

Rethinking the project – A two-phase approach

- Due to the challenges associated with securing project funding, the project team took a moment to rethink the project approach.
- Based on our understanding of community needs and using Steering Committee feedback, the original project scope has been reconfigured into a two-phase strategy in order to pave a favorable path forward for the community.
- A more macroscopic approach that takes into consideration the International District can benefit the community.

Result: Modify original scope into two phases

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Phase I

Task 0. Orientation

- Steering Committee Meeting 1: kick-off meeting
- Stakeholder interviews
- Site tour

Deliverables: engagement plan, stakeholder list, final schedule, scope of work

Task 1. Existing Conditions Analysis and Needs Assessment

Deliverables: Existing conditions and needs assessment presentation

Task 2. Vision Development

- Steering Committee Meeting
- Six vision workshops

Deliverables: Community input presentation

Phase II

Task A. Conceptual Masterplan

Deliverable: Masterplan Vision for the frontage road

Task B. Community-Wide Update

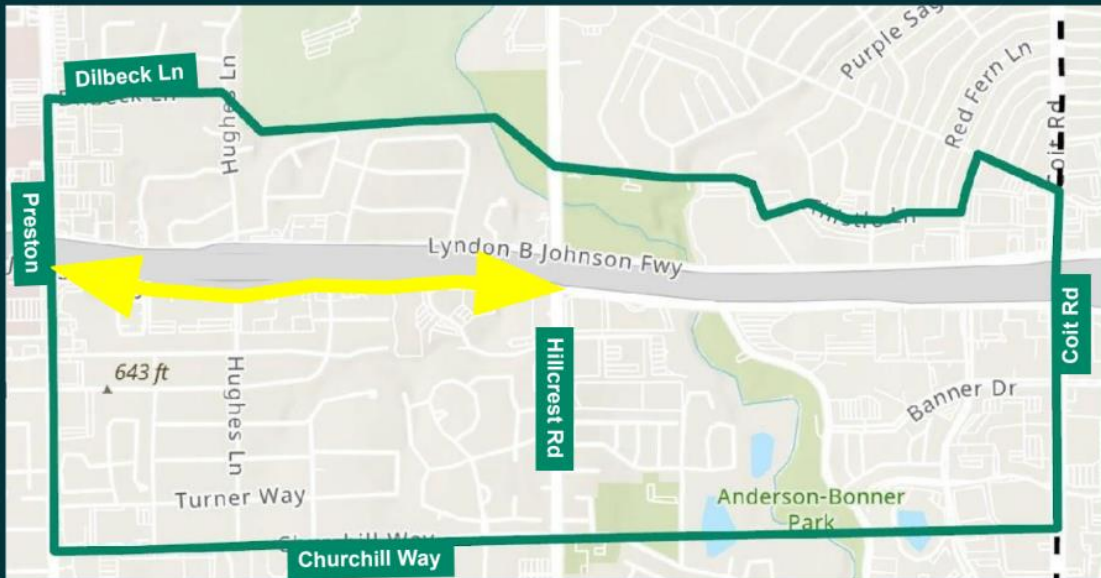
- Community-wide meeting

Deliverable: Presentation for Community-wide Meeting

Specific Land Use Plan and Design Guidelines

Connection with the ForwardDallas team

Redrawing the Boundaries



Phase I Study Area



Phase II Study Area:
Frontage road

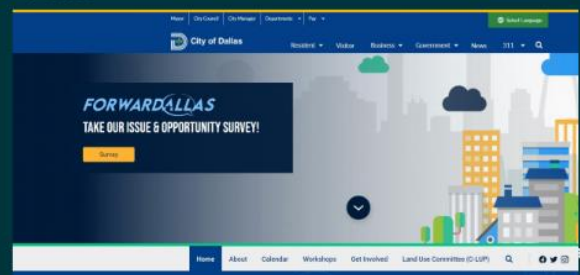
Focusing on the opportunity – Phase II

Task A: Conceptual Master Plan

- Using the **vision statement** as guidance, **high-level land use recommendations** and **community amenities suggested in the vision workshops** will be visualized for the revised study area

Task B: Community-wide Update

- Present the conceptual master plan in one **community-wide meeting**
- City of Dallas to provide overview of how the master plan will be tied into the current **ForwardDallas Comprehensive Plan**



Examples of Conceptual Master Plan



Note: These conceptual masterplans are examples and depict ONLY the style and level of detail Phase-2 efforts will entail. By NO means are these suggestions for building uses or building typologies along the LBJ Frontage Road.

Identifying the differences in Phase II

Original scope

Modified scope



One survey will be distributed

➔ No survey will be distributed



Two community-wide meetings and a block party will be hosted to review preliminary and final recommendations

➔ One community-wide meeting will be hosted to present the conceptual master plan



Steering Committee will meet once to review final recommendations

➔ No additional Steering Committee Meetings will be needed



Land use plan & design guidelines will identify specific interventions and zoning recommendations

➔ Conceptual plan will identify appropriate activities and land uses but will not specify zoning recommendations



D11 neighborhood plan will be incorporated into ForwardDallas as a sub-area master plan

➔ Comments will be received and handed over to **ForwardDallas team**