

# Video

## ULI Dallas Resilient Land Use Cohort Advisory Services Panel Presentation

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: advisory services panels.  
00:02:43 --> 00:02:46: Since 1947, the Advisory Services Program,  
00:02:46 --> 00:02:50: which convenes those panels, has worked with communities  
00:02:50 --> 00:02:54: around the  
00:02:54 --> 00:02:55: country and the world on complex land use and development  
00:02:55 --> 00:02:59: issues.  
00:02:59 --> 00:03:00: The panel program depends on Julai members who  
00:03:00 --> 00:03:03: volunteer their  
00:03:03 --> 00:03:07: time,  
00:03:07 --> 00:03:10: creativity and expertise to participate in.  
00:03:10 --> 00:03:11: Historically five day in person panel engagements.  
00:03:11 --> 00:03:16: The teams of panelists bring an outside POV to the  
00:03:16 --> 00:03:16: sponsors community,  
00:03:16 --> 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  
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  
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  
00:16:12 --> 00:16:12: 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  
00:16:28 --> 00:16:32: 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  
00:16:48 --> 00:16:49: 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  
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  
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  
contributing to  
00:25:43 --> 00:25:47: the broader community goals and support of the climate  
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  
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  
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 an 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 --> 00:37:43: that allows

00:37:43 --> 00:37:48: for higher density on larger lots will definitely make these

00:37:48 --> 00:37:53: large lot way more attractive to developers.

00:37:53 --> 00:37:58: Next, the small lots. These work well for infill development,

00:37:40 --> 00:37:44: small and mid scale developers are typically local residents who  
00:37:44 --> 00:37:47: functioned via word of mouth.  
00:37:47 --> 00:37:52: Their projects range from 1,000,000 to 10,000,000 in project value.  
00:37:52 --> 00:37:57: For them, financing is virtually unattainable unless they are very  
00:37:57 --> 00:37:58: cash liquid.  
00:37:58 --> 00:38:04: 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

00:40:06 --> 00:40:09: different purposes

00:40:09 --> 00:40:14: but are really interested in the success of this area.

00:40:14 --> 00:40:16: So whatever major recommendations is to bring these

00:40:16 --> 00:40:19: champions together,

00:40:19 --> 00:40:22: this panel process was a good start to that.

00:40:22 --> 00:40:25: I mean to bring them together to move this vision.

00:40:25 --> 00:40:28: Board so we recommend a partnership of some type be

00:40:28 --> 00:40:31: formed with the following champion groups and this is of

00:40:31 --> 00:40:34: course not an exhaustive list but help move this vision

00:40:34 --> 00:40:35: forward again and so just to call out a few

00:40:35 --> 00:40:38: specifically.

00:40:38 --> 00:40:39: Of course, the city of Dallas and DART will play

00:40:39 --> 00:40:43: an important role.

00:40:43 --> 00:40:46: Parker University, another very key employers in the area

00:40:46 --> 00:40:49: would

00:40:49 --> 00:40:50: be supportive.

00:40:50 --> 00:40:54: There's a number of neighborhood groups that we.

00:40:54 --> 00:40:55: Spoke with and this residents are very committed to the

00:40:55 --> 00:40:58: livability and quality of life and then a number of

00:40:58 --> 00:41:01: business associations.

00:41:01 --> 00:41:04: Then request Dallas Business Association and the Korean

00:41:04 --> 00:41:06: American Coalition

00:41:06 --> 00:41:10: and Cream Chamber.

00:41:10 --> 00:41:13: Could also play a very important role as well as

00:41:13 --> 00:41:16: friends of Bachman Lake and others that were not naming

00:41:16 --> 00:41:18: here but that we spoke to and that would be

00:41:18 --> 00:41:21: important. We also want to mention the urban land is

00:41:21 --> 00:41:24: to to Dallas Fort Worth was instrumental in putting this

00:41:24 --> 00:41:27: panel together and could help play a role in convening

00:41:27 --> 00:41:28: future conversations of this nature as well.

00:41:28 --> 00:41:32: So a couple of recommended immediate next steps,

00:41:32 --> 00:41:35: and these are things that we wanted to provide to

00:41:35 --> 00:41:38: the Community because we think there short term enough

00:41:38 --> 00:41:41: that

00:41:41 --> 00:41:44: it would be action items that you could get started

00:41:44 --> 00:41:47: on tomorrow morning or today.

00:41:47 --> 00:41:50: 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  
00:55:37 --> 00:55:39: areas under the elevator rail and.  
00:55:39 --> 00:55:43: Often. You can actually utilize that rail as a gateway  
00:55:43 --> 00:55:47: to again connect communities from either side of the rail  
00:55:47 --> 00:55:47: as well.  
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

00:57:04 --> 00:57:07: engagement,

00:57:07 --> 00:57:10: making sure that all stakeholders are at the table and

00:57:07 --> 00:57:10: not just having community meetings where people have to

00:57:10 --> 00:57:13: come

00:57:10 --> 00:57:13: to you but actually going out into the community at

00:57:13 --> 00:57:16: places where people gather. I understand that there is a

00:57:17 --> 00:57:18: Bazaar in the area.

00:57:18 --> 00:57:21: There are places where people gather so their opportunities

00:57:21 --> 00:57:22: 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

00:57:26 --> 00:57:27: 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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