I. Welcome........................................................................................................................................Councilmember Gates

II. Recent Activities...............................................................................................................................Mark Bowers
   ▪ Stakeholder Interviews (Zones 1-7)
   ▪ Existing Conditions Mapping and Analysis
   ▪ Data Collection
     o Traffic – Origin and destination, speed, traffic counts, ITS conditions, and safety
     o Parking

III. Presentation and Discussion – What We Have Heard...............................................................Mark Bowers
   ▪ Topics with Overall Consensus
   ▪ Topics with Differing Opinions
   ▪ Zone Specific Issues

IV. Presentation and Discussion – Existing Conditions........................Mark Bowers and Scott Fregonese

V. Presentation and Discussion – Transportation...............................................................Mark Bowers and Tom Grant

VI. Next Steps and Schedule..................................................................................................................Mark Bowers

VII. Questions and Discussion...................................................................................................................All

VIII. Closing........................................................................................................................................Councilmember Gates

North Central Texas Council of Governments
Transportation Department

City of Dallas

Texas Department of Transportation
Agenda

- Welcome
- Recent Activities
- Presentation and Discussion – What we have heard so far
- Presentation and Discussion – Existing Conditions
- Presentation and Discussion - Transportation
- Next Steps and Schedule
- Questions and Discussion
- Closing
Recent Activities

- Community Survey Preparation

- Stakeholder Interviews
  - Zone 3 – 5 Attendees (9/29/15)
  - Zone 1 - 6 Attendees (9/29/15)
  - Zone 2 - 10 Attendees (10/1/15)
  - Zone 4 – 38 Attendees (10/7/15)
  - Zones 6 & 7 – 14 Attendees (10/7/15)
  - Zone 5 - No Attendees (10/15/15)

- Existing Conditions Mapping / Preliminary Analysis
  - Existing Development Pattern
  - Existing Transportation Systems
  - Existing Utility Infrastructure
  - Existing Natural Assets
  - Existing Entitlements
  - Demographics / Psychographics
Recent Activities (cont.)

- Data Collection
  - Traffic Origin and Destination (Ongoing)
  - Traffic Speed
  - Traffic Counts
  - ITS Conditions
  - Safety
  - Parking
  - Development of Community Survey
What we have heard so far
Zone Interviews – Overall Consensus

- There is an overall desire to improve Preston Center (Zone 1) with:
  - Improved pedestrian zones (wider sidewalks, outdoor dining, landscaping, lighting, awnings)
  - Wayfinding
  - Parking improvements
  - Better vehicular circulation
  - Improved (upgraded) shops

- There is a desire to have improved / safer pedestrian and bicycle connectivity between surrounding neighborhoods and Preston Center

- Innovative solutions are needed for Northwest Highway and Preston Road for reducing regional traffic and creating better local access for neighborhoods and Preston Center

- A consensus vision is desired to provide clear direction as new zoning cases arise
Zone Interviews – Differing Opinions

- Most agreed that mixed-use development (including a residential component) was desired for Preston Center (Zone 1) - there was significant division related to the number of units, unit types and density

- Most agreed that there needs to be a creative solution for parking in Preston Center (and specifically the parking structure) – recommended solutions varied widely including:
  - Adding parking on top of the existing structure
  - Building a new, above-grade parking structure on the location of the existing structure
  - Building a new structure elsewhere in Preston Center and utilizing the existing deck site for new development or a centralized open space
  - Building an underground parking structure on the site of the existing deck and creating new development or a centralized open space at/above grade
Zone Interviews – Zone Specific Issues

- Zone 1
  - Desire from property owners to have streamlined process / modernized code with City of Dallas for providing improvements (outdoor dining, awnings) within City of Dallas property
  - Need a specific strategy for delivery vehicles within Preston Center
  - Need consensus among multiple / diverse property owners for a vision and a path forward

- Zone 2
  - Need a clear vision for vacant residential property along Northwest Highway (there were diverse opinions on the appropriate vision), and code/police enforcement to deal with new issues created by removal of previous structures (burglary, monster trucks on site, etc.)
  - Need solutions related to cut-through traffic on neighborhood streets
  - Desire better pedestrian facilities for neighborhood residents
Zone Interviews – Zone Specific Issues

- **Zone 3**
  - Need solutions related to cut-through traffic on neighborhood streets (Deloache Ave. and Desco Dr.)
  - Desire better pedestrian facilities for neighborhood residents
  - Desire that Preston Center have a neighborhood focus, not regional focus

- **Zone 4**
  - Desire for strategies for protecting existing stakeholders and neighborhoods
  - Desire for a plan for reinvestment / redevelopment
  - Need for solutions related to increased and cut-through traffic on neighborhood streets
  - Desire for green space in the area
  - Desire for ability to walk / bike within the area and to adjacent zones
  - Desires for a bold and effective traffic plan and public transit improvements
Zone Interviews – Zone Specific Issues

- Zone 5
  - No attendees

- Zones 6 and 7
  - Traffic in the area is terrible – need to eliminate cut-through traffic in neighborhoods and a safe way for residents to get in and out of neighborhoods
  - Need to look at multiple alternatives / solutions for regional traffic including a tunnel alternative and improvements to the DNT
  - Need to look at a phased approach to new development that requires solutions to traffic issues prior to approval of any new development
Existing Conditions
Existing Natural Systems
Existing Utility Infrastructure
Existing Structures and Lot Coverage

Legend
- Study Area (Approx. 1,370 AC)
- City Limit
- Parcel
- Standing Water
- Existing Structures in Study Area
- Existing Structures
- Pavement
- Study Area Parcels

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN

Dallas, Texas
Parcel Size
Existing School Districts
Maximum Dwelling Units Per Acre Allowed

Legend
- Study Area
- City Limit
- Parcel
- Floodplain
- Max DU/ac
  - N/A
  - 1 - 3
  - 4 - 6
  - 7 - 23
  - 24 - 50
  - 51 - 90

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
Maximum Height Allowed

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN

Legend
- Study Area
- City Limit
- Parcel
- Floodplain
- Max Height
  - N/A
  - 1 - 30
  - 31 - 36
  - 37 - 54
  - 55 - 120
  - 121 - 180

0 200 400 800 1,200 Feet
NORTH
Maximum Lot Coverage Allowed
Maximum Floor Area Ratio (FAR) Allowed
Total Value (Improvement + Land) per Square Foot
Improvement to Land Ratio

Legend
- Study Area
- City Limit
- Parcel
- Improvement to Land Ratio
  - 0.00 - 0.13
  - 0.14 - 0.25
  - 0.26 - 0.50
  - 0.51 - 0.75
  - 0.76 - 1.00
  - 1.01 - 1.25
  - 1.26 - 2.00
  - 2.01 or greater

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
Planned Districts

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
PD 314

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
Psychographics and Demographics

Four Core Counties: Collin, Dallas, Denton & Tarrant Counties
# Demographics: Geographies by Population

<table>
<thead>
<tr>
<th>Geography</th>
<th>Total Population in 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Counties: Collin, Dallas, Denton, &amp; Tarrant Counties</td>
<td>5,760,069</td>
</tr>
<tr>
<td>City of Dallas</td>
<td>1,222,167</td>
</tr>
<tr>
<td>Five Mile Radius (excluding the Study Area)</td>
<td>522,789</td>
</tr>
<tr>
<td>Study Area</td>
<td>6,736</td>
</tr>
</tbody>
</table>

*Source for All Demographics: US Census, 2013 ACS (Five Year Estimates) via Social Explorer & ESRI Tapestry Data by Block Group for 2014.*
Demographics: Age

<table>
<thead>
<tr>
<th>Region</th>
<th>Core Counties</th>
<th>City of Dallas</th>
<th>5 Mile Radius</th>
<th>Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>65 &amp; Over</td>
<td>25%</td>
<td>29%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>35-64</td>
<td>39%</td>
<td>36%</td>
<td>37%</td>
<td>41%</td>
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<tr>
<td>18-34</td>
<td>9%</td>
<td>9%</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Under 18</td>
<td>28%</td>
<td>26%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Core Counties and City of Dallas show a higher percentage of the 65 & Over age group compared to the 35-64 age group. The 5 Mile Radius area has a similar distribution, while the Study Area shows a slightly different ratio, with a higher percentage of 65 & Over and a lower percentage of 18-34.
Demographics: Race and Ethnicity

- Core Counties:
  - White: 46%
  - Hispanic: 29%
  - Asian: 6%
  - Black or African American: 16%
  - Other: 24%

- City of Dallas:
  - White: 48%
  - Hispanic: 42%
  - Asian: 3%
  - Black or African American: 3%
  - Other: 13%

- 5 Mile Radius:
  - White: 92%
  - Hispanic: 4%
  - Asian: 3%
  - Black or African American: 4%
  - Other: 4%

- Study Area:
  - White: 48%
  - Hispanic: 42%
  - Asian: 3%
  - Black or African American: 4%
  - Other: 3%
Demographics: Income

<table>
<thead>
<tr>
<th>Core Counties</th>
<th>City of Dallas</th>
<th>5 Mile Radius</th>
<th>Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>9%</td>
<td>16%</td>
<td>38%</td>
</tr>
<tr>
<td>14%</td>
<td>9%</td>
<td>11%</td>
<td>19%</td>
</tr>
<tr>
<td>22%</td>
<td>17%</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>27%</td>
<td>29%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>25%</td>
<td>35%</td>
<td>29%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Region:
- City of Dallas
- 5 Mile Radius
- Study Area

Income Levels:
- >$150K
- $100K-$149K
- $60K-$99K
- $30K-$59K
- <$30K
What are Psychographics?

U.S. households are divided into 67 distinctive segments based on their socioeconomic and demographic composition.
Top Tapestry Segments Comparison

**5 Mile Radius**

- Metro Renters: 20%
- NeWest Residents: 15%
- Top Tier: 10%
- Young and Restless: 9%
- Urban Chic: 8%
- Emerald City: 6%
- Metro Fusion: 5%
- In Style: 2%
- Exurbanites: 2%
- Laptops and Lattes: 3%
- Other: 20%

**Study Area**

- Top Tier: 41%
- Golden Years: 32%
- Retirement Communities: 27%
- Other: 20%

(NOTE: The percentages for the Study Area do not add up to 100% due to rounding or other data considerations.)
Top Tier

- 41% of Study Area (1,348 households in 2013)
- 10% of Five Mile Radius Area (22,830 households in 2013)
- Dominated by married couples without young children
- Wealthiest market earning annually three times the US median income
Top Tier

- 90.5% are homeowners
- Highest home values and above average use of mortgages
- Older neighborhoods located in the suburban periphery of the largest metro areas.
Golden Years

- 32% of Study Area (1,040 households in 2013)
- Single person households or married couples without young children
- Independent, active seniors nearing the end of their careers or retired
Golden Years

- 64% are homeowners and 36% renters
- 42% live in multiunit dwellings
- One of the smaller markets, but growing and financially secure
Retirement Communities

- 27% of Study Area (891 households in 2013)
- Small households with many singles
- Very frugal and focused on being fiscally responsible
- One in five have no vehicle

LifeMode Group: Senior Styles

Retirement Communities

Households: 1,451,000
Average Household Size: 1.86
Median Age: 52.0
Median Household Income: $35,000
Retirement Communities

- 46% are homeowners and 54% renters
- Combination of single-family residences and apartments, including assisted living and continuous care nursing facilities
- Over half are in multiunit buildings
Metro Renters

- 20% of Five Mile Radius Area (44,458 households in 2013)
- Over half of all households are singles
- Focus on urban core, public transit, biking, and walking
Metro Renters

- 79.2% are renters
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing: Multiunit Rentals
Average Rent: $1,310
US Average: $990

Home Ownership
US Percentage: 63.6% Own 36.4% Rent

Own 20.8%
Rent 79.2%
NeWest Residents

- 15% of Five Mile Radius Area (32,673 households in 2013)
- Over half of all households have children
- Ambitious and working full-time blue collar jobs to support their families
NeWest Residents

- 82.7% are renters
- Concentrated in larger metro areas in the South and West
- Most live in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990.
Transportation
Existing Roadway Lanes

Legend
Thoroughfare Plan
Lanes
- 2 - 3
- 4 - 5
- 6 - 7
- 8 - 9

City Limit
Existing Structures
Study Area (Approx. 1,370 AC)

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
Existing DART Routes
Existing Speed Limits

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
2009-2013 Bike / Pedestrian Crashes
Traffic Signal Improvements

Legend
- Signals
  - Detection Status
    - Functioning Properly
    - Not Functioning Properly
    - Funded Signal Improvements
- City Limit
- Existing Structures
- Study Area (Approx. 1,370 AC)

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
24-Hour Volumes
Turning Movement Counts

EXHIBIT 1  2015 Existing Traffic Volumes
Prenton Area Plan

LEGEND:
X (Y)  
X = AM Peak Hour Turning Movements  
(Y) = PM Peak Hour Turning Movements 
Volumes may not sum from point to point due to rounding and presence of smaller driveways not included in analysis.

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
Turning Movement Counts

EXHIBIT 2

2015 Existing Traffic Volumes (Preston Center)
Preston Area Plan

LEGEND:
X = AM Peak Hour Turning Movements
(Y) = PM Peak Hour Turning Movements
Volumes may not sum from point to point due to rounding
and presence of smaller driveways not included in analysis.

North
Not to Scale

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN

Kimley-Horn
Turning Movement Counts

EXHIBIT 3
2015 Existing Traffic Volumes (Preston Center MD)
Preston Area Plan
Kimley-Horn

LEGEND:
X = MD Peak Hour Turning Movements
Volumes may not sum from point to point due to rounding
and presence of smaller driveways not included in analysis.

North Not to Scale

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
Parking Count Areas

<table>
<thead>
<tr>
<th>Parking Type</th>
<th>Parking Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garage</td>
<td>820</td>
</tr>
<tr>
<td>Off-Street</td>
<td>112</td>
</tr>
<tr>
<td>On-Street</td>
<td>395</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1327</strong></td>
</tr>
</tbody>
</table>

**Legend**

- On-Street
- Off-Street
- Garage
- Study Area (Approx. 1,370 AC)
Parking Occupancy 10am

Legend
Parking Occupancy
10AM
- 0% - 25%
- 25.1% - 50%
- 50.1% - 75%
- 75.1% - 90%
- 90.1% - 100%
- Study Area (Approx. 1,370 AC)

NORTHWEST HIGHWAY AND PRESTON ROAD AREA PLAN
Parking Occupancy 5pm
Next Steps

- The consultant team will make modifications and clarifications to existing materials incorporating feedback from Advisory Task Force received this evening.
- The team will continue remaining data collection / analysis efforts and further develop preliminary findings.
- The team will initiate the community survey as a means to gain additional input related to Northwest Highway / Preston Road issues, opportunities and ideas.
- A community workshop will be conducted on the evening of Tuesday November 3, 2015 at the Walnut Hill Recreation Center – Ballroom at 6:00 pm.
- The Advisory Task Force will be briefed on the preliminary concepts developed at the community workshop on December 3, 2015 at the Walnut Hill Recreation Center – Ballroom at 6:00 pm.
Project Schedule

- March 2015  Task Force Launch Meeting (Complete)
- April 2015  Task Force Background / History (Complete)
- July 2015  Task Force / Consultant Kickoff Meeting (Complete)
- October 2015  Existing Conditions (Complete)
- November 2015  Vision Development *
- February 2016  Land Use & Transportation Components *
- April 2016  Recommendations / Implementation Strategy *
- May 2016  Final Report / Next Steps

(*) Larger community meetings / workshops these months
Questions and Discussion
Closing

Project Website:  [www.nctcog.org/planningstudies](http://www.nctcog.org/planningstudies)
### Preston Center Parking Study

#### Parking Supply and Existing Vehicle Accumulation Summary

<table>
<thead>
<tr>
<th>Area</th>
<th>Limits</th>
<th>Parking Supply</th>
<th>Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Link Start</td>
<td>Link End</td>
<td>On Street</td>
</tr>
<tr>
<td></td>
<td>10:00 AM</td>
<td>11:00 AM</td>
<td>12:00 PM</td>
</tr>
<tr>
<td>A1</td>
<td>Bank of America Surface Lot</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>A2</td>
<td>NW Hwy Berkshire</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>A3</td>
<td>Douglas Ames</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>A4</td>
<td>Ames Westchester</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>A5</td>
<td>NW Hwy Berkshire</td>
<td>13</td>
<td>13</td>
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<tr>
<td>A6</td>
<td>Ames Westchester</td>
<td>16</td>
<td>16</td>
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<td>A7</td>
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<td>Einstein Surface Lot</td>
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<td>A9</td>
<td>Westchester Kate</td>
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<td>B1</td>
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<td>Kate Preston</td>
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<td>16</td>
</tr>
<tr>
<td>B6</td>
<td>Berkshire Luther</td>
<td>18</td>
<td>18</td>
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<tr>
<td>B7</td>
<td>Kate Preston</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>B8</td>
<td>Berkshire Luther</td>
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<td>B9</td>
<td>Comerica Bank Lot</td>
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<td>B10</td>
<td>Men's Wearhouse Lot</td>
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<tr>
<td>C1</td>
<td>Berkshire Westchester</td>
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<td>C2</td>
<td>Berkshire Luther</td>
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<td>C3</td>
<td>Douglas Westchester</td>
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<td>C5</td>
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<tr>
<td>C6</td>
<td>Westchester Kate</td>
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</tr>
<tr>
<td>D1</td>
<td>Garage Rooftop</td>
<td>432</td>
<td>432</td>
</tr>
<tr>
<td>D2</td>
<td>Garage Lower Level</td>
<td>368</td>
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<tr>
<td>D3</td>
<td>Westchester Kate</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>D4</td>
<td>Westchester Kate</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

**LEGEND**

- Occupancy less than 25%
- Occupancy greater than or equal to 25% and less than 50%
- Occupancy greater than or equal to 50% and less than 75%
- Occupancy greater than or equal to 75% and less than 90%
- Occupancy greater than or equal to 90%
EXHIBIT 2

2015 Existing Traffic Volumes (Preston Center)

Preston Area Plan

Kimley-Horn

LEGEND:
X = AM Peak Hour Turning Movements
Y = PM Peak Hour Turning Movements
Volumes may not sum from point to point due to rounding and presence of smaller driveways not included in analysis.

North

Not to Scale