



AIR FORCE

CITY OF DUNCANVILLE ★ TEXAS

COMPREHENSIVE PLAN



DESTINATION
DUNCANVILLE

A PATH FOR OUR FUTURE



ADOPTED: SEPTEMBER 19, 2017
ORDINANCE NO. 2317

ACKNOWLEDGMENTS

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EXECUTIVE SUMMARY

Destination Duncanville is the City of Duncanville's first ever comprehensive plan and was developed to provide a 20-year planning strategy for protecting Duncanville's way-of-life, while anticipating new demands on the City's infrastructure and resources. This comprehensive planning process occurred at an important time; the City is transitioning into a fully developed and redeveloping community and the DFW Metroplex is poised for substantial population growth in the years to come. Given the importance of Destination Duncanville, the Plan's purpose is threefold:

- » Identify the collective identity and values of Duncanville,
- » Identify and understand the issues (both good and bad) that affect the City, and
- » Provide recommendations as to how Duncanville can address current needs while growing and planning for the future in a manner that reflects the values of the community.

Destination Duncanville is the result of a 14-month planning process that included extensive research and analysis, visioning, public engagement, and strategizing with a variety of individuals and entities. From assessment to recommendations, Destination Duncanville is structured around six Guiding Principles, which are broad, high-level topics that are elemental to the City's identity and vibrancy:

- » Economic development,
- » Connectivity,
- » Community character and branding,
- » Neighborhoods,
- » Downtown, and
- » Development and redevelopment.

Destination Duncanville is an important first step in planning for the future, and it is now up to current and future members of the Duncanville community to turn the energy from this planning process into tangible change. This Plan is written for everyday citizens that make decisions regarding their private property, as well as community leaders and civic institutions that make community-wide decisions reflecting the interests and political preferences of the people. Moreover, Destination Duncanville is designed to be a living document; one that captures the spirit of Duncanville, adapts to realistically meet the needs of the City, is responsive to all stakeholders, and ties together the City's other plans and initiatives.





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CHAPTER 1

Community Snapshot



DUNCANVILLE'S COMPREHENSIVE PLAN

The City of Duncanville is a thriving community of nearly 40,000 residents located in southwestern Dallas County. The City's location as an inner ring suburb of Dallas, as well as its overall location within the Dallas/Fort Worth Metroplex, has poised it for future growth and redevelopment. However, with growth and redevelopment there will be challenges of preserving the community's identity, and enhancing the existing quality of life for residents. As the remaining vacant parcels are developed and the City approaches build out, it is important to identify aspects of the community that need to be preserved, as well as enhanced and prioritized.

Destination Duncanville is the result of a 14-month planning process that included extensive research and analysis, visioning, public engagement, and strategizing with a variety of individuals and entities—including residents, business and property owners, community and neighborhood organizations, city staff, and the steering committee. Destination Duncanville presents a 20-year planning strategy for protecting Duncanville's way-of-life, while anticipating new demands on the City's infrastructure and resources. This document is written for everyday citizens that make decisions regarding their private property, as well as community leaders and civic institutions that make community-wide decisions reflecting the interests and political preferences of the people.

In a rapidly-growing region, it is difficult to plan a year into the future—much less 20 years. Destination Duncanville is intended to be a strategic guide with overarching policies and recommendations that aim to inform policy and decision-makers. After adoption, Destination Duncanville should be a living document, and should be updated and amended to reflect the changes of the community and surrounding areas (such as demographic makeup or economic trends).

Both the planning process and adopted plan resulted in:

- » Gathering input and support of Duncanville's citizens, stakeholders, and leadership;
- » Establishing consensus for a community-supported vision and established principles that guide future growth and redevelopment of the community;
- » Outlining short-, mid- and long-term growth strategies that influence development patterns;
- » Defining realistic, measurable goals and implementation strategies that are achievable and easy to understand;
- » Providing continuity and predictability for residents, land owners, developers and potential investors; and
- » Fulfilling the legal requirements for the Duncanville's development standards and regulations.

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a tool intended to help the leadership, staff, and citizens of a city plan for its long-term growth and development. The primary way a comprehensive plan accomplishes this is by establishing a vision for a city, then providing guidance on how to grow in accordance with that vision. The vision and guidance of a comprehensive plan traditionally looks 20+ years into the future.

Formulating the vision of a comprehensive plan can be thought of as putting together a puzzle; the vision connects the individual characteristics of a city, such as demographics, physical conditions, needs and desires of the community, etc., to ultimately describe the city as one big picture. This allows a community to better understand itself and see how the characteristics of a city are interconnected. This vision is then supported by recommendations and action items, which provide various avenues for a community to grow in accordance with its vision.

A functional comprehensive plan helps a city accomplish the following:

- » Efficient and cost-effective delivery of services and infrastructure
- » Coordination of public and private investment
- » Compatibility of land uses
- » Orderly growth and development
- » Rational, transparent and consensus-driven basis for decision making

Plan Objectives

Destination Duncanville is designed to be a living document; one that captures the spirit of Duncanville, adapts to realistically meet the needs of the City, is responsive to all stakeholders, and ties together the City's other plans and initiatives. Destination Duncanville is:

- *Rooted in public input, from guiding principles to recommendations and actions;*
- *Broad enough to provide flexibility, but specific enough to provide clear direction and legal backing for the City's planning decisions;*
- *Written so that it can be understood and useful for citizens, developers, and city staff alike; and*
- *Realistic in its recommendations and therefore implementable in reality.*



Legal Basis for Planning

In 1962, Duncanville citizens voted and approved a Home Rule Charter. This charter adopted the Council-City Manager form of government and initiated the City's history of long-range planning. Duncanville's charter permits the City to adopt master plans, though Destination Duncanville is the City's first comprehensive master plan. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Authority of a City to create a comprehensive plan is rooted in Chapters 211, 212 and 213 of the Texas Local Government Code.

Chapter 211 of the Texas Local Government Code allows municipalities to adopt zoning, while Chapter 212 allows the governing body of a community to regulate subdivision development within the city limits, which varies depending upon the population of the community. It is important to note that a comprehensive plan is NOT a zoning ordinance, but rather is intended to be used as a tool to guide development, infrastructure and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the Texas Local Government Code.

In Texas, Cities are not required by the State's government to prepare nor maintain a comprehensive master plan, unlike some other states. However, Section 213 of the Texas Local Government Code allows the governing body of a community to adopt a plan for the purpose of encouraging sound development decisions and promoting public health, safety, and welfare. Texas cities have the ability to define the content and design of their plan, resulting in a long-range blueprint that can be customized to meet the needs and capacities of each community.





What is Destination Duncanville?

Destination Duncanville is the City of Duncanville’s first comprehensive plan. Two of the biggest priorities for Destination Duncanville, as identified by the community, are to establish a Plan that is rooted in public input and that produces realistic, measurable, and implementable recommendations. The Plan comes at a pivotal time for Duncanville as the City approaches build-out, as the Greater Dallas-Fort Worth Metroplex experiences tremendous growth, and as the City implements its Downtown Master Plan and considers opportunities for redevelopment.



How was Destination Duncanville developed?

Destination Duncanville was created using input from the community and stakeholders. Early in the process, a Comprehensive Plan Steering Committee (CPSC) was appointed by the City Council to advise the City Staff and consultant team about the community’s needs and desires. The CPSC met numerous times to advise and review the phases and chapters of Destination Duncanville. In addition to the CPSC, input was gathered from public meetings, an online survey, emails, online comment submissions, and stakeholder meetings including the Economic Development Corporation (EDC), Downtown business owners, neighborhood groups, the City Council, and the Planning and Zoning Commission (P&Z). A detailed summary of these meetings and the input gathered can be found in the Appendix.



How should Destination Duncanville be used?

Comprehensive plans, including Destination Duncanville, are not a zoning ordinance, but rather a high-level tool for the City to guide future policy and development decisions. Destination Duncanville should ultimately be used as a guide for daily and long-term decision making. The City should refer to the recommendations outlined in the Plan for daily decisions such as considering zoning and development requests, purchasing land, or constructing new infrastructure or public facilities. For developers or investors, Destination Duncanville should provide broad concepts and policies that encourage and promote growth in accordance with the community’s vision.

How Will the Plan Stay Updated?

The Comprehensive Plan is meant to be a living document that allows flexibility for political, economic, physical, technological, and social conditions, as well as any other unforeseen circumstances that may ultimately influence and/or change the priorities and perspective of the community. To ensure that the Plan continues to reflect the goals of the community and remain relevant, the Plan must be reviewed on a regular basis to ensure that its elements are still appropriate and the associated guiding principles, policies and recommendations are still applicable.

ANNUAL PROGRESS REPORTING

Once the Plan is adopted, the Planning and Zoning Commission, with the assistance of staff, should prepare a yearly progress report for presentation to the Mayor and City Council. This practice will ensure that the plan is consistently reviewed and any necessary changes or clarifications are identified. It is also important to provide ongoing monitoring between the plan and the City’s implementing regulations to maintain consistency among all documents.

FIVE-YEAR UPDATE / EVALUATION REPORT

Every five years the Planning and Zoning Commission should prepare an evaluation report with input from City staff, various City departments and other municipal boards and councils. The report should evaluate the existing plan and assess how successful it has been in achieving the community’s goals. The purpose of the report will be to identify the plan’s successes and shortcomings, look at what has changed over the last five years, and make suggestions on how the plan should be modified to best accommodate those changes.



Types of Plan Amendments

There are typically two types of revisions made to a Comprehensive Master Plan: (1) minor amendments and (2) major updates.

Minor Amendments

Minor amendments can be proposed at any time, such as changes to the Future Land Use Plan related to specific development applications or public improvement projects. Minor amendments can be addressed by the City as they come up or may be documented and compiled for a more thorough evaluation via an annual review process. This is also when the results of other plans or studies may be incorporated into this Plan.

Major Updates

More significant plan revisions and updates should occur no more than every five to ten years. Major updates involve reviewing the current conditions and projected growth trends; re-evaluating the policies and recommendations of the plan (and formulating new ones as necessary); and adding to, modifying, or removing recommendations in the plan based on their implementation progress.

Roles and Responsibilities

CITY COUNCIL

As the leader of Plan implementation, the key responsibilities of the City Council are to decide and establish priorities, set time frames by which each action will be initiated and completed, and determine the financial resources to be made available for implementation efforts. In conjunction with the City Manager, City Council members must also ensure effective coordination among the various groups and departments that are responsible for carrying out the plan's recommendations.

PLANNING AND ZONING COMMISSION

The Planning and Zoning Commission makes recommendations to the City Council based on the principles outlined in this Plan. The Commission should prepare an Annual Progress Report to ensure that decisions have been related to the Plan and the Plan is still relevant to the community's vision and goals.

CITY STAFF

City staff manages the everyday implementation of the plan. In particular, City staff is responsible for supporting the Planning and Zoning Commission and City Council.

Key Themes

Key themes are the recurring big ideas raised during public engagement activities. These topics are the basis of the Guiding Principles and corresponding chapters, recommendations, and action items.

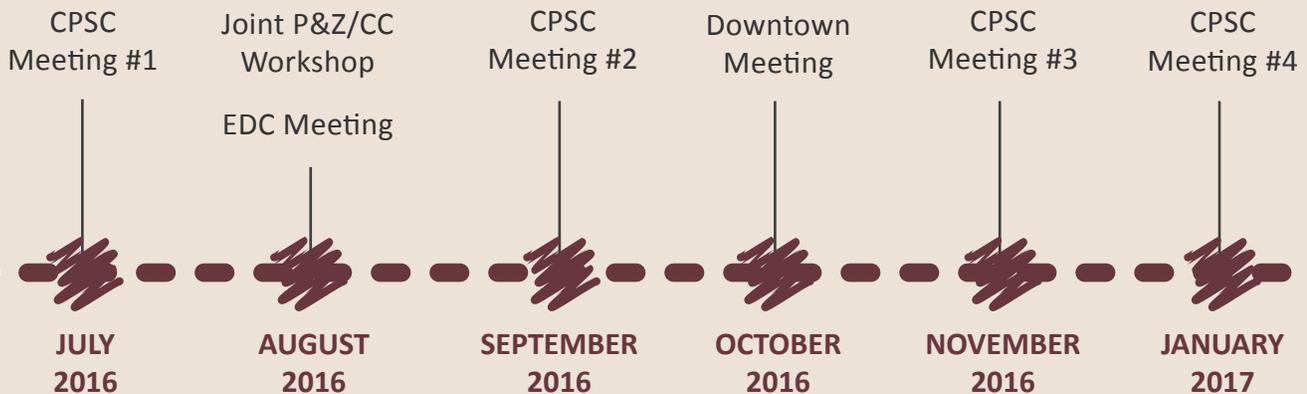
- Neighborhoods
- Connectivity
- Downtown
- Economic development
- Community character and branding
- Development and redevelopment

COMMUNITY INPUT PROCESS

Destination Duncanville is the result of a public input process designed to gather early (and ongoing) community input and public participation. On a monthly basis, the project team met with the 12-member CPSC to provide strategic direction, review interim plan deliverables, develop guiding principles, and prioritize key issues and recommendations. Public input was gathered through a community survey, community workshops, input exercises, focus groups, visual preference survey, and several meetings with community stakeholders.



Community Workshop





478

Individuals provided feedback through the online survey over a 4-month period.



7

CPSC Meetings were held throughout the process.



4

Stakeholder meetings were held to discuss findings, determine objectives, and review recommendations.



6

Community outreach methods used throughout the comprehensive planning process



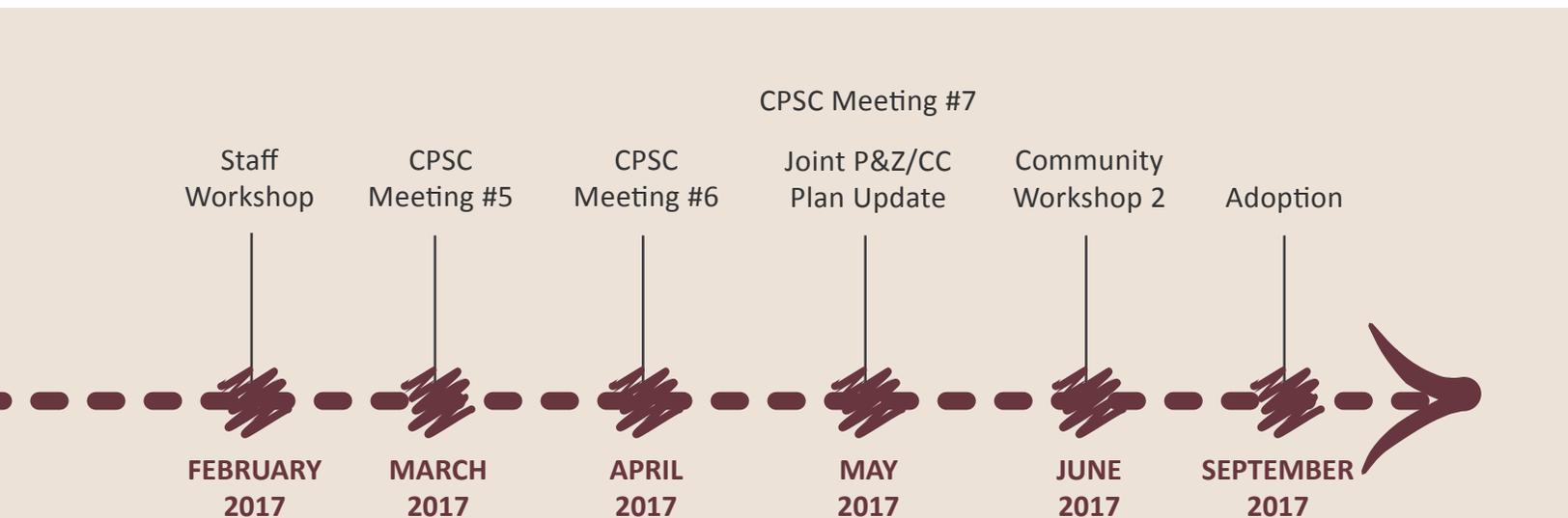
2

Community meetings held during the comprehensive planning process



1,042

Visited the Plan website during the Comprehensive Planning process.



478 RESPONSES

The online discussion generated thoughtful responses that were integrated into the findings and recommendations of this plan.



Community Survey

A 13-question survey was posted on the Destination Duncanville website and linked to the City’s website. Over the course of four months, the survey was taken by 478 individuals. Of the survey respondents, approximately 10.5 percent work in Duncanville, 21.4 percent both live and work in the Duncanville, and 29.4 percent of those live but do not work in the City.

Of respondents living in Duncanville, 11.2 percent reported living in the City for 0 to 5 years, 11.4 percent for 5 to 10 years, 21.4 percent for 11 to 20 years, and 45.6 percent for more than 20 years. The responses received from the Online survey varied very little despite a range of demographics and years lived in the community.

Some of the survey questions asked include:

- » Why did you move to Duncanville?
- » What is your number one desire for Duncanville?
- » What is the single greatest issue facing Duncanville today?
- » What will Duncanville be like in 10 to 15 years?
- » What is Duncanville’s greatest asset?
- » Which transportation corridor has the greatest opportunities for economic growth?

Highlights of the Community Survey results are summarized on the following page. All of the results of the community survey can be found in the Appendix, Public Input Summary.



Over **31%** of responses indicated **A VARIETY OF RETAIL & SHOPPING OPPORTUNITIES** as Duncanville's greatest opportunity

Nearly **48%** of responses listed Duncanville's general appearance as **GOOD**



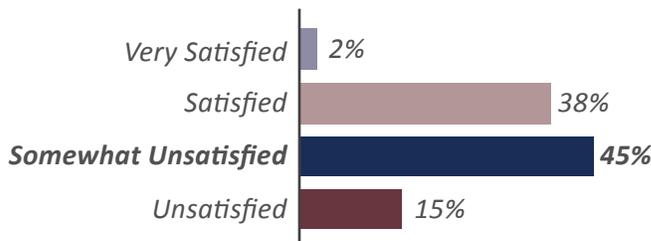
Over **1/3** of responses indicated **LOCATION IN THE DFW METROPLEX** is Duncanville's greatest asset



Nearly **40%** of responses listed **CREATING WALKABLE, MIXED-USE STYLE DEVELOPMENTS** as Duncanville's greatest opportunity



HOW SATISFIED ARE YOU WITH THE CURRENT STATE OF THE CITY?



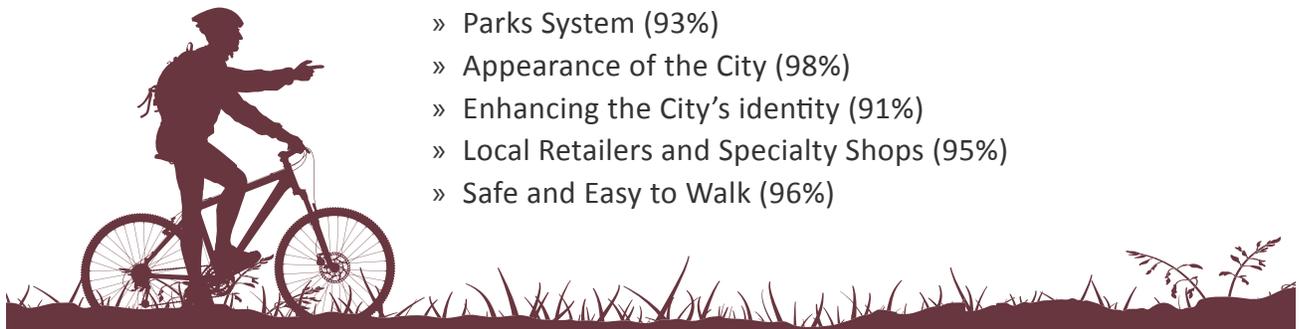
The **INTERSTATE HIGHWAY 20**

corridor was identified as having the *greatest* opportunities for economic growth



RESPONDENTS IDENTIFIED THE FOLLOWING ITEMS AS **IMPORTANT**:

- » Parks System (93%)
- » Appearance of the City (98%)
- » Enhancing the City's identity (91%)
- » Local Retailers and Specialty Shops (95%)
- » Safe and Easy to Walk (96%)



IMAGINE DUNCANVILLE IN 10 - 15 YEARS...

Good Schools
Green Public Spaces Shopping and Entertainment
Safe
Family-Oriented Public Transportation
Walkable Downtown Bicycle Friendly
Clean
Attractive Corridors Beautification
Housing Variety
Peaceful Vibrant Local Economy

WHAT ARE THE MOST IMPORTANT FEATURES OF A LIVABLE, THRIVING AND DESIRABLE NEIGHBORHOOD?

Improved Schools Bike Trails
New Businesses
Better Roads Beautification
Code Enforcement Regional Transit Connections
Attractive Corridors Downtown Redevelopment
More Retail Police Presence
Change Perceptions Community Participation

MY VISION FOR D

Where do you see Duncanville in 10 to 20 years? What does the future look like?
Write your thoughts and ideas on the board!

More Green spaces ^{Parks} not just around City Hall

ATTRACT ENTERTAINMENT
Public TRANSPORTATION (RAIL)

DIVERSE
ENTERTAINMENT
A Main Street

Code compliance
Respect for diverse neighborhoods

Revive retail economics.
Learn from other cities that have seen positive growth.

Outdoor Swims
Actual Sports

Diversity in governance:
City Council + School Board
employees + faculty
use of sustainable energy

more restaurants

Beautiful + tranquil

Make it easier to do business in D'ville

Clean up the trash
Increase Police protection

Get better care of
Require home owners to

Give us a water feature
Reuse + red

Public Skating
& more diverse
Athletic

WORKING WITH BUSINESS
CULTURE
6 ACTY PEOPLE WANT
FRIENDLY
TY + INCLUSION CITY
UNHEALTHY PLACES
SING PLACES

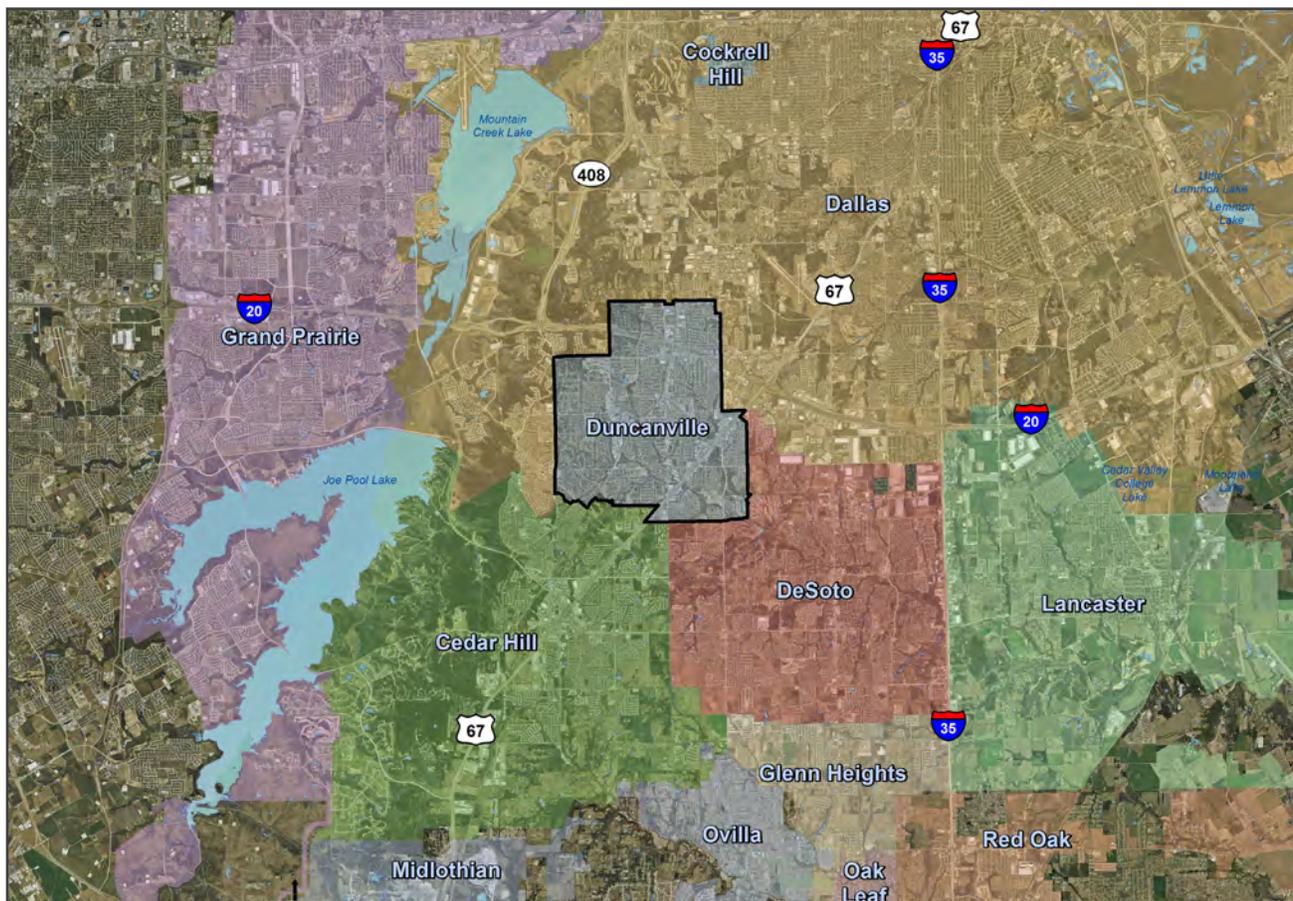
HISTORICAL CONTEXT

Present-day Duncanville began as a small settlement that predated Texas statehood. The settlement became a town, and then formally Duncanville following construction of the Chicago, Texas and Mexican Central Railway and a post office in the early 1880's. While the town continued to grow, the population remained below 500 into the 1930's. Duncanville formally incorporated on August 2, 1947, and the City adopted a home-rule charter in 1962 when the population reached 5,000 residents. The City continued to grow into the 21st century, reaching 38,524 residents in the 2010 US Census. In addition to a population rise, other significant changes occurred in the most recent 50 years of Duncanville's history. Two of the most notable changes during this time were the migration of Duncanville's commercial activity from Main Street to dispersed shopping centers and major roadways as well as the development of much of the City's residential housing during a relatively short amount of time.¹

Located in Dallas County, the City of Duncanville is surrounded by the City of Dallas to the west, north, and east, and bordered by the Cities of Cedar Hill and DeSoto to the south. Duncanville is part of the Dallas-Fort Worth Metropolitan Statistical Area.

¹ Texas Almanac Online

Map 1: Regional Context Map

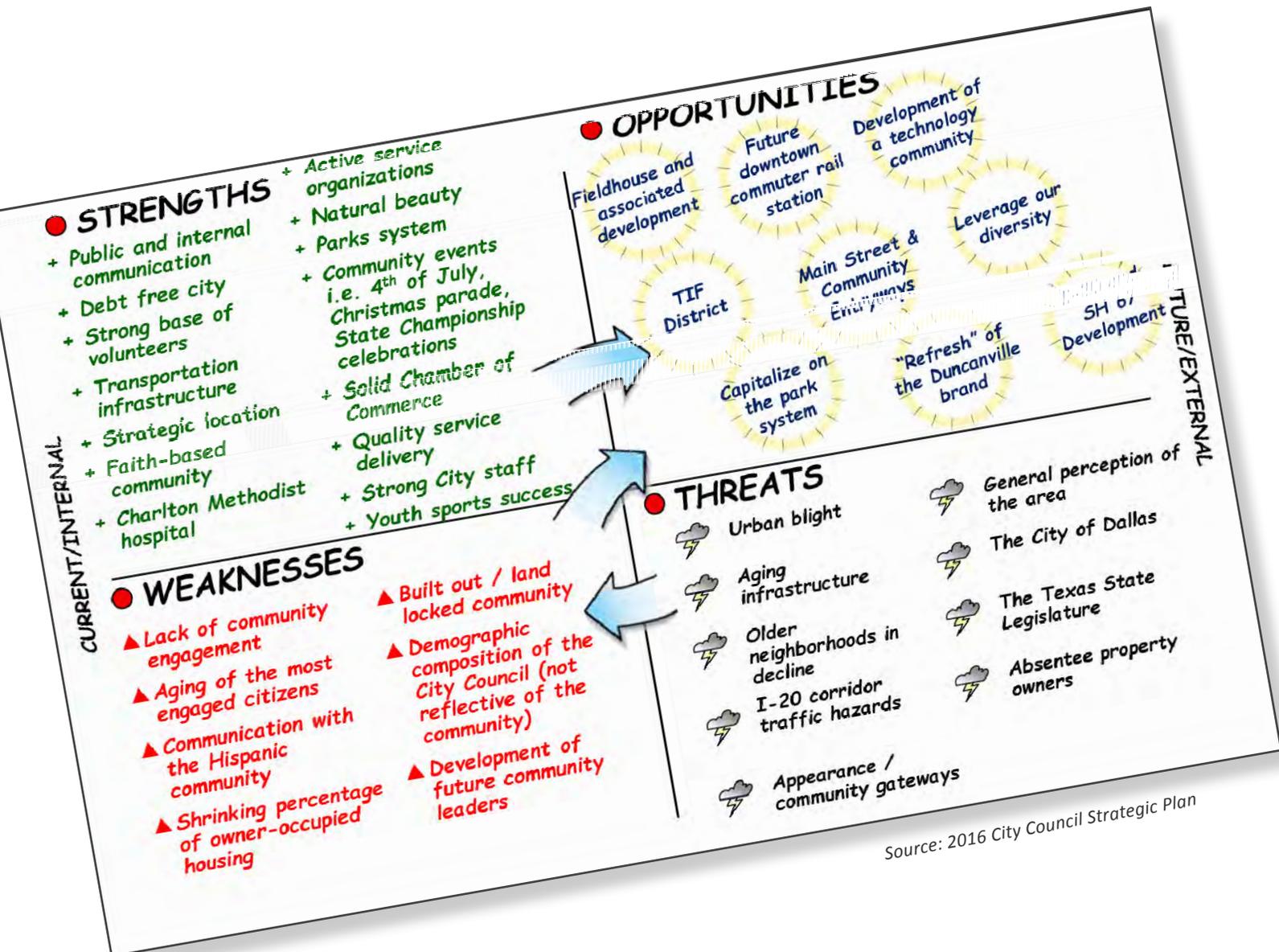


PLANNING CONTEXT

This Comprehensive Plan takes into consideration all relevant local and regional information, including past and present planning efforts and studies, to ensure coordinated community-wide recommendations. This section highlights major planning efforts and their role in shaping the objectives of this Destination Duncanville.

2016 City Council Retreat Report

In September 2016, Duncanville’s City Council held a retreat to discuss priority issues and challenges facing the City, promote and reinforce understanding among leadership, assess the current operating environment of the City and identify key factors and trends impacting the City’s ability to achieve its objectives, and define the City Council’s performance expectations and for capstone priorities. Materials from this process provided a wealth of information. Some of these assessments are detailed in a SWOT analysis, the findings of which were incorporated into the discussion and direction of Destination Duncanville.



Source: 2016 City Council Strategic Plan



CONTEXT MAP

● SOCIETAL TRENDS

- Lack of civility - "Its cool to be ugly"
- Negative regional perception
- Lack of community cohesiveness
- Growing distrust of government
- Urbanization & gentrification
- Multi-generational focus
- Increasing sense of entitlement
- Lack of sense of personal responsibility
- "Not in My Backyard" attitude
- Ability to work remotely
- "New urbanism"
- Flexible zoning ordinances

● POLITICAL FACTORS

- Anti-city bias in the Texas Legislature
- Conservatism at the State level
- Declining level of Federal financial support to municipalities
- Unfunded mandates
- Need for improved coordination between the Chamber and citizens
- Strong / growing local press

● ECONOMIC FACTORS

- Improving local economy
- Commercial tax base is up
- Residential sector is recovering and growing
- Economic growth in the far north (Frisco) and south (Cedar Hill)
- Duncanville is land locked
- Economic activity along I-20 and SH 67 corridors is lacking
- Two retail corridors: Main Street and Cedar Ridge

● COMMUNITY TRENDS

- Demographic shifts: 1/3-1/3-1/3
- Younger Duncanville families returning
- Shrinking middle class / growing working class
- Increasing income divide
- Improving trust in local government
- Growing commuter population / demand for public transportation, esp. rail
- Demand for bike trails
- Increasing rental-occupied housing
- School-purchased property coming off the tax rolls

● TECHNOLOGY FACTORS

- Social media as the main source of information
- Instant access to information - accurate or not
- EON Reality location - economic development opportunity

● CITIZEN NEEDS

- Splash park
- Restaurants and retail
- Parks, walking and bike trails
- Transportation options / commuter rail
- Economic development
- Main street development
- Sense of safety
- Street maintenance
- Improved public schools

● UNCERTAINTIES

- The next economic downturn
- How to get and fund rail transportation
- Property tax limitations
- Terrorism threats



Source: 2016 City Council Strategic Plan

Another outcome of Duncanville’s strategic visioning process was the creation of a context map, which visualizes the internal and external factors impacting the City; it also assisted the City Council in outlining capstone priorities and corresponding action steps for implementation over time. The City Council’s revised Capstone Priorities are:

- Most **engaged citizens** in America
- Create **high quality neighborhoods and parks**
- Be a **youth sports tourism** destination.
- Build a **“tech forward”** community
- Create **multi-modal transportation** alternatives
- Preserve the **historic Main Street and Center City** areas

***Parks & Library Study - Phase 1 Final Report:
Low Hanging Fruit Projects for Parks and Library***

Duncanville's Parks and Library commissioned an assessment to develop program recommendations based on identified issues and opportunities. The study identified the lowest-hanging fruit, in other words the top five projects poised for implementation:

1. Re-brand the City Core as Part of Downtown Duncanville
2. "City of Champions" Related Events and Programming
3. Armstrong Park Activation with Furniture and Activities
4. Temporary Dog Parks
5. Event Programming Synergy

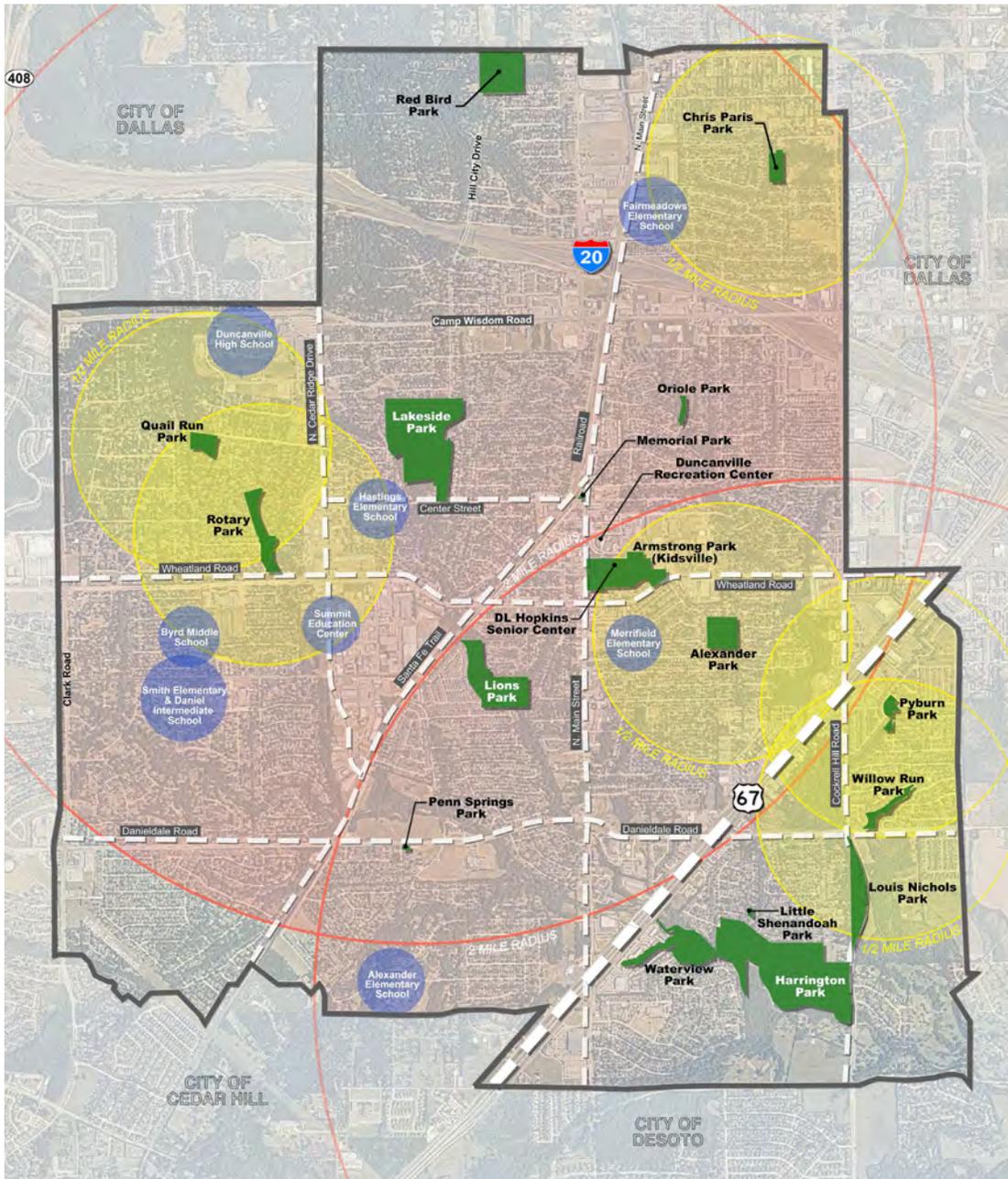
Library Strategic Plan

Duncanville's library system completed a system-wide Strategic Plan in 2016. The Plan consists of issue identification, strategic responses, implementation matrix. The responses and implementation matrix are based on nine topics resulting from the issue identification: communication, convenience, collaboration, technology, creativity, lifelong learning, exclusivity, preservation, and commons.



Park Master Plan

In conjunction with this Comprehensive Plan, the City of Duncanville is also developing a new master plan for the overall park system. Phase 1 of the Master Plan includes an inventory and supply analysis, population and demographic analysis, benchmark analysis, standards analysis, public input and need assessment through interactive meetings with the community. Phase 2 includes a priority ranking analysis, action plan, implementation plan, and current work on the final Master Plan document. The Master Plan will outline a new direction for the City that strategically guides the updates, redevelopment and maintenance of the park system in Duncanville over the next five to 10 years.



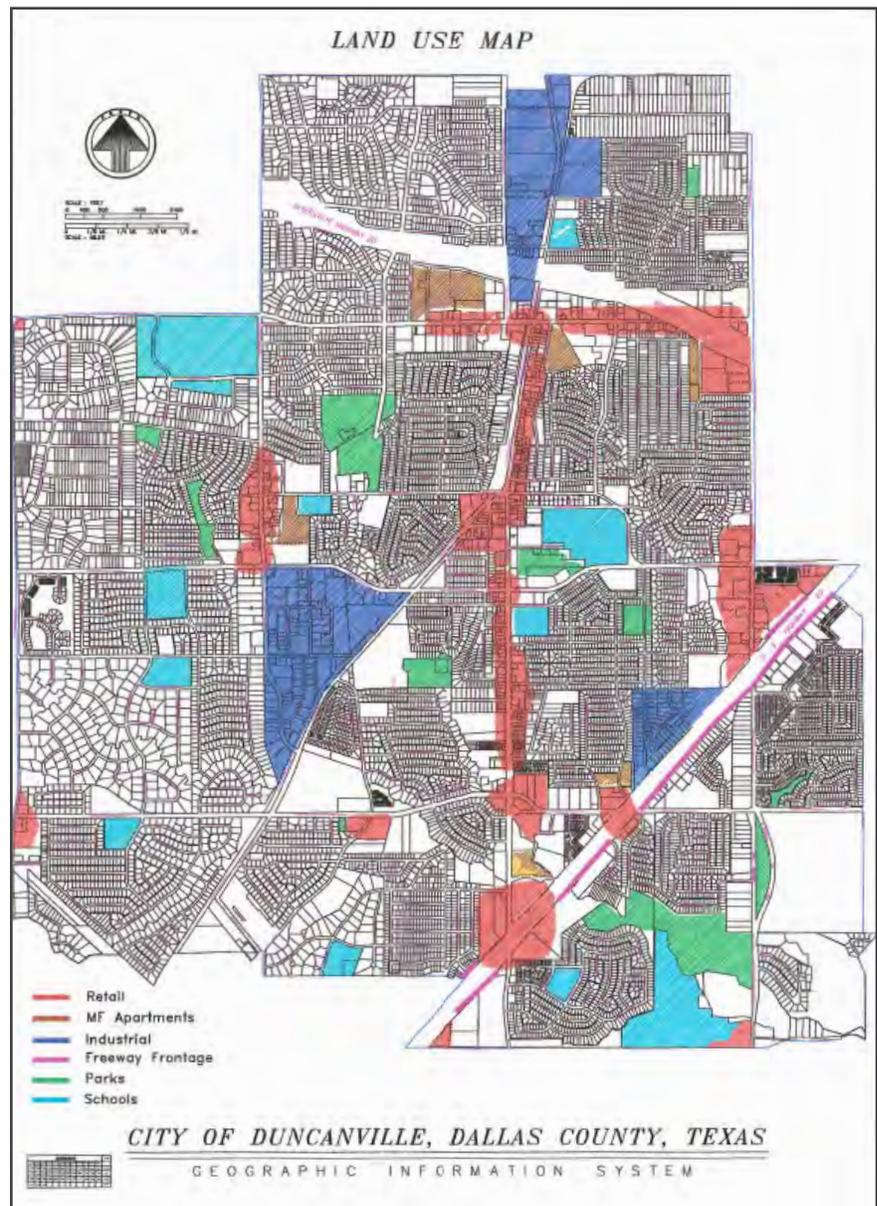
Source: Dunaway and Associates

Duncanville 2007

Completed in 1996, this plan contains valuable assessments that are relevant to the planning efforts of Destination Duncanville, including a land use map, land use principles and recommendations to promote neighborhood stabilization, commercial enhancement, and economic development. Prior to this planning effort the City did not have a Comprehensive Plan to guide decision-makers and policymakers, thus the Duncanville Master Plan was generated to compile the best ideas of the time as a reference. Many of the land use principles outlined in the Duncanville Master Plan remain relevant and were used to develop the Future Land Use Plan.

Many of the economic development and neighborhood stabilization goals are aligned with those discussed in this Comprehensive Plan. For example: to achieve an attractive and economically vibrant City over the long term by:

- » Helping to make commercial areas meet current market demands, enhancement of storefronts, and achieving conformity with updated City regulations and standards; and
- » Developing programs which would help to ensure that properties are well maintained.



Main Street Conceptual Plan (2008)

The Main Street Conceptual Plan includes a vision, a design concept, and recommendations with fiscal impact analysis of recommendations for Duncanville’s Main Street Corridor. The goal was to transform Main Street into a seamless, integrated socioeconomic epicenter. The Plan promotes private investment and partnership with the City in revitalizing and developing Main Street, as well as provide a clear vision for the future of this unique part of Duncanville.

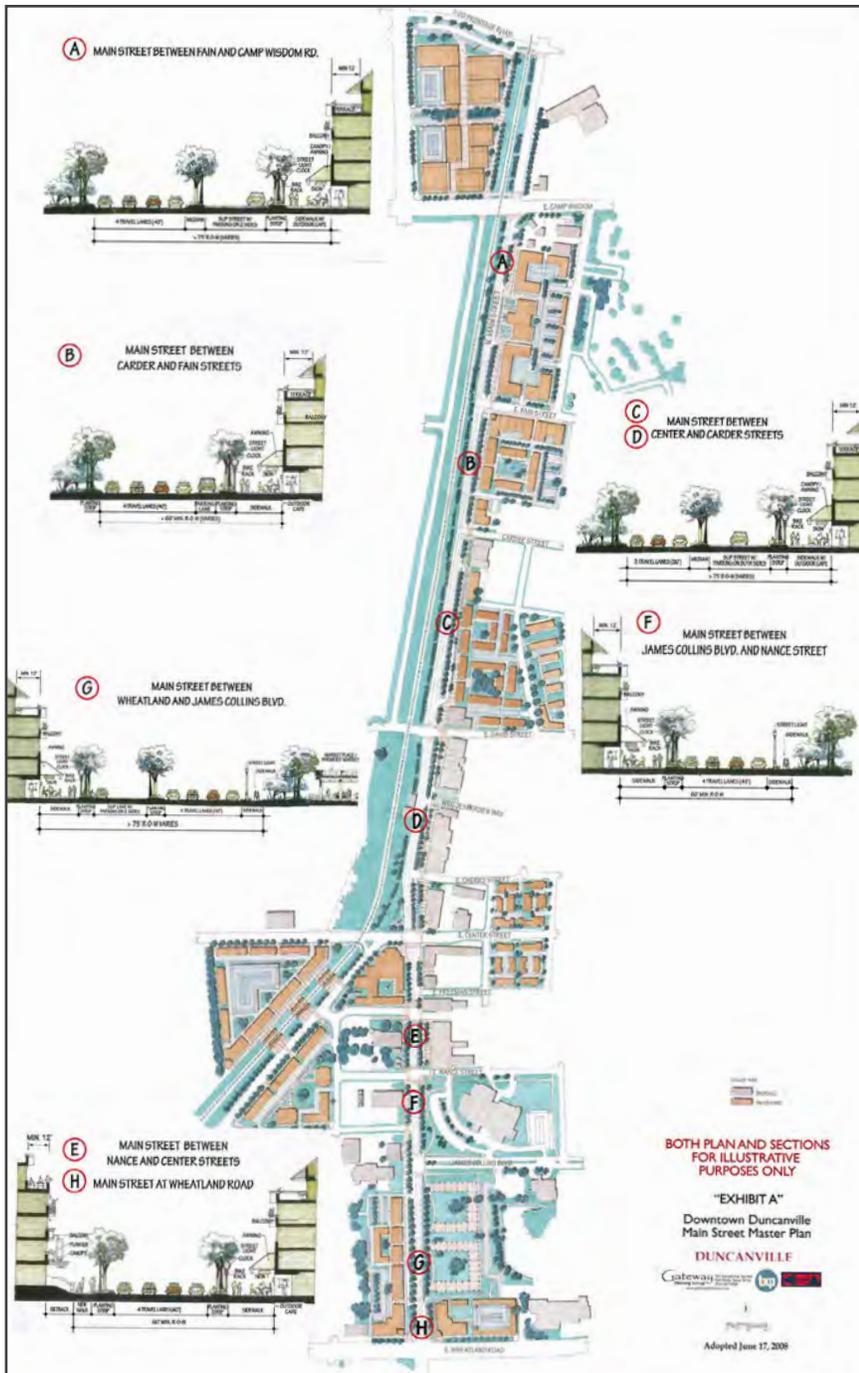
Consideration of this Plan is important because of Main Street’s location and prominence; running

through the heart of Duncanville and connecting Interstate 20 and Highway 67. What happens along Main Street could be a catalyst for economic activity throughout the City, and the vision for Main Street is compared to successful projects like Addison Circle and Southlake’s Town Center.

The Fiscal Analysis provided an idea of the impact a mixed-use redevelopment scenario for Main Street would have on the City and its local economy and resources.

This Plan directly influenced the Future Land Use Plan’s opportunity areas and recommendations.

This document was the basis for the Downtown Master Plan (2008), which identified phases for project implementation. Phase One included streetscaping, a slip lane, and on-street parking from Center Street to Davis Street. A full discussion of this effort can be found in Chapter 3, Downtown.



Mobility 2040 - North Central Texas Council of Governments

Duncanville is one of hundreds of government entities that form the North Central Texas Council of Governments (NCTCOG), a voluntary and non-binding association established to “assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development¹.” NCTCOG is the predominant regional planning body in the DFW Metroplex, conducting research, studies, and regional plans related to transportation, environmental sustainability, and growth management. Much of this focuses on the rapid growth expected for Dallas-Fort Worth in the years to come.

Mobility 2040, adopted in 2016, is NCTCOG’s newest transportation plan. In addition to planning for a wide range of future transportation needs, Mobility 2040 also provides projections for future population growth and distribution. While Mobility 2040 does not include detailed projects specific to Duncanville, the work of NCTCOG is essential to understanding Duncanville’s regional context.

The plan identifies locations for future Regional Veloweb connections and Major Transit Corridors among other recommendations affecting Duncanville. Coordinating the Master Parks Plan with the alignment of proposed on- and off-street bikeways identified in the Regional Veloweb is important to future development and may provide opportunities for additional funding. The plan also recommends the future alignment of the Midlothian DART transit line through the heart of Duncanville. It will be critical for the City to continue collaboration NCTCOG and DART, analyzing the benefits of potential station locations, establishing relationships with the community, and emphasizing the mutual benefits for all involved.

1 <http://www.nctcog.org/trans/mtp/2040/>



Source: www.nctcog.org/trans/mtp/2040/

COMMUNITY SNAPSHOT

The community snapshot is a baseline analysis of what Duncanville looks like today demographically and economically, and how these factors are forecasted to change in the future. This snapshot is essential in establishing social, economic, land use, and neighborhood characteristics. These existing conditions form the foundation of the assessments and recommendations throughout the plan.

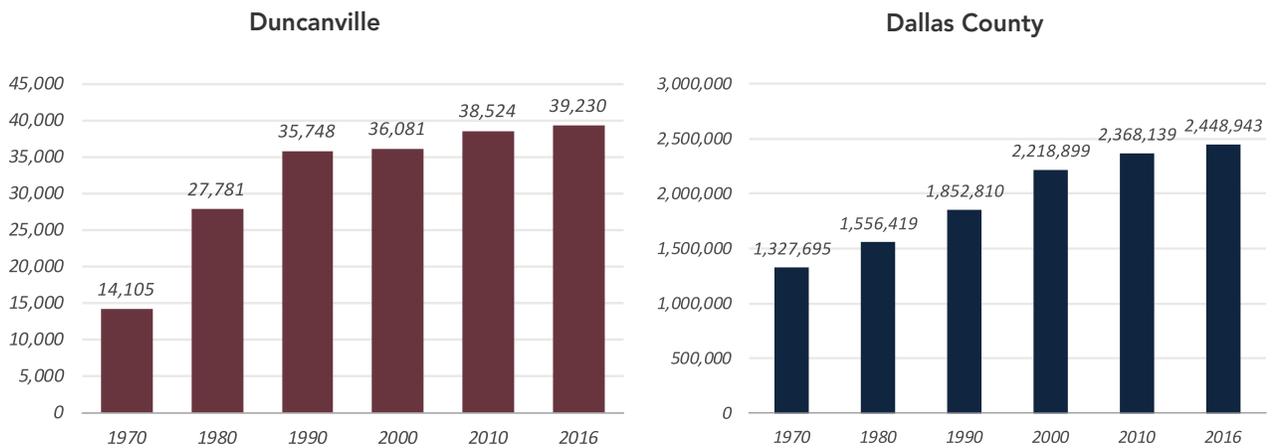
Demographics

POPULATION

In the last half century, Duncanville’s population has more than doubled, adding roughly 25,000 people from 1970 to 2016. Per NCTCOG, Duncanville’s population will likely surpass 39,000 residents in 2017. This increase represents a 2.25 percent Compound Annual Growth Rate (CAGR).

Duncanville experienced the most rapid population growth from 1970 to 2000, when the population nearly tripled from 13,000 to 36,081. While Duncanville’s population continues to grow, the growth rate has slowed, growing by only a few thousand residents since 2000, likely due in part to a shrinking amount of vacant land. Based on Duncanville’s historic 1.92 percent CAGR, a projected 2030 population would be between 52,952 (1.5 percent CAGR) and 58,420 (2.0 percent CAGR), if higher density residential land uses develop over time. This is important because, as described in the Existing Land Use section, Duncanville is landlocked and largely built out; this means that existing land uses (specifically housing), infrastructure, and amenities will need to accommodate any population growth.

Figure 1: Population Growth



Source: U.S. Census 1970-2010; 2010-2014 ACS 5-Year Estimates; NCTCOG Population Estimates 2016.

AGE

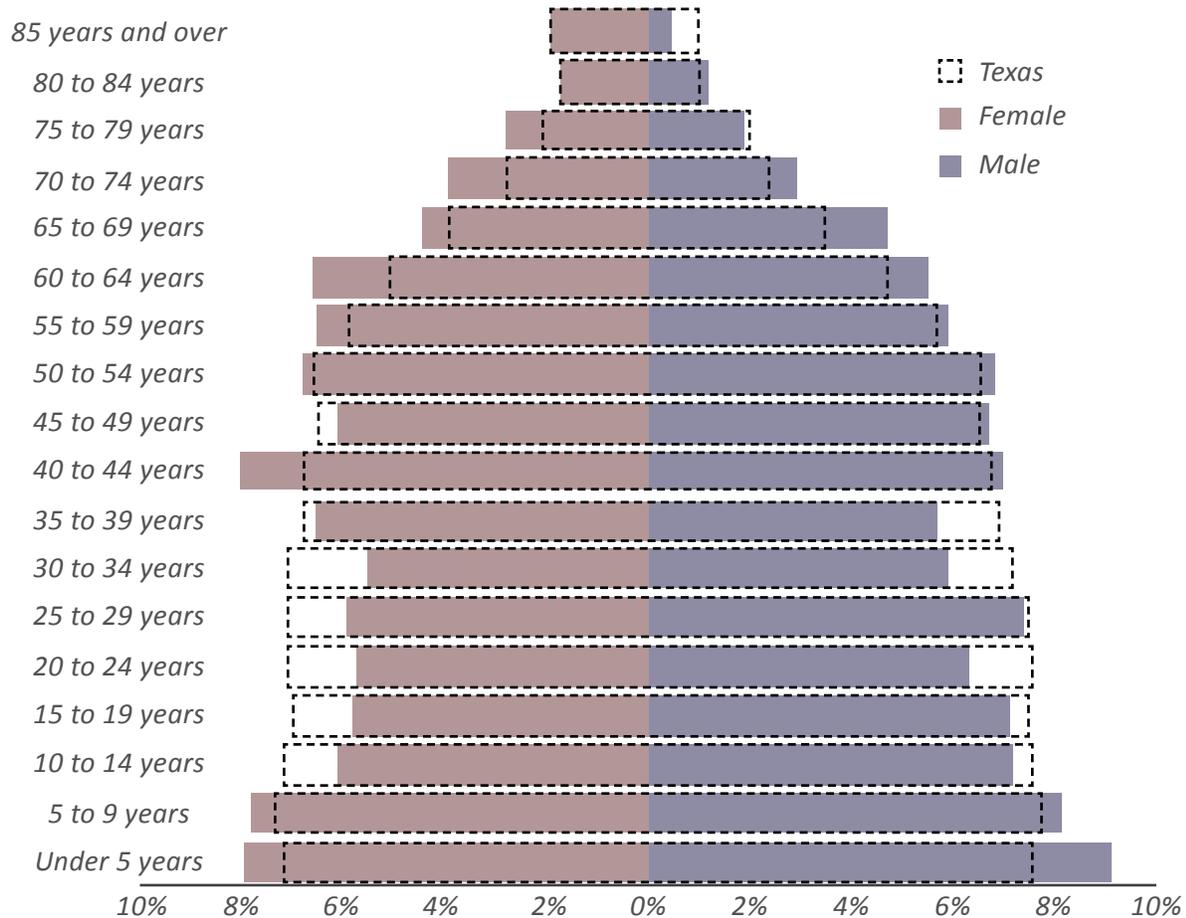
The population pyramid illustrates Duncanville’s population by age cohort compared to the same age groups at a statewide level.

Children and adolescents: Duncanville is slightly above the state average of children ages five to nine, but below the state average for older children and teenagers ages 10 to 19. This could suggest that Duncanville is an attractive place to start a family, but less desirable as children and families age. Several factors that could contribute to this include the availability of starter homes, low cost of living, less availability of move-up homes, or perception of the community.

Young adults and young professionals: Duncanville is below the state average among people ages 20 to 39. This indicates that Duncanville residents leave the community when they become college-age and this demographic either does not return to the community or the City does not attract new young professionals into the community.

Professionals, retirees, and seniors: among all other adult groups, Duncanville generally exceeds the statewide average for percentage of the population. Because Duncanville’s population growth rate has slowed since 2000, these age cohorts, especially the older population, likely moved to Duncanville prior to 2000.

Figure 2: Age Cohort Pyramid



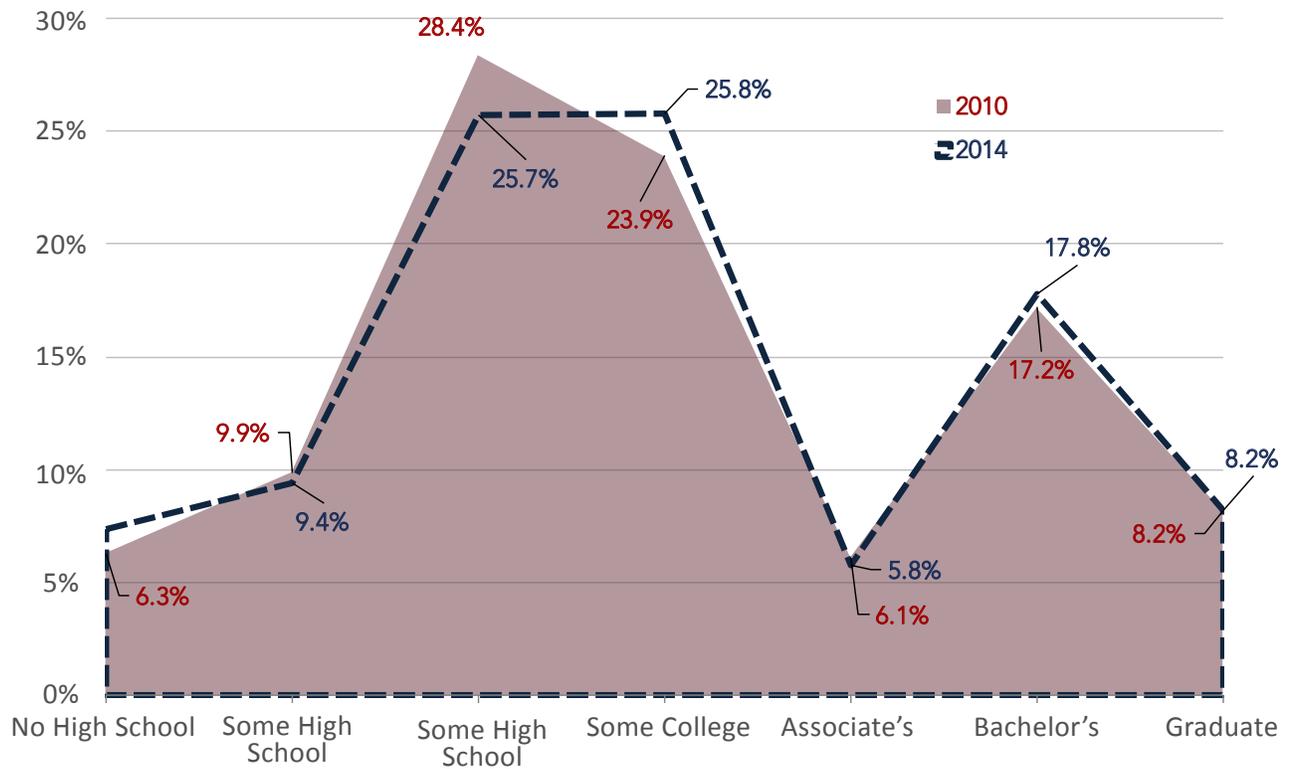
EDUCATIONAL ATTAINMENT

Education attainment outlines the amount of education obtained by adults ages 25 and older in a community. According to the US Census Bureau this age cohort increased in size in Duncanville from 2010 to 2014. During this time the percent of adults with no high school education increased while the percent of adults with only some high school education or only a high school degree decreased.

Among adults with some level of higher education, the percent of those who did not complete college, those who obtained a bachelor’s degree, and those who obtained a graduate degree all increased slightly. The percent of adults with an Associate’s degree decreased slightly.

Overall these trends reflect a relatively unchanged rate of education attainment in Duncanville. This trend is important for several reasons. First, it indicates that the City could be doing a better job of attracting college-educated adults, who are attracted to communities with skilled, high-paying jobs, amenities, and diverse housing options. Likewise, a steady rate of non college-educated adults could indicate a need for access to and availability of lower-skilled, livable wage jobs and higher education opportunities.

Figure 3: Educational Attainment

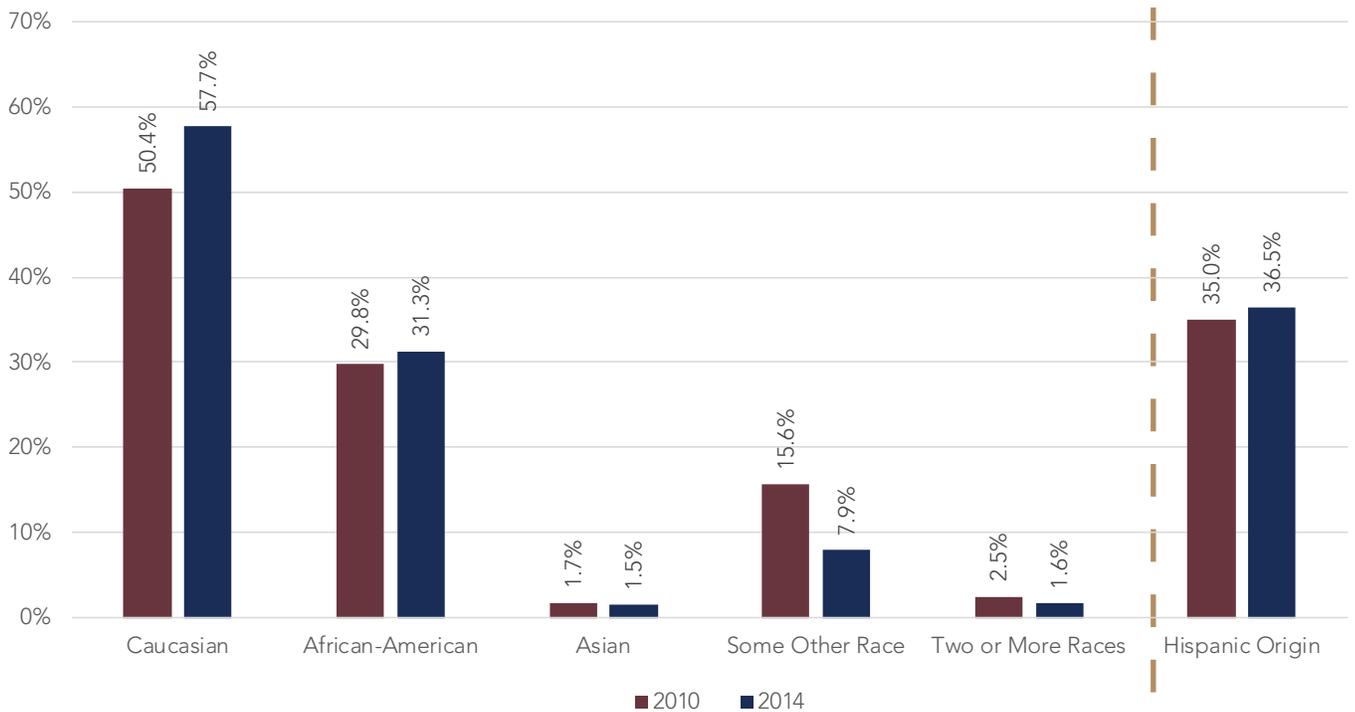


Source: 2010-2014 ACS 5-Year Estimates; 2006-2010 ACS 5-Year Estimates

RACE AND ETHNICITY

Duncanville, like many neighboring southwest Dallas County communities, is more diverse than other cities in the region. As of the 2010 Census, 50 percent of Duncanville’s population identified as white. However, since the 2010 Census, that number has since grown to nearly 58 percent. Other racial groups have grown since 2010, though none by such a large percentage. It should be noted that race and ethnicity alone are not adequate indicators of a city’s conditions; they should only be used to understand the makeup of the community.

Figure 4: Race and Ethnicity in Duncanville



Quick Fact

Race and ethnicity are different; race refers to genetic traits, while ethnicity refers to cultural customs. In the US, race includes Caucasian, African American, American Indian/Native Alaskan, Asian, and Native Hawaiian/Pacific Islander.

The only ethnicities that are identified in the US are Hispanic/Latino and Non-Hispanic/Latino. Definition of Hispanic or Latino Origin (as used in the 2010 Census):*

“Hispanic or Latino” refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.”

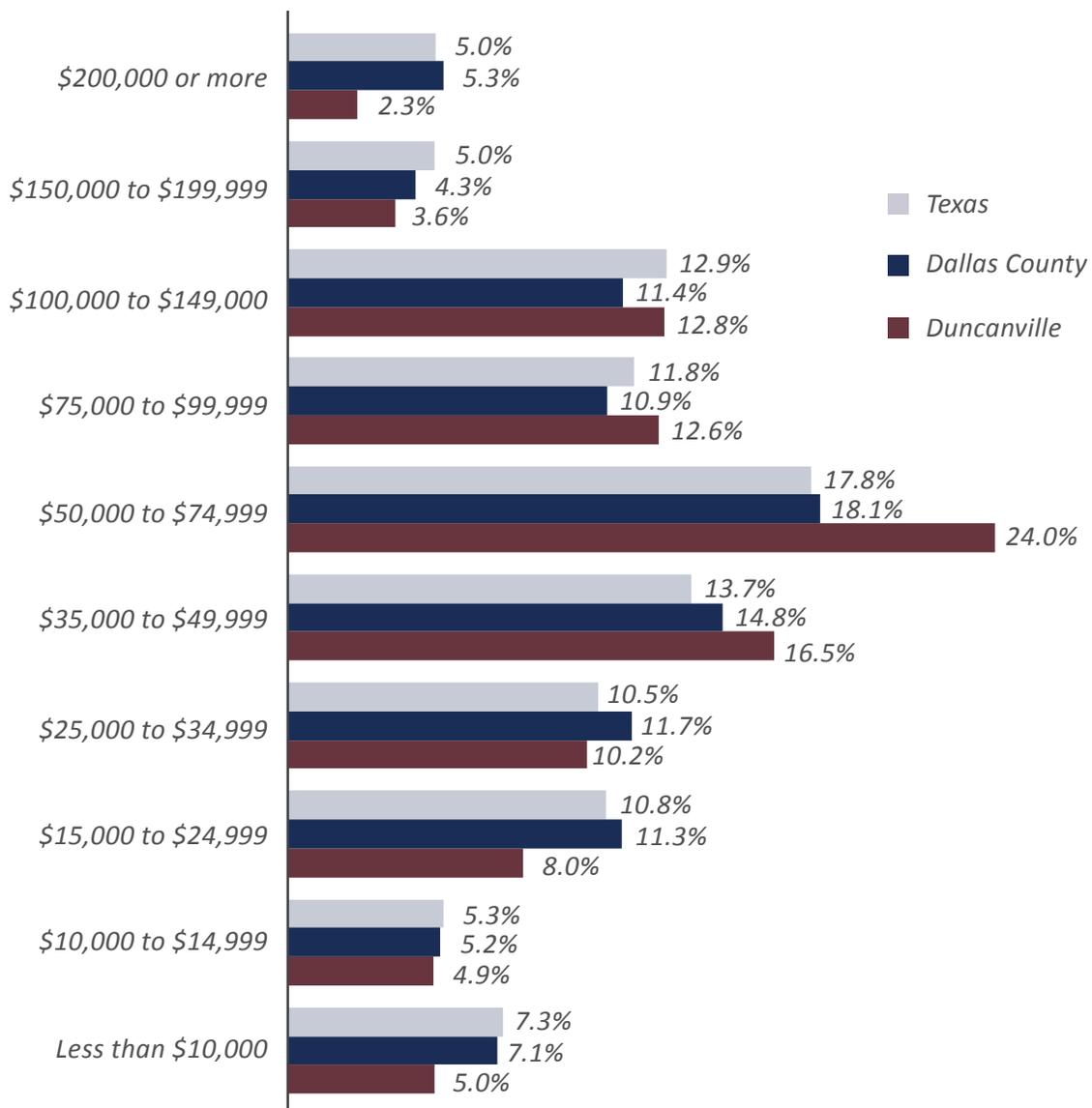
** For more information about how race and ethnicity information is compiled, please visit the U.S. Census website at www.census.gov.*

Economy

HOUSEHOLD INCOME

Compared to Dallas County and the State of Texas, Duncanville has a slightly higher median household income of \$55,100. Nearly 24 percent of households reported an income of \$50,000 to \$79,999. In Duncanville, 44.6 percent of households earned below this income bracket; 31.4 percent earned above. A full assessment of neighborhood-level factors and assessments is available in Chapter 3, Quality of Life.

Figure 5: Income and Benefits



Source: 2010-2014 ACS 5-Year Estimates

HOUSING

Duncanville had 13,813 housing units as of August 2016. Of these, 81.4 percent were one-unit detached (single-family). One-unit attached residences (townhomes) accounted for 2.3 percent; two-unit dwellings (duplexes) accounted for 2.3 percent, and the remaining 14 percent was comprised of multifamily units (apartments).

Table 1: Housing Units by Land Use Type

LAND USES TYPE	UNITS
Single Family	11,245
Townhouse	315
Duplex	317
Apartment	1,936
Total	13,813

Source: 2010-2014 ACS 5-Year Estimates

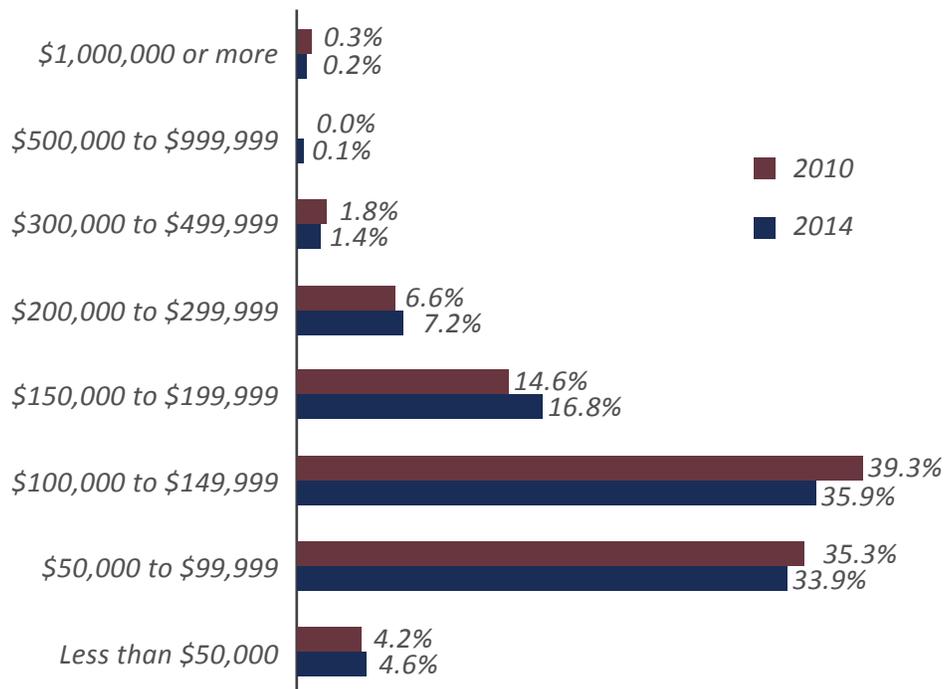
Housing Quick Facts

- 65.8 percent of housing is owner-occupied (2011-2015 ACS)
- 1.7 percent homeowner vacancy rate (2010 Census)
- 7.6 percent rental vacancy rate (2010 Census)

Housing Values

The median value of owner occupied housing is approximate \$114,700, which is below the County and State averages of \$132,700 and \$136,000 respectively. The average mortgage is roughly \$1,359. However, median gross rent in Duncanville, estimated to be \$961, is above the County and State averages (\$907 and \$882 respectively).¹

Figure 6: Housing Value



1 2011-2015 ACS 5-Year Estimates

Existing Land Use (EXLU)

As Map 3: Future Land Use on page 42 and Table 2: Existing Land Use Inventory (below) show, there are two important land use conditions currently impacting Duncanville:

First, the City is rapidly approaching build out, meaning that a majority of land within the city has been developed. Second, a large proportion of the City’s land uses, 47.2 percent, are devoted to single family residential uses.

The majority of Duncanville’s nonresidential development is concentrated on key corridors, specifically Interstate Highway 20 (I-20), Highway 67, Main Street, Camp Wisdom Road, Wheatland Road, and Cedar Ridge Drive.

A full discussion of these implications is available in Chapter 2, Future Land Use on page 39.

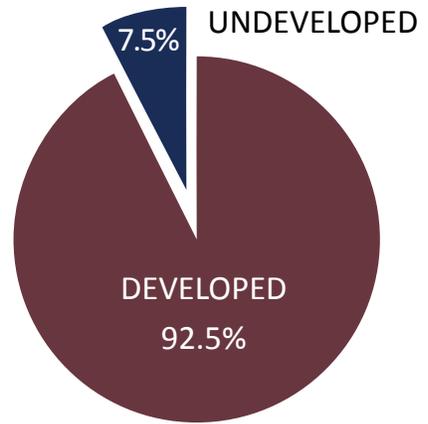
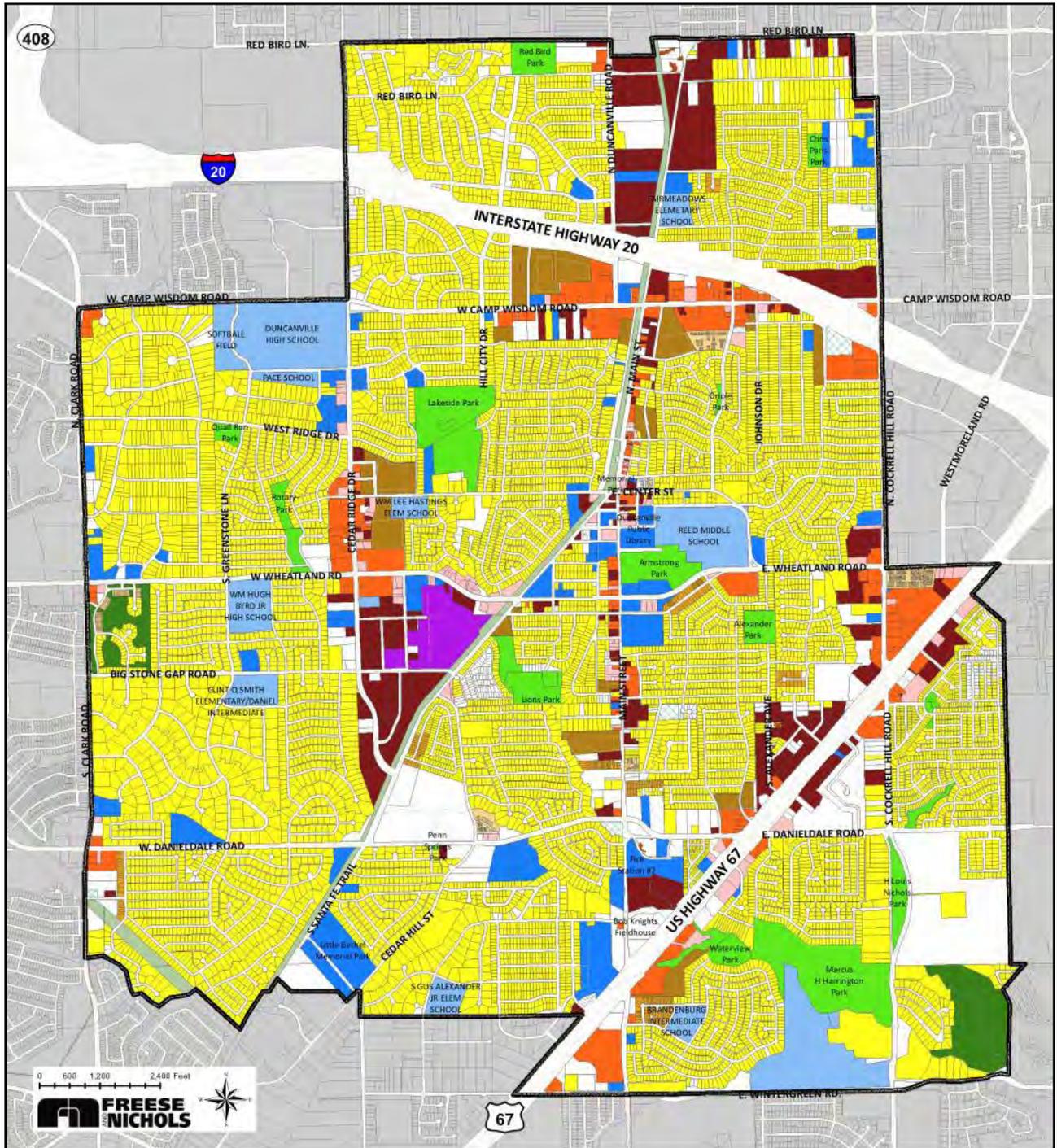


Table 2: Existing Land Use Inventory

KEY	LAND USE	CITY LIMITS	
		ACRES	PERCENT
Residential			
	Single Family	3,390	47.2%
	Multi-family	116	1.6%
	Two-Family (Duplex)	31	0.4%
	Townhomes	24	0.3%
Public/Institutional			
	Parks and Open Space	241	3.4%
	Public/Semi-Public	252	3.5%
	School District	268	3.7%
Non-Residential			
	Retail	231	3.2%
	Commercial	344	4.8%
	Office	72	1.0%
	Industrial	42	0.6%
	Private Recreation	76	1.1%
	Open Storage	9	0.1%
	Right-of-Way	1,468	20.5%
	Greenbelt Easement	61	0.8%
	Vacant Buildings	13	0.2%
Total Developed/Built-Out Area		6,636	92.5%
	Vacant	539	7.5%
Total Acres		7,175	100%

Map 2: Existing Land Use



Existing Land Use

Single Family	Commercial	Duncanville ISD
Two-Family (Duplex)	Industrial	Vacant Building
Townhome	Parks and Open Space	Open Storage
Multi-Family	Private Recreation	Vacant
Office	Greenbelt Easement	City Limits
Retail	Public/Semi-Public	Streams

DESTINATION DUNCANVILLE GUIDING PRINCIPLES

Guiding Principles are broad statements of what Duncanville strives to be in the future. The emerging themes identified through the public input process directly influenced the development of the guiding principles and, ultimately, the recommendations made in this plan. However, before the guiding principles were established, it was necessary to understand the community’s issues as they related to the four topic areas of the plan—future land use, quality of life, Downtown, and transportation.

The table below illustrates how the major themes are interwoven across the guiding principles, yielding recommendations that could advance multiple goals simultaneously. Simply put, every part of a functional City is interconnected. Ultimately, the planning process generated six guiding principles that established the foundation for the recommendations made in this plan, and are listed on the following page.

Table 3: Guiding Principles

GUIDING PRINCIPLES	CHAPTER ELEMENTS			
	FUTURE LAND USE	QUALITY OF LIFE	DOWNTOWN	TRANSPORTATION
Economic Development				
Connectivity				
Community Character and Branding				
Neighborhoods				
Downtown				
Development / Redevelopment				

Guiding Principles



Economic Development:

Utilize economic development policies and tools to strengthen Duncanville's tax base and encourage economic activities.



Connectivity:

Provide safe, multi-modal transportation options that connect people to employment, amenities, and neighborhoods both locally and regionally.



Community Character and Branding:

Create a unique identity, promote a positive image, and enhance the aesthetic appeal of Duncanville.



Neighborhoods:

Promote vibrant neighborhoods through diverse housing, community involvement, public-private collaboration, and maintenance initiatives.



Downtown:

Establish downtown as a unique, lively, and active destination.



Development/Redevelopment:

Develop strategies to accommodate future growth and revitalize targeted areas.

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CHAPTER 2

Future Land Use



GUIDING PRINCIPLES



FUTURE LAND USE PLAN (FLUP)

The FLUP designations show land use types and densities that cities determine to be the most desirable for particular areas. It also provides recommendations regarding the implementation of the plan. There are a few definitions that should be noted when using this chapter:

- » Zoning: The prescribed legal use of a parcel of land based on city regulations. Zoning is stipulated through a zoning code, and can only be modified through a formal process including the Planning and Zoning Commission and City Council.
- » Existing land use: How a parcel of land is being utilized at the present time, regardless of the zoning prescribed for that property.
- » Future land use: The identified best use for a parcel of land in the future. This does not change the parcel’s current zoning, though any rezoning must be in accordance with the future land use map. The future land use map must be updated, requiring a public hearing and vote from the City Council, anytime zoning is changed that is not within the recommendations of the Future Land Use Plan.

The purpose of this chapter is to establish the guidelines that enable Duncanville to effectively plan for future growth, development, and redevelopment. Sound planning is essential to ensure that Duncanville is prepared to serve anticipated infrastructure needs, as well as, preserving key community areas during times of growth.

Methodology

As discussed in Chapter 1, Duncanville is over 90 percent developed. The City’s zoning map was reviewed, comparing zoning to current land uses.

Current land uses became the Existing Land Use Map. Certain existing land uses generally change very little over time, and are therefore carried over to the future land use map. These land uses that will presumably remain the same include residential, parks and recreation (both public and private), public/semipublic, institutional (including the Duncanville Independent School District), and rights-of-way.



These uses account for over 80 percent of the City’s total land. The remaining land located throughout the City was identified and sorted into groups based on proximity to each other and types of uses. Opportunity Areas then created from these groups of high-potential parcels. An assessment of each opportunity area was conducted considering the following factors:

- » Location
- » Size and physical features
- » Existing land uses and conditions of development
- » Periphery land uses
- » Access and adjacent thoroughfares
- » Economic factors.

At the completion of the assessment, it was determined that Duncanville would benefit more from a menu of recommended land use options for each opportunity area, as opposed to assigning specific land uses. As a result, these areas are shaded on the future land use map and do not correlate with specific future land uses. The benefit to this approach is that it gives both the City and property owners greater flexibility in evaluating future land uses on a case-by-case basis. Because the future land use map is a legal basis for zoning, any rezoning would be subject to the menu of recommended land uses as opposed to one specific use, giving developers and property owners more flexibility in how to utilize their land.

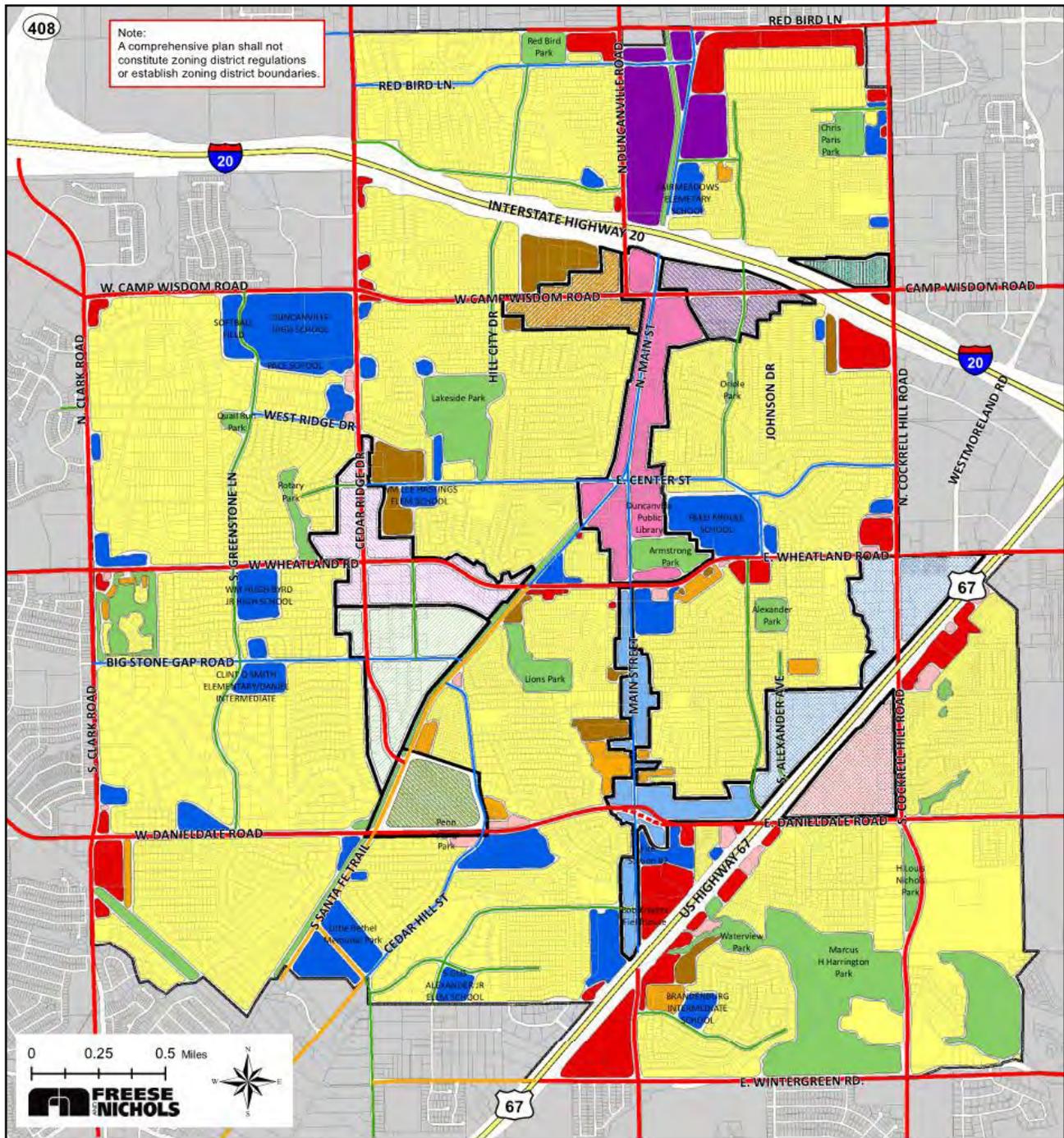
Table 4: Future Land Use Projections shows a breakdown of future land use percentages based on the Future Land Use Map. Much like the City’s existing land use distribution (refer to Map 3: Future Land Use on page 42), low density, single family residential remains the predominant land use. It should be noted that because this Future Land Use Plan utilizes opportunity areas in target areas as opposed to individual land uses, many of the specific future land uses will be unclear until the City begins to develop more specific plans in those locations.

Table 4: Future Land Use Projections

KEY	LAND USE	ACRES	PERCENT
Residential			
	Low Density Residential	3,550	49.5%
	Medium Density Residential	48.5	0.7%
	High Density Residential	90.2	1.3%
Public/Institutional			
	Parks and Open Space	464.4	6.5%
	Public/Semi-Public	410.7	5.7%
Non-Residential			
	Retail/Commercial	234.7	3.3%
	Office	32.8	0.5%
	Industrial	107.7	1.5%
Opportunity Areas			
	Opportunity Area 1	122.8	
	Opportunity Area 2	68.7	
	Opportunity Area 3	106.0	
	Opportunity Area 4	104.3	
	Opportunity Area 5	53.1	
	Opportunity Area 6	52.4	
	Opportunity Area 7	18.8	
	Opportunity Area 8	51.2	
	Downtown District	92.1	
	Main Street District	81.9	
Total Acres		753.3	10.5%
Total Acres		7,175.3	100%

* Note: Right-of-Way not shown in calculations.

Map 3: Future Land Use



Future Land Use

- | | | |
|--------------------|----------------------------|--------------------------|
| Opportunity Area 1 | Low Density Residential | Office |
| Opportunity Area 2 | Medium Density Residential | Retail/Commercial |
| Opportunity Area 3 | High Density Residential | Industrial |
| Opportunity Area 4 | Downtown District | Parks and Open Space |
| Opportunity Area 5 | Main Street District | Public/Semi-Public (ISD) |
| Opportunity Area 6 | | Streams |
| Opportunity Area 7 | | City Limits |
| Opportunity Area 8 | | |



Future Land Use Types

The Future Land Use Plan provides a geographic application of these policies to the areas within the city limits for use during the development review process. The Future Land Use Plan will ultimately be mirrored in the City’s policy documents and serve as a flexible guide to City staff and decision-makers.

The following descriptions correspond to the land uses shown on Map 3: Future Land Use on page 42. Photo examples are provided alongside the definitions to show the range of designs that are appropriate for the land use. These photos are used for example purposes only. In the discussion regarding the Opportunity Areas and Districts, more specific examples are provided that are intended to apply specifically to those areas. Each of the future land use types is categorized into Residential, Nonresidential, Institutional and Opportunity Area categories—as detailed below.

RESIDENTIAL

Low Density Residential

Low density residential represents a traditional single-family detached neighborhood and includes housing and living units for people with a range of incomes and needs. Low density residential areas generally range between three and five dwelling units per acre. The following are policies to guide low density areas:

- » They should be protected from, but accessible to, the major roadway network, commercial establishments, and industrial areas.
- » Subdivisions should be accessible to collector and arterial streets, but should directly access only local streets, creating a balanced land-use pattern across the City.
- » They should not be directly accessible to major arterials and freeways without adequate buffering and access management.

Medium Density Residential

Medium density residential represents single-family residential neighborhoods at densities between eight and 12 dwelling units per acre. Medium density residential types take the form of townhomes, duplexes, and patio homes. Medium density residential can be used as a transitional use between low density areas and higher intensity uses, such as commercial, retail, and industrial activity. The following are policies to guide medium density areas:

- » They should be protected from, but accessible to, the major roadway network, commercial establishments, and industrial areas.
- » Subdivisions should be accessible to collector and arterial streets, but should directly access only local streets, creating a balanced land-use pattern across the City.
- » They should not be directly accessible to major arterials and freeways without adequate buffering and access management.





High Density Residential

High density residential is reflective of multi-family apartments. Depending on location, densities in high density residential may vary significantly. Garden style apartments have densities between 12 and 20 dwelling units per acre. Newer construction, particularly if a mixed- use configuration, has densities ranging from 20 to 30 dwelling units per acre. Higher densities would be more appropriate in Downtown mixed-use areas. High density residential can serve as a transitional use between low density neighborhoods and much higher intensities, such as commercial and industrial activity. The following are policies to guide high density residential areas:

- » They are appropriate along major collector or arterial roadways.
- » They serve as a buffer between commercial or retail uses and low density residential areas.
- » Maximum acreage per individual development should be 30 acres or less.





NONRESIDENTIAL

Office

Office land uses can take numerous forms depending on the context. Generally, permitted uses include corporate, professional, medical and financial offices as well as offices for individuals and non-profit organizations. Near residential areas, these areas can serve as a context-sensitive, lower intensity transitional use to adjacent residential. In less residential areas, such as along highways, office uses can increase in height and density. The following are policies to guide office areas:

- » A combination of screening, increased rear setbacks, and enhanced landscaping should be used to ensure adequate buffering from adjacent residential areas.
- » Buildings are permitted to be two stories or less, however multi-story structures would be permitted with appropriate buffer and setback standards.
- » They should be located at points of high visibility along non-residential arterials and major collectors and at intersections of minor arterials and major or minor arterials, major collectors and major or minor arterials, and minor collectors and major arterials.
- » They should be convenient and accessible to residential areas.
- » They provide a transitional land use between residential uses and higher intensity commercial land uses.
- » The convergence of minor arterials and minor collectors and the convergence of major collectors and minor collectors may be appropriate for office uses but not light commercial uses.



Retail/Commercial

Retail/commercial establishments have goods for purchase by the general public and generating sales tax revenue. Retail uses require high visibility locations such as along arterial roadways. Examples of retail uses include clothing stores, dry cleaners, and branch banks. The following are policies to guide retail areas:

- » Retail should be located at high points of visibility.
- » They should serve as a buffer and transition between higher and lower intensity uses.

Commercial uses are more intense than retail establishments, yet also provide goods and services for the public. Examples of commercial establishments would include hotels, restaurants, and big box retailers.

- » They are located along major arterial, super arterial and freeway corridors.
- » Outside storage associated with commercial activity should be screened from the primary roadway on which the establishment is located.
- » Commercial activity should be buffered from low density residential areas through the use of enhanced landscaping, increased rear setbacks, the use of medium density residential, and by floodplains or other man-made features.
- » Retail/commercial uses above two stories should be required to observe additional setbacks.





Industrial

Industrial development has a wide range of uses, appearances and intensities. The most intensive industrial uses would be refining or manufacturing facilities. Additional forms of industrial development include industrial warehouse/storage facilities with indoor storage and industrial business parks. New heavy industrial activity should be generally prohibited except by special approval in Duncanville's existing industrial parks. Industrial business parks that function as employment centers are more appropriate in areas within close proximity but not adjacent to residential. New industrial development should not be permitted adjacent to existing residential areas without the use of transitional uses or an extensive buffer system, such as a floodplain or natural area. The following are policies to guide light industrial areas:

- » Industrial areas located along arterial thoroughfares and in proximity to freeways should be heavily screened from public roadways.
- » Industrial areas should be located along arterial thoroughfares, in proximity to freeways, rail lines and/or areas with access to airports and other transportation outlets.
- » These areas should be heavily screened and buffered from any residential uses using a major roadway, retail, office, or a floodplain or natural features as a buffer.
- » There is a large concentration of industrial land uses north of I-20; the vacant property in this area lends itself to additional light industrial development that is sensitive to adjacent neighborhoods.



INSTITUTIONAL USES

Parks and Open Space

Parks and open spaces reflected on the Future Land Use Plan are indicative of existing park locations, golf courses, and 100-year floodplain areas.

At the time of the development of Destination Duncanville, the City is concurrently working on a Parks and Trails Master Plan. Parks, trails, and open space shown on the Future Land Use Map and other documents were identified in conjunction with the parks planning process. For additional information regarding parks, trails, and open space, please refer to that document.



Public/Semipublic

Public/semi-public/institutional are uses that generally serve a public purpose, including government facilities, educational facilities, and institutions of worship. Schools and worship facilities are often located adjacent to or within neighborhood areas. Public facilities that generate higher activity on a regular basis, such as government facilities, should be located along arterial roadways. The following are policies to guide public/semi-public areas:

- » Public and semi-public uses should generally observe similar development standards as retail and office uses.
- » They should be convenient and accessible to all residents while providing buffering where appropriate.



Key Land Use Themes

- 1. Numerous land uses that are not provided or under-provided, specifically entertainment; retail/commercial (neighborhood, boutique, or interstate/highway); high quality, mid-to-high density housing choices; and destination spaces.*
- 2. Opportunities for infill development and redevelopment*
- 3. Compatibility of land uses*
- 4. Facilitating transition of nonconforming properties*
- 5. Provision of a complete sidewalk network*

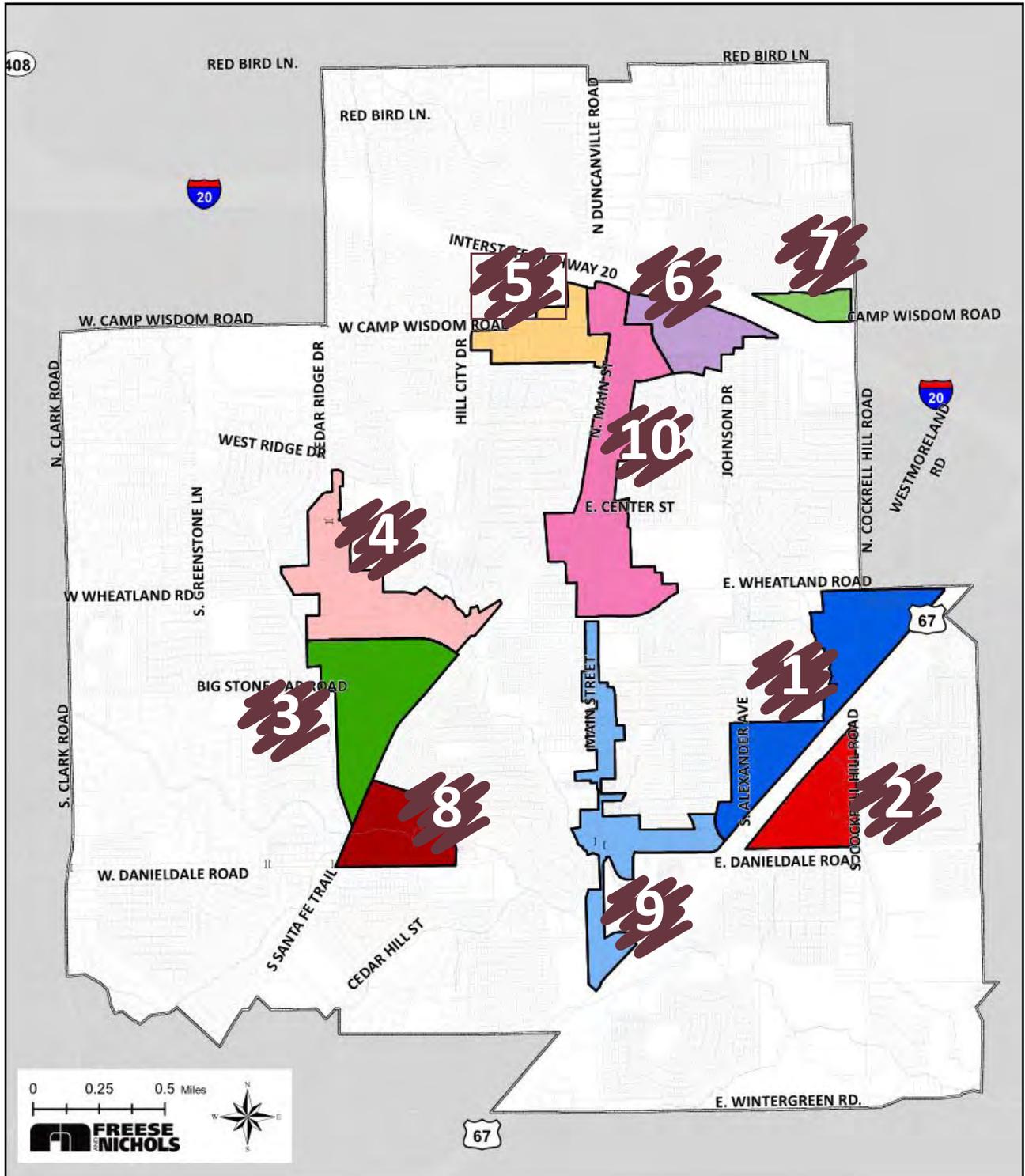


OPPORTUNITY AREAS

The FLUP identified eight Opportunity Areas and two districts as ideal for development and redevelopment based on existing City initiatives, land uses, conditions, and location. These areas are important to the redevelopment potential for Duncanville. The eight opportunity areas and two districts amount to only 8.2 percent of the City’s total acreage when excluding rights-of-way. The existing conditions and factors to consider were evaluated for each opportunity area and district. A vision for each area was identified, and general strategies to achieve the vision are outlined.



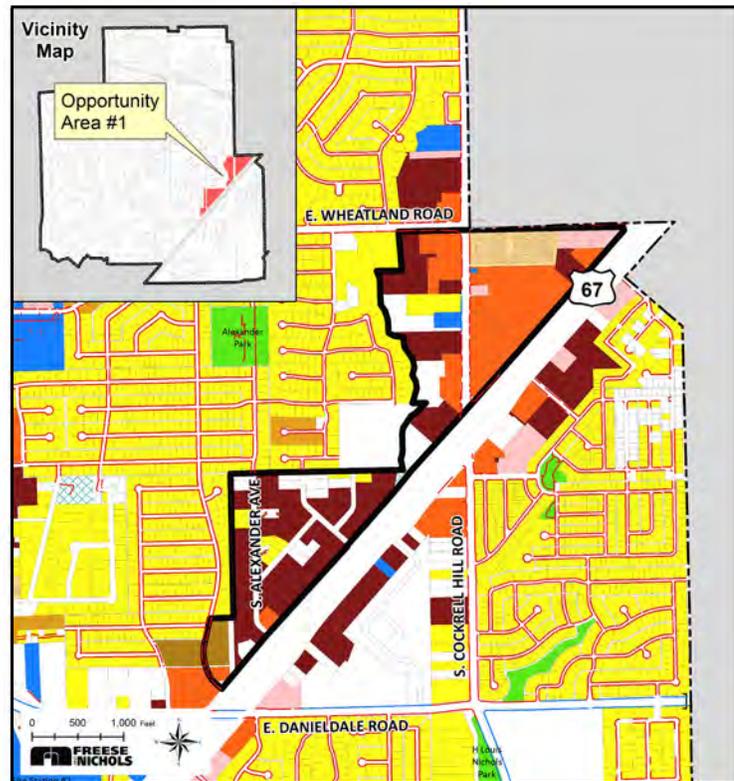
Map 4: Opportunity Areas and Districts



1 OPPORTUNITY AREA 1

Assessment

Located along US 67, Opportunity Area 1 is the largest opportunity area at roughly 112 developable acres. Existing land uses consist mainly of local retail, heavier commercial development, and narrow commercial lots fronting US 67. Opportunity Area 1 abuts mostly single family residential land uses. The majority of area fronts US 67 and has limited pedestrian access, though there are few pedestrian destinations currently in the area. Economically, this area is flexible for different types of redevelopment; with future improvements to US 67 and a future La Quinta hotel at Cockrell Hill Road and US 67 being likely catalyst developments.



Opportunity Area 1 Existing Land Use

Opportunity Area 1	Retail	Public/Semi-Public	New Sidewalk
Single Family	Commercial	Duncanville ISD	Existing Sidewalk
Two-Family (Duplex)	Industrial	Vacant Building	City Limits
Townhome	Parks and Open Space	Open Storage	Vacant
Multi-Family	Private Recreation		
Office	Greenbelt Easement		

Inset map for spatial reference only.

Vision

Remaining interstate frontage in Duncanville is limited, encouraging strategic development and redevelopment that injects high-impact uses is important. Aesthetics are also important, as Opportunity Area 1 is a key gateway into the City. This area is envisioned as having three main land use components:

High quality interstate/highway commercial development along US 67.

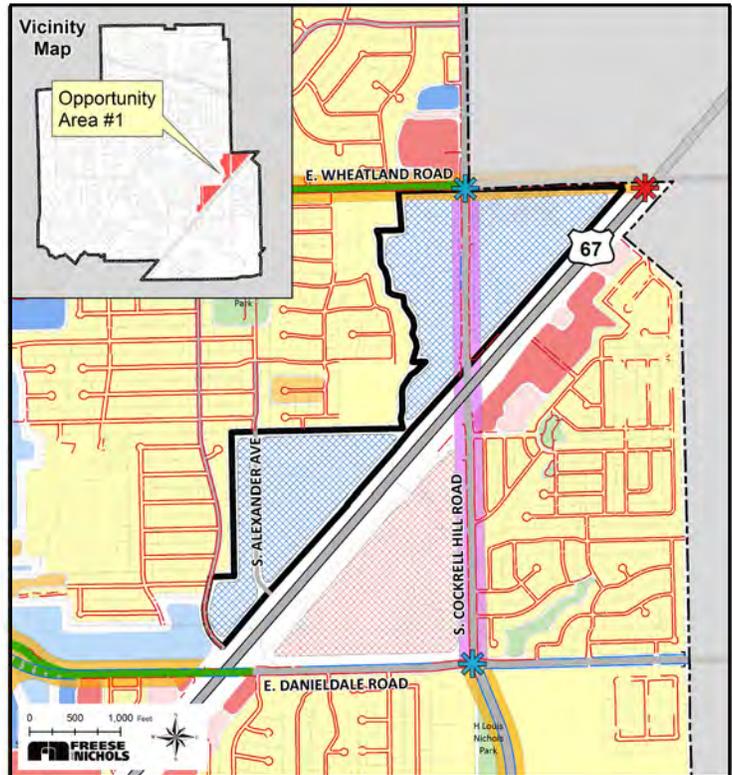
Retail/commercial development, either standalone or as a mixed use development at Wheatland Road and Cockrell Hill Road.

Medium or high density residential development, either standalone or as part of a mixed use development for the remaining infill.

Strategies

Achieving the vision for Opportunity Area 1 will require some or all of the following actions:

- » Develop a Small Area Plan;
- » Develop or enforce aesthetic and design standards of properties along US 67;
- » Perform a Zoning Ordinance diagnostic and update ordinances as necessary;
- » Identify nonconforming properties and work with property owners to relocate or bring the property into compliance;
- » Identify key parcels for development and specific companies to recruit for those spaces.



Opportunity Area 1 Map

Future Land Use	Transportation Improvements	Gateways
Low Density Residential	Potential Roadway Improvements	Major Gateway
Medium Density Residential	Potential Realignment	Minor Gateway
High Density Residential	New Sidewalk	District/Area Entry
Office	Existing Sidewalk	Image Zone (Priority)
Retail/Commercial		Image Zone (Long Term/Low Priority)
Industrial		City Limits
Parks and Open Space		
Public/Semi-Public (ISD)		

Inset map for spatial reference only.

2 OPPORTUNITY AREA 2

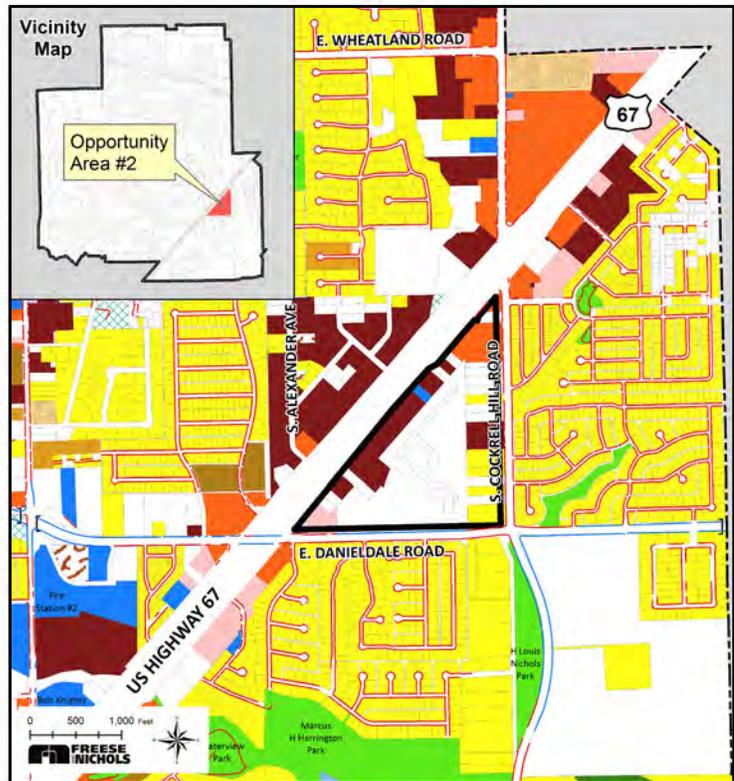
Assessment

Located along US 67 opposite Opportunity Area 1, Opportunity Area 2 is roughly 65 developable acres. The area has significant topographic challenges, including a floodplain that could be a barrier to development. As a result, much of this area is vacant, despite being previously platted.

Other land uses include some existing commercial, mostly narrow lots fronting US 67; and some single family residential along Cockrell Hill that was never fully developed. Because residential and nonresidential uses are both present in Opportunity Area 2, future nonresidential development could face compatibility challenges. The existing land uses in Opportunity Area 2 front US 67, E. Daniieldale, and Cockrell Hill.

There is limited pedestrian access along US 67, though there are also few pedestrian destinations. Economically, Opportunity Area 2 is flexible for different types of redevelopment, though property assemblage would likely be necessary.

The existing Pappadeaux restaurant is an example of a desirable land use that has been successful. Future improvements to US 67 are a significant factor to consider.



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Vision

Remaining interstate frontage in Duncanville is limited, making it imperative that development and redevelopment injects high-impact uses. Aesthetics are also important, as Opportunity Area 2 is a key gateway into the City. Opportunity Area 2 is envisioned as having two primary land use components:

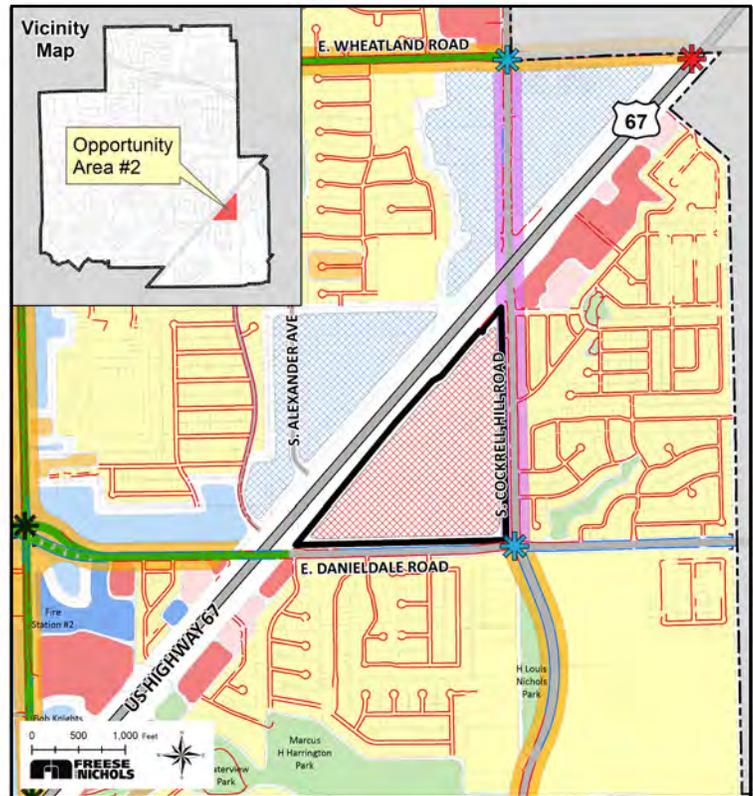
High quality interstate/highway commercial development along US 67.

Medium or high density residential development, likely standalone but possibly part of a mixed use development for the remaining infill.

Strategies

Achieving the vision for Opportunity Area 2 will require some or all of the following actions:

- » Develop a Small Area Plan;
- » Develop or enforce aesthetic and design standards of properties along US 67, perform a Zoning Ordinance diagnostic, and update ordinances as necessary;
- » Identify nonconforming properties and work with property owners to relocate or bring the property into compliance;
- » Explore redevelopment of frontage commercial to enhance fiscal impact and influence on adjacent areas;
- » Efficiently capitalize on opportunities for greenfield development by identifying key parcels for development as well as ideal companies to recruit for those spaces; and
- » Ensure compatibility with adjacent land uses by exploring mixed-use as a transition between neighborhoods and freeway commercial.



Opportunity Area 2 Map

Future Land Use	Transportation Improvements	Gateways
Low Density Residential	Potential Roadway Improvements	Major Gateway
Medium Density Residential	Potential Realignment	Minor Gateway
High Density Residential	New Sidewalk	District/Area Entry
Office	Existing Sidewalk	Image Zone (Priority)
Retail/Commercial		Image Zone (Long Term/Low Priority)
Industrial		City Limits
Parks and Open Space		
Public/Semi-Public (ISD)		

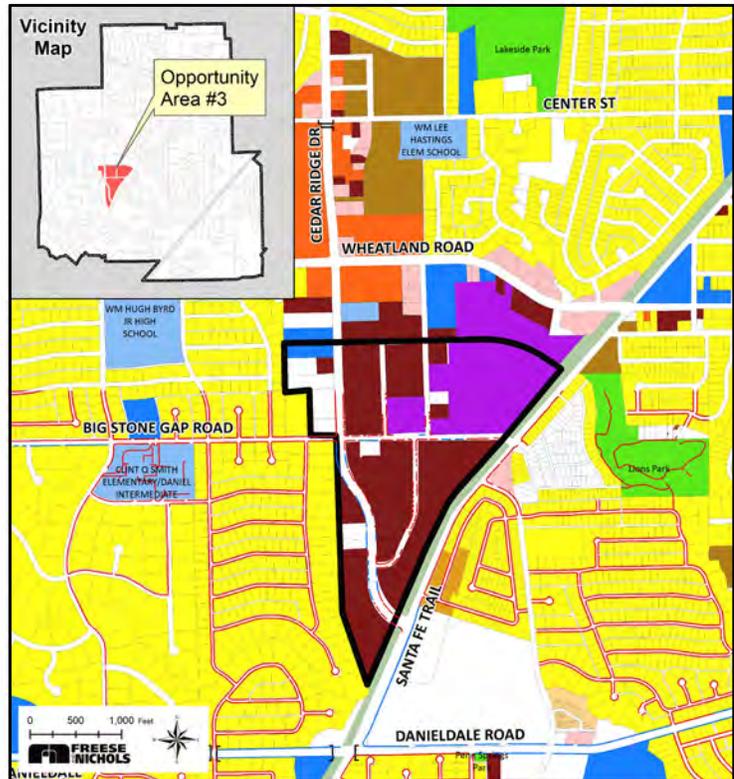
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3 OPPORTUNITY AREA 3

Assessment

Located along the west side of Santa Fe Trail from Cedar Ridge Drive to Space Way Drive, Opportunity Area 3 is 89 developable acres.

Land uses in the opportunity area are mostly heavy commercial and industrial with some vacant lots on the west side of Cedar Ridge. Opportunity Area 3 abuts single family residential to the west and is adjacent to single family on the east. Despite heavier intensity land uses, Opportunity Area 3 does not have highway access or frontage to Santa Fe Trail.



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Vision

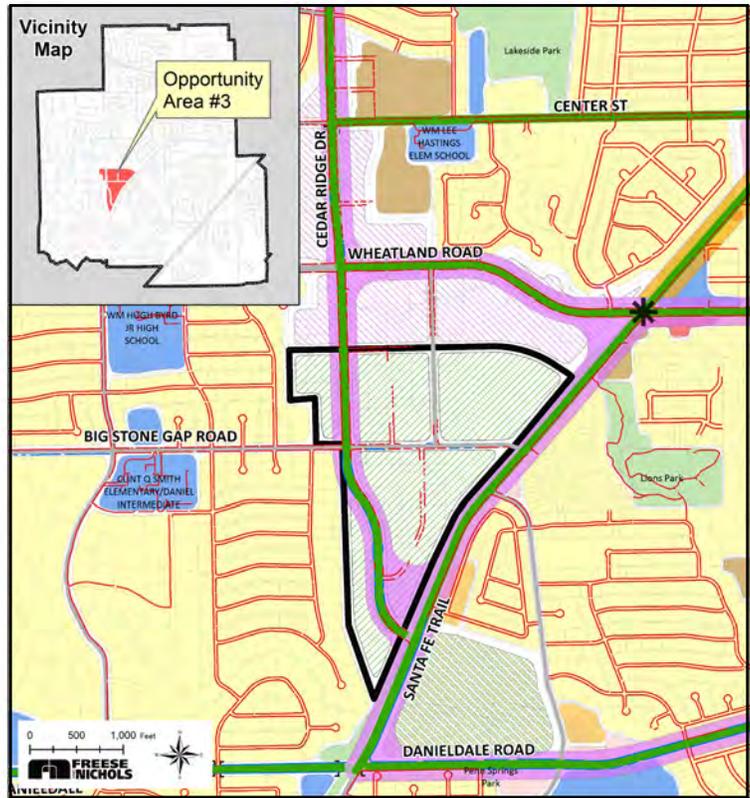
While Opportunity Area 3 might not be the ideal location for heavier intensity uses, due to its lack of access and central location, it provides an important base of active nonresidential land uses in Duncanville. In addition, there can often be economic and regulatory challenges associated with redeveloping high intensity land uses.

For these reasons, the area is envisioned as remaining the City’s light industrial, heavier commercial, and office park hub.

Strategies

Achieving the vision for Opportunity Area 3 will require some or all of the following actions:

- » Develop a Small Area Plan;
- » Perform a Zoning Ordinance diagnostic and update ordinances as necessary;
- » Develop strong form based standards to make development compatible with surrounding uses;
- » Consider opportunities for maker/incubator spaces;
- » Identify key parcels for development and specific companies to recruit for those spaces;
- » Design/maintain roadways to accommodate truck traffic; and
- » Align recruitment to targeted industries, start-ups, and spin-offs.



Opportunity Area 3 Map

Future Land Use	Transportation Improvements	Gateways
Low Density Residential	Potential Roadway Improvements	Major Gateway
Medium Density Residential	Potential Realignment	Minor Gateway
High Density Residential	New Sidewalk	District/Area Entry
Office	Existing Sidewalk	Image Zone (Priority)
Retail/Commercial		Image Zone (Long Term/Low Priority)
Industrial		City Limits
Parks and Open Space		
Public/Semi-Public (ISD)		

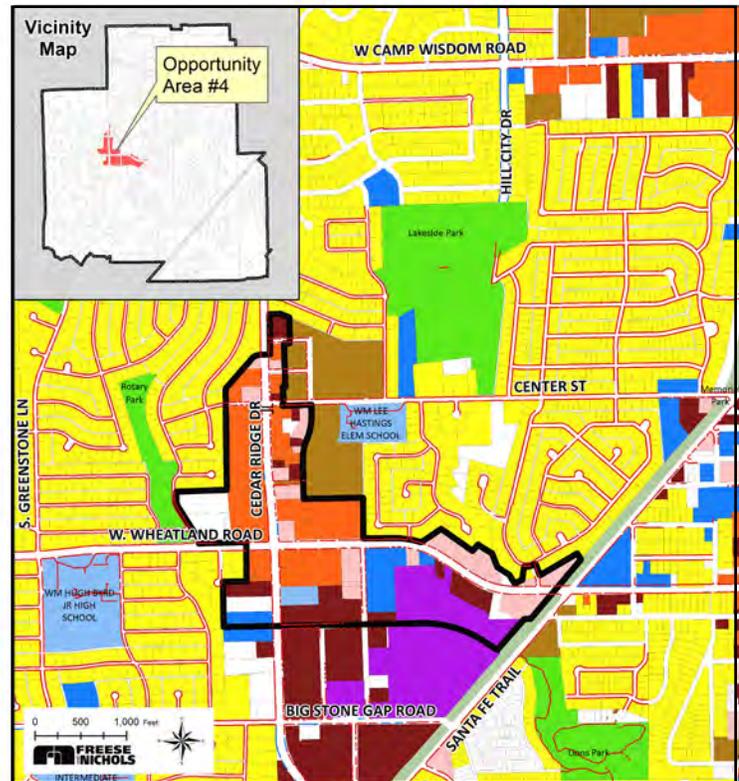
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4 OPPORTUNITY AREA 4

ASSESSMENT

Located on Cedar Ridge Drive from (about) West Ridge Drive to Space Way Drive and including Wheatland Road from Santa Fe to Venice, Opportunity Area 4 is roughly 86 developable acres. The opportunity area is a mix of uses, mostly commercial and retail with some office along Wheatland. The area contains some heavier commercial and industrial uses to the south where it borders Opportunity Area 3; these uses warrant consideration about the kind and location of redevelopment that would be appropriate.

Opportunity Area 4 abuts large multifamily developments on W. Center and single family residential to north, west, and east. The opportunity area has no highway access or frontage to Santa Fe Trail and the sidewalk network is also incomplete. Economically, the area has flexibility for different types of redevelopment.



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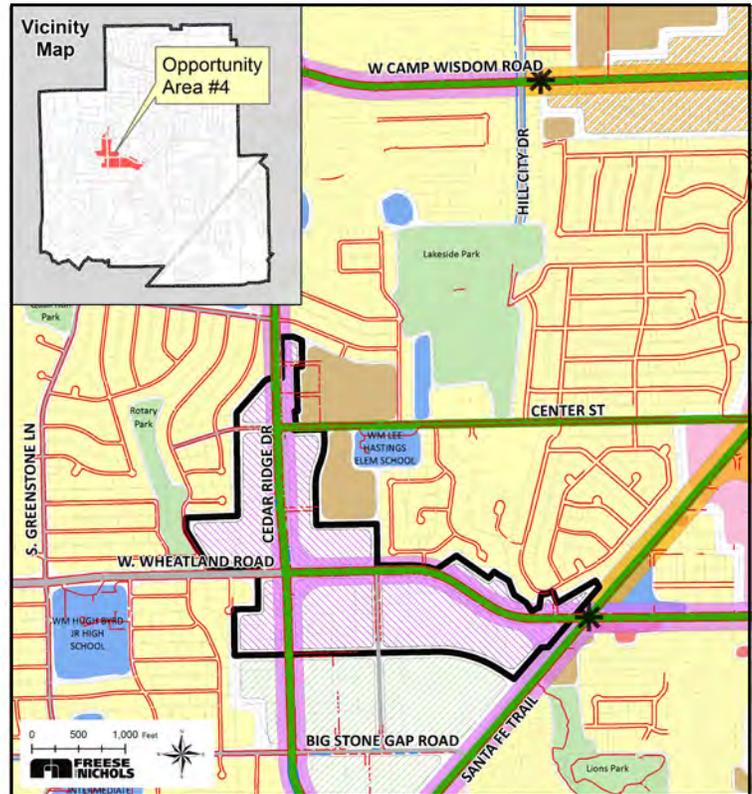
Vision

Opportunity Area 4 is envisioned as maintaining its retail, commercial, and office land uses while improving the aesthetics and design of those uses and introducing options for residential infill. Ideal uses could include higher density residential, mixed use, and neighborhood commercial/retail.

Strategies

Achieving the vision for Opportunity Area 4 will require some or all of the following actions:

- » Develop a Small Area Plan;
- » Perform a Zoning Ordinance diagnostic and update ordinances as necessary;
- » Improve compatibility with adjacent residential land uses;
- » Encourage redevelopment of strip centers;
- » Identify key parcels for development and specific companies to recruit for those spaces;
- » Bring development closer to roadway with redevelopment or pad sites; and
- » Explore higher density residential and non-retail in mid-block locations to improve the commercial-residential balance.



Opportunity Area 4 Map

Future Land Use	Transportation Improvements	Gateways
Low Density Residential	Potential Roadway Improvements	Major Gateway
Medium Density Residential	Potential Realignment	Minor Gateway
High Density Residential	New Sidewalk	District/Area Entry
Office	Existing Sidewalk	Image Zone (Priority)
Retail/Commercial		Image Zone (Long Term/Low Priority)
Industrial		City Limits
Parks and Open Space		
Public/Semi-Public (ISD)		

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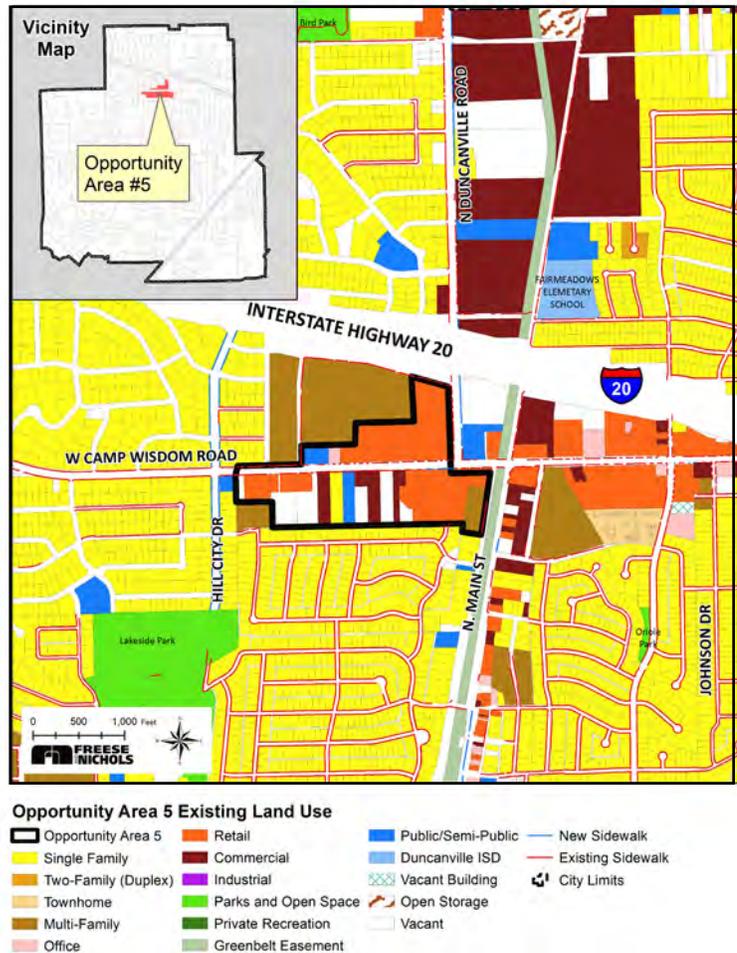
5 OPPORTUNITY AREA 5

Assessment

Located on Camp Wisdom between Hill City and N. Duncanville Road, Opportunity Area 5 is roughly 49 developable acres. Existing land uses are mostly retail with narrow parcels on south side of Camp Wisdom, some vacant. Opportunity Area 5 abuts single and multifamily residential and is adjacent to the Downtown District.

In terms of access, all parcels in Opportunity Area 5 front W. Camp Wisdom. Frontage could be an issue for businesses intending to capitalize on I-20 traffic. The sidewalk network is incomplete throughout the opportunity area. Economically, future improvements to I-20 are a significant factor to consider. Some parcels west of Duncanville Road are part of a TIF district, meaning there will likely be reinvestment in the future when the TIF reaches maturity. Finally, building height will be a factor to consider in this opportunity area,

as the Duncanville Fire Department does not currently have facilities at the current station in the area to accommodate fire trucks capable of responding to mid or high-rise emergencies.



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Vision

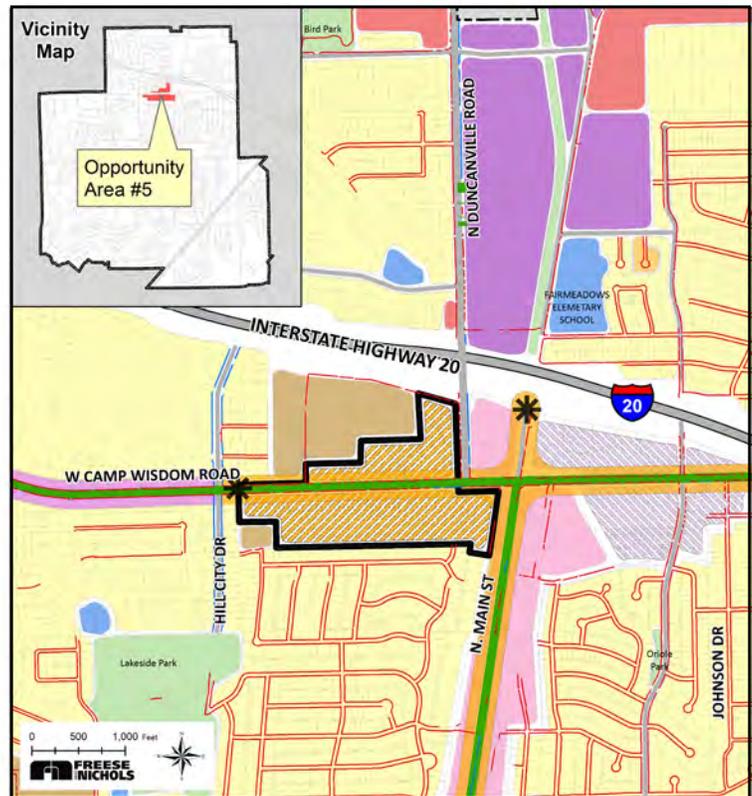
Opportunity Area 5 is envisioned as serving two primary purposes:

- » An upscale retail/commercial and entertainment area serving as a key transition into the Downtown along Camp Wisdom.
- » High quality interstate/highway commercial development along I-20.

Strategies

Achieving the vision for Opportunity Area 5 will require some or all of the following actions:

- » Develop a Small Area Plan to either redevelop the entire Opportunity Area or portions of it;
- » Perform a Zoning Ordinance diagnostic and update ordinances for site improvements of existing development;
- » Identify companies to recruit for vacant tenant spaces of existing development;
- » Improve corridor aesthetics;
- » Consider existing emergency service capabilities regarding building heights;
- » Explore higher impact retail and mixed-use alternatives for new development to enhance vitality and fiscal impact;
- » Utilize existing EDC grants for building facade improvements; and
- » Explore opportunities to shift from neighborhood commercial to regional retail to leverage location to capture wider consumer shed.



Opportunity Area 5 Map

Future Land Use	Transportation Improvements	Gateways
Low Density Residential	Potential Roadway Improvements	Major Gateway
Medium Density Residential	Potential Realignment	Minor Gateway
High Density Residential	New Sidewalk	District/Area Entry
Office	Existing Sidewalk	Image Zone (Priority)
Retail/Commercial		Image Zone (Long Term/Low Priority)
Industrial		City Limits
Parks and Open Space		
Public/Semi-Public (ISD)		

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6 OPPORTUNITY AREA 6

Assessment

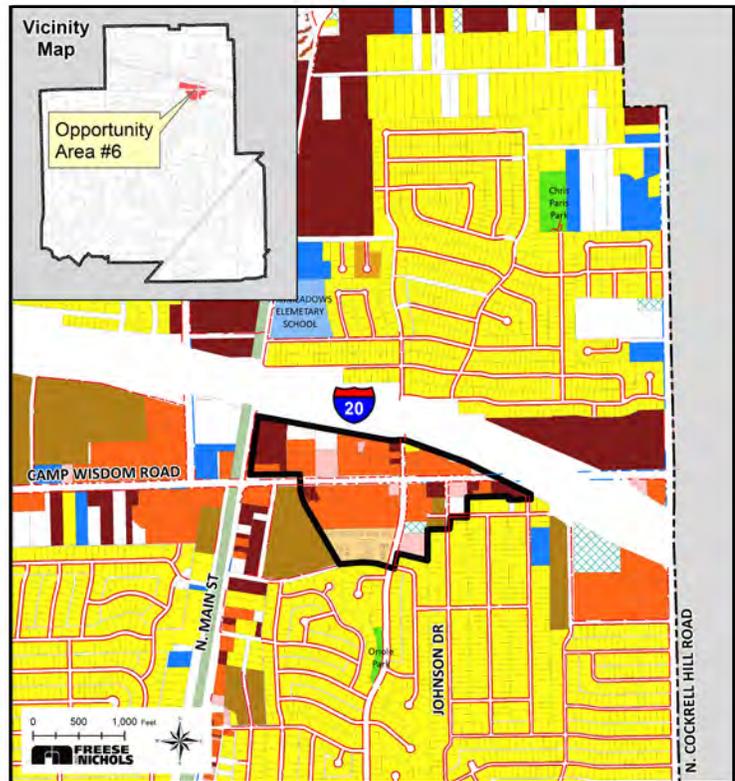
Located south of I-20 east of Main Street, Opportunity Area 6 is roughly 45 developable acres. Land uses in the area are mostly retail with several underutilized parcels and some higher density residential to the south. Opportunity Area 6 abuts single family residential to the south and is adjacent to the Downtown District. Most parcels in the area front Camp Wisdom and have an incomplete sidewalk network.

Camp Wisdom is a significant northern gateway into downtown. In terms of merchandising, the downtown should have a separate and non-competitive strategy to Camp Wisdom, however the commercial quality will impact marketability for downtown, depending on condition.

Future improvements to I-20 will be a significant factor to consider. Economically, Opportunity Area 6 falls within the City’s TIF District,

meaning there will likely be reinvestment in the future when the TIF reaches maturity. An existing Hilton Hotel and Future Hampton Inn Hotel will likely be important development catalysts. Finally, building height will be a factor to consider in this opportunity area for the time being, as the Duncanville Fire Department does not currently have facilities at the current station in the area to accommodate fire trucks capable of responding to mid or high-rise emergencies.

Though outside of Duncanville, Redbird Mall will impact Duncanville’s efforts on marketing to big box and entertainment uses. However, a large portion of the Redbird space is not market-ready, while a majority of Duncanville’s spaces are. A targeted outreach process and proactive approach to retail recruitment will help offset any interferences created from Redbird, or other external opportunities.



Opportunity Area 6 Existing Land Use

Opportunity Area 6	Retail	Public/Semi-Public	New Sidewalk
Single Family	Commercial	Duncanville ISD	Existing Sidewalk
Two-Family (Duplex)	Industrial	Vacant Building	City Limits
Townhome	Parks and Open Space	Open Storage	
Multi-Family	Private Recreation	Vacant	
Office	Greenbelt Easement		

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Vision

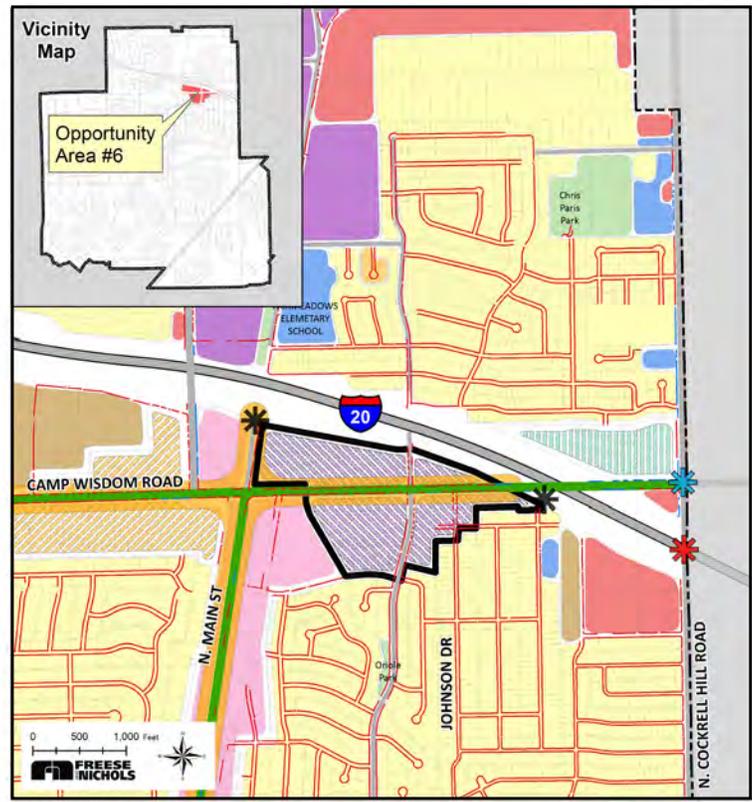
Opportunity Area 6 is envisioned as serving two primary purposes:

- » An upscale retail/commercial and entertainment area serving as a key transition into Downtown along Camp Wisdom.
- » High quality interstate/highway commercial development along I-20.

Strategies

Achieving the vision for Opportunity Area 6 will require some or all of the following actions:

- » Develop a Small Area Plan to either redevelop the entire Opportunity Area or portions of it;
- » Perform a Zoning Ordinance diagnostic and update ordinances for site improvements of existing development;
- » Identify companies to recruit for vacant tenant spaces of existing development;
- » Encourage development of incubator and maker spaces;
- » Improve corridor aesthetics;
- » Reorient direction of new buildings that back up to I-20 to face the roadway;
- » Consider existing emergency service capabilities regarding building heights;
- » Explore higher impact retail and mixed-use alternatives for new development to enhance vitality and fiscal impact; and
- » Utilize existing EDC grants for building facade improvements.



Opportunity Area 6 Map

Future Land Use

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Office
- Retail/Commercial
- Industrial
- Parks and Open Space
- Public/Semi-Public (ISD)

Transportation Improvements

- Potential Roadway Improvements
- Potential Realignment
- New Sidewalk
- Existing Sidewalk

Gateways

- Major Gateway
- Minor Gateway
- District/Area Entry
- Image Zone (Priority)
- Image Zone (Long Term/Low Priority)
- City Limits

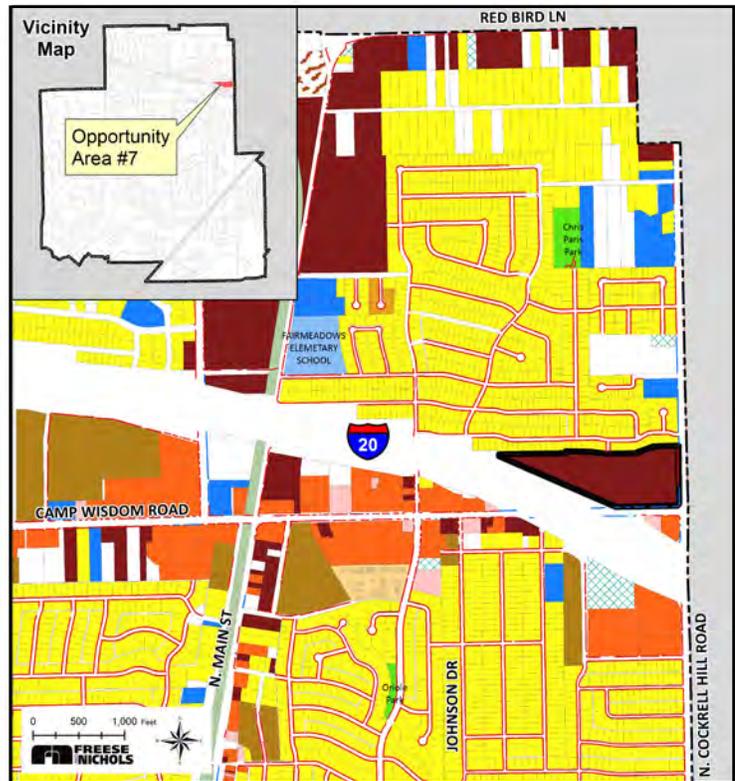
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7 OPPORTUNITY AREA 7

Assessment

Located on Camp Wisdom between I-20 and N. Cockrell Hill, Opportunity Area 7 roughly 19 developable acres. The opportunity area is made up of only three parcels, which are all commercial in nature. The opportunity area abuts single family residential and fronts Camp Wisdom and I-20. Future improvements to I-20 will be an important factor to consider.

Economic factors include potential facade improvements to the existing businesses, the area’s inclusion in a TIF District, and possible construction of a gateway feature as part of the City’s future branding efforts.



Opportunity Area 7 Existing Land Use

- | | | | |
|---------------------|----------------------|--------------------|-------------------|
| Opportunity Area 7 | Retail | Public/Semi-Public | New Sidewalk |
| Single Family | Commercial | Duncanville ISD | Existing Sidewalk |
| Two-Family (Duplex) | Industrial | Vacant Building | City Limits |
| Townhome | Parks and Open Space | Open Storage | Vacant |
| Multi-Family | Private Recreation | Greenbelt Easement | |
| Office | | | |

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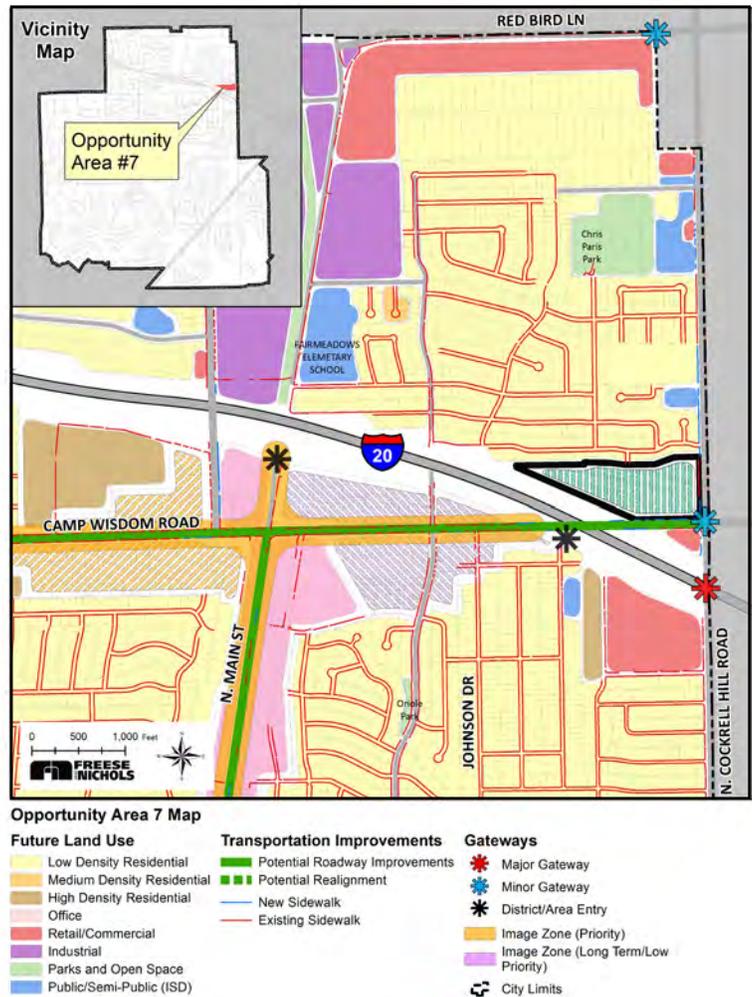
Vision

Opportunity Area 7 is envisioned as serving several uses by providing amenities to adjacent neighborhoods, serving as a gateway into the City, and capitalizing on its location along I-20. This would be carried out by introducing a mix of neighborhood retail/commercial and high quality interstate/highway commercial development.

Strategies

Achieving the vision for Opportunity Area 7 will require some or all of the following actions:

- » Perform a Zoning Ordinance diagnostic and update ordinances as necessary;
- » Improve aesthetic and site design standards for properties along I-20;
- » Ensure compatibility with adjacent land uses by exploring mixed-use as a transition between neighborhoods and freeway commercial;
- » And transition to mixed-use commercial which can serve regional market and enhance fiscal impact.

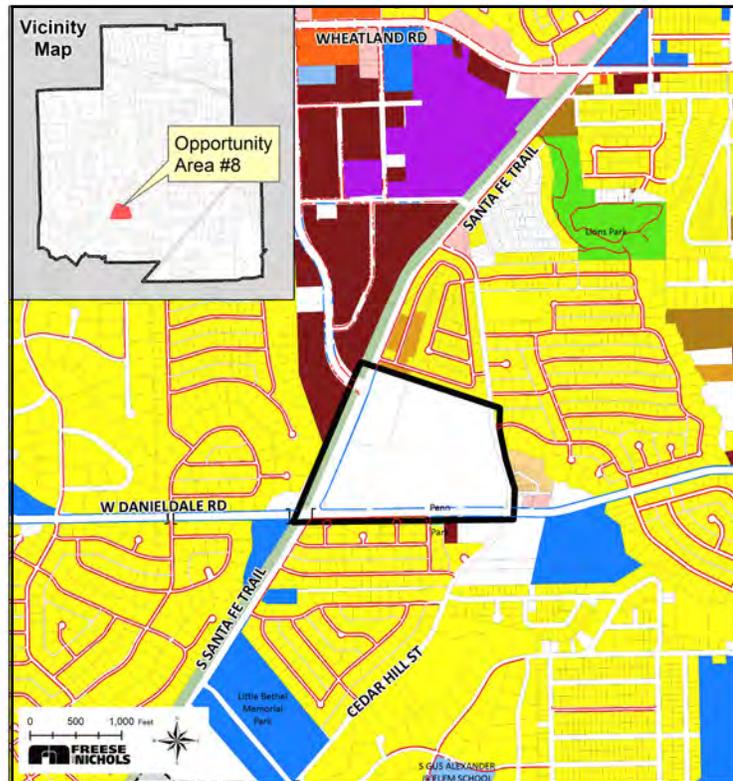


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8 OPPORTUNITY AREA 8

Assessment

Located from the corner of W. Danieldale Road to S. Santa Fe Trail and to Cedar Hill Street. Opportunity Area 8 contains roughly 40 acres developable land. The opportunity area is currently vacant, though a gas pipeline easement as well as creek and floodplain areas will warrant future consideration. Opportunity Area 8, which abuts residential to the north, has access to all three adjacent major roadways. While this area is one of the smallest in size, it is the only one that is completely vacant.



Opportunity Area 8 Existing Land Use

- | | | | |
|---------------------|----------------------|--------------------|-------------------|
| Opportunity Area 8 | Retail | Public/Semi-Public | New Sidewalk |
| Single Family | Commercial | Duncanville ISD | Existing Sidewalk |
| Two-Family (Duplex) | Industrial | Vacant Building | City Limits |
| Townhome | Parks and Open Space | Open Storage | |
| Multi-Family | Private Recreation | Vacant | |
| Office | Greenbelt Easement | | |

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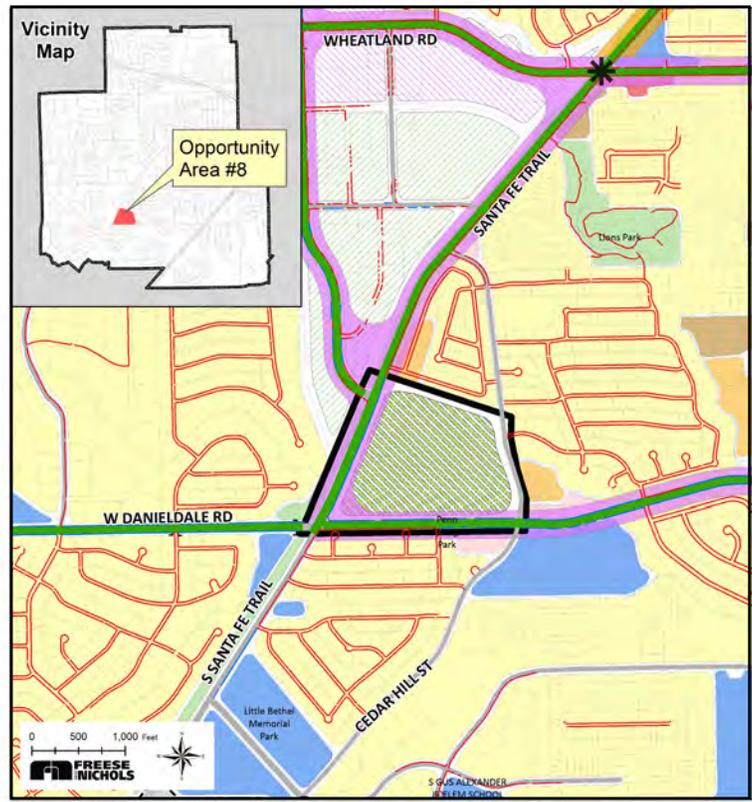
Vision

Opportunity Area 8 is exciting because it is one of the few large, vacant properties in Duncanville. However, this also presents the pressure of making sure that whatever becomes of the property is high in quality and an efficient, high value use of the area. In addition, the present floodplain and gas line easements represent opportunities for the inclusion of greenspace. For those reasons, it is envisioned that Opportunity Area 8 develop as a singular planned development (PD). The area is flexible for a range of land uses and a range of residential densities. Mixed use, whether horizontal or vertical, could be ideal.

Strategies

Achieving the vision for Opportunity Area 8 will require some or all of the following actions:

- » Develop a Small Area Plan;
- » Perform a Zoning Ordinance diagnostic and update ordinances as necessary;
- » Subdivide and zone the parcel as a PD;
- » Work with developers to identify an appropriate amount and density of residential development;
- » Take advantage of the creek as development amenity; and
- » Explore convenience retail and office which can serve local workforce and area residential.



Opportunity Area 8 Map

Future Land Use	Transportation Improvements	Gateways
Low Density Residential	Potential Roadway Improvements	Major Gateway
Medium Density Residential	Potential Realignment	Minor Gateway
High Density Residential	New Sidewalk	District/Area Entry
Office	Existing Sidewalk	Image Zone (Priority)
Retail/Commercial		Image Zone (Long Term/Low Priority)
Industrial		City Limits
Parks and Open Space		
Public/Semi-Public (ISD)		

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9 MAIN STREET DISTRICT

Assessment

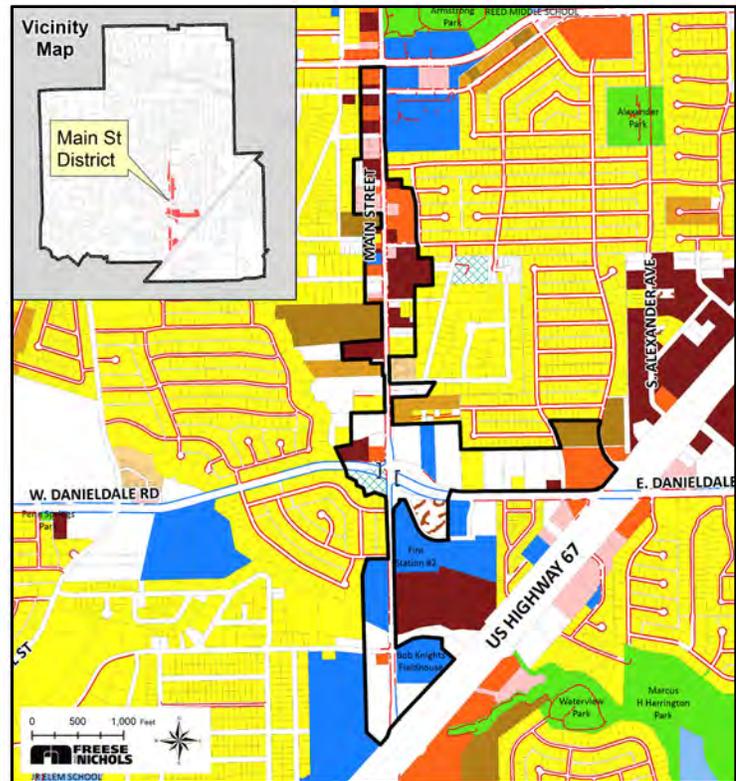
Located along Main Street from Wheatland Road to US 67, the Main Street District is roughly 64 acres of developable land.

The district is comprised of mostly retail and commercial development, though there is a significant amount of vacant properties along Daniieldale.

Like the Downtown District, many properties in the Main Street District are nonconforming but also slow to transition to conforming designs or uses. As with the Downtown District, ongoing site design nonconformity has kept the sidewalk network inconsistent through the Main Street District.

The district abuts large stretches of single family, and is adjacent to Downtown District, making compatibility and transition an important factor on two fronts. Economically, the Fieldhouse and Cox Farm are important activity generators and catalyst destinations.

Availability of parking could be problematic in the future, particularly near the Fieldhouse and if growth outpaces additional parking infrastructure. Future improvements to US 67 are also an important factor to consider. The proposed Cedar Hill Conference Center and Hotel could enhance the Fieldhouse and increase activity at Duncanville’s restaurants. This could create some pressure on older facilities. A market study would likely prove room demand and capacity for the facility—therefore direct impact should be limited.



Main Street District Existing Land Use

Main Street District	Retail	Public/Semi-Public	New Sidewalk
Single Family	Commercial	Duncanville ISD	Existing Sidewalk
Two-Family (Duplex)	Industrial	Vacant Building	City Limits
Townhome	Parks and Open Space	Open Storage	
Multi-Family	Private Recreation	Vacant	
Office	Greenbelt Easement		

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Vision

The Main Street District is envisioned as being a mixed use activity hub, but more auto-oriented and serving two primary purposes:

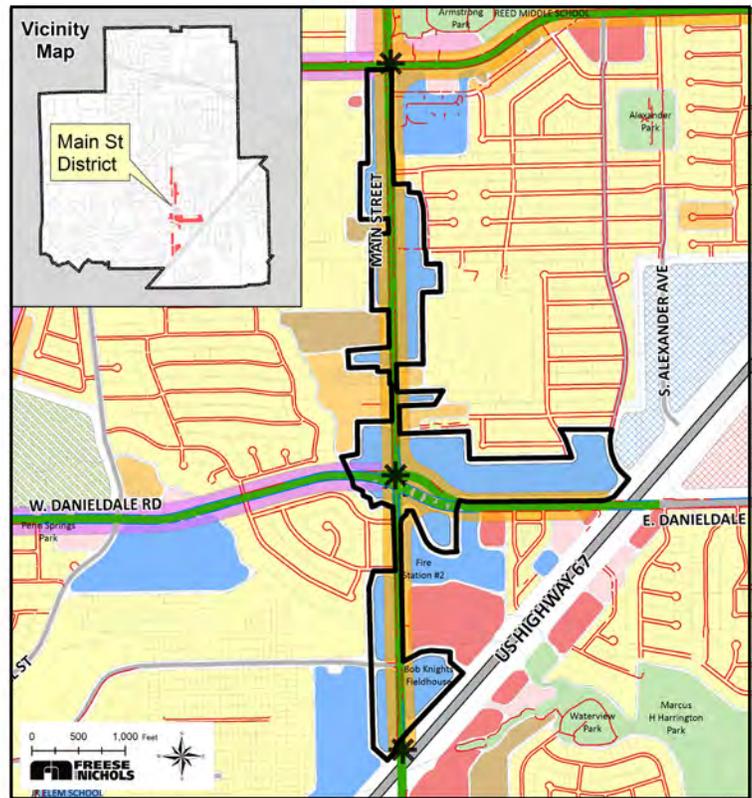
High quality commercial, particularly restaurants, to capitalize on the Fieldhouse.

Development a hub of community activity like the Downtown District, but smaller in scale and more oriented towards neighborhoods than the region, specifically neighborhood and boutique retail/commercial, through the rest of the Main Street District.

Strategies

Achieving the vision for the Main Street District will require some or all of the following actions:

- » Develop a Small Area Plan;
- » Perform a Zoning Ordinance diagnostic and update ordinances as necessary;
- » Transition to and from adjacent opportunity Areas with drop in scale from Downtown District;
- » Improve transition process of nonconforming properties; identify nonconforming properties and work with property owners to relocate or bring the property into compliance;
- » Improve circulation and connectivity; and
- » Explore land-banking or aggressive EDC strategy for parcel assemblage and to attract additional catalytic destination uses and develop gravity downtown; identify key parcels for development and specific companies to recruit for those spaces.



Main Street District Map

Future Land Use	Transportation Improvements	Gateways
Low Density Residential	Potential Roadway Improvements	Major Gateway
Medium Density Residential	Potential Realignment	Minor Gateway
High Density Residential	New Sidewalk	District/Area Entry
Office	Existing Sidewalk	Image Zone (Priority)
Retail/Commercial		Image Zone (Long Term/Low Priority)
Industrial		City Limits
Parks and Open Space		
Public/Semi-Public (ISD)		

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10 DOWNTOWN DISTRICT

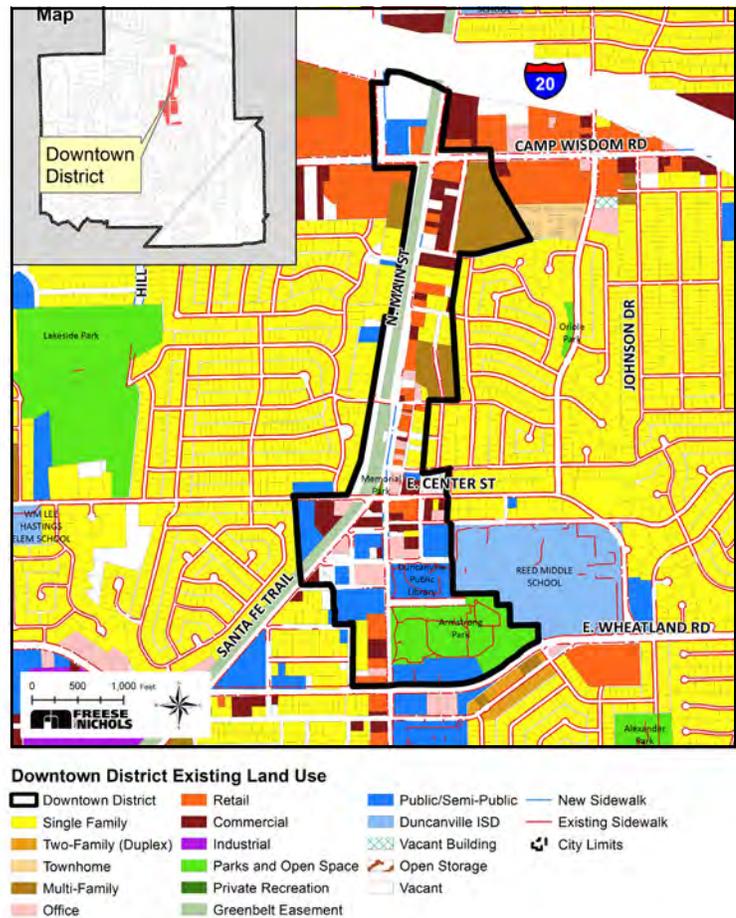
Assessment

An in-depth assessment is provided in Chapter 4, Downtown. This section provides an initial overview of the district.

Located on N. Main Street from I-20 to E. Wheatland Road, the Downtown District contains a large percentage of Right-of-Way; only half of its 92 acres are usable land.

The Downtown District includes many institutional uses including City Hall, the Library, Recreation Center, Senior Center, Police Department, and Armstrong Park. It also contains a wide range of non-institutional uses including residential, office, commercial, and retail. From I-20 to E. Center, Downtown development is limited to the east side of Main Street due to the railroad tracks. There are pockets of strong retail and commercial development in the area, particularly between Davis and Center Streets. However, many of the non-institutional land uses are nonconforming. There is widespread design and aesthetic incompatibility through the Downtown district, including deep setbacks, exposed parking lots, building facades, utility lines, and screening. The City revised the zoning code in the Downtown area in an attempt to improve these aesthetic issues. Because these properties have not yet redeveloped or transitioned, the aesthetic and design issues persist and many properties are now nonconforming. Because of the many design and conformity issues, the sidewalk network is incomplete Downtown.

There are several economic factors in the Downtown district. The Downtown District has been discussed as the likely location for a future train station, should rail service be extended to Duncanville in the future. The possible sites, which are discussed at length in Chapter 5, Transportation, and any development that might occur as a result of a station, are important factors to consider. In addition, future Hampton Inn Hotel off of I-20 could serve as a catalyst development in the area.



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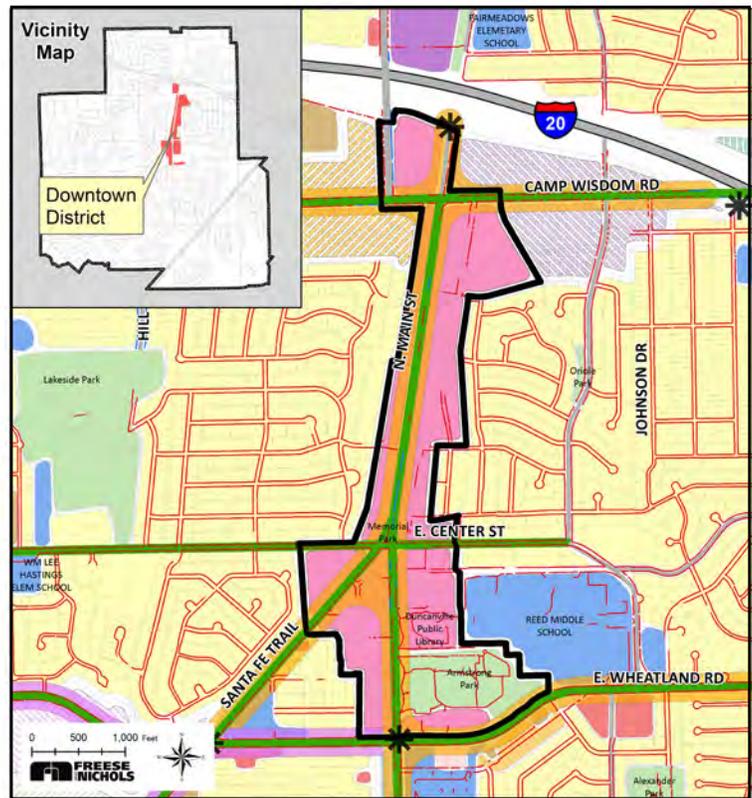
Vision

The Downtown District is envisioned as a regional destination and a hub of activity in the City. This would be achieved with vertical mixed use and boutique retail development. This area is also envisioned as being pedestrian-oriented.

Strategies

Achieving the vision for the Downtown District will require some or all of the following actions:

- » Facilitate the transition of nonconforming properties and land uses;
- » Identify nonconforming properties and work with property owners to relocate or bring the property into compliance;
- » Continue to pursue public improvements as identified in the Downtown Plan;
- » Develop a unique theme and feel for the district;
- » Transition smoothly to and from adjacent Opportunity Areas; and
- » Make walkability and connectivity (both to and through the district) a top priority; and
- » Identify key parcels for development and specific companies to recruit for those spaces.



Downtown District Map

Future Land Use	Transportation Improvements	Gateways
<ul style="list-style-type: none"> Low Density Residential Medium Density Residential High Density Residential Office Retail/Commercial Industrial Parks and Open Space Public/Semi-Public (ISD) 	<ul style="list-style-type: none"> Potential Roadway Improvements Potential Realignment New Sidewalk Existing Sidewalk 	<ul style="list-style-type: none"> Major Gateway Minor Gateway District/Area Entry Image Zone (Priority) Image Zone (Long Term/Low Priority) City Limits

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LAND USE DEFINITIONS

Various development types can occur within the land use categories outlined in the previous section. While two areas on the future land use map might be recommended for a particular use, the specific type of development that is appropriate can vary based on factors such as parcel size, adjacent land uses, intended patrons, surrounding character, and roadway classification.

Upon completion of this assessment, it was determined that Duncanville would benefit more from a menu of recommended land use options for each opportunity area, as opposed to assigning specific land uses. As a result, these areas are shaded on the future land use map and do not correlate with specific future land uses. The benefit to this approach is that it gives both the City and property owners greater flexibility in evaluating future land uses on a case-by-case basis. Because the future land use map is a legal basis for zoning, any rezoning would be subject to the menu of recommended land uses as opposed to one specific use, giving developers and property owners more flexibility in how to use their land. The following land use types should be considered in particular opportunities areas, as appropriate.

Table 6: Land Use Definitions

LAND USE	DEFINITION
<i>Boutique Retail/Commercial</i>	A small shop, usually less than 10,000 square feet, that sells high-end gifts, clothing, accessories, or food; or a small business offering specialized products and services such as a health club or art gallery.
<i>Big Box</i>	A retailer or wholesaler user, usually 75,000 square feet or more, that serves a regional market—such as membership warehouse clubs and discount/department stores. Typically high parking-to-building area ratios.
<i>Entertainment</i>	An establishment (indoors or outdoors) where entertainment, either passive or active, is provided for patrons. Can include vocal and instrumental music, sports, dancing, karaoke, comedy, and acting.
<i>Tax Increment Financing (TIF) District</i>	A tool used to finance development costs by using anticipated increases in real estate tax revenues resulting from increased property values to pay off bonds sold to finance qualifying redevelopment costs. TIF allows the financing of land acquisitions and redevelopment improvements with tax-free borrowing, thereby reducing interest costs. TIF districts allow businesses to purchase renovated sites/buildings at less than market costs.
<i>Incubator Space</i>	A facility dedicated to the start-up and growth of small businesses, accomplished through management and facility support systems. This includes access to professional advice, small business regulations, management, advertising/marketing, employees, and financial counseling.
<i>Corridor Commercial</i>	A use dependent upon both a large flow of traffic and convenient access along Interstates and Highways. It includes such uses as hotels, large chain restaurants, and gas stations.

Table 6: Land Use Definitions

LAND USE	DEFINITION
Live-Work Housing	A dwelling unit used for both dwelling purposes and any nonresidential use permitted in the zoning district in which the unit is located.
Makerspace	A collaborative facility for making, learning, exploring and sharing various crafts or trades. These facilities could include a variety of high tech (3D printers, computers, etc.) and low-tech equipment (carpentry tools, sewing machines, auto tools, etc.). Makerspaces are increasingly partnering with public/nonprofit entities to provide people with critical 21 st century skills in the fields of science, technology, engineering and math (STEM). Makerspaces are also being utilized as incubators and accelerators for business startups.
Mixed Use	The development of land or buildings with two or more different uses such as, but not limited to, residential, office, retail, public, or entertainment, in a compact urban form. Mixed-use areas are intended to provide flexibility for the City and the development community in order to encourage innovative, unique, and sustainable developments. There are two types of mixed-use: vertical and horizontal. Vertical mixed-use (sometimes referred to as New Urbanism) incorporates multiple uses in one building on different floors. For example, a building could have shops and dining on the first floor and residential and office on the remaining floors. Horizontal mixed-use is defined generally as different land uses on different lots in one area.
Neighborhood Retail/Commercial	A mix of commercial land uses serving one or more neighborhood with services and retail goods (i.e. banks, dry cleaners, and convenience stores).
Pedestrian-Oriented Development	Development designs emphasize streetscapes, sidewalks, and pedestrian access, rather than auto access and parking. Buildings are placed close to the street and the entrances are oriented to the sidewalk. This development is designed so a person can comfortably walk from one location to another, encourages strolling, window-shopping, and other pedestrian activities, provides a mix of commercial and civic uses (offices, a mix of different retail types, libraries and other government and social service outlets), and provides visually interesting and useful details such as: benches, public art, shade structures (canopies or covered walkways), water features, drinking fountains, textured pavement, shade trees, lighting and trash bins.
Regional (Destination) Retail	Retail businesses that generate a special purpose trip and that do not require a high-volume pedestrian location.

RECOMMENDATIONS

The initial process of issue identification and development of strategies and recommendations is only one step of the planning process. Post-adoption of the Comprehensive Plan, development of Small Area Plans is highly encouraged for the identified districts and opportunity areas to establish the vision and characteristics for their development. With Small Area Plans as guidance, the City should formulate area-specific codes and standards to ensure that development and redevelopment achieves the vision of the community. Finally, the City and related economic development entities should begin the process of identifying and working with developers and target industries to develop, fill vacancies, or redevelop properties.

The table on the following page (Table 7: Recommendations on page 77) provides a list of recommendations for implementation based on the assessment conducted in this chapter.



Table 7: Recommendations

RECOMMENDATION	GUIDING PRINCIPLES
<p>Prioritize the identified Opportunity Areas and develop one to two Small Area Plans annually, with a focus on development/redevelopment, mobility, marketing, and economic development. Review economic conditions annually and modify priority projects accordingly.</p>	
<p>Create design standards, an overlay district or form-based codes for each Opportunity Area. Planned Developments may be required for all new large-scale developments in the Opportunity Areas.</p>	
<p>Establish a permitting program to review and approve nonconforming properties on an annual basis.</p>	
<p>Create an incentive program for nonconforming properties to either relocate or bring the property into compliance.</p>	
<p>Identify and prioritize shopping centers that are opportune for pad site development, and work with necessary entities to pursue target businesses.</p>	
<p>Identify buildings that are ideal for incubator spaces or maker spaces and for public/private partnerships.</p>	
<p>Consider opportunities for live-work housing in conjunction with incubator and makerspaces.</p>	

 Economic Development	 Connectivity	 Community Character & Branding
 Neighborhoods	 Downtown	 Development/Redevelopment

Recommendations (continued)

RECOMMENDATION	GUIDING PRINCIPLES
<p>Perform diagnostic and update the zoning and subdivision ordinances to ensure the city achieves the community vision established in the Comprehensive Plan.</p>	
<p>Add additional planning staff to assist with current planning activities, allowing senior staff to focus on long-range planning.</p>	
<p>Perform a diagnostic of property maintenance codes.</p>	

 Economic Development
 Neighborhoods

 Connectivity
 Downtown

 Community Character & Branding
 Development/Redevelopment



CHAPTER 3

Downtown



GUIDING PRINCIPLES



DOWNTOWN

Duncanville commissioned a Downtown Master Plan in 2008 with the goal of reinventing Main Street into a mixed use, pedestrian-oriented destination complete with urban housing, retail, restaurants, and professional offices. After adopting the Plan, the City used the document as the basis to create a Downtown District and began implementation of public realm projects. This chapter assesses the progress and impact of Duncanville’s planning initiatives in the Downtown since 2008 and to evaluates what new factors need to be considered as the City moves forward with additional phases of implementation.

Assessment

Duncanville’s Downtown Plan is unique from other plans because it functions as a hybrid form-based code and traditional zoning ordinance. The Plan is comprised of several guidelines which regulate the following development factors:

- » Building standards including height, size, and functional design. Standards are in line with one of five frontage types to create a built environment that reflects the vision of the community.
- » Build-to lines and zones which establish building location within a lot.
- » Parking setback lines which establish the location behind which surface parking is permitted.
- » Streetscape standards which establish a unified character through Downtown and links the public and private realms. These standards include the placement of street trees, sidewalks, pedestrian amenities, on-street parking, configuration of travel lanes, and the relationship between the street and buildings.

The Plan formally became policy when the Downtown Duncanville District was established and added to the City’s zoning ordinance. Upon adoption, many existing land uses became legally nonconforming. A discussion of this can be found in Land Use Compatibility Policies on page 120.



Economic Development



Connectivity



Community Character & Branding



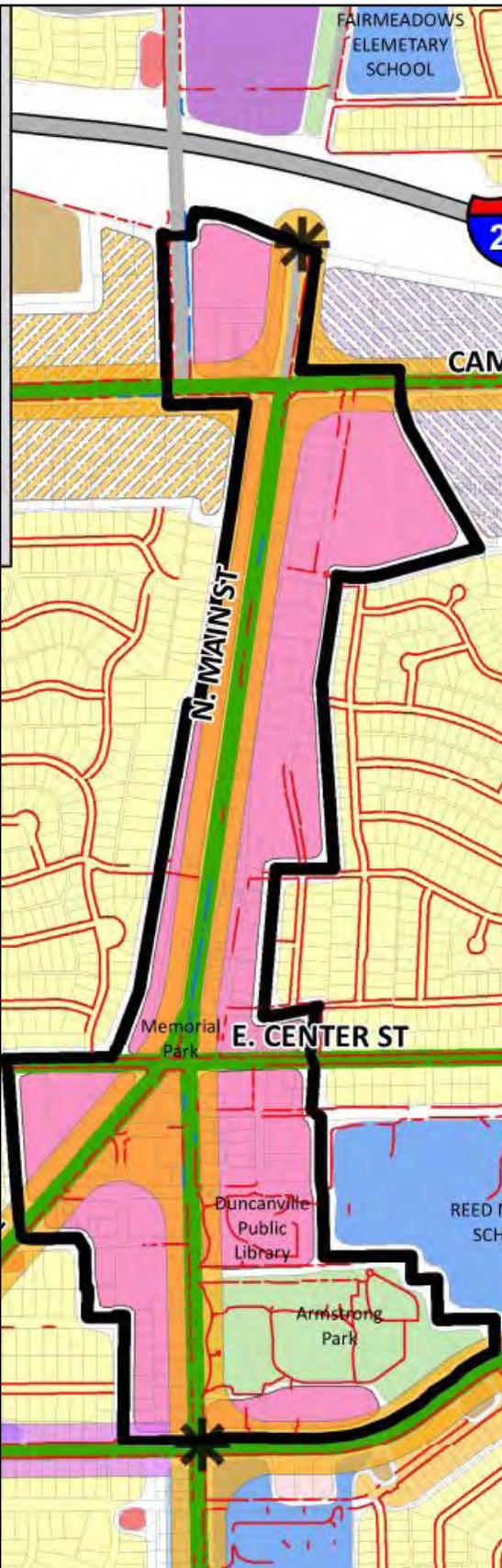
Neighborhoods



Downtown



Development/Redevelopment



Nonconformity was intended to eventually trigger redevelopment of Downtown properties into conforming uses, though nine years later many of the legally nonconforming properties remain. This could be due to a combination of factors including low demand for uses, low customer base, corridor conditions, etc.

The following list is a recap of the existing factors and future strategies identified for the Downtown District on page 72.

EXISTING FACTORS

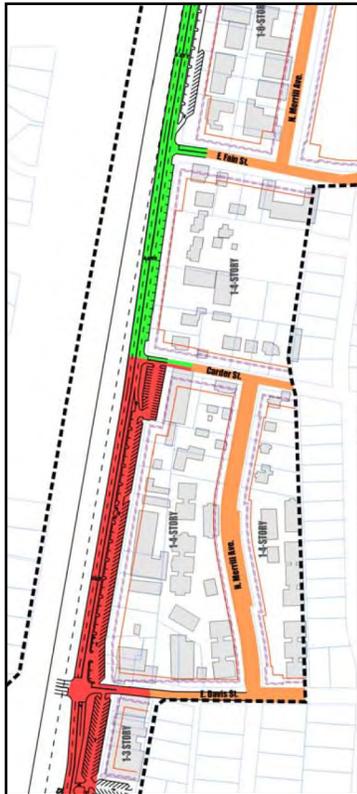
- » 92 total acres, half is Right-of-Way and the other half is usable land;
- » Includes many institutional uses to the south;
- » Limited east-west development due to the railroad tracks;
- » Pockets of strong retail and commercial development, particularly between Davis and Center Streets;
- » Many nonconforming land uses;
- » Incomplete sidewalk network; and
- » Future possibility of rail station.

FUTURE STRATEGIES

- » Facilitate the transition of nonconforming properties and land uses, including working with property owners to relocate or bring the property into compliance;
- » Continue to pursue public improvements as identified in the Downtown Plan;
- » Develop a unique theme and feel for the district;
- » Transition smoothly to and from adjacent Opportunity Areas;
- » Make walkability and connectivity (both to and through the district) a top priority;
- » Work with property owners and developers to understand the impact and timing of improvements to US 67; and
- » Identify key parcels for development and specific companies to recruit for those spaces.

PUBLIC INVESTMENT

When Duncanville created its Downtown Plan, it self-imposed public realm improvements as part of the Plan’s vision. Shortly after adoption of the Downtown Plan, the City began to undertake the public portions of Downtown redevelopment by initiating Phase 1 of the streetscape standards outlined in the Plan. Phase 1 included the reconfiguration of Main Street from Center Street to Davis Street, including the slip lane, streetscape, and on-street parking that can be observed today.



Duncanville is now slated to begin Phase 2 improvements, which focuses on reconfiguring Main Street from Davis Street to Carder Street. This reconfiguration will link to Phase 1 and extend the slip lane, on-street parking, and landscaping features further along Main Street.

Phase 2 Design Guidelines

Properties facing Main Street, within Phase 2, fall within the Core Main Street frontage type. Properties not fronting Main Street fall within the Urban Living frontage type. This means that the block is and will likely continue to be a horizontal mix of land uses. Permitted building heights in Phase 2 are one to four stories. Buildings in the Core Main Street frontage type are subject to three general form-based standards:

- » **Height:** multi-story buildings with the ground floor intended for nonresidential uses. Residential adjacency standards apply when within 25 feet of a single family residential lot.
- » **Building position:** 75 percent of the building constructed to the build-to line with up to 100 percent of the lot available to be used by the building footprint. Off street parking in the rear or in garages and use of alleys or controlled-access driveways.
- » **Facade:** Architectural elements such as doors, windows, arcades, colonnades, and porches.





NEW FACTORS FOR CONSIDERATION (WITHIN PHASE 2)

Public Space

In the City’s pursuit to strengthen the sense of community Downtown, identifying and acquiring land to serve as public gathering space is an understandable priority as it allows for recreation activities, informal gatherings, and organized events. However, there is likely not enough space in this area for a park or plaza.

Rather than looking for public space in the form of a park or plaza, the City could evaluate design features that would allow for new slip-lanes and parking areas along Main Street to be closed off to traffic for special events. This would allow traffic to flow more freely along Main Street during events (such as Duncan Switch) and allow such events to take place in a paved area, versus along the grass next to the railroad tracks. Finally, such features could be beneficial from both safety and branding perspectives should any of the Downtown areas develop into nightlife uses. Recommended features include movable decorative barriers, a short wall between Main Street and the slip-lanes, or retractable bollards at slip-lane entrances.

Third Places

Another type of gathering space that is not as obvious, but is often just as effective as intentionally created spaces are known as “third places.” These third places are where people leisurely gather. They also serve as social meeting places for neighborhoods and communities. Examples include commercial uses, such as coffee shops, bookstores, cafes, and restaurants.

Based on existing concept plans for Phase 2, there appears to be sufficient space for third place amenities such as patios. However, the City should thoroughly review the Downtown District guidelines to ensure that regulations will allow for patio and gathering space.



Outward Connectivity

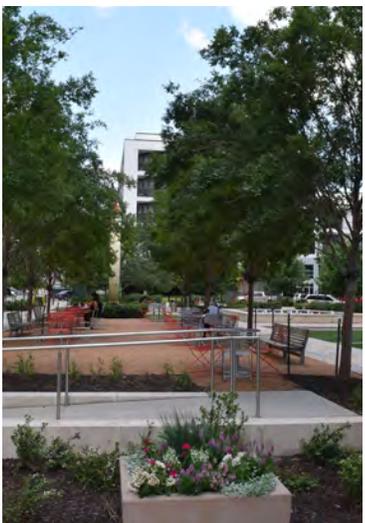
Providing connectivity to and through key areas of Duncanville was a recurring theme during public input. While the current design schematics for Main Street Phase 2 consider connectivity along Main Street, they do not consider key connections to Main Street from outside of the Downtown District.

DAVIS STREET

In Phase 2, West Davis Street's connection to neighborhoods west of Main Street should be enhanced in an attempt to minimize the impact of the railroad and help link Downtown to western portions of Duncanville. The importance of Davis Street should not be understated in planning for the future of Duncanville. Currently and for the foreseeable future, it is the only east-west connection to Downtown between Center Street and Camp Wisdom. The role of Davis Street could take on even more significance in the event that a rail station and/or transit-oriented development should be constructed on the west side of the railroad tracks, as this development would likely be located off of Center Street or Camp Wisdom.

CAMP WISDOM

As the City initiates future Main Street improvements northward, Camp Wisdom will be another important connection to consider. Camp Wisdom will likely develop with a different character than Downtown. However, Camp Wisdom will nonetheless play an important role in continuing the energy it creates towards Downtown and serve as one of the most important gateways into Main Street.



NEW FACTORS TO CONSIDER (ALL OF DOWNTOWN)

Branding

In Chapter 4, Quality of Life (Community Branding and Identity on page 125), branding is described as citywide and areawide design themes and amenities that designate an area as special and distinct. Image zones (page 129) are one element of branding. While the Downtown Duncanville district has many image zone elements in place, it could be expanded to include elements such as public art and lighting. Another key element of branding includes the use of gateways, which both facilitate the flow of energy through different spaces and strengthen identity of each district. For these reasons transitioning to and from adjacent opportunity areas, such as those along Camp Wisdom and the Main Street District, will be an important aspect of developing a vibrant Downtown.

Targeted Efforts

Since the Downtown District is so large and diverse, the City will inevitably have to make decisions about where, when, and how to focus its efforts in improving Downtown. It is recommended that the City focus its resources, such as incentives or branding, in areas where it has already made public improvements. These public improvements display the City's commitment to the revitalization of Downtown. This improved area of Downtown should help attract a development project that could serve as a catalyst to increase additional development activity.





Key Downtown Strategies

The following actions are identified as priorities based on review of the 2008 Downtown Plan, Downtown Zoning District, land use maps, and livability assessment.

- 1. Accelerate the transition process for nonconforming properties with new methods such as relocation incentives and land banking*
- 2. Focus City efforts in areas where public improvements have already been implemented*
- 3. Consider linkages to adjacent areas in future studies and public improvements*
- 4. Continue to identify and pursue highest and best uses to fill vacancies*
- 5. Improve circulation through Downtown with a complete sidewalk network*

RECOMMENDATIONS

The following table is a list of recommendations for implementation based on the assessment conducted in this chapter.

Table 8: Recommendations

RECOMMENDATION		GUIDING PRINCIPLES
Develop a land banking program to identify and prioritize key parcels and help promote larger-scaled development in downtown.		 
Implement applicable recommendations in the Parks and Trails Master Plan to strengthen connections to downtown amenities (such as green space, residential and nonresidential uses, civic areas, etc.).		
Fund and implement Phase 2 improvements as identified in the Downtown Master Plan.		
Create an entity, possibly a Downtown Business Association, responsible for establishing a PID for reinvestment within Downtown.		
Coordinate downtown area streetscape improvements with planned capital infrastructure improvements.		 
Identify, prioritize, and pursue projects that can be funded through grants and public/private partnerships.		
Consider internal relocation incentives and encourage locally owned boutique retailers to relocate to the downtown.		
Review and revise Downtown District regulations, as appropriate, to better address redevelopment and non-conforming uses.		 

 Economic Development
 Neighborhoods

 Connectivity
 Downtown

 Community Character & Branding
 Development/Redevelopment



CHAPTER 4

Quality of Life



GUIDING PRINCIPLES



QUALITY OF LIFE

Quality of life refers to the many tangible and intangible characteristics that make Duncanville a desirable place to live, work, and play. This chapter identifies and assesses these characteristics and provides recommendations for the City to consider in order to maintain and improve the quality of life for its residents. The areas of consideration for quality of life are:

- » Housing and neighborhoods;
- » Community design and character; and
- » Community branding and identity.

The purpose of this chapter is to help Duncanville understand the factors that create positive and negative perceptions of the community and formulate strategies to improve where necessary.

Methodology

This chapter is divided into three components: Housing and neighborhoods is largely quantitative in nature, analyzing the data about Duncanville’s housing stock and neighborhoods. Community design and character is largely policy driven, assessing the factors that contribute to perception of the built environment and how Duncanville’s existing regulations do or do not address design issues throughout the City. Branding and identity is qualitative in nature, looking at how the image of the community and its neighborhoods could be enhanced through branding.

HOUSING AND NEIGHBORHOODS

Duncanville’s neighborhoods were divided into 11 different assessment groups of similar sizes. Using data from the US Census Bureau, Multiple Listing Service Listings (MLS), Duncanville Police Department crime data, and other sources, a range of issues and trends within each neighborhood were identified and corresponding recommendations were developed.

COMMUNITY DESIGN AND DEVELOPMENT

Duncanville's physical conditions and overall aesthetics were assessed visually and through public engagement to understand the location and nature of design and development issues throughout the City. These findings were then compared to the City's development regulations and incentives to understand what kinds of policies tend to be effective in Duncanville. The resulting recommendations focused on how existing initiatives can be modified, what new policies might be beneficial, and innovative solutions that the City might not have considered.

COMMUNITY BRANDING AND IDENTITY

A visual inventory of Duncanville's branding and identity initiatives carried out and revealed that the City has a relatively low branding presence for a community of its size and location. Using the Future Land Use Map and Thoroughfare Plan, opportune sites were identified for a range of branding and image initiatives. These projects were cross-referenced with recommended infrastructure and redevelopment projects to create a phased plan for community branding and image enhancement.



HOUSING AND NEIGHBORHOODS ASSESSMENT

Every community is defined by its neighborhoods – where residents live, raise families and, many times, invest in private property. A neighborhood is described as the area or region around a place. Often neighborhoods are made up of many smaller blocks and subdivisions that have similar character and attributes. While we often think of the geographic and physical attributes of neighborhoods, other defining characteristics are their people, character, history and personality. According to the American Planning Association, characteristics of great neighborhoods include:

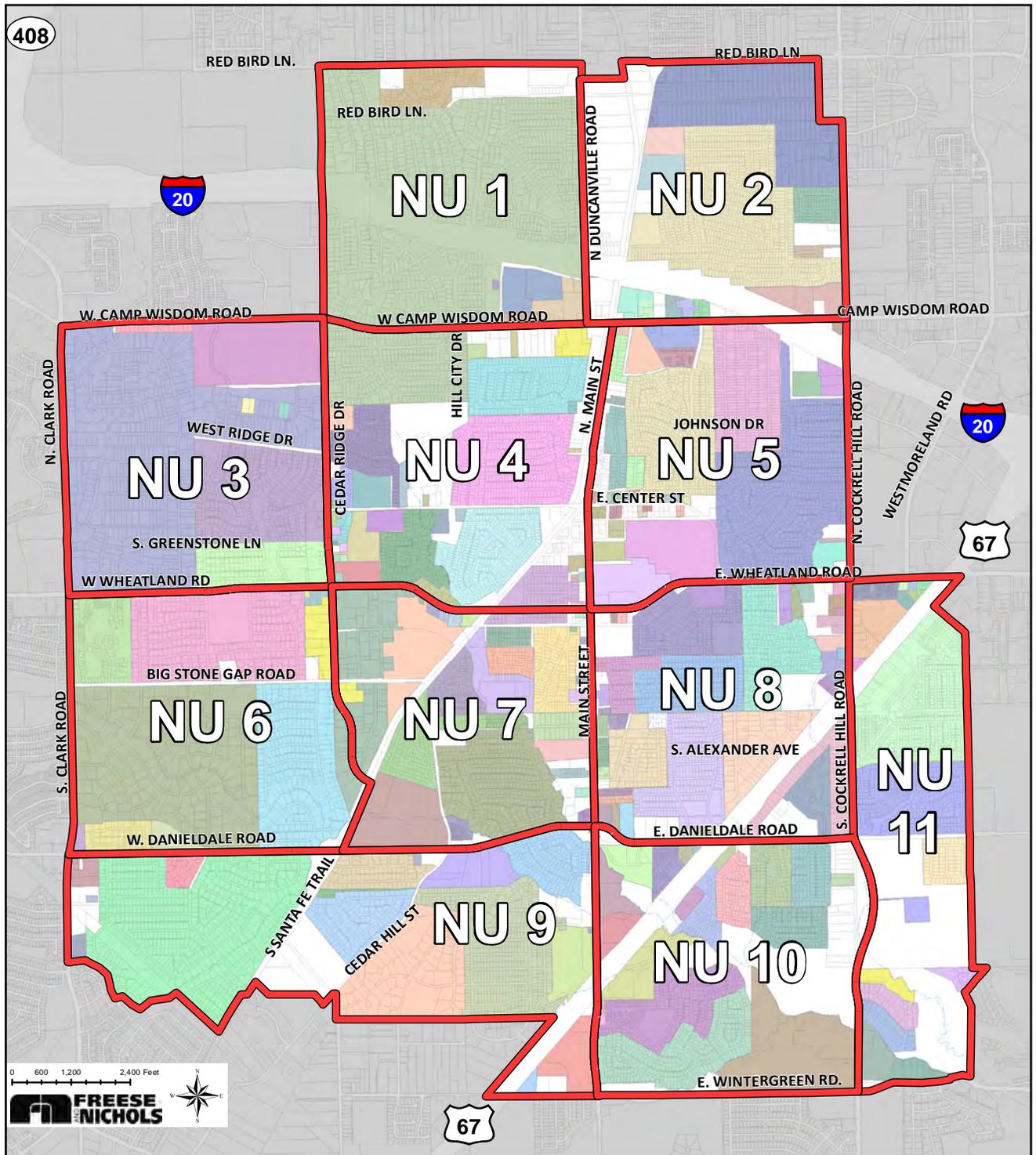
- » A variety of functional attributes;
- » Interesting design and architectural details;
- » Social activities and gathering spaces;
- » Security and community involvement;
- » Sustainability; and
- » Vibrant character.

Many important factors that are indicative of a vibrant neighborhood are difficult to quantify, such as community pride, community assets (faith based community, schools, etc.), and civic engagement. Other factors, such as housing are easier to measure and can be a telling indicator about the underlying resilience of a community. Each neighborhood in Duncanville faces different challenges and opportunities. Therefore, it is important that residential and nonresidential uses are strategically coordinated to create a livable city and an excellent quality of life for all residents and visitors.

Neighborhood Assessment

The purpose of the neighborhood assessment is to promote vibrant neighborhoods, create a virtuous cycle of reinvestment and new development of housing stock, improve community involvement, and explore opportunities for public-private collaboration and greater neighborhood investment. These initiatives strive to mitigate risks associated with changing demographics, aging housing stock, and conflicts with higher intensity adjacent uses. Duncanville's 11.25 square miles were delineated into 11 Neighborhood Units (NU's) based on several characteristics, allowing for a more nuanced analysis of the current housing stock within the City. The NU's were constructed based on natural barriers, size, parks, roadways, context, and character as it relates to surrounding neighborhoods. Character and context were two qualitative properties used for analysis and each NU has a related typology and unique characteristic. A majority of the neighborhoods follow the existing street grid. The resulting 11 NU's are roughly 1-mile square mile grid per NU; the largest neighborhood unit is NU9 at 1.33 square miles, while NU11 is the smallest at 0.83 square miles.

Map 5: Neighborhood Units with Subdivisions



Neighborhood Units with Subdivisions

- Neighborhood Units
- City Limits

NEIGHBORHOOD UNIT DATA AND SWOT ANALYSIS

SWOT analysis is a high-level issue identification exercise that summarizes the conditions of an area based on its strengths, weaknesses, opportunities, and threats.

Neighborhood Unit 1 Data:

Neighborhood Unit #1 (NU1) is located in the northwest sector of Duncanville. Generally the neighborhood unit is located north of Camp Wisdom, west of Duncanville Road, and east of N. Cedar Ridge within the City limits of Duncanville. There are approximately 3,458 people in NU1.

RESIDENTIAL

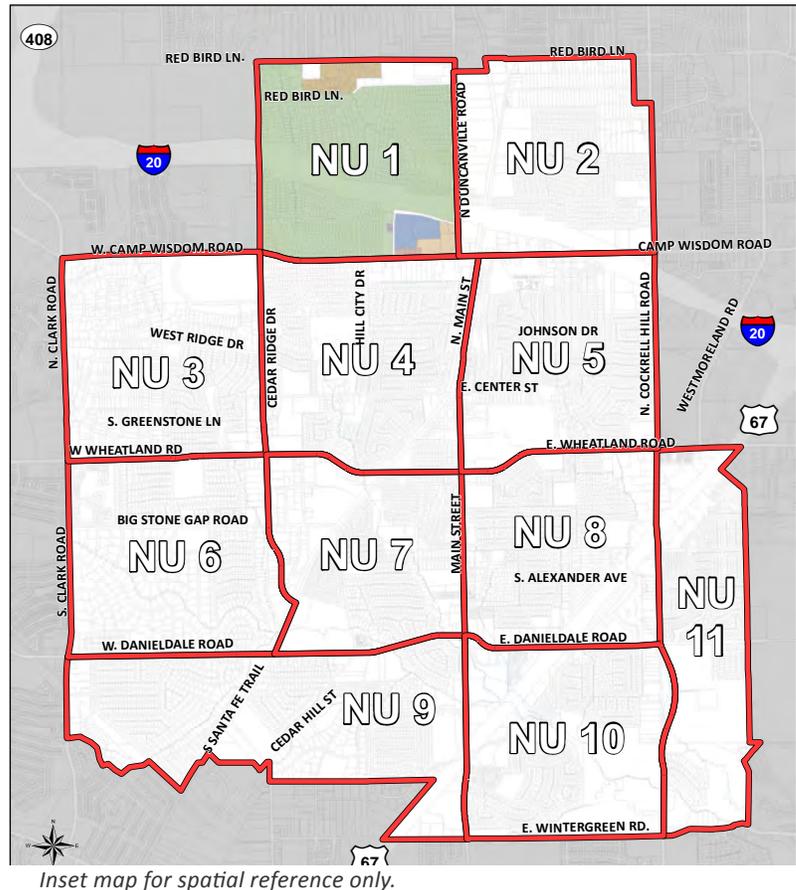
- » There were 142 units sold in the last five years.
- » The average close price was \$142,000 in 2016.
- » There are approximately 37.88 rentals per 1,000 people in 2016.
- » There were 109.31 occurrences of crime per 1,000 people in 2016.
- » NU1 had 4.627 foreclosures per 1,000 people in 2016.
- » There were 82 code violations per 1,000 people in 2016.

NONRESIDENTIAL

- » The average shopping center was built in 1975.
- » The average vacancy is 3%.

SWOT ASSESSMENT

- » **Strengths** - Direct access to Interstate 20. Access to neighborhood commercial services. High quality homes with mature trees.



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- » **Weakness** - Low quality commercial gateways , poorly maintained streets and lack of commercial services.
- » **Opportunity** - Improve gateways and increase code compliance. Increased investment due to quality location and value point of housing comparative to DFW average. Limited in-fill commercial opportunities in undeveloped land.
- » **Threats** - Impact of adjacent neighborhoods, outside city control. The potential for higher intensity uses developed along I-20 in commercial zoned areas. Degradation of infrastructure.

Neighborhood Unit 2 Data:

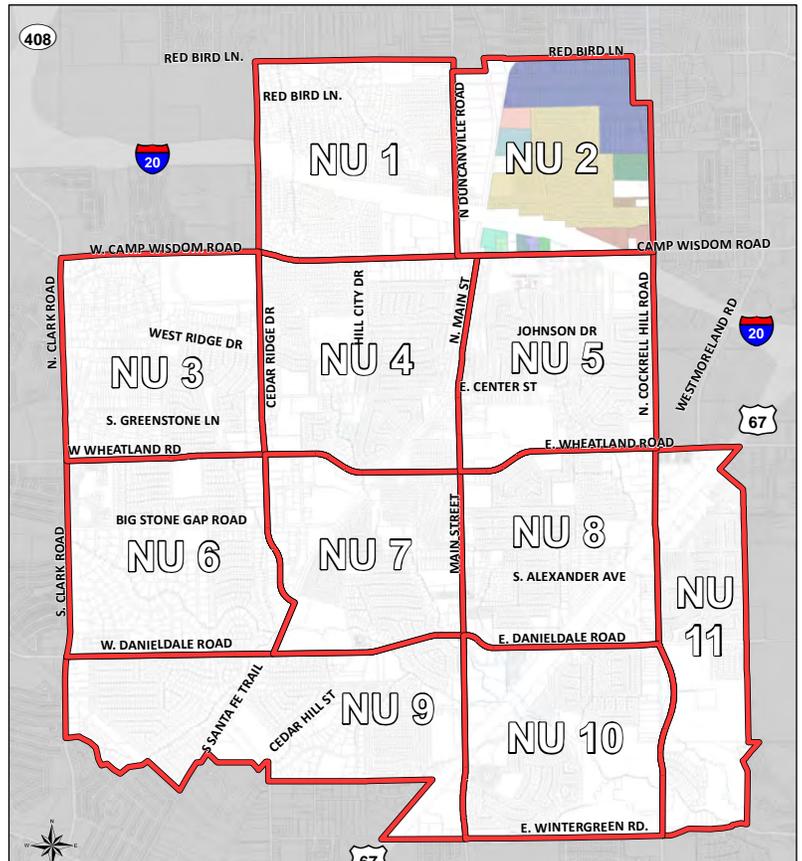
Neighborhood Unit #2 (NU2) is located at the northeast sector of Duncanville. Generally this neighborhood unit is located north of Camp Wisdom and east of Duncanville Road within the city limits. There are approximately 3,081 people in NU2.

RESIDENTIAL

- » There were 88 units sold in the last five years.
- » The average close price was \$77,407 in 2016.
- » There are approximately 44.12 rentals per 1,000 people in 2016.
- » There were 212.59 occurrences of crime per 1,000 people in 2016.
- » NU2 had 6.816 foreclosures per 1,000 people in 2016.
- » There were 167 code violations per 1,000 people in 2016.

NONRESIDENTIAL

- » The average shopping center was built in 1973.
- » The average vacancy is 9%.



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SWOT ASSESSMENT

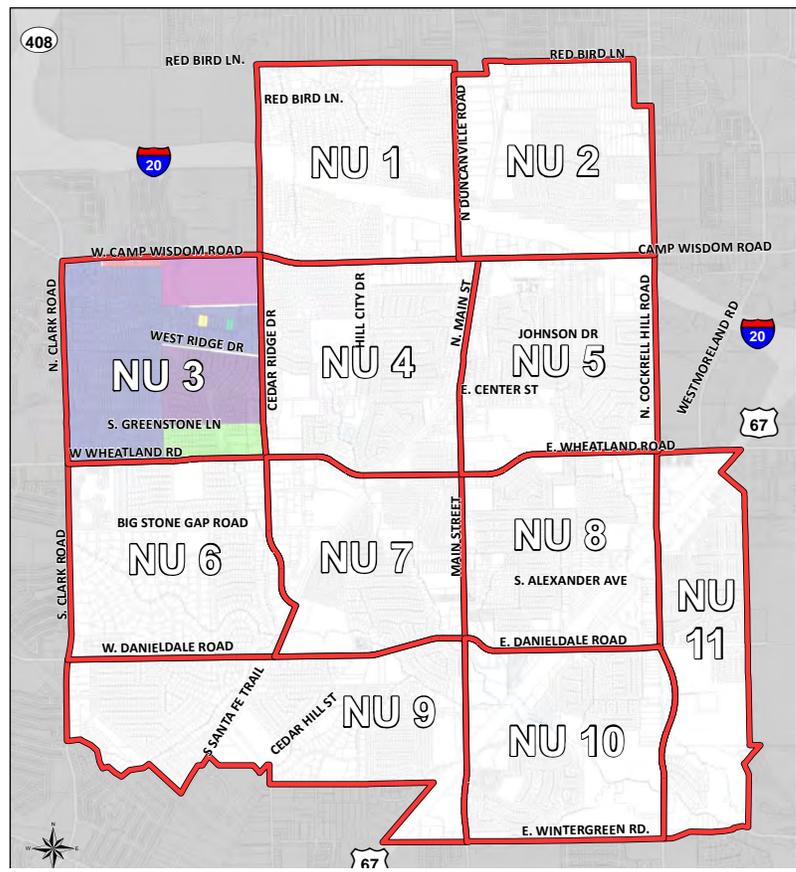
- » **Strengths** - Direct access to Interstate 20. Good access to commercial. Ample affordable houses for starter family and workforce. Mixed residential options. Large park (Chris Paris).
- » **Weakness** - Isolated from rest of City. Failing fences, sparse landscaping, outside storage. Additional issues include housing within the commercial areas and transitions between residential and commercial.
- » **Opportunity** - Increase code compliance. Partner with neighborhoods on awareness and empowerment to improve neighborhood health. Increase crime prevention measures. Limited in-fill housing opportunities in undeveloped land. Greater connections between commercial and residential.
- » **Threats** – Impact of outside neighborhoods. Higher intensity uses along I-20. Commercial uses along I-20 will develop in the existing non-residential areas along IH-20. Unresolved neighborhood decline.

Neighborhood Unit 3 Data:

Neighborhood Unit # 3 (NU3) is located between Camp Wisdom, Cedar Ridge, Wheatland and Clark Road in the northwest area of Duncanville. This area is comprised of three larger subdivisions. There are 2,664 people in NU3.

RESIDENTIAL

- » There were 137 units sold in the last five years.
- » The average close price was \$148,032 in 2016.
- » There are approximately 40.86 rentals per 1,000 people in 2016.
- » There were 49.92 occurrences of crime per 1,000 people in 2016.



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- » NU3 had 4.129 foreclosures per 1,000 people in 2016.
- » There were 145 code violations per 1,000 people in 2016.

NONRESIDENTIAL

- » The average shopping center was built in 1989.
- » The centers are reported at 21% vacant.

SWOT ASSESSMENT

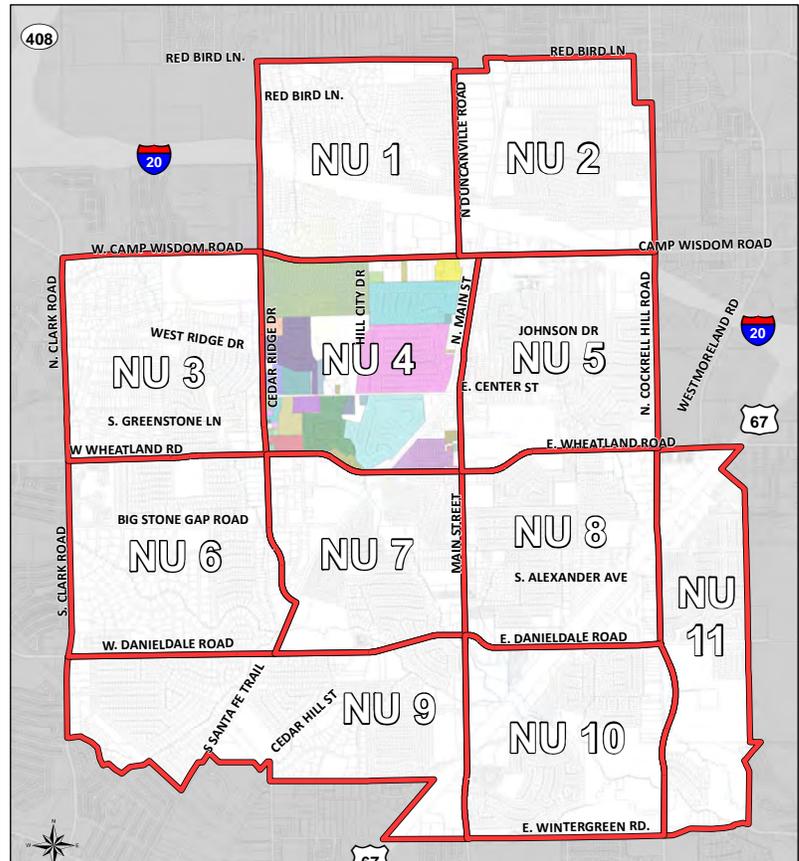
- » **Strengths** - Well maintained, high quality neighborhoods. This NU has access to both Walmart, Tom Thumb and Aldi and near other conveniences. Near Duncanville High School. Mature landscaping. Adjacent to strong neighborhoods.
- » **Weakness** - Commercial quality is poor along Cedar Ridge.
- » **Opportunity** - Enhance commercial quality. Increase reinvestment in neighborhood due to quality housing and larger lots.
- » **Threats** – Decline of commercial land uses, increased petty crime due to proximity to high school. Adjacency to Dallas city limits.

Neighborhood Unit 4 Data:

Neighborhood Unit #4 (NU4) is located in the northern section of Duncanville. Generally this neighborhood unit is bound by Wheatland, Main Street, Cedar Ridge and Camp Wisdom Road. There are approximately 5,938 people in NU4.

RESIDENTIAL

- » There were 205 units sold in the last five years.
- » The average close price was \$110,357 in 2016.
- » There are approximately 169.10 rentals per 1,000 people in 2016.
- » There were 85.55 occurrences of crime per 1,000 people in 2016.
- » NU4 had 6.736 foreclosures per 1,000 people in 2016.
- » There were 118 code violations per 1,000 people in 2016.



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NONRESIDENTIAL

- » The average shopping center was built in 1976.
- » The average vacancy is 4%.

SWOT ANALYSIS

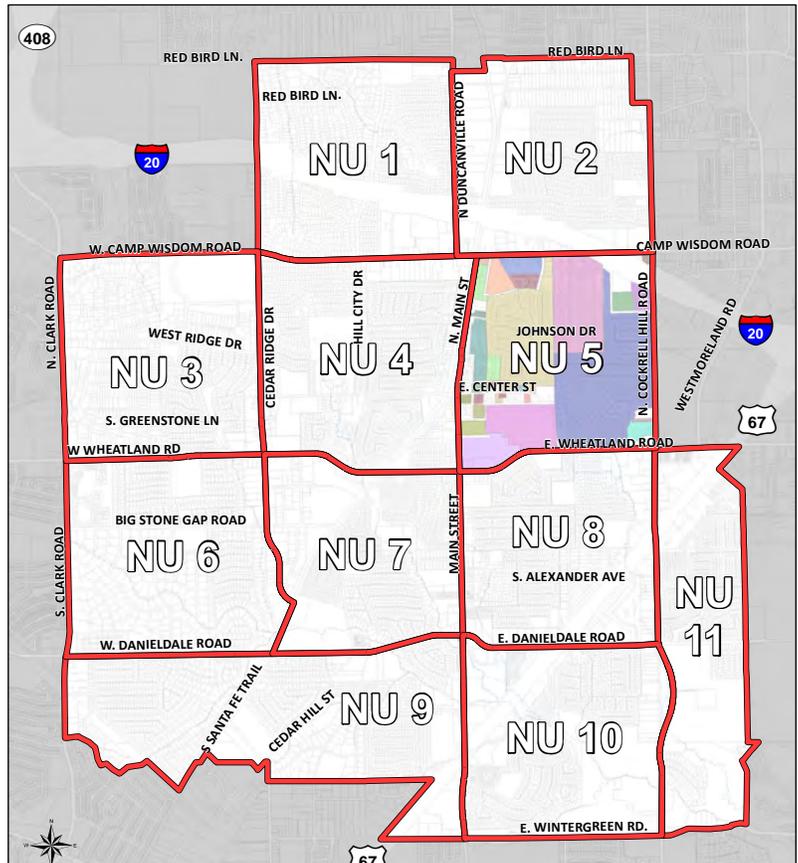
- » **Strengths** - Centrally located adjacent to downtown, large open space/park amenities, access to convenience retail.
- » **Weakness** - Poor commercial quality along Cedar Ridge.
- » **Opportunity** - Increase downtown as a gateway. Direct access to jobs. Walkable to Downtown. Possible future rail station.
- » **Threats** - Industrial along Wheatland and Santa Fe Trail could increase truck traffic and contribute to neighborhood decline. Increased code violations and crime.

Neighborhood Unit 5 Data:

Neighborhood Unit #5 (NU5) is located in northeast Duncanville. Generally, this neighborhood unit is bound by I-20 and Main Street, Cockrell Hill Road, and Wheatland Road. There are approximately 5,604 people in NU5.

RESIDENTIAL

- » There were 195 units sold in the last five years.
- » The average close price was \$93,162 in 2016.
- » There are approximately 112.58 rentals per 1,000 people in 2016.
- » There were 111.35 occurrences of crime per 1,000 people in 2016.
- » NU5 had 8.387 foreclosures per 1,000 people in 2016.
- » There were 123 code violations per 1,000 people in 2016.



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NONRESIDENTIAL

- » The average shopping center was built in 1969.
- » The average vacancy is 6%.

SWOT ASSESSMENT

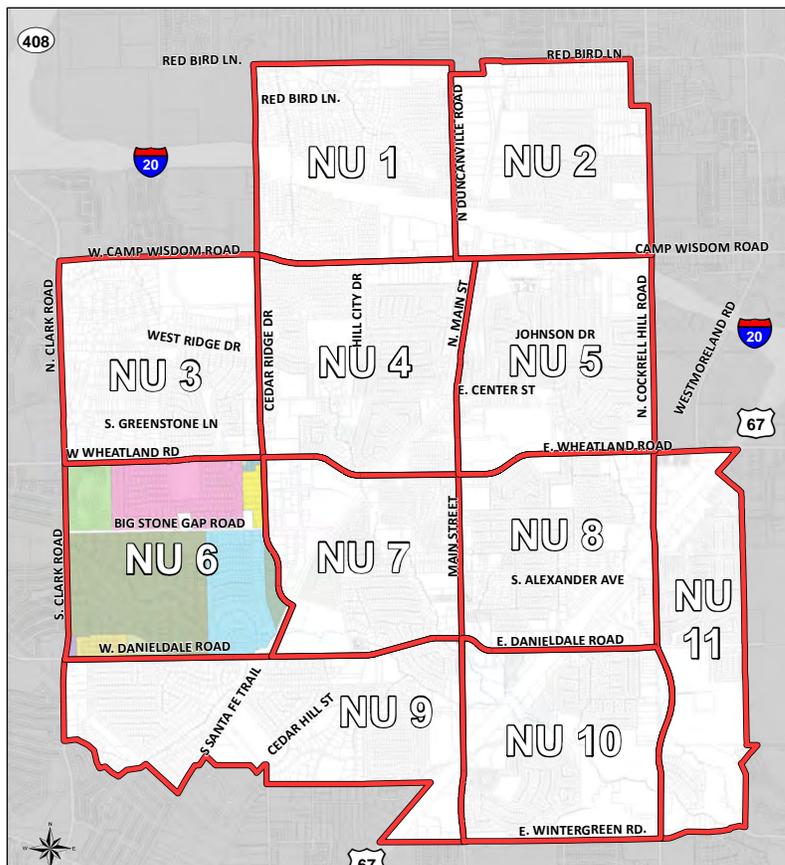
- » **Strengths** - Direct access to I-20 and near highway. Adjacent to downtown. Good access to neighborhood commercial land uses. Good housing stock and mature landscaping.
- » **Weakness** - Poor commercial quality along Camp Wisdom. This area has the second to lowest housing values and tied for highest commercial vacancy.
- » **Opportunity** - Increase vibrancy of Downtown and ensure neighborhood stability with monitoring and rental initiatives.
- » **Threats** - Higher intensity uses along I-20. Increased crime. Downtown maintains current condition.

Neighborhood Unit 6 Data:

Neighborhood Unit #6 (NU6) is located between Wheatland, Clark and Danieldale Road, in south central Duncanville. There are approximately 1,851 people in this neighborhood unit.

Residential

- » There were 176 units sold in the last five years.
- » The average close price was \$197,854 in 2016.
- » There are approximately 28.56 rentals per 1,000 people in 2016.
- » There were 107.51 occurrences of crime per 1,000 people in 2016.
- » NU6 had 10.265 foreclosures per 1,000 people in 2016.
- » There were 177 code violations per 1,000 people in 2016.



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NONRESIDENTIAL

- » The average shopping center was built in 1996.
- » The average vacancy is 0%.

SWOT ANALYSIS

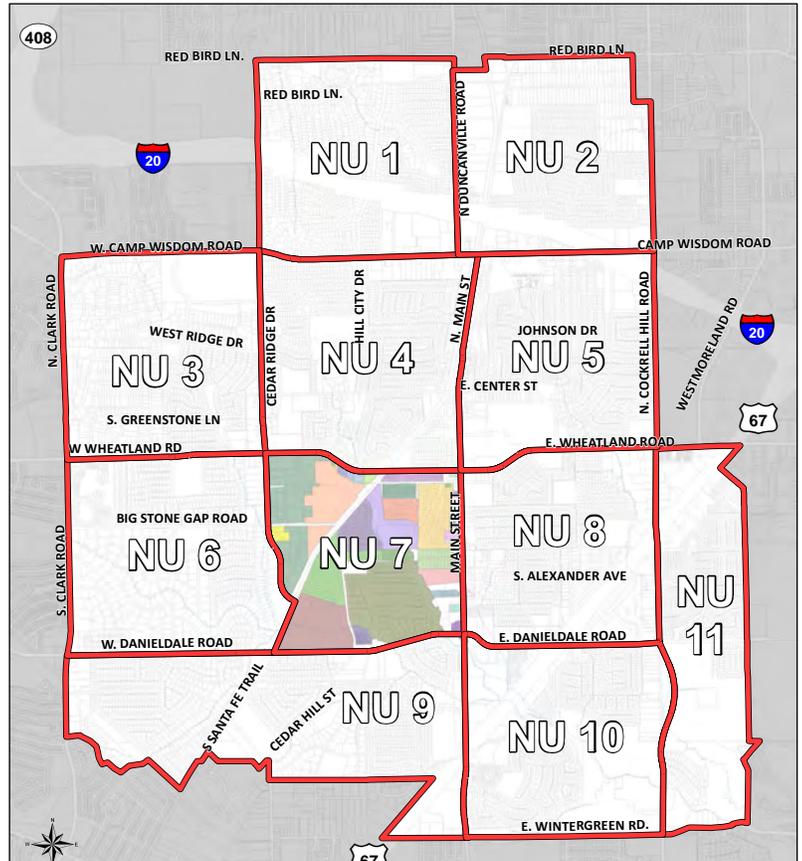
- » **Strengths** - High quality neighborhoods with mature landscaping. Strong property values.
- » **Weakness** - Limited parks. Residential adjacency to nearby industrial parks. Highest concentration of rentals in Duncanville.
- » **Opportunity** - Enhance neighborhood gateways. Increase crime control measures. Monitor rental quality and concentration of rentals.
- » **Threats** - Influence from adjacent industrial park. Aging commercial quality. Influence from adjacent neighborhoods outside city control.

Neighborhood Unit 7 Data:

Neighborhood Unit # 7 (NU7) located in south-central Duncanville. Generally, this neighborhood unit is bound by Wheatland, Road, Danieldale Road, and Main Street. There are approximately 3,029 people in this neighborhood unit.

RESIDENTIAL

- » There were 171 units sold in the last five years.
- » The average close price was \$129,374 in 2016.
- » There are approximately 43.25 rentals per 1,000 people in 2016.
- » There were 138.86 occurrences of crime per 1,000 people in 2016.
- » NU7 had 7.897 foreclosures per 1,000 people in 2016.
- » There were 100 code violations per 1,000 people in 2016.



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NONRESIDENTIAL

- » The average shopping center was built in 1980.
- » The average vacancy is 14%.

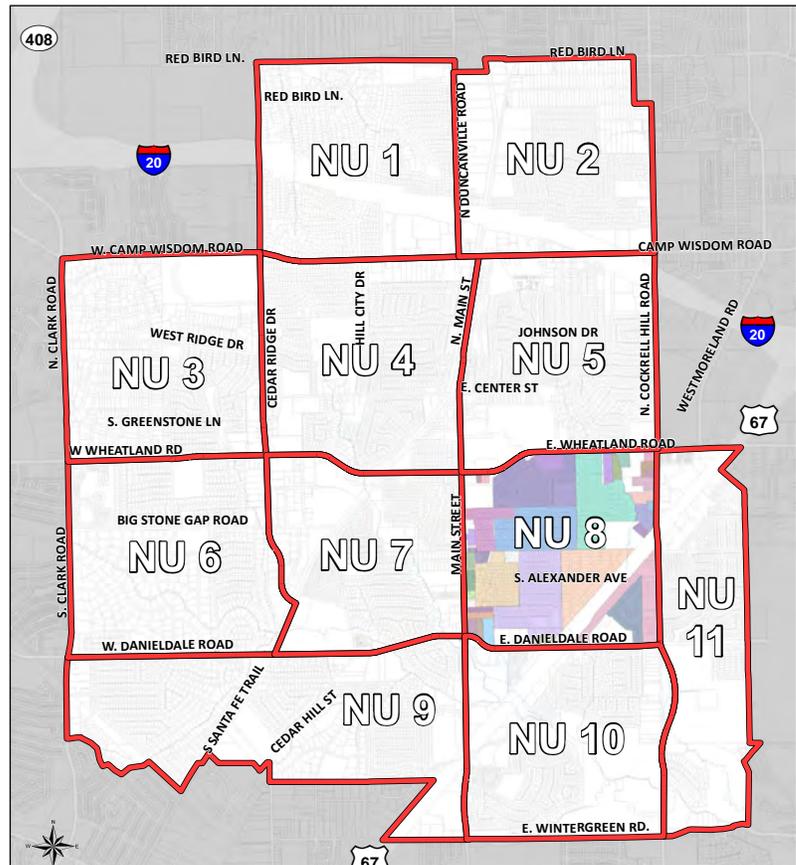
SWOT ASSESSMENT

- » **Strengths** - Abundance of open space/parks. Mixed housing options. Proximity to Downtown. Stable neighborhoods.
- » **Weakness** - Increase frequency of outside storage, rubbish/trash and lack of exterior maintenance of neighborhoods. Aging commercial land uses.
- » **Opportunity** - Development potential of green space at Danieldale and Santa Fe. Investment program to encourage facade and landscaping improvements of commercial areas.
- » **Threats** - Conflicting uses along S Main. Increased neighborhood degradation.

Neighborhood Unit 8 Data:

Neighborhood Unit #8 (NU8) is located between Main Street, Highway 67, Daniieldale Road and Wheatland Road. There are approximately 3,747 people in this neighborhood unit.

- » There were 174 units sold in the last five years.
- » The average close price was \$96,861 in 2016.
- » There are approximately 102.52 rentals per 1,000 people in 2016.
- » There were 103.55 occurrences of crime per 1,000 people in 2016.
- » NU8 had 9.074 foreclosures per 1,000 people in 2016.
- » There were 160 code violations per 1,000 people in 2016.



Inset map for spatial reference only.

NONRESIDENTIAL

- » The average shopping center was built in 1979.
- » The centers are reported at 7% vacant.

SWOT ASSESSMENT

- » **Strengths** - Frontage on Highway 67.
- » **Weakness** - Poorly maintained lots. Aging older homes.
- » **Opportunity** - Increased commercial gateways.
- » **Threats** - Main Street commercial quality and Highway 67 increased intensity. Increase in code violations or crime.

Neighborhood Unit 9 Data:

Neighborhood Unit #9 (NU9) is located in the southern sector of Duncanville. This neighborhood unit is generally located between Clark and Main Street and south of Daniieldale Road, with the southern boundary along the Duncanville city limits. There are approximately 3,931 people in this neighborhood unit.

RESIDENTIAL

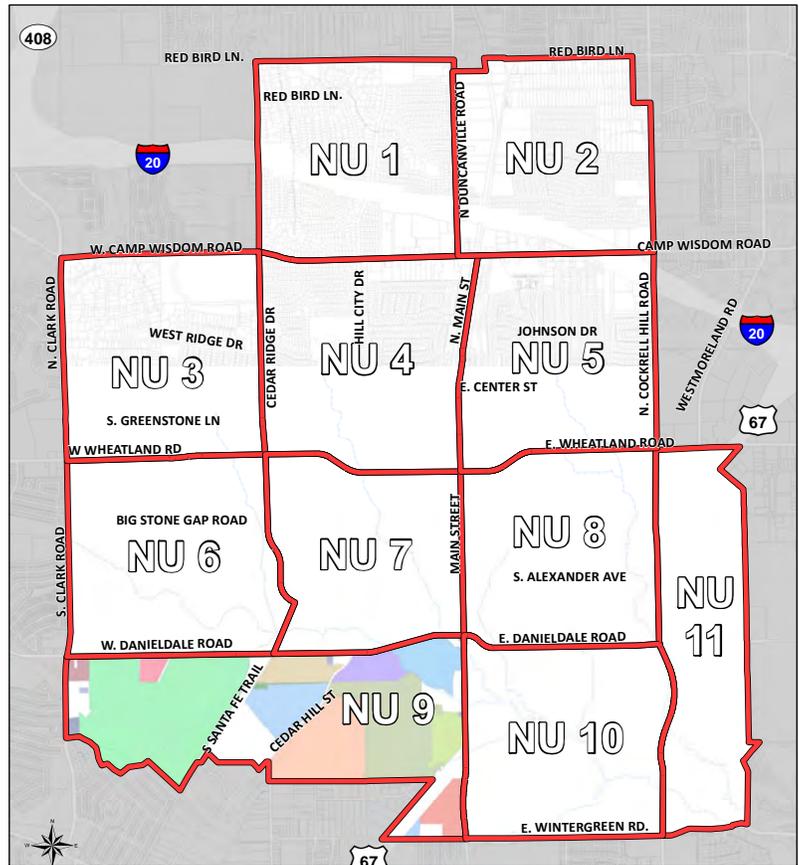
- » There were 244 units sold in the last five years.
- » The average close price was \$167,276 in 2016.
- » There are approximately 121.54 rentals per 1,000 people in 2016.
- » There were 49.61 occurrences of crime per 1,000 people in 2016.
- » NU9 had 7.377 foreclosures per 1,000 people in 2016.
- » There were 98 code violations per 1,000 people in 2016.

NONRESIDENTIAL

- » The average shopping center was built in 1984.
- » The average vacancy is 9%.

SWOT ASSESSMENT

- » **Strengths** - Natural features and higher percentage of open space. Mixed residential with a majority larger lot. High quality regional commercial along 67.
- » **Weakness** - Limited direct access to neighborhood commercial services.



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- » **Opportunity** - Take advantage of easements for regional trail system. Leverage Field House as anchor.
- » **Threats** - Declining aging residential.

Neighborhood Unit 10 Data:

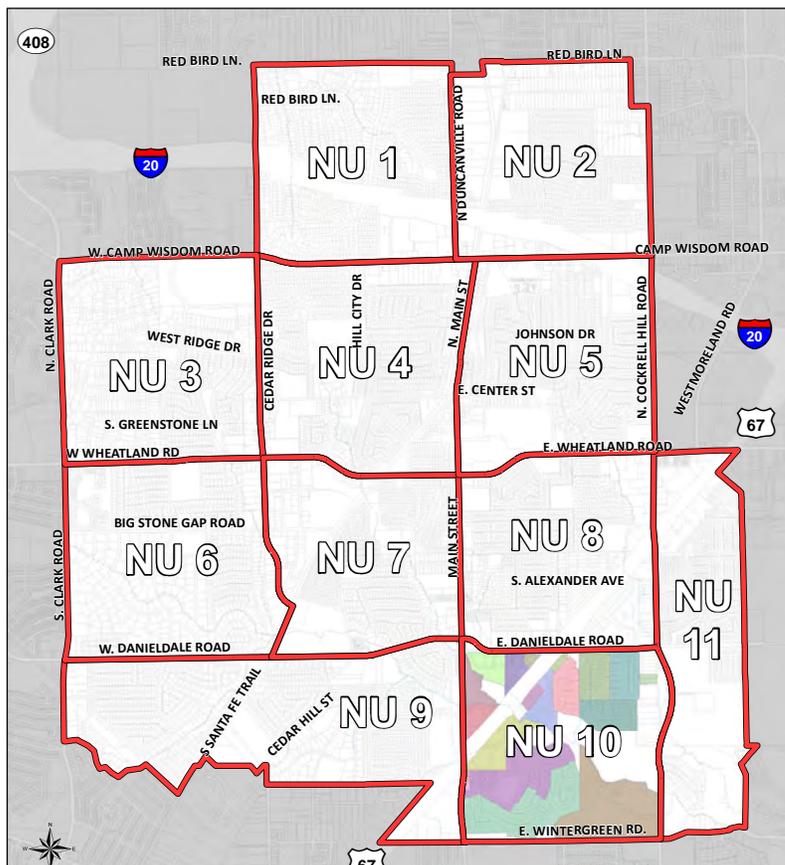
Neighborhood Unit #10 (NU10) is located west of Highway 67, west of N Cockrell Hill, south of Danieldale Road and the southern border is Duncanville city limits along Wintergreen. There are approximately 3,041 people in this neighborhood unit.

RESIDENTIAL

- » There were 147 units sold in the last five years.
- » The average close price was \$112,842 in 2016.
- » There are approximately 102.24 rentals per 1,000 people in 2016.
- » There were 179.16 occurrences of crime per 1,000 people in 2016.
- » NU10 had 10.617 foreclosures per 1,000 people in 2016.
- » There were 123 code violations per 1,000 people in 2016.

NONRESIDENTIAL

- » The average shopping center was built in 1996
- » The average vacancy is 21%.



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SWOT ASSESSMENT

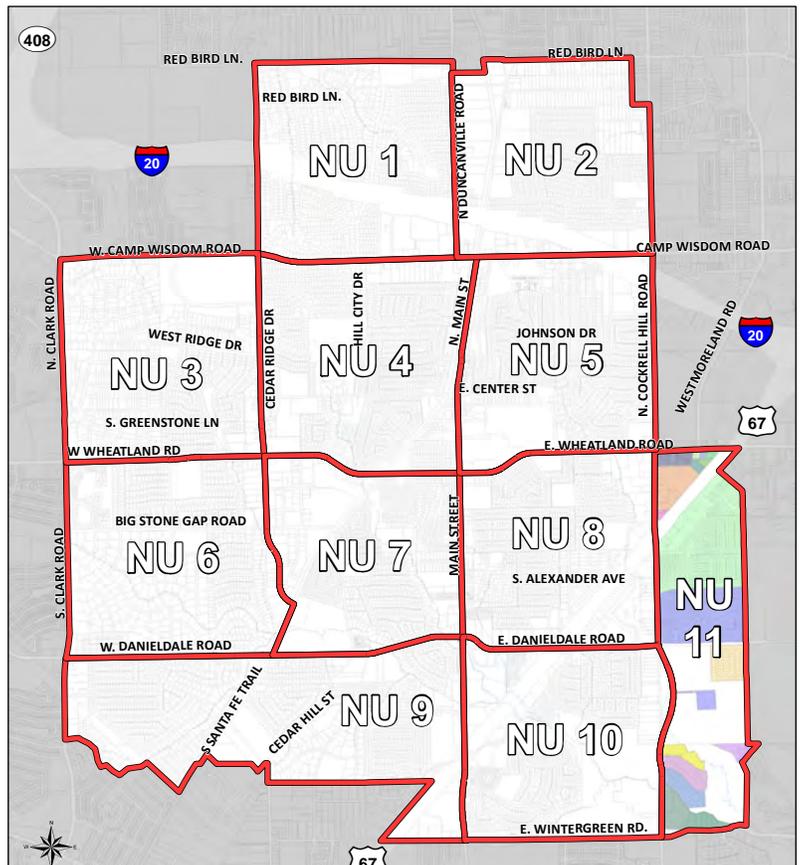
- » **Strengths** - Direct access to Highway 67, access to quality national retail, parks and trails are well connected into the neighborhood fabric.
- » **Weakness** - High concentration of rentals, as well as code violations.
- » **Opportunity** - Enhance connectivity via trails or commercial development on the undeveloped land at NW corner of Wintergreen Rd & Cockrell Hill Rd. Take advantage of underutilized commercial frontage along Highway 67.
- » **Threats** - Impact of adjacent neighborhood is out of city’s control. Increased commercial uses along Highway 67. Increased crime.

Neighborhood Unit 11 Data:

Neighborhood Unit #11 (NU11) is located in the far northeastern sector of Duncanville. There are approximately 2,205 people in this neighborhood unit.

RESIDENTIAL

- » There were 135 units sold in the last five years.
- » The average close price was \$127,166 in 2016.
- » There are approximately 14.64 rentals per 1,000 people in 2016.
- » There were 292.52 occurrences of crime per 1,000 people in 2016.
- » NU11 had 15.873 foreclosures per 1,000 people in 2016.
- » There were 245 code violations per 1,000 people in 2016.



Inset map for spatial reference only.

NONRESIDENTIAL

- » The average shopping center was built in 1980.
- » The average vacancy is 0%.

SWOT ANALYSIS

- » **Strengths** - Large amount of frontage on 67 for development/redevelopment.
- » **Weakness** - Increased concentration of rentals. Poor commercial quality. High amount of crime and code violations.
- » **Opportunity** - In-fill tracts. Neighborhood revitalization and increased crime prevention.
- » **Threats** - Lack of identity due to mixed uses and separation of neighborhoods due to Highway 67. Lack of community oriented commercial services. Vacant tracts outside city limits could develop into non-contributory uses to existing neighborhoods or Duncanville vision. Increase in crime and code violations.

FACTORS AFFECTING NEIGHBORHOOD VITALITY

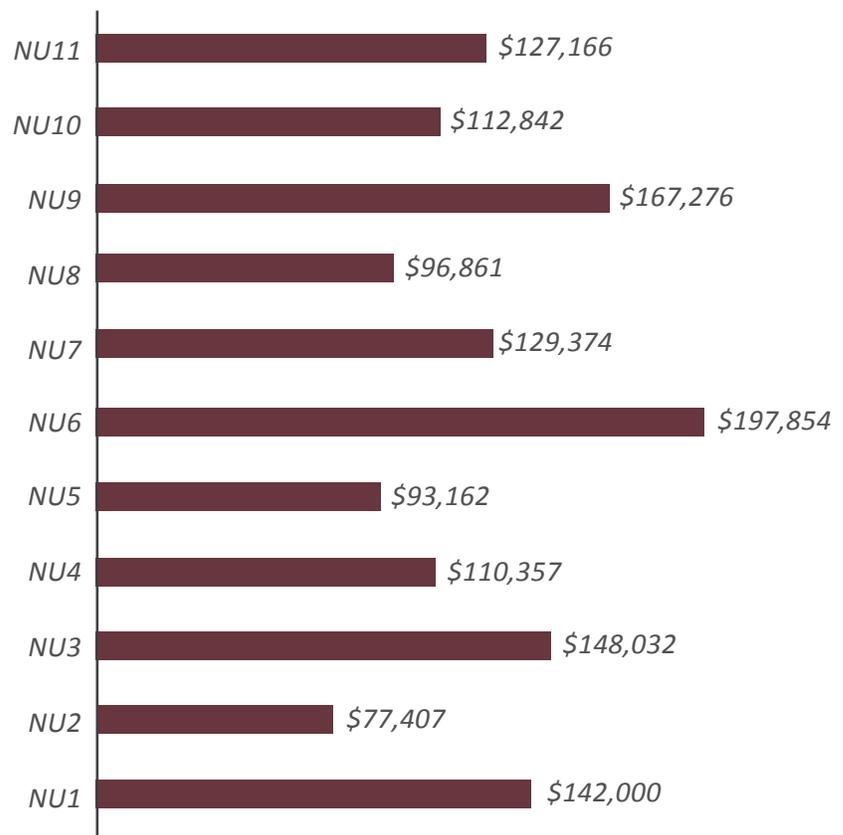
This Neighborhood Assessment included analysis of various factors that affects Duncanville's housing stock; including factors that increase or decrease home values. The variables examined in this study were analyzed at the NU-level to better understand the characteristics and qualities of individual neighborhoods within Duncanville. The variables examined include home sales, distressed sales, rental density per 1,000 people, crimes per 1,000 people, average age and vacancy of shopping centers within the NU, and code violations per 1,000 people. Other variables include population, volume of sales, average closing price of historical sales.

Home Sales

Currently there are over 13,500 housing units in Duncanville, with a current median home value of \$128,734. According to Multiple Listing Service (MLS), the median sales price in Duncanville has risen roughly \$55,000 since 2011 as both median days on market, and month's supply have plummeted. As part of this study, neighborhood home sales prices and volume of closings were analyzed to identify trends in the economic stability of the existing housing stock. This includes analysis on both owner-sold and distressed (Real Estate Owned) homes. The findings show that the majority of home sale values have been increasing over the last five years.

The NU's with the most closings over the last five years are NU4, NU5, and NU9. NU4 experienced 205 closings, while NU5 and NU9 experienced 195 and 244 closings, respectively. These three NU's contain the largest populations of any three NU's as well, with population figures reaching nearly 6,000 in NU4 & NU5, and nearly 4,000 in NU9. The Neighborhood Units with the highest average closing price over the last 5 years were NU3, NU6, and NU9. All three of these NU's are positioned on the western border of Duncanville with Clark Road serving as the western boundary.

Figure 8: Average Close Price (Previous 5 Years)

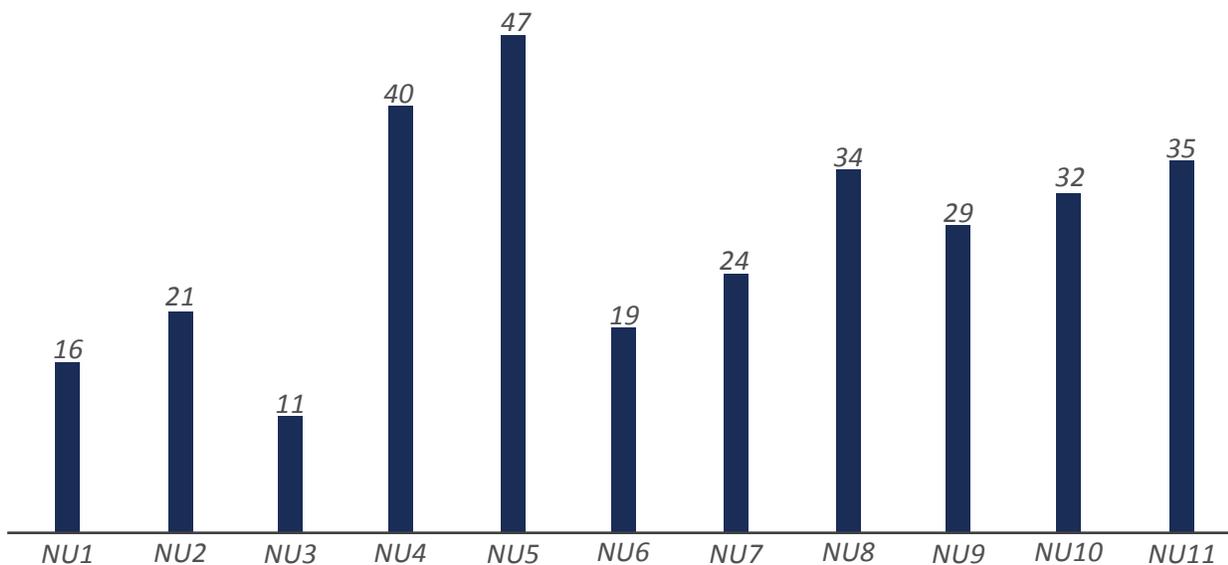


Source: Catalyst Commercial

Distressed Sales

A distressed property is defined as a housing unit that is under foreclosure or advertised for sale by the lender, or owner if it is a short sale. The physical condition of the house is generally sub-par, and likely attributed to the owner's inability to financially maintain the property. Distressed sales were identified as properties that list REO as the seller type in MLS data. The number of distressed sales by NU in Duncanville was used as a barometer to analyze the maintenance and financial responsibility of owners per NU. The associated chart displays the distribution of distressed home sales by NU. The Neighborhood Units with the largest number of distressed sales over the last five years are NU5, NU4, and NU11 with a combined total of 122 distressed sales between the three NU's.

Figure 9: Distressed Properties Sold (Previous 5 Years)



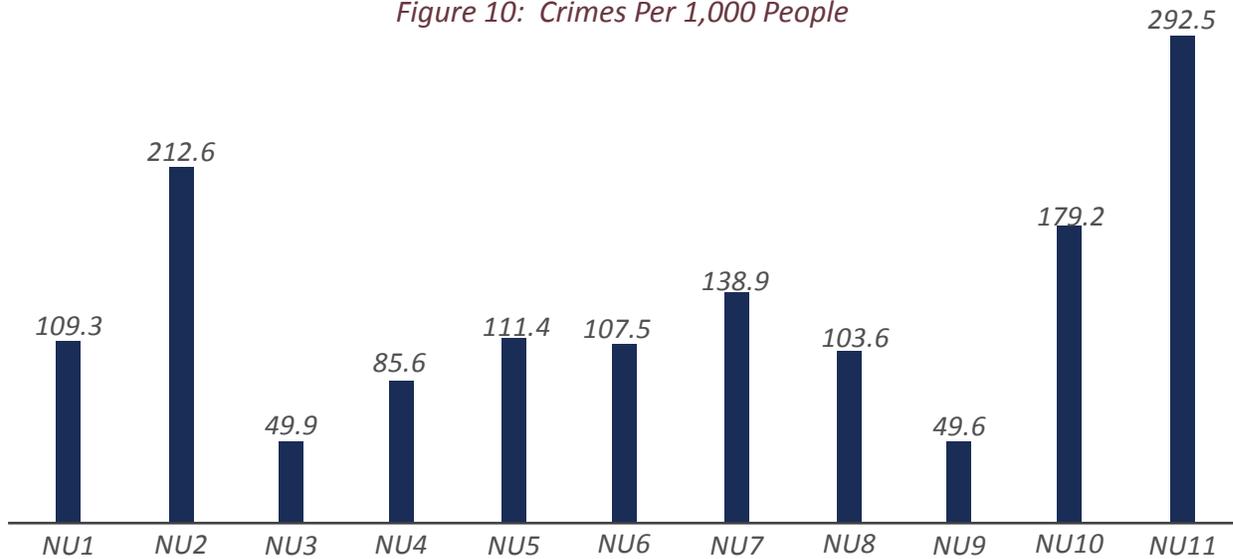
Source: Catalyst Commercial

Crime

All crime offenses were provided from the Duncanville Police department in 2016 for the years 2014 and 2015. The crime data was spatially joined with the Neighborhood Units in order to identify the type and number of crimes associated with each NU over time. The crimes were aggregated into personal, property, and other crime categories. Property crimes include burglaries, larceny, theft, and stolen property. Personal crimes include assault, sexual assault, accidents involving injury, and disorderly conduct. Other crimes include drug possession, public intoxication, and driving while intoxicated/driving under the influence.

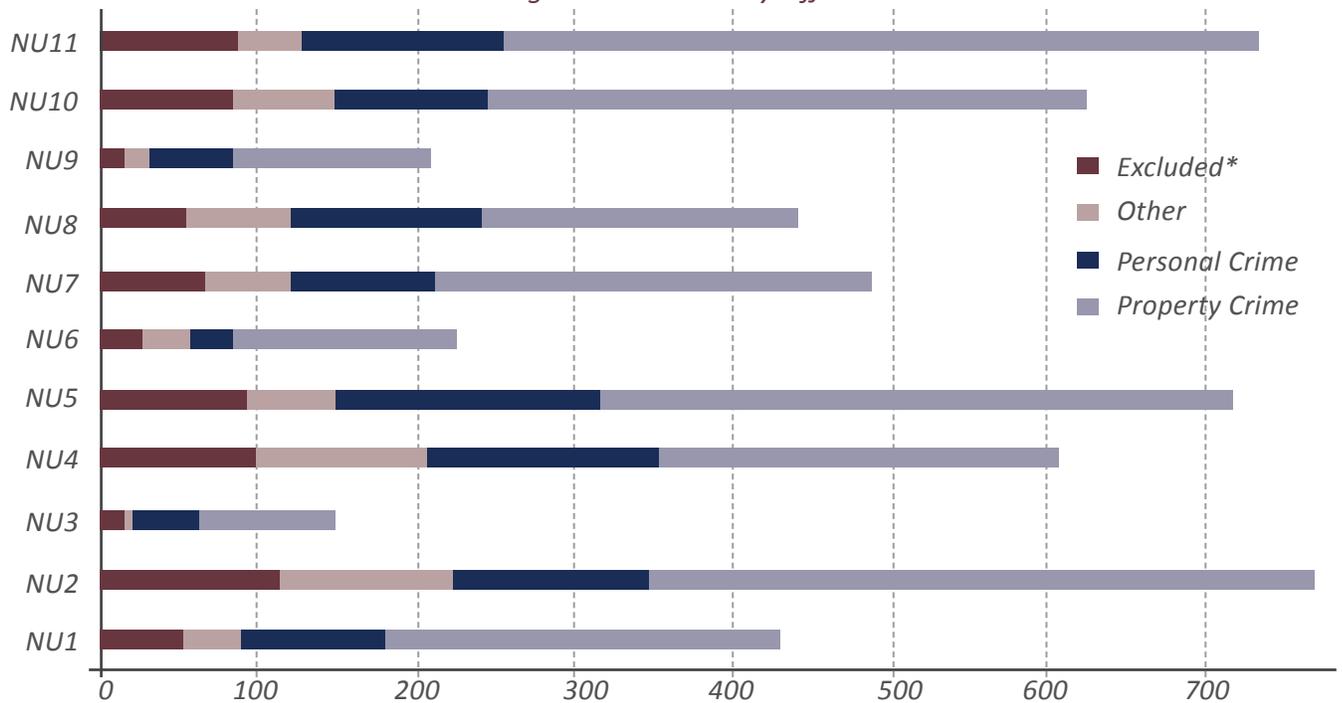
The Neighborhood Unit with the greatest number of crimes per 1,000 people was NU11, followed by NU2 and NU10. It should be noted that many of these Neighborhood Units contain large portions of commercial land uses, which tend to have more property & other crimes that may not impact neighborhood values. A negative relationship was observed between these crime types and sales price, however property crimes were found to have the most statistically relevant impact on sales price when they occurred in residential areas.

Figure 10: Crimes Per 1,000 People



Source: Catalyst Commercial, Duncanville Police Department 2016

Figure 11: Crimes By Offense



OFFENSE	NU1	NU2	NU3	NU4	NU5	NU6	NU7	NU8	NU9	NU10	NU11
Excluded	51	112	14	97	92	25	65	52	13	84	86
Other	37	110	6	109	55	30	54	67	17	62	40
Personal Crime	91	124	42	147	168	27	92	122	53	98	128
Property Crime	250	421	85	252	401	142	276	199	125	380	477

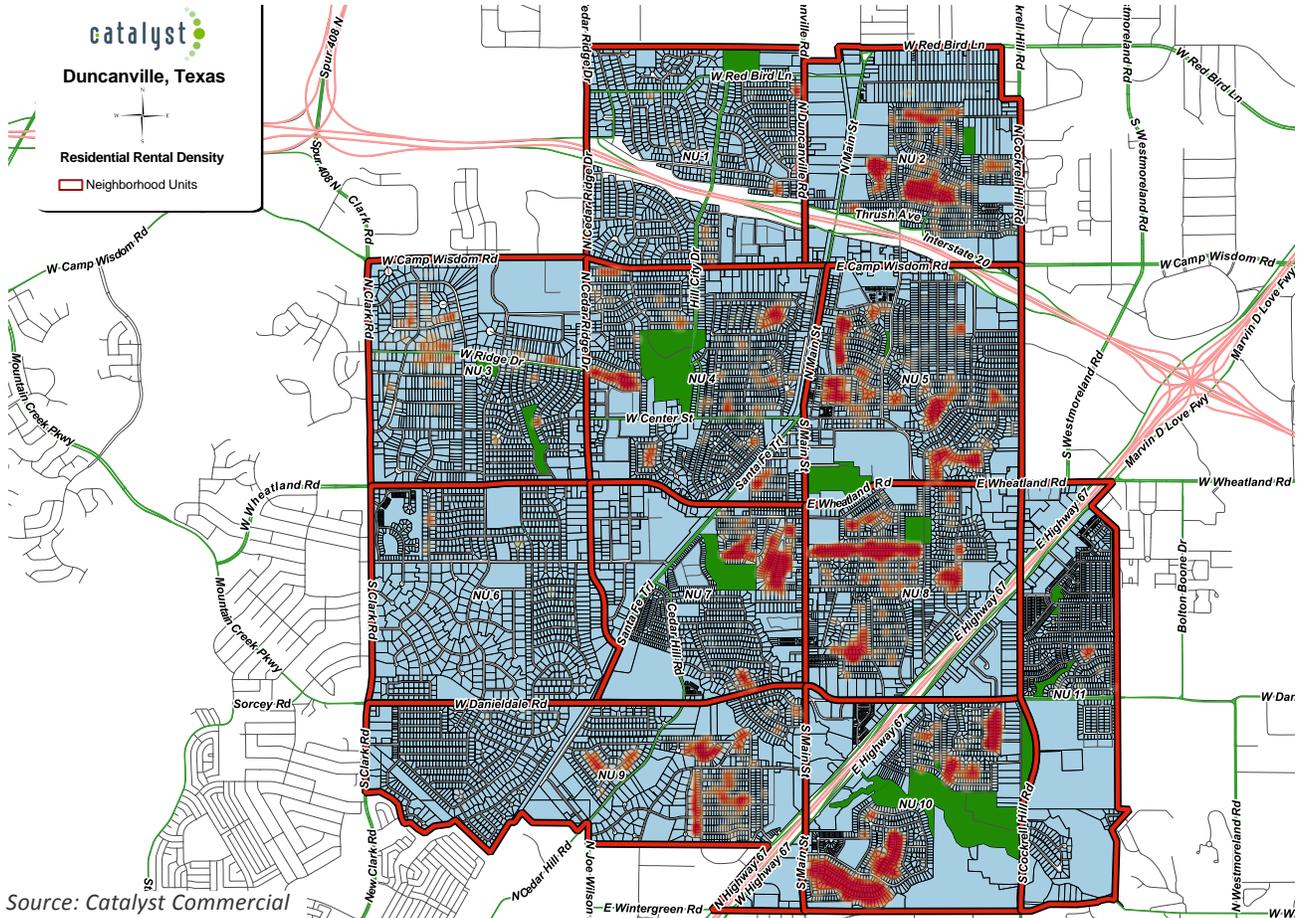
Source: Catalyst Commercial, Duncanville Police Department 2016

*Excluded crimes include: traffic accident-related crimes, crimes involving use of a motor vehicle, and other minor incidents that occur off-property.

Rental Properties

Rental property data was extracted from Dallas County Appraisal District (DCAD) data for 2016. Neighborhood Units 4, 5, 8, 9, and 10 registered the greatest proportion of rental properties per 1,000 people. A graphical representation of the density of rental properties is included below. Areas with a high density of rental properties are indicated by red, with lower densities fading to an orange.

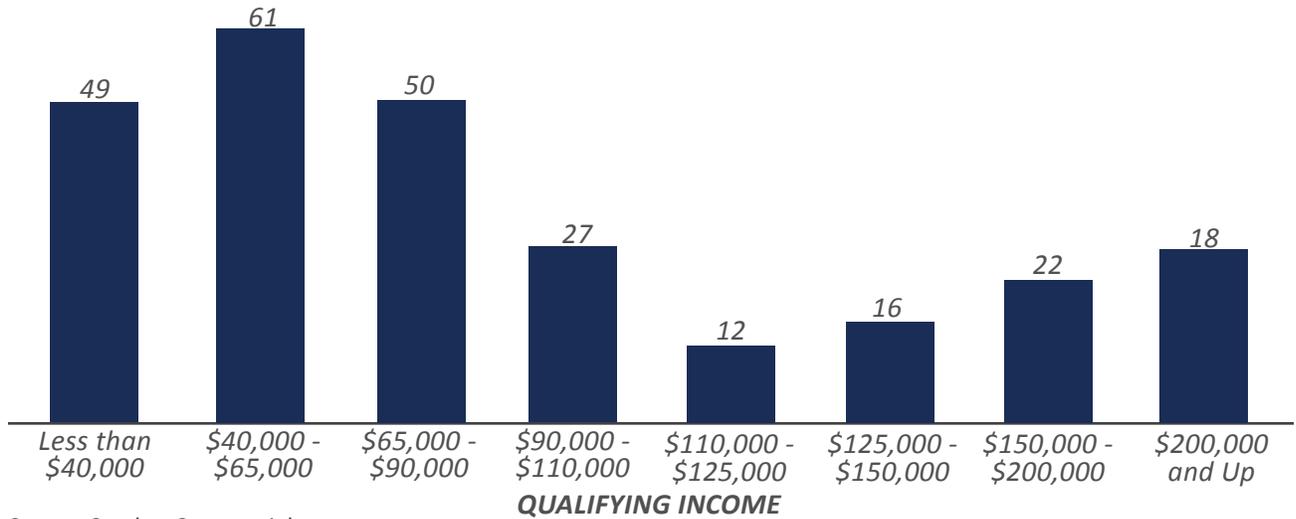
Map 6: Rental Property Density



Source: Catalyst Commercial

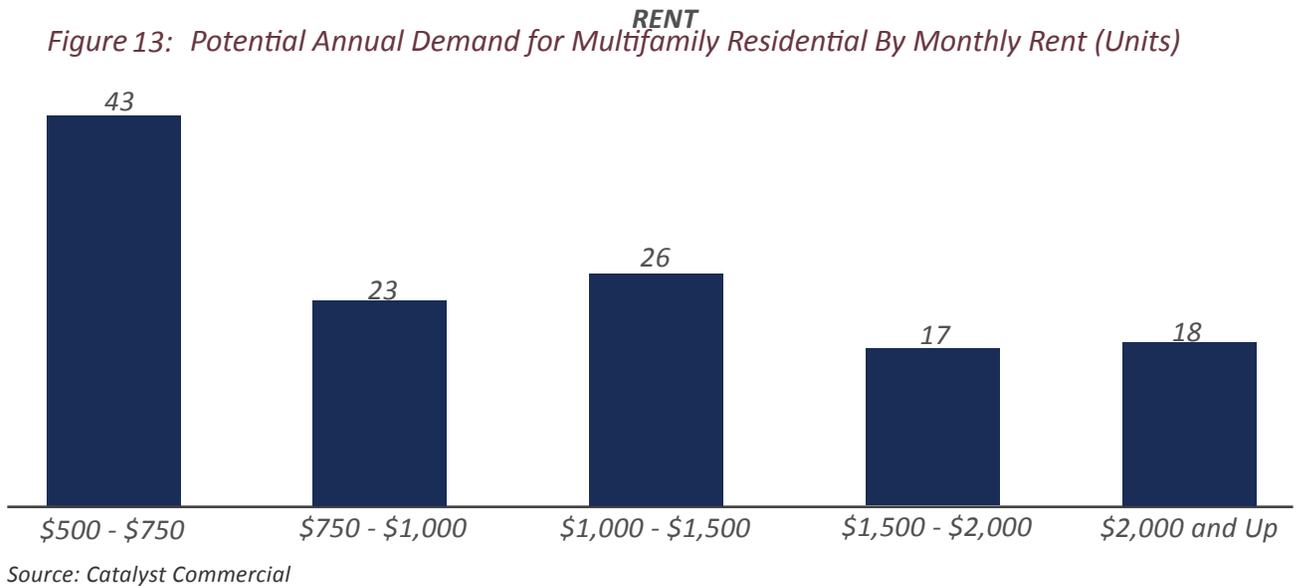
Potential demand for single family residential was analyzed by examining current and future household demand in Dallas County across multiple income categories, and then examining trends in Duncanville’s capture of new home purchases in Dallas County. Current projections estimate roughly 56,000 new households throughout the county over the next five years, averaging roughly 11,000 annually. Based upon recent trends, 57% of new household growth across all income categories will choose to live in new single-family residential housing. Currently there are 481,523 households that qualify as owner-occupied, and 347,865 non-owner occupied households in Dallas County. Based on historical building trends and availability of developable land in Dallas County, the annual residential demand for Duncanville is projected around 244 units across all home values.

Figure 12: Potential Annual Demand for Single Family Residential By Qualifying Income Levels (Units)



According to US Census building permit records, Duncanville did not absorb any multifamily units from 2012 through 2016. Dallas County absorbed nearly 59,000 units over that time. Potential demand for multifamily housing was analyzed by examining potential demand from new household growth, existing owner-occupied household turnover, and existing renter-occupied household turnover. At current rates, there is market potential for Duncanville to absorb around 127 units annually.

Figure 13: Potential Annual Demand for Multifamily Residential By Monthly Rent (Units)



Neighborhood Assessment Summary

Distressed sales, rental density, crime and retail health are measurements of neighborhood health. This assessment with neighborhood input helped develop neighborhood recommendations and strategies to address the threats and weaknesses and capitalize on the strengths and opportunities. The city should develop an ongoing neighborhood assessment tool to track factors over time and monitor ongoing neighborhood health. A summary of the factors are as follow:

Table 10: Neighborhood Unit Assessment Summary Table

UNIT	POP. 2016	# OF UNITS SOLD (previous 5 years)	AVG. CLOSE PRICE (\$)	RENTALS	CRIMES	DISTRESSED PROPERTIES SOLD	CODE VIOLA-TIONS	AVG. SHOPPING CENTER VACANCY	AVG. SHOPPING CENTER AGE	SCORE
				PER 1,000 PEOPLE						
NU1	3,458	142	142,000	37.88	109.31	4.627	82	3%	1975	●
NU2	3,081	88	77,407	44.12	212.59	6.816	167	9%	1973	○
NU3	2,664	137	148,032	40.86	49.92	4.129	145	21%	1989	◐
NU4	5,938	205	110,357	169.10	85.55	6.736	118	4%	1976	◑
NU5	5,604	195	93,162	112.58	111.35	8.387	123	6%	1969	○
NU6	1,851	176	197,854	28.56	107.51	10.265	177	0%	1996	●
NU7	3,029	171	129,374	43.25	138.86	7.897	100	14%	1980	◑
NU8	3,747	174	96,861	102.52	103.55	9.074	160	7%	1979	◐
NU9	3,931	244	167,276	121.54	49.61	7.377	98	9%	1984	◑
NU10	3,041	147	112,842	102.24	179.16	10.617	123	21%	1996	◐
NU11	2,205	135	127,166	14.64	292.52	15.873	245	0%	1980	◑

Source: Catalyst Commercial



The scoring on each Neighborhood Unit (NU) was based upon the average close price of single-family residential units, amount of rentals per 1,000 people, number of crimes per 1,000 people, amount of distressed properties sold per 1,000 people, average shopping center age, average shopping center vacancy, and amount of code violations per 1,000 people. Each factor was ranked on a scale of 1-10. Each factor was ranked by assigning the NU with the most favorable score a 10, and likewise the NU with the least favorable score a 1. The individual scores were aggregated together and divided by the sum of variables (7) to determine a final score per each NU. This score was then translated into the Harvey Ball scoring system. Harvey Ball system: Darker shades represent higher scoring.

NEIGHBORHOOD PROGRAMS

This section discusses the broad and robust neighborhood programs and initiatives currently in place in Duncanville. Table 9: Neighborhood Programs provides an overview of these programs.

Table 9: Neighborhood Programs

TOPIC	PROGRAM NAME	ENTITY
Crime Prevention	National Night Out, Neighborhood Crime Watch, Citizens on Patrol, and Citizen Police Academy	Police Department
Code Enforcement	Annual Apartment Inspections	Code Enforcement
Home Repair/Upkeep	Property Improvement Project (PIP) Days	Joint Partnership
Land Banking	Duncan Urban Land Bank Authority	City Leadership
Beautification	Keep Duncanville Beautiful	City/Keep Duncanville Beautiful
Events	Duncan Switch Street Market	Chamber of Commerce

Crime Prevention Programs

Police service is an extremely important factor in assessing a community's quality of life. Safety is often a prime consideration for people when deciding where to establish a home or business. A high crime rate (or perception of crime) can cause people to decide not to locate in a particular area. Conversely, a low crime rate can be an attractor for population growth and economic development. While the perception of public safety was a recurring theme from public input, publicly available crime data suggests that Duncanville is overall a safe community. Because crime appears to be more of a perceptive problem in most areas of Duncanville, the City's efforts would be well spent focusing on community engagement and education. Currently, the Duncanville Police Department facilitates a number of engagement programs, though it is recommended that efforts be focused on directly engaging neighborhoods.





Code Enforcement Programs

Code enforcement and compliance is a very effective tool in remedying the nuisances that can negatively impact quality of life and perception of the community. While code enforcement is often only thought of as a reactionary tool, proactive code initiatives can be an easy approach to addressing problems before they start.

Previously, the City maintained an apartment inspection program that aimed to prevent code issues through routine inspection and identify any issues while they were minor. Reimplementing this program and expanding it to include all renter occupied housing is recommended. It is also recommended that the City implement neighborhood engagement and education programs that aim to teach renters about their rights as tenants and property owners about their responsibilities as landlords to maintain property to code. The City could also benefit from tracking code violation trends. Externally this includes the location, frequency, and nature of violations. Internally, this includes tracking the delegation, investigation, outreach, and solution of code violations, as well as reviewing the City's performance in reducing the number of recurring violations.



Home Repair and Upkeep Programs

Housing maintenance is appropriate in areas where the housing units are substantially sound but in need of minor repairs (maintenance that homeowners can accomplish themselves, such as painting). The intent of housing maintenance is to target areas where a relatively small amount of effort could be expended to improve the quality of housing and to reduce the likelihood of further deterioration of the units.

Citywide cleanup days, whether sponsored by the City or private entity, that focus on improving properties (fix fences, paint walls, fix roofs, update landscaping, etc.) are another easy and relatively inexpensive way to beautify the community. One such program that has been very successful is Project Improvement Program (PIP) Days. In coordination with the City, dozens of volunteers from several churches and businesses participate in the program, which is growing in notoriety. The City could formalize its participation with organizing entities to help grow the size, reach, and impact of the program.

Neighborhood Strategies:

These strategies are used in Neighborhoods that are beginning to show signs of wear and tear. The physical structures are in sound condition, but minor exterior improvements may be needed. The strategies are designed with the goal of correcting code violations and encourage homeowners to make minor repairs to prevent further decline.

- *Code enforcement and compliance*
- *Update, redevelop and maintain neighborhood parks **
- *Facilitating neighborhood organizations*
- *Neighborhood branding*
- *Housing maintenance programs (grants or events such as Rebuilding Together)*
- *Housing maintenance incentives for minor repairs (rebates or matching funds)*
- *Maintenance assistance (identification of elderly or at-need households)*

** Please refer to the Parks Master Plan for facility-specific recommendations and Citywide strategies.*

Land Banking Programs

Land Banking is defined as the purchase and assemblage of land by a local government entity for use or resale at a later date. Land Banking is often used for development of housing, nonresidential uses, and or the expansion of parks. Land banking is a useful tool because larger assembled parcels are often more attractive to developers and city land ownership provides flexibility in developing the land into the highest or best use for the property.

Duncanville established an Urban Land Bank Authority in 2015 with a charged focus on providing housing, specifically “allow for housing and land banking, land and housing exchanges with the [EDC or other government entity] and provide non-profit authority for the enhancement and possible sales to non-profit organizations... (Res. 2015-012017).” It is strongly recommended that this program be researched as a model for a non-residential land banking program, a recommendation addressed on page 115.



Environmental Beautification Programs

Many residents voiced concerns regarding the community's appearance; however, the City has limited resources and needs community involvement to help maintain an attractive appearance. In order to address some of these issues, the City should coordinate volunteer efforts within the community. These grassroots efforts would also build a sense of ownership and pride within the community.

Duncanville already participates in the Keep Texas Beautiful program with a local chapter in its name. The organization includes a City-recognized Board of Directors and hosts events aimed at educating the public and cleaning up the environment. Identifying and partnering with this and other groups could be one of the easiest and least expensive ways of implementing beautification and environmental initiatives.

Event Programming

Community events and attractions can help Duncanville achieve its goal of becoming a regional destination, and the City already has many events in place. Through coordination with the branding and marketing strategies of this Plan, as well as public and private groups, event programming could increase Duncanville's community image and be a benefit to residents and visitors alike. There are a number of events that should be looked at for expanded programming, marketing, and opportunities for spin-off programming, including:

- » **Duncan Switch Street Market:** Held monthly, the Duncan Switch Street Market features food, vendors, and activities for all walks of life. While the event is oriented mainly towards residents, it could be expanded in the future to be a regional attraction, such as Canton Trade Days. However, expanding this event might require a new location or dedicated event space as well as incorporation of vendors from throughout the region.
- » **City Sponsored and Co-Sponsored Events:** The City currently sponsors several annual events that are geared towards residents of Duncanville. These events include the annual Easter Egg Hunt and Christmas Parade and Tree Lighting. Some events are co-sponsored by private groups, such as the 4th of July Parade and Memorial Day Ceremony. Expanding or replicating such an event could help foster community engagement and identity.



- » **Major events held at the Fieldhouse:** The Fieldhouse hosts camps and tournaments that serve as a regional and statewide attraction. Duncanville's strongest opportunities related to the Fieldhouse include stronger integration to surrounding areas with amenities such as pedestrian connectivity, restaurants, entertainment, and hotels.
- » **New Special Event Programming:** The City could benefit from the development of a signature event, specifically, an event designed to attract both residents and visitors to the City. Special event permitting is currently done by the Parks and Recreation Department, though the creation of an event could involve other City entities, the Chamber of Commerce, or private groups.

COMMUNITY DESIGN AND DEVELOPMENT

The importance of a community’s look and feel is difficult to quantify, but has a direct impact on the perception of a community for residents and visitors alike. Issues surrounding community design and development, whether real or perceived, were recurring comments received during public input. This section reviews the regulatory and economic factors that contribute to a Duncanville’s design and development patterns.

Nonresidential

URBAN FORM

The following table summarizes the regulating entity for various elements of Duncanville’s built environment. Understanding who is responsible for what can help citizens understand how their government operates. As Figure 14 (below) and Table 11: Who Regulates the Elements of the Built Environment? on page 119 show, what citizens consider the public realm is—in reality—planned, constructed, regulated, and maintained by a number of different departments and entities across different levels of government.

Figure 14: Who Regulates the Elements of the Built Environment?

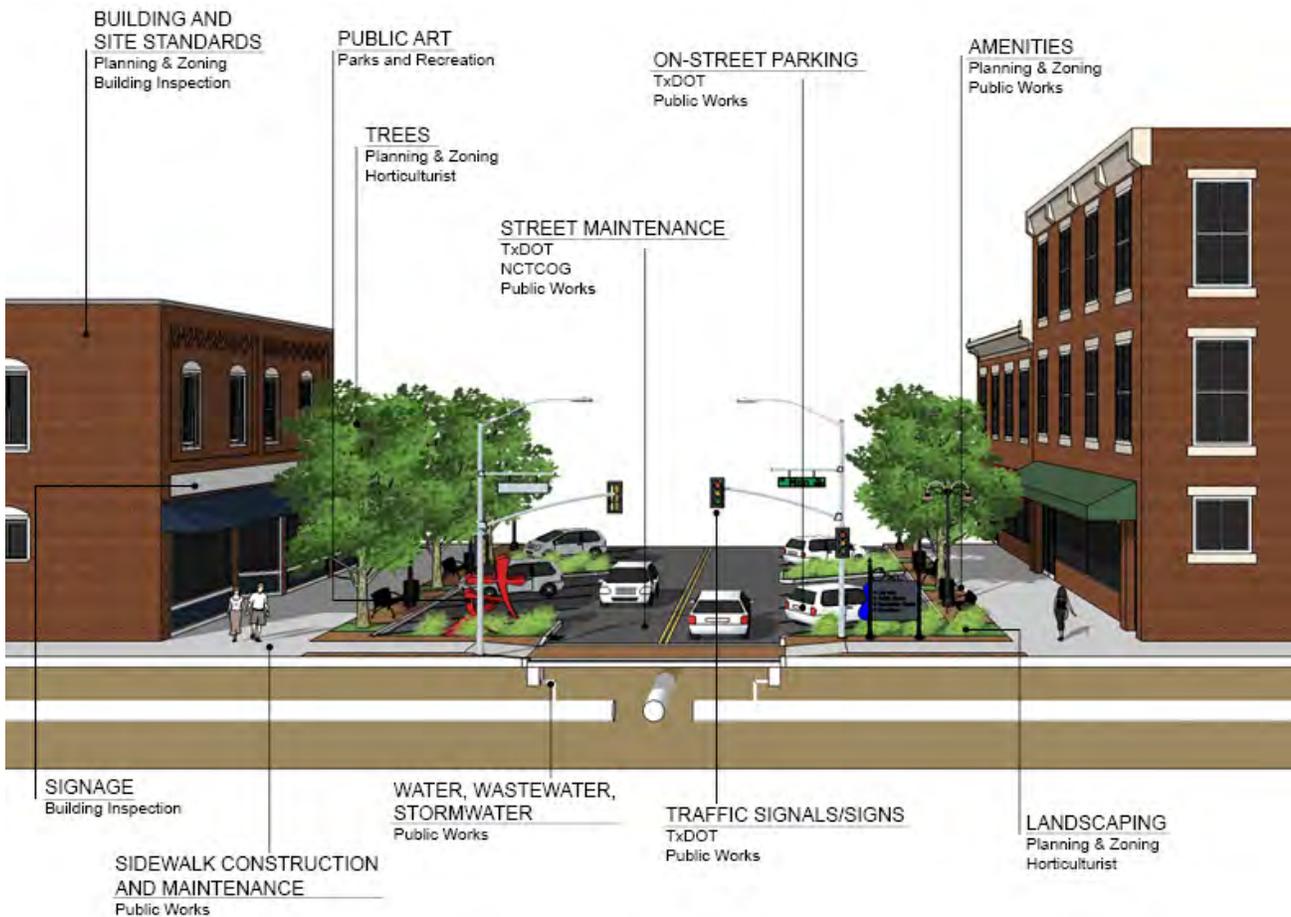


Table 11: Who Regulates the Elements of the Built Environment?

Roadways		
Street planning, design, construction, and maintenance	State: TXDOT Region (planning only): NCTCOG City: Public Works	State: Roadway Design Manual Region: Regional Mobility Plan City: Subdivision Ordinance; Thoroughfare Plan
On-street parking	State: TXDOT City: Public Works	State: Roadway Design Manual City: Subdivision Ordinance; Thoroughfare Plan
Traffic signals/signs	State: TXDOT City: Public Works	Traffic signal/sign construction guidelines
Infrastructure		
Water, wastewater, and stormwater planning, construction, and maintenance	City: Public Works	City: Water, wastewater, and stormwater master plans
Right-of-Way		
Sidewalk construction and maintenance	City: Public Works	City: Thoroughfare Plan
Amenities (bike racks, street furniture, trash receptacles, street lighting)	City: Planning and Zoning, Public Works (Construction & maintenance)	City: Downtown Plan
Trees	City: Planning and Zoning, Horticulturist	City: Zoning (Tree Preservation)
Development/Form		
Building and Site Standards (setbacks, parking, building size/height/materials/architectural features)	City: Planning and Zoning, Building Inspection	City: Zoning Code; Subdivision Ordinance
Design/Aesthetics; other		
Public Art	City: Parks and Recreation; not directly addressed	City: Development Ordinances
Signage (wayfinding, murals, off-site signs, banners, etc.)	City: Building Inspection	City: Code of Ordinances
Public events	City: Varies; Parks and Recreation responsible for City events	City: Code of Ordinances
Landscaping	City: Planning and Zoning, Building Inspection	City: Zoning Code (Landscaping)
Screening/buffering	City: Planning and Zoning, Building Inspection	City: Zoning Code

Urban Form Examples (Opportunity Areas #1 and #6)

This section provides visions for the urban form of Opportunity Areas 1 and 6 (initially discussed in [Chapter 2](#).) These renderings are intended to serve as a vision and guide for the City to consider as the illustrated opportunity areas begin to develop and redevelop.

Opportunity Area 1

Located along US 67 and comprised of 112 developable acres, Opportunity Area 1 consists mainly of local retail, heavier commercial development, and narrow commercial lots fronting US 67. The area abuts mostly single family residential land uses. The majority of Opportunity Area 1 fronts US 67 and has limited pedestrian access, though there are few pedestrian destinations currently in the area. Economically, this area is flexible for different types of redevelopment; with future improvements to US 67 and a future La Quinta hotel at Cockrell Hill Road and US 67 being likely catalyst developments.



Remaining interstate frontage in Duncanville is limited, encouraging strategic development and redevelopment that injects high-impact uses is important. Aesthetics are also important, as Opportunity Area 1 is a key gateway into the City. This area is envisioned as having three main land use components:

- » High quality interstate/highway commercial development along US 67.
- » Retail/commercial development, either standalone or as a mixed use development at Wheatland Road and Cockrell Hill Road.
- » Medium or high density residential development, either standalone or as part of a mixed use development for the remaining infill.



Opportunity Area 6

Located south of I-20 east of Main Street, Opportunity Area 6 is roughly 45 developable acres. Land uses in the area are mostly retail with several underutilized parcels and some higher density residential to the south. Opportunity Area 6 abuts single family residential to the south and is adjacent to the Downtown District. Most parcels in the area front Camp Wisdom and have an incomplete sidewalk network. Future improvements to I-20 will be a significant factor to consider. Economically, Opportunity Area 6 falls within the City's TIF District, meaning there will likely be reinvestment in the future when the TIF reaches maturity. An existing Hilton Hotel and Future Hampton Inn Hotel will likely be important development catalysts.



Encouraging strategic development and redevelopment that injects high-impact uses is important. Aesthetics are also important, as Opportunity Area 6 is a key gateway into the heart of the City. This area is envisioned as having two main land use components:

Opportunity Area 6 is envisioned as serving two primary purposes:

- » An upscale retail/commercial and entertainment area serving as a key transition into Downtown along Camp Wisdom.
- » High quality interstate/highway commercial development along I-20.



BUILDING AND SITE DESIGN

Building and site design standards are critical to obtaining quality nonresidential development within a city. Many of these strategies are simple to implement, while others will take longer to achieve. The following assessment and strategies for Building and Site Design Standards are intended for reference to nonresidential land uses only.

Table 12: Building and Sites Design provides an overview of the traditional design elements that Duncanville currently addresses, through regulation, incentives, or both. A review of these elements, strategies to strengthen them, and identification of missing elements is provided in the subsequent pages.

Table 12: Building and Sites Design

POLICY AREA	REGULATION(S)	INCENTIVES
Compatibility	<ul style="list-style-type: none"> Residential Proximity Slope; Maximum Building Heights Applies to C-1, C-2, I-1, I-2	None
Screening	Applies to nonresidential; apartments	Design Incentive Program
Signs	Vary by type, land use, and location	Design Incentive Program
Building Design	Materials, facades, architectural standards vary by land use	Design Incentive Program (facades)
Site Design	Setbacks/build-to lines, Parking, Sidewalks	Cost Participation in Infrastructure and Waiver of Development Fees (sidewalks)
Landscaping	Applies to most non-single family residential uses	Design Incentive Program
Tree Preservation	Applies to all nonresidential undeveloped and redeveloped land	None



Land Use Compatibility Policies

Compatibility is most often regulated through residential adjacency standards, ordinances and codes applied to nonresidential uses specifically when they are adjacent to existing or planned residential areas. Regulating nonresidential standards in these instances allows for the two uses to coexist by diminishing nuisances and improving aesthetics. Effective adjacency standards can do more than just foster coexistence; they can increase property values and quality of life by creating more dynamic, connected neighborhoods. Adjacency standards typically require all or some of the following:

- » Lower nonresidential building height
- » Increased nonresidential setbacks



- » Buffering and/or additional landscaping around nonresidential uses
- » Stricter conditions regarding lighting, signage, access, hours of operation, and design

As shown in Table 12: Building and Sites Design on page 124, Duncanville has such regulations in place in the form of residential adjacency standards, building height regulations, screening requirements, and setbacks.



Signage Policies

Regulating the non-content elements of signage, such as quantity, material, location, and size, is one of the simplest and most effective ways in which cities can ensure a neat and orderly image, particularly from the roadway. As shown in Table 12, the City has a complete Sign Ordinance in place that regulates all elements of signage. In addition to regulations, the EDC's Design Incentive Program applies to signage.

Building and Site Design Policies

Legally Nonconforming Properties, When Zoning Isn't Enough

Duncanville's toolbox of ordinances is relatively robust compared to cities of comparable size and status. However, there are areas of the City where older development is in poor condition or incompatible with surrounding uses.

Most of these properties fall within zoning districts that no longer permit the existing site design or use. Such properties are called legally nonconforming, meaning they were once in conformance with the City's ordinances, and are typically allowed to continue to operate at the previous standard, but must come into compliance upon change of property owner, redevelopment, or renovation. In the case of Duncanville, some of these properties have still yet to transition. This could be due to any number of factors, such as low customer base for target industries.

A Hybrid Approach

It is recommended that the City work with these property owners using a hybrid of regulations and incentives to initiate and accelerate the transition process, especially in high priority areas. It is envisioned that this process would involve:

- » Provide incentives to help bring nonconforming properties completely into compliance
- » Provide incentives for nonconforming uses to relocate out of high priority areas

This would be achieved by modifying all or some of the following programs currently in place by the City:

- » **Duncanville Urban Land Bank Authority** - Expand this program or use it as a model to create acquire and bank nonresidential properties and collaborate with property owners to identify and execute land swapping opportunities if a property owner wants to continue their existing use.
- » **Design Incentive Program** - Dedicate or prioritize funds from this program for high priority properties.
- » **Cost Participation in Infrastructure and Waiver of Development Fees** - Consider use of this incentive to include sidewalk connectivity as well as reconfiguration of parking lots and driveways.
- » **Economic Development Cash Grants** - Expand this incentive to include desirable companies and land uses that relocate from elsewhere in Duncanville into high priority areas.



Landscaping Policies

Landscaping is considered an essential aesthetic element of a development. Landscaping can also enhance the aesthetic quality of corridors and help improve Duncanville’s overall image. Landscaping requirements do not have to be exclusive to the perimeter of a property. In some cases, particularly large parking lots, interior landscaping is often required. The current zoning ordinance requires landscaping for all nonresidential development and applies to both interior and perimeter areas of a property. As written, the current ordinance addresses new development only. To encourage redevelopment, the city should consider adding landscaping policies specifically for redevelopment scenarios. In addition to regulations, the EDC’s Design Incentive Program applies to landscaping.



Tree Preservation Policies

Trees play an important role in cities today. They provide shade and screening, naturally intercept stormwater, raise property values in residential neighborhoods, improve air quality, and help provide unique identity to a community. In many communities, trees (even on private property) are protected as a public resource. Tree preservation ordinances vary from one municipality to the next, but they are generally used to ensure that large, mature trees are not destroyed through development without review, approval, and compensation. The City of Duncanville has a tree preservation ordinance that applies to all new nonresidential development or redevelopment.

Screening and Buffering Policies

Screening and buffering involves using landscaping, such as bushes or trees, or walls to conceal incompatible or unattractive land uses and accessory uses. In addition to incompatible uses, which are discussed on page 124, screening and buffering is often used for outdoor storage facilities, trash receptacles, open parking, loading docks, and utility boxes. Duncanville’s screening and buffering guidelines include all of these elements.



RESIDENTIAL

Neighborhood strategies vary based on the predominant type and condition of housing in the neighborhood. It is important to keep in mind that these strategies apply based on the character of the neighborhood as a whole; individual homes may be in better or worse condition than the overall neighborhood.

Infill and Redevelopment

Infill housing is defined as new housing units constructed on lots within the city limits that are either vacant or are being redeveloped and are surrounded by developed properties. Due to the limited availability of vacant land, infill and redevelopment efforts will be important for Duncanville. These efforts provide a mechanism for supporting population increases and support efforts toward revitalizing older areas of the City. Infill and redevelopment also reduces the infrastructure costs associated with new development because it utilizes existing infrastructure.

Residential Strategies:

- *Neighborhood branding*
- *Proactive demolition of unsafe housing structures*
- *Infill/redevelopment incentives such as rebates or grants awarded per housing unit constructed in focus area or tax abatements for a specified amount of time at the original value when a home is demolished and rebuilt*
- *Waiving development fees (for infill)*
- *Fast-track review and approval procedures*
- *Infrastructure upgrades for infill projects over a certain value or number of units*
- *City partnership with specific residential developer(s) for construction of a certain type of housing on city-owned lots (public-private partnership)*



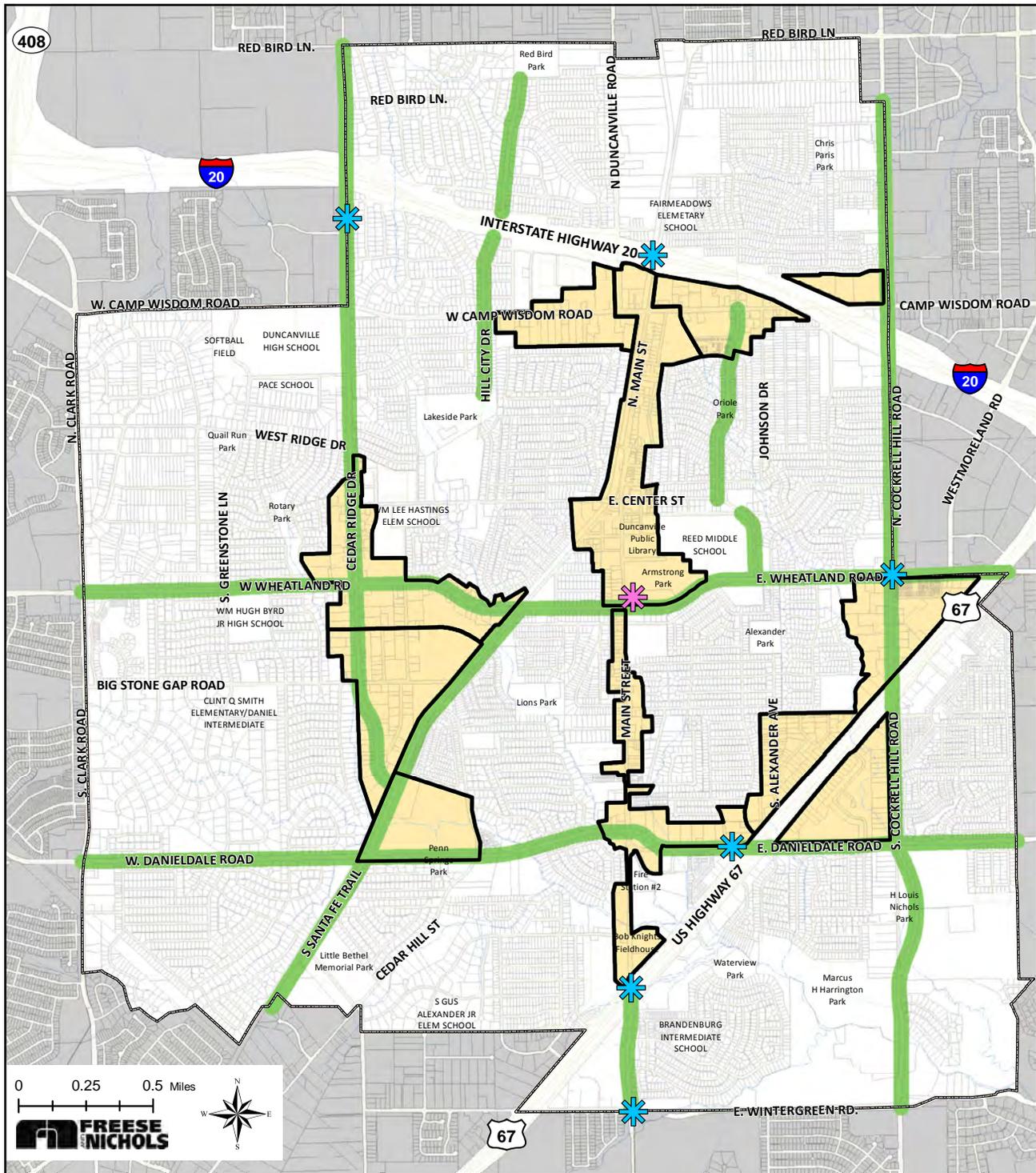
Community Branding and Identity

How does a person know when they are in Duncanville as opposed to a neighboring city? Moreover, how does a person know they are in an area of Duncanville that is special or unique? Cities, and the areas within them, that lack visual individuality tend to be anonymous within a region. It can hamper a city's efforts to spur economic development or develop a sense of place. The addition of eye-catching gateways and cohesive branding can vastly improve the perception of an area and break up the visual monotony that makes it appear that each city or neighborhood is identical to the one adjacent.

As the Metroplex continues to grow and become more competitive, economic development will depend on the ability of cities to distinguish themselves in ways that encourage people to shop, play, or even relocate their business or family. Map 7: Existing Gateways and Image Zones on page 130 shows where gateways and image zones are currently located in some capacity in Duncanville.



Map 7: Existing Gateways and Image Zones



Existing Gateways and Image Zones

-  Minor Gateway
-  Interior Marker
-  Existing Landscaping
-  Opportunity Areas
-  City Limits



Gateways Assessment

MAJOR GATEWAYS

Major gateways are those that mark the entrance to Duncanville from a major road, such as I-20 or US 67. They are designed to be seen from a distance and from fast-moving vehicles. Such gateways could include monument signs, large-scale landscaping, and other features to define the area. Some may have lighting, artwork, or other features that highlight the local flavor of the City.

Currently, Duncanville has one gateway marking entrance into the City along I-20 near Cedar Ridge. In addition, portions of the rights-of-way are landscaped, though there is nothing connecting this landscaping to Duncanville for the average driver who is passing through. The future capital improvements planned for I-20 (anticipated start in fall/winter 2019) and US 67 (anticipated start in fall 2017) through Duncanville could present the perfect opportunity for the City to plan, fund, and build interstate/highway gateways.



Source: Freese and Nichols Inc.



Source: Freese and Nichols Inc.

MINOR GATEWAYS

Minor gateways also mark entrances to the City, but at lower capacity roadways. These gateways are smaller than their major counterparts because they are located where vehicular trips are more local and traffic is slower moving. Currently, Duncanville has minor gateways of varying size at several entrances into the City including:

- » Main Street exiting I-20,
- » Main Street exiting US 67,
- » Cedar Ridge Drive exiting I-20;
- » Daniieldale Road exiting US 67;
- » Wheatland Road at Cockrell Hill Road, and
- » Duncanville Road at Wintergreen Road.



Source: Freese and Nichols Inc.



Source: Freese and Nichols Inc.

Image Zones Assessment

Image zones are districts or neighborhoods where distinct branding and design themes are used to show that the area is special and a destination. Unlike gateways, image zones are intended to run the entire length of the area being accentuated. Image zone initiatives strengthen sense of place through design elements both around and through the image zone. In addition to building a sense of place, image zones can encourage economic development by attracting targeted businesses or industries to an area. Some examples of image zones amenities include:

- » Underpass improvements and beautification;
- » Increased landscaping at intersections and along roadways;
- » Ornamental lighting;
- » Signage and banners; and
- » Public art features.

Currently, certain areas of Duncanville have some of the aforementioned amenities, such as landscaping, pedestrian furniture, seasonal banners, and decorative lighting along Main Street. However, these efforts are generally limited to Main Street and are not part of a cohesive, city or area-wide branding initiative. Most of the areas in Map 4: Opportunity Areas and Districts on page 53, that were identified as opportunity areas, currently do not have any image zone amenities.





PERIMETER MARKERS

Image zone perimeter markers are similar to minor gateways in that they are placed at the entrance to a focus area; however, perimeter markers signify entrance into a districts or opportunity area for which the City has established an image zone. Perimeter markers draw upon district-specific branding and design themes to establish a sense of place from the moment of entry. Perimeter markers vary in terms of scale and location depending on the theme of the image zone. For example, a perimeter marker for a recreation district might be placed along a trail as opposed to a roadway.

Duncanville currently does not have image zone perimeter markers, though this is not surprising because the creation of image zones in Duncanville, such as Downtown, is still in the early stages.



INTERIOR MARKERS

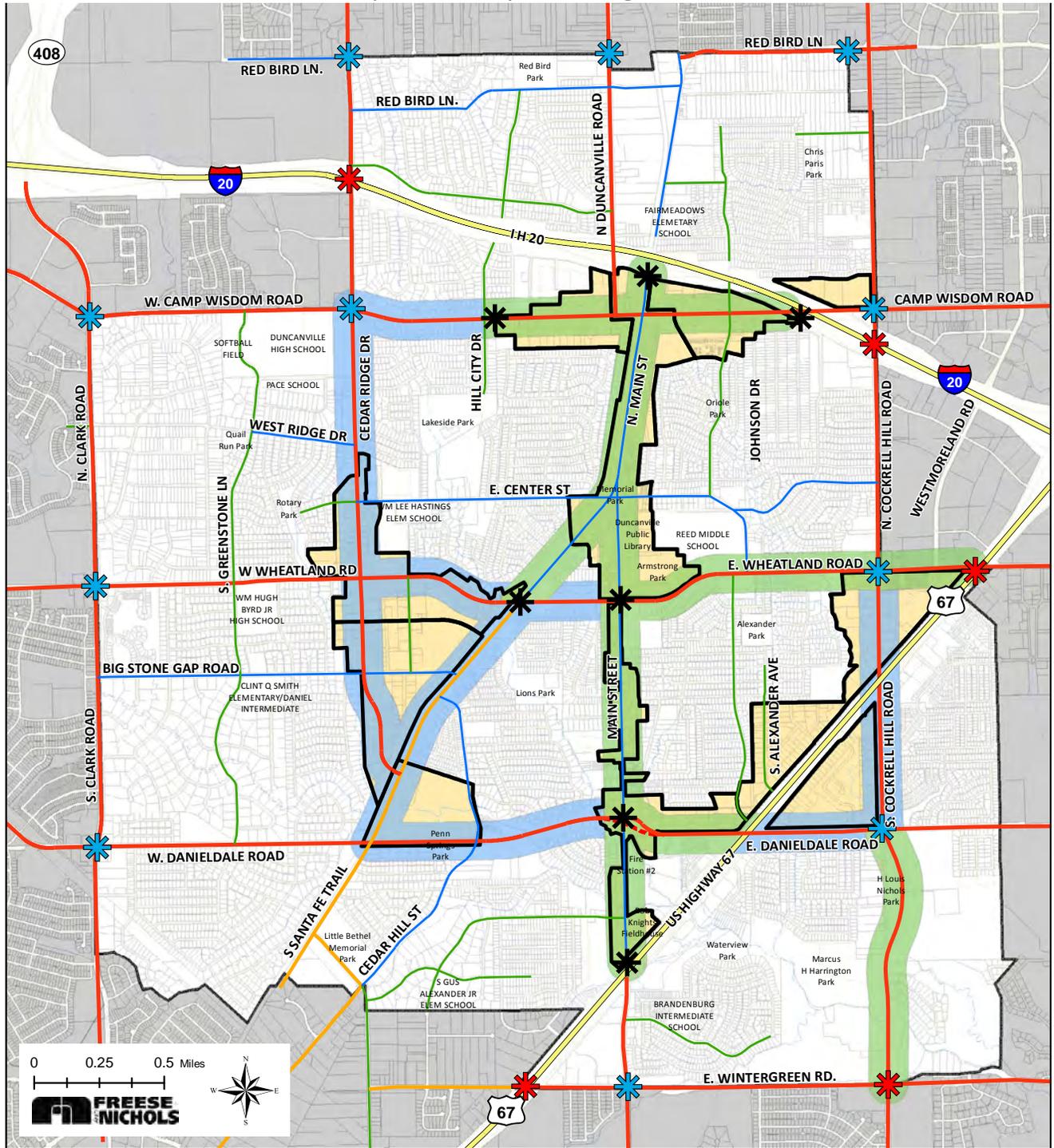
Interior markers are used to strengthen the branding and design initiatives within image zones. They differ from perimeter markers because they are smaller in scale, usually oriented towards pedestrians as opposed to motorists. Interior markers are designed to be focal points that tie together the overall theme of the image zone. These features might include:

- » Signage and wayfinding;
- » Fountains;
- » Monuments; and
- » Pedestrian-oriented open space.



Duncanville utilizes some of these amenities, such as decorative ‘Downtown District’ sign toppers and historical designations. While these initiatives do reiterate location and importance of an area, they are not part of a broader design theme.

Map 8: Gateways and Image Zones



Gateways and Image Zones

- Major Gateway
- Minor Gateway
- District/Area Entry
- Image Zone (Priority)
- Image Zone (Long Term/Low Priority)
- Opportunity Areas
- City Limits
- Freeway (400' ROW)
- Major
- Major (Potential Realignment)
- Divided Secondary (80' ROW)
- Secondary (64' ROW)
- Collector (60' ROW)

STRATEGIES

The process of prioritizing, designing, funding, and constructing image zone and gateway enhancements will be a costly endeavor and will therefore have to be implemented over time and as resources allow. Additionally, this process depends largely on the implementation of other areas of the Comprehensive Plan, such as roadway and infrastructure improvements, small area plans, and a citywide branding study. An overview of this process is as follows:

1. Prioritization of public improvements, including roadways, infrastructure, gateways, and image zones
2. Creation of a phasing plan for public improvements
3. Completion of a Citywide branding study to serve as the basis for gateways and individual image zones
 - » With Tasks 1-3, gateways can be designed, located, and constructed
4. Completion of Small Area Plans for the opportunity areas
 - » With tasks 1-4, image zones can be designed, located, and implemented

Gateways:

Five major gateways and 11 minor gateways are recommended.

- » Conduct a Citywide branding study and implement to reinforce the City's community character and marketing approach, while engaging residents, business owners, and community groups.
- » Prioritize and finance one to two major gateways every two years.
- » Prioritize and finance two minor gateways annually.

Image Zones:

Using a phased approach, several linear miles of image zone amenities and seven district/area entries are recommended in Duncanville. Priority Image Zone amenities, shown in green in Map 8: Gateways and Image Zones on page 135, are recommended in the shorter term. This is because these zones run through more established areas of Duncanville where the character, traffic, and infrastructure are already largely in place. The emphasis of the priority image zones is Main Street and its major cross streets between US 67 and I-20. These cross streets include portions of Camp Wisdom, Santa Fe, Wheatland, and Daniieldale.

- » Create and implement image zone enhancements as individual Opportunity Areas begin to transition and redevelop. Review economic conditions annually and modify priority projects accordingly.

Public or Private Investment: Which Comes First?

Cities often grapple with the question of whether redevelopment follows public improvements or vice-versa. In reality, the answer often varies depending on time, location, market conditions, and trends. It is generally recommended that the City be ready to pursue public improvements in high priority areas or in areas that demonstrate a high likelihood of redeveloping, even if redevelopment has been slow to occur.

RECOMMENDATIONS

The following table is a list of recommendations for implementation based on the assessment conducted in this chapter.

Table 13: Recommendations

RECOMMENDATION	GUIDING PRINCIPLES
Implement a citywide system to effectively monitor, track, and study code enforcement violations and follow-up actions.	
Create or formalize a program to educate property owners on code requirements and to educate citizens on the code enforcement process i.e. "Code Cares Program."	
Communicate process and status of reported violations and corrections to the community.	
Establish a rental registration and inspection program for single family housing and reinstate the multi-family housing inspection program.	
Create a neighborhood stability program to monitor neighborhood conditions, benchmarks, and improvements.	
Create a community outreach and support program that prioritizes and targets neighborhoods to receive City resources; including funding and outreach.	
Formalize coordination with community efforts targeting home improvements and/or emergency home repair, such as the Property Improvement Project Days program, to streamline, and expand efforts.	
Collaborate with non-profit and community organizations to generate a database of community resources.	
Continue and expand upon existing crime prevention efforts through the Police Department to collaborate with neighborhood groups to increase awareness and help mitigate crime.	

 Economic Development	 Connectivity	 Community Character & Branding
 Neighborhoods	 Downtown	 Development/Redevelopment

Table 13: Recommendations

RECOMMENDATION	GUIDING PRINCIPLES		
Designate a member of City staff or hire a staff person, who oversees neighborhood and housing related activities including neighborhood organizing, education and engagement programming, benchmarking, and rental inspection program.			
Conduct a branding study and implement to reinforce the City’s community character and marketing approach, while engaging residents, business owners, and community groups.			
Create and implement image zone enhancements as individual Opportunity Areas begin to transition and redevelop. Review economic conditions annually and modify priority projects accordingly.			 
Prioritize and finance one to two major gateways every two years.			
Prioritize and finance two minor gateways annually.			
Create and provide marketing materials to potential developers and tenants targeted specifically according to the future land uses in each Opportunity Area.			
Create an Arts Commission to promote and implement public art throughout Duncanville, helping to enhance the city’s identity and character.			
Develop a wayfinding initiative to make it easier for residents, commuters, and visitors to find local destinations, facilities, and information.			
Consider opportunities for major event programming.			

 Economic Development	 Connectivity	 Community Character & Branding
 Neighborhoods	 Downtown	 Development/Redevelopment



CHAPTER 5

Transportation



GUIDING PRINCIPLES



TRANSPORTATION

The thoroughfare system forms one of the most visible and permanent elements of the 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. Although Duncanville’s existing transportation network is relatively set, it is nonetheless important to examine and understand ways to improve the network in order to better plan for the future. This chapter serves four purposes:

- » Identify and consider all regional and state entities involved in Duncanville’s transportation network,
- » Review and revise the Thoroughfare Plan,
- » Identify multi-modal amenities that might enhance the existing network, and
- » Review the possibility of a rail station in Duncanville.

The purpose of this chapter is to establish the guidelines that enable Duncanville to effectively plan for future growth, development, and redevelopment. Sound planning is essential to ensure that Duncanville is prepared to serve anticipated infrastructure needs, as well as, preserving key community areas during times of growth.

Regional and State Entities

REGION

At the regional level, NCTCOG and DART are the entities that carry out transportation planning operations pertinent to Duncanville.

NCTCOG

A full description of NCTCOG can be found on page 27. Mobility 2040, adopted in 2016, is NCTCOG’s newest transportation plan. In addition to planning for a wide range of future transportation needs, Mobility 2040 also provides projections for future population growth and distribution. While Mobility 2040 does not outline projects specific to Duncanville, the work of NCTCOG is essential to understanding Duncanville’s regional context. Therefore, regular review of NCTCOG’s updated reports and studies is highly recommended.



In the early 2000's, NCTCOG conducted a comprehensive rail study as part of the previous Mobility 2025 Plan. The study was aimed at gathering baseline information about potential demand for rail service should existing transit lines be extended in the future. One such scenario was extending the DART Red Line, which currently stops at Westmoreland Station in Dallas, south through Duncanville and on to Midlothian. The report looked at various scenarios including the type of rail and location of stations. The report was not a formal recommendation to consider such a project, nor did it establish potential timelines or funding mechanisms. A full discussion of potential rail service can be found in the Rail Station Assessment on page 159.

DART

DART is the Metroplex's public transportation provider. Currently, Duncanville does not participate in the DART system. Future provision of public transportation, whether bus or commuter rail service, would be provided by DART and would require contributing to the system's \$0.01 sales tax. DART's transportation plans are not fully reviewed in this chapter because Duncanville is not a member City. Should Duncanville decide to pursue DART service, a full review of DART's long-range plans will be necessary. It should be noted that creation of a transit authority would not be necessary to participate in the DART system.

STATE

The Texas Department of Transportation (TXDOT) is the State entity that coordinates transportation infrastructure projects which affect Duncanville. In cities, TXDOT generally oversees high capacity roadways such as highways. The two major roadways maintained by TXDOT in Duncanville are I-20 and US 67.

TXDOT is currently in the public input phase of planning to improve these roadways. Initial schematics for each are as follows:

I-20 (Main Street to Camp wisdom)

Construction of new concrete-paved eastbound frontage road between Oriole Boulevard and E. Camp Wisdom Road, and westbound between N. Main Street and Oriole Boulevard.

- » The new eastbound frontage road would extend the existing frontage road beyond Oriole Boulevard to E. Camp Wisdom Road and the new westbound frontage road would extend beyond Oriole Boulevard to the west.
- » Each frontage road would consist of one 12-foot-wide inside travel lane and one 14-foot-wide outside shared-use lane (for bicycle accommodation) with curb and gutter.
- » A 6-foot ADA-accessible sidewalk along the outer lanes of both frontage roads.
- » 0.37 acre of new right of way would be acquired.
- » There would be no residential or commercial displacements as a result of the project.
- » Noise barriers would be constructed along various segments of the westbound frontage road.

HWY 67 (Beltline to I-20; entire length of Hwy 67 in Duncanville)

Construction of new concrete-paved eastbound frontage road between Oriole Boulevard and E. Camp Wisdom Road, and westbound between N. Main Street and Oriole Boulevard.

- » One additional 12-foot travel lane in each direction - with a 10-foot outside shoulder and four-foot inside shoulder within the existing 300 to 400 foot right of way.
- » No residential or commercial property displacements or relocations would be required.

EXISTING THOROUGHFARE PLAN

The City's existing Thoroughfare Plan was adopted in 1995. The Plan outlines the following five functional classifications in its thoroughfare network with corresponding Rights-of-Way:

- » **Freeways** – 400'
- » **Major Thoroughfares** – 100'
- » **Divided Secondary Arterials** – 80'
- » **Secondary Arterials** – 64'
- » **Collectors** – 60'

The functional classification of streets is used to identify the hierarchy, function, and dimensions of a roadway. Streets and highways are grouped into classes based on facility characteristics, such as geometric design, speed, and traffic capacity. The roadway functional class allows travelers ease of access to origins and destinations through a combination of streets. Functional class can be updated over time if surrounding land uses change significantly.

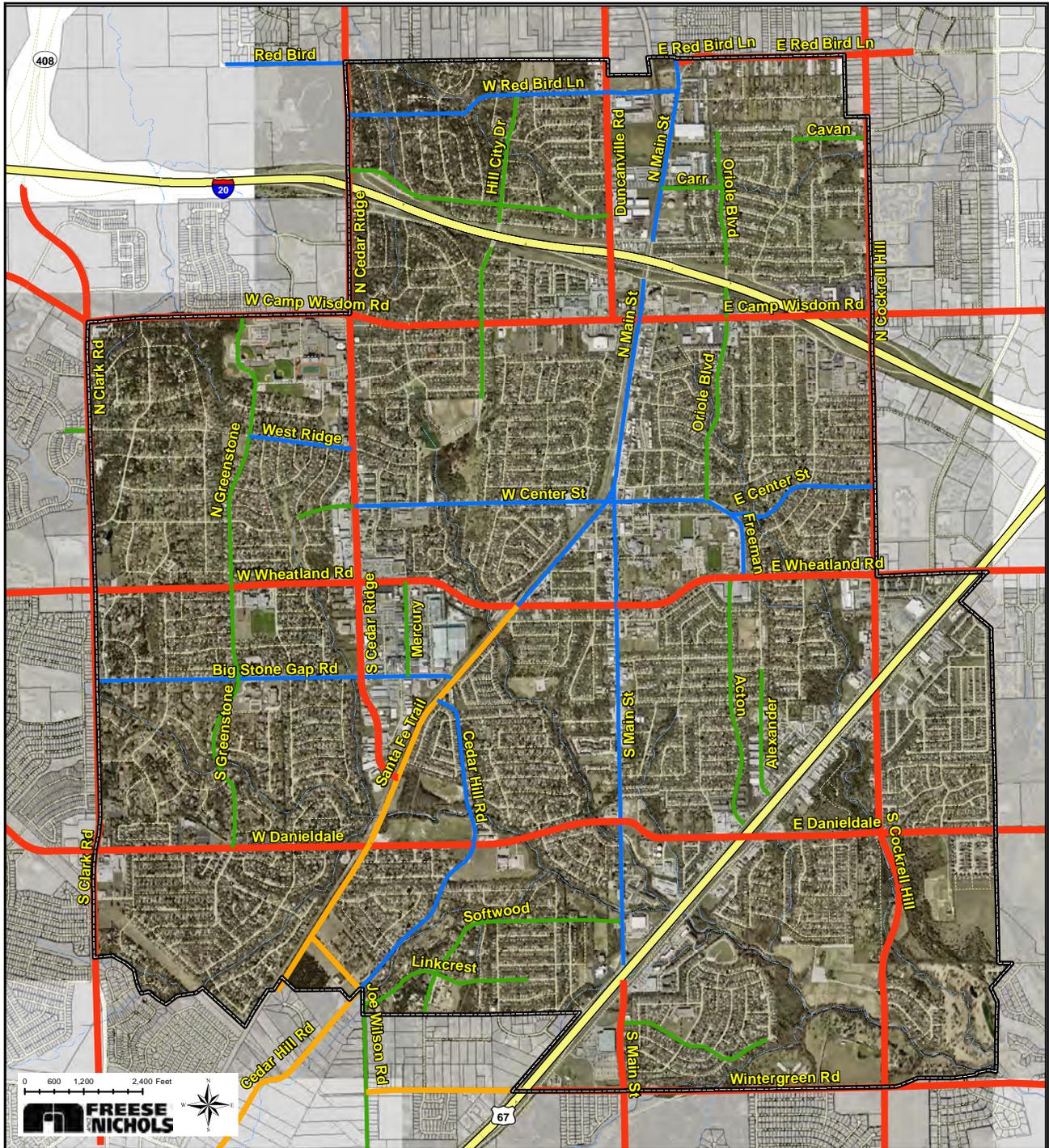
A roadway will move up in hierarchy as traffic volume increases. Population and land use intensification may also decrease the functional class of a roadway as the area becomes more walkable. Typically, the higher the roadway's classification, the lower the access to adjacent land uses. Freeways, for instance, typically provide no direct access to land uses, but allow continuous connectivity between regional destinations.

The following are brief definitions of the common roadway classifications used in transportation planning.

Freeways

Freeways and highways are designed to accommodate large volumes of traffic at high speeds with a high level of mobility and low level of access.

Map 9: Existing Thoroughfares



Existing Thoroughfares

- Freeway (400' ROW)
- Major (100' ROW)
- Divided Secondary (80' ROW)
- Secondary (64' ROW)
- Collector (60' ROW)
- City Limits

Major Thoroughfares

Major thoroughfares are ideally designed to allow large volumes of traffic and operate at a high level of mobility. A major thoroughfare is designed for longer distance trips and provide access to major activity centers and adjacent cities. There should be a limited number of driveways directly accessing primary arterials, and they should only connect to other primary arterials or freeways. Typically, on-street parking should not be allowed on a principal arterial.

Divided Secondary Arterials

Divided Secondary arterials are median-divided and connect traffic from collectors to primary arterials. They are designed to accommodate moderate traffic volumes at relatively low speeds, and often extend to a larger geographic area. In certain situations, secondary arterials may accommodate on street parking.

Secondary Arterial

Secondary arterials connect traffic from collectors to primary arterials. They are designed to accommodate moderate traffic volumes at relatively low speeds, and often extend to a larger geographic area. In certain situations, secondary arterials may accommodate on street parking.

Collectors

Collectors are designed for short trips and low speeds. They serve primarily to connect trips to higher functional class facilities.

Level of Service (LOS)

Level of Service describes a roadway's operating characteristics. LOS is stratified into categories A through F, with LOS A indicating the highest quality of service to LOS F representing breakdown in traffic flow. LOS D is commonly used as the minimum acceptable standard.

A: Complete free flow of traffic; little or no delay.

B: Similar to A, but drivers have slightly less maneuverability.

C: Speeds are still at or near free flow speed, though vehicle density becomes noticeable. Maneuverability is limited by other vehicles.

D: Often a common goal for urban streets during peak periods; represents the lower end of stable flow.

E: Route approaches capacity; few usable gaps in the traffic stream exist. Vehicle density increases; traffic flow is unstable and speeds vary greatly.

F: The route has more demand than capacity. Movement is stop and go. Minor incidents or disruptions cause queuing that extends significant distances.

EXISTING CONDITIONS OF IDENTIFIED ROADWAYS

Based on land use designations recommended in Map 3: Future Land Use on page 42, enhancements to key roadways, shown in Map 9: Recommended Roadway Improvements on page 143, are recommended to account for future growth, support the land uses designated in the FLUP, enhance connectivity, and offer options for multi-modal transportation.

Understanding the existing conditions of key roadways is an important first step in identifying if and how roadways will need to be modified to accommodate future needs. Existing conditions that are assessed for this process include Right-of-Way, configuration, traffic volume, level of service (LOS), multi-modal amenities, and adjacent land uses.

Danieldale Road from US 67 to Clark Road

Located in the southern portion of Duncanville, Danieldale Road runs east-west through both City limits and is classified as a Major Thoroughfare in the current Thoroughfare Plan. The following factors apply specifically to the portion from US 67 to Clark Road:

- » Right-of-Way: 100 feet
- » Lanes: Six 11-foot lanes
- » Median: 14 feet
- » 2013 Traffic Volumes: 8,000 – 16,000 (LOS ABC)
- » 2035 Traffic Volumes: 10,000 – 17,000 VPD (LOS ABC)
- » Existing Sidewalks: Intermittent
- » Existing Landscaping: Street trees in median
- » Land Use: Single Family, Low-Density Commercial

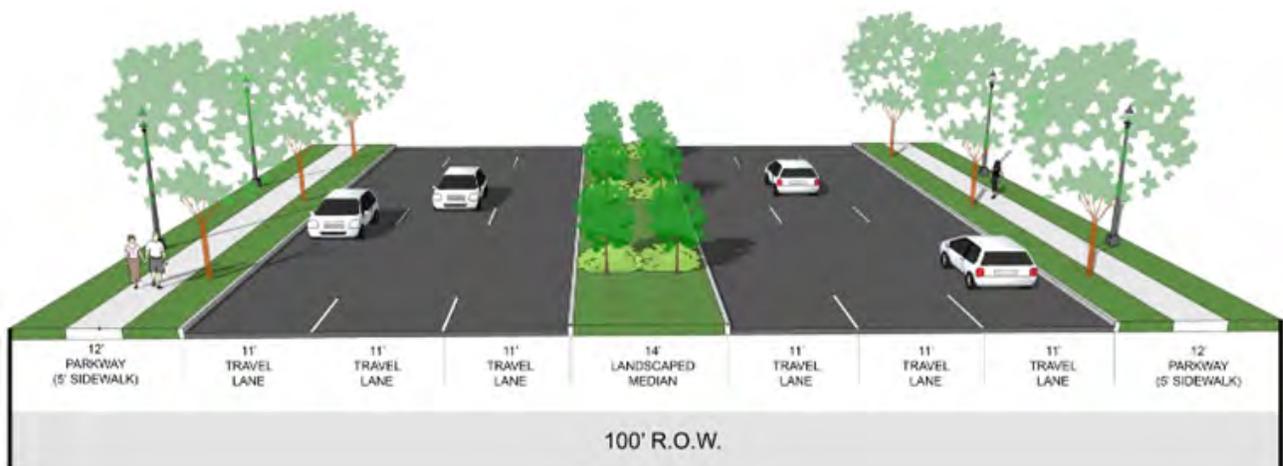


Figure 15: Danieldale Road—US 67 to Clark Road

Main Street: Center to US 67

Located in the middle of Duncanville, Main Street runs north-south through both City limits. Different portions of Main Street are classified as Major Thoroughfare (US 67 to Wintergreen Road) and Secondary Arterial (Red Bird Lane to US 67) in the current Thoroughfare Plan. The following factors apply specifically to the portion from Center Street to US 67:

- » Right-of-Way: 64 feet
- » Lanes: Four 11 foot lanes
- » Median: None
- » 2013 Traffic Volumes: 3,500 – 7,500 (LOS ABC)
- » 2035 Traffic Volumes: 5,000 – 10,000 VPD (LOS ABC)
- » Existing Sidewalks: Yes
- » Existing Landscaping: Street trees, sidewalks
- » Land Use: Single Family Residential, Multifamily Residential, Low-Density Commercial

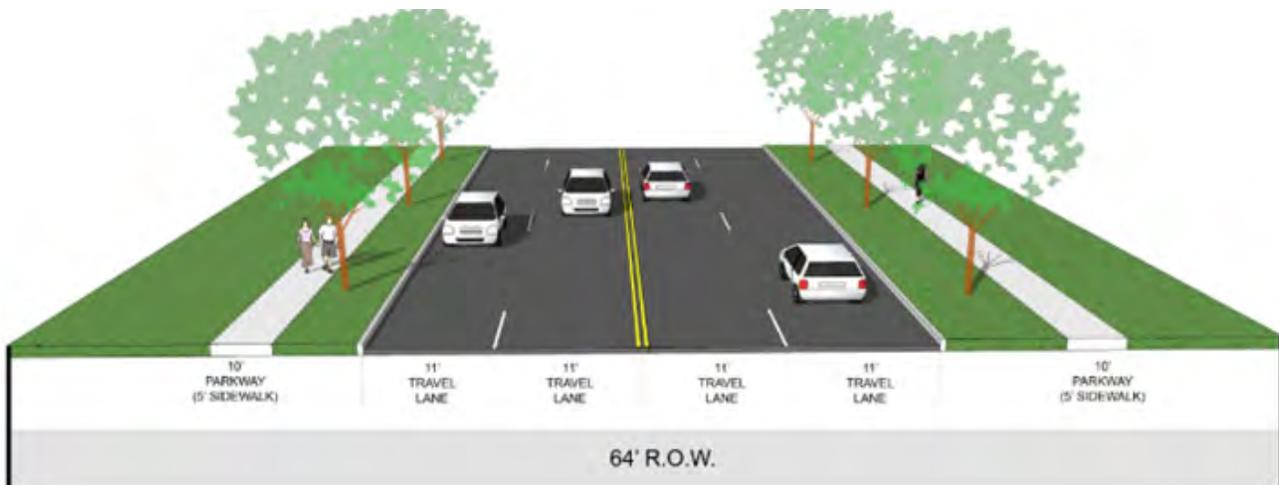


Figure 16: Main Street—Center to US 67

Wheatland Road: Cedar Ridge to Cockrell Hill

Located in the middle of Duncanville, Wheatland Road runs east-west through both City limits and is classified as a Major Thoroughfare in the current Thoroughfare Plan. The following factors apply specifically to the portion from Cedar Ridge Drive to Cockrell Hill Road:

- » Right-of-Way: 100 feet
- » Lanes: Six 11 foot lanes
- » Median: 14 foot
- » 2013 Traffic Volumes: 4,500 – 12,000 VPD (LOS ABC)
- » 2035 Traffic Volumes: 17,000 – 13,000 VPD (LOS ABC)
- » Existing Sidewalks: Yes
- » Existing Landscaping: Street trees
- » Land Use: Single Family, Low-Density Commercial

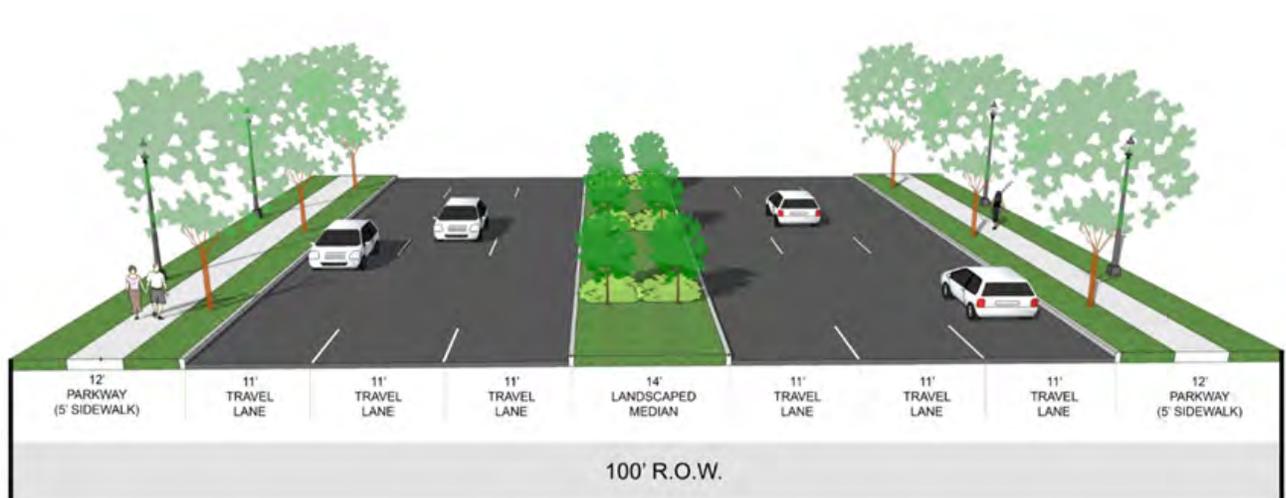


Figure 17: Wheatland Road—Cedar Ridge to Cockrell Hill

Santa Fe Trail: Danieldale to Center Street

Located in the middle of Duncanville, Santa Fe Trails runs northeast to southwest from Center Street to the southern City limits. In the current Thoroughfare Plan, Santa Fe Trail is classified as a Divided Secondary Arterial, with the exception of Cedar Ridge Drive to Danieldale Road, where it is classified as a Major Thoroughfare. The following factors apply specifically to the portion from Danieldale Road to Center Street:

- » Right-of-Way:
 - 100 feet (Cedar Ridge to Danieldale)
 - 80 feet (Cedar Ridge to Wheatland)
 - 64 feet (Wheatland to Center Street)
- » Lanes: Four to six 11 foot lanes
- » Median: 14 foot
- » 2013 Traffic Volumes: 3,500 – 11,500 VPD (LOS ABC)
- » 2035 Traffic Volumes: 3,500 – 13,500 (LOS ABC)
- » Existing Sidewalks: Yes – on one side
- » Existing Landscaping: Street trees
- » Land Use: Single Family, Low-Density Commercial

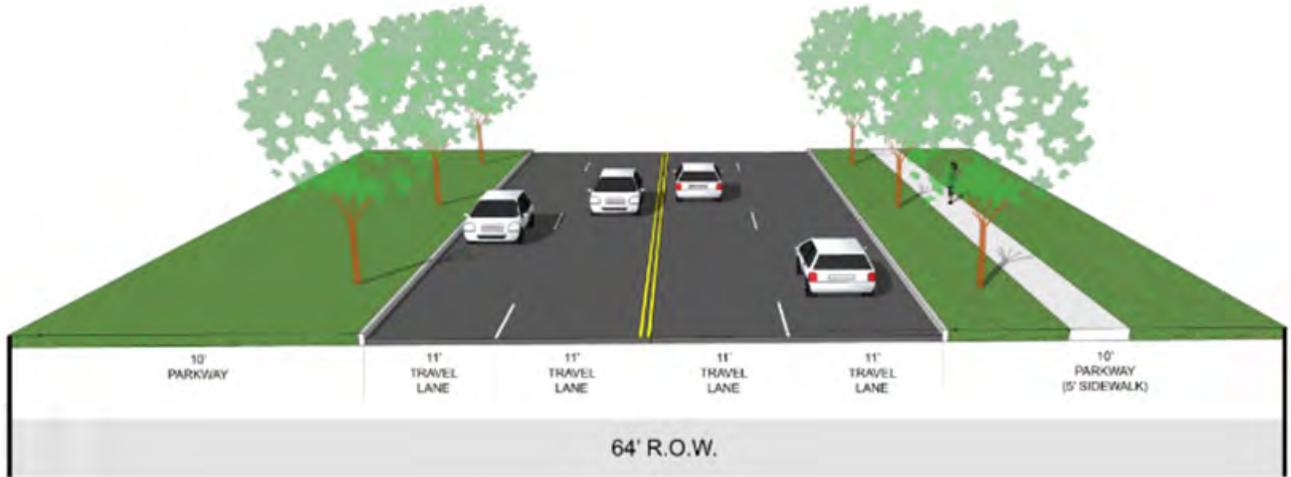


Figure 18: Santa Fe Trail—Danieldale to Center Street

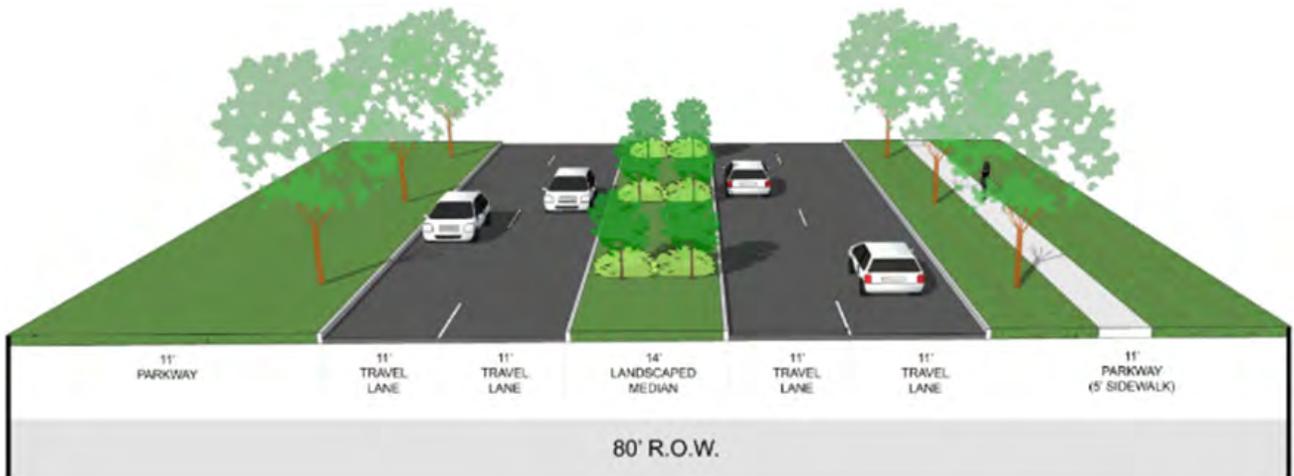


Figure 19: Santa Fe Trail—Danieldale to Center Street (2)

Cedar Ridge: Camp Wisdom to Santa Fe Trail

Located in the western portion of Duncanville, Cedar Ridge Drive runs north to south from the north City limits Santa Fe Trail and is classified as a Major Thoroughfare in the current Thoroughfare Plan. The following factors apply specifically to the portion from Camp Wisdom Road to Santa Fe Trail:

- » Right-of-Way: 100 feet
- » Lanes: Six 11 foot lanes
- » Median: 14 foot
- » 2013 Traffic Volumes: 4,500 – 12,000 VPD (LOS ABC)
- » 2035 Traffic Volumes: 7,000 – 14,000 VPD (LOS ABC)
- » Existing Sidewalks: Yes
- » Existing Landscaping: Street trees in median
- » Land Use: Single Family, Low density commercial

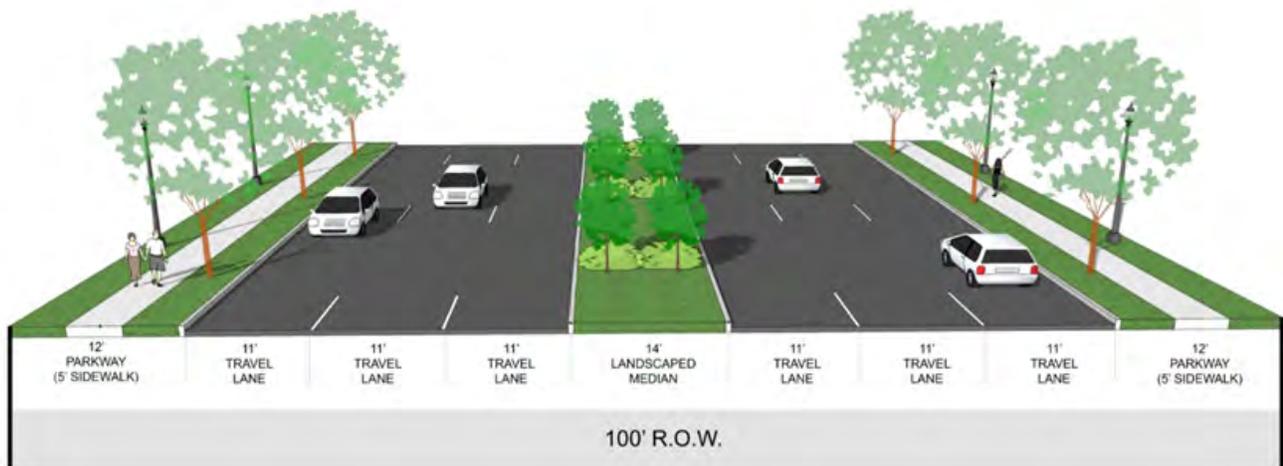


Figure 20: Cedar Ridge—Camp Wisdom to Santa Fe Trail

Camp Wisdom: Cedar Ridge to Main Street

Located in the northern portion of Duncanville, Camp Wisdom Road runs east-west through both City limits and is classified as a Major Thoroughfare in the current Thoroughfare Plan. The following factors apply specifically to the portion from Cedar Ridge Drive to Main Street:

- » Right-of-Way: 100 feet
- » Lanes: Six 11 foot lanes
- » Median: 14 foot
- » 2013 Traffic Volumes: 1,500 – 5,000 VPD (LOS ABC)
- » 2035 Traffic Volumes: 4,000 – 10,000 VPD (LOS ABC)
- » Existing Sidewalks: Yes
- » Existing Landscaping: Grass median
- » Land Use: Single Family, Low density commercial

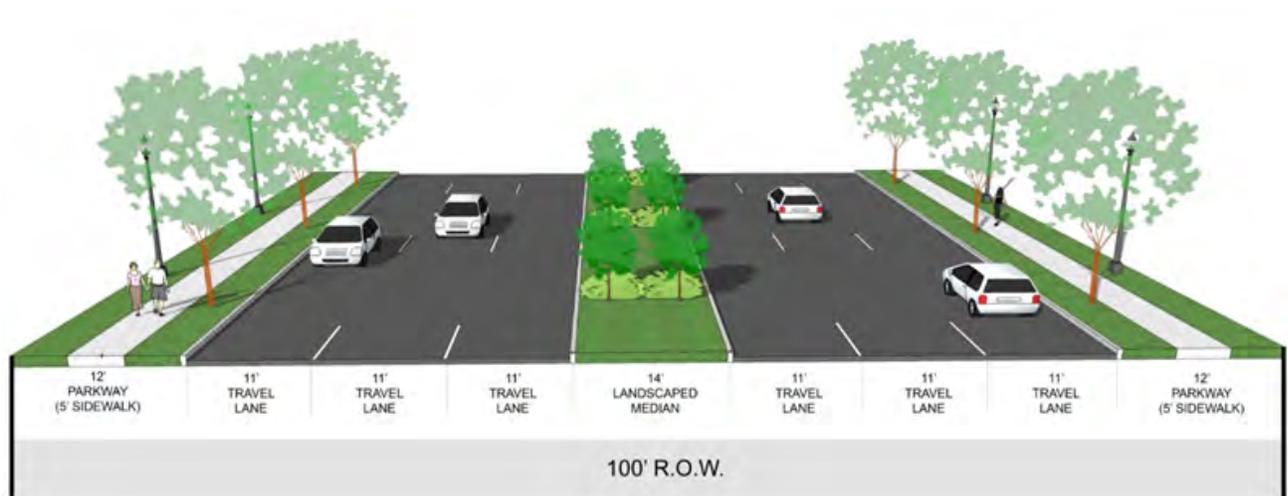


Figure 21: Camp Wisdom—Cedar Ridge to Main Street

Center Street: Cedar Ridge to Oriole

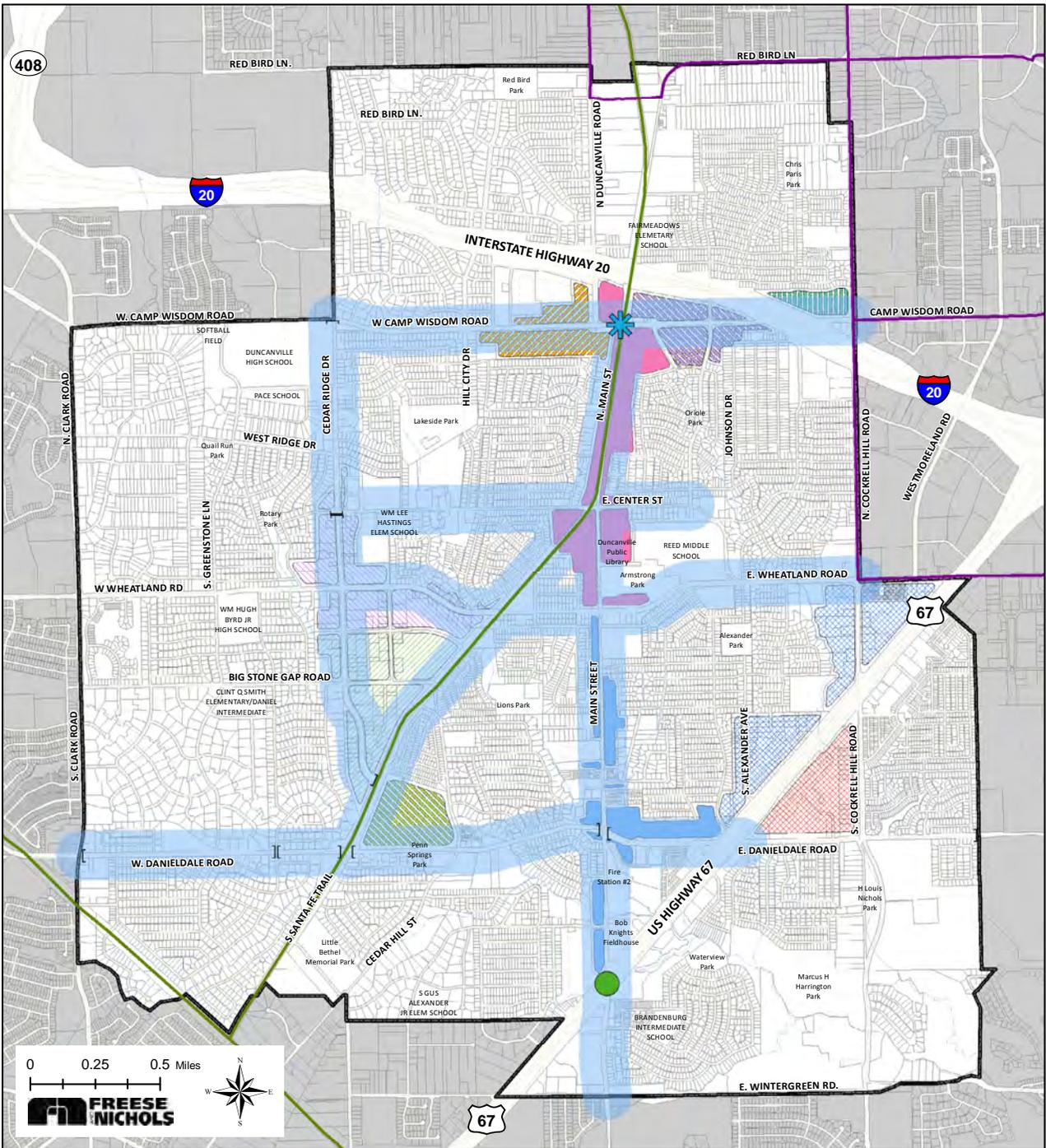
Located in the middle of Duncanville, Center Street runs east to west from the east City to its terminus after Cedar Ridge Drive. The current Thoroughfare Plan classifies Center Street as a Secondary Arterial (east City limits to Freeman Street), Collector (Freeman Street to Cedar Ridge, and Local Street (remainder of thoroughfare). The following factor apply specifically to the portion from Cedar Ridge to Oriole:

- » Right-of-Way: 64 feet
- » Lanes: Four 11 foot lanes
- » Median: None
- » 2013 Traffic Volumes: 170 – 1,000 VPD (LOS ABC)
- » 2035 Traffic Volumes: 250– 1,100 VPD (LOS ABC)
- » Existing Sidewalks: Yes
- » Existing Landscaping: Street trees, sidewalks
- » Land Use: Single family residential and low density commercial



Figure 22: Center Street—Cedar Ridge to Oriole

Map 10: Recommended Roadway Improvements



Recommended Roadway Improvements

- Proposed Corridor
- Regional Veloweb
- Existing On-street
- Proposed DART Rail Line
- Underpass Beautification
- Opportunity Area 1
- Opportunity Area 2
- Opportunity Area 3
- Opportunity Area 4
- Opportunity Area 5
- Opportunity Area 6
- Opportunity Area 7
- Opportunity Area 8
- Downtown District
- Main Street District

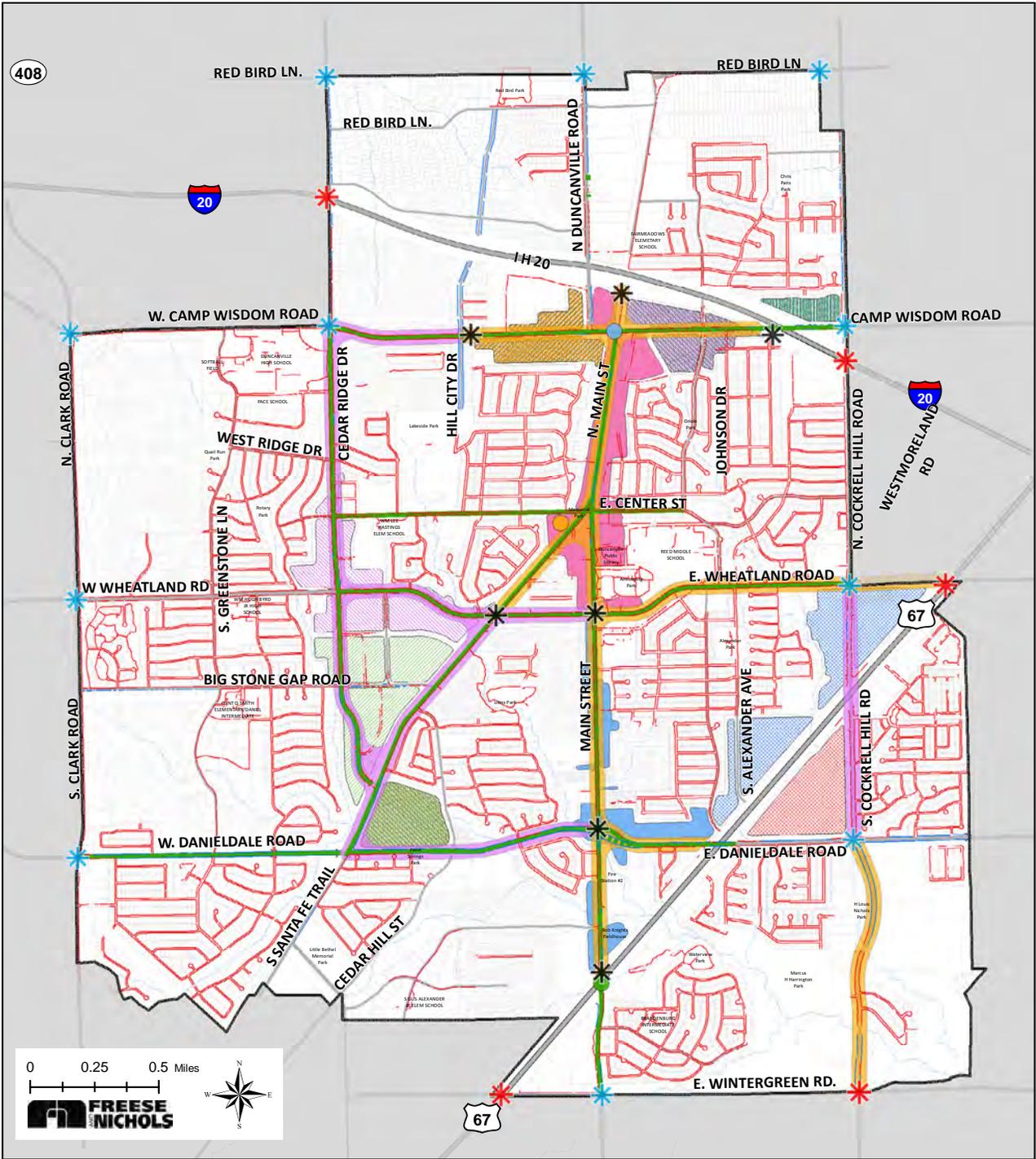


SIDEWALK NETWORK

Sidewalks are a fundamental element in connecting communities. As shown in Map 11, the provision of sidewalks throughout Duncanville is intermittent. Many central portions of the City have a complete or partial sidewalk network, while many neighborhoods to the south, west, and north do not have sidewalks. The network is incomplete throughout the many of the opportunity areas and along priority roadways. Sidewalks that are ADA accessible and connect neighborhoods to and through nonresidential destinations should be a key consideration in future redevelopment efforts.



Map 11: Sidewalk Network



Opportunity Area Map

- | | | |
|------------------------|------------------------------------|-------------------------------------|
| Future Land Use | Transportation Improvements | Gateways |
| Opportunity Area 1 | Potential Roadway Improvements | Major Gateway |
| Opportunity Area 2 | Potential Realignment | Minor Gateway |
| Opportunity Area 3 | New Sidewalk | District/Area Entry |
| Opportunity Area 4 | Existing Sidewalk | Image Zone (Priority) |
| Opportunity Area 5 | Proposed DART Rail Station | Image Zone (Long Term/Low Priority) |
| Opportunity Area 6 | Downtown Plan Proposed TOD | City Limits |
| Opportunity Area 7 | Underpass Beautification | |
| Opportunity Area 8 | | |
| Downtown District | | |
| Main Street District | | |



ROADWAY STANDARDS

Overall, Duncanville has enough roadway capacity to accommodate existing and 20-year projected traffic volumes. Both 2013 and 2035 Daily LOS operates between A and C on the majority of City streets. Duncanville has good vehicular connectivity between major destinations, only the only projected limitation for expansion is limited right-of-way.

Strategies

- » Coordinate functional classifications and roadways standards between all City documents, including, but not limited to the Code of Ordinances, subdivision regulations, and Comprehensive Plan to ensure consistency.
- » Update subdivision regulations to include Right-of-Way in the functional classification definitions to ensure future development does not infringe on the City's ability to increase roadway capacity in the future.

ROADWAY TREATMENTS

There are many roadway treatments and amenities that can help enhance a roadway for motorists, pedestrians, and all other users. The appropriate range of treatments varies widely based on the anticipated conditions of the roadway and adjacent land uses. Examples of roadway treatments include sidewalks, street trees, lighting, and outdoor plazas. Such amenities are important additions to suburban road networks, such as Duncanville's, because they improve access to schools, parks, and shopping areas. Additionally, they provide public space for residents to enjoy recreational activities such as walking, jogging, and bicycling.

Roadways with high traffic volume and little existing or planned commercial or residential development should be considered for simplified amenities, such as sidewalks. Areas with high levels of existing or planned residential and or commercial development should consider more extensive amenities such as wide sidewalks, landscaped medians, street trees, and pedestrian lighting to encourage pedestrian activity and bolster the commercial environment. In order to provide flexibility on a case-by-case basis, this chapter does not recommend specific treatments for any individual roadway, so it is recommended that the City return to this exercise when planning for individual roadway improvement projects. Table 14: Thoroughfare Plan Functional Classifications on page 157, provides a list of the applicable treatments for each of the previously discussed roadways.

The following pages outline many amenities used in transportation planning as well as the conditions in which each is best implemented. The areas where these treatments are recommended are illustrated in blue in Map 10: Recommended Roadway Improvements on page 153.

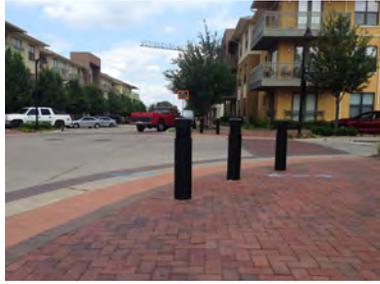
Table 14: Thoroughfare Plan Functional Classifications

ROADWAY	FUNCTIONAL CLASS	ROW	2013 VOLUMES	2035 VOLUMES	APPLICABLE TREATMENTS
Danieldale	Major	100	8,000 - 16,000 Current	10,000 - 17,000	<ul style="list-style-type: none"> » Sidewalks » Pedestrian Amenities/Landscaping » Shared-Use Path » Buffered Bike Lane
Main	Secondary	64	3,500 - 7,500 Current	5,000 - 10,000	<ul style="list-style-type: none"> » Sidewalks » Pedestrian Amenities/Landscaping » Shared-Use Path » Buffered Bike Lane
Wheatland	Major	100	4,500 - 12,000 Current	7,000 - 14,000	<ul style="list-style-type: none"> » Sidewalks » Pedestrian Amenities/Landscaping » Shared-Use Path
Santa Fe	Divided Secondary Secondary	80 64	6,000 - 11,500 Current	6,000 - 14,000	<ul style="list-style-type: none"> » Sidewalks » Pedestrian Amenities/Landscaping » Shared-Use Path
Camp Wisdom	Major	100	3,500 - 8,000 Current	3,500 - 9,000	<ul style="list-style-type: none"> » Sidewalks » Pedestrian Amenities/Landscaping » Shared-Use Path
Center	Secondary	64	1,500 - 5,000 Current	4,000 - 10,000	<ul style="list-style-type: none"> » Sidewalks » Pedestrian Amenities/Landscaping » Shared-Use Path » Sharrow
Cedar	Major	100	4,500 - 12,000 Current	7,000 - 14,000	<ul style="list-style-type: none"> » Sidewalks » Pedestrian Amenities/Landscaping » Shared-Use Path

The following images illustrate many roadway treatments that can be considered to enhance corridors.



Raised Crosswalks



Bollards



On-Street Bike Lanes



Shared Use Pathways



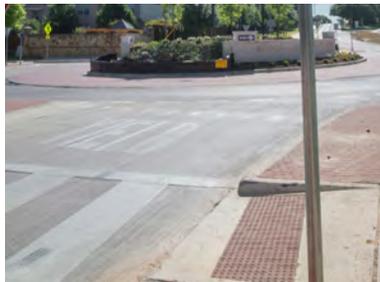
Street Trees/Landscaping



Pedestrian Lighting



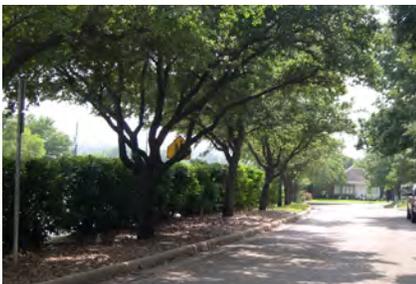
Covered Benches



ADA Accessibility



Public Plazas



Landscaped Medians



Streetscapes



On-Street Parking



Marked Intersections



Sidewalks



Roundabouts

RAIL STATION ASSESSMENT

This section reviews the two planning documents that have discussed the location of a possible future rail station in Duncanville. The goal of this section is to bring the discussion within these two plans, a rail study by NCTCOG and the Downtown Duncanville Plan, into one location and provide initial recommendations to the City on how to proceed with future rail planning.

NCTCOG Rail Study

NCTCOG conducted a rail study in the early 2000's to gather baseline information about potential demand for rail service should existing transit lines be extended in the future. One such scenario was extending the Red Line; which currently stops at Westmoreland Station in Dallas, south through Duncanville, and on to Midlothian. The report considered various scenarios including the type of rail and location of stations. However, the report was not a formal recommendation to consider such a project and did not consider site characteristics.

The various scenarios studied by NCTCOG are detailed below:

- » ***Regional rail station at Camp Wisdom/Main; facilities would be a park-and-ride with bus connection – Recommended option in study***
- » Light rail stations at Wheatland Road and Camp Wisdom/Main; both facilities would be park-and-rides with bus connection
- » Bus rapid transit station at Camp Wisdom/Main; facilities would be a park-and-ride with bus connection

It should be noted that while the study recommended Camp Wisdom and Main as the location for a station, this location was only a baseline to estimate cost and potential ridership. The estimated total cost of an extension was estimated to be \$169.5 million. The study did not detail timelines or funding mechanisms.

Downtown Duncanville Plan

The City's Downtown Plan, which was not created in conjunction with NCTCOG's study, identifies the southwest corner of Center Street and Main Street as the potential location for a rail station and subsequent transit-oriented development. The 5.46 AC site would be able to accommodate at least the station, associated facilities, and parking.

Figure 23: Assessed Location in Duncanville



Figure 24: Comparison Station in Irving



Strategy

With the understanding that a rail station can be accommodated by at least one location in Duncanville, it is recommended that the City conduct a Rail Study to identify all locations that could accommodate rail, as well as prioritize these sites based on adjacent land uses, potential for economic impact, cost, and impact on traffic. It is also recommended that Duncanville work closely with DART and NCTCOG to relay the finding of its study to help ensure that Duncanville's ideal location for a rail station becomes a reality.

The commuter/regional rail station in Downtown Irving (Heritage Crossing Station) was used for comparison. That station is 4.6 AC and provides the following accommodations on-site:

- » Parking (1.14+ AC)
- » Waiting Area
- » Rest Rooms
- » Platform Seating
- » Information center and concierge
- » Ticket Vending Machines
- » Telephones
- » Wheelchair Accommodations
- » Passenger Drop-Off/Pick-Up
- » Bicycle Facilities

Table 15: Recommendations

RECOMMENDATION	GUIDING PRINCIPLES		
Conduct a rail study to identify the ideal location for a rail station and to identify additional infrastructure requirements.			
Coordinate with TXDOT regarding ongoing IH20 and Hwy 67 projects.			
Prioritize recommended roadway improvements. Hire a grant coordinator or consultant to identify transportation funding sources, create a funding strategy, and timeline for improvements.			
Reference the Roadway Treatments Menu and identify the suitable treatments for each roadway project.			
Develop street sections specific to each roadway treatment.			
Update subdivision regulations to include right-of-way in the functional classification definitions to ensure future development does not infringe on the City’s ability to increase roadway capacity in the future.			
Prioritize missing sidewalk segments, as identified in Map 10: Recommended Roadway Improvements on page 153, and set annual goals for sidewalk construction and improvements.			
Coordinate transportation and connectivity improvements with the Parks and Trails Master Plan as well as other local and regional plans.			

 Economic Development	 Connectivity	 Community Character & Branding
 Neighborhoods	 Downtown	 Development/Redevelopment

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MY VISION FOR DUNCANVILLE IS...

Where do you see Duncanville in 10 to 20 years? What does the future of Duncanville look like?
Write your thoughts and ideas on the board!

More Green spaces ^{Parks} not just around City Hall
Code compliance
Respect for diverse neighborhoods
Diversity in governance:
City Council + School Board
employees + faculty
Use of sustainable energy
Revive retail economics
Learn from other cities
that have seen positive
growth
Attract Entertainment
Public Transportation (RAIL)
DIVERSE
ENTER
A
D

THRIVING WITH BUSINESS & CULTURE ← ✓
BEING A CITY PEOPLE WANT

CHAPTER 6

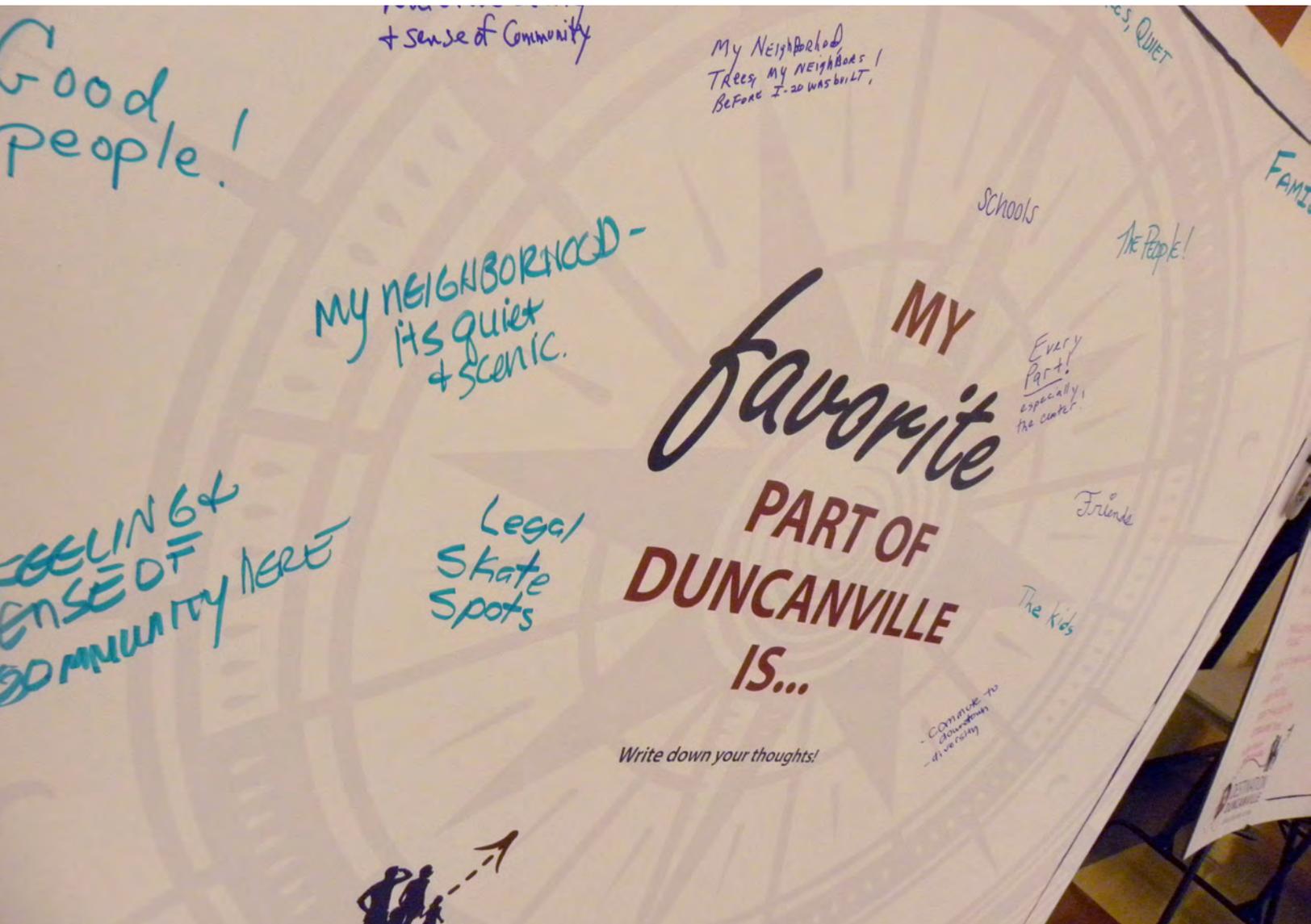
Implementation



IMPLEMENTATION OVERVIEW

The Implementation Plan describes how the City of Duncanville takes the recommendations in this Plan from vision to reality. The importance of planning can not be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion. The future of Duncanville will be shaped using the policies and recommendations developed in this Plan—decisions will be made that will influence many aspects of the City’s built and social environments. The future quality of life in Duncanville 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, with this plan being modified and updated periodically to remain relevant. The Plan policies and recommendations may be implemented through adopted development regulations, such as zoning and subdivision ordinances, and through capital improvement programs. Many recommendations within the plan can be implemented through simple refinement of existing regulations or processes, while others may require the establishment of new regulations, programs, or processes. There are also recommendations that will involve additional community input and the continued support of local organizations and private partnerships.



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. Examples of both proactive and reactive actions that may potentially be utilized by Duncanville are described below.

Proactive Methods

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

Reactive Methods

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

EDUCATION AND TRAINING

A necessary first step is to conduct individual training workshops with the Planning and Zoning Commission, City Council, and key staff members who have an individual and collective role in plan implementation. Training initiatives should include:

- » Discussion of the roles and responsibilities of each individual entity, and its function with regard to plan implementation.
- » A thorough overview of the entire plan, with particular emphasis on the segments that most directly relate to their responsibilities and purposes.
- » Implementation tasking and priority-setting, that allows each group to establish their own one-, two-, and five-year agendas.
- » Facilitation of a mock meeting to display the effective use of this plan's policies and recommendations.
- » A concluding question-and-answer session.

GUIDING PRINCIPLES



IMPLEMENTATION MATRIX

Implementation is the most important, yet one of the most difficult, aspects of the planning process. Without a full understanding of what is required for implementation, recommendations within this plan may never become realized. Recommendations have been directly derived from the Guiding Principles identified in Chapter 1 of this Plan. To better understand the recommendations, they have been organized into a matrix identifying each recommendation, which Guiding Principle(s) are applicable, how the recommendation should be carried out, which entities may be involved in the implementation, the impact of the recommendation, and the potential cost to implement the recommendation. Also included in the matrix, is a corresponding page number for the location of the recommendation within the Plan. The following paragraphs explain the different elements of the Implementation Matrix.

Recommendations

The recommendations are essentially the steps needed to address the issues or carry out the strategies discussed in each Plan chapter. Recommendations listed in the matrix are a collection of the recommendations made throughout the Plan.

Guiding Principles

The symbol representing each of the guiding principles initially described in Chapter 1 are listed for each related recommendation. Showing the relationship between the recommendations and guiding principles ensures the purpose for each recommendation fulfills the ultimate goals and vision of the Comprehensive Plan.

Strategy

The strategies describe how the recommendation will be carried out. The method may take the form of an action, a policy, or include a funding mechanism. A recommendation may involve one or multiple strategies.

- » **Action:** An initiative taken by the responsible entities
- » **Policy:** A principle which guides regulatory and process decisions
- » **Funding:** An action with an accompanying financial mechanism (i.e., CIP, bond, grant, budget item, etc.)

Responsible Entities

Responsible entities are key City departments or related entities that can take the lead or a part of a collaboration to achieve the recommendation. All of the entities may not participate in the implementation of the recommendation, however they have been identified as departments with a significant influence on areas associated with the recommendation.

Cost/Impact

Cost/impact identifies the potential cost to complete the recommendation and the magnitude of the impact to the city. The following describes the symbology for both Cost and Impact.

COST



Small Ticket: general funds, reallocation of resources, regulations



Medium Ticket: minor improvements, aesthetic enhancements



Large Ticket: capital improvement project items, incentive programs

IMPACT



Localized, short term impact



Broader, medium term impact



Citywide, long term impact

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Table 16: Implementation Matrix

PAGE	RECOMMENDATION	GUIDING PRINCIPLES	STRATEGY			RESPONSIBLE ENTITIES	COST / IMPACT
			ACTION	POLICY	FUNDING		
page 114	Implement a citywide system to effectively monitor, track, and study code enforcement violations and follow-up actions.					Planning Code Enforcement	\$ ●
page 114	Create or formalize a program to educate property owners on code requirements and to educate citizens on the code enforcement process i.e. "Code Cares Program."					Planning Code Enforcement Public Information	\$ ●
page 114	Communicate process and status of reported violations and corrections to the community.					Code Enforcement Public Information	\$ ●
page 114	Establish a rental registration and inspection program for single family housing and reinstate the multi-family housing inspection program.					Code Enforcement	\$ ●●●
page 115	Create a neighborhood stability program to monitor neighborhood conditions, benchmarks, and improvements.					Neighborhood Vitality Commission Planning Code Enforcement	\$ ●●
page 115	Create a community outreach and support program that prioritizes and targets neighborhoods to receive City resources; including funding and outreach.					Neighborhood Vitality Commission Planning Code Enforcement Public Information	\$ ●●
page 114	Formalize coordination with community efforts targeting home improvements and/or emergency home repair, such as the Property Improvement Project Days program, to streamline, and expand efforts.					Planning Neighborhood Vitality Commission Planning Code Enforcement Public Works	\$ ●●
page 128	Collaborate with non-profit and community organizations to generate a database of community resources.					Planning	\$ ●

Implementation Matrix (continued)

PAGE	RECOMMENDATION	GUIDING PRINCIPLES	STRATEGY			RESPONSIBLE ENTITIES	COST / IMPACT
			ACTION	POLICY	FUNDING		
page 113	Continue and expand upon existing crime prevention efforts through the Police Department to collaborate with neighborhood groups to increase awareness and help mitigate crime.					Police Department Neighborhood Vitality Commission Planning Public Information	\$ ● ●
page 115	Designate a member of City staff or hire a staff person, who oversees neighborhood and housing related activities including neighborhood organizing, education and engagement programming, benchmarking, and rental inspection program.					City Manager's Office Public Information	\$\$ ● ● ●
page 136	Conduct a branding study and implement to reinforce the City's community character and marketing approach, while engaging residents, business owners, and community groups.	  				Planning DCEDC Public Information	\$\$ ● ●
page 136	Create and implement image zone enhancements as individual Opportunity Areas begin to transition and redevelop. Review economic conditions annually and modify priority projects accordingly.	   				Planning DCEDC Public Works Parks and Recreation	\$\$ ● ● ●
page 136	Prioritize and finance one to two major gateways every two years.					City Manager's Office City Council Public Works Parks and Recreation DCEDC	\$\$\$ ● ● ●
page 136	Prioritize and finance two minor gateways annually.					City Manager's Office City Council Public Works Parks and Recreation DCEDC	\$\$ ● ● ●
page 81	Create and provide marketing materials to potential developers and tenants targeted specifically according to the future land uses in each Opportunity Area.					DCEDC Chamber of Commerce	\$ ● ● ●

Implementation Matrix (continued)

PAGE	RECOMMENDATION	GUIDING PRINCIPLES	STRATEGY			RESPONSIBLE ENTITIES	COST / IMPACT
			ACTION	POLICY	FUNDING		
page 136	Create an Arts Commission to promote and implement public art throughout Duncanville, helping to enhance the city’s identity and character.					City Council Planning Parks and Recreation	\$ ●●
page 136	Develop a wayfinding initiative to make it easier for residents, commuters, and visitors to find local destinations, facilities, and information.	  				City Manager’s Office City Council Planning DCEDC Public Works Parks and Recreation Public Information	\$\$ ●●
page 116	Consider opportunities for major event programming.	  				Chamber of Commerce Parks and Recreation	\$ ●●
page 115	Develop a land banking program to Identify and prioritize key parcels and help promote larger-scaled development in downtown.	  				DCEDC	\$\$\$ ●●●
page 115	Implement applicable recommendations in the Parks and Trails Master Plan to strengthen connections to downtown amenities (such as green space, residential and nonresidential uses, civic areas, etc.).	 				Planning Parks and Recreation City Council	\$\$\$ ●●●
page 83	Fund and implement Phase 2 improvements as identified in the Downtown Master Plan.	 				Public Works Planning DCEDC	\$\$\$ ●●●
page 83	Create an entity, possibly a Downtown Business Association, responsible for establishing a PID for reinvestment within Downtown.	 				DCEDC Chamber of Commerce City Council	\$ ●●
page 87	Coordinate downtown area streetscape improvements with planned capital infrastructure improvements.	  				Planning DCEDC Public Works Parks and Recreation	\$ ●●

Implementation Matrix (continued)

PAGE	RECOMMENDATION	GUIDING PRINCIPLES			STRATEGY			RESPONSIBLE ENTITIES	COST / IMPACT
					ACTION	POLICY	FUNDING		
page 81	Identify, prioritize, and pursue projects that can be funded through grants and public/private partnerships.							DCEDC City Manager's Office	\$
page 81	Consider internal relocation incentives and encourage locally owned boutique retailers to relocate to the downtown.							DCEDC	\$\$
page 81	Review and revise Downtown District regulations, as appropriate, to better address redevelopment and non-conforming uses.							Planning City Council	\$\$
page 88	Prioritize the identified Opportunity Areas and develop one to two Small Area Plans annually, with a focus on development/redevelopment, mobility, marketing, and economic development. Review economic conditions annually and modify priority projects accordingly.							City Manager's Office Planning City Council DCEDC	\$\$
page 88	Create design standards, an overlay district or form-based codes for each Opportunity Area. Planned Developments may be required for all new large-scale developments in the Opportunity Areas.							Planning City Council	\$
page 125	Establish a permitting program to review and approve nonconforming properties on an annual basis.							Planning City Council Public Works City Manager's Office	\$
pages 55, 57, 71, 73	Create an incentive program for nonconforming properties to either relocate or bring the property into compliance.							DCEDC Planning	\$\$\$

Implementation Matrix (continued)

PAGE	RECOMMENDATION	GUIDING PRINCIPLES				STRATEGY			RESPONSIBLE ENTITIES	COST / IMPACT
						ACTION	POLICY	FUNDING		
page 61	Identify and prioritize shopping centers that are opportune for pad site development, and work with necessary entities to pursue target businesses.								DCEDC Chamber of Commerce Planning	\$ 
pages 59, 65	Identify buildings that are ideal for incubator spaces or maker spaces and for public/private partnerships.								DCEDC Chamber of Commerce Planning	\$ 
pages 59, 65	Consider opportunities for live-work housing in conjunction with incubator and makerspaces.								DCEDC Chamber of Commerce Planning Neighborhood Vitality Commission	\$ 
page 125	Perform diagnostic and update the zoning and subdivision ordinances to ensure the city achieves the community vision established in the Comprehensive Plan.								Planning City Council	\$ 
page 76	Add additional planning staff to assist with current planning activities, allowing senior staff to focus on long-range planning.								City Manager's Office Planning	\$\$ 
pages 76, 114	Perform a diagnostic of property maintenance codes.								City Manager's Office Planning	\$\$ 
page 160	Conduct a rail study to identify the ideal location for a rail station and to identify additional infrastructure requirements.								City Manager's Office City Council DCEDC Planning Public Works	\$\$ 

Implementation Matrix (continued)

PAGE	RECOMMENDATION	GUIDING PRINCIPLES	STRATEGY			RESPONSIBLE ENTITIES	COST / IMPACT
			ACTION	POLICY	FUNDING		
page 141	Coordinate with TXDOT regarding ongoing IH20 and Hwy 67 projects.					City Manager's Office City Council DCEDC Planning Public Works	\$\$\$ ● ●
page 156	Prioritize recommended roadway improvements. Hire a grant coordinator or consultant to identify transportation funding sources, create a funding strategy, and timeline for improvements.					City Manager's Office Public Works Planning City Council	\$ ● ●
page 156	Reference the Roadway Treatments Menu and identify the suitable treatments for each roadway project.					Public Works Planning City Council City Manager's Office	\$ ● ●
page 156	Develop street sections specific to each roadway treatment.					Public Works	\$ ●
page 156	Update subdivision regulations to include right-of-way in the functional classification definitions to ensure future development does not infringe on the City's ability to increase roadway capacity in the future.					Public Works Planning City Council	\$ ● ●
page 154	Prioritize missing sidewalk segments, as identified on the Transportation Improvements Map, and set annual goals for sidewalk construction and improvements.	  				Public Works City Manager's Office City Council	\$\$ ● ●
page 156	Coordinate transportation and connectivity improvements with the Parks and Trails Master Plan as well as other local and regional plans.					Public Works Parks and Recreation Planning	\$ ● ●



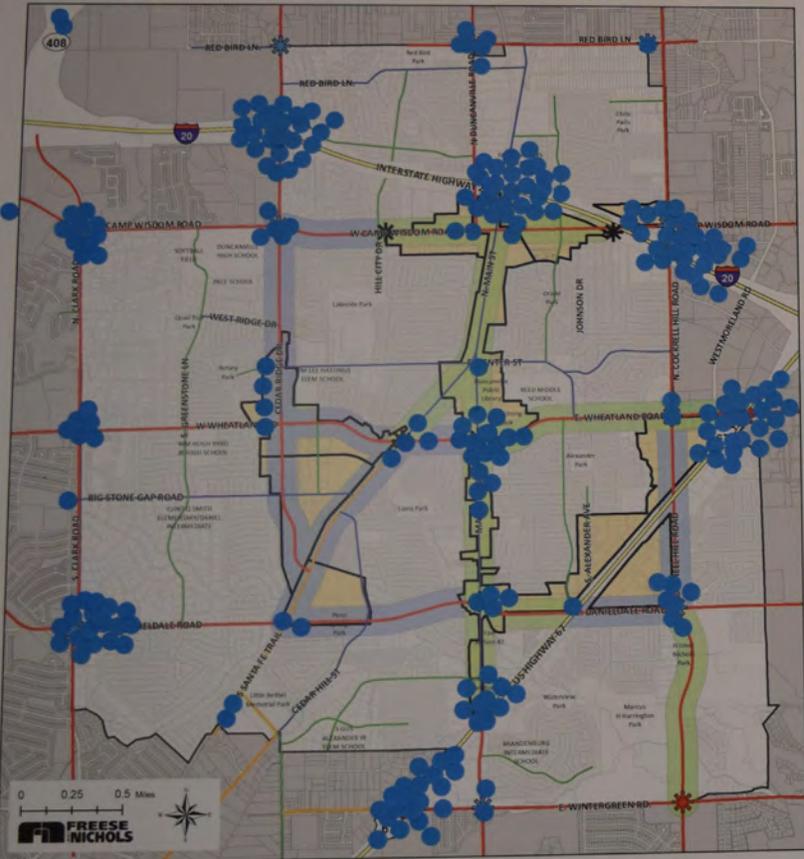
APPENDIX

Summary of Public Input



GATEWAYS & IMAGE ZONES

Which **FOUR** gateways should be implemented/addressed first?



Gateways and Image Zones

- Major Gateway
- Minor Gateway
- District/Area Entry
- Image Zone (Priority)
- Image Zone (Long Term/Low Priority)
- Opportunity Areas
- City Limits
- Freeway (400' ROW)
- Major
- Major (Potential Realignment)
- Divided Secondary (80' ROW)
- Secondary (64' ROW)
- Collector (60' ROW)



GATEWAYS & IMAGE

MAJOR GATEWAYS

- Strategic entrance into Duncanville from a highway
- Designed to be seen from a distance and at high speeds
- Monument signs, public art, or large-scale landscaping



MINOR GATEWAYS

- Also mark entrances to the City
- Smaller in scale than interstates/highway gateways
- Located along arterial roadways and smaller streets



IMAGE ZONES

- Branding and design used around and through a district to make it stand out
- Pedestler and interior markers might vary by scale and purpose
- Might include:
 - Underpass improvements and beautification
 - Increased landscaping at intersections and along roadways
 - Ornamental lighting
 - Signs and banners, and
 - Public art features



EXECUTIVE SUMMARY

Destination Duncanville is the City of Duncanville's first ever comprehensive plan and was developed to provide a 20-year planning strategy for protecting Duncanville's way-of-life, while anticipating new demands on the City's infrastructure and resources. This comprehensive planning process occurred at an important time; the City is transitioning into a fully developed and redeveloping community and the DFW Metroplex is poised for substantial population growth in the years to come. Given the importance of Destination Duncanville, the Plan's purpose is threefold:

- » Identify the collective identity and values of Duncanville,
- » Identify and understand the issues (both good and bad) that affect the City, and
- » Provide recommendations as to how Duncanville can address current needs while growing and planning for the future in a manner that reflects the values of the community.

Destination Duncanville is the result of a 14-month planning process that included extensive research and analysis, visioning, public engagement, and strategizing with a variety of individuals and entities. From assessment to recommendations, Destination Duncanville is structured around six Guiding Principles, which are broad, high-level topics that are elemental to City's identity and vibrancy:

- » Economic development,
- » Connectivity,
- » Community character and branding,
- » Neighborhoods,
- » Downtown, and
- » Development and redevelopment.

Destination Duncanville is an important first step in planning for the future, and it is now up to current and future members of the Duncanville community to turn the energy from this planning process into tangible change. This Plan is written for everyday citizens that make decisions regarding their private property, as well as community leaders and civic institutions that make community-wide decisions reflecting the interests and political preferences of the people. Moreover, Destination Duncanville is designed to be a living document; one that captures the spirit of Duncanville, adapts to realistically meet the needs of the City, is responsive to all stakeholders, and ties together the City's other plans and initiatives.

PUBLIC INPUT EXECUTIVE SUMMARY

Public input is the basis of responsible planning practice and the foundation of realistic comprehensive plans. During the development of Destination Duncanville, public input and participation played two roles: in the first half of the process the consultant team was focused on understanding the community's shared vision for the City and identifying the City's key issues. Input was gathered through a number of methods that are detailed in this Appendix, such as:

- » An online survey, which was taken by 476 people; and
- » Two interactive community open houses, which together reached over 100 residents.
- » Numerous meetings with a Steering Committee comprised of community stakeholders; and
- » Meetings with City committees and elected and appointed officials.

Input from the first half of the planning process culminated in the development of Destination Duncanville's Guiding Principles, as well as the assessments and recommendations that followed. The second phase of public engagement occurred when the consultant team completed a draft of the Plan, which was unveiled to the community to solicit input and reach consensus. This process is ongoing.

Extensive public input helps to ensure that a comprehensive plan realistically reflects a community, which in turn helps to build community buy-in for implementation of the Plan. Given the opportunities and challenges facing Duncanville in the years to come, this buy-in will only become more important.



CONTENTS

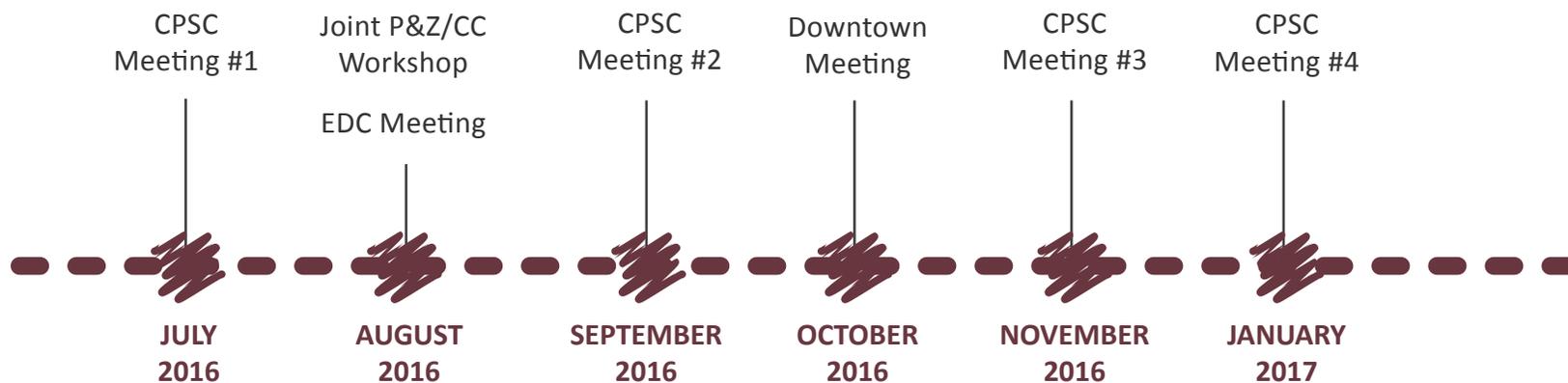
- 01 Purpose of the Community Input Process page 180
- 02 Key Themes page 182
- 02 Online Survey page 183
- 03 Client Kickoff Meeting page 191
- 04 CPSC Meetings page 192
- 04 Economic Development Corporation Meeting page 194
- 05 Community Meeting #1 page 196
- 06 Joint P&Z and City Council Workshop page 201
- 09 Multicultural Commission Meeting page 202
- 08 Neighborhood Vitality Commission Meeting page 204
- 07 Downtown Business/Property Owners Meeting page 206

PURPOSE OF THE COMMUNITY INPUT PROCESS

In order for a Comprehensive Plan to be an effective tool for cities they must be realistic and implementable. For this to occur it is important that plans accurately represent the community's needs, desires, and conditions. Extensive public involvement and input is one of the best ways to make sure a comprehensive plan represents and benefits the community. Destination Duncanville is no different. It is rooted in five Comprehensive Plan Steering Committee (CPSC) meetings, an online survey, two Community Meetings, and numerous stakeholder meetings over the course of a year.

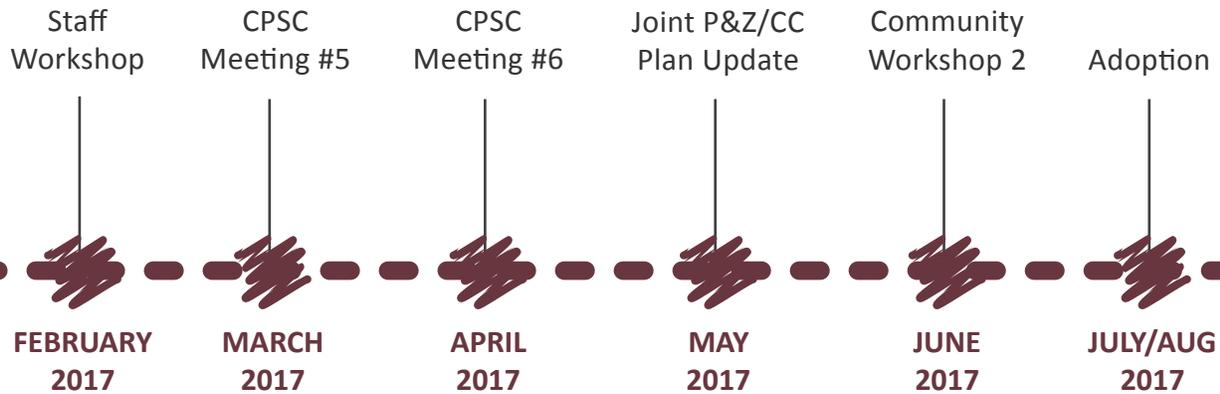


Community Workshop





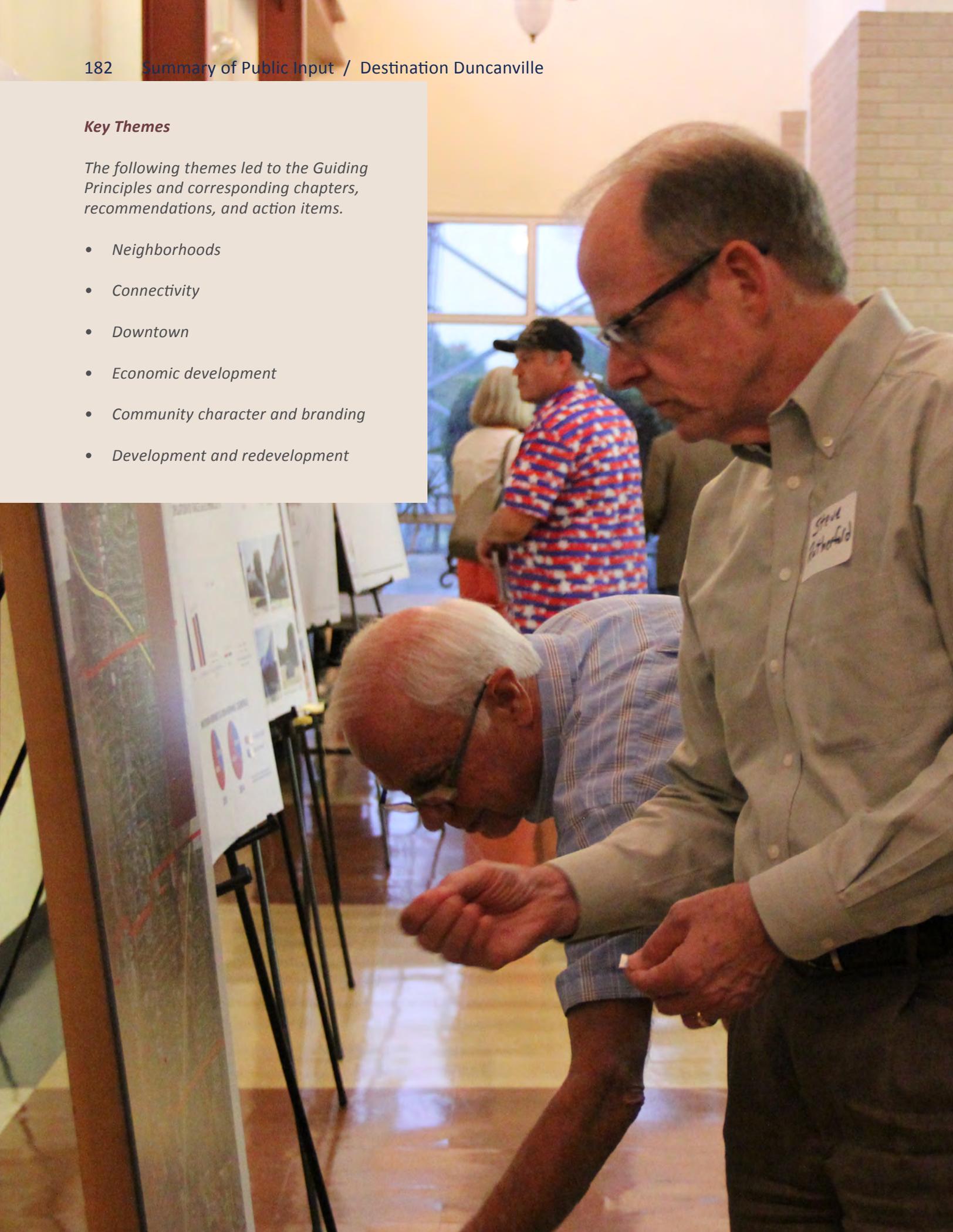
CPSC Meeting #7



Key Themes

The following themes led to the Guiding Principles and corresponding chapters, recommendations, and action items.

- *Neighborhoods*
- *Connectivity*
- *Downtown*
- *Economic development*
- *Community character and branding*
- *Development and redevelopment*



Online Survey

As part of the Public Outreach campaign, the City administered the Destination Duncanville Online Survey to assist in refining the Comprehensive Plan's focus, including key details about the challenges, opportunities, strengths, and threats that the City currently deals with and might face in the future. The online survey was created to provide an easily accessible method for the public to participate and provide valuable insight toward Destination Duncanville.

The survey was available to the public for over four months beginning in June of 2016 and concluding in October of 2016, during which 478 people provided input and commentary. The survey consisted of 13 questions—some multiple choice and some short answer—all of which are discussed in detail in the following section.

To promote participation in the survey, several community outreach efforts were completed including:

- » Social media updates and access links
- » Notifications in several local publications
- » Accessible via the City's website
- » Newsletters
- » Fliers and information cards

478

RESPONSES

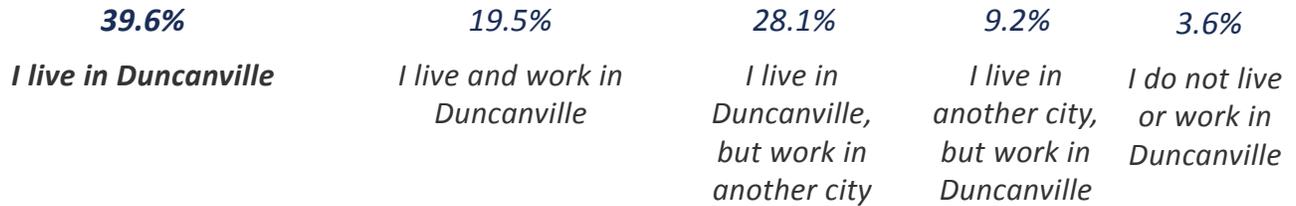
The online discussion generated thoughtful responses that were integrated into the findings and recommendations of this plan.



1

WHICH BEST DESCRIBES YOU?

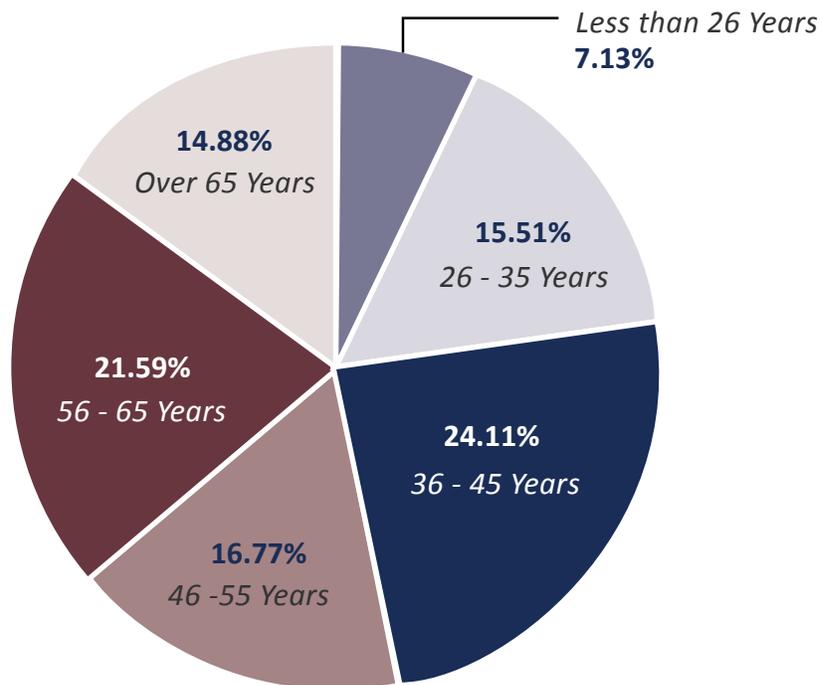
Answered: 477



2

WHICH OF THE FOLLOWING AGE GROUPS DO YOU BELONG TO?

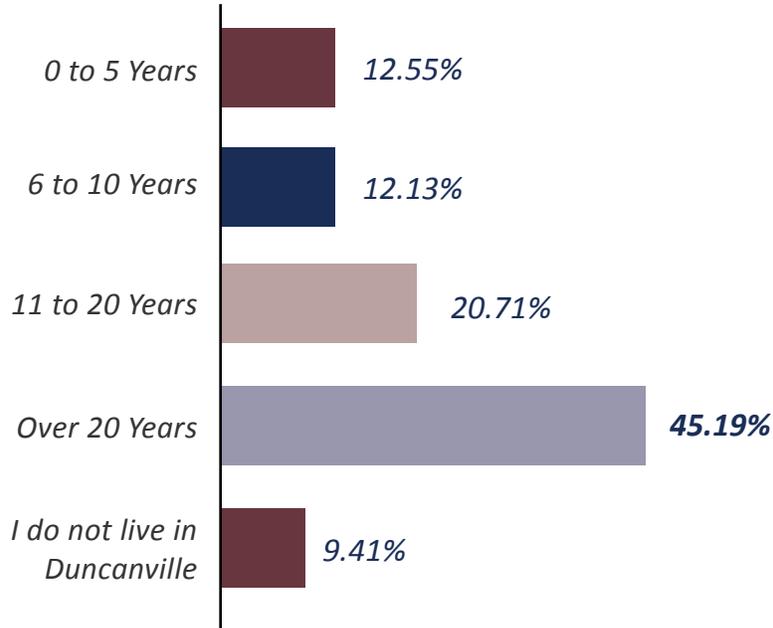
Answered: 477



3

HOW LONG HAVE YOU LIVED IN THE CITY OF DUNCANVILLE?

Answered: 478



4

WHAT WOULD YOU CONSIDER THE GREATEST SINGLE ISSUE FACING DUNCANVILLE TODAY?

(Choose One)

Answered: 471

ANSWER CHOICE	RESPONSES
Competition from Other Cities	13.59%
Traffic or Pedestrian Circulation	0.64%
Neighborhoods (i.e. condition, lack of housing choices)	6.79%
Variety of Retail and Shopping Opportunities	31.42%
Education/Schools	10.83%
Employment or Job Opportunities within the City	4.88%
Infrastructure (i.e. road condition/traffic, water, sewer)	1.91%
Perception of Duncanville by Others Outside of the City	18.68%
Other (please specify)	11.25%

- » no identifiable downtown
- » safety/crime
- » business retention
- » code implementation/maintenance
- » youth programs
- » entertainment/nightlife

5

WHAT WOULD YOU CONSIDER TO BE DUNCANVILLE’S GREATEST ASSET?
 (Rank 1 = Greatest to 6 = Least)

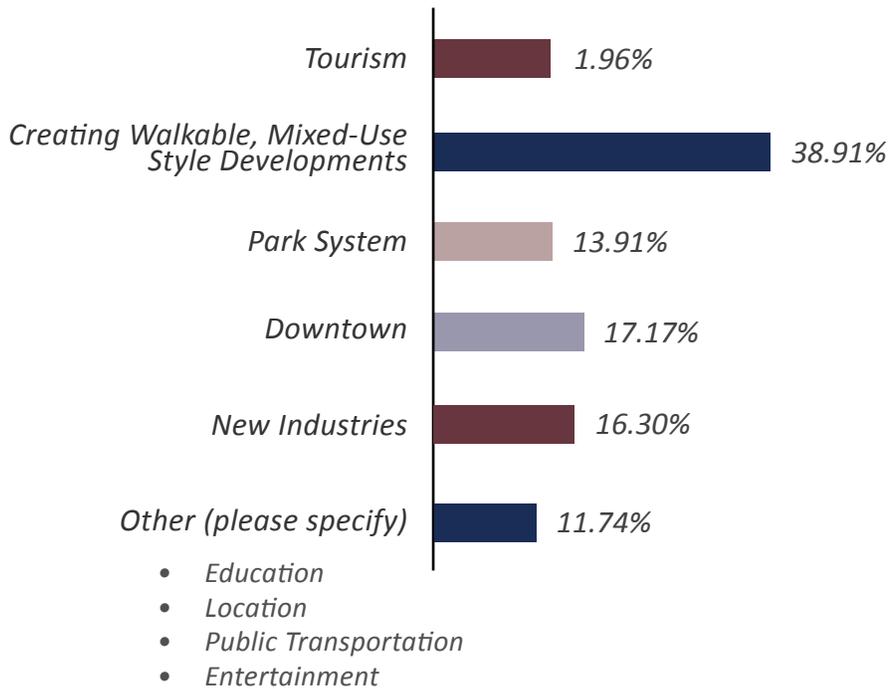
Answered: 463



6

WHAT WOULD YOU CONSIDER TO BE DUNCANVILLE’S GREATEST OPPORTUNITY?
 (Choose One)

Answered: 460



7

HOW IMPORTANT OR UNIMPORTANT ARE THE FOLLOWING TO YOU IN TERMS OF DUNCANVILLE’S QUALITY OF LIFE?

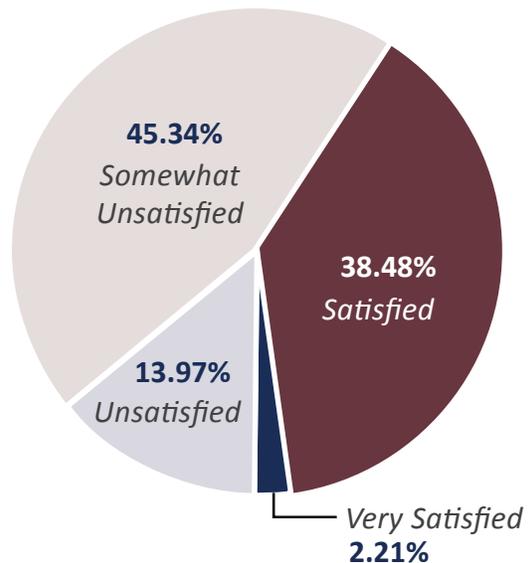
Answered: 476

IMPORTANT		UNIMPORTANT	
Parks System	93.4%	Availability of Multifamily Homes	71.52%
Trail Network	70.6%	Availability of Townhomes/Condos	59.4%
Appearance of the City	97.9%		
Availability of Single Family Homes	87.3%		
Public Art	63.2%		
An Effective Roadway Network	84.5%		
Employment Opportunities	85.4%		
Enhancing the City’s Identity	90.4%		
Establishing Community Focal Points	84.5%		
Local Retailers and Specialty Shops	94.7%		
National Retailers	66.6%		
Community Centers	85.8%		
Safe and Easy to Walk	96.0%		
Downtown/Main Street	86.7%		
Affordable Housing	69.1%		
Mass Transit	54.6%		
Mixed Use Development	72.9%		
<i>(places where people can shop, live, and work in one location)</i>			

8

HOW SATISFIED ARE YOU WITH THE CURRENT STATE OF THE CITY?

Answered: 408



9

WHICH CORRIDORS HAVE THE GREATEST OPPORTUNITIES FOR ECONOMIC GROWTH IN DUNCANVILLE? RANK THE CORRIDORS IN ORDER BASED UPON ITS GROWTH POTENTIAL AND THE IMPACT OF SUCH GROWTH ON THE CITY.

(Rank: 1 = Greatest Potential, Greatest Impact to 7 = Least Potential, Least Impact)
 Answered: 403

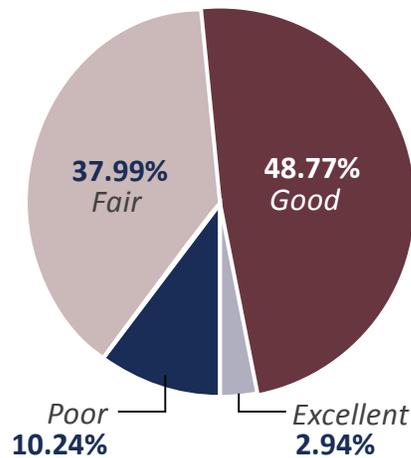


RANK	ROAD
1	Interstate Highway 20
2	US Highway 67
3	Main Street
4	Camp Wisdom
5	Cockrell Hill
6	Wheatland
7	Cedar Ridge

10

HOW WOULD YOU RATE DUNCANVILLE IN TERMS OF GENERAL APPEARANCE?

Answered: 408



11

WHAT CHANGES WOULD DO THE MOST TO CREATE THE CITY YOU WANT IN THE FUTURE?

Answered: 311

- » More retail and restaurant variety
- » Redevelop Downtown/Main Street
- » Increased police presence
- » Code enforcement/maintenance
- » More entertainment and nightlife opportunities
- » Public transportation
- » Community involvement
- » Updated infrastructure
- » Parks and trails
- » Youth programs
- » Public art
- » Local business retention and assistance
- » Beautification

12

IMAGINE DUNCANVILLE AS YOU WANT IT TO BE IN 10 - 15 YEARS. WHAT IS IT LIKE? WRITE A BRIEF DESCRIPTION OF THE CITY YOU WANT FOR THE FUTURE.

Answered: 310

Green/Public Spaces

Bicycle Friendly

Vibrant Local Economy

Shopping

Safe

Housing Variety

Clean

Peaceful

Family-Oriented

Entertainment

Walkable Downtown

Public Transportation

Good Schools

Attractive Corridors



13

WHAT ARE THE MOST IMPORTANT FEATURES OF A LIVABLE, THRIVING AND DESIRABLE NEIGHBORHOOD?

Answered: 302

Change Perceptions

Beautification

Regional Transit Connections

Police Presence

Downtown Redevelopment

Improved Schools

Community Participation

New Businesses

Code Enforcement

Bike Trails

More Retail

Attractive Corridors



Client Kickoff Meeting

JUNE 16, 2016

The Kickoff Meeting was the formal launch of Destination Duncanville. The consultant team met with City staff to learn about the existing conditions of Duncanville as well as their needs and desires of the Plan.

With regards to public outreach, City Staff discussed their desire for mobile meeting kits so that Staff and citizen groups could conduct informational meetings about Destination Duncanville and collect input for the Plan independent of the consultant team.

With regard to project scope, City staff discussed the need for analysis and recommendations regarding redevelopment and housing vitality, multimodal transportation and infrastructure, collaboration with the Parks Master Plan, redevelopment of nonresidential land uses, quality of life and community perception, safety, and economic development.

Following the Kickoff Meeting, the consultant team toured Duncanville with members of the City Staff to better understand the City's existing conditions, sense of place, corridors, and neighborhoods.



CPSC Meetings

The Comprehensive Plan Steering Committee (CPSC) is a committee of Duncanville stakeholders that serve as ambassadors to Destination Duncanville. These community leaders, longtime residents, and business owners were tasked with articulating the City's needs and preferences to the consultant team throughout the entire process of creating Destination Duncanville. From formulating the guiding principles to reviewing the Plan's chapters to prioritizing recommendations, the Steering Committee met regularly and was the first level of review for all components of the Plan.

CPSC MEETING #1

JULY 18, 2016

The primary purpose of this meeting was for the consultant team to meet the Steering Committee, introduce Destination Duncanville, and survey base-level preferences of the 11 Committee Members about their City. The consultant team facilitated discussion surrounding the following questions:

When asked **“What is your number one desire for Duncanville?”**:

- » Greater variety of retail, shopping, entertainment, and restaurant options (82%)
- » Improved traffic circulation and access (9%)
- » Increased employment opportunities (9%)

The consultant team then asked **“What do you like most about living in Duncanville?”**, applying the same question to the categories of parks, neighborhoods, recreation, schools, employment, and shopping.

- » Parks: 27% strongly like, 64% like, and 9% neutral. The CPSC then discussed the need for water recreation, bike lanes, a dog park, and general amenities and improvements.
- » Neighborhoods: 36% like, 55% neutral, and 9% dislike. The CPSC then discussed the role of aesthetics and lighting as key neighborhood issues.
- » Recreation: 9% like, 55% like, 9% neutral, 18% dislike, and 9% strongly dislike.
- » Schools: 36 like, 55% neutral, and 9% dislike. The CPSC then discussed what role can the City and Plan have in schools, where there was concern about perception, teacher retention, and district boundaries.
- » Employment: 9% strongly like, 9% like, 27% neutral, and 55% dislike.
- » Shopping: 10% neutral, 60% dislike, and 30% strongly dislike. The CPSC then discussed the need to attract the creative class and boutique retail as well as the need for neighborhood

level grocery store options.

When asked to rate the statement **“The City has quality, walkable neighborhoods, streets with sufficient trees, sidewalks, and lighting”**:

» 9% strongly agree, 45% agree, 18% neutral, 18% disagree, and 9% strongly disagree.

When asked **“Which of the following do you believe would enhance the overall community character and identity for Duncanville?”**, the CPSC selected the following characteristics:

- » Continued redevelopment and enhancement near downtown, creating a pedestrian friendly environment (36%)
- » Redevelopment along Highway 67 (36%)
- » Landscape development along Highway 67 (16%)
- » A revision of city ordinances and design standards (8%)
- » Monuments and landscape at key entries into Duncanville (four%)

When asked **“Which of the following outcomes fit within your definition of “economic development?”** the CPSC selected the following characteristics:

- » Revitalization of declining areas (22%)
- » Attraction of retail, restaurants, or entertainment venues (17%)
- » Promotion of new development (15%)
- » Improvement of the city’s Image or perception (13%)
- » Job creation (13%)
- » Infrastructure improvements (7%)
- » Expansion or diversification of the property tax base (7%)
- » Improved housing options (7%)

When asked **“What is the one thing that will make this plan successful?”**:

- » Community engagement and input (82%)
- » Support of recommendations from City leadership (9%)
- » Managing citizen expectations (9%)

ECONOMIC DEVELOPMENT CORPORATION (EDC) MEETING

AUGUST 11, 2016

The purpose of this meeting was to introduce the role of Destination Duncanville in economic development, present some existing economic condition factors, and learn about Duncanville's economic development needs.

During the meeting, through polling and discussion, the following key themes emerged:

- » Need a variety of amenities and land uses
- » Need employment and revenue generators
- » Perception
- » Condition of parks and neighborhoods
- » Successful Plan if realistic

When asked **“What is your number ONE desire for Duncanville?”**:

- » Greater variety of retail, shopping, entertainment, and restaurant options. (88%)
- » Increased employment opportunities. (12%)

The EDC then discussed that variety of retail is a major priority including local and destination entertainment, hotels and restaurants, high tech, and amenities for seniors. The EDC also discussed the possibility of more Employment opportunities, daytime retail, and medical industries.



The consultant team then asked **“What do you like most about living in Duncanville?”**, applying the same question to the categories of parks, neighborhoods, recreation, schools, employment, and shopping.

- » Parks: 25% strongly like, 63% like, and 13% neutral.
- » Neighborhoods: 13% strongly like, 38% like, and 50% neutral.
- » Recreation: 50% like, 13% neutral, 38% strongly dislike. The EDC also discussed that there are not enough recreational amenities throughout the City.
- » Schools: 25% like, 63% neutral, and 13% strongly dislike. The EDC discussed that area schools have a perception problem.
- » Employment, 38% that they were neutral, 25% dislike, and 38% strongly dislike.

The EDC discussed that these results stemmed from a lack of skilled, high-paying jobs.

- » Shopping: 14% were neutral, 29% dislike, 57% strongly dislike.

When asked to rate the statement **“The City has quality, walkable neighborhoods, streets with sufficient trees, sidewalks, and lighting”**:

- » 13% agree, 13% neutral, 63% disagree, and 13% strongly disagree.

When asked **“Which of the following do you believe would enhance the overall community character and identity for Duncanville?”**, the EDC selected the following:

- » Landscape development along Highway 67 (20%)
- » A revision of city ordinances and design standards (17%)
- » Continued redevelopment and enhancement near downtown, creating a pedestrian friendly environment (23%)
- » Redevelopment along Highway 67 (23%)
- » Monuments and landscape at key entries into Duncanville (17%)

When asked **“Which of the following outcomes fit within your definition of “economic development?”**, the EDC selected the following:

- » Job creation (11%)
- » Infrastructure improvements (9%)
- » Attraction of retail, restaurants, or entertainment venues (15%)
- » Expansion or diversification of the property tax base (13%)
- » Revitalization of declining areas (13%)
- » Promotion of new development (15%)
- » Improvement of the city’s Image or perception (13%)
- » Improved housing options (9%)

When asked **“What is the one thing that will make this plan successful?”** the EDC selected the following:

- » A good vision, but realistic plan (63%)
- » Community engagement and input (13%)
- » Education of planning (13%)
- » Managing citizen expectations (13%)

COMMUNITY MEETING #1

AUGUST 17, 2016

The purpose of this meeting was to introduce the consultant team and Destination Duncanville to the citizens of Duncanville. The meeting included interactive input boards, focus groups, and instant polling to collect input.

When asked “ **My Vision for Duncanville is...**” citizens responded:

- » More green space
- » Increase in code compliance and police protection
- » Respect for diverse neighborhoods and an inclusive community
- » Diversity in governance: School board, City Council, employees and faculty
- » Relaxed zoning in some neighborhoods
- » Use of sustainable energy
- » Thriving with business and culture;| business friendly
- » Being a city where people want to visit
- » Modern housing that appeals to millennials
- » Better roads and transportation options
- » More entertainment (sports complex), retail and restaurants
- » Appropriate reuse and redevelopment of old commercial properties
- » More arts and culture
- » Outdoor amenities (swimming pool, water feature, skate park, athletic fields)
- » Have a revitalized and active Main Street
- » Have a new rec center and senior center

When asked “ **My Favorite Part of Duncanville Is...**” citizens responded:

- » Housing cost
- » Library
- » Parks
- » Very little traffic
- » People/Family
- » Schools
- » Trees
- » Quiet neighborhoods
- » Sense of community
- » Community center/amenities

Attendees of the Community Meeting had the opportunity to participate in focus groups discussing Downtown, Future Land Use, and Housing and Neighborhoods.

MY VISION FOR DUNCANVILLE IS...

Where do you see Duncanville in 10 to 20 years? What does the future of Duncanville look like?
Write your thoughts and ideas on the board!

More Green Spaces ^{Parks not just around City Hall}

Code compliance

Respect for diverse neighborhoods

Diversity in governance:
City Council + School Board employees + faculty

Use of sustainable energy

Relaxed Zoning for some neighborhoods

THRIVING WITH BUSINESS & CULTURE ← ✓

BEING A CITY PEOPLE WANT TO VISIT

GREEN FRIENDLY (PARKS/TRAILS)

DIVERSITY + INCLUSION CITY

ENTERTAINMENT PLACES

MODERN HOUSING APPEALS MILLENNIALS

ATTRACT ENTERTAINMENT Public Transportation (RAIL)

Revive retail economics. Learn from other cities that have seen positive growth.

more restaurants

Make it easier to do business in D'ville

Clean up the trash

Increase Police protection

A Give us a water feature

Reuse + reeds old commercial property

ARTS & CULTURE

DIVERSE ENTERTAINMENT NODES

A Main Street to be proud of ✓

Outdoor Swimming pool

Actual Sports Complex

Beautiful + tranquil living environment

Get better care of historic homes & along with care of property

Public skatepark & more diverse Athletic facilities

TO have a Eclectic active Senior Center - nice fit prices

FIX campus sport pool.

LOOK AT What Bishop Arts IN ONE CLIFF DIV.

New Rec Center w/Pool.

Turn old Rec Center into a Library + small Art Studio



Focus Group Findings

Attendees of the Community Meeting had the opportunity to participate in focus groups discussing Downtown, Future Land Use, and Housing and Neighborhoods.

HOUSING AND NEIGHBORHOODS

Strengths



- Quiet neighborhoods
- Trees and plants
- Sense of community
- Diverse people
- Safe feeling while walking
- Open space
- Larger lots on some subdivisions
- Proximity to park

Weaknesses



- Older/Obsolete housing stock
- Appearance of properties
- Unbalanced lighting provision*
- Inadequate sidewalks/bike paths
- Losing the sense of community
- Non-conforming fences
- Insufficient speed bumps in neighborhoods to slow down the thorough traffic
- Lack of noise barriers along major highways

Opportunities



- Community events and activities*
- Increase connectivity to parks that are in close proximity to neighborhoods
- Neighborhood branding*
- Redevelopment in older neighborhoods
- Increase street connectivity by paving unpaved alleys
- Increased walkability

Challenges



- Abuse of on-street parking in neighborhoods*
- Maintenance of the appearance of (Rental) properties*
- Limiting home based businesses*
- Limiting number of families living on a single property
- Safety
- Code compliance/enforcement

» Unbalanced lighting provision

Residents raised voices about some of the newly implemented security lights that are too bright at the spot. However, these lights do not cover large areas. Instead of bright lights, there are places that are deprived of any lighting and is in total darkness. This factor leads to safety concerns.

» Community events and activities

While the residents take pride in their diverse community, they are concerned about losing the sense of community in recent years. In order to embrace the diversity and ensure encounters among residents, community events and activities have been discussed as a means.

» Neighborhood branding

In order to improve the neighborhoods, residents feel the necessity of branding their own neighborhoods by forming different clubs or volunteering for small projects in neighborhoods (e.g. painting an ugly wall). This will help branding the neighborhoods as well as increasing the sense of community among the residents.

» Abuse of on-street parking

Too many on-street parking in the neighborhoods has been observed to be recurring complaint among the residents, the reason has been identified as people's unwillingness to comply, not inadequacy of off-street parking. Code enforcement has been seen as a solution to this problem.

» Maintenance of the appearance of the (rental) properties

A common concern among the residents are the increase of renters. It has been observed that rental properties have problems with trash, yard, gutter, etc. While this is more common in rental properties, a good number of owner-occupied properties also fall under poorly maintained properties. Providing incentives for maintaining well-appeared properties has been discussed as a solution.

» Limiting home-based businesses

A lot of residents are operating businesses from home which are bringing the employees in the neighborhoods and creating parking problems.

FUTURE LAND USE

The following key themes emerged from the Future Land Use Focus Group:

- » Public Transportation; specifically connections to DART
- » Activity nodes
- » Open space and tree preservation
- » Better capitalize on the Field House with surrounding parking and amenities
- » Better capitalize on the Hilton Hotel with surrounding amenities; conference facility
- » Improve Main Street
- » Multimodal: walkable, bikeable, trails, Connectivity and accessibility
- » Parks: greenbelt, trails, skate park, dog park, pool or water park
- » Permanent farmers market facilities
- » Entertainment amenities

QUALITY OF LIFE

The Quality of Life Focus Group identified the following factors for consideration in the Plan:

Issues

- Empty retail centers
- Slow to response code enforcement
- Negative perception of school system

Opportunities

- Excellent park system
- Successful community business event called "Duncanville Switch"

Needs

- Quality restaurant, entertainment, and commercial options
- Healthy food options for dining out and purchase
- Upgrades in older parks; More park facilities for diverse outdoor activities and team sports
- More social gathering spaces including art/cultural venues
- Continue providing services for seniors
- An outdoor swimming pool
- Expansion/additional community rec center
- Sidewalk connectivity and improvements
- A citywide character/theme (with gateways, wayfinding, uniform streetscape)
- More neighborhood lighting

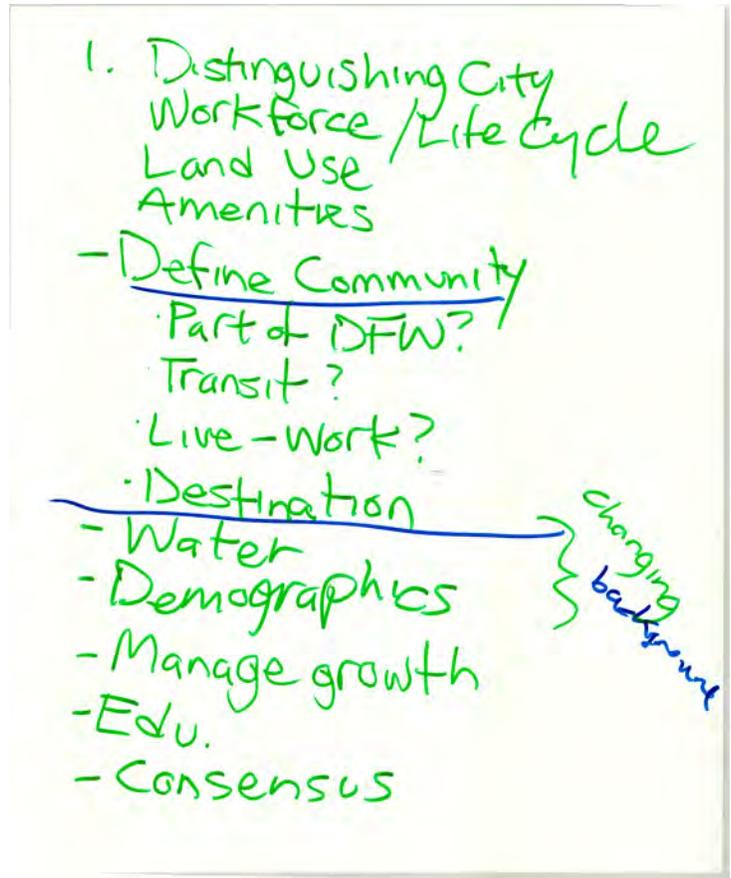
Joint Planning & Zoning Commission and City Council Workshop

AUGUST 29, 2016

The consultant team facilitated a meeting with City leadership and elected officials aimed at introducing Destination Duncanville and identifying key issues or concerns. The format of the meeting was facilitated focus groups which then presented their discussion to the entire meeting. The following trends emerged from the meeting:

Expectations for the Plan and how it will be used:

- » Guide/road map for future
- » Reference for decision making
- » Build consensus
- » Define community



Issue Identification:

Good: Location/ proximity; Capitalize on opportunity

Bad: Perception/ appearance; Landlocked/built-out; Traffic/infrastructure

The Plan is successful if:

- » Built on consensus
- » Understandable
- » Flexible
- » Quantifiable



Multicultural Commission Meeting

SEPTEMBER 29, 2016

The purpose of this meeting was to introduce the role of Destination Duncanville in fostering inclusion and diversity and learn about the needs and concerns of Duncanville’s different community groups. Six members were present.

When asked **“What is your vision for Duncanville?”** the Commission’s responses included:

- » More outdoor activities (skate park, bike lanes, paved hiking trails)
- » Business/job variety and quality
- » Housing variety and quality
- » Diversity of shopping and entertainment options
- » Education system to be as it once was (excellent)
- » Modernization of the city (i.e. aesthetics and amenities)
- » Nice mix of styles (modern and traditional) and historical preservation
- » Promote tourism (locally and regionally)
- » DART rail line
- » Look at ways to capitalize on “GrowSouth” initiative in Dallas
- » Health and safety
- » Polling Survey

When asked **“What is your number one desire for Duncanville?”** 20% selected ‘Improved building appearance and design’ and 80% selected ‘Greater variety of retail.’

The City Staff then asked **“What do you like most about living in Duncanville?”**, applying the same question to the categories of parks, neighborhoods, recreation, schools, employment, and shopping.

- » Parks: 17% strongly like, 50% like, and 33% were neutral.
- » Neighborhoods: 83% strongly like and 17% were neutral.
- » Recreation: 17% each strongly like, 1 like and dislike. 50% were neutral.
- » Schools: 17% like, 50% were neutral, and 33% dislike.
- » Employment: 67% were neutral while 17% each like and dislike.
- » Shopping: 17% like, 17% neutral, 50% dislike, and 17% strongly dislike.

The Commission then discussed several topics related to the questions, specifically:

- » Overall neighborhoods well maintained
- » Lack of multi-family options
- » Missing active senior housing
- » Need to improve quality of life (churches, schools, employment)
- » Promote small business

When asked to rank the statement **“The City has quality, walkable neighborhoods, streets with sufficient trees, sidewalks, and lighting.”** The Commission voted that 1 strongly agree, 2 neutral, 1 disagree, and 2 strongly disagree. The Commission then discussed that lack of sufficient lighting, sidewalks, and accessibility ramps contributed to how they voted.

When asked **“Which of the following do you believe would enhance the overall community character and identity of Duncanville?”**, the Commission identified the following:

- » Landscape and redevelopment along Highway 67 and Interstate 20: 1 vote
- » A revision of City ordinances and design standards: 4 votes
- » Continued redevelopment and enhancement near downtown: 3 votes
- » Redevelopment along Highway 67 and Interstate 20: 5 votes
- » Monuments and landscaping at key entries to Duncanville: 3 votes

When asked **“What is the one thing that will make this plan successful?”**, Commissioners selected the following:

- » Good plan, but realistic vision: 60%
- » Additional funding sources and implementation: 20%
- » Education of planning: 20%

The Commission then discussed the following topics related to making a successful Plan: Crime /perception of crime, lack of medical services and need urgent care options, drawing new business, re-purposing vacant buildings, promote and retain existing businesses, creating common entertainment/recreation options, and Cultural activities that target different ages and diverse groups

Neighborhood Vitality Commission Meeting

SEPTEMBER 28, 2016

The purpose of this meeting was to introduce the role of Destination Duncanville in neighborhood preservation and protection and learn about the needs and concerns of Duncanville's neighborhoods.

When asked **"What is your vision for Duncanville's Neighborhoods?"** the Commission responded with the following topics:

- » Residents moving further south
- » More entertainment options
- » Retention of younger people
- » Take advantage of Fieldhouse with kid friendly options (restaurants, splash park, recreation)
- » Higher minority population including on boards/councils and involved
- » Housing options
- » Greater presence and relationship with Duncanville Police Department

When asked more broadly **"What is your vision for Duncanville?"** the Commission expanded their answers to include:

- » Bedroom community
- » Aspire to be higher end
- » Racially diverse in population and leadership
- » Entertainment, retail, and restaurants

When asked **"What is your number one desire for Duncanville?"** half of the Commission selected 'Parks and recreation Greater variety of retail, shopping, etc.' while 25% each selected 'Improved traffic circulation and access' and 'Improved employment opportunities.'

The City Staff then asked **“What do you like most about living in Duncanville?”**, applying the same question to the categories of parks, neighborhoods, recreation, schools, employment, and shopping.

- » Parks: 75% liked and 25% were neutral.
- » Neighborhoods: 50% like and 50% were neutral.
- » Recreation: 25% dislike and 75% strongly dislike.
- » Schools: 50% were neutral while 25% each liked and strongly disliked.
- » Employment: 25% were neutral, 50% disliked, and 25% strongly disliked.
- » Shopping: 25% said they like, 25% dislike, and 50% strongly dislike.

When asked to rank the statement **“The City has quality, walkable neighborhoods, streets with sufficient trees, sidewalks, and lighting.”** 50% were neutral while 25% each said they agree and strongly agree.

When asked “Which of the following do you believe would enhance the overall community character and identity of Duncanville?” the Commission selected the following:

- » Landscape development along Highway 67 and Interstate 20 (50%)
- » Revision of City ordinances and design standards (50%)
- » Continued redevelopment and enhancement near downtown (50%)
- » Redevelopment along Highway 67 and Interstate 20 (50%)
- » Monuments and landscaping at key entries into Duncanville (75%)

When asked **“What is the one thing that will make this plan successful?”**, 100% selected ‘A good vision, but realistic plan’.

Following this question the Commission discussed the new home construction in Hollywood Park as an area of consideration for the Plan.

Downtown Businesses and Property Owners Meeting

OCTOBER 12, 2016

Strengths

- Duncan Switch
- Old Area

Weaknesses

- Visibility Issue
- Inadequate Signage
- Lack of Branding
- Only a small portion of Downtown having the downtown feel (around City Hall). North side of the downtown is only technically part of downtown; it does not have any of the look or feel
- Lack of connectivity and accessibility for walking and biking
- No attractions after office hours

Opportunities

- Visibility Issue
- Inadequate Signage
- Lack of Branding
- Only a small portion of Downtown having the "downtown" feel (around City Hall). North side of the downtown is only technically part of downtown; it does not have any of the look or feel
- Lack of connectivity and accessibility for walking and biking
- No attractions after office hours

Challenges

- Implementing Phase II actions of the Downtown Duncanville Plan
- Bringing the "downtown" feel to the entire downtown and ensuring uniformity in the entire downtown area
- Parking
- Designing roadways that bring people Downtown (for example a loop)
- Hindrance of signage regulation
- The railroad

Following the period of formal input collection, the consultant team met with the Steering Committee numerous times as they drafted the plan to seek input and make revisions prior to the public reveal. The consultant team met with the Steering Committee on the following dates to discuss the following topics:

- » CPSC #3 – November 7, 2016: Introduce Guiding Principles
- » CPSC #4 - January 9, 2017: Downtown, Housing, and Neighborhoods
- » CPSC #5 – March 6, 2017: Land Use, Thoroughfares, and Gateways
- » CPSC #6 – April 17, 2017: Process Review, Introduce Recommendations
- » CPSC #7 – May 8, 2017: Recommendations and Introduce Implementation



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