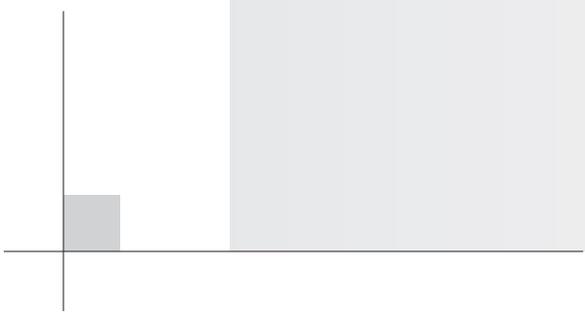
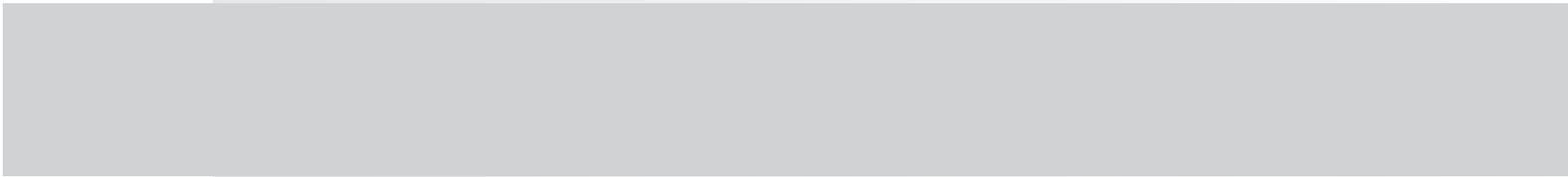


Farmers Branch Comprehensive Plan **Central Area**

Adopted by City of Farmers Branch on August 21, 2012
Ordinance 3191



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CENTRAL AREA PLAN

introduction

introduction

Introduction

The City of Farmers Branch has undertaken the task of updating the Comprehensive Plan for the Central Area. The previous Comprehensive Plan was created in 1989 and recommended various land use, transportation and public facilities guidelines to be used by the City during the 20 year time-frame following plan adoption. Updating the City's Comprehensive Plan for the Central Area allows land use issues to be re-examined and new strategies created. This Comprehensive Plan update encourages a fresh look at the community's vision by identifying existing land use changes, defining community challenges and then creating goals and strategies to be used by City Staff and decision-makers to help accomplish the revised goals.

The Central Area of Farmers Branch is defined by its numerous residential neighborhoods; therefore, strategies specifically related to maintaining and improving the long-term sustainability of Farmers Branch neighborhoods will serve as the keystone of this Comprehensive Plan update.

Purpose of the Comprehensive Plan

The Comprehensive Plan for the Central Area is intended to guide and direct future development decisions made by City staff, elected officials and all other decision makers. The Comprehensive Plan tells the story of the community and what it wishes to become. This document is intended to serve as a flexible long-range planning tool that guides the growth and physical development of the Central Area of Farmers Branch for 20 years.

The key role of the Plan is to present a comprehensive, area-wide framework for the Central Area that guides the coordination of many separate, incremental development and redevelopment decisions. It is neither the purpose nor intention of this Plan to "downzone any property" or to limit or diminish any existing property rights of landowners in the City of Farmers Branch. Rather, the Comprehensive Plan is intended to protect property rights by establishing a long-

term plan that mitigates the negative impacts of incompatible land uses, improves retail corridors and enhances individual neighborhoods thereby creating an environment where private investment in property is attractive and appealing.

The Comprehensive Plan is a long-range statement of public policy whose primary objectives are to accomplish the following:

- Efficient delivery of public services,
- Coordination of public and private investment,
- Minimization of potential land use conflicts,
- Management of growth in an orderly manner,
- Cost-effective public investments, and
- A rational and reasonable basis for making decisions about the community.

The Comprehensive Plan is not a zoning map. The Zoning Ordinance and the Comprehensive Plan serve different purposes. The Comprehensive Plan sets generalized policies and recommendations for the long-range development of the City. The Zoning Ordinance specifies what land uses are currently permitted. Zoning decisions are made on a parcel-by-parcel basis and they serve as a method of carrying out the policies of the Comprehensive Plan.



Farmers Branch Park Setting

Legal Authority

The right for a community to plan is rooted in the Texas Local Government Code. The following are the specific chapters which directly relate to the Town's ability to plan.

- Chapter 211: Allows the governing body of a community to regulate zoning.
- Chapter 212: Allows the governing body of a community to regulate subdivision development within the City and Extraterritorial Jurisdiction (ETJ).
- Chapter 213: Allows the governing body of a community to create a Comprehensive Plan for the long-range development of the community and to address a wide range of issues including land use and transportation.

Contents of the Comprehensive Plan

In order to provide more detailed analysis pertaining to specific issues, this Comprehensive Plan is divided into the following seven elements:

Community Profile

This section is intended to give a general history of the Central Area, highlighting some of the significant events which shaped and directed growth and development within the Central Area. The Community Profile element also gives an overview of some of the key demographic attributes of Farmers Branch and generally serves to give an overview of the people and economic climate of the City.



Brookhaven Country Club

Existing Conditions

This element provides information pertaining to the physical conditions found within Farmers Branch today. This includes examining the existing land use breakdown of the community as well as some of the existing physical conditions of Central Area neighborhoods and retail districts. The importance of the Existing Conditions element is to provide the physical framework of plan recommendations and to set a baseline from where improvements and changes may be measured.

Community Vision

Every plan begins with a vision and this section is intended to provide general information pertaining to the public forum that was conducted at the onset of the planning process. Details pertaining to how the forum was conducted, how public input was solicited, types of exercises used and visioning results will be provided. The community goals are derived from the community vision and therefore this section concludes with establishing policy goals designed to guide the future growth and direction of the Central Area.

Land Use and Character

This element establishes the future land use districts and the Future Land Use Map, the tool used to guide future development and zoning decisions within the Central Area of the City. This section describes the attributes of each land use district and explains the importance of each district as well as the role that each district serves within the greater framework of the Central Area.

Sustainable Design

In order to protect the long term quality, appearance and value of the community, principles related to sustainable development should be considered. This element breaks sustainability into three design elements: Physical Design, Social Design and Environmental Design. General guidelines related to improving the long term sustainability and viability of Farmers Branch's environment are outlined.

introduction

Transportation

The Transportation element of the Plan relates to the circulation systems present within the community. Transportation and circulation issues are directly related to, and should be integrated with land use decisions. Within this section, an outline of the existing thoroughfare network is provided and strategies related to improving connectivity and circulation within the community, particularly multi-modal considerations such as pedestrian and bicycle accommodation, is recommended.

Neighborhood Redevelopment Strategies

The crux of the Comprehensive Plan Update relates to housing redevelopment strategies. The Housing Strategies element breaks down the Central Area of Farmers Branch into 20 distinct neighborhoods. A neighborhood profile for each neighborhood is provided, including neighborhood assets, character, housing conditions, amenities and deficiencies, and overall recommendations and strategies for preservation, conservation or rehabilitation are provided.

Retail Strategies

The Central Area's commercial corridors provide essential services for the residents who live in adjacent residential areas. These vital commercial corridors have generally experienced a decline over the past several decades and strategies for improving the aesthetic quality and attractiveness of these areas are needed. Two major commercial districts, The Shops at Branch Crossing and the DART Station Area, already have specific plans guiding future growth and redevelopment and have been incorporated into this document. Additional strategies guiding the redevelopment of remaining commercial areas are provided in this section.

Implementation

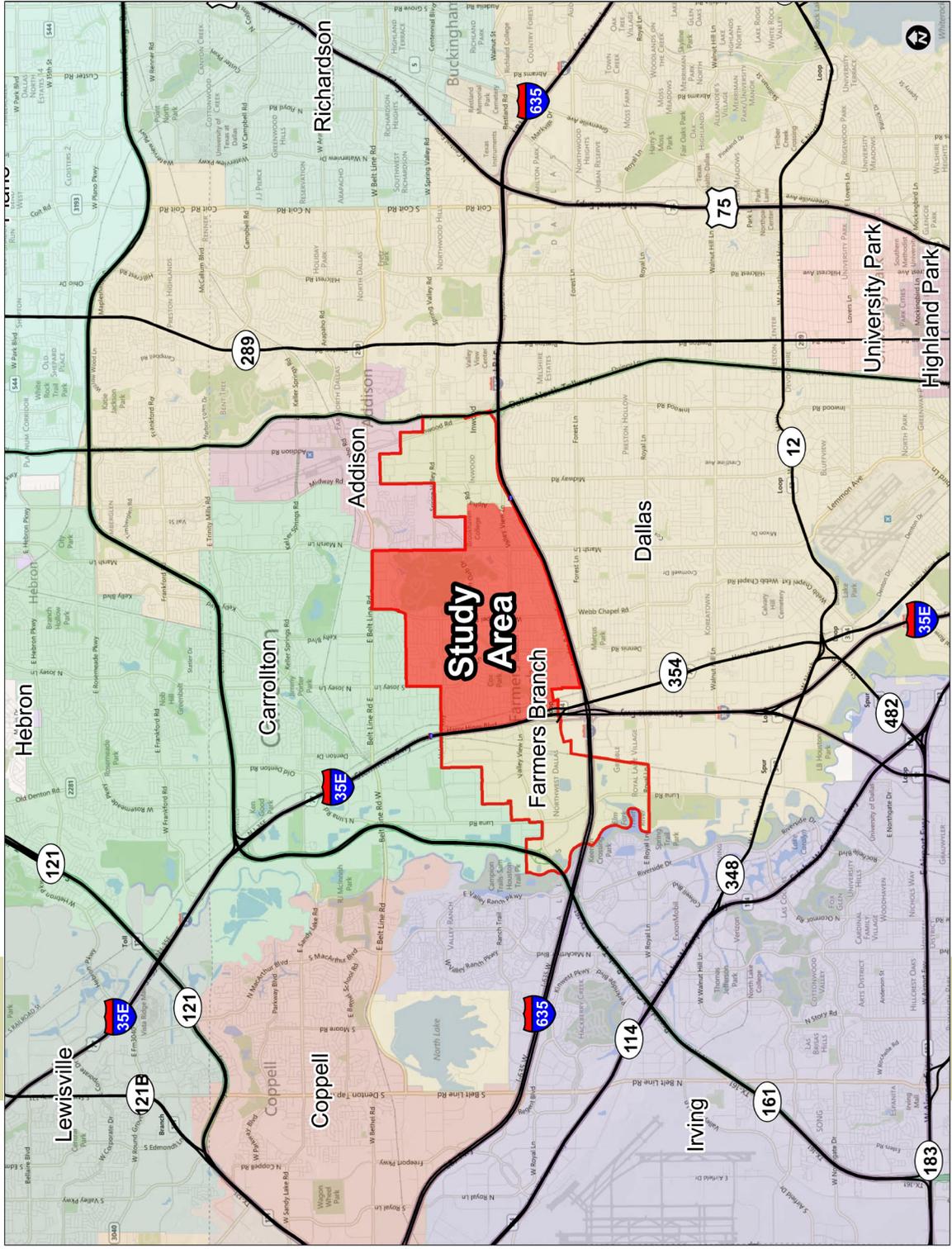
A plan must be more than simply a vision—it must provide attainable objectives related to the community goals that guide City Staff and decision-makers as they make daily decisions regarding the City's future. This element contains specific objectives related to the community goals identified within the Plan.



Farmers Branch home



Cambridge Townhomes



Farmers Branch Comprehensive Plan Central Area



CENTRAL AREA PLAN

community profile

Community Profile

In order to understand where the Central Area may go, it is first important to understand where the area has come from and who it is today. This Community Profile chapter will give a brief overview of the area's development history, its past planning efforts. The Chapter will highlight some of the most significant assets that make the Central Area attractive and livable. The chapter will conclude by providing general information about the City's business climate as well as demographic information about the residents who call the Central Area home.

History of Farmers Branch

The Early Days

The first record of Farmers Branch population was made in 1885. At that time the community had 100 residents. After World War II, the community began a period of rapid growth. In 1946, with an estimated population of 800 residents, the town of Farmers Branch was incorporated.

In 1927, the downtown area of Farmers Branch, near Valley View Lane and Denton Drive, was the western border of the City. At such time when the City was incorporated in 1946, the present day Burlington Northern Railroad was the western border of the City.

Electric Interurban Railway (1924-1932)

Prior to the City being incorporated in 1946, the Texas Interurban Railway provided electric rail service between Dallas and Denton, including a rail stop in Farmers Branch. The rail line was convenient for business and student commuters to nearby cities, as well as shoppers and persons traveling at leisure to visit friends and family. The rail line operated from 1924 to 1932.

City Expands Westward

In 1957, the City began incorporating the land bounded by present day Valwood Parkway on the north, the Elm Fork-Trinity River on the west, Joe Field Road (present day Royal Lane) on the south, and the present day Burlington Northern



Farmers Branch residential development

Railroad on the east. The annexation procedures were initiated in response to the aggressive land annexation by nearby cities. The City boundaries, as they are configured today, were established on March 16, 1959.

Residential Development (1950-1970)

Farmers Branch experienced a substantial amount of development in the 1950s. Most of its single-family housing stock was built during these two decades. A huge demand for retail shopping centers accompanied the increase in new homes. By 1965, the intersection of Valley View and Josey, locally known as the "Four Corners," became the retail epicenter for the North Dallas region.

First Development Plan (1958)

To keep pace with this fast-growing area, the City Council adopted the first Zoning Ordinance that included basic development standards for Farmers Branch in 1958.

Major Highway Connects Farmers Branch to Dallas (1963)

Prior to 1963, U.S. Highway 77 (IH35-E) extended from the northern City boundary southward to approximately present day Farmers Branch Lane. During August 1963, the extension of the highway from Farmers Branch Lane to Dallas was completed.



DFW Airport

Reconstruction of Valley View Lane (1968)

Although Valley View Lane existed generally as a two-lane asphalt road prior to 1962, the reconstruction of Valley View Lane during 1968 to its current width made it a major arterial for the north Dallas region.

DFW Airport Opens (1974)

DFW Airport opened on January 13, 1974 providing domestic and international air transportation. Since the Outer Metropolitan Loop (present day IH635/LBJ Freeway) did not exist west of IH35-E, the airport was accessible via Valley View Lane and existing highways.

Improvements to the IH35-E (1976)

Improvements to the IH35-E highway system through Farmers Branch were completed in September 1976 resulting in the current configuration of the highway.

Major East-West Freeway (1977)

LBJ Freeway (IH635) was extended westward from IH35-E through Farmers Branch during 1977. The freeway followed the then existing alignment of Forest Lane west of IH35-E. The initial phase of roadway construction terminated at the Dallas County/Tarrant County line. Within a few years, the freeway system was eventually extended to DFW Airport and access to the airport became a quick 10 minute trip from western areas of the community.



IH35 highway system through Farmers Branch

Forward Farmers Branch Adopted (1984)

The City Council established a special task force to develop a document outlining the long range goals and objectives for the City. After extensive citizen input, the task force completed the document titled "Forward Farmers Branch." City Council adopted the document in January 1984.

Comprehensive Plan Adopted (1989)

In 1989, the Comprehensive Plan for the City of Farmers Branch was adopted. The plan provided land use and development recommendations for the City at large. Some of the basic elements included in this document were the conservation of existing neighborhoods and the establishment of special corridors along IH635 and the Dallas North Tollway. This document has served the community well for the last 23 years.

Valley View Lane Reconstructed (1992)

The reconstruction of Valley View Lane during 1992 to its current width (four lanes, divided) from the Burlington North Railroad to the Elm Fork-Trinity River, provided for better east-west traffic movement through the western side of the community.

community profile

President George Bush Turnpike (PGBT) (2000-2006)

The section of the President George Bush Turnpike, which traverses the west side of the community, began design in 2000. The turnpike is a 30-mile road that extends from Interstate 30 in Garland through Plano, Dallas and Carrollton, and connects with Interstate 20 in Grand Prairie. The turnpike significantly relieved traffic congestion on IH35E/Stemmons Freeway and provided an alternative to many motorists who used the most congested freeway in Texas, IH635 LBJ.



DART Farmers Branch Rail Vision

Station Area Master Plan (2002)

In July 2002, the City Council adopted the Farmers Branch Station Area Conceptual Master Plan as a proactive visioning approach to defining how land adjacent to the proposed DART light rail station should develop. This visioning process occurred years before DART began operational service. In 2012, the City Council revised this Master Plan

West Side Plan (2003)

The City of Farmers Branch adopted the West Side Plan which serves as an amendment to the 1989 Comprehensive Plan. The West Side Plan set forth various land use, circulation, infrastructure and design parameters for land located west of Interstate 35-E.

Four Corners Vision Plan (2008)

In May 2008, the City of Farmers Branch adopted the Four Corners Vision Plan. This plan set forth the planning framework for a 54 acre area that surrounds the intersection of Valley View Lane and Josey Lane, a traditional epicenter of retail activity.



Four Corners conceptual master plan

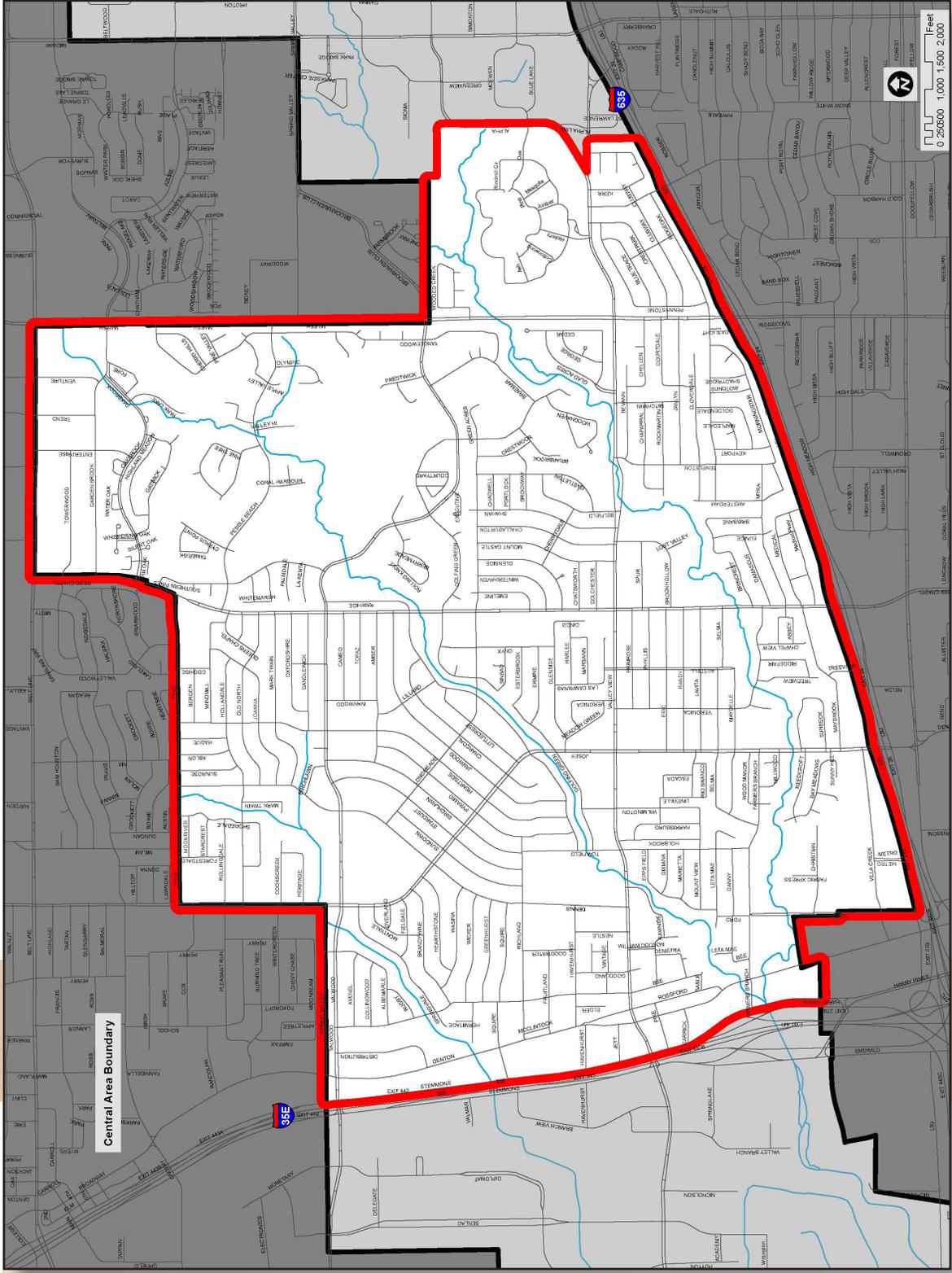
DART Green Line (2010)

On December 6, 2010, the DART Green Line began providing light rail service to Farmers Branch after nearly a decade of planning. This new transit facility provides direct access between Farmers Branch and Downtown Dallas as well as may other regional locations located along DART's Green, Red, Blue and Orange Lines (2013).

Community Profile



community profile



Central Area Boundary

Central Area Study Map

Introduction to the Central Area

The previous section outlined the planning history of Farmers Branch and how this planning effort fits into the long-standing commitment by the City to plan for its future. The following section is intended to serve as an introduction to the Central Area itself, providing information regarding its general characteristics, its many assets, its business climate and most importantly, its people.

Location

The City of Farmers Branch is located in Northern Dallas County. The City is generally situated between the President George Bush Turnpike on the west, the Dallas North Tollway on the east, Interstate 635/LBJ on the south and Beltline Road on the north. The Central Area of Farmers Branch is generally the area between Interstate 35-E on the west and Marsh Lane on the east.

Residential

The Central Area of Farmers Branch is overwhelmingly residential in nature containing 99 percent of the City's single-family dwelling units. Within the Central Area, 67 percent of the total housing stock is single-family and 31 percent of the housing stock is multifamily. The vast majority of the housing stock was constructed during the 1950s and 1960s, coinciding with the rapid suburban expansion from the City of Dallas.

In the 1950s, interstate highways were constructed all across the nation in an effort to improve transportation between the nation's most populated areas and to create a network of highways that would provide cross-continental access. The creation of high-speed highways aided in the growth of fringe communities by providing quick access to downtown areas.

In Farmers Branch, the presence of US 77, later becoming Interstate 35-E, provided access between the City and Downtown Dallas making Farmers Branch one of the first suburbs of Dallas. Due to this classification, and due to the community's era of development, Farmers Branch is classified as a first tier Suburb, a classification applied

to communities across the nation that often contain very similar development patterns and housing challenges as those found in Farmers Branch, particularly how to make homes built during a different era attractive in today's market.

Geographical constraints eventually limited the outward expansion of Farmers Branch leading to an end to its rapid residential growth by 1970 when no large tracts of vacant land remained for development. Since this period, only small areas of residential construction have occurred, such as Valley View Estates, Oakbrook and Chapel Glen.



Farmers Branch residential units

community profile

Assets

The challenge in Farmers Branch no longer lies with how to guide and direct new growth, but rather is focused on how to preserve, maintain and redevelop existing areas. The challenge in Farmers Branch, and most first-tier suburbs, is to utilize the community's existing assets to leverage, foster and facilitate redevelopment.

The Central Area of Farmers Branch contains a number of significant assets:

- Brookhaven Country Club
 - The large 331 acre Country Club provides 3-18 hole golf courses and 41 tennis courts. Approximately 1,200 homes are located near or adjacent to the Country Club.
- Brookhaven College
 - The College is growing rapidly and is anticipated to grow to 15,000 students.
- Dallas Christian College
 - Dallas Christian College, located in the southwestern area of the Central Area, is a private four-year undergraduate institution. The College was established in 1950 and currently has 336 students and 112 faculty members.
- DART light rail station
 - Provides a commuting alternative for residents and enhances accessibility to and from the Central Area. The master plan creates a walkable "downtown" for Farmers Branch.
- The Shops at Branch Crossing (Four Corners)
 - Transition into a mixed-use district with a sense of place will provide high-quality neighborhood services for the southern sector of the Central Area.
- Parks and trails system
 - Over 28 parks on 151 Acres and an extensive trail system.
- Established neighborhoods
 - Mature tree canopies enhance and give character to individual streets, something often lacking in newer neighborhoods.
- Central Location
 - Provides easy accessibility to many of the region's most significant employment centers thereby reducing overall commuting time.
- Image/Branding
 - The City's character and image branding identifies the community and fosters a sense of pride and identity between residents and the community.
- Dallas Medical Center
 - Provides comprehensive medical services, including Emergency Room Care, for the Central Area.

These above mentioned assets are just a few of the characteristics that must be leveraged to maintain and enhance the community's future. These characteristics serve as a strong foundation to attract reinvestment opportunities to the City.

Significant Assets



Brookhaven Country Club



Brookhaven College



Established neighborhoods



Dallas Christian College



Farmers Branch DART station



Mustang Station (Farmers Branch DART Station)



Shopping



Four Corners vision

community profile

Business Climate

More than 41 Fortune 500 companies and 86 corporate headquarters office in Farmers Branch. Although the 2010 residential population of the City was 28,616, the day-time population is 55,000 as the business community commutes to the City's many office buildings and industrial parks. As of January 2012, the City's largest employers included:

- Maxim
- IBM CORP
- Essilor Labs of America
- Internal Revenue Service (IRS)
- Geico Insurance
- Haggar Clothing Headquarters
- JP Morgan Chase

While the City's daily employment population is approximately 55,000, only 19 percent of the working population of Farmers Branch works within the community. The large employment base serves as an asset towards attracting new households and new residential investment particularly as traffic congestion and fuel prices in North Texas continue to increase.



Farmers Branch office complex

People

The most important element of the City is its citizens. In order to understand the overall planning context and to set the framework for plan decisions, it is important to provide an overview of various characteristics of Farmers Branch residents. This section is intended to provide information about population growth trends as well as the age, racial composition and household characteristics of Farmers Branch citizens.

Historic Population Growth

The City of Farmers Branch experienced phenomenal growth during the 1950s and 1960s. Between 1950 and 1960, the City's population increased from only 918 residents to over 13,400 residents, an incredible increase of 1,364 percent. Growth continued during the 1960s where the City once again doubled in population, growing from 13,400 residents to over 27,000 at decades end.

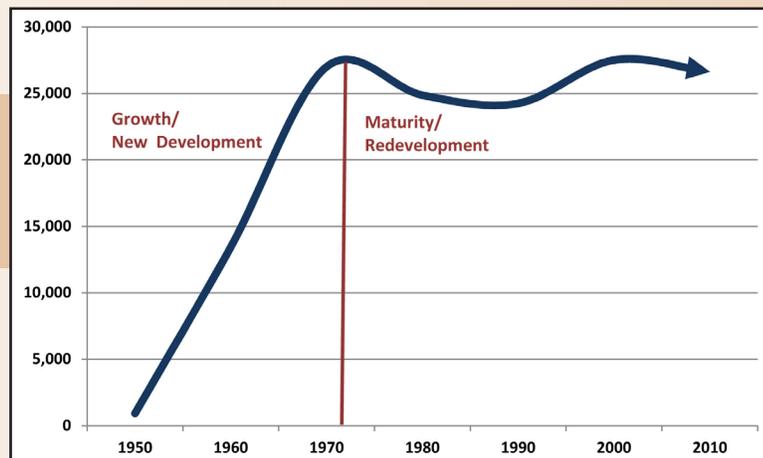
Beginning in 1970, the City's robust growth came to an end and during the 1970s and 1980s, the City saw a decline in population of nearly 3,000 residents. During the 1990s, the City once again experienced a rise in population, growing by approximately 13 percent.

When examining growth patterns, suburban areas are often marked with a period of very rapid growth. Communities that were once rural in nature suddenly experience rapid development as growth pressures utilize vast areas of vacant land for development. This is the era of new development, something Farmers Branch experienced during the 1950s and 1960s as the City of Dallas' urban area moved north. This period of rapid growth consumed the majority of Farmers Branch's vacant land leaving very few areas for development available after 1970. Beginning in 1970, the Central Area of the community was essentially built-out and the era of city maturity began.

Once Farmers Branch reached maturity, the solutions and strategies towards development shifted considerably and population fluctuations became common. Rather than focusing on development of vacant land, Farmers Branch now must focus on redevelopment, infill development and sustaining the appearance and value of existing neighborhoods.

Year	Population	Population Change	Percentage Growth
1950	918	-	-
1960	13,441	12,523	1364.2%
1970	27,000	13,559	100.9%
1980	24,863	-2,137	-7.9%
1990	24,250	-613	-2.5%
2000	27,508	3,258	13.4%
2010	28,616	1,108	4.0%

Population Growth Table (Source: US Census)



Population Growth Linear Chart (Source: US Census)

community profile

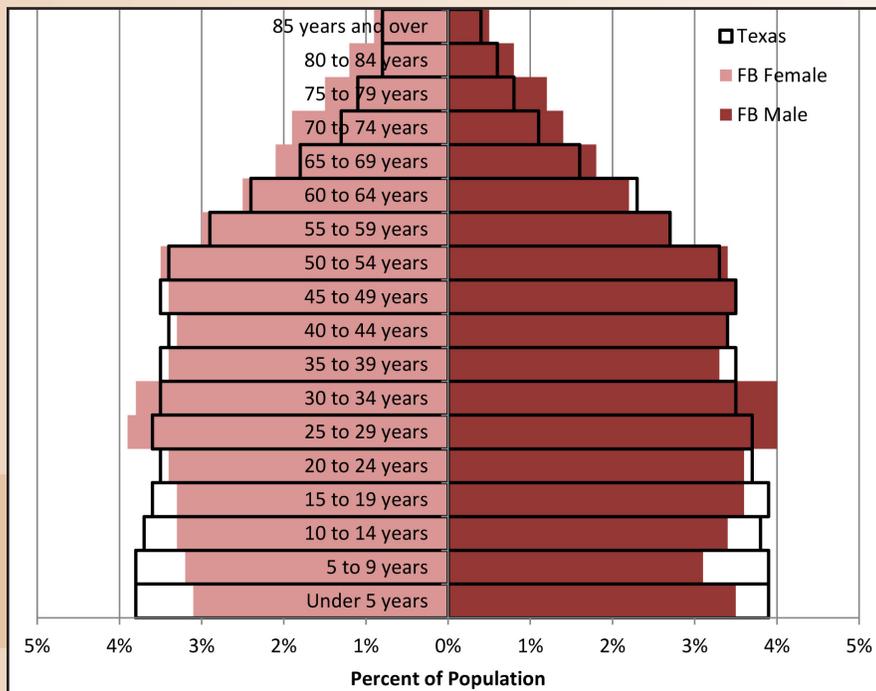
Age

One of the most important characteristics to examine is the age demographic of the community. Understanding the age demographic helps the City to better plan and coordinate necessary services.

The age cohort pyramid is a graphic representation of the various age cohorts within Farmers Branch, categorized by gender. The black line represents the State of Texas average and can help to serve as a general point of comparison. The population of Farmers Branch generally coincides with the age structure of the State of Texas. Generally speaking, Farmers Branch has slightly fewer people under the age of 24 than the State of Texas as a whole with the most significant variation taking place within the Under 5 Years category. The City also has a higher proportion of the population over the age of 65 than the State of Texas as a whole.

One interesting point is the presence of a higher proportion of individuals between the ages of 25 and 35 than the state of Texas as a whole. Typically such a scenario would coincide with a larger number of children under the age of 5, reflective of young families. This is not the case in Farmers Branch, suggesting that many of those between the ages of 25 and 35 living within the community do not have children.

Another interesting point to note is that the population percentage of Farmers Branch generally increases with age up until age 54. This suggests that a significant portion of Farmers Branch will be moving into the retirement age bracket in the next decade. Implications of the aging demographic include continued housing turnover as well as increased services for seniors.



Age Pyramid (Source: US Census)

Race

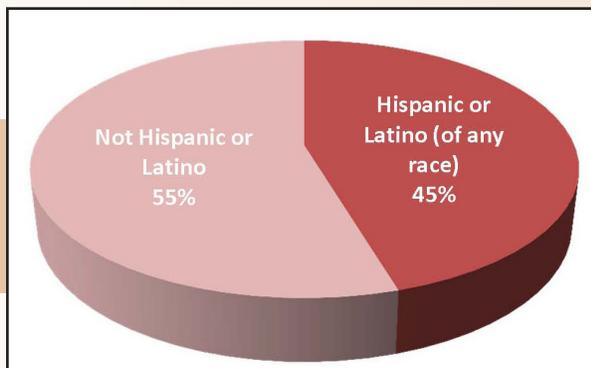
Within Farmers Branch, the largest racial composition is white, at 73.4 percent of the total population. The second highest racial group was black at 4.8 percent followed by Asian at 4.4 percent. Approximately 14 percent of the population identified as being some other race and approximately 3 percent of the population identified as being two or more races.

Ethnicity

Ethnicity generally refers to the Hispanic/Non-Hispanic composition of the community since Hispanic populations may include a number of different races. As of the 2010 Census, 45 percent of the population of Farmers Branch identified as being Hispanic or Latino of any race. This percentage is up significantly from the 2000 Census where 37.2 percent of the community was identified as Hispanic or Latino. This is substantially higher than the State of Texas average at 37.6 percent indicating that a great deal of diversity exists within the community.

RACE		
Total population	28,616	100.0%
One Race	27,794	97.1%
White	21,017	73.4%
Black or African American	1,365	4.8%
American Indian and Alaska Native	206	0.7%
Asian	1,249	4.4%
Some Other Race	3,945	13.8%
Two or More Races	822	2.9%
HISPANIC OR LATINO		
Total population	28,616	100.0%
Hispanic or Latino (of any race)	12,984	45.4%
Not Hispanic or Latino	15,632	54.6%

Race Table (Source: US Census)



Ethnicity Chart (Source: US Census)

community profile

Household Type

This section examines what types of households are found within Farmers Branch and the potential implications that household composition has on the planning process.

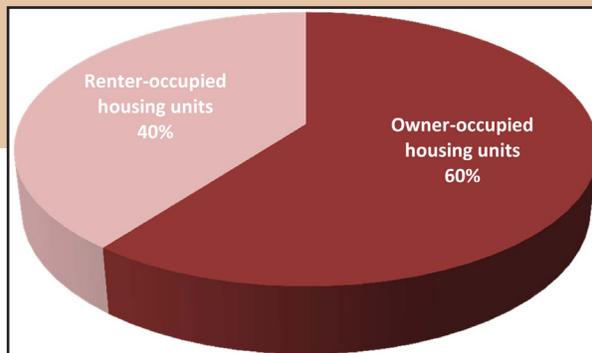
Suburban household composition has shifted over the past few decades from predominantly traditional nuclear families to a large percentage of nontraditional and blended families, referring to a combination of two families, single-parent families, single-person households or couples without children. One study that analyzed the 2000 U.S. Census data determined that “suburbs now contain more non-family households—largely young singles and elderly people living alone, than married couples with children.”

The above referenced study holds true for Farmers Branch. As of the 2010 Census, only 28 percent of all households reported having children under the age of 18 present in the home.

In contrast, 29 percent of Farmers Branch households reported living alone, higher than the percentage of families with children present in the home. Planning implications suggest that, due to the high percentage of single-person households, life-cycle housing options may be important within the community. For example, elderly and young singles generally desire housing options that minimize property maintenance, such as yard work. Providing various housing options which cater to these preferences may be an appropriate strategy to give such citizens the ability to continue to live in Farmers Branch. During the public forum, attendees indicated that patio homes were the preferred type of elderly housing.

HOUSEHOLDS BY TYPE	Number	Percent of Total Population
Total households	10,797	100.0%
Family households	6,923	64.1%
With own children under 18 years	2,997	27.8%
Husband-wife family	5,167	47.9%
Male householder, no wife present	513	4.8%
Female householder, no husband present	1,243	11.5%
Nonfamily households	3,874	35.9%
Householder living alone	3,085	28.6%
Average household size	2.64	(X)

Population Growth Table (Source: US Census)



Housing Occupancy Chart (Source: US Census)

Dwelling Unit Type	City Limits	Central Area
Single Family Units	7,243	7,243
Duplex	42	42
Fourplex	36	36
Townhomes	301	271
Condominiums	380	380
Multi-Family	3,425	2,125
Total	11,427	10,097

Dwelling Unit Type (Source: US Census)

Conclusion

While the outward expansion of the Dallas/Fort Worth metropolitan area will continue to occur, NCTCOG projections indicate that approximately 3 million new residents could call DFW home by 2030 suggesting that redevelopment opportunities will be necessary to partially accommodate future growth.

Recent trends have indicated the increasingly attractive nature of established neighborhoods with quality amenities to younger families, young couples and singles. Many established neighborhoods in Dallas are experiencing a revival as many young, educated couples are looking to minimize commutes and live in established neighborhoods with unique characteristics. Additionally, homes in established and stable neighborhoods are seen as an investment opportunity for those interested in housing renovations or “flipping.”

Farmers Branch is already in a good position because reinvestment is currently occurring in several of the community’s neighborhoods. Additionally, the City’s assets, such as its well-maintained parks and trails, reflect the City’s commitment towards preserving and maintaining its neighborhoods. Such features make investment in private property attractive.

The purpose of this plan for the Central Area will be to build upon existing success to create practical, incremental strategies that may be utilized by staff and community decision-makers to maintain and revive the City’s neighborhoods.



CENTRAL AREA PLAN

existing conditions

existing conditions

Existing Conditions

The pattern of land use within the Central Area of Farmers Branch has evolved to accommodate the area's needs over the past 50 years. In order to accurately assess future land use needs and develop applicable strategies for the Central Area, it is important to understand the existing land use trends as well as existing neighborhood and retail center conditions.

The following chapter will discuss the existing land use composition of the Central Area, the existing housing conditions within the Central Area and the existing conditions of retail centers within the Central Area. The following information is intended to serve as a baseline of existing conditions from which future land use decisions may be made.

Land Use Characteristics

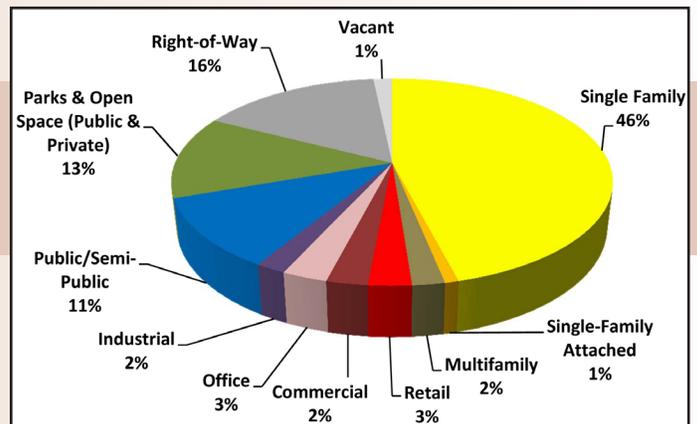
The Central Area of Farmers Branch is predominantly single family residential which constitutes the largest land use composition within the Central Area at 46 percent. The second highest existing land use is Parks & Open Space. The Central Area contains a significant number of parks and Brookhaven Country Club, while private, provides a significant area of open space. When combined, Parks & Open Spaces constitute roughly 13 percent of the total land area within the Central Area. Churches, schools and public facilities all play a major role in the community and constitute 11 percent of the total land area within the Central Area.

Right-of-Way refers primarily to streets, highways and railroads. Within the Central Area, approximately 16 percent of the total land area is dedicated for right-of-way. Most cities require approximately 20 percent of the land use to be dedicated to right-of-way. The narrower streets in many of the Central Area's neighborhoods contribute to the City having less of its land used for right-of-way than comparative communities.

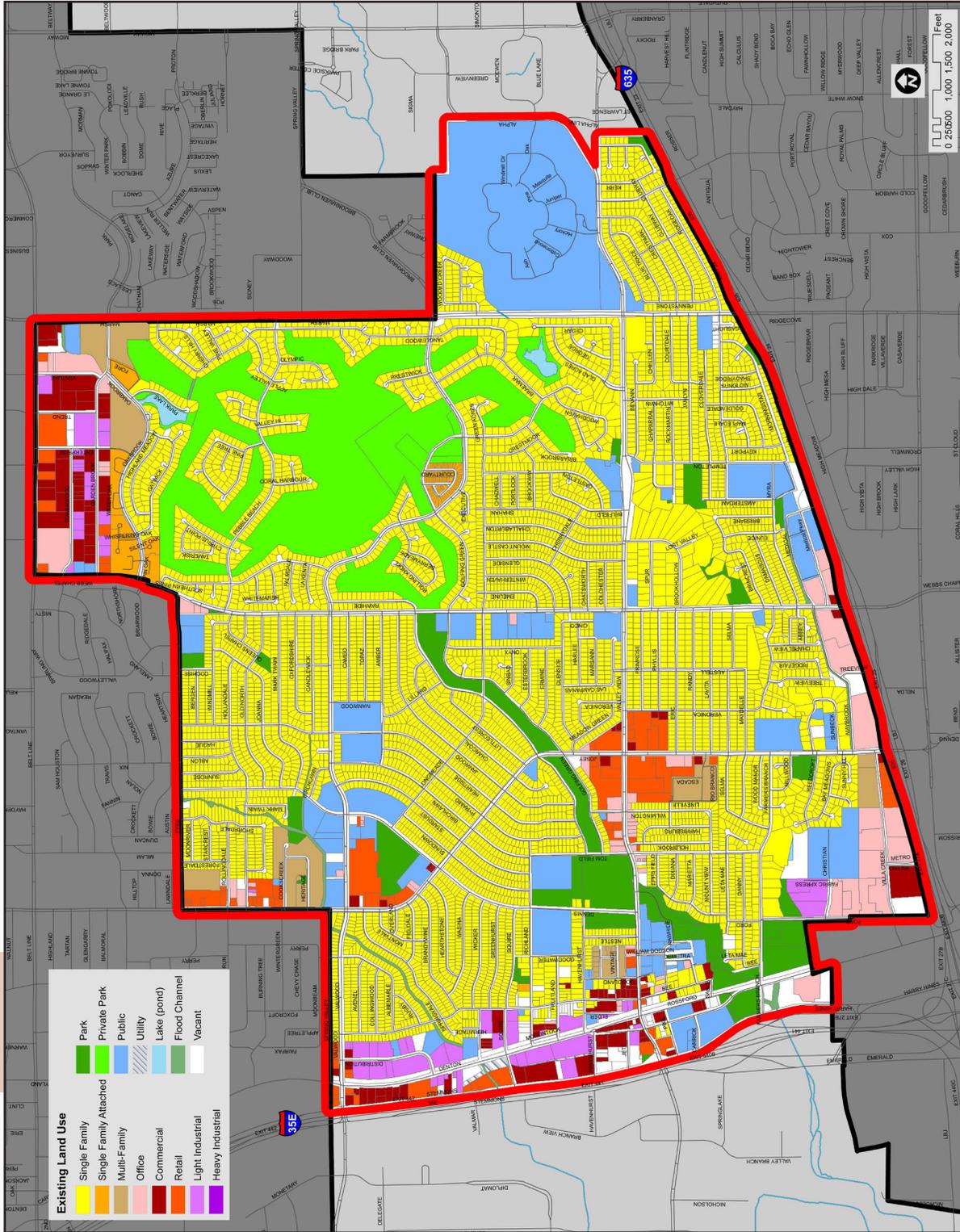
Finally, only 1.6 percent of the total land area within the Central Area is vacant. This again illustrates that the Central Area is built out and that any and all population growth will occur through redevelopment.

Land Use Type	Acres	Percent
Single Family	1,836	46.0%
Single-Family Attached	34	0.8%
Multifamily	80	2.0%
Retail	106	2.6%
Commercial	102	2.6%
Office	112	2.8%
Industrial	75	1.9%
Public/Semi-Public	437	10.9%
Parks & Open Space (Public & Private)	517	12.9%
Right-of-Way	631	15.8%
Vacant	66	1.6%
Total Acres	3,996	100.0%

Existing Land Use Table



Existing Land Use Chart



Existing Land Use Map

existing conditions

Neighborhood Areas

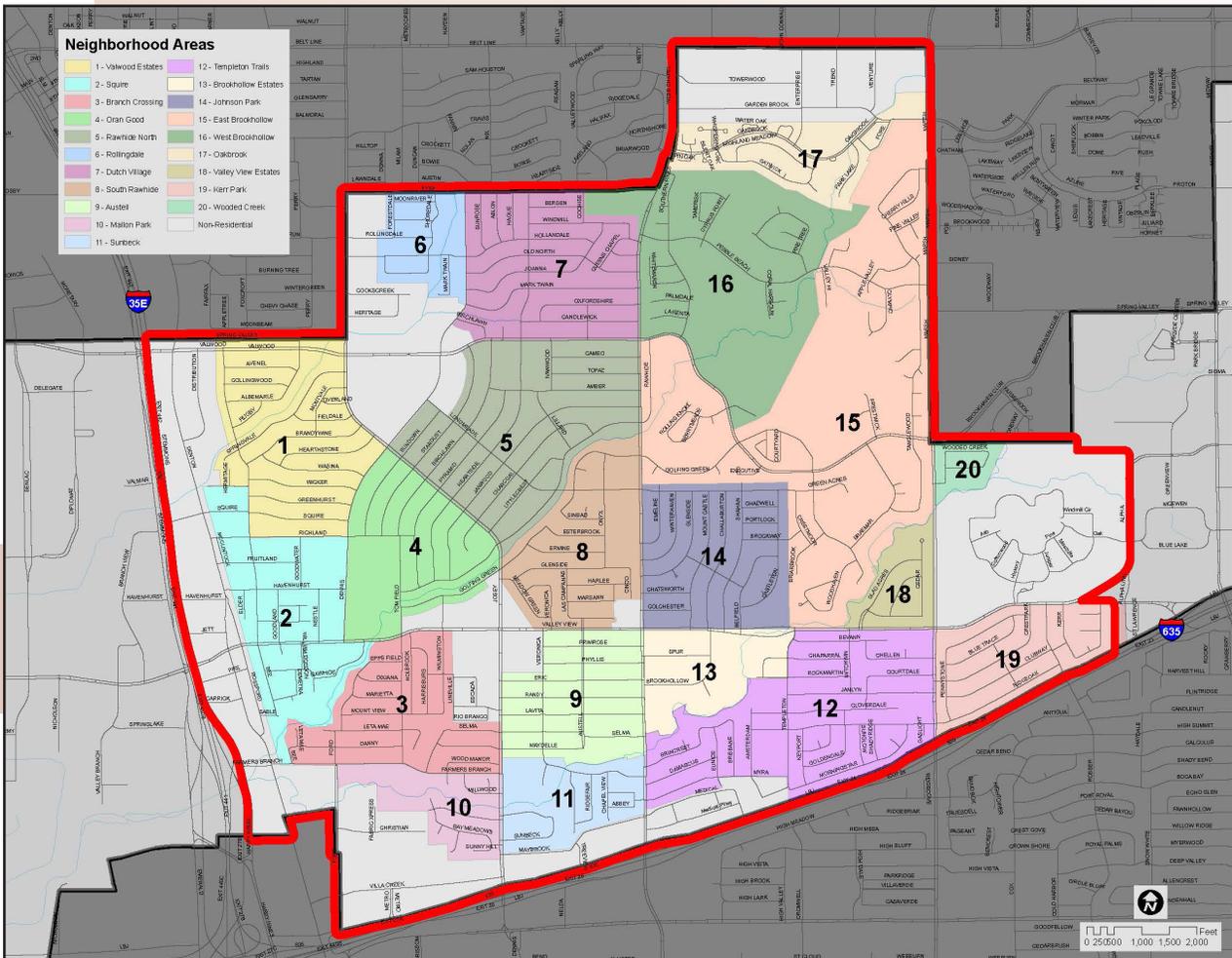
At the onset of the planning process, the City was divided into neighborhood areas based upon a number of general criteria including location, natural barriers, physical barriers and subdivision. A total of 20 distinct neighborhood areas were derived from this process.

This division into individual neighborhoods helps the planning process focus more specifically on strategies at the neighborhood level. Each neighborhood within the community is different and therefore a “one-size fits all” approach was not believed to be the best overall strategy. Dividing the community into distinct neighborhoods ensures that strategies are customized to meet the unique needs and characteristics of individual neighborhood areas.

After the Central Area was divided into specific neighborhood areas, a drive-through inventory/survey was conducted. In this survey, neighborhoods were analyzed based upon:

- Curb appeal;
- Housing size;
- Housing conditions;
- Neighborhood amenities;
- Access to parks and recreation;
- Infrastructure improvements; and
- Unique features.

More specific details of individual neighborhoods will be outlined more thoroughly within the Neighborhood Strategies component of the Plan.

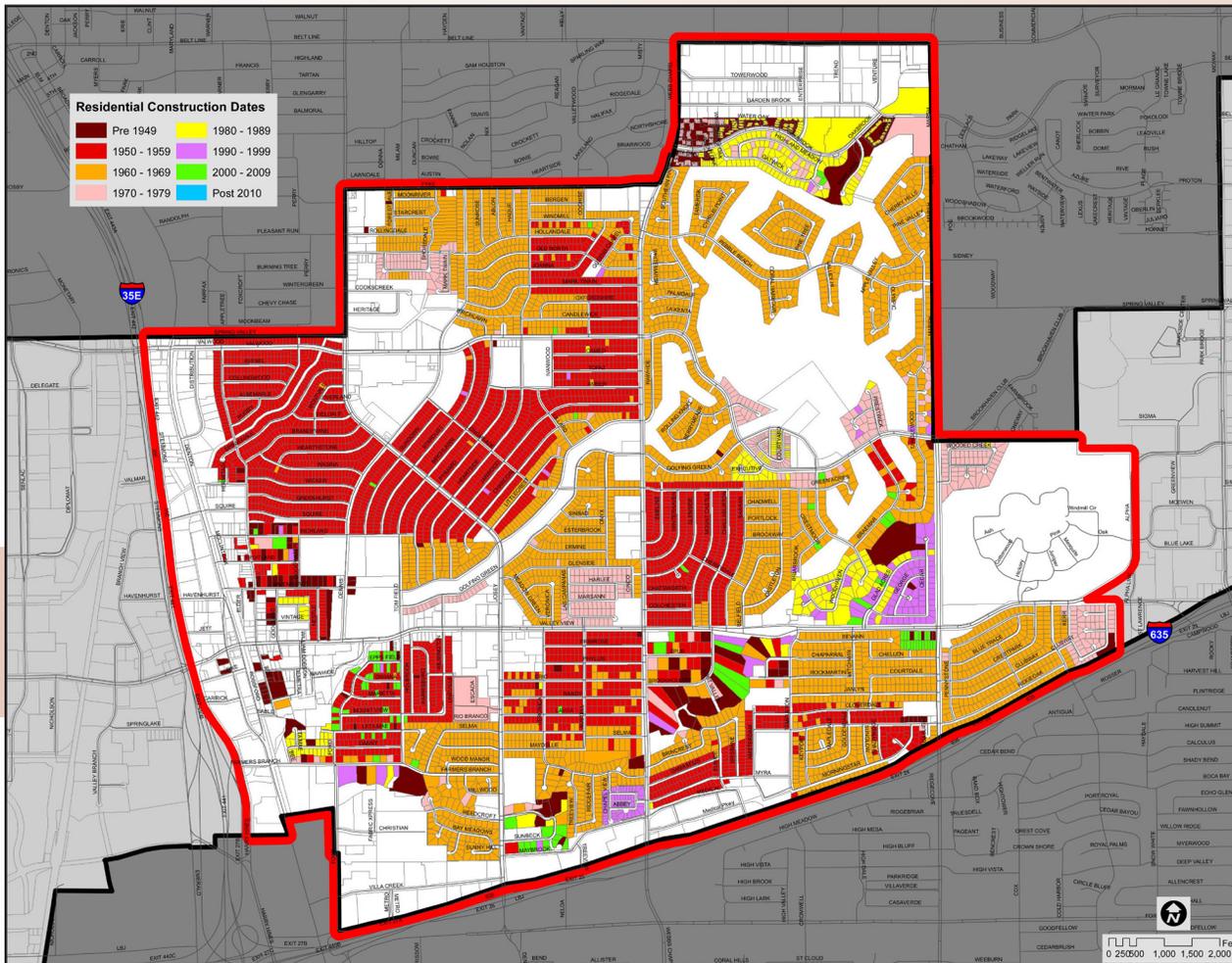


Residential Construction

As mentioned previously, a significant portion of the housing stock in Farmers Branch was built before 1970, making the vast majority of housing stock over 40 years old. The map below reflects the residential construction dates within Farmers Branch.

Nearly 84 percent of the housing stock in Farmers Branch was built during the robust growth in the 1950s and 1960s. Since 1970, new single-family home construction has steadily declined. Only 120 dwelling units, or roughly 1.6 percent of the total housing stock, has been built in the past ten years. Generally speaking, the last residential subdivisions built within the Central Area were Valley View Estates, Chapel Glen and the Court-

yards. An interesting feature of this map is the noticeable amount of demolition and redevelopment occurring within certain neighborhoods. This new demo/rebuild construction is more pronounced in the southern sector. Within Branch Crossing and Brookhollow Estates, numerous infill housing projects have taken place. Additional demo/rebuild construction has occurred on the south side of Brookhaven Country Club. The large number of residential redevelopment within the Central Area is a good example of the success of recent redevelopment incentives offered by the City, such as the tax abatements and the "Love the Branch" marketing program.



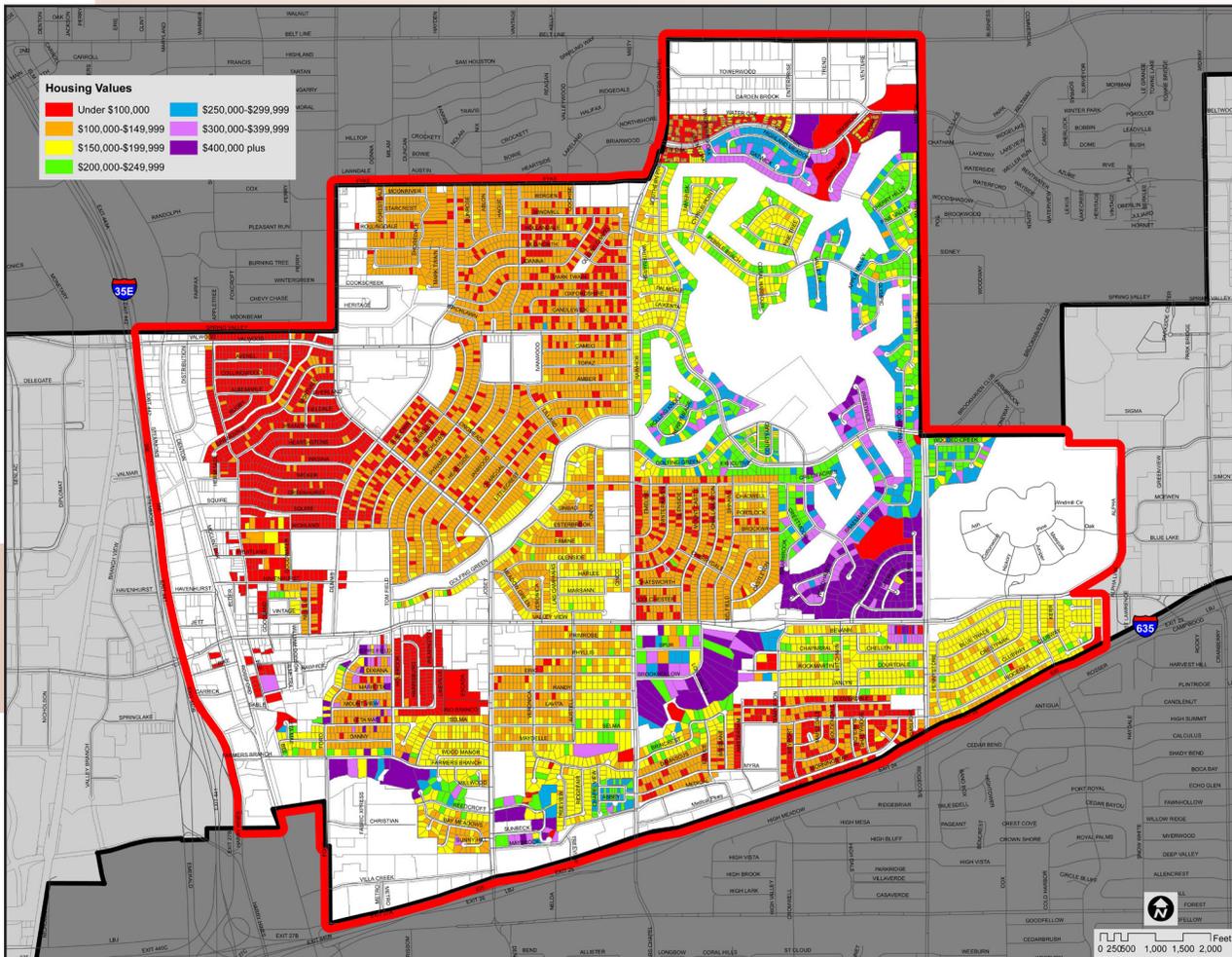
Residential Construction Date Map

existing conditions

Residential Property Values

The Housing Value Map below reflects the appraised housing values of the community. The majority of housing stock, approximately 62 percent, is appraised between \$100,000 and \$200,000 and the median home value within the City is \$128,115. Generally speaking, property values are highest on the eastern side of the Central Area, particularly on the southern side of Brookhaven Country Club near Valley View Estates. Other areas appraised at higher values include Brookhollow Estates, Oakbrook, properties along Farmers Branch Lane and infill areas within Branch Crossing.

The overall success of the City's redevelopment initiatives is once again shown in the value added to Branch Crossing. The majority of original housing stock in Branch Crossing is valued between \$100,000 and \$200,000 while the majority of infill housing stock within Branch Crossing is valued over \$300,000. These new housing products are not only enhancing the overall appearance of the neighborhood but are directly adding significant value to the neighborhood, increasing the likelihood of additional reinvestment taking place and making Branch Crossing an ideal area for infill development strategies. Since the Branch Crossing redevelopment program began, the overall value of the neighborhood has doubled.



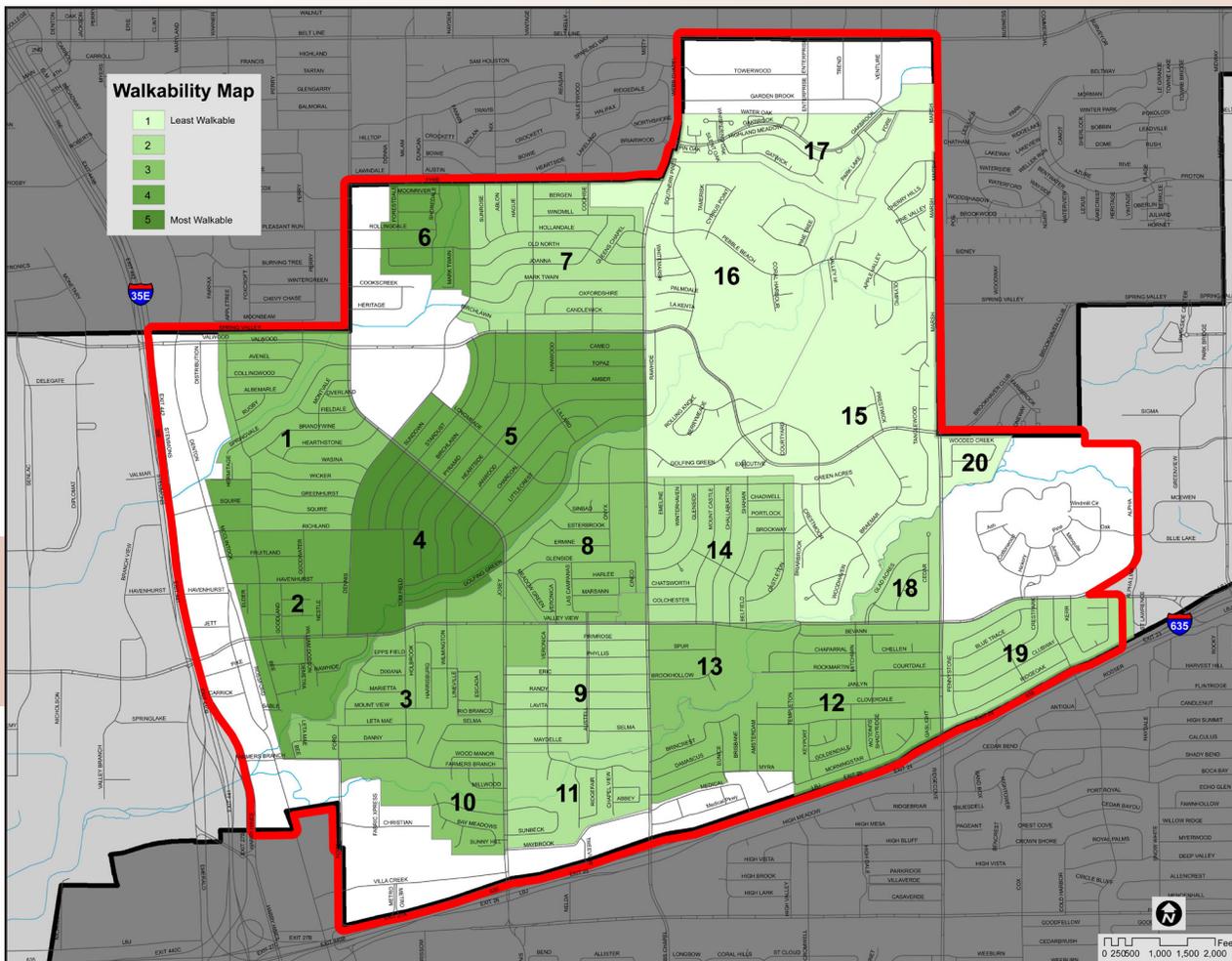
Neighborhood Walkability Analysis

An important factor for consideration during the planning process is walkability. Generally speaking, the concept of walkability refers to an individual's ability to walk to amenities and services such as parks, transit, schools and retail establishments. The walkability of a neighborhood is not only important from a recreational perspective—it can improve the overall quality of life, health and general appearance of the community.

For this Comprehensive Plan, a walkability rating was derived for each neighborhood. The walkability rating may be utilized as a tool within each neighborhood by generally defining service area deficiencies and determining locations where improvements to the walkable framework may be needed.

Rating scores range between zero and five, with five being the highest score. The neighborhoods of the Central Area were analyzed based upon five individual scoring categories; pedestrian facilities, parks, schools, retail/services and transit. Scores may have also considered barriers affecting walkability such as long block lengths, perimeter walls, cul-de-sacs, natural features, utility poles and topography. Each category can receive a score of 0, 0.5, or 1, with 1 being the highest and most desirable rating.

The Walkability Map graphically depicts the overall walkability for the Central Area.



Walkability Summary Map

existing conditions

Retail Profile

As rapid residential growth occurred in the 1950s and 60s, retail establishments were needed to provide essential services to Farmers Branch and the surrounding North Dallas residents. Two major retail areas developed within the Central Area. The first is known as the Shops at Branch Crossing and is located at the intersection of Valley View Lane and Josey Lane. The second is located at the intersection of Valwood Parkway and Josey Lane. Additional retail is located along IH35-E, IH635 and Beltline Road.

As discussed previously, the 1950s initiated the beginning of a new trend of automobile ownership. The automobile was seen as the primary mode of transportation and site design placed heavy emphasis on accommodating the automobile. Neighborhood centers once designed to support adjacent neighborhoods were replaced with large shopping centers, primarily located at major intersections. These new, larger, auto-oriented shopping centers pulled from a greater trade area and therefore required large parking lots for shopping patrons.

The Shops at Branch Crossing and Valwood Center have become outdated. National brand stores once bustling with activity have moved to more visible areas along the freeway and outlying suburbs to the north. The remaining are not necessarily providing the most optimal services for the surrounding neighborhoods such as convenience retail sales, services or restaurants. Transforming these retail areas into walkable shopping areas will not only be a benefit to the City's tax base, but can also facilitate revitalization of adjacent neighborhoods.

Shops at Branch Crossing

The Shops at Branch Crossing, formerly known as The Four Corners area, is the most significant internal commercial district in Farmers Branch. Existing development contains a mixture of original structures and newer development. Original structures have minimal articulation or design and contain large parking areas with minimal landscaping.



Existing Shops at Branch Crossing area

In 2008, the City completed a Vision Plan for the Four Corners Area which established the framework for redevelopment. Renamed 'The Shops at Branch Crossing' in 2011, this area is expected to be more urban in nature, placing special emphasis on walkability, urban design and creating a sense of place. A new Wal-Mart opened in May, 2012 and will anchor and facilitate new development within the Shops at Branch Crossing. The Neighborhood Market was specifically designed to fit the urban framework of the area by being pedestrian friendly and having walkable connections to adjacent neighborhood areas.

Previous development patterns intentionally separated residential areas from the retail located within the Shops at Branch Crossing. As more residents utilized the automobile to perform their service needs during the 1960s, design of walkable connections between residential and commercial areas was not seen to be crucial. Residential backyards were designed to abut the back sides of strip center buildings creating a wall between the two land uses and ensuring that access could only be achieved from one of the two major roadways. Connecting the Shops at Branch Crossing retail with adjacent neighborhoods will help to truly establish the Shops at Branch Crossing as a convenience and amenity to adjacent areas. Better pedestrian connectivity between the retail and residential areas will increase the sustainability of key residential areas.

Since the creation of the Four Corners Vision Plan, several new developments have occurred. Examples include a new Chase Bank, Walmart Neighborhood Market and a remodeled McDonalds Restaurant. These new additions, particularly the new Walmart, will bring additional patrons into the area helping to encourage future redevelopment to locate within the district.

Valwood Center

The Valwood Center contains a series of strip-center buildings and is anchored by a Kroger grocery store. A noticeable feature of this center is the oversupply of parking that is minimally landscaped. The original center was built in 1970 and has not been substantially expanded in 20 years. The existing center is in need of repair and is more than 50% vacant.

Several amenities are present around Valwood Center. To the south of the center is Farmers Branch Park and its recreational fields with a perimeter trail at Farmers Branch Park. A number of churches are located adjacent to Valwood center bringing in potential patrons from around the community for worship services. The presence of apartments to the north of Valwood Center provides a higher number of patrons to the shopping center and increases the retail trade of the center. During the neighborhood inventory survey, a significant number of pedestrians were noticed using the Valwood Center.

The Valwood Center is an area with significant redevelopment potential. The lack of strip-retail makes Valwood Center a great nodal activity center for the northern side of Farmers Branch. The Farmers Branch Park fields bring activity to the area and provide public space that should be better utilized. The overall roadway network patterns do not create a barrier between residential and retail, such as within the Shops at Branch Crossing area. Longmeade Drive is optimal for bringing in patrons from residential areas to the southeast. Springvale Drive, and many of the east/west roadways bring patrons in from residential areas to the west. Cooks Creek to the north of Valwood Parkway is a potential amenity

that, if properly designed, could create a significant new open space asset to the neighborhood. The existing apartments to the north of Cooks Creek could be redeveloped as a catalyst project integrated with the open space amenity, similar to what was done with Vitruvian Park in Addison.



Existing Valwood Center

existing conditions

Interstate 35-E (Stemmons Freeway)

Interstate 35-E corridor is characterized by light industrial and commercial uses. Land uses along the interstate are generally warehouse in nature and many of the industrial uses contain outside storage. Retail and service uses are located at the intersection of Interstate 35-E and Valwood Parkway.

The overall character of the area generally lacks any significant amounts of landscaping or architectural enhancements. This lack of visual interest is unfortunate considering the high visibility along the Freeway.

Generally speaking, most uses along the corridor were built in the 1960's and 1970's and have surpassed the end of their intended use life. As redevelopment occurs within the DART Station Area, land values may surpass their structural value leading to redevelopment at higher and better land uses throughout the corridor.

Interstate 635 (LBJ Freeway)

Interstate 635/LBJ is the most traveled freeway in the Dallas/Fort Worth metroplex. At the current time, a massive reconstruction of the Freeway is under way. Existing land uses along Interstate 635 within the Central Area are primarily office in nature. Several business parks and midrise office buildings are present along the corridor. Additionally, Dallas Medical Center is located at Interstate 635 Webb Chapel Road. Some retail uses are present along the corridor however they are relatively limited.

The high visibility of the corridor, combined with the new frontage road improvements associated with the Freeway reconstruction, will make land along the corridor attractive for redevelopment, particularly regional retail land uses. In addition to high visibility and accessibility, the area has a unique central location within the greater North Dallas region with easy access to Interstate 635, Interstate 35-E, the Dallas North Tollway, among others.



Existing Interstate 35-E conditions



Existing Interstate 635: Dallas Medical Center

Beltline Road

Beltline Road is a well-known and heavily traveled arterial roadway within the North Dallas region. A small portion of Beltline Road, between Marsh Lane and Webb Chapel Road, traverses along the northern border of Farmers Branch. To the east of Marsh Lane, Beltline Road is characterized by extensive retail, restaurant and office uses. To the west of Marsh Lane Beltline Road becomes more industrial in nature. The Beltline Road district in Farmers Branch is composed by light industrial and office warehouse uses.

The City recently rezoned all lots directly along Beltline Road from Light Industrial to Retail. This is a strategy that has been beneficial in Addison where land uses directly adjacent to Beltline Road are retail and restaurants with light industrial/office warehouse uses located behind retail. Additionally, well landscaped and attractive retail are able to screen light industrial and office warehouse uses.



Existing Beltline Road businesses

DART Station Area

Transit Oriented Development (TOD) is a rapidly expanding concept within the DFW metroplex. As DART has expanded its light rail network, land adjacent to transit stops has become more attractive for TOD projects. Examples of existing TOD's within the region include Mockingbird Station, Park Lane Station, Galatyn Station and Downtown Plano. Most existing TODs are located along DART's original rail line, the Red Line.

The City of Farmers Branch has been very proactive in planning for a vision for its own light rail station. Over the years, the City proactively purchased land, demolished existing structures and constructed a roadway framework conducive to urban development. In 2002, the City adopted a Conceptual Master Plan for the DART Station Area. In 2005, the City adopted a Form-Based Code for the area. At the current time, much of the land adjacent to the Farmers Branch Station is vacant, however the first residential project within the City's TOD is expected to begin construction in late 2012, placing approximately 300 new residential units directly adjacent to the DART Station platform, a particularly attractive feature for commuters who may work in Downtown Dallas.



Farmers Branch DART Station

existing conditions



CENTRAL AREA PLAN

community vision

community vision

Community Vision

The Community Profile and Existing Conditions chapters have provided a basic foundation for plan decisions by examining development history, demographics and existing conditions. In order to create a Future Land Use Plan and to establish goals and strategies for the community, it is vital that the community develop a vision for the Central Area. The cornerstone for establishing this vision for the Central Area is public input. It is also important that plan recommendations ultimately be based on this shared public vision.

The following chapter highlights information on the three primary public participation events used to gather public feedback:

- The Public Forum for the Comprehensive Plan;
- The Four Corners Vision Plan; and
- Farmers Branch Station Area Conceptual Master Plan.

Public Forum for the Central Area

The City of Farmers Branch held a Public Forum at Manske Library on October 12, 2010 as part of its efforts to prepare the Central Area Comprehensive Plan. The City engaged a consulting firm, Strategic Community Solutions, to design and carry out this forum.

Outreach to invite participation in the forum included flyers mailed to all Farmers Branch utility customers, announcements on the City's website, posters and flyers at all City facilities and announcements at several City Council meetings. The forum enjoyed a very good level of participation—approximately 125 participants were present.

Objectives and Agenda

The forum had four primary objectives:

1. Inform the community about the City's Comprehensive Plan Update for the Central Area;
2. Share background work completed to date;
3. Obtain input about development issues; and
4. Learn what stakeholders believe is a desirable future for the Central Area.

The agenda included three primary activities. First, presentations by the consultant and City staff described the national and regional context in which Farmers Branch exists. Such background information establishes the context for the discussion of planning within the Central Area. Second, participants' input was sought using small group discussions. Third, participants were given individual keypad polling devices to anonymously answer the detailed development survey questions.

Ideas and Input

Small Group Discussion

Question Responses

Forum participants worked in small groups to discuss a set of questions about the future of the Central Area. There were nine groups with seven to ten people in each group. The groups recorded their responses to all six questions on large flip charts.

Small Group Discussion

Vision Statements

Each of the nine discussion groups were asked to create a vision statement for the Central Area, defining some of the specific characteristics of that vision.

Top Answers from Small Groups

1. What are the Central Area's greatest assets?
 - Parks
 - Location in Metroplex
 - City Services

2. What are the Central Area's greatest challenges?
 - Need better shopping and restaurants
 - Age of housing
 - Quality of education

3. What are the most important actions the City should take in the next year to build the Central Area's assets and address its challenges?
 - Redevelop multi-family areas
 - Improve schools
 - Attract quality retail

4. What makes your neighborhood special?
What makes Farmers Branch special?
 - Larger lot sizes
 - Nearby parks
 - Small town atmosphere

5. What three factors are most important to keep our neighborhoods livable?
 - Better retail opportunities
 - Attract young families
 - Increase senior housing options

6. What is your vision for the Central Area?
 - Retail small town atmosphere
 - City in a park
 - Great place to raise a family



Public meeting participants

community vision

Keypad Polling-Future of Farmers Branch

After the small group discussions, electronic keypads were used to secure input from individual forum participants. The questions were presented on the screen and participants used the keypads to provide anonymous responses. Once each citizen had voted, the polling results were immediately shown on the screen. This input supplements comments from the discussion groups and provides information about the individual perspectives of participants on issues affecting the Central Area of Farmers Branch.

Several questions were designed to gather from participants which strategies would be the most important to them. The first question asked respondents *which issue was the most important for Farmers Branch in 2030*. Revitalized housing and more shopping choices topped the list of items that are most important for Farmers Branch, with mixed use areas as the third most important item.

In terms of *which issues are most important to the quality of life of Farmers Branch’s neighborhoods*, respondents identified creating a sense of community, public services & facilities and safety as their top three issues.

Respondents were also asked *what they would consider the most important issue to revitalize Farmers Branch’s neighborhoods*. Respondents identified remodeling existing homes as their

top priority, followed by better property maintenance, replacing existing homes with new ones and controlling on-street parking.

In terms of *what kind of senior housing is most needed in Farmers Branch*, 42 percent of respondents believed that patio homes would be an appropriate solution, followed by assisted living and townhomes. Retail and housing for seniors were also identified in the analysis of the Central Area of Farmers Branch, and both were part of the small group discussions. When asked about *specific types of retail needed in the Central Area*, a grocery store was the most important issue to 57 percent of respondents. A full service restaurant was the second priority for retail attraction.

Keypad Polling-Feedback on Specific Issues

The next series of polling questions asked respondents about the importance of issues and opportunities that could potentially affect the Central Area. The questions and results are shown in the table below. Most of these issues (nine of twelve) rated as either “important” or “essential.” In other words, each had a weighted average of 3.0 or higher. The most important issue—providing more choices for shopping and dining—was rated as “essential” by more than two-thirds of respondents. This is an issue that can be addressed through the Four Corners development and other initiatives that support re-development of older retail districts.

What is most important for the Farmers Branch I want in 2030?		What is most important to quality of life in our neighborhoods?		What would do the most to revitalize your neighborhood?	
Revitalized housing	32.4%	Sense of community	23.7%	Remodel existing homes	27.8%
More shopping choices	28.4%	Public services & facilities	22.4%	Better property maintenance	25.0%
More mixed use areas	12.2%	Safety	13.2%	Replace existing homes with new ones	18.1%
Improved schools	10.8%	Quality of housing	11.8%	Control of on-street parking	16.7%
Improved appearance	6.8%	Parks, trails & open space	11.8%	Something else	8.3%
Better traffic flow	5.4%	Good schools	6.6%	More/better parks or trails	2.8%
More employment centers	2.7%	Close to jobs & shops	5.3%	Improved streets	1.4%
More/Improved parks	1.4%	Cost of housing	4.0%		
I'm not sure	0.0%	Lack of traffic	1.3%		
		Something else	0.0%		

Another interesting result of the polling relates to the choices of retaining open spaces and natural areas, continuing success of Brookhaven College and revitalizing existing neighborhoods. While neighborhood revitalization had a higher percentage of respondents who felt it was essential, the other two issues scored higher when essential and important responses were considered jointly. These comments support continued City efforts to provide open space and encourage collaboration with Brookhaven College.

Keypad Polling-Community Character

Three sets of images were used to obtain input about the character and development that participants believed to be compatible with their desired future for Farmers Branch. The first set of images focused on residential uses, the second on retail and the third on streetscape.

Residential

The residential images depicted a range of housing types from small single family bungalows to garden apartments to urban multi-story residential. Almost all of these images were viewed as potentially compatible with Farmers Branch—only the garden apartment image rated below a 3 on a scale of 1 to 7, with 7 being the most compatible. Four of the other images rated between a 4.0 and a 5.0 indicating moderate to fairly strong support.

Retail

Four retail images received higher ratings than any of the residential images. The highest-rated retail images scored a 6.0 (out of 7.0). This image depicts a restaurant with outdoor patio dining in an urban, mixed-use area. The other images scoring over 5.0 are all pedestrian-oriented retail centers.

Streetscape

The highest rated streetscape image also scored a 6.0. It shows a pedestrian-oriented area with extensive landscaping and benches. A close second (at 5.8) was a streetscape with a water feature and native plantings. Auto-oriented streetscapes rated lower, with the lowest score among the streetscape images (2.6) depicting a masonry screening wall along a major arterial.

Overall, the community character images show support for three key design features:

- Pedestrian orientation
- Landscaping, often with native plant materials
- Urban scale, multi-story buildings

These design concepts should be discussed in greater detail so that the Plan’s recommendations (in terms of use, intensity and design) emphasize these attributes.

How important is this issue to the Central Area Comprehensive Plan?	Essential (4)	Important (3)	Interesting but not important (2)	Not worth considering (1)	I'm not sure	Weighted Average
Providing more choices for shopping and dining	67.6%	27.0%	4.1%	0.0%	1.4%	3.6
Maintaining public facilities in neighborhoods	61.4%	30.0%	8.6%	0.0%	0.0%	3.5
Retaining open spaces and natural areas	52.8%	44.4%	2.8%	0.0%	0.0%	3.5
Continuing success of Brookhaven College	51.4%	43.1%	5.6%	0.0%	0.0%	3.5
Revitalizing existing neighborhoods	58.6%	30.0%	8.6%	2.9%	0.0%	3.4
Creating new employment centers	36.2%	50.7%	10.1%	2.9%	0.0%	3.2
Providing housing for seniors	24.7%	58.9%	15.1%	1.4%	0.0%	3.1
Continuing success of Brookhaven Country Club	31.9%	45.8%	18.1%	2.8%	1.4%	3.0
Having a wide range of housing choices	29.2%	41.7%	29.2%	0.0%	0.0%	3.0
Enabling residents to walk or bike to work/school/shops	20.8%	48.6%	27.8%	1.4%	1.4%	2.9
Improving the image of the City from the freeways	20.8%	48.6%	25.0%	5.6%	0.0%	2.8
Creating unique & distinctive entryways to the Central Area	20.8%	41.7%	31.9%	5.6%	0.0%	2.8

Community Visioning- Highest Commercial Results



Respondents generally favored images depicting slightly more urban characteristics. Common themes of the highest rated images included a safe pedestrian environment, street trees, on-street parking, mixed-uses and outdoor patios that create a sense of place.

Community Visioning- Lowest Commercial Results



The lowest rated images within the Commercial category generally depicted auto-oriented businesses. Such businesses generally contain large parking areas in a strip center configuration. The lowest rated images were generally void of any major pedestrian enhancements and typically lacked any unique sense of place.

Community Visioning- Highest Residential Results

1



2



3



Images of single-family housing were rated the most favorably within the Residential Category, however other housing options, such as loft apartments and quality patio homes, also received favorable scoring. The highest rated photo in the series depicted a home in an established neighborhood, similar to many of the existing neighborhoods in Farmers Branch. This indicates the desire by residents to enhance and preserve existing neighborhoods.

Community Visioning- Lowest Residential Results

1



2



3



The lowest rated image in the Residential Category was an image of garden style apartments. Other images that were rated the least favorably included housing types that were generally void of any design or architectural enhancements—such images lacked any historical characteristics or mature trees.

Community Visioning- Highest Streetscape Results

1



2



3



Respondents generally preferred roadway images that contained aesthetic enhancements, such as street trees, landscaping and safe pedestrian accommodations. Pocket plazas and other design enhancements were viewed favorably.

Community Visioning- Lowest Streetscape Results

1



2



3



Images containing very little landscape enhancements and had little if any separation between the pedestrian and vehicular realm were generally the least favored images within this category.

Online Polling

In an attempt to further engage the public and gather feedback, an online survey was conducted through the SurveyMonkey polling system. The questions were drawn from those used in the keypad polling segment of the Public Forum. Questions were added to gain an understanding of the respondent's connections to Farmers Branch. The survey was posted in early November 2010 and remained available through January 2011. The City used email outreach to inform community organizations about the survey and to encourage their members to complete it. During the survey period, 31 people completed all or part of the survey. The results of this internet survey were consistent with that of the public forum.

Four Corners Vision Plan

The Shops at Branch Crossing, formerly known as the Four Corners Area, is the most prominent non-residential area within the Central Area of the community. It is distinctly identifiable as a central retail center within the larger residential framework of the Central Area. Its design as a nodal center, positions the Shops at Branch Crossing for redevelopment, particularly as a mixed-use center that provides shopping, dining and residential opportunities.

In 2009, the City completed the Four Corners Vision Plan. This plan describes the goal characteristics for the area and lays out the framework for future growth and development within the area. This visioning exercise included a five day on-site charette process. Over the five day period, presentations and opportunities for input were conducted daily with the public, City Staff and land owners. At the conclusion of the 5 day charette, a public presentation was conducted where the vision plan scenario was presented to the public for feedback and input.

The visioning process for the Shops at Branch Crossing provided the community with a plan that guides redevelopment. New development has begun to occur within the Shops at Branch

Crossing and each new piece of development is ultimately working towards the goal of a more vibrant, sustainable and functional retail district.



Four Corners Vision



Four Corners Vision Plan

community vision

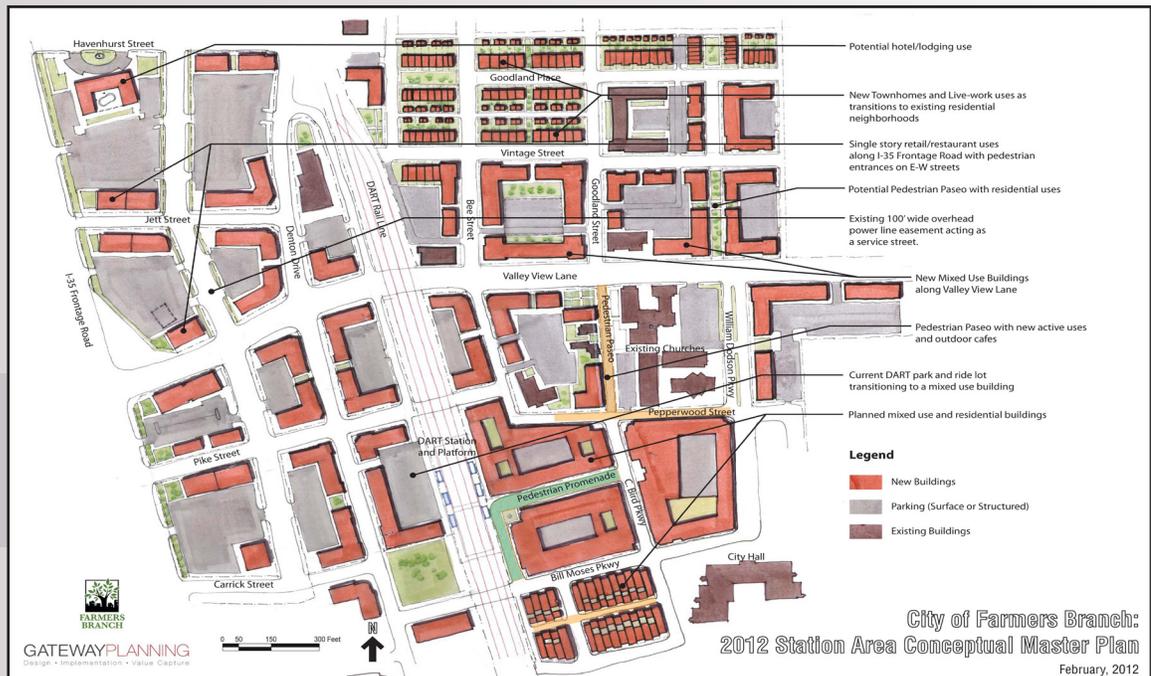
Farmers Branch Station Area Conceptual Master Plan

In order to develop a long range vision around the Farmers Branch DART Rail Station, the City engaged the public in a process to develop a conceptual master plan for the DART Station area. The conceptual master plan is intended to guide development decisions and sets the framework for development adjacent to and surrounding the DART station.

Various images were shown to the public and general feedback was gathered. Pictures projected a variety of land uses, building characteristics and land use intensities. Generally speaking, residents favored medium density development (2-5 stories). Images depicting mixed-use devel-

opment, ground level retail with loft apartments above, were rated favorably. More urban characteristics were present in many of the highest rated images, depicting buildings brought up to the property line, wide tree-lined sidewalks, on-street parking and sidewalk cafes.

The conceptual master plan was originally adopted as an amendment to the 1989 Comprehensive Plan in 2002. In 2012, the City adopted a new Conceptual Master Plan to allow some single story buildings and surface parking in limited sections of the district. Amendment to the zoning district was also approved by City Council in 2012. The City's proactive approach to defining a vision for the DART station area is an indication of the community's commitment and support towards developing a vibrant transit oriented development within Farmers Branch.



Farmers Branch Station Area Conceptual Master Plan

Community Goals

Goals are created to define the long term vision for what the Central Area should strive to become. Goals are typically general in nature and help to guide daily policy decisions. More specific objectives related to each goal are found within the Implementation Plan of this Comprehensive Plan. The following goals were developed based upon public input collected at the Public Forum:

Goal 1: Provide quality, diverse and attractive neighborhoods making Farmers Branch a community for a lifetime.

Goal 2: Create vibrant retail centers that not only provide services for residents but also contribute to the overall quality of life within the community.

Goal 3: Continue to make Farmers Branch a “City in a park” by maintaining its high standard for park excellence.

Goal 4: Provide and maintain safe and attractive roadways that accommodate motorists, bicyclists and pedestrians.

Goal 5: Ensure that the City’s infrastructure systems are capable of supporting desired revitalization efforts.

Goal 6: Make Farmers Branch a sustainable mixed use community in order to protect the City’s long term viability and livability.

community vision



CENTRAL AREA PLAN

land use and character

land use and character

Land Use and Character

In general, the Future Land Use Plan is intended to be a comprehensive blueprint for land development within the Central Area.

The Future Land Use Plan should reflect the City's policy and development direction. It is important to reiterate that the Future Land Use Plan is not a zoning map. A zoning map deals with specific development requirements on individual parcels. Zoning map changes should, however, be based on the Future Land Use Plan. **The Comprehensive Plan Map shall not constitute zoning regulations or establish zoning district boundaries.**

Generally speaking, the Future Land Use Plan is intended to address the following:

- The future land use needs for the Central Area;
- Ensure land use compatibility;
- Protect and enhance neighborhood areas;
- Provide policy guidance for City staff and decision-makers on long term land use decisions; and
- Ensure that Farmers Branch is a sustainable community.

The following chapter outlines the various land use districts represented on the Future Land Use Plan, provides a breakdown of future land use composition and introduces three general planning concepts that may be utilized within the Central Area to encourage life-cycle housing, vibrant retail centers and affordable redevelopment prototypes.

Land Use Types/Districts

The following are the recommended land use types and special districts for the Central Area. Each land use type or special district is reflected on the Future Land Use Plan Map.

Low Density Residential

Low density residential land use is representative of the traditional, single family detached neighborhoods within the Central Area. Low density residential currently accounts for the largest land use within the Central Area and this is expected to continue into the future.



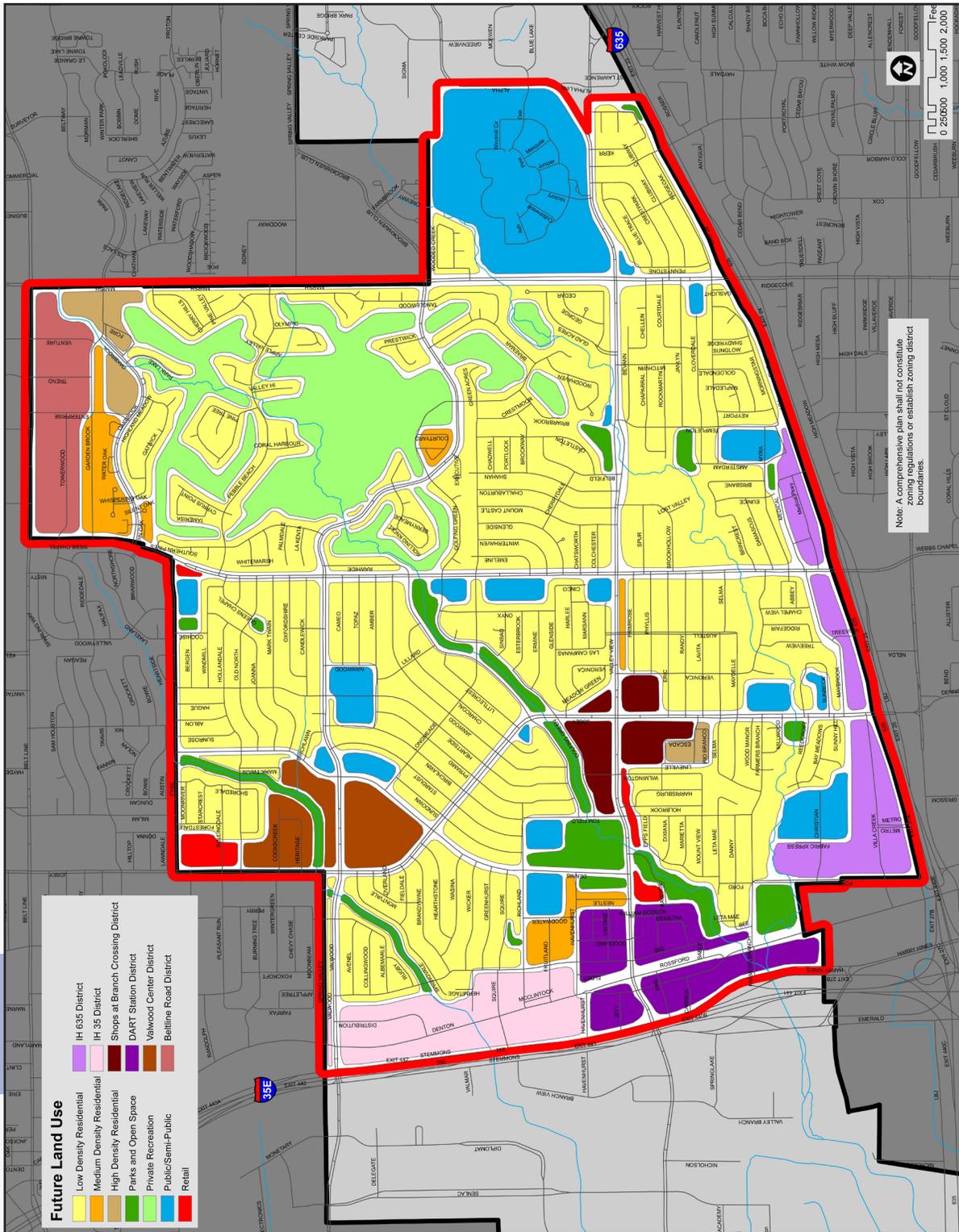
Low Density Residential

Medium Density Residential

Medium density residential generally refers to high-quality single family attached dwelling units, such as townhomes, but also includes single family detached dwelling units of a higher density, such as zero-lot line homes and patio homes. Generally speaking, medium density residential areas are those where the single-family residential density exceeds 8 dwelling units per acre.



Medium Density Residential



land use and character

Medium density areas within the Central Area will likely be concentrated to areas close to major roadways and retail areas. As development begins to occur within the DART Station District, medium density residential options along The Squire neighborhood would create a transition between more intense uses near the station and residential neighborhoods to the north. Additional opportunities for medium density residential include redevelopment along Valley View Lane, between Veronica and Webb Chapel and along Garden Brook, buffering more intense uses along Beltline from residential areas.

High Density Residential

High density residential refers to 3 to 6 story multifamily development. Future high density projects, such as those near the Station Area, Valwood Center and the IH635 Corridor should be high-quality loft style apartments or condominiums that interact with the street and are situated around or near public space.

Parks and Open Space

This category applies to all parks or open space areas that are owned by the City and are accessible by the general public. All City parks, recreational facilities and gardens are included within this category.

Private Recreation

This category refers to all parks or outdoor recreational facilities that are privately owned and are typically not accessible by the general public. Within the Central Area, this includes Valley View Estates Park and Brookhaven Country Club. While not directly accessible by the general public, these areas still may provide open space and natural areas that contribute to the overall look, feel and desirability of the Central Area.

Public/Semi Public

This land use designation is indicative of all land uses that are governmental, educational or religious in nature. Due to their low impact characteristics, public/semi-public land uses are generally permitted within any area of the City. Traffic generated by such uses should be carefully con-



High Density Residential



Parks and Open Space



Private Recreation



Public/Semi Public

sidered when they are adjacent to existing residential areas. Within the Central Area, Public/Semi Public uses include City Hall, Manske Library, Senior Center, Recreation Center, Brookhaven College, schools and religious institutions.

Retail

Retail areas noted on the Future Land Use Plan are intended to provide localized services for adjacent neighborhoods. Retail areas will provide dry cleaners, pharmacies, convenience stores or other similar neighborhood services. Neighborhood retail areas are general “one-stop” shop locations that are easily accessible. Neighborhood service retail generally serves a population radius of one mile.

IH635 District

The accessibility enhancements accompanying the IH635 expansion project will likely increase the visibility and attractiveness of non-residential areas along the southern edge of the Central Area. Within the IH 635 district, quality office uses should be the primary land use, particularly due to the prime location at the IH635/IH35-E interchange. Building heights should lower from west to east from 8 story buildings near the IH35-E interchange down to 2-4 story buildings near Dallas Medical Center. Higher intensity development should be promoted. Higher building Floor-to-Area Ratios should be considered in exchange for structured parking. Structured parking should be encouraged to reduce the prevalence of parking lots, enhance the urban office atmosphere and to maximize usable space.

While office will generally be the preferred land use type within the district, major intersections may be utilized for retail services, such as restaurants, banks or other similar services which serve employees at nearby office centers and residents alike.

It is not anticipated that residential uses will be a major component within the IH635 District. Higher density residential uses should be considered appropriate for portions of this corridor. Additionally, some retail development may also be appropriate within the corridor.



Potential Retail Development Example



Potential IH635 Example

land use and character

IH35-E District

Interstate 35-E through the Central Area is predominantly light industrial/office warehouse in nature. As the DART Station district develops, redevelopment within the IH35-E district will likely become more viable, particularly as existing structures reach the end of their use life. Currently, two pockets of restaurants and “big box” retail exist along Interstate 35. The first is located at Interstate 35-E and Loop 12 interchange in Dallas and the second is located around Interstate 35-E and Hebron Parkway in Lewisville. These two areas are 13 miles apart and Farmers Branch is situated in an opportunistic central location between these two areas. Therefore, future regional retail may be marketable for this section of the City. Future restaurant and entertainment land uses may also be appropriate for this corridor.

Shops at Branch Crossing District

The future development within The Shops at Branch Crossing should continue to be guided by the Four Corners Area Vision Plan. Future development within this district is anticipated to contain a mixture of existing retail uses, new retail uses, civic space and residential uses. Development should be pedestrian friendly and the design will focus on creating a strong sense of place, a theme that was expressed during the Public Forum.

DART Station District

The future development within the DART Station district is guided by the 2012 Conceptual Masterplan and Station Area Code. The Station Area Code is a form-based code that guides the physical development of the Dart Station Area. The intention of the plan is to create a more urban, walkable neighborhood that would serve and function as the “downtown” of Farmers Branch.

A broad mixture of uses is anticipated within the DART Station Area, including retail, residential, office and public space.

The DART Station District will serve as a more urban, pedestrian friendly environment. In contrast, areas within the IH35-E district will be more automobile accessible in order to capitalize on pass-through trips and provide quick and easy access along the Interstate. A mixture of restaurants, retail, services and office space will be present within the District. Extensive landscaping and design enhancements should be required due to the highly visible nature of land along the Interstate.



Potential IH35-E District Redevelopment Example



Shops at Branch Crossing District



DART Station District

Valwood Center District

The Valwood District is primarily retail in nature, however the presence of several churches and local parks should be seen as amenities that work together. For this reason, the Valwood District extends beyond Valwood Center to include areas north of Valwood Parkway.

New pad sites along Valwood Parkway should be encouraged to help reenergize the retail component of the district. To the north of Valwood Parkway, Cooks Creek should be reviewed and considered for redevelopment as a natural creek area. This new creek area should extend from Jacee Park to Josey Lane providing outdoor space for churches and the new quality apartments to the north of the Creek.

Existing garden-style apartments to the north of Cooks Creek should be replaced with 3-4 story loft-style apartments.

Beltline Road District

Beltline Road District is situated on North Dallas County's busiest arterial roadway. The significant amount of through-traffic makes Beltline Road a prime location for retail development. Much of the existing uses within the district are light industrial/office. Retail uses located directly adjacent to Beltline Road should be encouraged. Over time, gradual transition to office space may be appropriate, particularly west of Enterprise.



Potential Valwood/Cooks Creek Redevelopment



Potential Beltline Road District Example

Planning Concepts

The following are applicable concepts that should be considered during design or redevelopment efforts. They include the provision of life-cycle housing for Farmers Branch residents, incorporating mixed-use concepts, when possible, and retrofitting deteriorating neighborhoods with Traditional Neighborhood Design (TND) concepts.

Life-Cycle Housing

It is important for cities to provide a variety of housing for the full life cycle of citizens and to meet the needs of different segments of the population—people of different ages, socio-economic levels, and employment levels.

The “full-life cycle” is intended to describe all stages of life—young singles, professional couples, families with children, empty-nesters, retirees and seniors, including those requiring living assistance. To become a more sustainable community, the Central Area should strive to provide a wide variety of housing types throughout its neighborhoods. The following are housing types that should be considered:

Single Family

Single family housing is currently the largest housing types in Farmers Branch. This will likely remain the case in the future. It will be important that the community incorporate a wide variety of single family housing types within the community. It is particularly beneficial to encourage a variety of housing sizes within individual neighborhoods and create more diverse neighborhoods.

Patio Home

During the Public Forum, attendees indicated that patio homes are the preferred choice for senior housing. Patio homes are typically located on small zero-lot line lots with minimal yard areas. One of the immediate benefits of patio homes is the lack of yard maintenance associated with ownership, often attractive to the elderly or those with active lifestyles. Due to the minimal lot width associated with patio homes, rear entry garages should be utilized to enhance the streetscape.

Townhome

During the Public Forum, attendees also identified townhomes as an appropriate choice for senior housing. Townhomes are single-family attached units meaning that each unit is typically situated on its own lot with a shared external wall. Townhomes are generally owned, rather than rented. Similar to patio homes, townhomes are beneficial due to little, if any, yard maintenance making such housing types attractive for the elderly and those with active lifestyles. Due to the minimal lot width associated with townhomes, rear entry garages should be utilized to enhance the streetscape.

Multi-Unit Home

A multi-unit home is built to resemble a single family home but may contain 2 or more individual units. Multi-unit homes typically have a controlled access foyer that provides access to each unit. The benefit of a multi-unit home is its ability to blend in better within neighborhoods than traditional fourplexes or duplexes. Such homes are typically designed with a historic theme.

Loft Apartment

In contrast to garden-style apartments, loft apartments are typically designed for a longer use life by utilizing better building design and higher quality building materials. Loft Apartments are typically four stories in height. Parking lots are minimized by the use of screened parking garages, when possible, and buildings are typically oriented to interact with the street and public realm.

When market conditions permit, street level retail may be incorporated creating a mixed-use project. If market conditions are not yet supportive of retail establishments on the first floor, flexible space may be an option with loft apartments. Flex space intentionally designs first floor units to be suitable for retail conversion in the future.

Mother-in-Law Suite

A Mother-in-law suite, typically referred to as an accessory residential unit, is located on a single family lot and does not have presence on the front street. Depending upon local ordinances,

Life-Cycle Housing



Single Family



Loft Apartments



Patio Home



Mother-in-Law Suite



Townhome



Independent Senior Living



Multi-Unit Home



Assisted Living

land use and character

accessory units may be used as additional living space for the primary units, making them attractive for relatives, such as the elderly or young adults. Accessory units can help to make older homes with smaller amounts of living space more attractive due to the enhanced living space that they provide.

Independent Senior Living

Typically an age-restricted multiunit housing facility or community with self-contained living units for older adults who are able to care for themselves. There are usually minimal, if any, additional services such as meals and transportation.

Assisted Senior Living

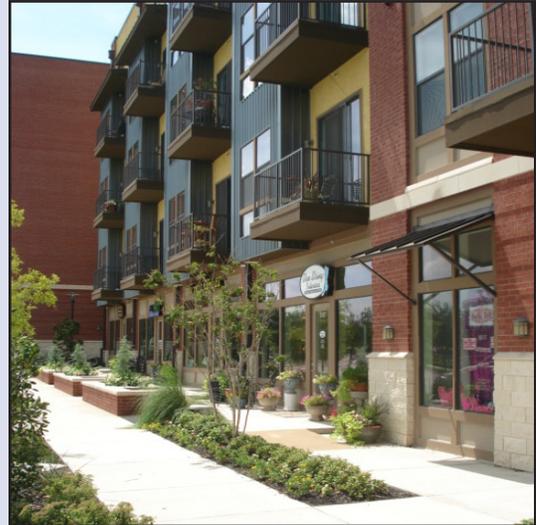
Assisted living facilities are typically communities designed to provide residents with assistance with the basic activities of daily living and may range in form from stand-alone residences to an apartment-type community. Assisted living facilities are a component of the greater life-cycle by providing opportunities for elderly to have attractive options for care while still remaining within Farmers Branch, close to familiar services, parks, worship facilities, family and friends.

Mixed-Use

Mixed-use refers to a development style that combines a mixture of land uses within one defined zoning district. For example, residential, retail, restaurants, office and public uses may be allowed within the same building, same lot, same tract, block or zoning district. Benefits of mixed-use development include:

- Flexibility of building spaces over time;
- Long term viability of commercial districts;
- Providing higher quality high density residences;
- Inclusion of public facilities;
- Reduction in the frequency of vehicular trips; and
- Minimizing land consumption.

Mixed-use developments are defined by their design—building orientation, roadway configuration and amenities such as shade trees, benches and lighting create a safe environment that is conducive for walking. Intentional integration of



Mixed-Use Vertical



Mixed-Use

diverse land uses within one localized area creates a lifestyle option where a person can perform many of their daily needs and recreational activities within a short distance of home. Such environments are particularly attractive to young professionals, young couples and empty nesters.

Mixed-uses are typically either horizontal or vertical in nature. Horizontal mixed-uses involve retail, office and residential all located within one defined area, but within separate buildings. Vertical mixed-use developments would include any combination of retail, office and residential within the same building. A common example is residential lofts and apartments above street-level retail and office space.

Mixed-use development is currently permitted within the DART Station and Shops at Branch Crossing Districts. While the primary focus of mixed-use development will be within these two districts, opportunities for other mixed-use projects throughout the community may be feasible.

Traditional Neighborhood Design

Traditional Neighborhood Design (TND) is a planning concept where certain design characteristics are intentionally included in order to foster community interaction. TND neighborhoods are generally characterized by their early 20th century design, including a connected street grid, smaller lot sizes, setbacks bringing homes closer to the street, front porches and homes situated around neighborhood pocket parks. The premise behind TND is the belief that including features such as front porches, reduced setbacks and pocket parks encourages and fosters neighborhood interaction and deters crime by creating a feeling of visibility within the neighborhood.

Principles

The following are some of the general principles associated with TND:

- Connected street grid and minimal, if any, cul-de-sacs;
- Reduced setbacks/maximum setbacks (20-30' maximum);
- Usable front porches;
- Comparatively smaller lot sizes and home sizes;
- Pedestrian amenities that provide walkable access to transit, retail, schools, parks, churches public facilities and other neighborhood services;
- Street trees that provide a significant canopy; and
- Neighborhood parks.

TND has the opportunity to be utilized by Farmers Branch during revitalization efforts. TND has become a preferred redevelopment option for many communities with established neighborhoods because many of the framework components of TND are already included in neigh-



Traditional Neighborhood Design



Traditional Neighborhood Design

borhoods designed prior to the 1950s. Within Farmers Branch, this too is the case. Many of the neighborhoods west of Josey Lane contain a connected street grid, have smaller housing lot sizes and have access to neighborhood parks. One of the primary issues within northwestern neighborhoods of the Central Area is the small lot sizes. TND would allow these neighborhoods to utilize the small lot sizes as an asset and develop new affordable housing options for residents.

land use and character

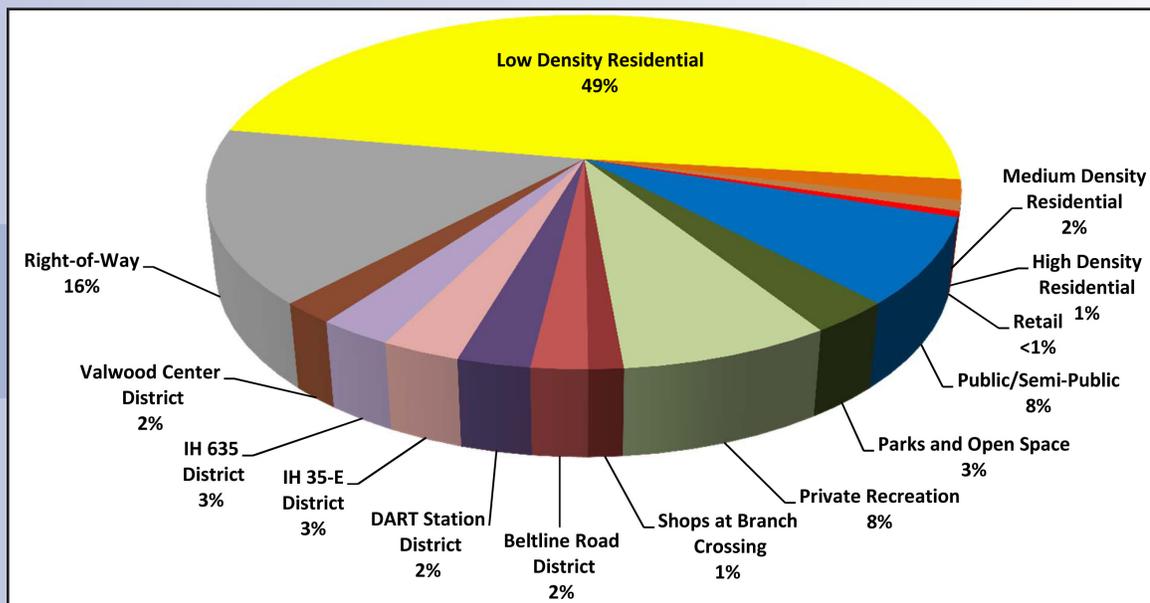
Land Use Acreage

Based upon projections within the Future Land Use Plan Map, the largest land use within the Central Area would continue to be low density residential, comprising approximately 50 percent of the total land area. The second largest land use would be Public/Semi Public uses at just over nine percent. These uses would include the many public facilities, schools and religious institutions located within the Central Area. Private Recreation would constitute the third largest land use category at approximately nine percent. The large amount of land under this category is Brookhaven Country Club. While this land is considered private, it functions as open space due to its adjacency to many home sites as well as its visibility from several roadways.

The remaining composition of the Central Area, approximately 24 percent, is dedicated to non-residential uses. The various non-residential uses are intended to provide daily services, retail services, restaurants and employment for the community. It is important to note that not only do these uses contribute to the City by providing services, they also increase the tax base and collect sales taxes. Revenue from non-residential uses typically helps the City provide high-quality services for its residents.

Land Use Category	Acres	Percent
Low Density Residential	2079	49.1%
Medium Density Residential	79	1.9%
High Density Residential	40	0.9%
Retail	23	0.5%
Public/Semi-Public	330	7.8%
Parks and Open Space	127	3.0%
Private Recreation	323	7.6%
Shops at Branch Crossing	53	1.3%
Beltline Road District	86	2.0%
DART Station District	111	2.6%
IH 35-E District	120	2.8%
IH 635 District	113	2.7%
Valwood Center District	83	2.0%
Right-of-Way	669	15.8%
Total Acres	4236	100.0%

Future Land Use Table



Future Land Use Chart

Recommendations

- Provide a range of housing choices including single-family homes, patio homes, townhomes and loft apartments.
- Facilitate implementation of redevelopment at the Shops at Branch Crossing and development within the DART Station Area to provide new neighborhood retail and quality restaurants.
- Develop the Interstate 635 Corridor as a future regional retail district.
- Encourage the development of attractive retail and restaurant services directly along Beltline Road.
- Utilize Interstate 35-E as a future regional retail district.
- Develop a sustainable and vibrant transit oriented development around the DART Station Area and provide automobile, pedestrian and bicycle linkages between the transit oriented development and adjacent neighborhoods.
- Develop Valwood Center as a unified district utilizing a redeveloped Cooks Creek Channel as an attractive public space feature for nearby residents and churches.
- Encourage the creation of pad sites within Valwood Center, directly adjacent to Valwood Parkway.
- Consider Traditional Neighborhood Design (TND) prototypes for housing redevelopment in western neighborhoods, such as in Valwood Estates.



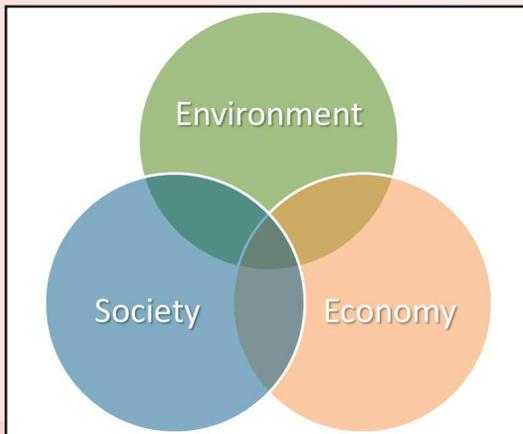
CENTRAL AREA PLAN

sustainable design

Sustainable Design

Sustainability is commonly defined as an approach to development that meets the current needs of society today without compromising the ability of future generations to meet their own needs (Brundtland Commission, 1987). While sustainability has several different implications, the overall community benefit involves protecting the long term value of the community thereby maintaining and enhancing the community's tax base and ad valorem income.

In order to promote more sustainable design within Farmers Branch, decisions made by City Staff and Council should consider the impacts of new development on the built environment. In addition, the City should look into opportunities to foster social interaction as well as ways to reduce the community's impact the natural environment, both in the short and long term.



The Three E's of Sustainability

Built Environment

When the focus of design considers the long-term implications of development, long-lasting and vibrant districts are typically the result. Generally speaking, design over the past several decades has focused around "useful life" or how long a new development is intended to last from a profitability standpoint. For example, many garden-style apartments constructed in the 60s, 70s and 80s typically had a 20 to 30 year useful life. Around the 20 or 30 year period, it was anticipated that such developments would no longer be profitable leading to their replacement with newer, updated and more profitable structures.

There are several problems with designing for useful life. First, the long-term implications of that project, particularly how it impacts the long term vision of the community, is not considered. Second, the project is only designed to meet the immediate market needs leaving the development inflexible to future market changes. Finally, when such structures are not removed at the end of their useful life, they often become dilapidated and contribute to corridor blight.

Designing long-lasting or sustainable development involves focusing on development quality and creating a sense of place or experience. The purpose of urban design is to enhance the built environment by understanding how the built environment interacts with people. The following are urban design characteristics that should be considered and employed, when possible, in future developments within the Central Area.



Pedestrian oriented site



Buildings oriented towards street

Pedestrian Orientation

While automobile access is an important consideration, it is also important to design to accommodate the pedestrian, particularly around higher activity centers, such as Branch Crossing, the DART Station Area, and Valwood Center. Designing for the pedestrian involves a number of different elements, including:

- Sufficiently wide sidewalks in retail centers that are able to accommodate higher pedestrian traffic;
- Shade trees lining pedestrian corridors that help make walking more comfortable during the summer months;
- Street furnishings, such as benches, trash receptacles and planters;
- Pedestrian level lighting that illuminates pedestrian corridors at night;
- Bulb-outs at intersections with high levels of pedestrian traffic to increase the visibility of the pedestrian to automobile traffic;
- Enhanced crosswalks, such as textured and colored concrete, that clearly delineate crosswalks;
- Continuous sidewalks along arterial and collector roadways; and
- Wide median waiting areas at major arterial intersections that provide a safe stopping point for those unable to cross the road in its entirety during one traffic movement.

Providing such features encourages residents to walk by providing a safe, attractive and well-defined pedestrian environment.

Building Orientation

A major contribution to creating a sense of place is the orientation of buildings. A defining characteristic of many of the attractive retail centers in North Texas, some of which were identified during the public forum, is the location and orientation of buildings. Situating buildings closer to the building line or street helps to frame the public realm (street and sidewalk) and allows the building to better interact with the street.

Flexible Building Design

Flexible building design refers to constructing buildings to fit the overall framework and character of an area rather than focus strictly on its intended use. For example, restaurant pad sites are designed exclusively for that particular restaurant. If the restaurant closes, or if it moves to a different location, the building may lie vacant if no other restaurant is able to utilize the space left behind. On the other hand, designing space to be able to accommodate various use types ensures that as one business moves on another may easily utilize the same space, helping to minimize the presence of vacant structures and protecting the long term vitality of retail centers.

The City has developed a form-based code for the DART station area. The plan will help to guide the overall form as these areas mature and develop. As opportunities arise for retail redevelopment outside of the area, form-based practices that concentrate on building design should be considered and utilized.

sustainable design

Compact Design

Compact design focuses on creating nodal activity centers rather than strip-centers. Design brings people inward and the clustering of buildings facilitates better pedestrian interaction. When buildings are clustered and configured together, pedestrians are able to walk from one store to the next without having to traverse long distances or large parking lots. Nodal activity centers within Farmers Branch include Branch Crossing, the DART Station Area, and Valwood Center. As redevelopment occurs, focus should be placed on creating nodal activity centers containing a sense of place that are connected to adjacent residential areas.



Example of nodal, compact site

Transit

Dallas Area Rapid Transit (DART) currently provides Farmers Branch with bus and light rail service. In order to increase transit use, the location and spacing of transit stops must be efficient. A recurring topic during the public forum was the need for shuttles connecting various areas of the community, and Brookhaven College, with the DART light rail station. The City should periodically work with DART to examine bus stop use and determine if other locations would be more

optimal than existing stops. Additionally, service area deficiencies should be examined and the City should work with DART to increase accessibility to transit services within such areas.

Interconnectivity

Convenient pedestrian, bicycle and automobile access between neighborhoods is essential for long term sustainability. Further, pedestrian and bicycle connectivity to schools, retail areas, parks, and places of employment should be a high priority.

Within Farmers Branch, the following should be considered to enhance overall community connectivity at the individual development and overall community levels:

- Pedestrian and bicycle connectivity should be considered along with automobile accessibility;
- Bicycle and pedestrian segments between various neighborhoods, retail centers, public facilities, the DART Station and the extensive trail network should continue to be enhanced and expanded;
- Bicycle connections to the DART rail station should be provided; and
- Bicycle routes and lanes on City roadways should be considered to connect activity areas with neighborhoods.

Parking

While parking is a necessity for retail access, there are various ways that parking may be better incorporated to minimize visual impact on the overall development. Alternative forms of parking orientation include:

- Parking situated at the rear of the building, allowing the front of the building to better interact with the street;
- Structured parking in more intense retail areas, such as within the Shops at Branch Crossing and DART Station Area; and
- On-street parking in appropriate retail areas.



Example of parking dominated site



Example of site with parking at rear



Example of community identity

Social Well-Being

The term community is often used to define and describe a geographical area or built environment, such as a city or town. The term also refers to a more significant and vital component—the ability for residents to interact, identify and work together. Farmers Branch is defined by a strong sense of community partially due to the many long-term residents who call the City home. Its parks, recreational facilities and public facilities provide places for residents to meet, interact and socialize with one other. The following are general steps that should be considered to continue to foster a sense of community among Farmers Branch's citizens.

Identity

Creating a sense of identity is one of the most significant features that should be considered. When individuals identify as part of the community, they typically take a more active interest in community affairs, take pride in their personal property and desire to remain within the community through various stages of life. Farmers Branch has done an exceptional job of branding the community through the use of gateways and signage. The following should be considered to continue to promote identity within the Central Area:

- The formation of individual neighborhood associations should be encouraged and neighborhood identities should be established;
- Along Interstate 635 and 35, the use of branding and identifying features should be encouraged ;
- Larger gateway features should be utilized on major roadways, such as Valley View, Josey, Webb Chappell and Marsh;
- Encourage thematic design elements in all new development that is consistent and identifiable with Farmers Branch; and
- Provide opportunities to incorporate public art that reflects the community at plazas and other public spaces.

sustainable design

Social Interaction

It is important to provide places, activities and outlets for social interaction to occur. The following are examples of items that may be considered to maintain and enhance social interaction within Farmers Branch:

- Encourage new retail developments to design for the pedestrian, planning for the inclusion of common space, plazas, pocket parks and other similar features;
- Continue to engage the public and provide opportunities to update and engage the public on the progress and direction of the Central Area;
- Encourage a mixture of residential opportunities and full life-cycle housing in Farmers Branch, enabling people from various stages of life to live and grow within the community;
- Provide annual City events or festivals; and
- Establish partnerships with neighborhood associations and faith-based organizations to create neighborhood maintenance programs, aiding the elderly or needy in performing minor exterior housing maintenance.



Public Services

The provision of public services plays a significant role in the social environment—public services, such as libraries, parks, recreation facilities and senior centers, provide opportunities for citizens to exercise and socialize. Due to the employment base on the western and eastern areas of Farmers Branch, the community has been able to provide a high level of public services and amenities to its citizens. As areas of the community redevelop, additional public services should be considered as an important and fundamental component of each neighborhood area. Continued investment by the City in public facilities and services will make the City's neighborhoods attractive to private investment.

- Continue to expand the park system, providing new park spaces for residents of the northwestern side of the community;
- Continue to ensure that Farmers Branch's parks and trails system is the envy of the region by ensuring that parks remain well-maintained;
- Maintain a public facilities plan, identifying service area deficiencies and determining an approach to reduce such deficiencies;
- Locate new public facilities within neighborhoods and at areas where they may be accessed by walking or biking; and
- Design bicycle and pedestrian friendly thoroughfares.



Environmental Stewardship

The final component is the “green” aspect of sustainability. Environmental stewardship seeks to ensure that development decisions minimize their overall impact on the environment. During the visioning component of the Plan, residents identified the preservation of open space as an important issue. Farmers Branch is defined by its creeks and such areas, especially when preserved and integrated with development, serve as an important community amenity. The following is a list of some general items the City should consider to be more environmentally-friendly:

- Encourage the use of native landscaping, such as native trees, shrubs and grasses to reduce overall water consumption and to mitigate the impact of long-term drought in North Texas;
- Minimize site disturbance during construction, particularly when new construction abuts one of the City’s creeks;
- Encourage the use of iSWM best management practices (BMP) during site design.
- Work with developers to encourage new construction to exceed energy codes and consider LEED design principles;
- Consider the use of LEED design on new public facilities;
- Adopt a tree planting program to increase the tree canopy within Farmers Branch; and
- Consider a monthly or bi-weekly Farmers Market during the summer months, making citizens aware of the benefits of fresh food.



Maxim: LEED designed building in Farmers Branch



Promote tree planting programs



Farmer's market



Preserve key natural areas



CENTRAL AREA PLAN

transportation and circulation

Transportation and Circulation

The thoroughfare system forms one of the most visible and permanent physical elements of a community. It establishes the framework for community growth and development and, along with the Future Land Use Plan, forms a long-range statement of public policy. By incorporating programmed land uses and densities of the Future Land Use Plan, strategies can be developed that maximize the land use/transportation relationship.

The Transportation Plan is intended to serve as a guide for transportation decisions within the Central Area. This plan should be used as a reference when updating the City's Transportation Master Plan, as well as any related ordinances, and should be referred to when considering a wide range of decisions related to both transportation and land use. Transportation decisions do not exist within a vacuum, but are directly related to decisions regarding land use and building form. Therefore, the ultimate objective should be to create a balanced transportation system which provides for the safe mobility of residents, considers both current and future needs, enhances connectivity and mobility options, and promotes a more livable community through a proactive planning approach.

The basic transportation system within the Central Area is essentially already established. Many of the City's roadways within the study area have been built to previous development standards. The proposed improvements to IH635 are currently under construction and a City-wide Trail Plan has been developed to provide connectivity for non-motorized travel. With this network in place, it sets the stage to allow for redevelopment of land uses within the planning area. To maximize the benefits of redevelopment, transportation interface is critical. While a significant amount of planning and coordination has occurred for future transit oriented development around the Farmers Branch Station, it will be equally important to connect other areas with

the mobility benefits afforded by the light rail station.

The following chapter is intended to provide information related to transportation decisions within the Central Area including existing roadway conditions, transportation planning concepts, the Thoroughfare Plan network, the Trails Plan, and alternative roadway design options that could be considered by the City in the future.

Existing Conditions

Similar to examining land use decisions, it is important to first examine the existing conditions of the roadway network within the Central Area. The following is a discussion of existing travel patterns, transportation changes and existing and projected traffic conditions.

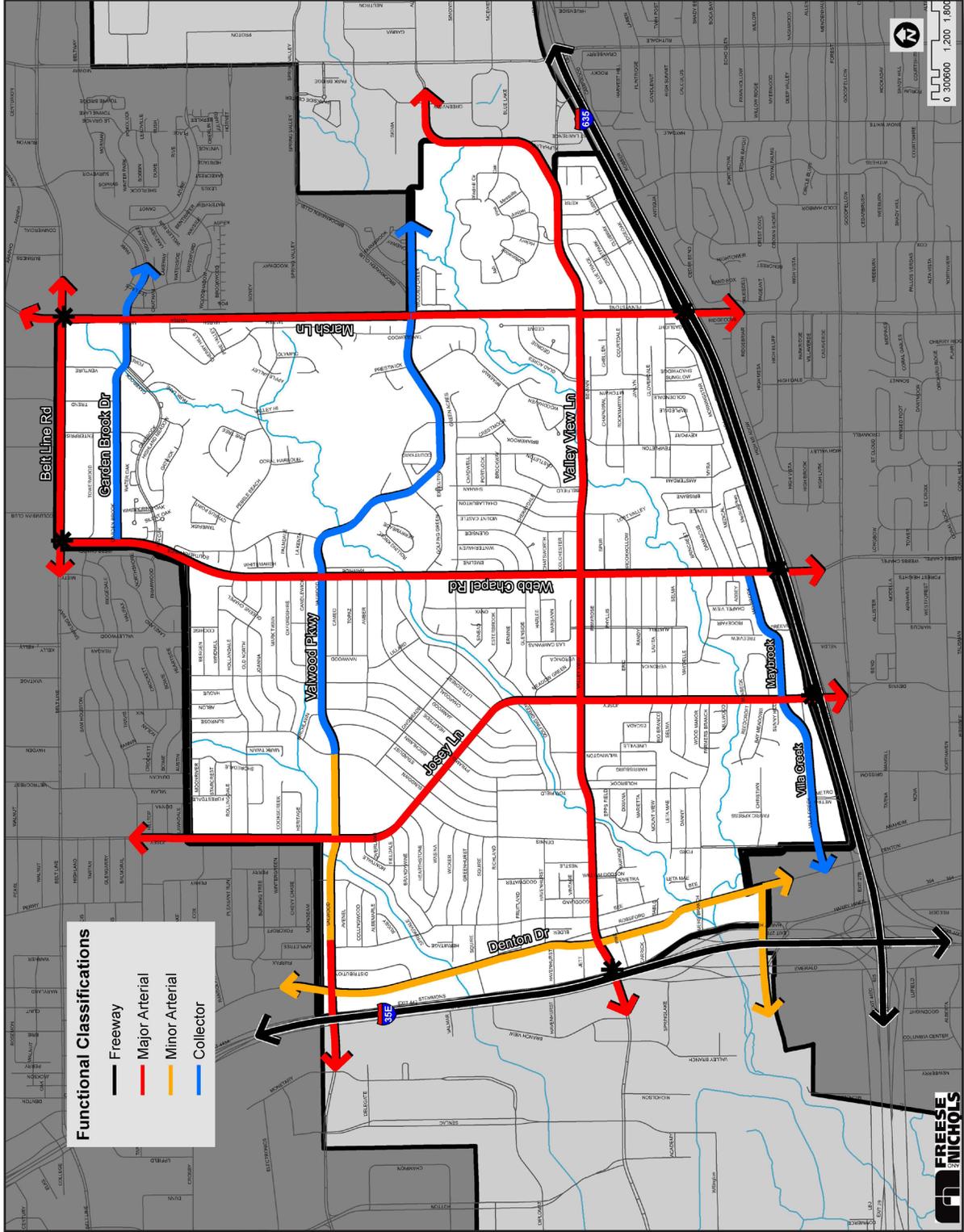
Regional Context

Transportation planning in Farmers Branch is necessarily linked to regional planning initiatives. A transportation plan for the Dallas/Fort Worth region (Mobility 2035, the Metropolitan Transportation Plan for North Central Texas) is maintained by the North Central Texas Council of Government (NCTCOG). DART maintains a Transit System Plan. TxDOT and area cities have developed an intelligent Transportation Systems plan for the DFW area intended to integrate telecommunication and information technology to monitor and improve freeway operations. Farmers Branch is active in all these planning efforts.

Since Farmers Branch is part of a greater metropolitan area, it is crucial that the City continue to actively participate in regional transportation planning efforts. Additionally, it is important that the City remain in communication with neighboring communities to ensure that transportation projects are coordinated. These cooperative efforts will directly benefit the City itself.

Travel Patterns

Travel statistics indicate that over 90 percent of trips with destinations in Farmers Branch begin



Farmers Branch Functional Classification Map



elsewhere in the region. This is attributed to the large employment base located within the City, its location relative to other developed portions of Dallas, and the fact that the City is surrounded by four major freeways.

Farmers Branch has a high proportion of pass-through trips because of its size and location. Because many of the City's thoroughfares comprise only short segments of much longer streets that continue through the City, a high portion of volume constitutes "through traffic". For many years, much of the traffic on these thoroughfares (Luna Road, Josey Lane, Marsh Lane and Midway) has resulted from motorists desiring to access IH 635. Similarly, when peak hour traffic was at a standstill, other east/west facilities (Valley View, Valwood) have become alternate choices to either by-pass the corridor, avoid the IH35/635 interchange or simply access IH35 .

The effects that the President George Bush Turnpike (PGBT) and the Sam Rayburn Highway have had on Farmers Branch thoroughfares are profound. Beginning with the opening of PGBT in 2002 through 2010, traffic volumes have been declining annually with some thoroughfares down as much as 30 percent overall in traffic volume. The reconstruction of IH635 may temper some of the declining volume, but generally it is believed this trend will continue subsequent to the completion of that project. These reductions in travel demand allow the ability to re-think mobility options and provision for service in the study area.

Transportation Changes

There is an inevitable evolution of transportation systems. Emerging concepts, such as Context Sensitive Solutions, intelligent transportation systems, transportation management and "Complete Streets" may offer the potential for developing more livable streets in neighborhoods that promote walking, biking and transit use as opposed to only providing automobile commuting.

Market factors, such as fuel prices, will also play a role in the City's transportation future. Regula-

tory mandates, particularly regarding air quality, are already having an influence on the transportation system. It is reasonable to assume these influences will continue in the future.

It is important that the City's transportation network and planning approach provide multi-modal choice for residents in order to create a more sustainable community and region where transportation connects and enhances neighborhoods. These streets should be environmentally, aesthetically and functionally compatible with land use goals. More details pertaining to alternative roadway design are included in the following section.

Existing Level of Service

An analysis of current traffic volumes was conducted to examine the network's ability to accommodate traffic as well as to identify corridors which could potentially be transformed with changing development and redevelopment trends for the area. Directional traffic volume data collected by the City at various locations throughout the study area was used to perform a link level of service analysis. Capacity values by functional class (suburban area type) from NCTCOG was used in the assessment. The analysis revealed all roadways, with the exception of Marsh Road (LOS D/E), to operate at adequate levels of service (LOS A/B/C) during both the AM and PM peak hour.

Projected Level of Service

A similar link level analysis was conducted for a twenty year horizon period to assess the network's ability to accommodate long-term traffic growth. An annual growth rate of one percent was applied to current traffic volume and yielded similar results with several portions of Marsh Road (between IH635 and Beltline) and Fyke Road east of Josey Lane to operate at LOS D/E or worse. A follow-up analysis assuming roadways were built to thoroughfare standard yielded a similar result.

With the analysis revealing that the majority of roadways could accommodate long term growth,

a sensitivity analysis was conducted evaluating the impact on link level of service if roadway reductions were implemented. For example, a six-lane roadway reduced to four-lanes. Lane reduction sensitivities were conducted on the following streets: Josey, Valley View, Valwood and Webb Chapel. Marsh Road was not included because of its full capacity need to accommodate future growth.

The analysis revealed the following lane segments to operate acceptably with lane reductions.

- Josey Lane (Valley View to Valwood)
- Valley View (IH-35 to west of Josey and Josey to west of Marsh)
- Valwood (Distribution to west of Josey and Josey to Webb Chapel)
- Webb Chapel (North of Myra to Garden Brook)

Projected growth figures also included future development programmed around the Farmers Branch Station (in addition to annual growth figures). Development at the Station included; 1500 multifamily units, 100-room hotel, and 50,000 square feet of retail.

Transportation Planning

The following is a brief overview of concepts related to and directly affecting the transportation network in Farmers Branch. While general level information is provided, it is important that the following concepts be utilized to promote efficient and safe transportation circulation within the Central Area.

Functional Hierarchy

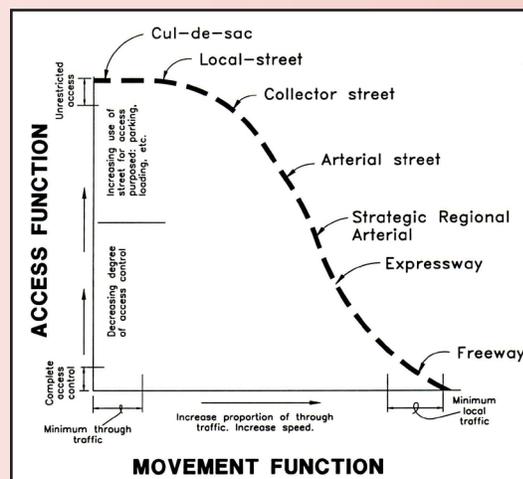
Functional street classification recognizes that streets are part of a system having diverse origins and destinations. Functional classifications also describe and reflect a set of characteristics common to all roadways within each class. Functions range from providing mobility for through traffic and major traffic flows, to providing access to specific properties. Characteristics unique to each classification include the degree of continuity, general capacity, and traffic control characteristics.

In short, the functional classification of streets provides for the circulation of traffic in a hierarchy of movement from one classification to the next. Functional classes can be subdivided further into major and minor designations to further detail their role in the community.

Access vs. Movement

Access and movement functions are directly related in that as inhibited movement increases (speed), points of access decrease and vice versa. This is typically why freeways, with a high level of movement, have limited access points where as streets in neighborhood areas have more access points and reduced speed.

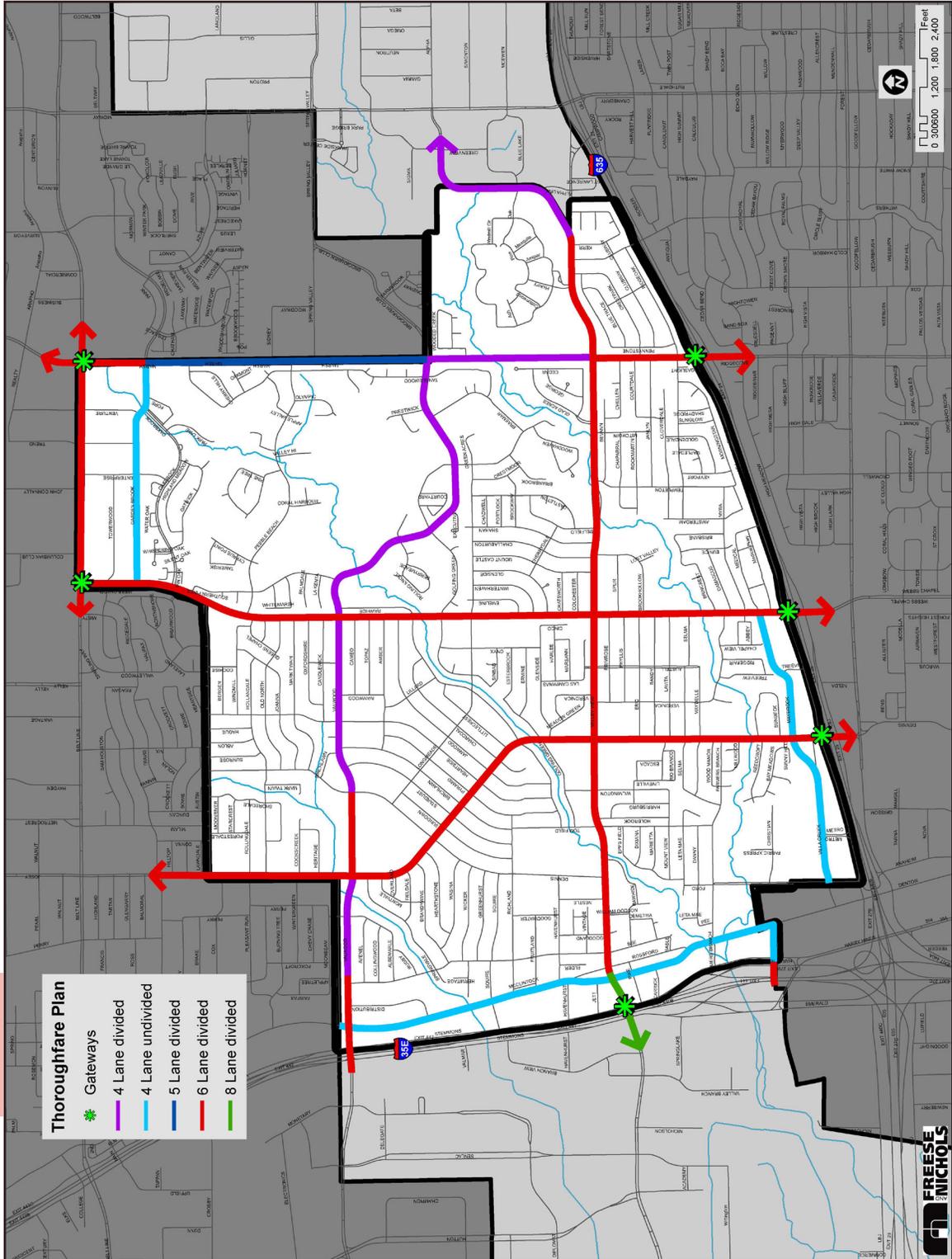
Farmers Branch Functional Classifications



Generally speaking, roadway functionality involves the classification of streets by a hierarchical system of Arterial, Collector and local roadways. Within Farmers branch, the functional classification of streets are as follows:

- Freeway: IH35-E and IH635.
- Major Arterial: Valley View Lane, Josey Lane, Webb Chapel Road, Marsh Lane and Beltline Road.
- Minor Arterial: Denton Drive, Valwood Parkway between Bee Street and Dennis Lane.
- Collector: Valwood Parkway Between Dennis Lane and Marsh Lane, Garden Brook Drive and Maybrook Drive.

transportation and circulation



2012 Thoroughfare Plan

Farmers Branch Thoroughfare Plan



Transportation Plan

The following information relates specifically to transportation decisions and factors within the Central Area including the existing Thoroughfare Plan, Trails Network and various concepts which can be utilized to improve the function and character of the City's roadway network.

Thoroughfare Network

The following is a breakdown of the Thoroughfare Network classifications for the Central Area. It is important to note that the following classifications are only those found within the Central Area. There are additional roadway classifications found outside of the Central Area. Specifics on those roadways can be found within their respective plans.

8-Lane Divided: Eight lanes of traffic with a landscaped median. Within the Central Area, only Valley View Lane from Denton Road west would fall under this classification.

6-Lane Divided: Six lanes of traffic with a landscaped median. This roadway classification represents the majority of thoroughfares within the Central Area. Valley View Lane, Beltline Road, Josey Lane, Webb Chapel Lane and portions of Valwood and Marsh are examples of "6 lane divided" roadways.

5-Lane Undivided: Four lanes of traffic with a continuous turn lane. None currently in Central Area.

4-Lane Divided: Four lanes of traffic with a landscaped median. Examples of this roadway configuration include portions of Josey Lane

4-Lane Undivided: Four traffic lanes with no landscaped median or continuous turn lane. Examples of this roadway configuration include Maybrook Drive, Denton Drive and Garden Brook Drive.

Trail Network

The City of Farmers Branch adopted a Bicycle Facilities Plan in November 2010 recognizing the importance of creating a continuous and connected trail system throughout the community. The benefit of a connected trails system can directly impact the overall quality of life of residents within the Central Area. Providing pedestrian and bicycle linkages will provide alternative transportation choices for residents to move between neighborhoods, districts, retail centers, parks, schools, public facilities and other destination points throughout the community.

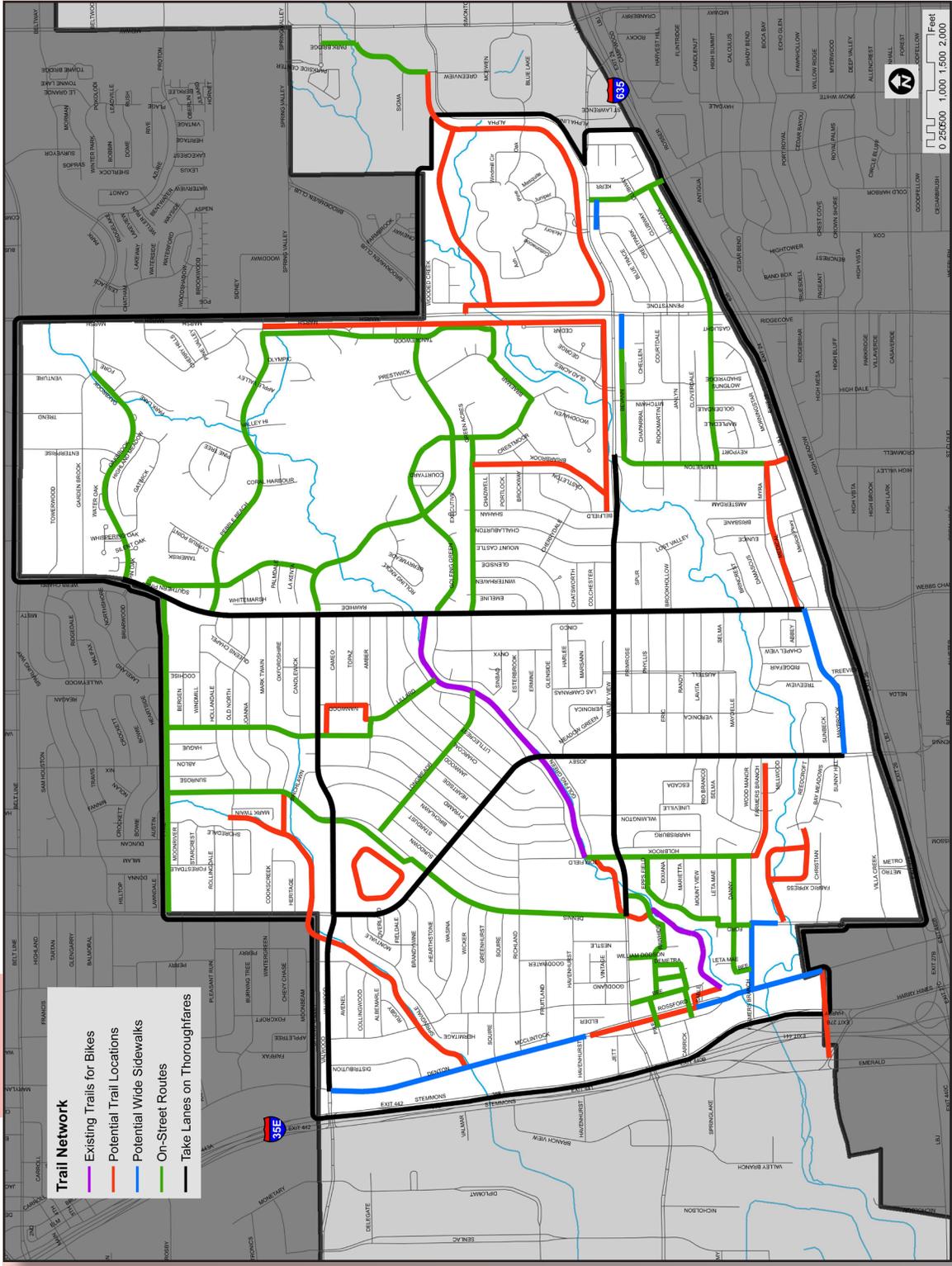
An important factor for consideration should be the linkage of the trails network with the Farmers Branch DART Station. This connection will provide residents bicycle access to the light rail network. Currently a plan is in place to create a trail along the DART Green Line within Farmers Branch. Connections to neighborhoods and the City's greater trail network should be provided.

It is also important that the City's Trail Network be linked with the network of adjacent communities to promote opportunities for non-motorized regional mobility. North Central Texas Council of Governments has developed a regional network of trails known as the Veloweb. The network depicts a regional trail running adjacent to the DART Cottonbelt Line. Farmers Branch should coordinate with the City of Carrollton and City of Dallas to ensure linkages are created to this regional trail network.



Existing greenbelt trail

transportation and circulation



Farmers Branch Trails Map

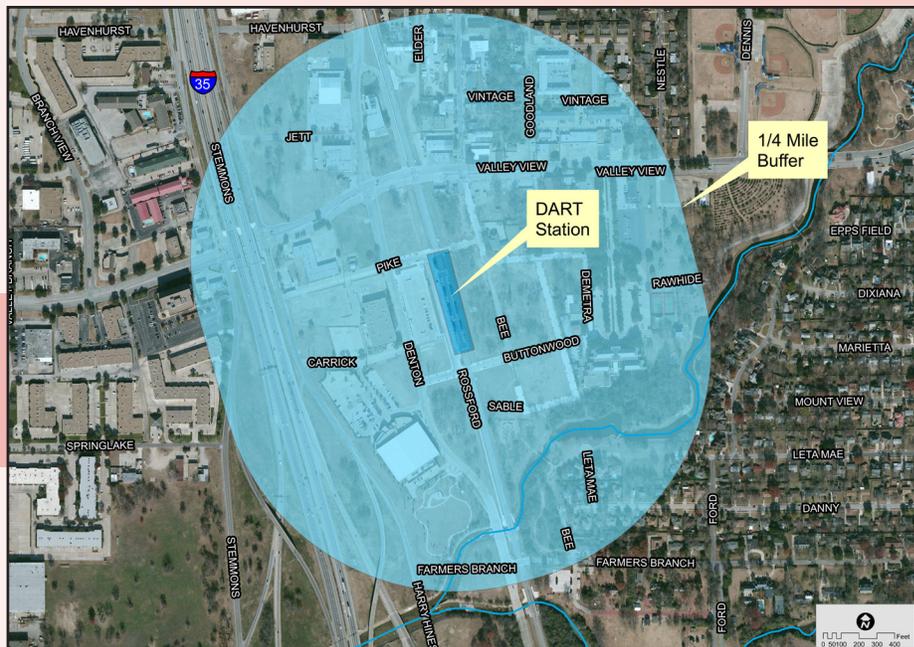
Transit Oriented Development

The emergence of light rail within the Dallas/Fort Worth Metroplex has led to the creation of unique, higher-density urban villages near transit stations. Development directly adjacent to transit stations has been termed Transit Oriented Development (TOD). Generally speaking, TOD's are designed to be more urban in nature and are encouraged to incorporate a wide array of uses including medium and high density residential, retail, office and entertainment uses. Some TOD's have become destination points within their respective communities, such as Mockingbird Station and Downtown Plano. Other stations, however, serve a more residential function, providing residents access to employment centers in other parts of the metroplex, such as convenient access to Downtown Dallas.

A key component of TOD is an understanding of the relationship between building form/density and walkability. Generally, the closer the proximity to the transit station, the higher the building density should be. This utilizes a one-quarter mile walking distance derived from various studies indicating that most pedestrians are willing to walk if the destination is within that distance, or 10 minutes.

A 2005 TOD study prepared by the Center for Transportation Training and Research at Texas Southern University identified several successful design features of TOD and include:

- Contiguous and direct physical linkages between activity centers;
- Ground-floor retail and varied building heights, textures and facades that enhance walking experience;
- Integration of major commercial centers with transit facility;
- Grid-like street patterns for connectivity and walkability;
- Minimizing off-street parking; utilization of parking structures, rear parking;
- Pedestrian amenities such as landscaping, sidewalks, street furniture, urban art, screening of parking, safe street crossings;
- Convenient siting of transit shelters, benches, and route information; and
- Creating public open spaces and pedestrian plazas convenient to transit.



Transit Oriented Development concept

transportation and circulation

Transit oriented development has proven to be very successful in the short time frame since its inception in the Dallas area. Variations in style of TOD development along DART's light rail transit lines have strengthened the benefits that can be achieved with this type of development. The implementation of Farmers Branch's TOD will not only benefit the City by enhancing the tax base, but it will also contribute significantly to mobility and lifestyle options within the Central Area.

Context Sensitive Solutions (CSS)

Context Sensitive Solutions is the practice of developing transportation projects that serve all users and meet the needs of the neighborhoods through which they pass. It is a collaborative process that involves all stakeholders in developing street designs that fit into the character of surrounding neighborhoods while maintaining safety and mobility. The key is that elements of the street should complement the context of surroundings or adjacent development to generate a "roadway experience" and therefore take on certain characteristics to support adjacent development (i.e., vehicular and pedestrian realms, specific on-street parking areas, etc.). The process of designing CSS Roadways is similar to the process of designing traditional thoroughfares in that automobile traffic is considered with traffic counts, traffic demand and level of service information-gathering efforts. The difference is that automobile traffic is only one element considered in the utilization of roadway corridors.

The most notable publication and guidebook for Context Sensitive Solutions is *Designing Walkable Urban Thoroughfares: A Context Sensitive Approach* published by the Institute of Transportation Engineers (ITE) in conjunction with Congress for the New Urbanism (CNU). This publication includes information on balancing the transportation needs of the community with adjacent land uses. In particular, the CSS approach recommends designing thoroughfares based upon: Community Objective, Functional Class, Thoroughfare Type, and Adjacent Land Use.

In order to design accordingly, decision makers must understand the key relationship between transportation and land use. Understanding key community objectives for land use within community is important in order to ensure that public infrastructure investments are in step with ultimate land use objectives.

Alternative Roadway Design

Over the past several years, increasing attention has been placed on designing multi-modal roadways. Transportation mandates, from regional, state and federal levels, have encouraged communities to design roadways to accommodate modes other than the automobile. While the automobile will remain the single greatest user of the City's roadways, alternative roadway design options may be considered and utilized by the City.

Complete Streets



Complete Streets



Before: Valley View existing roadway



After: Proposed Valley View road diet and new land uses

Complete Streets is a way to incorporate transit opportunities within the context of existing roadways. Complete Streets are defined as roadways where “pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a complete street.” This involves considering the greater mobility plan—trails, bicycles, pedestrians, vehicles and transit—when making roadway decisions. As roadway improvements occur within Farmers Branch, it is recommended that design phases should consider the pedestrian, bicyclists and urban form in addition to automobile traffic.

Road Diet

Situations often arise where roadways are designed to accommodate a higher level of traffic than what actually occurs. When such situations arise, the City may utilize “road diets” to enhance the overall look and feel of the roadway while also adding multi-modal options. For example, a six lane roadway that no longer requires six traffic lanes may be reduced to a four lane roadway. The outside lane, originally used for automobile traffic, may be replaced with on-street parallel parking, a bicycle lane and/or landscaping enhancements.

transportation and circulation

The primary benefit to road diets is the opportunity for enhanced aesthetics, integration of adjacent land uses, and better utilization of roadways. Roadways generally constitute the most significant amount of public space. Utilizing roadways for more than simply automobile accommodation can enhance the attractiveness and overall quality of life within the Central Area.

Within the Central Area, Josey Lane and Valley View Lane (between Denton Drive and Marsh) could be considered for a road diet. Analysis indicates that both of these roadways could still operate at acceptable levels of service even if lanes are reduced from six to four lanes.

Pedestrian Linkages

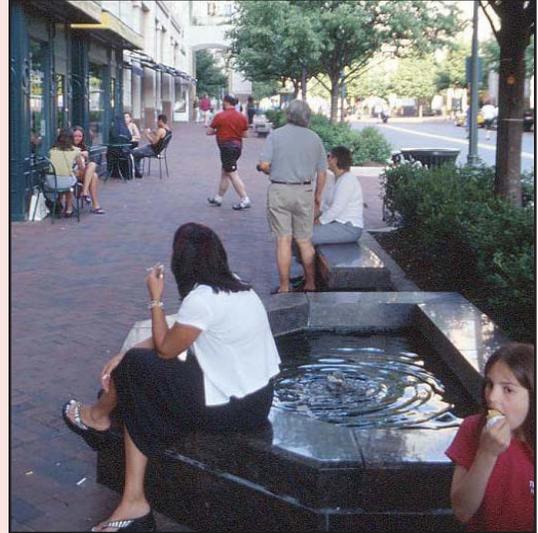
Walking can be considered the most basic form of transport for the following reasons:

- It is universal. Virtually everybody walks, and virtually all trips include walking links;
- It is very affordable. Economically and socially disadvantaged people tend to rely heavily upon walking for transport;
- It provides connections between other modes of transport. Automobile, transit and air travel trips all depend upon walking; and
- It provides additional benefits, including exercise and enjoyment.

Walkability also allows perception of residents and visitors to the community by allowing pedestrians to physically experience the community first hand. Certain principles should be examined and employed in order to enhance the pedestrian experience in Farmers Branch. The City's development guidelines could also be amended to encourage pedestrian connectivity.

Bicycle Linkages

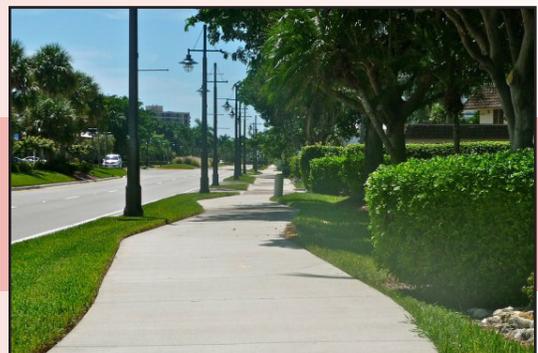
A common element expressed by residents is a desire for bicycle accommodation. The City's park network is quite expansive and parks are in excellent condition and greatly serve City residents. The City's 2010 Trail Network identifies existing and planned trail facilities within the community. Some identified trails follow existing



Pedestrian connectivity



On street bicycle route with on street parking



Off street bicycle route

roadways. When this situation occurs, the City must determine the types of appropriate facilities that should be utilized.

On-street facilities may be utilized in situations where road diets are used. Generally, bicycle lanes are a minimum of four feet wide (five feet recommended). On-street bicycle routes should be carefully considered and incorporated only where traffic volumes allow for safe bicycle accommodation.

A second method for incorporating bicycle routes is through off-street accommodation. When off-street bicycle accommodations are considered, it is important that either the trail be used for bicycles only, or that it is sufficiently wide to accommodate bicycle and pedestrian traffic. Narrow pathways that accommodate both bicycles and pedestrians put both bicycles and pedestrians at risk for injury.

Corridor Enhancement and Design

Most travel in Farmers Branch is accomplished on streets. Streetscapes dominate the Farmers Branch landscape in more ways than one. They are the first and last thing “through-motorists” see. They frame almost every view of every building. The way streetscapes look and the way they perform create powerful impressions about the City.

Streets have many purposes. The goal of accommodating vehicular travel is the highest priority. Street rights-of-way must also provide for drainage, pedestrians, cyclists, transit patrons, landscaping, lighting, public and private utilities, traffic control devices and signage.

Streets also have aesthetic attributes. They can knit neighborhoods together or split communities apart. It is possible for a wide, busy thoroughfare to be perceived as an ugly, cold, congested and dangerous roadway impossible for a pedestrian to cross. Another thoroughfare of the same width and carrying the same amount of traffic



Crosswalk enhancements



Modern roundabout



Streetscape enhancements

transportation and circulation

may be viewed as inviting, warm active roadway where one can appreciate the hustle and bustle of urban life in all of its vitality. The difference between the two relates to streetscape design and enhancements. The following are general criteria and recommendations related to streetscape design.

Urban Street

Urban Street describe those streets found within mixed use area or areas targeted to promote walkability. Urban street layouts should include connected street grids and shorter block lengths. Urban streets accommodate both vehicular and pedestrian movements and area usually referred to as being pedestrian-friendly. These types of streets are often two to four lanes with medians and turn lanes. Traffic speeds is generally lower to promote safety. On-street parking is appropriate both as parallel or angled stalls. Traffic calming devices are encouraged and include medians, site furnishings, parking, street trees, roundabouts, and enhanced intersections. Urban street right-of-ways contain many elements to encourage pedestrian spaces such as bike lanes, wide sidewalks and crosswalks. The street's relationship to adjacent development/buildings is very important and the area between the facades and streets is referred to as the pedestrian realm.

This pedestrian realm may contain place making and aesthetic elements that contribute to the urban streets' success. Landscape beds, planters, lighting, benches, trash receptacles and other site furnishings help promote human scale environments. Street trees and tree wells are encouraged along with unique surfaces with changes in materials, textures and patterns such as pavers, colored concrete and tree grate.

Local Street

Local streets primarily describe those found within residential neighborhoods, adjacent to schools and small office or retail locations and adjacent to schools. These types of streets connect individual houses and businesses to arterial streets. Their right-of-way widths are generally

smaller than arterial streets and often similar to urban streets. Pedestrian movements should be accommodated with bike routes and sidewalks either at the street or separated by parkways. Local streets are usually two lanes with limited on-street parking.

Aesthetic design should be used within local streets. Neighborhood entries can be enhanced with medians, entry monuments, signage and landscaping. Street furnishing can be used to promote the street scene experiences with decorative lighting and street sign poles. Parkways can be enriched with small shade trees.

Arterial Street

Arterial streets are designed to connect neighborhoods, retail centers and other major areas of the city. The arterial streets are often four lanes or larger and service primarily vehicle travel but also incorporate access management medians,



Urban Street



Local Street

transit connections/stops, and community identity elements. Pedestrian movements should be accommodated by wide sidewalks separated from the roadway with curbs and parkways. Intersections should contain clearly marked crosswalks for safe crossings.

Several opportunities exist for aesthetic applications within Arterial Street right-of-ways. Intersection enhancements such as colored or texture materials on roadway and crosswalk surfaces can increase community image. Lighting, street furniture, public art, street trees and landscaping can be located within medians, parkways and at intersections to improve the overall appearance of the travel area. Screen walls can be used to buffer neighborhoods from the Arterial Streets or to block views. Landscaping can be used to soften the wall's appearance.

Gateways

Gateways help to create an identity for the City. Gateways are particularly important for Farmers Branch due to its location as part of a greater metropolitan area.

The design of gateways into the City should be guided by several factors. One of the most obvious factors is the number of people using a particular entry point. The most heavily traveled roadways within the City are Marsh Lane, Webb Chapel Road, Valley View Lane and Josey Lane. Roadway design, aesthetics and branding should be first concentrated along these key corridors.



Gateway signage

Recommendations

- Utilize Context Sensitive Solutions during roadway design in order to consider multi-modal options and gather stakeholder input on roadway decisions.
- Consider adopting a Complete Streets policy for the Central Area in order to create design criteria for designing multi-modal roadways.
- Consider utilizing the road diet concept on Josey Lane, between, Maybrook and Valwood.
- Consider utilizing the road diet concept on Valley View Lane between Bee Street and Marsh Lane, connecting the DART Station with Brookhaven College.
- Ensure that the DART trail is connected to the greater trail network.
- Continue to place significant emphasis on roadway aesthetics and utilize the “City in a Park” theme to enhance landscaping, trees, roadway plazas and other improvements.
- Create and/or enhance gateways at major entrances into the City.
- Improve the southbound lanes of Marsh Lane in order to mitigate current roadway flooding and to preserve system functionality during periods of heavy rain.



CENTRAL AREA PLAN

public facilities

public facilities

Public Facilities

The type and quality of public facilities available to residents of Farmers Branch will continue to be an important factor in desirability of the Central Area as a place to live. The future availability of public facilities within the Central Area is also likely to greatly affect the potential for redevelopment. This public facilities assessment is intended to provide a general evaluation of the public facilities located within the Central Area and is intended to provide general information on future needs, particularly as the City progresses towards a projected population of 44,000 in 2030.

Parks and Open Space

Farmers Branch's leaders have recognized that a high quality, diverse park system is key to its citizens. The City's existing park system is exceptional, providing 28 park facilities scattered throughout the community for the enjoyment of its citizens.

Input during the Public Forum indicated that parks and open spaces were a high priority for Farmers Branch residents. In addition to providing recreational opportunities for residents, the parks and open space network was also believed to contribute to the "small town" feel of Farmers Branch.

Park Classifications

To deliver a variety of recreational features in an efficient manner, some type of relationship defining system must be established among those facilities used for recreation. Guidelines and standards recommended by the National Recreational and Park Association (NRPA) have been followed by cities for many years to define a hierarchy for their park systems.

The following identifies the NRPA classifications of parks, their description, location criteria within the community and criteria for size. Only the park classifications relative to Farmers Branch have been selected for this section.

Neighborhood Park

The neighborhood park is considered to be the most important feature of a park system and is one of the major cohesive elements in neighbor-

hood design. Its primary function is the provision of recreational space for the entire neighborhood which surrounds it. Space in the neighborhood park should be distributed between active and passive users. The City should create a policy of establishing at least one neighborhood park within each neighborhood.

Community Park

A community park is larger in size than a neighborhood park and provides service to several neighborhoods or specific sections of the community. The community park is oriented primarily toward providing recreational opportunities not feasible in a neighborhood park. This type of park should also be developed for active and passive use. A community park serves several neighborhood areas and should there be conveniently accessible by automobile. The optimal size for a community park is between 40 and 150 Acres. At the current time, no additional community parks are needed within the Central Area.

Greenways/Greenbelts

This classification applies to types of land which have characteristics either identifying them as



Greenway/Greenbelts as parks

undevelopable land or suitable for use as a component linking other park areas.

- These spaces are generally natural corridors along creeks and flood prone areas or along easement containing a man-made feature.
- There is no specific size for these spaces; however, establishing a minimum width is important to the function of the greenway, particularly if used as a location for a trail. This width should not be less than 50 feet. Where the greenway is on either side of a natural drainage course, a minimum of 15 feet should be provided for foot traffic or motorized vehicles performing maintenance along the greenway.



Additional Greenway parks are ideal along the City's existing drainage channels. For example, as the Cooks Creek channel is rehabilitated, the City should consider converting the right-of-way into a usable greenbelt park, potentially providing a wide sidewalk for pedestrian and bicyclists.

Special Use Park

These parks or recreational spaces are identified by a single use and fall into three categories:

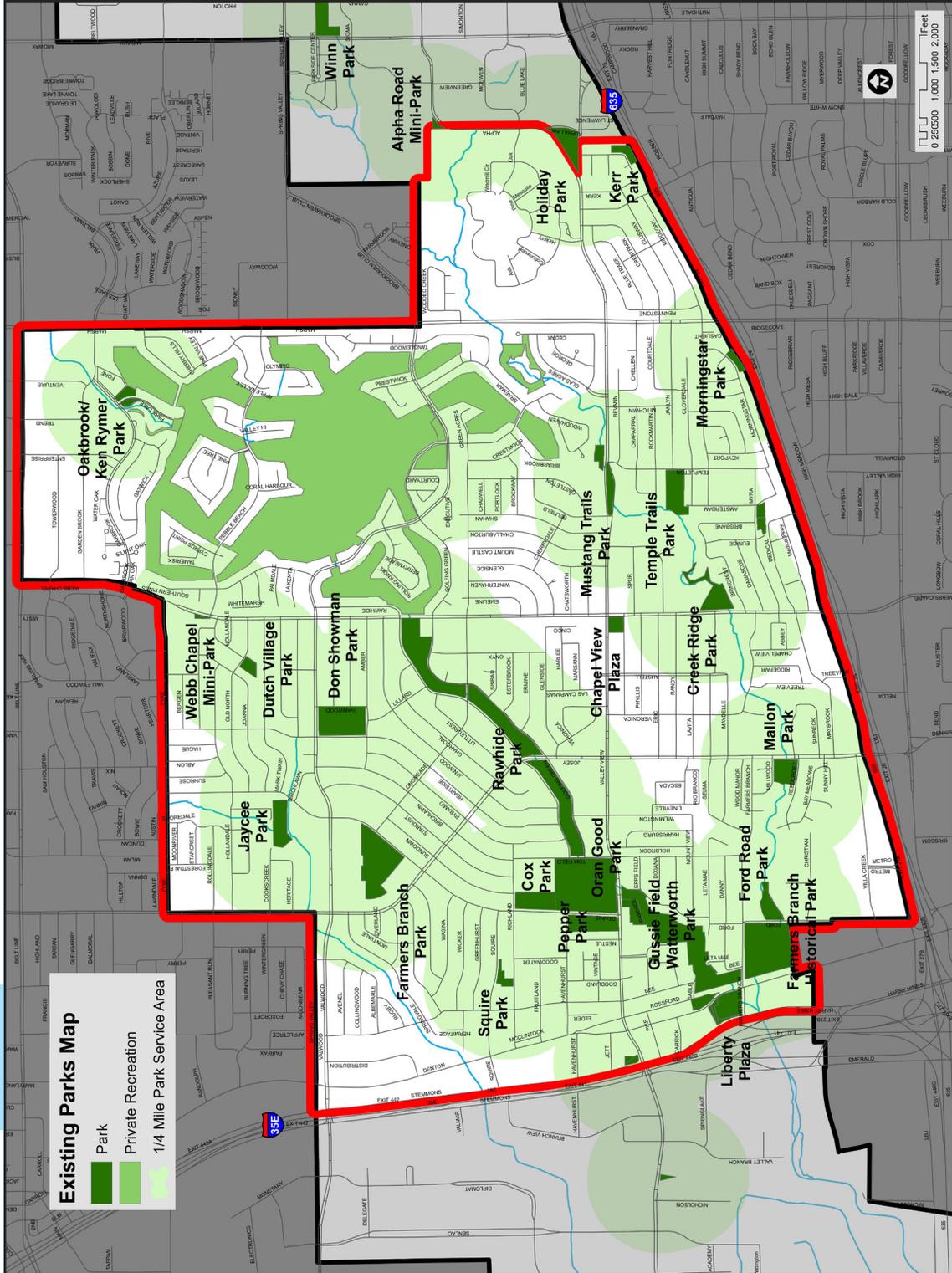
- Historical/cultural/social sites: offer recreational opportunities because of their unique characteristics, such as Farmers Branch Historical Park.
- Recreational Facilities: Single purpose facilities such as the Don Showman Recreation Center or the Farmers Branch Senior Center.
- Garden Facilities: Such as the Farmers Branch Rose Garden and Community Garden.

Future specialty park may be included within the DART Station Area or the Shops at Branch Crossing to promote public space or pocket plazas.



Cooks Creek Channel Enhancements

public facilities



Existing Parks Map

20-Year Priorities

The following is a list of long-term items provided by the Farmers Branch Parks and Recreation Department:

- Develop a new and expanded Aquatic Facility;
- Expand the trail system network;
- Develop park land south of Valwood and west of Josey for neighborhood use;
- Develop a west side athletic facility with stadium;
- Establish and develop festival grounds;
- Develop an event/conference center;
- Establish a Farmers Market with options for flower market, cooking demonstrations, fire pit, causal/flexible meeting area;
- Establish new park area with shopping nearby; and
- Relocate and expand Skate Park.



Farmers Branch Senior Center

F A R M E R S B R A N C H P A R K G R I D																											
PARKS	Acres	Ball Fields	Rec Center	Basketball	Exercise Course	Ponyground	Soccer fields	Tennis	Dark Fountain	Lake	Porch Area	Restrooms	Football field	Jog/walk path	Horseshoes	Benches	Landscape	Underserved	Museum	Creek	Gris	Shelter	Rose Garden	Pool	Skate Park	Pavilions	roller-hockey
Alpha Rd Mini Park - 4051 Alpha Rd	0.30																										
Bicentennial Park - 4551 Spring Valley Rd	0.50																										
Bill Cox Memorial Park - 13300 Dennis Lane	5.00							*	*			*															
Chapel View Plaza - 3042 Valley View Lane	0.23																*	*									
Creek Ridge Park - 12694 Webb Chapel	3.00																				*	*					
Denton Rd Mini Park - 12611 Denton Road	0.50																					*	*				
Don Showman Park - 14032 Heartside Place	10.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Dutch Village Park - 3020 Old North	1.40			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Farmers Branch Park - 13985 Dennis Lane	14.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Ford Road Park - 12490 Ford Road	3.00																	*	*	*	*	*	*	*	*	*	
Gussie Field Watterworth Park - 2610 Valley View Ln	12.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Historical Park - 2540 Farmers Branch Lane	27.0								*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Holiday Park - 4045 Valley View Lane	5.00								*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Jaycee Park - 14229 Dennis Lane	4.30	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
John Burke Nature Preserve - 1111 Valley View Ln	104								*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Kerr Park - 13226 Kerr Trail	1.50			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Liberty Plaza - 12400 N. Stemmons Freeway	2.50								*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mallon Park - 2840 Millwood Drive	4.00					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Morningstar Park - 3600 Morningstar Lane	1.50					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mustang Trails Park - 3200 Valley View Lane	2.30					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Oakbrook/Ken Rymer Park - 3550 Oakbrook Pkwy	10.0					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Oran Good Park - 13411 Dennis Lane	10.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Pepper Park - 13301 Dennis Lane	4.00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rowhide Park - 13701 Rowhide Pkwy	20.0			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Squire Park - 2560 Squire Place	1.50			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Temple Trails Park - 12800 Templeton Trail	6.40					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Webb Chapel Mini Park - 14425 Webb Chapel	0.20								*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Winn Park - 13880 Midway Road	5.00								*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

CITY IN A PARK



For Reservations & Information Call 972.919.2620

public facilities

Police

The Police Department is a core facility within the City of Farmers Branch—the Police Department provides safety for the community and therefore is one of the important City services. The Federal Bureau of Investigation (FBI) has set forth general provisions regarding how many officers a community should provide. These provisions are generally seen as a basic standard for communities nationwide, however location specific issues may affect the total number of officers required. Generally speaking, the FBI recommends one officer for every 1,000 residents within a community. The City currently maintains a staff of 76 sworn officers, more than twice the recommended minimum established by the FBI.

The Central Area has essentially been fully developed since 1970. Therefore, no drastic increase in staff should be anticipated in relation to population growth. As gradual growth occurs, the City should assess the need to hire new staff, as necessary.

Discussions with the Police Department indicate the following long-term needs within the Central Area:

- The creation of a 7th Beat within the next five years;
- Camera Systems at light poles in appropriate locations;
- Police substation within the Shops at Branch Crossing and adjacent to the DART Station Platform;
- Creating a regional jail with Addison, Carrollton and Coppell;
- Hiring of six more officers; and
- Hiring of two more detectives.

Fire

Similar to the Police Department, the Fire Department is also a primary City service. The City has recently completed the construction and relocation of Fire Station #1. This facility is currently the only Fire Station located within the Central Area; however, Fire Station #2 provides service for the eastern side of the Central Area. The new location of Fire Station #1, at Webb Chapel and Longmeade Drive, provides comprehensive coverage within the Central Area due to its location.

Discussions with the Fire Department indicate the following long-term needs within the Central Area:

- Relocation of Fire Station #2 on the Eastside; and
- Include an Emergency Response Center and training facility at Fire Station #1.



Fire Station #1



Farmers Branch Manske Library

Library

The Manske Library is a tremendous asset to residents of Farmers Branch. The library's expansive facilities provide a wide array of cultural, civic, economic and educational programs for City residents. The library is well-used and serves as a cultural resource within the community. It provides a great venue for public events due to its location directly adjacent to the tranquil Rawhide Park.

The Manske Library is currently in the process of updating its strategic service plan. The following are the goals developed by the library to guide its service objectives over the next several years.

- **Goal 1: Family Literacy:** In order to meet their personal goals and fulfill their responsibilities as individuals and family members, residents of all ages will participate together in reading, listening and viewing literacy programs.
- **Goal 2: Information Literacy:** Residents will become information fluent in an online environment. They will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate and effectively use information to meet their daily and future needs.
- **Goal 3: Social and Civic Literacy:** Residents will have the resources they need to identify and analyze risks, benefits and alternatives before making decisions that affect their life in personal and community decision making.

The library should continue to be aware of changing service needs, particularly due to the prevalence of online information and technological changes.

Water

The City of Farmers Branch currently uses approximately 6,000,000 gallons per day and receives its water from the City of Dallas. Current contractual agreements with the City of Dallas permit the City to use 17,000,000 gallons per day, well above the City's current daily use. It is anticipated that the current water agreements with the City of Dallas will be a secure water source over the next 20 years.

Accounting for a population of approximately 40,000 residents, the City would experience a roughly 60 percent increase relative to daily use, and would use approximately 9,600,000 gallons per day. This need projection is still substantially lower than the allocated maximum from the City of Dallas.

Existing water facilities within the Central Area include the following:

Water Towers

- Beltline/Marsh Tower: 1.5 million gallons per day
- Gillis Tower: 1.5 million gallons per day
- Valley View Tower: 1.5 million gallons per day
- Westside Tower: 2.0 million gallons per day



public facilities

Pump Stations

- Beltway/Marsh Pump Station
- Wicker 1 Pump Station
- Wicker 2 Pump Station
- Templeton Pump Station

The following are the identified long-term water needs:

- Gillis Water Tank Painting
- Templeton Pump Station Demo
- Beltline/Marsh Tank Rehabilitation
- Wicker Ground Storage

Wastewater

The existing wastewater system adequately serves the Central Area. The following are the existing Wastewater facilities in Farmers Branch:

- Westside Lift Station
- Hutton Lift Station
- Valwood Lift Station
- FBOP (LBJ) Lift Station

The following are the identified long-term wastewater needs:

- Hutton Lift Station Rehabilitation
- Construction of a Westside Lift Station

Since most development within Farmers Branch occurred within the 1960s and 1970, it is important to continuously update infrastructure conditions and to perform continuous maintenance. Continuous maintenance and repair will be more cost-effective in the long run.

Stormwater

Stormwater is generally defined by two separate criteria. The first deals with stormwater quantity, or the amount of stormwater runoff the City's impervious surfaces create. The second criteria deals with stormwater quality, or the quality of water running into riparian areas from the City's impervious surfaces. Both stormwater quantity and stormwater quality can have significant impacts on the City's environment, both ecologically and physically.

In terms of stormwater quantity, it is not expected that any substantial additions or improvements will be required over the next 20 years. However, all inlets throughout the Central Area need to be rebuilt due to their age and conditions. This includes rebuilding the entire channel of Cooks Creek. If Cooks Creek is rebuilt, it is recommended that improvements incorporate parks, trails or open space.

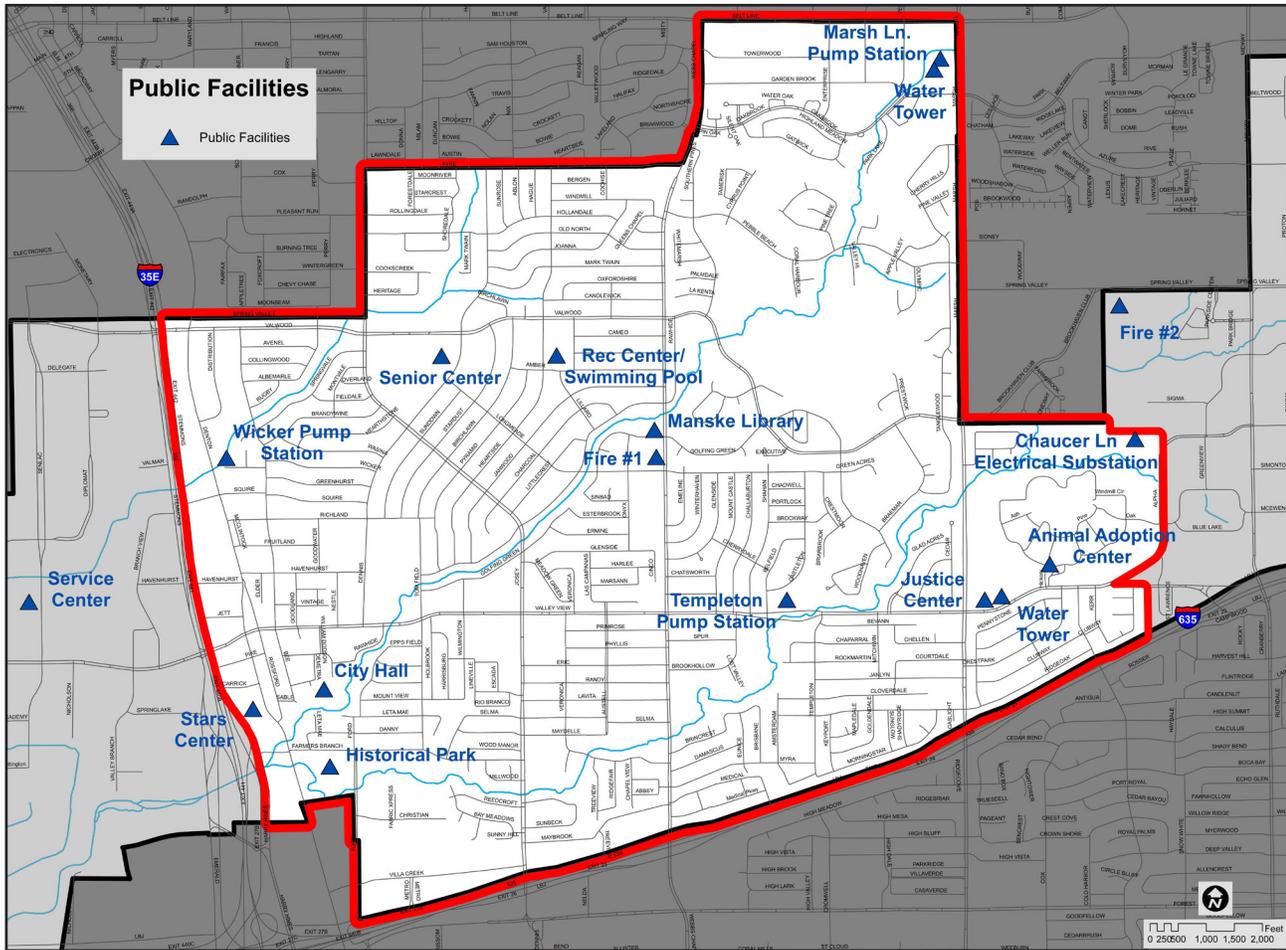
In terms of stormwater quality, the NCTCOG has implemented its iSWM program (Integrated Stormwater Management Program). This program sets forth guidelines for improving the regions stormwater quality. The benefits of improving stormwater quality are particularly important to protect our water sources and to mitigate the impact of pollutants on the environment. The City is classified as a Phase II City under the iSWM program meaning that they are encouraged to have some form of post construction stormwater requirements by August 2012.

The City may consider iSWM Best Management Practices (BMP) during site design to treat and improve water quality on site prior to water entering the public storm drain system.

Solid Waste

The City of Farmers Branch produces an estimated 83,700 tons of solid waste per year. All residential waste currently goes to Camelot Landfill, a facility owned by the City and located in Lewisville. Commercial waste may go any landfill; however the majority of solid waste from commercial areas goes to the Camelot Landfill, DFW Landfill or McCommas Landfill.

The current lifespan of Camelot Landfill is estimated to be 20 years. The City of Farmers Branch is currently in the process of amending the municipal solid waste permit for Camelot Landfill to increase the permitted disposal volume. If the current conceptual design for the permit amendment is approved by the Texas Commission on Environmental Quality, there will be ample solid waste disposal capacity for the next 40 years.



Public Facilities Map

Two related and important issues regarding disposal capacity pertain to two competitor landfills. First is DFW Landfill. DFW Landfill is owned and operated by Waste Management and is located immediately south of Camelot Landfill. This disposal facility accepts approximately 5,000 tons per day compared to the 1,100 to 1,500 tons per day accepted at Camelot Landfill. The only thing separating the two landfills is the Elm Fork of the Trinity River. DFW Landfill is scheduled to fill its permitted volume sometime in the next 10 to 12 years. Once that occurs, it is expected that a large amount of that waste will be disposed at Camelot Landfill.

The second landfill issue pertains to McCommas Landfill. McCommas is owned and operated by the City of Dallas. The City of Dallas has recently enacted a Flow Control ordinance. This ordinance requires all solid waste generated within the City of Dallas to be disposed at McCommas Landfill. This will decrease the volume of waste disposed at both DFW Landfill and Camelot Landfill. Waste Management staff expects the ordinance to reduce the volume of waste disposed at DFW Landfill by approximately 200,000 tons per year.

public facilities

Education

The City of Farmers Branch is served by two public school districts; Carrollton-Farmers Branch Independent School District (CFBISD) and the Dallas Independent School District (DISD). CFBISD serves the majority of the City. DISD serves a small southern portion the City.

CFBISD

This public school district has five schools located in the Central Area. In addition, it operates a special College preparatory high school located within the Brookhaven College campus (Early College High school). CFBISD has programs ranging from Pre-Kindergarten through High School. Four elementary schools are scattered throughout the Central Area. Jamie Stark Elementary School is located on the south side. Farmers Branch Elementary School and Blair Elementary School are located in the central portion. McLaughlin/Strickland is located in the northern sector of the City. All four elementary schools are in good condition and have room for additional students. The only middle school located within the City is Vivian Field Middle School. R.L. Turner is the closest high school, located just west of the City boundary line on Josey Lane. In fall 2006, the Early College High School opened, allowing area students to earn high school and college credits simultaneously. The first class of ECHS graduated in May 2010, all with some college credits and with 29 students receiving associate degrees.

All schools are in good condition and have ample room for additional students. Therefore CFBISD has no plans to expand any of the existing schools or construct a new elementary school within the Central Area in the next 10 –20 years.

DISD

Dallas Independent School District has one elementary school located within the City; Cabell Elementary. This school is in poor condition and is scheduled for major renovation in the next budget year. Several other DISD elementary schools are located nearby, but south the LBJ Freeway.



Vivian Field Middle School



Jamie Stark Elementary School



Nancy H Strickland Intermediate School



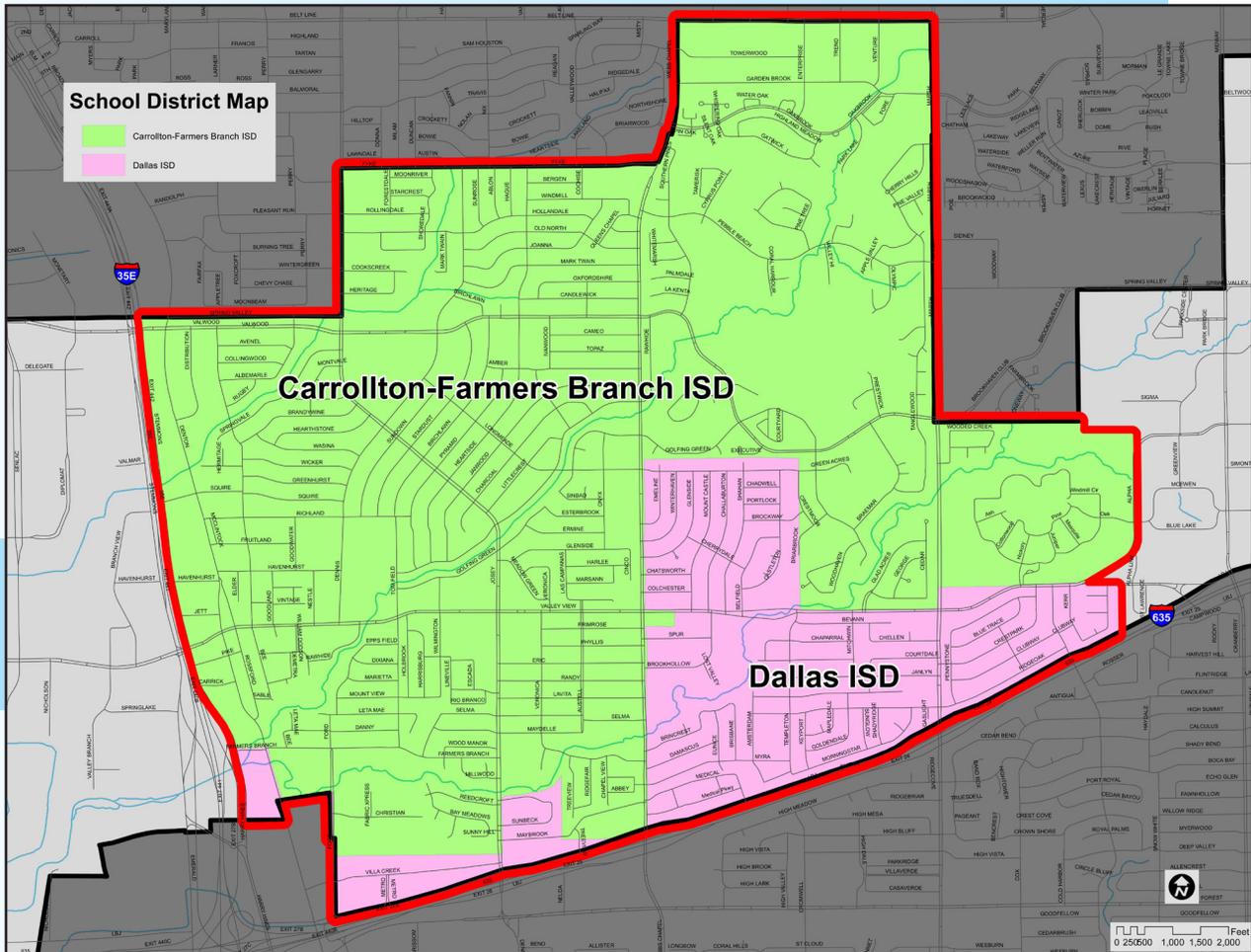
Farmers Branch Elementary School

Students in grades seven and eight most likely attend Marsh Middle School. High School students most likely attend W.T. White High School. Both these schools are in good condition and DISD has no plans to expand or improve either school in the near future. Recently, DISD and CFBISD have agreed to allow residents in this portion of the Farmers Branch to attend CFBISD schools if room is available.

A new public magnet school, Eagle Academy, has been recently established in the Central Area of the City. This new school provides classes from first grade through eighth grade. Currently the school has approximately 50 students, but has plans to grow significantly in the next ten years.

Private Schools

Farmers Branch also has several private schools located within the Central Area. Mary Immaculate School is a kindergarten through eighth grade school within the Roman Catholic Diocese of Dallas. Currently the enrollment at IMS is 505 students, and has room for additional students. Currently IMS has no plans to expand its campus. Parish Episcopal School is located within the City, but just east of the Central Area. This school offers classes from first grade through high school. With a current enrollment of 847 students, the school still has room for additional students. Parish has plans to add new athletic facilities and a new fine arts performance hall in the next decade. The existing Parish campus has ample room for expansion. In addition to these private schools, there several other small private schools in operation within the City.



School District Map

public facilities

Brookhaven College

Founded in 1978, Brookhaven College is one of the seven colleges of the Dallas County Community College District, the largest undergraduate institution in the State of Texas.

The college provides affordable freshman- and sophomore-level courses. Many students each year successfully transfer to four-year universities, while others enter directly into the workforce with a technical degree, certificate or skills award. Recent enrollments included 12,900 credit and more than 8,000 continuing education, or noncredit, students. Located on a large 192 acre campus, Brookhaven College has plenty of room for expansion. Currently no additional buildings are planned or budgeted for the campus, but enrollment projections predict the College to reach 15,000 credit students in the next five years. A new northern vehicular connection to Vitruvian Park is currently being developed.

Dallas Christian College

Dallas Christian College is a small private four year college located on a 22-acre campus located in the southern portion of the Central Area. The campus consists of five main buildings. The central building on campus is the three-story administration building which houses the chapel, classrooms, library, computer labs, bookstore, and administration and faculty offices. Current enrollment for the College is 336 students. 100 of these students live on campus. The College has ample room within its existing campus to expand.

Recommendations

- Consider the naturalization of Cooks Creek.
- Create Phase II storm water quality guidelines for new development and redevelopment.
- Continue to identify police and fire needs within the community and maintain a facilities plan.
- Encourage all public facilities, including the Senior Center, Recreation Center and Library, to maintain facility plans that identify future needs and plans. Encourage the update of these plans every three to five years.
- Continue to grow the City's park system. Develop a list of short and long range park implementation goals, identify funding costs and coordinate improvements with the City's Capital Improvement Program.
- Encourage the creation of at least one neighborhood park within each neighborhood in Farmers Branch.





CENTRAL AREA PLAN

neighborhood strategies

neighborhood redevelopment strategies

Neighborhood Strategies

Healthy neighborhoods are generally defined by quality housing that is occupied by residents who take pride in their homes, properties and neighborhoods. A neighborhood is the setting in which residents develop a sense of belonging through their interactions, common interests and simply by “being neighbors.” It is therefore in the public interest not only to maintain neighborhood conditions but to also enhance existing neighborhoods with public investment.

Successful housing strategies involve a variety of techniques, both public and private, and require cooperative actions by property owners, tenants, the City, local organizations and volunteer groups. While personal investment in property is a key component for attractive neighborhoods, the City too may positively impact and encourage private investment by creating and maintaining livable neighborhoods. Livable neighborhoods are those which may include, but are not limited to, the following:

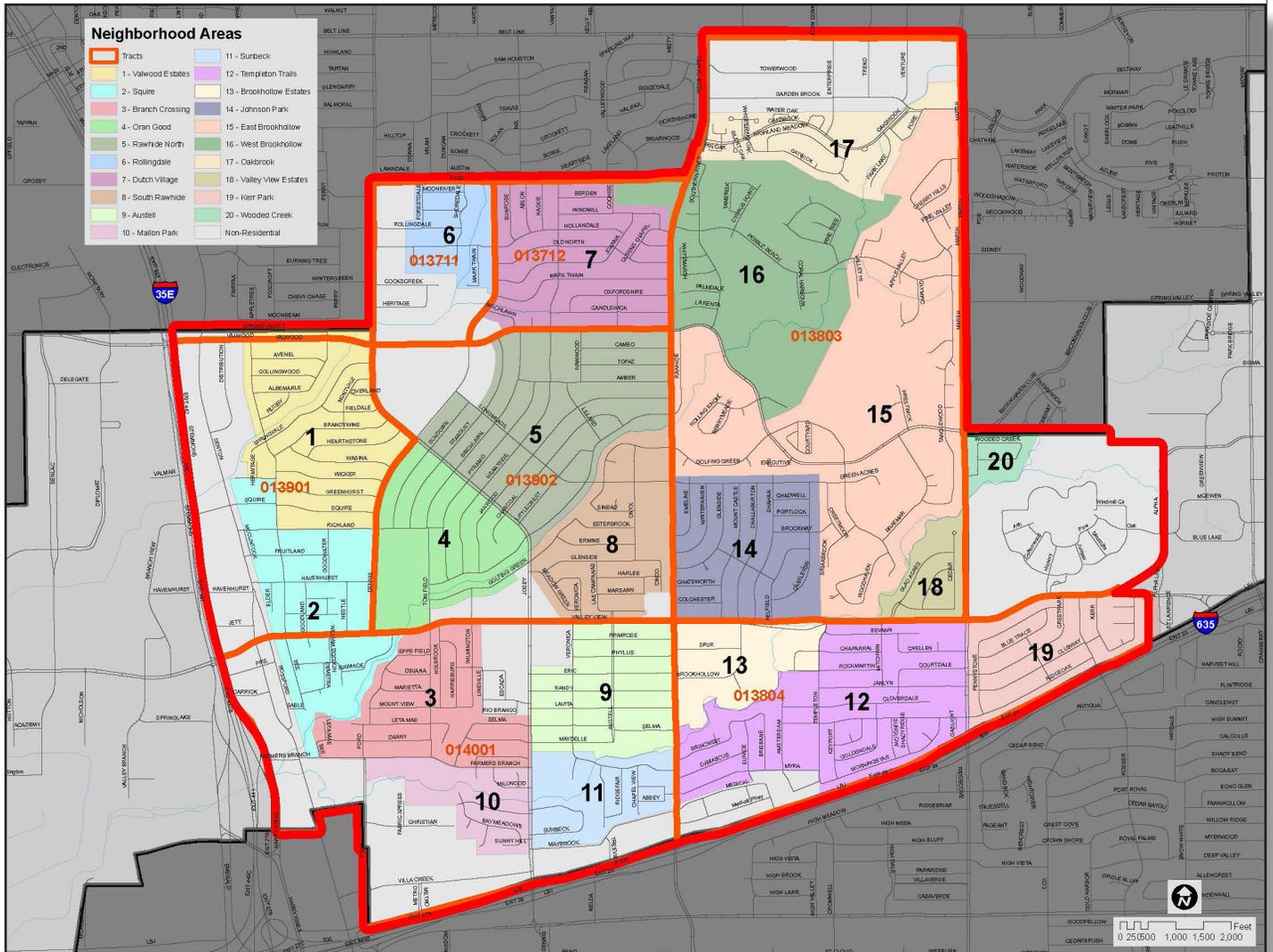
- Opportunities for neighborhood interaction;
- Access to public amenities;
- Well-maintained infrastructure;
- A sense of community, identity or belonging;
- Access to conveniences such as retail, schools and neighborhood services;
- Well-maintained housing; and
- Life-Cycle housing.

As a First Tier Suburb, the City of Farmers Branch has many challenging housing issues. Discussed previously, much of the housing stock within the Central Area was constructed during the 1950s and 1960s. The issue of older housing stock creates a marketability challenge, particularly in a region as high-growth as DFW. The benefit of Farmers Branch, however, is the general livability of the community’s neighborhoods including its central location, its exceptional park system, its quality public facilities, attractive roadways and the City’s strong vision for the future.

This Housing Strategies chapter briefly outlines some key neighborhood demographics, organizes and classifies each neighborhood by general strategy, reviews and analyzes each neighborhood on an individual basis and then concludes by offering a variety of techniques, both public and private, to maintain, preserve and enhance the Central Areas neighborhoods.

Neighborhood Demographics

In order to understand the demographic differences between various areas of Farmers Branch, the Central Area was divided by Census Tract. The graphics on the following pages depict a few key demographic points that may be considered when creating specific strategies for each neighborhood.

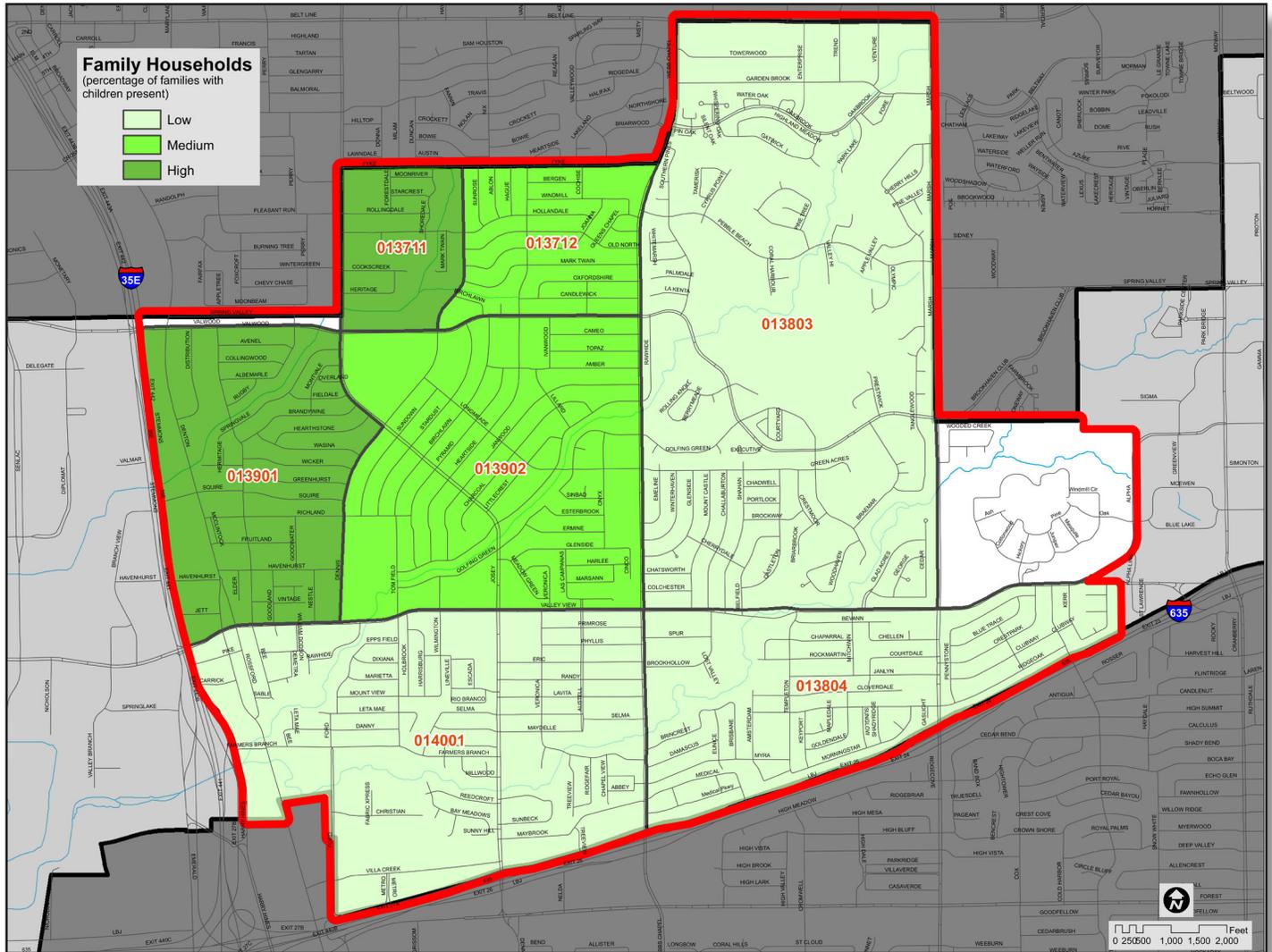


Neighborhood Areas Map (Source U.S. Census)

Neighborhood Areas

In order to derive general demographic information by district within the Central Area, neighborhoods were organized by Census Tracts. A total of seven Census tracts are present within the Central Area. Information from the 2010 United States Census was utilized.

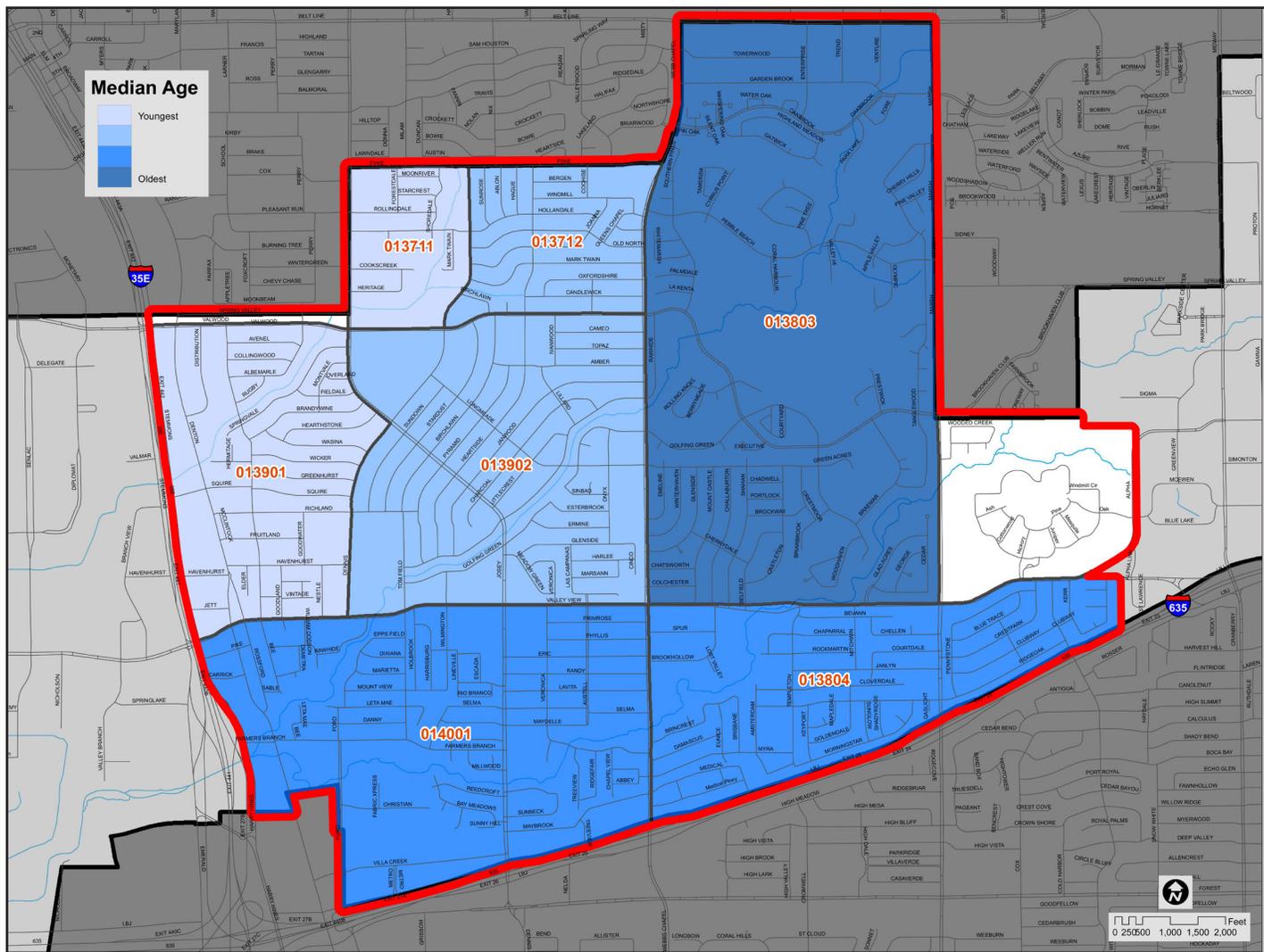
neighborhood redevelopment strategies



Family Households Map (Source U.S. Census)

Family Households

Family households refers to households containing children under the age of 18 living in the home. In the Central Area, the highest concentrations of family households are located on the northwestern side, including the neighborhoods of Valwood Estates, Squire, Dutch Village, North Rawhide, South Rawhide, Oran Good and Rollingdale. Within such areas, neighborhood parks may be a priority in order to provide recreational spaces for children to play. Walkable access to schools and other public facilities, such as the Recreation Center, may also be examined.



Median Age Map (Source U.S. Census)

Median Age

Generally speaking, there is a visible separation of age within the Central Area of Farmers Branch. The youngest median ages are located on the western side of the Central Area, particularly in Valwood Estates, Squire, Oran Good and Rollingdale, and the highest median ages are located in Oakbrook, West Brookhollow and East Brookhollow. This generally coincides with the previous graphic depicting family households. The areas with a lower median age are areas where a large number of children are present. Conversely, areas with higher median ages are locations where less children are present.

neighborhood redevelopment strategies

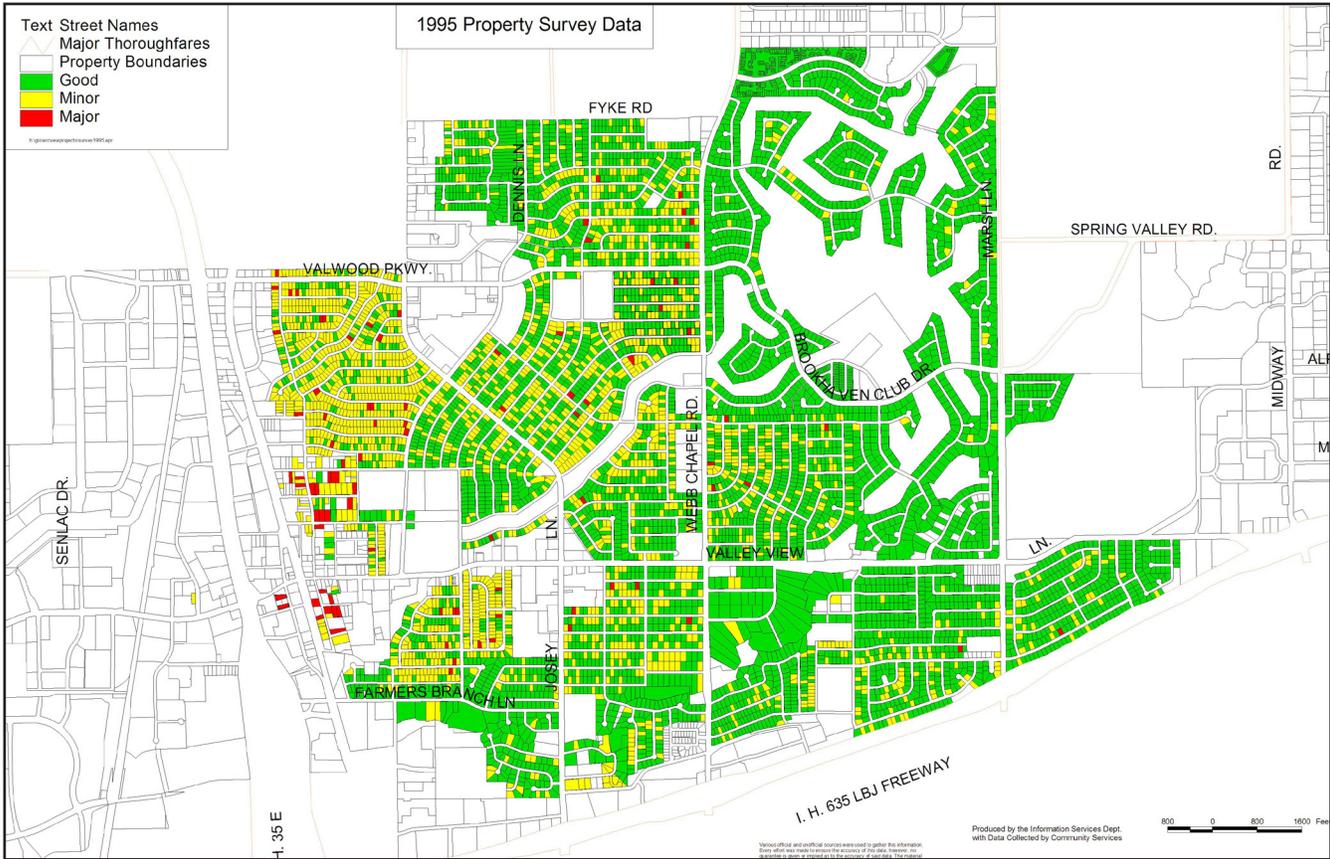
Housing Conditions

The City has a national reputation for strong code enforcement for both commercial and residential property. Currently the City has five full time code enforcement officers. Four of these officers have designated geographic districts they patrol daily. One code enforcement officer is dedicated entirely to inspecting all the multi-family developments within the City. In the last year, the City issued approximately 6,500 code compliance notices. Approximately 80 percent of these notices were corrected within 24 days. Those code notices that are not resolved in a timely manner eventually receive a City Citation. Only 6 percent of these notices became citations (420 citations) in 2011.

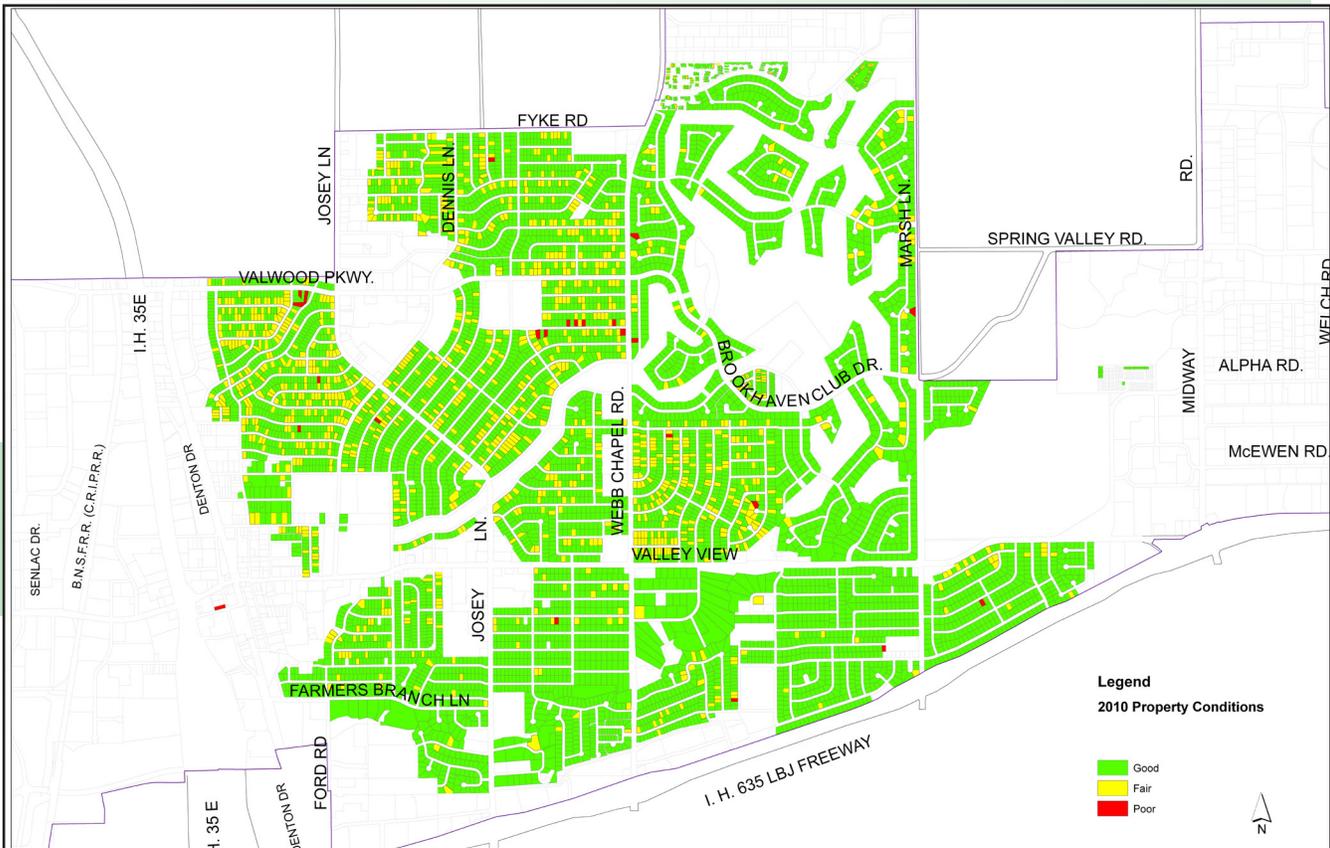
Since 1995 the City has been performing a Property Conditions Survey on all single family residential units within the City. This survey is performed by the City's Code Enforcement staff every two years. This survey grew out of the

City's concern regarding its aging housing stock. At the same time, the City made a strong commitment to expand its Code Enforcement staff and rigorously implement an active residential code enforcement program. Typical residential issues include high grass and weeds, inoperable vehicles, fence repair, and trash and debris. The Code Enforcement officers also monitor residential structure condition. Common residential structure review includes such things as the exterior walls, roofs, eaves, and windows.

The overall condition of the residential property within the City has vastly improved over the last 17 years. For example in 1995 approximately 5,680 homes were classified as in good condition (approximately 70 percent of the housing stock). In 2011 the number of homes classified to be in good condition has grown by 25 percent to approximately 7,300 units. This represents 90 percent of the housing stock. The following exhibits graphically show how the number of dilapidated or substandard homes has significantly decreased throughout the Central Area over this period increased Code Enforcement.

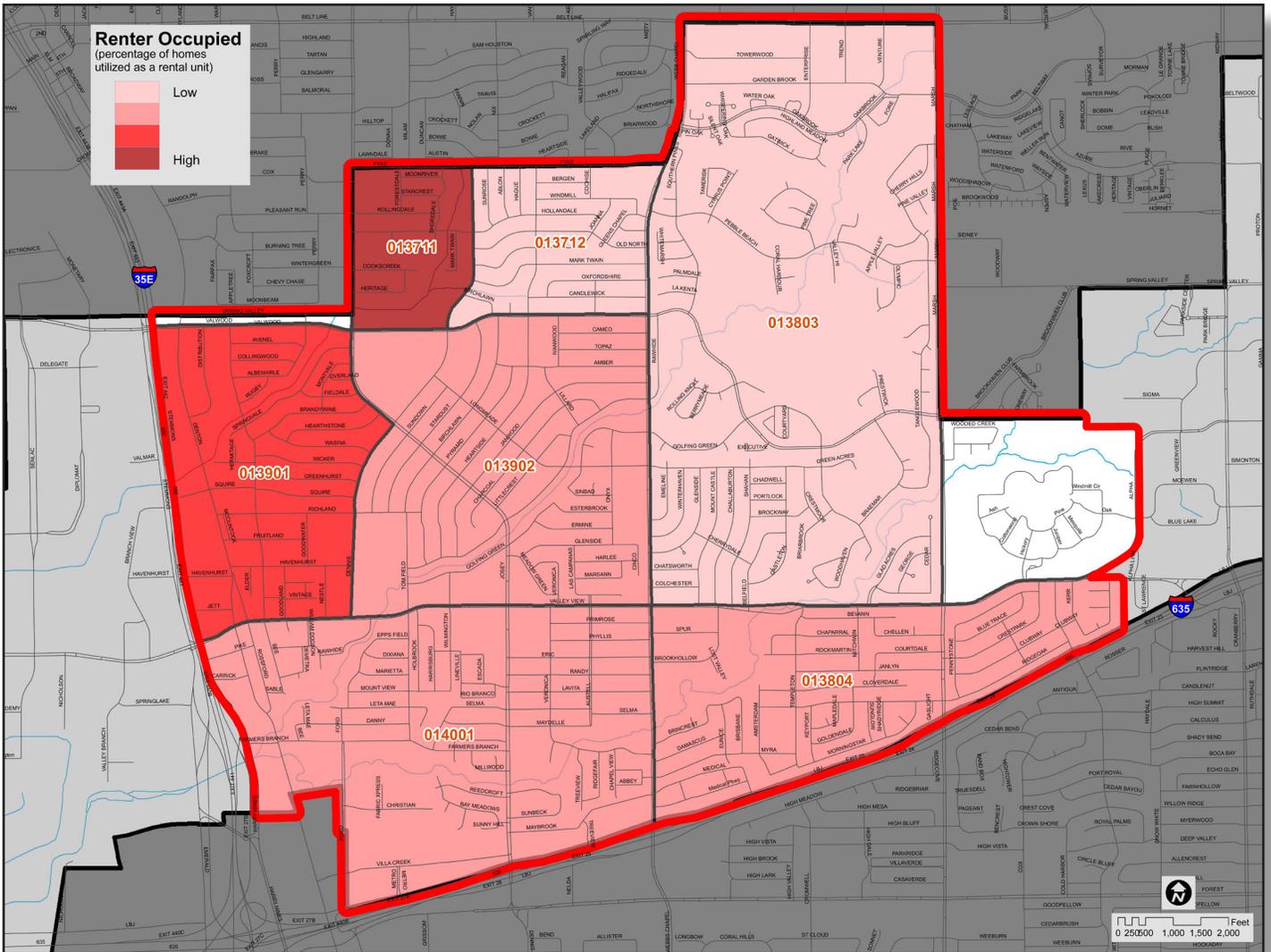


1995 Property Survey



2010 Property Conditions

neighborhood redevelopment strategies



Renter Occupied Map (Source U.S. Census)

Renter Occupied

Renter occupied housing is important to consider—generally speaking, home owners take greater pride in their property and neighborhood than those renting a property. Within the Central Area, the highest percentage of rental units is located in Rollingdale. This can be attributed to the large number of apartments located within the neighborhood. Valwood Estates and Squire also have a higher percentage of rental units when compared to the Central Area as a whole. Areas surrounding Brookhollow Country Club tend to have the lowest percentage of rental occupied housing units.

Planning implications may include higher attention to code enforcement in areas with higher numbers of rental units. Additionally, areas with lower levels of rental units may be those where neighborhood organizations may be most viable—those with a vested interest in property tend to be more active and participate in neighborhood organizations.

Neighborhood Strategies

An examination of current housing conditions by neighborhood is important when considering what types of programs and incentives would be appropriate or applicable to that specific neighborhood. The primary benefit of categorizing neighborhood areas into these general classifications is that it aids the City in the efficient coordination of public investment. The following section classifies each neighborhood within the Central Area into three distinct categories: Neighborhood Preservation, Neighborhood Conservation and Neighborhood Rehabilitation.

Neighborhood Preservation

Residential areas falling within this classification consist of stable, well-maintained neighborhoods in which both the housing stock and the public areas (streets, parks, recreation areas) are in sound condition. These areas should be protected from increases in automobile traffic which would create safety and noise problems on local residential streets, and should be assured of the continued maintenance of public areas within the neighborhood. These areas should also be protected from non-residential uses which might intrude upon the privacy of the residents or adversely affect the quality of their yards or homes.

In areas identified for Neighborhood Preservation, the City should adopt a policy of sustaining and protecting existing desirable conditions including:

- Proactive code enforcement to protect the existing quality, integrity and visual perception of quality neighborhoods;
- Ensuring that any new development within or on the boundaries of such neighborhoods is carefully reviewed and any negative impacts should be thoroughly mitigated before development is approved;
- Continued investment by the City in the maintenance of parks and streets;
- Ensure that any new infill development, such as demolition/rebuild units, is compatible with the neighborhood framework, and does not intrude on the privacy of adjacent residential properties; and
- Encourage the formation of Neighborhood Associations.



Neighborhood Preservation housing example



Neighborhood Preservation housing example

neighborhood redevelopment strategies

Neighborhood Conservation

Conservation neighborhoods are those in which the majority of the housing stock is in sound condition but where scattered instances of poorly maintained housing, or public facility or service deficiencies could potentially contribute to the decline of the area. These areas should be afforded the same protection given to the preservation areas and should receive a proportionally greater share of public monies for the correction of deficiencies in streets, utilities and parks. Within these neighborhoods, programs should be enacted both to promote compliance with City codes and to encourage home ownership.

In areas identified for Neighborhood Conservation, the City should consider the following strategies:

- Proactive code enforcement by identifying code compliance issues and then conducting a “code enforcement blitz” making the public aware of the specific violation being targeted during that particular time frame.
- Creating an incentive program encouraging residents to perform minor exterior maintenance or repair, such as painting, landscape improvements or roofing repairs.
- Create an incentive program encouraging residents to perform major exterior repairs, such as internal home repairs, home additions, significant landscape improvements and other such improvements.
- Target demolition/rebuild strategies within these neighborhoods, particularly because property values have not deteriorated to the point where significant investment is unlikely.
- Create partnerships with local religious institutions to provide maintenance services for elderly or those physically unable to perform property maintenance.
- Place greater emphasis on creating or enhancing neighborhood parks, redesigning wide collector roadways into parkways, such as Austell, or performing other forms of public investment which enhance the overall character and aesthetics of neighborhoods.
- Encourage the formation of Neighborhood Associations.



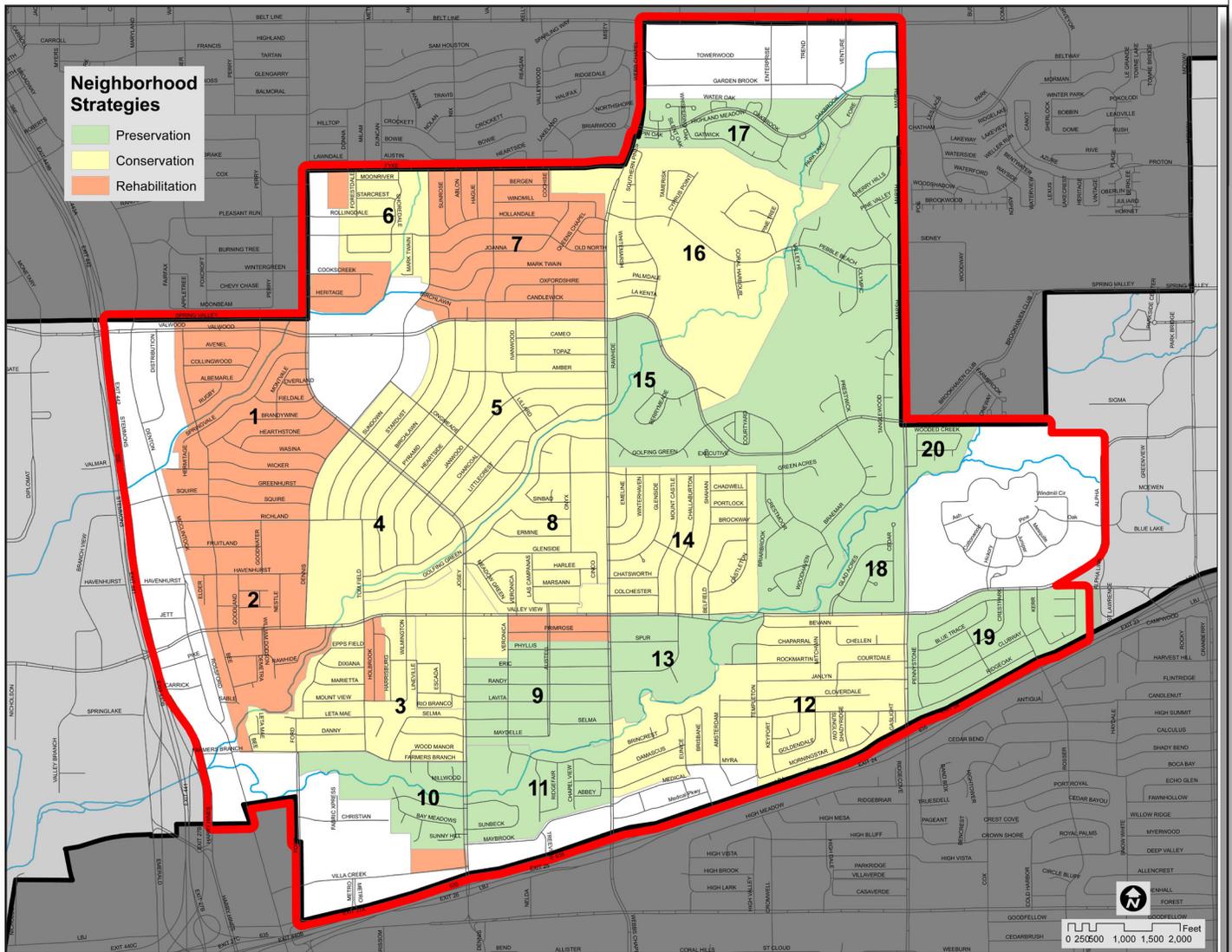
Neighborhood Conservation housing example



Neighborhood Conservation housing example



Neighborhood Conservation housing example



Neighborhood Strategies Map

neighborhood redevelopment strategies

Neighborhood Rehabilitation

Neighborhoods with this designation represent those where there are widespread problems of housing maintenance, inadequate roads and utilities, and other conditions contributing to their decline as desirable residential areas. These are neighborhoods where new single family redevelopment should be strongly encouraged. The problems of deterioration should be countered by assigning these areas the highest priority for City street, utility, creek and park improvements. More extreme measures, such as housing demolition incentives and programs, may also be required within these areas.

In areas identified for Neighborhood Rehabilitation, the City should consider the following strategies:

- Proactive code enforcement, identifying code compliance issues and then conducting a “code enforcement blitz” making the public aware of the specific violation being targeted during that particular time frame.
- Engage the public and create partnerships with local religious institutions or civic groups to provide maintenance services for elderly or those physically unable to perform property maintenance.
- Creating an incentive program encouraging residents to perform minor exterior maintenance or repair, such as painting, landscaping improvement or roofing repairs.
- Create an incentive program encouraging residents to perform major exterior repairs, such as internal home repairs, home additions, significant landscape improvements and other such improvements.
- Strictly enforce the property maintenance ordinance targeting property maintenance and upkeep in rental units.
- Strictly enforce the ordinance requiring an inspection of rental properties by the City upon changes in occupancy.
- Continue to purchase and demolish deteriorating and dangerous housing structures. When possible, such purchases should be contiguous, enabling land assembly by the

City. Larger tracts of assembled land could then be used for a new housing development or project.

- Place heavy emphasis on creating new parks and on street improvements. Streetscape improvements should include the planting of new trees within the parkways, when available.
- Encourage the formation of Neighborhood Associations.
- Create a Housing Prototype Guidebook establishing several pre-approved housing options to be used for development within the area. Utilize Traditional Neighborhood Design principles.
- Create a partnership with a developer and actively participate in the demolition and replacement of homes put on the market using the Housing Prototypes established.
- Continue to actively promote City incentives for redevelopment.



Neighborhood Rehabilitation housing example



Neighborhood Rehabilitation housing example

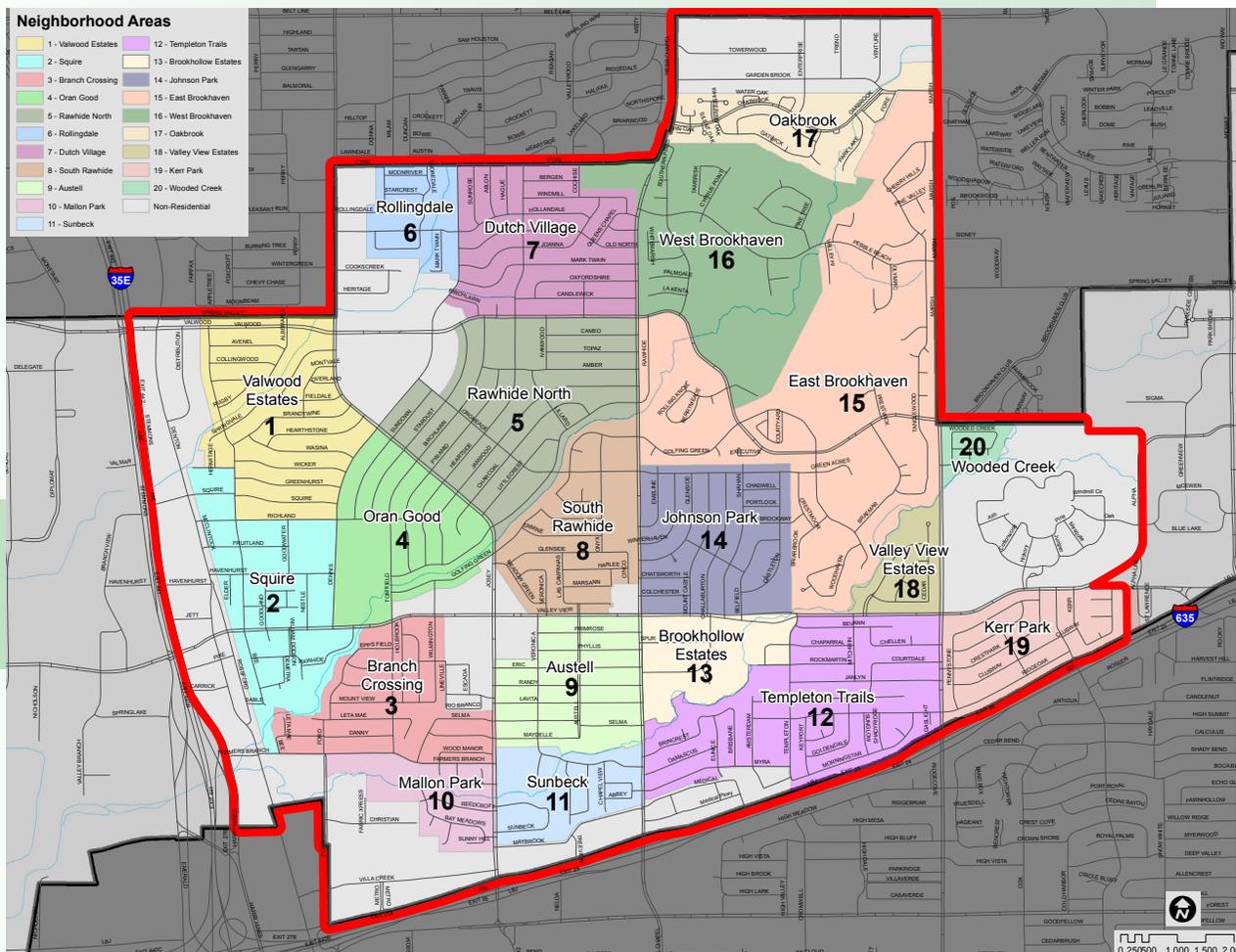
Nighborhood Districts

The Central Area was divided into 20 distinct neighborhoods in order to allow for more specific neighborhood strategies. The following section defines each neighborhood based upon the following criteria:

- **Housing Conditions:** General exterior housing conditions, general information regarding housing age, housing value and housing conditions.
- **Neighborhood Strategy Classification:** Classification of each neighborhood as Neighborhood Preservation, Neighborhood Conservation or Neighborhood Revitalization. Criteria has been previously defined under the Housing Strategies section.
- **Walkability Score:** Highlights each neighborhood's walkability score from the Walkability Analysis and describes some of the positive

and negative features affecting the walkability score. Details of the walkability score are included within the Existing Conditions Chapter.

- **Neighborhood Assets:** Tangible or intangible assets that are contained within each neighborhood. This may include parks and public facilities or more character assets such as tree canopies, large lots or well-maintained homes.
- **Neighborhood Weaknesses:** Tangible or intangible weaknesses that may detract from the overall feeling, appearance or perception of each neighborhood.
- **Recommendations:** A list of potential strategies that may be appropriate for use within each neighborhood. Action items are prioritized in the Housing Strategies Matrix. Additional more specific strategies may also be noted.



Neighborhood Areas Map

neighborhood redevelopment strategies

Valwood Estates

Housing Conditions

Housing within the Valwood Estates is mid-century ranch style construction with front-entry single-car garages. Housing sizes within Valwood Estates are generally small two to three bedroom homes with one to two baths. Many existing garages have been converted into living space contributing to the prevalence of vehicles along the streetscape reducing overall curb appeal. The majority of homes within Valwood Estates currently serve as rental properties.

Neighborhood Strategy Classification

Valwood Estates is classified as an area for which neighborhood rehabilitation strategies would be appropriate.

Walkability Score

Valwood Estates received an overall walkability rating of 3.0 on a scale of 1 to 5. Sidewalks are generally present and contiguous within the neighborhood. Retail, parks and transit access via DART bus is present along Josey Lane. Only the southern portion of the neighborhood is within a 1/4 mile walking distance of a school.

Neighborhood Assets

The most significant asset possessed by Valwood Estates is location. The neighborhood is situated within close access to Interstate 35-E, Valwood Parkway and Josey Lane. Valwood Estates is located within close proximity to Valwood Center, the second largest retail center within the Central Area. This activity center provides many of the service needs for the neighborhood, including grocery. Finally, a channeled creek, Cooks Creek, dissects the neighborhood. If enhanced and better utilized, the channeled creek could serve as a significant amenity within the neighborhood and could stimulate redevelopment.

Neighborhood Weaknesses

The overall number of rental units poses difficulties in promoting property maintenance and rehabilitation. The overall condition of existing homes is deteriorating and the types of homes are not necessarily marketable in current form. Street congestion, in terms of on-street parking, also poses accessibility issues and visibility dangers.

Neighborhood Recommendations

- Examine ways to enhance or naturalize the channeled creek within the neighborhood, such as what has been done along portions of Rawhide Creek.
- Consider the creation of a pedestrian or bicycle facility along the creek improvements helping to connect the neighborhood with the proposed DART bike/pedestrian trail along the DART Green Line.
- Purchase a minimum of four homes, preferably near Springvalle Lane and Fiedale Road, to be used for the creation of a central neighborhood park.
- Require the inspection of rental properties as tenants change, helping to ensure that properties meet code requirements and are maintained.
- Encourage the planting of certain tree species within the parkway between the street and sidewalk to enhance the overall character of the neighborhood. Discourage or prohibit the use of shrubs, such as evergreens or crepe myrtles within the parkway.



Valwood Estates Strategies

- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist Consulting Program
- Tree Canopy Enhancement
- Neighborhood Parks
- Christmas in July
- Faith-Based/Civic Partnerships
- On-Street Parking Improvements

neighborhood redevelopment strategies

Squire

Housing Conditions

Housing conditions within the Squire neighborhood are mixed, but housing in need of major repair or demolition is prevalent within the neighborhood. Overall, housing sizes are generally small and lot sizes are generally large, presenting attractive redevelopment opportunities.

Neighborhood Strategy Classification

The Squire neighborhood is classified as an area for which Neighborhood Rehabilitation strategies would be appropriate.

Walkability Score

The Squire neighborhood received a 4.0 out of 5 in terms of walkability. The area's location is prime for transit, being served by both DART Bus and DART Light Rail. Gussie Watterworth Park serves the southern portion of the neighborhood and Squire Park and Oran Good Park serve the northern and central portions of the neighborhood. Vivian Field Middle School serves the northern section of the neighborhood.

Neighborhood Assets

Perhaps the defining feature of the neighborhood is the presence of the DART Light Rail Station. The City has long prepared for the arrival of light rail and has enacted the Station Area form-based code that covers the majority of the Squire Neighborhood. This area is envisioned to provide a "downtown" area of Farmers Branch by creating a vibrant, walkable and more urban environment. As development within this area occurs, the likelihood of investment on the northern side of Valley View will increase. The vacant land and large lot sizes on the north side make land assembly optimal from a redevelopment standpoint.

Neighborhood Weaknesses

The area north of Valley View is currently a mixture of land uses and is generally undefined and lacking in any consistent theme or character. A general lack of desire for private investment exists along the north side at the present time, however, interest within the area has increased and some new development, similar to what is required within the form-based district, has occurred.

Recommendations

- Utilize the form-based code as new development occurs, creating a more urban, walkable, transit-friendly area around the DART light rail station.
- Expand the acquisition, demolition and assembly of property to the north side of Valley View Lane. Utilize city-owned vacant land as an incentive to entice new development, particularly as the southern side of Valley View develops and matures.
- As roadway improvements occur within the north side of the neighborhood, ensure that urban streetscapes are created, providing bulb-outs, street trees, pedestrian lighting and on-street parking bays. This will set the framework for the character of future growth as redevelopment occurs.
- Consider locating high-quality, medium density residential options within the northern section of the neighborhood. The inclusion of townhomes, patio homes or other types of attached or zero-lot line homes will create a more urban residential neighborhood within walking distance of the DART station and its accompanying development.



Squire Strategies

- Neighborhood Renaissance
- Exterior Incentives
- Landscaping Incentives
- Arborist consulting Program
- Tree Canopy Enhancement
- Neighborhood Parks
- Specialty Parks
- Christmas in July
- Faith-Based/Civic Partnerships
- Roadway Enhancements

neighborhood redevelopment strategies

Branch Crossing

Housing Conditions

Housing conditions within Branch Crossing are mixed. Older housing stock is generally in fair condition and is generally small, mid-century ranch style housing with a one-car garage or detached garage. With the exception of lots located along Epps Field Road, lot sizes are generally small leading new residential infill to consume much more of the lot area than existing structures.

The majority of the existing housing stock is valued between \$100,000 and \$199,999. The vast majority of new infill housing stock, however, is valued over \$400,000.

Neighborhood Strategy Classification

Branch Crossing is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

Branch Crossing received a 3.0 out of a possible 5 in terms of Walkability. The neighborhood rated the highest in terms of parks and transit. Waterworth Park provides a significant linear park along the northwestern boundary of the neighborhood. Bridges in Waterworth Park also provide easy walking access to the DART light rail station and a DART bus stop is located at Valley View and Tom Field Road. The neighborhood is generally within close proximity to the Shops at Branch Crossing via Mountain View Drive. Negative factors affecting the walkability score include the lack of schools within a 1/4 mile walking distance and the inconsistency of pedestrian facilities within the neighborhood.

Neighborhood Assets

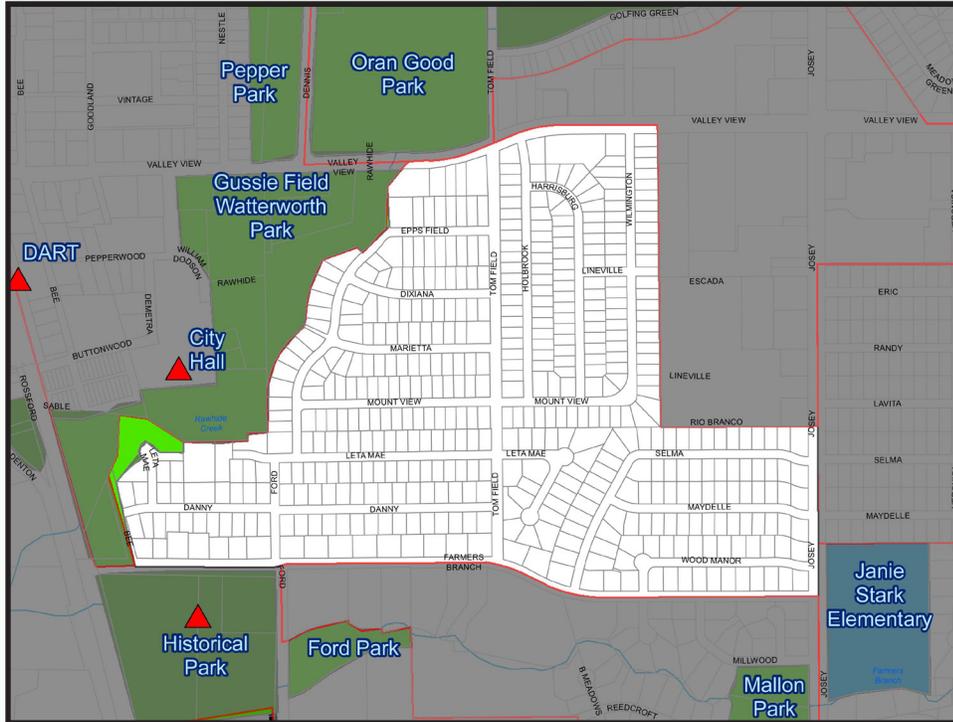
The significant amount of infill development suggests the neighborhood is prime for redevelopment. The neighborhood's many amenities include Gussie Watterworth Park, proximity to Oran Good Park, access to City Hall, walkable access to DART light rail, mature trees and quick access to Interstate 35-E and IH635. Public improvements along Tom Field Road, the main entrance to Branch Crossing from the north, have created a distinguishable boulevard through the neighborhood.

Neighborhood Weaknesses

While a significant number of infill housing projects have occurred within Branch Crossing, a number of existing homes are in fair to poor condition. While it is likely that existing homes will eventually be replaced with newer homes, the deterioration of existing homes should be mitigated to reduce the negative impacts that such an appearance may have on potential investors.

Recommendations

- Continue code enforcement efforts on housing, to ensure that new investment is not deterred by a negative image.
- Branch Crossing should receive special emphasis for demolition/rebuild incentives in order to build on existing success and to continue the transformation of the neighborhood.
- Acquisition and demolition of existing housing should continue to aid neighborhood transition.
- Roadway improvements should consider the inclusion of sidewalks to create a continuous pedestrian network.
- When possible, mature trees should be preserved to maintain the overall character and attractiveness of the neighborhood.



Branch Crossing Strategies

- Neighborhood Renaissance
- Demo-Rebuild
- Exterior Incentives
- Landscaping Incentives
- Arborist consulting Program
- Christmas in July
- Faith-Based/Civic Partnerships
- Neighborhood Support Program



neighborhood redevelopment strategies

Oran Good

Housing Conditions

Overall housing conditions with Oran Good are fair, with conditions improving with proximity to Rawhide Park. Homes within Oran Good are mid-century ranch-style and homes typically contain one-car garages on the northern side and two-car garages on the southern side. Homes on or near Rawhide Parkway contain rear-entry garages helping to improve the curb appeal of such areas.

Neighborhood Strategy Classification

Oran Good is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

Oran Good attained the highest possible walkability score, a 5 out of 5 possible points. The neighborhood is well situated between community parks, such as Oran Good Park and Rawhide Park, has walkable access to Vivian Field Middle School, has DART bus service along Josey Lane, has a connected network of sidewalks and is within walkable distance of the Shops at Branch Crossing and Valwood Center.

Neighborhood Assets

The most significant asset of Oran Good is its parks. The neighborhood is located in close proximity to Rawhide Park which serves as a tremendous amenity and asset to the Central Area. The park is a hidden gem that provides recreational activities, both active and passive, and provides both natural beauty and connectivity to community facilities. This asset can and should be leveraged for new housing development. Oran Good will likely become increasingly attractive once the Shops at Branch Crossing is developed further.

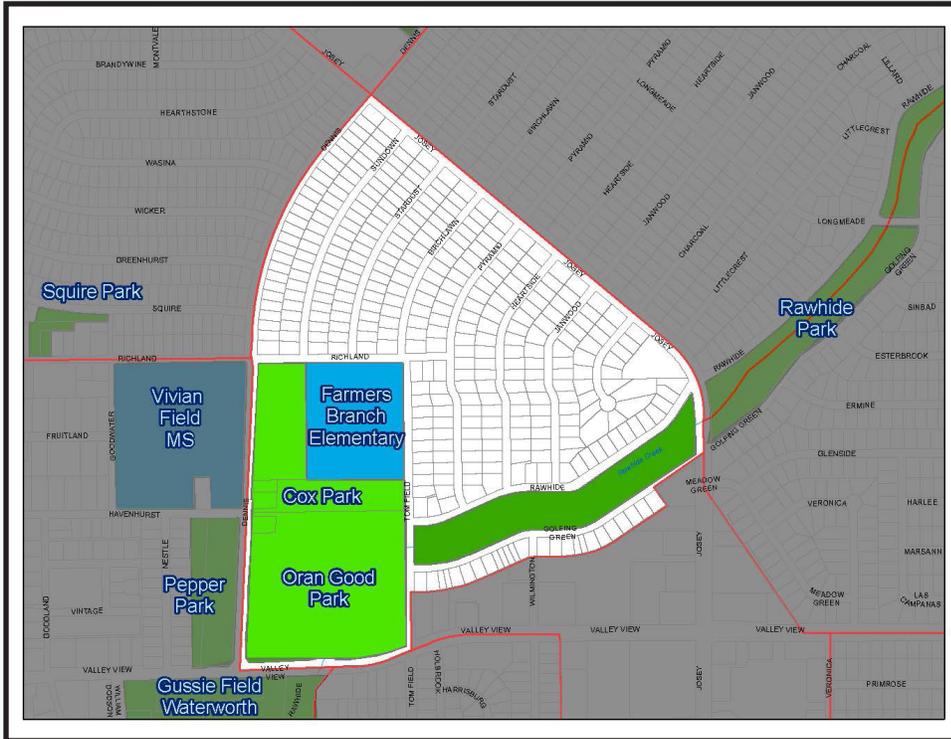
Neighborhood Weaknesses

A significant number of homes in the neighborhood are in need of exterior maintenance. The number of homes needing maintenance increases towards the northern end of the neighborhood and detracts from the overall quality and

character of the neighborhood. Parking is also an issue on the northern side of the neighborhood as one-car garages, many of which have been converted into living space, limit the amount of available off-street parking.

Recommendations

- Implement on-street parking improvements.
- Consider incentives for home expansions that increase the amount of living area. Create a design guidebook for acceptable options and ideas.
- Create an incentive program encouraging residents to perform minor exterior maintenance or repair, such as painting, landscaping improvement or roofing repairs.
- Create an incentive program encouraging residents to perform major exterior repairs, such as internal home repairs, home additions, significant landscape improvements and other such improvements which amount to more than \$20,000 in improvements.
- Concentrate home incentives initially along Rawhide Park.



Oran Good Strategies

- Neighborhood Renaissance
- Demo-Rebuild
- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Tree Canopy Enhancement
- Christmas in July
- Faith-Based/Civic Partnerships
- Implement on-street parking Improvements

neighborhood redevelopment strategies

North Rawhide

Housing Conditions

Housing conditions within North Rawhide are generally in fair to good condition. There are, however, a number of homes in need of minor repairs. Housing conditions generally improve as they approach Rawhide Park. A number of homes near Rawhide Park have undergone recent renovations, some with second story improvements or additions.

Neighborhood Strategy Classification

North Rawhide is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

North Rawhide received a walkability score of 4 out of a possible 5. Neighborhood strengths include walkability to Dave Blair Elementary School, the Recreation Center and Park, Showman Pool Rawhide Park and the Farmers Branch Library. The northern portion of the neighborhood is served by Valwood Center and the western portions of the neighborhood are within close proximity to DART bus service which runs along Josey Lane.

Neighborhood Assets

Rawhide Park is the most significant neighborhood asset. The park provides recreational opportunities for neighborhood residents and provides access to the City's larger trails network. The neighborhood also either contains or is within close proximity to a number of public facilities, including the Recreation Center and Showman Pool. Walkable access to the Farmers Branch Senior Center may make North Rawhide particularly attractive to seniors.

Neighborhood Weaknesses

Smaller housing sizes may present difficulties in today's market environment. Housing values within the neighborhood are generally low, particularly on the northern side. A number of homes were identified on the 2010 Housing survey as being in "fair" condition. Negative appearances may be detracting from the overall image of the neighborhood.

Recommendations

- Target home repair and housing demolition/rebuild programs towards Rawhide Park, utilizing the park as an attractive amenity to encourage reinvestment in private property.
- Continue to place emphasis on code enforcement to ensure that property within the neighborhood is positively maintained and does not detract from properties in good condition.
- Consider the creation of a neighborhood association that can organize and engage residents and can utilize Rawhide Park for neighborhood events.
- Encourage the creation of partnerships with civic organizations and religious groups to perform housing maintenance on homes where residents are physically unable to do so.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, home additions, significant landscape improvements and other such improvements.



North Rawhide Strategies

- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Tree Canopy Enhancement
- Christmas in July
- Faith-Based/Civic Partnerships
- Rear-Entry Garage
- On-Street Parking Improvements
- Neighborhood Conservation

neighborhood redevelopment strategies

Rollingdale

Housing conditions

Housing conditions are generally fair to good, with a few homes noted as in need of major repair. Housing within the neighborhood was constructed during the 1960s and 1970s, leading to the majority of housing containing two-car garages.

Multi-family units are in poor condition. Multi-family apartments within the neighborhood are out of date with current market needs resulting in lower rental rates and generally blighted conditions. Numerous code violations have been given to apartments within Rollingdale.

Neighborhood Strategy Classification

Rollingdale is classified as an area for which Neighborhood Rehabilitation strategies would be appropriate.

Walkability Score

Rollingdale received a walkability score of 4 out of a possible 5. Positive characteristics contributing to the score include walkability to retail, the presence of sidewalks, and DART Bus service along Josey Lane. Issues negatively impacting the score include the lack of middle and elementary schools within 1/4 mile walking distance and the lack of access to Jacee Park from single family residential areas.

Neighborhood Assets

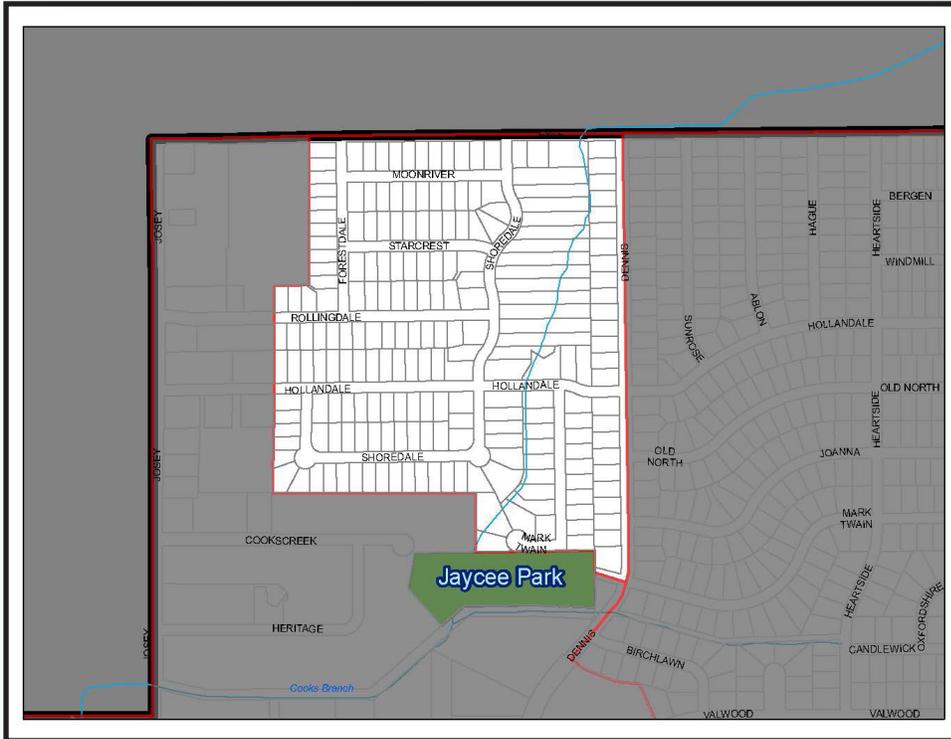
Jaycee Park is located within Rollingdale but major barriers limit accessibility. A large open space area traverses the eastern side of the neighborhood along the channelized Cooks Creek. Opportunities to acquire these areas for parks and open space should be considered. The presence of deteriorating multi-family units allow for easier land assembly for redevelopment.

Neighborhood Weaknesses

The presence of blighted retail along Josey Lane negatively influence and impact the overall perception and quality of the neighborhood. In addition, the multi-family units located within the neighborhood are in need of demolition—the age and type of structures are not meeting market expectations for quality rental units.

Recommendations

- Create strategies for the replacement of existing multi-family complexes with higher density sustainable multi-family development.
- Examine the feasibility of acquiring property along the channelized creek to create a significant area of public space that is functionally able to serve Rollingdale neighborhood and the churches along Valwood.
- Encourage the redevelopment of the north-east corner of Fyke Road and Josey Lane as neighborhood service retail uses and medium density residential options, such as townhomes, to buffer single-family areas.
- Encourage the formation of a Neighborhood Association.



Rollingdale Strategies

- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Tree Canopy Enhancement
- Neighborhood Parks
- Specialty Parks
- Christmas in July
- Faith-Based/Civic Partnerships
- Rear-Entry Garage

neighborhood redevelopment strategies

Dutch Village

Housing Conditions

Housing conditions within Dutch Village are generally fair to good, with a number of homes in need of major repair, particularly on the eastern side of the neighborhood. A number of homes in visible areas contain dilapidated chain-link fences in need of repair.

Neighborhood Strategy Classification

Branch Crossing is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

Dutch Village received a walkable rating of 2.0 out of a possible 5. Positive factors influencing the score include the presence of sidewalk, walkability to Strickland Intermediate school and the location of Dutch Village Park on the eastern side of the neighborhood. Negative factors influencing the score include the lack of access to transit and general lack of retail accessibility from the neighborhood.

Parks & Public Facilities

Dutch Village Park is located on the east-central area of the neighborhood. While not within the neighborhood, Jaycee Park and the Recreation Center serve Dutch Village. Strickland and Blair elementary are both located adjacent to Dutch Village

Neighborhood Assets

While not directly within the neighborhood itself, the Don Showman Recreation Center is located directly adjacent to Dutch Village. This is a very beneficial neighborhood amenity for it provides exercise opportunities and classes, a public pool, a skate park, a covered playground and open space for the community. Additional public space includes Dutch Village park.

Neighborhood Weaknesses

Generally there is a poor visual appearance of the neighborhood along Webb Chapel Road. The neighborhood is most visible from this corridor and therefore enhancements to the streetscape along Web Chapel, potentially including a masonry wall, should be considered. Overall housing conditions are stable, but many properties appear to be in need of exterior maintenance.

Recommendations

- Consider roadway enhancements along Webb Chapel Road. Enhancements should include landscaping, gateway features and a masonry wall.
- Examine the possibility of acquiring land on the western side of the neighborhood for an additional neighborhood park.
- Create a trail/bicycle route along Heartside place to provide a delineated route for residential access to the Community Recreation Center and Dave Blair Elementary School.
- Consider programs that promote exterior maintenance and repairs.
- Encourage the formation of a Neighborhood Association.



Dutch Village Strategies

- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Tree Canopy Enhancement
- Neighborhood Parks
- Christmas in July
- Faith-Based/Civic Partnerships
- Rear-Entry Garage
- On-Street Parking Improvements

neighborhood redevelopment strategies

South Rawhide

Housing Conditions

Generally speaking, housing conditions within South Rawhide are in good condition with a minimal number of properties in need of major repair. Homes within the neighborhood have two car garages and homes within the southern area have rear-entry garages. Many homes within the neighborhood contain in-ground swimming pools, adding value and attractiveness to the overall property.

Neighborhood Strategy Classification

South Rawhide is classified as an area for which Neighborhood Preservation strategies would be appropriate.

Walkability Score

South Rawhide received a 4 out of a possible 5. Positive factors contributing to the score include proximity to Rawhide Creek and Manske Library, the presence of sidewalks, DART bus service along Valley View Lane and the presence of Eagle Academy Magnet School. Negative factors influencing the score include the lack of direct access to the Shops at Branch Crossing.

Neighborhood Assets

Rawhide Park is the most significant attribute of the neighborhood, providing recreational opportunities for residents access to the City's trail network and quick access to Manske Library. Housing conditions are in good condition and many homes contain in-ground swimming pools, adding value and marketability to existing homes. The overall neighborhood is in stable condition, making it viable and attractive for new investment or reinvestment.

Neighborhood Weaknesses

There is a general lack of walkable access to an elementary or middle school, something that may be attractive to families with young children.

Recommendations

- Target home repair and housing demolition/rebuild programs towards Rawhide Park, utilizing the park as an attractive amenity to encourage reinvestment in private property.
- Continue to place emphasis on code enforcement to ensure that property within the neighborhood is positively maintained and does not detract from properties in good condition.
- Consider the creation of a neighborhood association that can organize and engage residents and can utilize Rawhide Park for neighborhood events.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, home additions, significant landscape improvements and other such improvements.



South Rawhide Strategies

- Demo-Rebuild
- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Rear-Entry Garage
- Neighborhood Support Program



neighborhood redevelopment strategies

Austell

Housing Conditions

Neighborhood housing conditions are good with very few homes in need of major renovations. Housing sizes are slightly larger than neighborhoods to the north and to the west and yard conditions are generally in good shape enhancing the overall appearance of Austell.

Neighborhood Strategy Classification

Austell is classified as an area for which Neighborhood Preservation strategies would be appropriate.

Walkability Score

Austell received a walkability score of 2.5 out of a possible 5 points. Positive factors influencing the score include direct access to retail within the Shops at Branch Crossing and access to transit along Josey Lane and Valley View Lane. Negative factors influencing walkability include the lack of parks, accessibility barriers to access to Stark Elementary school and the general lack of sidewalks forcing pedestrians to walk in the street.

Neighborhood Assets

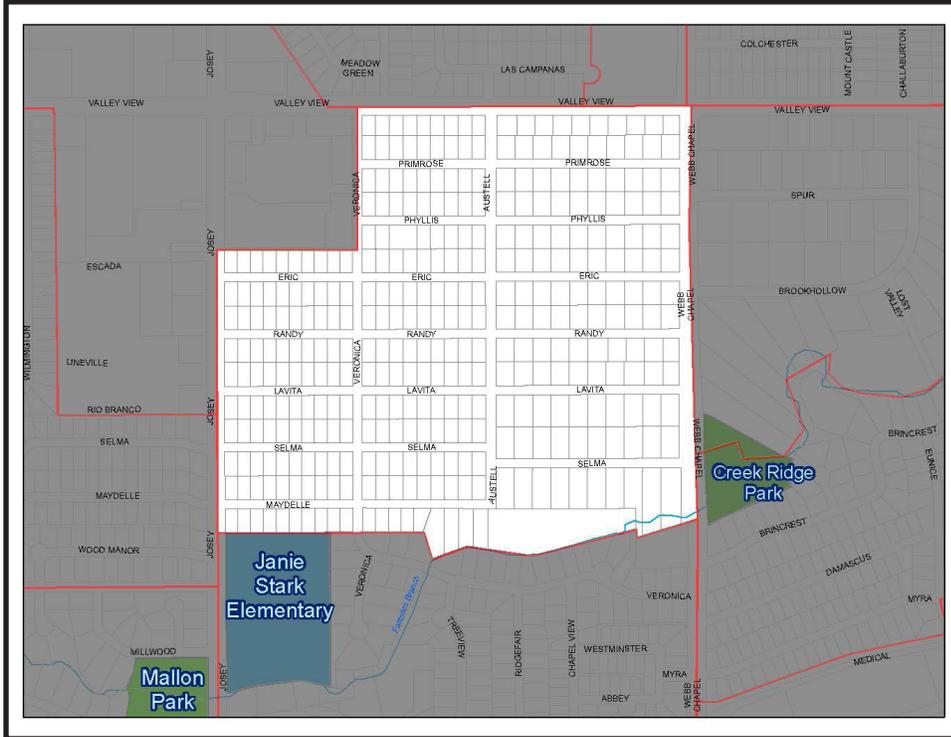
Austell Parkway provides a distinct tree-lined boulevard through the middle of the neighborhood. Large trees are present in many areas which enhance the neighborhoods character, charm and appeal. Housing conditions are generally stable, making the neighborhood attractive for new investment and reinvestment. Direct access to the Shops at Branch Crossing, particularly once it is redeveloped, will create a walkable neighborhood amenity that has the opportunity to raise property values and further encourage reinvestment.

Neighborhood Weaknesses

Lack of parks and accessibility barriers to Stark Elementary School.

Recommendations

- Determine the feasibility of creating a neighborhood park within the neighborhood.
- Create a pathway to Stark Elementary School to provide school access away from Josey Lane.
- Encourage additional tree planting to further enhance the existing tree canopy.
- Utilize the demo/rebuild program to encourage private investment.
- Consider converting single-family uses directly adjacent to Valley View Lane to townhomes or brownstones with rear-entry garages.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, home additions, significant landscape improvements and other such improvements.



Austell Strategies

- Neighborhood Renaissance
- Demo-Rebuild
- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Parks
- Rear-Entry Garage
- Neighborhood Support Program

neighborhood redevelopment strategies

Mallon Park

Housing Conditions

Housing conditions in Mallon Park are in excellent condition, with no homes in need of major repair identified. Large trees are a dominant feature of the neighborhood, significantly enhancing the character and curb appeal of housing.

Neighborhood Strategy Classification

Mallon Park is classified as an area for which Neighborhood Preservation strategies would be appropriate.

Walkability Score

Mallon Park received a 3.0 out of a possible 5 points. Positive factors influencing the score include the central presence of Mallon Park and the presence of transit along Josey Lane. Factors negatively impacting the score include the lack of retail within a 1/4 mile walking distance of the neighborhood as well as the need to cross Josey Lane to access Stark Elementary School.

Neighborhood Assets

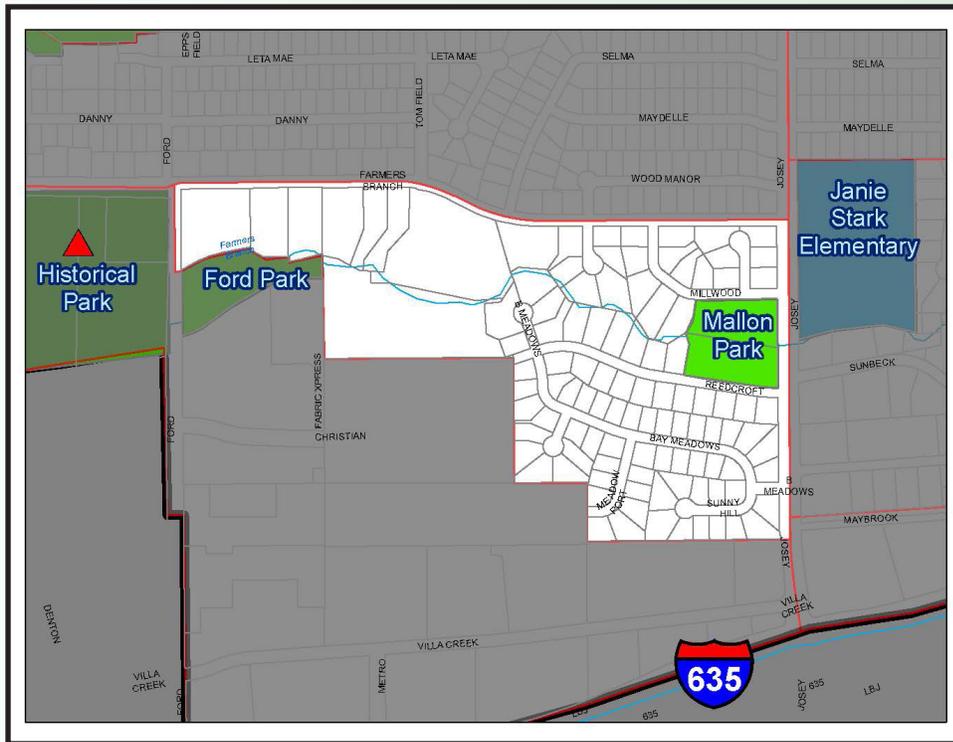
Neighborhood assets include the presence of Mallon Park. The park is exceptionally designed, providing passive recreational opportunities and a playground for children. Farmers Branch Creek runs through the middle of the park, and neighborhood, providing a natural amenity. The creek, in combination with very large trees, enhances the character, charm and desirability of Mallon Park.

Neighborhood Weaknesses

Lack of general connectivity. Farmers Branch Creek divides the neighborhood thereby limiting access only from Josey Lane.

Recommendations

- Consider the creation of a neighborhood association that can organize and engage residents and can utilize Mallon Park for neighborhood events.
- Continue to ensure that code compliance is maintained within the neighborhood to protect the neighborhoods existing integrity and quality perception.
- Ensure that development along Interstate 635/LBJ does not negatively impact Mallon Park and that buffering is used between higher intensity uses and single-family uses.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, home additions, significant landscape improvements and other such improvements.



Mallon Park Strategies

- Demo-Rebuild
- Exterior Incentives
- Rear-Entry Garage
- Neighborhood Support Program



neighborhood redevelopment strategies

Sunbeck

Housing Conditions

Housing conditions within Maybrook are in excellent condition. This is attributable to a number of newer homes within the neighborhood—roughly 1/3 of homes were constructed after 1990.

Neighborhood Strategy Classification

Maybrook is classified as an area for which Neighborhood Preservation strategies would be appropriate.

Walkability Score

Maybrook received a 2.5 out of a possible 5 points. Positive factors influencing the score include the presence of pedestrian facilities. Negative factors influencing the score include the lack of east-to-west connectivity within the neighborhood, the lack of direct park access and transit availability only on the western side of the neighborhood.

Neighborhood Assets

Maybrook is in excellent condition and the presence of newer homes make the neighborhood more attractive in terms of being able to accommodate today's market needs. Farmers Branch Creek traverses the northern boundary of the neighborhood providing a natural amenity.

Neighborhood Weaknesses

There currently is no neighborhood park within the neighborhood, despite having Farmers Branch Creek and its associated open space traverse the neighborhood. There is also a barrier to connectivity between the western and eastern areas of the neighborhood. Interstate 635, and its associated non-residential uses lie adjacent to the southern areas of the neighborhood.

Recommendations

- Consider creating a neighborhood park, or linear trail, that potentially incorporates open space along Farmers Branch Creek.
- Examine the feasibility of creating a walkable connection between Treeview Lane and Sunbeck Circle in order to bridge together the eastern and western portions of the neighborhood.
- Ensure that development along Interstate 635/LBJ does not negatively impact Maybrook and that buffering is used between higher intensity uses and single-family uses.
- Continue to ensure that code compliance is maintained within the neighborhood to protect the neighborhoods existing integrity and quality perception.
- Encourage the demo-rebuild program within the neighborhood, particularly along Farmers Branch Creek which serves as an attractive amenity for reinvestment.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, home additions, significant landscape improvements and other such improvements.



Maybrook Strategies

- Neighborhood Renaissance
- Exterior Incentives
- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Parks
- Neighborhood Support Program



neighborhood redevelopment strategies

Templeton Trails

Housing Conditions

There is generally a distinct housing conditions pattern, within Templeton Trails. Homes on the northern area of the neighborhood generally in better condition than homes along the southern portions of the neighborhood. Additionally, home sizes on the northern side of Temple Trails are much larger than those on the southern side.

Neighborhood Strategy Classification

Temple Trails is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

Temple Trails received a walkability rating of 3.5 out of a possible 5 points. Positive features influencing walkability include the presence of several parks, walkability to William Cabell Elementary School and the presence of sidewalks. Negative factors influencing the score include the lack of transit availability and the lack of walkable retail establishments.

Neighborhood Assets

Temple Trails has a number of neighborhood parks distributed within the neighborhood providing recreational opportunities for neighborhood residents including Temple Trails Park, Creek Ridge Park, Morningstar Park and Mustang Trails Park. The northeastern corner of the neighborhood has zero-lot line homes with significantly higher property values than the neighborhood as a whole.

Neighborhood Weaknesses

The conditions of homes on the southern end of Temple Trails are significantly lower than areas on the northern side. Interstate 635 directly abuts residential areas along Morningstar Lane. Unmitigated, the noise created by 635 may detract from the attractiveness of such properties.

Recommendations

- Redesign Templeton Trail as a parkway, similar to Tom Field Parkway and Austell Parkway.
- Ensure that a proper noise buffer exists between Interstate 635/LBJ and homes along Morningstar Lane.
- Continue to have strong code enforcement in order to protect northern areas of the neighborhood from decline.
- Encourage additional tree plantings, particularly in the parkways, in order to enhance the neighborhood's tree canopy.
- Consider incentives for home expansions that increase the amount of living area. Create a design guidebook for acceptable options and ideas.
- Create an incentive program encouraging residents to perform minor exterior maintenance or repair, such as painting, landscaping improvement or roofing repairs.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, home additions, significant landscape improvements and other such improvements which amount to more than \$20,000 in improvements.

neighborhood redevelopment strategies

Brookhollow Estates

Housing Conditions

Brookhollow Estates contains the largest lot sizes within Farmers Branch. Many lots within this neighborhood are at or over one acre in size. Housing conditions are generally good to excellent with minimal, if any signs of exterior deterioration. Home values within Brookhollow Estates are generally over \$300,000 and a number of demo/rebuild homes have been constructed.

Neighborhood Strategy Classification

Brookhollow Estates is classified as an area for which Neighborhood Preservation strategies would be appropriate.

Walkability Score

Brookhollow Estates received a 1.0 out of a possible 5 points for walkability. Positive factors include access to transit along Valley View and the relative proximity to Temple Trails Park, although barriers to accessibility exist. There is generally minimal if any access to retail, services and schools and there is a general lack of pedestrian facilities, though this is typical with large lot neighborhoods.

Neighborhood Assets

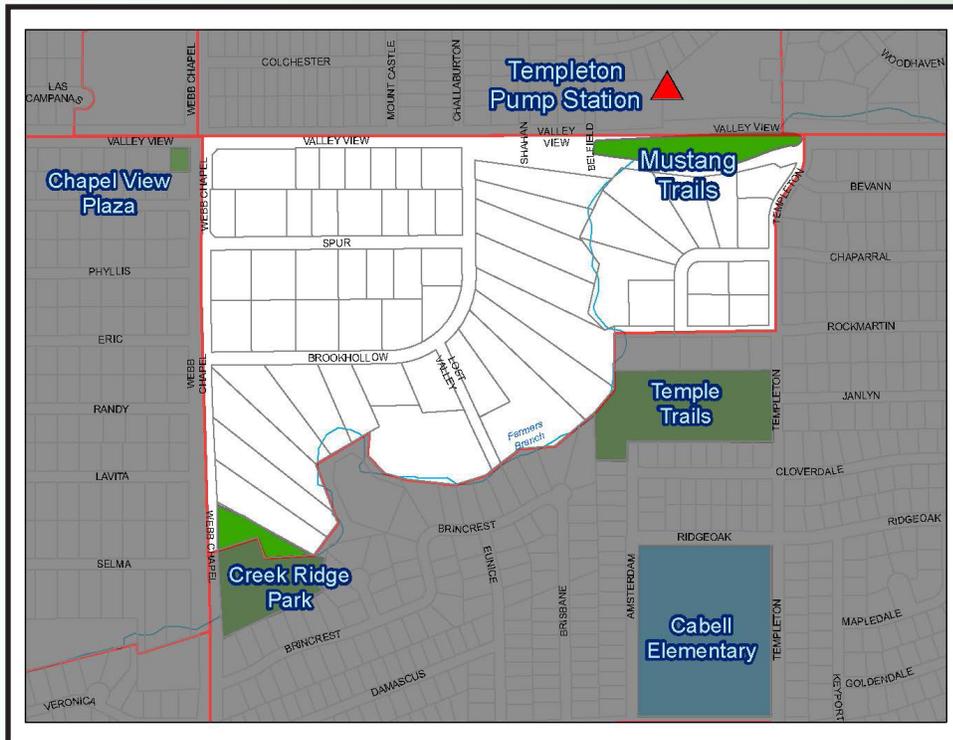
The primary asset of Brookhollow Estates is its large lots, something rare and highly valued in a large metropolitan area such as DFW. Brookhollow Estates has a more rural feel yet is centrally located within the metropolitan area and has quick access to employment centers and amenities. Farmers Branch Creek, which traverses the southern boundary of the neighborhood, provides a natural amenity that further increases the value and desirability of properties.

Neighborhood Weaknesses

While an extensive natural area exists along the southern boundary of the neighborhood, all of the land is private property. No direct access exists to Temple Trails Park.

Recommendations

- Examine a connection linking Brookhollow Estates to Temple Trails Park in order to provide walkable park access to residents within the neighborhood.
- Continue to encourage the demo-rebuild program within the neighborhood, utilizing large lots and frontage along Farmers Branch Creek as significant amenities for investment.
- Consider creating a neighborhood organization for Brookhollow Estates.
- Consider creating entry monuments along Brookhollow Drive to further establish the unique identity of the neighborhood.



Brookhollow Estates Strategies

- Demo-Rebuild
- Exterior Incentives
- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Parks
- Neighborhood Support Program



neighborhood redevelopment strategies

Johnston Park

Housing Conditions

Johnston Park was one of the first residential subdivisions in Farmers Branch. Homes within the neighborhood are generally in good to fair condition, however many homes within the neighborhood are in need of exterior maintenance.

Neighborhood Strategy Classification

Johnston Park is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

Johnston Park received a walkability score of 2.0 out of a possible 5 points. Positive factors influencing the score include the presence of pedestrian facilities and the presence of transit along Valley View lane. Negative factors influencing the score are the lack of parks, the lack of walkable schools and the lack of walkable retail.

Neighborhood Assets

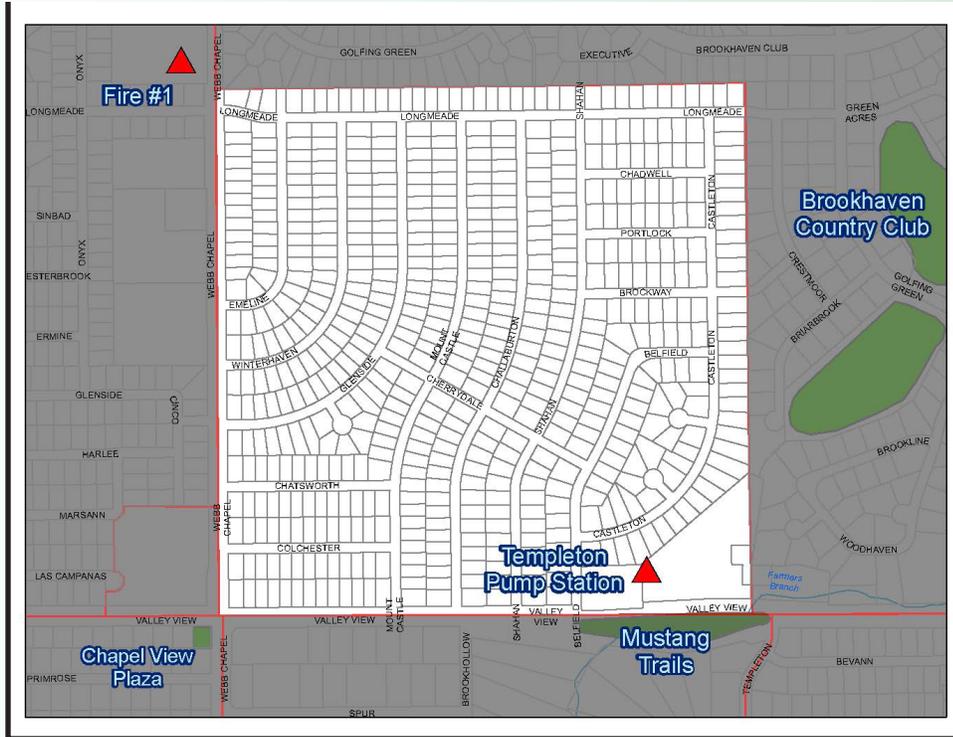
Johnston Park is situated in a very attractive location. Two of the City's most valuable neighborhoods, Brookhollow Estates and East Brookhaven, are located adjacent to the neighborhood. Home values within these two neighborhoods are substantially higher than those within Johnston Park, however the presence of nearby value makes the area ideal for private investment.

Neighborhood Weaknesses

There are no parks or public facilities within the neighborhood. Existing utility easement alleys are unattractive and under utilized.

Recommendations

- Create a minimum of two new neighborhood parks within Johnston Park over the next 20 years.
- Consider converting utility easements to paved driveways and encourage new development to incorporate rear-entry garages.
- Incentivize the demo-rebuild program around new neighborhood parks and use catalyst areas to spread gradually spread reinvestment to other portions of the neighborhood.
- Create programs that encourage exterior maintenance and repairs.



Johnston Park Strategies

- Demo-Rebuild
- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Parks
- Christmas in July
- Faith-Based/Civic Partnerships
- Rear-Entry Garage
- Neighborhood Conservation

neighborhood redevelopment strategies

East Brookhaven

Housing Conditions

Housing conditions in East Brookhaven are generally in good to excellent condition. Many homes in the southern area of the neighborhood were built after 1980 and are therefore relatively new, compared to the majority of the Central Area's housing stock. Housing values in the southern area are generally valued over \$300,000. The majority of the neighborhood contains homes valued over \$200,000.

Neighborhood Strategy Classification

East Brookhaven is classified as an area for which Neighborhood Preservation strategies would be appropriate.

Walkability Score

East Brookhaven received a 1 out of a possible 5 points for walkability. Positive factors impacting the walkability score include the presence of pedestrian facilities and the proximity to open space (Brookhaven Country Club). Negative factors impacting the score include the general lack of walkable access to public facilities, schools and transit.

Neighborhood Assets

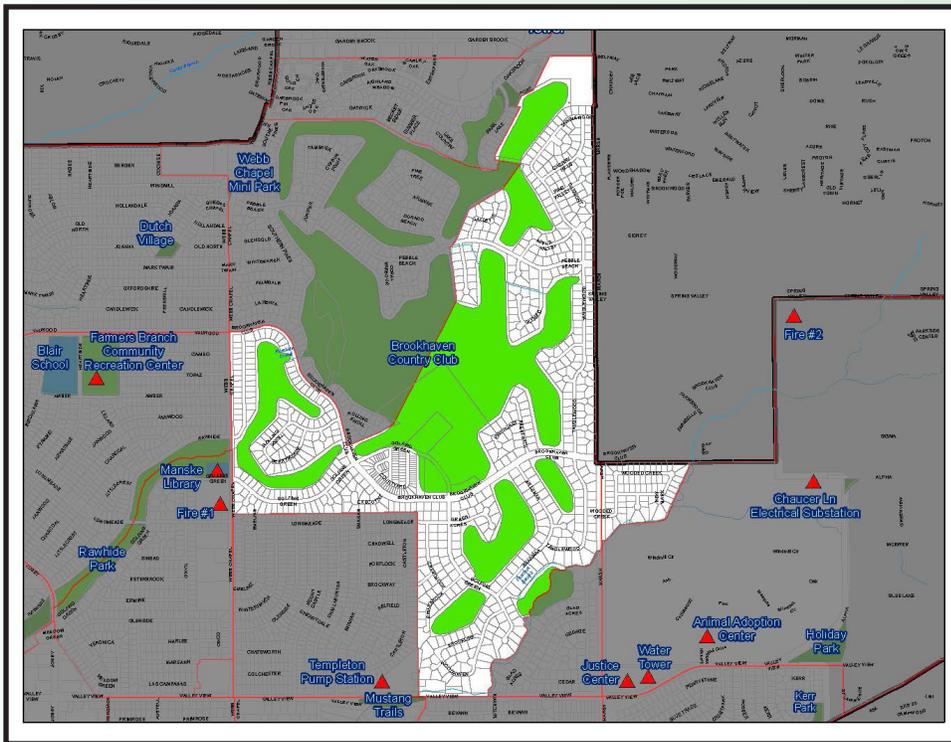
The primary neighborhood asset in East Brookhaven is Brookhaven Country Club. The Country Club provides a significant open space amenity within the neighborhood and provides recreational opportunities for its members including golf, tennis and socializing. Lots and homes adjacent to the Country Club are relatively under utilized making East Brookhaven a prime location for the demo-rebuild program. Older homes within the neighborhood, particularly those adjacent to fairways, are very attractive for reinvestment, particularly since many of the Country Club's members do not live adjacent to the Club and the ability to do so may be highly attractive if given an incentive for investment.

Neighborhood Weaknesses

There are no public parks or public facilities within East Brookhaven. Brookhaven Country Club's 54 holes of golf, 41 tennis courts, swimming pools, athletic facilities and other amenities are well-maintained and are utilized heavily for regional tournaments due to their quality. Many of the rear fences adjacent to the golf course are in disrepair.

Recommendations

- Utilize the demo-rebuild program in appropriate locations, particularly in aging sections, maximizing fairway views and country club access as an attractive investment and lifestyle opportunity.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, fence repairs, significant landscape improvements and other such improvements.
- Protect the overall perception of the neighborhood and Country Club by enforcing code compliance, particularly in areas that are visible from fairways and the public view.
- Consider the creation of a neighborhood organization to facilitate interaction between neighbors, continued property maintenance and to facilitate a sense of identity between residents and the Country Club itself.
- Create a marketing campaign focused on promoting the attractive amenity of fairway lots.
- Proactive Code Enforcement.
- Encourage formation of a Neighborhood Association.



East Brookhaven Strategies

- Demo-Rebuild
- Exterior Incentives
- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Parks
- Neighborhood Support Program
- Proactive Code Enforcement



neighborhood redevelopment strategies

West Brookhaven

Housing Conditions

Generally speaking, housing conditions in West Brookhaven are in fair to good condition. Housing stock in West Brookhaven was built between 1960 and 1969 during the first phases of Brookhaven Country Club. Home values in West Brookhaven range between \$100,000 and \$199,999. Lot sizes in West Brookhaven are generally smaller than lots found in East Brookhaven.

Neighborhood Strategy Classification

West Brookhaven is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

West Brookhaven received a 1.0 out of a possible 5 points for walkability. Positive factors impacting the walkability score include the presence of pedestrian facilities and the proximity to open space. Negative factors impacting the score include the general lack of walkable access to public facilities, schools and transit.

Neighborhood Assets

The primary neighborhood asset in West Brookhaven is Brookhaven Country Club. The Country Club provides a significant open space amenity within the neighborhood and provides recreational opportunities for its members, including golf, tennis and socializing. Lots and homes adjacent to the Country Club are relatively under utilized making East Brookhaven a prime location for the demo-rebuild program. Older homes within the neighborhood, particularly those adjacent to fairways, are very attractive for reinvestment, particularly since many of the Country Club's members do not live adjacent to the Club and the ability to do so may be highly attractive if given an incentive for investment.

Neighborhood Weaknesses

There are no public parks or public facilities within West Brookhaven. The Country Club's 54 holes of golf, 41 tennis courts, swimming pools, athletic facilities and other amenities are well-maintained and are utilized heavily for regional tournaments due to their quality. Many of the rear fences adjacent to the golf course are in disrepair

Recommendations

- Utilize the demo-rebuild program in appropriate locations, particularly in aging sections, maximizing fairway views and country club access as an attractive investment and lifestyle opportunity.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, fence repairs, significant landscape improvements and other such improvements which amount to more than \$20,000 in improvements.
- Protect the overall perception of the neighborhood and Country Club by enforcing code compliance, particularly in areas that are visible from fairways and the public view.
- Consider the creation of a neighborhood organization to facilitate interaction between neighbors, continued property maintenance and to facilitate a sense of identity between residents and the Country Club itself.
- Create a marketing campaign focused on promoting the attractive amenity of fairway lots.
- Proactive Code Enforcement.
- Encourage the formation of a Neighborhood Association.



West Brookhaven Strategies

- Demo-Rebuild
- Exterior Incentives
- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Parks
- Rear-Entry Garage
- Neighborhood Support Program



neighborhood redevelopment strategies

Oakbrook

Housing Conditions

Single family housing conditions in Oakbrook are generally excellent. The majority of single family housing was built after 1980 and is generally valued at over \$250,000. An area of townhomes exists on the northern side of Oakbrook. Townhomes are generally in good condition, with a few minor maintenance issues identified. Values within the townhome areas are generally significantly lower than those within single family areas south of Oakbrook. Several garden style apartments are situated on the eastern edge of Oakbrook. These apartments were generally in acceptable conditions at the time of the study.

Neighborhood Strategy Classification

Oakbrook is classified as an area for which Neighborhood Preservation strategies would be appropriate, particularly within the quality and stable single family districts.

Walkability Score

Oakbrook received an overall walkability rating of 1.5 out of a possible 5. Positive factors influencing the score were the general presence of pedestrian facilities within the neighborhood. Additionally, there is park space on the eastern side of the neighborhood but certain barriers to direct accessibility exist. Negative factors impacting the score include the lack of schools within walkable distance, the lack of comprehensive park coverage and the lack of transit near the neighborhood.

Neighborhood Assets

Oakbrook's single-family section is in excellent condition. Many of the homes within this area are marketable and attractive. The presence of Brookhaven Country Club provides fairway view homes and the private park provides usable park space for neighborhood residents. Oakbrook Parkway provides a quality and attractive roadway through the neighborhood.

Neighborhood Weaknesses

There is a significant amount of medium density and high density housing within Oakbrook. While the majority of this housing stock is in fair to good condition, it will be important to monitor these areas, particularly the garden style apartments, for any signs of code violations and deterioration in order to protect the integrity of the neighborhood as a whole and to encourage continued property ownership, investment and maintenance.

Recommendations

- Ensure that the townhomes north of Oakbrook Drive remain well maintained, quickly addressing any code compliance issues.
- Ensure that multifamily communities remain well maintained, quickly addressing any code compliance issues.
- Consider creating a townhome incentive program where residents may also receive a rebate from the city if certain improvements which enhance the overall desirability and marketability of the units are performed.
- As garden style apartments reach the end of their use life, encourage their replacement with loft style apartments with fairway views.
- Ensure that development along Garden Brook Drive is compatible with Oakbrook, potentially including a transition from townhomes or patio homes along Garden Brook towards more retail uses along Beltline.



Oakbrook Strategies

- Exterior Incentives
- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Support Program



neighborhood redevelopment strategies

Valley View Estates

Housing Conditions

Housing conditions within Valley View Estates are excellent. Homes within the neighborhood are well maintained and show no signs of exterior deterioration. The majority of homes in Valley View Estates were built after 1990, making the neighborhood one of the last subdivisions built within the Central Area. Homes within the neighborhood are all valued over \$300,00 with the vast majority having housing values greater than \$400,000.

Neighborhood Strategy Classification

Valley View Estates is classified as an area for which Neighborhood Preservation strategies would be appropriate.

Walkability Score

Valley View Estates received a 2.0 out of a possible 5 points. Factors positively influencing the score include the presence of pedestrian facilities, a private park for residents to use and transit accessibility along Valley View Lane. There is no walkable access to schools or public facilities, besides the Police Department. Brookhaven Community College, and its jogging/recreational trails, is only accessible via Glad Acres Drive. No pedestrian connections exist on the eastern or northern portions of the subdivision.

Neighborhood Assets

The main asset within Valley View Estates is its quality housing. Housing conditions are exceptional and housing sizes are much larger than the community as a whole. The neighborhood contains a private park, pond and walking trail. The neighborhood is relatively self-contained and will not likely face any exterior pressures in the near future.

Neighborhood Weaknesses

The neighborhood is essentially self-contained with only one point of access for vehicles and pedestrians. There is a general lack of convenient access to recreational trails surrounding Brookhaven College, particularly for residents in the central and northern areas of the neighborhood.

Recommendations

- Consider the creation of a neighborhood organization to facilitate interaction between neighbors and continued property maintenance.



Valley View Estates Strategies

- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Support Program



neighborhood redevelopment strategies

Kerr Park

Housing Conditions

Housing conditions in Kerr Park are mixed, however the majority of the housing stock in the neighborhood is in good condition. Yards are relatively maintained and rear-entry garages preserve enhance the amount of landscaping along the street enhancing curb appeal.

Neighborhood Strategy Classification

Kerr Park is classified as an area for which Neighborhood Conservation strategies would be appropriate.

Walkability Score

Kerr Park received a 2.5 out of a possible 5 points in terms of its walkability rating. Positive factors influencing the score include the presence of Pedestrian Facilities, parks and transit. Negative factors influencing the score include the lack of walkable schools, lack of walkable retail and the lack of parks on the western side of the neighborhood.

Neighborhood Assets

Kerr Park is an asset to the eastern side of the community and provides recreational opportunities for residents. While not within the neighborhood itself, Brookhaven College lies directly to the north of Kerr Park. The extensive trail system around the College provides additional recreational opportunities for Kerr Park residents. The neighborhood is located within close proximity to Interstate 635 which provides easy commuting access to the regions employment centers.

Neighborhood Weaknesses

Generally housing conditions are fair but signs of exterior improvements to many housing structures are evident. The proximity of Interstate 635 provides quick freeway access, however the negative impacts of traffic and noise, if unmitigated, may directly impact the properties along Ridge Oak Drive.

Recommendations

- Continue to have strong code enforcement and compliance to ensure that properties are well-maintained and to guard against physical deterioration or properties.
- Create an incentive program that encourages residents to perform exterior property maintenance.
- Consider creating a neighborhood park within the western sections of Kerr Park.



Kerr Park Strategies

- Neighborhood Renaissance
- Exterior Incentives
- Prototype Housing Program
- Landscaping Incentives
- Arborist consulting Program
- Tree Canopy Enhancement
- Christmas in July
- Faith-Based/Civic Partnerships
- Rear-Entry Garage
- Roadway Enhancements
- Neighborhood Assistance Program

neighborhood redevelopment strategies

Wooded Creek

Housing Conditions

Housing conditions within Wooded Creek are generally good to excellent. Homes within Wooded Creek were built in the 1970s and are generally valued between \$200,000 and \$399,000. Homes and yards are generally well maintained and a mature tree canopy is developing within the neighborhood.

Neighborhood Strategy Classification

Wooded Creek is classified as an area for which Neighborhood Preservation strategies would be appropriate.

Walkability Score

Wooded Creek received a 1.0 out of a possible 5 points on the walkability score. Positive factors affecting the neighborhoods walkability include the presence of pedestrian facilities. There is generally no walkable access to transit, public facilities, schools or public parks. There is access to Brookhaven College and its recreational trails via Marsh Lane.

Neighborhood Assets

Similar to Valley View Estates, the main asset of Wooded Creek is the stability of the neighborhood. The neighborhood is generally self-contained and is surrounded on two sides by Farmers Branch Creek which provides significant tree cover, a natural feel and seclusion. While not in Farmers Branch, Vitruvian Park provides new park space and will eventually provide a new retail component. Wooded Creek is situated in a prime location to utilize these amenities.

Neighborhood Weaknesses

Currently there is no direct pedestrian access to the new urban center, Vitruvian Park. a future trail, either along Marsh Lane or Farmers Branch Creek should be considered to connect this neighborhood with Vitruvian Park and the Brookhaven College trail system.

Recommendations

- Consider the creation of a neighborhood organization to facilitate interaction between neighbors and continued property maintenance.
- Create an incentive program encouraging residents to perform major improvements such as external repairs, internal home repairs, home additions, significant landscape improvements and other such improvements which amount to more than \$20,000 in improvements.
- Investigate the possibility of replacing the existing wooden fence along Marsh Lane with a precast concrete or masonry wall.



Wooded Creek Strategies

- Exterior Incentives
- Landscaping Incentives
- Arborist consulting Program
- Neighborhood Parks
- Neighborhood Support Program



neighborhood redevelopment strategies

Tools for Housing Strategies

The following are housing strategies and housing programs that should be considered within the Central Area.

Neighborhood Renaissance

The Neighborhood Renaissance program is a proactive approach by the City towards improving neighborhoods and attracting reinvestment. The City building official identifies properties that are deemed to be unsafe or dangerous, often properties with significant structural damage that are beyond the repair. The City then purchases the existing structure and demolishes the dangerous home. The City then sells the vacant property to a private party under the condition that the new structure has a value approximately 5-times higher than the sale price of the land. Funds from the sale of the land are placed into an Economic Development fund.

This program is beneficial for two primary reasons. First, the project removes dilapidated and dangerous eyesores from neighborhoods. Second, it creates value by incentivizing new, higher quality development within the neighborhood. While dangerous structures should be removed city-wide, the most opportunistic locations should be concentrated in areas where private investment is likely. This will make the program more effective by ensuring that the City is able to sell the vacant property to a private party, rather than maintain ownership of the property indefinitely due to a lack of demand for private investment within certain areas.

Demo-Rebuild

The intent of the Demo-Rebuild program is to make existing neighborhoods in Farmers Branch attractive to private development. The program encourages a private party to purchase an existing home, demolish the existing home and build a new structure containing a higher value than the existing structure. In exchange for demolishing an existing structure and replacing it with one of higher value, the City will assess property

taxes on the existing structure, rather than on the new higher value structure, for a period of seven years.

The benefit of this program is evident within the Branch Crossing neighborhood. A significant amount of new investment has translated to higher property values and higher tax assessments by the City.

This program is currently promoted City-wide. Private investment is a key cornerstone of this program and therefore some areas of the Central Area may be more appropriate for this program than others. Stable neighborhoods with access to public facilities, parks or other amenities are places where people feel comfortable making a private investment. These areas, such as Branch Crossing, should receive the main emphasis of the demo-rebuild program.

Exterior Incentives

Exterior Incentives are those which encourage private owners to perform minor external improvements to their property in exchange for a City rebate. External improvements may include adding a front porch, new façade or roof replacement, among others. Generally speaking, a property owners will spend a specific amount of money on private improvements, such as \$10,000, and the City will rebate the owner 10 percent of total value, or as specified by Council.

Living Space Expansion Program

In many neighborhoods, the structural condition of an individual property may be in excellent condition, but the structure may not meet the living space desired by the existing resident or the current market environment. A program that encourages the addition of new living space should be established by the City. Rather than focusing on demolition, this program focuses on adding additional square footage to the existing structure, such as a new section to the home or a second story. Many of the housing types within the Central Area are ranch style homes that are

rectangular in nature. A pattern book (housing prototype guidebook) should be considered by the City that provides several housing expansion options for ranch style homes, enabling residents to visualize how their existing home could be expanded. The investment in a home expansion can be extensive and therefore certain neighborhoods within the Central Area will be more attractive for significant investment than others.

Landscaping Incentives

Landscaping has the potential to drastically improve overall appearance of private properties and can significantly enhance the look and feel of neighborhood streets. Landscaping incentives may be used by the City to encourage landscaping enhancements on private property by providing a percentage match on the total amount spent on such improvements. A minimum improvement amount should be provided, such as \$2,000 worth of improvements.

It may be beneficial to provide a landscaping guidebook that provides several landscaping options for various housing types within the Central Area. The City may require landscaping improvements to closely follow certain elements within the design guidebook in order to be eligible for a rebate.

Arborist Consulting Program

The City of Farmers Branch is known as a “city within a park.” Its parks and landscaped corridors are a key, definitive feature of the community. The City may consider providing arborist consulting appointments to community. Residents would be able to schedule a 15-30 minute appointment with the City Arborist where they could discuss landscaping enhancement ideas for their home. This program would not only be unique to Farmers Branch, it would also help to encourage landscape enhancements on the private sector.

Roadway Tree Canopy Incentive

The presence of mature trees and roadway

tree canopies can significantly enhance the streetscape and curb appeal of individual homes and neighborhoods. Large trees and tree covered roadways are often associated with mature, established neighborhoods and are often leveraged as a property or neighborhood amenity.

While tree planting should be encouraged throughout the Central Area, it may be beneficial to concentrate tree planting efforts within certain areas, particularly those containing a parkway—a strip of grass between the street and sidewalk. As roadway improvements occur within such neighborhoods, utilities should be located in a manner that accommodates the planting of street trees. When feasible, tree planting within the parkway should accompany roadway improvements. On average, one tree every 40-50’ should be planted, or roughly one per household. A set list of appropriate trees should be established by the City in order to minimize root damage to public infrastructure. Shrubs and evergreens should be discouraged within the parkway.

Housing Prototype Guidebook

The City may consider hiring an architect as a consultant to develop a pattern book or housing prototype book for demo-rebuild properties. This guidebook should consider predominant housing patterns within the City, such as predominant lot sizes, and should define various housing styles, designs or options that could be utilized for development within those parameters and constraints.

Housing within the Valwood Estates neighborhood, Dutch Village and other northwestern neighborhoods should have affordable redevelopment options, emphasizing Traditional Neighborhood Design concepts. The Prototype guidebook should also provide scenarios for maximizing living space on small lots. If desired, many of the housing prototype examples may be “pre-approved” by the City, encouraging redevelopment by avoiding a certain fees or bypassing certain approval processes.

neighborhood redevelopment strategies

Neighborhood Parks

Neighborhood parks are intended to provide a direct benefit to individual neighborhoods. They are centrally located in order to promote use and access by neighborhood residents. Attractive neighborhood parks, with a mixture of passive and active recreational options, provide space for neighbors to congregate and socialize. Picnic areas and grilling areas provide locations for families to enjoy time outdoors, playgrounds create spaces for children to play and basketball courts, volleyball courts or tennis courts provide spaces for youth to recreate. Parks not only provide a recreational element, but studies have shown that property values adjacent to parks are typically higher than a similar product not adjacent to a park.

The City has done an exceptional job of creating neighborhood parks within individual neighborhoods. This should continue in the future and the City should strive to create at least one neighborhood park within every residential neighborhood.

Christmas in July

Once a year, the City may desire to organize a program that gathers volunteers to perform minor outside maintenance and repairs for homeowners who are physically or economically unable to perform maintenance tasks. Typical improvements would include painting and landscaping maintenance. The City would allow residents to apply for aid and then would coordinate with local civic/church groups to assist applicants with minor repairs and maintenance.

Faith-Based/Civic Partnerships

Similar to Christmas in July, the City may work with local civic and faith-based organizations to provide more significant aid to various residents within the community. Rather than performing only minor outside maintenance and repairs, volunteer groups may select one or several homes for an “extreme makeover” where more signifi-

cant repairs or additions may be performed. For example, teams may add internal lighting fixtures, perform roof repairs, kitchen updates or increase the amount of living space. A City building official and builder should be involved to provide technical expertise and coordination. The City may desire to have some monetary contributions towards repairs, but much of the materials, time and effort will likely be donated and volunteered.

Conversion to Rear-Entry Garage

Rear-entry garages can improve the overall aesthetics of a street by replacing driveways and parked cars with continuous landscaping and can reduce criminal activity or mischief in alleys by making them more visible.

Local communities, such as University Park, Highland Park and portions of East Dallas, have converted many of the utility easements to rear entry garage alleys and have required all new demo-rebuild development to have rear-entry garages. Some neighborhoods, such as Johnston Park, have 10'-12' utility easement alleys, similar to those found in University Park and areas of East Dallas. The City may consider converting these utility alleys to paved alleys and can encourage or require new development to have rear-entry garages.

Connectivity Enhancements

A determining factor for making neighborhoods attractive for reinvestment is walkability. Generally speaking, the ability for residents to walk to nearby amenities in a safe manner is a highly desirable characteristic. The walkability analysis has defined general deficiencies within individual neighborhoods. It may be necessary for the City to proactively create or improve sidewalks, pathways, bicycle routes and trails and to mitigate any major impediments or barriers to walkability in order to enable residents to have convenient access to parks, transit, public facilities and retail.

Collector Road Enhancements

Enhancing major collector roadways within

neighborhoods can dramatically alter visual appearance and aesthetics. The City has enhanced several collector roadways, such as Austell Parkway and Tom Field Road, and other collector roadways should be considered for enhancements, such as Templeton Trail, Longmead Drive (west of Rawhide Parkway), Heartside Pl., Dennis Lane and Bee Street.

Collector road enhancements may include a landscaped median with trees, such as Templeton Trail, or may include other enhancements such as trees, benches, gateway structures, enhanced cross-walks and curb bulb-outs, among others.

Neighborhood Assistance Program

One of the main tools for preserving long-term neighborhood integrity is by establishing an identity to various neighborhoods within the Central Area. Creating a neighborhood conservation program provides organizational tools for residents to create and maintain neighborhood organizations. Neighborhood organizations can then take on a more active role in encouraging private property maintenance and identifying any development issues, because the neighborhood as a whole is viewed in its entirety.

The City may also aid the formation of neighborhood identities by placing neighborhood signage toppers on stop signs and by creating gateways at primary neighborhood entrances, such as at collector roadways. These examples, among others, help to foster a sense of identity, pride and attachment between residents and neighborhoods. City funds may be allocated using an annual grant program

Neighborhood conservation programs should first be focused on neighborhoods in good condition—primarily those falling under the Neighborhood Preservation and Neighborhood Conservation strategies. Neighborhood organizations can help to mitigate decline and preserve neighborhoods that are currently in good condition.



Before: Existing Templeton Trail



After: Templeton Trail with Collector Roadway Enhancements

neighborhood redevelopment strategies

Housing Strategies Matrix

The following matrix contains each of the 20 neighborhood areas within the Central Area of Farmers Branch. A listing of the housing tools identified within the previous section is also included. This matrix is intended to identify which strategies may be most appropriate for each neighborhood since differences in character, needs, assets and weaknesses exist. It is, however, not an exhaustive list and it should be noted that while a certain strategy may not be listed as appropriate for a specific neighborhood, that should not be taken to assume that the particular strategy can not be used within that neighborhood. This matrix is intended to serve as a guide for City Officials on how and where to best coordinate limited financial and staff resources.

Neighborhood	Walkability				Housing Conditions			Overall Strategy			Neighborhood Enhancement Programs																	
	Public Facility	Park	Transit	Retail Access	Sidewalks	Excellent	Good	Fair	Poor	Preservation	Conservation	Rehabilitation	Neighborhood Renaissance	Demo-Rebuild	Exterior Incentives	Prototype Housing Program	Landscaping Incentives	Arborist Consulting Program	Tree Canopy Enhancement	Neighborhood Parks	Specialty Parks	Christmas in July	Faith-Based /Civic Partnerships	Rear-Entry Garage	Roadway Enhancements	On-Street Parking Improvements	Neighborhood	
Valwood Estates																												
Squire																												
Branch Crossing																												
Oran Good																												
North Rawhide																												
Rollingdale																												
Dutch Village																												
South Rawhide																												
Austell																												
Mailon Park																												
Sunbeck																												
Temple Trails																												
Brookhollow Estates																												
Johnston Park																												
East Brookhollow																												
West Brookhollow																												
Oakbrook																												
Valley View Estates																												
Kerr Park																												
Wooded Creek																												

neighborhood redevelopment strategies

Multi-Family Residential

Currently there are 20 multi-family residential developments, containing approximately 3,527 dwelling units within the City. Nine of these developments (containing approximately 1,065 dwelling units) are located within the Central Area. All of these nine developments are at least 30 years old, and need significant updating to stay competitive in the current rental market. Many of these complexes are well located within the Central Area, and are prime locations for new residential or commercial redevelopment. Listed below are the existing multi-family development best suited for redevelopment.

Cooks Creek and Ventana Apartments

These two adjacent developments are located along Josey Lane, just north of Valwood Parkway and Cooks Creek. Both of these communities are two story “garden style” apartments. Both were built in the 1970’s. Combined, these two developments contain approximately 520 dwelling units, making it one of the largest apartment communities in the City. Although some exterior and interior improvements have been made to both complexes over the last 40 years, the existing apartment units are obsolete and not competitive within the North Dallas rental market. The overall physical condition of both complexes is poor. Over the last decade, numerous code enforcement violations have been issued, and adequate property maintenance is always a struggle.

Due to its excellent location near schools, parks, shopping, and religious institutions, both communities are well-situated for new residential development. Currently both developments are

classified as low density apartment projects, due to their two story and surface parking design.

Recommendation

Redevelopment into a medium density multi-family development, consisting of three to four stories and partial structured parking would be appropriate and marketable for this area. Future City improvements to Cooks Creek, creating a more naturalized water feature, would vastly increase the area’s marketability for redevelopment.

Villa Creek and London Villa Apartments

These two developments are also adjacent to one another. Located on the west side of Josey Lane just north of LBJ Freeway and Villa Creek Drive, these two developments contain approximately 161 dwelling units. Both of these developments were built in the early 1970s and consist of two story “garden style” apartments with surface parking. Although some exterior and interior improvements have been made to both complexes over the last 40 years, the existing apartment units are obsolete and not competitive within the north Dallas rental market. The overall physical condition of both complexes is poor. Over the last decade, numerous code enforcement violations have been issued, and adequate property maintenance is always a struggle.

Although comparatively smaller than the Cooks Creek/Ventana community, this area has a higher potential for either residential or commercial redevelopment due to its close proximity to LBJ Freeway. This community also has an elementary



Cooks Creek Apartments



Ventana Apartments

school (Janie Stark) located nearby, as well as a City Park (Mallon Park). Some retail shopping is located nearby, but pedestrian access is difficult.

Recommendation

Redevelopment into a medium density multi-family development, consisting of three to four stories and partial structured parking would be appropriate and marketable for this area. Redevelopment into regional retail would also be appropriate, if designed properly. Possible realignment of Villa Creek Drive to the north of the communities may be advantageous for redevelopment, and create better traffic movement along this southern portion of Josey Lane.

Brookhaven Apartments

This small apartment community is well located along Marsh Lane, near Brookhaven Country Club, Beltline Road, and Vitruvian Park (new large mixed use community in Addison, just west of Marsh Lane). Brookhaven Apartments were built in the late 1970's and consist of two story "garden style" apartments with surface parking. Although the floorplan and overall design of the apartment units is outdated and obsolete, the overall physical condition of the community is satisfactory. City code enforcement issues have been minimal over the last decade.

Recommendation

Due to its excellent location adjacent to the Brookhaven golf course and close proximity to shopping and entertainment along Beltline Road,

this community is very marketable for residential redevelopment. Redevelopment into a medium density multi-family development, consisting of three to five stories with structured parking would be appropriate and marketable for this area. No City improvements are needed to increase marketability at this location.

Havenhurst/Quarters/Macon Manor

Although not adjacent to one another, all three of these small multi-family communities are located within the DART Station Area. All three communities are low density developments consisting of two story buildings with surface parking. All three communities are more than 30 years old, and are obsolete with current multi-family market. Therefore rents are comparatively lower than average for these units. The overall physical condition of these complexes is poor. Over the last decade, numerous code enforcement violations have been issued, and adequate property maintenance is always a struggle.

Recommendation

Due to their excellent location to the DART station, and the City's long range vision for this area, redevelopment of these communities into higher density residential or mixed-use projects is appropriate and marketable. The 2012 Station Area Masterplan shows these areas redeveloping into projects ranging from two to six stories, and most likely containing some form of structured parking, possibly centrally shared among several small projects. Redevelopment into higher den-

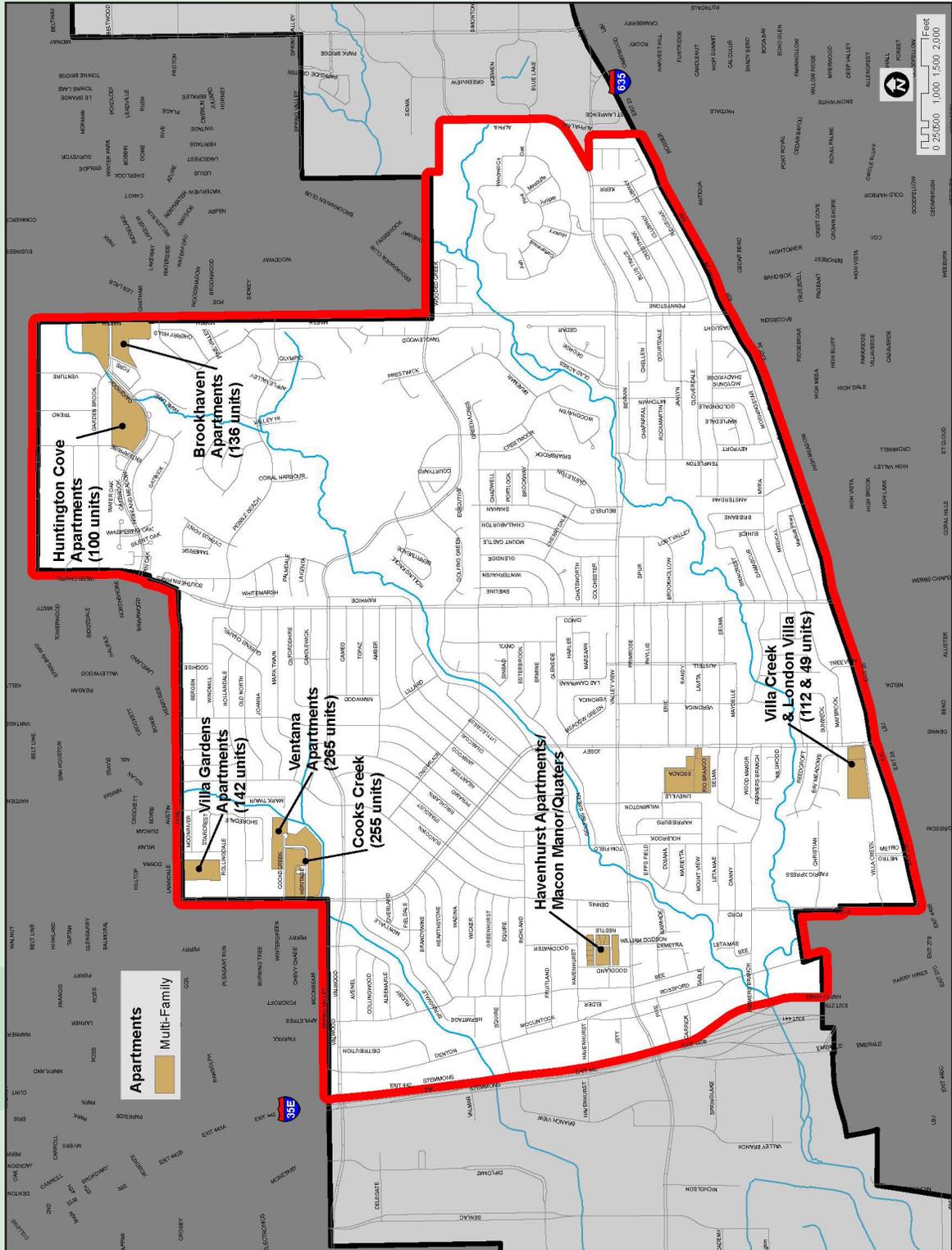


London Villa Apartments



Village Creek Apartments

neighborhood redevelopment strategies



Apartment Facilities Map



CENTRAL AREA PLAN

retail strategies

Retail Strategies

The following chapter discusses some general concepts that should be utilized to create more attractive and desirable retail centers and provides examples of programs that may be considered in order to encourage reinvestment within nonresidential districts.

Existing Retail Corridors

There are five retail districts within the Central area. These five districts are:

- Shops at Branch Crossing (formerly Four Corners)
- Valwood Shopping Center
- LBJ Freeway (IH635) Corridor (between Webb Chapel and Ford Road)
- Stemmons Freeway (IH35-E) Corridor (between Liberty Plaza to Valwood)
- Beltline Corridor (between Marsh Lane and Webb Chapel)
- DART Station Area

Most of the shopping centers in the Central Area were built in the 1960s and have served the community for 50 years. For example, when Branch Crossing and the Valwood Shopping Center were first built in the 1960s these centers served as the regional shopping area for most of the far north Dallas area. Unfortunately, as new suburbs developed further northward in the 1970s and 1980s, the major department anchor stores moved northward too, leaving these aging centers without a primary retail attraction. Although some new development has occurred within these older retail areas, most of the existing retail buildings have experienced minimal updating and are now obsolete and in poor condition. Consequently these existing shopping centers have a high percentage of vacant rental space.

Currently the City has approximately 1,500,000 square feet of existing retail space within the Central Area. Less than half of this space is currently occupied and operating as a retail business. Due to the abundance of available retail rental space

within Central Area, rent rates for this retail space are extremely low and very short term. Unfortunately most building repairs and improvements for these aging retail buildings are the responsibility of the tenant. These low rents encourage smaller retail businesses to locate within the City. Although some of these businesses can be beneficial to the City, such as a small family-owned restaurant, it also includes some more less desirable ones, such as second-hand clothing stores, furniture rental stores, check cashing businesses, and tire/wheel stores.

The Shops at Branch Crossing

This 54 acre district is the primary existing shopping area for the Central Area. All four corners of the Valley View Lane and Josey Lane intersection are used for various types of retail activity. By 2006 most of the commercial buildings in this district were either vacant or in disrepair. Vacancies were hovering at 50 percent. In 2007 the City began a visioning process to determine how this area should be revitalized. A marketing study was performed. This study identified that the Branch Crossing shopping district was no longer a viable regional retail center and should redirect its efforts towards providing more retail services needed by the surrounding neighborhoods. This study also stated that the 54 acre study area contained too much existing retail or commercial lease space. The study strongly suggested new peripheral land uses, such as higher density residential, be introduced in the area. Using this idea of creating a better mix of land uses in the study area, the City then began a year long visioning process for the entire area. Through the use of extensive public input, which included a week-long design on-site workshop, the City developed and adopted the Four Corners Vision (Resolution 2008-36). This adopted Vision Plan serves as the long range master plan for this district.

To help stimulate some of the redevelopment elements established in the Four Corners Vision Plan, the City purchased nine acres of commercial property on the southeast corner of Valley view and Josey Lane. These nine acres contained

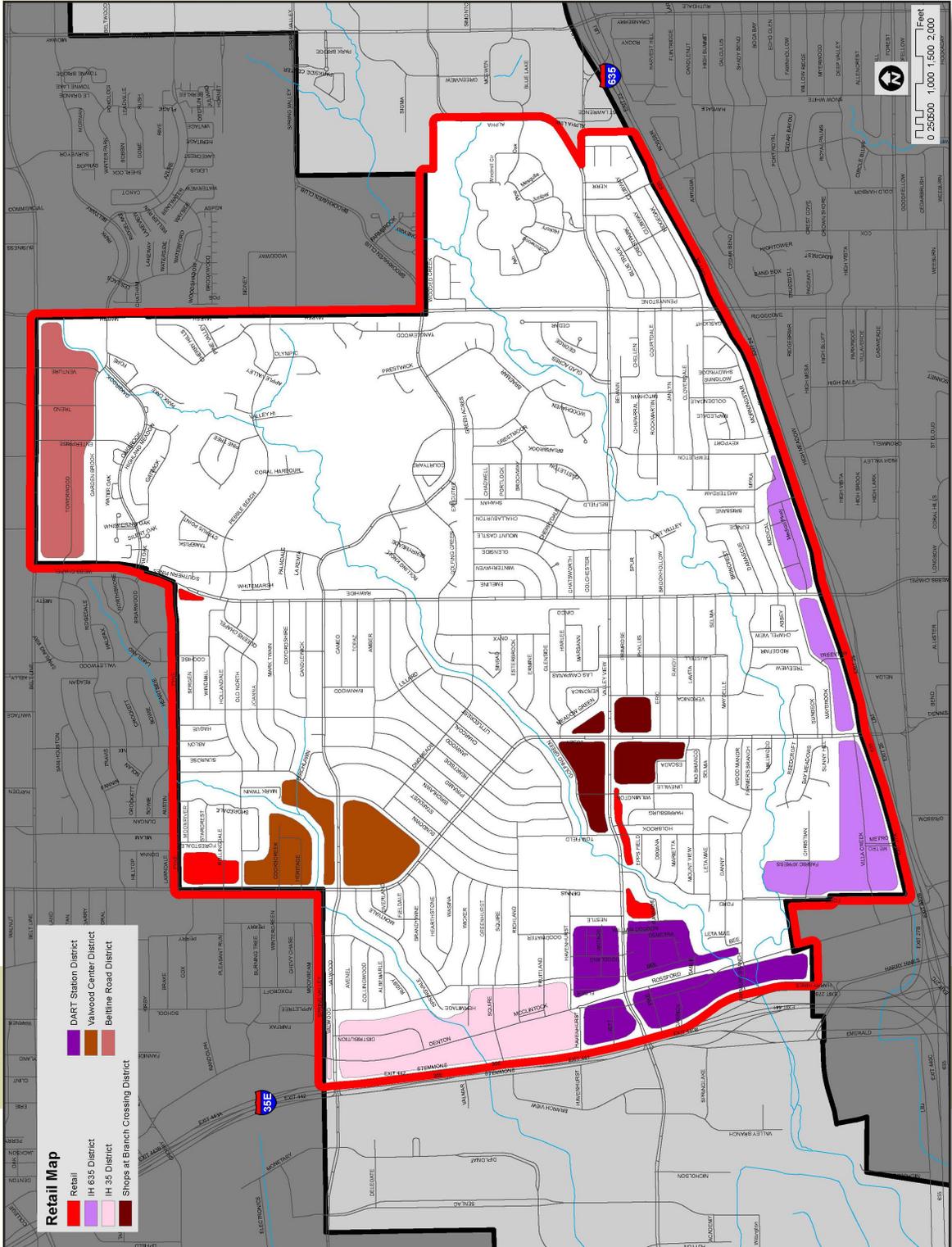


Before: The Shops at Branch Crossing Streetscape Improvements



After: The Shops at Branch Crossing Streetscape Improvements

retail strategies



Retail Map

two dilapidated retail buildings containing approximately 75,000 square feet. Upon purchase of these tracts, the City immediately razed both dangerous structures and began aggressively marketing the property. In 2010 the City officially renamed the district “The Shops at Branch Crossing”. In 2011 the Walmart corporation agreed to purchase four acres from the City and build a new Neighborhood Market (grocery/pharmacy store). Supported by the 2007 marketing study, and the public input received during the Vision Plan requesting “a new grocery store”, the City approved the Specific Use Permit and associated Site Plan for this new store. On April 25, 2012, the new Walmart Neighborhood Market opened for business. With the introduction of a new stable retail anchor into the district, several other redevelopment projects have emerged, and the long term future of district appears bright. The City hopes to continue this type of retail revitalization in other locations within the Central Area.

Valwood Shopping Center

This retail district contains approximately 14 acres and 150,000 square feet of existing retail lease space. Like Branch Crossing, this center was built in the 1960’s and served as a major regional retail center for approximately a decade. An existing grocery store (Kroger) still serves as the major retail anchor for the center. An existing strip retail center of approximately 75,000 square feet flanks the Kroger store. Although some exterior façade improvements have been made to the strip center in the last ten years the current vacancy rates remains at 50 percent. An oversized, under-landscaped surface parking lot dominates the frontage of this shopping center along Valwood Parkway. The center has ample opportunities to create new retail out parcels along Valwood without jeopardizing the parking needs of the existing Kroger store or the strip center. The redevelopment of the Valwood Parkway frontage with new freestanding stores and new land-



Valwood Center infill land uses and site enhancements

retail strategies

scaped walkways would dramatically improve the appearance and marketability of the existing center. In addition, creating some sort of attractive pedestrian linkage to Farmers Branch Park to the south of the center would be recommended.

LBJ Freeway(IH635) Corridor

With the expansion of LBJ Freeway currently underway, this commercial district is experiencing an awkward transition. Many of the existing buildings within this corridor have been demolished to make room for the new westbound frontage road. With this new freeway expansion, the City has a great opportunity to improve its physical appearance to thousands of daily freeway travelers. Currently this district is anchored by the Dallas Medical Center located east of Webb Chapel. Peripheral medical and professional office land uses should remain stable in this area, as long as the Medical Center remains. The development of needed senior housing is an appropriate land use east of the existing hospital.

Upon the completion of the new freeway, this corridor west of Webb Chapel will enjoy extremely high traffic volumes and should command new interest in new regional retail development. Although the depth of this district will be limited in several spots, there should be good opportunities for new “junior box retail” (20-40,000 square foot retail businesses) as well as ample locations for freestanding quality restaurants. This corridor will offer its best opportunity for development of regional retail businesses. A strong emphasis should be placed on landscaping and sign control along this corridor.

Stemmons Freeway (IH35-E) Corridor

Although not currently funded, the expansion of Stemmons Freeway (IH35-E) is inevitable in the next 20 years. With this expansion, the City has another opportunity to improve physical appearance along this major travelway. Many of the existing retail and commercial buildings along this corridor are auto-related businesses (motorcycle sales, car repair, etc). As Stemmons Freeway expands, there will be new opportuni-

ties for additional landscaping along both sides. Special attention should be given toward additional landscaping requirements and sign control throughout this area. This corridor will continue to be one of the few locations within the city for future regional retail development.

Beltline Corridor

A small portion of Beltline Road is located within the City. This southern section of Beltline, between Marsh Road and Webb Chapel Road, is currently composed of a mixture of light industrial and general retail land uses. The City recently rezoned this corridor from Light Industrial to Local Retail 2 in hopes of encouraging more restaurant and entertainment redevelopment within the City. To foster more restaurant expansion in this area, the City prohibited future auto-related land uses (used car sales, auto part stores, auto repair). Additional streetscape improvements, and stricter sign control along this section of Beltline are recommended.



Beltline Corridor

DART Station Area

This 144 acre area is located east of Stemmons Freeway (IH35-E) and south of Havenhurst Street. There is some existing commercial land uses within the area, but much of the area is vacant or underdeveloped. Most of the existing retail businesses are located along either the Stemmons northbound frontage road or Valley View Lane. Many of the existing businesses are auto related (tire store, auto repair, etc). Most of the existing

commercial buildings within this district are more than 50 years old and are in poor condition. Due to their age, and lack of regular maintenance and updating, these buildings are obsolete and rental rates for these properties are extremely low and short term.

For several decades the City has anticipated this area redeveloping into its new “downtown”. In preparation for this, the City acquired approximately 17 acres of property in close proximity to the Dallas Area Rapid Transit (DART) Station and platform. In 2002 the City adopted a Conceptual Master Plan for this area. This new Masterplan consisted of new urban style mixed use developments, containing new retail, office and residential land uses. In 2005 the City adopted a new form-based code zoning district for this entire area. This new code requires all new development to follow a more urbanized design concept and encourages a more sustainable mix of retail and residential land uses throughout the district, especially close to the new Transit Station. Other urban design elements such as street parking, structured rear parking, wider sidewalks and street trees are also incorporated within this district. In 2012 the City adopted an amendment to the original master plan, allowing for more flexibility for more traditional retail and restaurant development opportunity within a portion of the district.

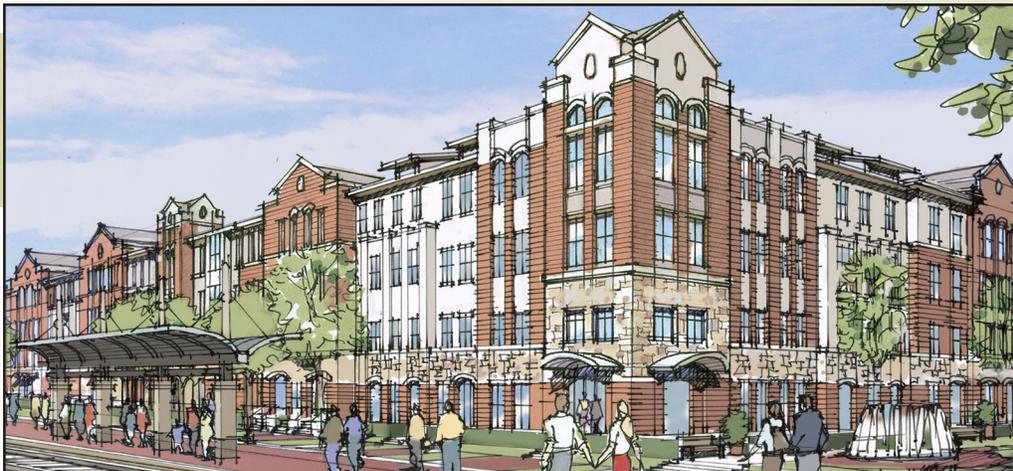
With the opening of the new DART Green Line in 2010, the Farmers Branch Transit Station came into full operation. To help stimulate new urban

growth in this district the City has partnered with Western Securities to build a new 257 unit multi-family development immediately east of the existing transit platform. Included within this project is the opportunity for 10,000 square feet of new retail space adjacent to the station platform. Western Securities and the City hope to continue this partnership with two more additional projects in the future, all within walking distance of the DART Station platform. This section of Valley View Lane is anticipated to become a strong retail oriented corridor with new shops and retail service businesses developing using a colonnade design element.

The City is also encouraging new entertainment venues to locate within this new downtown area. With the relocation of Fire Station No. 1 to Webb Chapel Road, the old fire station is being remodeled into a new community theatre. The district also includes the Dr. Pepper Star Center, a multi-purpose indoor ice skating/hockey rink, and small conference center. New restaurants, hotels, and movie theatres are also encouraged to locate within this district.

Design and Aesthetics

The following discussion focuses on regulations that could be applied to the City’s major roadways including Stemmons Freeway (IH35-E), LBJ Freeway (IH635), Valley View Lane, Beltline Road and Valwood Lane. These regulations will help Farmers Branch achieve its goal of enhancing its image within these important corridors.



retail strategies

Parking Areas

Large expanses of pavement for parking do not generally contribute to a positive visual image. Therefore, the City should consider either providing incentives for or requiring parking areas to be placed to the side or the rear of the primary on-site structure (to the back of the lot) and out of public view. An example of an incentive would be to require the construction of a slightly reduced number of parking spaces when parking areas are located to the rear or side of a building. Landscaping and screening, which are discussed later within this Chapter, should also be incorporated into parking areas.

Lighting

Lighting for businesses within nonresidential districts is needed to provide visibility for the businesses and safety for those who patronize them. To avoid any adverse impacts on residential areas, lighting facilities are to be reflected away from adjacent residential areas. Lighting aesthetics are also important to consider. The City should examine developing a lighting theme to be used at various nonresidential centers in order to brand commercial areas as being uniquely Farmers Branch.

Screening

There are many elements that are needed for businesses to operate that are not generally considered to be visually attractive. These various elements include trash receptacles (and related

areas), open storage (and related areas), expansive parking lots, service areas, ground-mounted equipment, and roof-mounted equipment. Acceptable means by which to provide screening generally should include landscaping, earth berms in conjunction with landscaping (mainly for parking areas), masonry walls in conjunction with landscaping, parapet walls (mainly for roof-mounted equipment), and use of other materials that are compatible with the structure(s). Screening mechanisms should be constructed at a height that is appropriate to the element being screened, which is generally between three and eight feet. Other issues include maintenance and visual appeal.

Landscaping

Landscaping is generally accepted as adding value to property and is an aesthetically pleasing element to incorporate in nonresidential areas. Landscaping is particularly important along Interstate 35-E and Interstate 635 in order to project a positive image of Farmers Branch along the City's most highly traveled and visible corridors. Xeriscape landscaping, which requires a lesser amount of water than other types of landscaping, should be encouraged within the City and would include the use of native trees and plants.

Building Materials

Materials used for the exterior facades of buildings within nonresidential areas should generally be limited to brick, stone, rock, or some varia-



Landscape island in parking lot



Parking at side or rear of retail

tion thereof. These materials should comprise at least 80 percent of the walls that face or can be seen from the public view. Either a City official or City Council should be able to approve alternate materials such as concrete, concrete block, or stucco. It is also recommended that reflective and/or mirrored glass not be permitted to comprise more than fifty percent of building facades. Metal buildings should likewise not be permitted.

Façade Articulation

The facades of large nonresidential structures can be large and visually unappealing; this is sometimes referred to as “massing”. Massing concerns have generally arisen in response to large retailers (often referred to as “big box” retailers). A building that is 100,000 square feet in size can have a façade that is more than 300 feet in length, and often with large retailers, this façade is a flat expanse of wall with little to no variation or decoration. While large retailers are a real asset to Farmers Branch, large, flat walls do not provide the visual appeal for which the City is striving. Therefore, the City should require “façade offsets” with large retailers, particularly those desired along Interstate 35-E.

Retail Revitalization Programs

It is often in the community’s best interest to actively participate and incentivize redevelopment and property rehabilitation. While such participation initially requires the use of public funds, the returns on investment almost always surpass the amount expended by the public. Public/Private partnerships are those that involve a cooperative relationship by both the community and a developer. The ultimate benefit of a public/private partnership from the development standpoint is that it allows the developer to participate in a project that, under normal circumstances, may not have been economically viable. The advantage from the public’s standpoint is a new project that adds value and tax base to the community was created. New development, building renovations and building rehabilitations enhance the overall look, feel and value of the community

and can positively impact adjacent residential neighborhoods.

The following are examples of strategies that the City may employ to encourage aesthetic improvements within the City’s nonresidential districts. It is important to note that the following strategies are for illustrative purposes only. Specifics related to each program should be determined by the City’s economic development department and City Council.

Retail Landscaping Program

Landscaping has the potential to significantly impact the overall appearance of nonresidential centers. Many retail centers in Farmers Branch have minimal landscaping because such requirements were not prevalent during the 1960s and 1970s. Many business owners do not have the funding to rehabilitate the exterior structure of their business. Therefore, offering a landscaping incentive may entice business owners to perform minor improvements to their property.

Adding landscaping to the public right of way should be one of the primary goals of this incentive. Placing a 10’ landscaping buffer at the public right of way that includes permanent cover, shrubs and trees will help improve the overall appearance of major corridors. The City may match a private investor 50 percent up to a maximum investment of \$20,000.

Façade Improvement Program

In order to improve the external appearance of existing nonresidential centers, the City may create a façade improvement program. Under this program, the City could match private investment up to a certain dollar amount. For example, the City may choose to match a business owner dollar for dollar up to \$50,000 in improvements, with a minimum investment of \$20,000 required for eligibility. Due to this program only targeting external conditions of a building, not the structure itself, a maximum match should be specified. Economic development funds should be utilized for more significant rehabilitation projects.

retail strategies

Retail Rehabilitation Program

In order to encourage redevelopment of existing retail centers, the City may offer low interest loans, matching funds or even grants in exchange for significant rehabilitation. Significant rehabilitation would include an improvement where both the exterior and interior of an existing structure are improved and modernized. This would lead to a new, attractive exterior and more functional and desirable interior spaces. These incentives would be used for more expensive rehabilitation projects and would likely require a higher degree of public participation in order to make such investments feasible.

Public/Private Partnership

The Public/Private Partnership (PPP) is a significant redevelopment action that may be utilized by the City to encourage and attract development to a specific location. This is a strategy that has been highly effective in the Town of Addison which utilized PPP to encourage the development of Addison Circle and Vitruvian Park. PPP's are generally utilized for large scale redevelopment projects.

Generally speaking, the City would utilize economic development funding to pay for needed infrastructure improvements. The City could also utilize economic development funding to give low interest loans to developers, but traditionally PPP's require more active participation from the City. In extreme cases, the City may issue General Obligation Bonds to pay for infrastructure improvements, as was done in Addison. If successful, the added value and taxable revenue of the development over time would be significantly higher than the initial investment.

Recommendations

- Encourage all new developments and redevelopments within non-residential areas to include extensive landscaping, quality building materials, façade articulation, decorative lighting and other aesthetic enhancements.
- Create a landscape improvement program that encourages existing retail uses to provide a landscaped setback at the public right-of-way.
- Create a Façade Improvement Program where the City matches private investment when a property owner performs significant improvements to the exterior façade of a building.
- Identify areas within the Central Area where larger scale investments requiring a public/private partnership may be necessary and appropriate.



Facade improvements



CENTRAL AREA PLAN

implementation plan

implementation plan

Implementation Plan

Planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion, consistent with the Comprehensive Plan. Based on this Plan, decisions will be made that will influence many aspects of the City's built and social environments. The City has taken an important leadership role in updating its future for the Central Area, with the adoption of this Plan. The Plan will provide a very important tool for City officials and staff to use in making sound planning decisions regarding the long-term growth and development of the Central Area. The future quality of life in the Central Area will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

Planning for the City's future should be a continuous process, and this plan is designed to be a dynamic tool that can be modified and periodically updated to keep it in tune with changing conditions and trends. Changes in the Central Area's socioeconomic climate and in development trends that were not anticipated during preparation of the Plan will occur from time to time, and therefore, subsequent adjustments will be required. Elements of the city that were treated in terms of a general relationship to the overall area may, in the future, require more specific and detailed attention.

Plan policies and recommendations may be formalized by adopting or amending development regulations. Some of the ideas expressed in this Plan may eventually be included in the Capital Improvement Program. Many recommendations within the Plan can be implemented through simple refinement of existing City regulations or processes, while others may require the establishment of new regulations, programs, or processes. This final chapter describes specific ways in which the Central Area can take the recommendations within this plan from vision to reality.

Proactive and Reactive Implementation

There are two primary methods of plan implementation: proactive and reactive methods. To successfully implement the plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that could be used by the Central Area are described within this implementation chapter.

Examples of proactive methods include:

- Developing a capital improvements program (CIP), by which the City expends funds to finance public improvements to meet objectives cited within the Plan;
- Establishing or updating zoning regulations; and
- Establishing or updating subdivision regulations.

Examples of reactive methods include:

- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.

Roles of the Comprehensive Plan

Guide for Daily Decision-Making

The current physical layout of the city is a product of previous policy decisions established by City leaders. In the future, each new development that takes place, whether a subdivision that is replatted, a home that is built, a church or shopping center that is constructed, represents an addition to the Central Area's physical form. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions should always refer to the goals and objectives outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

Flexible Guide

This Plan is intended to be a dynamic planning document for the Central Area – one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The City Council and other Farmers Branch officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of the Central Area.

Annual Review

At one-year intervals, a periodic review of the plan with respect to current conditions and trends should be performed. Such on-going, scheduled evaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the plan in light of current conditions, and to prepare a report on these findings to the City Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic evaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the plan should include consideration of the following:

- The City's progress in implementing the plan;
- Changes in conditions that form the basis of the plan;
- Community support for the plan's goals, objectives & policies;
- Changes in State laws; and
- Changes in technology and construction.

The full benefits of the plan for the Central Area can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the city become apparent, the plan should be revised rather than ignored. By such action, the plan will remain current and effective in meeting the City's decision-making needs.

Complete Review and Update with Public Participation

In addition to periodic annual reviews, the Comprehensive Plan should undergo a more thorough review and update every ten years. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders and major stakeholders, developers, merchants, and other citizens and individuals who express an interest in the long-term growth and development of the City.

Regulatory Mechanisms

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Plan. Each zoning, development and subdivision decision should be evaluated and weighed against applicable goals and objectives contained within the Plan. Amending the Subdivision Ordinance and Zoning Ordinances as needed represents two major proactive measures that the City can take to implement 2012 Central Area Plan recommendations.

Zoning Ordinance

Zoning is perhaps the single most powerful tool for implementing Central Area Plan recommendations. The City's Zoning Ordinance should be updated with the recommendations contained within the chapters of this 2012 Comprehensive Plan. All zoning and land use changes should be made within the context of existing land uses, future land uses, and planned infrastructure.

implementation plan

Zoning Text Amendments

There are numerous recommendations within this 2012 Central Area Plan that relate to enhancing design standards. Their implementation will not only improve future development and interaction between land uses, but will also improve the area's overall image and livability. Such recommendations involve landscaping, non-residential building design, and compatibility, to name a few. These recommendations should be itemized and prioritized, and should be incorporated into the Zoning Ordinance accordingly.

Zoning Map Amendments

State law gives power to cities to regulate the use of land, but regulations should be based on a plan. Therefore, the official City Zoning Map should be as consistent as possible with the Central Area Plan, specifically the Future Land Use Plan. In the long-term, consistent zoning policy in conformance with the Future Land Use Plan will achieve the City's preferred land use pattern over time.

Subdivision Ordinance

The act of subdividing land to create building sites has a major effect on the overall design and image of the Central Area. Much of the basic physical form of the City is currently created by the layout of streets, easements, and lots. In the future, the basic physical form will be further affected by such action. Requirements for adequate public facilities are essential to ensure the City's orderly and efficient growth.

Implementation Strategies

Implementation is one of the most important, yet most difficult, aspects of the Comprehensive Planning process. Without viable, realistic strategies for implementation, the recommendations contained within this 2012 Central Area Plan will be difficult to realize.

The following section is a two-fold approach. First, the concepts described previously within this Central Area Plan are organized into recommendations and action item. It is important to note that the recommendations and action items are derived from the six Community Goals established within the Community Vision Chapter. The Community Goals were created based upon public input from the Public Forum. Under each goal are a number of objectives derived to guide City Staff as they made decisions towards goal implementation.

Goals and Objectives

Goal 1: Provide quality, diverse and attractive neighborhoods making Farmers Branch a community for a lifetime.

Strategy 1.1: Provide a range of housing types, sizes and values to make Farmers Branch a full life-cycle community.

Strategy 1.2: Make neighborhoods more walkable by creating pedestrian linkages that allow residents to walk or bike to public facilities, parks, schools or retail centers.

Strategy 1.3: Place future parks and public facilities in deficiency areas in order to ensure that all neighborhoods within Farmers Branch have access to neighborhood enhancing amenities

Strategy 1.4: Encourage and facilitate the formation of neighborhood organizations in order to create a stronger sense of attachment, identity and community within individual neighborhoods.

Strategy 1.5: Work to brand individual neighborhoods within the community by using neighborhood gateway features, signage toppers or other identifying features.

Strategy 1.6: Continue a strong code enforcement/compliance approach in order to protect the visual integrity of the City's neighborhoods.

Strategy 1.7: Create a variety of housing incentive programs that add value, increase marketability and enhance visual appearance within the Central Area.

Strategy 1.8: Continue to encourage and actively participate in the removal and replacement of dilapidated and dangerous housing structures.

Strategy 1.9: Continue to advertise and market the City's neighborhoods.

Goal 2: Create vibrant retail centers that bring together and meet the needs of Farmers Branch residents.

Strategy 2.1: Continue to implement the Four Corners Vision Plan (Shops at Branch Crossing) in order to revitalize and create a vibrant and centrally located neighborhood center for the Central Area.

Strategy 2.2: Facilitate in the implementation of the 2012 Station Area Master Plan by working with developers to ensure that the community's vision is achieved.

Strategy 2.3: Ensure that neighborhood retail centers are designed to create a sense of place by incorporating plazas, pocket parks, pedestrian amenities, wide sidewalks and extensive landscaping.

Strategy 2.4: Provide bicycle and pedestrian connections between existing neighborhoods and neighborhood retail centers.

Strategy 2.5: Attract retail and similar regional retail uses to locations along Stemmons Freeway (IH35-E) and LBJ Freeway (IH635).

Strategy 2.6: Continue to utilize the Beltline District for office warehouse and light industrial uses while converting sites directly adjacent to Beltline Road to retail.

Strategy 2.7: Create incentive programs that encourage existing businesses to make landscaping, façade or structural improvements.

Strategy 2.8: Consider creating a public/private partnership for larger scale re-development. Prime locations would include the DART Station Area, the Shops at Branch Crossing or Valwood Center.

Goal 3: Continue to make Farmers Branch a “City within a Park.”

Strategy 3.1: Continue to ensure that Farmers Branch’s parks are well maintained and well-funded.

Strategy 3.2: Provide a wide range of passive and active recreational facilities for residents at City parks.

Strategy 3.3: Continue to enhance roadway medians with trees, shrubs and other landscaping.

Strategy 3.4: Place at least one neighborhood park within every neighborhood in Farmers Branch.

Strategy 3.5: Create City and regional events that utilize City parks as a means of bringing in outside residents and making others aware of the high quality parks within the City.

Strategy 3.6: Provide a range of recreational facilities for City residents including the recreation center, senior center, pools and other facilities determined within the 20 year Park Plan.

implementation plan

Goal 4: Provide and maintain efficient and attractive roadways that accommodate motorists, bicyclists and pedestrians.

Strategy 4.1: Utilize the Thoroughfare Plan as new roadway projects are considered or designed.

Strategy 4.2: Create attractive roadways that promote the “city in a park” theme incorporating landscaping, trees, roadway plazas and branding improvements.

Strategy 4.3: Identify segments of the Trails Plan for implementation. Prioritize segment implementation based upon connectivity enhancements to the overall trail network.

Strategy 4.4: Connect the DART Station area to the greater trail network, particularly as implementation of the DART Trail is completed.

Strategy 4.5: Consider creating a Complete Streets policy for the City in order to create general design criteria for multi-modal roadways.

Strategy 4.6: Update the City’s roadway design standards to permit multi-modal roadways.

Strategy 4.7: Create significant gateways into Farmers Branch.

Goal 5: Ensure that the City's infrastructure systems are able to support revitalization and future growth needs.

Strategy 5.1: Yearly monitoring of growth to guide implementation of water system projects.

Strategy 5.2: Yearly monitoring of growth to guide implementation of wastewater system projects.

Strategy 5.3: Consider redesigning Cooks Creek to become a natural greenspace as storm drain improvements are made.

Strategy 5.4: Establish storm water quality guidelines for new development and redevelopment.

Strategy 5.5: Continue to maintain a Public Facilities Plan for the Fire and Police Departments.

Strategy 5.6: Continue to monitor agreements and contracts with the City's solid waste disposal provider to ensure that regional changes do not impact existing or future agreements with the City.

Strategy 5.7: Continue to grow the City's park system. Develop a list of short and long range park implementation goals, identify funding costs and coordinate improvements with the City's Capital Improvement Program.

implementation plan

Goal 6: Make Farmers Branch a sustainable community to protect the community's long term viability and value and to make Farmers Branch a community where residents can live, work and play.

Strategy 6.1: Ensure that each new development or redevelopment project ultimately contributes to the long term vision, viability and sustainability of the Central Area and the City.

Strategy 6.2: Require quality building materials in order to protect the long term durability of development projects.

Strategy 6.3: As development occurs, consider pedestrian connectivity during site plan review, particularly how the development provides for and accommodates the pedestrian.

Strategy 6.4: When appropriate, orient buildings towards the street and place surface parking to the rear or side of the building in order to facilitate better building interaction with the street.

Strategy 6.5: Create bicycle and pedestrian linkages to the DART Station Area to encourage transit use by community residents.

Strategy 6.6: Create a "Farmers Branch" identity by using consistent themes in development. Themes may include lighting features, building design, articulation and other design enhancements.

Strategy 6.7: Ensure that the Shops at Branch Crossing, DART Station Area and Valwood Center all provide usable public space, such as pocket parks or plazas.

Strategy 6.8: Encourage the use of native landscaping to promote water conservation.

Strategy 6.9: Consider designing future public facilities to LEED standards.

Strategy 6.10: Encourage stormwater quality best management practices to protect regional water quality.



CENTRAL AREA PLAN

graphic recommendations

graphic



Before: Valley View existing roadway



After: Proposed Valley View road diet and new land uses



Cooks Creek Channel Enhancements

graphic



Before: Existing Templeton Trail



After: Templeton Trail with Collector Roadway Enhancements



Valwood Center infill land uses and site enhancements

graphic



Before: The Shops at Branch Crossing Streetscape Improvements



After: The Shops at Branch Crossing Streetscape Improvements

