

# Urban Design Committee

## Preston Center Area Plan Briefing

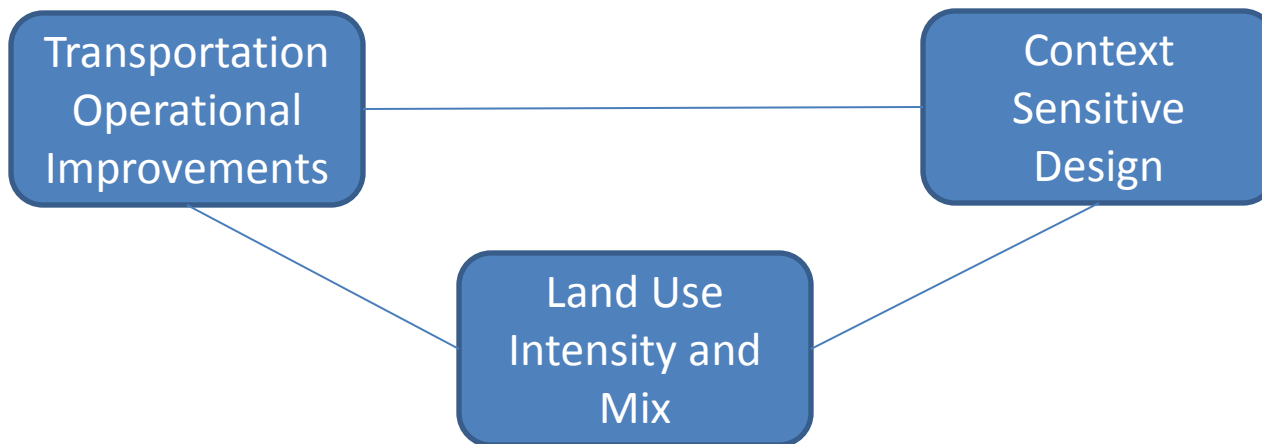
# Presentation Overview

- Preston Center Area Plan
- Plan Area
- Plan Impetus and Process
- Advisory Task Force (ATF) and Consultants
- Schedule
- Progress thus far
- Next Steps

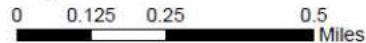
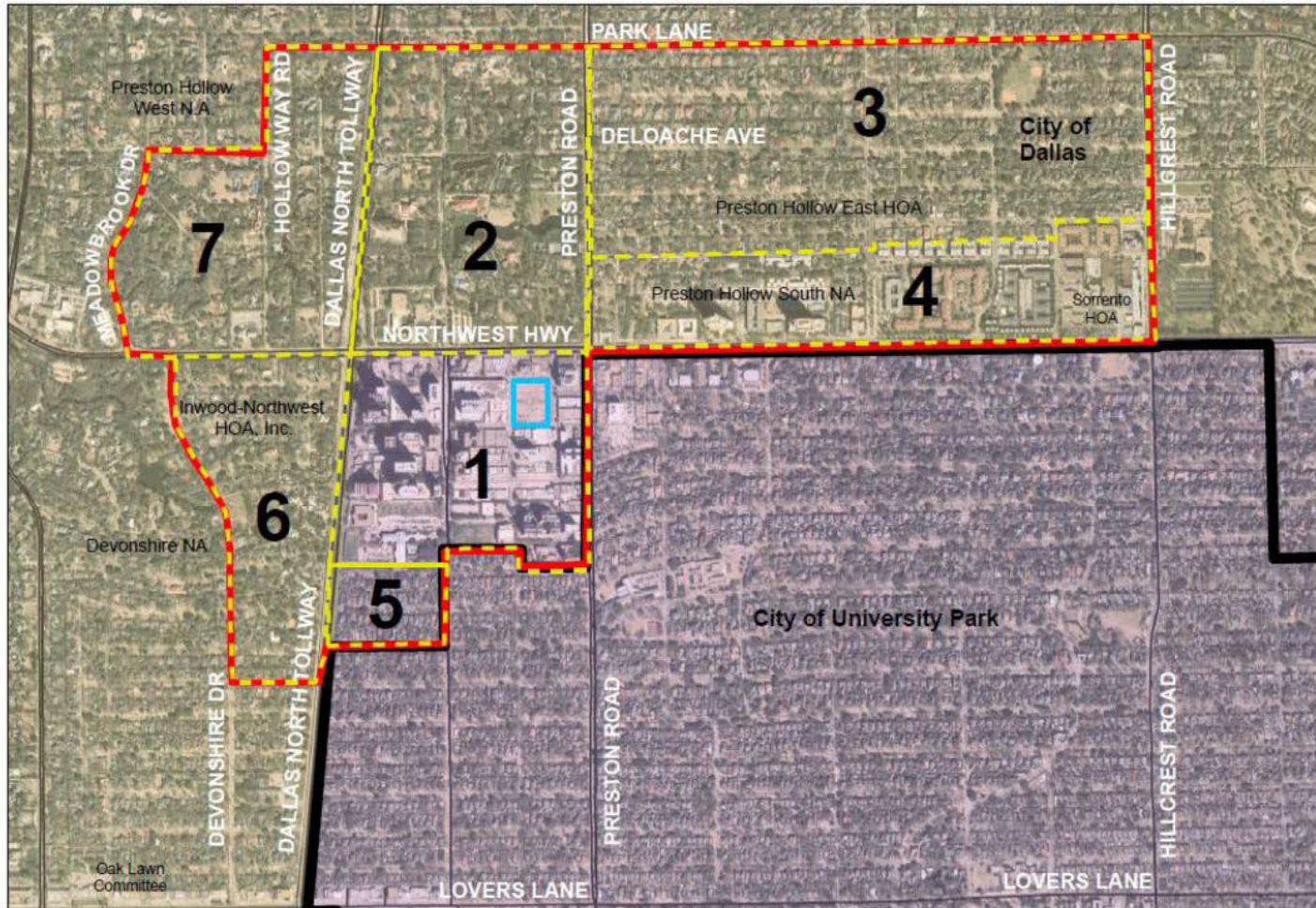
What / Where / Why / Who / When / How

# Plan Overview

- Purpose is to develop a vision for the Preston Center and Northwest Highway area to guide future policy and investment
- The Plan takes a 3-part approach:



# Preston Center Plan Area

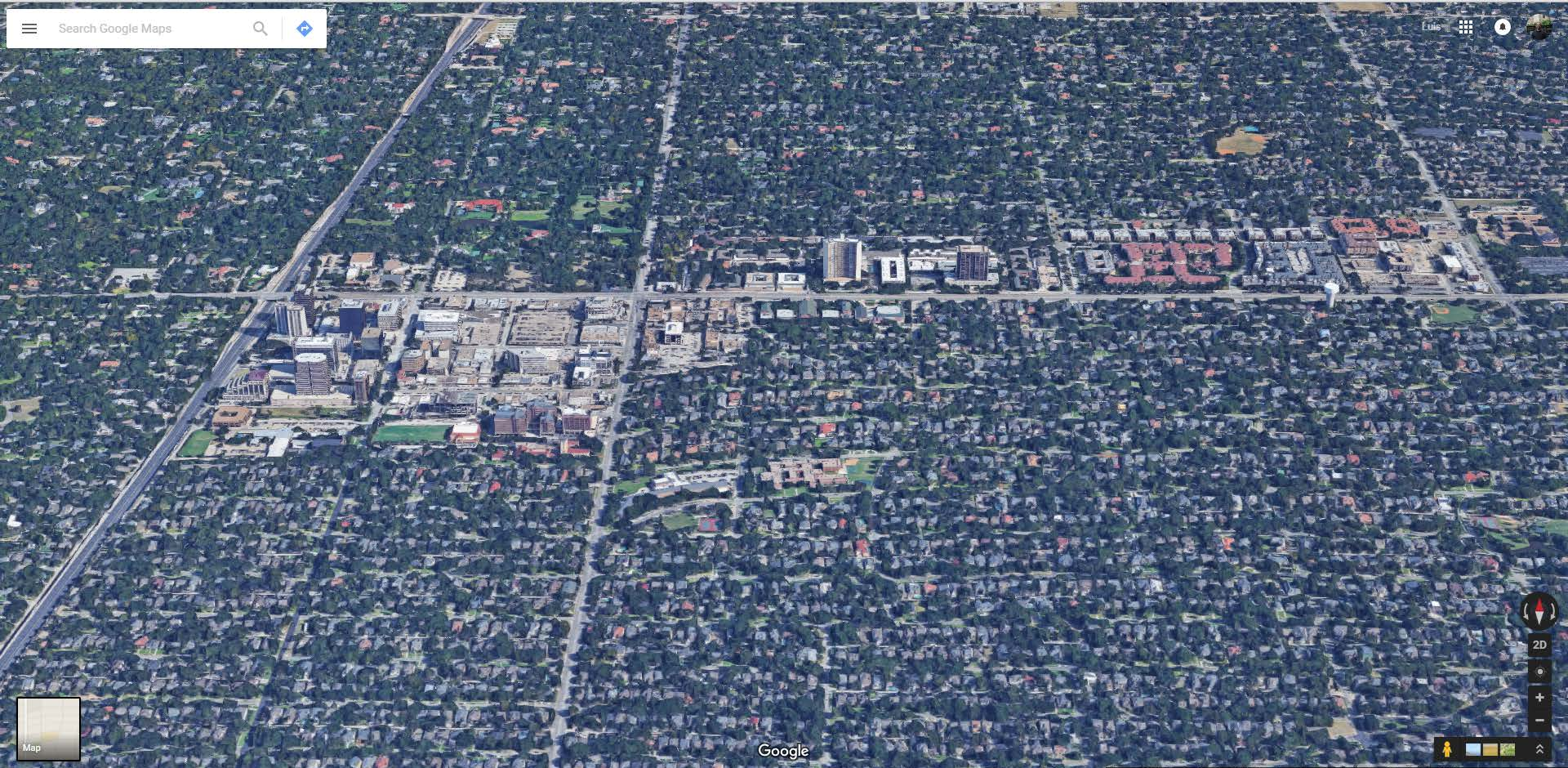


- Garage
- Zones
- Study Area
- City Limits
- Dallas ISD
- Highland Park ISD

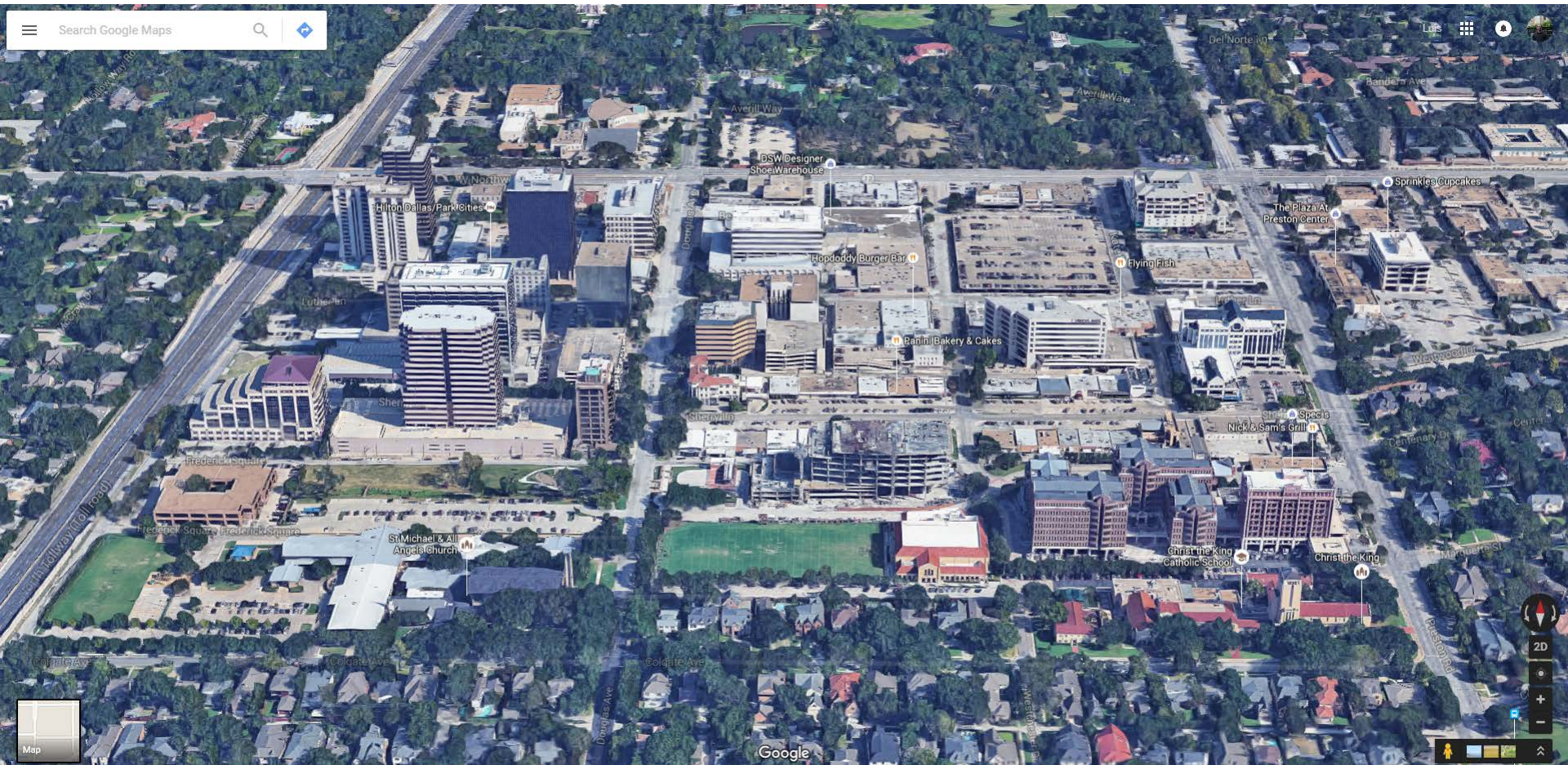


North Central Texas  
Council of Governments  
Transportation Department

# Plan Area



# Plan Area





## Plan Area

Preston Center Parking Garage is on the right side of the picture. Image is of looking West along Luther Street from Kate Street.



## Plan Area

Preston Center Parking Garage is on the left side of the picture. Image is of looking South along Westchester.





## Plan Area

Preston Center Parking Garage is on the left side of the picture. Image is of looking South along Westchester.

# Plan Impetus

- Confluence of several factors:
  - A number of controversial zoning cases in the area with vigorous discussions on traffic and parking.
  - Desire for a more detailed vision beyond *forwardDallas!* comprehensive Plan.
  - Traffic updates and issues on Preston Road and Northwest Highway.
  - North Central Texas Council of Governments interest in addressing regional mobility and sustainable development.

# Process – Pre-planning

- October 2014 first Public meeting to describe the purpose and lay out how a stakeholder task force will be established
- Identified Pre-planning steps



# Task Force Members

<b>Zone 1</b>	<b>Zone 4</b>
William Willingham	Patti Niles
Leland Burk	J. Steve Dawson
Bill Archer	<b>Zone 5</b>
Mark Roppolo	Betsy Del Monte
<b>Zone 2</b>	<b>Zone 6</b>
J. Baxter Brinkmann	Maureen McCaffrey
Peter Kline	<b>Zone 7</b>
<b>Zone 3</b>	Laura Miller
Jay Grogan	
Ashley Parks	

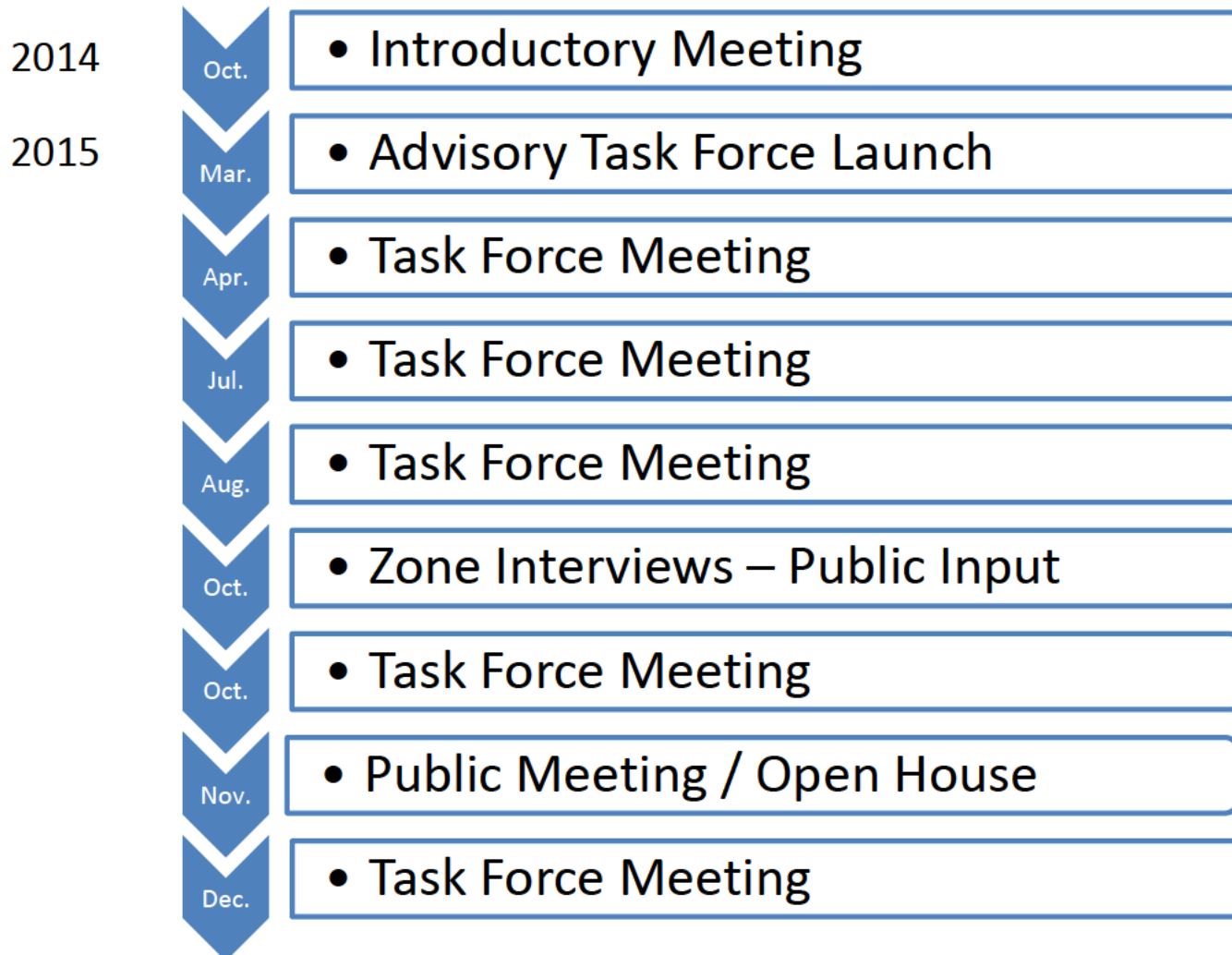
# Project Scope

- **Task 1** Project Initiation
- **Task 2** Data Collection and Mapping
- **Task 3** Develop a Community Based Vision
- **Task 4** Future Land Development Strategies
- **Task 5** Future Transportation Strategies
- **Task 6** Implementation Plan
- **Task 7** Final report

# Consultant Team

- **National and Local Team Members**
- Kimley-Horn
- Fregonese and Associates
- Tharp Planning Group
- Public Information Associates
- GRAM Associates

# Schedule



# Schedule

2016



4/7/2016

Goal



# Progress Thus Far

- Solid foundation to create a unified vision
  - Public Input through
    - Interviews
    - Survey
    - Open House
  - Parking Data
  - Traffic Data
  - Existing Development
  - Future Scenarios

# Interviews / Surveys / Open House

## Interviews

- Besides key stakeholder and Task Force member interviews, the consultant led six open 'stakeholder' interviews.
- The interviews produced some items of consensus and some differing opinions

# Interviews / Surveys / Open House

## Interviews - Consensus

- Overall desire to improve Preston Center (Zone 1 ) with:
  - Improved pedestrian zones (wider sidewalks, outdoor dining, landscaping, lighting, awnings)
  - Wayfinding
  - Parking improvements
  - Better vehicular circulation
  - Improved (upgraded) shops
- There is a desire to have improved / safer pedestrian and bicycle connectivity between surrounding neighborhoods and Preston Center
- Innovative solutions are needed for Northwest Highway and Preston Road to reduce regional traffic and create better local access
- A consensus vision is desired to provide clear direction for zoning cases

# Interviews / Surveys / Open House

## Interviews - Differences

- While most agreed that mixed-use development (including a residential component) was desired for Preston Center (Zone 1) - there was significant division related to the number of units, unit types and density
- While most agreed that there needs to be a creative solution for parking in Preston Center (and specifically the parking structure) – recommended solutions varied widely including:
  - Adding parking on top of the existing structure
  - Building a new, above-grade parking structure on the location of the existing structure
  - Building a new structure elsewhere in Preston Center and utilizing the existing deck site for new development or a centralized open space
  - Building an underground parking structure on the site of the existing deck and creating new development or a centralized open space at/above grade

# Interviews / Surveys / Open House

## Survey

Online survey (phone number available) was available for almost 2 months and had almost 400 responses

- A majority of respondents were from Zones 3 and 4 (North of NW Highway between Preston and Hilcrest)
- While the vast majority of respondents (97%) used their car to get to Preston Center, 30 percent also walked and another 8percent also biked there.

# Interviews / Surveys / Open House

## Survey

When Asked about the Parking:

- Most respondents felt the area needed more parking.
- A minority (about 12 percent) felt the Central Parking garage should remain “as is”. High ranking options included structural improvements which added more marking and a complete redevelopment into green space

# Interviews / Surveys / Open House



## Open House

The November 2015 “Open House” event had stations to share data collection and analysis activities and to receive feedback on a desired future vision for the area

# Interviews / Surveys / Open House

## Open House

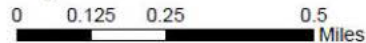
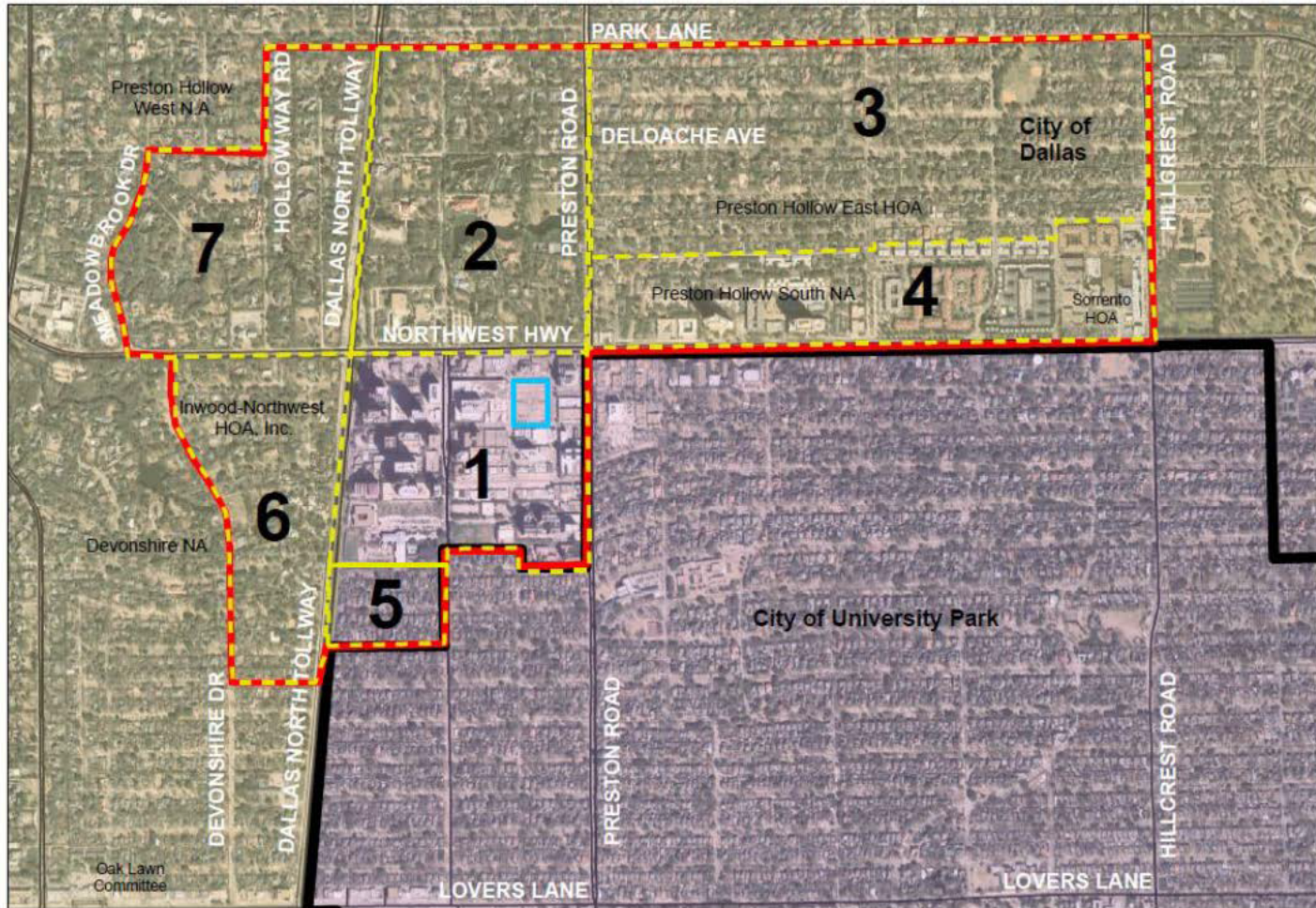
### Key Questions Included:

- What (if any) types of businesses do you desire in the study area to support the surrounding demographics?
- What (if any) additional types of housing do you desire in the area to support "aging in place"?
- What (if any) locations should be the primary focus for the new businesses and housing? (participants marked on maps)
- What specific locations have mobility / parking issues that you believe are critical to be addressed





# Preston Center Plan Area



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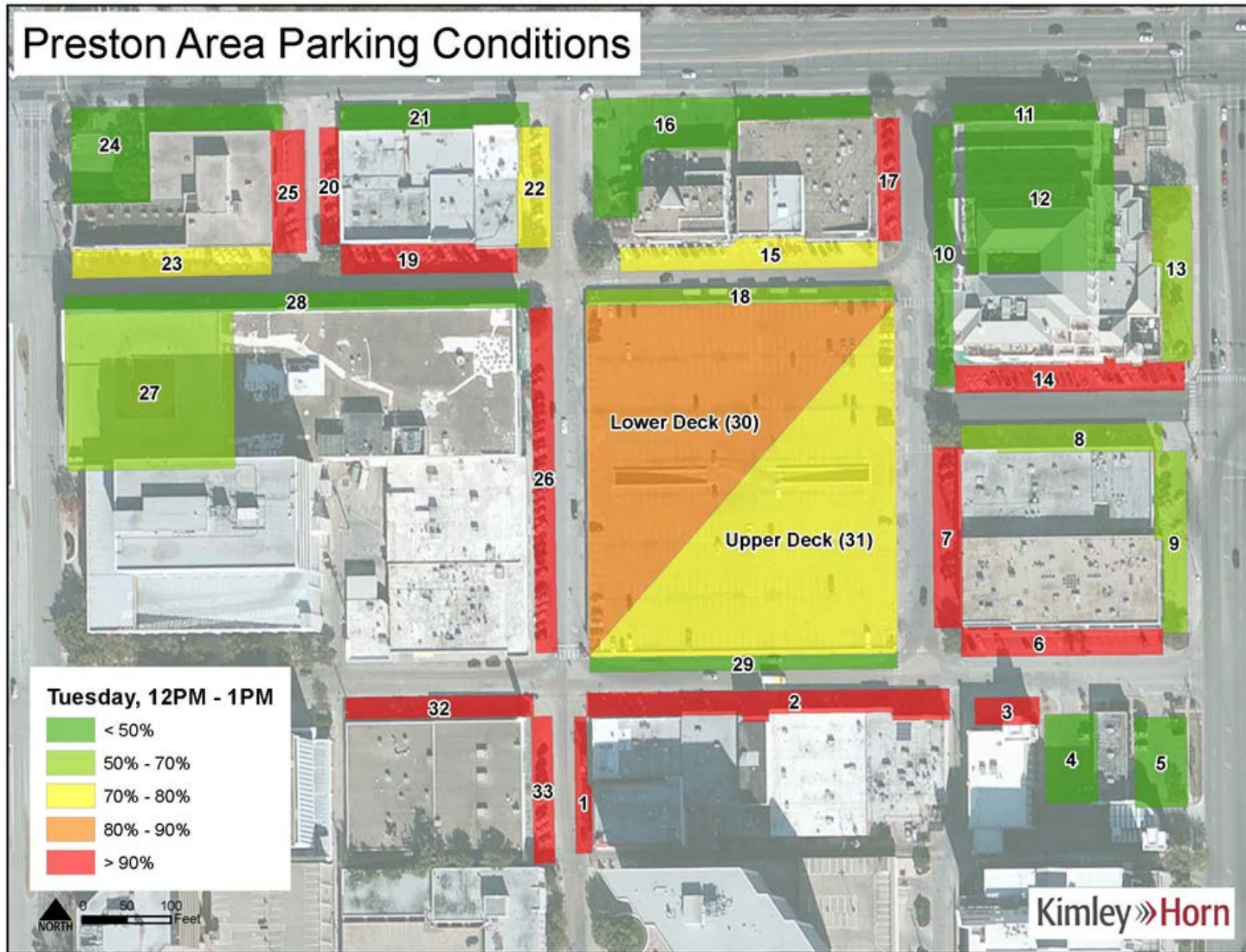
# Progress – Parking Study



# Progress – Parking Study

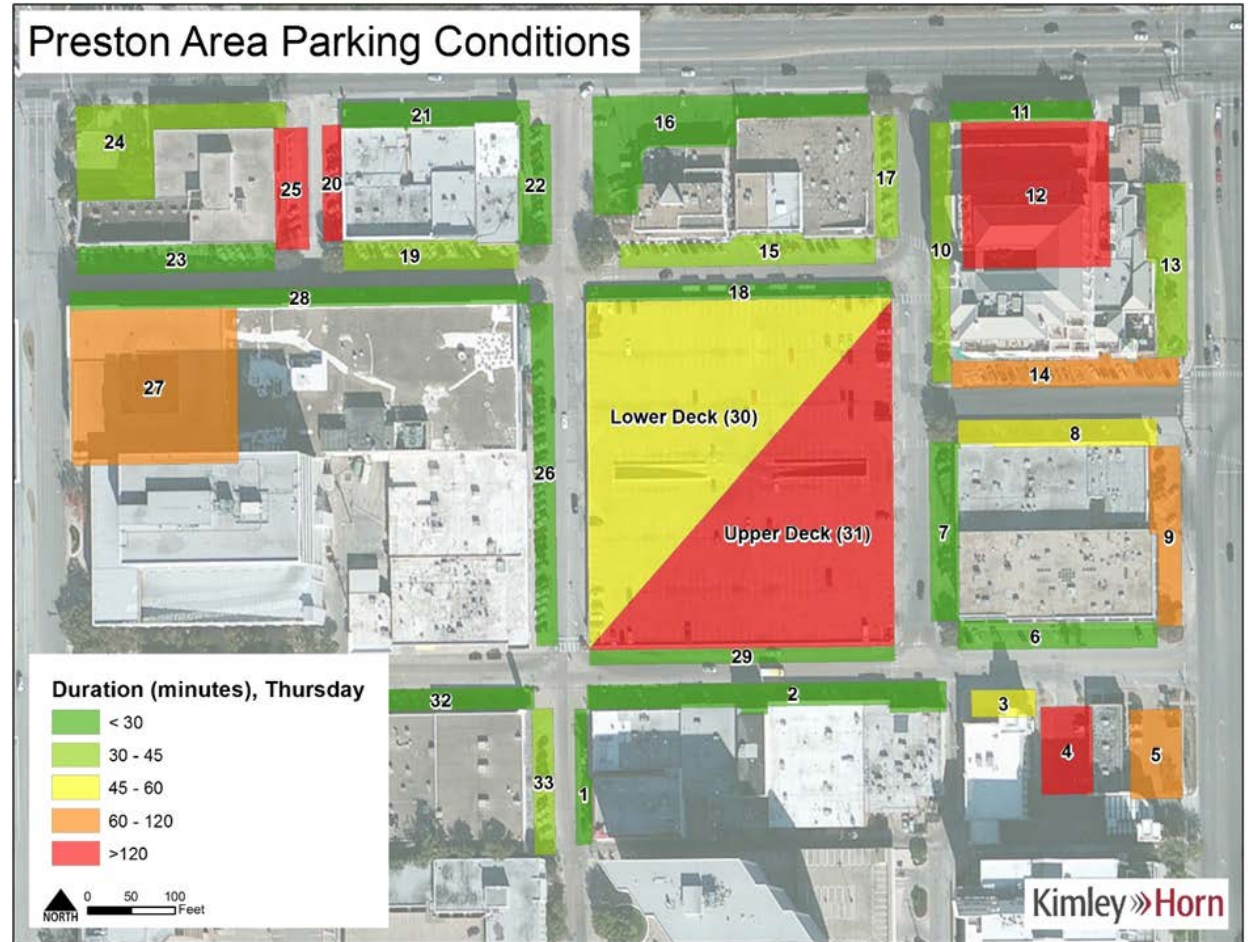
- Collected data with License Plate Readers from Jan. 24-30 (Sun.-Sat., 8am-5pm)
- Peak consistently occurred during the 12:00 to 1:00 timeslot
- Similar peaks Tuesday – Friday
- 70% occupancy overall during peak period
- Most on-street facilities were full during peak, as well as during time periods surrounding the peak
- Parking deck peaked at just over 80% occupancy (12pm-1pm)
- People “cruising” for parking was common
- Traffic induced by people waiting in the travel lane for someone to leave a parking spot was common

# Parking Availability During Lunch Peak Hour



# Parking Duration

- Highest parking durations Tuesday to Thursday
- Garages holding majority of long-term parkers
  - ~120 mins / weekday
- Highest turnover for on-street spaces
  - ~40mins/weekday
- Surface lots have slightly more turnover with
  - ~75mins /weekday
- Noted 47 vehicles parked for 6+ hours on Lower Deck (Thursday)

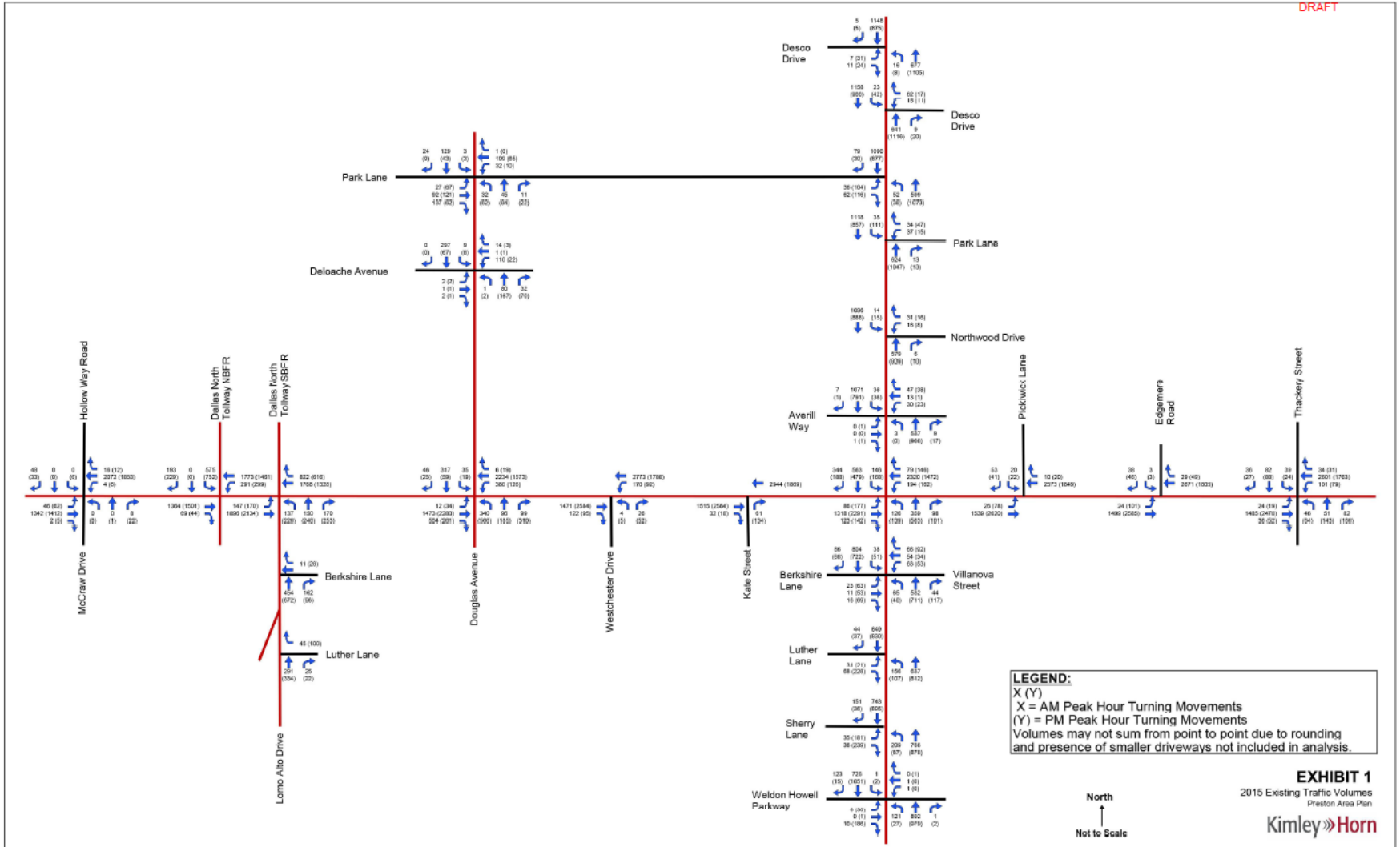


# Progress - Traffic

- Traffic Study using cellular phone signal (anonymous) tracking.
  - Showed speeds during various points of the day
- Turning Movements Study showing through versus turn volumes at intersections.
  - Along Northwest Highway, most of the traffic in the area is through-traffic

# Traffic Data - Turning Movements

DRAFT



# Existing Development

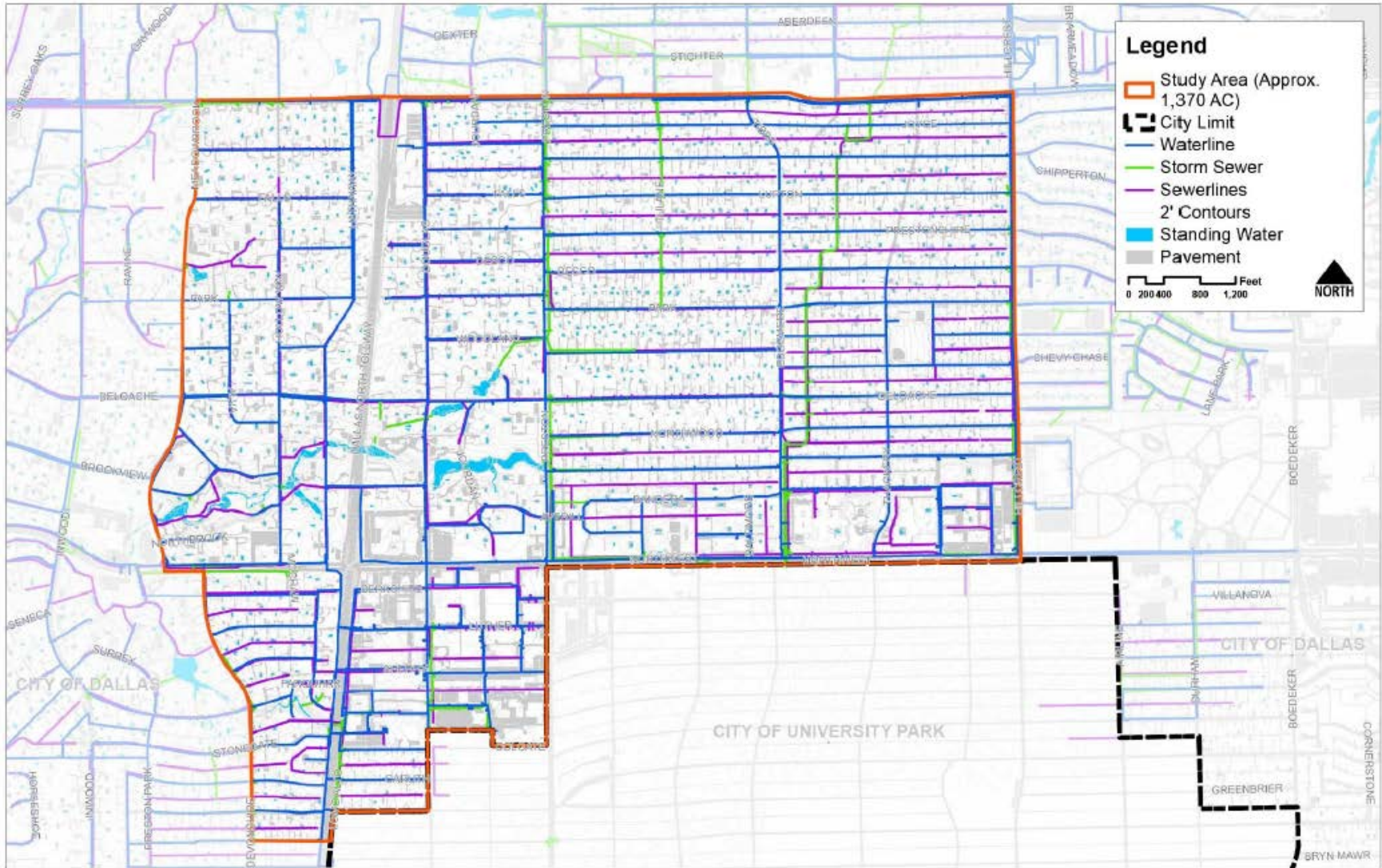
- Existing conditions were mapped and documented. This development was analyzed to identify areas of potential redevelopment.
  - Areas with low improvement (structure) values relative to the land values
  - Areas developed below maximum allowed density under their current zoning



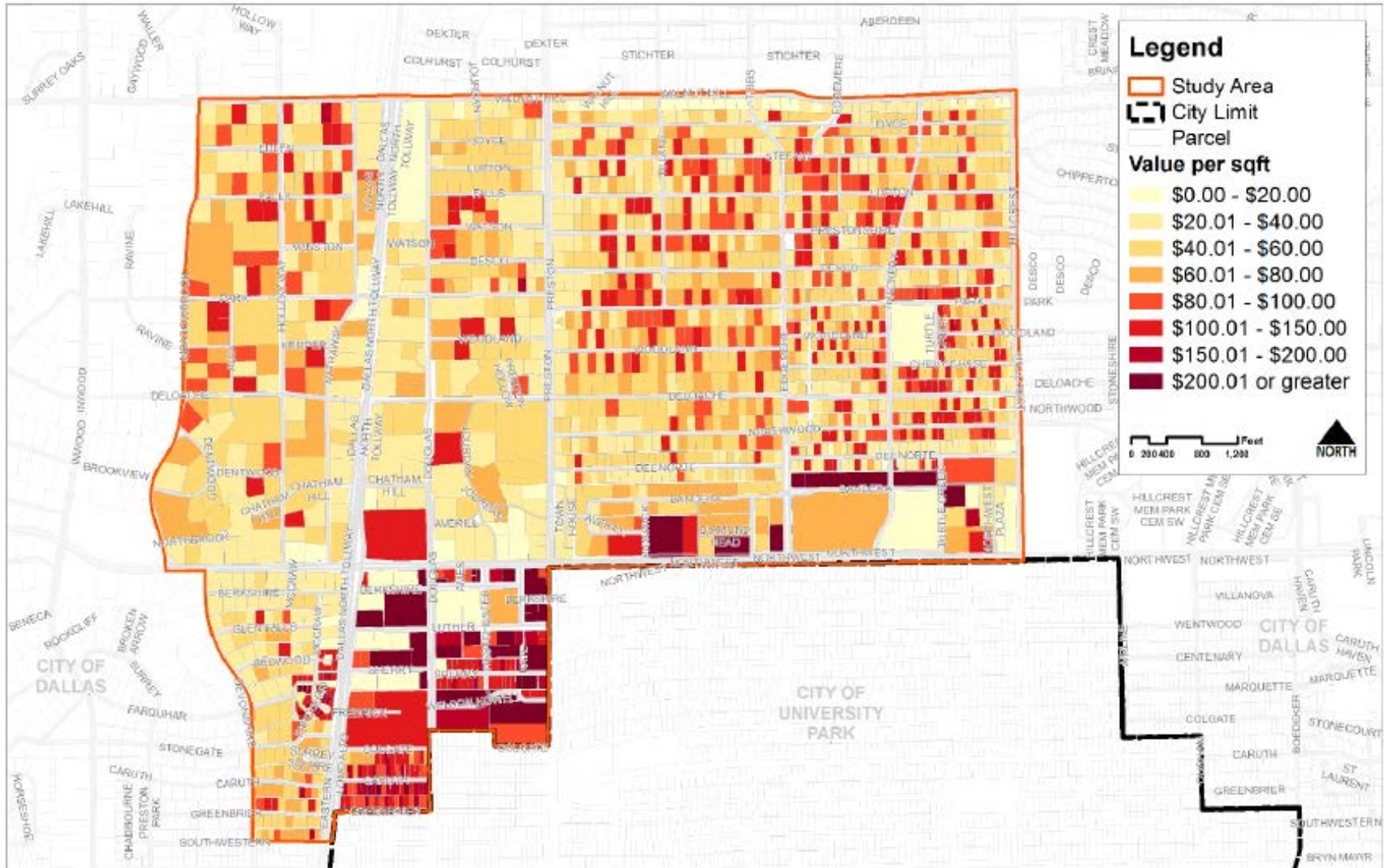




# Existing Development – Utilities



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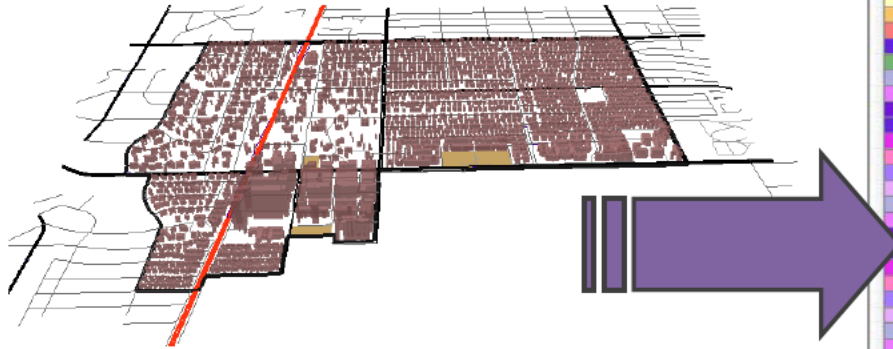
# Progress- Scenarios

The Task Force is currently at the point in the process where they are reviewing and evaluating future scenarios.

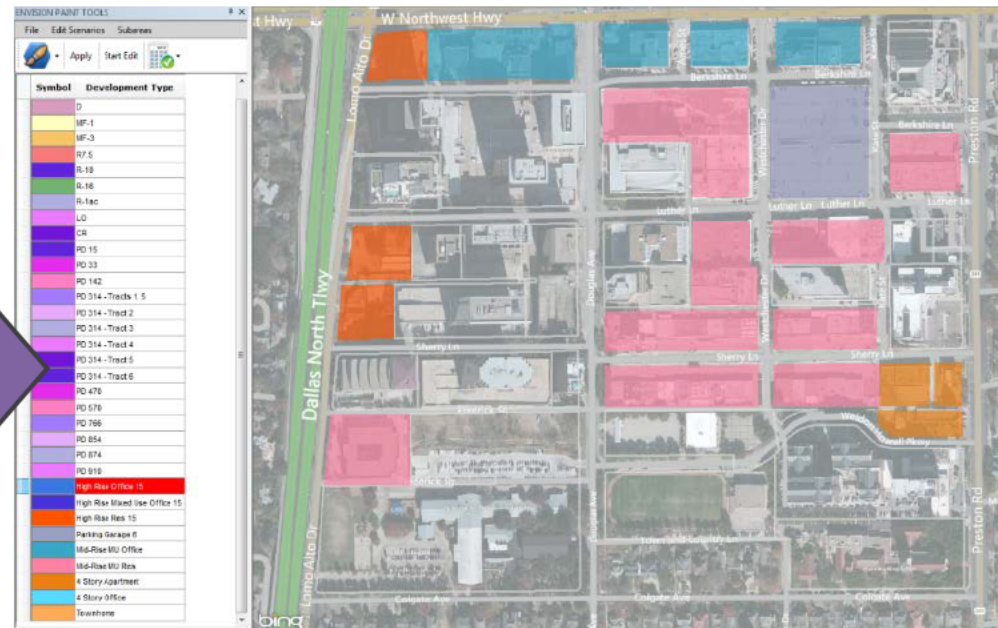
Computer modeling has enabled planners to better identify the physical and fiscal impacts of alternative future visions.

# Progress - Scenarios

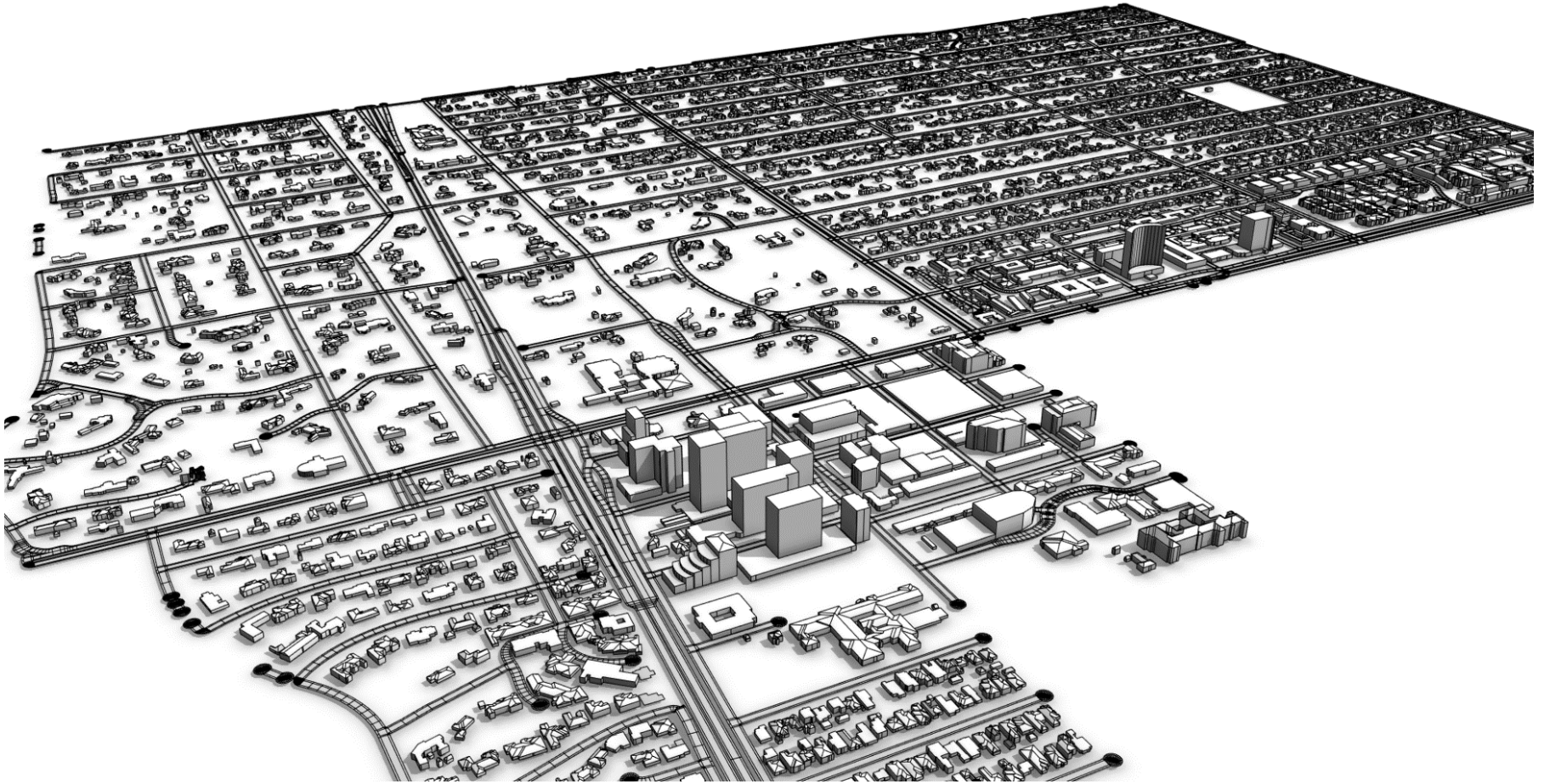
Existing Conditions



Future Scenarios



# Progress - Scenarios



# Progress - Scenarios

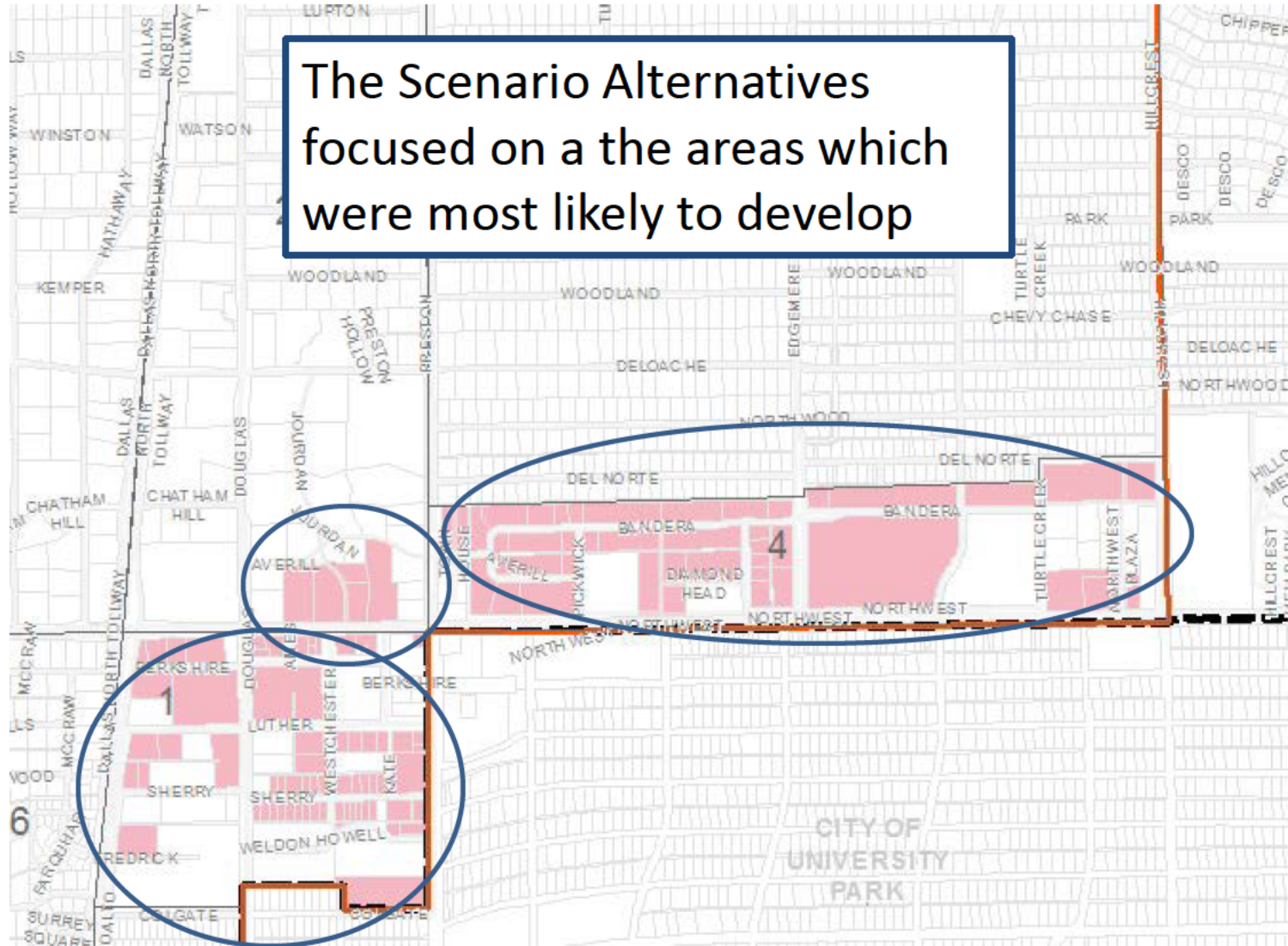
At the last ATF meeting the consultants presented four scenario alternatives.

The scenario alternatives were measured against a baseline scenario and existing conditions.

The baseline “no action scenario” is a model of the maximum allowable development under existing zoning.



# Progress - Scenarios



# Progress - Scenarios

## Zone 1 – Alternative Scenario 1A – Preliminary Concept



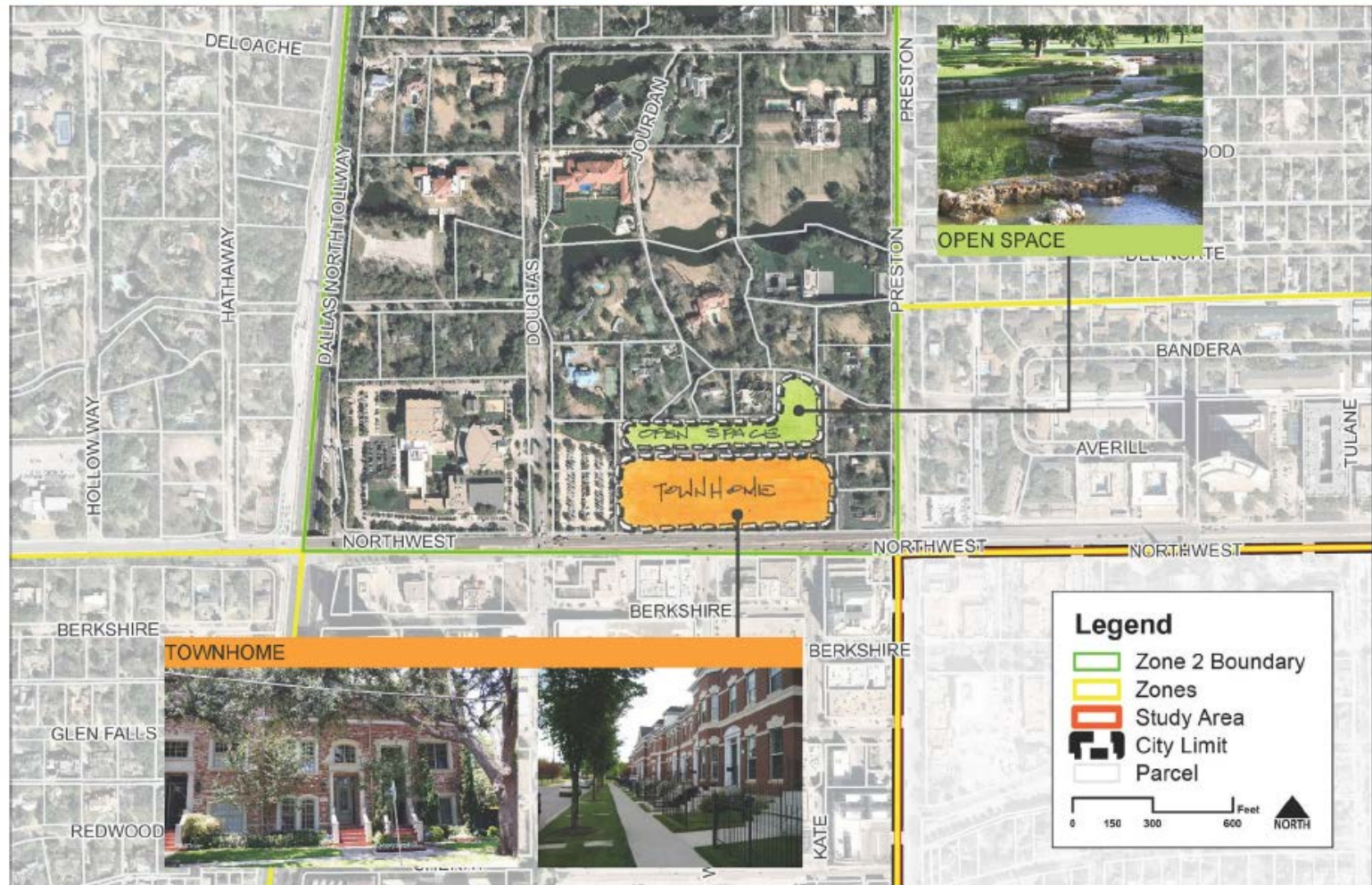
# Progress - Scenarios

## Zone 1 – Alternative Scenario 1B – Preliminary Concept



# Progress - Scenarios

## Zone 2 – Alternative Scenario Preliminary Concept



# Progress - Scenarios

## Zone 4 – Alternative Scenario Preliminary Concept



# Next Steps – Scenarios Comparison

- Total Development (Acres)
- Land Use Mix (%)
- Number of Residential Units by Type
- Housing Mix (%)
- Square Feet of Office and Retail
- Jobs to Housing Ratio
- Building Value and Revenue
- Trip Generation
- Trip Mix (Pedestrian, Bicycle, Auto)
- Total Parking Required
- Cost of infrastructure and parking
- Potential revenue opportunities (tax revenue)

# Next Steps

- Based upon feedback from the March 30<sup>th</sup> Advisory Task Force meeting, the consultant team is finalizing alternative scenarios:
  - future land development strategies
  - conceptual street design elements and
  - future transportation strategies
- The Advisory Task Force meeting May 5<sup>th</sup> will develop a consensus the preferred scenario
- There will be a Community Open House on May 26<sup>th</sup> to receive comment on the preferred scenario and draft plan elements

# Questions