Duncanville’s Main Street Initiative

June 2008
Original Main Street Vision—the guide for the plan and code

The anchor segments of Main Street Vision include …

> Business Services Center
> Retail/Restaurant Center
> Parks/Government Center
> Residential/Senior Living Center
> Recreation/Entertainment Center

These major centers when knitted together with boutique shops, casual dining, and quaint gathering places will create a new Main Street and serve as a catalyst for economic activity within the City. Addison has Addison Circle, South Lake has Town Center … in the future Duncanville will have Main Street.
Process Principles

• Secure early support from individual business owners
• Utilize transitional standards in form-based code
• Plan for rail transit, but don’t hamstring plan
• Position planning for implementation (zoning and infrastructure)
• Encourage housing variety via Main Street as a destination
Facilitating in-fill and transit neighborhoods
Buildings and public spaces, not pods of product
Residential variety is the key
Live-work...attracting empty-nesters and young professionals
The planning process
Assessed the built environment
The Main Street Committee met regularly, providing input... the consultant team also met with stakeholders at over a dozen Main Street businesses.
Main Street as a destination
“One Size Does Not Fit All”
Pedestrian Analysis

Prior to design, the consulting team undertook a walkability audit of the corridor, identifying the state of the pedestrian environment.
Parking Analysis

The following parking inventory was completed using a combination of aerial photography and field verification. Three types of parking spaces were identified: restricted parking lots (not shared), shared parking lots, and on-street parking.

<table>
<thead>
<tr>
<th>Parking Type</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Shared</td>
<td>117</td>
<td>141</td>
</tr>
<tr>
<td>On-Street</td>
<td>38</td>
<td>21</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>163</strong></td>
<td><strong>170</strong></td>
</tr>
</tbody>
</table>
Proposed Main Street Redesign
Main St. at Center St. Intersection Redesign

- Simplifies traffic signal operation
- Improves traffic operations when a train is present
- Reduces the cross section of Center Street, thus improving walkability
- More greenspace—park improvements
- New real estate opportunities surrounding potential transit station
Illustrative Master Plan and Cross-Section
Movie Theater in Mixed Use Block
The TOD viewed from expanded Memorial Park
Downtown Duncanville District
(form-based zoning district)
Master plan, regulating plan and form-based code
Regulating Plan
Downtown Duncanville District

Core Main Street Frontage Standards

1. Core Main Street (CMS) Frontage Sites

   Height Standards:

   Principal Building Height:
   a. Height shall be established by number of floors.
   b. The height of principal buildings shall be between 1 and 2 stories or established by the Planning Board.

   Structural Wall Height:
   a. Building structures shall not exceed the structural wall height for the principal building.
   b. Structural wall height may be permitted to be rear 1/2 to 4 stories or if the building is at least 5 stories.

   Neighboring Standards:
   a. The setback shall be equal to the height of the adjacent building.
   b. The setback shall be determined by the Planning Board.

2. Building Dimensions:

   a. All buildings shall be built in accordance with the approved plans.
   b. The building setback line shall be determined by the Planning Board.
   c. The building setback line shall be determined by the Planning Board.

3. Street Pedestrian:

   a. All streets shall be pedestrian friendly.
   b. Street signs shall be placed at the corner of the building.
   c. The sidewalk shall be a minimum of 5' wide.

4. Pedestrian Elements:

   a. Pedestrian access shall be provided between buildings.
   b. Pedestrian access shall be provided between buildings.
   c. Pedestrian access shall be provided between buildings.

5. Doors and Windows:

   a. Doors and windows shall be a minimum of 2' wide and along the public main street.
   b. Doors and windows shall be a minimum of 2' wide and along the public main street.
   c. Doors and windows shall be a minimum of 2' wide and along the public main street.

DRAFT FEBRUARY 19, 2008

Gateway Planning Group

DUNCANVILLE
Core Main Street (CMS) Height Standards
Core Main Street (CMS) Building Disposition

- Required setback from adjoining single-family residential uses
- Parking Setback Line (for surface parking)
- Building Area (Max. 90% lot coverage)
- Minimum of 75% of the building facade at the build-to zone
- 5' wide build-to zone
- Minimum 9' wide clear sidewalk and 6' street tree zone
Core Main Street (CMS) Façade Elements
The Potential Fiscal Impact of Main Street Revitalization in Duncanville, Texas

Prepared for Gateway Planning Group
By TXP, Inc. | March 2008
Fiscal Analysis

Assumptions

- Current tax base in area is $48.2 million
- Commercial and office space estimated at $150/sqf
- Live/Work spaces are valued at $225,000 per unit
- Townhomes are valued at $150,000 per unit
- Lofts are valued at $130,000 per unit
- Retail sales are estimated to average $200/sqf
- Duncanville property tax rate held constant at 0.696%
- City of Duncanville sales tax rate is held constant at 2%
## Fiscal Analysis

### 5-Year Phasing

<table>
<thead>
<tr>
<th></th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>New retail in mixed use (sqf)</td>
<td>36,000</td>
<td>51,250</td>
<td>230,250</td>
<td>46,500</td>
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<tr>
<td>New retail in live/work (sqf)</td>
<td>23,400</td>
<td>14,400</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Town homes (units)</td>
<td>109</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Live/work (units)</td>
<td>39</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Office (sqf)</td>
<td>28,625</td>
<td>25,625</td>
<td>111,875</td>
<td>15,125</td>
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<tr>
<td>New lofts (units)</td>
<td>115</td>
<td>96</td>
<td>132</td>
<td>65</td>
</tr>
</tbody>
</table>

![Diagram showing phases 1 to 4 with areas labeled Phase 1, Phase 2, Phase 3, Phase 4]
Fiscal Analysis

Fiscal Impact

<table>
<thead>
<tr>
<th>Existing Value: $48,206,147</th>
<th>Property Value</th>
<th>Property Tax Revenue</th>
<th>Retail Sales</th>
<th>Sales Tax Revenue</th>
<th>Total Tax Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing + Phase 1</td>
<td>$101,484,897</td>
<td>$370,820</td>
<td>$11,880,000</td>
<td>$237,600</td>
<td>$608,420</td>
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<tr>
<td>Existing + Phase 1-2</td>
<td>$132,156,147</td>
<td>$584,292</td>
<td>$25,010,000</td>
<td>$500,200</td>
<td>$1,084,492</td>
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<tr>
<td>Existing + Phase 1-3</td>
<td>$200,634,897</td>
<td>$1,060,904</td>
<td>$71,060,000</td>
<td>$1,421,200</td>
<td>$2,482,104</td>
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<tr>
<td>Existing + Phase 1-4</td>
<td>$218,328,647</td>
<td>$1,184,053</td>
<td>$80,360,000</td>
<td>$1,607,200</td>
<td>$2,791,253</td>
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</tbody>
</table>

The initiative offers the potential of four times current property tax base, with additional revenue approaching $3 million per year at buildout.