



Video

Dallas, TX: A Virtual Advisory Services Panel

Date: September 11, 2020

00:00:10 --> 00:00:13: Thank you all for joining us this morning.
00:00:13 --> 00:00:14: My name is Lauren Callaghan.
00:00:14 --> 00:00:18: I'm a director with advisory services at the Urban Land
00:00:18 --> 00:00:19: Institute.
00:00:19 --> 00:00:22: I'd like to let you know that while chat has
00:00:22 --> 00:00:24: been disabled for today's presentation,
00:00:24 --> 00:00:28: the Q&A box is open and available throughout the
presentation.
00:00:28 --> 00:00:32: If you'd like to submit a question for the panelists
00:00:32 --> 00:00:35: and we will attempt to respond to those questions at
00:00:35 --> 00:00:37: the end of the presentation,
00:00:37 --> 00:00:40: feel free to add any questions at anytime.
00:00:40 --> 00:00:43: And anything that is. Not addressed at the end of
00:00:43 --> 00:00:48: the presentation will be provided to the sponsor afterwards.
00:00:48 --> 00:00:51: And so now I'd like it to turn it over
00:00:51 --> 00:00:52: to Council member,
00:00:52 --> 00:00:54: Narvaez to start us off.
00:00:57 --> 00:01:01: Good morning everyone. This is Councilmember Omar
Narvaez and I
00:01:01 --> 00:01:04: want to thank all of you for being here and
00:01:04 --> 00:01:07: welcome everybody to this discussion.
00:01:07 --> 00:01:10: I'm really excited about what's happening in the City of
00:01:10 --> 00:01:13: Dallas and with all of your help from the Urban
00:01:13 --> 00:01:14: Land Institute,
00:01:14 --> 00:01:18: an from our city staff and look really really look
00:01:18 --> 00:01:20: forward to what you all come up with that we
00:01:20 --> 00:01:24: can start to work on and how we implement things
00:01:24 --> 00:01:26: that are going on here in this area.
00:01:26 --> 00:01:29: I've represented this area for about 3 years now.
00:01:29 --> 00:01:32: And I've got to have the wonderful pleasure of having

00:01:32 --> 00:01:35: an interview with a few of you yesterday,
00:01:35 --> 00:01:37: which was a lot of fun and fantastic,
00:01:37 --> 00:01:39: and I just look forward to what you all come
00:01:40 --> 00:01:41: up with an hearing.
00:01:41 --> 00:01:42: The rest of this discussion.
00:01:42 --> 00:01:44: I am going to be bumping in and out,
00:01:44 --> 00:01:47: so please I'm just going to be listening from now
00:01:47 --> 00:01:50: on 'cause we are in the middle or we've just
00:01:50 --> 00:01:53: started a City Council meeting so I've got to go
00:01:53 --> 00:01:56: back to that and start paying more attention to it
00:01:56 --> 00:01:59: as well because we are we are voting on certain
00:01:59 --> 00:01:59: items today.
00:01:59 --> 00:02:01: And that are important, obviously and,
00:02:01 --> 00:02:04: but this is a very important discussion and just so
00:02:04 --> 00:02:06: excited that you all are here with us today.
00:02:06 --> 00:02:08: Thank you.
00:02:08 --> 00:02:11: Thank you so much. We appreciate that and we appreciate
00:02:11 --> 00:02:14: you joining us today and starting things off.
00:02:14 --> 00:02:17: So with that, we'll start our presentation again.
00:02:17 --> 00:02:18: My name is Lauren Callahan.
00:02:18 --> 00:02:22: I'm the director of advisory services with the Urban Land
00:02:22 --> 00:02:23: Institute.
00:02:23 --> 00:02:26: So the Urban Land Institute is a research and education
00:02:26 --> 00:02:28: organization of land use,
00:02:28 --> 00:02:33: development, and urban planning professionals with a
00:02:33 --> 00:02:35: 45,000 worldwide.
00:02:35 --> 00:02:39: The Institute conducts research shares industry best
00:02:39 --> 00:02:40: practices and convenes
00:02:43 --> 00:02:46: advisory services panels.
00:02:46 --> 00:02:50: Since 1947, the Advisory Services Program,
00:02:50 --> 00:02:54: which convenes those panels, has worked with communities
00:02:54 --> 00:02:55: around the
00:02:55 --> 00:02:59: country and the world on complex land use and development
00:02:59 --> 00:03:00: issues.
00:03:00 --> 00:03:03: The panel program depends on Julai members who
00:03:03 --> 00:03:07: volunteer their
00:03:07 --> 00:03:10: time,
00:03:10 --> 00:03:13: creativity and expertise to participate in.
00:03:13 --> 00:03:16: Historically five day in person panel engagements.
00:03:16 --> 00:03:19: The teams of panelists bring an outside POV to the

00:03:10 --> 00:03:11: sponsors community,
 00:03:11 --> 00:03:16: their expertise, and their creativity to help these communities
 move
 00:03:16 --> 00:03:20: forward in projects and initiatives that present a challenge.
 00:03:22 --> 00:03:27: The urban the ULI Urban Resilience Program leverages ULI
 and
 00:03:27 --> 00:03:28: its members.
 00:03:28 --> 00:03:32: Expertise in land use, real estate and climate resilience
 through
 00:03:32 --> 00:03:37: advisory services panels to assist communities nationwide.
 00:03:37 --> 00:03:41: Resilience focused panels provide land use and development
 strategies,
 00:03:41 --> 00:03:47: assess policy opportunities and craft strategies for
 implementation and funding
 00:03:47 --> 00:03:49: to address a range of climate risks,
 00:03:49 --> 00:03:52: including destructive storms, sea level rise,
 00:03:52 --> 00:03:54: heatwaves, flooding and drought.
 00:03:59 --> 00:04:02: The resilient land use cohort is building a platform of
 00:04:02 --> 00:04:03: advisory services,
 00:04:03 --> 00:04:08: technical assistance, and knowledge sharing between 8
 cities and there
 00:04:09 --> 00:04:10: you'll I district councils.
 00:04:10 --> 00:04:15: The project is generously supported by JP Morgan Morgan
 Chase
 00:04:15 --> 00:04:18: through a grant from the ULI Foundation.
 00:04:18 --> 00:04:22: The cohort will support cities to take direct take action
 00:04:22 --> 00:04:28: towards climate adaptation and resilience through technical
 assistance from the
 00:04:28 --> 00:04:30: ULI membership and peer to peer exchange.
 00:04:33 --> 00:04:37: In light of COVID-19, the advisory services program
 developed a
 00:04:37 --> 00:04:41: pivot to its traditional five day in person model to
 00:04:41 --> 00:04:46: provide a virtual version of their advisory services panels
 during
 00:04:46 --> 00:04:51: a virtual advisory services panel like the one that has
 00:04:51 --> 00:04:53: been convened for Dallas.
 00:04:53 --> 00:04:56: Panelists meet for 2 1/2 days.
 00:04:56 --> 00:04:59: They receive on the first day they receive a briefing
 00:04:59 --> 00:05:00: from the sponsor.
 00:05:00 --> 00:05:03: They have an opportunity to tour the site virtually and
 00:05:03 --> 00:05:07: they speak with stakeholders in confidential interviews to
 better understand
 00:05:08 --> 00:05:11: the situation on the ground and learn more about the

00:05:11 --> 00:05:14: land use challenge that has been presented.

00:05:14 --> 00:05:19: On the second day, they focus on deliberation and production

00:05:19 --> 00:05:21: of the deliverables for the panel,

00:05:21 --> 00:05:27: including a draft narrative as well as the presentation you're

00:05:27 --> 00:05:28: seeing today.

00:05:28 --> 00:05:32: On the third day, they present their findings and recommendations

00:05:32 --> 00:05:34: to the sponsor and the public.

00:05:36 --> 00:05:39: And with that, I'd like to dive right in and

00:05:39 --> 00:05:40: turn it over to Ladd.

00:05:40 --> 00:05:44: Keith, who is the chair of this virtual Advisory services

00:05:44 --> 00:05:44: panel.

00:05:44 --> 00:05:47: Great, thank you so much Lauren and good morning to

00:05:47 --> 00:05:49: everyone joining us today again,

00:05:49 --> 00:05:51: my name is Ladd Keith and I'm going to assistant

00:05:51 --> 00:05:54: professor in planning at the University of Arizona in Tucson

00:05:55 --> 00:05:58: and my research areas at the intersection between urban

00:05:58 --> 00:06:01: planning

00:05:58 --> 00:06:01: and climate change with a focus on solving complex urban

00:06:01 --> 00:06:05: challenges such as extreme heat for more sustainable and resilient

00:06:05 --> 00:06:05: cities.

00:06:05 --> 00:06:07: And I've been honored to serve as chair.

00:06:07 --> 00:06:11: This advisory service panel. I'd like to thank our sponsors.

00:06:11 --> 00:06:13: Both JP Morgan Chase and Company as well as the

00:06:13 --> 00:06:15: City of Dallas and also like to.

00:06:15 --> 00:06:17: Give a big thank you to the staff and members

00:06:18 --> 00:06:19: of the Urban Land Institute,

00:06:19 --> 00:06:23: Dallas Fort Worth chapter for helping to support this effort.

00:06:23 --> 00:06:24: As we've done this panel,

00:06:24 --> 00:06:27: it also like to thank all of the stakeholders part

00:06:27 --> 00:06:28: of our panel processes.

00:06:28 --> 00:06:32: Learn mentioned was to review in depth briefing materials and

00:06:32 --> 00:06:35: interview a variety of stakeholders representing the private,

00:06:35 --> 00:06:38: public and community and none of that would have been

00:06:38 --> 00:06:42: possible without the contributions of those named on this

00:06:38 --> 00:06:42: slide

00:06:42 --> 00:06:45: and many others that we weren't able to name.

00:06:45 --> 00:06:48: So thank you all. For your help with this panel

00:06:48 --> 00:06:52: and I was honored to be joined by several panelists

00:06:52 --> 00:06:56: selected for their subject matter expertise.
00:06:56 --> 00:07:01: With the objective to provide objective recommendations and take their
00:07:01 --> 00:07:05: outside experience to take a look at this site,
00:07:05 --> 00:07:09: all of the recommendations were volunteer and subjective,
00:07:09 --> 00:07:12: so I was joined by Jill Allen Dixon,
00:07:12 --> 00:07:15: who is an associate principle at Sasaki.
00:07:15 --> 00:07:20: Peggy Brimhall. Principle at Figurd Development, Chance??
Lundy co-founder of
00:07:20 --> 00:07:24: Nspiregreen and Riki Nishimura at associate principle at
Populous.
00:07:24 --> 00:07:27: So you'll hear from them later on in the presentation
00:07:28 --> 00:07:31: and then of course Lauren Callaghan would like to thank
00:07:31 --> 00:07:34: her for her help as director of Advisory Services and
00:07:34 --> 00:07:37: we were also joined by Augie Williams-Eynon who is a
00:07:37 --> 00:07:42: senior associate in sustainability with the Urban Land
Institute.
00:07:42 --> 00:07:43: So this was our study area.
00:07:43 --> 00:07:47: We looked at the Walnut Hill Denton Dart Station study
00:07:47 --> 00:07:47: area.
00:07:47 --> 00:07:51: And our panel is invited to provide recommendations for the
00:07:51 --> 00:07:56: land use infrastructure and social investments related to
climate resilience
00:07:56 --> 00:07:59: for the study area around the station,
00:07:59 --> 00:08:02: which is about 1/2 mile radius and the study area
00:08:02 --> 00:08:06: is located northwest of downtown Dallas to the East of
00:08:06 --> 00:08:09: I35 and roughly bisected by Walnut Hill Lane when Major
00:08:09 --> 00:08:13: region reason that this study area was selected by the
00:08:13 --> 00:08:16: sponsors is that this was one of the areas in
00:08:16 --> 00:08:19: Dallas impacted by the E F3 tornado that touched down
00:08:19 --> 00:08:22: on October 20th, 2019. And of course,
00:08:22 --> 00:08:24: the COVID-19 pandemic hampered.
00:08:24 --> 00:08:25: Some of those recovery efforts,
00:08:25 --> 00:08:29: so this is presented different hardships and challenges to
communities,
00:08:29 --> 00:08:32: but also an opportunity for us to really look at
00:08:32 --> 00:08:36: how to reinvest have increased the future resilience of this
00:08:36 --> 00:08:36: area.
00:08:36 --> 00:08:39: So as we dived into some of the briefing materials,
00:08:39 --> 00:08:41: the sponsors.
00:08:41 --> 00:08:44: Give us some specific questions to help guide our
recommendations.

00:08:44 --> 00:08:48: So the first question was what policy and regulatory adjustment

00:08:48 --> 00:08:51: should be considered to impact localized investments and broaden the

00:08:51 --> 00:08:55: types of small and minority and women owned business enterprises

00:08:55 --> 00:08:57: in the city area. We were also asked to look

00:08:57 --> 00:09:00: at what types of infrastructure investments would make multi modal

00:09:00 --> 00:09:04: transportation easier and work frequently chosen by the area's residents

00:09:04 --> 00:09:08: and workers. What types of design and infrastructure or needed

00:09:08 --> 00:09:11: to attract and sustain the growing population of mixed income

00:09:11 --> 00:09:14: residents and to ensure climate resilience,

00:09:14 --> 00:09:18: environmental justice, and finally what stakeholders and organizations need to

00:09:18 --> 00:09:21: be brought together to impact the physical environment,

00:09:21 --> 00:09:24: economic growth and quality of life for residents and workers.

00:09:24 --> 00:09:27: So those were the four questions that really framed our

00:09:27 --> 00:09:29: panel that we that we looked at.

00:09:29 --> 00:09:33: So in addition to the questions asked at the panel

00:09:33 --> 00:09:34: by the sponsor,

00:09:34 --> 00:09:38: there are several broader considerations that framed our discussions,

00:09:38 --> 00:09:42: and these included the content Ng challenges of extreme climate

00:09:42 --> 00:09:42: events,

00:09:42 --> 00:09:46: national political uncertainties, racial injustice and beyond.

00:09:46 --> 00:09:50: Going COVID-19 pandemic and its associated impact on communities and

00:09:50 --> 00:09:51: economy.

00:09:51 --> 00:09:54: So the concept of urban resilience or the ability to

00:09:54 --> 00:09:55: prepare and plan for,

00:09:55 --> 00:10:00: absorbed, recover from an more successfully adapt to adverse events.

00:10:00 --> 00:10:03: Was very useful as we studied this study area and

00:10:03 --> 00:10:05: had those broader environmental,

00:10:05 --> 00:10:07: economic and social disruptions in mind.

00:10:07 --> 00:10:10: Our overarching approach on this panel is to ensure that

00:10:10 --> 00:10:14: the efforts to enhance resilience not only reduced vulnerability but

00:10:15 --> 00:10:18: also strengthen the areas overall environmental

performance,
00:10:18 --> 00:10:21: economic opportunities and social equity.
00:10:21 --> 00:10:24: So four additional guiding principles that we kept in mind
00:10:24 --> 00:10:27: as we looked at the study area was to really
00:10:27 --> 00:10:31: foster equitable sustainable social networks in a strong sense
of
00:10:31 --> 00:10:34: place. We wanted to make sure we valued local perspectives
00:10:34 --> 00:10:37: and to enhance the existing character of the area.
00:10:37 --> 00:10:41: We also wanted to look at designing better physical
connections
00:10:41 --> 00:10:43: using variety of transportation modes and.
00:10:43 --> 00:10:46: Introduce a mix of development types and uses so with
00:10:47 --> 00:10:47: that in mind,
00:10:47 --> 00:10:51: our candles, fission of the study area includes an authentic
00:10:51 --> 00:10:54: sense of place and you'll hear about these more through
00:10:54 --> 00:10:55: the presentation.
00:10:55 --> 00:10:58: But we wanted to make sure that the area was
00:10:58 --> 00:11:02: enhanced and each of the distinct communities within it was
00:11:02 --> 00:11:03: really catalyzed.
00:11:03 --> 00:11:06: We also wanted to make sure this community was more
00:11:06 --> 00:11:07: safe and welcoming,
00:11:07 --> 00:11:11: and to address the safety issues through supportive
strategies and
00:11:11 --> 00:11:14: to provide a sense of community and an Ave for
00:11:14 --> 00:11:15: future transfer.
00:11:15 --> 00:11:17: Nation into a diverse community,
00:11:17 --> 00:11:20: we had a strong focus on connectivity and providing that
00:11:20 --> 00:11:22: connectivity through ecological place,
00:11:22 --> 00:11:24: making infrastructure and social enhancements.
00:11:24 --> 00:11:27: And then also I focus on green and resilience of
00:11:27 --> 00:11:29: development in the future.
00:11:29 --> 00:11:32: So leveraging existing green assets to provide a network of
00:11:32 --> 00:11:34: open spaces and parts.
00:11:34 --> 00:11:38: Another part of the vision was multiple living and
transportation
00:11:38 --> 00:11:41: options and to really enhance the mobility of those choices
00:11:41 --> 00:11:44: and both on mobility in the housing side and then
00:11:44 --> 00:11:46: finally the last part of our vision.
00:11:46 --> 00:11:49: But probably the most important is the time is now
00:11:49 --> 00:11:53: in to take advantage of both the unfortunate tragedy of
00:11:53 --> 00:11:53: the tornado,

00:11:53 --> 00:11:56: but then also the timing of the market to catalyze
00:11:56 --> 00:11:59: positive momentum for the study area.
00:11:59 --> 00:12:03: So that's gonna really provides an opportunity for us to
00:12:03 --> 00:12:07: rethink how to how to really enhance this place going
00:12:07 --> 00:12:07: forward.
00:12:07 --> 00:12:11: So again, my fellow panelists will provide more information
about
00:12:11 --> 00:12:12: our findings,
00:12:12 --> 00:12:15: recommendations and overall vision for the study area and
just
00:12:16 --> 00:12:19: another reminder that as you hear the panels presentation to
00:12:19 --> 00:12:22: go ahead and put your questions in the Q&A function
00:12:22 --> 00:12:25: and zoom, and with that I'll turn it over to
00:12:25 --> 00:12:25: Chance?? Lundy.
00:12:25 --> 00:12:29: Andy, who is going to discuss more about the challenges
00:12:29 --> 00:12:32: and opportunities that we found in the study area.
00:12:32 --> 00:12:33: Thank you. Thank you Ladd again.
00:12:33 --> 00:12:37: My name is Chance?? Lundy I'm the co-founder of
Nspiregreen.
00:12:37 --> 00:12:40: We're planning firm based in Washington DC and we focus
00:12:40 --> 00:12:41: on community planning,
00:12:41 --> 00:12:45: multimodal transportation planning and climate change and
resiliency planning.
00:12:45 --> 00:12:48: An fun fact I actually used to be an environmental
00:12:48 --> 00:12:50: engineer at Texas Instruments,
00:12:50 --> 00:12:53: so I am familiar with the Dallas Community and I'm
00:12:53 --> 00:12:56: going to talk about some of the possibilities in the
00:12:56 --> 00:12:56: area.
00:12:56 --> 00:13:00: We believe that communities are built around the people who
00:13:00 --> 00:13:00: live,
00:13:00 --> 00:13:03: work and play there. So I just want to give
00:13:03 --> 00:13:06: you a little bit of a community snapshot.
00:13:06 --> 00:13:07: Of course there are residents,
00:13:07 --> 00:13:11: business owners and workers. There is the parking
University and
00:13:11 --> 00:13:14: there are actually underserved groups in the area.
00:13:14 --> 00:13:15: On the area is 61%
00:13:15 --> 00:13:19: Hispanic. There are over 700 businesses in the area that
00:13:19 --> 00:13:21: create more than 4000 jobs.
00:13:21 --> 00:13:25: Parking University alone has 1700 students who frequent the
area
00:13:25 --> 00:13:27: with 300 faculty in terms of underserved.

00:13:27 --> 00:13:31: In the area there are people who are experiencing homelessness.

00:13:31 --> 00:13:33: People who are using drugs.

00:13:33 --> 00:13:36: People who are victims of sex trafficking and sex workers

00:13:36 --> 00:13:37: in the area,

00:13:37 --> 00:13:41: and tons of businesses. There is really strong warehouses manufacturing.

00:13:41 --> 00:13:44: Retail trade is sexually oriented businesses in the area.

00:13:44 --> 00:13:47: There are some others, but those were kind of some

00:13:47 --> 00:13:49: of the top ones in the area.

00:13:49 --> 00:13:52: Let's talk about some of the existing challenges in the

00:13:52 --> 00:13:53: study area,

00:13:53 --> 00:13:55: as we want to move forward and talk about the

00:13:55 --> 00:13:58: possibility we need to know some of the things that

00:13:58 --> 00:13:59: have happened.

00:13:59 --> 00:14:02: Of course there are climate related changes changes as we

00:14:02 --> 00:14:03: see extreme storm events,

00:14:03 --> 00:14:06: although there hasn't been catastrophic flooding yet,

00:14:06 --> 00:14:09: we know that that is a potential as this area

00:14:09 --> 00:14:11: is in 100 year floodplain and extreme heat,

00:14:11 --> 00:14:14: there's a lot of impervious surface in the area,

00:14:14 --> 00:14:17: so there's an opportunity to kind of mitigate some of

00:14:17 --> 00:14:19: that through a plan in terms of safety issues that

00:14:19 --> 00:14:20: have been.

00:14:20 --> 00:14:23: 8 sexual assault on from the period of November 2019

00:14:23 --> 00:14:24: through June 20,

00:14:24 --> 00:14:26: 2100, and 29 business burglaries.

00:14:26 --> 00:14:28: 83 burglaries of motor vehicles,

00:14:28 --> 00:14:32: 104 unauthorized use of motor vehicles and 36 aggravated assaults

00:14:32 --> 00:14:35: and all this came from the Dallas Police Department in

00:14:35 --> 00:14:38: terms of illicit activities happening in the area,

00:14:38 --> 00:14:41: there's human trafficking, their sex work,

00:14:41 --> 00:14:44: their articles out there about this in the Dallas Morning

00:14:44 --> 00:14:45: News.

00:14:45 --> 00:14:49: Of course, there are people experiencing homelessness who are neither

00:14:49 --> 00:14:51: so who are in need of social services.

00:14:51 --> 00:14:53: And there's a lack of community amenities,

00:14:53 --> 00:14:56: such as grocery stores and green spaces that some of

00:14:56 --> 00:15:00: the things that we heard from community members as we

00:15:00 --> 00:15:02: talked to them in our interviews.
00:15:02 --> 00:15:04: But there is promise and possibility,
00:15:04 --> 00:15:07: and I think there's an opportunity for us to really
00:15:07 --> 00:15:09: build on the strength of the area.
00:15:09 --> 00:15:12: There is cultural diversity in the area and we should
00:15:12 --> 00:15:13: celebrate that cultural diversity.
00:15:13 --> 00:15:17: There's Hispanic, Latin X in Korean businesses in the area.
00:15:17 --> 00:15:20: There is a strong stability of neighborhoods to the East.
00:15:20 --> 00:15:22: It is an employment center,
00:15:22 --> 00:15:23: as I talked about before,
00:15:23 --> 00:15:27: they're over 4000 jobs. Parker University on the strong
anchor.
00:15:27 --> 00:15:31: There's warehouses and manufactory. There's
entrepreneurial businesses,
00:15:31 --> 00:15:33: UPS. Is there an? There's really.
00:15:33 --> 00:15:37: Growing momentum from the surrounding area.
00:15:37 --> 00:15:40: So let's talk a little bit more about Accessibility.
00:15:40 --> 00:15:42: So in terms of Accessibility,
00:15:42 --> 00:15:44: this area is in a central location,
00:15:44 --> 00:15:46: is easily easily accessible to downtown.
00:15:46 --> 00:15:48: You can also get to highways at 35 E.
00:15:48 --> 00:15:52: Another major arterials, you have the Walnut Hill Denton
Dark
00:15:52 --> 00:15:52: Station,
00:15:52 --> 00:15:56: an somewhere that's a dark station like that you can
00:15:56 --> 00:15:57: get to downtown easily.
00:15:57 --> 00:16:00: People can leave their cars and you can also bring
00:16:00 --> 00:16:03: people into the community because of that dark station on
00:16:03 --> 00:16:05: their trail connections.
00:16:05 --> 00:16:08: Even though there's opportunity to extend those trails.
00:16:08 --> 00:16:12: There are trail connections. Proximities to Dallas Love Field
in
00:16:12 --> 00:16:12: Dallas,
00:16:12 --> 00:16:15: Fort Worth. All of those are really good.
00:16:15 --> 00:16:18: Things are happening in the community or strong tenants of
00:16:18 --> 00:16:19: this community.
00:16:19 --> 00:16:22: And times of planning efforts that are already sitting.
00:16:22 --> 00:16:25: Why there is the the CCAP which is the climate
00:16:25 --> 00:16:28: action plan on connect Dallas which is the transportation
plan.
00:16:28 --> 00:16:32: And then there is the complete streets Design manual which
00:16:32 --> 00:16:34: talks about having more green streets.

00:16:34 --> 00:16:37: And then there's the Fort Dallas update that's happening.
00:16:37 --> 00:16:40: And also there's a newly formed I think as of
00:16:40 --> 00:16:40: August 2019.
00:16:40 --> 00:16:43: The Northwest Dallas Business Association,
00:16:43 --> 00:16:48: which is bringing businesses together to really advocate for the
00:16:48 --> 00:16:49: community.
00:16:49 --> 00:16:52: There's an opportunity to really create a sense of place
00:16:52 --> 00:16:55: so that people don't feel as though they have to
00:16:55 --> 00:16:58: leave or really creating an opportunity for people to gather
00:16:58 --> 00:17:00: in their community. So really,
00:17:00 --> 00:17:04: establishing a community identity through creating the
Community gateway so
00:17:04 --> 00:17:06: that you know where you are,
00:17:06 --> 00:17:09: branding of the Community, using Community art or murals to
00:17:09 --> 00:17:12: really give this place more of an identity,
00:17:12 --> 00:17:14: really enhancing the open space in the area,
00:17:14 --> 00:17:18: we heard about MoneyGram soccer field in the amount of
00:17:18 --> 00:17:20: people that come here to go to the.
00:17:20 --> 00:17:23: That soccer field, and that's an opportunity to bring more
00:17:23 --> 00:17:26: people in the community is to have them support businesses
00:17:26 --> 00:17:29: in the community in North Haven Trail,
00:17:29 --> 00:17:31: extending that Joe's Creek West Fort,
00:17:31 --> 00:17:34: either some of the areas that we heard about repurposing
00:17:34 --> 00:17:35: warehouse space,
00:17:35 --> 00:17:39: there's an opportunity to use vacant warehouse space for
something
00:17:39 --> 00:17:43: else that brings brings economic vitality to the Community
parking
00:17:43 --> 00:17:44: University.
00:17:44 --> 00:17:47: There's an opportunity for them to grow and expand on
00:17:47 --> 00:17:48: their campus,
00:17:48 --> 00:17:50: really making the dark station of focal point.
00:17:50 --> 00:17:53: Making that transit center a hub for the community to
00:17:53 --> 00:17:55: bring people into the community.
00:17:55 --> 00:17:57: Also creating more community back.
00:17:57 --> 00:18:00: Gathering spaces. People talked about that.
00:18:00 --> 00:18:03: Yes, we are experiencing COVID-19 and a pandemic.
00:18:03 --> 00:18:05: A lot of people have to leave the community to
00:18:05 --> 00:18:07: go buy recreational spaces,

00:18:07 --> 00:18:10: so enhancing the recreational amenities in the community to do

00:18:10 --> 00:18:12: things with their family.

00:18:12 --> 00:18:16: Perhaps initializing reformism community garden so people can actually grow

00:18:16 --> 00:18:17: their own food.

00:18:17 --> 00:18:20: I'm having more development around the transit station.

00:18:20 --> 00:18:24: And really, looking at multimodal connectivity,

00:18:24 --> 00:18:25: so whether you bike, walk,

00:18:25 --> 00:18:30: scoot, however you get around I'm you feel safe doing

00:18:30 --> 00:18:32: so in this community.

00:18:32 --> 00:18:34: The area is in need of some rapid relief.

00:18:34 --> 00:18:37: Some of the things that we've heard from individuals is

00:18:37 --> 00:18:37: that right now,

00:18:37 --> 00:18:39: you know it doesn't feel safe.

00:18:39 --> 00:18:41: There isn't a lot of lighting.

00:18:41 --> 00:18:42: You'll hear more about that,

00:18:42 --> 00:18:44: and some of my colleagues talk,

00:18:44 --> 00:18:47: but even the the Dallas Police Department noted code enforcement

00:18:47 --> 00:18:50: compliance when I look through some of their reports that

00:18:50 --> 00:18:53: there are buildings that have not been torn down after

00:18:53 --> 00:18:55: the tornado that were damaged.

00:18:55 --> 00:18:58: There are areas around that are just not in compliance

00:18:58 --> 00:18:59: and not up to code.

00:18:59 --> 00:19:02: That's that's something rapid that can happen that the city.

00:19:02 --> 00:19:04: Can assist with is is bringing this area up to

00:19:04 --> 00:19:08: code dispatching social service providers to the area from a

00:19:08 --> 00:19:11: short term perspective to help people who are victims of

00:19:11 --> 00:19:13: sex trafficking to help for homeless.

00:19:13 --> 00:19:16: So it's a received services and then really planning a

00:19:16 --> 00:19:17: long term.

00:19:17 --> 00:19:19: How you want to address these issues.

00:19:19 --> 00:19:22: We know that this area is why homelessness is pervasive

00:19:22 --> 00:19:23: throughout the United States,

00:19:23 --> 00:19:26: and I'm sure across Dallas this area seems to be

00:19:26 --> 00:19:29: heavily impacted by the homelessness crisis and we want to

00:19:29 --> 00:19:32: make sure that we're addressing those issues.

00:19:32 --> 00:19:34: Perhaps on to help with the food issue and we

00:19:34 --> 00:19:37: know it may not be possible right now during a

00:19:37 --> 00:19:37: pandemic,

00:19:37 --> 00:19:40: we're having a pop up farmers market at the DART
00:19:40 --> 00:19:42: station so that people can bring their goods,
00:19:42 --> 00:19:44: and even if there's art artists that want to sell
00:19:45 --> 00:19:47: things and actually instituting some way,
00:19:47 --> 00:19:49: finding one of the things that we heard is that
00:19:49 --> 00:19:51: you know when you come up in Northaven Trail.
00:19:51 --> 00:19:55: People don't know where to go so instituting some
wayfinding
00:19:55 --> 00:19:58: in communities to help people really navigate how to get
00:19:58 --> 00:19:59: around.
00:19:59 --> 00:20:00: In terms of business opportunities,
00:20:00 --> 00:20:04: there is an opportunity to really understand Community
preferences for
00:20:04 --> 00:20:07: the types of businesses that they want to see within
00:20:07 --> 00:20:08: the Community.
00:20:08 --> 00:20:11: So really serving the community and again that community to
00:20:11 --> 00:20:12: me is people who live,
00:20:12 --> 00:20:14: work and play in the area.
00:20:14 --> 00:20:17: What types of businesses would be best beneficial for them?
00:20:17 --> 00:20:21: Really providing awareness if there are existing business
incentives through
00:20:21 --> 00:20:26: Economic Development Corporation or any community
development financial institutions for
00:20:26 --> 00:20:27: relocating to the study area,
00:20:27 --> 00:20:30: providing awareness of that two business.
00:20:30 --> 00:20:32: Owners in the city of Dallas so that they will
00:20:32 --> 00:20:34: make this their location of choice.
00:20:34 --> 00:20:38: Using vacant warehouses again as an opportunity for
business incubators,
00:20:38 --> 00:20:41: offices or perhaps commercial kitchens for people who have
food
00:20:41 --> 00:20:42: trucks or restaurants.
00:20:42 --> 00:20:45: There are a lot of benchmarks around the US where
00:20:45 --> 00:20:46: people have done this,
00:20:46 --> 00:20:49: so it's an opportunity for the city to look at
00:20:49 --> 00:20:50: something like this.
00:20:50 --> 00:20:54: And really, partnering with the Northwest Dallas Business
Association again,
00:20:54 --> 00:20:56: these are business owners who are already in the area
00:20:57 --> 00:20:59: who are striving and want to see this area thrive.
00:20:59 --> 00:21:02: So really. Partnering with them in and using them,
00:21:02 --> 00:21:06: as in leveraging them, leveraging them as an opportunity to

00:21:06 --> 00:21:09: bring the vitality that we need to this community.
00:21:09 --> 00:21:11: Thank you and with that I'll turn it over to
00:21:11 --> 00:21:12: my colleague,
00:21:12 --> 00:21:14: Jill Dixon.
00:21:14 --> 00:21:16: Thank you Chance?? and good morning everyone.
00:21:16 --> 00:21:19: I'm Jill Dixon. I'm in associate principle on a planner
00:21:19 --> 00:21:20: with Sasaki.
00:21:20 --> 00:21:23: My work focuses on resilience on community engagement as
well
00:21:23 --> 00:21:27: as parking landscape planning to really help communities be
greener,
00:21:27 --> 00:21:30: to be healthier and be better prepared to adapt positively
00:21:30 --> 00:21:32: to changes around them.
00:21:32 --> 00:21:34: So this morning I'll be sharing with y'all in tandem
00:21:34 --> 00:21:35: with Ricky.
00:21:35 --> 00:21:38: Some of the opportunities here in this district really related
00:21:39 --> 00:21:41: to land use to urban design and infrastructure.
00:21:41 --> 00:21:42: So what we'll talk to you?
00:21:42 --> 00:21:45: 7 design drivers. These are really opportunities that the area
00:21:45 --> 00:21:48: could see really building on some of the economic and
00:21:48 --> 00:21:50: social opportunities that Shansei mentioned.
00:21:50 --> 00:21:52: So we'll start by talking through really starting with the
00:21:52 --> 00:21:53: vision,
00:21:53 --> 00:21:55: thinking about how that really weaves through the district in
00:21:56 --> 00:21:58: terms of resilience in terms of connectivity,
00:21:58 --> 00:22:01: infrastructure, and future development.
00:22:01 --> 00:22:02: To start to build on Tron,
00:22:02 --> 00:22:05: says recommendations related to really centering the future
of this
00:22:06 --> 00:22:08: place on the full range of of residents of workers
00:22:08 --> 00:22:10: of everyone that really lives,
00:22:10 --> 00:22:11: works and plays in the district.
00:22:11 --> 00:22:14: We think there is a chance to bring together the
00:22:14 --> 00:22:17: community really broadly to really think about a vision for
00:22:17 --> 00:22:17: the area.
00:22:17 --> 00:22:20: This will really be used to help establish its identity
00:22:20 --> 00:22:23: as it goes forward to really build a brand for
00:22:23 --> 00:22:25: the district that makes it distinct that sets it apart
00:22:25 --> 00:22:28: in a really positive way and really helps from an
00:22:28 --> 00:22:32: economic perspective to really center what it could be into
00:22:32 --> 00:22:33: the future.

00:22:33 --> 00:22:35: We think there should be a very inclusive process.

00:22:35 --> 00:22:38: It's really a chance for the neighborhood to come together

00:22:38 --> 00:22:41: and really articulate what that character could be that it

00:22:41 --> 00:22:43: wants to see as it moves forward.

00:22:43 --> 00:22:46: Really building on what's there really taking advantage of the

00:22:46 --> 00:22:49: some of the existing character of it in a positive

00:22:49 --> 00:22:52: way and really looking at ways to enhance and build

00:22:52 --> 00:22:54: upon that through study. Wide area enhancements.

00:22:54 --> 00:22:58: So really thinking about better lighting opportunities for public art

00:22:58 --> 00:23:01: and gateways and things of that nature to really help,

00:23:01 --> 00:23:04: just set it apart. Help people know when they're there

00:23:04 --> 00:23:06: and to give it that distinctive feel.

00:23:06 --> 00:23:10: We think through this process there's also an opportunity to

00:23:10 --> 00:23:12: really think about a name for this area.

00:23:12 --> 00:23:16: Something that could rebrand the current long Walnut Hill didn't

00:23:16 --> 00:23:16: dart,

00:23:16 --> 00:23:20: stop something that would give it something that that speaks

00:23:20 --> 00:23:23: more to the character and the identity of the place.

00:23:23 --> 00:23:25: And as part of this vision plan process,

00:23:25 --> 00:23:28: there could also be an opportunity to think long-term about

00:23:28 --> 00:23:32: how operational and financial tools might help support working together

00:23:32 --> 00:23:33: towards this common vision.

00:23:33 --> 00:23:36: One of the things we noticed in looking at the

00:23:36 --> 00:23:39: study area was that the current zoning across the area

00:23:39 --> 00:23:40: is really a combination.

00:23:40 --> 00:23:43: For the most part of different types of industrial zoning.

00:23:43 --> 00:23:47: So while that's very conducive to the warehousing and manufacturing

00:23:47 --> 00:23:50: and some of the office spaces that are in the

00:23:50 --> 00:23:50: district,

00:23:50 --> 00:23:53: it's not quite as conducive to some of these new

00:23:53 --> 00:23:56: uses like residential and other types of restaurants and things

00:23:56 --> 00:23:59: that we've been hearing through our focus groups that could

00:23:59 --> 00:24:02: really be common and further enhance the the area.

00:24:02 --> 00:24:05: So we think there's an opportunity over the near and.

00:24:05 --> 00:24:08: On mid term to really think about zoning changes that

00:24:08 --> 00:24:12: might be appropriate to better support the vision of this

00:24:12 --> 00:24:12: area.

00:24:12 --> 00:24:16: One of the other areas we've heard about through conversations,

00:24:16 --> 00:24:19: for example, is the design district in that area has

00:24:19 --> 00:24:19: its zoning.

00:24:19 --> 00:24:21: It's all a PD zone or plan development,

00:24:21 --> 00:24:24: and that's a zoning type that would give the greatest

00:24:24 --> 00:24:28: flexibility when it comes to what this district could have

00:24:28 --> 00:24:28: as well.

00:24:28 --> 00:24:32: But I really interesting fine grained use that's really combining

00:24:32 --> 00:24:34: some of these these best of new types of businesses

00:24:35 --> 00:24:38: with residential with light industrial and manufacturing in new ways.

00:24:38 --> 00:24:41: So I think there's ways to really add flexibility here

00:24:41 --> 00:24:43: and make sure that.

00:24:43 --> 00:24:46: The underlying zoning is really helping support the vision and

00:24:46 --> 00:24:48: helping enable new businesses and new uses to come in.

00:24:48 --> 00:24:52: That's best consistent with that vision.

00:24:52 --> 00:24:55: This vision plan could really then be the launch point

00:24:55 --> 00:24:58: for additional follow up planning that could help further define

00:24:58 --> 00:24:59: things like branding,

00:24:59 --> 00:25:02: signage, wayfinding as well as thinking about public art in

00:25:02 --> 00:25:04: a really deep way across the district.

00:25:04 --> 00:25:07: So the second strategy here is really focused on resilience

00:25:07 --> 00:25:08: in many different ways.

00:25:08 --> 00:25:10: So we really see the tornado.

00:25:10 --> 00:25:13: An covid is really opportunities to launch into a more

00:25:13 --> 00:25:16: resilient community and this is really thinking about the many

00:25:16 --> 00:25:19: different layers of resilience at multiple scales.

00:25:19 --> 00:25:21: So relate thinking about dealing in new ways with the.

00:25:21 --> 00:25:27: The increasing hot weather, increasing frequency of storms

00:25:27 --> 00:25:28: and increasing

00:25:27 --> 00:25:28: risk of flooding.

00:25:28 --> 00:25:31: So we see these different layers really starting at the

00:25:31 --> 00:25:33: business at the building level,

00:25:33 --> 00:25:36: really thinking about more resilient buildings that are more

00:25:36 --> 00:25:39: resilient

00:25:36 --> 00:25:39: to future hazards that have lighter environmental footprints.

00:25:39 --> 00:25:43: Helping save money through energy efficiency and also

00:25:43 --> 00:25:47: contributing to

00:25:43 --> 00:25:47: the broader community goals and support of the climate

00:25:47 --> 00:25:48: action

00:25:47 --> 00:25:48: plan.

00:25:48 --> 00:25:51: Particular types of businesses and buildings that could really play

00:25:51 --> 00:25:53: a role or what we're calling Brazilians hubs.

00:25:53 --> 00:25:56: We heard this idea through one of our focus groups,

00:25:56 --> 00:25:58: but it's really an opportunity to think about places where

00:25:59 --> 00:26:01: the community can come together in the event of storms.

00:26:01 --> 00:26:03: Or you know, to find a cool place out of

00:26:03 --> 00:26:05: the heat during hot weather.

00:26:05 --> 00:26:08: It's a place that has infrastructure like backup power that

00:26:08 --> 00:26:10: could really help support that we know there the library

00:26:10 --> 00:26:13: today and in the past is function in this way,

00:26:13 --> 00:26:16: but we think as the community grows and new businesses

00:26:16 --> 00:26:19: come in there might be needs to think about additional

00:26:19 --> 00:26:22: resilience hubs distributed throughout the district.

00:26:22 --> 00:26:25: And then the third layer of this strategy is really

00:26:25 --> 00:26:27: focused on resilient businesses,

00:26:27 --> 00:26:29: and this is really on the operational side.

00:26:29 --> 00:26:33: But small businesses in particular can face challenges when rebounding

00:26:33 --> 00:26:34: from natural disasters.

00:26:34 --> 00:26:37: So it's really important to really come together and help

00:26:37 --> 00:26:41: think about some tools that could better support operational resilience,

00:26:41 --> 00:26:46: like continuing of operations plans and other planning strategies.

00:26:46 --> 00:26:49: The fourth layer is really thinking about the opportunities to

00:26:49 --> 00:26:51: further green the district through the urban forest.

00:26:51 --> 00:26:54: More trees and what we're calling cool corridors,

00:26:54 --> 00:26:57: but stretches of trees that could really reach throughout the

00:26:57 --> 00:27:00: district and help further provide relief to that urban heat

00:27:00 --> 00:27:01: island in hot weather.

00:27:01 --> 00:27:04: And then the fifth layer is resilient infrastructure.

00:27:04 --> 00:27:06: I'll go into this more in a minute.

00:27:06 --> 00:27:09: And so the third strategy is really all about connections.

00:27:09 --> 00:27:12: We've heard a lot of the existing amenities that this

00:27:12 --> 00:27:14: district enjoys today from the North Haven Trail to the

00:27:14 --> 00:27:17: soccer fields and the proximity to other environmental resources in

00:27:17 --> 00:27:21: the area. Building on the Dallas Trails Master Plan,

00:27:21 --> 00:27:24: there's really an opportunity through trail connections to connect these

00:27:24 --> 00:27:25: resources.

00:27:25 --> 00:27:26: This area as a whole,
00:27:26 --> 00:27:29: lacks some of the open space amenities that other parts
00:27:29 --> 00:27:29: of Dallas has.
00:27:29 --> 00:27:31: The trust for. Public land,
00:27:31 --> 00:27:33: for example, has identified this as a really high need
00:27:33 --> 00:27:36: area when it comes to new Parks and Recreation,
00:27:36 --> 00:27:38: and so we think that through trail connections this could
00:27:38 --> 00:27:41: really help better connect existing businesses,
00:27:41 --> 00:27:45: existing workers and existing neighborhoods to some of
those resources
00:27:45 --> 00:27:46: that already exist in the area.
00:27:46 --> 00:27:49: And two key opportunities here or first really thinking about
00:27:49 --> 00:27:51: complete and green streets.
00:27:51 --> 00:27:53: Thinking about reimagining Walnut Hill Lane,
00:27:53 --> 00:27:56: really thinking about more trees that would help provide
cooling
00:27:56 --> 00:27:59: and really making sure it's safe and comfortable for bike
00:27:59 --> 00:28:03: bicyclist for pedestrians as people are moving throughout the
study
00:28:03 --> 00:28:04: area.
00:28:04 --> 00:28:07: And the second opportunity here is really to imagine what
00:28:08 --> 00:28:11: today is the utility drainage easement into a more multimodal
00:28:11 --> 00:28:12: trail connection.
00:28:12 --> 00:28:15: So you can imagine a new trail going along.
00:28:15 --> 00:28:19: And perhaps there's opportunities for environmental
strategies as well.
00:28:19 --> 00:28:23: That might help. It really feel more like the West
00:28:23 --> 00:28:26: Fork of Joes Creek instead of a concrete.
00:28:26 --> 00:28:28: Drainage utility that's running through the district.
00:28:28 --> 00:28:31: Obviously this would need to be very much balanced with
00:28:31 --> 00:28:34: flood mitigation and really making sure that that Channel can
00:28:34 --> 00:28:37: continue to serve the important role it does to protect
00:28:37 --> 00:28:39: the district.
00:28:39 --> 00:28:42: So the next strategy is really green infrastructure,
00:28:42 --> 00:28:43: as you heard from John,
00:28:43 --> 00:28:45: say this area today is one of the biggest heat
00:28:45 --> 00:28:46: islands in Dallas,
00:28:46 --> 00:28:49: and there's really a lot of impervious surface from from
00:28:49 --> 00:28:50: buildings to parking to roads.
00:28:50 --> 00:28:53: There's not a lot of green space in the district,
00:28:53 --> 00:28:56: and so we really see that there's an opportunity across

00:28:56 --> 00:28:59: the district to really think about green infrastructure strategies.

00:28:59 --> 00:29:01: This really helps reduce surface water runoff,

00:29:01 --> 00:29:03: which in turn helps keep water clean.

00:29:03 --> 00:29:06: And it also helps decrease the urban heat island effect,

00:29:06 --> 00:29:09: so keeping it more cool and comfortable for everyone.

00:29:09 --> 00:29:11: That's here.

00:29:11 --> 00:29:14: And this strategy can have many different layers dealing with

00:29:14 --> 00:29:15: many different partners.

00:29:15 --> 00:29:18: So the city of Dallas to really thinking about opportunities

00:29:18 --> 00:29:21: for homeowners and businesses to also think about adopting some

00:29:21 --> 00:29:22: of these strategies.

00:29:22 --> 00:29:24: The The real benefit there is that by having more

00:29:24 --> 00:29:26: green space on a property or more pervious surface,

00:29:26 --> 00:29:29: that can help reduce those drainage and utility fees that

00:29:29 --> 00:29:32: are really based on that percentage of impervious surface.

00:29:32 --> 00:29:34: So we think this could be a chance to help

00:29:34 --> 00:29:37: clean water to help keep the district cool and also

00:29:37 --> 00:29:39: to help save money at the same time.

00:29:39 --> 00:29:41: And with that, I'll hand it off to Ricky to

00:29:42 --> 00:29:44: talk through the remaining design drivers.

00:29:44 --> 00:29:48: Great thank you Jill. Good morning everyone I'm Riki Nishimura.

00:29:48 --> 00:29:50: I may associate principle at populists,

00:29:50 --> 00:29:55: a global architectural design firm specializing in creating environments and

00:29:55 --> 00:29:57: venues that draw communities of people together.

00:29:57 --> 00:30:01: And when architecting designers specializing in smart cities,

00:30:01 --> 00:30:06: mobility futures, repairing cities and future proofing cities through urban

00:30:07 --> 00:30:07: strategies.

00:30:07 --> 00:30:11: So the next strategy to consider is creating resilient communities

00:30:11 --> 00:30:16: with different scales and distinct characters within the study area.

00:30:16 --> 00:30:19: Now through design strategies we can help support the creation

00:30:19 --> 00:30:23: of distinct sub neighborhoods and communities know these structure.

00:30:23 --> 00:30:27: These clusters are programmed uses around shared open spaces,

00:30:27 --> 00:30:30: work with each other to reinforce community and support.

00:30:30 --> 00:30:32: A broader dialogue connecting people,
00:30:32 --> 00:30:36: common interests and elevating the human experience.
00:30:36 --> 00:30:39: So whether it's a residential mixed use or an office
00:30:39 --> 00:30:41: cluster or light industrial warehouse cluster,
00:30:41 --> 00:30:45: there is an opportunity to craft an environment that has
00:30:45 --> 00:30:48: a sense of culture and character.
00:30:48 --> 00:30:51: Now the developments must be developed in harmony with
the
00:30:51 --> 00:30:53: site's natural systems,
00:30:53 --> 00:30:55: resulting in a more innovative,
00:30:55 --> 00:30:58: more efficient, and much more sustainable community.
00:30:58 --> 00:31:02: People often seek authentic places and an area that offers
00:31:03 --> 00:31:07: communities that reflect the local culture and context will also
00:31:07 --> 00:31:09: help enhance the experience.
00:31:09 --> 00:31:12: So I think you know the areas to consider initially.
00:31:12 --> 00:31:16: Are you know the residential areas along the Brockbank drive
00:31:16 --> 00:31:18: the warehouses long shady trail,
00:31:18 --> 00:31:20: and on the encore utility zone.
00:31:20 --> 00:31:24: Um, maybe where the North North Haven trail terminates.
00:31:24 --> 00:31:28: But it's also not just areas that have been affected
00:31:28 --> 00:31:29: by the tornado,
00:31:29 --> 00:31:32: and you know, so that we can include places like
00:31:32 --> 00:31:34: the Walnut Hill,
00:31:34 --> 00:31:39: Denton, Dark Area, underutilized parcels and parking as well
as
00:31:39 --> 00:31:42: public realm and streetscape improvements.
00:31:42 --> 00:31:46: So a connected community is a future live work learning
00:31:46 --> 00:31:52: play neighborhood that highlights the authentic character of
this warehouse
00:31:52 --> 00:31:53: district like area.
00:31:53 --> 00:31:57: And it is connected by ecological and place making business
00:31:57 --> 00:32:01: and jobs social and living an mobility strategies and by
00:32:01 --> 00:32:04: rethinking and evaluate you typology is a live work.
00:32:04 --> 00:32:09: Learn, play now. The development can provide owners
opportunities for
00:32:09 --> 00:32:14: 24/7 connected walkable neighborhood or developed
becomes the engine for
00:32:15 --> 00:32:16: all kinds of prosperity.
00:32:16 --> 00:32:20: Great development mixes which include the small minority
and women
00:32:20 --> 00:32:21: owned businesses.
00:32:21 --> 00:32:25: Embrace the economic and commercial forces of its

surroundings and

00:32:25 --> 00:32:29: a successful project that only creates and enhances the value

00:32:29 --> 00:32:31: of the development itself,

00:32:31 --> 00:32:35: but also establishes a foundation for sustainable prosperity for local

00:32:35 --> 00:32:37: jobs and the larger neighborhood.

00:32:39 --> 00:32:43: So whether it's adapted, reuse or new mixed use project

00:32:43 --> 00:32:48: in underserved neighborhoods can provide a spur and transfer the

00:32:49 --> 00:32:51: surrounding real estate developer.

00:32:51 --> 00:32:54: The right catalytic projects with the right mix,

00:32:54 --> 00:32:58: combination and hierarchy of buildings to open space are critical

00:32:58 --> 00:33:01: in creating a memorable sense of place which transforms the

00:33:01 --> 00:33:04: urban environment into a livable destination.

00:33:04 --> 00:33:07: Now these projects promote successful gathering spaces,

00:33:07 --> 00:33:11: both indoor and outdoor. They encourage interaction and collaboration,

00:33:11 --> 00:33:14: stimulate participation, and provide a focal point or heart of

00:33:14 --> 00:33:15: a neighborhood.

00:33:15 --> 00:33:18: Now these spaces bring special value when they're designed as

00:33:18 --> 00:33:21: a center stage on which the rest of the neighborhood

00:33:22 --> 00:33:22: unfolds.

00:33:22 --> 00:33:25: Therefore, a future development opportunity project,

00:33:25 --> 00:33:28: such as a transit oriented development teody mixed use,

00:33:28 --> 00:33:32: Walnut Hill Denton Dart station can be a catalyst for

00:33:32 --> 00:33:35: a vibrant community hub with mixed income residents,

00:33:35 --> 00:33:39: local small businesses, grocery and provide the momentum for redevelopment

00:33:39 --> 00:33:42: of the surrounding study area land so you know,

00:33:42 --> 00:33:45: an immediate collaborative effort may be working on a new

00:33:45 --> 00:33:48: identity and branding of the study area,

00:33:48 --> 00:33:52: starting with the renaming of the Walnut Hill Denton Dart

00:33:52 --> 00:33:52: Station.

00:33:52 --> 00:33:55: From a location based to a more kind of site

00:33:55 --> 00:33:59: District character name that can help support and accelerate character

00:33:59 --> 00:34:01: driven neighborhoods and connected communities.

00:34:01 --> 00:34:03: But for cities to flourish me,

00:34:03 --> 00:34:09: to encourage the inclusive developments that bring people

together through
00:34:09 --> 00:34:10: interaction.
00:34:10 --> 00:34:14: So all these urban design drivers that we've discussed so
00:34:14 --> 00:34:18: far will help guide a road map for future development
00:34:18 --> 00:34:19: framework opportunities.
00:34:19 --> 00:34:24: A successful masterplan framework begins and continues
with the vision
00:34:24 --> 00:34:28: and his vision becomes a spark that excites communities
existing
00:34:28 --> 00:34:29: owners,
00:34:29 --> 00:34:33: knew owners, city agencies and collaborators to continue on
and
00:34:34 --> 00:34:37: endeavour to fulfill its implementation.
00:34:37 --> 00:34:40: A successful collective vision will be the framework and
backbone
00:34:41 --> 00:34:42: that will endure for generations.
00:34:42 --> 00:34:46: Be timeless and grow socially and economically with the
community,
00:34:46 --> 00:34:49: city, and the environment.
00:34:49 --> 00:34:51: Now I'm going to pass it on to Peggy,
00:34:51 --> 00:34:55: who will discuss implementation and financial aspects from a
developer
00:34:55 --> 00:34:55: perspective.
00:34:57 --> 00:35:02: Thank you Riki. Hi, I'm Peggy Brimhall,
00:35:02 --> 00:35:06: owner of Figure Development and urban infill real estate
company
00:35:06 --> 00:35:08: based in San Antonio,
00:35:08 --> 00:35:12: TX. Just down the highway from y'all.
00:35:12 --> 00:35:16: We focus on mid scale projects that are accessible to
00:35:16 --> 00:35:18: residents who want a healthy,
00:35:18 --> 00:35:21: an urban way of life.
00:35:21 --> 00:35:24: Resilience. Resilience has a lot to do with timing.
00:35:24 --> 00:35:30: How long before we recover and reposition ourselves from
disaster?
00:35:30 --> 00:35:33: In terms of land, what we have here is a
00:35:33 --> 00:35:34: variety of lots,
00:35:34 --> 00:35:38: both large and small. There are many different ways to
00:35:38 --> 00:35:41: assemble these locks to help us be resilient.
00:35:41 --> 00:35:45: First, the large lots. These are the ones that should
00:35:46 --> 00:35:49: enact a grand vision and lead the way for our
00:35:49 --> 00:35:51: economic development purposes,
00:35:51 --> 00:35:56: much like those that were set out by both Ricky

00:35:56 --> 00:35:58: and Jill as well as shansei.

00:35:58 --> 00:36:01: Currently the zoning here is not conducive to the type

00:36:01 --> 00:36:05: of development or the redevelopment that is desired by the

00:36:05 --> 00:36:06: community.

00:36:06 --> 00:36:11: Yet the market timing for these community driven projects is

00:36:11 --> 00:36:13: definitely now.

00:36:13 --> 00:36:17: Assembling properties one piece at a time typically is a

00:36:17 --> 00:36:18: very lengthy process,

00:36:18 --> 00:36:22: however, and very costly for a developer to undertake,

00:36:22 --> 00:36:26: so as a result, developers want large lots.

00:36:26 --> 00:36:32: Fortunately, the dart parcel and the parcels in disrepair near

00:36:32 --> 00:36:35: Parker University are already large,

00:36:35 --> 00:36:39: so by capitalizing on these few lots now,

00:36:39 --> 00:36:43: we can spurt resilience immediately.

00:36:43 --> 00:36:46: For other lots that have the potential to become large,

00:36:46 --> 00:36:50: we can use the following tools to accelerate the assembly

00:36:50 --> 00:36:51: process first,

00:36:51 --> 00:36:55: the equity investment approach. This is 1 where a

00:36:55 --> 00:36:59: development

00:36:59 --> 00:37:01: entity acquires control and converts owners to shareholders

00:37:01 --> 00:37:05: in the

00:37:05 --> 00:37:07: future development.

00:37:07 --> 00:37:11: This makes it a lot easier to establish equity required

00:37:11 --> 00:37:16: in the underwriting process.

00:37:16 --> 00:37:20: Also, the Urban Land Bank demonstration program can be

00:37:20 --> 00:37:27: used

00:37:27 --> 00:37:32: to obtain potentially eligible tax foreclosed property,

00:37:32 --> 00:37:36: which can then be utilized for development purposes now.

00:37:36 --> 00:37:40: Policy wise, implementing a graduated density zoning policy

00:37:40 --> 00:37:44: that allows

00:37:44 --> 00:37:47: for higher density on larger lots will definitely make these

00:37:47 --> 00:37:52: large lot way more attractive to developers.

00:37:52 --> 00:37:57: Next, the small lots. These work well for infill development,

00:37:57 --> 00:37:58: small and mid scale developers are typically local residents

00:37:58 --> 00:38:04: who

00:38:04 --> 00:38:09: functioned via word of mouth.

00:38:09 --> 00:38:14: Their projects range from 1,000,000 to 10,000,000 in project

00:38:14 --> 00:38:19: value.

00:38:19 --> 00:38:24: For them, financing is virtually unattainable unless they are

00:38:24 --> 00:38:29: very

00:38:29 --> 00:38:34: cash liquid.

00:38:34 --> 00:38:39: Therefore, the city should consider creating easy access

lending programs
 00:38:04 --> 00:38:05: for such developers,
 00:38:05 --> 00:38:10: especially if they aim to continue the grand vision that
 00:38:10 --> 00:38:11: has been set.
 00:38:11 --> 00:38:15: Also a municipal task force can partner with local banks
 00:38:16 --> 00:38:21: to develop underwriting requirements that are much less
 stringent.
 00:38:21 --> 00:38:26: Plus, if public entities and foundations Co invest with these
 00:38:26 --> 00:38:28: small to mid-size developers,
 00:38:28 --> 00:38:32: they can help fill that equity gap that is needed
 00:38:32 --> 00:38:35: to bring the loan to value ratios to a much
 00:38:35 --> 00:38:38: more comfortable risk profile for banks.
 00:38:38 --> 00:38:42: Now, this may sound like a lot of work.
 00:38:42 --> 00:38:47: But it deserves merit because infill development reflects the
 diversity
 00:38:47 --> 00:38:48: of a community.
 00:38:48 --> 00:38:54: It supports entrepreneurship and it positively impacts the
 local economy.
 00:38:54 --> 00:38:58: A 2 prong approach to developing large lots and small
 00:38:58 --> 00:39:03: lots together will reduce a communities come back time so
 00:39:03 --> 00:39:04: to start.
 00:39:04 --> 00:39:08: Institutions like Darton Parker University can lead,
 00:39:08 --> 00:39:13: connect and capitalize on the large lots that they own
 00:39:13 --> 00:39:15: or are adjacent to.
 00:39:15 --> 00:39:19: They should publicize this unified vision so that they can
 00:39:19 --> 00:39:23: provide the opportunity for small and mid-size developers to
 sell
 00:39:23 --> 00:39:26: their concepts on this smaller lots.
 00:39:26 --> 00:39:29: A lot easier. With city and banking support,
 00:39:29 --> 00:39:33: these small and mid scale developers can then get their
 00:39:33 --> 00:39:37: projects off the ground earlier and shorten the rebuilding.
 00:39:37 --> 00:39:41: An building time for the entire district.
 00:39:41 --> 00:39:46: Now we've got the recommended next steps and my
 colleague
 00:39:46 --> 00:39:48: Ladd Keith will take it from here.
 00:39:48 --> 00:39:50: Great, thank you so much Peggy.
 00:39:50 --> 00:39:53: Yeah so you've heard from the my fellow panelists on
 00:39:53 --> 00:39:57: some of our recommendations for this study area around the
 00:39:57 --> 00:39:59: Walnut Hill Denton Dark Station.
 00:39:59 --> 00:40:02: And one thing that was really clear is there's a
 00:40:02 --> 00:40:06: number of dedicated individuals and organizations that have
 different purposes

00:40:06 --> 00:40:09: but are really interested in the success of this area.
00:40:09 --> 00:40:14: So whatever major recommendations is to bring these champions together,
00:40:14 --> 00:40:16: this panel process was a good start to that.
00:40:16 --> 00:40:19: I mean to bring them together to move this vision.
00:40:19 --> 00:40:22: Board so we recommend a partnership of some type be
00:40:22 --> 00:40:25: formed with the following champion groups and this is of
00:40:25 --> 00:40:28: course not an exhaustive list but help move this vision
00:40:28 --> 00:40:31: forward again and so just to call out a few
00:40:31 --> 00:40:31: specifically.
00:40:31 --> 00:40:34: Of course, the city of Dallas and DART will play
00:40:34 --> 00:40:35: an important role.
00:40:35 --> 00:40:38: Parker University, another very key employers in the area would
00:40:39 --> 00:40:39: be supportive.
00:40:39 --> 00:40:43: There's a number of neighborhood groups that we.
00:40:43 --> 00:40:46: Spoke with and this residents are very committed to the
00:40:46 --> 00:40:49: livability and quality of life and then a number of
00:40:49 --> 00:40:50: business associations.
00:40:50 --> 00:40:54: Then request Dallas Business Association and the Korean American Coalition
00:40:54 --> 00:40:55: and Cream Chamber.
00:40:55 --> 00:40:58: Could also play a very important role as well as
00:40:58 --> 00:41:01: friends of Bachman Lake and others that were not naming
00:41:01 --> 00:41:04: here but that we spoke to and that would be
00:41:04 --> 00:41:06: important. We also want to mention the urban land is
00:41:06 --> 00:41:10: to to Dallas Fort Worth was instrumental in putting this
00:41:10 --> 00:41:13: panel together and could help play a role in convening
00:41:13 --> 00:41:16: future conversations of this nature as well.
00:41:16 --> 00:41:18: So a couple of recommended immediate next steps,
00:41:18 --> 00:41:21: and these are things that we wanted to provide to
00:41:21 --> 00:41:24: the Community because we think there short term enough that
00:41:24 --> 00:41:27: it would be action items that you could get started
00:41:27 --> 00:41:28: on tomorrow morning or today.
00:41:28 --> 00:41:32: Even so, again, coordinate and support that Group of Champions
00:41:32 --> 00:41:34: that I mentioned on the previous slide.
00:41:34 --> 00:41:37: Another one is really to engage the social services and
00:41:37 --> 00:41:40: providers in the area and we know that many people
00:41:40 --> 00:41:43: are engaged with helping those populations that we heard about.

00:41:43 --> 00:41:46: But we think that that could really be ramped up
00:41:46 --> 00:41:46: and further.
00:41:46 --> 00:41:50: Enhance really help those populations by helping those
populations.
00:41:50 --> 00:41:54: It'll also help change the perception and the attractiveness of
00:41:54 --> 00:41:56: the area for future development.
00:41:56 --> 00:42:00: And we recommend activating that Dart Station parking lot
again
00:42:00 --> 00:42:01: when it's safe to do so,
00:42:01 --> 00:42:04: or in a safe nature during the pandemic and it's
00:42:04 --> 00:42:06: currently an underutilized space.
00:42:06 --> 00:42:10: The community could really take greater advantage of.
00:42:10 --> 00:42:14: Again, installing wayfinding would be really helpful about
something that
00:42:14 --> 00:42:16: we heard kind of across the board.
00:42:16 --> 00:42:19: One thought was to think about bilingual wayfinding.
00:42:19 --> 00:42:23: Other communities have done things like estimated walk
time,
00:42:23 --> 00:42:25: so you could imagine an estimated walk time from the
00:42:25 --> 00:42:28: trail to the station or from Parker University to the
00:42:28 --> 00:42:29: station,
00:42:29 --> 00:42:32: again to change the perception that the areas inaccessible
because
00:42:32 --> 00:42:35: it really is a short walk to that within that
00:42:35 --> 00:42:38: half mile radius that we were looking at for that
00:42:38 --> 00:42:42: station. We also recommend identifying and publicizing a
safe and
00:42:42 --> 00:42:44: accessible resilience hub,
00:42:44 --> 00:42:46: so some community. These have cooling centers.
00:42:46 --> 00:42:50: This could be larger, larger scope of just cooling center
00:42:50 --> 00:42:51: during a heat wave,
00:42:51 --> 00:42:54: but also during flooding or extreme storm events or just
00:42:55 --> 00:42:58: a civic space for the community together and then also,
00:42:58 --> 00:43:02: as Peggy mentioned, exploiting this development financing
tools to leverage
00:43:02 --> 00:43:04: those current opportunities.
00:43:04 --> 00:43:07: The low interest rates and things that are going on
00:43:07 --> 00:43:09: in the market so those are.
00:43:09 --> 00:43:13: Six recommendations we think that the community can take
forward
00:43:13 --> 00:43:14: immediately.
00:43:14 --> 00:43:17: And with that I invite the panelist to turn on

00:43:17 --> 00:43:20: their videos and we will do a short number of
00:43:21 --> 00:43:21: Q&A.
00:43:21 --> 00:43:25: So please do use the Zoom webinar functionality with a
00:43:25 --> 00:43:27: Q and a button and let's see here.
00:43:27 --> 00:43:31: I'll start with the first question that we received.
00:43:31 --> 00:43:35: So this relates to the branding and provisioning of the
00:43:35 --> 00:43:37: of the station and kind of the area.
00:43:37 --> 00:43:42: And the question is, do the branding recommendations
suggest that
00:43:42 --> 00:43:45: we move away from the Asian trade?
00:43:45 --> 00:43:47: Stress Crack moniker that is long defined the area,
00:43:47 --> 00:43:51: so with that maybe Jill do you want to start
00:43:51 --> 00:43:52: off an answer?
00:43:52 --> 00:43:54: Sure, I'm happy to start and then maybe try and
00:43:54 --> 00:43:56: say if you wanted to add anything as well.
00:43:56 --> 00:43:58: I think for us we've heard that that is used
00:43:58 --> 00:44:01: especially when you look just a little bit further North,
00:44:01 --> 00:44:04: and we think that for this district there's just so
00:44:04 --> 00:44:07: many different constituents that really call it home or or
00:44:07 --> 00:44:09: call it a place to work or own a business.
00:44:09 --> 00:44:11: So we think that. The area right around the Walnut
00:44:12 --> 00:44:15: Hill Denton Station could really be something that's a bit
00:44:15 --> 00:44:15: broader,
00:44:15 --> 00:44:19: more reflective of the broader sense of community.
00:44:19 --> 00:44:21: But I think you were very much just early to
00:44:21 --> 00:44:21: this process,
00:44:21 --> 00:44:23: so I think you know we would really hope that
00:44:23 --> 00:44:24: it's an inclusive process.
00:44:24 --> 00:44:26: That means brings many different people together.
00:44:26 --> 00:44:29: It's really think about what it could be.
00:44:29 --> 00:44:30: Yeah, I can see yes,
00:44:30 --> 00:44:33: I agree with you that I think that you know
00:44:33 --> 00:44:36: in terms of there being an inclusive process to decide
00:44:36 --> 00:44:39: if there is some official name of the the station
00:44:39 --> 00:44:42: around that area. That really is up to the community.
00:44:42 --> 00:44:45: Anything that we said are merely just suggestions.
00:44:45 --> 00:44:48: So that will be up to the broader community to
00:44:48 --> 00:44:49: define what that name is.
00:44:52 --> 00:44:56: Great, thank you. Let's see another question here,
00:44:56 --> 00:44:59: but I'll go ahead and enable unzoom so this is.
00:44:59 --> 00:45:01: Does the city have the funding for this?

00:45:01 --> 00:45:05: How can these plans and projects be implemented in a
00:45:05 --> 00:45:09: cost effective perhaps public private partnership way?
00:45:09 --> 00:45:11: So maybe for that one piggy do you want to
00:45:11 --> 00:45:14: speak a little bit to the potential funding?
00:45:14 --> 00:45:18: Yes, thank you lad. Definitely I think there needs to
00:45:18 --> 00:45:21: be a lot of public private partnership.
00:45:21 --> 00:45:23: We all discussed this previously.
00:45:23 --> 00:45:26: There there has been two disasters.
00:45:26 --> 00:45:29: As Ladd mentioned, both the tornado,
00:45:29 --> 00:45:35: an now COVID-19 pandemic. So the type of resilience that's
00:45:35 --> 00:45:39: needed now is one that has two or three times
00:45:39 --> 00:45:44: the push from public realms and foundations.
00:45:44 --> 00:45:48: How it can be cost effective is by running it
00:45:48 --> 00:45:51: concurrently in various ways.
00:45:51 --> 00:45:54: So in my section we mentioned that we.
00:45:54 --> 00:45:59: We run the vision plans with the larger developments with
00:45:59 --> 00:46:04: who could take advantage of commonly known tax incentives
and
00:46:04 --> 00:46:05: tax abatements.
00:46:05 --> 00:46:10: Also there there is federal funding for housing things like
00:46:10 --> 00:46:14: that to make their development much more successful.
00:46:14 --> 00:46:18: But at the same time start preparing the infill developers
00:46:18 --> 00:46:23: and give them support to sell their concepts so that
00:46:23 --> 00:46:24: they can be done much.
00:46:24 --> 00:46:28: Earlier, because usually it happens where one comes first
and
00:46:28 --> 00:46:29: then the other.
00:46:29 --> 00:46:31: So what we need to do now is we need
00:46:31 --> 00:46:34: to overlap these two efforts so that the Community can
00:46:34 --> 00:46:36: rebuild together more quickly.
00:46:39 --> 00:46:42: Great thank you Peggy. Let me see here.
00:46:46 --> 00:46:49: Here's another important question, as many of us are
planners,
00:46:49 --> 00:46:54: how will this recommendation? I would say 'cause this?
00:46:54 --> 00:46:56: Listen to plan. These are recommendations,
00:46:56 --> 00:46:58: but how does this stitch together all of the other
00:46:58 --> 00:47:00: planes in existing work that the city's done in the
00:47:00 --> 00:47:00: area?
00:47:00 --> 00:47:04: So Jill, do you want to take this one and
00:47:04 --> 00:47:05: then maybe Ricky?
00:47:05 --> 00:47:08: Sure thing, so there's a lot of different plans.

00:47:08 --> 00:47:11: Even citywide, that really could find a home and how
00:47:11 --> 00:47:12: this district moves forward.
00:47:12 --> 00:47:14: I think just to name a few,
00:47:14 --> 00:47:15: the.
00:47:15 --> 00:47:16: The The Climate action plan.
00:47:16 --> 00:47:19: The Comprehensive Environmental Climate Action Plan that
has a lot
00:47:19 --> 00:47:22: of really good recommendations when it comes to resilience
and
00:47:22 --> 00:47:25: really reducing the environmental footprint of development.
00:47:25 --> 00:47:27: So we think that could really be.
00:47:27 --> 00:47:30: The computer development in this area could really further
the
00:47:30 --> 00:47:31: goals of that study.
00:47:31 --> 00:47:33: When you think about the Trails Master plan,
00:47:33 --> 00:47:36: there's also opportunities here to really build on those
recommendations
00:47:36 --> 00:47:39: to better knit together the existing open space resources in
00:47:39 --> 00:47:42: the district and then just thinking about the Dallas forward
00:47:42 --> 00:47:43: process. That's just about to kick off.
00:47:43 --> 00:47:46: That will be another chance to really think bigger picture
00:47:46 --> 00:47:48: about how this area really finds a home and really
00:47:48 --> 00:47:51: fits within the broader context and really can further
contribute
00:47:51 --> 00:47:52: to citywide goals.
00:47:54 --> 00:47:56: We think he retains this.
00:47:56 --> 00:47:59: It's definitely important to consider all of the different types
00:47:59 --> 00:48:01: of plans that are happening in the area,
00:48:01 --> 00:48:04: but it's also really important that you know this area
00:48:05 --> 00:48:08: itself also begins habits plans that could integrate or elevate.
00:48:08 --> 00:48:11: You know some of the plans of the surrounding areas.
00:48:11 --> 00:48:14: We should think about the study area as a place
00:48:14 --> 00:48:16: that begins to connect neighborhoods right?
00:48:16 --> 00:48:19: So it connects the neighborhood from the East to the
00:48:19 --> 00:48:19: West.
00:48:19 --> 00:48:23: You know, through the site you know it also connects
00:48:23 --> 00:48:25: neighborhood from the South to the North.
00:48:25 --> 00:48:29: So you begin to get neighbors like the Bradford this
00:48:29 --> 00:48:29: days,
00:48:29 --> 00:48:33: or the Bachmann area begin to.
00:48:33 --> 00:48:35: You know where this site study area becomes a little
00:48:35 --> 00:48:36: bit more central?

00:48:36 --> 00:48:39: Not thinking about it as the edge of the city,
00:48:39 --> 00:48:42: but it becomes central again to surrounding communities.
00:48:45 --> 00:48:48: Great thank you Vicki. Related to that we have kind
00:48:48 --> 00:48:51: of a question that ties in nicely.
00:48:51 --> 00:48:52: Let's see here.
00:48:55 --> 00:48:59: Sorry, scrolling through all of the same questions.
00:48:59 --> 00:49:01: Currently.
00:49:01 --> 00:49:02: OK, so here it is.
00:49:02 --> 00:49:06: Who does the outreach to developers to let them know
00:49:06 --> 00:49:08: about the possibilities here?
00:49:08 --> 00:49:11: Possibly with the city economic development incentives.
00:49:11 --> 00:49:14: So we had the previous question about kind of stitching
00:49:14 --> 00:49:17: all the plans together and then this one is kind
00:49:17 --> 00:49:18: of.
00:49:18 --> 00:49:21: How does the private market become aware of this area?
00:49:21 --> 00:49:23: And maybe the efforts going forward?
00:49:23 --> 00:49:26: So Peggy, do you want to start with this?
00:49:26 --> 00:49:30: Yes, thank you lad. Definitely a integrated marketing effort on
00:49:30 --> 00:49:31: behalf of the city.
00:49:31 --> 00:49:36: The Economic Development Corporation.
00:49:36 --> 00:49:40: Other entities that are meant to spur economic development
so
00:49:40 --> 00:49:41: smaller,
00:49:41 --> 00:49:44: more regional business Commerce associations,
00:49:44 --> 00:49:48: Chambers of Commerce in the area should also share it
00:49:48 --> 00:49:53: with other Chamber of Commerce because there might be a
00:49:53 --> 00:49:57: small to mid scale developer across town that could help.
00:49:57 --> 00:50:01: So word of mouth marketing,
00:50:01 --> 00:50:04: spreading talking.
00:50:04 --> 00:50:08: Letting the community know so that they can spread the
00:50:08 --> 00:50:09: word to their Contacts.
00:50:09 --> 00:50:12: It's going to take everyone in order to make an
00:50:12 --> 00:50:16: awareness that can extend through the entire city and maybe
00:50:16 --> 00:50:19: even the state so that the other developers in other
00:50:19 --> 00:50:21: cities can come in and help as well.
00:50:24 --> 00:50:25: Did any follow up from other panelists?
00:50:28 --> 00:50:30: OK.
00:50:30 --> 00:50:33: Close that one so we don't have a difficult question.
00:50:33 --> 00:50:35: I'd like to ask, is this always comes up when
00:50:35 --> 00:50:39: we look at an affordable area that we're recommending
reinvestment

00:50:39 --> 00:50:40: into.
00:50:40 --> 00:50:43: So this question and I'll just paraphrase it because it's
00:50:43 --> 00:50:44: quite long,
00:50:44 --> 00:50:47: but it's basically gentrification. Question how do we propose?
00:50:47 --> 00:50:51: I'm kind of this new investment without displacing the current
00:50:51 --> 00:50:54: residents and making this place on affordable so I know
00:50:54 --> 00:50:55: that's a tricky question,
00:50:55 --> 00:50:59: but certainly wanted Urban Land Institute is has been
focused
00:50:59 --> 00:51:01: on for quite awhile.
00:51:01 --> 00:51:04: So look at that one up for anyone that wants
00:51:04 --> 00:51:05: to tackle it.
00:51:05 --> 00:51:07: I can take that one on.
00:51:07 --> 00:51:12: Yeah, so the the population of residents is small in
00:51:12 --> 00:51:13: this area,
00:51:13 --> 00:51:19: so displacement would have to really be a very aggressive
00:51:19 --> 00:51:23: action in order to displace the small residents.
00:51:23 --> 00:51:28: Now we found that what the community wants is more
00:51:28 --> 00:51:30: people coming in.
00:51:30 --> 00:51:35: So housing projects that fit in well with the neighborhood.
00:51:35 --> 00:51:40: For example workforce housing. Could be a great option that
00:51:40 --> 00:51:45: complements the existing home prices that are there and
makes
00:51:45 --> 00:51:46: more of it.
00:51:48 --> 00:51:52: That would be one way to continue the character of
00:51:52 --> 00:51:56: the neighborhood without displacing others.
00:51:56 --> 00:51:58: I think I think it's just that it's right on
00:51:58 --> 00:51:59: that,
00:51:59 --> 00:52:02: but I think it's really important to consider you know
00:52:02 --> 00:52:04: a lot of the this area is under utilized as
00:52:04 --> 00:52:04: well,
00:52:04 --> 00:52:08: and there's there's great opportunity we're not really
displacing the
00:52:08 --> 00:52:09: residents,
00:52:09 --> 00:52:13: and we're basically also recommending that some of these
businesses
00:52:13 --> 00:52:13: and owners,
00:52:13 --> 00:52:16: whether they're current owners, are new owners,
00:52:16 --> 00:52:18: think about kind of new typology's,
00:52:18 --> 00:52:21: right? So we're not going to displace the local business
00:52:21 --> 00:52:22: either.

00:52:22 --> 00:52:23: But how do you, actually,
00:52:23 --> 00:52:26: you know, keep an enhance that local business?
00:52:26 --> 00:52:28: In that area, but also be able to densify,
00:52:28 --> 00:52:32: add, you know, residential. It's really about making sure that
00:52:32 --> 00:52:34: there's kind of eyes on the street,
00:52:34 --> 00:52:37: and I think this area kind of lacks eyes on
00:52:37 --> 00:52:38: the street 24/7.
00:52:38 --> 00:52:41: So once you get bring residential then there's kind of
00:52:41 --> 00:52:45: self policing and the area becomes slowly become safer as
00:52:45 --> 00:52:45: well.
00:52:45 --> 00:52:48: I want to add to that I think that the
00:52:48 --> 00:52:51: city needs to be a lot of be intentional in
00:52:51 --> 00:52:54: terms of how they allow this area to develop.
00:52:54 --> 00:52:57: I think there is an opportunity and we've discussed this
00:52:57 --> 00:53:00: for workforce housing that teachers,
00:53:00 --> 00:53:02: firemen policemen are able to afford.
00:53:02 --> 00:53:06: There's an opportunity to mix in some low income housing
00:53:06 --> 00:53:10: to provide affordable dwelling units within existing buildings
that maybe
00:53:10 --> 00:53:11: market rate.
00:53:11 --> 00:53:14: So there is opportunity to do this in a way
00:53:14 --> 00:53:16: that doesn't displace community.
00:53:16 --> 00:53:20: And also encourages a mix of different incomes within the
00:53:20 --> 00:53:24: area as well as the encouragement of small businesses
coming
00:53:24 --> 00:53:25: to the area.
00:53:25 --> 00:53:28: I think if the city is intentional about how they
00:53:28 --> 00:53:31: attract small businesses to the area,
00:53:31 --> 00:53:35: we can encourage a good mix of incomes and diversity
00:53:35 --> 00:53:39: of people to the area without displacing people and not
00:53:39 --> 00:53:42: making it more in terms of 1 sided.
00:53:42 --> 00:53:43: It does, it does it good.
00:53:43 --> 00:53:47: Good dialogue on the subject and just for further context.
00:53:47 --> 00:53:51: For attendees who possibly joined us after the introduction,
00:53:51 --> 00:53:54: we were focused specifically on a half mile area around
00:53:54 --> 00:53:55: the DART station,
00:53:55 --> 00:53:59: and so I think most of the recommendations were.
00:53:59 --> 00:54:02: Kind of talking about here are minor modifications to let's
00:54:03 --> 00:54:05: in the area currently and not not a whole overall
00:54:06 --> 00:54:07: of the half mile radius,
00:54:07 --> 00:54:10: so so will make sure that this presentation is available

00:54:10 --> 00:54:12: to the city afterwards.

00:54:12 --> 00:54:15: But yeah, some of the some of the recommendations focused

00:54:15 --> 00:54:18: on how we could re purpose that dark center at

00:54:18 --> 00:54:19: the Dark Station area,

00:54:19 --> 00:54:22: and that's a really small area for the whole area,

00:54:22 --> 00:54:25: so it wouldn't be like a number of high rise

00:54:25 --> 00:54:27: is going up immediately.

00:54:27 --> 00:54:30: This is a long term project that will take quite

00:54:30 --> 00:54:30: a while to.

00:54:30 --> 00:54:33: To actualize and we have time for about two more

00:54:33 --> 00:54:36: questions and so when I will go ahead and put

00:54:36 --> 00:54:39: live on zoom in so this one is when we

00:54:39 --> 00:54:42: haven't touched on in the Q&A at but aside from

00:54:42 --> 00:54:46: leveraging existing green assets to provide networks of open space

00:54:46 --> 00:54:46: and parks,

00:54:46 --> 00:54:50: what other opportunities could there be to re imagine that

00:54:50 --> 00:54:55: this underutilized spaces such as underneath the elevated DART rail

00:54:55 --> 00:54:57: line or fandon rail Spurs so?

00:54:57 --> 00:55:00: Ricky, do you want to take that one first?

00:55:00 --> 00:55:02: And that's a really great question.

00:55:02 --> 00:55:05: I mean, there's there's so many amazing things that you

00:55:05 --> 00:55:05: can do,

00:55:05 --> 00:55:09: especially under the elevator rail.

00:55:09 --> 00:55:12: Again, you know, I think in most cities it's been

00:55:12 --> 00:55:17: difficult or there's some challenges for building actual structures under

00:55:17 --> 00:55:17: those,

00:55:17 --> 00:55:21: but you can always create kind of community benefit by

00:55:21 --> 00:55:23: having you know sports field,

00:55:23 --> 00:55:26: basketball, skateboard parks, dog parks,

00:55:26 --> 00:55:29: and to really kind of liven up the area below

00:55:29 --> 00:55:29: it.

00:55:29 --> 00:55:33: It also what's really also important in those areas is

00:55:33 --> 00:55:37: to make sure there's plenty of lighting under those gathering areas under the elevator rail and.

00:55:37 --> 00:55:39: Often. You can actually utilize that rail as a gateway

00:55:39 --> 00:55:43: to again connect communities from either side of the rail

00:55:43 --> 00:55:47: as well.

00:55:47 --> 00:55:47:

00:55:51 --> 00:55:53: Great Jill, do you have any other thoughts?
00:55:53 --> 00:55:55: Yeah, I think just what we've been hearing across the
00:55:55 --> 00:55:56: board is,
00:55:56 --> 00:55:59: you know, there's this community is there's so many different
00:55:59 --> 00:56:01: constituents that are part of it and just really the
00:56:01 --> 00:56:03: need for more spaces that bring people together.
00:56:03 --> 00:56:04: And so I think you know,
00:56:04 --> 00:56:06: building on what Ricky said.
00:56:06 --> 00:56:09: You know, there's opportunities that are more linear and then
00:56:09 --> 00:56:11: translates idea about the farmers market or artisan market in
00:56:11 --> 00:56:12: the dark parking lot.
00:56:12 --> 00:56:15: But there could be ways to temporarily activate and add
00:56:15 --> 00:56:17: programming to some of these large parking lots of the
00:56:18 --> 00:56:19: area has today in ways it could be sort of
00:56:19 --> 00:56:23: temporary low-cost, and just add a lot of opportunities for
00:56:23 --> 00:56:26: people to get to know their neighbors better.
00:56:26 --> 00:56:28: Thank you Joe last question and then I'll turn it
00:56:28 --> 00:56:30: over to Michael Mendoza afterwards I'm.
00:56:30 --> 00:56:32: I think this one is a nice way to kind
00:56:32 --> 00:56:33: of indoor panel discussion though,
00:56:33 --> 00:56:36: 'cause it's something that we certainly discussed quite a bit
00:56:36 --> 00:56:37: on the panel.
00:56:37 --> 00:56:39: How can we best to make sure that the surrounding
00:56:39 --> 00:56:42: homeowners and neighborhood groups be involved in?
00:56:42 --> 00:56:44: Again, that was one of the central framing approaches that
00:56:44 --> 00:56:47: we really looked at because we don't want to harm
00:56:47 --> 00:56:48: those stable neighborhoods that we heard.
00:56:48 --> 00:56:51: A lot of really good things about from those residents.
00:56:51 --> 00:56:53: So translate. Do you want to take that one kind
00:56:54 --> 00:56:56: of the highlight inclusive process could be created.
00:56:56 --> 00:57:00: Absolutely. I think there are opportunities for whoever is
00:57:00 --> 00:57:03: leading
00:57:03 --> 00:57:04: planning of this area to bring in some comprehensive
00:57:04 --> 00:57:07: community
00:57:07 --> 00:57:10: engagement,
00:57:10 --> 00:57:13: making sure that all stakeholders are at the table and
00:57:13 --> 00:57:16: not just having community meetings where people have to
00:57:16 --> 00:57:17: come
00:57:17 --> 00:57:18: to you but actually going out into the community at
00:57:18 --> 00:57:19: places where people gather. I understand that there is a
00:57:19 --> 00:57:20: Bazaar in the area.

00:57:18 --> 00:57:21: There are places where people gather so their opportunities to
00:57:21 --> 00:57:22: really go out to people,
00:57:22 --> 00:57:26: but also, you know, probably having some public meetings that
00:57:26 --> 00:57:27: are very inclusive.
00:57:27 --> 00:57:30: But have activities so we can better understand what the
00:57:30 --> 00:57:32: neighbors see as the vision for this community.
00:57:32 --> 00:57:36: I think intensive community engagement involving everyone in the process
00:57:36 --> 00:57:38: and make sure that their voices are heard so the
00:57:38 --> 00:57:41: community can get what they want as his planning moves
00:57:41 --> 00:57:43: forward.
00:57:43 --> 00:57:46: Great thank you translate, and I think that's a great
00:57:46 --> 00:57:47: place to wrap up our Q&A.
00:57:47 --> 00:57:49: And with that, so thank you again,
00:57:49 --> 00:57:52: panelists and I would like to turn it over to
00:57:52 --> 00:57:54: Michael Mendoza with the City of Dallas.
00:57:54 --> 00:57:57: Hello, are you able to hear me?
00:57:57 --> 00:57:59: We are now correct. OK fantastic.
00:57:59 --> 00:58:03: Yeah we had a little issue there well.
00:58:03 --> 00:58:07: I want to thank each of you.
00:58:07 --> 00:58:09: Ladd and translate. Jill, Ricky,
00:58:09 --> 00:58:13: Peggy and of course the team at ULI for these
00:58:13 --> 00:58:15: recommendations.
00:58:15 --> 00:58:19: For for scheduling time to be with us this week
00:58:19 --> 00:58:24: to do your homework over the weekend with the materials
00:58:24 --> 00:58:26: that we provided you.
00:58:26 --> 00:58:30: It's to me quite amazing that you were able to
00:58:30 --> 00:58:35: distill all of that and give us these sets of
00:58:35 --> 00:58:37: recommendations and.
00:58:37 --> 00:58:40: I really I really think the great value in doing
00:58:40 --> 00:58:44: these types of things is the common language that you
00:58:44 --> 00:58:46: suggest that we start using.
00:58:46 --> 00:58:50: So that's something I think is very important for the
00:58:50 --> 00:58:53: neighborhood to have a common place to talk about things.
00:58:53 --> 00:58:57: I was talking to the neighbor yesterday resident in the
00:58:57 --> 00:58:58: area,
00:58:58 --> 00:58:59: and as we were talking,
00:58:59 --> 00:59:03: she says Oh my, I didn't know how to describe
00:59:03 --> 00:59:07: what I was feeling or what I wanted to say.

00:59:07 --> 00:59:09: You know you guys have a very special part.
00:59:09 --> 00:59:12: What if you will write on how to describe things
00:59:12 --> 00:59:15: that people feel an want to have in their neighborhoods,
00:59:15 --> 00:59:18: and oftentimes they just need that little direction that little
00:59:18 --> 00:59:19: push?
00:59:19 --> 00:59:23: So appreciate you guys doing that for us.
00:59:23 --> 00:59:25: For those of you on the call that don't know
00:59:25 --> 00:59:25: me,
00:59:25 --> 00:59:27: I work here at the City of Dallas.
00:59:27 --> 00:59:30: I serve here in the city managers Office strategy,
00:59:30 --> 00:59:33: a special initiatives. And as you solve today,
00:59:33 --> 00:59:36: we've got a lot of strategies on the table that
00:59:36 --> 00:59:37: we can draw from.
00:59:37 --> 00:59:41: We've got some new ideas that were presented today.
00:59:41 --> 00:59:44: Are charge here really is to try to integrate some
00:59:44 --> 00:59:47: of those things into this particular area.
00:59:47 --> 00:59:50: And as Ricky mentioned, to connect them to make this
00:59:50 --> 00:59:53: a place of connection right North South East and West.
00:59:53 --> 00:59:56: And it can be because it does have such great
00:59:57 --> 00:59:59: diversity's got some good bones.
00:59:59 --> 01:00:02: Right, some of these these assets not only from the
01:00:02 --> 01:00:02: city,
01:00:02 --> 01:00:06: but from the utility company or from our transportation entity.
01:00:06 --> 01:00:09: We've got a lot of great assets there,
01:00:09 --> 01:00:10: and it's sort of workers.
01:00:10 --> 01:00:14: The school, the University, a lot of things going for
01:00:14 --> 01:00:14: it.
01:00:14 --> 01:00:16: I really see this as a beginning.
01:00:16 --> 01:00:20: Our intention is to take this dialogue of visioning the
01:00:20 --> 01:00:23: possibilities that were presented today.
01:00:23 --> 01:00:26: And put them into action in phases,
01:00:26 --> 01:00:30: right? We've got to take these these visions,
01:00:30 --> 01:00:33: put him in some kind of a planning and execution
01:00:33 --> 01:00:34: model now,
01:00:34 --> 01:00:37: and I encourage each of you that have taken the
01:00:38 --> 01:00:40: time today to be on this call.
01:00:40 --> 01:00:44: Those of you who took the time yesterday to be
01:00:44 --> 01:00:48: as part of our interview process to continue these ideas
01:00:48 --> 01:00:53: to mold them into movements that will build momentum.
01:00:53 --> 01:00:54: I think if you do so,

01:00:54 --> 01:00:57: we do so we will see a change on how
01:00:57 --> 01:01:01: residents live and work in this particular area.
01:01:01 --> 01:01:04: And once again, I want to thank the ULI team
01:01:04 --> 01:01:05: here.
01:01:05 --> 01:01:07: Dallas ULI team in Washington DC.
01:01:07 --> 01:01:11: Lauren and her group or advisory group for this very
01:01:11 --> 01:01:12: special presentation.
01:01:12 --> 01:01:16: It will be available. I understand in a couple of
01:01:16 --> 01:01:21: weeks or maybe even less than that for public viewing
01:01:21 --> 01:01:22: in a different way.
01:01:22 --> 01:01:24: So this will live on.
01:01:24 --> 01:01:26: It's great that we've actually.
01:01:30 --> 01:01:32: Put this on in a digital form because we can
01:01:32 --> 01:01:32: share it.
01:01:32 --> 01:01:35: What you shared with us today is important and I
01:01:35 --> 01:01:37: want to be able to share that will will find
01:01:37 --> 01:01:39: ways to do that here locally.
01:01:39 --> 01:01:40: Thank you very much.

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