



**City of Dallas**

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

**City Plan Commission Briefing  
Feb 1, 2024**

Lawrence Agu, III, AICP, Chief Planner  
FwdDallas Project Team  
Department of Planning & Urban Design

# Purpose



Project team to provide an update on the progress of the ForwardDallas Comprehensive Land Use Plan Update (ForwardDallas 2.0)



# Presentation Outline



- Relevance of ForwardDallas
- Document Structure
- How to use this plan
- Questions to further investigate
- Project next steps



# WHY FORWARD DALLAS?



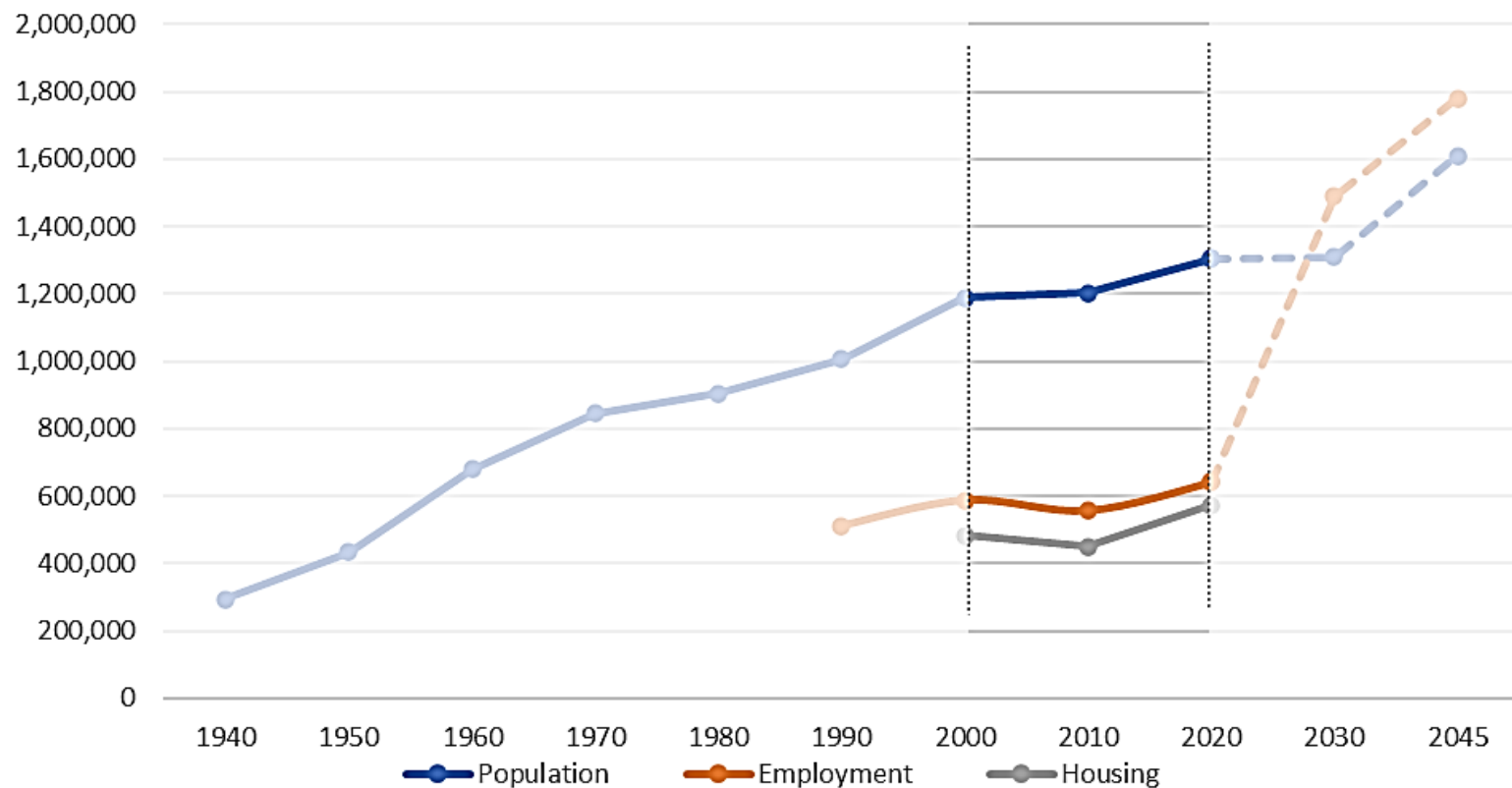


# Why ForwardDallas?



## PROJECTED GROWTH

- NCTCOG projects city's population to grow to **1.6 million by 2045**
- DFW one of the fastest growing large metro areas in the country





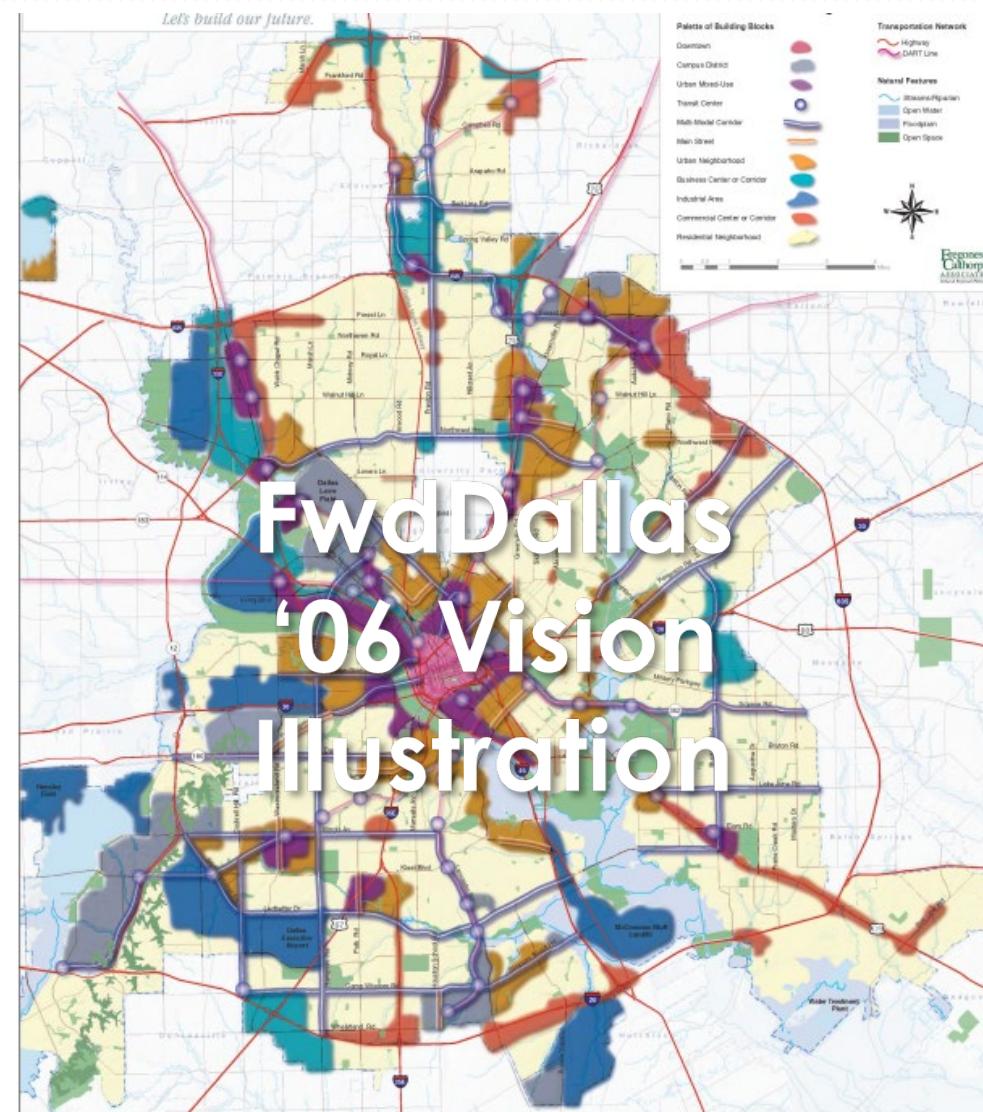


# Why ForwardDallas?



## AGING + PIECEMEAL POLICY

- Large % of the city without an adopted land use plan
- Many adopted plans over 20 years old



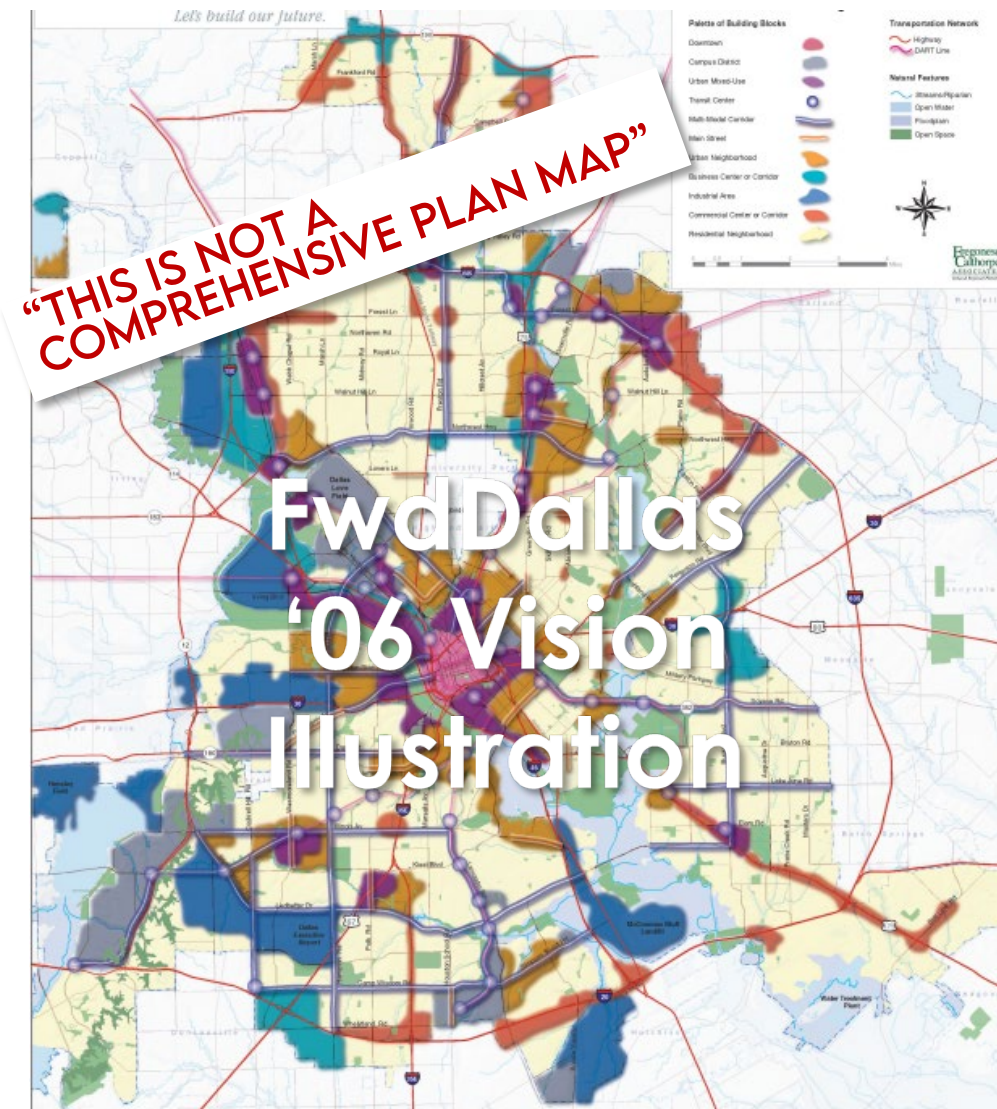


# Why ForwardDallas?



## AGING + PIECEMEAL POLICY

- Large % of the city without an adopted land use plan
- Many adopted plans over 20 years old





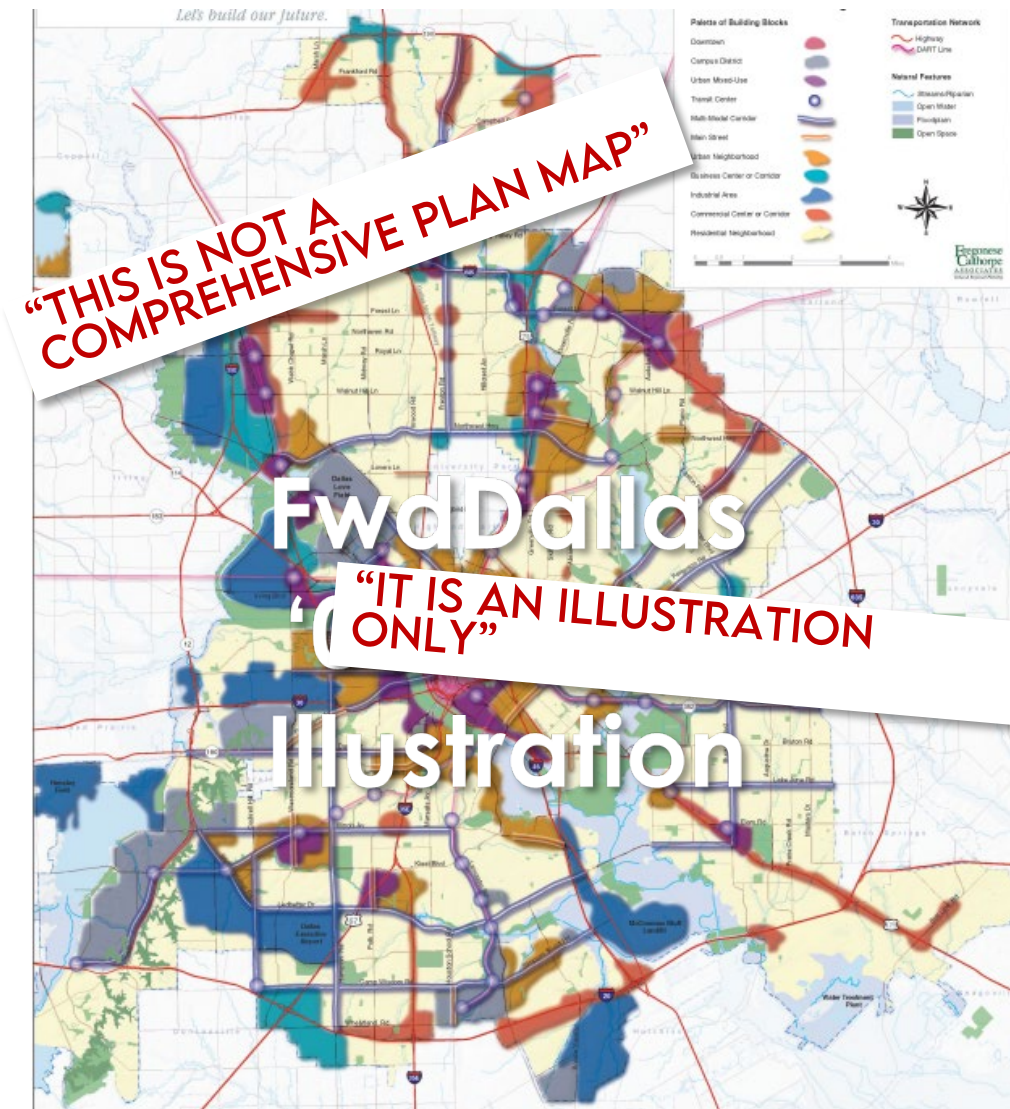


# Why ForwardDallas?



## AGING + PIECEMEAL POLICY

- Large % of the city without an adopted land use plan
- Many adopted plans over 20 years old





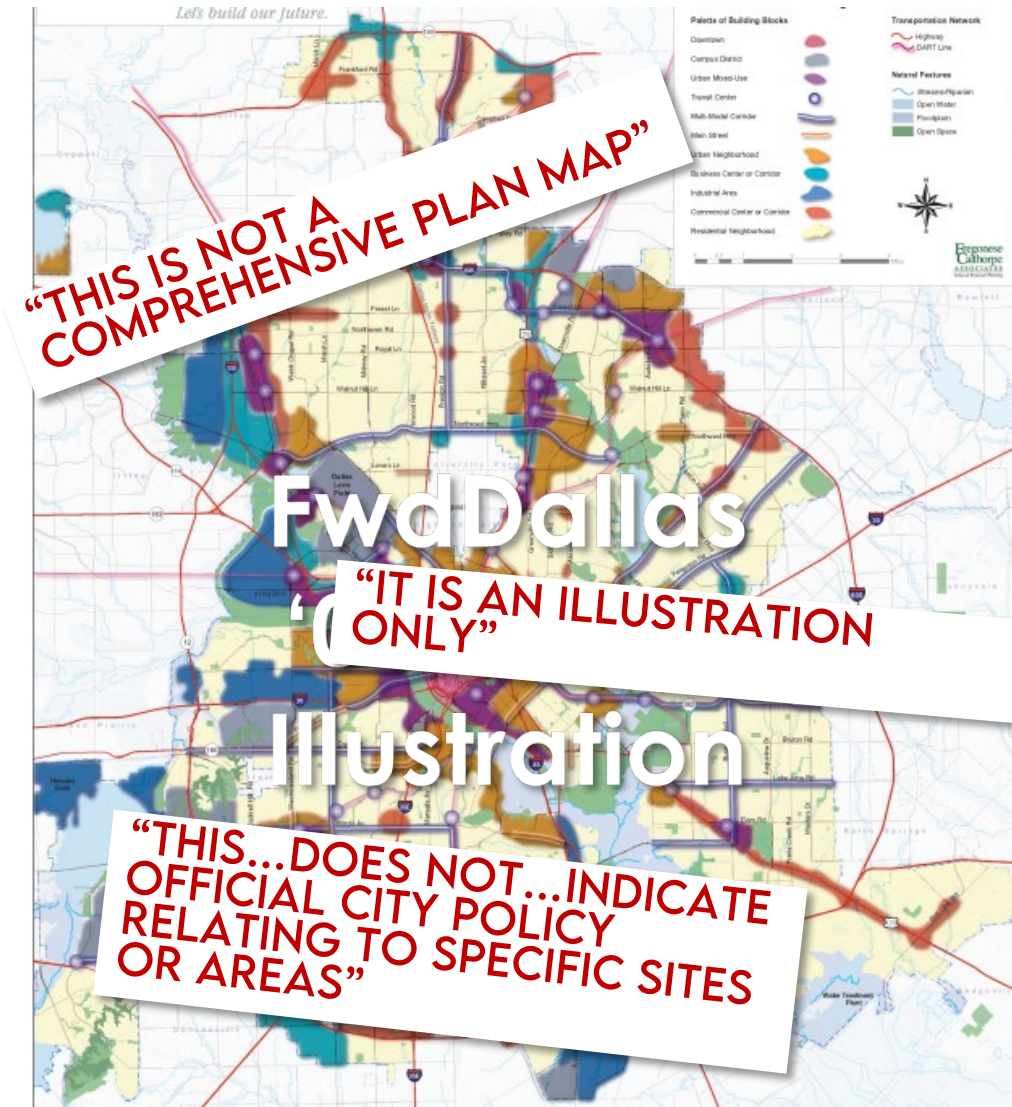


# Why ForwardDallas?



## AGING + PIECEMEAL POLICY

- Large % of the city without an adopted land use plan
- Many adopted plans over 20 years old



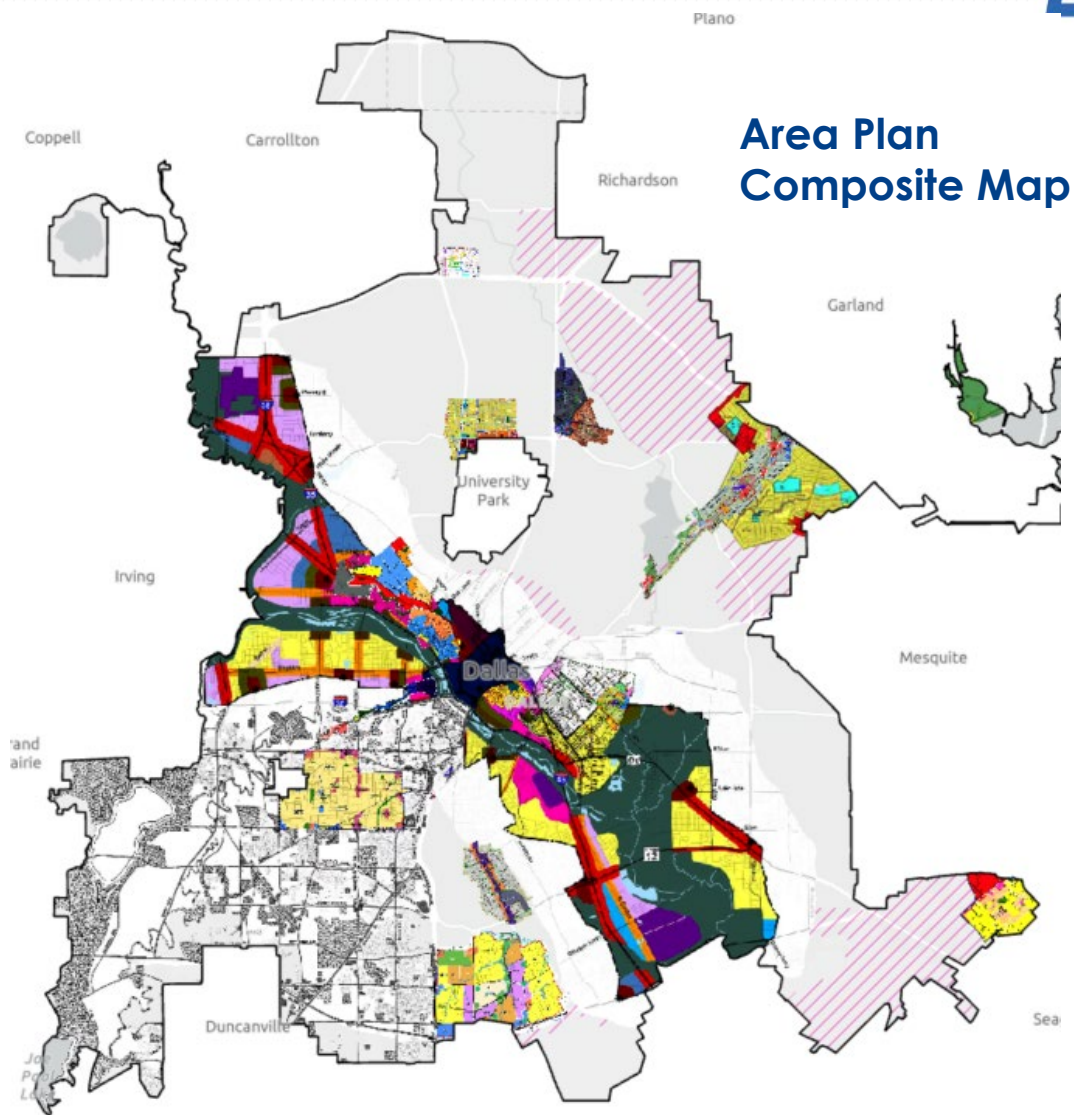


# Why ForwardDallas?



## AGING + PIECEMEAL POLICY

- Large % of the city without an adopted land use plan
- Many adopted plans **over 20 years old**



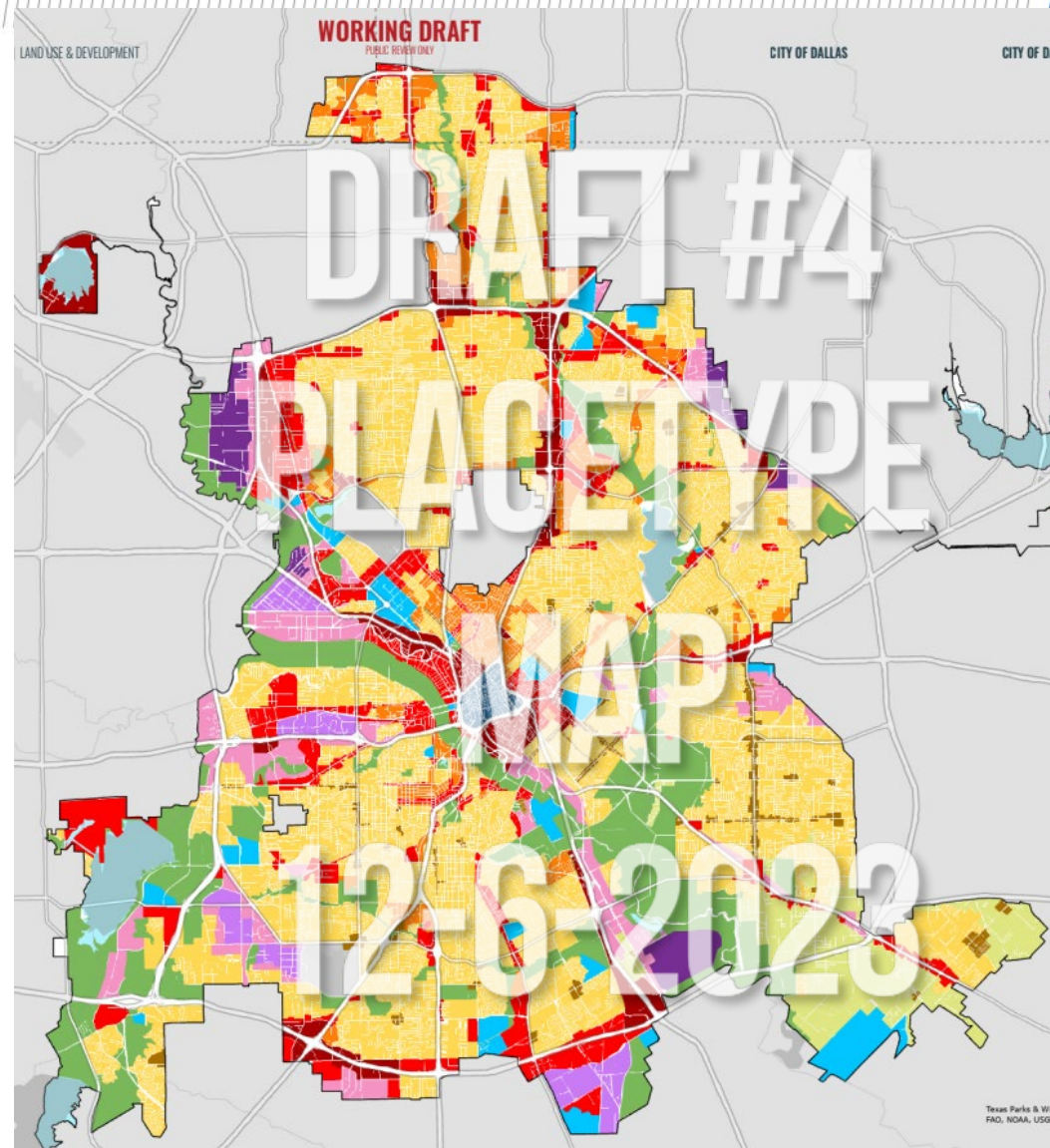


# Why ForwardDallas?



## LAND USE GUIDANCE

Provides a framework to discuss future change, what change should generally look like, and how to be involved in that change





# Why ForwardDallas?



## Adds to the puzzle of recently adopted citywide policies/plans:

- 2022-2023 Racial Equity Plan
- Dallas Housing Policy 2033 (2023)
- Economic Development Policy (2023)
- Connect Dallas Mobility Plan (2021)
- Comprehensive Environmental & Climate Action Plan (2020)







# Why ForwardDallas?

## Adds to the puzzle of recently adopted citywide policies/plans:

- 2022-2023 Racial Equity Plan
- Dallas Housing Policy 2033 (2023)
- Economic Development Policy (2023)
- Connect Dallas Mobility Plan (2021)
- Comprehensive Environmental & Climate Action Plan (2020)

Policies contingent on ForwardDallas



*Identify through **ForwardDallas**, mixed-use land uses in historically disadvantaged communities and [propose rezoning] to increase walkable and affordable housing and economic development...*





# Why ForwardDallas?

## Adds to the puzzle of recently adopted citywide policies/plans:

- 2022-2023 Racial Equity Plan
- Dallas Housing Policy 2033 (2023)
- Economic Development Policy (2023)
- Connect Dallas Mobility Plan (2021)
- Comprehensive Environmental & Climate Action Plan (2020)

Policies contingent on ForwardDallas



***“ForwardDallas... [to] work to increase the production of housing in a targeted manner that aligns with the goals of DHP33.”***





# Why ForwardDallas?

## Adds to the puzzle of recently adopted citywide policies/plans:

- 2022-2023 Racial Equity Plan
- Dallas Housing Policy 2033 (2023)
- Economic Development Policy (2023)
- Connect Dallas Mobility Plan (2021)
- Comprehensive Environmental & Climate Action Plan (2020)

Policies contingent on ForwardDallas



*Review land use policies through [the] **Comprehensive Plan update** to heighten job creation at neighborhood level in tandem with redevelopment efforts of aging commercial centers.*





# Why ForwardDallas?

## Adds to the puzzle of recently adopted citywide policies/plans:

- 2022-2023 Racial Equity Plan
- Dallas Housing Policy 2033 (2023)
- Economic Development Policy (2023)
- **Connect Dallas Mobility Plan (2021)**
- Comprehensive Environmental & Climate Action Plan (2020)

Policies contingent on ForwardDallas



*Incorporate mobility metrics—such as impact to vehicle miles traveled and mode split—as key indicators of the land use scenarios to be explored in the **upcoming revision of the ForwardDallas comprehensive plan***







# Why ForwardDallas?

## Adds to the puzzle of recently adopted citywide policies/plans:

- 2022-2023 Racial Equity Plan
- Dallas Housing Policy 2033 (2023)
- Economic Development Policy (2023)
- Connect Dallas Mobility Plan (2021)
- Comprehensive Environmental & Climate Action Plan (2020)

Policies contingent on ForwardDallas



*Develop a new comprehensive land use strategy in the **upcoming comprehensive plan** update to pair with the Strategic Mobility Plan and CECAP goals, adopt policy to reduce transportation related GHG emissions.*



# MAJOR PLAN DOCUMENT COMPONENTS





# Major Plan Components

CPC

CLUP

**A** Land Use Themes (Goals)

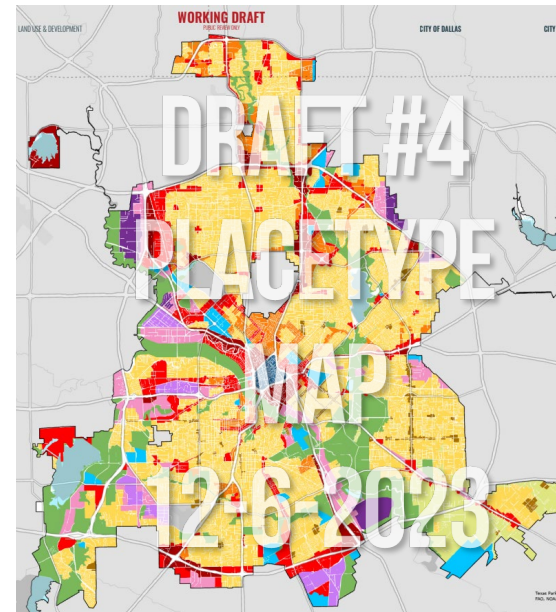
**B** Placetype Descriptions

**C** Placetype Map

**D** Implementation Plan

- Environmental Justice
- Housing Accessibility
- Economic Development + Revitalization
- Transit Oriented Development (TOD) + Connectivity
- Community + Urban Design

- Regional Open Space
- Small Town Residential
- Community Residential
- City / Urban Residential
- Neighborhood Mixed Use
- Community Mixed Use
- Regional Mixed Use
- City Center / Urban Core
- Institutional / Special Purpose
- Flex Commercial
- Logistics / Industrial Park
- Industrial Hub



- 1 Theme Objectives
- 2 Actions Steps
- 3 Implementing Partner / Agency
- 4 Timeframe
- 5 Metrics



Primary Review Focus —

Ancillary Review Focus - - -

# HOW IS THIS PLAN USED?

1. Development Review
2. Implementation of Citywide Priorities
3. Responding to Community Concerns
4. Changes

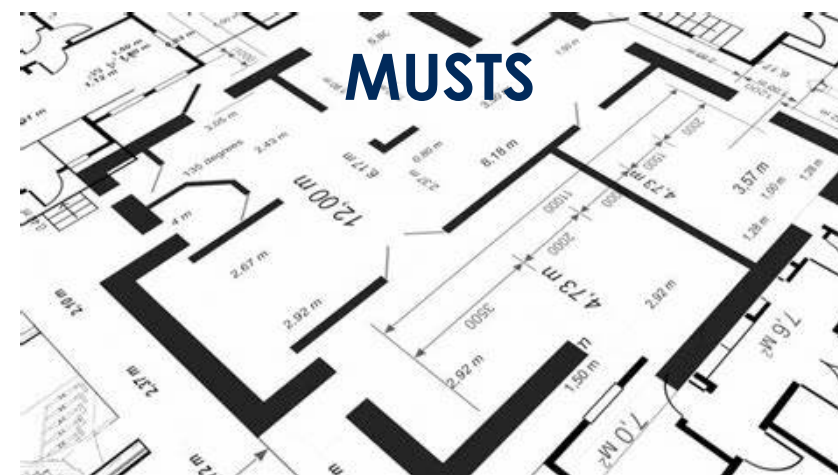




# How does this help with development review?

Placetypes provides non-regulatory, future land use guidance on how a community **SHOULD** look like while Zoning is the regulatory requirement for how a property **MUST** be developed.

NOTE: Land use guides zoning but does not create zoning.





# How does this help with development review?

## 1 APPLICANT

1. Submit development and zoning proposals

## 2 STAFF

2. Review zoning proposals and provide Recommendation to CPC



Spatial Analysis + Policy Review

- Residential??
- Commercial??
- Open Space??
- Water??

Recom.

- A
- B
- C
- D

## 3 CPC

3. Provide land use and zoning recommendations to City Council

- E
- F
- G
- H

## 4 COUNCIL

4. Guide policy decisions regarding land use and zoning



Commercial Mixed-Use

- A

- A
- B



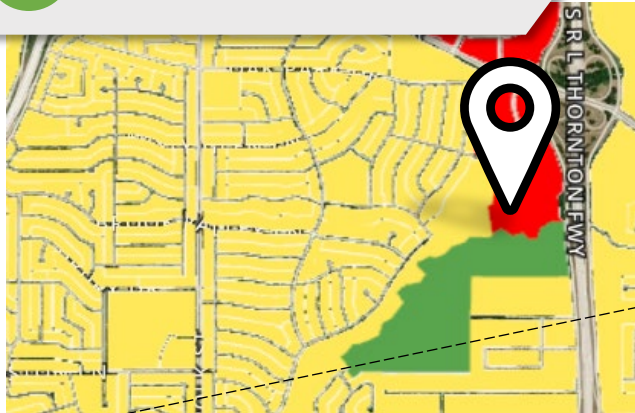




# How does this help with development review?



FD 2.0



## COMMUNITY MIXED USE (CM)

CONTEXT [LEARN MORE \(ECR\)](#)

### CHARACTER DESCRIPTION

Community Mixed Use areas are located at major intersections and along key corridors, serving multiple surrounding neighborhoods and attracting retailers and services that require a larger market area. A mix of commercial, office, residential, retail, and services are concentrated adjacent to larger nodes of activity. Commercial centers, commercial corridors, and office parks are representative of this placetype. Residential uses are accommodated within mid-rise buildings, and some mixed-use structures are connected by internal and external pedestrian pathways.

WORKING DRAFT  
PUBLIC REVIEW ONLY

LAND USE & DEVELOPMENT | CHAPTER #

### CHARACTER DESCRIPTION

Community Mixed Use areas are located at major intersections and along key corridors, serving multiple surrounding neighborhoods and attracting retailers and services that require a larger market area. A mix of commercial, office, residential, retail, and services are concentrated adjacent to larger nodes of activity. Commercial centers, commercial corridors, and office parks are representative of this placetype. Residential uses are accommodated within mid-rise buildings, and some mixed-use structures are connected by internal and external pedestrian pathways.

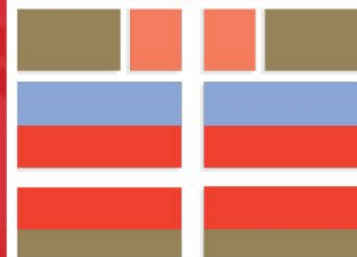
These areas are often located along DART bus and rail routes to maximize transit connections to retail and job centers and provide multiple mobility options for residents and employees. Vehicular access is generally easily accessible given that buildings are often located on separate parcels with their own parking areas.

For Community Mixed Use areas closer to Downtown Dallas, development is concentrated in compact blocks with quality access to transit and a high degree of connectivity to surrounding neighborhoods. Buildings in these urban areas, are generally developed vertically (multiple uses in a single building) also offer more housing options and are along fixed transit/ transportation nodes, hubs, and corridors. Within more suburban areas of Dallas, these areas are comprised of larger complexes, often with fewer stories but yet offer a large amount of retail, restaurant and personal services that are generally separated from other by large parking areas or open spaces along the perimeter.



#### LOCAL EXAMPLES

1. WEST WILLAGE
2. KOREATOWN
3. DESIGN DISTRICT
4. WYNNEWOOD VILLAGE
5. CASA LINDA



### FUTURE LAND USE MIX

- Agricultural
- Private Open Space
- Public Open Space
- Single Family Detached
- Single Family Attached
- Multiplex
- Apartments
- Mixed Use
- Lodging
- Office
- Commercial
- Public Institution
- Transportation
- Utility
- Light Industrial
- Heavy Industrial



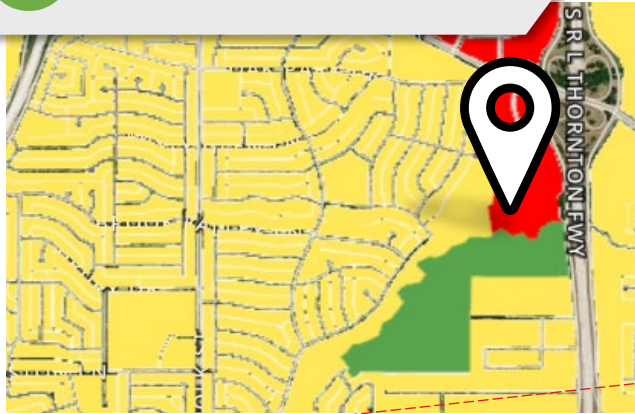




# How does this help with development review?



FD 2.0



## A. PLACETYPE APPLICATION

### CM A-1

Established Community Mixed Use areas should focus on incorporating additional community gathering spaces, pedestrian amenities and enhanced landscaping as a catalyst for more destination activity around commercial uses.

### A. PLACETYPE APPLICATION

#### CM A-1

Established Community Mixed Use areas should focus on incorporating additional community gathering spaces, pedestrian amenities and enhanced landscaping as a catalyst for more destination activity around commercial uses.

#### CM A-2

Properties without structures on them or without active land uses, like parking lot, provide opportunities for redevelopment for mixed use and residential structures providing housing and housing choice in and around our neighborhoods.

#### CM A-3

New development should be located at the edges of large blocks to create a walkable environment and parking and service areas should be screened from public view.

#### CM A-4

Industrial, outdoor storage areas and other properties without active land uses within close proximity to residential areas, particularly those

#### THEME CONNECTIONS



near DART bus and rail routes, should be prioritized for redevelopment.

#### CM A-5

Areas intended for transition from another development pattern to the Community Mixed Use placetype primarily consist of roadway corridors or industrial areas that are no longer compatible with the surrounding development pattern.

#### CM A-6

These areas may need more detailed master planning efforts to ensure adequate infrastructure, appropriate phasing of old development to new to avoid the proximity of incompatible land uses, and a well-connected public realm with new construction.

#### CM A-7

Light Industrial land use is intended as a supportive component, limited in scale (such as small office/warehouses) and designed to fit cohesively within the overall composition of the placetype.

### B. ADJACENCIES

#### CM B-1

New development should transition along the edges to nearby residential neighborhoods with landscaping buffering, complete streets, pedestrian pathways and lower building heights.

### URBAN DESIGN ELEMENTS

#### MOBILITY + ACCESS

- 1 Design ground floor building facades with a high degree of transparency and locate doorways along primary routes to foster a vibrant pedestrian environment.
- 2 Screen building service functions and mechanical equipment for commercial developments.

#### GREEN + OPEN SPACE

- 3 Integrate green spaces like plazas and parklets into commercial districts to serve as an amenity to residents and businesses.
- 4 Integrate green infrastructure like bioswales, permeable pavement, and green roofs to reduce urban flooding and heat island effects.

#### STREETSCAPE + PARKING

- 5 Promote the use of shared parking facilities between commercial uses
- 6 Incorporate onsite landscaping to screen parking and service areas from public rights-of-way.
- 7 Discourage site design that places parking lots along roadway frontage.

#### BUILDING FORM + CHARACTER

- 8 Incorporate landscaped buffers into new development to minimize impacts on nearby established residential areas.
- 9 Anchor commercial districts with mixed-use and commercial development at key intersections.
- 10 Taper building height and bulk in edge areas to transition to less intense development in neighboring areas.







# Implementation of Citywide Priorities



**Theme Goal:** Promote equitable development of Dallas' diverse communities and sustainable economic growth across the city by revitalizing underserved neighborhoods, commercial corridors, and mixed-use job centers.

- New development, redevelopment and capital improvements projects are important means to implementing the goals of the Comprehensive Land Use Plan.

Economic Development & Revitalization Implementation Table					
Objective	#	Action Step	Lead	Related Themes	Key Partners
A	1	Identify <b>underutilized</b> , surplus, or vacant land in key areas to transform into vibrant spaces that support greater economic outcomes for those areas.	PUD	12	OED, DDI, OAC, TRN
		Facilitate collaborative placemaking initiatives in <b>underserved</b> spaces to reimagine the adaptive reuse of historically and culturally significant structures and places.	PUD	10 11	OED, OAC, Historic Preservation
		Initiate detailed land use and zoning planning assessments of commercial corridors and centers identified through ForwardDallas to outline specific opportunities and strategies for revitalization.	PUD	5 8	OED
		Incentivize projects near TOD sites to conform to urban design standards specified within the Complete Streets Manual	OED		TRN, PUD
B	5	Prioritize neighborhood and corridor planning efforts and/or zoning reviews in areas transitioning away from industrial uses or for former brownfield areas.	PUD	1	PUD, TRN, DPW, OEQS, OGA
		Coordinate future land use with infrastructure investment in Southern Dallas to ensure adequate public facilities, housing, and mobility options for existing and future businesses and their employees.	PUD		OED, TRN, PBW
		Coordinate with OED to direct economic development resources to areas through ForwardDallas and other neighborhood planning and corridor efforts	PUD	5 8	OED
C	8	Work with city departments to support investment and development in "Economic Development + Revitalization" focus areas including new TOD areas, existing commercial nodes, and Economic Development Policy Target Areas to provide a sustainable mix of employment, mixed income housing, and services to the community.	OED	1 2 5	PUD, HOU, TRN
		Coordinate with city departments to create and implement anti-displacement policies for small business owners and homeowners.	Small Business Center		OED, PUD, HOU
		Ensure appropriate land use and zoning in designated areas to support emerging creative and technology industries to supplement the expansion of logistics-related jobs, particularly in the Southern Sector.	PUD		OED

8 Work with city departments to support investment and development in "Economic Development + Revitalization" focus areas including new TOD areas, existing commercial nodes, and Economic Development Policy Target Areas to provide a sustainable mix of employment, mixed income housing, and services to the community.





## How does this respond to community concerns?

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





## What if something changes?

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



# QUESTIONS TO FURTHER INVESTIGATE

1. Community Residential Placetype
2. Flex Commercial
3. Joppe
4. Commercial motor vehicle parking
5. Public Utility uses

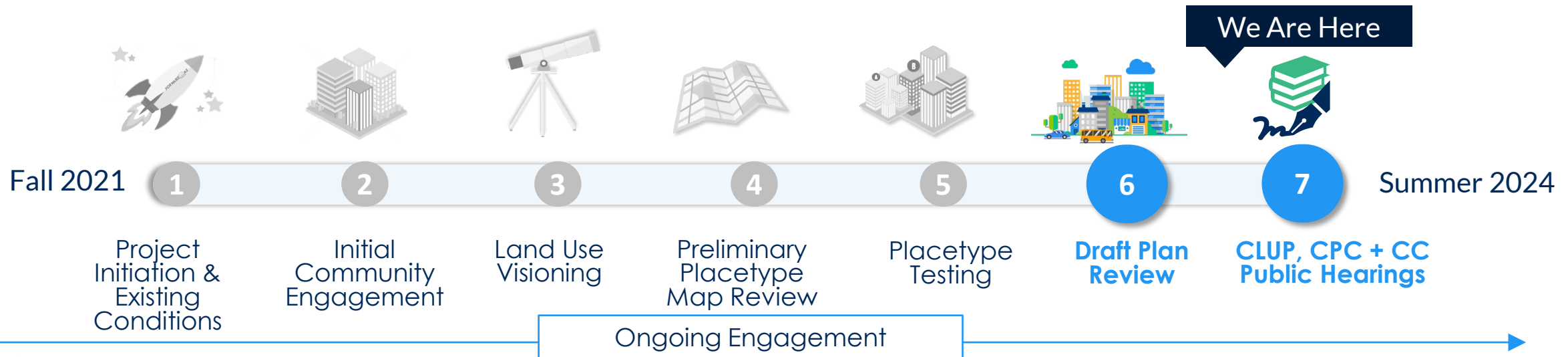
**WHAT'S  
NEXT?**







# What's Next (CPC)?





# Stay Connected

1

Check our website



DallasCityHall.com/ForwardDallas

2

Sign up to be notified



<https://bit.ly/fdstayinformed>

3

Interactive Map



<https://bit.ly/fdcommentmap>

4

Meet with Us

Invite ForwardDallas staff to events you're hosting in your community so that we can share information about the Comprehensive Land Use Plan update.

5

Upcoming Public Briefings + Hearings

Tune in virtually or in person to the upcoming City Plan Commission public hearings and briefings. Updated scheduled to be posted online.

6

Open Call



PUD@Dallas.gov  
214-671-8900

7

Follow and Promote Us

@DALLASPLANUD



# Q&A





**City of Dallas**

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

**City Plan Commission Briefing  
Feb 1, 2024**

Lawrence Agu, III, AICP, Chief Planner  
FwdDallas Project Team  
Department of Planning & Urban Design