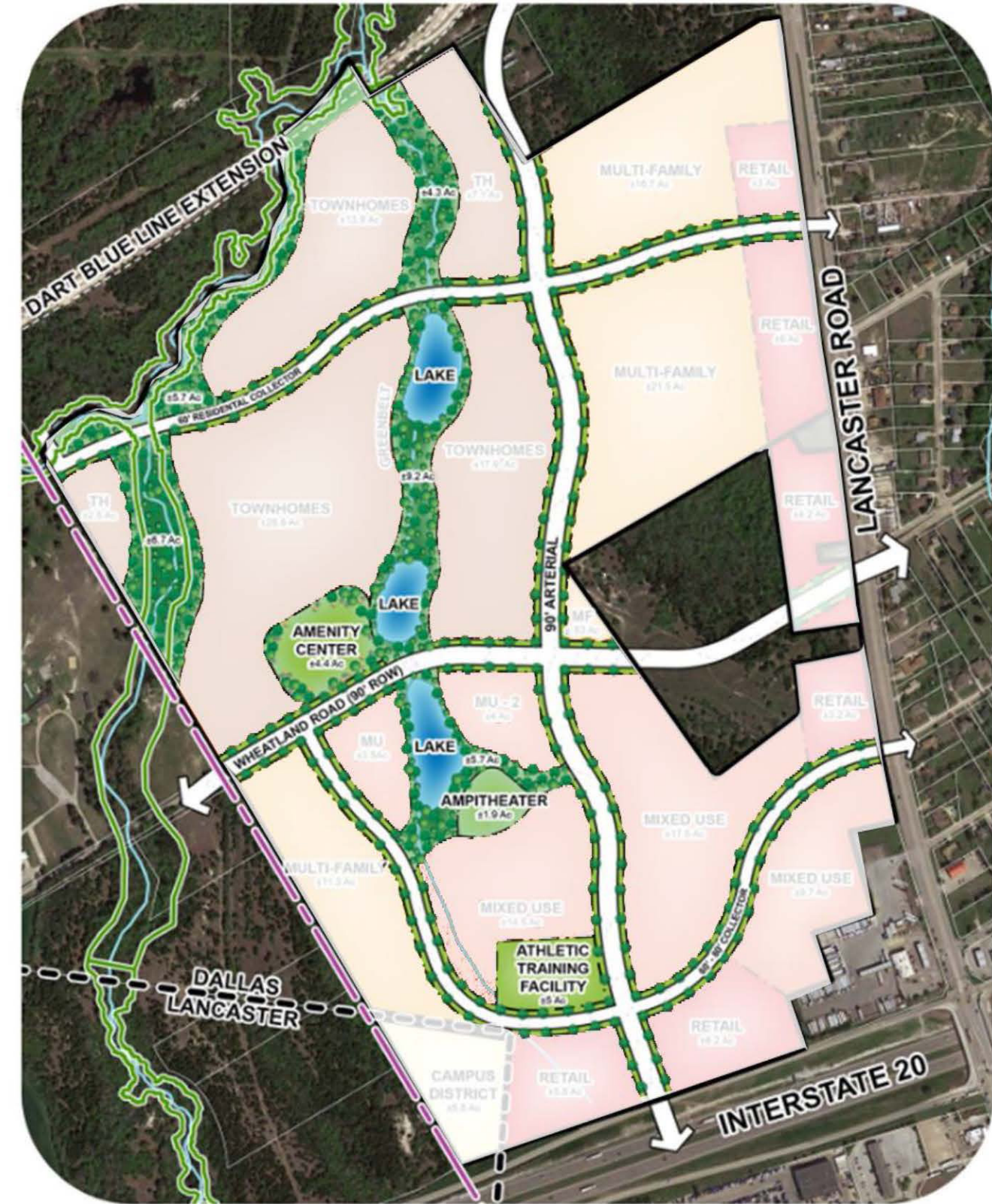
\*Trail and trolley routing is diagrammatic and shown for illustrative purposes. Final routing will be determined during the design phase of this project.

a conceptual development plan for  
**UNIVERSITY HILLS**  
Dallas, Texas



- **Open Spaces**

- Greenbelt Parks
- Tree-lined Streets
- Amenity Center
- Hike & Bike Paths
- Wedding Chapel
- Neighborhood Amphitheater
- Sports Training Facility
- Sidewalks & Street Furnishings



a conceptual development plan for  
**UNIVERSITY HILLS**  
Dallas, Texas

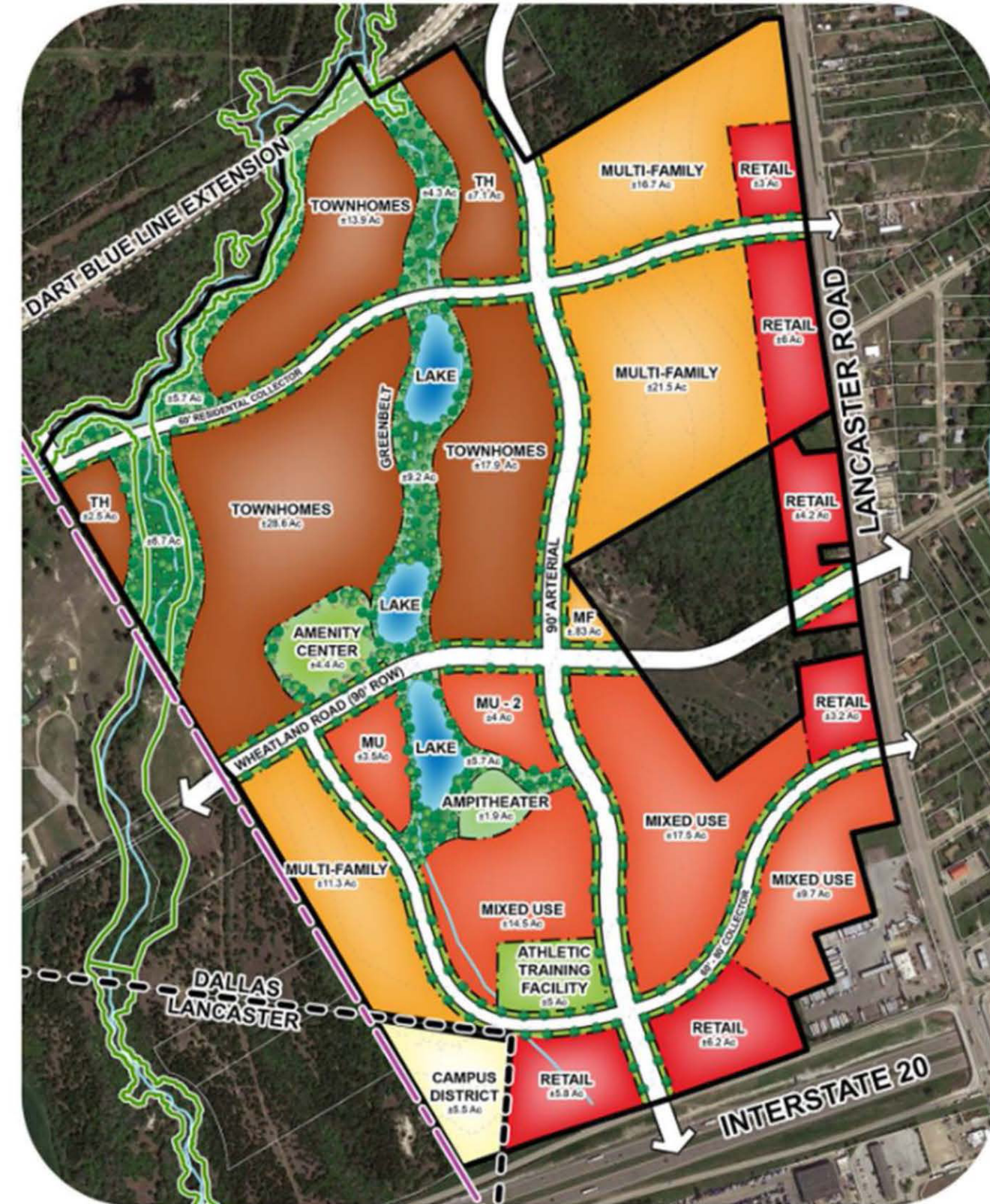




## Overall Development Proposed Uses:

- Entertainment District which includes:
  - Hotel
  - Village Core Retail
  - Village Core Cluster Residential
  - Restaurants
  - Wedding Chapel & Amphitheater
- Retail along I-20 and Lancaster Boulevard
- Professional Quality Indoor Sports Training Facility
- Townhome Residential
- Villa Residential
- Multi-Family Residential
- Residential Amenity Center with Swimming Pool

## Site Plan



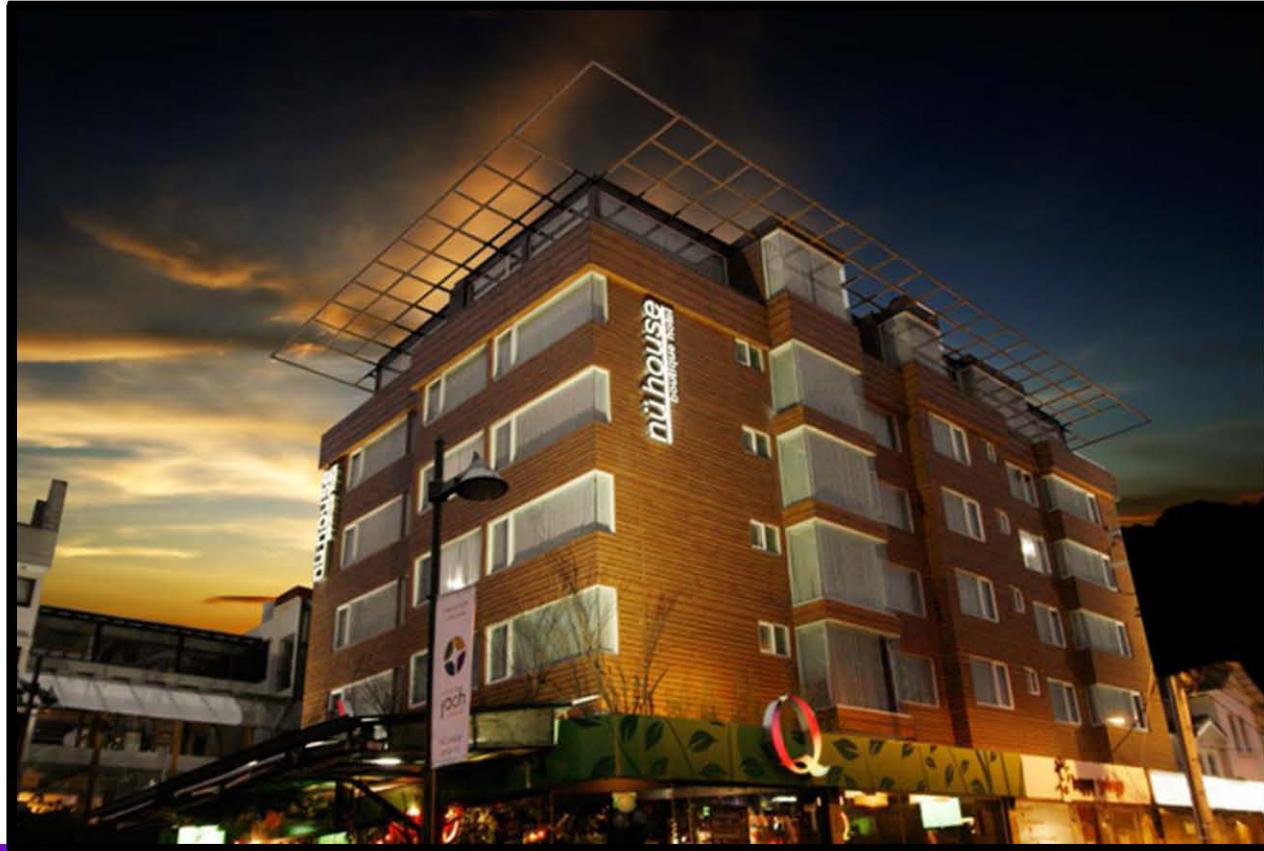
\*Land Use Concept is preliminary and shown for illustrative purposes only and subject to change. Final design may be affected by zoning and market driven conditions.

a conceptual development plan for  
**UNIVERSITY HILLS**  
Dallas, Texas





Hotel



Ampitheater



Village Core Restaurants



Wedding Chapel



# Amenity Center

Note- This exhibit to be used for display purposes only. It does not explicitly represent materials or methods and shall not be used for construction or bidding.



Exterior (Fieldhouse in Frisco, TX)



Interior



Interior

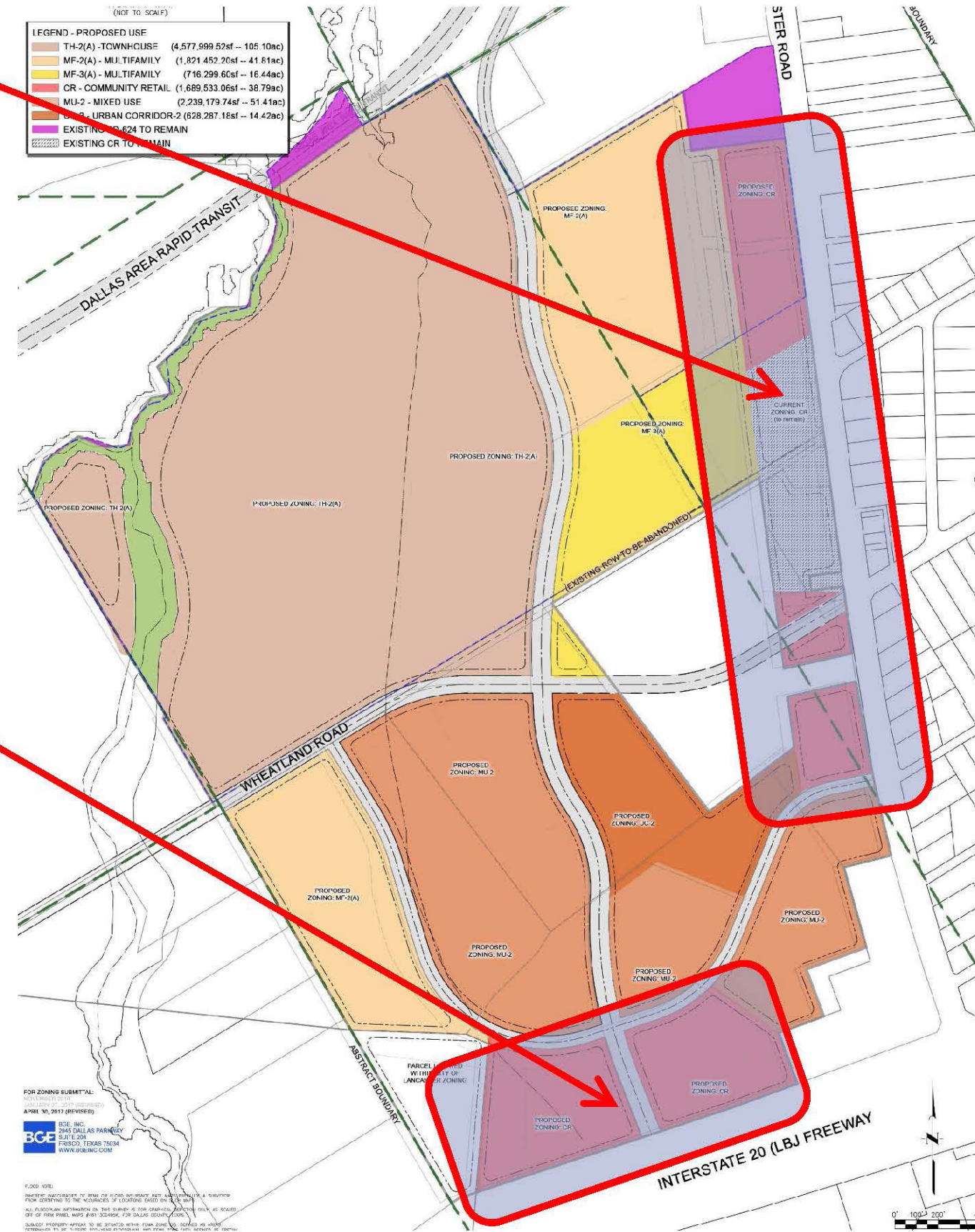


- **Lancaster Rd Retail District**

- Neighborhood Grocery
- Service Oriented Retail
- Restaurant

- **I-20 Retail District**

- Highway Visibility
- Larger Scale Retail
- Restaurants



Lancaster Boulevard Retail



I-20 Retail



Village Core Retail (Pedestrian Oriented)







Townhomes (Alley & Front-loaded)



Villas on 50's (Alley & Front Loaded)



Villas on 40's (Alley & Front Loaded)



Cluster Homes



Row Homes



## Townhomes:

- Publicly-platted Alley-loaded Homes and Front-Loaded
- Mews opportunities where available facing lakes and open space
- Average home size of 1,800 sqft
- Range from 1,350 sqft to 2,250 sqft
- Lot widths from 22' to 28'
- Average Lot depth of 85'
- Front Yard Setbacks minimum of 15'
- Attached Groups from 3 to 8 homes
- Platted individually (Single-Family Attached)



## Townhome Images:



## Row Homes / Cluster

- Individual Homes on Platted lots
- Mews opportunities where available facing lakes and open space especially within the Village Core
- Density achieved by sharing open-space with separate access walks and easements
- Cluster Layouts to allow for shared facilities
- Various Lot Sizes and flexible setbacks to match the products
- Homes Sizes from 1,800 sqft to 3,400 sqft

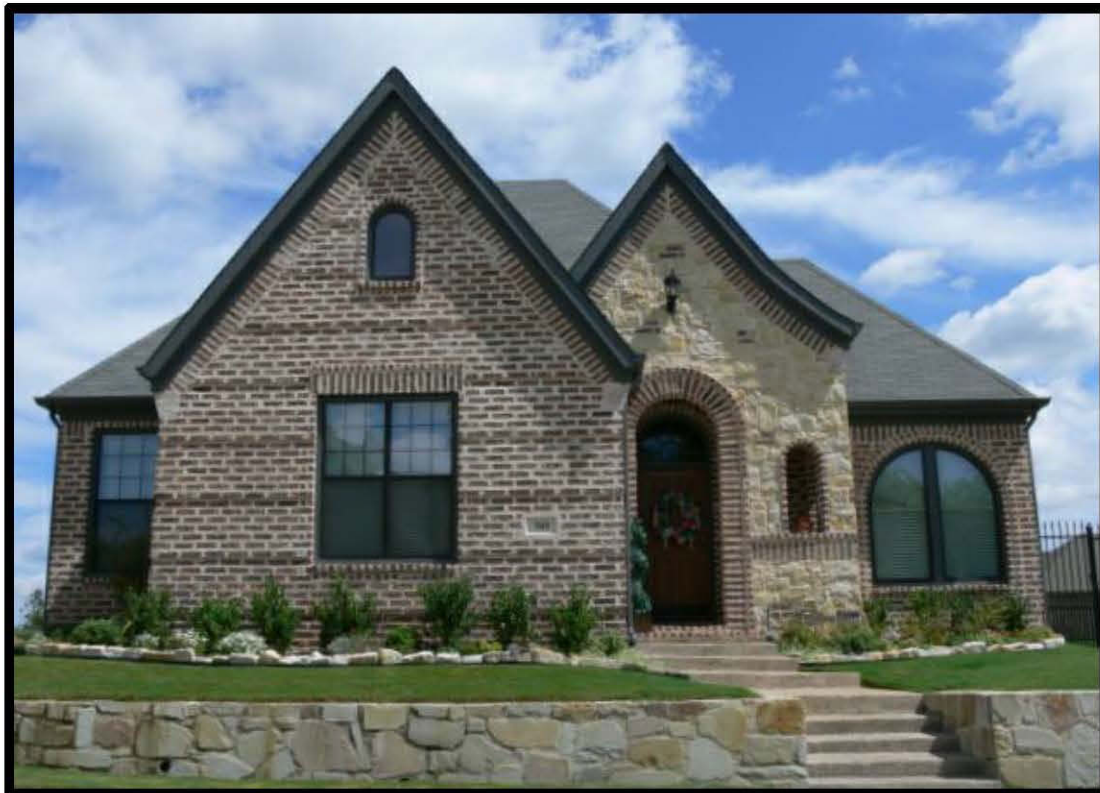


## Cluster Homes Layout



## Villas on 40's Alley-loaded Lots and Front-Loaded

- Publicly-platted Alley-loaded and Front-Loaded Homes
- Mews opportunities where available facing lakes and open space
- Average home size of 2,400 sqft
- Range from 1,800 sqft to 3,600 sqft
- Lot widths of 40'
- Average Lot depth of 95'
- Front Yard Setbacks minimum of 15'

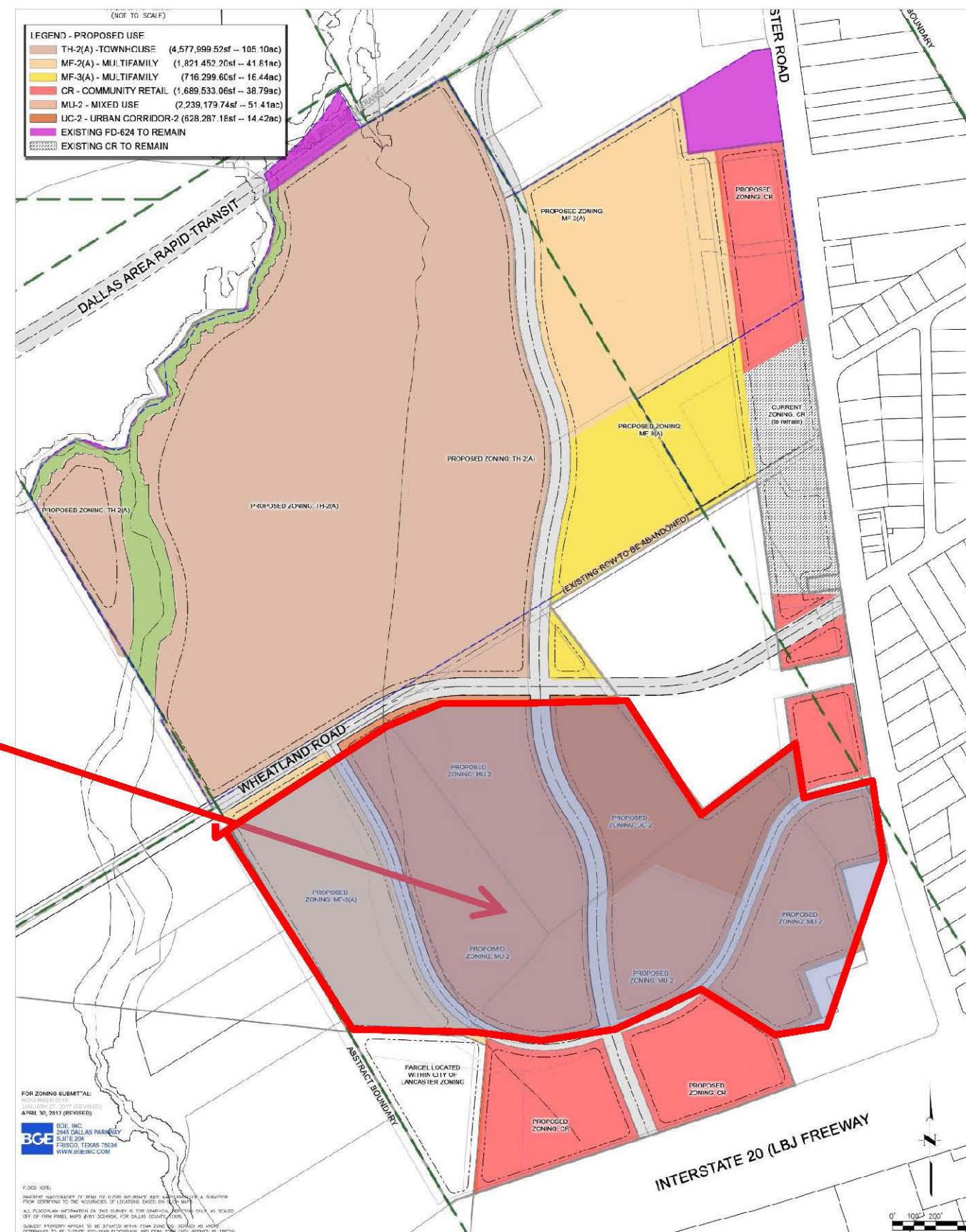


## Villas



• **South Residential District**

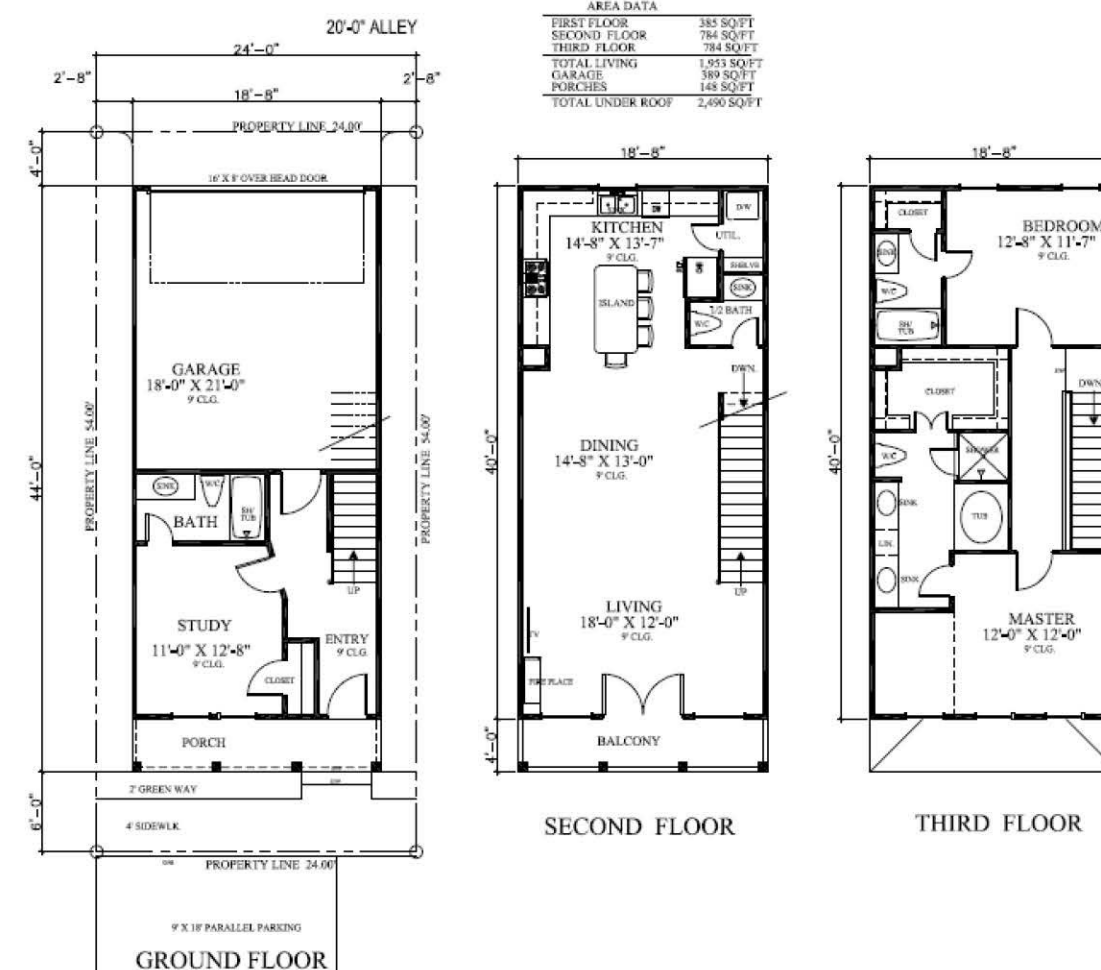
- Townhomes
- Multi-Family
- Row Homes



## Row Homes

- Row Home Product is currently being developed by Schaumburg Architects for Centurion American Projects in Lewisville and Riverwalk
- Closely-spaced homes with some party-walls and some interior court yards
- Home Sizes from the 1800's to 2800's
- Alley-loaded garages with interior facing Mews opportunities

## Row Home Elevation and Floor Plans



ELM AND MILL STREET, LEWISVILLE

1432 - 26 July, 2015

PLAN #1

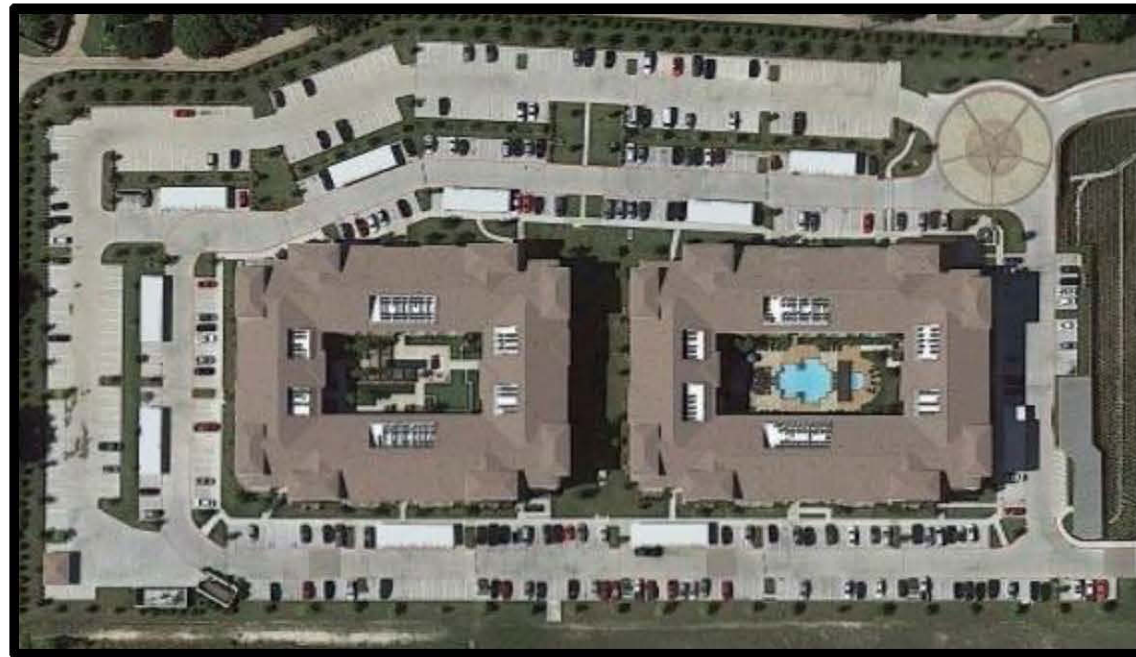
SCALE: 1/8"=1'-0"

**SCHAUMBURG**  
ARCHITECTS  
817 W BAGGETT AVE., FORT WORTH, TX 76104  
TEL. (817) 336-7077 FAX (817) 336-7778



## Multi-Family

- 20-25 Units Per Acre
- Surface Parked, but arranged to be similar in style to Podium-Parked Product
- Interior Pool and Courtyards
- 3-Stories



## Mult-Family





## Streets and Open Space

- Street network and typology should conform to spirit and intent of proposed master plan and should promote walkability and connectivity at a pedestrian scale.
- Pedestrian sidewalks should be generous in width with complete and enhanced streetscape (i.e. pedestrian lighting, landscaping) elements to reinforce pedestrian and overall connectivity.
- Pedestrian crossings should be enhanced at drive entries including minimizing drive widths for pedestrian crossings so that sidewalks read as a continued condition.
- Surface parking should be minimized and be visually condensed through the use of materials, patterns, and landscaping (such as using colored pavers and adding trees where they can be accommodated) to blur the transition from pedestrian to auto zone and drive aisle to parking area. Portions of the parking area visible from the street would be the highest priority for treatment.
- Open space and opportunity for future trail or transit connections are encouraged and should be designed to promote meaningful pedestrian connections to adjacent activity.
- Vehicular drop-offs and/valet lanes are discouraged.
- Loading areas should be located away from primary streets and pedestrian routes.

## Buildings

- For all proposed use types, building envelope and massing should directly engage the street and reinforce a consistent and active street wall along each building face.
- Buildings on major streets should have active ground floor spaces and should promote pedestrian walkability and “eyes on the street” through ground floor transparency and active programmatic uses.
- Double sided street entryways (doors and windows) should be accommodated where possible.
- Service entries and “back of house” functions should be minimized, located away from primary facades and visually screened.
- Any site security elements should be addressed in a way that promotes engagement with the street, making the development appear less internalized and helping set a positive pattern for other future development.

## Structured Parking

- Structured parking should be concealed within the building envelope, Conceal parked cars and structural elements such as ramps.
- Ground floor exposed parking structures should accommodate leasable space or active pedestrian uses.
- Vehicular entry points and façade openings should be minimized and visually integrated into the street level façade.
- Highlight pedestrian circulation and entrances through transparency, awnings, or architectural elements.

## Signage elements

- Signage and gateway elements that give the development a unique character that is complementary but not necessarily identical to that of the core Design District is encouraged.
- Signage elements should be implemented in a consistent fashion in terms of color, materials, and placement.

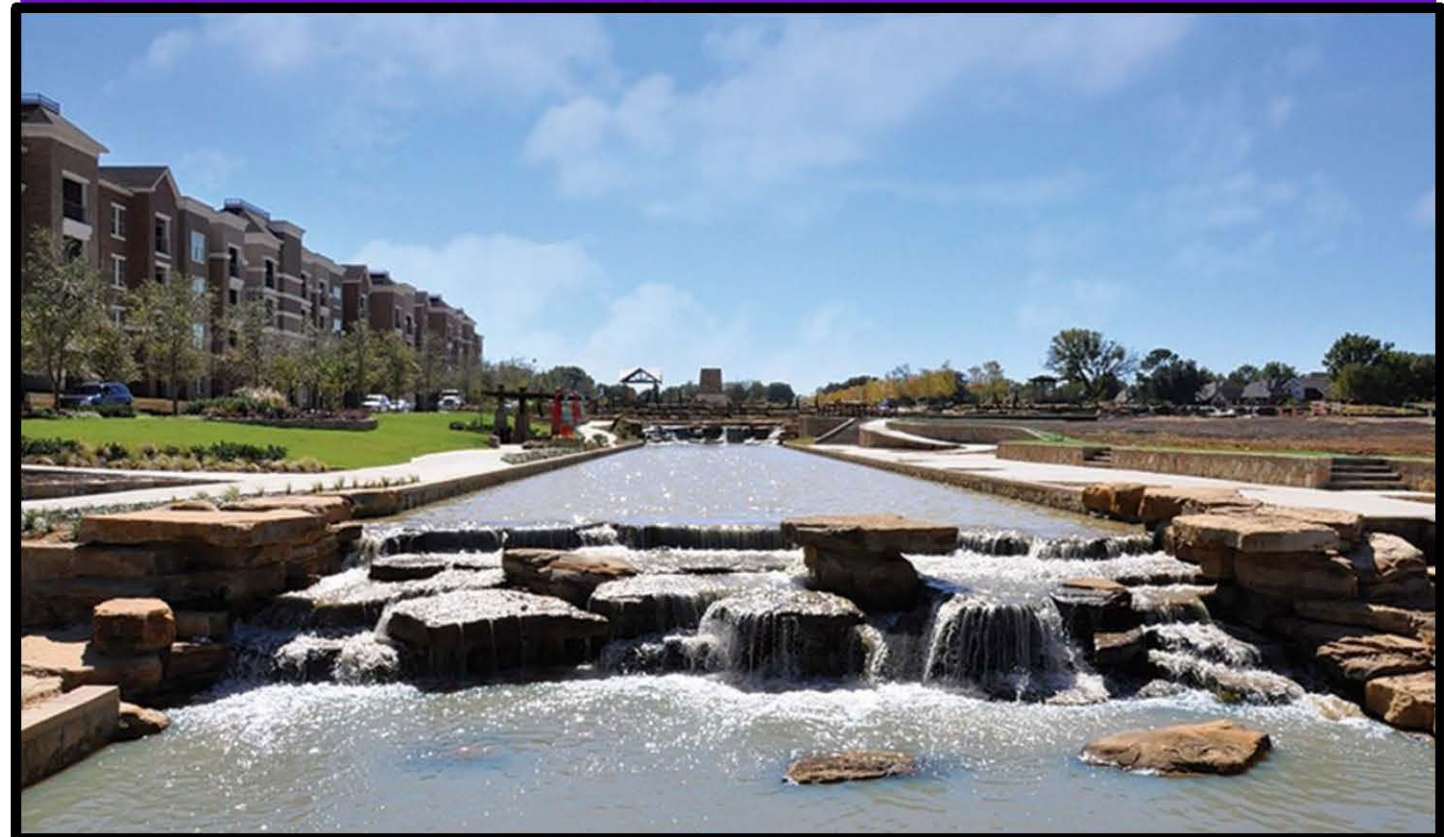
## Centurion Mixed-Use Projects with similar to University Hills:

- Westlake Entrada:
  - 85-acre Mixed Use Development at Davis Boulevard and SH 114 in Westlake
  - Key Features include: Villas, Condos, Commercial, Retail, Office, Restaurant Row with Chapel, Reception Hall and Two Hotels.
- The Riverwalk in Flower Mound:
  - 108-acre Mixed-Use Development at FM 2499 and Central Park Avenue in Flower Mound:
  - Key Features include: Townhomes, Villas, Restaurant Row, Retail, Chapel and Reception Hall
  - Development also includes a Marriot Hotel
- Mercer Crossing in Farmers Branch:
  - 394-acre Mixed-Use Development at 635-35-PBGT in Farmers Branch
  - Key Features include: Townhomes, Villas, Multi-Family, Office, Retail,

## Westlake Entrada:



## The Riverwalk at Flower Mound:



Site Plan for Mercer Crossing:

