



# *City Center* DEVELOPMENT PLAN







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CEDAR HILL GOVERNMENT CENTER





# EXECUTIVE SUMMARY



# EXECUTIVE SUMMARY

*It is late afternoon when you step off the train at the **Cedar Hill City Center Station**. With your backpack filled with work files, and laptop, you hop on your bike and pedal down the **bike trail** toward **Midtown Plaza**. Looking to your left you see a row of townhomes overlooking the pristine **City Center Park**, lush with native prairie plantings and **public art** designed by notable artists. To your right is the **community garden**, filled with fresh produce, and herbs (you wave to Ms. Cannady who is tirelessly working in the garden). Up ahead you see the City Center **trolley** glide by, moving people from the **chic shops** of Uptown Village to the **charming cafés** in Historic Downtown. As Midtown Plaza comes into view, you see a steady cascade of people walking from a restaurant along **urban tree lined streets** to catch the latest production at the **performing arts center**. Almost there. Arrival. You made it to Midtown Park. You lock your bike in the rack, which is almost filled with bikes from “**bike share**” commuters, just in time to meet friends and enjoy a Jazz concert on the **community lawn** in Midtown Plaza.*

*Where are you? You're in the Cedar Hill City Center.*

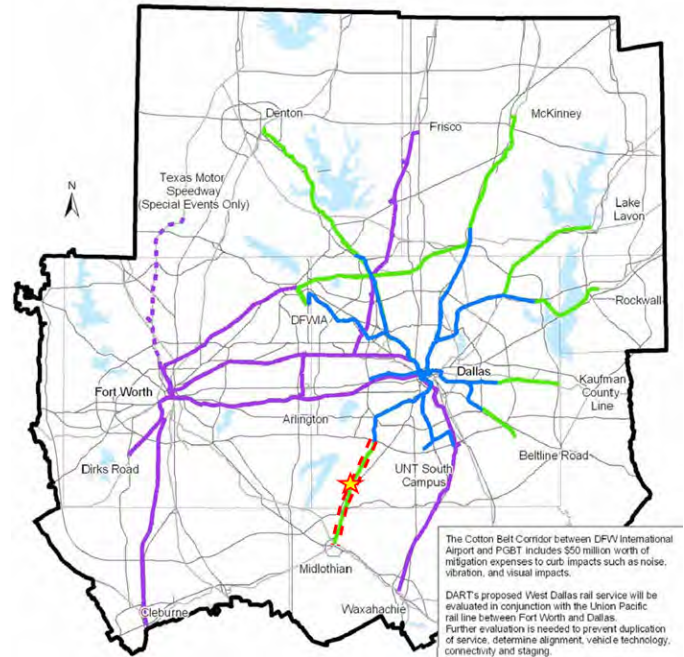




## Introduction

With potential commuter rail service along the BNSF rail line, from the DART Red Line terminus to Midlothian, Cedar Hill is taking a proactive approach to prepare itself to become a more sustainable, vibrant, highly sought after place to live, work and play. First, defined in the 2010 City Center Vision Plan, this phase of the planning process refines this vision of a City Center to a more compact, walkable, transit ready design that will provide unique live/work/play opportunities for Cedar Hill and its trade area.

Included in this phase of the City Center Plan, is a refinement of the circulator/roadway framework; adjustments to the form of urban development that is to take place; a 10-year market assessment; and an illustrative plan which graphically depicts how the City Center concepts might play out. The final chapter suggests a mobility concept plan and implementation strategy which defines the next steps that need to be taken towards the realization of the planned mobility objectives.



Map 01: DFW Regional Rail Corridors

## Plan Refinement Process

The transformation of Cedar Hill's City Center from a collection of suburban shopping centers into an active, multi-use downtown that is more inviting, walkable and people-friendly has involved several agencies, stakeholders and citizen groups. Initially funded through a grant from the US Department of Energy aimed at energy efficiency and conservation, this phase of planning the City Center was largely financed through the DFW Regional Transportation Authority's Sustainability Development Grant. The goal of this phase was to refine the concepts laid out in the City Center Vision Plan.

The City of Cedar Hill engaged a technical planning team consisting of Freese and Nichols, Catalyst Group, Connetics Transportation Group and Open Channels Group, to complete a year long process to bring greater resolution to the vision of a walkable, mixed-use Transit Oriented Development (TOD) for its City Center.



## Vision - City Center

To ensure that the technical planning team, the citizens and investors all gravitate in the same direction, the City Center Advisory Committee developed a set of vision statements that define the vibe and flavor for the City Center. All design and construction activities need to further enhance the vision for the City Center and its sub-districts. The Cedar Hill City Center is envisioned as:

*A premier transit-oriented destination, building upon unique local character, promoting community interaction, and expanding local opportunities for a sustainable future.*

With this vision, the City Center will become vibrant, enduring, and economically vital to Cedar Hill and become “the place where people want to be.”

With the potential for a commuter rail station in the heart of the central City, Cedar Hill seeks to become much more transit, pedestrian and bicycle friendly, relying less on the automobile. Development within the City Center will be much more compact and intense than in any other part of the City. The public realm or streets will comfortably accommodate pedestrians, bicycles, automobiles and a circulator as well as other forms of transportation. On-street parking will provide a degree of separation between the street and wide sidewalks. The sidewalks, shaded by canopy trees, will accommodate pedestrians, shoppers, and sidewalk cafes. Buildings will be built close to the street and will range from 2 to 6 stories, framing the street and giving it a sense of place and human scale. This streetscape will induce greater walkability thus reducing auto dependency.

## Sub-districts

Amplifying the unique local character of the area, the City Center is comprised of three unique and distinct districts culminating in a City Center that caters to different tastes and markets.

- Uptown Village, with its internationally renowned retailers and neoclassical twist on the historic village design, makes this area the perfect contemporary bookend to Cedar Hill’s Historic Downtown;
- Midtown, with its newer mix of high density apartments, ground floor retail and exciting central park and plaza, makes it the new place to be; and

- The Historic Downtown, with its authentic historic fabric and distinctive charm, lends itself well to unique shops, personalized services, cafés, and cultural attractions.

Each of these distinctive areas offer specific environments for a wide range of people and activities making the Cedar Hill City Center inviting, environmentally friendly and economically powerful for decades to come.



Map 02: Study Area with Three Sub-districts



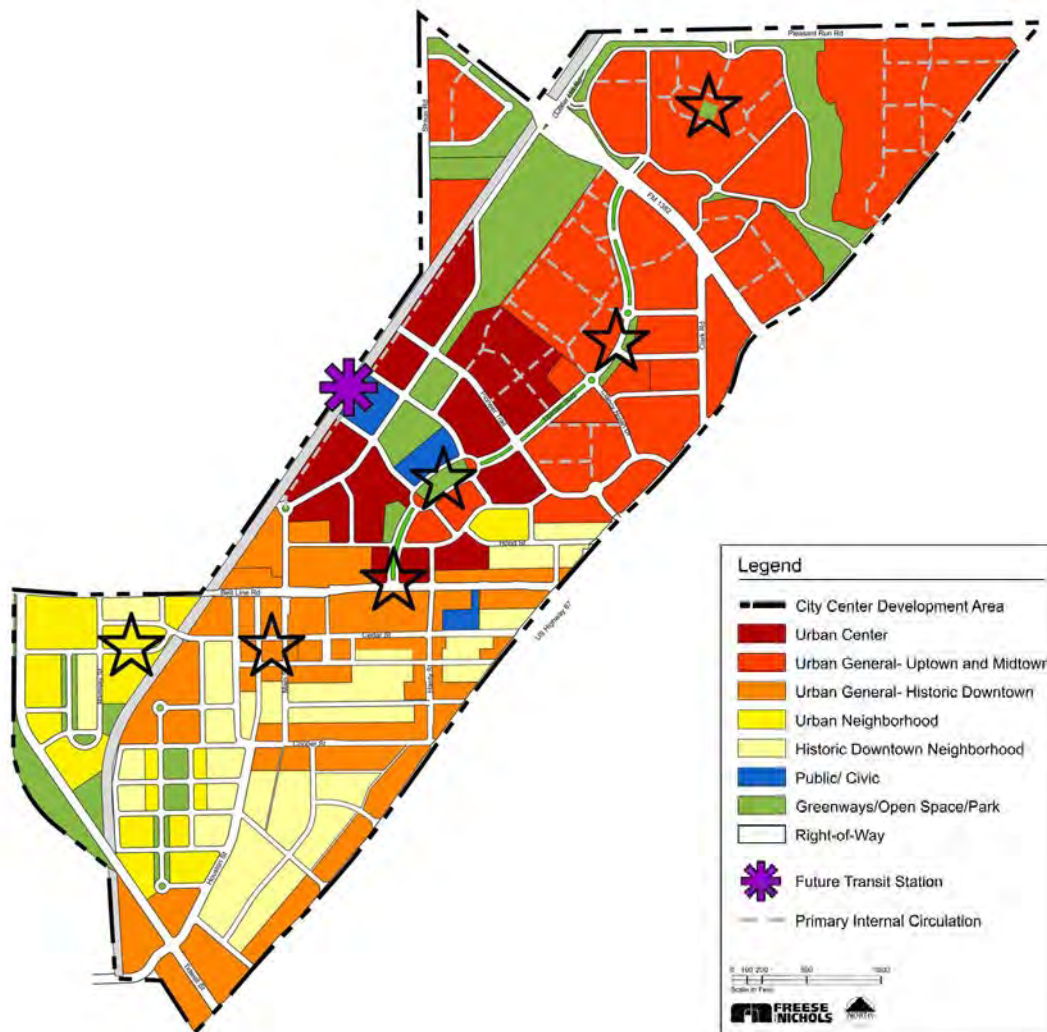
## Land Use/Urban Form Refinement

To better address market demands and maximize the potential of the City Center, several modifications were made to the City Center Vision Plan. Most notable were:

- Relocating the future City Center Train Station to a point south of Pioneer Parkway to take advantage of the large vacant tracts of land that are available in the vicinity;
- Rearranging the urban forms so the most intense areas are near the future City Center Train Station;
- Developing a series of major plazas and focal points within each of the sub-districts to help identify key areas and provide a greater sense of place;

- Refinement of the roadway framework to be more grid-like, provide greater connectivity between land uses, and to achieve greater walkability; and
- Development of a Public Space Network Plan consisting of three separate levels, with the largest being public plazas, parks and open space and court yards, which define the center of neighborhoods.

These refinements mean the City Center Plan is now in a better position to capture a greater portion of the potential market and increase its attractiveness to land developers that have a proven track record of creating the type of urban development envisioned in the City Center Plan.



Map 03: City Center Urban Form Concept Plan



## Market Assessment

An assessment was conducted in 2013 to identify market conditions and programming opportunities for the City Center. This assessment identified potential demand for the next 10-year programming period to 2023. It identified the market potential for Historic Downtown, Midtown and Uptown sub-districts and includes a demographic and economic profile that focuses specifically on economic drivers that fuel demand for specific land uses. It also identified the recommended mix of land use and intensities that are necessary to support a TOD district within City Center.

Major market assessment conclusions include:

- Millennials (born between 1980s to 2000s) are Cedar Hill's future;
- Existing development within the City Center is fairly low density which makes land assembly easier;
- Incomes within the trade area are high and the number of Millennials and empty nesters is increasing;
- Income ratios within the trade area are mixed/mostly higher/diverse/strong;
- Housing tenure within the trade area is fairly new, with 80% arriving after 1980;
- Demand for upper income empty nesters/professionals near City Center/rent values justify new construction;
- Employment demand is strong within the trade area;
- With 215 acres of vacant land in City Center there is ample land for new greenfield development.

Larger societal trends show the upcoming Millennial generation prefers to live and work in authentic urban communities that promote a unique identity and offer a range of daytime and nighttime uses centered on creative and dynamic experiences. Cedar Hill's existing visioning statements for the City Center area, together with the area's projected growth and related market potential combine to allow for a regionally unique mixed-use destination.

### **10-Year Market Potential**

- 250,000 sf retail/restaurant
- 108,000 sf office space
- 120 key limited service hotel
- 800 apartments
- 200 senior living units
- 150 single family homes
- Civic, cultural, recreation and entertainment uses

## Illustrative Plan

To make the Land Use and Urban Form Concept Plan easier to understand, an Illustrative Plan was developed. This plan is not intended to dictate building locations, rather, provides a visual interpretation of how the City Center could develop given the concepts outlined in this plan. Major elements of the Illustrative Plan include:

### **Uptown Village Square**

- National retailers, focused on tourism and regional attractions

### **Strayer University Mixed Use**

- Office/Restaurant/Hotel

### **Midtown Plaza**

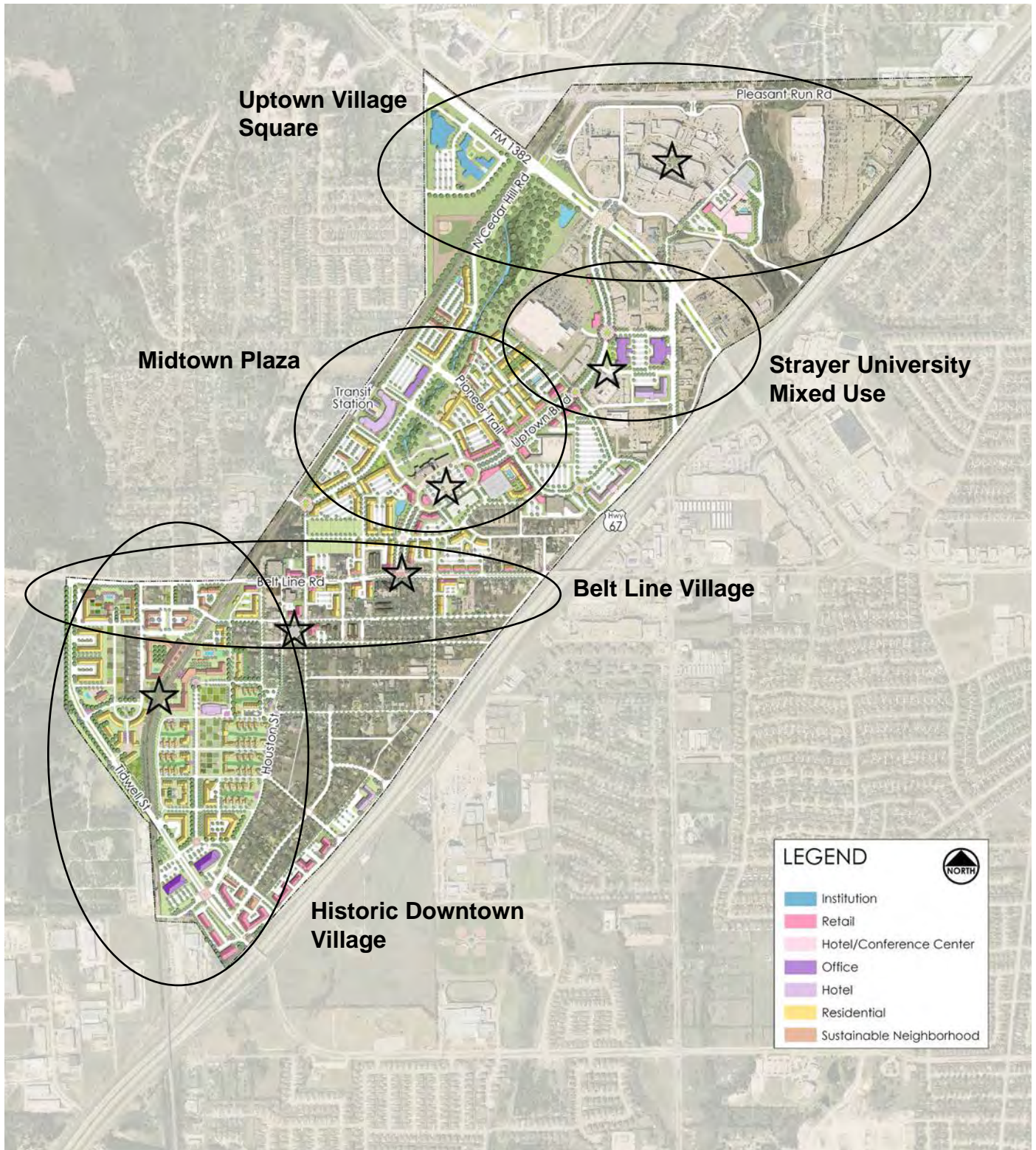
- Transit Plaza serving as community information and gathering place
- Centerpiece/Major focal point for the City Center
- Restaurants/Entertainment/Tourism Venues
- City Center Park

### **Belt Line Village**

- "Main Street" quaint shops, cafes and restaurants

### **Historic Downtown Village**

- Sustainable Village featuring energy alternative, community gardens, common spaces
- Complete mix of housing types to accommodate a full spectrum of age groups
- Shops, restaurants, office, retailers



Map 04: City Center Development Plan - Illustrative



## Mobility Concept Plan

The mobility concept plan is a critical element to the City Center plan and includes the street network, block plan, transportation types, circulator, trails and bikeways as well as parking management strategies. These elements comprise the majority of the public realm which the City has the greatest influence and control.

- **Street network plan** - Subdivides the City Center into smaller, block groups using a grid pattern which makes it more pedestrian friendly and creates an easy to understand block pattern.
- **Pedestrian priority streets** are also mapped and identified as streets that need to be built to provide a heightened level of pedestrian amenities, comfort, access and safety.
- **The street cross-sections** begin to introduce the street typologies and include elements such as number of travel lanes, on-street parking, bike lanes, pedestrian zones and parkways.
- **The multimodal transportation center** in Midtown is a key feature of the City Center. As the location of the future rail station, its connectivity to the City Center Park, Government Center and the Midtown Plaza makes this the “Centerpiece” of the entire City Center.
- **The circulator plan**, linking the rail station with other parts of Midtown, Uptown and Historic Downtown is planned in two phases with the first phase linking all three sub-districts together. The second phase, coming online upon the completion of the commuter rail service, expands service within the Historic Downtown and results in most all of the City Center being within a 5-minute walk of a circulator stop.
- **The parking management** element suggests the adoption of policies that utilize on-street parking, shared parking facilities and pricing that encourages the utilization of alternative modes of transportation. To encourage compact urban development, this plan requires parking lots to be internally located and use of parking structures.

## Implementation Plan

The realization of the City Center’s vision will require a steadfast commitment from City leaders. The implementation plan seeks to identify current market-based opportunities that can be implemented in the short-term to stimulate further private investment. These catalytic opportunities aim to transform the City Center by implementing quality development in conjunction with capital investment.

The implementation strategies to achieve the concepts contained within this City Center Plan are divided into four priorities. They include regulatory actions, economic and financing strategies, communication and marketing and catalyst projects.

**Regulatory actions** are those amendments to City plans and ordinances that are necessary to bring about the vision of the City Center and sub-districts.

**Economic and financing strategies** identify ways to fund capital improvements and incentivize private sector investment. They include the development of mechanisms for financing improvements such as Tax Increment Financing (TIF) or Public Improvement District (PID). Additionally, developer incentive packages impact fee discounts within the City Center, and locating outside funding opportunities, such as grants, are high priorities.

**Communicating, dialogging and marketing** to stakeholders and investors is imperative to maintaining and gaining additional support. Additionally, getting the word to the marketplace of just what the Cedar Hill City Center is, and the type of development it supports, is essential.

**Catalyst projects** are those construction projects that set the tone for the City Center and serve to inspire further investments in the area. These recommended projects include both private and public developments that are seen as triggers to stimulate further investment leading to the expeditious realization of the City Center Vision Plan. Below is a list of the projects broken down by district:

### Uptown Village

The most significant Uptown Village project is the triangle-shaped area, located between the US 67 entrance and Uptown Village development. A catalyst use for this site would be a hotel with conference center which would provide an additional visitor draw.



### **Midtown**

Of the many Midtown projects, the three that will do the most to frame the development of the area or require significant public investment are: the City Center Plaza; City Center Signature Community Park and trails; and the creation of a gateway access road (extension of Pioneer Parkway to the highway). These projects will also have the greatest impact on the implementation of City Center.

### **Historic Downtown**

Most significant of projects in the Historic Downtown area are, the enhancement of various roadways within Historic Downtown, the construction of Road "A", development/redevelopment of underutilized properties and the removal of impediments to private investments, such as upgrading the infrastructure and simplifying the development requirements.

To simplify all the actions needed to implement the City Center Plan, a matrix of actions has been provided which identifies priority, responsible parties and the general timeline for the action. The matrix is meant to provide specific direction, although not all recommendations and possible courses of action are included.

## **Conclusion**

The City Center Plan represents the culmination of work prepared by the Freese and Nichols planning team, and the City Council appointed City Center Advisory Committee. The visioning process and final document further reinforces the City's commitment to being a more sustainable community and facilitates a necessary shift in development patterns in the City Center area.

As envisioned, the Cedar Hill City Center will become more walkable and pedestrian oriented with a compact development pattern that will change local and regional travel patterns, reduce the need to drive, and produce energy savings. New development within the City Center, as well as areas of redevelopment into an urban form, will reduce greenhouse gas emission and vehicle miles traveled. The success of compact urban development in the marketplace is well-documented and potential energy savings is significant.

Successful implementation of the Cedar Hill City Center plan will enhance Cedar Hill's position in the Metroplex, and direct it towards a much more sustainable future.







2008

CHAPTER

1.0

1.1 About the Plan  
1.2 Project Environs

# INTRODUCTION



# 1.1

## About the Plan

### Vision Plan Versus Development Plan

The City of Cedar Hill adopted the City Center Vision Plan (hereinafter called the **Vision Plan**) in March of 2010, which provides recommendations for the development of the City Center area in three zones; Historic Downtown, Midtown and Uptown. The Vision Plan provided recommendations and strategies for the transformation of Cedar Hill's City Center into a vital, attractive transit-oriented destination. The City Center Vision Plan Land Use can be viewed on Map 05.

The purpose of this City Center Development Plan (hereinafter called the **Development Plan**) is to refine the vision and concepts in the Vision Plan and ensure planning and design ideas for the entire City Center, in particular the three zones, are grounded in market realities and outline the regulatory and development strategies that will need to be developed. In addition, the Development Plan focuses on gaining support and creating consensus from the community and stakeholders. The plan focuses on the connections and synergy between the three zones along with the possible impacts and benefits from future regional passenger rail to the City Center area. The City Center Development Plan Land Use can be viewed on Map 06.

A 10-year market assessment serves as the foundation for the Development Plan, with an eye towards the long-term horizon and ultimate build out. Key planning elements for City Center are to realize the vision for the Historic Downtown, continue the success of Uptown and to capitalize on new opportunities for Midtown development centered on a future multi-modal transportation hub.

### Transit-Oriented Development Vision

The Development Plan strives to define a unique place, one that is identified and desired by Cedar Hill's citizens. This place-making technique makes the most of community assets to promote the health, happiness and well-being of its citizens.

The Development Plan offers growth patterns for the community to become more sustainable through the reduction of fossil fuel emissions, reduction of total energy use, improvements to energy efficiency, transportation options, building choices and retail choices, and job creation and retention.

The Development Plan encourages planned growth and promotes development. It revolves around the three zones, each with distinct opportunities. The Plan builds upon the area's existing context, culture, history, downtown and Main Street, infill areas, fast-growing commercial zones and a future transit station site.

### Why is TOD Important?

According to the Center for Transit-Oriented Development, transit-oriented development, or TOD, is a mix of housing, retail and/or commercial development and amenities – typically referred to as mixed-use development – integrated into walkable neighborhoods within a half-mile of quality public transportation. Principals and benefits to a successful TOD include:

- Enhanced access to the transit network by households of all incomes
- Reduced automobile trips and greenhouse gas emissions
- Reduced transportation costs
- Improved public health due to increased walking and cycling
- Improved access to local and regional amenities
- Improved workforce access to job opportunities
- Increased transit ridership
- Creation of a sense of community and place
- Transit becomes the organizing principle for development

By undergoing a TOD planning effort ahead of the extension of rail service, Cedar Hill is sending a strong message to the Dallas Area Regional Transit Authority (DART) that the City is taking aggressive steps to be ready for rail and even more importantly, that it will maximize the advantages the transit investment offers. By tying land use, energy efficiency, natural resource conservation and expanded mobility to anticipated transit service, Cedar Hill is in the mainstream of current thought and practice.

### Funding of Plan

In May 2009, the City was presented with a unique funding opportunity that allowed the City to tackle development challenges. The Department of Energy's Energy Efficiency and Conservation Block Grant (EECBG) program was rolled out as part of the American Recovery and Reinvestment Act of 2009 (ARRA), with the goal of assisting U.S. cities, counties, states, territories, and Indian tribes to develop, promote, implement, and manage energy efficiency and conservation projects and programs designed to:



- Reduce fossil fuel emissions
- Reduce the total energy use
- Improve energy efficiency in the transportation, building, and other appropriate sectors
- Create and retain jobs

To take the Comprehensive Plan framework for TOD to the next level of detail, Cedar Hill applied for and secured an Energy Efficiency Conservation Block Grant (EECBG) from the U.S. Department of Energy.

The City allocated nearly 60 percent of its \$176,000 EECBG funds towards the preparation of the City Center Concept Plan. As a means of securing a rail station, encouraging a walkable TOD, reducing vehicle miles traveled, lowering greenhouse gases, and lessening energy demand, the City retained a consultant team to work with staff, elected officials, and a TOD Advisory Committee to prepare a Vision statement, a set of Goals and Objectives for the City Center transformation, a Concept Diagram that visually expressed the desired direction for development, and a visioning plan that includes a series of preliminary concept plans for land use and urban form, mobility, street and block, and public spaces. This resulted in the Vision Plan.

To help advance the Vision Plan, the City applied to NCTCOG (North Central Texas Council of Governments) for a Sustainable Development Funding Program grant in October 2009. The NCTCOG application was submitted with strong community support. In addition to the approval of the TOD Advisory Committee, the Cedar Hill City Council issued a resolution of support for the Vision, Goals and Objectives, and Concept Diagram submitted with the application. Letters of endorsement were submitted by the Cedar Hill Main Street Development and Preservation Board, the Cedar Hill Community Development Corporation, the MG Herring Group, Sandler Southwest Corporation, Northwood University, and the Dogwood Canyon Audubon Center at Cedar Hill. The City was successful in obtaining a grant to allocate \$156,250 towards the creation of this Development Plan. The Development Plan further engaged the community and stakeholders, worked with a consultant team and advisory committee to refine the Vision Plan, identified market potentials to create development strategies and implementable programs to enact the City Center Vision Plan.

## Connecting the Zones

The key idea for Cedar Hill's City Center is to connect three vital zones including Historic Downtown, Midtown and Uptown and to encourage new development in an efficient and sustainable way. Planning principles

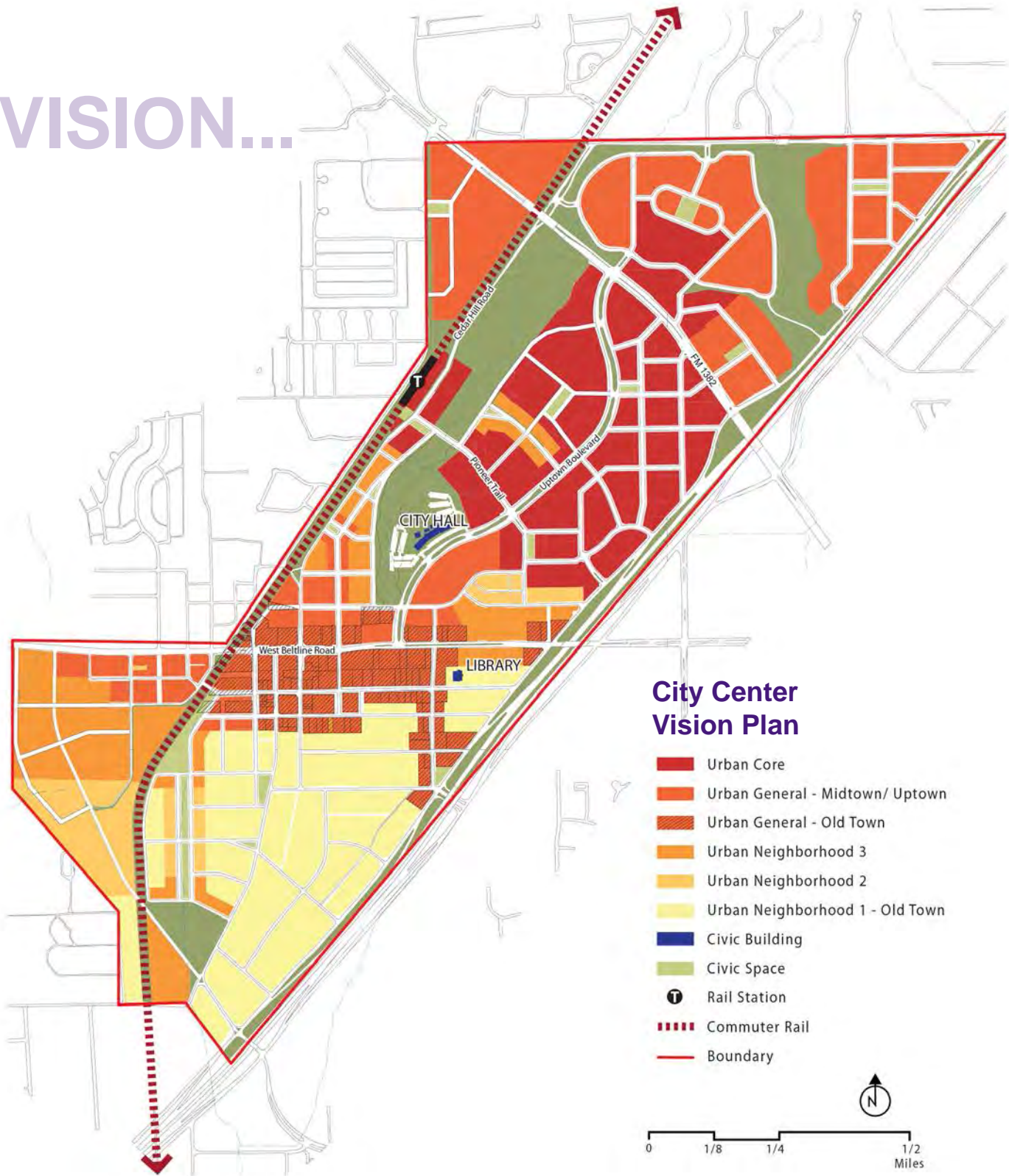
work to accomplish this by employing walkable streets, increased land use, intensities and utilization of a "circulator" system to move people in and around the three zones of the City Center, while providing the context necessary for a future transit station.

The Development Plan presents strategies for the transformation of Cedar Hill's City Center into a successful mixed-use transit-oriented destination. Building on the City's strong traditions of community-based planning and public engagement, recommendations in the City Center Development Plan are designed to leverage City Center's unique locational advantages, strong position in the regional market and planned investment in new regional rail service. The Development Plan helps to realize the goals for the City Center's transformation. Focusing on opportunities to promote transit-oriented development (TOD), this plan offers a review of past studies, and a summary of recent planning efforts calling for higher intensity and mixed-use development. The Development Plan presents a concept plan for attracting high-quality, mixed-use development, improving access and mobility. In addition, it outlines a network of walkable streets, safe and attractive civic spaces, greenways and trails.

The Vision Plan established the concepts for development and redevelopment through illustrations of potential development options. The Development Plan's additional market analysis has evaluated the potential of various sites, explored potential advantages and constraints associated with various development patterns, and ultimately recommended solutions for land uses and patterns of development to guide policy for the community's TOD and multimodal desires. Based on the market analysis identified trends, the Development Plan refined existing components and created new key planning elements. Examples of this include new recommended street typologies, integration of existing bicycle and pedestrian systems, recommended circulator types and routes, refined public space network, refined land use descriptions and overall refinement of the land use locations.

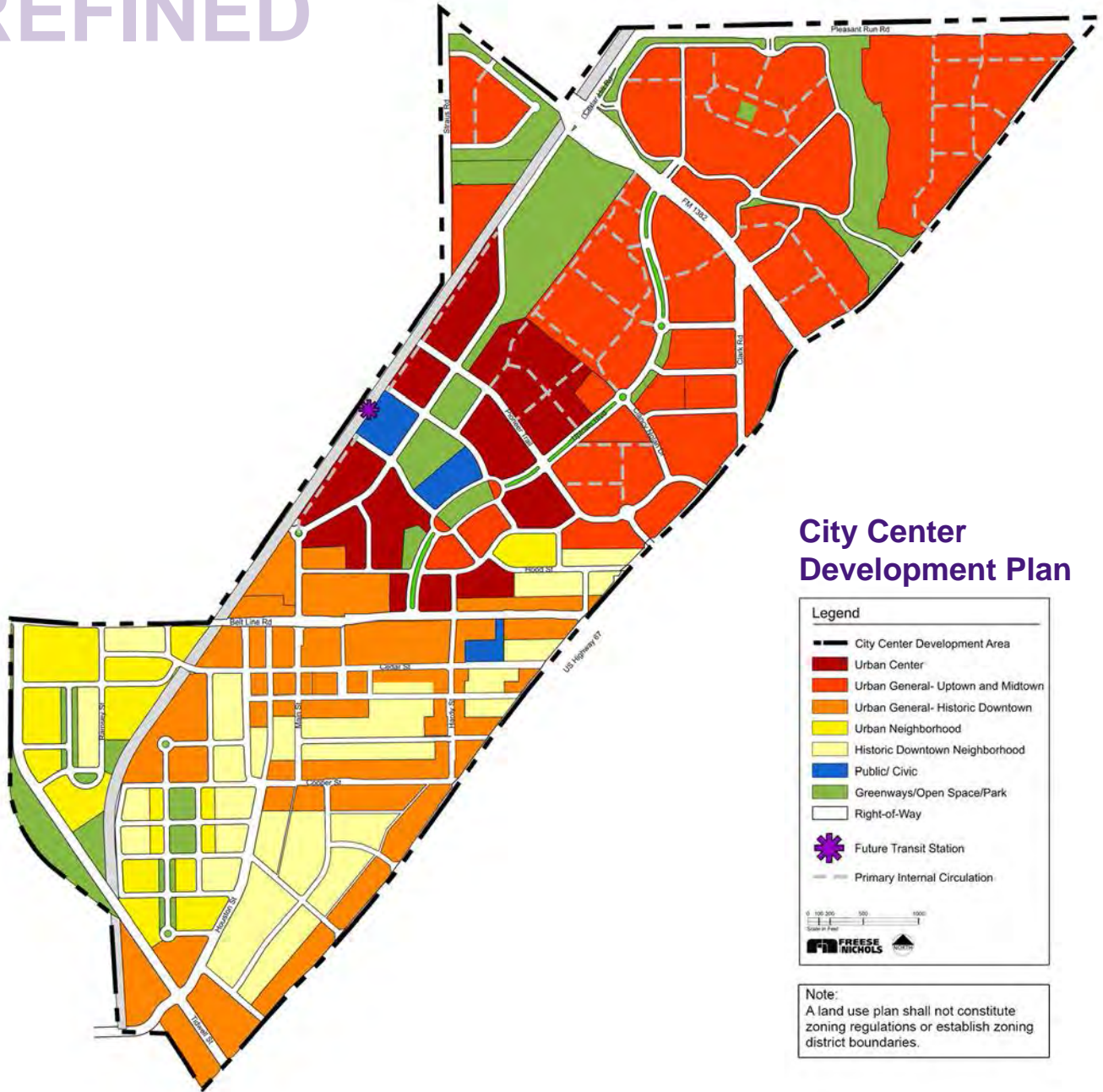
This plan serves as a guide for the City, developers, citizens and all parties interested in establishing an active, vital and attractive place to live, work and play. The plan provides a review for previous planning documents, an assessment of existing attributes, a market assessment, future land use programming, a development plan, a mobility plan and implementation guidance. The plan will serve as a guide to update City codes, ordinance, assist with infrastructure planning, and help to support implementation of the Vision Plan.

# VISION...



Map 05: 2010 City Center Vision Plan Land Use

# REFINED



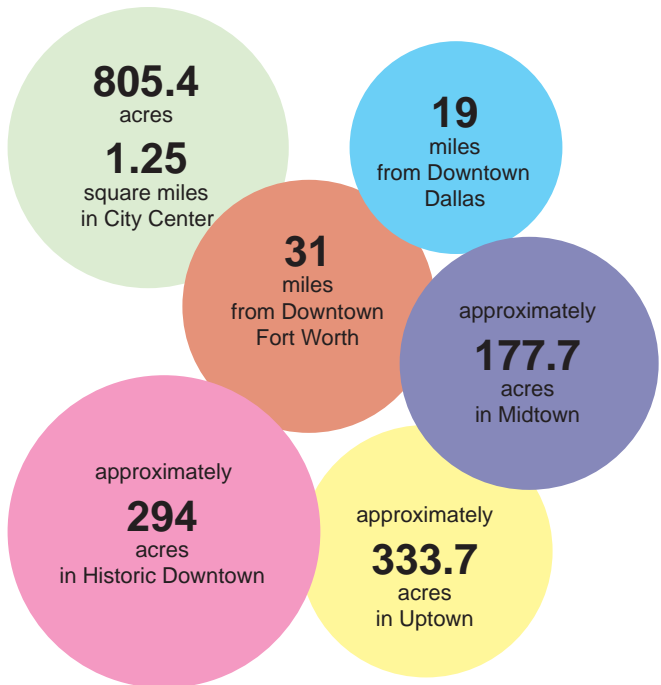
Map 06: 2014 City Center Development Plan Land Use



# 1.2

## Project Environs

The specific study area (Map 07) of the Development Plan is in the area referred to as the City Center. The site consists of approximately 800 acres with the Cedar Hill Government Center located in the center of the study area. The boundary is roughly defined by Pleasant Run Road to the north, the parcels south of Tidwell Street to the south, US Highway 67 to the east, and the BNSF railway to the west. The western boundary extends beyond the BNSF tracks along Straus Road to the proposed road connecting Belt Line Road and Tidwell Street. The City Center consists of three zones referred to as Historic Downtown, Midtown and Uptown. Generally, FM 1382 divides Uptown from Midtown and Belt Line Road divides Midtown from Historic Downtown.



Map 07: Study Area

## Cedar Hill’s Strategic Location and Regional Growth Plan

Cedar Hill is positioned to build upon the regional market’s strength while providing unique area options to local residents and visitors. Located in southwest Dallas County (and a small portion of Ellis County) approximately thirty minutes south of downtown Dallas, Cedar Hill functions as both a suburb and a city in its own right, and has planned accordingly. Determined to not be simply a bedroom community, Cedar Hill is establishing a new direction for future growth – one that will sustain the City over the long term and set it apart from its neighbors.

The groundwork for the City’s transit-oriented desires was laid with the revision of the Comprehensive Plan in 2008. In that document, the City positions itself to take advantage of market, housing and retail trends by strongly promoting mixed-use development, walkable centers and a variety of housing options for residents.

The City is eager to transition into a sustainable, multimodal community. According to the Comprehensive Plan:

**...“livability” means creating environments which are “people-centric” rather than “auto-centric”. It means creating places where people want to be, that contribute to interaction and discourse with others, and that are personally fulfilling. This has implications for how we design neighborhoods, retail areas and civic spaces, and how we design the routes we take between them.**

To help achieve objectives for the creation of a more livable, sustainable community, Cedar Hill’s long range plans focus on the benefits of mixed-use, pedestrian-friendly, transit-oriented development. As called for in the City’s Future Land Use Plan, the Development Plan provides:

- A pedestrian-friendly, mixed-use environment
- Multimodal transportation choices
- Expanded opportunities for local employment
- A variety of housing options to strengthen the City’s tax base and allow a more sustainable future

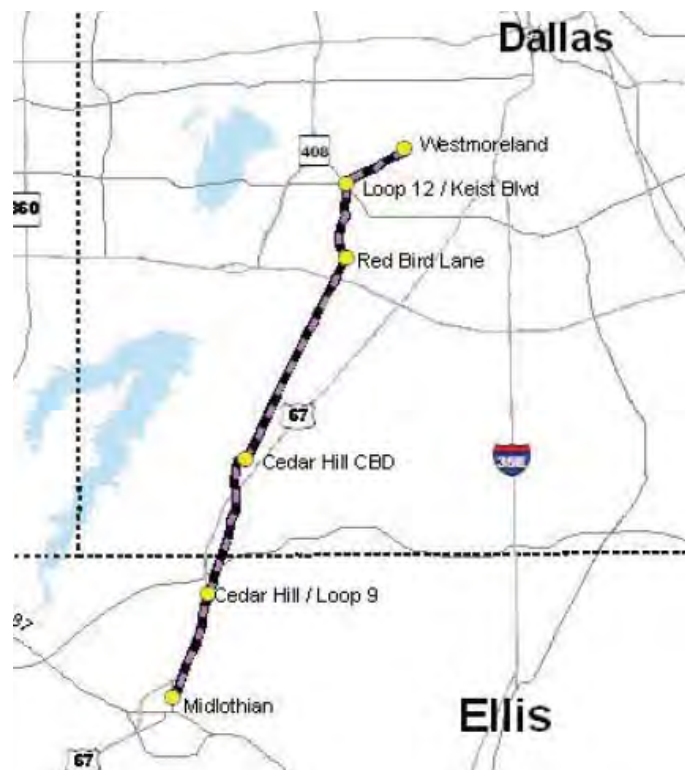
With its strong commitment to the principles of sustainability and transit-oriented development, Cedar Hill is positioned to capture the best elements of regional growth and development and incorporate them locally in accordance with the City’s long range vision.

## Expanding the Regional Transit Plan

This study is important to address Cedar Hill’s development potential in the context of regional growth that is forecasted for the North Texas region. Cedar Hill should take advantage of the commuter passenger rail extension, as shown on Map 08, to maximize benefit in the City Center area. The Development Plan establishes a unique opportunity to create density prior to station construction, while considering urban design situations for today’s planned environment.

Unlike many other cities that must actively lobby regional transit agencies for investment in a regional rail system, Cedar Hill is fortunate to be included in the regional rail plan. Cedar Hill is identified in the North Central Texas Council of Governments’ Mobility 2035: The Metropolitan Transportation Plan for North Central Texas as the location for two new passenger rail stations along the future West Oak Cliff/Midlothian Red Line extension, with one station in the City Center area and one station near Loop 9.

The ideal location of future rail stations will take advantage of development potential, connectivity, and fit into the existing context, all supported by multiple activities and easily accessible by multimodes of transportation. This is provided in the plans for City Center and its recommended transportation hub located in Midtown.



Map 08: Future Red Line Extension. Source: NCTCOG Mobility 2030 Plan



The general role of the regional rail system is to serve commuters, with trips concentrated during morning and afternoon peak travel times and limited service offered other times of the day. This type of service envisions park-and-ride parking areas that, in transit nomenclature, are producers of trips – from Cedar Hill to other Metroplex destinations. However, the current plan is to offer up to nine trains during the morning and afternoon peak hour periods, with hourly service in between, which is considered very good service levels. The Loop 9 station will serve as a true park-and-ride location, where commuters from the Best Southwest area (the southwest area of Dallas County and the northwest area of Ellis county) and south will be able to catch the train into downtown Dallas. For Cedar Hill, the true opportunity of the City Center station location is not just to produce trips—but it is to attract workers, shoppers, and visitors from the Metroplex to Cedar Hill. The connection of new rail service along with a transit-supportive and mixed-use planning framework can help Cedar Hill reach its goal of creating the City Center as a premier destination.

The differentiating philosophy of the Loop 9 station and the City Center station is parking would ideally be located at the Loop 9 station providing access for commuters, while the City Center station would be supported primarily through those that live or work close by and can walk or bike to the station.

## Positioning Cedar Hill for New Opportunities

By planning for a future passenger rail station location and multi-modal transportation facilities, and refining its land use, subdivision, and infrastructure design framework to support TOD, Cedar Hill is also defining how future development will be accommodated in City Center. The resulting City Center Development Plan has two broad purposes outside of its passenger rail capacity: to function as the new regional center for Cedar Hill and also act as the dynamic heart of a more urban Cedar Hill than the one that exists today.



A Transit-Oriented Development in Portland, OR. Image source: [www.valleymetro.org](http://www.valleymetro.org)





A Transit-Oriented Development in Portland with a covered parking bike oasis. Image source: momentummag.com



A Transit-Oriented Development in Colombia. Image source: Center For Clean Air Policy





OLD NAVY



FRIDAY'S

CITA







CHAPTER

2.0

- 2.1 Vision Creation Process
- 2.2 City Center Vision Statement, Goals and Objectives
- 2.3 Individual Zone Visions
- 2.4 Steps in City Building
- 2.5 Urban Form Concept Diagram for City Center

# VISION, GOALS & CONCEPT DIAGRAM



## 2.1

### Vision Creation Process

Vision statements embody the overall goal for development within the City Center. These statements define the intent and flavor being sought within the area. During both the Vision Plan and Development Plan processes, the community was brought together with city staff and elected officials to build consensus for the City Center vision. This effort also included the creation of specific visions for Historic Downtown, Midtown and Uptown. The visions led to a set of goals and objectives as policy statements for desired patterns of development.

Citizen and stakeholder input and participation was included during the vision creation process. A City Center Advisory Committee (CCAC) was formed to oversee the planning process and provide insight. The CCAC helped to identify critical issues, provided guidance for plan development and served as a checkpoint for recommendations. Many additional avenues for communication were used to reach other citizens including a project website, multiple surveys, newsletters, social media, and a mobile workshop.



## 2.2

### City Center Vision Statement, Goals and Objectives

The Vision Plan established a clear City Center vision along with goals and objectives. These remain relevant and provide the foundation for the Development Plan.

#### City Center Vision

“We envision the City Center as a premier transit-oriented destination, building upon unique local character, promoting safe community interaction, and expanding local opportunities for a sustainable future.”

Goals and objectives help to achieve the overall City Center vision. Each goal is directly tied to the key words highlighted in the vision. Additionally, the following goals and objectives reinforce local priorities by ensuring that all new development is in accordance with the City of Cedar Hill Comprehensive Plan.

**Develop the City Center as a series of three complementary districts connected by a supportive mobility network.**

- Design the City Center to be a memorable place
- Establish three coordinated, distinctive and unique districts – Historic Downtown, Midtown and Uptown
- Add a network of local streets for internal connectivity
- Use trails and open space to form pedestrian/ bicycle/green connections
- Design the internal network streets for multiple modes of travel, including pedestrians, bicycles, and vehicles



**Reinforce the City's premier status by concentrating employment, retail, entertainment, and a diversity of residential uses in City Center.**

- Develop a concentration of economic development producers that are most compatible with the Vision in the City Center, making it a true destination
- Pursue the type of employment that attracts transit riders – City Center becomes a “to place”
- Employ the highest standards of architecture and urban design
- Place high priority on making the City Center safe and secure

**Take advantage of transit by offering high-capacity accessibility development within a ten-minute walk of the City Center station, along with connections throughout the City Center via a connected, local circulator system.**

- Optimize the station to generate higher density and intensity development proximate to the station to produce transit ridership
- Integrate access between the regional-serving station and the City Center in order to promote economic development
- Increase multimodal opportunities and transit in the City, including an in-town circulator

**Ensure the future development is of the highest quality and reflects Cedar Hill's distinctive natural and historic built character.**

- Protect the historic built environment of Historic Downtown
- Enact streetscape enhancements that promote traditional form and walkability
- Reflect high-quality Cedar Hill design standards for development and transit stations
- Maximize the use of natural spaces, open space, and public spaces

**Provide multiple opportunities for interaction in a series of safe gathering spaces that add vibrancy and a sense of security to the City Center.**

- Foster mixed-use living by providing opportunity for residents to live, work and play
- Offer a vibrant experience for residents, commuters and visitors

- Provide a variety of public gathering spaces throughout the City Center, linked by sidewalks and trails
- Promote the safety of residents and commuters in the Historic Downtown, Midtown and Uptown through design and connectivity
- Develop streets that are interesting, comfortable and serve not only as transportation corridors but also places for people to gather, eat and experience the attractions of the area

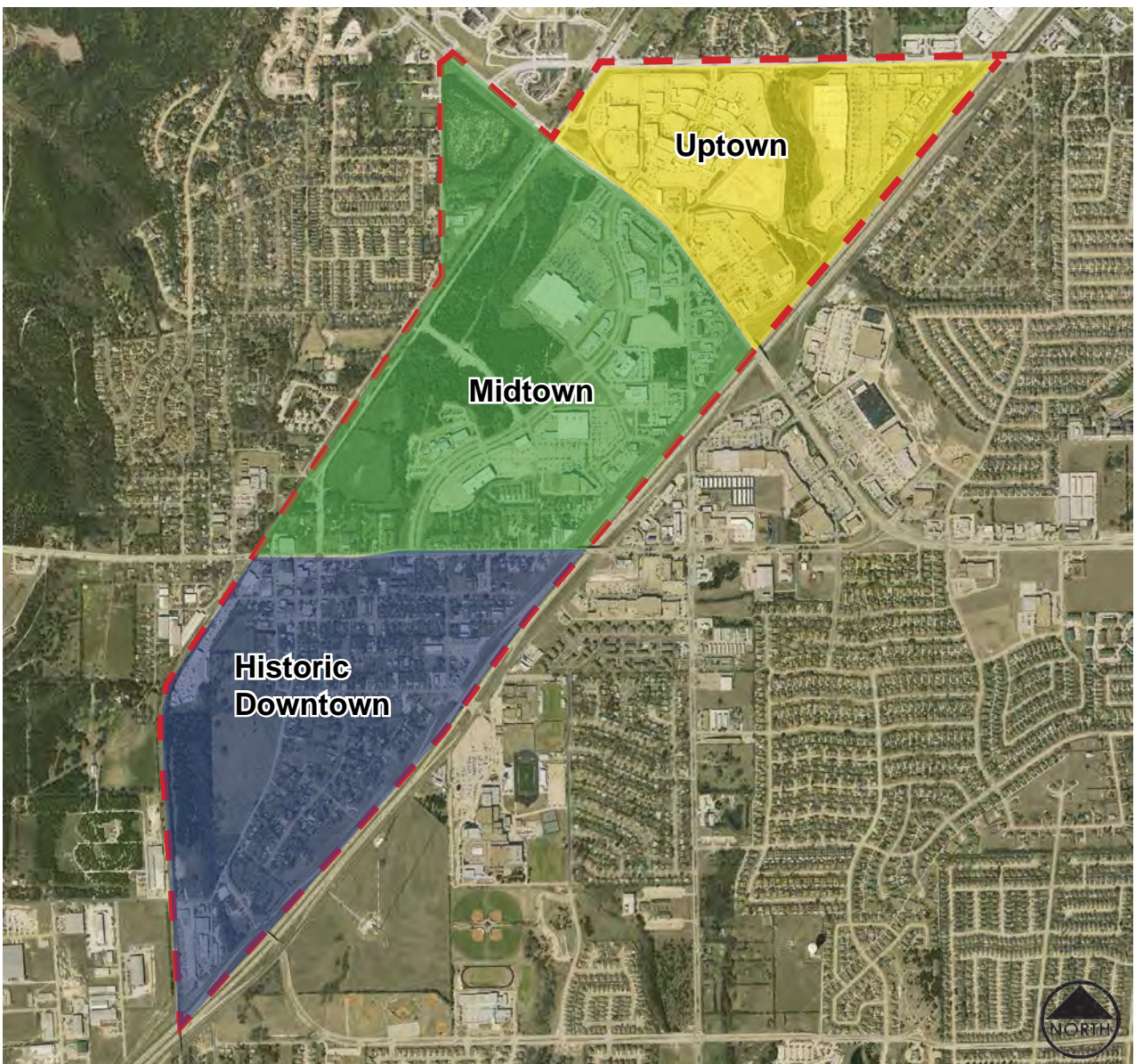
**Develop sustainably to preserve the long-term environmental, community, and economic viability of the City.**

- Incorporate compact, mixed-use development – both horizontal and vertical – to minimize energy consumption
- Maximize open space and maintenance of tree cover to mitigate the heat island effect
- Prioritize pedestrian/bicycle connectivity between destinations and throughout the City Center via a network of pedestrian-friendly sidewalks and trails
- Decrease congestion, vehicle miles traveled, and energy consumption throughout the City
- Improve regional mobility and connectivity

## 2.3

### Individual Zone Visions

Due to the unique characteristics and distinguishable development opportunities for each of the three City Center zones, a separate vision statement pertains to each zone. The vision statements are accompanied by a set of key words/phrases for each zone. The following information was identified by the CCAC and through the previous planning efforts for the Historic Downtown Vision Plan. The key words, respective images and characteristics were blended to generate the following vision statements for each zone.



Map 09: Study Area with Three Sub-districts



## Historic Downtown Vision

“We envision a Historic Downtown Cedar Hill that preserves its distinctive charm and fosters complementary growth; where unique shops, services, dining, cultural attractions, and living opportunities attract visitors and residents to live and work in our community in a safe, friendly, and walkable environment with connections to other parts of the city.”

## Historic

“We envision a Historic Downtown Cedar Hill ...”

Historic Downtown has the greatest concentration of locally historically significant places in Cedar Hill. These places set the historic downtown apart from Uptown and Midtown. This unique characteristic is clearly embraced by the citizens of Cedar Hill and gives this district a marked advantage which should be preserved and enhanced. Respect of the districts historic nature should be considered the cornerstone for future development within the Historic Downtown.



## ***Distinctive Charm***

“...that preserves its distinctive charm ...”

The distinctive charm of the Historic Downtown establishes its identity, separate from the remainder of Cedar Hill and the City Center area. This district includes an eclectic mix of single story commercial buildings, a variety of land uses and modest single family houses which harken back to Cedar Hill’s agrarian roots. Shallow building setback and relative narrow streets gives this area a comfortable and homey feel. As the area matured, many of the pre 1940’s era homes were converted into restaurants, shops and other uses. This re-purposing of existing structures is one of the most visible characteristics that gives this area its eclectic charm and uniqueness.



## ***Complementary Growth***

“...and fosters complementary growth...”

New construction within the Historic Downtown area is enviable. There are several large vacant tracts of land, vacant lots and buildings that have slipped beyond a reasonable repairable state that can be built on and utilized. Ensuring that this new development complements the existing character is important to the success of the area. Land uses within the Historic Downtown should be of a smaller scale verity, such as boutique shops and independently owned restaurants. New construction within the Historic Downtown area should be respectful of the historic nature of the district and be of a compatible scale.





## **Unique Shops, Services, Dining, Cultural Attractions, and Living Opportunities**

“...where unique shops, services, dining, cultural attractions, and living opportunities attract visitors and residents ...”

A vibrant mix of uses creates a destination for visitors and unique options for residents. Historic Downtown can maintain its small-town appeal and focus on its niche within the City Center by encouraging local businesses, such as Houston-street Outfitters, Éclair’s Bistro, and Rubio’s fruit stand while increasing a nighttime population. A variety of housing types within the area increases activity and helps to support the retail component. Living opportunities can include multi-generational and mixed-density urbanism. Cultural attractions, such as a performing arts venue, small museum or art galleries, generate a purpose for trips to the area.



## **Live and Work**

“...visitors and residents to live and work...”

Providing the opportunity to live and work in the same area creates housing variety and stimulates activity on the streets. Within a relatively small land area, the Historic Downtown already has a mix of residential and commercial land uses. Often times this mix is found in close proximity to one another creating an eclectic mix of uses that is interesting and unpredictable. Sustainable, eco-friendly mixed-use residential along with community gardens, community kitchen, and communal interaction creates a unique atmosphere and additional alternative to traditional mixed-use.



## ***Safe, Friendly, and Walkable Environment with Connections***

Pedestrian-friendly environments encourage people to walk between destinations, creating more activity on the street and increasing safety. Developments should be oriented to the pedestrian, with wide sidewalks and adequate lighting, shade trees, and seating. Most of the commercial buildings located near the center of the Historic Downtown area and along West Belt Line Road have sidewalks while the residential areas have none. However, due to low traffic volumes within the residential areas, Historic Downtown should connect to Midtown through pedestrian walkways and with the circulator transit system.



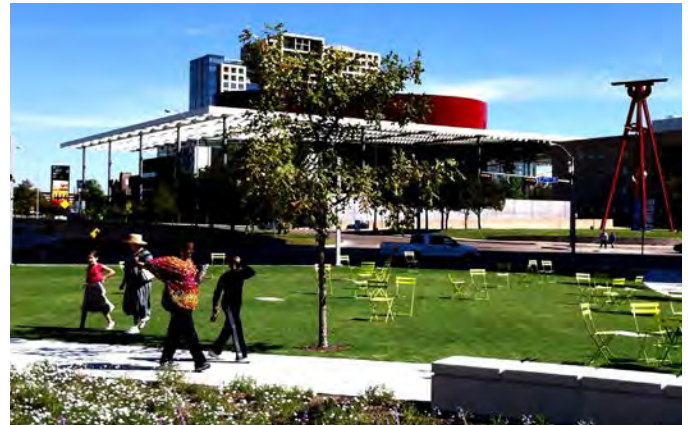


## Midtown Vision

“We envision Midtown as a vibrant destination, effectively linking the Historic Downtown and Uptown areas. Midtown provides an interesting contrast of higher density development coupled with the preservation of natural beauty within Cedar Hill. The diverse mix of uses emphasizes gathering places for active lifestyles and community interaction. This area provides a focal point for the City Center area and the City of Cedar Hill.”

## Vibrant Destination

Midtown should be an exciting, energetic place with active street life that attracts visitors to Cedar Hill and the City Center area. This area should be lively both during the daytime and in the evenings, with points of interest for families, young professionals, retirees, and other community members. Busy sidewalks, a varying range of business hours, and outdoor seating will ensure “eyes on the street”, promoting a sense of safety within the area.





## Linking

One key component of Midtown is serving as the connection bridging the Historic Downtown and Uptown areas. Connections for accessibility will include the proposed rail line connecting Cedar Hill to Dallas and the surrounding areas. This area will also incorporate designs for pedestrian and vehicular connectivity, utilizing sidewalks, trails, Complete Streets design, and a circulator system.

Additionally, Midtown provides an aesthetic transition between the character of Historic Downtown and the more contemporary Uptown area. Midtown's built environment should complement the existing development, and incorporate natural materials such as stone, brick, and wood when possible.



## Density

Midtown should take advantage of the future passenger rail site along the western boundary of the area to build quality, higher density development. This density will provide the critical mass of population necessary to support a vibrant neighborhood and its retail business. In addition to promoting economic sustainability, more dense development is also more environmentally sustainable by reducing urban sprawl. Higher density residential development would create a unique area of Cedar Hill, providing housing options for young professionals and "empty nesters" in search of lower-maintenance housing in a walkable neighborhood.





## Natural Beauty

An important existing feature of the Midtown area is the large wooded area of cedar trees and other vegetation along Pioneer Trail. This natural resource, along with floodplain and stormwater detention areas, provides an ideal opportunity for the preservation of greenspace, allowing for a more attractive, unique, and sustainable environment. This juxtaposition between dense development and natural preservation creates an interesting, distinctive, and desirable atmosphere within Cedar Hill.



## Mix of Uses

As the location of the City's Municipal Complex, Midtown has already established itself as the civic center within Cedar Hill. Other existing uses within Midtown include traditional strip-style and big-box retail, offices, commercial businesses, and low- to medium- density residential. As this area continues to develop, a blend of traditional and more current urban planning designs would be appropriate to complement the existing development.





## ***Gathering Places for Active Lifestyles and Community Interaction***

Serving as the civic and cultural center of Cedar Hill, Midtown should incorporate plazas and public spaces to encourage community interaction that foster active lifestyles and interaction among citizens. Gathering places appropriate for Midtown may include a variety of “third places” (such as coffee shops, cafes, food trucks, and bookstores), outdoor event venue spaces, and active recreation spaces designed for specific activities. Congregated seating areas in casual environments also help to encourage interaction and conversation.



## ***Focal Point***

Midtown will serve as the focal point by representing Cedar Hill's image to its citizens and visitors. This area would be appropriate for hosting events, festivals, or large gatherings within Cedar Hill. It is especially important that the central areas of Midtown (the Municipal Complex and the rail station site) be designed in a way that is an active, engaging space that creates a community-oriented atmosphere for the City. Midtown should be visually interesting and promote a strong sense of place in order to ensure an area where people want to be – to live, work, dine, relax, and shop.



*Image Source: [www.marketstreet-thewoodlands.com](http://www.marketstreet-thewoodlands.com)*



## Uptown Vision

“We envision Uptown as a premiere shopping destination, featuring high-quality national and international retailers and attracting visitors from throughout the region. This mix of higher-intensity uses and safe pedestrian connections creates a contemporary retail village atmosphere.”

## Premier Shopping Destination

Uptown is currently a retail shopping center area that attracts customers to shop and dine in Cedar Hill. This existing development should be complemented by future development, ensuring high-quality shopping opportunities, national chains, and high-end couture fashion. Uptown should be expanded to help accommodate the demand of the trade area identified by the market study, and continue to develop as a regional shopping destination.



## Higher-Intensity

As Uptown continues to develop and redevelop, the level of intensity should increase. The density should increase by building vertically and replacing surface parking with structured parking to allow for additional square footage of retail space. Other uses that may be appropriate in the Uptown area include a hotel with a conference center, high density residential apartments, and/or additional retail anchor stores.



## Safe Pedestrian Connections

Safe pedestrian connectivity within Uptown is important to ensure its continued success as a retail center for the region. A pedestrian connection to the Midtown area should be established, possibly at the FM 1382 underpass of Cedar Hill Road. Wide, well-lit sidewalks with amenities such as benches, trash receptacles, plantings, and signage encourage pedestrian activity. A technique referred to as Crime Prevention Through Environmental Design (CPTED) should be utilized in the future as a proactive design of the pedestrian realm to promote a sense of safety.





## ***Contemporary Retail Village***

Future infill development and redevelopment within Uptown should aim to create a “retail village” atmosphere, with buildings oriented inward to outdoor public spaces. Building design should be of a pedestrian-scale, and contemporary to complement the existing development, using consistent building materials such as metal, glass, and stucco. This village atmosphere should also be supported by ensuring walkable design, landscaping, seating and plaza amenities, and public art/water features.



## 2.4

### Steps in City Building

A five stage process was used to establish a preliminary concept for the City Center's development consistent with the City Center overall vision statement along with goals and objectives. The following is a review of each stage used during the planning process:

- **Define the City Center's basic district and mobility structure.** The success of the City Center is strongly influenced by the relationship between the preferred type and character of development and the pattern of streets and public spaces. To test the potential for development consistent with the City's vision, a series of diagrams were prepared to explore the potential for mixed use, transit-oriented development organized around an interconnected network of walkable streets.
- **Use pedestrian sheds as an organizing tool.** For the regional rail station, a pedestrian shed of 1/2-mile, or the equivalent of a 10-minute walk, was established, and a 1/4-mile pedestrian shed, or the equivalent of a 5-minute walk, was used to define sub-districts centered on a public square or green. For the larger pedestrian sheds centered on rail station sites, higher development intensities are preferred for their potential to generate and attract transit riders, thus expanding mobility options and reducing vehicle miles traveled for residents and employees.
- **Introduce a refined street grid, circulator system and path network.** Ideas for improving mobility within the City Center are important including a circulator system and the creation of a finer-grained network of streets and paths offering multiple route options among City Center destinations. Given the City Center's large size, and the need to take full advantage of the planned rail service, a refined street grid must "complete the last mile of the trip." As the rail station is not a final destination—final destinations may be up to a mile from the station—a circulator system and network of walkable streets must be available to distribute patrons to sites throughout the City Center. This rail-circulator-pedestrian connection is at the heart of making the City Center work as a regional transit-oriented destination.
- **Provide strategic development centers.** Building on the basic district structure, potential circulator system, and street network, candidate sites for potential centers in the form of public squares and plazas were identified. Such centers have the potential to become the focal points of new or enhanced development density and intensity.
- **Transform land use based on the network and centers.** During the final stage, the initial diagrams were refined, and a final composite diagram—the City Center Concept Diagram—was prepared to illustrate the potential for the City Center's long-term development transformation from an auto-oriented district to a more sustainable, transit-oriented, urban place.



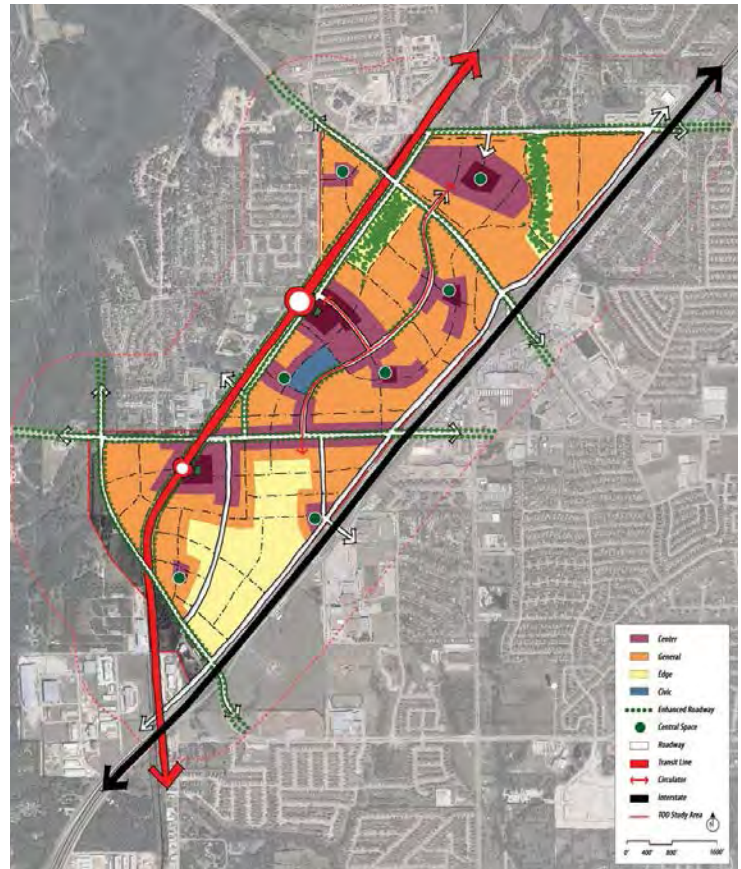
## 2.5

# Concept Diagram for City Center

The Development Plan used the following as a base concept to help form the framework for land use organizations and densities, and was supplemented by the market assessment and site observations. The City Center Concept Diagram describes a potential pattern of development organized around three preliminary land use districts—center, general, and edge. Coordinated with the mobility network—showing rail stations, circulator system stops, and a potential street network—the diagram provides a preliminary delineation of the districts described below:

- **Center.** This district represents the most intense and dense land use and constitutes the “core” area generally centered near the Government Center and potential future passenger rail station. Development and redevelopment within the Center district would include vertical mixed-uses, higher densities/intensities, ground-level retail at or near the rail station, and upper story office and/or residential.
- **General.** This district supports and generally surrounds the Center district uses. Features of the General land use type include mixed-uses in low-rise buildings, moderate densities (apartments and townhomes) and intensities, ground-level retail and services, and upper story residential.
- **Edge.** The third district represents the transition uses as development moves away from the Center and General categories. The Edge district would include lower density residential uses with small lot single-family houses and townhomes, support retail and services, and traditional town lot patterns.

The City Center Concept Diagram (Map 10) represents the physical expression of the vision statement and goals and objectives. It sets the starting point for the next level of plan development - the City Center Development Plan.




Map 10: City Center Concept Diagram (original version)









**CHAPTER** 3.1 Introduction  
3.2 Land Use Programming through 2023  
3.3 Full Build-Out Programming  
3.4 Summary

**3.0**

# CITY CENTER MARKET POTENTIAL OVERVIEW





Midtown retail

### 3.1 Introduction

A market assessment was conducted in 2013 to identify market conditions and programming opportunities for the City Center area of Cedar Hill. The market assessment identified the 10-year programming analysis to 2023. However, shorter term opportunities are identified as catalyst projects and longer term uses are identified as land uses depicted on the Land Use and Urban Form Concept Plan (Map 14, page 40). The 10-year market potential is important in order to take advantage of the achievable market-based implementation. This will help to transform City Center into the desired mixed-use pedestrian-oriented place and begin to develop the framework for land uses and densities supportive of passenger rail facilities. In order for this to take place, development and infrastructure investment will occur in phases.

The long-term development expectations are for the three zones to transition over time as a phased approach with new infill and infrastructure. An example for Midtown would be the transformation from a low density suburban framework into an area of higher-density development with transit uses. The conclusions of this analysis portray programmable uses consistent with the planning and development goals outlined by the City and City Center Advisory Committee (CCAC). An objective tied to the market findings is to introduce new investment to its City Center and through its related planning studies. The Midtown core area of the City Center has been used as the focal point of the trade area analysis.

*The complete market assessment, including its related executive summary, data, market analysis and program analysis is provided in Appendix D.*

### Initial Observations for Cedar Hill's City Center

From the market study, some initial observations for Cedar Hill's City Center include:

- The City Center has had impressive developments occur over the past decade. The development of the 725,000 square-foot Uptown Village brought many attractions to the City through its carefully designed amenities that include the Village Green with a performance stage and an interactive water fountain. Midtown also had successful developments that included the newly constructed Government Center. Historic Downtown has the beginnings of a traditional Downtown square-like atmosphere with Babe's restaurant and other local restaurants and businesses along Cedar Street.



- Although the City Center has many developments over the past decade, the pattern that has evolved lacks a cohesive identity that many successful mixed-use destinations display.
- Incomes are rising and so are the groups of millennial who have chosen Cedar Hill as a place to start their adulthood. According to data compiled by The Dallas Morning News, Historic Downtown is the number one place to live in the Best Southwest area for students ages 18-24 who like the low costs and the abundance of activities. These students attend Northwood and Strayer Universities and enjoy Cedar Hill's location within the Metroplex.
- The City Center is in need of an infill development strategy that better connects/activates key areas and leverages complimentary uses through walkable streetscapes to forge a more identifiable presence.

### City Center Market Position

Located in the core of Cedar Hill, the City Center has a combination of development identities. The Historic Downtown zone is characteristic of Cedar Hill's historic original settlement zone and is marked by older buildings with interesting facades near the street and is contained within the original gridded street framework. The Midtown zone is comprised of more traditional freeway-based suburban commercial development pattern, wooded open space, and the Government Center complex. The Uptown zone is primarily comprised of the Uptown Village regional shopping center that combines a new mixed-use inspired retail shopping experience with a more suburban-oriented large retail shopping center. Each zone has US 67 highway frontage, are well accessed both regionally and locally, and possess open parcels for development. The City Center is positioned within a trade area experiencing explosive growth, with over 27,000 households and nearly 16,000 jobs projected to be added within a 10-minute drive through 2035. This growth will fuel a host of new investment opportunities, with the City vision desiring a sizable portion of this new development space to occur within a mixed-use setting in the City Center.

The market study identifies market potential for Historic Downtown, Midtown and Uptown zones. The market study includes a demographic and economic profile that focuses specifically on economic drivers that fuel demand for specific land uses. It also identifies the recommended mix of land use and intensities that are necessary to support a TOD district within City Center.

## 3.2 Land Use Programming through 2023

The following notes retail, office, hotel, dense residential, single-family residential, civic, cultural, recreation and entertainment uses identified as the land use program for the City Center's 10-year market potential. This absorbs approximately 140+/- acres of the existing 250+/- vacant acres in City Center, with absorption concentrated in Midtown but included the entire City Center area. For each of the following program categories, the totals for new square foot or residential units are provided.

### Retail

**250,000 square feet retail/restaurant**

A retail sales leakage analysis was performed across all retail uses for 5, 10 and 15 minute trade areas and forecasted through 2035. Identified retail categories showing opportunity include grocery, beer/wine/liquor, jewelry, luggage, leather, florists, and the full spectrum of restaurants. Based on historical sales/sf by category, the total retail area calculated through 2035 is 646,356 sf (25,854 sf/year). The ten year programming recommendation is 250,000 sf, to be applied in mixed-use settings with the exception of a neighborhood retail/grocery development. Although the trade area is larger than the City Center district, the market study forecasted that retail will continue to congregate to this area due to its existing regional draw power.

### Office

**108,400 square feet office space**

The trade area is expected to attract 15,862 employees, of which 5,171 are forecasted to be white collar (based on current employment percentages). This represents 1,137,620 sf when applying a spatial factor of 220 sf/employee. As the trade area is much larger than the City Center area, assuming existing vacancy will need to be filled to a 90% level for the market to be viewed stabilized, and applying a 10% capture rate, the market study is forecasting demand for 108,400 sf of new office space through 2035 (10,840 sf/year since 2010). Should a strong urban place be created that is amenitized by restaurants, ease of parking, and strong open space identity, the City Center may absorb a much larger portion of the overall potential office demand.

## Hotel

### 120 key limited service hotel

Again, the trade area is expected to attract 15,862 employees by 2035. Based on historic absorption, this would accommodate 249 new hotel rooms. As the trade area is larger than the study area, the market study is forecasting 120 hotel rooms which may be built over the next 10 years in one limited service hotel development. Demand for conference meeting facilities should be analyzed and, if viable, the anticipated hotel sizing may double. It is likely such a hotel use would not occur until a later development phase to allow time for demand to build.

## Urban Residential

### 1,100 apartment, loft and senior living residences

When considering the percentage of renter-occupied housing, occupancy rate, and the absorption of existing vacancy to a 90% level for the market to view this area as being stabilized for new construction, the trade area is expected to attract an additional 1,938 renter households by 2035 (77/year since 2010). As the trade area is larger than the study area, and prior visioning has held the City Center to become the destination for more dense uses to occur, the market study is forecasting 1,000-1,100 apartment/loft units may be developed over the next 10 years in 3 to 4 phases (50% of total demand), including 150+/- units of senior living. It is recommended that these developments occur within urban streetscape-focused building formats.

## Single-Family Residential

### 150 single-family detached and townhome residences

When considering the percentage of owner-occupied housing, owner household occupancy rates, and the absorption of a portion of existing vacancy in owner-occupied housing to stabilize the market, the trade area is expected to attract an additional 5,946 households by 2035 (237/year since 2010). As the trade area is larger than the study area, and the City Center is anticipated to hold a more dense land use pattern than single-family detached, the market study is recommending 150 single-family homes (6% of demand) in both attached and detached formats.

## Civic, Cultural, Recreation and Entertainment Uses

In addition to market-based uses, it is anticipated that there will be additional development demand for civic uses (library, performing arts, education, etc.), cultural uses (museums, religious facilities, etc.), recreational uses (active and passive open spaces including urban sports facilities), and entertainment uses (primarily special events facilities). The amount of such uses will be somewhat determined through stakeholder input and physical planning.

## 3.3

### Full Build-Out Programming

Full build-out for the Development Plan is based upon Chapter Four: Land Use and Urban Form Concept. While the full build-out programming can identify approximate acreages per land use category, predicting exact market conditions and development activities beyond 10-years can be unclear. Mixed-use developments associated with TODs allow flexibility in programming, site designs and market conditions. With this, Table 01 is a full-build-out programming based on the Land Use and Urban Form Concept and is a long-term strategy. These are land use assumptions, but flexibility in implementation will likely be necessary.

Full Build-Out Programming		
Land Use	Approximate Acreage	Percentage
Urban Center	62.2 ac	7.7%
Urban General - Uptown and Midtown	231.9 ac	28.8%
Urban General - Historic Downtown	106.6 ac	13.2%
Urban Neighborhood	42.0 ac	5.2%
Historic Downtown Neighborhood	86.9 ac	10.8%
Public/Civic	9.5 ac	1.2%
Greenway/Open Space/Park	82.4 ac	10.2%
Right-of-Way	184.1 ac	22.8%
<b>Total</b>	<b>805.5 ac</b>	

Table 01: Full Build-Out Programming for City Center



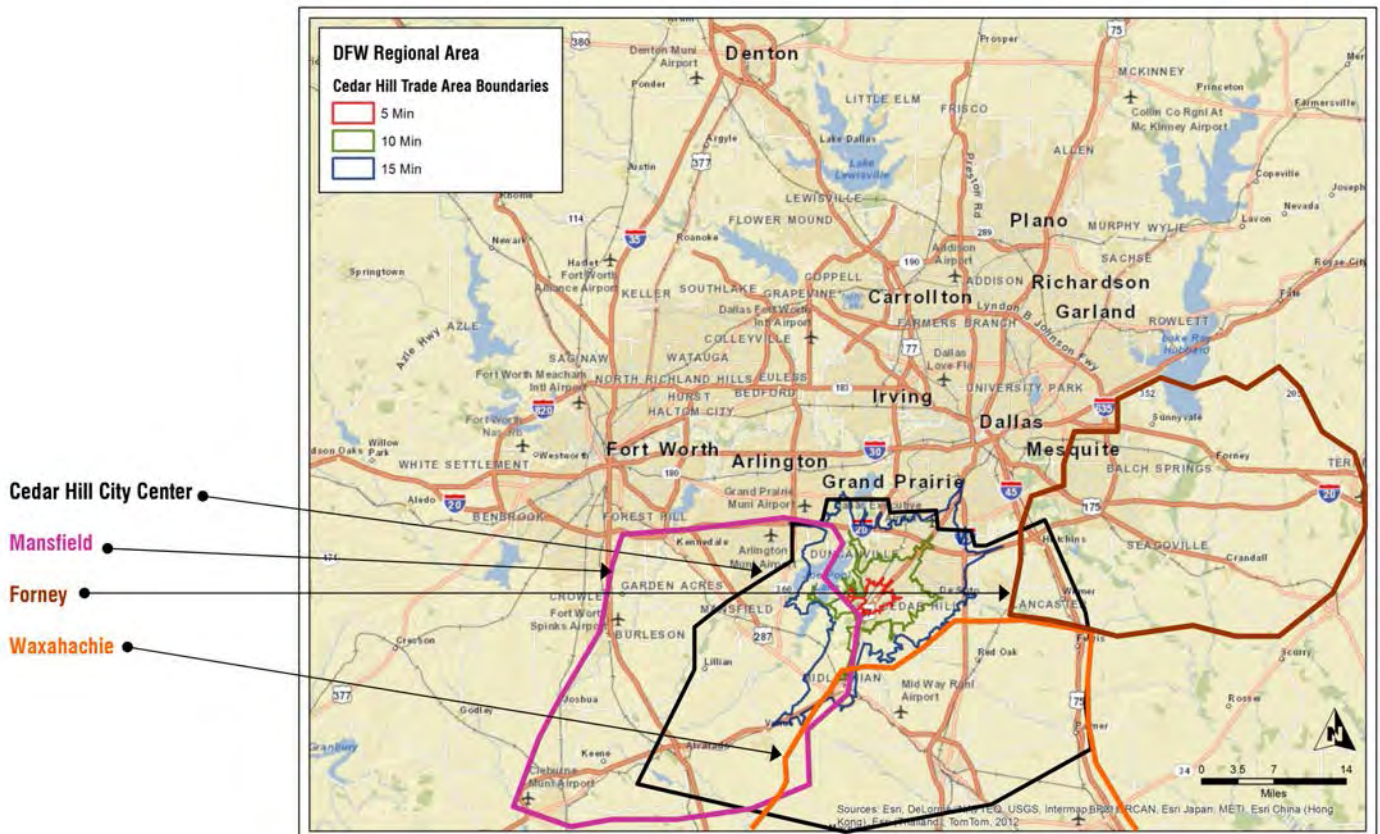
### 3.4 Summary

Larger societal trends show the upcoming millennial generation prefers to live and work in authentic urban communities that promote a unique identity and offer a range of daytime and nighttime uses centered on creative and dynamic experiences. Cedar Hill's existing visioning statements for the City Center area, together with the area's projected growth and related market potential may combine to allow for a regionally unique mixed-use destination.

been achieved in several locations within the Town of Addison, another North Texas community that shares Belt Line Road access. These include sites along Belt Line Road in which new retail and townhomes have been developed in greyfield contexts, at Vitruvian Park in which older building stock was removed for new mixed-use construction and open space, and at Addison Circle in which greenfield areas were developed into a town center context. This will help strengthen the local Cedar Hill market, reduce vacancy rates, and increase regional demand for related programming products.

### Development Format

The redevelopment and reinvestment envisioned for the City Center will require new greenfield development (development on vacant land), greyfield redevelopment (development on lands that were previously developed or a redevelopment scenario) and potential repositioning of existing assets. It will likely require the culling of existing older building stock for new retail and commercial uses, as well as the construction of new, desirable housing units in strategic locations centered on the concept of place-making and memorable urban design. Such development activity and formatting has



Map 11: Trade Areas. Source: Catalyst Group





Welcome  
to  
Downtown  
Cedar Hill  
MAINSTREET

Cedar St 500

STOP

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CH



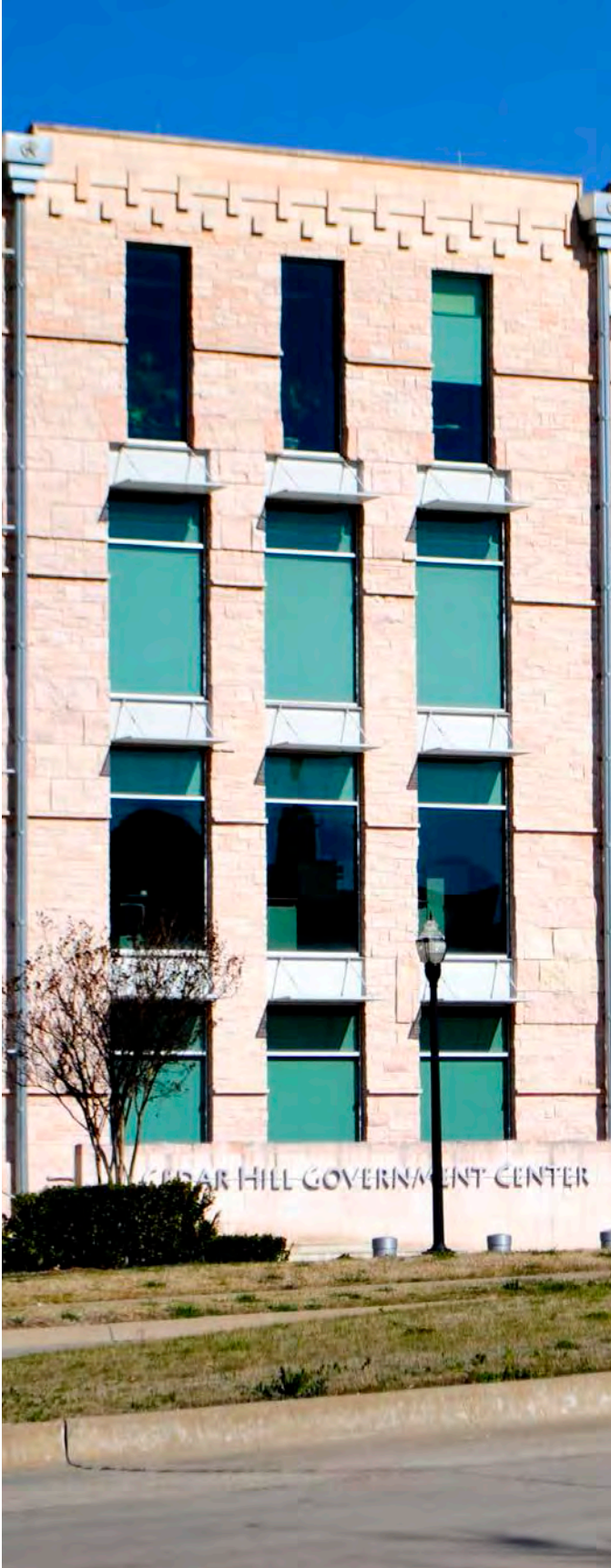


CHAPTER 4.1 The Groundwork  
4.2 Sustainable Development  
4.3 Land Use and Urban Form  
4.4 Public Space Network Plan

# 4.0

## CITY CENTER DEVELOPMENT PLAN





## 4.1

### The Groundwork, City Center Vision Plan

The Vision Plan, adopted in 2010, laid the groundwork for a walkable transit-ready, well connected land use concept plan. It established urban form expectations, land use categories and intensities and outlined a multimodal environment. The plan's principles and ideas have been referenced to understand the City Center's history, framework, concepts and planning process conclusions.

Based on the findings of the market assessment, the Vision Plan concept has been refined and integrated in the Development Plan's land uses, blocks and street network. These modifications, reflected in the Development Plan, allow for policies and recommendations that are grounded in market realities. In addition, community input during the Development Plan process has discovered new opportunities and new strategies to guide plan development.

#### Plan Refinement Strategies

By refining the City Center Vision Plan's Land Use and Urban Form Concept Plan, the area could be better positioned to capture a greater portion of the identified market potential. This could be accommodated by assembling large tracts of land to accommodate development identified in the market assessment. Moving forward with an updated land use scenario, the following principles and ideas are incorporated.

Imagine the Vision Plan's Land Use and Urban Form Concept as a three-dimensional model. You would see the transit station location and heights of development associated with land use intensities. These two elements are tethered. The plan needs to adjust these elements in two directions. First, the transit station's location should be located further south, along with the surrounding intensities. This will produce desired results in taking advantage of greenfield areas from a market stance. In addition, moving the station to the south better positions the station in City Center, especially in relation to the Historic Downtown area. Second, the plan's land use intensities should be slightly decreased. These two tweaks to the Vision Plan are very important elements in understanding plan refinement concepts. While the above outlined are planning concepts based on market assessments and general land use principles, detailed costs and transit feasibility analysis were not conducted and may need further analysis.



Examining development scenarios are an important development strategy. The land use plan needs to position City Center with the greatest likelihood of success. Development challenges such as parking, land assembly and site conditions should be minimized by taking advantage of vacant land as the most viable option for development in today’s market and reduce parcel assembly. This is not to say small infill will not be accommodated, but rather, focused on places that group the most density where it is likely to develop and avoid spreading the market potential too thin.

Assembling as much density together as possible can help to minimize unconnected sites that may remain auto-dominant or may not translate as a walkable community. Although the rail station may be years from being realized, the plan focuses on the best opportunity for walkable density success near the future Midtown station that can flourish independently prior to the implementation of the rail station itself. This critical mass will better connect to Historic Downtown and Uptown. As a development strategy to take advantage of the 10-year market potential, mainly infill development should occur in Historic Downtown and Uptown. This infill will help with urban design and place-making by creating block face closer along streets and by increasing building masses that support an urban form to define pedestrian spaces. The infill will also help to provide additional key development anchors that support City Center’s overall identity.

A balanced mix of employment-intensive uses, ground-level shops and restaurants, lodging and entertainment uses, and moderate- to high-density housing will help achieve the following broad objectives:

- Attract investment in the preservation and adaptive reuse of older and historic buildings in Historic Downtown
- Promote more energy-efficient and sustainable pattern of development by encouraging walking, biking, transit, and regional rail travel as convenient alternatives to automobile travel
- Lessen demand on local and regional street network by maximizing opportunities for the localization of work, shopping, and leisure trips
- Provide an expanded range of living, working, shopping, and entertainment options for an increasingly diverse population



Map 12: 2010 Vision Plan (Zoomed in)



Map 13: 2014 Refined Development Plan (Zoomed in)

## 4.2

### Sustainable Development

City Center should incorporate sustainable development initiatives, which is development that meets the needs of the present without compromising the ability of future generations. The sustainable development practices along with TOD principles can help the community achieve its desires for smart-growth and a walkable environment. Sustainability can be good business from the social, economic and environmental perspectives. Green building and low impact development can address both local and regional growth trends to resolve key natural resources, environmental and health issues facing North Texas.

Why are sustainable sites important? According to SITES®, an interdisciplinary effort by the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center at The University of Texas at Austin and the United States Botanic Garden- “The services people enjoy from healthy ecosystems are the unobtrusive foundation of daily life. Yet people often underestimate or simply ignore the values from these “ecosystem services” when making land-use decisions— only to realize later how difficult, expensive, and sometimes impossible it is to replicate services once they are lost. The central message of the Sustainable Sites Initiative is that any landscape—whether the

site of a large subdivision, a shopping mall, a park, an abandoned rail yard, or even one home—holds the potential both to improve and to regenerate the natural benefits and services provided by ecosystems in their undeveloped state.” City Center should consider sustainable development ratings and benchmark concepts for green buildings, infrastructure, and well-designed sites and landscapes.

There are many resources and available research for sustainable practices. The U.S. Green Building Council rating systems, specifically the Leadership in Energy and Environmental Design Neighborhood Development, is a cornerstone for sustainable neighborhood principles. Other resources for sustainable development include Congress for New Urbanism, Urban Land Institute, SITES® and the Envision rating system from the Institute for Sustainable Infrastructure. Their guidelines and principles of a carefully planned community can:

- Reduce greenhouse gas emissions and daily vehicle trips
- Improve urban environments
- Promote health and well-being of residents
- Create well-connected walkable places
- Reduce waste and water needs
- Improve and protect natural systems
- Reduce building’s energy consumptions
- Save on construction cost and materials
- Reduce infrastructure needs





## 4.3

### Land Use and Urban Form

As defined in the Comprehensive Plan, new development and redevelopment within the City Center, especially in Midtown and Uptown zones, should have an urban rather than suburban character and support a higher intensity of uses than are allowed elsewhere in the City.

New development in City Center should add a mix of uses where possible to better enliven the streetscape and key commercial corners. Special care should be taken in the design of streetscapes in front of new and renovated building projects. Such streetscapes should connect the sidewalk adjacent in a direct and simple manner. The landscaping should include street trees and pedestrian lighting on regular intervals, and emphasize street intersections and corners with special paving, seating areas, trash receptacles, bike racks, and other pedestrian amenities. Further, front yard planting should emphasize building entries and provide a pleasant sidewalk experience.

Most streets and public spaces in Midtown and Uptown should be lined with high-quality, mixed-use building types and contribute to the creation of a lively urban environment. Downtown should retain residential and mixed-use that fit within character. To define the pedestrian realms and create a distinctive sense of place, buildings should be placed along block perimeters with modest or no setbacks, heights should be generally consistent along block frontages and across streets, and parking should be located in mid-block lots and parking structures.

The Land Use and Urban Form Concept Plan (Map 14) defines the preferred use mix, intensity and form of development within City Center. For each of the five land use types, general language is provided regarding preferred land uses, building types, building scale and placement, and parking configurations (Table 2 - Table 6).

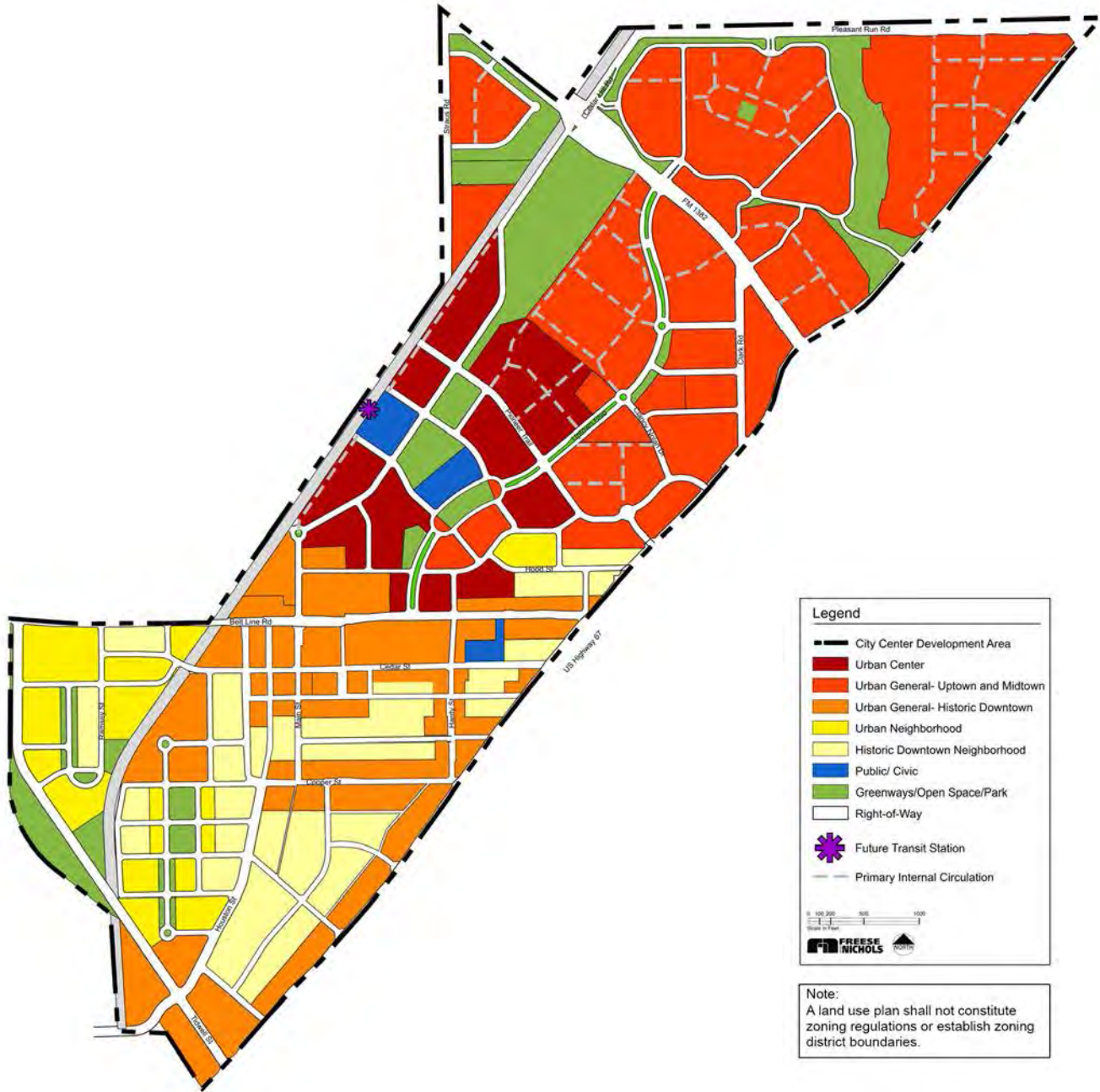
The definition of the district, as well as the preliminary boundaries shown on the plan, provides a basis for the evaluation of potential policy and regulatory changes. The Land Use and Urban Form Concept Plan provides the framework for a cohesive community of neighborhoods, employment, services and public uses. This approach will limit stand-alone enclaves and better create opportunities for individual development initiatives to fit into the context of a connected community. The

Land Use and Urban Form Concept Plan envisions a place with regional connections and draws. The mix of uses set the stage for a proactive response to address growth possibilities. The plan respects existing nature features as a definable community amenity, and are integrated with the land use organization and site designs. Natural greenways offer pedestrian linkages and adjacent site amenities that set the stage for sustainable areas. Not only will open space areas support land use but will provide points of interest and increase continuity between developments.

### Land Use and Urban Form Types

Future residential and non-residential uses are well blended as both vertically and horizontally mixed-use sites. They should be active with non-residential at the street level or uses that directly access and connect to the adjacent street and help to define pedestrian realms and experiences.

The City Center's land use types build upon sustainable initiatives and provide development choices. The Land Use Plan designates a range of housing options comprising single-family, medium-density, senior and high-density choices for residents that work in Cedar Hill and those that commute. Land uses expand employment opportunities to those who commute to the DFW area. Residents will have convenient access to services, restaurants, retail, employment centers, education and entertainment options. These non-residential components are appropriately located and include highway-oriented sites all the way to walkable mixed-use developments. Growth can be flexible, timely and respond to demands. The plan is envisioned to be market-driven and targeted at reaching its full potential.



Map 14: Land Use and Urban Form Concept Plan



## URBAN CENTER

<b>Land Uses</b>	Mixed-uses (primarily vertical) with emphasis on housing density, employment and transit-supportive uses. Includes high-density housing and retail, restaurant, office, public and flex space as active ground-level uses along pedestrian priority streets.
<b>Building Types</b>	Urban mixed-use building types with ground-level storefronts and building entries along pedestrian priority streets.
<b>Building Scale &amp; Placement</b>	Minimum three-story buildings aligned along public sidewalks. Thirty percent minimum storefront frontage required along pedestrian priority streets.
<b>Setbacks</b>	See Typology Map and Sections
<b>Parking Configuration</b>	On-street angled and parallel parking. Off-street surface and structured parking located behind buildings with mid-block entrances. No new surface parking adjacent to street.

Table 02: Urban Center Land Use and Urban Form



## URBAN GENERAL - MIDTOWN AND UPTOWN

<b>Land Uses</b>	Mixed-uses including retail, restaurant, office, commercial, hotel, conference center, academic, institutional, public and residential.
<b>Building Types</b>	Commercial, retail, multi-story office and mixed-use building types. Includes everything from existing large box, mid-box and pad sites to infill mixed-use buildings with ground-level storefronts and building entries along pedestrian priority streets. Buildings should be designed with transitions in height and form to complement scale of existing and adjacent buildings.
<b>Building Scale &amp; Placement</b>	One- to four-story buildings with new buildings aligned along streets and sidewalks.
<b>Setbacks</b>	See Typology Map and Sections
<b>Parking Configuration</b>	On-street angled or parallel parking. Off-street surface and structured parking located behind buildings with mid-block entrances. No new surface parking adjacent to major street.

Table 03: Urban General - Midtown and Uptown Land Use and Urban Form





## URBAN GENERAL - HISTORIC DOWNTOWN

<p><b>Land Uses</b></p>	<p>Mixed-uses including low- to medium-density housing and senior housing in addition to public, restaurant, neighborhood retail and commercial services. Active ground-level uses in new mixed-use buildings. Included highway-oriented uses along Highway 67.</p>
<p><b>Building Types</b></p>	<p>New mixed-use and medium-density residential buildings mixed with existing office, commercial, single-family and converted single-family structures. Also includes live/work buildings. Buildings designed with transitions in height and form to complement scale of existing buildings.</p>
<p><b>Building Scale &amp; Placement</b></p>	<p>New one- to three-story mixed-use buildings aligned along public sidewalks. Rowhomes and townhouses have varying residential setbacks including buildings at street and modest setbacks to provide front yards, porches, common yards and stoop frontages.</p>
<p><b>Setbacks</b></p>	<p>See Typology Map and Sections</p>
<p><b>Parking Configuration</b></p>	<p>On-street angled and parallel parking. Single-family conversions with parking on driveways and garages as detached structure at the rear of lots, as side entry garages or as alley accessed garages at rear of structure. Medium-density residential and new development with off-street surface parking in rear-loaded garages and surface lots behind buildings with mid-block entrances.</p>

Table 04: Urban General - Historic Downtown Land Use and Urban Form





## URBAN NEIGHBORHOOD

<b>Land Uses</b>	Medium- to high-density residential with neighborhood-serving non-residential use such as restaurants, entertainment, neighborhood retail, community gardens and small offices.
<b>Building Types</b>	Mixed-use style buildings, townhomes, rowhomes, condos and other medium-density residential buildings mixed with existing single-family.
<b>Building Scale &amp; Placement</b>	New one- to three-story attached mixed-use style buildings aligned along public sidewalks. Setbacks to provide areas for dooryards, porches, common yards and stoop frontages.
<b>Setbacks</b>	See Typology Map and Sections
<b>Parking Configuration</b>	On-street parallel parking. Medium- and high-density residential development with off-street surface parking in rear-loaded garages and surface lots behind buildings with mid-block entrances.

Table 05: Urban Neighborhood Land Use and Urban Form





## HISTORIC DOWNTOWN NEIGHBORHOOD

<b>Land Uses</b>	Low- to medium-density residential uses.
<b>Building Types</b>	Single-family detached houses and attached housing.
<b>Building Scale &amp; Placement</b>	One- to three-story houses with porches and common yard frontages.
<b>Setbacks</b>	See Typology Map and Sections
<b>Parking Configuration</b>	On-street parallel parking. Single-family with parking on residential driveways and in residential garages as detached structure at the rear of lots, as side entry garages or as alley accessed garages at rear of structure.

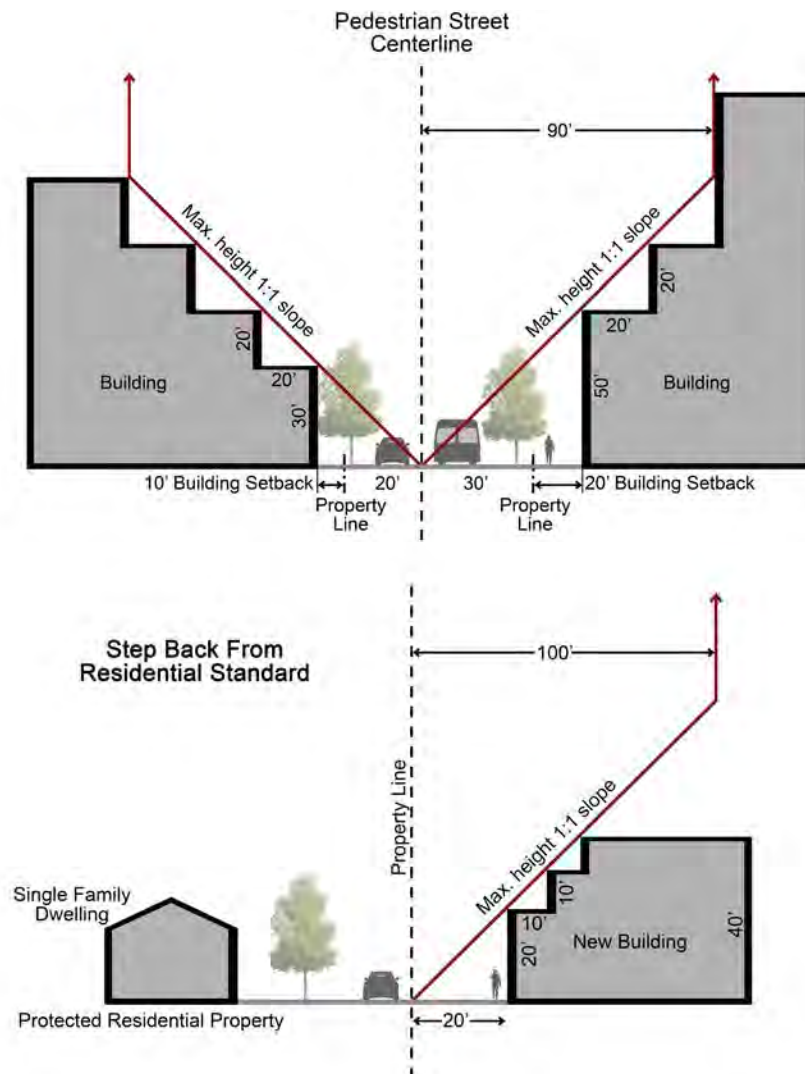
Table 06: Historic Downtown Neighborhood Land Use and Urban Form



### Building Placement for New Buildings

In general, new buildings should be located close to streets with the exception of single-family homes. This placement supports the community's vision for urban form. Minimum and maximum front setback lines have been established for future City Center development. Minimum and maximum front setback lines are intended to be measured from right-of-way lines. At least 75 percent of the front façade of any structure facing a street should be located between the minimum and maximum front setback. To allow for articulations and creative designs, up to 25 percent of the buildings front façade could be located further from the right-of-way. However, in this situation the maximum front yard setback line would not be located greater than 50 feet beyond the maximum front yard setback line. No part of

any front façade should be located between the right-of-way and the minimum front yard setback line. To accommodate for public spaces, a front façade could be located further from the right-of-way if it allows for a park or plaza but should not be greater than 50 feet beyond the maximum front yard setback line. All portions of the building above 36 feet must be setback to fit within a 45 degree slope measured from the building's top located at 36 feet.



Illustrations of a height step back scenario



## 4.4

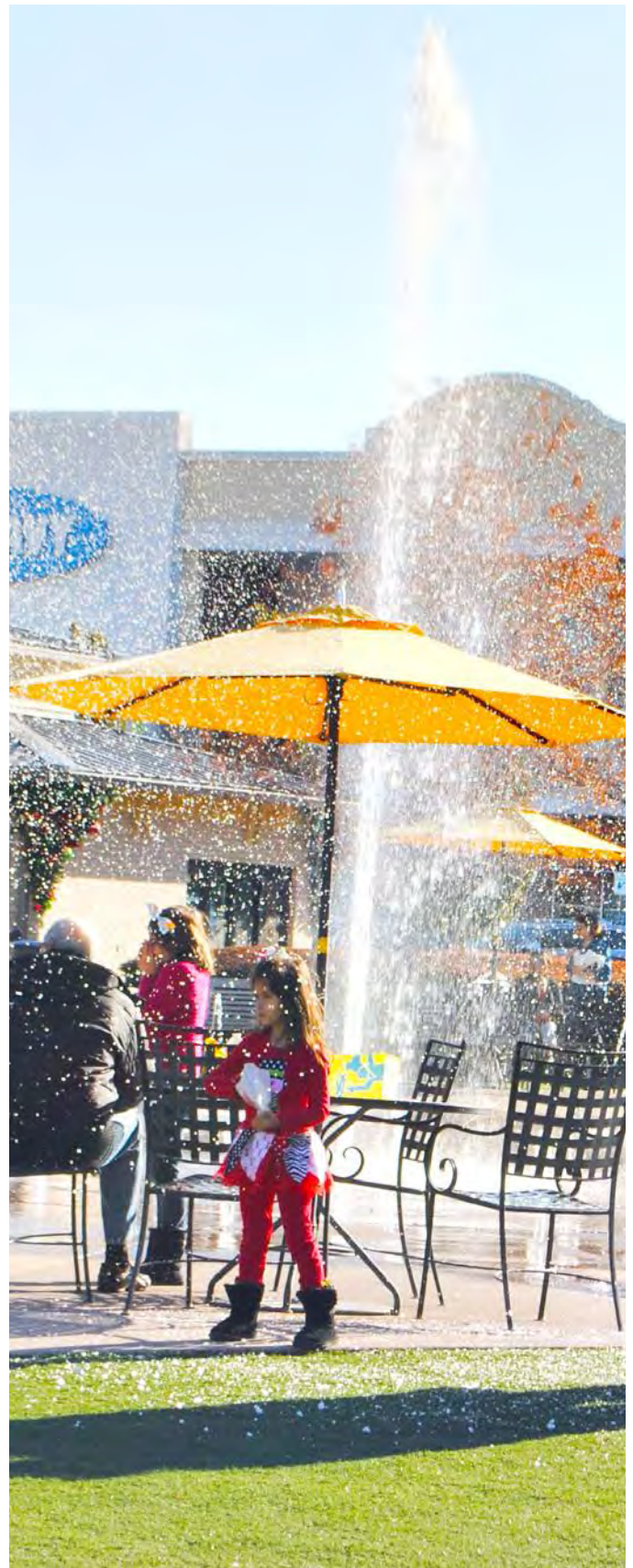
### Public Space Network Plan

Creation and maintenance of open spaces and opportunities to experience the natural beauty of Cedar Hill are of utmost importance to the City. A well-connected network of safe, accessible public spaces—plazas, parks, trails, greenways, and natural areas—will play a pivotal role in shaping the City Center’s attractiveness, livability and economic vitality. With careful planning and design, an expanded network of public spaces can support a wide range of events and activities. Public spaces within the City Center are shown to serve as venues for special events and celebrations; as places for informal gathering, relaxation, and play; and as settings for artistic and cultural expression.

The location of public spaces serves several primary goals. First, they provide community anchors along pedestrian priority streets, offering interesting refuges along pathways and trails. They create street level activity and increase walkability by promoting reasons to walk. The locations are strategic as to increase attractiveness and branding for City Center. Finally, they provide a snapshot into development expectation and livability that supports community vision.

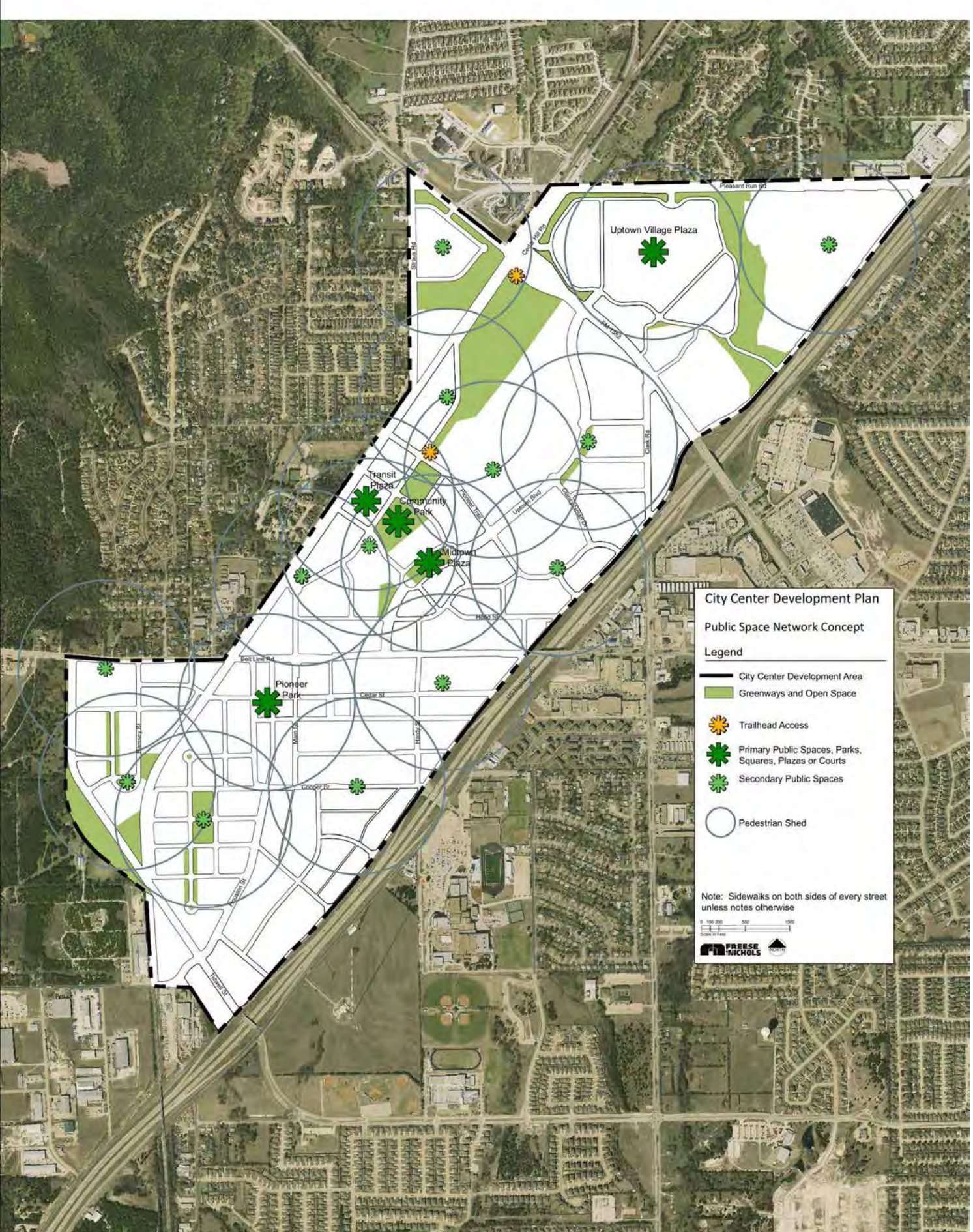
The greenways and public spaces are laid out with a hierarchy system. The primary public spaces, plazas and courts are the highest priority, in general the largest spaces with the largest service areas. These spaces are critical to develop patterns and create a series of special events starting at Uptown, continuing through Midtown to the Historic Downtown core. Next are the park spaces that provide critical recreation service levels. The community park will be programmed with both active and passive recreation uses. The next element for the Public Space System hierarchy is the secondary public spaces, plazas and courts. These are envisioned to be smaller spaces but still highly visible. These locations are directly related to pedestrian sheds in key locations throughout City Center. The locations are not exact but rather generalized as to create unique street level experiences that help walkability and support surrounding land uses.

Recommendations for the creation of a network of public spaces are illustrated in the Public Space Network Concept map (Map 15). The diagrams show preferred locations for greenways and open space, public spaces, parks, squares or plazas, and a network of bike and pedestrian facilities.



*Girl playing with synthetic snow in Uptown's Urban Plaza*





Map 15: Public Space Network Concept



## Pedestrian Sheds

The public spaces create an associated pedestrian shed. The pedestrian shed represents an approximate five minute walk. The pedestrian shed concept is an important design and community feature for the TOD area but does not represent park service levels as outlined in the 2012 Parks, Recreation, Trails & Open Space Visioning Master Plan. Rather, they represent an organizing principle of experiences, of visual interest and center points for activities. Pedestrian sheds are anchored by public spaces. These spaces should be centroids for site designs. They can be the defining element for neighborhoods and help to create walkable and memorable places.

## Greenways and Open Space

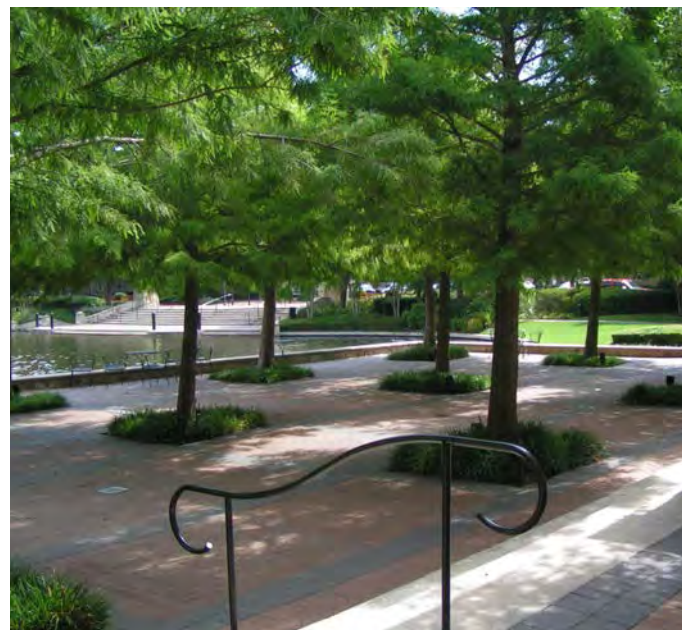
The Public Space Network Concept highlights the existing network of open spaces, natural areas for future conservation and drainage ways in the City Center. Areas identified include the open space along Bentle Branch east of North Cedar Hill Road, the natural area west of City Hall, the drainage ways east of Uptown Village, and the green spaces along the railroad. The plan also includes community spaces for urban agriculture.

## Primary Public Spaces, Parks, Squares, Plazas and Courts

The Public Space Network Concept also displays the location of existing and proposed public spaces, squares, plazas and courts within City Center. The spaces, ranging in size from 0.25 acres to 3.0 acres, are intended to function as public gathering places for subareas within each of the City Center zones. To support a range of public activities, the spaces should be designed with a mix of hardscape and landscape areas, shade structures, public art, water features, and other amenities designed to support active use. To ensure comfort, safety and adaptability, the spaces should be designed as extensions of the public streetscape and include adequate lighting, seating, and sufficient open areas to accommodate events. Clear sight lines allow for visual access and informal surveillance. The finished grade of paved and landscape areas should generally match adjacent sidewalks.



*Example of an open space*



*Example of a public plaza*

### ***Uptown Village Plaza***

Size: Existing

Description: This existing plaza is a key northern public space anchor for City Center. It includes benches, a retail kiosk and a splash pad. It is the center for activity in the Uptown zone.

Amenities: Existing



### ***Midtown Plaza***

Size: Two to three acres

Description: This future space will be the center for the Midtown zone and help to create a series of designed spaces from Uptown to Historic Downtown. The plaza should be designed to create a unique space between an existing movie theater and City Hall complex. The plaza should be highly programmable and allow for closure to vehicular traffic during community events. The space should include parking and hard surface plazas. Tree canopies should be included throughout the plaza and parking areas. The plaza should be anchored on each end by restaurant or retail spaces that include outdoor dining and landscaping. The plaza should function as a couplet with split one-way traffic in each direction.

Amenities: Plazas, benches, lighting, public art, seat walls, walks, shade structures, parking, lawns, landscape, trees, fountains, infrastructure for community events, restaurants and retail uses





### **Transit Plaza**

Size: One to two acres

Description: This future space will help to link the TOD platform to a proposed multi-use civic building. The plaza's design should thoroughly promote pedestrian spaces with tree canopies, benches, shade structures, interesting paving and activities to promote community interactions. This space will be a hub for activity associated with the future transit site. Its design should allow flexibility in programming to accommodate events and outdoor seating areas.

Amenities: Plaza, benches, lighting, public art, walks, shade structures, lawns, landscape, trees, fountains, infrastructure for events, and flex space for events



### **Pioneer Park**

Size: Existing

Description: This public space is smaller in scale but provides a critical community space in the Historic Downtown core. It should remain the center of community events in Historic Downtown. See Park Master Plan for improvements.

Amenities: Band shell, plaza, seating, public art, landscaping, benches and mural



Pioneer Park



Brick paver donation at Pioneer Park

## **Community Park**

**Size:** Approximately 30 acres total consisting of the most programmable area of four to five acres directly behind City Hall Complex and an additional 24-25 acres of open space to the north with trails linking to Uptown

**Description:** This future park will be located behind City Hall complex and offer a unique outdoor experience. The park and open space will create an open space link and amenity to surrounding land uses. A sustainable concept should be highly incorporated into the park's design with informative kiosks, low impact design, native plant materials and outdoor classrooms. A large percentage of existing trees should be preserved but allow trails to meander through the site. The space will provide a unique contrast and amenity to surrounding high density developments.

**Proposed Amenities:** Trails, walks, benches, public art, lights, outdoor classroom, plazas, gardens, landscaping, informational kiosk, educational signage, small pavilions, larger pavilion, lawns and small play areas, water features, open space, existing trees, low impact activity areas, picnic areas and trail head plazas



*Example of a community park*



## Secondary Public Spaces

General Sizes: 0.25 to 1.0 acres

Description: The secondary public spaces, community gardens, plazas and courts have been generally located in association with pedestrian sheds. Their exact locations are flexible. These spaces are smaller in scale than the identified primary public spaces. These secondary spaces provide areas to rest, spaces for urban agriculture, and space to enjoy the outdoors and should be highly visible. They should be located adjacent to public streets. In the Urban Center and Urban General areas, they can be located at the primary entrances to buildings. When possible, plazas should be located at terminus of view corridors or on the outside of curves on major roadways.

Proposed Amenities: Hardscape, fountains, lighting, trees, landscaping, signage, benches, seat walls, district markers, public art, shade structures, outdoor seating areas and pavilions



## Trail Access

Key trail access is needed as trail head parks. These parks should be located at the north side of the Community Park to provide convenient access to and from Uptown. In addition, a second trail head park access is needed at the southern end of the Community Park at Pioneer Trail.

A key linkage from Uptown to the Midtown area is a future trail under FM1382. This trail is extremely important to link the two districts and provide accessibility from the northern neighborhoods to the future rail station. It is also a vital link to encourage pedestrian movement under FM1382 rather than across it.









CHAPTER  
**5.0**

- 5.1 Introduction
- 5.2 Street Network
- 5.3 Streets and Blocks Plan
- 5.4 Active Transportation
- 5.5 Multimodal Transportation Center
- 5.6 City Center Circulator
- 5.7 Parking Management Plan
- 5.8 Strategies for Parking Management
- 5.9 Summary

# MOBILITY PLAN





## 5.1 Introduction

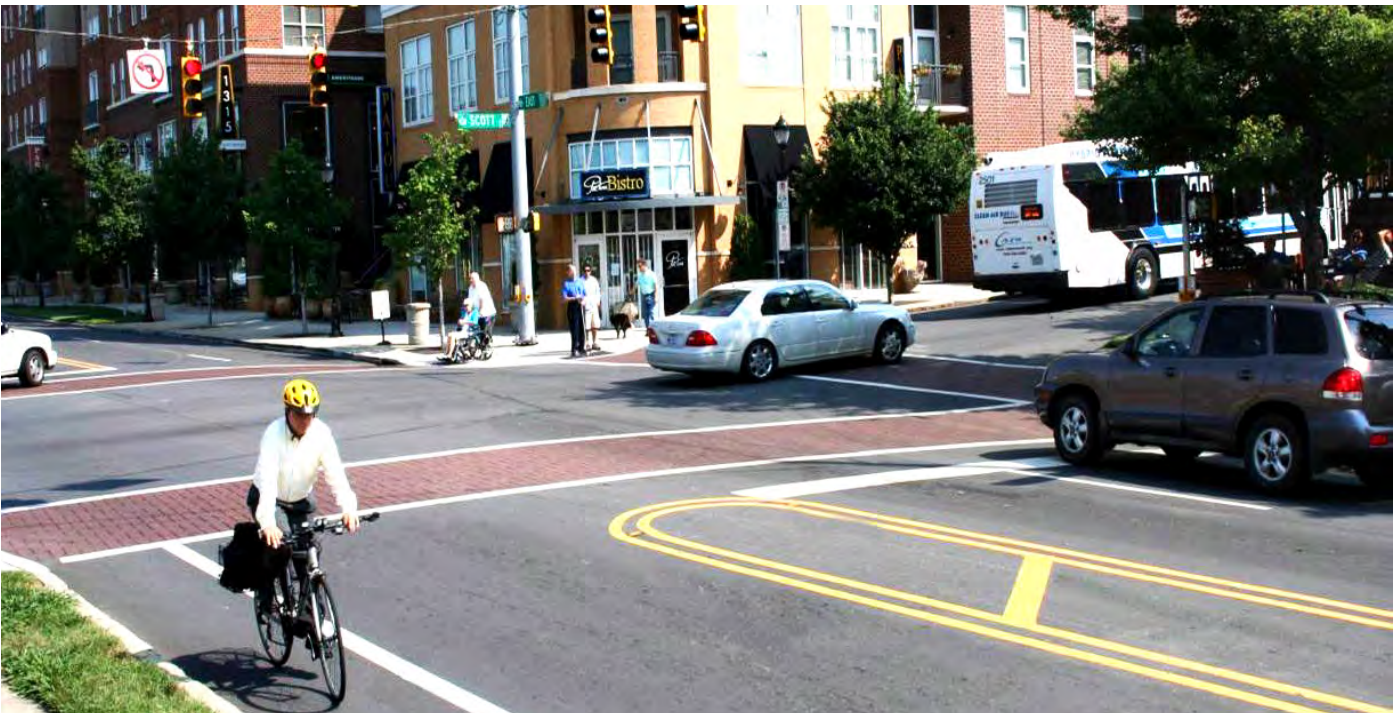
### GREAT STREETS

***“Beyond functional purposes of permitting people to get from one place to another and to gain access to property, streets – most assuredly the best streets -- can and should help to do other things: bring people together, help build community, cause people to act and interact, to achieve together what they might not alone. As such, streets should encourage socialization and participation of people in the community...The best streets create and leave strong, lasting, positive impressions; they catch the eyes and the imagination.”***

-Allan B. Jacobs

To support the Development Plan, a multimodal network of transportation facilities is proposed that provide access to and circulation within the City Center. As a master plan for the future of the City Center, it is important to look well beyond the transportation patterns of today to guide the transportation patterns of tomorrow. The Mobility Plan will be implemented progressively, in concert with implementation of the Development Plan, to bring City Center from the infrastructure and travel patterns of today to the vision of tomorrow.

The character of the roadways should reflect the intensity and connections of the adjacent land uses they serve. Streets with more intensive concentrations of retail, housing, office and other trip generators should support high levels of pedestrian activity to, from and within these areas. Motorized and bicycle vehicular traffic needs for access and circulation in City Center must also be met, in harmony with the desired street environment, as well as reasonable accommodations for parking of those vehicles. Transit circulator service within City Center can facilitate the dispersed utilization of parking and singular accommodation of multiple trip purposes within the three sub-districts, providing critical service with the potential advent of commuter rail service to Cedar Hill.



An example of a walkable street



## 5.2 Street Network

Existing and new streets in City Center should be designed to serve multiple purposes as local movement corridors for people and vehicles, transit ways, parking reservoirs, and extensions of the public realm. While the design of individual streets and street segments may vary considerably depending on their place within the City Center and their role in the larger street network, their intended character as active, attractive, and accessible public spaces should not be compromised.

### Overview of Typologies

The various levels of classifications of streets within Center City – arterials, collectors and local streets – can be provided in a myriad of configurations to best serve the context of their surroundings. A typical street section may change from block to block, though the functional classification continues. The street classifications are typically defined in terms of accommodations for motor vehicles, as described in the Transportation Plan chapter of the 2008 Comprehensive Plan. These roadway classifications, and their implications for mobility within this study area, are described in the following paragraphs.

#### **Principal Arterial Roadways**

Principal arterial roadways carry traffic across major segments of the local region, with a primary function of throughput, rather than property access. Side street and driveway access onto principal arterials is often limited by spacing requirements, and parking along principal arterial roadways is not allowed. Sidewalks or sidepaths should be considered along principal arterials, especially through concentrations of development, such as City Center, and as part of a regional plan for mobility.

#### **Minor Arterial Roadways**

Minor arterial roadways carry traffic across major segments of the City, often with connections to adjacent city arterials. Their primary function is throughput of traffic though of a more localized nature, connecting collector streets to major arterial streets, and local access is secondary. Driveway access onto minor arterials is often limited by spacing requirements, and parking along minor arterial roadways is seldom allowed. Sidewalks or sidepaths should be provided along minor arterials.

#### **Collector Roadways**

The function of collector roadways is to serve as a conduit between local roadways and the network of arterial streets. Collector streets are differentiated from arterials streets by their length and degree of access to adjacent development. Collector streets are typically contiguous across one or more arterials roadways, but seldom more than one or two miles in length. Driveway access onto collector roadways is seldom limited and parking along collectors is often allowed, consistent with adjacent land use. Collector roadway cross sections can range from two lane streets to four lane sections depending on the local context of the adjacent land uses. Collector roadways are often good candidate streets for accommodating bicycles, either in shared lanes or separate bike lanes. Sidewalks or sidepaths are to be provided along both sides of collector streets, typically separated from the roadway by a landscaped buffer and/or parking.

#### **Local Roadways**

Local roadways will typically be two-way streets, one lane in each direction, with curbside parallel parking and sidewalks or sidepaths on both sides. This typical section provides for minimal traffic flow accommodations and thus influences traffic calming. Direct access is provided to ground floor development. Overnight parking of residential development in curbside parking may reduce the net construction of off-street lots and structured parking for residential development. Many permutations on that basic configuration are possible for context sensitive solutions to the needs of the adjacent development, including one-way streets, angled parking, or no parking on one or both sides near key developments such as the future rail station.

### ***Functional Attributes of City Center Roadways***

The City Center roadways must function within the network of area roadways but incorporate attributes that are sensitive to the adjacent development.

#### **Principal Arterial Roadways in City Center**

FM 1382 is a regionally significant principal arterial roadway. FM 1382 is a TxDOT-owned and maintained roadway, with a divided six lane cross section plus auxiliary turn lanes. FM 1382 forms a significant physical and psychological barrier between the Midtown and Uptown districts that can be overcome to some extent with proper accommodations. The Thoroughfare Plan (Map 16) shows Uptown Boulevard as a principal arterial, though it functions as more of a collector roadway as described below.

#### **Uptown Minor Arterial Roadways**

Cedar Hill Road is designated as a minor arterial on the City's Thoroughfare Plan, calling for its current four lanes divided plus adjacent sidewalk. No changes to this roadway are proposed, except to extend the sidewalks beneath FM 1382 to connect to the proposed pedestrian network in Midtown.

#### **Midtown Minor Arterial Roadways**

Cedar Hill Road continues its designation on the Thoroughfare Plan as a minor arterial through Midtown, and also as a greenway arterial corridor, from the undercrossing at FM 1382 to Belt Line Road. Currently it is a two lane rural roadway from FM 1382 to the transition at Wylie Street to N. Main Street, at which point N. Main Street has been improved to four lanes southward to Belt Line Road. Belt Line Road is also designated as a minor arterial roadway through City Center, traversing entirely across Cedar Hill and into the adjoining cities and beyond to the west and east. Belt Line Road is currently a four-lane divided roadway through City Center, with a flush and/or raised median for provision of left turn bays at significant intersections.

#### **Downtown Minor Arterial Roadways**

The future Tidwell Road is designated on the current Thoroughfare Plan as a minor arterial with an adjacent trail, though not designated a greenway arterial. Main Street and Houston Street serve more as collector streets through Downtown, belying their minor arterial classification on the Thoroughfare Plan, as they provide more local access function and less on cross-town mobility.

#### **Midtown Collector Roadways**

Though classified on the City's Thoroughfare Plan as an arterial, Uptown Boulevard serves essentially as a collector roadway extending between Uptown Village at FM 1382 and Belt Line Road, connecting these arterial roadways to the development along the local roadways. Its urban four-lane divided roadway section is consistent with the Minor Arterial classification and provides adequate traffic capacity for the anticipated roadway uses (see subsequent description of Uptown Boulevard traffic operations). Cedar Hill Road and Main Street also serve as collector roadways through Midtown and should be designed with an urban section. Pioneer Parkway is also a collector roadway between Cedar Hill Road and Uptown Boulevard, and should be formally designated to extend between Uptown Boulevard and the US 75 Frontage Road. These streets may have segments of curbside parking appropriate for their adjacent development. Typically, these urban collector streets will have bike lanes.

#### **Downtown Collector Roadways**

Cooper Street is currently classified as a collector roadway through Downtown. It may be designed with an urban or rural design cross section, in context with the surrounding development, and allow parking along its length, as appropriate for the adjacent development.

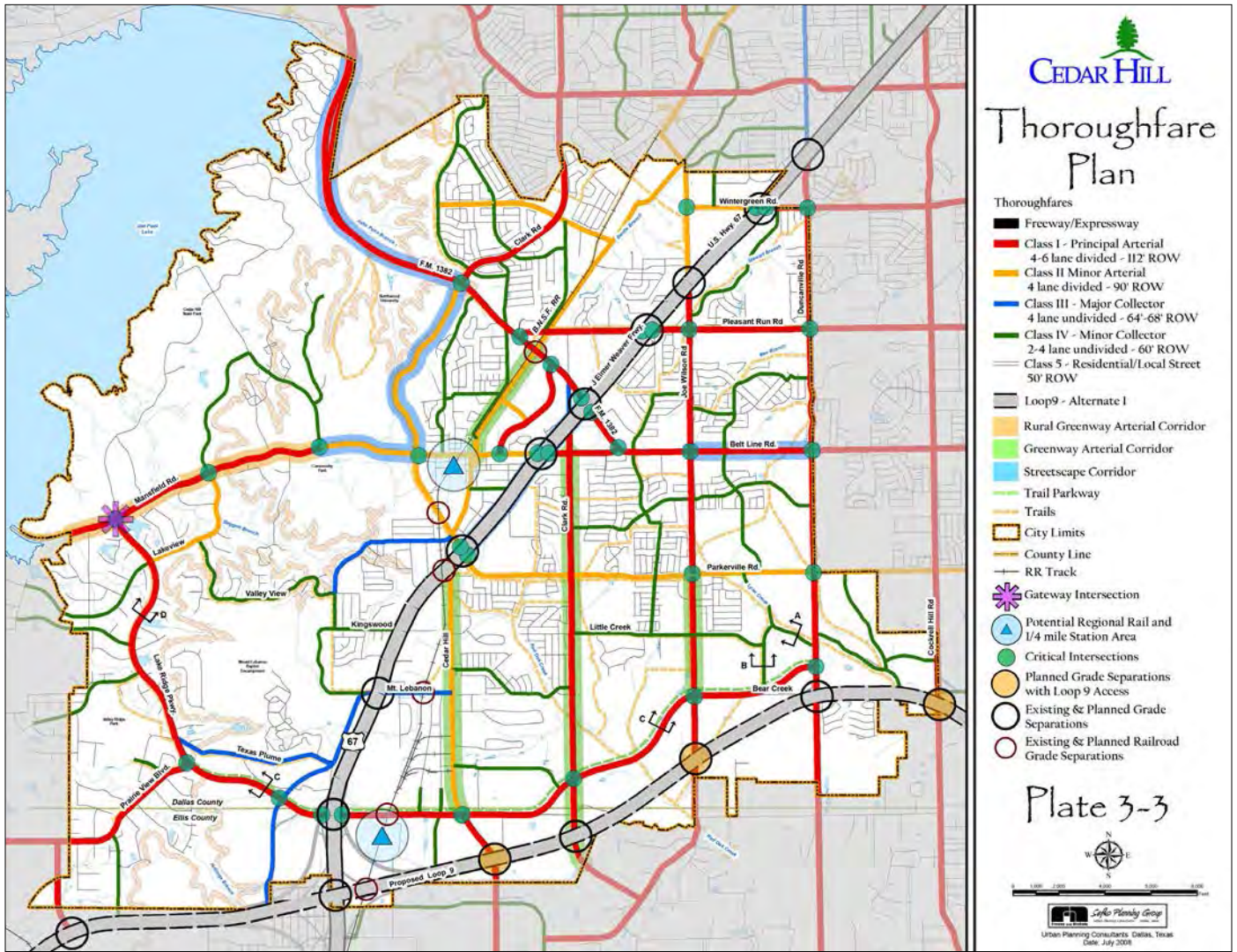
#### **Midtown Local Roadways**

Midtown local streets should be an urban section with two lanes, one in each direction, typically 15 feet in width and shared with bicyclists. Curbside parking may be parallel or angled, depending on the nature of the adjacent development. Parallel parking allows for the roadway pavement to be narrower, and the potential for wider sidewalks and/or buildings that are closer together. Angled parking, however, allows for more parking directly in front of the adjacent development.

#### **Downtown Local Roadways**

Downtown local streets should be allowed to be designed with either an urban or rural design cross section, in context with their surroundings, and should typically be two-lane roads with parking allowed along their length, as appropriate for their adjacent development.





Map 16: Thoroughfare Plan. Source: 2008 Comprehensive Plan



## Complete Streets Planning and Design

The historically auto-oriented nature of street planning is being counteracted in many communities by changing to planning and design of streets that also consider the mobility needs of people, not just vehicles. Provision of Complete Streets, as described by the National Complete Streets Coalition, is a transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. Complete Streets allow for safe travel by those walking, bicycling, driving automobiles, riding public transportation, or delivering goods. The benefits of Complete Streets include improved safety, health, economic, and environmental outcomes. Whether driving, walking or biking, streets should be designed to get around safely, particularly in urban areas.

## Walkable Street Design Principles

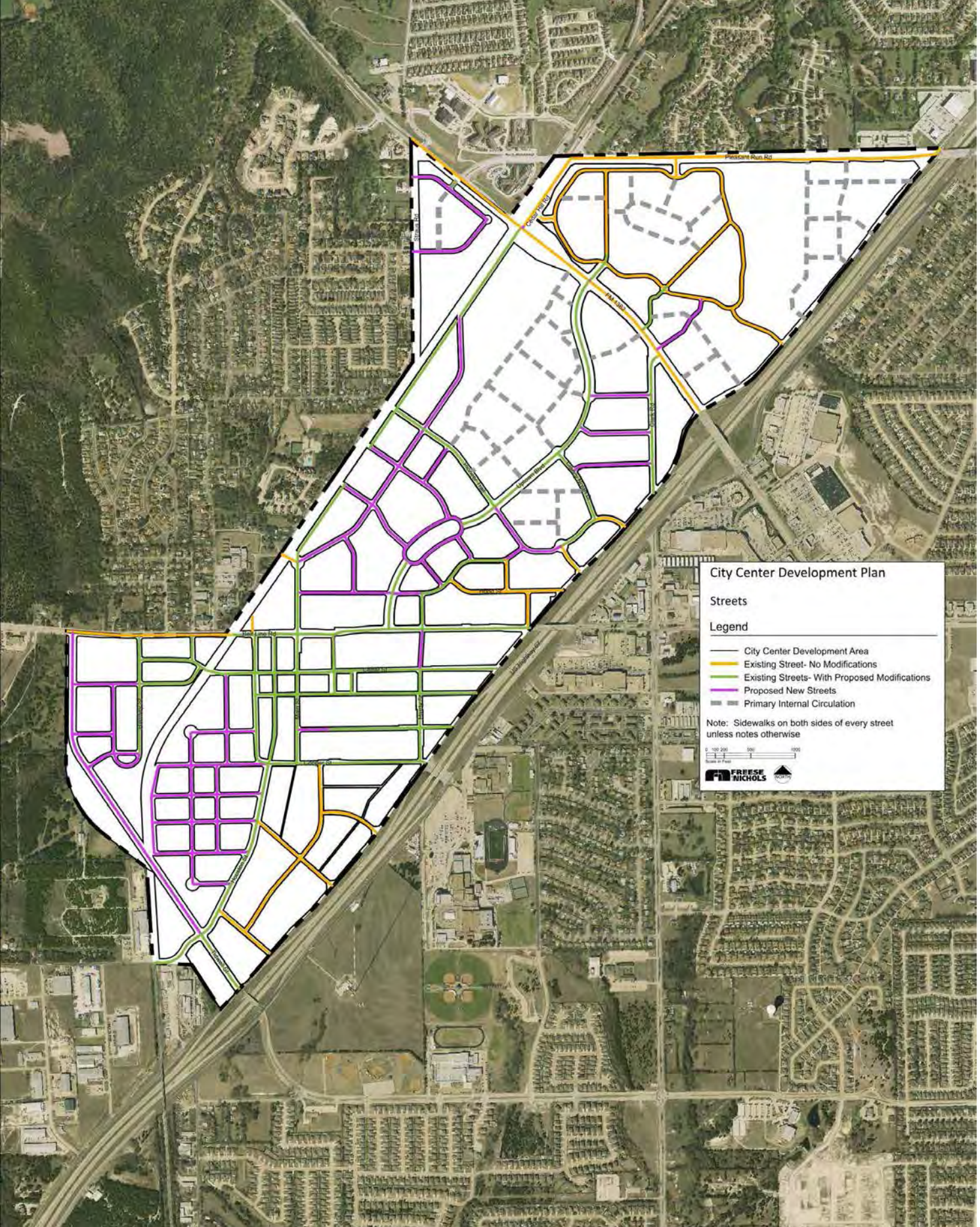
Walkable streets are shared transportation corridor spaces, and are an essential component of Complete Streets. They are designed for all people, whether in cars, on foot, in wheelchairs or on bicycles. Just some of the factors enhancing walkability include but are not limited to: street connectivity; land use mix and residential density; frequency of entrances and other sensations along street frontages including the "transparency" of adjacent buildings, orientation and proximity of homes and buildings to watch over the street; presence and quality of sidewalks, ramps, trails and street crossings; buffers to moving traffic, street landscaping/furniture traffic, and the volume and speed of adjacent traffic. Finally, a walkable street leads to desired destinations, whether they are retail or commercial establishments, the bus stop, neighbors, jobs or a park.











Map 18: Existing and Proposed Streets



## 5.3 Streets and Blocks Plan

The curvilinear spine roadway of Uptown Boulevard coupled with relatively large block sizes, long cross street spacing, and significant parking lots in front of large lot development is symptomatic of the auto-oriented development pattern prevalent in Midtown. Downtown, though developed with smaller blocks, buildings closer to the street provides little or no space for pedestrian movements. A good street and block pattern to support a more walkable environment would contain:

- A grid pattern of streets that offers more street frontage opportunities
- Parallel and crossing streets that defuse vehicular traffic, allowing the scale of streets to be less
- The size of blocks (circumference walking distance) should be optimized with development form to support more direct walking routes, which enhances the street's walkability
- Complete Streets accommodations for vehicular traffic movement, pedestrians, bicyclists and transit as well as access to development
- Buildings forming the edge (sense of enclosure)
- Multi-use zones (window shopping, outdoor eating areas, public interaction)
- Street appurtenances (fire hydrants, landscaping, bike racks, info kiosks)
- On street parking, as appropriate

The Streets and Blocks Plan (Map 19) illustrates how vacant and auto-oriented areas of City Center can be transformed over time into more pedestrian-friendly, transit-supportive places. Streets that are shown in purple are labeled as proposed new streets. These proposed streets will help to improve the connectivity throughout Historic Downtown for motorists, bicyclists and as well as pedestrians. Streets that are shown in green are labeled as pedestrian priority streets. These streets place a higher emphasis on the pedestrians with the presence of wide sidewalks, crosswalks, street trees, lighting and seating. Primary internal streets are shown with gray dashes. These streets are dedicated to retail/commercial and parking lot access. These typically have slower traffic.

Through a coordinated program of public and private investment, existing streets can be improved and new streets constructed to create a fine-grained network of walkable streets.

## Enhancing the Existing Street Network and Urban Fabric

As developments infill the available parcels, key streets need to be introduced, especially in Midtown, that create a more orderly framework of local streets that reduce existing street block sizes to support walkability. In addition, these new streets and blocks will help to link existing regional tenants and retailers, and will help to induce new development.

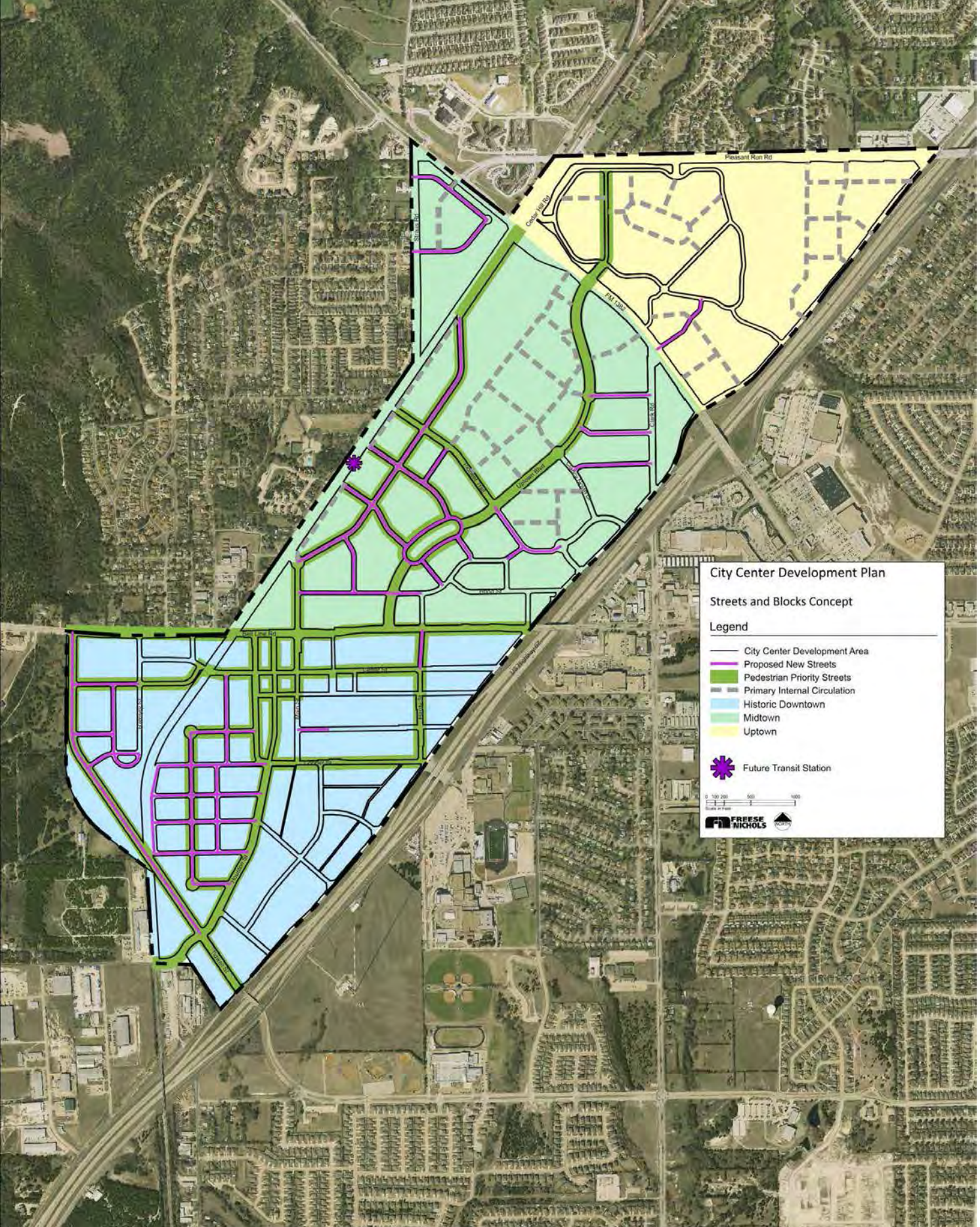
City Center development blocks are proposed to be sized to accommodate a mix of land uses and buildings with mid-block parking and service areas. As a guideline, walkable block sizes should encompass between 150,000 and 250,000 square feet. Greater dimensions would be permitted for blocks containing mid-block parking structures or attached public spaces. These block patterns help to break down individual street sizes to approximately 375 feet to 625 feet per block face.

Due to existing developments, several larger blocks remain on the Streets and Block Concept (Map 19) and the Existing and Proposed Streets (Map 18) has identified Primary Internal Circulation aisles within those large blocks. These internal development circulation routes are currently within existing parking lots or development. Their future need would be based on future demands and are long-term strategies to be constructed as infill development occurs. The Primary Internal Circulation routes should, at a minimum, provide travel lanes, street trees and pedestrian paths.



*A street with parallel parking in a mixed-use setting*





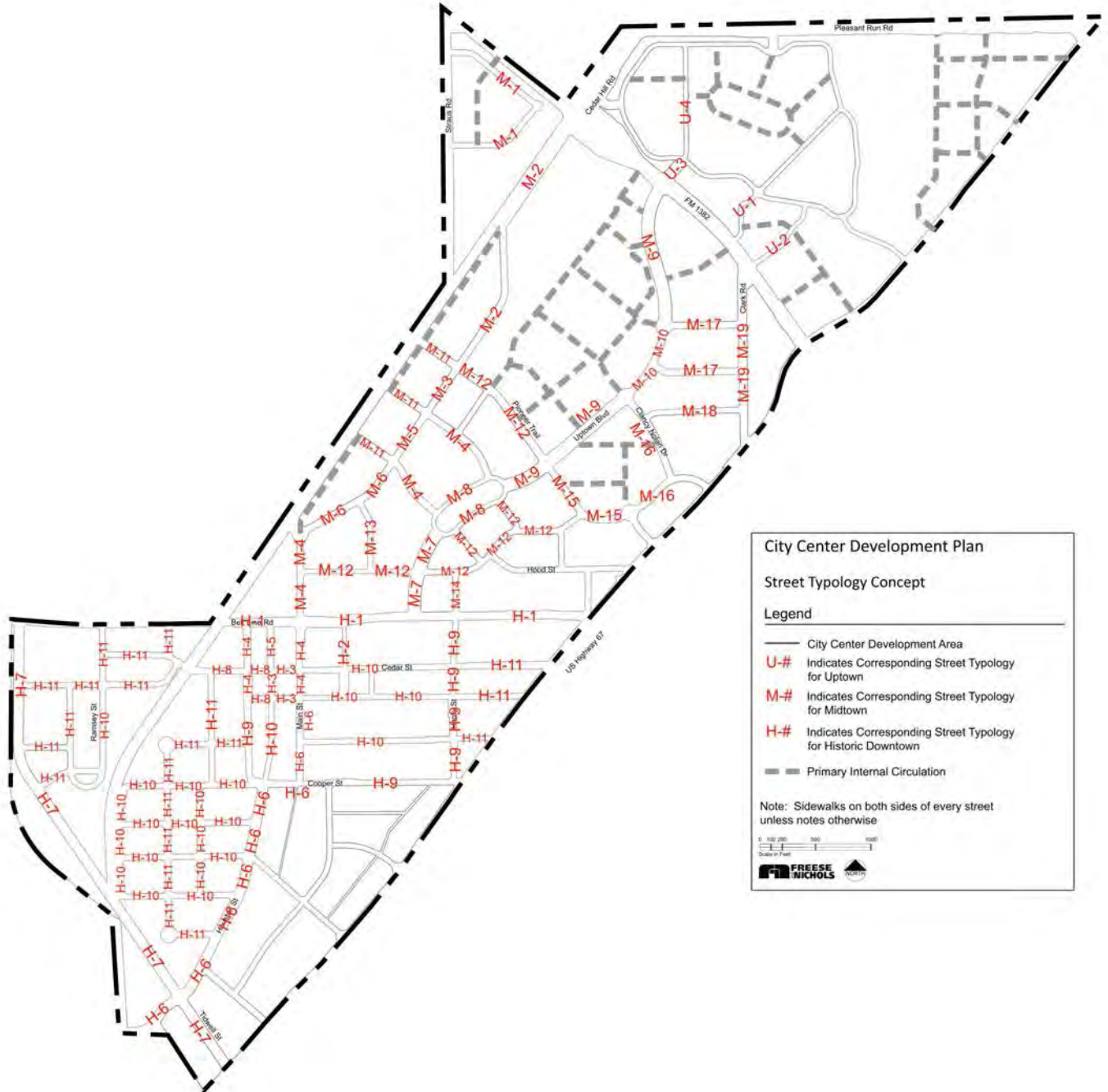
Map 19: Streets and Blocks Concept Plan



## Street Sections

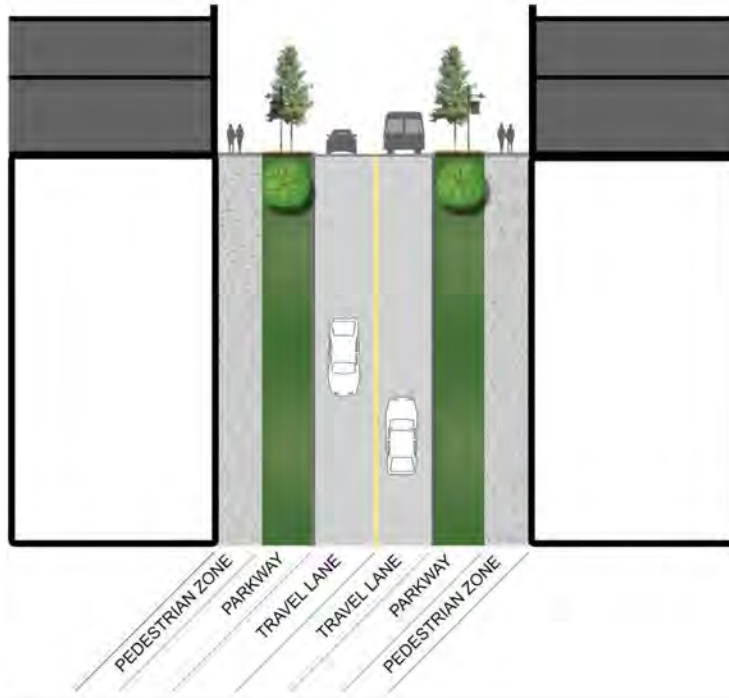
Map 20 displays both existing and proposed streets within City Center. Streets that are located within Historic Downtown, Midtown and Uptown district are identified as H-#, M-# and U-# respectively. The streets correspond to the section illustrations shown on the following pages. These scenarios have taken into consideration existing buildings and right-of-way conditions. The street design elements respond to the land use and urban form in which they are located in Urban Center,

Urban General (Uptown and Midtown), Urban General (Historic Downtown), Urban Neighborhood and Historic Downtown Neighborhood. The descriptions below each section illustration display the proposed pedestrian zone, minimum and maximum building setback, as well as minimum and maximum building height.



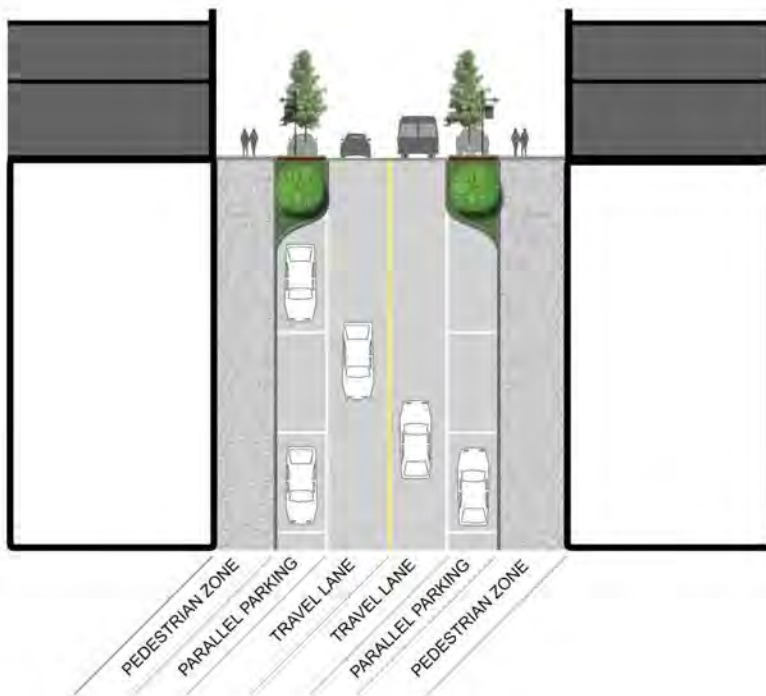
Map 20: Street Typology Concept

U-1



Pedestrian Zone: 6-10 Feet  
Minimum Building Setback: 0 Feet  
Maximum Building Setback: 15 Feet  
Minimum Building Height: 1 Story  
Maximum Building Height: 3 Stories

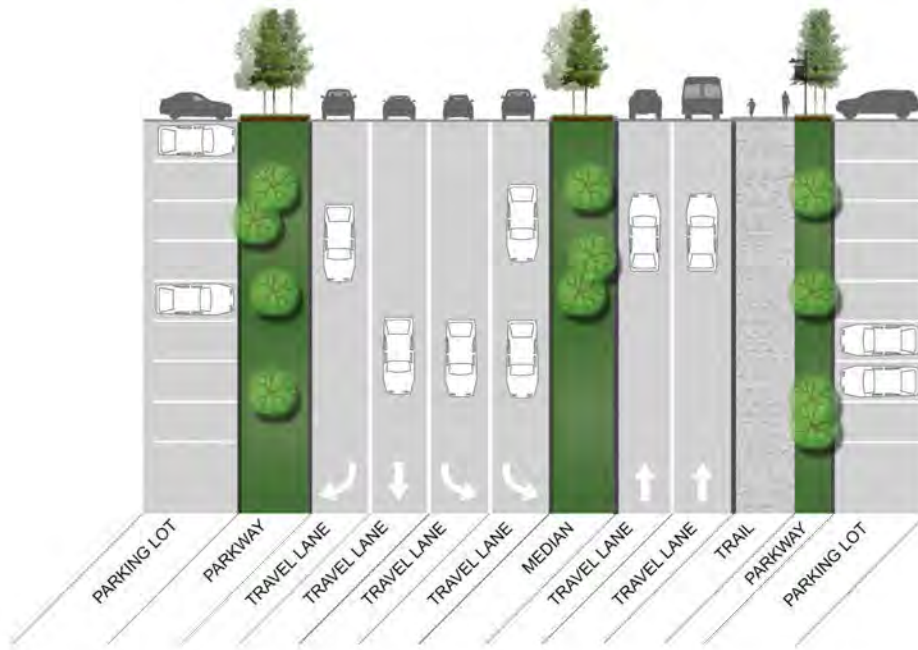
U-2



Pedestrian Zone: 6-10 Feet  
Minimum Building Setback: 0 Feet  
Maximum Building Setback: 15 Feet  
Minimum Building Height: 1 Story  
Maximum Building Height: 3 Stories



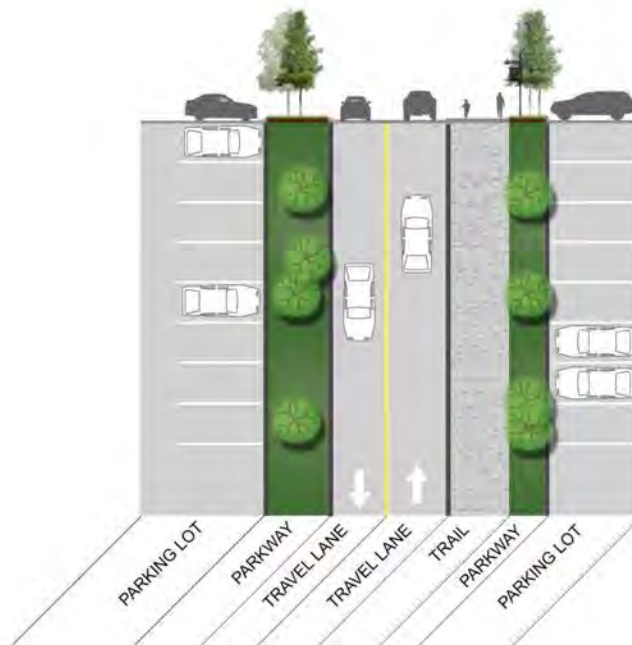
U-3



Trail: 8-10 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 15 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

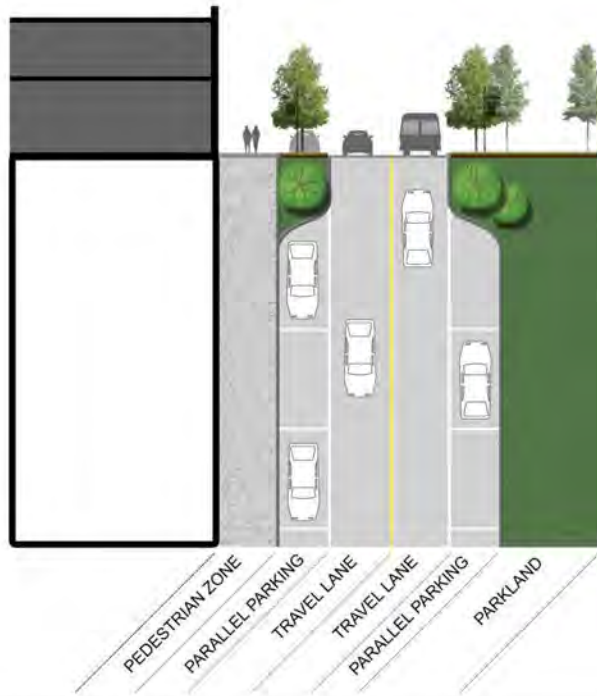
Existing plus 10' trail

U-4



Trail: 8-10 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 15 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

M-1 (new)



Pedestrian Zone: 4-6 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 25 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 4 Stories

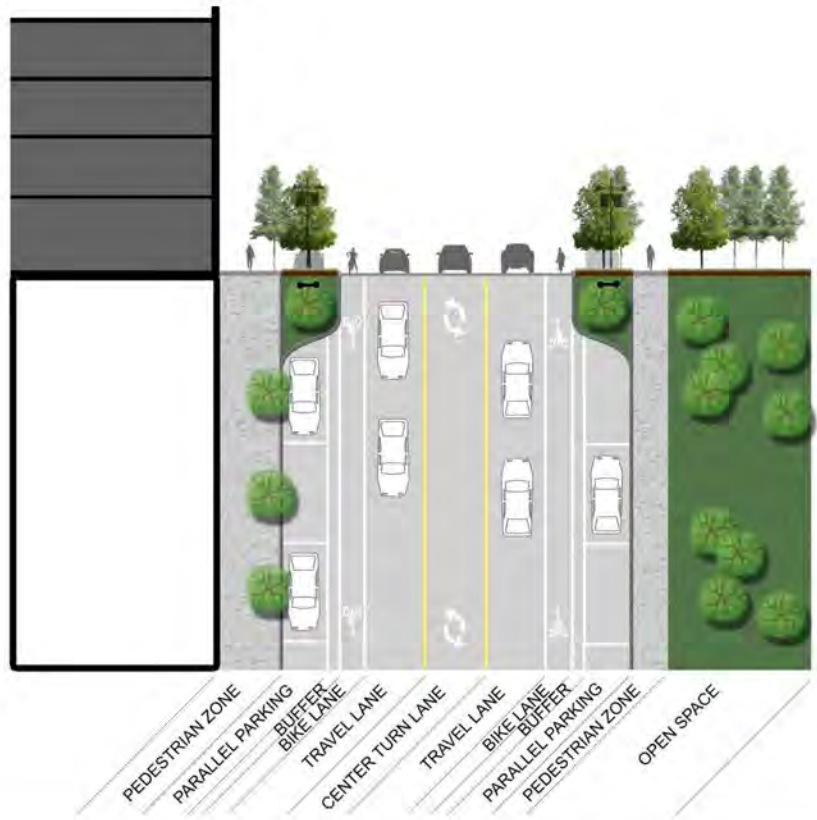
M-2 (N Cedar Hill Rd)



Pedestrian Zone: 8-15 Feet

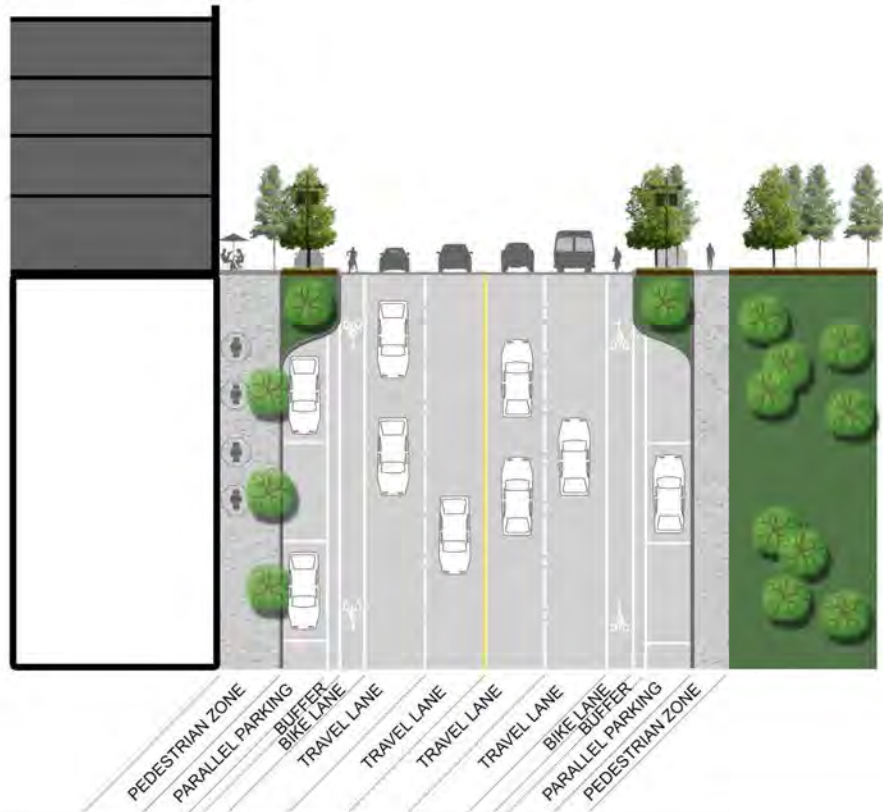


*M-3 (new N Cedar Hill Rd)*



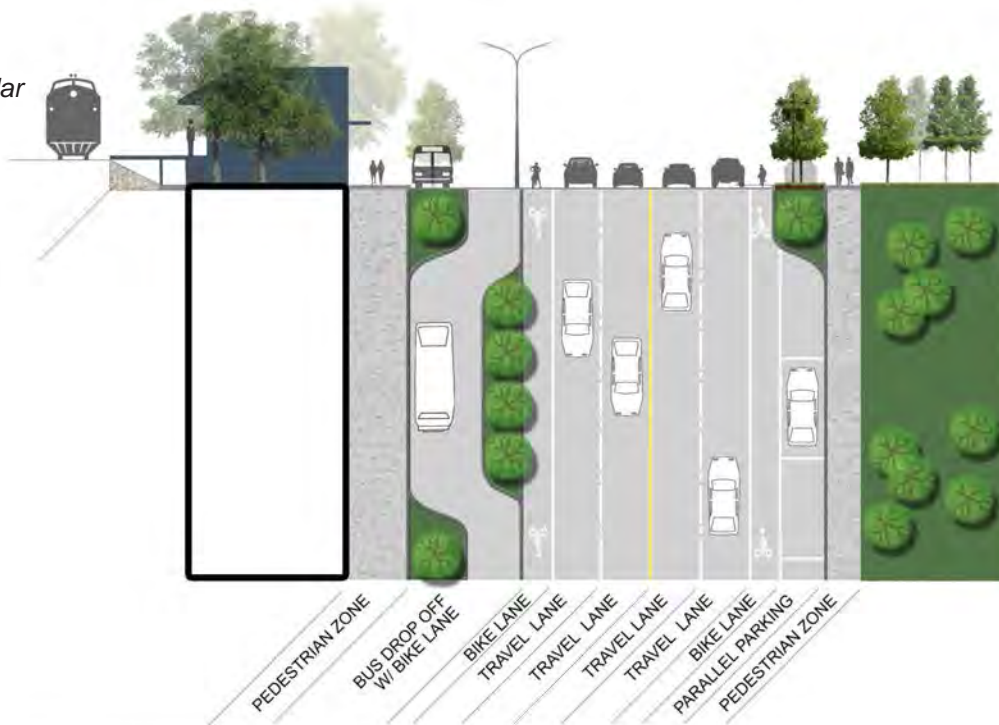
Pedestrian Zone: 10-15 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 15 Feet  
 Minimum Building Height: 3 Stories  
 Maximum Building Height: 6 Stories

*M-4 (new)*



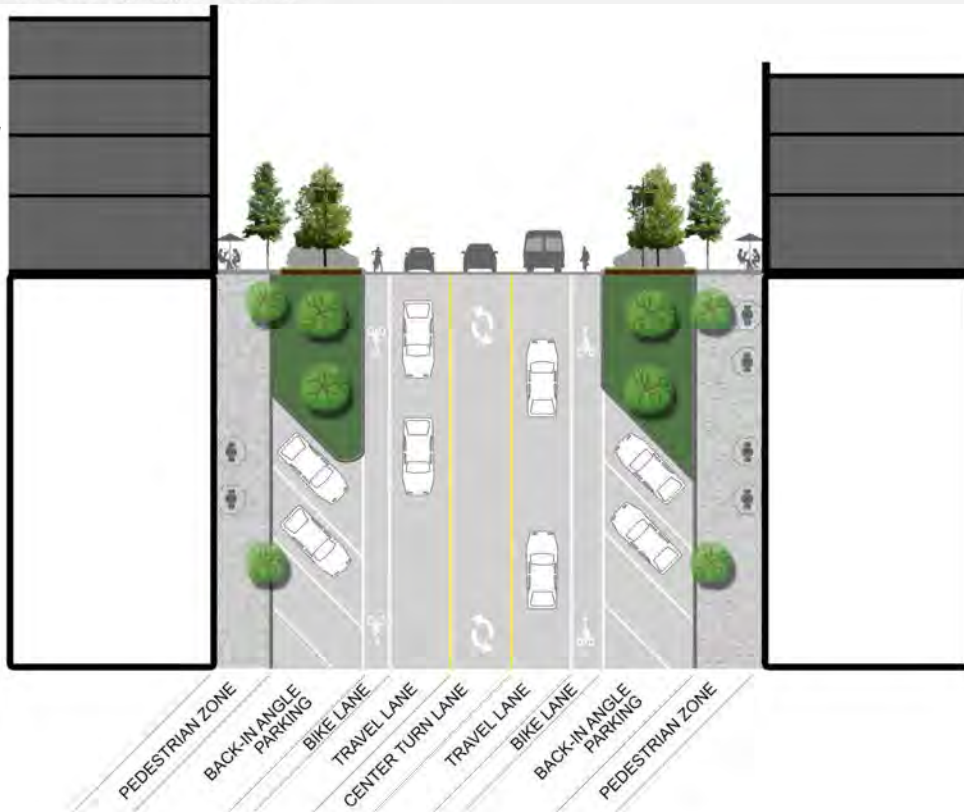
Pedestrian Zone: 8-15 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 10 Feet  
 Minimum Building Height: 3 Stories  
 Maximum Building Height: 6 Stories

*M-5 (N Cedar Hill Rd at Station)*



Pedestrian Zone: 8-15 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 25 Feet  
 Minimum Building Height: 3 Stories  
 Maximum Building Height: 6 Stories

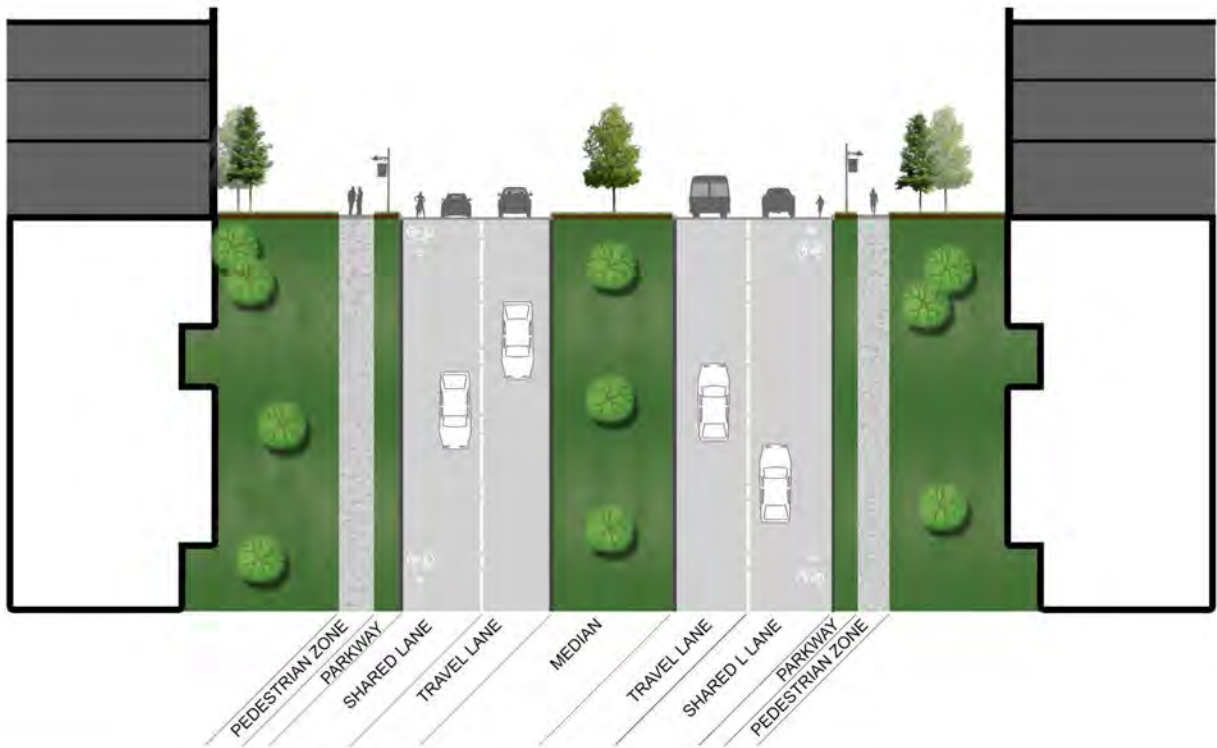
*M-6 (N Cedar Hill Rd)*



Pedestrian Zone: 8-15 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 15 Feet  
 Minimum Building Height: 3 Stories  
 Maximum Building Height: 6 Stories

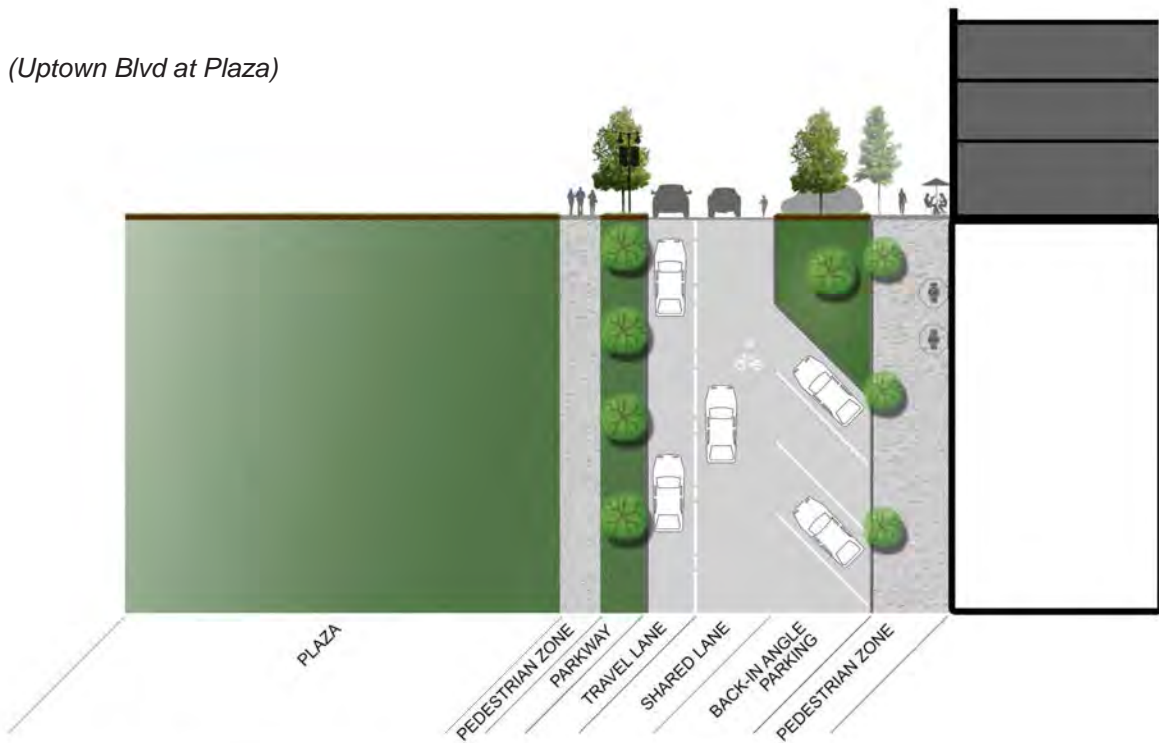


**M-7**  
(Uptown Blvd)



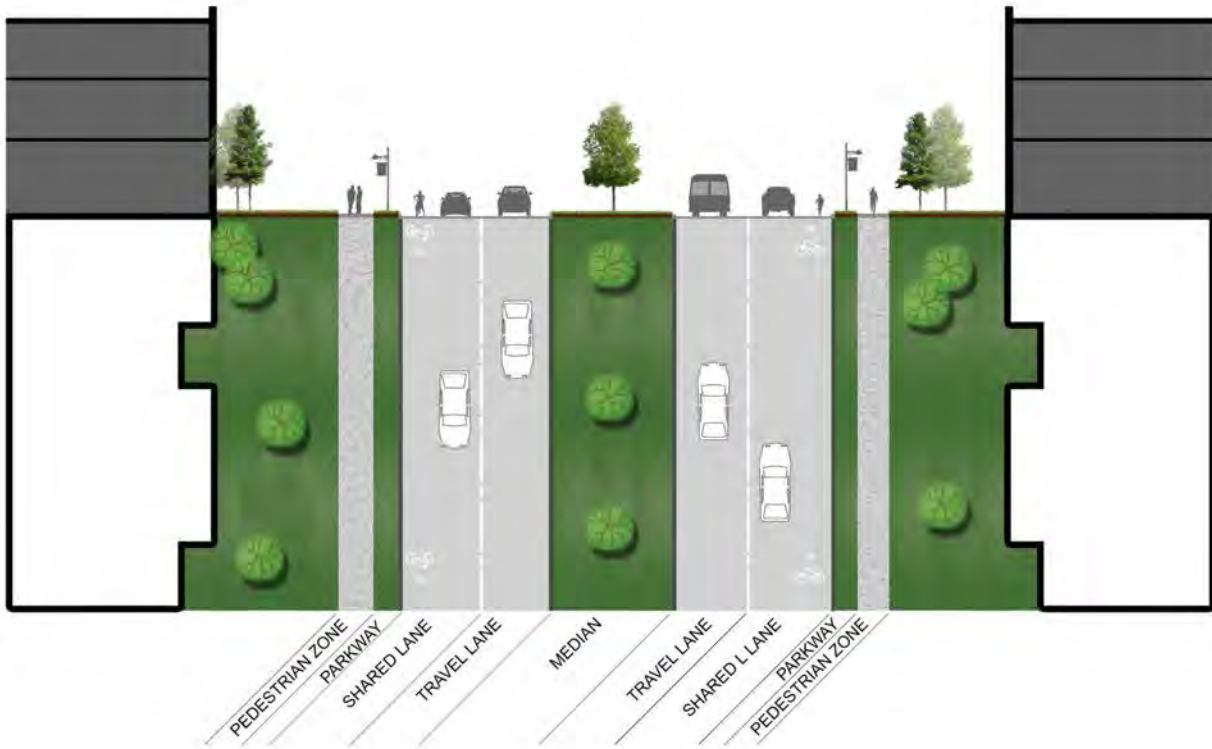
Pedestrian Zone: 8-15 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 25 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 4 Stories

**M-8** (Uptown Blvd at Plaza)



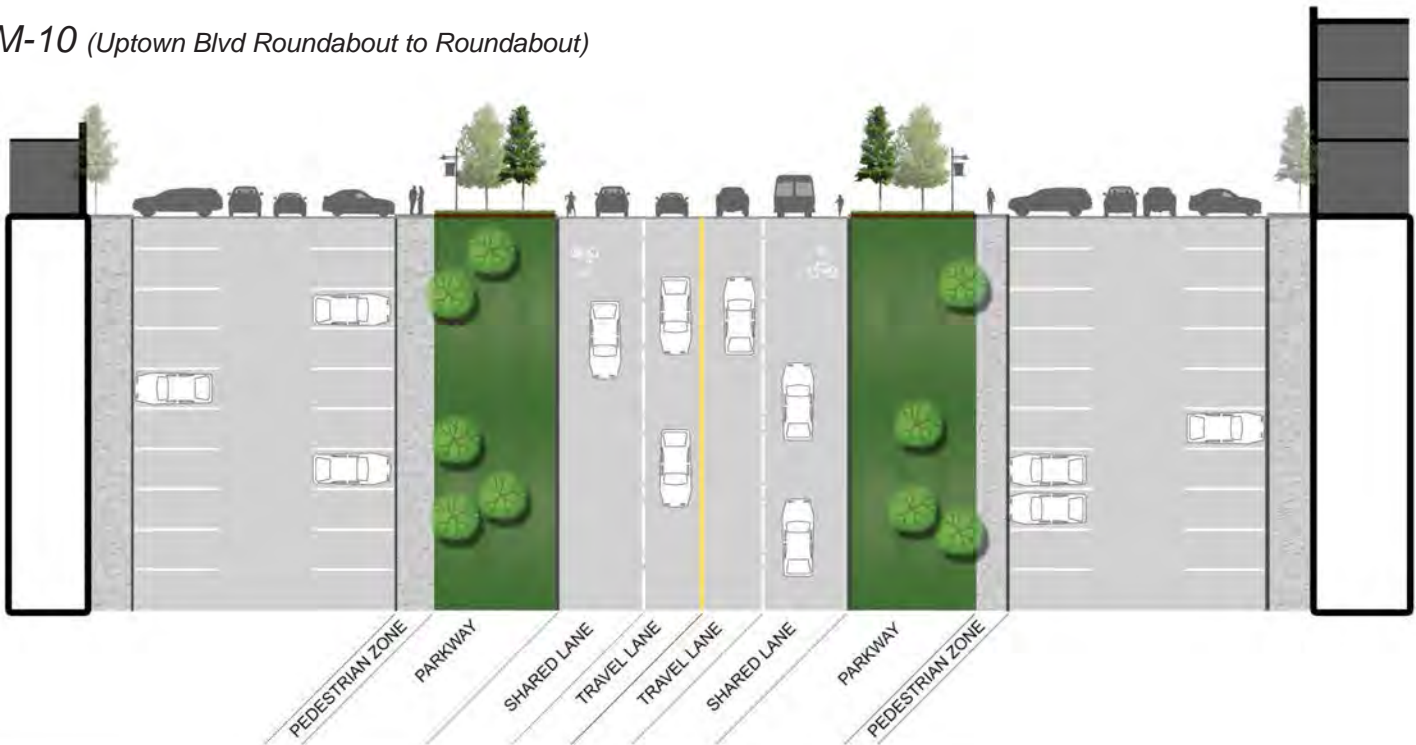
Pedestrian Zone: 10-15 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 15 Feet  
 Minimum Building Height: 3 Stories  
 Maximum Building Height: 6 Stories

**M-9**  
(Uptown Blvd)



Pedestrian Zone: 8-15 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 25 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 4 Stories

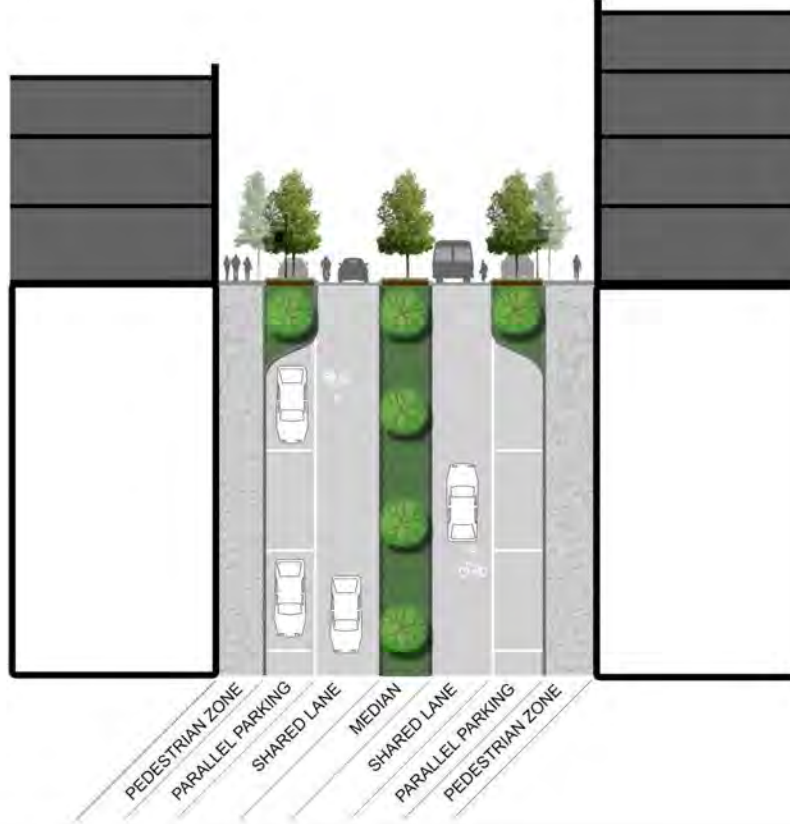
**M-10** (Uptown Blvd Roundabout to Roundabout)



Pedestrian Zone: 6-10 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 75 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 4 Stories

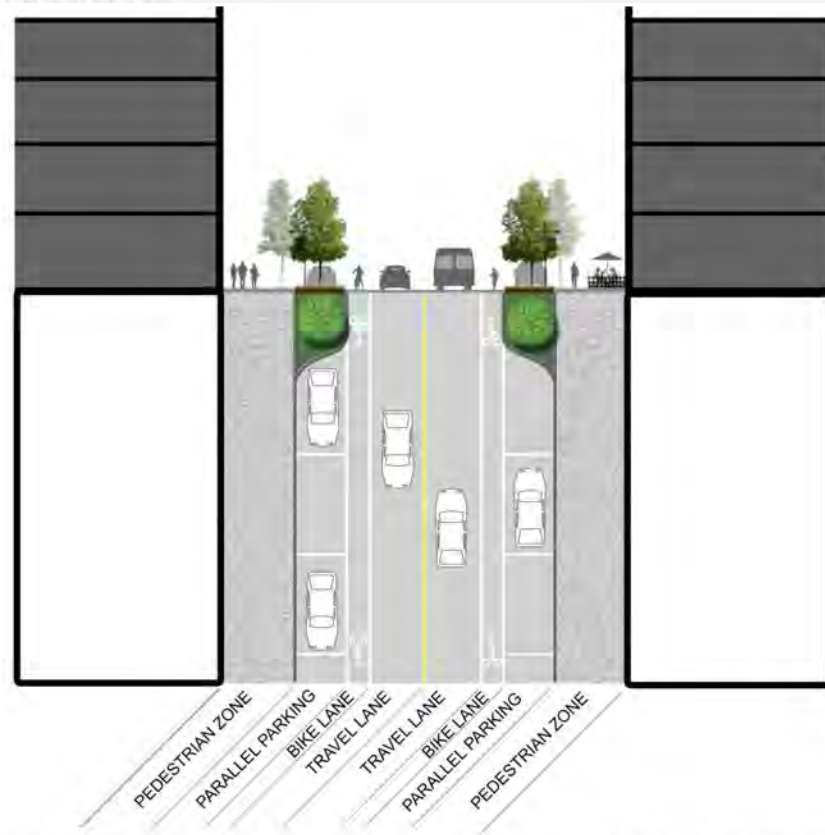


M-11 (new)



Pedestrian Zone: 8-10 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 10 Feet  
 Minimum Building Height: 3 Stories  
 Maximum Building Height: 6 Stories

M-12 (Haswell St/  
 new)



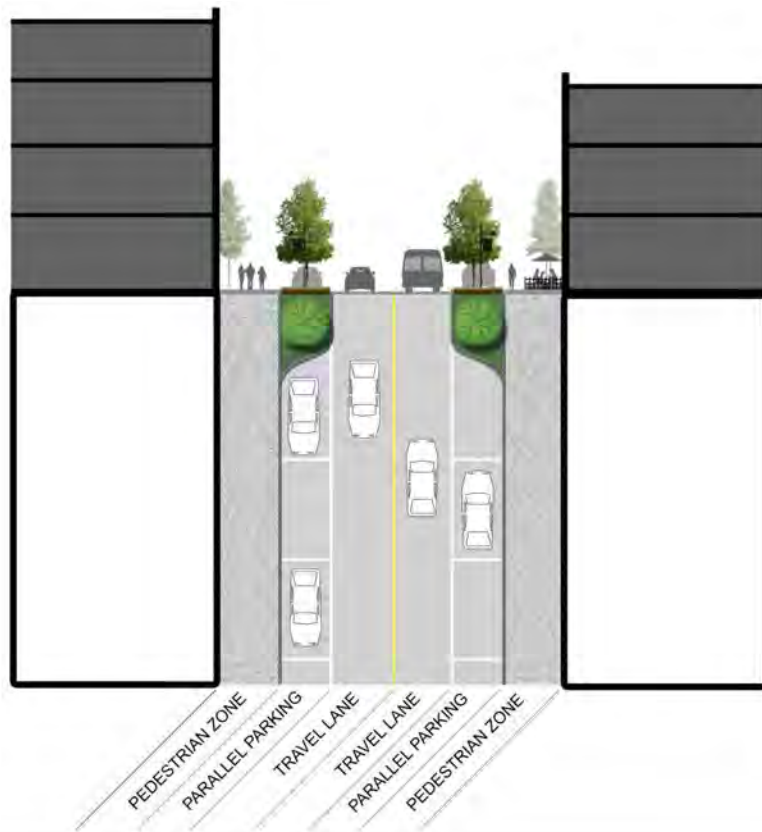
**URBAN CENTER**

Pedestrian Zone: 8-15 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 15 Feet  
 Minimum Building Height: 3 Stories  
 Maximum Building Height: 6 Stories

**URBAN GENERAL**

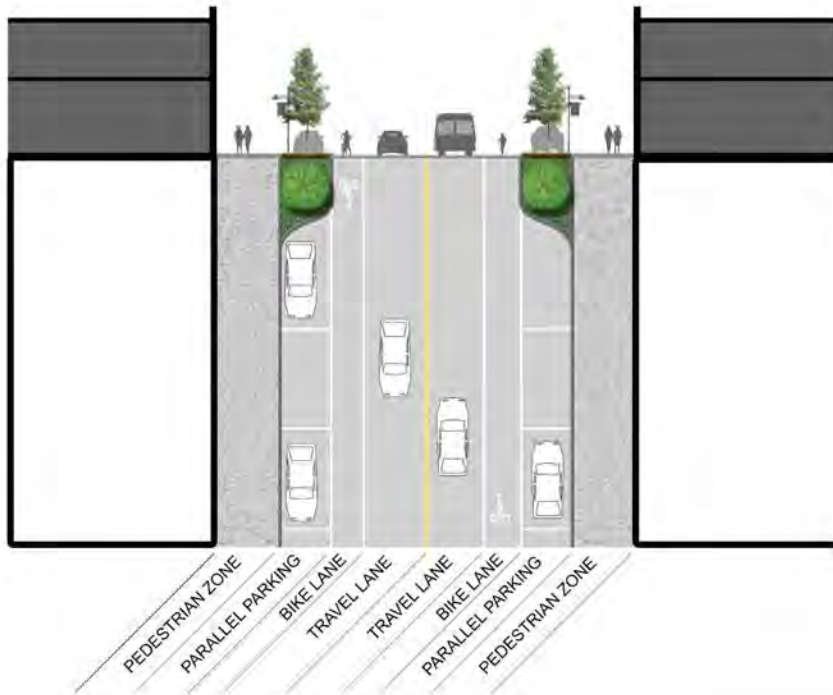
Pedestrian Zone: 6-10 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 20 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 4 Stories

M-13 (new)



Pedestrian Zone: 8-12 Feet  
Minimum Building Setback: 0 Feet  
Maximum Building Setback: 12 Feet  
Minimum Building Height: 3 Stories  
Maximum Building Height: 6 Stories

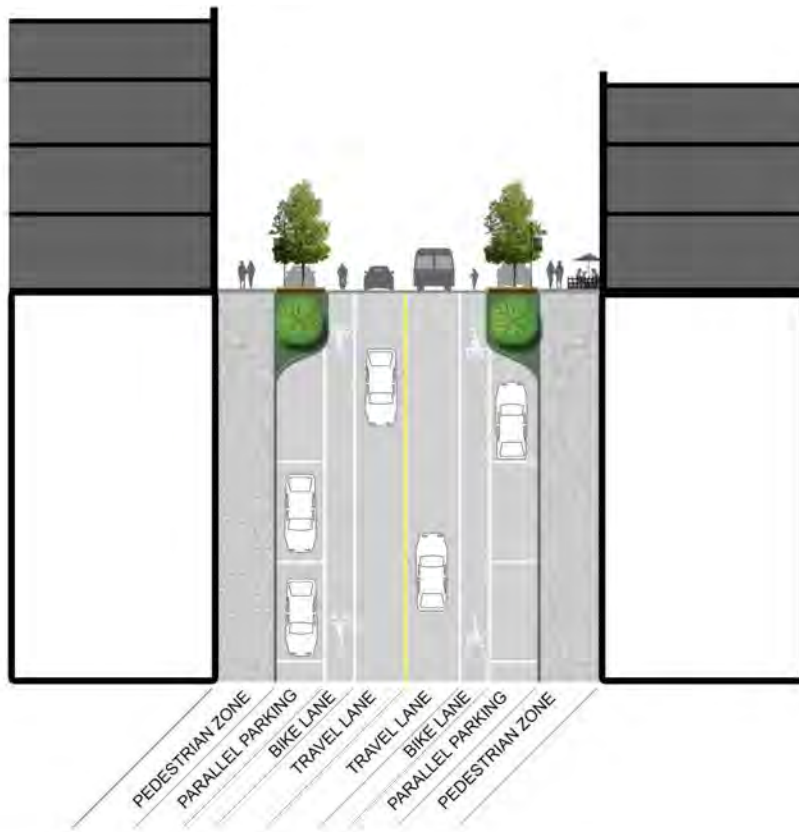
M-14 (Merrifield Dr)



Pedestrian Zone: 6-10 Feet  
Minimum Building Setback: 0 Feet  
Maximum Building Setback: 20 Feet  
Minimum Building Height: 1 Story  
Maximum Building Height: 4 Stories

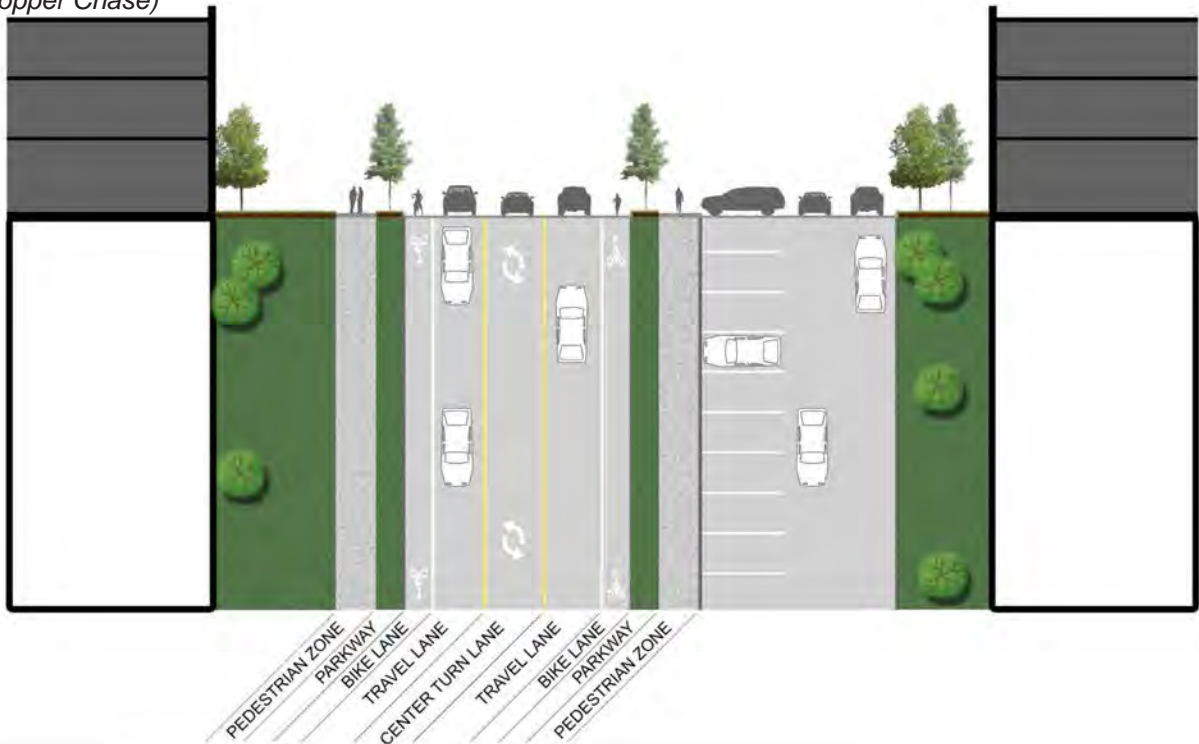


M-15 (new)



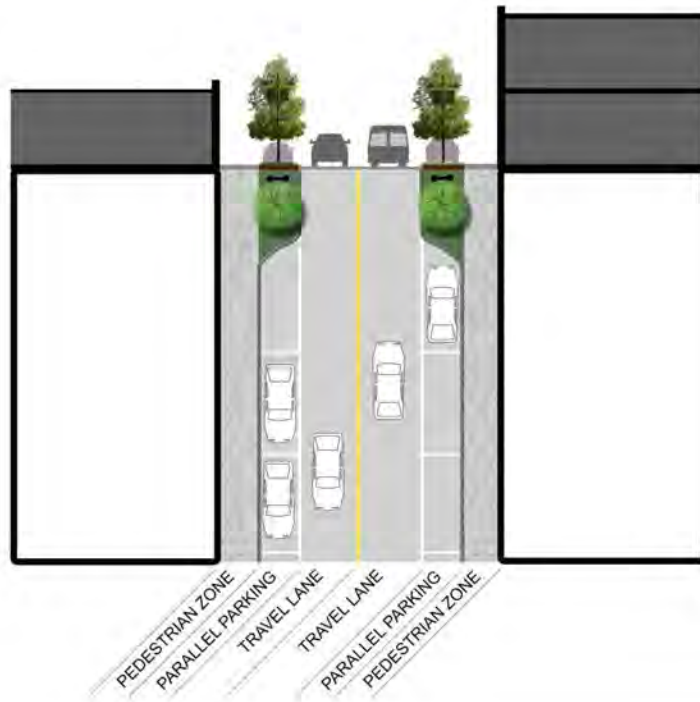
Pedestrian Zone: 8-12 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 12 Feet  
 Minimum Building Height: 3 Stories  
 Maximum Building Height: 6 Stories

M-16 (Copper Chase)



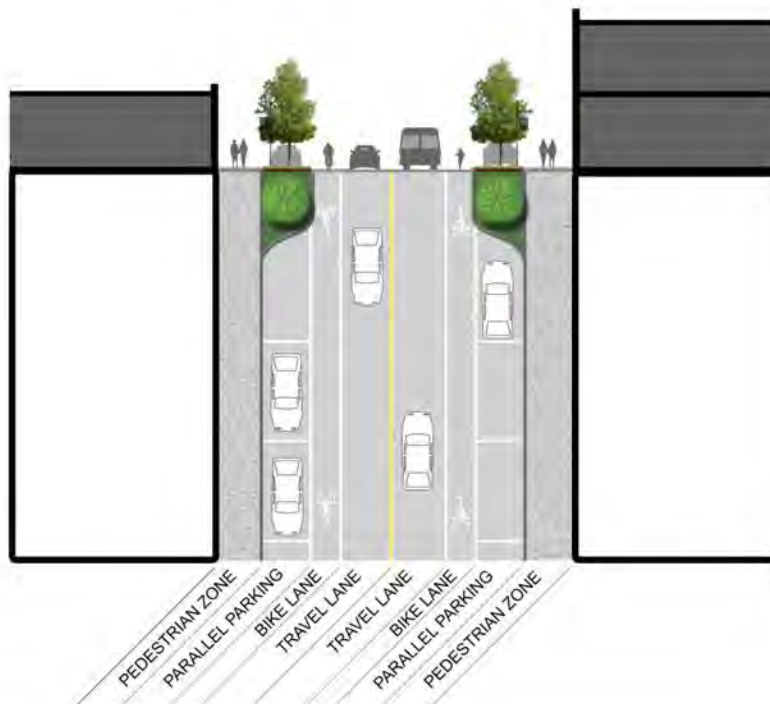
Pedestrian Zone: 6-12 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 75 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 4 Stories

M-17 (new)



Pedestrian Zone: 6-10 Feet  
Minimum Building Setback: 0 Feet  
Maximum Building Setback: 25 Feet  
Minimum Building Height: 1 Story  
Maximum Building Height: 4 Stories

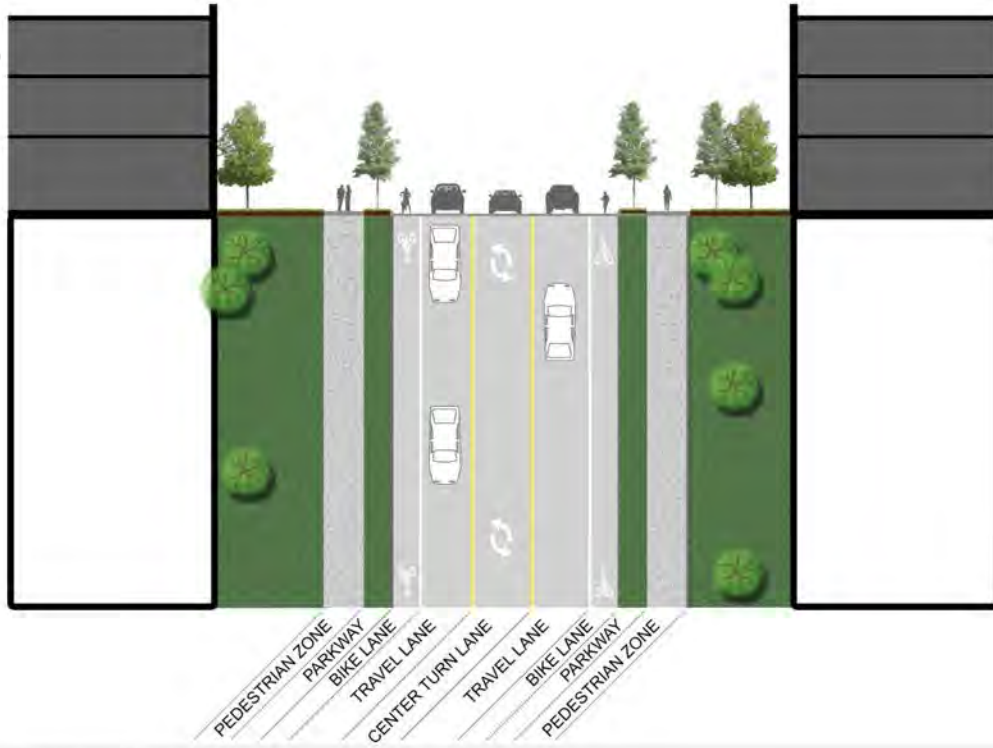
M-18 (new)



Pedestrian Zone: 6-10 Feet  
Minimum Building Setback: 0 Feet  
Maximum Building Setback: 25 Feet  
Minimum Building Height: 1 Story  
Maximum Building Height: 4 Stories

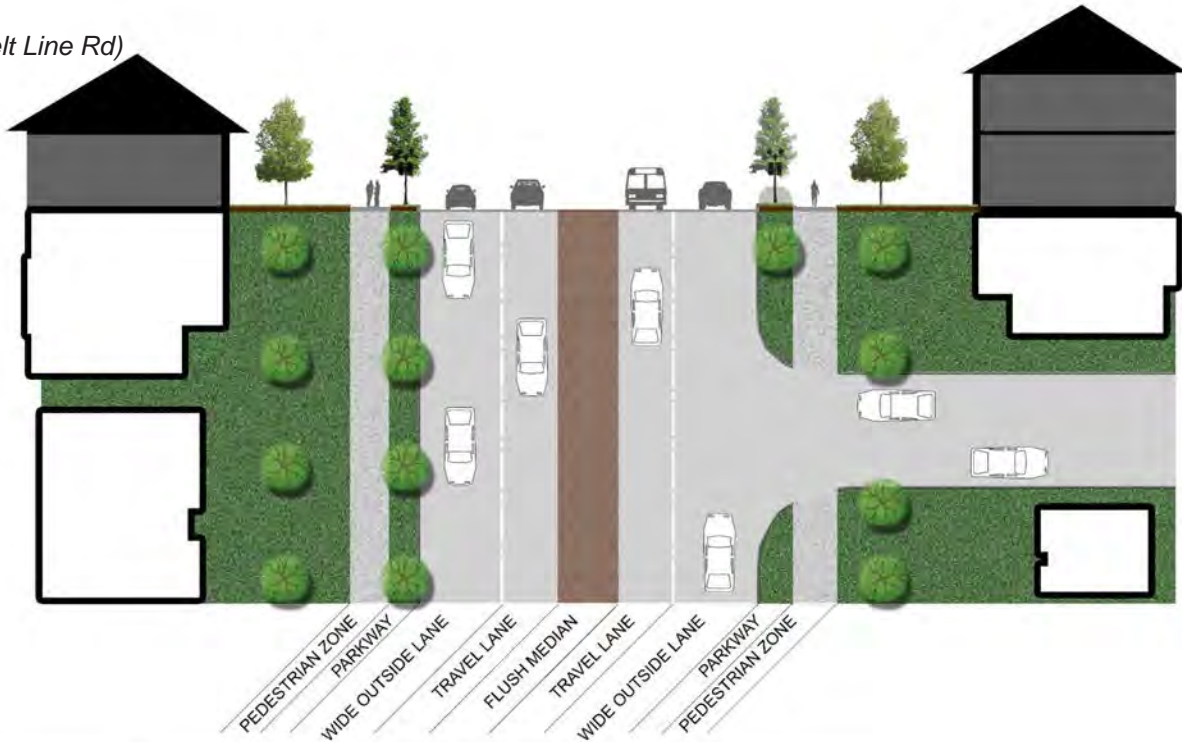


M-19 (Clark Rd)



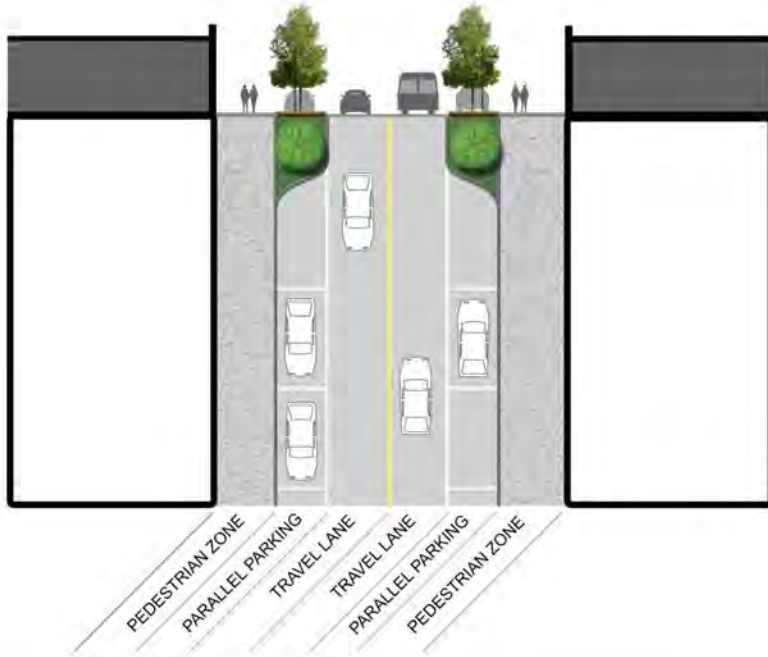
Pedestrian Zone: 6-12 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 25 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 4 Stories

H-1 (Belt Line Rd)



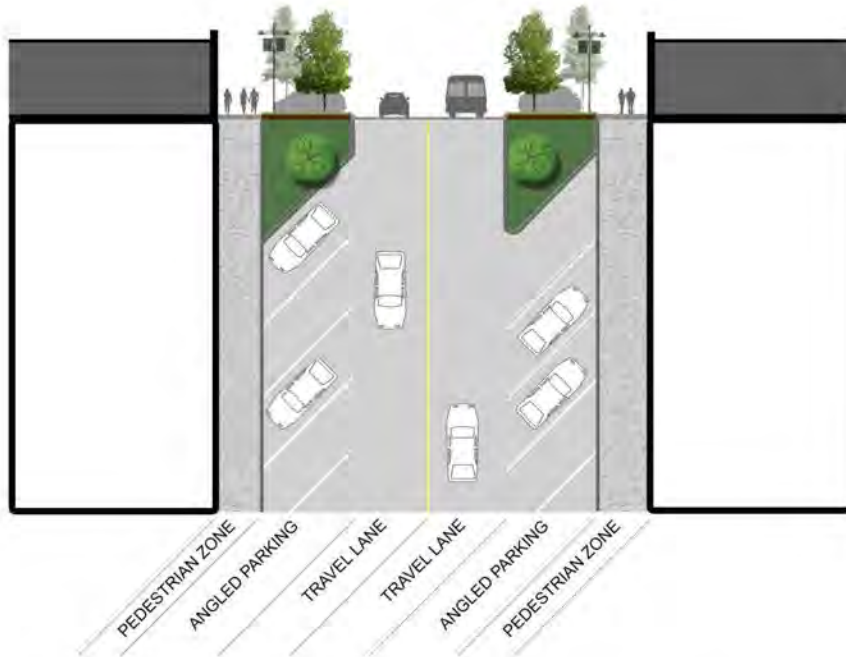
Pedestrian Zone: 4-8 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 30 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

H-2



Pedestrian Zone: 6-10 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 10 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

H-3

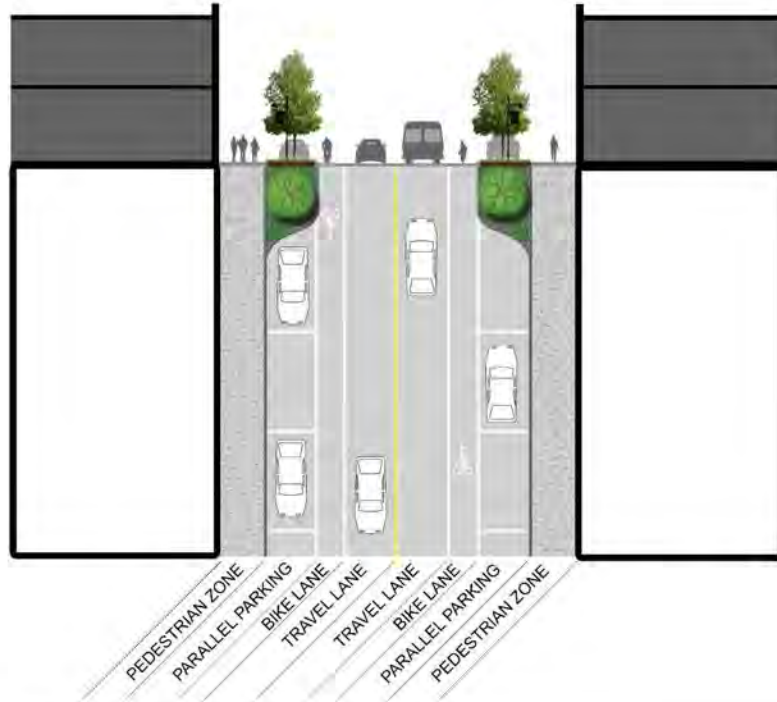


Pedestrian Zone: 6-10 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 10 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

\*Note: Optional shared lane per Bike Plan Concept map

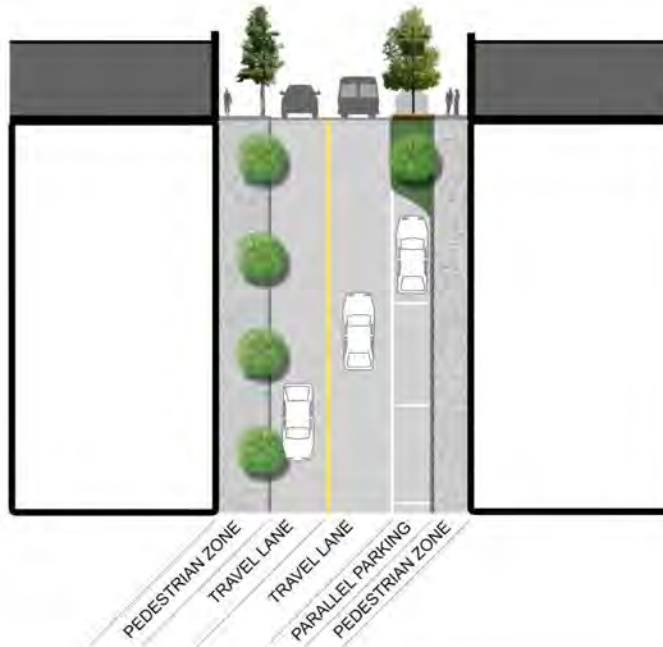


H-4



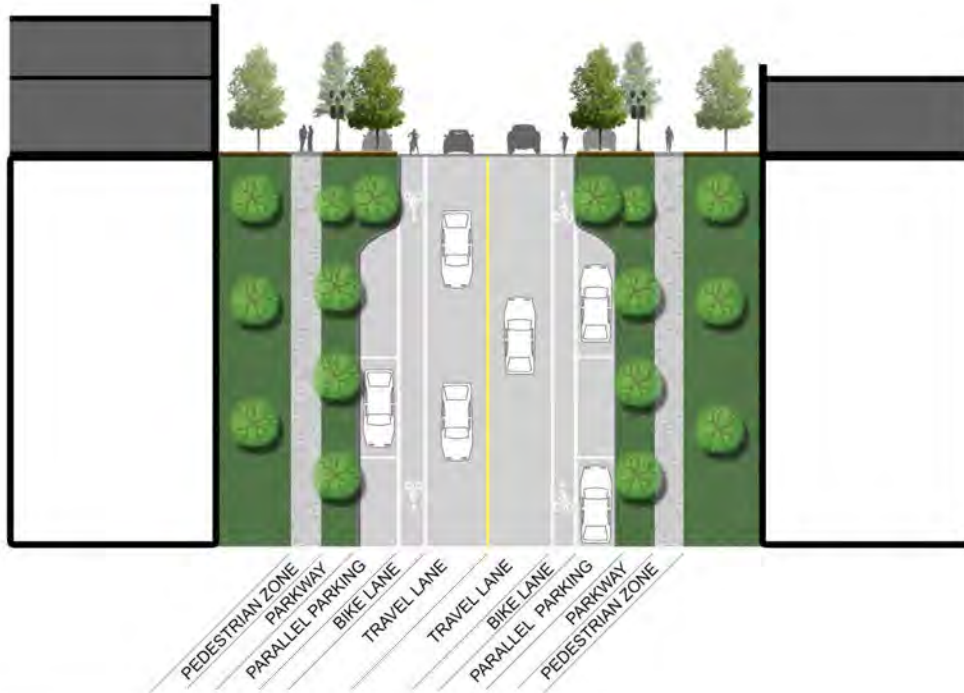
Pedestrian Zone: 6-10 Feet  
Minimum Building Setback: 0 Feet  
Maximum Building Setback: 10 Feet  
Minimum Building Height: 1 Story  
Maximum Building Height: 3 Stories

H-5



Pedestrian Zone: 6-10 Feet  
Minimum Building Setback: 0 Feet  
Maximum Building Setback: 10 Feet  
Minimum Building Height: 1 Story  
Maximum Building Height: 3 Stories

H-6



Pedestrian Zone: 6-8 Feet  
 Minimum Building Setback: 15 Feet  
 Maximum Building Setback: 25 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

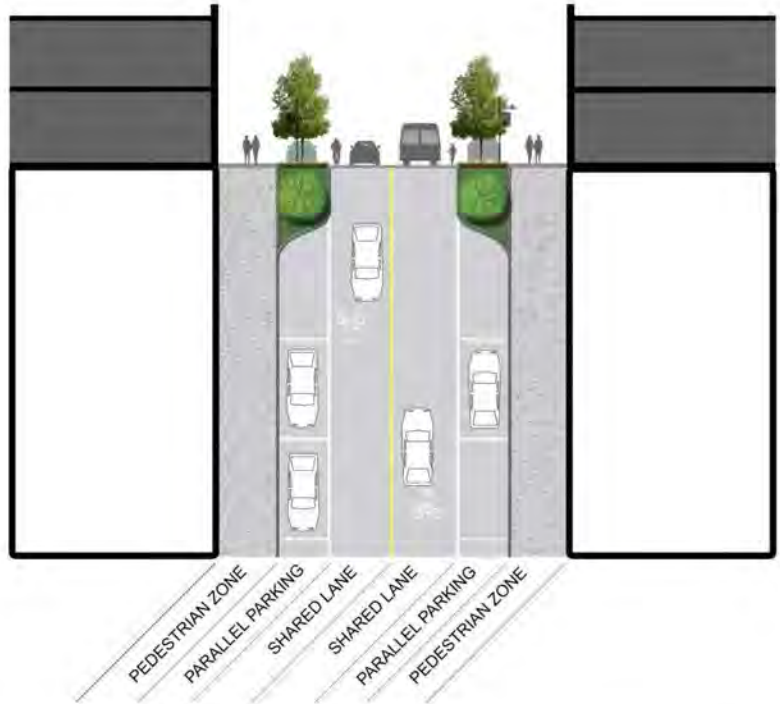
H-7



Cycle Track: 12-15 Feet



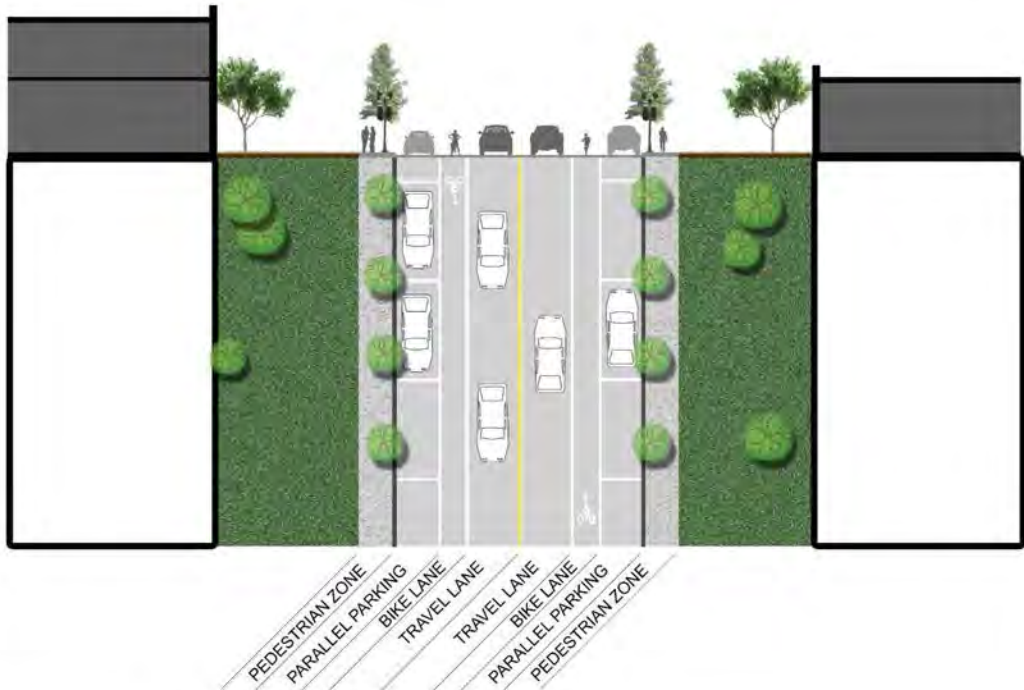
H-8



Pedestrian Zone: 8-10 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 10 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

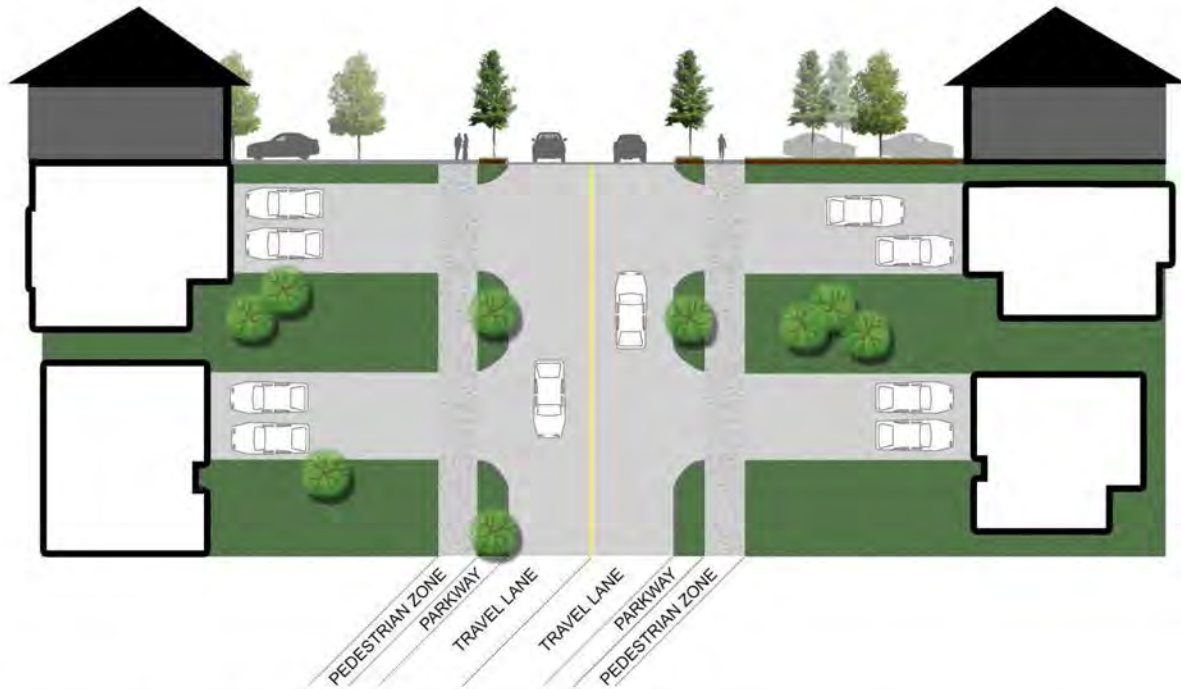
\*Note: No parking if conflicts with existing building or plaza

H-9



Pedestrian Zone: 6-8 Feet  
 Minimum Building Setback: 0 Feet  
 Maximum Building Setback: 25 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

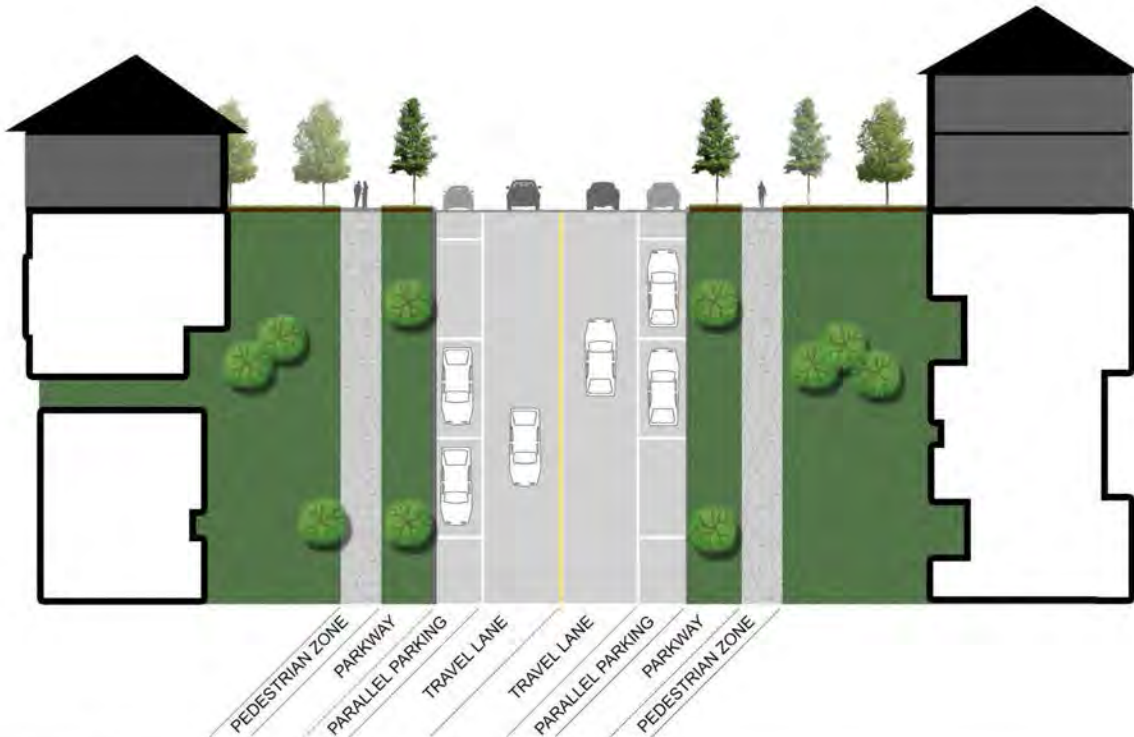
H-10



Pedestrian Zone: 6-8 Feet  
 Minimum Building Setback: 20 Feet  
 Maximum Building Setback: 30 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

\*Note: Optional shared lane per Bike Plan Concept map

H-11



Pedestrian Zone: 6-8 Feet  
 Minimum Building Setback: 5 Feet  
 Maximum Building Setback: 20 Feet  
 Minimum Building Height: 1 Story  
 Maximum Building Height: 3 Stories

\*Note: Optional shared lane per Bike Plan Concept map



## 5.4 Active Transportation

The presence of people, visibly out enjoying their neighborhoods, is a sign of the vitality of a community. Attracting people out into the community requires the provision of accessways that connect where people live or work to purposeful destinations, points of interest or gathering places nearby. These active transportation facilities that link land uses and activity area within the City Center are an integral part of the transportation infrastructure of City Center. A network of pedestrian and bicycle facilities as well as shared-use paths are proposed throughout the Historic Downtown, Midtown, and Uptown sub-districts of City Center.

### Sidewalks

Along an urban street right-of-way, the pedestrian realm is the space between the roadway curb and right-of-way line and/or building line. This pedestrian realm can be physically and psychologically separated from adjacent travel lanes in two ways: first, space within the pedestrian realm can be allocated to street landscaping and street furnishings and should generally be at least three feet in width; second, space within the roadway can be allocated to 7- to 8-foot wide parking lanes and/or bike lanes or cycle tracks. Adjacent to buildings at the right of way line, a one- to two-foot clear zone should be provided. Parking, if provided, should be terminated in advance of the intersection corners and the sidewalk realm extended, or bulbed out, to the corner radius. The unobstructed sidewalk space within the pedestrian realm should be at least 5 feet wide to comply with the pending requirement of the Americans with Disabilities Act, and should also comply with City standards. Sidewalks are typically made of concrete, though brick or concrete pavers may be used in special pedestrian activity areas.

### Sidewalks in Uptown District

Sidewalks are currently provided along the northwestern and northern periphery of Uptown on Pleasant Run Road and Cedar Hill Road and within the central oval roadway of the development. Sidewalks and/or designated walkways are proposed to extend from the sidewalks and future sidepaths along FM 1382 to the two main entries into Uptown district.

### Sidewalks in Midtown District

All streets in Midtown should have sidewalks on both sides of the street, unless otherwise justified. As appropriate, all sidewalks should be buffered from adjacent moving lanes by parking or landscaped area.



An example of a walkable street in Seattle, WA



Dallas Area Rapid Transit at Baylor University Medical Center Station

## Pedestrian Priority Streets

Consistent with the Complete Streets concept for streets in City Center, all streets should typically be provided with pedestrian accommodations. Some streets in the plan are designated as Pedestrian Priority Streets (Map 21) and are intended to be provided with heightened levels of pedestrian amenities, comfort, access and safety. Design of pedestrian priority streets should include 8 to 10-foot wide sidewalks, encourage lower speed vehicular travel and should provide well-marked pedestrian crossings with heightened traffic control, pedestrian amenities, and a buffer between pedestrians and moving traffic using either parking or landscaping. These streets have been designated due to their proximity to major activity areas, higher density development and/or key connectivity between these areas.



Map 21: Pedestrian Priority Streets



### ***Pedestrian Priority Streets Proposed for Uptown***

Pedestrian conveyance should be accommodated from the intersection of Uptown Boulevard at FM 1382 to the core of Uptown activity by adding an 8-foot wide sidewalk along the eastern edge of the entry roadway to connect to the upper entryway near Dick's Sporting Goods. Likewise, pedestrian conveyance should be accommodated from the intersection of N. Clark Road at FM 1382 to the core of Uptown activity by adding an 8-foot wide sidewalk along the edge of the entry roadway to connect to the upper entryway near Kirkland's. East-west continuity of the sidewalks along both sides of FM 1382 through City Center are to be provided.

The pedestrian facilities should be enhanced with wayfinding signage and appropriate aesthetic treatments. The pedestrian crossing signals at the intersections of FM 1382 at Uptown Boulevard and FM 1382 at N. Clark Road should be enhanced to add countdown features and adequate crossing time.

### ***Pedestrian Priority Streets Proposed for Midtown***

Selected streets are identified to serve as pedestrian priority corridors that provide either key linkages or are anticipated to have high pedestrian traffic, and are to have either 8-foot wide sidewalks along one or both sides or would have adjacent 10- to 12-foot wide trails on separate rights-of-way.

### ***Pedestrian Priority Streets Proposed for Downtown***

Belt Line Road should have 8-foot wide sidepaths serving its adjacent one-to-two story commercial development, creating an enhanced linear retail pedestrian environment along the arterial roadway from Uptown Boulevard to Main Street. The 8-foot wide sidewalks would extend along Main Street from Belt Line Road to Cooper Street and connect the Uptown and Belt Line developments to the Downtown Square. Cooper Street and Hardy Street would be re-constructed to provide 5 to 8-foot wide sidewalks on both sides to serve the emerging redevelopment of the corridor.

### **Off-Street Shared Use Paths (Trails)**

As described in the City Trails Master Plan developed by the Park and Recreation Department, a shared use path is a hard-surface path (generally asphalt or concrete) that is at least 10 feet wide and typically 10 to 12 feet in width. Most often multi-use paths are on rights-of-way separate from the street, but in some cases the path can parallel the roadway with at least 5 feet of separation.

### ***Shared Use Paths Proposed for Uptown***

The City Parks, Recreation, Trails and Open Space (PRTOS) Plan calls for a trail along the drainageway east of Uptown Village. The PRTOS Plan also calls for sidepaths along Pleasant Run Road, Cedar Hill Road and FM 1382 passing through the study area. These planned improvements are incorporated into this plan for City Center. Currently, there are only 5-foot sidewalks along each side of Pleasant Run Road, a segment of 5-foot sidewalk along Cedar Hill Road, and a scattering of 5-foot sidewalks along FM 1382.

### ***Shared Use Paths Proposed for Midtown***

As included in the PRTOS Plan, a proposed significant shared use path is proposed along the Bentle Branch flood plain south of sidewalk/sidepath connections along Cedar Hill Road and FM 1382. The path extends along the west side of the City Hall Complex and into the vicinity of the proposed rail station. The hike and bike trail transitions to a network of side paths and sidewalks south of City Hall.

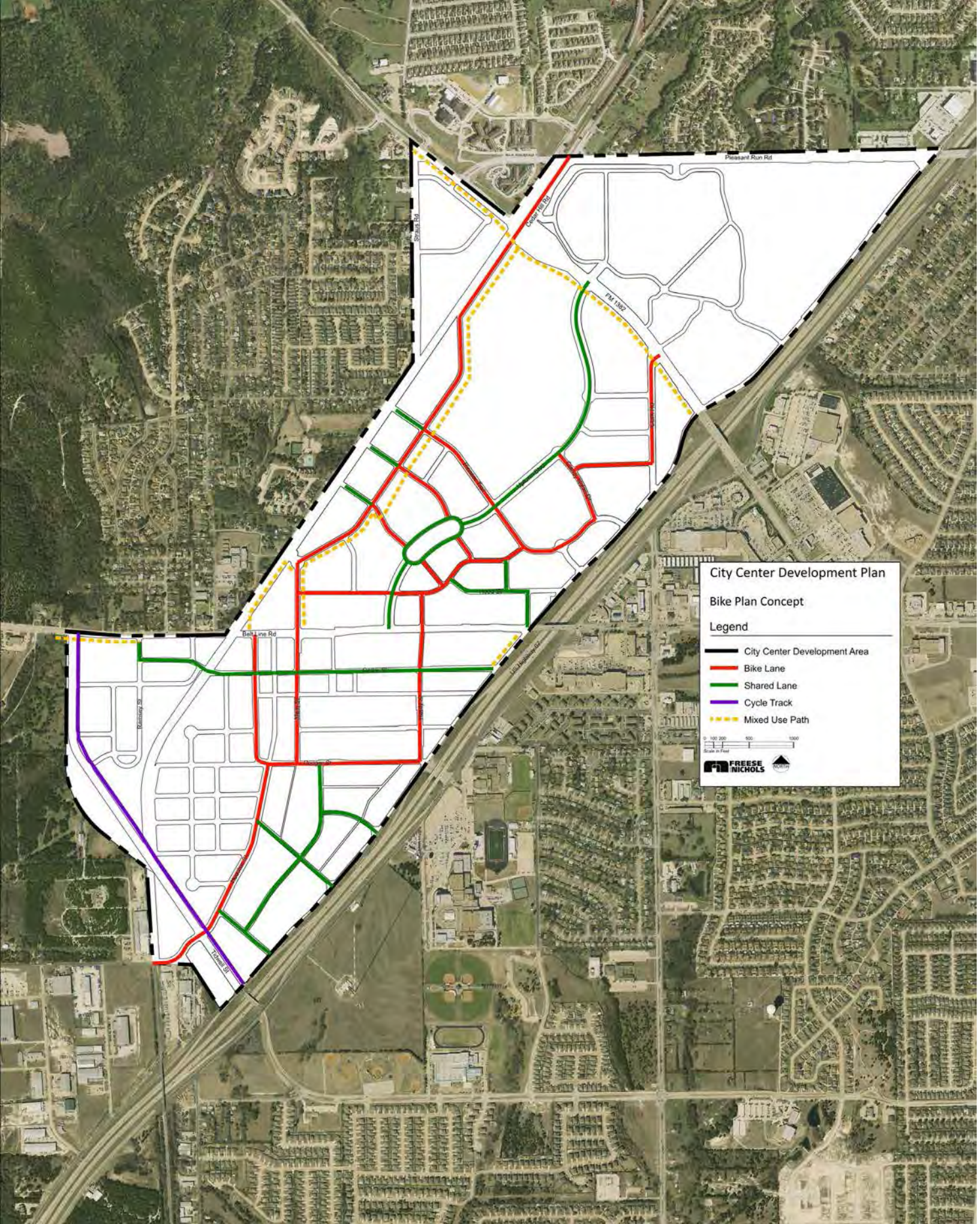


*A bike rack in an urban setting*



*A bike symbol on concrete*





Map 22: Bike Plan Concept



### **Shared Use Paths Proposed for Downtown**

The PRTOS Plan includes a concept for trail loops that extend along Main Street and Cooper Street and are reflected in this plan for City Center.

### **On-Street Bicycle Facilities Design**

A bicyclist has all of the rights and responsibilities of any motorized vehicle driver on public, non-interstate roadways. The extent to which special designated bicycle facilities need to be provided depends upon the targeted user group and the intensity of the traffic sharing that roadway segment. As City Center consists of numerous roadway types and conditions, there are a range of bicycle facility types included in the Bike Plan Concept (Map 22).

#### **Shared Lanes**

At the basic level, a travel lane would be shared by bicyclists and motor vehicles. All non-designated streets that a bicyclist might choose to ride on would be shared lanes. When a street is designated as a bicycle route, the lane to be shared requires careful consideration. If speeds are 30 MPH or less and volumes are fairly low, a bicyclist can share a lane with motorists, one behind the other, that is 12 feet wide or less, preferably less for speed management. As volumes increase on the street and/or speeds are in the 35 to 40 MPH range, a shared lane should be widened to between 14 and 15 feet so the lane may be shared side by side by bicycle and motor vehicle. City Center shared lanes designated as bike routes would typically be on streets with travel speeds of 30 MPH and with anticipated traffic volumes of less than 2,000 vehicles per day (vpd).

#### **Bike Lanes and Shoulder Lanes**

As the intensity of traffic increases beyond 2,000 vpd or over 30 MPH on streets intended for bicycle facilities, bike lanes are common applications for accommodating bicyclists in the traffic stream on the roadway. Bike lanes are typically placed adjacent to the curb line of the roadway and are typically 5 to 7 feet in width, depending on the gutter line design along that edge. The lane allocation to the bicycle mode is designated by painted stripes, with a variety of striping designs for the lane separation, ranging from a 6 to 8 inch wide line to a 3 to 5 foot wide striped buffer area, with the greater separation desired to encourage bicycling in the corridor.

#### **Cycle Tracks**

An enhanced version of the bike lane is provided by the cycle track. In this facility type, the bicycle lane is physically separated from the travel lane by a curb or other raised element, positioning it more functionally



An example of a marked shared lane. Image source: Eric Albrecht



An example of a bike lane. Image source: Dan Burden



An example of a cycle track. Image source: [cbuscyclechic.wordpress.com](http://cbuscyclechic.wordpress.com)

alongside the sidewalk. A cycle track may be one-way along either side of the roadway, or may be two-way along one side of the roadway.

### ***Bicycle Facilities Proposed for Uptown***

Bike lanes are proposed on Cedar Hill Road, consistent with the City's bike plan, which would pass under FM 1382 and continue as bike lanes on Cedar Hill Road in Midtown. Uptown Boulevard proceeding into the oval roadway of the Uptown Village development would be designated as shared lanes for bicyclists and motorists, with less skilled bicyclists provided an adjacent sidepath leading to the upper building entry near Dick's Sporting Goods. The City's bike plan also appears to plan for bike lanes along the high volume/high speed FM 1382 roadway, but given that their implementation would be under the control of TxDOT, are not considered for specific inclusion in this City Center Plan.

### ***Bicycle Facilities Proposed for Midtown***

Bike lanes are proposed on Cedar Hill Road/Main Street from below FM 1382 to Belt Line Road, consistent with the City's bike plan. This route will be the primary bicycling spine through Midtown. The bike plan also calls for bike lanes on Uptown Boulevard from Belt Line Road to FM 1382, which could be initially implemented by reducing the two 12-foot travel lanes to 10-foot lanes and striping a 4-foot wide bike lane against the integral curb (no gutter seam) in each direction according to NACTO's guide for urban retrofit. Ultimately, once the infill development evolves, traffic along Uptown Boulevard will encounter more interference and speeds will be reduced, allowing the transition of the 4-foot bike lane into a 14-foot wide shared curb lane. East-west streets would generally be provided with either bike lanes or shared lanes, lessening the need for bicyclists to traverse Uptown Boulevard.

### ***Bicycle Facilities Proposed for Downtown***

Bicycle lanes will extend along Main Street and Houston Street to Tidwell Road and from Houston Street to US 67, consistent with the Bicycle and Pedestrian Plan developed by the Parks Department. The City's bicycle plan also calls for a cycle track to be placed along Tidwell Road as it passes through City Center from US 67 to Belt Line Road, which is incorporated in the City Center Plan.

## **5.5**

# **Multimodal Transportation Center/Midtown TOD Rail Station Concept**

## **Rail Station Location Principles**

Defining the location of the regional rail station was an important early step in refining the Vision Plan concept. As there will only be one regional rail stop serving City Center destinations, a careful evaluation was undertaken. The location with the greatest potential to advance the City's vision for high quality, sustainable, transit-oriented development is Midtown.

To leverage investment in the rail service, the City's vision calls for TOD with a balanced mix of uses, including retail, residential and non-residential uses, in a transit-supportive development form. The vision, land use organization and planned connectivity for Midtown is consistent with accepted definitions, which describe effective TOD projects as having the following characteristics:

- orient to and focus on the transit or rail station;
- compact and walkable with a diverse mix of uses;
- includes civic or public spaces for interaction;
- promotes pedestrian activity;
- functions best with a connected street grid;
- fosters pedestrian and bicycle connectivity; and
- increases transit ridership.

The Midtown station selection becomes the centerpiece for City Center and the transit-oriented development that surrounds it. It will help to effectively support:

- visibility for City Center;
- access to development sites with the greatest potential for increased residential, employment, retail, and entertainment opportunities;
- walkability to activity centers;
- connectivity for drivers, pedestrians, and bicyclists; and
- passenger convenience – helping complete the last mile of the trip.

While connection to the future rail station is a key component of the plan, development pattern and land uses have been planned to be successful prior to the operation and construction of the rail stop itself. The station design should incorporate the basic platform and shelter into a station building and surrounding area



that gives more prominence to the train station. The building should accommodate commercial uses and a waiting area, and it should be located in an appropriately themed civic space. This facility could be a functional public facility in advance of the train operations. Such a strategy sets the tone for City Center and kicks off the transition to transit-oriented development.



A new transit-oriented development along Charlotte Area Transit Systems. Image source: <http://thesource.metro.net>



## Location

The proposed rail station is strategically located at a central axis consisting of the station, City Hall, and the movie theater. The formation of a central oval and community gathering space between City Hall and the theater is an essential part of this central axis, to receive the energies brought to City Center via the future rail service and to give a place for hosting public events. The station location is within a quarter mile walking distance of the majority of the higher density development in the Midtown area.

## Mode Choices and Accommodations

With the current mixture and dispersed pattern of land uses, the predominant mode of transportation to access the developments in City Center is the personal automobile. As development begins to intensify and infill to more walkable form, and residential development is added to the mixture of land uses, walking and bicycling modes will become more prominent, and transit circulator service may become more a part of the mobility solution for City Center. Peak parking demand will likely increase to match or exceed available close-by supply, so shuttling from further away parking becomes a needed service to promote park once while visiting multiple venues.

## Commuter Park-and-Ride

The service concept for commuter rail along the US 67 corridor identifies a commuter park-and-ride station near the interchange of US 67 and the planned Loop 9, just south of City Center. With the formal park-and-ride at that location, demand for commuter parking in City Center should be minimized. Station parking is shown

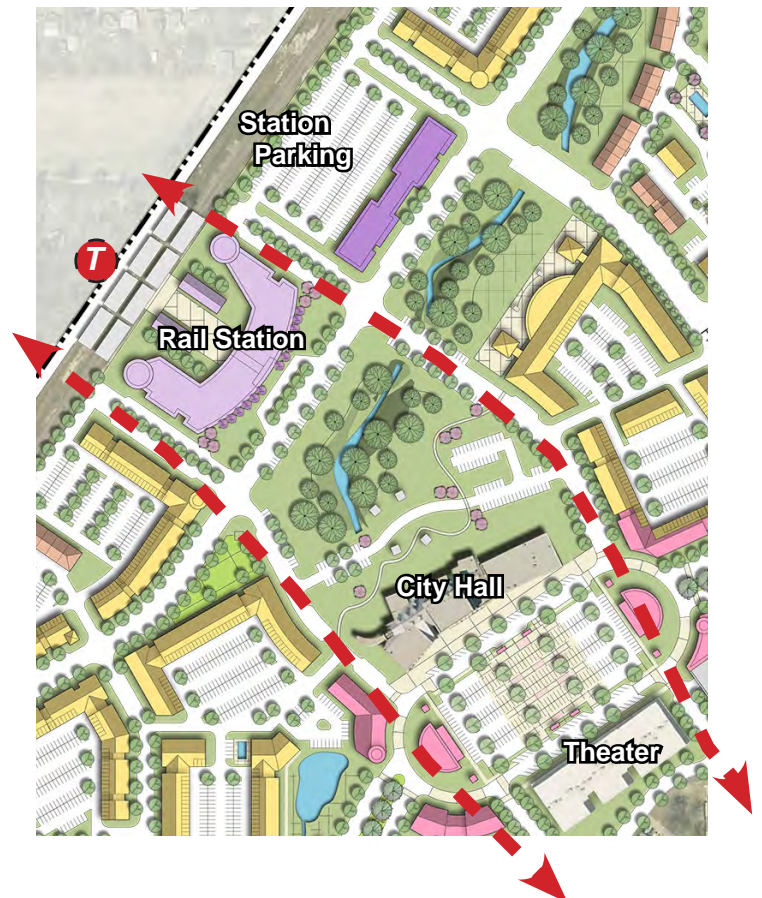


An example of a Commuter Park & Ride station. Image source: Virginia Department of Transportation

on the development concept plan north of the proposed station but located behind infill buildings which serve as a visual screen for parking.

## Access and Circulation at the Station

The alignment of Cedar Hill Road is proposed to be shifted away from the railroad tracks at the station platform to introduce a transit service building between the rail platform and Cedar Hill Road. This building is conceived to precede the planned commuter rail service to serve as a focal point for the community as well as the future rail station. A curbside bus loading zone will be designated along the west side of Cedar Hill Road at the station frontage for the local transit circulator service to the station and emergency access only. Kiss and Ride activities will be accommodated in short term curbside parking on the new side street blocks created adjacent to the station. A backage road will be created from the former alignment of Cedar Hill Road that provides localized circulation near the station and also provides service access to the back of the residential and commercial development on either side of the station. The backage road is interrupted at the station platform and brought alongside each side of the station building to connect to Cedar Hill Road, allowing for pick-up and drop-off circulation.





## 5.6 City Center Circulator

An important feature of this plan's mobility approach is the inclusion of a circulator. A circulator service would help to encourage trip making by train without the need for a car at the destination. The circulator would also serve to allow drivers to park in one location and visit multiple destinations within City Center, which is fundamental to an integrated mobility strategy for the three City Center zones. With the regional rail extension already planned, the City should emphasize transit investments to take advantage of the arrival of regional rail transit.

Planning for, and implementing over time, a circulator system that connects the Cedar Hill station to the three City Center zones – Uptown, Midtown and Historic Downtown. The circulator connects activity areas, as well as potential development areas. For the purposes of this plan, the term circulator can refer to a rubber tire trolley or a streetcar that runs on steel rails.

Circulator service is a form of bus service, typically operating on a fixed-route and schedule, that operates within the confines of a small area, such as a downtown area, regional activity center (large office and/or retail employment centers, military installations), or suburban neighborhood. These routes typically connect to other more regional transit services, such as local bus routes or rail stations in large urbanized areas. These circulators cater to short trips (typically less than one mile), and passenger fares are typically nominal or free. Circulator service can be phased into operation in multiple phases, as discussed below for City Center, dependent on the start of operations of regional rail service along the Midlothian Corridor Commuter Rail.

### Coordination with Areawide Transit Services

With the focus of this report on how the potential circulator service would be incorporated into the infrastructure of the street network, it is important to recognize that the future train station would also need to provide for service from non-park and ride transit services. In the future, citywide transit service may be considered by the City. The operator of the planned commuter rail service, potentially DART, may have concepts for local transit feeder service that are different and potentially more expansive than the current concepts for the City Center circulator. The planning for

transit feeder services to and from this passenger rail station will need to evolve as the commuter rail service nears fruition.

### Initial City Center Circulation Service Options

Initially, circulator service could be provided on a small scale on a fixed route. A city-contracted shuttle service could provide limited stop fixed route service between two or more specific locations, such as Uptown Village and the movie theater, with one or more intermediate service stops. With each increasing quality level of service for the circulator comes an increasing cost and complexity to provide that service.

### Phase 1: Fixed Route Circulator Service Concept

As depicted in Phase 1 Circulator Alignment (Map 23), service will be implemented as development in Midtown intensifies and Downtown development emerges, but before rail service commences. Phase 1 fixed route concept provides one circulator route that connects all three sub-districts. This route will form a spine of service mostly along Uptown Boulevard and will serve Historic Downtown as well as Uptown Village and provide mobility throughout the districts. The operation of a regular schedule of fixed route transit service will require a significant investment to provide passenger amenities (stops, information) and to provide for reliable vehicle fleet operations.

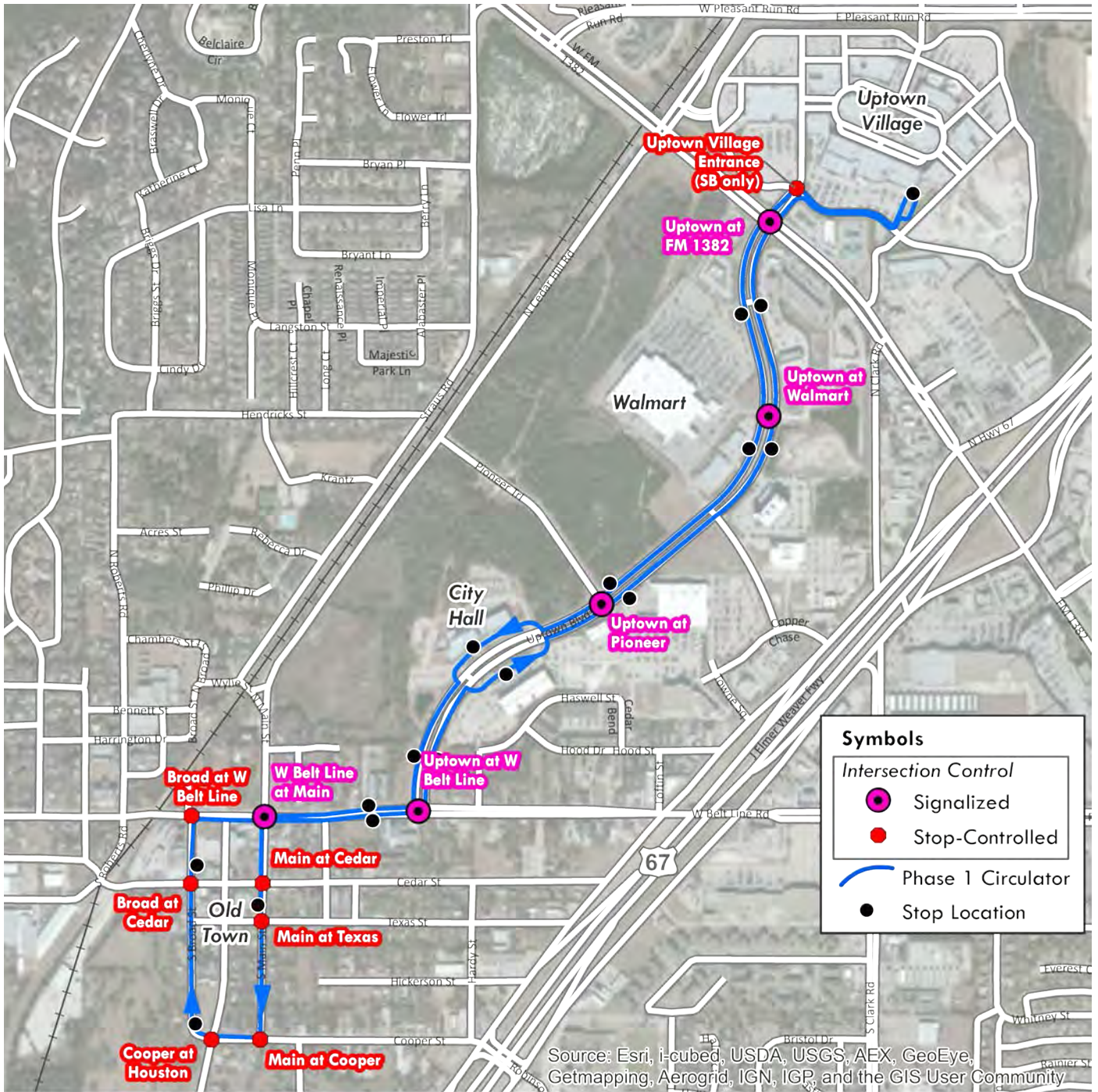
### Phase 2: Fixed Route Circulator Service Concept

As depicted in Phase 2 Circulator Alignments (Map 25), it is expected that Phase 2 of circulator service will coincide with higher central densities, more residents, and more activity near the future regional rail station in Midtown, all of which provide a supportive transit and pedestrian-oriented environment. Phase 2 circulator service will involve two routes to serve different activity areas. Uptown Village will still be a central transit spine within the three sub-districts. One of the routes will operate a Midtown to Historic Downtown pattern while the other route will operate a Midtown to Uptown Village pattern. These two routes will serve to provide mobility throughout the district as well as provide last mile connectivity from the regional rail station.



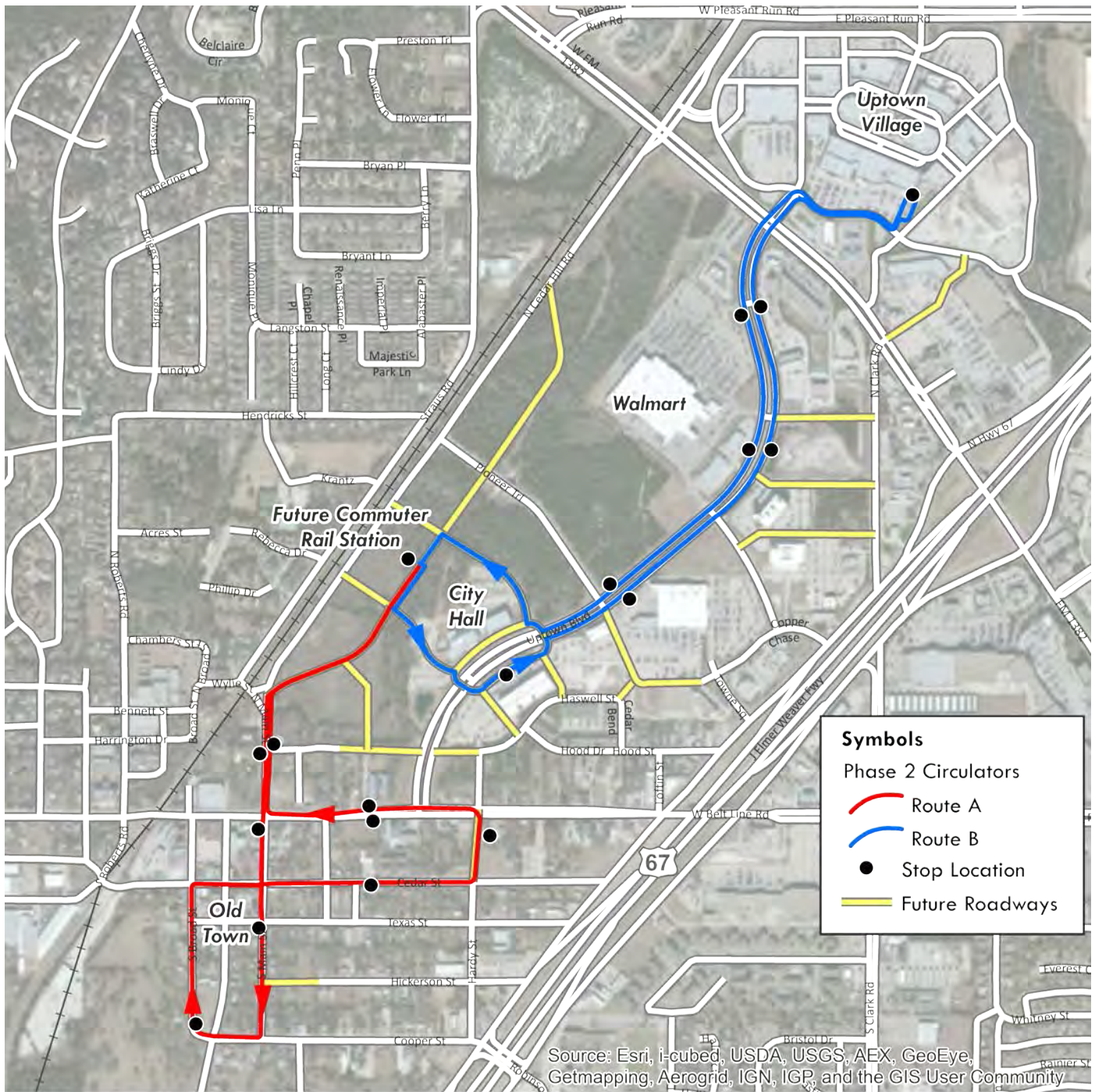
Map 23: Phase 1 Circulator Alignment





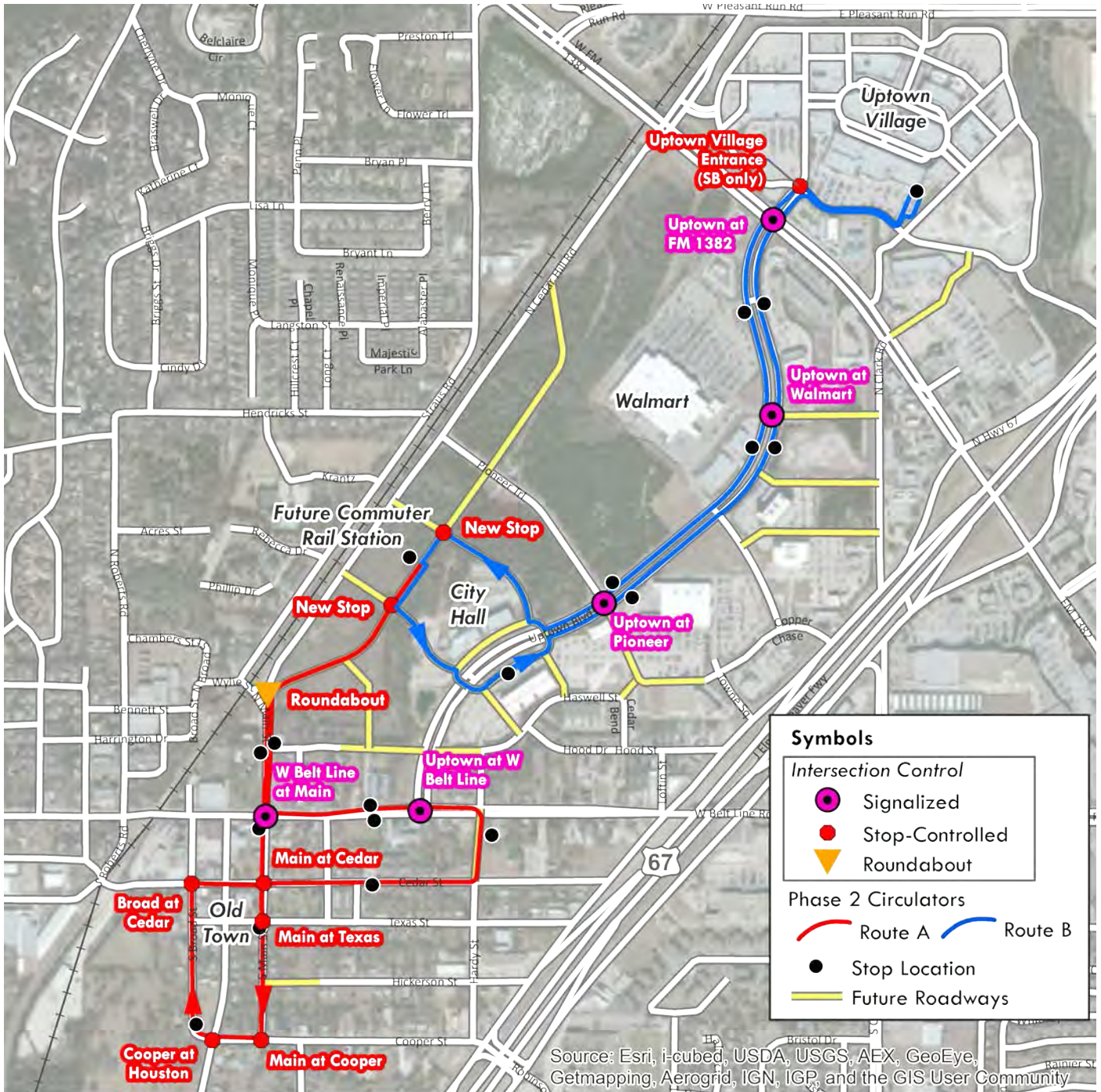
Map 24: Phase 1 Circulator and Intersection Control





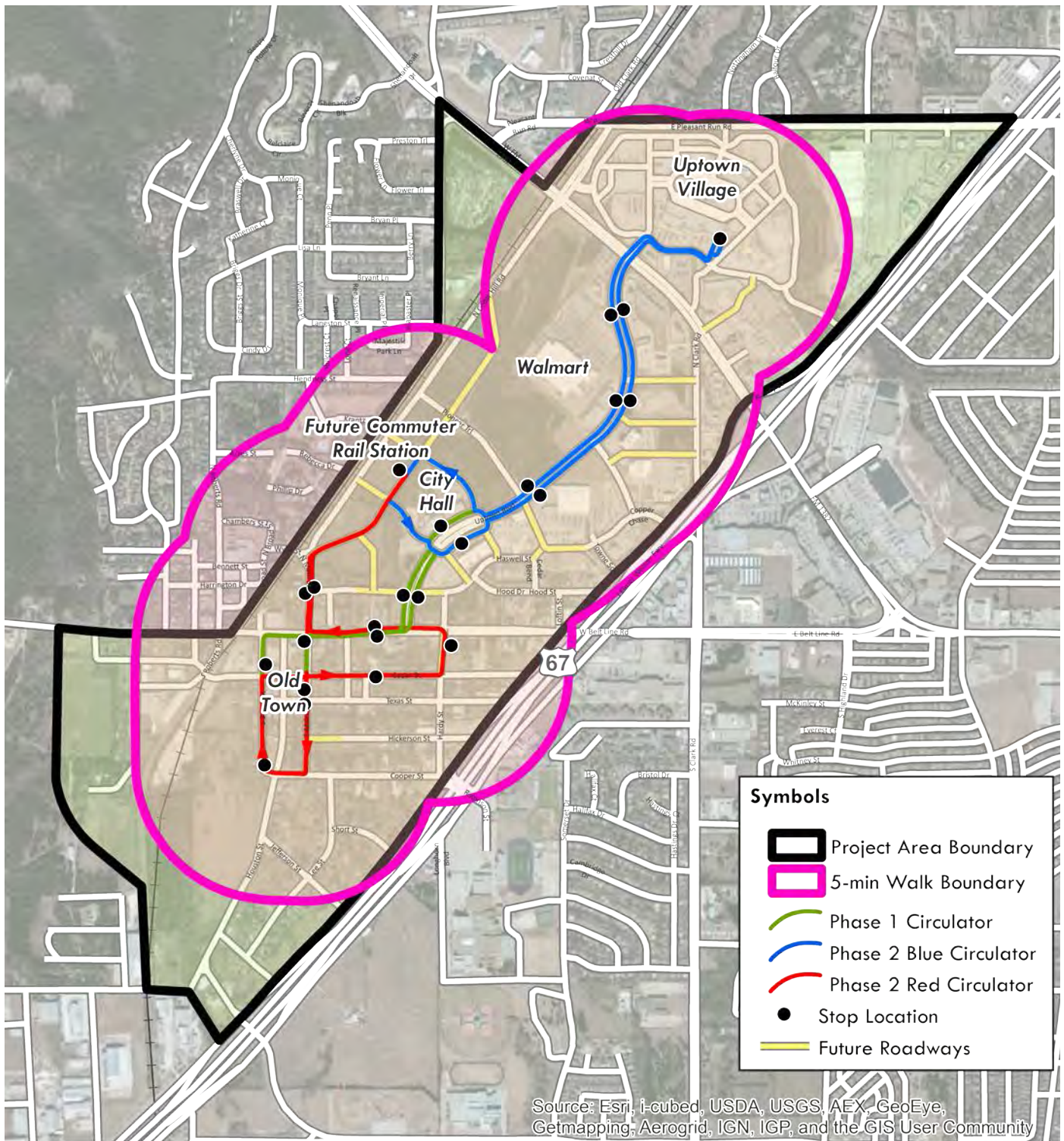
Map 25: Phase 2 Circulator Alignments





Map 26: Phase 2 Circulator and Intersection Control





Map 27: Phase 1 and 2 Circulators and 5-Minute Walk Boundary



## Circulator Mode Type

Several vehicle options have been previously identified for the Cedar Hill City Center Circulator: rubber-tired vehicles such as a replica rubber-tired trolley, bus, or passenger van; battery-operated streetcar; and electric streetcar, either replica or modern. These options distinguish themselves into two mode types: (1) bus and (2) streetcar. Mode descriptions are provided below as related to the circulator, using definitions provided by the American Public Transportation Association (APTA).

### Bus

Bus vehicles cover a broad range from 25-foot to over 40-foot vehicles. Trolley-replica buses are also included in this category. These vehicles essentially look like streetcars but operate as a bus. This analysis will use the term “rubber-tired vehicles” to cover the range of vehicles under this mode. APTA defines bus as:

*“...a mode of transit service (also called motor bus) characterized by roadway vehicles powered by diesel, gasoline, battery, or alternative fuel engines contained within the vehicle. Vehicles operate on streets and roadways in fixed-route or other regular service. Types of bus service include local service, where vehicles may stop every block or two along a route several miles long. When limited to a small geographic area or to short-distance trips, local service is often called circulator, feeder, neighborhood, trolley, or shuttle service.”*

### Streetcar

The APTA definition for streetcar is considered in the same category as Light Rail Transit (LRT), which describes the mode as trains on fixed rails in an exclusive right-of-way. Vehicles are electrically powered via an overhead electric line and driven by an operator on board the vehicle. Battery-operated versions of the streetcar remove the need for an overhead wire, but generally have a very limited range and slower speeds, as well as different maintenance costs and battery lifecycle considerations. There are very limited applications of battery-operated streetcars except for very short segments or solely on private property. Further, some of these vehicles lack safety features that would allow them to operate on roads in mixed traffic.



A 60-foot bus in Fort Worth, TX. Image source: [www.metro-magazine.com](http://www.metro-magazine.com)



A historic streetcar in San Francisco Bay Area. Image source: [public-transport.about.com](http://public-transport.about.com)

## Vehicle Options

### Replica Rubber Tire Trolley

This type of vehicle is built on a bus chassis and generally has a vintage-style body, reflecting a more historic character. This trolley type can carry about 40 to 45 passengers. It has a relatively low vehicle purchase cost compared to streetcar vehicles and has the advantage of flexible routing. These vehicles are generally not considered catalysts for development. These types of vehicles are often operated by tourist-related companies across the country.



An example of a rubber tire trolley in Fort Worth, TX.  
Image source: [fortworthtexas.gov](http://fortworthtexas.gov)

### Replica Streetcar (electric-powered)

Replica streetcars are similar to vintage or historic streetcars as well as replica rubber tire trolleys. This vehicle requires steel rails embedded in the pavement and is powered by an overhead power source. This vehicle is newly constructed, and has a historic design, sometimes combining new and recycled components. As newly constructed vehicles, some can be specified to have air conditioning for passenger comfort, but the compressors are generally noisy. The replica street car can carry 80 to 90 passengers depending on seating and standing area configuration. This type of car is currently utilized in Tampa, Charlotte, Little Rock, and Memphis.



An example of a replica streetcar that is electric-powered. Image source: [www.baltimorebrew.com](http://www.baltimorebrew.com)

### Replica Streetcar (battery-powered)

Another version of the replica trolley is used at the Americana at Brand shopping area in Glendale, California. It is manufactured by Gomaco, manufacturer of many other conventional replica streetcars. It is battery-powered and requires no overhead power source. The main car is equipped with a lithium carbide battery pack, and it pulls a following passenger coach. The car runs on steel tracks and it is equipped with regenerative braking, hydraulic tread brakes and emergency rail brakes. It carries 90 passengers, standing and sitting, and it can be open air or air conditioned.



An example of a replica streetcar that is battery-powered. Image source: [www.triplannermag.com](http://www.triplannermag.com)

### Modern Streetcar

The modern streetcar is an attractive vehicle because of its neighborhood friendly design and quiet operating qualities. The best example of this vehicle is the current system in Portland, Oregon, in place since 2001. The modern vehicle is low floor, quiet, air conditioned, double-ended and double-sided and can carry 120 passengers, sitting and standing. Modern streetcars also operate in Tacoma and Seattle, and will soon open in Atlanta and Washington, D.C. Places with modern streetcars in operation have seen high ridership and some of the greatest impact on development form and the pace of redevelopment.



Because of the limitations of the battery-powered replica streetcar outlined above, namely a lack of well-documented uses, power limitations, and safety considerations, this analysis will focus solely on the remaining modes, namely the replica rubber-tired trolley and the replica or modern streetcar.

## Project Goals

The City Center project seeks to fulfill a number of goals in order to reach a future objective. Project goals are used as the basis for defining appropriate screening criteria. Key project goals include:

- Improve mobility within City Center area and provide “last mile” connectivity from a direct connection from the future regional rail station
- Enhance sustainability and livability
- Promote economic development and access major vacant properties to catalyze their development
- Focus on areas of highest pedestrian potential and offer service to activity centers in the City Center study area
- Have a flexible operating plan to provide convenient ride times
- Maintain constant visual contact with riders

The implementation of a circulator is included in the City Center Plan in order to promote or assist in the completion of these goals and to further the plan’s mobility objectives. The circulator, if well planned, can address a number of these goals and help bring about successful results. Because there are many goals, they have been reorganized into four major criteria areas in order to better understand them and help define the best mode for this circulator plan.

## Proposed Screening Criteria and Evaluation

For purposes of screening vehicle options, a variety of criteria relating to the project goals were identified. Criteria can be categorized into four major criteria areas:

### User-related criteria

- Passenger convenience and comfort
- Ridership potential

### Land use and development criteria

- Environmental concerns
- Economic development potential

### Design-related criteria

- Capital costs and vehicle procurement
- Route flexibility/extension

### Operations-related criteria

- Service plan flexibility
- O&M costs

Vehicle alternatives are ranked according to these criteria using a qualitative scale ranging from better to worse. A summary of rankings by each criterion are provided in Table 7. Discussion of considerations for each of the listed criteria is included in Appendix E.



A modern streetcar in Portland, Oregon. Image source: [www.portlandstreet.car.org](http://www.portlandstreet.car.org)

## Recommendations for Vehicle Type

Table 07 summarizes the recommendations resulting from the technology evaluation. Bus vehicles provide the lowest-cost mode to achieve a majority of the project objectives, and thus are recommended for Phase 1 and suggested as a portion of the service for Phase 2. The streetcar's major benefit is its ability to support economic potential in the future. Implementation of certain modes in phases is possible, if desired. For instance, because the rubber-tired vehicle is cheapest and quickest to implement, it could be used for Phase 1. As development and ridership demand increases, a streetcar service could be implemented in Phase 2, perhaps focused on serving the Uptown and Midtown districts. For long-term development potential, the streetcar could be implemented in Phase 1, though alterations to the trackwork would be costly to implement the alignment in Phase 2.



An example of a curbside bus loading zone in Plano, Texas.

	User-Related		Land Use & Development			Design-Related			Operations-Related	
	Convenience & Comfort	Ridership Potential	Local Plan Consistency	Environmental Impacts	Economic Dev. Potential	Capital Costs & Procurement	Route Flexibility & Extensions	"Last mile" Connection & Mobility	Service Plan Flexibility	O&M Costs
Rubber-Tired Vehicle	◐	◐	●	○	○	●	●	●	◐	●
Replica Streetcar	◐	●	●	◐	●	◐	○	●	○	○
Modern Streetcar	●	●	●	◐	●	●	○	●	○	○



Table 07: Relative Assessment of Evaluation Criteria



## 5.7 Parking Management Plan

One challenge to planning and implementing TOD developments is parking. Parking management for the City Center area needs to consider incorporating best parking practices in order to meet current and future demands for a key Development Plan. Parking supply and management is the difference between compact urbanism and sprawl. In order to make the most effective use of the transit station and associated development densities, traditional suburban approaches to parking standards and minimum requirements must be reexamined. TOD parking resources suggest that many mixed-use areas do not actually have a parking supply problem; instead they have a parking management problem due to parking spaces that are unavailable to the motorists who need them.

While it is neither feasible nor reasonable to eliminate all parking in the City Center area, applying the conventional parking ratios to TOD projects would undermine the expected community benefits of walkable, multi-modal urban centers and could even cause the transit-oriented initiative to fail. This is because the conventional parking standards have a serious suburban bias and are based largely on low-density single land uses. Parking minimums can be unnecessarily burdensome and even a barrier, particularly to infill development. In some cases, minimum parking requirements can cause excessive development costs and empty lots leading to blight. The standards likely generate excessive parking in the TOD area. By these standards, the parking lots or garages would take the limited prime locations and spaces near the station, increase project costs to the developer and potentially impede access to the transit by walking, biking or feeder services. Getting the parking right is essential to ensure the desirable form and functionality of City Center. The Midtown and Historic Downtown areas in particular need to be put to the best use by providing adequate parking that does not create an auto-dominated City Center future.

The benefits to a well-organized system of parking, regardless of ownership, can result in better utilization of existing facilities and reduce the perceived need for additional parking to accompany investments in mixed-use developments. An important element is avoidance of an oversupply of parking that could compete with the desired transit system. As parking demand increases over the next 5, 10 and 25 years, there will be many opportunities for the City to partner with the private

sector in providing parking solutions as part of new development. City Center should develop projects that serve needs for mixed-uses, shared parking, transit accessibility and multiple trip destinations. This strategy will require the City and development community to partner in jointly addressing efficient, effective and sustainable parking needs. Also, close coordination will be required with implementing transit service provider station requirements.



*A digital sign showing the direction for parking to the Seattle Center in Seattle, WA*

## 5.8

# Strategies for Parking Management

Striking a balance between parking supply and development is a crucial challenge in developing the character of City Center. Nonetheless, there are numerous studies that have addressed parking design for transit-oriented areas. The following strategies for parking borrow best practices from the Metropolitan Transportation Commission, American Planning Association, Victoria Transport Policy Institute, Center for Transit-Oriented Development, Urban Land Institute and the Congress for the New Urbanism. These resources have additional parking examples for model codes, zoning strategies, parking requirement reductions, public private partnerships and shared parking ratios.

### Reduce or Eliminate Unnecessary Parking Requirements

In general, the suburban-oriented parking requirements that favor single-use sites should be reduced for TOD areas. When possible, requirements for additional parking for new mixed-use developments in the City Center area should be eliminated. The reductions in parking minimums can allow developments to proceed with lower levels of parking in specific situations where developers and the City think these are viable and will not prevent successful development.

### Promote Alternative Modes of Transportation

To minimize the need for additional parking and to support the desire for a walkable, pedestrian-oriented place, alternative modes of transportation should be encouraged. The use of and the facilities for bike, train, bus and walking should be readily available. Discounted transit passes could be offered in exchange for parking spaces in addition to car sharing and bike sharing initiatives. Requirements for bike parking should be created to reduce the need for car ownership.

### Establish Parking Maximums

Parking maximums need to be adopted to implement a ceiling on the number of spaces allowed on new mixed-use developments. This can help to reduce automotive congestion and to reduce potential for over-built parking. However, the use of this strategy needs to be informed by local decision-makers, stakeholders and developers to carefully avoid dampening the development market.

### On-Street Parking

As a general rule, on-street parking should be provided along streets in mixed-use areas. In addition, on-street parking should count towards fulfilling parking requirements for adjacent uses.



*On-street parking along a mixed-use street*



## Price of On-Street and Off-Street Parking

Charging for parking is the most direct way to both reduce parking demand and to ensure that end-users carry more of the cost of providing off-street parking. Pricing can be used to improve monitoring, increase enforcement, reduce spillover and make improvements in a parking district. Pricing parking can help to ensure availability and turnover of on-street and off-street stalls. Ideas for parking prices include:

- Permit free or reduced-price short-term parking
- After the first two hours, price all shared non-residential parking by the hour
- Allow residents and others to obtain frequent parking permits with an annual fee based on expected usage
- Develop parking programs targeted to employees to encourage use of alternative modes and to encourage employee parking farther from the prime street spaces in front of retail businesses
- Price parking to reflect parking desirability, spaces closest to the activity hubs are priced higher than spaces at the fringe

## Allow Shared Parking

New non-residential parking in City Center should allow for shared parking. Shared parking resources are available through the Urban Land Institute. Shared parking ratios are usually based upon land uses, time of day and peak demand times.

## Improve User Information

Provide convenient information on parking availability and price, using maps, signs, brochures and electronic communication. Whenever you indicate that parking is prohibited, also indicate where parking is available.

## Adopt Additional Policies for Parking Management

Additional examples for best practice management strategies to comprise in parking code updates can include:

- Requiring developers to unbundle parking cost in residential projects
- Provide discounted transit pass programs
- Provide parking credits for on-site carsharing service
- Facilitate more bike parking or create bike parking requirements
- Designate residential only spaces
- Provide central public/visitor parking garage for retail shopping
- Encouraging longer-term parkers (employees) to use less-convenient, off-site parking, so more convenient spaces are available for priority users (customers)
- Negotiate sharing agreements for offsite, overflow parking
- Provide directions to offsite parking facilities
- Allow more “park once” trips, so customers leave their vehicle in a central location and walk to various destinations, reducing the total number of parking spaces needed
- Improved walking conditions and design for pedestrians
- Develop overflow parking plan to address occasional peaks
- Improve parking enforcement
- Design parking facilities to fit well into their environment
- Deregulate parking to allow developers to assess parking demand, provide market-priced parking to meet average demand and use shared parking to accommodate peaks



*Back-In Angle Parking*

## Parking Placements

Parking facility placements should be located as to support a multimodal City Center function and identity. The goal for City Center is not an auto-dominant environment but rather one that equally accommodates vehicles, pedestrians, bikes, transit and a circulator system. With that, no new future surface parking lots should be located adjacent to streets. Surface parking should be located behind buildings with mid-block entrances.

On-street parking is proposed for almost all new and modified streets. On-street parking should include landscape islands with street trees. Within City Center, on-street parking should be credited towards satisfying Cedar Hill's parking regulations. Structured parking located directly adjacent to streets should be avoided and garage access should be from mid-block or minor street locations. Structured parking should be located behind mixed-use building or wrapped with building facades as to screen the parking facility.



*A surface parking lot located behind buildings and away from major street view*



*A parking garage with unique designs, adding interests to the mixed-use residential complex*

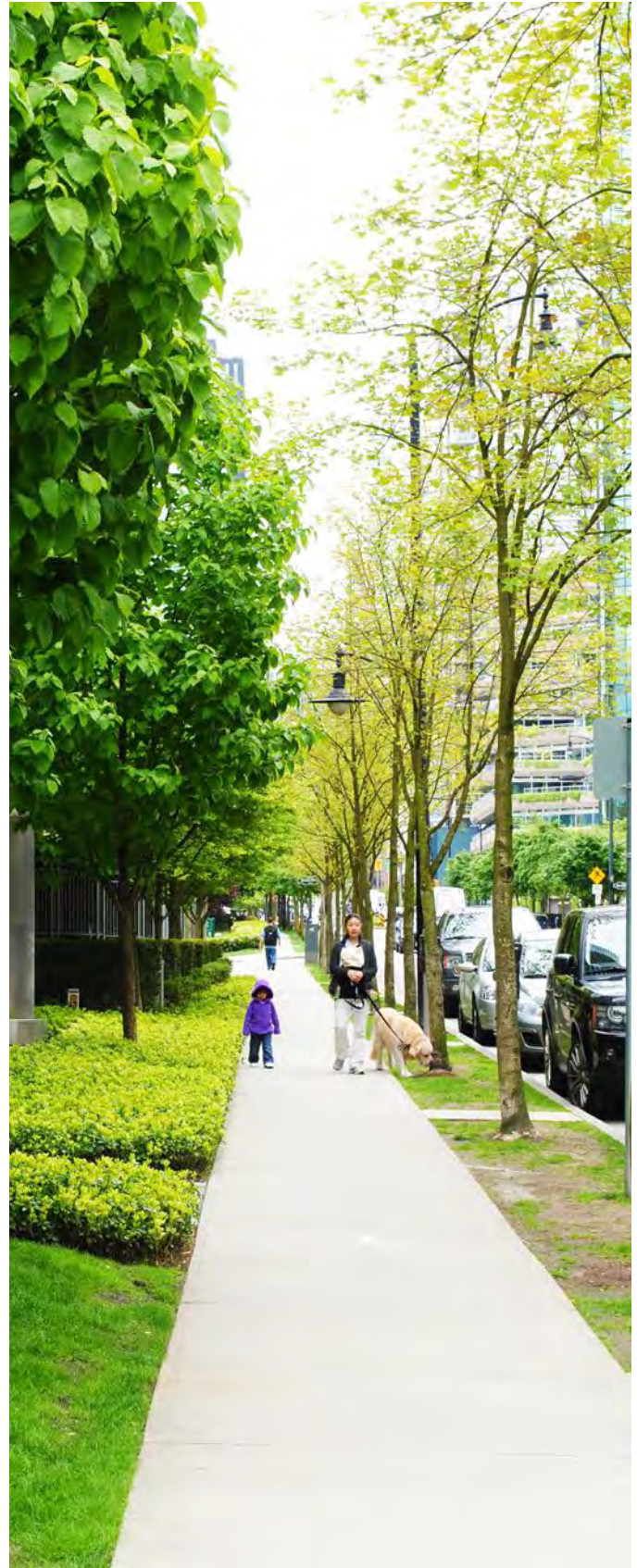


## 5.9 Summary

In **Uptown**, the future pedestrian access and circulation along and across the FM 1382 corridor is recommended to be enhanced by adding sidewalks connecting from the roadway at Uptown Boulevard and at N. Clark Road crossings to the two arched entryways to the Uptown Village shopping center main building. A future transit circulator would access the Uptown Village at one or both of these two entry archways.

In **Midtown**, an infill of both higher density development and new local street network is proposed, with a network of internal driving aisles recommended to formalize circulation in the existing larger blocks and as a placeholder for any future development within the larger blocks. All streets are to receive sidewalks with buffering from the moving traffic lanes. Most local streets and collector streets should allow curbside parking, with bulb-outs at corners. Uptown Boulevard should be enhanced with traffic roundabouts at designated locations and a traffic oval in the segment between City Hall and the movie theater to create a large public plaza. Uptown Boulevard should also be a pedestrian priority corridor, with wider sidewalks and enhanced landscaping to encourage walking and street level development. This could happen incrementally as blocks develop and nearer to the time of station operation. Cedar Hill Road should be realigned to allow a transit service building and adjacent transit oriented residential and office development. Cedar Hill Road should also be a primary bicycling and trails corridor and should have bicycle lanes and nearby trail along the creek. A transit circulator should serve the Uptown Boulevard corridor and ultimately serve the proposed commuter rail station west of City Hall at Cedar Hill Road. The intersection of Cedar Hill Road and Main Street should be a roundabout. Parking in Midtown will need to be managed closely to encourage effective parking placement to create the desired atmosphere along the street.

In **Downtown**, a network of two lane roads and smaller block sizes should retain the more rustic and walkable nature of this area of Cedar Hill. Main Street and Houston Street should be designated bicycle facility roadways feeding to bike lanes on Cooper Street and Tidwell Road. Sidewalks and parking should be provided along most streets. Special “town square” style traffic circulation is proposed around the Historic Downtown, the block encompassed by Main, Cedar, Houston and Texas Streets.



*A pedestrian scene in Vancouver with on-street parking*



SAM'S PIZZA & PASTA

Houston

Miller  
BIBERS

Central  
BANK





CHAPTER  
**6.0**

- 6.1 Tasks for Implementation
- 6.2 Projects for Targeted Investment
- 6.3 Priority Actions, Priority Capital Projects and Catalyst Projects
- 6.4 Economic and Financial Strategies
- 6.5 Implementation Plan Matrix



# IMPLEMENTATION PLAN

# 6.1

## Tasks for Implementation

Implementation of the City Center's vision and development plan into physical projects will require a steady commitment from City leaders and staff, strong public/private sector cooperation and continued coordination with business and property owners, residents, and transit agencies. Not all elements of the Development Plan can be implemented at once, thus setting priorities based on projects that make the most impact, available resources and capital improvements driven by private investments should be the first focus of the implementation stage. The goals for implementation is to build on past work and to get dirt moving and projects off the ground. This strategy does not seek to rely heavily on capital improvement projects with little return on public investment. Rather, the implementation seeks to identify current market-based opportunities that can be implemented in the short-term. These identified catalytic opportunities aim to transform City Center by implementing quality development in conjunction with capital investment that meets community goals for the future. This approach can provide visible physical change, not just more planning.

The Development Plan is a performance standard for what Cedar Hill desires. Final product may not be exact but should embrace principles and key ideas of the Development Plan and perform according to land use, parking and mobility recommendations. The Development Plan will be a living document and items will likely need to evolve over time. Implementation tasks for City Center development revolve around four equally important categories:

- 1. Regulatory Actions
- 2. Economic/Financing Strategies
- 3. Communication/Marketing
- 4. Projects

*Projects can be defined in two sub categories defined by:*

- a. Private Investment
- b. Capital Improvements

### 1. Regulatory Actions

As a high priority action, the City should update its current regulations and policy documents to incorporate the Development Plan's recommendations. This is imperative to ensure the community's vision and desires can be properly regulated and to establish development expectations prior to public and private investments. As such, the following should be conducted:

- A. Adopt the Development Plan by ordinance as amendment to Comprehensive Plan
- B. Update the Thoroughfare Plan according to Development Plan
- C. Revise the current overlay for Midtown and Uptown for consistency with Land Use Plan
- D. Create a form-based code for Downtown that is specific to the blocks as it is design-dependent and requires customization
- E. Maintain a simple, straightforward development procedure for developers that meet the intent of the Development Plan

### 2. Economic and Financing Strategies

A multi-tool approach is recommended in which multiple strategies, funding sources and partners are employed in order to collectively work to achieve the desired results. A range of strategies may be appropriate within a given location and, therefore, each possible strategy should be understood and examined in order to determine where it may be most appropriately used. Regulatory actions, such as zoning updates, are only some components of what the City could do to implement the City Center vision. Financial incentives, specifically TIFs, should be utilized by the City in order to create incentives to attract desired development. In most cases, funding could include private funding, City funds, Tax Increment Reinvestment Zones funds, Public Improvement Districts, tax abatements, Chapter 380 grants/loans, state and federal grants, and sponsor-based funding. As a whole, the following are to be conducted:

- A. Put in place funding mechanisms (TRZ, PID) that facilitate and help induce supportive development patterns
- B. Form public/private partnerships where needed to advance catalyst projects
- C. Monitor and seek out grant and funding sources for public improvements and property consolidation

To advance the City Center Development Plan, the following actions will need to be accomplished:

Consider three types of economic development and incentive mechanisms:

- 1. Public-born actions that will prepare the investment landscape for private development in City Center (constructing the plaza to create a new address and development context for adjacent land owners)
- 2. Public actions performed simultaneously with private investment to induce the desired



development pattern (creating a TRZ to fund and reimburse key infrastructure improvements), creating new funding programs to assist catalytic or difficult development projects (entering into chapter 380 agreements, or offering tax abatements to key projects having need), and monitor grant funding opportunities (applying for the next round of NCTCOG's sustainable development program or transportation grants)

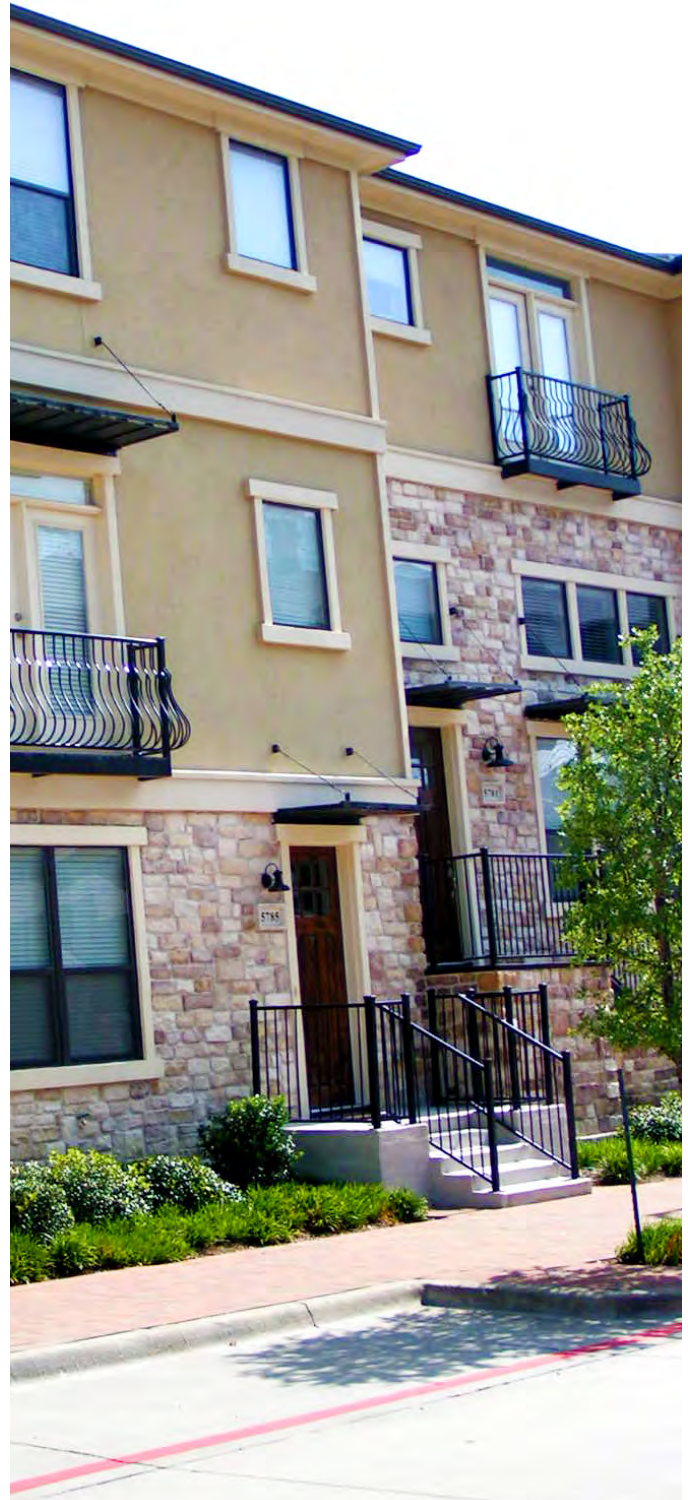
3. Incentives to reduce the risk of project development itself (through 380 agreements, tax abatements, or similar). This would only be used in most difficult developments such as downtown projects that do not have a traditional/typical market context

### **3. Communication and Marketing**

The City will play a major leadership role in the implementation of the Development Plan. As such, it will be imperative for the City to promote, coordinate and facilitate the desired results. Communicating the City's role, providing technical support and marketing development opportunities and financial resources will all be necessary. The following are key components for the Development Plan's communication and marketing:

- A. Prepare marketing collateral for each zone
  - contain a simple summary of the overall specific concept/project per zone, and supporting market material
  - use high quality graphic with illustrative artist rendering per zone
- B. Coordinate with other public agencies, property owners, and developers to ensure the future development conforms with the Development Plan
- C. Conduct open, regular communications and coordination meetings with key property owners within the City Center area
  - meet with Cinema owner related to plaza
  - administer technical assistance to involved parties
- D. Research specific built projects that are noteworthy within context of Development Plan. ED staff should meet with developers through informal process to present plan and determine interest
- E. Put informal RFQ together to larger marketplace only if informal process doesn't prove effective
- F. Market developers who do the type of work envisioned within plan
- G. Recruit specific types of users, such as conferences, hotel, and private school
- H. Produce renderings for each of the Midtown, Uptown, and Downtown zones

- I. "Tell the Story" of City Center
- J. Continue the "Buzz" about the unique opportunity of City Center within the region
- K. Assist with the relocation of existing businesses for key development sites if necessary



#### 4. Projects

When viewed as a whole, implementation of the entire City Center Illustrative Plan (Map 28) can be difficult to understand. As so, it is necessary to break down the Illustrative Plan into another level of organization called projects (Map 29: Projects for Targeted Investment). By identifying projects, the Development Plan recognized that the phasing of development is critical to the immediate and long-term success of City Center. The exact timeline of each project is difficult to determine and is subject to change since implementation of individual projects is influenced by a number of factors such as funding, competing priorities, political climate and other unforeseen issues.

The recommended projects must remain flexible and will require forethought on behalf of the City in regards to design timing, funding and partnerships strategies. Once this project framework has been established, the City can focus on strategically implementing the projects.

Many City Center projects can fall into two broad areas, Private Investment or Capital Improvements. Development of City Center will necessitate the view of both public and private lenses. For private investment, developers will likely be looking for the following to occur in order to implement private development:

- Ensure there is existing **market demand** for new construction
- Ensure there are **properties** that can be put under control

- Verify there is existing **infrastructure** that will support the project
- Understand there is **community support and entitlement** to allow the project

For capital improvements, part of the challenge with implementation will be to determine, *What are the intelligent public improvements to make in advance of private investment?* “Build it and they will come” is not necessarily the approach for all CIP projects, in fact, only a very few standalone capital projects are recommended. It will be critical for public investment to meet at least one or more of the following situations:

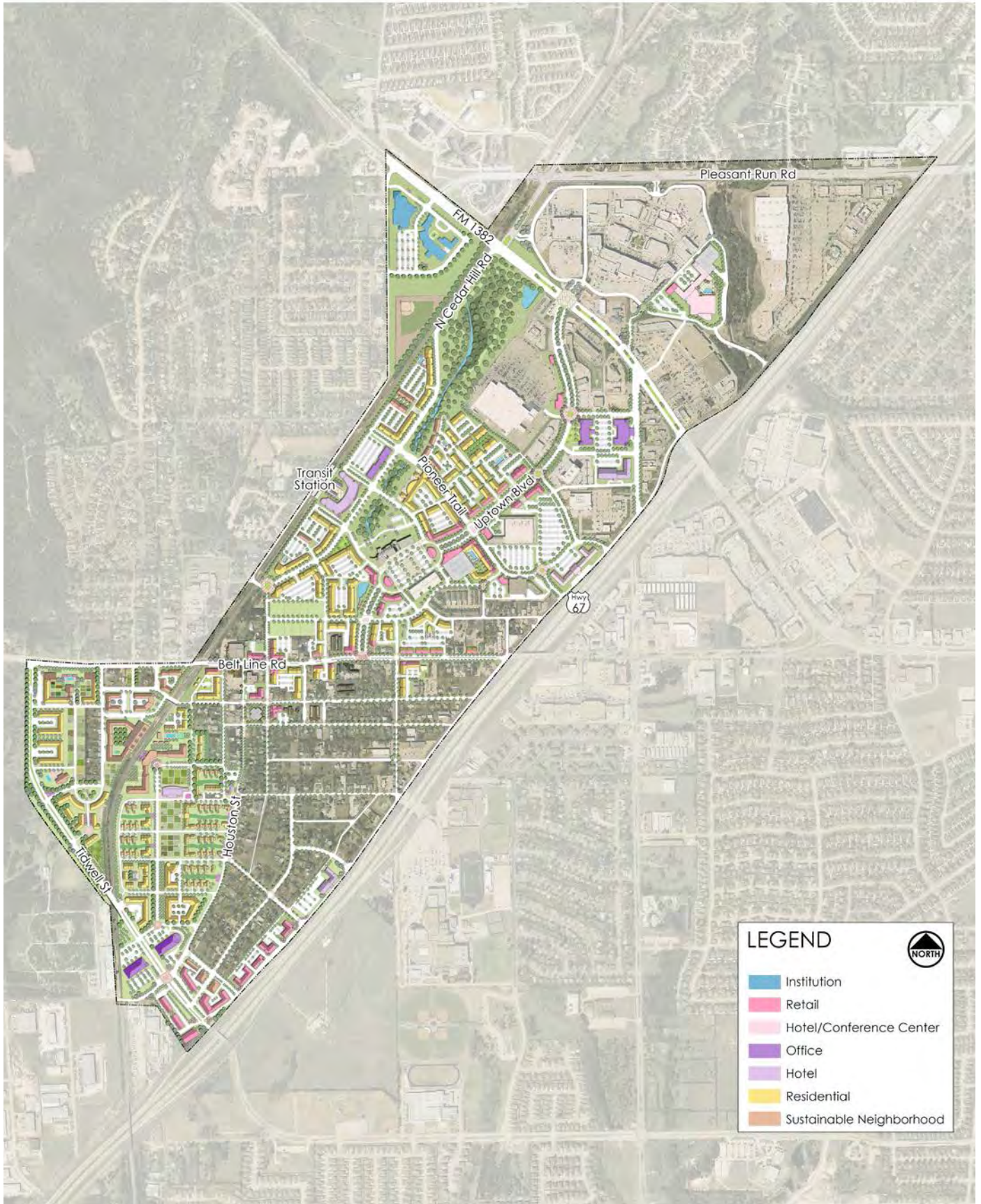
- Public improvements that are driven by private investment
- Catalytic projects that bring people to the area
- Infrastructure improvements that would lessen the burden for developers
- Improvements that make development opportunities more obvious

As so, many of City Center’s capital projects could be implemented in conjunction with private investment. Some projects will require only regulatory updates as the market alone can likely induce development. However, other areas are situated in more non-traditional locations and will require marketing on the City’s behalf, incentives and public private partnerships.



Image source: TOD at [www.wakeupwakecounty.org](http://www.wakeupwakecounty.org)



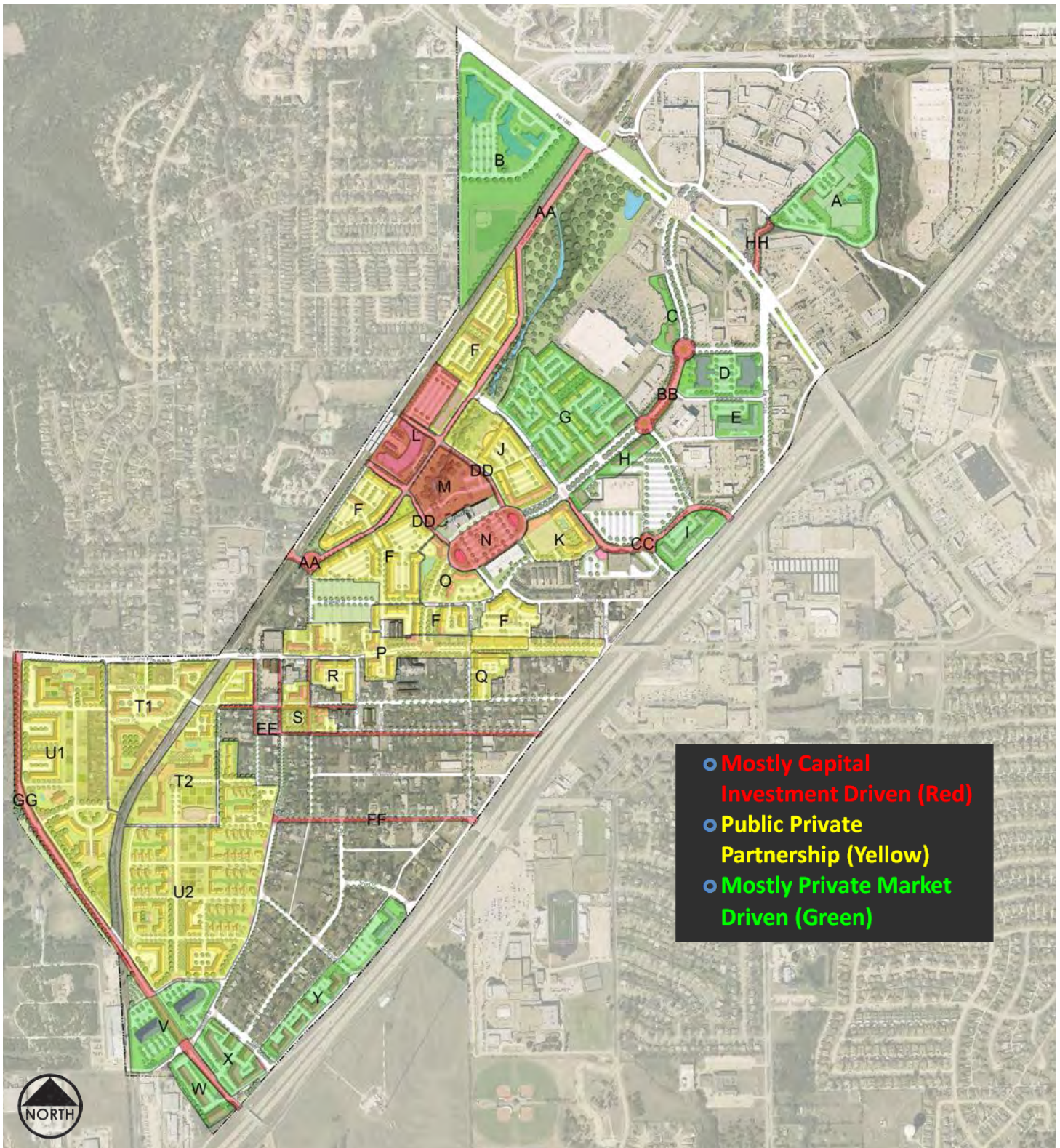


Map 28: City Center Illustrative Plan



## 6.2

### Projects for Targeted Investment



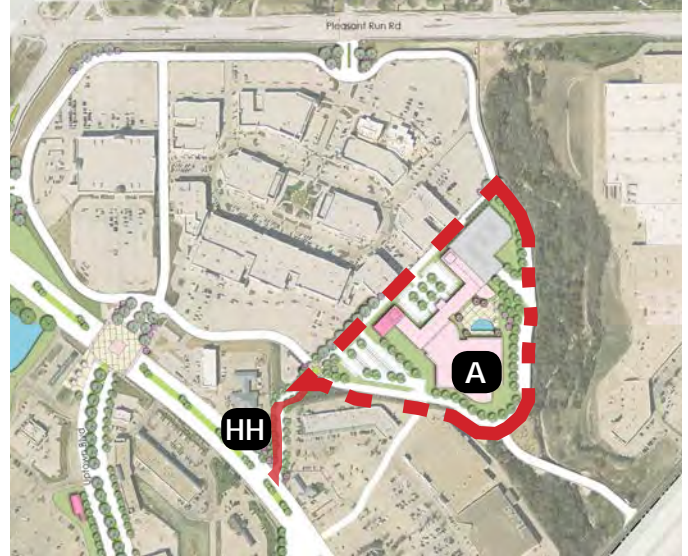
Map 29: Projects for Targeted Investment



## Uptown

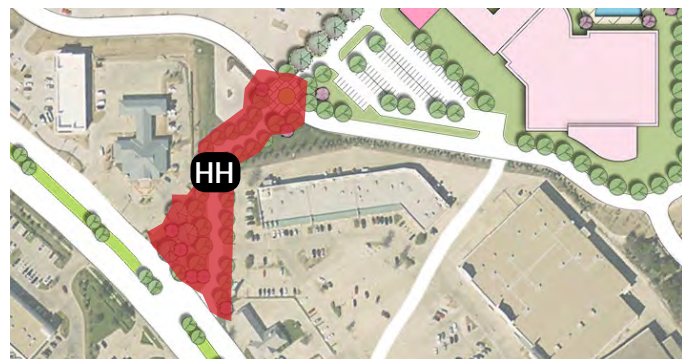
### **Project A: Uptown Village East**

Uptown Village offers a unique retail experience serving southern Dallas County. Based on the success of its existing uses, there is a key underdeveloped 9.5 acre parcel on the east side of Uptown Village that offers new development potential. The property owner should be supported in their search for a collection of anchoring land uses which may include retail, restaurants, residential and/or a hotel with conference facilities. The strengthening of new street access and landscaping (project HH) should be considered.



### **Project HH: New Entry Streetscape to Project A**

In preparation for Project A- Uptown Village East, a more prominent entrance experience is recommended from FM 1382. This project is for an existing road leading to the south side of the catalyst site and would serve a future hotel with conference center well. The enhancements for the secondary Uptown Village entrance from FM 1382 should include branding, on-street parking, sidewalks and street trees.



## Midtown

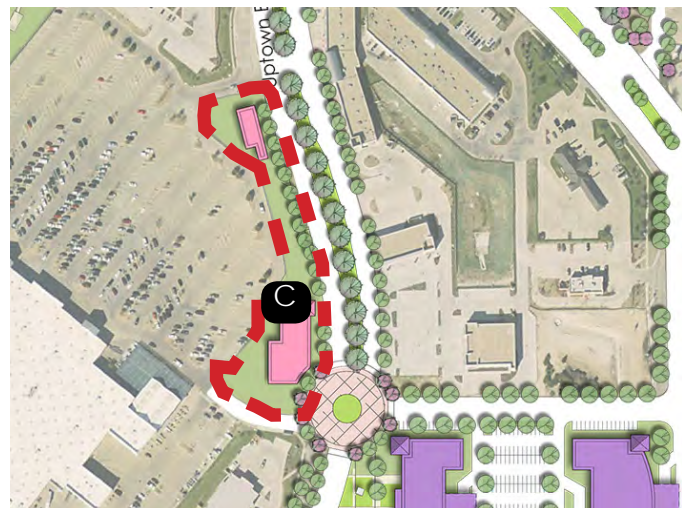
### **Project B: Signature Development at FM 1382**

This project area of Midtown is located north of the railroad corridor and south of FM 1382. The site is a triangular piece at the most northern City Center area. Based on the site's high elevation in relationship to FM 1382, it holds potential as a prime location to showcase City Center's identity. The site would offer an excellent location for institutional uses such as a private school. Future site development should include signature architectural features to take advantage of the site's elevation and view orientations to FM 1382. Such architectural features could include a tower, steeples or other vertical architecture elements.



### **Project C: Urban Retail Infill**

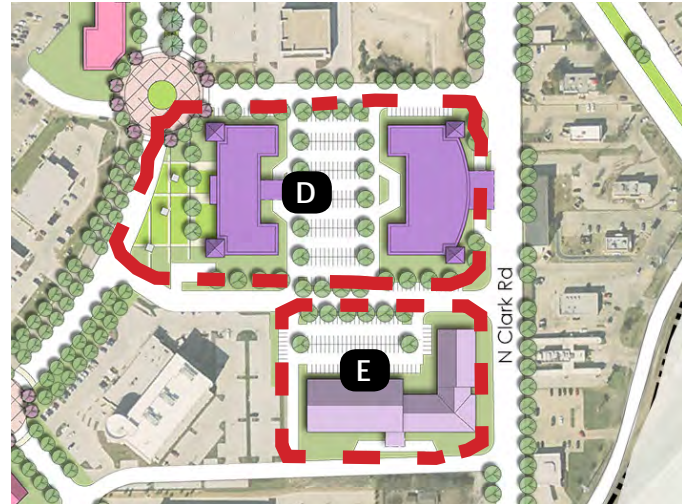
Retail infill such as restaurant or small retail pad sites would be developed adjacent to Uptown Boulevard. The buildings should be situated as to create additional building masses to create a more desirable walking environment transitioning from Uptown into Midtown. Creative infill building types and parking will need to be coordinated with existing business owners.





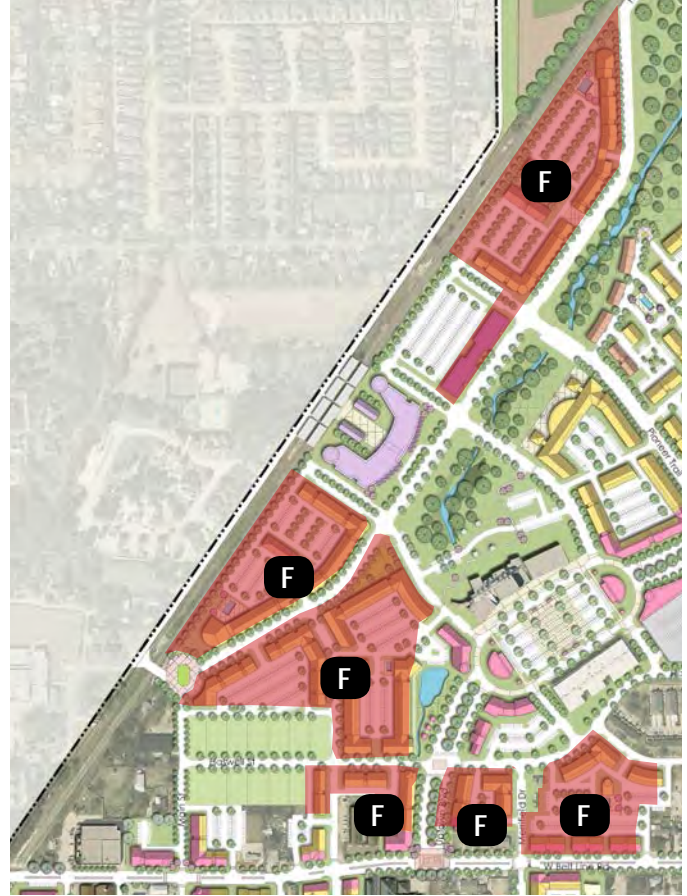
**Projects D and E: Office and Hotel near Strayer University**

This project site is near Uptown Boulevard and Clark Road, adjacent and north of the existing Strayer University building. This area offers larger parcel assembly opportunities and could accommodate more intense office and hotel uses. The area would be dependent on the creations of two new roads with on-street parking connecting Clark Road with Uptown Boulevard. One new road is just north of Strayer University and one is just north of the proposed infill, which is aligned with a new roundabout and an existing Wal-Mart entrance. A new plaza would be provided in front of Project D adjacent to Uptown Boulevard.



**Project F: Urban Center Infill, Multiple Sites**

Other key catalyst areas encompass the majority of the proposed Urban Center land use designations. These large infill areas are supportive of much of the 10-year market potential's housing and retail. In addition, the Urban Center areas offer the greatest ease for development due to the essentially greenfield sites. These areas primarily surround the future transit station and City Hall and include quality, market-rate urban lofts developed on full blocks bounded throughout Midtown. Urban loft buildings would be developed near the street to form "street block closure". The surrounding streets would be improved as urban streetscapes. Non-residential amenities and some ground-level neighborhood retail space would front urban-style streets in a storefront setting.



**Project G: Urban Residential and Retail Infill**

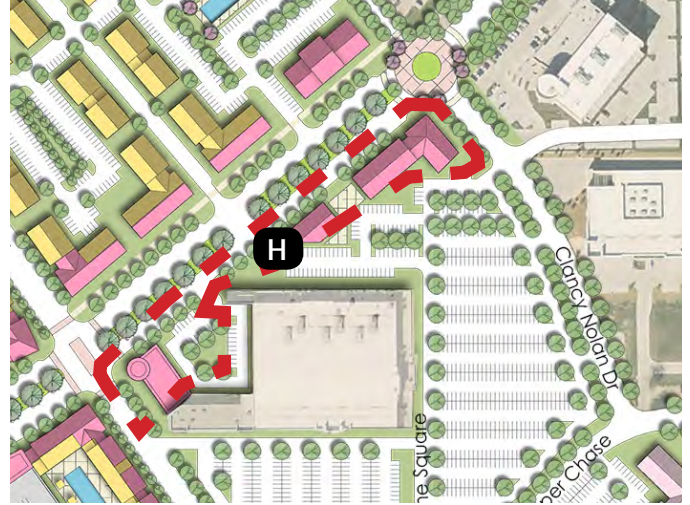
As part of the 10-year market potential, housing infill with a portion of small retail facing Uptown Boulevard. This is currently underway and will be Phase 1 of the Development Plan. The site should include building masses adjacent to Pioneer Trail and Uptown Boulevard and retail-ready space should front Uptown Boulevard.





**Project H: Urban Retail Infill**

Retail infill such as restaurant or small retail sites would be developed adjacent to Uptown Boulevard. The buildings should be situated as to create additional building masses to create a more desirable walking environment transitioning from Uptown into Midtown. Creative infill building types and parking will need to be coordinated with existing business owners.



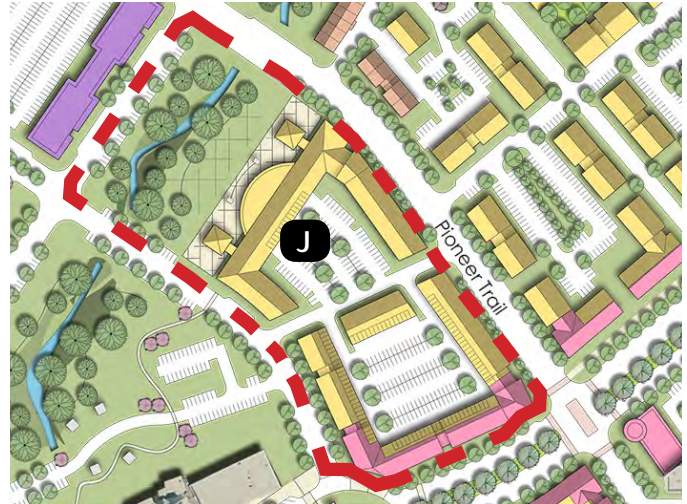
**Project I: Highway 67 Gateway Hotel Development**

This project site takes advantage of visibility, access and appropriate land uses adjacent to Highway 67. The site is critical as to create a front door and visual extension of City Center's standards, expectation and development energy. The hotel project will need to be closely coordinated with Project J's realignment recommendations and site accessibility.



**Project J: Mixed Use and Urban Residential Infill**

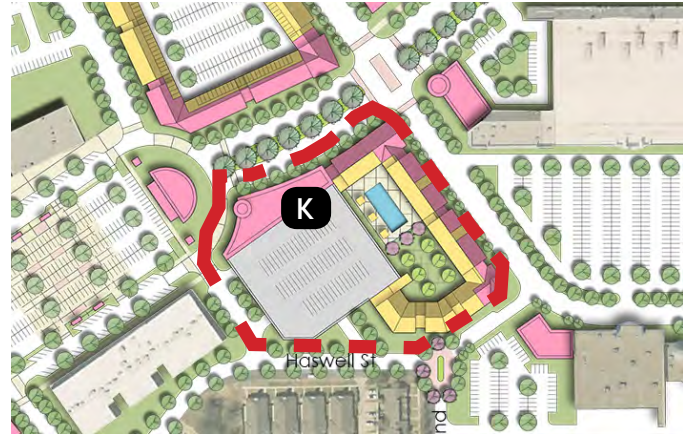
This development block is created south of Pioneer Trail and north of a proposed east-west road adjacent to City Hall. This infill block would include multi-story mixed-use type buildings with first floor retail fronting Uptown Boulevard. Residential use would make up the majority of the project's square footage and could consider luxury housing for seniors.





### ***Project K: Mixed-Use Infill and Garage***

A new infill mixed-use development block is proposed along this new road segment between the movie theater and JC Penney's. This new mixed-use development block would include a structured parking facility that supports the movie theater and is wrapped with mixed-use buildings.



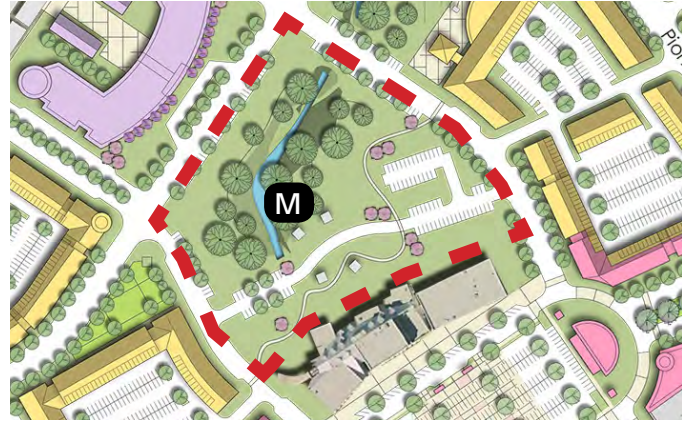
### ***Project L: Multimodal Transportation Center Building and Plaza***

The area around the transit station had several key projects and concepts that are affected by the timing of the transit station completion. The transit station area itself could include a multi-use public/civic building that offers a variety of possibilities. The proposed building could initially function without a transit station behind it. The building could house a museum, library, office space, City or other civic uses. A shared lobby could serve these uses until the transit station is implemented. At that time, the common lobby area is converted as a dual-purpose space to serve both the civic uses and transit-support functions. As a transit station is incorporated into the City Center area, the rear of the building would become an important transit station plaza adjacent to the platforms.



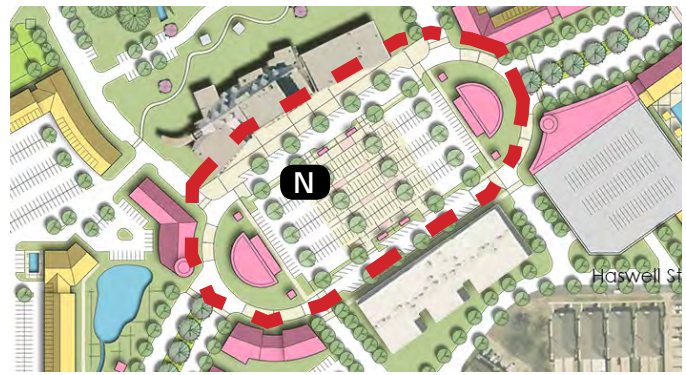
**Project M: Signature Community Park**

Open space and park programming play an important role as a catalyst to development. In conjunction with Cedar Hill's Parks Master Plan, a new approximately 30 acre park is proposed behind City Hall that incorporates the greenway from City Hall to FM 1382. This open space should include programmable passive and active elements in the block behind City Hall and across from the future transit station. In addition, trails should link City Hall through the greenway, under FM 1382 to the Uptown area.



**Project N: City Center Plaza**

One of the most notable projects for City Center is the creation of a 2 to 3 acre urban-style plaza between City Hall and an existing movie theater. This new plaza will be a node of the Midtown activities and image. The Midtown Plaza would include split one-way traffic around a new plaza with small retail anchors at both ends. The plaza would be designed with parking and public spaces that can close vehicular traffic during community events. Additional retail from surrounding parcels would front the plaza area.



**Project O: Urban Retail Infill**

Retail infill such as restaurant or small retail sites would be developed south of the new City Center Plaza and adjacent to Uptown Boulevard. The buildings should be situated as to create additional building masses to create a more desirable walking environment transitioning from Midtown into the Historic Downtown area.

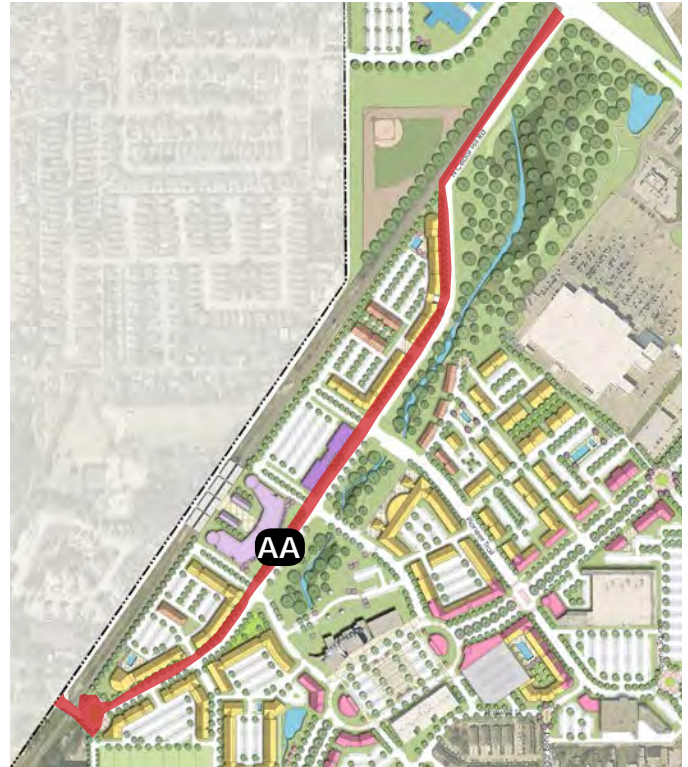




**Project AA: Multimodal Transportation Center New Roadway**

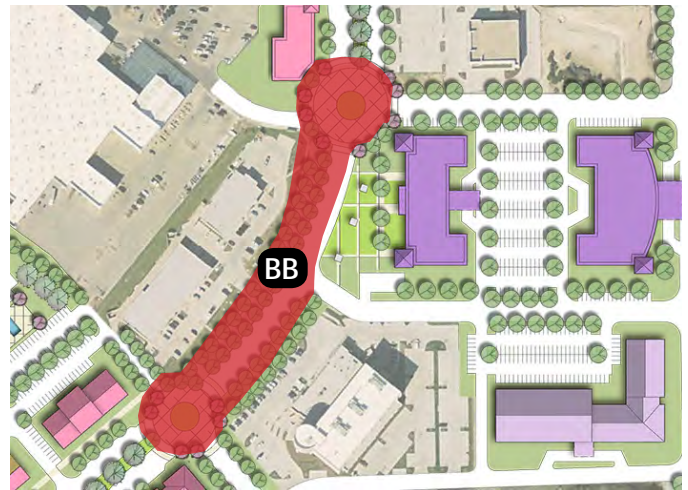
A critical new road runs south of the transit station. This road is pulled away from the railroad tracks to minimize conflicts between vehicular traffic and future transit passengers exiting the platform and entering the transit station plaza. This new road is very important to surrounding infill development and should incorporate bike, pedestrians, on-street parking, transit station drop off and relate to surrounding mixed-use infill. Its construction should be timed in conjunction with development adjacent to the transit corridor and should be offset from the transit corridor as to create a block depth large enough to support mixed-use infill.

A plaza and roundabout are proposed at each end of the new road segment where it meets Main Street and Cedar Hill Road. The existing portion of Cedar Hill Road behind the transit station and proposed infill adjacent to the rail corridor should then become a small mews-type road which services parking from the rear and is highly pedestrian oriented.



**Project BB: Uptown Boulevard Enhancements**

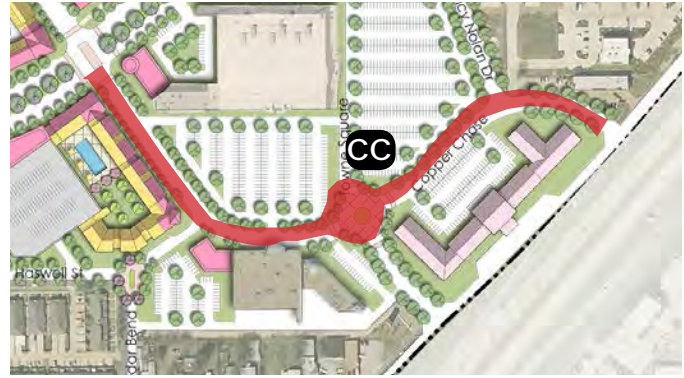
The project is targeted to help transform Uptown Boulevard through both visual and programmable enhancements along Uptown Boulevard. Two new roundabouts with road narrowing between would be constructed in conjunctions with Projects D and E infill developments to elevate the road's status within City Center.





### **Project CC: Gateway Access Road Realignment**

It is recommended that Pioneer Parkway and Copper Chase Road be connected with a new road segment to create better connections to Highway 67 from Uptown Boulevard. This project creates a new critical site access point into the heart of Midtown from Highway 67's access road. As with Project I, the new road alignment should increase City Center's visibility and access to Highway 67. The site is critical as to create ease of access and a new visual extension of City Center's standards, expectation and development energy.



### **Project DD: Transit Connector Roads**

Two new roads run east-west connecting Uptown Boulevard and the future transit station. The new roads help to create developable block sizes for Midtown by minimizing the existing super block sizes. The roads will help frame the signature community park as well as urban infill development north and south of City Hall. The new roads are shown to create more walkable blocks lined with high-density residential buildings with first-floor retail uses. Two key streets are proposed parallel to City Hall. These two key streets help to increase access to the proposed station location and work well with a circulator route as well as the proposed Midtown Plaza. These streets would essentially be located along each side of the new park behind City Hall. Mixed-uses would front the new streets, City Hall and the new park. This hub of activity will create an exclusive mixed-use-civic-open space environment. It would offer a unique transit-oriented, living, working, playing and shopping destination.



Sketch of one of the two new proposed road for Project DD, framing the signature community park



## Historic Downtown

### *Project P: Belt Line Corridor Enhancements and Urban Infill*

It is envisioned that infill development would complement existing structures with new infill development. The corridor's infill should support the community's vision for an eclectic character on the corridor. Belt Line Road would be home to a unique mix of converted single-family homes, medium-density residential and mixed-use buildings. Uses would include residential, small offices, restaurant, neighborhood services, art studios, coffee shops, boutique retail and other similar uses. Belt Line Road plays an important role in creating a seamless connection from Historic Downtown to Midtown. The street serves as a gateway corridor from Highway 67. It should provide a strong edge for both districts and a snapshot to what City Center has to offer, attracting visitors from Highway 67 and the surrounding areas.





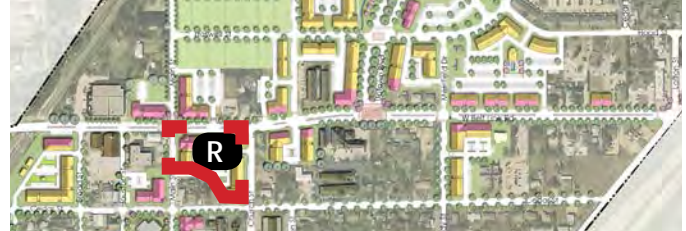
**Project Q: Historic Downtown Infill**

This site offers the opportunity for a slightly larger land assembly along Belt Line Road. Infill development should consider urban-style residential infill with buildings located near Belt Line Road and a proposed extension of Hardy Street. First floor retail should front Belt Line Road.



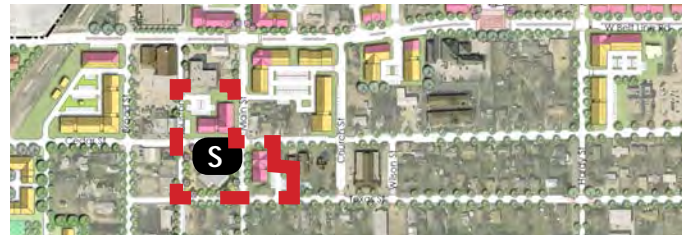
**Project R: Historic Downtown Infill**

This site offers the opportunity for a slightly larger land assembly along Belt Line Road. Infill development should consider small professional office and urban-style residential infill with buildings located near Belt Line Road, Church Street and Main Street. The buildings should create a signature feature at the intersection of Belt Line Road and Main Street.



**Project S: Historic Downtown Core Infill**

These projects in the Historic Downtown area are recommended to build upon the community's rich culture and recent Downtown investments. The first project area is within the heart of the Historic Downtown as infill mixed-use development. This would center on enhancing existing streetscapes with on-street parking, sidewalks and strong pedestrian spaces. The infill development will help to create stronger urban forms with increased block face closures.



Example of a downtown re-investment

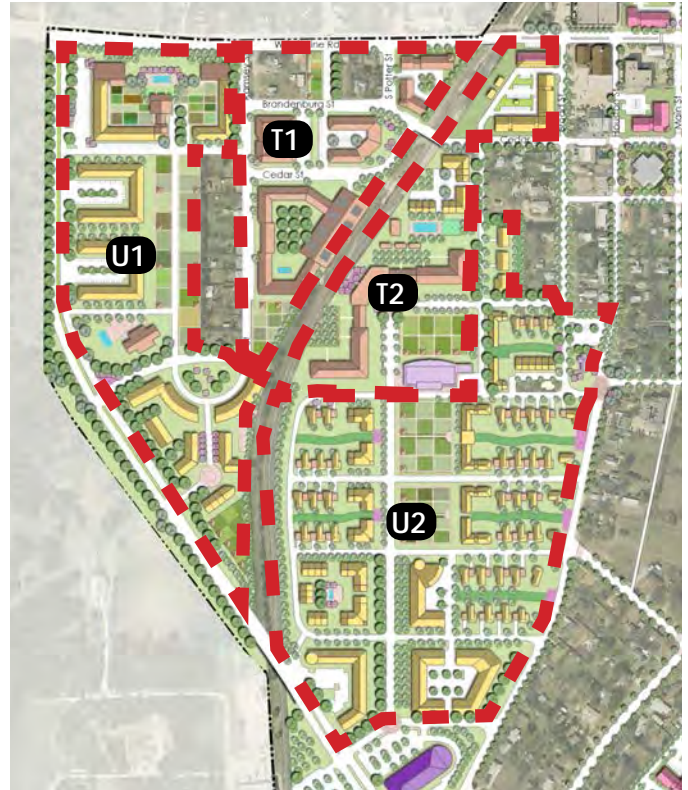


**Project T1 and T2, Project U1 and U2:  
Sustainable Neighborhood Development**

The catalyst area for Historic Downtown is the area southwest of Downtown and west of the rail corridor. This sustainable neighborhood development will likely require multiple phasing and coordination with the City, land owners and developers as a public private partnership. The area has large undeveloped sites in addition to properties recently acquired by the City. It is envisioned that this area would provide much needed residential density but offer a unique sustainable neighborhood for south Dallas County and further support non-residential uses in Historic Downtown.

Multiple product types have been identified by the market assessment and would fit well and compliment the Historic Downtown zone. A sustainable “agrarian” urbanism that utilizes a mixed-density, multi-generational development format is recommended. This could include all rental up front, and combine small commercial and agrarian utilitarian buildings, but would be in a format that could easily convert to for-sale over time. Specifically, this concept appeals to the broader market, including families and elderly, in search of a more eco-friendly environment and community form centered on healthy living and communal interaction.

Various densities of housing from single-family detached, attached, townhome, apartments and lofts would combine with small office, community kitchen, and restaurants on Belt Line Road. The area would include open space that involves a victory garden/community garden format. Site designs should be more “resort-like” with ample greenery and sustainable materials and energy policies utilized throughout. The area southwest of Downtown would include new streetscapes with connecting pedestrian realms, on-street parking, small plazas and small park spaces.







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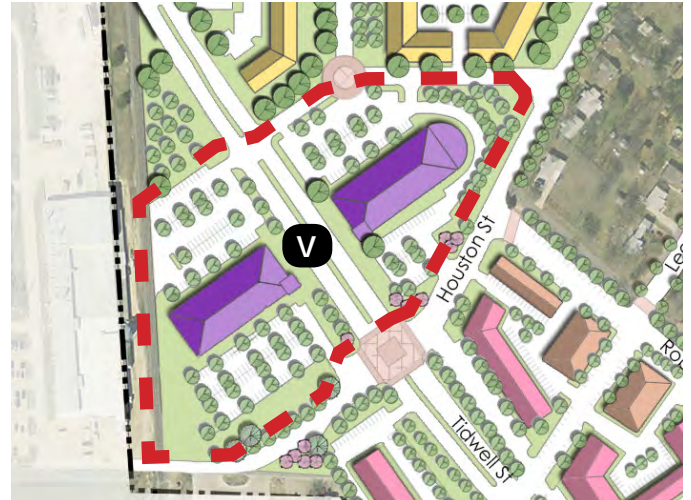


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**Project V: Signature Office Development**

An office development is envisioned along both sides of Tidwell Street just past the Houston Street intersection. The site would take advantage of its proximity to Highway 67 access. The buildings themselves should serve to create a unique architecture statement and serve as a gateway to the newly constructed roadway from Highway 67. The site design would encompass a small campus like setting with landscaped parking and small plazas.



**Projects W, X and Y: Gateway Retail and Highway Oriented Infill**

New infill is recommended along Highway 67 from Tidwell Street towards Cooper Street. The parcels adjacent to Highway 67 should take advantage of their location and be highway-oriented uses such as small office, commercial or retail. Although the uses are highway-oriented, these parcels should be well connected to adjacent neighborhoods and offer mixed-use style buildings.



**Project EE: Historic Downtown Core Roadway Enhancements- Multiple**

In combination with other downtown infill, key roadways should be enhanced in the core area to include streetscape features that support a vibrant and walkable area. Such components are on-street parking, wide sidewalks, site furnishings, lighting and street trees. Streets for consideration include Main Street, Houston Street, Broad Street, Cedar Street and Texas Street.



**Project FF: Cooper Street Enhancement**

Cooper Street has seen recent conversions of single-family homes into small professional office and neighborhood services. This is a desirable location for such infill and conversions due to Cooper Street's existing access to Highway 67. Cooper Street itself should be enhanced to accommodate designated on-street parking, landscape enhancements and safe pedestrian movements.

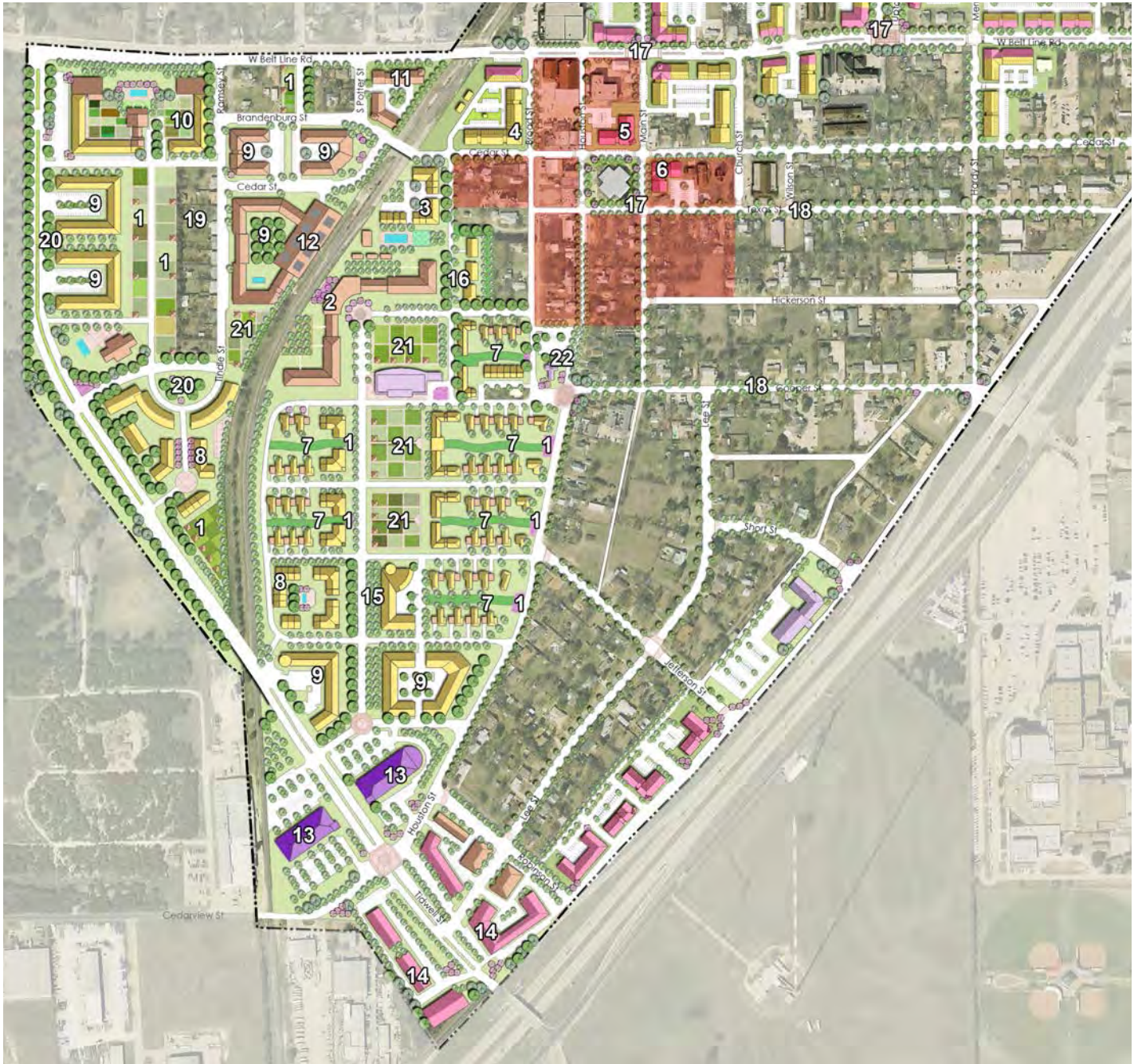


**Project GG: Future Road A**

The presence of this connection offers alternative access to US 67 for development in the western section of the City. Travel projections support the viability of this connection with volumes forecasted at about 17,000 vehicles daily. Other benefits to this connection include; removal of traffic through residential areas along Sleepy Hollow/Meadowridge Drive, accessibility to the Uptown area and possible rail station, and congestion relief of high volumes forecasted on FM 1382 between New Clark and US 67. To further enhance this connection, a grade separation with the BNSF Railroad should be implemented.







Map 30: Historic Downtown Concept Plan with Programming Notes

**Programming Notes:**

- |                            |                             |                         |
|----------------------------|-----------------------------|-------------------------|
| 1. Community Garden        | 10. Eco-Mixed-Use           | 20. Existing Tree Stand |
| 2. Independent Living      | 11. Eco-Restaurant          | 21. Urban Agriculture   |
| 3. Loft Residential        | 12. Solar Shed              | 22. Church / Cultural   |
| 4. Mixed-Use               | 13. Office Gateway          |                         |
| 5. Retail / Restaurant     | 14. Neighborhood Retail     |                         |
| 6. Brew Pub & Beer Garden  | 15. Pecan Grove             |                         |
| 7. Mixed-Density Community | 16. Peach Grove             |                         |
| 8. Townhomes               | 17. Over-Street Grape Arbor |                         |
| 9. Eco-Apartments          | 18. Enhanced Streetscape    |                         |
|                            | 19. Existing to Remain      |                         |

## 6.3

# Priority Actions, Priority Capital Projects and Catalyst Projects

In order to successfully realize the community's vision set forth in this strategy, recommendations must be prioritized. Strategies should be implemented incrementally as the market warrants or as funding becomes available. The most important implementation item is to develop the infill opportunities and capital projects described and illustrated on the Development Plan. Phasing for these development opportunities will be dependent on market conditions. Implementation of the recommended programs will require continuous creative partnerships, input and coordination with the City, stakeholders, NCTCOG, land owners, developers, financial institutions and local organizations and boards.

An important early step toward Development Plan implementation should be the identification of achievable priority actions and catalytic projects. Simple actions such as development code changes and simplification of the development process are extremely valuable, and low cost priority actions that can be implemented in the short-term and set the stage for redevelopment and reinvestment.

Once this framework has been established, the City can focus on strategically implementing catalytic projects. These are projects which include target sites that are expected to create the most vitality, investment and redevelopment in the area because of their high visibility, strategic locations and large sizes. Additionally, the implementation of these projects would begin to address optimal land use and development opportunities as envisioned in the Development Plan.

### (1) Regulatory Updates

A critical first step for both public and private interest is to make certain the regulatory environment is in place to promote the Development Plan's recommendations. Once this framework has been established, the City can focus on strategically implementing catalytic projects. At a minimum, early action items should include policy updates to the Future Land Use Map and Master Thoroughfare Plan to incorporate land use and transportation recommendations. More detailed regulations should follow in order to implement land use, building, open space, transportation and site design

elements. These new or updated regulatory elements need to be further explored but could involve zoning code amendments, new design guidelines, an overlay district and or a new form-based zoning code.

### (2) Marketing and Incentive Packages

In conjunction with other Development Plan initiatives, the City should insure that a strong, clear marketing and business retention/recruitment strategy is developed. Cross-fertilization of local Chamber of Commerce and EDC initiatives, as well as current City supported historic downtown marketing should be calibrated into a cohesive plan, one that begins to build City Center's brand as a unique area with redevelopment and business opportunities and strong local and regional transportation linkage. Consistency in message is critical to promoting City Center's efforts and, as some additional critical mass occurs, the City may investigate a permanent part-time paid City Center position.

Maintaining an up-to-date inventory of all businesses and properties with data that can easily be communicated to brokers and retailers will be important. Marketing pieces that contain demographic and market data from this study would also be useful. In order to maintain excitement for City Center, the City should host special events or activities in the City Center area, or tie in with events hosted by other groups. A clear list of development incentives and City lead initiatives should also be maintained to promote within the development community or as interested parties come forward.





### (3) Uptown

#### **Project HH: New Entry Streetscape to Project A**

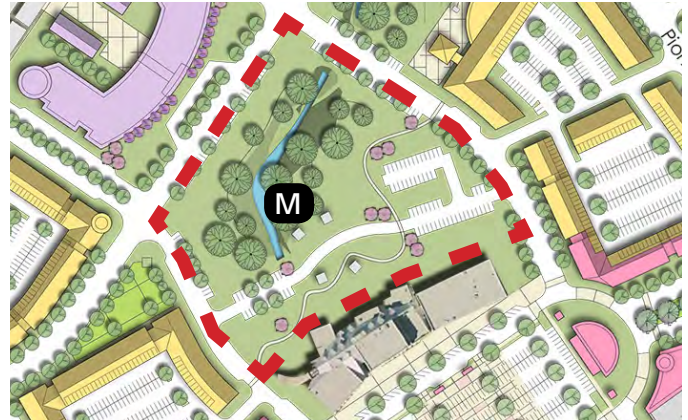
In preparation for Project A- Uptown Village East, a more prominent entrance experience is recommended from FM 1382. This project is for an existing road leading to the south side of the catalyst site and would serve a future hotel with conference center well. The enhancements for the secondary Uptown Village entrance from FM 1382 should include branding, on-street parking, walks and street trees.



### (4) Midtown

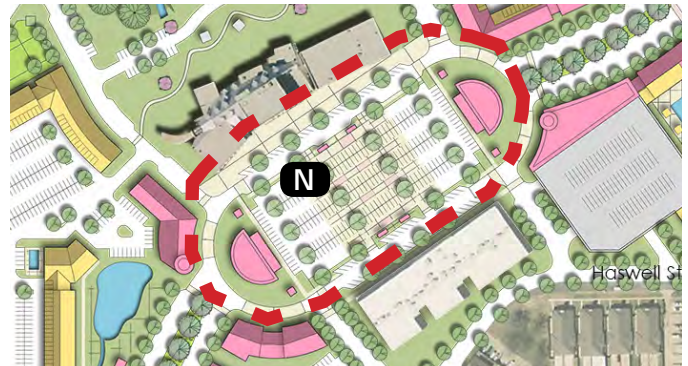
#### **Project M: Signature Community Park**

Open space and park programming play an important role as a catalyst to development. In conjunction with Cedar Hill's Parks Master Plan, a new approximately 30 acre park is proposed behind City Hall that incorporates the greenway from City Hall to FM 1382. This open space should include programmable passive and active elements in the block behind City Hall and across from the future transit station. In addition, trails should link City Hall through the greenway, under FM 1382 to the Uptown area.



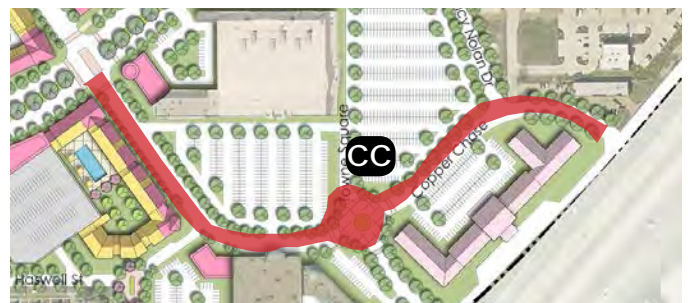
#### **Project N: City Center Plaza**

One of the most notable projects for City Center is the creation of a 2 to 3 acre urban-style plaza between City Hall and an existing movie theater. This new plaza will be a node of the Midtown activities and image. The Midtown Plaza would include split one-way traffic around a new plaza with small retail anchors at both ends. The plaza would be designed with parking and public spaces that can close vehicular traffic during community events. Additional retail from surrounding parcels would front the plaza area.



#### **Project CC: Gateway Access Road Realignment**

It is recommended that Pioneer Parkway and Copper Chase Road be connected with a new road segment to create better connections to Highway 67 from Uptown Boulevard. This project creates a new critical site access point into the heart of Midtown from Highway 67's access road. As with Project I, the new road alignment should increase City Center's visibility and access to Highway 67. The site is critical as to create ease of access and a new visual extension of City Center's standards, expectation and development energy.



## (5) Historic Downtown

### **Project EE: Historic Downtown Core Roadway Enhancements- Multiple**

In combination with other downtown infill, key roadways should be enhanced in the core area to include streetscape features that support a vibrant and walkable area. Such components are on-street parking, wide walks, site furnishings, lighting and street trees. Streets include Main Street, Broad Street, and Cooper Street.



### **Project GG: Future Road A**

The presence of this connection offers alternative access to US 67 for development in the western section of the City. Travel projections support the viability of this connection with volumes forecasted at about 17,000 vehicles daily. Other benefits to this connection include; removal of traffic through residential areas along Sleepy Hollow/Meadowridge Drive, accessibility to the Uptown area and possible rail station, and congestion relief of high volumes forecasted on FM 1382 between New Clark and US 67. To further enhance this connection, a grade separation with the BNSF Railroad should be implemented.





## 6.4

# Economic and Financing Strategies

### Development Roles

Many of the recommended projects and improvements outlined in the Development Plan will require financial assistance in order to be implemented. Where possible, local, state and federal funding sources should be used to leverage private sector dollars. New City Center investments that capitalize on market potential summarized in this document will require planning and implementation strategy to reflect a combination of efforts by various entities. The following are key financing tools, programs and potential funding sources along with summarized development roles.

#### *City of Cedar Hill*

The City has the opportunity to help induce initial catalytic developments by positioning access to special funding and incentive mechanisms for the renovation and selective new infill in existing underperforming areas and new development in greenfield areas, as identified by this plan. Further, as a land owner in the district, the City can leverage its current land assets to facilitate the implementation of key features of the Development Plan to be implemented in the most efficient manner. These efforts may include the following programs and efforts on the part of the City:

- General Funds
- Impact Fees
- Texas Chapter 380 Economic Development Grant
- Tax Increment Financing
- Bonds
- Public Improvement District Financing
- Tax Abatement
- Municipal Management District
- New Markets Tax Credits (in which the City applies for allocation)
- EB-5 Immigrant Investor Loans (in which the City brokers the connection between a Regional Center and developer)
- Land Donation/Write-Down
- Industrial Development Program (NIFA)
- Development Fee Rebates
- Infrastructure Cost Participation
- Sales Tax Sharing
- Low Interest Loans / Subordination
- Property Tax Abatement
- Tax Exempt Financing

- Leveraged Infrastructure Funding
- Façade Maintenance Loan Program
- Predevelopment Funding Grants
- Community Development Tax
- Community Development Assistance (CDA)
- Community Development Block Grant (Section 108 Mezz Debt program)
- Job Training Partnership Act (JTPA)
- Economic Development Administration (EDA)

#### *Cedar Hill Economic Development Corporation (CHEDC)*

Faced with the opportunity for new investment formats identified in the Development Plan, the CHEDC should work as the City's strategic implementation body. This would involve the CHEDC identifying the specific catalytic projects and market these concepts to targeted regional developer/investors in the marketplace that have shown past successes in the implementation of such projects. Further, the City either owns or has recently acquired certain properties within the study area, downtown in particular, that are shown to have economic development potential as presented in the Development Plan. This is a unique and catalytic position for the City to hold; the City should pursue the following action steps with regard to capitalizing on such positioning:

- The City should prioritize the envisioned development projects to those reflecting its highest interest. Such prioritization should be based on the amount of additional land assemblage a developer would need to undertake to achieve the envisioned project, as well as the amount of infrastructure cost associated with each
- Once these prioritized projects have been determined, the City should assemble this information into simple development fact sheets showing the project vision, market location, comparable rents by envisioned use, land ownership specifics including current assessed values, and infrastructural issues associated with each
- Armed with this information, the City should approach several developers that have successfully executed similar developments within North Texas for discussions regarding their interest
- If such interest is generated through this effort, the City would next enter into more detailed discussions with selected developers. As part of this process, the City should determine its goals for the properties it

owns (property sale or ground lease), as well as how to fund related infrastructure costs associated with public improvements

### **Private Development Marketplace**

The private development marketplace can act as the tool for the Cedar Hill community to realize the strategic investment potential identified in the Development Plan. Private developers, both for-profit and non-profit alike, can work in concert with the City in the identification of key sites to deliver new and renovated construction in the formatting described below. In order for a City Center development momentum to move beyond initial catalytic efforts in a manner that may not require public/private partnerships, initial catalytic projects will have to be completed in a manner that provides successful comparable projects that market underwriting can reference. As such, the initial catalytic developments may likely require public/private partnerships to ensure their initial success. This may take the form of public land being contributed to a project, public infrastructure cost assistance, or gap financing through sources of funds available to the City. The goal should be for such momentum to be created through no more than two developments in each of the City Center zones.

## **6.5 Implementation Matrix**

The following implementation tables are deliberately brief and targeted. They provide key strategies and recommendations for guidance, future policy development and redevelopment initiatives. This report should continuously be examined and referenced in the future. When making informed decisions regarding the City Center's direction, the City Center Development Plan report, along with previous planning documents, should be considered as a whole. While the implementation guide provides specific direction, not all recommendations and possible courses of action are contained within the tables. The most important implementation item is to develop the infill opportunities described as projects and are illustrated on the Illustrative Plan.





CITY CENTER DEVELOPMENT PLAN- PRIORITY ACTION TASKS AND PRIORITY CATALYST PROJECTS				LEGEND	↑ ○ ↓	HIGH MEDIUM LOW
INITIATIVE/PROJECT/ PROGRAM	PRIORITY	RESPONSIBLE PARTIES	ACTIONS/KEY TASKS	GENERAL TIMELINE		
Amend the Future Land Use Plan and Master Thoroughfare Plan to incorporate City Center Development Plan recommendations	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Review Development Plan identify necessary land use and transportation updates</li> <li>•Draft amendments to the Future Land Use Plan and Master Thoroughfare Plan changes</li> <li>•Adopt the Development Plan by ordinance as admendment to the Comprehensive Plan</li> </ul>	0 - 1 Year		
Develop, amend and adopt necessary zoning codes to regulate the City Center Development Plan recommendations	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Review Development Plan to identify necessary regulatory mechanisms</li> <li>•Explore potential and create new zoning districts, form-based code, design guidelines, updated parking regulations, use regulations, and or site design requirements</li> <li>•Adopt code changes</li> </ul>	0 - 12 Year		
Update CIP database with transportation, infrastructure, pedestrian circulation, parks and public space recommendations	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Review the Development Plan and prioritize CIP projects</li> <li>•Create budget estimates for priority public projects</li> <li>•Coordinate and implement redevelopment opportunities within yearly CIP review</li> </ul>	0 - 1 Year, Ongoing		
Conduct annual review of the City Center Development Plan report	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•NCTCOG</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Schedule and conduct annual review meetings to discuss progress, opportunities and other potential action items to help facilitate the Development Plan</li> </ul>	Ongoing		
Create incentive framework for Downtown and Midtown	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Prepare database on properties, buildings and vacant businesses</li> <li>•Identify or target key businesses and developments</li> <li>•Prepare relocation assistance, retention and recruitment strategies</li> <li>•Maintain city incentives and market available financial and assistance resources</li> </ul>	0 - 2 Year, Ongoing		
Create Tax Increment Reinvestment Zone for City Center	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Conduct initial TIF study for City Center</li> <li>•Work with TIF consultant</li> <li>•Evaluate fiscal impacts</li> </ul>	0 - 2 Year		
Partner with local and regional organizations to implement strategies and to coordinate the advancement of City Center Development Plan	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•NCTCOG</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•CHISD</li> <li>•Local Organizations</li> </ul>	<ul style="list-style-type: none"> <li>•Conduct regular meeting with local organizations to coordinate City Center activities</li> <li>•Continue to host local events in City Center</li> <li>•Continue to coordinate rail station activities and implementation with NCTCOG</li> <li>•Inquire about upcoming funding possibilities</li> </ul>	Ongoing		

Table 08: Implementation Matrix

INITIATIVE/PROJECT/ PROGRAM	PRIORITY	RESPONSIBLE PARTIES	ACTIONS/KEY TASKS	GENERAL TIMELINE
Develop City Center Marketing Plan	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•Local Organizations</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Prepare marketing collateral for each zone</li> <li>•Research specific built projects and market product types</li> <li>•Communicate with key property owners within the City Center area</li> <li>•Put informal RFQ together to larger marketplace only if informal process doesn't prove effective</li> </ul>	0 - 2 Year, Ongoing
Project HH- New Entry Streetscape to Project A	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•CHEDC</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Design and bid streetscape improvements</li> <li>•Implement project</li> </ul>	0 - 2 Year
Project M- Signature Community Park	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•Local Organizations</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Secure lands</li> <li>•Design and bid parkland and facilities</li> <li>•Implement project</li> </ul>	1 - 4 Year
Projects N- City Center Plaza	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•Local Organizations</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Secure lands</li> <li>•Design and bid plaza and facilities</li> <li>•Implement project</li> </ul>	0 - 3 Year
Project CC- Gateway Access Road Realignment	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Work with property owners on roadway alignment and features</li> <li>•Secure lands and right of way</li> <li>•Design and bid roadway</li> <li>•Implement project</li> </ul>	0 - 3 Year
Project EE- Historic Downtown Core Roadway Enhancements •Cooper Street •Main Street •Broad Street	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•NCTCOG/TxDOT</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Work with property owners on roadway alignment and features</li> <li>•Secure right of way</li> <li>•Design and bid roadway enhancements</li> <li>•Implement project</li> </ul>	0 - 3 Year
Project GG- Future Road A	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Dallas County</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•NCTCOG/TxDOT</li> <li>•Business and Property Owner(s)</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Work with property owners on roadway alignment</li> <li>•Secure right of way</li> <li>•Design and bid roadway enhancements</li> <li>•Implement project</li> </ul>	0 - 3 Year



CITY CENTER DEVELOPMENT PLAN- PROJECTS FOR TARGETED INVESTMENT				LEGEND	↑ ○ ↓	> \$500,000 \$100,000 - \$500,000 < \$100,000
INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	ACTIONS/KEY TASKS	GENERAL TIMELINE		
Project A- Uptown Village East	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	0 - 3 Year		
Project B- Signature Development at FM 1382	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•Local Organizations</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key user</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	2 - 5 Year		
Project C- Urban Retail Infill	↓	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	5 + Year		
Projects D and E- Office and Hotel near Strayer University	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	2 - 5 Year		
Project F- Urban Center Infill, Multiple Sites	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	2 - 5 Year, Ongoing		
Project G- Urban Residential and Retail Infill	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	2 - 4 Year		
Project H- Urban Retail Infill	↓	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	5 + Year		
Projects I – Highway 67 Gateway Hotel Development	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	2 - 5 Year		

INITIATIVE/PROJECT/ PROGRAM	PRIORITY	RESPONSIBLE PARTIES	ACTIONS/KEY TASKS	GENERAL TIMELINE
Project J- Mixed Use and Urban Residential Infill	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	3 - 5 Year
Project K- Mixed-Use Infill and Garage	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant assistance</li> <li>•Coordinate with property and business owners</li> <li>•Conduct parking study</li> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	1 - 3 Year
Project L- Multimodal Transportation Center Building and Plaza	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant assistance</li> <li>•Conduct rail station study and coordinate with NCTCOG and rail authority</li> <li>•Design and bid station, plaza and facilities</li> </ul>	5 + Year
Project O- Urban Retail Infill	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	0 - 3 Year
Project P- Belt Line Corridor Enhancements and Urban Infill	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•NCTCOG</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•CHISD</li> <li>•Local Organizations</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Coordinate with NCTCOG</li> <li>•Design and bid roadway enhancements</li> <li>•Implement project</li> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	0 - 3 Year
Project Q- Historic Downtown Infill	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	0- 5 Year, Ongoing
Project R- Historic Downtown Infill	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	0 - 3 Year, Ongoing



INITIATIVE/PROJECT/PROGRAM	PRIORITY	RESPONSIBLE PARTIES	ACTIONS/KEY TASKS	GENERAL TIMELINE
Project S- Historic Downtown Core Infill	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	0 - 3 Year, Ongoing
Project T1 and T2, Project U1 and U2- Sustainable Neighborhood Development	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> <li>•CHISD</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Coordinate with CHISD on land holdings</li> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	0 - 3 Year, Ongoing
Project V- Signature Office Development	↓	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	5 + Year
Projects W, X and Y- Gateway Retail and Highway Oriented Infill	↓	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•CHEDC</li> <li>•Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>•Identify or target key businesses and developments</li> <li>•Implement recruitment strategies</li> <li>•Coordinate incentive package</li> </ul>	5 + Year, Ongoing
Project AA- Multimodal Transportation Center New Roadway	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•NCTCOG/TxDOT</li> <li>•Business and Property Owner(s)</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Coordinate with land and business owners</li> <li>•Design and bid roadway</li> <li>•Implement project</li> </ul>	2 - 5 Year
Projects BB- Uptown Boulevard Enhancements	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•NCTCOG/TxDOT</li> <li>•Business and Property Owner(s)</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Coordinate with land and business owners</li> <li>•Design and bid roadway</li> <li>•Implement project</li> </ul>	2 - 5 Year
Project DD- Transit Connector Roads	○	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•NCTCOG/TxDOT</li> <li>•Business and Property Owner(s)</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Coordinate with NCTCOG, land and business owners</li> <li>•Design and bid roadway</li> <li>•Implement project</li> </ul>	2 - 5 Year
Project FF- Cooper Street Enhancement	↑	<ul style="list-style-type: none"> <li>•City Staff</li> <li>•Planning and Zoning Commission</li> <li>•Main Street Development and Preservation Board</li> <li>•City Council</li> <li>•Business and Property Owner(s)</li> <li>•Consultants</li> </ul>	<ul style="list-style-type: none"> <li>•Explore funding and grant opportunities</li> <li>•Coordinate with land and business owners</li> <li>•Design and bid roadway</li> <li>•Implement project</li> </ul>	0 - 3 Year





CHAPTER

7.0

- A. Existing Conditions
- B. Assessment of Existing Conditions
- C. Public Involvement Plan and Summary of Public Involvement Activities
- D. Market Study (Summary)
- E. Circulator Study (Summary)

**APPENDIX**

# Appendix A: Existing Conditions

## Previous Plans and Studies

The following are existing plans, regulations, policies, initiatives and studies affecting the Cedar Hill City Center Development Plan. The consultant team reviewed the following lists of documents that have the greatest influence on City Center and have noted important components of each to be considered throughout the entire length of the study. The existing plans have documented many existing opportunities for Cedar Hill as a hub in the southern portion of the Dallas-Fort Worth metropolitan area. The following should be used in coordination with this report and reviewed in their entirety prior to development.

### 2008 Comprehensive Plan

The Plan created a blueprint for future growth in Cedar Hill that establishes a land use plan and a transportation framework. The plan strongly promotes mixed-use development, walkable centers and a variety of housing options for residents.

A Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis was discussed by the Comprehensive Plan Steering Committee. It is summarized in Table 09. *(This is a partial list, for a complete list see 2008 Comprehensive Plan – Chapter 2)*

Based on the SWOT analysis, City Center should improve the strengths, eliminate weaknesses, leverage the opportunities and create defensive strategies for possible threats in the future. Improving strengths can be continuing to preserve open/green space within Cedar Hill and take pride in the natural topography of the land, a unique physical characteristic for the North Texas region. Ways to eliminate weaknesses are to introduce new employment opportunities, improve the aesthetics of Highway 67 corridor and develop community/neighborhood sustainability.

As stated before, Cedar Hill has a high potential to become a regional attraction due to its central location, natural resources and existing retail/commercial businesses. City Center should take advantage of this opportunity to help turn the visions of City Center into a reality.

As defined in the 2008 Comprehensive Plan, new development and redevelopment within the City Center should have an urban rather than a suburban character

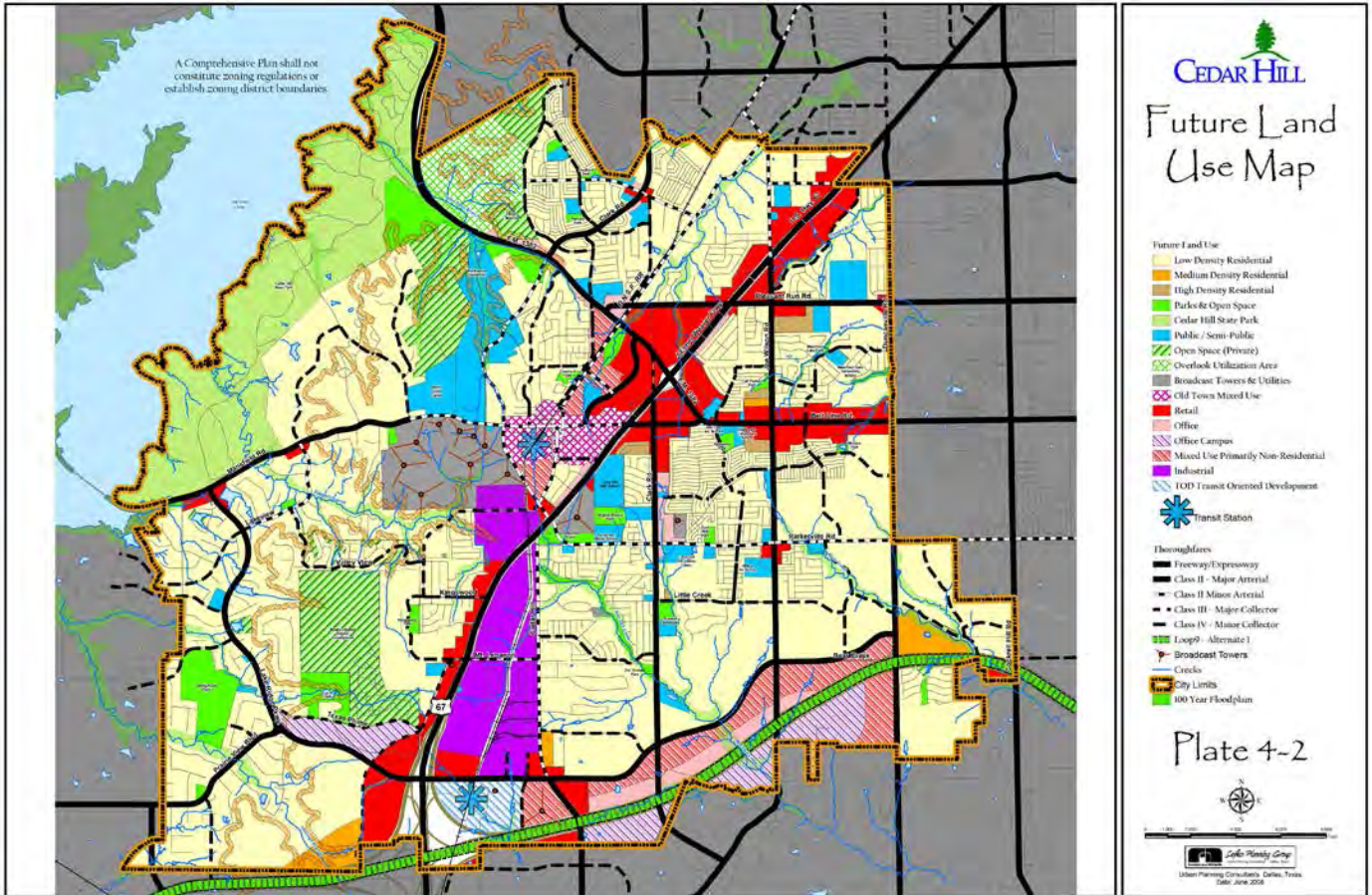
and should support a higher intensity of uses than elsewhere in the City. The Future Land Use on Map 31 calls for a mix of uses within City Center that ranges from low to high density residential, office, retail and public open spaces.

<b>Strengths</b>	<ul style="list-style-type: none"> <li>Topography</li> <li>Natural beauty</li> <li>Existing rail line</li> <li>Population size</li> <li>Housing mix</li> <li>Joe Pool Lake</li> <li>Sense of community</li> <li>Open government</li> <li>Open/green space</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>Lack of high tech businesses</li> <li>Lack of employment opportunities</li> <li>Land use balance (lack of commercial/industrial)</li> <li>Aesthetics of Highway 67 corridor</li> <li>Functionality &amp; infrastructure of Highway 67</li> <li>Unsustainable housing in historic downtown</li> <li>Lack of mass transit</li> <li>East-west connection</li> <li>Community/neighborhood sustainability</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Become a regional attraction</li> <li>Mixed-uses</li> <li>Natural resources</li> <li>Open minded to all possibilities</li> <li>Multimodal choices</li> <li>Recreational venues</li> <li>Business growth</li> <li>Population growth</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>Failure to plan for increasing demand for municipal services</li> <li>Adjustment to shifting demographics</li> <li>Loss of natural resources &amp; the escarpment</li> <li>Loss of wildlife habitat</li> <li>Becoming like all other suburbs</li> <li>Failure to inform the public of City process and progress</li> <li>Empty big boxes (retail buildings)</li> </ul>

Table 09: SWOT Analysis (partial list) taken from the 2008 Comprehensive Plan

The 2008 Comprehensive Plan also featured a Thoroughfare Plan (Map 16, page 59) that promotes city wide connectivity to City Center; hence, it was critical to the City Center's success to incorporate the plan into the City Center Development Plan.





Map 31: Future Land Use Map. Source: 2008 Comprehensive Plan

### City Center Vision Plan

The City Center Vision Plan was used as a base for preparation of this Development Plan. Previous text, summaries and principles were used in this Development Plan. Much of the concepts and design principles remain relevant but have been modified based on new findings and market conditions.

This plan sets the vision of Cedar Hill's Central Business District. The document envisions the transformation from a collection of auto-oriented development into a transit-oriented, high intensity place to shop, work, live and play. The goal of the City Center Vision Plan is to:

- Develop City Center as a series of three complementary districts connected by a supportive mobility network
- Reinforce the City's premier status by concentrating employment, retail, entertainment, and higher-density residential uses in City Center
- Take advantage of transit by offering high-capacity accessibility development within a ten-minute walk of the City Center station, along with connections



Cover page of the City Center Vision Plan

throughout City Center via a connected, local circulator system

- Ensure the future development is of the highest quality and reflects Cedar Hill's distinctive natural and historic built character
- Provide multiple opportunities for interaction through public gathering spaces that add vibrancy to City Center
- Develop sustainably to preserve the long-term environmental, community, and economic viability of the City

The City Center Vision Plan developed a concept diagram that described potential pattern for development that is organized around three land use districts: center, general and edge. Center, also the core, represents the most intense and dense land use that would include vertical mixed-uses, higher densities/intensities, ground-level retail, and upper story office and/or residential. The General district would surround the Center uses and would also support mixed-uses but in low-rise buildings with moderate densities/intensities such as apartments, townhomes, retail and upper story residential. The Edge district represents the transitional zones as development moves away from the Center and General categories to support lower density with small lot single-family houses, townhomes, retail and traditional town lot patterns.

The Plan identifies six different land use definitions within City Center including Urban Center, Urban General (Midtown/Uptown), Urban General (Old Town), Urban Neighborhood 1, Urban Neighborhood 2 and Old Town Neighborhood. The City Center TOD study focuses on this City Center Vision Concept Plan and uses the same terminology to develop an extension of the plan that is compatible with the market assessment discussed in Chapter 3 of this report. The City Center Vision Plan also discusses circulator choices for the City: a replica rubber tire trolley; a vintage, restored streetcar; a replica streetcar; and a modern streetcar.

The Plan sets the framework for the City Center Development Plan and encourages performing a market study to evaluate market conditions in the Cedar Hill City Center to guide in detailed planning and design work. This plan sets forth the following recommendations for future study:

- Based on the market study, a refined vision and concept plan can be derived with the market realities and be fully supported by key stakeholders and the general public
- In addition, a circulator plan, a focus area plan, rail station design, a parking management plan and an

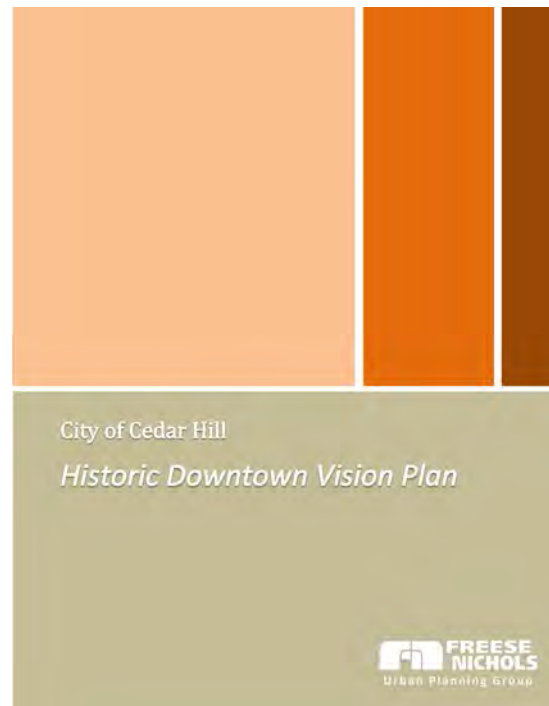
implementation program was encouraged. The recommendations above form the basis of the City Center Development Plan.

### **Historic Downtown Vision**

The Historic Downtown Vision more clearly defines the community's vision for the Historic Downtown and identifies actions necessary to achieve the vision. Historic Downtown should continue to build on its existing assets to distinguish itself from Uptown and Midtown, including its historic structures. At the same time, Historic Downtown is one of three sub districts of City Center and complementary growth is important to the success of the entire district.

The vision for Historic Downtown is as follows:

*"We envision a Historic Downtown Cedar Hill that preserves its distinctive charm and fosters complementary growth; where unique shops, services, dining, culture attractions, and living opportunities attract visitors and residents to live and work in our community in a safe, friendly, and walkable environment with connections to other parts of the city."*



Cover page of the Historic Downtown Vision Plan document



### **Water and Wastewater Plan**

The Water and Wastewater Plan performed an impact fee analysis on the City's water and wastewater system. The purpose of the plan was to address the methodology used in the development and calculation of water and wastewater impact fees for the City of Cedar Hill. A Capital Improvement Plan was created based on land use assumptions to provide improvement recommendations that will be required to meet the projected water demands and wastewater flows through year 2022. An Impact Fee Analysis was also done to determine the utilization of existing and proposed projects that is required to serve new development over the next 10-year time period.

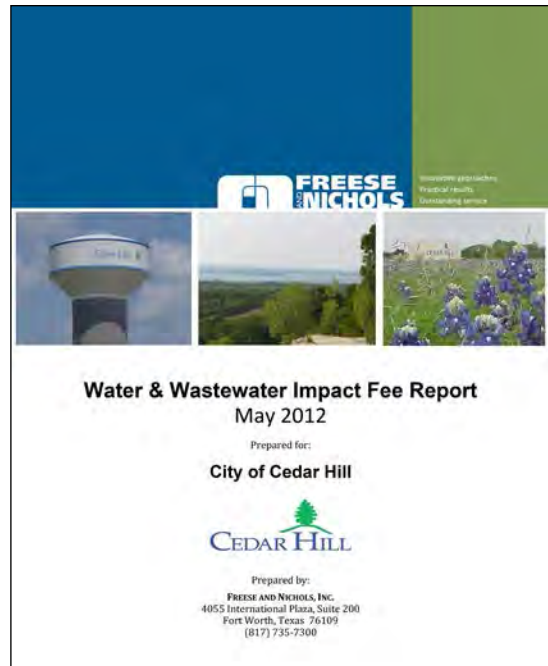
### **2012 Parks, Recreation, Trails & Open Space Visioning Master Plan**

The primary purpose of this Master Plan is to identify preferences and needs, and provide guidance for Cedar Hill's parks, recreation, trails and open space system. The Plan also addresses the importance of promoting the image of the City through branding based upon the City's most prominent aspects such as physical features or cultural characteristics. The Plan suggests focusing on public facilities, particularly streetscapes, to convey the image, character, and first impressions of Cedar Hill.

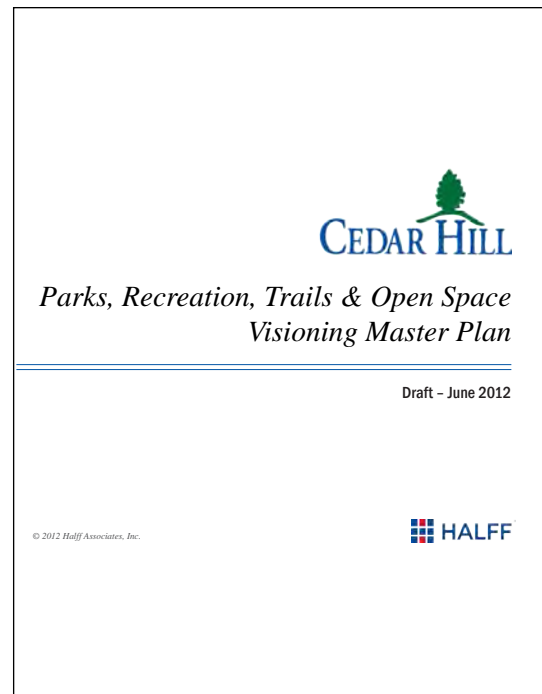
The vision of this Master Plan is based on three concepts: City within a Park, 20% Open Space Goal, and Nature/Urban Interface. The City also adopted seven core values that are intended to guide the future growth of the community.

The values include: Distinctive Character; Safe; Texas Schools of Choice; Clean; Vibrant Parks and Natural Beauty; Strong and Diverse Economy; and Excellent, Safe and Efficient Infrastructure. These seven core values feature the same goals and prospects for the growth of Cedar Hill as a City; therefore, it was critical to apply these to the City Center Development Plan.

The Master Plan was reviewed with attention to trails and bikeways within the City Center study area. The Plan aimed to address the bikeways to be compatible with the Mobility 2035 Plan from NCTCOG and to adopt their Regional Bicycle and Pedestrian Design Guidelines. The City Center Development Plan uses the Parks, Recreation, Trails and Open Space Visioning Master Plan to refine and accommodate the proposed bicycle and trail systems throughout the City Center area as well as maintain large park locations.



Cover page of the 2012 Water & Wastewater Impact Fee Report



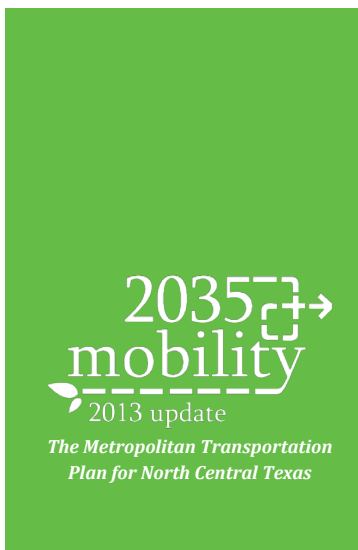
Cover page of the 2012 Parks, Recreation, Trails & Open Space Visioning Master Plan

### **Mobility 2035: The Metropolitan Transportation Plan for North Central Texas – 2013 Update**

The North Central Texas Council of Governments developed a document to define a vision for the multimodal transportation system in the Dallas-Fort Worth metropolitan area. It was adopted in March 2011 by the Regional Transportation Council (RTC) who serves as the policy body for the Metropolitan Planning Organization for the Dallas-Fort Worth area. The purpose of the Mobility 2035 -2013 Update is to guide the implementation of multimodal transportation improvements, policies and programs in the 12-county Metropolitan Planning Area through the year 2035. It supports goals that provide an emphasis on mobility, quality of life, system sustainability and implementation, to guide the expenditure of regional, state and federal transportation funds.



Cover page of the Mobility 2035 Plan



Cover page of the Mobility 2035 Plan 2013 Update

### **Regional Rail Corridor Study (Midlothian Line)**

Based on projections of population and employment growth in the Dallas-Fort Worth metropolitan area, there were interests in pursuing expanded passenger rail services in the region. As a result, the RTC commissioned a study of existing freight railroad corridors for possible passenger rail service.

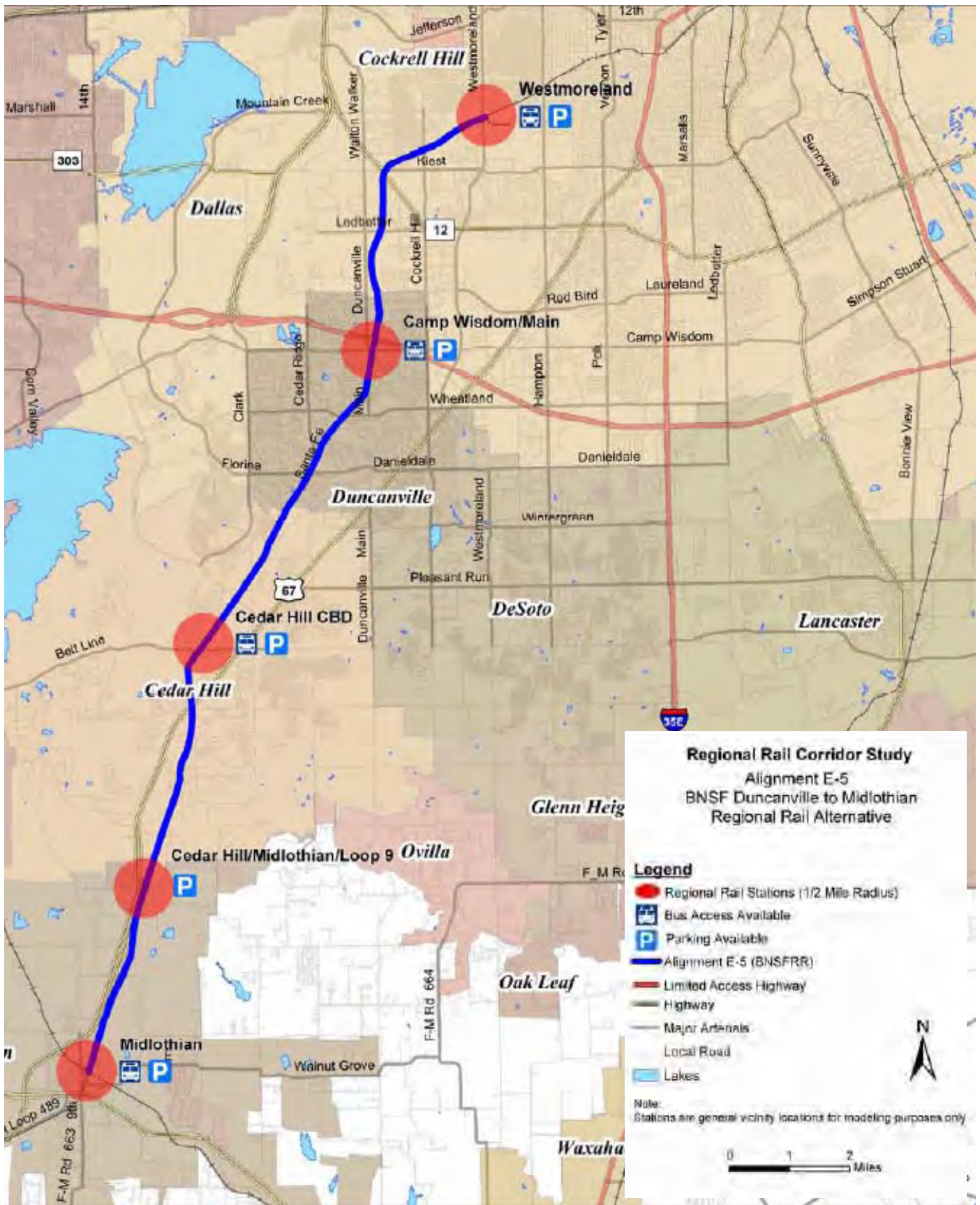
The Midlothian rail corridor, also known as the Corridor E-5, is one of eight existing freight rail corridors previously studied by NCTCOG for the feasibility of implementing commuter rail, light rail or other forms of transit service. The E-5 is shown on Map 32 in blue. The Midlothian rail corridor is a Burlington Northern and Santa Fe Railway (BNSF) line that begins in Midlothian, runs through Cedar Hill to Duncanville and ends in Dallas for a total of approximately 18 miles in length in which BNSF owns all the right-of-way along the subject corridor.

One of the five proposed rail stations along the Midlothian line is located in Cedar Hill. One location is in Cedar Hill's Central Business District, cited as Cedar Hill CBD station, which will have a Local Bus and a Park-and-Ride system.

Alternatives to the regional rail were also discussed in this study to consist of the Light Rail Transit (LRT) and the Bus Rapid Transit (BRT). The regional rail, LRT and BRT was each evaluated with a set of performance indicators using a five point system. A partial list of evaluating criteria includes total daily ridership forecast, ease of implementation, and connectivity with existing and planning transit operations.

Operated under a Track Warrant Control (TWC), the current Midlothian line has a maximum operating speed of 20 mph with approximately four local freight trains operating over the line each day as of the 2004 Regional Rail Corridor Study (RRCS). RRCS indicated that the track will need to be upgraded if maximum train speed is to be increased. The study also noted that population density along this corridor is sparse compared to other corridors being studied.





Map 32: Midlothian Line Rail Corridor (Zoomed in). Source: NCTCOG

# Appendix B: Assessment of Existing Conditions


Prior to creating a Development Plan for City Center, existing conditions in each of the three zones were analyzed to understand the opportunities and constraints for future development. These assessments of various factors include existing land uses, building structures, roadway systems and open spaces. A summary of existing condition assessments for each zone follows:

## Historic Downtown Existing Land Uses

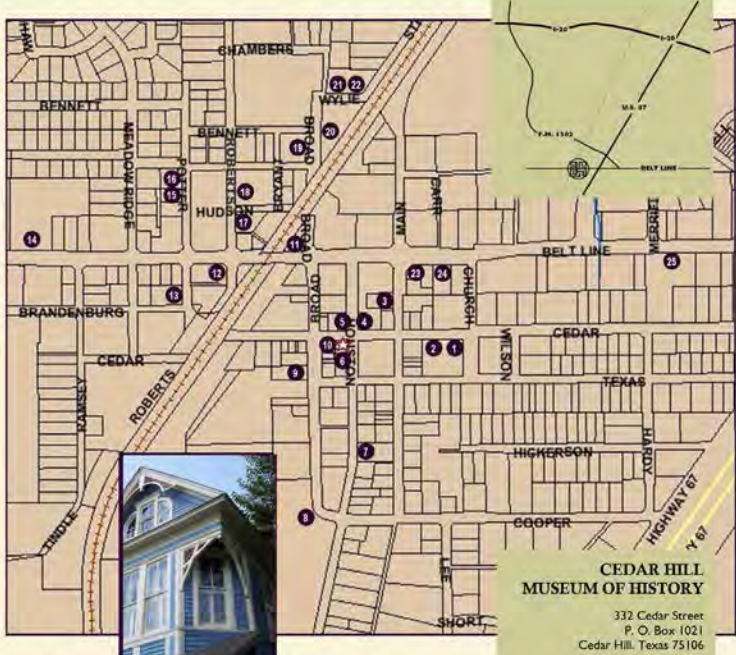
Currently, Historic Downtown zone features a majority of single-family uses that are primarily located in the south-eastern portion of the zone. Land uses also include public and institutional as well as retail and commercial uses. There is a special purpose park, known as Pioneer Park, which features a band shell, a historical marker and commemorative bricks in and around the park. Notable public facilities include the Zula B. Wylie Public Library, First Baptist Church and New Life Apostolic Church. Businesses in Historic Downtown offer an array of options that are unique to the area and contribute to an eclectic style. These businesses include restaurants, antique shops and one-of-a-kind retail and professional services from quilting to real estate development.

- 1 E. E. Straus House  
400 Cedar
- 2 Straus ~ Wylie House  
404 Cedar
- 3 Texaco Station  
108 S. Main
- 4 Citizens Bank of Cedar Hill  
515 Cedar
- 5 Wilson Building  
601 Cedar
- 6 T. A. Bray Building  
210 S. Houston
- 7 S. T. Moore House  
321 S. Houston
- 8 William Bryant, Jr. House  
398 S. Broad
- 9 Dr. Rufus A. Roberts House ☆  
210 S. Broad
- 10 Cedar Street Commercial Block  
608-612 Cedar
- 11 Cox ~ Chapman House  
701 W. Belt Line
- 12 D. M. Angle ~ Potter House  
800 W. Belt Line
- 13 Robert G. Brandenburg House  
901 Brandenburg
- 14 Ramsey ~ Nafus House  
1007 W. Belt Line
- 15 The Depot House  
126 N. Potter
- 16 Hawkes ~ Harrington House ☆  
132 N. Potter
- 17 Haswell House  
115 N. Roberts
- 18 First United Methodist Church ☆  
127 N. Roberts
- 19 Straus ~ Cannady House  
202 N. Broad
- 20 Edward C. Bennett House  
215 N. Broad
- 21 Church of the Nazarene Parsonage  
707 Wylie
- 22 Church of the Nazarene  
201 Straus
- 23 Elliott ~ Abernathy House  
408 W. Belt Line
- 24 Ground ~ Sims House  
406 W. Belt Line
- 25 Pogge House  
230 W. Belt Line

The walking tour is 2.2 miles in length and can be completed in just over an hour. Look for the Historic Resource medallion and story plaque at each site.



☆ Denotes Texas State Historic Marker



*E. E. Straus House c. 1852*

*The Gingerbread House c. 1854*

**CEDAR HILL MUSEUM OF HISTORY**  
332 Cedar Street  
P. O. Box 1021  
Cedar Hill, Texas 75106

Phone: 972.293.3806  
E-mail: info@cedarhillmuseum.com  
Website: www.cedarhillmuseum.com

Map 33: Historic Structures in Historic Downtown. Source: Taken from the Cedar Hill Historic Walking Tour document



## Building Structures

The Historic Structures in Historic Downtown (Map 33) has a diverse inventory of buildings including new construction and underutilized structures. Historic Downtown zone has 16 historical buildings identified by the Cedar Hill Museum of History and are listed below. These historic structures should be preserved according to feedback from the City in order to promote the area's distinctive character.

- E. E. Straus House
- Zula Bryant Wylie House
- Texaco Station
- Citizens Bank
- Wilson Building
- T.A. Bray Building
- S. T. Moore House
- William Bryant, Jr. House
- Dr. Rufus A. Roberts House
- Cedar Street Commercial Block
- Cox/Chapman House
- D.M. Angle/Potter House
- Robert G. Brandenburg House
- Elliott/Abernathy House
- Ground/Sims House
- Pogue House

The existing buildings along Belt Line Road have a variety of different design elements. The majority of them were built in the first half of the 20th century, a period of intense design exploration with respect to residential architecture. Many homes have a mixture of traditional styles like Colonial Revival, Cape Cod cottages, Victorian cottages and bungalow-style architecture. Together, these styles have an eclectic characteristic and future residential infill should respect architectural styles.

## Key Roadways

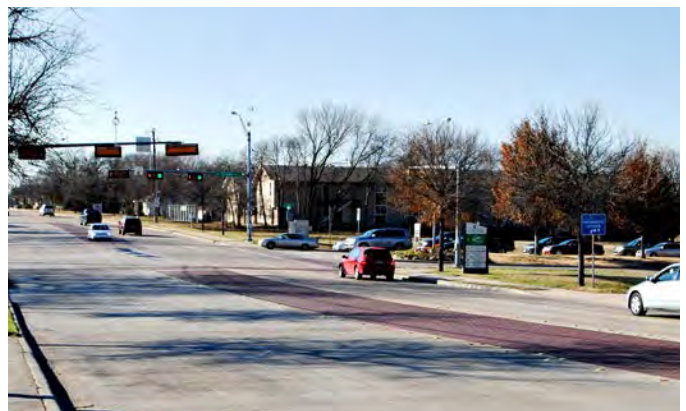
Existing roads in Historic Downtown have a combination of conditions. Parts of the road on South Main Street, Texas Street, Houston Street and Cooper Street lack the presence of a curb and gutter, giving a rural feeling. The majority of roads are concrete paved with the remaining road having asphalt surfaces. Belt Line Road has been recently reconstructed, in conjunction with the Thoroughfare Plan's minor arterial road section with four divided lanes and a flush median.



Former Wilson Building. Today, the building operates under the name Sam's Pizza & Pasta



Former Citizens Bank. Today, the building operates as Cedar Hill Barbers



Belt Line Rd

### **Open Spaces**

Historic Downtown's parks are limited to Pioneer Park located on Cedar Street. Other open spaces are associated with vacant properties, most likely with opportunities for new infill development.

### **Opportunities**

With the existing conditions of Historic Downtown, complementary growth is important to the future success of the area. Vacant land offers development potential for housing, senior facilities and businesses based on the identified market trends. Several vacant lots on Belt Line Road have potential for unique urban infill. As stated in the Historic Downtown Vision Plan, development should be focused on small scale business types such as boutique shops and independently owned restaurants to create a distinguishable mixed-use environment different than envisioned for development in Midtown and Uptown.

### **Constraints**

The northeast and southeast quadrants of Historic Downtown have some constraints to the desired higher density, mixed use redevelopment. This is due to existing businesses and existing residential units in the area that still maintain vitality. Uptown is built and successful, so changing the model there in the near future would likely not be feasible. In order to promote walkability and multimodal transportation, several streets will need to be redesigned to support adequate on-street parking and pedestrian connections to the other parts of City Center. Special attention needs to be placed on connecting the area west of the railroad corridor to the remaining Historic Downtown zone.



*Pioneer Park*



*Babe's Restaurant*



*Jessica's Flowers & Gifts*



## Midtown

### Existing Land Uses

Current land uses in Midtown include single-family, attached residential, retail, civic, commercial, institution and open space. Non-residential uses are prominent. There are also small fast food chains and medium sized restaurants located in the northeast quadrant of Midtown.

### Building Structures

There are many existing buildings within Midtown that are economically viable to City Center. Those buildings include Cinemark Theatre, 24-Hour Fitness, JC Penney, Haverty's, Strayer University and Wal-Mart. The Government Center in particular, is significant and serves as a vital element to City Center's development patterns and to the City as a whole.

### Key Roadways

Uptown Boulevard has a suburban feel due to very wide right-of-way and lanes. The roadway has limited offerings for pedestrians but does have sidewalks. Uptown Boulevard is a key roadway to the success of City Center's Development Plan. Future development will need to tie into other existing roadways and create walkable block lengths and grid system.

### Open Spaces

As shown on Map 34, a significant greenbelt is located west of the Government Center and extends to the Uptown zone. Future sites should incorporate its locations and offerings into site amenities. However, Midtown currently lacks dedicated parks, plazas and open space that could attract users to the area. There are vacant parcels of land throughout the zone that have potential for infill development.



Strayer University



Midtown Retail



Map 34: Existing Greenbelt in Midtown

### Opportunities

Refer to Map 36: City Center Opportunities. The triangle tract of vacant land to the west of BNSF railroad, at the northwest quadrant has significant elevations. The high point offers a focal point along FM 1382. The site should consider a landmark building or a gateway into City Center. The greenfield area to the west of Government Center offers the greatest opportunities for a park and recreation system along with open space preservations. The space provides a natural and pleasant quality that is well suited for outdoor recreation activities such as trails and passive activities. The area between the Government Center and Cinemark creates an opportunity to reinforce place-making techniques.

There are several large undeveloped areas that hold potential for development due to parcel assembly and location near future TOD site. In addition, infill within larger parking lots could accommodate future mixed-use infill.

### Constraints

Refer to Map 37: City Center Constraints. Many areas within Midtown offer limited urban form due to existing building footprints and orientations and future developments will need to consider urban forms to implement the community's walkable desires. The northeast quadrant of Midtown is difficult to develop due to businesses, building and parcel orientations, parking needs, and price and land assembly.

Although there have been many new developments in the past decade, these program anchors are fragmented and are disconnected without proper linkages by roads and consistent frontage. As depicted on Map 35, majority of existing businesses or retail centers have developed as typical suburban sites without connection to the greater context of City Center. While many businesses are well-done and serve a great purpose, better opportunities exist to connect future businesses in a more walkable, urban form. Introducing key cross streets will create a more orderly development framework and help link existing retail and commercial anchors together.



Cinemark Theatre in Midtown



Map 35: Existing Program Anchors



## **Uptown**

### **Existing Land Uses**

The Uptown area has significant regional retail anchors including department stores, restaurants, clothing stores and big box retailers. No existing residential uses are within Uptown.

### **Building Structures**

Uptown Village is newly constructed with national brand name retailers such as American Eagle, Barnes and Noble, Coldwater Creek, Dillard's, Jos. A. Bank, Old Navy, and many others. To the east of Uptown Village, there is a power retail center with big box retailers such as Kroger and Target. The majority of the building structures have a traditional layout for retailers that generate large trip counts such as ample parking lots and limited opportunities to connect between uses by alternative transportation modes.

### **Key Roadways**

FM 1382 is classified as a Principal Arterial on the Master Thoroughfare Plan and has very high traffic flow. It holds potential for branding entry point into City Center at the intersection of Straus Road and Uptown Boulevard.

### **Open Spaces**

Uptown's parks include an urban plaza located in Uptown Village known as the Village Green. The Village Green is the hub for Uptown Village and hosts free concerts throughout the year. Other open space includes a significant greenbelt near US Highway 67 and extends to Pleasant Run Road.

### **Opportunities**

More than seventy retailers and restaurants located in Uptown generate activities on weekdays, weeknights and weekends. These opportunities can attract new residential and non-residential uses to Uptown. The vacant lot located to the east of Uptown Village has potential for a hotel and conference development.

### **Constraints**

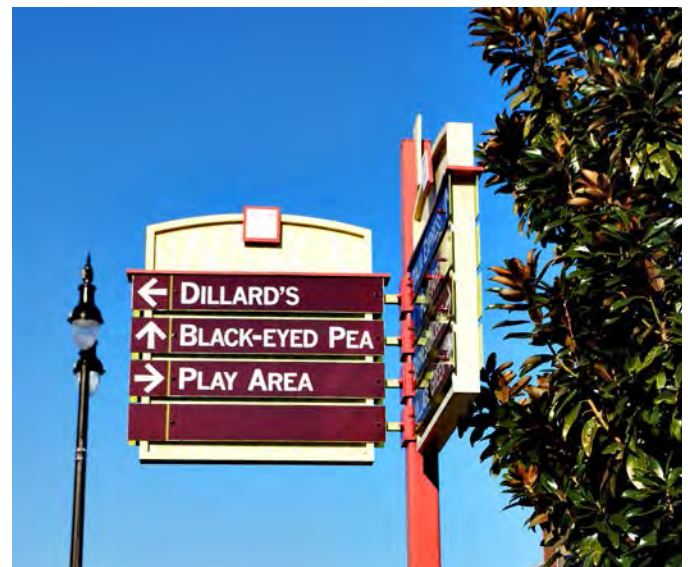
Infill development will likely be difficult due to existing businesses, parking needs, land values and the needed parcel assemblies.



*Shoppers in Uptown Village*

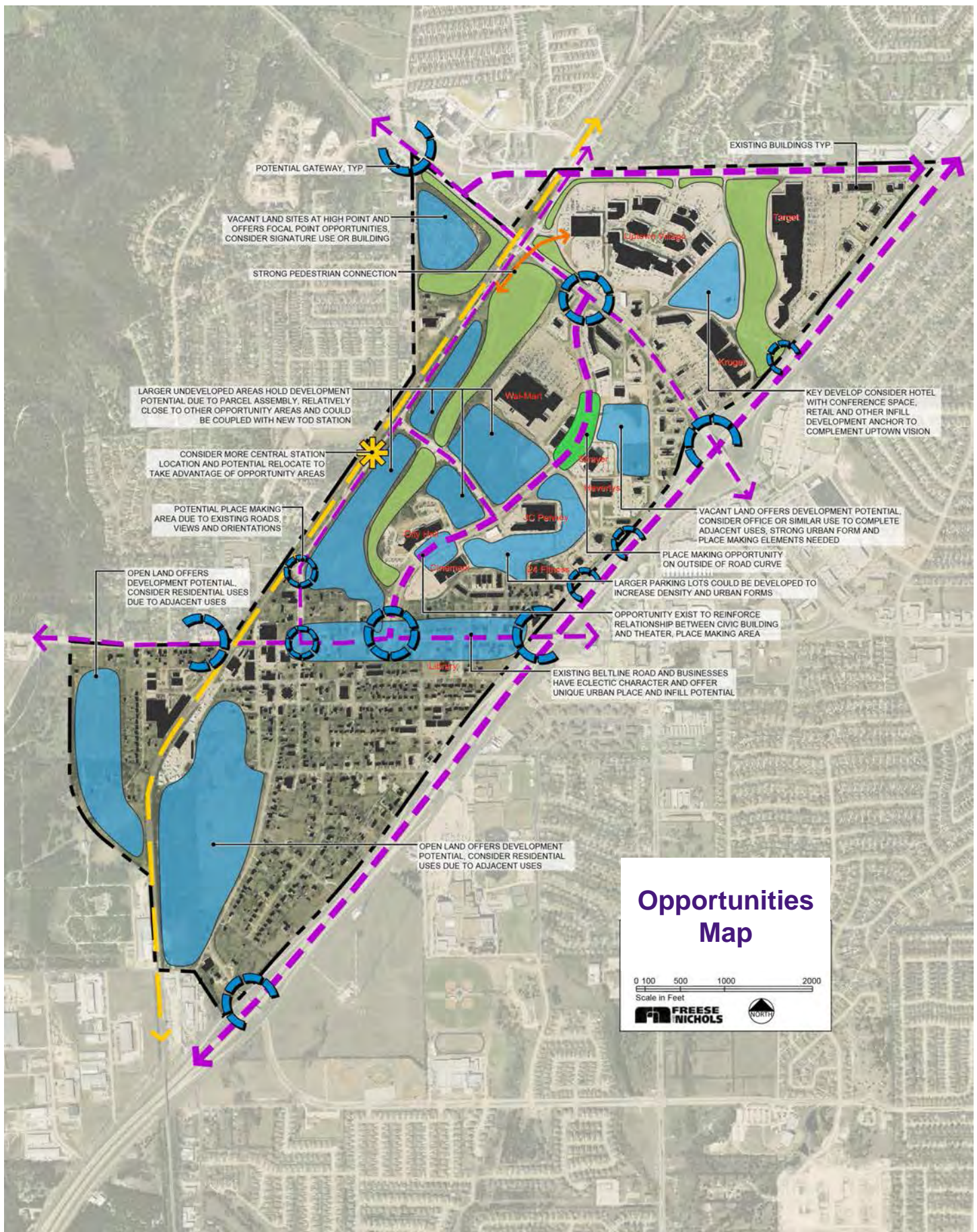


*Uptown's Urban Plaza*



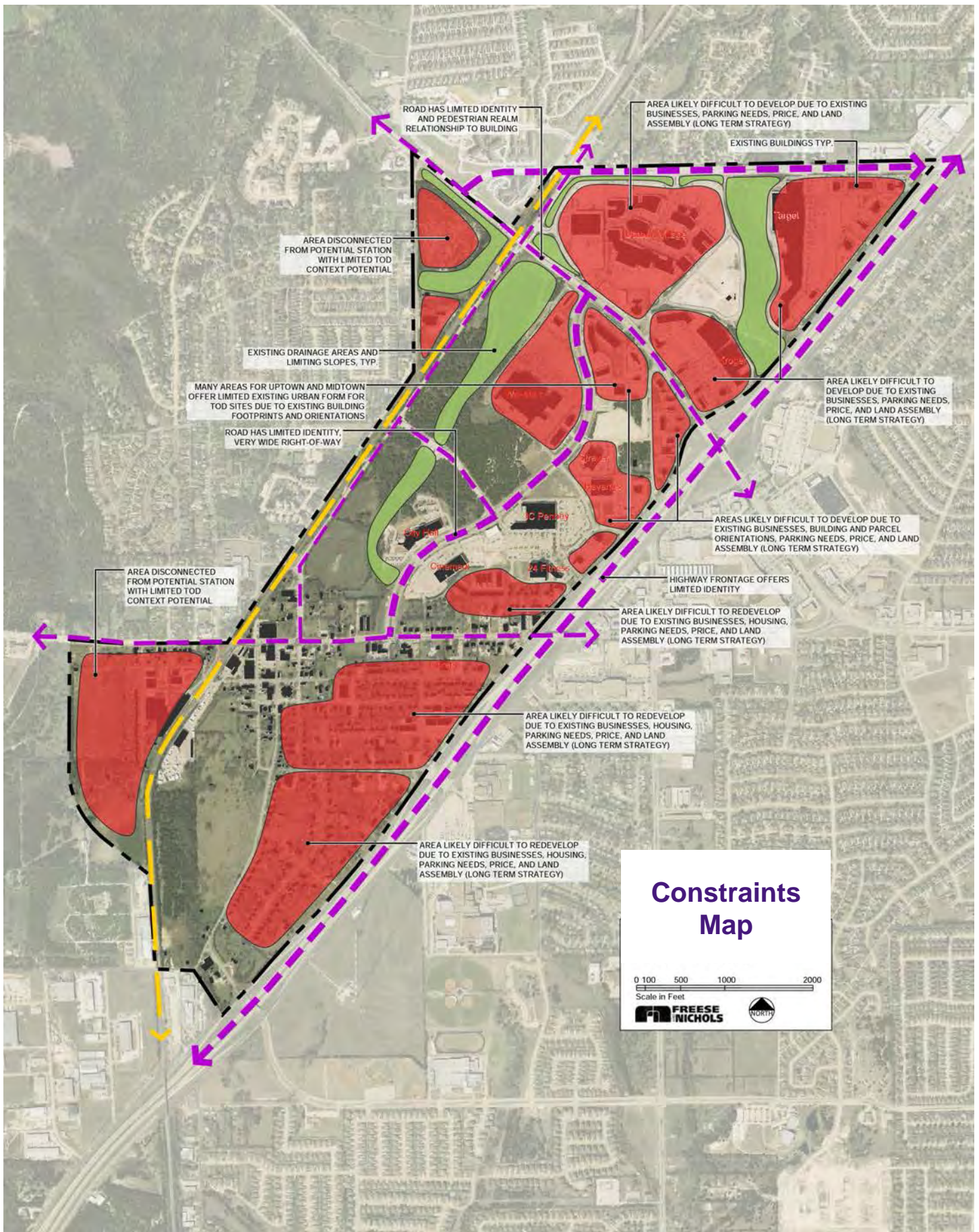
*A wayfinding signage in Uptown*





Map 36: City Center Opportunities





Map 37: City Center Constraints



## Appendix C: Public Involvement Plan and Summary of Public Involvement Activities

### City Center Advisory Council Meetings

The City Center Advisory Committee meetings were held throughout the planning process to allow for input and review of recommendation plans and strategies. The CCAC was comprised of elected officials, citizens, business and property owners and other stakeholders. The committee was formed to oversee the planning process and provide local insight. The members served as a sounding board for recommendations and concepts and ultimately helped to shape final strategies.

#### CCAC Meeting #1: Kick-Off Meeting

Date: December 13, 2012

The Kick-Off Meeting allowed for the committee to meet and greet other CCAC members. Planning team members were introduced and the planning team provided an overview of the project, set expectations for the plan and outlined scope and deliverables. Previous planning efforts in regards to City Center were reviewed and presented.

#### CCAC Meeting #2 – Market Study and Keywords

Date: January 10, 2013

The Market Study Meeting allowed for the CCAC to meet with the planning team to review market study results and to begin discussing the vision statements for Midtown and Uptown. The planning team presented findings of the market study, summarized in Chapter 2, which outlines existing market conditions, trade area analysis and program analysis.



Members of the City Center Advisory Committee



Planning Director Rod Tyler presenting at the City Center Development Plan Kick-Off meeting



Meeting participants at the City Center Development Plan Meeting #2



### **CCAC Meeting #3: Vision Statements**

*Date: February 7, 2013*

The consultants and CCAC members met to brainstorm for a vision statement for both the Uptown and Midtown Districts. A presentation of 100 photos were introduced to the CCAC members in which they were asked to identify which photo would best exemplify sub-districts Historic Downtown, Midtown and Uptown. The purpose of developing a vision statement for each of the three sub-districts is to help guide decision makers to realize the true potential that each sub-district has to offer.

### **Mobile Workshop**

*Date: February 23, 2013*

A mobile workshop was conducted to help CCAC understand the connection between walkability and mixed-use developments in the Metroplex. The workshop allowed members of City Center Advisory Committee to observe and evaluate the application of TOD concepts in the real world. State Thomas (Dallas), Addison Circle (Addison) and Legacy Town Center (Plano) were visited. The members who attended the mobile workshop commented on positive aspects of the trip such as the scale of mixed-uses that provided a pedestrian-friendly setting and the creative designs of hardscape through the use of stamped concrete that gave an intimate feeling with the space overall. Although the perfectly manicured layout of the developments at all three locations were much appreciated and admired, the CCAC believed that a more organic and loose design should be applied to City Center to blend in with the existing conditions as appropriate.



*Meeting participants at the City Center Development Plan Meeting #3*



*Participants arrived at Addison Circle during the Mobile Workshop*



*Participants smiled for the camera as they toured the mixed-use project at Legacy Town Center*

### CCAC Meeting #4: Land Use

Date: May 9, 2013

The City provided review of the February 23rd mobile workshop and how the workshop was helpful for committee members to experience mixed-use and TOD sites first hand. The committee was led in a discussion of what was observed during the site visits and committee members provided input on what they liked and disliked. Following, the consultant team presented observations of the Vision Plan and how it could respond to market realities. Redevelopment challenges were presented including building orientations, fragmented development anchors, parcel arrangements and finally, that the future TOD platform is not positioned to take full advantage of the existing uses. A refined Land Use Concept Plan was presented, illustrating minor modifications to the original Vision Plan. Meeting participants provided input on the new concepts and consultant draft strategies. Overall, comments were very positive and supported the land use and concept plans moving forward.

### CCAC Meeting #5: Mobility and Public Space

Date: November 14, 2013

The purpose of the City Center Development Plan was recapped, followed by a refinement of the Vision Plan's concepts to ensure that planning and design ideas are grounded in market realities. Changes in Historic Downtown concept were presented that included a sustainable community with eco-apartments and eco-mixed uses. Mobility discussion consisted of what is a Great Street and elements that contribute to a Great Street. Modifications to existing streets were presented along with the introduction of new streets to City Center. Street typologies were introduced, defining pedestrian zones, on-street parking, parkways, travel lanes and building zones. Bikeway types were also presented that allows for connectivity throughout all three zones. They include bike lanes, shared roads, cycle tracks and shared-use paths. A circulator plan was presented with two phases for an expanded system. Lastly, a parking management plan was introduced to meet the current and future demands in City Center.

### CCAC Meeting #6: Implementation

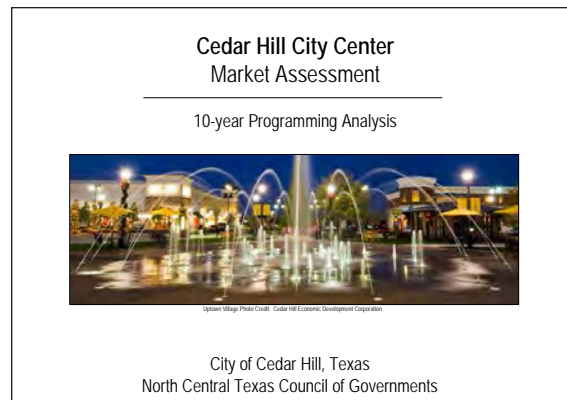
Date: December 12, 2013

The Implementation Meeting was held to introduce categories of implementation tasks and priority items for the City Center Development Plan. Implementation tasks include regulations, economic/financing strategies, communication/marketing and projects. It was emphasized that each of the four categories of

implementation are equally as important and that the Development Plan will be a "living document" in which items will likely need to evolve over time. Two different types of projects were presented: private investment and capital improvements. The top three priority projects that were recommended include the Central Plaza in Midtown, new streetscaping in Historic Downtown and street connections in Midtown.

## Appendix D: Market Assessment

A market assessment was conducted for the City Center to evaluate existing conditions and make recommendations that would support growth in the next ten years. The full 43-page study can be accessed separately in Appendix D.



Cover page of the City Center Market Assessment document prepared by The Catalyst Group.

## Appendix E: Circulator Plan

This report provides an analysis and feasibility study of implementing a circulator service to connect all three districts: Uptown, Midtown and Historic Downtown. The full 60-page document can be accessed separately in Appendix E.

