

# 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

00:24:16 --> 00:24:19: 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

00:24:38 --> 00:24:41: 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  
**00:31:52 --> 00:31:53:** district like area.  
**00:31:53 --> 00:31:57:** And it is connected by ecological and place making business  
**00:31:57 --> 00:32:01:** and jobs social and living an mobility strategies and by  
**00:32:01 --> 00:32:04:** rethinking and evaluate you typology is a live work.  
**00:32:04 --> 00:32:09:** Learn, play now. The development can provide owners  
opportunities for  
**00:32:09 --> 00:32:14:** 24/7 connected walkable neighborhood or developed  
becomes the engine for  
**00:32:15 --> 00:32:16:** all kinds of prosperity.  
**00:32:16 --> 00:32:20:** Great development mixes which include the small minority  
and women  
**00:32:20 --> 00:32:21:** owned businesses.  
**00:32:21 --> 00:32:25:** Embrace the economic and commercial forces of its  
surroundings and  
**00:32:25 --> 00:32:29:** a successful project that only creates and enhances the  
value  
**00:32:29 --> 00:32:31:** of the development itself,  
**00:32:31 --> 00:32:35:** but also establishes a foundation for sustainable prosperity  
for local  
**00:32:35 --> 00:32:37:** jobs and the larger neighborhood.  
**00:32:39 --> 00:32:43:** So whether it's adapted, reuse or new mixed use project  
**00:32:43 --> 00:32:48:** in underserved neighborhoods can provide a spur and  
transfer the  
**00:32:49 --> 00:32:51:** surrounding real estate developer.  
**00:32:51 --> 00:32:54:** The right catalytic projects with the right mix,  
**00:32:54 --> 00:32:58:** combination and hierarchy of buildings to open space are  
critical  
**00:32:58 --> 00:33:01:** in creating a memorable sense of place which transforms the  
**00:33:01 --> 00:33:04:** urban environment into a livable destination.  
**00:33:04 --> 00:33:07:** Now these projects promote successful gathering spaces,  
**00:33:07 --> 00:33:11:** both indoor and outdoor. They encourage interaction and  
collaboration,  
**00:33:11 --> 00:33:14:** stimulate participation, and provide a focal point or heart of  
**00:33:14 --> 00:33:15:** a neighborhood.  
**00:33:15 --> 00:33:18:** Now these spaces bring special value when they're designed  
as  
**00:33:18 --> 00:33:21:** a center stage on which the rest of the neighborhood  
**00:33:22 --> 00:33:22:** unfolds.  
**00:33:22 --> 00:33:25:** Therefore, a future development opportunity project,  
**00:33:25 --> 00:33:28:** such as a transit oriented development teody mixed use,  
**00:33:28 --> 00:33:32:** Walnut Hill Denton Dart station can be a catalyst for  
**00:33:32 --> 00:33:35:** a vibrant community hub with mixed income residents,  
**00:33:35 --> 00:33:39:** local small businesses, grocery and provide the momentum

for redevelopment  
00:33:39 --> 00:33:42: of the surrounding study area land so you know,  
00:33:42 --> 00:33:45: an immediate collaborative effort may be working on a new  
00:33:45 --> 00:33:48: identity and branding of the study area,  
00:33:48 --> 00:33:52: starting with the renaming of the Walnut Hill Denton Dart  
00:33:52 --> 00:33:52: Station.  
00:33:52 --> 00:33:55: From a location based to a more kind of site  
00:33:55 --> 00:33:59: District character name that can help support and accelerate  
character  
00:33:59 --> 00:34:01: driven neighborhoods and connected communities.  
00:34:01 --> 00:34:03: But for cities to flourish me,  
00:34:03 --> 00:34:09: to encourage the inclusive developments that bring people  
together through  
00:34:09 --> 00:34:10: interaction.  
00:34:10 --> 00:34:14: So all these urban design drivers that we've discussed so  
00:34:14 --> 00:34:18: far will help guide a road map for future development  
00:34:18 --> 00:34:19: framework opportunities.  
00:34:19 --> 00:34:24: A successful masterplan framework begins and continues  
with the vision  
00:34:24 --> 00:34:28: and his vision becomes a spark that excites communities  
existing  
00:34:28 --> 00:34:29: owners,  
00:34:29 --> 00:34:33: knew owners, city agencies and collaborators to continue on  
and  
00:34:34 --> 00:34:37: endeavour to fulfill its implementation.  
00:34:37 --> 00:34:40: A successful collective vision will be the framework and  
backbone  
00:34:41 --> 00:34:42: that will endure for generations.  
00:34:42 --> 00:34:46: Be timeless and grow socially and economically with the  
community,  
00:34:46 --> 00:34:49: city, and the environment.  
00:34:49 --> 00:34:51: Now I'm going to pass it on to Peggy,  
00:34:51 --> 00:34:55: who will discuss implementation and financial aspects from a  
developer  
00:34:55 --> 00:34:55: perspective.  
00:34:57 --> 00:35:02: Thank you Riki. Hi, I'm Peggy Brimhall,  
00:35:02 --> 00:35:06: owner of Figure Development and urban infill real estate  
company  
00:35:06 --> 00:35:08: based in San Antonio,  
00:35:08 --> 00:35:12: TX. Just down the highway from y'all.  
00:35:12 --> 00:35:16: We focus on mid scale projects that are accessible to  
00:35:16 --> 00:35:18: residents who want a healthy,  
00:35:18 --> 00:35:21: an urban way of life.  
00:35:21 --> 00:35:24: Resilience. Resilience has a lot to do with timing.

00:35:24 --> 00:35:30: How long before we recover 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 --> 00:37:46: for higher density on larger lots will definitely make these

00:37:46 --> 00:37:49: large lot way more attractive to developers.

00:37:49 --> 00:37:52: 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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