Memorandum

DATE  6 September 2013

TO    The Honorable Members of the Transportation and Trinity River Project Committee: Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Monica Alonzo, Tennell Atkins, Sandy Greyson, Sheffie Kadane

SUBJECT  Good Neighbor Plan Initiative Update

On Monday, 9 September 2013, the Transportation and Trinity River Project Committee will be briefed on the progress of the Good Neighbor Plan Initiative. The material is attached for your review.

Please feel free to contact me if you need additional information.

Theresa O'Donnell
Interim Assistant City Manager

C:  A.C. Gonzalez, Interim City Manager
    Warren M.S. Ernst, Interim City Attorney
    Rosa A. Rios, City Secretary
    Judge Daniel Solis, Administrative Judge
    Craig D. Kinton, City Auditor
    Ryan S. Evans, Interim First Assistant City Manager
    Jill A. Jordan, P.E., Assistant City Manager
    Forest E. Turner, Assistant City Manager
    Joey Zapata, Assistant City Manager
    Charles M. Cato, Interim Assistant City Manager
    Jeanne Chipperfield, Chief Financial Officer
    Frank Librio, Public Information Officer
    Elsa Cantu, Assistant to the City Manager, Mayor and Council Office

“Dallas Together, we do it better”
PURPOSE

• As briefed to the Transportation and Environmental Committee in September 2012, committee would receive regular updates on the progress of the Good Neighbor Plan Initiative at Dallas Love Field

• Present the results of the public meeting and comments received during the phase 1 outreach

• Outline the development concepts proposed for phase 2 of the initiative
GOOD NEIGHBOR PLAN INITIATIVE

- Vision of Dallas Love Field
- Improve the appearance in and around Dallas Love Field
- Promote economic development opportunities
- Expand on the City of Dallas’ goals of developing livable, walkable and interconnected neighborhoods
- Gain public input for ongoing plans for improvement, development, and goals, using the Downtown Dallas 360 Plan as a template
BACKGROUND

• Transportation Committee Updated – September 2012
• Public Involvement – Fall 2012
  • Informed community of Good Neighbor Plan Initiative
  • Engaged community and obtain input on wants and concerns related to Good Neighbor Plan Initiative
  • Used input to gain a better understanding of wants in specific areas
PHASE 1

• Good Neighbor Plan Initiative to enhance the physical and economic development of the airport and its bordering neighborhoods
• Phase One:
  – Public Outreach
  – Proposed Enhancements
• Use input from 10 public meetings for the MPU* and eALP*
• Identified potential changes for areas of Airport Property to be included in the MPU

*MPU= Master Plan Update
*eALP= Electronic Airport Layout Plan
PUBLIC INVOLVEMENT PLAN - PHASE ONE

- Phase One included the following:
  - Public involvement plan development
  - Project branding
  - Stakeholder database
  - Creation of marketing materials including website, newsletter and stakeholder presentations
  - 10 public meetings with residents and business representatives
OUTREACH METHODS

- Door hangers *
- Telephone calls
- Email blasts
- Letters *
- Posters *
- Newsletters *
- Website

*Bilingual Spanish/English
PUBLIC MEETING SCHEDULE AND ATTENDANCE

- 10 public meetings for residents and business representatives

<table>
<thead>
<tr>
<th>DATE</th>
<th>MEETING</th>
<th>NUMBER OF ATTENDEES</th>
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<tbody>
<tr>
<td>10/09/12</td>
<td>East Zone Residential Meeting (North)</td>
<td>14</td>
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<tr>
<td></td>
<td><em>Shorecrest Estates, Cochran Chapel</em></td>
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<tr>
<td>10/16/12</td>
<td>East Zone Business Meeting</td>
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<tr>
<td>10/16/12</td>
<td>East Zone Residential Meeting (South)</td>
<td>38</td>
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<td></td>
<td><em>North Park</em></td>
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<td>10/18/12</td>
<td>Dallas Love Field Tenants Meeting</td>
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<td>10/23/12</td>
<td>South Zone Business Meeting</td>
<td>10</td>
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<td>10/25/12</td>
<td>South Zone Residential Meeting</td>
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<td>10/30/12</td>
<td>West Zone Business Meeting</td>
<td>6</td>
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<td>11/08/12</td>
<td>West Zone Residential Meeting</td>
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<tr>
<td>11/13/12</td>
<td>North Zone Residential Meeting</td>
<td>6</td>
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<tr>
<td>11/15/12</td>
<td>North Zone Business Meeting</td>
<td>7</td>
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<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>156</strong></td>
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See page 6 for a map of these zones
BREAKOUT ACTIVITY

• Asked participants to establish priorities by identifying those areas of high interest:

1. Landscaping and Streetscaping
2. Pedestrian Connections
3. Transportation Connections
4. Transit-Oriented Development
5. Public and Open Spaces
6. Office Spaces
7. Retail Spaces
8. Buffers (Visual and Physical)
BREAKOUT ACTIVITY BOARD

- Meeting attendees placed eight dots on an activity board under the categories in which they would like to see developments or improvements.
- Could place one dot in each category, all eight in one category, or any other combination.
## Breakout Activity Results by Meeting

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Landscaping &amp; Streetscaping</th>
<th>Pedestrian Connection</th>
<th>Buffers (Visual &amp; Physical)</th>
<th>Public and Open Spaces</th>
<th>Retail Spaces</th>
<th>Transit Connections</th>
<th>Transit-Oriented Development</th>
<th>Office Spaces</th>
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<td>Airport Tenants</td>
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<td>North Zone Residential</td>
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<tr>
<td>North Zone Business</td>
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<td>4</td>
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<td><strong>134</strong></td>
<td><strong>125</strong></td>
<td><strong>109</strong></td>
<td><strong>94</strong></td>
<td><strong>85</strong></td>
<td><strong>43</strong></td>
<td><strong>25</strong></td>
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**Note:** Items in red denote top priorities of each zone.
## OVERALL BREAKOUT ACTIVITY RESULTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<tbody>
<tr>
<td>Landscaping &amp; Streetscaping</td>
<td>162</td>
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<tr>
<td>Pedestrian Connections</td>
<td>134</td>
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<tr>
<td>Buffers (visual and physical)</td>
<td>125</td>
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<tr>
<td>Public and Open Spaces</td>
<td>109</td>
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<tr>
<td>Retail Spaces</td>
<td>94</td>
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<tr>
<td>Transit Connections</td>
<td>85</td>
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<tr>
<td>Transit-Oriented Development</td>
<td>43</td>
</tr>
<tr>
<td>Office Spaces</td>
<td>25</td>
</tr>
</tbody>
</table>
ALTERNATIVES
LANDSCAPING AND STREETSCAPING

- Signage
- Median Improvements (Landscaping)
- Beautification
ALTERNATIVES

PEDESTRIAN CONNECTIONS

• Pedestrian walkway/bikepath around airport

• Connection across Lemmon Ave. near Bachman Lake
  – striping
  – new pavement
  – bridge

Source: ESRI Ortho Imagery, 2011.
ALTERNATIVES

BUFFERS VISUAL AND PHYSICAL

• Aesthetically pleasing fence-line that meets Transportation Security Administration requirements
• Phased implementation
LEMMON AVENUE:
INVENTORY/CHARACTERISTICS

Lemmon Ave. facing southeast, towards downtown.
Lemmon Avenue Focus Area

Representative Development Concept

Consolidated Parking Facilities
Landscaping
Landscaped berms
Ornamental Signage
Continuous Bike Lane / Sidewalk
Identified Crosswalks

NOTE: Representative concept only. May not depict final plan.
MOCKINGBIRD LANE: INVENTORY/CHARACTERISTICS

Mockingbird Lane facing northeast
Mockingbird Lane Focus Area

Representative Development Concept

NOTE: Representative concept only. May not depict final plan.
NOTE: Representative concept only. May not depict final plan.
Denton Drive facing northwest.

Denton Drive Corridor Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Description</th>
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<tbody>
<tr>
<td>Railroad</td>
<td>DART Orange and Green Lines. Freight Line.</td>
</tr>
<tr>
<td>Tracks</td>
<td>3-4 tracks</td>
</tr>
<tr>
<td>Railroad Width</td>
<td>Approx. 60 ft. to 120 ft.</td>
</tr>
</tbody>
</table>
NOTE: Representative concept only. May not depict final plan.

Denton Drive Focus Area
Representative Development Concept
BACHMAN LAKE
INVENTORY/CHARACTERISTICS

Bachman Lake facing southeast
Representative Development Concept

Bachman Lake Focus Area

Enhanced Native Landscape Along Lake & Bike Path

Public Plaza

Continuous Sidewalks

Identified Crosswalks

NOTE: Representative concept only. May not depict final plan.
NEXT STEPS

• Phase 2
  – Summer/Fall 2013
• Public Outreach
  – Two meetings to the public to present results and proposed enhancements
• Master Plan Update complete – 2014
  – Identified changes and improvements for areas of airport property
• Develop funding strategies for airport property improvements and partnerships to guide development off-airport