

City of Dallas

+UD

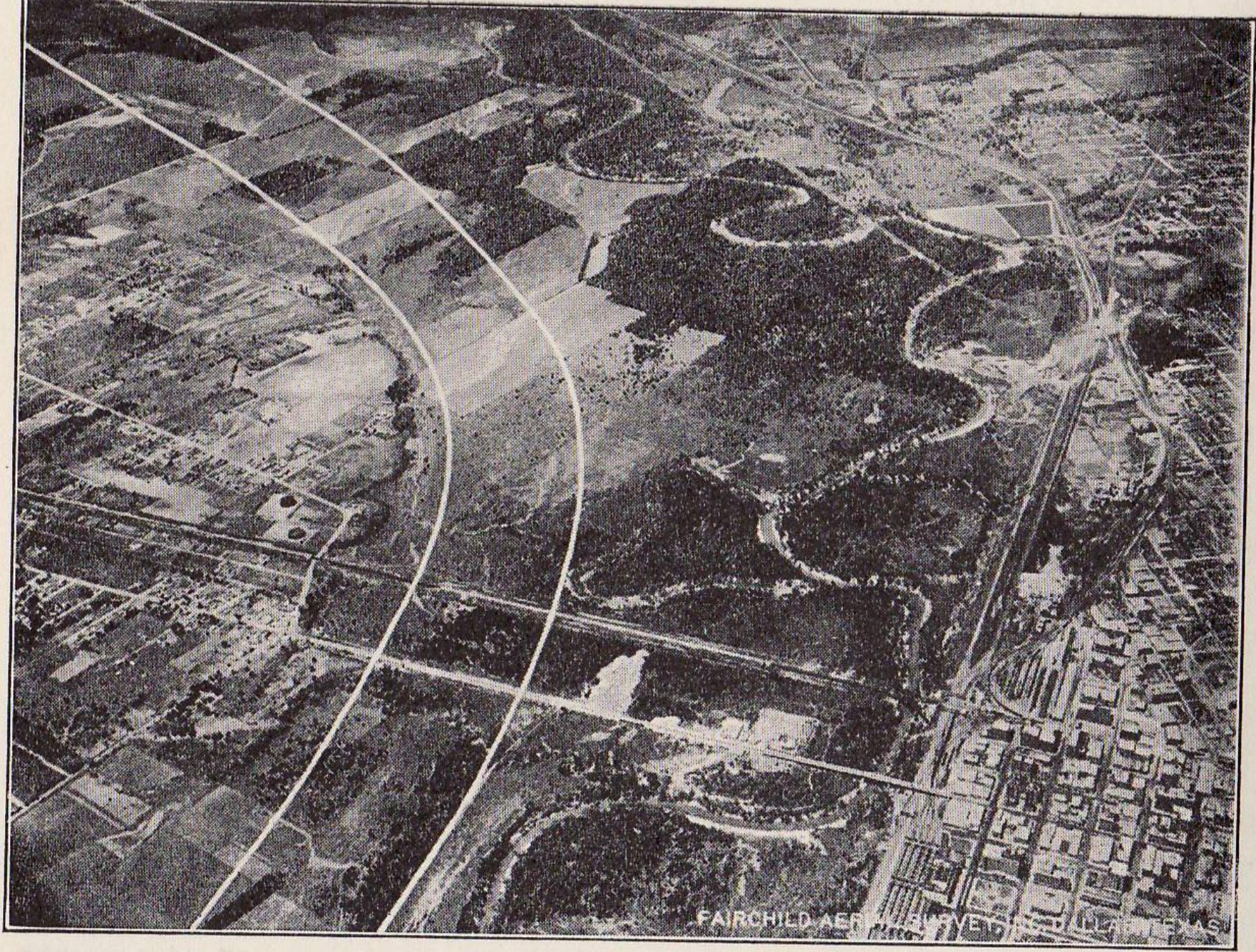
# PLANNING + URBAN DESIGN

design | strategic planning + policy | neighborhood vitality

est dallas





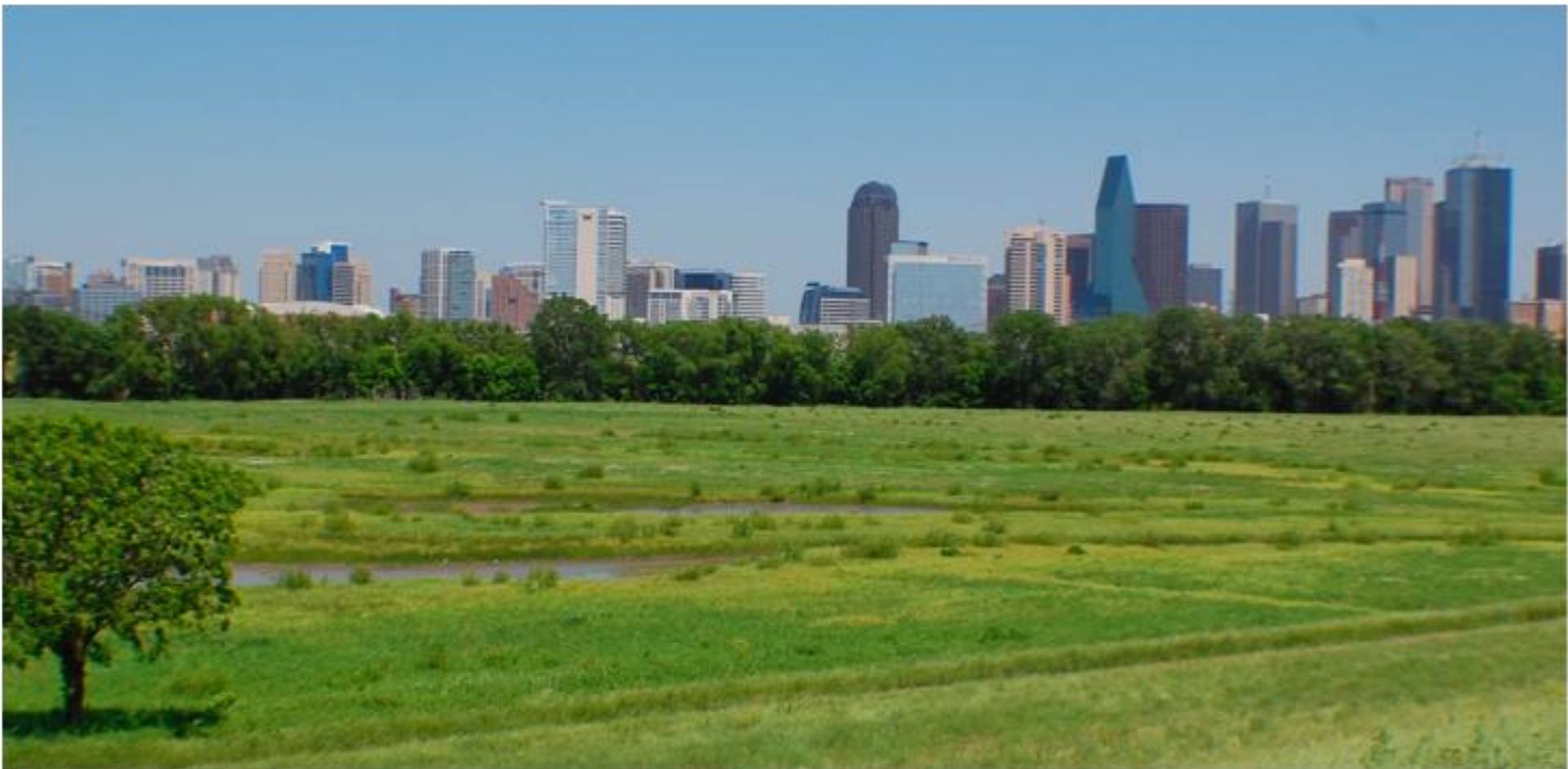


The Levee Project, Looking Up the River.

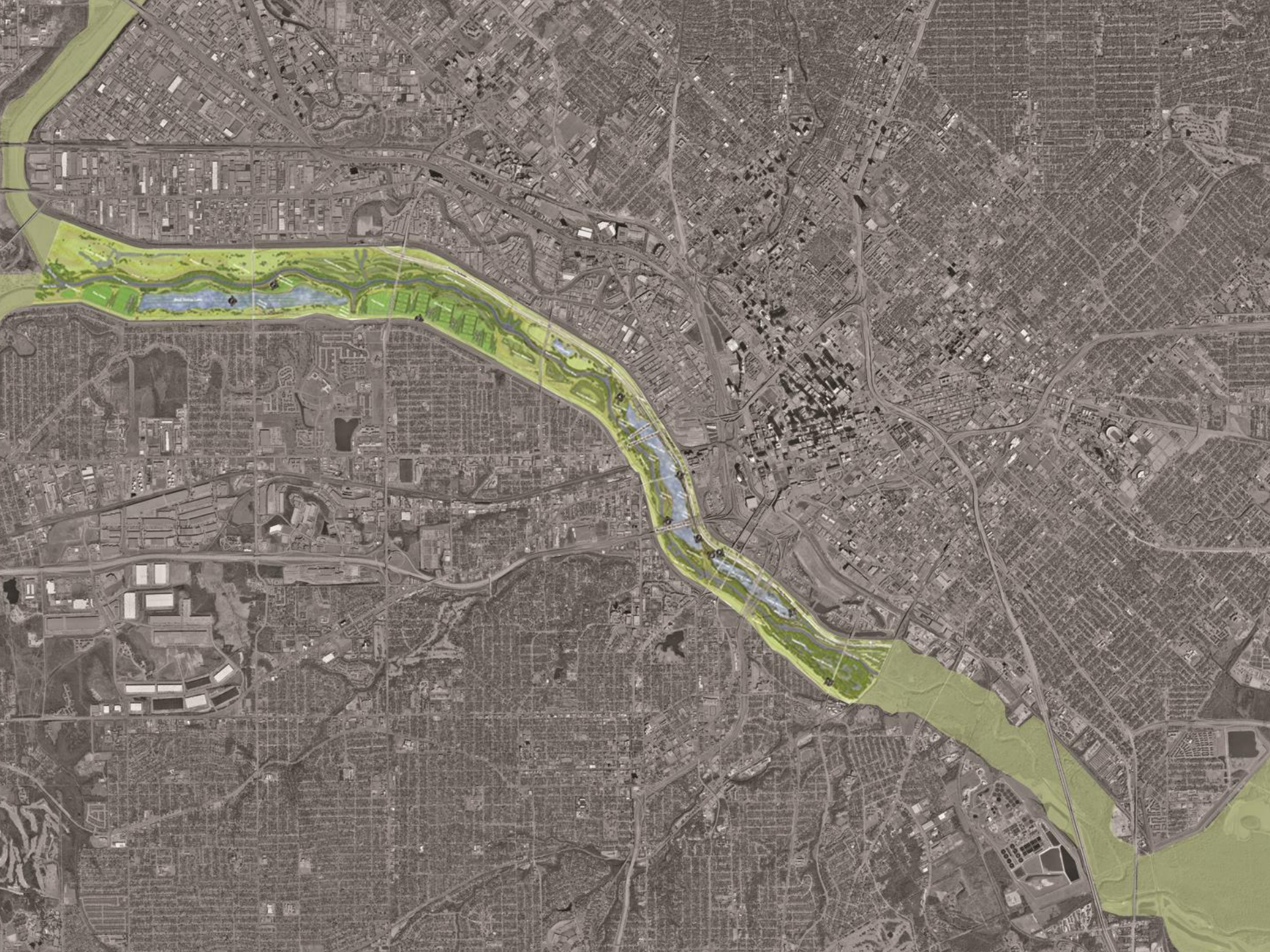
















Crow Lake

Trinity River

Continental Bridge  
Margaret Hunt Hill Bridge

Woodall Rogers Ext.

Street

Urban Lake

Margaret McDermott Bridge I-30

Isthmus

Houston Viaduct  
Jefferson

Trinity Parkway  
Natural Lake

I-35  
I-35

Industrial



**R**

**A**

**Y**

**S**

***SPORTING GOODS***

**HARDWARE**

***GUNS***







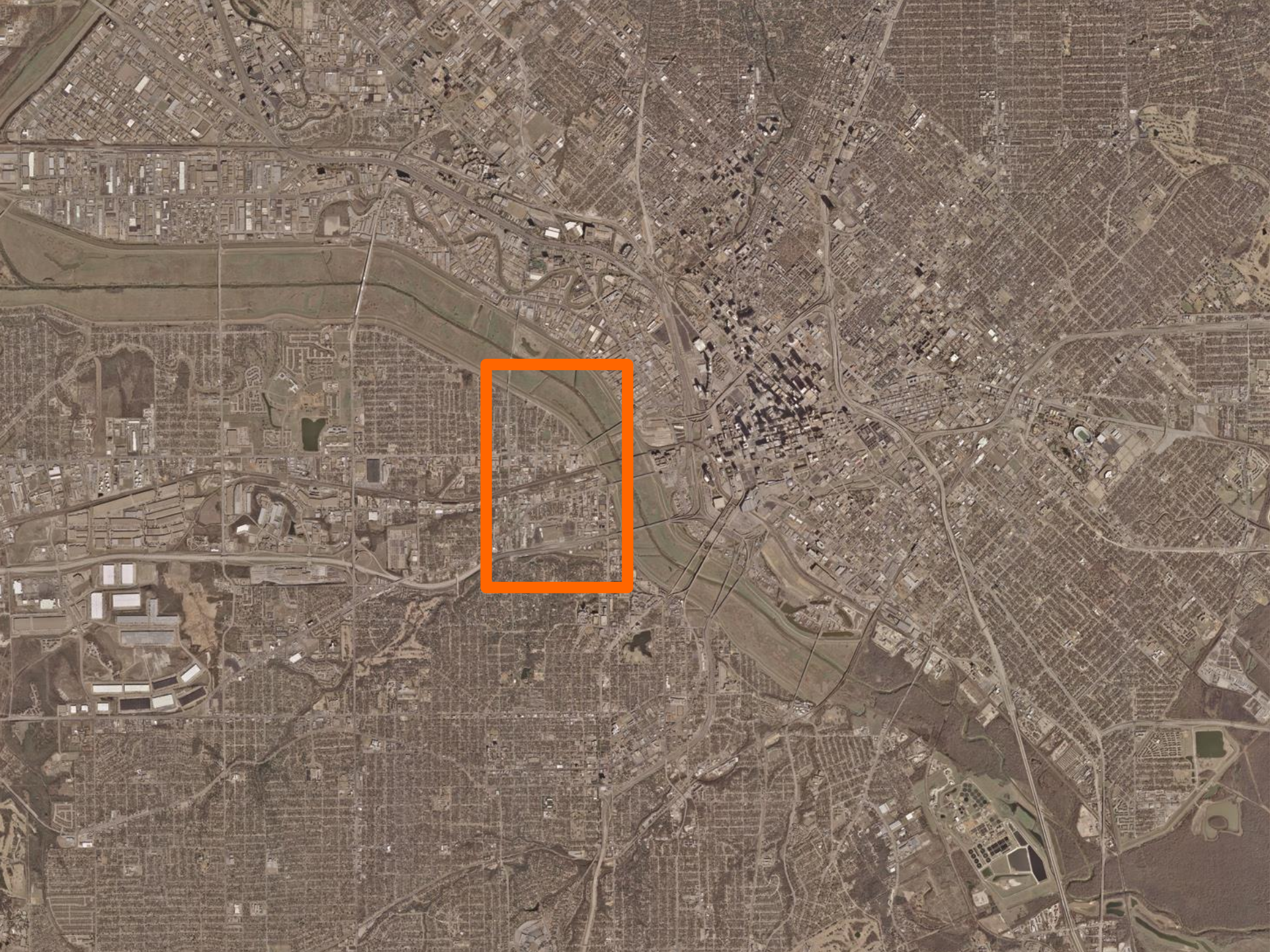
EXIT EXIT

Dallas  
CityDesign  
Studio

THE TRINITY TRUST  
A COMMITMENT TO EXCELLENCE















Herbert



"inclusive development"

"I am concerned about displacement of our residents"

"Reduce the use of single-use zoning and define neighborhoods that have service and retail centers positioned within a walk-able distance"

"trinity river becomes center of city"

"human scale"

"trees, trees, trees!"

"world class facilities"

Santiago Abasolo Ann Allison Monte Anderson Mike Anglin

### INCREMENTAL COMMUNITY

Ann Bagley Joleen Bagwell Tanva Brooks Troy Broussard Linda Brown  
Janie Bush Theresa Canales Colleen Casey Deborah Carpenter

### SUSTAINABLE COMMUNITY

Peer Chacko Christian Chernok Dorcy Clark Adrienne Cortez  
Brent Cortez Roger Cortez David Cossum Willie Cothrum

### LEARNING COMMUNITY

Juliette Coulter Neva Dean Heather Dickie Robert Ekblad Inez Espino  
Telemachus Evans Art Garcia Samir Goel Carmen Gonzalez

### LIVING COMMUNITY

Scott Griggs Bill Hall Doug Heyerdahl Jennifer Hiromoto  
Mark Housewright Andrew Howard Angela Hunt Jill Jordan

### UNIQUE COMMUNITY

Max Kalhammer Tierney Kaufman Myrl Lavallaisaa Tom Leppert  
Lena Liles Tim Lott Keith Manoy Ian McCann Mary McDermott Cook

### DESTINATION COMMUNITY

Butch McGregor David Neumann Regina Nippert Kevin Obregon  
Theresa O'Donnel Steve Owen Marc Puig David Retzsch John Rogers

### CONNECTIVE COMMUNITY

Warren Rutherford Glenda Salazar Steve Salazar David Schleg  
Judy Schmidt Randy Skinner Steve Springfield Bob Stinson Mary Suhm

Luis Tamayo Gail Thomas Pam Thompson Victor Toledo Pam Veshia  
Ann Vincent Robert Weiss Cindi Welsh Randall White Arrvel Wilson

"what if you did not need a car to be successful in west dallas?"

"create a network of community gardens on empty lots"

"small scale solar and wind energy projects"

"heritage doesn't get lost while change happens"

"lots and lots of public art"

"gateWay into neighborhood on continental bridge"

"streets that are pedestrian friendly, not car oriented"

"sense of identity: this is west dallas"

"create places for youth and elders to cross paths"

"new urbanism, walk-ability, parallel parking"

"high speed wireless network"

"owner occupied, live-work + retail"

"uptown meets austin, meets boulder"

"locally owned, independent, authentic businesses; flavor of west dallas"

"improve existing parks and create new ones"

"re-use and preserve area buildings"

"great schools = great communities"









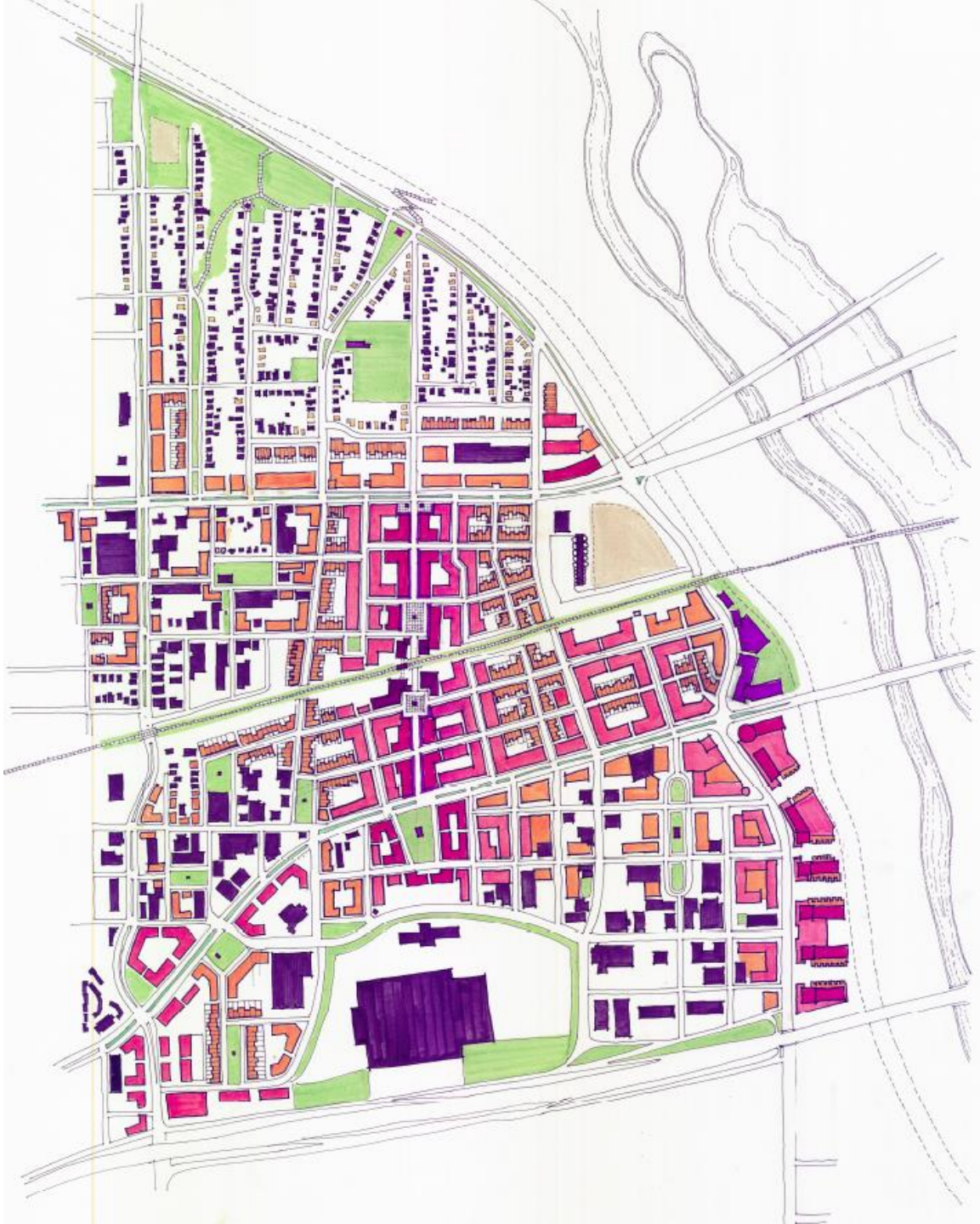














enhance and protect  
la bajada

foster incremental  
development

encourage new  
development





# organic unfolding over time

- evolves over decades
- incremental reordering of the built environment
- balance of objectives







## cultivate a sense of place

- acknowledge history and vernacular
- develop gathering spaces
- innovation and creativity





## organize the built environment

- set street character
- provide open space
- architecture



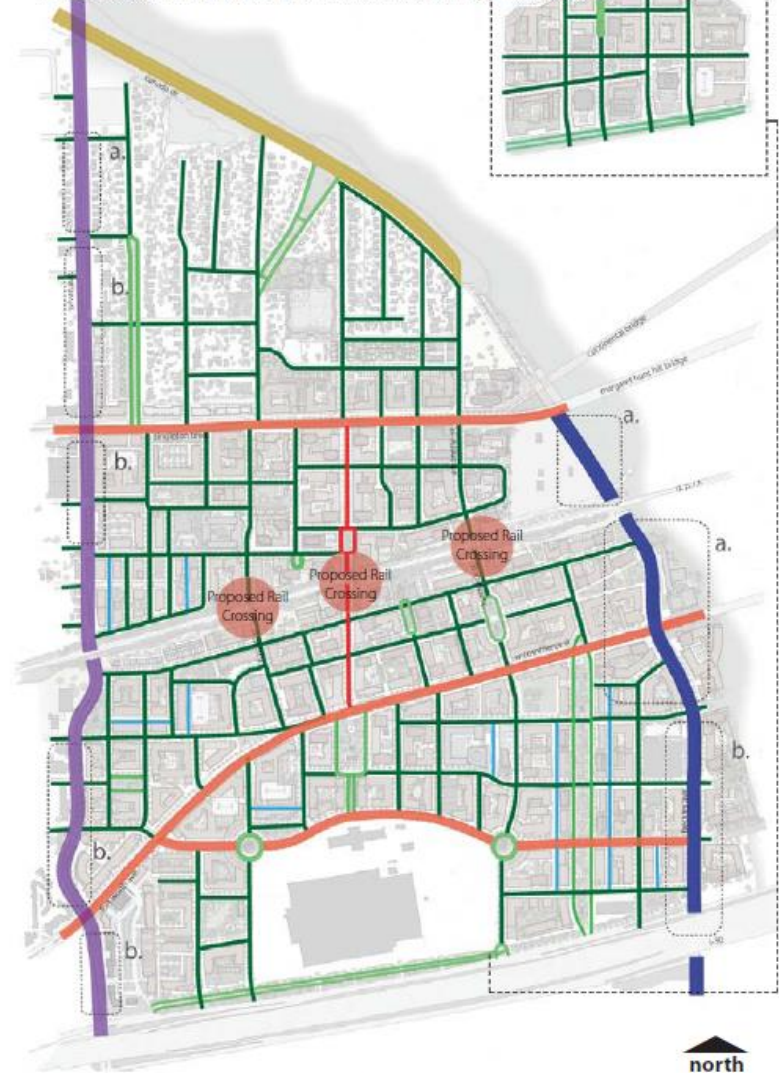
### Thoroughfare Typologies and Street Framework Plan

The street and streetscape standards, based on the following reference plan, create a high level of connectivity within West Dallas.

The primary result of the street framework plan should be a street network supporting a high level of connectivity, providing development flexibility over time and encouraging pedestrian activity. The key design features necessary to create the characteristics within the public realm include:

1. Street pattern of small-scale grid system of interconnected streets
2. Continuity of sidewalks along each street
3. Crosswalk demarcation at street intersections
4. Wide sidewalks with shade trees
5. Parallel and head-in parking to shield pedestrians from traffic movement
6. Narrow street crossing sections and curb extensions at crosswalks

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final



Street Framework Plan



Singleton

Standard Streetscape Components

- a. Intersections Pg. 51
- b. Medians and Refuge Islands Pg. 52
- c. Marked Crosswalks Pg. 52
- d. On-Street Parking Pg. 54
- e. Sidewalks Pg. 58
- f. Curb-Extensions Pg. 61
- g. Curb Extensions at Transit Stops Pg. 62
- h. Street Trees Pg. 62
- i. Street Lighting Pg. 65
- j. Street Furniture Pg. 66
- k. Bicycle Facilities Pg. 57

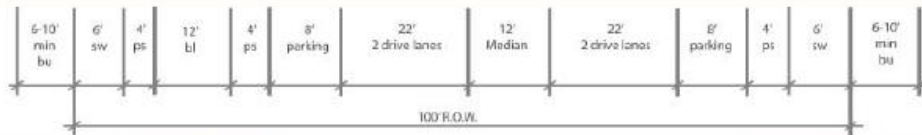
Case by Case Streetscape Components

- 1. Street Parks Pg. 62
- 2. Planting Area Pg. 64
- 3. Special Paving Pg. 65



Examples of a four lane street with median and on-street parking

Legend: (bu) buffer; (sb) sidewalk buffer; (sw) sidewalk; (ps) planting strip; (bl) bike lane; (m) median; (rtw) raised tree well



Street Section and Partial Street Plan shown for illustrative purpose





edge

furnishing

throughway

frontage







### Area-Specific Public Space

A number of required open spaces, critical to achieving key objectives of the framework, are described below.

#### Pavaho

Existing flood utility and flood storage facility with the opportunity for enhancement to be re-imagined as an open space amenity contributing to pedestrian connectivity in the area.

#### Trinity Park

10,000 acre regional park being developed into a recreational, environmental and open space amenity as part of the Trinity River Corridor Project. Easy access to this amenity contributes to the desirability and future potential for the study area.

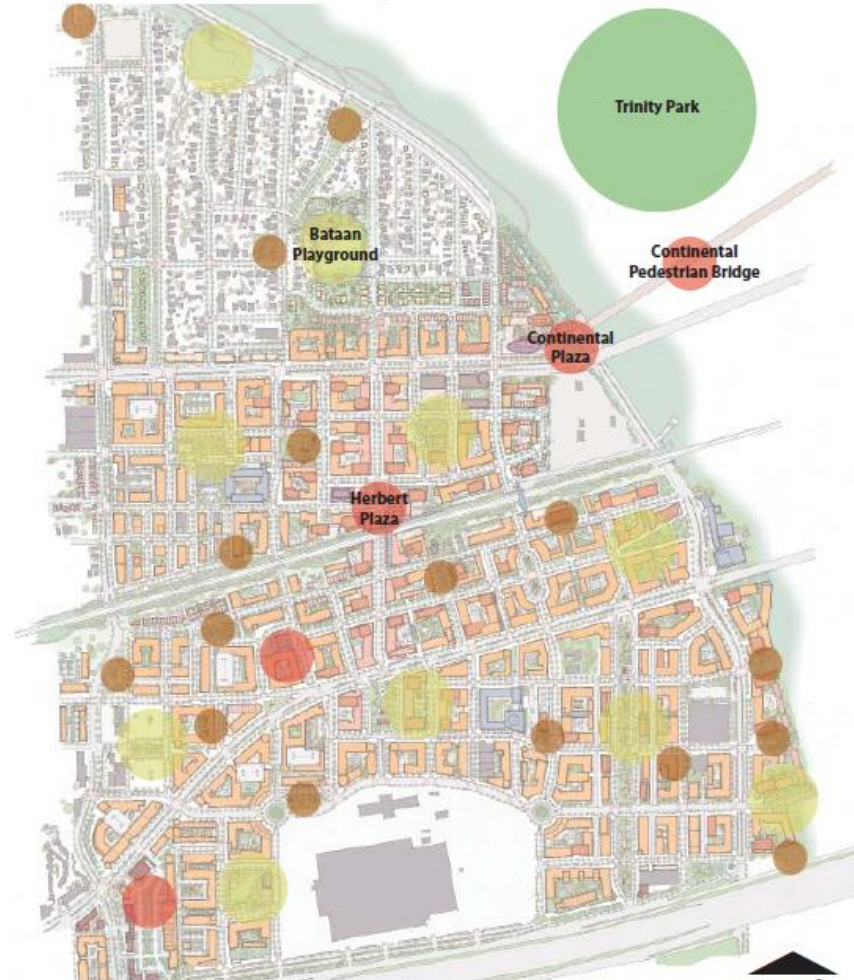
#### Bataan Playfield

The existing private playfield behind the Bataan Center has fallen into neglect and disrepair. This framework finds its rehabilitation as key to helping stabilize and enhance the “La Bajada” community. It should, once again, support organized team sports and provide additional opportunities for active and passive recreation. Among the improvements to the playfield that may be considered are; a fitness trail, tot-lot, playground, basketball court, picnic seating areas and shelters, splash-park, soccer field, baseball field, softball field, etc.

#### Continental Plaza

The symbolic gateway and ceremonial center for West Dallas shall be a plaza designed to accommodate large numbers of people and a variety of public events.

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Plazas and squares are generally incorporate extensive use of paved surfaces, formal landscape plantings, and water features



## Massing and Street Wall

### Framing the Public Realm

Building massing may consist of low-rise, mid-rise, tower elements, or combinations, depending on use and needs. An important aspect of livability is the preservation of natural light, sunlight, and ventilation. Preserving this and public views to downtown, into the Trinity River Corridor, and important street end views should be facilitated by requiring towers set-back from the streetwall, employing the use of tower separation rules, and requiring towers built adjacent to the levee to step-back from the levee as they increase in height. Various massing options may be possible on a given site and should be explored to determine how guideline objectives such as preserving views and sunlight can best be met.



## Variations in Facades and Materials

### Facade Importance

A building's frontage is a primary contributor to a pedestrian's understanding and enjoyment of a city and thus greater care, expense and workmanship should be given to its design.

### Facade Design

A building's lower level should be carefully designed to relate to the scale and enhance the "close up" view of the pedestrian. The use of high-quality materials, more intensive detailing, and window arrangements, etc., which contributes to a heightened pedestrian interest is encouraged. Ground level commercial uses whether retail, service, restaurant, or office should use clear glass windows, individualized shop fronts, lighting, and weather protection to achieve pedestrian scale and interest. Mirrored surfaces,



## Building Access and Circulation

### Residential Access

When a residential use is located on the ground level, individual unit entries with windows should engage the street providing "eyes on the street." A low, raised porch or front garden is encouraged to define usable space in the setback behind the property line. Pedestrian-scaled entrance canopies projecting over residential lobby entryways are encouraged.



### Primary Entrances

Major building entries should be designed and located to provide the primary building access oriented to the public street and sidewalk. Doorways should be prominent and obvious in appearance. Major entry features should primarily address the street, with entry courts, display windows, signage, lights, walkways, and vestibules, as appropriate.



## Lighting

### Exterior Lighting

Exterior lighting helps discourage "dead spaces" within an urban environment. Because the street network in West Dallas is intended to be pedestrian-oriented, illumination of buildings is required to promote the safety of all pedestrians. At the same time, exterior illumination design solutions can provide a unique architectural opportunity to highlight West Dallas as inherently unique.

### General Guidelines

Exterior lighting for all streets, entrance drives, and parking areas should be designed to provide uniform illumination with low glare, using equipment which does not detract from a building's design. Fixtures should be coordinated and are encouraged for the exterior lighting of pedestrian walkways, courtyards, and plazas. The minimum intensity needed for the intended purpose should be used.



## Signage

### Area Identification

Effective communication with the public requires the clear, concise delivery of an understandable message through a certain medium. One of the best ways to convey information to the public is through the medium of signs. A comprehensive sign program should foster safety, help identify businesses, buildings, facilities and activities.

### Sign Guidelines

Signage in West Dallas should be of high quality and designed to offer a positive image and identity. Signage should enhance overall property values and the visual environment in West Dallas by discouraging signs which contribute to the visual clutter of the streetscape to achieve pedestrian scale and interest.



## Roofs

### Respect Neighborhood Character

Roof design should consider its contribution to the skyline and views from taller adjacent properties.

- towers should incorporate sculpted roof caps, terracing, or other articulation of the upper floors
- low and mid-rise building roofs should consider providing green roof design, landscaped courtyards as amenities and to provide pleasant views from taller neighboring properties.
- Mechanical rooms and equipment should be integrated into the design of the architectural roof treatment or screened with compatible materials and finishes.









Phase I

Significant changes to the public realm include the completion of the Margaret Hunt Hill Bridge, the Continental Pedestrian Bridge and its western gateway into La Bajada, important traffic calming initiatives for the street network within the La Bajada neighborhood, as well as solid strides toward enhanced amenities in La Bajada. Construction of three underpasses at the Union Pacific Railroad will help establish Herbert Street south of Singleton as the center of this emerging community and will provide local shopping and service opportunities for area residents.

These and other amenities will result in increased desirability for the area. Additionally, improved access to downtown and uptown employment and entertainment centers, along with proximity and easy access to regional recreational amenities, provides the area with a location advantage that enhances its competitiveness with other in-town markets.

The idea of creating a destination for artistic production and living will take hold through an eclectic mix of redevelopment and new development that reflects the character of area. The Trinity River's edge will begin to be defined more strikingly through landmark development sites at the western gateway to the Continental Bridge and the re-aligned intersection of Beckley Avenue and West Commerce Street. Economically, ground work for entrepreneurship and adaptive reuse will fuel the necessary incremental development opportunities that can capitalize on smaller changes in the area that will inject energy and activity into currently underutilized industrial property.

- Target Population:  
10,500 individuals/7,000 households
- Target Renovated/ New Building Space:  
250,000 sq. ft./ 6,800,000 sq. ft.
- Target Improved/ New Green Space:  
10 acres/15 acres

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas.



Hypothetical Illustrative Phase I plan



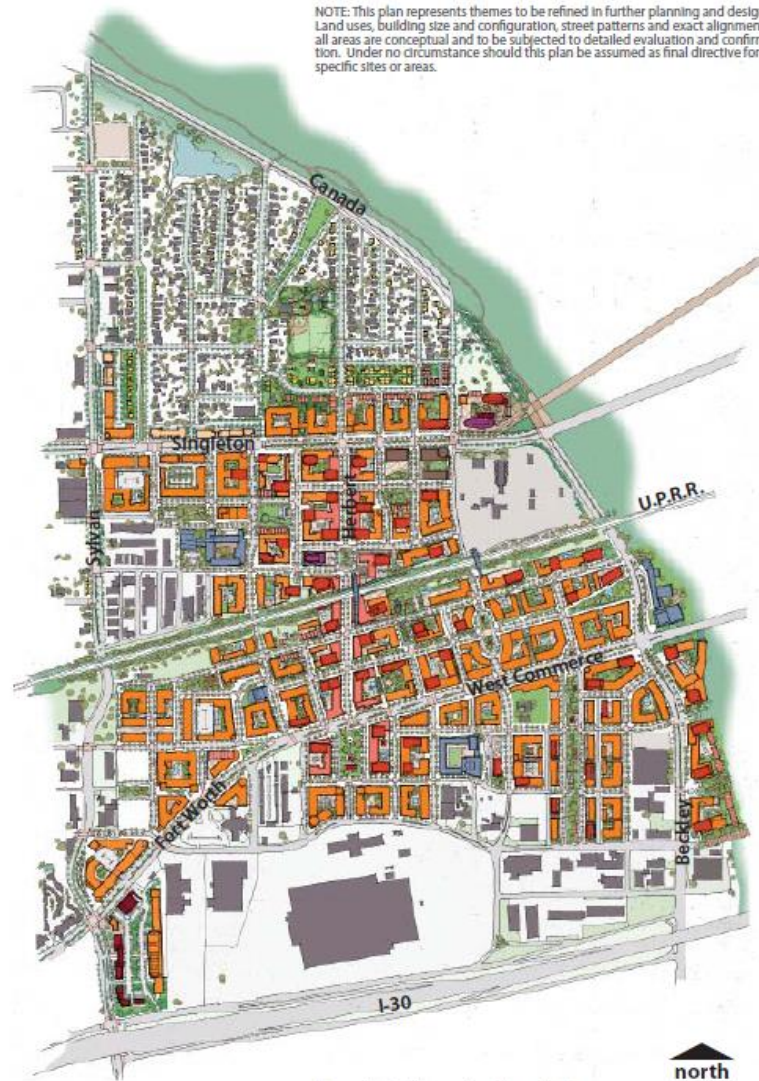
Phase II

While incremental development is still part of the development pattern, the focus will be shifting to encourage new development on a larger scale. Much of the initial enhancements and stabilization to secure La Bajada as a high quality modest-income single family neighborhood will have been accomplished; however, ongoing attention and investment is needed for the neighborhood to remain a great place to live.

The Trinity River's edge will be even more well-defined as a development shoreline commanding views of the downtown skyline and signature bridges over the Trinity. Connectivity into the park will be a highly-desired asset that shapes development patterns throughout the area. The spine along Herbert Street is well established as the community's center, as are key development nodes. The focus for redevelopment will shift outside of the Herbert Street spine and toward major development nodes. Developments could be as small scaled as row houses on quiet side streets, to the continuation of podium and tower construction near highly desirable activity centers. Maintaining economic diversity through available housing options will be an important challenge that must be faced.

- Target Population:  
19,500 individuals/13,500 households
- Target Renovated/ New Building Space:  
400,000 sq. ft./ 12,500,00 sq. ft.
- Target Improved/ New Green Space:  
15 acres/55 acres

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas.



Hypothetical Illustrative Phase II plan



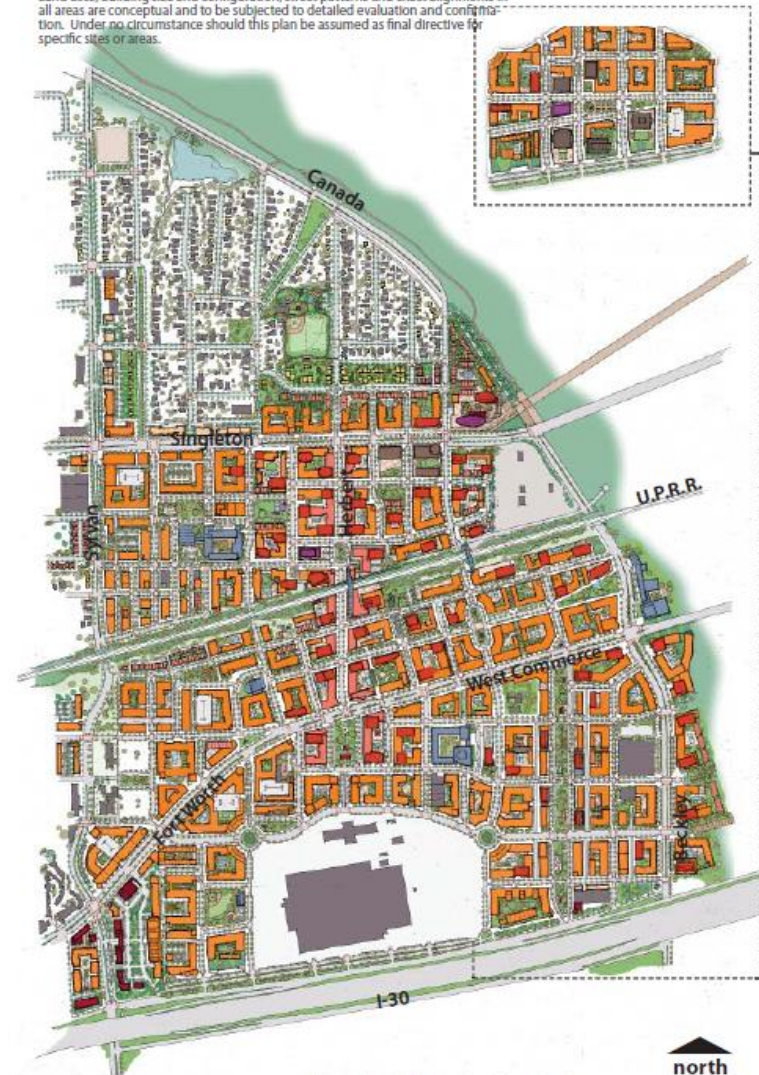
### Phase III

Over its 17+ year evolution, the area will have established itself as a unique community within Dallas with abundant assets and a high-quality of life. The La Bajada neighborhood will continue to thrive and benefit from the core of activity and services available south of Singleton Boulevard. The developed edge of the Trinity River will be completely defined. The area, in general, will serve as a successful model of redevelopment that is founded in community-led ideals.

Development will be driven by market forces without intervention by city. The primary role of the plan during this phase of redevelopment is to ensure continued adherence to design standards and development of public amenities in tandem with private development projects. This will ensure that the needs of the community continue to be met. Specific efforts will need to be continued to ensure that an affordable housing base is still accessible.

Target Population:  
 24,000 individuals/16,000 households  
 Target Renovated/ New Building Space:  
 500,000 sq. ft./ 29,800,000 sq. ft.  
 Target Improved/ New Green Space:  
 15 acres/85 acres

NOTE: This plan represents themes to be refined in further planning and design. Land uses, building size and configuration, street patterns and exact alignments in all areas are conceptual and to be subjected to detailed evaluation and confirmation. Under no circumstance should this plan be assumed as final directive for specific sites or areas.



Hypothetical Illustrative Phase III plan











# west dallas .01

## urban structure and guidelines













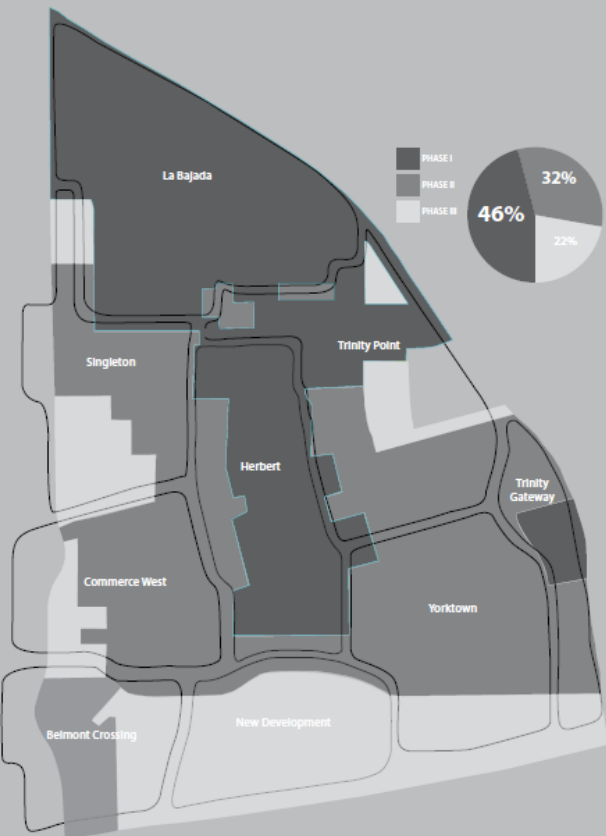
# WEST DALLAS .01

## IMPLEMENTATION AND FINANCIAL ANALYSIS

The adopted Urban Structure and Guidelines for West Dallas .01 represents a shared vision developed from a year-long collaborative community dialogues. Derived from the urban structure and implementation action items, this financial analysis captures a snapshot of the community's vision that will certainly evolve over the the decision to come but that will embody the fundamental objectives underlying the plan.

- The financial growth plan has been developed to advance the Urban Structure principles:
- (1) Preserve, enhance, and enhance La Bajada neighborhood in its entirety
  - (2) Re-configure Singleton Boulevard and Commerce Street as an handsome "parkway" streets entering the inner city
  - (3) Create a new neighborhood spine street of retail and services with high-density mixed-use clustered along it
  - (4) Step-down in density from the new neighborhood spine east, west and toward La Bajada
  - (5) Development of three to four active mixed-use nodes at major intersections
  - (6) Allow for incremental rehabilitation and still redevelopment of properties east, west, and south of new neighborhood spine as demand emerges
  - (7) Create a high-density, residentially focused neighborhood along the levee with connections into the Trinity Park.

### PROJECT PHASING GOALS



Category	Icon	Encapsulates	Phase I	Phase II	Phase III	TOTAL	Quantity	Investment	Potential Investment Source
INVESTMENT PROPORTIONALITY	Streets (see improved)	Local Streets Local Mixed-Use Streets Arterials UPPER, lower than Commuter Line Station	36%	1%	0%	18%	45.91 linear lane miles	\$70,318,000	Public
	Parks and Open Space	Neighborhood Park Linear Park/Linkage Pocket park Piazza Square	51%	2%	1%	19%	70.02 acres	\$49,882,000	Public
	Community Facility	Recreation Centers Community Center Daycare Center	69%	4%	0%	26%	64,100 sq. ft.	\$14,625,000	Public
	Civic	Libraries Schools	0%	58%	35%	58%	312,000 sq. ft.	\$93,600,000	Public
PUBLIC GOODS	Public Safety	Police Stations Rehabilitation and Expansion of Existing Fire Station	0%	100%	0%	58%	27,500 sq. ft.	\$5,500,000	Public
	Housing For All	Single Family Townhomes Multi-Family Accessory Dwelling Unit	7%	62%	1%	35%	3,145 units	\$290,915,000	Public, Philantropy
	Market Housing	Townhomes Multi-Family Condo	0%	77%	0%	30%	14,725 units	\$1,944,890,000	Public, Philantropy
	Commercial	Retail/Restaurant Office Hotel Service/Light Industrial	0%	37%	50%	22%	6,477,500 sq. ft.	\$1,571,275,000	Public, Philantropy
TOTAL DEVELOPMENT									





NOT 4  
SALE  
SUPPORT  
NSO

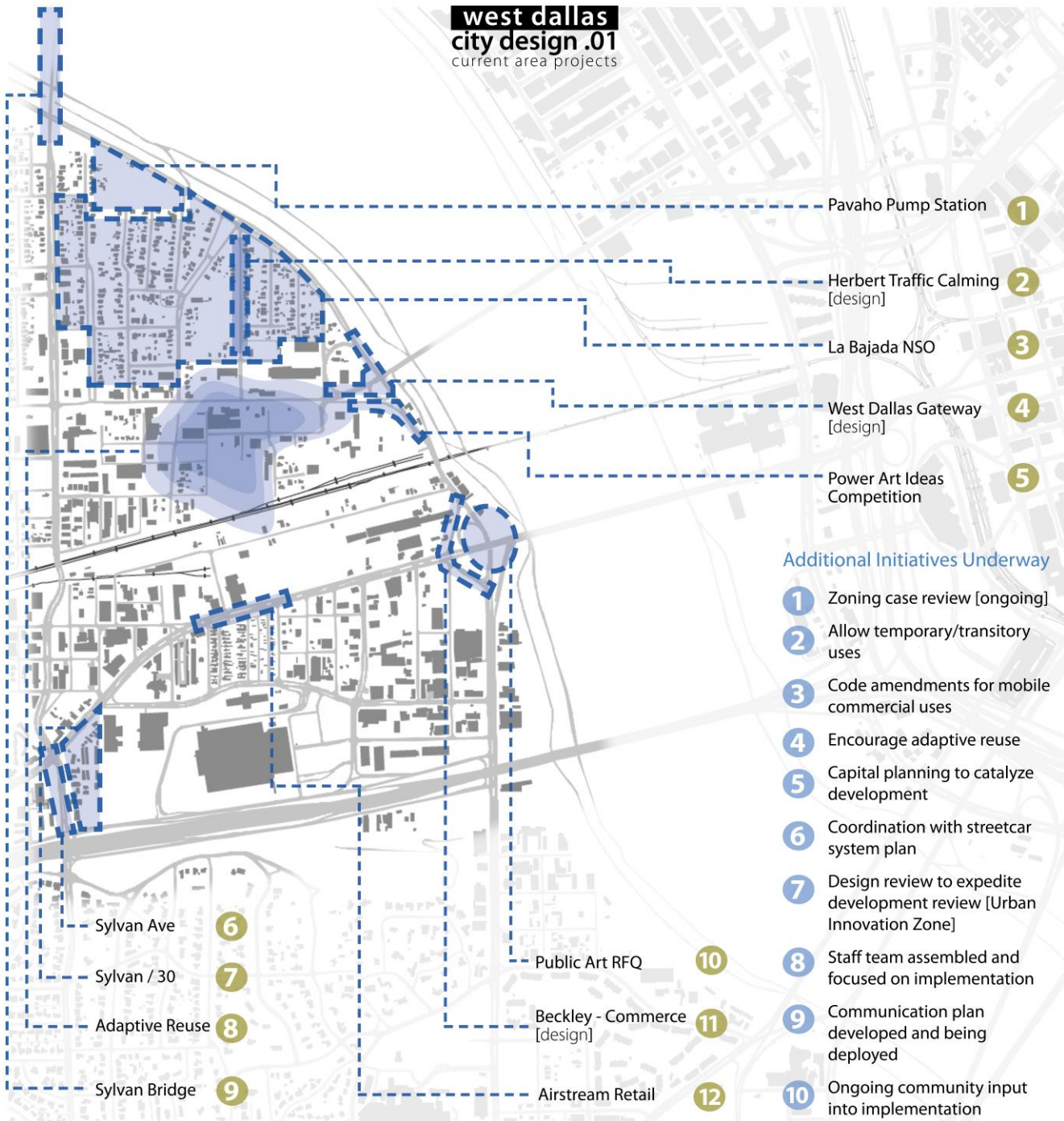








**west dallas**  
**city design .01**  
current area projects



- 1 Pavaho Pump Station
- 2 Herbert Traffic Calming [design]
- 3 La Bajada NSO
- 4 West Dallas Gateway [design]
- 5 Power Art Ideas Competition

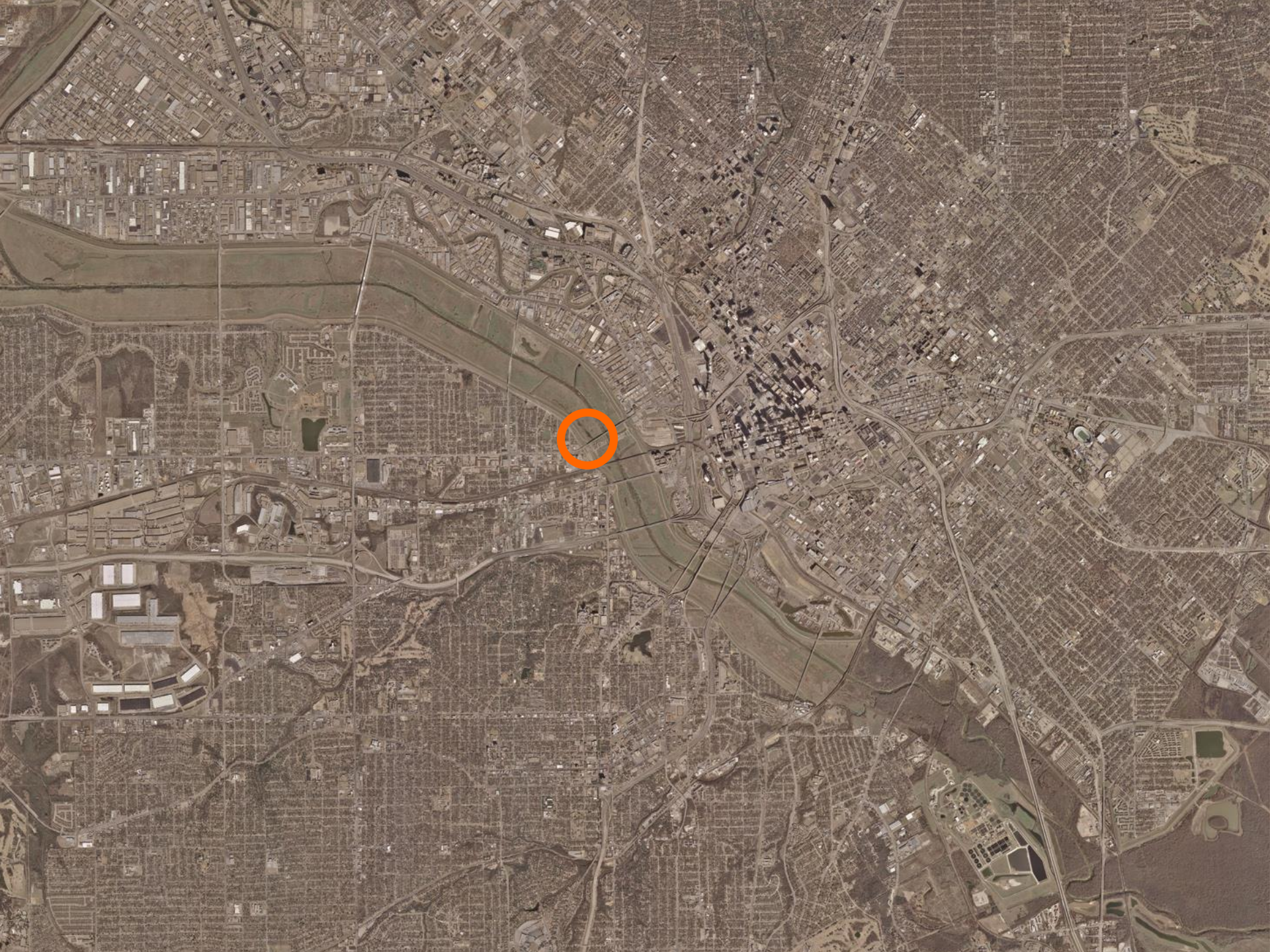
**Additional Initiatives Underway**

- 1 Zoning case review [ongoing]
- 2 Allow temporary/transitory uses
- 3 Code amendments for mobile commercial uses
- 4 Encourage adaptive reuse
- 5 Capital planning to catalyze development
- 6 Coordination with streetcar system plan
- 7 Design review to expedite development review [Urban Innovation Zone]
- 8 Staff team assembled and focused on implementation
- 9 Communication plan developed and being deployed
- 10 Ongoing community input into implementation

- 6 Sylvan Ave
- 7 Sylvan / 30
- 8 Adaptive Reuse
- 9 Sylvan Bridge

- 10 Public Art RFQ
- 11 Beckley - Commerce [design]
- 12 Airstream Retail



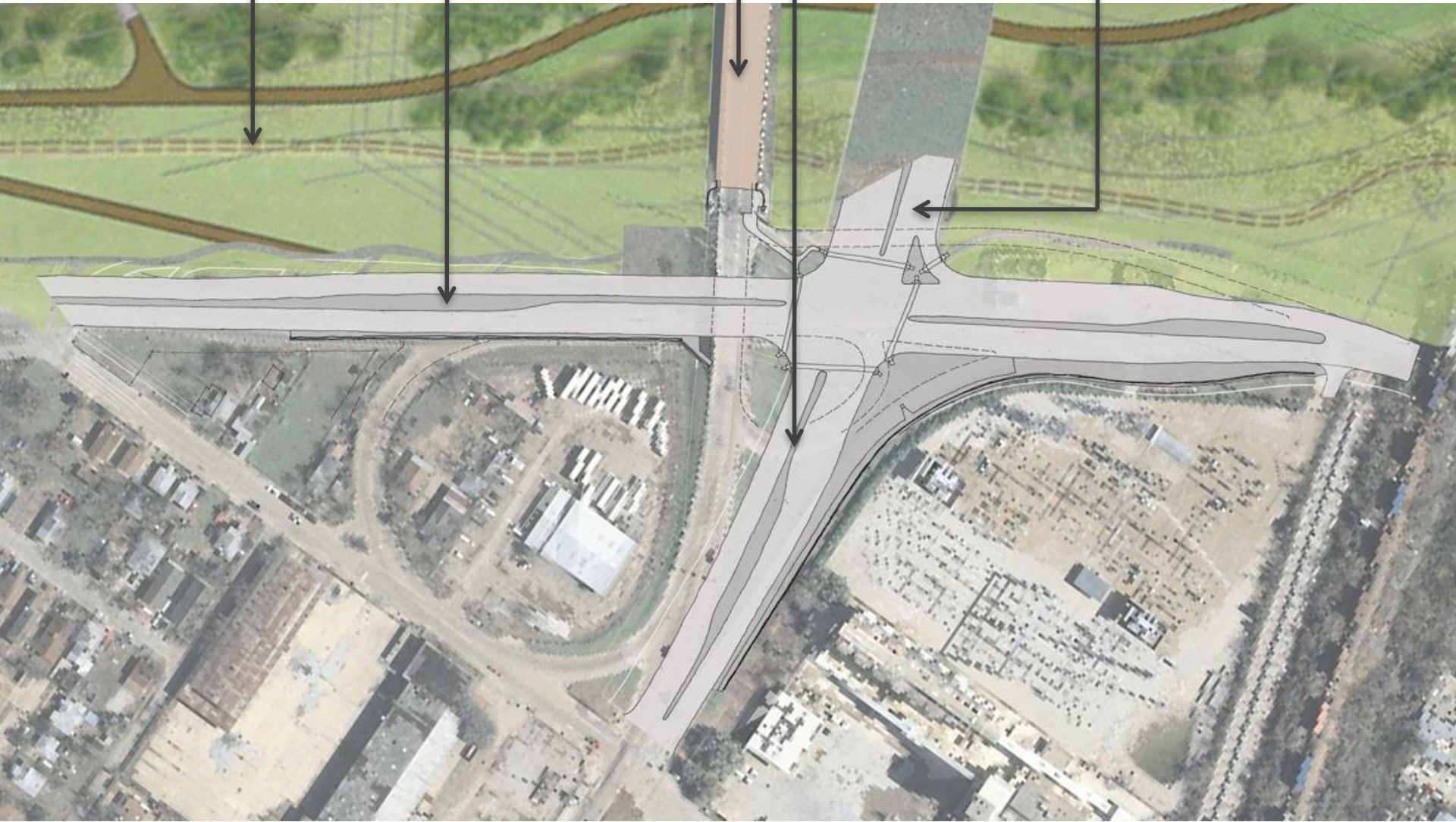








levee top    canada drive    continental  
pedestrian bridge    singleton avenue    margaret hunt hill bridge







PROPOSED ROW

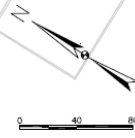
EXISTING ROW

N. Beckley

Goulden St.

Singleton Blvd.

PUEBLO ST



























Yellow notice pinned to the wall.

Yellow notice pinned to the wall.

Yellow notice pinned to the wall.

TEXAS STATE SENATOR





INDUSTRIAL GARDEN

publi(SIZE)

1072	1136
1083	1146
1108	1148
1115	1151
1183	1157
1134	1163
	1172

Architectural drawings and site plans.

ENGAGEMENT

MOTION

Public in collaboration

Architectural drawings and site plans.





# URBAN POWER GAUGE

Energy infrastructure and urban life can be symbiotically intertwined.

## STEP ONE

An online, interactive application is created that shows different substation power loads in real time using a highly visual interface. The application shows the energy's path of travel from the various sources: to the substation, and finally to the user's home. By seeing the substation in its network context, it's presence and importance to the community will be more easily understood.



## STEP TWO

An "Urban Power Gauge" is created adjacent to the substation. The central feature of this is an LED-lit wall that reacts in real time to the electrical load of the community served by the substation. As the sun sets, the park becomes an ever-changing spectacle of light - an urban aurora borealis.



# POWER ART + DALLAS, TX

# A BRIDGING PLACE

CELEBRATING THE HISTORY & FUTURE OF CROSSING THE TRINITY RIVER

1  
2  
3  
4

## PROPOSAL

The installation is a **celebration** and **monument** honoring the city's past and future. Each band evokes the crossing of the Trinity River, the act that has played such an important role in the history of Dallas with the topmost band echoing the newest bridge with its signature arch. The emphasis of the bridge is underscored by the act of bridging two disparate parts of the city, weaving together communities currently separated culturally and economically but now less physically. Much like the bands of the installation are woven together so too are the people of Dallas so that each constituent retains its own character but is dependent on the others for support and to create a unified identity - the monument symbolically translates these ideas into a physical form and serves as a communal meeting point, a place to reflect or to look out and a **welcoming gesture** to West Dallas.

## PROCESS



## PLAN



1. WEST LEVEE SUBSTATION; 2. BECKLEY AVENUE; 3. BRIDGE LANDING; 4. SINGLETON AVENUE; 5. PROJECT



STREET-LEVEL VIEW FROM SINGLETON AVENUE

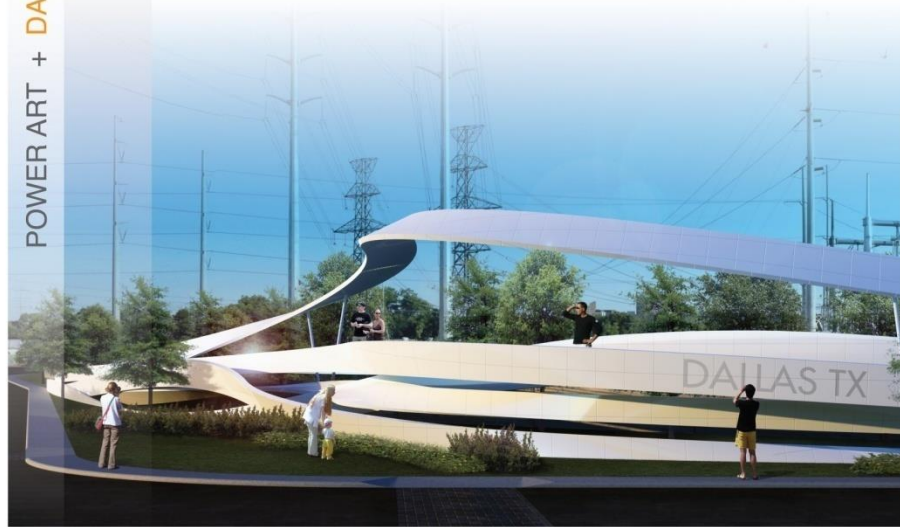
## PROJECT



BIRDSEYE VIEW AT CORNER



NIGHT VIEW FROM INTERSECTION







VIEW FROM MARGARET HILL HUNT BRIDGE



SITE PLAN



VIEW OF MARGARET HILL HUNT BRIDGE FROM PLAZA





**“it is this forsaken neighborhood—  
more than Calatrava’s gleaming arch  
—that could realistically become the  
symbol of twenty-first-century  
Dallas.”** MICHAEL ENNIS