



**TABLE 3-27  
GENERAL RATING OF CORRIDOR VISUAL ASSESSMENT UNITS**

Unit	Name	City	Primary Viewers	Visual Quality	Visual Sensitivity	Sensitive Receptors/Assets
1	Bachman/Trinity River	Dallas/ Irving	A, D, E, F	Moderate	Moderate	Storey Rd office and industrial tenants, L.B. Houston Park (undeveloped) users
2	Central Freight/Texas Stadium	Irving	A, F	Low	Low	Central Freight, FedEx
3	University of Dallas/Cistercian	Irving	A, C, H	Moderate	Moderate	U. of Dallas, Abbey residences, Cistercian school
4	Las Colinas Urban Center	Irving	A, C, D, E, G	Moderate	Moderate	MF residences, commercial/office tenants, Campion Park users
5	North Irving/Northwest Highway	Irving	A, C, E	Moderate	Low	MF residences, hotels, commercial/office tenants,
6	Carpenter Ranch/North Lake College	Irving	A, B, C, E,	High-Moderate	High-Moderate	SF & MF residences, hotels, commercial/office tenants
7	DFW Airport/Belt Line	Irving	A, E, F	Moderate	Low	Industrial, office/commercial tenants

Source: HDR | .R.Beard, 2006

**TABLE 3-28  
EVALUATION RATINGS**

Primary Viewers	Visual Quality	Visual Sensitivity
A = Arterial Motorists	<b>High</b> = Assessment unit or portions thereof is of significant visual or aesthetic quality to the primary viewers.  <b>Moderate</b> = Assessment unit or portions thereof is of average visual or aesthetic quality to the primary viewers.  <b>Low</b> = Assessment unit is of little or no visual or aesthetic quality to the primary viewers.	<b>High</b> = Introduction of new elements into the assessment unit could significantly impact the quality of the visual/aesthetic resource as observed by the primary viewers.  <b>Moderate</b> = Introduction of new elements into the assessment unit may have an impact the quality of the visual/aesthetic resource unit or a portion thereof as observed by the primary viewers.  <b>Low</b> = Introduction of new elements into the assessment unit is not likely to have an impact on any visual/aesthetic resource as observed by the primary viewers.
B = Single Family Residents		
C = Multi-Family Residents		
D = Recreational Users		
E = Commercial/Office Tenants		
F = Industrial Tenants		
G = Downtown Pedestrians		
H = Others		

Source: HDR | S.R.Beard, 2006

**Unit 1 – Bachman/Trinity River**

This Unit begins North of and is adjacent to the Bachman Station of the Carrollton/Farmers Branch LRT Line. The unit is comprised of a mixed multi-family, commercial and light industrial area, much of which is in reclaimed floodplain adjacent to the Trinity River. It is characterized visually by the large trees and vegetation in the river floodplain between the levees, and by the concrete and masonry buildings, and the concrete and steel highway and power transmission structures that predominate in the rest of the area.

**Unit 2 – Central Freight/Texas Stadium**

