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 Callahan.
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
00:00:28 --> 00:00:32: presentation. 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: nervous to start us off.
00:00:57 --> 00:01:01: Good morning everyone. This is Councilmember Omar
00:01:01 --> 00:01:04: Narvaez and I
00:01:04 --> 00:01:07: want to thank all of you for being here and
00:01:07 --> 00:01:10: welcome everybody to this discussion.
00:01:10 --> 00:01:13: I'm really excited about what's happening in the City of
00:01:13 --> 00:01:14: Dallas and with all of your help from the Urban
00:01:14 --> 00:01:18: Land Institute,
00:01:18 --> 00:01:20: an from our city staff and look really really look
00:01:20 --> 00:01:24: forward to what you all come up with that we
00:01:24 --> 00:01:26: can start to work on and how we implement things
00:01:26 --> 00:01:29: that are going on here in this area.
00:01:29 --> 00:01:32: I've represented this area for about 3 years now.
00:01:32 --> 00:01:35: And I've got to have the wonderful pleasure of having
an interview with a few of you yesterday, which was a lot of fun and fantastic, and I just look forward to what you all come up with an hearing. The rest of this discussion. I am going to be bumping in and out, so please I'm just going to be listening from now on 'cause we are in the middle or we've just started a City Council meeting so I've got to go back to that and start paying more attention to it as well because we are we are voting on certain items today. And that are important, obviously Ann, but this is a very important discussion and just so excited that you all are here with us today. Thank you.

Thank you so much. We appreciate that and we appreciate you joining us today and starting things off. So with that, we'll start our presentation again. My name is Lauren Callahan. I'm the director of advisory services with the Urban Land Institute. So the Urban Land Institute is a research and education organization of land use, development, and urban planning professionals with a membership of over 45,000 worldwide. The Institute conducts research shares industry best practices and convenes advisory services panels. Since 1947, the Advisory Services Program, which convenes those panels, has worked with communities around the country and the world on complex land use and development issues. The panel program depends on Julai members who volunteer their time, creativity and expertise to participate in. Historically five day in person panel engagements. The teams of panelists bring an outside POV to the
sponsors community,
their expertise, and their creativity to help these communities move
forward in projects and initiatives that present a challenge.
The urban the ULI Urban Resilience Program leverages you ally

and its members.

Expertise in land use, real estate and climate resilience through

advisory services panels to assist communities nationwide.

Resilience focused panels provide land use and development strategies,

assess policy opportunities and craft strategies for implementation and funding
to address a range of climate risks,

including destructive storms, sea level rise,

heatwaves, flooding and drought.

The resilient land use cohort is building a platform of advisory services,
technical assistance, and knowledge sharing between 8 cities and there

you'll I district councils.

The project is generously supported by JP Morgan Morgan Chase

through a grant from the UI Foundation.

The cohort will support cities to take direct take action

towards climate adaptation and resilience through technical assistance from the

ULI membership and peer to peer exchange.

In light of COVID-19, the advisory services program developed a

pivot to its traditional five day in person model to

provide a virtual version of their advisory services panels during

a virtual advisory services panel like the one that has

been convened for Dallas.

Panelists meet for 2 1/2 days.

They receive on the first day they receive a briefing

from the sponsor.

They have an opportunity to tour the site virtually and

they speak with stakeholders in confidential interviews to better understand

the situation on the ground and learn more about the
On the second day, they focus on deliberation and production of the deliverables for the panel, including a draft narrative as well as the presentation you're seeing today. On the third day, they present their findings and recommendations to the sponsor and the public.

Keith, who is the chair of this virtual Advisory services panel.

Great, thank you so much Lauren and good morning to everyone joining us today again, my name is Keith and I'm going to assistant professor in planning at the University of Arizona in Tucson and my research areas at the intersection between urban planning and climate change with a focus on solving complex urban challenges such as extreme heat for more sustainable and resilient cities.

And I've been honored to serve as chair. This advisory service panel. I'd like to thank our sponsors. Both JP Morgan Chase and Company as well as the City of Dallas and also like to. Give a big thank you to the staff and members of the Urban Land Institute.

Dallas Fort Worth chapter for helping to support this effort. As we've done this panel, it also like to thank all of the stakeholders part of our panel processes. Learn mentioned was to review in depth briefing materials and interview a variety of stakeholders representing the private, public and community and none of that would have been possible without the contributions of those named on this slide and many others that we weren't able to name. So thank you all. For your help with this panel and I was honored to be joined by several panelists.
selected for their subject matter expertise.

With the objective to provide objective recommendations and take their outside experience to take a look at this site, all of the recommendations were volunteer and subjective, so I was joined by Jill Ellen Dixon, who is an associate principle at Sasaki. Peggy brimhall. Principle it figured development John Sale ND co-founder of inspired Green and Ricky Nishimura at associate principle at Populous.

So you'll hear from them later on in the presentation and then of course learn Callahan would like to thank her for her help as director of Advisory Services and we were also joined by Augie William saying on who is a senior associate in sustainability with the Urban Land Institute.

So this was our study area. We looked at the Walnut Hill Denton Dart Station study area. And our panel is invited to provide recommendations for the land use infrastructure and social investments related to climate resilience for the study area around the station, which is about 1/2 mile radius and the study area is located northwest of downtown Dallas to the East of I35 and roughly bisected by Walnut Hill Lane when Major region reason that this study area was selected by the sponsors is that this was one of the areas in Dallas impacted by the E F3 tornado that touched down on October 20th, 2019. And of course, the Cover 19 pandemic has Hanford. Some of those recovery efforts, so this is presented different hardships and challenges to communities, but also an opportunity for us to really look at how to reinvest have increased the future resilience of this area.

So as we dived into some of the briefing materials,
Give us some specific questions to help guide our recommendations.

So the first question was what policy and regulatory adjustment should be considered to impact localized investments and broaden the types of small and minority and women owned business enterprises in the city area. We were also asked to look at what types of infrastructure investments would make multi modal transportation easier and work frequently chosen by the area's residents and workers. What types of design and infrastructure or needed to attract and sustain the growing population of mixed income residents and to ensure climate resilience, environmental justice, and finally what stakeholders and organizations need to be brought together to impact the physical environment, economic growth and quality of life for residents and workers. So those were the four questions that really framed our panel that we that we looked at. So in addition to the questions asked at the panel by the sponsor, there are several broader considerations that framed our discussions, and these included the content Ng challenges of extreme climate events, national political uncertainties, racial injustice and beyond. Going COVID-19 pandemic and its associated impact on communities and economy. So the concept of urban resilience or the ability to prepare and plan for, absorbed, recover from an more successfully adapt to adverse events. Was very useful as we studied this study area and had those broader environmental, economic and social disruptions in mind. Our overarching approach on this panel is to ensure that the efforts to enhance resilience not only reduced
vulnerability but also strengthen the areas overall environmental performance,

economic opportunities and social equity.

So four additional guiding principles that we kept in mind as we looked at the study area was to really foster equitable sustainable social networks in a strong sense of place. We wanted to make sure we valued local perspectives and to enhance the existing character of the area.

We also wanted to look at designing better physical connections using variety of transportation modes and.

Introduce a mix of development types and uses so with that in mind, our candles, fission of the study area includes an authentic sense of place and you'll hear about these more through the presentation.

But we wanted to make sure that the area was enhanced and each of the distinct communities within it was really catalyzed.

We also wanted to make sure this community was more safe and welcoming, and to address the safety issues through supportive strategies and to provide a sense of community and an Ave for future transfer.

Nation into a diverse community, we had a strong focus on connectivity and providing that connectivity through ecological place,

making infrastructure and social enhancements. And then also I focus on green and resilience of development in the future.

So leveraging existing green assets to provide a network of open spaces and parts. Another part of the vision was multiple living and transportation options and to really enhance the mobility of those choices and both on mobility in the housing side and then finally the last part of our vision.

But probably the most important is the time is now in to take advantage of both the unfortunate tragedy of
the tornado,
but then also the timing of the market to catalyze
positive momentum for the study area.
So that's gonna really provides an opportunity for us to
rethink how to how to really enhance this place going
forward.
So again, my fellow panelists will provide more information about
our findings,
recommendations and overall vision for the study area and just
another reminder that as you hear the panels presentation to
go ahead and put your questions in the Q&A function
and zoom, and with that I'll turn it over to
John Sale.
Andy, who is going to discuss more about the challenges and opportunities that we found in the study area.
Thank you. Thank you lad again.
My name is John Sale ND I'm the co-founder of inspired Rain.
We're planning firm based in Washington DC and we focus on community planning,
multimodal transportation planning and climate change and resiliency planning.
An fun fact I actually used to be an environmental engineer at Texas Instruments,
so I am familiar with the Dallas Community and I'm going to talk about some of the possibilities in the area.
We believe that communities are built around the people who live,
work and play there. So I just want to give you a little bit of a community snapshot.
Of course there are residents, business owners and workers. There is the parking University and
there are actually underserved groups in the area.
On the area is 61%
Hispanic. There are over 700 businesses in the area that create more than 4000 jobs.
Parking University alone has 1700 students who frequent the
In the area there are people who are experiencing homelessness. People who are using drugs. People who are victims of sex trafficking and sex workers in the area, and tons of businesses. There is really strong warehouses manufacturing. Retail trade is sexually oriented businesses in the area. There are some others, but those were kind of some of the top ones in the area. Let's talk about some of the existing challenges in the study area, as we want to move forward and talk about the possibility we need to know some of the things that have happened. Of course there are climate related changes changes as we see extreme storm events, although there hasn't been catastrophic flooding yet, we know that that is a potential as this area is in 100 year floodplain and extreme heat, there's a lot of impervious surface in the area, so there's an opportunity to kind of mitigate some of that through a plan in terms of safety issues that have been. 8 sexual assault on from the period of November 2019 through June 20, 2100, and 29 business burglaries. 83 burglaries of motor vehicles, 104 unauthorized use of motor vehicles and 36 aggravated assaults and all this came from the Dallas Police Department in terms of illicit activities happening in the area, there's human trafficking, their sex work, their articles out there about this in the Dallas Morning News. Of course, there are people experiencing homelessness who are neither so who are in need of social services. And there's a lack of community amenities,
such as grocery stores and green spaces that some of
the things that we heard from community members as we
talked to them in our interviews.
But there is promise and possibility,
and I think there's an opportunity for us to really
build on the strength of the area.
There is cultural diversity in the area and we should
celebrate that cultural diversity.
There's Hispanic, Latin X in Korean businesses in the area.
There is a strong stability of neighborhoods to the East.
It is an employment center,
as I talked about before,
they're over 4000 jobs. Parker University on the strong
anchor.
There's warehouses and manufactory. There's
entrepreneurial businesses,
UPS. Is there an? There's really.
Growing momentum from the surrounding area.
So let's talk a little bit more about Accessibility.
So in terms of Accessibility,
this area is in a central location,
is easily easily accessible to downtown.
You can also get to highways at 35 E.
Another major arterials, you have the Walnut Hill Denton
Dark
Station,
an somewhere that's a dark station like that you can
get to downtown easily.
People can leave their cars and you can also bring
people into the community because of that dark station on
their trail connections.
Even though there's opportunity to extend those trails.
There are trail connections. Proximities to Dallas Love Field in
Dallas,
Fort Worth. All of those are really good.
Things are happening in the community or strong tenants of
this community.
And times of planning efforts that are already sitting.
Why there is the the CCAP which is the climate
action plan on connect Dallas which is the transportation plan.
And then there is the complete streets Design manual which talks about having more green streets. And then there's the Fort Dallas update that's happening. And also there's a newly formed I think as of August 2019. The Northwest Dallas Business Association, which is bringing businesses together to really advocate for the community. There's an opportunity to really create a sense of place so that people don't feel as though they have to leave or really creating an opportunity for people to gather in their community. So really, establishing a community identity through creating the Community gateway so that you know where you are, branding of the Community, using Community art or murals to really give this place more of an identity, really enhancing the open space in the area, we heard about MoneyGram soccer field in the amount of people that come here to go to the. That soccer field, and that's an opportunity to bring more people in the community is to have them support businesses in the community in North Haven Trail, extending that Joe's Creek West Fort, either some of the areas that we heard about repurposing warehouse space, there's an opportunity to use vacant warehouse space for something else that brings brings economic vitality to the Community parking University. There's an opportunity for them to grow and expand on their campus, really making the dark station of focal point. Making that transit center a hub for the community to bring people into the community. Also creating more community back. Gathering spaces. People talked about that. Yes, we are experiencing COVID-19 and a pandemic.
A lot of people have to leave the community to go buy recreational spaces, so enhancing the recreational amenities in the community to do things with their family. Perhaps initializing reformism community garden so people can actually grow their own food. I'm having more development around the transit station. And really, looking at multimodal connectivity, so whether you bike, walk, scoot, however you get around I'm you feel safe doing so in this community. The area is in need of some rapid relief. Some of the things that we've heard from individuals is that right now, you know it doesn't feel safe. There isn't a lot of lighting. You'll hear more about that, and some of my colleagues talk, but even the the Dallas Police Department noted code enforcement compliance when I look through some of their reports that there are buildings that have not been torn down after the tornado that were damaged. There are areas around that are just not in compliance and not up to code. That's that's something rapid that can happen that the city. Can assist with is is bringing this area up to code dispatching social service providers to the area from a short term perspective to help people who are victims of sex trafficking to help for homeless. So it's a received services and then really planning a long term. How you want to address these issues. We know that this area is why homelessness is pervasive throughout the United States, and I'm sure across Dallas this area seems to be heavily impacted by the homelessness crisis and we want to make sure that we're addressing those issues. Perhaps on to help with the food issue and we
know it may not be possible right now during a pandemic,
we're having a pop up farmers market at the DART station so that people can bring their goods,
and even if there's art artists that want to sell things and actually instituting some way,
finding one of the things that we heard is that you know when you come up in Northaven Trail.
People don't know where to go so instituting some wayfinding in communities to help people really navigate how to get around.
In terms of business opportunities, there is an opportunity to really understand Community preferences for the types of businesses that they want to see within the Community.
So really serving the community and again that community to me is people who live, work and play in the area.
What types of businesses would be best beneficial for them?
Really providing awareness if there are existing business incentives through Economic Development Corporation or any community development financial institutions for relocating to the study area,
providing awareness of that two business.
Owners in the city of Dallas so that they will make this their location of choice.
Using vacant warehouses again as an opportunity for business incubators, offices or perhaps commercial kitchens for people who have food.
trucks or restaurants.
There are a lot of benchmarks around the US where people have done this,
so it's an opportunity for the city to look at something like this.
And really, partnering with the Northwest Dallas Business Association again,
these are business owners who are already in the area who are striving and want to see this area thrive.
So really. Partnering with them in and using them, as in leveraging them, leveraging them as an opportunity to bring the vitality that we need to this community.

Thank you and with that I'll turn it over to my colleague, Jill Dixon.

Thank you Shante and good morning everyone. I'm Jill Dixon. I'm in associate principle on a planner with Sasaki.

My work focuses on resilience on community engagement as well as parking landscape planning to really help communities be greener, to be healthier and be better prepared to adapt positively to changes around them.

So this morning I'll be sharing with y'all in tandem with Ricky.

Some of the opportunities here in this district really related to land use to urban design and infrastructure. We think there is a chance to bring together the community really broadly to really think about a vision for this place on the full range of residents of workers of everyone that really lives, works and plays in the district.

We think there is a chance to bring together the community really broadly to really think about a vision for the area.

This will really be used to help establish its identity as it goes forward to really build a brand for the district that makes it distinct that sets it apart in a really positive way and really helps from an
economic perspective to really center what it could be into the future.

We think there should be a very inclusive process.

It's really a chance for the neighborhood to come together and really articulate what that character could be that it wants to see as it moves forward.

Really building on what's there really taking advantage of the some of the existing character of it in a positive way and really looking at ways to enhance and build upon that through study. Wide area enhancements.

So really thinking about better lighting opportunities for public art and gateways and things of that nature to really help, just set it apart. Help people know when they’re there and to give it that distinctive feel.

We think through this process there’s also an opportunity to really think about a name for this area. Something that could rebrand the current long Walnut Hill didn’t dart, stop something that would give it something that that speaks more to the character and the identity of the place.

And as part of this vision plan process, there could also be an opportunity to think long-term about how operational and financial tools might help support working together towards this common vision.

One of the things we noticed in looking at the study area was that the current zoning across the area is really a combination.

For the most part of different types of industrial zoning.

So while that’s very conducive to the warehousing and manufacturing and some of the office spaces that are in the district, it’s not quite as conducive to some of these new uses like residential and other types of restaurants and things that we’ve been hearing through our focus groups that could really be common and further enhance the the area.

So we think there’s an opportunity over the near and.

On mid term to really think about zoning changes that
might be appropriate to better support the vision of this area.

One of the other areas we've heard about through conversations, for example, is the design district in that area has its zoning. It's all a PD zone or plan development, and that's a zoning type that would give the greatest flexibility when it comes to what this district could have as well. But I really interesting fine grained use that's really combining some of these these best of new types of businesses with residential with light industrial and manufacturing in new ways. So I think there's ways to really add flexibility here and make sure that. The underlying zoning is really helping support the vision and helping enable new businesses and new uses to come in. That's best consistent with that vision. This vision plan could really then be the launch point for additional follow up planning that could help further define things like branding, signage, wayfinding as well as thinking about public art in a really deep way across the district. So the second strategy here is really focused on resilience in many different ways. So we really see the tornado. An covid is really opportunities to launch into a more resilient community and this is really thinking about the many different layers of resilience at multiple scales. So relate thinking about dealing in new ways with the. The increasing hot weather, increasing frequency of storms and increasing risk of flooding. So we see these different layers really starting at the business at the building level, really thinking about more resilient buildings that are more resilient to future hazards that have lighter environmental footprints. Helping save money through energy efficiency and also contributing to the broader community goals and support of the climate
Particular types of businesses and buildings that could really play a role or what we’re calling Brazilians hubs. We heard this idea through one of our focus groups, but it’s really an opportunity to think about places where the community can come together in the event of storms. Or you know, to find a cool place out of the heat during hot weather. It’s a place that has infrastructure like backup power that could really help support that we know there the library today and in the past is function in this way, but we think as the community grows and new businesses come in there might be needs to think about additional resilience hubs distributed throughout the district. And then the third layer of this strategy is really focused on resilient businesses, and this is really on the operational side. But small businesses in particular can face challenges when rebounding from natural disasters. So it’s really important to really come together and help think about some tools that could better support operational resilience, like continuing of operations plans and other planning strategies. The fourth layer is really thinking about the opportunities to further green the district through the urban forest. More trees and what we’re calling cool corridors, but stretches of trees that could really reach throughout the district and help further provide relief to that urban heat island in hot weather. And then the fifth layer is resilient infrastructure. I’ll go into this more in a minute. And so the third strategy is really all about connections. We’ve heard a lot of the existing amenities that this district enjoys today from the North Haven Trail to the soccer fields and the proximity to other environmental resources in the area. Building on the Dallas Trails Master Plan, there’s really an opportunity through trail connections to
connect these

This area as a whole, lacks some of the open space amenities that other parts of Dallas has. The trust for Public land, for example, has identified this as a really high need area when it comes to new Parks and Recreation, and so we think that through trail connections this could really help better connect existing businesses, existing workers and existing neighborhoods to some of those resources that already exist in the area.

And two key opportunities here or first really thinking about complete and green streets. Thinking about reimagining Walnut Hill Lane, really thinking about more trees that would help provide cooling and really making sure it's safe and comfortable for bike bicyclist for pedestrians as people are moving throughout the study area.

And the second opportunity here is really to imagine what today is the utility drainage easement into a more multimodal trail connection. So you can imagine a new trail going along. And perhaps there's opportunities for environmental strategies as well.

That might help. It really feel more like the West Fork of Joes Creek instead of a concrete. Drainage utility that's running through the district. Obviously this would need to be very much balanced with flood mitigation and really making sure that that Channel can continue to serve the important role it does to protect the district. So the next strategy is really green infrastructure, as you heard from John, say this area today is one of the biggest heat islands in Dallas, and there's really a lot of impervious surface from buildings to parking to roads.
There’s not a lot of green space in the district, and so we really see that there’s an opportunity across the district to really think about green infrastructure strategies. This really helps reduce surface water runoff, which in turn helps keep water clean. And it also helps decrease the urban heat island effect, so keeping it more cool and comfortable for everyone. That's here. And this strategy can have many different layers dealing with many different partners. So the city of Dallas to really thinking about opportunities for homeowners and businesses to also think about adopting some of these strategies. The real benefit there is that by having more green space on a property or more pervious surface, that can help reduce those drainage and utility fees that are really based on that percentage of impervious surface. So we think this could be a chance to help clean water to help keep the district cool and also to help save money at the same time. And with that, I'll hand it off to Ricky to talk through the remaining design drivers. Great thank you Jill. Good morning everyone I'm Rick Nishimura. I may associate principle at populists, a global architectural design firm specializing in creating environments and venues that draw communities of people together. And when architecting designers specializing in smart cities, mobility futures, repairing cities and future proofing cities through urban strategies. So the next strategy to consider is creating resilient communities with different scales and distinct characters within the study area. Now through design strategies we can help support the creation of distinct sub neighborhoods and communities know these structure. These clusters are programmed uses around shared open
spaces,

work with each other to reinforce community and support.

A broader dialogue connecting people,

common interests and elevating the human experience.

So whether it's a residential mixed use or an office cluster or light industrial warehouse cluster,

there is an opportunity to craft an environment that has a sense of culture and character.

Now the developments must be developed in harmony with the site's natural systems,

resulting in a more innovative, more efficient, and much more sustainable community.

People often seek authentic places and an area that offers communities that reflect the local culture and context will also help enhance the experience.

So I think you know the areas to consider initially.

Are you know the residential areas along the Brockbank drive the warehouses long shady trail,

and on the encore utility zone.

Um, maybe where the North North Haven trail terminates.

But it's also not just areas that have been affected by the tornado,

and you know, so that we can include places like the Walnut Hill,

Denton, Dark Area, underutilized parcels and parking as well as public realm and streetscape improvements.

So a connected community is a future live work learning play neighborhood that highlights the authentic character of this warehouse district like area.

And it is connected by ecological and place making business and jobs social and living an mobility strategies and by rethinking and evaluate you typology is a live work.

Learn, play now. The development can provide owners opportunities for 24/7 connected walkable neighborhood or developed becomes the engine for all kinds of prosperity.

Great development mixes which include the small minority and women
owned businesses. Embrace the economic and commercial forces of its surroundings and a successful project that only creates and enhances the value of the development itself, but also establishes a foundation for sustainable prosperity for local jobs and the larger neighborhood. So whether it's adapted, reuse or new mixed use project in underserved neighborhoods can provide a spur and transfer the surrounding real estate developer. The right catalytic projects with the right mix, combination and hierarchy of buildings to open space are critical in creating a memorable sense of place which transforms the urban environment into a livable destination. Now these projects promote successful gathering spaces, both indoor and outdoor. They encourage interaction and collaboration, stimulate participation, and provide a focal point or heart of a neighborhood. Now these spaces bring special value when they're designed as a center stage on which the rest of the neighborhood unfolds. Therefore, a future development opportunity project, such as a transit oriented development teody mixed use, Walnut Hill Denton Dart station can be a catalyst for a vibrant community hub with mixed income residents, local small businesses, grocery and provide the momentum for redevelopment of the surrounding study area land so you know, an immediate collaborative effort may be working on a new identity and branding of the study area, starting with the renaming of the Walnut Hill Denton Dart Station. From a location based to a more kind of site District character name that can help support and accelerate character driven neighborhoods and connected communities.
But for cities to flourish, to encourage the inclusive developments that bring people together through interaction.

So all these urban design drivers that we've discussed so far will help guide a road map for future development framework opportunities.

A successful masterplan framework begins and continues with the vision and his vision becomes a spark that excites communities existing owners, knew owners, city agencies and collaborators to continue on and endeavour to fulfill its implementation.

A successful collective vision will be the framework and backbone that will endure for generations. Be timeless and grow socially and economically with the community, city, and the environment.

Now I'm going to pass it on to Peggy, who will discuss implementation and financial aspects from a developer perspective.

Thank you Ricky. Hi, I'm Peggy Brimhall, owner of Figure Development and urban infill real estate company based in San Antonio, TX. Just down the highway from y'all. We focus on mid scale projects that are accessible to residents who want a healthy, an urban way of life.

Resilience. Resilience has a lot to do with timing. How long before we recover an reposition ourselves from disaster?

In terms of land, what we have here is a variety of lots, both large and small. There are many different ways to assemble these locks to help us be resilient. First, the large lots. These are the ones that should enact a grand vision and lead the way for our economic development purposes,
much like those that were set out by both Ricky and Jill as well as shansei. Currently the zoning here is not conducive to the type of development or the redevelopment that is desired by the community. Yet the market timing for these community driven projects is definitely now. Assembling properties one piece at a time typically is a very lengthy process, however, and very costly for a developer to undertake, so as a result, developers want large lots. Fortunately, the dart parcel and the parcels in disrepair near Parker University are already large, so by capitalizing on these few lots now, we can spurt resilience immediately. For other lots that have the potential to become large, we can use the following tools to accelerate the assembly process first, the equity investment approach. This is where a development entity acquires control and converts owners to shareholders in the future development. This makes it a lot easier to establish equity required in the underwriting process. Also, the Urban Land Bank demonstration program can be used to obtain potentially eligible tax foreclosed property, which can then be utilized for development purposes now. Policy wise, implementing a graduated density zoning policy that allows for higher density on larger lots will definitely make these large lot way more attractive to developers. Next, the small lots. These work well for infill development, small and mid scale developers are typically local residents who functioned via word of mouth. Their projects range from 1,000,000 to 10,000,000 in project value. For them, financing is virtually unattainable unless they are very cash liquid.
Therefore, the city should consider creating easy access lending programs for such developers, especially if they aim to continue the grand vision that has been set.

Also a municipal task force can partner with local banks to develop underwriting requirements that are much less stringent.

Plus, if public entities and foundations Co invest with these small to mid-size developers, they can help fill that equity gap that is needed to bring the loan to value ratios to a much more comfortable risk profile for banks.

Now, this may sound like a lot of work. But it deserves merit because infill development reflects the diversity of a community. It supports entrepreneurship and it positively impacts the local economy.

A 2 prong approach to developing large lots and small lots together will reduce a communities come back time so to start. Institutions like Darton Parker University can lead, connect and capitalize on the large lots that they own or are adjacent to. They should publicize this unified vision so that they can provide the opportunity for small and mid-size developers to sell their concepts on this smaller lots.

A lot easier. With city and banking support, these small and mid scale developers can then get their projects off the ground earlier and shorten the rebuilding. An building time for the entire district.

Now we've got the recommended next steps and my colleague lad Keith will take it from here.

Great, thank you so much Peggy. Yeah so you've heard from the my fellow panelists on some of our recommendations for this study area around the Walnut Hill Denton Dark Station. And one thing that was really clear is there's a number of dedicated individuals and organizations that have
different purposes

but are really interested in the success of this area.

So whatever major recommendations is to bring these champions together,

this panel process was a good start to that.

I mean to bring them together to move this vision.

Board so we recommend a partnership of some type be

formed with the following champion groups and this is of
course not an exhaustive list but help move this vision

forward again and so just to call out a few

specifically.

Of course, the city of Dallas and Art will play

an important role.

Parker University, another very key employers in the area

would

be supportive.

There's a number of neighborhood groups that we.

Spoke with and this residents are very committed to the

livability and quality of life and then a number of

business associations.

Then request Dallas Business Association and the Korean

American Coalition

and Cream Chamber.

Could also play a very important role as well as

friends of Bachman Lake and others that were not naming

here but that we spoke to and that would be

important. We also want to mention the urban land is

to Dallas Fort Worth was instrumental in putting this

panel together and could help play a role in convening

future conversations of this nature as well.

So a couple of recommended immediate next steps,

and these are things that we wanted to provide to

the Community because we think there short term enough that

it would be action items that you could get started

on tomorrow morning or today.

Even so, again, coordinate and support that Group of

Champions

that I mentioned on the previous slide.

Another one is really to engage the social services and

providers in the area and we know that many people

are engaged with helping those populations that we heard
But we think that that could really be ramped up and further. Enhance really help those populations by helping those populations. It'll also help change the perception and the attractiveness of the area for future development.

And we recommend activating that Dart Station parking lot again when it's safe to do so, or in a safe nature during the pandemic and it's currently an underutilized space. The community could really take greater advantage of.

Again, installing wayfinding would be really helpful about something that we heard kind of across the board.

One thought was to think about bilingual wayfinding. Other communities have done things like estimated walk time, so you could imagine an estimated walk time from the trail to the station or from Parker University to the station, again to change the perception that the areas inaccessible because it really is a short walk to that within that half mile radius that we were looking at for that station. We also recommend identifying and publicizing a safe and accessible resilience hub, so some community. These have cooling centers. This could be larger, larger scope of just cooling center during a heat wave, but also during flooding or extreme storm events or just a civic space for the community together and then also, as Peggy mentioned, exploiting this development financing tools to leverage those current opportunities.

The low interest rates and things that are going on in the market so those are. Six recommendations we think that the community can take forward immediately.
And with that I invite the panelist to turn on their videos and we will do a short number of Q&A.

So please do use the Zoom webinar functionality with a Q and a button and let's see here. I'll start with the first question that we received. So this relates to the branding and provisioning of the station and kind of the area.

And the question is, do the branding recommendations suggest that we move away from the Asian trade? Stress Crack moniker that is long defined the area, so with that maybe Jill do you want to start off an answer?

Sure, I'm happy to start and then maybe try and say if you wanted to add anything as well. I think for us we've heard that that is used especially when you look just a little bit further North, and we think that for this district there's just so many different constituents that really call it home or or call it a place to work or own a business.

So we think that. The area right around the Walnut Hill Denton Station could really be something that's a bit broader, more reflective of the broader sense of community. But I think you were very much just early to this process, so I think you know we would really hope that it's an inclusive process. That means brings many different people together. It's really think about what it could be. Yeah, I can see yes, I agree with you that I think that you know in terms of there being an inclusive process to decide if there is some official name of the the station around that area. That really is up to the community. Anything that we said are merely just suggestions. So that will be up to the broader community to define what that name is. Great, thank you. Let's see another question here, but I'll go ahead and enable unzoom so this is.
Does the city have the funding for this?

How can these plans and projects be implemented in a cost effective perhaps public private partnership way?

So maybe for that one piggy do you want to speak a little bit to the potential funding?

Yes, thank you lad. Definitely I think there needs to be a lot of public private partnership.

We all discussed this previously.

There has been two disasters.

As lab mentioned, both the tornado, an now COVID-19 pandemic. So the type of resilience that's needed now is one that has two or three times the push from public realms and foundations.

How it can be cost effective is by running it concurrently in various ways.

So in my section we mentioned that we run the vision plans with the larger developments with who could take advantage of commonly known tax incentives and tax abatements.

Also there there is federal funding for housing things like that to make their development much more successful.

But at the same time start preparing the infill developers and give them support to sell their concepts so that they can be done much.

Earlier, because usually it happens where one comes first and then the other.

So what we need to do now is we need to overlap these two efforts so that the Community can rebuild together more quickly.

Great thank you Peggy. Let me see here.

Here's another important question, as many of us are planners, how will this recommendation? I would say 'cause this?

Listen to plan. These are recommendations, but how does this stitch together all of the other planes in existing work that the city's done in the area?

So Jill, do you want to take this one and then maybe Ricky?
Sure thing, so there's a lot of different plans. Even citywide, that really could find a home and how this district moves forward. I think just to name a few, the. The The Climate action plan. The Comprehensive Environmental Climate Action Plan that has a lot of really good recommendations when it comes to resilience and really reducing the environmental footprint of development. So we think that could really be. The computer development in this area could really further the goals of that study. When you think about the Trails Master plan, there's also opportunities here to really build on those recommendations to better knit together the existing open space resources in the district and then just thinking about the Dallas forward process. That's just about to kick off. That will be another chance to really think bigger picture about how this area really finds a home and really fits within the broader context and really can further contribute to citywide goals. We think he retains this.

It's definitely important to consider all of the different types of plans that are happening in the area, but it's also really important that you know this area itself also begins habits plans that could integrate or elevate. You know some of the plans of the surrounding areas. We should think about the study area as a place that begins to connect neighborhoods right? So it connects the neighborhood from the East to the West. You know, through the site you know it also connects neighborhood from the South to the North. So you begin to get neighbors like the Bradford this days, or the Bachmann area begin to. You know where this site study area becomes a little
bit more central?

Not thinking about it as the edge of the city, but it becomes central again to surrounding communities.

Great thank you Vicki. Related to that we have kind of a question that ties in nicely.

Let's see here.

Sorry, scrolling through all of the same questions.

Currently.

OK, so here it is.

Who does the outreach to developers to let them know about the possibilities here?

Possibly with the city economic development incentives.

So we had the previous question about kind of stitching all the plans together and then this one is kind of.

How does the private market become aware of this area?

And maybe the efforts going forward?

So Peggy, do you want to start with this?

Yes, thank you lad. Definitely a integrated marketing effort on behalf of the city.

The Economic Development Corporation.

Other entities that are meant to spur economic development so smaller,

more regional business Commerce associations,

Chambers of Commerce in the area should also share it with other Chamber of Commerce because there might be a small to mid scale developer across town that could help.

So word of mouth marketing,

spreading talking.

Letting the community know so that they can spread the word to their Contacts.

It's going to take everyone in order to make an awareness that can extend through the entire city and maybe even the state so that the other developers in other cities can come in and help as well.

Did any follow up from other panelists?

OK.

Close that one so we don't have a difficult question.

I'd like to ask, is this always comes up when we look at an affordable area that we're recommending
reinvestment

So this question and I'll just paraphrase it because it's quite long, but it's basically gentrification. Question how do we propose? I'm kind of this new investment without displacing the current residents and making this place on affordable so I know that's a tricky question, but certainly wanted Urban Land Institute is has been focused on for quite awhile. So look at that one up for anyone that wants to tackle it. I can take that one on.

Yeah, so the the population of residents is small in this area, so displacement would have to really be a very aggressive action in order to displace the small residents. Now we found that what the community wants is more housing projects that fit in well with the neighborhood. For example workforce housing. Could be a great option that complements the existing home prices that are there and makes more of it.

That would be one way to continue the character of the neighborhood without displacing others. I think I think it's just that it's right on that, but I think it's really important to consider you know a lot of the this area is under utilized as well, and there's there's great opportunity we're not really displacing the residents, and we're basically also recommending that some of these businesses and owners, whether they're current owners, are new owners, think about kind of new typology's, right? So we're not going to displace the local business
either.

But how do you, actually,
you know, keep an enhance that local business?
In that area, but also be able to densify,
add, you know, residential. It's really about making sure that
there's kind of eyes on the street,
and I think this area kind of lacks eyes on
the street 24/7.
So once you get bring residential then there's kind of
self policing and the area becomes slowly become safer as
I want to add to that I think that the
city needs to be a lot of be intentional in
terms of how they allow this area to develop.
I think there is an opportunity and we've discussed this
for workforce housing that teachers,
firemen policemen are able to afford.
There's an opportunity to mix in some low income housing
to provide affordable dwelling units within existing buildings that maybe
market rate.
So there is opportunity to do this in a way
that doesn't displace community.
And also encourages a mix of different incomes within the
area as well as the encouragement of small businesses coming
to the area.
I think if the city is intentional about how they
attract small businesses to the area,
we can encourage a good mix of incomes and diversity
of people to the area without displacing people and not
making it more in terms of 1 sided.
It does, it does it good.
Good dialogue on the subject and just for further context.
For attendees who possibly joined us after the introduction,
we were focused specifically on a half mile area around
the DART station,
and so I think most of the recommendations were.
Kind of talking about here are minor modifications to let's
in the area currently and not not a whole overall
of the half mile radius,
so so will make sure that this presentation is available to the city afterwards. But yeah, some of the some of the recommendations focused on how we could re purpose that dark center at the Dark Station area, and that's a really small area for the whole area, so it wouldn't be like a number of high rise is going up immediately. This is a long term project that will take quite a while to. To actualize and we have time for about two more questions and so when I will go ahead and put live on zoom in so this one is when we haven't touched on in the Q&A at but aside from leveraging existing green assets to provide networks of open space and parks, what other opportunities could there be to re imagine that this underutilized spaces such as underneath the elevated DART rail.

Ricky, do you want to take that one first? And that's a really great question. I mean, there's there's so many amazing things that you can do, especially under the elevator rail. Again, you know, I think in most cities it's been difficult or there's some challenges for building actual structures under those, but you can always create kind of community benefit by having you know sports field, basketball, skateboard parks, dog parks, and to really kind of liven up the area below. It also what's really also important in those areas is to make sure there's plenty of lighting under those gathering areas under the elevator rail and. Often. You can actually utilize that rail as a gateway to again connect communities from either side of the rail.
as well.

Rachel, do you have any other thoughts?

Yeah, I think just what we've been hearing across the board is,

you know, there's this community is there's so many different constituents that are part of it and just really the need for more spaces that bring people together.

And so I think you know,

building on what Ricky said.

You know, there's opportunities that are more linear and then translates idea about the farmers market or artisan market in the dark parking lot.

But there could be ways to temporarily activate and add programming to some of these large parking lots of the area has today in ways it could be sort of temporary low-cost, and just add a lot of opportunities for people to get to know their neighbors better.

Thank you Joe last question and then I'll turn it over to Michael Mendoza afterwards I'm. I think this one is a nice way to kind of indoor panel discussion though,

'cause it's something that we certainly discussed quite a bit on the panel.

How can we best to make sure that the surrounding homeowners and neighborhood groups be involved in?

Again, that was one of the central framing approaches that we really looked at because we don't want to harm those stable neighborhoods that we heard.

A lot of really good things about from those residents.

So translate. Do you want to take that one kind of the highlight inclusive process could be created.

Absolutely. I think there are opportunities for whoever is leading planning of this area to bring in some comprehensive engagement,

making sure that all stakeholders are at the table and not just having community meetings where people have to come to you but actually going out into the community at places where people gather. I understand that there is a
Bazaar in the area.

There are places where people gather so their opportunities to really go out to people,

but also, you know, probably having some public meetings that are very inclusive.

But have activities so we can better understand what the neighbors see as the vision for this community.

I think intensive community engagement involving everyone in the process and make sure that their voices are heard so the community can get what they want as his planning moves forward.

Great thank you translate, and I think that's a great place to wrap up our Q&A.

And with that, so thank you again,

panelists and I would like to turn it over to Michael Mendoza with the City of Dallas.

Hello, are you able to hear me?

Yeah we had a little issue there well.

I want to thank each of you.

Glad and translate. Jill, Ricky,

Peggy and of course the team at ULI for these recommendations.

For for scheduling time to be with us this week to do your homework over the weekend with the materials that we provided you.

It's to me quite amazing that you were able to distill all of that and give us these sets of recommendations and.

I really I really think the great value in doing these types of things is the common language that you suggest that we start using.

So that's something I think is very important for the neighborhood to have a common place to talk about things.

I was talking to the neighbor yesterday resident in the area,

and as we were talking,

she says Oh my, I didn't know how to describe
what I was feeling or what I wanted to say.
You know you guys have a very special part.
What if you will write on how to describe things
that people feel an want to have in their neighborhoods,
and oftentimes they just need that little direction that little
push?
So appreciate you guys doing that for us.
For those of you on the call that don't know
me,
I work here at the City of Dallas.
I serve here in the city managers Office strategy,
a special initiatives. And as you solve today,
we've got a lot of strategies on the table that
we can draw from.
We've got some new ideas that were presented today.
Are charge here really is to try to integrate some
of those things into this particular area.
And as Ricky mentioned, to connect them to make this
a place of connection right North South East and West.
And it can be because it does have such great
diversity's got some good bones.
Right, some of these these assets not only from the
city,
but from the utility company or from our transportation entity.
We've got a lot of great assets there,
and it's sort of workers.
The school, the University, a lot of things going for
it.
I really see this as a beginning.
Our intention is to take this dialogue of visioning the
possibilities that were presented today.
And put them into action in phases,
right? We've got to take these these visions,
put him in some kind of a planning and execution
model now,
and I encourage each of you that have taken the
time today to be on this call.
Those of you who took the time yesterday to be
as part of our interview process to continue these ideas
to mold them into movements that will build momentum.
I think if you do so, we do so we will see a change on how residents live and work in this particular area. And once again, I want to thank the ULI team here. Dallas UI team in Washington DC. Lauren and her group or advisory group for this very special presentation. It will be available. I understand in a couple of weeks or maybe even less than that for public viewing in a different way. So this will live on. It's great that we've actually put this on in a digital form because we can share it. What you shared with us today is important and I want to be able to share that will find ways to do that here locally. Thank you very much.