

Executive Summary

Study Objectives

Tight-knit residential communities, strong faith institutions, and neighborhood office and retail have long defined the character of the 635 LBJ Corridor between Preston and Coit Rd. As this area grows, opportunities to enhance the quality of life and preserve the suburban neighborhood character remain the priority for local residents and community leaders.

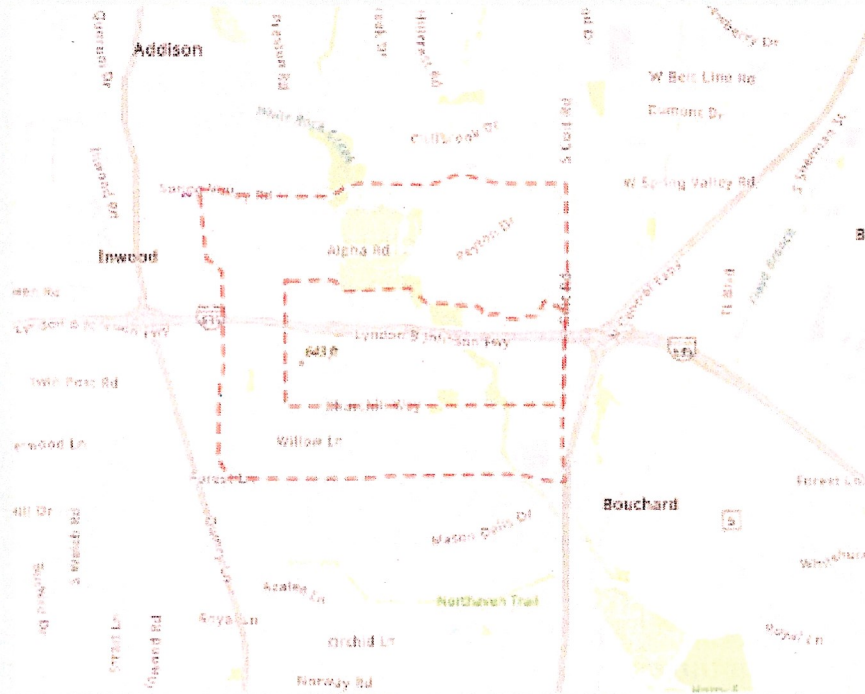
The growth that this area is experiencing is dynamic with the potential to spur rapid residential and commercial development to accent the transforming Valley View-Galleria area. In order to grow sustainably and maintain key community characteristics, Councilwoman Jaynie Schultz convened residents, faith leaders, and other stakeholders to weave together community desires and regional growth patterns and to proactively determine future land use for this District 11 (D11) sub-area. The objectives for this phase of the study were as follows:

- Gain an initial understanding of current community needs, aspirations for land use, and prior development proposals and conversations.
- Understand individual stakeholder goals and challenges.
- Establish a baseline of information to inform and guide the next tasks.
- Develop context and identify gaps to provide data for a proposed existing conditions/visioning workshop.
- Develop a vision framework that captures stakeholder goals and considers baseline conditions.

Study Area Boundary

The D11 sub-area reflects suburban single-family settlement patterns and is largely represented by high-end medium lot size homes, secluded condominiums and rental properties sparsely interwoven. Active churches representing multiple denominations, schools, and other community-serving amenities anchor the area's family-oriented charm and are located within walking distance for local residents. Low-rise office development and institutional uses populate the frontage of the LBJ Freeway serving as a buffer for residential communities.

The study area is generally bounded by Preston Road and Coit Road on the east and west and by Valley View Lane and Churchill Way on the north and south. Plan boundaries were suggested by the consultant team and confirmed as appropriate by the Steering Committee.



Community Engagement

An inclusive, transparent, and community building approach remained the focus of engagement efforts throughout this study. The desires, ideas, and long-term goals derived from this community engagement are designed to be the driver for the development of the land use planning concepts and urban design guidelines which will spell out the future for this D11 sub-area. Engagement is embedded in each task beginning with steering committee meetings and initial data gathering efforts and closing with community visioning meetings. In all, the planning team completed a study area tour, initiated one-on-one steering committee interviews, distributed newsletters, and conducted several community visioning meetings.

Introductory one-on-one interviews

One-on-one interviews were conducted with each steering committee member to gain a unique understanding of the communities present in the study area, their challenges and strengths, as well as key opportunities and desires. Outreach strategies were also shared during these interviews which gave the planning team insight on how best to work with each constituency involved.

Study Area Tour

A study area tour was conducted during which the planning team visited several neighborhood sites selected by the Steering Committee members to connect the experiences they shared in the 1 on 1 interviews with specific sites in the community.

Steering Committee Meetings

A steering committee comprised of neighborhood association leaders, faith leaders, land use experts, and developers were convened by Councilwoman Schultz to guide the progression of this study. Their unique insights regarding the history, current conditions and future direction of the area as well as their roles as liaisons for the communities they represent served as key tools in maintaining an inclusive, informed, and transparent study. In total, two steering committee meetings were conducted in which plan updates were shared and discussed.

Vision Meetings

The community visioning meetings were the backbone of the engagement process and the primary opportunity for community members to engage with the study. In total, eight visioning meetings were conducted over the course of six weeks: two community-wide and 6 neighborhood- specific. These meetings took place in community and neighborhood settings including recreation centers, religious institutions, and even in the homes of steering committee members. The purpose of these meetings was to gather community sentiments regarding likes and dislike within the plan boundary. Insights about what community members hope the 635 Corridor could ideally look like were also collected. In total, 315 individuals participated in these events.

Outreach

The outreach for this study utilized physical handouts, weekly newsletters, and a fully integrated website featuring a description of the study, study area maps, presentation materials, and recordings of steering committee meetings.

Existing Conditions Analysis

A series of datasets, geographic mapping systems, and engagement methods were used to form the assessment of the study area's existing conditions. This process was iterative and collaborative with the steering committee in order to validate the analysis and update existing data errors. The planning team's assessment allowed for a parcel level understanding of each neighborhood's quantitative and qualitative characteristics with specific insights on key neighborhood concerns.

Key in our considerations were the following factors:

- Demographics
- Income
- Land Use
- Zoning
- Population Density
- Travel Patterns and Road Volumes
- Employment Characteristics
- Real Estate Market Conditions

Community Priorities

A series of community priorities were identified through extensive community outreach efforts. These priorities resulted in key considerations for future development planned for the 635 LB Corridor. Key priorities are listed below:

- Home ownership opportunities (for seniors seeking to downsize and young families)
- Walkable trails, parks and green spaces
- Public safety
- Retail/restaurant destinations
- Municipal services
- Investment in infrastructure
- Traffic and noise management

Preliminary Vision Statement

Based on the input collected, a preliminary vision statement that reflects the community's priorities is proposed:

Residents envision a safe 635 Corridor with residential communities that have easy access to local destinations such as restaurants, retail, municipal services and commercial office space, connected by walkable trailways, greenbelts and public parks that preserve the residential character of the community.

How can this document serve your community?

The purpose of this document is to describe the character of the existing area within the 635 LBJ Corridor and to promote an integrated, community validated vision for future land use and development. This document is intended to serve as a key reference for the City of Dallas as they complete the city-wide land use update, Forward Dallas, which will detail recommended land use strategies for the City of Dallas. Moreover, this document will support the communities surrounding the Corridor in advocating for their best interests, as it explicates their desires and preferences.