

Comprehensive Plan

City of DeSoto

September 2015



ACKNOWLEDGEMENTS

Many individuals provided knowledge, assistance, and insight throughout the process of developing this plan. The contributions of the following people are appreciated and helped to make this planning process and document possible:

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EXECUTIVE SUMMARY

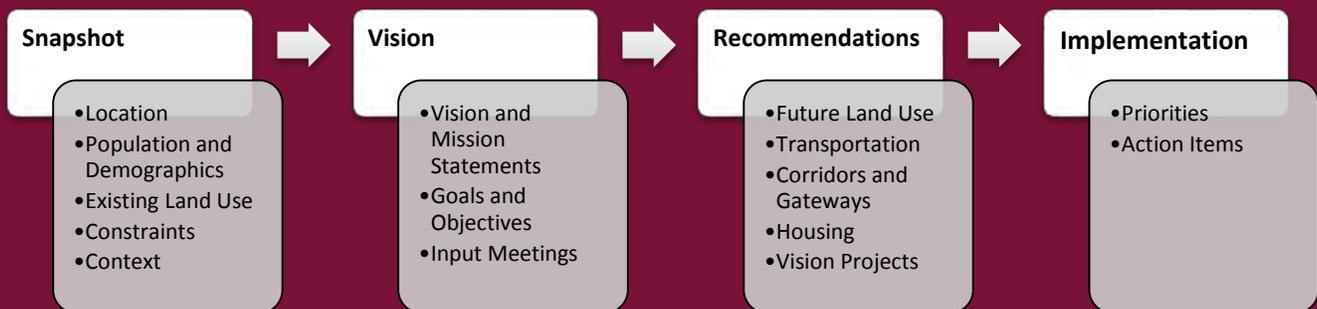
A city’s comprehensive plan is a long-range planning tool intended to be used by citizens, the City Council, City staff and other decision makers to create a vision for the community to guide growth and physical development for the next 10 to 20 years. The State of Texas has established laws with regard to the ways incorporated communities can ensure the health, safety, and welfare of their citizens. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Specifically, the law states:

The governing body of a municipality may adopt a comprehensive plan for the long range development of the municipality... A municipality may define the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations.

-Chapter 213 of the Texas Local Government Code

The City of DeSoto has embarked on an important journey with the creation of its 2015 Comprehensive Plan. This plan will provide a unified vision of what DeSoto can become, as well as a long-range statement of the City’s public policy. It is important to note that this plan is not a mandate. It is actually a flexible guide for City Staff and City decision makes to determine the future of DeSoto. It contains ideas, graphics, policies and actions that were identified by residents and molded into an agreed-upon vision for the future.

The comprehensive plan was created by the people who know it best, its residents, through a Comprehensive Plan Steering Committee, which was created to guide the development of actions, policies and future land use scenario for the City. The steering committee was comprised of nine diverse stakeholders in DeSoto who were a part of the **Comprehensive Plan development process, depicted in the graph below:**



The plan will also encourage economic development in the business and real estate markets of the community by providing a plan that supports the long-term sustainability and viability of business and real estate investment.



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CHAPTER 1: COMMUNITY SNAPSHOT

Effective planning requires an understanding of a number of important baseline features including demographics, existing land use, physical constraints, past planning efforts and the planning context. Understanding these factors allows for a reliable and coordinated future land use and transportation decisions to be made. Because DeSoto is part of a greater metropolitan area, understanding its context and function within the region will result in the development of coordinated, informed, and realistic scenarios.

The Community Snapshot provides a baseline analysis of the current and historical social, demographic, and physical characteristics of the City. The data provides planners and stakeholders a basis from which to make informed planning decisions and create a vision for the future of the community.

Regional Location

DeSoto, one of the Dallas-Fort Worth region’s ‘Best Southwest’ cities (see page [26](#) for more information), is located in southern Dallas County at the juncture of IH-20, IH-35, and US 67 and bordered by the cities of Dallas, Duncanville, Cedar Hill, Glenn Heights, and Lancaster.

DeSoto’s regional position presents a major opportunity for the City and its residents, because it is a 20 minute drive from Dallas and within 45 minutes of the major employment and entertainment centers in Arlington and Fort Worth.

Chapter Guide

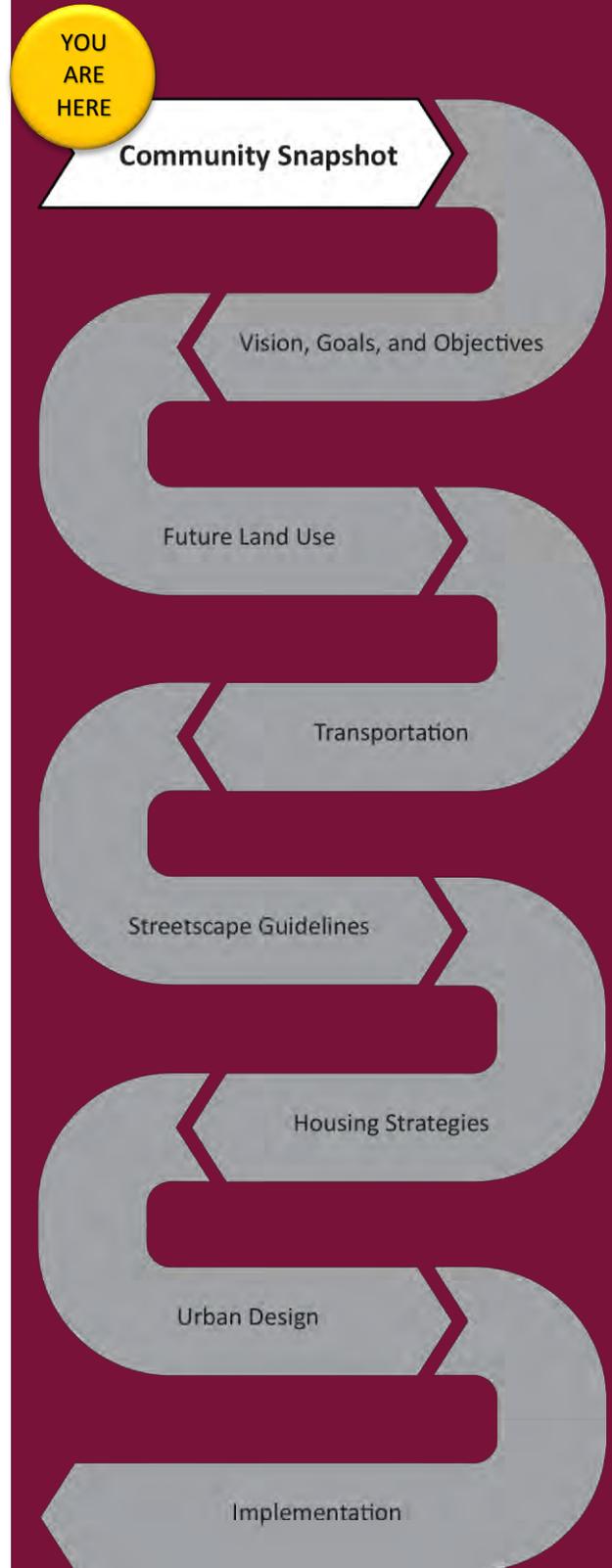
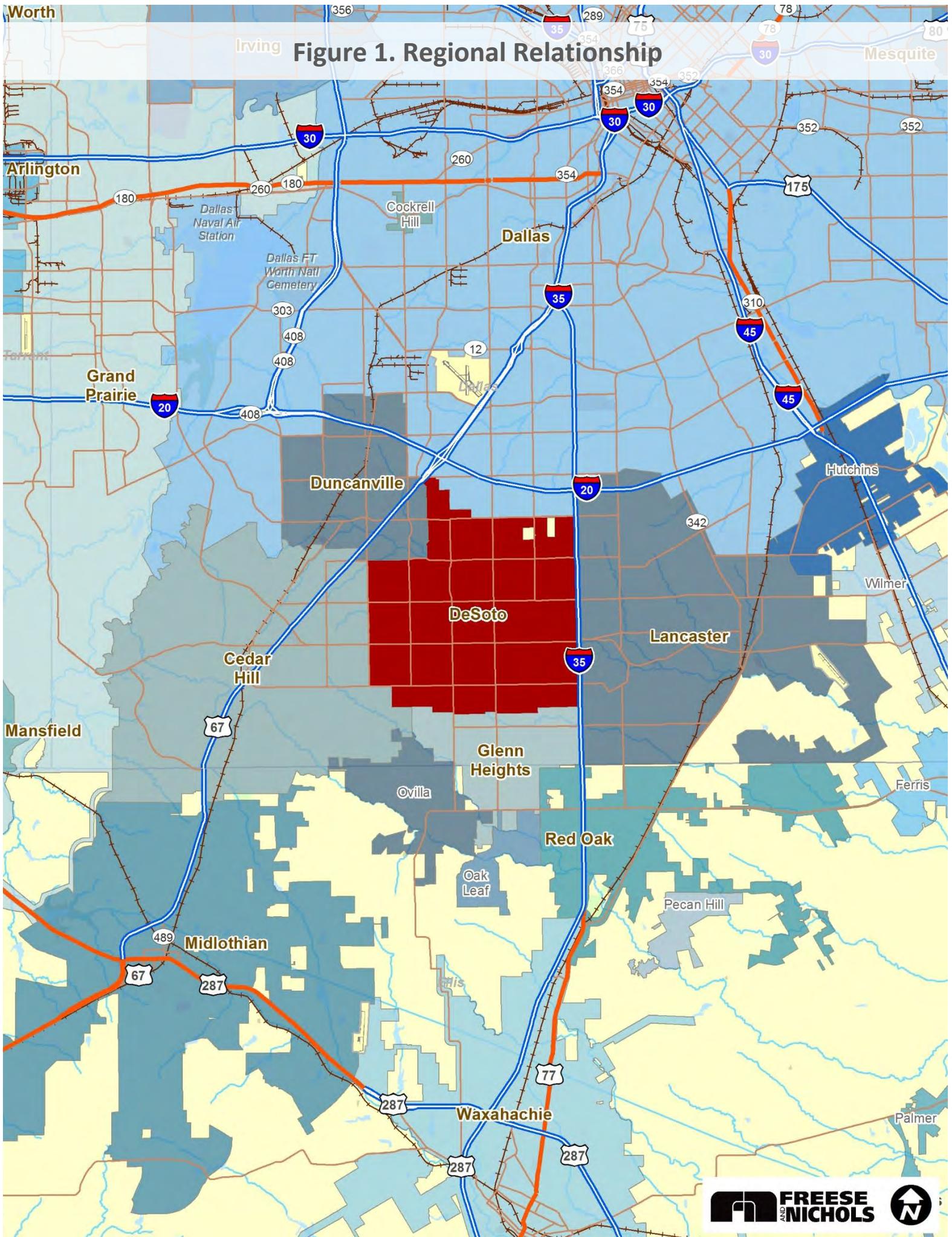


Figure 1. Regional Relationship



Population and Demographic Profile

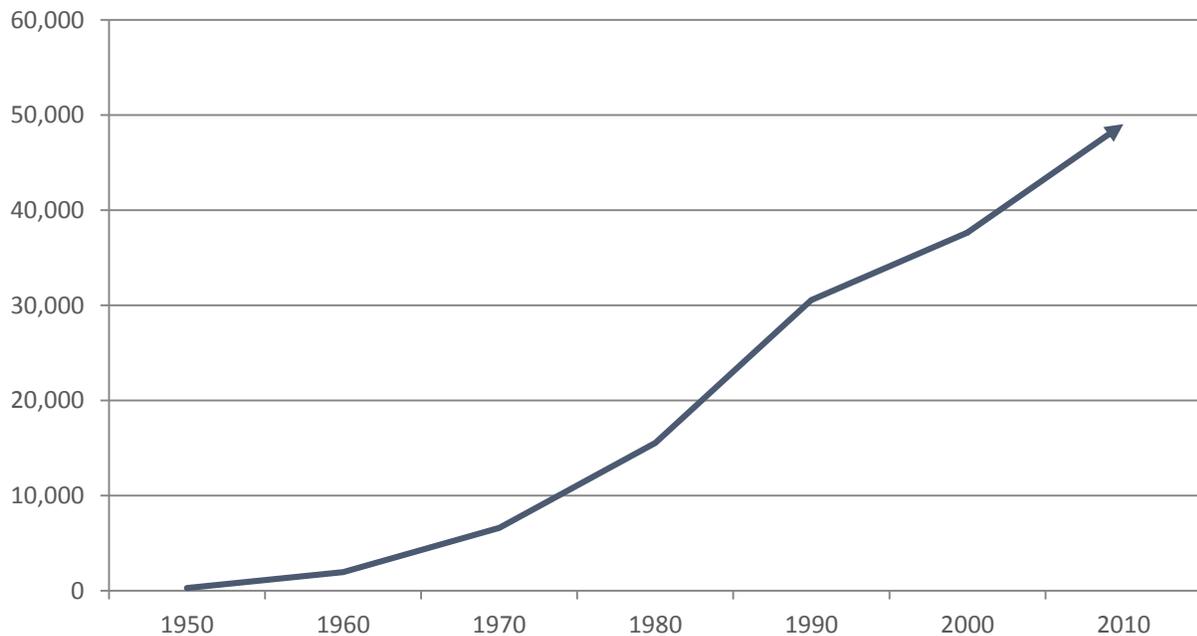
DeSoto is among the most diverse cities in the Dallas-Fort Worth Metroplex, containing a variety of incomes, ages, ethnicities, and educational backgrounds. Understanding the City's population and capturing its vision for future growth and development is essential for the success of the 2015 Comprehensive Plan. The following is a snapshot of the historic growth and development of the City of DeSoto. The Comprehensive Plan Steering Committee and City Stakeholders will use this snapshot as a planning tool and baseline for the future vision of DeSoto.

Population Trends

Population growth trends are important to consider because they tell a story about where a community has come from, which may project where it is going. Based on the data collected, DeSoto experienced rapid growth between 1980 and 1990, where the population grew by 97 percent, adding 15,006 new residents to the City. Growth continued at a slower rate between 1990 and 2000, increasing only 23 percent and adding 7,102 new residents. Between 2000 and 2010, the City grew by approximately 30 percent and added 11,401 new residents.

While not reflected in DeSoto's population count, rapid residential growth has occurred in the southwestern section of the City along Cockrell Hill Road and along the Parkerville corridor.

Figure 2. Historical Population Growth



Source: U.S. Census Bureau

Table 1. Population Growth of DeSoto and Dallas County

Year	DeSoto			Dallas County		
	Population	Population Change	Percent Change	Population	Population Change	Percent Change
1970	6,617	-	-	1,327,321	-	-
1980	15,538	8,921	134.8%	1,556,390	229,069	17.3%
1990	30,544	15,006	96.6%	1,852,810	296,420	19.0%
2000	37,646	7,102	23.3%	2,218,899	366,089	19.8%
2010	49,047	11,401	30.3%	2,368,139	149,240	6.7%
2014*	50,520	1,473	3.0%	2,435,330	67,191	2.8%

Source: U.S. Census Bureau

*NCTCOG 2014 Population Estimates

Overall, Dallas County has experienced a decreased rate of growth over the past decade. Although the percentage of growth has decreased somewhat, the numeric growth of the county continues to increase. Between 2000 and 2010, the county added 149,240 new residents, which is less than half the growth of the previous decade. Despite overall growth trends in Dallas County, DeSoto is situated in a prime location to capitalize on rapid regional growth, which will facilitate the need for additional retail, commercial and office uses to support a growing population. Vacant land along the community’s corridors and southern and northern boundaries will serve as prime locations to accommodate this future growth.

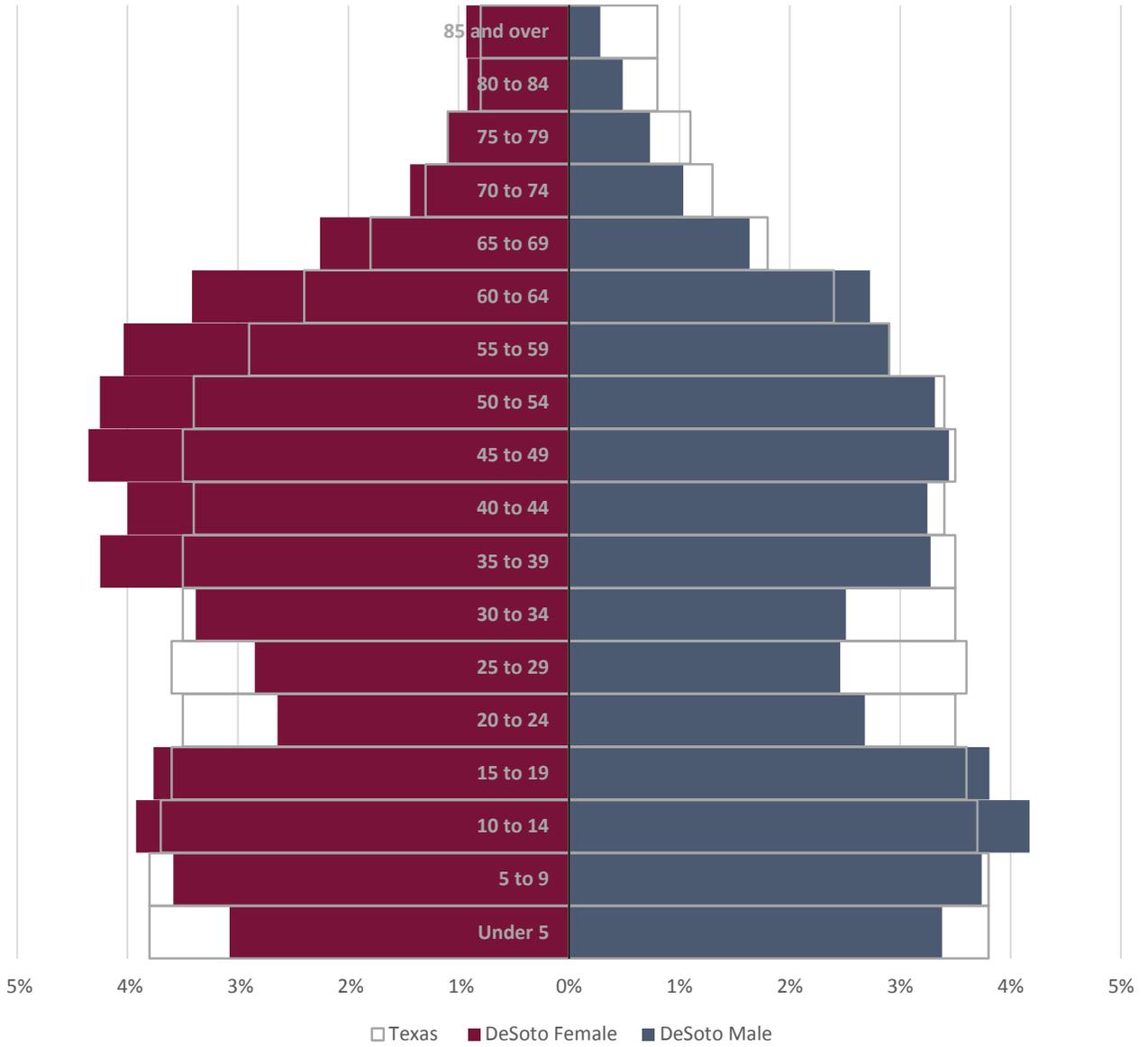
Age and Gender

Age and gender have a direct bearing on the housing, retail, and entertainment markets for a city. Cities with large populations of seniors, for instance, have to consider adjusting housing and transportation options to accommodate a higher population of aging residents. Likewise, communities with higher proportion of residents in family formation years, have to plan for more family-oriented housing and entertainment options, as well as schools and employment opportunities.

A useful way to examine age composition within DeSoto is through the age pyramid. The age pyramid analyzes age into 5-year cohorts and is a graphic representation of age distribution within the community. In the graphic on the following page, the red and blue bars represent the age breakdown for the City of DeSoto, while the gray outline represents the age breakdown for the State of Texas as a whole.

The age pyramid reveals that DeSoto has a slightly larger percentage of residents between 35 and 69 than the State of Texas as a whole. The City also has a higher percentage of children between the ages of 10 and 19. This composition indicates the presence of residents in their highest earning years and families with older children within the community. Conversely, DeSoto has a lower percentage of individuals between the ages of 20 and 34 than the State, which indicates the presence of fewer young professionals and starter families within the community.

Figure 3. Age Cohort Pyramid



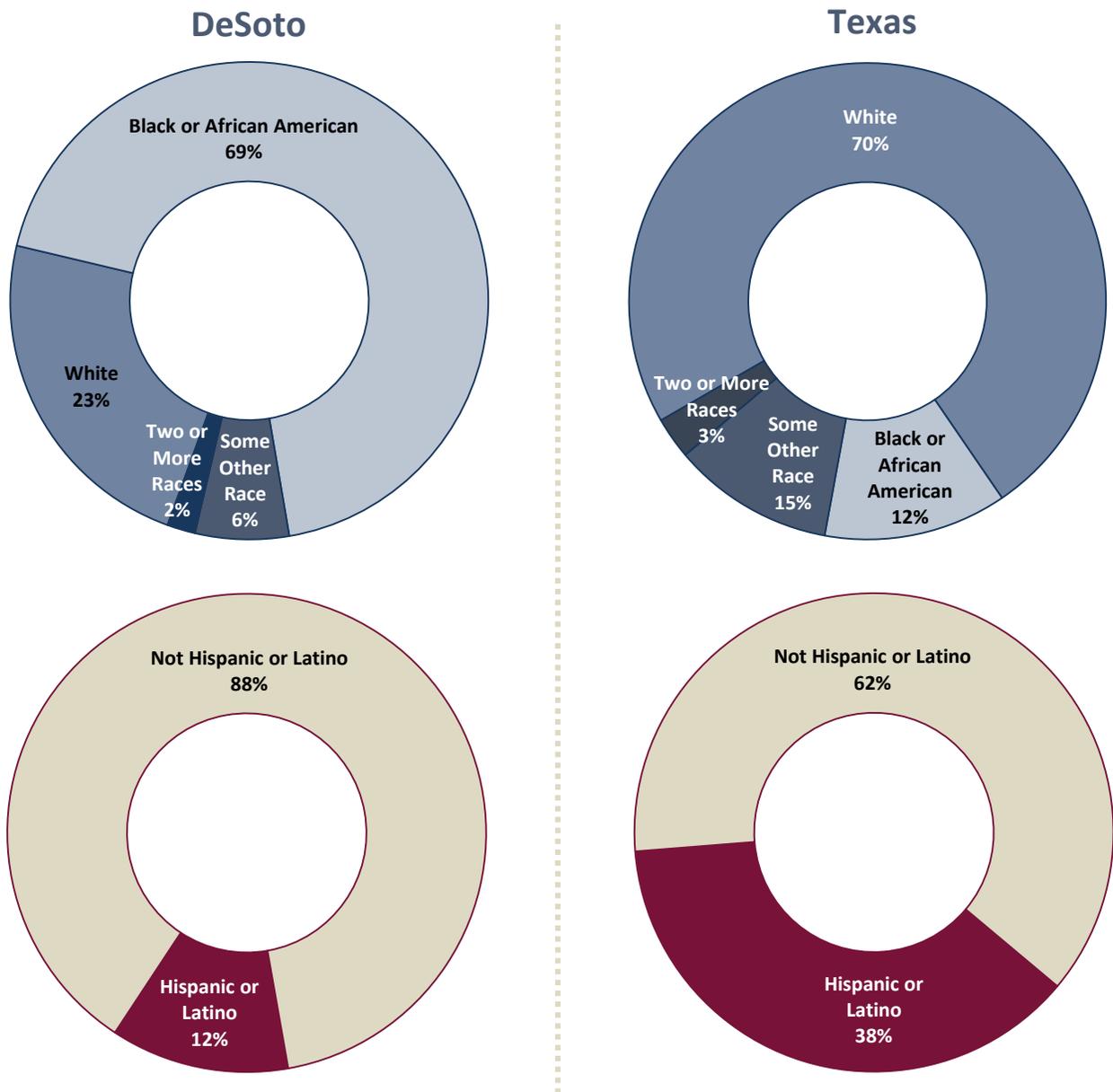
Source: U.S. Census Bureau

Racial and Ethnic Diversity

In the 2010 Census, those who identify as African American made up the largest portion of the total population in DeSoto, accounting for approximately 69 percent of the total population. This is significantly higher than the State of Texas, which is at 12 percent. As shown in [Figure 5](#) on the following page, the racial composition of DeSoto have shifted significantly from 1990 to 2010.

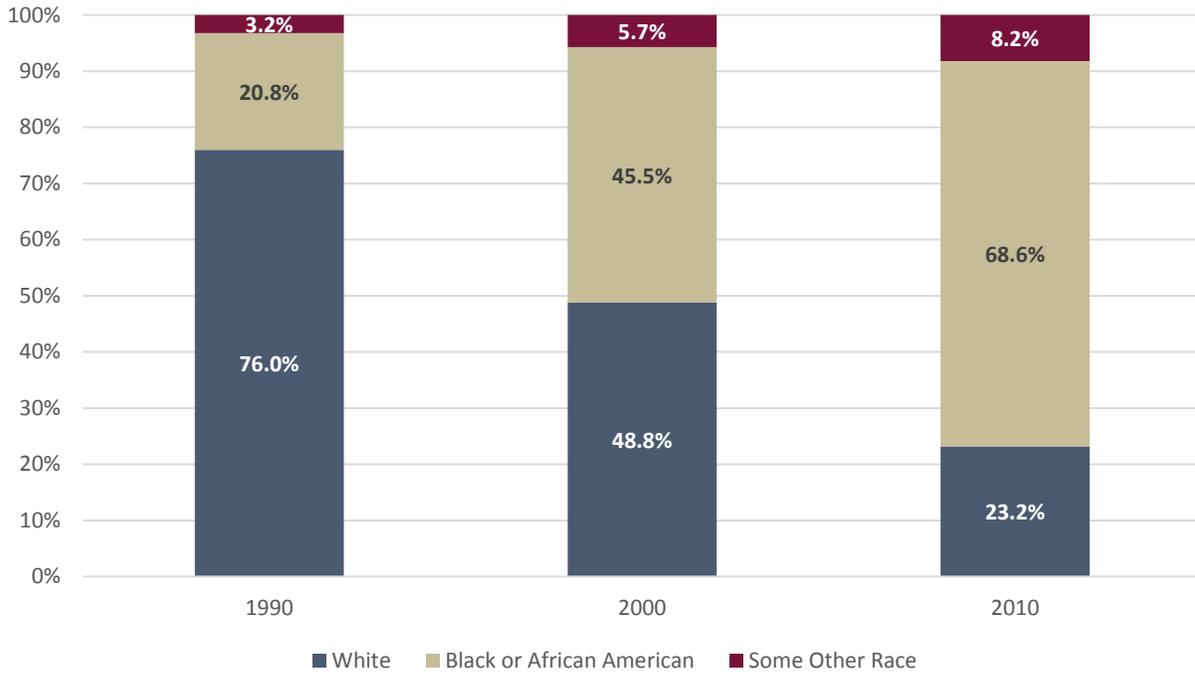
The ethnic composition of DeSoto as of the 2010 Census was 12 percent Hispanic or Latino. In comparison, the 2010 Census shows approximately 38 percent of the population within Texas identified as Hispanic or Latino.

Figure 4. Racial Distribution and Ethnic Composition of DeSoto and the State of Texas



Source: U.S. Census Bureau

Figure 5. 1990-2010 Change in Racial Composition



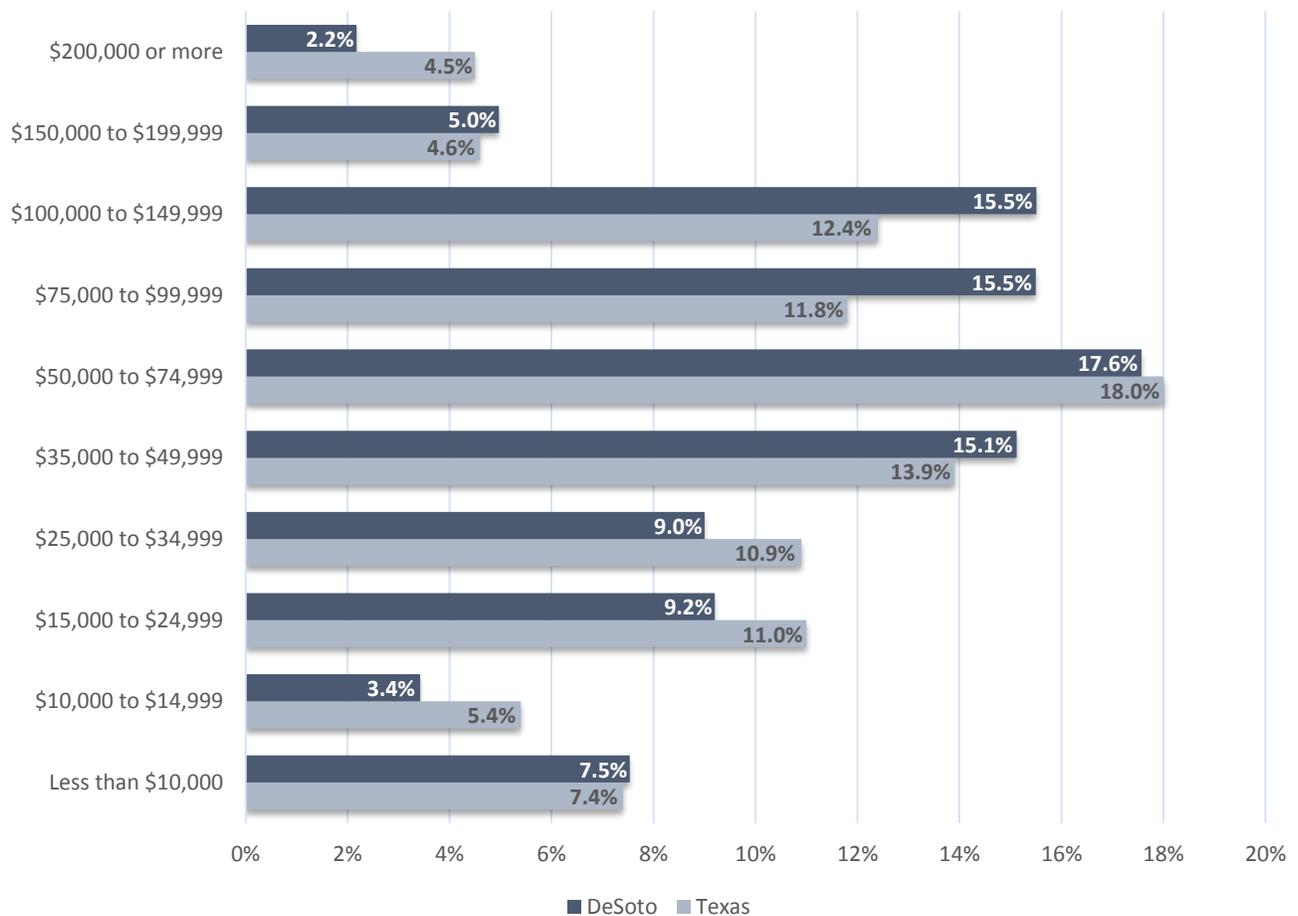
Source: U.S. Census Bureau

Income

Income can serve as an indicator for the retail market. For example, higher income levels generally mean more disposable income and more retail possibilities, which can translate into a higher tax base for the community. The graph below shows income comparisons with the State and selected communities to reflect household income.

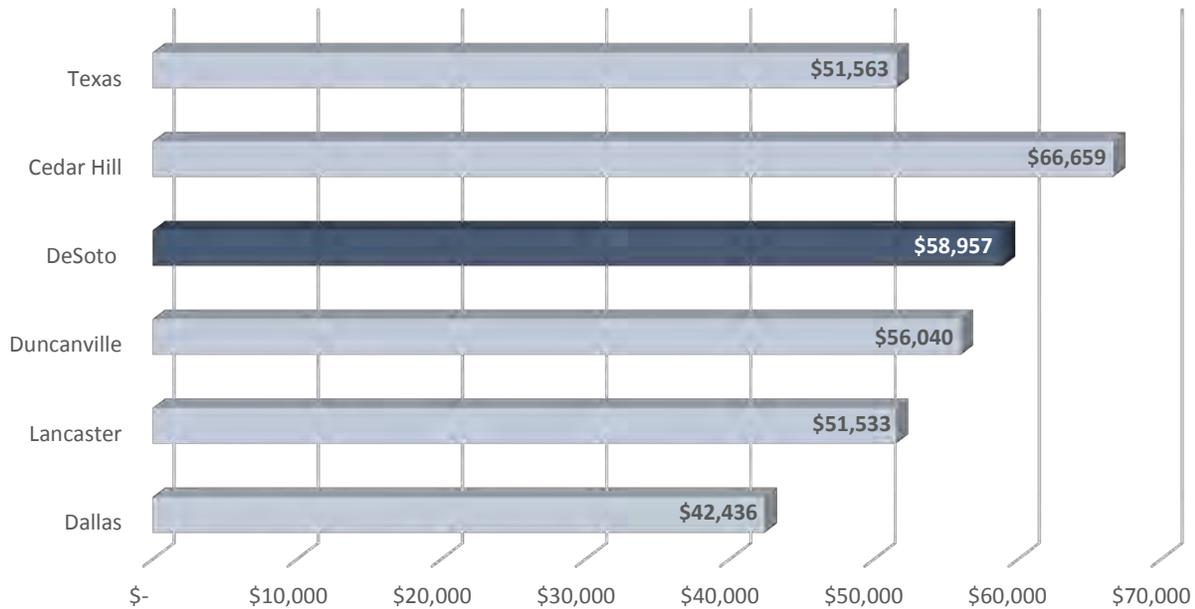
When compared to the State of Texas (see [Figure 6. Income Distribution Comparison of DeSoto and Texas](#)), DeSoto has a larger number of households earning over between \$100,000 and \$199,999. The largest income bracket for DeSoto was families earning \$50,000 to \$74,999 per year, followed by families earning \$75,000 to \$99,999 and \$100,000 to 149,999 per year, which captured equal proportions of the population. The percentage of families earning less than \$49,999 was similar in DeSoto to the State of Texas—44 percent compared to 49 percent for the State. The median household income for DeSoto according to the 2008-2012 American Community Survey was \$56,886 compared to the State of Texas average at \$51,563 (see [Figure 7. Median Household Income Comparison](#)). This data indicates that DeSoto has a similar purchasing power to the State of Texas as a whole, which may serve as an attractive asset for future retail within the community.

Figure 6. Income Distribution Comparison of DeSoto and Texas



Source: U.S. Census Bureau

Figure 7. Median Household Income Comparison

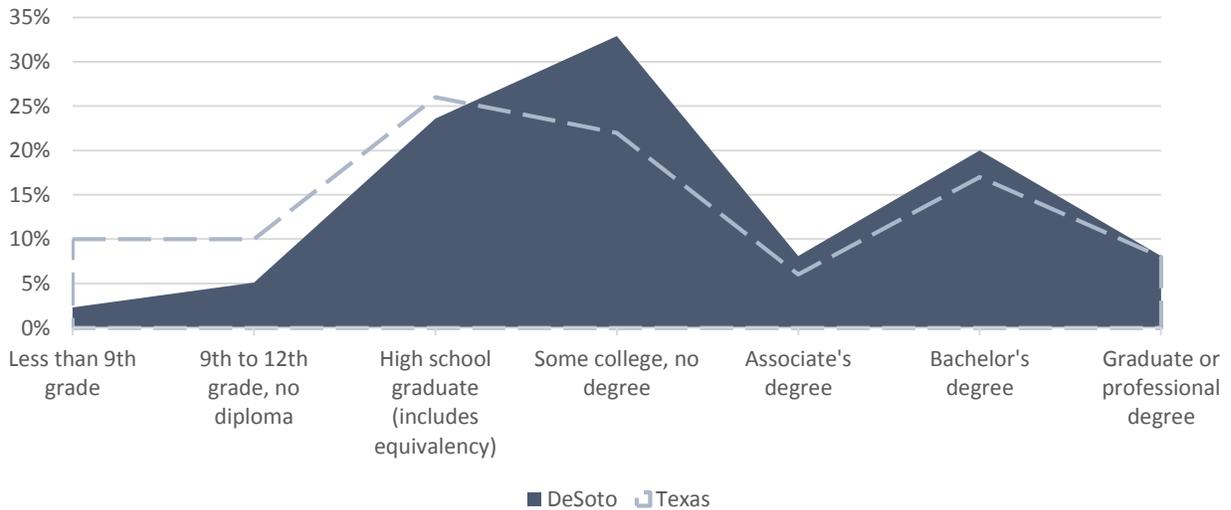


Source: U.S. Census Bureau 2009-2012 American Community Survey

Education

Trends relative to the educational level of a population generally indicate the skill and abilities of the residents of the community. According to the 2008-2012 American Community Survey, DeSoto has a higher educational attainment than the State of Texas as a whole (see [Figure 8. Educational Attainment Comparison](#)). Only 7 percent of DeSoto residents have less than a high school diploma, compared to the State at 20 percent. The City also has a higher percentage of residents with an associate’s and bachelor’s degree than the State. However, the State has a slightly higher percentage of graduate or professional degrees.

Figure 8. Educational Attainment Comparison



Source: U.S. Census Bureau 2009-2012 American Community Survey

Households

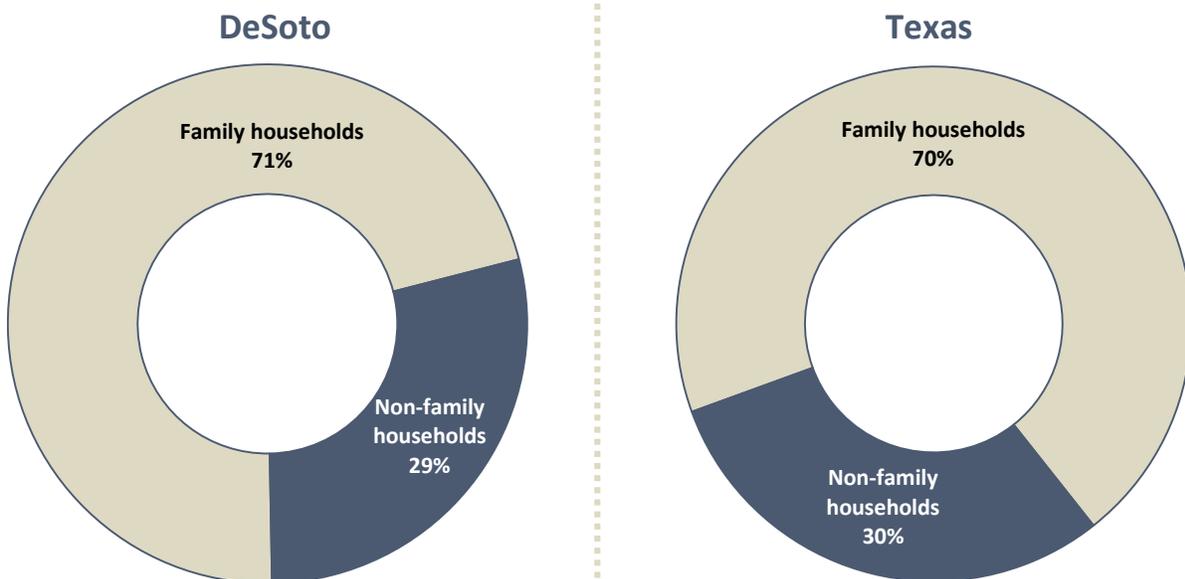
Household composition has shifted over the past decades from predominately traditional families to a large percentage of nontraditional and blended families, referring to a combination of two families, single-parent families, and couples without children, among others. By examining the composition of households within a community, potential needs within the community can also be determined, which can help DeSoto more appropriately address the needs of its residents. According to the data, DeSoto has a similar portion of Family Households to the State of Texas, which is shown to be 71 percent compared to approximately 70 percent. According to the survey, 49 percent of Family Households identified as a Married-Couple Family, while approximately 19 percent of households identified as Female Householder only households. About 35 percent of households had children under the age of 18 present within the household. The percentage of householders living alone in DeSoto was also slightly higher than the State.

Table 2. Household Type

Household Type	DeSoto	Texas
Family Households	71.0%	69.9%
Married-Couple Family	49.4%	50.7%
Other Family	21.6%	19.2%
Female Householder, no Husband Present	18.8%	14.2%
Non-family Households	29.0%	30.1%
Householder Living Alone	26.7%	24.9%
Householder Not Living Alone	2.3%	5.2%
Households with Related Children under 18 Years	37.5%	38.3%
Households without Related Children under 18 Years	62.5%	61.7%

Source: U.S. Census Bureau 2009-2012 American Community Survey

Figure 9: Household Type



Existing Land Use Analysis

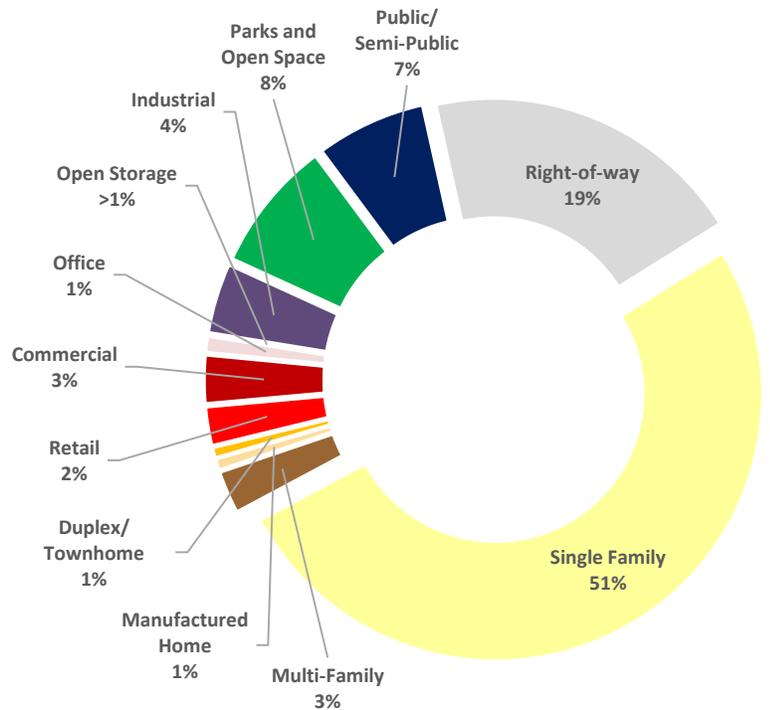
Table 3 shows the generalized existing land use composition for DeSoto, the extraterritorial jurisdiction (ETJ) and the planning area (city limits and ETJ combined).

City Limits

Within the city limits of DeSoto, single family residential constitutes the largest land use at 35.9 percent. This is followed by vacant acreage at 25.4 percent. Commercial land use comprises about two percent, and office, open storage, manufactured homes, and duplex/townhome each compose less than one percent of the total land use acreage within the City.

Figure 10 shows the distribution of existing developed land use types within DeSoto’s city limits, excluding vacant and agricultural acreage. When vacant and agricultural acreage are removed and only developed land is analyzed, approximately 51 percent of the land use acreage is single family residential, followed by right-of-way at 19 percent, and parks and open space at 8 percent.

Figure 10. Percentage of Developed Existing Land Uses within the City Limits



Source: Freese and Nichols, Inc.

Extraterritorial Jurisdiction (ETJ)

Extraterritorial jurisdiction (ETJ) is the land that an incorporated city may legally annex for the purpose of planning and accommodating future growth and development. The City of DeSoto is bordered by Duncanville, Dallas, Cedar Hill, Glenn Heights, and Lancaster. As a result, outward expansion and annexation opportunities are limited. Within the ETJ, the largest land use is single family residential at 57.7 percent followed by right-of-way at 23.6 percent, and vacant land at 18.6 percent.

Planning Area

The term “planning area” refers to the City limits and ETJ combined. This area must be viewed in its entirety to make appropriate and coordinated decisions between what the City currently controls and what the City may control in the future. Within DeSoto’s planning area, approximately 36 percent of the land is single family residential. This is followed by vacant land at 25.4 percent and right-of-way at 13.8 percent.

Table 3. Existing Land Use for the City, ETJ, and Total Planning Area

Land Use	City Limits		ETJ		Planning Area	
	Acres	Percent	Acres	Percent	Acres	Percent
Single Family	4,952	35.9%	31	57.7%	4,983	36.0%
Multi-Family	253	1.8%	-	-	253	1.8%
Manufactured Home	70	0.5%	-	-	70	0.5%
Duplex/Townhome	64	0.5%	-	-	64	0.5%
Retail	231	1.7%	-	-	231	1.7%
Commercial	286	2.1%	-	-	286	2.1%
Office	98	0.7%	-	-	98	0.7%
Open Storage	3	0.0%	-	-	3	0.0%
Industrial	414	3.0%	-	-	414	3.0%
Parks and Open Space	776	5.6%	-	-	776	5.6%
Public/Semi-Public	648	4.7%	-	-	648	4.7%
Agriculture	590	4.3%	-	-	590	4.3%
Right-of-Way	1,900	13.8%	13	23.6%	1,913	13.8%
Vacant	3,503	25.4%	10	18.6%	3,513	25.4%
Total Acres	13,787		54		13,841	

Source: Freese and Nichols, Inc.

Vacant Acreage

Approximately 30 percent of DeSoto’s 21.6 square mile planning area is considered vacant, agricultural, or undeveloped land. This land amounts to 4,103 acres and has the potential to be developed in the future or preserved for community open space. The majority of this land is in the north sector of the City above Wintergreen Road and in the southwest section of the City around Cockrell Hill Road and Duncanville Road. The importance of analyzing the amount of vacant land within the City lies in the fact that it is this land that will allow DeSoto to grow in population and development in the near future. This land also represents areas where decisions must be made regarding service provisions and future roadway expansion.

Most communities do not develop in a manner where 100 percent of the land is utilized. Approximately 10 percent of the land typically remains vacant or undeveloped. However, the existing percentage of vacant or undeveloped acreage within DeSoto does provide room to accommodate future population, retail and commercial growth.

Figure 11. Developed Planning Area Acreage

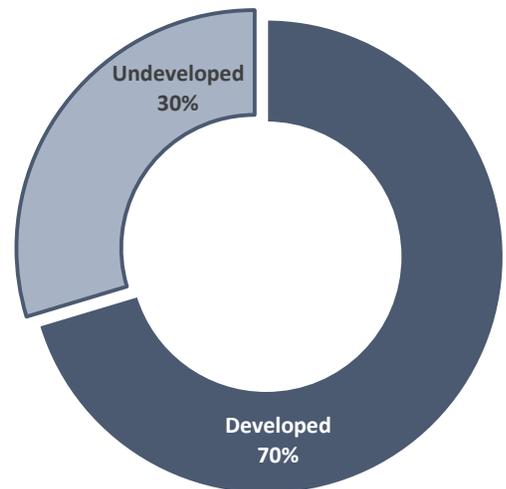
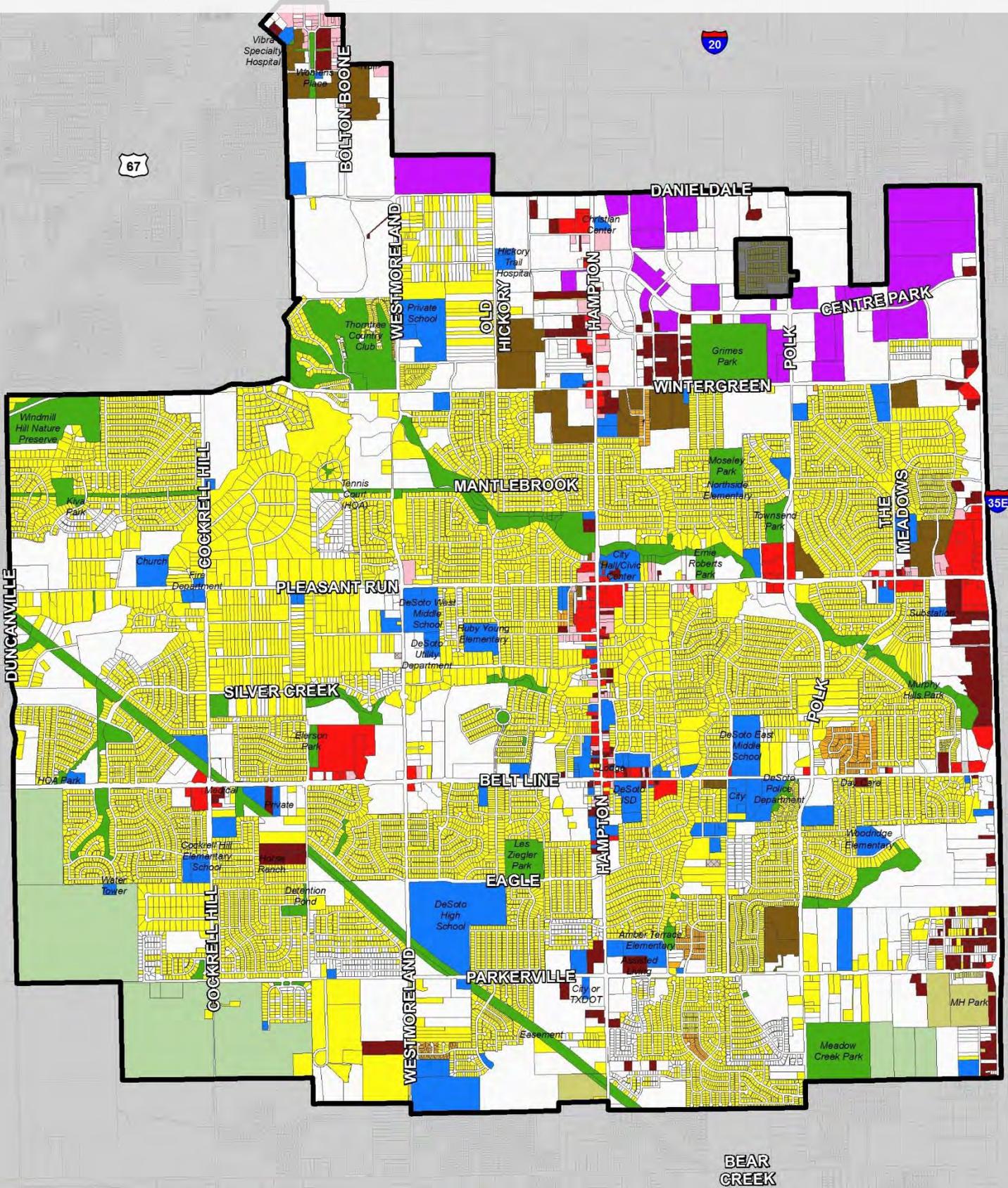


Figure 12. Existing Land Use Map



	Agriculture		Office		Public/Semi-Public
	Single Family		Retail		Right-of-way
	Two-Family/Duplex/Townhome		Commercial		Open Storage
	Multi-Family		Industrial		Vacant
	Manufactured Home		Parks and Open Space		ETJ

FREESE AND NICHOLS

0 0.5 1 Miles

Physical Constraints

DeSoto's constructed and natural patterns have influenced the shape and growth of the City. Understanding how such features influence and regulate City expansion creates the knowledge of how and where the City can grow in the future. These patterns are divided into two primary categories: **Natural constraints** that examine the geographical aspects of DeSoto and **constructed constraints** that examine features that have been constructed or added to the City.

Natural Constraints

Natural features influence what type of development can occur and where such development may most appropriately occur. Topography and floodplain are typically factors that can have a direct effect on development and are therefore important factors that should be considered during the planning process, especially in planning for future land use, public facilities, and thoroughfares.

As shown in [Figure 13. Topography](#), DeSoto is located on relatively flat land, with its highest point near the southwest section of the City along South Duncanville Road, at 766 feet. The lowest area is 498 feet and located at the intersection of IH-35 and Ten Mile Creek within the flood plain.

The 100 year floodplain bisects the entire City of DeSoto, following Ten Mile Creek from the southeast section of the City around Polk Street and East Pleasant Run to the northwest border around Westmoreland Road and Wintergreen Road. Much of the land in the floodplain is currently used for parks and open space.

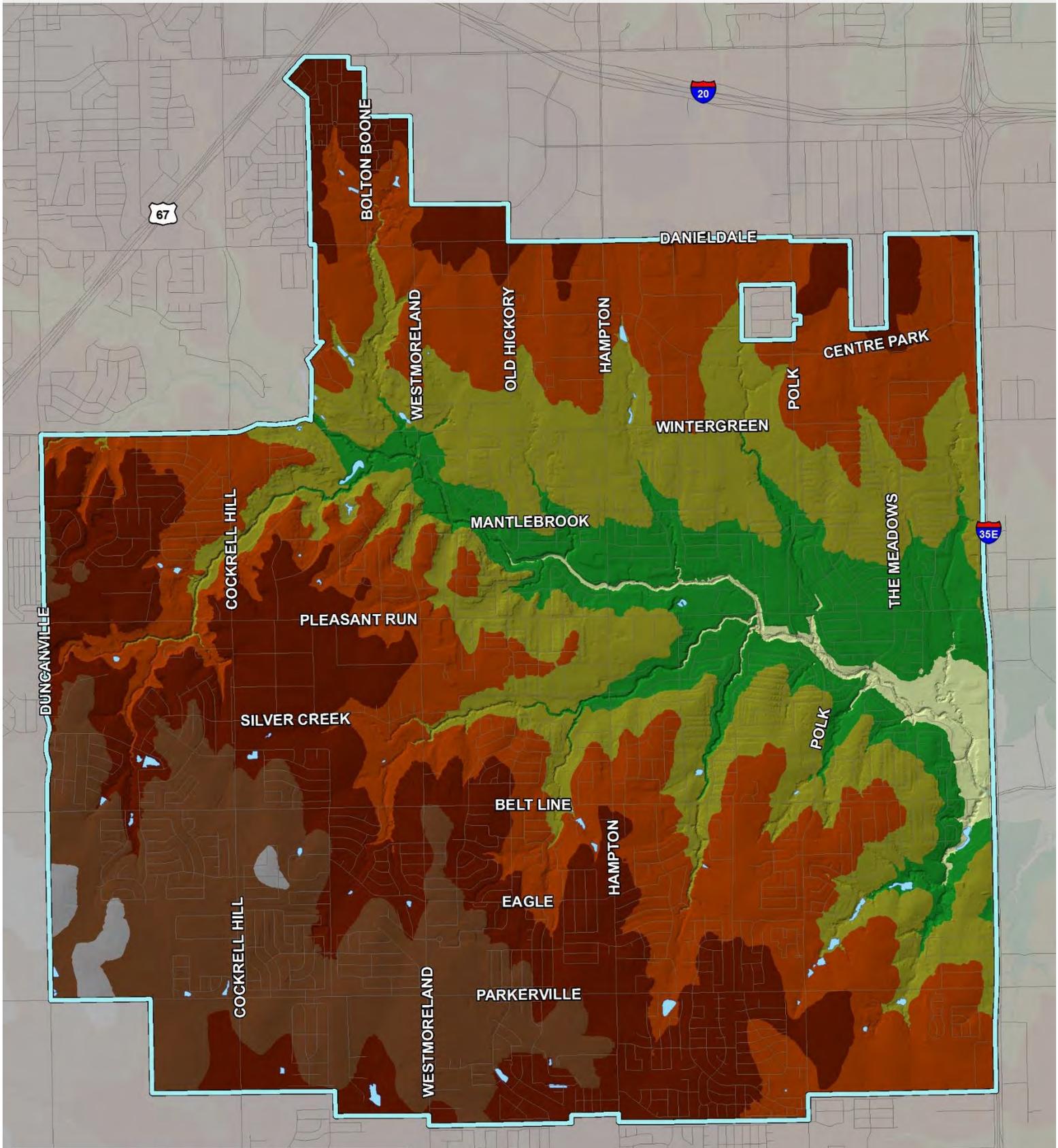
Constructed Constraints

Constructed features, such as transportation facilities, public infrastructure and City limit/extraterritorial jurisdiction (ETJ) boundaries, are significant because they influence development patterns (see [Figure 14. Physical Features](#)). The most prominent constructed feature in the City is IH-35, which doubles as the primary thoroughfare in and out of the City, as well as the eastern border. Other constructed features include a utility easement running northwest-southeast through the City, and pipelines along South Hampton Road, Cockrell Hill Road, Pleasant Run, and various other locations in the City.

The City limit boundary of DeSoto was established during growth and development and currently stands at just over 21.5 square miles. The City may exercise the highest degree of control over land use decisions within the City limits, particularly through zoning.

The City's ETJ is very limited, with only one small area that is already developed with a single family neighborhood. It is not anticipated that any changes will take place regarding the expansion of City limits into the ETJ in the foreseeable future.

Figure 13. Topography

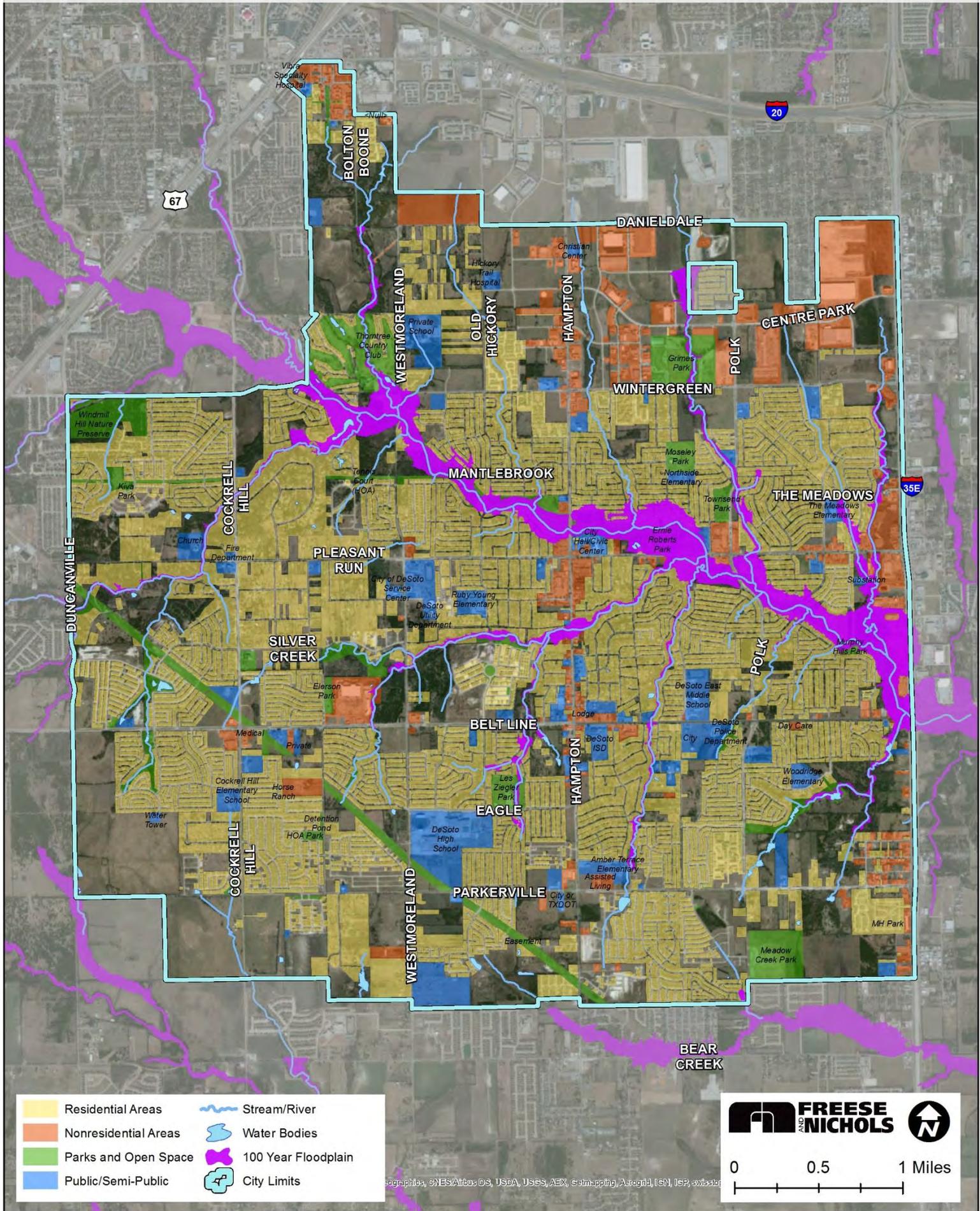


Elevation			
	624 - 666		City Limits
	582 - 624		NHD Water Bodies
	540 - 582		
	498 - 540		
	456 - 498		

BEAR CREEK

0 0.5 1 Miles

Figure 14. Physical Features



- Residential Areas
- Nonresidential Areas
- Parks and Open Space
- Public/Semi-Public
- Stream/River
- Water Bodies
- 100 Year Floodplain
- City Limits

FREESE AND NICHOLS

0 0.5 1 Miles

Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo

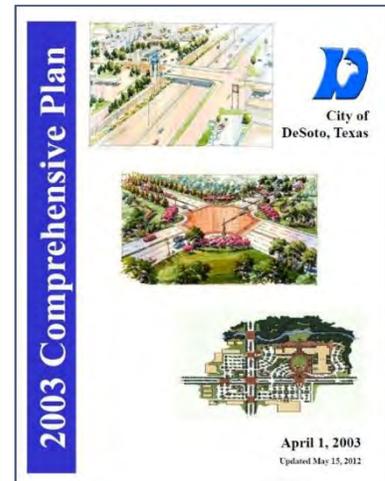
Planning Context

Incorporating past planning efforts in a city is essential to any future comprehensive plan. These past efforts provide a snapshot of the steps a city took to reach its current position and a guidebook of strategies that may or may not have had success in the past. A number of planning efforts have been made to improve and grow the City of DeSoto, including, but not limited to, past comprehensive planning efforts, transportation studies, and regional planning documents. A brief summary of each is included in the following pages.

2003 Comprehensive Plan

On April 1, 2003, the City of DeSoto adopted its 2003 Comprehensive Plan, identifying goals and objectives to implement the desired vision for the community. The City has been proactive in the past about conducting updates to the plan to continue to identify and prioritize strategies for staff and other decision makers.

It is important that the efforts put forward to implement the goals and objectives of the 2003 Comprehensive Plan be incorporated within this Comprehensive Plan, when possible, to build upon past efforts and momentum. The more this plan is coordinated with previous planning efforts undertaken by citizens and staff, the better equipped it can be to serve the community both in terms of a comprehensive vision and in its day-to-day use.



ITEMS IDENTIFIED BY THE 2003 COMPREHENSIVE PLAN

Comprehensive Plan Goals:

- Land Use Goal: Achieve a harmonious mix of land uses that will provide and protect the desired quality of life, and recognize the topographic features that make DeSoto a wonderful place to live, work and visit.
- Transportation Goal: Provide for the safe and efficient movement of goods and people to, from and within DeSoto to address the current and forecasted future transportation needs of citizens and businesses to benefit the economy and quality of life of DeSoto.
- Urban Design Goal: Enhance the appearance of the City of DeSoto by connecting quality residential areas to the natural environment, improving existing commercial nodes, retaining a reminder of rural characteristics in an urban setting, providing design criteria for new development and distinguishing the entrances to the City.

Key Objectives:

- Provide a mix of different land uses in appropriate locations that will attract both residential and business uses.
- Provide for the enhanced mobility of pedestrians and bicyclists in the community to promote citizen health, safety and quality of life.

Best Southwest

Best Southwest (<http://www.bestsouthwest.org/>) is a partnership between several cities in the southwest Dallas and north Ellis counties experiencing rapid economic and population expansion. Along with DeSoto, partner cities include Cedar Hill, Lancaster, and Duncanville; and associate cities include Ferris, Wilmer, Glenn Heights, Hutchins, Midlothian, Ovilla, and Red Oak. The purpose of the partnership is to promote the economic, education, and legislative well-being of southwest Dallas and north Ellis counties.



The goals of Best Southwest include:

- Fostering economic development in the trade area.
- Encouraging legislative positions that will improve the business environment.
- Creating joint marketing programs promoting assets of the participating communities.
- Promoting other partnerships among civic businesses and educational entities for area benefit.

The area’s popularity is not only spurred by its economic and growth potential, but also by the beautiful scenery that features majestic natural landscapes, scenic hillsides, Joe Pool Lake, and Cedar Hill State Park. With a growing population projected to reach upwards of 60,000 by 2035, DeSoto is in prime position to take advantage of the development potential of the Best Southwest area.

Vision North Texas

Vision North Texas (VNT) was a regional planning effort that included many regional communities, including the three major population centers of Dallas, Fort Worth and Arlington. Representatives from communities both large and small participated in extensive visioning and scenario development exercises. Exercises focused on developing various scenarios and development alternatives, including a “business as usual” scenario. The goal of the planning process was to collectively determine the best way to accommodate the anticipated growth of the DFW metropolitan area in the coming decades while ultimately preserving the quality of life that residents of the area expect and desire.



The culmination of the planning efforts resulted in the creation of *North Texas 2050*. This document concentrated on creating centers of activity within the metropolitan area that are linked together by various transportation modes, including highways and passenger rail. These activity centers would concentrate office, retail, entertainment and residential uses within a confined area, typically with higher levels of density to promote transit and walkability, while also creating opportunities for low density single family neighborhoods. Generally, the idea

was to provide choice within the metropolitan area, giving residents the ability to determine the type of environment that best suits their needs.

VNT identifies DeSoto as an “outer tier community” that provides diverse opportunities for living and working in an urban setting. Outer tier communities are typically suburban in nature and have available land for greenfield development. Many of the outer tier neighborhoods and businesses were developed post 1980 and are not currently in need of major rehabilitation and reinvestment. The DeSoto Comprehensive Plan, however, is a long term document and should take into account the age of residential and nonresidential stock.

North Central Texas Council of Governments (NCTCOG)

NCTCOG is the metropolitan planning organization that encompasses the 16 county North Texas region. NCTCOG works to ensure that growth within the North Texas region occurs in a coordinated fashion. The metropolitan transportation plan created by NCTCOG, known as Mobility 2035, contains a number of different components ranging from arterial roadway networks, freeways, rail transit and major trails, known as the Veloweb.

Coordination with NCTCOG will help to streamline projects within DeSoto, particularly if outside funding is desired or necessary. Typically, funding is awarded to projects that show planning and coordination at multiple levels. Ensuring that future roadway and transportation plans by the City are coordinated with NCTCOG will help DeSoto attract investment from both the public and private sector.

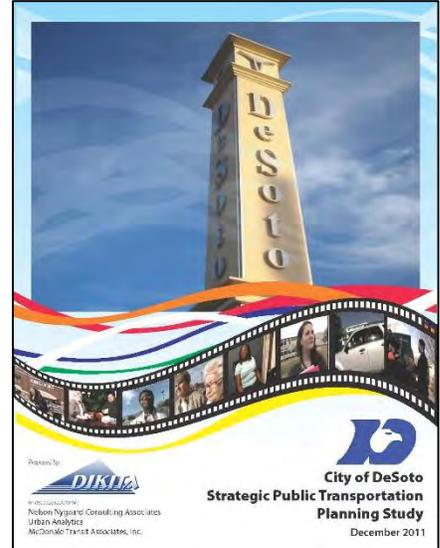
In addition to transportation, there are various grants that are awarded to communities in North Texas by NCTCOG. These grants are used to incentivize regional cooperation without requiring compliance. NCTCOG has established the Center of Development Excellence, which provides 12 guiding principles that it recommends communities to consider. Communities in North Texas are encouraged to incorporate these principles, where best applicable, and are awarded grants and additional funding to help communities with some of the initial costs, studies and plans associated with quality planning.

NCTCOG’s 12 Principles of Development Excellence

1. Development Diversity
2. Efficient Growth
3. Pedestrian Design
4. Housing Choice
5. Activity Centers
6. Environmental Stewardship
7. Quality Places
8. Efficient Mobility Options
9. Resource Efficiency
10. Educational Opportunity
11. Healthy Communities
12. Implementation

City of DeSoto Strategic Public Transportation Planning Study

The Strategic Public Transportation Planning Study is a transit needs assessment that evaluated the City of DeSoto's current travel patterns, demographics and demand for public transit. The document includes a needs assessment, case studies on transportation alternatives implored in the Dallas-Fort Worth Metroplex and recommendations on next steps to develop viable transit options. Overall, the study found strong interest in public transportation in the City, particularly the extension of DART services into the City. Despite this result, travel patterns did not indicate a strong enough concentration of demand to warrant fixed-route service. Below is a list of recommended transportation measures.



Phase 1 – Near Term Measures (2 years)

- Provide carpool matching assistance to DeSoto residents
- Provide vanpool matching
- Initiate a taxi subsidy program
- Expand the volunteer driver program
- Begin coordination with DART

Phase 2 – Intermediate Term (3-8 years)

- Begin a startup shuttle service
- Construct a park-and-ride in DeSoto
- Expand the City's role in coordinating local transportation

Phase 3 – Longer Term (>8 years)

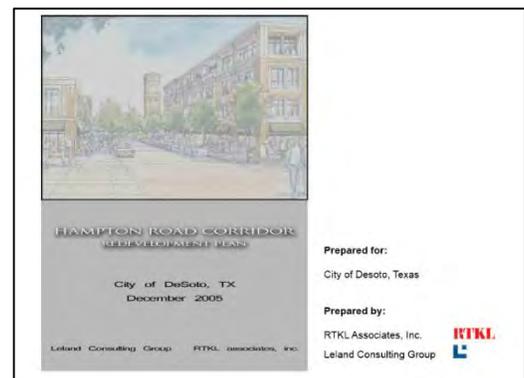
- Services introduced earlier will be evaluated and enhanced, if needed
- Developing dense mixed-use nodes may improve the viability of fixed- route transit options

Hampton Corridor Redevelopment Plan

In December 2005, the City adopted the Hampton Road Corridor Redevelopment Plan. The plan identified three catalyst projects along Hampton Road, which are intended to help promote redevelopment of the corridor. The Plan examined economic data and establish a trade area the Hampton Road Corridor.

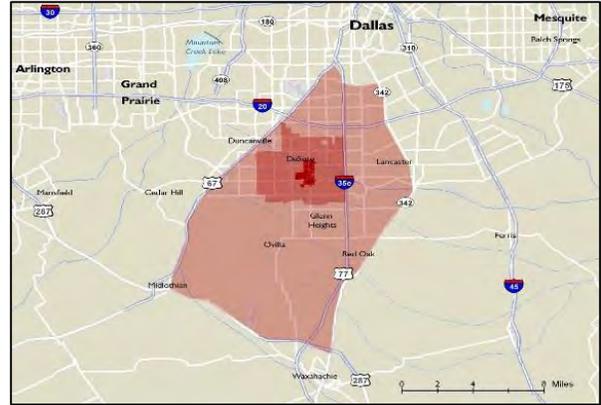
The plan had a positive economic outlook for future retails when it noted:

“Household incomes in the City of DeSoto exceed those of the trade area at \$57,700. Several siting representatives for national and regional retailers report minimum income thresholds below this median. Combined with a strong education profile and steady traffic counts, retail properties in the study area are well positioned to attract private investment.”



Additionally, the plan noted the following residential outlook.

“Through 2015, the overall trade area should see demand for 6,300 additional rental units and 16,318 for-sale units. In terms of single family attached product (townhomes and condos), the Hampton Road Corridor could capture approximately 300 units over the next 10 years. The largest concentrations of households will support multi-family units with rents in the \$875 to over \$1,000 per month range, and ownership units priced between \$175K and \$250K.”



With retail and residential growth anticipated, the desire the promote redevelopment occur along Hampton Road was planned to be support by three catalyst projects. The first project was the Town Center area, which has recently been completed. With Town Center being a part of the City Hall, the City sought to develop the surrounding area, and they were able to achieve this through public funding. The two remaining catalysts projects are intended to be solely market driven and are waiting for correct market conditions to redevelop.



2011 DeSoto Parks Plan

The purpose of the 2011 Master Plan is to guide parks, recreation, open-space and trail development over the next 5, 10 and 20 year periods. The first park Master Plan for DeSoto was prepared in 1979 with updates or new master plans prepared in 1987, 1995, and 2002. It is anticipated that the 2011 Master Plan will provide direction until 2026 with updates, as required by the Texas Parks and Wildlife Department, occurring every 5 years (i.e., 2016 and 2021).

A key component of the plan is that the plan is eligible for grant funding from the Texas Parks and Wildlife Department. The plan is organized so it meets the point scoring criteria for local park grant funding. The following

are some of the key components: goals and objectives, area and facility concepts and standards, inventory of areas and facilities, needs assessment and identification, prioritization of needs and plan implementation.

The following excerpt from the plan identifies the prioritization of needs for both outdoor priorities and indoor priorities. The 2011 Master Plan also provides an action items (by short-term, mid-term, and long-term implementation) that detail the location and estimated cost of action items.



RANK	PRIORITY	DESCRIPTION**	COMPLETION DATE
OUTDOOR			
1	Trails	Both hard and soft surface trails had 400 plus responses as a most needed facility.	0-5 years
2	Outdoor Exercise Stations for Senior Population	More than 400 survey responses warrant the need for improvements to senior center, especially for outdoor activities.	0-5 years
3	Picnic Facilities	A little over 400 votes chose picnic facilities as most needed.	0-5 years
4	Football/Soccer fields	Popularity and usage of existing fields suggest need for more facilities.	0-5 years
5	Fishing Lake	More than 300 people expressed they would like to see a fishing lake.	5-10 years
INDOOR			
1	Indoor Aquatic Center	Almost 600 out of the 1330 survey responses asked for an Indoor Aquatic facility.	10-15 years
2	Senior Activity Rooms	Over 400 survey responses selected senior center as a most needed facility.	10-15 years
3	Gym - Basketball/Sport Courts	More than 300 people chose a recreation center as the most needed facility while 200 people expressed the need for more sport courts as well.	10-15 years
4	Walking Track	Walking/running was listed as the most popular adult activity. An indoor track would provide recreational activity for multi-generational activities.	10-15 years
5	Indoor Playground/Rock Climbing Wall	Almost 300 people chose playgrounds as a most needed facility. This could help provide indoor areas for children of all ages.	10-15 years
6	Activity Rooms	Multi-purpose individual rooms could provide multi-generational activities.	10-15 years

CHAPTER 1: COMMUNITY SNAPSHOT | IN A NUTSHELL...

DeSoto is among the most attractive cities in the Dallas-Fort Worth Metroplex. According to the Community Snapshot, it is diverse in terms of income, race, age, and opportunity. A large portion of the community includes educated middle-class family households with school-aged children. This not only implies a need for quality schools, entertainment, and recreational outlets, but also the need for more employment and housing options as the younger segment of the population ages.

Although there is little room for expansion through annexation in the ETJ, DeSoto is poised for growth and development within its limits. Interstate 35 and Interstate 20 provide access to the City's existing commercial and retail development, as well as open the door to the undeveloped land in the north and southeast sections of the City for future residential and nonresidential development.



CHAPTER 2: VISION, GOALS, AND OBJECTIVES

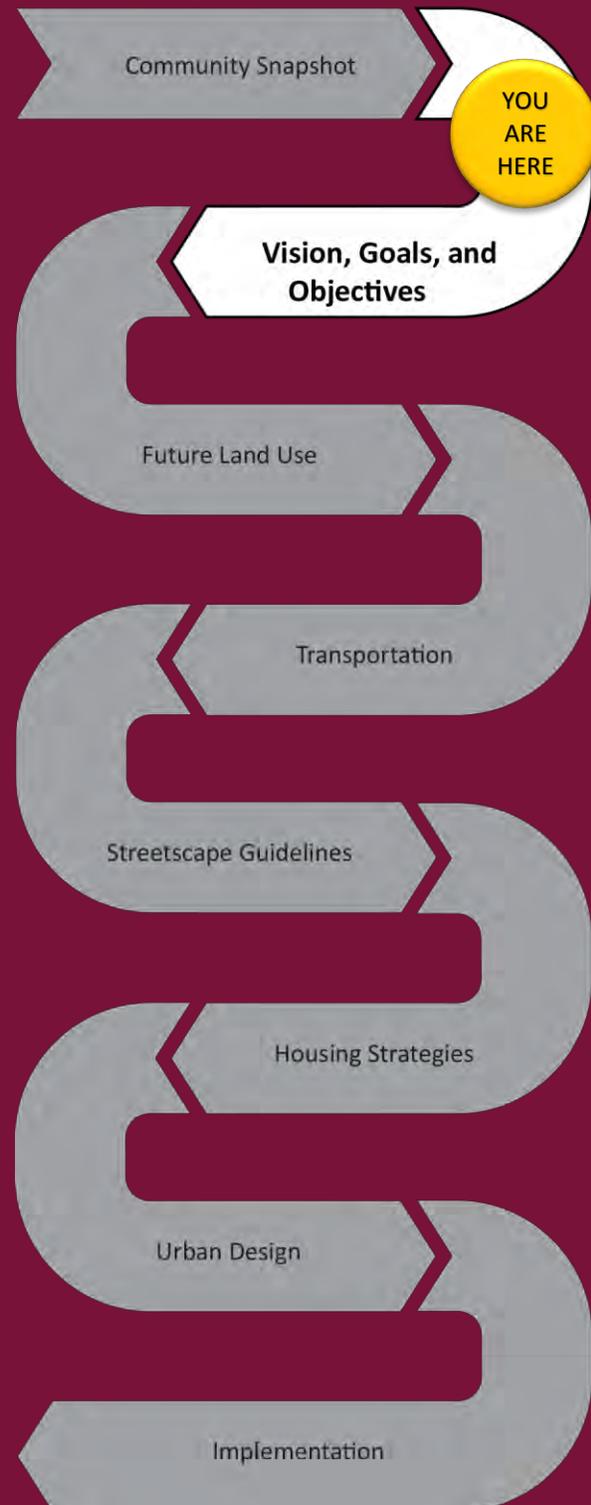
[Chapter 1: Community Snapshot](#) provided a foundation for this 2015 Comprehensive Plan by outlining facts about DeSoto that need to be considered – facts pertaining to demographics, housing, and land use characteristics. This chapter will also provide a foundational element for this Plan, but in a very different way. This [Chapter 2: Vision, Goals, and Objectives](#) outlines DeSoto’s vision that will be pursued as a result of the 2015 Comprehensive Plan, in the form of goals and objectives.

What should the future hold for DeSoto? What should the City be like in 2020 or 2030? These are the key questions that this chapter addresses. This chapter creates a vision for this comprehensive planning effort, as well as for the City of DeSoto in general. The vision for DeSoto that is described within this Plan will help guide growth and development in the City for the next 10 years and beyond. This is also the chapter where many of the recommended actions and implementation efforts of DeSoto’s 2015 Comprehensive Plan will be based. To do this effectively, this Plan is premised upon a shared vision of what DeSoto should become as it grows and becomes an increasingly mature, livable, and sustainable City.

“Destiny is not a matter of chance, it is a matter of choice.”

William Jennings Bryan

Chapter Guide



Public Input Summary

Public input for this comprehensive planning effort occurred in two phases: 1) a diagnostic assessment of the previous 2003 Comprehensive Plan, and 2) a series of meetings with a Comprehensive Plan Steering Committee (CPSC) for the development of the 2015 Comprehensive Plan.

Phase 1: Diagnostic Assessment

Preliminary Draft of Proposed Amendments Outline

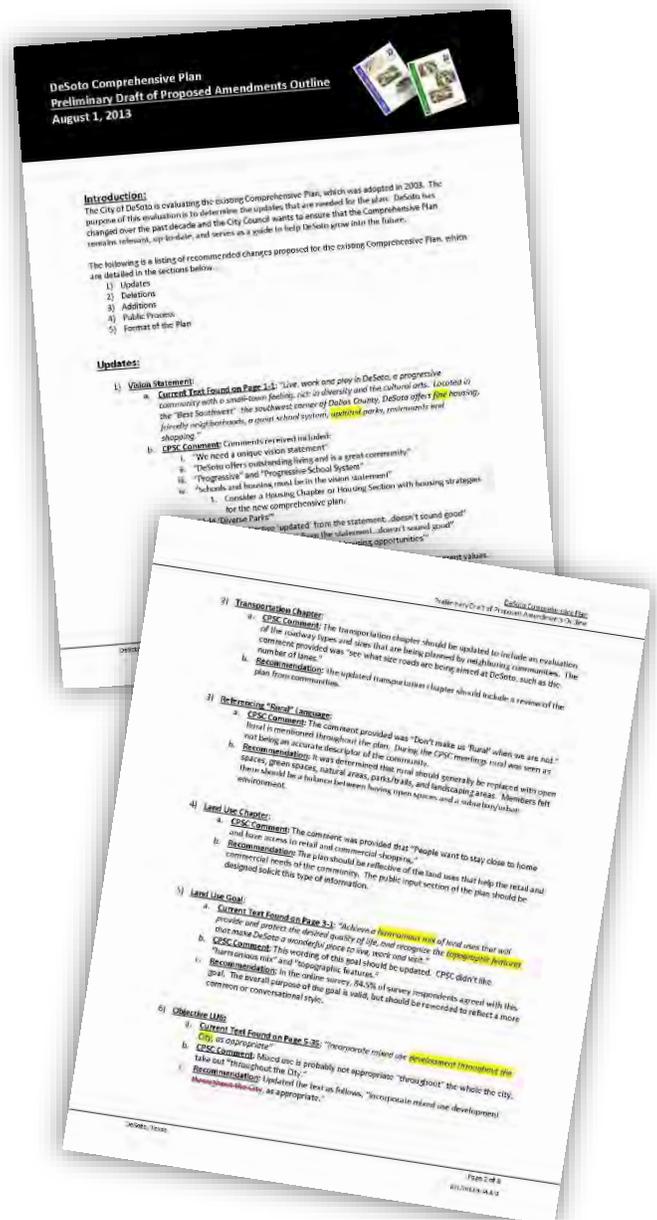
In August 2013, a Preliminary Draft of Proposed Amendments Outline (PDPAO) was completed. The purpose this effort was to determine the updates needed for this 2015 Comprehensive Plan by evaluating the existing Comprehensive Plan, which was adopted in 2003. The outline includes five sections – updates, deletions, additions, public process and format of the Plan.

The information collected during this assessment is critical to this update of the comprehensive plan document. The PDPAO recommends specific revisions to the plan's goals, objectives, and recommended action items, and these revisions have been reflected within this 2015 Comprehensive Plan.

Comprehensive Plan Steering Committee

The Comprehensive Plan Steering Committee (CPSC) was made up of two members from the Economic Development Corporation (EDC), two members from the Planning & Zoning Commission (P&Z), two members from the City Council and six citizens who were appointed from each Council district by the respective Council member. Five meetings were conducted with the CPSC during Phase 1. Meeting #1 oriented the CPSC members with the upcoming planning process, which included topics such as, "what is a comprehensive plan," how is the comprehensive plan used," etc. The purpose of Meeting #2 was to discuss each of the chapters and whether the goals, objectives, and recommendations are still valid, should be updated, or replaced with new ones. Meeting #3 reviewed the initial list of recommendations and gathered CPSC input. Meeting #4 was held to gather

Figure 15. Excerpt of the PDPAO Document

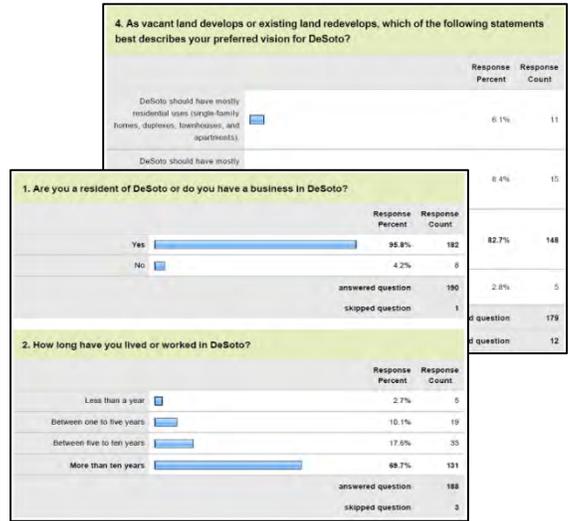


final input before the draft PDPAO was created. Finally, Meeting #5 was held to present, review and approve the PDPAO.

Online Survey

The project team drafted a survey of questions asking respondents to provide input into the existing plan's goals and objectives. The survey questions were approved by City Staff and FNI administered the survey using Survey Monkey. The hyperlink was posted on the City's website on April 10, 2013 and the survey was live for approximately three months. After the survey closed, the project team tabulated the results and presented the results to the CPSC.

Figure 16. Online Survey Results

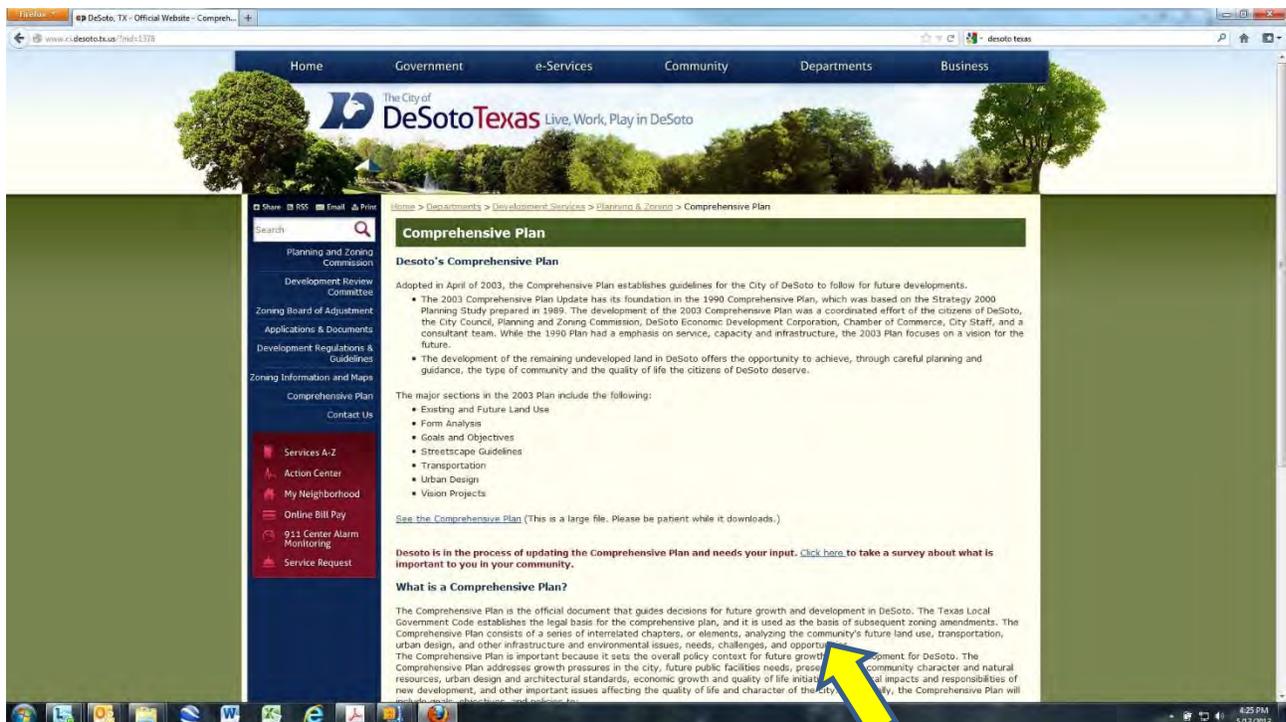


City Input

The project team met with the EDC, P&Z, and the City Council during this phase to receive input from each group. The meeting with the EDC took place on August 26, 2013. The EDC's main priority was to promote a wide-variety of housing options.

Two public meetings were held to gather citizen input – July 15, 2013 and July 20, 2013.

Figure 17. Screen Capture of the City Website and Link to Survey



Phase 2: Development of the 2015 Comprehensive Plan

Comprehensive Plan Steering Committee

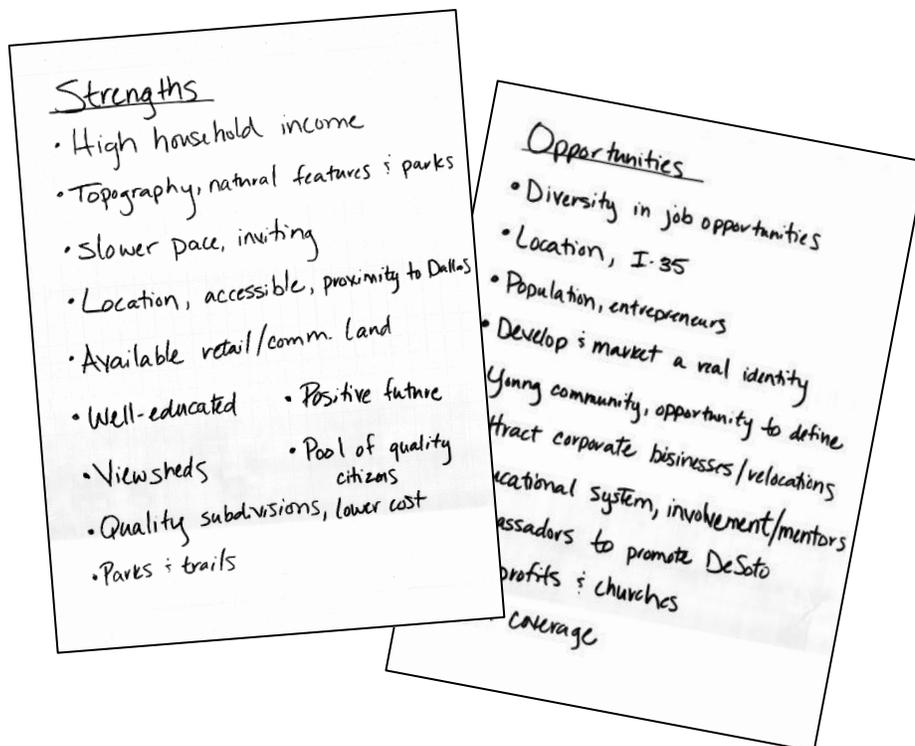
The CPSC remained active throughout the development of the 2015 Comprehensive Plan, meeting six times to provide feedback on the plan's recommendations.

Public Town Hall Meetings

Near the completion of the project and after being available on the City's website for approximately one month, a town hall was held on Thursday, April 16, 2015 and Saturday, April 18, 2015 to hear public input on the substantially complete draft. Comments were received that expressed support for parks, public art, and reviewing and monitoring public transit needs and policies.

Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis

A SWOT analysis is a technique where different characteristics are evaluated for their impact on the community in question. When this method is applied to a business setting, strengths and weaknesses are considered to be an internal evaluation, while opportunities and threats are considered to be external. However, in reference to a community or city, strengths and weaknesses are thought to reflect the present characteristics, and opportunities and threats refer to the future characteristics. It is important to note that some characteristics, such as growth, could easily fall into more than one category. Depending on the point of view, growth could be considered a strength, weakness, opportunity, and threat, for the same City.



The SWOT exercise gives participants an opportunity to freely discuss characteristics about DeSoto and issues facing the City. Four questions were provided as part of a SWOT analysis and are as follows:

Strengths: What aspects/characteristics does DeSoto currently have that are favorable to the City and should be built upon for success in the future?

Weaknesses: What aspects/characteristics does DeSoto currently have that are unfavorable to the City and should be realized and addressed, or minimized, for success in the future?

Opportunities: What aspects/characteristics could DeSoto seize upon as opportunities for success in the future?

Threats: What aspects/characteristics does DeSoto need to effectively counteract or guard against that might have an adverse effect on the City's success in the future?

After these questions were given, participants were asked to share their responses with the other members of the CPSC. The responses were recorded on large easel pads at the front of the room. The results of the SWOT exercise are outlined in [Table 4. Summary of SWOT Analysis](#).

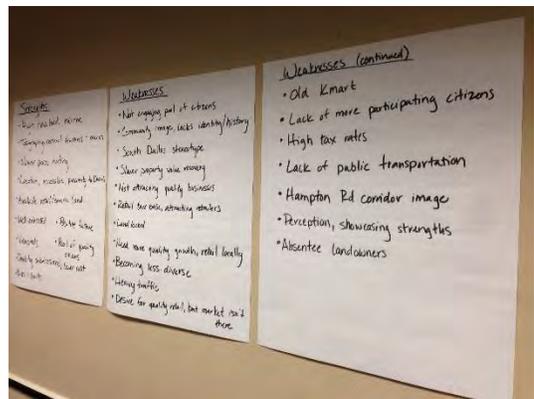


Table 4. Summary of SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • High household income • Topography, natural features & parks • Slower pace, inviting • Location, accessible, proximity to Dallas • Available retail/commercial land • Well-educated • View corridors • Quality subdivisions, lower cost • Parks and trails • Positive future • Pool of quality citizens 	<ul style="list-style-type: none"> • Community image, lacks identity/history • South Dallas stereotype • Slower property value recovery • Not attracting quality businesses • Retail tax base, attracting retailers • Land locked • Need more quality growth, retail locally • Becoming less diverse • Heavy traffic • Desire for quality retail; market isn't there • Old Kmart • Lack of having engaged citizens • Lack of more participating citizens • High tax rates • Lack of public transportation • Hampton Road corridor image • Perception, showcasing strengths • Absentee landowners
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Diversity in job opportunities • Location, I-35 • Population, entrepreneurs • Develop and market a real identity • Young community, opportunity to define • Attract corporate business/relocations • Educational system, involvement/mentors • Ambassadors to promote DeSoto • Nonprofits and churches • Media coverage • Arts Commission Sunday events • Quality entertainment, culture, arts • Industrial Park growth (tax burden) • Hampton Road and Pleasant Run Road Redevelopment • Senior housing, particularly near hospital • 25% vacant land • Parks and trail system 	<ul style="list-style-type: none"> • Retail development (quality vs. quantity?) • Aging infrastructure • Lack of diversity • Attracting corporations, levels of education • Doing nothing, land locked • Lack of young professionals, activities • Perception – retail, education • Lack of higher-paying jobs & transportation • Aging population • Absentee landowners • Lack of water (regionally and statewide)

Vision Statement and Mission Statement

Vision Statement

The vision statement for DeSoto is intended to be a broad statement that spells out the goals or values of the community. The vision statement is intended to describe, at a high level, DeSoto's values and what it wishes to become. The following is the vision statement developed during the Comprehensive Plan Steering Committee meetings:

DeSoto is a Community Where Individuals and Families Thrive.

Located in the southwest corner of Dallas County, DeSoto is a place full of opportunity, diverse with people and businesses, and unique natural areas.

We honor diversity, celebrate cultural arts, and embrace our small-town character.

We offer quality living and housing opportunities, friendly neighborhoods, an outstanding school system, accessible healthcare, shopping and dining options, and a variety of recreational amenities.

Mission Statement

Similar to the vision statement, the mission statement generally provides a more concise statement of strategy on how the community can work towards achieving their goals. It describes the values by which DeSoto should operate. The following is the mission statement developed during the Comprehensive Plan Steering Committee meetings:

Create and maintain a desirable community by providing quality services and facilities for every resident in a fiscally-sound manner.

Goals and Objectives

Goals and objectives are created to guide the comprehensive planning process. Individual action items are derived from goals and objectives and are used to guide City staff and decision-makers as they make important decisions about the direction of the City.

Goals are high level statements designed to set a general direction. They are a statement of what the City desires to achieve and reflect a broad idea or value.

Objectives are midlevel statements that define a path towards achieving the defined goal. Objectives generally do not describe a policy or specific action but are more tangible descriptions of the defined goal.

Actions are included within the individual chapters of this comprehensive plan and define how an objective may be accomplished through specific policy recommendations. This hierarchical process provides direct linkage between the overall goals and how those goals may be achieved through specific actions.



Land Use

Land Use Goal: To achieve a balance of land uses that will provide and protect the desired quality of life, and recognize the natural features that make DeSoto a wonderful place to live, work and visit.



- Objective LU1: Provide a mix of land uses in appropriate locations that will attract both residential and business uses.
- Objective LU2: Encourage the development of Office/Retail and Industrial uses in the northern section of the City, as shown on the Future Land Use Map, avoiding incompatible uses next to residential development.
- Objective LU3: Encourage the development of new office/retail buildings along Hampton Road from Daniieldale to Wintergreen while facilitating appropriate uses in the industrial district(s) to the east and west of Hampton Road.
- Objective LU4: Establish a connection between the Central City Area at Pleasant Run and Hampton Roads with the original town site at Belt Line Road and Hampton Road.
- Objective LU5: Continue to promote mixed use development along the Hampton Road corridor.
- Objective LU6: Coordinate Future Land Use Plan with the Parks, Recreation, and Open Space Master Plan.
- Objective LU7: Coordinate Future Land Use Plan with the activities of the DeSoto Economic Development Corporation.

Transportation

Transportation Goal: Provide for the safe and efficient traffic flow throughout DeSoto to meet the current and forecasted needs of citizens and businesses.



- Objective T1: Provide for the continuity of traffic flow within and between neighborhoods and throughout the community to promote neighborhood affinity, and non-motorized transportation.
- Objective T2: Provide for the enhanced mobility of pedestrians and bicyclists in the community to promote citizen health, safety and quality of life.

Streetscape

Streetscape Goal: Provide for high-quality roadway designs that emphasize DeSoto's natural environment, distinguish DeSoto's streets and entrances, and improve the visual appearance of the community.

Objective SC1: Provide for the efficient and multifunctional use of right-of-way to accommodate future transportation needs.

Objective SC2: Improve the appearance of the community to foster a sense of community identity and pride.



Housing

Housing Goal: To provide a diverse housing stock within the City, provide a full range of housing types and values to accommodate various income levels.

Objective H1: Encourage the development of higher-end neighborhoods to accommodate professional, medical, and office workers.

Objective H2: Actively preserve and seek the development of small areas that are suitable for higher-end level housing options.

Objective H3: Promote the increase of owner-occupied housing units from its current level of 67.6% to 70%-75% (Source: 2008-2012 ACS-Census, DP04).

Objective H4: Allow for subdivisions with a mixture of different lot sizes and amenities.

Objective H5: Promote a 3:1 ratio of single family to multi-family units. The City currently has 76.4 percent single family units (Source: 2008-2012 ACS-Census, DP04).



Urban Design

Urban Design Goal: Enhance the appearance of the City by integrating the natural environment, improving existing commercial nodes, updating design criteria for new development and distinguishing the entrances to DeSoto.

Objective U1: Improve and extend sidewalks and the trail system to connect people to destinations of nonresidential and residential uses and as a component of the Parks, Recreation and Open Space Master Plan.

Objective U2: Promote the development of informational signage between parks, trails, and sidewalks so that there are clear connections with other pedestrian systems, making the overall pedestrian movement system more user-friendly.

Objective U3: Enhance and restore the rural and agricultural qualities through visual improvement to landscaping.

Objective U4: Continue to promote Vision Projects #1 (Mixed Use), #2 (Pleasant Run), and #3 (Hampton Road).



Focusing on What Matters: Outcome Measurements

Begin with the End in Mind

Thirty years ago, it would have been difficult for the residents of DeSoto to envision how their community would evolve to its present state. Today, the city is likely different from what a resident in 1985 would have imagined, from the excellent neighborhoods to the parks, and Town Center. As we look forward to the next 30 years and plan for the possible changes and challenges it may hold, it is important for the community to determine what it wants to become.

Through the planning process, we will build upon the City’s vision of what DeSoto wants to be at build out and beyond. “Beginning with the end in mind” assists the City in making difficult decisions because those decisions are based on a clear vision for the City. Without having a clear vision of the future, outside factors are more likely to play a greater role in determining the City’s future.

With a current population of approximately 50,000 and an estimated build out population of 78,000, DeSoto is growing closer to being fully developed (see [Future Population](#) discussion on page 60 for details). The current population projections indicate the City will reach build out between 2030 and 2040. Therefore, it is highly probable that most major future City-defining planning decisions will be made within the next 30 years.

What Outcomes should this plan achieve?

What is most important to the community of DeSoto, and what results matter most to citizens? Five overarching outcomes that the plan strives to achieve have been developed. Each of these outcomes will be used to develop comprehensive plan recommendations and to verify that each recommendation is relevant to achieving the community’s vision. Establishing these desired outcomes early in the process focuses the plan on critical matters and maintains the overall project philosophy of “Beginning with the End in Mind”.

The following is a listing and brief description of the outcomes of this plan.

1. **Improvement to the Quality of Life:** In terms of city planning, quality of life refers to the attributes or amenities that combine to make an area a good place to live. Examples include the proximity to work (short commute times); availability of health, educational, and social support systems; and a safe and attractive physical environment.



2. **Improvement to the City's Infrastructure or Services:** The City's infrastructure or services includes any items generally provided by the City of DeSoto, such as roads, park land, water lines, police, fire, and other emergency services.
3. **Address a Community Need:** A community need includes anything essential for the healthy development of the community. Community needs can include additional shopping opportunities, availability of housing options, or a need for a specific type of business to locate within the City.
4. **Economic or Cultural Benefit:** This outcome refers to the future growth of economic opportunities and cultural opportunities (such as public art and art events).
5. **Longevity Benefit:** This topic addresses whether a long-term benefit to the City of DeSoto is provided over the next 10, 20, to 50 years.

“Begin with the end in mind.”

CHAPTER 2: VISION, GOALS, AND OBJECTIVES | IN A NUTSHELL...

The goals and objectives outlined in this chapter will help to achieve the vision for DeSoto. **Chapter 2: Vision, Goals, and Objectives** is important to establish a strong foundation for what the City wants to achieve. The vision, goals, and objectives will be considered in the following chapters. Through a two-part public input process, the City has gathered the input needed to revise the Comprehensive Plan

The vision statement and mission statement are used as a guide for the City. The vision statement establishes what DeSoto wants to be in the future, while the mission statement identifies how the City is going to achieve its vision. Both statements indicate the City is to be a desirable place to live, offering a wide range of amenities and services to residents. The goals for land use, transportation, streetscape guidelines, housing, and urban design have specific objectives that ultimately tie to the overall vision and mission statement for the City.

The SWOT analysis revealed that the City has a multitude of strengths and opportunities that can be built on to benefit the City. With strategic planning, the weaknesses and threats can be avoided and turned into strengths and opportunities for the City.

The end of this chapter outlines the overarching outcomes that are desired for the City. A scale will be implemented to check that the goals, objectives, and actions are in line with the desired outcomes. This scale will also help to rank and prioritize plan recommendations.



DeSoto Police

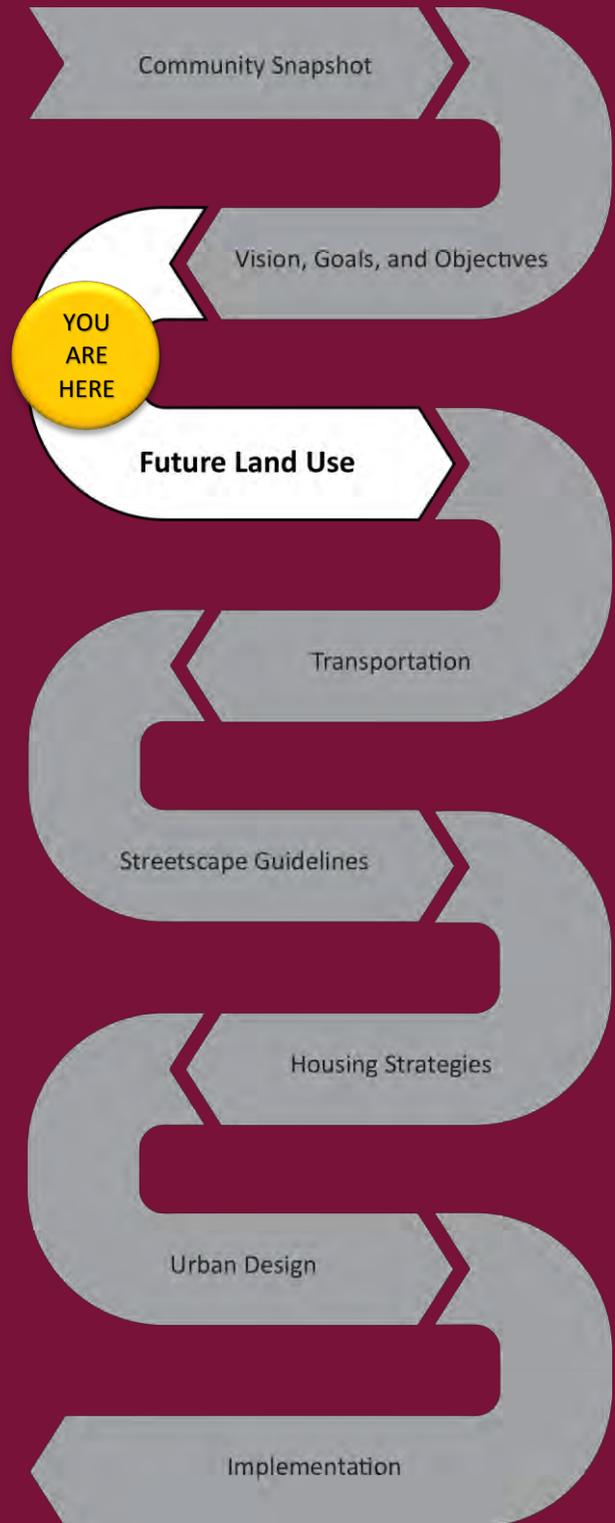
CHAPTER 3: FUTURE LAND USE PLAN

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety, and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Plan, which sets an overall framework for the preferred pattern of development within DeSoto. In general, the Future Land Use Plan is intended to be a comprehensive blueprint of DeSoto’s vision for its future land use pattern. Specifically, the Future Land Use Plan designates various areas with the City for particular land uses, based principally on the specific land use policies outlined herein.

The Future Land Use Plan is graphically depicted for use during the development plan review process. The Future Land Use Plan should ultimately be reflected through the City’s policy and development decisions. The Future Land Use Plan is not a zoning map, which would otherwise address specific development requirements on individual parcels. The zoning map and changes in zoning should, however, be based on the Future Land Use Plan.



Chapter Guide



Legal Authority

Authority of a City to create a comprehensive plan is rooted in Chapters 211, 212, and 213 of the Texas Local Government Code. Explanations are included below:

Chapter 211

Chapter 211 of the Texas Local Government Code allows the government body of a community to regulate zoning and requires zoning to be in conformance with a plan.

Chapter 212

Chapter 212 of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within the city limits and also within the extraterritorial jurisdiction (ETJ) which varies depending upon the population of the community.

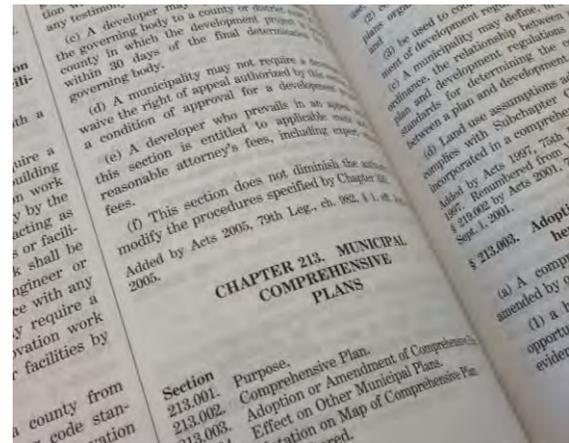
Chapter 213

Chapter 213 of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the “long-range development of the municipality.” Basic recommendations for comprehensive planning are to address land use, transportation, and public facilities, but may include a wide variety of other issues determined by 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.

Future Land Use Plan Map

For the Future Land Use Plan Map to serve as the City’s most complete long-range “roadmap” as possible, it will establish an overall framework for the preferred ultimate development pattern of the City based principally on balanced, compatible, and diversified land uses. The Future Land Use Plan Map should ultimately reflect the City’s long-range statement of public policy and should be used as a basis for future development decisions.

Again, it is important to note that the Future Land use Plan Map is not a zoning map, which legally regulates specific development requirements on individual parcels. Rather, the zoning map should be guided by the graphic depiction of the City’s preferred long-range development pattern as shown on the Future Land Use Plan Map. It is also important to note that while the map itself is an integral part of the Future Land Use section, the land use policy recommendations that support the map and relate to how land use is developed are also important.



Future Land Use Types Defined

The land use designations on the Future Land Use Plan Map can be divided into two general categories – primarily residential and primarily nonresidential land uses.

Residential

Low Density Residential

Single family detached residential structures are examples of low density residential uses. This land use is exemplified by the density and character of many residential neighborhoods throughout the City. Typically speaking, low density residential land uses will include homes located on 8,000 square foot lots and greater. Residential densities within low density areas will generally be five (5) dwelling units per acre or less.



Medium Density Residential

Medium density residential refers to townhouses, duplexes, and condominiums. These units allow for a “full life cycle” of housing, and commonly provide areas for “empty nesters” who may not want the maintenance of a single family home, as well as young families who may find a townhome more affordable than a single family home.



High Density Residential

High density residential generally refers to multi-story apartment complexes of at least 18 dwelling units per acre. These complexes should include community amenities, such as fitness facilities, common active recreation areas, and dedicated open space areas. It should be noted that apartment complexes less than 18 dwelling units per acre tend to be less viable, have few amenities, and are less maintained over time. This type of land use is often integrated into “mixed use” developments.



Manufactured Homes

This land use category is specifically for Manufactured Homes. This land use designation is generally only recommended where these areas currently exist.



Mixed Use - Residential

This category includes a blend of residential uses, including live-work units, townhomes, rowhomes, and single family units.



Nonresidential

Public/Semi-Public/Institutional

This designation is representative of uses that are governmental, institutional, or religious in nature. These uses are generally permitted with any area.



Parks and Open Space - Public

Areas with this land use designation are representative of parks, recreational amenities, and open spaces that are currently in existence or planning; however parks and open spaces are permitted within any area and expected to increase with future population.



Neighborhood Services

This land use is suitable for light retail, service uses and professional office activities that aim to meet the needs of residents in the immediate vicinity. Building designs should be small in scale, typically one or two story and require visibility from roadways. Development should orient towards local traffic, but also allow for a comfortable pedestrian environment. Landscaping is encouraged to keep the area attractive, functional and minimize negative impacts on nearby uses. Uses may include boutique retail shops, small sized restaurants and services such as financial, legal, and insurance.



Office/Retail

This land use is suitable for establishments providing merchandise for retail sale, including a daycare, shopping center, restaurant or bars, grocery store, souvenir shops, etc. It also includes professional or corporate office, medical or doctor's office, administrative offices such as real estate, insurance or banking.



Commercial

This land use can be a combination of service uses, automobile related uses, and transportation uses. Businesses engaged in warehousing, distribution, and manufacturing are envisioned for this type of land use. It also includes business establishments that primarily provide services such as automobile service stations, self-storage businesses, and repair shops. Such businesses/uses may have outside storage. An example of a suitable uses would be a business technology park.



Industrial

This land use is suitable for indoor manufacturing, processing, assembling, packaging and fabricating previously prepared materials, as well as warehousing. This category is typically auto-oriented with large parking lots, with some commercial uses. Large tracts of land with easy access to roadway transportation are becoming increasingly hard to find for the industrial business community. However, these businesses can be advantageous for a municipality in terms of providing employment and an increased tax base.



Mixed Use - Historic Retail

This category should be a blend of uses that incorporate traditional or historic design, including restaurants, retail shops, offices, public facilities, and residential uses.

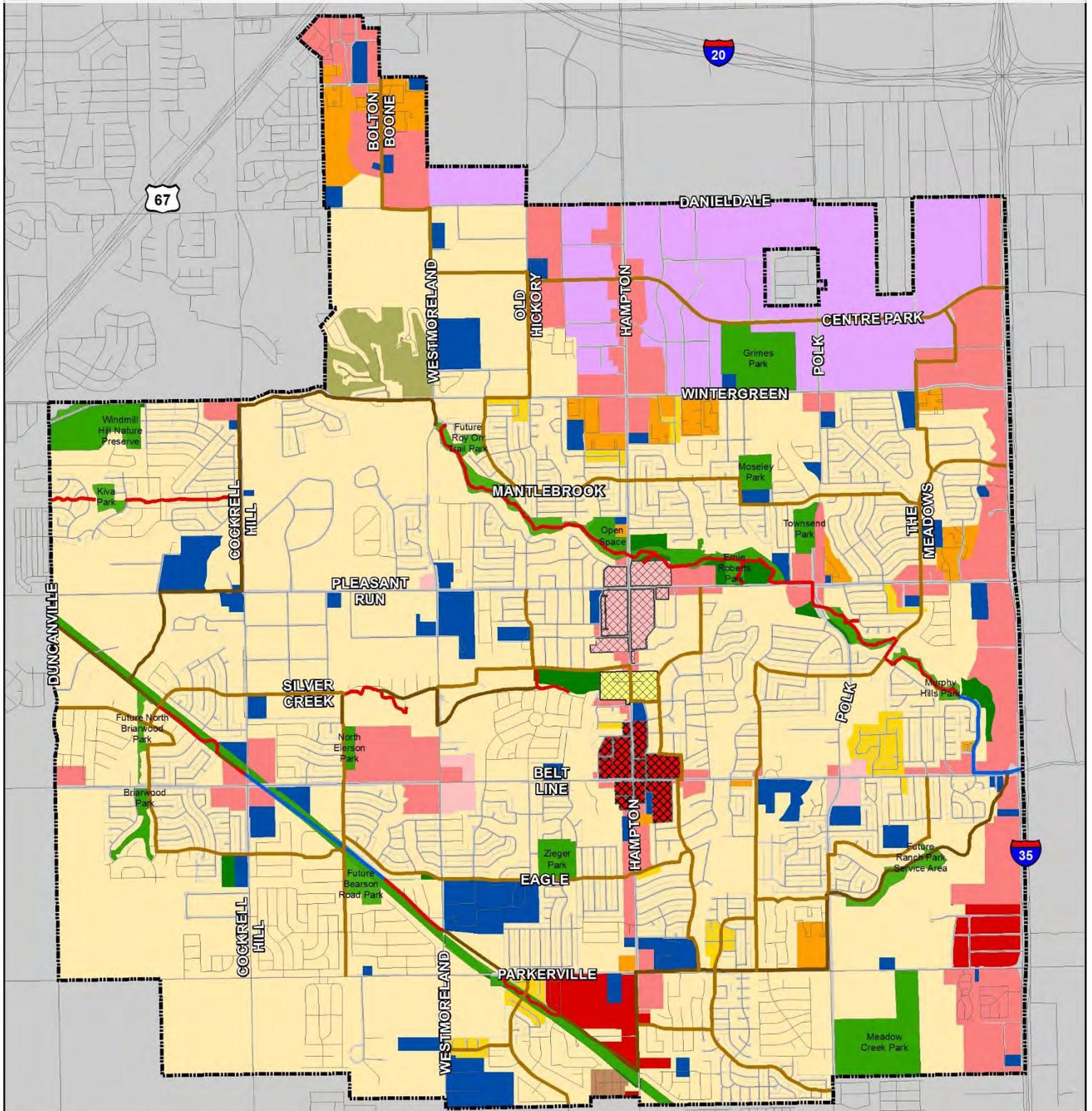


Mixed Use - Contemporary Retail

This category should be a blend of uses that incorporate contemporary design, including restaurants, retail shops, offices, public facilities, and residential uses. Additionally, this land use category is designed to be a mixed use area with civic, park, cultural, retail, and residential uses, which is designed to be a focal point of the community.



Figure 18. Future Land Use Plan Map



Note: A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

	MU-Historic Retail		Neighborhood Services	Trail Type
	MU-Retail		Office/Retail	
	MU-Residential		Commercial	
	Low Density Residential		Industrial	
	Medium Density Residential		Semi-Public/Public/Institutional	
	High Density Residential		Park and Open Space-Public	
	Manufactured Homes		Open Space-Private	DeSoto City Limits

FREESE AND NICHOLS

0 0.5 1 Miles

Land Use Projections

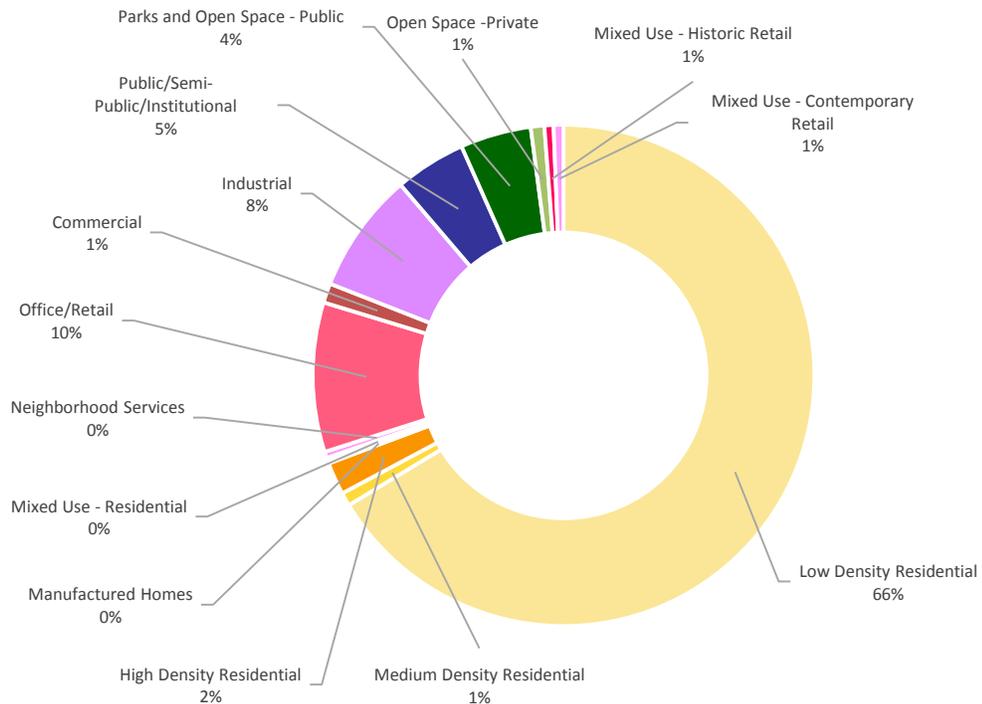
Table 5 shows a breakdown of Future Land Use Categories and amount of vacant land in each. Note that this future land use calculation is based on the existing city limits and does not account for any future expansion into the ETJ area.

Low Density Residential is the largest use, followed by Office/Retail and Industrial uses. Overall, about 9,604 acres will be residential uses, and 4,184 acres will be nonresidential uses.

Table 5. Future Land Use Acreage

Future Land Use Category	Acres	% of Total
Low Density Residential	9,146	66.3%
Medium Density Residential	119	0.9%
High Density Residential	288	2.1%
Manufactured Homes	18	0.1%
Mixed Use - Residential	33	0.2%
Neighborhood Services	56	0.4%
Office/Retail	1,330	9.6%
Commercial	173	1.3%
Industrial	1,074	7.8%
Public/Semi-Public/Institutional	632	4.6%
Parks and Open Space - Public	630	4.6%
Open Space - Private	120	0.9%
Mixed Use - Historic Retail	81	0.6%
Mixed Use - Contemporary Retail	88	0.6%
Total Acres	13,787	100.0%

Figure 19. Future Land Use Distribution



Park and Trails

Future land use planning decisions should reflect the previous efforts the City's has made in parks planning. As future land is developed and decisions are made regarding the support of new development projects (e.g., a new subdivision, or a joint public/private partnership), the effects on parks and trails should always be considered as part of the decision-making process.

The Future Land Use Plan is a critical tool in helping to implement the Parks Plan. This is why the parks and trails have been shown on the [Future Land Use Plan Map](#) (page 56) and the [Current Parks and Trails Map](#) (page 59)



Future Population

Increased demand for all types of land uses must be taken into account when establishing the City's Future Land Use Plan. This increased demand is inevitable with population growth and subsequent increases in economic demand. The ultimate population capacity and population projections contained herein will also assist in planning the City's future facilities and infrastructure needs.

Past Growth Rates

A City's past growth rates are often the best indicator of future growth rates. [Table 6](#) shows DeSoto's population, percent change, and compound annual growth rate by decade. The City experienced a large population growth from 1980 to 1990, and has grown at a consistent rate since 1990.

Table 6. City's Compound Annual Growth Rate (CAGR)

Year	Population	Change	% Change	CAGR
1980	15,538	-	-	-
1990	30,544	15,006	97.58%	6.99%
2000	37,646	7,102	23.25%	2.11%
2010	49,047	11,401	30.28%	2.68%
				3.91%

Source: US Census

Ultimate Population Capacity – 78,033

Ultimate capacity, or build out, is the maximum number of residents the City can support given its current City limits and ETJ. DeSoto has presently reached 65 percent of its build-out, or ultimate, population of approximately 78,000 persons. This means the City can add about 28,000 new residents to its existing population. Approximately 25 percent of land area of the community remains to be developed. Considering that other municipalities surround DeSoto, there are virtually no vacant areas for the City to grow into geographically by annexation. This means that population increase will only occur by developing the vacant residential areas that are already within the City's limits, plus the few remaining infill parcels in the City's ETJ area. To guide the City in planning for how many people may ultimately need to be supported, an assessment of DeSoto's ultimate population is provided with in [Table 7](#).

Table 7. Ultimate Capacity of DeSoto's Planning Area

Vacant Residential Land Use	Vacant Acres	DUA ⁽¹⁾	Occ. Rate ⁽²⁾	PPH ⁽³⁾	ROW ⁽⁴⁾	Future Projected		
						Housing Units	Households	Population
Low Density Residential	2,290	5	92.6%	2.84	30%	8,015	7,422	21,078
High Density Residential	52	16	92.6%	2.36	15%	707	655	1,545
Mixed Use Residential	29	8	92.6%	2.36	15%	197	183	431
Mixed Use	150	16	92.6%	2.36	15%	2,040	1,889	4,458
Ultimate Capacity within Vacant Areas						8,722	8,077	27,513
Current Population						19,915	18,441	50,520
Ultimate Population Capacity						28,637	26,518	78,033

Source: US Census, NCTCOG, and FNI Data

(1) Dwelling Unit per Acre (Net Acreage)

(2) Occupancy Rate – 2008-2012 American Community Survey 5-Year Estimates (DP04)

(3) Person per Household – 2008-2012 American Community Survey 5-Year Estimates (DP04)

(4) Percentage of "Vacant Acres" subtracted for roadways

Population Projections

Population projections are based on past growth rates and anticipated future development. [Table 8. Growth Rate Scenarios](#) shows four different growth rate scenarios projected through 2040.

The 1.0% and 1.5% growth rates are conservative estimates. The 2.5% growth rate is an average and consistent projection, while 3.5% is based on rapid growth and is less likely to occur.

As shown in [Table 7. Ultimate Capacity of DeSoto's Planning Area](#), the City is estimated to reach capacity at about 78,000 residents; therefore the projected population exceeds the ultimate capacity in every growth rate, except 1.0% and 1.5%.

Based on these figures, if DeSoto grows at a rate of 1.0%-1.5%, then ultimate capacity will not be reached until beyond 2040. DeSoto is most likely to grow at a rate of 1.5% and reach ultimate capacity after 2040 (it would reach ultimate capacity in approximately 2043). If DeSoto grows at a consistent rate near 2.5%, then the ultimate capacity will be reached around 2030.

It is important to keep in mind that population projections are subject to change and can be impacted by a number of factors, such as the local and national economies, and the real estate market.

Table 8. Growth Rate Scenarios

Year	Growth Rate Scenarios			
	1.0%	1.5%	2.5%	3.5%
2014	50,520	50,520	50,520	50,520
2015	51,025	51,278	51,783	52,288
2016	51,535	52,047	53,078	54,118
2017	52,051	52,828	54,405	56,012
2018	52,571	53,620	55,765	57,973
2019	53,097	54,424	57,159	60,002
2020	53,628	55,241	58,588	62,102
2021	54,164	56,069	60,052	64,276
2022	54,706	56,910	61,554	66,525
2023	55,253	57,764	63,093	68,854
2024	55,806	58,631	64,670	71,263
2025	56,364	59,510	66,287	73,758
2026	56,927	60,403	67,944	76,336
2027	57,496	61,309	69,642	78,000
2028	58,071	62,228	71,383	78,000
2029	58,652	63,162	73,168	78,000
2030	59,239	64,109	74,997	78,000
2031	59,831	65,071	76,872	78,000
2032	60,429	66,047	78,000	78,000
2033	61,034	67,038	78,000	78,000
2034	61,644	68,043	78,000	78,000
2035	62,260	69,064	78,000	78,000
2036	62,883	70,100	78,000	78,000
2037	63,512	71,151	78,000	78,000
2038	64,147	72,218	78,000	78,000
2039	64,788	73,302	78,000	78,000
2040	65,436	74,401	78,000	78,000

Land Use Goals, Objectives, and Actions

The objectives and actions outlined below are from the Land Use goal that was discussed in [Chapter 2: Vision, Goals, and Objectives](#). These actions are important for the City to implement to maintain land uses that will be a catalyst for future growth.

Land Use Goal: To achieve a balance of land uses that will provide and protect the desired quality of life, and recognize the natural features that make DeSoto a wonderful place to live, work and visit.

Objective LU1: Provide a mix of land uses in appropriate locations that will attract both residential and business uses.

Action LU1.1: Use the Future Land Use Plan to ensure that adequate amounts of land in appropriate locations are available for residential, retail, office, commercial and industrial uses.

- Maintain land use and zoning patterns that effectively separate residential, employment and service uses while providing for accessibility and transition between uses.
- Encourage appropriate land use along IH 35E in expanded clusters around major intersections.
- Encourage appropriate land use in the Hampton-Pleasant Run Road Node as a mixed use area with government, retail, personal service and recreational uses.

Action LU1.2: Use the FLUP to review requested changes to zoning.

Action LU1.3: Continue to monitor market trends that require different land use allocations.

Action LU1.4: Review and update the Zoning Ordinance to reflect the uses recommended in the FLUP.

Objective LU2: Encourage the development of Office/Retail and Industrial uses in the northern section of the City, as shown on the Future Land Use Map, avoiding incompatible uses next to residential development.

Action LU2.1: Encourage development that provides general office and retail uses facing major streets, with parking located behind the building.

Action LU2.2: Discourage truck traffic through residential areas by curvilinear street design, narrow boulevard entrances and providing and enforcing designated truck routes.

Action LU2.3: Maintain landscape and buffering requirements between new and redeveloped office/retail areas, commercial/industrial areas, and residential areas.

Objective LU3: Encourage the development of new office/retail buildings along Hampton Road from Danieldale to Wintergreen while facilitating appropriate uses in the industrial district(s) to the east and west of Hampton Road.

Action LU3.1: Review and update the Zoning Ordinance to ensure office/retail designations are allowed and appropriately defined for these areas.

Action LU3.2: Maintain design standards for screening, landscaping, berming, setbacks, and building orientation to mitigate the intensity of industrial categories on surrounding land uses.

Objective LU4: Establish a connection between the Central City Area at Pleasant Run and Hampton Roads with the original town site at Belt Line Road and Hampton Road.

Action LU4.1: Promote zoning along Hampton Road that allows for small shops, local business offices, and residences in older structures and promote the historical aspects of the area.

Action LU4.2: Install sidewalks and appropriate landscaping.

Objective LU5: Continue to promote mixed use development along the Hampton Road corridor.

Action LU5.1: Promote the redevelopment of Hampton Road, between Pleasant Run and Belt Line, into a unique destination that provides housing and shopping opportunities.

Action LU5.2: Continue to implement the vision established by the 2005 Hampton Road Corridor Redevelopment Plan.

Objective LU6: Coordinate Future Land Use Plan with the Parks, Recreation, and Open Space Master Plan.

Action LU6.1: Acquire land (through land dedications or land purchases) for trails as properties develop and redevelop.

Action LU6.2: Proactively seek out land owners where trails are proposed and invite them to be a part of the parks and trails system development. Work cooperatively to construct trails via land purchases or park dedications.

Objective LU7: Coordinate Future Land Use Plan with the activities of the DeSoto Economic Development Corporation.

Action LU7.1: Continue to meet with local business representatives regularly to discuss economic development issues that affect land use in DeSoto.

Action LU7.2: Maintain development standards that will promote long-term investment and reinvestment in both residential and nonresidential properties.

Action LU7.3: Regularly monitor and refine zoning regulations, building codes and related requirements to ensure that they are adaptable to changing technologies while providing secure working and living conditions.

CHAPTER 3: FUTURE LAND USE PLAN | IN A NUTSHELL...

The Future Land Use Plan will allow the City to strategically plan where certain land uses should and should not be located as the City continues to develop and redevelop. This Future Land Use Plan and future development should be in line with the vision, goals, and objectives that were discussed in **Chapter 2: Vision, Goals, and Objectives**.

Having a balanced mix of land uses is important to consider when planning for the City's future. As noted in **Chapter 1: Community Snapshot**, DeSoto has approximately 3,513 acres of vacant land remaining. The Future Land Use Plan Map on page 56 provides an illustration of desirable land uses for the entire City as development occurs in the vacant areas and as redevelopment occurs throughout the City. Based on this Future Land Use Plan Map, about 9,604 acres will be residential uses, and 4,184 acres will be nonresidential uses.

The land use projections and ultimate population calculation provided in this chapter will allow the City to plan ahead for the growth that will happen in DeSoto. The ultimate population was calculated at around 78,000 persons. This means that about 28,000 more residents can be added to DeSoto's population for build-out to be reached. According to the average growth rate scenario in this chapter, this number will be reached after 2040.

These land use and population projections are important for planning DeSoto's future, particularly in terms of infrastructure, public facilities, City services, parks, capital improvements planning, and tax revenues.



Chapter Guide

CHAPTER 4: TRANSPORTATION PLAN

The Transportation Plan will serve as a blueprint for future investment related decisions into the transportation system. Several key principles were recognized in the preparation of plan recommendations and included:

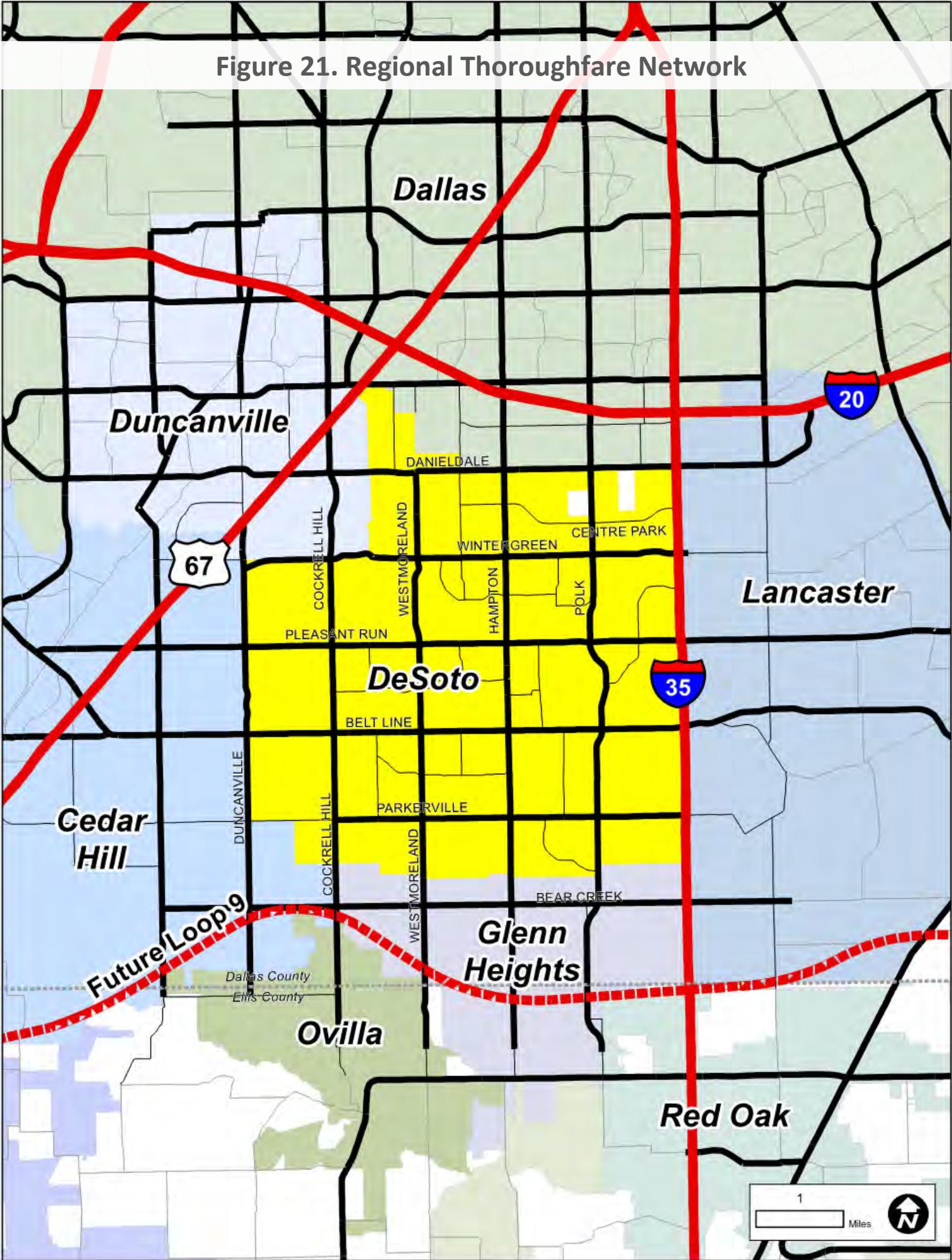
- The thoroughfare network should be expanded to address continued growth and strategic initiatives of the community. The plan should consider potential regional initiatives as part of thoroughfare network development.
- DeSoto should have safe and convenient internal circulation between neighborhoods, core community assets, and special areas. Transportation facilities should *define* rather than *split* residential areas to preserve neighborhood integrity.
- The thoroughfare network should consider and integrate multi-modal forms of travel to enhance transportation choices, as well as maximize the carrying capacity of the system.
- The context of the community and adjacent land uses through which the roadway network traverses should also be considered. The transportation system should not only provide for mobility but support strategic land planning and economic development initiatives.

The Transportation Plan is intended to serve as a guide for transportation decisions within the City of DeSoto. It is based on past transportation planning efforts, connectivity efforts on key thoroughfares with adjacent communities, and input from the Comprehensive Plan Steering Committee (CPSC), City Staff, and the public.

This Plan should be used as a reference when considering a wide range of growth and development related decisions as well as preparing Transportation Plan amendments, updating Streetscape Guidelines, and/or any related ordinances. A proactive monitoring process of other regional transportation planning and/or regional growth initiatives should also be conducted to assess implications to the current thoroughfare plan.



Figure 21. Regional Thoroughfare Network



Existing Conditions

Regional Setting and Existing Major Thoroughfares

DeSoto is situated immediately south of Dallas and is neighbored on the west by Cedar Hill and Duncanville and on the east by Lancaster. The smaller cities of Glenn Heights and Ovilla are located to the south of DeSoto. The regional thoroughfares are depicted in [Figure 21. Regional Thoroughfare Network](#) and described in the following paragraphs.

State Maintained Roadways

Regionally planned roadways that stand to potentially affect mobility in DeSoto include:

- **IH-35** is a major north-south interstate roadway that runs from Duluth, Minnesota to Laredo, Texas. IH-35 splits in Denton, Texas and reconnects in Hillsboro, Texas. The segment of interstate passing through DeSoto is IH-35 East and serves as a retail and commercial corridor for travelers and residents alike.
- **IH-20** is a major east-west interstate roadway that runs from Kent, Texas to Florence, South Carolina. The IH-20 corridor near DeSoto serves primarily as a light industrial and retail area. IH-20 is also an official Hazardous Materials Truck Route.
- **Highway 67** is major U.S. highway running northeast-southwest from Texarkana, Texas to Presidio, Texas. This roadway primarily serves as a connection to IH-20 and the Dallas area from the southern portion of the Metroplex. While this roadway is not inside the DeSoto City Limits, it can serve as an alternative route to IH-20 for residents living in the western portion of the City. Highway 67 also intersects with Belt Line Road.
- **Belt Line Road** serves as a loop arterial roadway around Dallas. Belt Line Road has been improved to a four-lane roadway through DeSoto and into both Lancaster and Cedar Hill.
- **Loop 9** is a proposed major roadway that would provide service to the region. Loop 9 has the potential to influence future traffic patterns in DeSoto. A detailed discussion of [Loop 9](#) can be found on [Page 73](#).

Other Significant Roadways in DeSoto

There are five north-south streets and five east-west streets that form a grid of streets on an approximately one-mile spacing that provide for the movement of people and goods to, from, and through the City of DeSoto.

The Five Major North-South Roadways

Polk Street is a six-lane north-south roadway coming out of Dallas and is situated in DeSoto midway between IH-35 and Hampton Road. Polk Street, through DeSoto, has been improved to four- and six-lane segments of roadway. Crossing out of Dallas into DeSoto, Polk Street reduces to a two-lane roadway and then expands to four-lanes south of Centre Park Boulevard.



Hampton Road is a six-lane north-south roadway coming out of Dallas that drops to four lanes at Pleasant Run Road. It serves as the primary commercial corridor for DeSoto and the traditional link to Dallas. The six and four lane sections are fully developed within the available right-of-way through DeSoto. Hampton Road continues south of Parkerville Road as a two-lane roadway.



Westmoreland Road is a two-lane north-south roadway that begins in northern DeSoto at Daniieldale Road and proceeds southward as a two-lane road into Glenn Heights and Ovilla. Because Westmoreland Road terminates at Daniieldale Road and does not connect with IH-20 to the north, it is lightly traveled and has not received significant development. The City of Dallas does not plan to extend Westmoreland Road south to the city limits of DeSoto from its current terminus near its intersection with Wheatland Road.

Cockrell Hill Road is a north-south roadway that runs within the western portion of DeSoto, an area that has attracted a significant amount of residential development. Cockrell Hill Road has been improved to a six-lane divided roadway within Duncanville. South of Wintergreen Road, Cockrell Hill Road is a four-lane roadway until it reaches Parkerville Road, where it becomes a two-lane roadway at the city limits of DeSoto and Glenn Heights.



Duncanville Road is a north-south roadway that runs along the western edge of DeSoto, but lies completely in the adjacent city of Cedar Hill. The roadway is owned and maintained by Cedar Hill, but it is utilized by DeSoto residents. It is a six-lane roadway coming out of the City of Duncanville as Main Street, and then reduces to a two-lane roadway south of Wintergreen Road along the boundary between Cedar Hill and DeSoto southward toward Ovilla.

The Five Major East-West Roadways

Wintergreen Road is located between Highway 67 in Cedar Hill and Duncanville Road as a six-lane roadway. After an offset of 500 feet to the south, Wintergreen becomes a two-lane roadway running through mostly rural residential settings and along creek valleys. Wintergreen Road transitions to a four-lane roadway between Hampton Road in DeSoto to IH-35 providing access to Grimes Park, residential subdivisions, and nearby light industrial and commercial development. The roadway transitions back to a two-lane roadway in Lancaster; however, Lancaster plans to improve Wintergreen into a four-lane divided major arterial.



Danieldale Road is an east-west roadway that connects to Mountain Creek Parkway in western Dallas and passes through a significant portion of southern Duncanville before passing through sparsely developed portions of northern DeSoto, southern Dallas and western Lancaster. Danieldale Road forms a portion of the northern boundary of DeSoto, but much of the roadway lies outside of the city limits, and thus beyond control of the City of DeSoto regarding its development. West of US-67, through the City of Duncanville, Danieldale Road has been improved to provide six travel lanes. East of US-67, Danieldale Road reduces to a two-lane roadway as it passes through DeSoto. Lancaster plans to improve Danieldale Road to a four-lane roadway, and has expanded it to a six-lane roadway between Houston School Road and IH-20.

Pleasant Run Road is an east-west roadway that connects DeSoto to Cedar Hill on the west and Lancaster on the east. From the heart of DeSoto at Hampton Road eastward and extensively through Lancaster, Pleasant Run Road is a four-lane street of significant importance to local traffic conveyance and commerce. It was built with sufficient room in the median to expand to six lanes should volumes warrant in the future, and contains significant commercial development. West of Westmoreland Road, the four lanes transition to a two-lane roadway to Duncanville Road, then turns back into a four-lane divided roadway all the way to its terminus in Cedar Hill at FM-1382, adjacent to the major shopping development called Uptown Village (i.e., an outdoor mall development).



Belt Line Road, as stated previously, is a regionally significant roadway and is a state-controlled right-of-way. Belt Line Road serves as a loop arterial roadway around Dallas. Belt Line Road has been improved to be a four-lane roadway through DeSoto and into both Lancaster and Cedar Hill.



Parkerville Road is an east-west roadway serving a mostly suburban residential areas, a decade ago Parkerville Road served large open lots before being developed as residential subdivisions. Parkerville Road has recently been improved to a four lane divided roadway between IH-35 and Polk Street. The remaining portion of the roadway through DeSoto is an undivided two-lane roadway. Notably the intersection at Hampton Road and Cockrell Hill Road has been improved to four lanes.

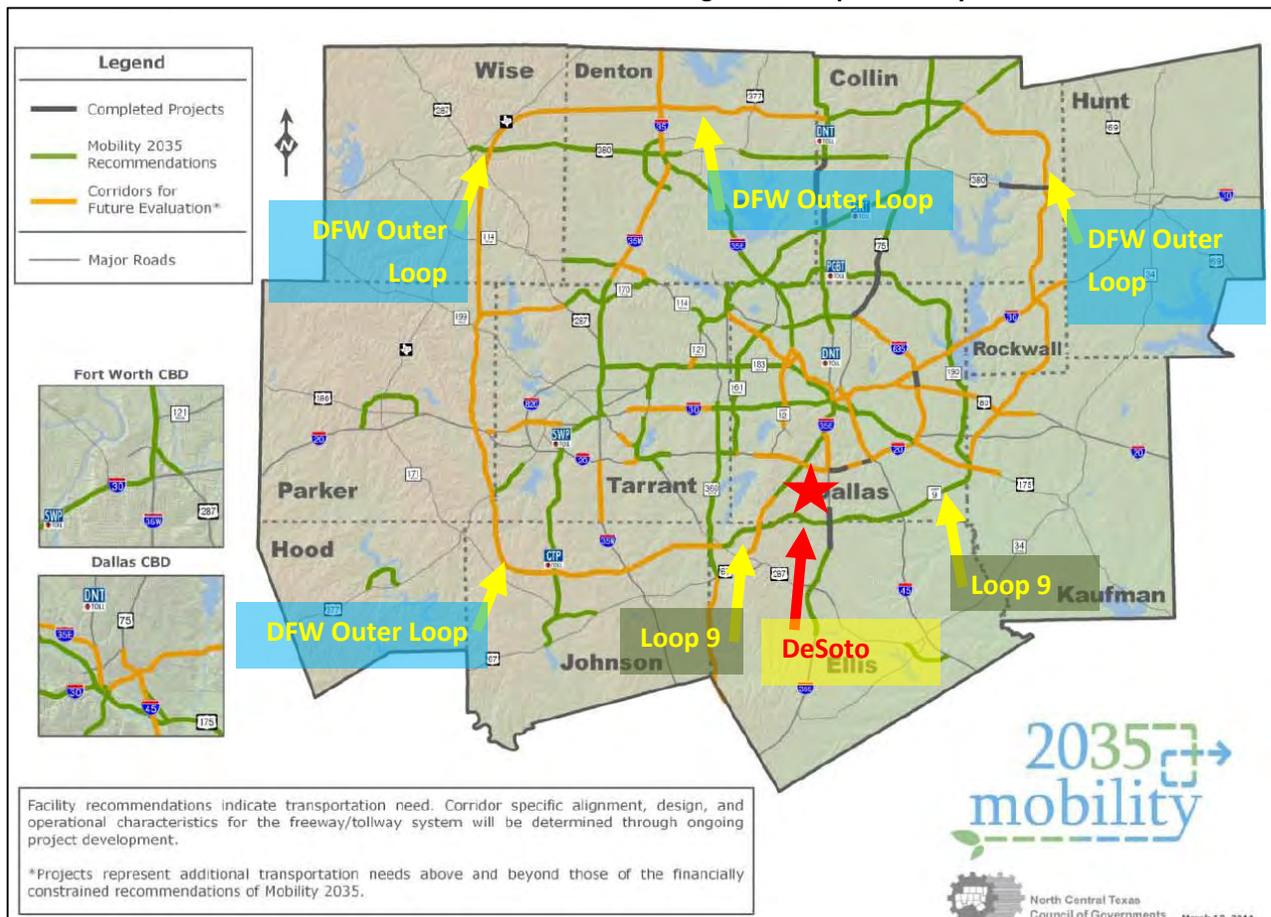
“Five north-south streets and five east-west streets form a grid of streets on an approximately one-mile spacing that provide for the movement of people and goods to, from, and through the City of DeSoto.”

Regional Multimodal Planning Initiatives

Loop 9

The proposed Texas State Highway Loop 9 will serve the southern DFW Metroplex. The Loop 9 project calls for the construction of a new location with a six-lane tollway facility in south Dallas County and northern Ellis County. This generally east/west toll road will run from US 287 near Midlothian to IH-20 in Mesquite and has an estimated cost of \$5.7 billion. At the terminus with IH 20, Loop 9 will connect to SH 190 and a proposed DFW outer loop. This roadway is important to the City because it will produce trips to the south and provide greater access to and from DeSoto. Access points will be at two-mile intervals, potentially at Hampton and Cockrell Hill Roads.

Figure 22. Loop 9 Mobility 2035 Vision Considerations



Regional Rail (Light and High-speed)

Regional rail is not currently planned to pass through the city limits of DeSoto. Even though DeSoto will most likely never have access to rail in the city limits, there are still public transit options available for residents to utilize. Rail will pass through Lancaster to the east, and Cedar Hill to the west, as shown on [Figure 23](#). The planning focus for regional rail must be the acknowledgement that rail services will be through neighboring communities and how DeSoto residents will access these points. [Figure 32. Regional DART Public Transportation Service Facilities](#) graphically depicts the key access points to Dallas Area Rapid Transit (DART) system. The proposed, privately-

funded high-speed rail line will run from Houston to Dallas. The closest rail station with planned service to this Dallas-Houston high-speed rail is anticipated to be near or in Downtown Dallas. Downtown Dallas can be accessed from DeSoto by vehicle using IH-35, or by utilizing the nearby DART services.

Figure 23. Light Rail Mobility 2035 Vision Considerations

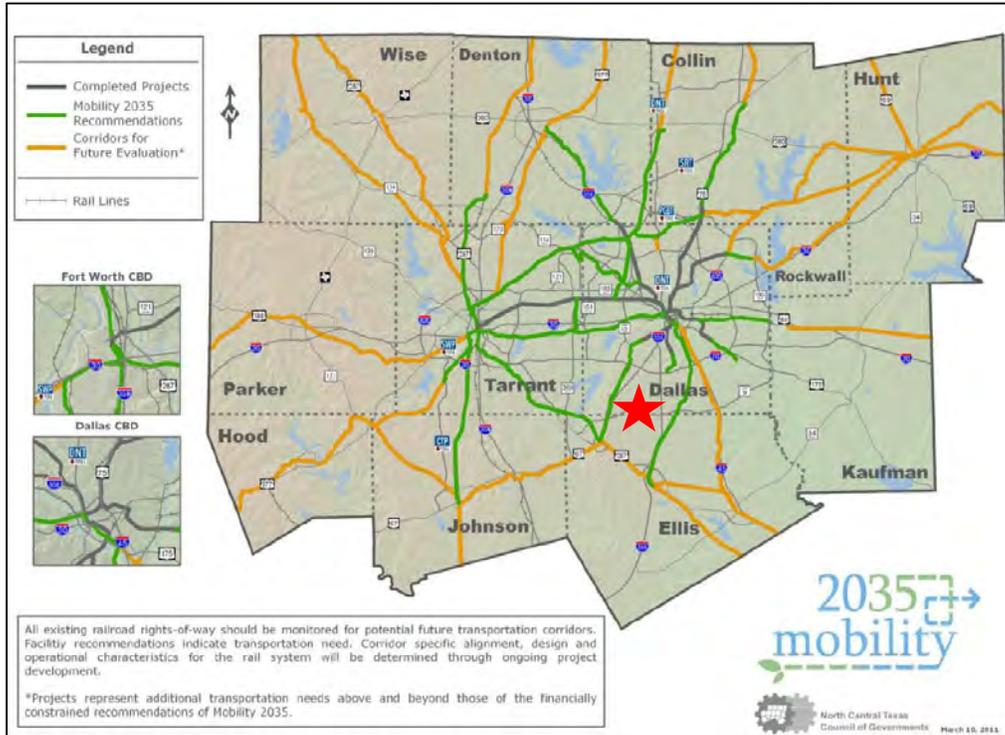
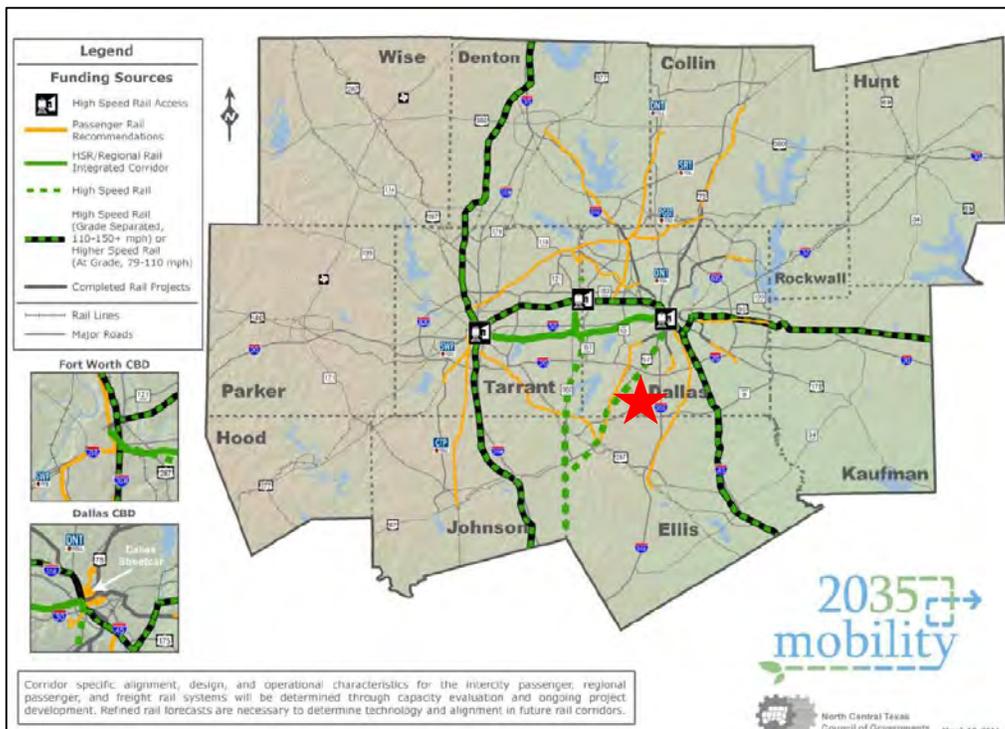


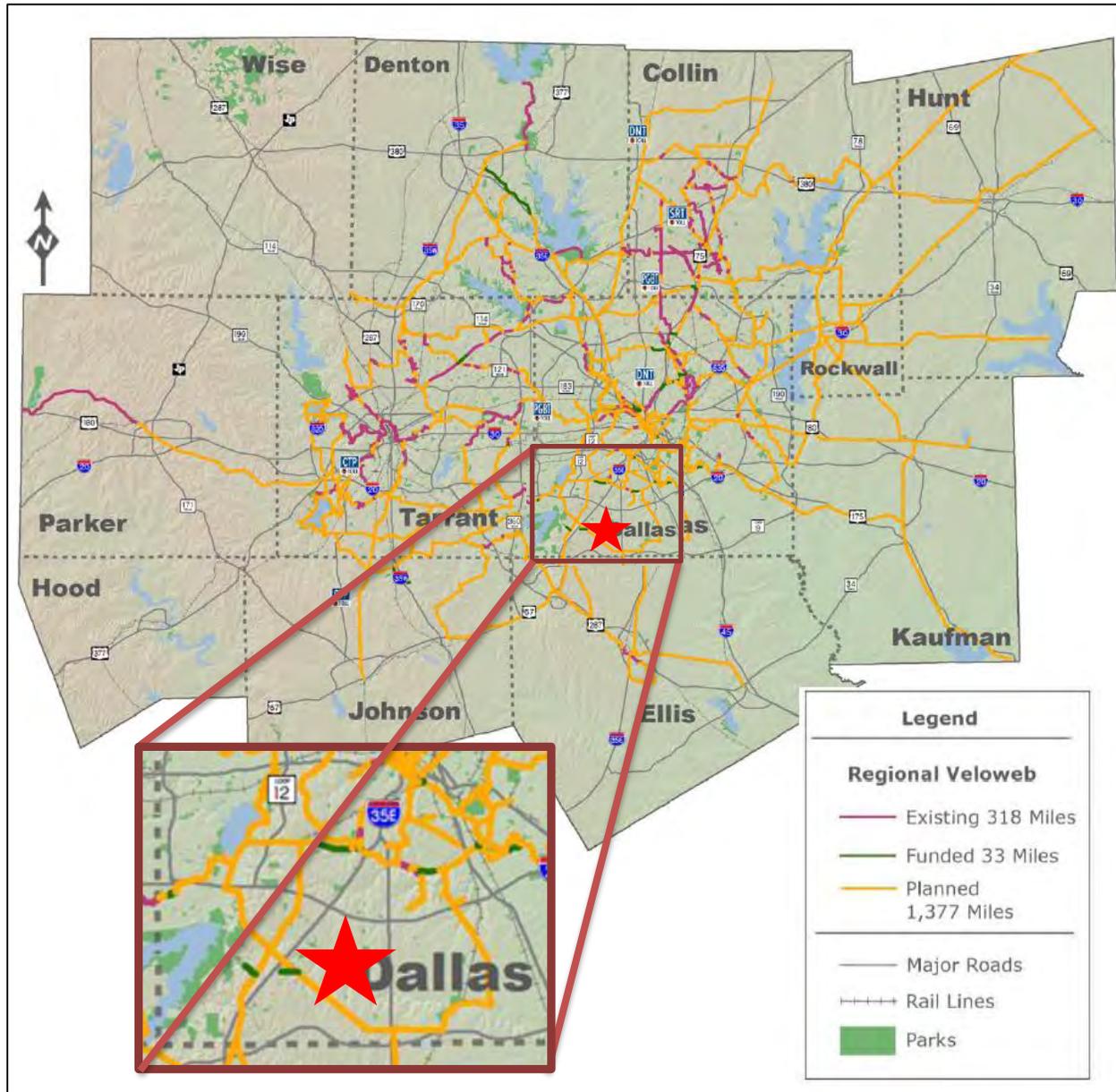
Figure 24. High Speed Rail Mobility 2035 Vision



Veloweb

Veloweb is a regional network of existing and planned trails. These trails are designed for use by bicyclists, pedestrians, and other non-motorized activities. This regional network totals 1,728 miles of trails. The Veloweb is planned to have connections in 10 counties and 117 cities in North Texas, and is coordinated by the North Central Texas Council of Governments (NCTCOG). The Veloweb system runs through DeSoto along a large utility easement, and creates opportunity to develop bike and recreation trails. There is an opportunity for DeSoto to create a biking and trail brand that would attract visitors and help to establish the City has a trailhead.

Figure 25. Mobility 2035 Bicycle & Pedestrian Off-Street Facilities



Source: NCTCOG Mobility 2035

Surrounding Cities' Transportation Plans Map

Currently, there are 21 roadway connections into the City of DeSoto from surrounding cities. Ten of these roadways are built-out and will not affect the City's future planning efforts. However, there are 11 roadways that have been marked for future expansion.

Hampton Road and Cockrell Hill Road are two of these roadways that will have additional lanes added in the future. These two areas are important because they are potential access points to Loop 9. Both roadways currently have two lanes, and will potentially have four lanes in the future.

It is important for the City to monitor the future construction of these roadways, and plan accordingly, to ensure proper connection. If the City does not plan alongside the efforts of surrounding communities, then many of these roadways will abruptly scale down from four to two lanes at the DeSoto city limits.

It is also important to plan around the built-out roadways that connect to DeSoto from surrounding cities. Many of these roadways are built-out at six lanes, but turn into four lanes in DeSoto. One critical area to examine and plan for is the built-out, six-lane, Wintergreen Road that connects to DeSoto from the west. At the DeSoto city limits, the six-lane roadway turns into a two-lane roadway. The same situation can be found in the north where Polk Street meets Daniieldale Road. These two roadways have the largest decrease in lanes, when entering the City Limits.

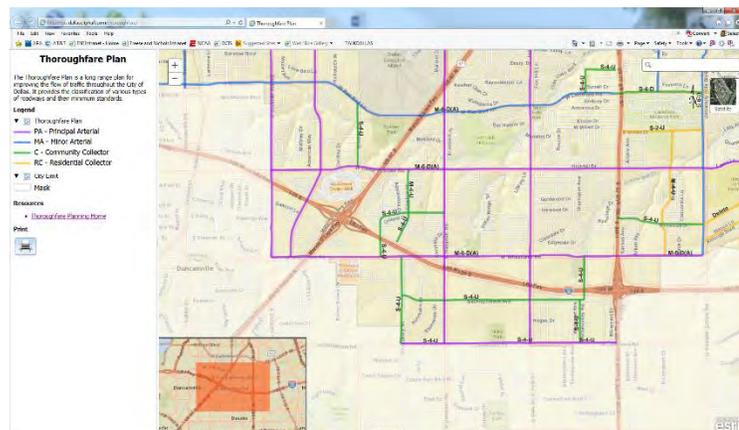
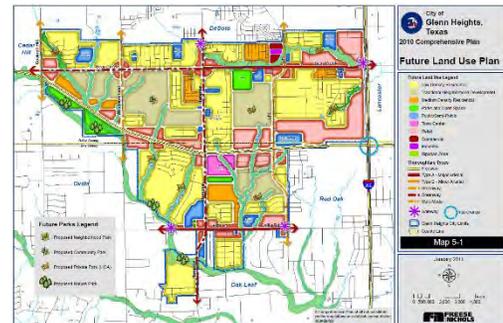
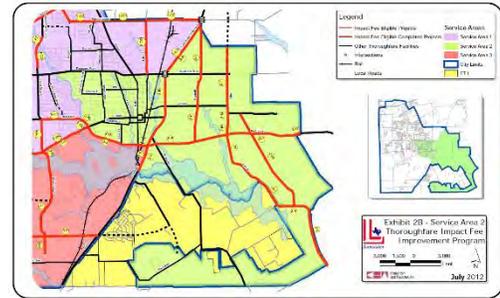


Figure 26. Thoroughfare Plans from Surrounding Cities

Major Traffic Generators and Traffic Volumes

Major Traffic Generators

Major traffic generators were identified and considered in reviewing the transportation system and developing this Transportation Plan. The predominant land use in DeSoto, as well as its adjoining cities to the west and south, is low-density residential development. As a result, DeSoto experiences a heavy outbound traffic pattern in the morning peak hours and a heavy inbound traffic pattern in the evening. There is significant demand created by residents to reach the highways for their work commutes. Additionally, Hampton Road serves as a major north/south city roadway for commutes to reach IH-20 and further destinations to the north.

There are trips made to local businesses at major intersections such as to the Central City area at Hampton Road and Pleasant Run Road, and shopping centers at Pleasant Run Road and Polk Street, and Belt Line Road and Cockrell Hill Road. The regional shopping mall, called Uptown Village, has opened in Cedar Hill along Pleasant Run Road and provides DeSoto residents easy access for their regional shopping needs.

Local retail and commercial trips are also made to business establishments along Hampton Road between Pleasant Run Road and Belt Line Road. There are trips made to the businesses along IH-35 by those from within DeSoto and those from outside DeSoto to address both local and regional shopping and business needs.

There are light industrial employment and trucking activities on the northern end of DeSoto, north of Wintergreen Road and east of Hampton Road.

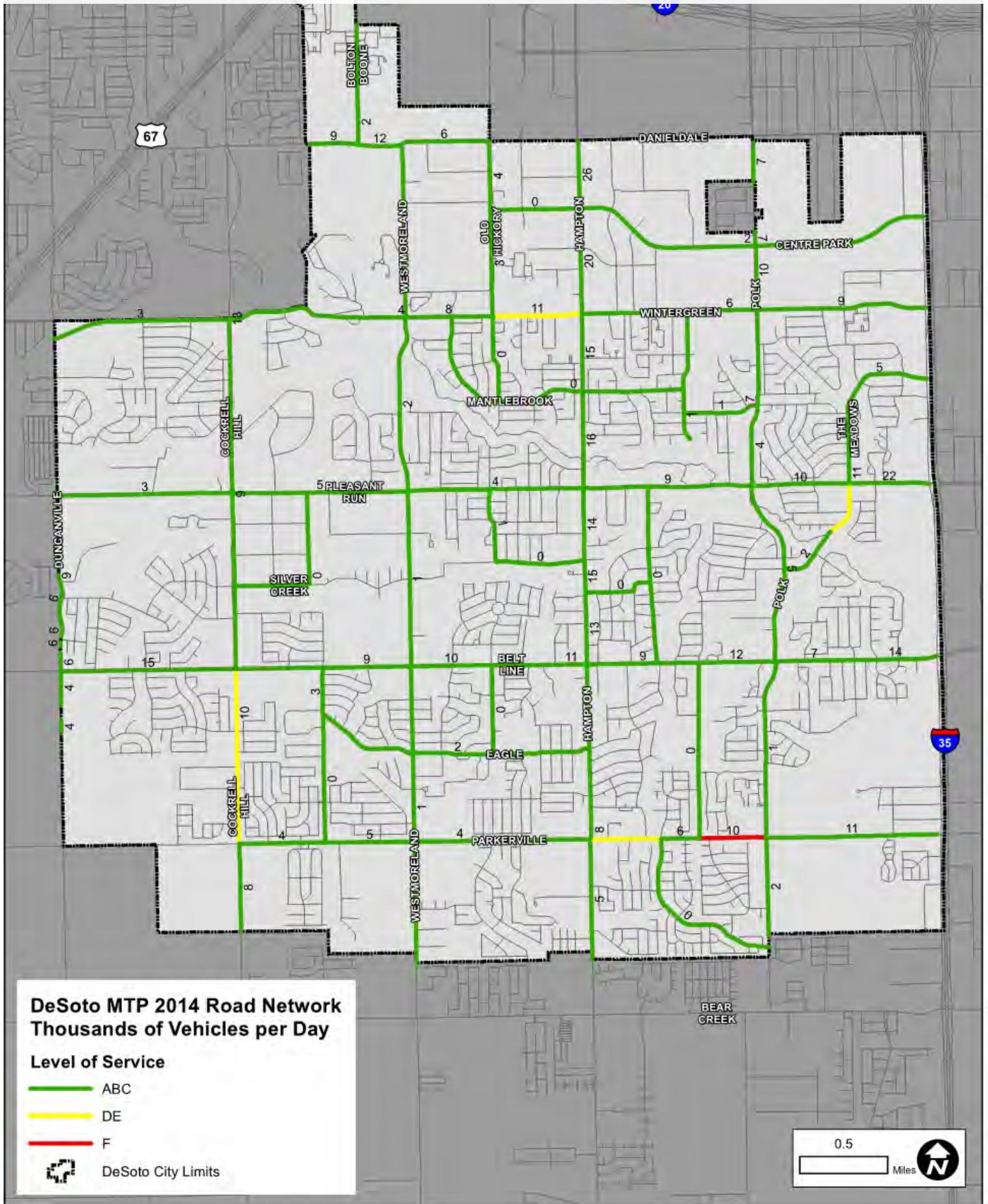
Once Loop 9 is constructed and operational, it will likely increase traffic volumes to the south. Current planning efforts indicate that Loop 9 will have exit ramps spaced two miles apart, which would mean access to Loop 9 occurring at Hampton Road and Cockrell Hill Road in Glenn Heights.

Traffic Volumes

Existing

The existing daily traffic volumes for roadways in DeSoto show predominant use of Hampton Road to and from IH-20 in the north as a primary access roadway to the City's commercial and residential developments. Belt Line Road, running directly through the City and connecting to IH-35, is another roadway with high usage. Trucking is a factor in the high traffic volumes in the north, near the industrial area around Hampton Road and Wintergreen Road. These roadways also allow access to the City as an alternative to IH-35. [Figure 28. Existing Level of Service](#) was derived from data received from the NCTCOG.

Figure 28. Existing Level of Service



Future

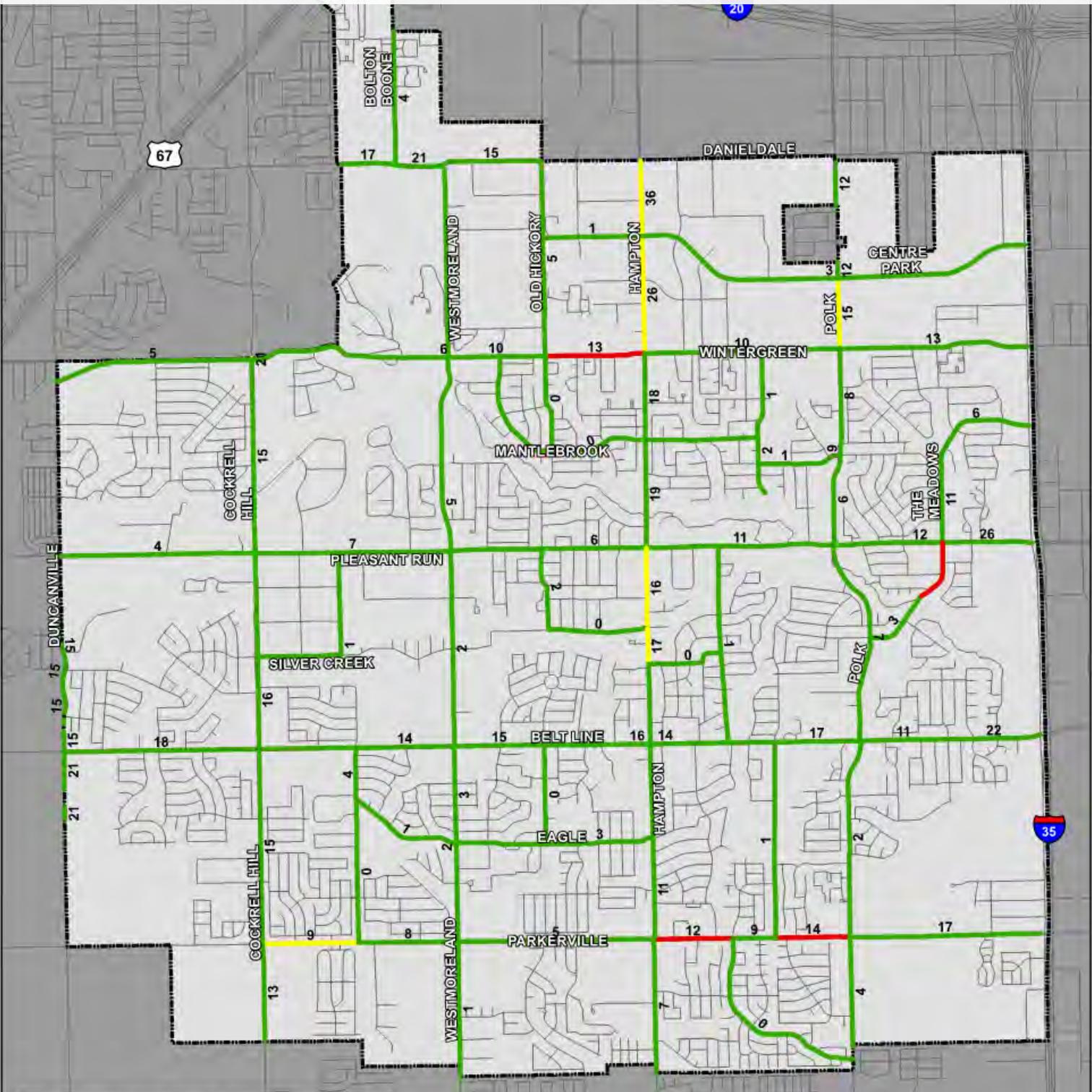
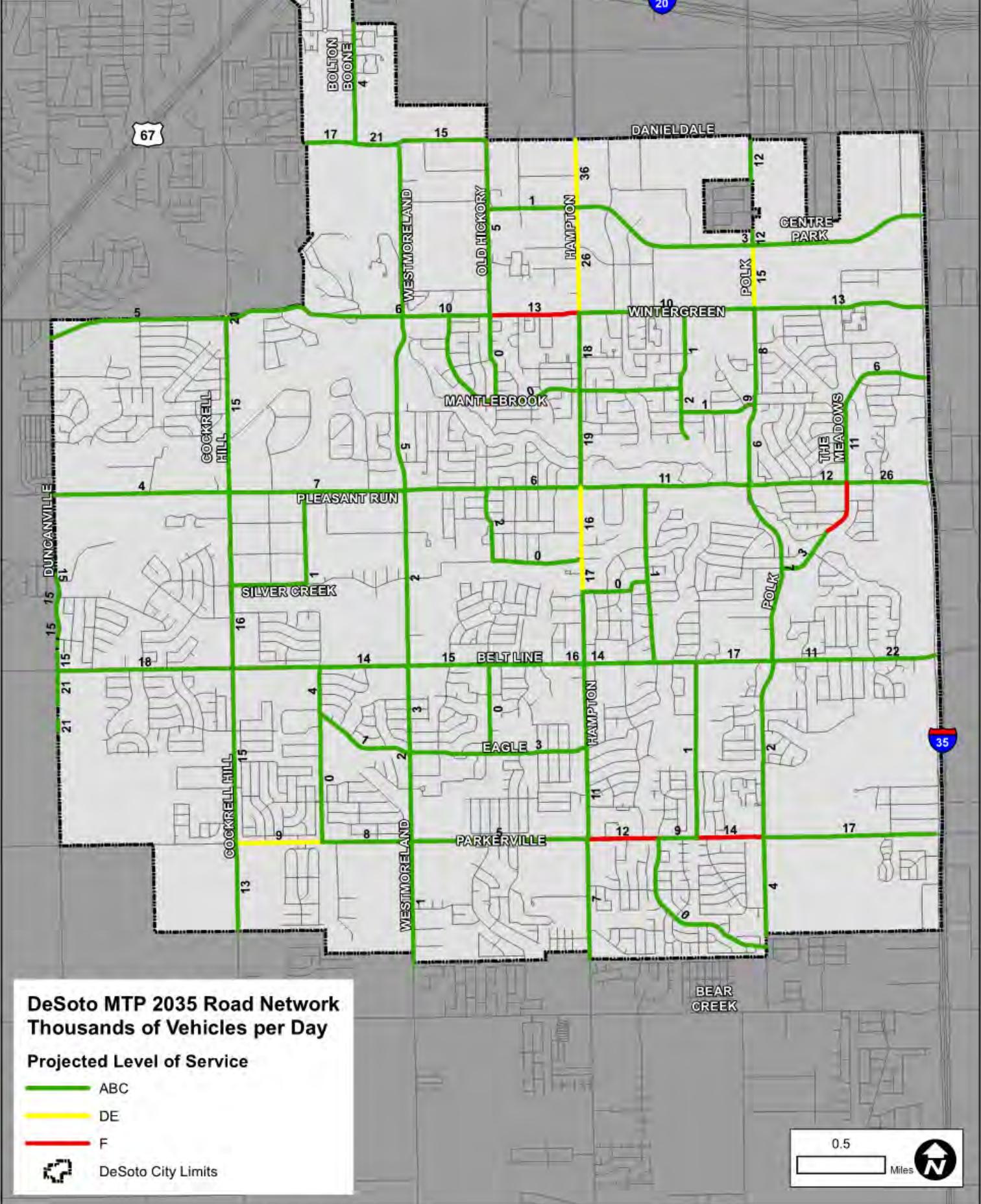
According to [Figure 29. Projected Level of Service](#), the City of DeSoto will experience A, B, and C levels of service on most roadways. The areas projected to have an F level of service are mostly near IH-35, as expected. There are also a few segments of roadway closer to the center of DeSoto that could potentially cause traffic flow issues. These areas should be monitored and proactively planned to address congestion.

All of the roadways connecting the City to surrounding communities, except Hampton Road in the north, are projected to have sufficient levels of service.

The northern portion of Hampton Road is projected to have a D or E level of service. This roadway is a major thoroughfare that connects DeSoto to Dallas and IH-20. This area should also be monitored and proactively planned to ensure a sufficient level of service.

“The City of DeSoto will experience A, B, and C levels of service on most roadways.”

Figure 29. Projected Level of Service



Transportation Plan

Functional Street Classification

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

Access and movement functions are directly related in that as inhibited movement increases (speed), points of access decrease and vice versa. This is typically why freeways, with a high level of movement, have limited access points whereas streets in neighborhood areas have more access points and reduced speed. DeSoto’s current Thoroughfare Plan recognizes six general classifications for roadways based upon a hierarchical function and should be retained as part of this planning update. General planning principles associated with each street classification are listed in [Table 9. Functional Street Classification Chart](#).

Figure 30. Functional Classification System

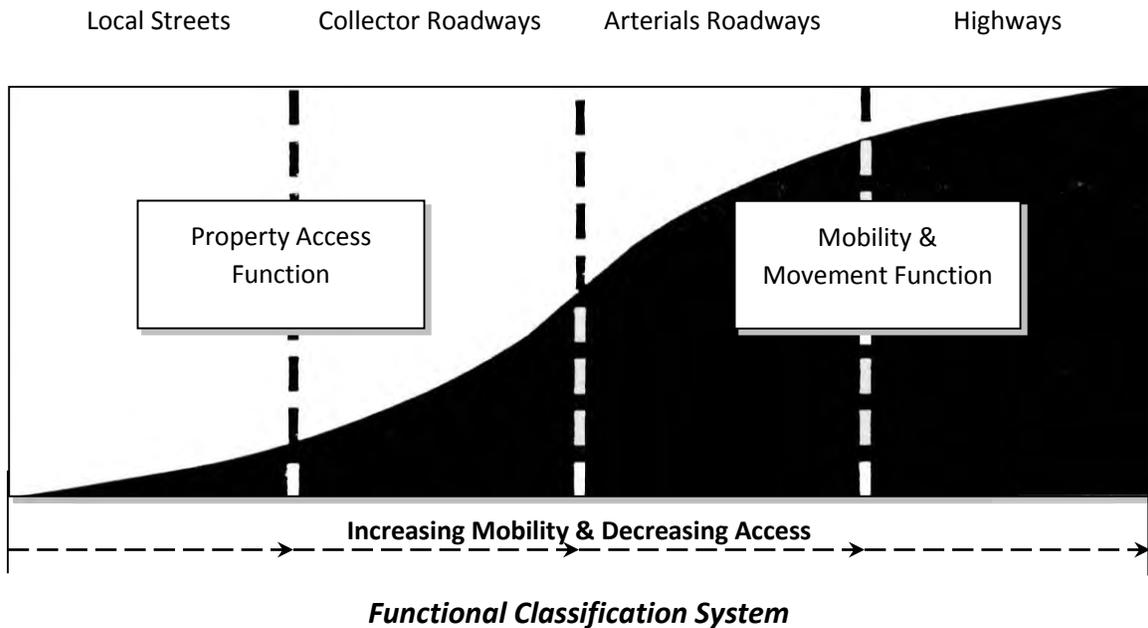


Table 9. Functional Street Classification Chart

Type of Roadway	Function	Spacing (Miles)	Direct Land Access	Roadway Intersection Spacing ⁽³⁾	Volume Ranges (Veh./Day)	Speed Limit (MPH)	Parking	Comments
Highway/ Freeway	Traffic Movement; long distance travel.	1-5	Provided by on/off ramping schematics to continuous frontage roads.	1 mile	45,000 to 125,000	55-70	None	Supplements capacity of arterial street system and provides high speed mobility.
Major Arterial	Moderate distance inter-community, intra-metro area, traffic movement. Serves long trip lengths.	¼ - 1 ½ ⁽²⁾	Restricted – some movements may be prohibited; number and spacing of driveways controlled.	¼ mile	36,000 to 45,000	40-55		“Backbone” of the street system.
Minor Arterial	Mobility function is primary; access function is secondary. Serves moderate trip lengths.		May be limited to major generators; number and spacing of driveways controlled.	⅛ mile	20,000 to 34,000	30-45		Provides route and spacing continuity with major arterials.
Major Collector	Primary – collect / distribute traffic between local streets and arterial system. Serves commercial/ mixed use development; inter-neighborhood traffic movement.	¼ - ½ ⁽²⁾	Safety controls; limited regulation.	300 feet	12,000 to 28,000	30-40	Limited	Through traffic should be discouraged.
Minor Collector	Primary – internal to one neighborhood; serves short trip lengths. Provides land access.			300 feet	1,000 to 15,000	30-35	Limited	
Local Street	Land access.	2 lot lengths	Safety control only.	125 feet	200 to 1,500	20-30	Permitted	

(1) Spacing determination should also include consideration of (travel within the area or corridor based upon) ultimate anticipated development.

(2) Denser spacing needed for commercial and high-density residential districts.

(3) Spacing and intersection design should be in accordance with state and local thoroughfare standards.

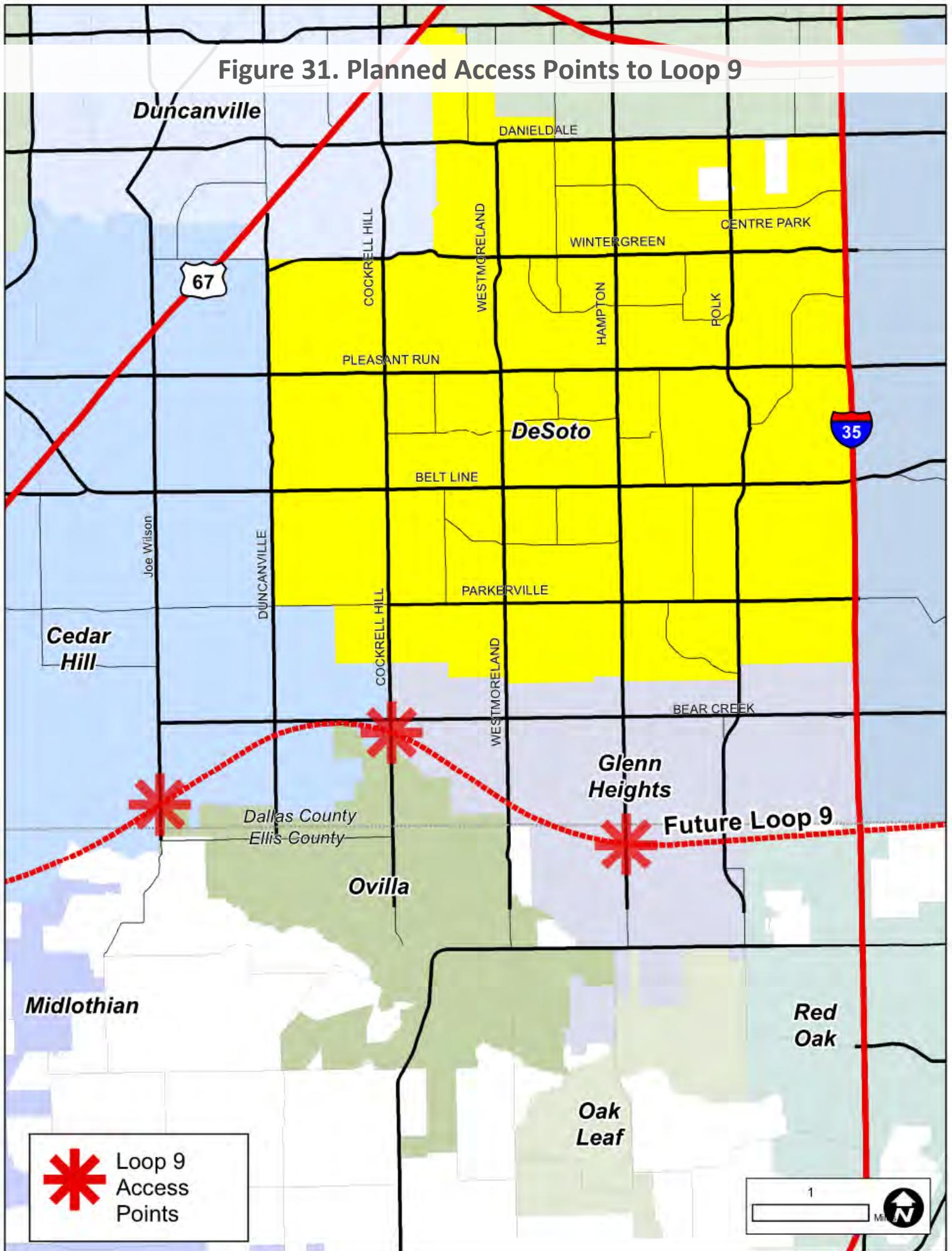
Planning for Connections to Loop 9

Hampton Road and Cockrell Hill Road are two roadways that have potential connections to Loop 9. This planned roadway will have connections every two miles, and therefore the reasoning for Hampton Road and Cockrell Hill Road being identified as connections. Both existing roadways have additional lanes planned in the future on the outside of the DeSoto city Limits. Both roadways currently have two lanes, and will potentially have four lanes.

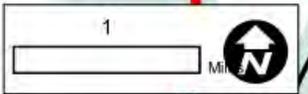
[Figure 31. Planned Access Points to Loop 9](#) identifies these potential access points.

“Hampton Road and Cockrell Hill Road are two roadways that have potential connections to Loop 9.”

Figure 31. Planned Access Points to Loop 9



 Loop 9
Access
Points



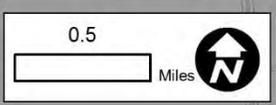
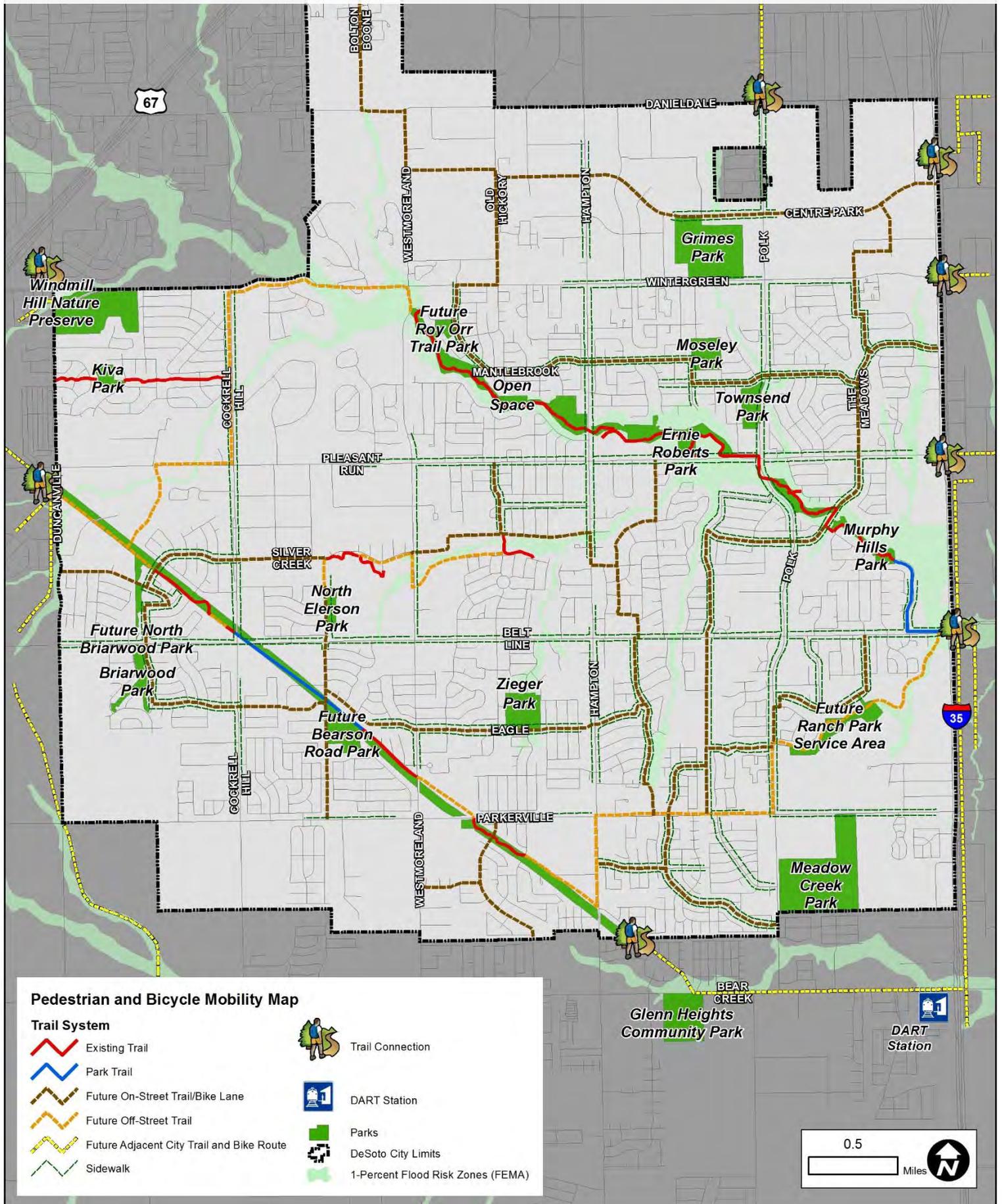
Planning for Pedestrian and Bicycle Mobility

[Figure 32. Planned Pedestrian and Bicycle Mobility](#) highlights the non-motorized transportation options in the City of DeSoto. Existing and future facilities are shown, along with sidewalks and trail connections to surrounding communities.

This map is planned in conjunction with the regional [Veloweb](#) (Page [75](#)) as discussed in earlier sections. This regional planning effort is important to ensure seamless and consistent non-motorized travel through the Dallas-Fort Worth Metroplex. It is critical for DeSoto to monitor these efforts to ensure participation in future regional trails and parks.

“It is critical for DeSoto to monitor these efforts to ensure participation in future regional trails and parks.”

Figure 32. Planned Pedestrian and Bicycle Mobility



Thoroughfare Plan Map

In 1990 a Thoroughfare Plan was developed with a one-mile street grid and all lanes planned to six lanes. This approach provided sufficient capacity for the development in the year to come, but in 2003 recommendations were made to the 1990 plan. They were as follows:

- Westmoreland Road and Wintergreen Road should be four lanes at most
- Parkerville Road should be primarily for local circulation purposes
- Polk Street should be six lanes south from IH-20 to Centre Park, but only four-lanes for the remainder of Polk Street South of Wintergreen
- Pleasant Run Road should have four lanes, instead of six lanes, in accordance with 2025 traffic projections

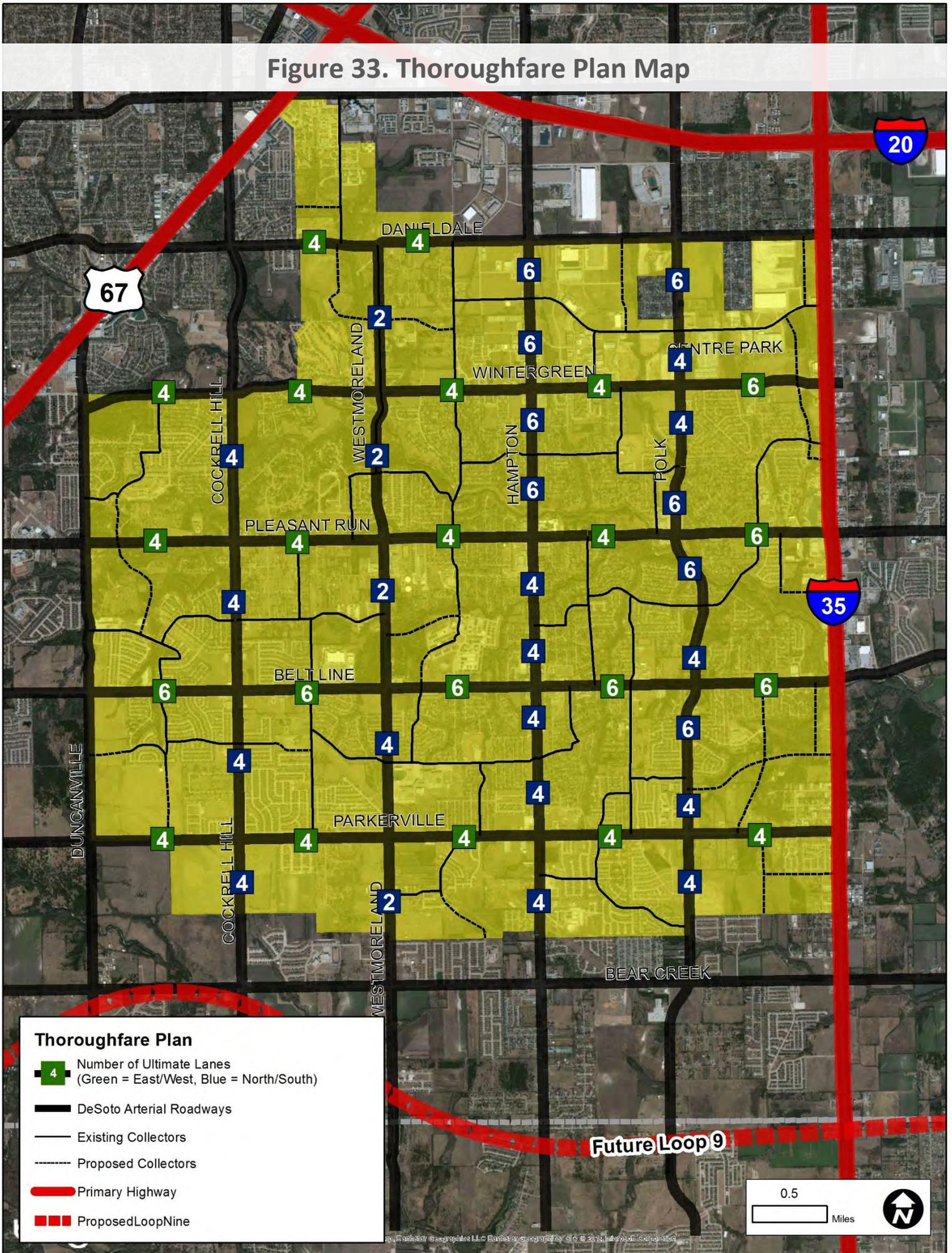
Updates to the Thoroughfare Plan Map

Based on the [Transportation Goals, Objectives, and Actions](#) the following updates were made to the [Thoroughfare Plan Map](#), which can be found on the next page:

- Parkerville Road, near IH-35, was reduced from six lanes to four lanes.
- Wintergreen Road is now four lanes, west of Hampton Road.
- Daniieldale Road is now four lanes, which had been previously planned to be six lanes.
- Westmoreland Road will remain a two-lane road, which was planned to be improved to a four-lane road. However, Westmoreland near the high school should be four lanes to accommodate traffic.
- There will not be a connection to Loop 9
- The roadway was designated as a rural roadway
- Since Dallas has no plans to extend Westmoreland Road south the DeSoto city limits, Westmoreland Road now is planned to end at its insertion with Daniieldale Road. Bolton Boone Drive to the west and Old Hickory Trail to the east will serve as connectors to Wheatland Road.
- Hampton Road, just south of Pleasant Run, is now shown as a four lane road, which had been previously planned to be six lanes.



Figure 33. Thoroughfare Plan Map



Thoroughfare Plan

- 4 Number of Ultimate Lanes
(Green = East/West, Blue = North/South)
- DeSoto Arterial Roadways
- Existing Collectors
- Proposed Collectors
- Primary Highway
- Proposed Loop Nine

0.5
Miles

Public Transit Options

DeSoto is not a member of the Dallas Area Rapid Transit (DART), and therefore does not pay into the system development or receive any consideration for regional transit services. Cities become members by allocating one-cent of their sales tax to DART. If there is no room in the sales tax, a city can still join DART by allocating money out of their general budget equivalent to the one-cent sales tax.

There are three basic options for public transit in DeSoto:

1. Join DART
2. Research and develop a non-DART public transit solution
3. Do not provide public transit and focus tax dollars on other efforts.

Regardless of the three options, the residents of DeSoto do receive the benefits of having DART facilities nearby. The DART light rail service has two terminus rail stations approximately 5 to 7 miles north of DeSoto:

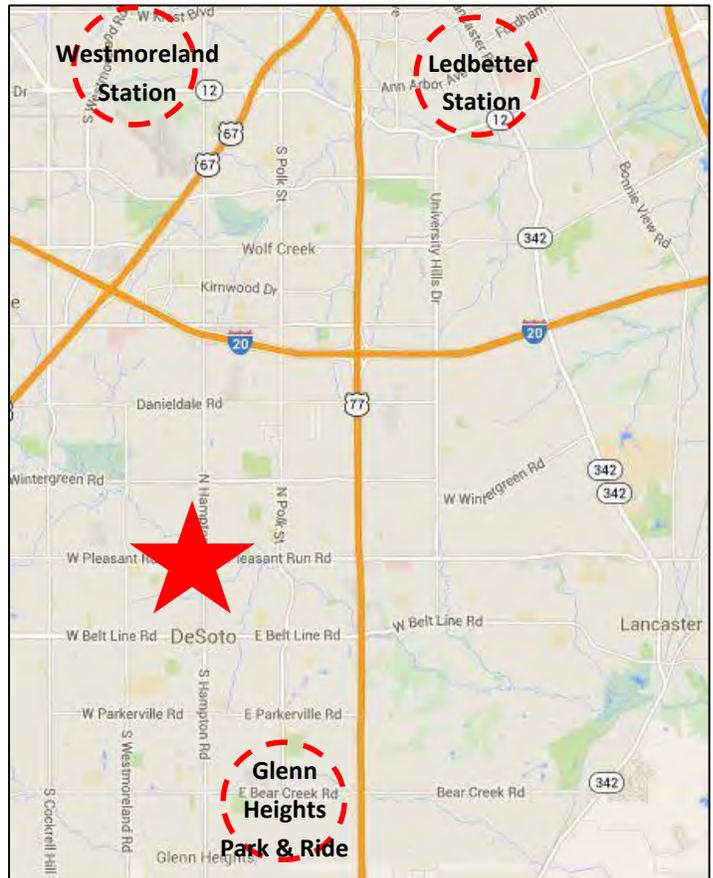
- Red Line: Westmoreland Road Station
- Blue Line: Ledbetter Station (just north of Loop 12)

Residents are able to drive to the above mentioned stations, park for no charge, and use the DART services by paying the same fare as other transit patrons.

In addition to the DART light rail services, a park-and-ride lot is located on Bear Creek in Glenn Heights, just south of DeSoto on the west side of IH-35.

Ultimately, the City has decided to proceed with option 2 – research and develop a non-DART public transit solution. The City’s decision is shared in the 2011 Dikita Study, which is summarized on the following page, and originally stated in Chapter 1.

Figure 32. Regional DART Public Transportation Service Facilities



The 2011, the City hired Dikita to conduct a public transportation study. Overall, the study found strong interest in public transportation in the City, particularly the extension of a DART line into the City. **Despite this result, travel patterns did not indicate a strong enough concentration of demand to warrant fixed-route service.** Below is a list of recommended transportation measures.

Phase 1 – Near Term Measures (2 years)

- Provide carpool matching assistance to DeSoto residents
- Provide vanpool matching
- Initiate a taxi subsidy program
- Expand the volunteer driver program
- Begin coordination with DART

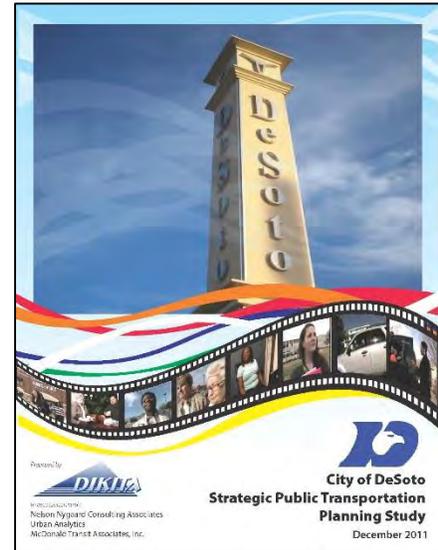
Phase 2 – Intermediate Term (3-8 years)

- Begin a startup shuttle service
- Construct a park-and-ride in DeSoto
- Expand the City's role in coordinating local transportation

Phase 3 – Longer Term (>8 years)

- Services introduced earlier will be evaluated and enhanced, if needed
- Developing dense mixed-use nodes may improve the viability of fixed-route transit options

In an effort to continue the planning process for public transit, the recommendations within the public transportation study should be monitored and reviewed periodically to ensure the recommendations are being implemented and remain applicable in changing political and market conditions. Notably, technical and market trends may greatly influence the discussion of public transit in the next 10 to 20 years. Trends in transportation services that may influence how DeSoto residents will address their future transit needs include private car services such as Uber (an affordable private car service that is an alternative to regular taxi service), car sharing services such as Zipcar (paid membership for access to vehicles that include gas and insurance), and self-driving vehicles, which are being tested and promoted by Google.



Transportation Goals, Objectives, and Actions

The objectives and actions outlined below are from the Transportation goal that was discussed in [Chapter 2: Vision, Goals, and Objectives](#). These actions are important for the City to implement to maintain a transportation system that will meet the needs of DeSoto.

Transportation Goal: Provide for the safe and efficient traffic flow throughout DeSoto to meet the current and forecasted needs of citizens and businesses.

Objective T1: Provide for the continuity of traffic flow within and between neighborhoods and throughout the community to promote neighborhood affinity, and non-motorized transportation.

Action T1.1: Utilize the Thoroughfare Plan during the subdivision and site development review process to ensure provision of street connecting across major arterials between adjacent developments.

Action T1.2: Provide two roadway connections to Loop 9.

Action T1.3: Plan and promote Veloweb access and use as an alternative to vehicle travel.

Objective T2: Provide for the enhanced mobility of pedestrians and bicyclists in the community to promote citizen health, safety and quality of life.

Action T2.1: Construct sidewalks to complete the pedestrian conveyance along all arterial streets.

Action T2.2: Acquire additional right-of-way or easements at the outside corners of intersections (right-of-way corner clips) as necessary to be able to provide safe and comfortable street crossings.

Action T2.3: Inventory all incomplete sidewalks along all arterial and collector streets in DeSoto and assess the needs and priority for sidewalk development, placing the higher priority sidewalks into the Capital Improvement Program each year.

Action T2.4: Coordinate development of roadways and streetscaping in the public rights of way with the Parks, Recreation and Open Space Master Plan for greenways, trails and sidewalks that connect residential neighborhoods to other neighborhoods, parks, civic facilities, and other key destinations in DeSoto.

Action T2.5: Provide information on the network of linear trails in DeSoto to NCTCOG for inclusion in the Regional Veloweb of bicycle facilities. Such inclusion may facilitate future funding efforts and should serve to raise the regional awareness of the quality of life provided in DeSoto.

Action T2.6: Explore lane markings on streets for bike lanes that connect to the trail system.



CHAPTER 4: TRANSPORTATION PLAN | IN A NUTSHELL...

The Transportation Plan will allow the City to plan its transportation network with a regional perspective – not only in auto-oriented transit, but also non-motorized transit. This Transportation Plan and all future transportation planning should be in line with the vision, goals, and objectives that were discussed in **Chapter 2: Vision, Goals, and Objectives**.

The City should be up-to-date with all regional transportation planning efforts to ensure that the City can be included in those initiatives, if needed.

While public transit (such as rail service) may not have viable future in the City of DeSoto, Dallas Area Rapid Transit (DART) connections are located in nearby communities, and are easily accessible by motor vehicle.

With strategic planning, DeSoto could see growth and success in non-motorized transit. Expanding on the current trail network, with integration in the regional trail network, could allow DeSoto to become a frontrunner in trail connectivity and outdoor activities.

It is important to have a balanced mix of transportation options for residents. DeSoto has the advantage of major existing roadways in, and near, the City. Connecting to the existing thoroughfares, and strategically expanding the areas around them, will greatly benefit the City and will be important in directing future growth.



CHAPTER 5: STREETScape GUIDELINES

This chapter, Streetscape Guidelines, contains the pavement width and right-of-way requirements for arterial roadway segments, as well as recommendations for enhanced sidewalks, intersections, median areas, and gateways.

This chapter focuses on the specific design of each arterial street. Gateways into the community are also an emphasis of this chapter. Ultimately, this chapter's goal is to enhance the appearance of the City by integrating the natural environment and distinguishing DeSoto's streets and entrances.

As depicted in [Figure 33. Thoroughfare Plan Map](#) (Page 89), the revised Thoroughfare Plan Map changes DeSoto's original concept from the 1990 Comprehensive Plan for the ultimate number of travel lanes envisioned for the one-mile grid of arterial streets. Instead of a grid of ultimately six-lane divided roadways as envisioned in the 1990 Thoroughfare Plan, this approach has been modified to provide travel lanes as needed to move traffic. Therefore, some of these arterial roadways are designed as four-lane streets, or even a two-lane street for the foreseeable future, with additional right-of-way available for widening outward to six lanes (if ever needed) as DeSoto approaches build-out.

This new vision, which is described in this chapter, was brought about by application of a roadway planning practice called "Context Sensitive Design". This practice requires the careful assessment of the environment through which the roadways pass and development of facilities that are needed to serve all transportation needs of the served areas.

All DeSoto arterials, as shown on the [Thoroughfare Plan Map](#), are planned to be capable of supporting six lanes of traffic; however, it is the intent of this plan to have only the number of lanes needed to serve traffic and provide for pedestrian and bicycle mobility. To plan for multimodal needs with the arterial corridors, 120 feet of right-of-way needs to be acquired for each roadway corridor.



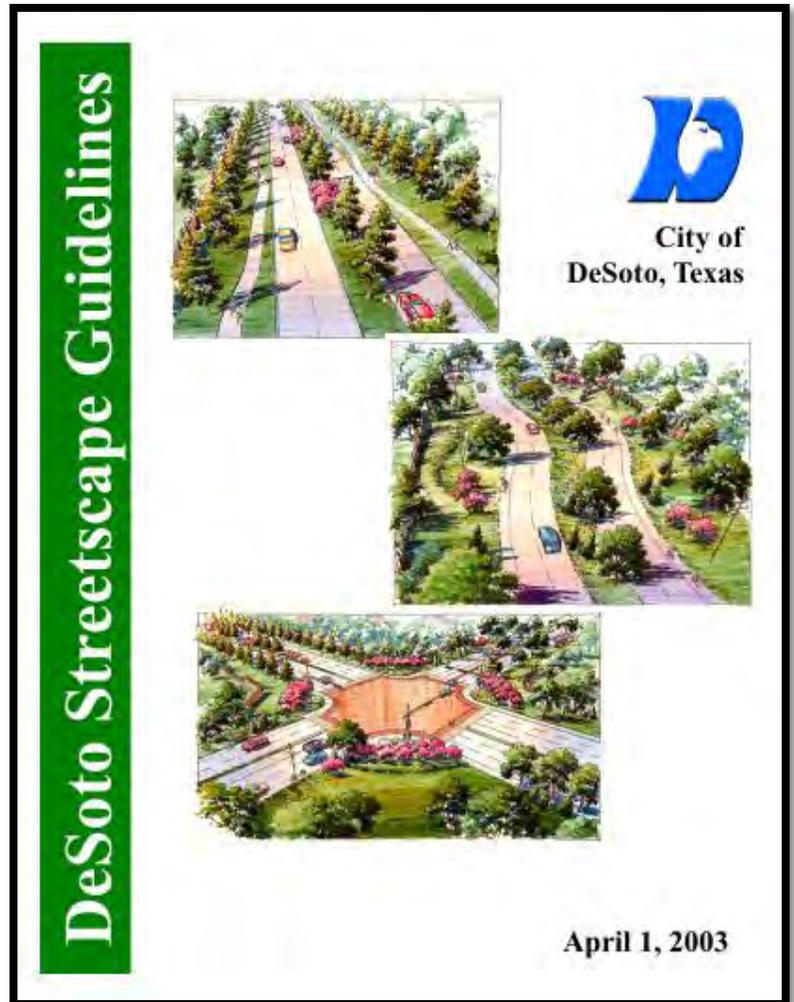
Streetscape Guidelines

The DeSoto Streetscape Guidelines were created in 2003. This standalone document was intended to guide the aesthetics of new and existing roadways.

In an effort to consolidate and create materials that are fairly easy for the general public to understand, the CPSC recommended inserting the Streetscape Guidelines into this 2015 Comprehensive Plan.

Purpose of the Guidelines

The DeSoto Streetscape Guidelines seek to develop a streetscape that reinforces the unique character of this community and meets the needs of the growing population of DeSoto. The expression of the rural heritage of DeSoto permeates the whole landscape in this Dallas suburb. Elements such as landscaping, overhead utilities, open fields, expansive views, and green valleys, all reinforce this rural character.



As DeSoto and the surrounding communities continue to grow, the roadways and the landscape will change to accommodate higher traffic flows, new land uses, and changing trends in development. The need for employment centers and higher end retail within DeSoto will influence how the streets are developed in the near future. As these traditionally urban land uses begin to develop within the community, the streets will become more urban in nature. The Streetscape Guidelines recognize that this is a natural inclination and sets a framework for the thoroughfares of DeSoto in a way that celebrates the difference between the existing rural streets and the ever-growing traditional urban streetscape. The elements of each type of streetscape that create the urban or rural feel are used as keys to the roadway system that focuses on the City of DeSoto. The guidelines do not treat the streets as simple thoroughfares through a community, but as integral parts of a framework within this community.

The following requirements are organized into four major categories. Each defines the separation of the street within the right-of-way, how the street is designed, and the look and feel of the roadway. The guidelines also make distinctions between the different sizes of the street, where they are located, and how they fit into the entire network of roadways within the City of DeSoto. To accommodate these roadways, it is anticipated that there should be 120' of right-of-way or 60' from the center, where feasible.

Four Major Categories of Streetscape Guidelines

1.0 Town Center & Approach Streets

Hampton and Pleasant Run Roads establish themselves as the approach streets to the civic core of DeSoto. These guidelines recognize that these roadways, in particular, stand apart as urban streets amongst the many rural streetscapes that make up DeSoto.

It is the intent of these guidelines to provide visitors and residents a sense of arrival and distinction within this section of the streetscape system and to also develop this section as a part of a whole system that works together to create the unique DeSoto streetscape.

The same species of canopy trees arranged in formal geometries and native grass plantings support the mix of the urban and rural streetscapes. Streetlights with an urban character are located within a landscaped median at a consistent spacing, establishing a rhythm along the street. Pedestrian interaction is encouraged through the location of sidewalks that link to surrounding trail systems and bike lanes.

2.0 Standard Arterial Streets

The Standard Arterial Streets developed in these guidelines become the signature streetscape in DeSoto. These streets use elements such as drifts of native trees, native grasses, and overhead utilities to invoke the experience of the rural roadway. The guidelines tie the streets into the Standard Arterial Streets system by bringing many of these rural elements into existing street sections.

3.0 Belt Line Road

The tendency of this major thoroughfare is to divide DeSoto. If this is allowed to happen, Belt Line will separate the residential communities south of Belt Line from the existing civic core of DeSoto, as well as the other residents of this community.

These guidelines respect this fact and develop a street framework that uses the historical pattern of the rural highway that comes through the City and works with the existing street patterns. The guidelines weave this street into the citywide streetscape fabric with drifts of trees, overhead utilities, rural lighting fixtures in the median, and landscape planting that accentuates the vertical movement of the roadway.

4.0 Westmoreland Road

These guidelines preserve many of the current streetscape conditions within DeSoto. The roadway of Westmoreland embodies much of what makes the streetscapes within DeSoto unique; tree lined drives, existing fence rows, asphalt paving, native tree drifts, overhead power lines, and surface drainage are among the many elements that give these streets their rural character.

Summary of the Four Street Types with all Subcategories

The **first** category, **Town Center & Approach Streets**, represented by Hampton and Pleasant Run, are developed as the urban approaches to the Town Center of DeSoto. The guidelines reinforce continuing trends of commercial office/retail development along these corridors by encouraging a more urban streetscape.

- 1.1 Approach Street – Four- to Six-Lane Urban/Rural Section Divided with Median
- 1.2 Approach Street – Four-Lane Urban Section Divided
- 1.3 Approach Street – Six-Lane Urban Section Divided
- 1.4 Approach Street – Four-Lane Urban Section Divided - Historic Core

The **second** category, the **Standard Arterial Streets**, creates a loop around the Town Center using the existing thoroughfares within the City. These streets are encouraged to develop a landscaped image that directly speaks to DeSoto's rural heritage and character. These guidelines cultivate the growth of many of these roads, but do so using DeSoto's rural heritage as a guide.

- 2.1 Standard Arterial Street – Six-Lane Section Divided
- 2.2 Standard Arterial Street – Four-Lane Section Divided

The **third** category developed is **Belt Line Road**. This road is unique in that it is a state highway that is a thoroughfare within the City. This highway has the potential to divide the town, physically and psychologically. This street should not be developed as the typical walled off speedway, but must become part of the town's framework, subject to Texas Department of Transportation (TxDOT) restrictions. The guidelines treat Belt Line Road as a rural highway, creating opportunities for north/south connection and unique landscape treatments.

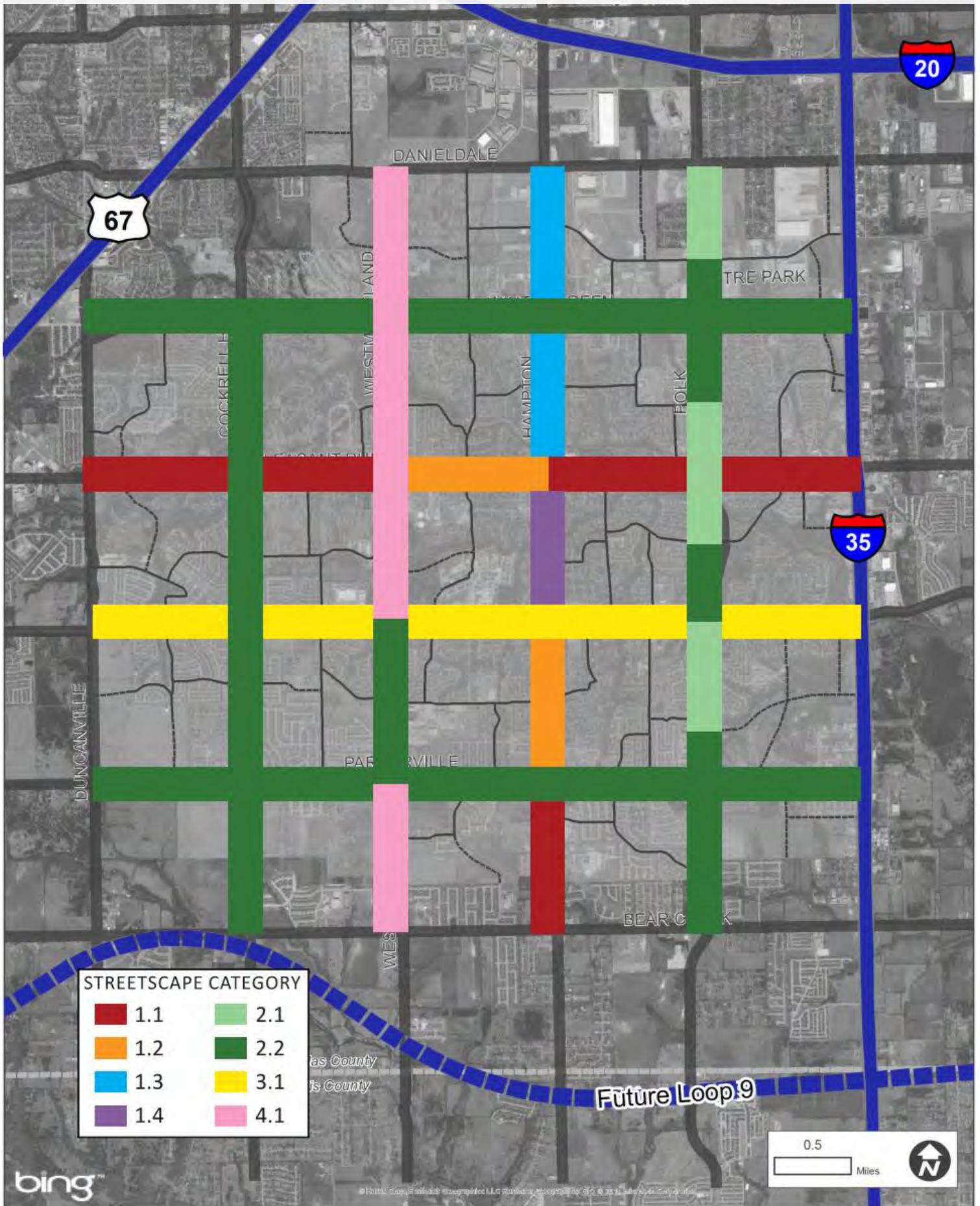
- 3.1 Belt Line Road – Six-Lane Section Divided

The **fourth** category developed is **Westmoreland Road**. The guidelines for this category encourage minimal impact to these streets; however, if changes are needed, the changes are to be implemented in ways that will preserve the unique character of these roads.

- 4.1 Westmoreland Road – Two-Lane Rural Section Divided

Figure 34. Streetscape Concepts Map color-codes the street types listed above. For example, 2.2. Four-Lane Section Divided is colored in a dark green shade. This Type of street is a Standard Arterial Street, which is discussed in the text above.

Figure 34. Streetscape Concepts Map



1.1 Approach Street – Four- to Six-Lane Urban/Rural Section Divided with Median

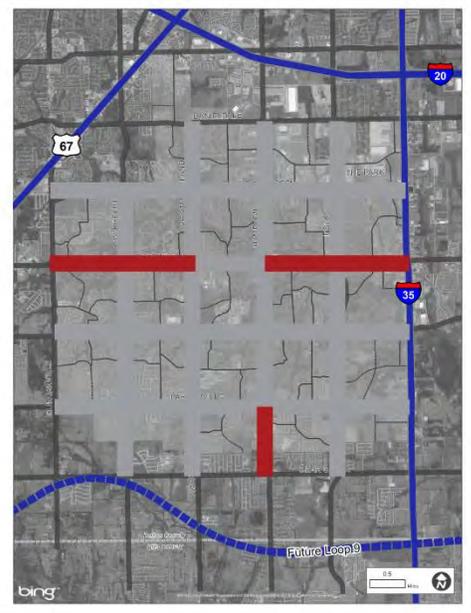
Applicable Streets	<ol style="list-style-type: none"> 1. Pleasant Run West of Westmoreland 2. Hampton South of Parkerville 3. Pleasant Run East of Hampton 	
Street Section	<ol style="list-style-type: none"> 1. 100' minimum right-of-way or, where possible, 120' right-of-way (R-O-W) 2. Four 12' lanes (with expansion planned for six 12' lanes) separated by a 14' landscaped median 3. Paved median noses with brick pavers or a stained pattern concrete finish 4. Typical concrete street with a 6" standard curb 	
Sidewalks	<ol style="list-style-type: none"> 1. 6' wide sidewalk constructed on both sides of the street. 2. Gently meandering geometries, where possible, confined to a zone that is measured from the edge of the street curb towards the R-O-W line 3. No impact on the positive drainage of the roadway. 4. Plan linkages to those parks and trails indicated within the DeSoto Parks, Recreation, and Open Space Master Plan 5. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks 	
Lighting	<ol style="list-style-type: none"> 1. Located in the median of the streetscape at a spacing of 150' on center 2. Junction boxes provided at the base of all streetlights 3. Uplights, well lights, and moonlights are not permitted - except at project entrances 4. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable luminaries and poles in this section 	
Site Furnishing	<ol style="list-style-type: none"> 1. Benches and waste receptacles located along sidewalks on the parkway, with spacing not exceeding 1,200' between benches on the same side of the street 2. Benches oriented towards the street, located on the opposite side of sidewalks and/or trails 3. Waste receptacles located a maximum 30' from each bench location 4. Bench locations meet or exceed those standards set forth by ADA 5. Bike racks with a capacity for three or more bikes located adjacent to the benches at a spacing not exceeding 1200' between bike rack locations 6. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable furnishings in this section 	
Landscaping	<ol style="list-style-type: none"> 1. Consistent canopy trees planted along the centerline of the median in a formal geometry spaced 30' on center 2. Planting on the sides of the streets in drifts and contain three canopy, four ornamental, and four evergreen trees per 120 linear feet of R-O-W 3. Tree drifts not separated by more than 200' of open space (The intent along the parkway is to keep the canopy trees away from the curb to allow for the design of an additional 11' traffic lane each side of the street if necessary in the future) 4. Remaining area between the sidewalk and the R-O-W planted with drought-tolerant native grasses 5. Median is to be drought-tolerant native grasses, except for the noses of the median, paved with brick pavers or a stained pattern concrete finish 6. Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section 	



Figure 35. Approach Street – Four- to Six-Lane Urban/Rural Section Divided with Median



Figure 36. Median Nose

1.2 Approach Street – Four-Lane Urban Section Divided

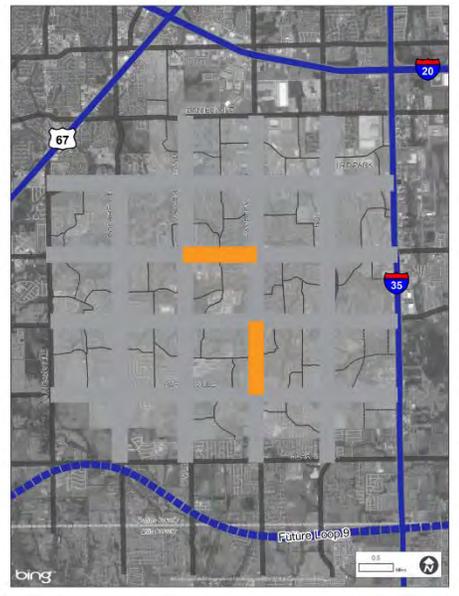
Applicable Streets	<ol style="list-style-type: none"> 1. Hampton South of Belt Line, North of Parkerville 2. Pleasant Run West of Hampton and East of Westmoreland 	
Street Section	<ol style="list-style-type: none"> 1. 100' minimum right-of-way or, where possible, 120' right-of-way 2. Four 12' lanes separated by a 36' landscaped median 3. Where roadways already exist and R-O-W has been obtained, parkway landscaping modified to current conditions 4. Paved median noses with brick pavers or a stained pattern concrete finish 5. Typical concrete street with a 6" standard curb 6. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general specifications on the brick pavers/concrete finish 	
Sidewalks	<ol style="list-style-type: none"> 1. 6' wide sidewalk constructed on both sides of the street at back of the curb 2. Plan linkages to those parks and trails indicated within the DeSoto Parks, Recreation, and Open Space Master Plan 3. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks 	
Lighting	<ol style="list-style-type: none"> 1. Located in the median of the streetscape at a spacing of 150' on center 2. Junction boxes provided at the base of all streetlights 3. Uplights, well lights, and moonlights are not permitted except at project entrances 4. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable luminaries and poles in this section 	
Site Furnishing	<ol style="list-style-type: none"> 1. Benches and waste receptacles located along sidewalks on the parkway with spacing not exceeding 1,200' between benches on the same side of the street 2. Benches oriented towards the street, located on the opposite side of sidewalks and/or trails 3. Waste receptacles located a maximum 30' from each bench location 4. Bench locations meet or exceed those standards set forth by ADA 5. Bike racks with a capacity for three or more bikes located adjacent to the benches at a spacing not exceeding 1,200' between bike rack locations 6. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable furnishings in this section 	
Landscaping	<ol style="list-style-type: none"> 1. Consistent canopy trees planted within the median, alternating with consistent ornamental tree plantings 2. Canopy trees in the median spaced 30' on center along the centerline of the roadway 3. A rhythm of four consistent canopy trees, then six ornamental trees (planted in rows of two on a 9' grid), established within the median 4. The intent along the parkway is to keep the canopy trees away from the curb to allow for the design of an additional 11' traffic lane each side of the street if necessary in the future 5. Remaining area between the sidewalk and the R-O-W planted with drought-tolerant native grasses 6. Median is to be drought-tolerant native grasses, except for the noses of the median, paved with brick pavers or a stained pattern concrete finish 7. Along the R-O-W line on each side of the street consistent canopy trees planted at 30' on center, matching the canopy trees in the median 8. Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section 	



Figure 37. Approach Street – Four-Lane Urban Section Divided



Figure 38. Median Nose

1.3 Approach Street – Six-Lane Urban Section Divided

<p>Applicable Streets</p>	<p>1. Hampton North of Pleasant Run</p>	
<p>Street Section</p>	<ol style="list-style-type: none"> 100' minimum right-of-way or, where possible, 120' right-of-way Six 12' lanes separated by a 14' landscaped median 6' sidewalk placed adjacent to the roadway on both sides Paved median noses with brick pavers or a stained pattern concrete finish Typical concrete street with a 6" standard curb Refer to the DeSoto Hardscape Amenities Chart (page 119) for general specifications on the brick pavers or a stained pattern concrete finish 	
<p>Sidewalks</p>	<ol style="list-style-type: none"> 6' wide sidewalk constructed on both sides of the street at back of the curb Plan linkages to those parks and trails indicated within the DeSoto Parks, Recreation, and Open Space Master Plan Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks 	
<p>Lighting</p>	<ol style="list-style-type: none"> Located in the median of the streetscape at a spacing of 150' on center Junction boxes provided at the base of all streetlights Uplights, well lights, and moonlights are not permitted except at project entrances Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable luminaries and poles in this section 	
<p>Site Furnishing</p>	<ol style="list-style-type: none"> Benches and waste receptacles located along sidewalks on the parkway with spacing not exceeding 1,200' between benches on the same side of the street Benches oriented towards the street, located on the opposite side of sidewalks and/or trails Waste receptacles located a maximum 30' from each bench location Bench locations meet or exceed those standards set forth by ADA Bike racks with a capacity for three or more bikes located adjacent to the benches at a spacing not exceeding 1,200' between bike rack locations Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable furnishings in this section 	
<p>Landscaping</p>	<ol style="list-style-type: none"> Consistent canopy trees planted within the median, alternating with consistent ornamental tree plantings Canopy trees in the median spaced 30' on center along the centerline of the roadway A rhythm of four consistent canopy trees, then six ornamental trees (planted in rows of two on a 9' grid), is to be established within the median The intent along the parkway is to keep the canopy trees away from the curb to allow for the design of an additional 11' traffic lane each side of the street if necessary in the future Remaining area between the sidewalk and the R-O-W planted with drought-tolerant native grasses Median is drought-tolerant native grasses, except for the noses of the median, paved with brick pavers or a stained pattern concrete finish Along the R-O-W line on each side of the street, consistent canopy trees planted at 30' on center to matching the canopy trees in the median Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section 	

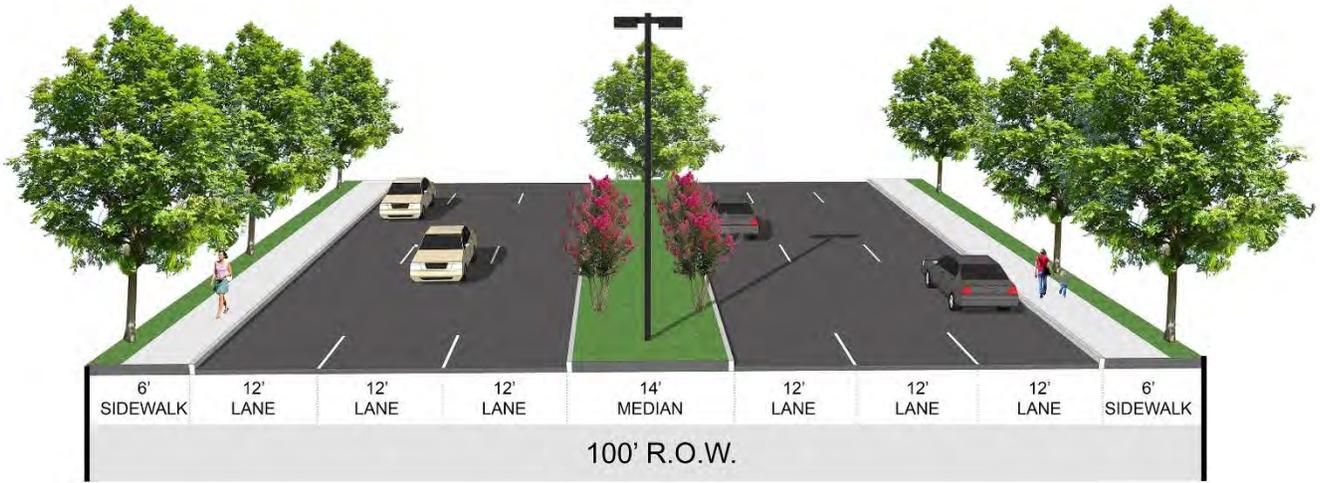


Figure 39. Approach Street – Six-Lane Urban Section Divided



Figure 40. Median Nose

1.4 Approach Street – Four-Lane Urban Section Divided - Historic Core

<p>Applicable Streets</p>	<p>1. Hampton between Pleasant Run and Belt Line</p>	
<p>Street Section</p>	<ol style="list-style-type: none"> 1. 100' minimum right-of-way or, where possible, 120' right-of-way 2. Four 12' lanes separated by a 14' landscaped median 3. 8' sidewalk placed adjacent to the roadway on both sides 4. Paved median noses with brick pavers or a stained pattern concrete finish 5. Typical concrete street with a 6" standard curb 6. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general specifications on the brick pavers or a stained pattern concrete finish 	
<p>Sidewalks</p>	<ol style="list-style-type: none"> 1. Pedestrian access provided directly adjacent to the curb 2. 8' wide sidewalk constructed on both sides of the street at back of the curb 3. Plan linkages to those parks and trails indicated within the DeSoto Parks, Recreation, and Open Space Master Plan 4. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks 	
<p>Lighting</p>	<ol style="list-style-type: none"> 1. Located in the median of the streetscape at a spacing of 150' on center 2. Junction boxes provided at the base of all streetlights 3. Uplights, well lights, and moonlights are not permitted except at project entrances 4. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable luminaries and poles in this section 	
<p>Site Furnishing</p>	<ol style="list-style-type: none"> 1. Benches and waste receptacles are to be located along sidewalks on the parkway with spacing not exceeding 1200' between benches on the same side of the street 2. Benches oriented towards the street, located on the opposite side of sidewalks and/or trails 3. Waste receptacles located a maximum 30' from each bench location 4. Bench locations meet or exceed those standards set forth by ADA 5. Bike racks with a capacity for three or more bikes located adjacent to the benches at a spacing not exceeding 1,200' between bike rack locations 6. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable furnishings in this section 	
<p>Landscaping</p>	<ol style="list-style-type: none"> 1. Consistent ornamental trees planted within the brick paved median at 9' on center with 3' x 3' leave outs in the brick paving to allow for the trees to be planted (Canopy trees in the median are spaced 30' on center along the centerline of the roadway) 2. Consistent canopy trees planted at 30' on center along the R-O-W line on both sides of the street (The intent along the parkway is to keep the canopy trees away from the curb to allow for the design of an additional 11' traffic lane each side of the street if necessary in the future) 3. Remaining area between the sidewalk and the R-O-W drought-tolerant native grasses, except for the noses of the median, paved with brick pavers or a stained pattern concrete finish 4. Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section 	

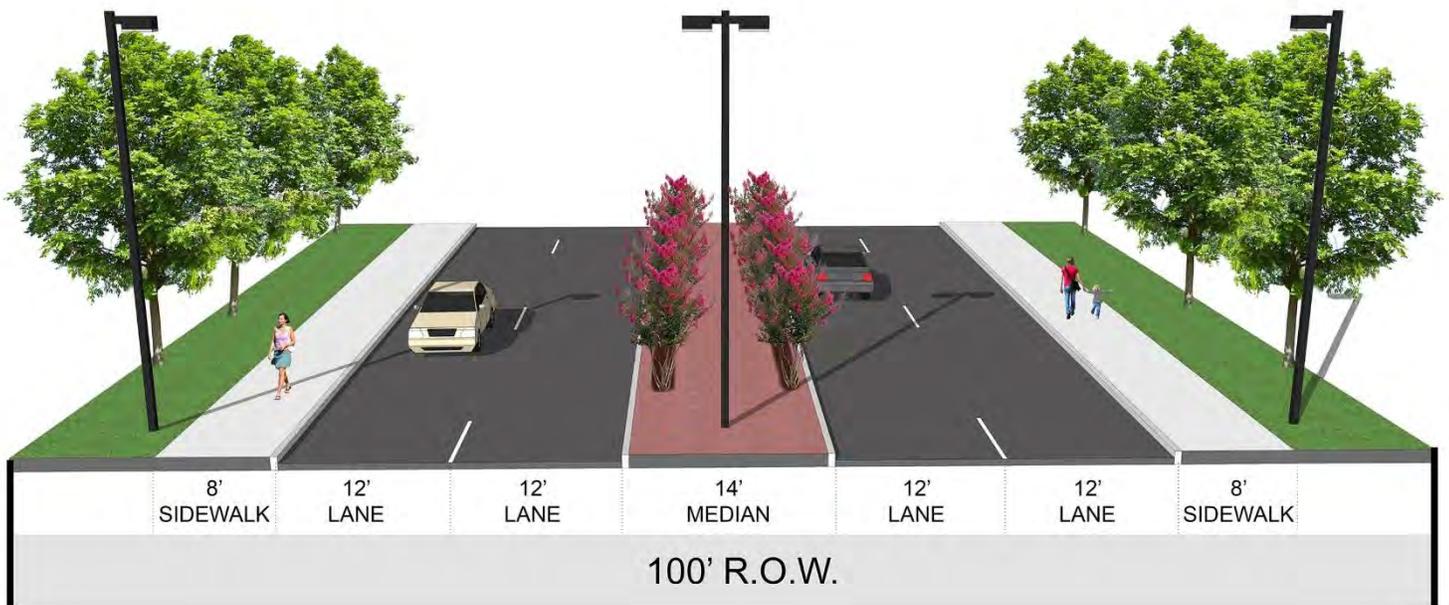


Figure 41. Approach Street – Four-Lane Urban Section Divided - Historic Core

2.1 Standard Arterial Street – Six-Lane Section Divided

Applicable Streets	<ol style="list-style-type: none"> 1. Polk Street 	
Street Section	<ol style="list-style-type: none"> 1. 100' minimum right-of-way or, where possible, 120' right-of-way 2. Six 12' lanes separated by a 14' landscaped median 3. Can vary in right-of-way width and the ideal right-of-way of 120' should be attained if a particular section of street allows space 4. Includes a typical concrete street with a 6" standard curb 5. Narrowed as much as possible at bridges 	
Sidewalks	<ol style="list-style-type: none"> 1. 6' wide sidewalk constructed on both sides of the street 2. Gently meandering geometries and confined to a zone that is measured from the edge of the street curb towards the R-O-W line 3. No impact on the positive drainage of the roadway 4. Plan linkages to those parks and trails indicated within the DeSoto Parks, Recreation, and Open Space Master Plan 5. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks 	
Lighting	<ol style="list-style-type: none"> 1. Located in the median of the streetscape at a spacing of 150' on center 2. Junction boxes provided at the base of all streetlights 3. Up lights, well lights, and moonlights are not permitted except at project entrances 4. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable luminaries and poles in this section 	
Site Furnishing	<ol style="list-style-type: none"> 1. Benches and waste receptacles located along sidewalks on the parkway, approximately mid-block. 2. Benches oriented towards the street, located on the opposite side of sidewalks and/or trails 3. Waste receptacles located a maximum 30' from each bench location 4. Bench locations meet or exceed those standards set forth by ADA 5. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable furnishings in this section 	
Landscaping	<ol style="list-style-type: none"> 1. Canopy trees, evergreen trees, ornamental trees, and ornamental grasses planted in drifts within the median 2. Parkway planted with ornamental grasses 3. Three canopy, two ornamentals, and four evergreen trees planted every 100 linear feet on average within a 100' R-O-W street 4. For streets with R-O-W. over 100', five canopy trees, four ornamental trees, and eight evergreen trees required every 100 linear feet of road 5. Required tree quantities distributed randomly in the parkways and median of the R-O-W 6. Tree drifts not separated by more than 200' of open space 7. Native grasses planted in drifts within all areas of the R-O-W 8. Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section 	



Figure 42. Standard Arterial Street – Six-Lane Divided

2.2 Standard Arterial Street – Four-Lane Section Divided

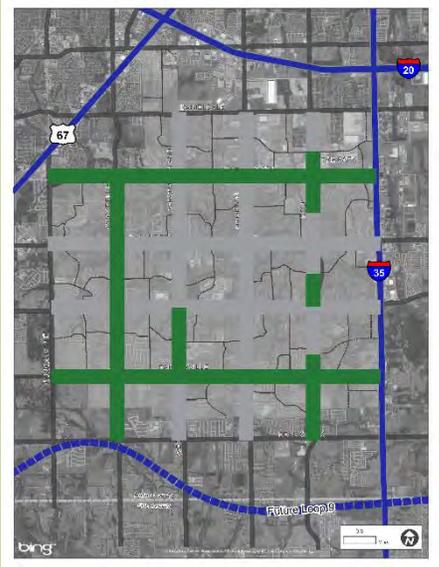
Applicable Streets	<ol style="list-style-type: none"> 1. Wintergreen, Cockrell Hill, and Parkerville, From City Limits to City Limits 2. Polk Street Segments 
Street Section	<ol style="list-style-type: none"> 1. 120' right-of-way, where possible, that incorporates two 12' north/eastbound lanes and two 12' south/westbound lanes separated by a 14' landscaped median 2. Can vary in right-of-way width and the ideal right-of-way of 120' should be attained if a particular section of street allows space 3. Includes a typical concrete street with a 6" standard curb 4. Narrowed as much as possible at bridges
Sidewalks	<ol style="list-style-type: none"> 1. 6' wide sidewalk constructed on both sides of the street 2. Gently meandering geometries and confined to a zone that is measured from the edge of the street curb towards the R-O-W line 3. No impact on the positive drainage of the roadway 4. Plan linkages to those parks and trails indicated within the DeSoto Parks, Recreation, and Open Space Master Plan 5. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks
Lighting	<ol style="list-style-type: none"> 1. Located in the median of the streetscape at a spacing of 150' on center 2. Junction boxes provided at the base of all streetlights 3. Up lights, well lights, and moonlights are not permitted, except at project entrances 4. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable luminaries and poles in this section
Site Furnishing	<ol style="list-style-type: none"> 1. Benches and waste receptacles located along sidewalks on the parkway, approximately mid-block. 2. Benches oriented towards the street, located on the opposite side of sidewalks and/or trails. 3. Waste receptacles located a maximum 30' from each bench location 4. Bench locations meet or exceed those standards set forth by ADA 5. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable furnishings in this section
Landscaping	<ol style="list-style-type: none"> 1. Canopy trees, evergreen trees, ornamental trees, and ornamental grasses planted in drifts within the median 2. Parkway planted with ornamental grasses 3. Three canopy, two ornamentals, and four evergreen trees planted every 100 linear feet on average within a 100' R-O-W street 4. For streets with R-O-W over 100', five canopy trees, four ornamental trees, and eight evergreen trees required every 100 linear feet of road 5. Required tree quantities distributed randomly in the parkways and median of the R-O-W 6. Tree drifts not separated by more than 200' of open space 7. Native grasses planted in drifts within all areas of the R-O-W 8. Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section



Figure 43. Standard Arterial Street – Four-Lane Divided

3.1 Belt Line Road – Six-Lane Section Divided

<p>Applicable Streets</p>	<p>1. Belt Line Road (from City Limits to City Limits)</p> 
<p>Street Section</p>	<ol style="list-style-type: none"> 100' minimum right-of-way or, where possible, 120' right-of-way Four 12' lanes separated by a landscaped median, subject to TxDOT restrictions Four 12' lanes (with expansion planned for six 12' lanes) separated by a landscaped median Typical concrete street with a 6" standard curb Narrowed as much as possible at bridges
<p>Sidewalks</p>	<ol style="list-style-type: none"> 6' wide sidewalk constructed on both sides of the street Plan linkages to those parks and trails indicated within the DeSoto Parks, Recreation, and Open Space Master Plan Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks
<p>Lighting</p>	<ol style="list-style-type: none"> Located in the median of the streetscape at a spacing of 150' on center Junction boxes provided at the base of all streetlights Uplights, well lights, and moonlights are not permitted, except at project entrances Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable luminaries and poles in this section
<p>Site Furnishing</p>	<ol style="list-style-type: none"> None
<p>Landscaping</p>	<ol style="list-style-type: none"> Canopy trees, evergreen trees, ornamental trees, and ornamental grasses planted in drifts within the median Drifts planted to reinforce the natural tendency for denser growth at the creek crossings and loose drifts on the peaks of the hills Plantings done so that desired views are framed and undesirable views are screened Median planted with drift plantings in the same fashion as the rest of the roadway Seven canopy, five ornamentals, and eight evergreen trees planted every 120 linear feet on average within the R-O-W Required tree quantities distributed randomly in the parkways and median of the R-O-W Tree drifts not separated by more than 200' of open space Native grasses planted in drifts within all areas of the R-O-W Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section



Figure 44. Belt Line Road – Four-Lane Rural Section Divided

4.1 Westmoreland Road – Two-Lane Rural Section Divided

<p>Applicable Streets</p>	<p>1. Westmoreland Road (from City Limits to City Limits)</p>	
<p>Street Section</p>	<ol style="list-style-type: none"> 1. 100' minimum right-of way or, where possible, 120' right-of-way 2. Two 12' lanes separated by a landscaped median 3. Additions of paving done with as little impact to the streetscape as possible 4. Street section narrowed as much as possible at new bridges 5. Enough room for the appropriate number of lanes of traffic, and safe pedestrian movement 6. No landscape desired on bridges 	
<p>Sidewalks</p>	<ol style="list-style-type: none"> 1. 6' wide sidewalk constructed on both sides of the street 2. Gently meandering geometries and confined to a zone that is measured from the edge of the street curb towards the R-O-W line 3. No impact to the positive drainage of the roadway 4. Plan linkages to those parks and trails indicated within the DeSoto Parks, Recreation, and Open Space Master Plan 5. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks 	
<p>Lighting</p>	<ol style="list-style-type: none"> 1. Streetlights located to meet the minimum spacing required by IES Standards for a thoroughfare of this size 2. Fixtures shall be a rural type specified in the DeSoto Hardscape Amenities Chart (page 119) 	
<p>Site Furnishing</p>	<ol style="list-style-type: none"> 1. None 	
<p>Landscaping</p>	<ol style="list-style-type: none"> 1. Wherever possible, no more than 100 linear feet of roadway without a canopy tree within the R-O-W 2. Where a greater distance than 100 linear feet is present, planting placed so that they fit into the natural tendencies of the streetscape 3. Plantings done so that desired views are framed and undesirable views are screened 4. Where needed, the following is installed: three canopy, two ornamentals, and four evergreen trees planted every 100 linear feet on average within a 90' R-O-W 5. For R-O-W over 90', five canopy trees, four ornamental trees, and eight evergreen trees required for every 100 linear feet 6. Native grasses planted in drifts within all areas of the R-O-W where it would match the existing landscape 7. Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section 	



Figure 45. Westmoreland Road – Two-Lane Rural Section Divided

Streetscape Definitions

The following definitions are exclusive for the streetscape guidelines.

AASHTO Standards (American Association of State Highway and Transportation Officials) – The standards developed by AASHTO for bike trails, bike lanes, etc. (The Guide for the Development of Bicycle Facilities as prepared by AASHTO)

Approach Streets – These major thoroughfares provide a sense of arrival and distinction within DeSoto. The guidelines reinforce the trend of retail and commercial development on this section. These streets are Hampton and Pleasant Run.

Canopy Tree – A single trunk tree that has a roof-like mass of shading limbs and foliage (Shade tree) as defined in the Landscape Guidelines.

Drifts – Arranging plants in an irregular manner that gives an appearance of a natural growth pattern.

Evergreen Tree – A tree that retains its foliage year round. For these guidelines this term is used for evergreens only.

Formal Planting – Arranging plants in a symmetrical pattern on an axis or axes and using strong geometric forms.

Interface Zone – Located beyond the right-of-way that interfaces with the streetscape.

IES Standards – Standards developed by Illuminating Engineering Society of North America. These standards determine appropriate light levels for different site conditions.

Landscape Setback – The area of land beyond the right-of-way that is controlled by the guidelines and may require private parties to provide screening, sidewalk, and other amenities within the setback. This area varies in size depending upon the adjacent streetscape.

Live Screen – A row of plants, not necessarily in a straight line, that provide a continuous wall of planting that screens undesired views.

Ornamental Tree – This tree is smaller in nature than a canopy tree and usually has an interesting flower or other characteristic.

Parkway – The landscape/lawn area created between the street curb and the street R.O.W.

Right-Of-Way (R.O.W) – Public land bordering or bisecting public or private land in which utilities may be located and pedestrian or vehicular traffic may freely pass.

Hardscape Amenities

The following is a chart of the acceptable hardscape amenities for the streetscape guidelines.

Table 10. DeSoto Hardscape Amenities Chart

Element		Description
Street Lights: Approach Streets	Luminaire	Luminaire shall be rectangular in shape with lamp size (watts) of 400 MV, 250 HPS and 250 MH.
	Pole and Mounting Bracket	Poles shall be the standard City of DeSoto standard width. Square, straight, steel, painted dark bronze with anchor base, 30 feet in height.
Street Light: Standard Arterial, Belt Line, Westmoreland	Luminaire	Luminaire shall be rectangular in shape with lamp size (watts) of 400 MV, 250 HPS and 250 MH.
	Pole and Mounting Bracket	Poles shall conform to the standards of the City
Landscape Lights	Up lights	Up lights shall be from 703 series as provided by Greenlee Lighting (972-466-1133). Finish shall be black with High Pressure Sodium Bulbs. Glare shields must be provided. Up lights may be minimally used for signage and wall accent lighting when down lighting solution does not achieve desired effect or is not practical. Minimum wattages should be used at all times. EQUIVALENT MAY BE APPROVED
	Moonlights	Moonlighting shall be BAM or BAS series as provided by Greenlee Lighting (972-466-1133). Finish shall be black with Mercury Vapor Bulbs with appropriate wattages. Glare shields must be provided. Tree-mount J-Boxes should be provided for all trees mounted within the Commercial Village, Town Center, and Town Square streetscapes. Tree-mounted J-Boxes shall be provided along the Ceremonial Parkway at a rate of one J-Box every five rows of trees (approximately 120'-0"). EQUIVALENT MAY BE APPROVED
	Well Lights	Well lights shall be from RDB series as provided by Greenlee Lighting (972-466-1133). Finish shall be black with High Pressure Sodium Bulbs. Glare shields must be provided. Well lights may be minimally used for signage and wall accent lighting when down lighting solution does not achieve desired effect or is not practical. Minimum wattages should be used at all times. EQUIVALENT MAY BE APPROVED
Hardscape	Brick Columns/Walls	Brick columns and walls shall be constructed with geometries complimenting those found within surrounding architecture. Colors, ranging from creams to deep tans, should also compliment materials and colors found in surrounding architecture. Mortar and joints should reflect colors and technologies used within the surrounding architecture.
	Cast Stone	Cast stone shall be allowed as accent material or cap material within stone walls and columns. Cast stone should be of decorative nature in geometry, with colors matching those found within surrounding architecture.
	Concrete Sidewalk	Concrete sidewalk to be constructed per City of Desoto standards with a brushed finish.
	Brick Paving	Brick paving shall be Mark Series provided by Pavestone. EQUIVALENT MAY BE APPROVED
Site Furnishings	Benches	Benches shall be appropriate to the location - design to be determined.
	Litter Receptacles	Litter receptacles shall be appropriate to the location - design to be determined.
	Bike Racks	Bike Racks shall be appropriate to the location - design to be determined.

Landscape Chart

The following is a chart of the acceptable landscape materials for the streetscape guidelines.

Table 11. DeSoto Landscape Chart

Common Name	Botanical Name
Large Canopy Trees (minimum 4" cal. installation)	
Bald Cypress	Taxodium distichum
Bur Oak	Quercus macrocarpa
Caddo Maple	Acer saccharum 'Caddo'
Cedar Elm	Ulmus crassifolia
Chinese Pistachio	Pistacia chinensis
Chinkapin Oak	Quercus muhlenbergii
Durand Oak	Quercus sinuata var. sinuata
Honey Locust	Gleditsia tricanthos 'inermis'
Lacebark Elm	Ulmus parvifolia sepervirens
Live Oak	Quercus virginiana
Pecan	Carya illinoensis
Red Oak	Quercus shumardii
Texas Ash	Fraxinus texensis
Ornamental Trees (minimum 6' installation height)	
Chitalpa	Chilopsis x Catalpa
Desert Willow	Chilosis linearis
Mexican Buckeye	Ungnadia speciosa
Mexican Plum	Prunus mexicana
Possumhaw	Ilex decidua
Redbud	Cercis Canadensis 'Oklahoma'
Vitex	Vitex agenus-castus
Wax Myrtle	Myrica cerifera
Crepe Myrtle	Lagerstroemia
Yaupon Holly	Ilex vomitoria
Evergreen Trees (minimum 6' installation height)	
Arizona Cypress	Cupressus arizonica
Eastern Red Cedar	Juniperus virginiana
Leyland Cypress	Cupressocyparis leylandii
Mondell Pine	Pinus eldarica
Native Grasses and Wildflowers ((Native American Seed 800-728-4043)	
Prairie Starter Mix #2021	
Texas/Oklahoma Roadside Mix # 1810	
Wichita Mix #1804	
Shrubs/Grasses (minimum 5 gal. Installation)	
Abelia	Abelia grandiflora
Beautyberry	Callicarpa americana
Autumn Sage	Salvia greggii
Dwarf Wax Myrtle	Myrica cerifera
Eleagnus	Elaeagnus macrophylla 'Ebbenji'
Euonymus var.	Euonymus var.
Forsythia	Forsythia intermedia
Holly var.	Ilex spp.

Indian Hawthorn	Rhapiolepis indica
Juniper var.	Juniperus var.
Miscanthus	Miscanthus spp.
Muhlenbergia	Muhlenbergia spp.
Nandina	Nandina domestica
Red Yucca	Hesperaloe parviflora
Yucca var.	Yucca spp.
Parking Lot Screen (minimum 3' installation height)	
Dwarf Wax Myrtle	Myrica cerifera
Indian Hawthorn	Rhapiolepis indica
Nandina	Nandina domestica
Autumn Sage	Salvia greggii
Holly var.	Ilex spp.
Texas Sage	Leucophyllum frutescens
Miscanthus	Miscanthus spp.
Fence/Wall Screen (minimum 6' installation height)	
Arizona Cypress	Cupressus arizonica
Eastern Red Cedar	Juniperus virginiana
Leyland Cypress	Cupressocyparis leylandii
Indian Hawthorn	Rhapiolepis indica
English Ivy	Hedera helix
Silver Lacevine	Polyfonum aubertii
Evergreen Wisteria	Millettia reticulata
Groundcover (minimum 4" pot installation)	
Asian Jasmine	Trachelospermum asiaticum
Juniper var.	Juniperus spp.
Liriope var.	Liriope spp.
Vinca	Vinca major (minor)
Weeping Love Grass	Eragrostis curvula
Winter Creeper	Euonymous fortunei 'Coloratus'

Intersections Designs

Planning for the Future

DeSoto has been very proactive in improving the appearance and design of major intersections throughout the City. As identified on [Figure 46. Intersection Improvement Map](#), many intersections have been constructed or reconstructed with improvements, such as brick pavers or striped crosswalks. Ideally, all intersections within DeSoto should have some

improvements that help define the character of the City and promote a positive community image, from which residents can have a sense of identity, ownership, and pride.



However, the City of DeSoto does not have the ability to fund improvements at all major intersections at one time. Therefore, a recommended vision for an ideal intersection design has been created. This vision shows in detail all the desirable elements that should be included when an intersection is built, reconstructed, or improved on an individual basis.

It is recommended that one major intersection be budgeted for improvement every two or three years. Additionally, as intersections are redesigned as part of a larger roadway projects they should be built in conformance with the overall vision describe on the following pages. It is important to note that all elements of the vision described in this chapter may not be feasible due to site conditions or budgetary restrictions. Therefore, each project involving intersection construction should use the following information as a guide in the construction design and should be evaluated on a case-by-case basis to identify the elements that can be incorporated.

Proposed Improved Intersections

To facilitate prioritizing which intersection should be improved, several intersections have been identified on [Figure 46. Intersection Improvement Map](#) as an “Intersection Proposed for Additional Improvements.” These intersections can either be selected for specific improvement, such as incorporating landscaping or brick paver crosswalks, or for a complete redesign. These intersections offer opportunities to be seen by a significant amount of people and have the ability to be quickly implemented.



Intersection Designs

Applicable Intersections	<ol style="list-style-type: none"> 1. See Figure 46. Intersection Improvement Map
Street Section	<ol style="list-style-type: none"> 1. Concrete paving with special paving in the crosswalks 2. Concrete paving between the crosswalks is to be scored to create a unique pattern 3. Crosswalks will be designed to run from the point of tangency of the radius of the turn in the roadway, so that it has a landing in the median 4. Nose of the medians, 50' from the start of the median, will be brick paving with 3' x 3' leave outs for any ornamental tree plantings 5. Desire at intersections is to achieve a 20' landscape easement that parallels the outside of the existing visibility triangle when possible 6. Intent is not to remove existing retail at the intersection corners, but to work with property owners to encourage landscaping that is compatible with the surrounding streetscape 7. In order for the City to install appropriate landscaping material, a landscaped easement may be requested at appropriate locations
Sidewalks	<ol style="list-style-type: none"> 1. 6' sidewalk is to be constructed to tie into the sidewalk along the roadway 2. Sidewalks will be connected across the intersection with 8' crosswalks that will be special paving 3. Sidewalks shall make connections to any nearby trails within DeSoto where possible, as well as plan for linkages to those parks and trails indicated within the DeSoto Parks, Recreation and Open Space Master Plan 4. Particularly at the Town Center, the sidewalks shall be constructed in a way that will respond to the unique paving and access within the Town Center 5. Refer to the DeSoto Hardscape Amenities Chart (page 119) for general design guidelines for sidewalks
Lighting	<ol style="list-style-type: none"> 1. Street lighting should be located at the four corners of the intersection 2. Junction boxes are required at the base of each light pole 3. Landscape lighting such as uplights, well lights, and moonlights are acceptable methods to light the ornamental trees within the intersection 4. Major portal intersection identity element will have internal and external lighting to make this element a visual landmark 5. Refer to the DeSoto Hardscape Amenities Chart (page 119) for acceptable luminaries and poles in this section
Landscaping	<ol style="list-style-type: none"> 1. Native grasses are to be planted at the corners of the intersection and within the medians of the Rural Outer Loop streets 2. A double row of ornamentals shall be planted on a radius at each corner and within the median of the Approach Street 3. Refer to the DeSoto Landscape Chart (Page 120) for acceptable planting material in this section

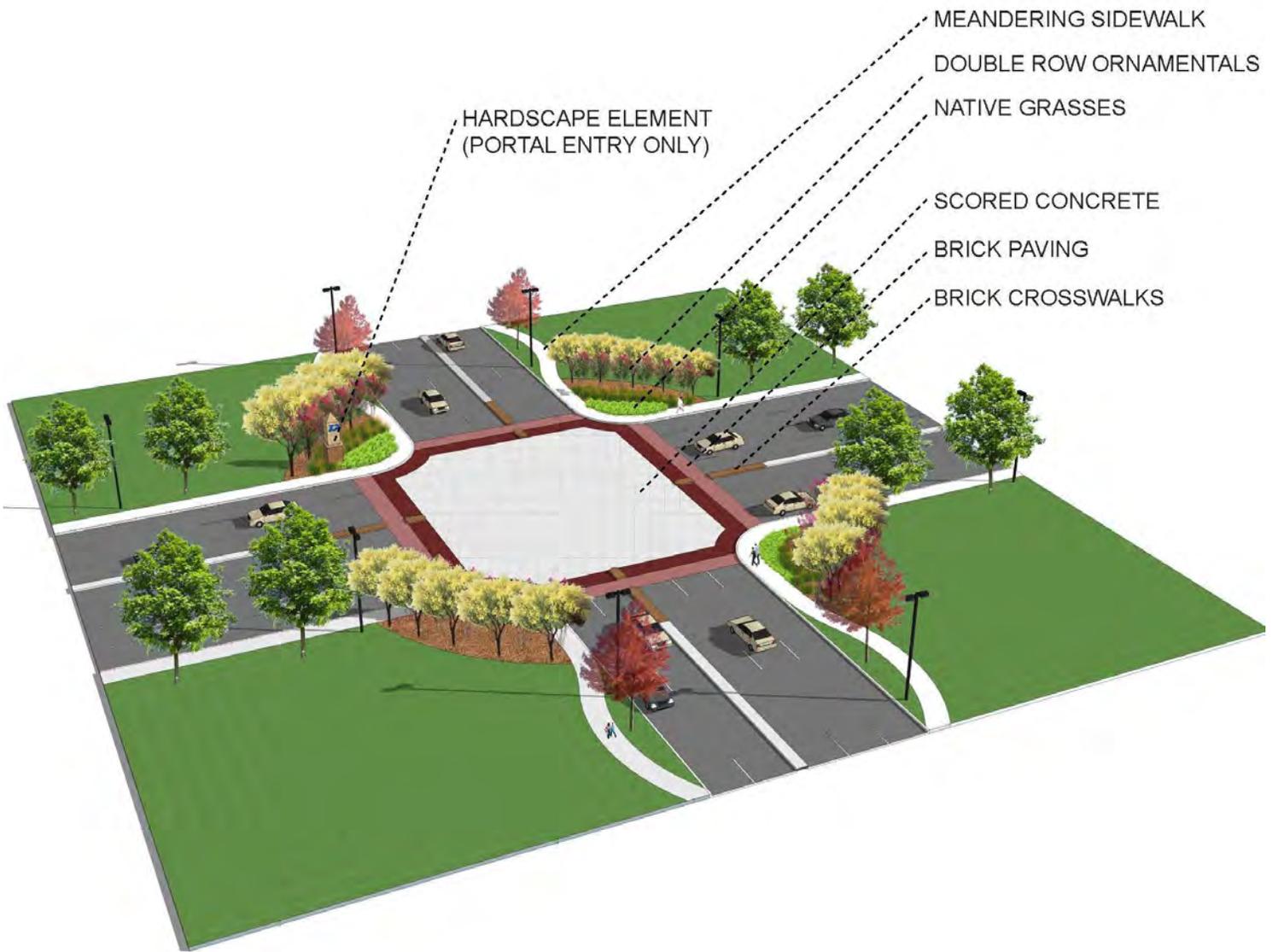


Figure 47. Model Intersection Design

Gateway Designs

Communities that lack visual individuality tend to be anonymous within a region. The visual monotony that is often inherent to communities within a particular geographic area makes it appear that each one is the same as its neighbors. For example, the visual appearance of a community to a traveler along Interstate IH-35 may be very similar to the appearance of any other nearby community. This lack of design variety, especially along major corridors, can make it difficult for people to know when they have left one community and entered another.

In contrast, the addition of eye-catching gateways can vastly improve the public's perception of an area. The City is located along IH-35 and it is important for travelers to know they have "arrived" and are welcome in DeSoto. The same is true for entry points from surrounding cities like Duncanville, Cedar Hill, and Glenn Heights. Gateways can provide a strong sense of arrival to and from the community. These features are the first thing visitors see when they arrive and the last impression visitors have when they leave.

Gateway Features

An important factor in the design of gateways is to develop an entryway that provides a sense of identity for the community while projecting a desirable image for the City. DeSoto has been successful in implementing a monument design that features an obelisk, similar to the Washington Monument. This design should be continued in new gateway feature projects.



Existing Gateways

Existing gateway features can be found at the following locations.

1. Pleasant Run and IH-35
2. Belt Line and IH-35
3. Belt Line and Duncanville
4. Wintergreen and IH-35
5. Wintergreen and Cockrell Hill
6. Parkerville and IH-35
7. Centre Park and IH-35
8. Hampton and Danieldale
9. Hampton and Parkerville

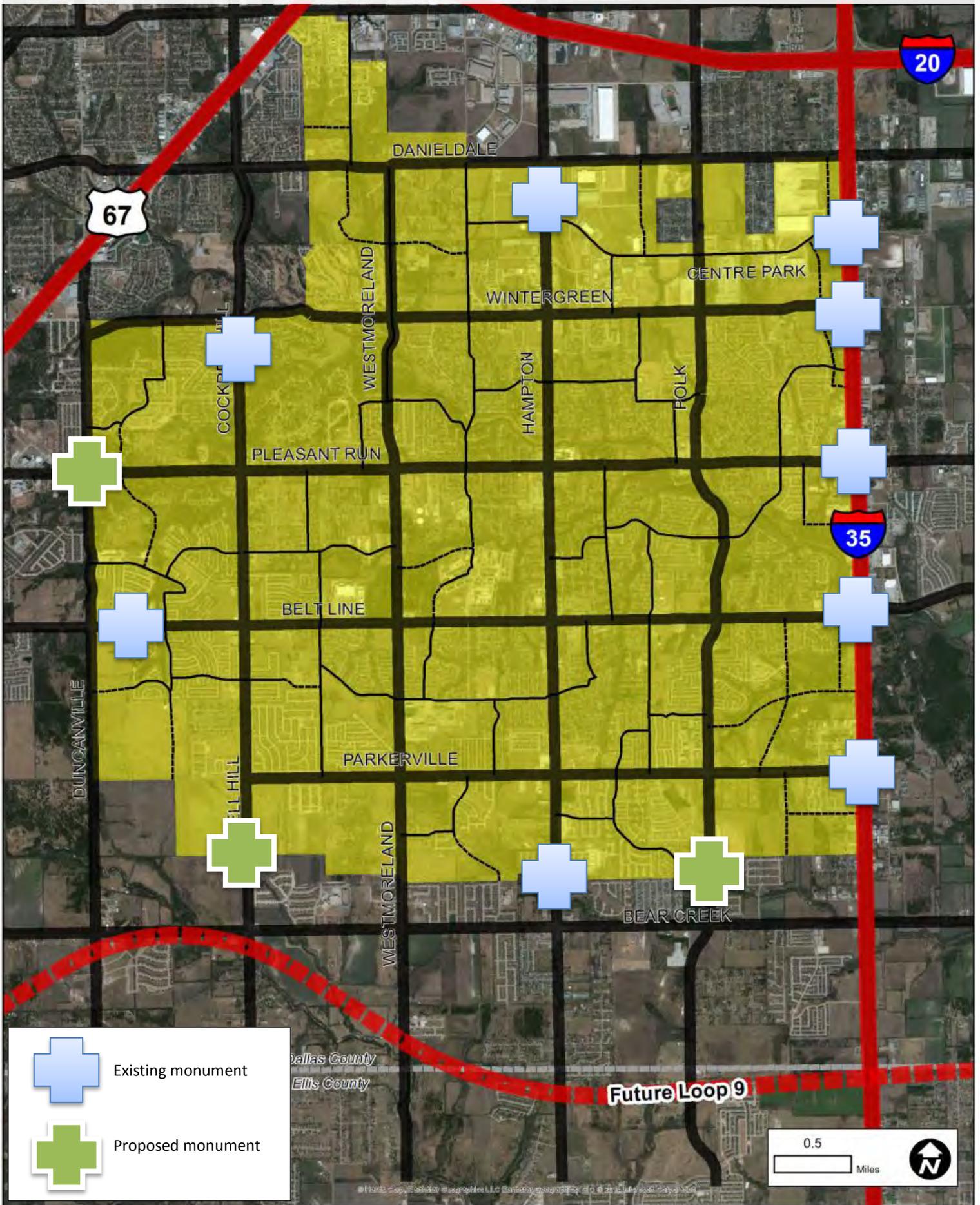


Proposed Gateways

It is recommended that additional gateway features are established at the following intersections, see [Figure 48. Gateway Location Map](#) for graphic depiction.

1. Danieldale and IH-35
2. Cockrell Hill and Parkerville (South of Parkerville)
3. Polk (turns into Uhl Road) and Parkerville (South of Parkerville)

Figure 48. Gateway Location Map



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Streetscape Goals, Objectives, and Actions

Streetscape Goal: Provide for high-quality roadway designs that emphasize DeSoto's natural environment, distinguish DeSoto's streets and entrances, and improve the visual appearance of the community.

Objective SC1: Provide for the efficient and multifunctional use of right-of-way to accommodate future transportation needs.

Action SC1.1: Require 120' of right-of-way for all Arterial Roadways, where possible.

Action SC1.2: Provide for usable and desirable sidewalks and trails along streets and within the right-of-way.

Action SC1.3: Provide bike lanes on City streets, where appropriate (e.g., sufficient right-of-way and paving is available, city or regional plans indicate on-street trails, etc.).

Objective SC2: Improve the appearance of the community to foster a sense of community identity and pride.

Action SC2.1: Provide for attractive landscaped roadways that match the character and vision of the surrounding neighborhoods.

Action SC2.2: Provide for attractive landscaped intersections.

Action SC2.3: In an effort to help brand the City and provide a sense of identity for the community, create gateway locations to distinguish along the roadway when people are entering or exiting the City.

CHAPTER 5: STREETScape GUIDELINES | IN A NUTSHELL...

Corridors and gateways will allow the City to have a unified look and feel, along with establishing defined entrances to the City. The Streetscape Guidelines set a standard for development of roadways, intersections, and monuments. These guidelines help to achieve the vision established in **Chapter 2: Vision, Goals, and Objectives**.

Four roadway designs have been set forth in Chapter 5. The designs are the future roadway build-out and development. It will take time and careful planning to achieve this look and feel for every roadway.

Another key component to roadway design is intersection design. Not every intersection in DeSoto will have all the proposed design elements; however, the goal is for DeSoto's intersections to incorporate at least a few elements to maintain consistency and unification in intersection design.

Monuments create a gateway into DeSoto. The City currently has nine existing monuments that serve this purpose. Three additional monuments are proposed for key entrance points to the City. This mix of monuments communicates to the driver when they are entering or leaving the city limits.

Roadways, intersections, and monuments will help to achieve the overall vision of DeSoto and should be strategically planned together – not as individual elements.



CHAPTER 6: HOUSING STRATEGIES

The words “housing” and “neighborhood” can be defined in the context of structural or physical characteristics, but the meaning can also be applied in a broader sense. More than simply a dwelling or a shelter, housing impacts the way families live and the way an area is perceived. The term “neighborhood” also includes the sense of community that can be felt and a quality of life that can be enjoyed by residents.

Housing and related neighborhoods are inherently unique, and that uniqueness makes it difficult to precisely define them. Although such things cannot be easily described, a healthy neighborhood is generally made up of quality housing that is occupied by residents who take pride in their homes and property. A neighborhood is the setting in which residents may develop a sense of belonging through their interactions, common interests, and by simply “being neighbors.” It is, therefore, in the public interest to maintain individual housing units and promote the overall well-being of neighborhood areas. This requires cooperative action by property owners, tenants, the municipality, and volunteers. These cooperative efforts can achieve the highest possible housing quality and environmental character within each neighborhood area. This chapter, Housing Strategies, discusses various means of stabilizing housing, preserving older residential areas, and encouraging new, quality residential development in DeSoto.



Current Socioeconomic and Housing Environment

It is critical to understand the current housing conditions of DeSoto to make informed decisions. Examining the current conditions will also help City leaders and residents to understand the true condition of DeSoto's housing stock. The following information is from the US Census 2008-2012 American Community Survey (ACS) 5-Year Estimates.

It is important to note that 73.4 percent of housing units within DeSoto are 1-unit, detached. This percentage is seen as desirable by the community and the City should remain predominantly single family housing, with a mixture of other housing types comprising approximately 25 percent of the housing stock.

UNITS IN STRUCTURE		
Total housing units	19,719	100.0%
1-unit, detached	14,472	73.4%
1-unit, attached	582	3.0%
2 units	67	0.3%
3 or 4 units	491	2.5%
5 to 9 units	1,029	5.2%
10 to 19 units	1,140	5.8%
20 or more units	1,573	8.0%
Mobile home	365	1.9%
Boat, RV, van, etc.	0	0.0%
Total housing units	19,719	

The City experienced the greatest amount of new householders moving into units between 2000 and 2009. While growth is still steady, it will be limited because of a fixed ETJ, and neighboring cities' boundaries. There is still potential for growth through both the development of large vacant parcels of land and infill housing development.

YEAR HOUSEHOLDER MOVED INTO UNIT		
Occupied housing units	18,253	100.0%
Moved in 2010 or later	2,274	12.5%
Moved in 2000 to 2009	10,853	59.5%
Moved in 1990 to 1999	2,893	15.8%
Moved in 1980 to 1989	1,283	7.0%
Moved in 1970 to 1979	727	4.0%
Moved in 1969 or earlier	223	1.2%
Occupied housing units	18,253	

The City has a fairly even mix of newer housing and older housing. This is a benefit to the community as the diversity in housing stock created by neighborhoods being built in different decades allows neighborhoods to be architecturally different and not experience the effects of aging at the same time.

YEAR STRUCTURE BUILT		
Total housing units	19,719	100.0%
Built 2010 or later	35	0.2%
Built 2000 to 2009	5,450	27.6%
Built 1990 to 1999	3,585	18.2%
Built 1980 to 1989	5,753	29.2%
Built 1970 to 1979	3,183	16.1%
Built 1960 to 1969	1,159	5.9%
Built 1950 to 1959	339	1.7%
Built 1940 to 1949	122	0.6%
Built 1939 or earlier	93	0.5%
Total housing units	19,719	

Source for all charts: American Community Survey, 2008-2012

HOUSING VALUE		
Owner-occupied units	12,332	N/A
Less than \$50,000	453	3.7%
\$50,000 to \$99,999	1,946	15.8%
\$100,000 to \$149,999	4,449	36.1%
\$150,000 to \$199,999	3,375	27.4%
\$200,000 to \$299,999	1,606	13.0%
\$300,000 to \$499,999	485	3.9%
\$500,000 to \$999,999	18	0.1%
\$1,000,000 or more	0	0.0%
Median (dollars)	141,700	N/A

Housing objective #2 is to “actively preserve and seek the development of small areas that are suitable for higher-end level housing options”. While the City’s housing value is reasonable and attractive to prospective buyers, it would be beneficial to add housing options that are higher in value to accommodate high-level business professionals and bring more economic diversity to DeSoto.

HOUSING TENURE		
Occupied housing units	18,253	100.0%
Owner-occupied	12,332	67.6%
Renter-occupied	5,921	32.4%
Occupied housing units	18,253	

Housing objective #3 is to “increase the percentage of owner-occupied units to 70%-75%.” This is an obtainable goal for the City, and can be achieved by keeping the City’s existing multi-family housing area, limiting new areas for multi-family housing to strategic locations, and encouraging infill and new development for single family housing.

GROSS RENT		
Occupied units paying rent	5,807	N/A
Less than \$200	163	2.8%
\$200 to \$299	138	2.4%
\$300 to \$499	205	3.5%
\$500 to \$749	1,188	20.5%
\$750 to \$999	1,824	31.4%
\$1,000 to \$1,499	1,500	25.8%
\$1,500 or more	789	13.6%
Median (dollars)	893	15.4%

Similar to housing value, the gross rent is attractive to potential renters, but it would be beneficial to provide housing options that suit high-level corporate renters. DeSoto’s close proximity to Downtown Dallas gives DeSoto the potential to attract business professionals who are seeking to live in a community with a quieter atmosphere.

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME		
Occupied units paying rent	5,618	
Less than 15.0 percent	576	10.3%
15.0 to 19.9 percent	564	10.0%
20.0 to 24.9 percent	751	13.4%
25.0 to 29.9 percent	628	11.2%
30.0 to 34.9 percent	517	9.2%
35.0 percent or more	2,582	46.0%

The target for gross rent as a percentage of household income should be around 30 percent. A higher percentage means residents have less income to spend in the City on food, retail, etc. Overall, DeSoto is comparable with the surrounding area and the State, with 46 percent of Cedar Hill paying more than 35 percent, whereas, 40 percent of Texas is paying more than 35 percent.

Source for all charts: American Community Survey, 2008-2012

Existing Housing Recommendations

It is essential to preserve and maintain the existing housing stock in DeSoto. Nearly 30 percent of existing housing was built between 2000 and 2009, and almost 40 percent is valued between \$100,000 and \$150,000. This fairly new and reasonably priced housing will attract residents, and should be preserved and maintained to ensure a quality and sound housing stock in the future. The following are recommendations for achieving this goal.

Infill Housing and Redevelopment

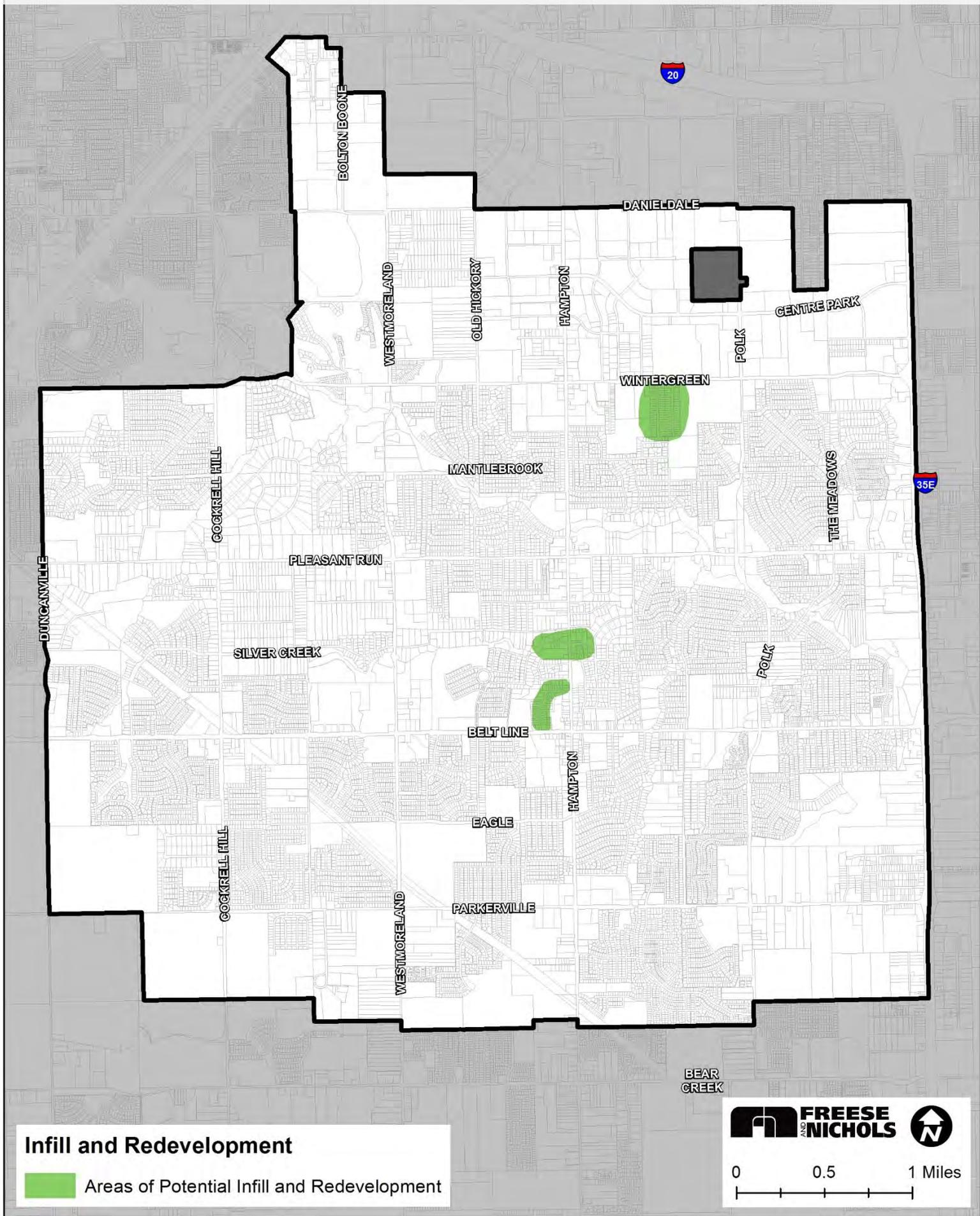
Infill housing is defined as new housing units constructed on lots within the city limits that are either vacant or are being redeveloped and are surrounded by developed properties. The promotion of infill housing is considered a win-win situation for DeSoto because it:

- Provides a mechanism for increasing the population within the City limits, rather than the ETJ. DeSoto currently has a fixed ETJ of 54 acres
- Reduces the City's infrastructure costs, as it is less expensive for the City to provide a connection to an existing line in a developed area than to construct a line for an individual user
- Supports efforts toward revitalizing old areas of the City

[Figure 49](#) identifies area within DeSoto that would be good targets for infill housing and redevelopment.

“It is critical to understand the current housing conditions of DeSoto to make informed decisions.”

Figure 49. Areas of Potential Residential Infill and Redevelopment



Neighborhood Integrity Programs

Overall, DeSoto has an outstanding level of high quality new and older neighborhoods and does not have major issues with the quality of housing stock within its neighborhoods. The vast majority of the neighborhoods, regardless of price or age, have been well-kept. This fact will continue to make DeSoto an attractive place to live and should be marketed to new residents and businesses.

To aid in preserving and rehabilitating existing single family housing units, four action strategies are recommended: Neighborhood Preservation, Housing Maintenance, Housing Rehabilitation, or Redevelopment.

Figure 54 displays the various areas of DeSoto identified for each type of housing strategy.

Neighborhood Preservation

A preservation strategy is appropriate for those areas identified with predominately sound, quality housing. In areas identified for Neighborhood Preservation, the City should adopt policies to sustain and protect existing desirable conditions.

- This can most successfully be achieved by proactive code enforcement in and around these areas.
- Also important is ensuring that a complementary relationship with adjacent land uses is provided through careful review of development proposals in proximity to the identified areas.
- An effective Neighborhood Preservation strategy includes the continued provision and maintenance of adequate utilities and community facilities, such as parks, schools and streets.
- Preservation efforts by DeSoto within these areas should minimize the need for future rehabilitation programs. Appropriate City departments, as part of normal planning, community development, and code enforcement practices, can implement the Neighborhood Preservation strategy.

Housing Maintenance

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

The City should encourage homeowner maintenance in these areas. Code enforcement should continue their efforts to have overgrown lots cleaned up, junk cars removed, and thorough neighborhood interaction (discussed in detail later within this chapter). Proactive intervention can result in housing units being improved, which would enhance the overall image of the neighborhood and DeSoto, while else working to preserve the housing stock.

Housing Rehabilitation

The Housing Rehabilitation strategy is appropriate in areas where the housing units are in need of more intensive repair, such as a new roof or a structural repair. (For the purpose of discussions herein, intensive or major repairs are generally those that require a professional to complete.) The primary intent of this strategy is to reduce the likelihood of further decline of units in the identified areas.

If the necessary repairs are not accomplished, these units may fall into the lowest category (i.e., Redevelopment), making them virtually uninhabitable. The City should not allow such units to become a serious public safety concern. Also important is the effect that these units can have on sound, quality neighborhoods nearby – if the deterioration of housing units within a neighborhood is not addressed, in time the decline will begin to have a negative impact on adjoining areas.

Redevelopment

Redevelopment involves the clearance of structures and preparation of the lots for new construction. Such a strategy is necessary when a housing unit reaches a state of deterioration that rehabilitation becomes unfeasible. At the point where housing units need to be cleared, they pose a significant health and safety issue for local citizens; the City, therefore, should continue to be proactive in addressing such structures. It is recommended that the City identify a set number of units per year that are targeted for demolition and allocate funds accordingly within areas designated for redevelopment.



Figure 50: Example of Neighborhood Preservation



Figure 51: Example of Housing Maintenance

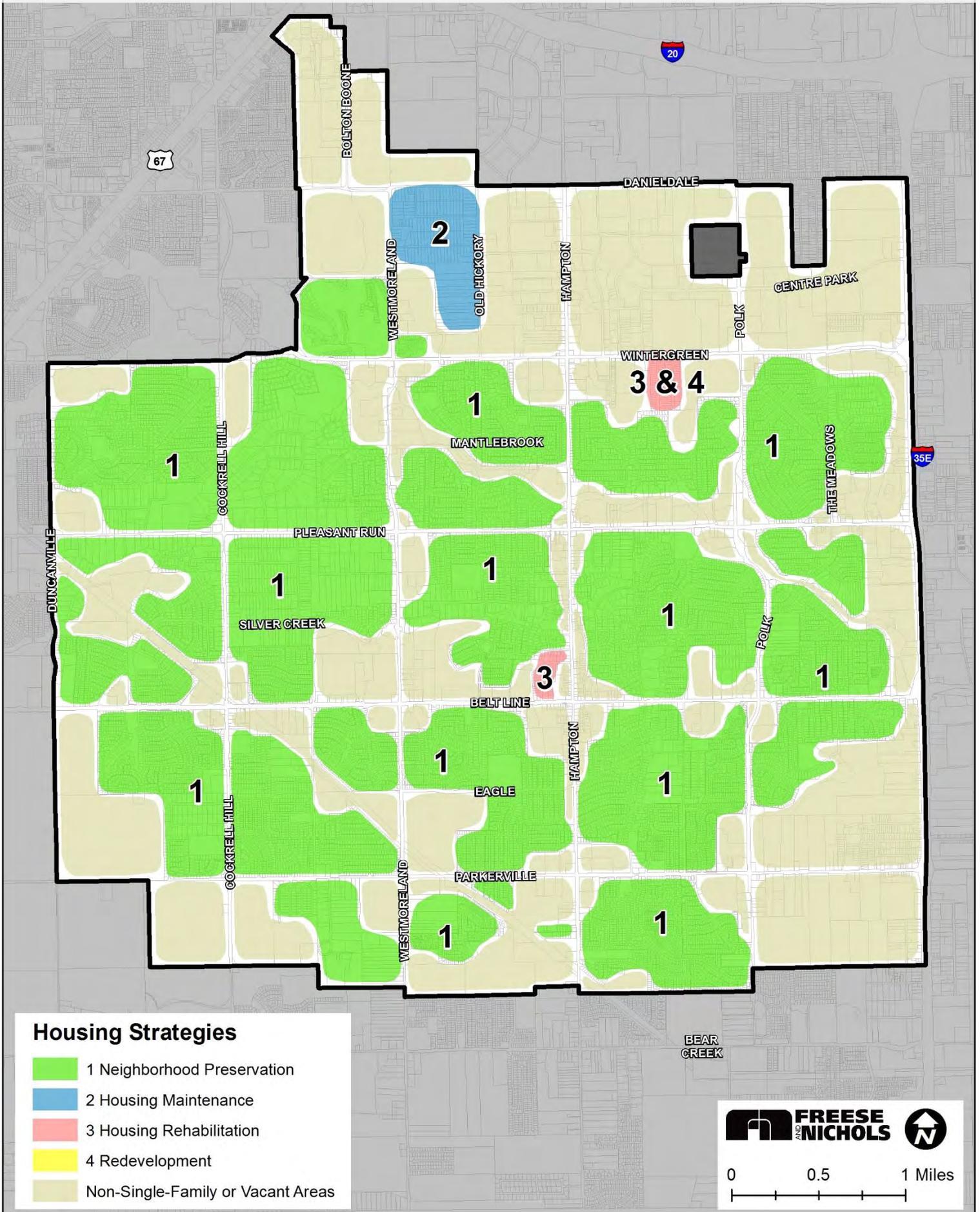


Figure 52: Example of Housing Rehabilitation



Figure 53: Example of Redevelopment

Figure 54. Housing Strategies

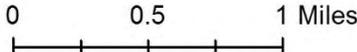


Housing Strategies

- 1 Neighborhood Preservation
- 2 Housing Maintenance
- 3 Housing Rehabilitation
- 4 Redevelopment
- Non-Single-Family or Vacant Areas

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0 0.5 1 Miles



Funding Sources

Grants and funding may be used to improve the condition of a neighborhood. There are numerous federal and state funding programs, some of which the City can initiate to begin to improve these areas. Further, the City may provide assistance to citizens in need of funding (i.e., information on grants), and may establish a system for feedback and maintain contact with property owners to encourage continued maintenance of the structures.

The following are some of the available programs currently available. The City should investigate these programs to determine which would be most helpful in addressing local housing challenges. The City may not be able to utilize some block grant programs until it attains a certain population. However, many of these state and federal programs would not require any monetary contribution from the City, and they would benefit the community through the infusion of funding and related volunteerism that would be part of the implementation of such programs.

- **Community Development Block Grant (CDBG)**
 - a. Allocates funds for neighborhood revitalization, economic development and the provision of improved community facilities and services.
 - b. Participation can be through funds allocated by the State (through the Texas Office of Rural Community Affairs), the County, or the federal HUD Department; the availability of matching funds is considered in the criterion of whether to approve the grant application.

- **My First Texas Home - Down Payment Assistance Program (DPAP)**
 - a. Helps very low- and low-income families purchase a home by providing an interest-free loan ranging from \$5,000 to \$10,000 depending on the county in which the property is located; assistance is for down payment and eligible closing costs, and the borrower pays the loan when the home is either sold or refinanced, or at the maturity of the original mortgage.
 - b. No City participation in funding is necessary.

- **HOME Investment Partnerships Program (HOME)**
 - a. Provides grants and loans to help local governments, nonprofit agencies, for-profit entities, and public housing agencies provide safe, decent, affordable housing to extremely low-, very low- and low-income families.
 - b. Funds are through four basic activities: Homebuyer Assistance, Rental Housing Development, Owner-Occupied Housing Assistance, and Tenant-Based Rental Assistance; requires matching funds of at least 25%, which must come from state or local, non-federal sources.

- **Housing Trust Fund**
 - a. Awards funds on a competitive basis to nonprofit and for-profit organizations, local governments, public housing authorities, community housing development organizations, and income eligible individuals and families for the acquisition, rehabilitation, and new construction of affordable housing.
 - b. The program provides funds in the form of 0% interest loans for predevelopment expenses including market studies, site plans, architectural and engineering studies, and other pre-construction expenses; no matching funds are required.

New Housing Recommendations

Approximately 27,500 new residents will ultimately call DeSoto home when the City reaches its projected build-out population (refer to [Table 7. Ultimate Capacity of DeSoto's Planning Area](#) on Page 60 for details). The majority of the new residents, slightly over 21,000 people, will likely live in single family homes. The remaining new residents, slightly under 6,500 people, will likely live in mixed use and multi-family areas. Mixed use areas, such as the Town Center, will account for roughly 5,000 residents and traditional multi-family units will account for approximately 1,500 residents.

The following maps and text will help to answer the following important questions:

- What type of new housing should be constructed?
- Where will new single family housing units be constructed?
- Where will new mixed use residential and multi-family housing units be constructed?
- How should new single family neighborhoods be designed?

Housing Types

The main focus for new housing types should be those that help to achieve the following housing objectives:

- Objective H2: Actively preserve and seek the development of small areas that are suitable for higher-end housing options.
- Objective H3: Promote the increase of owner-occupied housing units from its current level of 67.6% to 70%-75%
- Objective H4: Allow for subdivisions with a mixture of different lot sizes and amenities.

There is an abundance of affordable homes in DeSoto, with 80.5 percent of homes valued less than \$150,000. Because of this, DeSoto has a need and opportunity to diversify its housing stock by promoting housing that attracts mid-to-high-level business professionals to the City. As discussed earlier, DeSoto is located in a convenient proximity to Downtown Dallas. Many business professionals do not desire to live in such a dense area with a high cost of living. New multi-family and single family housing are recommended to attract and accommodate high-level business professionals. These new housing recommendations are intended to add new homes to the single family housing stock that will slightly increase the overall home value. However, it should be noted that not all new single family housing needs to be focused on attracting mid-to-high-level business professionals.

New Housing Locations

The following figure, [Figure 56](#), identifies where new single family uses will be located. The figure takes the land identified as vacant on the [Existing Land Use Map](#) (Page 21) and the land identified as single family on the [Future Land Use Plan Map](#) (Page 56) and shows where these two categories overlap, with the results being shown in yellow. As can be seen, there is ample vacant land spread throughout the City to accommodate a range of single family housing types and pricing levels.

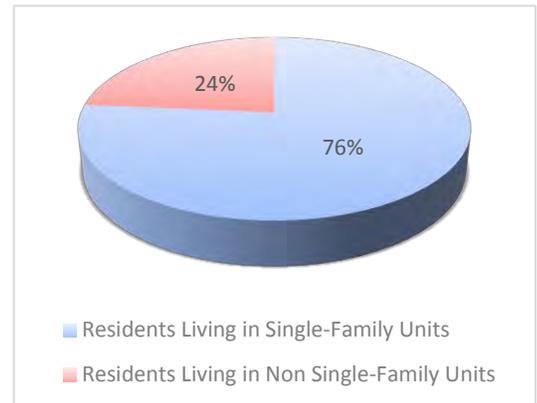
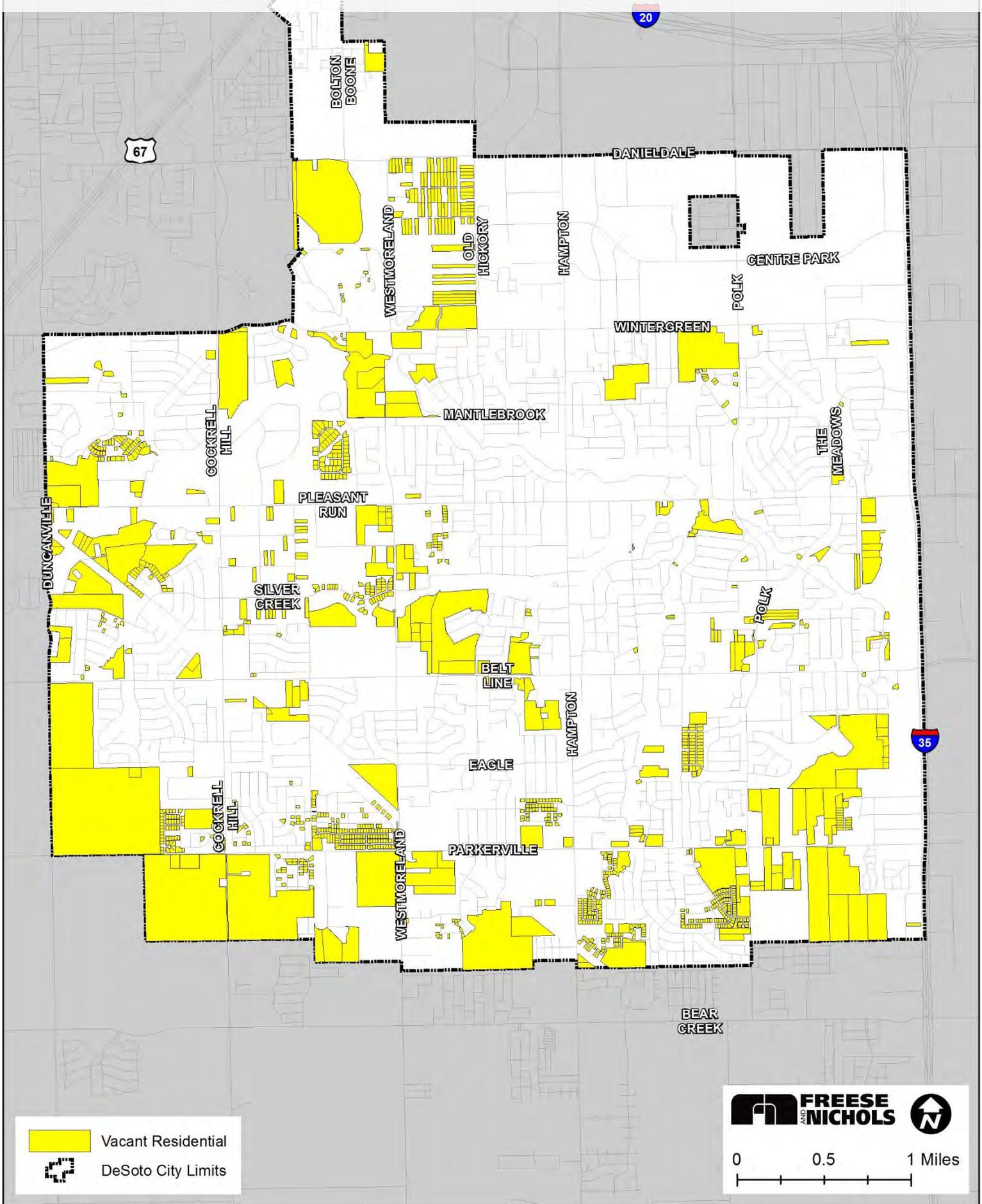


Figure 55: Housing Composition of Future Residents

Figure 56. Currently Vacant Land Designated for Future Single Family Use



Targeted Areas for Residential Density

As previously mentioned within this chapter, approximately 6,500 new residents are projected to live in either mixed use or traditional multi-family developments by the time the City reaches its build-out population of 78,000. Out of the 6,500 new residents, it is projected that approximately 5,000 people (77%) will live in mixed use areas and 1,500 people (23%) will live in traditional multi-family units. [Figure 58](#) on page [143](#) depicts the areas where these uses are planned or currently exist. These areas take advantage of the existing planning efforts, such as the Hampton Road Corridor Redevelopment Study, and the existing roadway network by providing access to major roadways and their proximity to major highways.

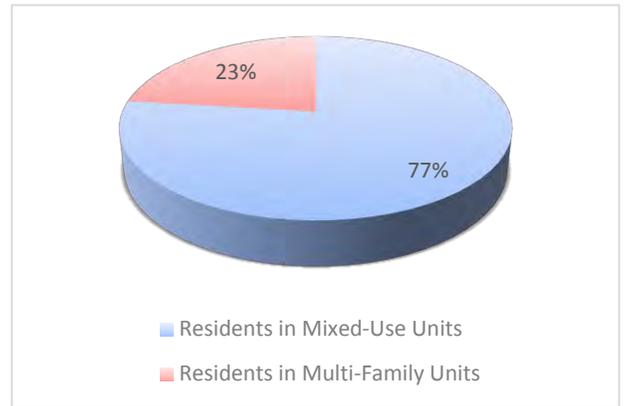


Figure 57: Percentage of Future Residents Living in Mixed Use vs. Traditional Multi-Family Developments

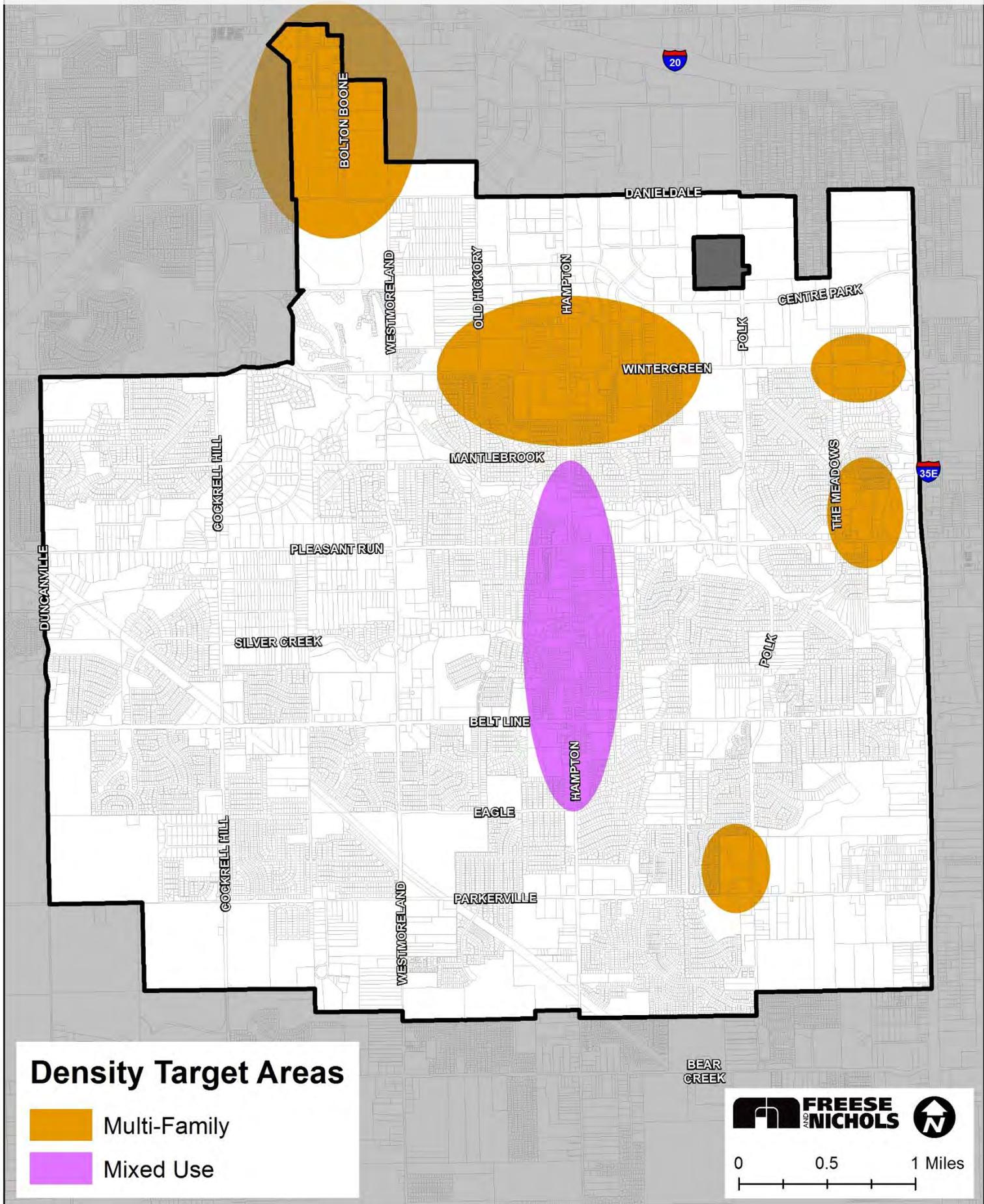
Guidelines of Single Family Homes

The quality and design of DeSoto's future single family homes will have a substantial influence on the desirability and livability of the community. All efforts should be made to set a high but reasonable standard for new home construction. Within the last two years, DeSoto has updated its zoning ordinance to provide for quality home construction. This section recommends the continued enforcement of the elements in the zoning ordinance and also identifies elements that would be desirable to incorporate in new home construction.

- **Building Materials:** Homes should be covered by 100 percent brick on the front and 80 percent of the side should be stone, masonry stucco, or EIFS (exterior insulation finishing system); areas for window and doors are excluded from this calculation.
- **Roof Design:** Roof materials for a single family structure should be comprised of laminated, dimensional composition shingle (25-year minimum), flat pan standing seam metal roofing, or terra cotta or slate tile. Minimum roof pitch should be at least 6:12.
- **Building Articulation:** Buildings should have articulation to avoid a box effect with uninterrupted walls.
- **Design Elements:** A well-designed and architecturally interesting home is considered desirable. The following elements are considered desirable for new home: multiple pane (divided light or simulated divided light) windows; decorative columns (minimum six-inch diameter); gables with window or similar decorative feature; dormers; bay windows with a minimum projection of 24 inches; 8:12 roof pitch; and transom or arch style windows.



Figure 58. Residential Density Target Areas



Housing Goals, Objectives, and Actions

Housing Goal: To provide a diverse housing stock within the City, provide a full range of housing types and values to accommodate various income levels.

Objective H1: Encourage the development of higher-end neighborhoods to accommodate professional, medical, and office workers.

Action H1.1: Maintain and update the zoning ordinance (as needed) to ensure appropriate single family development regulations exist.

Action H1.2: Working with the DeSoto Economic Development Corporation (DEDC), actively recruit quality developers that can provide diverse retail and housing projects.

Objective H2: Actively preserve and seek the development of small areas that are suitable for higher-end level housing options.

Action H2.1: Identify areas where higher-end level housing would be suitable and economically viable.

Action H2.2: Ensure the zoning map supports areas suitable for higher-end level housing by having the proper zoning.

Action H2.3: Working with the DeSoto Economic Development Corporation (DEDC), consider the feasibility of purchasing small amounts of land to preserve and hold until market conditions develop where a developer can purchase the land from the City to create the desired development.

Objective H3: Promote the increase of owner-occupied housing units from its current level of 67.6% to 70%-75% (Source: 2008-2012 ACS-Census, DP04).

Action H3.1: If property is to be rezoned to a multi-family zoning district, then the rezoning application should not be approved unless the area to be rezoned is shown on the future land use map as the “High Density Residential” land use category.

Action H3.2: Promote new single family developments.

Action H3.3: Investigate educational opportunities the City may host for residents regarding home ownership.

Objective H4: Allow for subdivisions with a mixture of different lot sizes and amenities.

Action H4.1: Using the Planned Development (PD) process, encourage developers to include different lot sizes and amenities into their developments.

Objective H5: Promote a 3:1 ratio of single family to multi-family units. The City currently has 76.4 percent single family units (Source: 2008-2012 ACS-Census, DP04).

Action H5.1: Follow the recommendation associated with [Figure 56](#) and [Figure 58](#) to maintain a 3:1 ratio of single family to multi-family units.



CHAPTER 6: HOUSING STRATEGIES | IN A NUTSHELL...

As the City has recognized through its on-going efforts to improve housing and neighborhood areas, it is in the public's interest to maintain the highest possible housing quality and neighborhood character throughout DeSoto. Interaction and cooperation between property owners, developers, the municipality, and volunteers will be required to maintain and upgrade the quality of housing.

Housing is a key component to successful growth and development. Without a diverse and quality housing stock, the City would not be considered as desirable; therefore, all other aspects of the City would suffer. Housing is a main factor in people's decisions to relocate to a City. Fortunately, DeSoto is in a desirable location just along IH-35 and south of Downtown Dallas.

The tables at the beginning of Chapter 6 explain the existing conditions of DeSoto and reveal that DeSoto has a fairly even mix of new and older housing. Because of this, it is critical for the City to implement the housing actions that are outlined in this chapter for redevelopment and new development. Redevelopment and infill housing are a large part of DeSoto's housing strategies and will help to maintain the character and feel of the City, as well as help DeSoto reach the ultimate population that is outlined in Chapter 3 of this 2015 Comprehensive Plan



CHAPTER 7: URBAN DESIGN

An important component of this 2015 Comprehensive Plan is Urban Design. One of the major goals expressed by the community was to improve on DeSoto's overall appearance while preserving and enhancing the natural and rural residential quality of life, which is a tranquil community feel with large lots, open spaces, and tree-lined winding roads with scenic views. When there is an interest in improving the quality of life in a community, it is often accompanied by an interest in improving its appearance. Urban design is expressed as the combination of appearance and form of how a city looks and feels to its residents and visitors.

In DeSoto, the diverse composition of commercial, recreational, historical, and residential features that are independent, yet connected by Ten Mile Creek and its tributaries and form the overall visual appearance of the community. Throughout the planning process, the interests and concerns expressed at the public workshops often focused on how the streets and entrances to the City should look.

Urban Design Guidelines

The guidelines presented within this chapter are intended to improve the quality of life, or "livability," of DeSoto. These guidelines focus on elements of nonresidential development that can be enhanced, such as building materials, site design, landscaping, and similar elements. Such elements are often difficult to quantify because their aesthetic quality is inherently subjective. They often deal with the sensory response of people to the physical environment in terms of its visual appearance and spatial character and relationships. Although individual responses to aesthetic considerations vary, the careful application of image-related design principles in planning practice should enhance the quality of the built environment and the corresponding quality of life enjoyed by DeSoto's citizens and visitors.

The images that travelers experience along major roadways often create a lasting impression of the local quality of life. It is apparent that DeSoto has recognized that major roadways offer



a tremendous opportunity to enhance its image. The City has already made efforts at improving DeSoto’s image by revising its zoning ordinance when comprehensive plan amendments have been made. Additionally, several roadway medians have been landscaped and gateway entry treatments have been constructed. Because the impact of a community’s image is so vital, the recommendations within this chapter should also be applied to development along major roadways and highways.



Elements such as landscaping, building materials, and signage – which are typically reviewed by the City during the development approval process – will serve as the basis for many of the recommendations herein. New projects offer the opportunity for development standards to be implemented as part of the zoning process. By implementing the image and design elements recommended here, site development and building design standards for future development can be applied throughout the City without the need for planned unit development zoning. Applying these standards in a uniform manner would have a significant impact on the quality of life and the community image of DeSoto.

Desired Elements along Roadways

The following elements should be incorporated, as possible, along City roadways.

- **Improved Sidewalk Connections:** Sidewalks should be designed to connect pedestrians to important areas. Sidewalks should be sized to accommodate the anticipated usage.
- **Informational Signage:** Public signs should be placed along the roadway and trails to provide clear connections between parks and recreation trails and the regular sidewalk network.
- **Landscaping Buffer along the Roadway:** Landscaping should be utilized adjacent to the street corridor. Specifically, a landscaping buffer should be provided along the roadway to help improve the appearance of the nonresidential development.
- **Parking Lot Landscaping:** Parking lots should contain sufficient landscaping to offset the negative visual effects of large areas of continuous concrete surfaces.
- **Quality Building Materials:** If facing a public street, 100 percent of a façade should be masonry.
- **Articulated Building Facades along the Roadway:** Buildings should be visually interesting, provide articulation, and avoid a “big-box” type of appearance.



Figure 59: Corridor Landscaping Examples

Refer to Chapter 5: Streetscape Guidelines for Additional Requirements

All public and private roadway improvements should be constructed based upon the [Chapter 5: Streetscape Guidelines](#).

Vision Projects

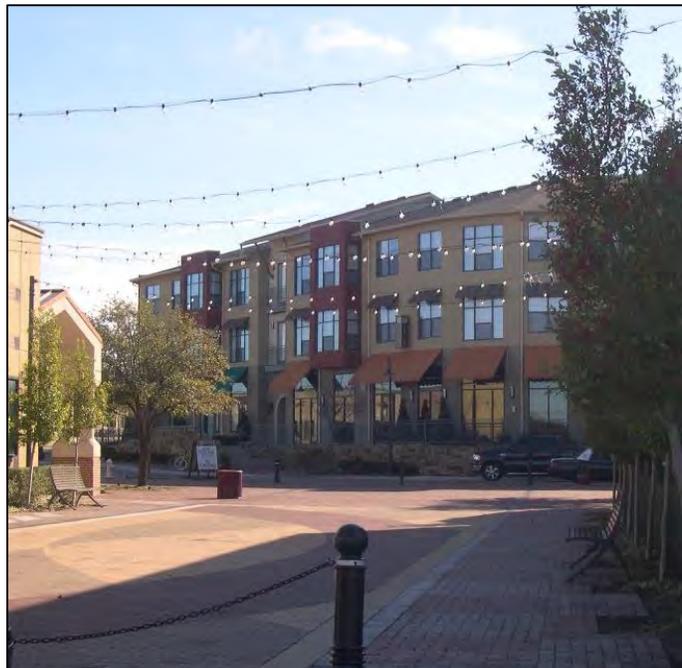
Out of all the meetings and discussion evolved three Vision Projects, the design guidelines and concepts for the three key areas are discussed below. The Vision Projects are inspired dreams, expressions of the desire to improve the appearance of the City, which will become realities as funding becomes available.

Vision Project #1: Mixed Use along Hampton Road Corridor Redevelopment Project

DeSoto currently has three major opportunities to implement mixed use concepts. In 2005, DeSoto completed the *Hampton Road Corridor Redevelopment Plan*, which identified three areas for mixed uses and within those three areas identified catalyst projects for each area to initiate mixed use development. In addition to providing areas for mixed uses, the Hampton Road Corridor (between Pleasant Run Road and Belt Line Road) is an opportunity to promote growth and (re)investment into the area, which has experienced decline since the 1980s and 1990s as businesses have relocated along Interstate Highway 35. These mixed use developments should incorporate pedestrian site design principles, small or no setbacks, landscaping, circulation and connectivity, and open space. The character, however, should be specific to each area.

Area 1: Mixed Use – Retail

Significant development has occurred in the Central City Area (Hampton Road and Pleasant Run Road) since the 2003 Comprehensive Plan, including the Town Center, a major mixed use development at the northeast corner of Pleasant Run Road and Hampton Road. Similar to this new development, a mixture of land uses is appropriate for the Central City Area, as it is intended to be a place for local residents to shop, live, meet neighbors at a restaurant or cafe, gather for community events and festivals, and other similar activities. The architectural design, streetscape improvements, as well as the combination of public and private uses will help to enhance the destination characteristics of the Central City Area and to improve its image of being the City's center. The availability of outside spaces such as courtyards, outdoor seating areas, small squares, pocket parks, and greenbelts help to promote a higher level of pedestrian activity and serve to enhance a pedestrian-oriented environment. Ten Mile Creek also figures prominently in this area as a means of connecting the surrounding neighborhoods to the Central City Area. Where possible, both residential and nonresidential land uses should be oriented to these outside spaces.



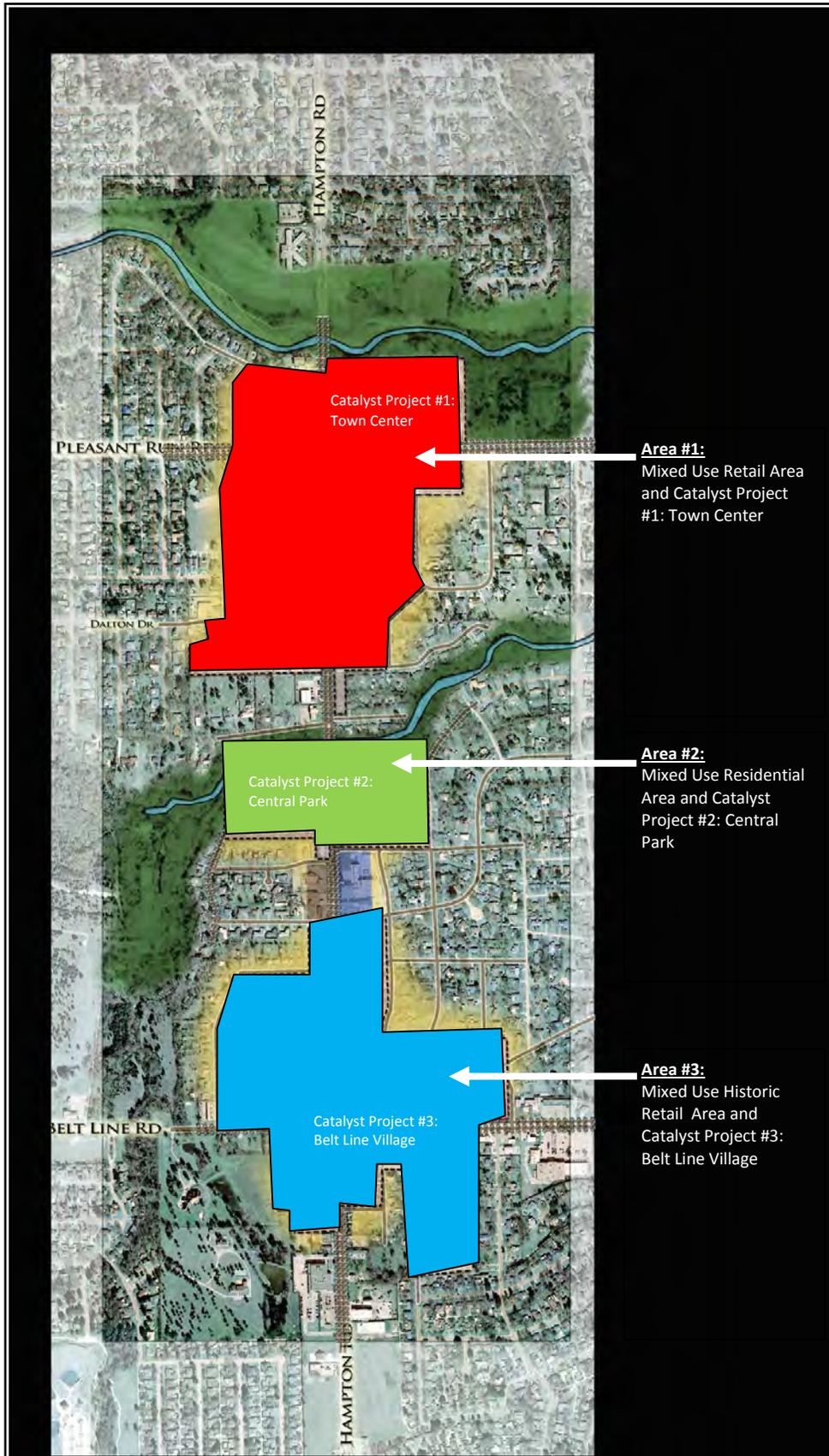


Figure 60: The Three Mixed Areas of the Hampton Road Corridor

Area 1: Design Elements

The following are design elements that should be incorporated within the Central City Area development:

- **Ensure that the area is pedestrian friendly.**
 - Include trees and canopies for pedestrian areas along the outside perimeter of buildings, between the sidewalk and street. In addition, ensure that canopy trees are planted to shade people, cars and paving in parking lots.
- **Orient business signage for easy viewing by pedestrians.**
 - Allow for interesting, eye-catching detail such as sidewalk signs, public art and sidewalk displays to enrich the experience of the public realm.
- **Ensure connectivity between the Central City Area and adjoining neighborhoods while minimizing conflict.**
 - This could be accomplished by utilizing transition uses such as parks and open space or townhomes and live-work units.
 - Require screening of service areas with buildings rather than tall screening walls whenever possible.
 - Provide for trail connections to the neighboring areas to accommodate pedestrian and bicycle traffic.
- **Ensure that the Central City Area contains an integrated mix of uses.**
 - Mixed use retail areas should be encouraged to include office and residential units in order to strengthen the retailing component, reduce trips, and increase activity (and thereby, safety and security). These uses may be either vertically or horizontally mixed, but should be comprehensively planned and integrated with pedestrian and vehicular connections.
 - Encourage inclusion of “third places”, such as coffee shops, bookstores, sidewalk cafes and ice cream stands to foster social interaction. Ideally, these should be sited immediately adjacent to the public realm (such as a sidewalk, plaza or neighborhood park) to maximize opportunities for people-watching and informal encounters.



- Encourage inclusion of neighborhood services in the Central City Area, such as banks, dry cleaners, neighborhood hardware and small grocery stores, and a range of dining and entertainment options.
- **Ensure the development is successful and sustainable.**
 - Considerations should be made to the type of atmosphere that is intended to be created, such as a neighborhood character within the Central City Area. Authenticity of design and context should also be considered.
 - A mixture of both horizontal and vertical uses should be established, and should include uses such as retail, residential, and office uses. Most development within the Central City Area should be at least two stories in height, and the ground floor should primarily be constructed to retail standards.
 - Maximum setbacks (build-to lines) bring building facades closer to the street and to the pedestrian.
 - A central gathering space or focal point not only creates an identity for the development, but often establishes an obvious pedestrian focus. A gathering space or focal point can be in many forms, including but not limited to a lake, park, plaza, fountain, or civic building.
 - Circulation within the development should be focused on the pedestrian getting from one place to another, including access to the development from adjacent neighborhoods and areas. Elements such as wide, lighted sidewalks, benches, shade trees, canopies, and attractive views add to the pedestrian feel.
 - Shared parking between uses should be permitted in order to lessen the overall amount of total parking areas. On-street parking should be encouraged wherever possible. All parking structures should be lined with buildings to make it convenient for users and to enhance the pedestrian environment from the adjacent streets. Any parking lots that are created should be internal to the development, and should be broken up into small areas (as opposed to large expanses that are often part of shopping centers and malls).
 - In retail areas, encourage the design of small gathering spaces and sidewalks of sufficient width to accommodate both pedestrians and sidewalk tables in order to maximize opportunities for social interaction.



Area 1: Architectural Styles

The architectural style of the Central City Area is intended to maintain the contemporary style of architecture similar to the style found in the existing DeSoto Town Center. Contemporary refers to a style of architecture that is being designed at the present time. This style of architecture is generally eclectic by nature, rather than traditional. Modern construction methodology, sustainability and materials being used also delineate the trend of contemporary architecture. Key forms and building elements are defined by materials and textures. Heights and sizes of buildings may vary, but should be compatible in proportions of openings, composition and rhythm. Modern architecture often includes modern forms, sleek lines, symmetry, flat roofs, parapets, stucco and glass.



Area 1: Catalyst Project (Town Center)

The Town Center project was completed in 2009, and was originally a concept derived from the *Hampton Road Corridor Redevelopment Plan*. As a catalyst project, which is now completed, it is envisioned that the Town Center will serve to promote mixed use development for the other areas of the Central City Area, notably the remaining corners of the Hampton Road and Pleasant Run Road intersection. Below is an image of the catalyst project from the *Hampton Road Corridor Redevelopment Plan*.



Figure 61: Town Center Concept Plan

Area 2: Mixed Use – Residential

This area allows for a combination of residential housing types including apartments, row homes, townhomes, and single family attached homes with architectural styles ranging from contemporary to traditional. This area is also intended to serve or surround the Mixed Use-Retail and Historic Retail area to provide a buffer area between these areas and surrounding single family districts. Mixed Use-Residential areas should be designed to encourage development that promotes pedestrian-oriented scales, a sense of community, quality architectural design, heightened visual quality, and increased quality of life. Higher density residences should be oriented toward open space elements and connected to the Mixed Use-Retail and Mixed Use-Historic Retail areas where possible.

Area 2: Design Elements

The intent of the area is to utilize existing open space as public parks and surround it with residential uses. This area can include a mix of residential products (with various styles), which will serve as a transition from the mixed use retail areas to the existing surrounding neighborhoods.

Area 2: Architectural Styles

The Mixed Use-Residential area includes a mix of architecture styles ranging from contemporary to traditional.



Area 2: Catalyst Project (Central Park)

As identified in the *Hampton Road Corridor Redevelopment Plan*, the second catalyst project, deemed the “Central Park” concept, is essentially at the midpoint between two intersections. It involves using existing open space in the area of Heath Creek and Spinner Road along the Corridor for a public park surrounded by a townhome product. The concept spills over the Corridor with additional units facing Hampton Road and providing for a transition into the existing neighborhood. Key concept characteristics include:

- Emphasis on strong on-site natural amenities (“Central Park”, trails, creek front);
- Use of natural amenities to create premiums for adjacent real estate including green and water features;
- Highlight on-street frontage and pedestrian connections among integrated housing products
- Introductions of housing density (townhomes).



Figure 62: Rendering of Central Park Area



Figure 63: Central Park Concept Plan

Area 3: Mixed Use – Historic Retail

This category is intended to support the existing historic character of the original town site through traditional architecture typical of the early 1900s. A range of building sizes are appropriate in this area, but should be developed at a pedestrian-scale. Site furnishings and other streetscaping materials in the Mixed Use – Historic Retail category should appear historic in nature to support the traditional character.

Area 3: Design Elements

The design elements within the Mixed Use-Historic Retail category are the same as within the Mixed Use-Retail category, with the exception that the architectural style should be a traditional design promoting the area’s historic character.

Area 3: Architectural Styles

Area 3 should develop within a traditional design style of architecture and promote a historical character. Traditional refers to a style of architecture that is characteristic of historic downtown structures in the early 1900s. This style of architecture borrows from the past. Forms and materials should be consistent with those used by architects at that time. While historic zones vary from one place to another, there are distinctive elements that define the period and character for each building. These include ornaments, entries, arches, materials, columns, antique storefronts and facades mirroring historic downtowns. Heights and sizes of buildings may vary, but should be compatible in proportions of openings, composition and rhythm.



Area 3: Catalyst Project (Belt Line Village)

The *Hampton Road Corridor Redevelopment Plan* establishes the third catalyst project, which is designed to be the foundation for the redevelopment of for the third mixed use area. The Corridor Plan calls the third catalyst project “Belt Line Village” and it is located at the southernmost intersection of Hampton and Belt Line Roads. This corner has historic significance as the area where the first residents of DeSoto settled. This concept assembles underperforming properties, including the land vacated by the City when city hall was relocated to its present location. The plan ties into the amenities of the nearby floodplain with a series of restaurants, retail, neighborhood services, and a diversity of housing types.



Figure 64: Rendering of Belt Line Village



Figure 65: Belt Line Village Concept Plan

Vision Project #2: Pleasant Run Road Corridor Improvements (From IH-35 to Hampton Road)

The Pleasant Run Road corridor between IH-35 and Hampton Road is a community asset and can help serve as a catalyst for future development at and around the Town Center. The purpose of this Vision Project is to capitalize on the recent improvements at the intersection with IH-35 (e.g., large entryway monument) and draw people to the Town Center. The traffic along Pleasant Run Road near its intersection with IH-35 is projected to be one of the most heavily traveled streets within the City. Travelers through this area should be directed to and be aware that the Town Center sits only two miles to the west of IH-35. This Vision Project will be accomplished by adding elements or improvements within the right-of-way that either improve the look and feel of the corridor or allow a person to know that the Town Center is nearby. The different types of elements and the planned locations are shown and listed below. The following pages provide visual examples of each type of element.



Figure 66: Pleasant Run Corridor with Improvements Identified

Element	Symbol	Description and Purpose	Related Image
Electronic Information Sign		An LED sign, similar to the town center sign that purpose is to provide City information to travelers.	See Page 161
Way Finding Signs		Way finding signs are aimed at providing guidance to specific locations or features of an area.	See Page 161
Planter Boxes		Raised boxes constructed from masonry materials that contain landscaping.	See Page 162
Landscaped Banner Pod		A grouping of at least three poles dedicated for the display of banners with associated landscaping.	See Page 163
Corner Pedestrian Reserve		A corner of an intersection where improvements are made to provide pedestrians safety from traffic.	See Page 164
Screening Wall		A masonry screening wall designed to obscure the view of the rear of homes or surrounding area.	See Page 164
Subdivision Entry Monument		Masonry monuments that help to define an area, establish an identity, and provide a sense of arrival.	See Page 165
Enhanced Intersection & Crosswalk		Improvements that help define an area, establish an identity, and provide a sense of arrival.	See Page 165

Electronic Information Sign



Way Finding Signs



Planter Boxes



Landscaped Banner Pod



Corner Pedestrian Reserve



Screening Wall



Subdivision Entry Monument



Enhanced Intersection & Crosswalk



Vision Project #3: Improvement to the Hampton Road Corridor

The Hampton Road Corridor through DeSoto runs from Daniieldale Road to the north to about a half-mile south of Parkerville Road. Hampton is the main north/south roadway within DeSoto and is located in the heart of the City. A large portion of the City’s identity comes from how this corridor looks and feels. As this corridor is vitally important to the overall appearance of the City, the purpose of this Vision Project is to twofold:

- Plan for improvements to the “Public Realm,” and
- Plan for improvements to the “Private Realm.”

This Vision Project will be accomplished by adding elements or improvements within the right-of-way that either improve the look and feel of the corridor, or by encouraging and incentivizing private property owners to improve their existing buildings.

Public Realm Improvements

The different types of elements and planned locations are listed below and shown on the following page. This Hampton Road Project utilizes the same design elements established for the [Vision Project #2: Pleasant Run Road Corridor Improvements \(From IH-35 to Hampton Road\)](#).

Element	Symbol	Description and Purpose	Related Image
Electronic Information Sign		An LED sign, similar to the town center sign that purpose is to provide City information to travelers.	See Page 161
Way Finding Signs		Way-finding signs are aimed at providing guidance to specific locations or features of an area.	See Page 161
Planter Boxes		Raised boxes constructed from masonry materials that contain landscaping.	See Page 162
Landscaped Banner Pod		A grouping of at least three poles dedicated for the display of banners with associated landscaping.	See Page 163
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Subdivision Entry Monument		Masonry monuments that help to define an area, establish an identity, and provide a sense of arrival.	See Page 165
Enhanced Intersection & Crosswalk		Improvements that help define an area, establish an identity, and provide a sense of arrival.	See Page 165

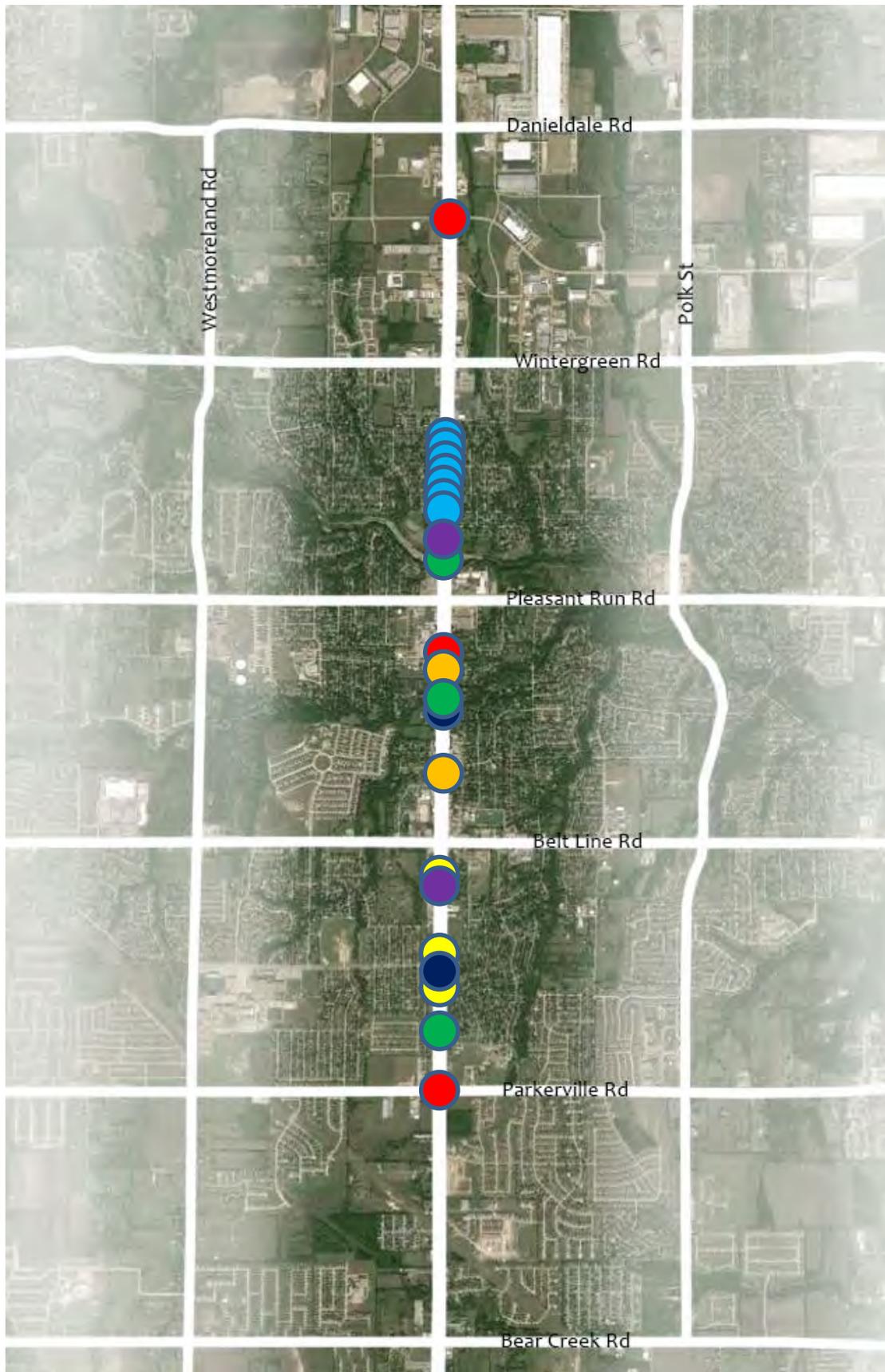


Figure 67: Hampton Road Corridor with Improvements Identified

Private Realm Improvements

Since the Hampton Road Corridor is one of the oldest corridors in the area, some of area's businesses show some significant signs of aging and have become outdated visually. Additionally, many of these buildings and properties were originally designed for small-scale businesses on small lots, which over the years have been replaced with new businesses. The following recommended improvements are incentives that the City can offer property owners to improve their businesses and therefore help improve the overall image of the Hampton Road Corridor.

Façade Improvements

The City should consider a façade improvement program to improve an existing building's façade. The City should partner with the DeSoto EDC for funding. To be awarded City funding for façade improvements, façade plans should be either recommended or approved by City staff with final approval coming from either Council or the Planning and Zoning Commission. The following cases detail the type of façade improvements and projects that should be eligible for funding.

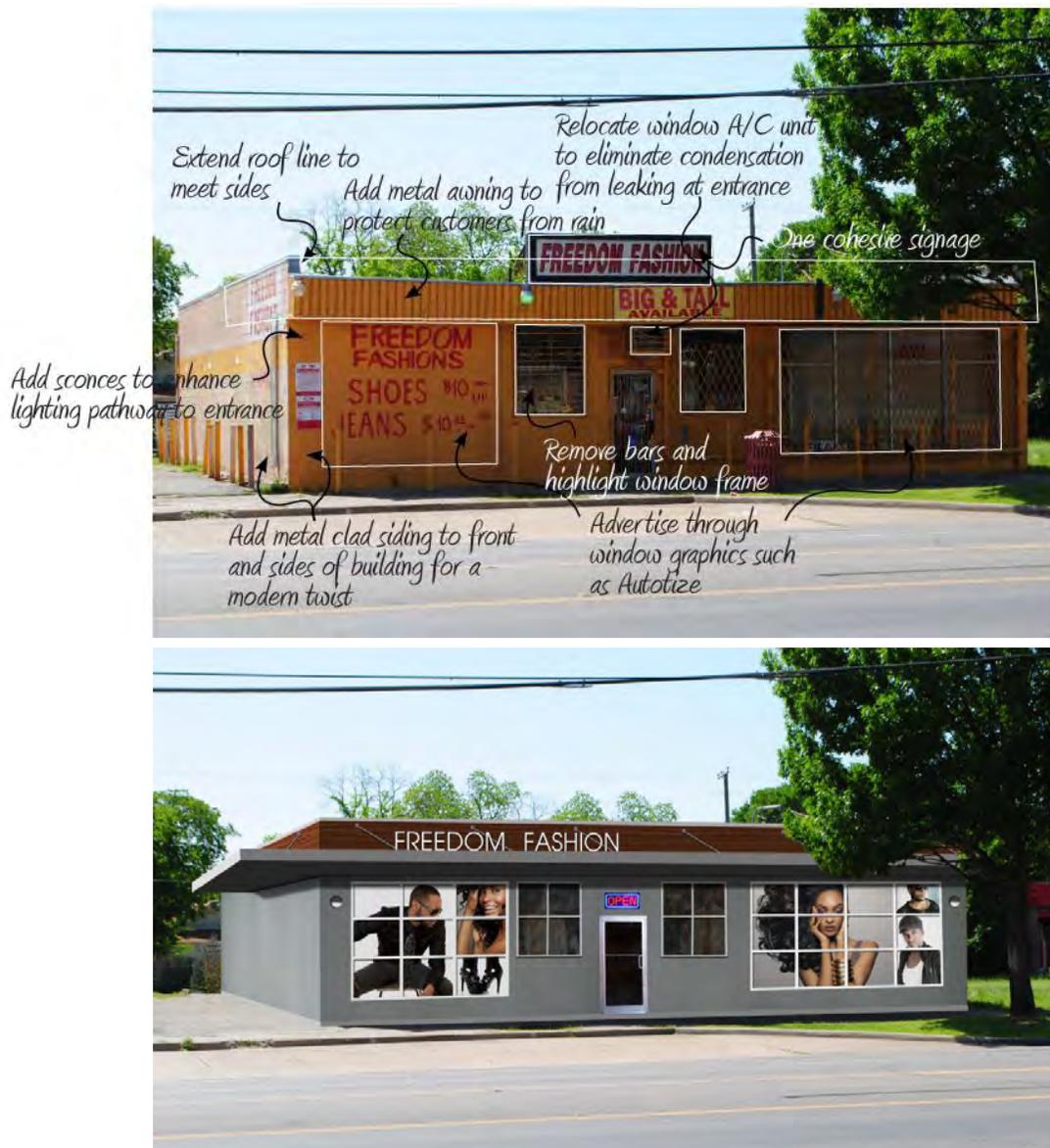


Figure 68: Case #1 - An Existing Building with Proposed Improvements

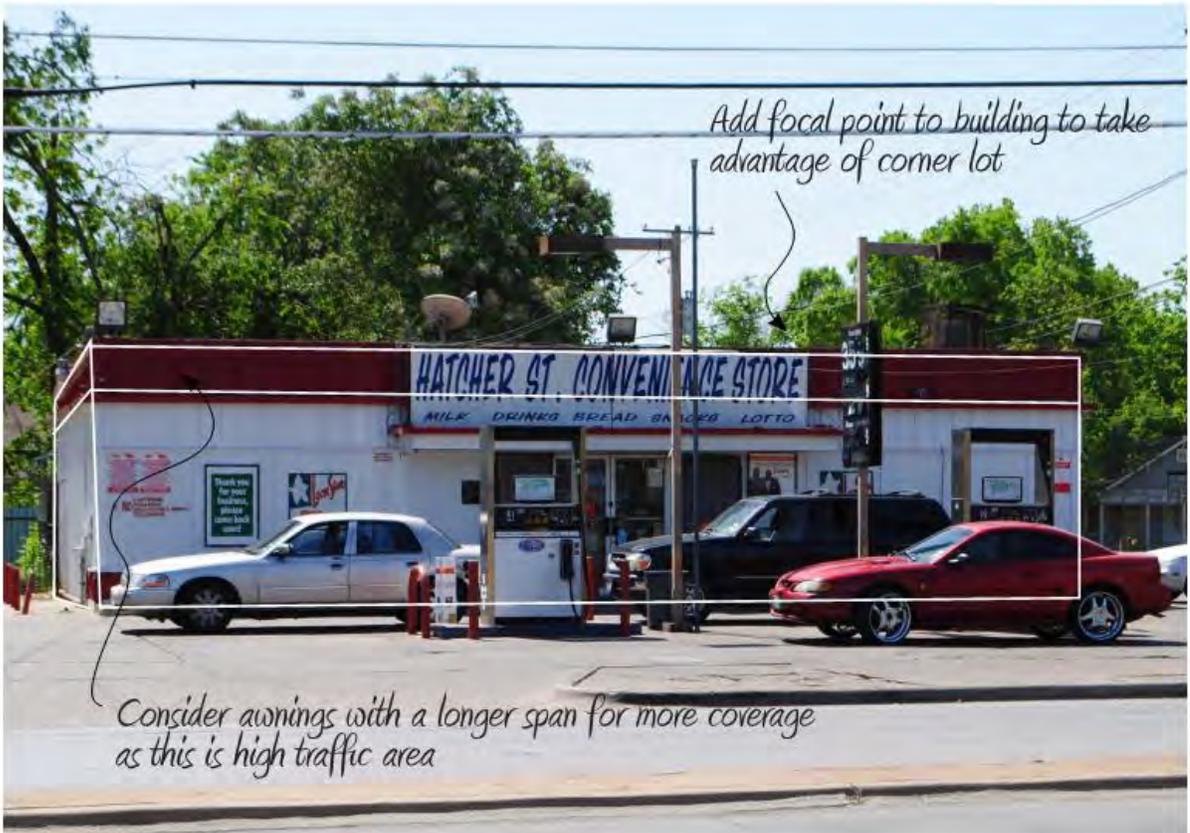


Figure 69: Case #2 - An Existing Building with Proposed Improvements

Landscaping Improvements

Landscaping can serve as a screening device for parking lots and can improve the look of any property. Many of the older lots within the corridor have little or no landscaping. It can benefit both the owner and City if the owner were to install new landscaping and replace existing paving in the front yard of the property. Similar to the façade grants, a landscaping grant should be offered to property owners who want to replace existing paving within the front yard with landscaping in accordance with the zoning ordinance standards or even a high standard.



Figure 70: Existing Business with no Landscaping



Figure 71: Existing Business with Landscaping Added

Urban Design Goals, Objectives, and Actions

Urban Design Goal: Enhance the appearance of the City by integrating the natural environment, improving existing commercial nodes, updating design criteria for new development and distinguishing the entrances to DeSoto.

Objective U1: Improve and extend sidewalks and the trail system to connect people to destinations of nonresidential and residential uses and as a component of the Parks, Recreation and Open Space Master Plan.

Action U1.1: Continue construction/reconstruction programs for future street improvements in accordance with the Streetscape Guidelines.

Action U1.2: Apply streetscape improvements in accordance with the Streetscape Guidelines.

Objective U2: Promote the development of informational signage between parks, trails, and sidewalks so that there are clear connections with other pedestrian systems, making the overall pedestrian movement system more user-friendly.

Action U2.1: Develop guidelines and designs for trailhead markers.

Action U2.2: Identify trailhead locations in the Parks, Recreation, and Open Space Master Plan.

Action U2.3: Encourage the Parks Board to consider view easements to preserve view corridors, and public and open spaces.

Objective U3: Enhance and restore the rural and agricultural qualities through visual improvement to landscaping.

Action U3.1: Initiate a thematic Public Tree Planting Program for all public roadway improvements. Include the use of selected tree species to identify the roadway hierarchy and require equal caliper replacement of trees removed as part of the construction of public improvements.

Action U3.2: Consider assistance programs that aid tree planting by individual property owners in portions of the City that are already developed.

Action U3.3: Extend streetscape designs into entrances of new developments.

Action U3.4: Consider discussing criteria for individual participation in tree planting assistance program.

Action U3.5: To preserve access to creeks, improve flood control, and prevent homes from being susceptible to soil erosion and loss of use, homes should be separated from a creek by either a public open space or a street (i.e., a single loaded street which has homes on one side of the street).

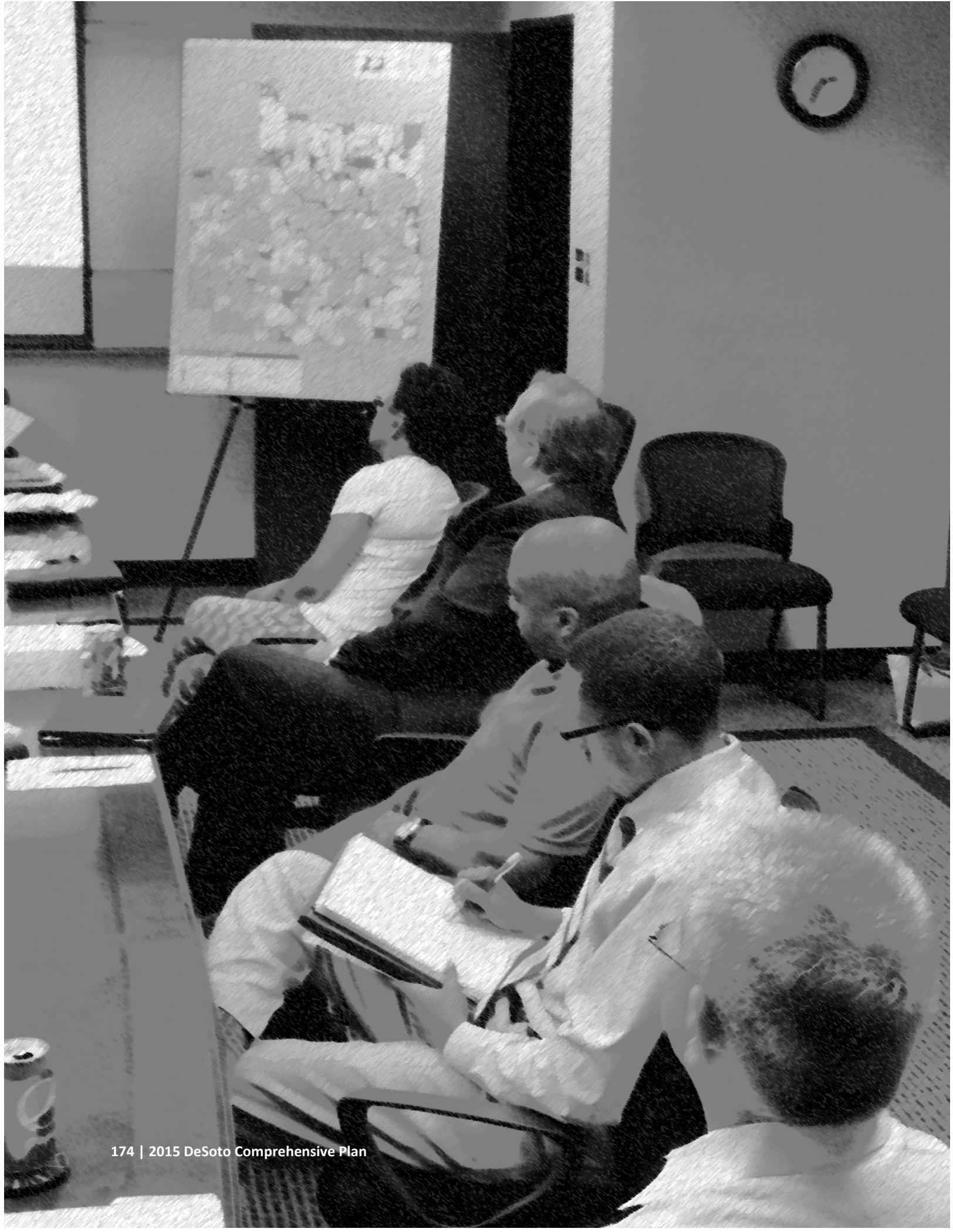
Objective U4: Continue to promote Vision Projects #1 (Mixed Use), #2 (Pleasant Run), and #3 (Hampton Road).

Action U4.1: Annually review the City's budget and determine if any proposed project elements can be implemented that year or the following year.

Action U4.2: Work with the DeSoto EDC to establish funding incentives for business owners to improve their building facades.

CHAPTER 7: URBAN DESIGN | IN A NUTSHELL...

The Urban Design chapter focuses on two major elements: Urban Design Guidelines and Vision Projects. The urban design guidelines recommend standards for how new nonresidential buildings should be constructed. These new buildings will play an important role in how DeSoto is perceived by residents and visitors. In the second part of the chapter, the Vision Projects outline ways that the City can improve itself and meet the community's vision as defined in this plan. Three Vision Projects pave the way for enhancing and bringing new development to key parts of the City



CHAPTER 8: IMPLEMENTATION STRATEGIES

This final section of the 2015 Comprehensive Plan describes specific ways in which DeSoto can take the recommendations within this Plan from vision to reality.

The importance of city planning can never be overstated—planning provides for the protection of private property and confirms that future development occurs in a coordinated and organized fashion. The future of DeSoto will be shaped with the policies and recommendations developed in this 2015 Comprehensive Plan. Based on this Plan, decisions will be made that will influence many aspects of the City’s built and social environments.

DeSoto has taken an important leadership role in defining its future with the adoption of this Plan. The Plan will provide a very important tool for City staff and civic leaders to use in making sound planning decisions regarding the long-term growth and development of DeSoto. The future quality of life in DeSoto will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

Planning for the City's future should be a continuous process, and this plan is designed to be a dynamic tool that can be modified and periodically updated, as needed, with changing conditions and trends. Plan policies and recommendations may be put into effect through adopted development regulations, such as zoning and subdivision, and capital improvement programs. Many recommendations within the plan can be implemented through simple refinement of existing City regulations or processes, while others may require the establishment of new regulations, programs or processes.



Implementation Responsibility

Perhaps the most important method of implementing the Comprehensive Plan comes in the day-to-day commitment by elected and appointed officials, staff, and citizens. The Comprehensive Plan must be understood as a useful and capable tool to direct the City's future. The Future Land Use Plan and Thoroughfare Plan should be displayed and available for ready reference by officials, staff, and citizens. The Comprehensive Plan should continually be referenced in planning studies and zoning case reports as well as informal discussion situations. High visibility will make the Plan a successful, dynamic, and powerful tool for guiding DeSoto's future growth.

The responsibilities for actually initiating and monitoring the goals, objectives and actions of the Comprehensive Plan are multi-tiered:

Citizens are responsible for bringing their concerns to the City staff and serving on committees and task forces for the development of special projects and ordinances.

City Staff should review all the development issues associated with zoning and subdivision of land for compliance with the Comprehensive Plan. Staff should monitor the planning activities in the City and identify needed revisions and updates to address current and anticipated conditions. Preparation of the annual budget and Capital Improvements Program should incorporate projects and actions developed in the Plan.

Planning and Zoning Commission should use the Comprehensive Plan as a tool for decision-making for growth and development to ensure that new development and redevelopment are in accordance with the Comprehensive Plan. On a yearly basis, the Planning and Zoning Commission should review the Comprehensive Plan. Coordination between staff, Planning and Zoning Commission and the DEDC will provide the opportunity to address issues critical to economic development.

City Council should receive and act upon recommendations when they are in accordance with the goals, objectives and actions stated in the Plan. As an integral participant in the planning process, the Council should provide overall policy guidance and consider any updates and changes when the changes are an extension of the stated purposes of the Comprehensive Plan.



Proactive and Reactive Implementation

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

Examples of proactive methods include:

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

Examples of reactive methods include:

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

Roles of the Comprehensive Plan

Guide for Daily Decision-Making

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to DeSoto's physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

Flexible and Alterable Guide

This 2015 Comprehensive Plan is intended to be a dynamic planning document for DeSoto – one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The City Council and other DeSoto officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of DeSoto.

Annual Review

At one-year intervals, a periodic review of the Plan with respect to current conditions and trends should be performed. Such on-going, scheduled evaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and

applicable long-term. It would be appropriate to devote one annual meeting of the Planning and Zoning Commission to reviewing the status and continued applicability of the Plan in light of current conditions. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic evaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include consideration of the following:

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

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



Implementation Matrix

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within this 2015 Comprehensive Plan will be difficult to realize. It is important to note that the objectives and action items are derived from the goals and vision established previously within this Plan.

Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption—DeSoto is no exception. Plan implementation, therefore, must be prioritized to guide short-term priorities, long-term priorities and on-going priorities. These priorities must be balanced with timing, funding, and City Staff resources. While all the recommendations share some level of importance, they cannot all be targeted for implementation within a short time period; some must be carried out over a longer period of time.

The following matrix is a summary of the recommendations within this Comprehensive Plan. The columns *What*, *When*, *Who*, and *How* are intended to provide the City with information needed to implement the vision of this Plan.

Outcomes-Based Planning

As discussed in [Chapter 2: Vision, Goals, and Objectives](#) within the section [Focusing on What Matters: Outcome Measurements](#) on page 44. The following five outcomes were considered when developing the actions within the Implementation Matrix.

1. Improvement to the Quality of Life: Quality of life refers to the attributes or amenities that combine to make an area a good place to live.
2. Improvement to the City's Infrastructure or Services: The City's infrastructure or services includes any items generally provided by the City of DeSoto, such as roads, park land, water lines, police, fire, and other emergency services.
3. Address a Community Need: A community need includes anything essential for the healthy development of the community. Community needs can include additional shopping opportunities, availability of housing options, or a need for a specific type of business to locate within the City.
4. Economic or Cultural Benefit: This outcome refers to the future growth of economic opportunities and cultural opportunities (such as public art and art events).
5. Longevity Benefit: This topic addresses whether a long-term benefit to the City of DeSoto is provided over the next 10, 20, to 50 years.

Implementation Matrix: Description of the Columns

What: This table is a summary of the action items from the previous sections, organized by goals and objectives.

When: Action items are divided into the following categories to indicate when the City should start working to achieve the action item.

- Short-Term Recommendations:
 - City leaders should start implementing these action items within **one (1) to three (3) years** following plan adoption).
- Long-Term Recommendations:
 - City leaders should start implementing these action items within **four (4) to seven (7) years** following plan adoption).
- On-Going Recommendations:
 - These actions items should be continually addressed by City leaders (i.e., no specific timeframe is applicable).

Who: Although the responsibility for accomplishing a task may include additional parties, the purpose of this column is to identify the main player(s) in completing the action items.

How: This column identifies generally how each action item can be accomplished.

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Land Use Goal: To achieve a balance of land uses that will provide and protect the desired quality of life, and recognize the natural features that make DeSoto a wonderful place to live, work and visit.					
Objective LU1: Provide a mix of land uses in appropriate locations that will attract both residential and business uses.					
Action LU1.1: Use the Future Land Use Plan to ensure that adequate amounts of land in appropriate locations are available for residential, retail, office, commercial and industrial uses.				City Council, P&Z, and City Staff	Zoning Ordinance, Zoning Map and Rezonings
Action LU1.2: Use the FLUP to review requested changes to zoning.				City Council, P&Z, and City Staff	Zoning Ordinance, Zoning Map and Rezonings
Action LU1.3: Continue to monitor market trends that require different land use allocations.				City Council, P&Z, DEDC, and City Staff	Study / Staff Report
Action LU1.4: Review and update the Zoning Ordinance to reflect the uses recommended in the FLUP.				P&Z and City Staff	Staff Report / Zoning Text Amendments
Objective LU2: Encourage the development of Office/Retail and Industrial uses in the northern section of the City, as shown on the Future Land Use Map, avoiding incompatible uses next to residential development.					
Action LU2.1: Encourage development that provides general office and retail uses facing major streets, with parking located behind the building.				City Council, P&Z, DEDC, and City Staff	Zoning Ordinance
Action LU2.2: Discourage truck traffic through residential areas by curvilinear street design, narrow boulevard entrances and providing and enforcing designated truck routes.				City Council, P&Z, and City Staff	Subdivision Ordinance
Action LU2.3: Maintain landscape and buffering requirements between new and redeveloped office/retail areas, commercial/industrial areas, and residential areas.				P&Z and City Staff	Staff Review

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Objective LU3: Encourage the development of new office/retail buildings along Hampton Road from Danieldale to Wintergreen while facilitating appropriate uses in the industrial district(s) to the east and west of Hampton Road.					
Action LU3.1: Review and update the Zoning Ordinance to ensure office/retail designations are allowed and appropriately defined for these areas.				P&Z and City Staff	Staff Review
Action LU3.2: Maintain design standards for screening, landscaping, berming, setbacks, and building orientation to mitigate the intensity of industrial categories on surrounding land uses.				P&Z and City Staff	Staff Review
Objective LU4: Establish a connection between the Central City Area at Pleasant Run and Hampton Roads with the original town site at Belt Line Road and Hampton Road.					
Action LU4.1: Promote zoning along Hampton Road that allows for small shops, local business offices, and residences in older structures and promote the historical aspects of the area.				City Council, P&Z, and City Staff	Zoning Ordinance, Zoning Map and Rezonings
Action LU4.2: Install sidewalks and appropriate landscaping.				City Staff	Staff Report / CIP (Budget)
Objective LU5: Continue to promote mixed use development along the Hampton Road corridor.					
Action LU5.1: Promote the redevelopment of Hampton Road, between Pleasant Run and Belt Line, into a unique destination that provides housing and shopping opportunities.				City Council, P&Z, DEDC, and City Staff	Zoning Ordinance, Zoning Map, Rezonings, CIP
Action LU5.2: Continue to implement the vision established by the 2005 Hampton Road Corridor Redevelopment Plan.				City Council, P&Z, DEDC, and City Staff	Zoning Ordinance, Zoning Map, Rezonings, CIP
Objective LU6: Coordinate Future Land Use Plan with the Parks, Recreation, and Open Space Master Plan.					
Action LU6.1: Acquire land (through land dedications or land purchases) for trails as properties develop and redevelop.				City Council, P&Z, DEDC, and City Staff	City Policy / Staff Report

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Action LU6.2: Proactively seek out land owners where trails are proposed and invite them to be a part of the parks and trails system development. Work cooperatively to construct trails via land purchases or park dedications.				City Council, P&Z, DEDC, and City Staff	City Policy / Staff Report
Objective LU7: Coordinate Future Land Use Plan with the activities of the DeSoto Economic Development Corporation.					
Action LU7.1: Continue to meet with local business representatives regularly to discuss economic development issues that affect land use in DeSoto.				City Council, DEDC, and City Staff	City Policy
Action LU7.2: Maintain development standards that will promote long-term investment and reinvestment in both residential and nonresidential properties.				P&Z and City Staff	Staff Review
Action LU7.3: Regularly monitor and refine zoning regulations, building codes and related requirements to ensure that they are adaptable to changing technologies while providing secure working and living conditions.				City Council, P&Z, and City Staff	Staff Review, Zoning Text Amendments, and Code Amendments
Transportation Goal: Provide for the safe and efficient traffic flow throughout DeSoto to meet the current and forecasted needs of citizens and businesses.					
Objective T1: Provide for the continuity of traffic flow within and between neighborhoods and throughout the community to promote neighborhood affinity, and non-motorized transportation.					
Action T1.1: Utilize the Thoroughfare Plan during the subdivision and site development review process to ensure provision of street connecting across major arterials between adjacent developments.				P&Z and City Staff	Zoning Ordinance / Subdivision Ordinance
Action T1.2: Provide two roadway connections to Loop 9.				City Council, P&Z, and City Staff	City Policy
Action T1.3: Plan and promote Veloweb access and use as an alternative to vehicle travel.				City Council, P&Z, and City Staff	City Policy

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Objective T2: Provide for the enhanced mobility of pedestrians and bicyclists in the community to promote citizen health, safety and quality of life.					
Action T2.1: Construct sidewalks to complete the pedestrian conveyance along all arterial streets				City Staff	CIP (Budget) / General Budget
Action T2.2: Acquire additional right-of-way or easements at the outside corners of intersections (right-of-way corner clips) as necessary to be able to provide safe and comfortable street crossings.				City Council and City Staff	Staff Review, Subdivision Ordinance, and General Budget
Action T2.3: Inventory all incomplete sidewalks along all arterial and collector streets in DeSoto and assess the needs and priority for sidewalk development, placing the higher priority sidewalks into the Capital Improvement Program each year.				City Council and City Staff	Staff Report / CIP
Action T2.4: Coordinate development of roadways and streetscaping in the public rights of way with the Parks, Recreation and Open Space Master Plan for greenways, trails and sidewalks that connect residential neighborhoods to other neighborhoods, parks, civic facilities, and other key destinations in DeSoto.				City Council and City Staff	City Policy
Action T2.5: Provide information on the network of linear trails in DeSoto to NCTCOG for inclusion in the Regional Veloweb of bicycle facilities. Such inclusion may facilitate future funding efforts and should serve to raise the regional awareness of the quality of life provided in DeSoto.				City Staff	Staff Report
Action T2.6: Explore lane markings on streets for bike lanes that connect to the trail system.				City Council, P&Z, and City Staff	Staff Report

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Streetscape Goal: Provide for high-quality roadway designs that emphasize DeSoto’s natural environment, distinguish DeSoto’s streets and entrances, and improve the visual appearance of the community.					
Objective SC1: Provide for the efficient and multifunctional use of right-of-way to accommodate future transportation needs.					
Action SC1.1: Require 120’ of right-of-way for all Arterial Roadways, where possible.				City Council, P&Z, and City Staff	Subdivision Ordinance / General Budget
Action SC1.2: Provide for usable and desirable sidewalks and trails along streets and within the right-of-way.				City Council, P&Z, and City Staff	Staff Report, General Budget, and CIP
Action SC1.3: Provide bike lanes on City streets, where appropriate (e.g., sufficient right-of-way and paving is available, city or regional plans indicate on-street trails, etc.).				City Council, P&Z, and City Staff	Staff Report, General Budget, and CIP
Objective SC2: Improve the appearance of the community to foster a sense of community identity and pride.					
Action SC2.1: Provide for attractive landscaped roadways that match the character and vision of the surrounding neighborhoods.				City Council, P&Z, and City Staff	Zoning Ordinance / City Policy
Action SC2.2: Provide for attractive landscaped intersections.				City Council, P&Z, and City Staff	Zoning Ordinance / City Policy
Action SC2.3: In an effort to help brand the City and provide a sense of identity for the community, create gateway locations to distinguish along the roadway when people are entering or exiting the City.				City Council, P&Z, and City Staff	City Policy

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Housing Goal: To provide a diverse housing stock within the City, provide a full range of housing types and values to accommodate various income levels.					
Objective H1: Encourage the development of higher-end neighborhoods to accommodate professional, medical, and office workers.					
Action H1.1: Maintain and update the zoning ordinance (as needed) to ensure appropriate single family development regulations exist.				City Council, P&Z, and City Staff	Zoning Ordinance
Action H1.2: Working with the DeSoto Economic Development Corporation (DEDC), actively recruit quality developers that can provide diverse retail and housing projects.				City Council, DEDC, and City Staff	City Policy
Objective H2: Actively preserve and seek the development of small areas that are suitable for higher-end level housing options.					
Action H2.1: Identify areas where higher-end level housing would be suitable and economically viable.				City Council, P&Z, DEDC, and City Staff	Staff Report
Action H2.2: Ensure the zoning map supports areas suitable for higher-end level housing by having the proper zoning.				City Council, P&Z, DEDC, and City Staff	Staff Review, Zoning Ordinance, and Zoning Map
Action H2.3: Working with the DeSoto Economic Development Corporation (DEDC), consider the feasibility of purchasing small amounts of land to preserve and hold until market conditions develop where a developer can purchase the land from the City to create the desired development.				City Council, P&Z, DEDC, and City Staff	Staff Report
Objective H3: Promote the increase of owner-occupied housing units from its current level of 67.6% to 70%-75% (Source: 2008-2012 ACS-Census, DP04).					
Action H3.1: If property is to be rezoned to a multi-family zoning district, then the rezoning application should not be approved unless the area to be rezoned is shown on the future land use map as the “High Density Residential” land use category.				City Council and P&Z	Zoning Map

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Action H3.2: Promote new single family developments.				City Council, P&Z, DEDC, and City Staff	Staff Report / Zoning Ordinance
Action H3.3: Investigate educational opportunities the City may host for residents regarding home ownership.				City Council, P&Z, DEDC, and City Staff	Staff Report
Objective H4: Allow for subdivisions with a mixture of different lot sizes and amenities.					
Action H4.1: Using the Planned Development (PD) process, encourage developers to include different lot sizes and amenities into their developments.				City Council, P&Z, DEDC, and City Staff	Staff Review / City Policy
Objective H5: Promote a 3:1 ratio of single family to multi-family units. The City currently has 76.4 percent single family units (Source: 2008-2012 ACS-Census, DP04).					
Action H5.1: Follow the recommendation associated with Figure 56 and Figure 58 to maintain a 3:1 ratio of single family to multi-family units.				City Council, P&Z, DEDC, and City Staff	City Policy
Urban Design Goal: Enhance the appearance of the City by integrating the natural environment, improving existing commercial nodes, updating design criteria for new development and distinguishing the entrances to DeSoto.					
Objective U1: Improve and extend sidewalks and the trail system to connect people to destinations of nonresidential and residential uses and as a component of the Parks, Recreation and Open Space Master Plan.					
Action U1.1: Continue construction/reconstruction programs for future street improvements in accordance with the Streetscape Guidelines.				City Staff	Staff Report / City Policy
Action U1.2: Apply streetscape improvements in accordance with the Streetscape Guidelines.				City Staff	City Policy

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Objective U2: Promote the development of informational signage between parks, trails, and sidewalks so that there are clear connections with other pedestrian systems, making the overall pedestrian movement system more user-friendly.					
Action U2.1: Develop guidelines and designs for trailhead markers.				City Staff	Staff Report
Action U2.2: Identify trailhead locations in the Parks, Recreation, and Open Space Master Plan.				City Staff	Staff Report
Action U2.3: Encourage the Parks Board to consider view easements to preserve view corridors, and public and open spaces.				City Staff	Staff Report / City Policy
Objective U3: Enhance and restore the rural and agricultural qualities through visual improvement to landscaping.					
Action U3.1: Initiate a thematic Public Tree Planting Program for all public roadway improvements. Include the use of selected tree species to identify the roadway hierarchy and require equal caliper replacement of trees removed as part of the construction of public improvements.				City Staff	City Program
Action U3.2: Consider assistance programs that aid tree planting by individual property owners in portions of the City that are already developed.				City Council and City Staff	Staff Report / City Program
Action U3.3: Extend streetscape designs into entrances of new developments.				City Council and City Staff	Staff Report / City Policy
Action U3.4: Consider discussing criteria for individual participation in tree planting assistance program.				City Council and City Staff	Staff Report / City Policy
Action U3.5: To preserve access to creeks, improve flood control, and prevent homes from being susceptible to soil erosion and loss of use, homes should be separated from a creek by either a public open space or a street (i.e., a single loaded street which has homes on one side of the street).				City Council, P&Z, and City Staff	Subdivision Ordinance

What?	When?			Who?	How?
	Short-Term	Long-Term	On-Going		
Objective U4: Continue to promote Vision Projects #1 (Mixed Use), #2 (Pleasant Run), and #3 (Hampton Road).					
Action U4.1: Annually review the City’s budget and determine if any proposed project elements can be implemented that year or the following year.				City Council, P&Z, and City Staff	Staff Report / City Policy
Action U4.2: Work with the DeSoto EDC to establish funding incentives for business owners to improve their building facades.				City Council, P&Z, DEDC, and City Staff	Staff Report / City Policy

CHAPTER 8: IMPLEMENTATION | IN A NUTSHELL...

This final section of the 2015 Comprehensive Plan describes specific ways in which the community can take the recommendations within this Plan from vision to reality.

FIRST 5 STEPS TO MOVE THE PLAN FORWARD

To help provide immediate items that the City can achieve, the following are considered the first steps the City can take to achieve the vision established in this Comprehensive Plan.

1. Assess the Pleasant Run Corridor to develop a detailed action plan to prioritize elements the City can construct in the short-term and secure funding to implement those elements, see page [160](#) for further details.
2. Assess the elements of the Hampton Road Corridor project and develop a detailed action plan to prioritize elements the City can construct in the short-term and secure funding to implement those elements, see page [166](#) for further details.
3. Working the DeSoto Economic Development Corporation (DEDC), actively recruit quality developers that can provide diverse retail and housing projects.
4. Promote the trail locations with land owners whose property is adjacent to a trail or a has a trail shown crossing their property and collaboratively work with the owner to determine specific locations and discuss the possible purchasing of land for trail construction, see the [Future Land Use Plan Map](#) on page [56](#) for trail locations.
5. Assess sidewalk conditions along arterial and collector streets and develop a priority ranking for sidewalk construction, see page [92](#) for further details.