

# The Borough of Dallas

## Master Plan And Zoning Ordinance Update

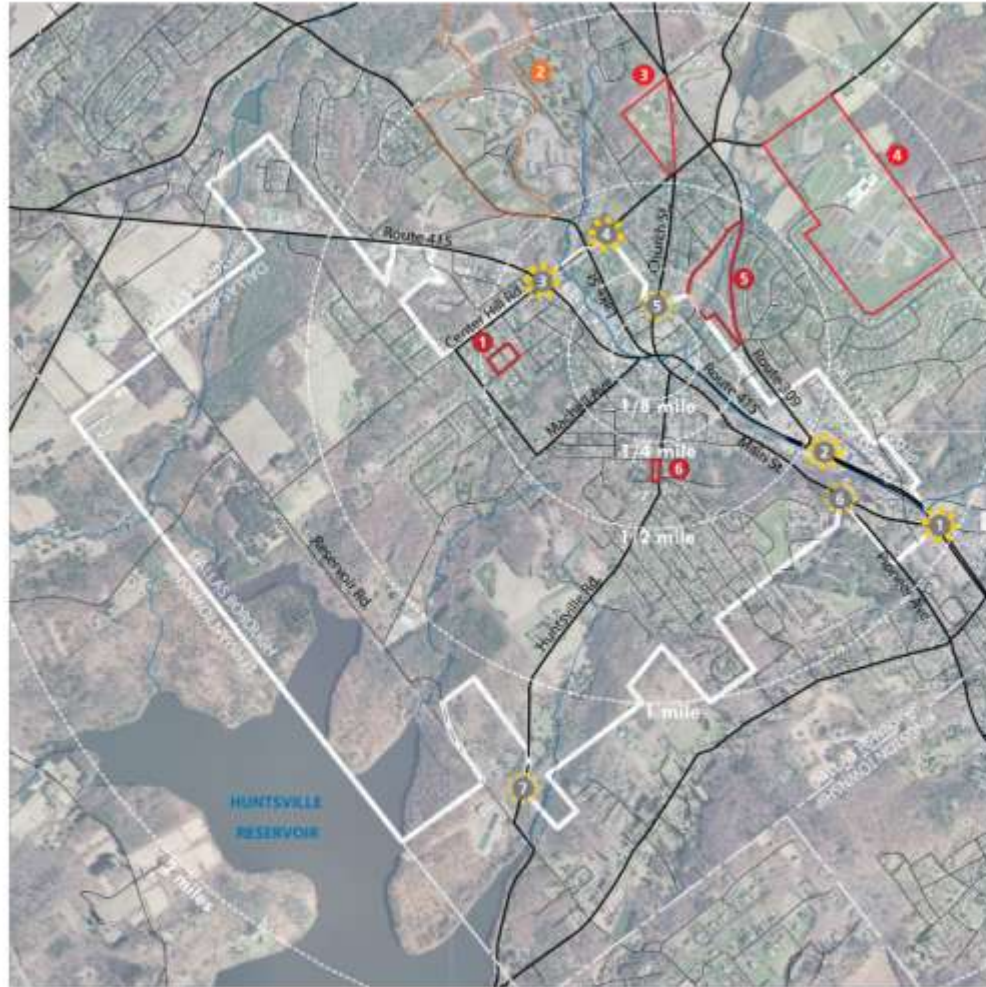
28 October 2009

# Step 1

## Existing Data Collection and Review

“Where are we now?”

Identifying the Good, the Bad and the Ugly.....

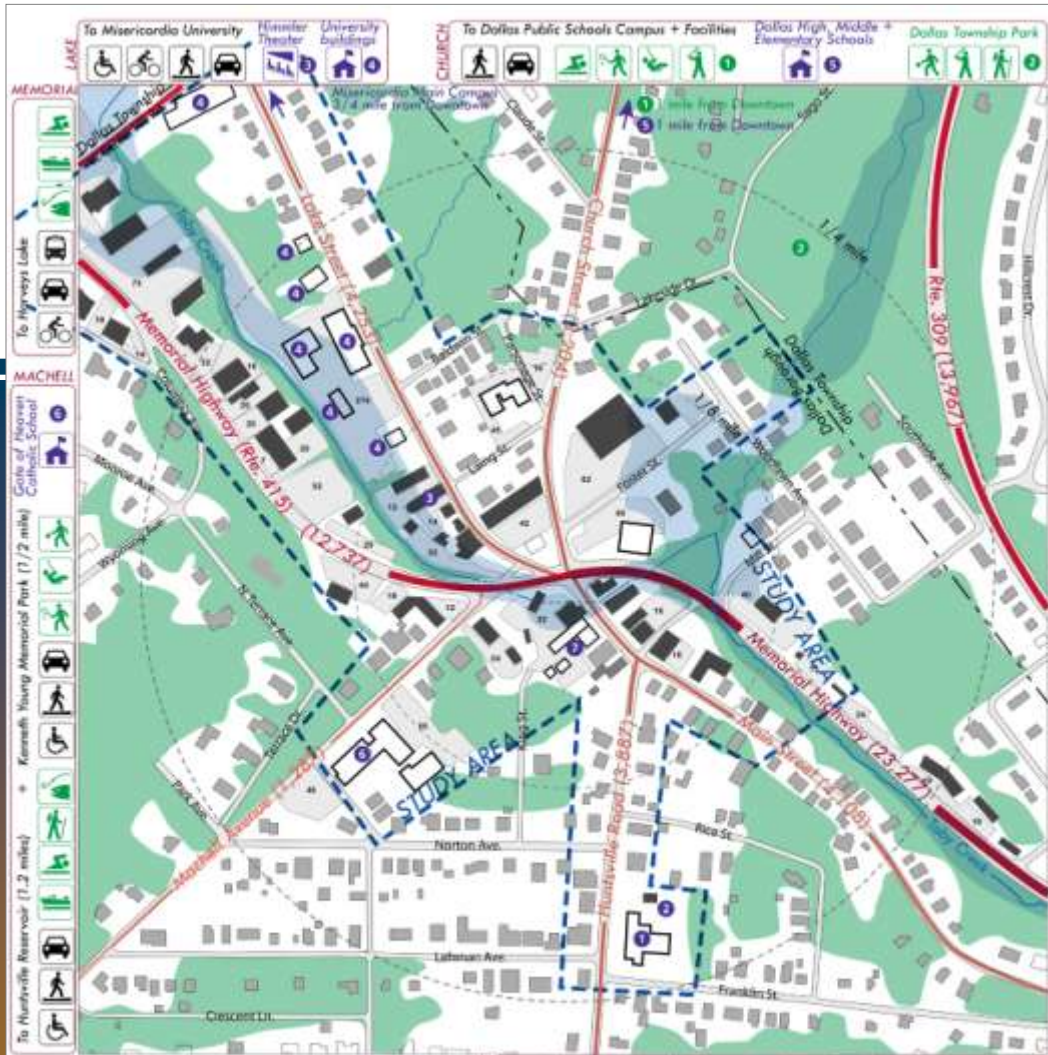


Existing Recreation and Open Space in and Adjacent to Dallas Borough  
**ANALYSIS** Dallas Borough Master Plan 2008-2009



Memorial Highway at Main Street 	Kenneth Young Memorial Park 
Memorial Highway at Center Hill Road 	Misericordia University Campus 
Lake Street at Center Hill Road 	Dallas School District Property 
Church Street at Borough Line 	Dallas School District Campus 
Main Street at Pioneer Avenue 	Dallas Township Park (potential for Borough to acquire) 
Huntsville Road North of Reservoir Road 	Bicentennial Park 
Huntsville Road North of Reservoir Road 	

State Road  
 Local Road  
 Public Park with Play and/or Athletic Facilities  
 Public School with Play and/or Athletic Facilities  
 Private/ Semi Public School with Play and/or Athletic Facilities  
 Public Open Space and Preserved Natural Areas  
 Primary Gateway Locations  
 Possible Secondary Gateway Locations



General Overview of the Borough Core Area  
**ANALYSIS** Dallas Borough Master Plan 2008-2009

**BUILDINGS**

- Residential Building
- Mixed Use Building
- Commercial Building
- Educational Institution/ Government Institution

**TRAFFIC**  
 DAY VEHICULAR TRAFFIC

- 20,000 - 25,000
- 10,000 - 15,000
- 5,000 - 10,000
- 3,000 - 5,000
- 1,000 - 3,000

**NATURAL FEATURES**

- Stream
- FEMA 100 yr. Floodplain
- Tree Cover

**PARKING**

- Necessary Parking Lots

**MEMORIAL**

- To Winters-Burns + Scoville
- To Winters-Burns

**MAIN**

- To Winters-Burns + Scoville
- To Winters-Burns
- Police + Borough Offices
- 911

**DESTINATIONS AND ROUTES SYMBOL LEGEND**

**EDUCATIONAL + CULTURAL + GOVERNMENT SERVICES**

- Library
- Bookstore
- 911
- Post Office
- Police
- Borough Office
- Theater
- School

**RECREATIONAL ACTIVITIES**

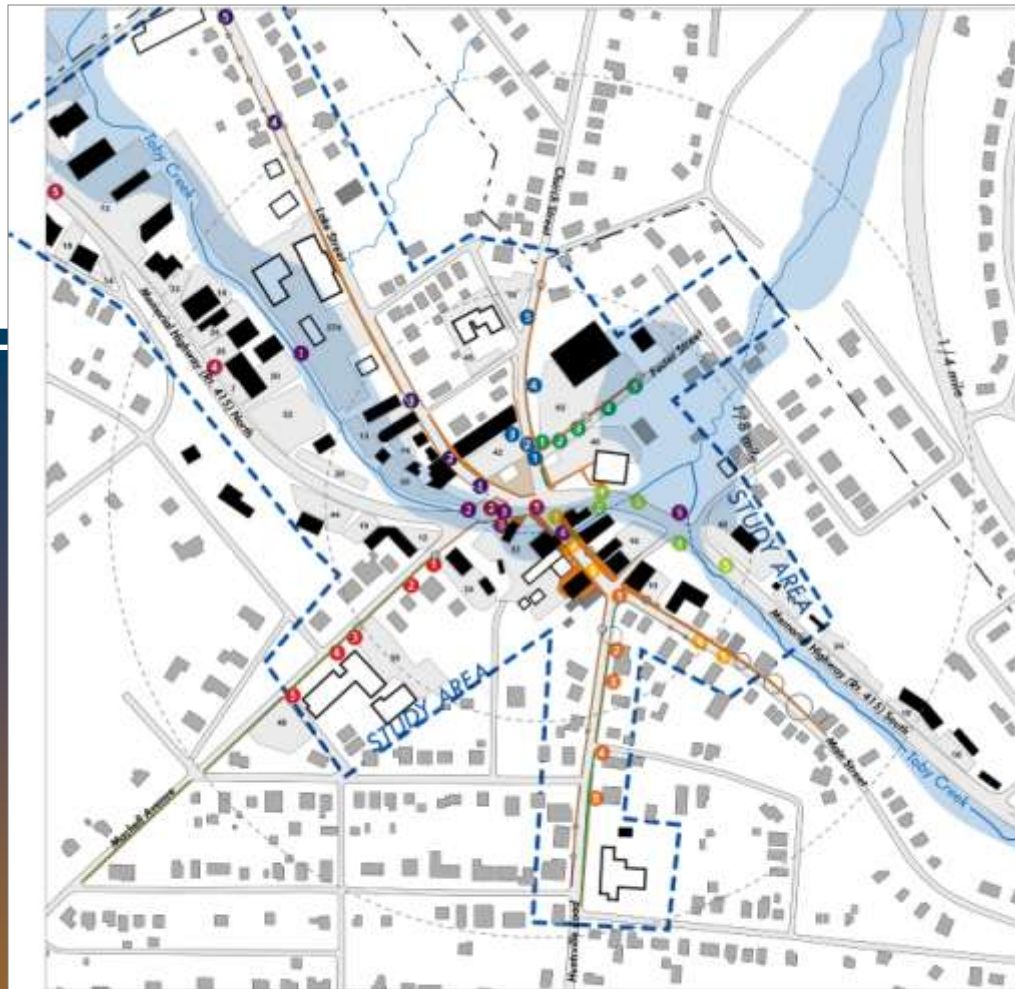
- Hiking
- Swimming
- Boating
- Playground
- Tennis
- Soccerball
- Baseball
- Fishing

**CURRENT ACCESSIBILITY**

- Bus
- Car
- Bicycle
- Pedestrian
- AGR

**Available Off-Street Parking by Distance from the S-Pole:**

- within 1/16 mile: 178 spaces
- within 1/8 mile: 472 spaces
- within 1/4 mile: 1017 spaces



Physical Condition Study of the Pedestrian Network in the Borough Core Area  
**ANALYSIS** Dallas Borough Master Plan 2008-2009

- Driveway location / Car-b-out
- Sidewalk - Concrete
- Sidewalk - Asphalt
- Sidewalk - Brick / Pavers
- Sidewalk grass strip

<b>Lake Street</b> R.O.W. 30'	Leaving Downtown Entering Downtown	17' drive lane, 12-14' drive lane	8' parking lane, No parking	4-5' sidewalk, 4-5' yard 2' sidewalk, 2' yard
<b>Church Street</b> R.O.W. 30'	Leaving Downtown Entering Downtown	9' drive lane, 11' drive lane	No parking, No parking	6-5' sidewalk, 11-12' yard 0-4' sidewalk, 10-14' yard
<b>Foster Street</b> R.O.W. 40'	Leaving Downtown Entering Downtown	12' drive lane, 12' drive lane	No parking, No parking	No sidewalk, 8' yard 0-5' sidewalk, 2-8' yard
<b>Memorial Highway (Rt. 415) South</b>				
R.O.W. 66' Leaving Downtown: 28' single drive lane + shoulder; No parking; No sidewalk, 4' yard (overstreet) Entering Downtown: 32' (2) drive lanes, no shoulder; No parking; No sidewalk, 4' yard				
<b>Main Street</b> R.O.W. 5'	Leaving Downtown Entering Downtown	10' drive lane, 10' drive lane	8' parking, 8' parking	6-7' sidewalk, 0' yard 6-7' sidewalk, 0' yard
<b>Hawthorne Road</b> R.O.W. 5'	Leaving Downtown Entering Downtown	7' drive lane, 7' drive lane	No parking, No parking	3' sidewalk, 7' yard 4-7' sidewalk, 7' yard
<b>Machel Avenue</b> R.O.W. 5'	Leaving Downtown Entering Downtown	7' drive lane, 7' drive lane	No parking, No parking	No sidewalk, 7' yard 4-7' sidewalk, 7' yard
<b>Memorial Highway (Rt. 415) North</b>				
R.O.W. 80' Leaving Downtown: 15' single drive lane + shoulder; No parking; No sidewalk, 20' yard (overstreet) Entering Downtown: 22' (2) drive lanes, no shoulder; No parking; 4-5' sidewalk, 9-10' yard				
<b>Toby Creek</b>				

# Step 2

## Analyzing Current Trends

“Where are we going?”

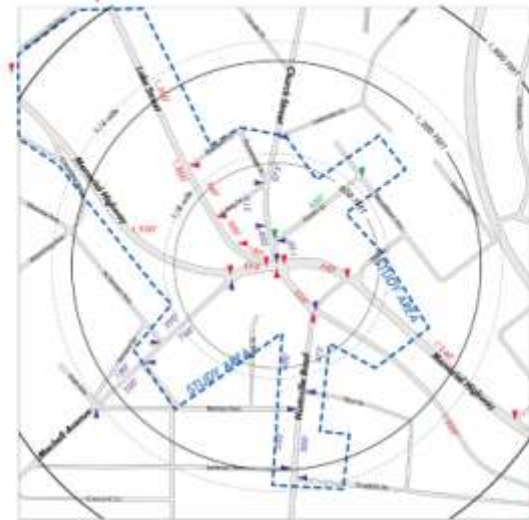
# Analyzing Current Trends

- Creating Complete Streets
- Sustainable Design
- Storm Water Rain Gardens
- Mixed Use Zoning and Design Guidelines
- Create Open Space and Focal Points

# Analyzing Current Trends

- Multi Agency Funded Projects
- Attracting the “Creative Class”
- Create Education, Continuing Education and Re-Education Opportunities
- Create a connectedness of the Community

Block Pattern and Length Diagram



**ENCOURAGING WALKABILITY THROUGH INTERCONNECTIVITY IN DOWNTOWN SHOPPING DISTRICTS:**

1. **Maximum block length of 600'** encourages pedestrian and vehicular access, slows traffic and creates comfortable increments of space for delivery window shoppers and pedestrians.
2. **Place destination points / uses at the corners of blocks** such as entertainment uses, attractions, large retail stores, etc. and fill in the middle of blocks with smaller and more specialized stores.
3. **Employ traffic calming strategies** along "Main Street" and other corridors where there is a desire to have a large pedestrian presence.
4. **Easily accessible, close and highly visible parking** is vital to the success of downtown retail centers. However, the pedestrian character and comfort of the should not and does not need to be compromised to provide adequate parking.
5. **The view down "Main Street"**... What draws a person's attention? Architectural style? The way individual buildings work together to frame the street or space? A vibrant mix of shops? People out on the sidewalk? A terminal or local park? Night time lighting? Street trees?

Corridors and Commercial Use Relationship Diagrams



**MAP LEGEND**

**DESIRABLE HIERARCHY OF USE**

CORRIDOR TYPES	HIGH USE	LOW USE
Pedestrian Oriented Mixed Use Street	[walk icon] [bike icon] [car icon] [P icon]	[P icon] [bike icon]
Auto-Dominated Commercial Street	[car icon] [bus icon] [P icon]	[P icon] [bike icon]
Routes to Educational, Cultural + Government Institutions and Businesses	[walk icon] [bike icon] [car icon]	[walk icon] [bike icon]
Riparian (Vegetated Stream) Corridors	[walk icon] [bike icon]	[walk icon] [bike icon]
Pedestrian Oriented Mixed-Use Development	[walk icon] [bike icon] [P icon]	[P icon] [car icon]
Auto-Dominated Development	[car icon] [P icon] [bus icon]	[P icon] [bike icon]

**CORRIDOR USER ORIENTATION**

**SYMBOL LEGEND**

[walk icon] [bike icon] [car icon] [P icon] [bus icon]

**ENCOURAGING DIVERSITY - HYPOTHETICAL CONNECTIONS:**  
**Auto Dominated Development + A Riparian Corridor + A Traditional Main Street**

**Hypothetical Scenarios**

**A Highway/Commercial Experience**

1. Pull off Rt. 415
2. Park
3. Make purchase
4. Get in car
5. Continue driving on Rt. 415

**A Downtown Experience**

1. Pull off Rt. 415 or Lake St.
2. Park
3. Walk
4. Get a bite to eat
5. Continue walking & explore retail opportunities
6. Walk
7. Get in car
8. Continue driving on Rt. 415 or Lake St.

**Commuter Lifestyle Experience**

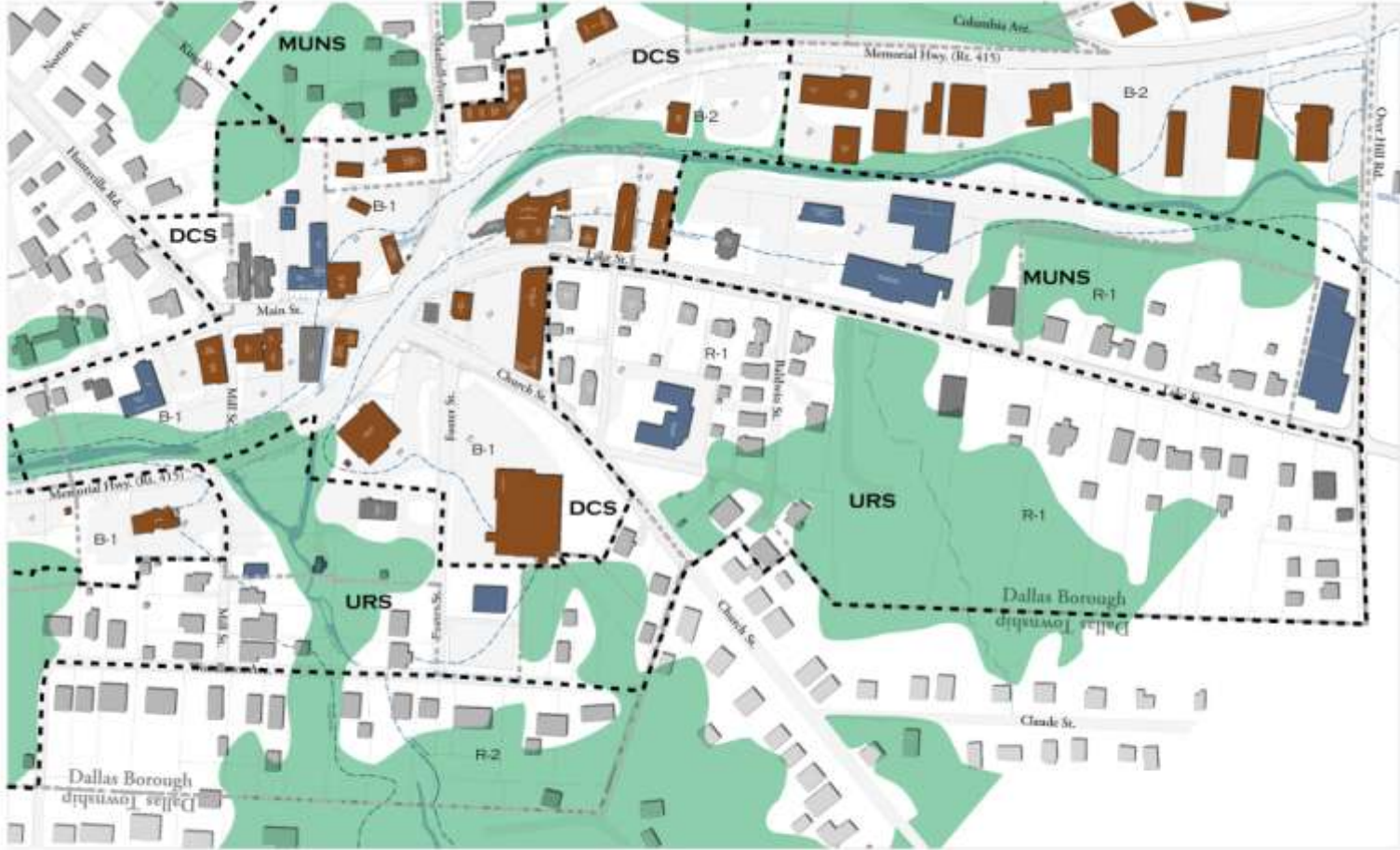
1. Pull off Rt. 415
2. Park
3. Get on bus to work
4. Return on bus after work
5. Meet friend for dinner
6. walk
7. Buy jug of milk
8. Get in car

**Neighbor Lifestyle Experience**

1. Ride bike on Back St.
2. Get bite to eat
3. Walk
4. See movie at the Theater
5. Get cup of coffee with friends
6. Ride bike back home

Corridors and Commercial Land Use Studies  
**ANALYSIS** Dallas Borough Master Plan 2008-2009

# Downtown Core – Existing Conditions



Existing Conditions in the Downtown Core  
 Final Design  
 DALLAS BOROUGH MASTER PLAN 2008-2009

- Existing Conditions**
- Residential Building
  - Mixed Use or Multi-Family Residential Building
  - Institutional, Government Services or Social Club Building
  - Commercial Building
  - Property Parcel
  - Stream
  - 100 Year Flood Plain
  - Forested Cover
  - Municipal Boundary
  - Zoning District Boundary
  - Proposed Zoning Sub-Areas



# Step 3

## Creating the Vision

“Where do we want to be?”

# Step 3

## Creating the Vision

“How can the Borough better accommodate the University and Student population?”

# Step 3

## Creating the Vision

“What do the residents, businesses and students want in a new Downtown?”

- Housing options, Coffee shops, bookstores, clothing stores, deli's, taverns, Bar & Grills, etc.

# Moving the Vision Forward

What community assets can be built upon to revitalize the targeted area?

- **STRENGTHS** – What are the strengths of the Borough that are critical to capture/expand in order for revitalization to succeed?
- **WEAKNESSES** – What weaknesses exist in the Borough that need to be corrected in order for revitalization to be successful?
- **OPPORTUNITIES** – What opportunities exist that have not been taken advantage of in order to revitalize the Borough?
- **THREATS** – What are the threats that exist that would prevent the revitalization effort from being successful?

Borough of Dallas

# Strengths

- High Traffic Counts
- Strong Business Environment
- Central to Back Mountain
- Proximity to Misericordia University
- Stable Economy – Affluent

# Weaknesses

- Not Pedestrian Friendly
- Unattractive Appearance
- Disjointed Business and Main Street
- Lack of Landscaping and Zoning
- Overhead Utilities

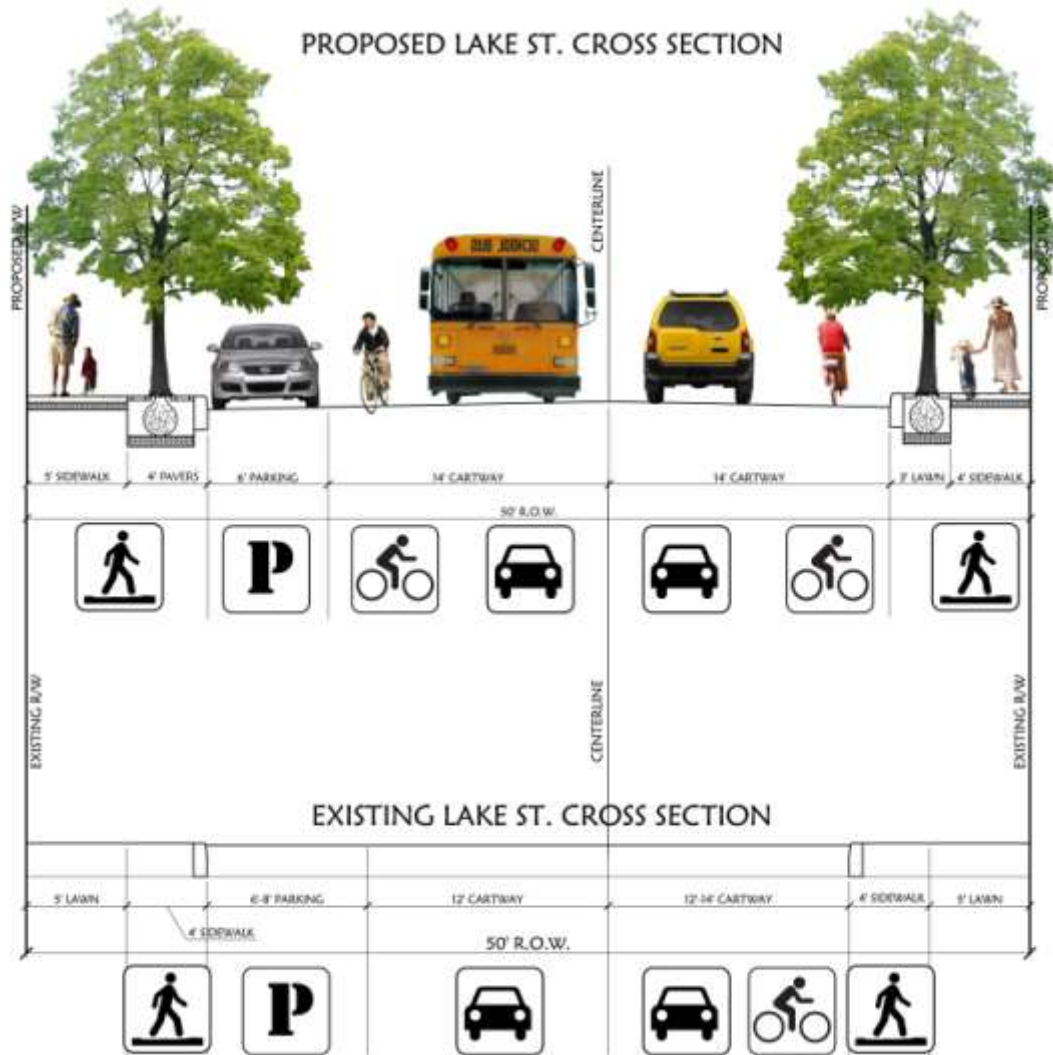
# Opportunities

- Connection to the University
- Revitalization of the Theater
- Reuse of Commonwealth/Frontier Complex
- Partner with University
- Marketing of Downtown
- New Uses

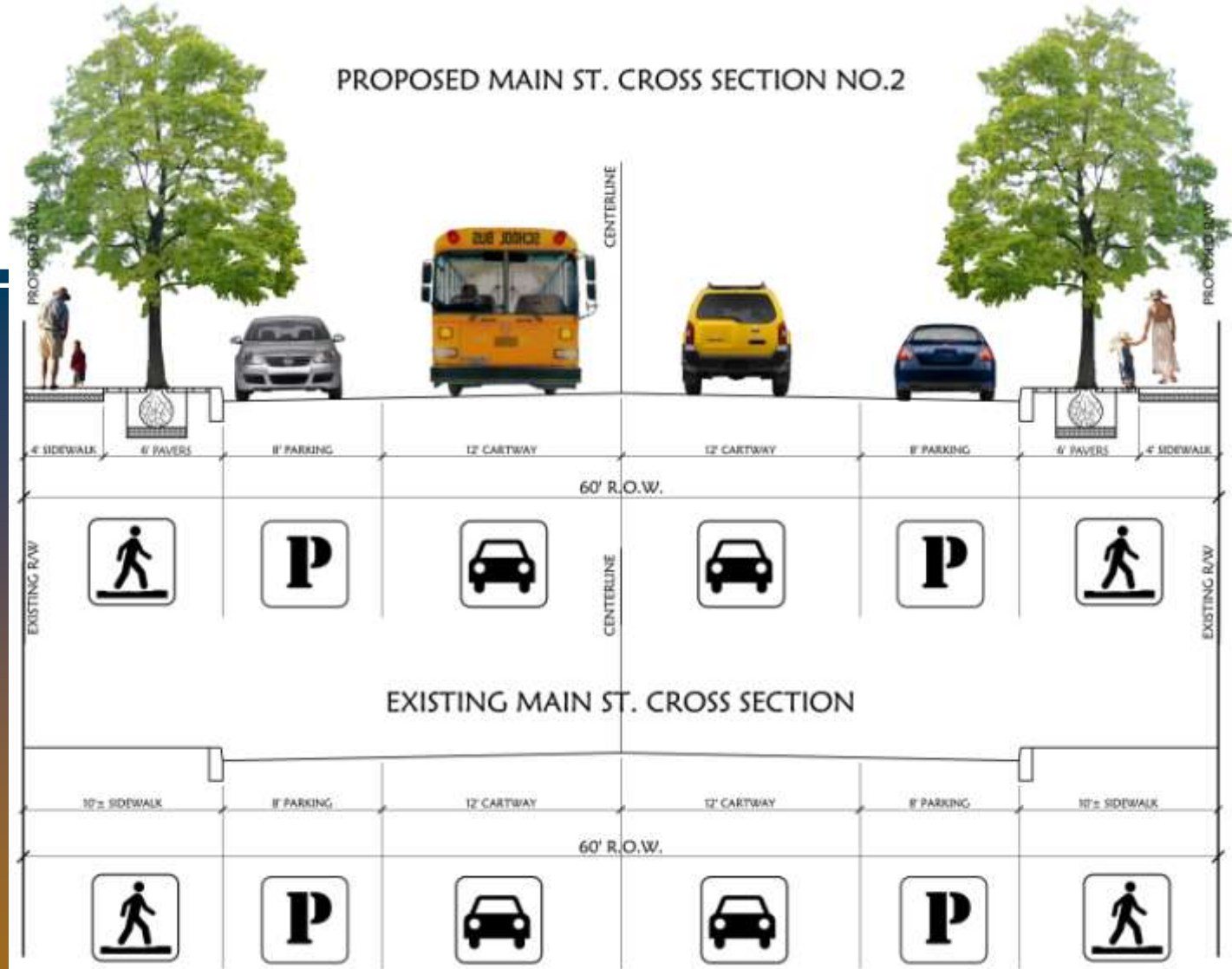
# Threats

- Disconnect of Pedestrian network
- Funding and the Economy
- Lack of Plan Buy-In
- Community Apathy

# Typical Street Cross-Sections



# Typical Street Cross-Sections



# Updated Elements of the Existing Zoning Districts

- Refined Definitions
- New Uses/Structures
  - Principal
  - Accessory
- Screening/Buffering
- Parking/Loading
- Driveways/Access Drives
- Administration/Enforcement

# Created New Downtown Zoning Districts Traditional Downtown Area

- Urban Residential (URS)
- Mixed Use Neighborhood (MUNS)
- Downtown Commercial (DCS)

# New Specific Criteria/Regulations

- Residential, non-residential, and mixed uses
- buildings/structures (principal & accessory), and lots
- lot access / parking / loading
- lighting
- screening / buffering
- signs
- sidewalks / curbs / gutters
- landscaping / street trees
- other important development design features and characteristics.

# New Design Guidelines

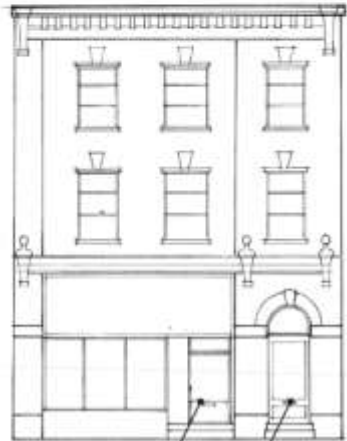
## 3. Specific Recommendations for Entrances: Basement and Secondary Entrances

Typical Main Street storefronts often have an additional door permitting access to upper floor apartments or offices. These doors are usually more modest in design so as not to distract from the main entrance.



### Recommended

- The secondary entrances should maintain a traditional appearance in relation to the facade. It should not draw attention to itself.
- Provide "soft" internal or external illumination for night time safety.
- Keep all basement access points clear.



### Not Recommended

- An ornate or elaborate door. This would look out of place and draw attention to the secondary entrance.
- Placing apartment numbers on the secondary entrance door.
- Destroying original architectural detail.
- Covering a part of an entrance or making the entrance door smaller than the original door.
- Placing clutter on or around basement access ways.

"Primary"  
Commercial Entry

"Secondary"  
Upper floor Entry

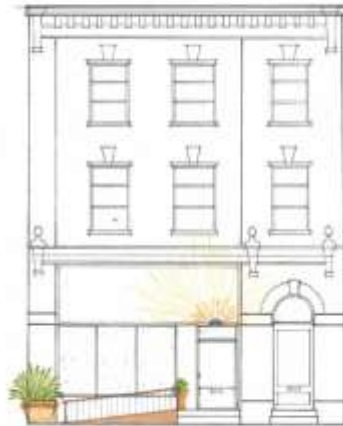
# New Design Guidelines

## 4. Specific Recommendations for Entrances: ADA Ramps and Lighting



### Recommended

- Implement improvements according to the ADA standards for Handicapped Accessibility.
- Work with adjacent stores to coordinate shared ramps or stairs.
- Install planters to soften the ramps appearance keeping them out of the travel path.
- Incorporate ramps and stairs to blend into the streetscape.
- Use lighting to accentuate architectural features.
- Use the maximum amount of "cut-off" available when selecting accenting lighting.



### Not Recommended

- Use of slippery materials on walking surfaces.
- Making entrances complicated or difficult to get through by crowding them with merchandise.
- Do not obscure the ramp pathway with planters or merchandise.
- Do not use lighting that invades the upper story area.
- Use of light fixtures that are overly bright in comparison to the surroundings.
- Use of light fixtures that create a glare.
- Framing windows or doors with neon tubing.
- Use of flashing lights.
- Use of fixtures not in style with architecture.

# Step 4

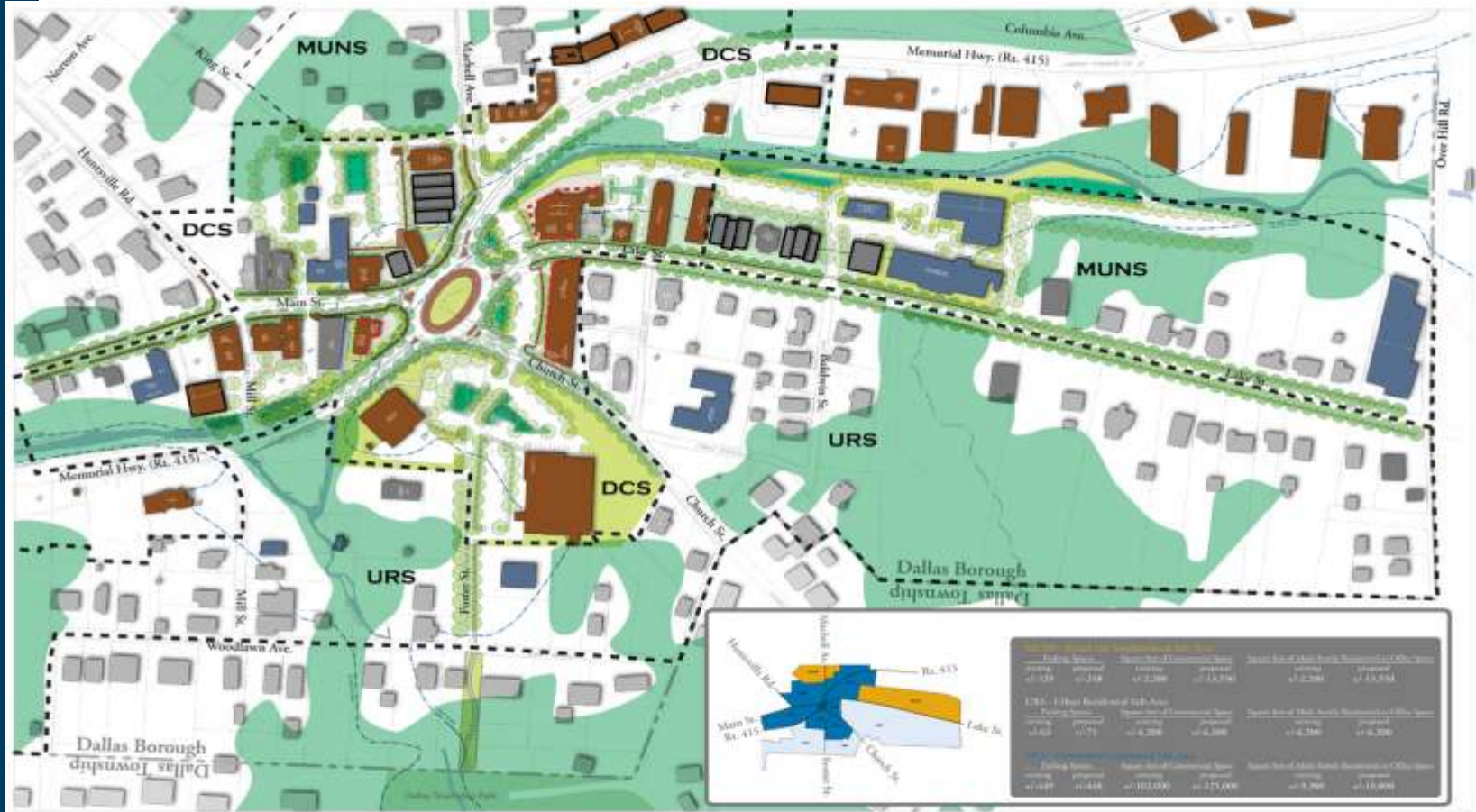
## Implementing the Plan

“How do we get there?”

# Implementation Strategy

- Establish Public/Private Partnerships
- Secure PADOT Improvement Funds and work to create partnerships with State and Federal Agencies
- Establish PA DCED & DCNR Funding Options.

# Concept Plans for Revitalization



Minimum Build-out Scenario  
for the Downtown Core  
Schematic Design  
DALLAS BOROUGH MASTER PLAN  
2008-2009



### Proposed Improvements

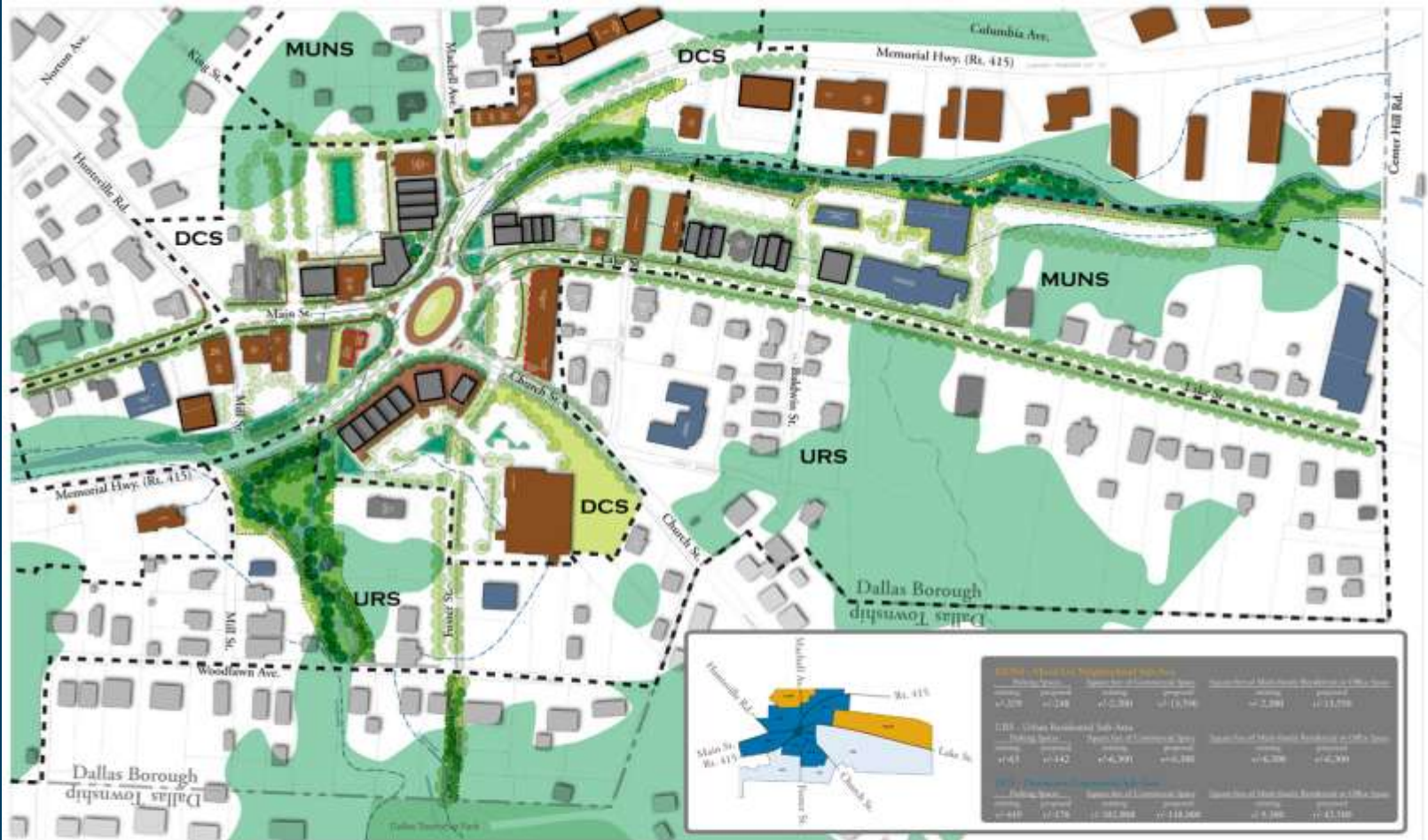
- Mixed Use or Multi-Family Residential Building
- Institutional, Government Services or Social Club Building
- Commercial Building
- Decorative Pedestrian Paving (Pavers)
- Facade Improvements
- Pedestrian Paving
- New Public Open Space (+/-199,200 sq.ft.)
- Rain Gardens (+/-32,000 sq.ft.)
- Naturalized Ground Cover
- Lawn or Garden
- Street Tree / Park Tree
- Multi-use Trail
- Zoning Sub-Areas

### Existing Conditions

- Residential Building
- Mixed Use or Multi-Family Residential Building
- Institutional, Government Services or Social Club Building
- Commercial Building
- Property Parcel
- Stream
- 100 Year Flood Plain
- Forested Cover
- Municipal Boundary

Existing Area		Proposed Development		Square Feet of Urban Form Equivalent to Office Space	
Existing	Proposed	Existing	Proposed	Existing	Proposed
1,324	1,218	1,000	1,228	11,238	11,434
URS - 1.0 Hour Recession at 100 Year					
Existing Area		Proposed Development		Square Feet of Urban Form Equivalent to Office Space	
Existing	Proposed	Existing	Proposed	Existing	Proposed
1,400	1,775	1,200	1,300	11,200	11,800
URS - 1.0 Hour Recession at 100 Year					
Existing Area		Proposed Development		Square Feet of Urban Form Equivalent to Office Space	
Existing	Proposed	Existing	Proposed	Existing	Proposed
1,419	1,448	1,100,000	1,225,000	11,200	11,800





**Dallas Borough  
Downtown Master Plan**  
Final Design  
DALLAS BOROUGH MASTER PLAN  
2008-2009



**Proposed Improvements**

- Mixed Use or Multi-Family Residential Building
- Institutional, Government Services or Social Club Building
- Commercial Building
- Decorative Pedestrian Paving (Parade)
- Facade Improvements
- Pedestrian Paving
- New Public Open Space (+/- 199,200 sq.ft.)
- Rain Gardens (+/- 32,000 sq.ft.)
- Naturalized Ground Cover
- Lawn or Garden
- Street Tree / Park Tree
- Multi-use Trail (+/- 3,000 linear feet)
- Zoning Sub-Areas

**Existing Conditions**

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- Commercial Building
- Property Parcel
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- 100 Year Flood Plain
- Forested Cover
- Municipal Boundary

DCS - Urban Residential Sub-Area		URS - Urban Residential Sub-Area		URS - Urban Residential Sub-Area	
Existing Area	Proposed Area	Existing Area	Proposed Area	Existing Area	Proposed Area
+/- 2,200	+/- 2,200	+/- 2,200	+/- 2,200	+/- 2,200	+/- 2,200
+/- 1,100	+/- 1,100	+/- 1,100	+/- 1,100	+/- 1,100	+/- 1,100





Dallas Borough  
Downtown Master Plan  
Alternate Final Design  
DALLAS BOROUGH MASTER PLAN  
2008-2009

- | Proposed Conditions     |                        | Existing Conditions                            |                                                            |
|-------------------------|------------------------|------------------------------------------------|------------------------------------------------------------|
| New Mixed Use Buildings | New Crosswalks         | Residential Building                           | Residential Building                                       |
| New/Managed Green Space | Raised Platform/pavers | Mixed Use or Multi-Family Residential Building | Institutional, Government Services or Social Club Building |
| Trail Connections       |                        | Commercial Building                            |                                                            |
| Street Trees            |                        |                                                |                                                            |

### DOWNTOWN BLOCK PARTNERSHIPS

**Block Partnership Shared Parking Court with new commercial building and public space**

**Block Partnership Shared Parking Court with new commercial building and public space**

### PROFORM NETWORK OF WALKWAYS + SOCIAL SPACES

**Lake in Hill Street Area, Public Improvements, parking lot redesign + sidewalk improvements**

**Lake in Hill Street Area, Public Improvements, parking lot redesign + sidewalk improvements**

### EXISTING LANDMARK

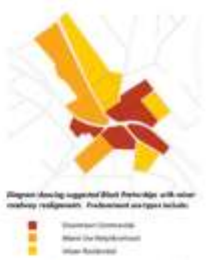
**2-Block area near Lake Street**

**2-Block area near Lake Street**

### CENTRAL FOCUS POINT "TOWN SQUARE"

**View down Hill Street, toward Hill Street intersection with street trees + lawn grass with colored curbside, seating + central focus of site of former gas station**

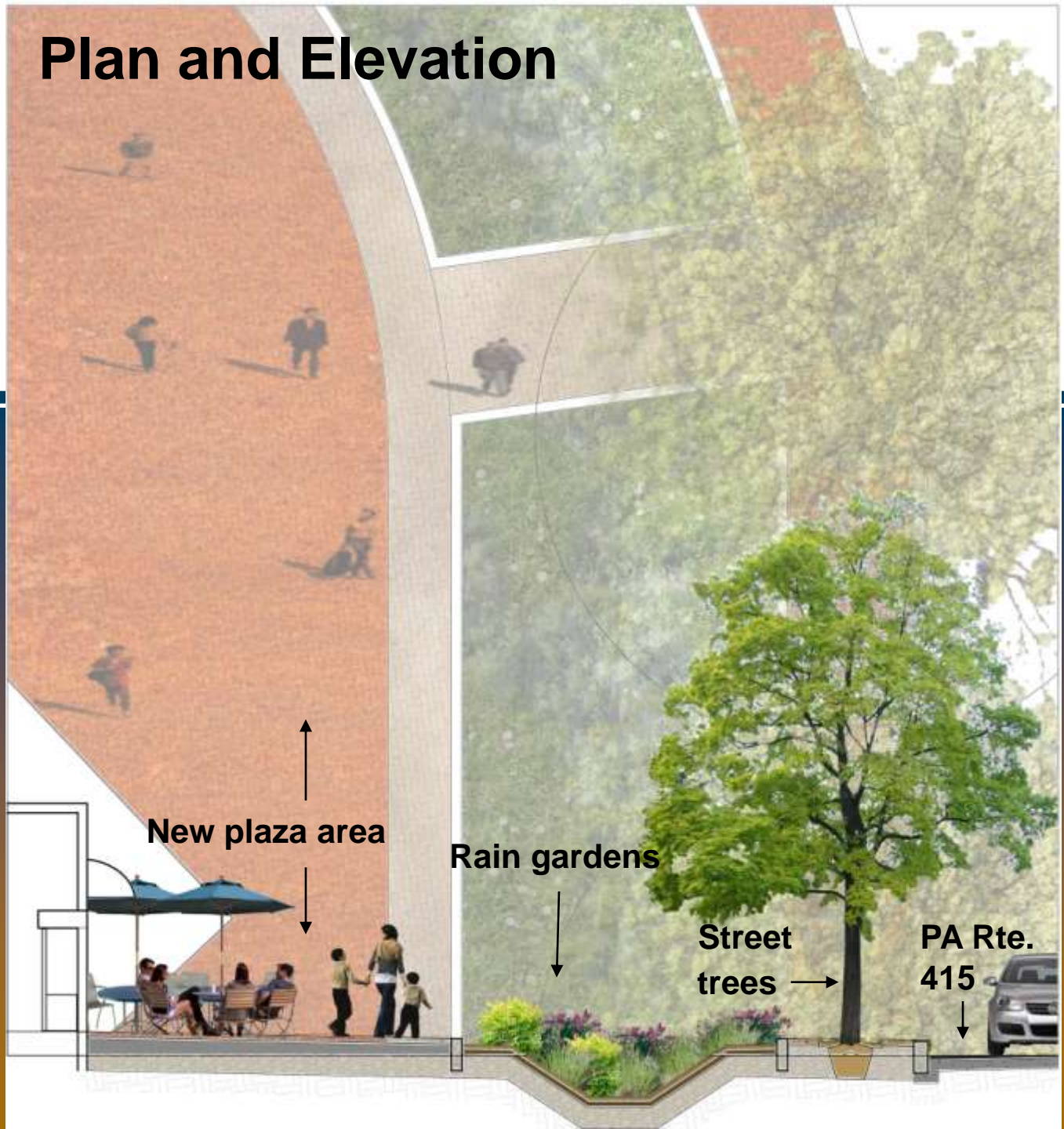
**View down Hill Street, toward Hill Street intersection with street trees + lawn grass with colored curbside, seating + central focus of site of former gas station**



# A Detailed View the Proposed Streetscape



# Plan and Elevation



New plaza area

Rain gardens

Street trees

PA Rte. 415

# View of Proposed Streetscape



Existing view across Memorial Highway (Rt. 415) towards CVS and U.S. Post Office  
Schematic Design  
DALLAS BOROUGH MASTER PLAN 2008-2009

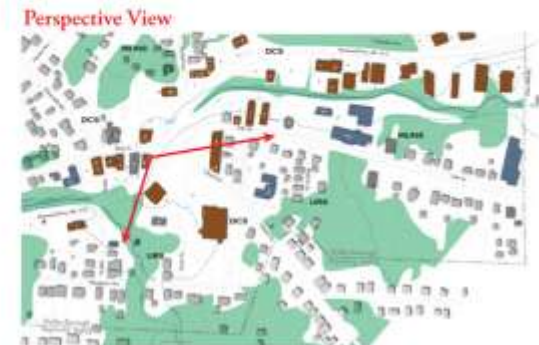


#### Existing Conditions

-  Residential Building
-  Mixed Use or Multi-Family Residential Building
-  Institutional, Government Services or Social Club Building
-  Commercial Building
-  Property Parcel
-  Stream
-  100 Year Flood Plain
-  Forested Cover
-  Municipal Boundary



JANUARY 10, 2009



# View of Proposed Streetscape



Ultimate Build-out Scenario for the Downtown Core  
Schematic Design  
DALLAS BOROUGH MASTER PLAN 2008-2009



## Proposed Improvements

- Mixed Use or Multi-Family Residential Building
- Institutional, Government Services or Social Club Building
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JANUARY 10, 2008



# Selected Family of Paving Materials



Manufacturer:  
**Belden Brick**  
Product type:  
Belcrest 560 + Claret clay brick  
Colors:  
**Full range per brick type**

**Belden Brick Pavers:** Can be used for sidewalk areas near storefronts, in important pedestrian gathering spaces, plazas, and along curb lines where street trees are planted (spaces between pavers allow water and air to get to tree roots)



Manufacturer:  
**Hanover Architectural Products**  
Product type:  
**Appian Pavers**  
Colors:  
**South Mt. sand + Gettysburg grey**

**Hanover Concrete Pavers:** Can be used for sidewalk areas near storefronts, in important pedestrian gathering spaces, plazas, and along curb lines where street trees are planted (spaces between pavers allow water and air to get to tree roots)



Manufacturer:  
**Natural Stone**  
Product type:  
**Cut stone or tumbled cobble**  
Colors:  
**Beiges, blues, greys and reds**

**Natural Sandstone**

**Natural Stone Cobbles**

Can be used sparingly as accents to other paved areas, used in highly visible and important pedestrian locations, cobbles can be used in the street to act as a traffic slowing device due to the coarse texture and contrast.

# Selected Family of Furnishings



**Landscapeforms Plainwell  
Bench:** Shown with wood slats



**Landscapeforms  
Plainwell Trash Can:**  
Shown with wood slats  
+ metal frame



**Creative Pipe Tandom  
Trash Recycle Station:**  
Shown with wood slats  
+ painted metal frame



**Dero Hoop Rack:**  
Shown with custom logo  
(can include Back Mt. Trail  
logo, Downtown logo,  
Art Association logo, etc.)

# Selected Family of Light Fixtures



**Hanging Lantern Style lights:** Provide a pedestrian scale with a graceful form. Poles and lights are widely adaptable and interchangeable allowing varying heights for different applications such as sidewalks, roadways and parking lot illumination.

**Light on Standard with Cast Ornamented Poles:** Provide a pedestrian scale and feel and is a familiar style to historic districts.

# Selected Street Trees



*Amelanchier laevis* 'Snowcloud'  
(Serviceberry)

- Mature height: 25'
- Mature spread: 15'
- Shape: Upright, oval small tree
- Leaf color: Dark green with brilliant red Fall color
- Flowers: White clusters in Spring
- Note: Good small native tree for planting under overhead utilities and in small spaces

*Cladrastis kentuckea*  
(Yellowwood)

- Mature height: 30'
- Mature spread: 40'
- Shape: Round
- Leaf color: Bright green summer color turning vibrant yellow in the fall
- Flowers: Long, white, fragrant clusters
- Note: Arching branches create an elm-like appearance to this urban tolerant native tree

*Ulmus americana* 'Valley Forge'  
(Valley Forge Elm)

- Mature height: 70'
- Mature spread: 70'
- Shape: Broad vase shape with arching branches
- Leaf color: Medium green turning yellow in the Fall
- Note: Dutch Elm Disease tolerant cultivar of the American Elm

# Next Steps

- Adopt Zoning Revisions and Design Guidelines
- Secure Funding for Implementation
- Support PADOT Roundabout project
- Secure Private Partners and Market Downtown properties