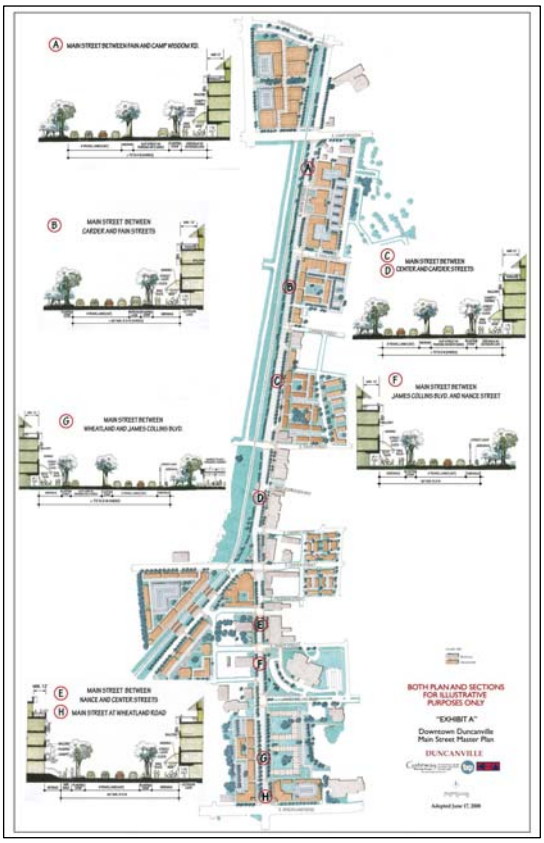
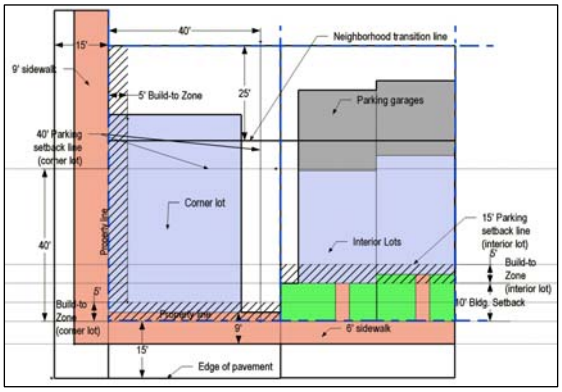
City of Duncanville Main Street Initiative

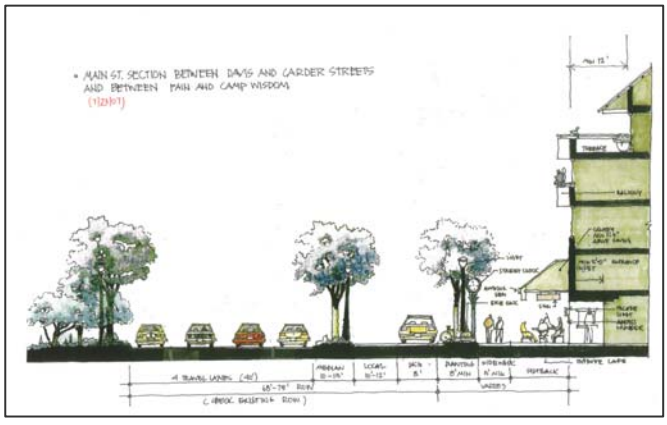
Duncanville, Texas, seeks to reinvent its Main Street into a true mixed use destination. Main Street anchors historic retail and the center of city government, but has lacked sustained growth for many years. Located just south of Dallas on IH20 and a future commuter rail transit line, Downtown Duncanville has initiated an economic development strategy to grow a market for downtown housing, higher quality retail, additional upscale restaurants and eventually substantial professional office users. The key to sustained success will be the attraction of young professionals and empty-nesters to live in Duncanville as a complement to the great family environment well established in the community.





Gateway Planning Group, TXP and Kimley Horn were retained in order to lead this mission. The initiative entailed facilitation of a community committee for input, and the development of a detailed redevelopment master plan, including the conceptual design of transit-oriented development (TOD) around the likely future location of a commuter rail station at Center and Main Streets. The master plan delineates areas for enhancement and likely locations for substantial redevelopment.

The master plan includes a redesign of Main Street, with a better functioning traffic, improved on-street parking and a pedestrian-supportive streetscape. The master plan is being implemented through a regulating plan and a form-based zoning district prescribing urban design standards, while allowing wide latitude of appropriate downtown uses with the increased tax base projections from the initiative, the city has retained Kimley Horn with Gateway Planning's support to redesign and reconstruct Main Street to implement the TOD vision under this CSS Process.



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