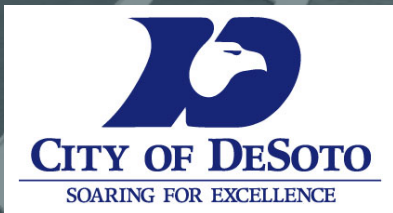


Hampton Road Streetscape Master Plan



March 2022



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In Memory Of

Mayor Curtistene McCowan was a great leader who always saw the vision of what DeSoto can be. She was a great supporter of making DeSoto an "All American City". She will be greatly missed.

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Abstract

Introduction
Preferred Option Key Components

Introduction

The Hampton Road Streetscape Master Plan is a streetscape and land use plan that will shape the future of Hampton Road from Belt Line Road to Pleasant Run Road in DeSoto, Texas. It builds on the 2005 Redevelopment Plan and 2019 Market Study. This plan evaluates the corridor today and plans for its future based on the community's vision. This plan is a joint effort between Half Associates, Inc. (Half) and Freese and Nichols, Inc., (FNI) with Half assessing the streetscape, and FNI assessing potential land uses along the corridor.

The plan is divided into the following sections:

Plan Purpose and Background	Outlines the project background and explains the purpose of this plan.
Vision, Themes, and Branding	Presents the overall vision and goals for the Hampton Road Corridor.
Engagement Snapshot	Provides a snapshot of the various community engagement opportunities provided throughout the planning process.
Corridor Assessment	Assesses the existing conditions along the corridor.
Design Options	Three potential development options were created based on the market assessment and key themes. Each option was evaluated based on pros and cons.
Preferred Design	The Hampton Road Corridor preferred development option was created to reflect the overall vision and goals.
Implementation Strategies	Implementation Strategies provide estimates of the costs to construct the preferred roadway option and recommendations to achieve the vision for the corridor.

Preferred Option Key Components

The preferred option uses the roadway to create a destination and spur economic development along the Hampton Road Corridor. This option includes a 3-lane segment from Pleasant Run Road to Heath Creek with buffered bike lanes, on-street parking, and a pedestrian plaza and a 2-lane segment from Heath Creek to Belt Line Road with buffered bike lanes, a landscaped median, and a pedestrian plaza. This plan is intended to create a walkable, viable, complete street that is safe, pedestrian friendly, and a destination for DeSoto residents and the surrounding communities.



Project Background and Purpose

Project Background & Purpose
Study Area
Previous Planning Efforts
DeSoto History
Planning Process

Project Background & Purpose

The Hampton Road Streetscape Master Plan evaluates a one-mile roadway segment between Belt Line Road and Pleasant Run Road in the City of DeSoto. This corridor is the historic commercial center of the city. The purpose of this study is to create a destination for DeSoto's residents and to enhance the experience for all roadway users. Hampton Road was identified as a key corridor for redevelopment in 2005, with the Hampton Road Corridor Redevelopment Plan. The goals of the 2005 plan were to redefine the experience along Hampton Road by creating walkable, mixed-use village centers at the primary intersections along the corridor, connect Hampton Road to the surrounding community, and create a memorable street design for Hampton Road that enhances the experience of all roadway users. This updated plan uses these goals as a foundation for addressing the streetscape.

The expected outcomes of the plan include:

- A streetscape master plan for the one-mile segment.
- Design considerations for the streetscape along the corridor.
- Preliminary construction plans to implement the preferred streetscape master plan.
- Cost estimates to implement the roadway plan.

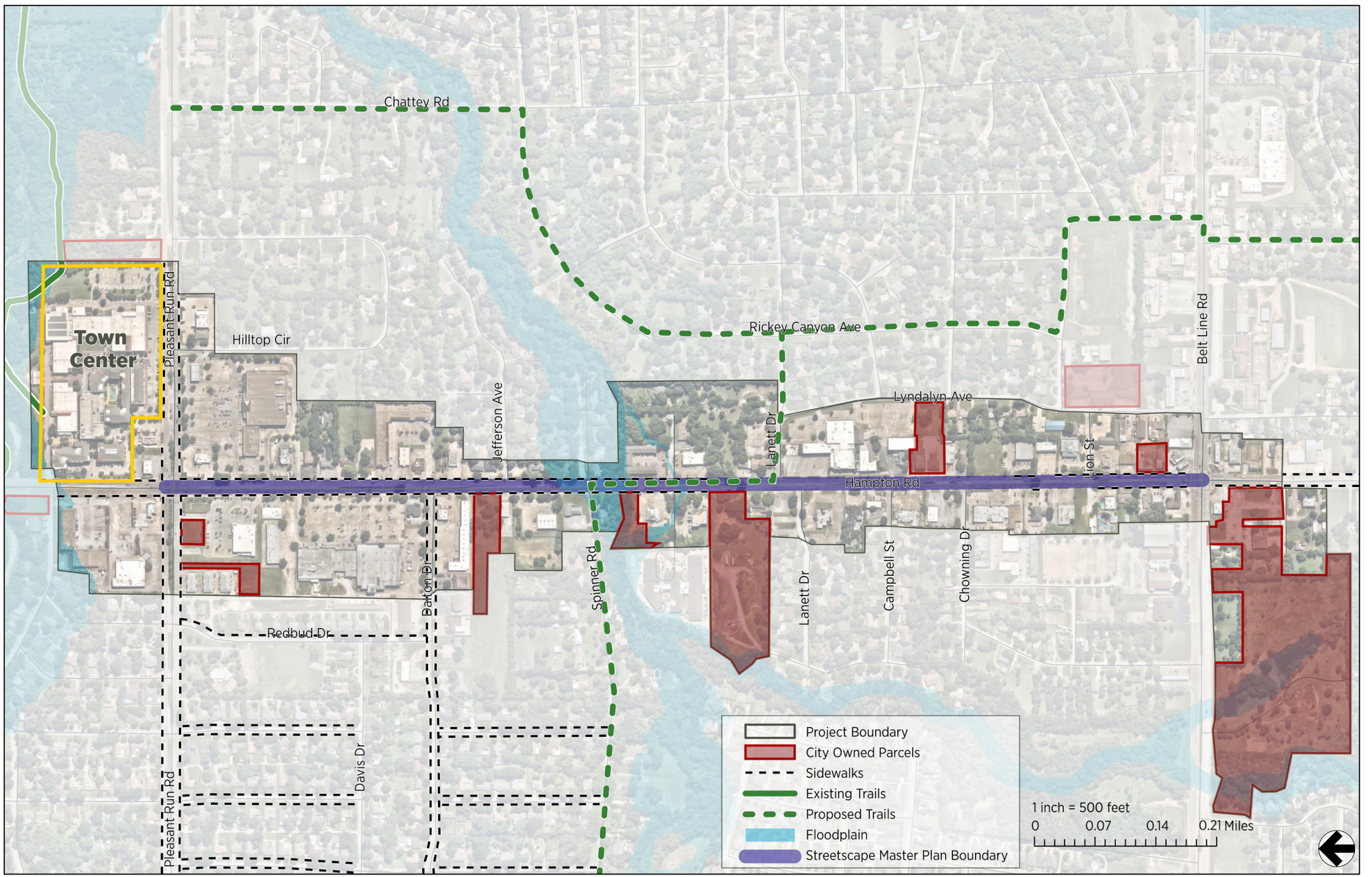
This plan will focus on comprehensive near and long-term improvements that will foster revitalization along the corridor. This comprehensive approach along Hampton Road must include a variety of stakeholders and champions in the community, a strong city plan, and incentives for creating a successful mixed-use corridor. When considering streetscape improvements, it is important to address the needs of all roadway users. This plan uses context sensitive design solutions along the corridor to improve safety and accessibility for all roadway users. This plan aims to use the streetscape to:



Study Area

The study area, as shown on **Map 1.1**, shows the project location and study area. The streetscape master plan will focus on the right-of-way of Hampton Road for approximately one-mile from Belt Line Road to Pleasant Run Road. The land use master plan includes approximately 145 acres along Hampton Road.

The right-of-way width of Hampton Road varies from 70-90 feet depending on the segment. Hampton Road is a 4-lane roadway with a two-way center turn lane and raised median. There are gaps in the sidewalks along the corridor and no bicycle facilities. There are ten main intersections along the corridor, three signalized and seven un-signalized. Adjacent land uses include a variety of commercial and offices uses, residential uses, places of worship, and medical facilities.



Map 1.1 Study Area Map

Previous Planning Efforts

Hampton Road was identified as a key roadway for redevelopment in 2005. There have been numerous actions taken to encourage redevelopment along the corridor, including the construction of the Town Center starting in 2006, the 2019 market study conducted by Pegasus, and this planning initiative. Previous planning efforts are described in this section.

Hampton Road Corridor Study (2005)

The 2005 Corridor Study focused on the Hampton Road Corridor from Belt Line Road to Pleasant Run Road. This plan provided recommendations for the corridor including land assembly, the development of the Town Center Planned Development, and other potential redevelopment efforts focused on three main catalyst sites. It was designed as a document that could guide policy reinvestment over the short and long-term.

This plan identified three catalyst projects which were intended to promote redevelopment along the corridor: Town Square at the northeast corner of Hampton Road and Pleasant Run Road, Central Park in the middle of the corridor, and Belt Line Village south of Belt Line Road. The planning objectives identified during the planning process included:

- Identify opportunities for growth and development;
- Craft attainable strategies for the study area;
- Provide an assessment of the corridor;
- Develop a sustainable strategy for the corridor; and,
- Recommend public investments that will promote the community character.

Results from this plan include the Town Center Redevelopment project, the 2014 land acquisition plan, and town center zoning change.

Town Center Redevelopment Project (2006-2010)

In realization of the 2005 Plan, the City worked with Trammel Crow to redevelop the Town Center into a mixed-use village to be the City's new focal point. This public-private partnership for the development included 136 residential apartments, almost 38,000 square feet of retail/office space, and creation of an urban village environment. The development was adjacent to City Hall and provided access to the Roy Orr Trail. The purpose of this development was also to utilize the mixed-use development pattern to set the tone for future redevelopment along the corridor.

The groundbreaking for the project was in 2007 and was completed in 2009. This project represented the first catalyst project proposed in the 2005 Redevelopment Plan.

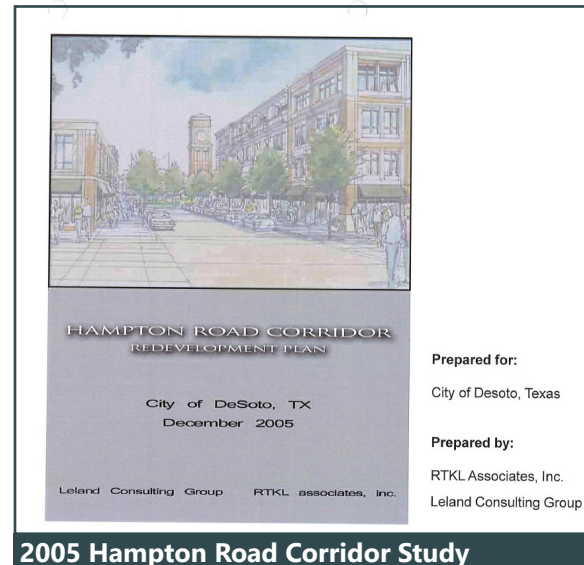
In 2011 the project was awarded the Celebrating Leadership in Development Excellence (CLIDE) Award, recognizing it as an innovative development project that promotes sustainability in the North Central Texas region.

DeSoto Town Center Rezoning, Capital Improvements Plan, and Land Acquisition (2014)

In 2014, the land around the town center was rezoned to mixed-use to reflect the development patterns and to continue to incentivize redevelopment along Hampton Road.

A land Acquisition Bond, approved by DeSoto voters, provided funding for the City to purchase properties along Hampton Road that were advantageous redevelopment opportunities. The land acquisition policy was one of the recommendations of the 2005 Development Plan.

In 2014 the City of DeSoto updated its 5-Year Capital Improvements Plan (CIP) to include funding for the street improvements to Hampton Road between Belt Line Road and Pleasant Run Road.



2005 Hampton Road Corridor Study

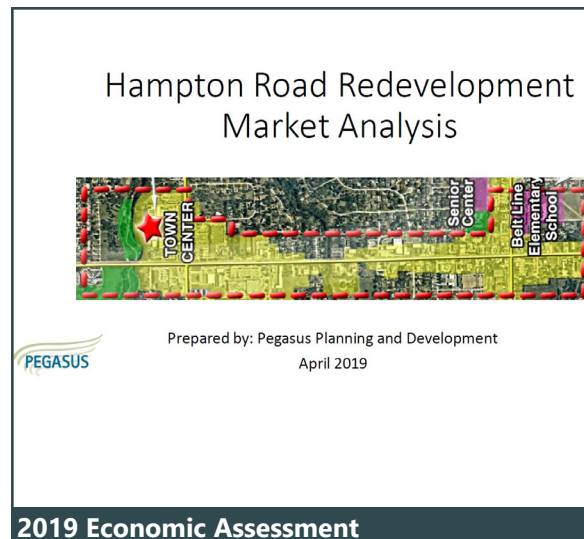


2007 Town Center Rendering by JHP

DeSoto Comprehensive Plan (2015)

The 2015 DeSoto Comprehensive Plan referenced Hampton Road numerous times:

- Listed Hampton Road corridor image as a weakness of the community.
- Stated that the redevelopment of Hampton Road and Pleasant Run Road was an opportunity for the city.
- The corridor was referenced in the Land Use objectives.
 - **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.
- Included a goal specific to streetscape initiatives, and objectives related to streetscape improvements.
 - **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 multi-functional 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.
- The housing element encourages a diversity of housing types, which can be accommodated in redevelopment along Hampton Road.
- The plan states there is a desire to connect people with destinations through sidewalks and trails in the Parks, Recreation, and Open Space Master Plan.



Hampton Road Economic Assessment (2019)

In 2019, Pegasus Planning and Development prepared the Hampton Road Redevelopment Market Analysis, which assessed the existing conditions, housing, and office/retail environment along the corridor. The plan looked at existing market conditions and provided the City with recommendations to help realize the full potential of Hampton Road. The recommendations included:

- Hold liquor sale referendum;
- Raise height limits along Hampton Road to incentivize redevelopment and raise fees;
- Reduce speed limits and/or implement a road diet along Hampton Road to stimulate economic activity;
- Improve the pedestrian experience along the corridor which is integral to creating a mixed-use lifestyle;
- Utilize hotel tax revenues and provide more hotel offerings;
- Explore financing and development options including public/private partnerships, TIF/TIRZ/PID financing, or land sales; and,
- Continue to encourage mixed-use development patterns along the corridor, and especially in the three identified nodes: Town Center, Medical District, and Belt Line Road.

In December 2019, a joint meeting was held with the DeSoto City Council, Economic Development Corporation, and Planning and Zoning Commission to generate ideas about the vision, goals, and strategies for redevelopment along Hampton Road.

DeSoto History

- 1847** The first families settled in DeSoto
- 1848** The first general merchandise store was constructed in 1848 at the “crossroads”, which is now where Belt Line Road and Hampton Road intersect.
- 1850-1949** DeSoto remained primarily a farming town until after World War II.
- 1949** DeSoto became an incorporated City to provide its residents with a better water distribution center.
- 2020** DeSoto has continued to grow and had a population of approximately 56,145 in 2020 according to the 2020 decennial census.

Planning Process

This project kicked off in Fall of 2020 with a site tour and an analysis of the project area. Meetings were held between the consulting teams including Half and FNI, city staff, key stakeholders, the public, city officials, and the steering committee. These meetings helped to guide the planning process, identify the goals and the desired outcomes of the project, and identify a preferred streetscape option for Hampton Road. The Engagement Snapshot section of this report discusses the stakeholder engagement in more detail.

Phase 1

Kick-Off & Exploration

Phase 2

Corridor Concept Development

Phase 3

Preferred Option Development

Phase 4

Plan and Implementation Adoption



Hampton Road Existing Street View



Vision, Themes, and Branding

Vision and Themes
Branding Themes

Vision and Themes

The improvements identified in this master plan are intended to create a dynamic streetscape that is attractive for all roadway users by:

- Increasing safety for all roadway users
- Improving vegetation along the corridor
- Creating a walkable atmosphere
- Supporting redevelopment
- Creating a thriving economic environment
- Encouraging mixed-use development

Key themes for the corridor were identified based on the analysis of the existing conditions, technical input, and information gathered during public engagement, on-line surveys, and stakeholder meetings. These themes informed the creation of the design elements, streetscape cross-section, and general design considerations.

Vision Statement

The engagement throughout the plan led to the creation of the vision statement. The vision statement is the long-term goal for Hampton Road.

Hampton Road is a **vibrant, walkable green corridor** that **balances the urban infrastructure** with the **multi-modal needs of the community**. *It will be the place to be in DeSoto.*

Themes

Key themes for the corridor are established to achieve the overall vision. Five themes were derived for this Plan.



Walkability - Creating a safe and vibrant streetscape environment for pedestrians.



Connectivity - Design solutions that link adjacent communities and districts and connect people to DeSoto.



Cultural Preservation - Integrating theming and branding while maintaining the existing unique cultural landscape.



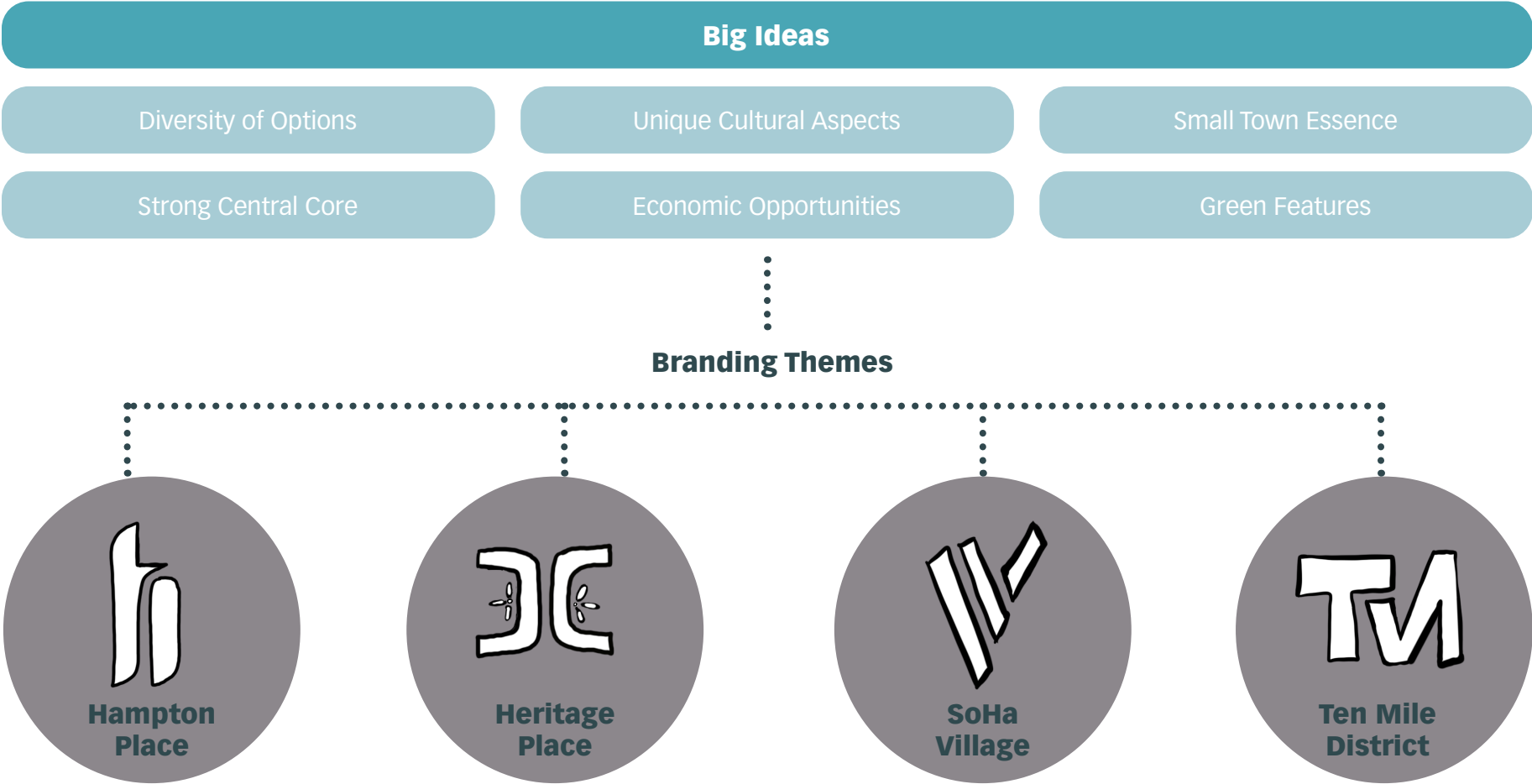
Green Streets - Encouraging healthy, environmentally friendly and sustainable planting solutions within the street network.



Placemaking - Enhancing the corridor through best management practices of streetscape design to spur economic growth and promote a strong central identity.

Branding Themes

Branding a project and a corridor can help to create identity, uniqueness, and raise overall awareness. During the course of the Hampton Road Streetscape planning process, four potential brands were created. Each branding option was created to exemplify big ideas that were brought up during the engagement process.





The Hampton Place branding draws from the idea that DeSoto is homegrown, and Hampton Road should emulate the community.

- This brand gives tribute to Hampton Road as the heart of the community.
- It maintains a strong small-town character.
- Hampton Place highlights local neighborhoods and culture.



The SoHa Village brand is designed to provide strength through the community.

- Use the SoHa brand to make south Hampton a contemporary cultural hub.
- Modernize the existing aspects of the corridor .
- Emphasize the corridor as a gathering space for the community.



The Heritage Place brand is rooted in the community, and elevates Hampton Road through excellence.

- This brand illustrates a sense of community and legacy.
- The brand will highlight cultural and art elements throughout the corridor.
- It fosters a sense of community participation and opportunities for local residents.



The Ten Mile River District brand builds off the Ten Mile Creek by making the corridor dynamic through nature.

- Calls on the Ten Mile River that runs just north of the project location.
- Uses the bridge as an anchor point for the corridor.
- Fosters a sense of connection of people to the natural features and green spaces along the corridor.

Branding Key Takeaways

- SoHa was a favorite among the branding themes.
- Hampton Place was also well liked because it is reflective of Hampton’s community.
- It was suggested that different areas of Hampton Road could have a different brand, as the districts along the corridor are so different.
- While this planning initiative was called ‘Envision Hampton Road’, that was not intended to be the brand used on the corridor to create a sense of place.

Next Steps

- A full scale branding project should occur for Hampton Road as part of the Land Development Code phase of the project.



Engagement Snapshot

Public Engagement Summary
Engagement Methods
Key Takeaways

PUBLIC ENGAGEMENT SUMMARY

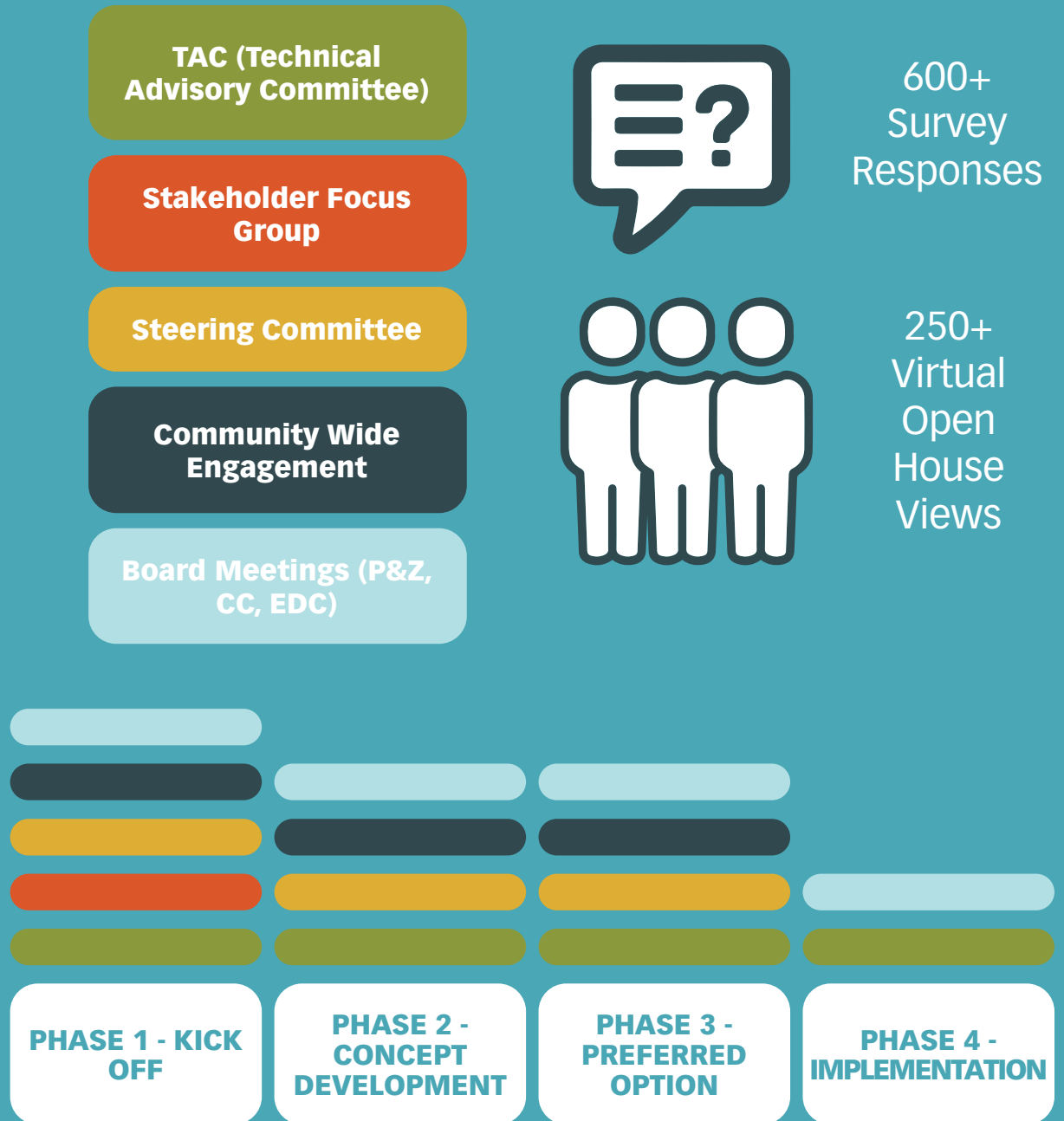
As part of the community engagement process, the project team conducted engagement in the forms of: steering committee meetings, the technical advisory committee stakeholder listening sessions, community pop-up events, online surveys and open houses, and meetings with elected and appointed officials.

The meetings began in November 2020 and concluded in October 2021. During the discussions, it became apparent that the most important components for the corridor were:

- Walkability
- Creating a destination
- Greenery
- Safety
- Bold Changes

- 7 Stakeholder Listening Sessions
- 5 Meetings with the Steering Committee
- 4 Public Meetings with City Boards including the Planning and Zoning Commission, City Council, and the Economic Development Corporation
- 2 Virtual Public Open Houses
- 2 Surveys
- 1 Community Pop Up Event

Types of Meetings held in each phase:



“Hampton Road will be a destination”

Engagement Methods

Technical Advisory Committee (TAC)

The technical advisory committee included City staff members necessary to review the options and draft plan. Members of the group participated in the walk audit, had regular meetings with the planning team, and reviewed draft plans.

Steering Committee

The steering committee was comprised of vested community members and members from the Planning and Zoning Commission. This committee met during the process to discuss the vision, review proposed roadway options, and provide input on the final option.

Stakeholder Groups

The visioning for the plan included extensive stakeholder engagement. The planning team met with Dynamic DeSoto, DeSoto Chamber of Commerce, businesses along Hampton Road, developers, churches, the Park Board, and young adults to determine what their vision was for Hampton Road.

Elected and Appointed Officials

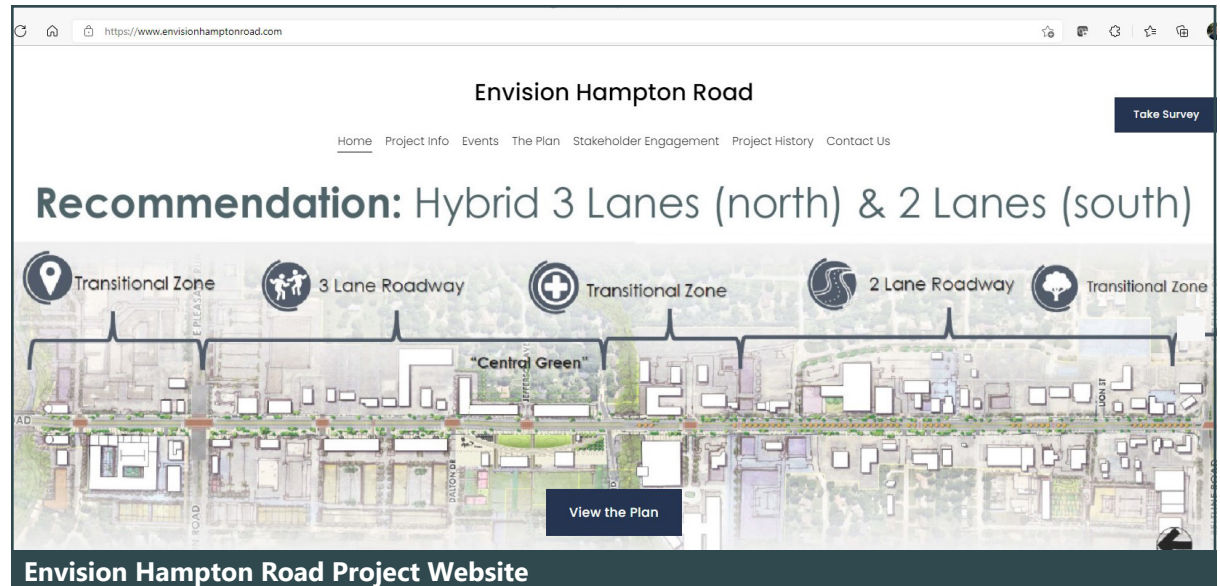
Elected and appointed officials, including the Planning and Zoning Commission and City Council, were engaged throughout the project to determine the direction and vision for the corridor.

Economic Development Corporation

In addition to meetings with the elected and appointed officials, the economic development corporation was engaged during the visioning and decision-making steps of the process.

Community Wide Engagement

The community at large participated in this plan through the project website, surveys, and a pop-up event at the Town Center. During the planning process, two surveys were available to provide input, public open houses and virtual meetings were held, and a project website was continually updated with relevant project information. The public was notified about events through websites, social media sites, City newsletters, and signage along the corridor.





Corridor Assessment

Roadway Characteristics
Multi-Modal Facilities
Land Use
Landscaping and Medians
Utilities
Floodplain and Topography
Walk Audit

The Hampton Road Streetscape Master Plan will identify a future vision and provide streetscape improvements in the heart of DeSoto. This study will shape the future of Hampton Road to create a sense of place along the historic commercial corridor in DeSoto, incentivize new high-quality development, and provide the residents of DeSoto with entertainment and shopping opportunities. DeSoto is currently a bedroom community, most of the residents are required to leave the city for shopping, dining, and entertainment opportunities.

Understanding the existing conditions along the corridor is critical in planning for the future. This chapter will examine the existing conditions for the study area.

Roadway Characteristics

This section of the report describes the existing roadway conditions of Hampton Road.

Hampton Road is one of the major north/south arterial roadways through the City, and connects municipalities to the south to I-20. Parallel roads that provide access to highways and interstates include Polk Street and I-35E to the east, and Cockrell Hill and Duncanville Road to the west. Westmoreland Road to the west provides north/south access to Danieldale Road which does not directly access I-20.

East/west roads connecting to the project corridor include Spinner Road, which connects Hampton Road to Westmoreland Road and Cockrell Hill, and Lanett Drive, which connects Hampton Road to Chattey Road. Along Hampton Road there are a variety of connecting and parallel roads which provide for additional connectivity off the main corridor. **Map 1.2** shows how Hampton Road relates to the regional transportation network.

Hampton Road is also the primary commercial corridor in the city, with access to a diverse range of commercial establishments, offices, medical services, civic facilities, and places of worship. North of the project area is the major industrial complex of DeSoto. South of the study area, the corridor provides access

to residential developments and the City of Glenn Heights.

The corridor has been developing over the last 70 years, creating an existing streetscape with a variety of parking areas, landscape buffers, and sidewalk locations. South of Chowning Drive there are three parking areas that back out directly onto Hampton Road, creating an unsafe atmosphere with the quick moving traffic along the corridor. There are gaps in the pedestrian network along the corridor, and few of the buildings have pedestrian access from the building entrance to the roadway. Due to right-of-way constraints and building locations, some gaps are difficult to fill.

Opportunities and constraints were considered when creating roadway options for Hampton Road. These included: existing right-of-way constraints, easements, topography, utilities, development regulations, and other critical components which may impact how the roadway is designed.



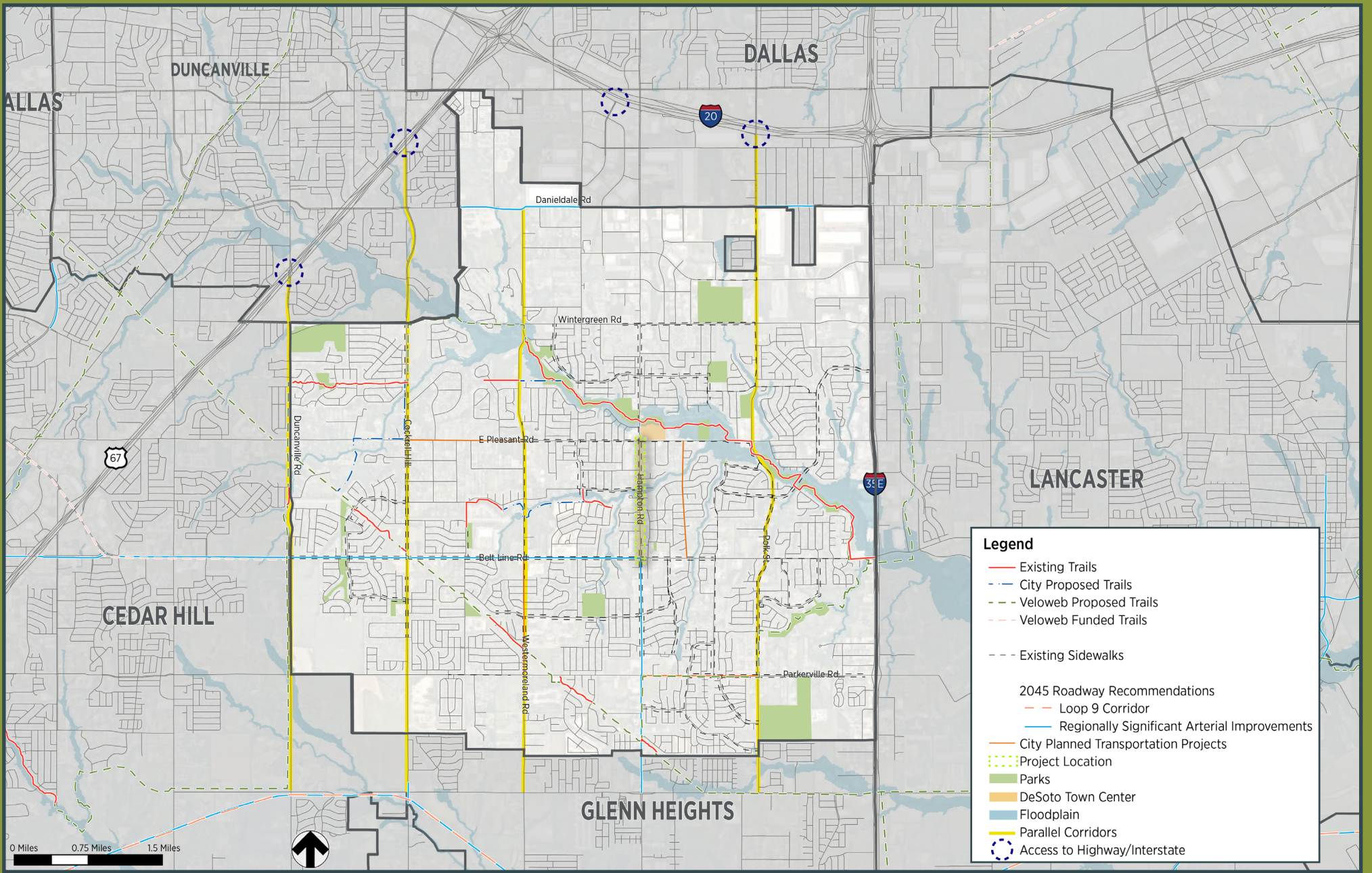
Sidewalk generally abuts the roadway



Five Lane Roadway Conditions



Raised Medians break up the center turn lane



Map 1.2 DeSoto Regional Transportation

Regional Connectivity

Hampton Road and Polk Street are the two north/south City roads that provide direct access to I-20. I-35E, east of Polk Street, also provides access to I-20. West of Hampton Road, Cockrell Hill and Duncanville Road provide access to US-67 into Dallas. The future Loop 9 Corridor will provide additional access to US-67 south of DeSoto, and will have direct access to Cockrell Hill. Many of the arterial east/west roads in DeSoto provide access to both US-67 and I-35. The construction of Loop 9 along the southern boundary of DeSoto will alleviate traffic on Hampton Road.

Right-of-Way

The Hampton Road right-of-way varies from approximately 70 feet to 90 feet wide. Within the right-of-way there are travel lanes, a center turn-lane/raised median, sidewalks, and utility easements. The wide, straight roadway with turn lanes allows through-traffic to travel at high speeds.

South of the Belt Line intersection, Hampton Road is a four-lane undivided roadway with sidewalks. North of Pleasant Run Road, Hampton Road is a six-lane undivided roadway with sidewalks.

The project has two general roadway configurations:

- 4 lane, divided roadway with a center turn lane and sidewalks – from Pleasant Run to Barrows Lane, generally, and from Lion Street to Belt Line Road, generally.
- 4 lane divided roadway with a center turn lane without sidewalks – from Barrow Lane to Lion Street.

The center turn lane/raised median runs along the length of the corridor to provide for turning movements for vehicles. There are numerous median openings along the corridor, creating conflict points for vehicles along the corridor.

Existing Roadway Cross Section

The general cross-section of the road includes four travel lanes, a center turn lane/raised median, sidewalks, and utility lines. While the typical cross-section shows sidewalks, there are major gaps in the sidewalk network along Hampton Road.

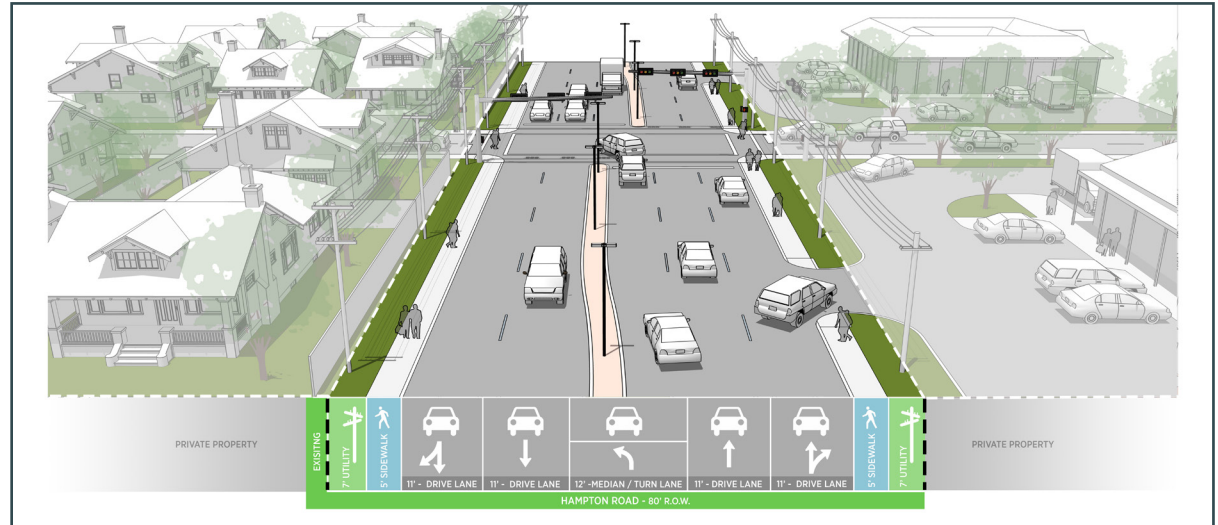
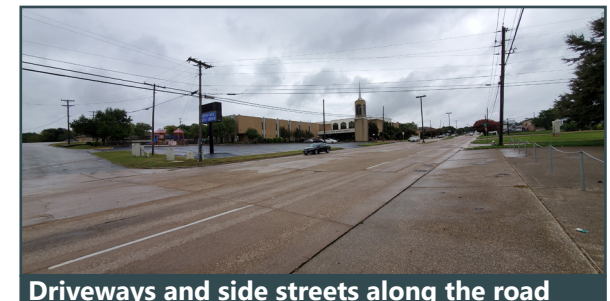
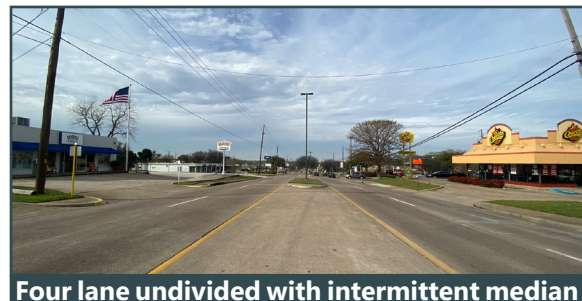


Figure 1.1 General Existing Cross-Section



Intersection Control and Geometry

3 Total Number of Signalized Intersections

10 Total Number of Un-signalized Intersections

Signalized Intersections

The three signalized intersections are:

- Belt Line Road
- Pleasant Run Road
- Dalton Drive

Belt Line Road and Pleasant Run Road are major east/west corridors through the city. Dalton Drive is about a quarter of a mile south of Pleasant Run and is one of the only non-arterial roadways in the city with a signalized intersection.

Dalton Drive provides access to Ruby Young Elementary School, residences, and surrounding commercial centers. This intersection only has one marked crosswalk across Hampton Road without ADA accessible curb ramps; the east side of the intersection is a commercial driveway and the sidewalk is impeded by the signal poles.

Un-Signalized Intersections

Minor intersecting streets are two-way stop controlled, including:

- Jefferson Avenue
- Spinner Road
- Barrows Place
- Lanett Drive
- Campbell Street
- Chowning Drive
- Lion Street

Of the un-signalized intersections, Spinner Road, Lanett Drive, Campbell Street, Chowning Drive, and Lion Street provide connectivity to the greater roadway network in the project area.

Intersection Traffic Counts

Half had traffic counts taken at the following five intersections on September 17, 2020:

- Hampton Road at Pleasant Run Road
- Hampton Road at Dalton Drive
- Hampton Road at Spinner Road
- Hampton Road at Lanett Drive
- Hampton Road at Belt Line Road

Map 1.3 shows the peak hour volumes at each intersection.

Posted Speed Limit

The posted speed limit along Hampton Road is 40 miles per hour (mph) as all arterials are designated by ordinance in DeSoto. The design of the roadway encourages travel speeds higher than the posted speed limit.

Design aspects which encourage speeding include wide lanes, a center turn-lane which allows for turning vehicles to exit the through-lane, and a long, straight roadway without roadway facilities which would cause a driver to need to be aware of their surroundings, such as bicycle lanes, a vibrant streetscape, street trees, or pedestrians walking along and crossing the road.

Driveways

The commercial developments along Hampton Road have been constructed since the dawn of the automobile. As a result, the buildings either have parking that backs out directly onto Hampton Road, or there are parking lots with multiple driveways accessing Hampton Road. Driveways are shown in purple on **Map 1.3**.

89 Total Number of Driveways

45 Driveways on the west side of Hampton Road

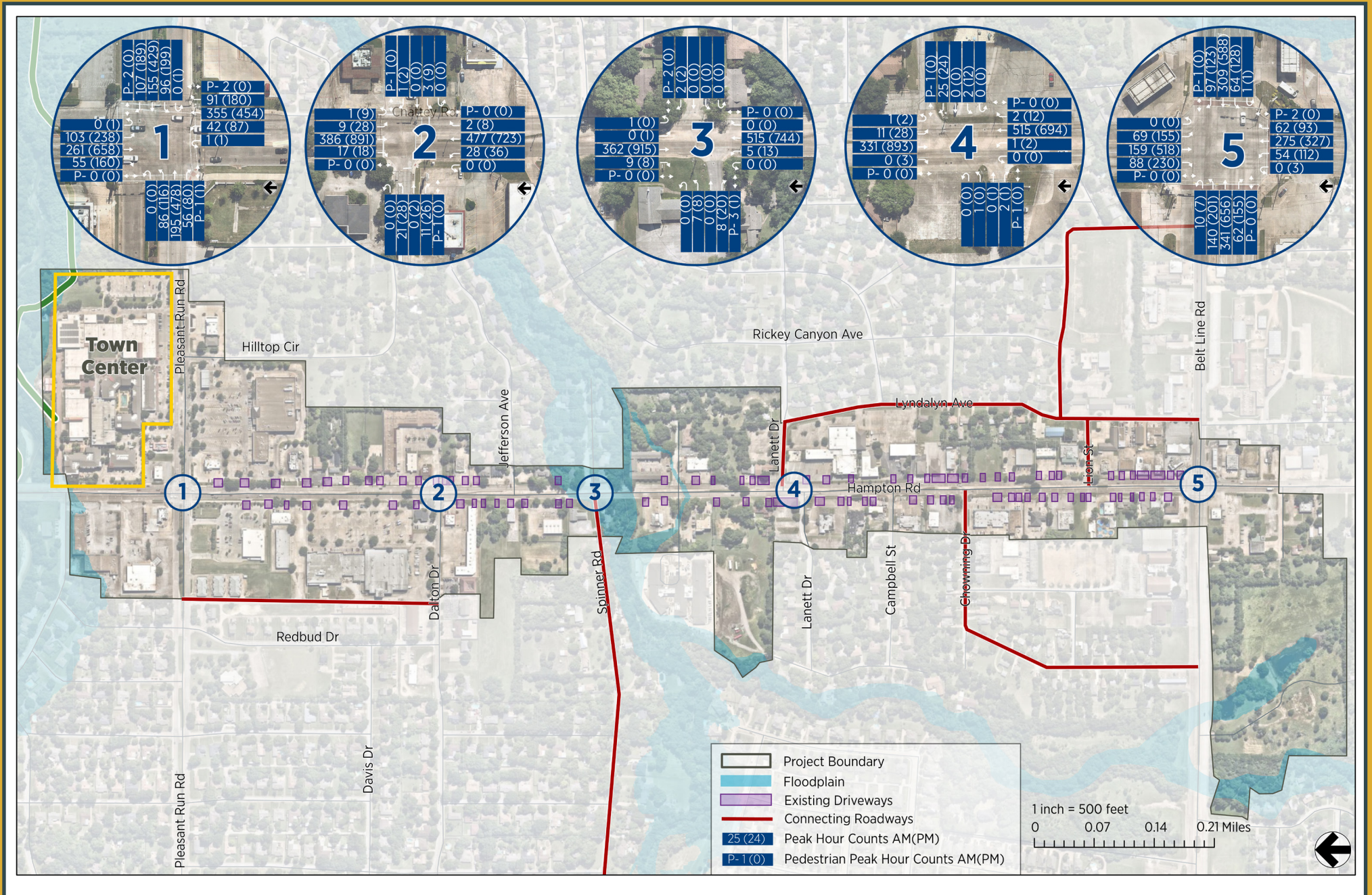
44 Driveways on the east side of Hampton Road

Crashes

Crash records were provided by the City of DeSoto's police department for 2017 and 2018. During this period, there were 80 crashes on Hampton Road within the project boundary. Crash records are shown in **Table 1.1**.

Table 1.1 Crash Records from 2017 and 2018

Crash Location	Number of Crashes
2017	39
Belt Line Road	8
Hampton Road	8
Hampton Road	26
Belt Line Road	9
Dalton Drive	1
Hampton Road	2
Lanett Drive	2
Pleasant Run Road	11
Spinner Road	1
Pleasant Run Road	5
Hampton Road	5
2018	41
Belt Line Road	4
Hampton Road	4
Hampton	29
Belt Line Road	4
Chowning Drive	2
Pleasant Run Road	14
Spinner Road	1
No specific cross-street	8
Pleasant Run	7
Hampton Road	7
Spinner Road	1
Hampton Road	1
Grand Total	80



Map 1.3 Roadway Conditions Map

Traffic Volumes

24-hour traffic counts were collected along the Hampton Road project corridor from Thursday, September 17 – Sunday, September 20, 2020. Counts were taken during the week and weekend to see how the travel patterns compared. The average from the 17-19 day volumes and Sunday volumes are shown in **Table 1.2** and **Map 1.3**.

Table 1.2 Traffic Volumes on Hampton Road

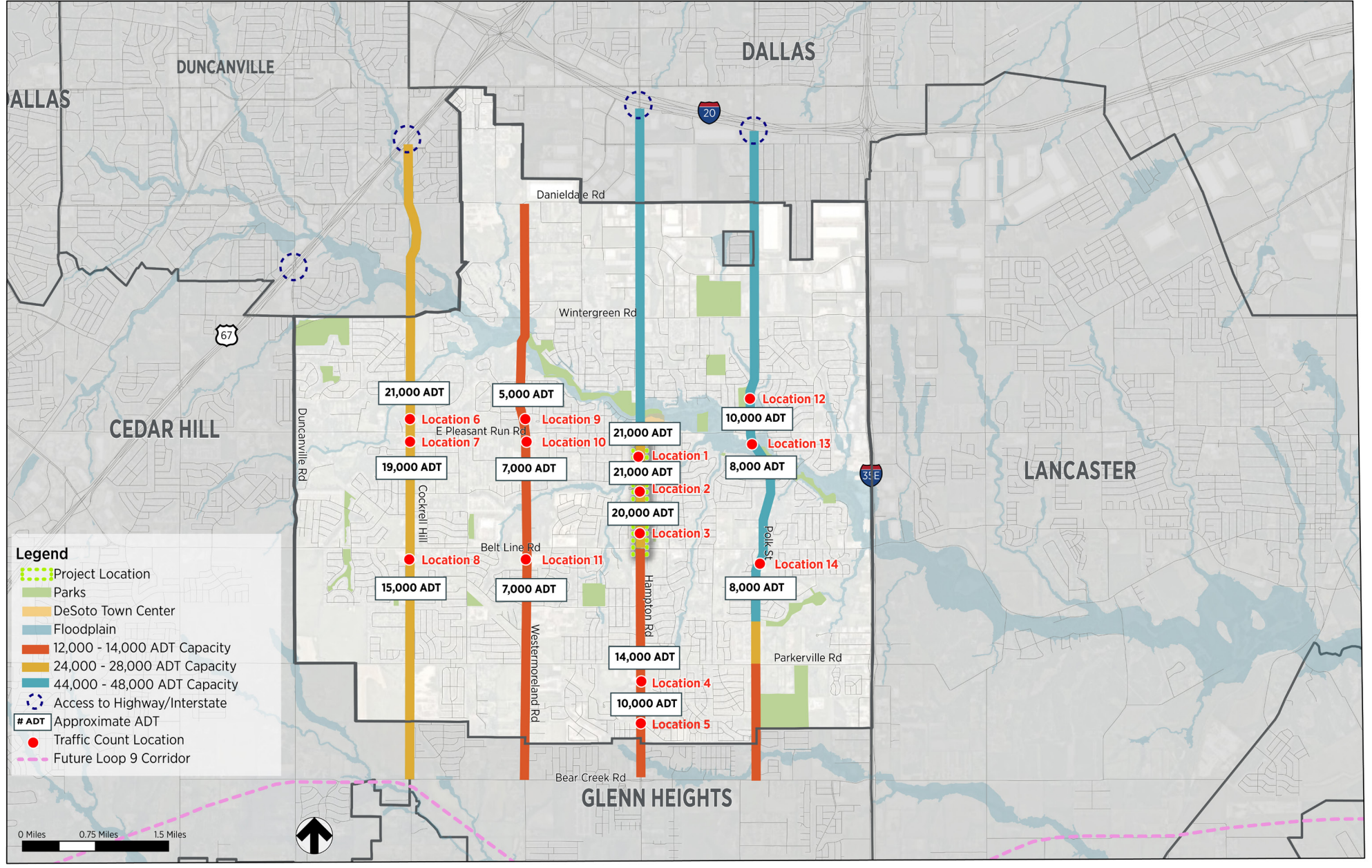
Count Location	3-Day Average Daily Traffic (ADT) Northbound	3-Day Average Daily Traffic (ADT) Southbound	3-Day Average Daily Traffic (ADT) Bi-Directional
Hampton Road between Pleasant Run Road and Dalton Road	9,881	9,634	19,515
Hampton Road just north of Barrows Lane	9,616	9,476	19,092
Hampton Road between Lion Street and Belt Line Road	9,048	9,036	18,084

The counts illustrate that Hampton Road is used primarily as a through road providing access from I-20/Dallas in the north to surrounding communities to the south. The southern extent of the project boundary typically has fewer trips than the northern extent of the project.

Additional counts were taken in March 2021 for parallel roads and the City extent for Hampton Road. **Map 1.4** displays traffic count locations with capacity limits and availability for parallel roads to Hampton Road. As can be seen from the map, there is available capacity on Cockrell Hill, Westmoreland Road, and Polk Street.



Hampton Road Corridor segment with raised median, vegetation, and sidewalks in most areas



Map 1.4 Roadway Capacity and Traffic Counts

Multi-Modal Facilities

Hampton Road is an auto-dominated roadway. There are no bicycle facilities or transit facilities along the corridor and sidewalks are intermittent. The closest transit stop is on the north side of Pleasant Run Road, east of the Hampton Road intersection. The intermittent sidewalks are typically narrow, at less than five feet, with obstructions to the throughway by utility poles and drainage facilities. The roadway only has three intersections with marked crosswalks with curb ramps that may not meet ADA standards.

There are marked pedestrian crossings at all legs of the intersections of Pleasant Run and Belt Line with Hampton Road. The only other marked intersection is Dalton Road, which has one marked pedestrian crosswalk across Hampton Road. There are no other crosswalks along the one-mile corridor; pedestrians are forced to either go long distances out of their way to cross the street or jaywalk. Most of the driveways and crosswalks have non-ADA compliant curb ramps.

There is a seven-foot-wide sidewalk fronting the Aldi development from Pleasant Run Road to the driveway. This path is set back from the roadway and feels comfortable for pedestrians. Otherwise sidewalks on the corridor range from three to five feet and are pushed up directly against the curb, placing pedestrians within a foot or so of fast-moving vehicles. There are no sidewalks between just south of Barrows Lane and near Lion Street, which forces pedestrians to either walk in the road, in parking lots, or in the grass of undeveloped parcels. **Map 1.5** shows the location of sidewalks and their general widths.



Sidewalk abruptly ends



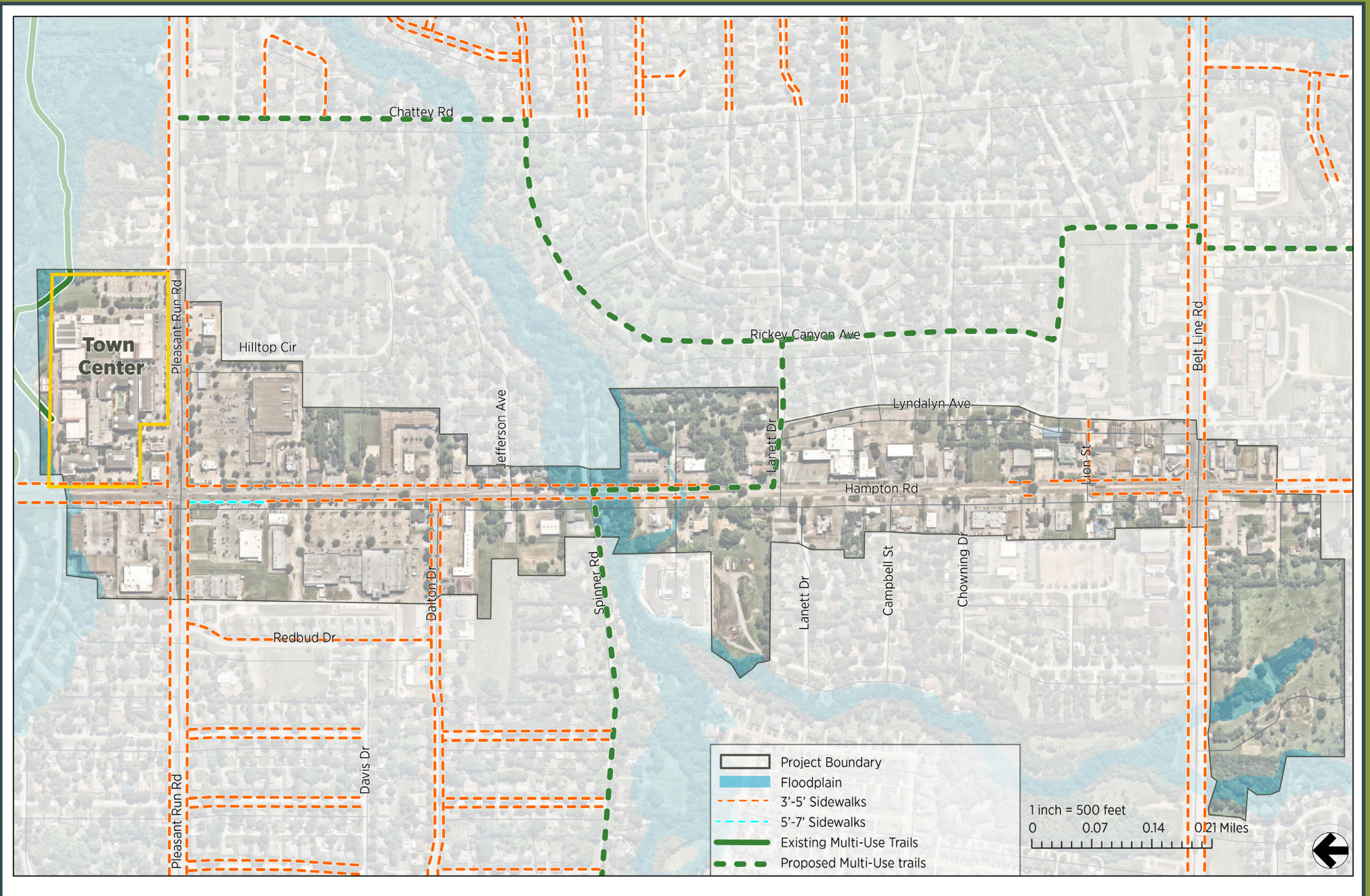
Wide sidewalk set back from road



Gaps in the sidewalk exist along the corridor



ADA accessibility issues exist



Map 1.5 Multi-Modal Facilities

Land Use

Hampton Road is one of the key commercial corridors in DeSoto. Current land uses include retail, commercial, single family homes, multifamily homes, civic uses such as daycare and churches, and medical offices.

In the 2015 update to their comprehensive plan, DeSoto adopted mixed-use land use categories to encourage future development along the Hampton Road Corridor. The northern portion of the project boundary is designated as mixed-use retail. The middle, from around Spinner Road to Campbell Street, is designated for mixed-use residential, office/retail, and semi-public/private/institutional uses, and south of Campbell Street the future land use is designated for mixed-use historic retail. **Table 1.3** shows the existing land uses along the corridor.

Table 1.3 Land Use Categories

Future Land Use	Description
Mixed-Use Residential	This category includes a blend of residential uses, including live-work units, townhomes, rowhomes, and single-family units.
Mixed-Use 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.
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.
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.
Semi-Public, Private, Institutional	This designation is representative of uses that are governmental, institutional, or religious in nature. These uses are generally permitted within any area.



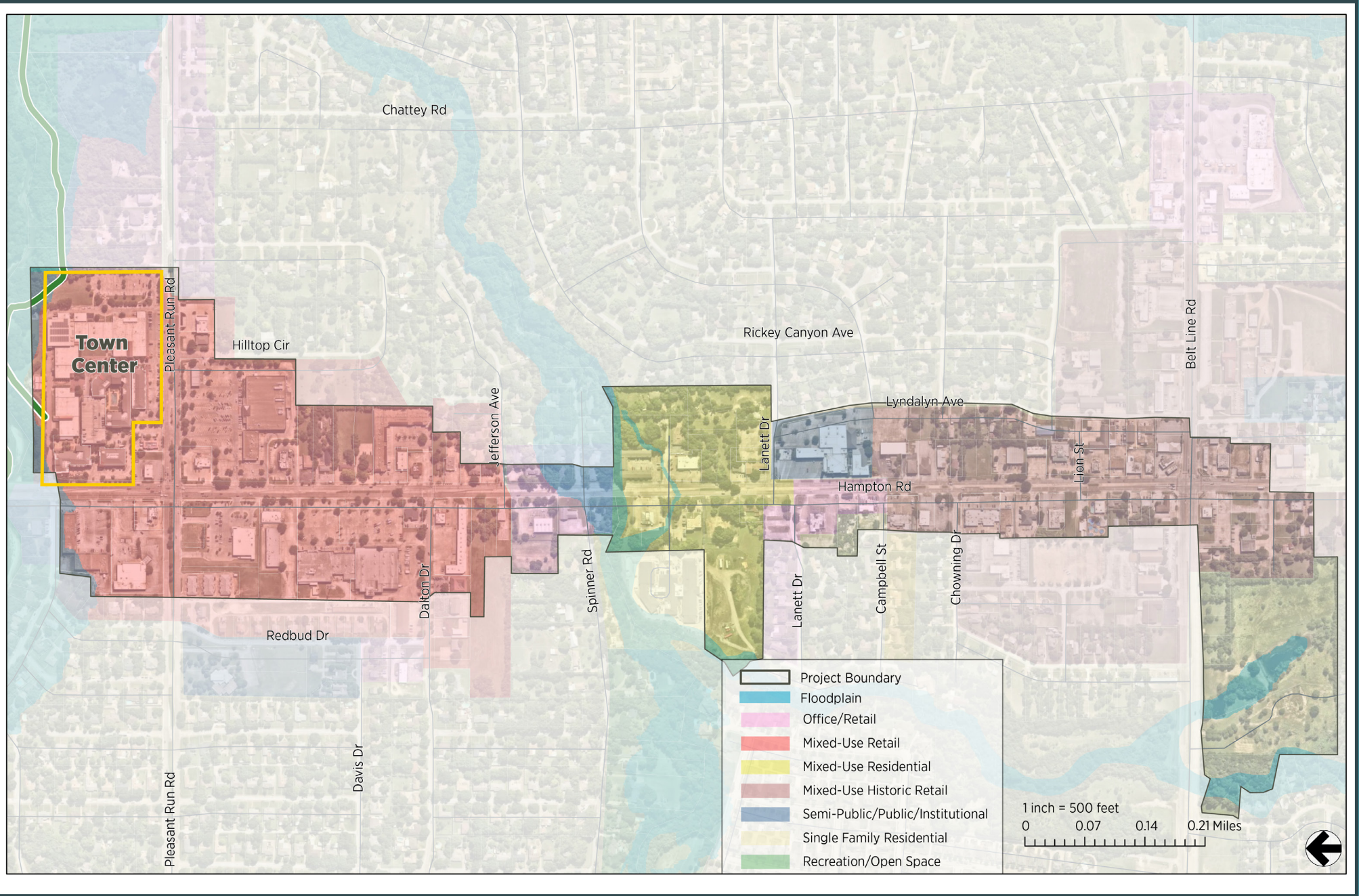
Strip Commercial Center



Automobile Related Uses



Faith Based Institutions



Map 1.6 Future Land Use

Landscaping and Medians

The landscaping along Hampton Road is inconsistent, with varying species of trees, widths of landscape buffers, and overall existence of landscaping within the right-of-way. The roadway was developed over the last 70 years, and as a result, the landscaping was installed and standards enforced differently over time.

Along the roadway and adjacent to the sidewalk, canopy trees are sporadic. Landscaped medians do not appear to be very well planted or maintained. The median is often interrupted to allow for turning vehicles into driveways and onto side streets. Much of the median is raised concrete. The medians include lighting, which limits the type and location of vegetation along the corridor. The lighting is placed in the center of the road, so nighttime visibility along the outside edge of the roadway is limited.

Utilities

Existing utilities along Hampton Road include water, sewer, stormwater drains, and overhead electric and telecommunication lines.

Water and sewer lines run along the corridor and provide public water and sewer to the homes and businesses. The roadway design includes curb and gutter which feeds into the stormwater management system.

Overhead utility lines run along both sides of the corridor. These utilities limit the ability to plant canopy trees and impact the location and width of sidewalks. The utility poles and easements force the sidewalk to be directly adjacent to the roadway in many areas.

Floodplain and Topography

The 100-year floodplain runs through the middle of the project corridor. The floodplain presents unique opportunities to utilize low impact development (LID) techniques along the corridor to enhance greenery and improve run-off water quality. The floodplain areas can also be utilized for the community's benefit by providing access to these spaces as public gathering places or recreational areas.

The topography varies along Hampton Road. Grade changes, along with development of parcels occurring at different times and with different grading plans, pose difficulties to creating cross-access between adjacent developed parcels.



Inconsistent landscaping along Hampton Road



Utility lines exist along Hampton Road



Heath Creek and floodplains exist

Walk Audit

In September 2020, the consultant team and the TAC performed a walk audit along the corridor. The purpose of this walk audit was to assess the existing conditions along the corridor. These observations, along with a detailed assessment of the existing conditions along the corridor, shaped the options for Hampton Road. Key observations from the walk audit are listed on this page.

City staff encouraged members of the steering committee, the Planning and Zoning Commission, and City Council to walk the corridor to gain a better understanding of the existing conditions and limitations to create a corridor where people may be able to live, work, play, and invest in DeSoto.

Opportunities

The City has the opportunity to incentivize development on their parcels that is consistent with the overall vision for Hampton Road. There is existing connectivity to other streets, and the location of parking areas and drive aisles may accommodate better cross-access, allowing the reduction in driveways along the corridor. Traffic volumes are low enough to explore a lane reduction.

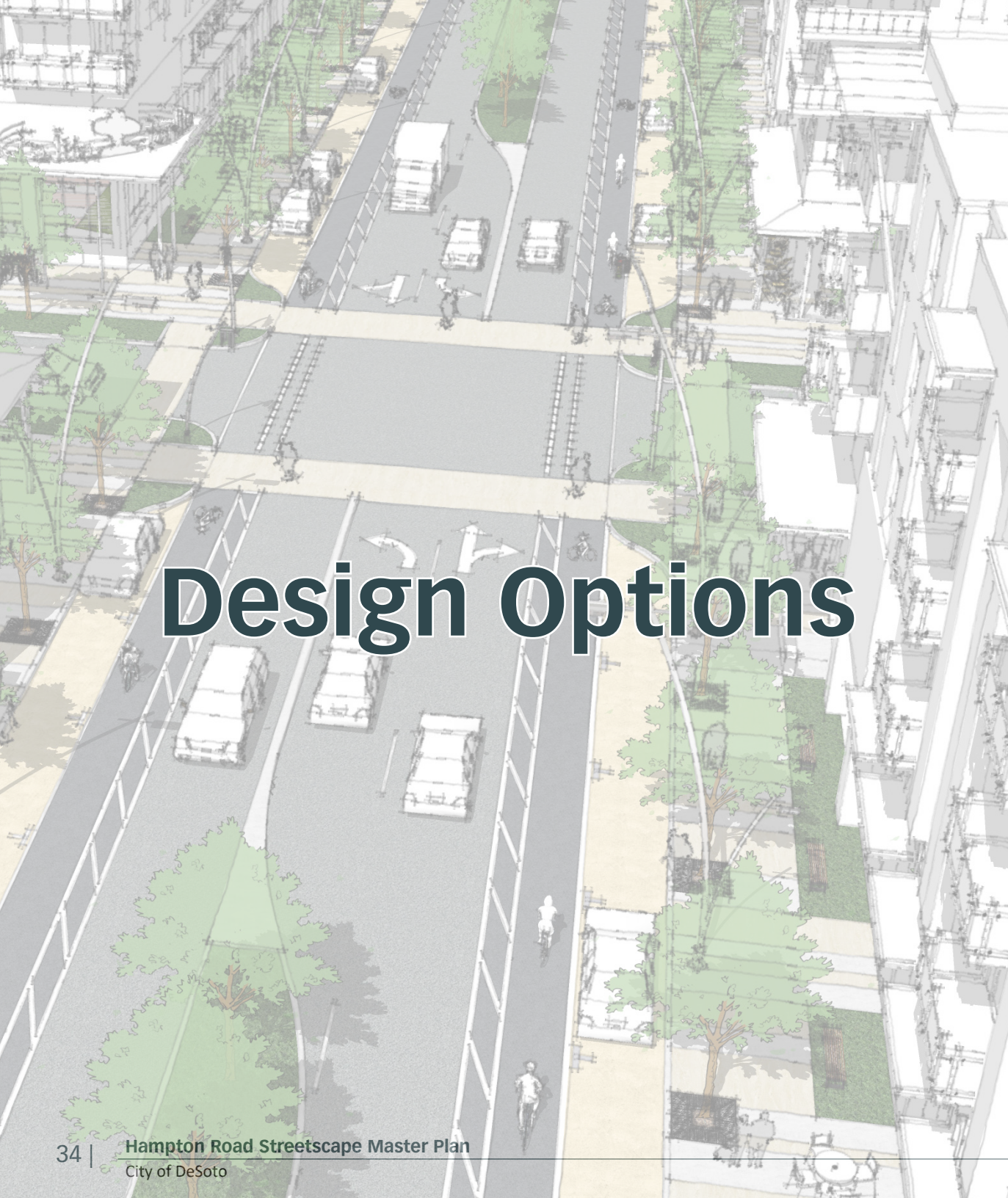
Constraints

There is little opportunity to acquire additional ROW due to development patterns. Overhead utility lines exist on both sides of the road. Existing development patterns and in some cases topography have led to a disjointed corridor with limited ability to add landscaping and pedestrian facilities without making bold changes to the corridor. The current roadway configuration encourages speeding.



The consultant team and technical advisory committee performed a walk audit along the corridor in September 2020. During the walk audit, the following observations were made:

- The pedestrian facilities were inconsistent along the corridor. At times, the sidewalk was wide and comfortable (in front of Aldi), other times, it was constrained by utility poles or narrow, and at times, it was non-existent.
- There were few crosswalks along the corridor, the only ones were at signalized intersections. Dalton Drive had a crosswalk at one leg of the intersection only.
- There appeared to be ADA compliance issues with curb ramps and sidewalk widths.
- While the speed limit was 40 miles per hour, it seemed like cars were traveling at greater speeds, making walking along the corridor uncomfortable.
- There were long stretches of open median cuts, creating additional conflict points for turning vehicles.
- The amount of driveways and lack of cross-access between parcels broke the road up and made it feel less safe as a pedestrian.
- “It was worse than we expected” was a common feeling among the group after the walk was concluded.
- Staff members felt something drastic would need to be done along the corridor to create a more urban and walkable roadway.
- There were overhead utility lines on both sides of the road, the preference would be to relocate them underground during project construction, or relocate them to the rear of properties.
- Topographic changes along the corridor may be challenging for cross-access and some improvements.
- Vacant and under-utilized properties along the corridor provide opportunities for development and redevelopment.



Design Options

**Hampton Road Future Approach
Market Assessment**

Districts

- Option 1 - Four Lane Cross-Section**
- Option 2 - Three Lane Cross-Section**
- Option 3 - Two Lane Cross-Section**

This plan analyzed three general options for Hampton Road based on the anticipated future development, community input, and market study. This section briefly discusses the market assessment, general anticipated districts, and three potential roadway options.

Hampton Road Future Approach

Based on input from the engagement, development along the corridor should include:

- A hybrid development approach for the redevelopment of larger parcels, and rehabilitation of existing structures;
- Medium density development: low-rise apartments, mixed-use, and attached units (duplex, triplex, townhomes);
- An urban/mixed-use approach to create a walkable corridor; and,
- A hybrid approach to the road to accommodate all modes of travel.



Urban/Mixed-Use Approach

Market Assessment

A general market assessment was performed for the corridor to determine what capacity there is based on existing demand, service area, and future growth. The market assessment showed there is capacity for entertainment space, office space, and residential units that contribute to experiences.

Entertainment Space

There is capacity for approximately 65,000 square feet of retail/restaurant to provide destination and entertainment opportunities. These services should provide experiences and be small in scale “mom and pop” stores that are specialty stores to provide residents with unique shopping, dining, and entertainment options.

Office Space

There is capacity for approximately 130,000 square feet of office to support medical and professional services. The smaller tenant buildings support mixed-use developments and provide daytime anchors for other businesses along the corridor.

Residential Space

There is capacity for 1,065 residential units along the corridor including multi-family rental units, senior housing, and small attached and detached single family units to increase diversity and density for a mixture of uses along the corridor.



Mixed-Use Commercial



Office Space



Townhomes

Districts

Five districts were identified for the streetscape master plan based on anticipated development conditions, land uses, and roadway users.

Town Center District

This district is designed to be redeveloped as a mixed-use activity center with buildings lining the street to create an active roadside. This area can be tied into the Ten Mile Creek trail network.

Entertainment District

This district is designed to create a variety of opportunities for residents to live, work, and play, including a central green space and mixed-use buildings.

Medical District

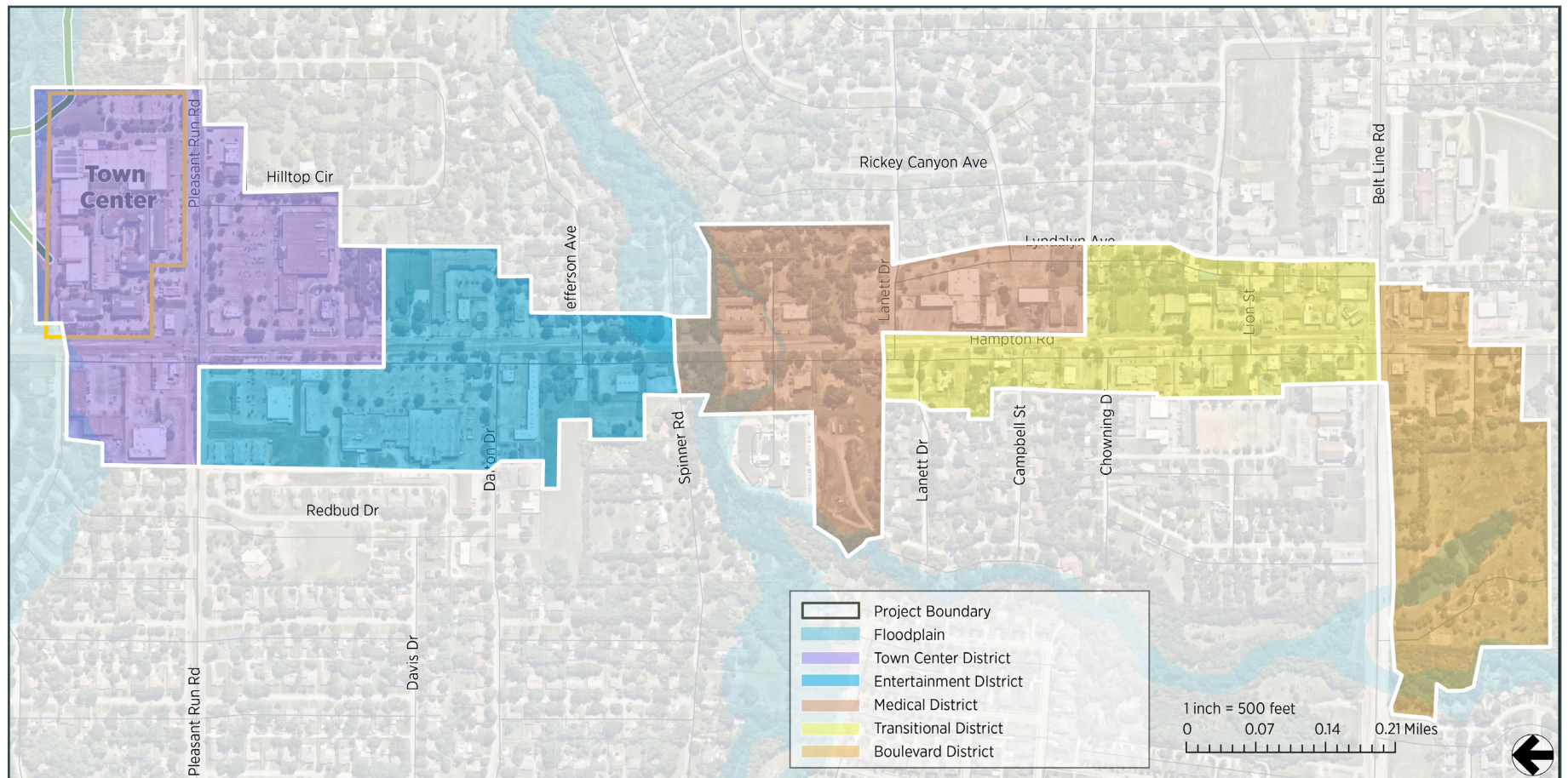
This district builds on the existing medical facilities to create a larger medical and employment hub through infill development.

Transitional District

This district is intended to maintain some of the existing less dense and intense development pattern as a buffer between the mixed-use districts with infill development.

Boulevard District

This district is intended to be developed as a mixed-use activity center at the southern anchor of the project.



Map 1.7 Hampton Road Districts

Option 1 - Four Lane Cross-Section

This option placed an emphasis on a continuous network for pedestrians and vehicles to flow along the corridor. The four lane option removed the center turn lane and relocates the utility lines in order to maximize travel along the roadway.

Pros of this option:

- Maintains four lanes for vehicular travel
- Can provide for a variety of facilities, however, not all modes of transportation can be accommodated
- Travel speeds are reduced from 40 mph to between 30 and 35 mph; and
- Provides crosswalks and mid-block crossings where feasible

Cons of the option:

- Cannot accommodate bike lanes and wide pedestrian facilities
- Fails to accomplish all the key themes established through the visioning process, including walkability, green street, and cultural preservation
- Relies on private developers and the land development code to create pedestrian plazas and landscape buffers during redevelopment projects, improvements may not occur at one time

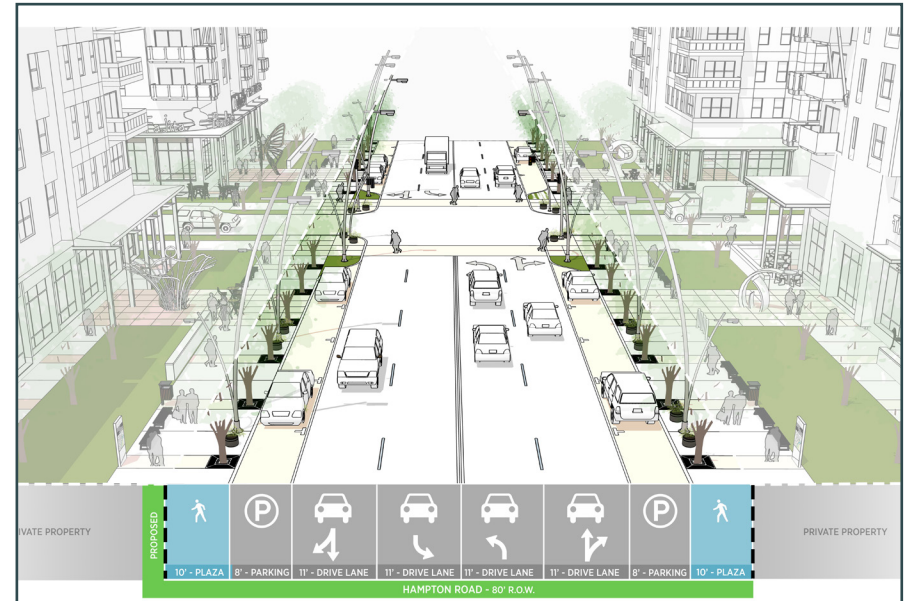


Figure 1.2 Four-Lane Option Cross-Section



Figure 1.3 4-Lane Option Plan View

Option 2 - Three Lane Cross-Section

The three lane option places emphasis on creating a shared-use experience by accommodating multiple users, providing for a more balanced use of the corridor. The option modifies the existing cross-section to include buffered bike lanes and vehicular drive lanes in each direction with a continuous two-way center turn lane, and relocates the utility lines in order to maximize usable space along the corridor.

Pros of this option:

- Maintains a continuous center turn lane along the corridor
- Can provide for a variety of facilities, but places a higher emphasis on buffered bike lanes, enhanced pedestrian facilities along one side of the street, and on-street parking on the other side of the street
- Travel speeds are reduced from 40 mph to between 30 and 35 mph
- Provides crosswalks and mid-block crossings where feasible
- Provides landscape buffers or street trees within a pedestrian plaza
- Accomplishes many of the key themes established during the visioning process, but the green street could be better emphasized

Cons of the option:

- Parking accommodated on one side of the street only
- Wide pedestrian plaza is only accommodated on one side of the street
- Reduces travel lanes

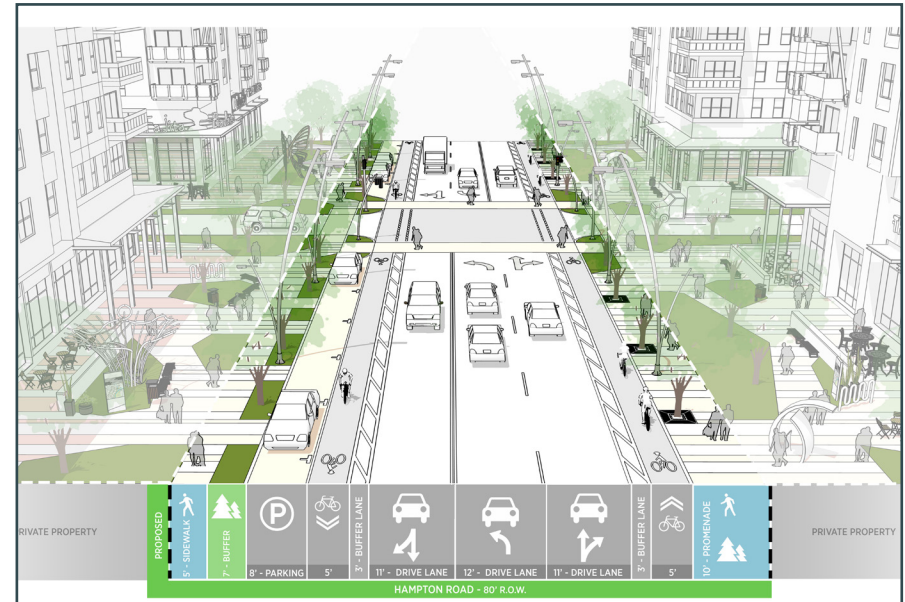


Figure 1.4 Three-Lane Option Cross-Section



Figure 1.5 3-Lane Option Plan View

Option 3 - Two Lane Cross-Section

The two-lane option prioritizes the pedestrian experience by increasing the social spaces between the districts, providing for more vegetation and enhanced crossings along the corridor. The option modifies the existing cross-section to include a through lane in each direction with a turn lane at intersections, buffered bike lanes, a raised, landscaped median, and relocates the utility lines in order to maximize usable space along the corridor.

Pros of this option:

- Provides turn lanes at intersections along the corridor
- Can provide for a variety of facilities, but places a higher emphasis on buffered bike lanes, enhanced pedestrian facilities, and on-street parking
- Travel speeds are reduced from 40 mph to between 30 and 35 mph
- Provides crosswalks and mid-block crossings where feasible
- Provides landscape buffers or street trees within a pedestrian plaza
- Provides a landscaped median
- Accomplishes many of the key themes established during the visioning process

Cons of the option:

- Parking accommodated on one side of the street only
- Wide pedestrian plaza is only accommodated on one side of the street
- Reduces travel lanes

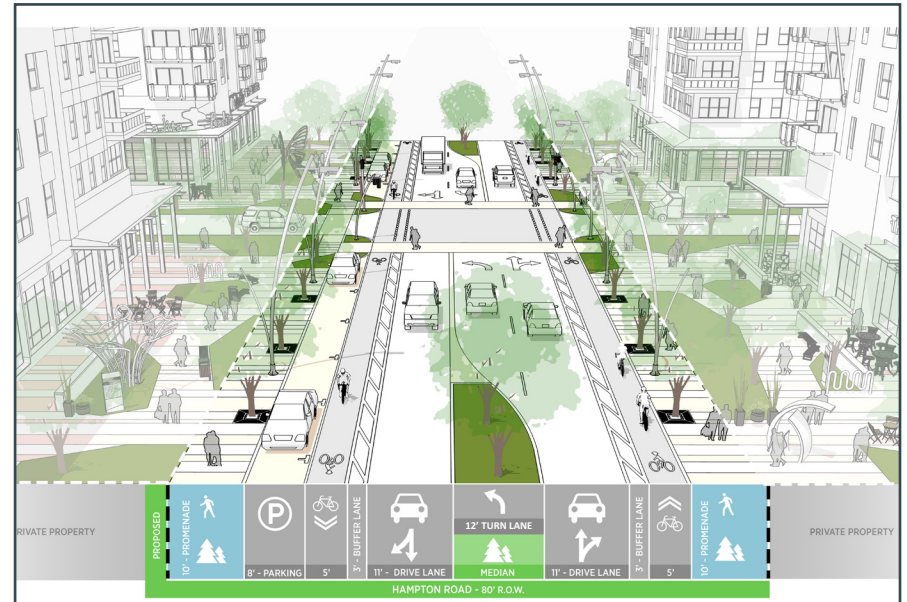
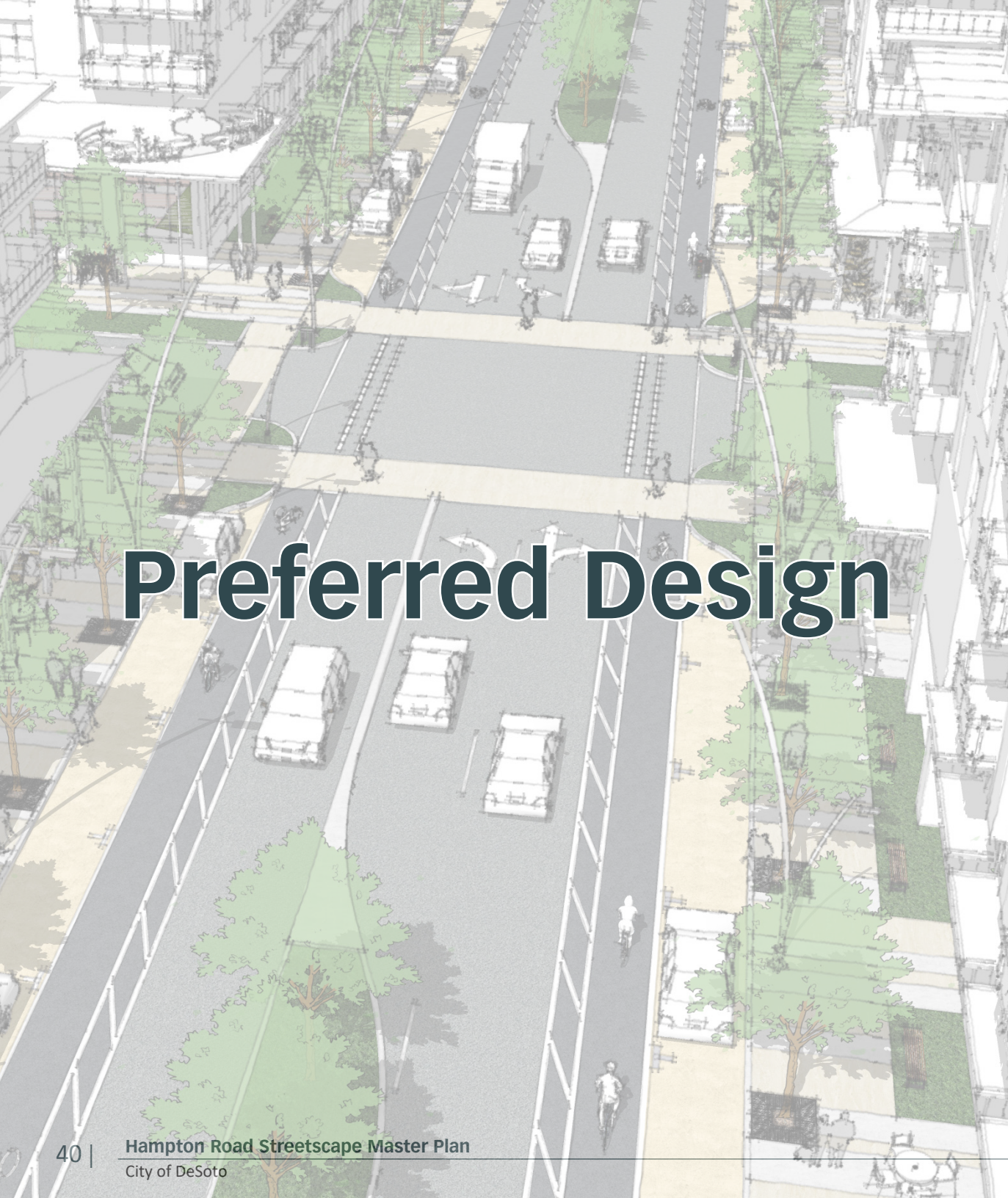


Figure 1.6 Two-Lane Option Cross-Section



Figure 1.7 2-Lane Option Plan View



Preferred Design

Preferred Cross-Section
Walkability
Connectivity
Cultural Preservation
Green Streets
Placemaking

Preferred Cross-Section

Streets play a crucial role for a community, they can boost economic development, increase health and safety, and act as public gathering spaces. Public rights-of-way are one of the largest City assets, and should be designed to accommodate all roadway users, beautify a city, and use design and placemaking to create identity and sense of place.

How a streetscape is designed shapes the behavior of how the street is used. The Hampton Road corridor will be designed to create a great street in the heart of DeSoto. It includes on-street parking, bike lanes, sidewalks, landscaped medians, and safety improvements. Intersection improvements and gateway monuments designate the corridor as a place, more than a road.

The preferred option puts people and place first to create a **destination**. The preferred design concept is a 3-lane road on the north side of Hampton Road and a 2-lane road on the south side of Hampton Road to create a safe, walkable corridor. This option is intended to be a **bold action** to create a place where DeSoto's residents can shop, dine, and recreate.

Key Themes Addressed

The preferred option achieves the desired key themes in the following ways. This section provides more detail on how each key theme is addressed, and includes overarching design guides to accomplish the key themes and make Hampton Road a destination.



Walkability - The preferred option provides pedestrian plazas to improve safety and encourage walkability along the corridor. Buffers between the pedestrians and moving vehicles are provided by buffered bike lanes and on-street parking.



Placemaking - Hampton Road will be transformed into a corridor that encourages redevelopment and will use placemaking techniques to create a unique place.



Connectivity - The preferred option improves bicycle connectivity to surrounding communities and continues to connect DeSoto to regionally significant roads.



Green Streets - Street trees and a landscaped median will improve the environment and aesthetics along the corridor, and provide shade for pedestrians and buildings.



Cultural Preservation - Streetscape elements and branding will be included to create identity along Hampton Road.



Hampton Road Rendering at Heath Creek Bridge

North Hampton Road

The North Hampton Road segment runs from Pleasant Run Road south to Heath Creek. This three lane design concept is designed to maximize on-street parking, utilize street trees to create a green corridor, provide buffered bike lanes, and enhance pedestrian walkways. The speed limit is reduced to 30 miles per hour.

This roadway configuration creates an atmosphere where people and businesses can flourish. This segment in particular focuses on enhancing development patterns along the corridor to enhance the town center, provide spaces for residents to explore, and incorporates green into trees along the pedestrian plaza space.



Figure 1.8 Preferred Option 3-Lane Cross-Section from Pleasant Run Rd. to Heath Creek

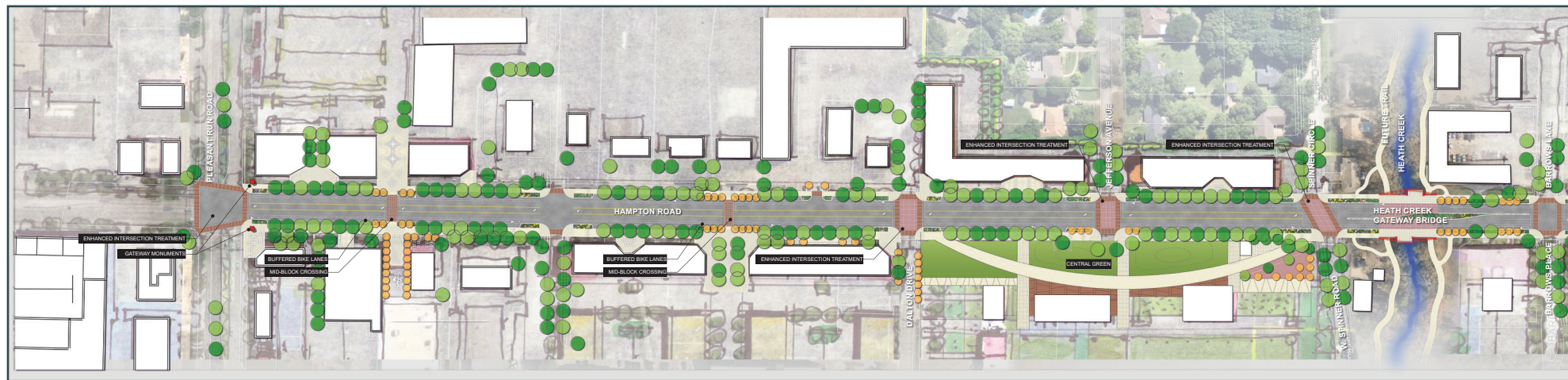


Figure 1.9 Preferred Option Plan View

South Hampton Road

The South Hampton Road segment runs from the bridge at Heath Creek to just south of Belt Line Road. This design concept incorporates a raised landscaped median and landscape buffers to create a green corridor, buffered bike lanes, and enhanced pedestrian walkways. The speed limit is reduced to 30 miles per hour.

This roadway configuration is designed to enhance the green corridor, provide for ample shade and buffering between pedestrians and vehicles, and enhance the existing businesses. Conflicts between pedestrians and vehicles are reduced by the raised median.



Figure 1.10 Preferred Option 2-Lane Cross-Section from Heath Creek to Belt Line Rd.



Heath Creek Bridge

The Heath Creek bridge is located between the entertainment district and the medical district. This bridge can be designed as a gateway into the town center district. Pedestrian overlooks and benches connect residents to Heath Creek.

Enhanced Central Green

A recommendation of the plan is for the creation of an enhanced central green on Hampton Road. The City can acquire land adjacent to the creek to create a social space along the corridor. This space can be used as an arts and entertainment plaza for DeSoto's residents, and programmed with outdoor eating spaces, an outdoor lawn, and space for food trucks.

Pedestrian Crossings

The preferred design provides pedestrian crossing improvements along the corridor, including painted crosswalks, mid-block crossings, and enhanced signage. Pedestrian crossings are provided at regular intervals along the corridor, either at intersections or at protected mid-block crossings to support walkability and increase safety along the corridor.



Figure 1.11 Heath Creek Bridge

Figure 1.12 Central Green



Guthrie Green Urban Park in Tulsa



Walkability

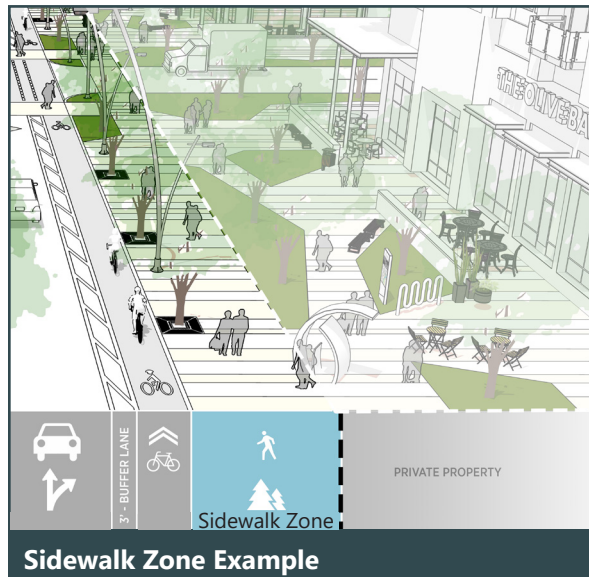


Walkability is important for the roadway. This includes sidewalks, safe roadway crossings, and reduced speed limits to improve safety.

Pedestrian Zones

The sidewalk zone is the most versatile section of a roadway. It is the primary zone for pedestrian movement, enhances public health and social capital, and includes a variety of safety measures for transitions between roadway users. This zone includes sidewalks, curb ramps, crosswalks, bus stops, signage, street furniture, utilities, and landscaping.

Sidewalks should be designed to fit users, frontage zones, and street furniture. The pedestrian zone should be wide enough to allow for higher volumes of pedestrian traffic where anticipated, frontage zones for seating, and street furniture such as trash receptacles, signage, lighting, benches, and street trees.



Intersection Improvements

Intersection improvements are necessary to improve walkability and safety along the corridor. Intersection improvements may include:

- **Curb Extensions** extend the sidewalk or curb line into the street and parking lane at intersections to reduce street width and crossing distances for pedestrians. This method slows turning speeds for vehicles, makes pedestrians more visible, and reduces the amount of time pedestrians are in the street.
- **Bulb Outs** are intended to extend landscaping and sidewalks into a parking lane, specifically for mid-block crossings for pedestrians. These increase visibility for pedestrians crossing the street.
- **Mid-Block Crossings** allow for pedestrians to cross the road between intersections. These are important for improving access and pedestrian flow. This can be coupled with raised crossing islands for added safety measures.
- **Signage** is used to provide information to roadway users about what to expect. Pedestrian crossing signs, flashing beacons, and similar signage can be used to alert drivers to anticipated pedestrian behaviors.
- **Decorative Pavement** at intersections and mid-block crossings can alert drivers to intersections and potential conflicts. They can be used to help define the brand or create a sense of place for a corridor.



Speed Limits

The goal for Hampton Road was to create an environment that is safe for motorists, pedestrians, and cyclists. The corridor should be designed with a desired speed limit of 30 miles per hour to enhance safety for all roadway users. A variety of street calming mechanisms can be used to slow traffic, including lane reductions, curb extensions, reduced lane widths, on-street parking, signage, and street trees.



Curb Extensions and Bulb Out



Rapid Flashing Beacon

Placemaking



Placemaking connects people to places and shapes the public realm. This includes urban design, streetside amenities, identity, and definition of a space to create meaningful places.

Urban Frontages

Urban frontages are important for creating a thriving public realm. The urban frontage includes building placement close to rights-of-way, active frontage zones with cafe seating or restaurant signage, awnings, transparency into buildings, and similar aspects that define the character of a building and create interest along the corridor.

In order for the Hampton Road corridor to be successful, the City should adopt development guidelines for the corridor to create an urban atmosphere and activate the streetside to create places that provide entertainment, dining, and shopping options.



Activated Urban Frontage

Streetside Amenities

Streetside amenities add to the environment of a corridor. They can be used to support the theme of a corridor and are vital to the urban fabric of a roadway. Streetside amenities include:

- **Seating** provides spaces where people can rest, read, or socialize. The materials and design can reinforce the unique theme of the corridor. They should be located near trash receptacles.
- **Bollards** are typically used as safety elements at intersections and along roadways, but they can be used to add interest, visually strengthen a corridor, and define pedestrian spaces. When using bollards, they should match the architectural character of the corridor.
- **Wayfinding** signage can be used to direct people on where to go. It is designed to provide direction, distances, and destinations. Wayfinding can encourage walking and biking as they make people more aware of their surroundings. They can include maps as well as signage.
- **Lighting** is essential for creating a safe nighttime environment for pedestrians and people on bicycles, as well as for vehicle safety. Lighting enhances the public realm, and can be used to support the aesthetics of a corridor. The location, poles, and light levels should be appropriate for the intended user of the street.



Streetside Amenities

Gateways

Gateways and monuments can be used to define a specific area. Specific elements can be included into the design of the monuments to support the identity of a place. Hampton Road will be a destination for the City, and should have defining features to mark it as such. Examples can be signage at major intersections, pavement painting or other district features, and land use changes to show a different look and feel than the rest of DeSoto.

Each district can have a different monument or signage to support a different look, theme, and brand if a branding package for the corridor supports using different branding for each of the five defined districts.



Example District Signage

Connectivity



Hampton Road is the central road in DeSoto. Side streets connect it to parallel roads and enhance connectivity to and from the corridor. The inclusion of alleys and cross-access will help with circulation along the corridor.

On-Street Parking

On-street parking can be an important tool to help businesses in an urban area that line the street, provide a buffer for pedestrians, and act as a traffic calming measure. On-street parking in North Hampton Road will support mixed-use development and reduce off-site parking demand for redevelopment. The curbside can also be used for loading zones, parklets, and bike facilities that support surrounding businesses.



On-street parallel parking

Circulation

Lane reductions provide benefits to the community, including safer roadways with slower traffic and fewer crashes, opportunities for aesthetic improvements, and economic development. In many cases, a two lane road with a center turn lane can accommodate up to 20,000 vehicles per day, which is over the average daily traffic experienced on Hampton Road. Hampton Road will include one travel lane in each direction with a center turn lane/raised median. A center turn lane helps facilitate travel movement along the corridor and allows for vehicles through movement.

With a lane reduction project, it is important to consider parallel roads, alley access, and cross-access between properties to improve travel flow off the main corridor. Better connectivity between the existing properties on Hampton Road can reduce block lengths, consolidate access points, and improve the aesthetic quality of the roadway.



Roundabouts can be intersection control measures

Driveways

Driveways disrupt the pedestrian realm; they act as intersections and create conflict points between roadway users, limit on-street parking, and disrupt the landscape. Access to properties should be balanced with the impacts to pedestrians and people on bicycles. Hampton Road should consider driveway requirements that reduce the number of driveways and access points directly onto Hampton Road. When redevelopment occurs along the corridor, the City can require cross-access to adjacent properties or require parking and access from alleys or side roads in order to preserve the Hampton Road frontages.



Urban Frontage with few driveways

Green Streets



Providing a healthy streetscape ecosystem is important for creating a green corridor. This includes a robust street tree network and incorporating streetwater management.

Street Trees

Street trees beautify a corridor, provide climate control measures, act as a stormwater collector, and increase the comfort, safety, and health of people who live, work, and travel along a street. A street lined with trees feels narrower to drivers, slows them down, and makes them pay more attention to their surroundings. Trees and landscaping also provide a buffer between pedestrians and moving vehicles, increasing safety and making a walk more enjoyable, and provide much needed shade in the hot Texas summers. The selection, placement, and management of trees should ensure longer term health and survivability of the trees.



Street trees in tree wells

Streetwater Management

Streetwater management systems can clean run-off naturally by allowing for absorption and infiltration. Streetwater management can be integrated into the design of the roadway and treat water as an amenity. With its proximity to Heath Creek and Ten Mile Creek, cleaning runoff before it enters the natural ecosystem can help improve the health and quality of these water systems. Streetwater management can improve flood controls, reduce the heat island effect, and improve the aesthetics of the corridor.

Bioretention

Bioretention allows for water to flow into a swale or landscaped area designed to filtrate the water before it enters the groundwater system or storm drains. Bioretention includes bioswales, planters, and rain gardens. These can be incorporated in curb extensions, bulb outs, landscape buffers, or medians along a corridor. They can be planted with native vegetation that supports the character and identity of the corridor and helps to filter the runoff and withstand short periods of inundation.



Rain Garden

Filtration Methods

Other filtration methods for stormwater conveyance include infiltration trenches and drywells located along sidewalks and in parking areas. These allow for water to pass through rocks, filtration fabric, and similar systems before entering a stormwater pipe. Permeable pavement for parking lots, pedestrian spaces, and pocket parks can be considered to enhance streetwater management systems along Hampton Road.

Underground Utilities

A green corridor should not be encumbered by utility lines. They limit the canopy growth, create conflicts in the sidewalk zones, and detract from the aesthetic quality of a corridor. This plan proposes to relocate the existing utility lines along Hampton Road to create a more unified and aesthetically pleasing green corridor.



Bioswale

Cultural Preservation



The unique character of each district can be shown through the incorporation of public art, branding, and inclusion of social spaces.

Public Art

Public art can unify a district with a theme or identity, can be used to reflect the culture or history of a place, and add visual interest to a street. Public art can be located in various places along Hampton Road, including landscape buffers, pocket parks, the central green, and the Heath Creek Bridge. Public art can encourage exploration along the corridor and display the arts and culture of DeSoto's residents.

Branding

The use of branding along the corridor can show the character of each district, or be used to unify the corridor as a whole. A successful branding campaign for Hampton Road will help drive economic development, tell DeSoto's story, create community pride, and attract people from all over the DFW Metroplex.

The corridor brand should not just include a logo, it should be reflected in the overall look and theme of the corridor, from the aesthetics to its signage to create a unified look and feel.

Social Spaces

Roads are one of the largest places where people can interact. Hampton Road should include social spaces for people to gather and converse. As a destination, social spaces are important for the survivability of a place. These social spaces can include pocket parks, enhanced corridors with benches, gazebos and other resting places, sidewalk dining spaces, or parklets. These types of facilities activate the streetside environment and encourage economic development.

Social spaces along Hampton Road should be designed as safe, attractive, and interactive places. This includes infrastructure improvements such as sidewalks, lighting, amenities, good visibility, and shade.




Public art example



Urban frontage with banners



Gazebo social space



Cost Estimate and Implementation Strategies

Cost Estimates
Implementation Strategies
Conclusion

Cost Estimate

A estimated cost of construction based on the preferred design is shown below in **Table 1.4**. This estimate includes the reconstruction of the roadway and various aesthetic improvements to identify the corridor as a destination.

Table 1.4 Draft Cost Estimate

GENERAL DESCRIPTION	COST ESTIMATE
General Items	\$2,400,000
Demolition	\$1,509,500
Transportation/Roadway	\$4,700,000
Structures	\$1,375,000
Utilities	\$2,890,000
Landscape/Irrigation	\$1,187,100
Aesthetic Enhancements	\$2,133,000
Monumentation	\$460,000
Pedestrian Pavement	\$1,253,500
Construction Subtotal	\$17,910,000
Construction Contingency (30%)	\$5,400,000
Total	\$23,400,000

- The cost estimate does not include the cost of relocating overhead utilities.
- Draft Cost Estimate, subject to change
- These estimates were prepared using standard cost estimating practices. These statements exclude “soft” costs.

Implementation Strategies

Update the Zoning Code

The zoning ordinance is the regulating document that guides how and where development occurs in the community. Through this process, new land uses were envisioned for the preferred option that do not fit within current zoning regulations. Therefore, a comprehensive update to the zoning ordinance could include updated design and development standards. Considerations for the zoning ordinance update include, but are not limited to, a form-based approach, changing allowed uses and lot sizes, and concepts of what the corridor districts are intended to look like when developed.

Adopt a Street Maintenance Fee

Street maintenance fees are assessed on residents and property owners for street maintenance and repair. These fees can help provide a stable, continuous funding source for long-term street maintenance along Hampton Road to ensure it remains a well maintained and aesthetically pleasing corridor.

Establish a Public Improvement District (PID)

A PID is a defined district wherein property owners pay a special assessment for the maintenance, development, and promotion of their commercial district. The preferred option creates a corridor that will serve as walkable commercial area. The establishment of a PID for the study area could help generate funding for improvements and grants for beautification and development along the corridor.

Explore financing and development options.

As identified in the 2019 Pegasus Market Study, DeSoto should explore alternative financing and development options including public/private partnerships, TIF/TIRZ/PID Financing, or land sales to incentivize redevelopment along Hampton Road.

Establish criteria for density bonuses

Density bonuses can serve as an incentive tool that allows developers to increase the maximum allowable density on a property above what is stipulated in the development code. This can be attractive to developers who are looking to maximize potential units and can be beneficial to the City for when they are seeking to increase density in specific areas. Communities in other states have also used density bonuses to promote inclusionary housing programs.

Provide grants to existing businesses

Grants for facade improvements and improved connectivity can improve the overall aesthetic quality of the corridor and improve internal connectivity along Hampton Road. The City can consider providing grants and similar funding sources for existing small businesses along the corridor.

Support multi-modal projects

The proposed bike lanes on Hampton Road are just one of many bike facility projects in the City. Continued support and growth of a comprehensive bicycle and pedestrian network throughout the City will encourage healthy living options, provide for recreational facilities, and encourage walking and biking in the City. Local, state, and federal funding sources are available for bicycle and pedestrian related projects.

Enhance transit

There are no transit stops on Hampton Road. For the corridor to be a true destination, the City should work with the transit authority to increase routes and stops providing access to Hampton Road's districts. This will help provide non-automobile access for residents and visitors.

Attract Hotels

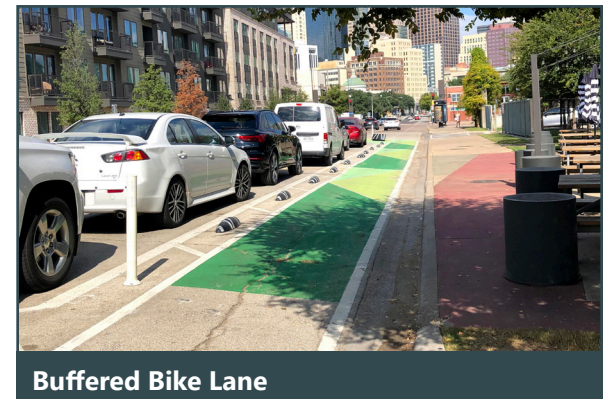
Create an atmosphere that attracts hotels for DeSoto and future development opportunities. Hotel tax revenues can be used for projects along Hampton Road and throughout the City.



Streetside Amenities



Mixed-Use Building



Buffered Bike Lane

CONCLUSION

This plan intended to reshape Hampton Road into a major destination for DeSoto's residents. It will create a street that is attractive, unique, and aesthetically pleasing to drive economic development, encourage redevelopment, and enhance safety and walkability. The project is a bold move that will act as a catalyst for development that puts people and place first.

