

Memorandum



CITY OF DALLAS

DATE October 16, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **Planning and Urban Design Program 2015-16**

On October 21, 2015, you will be briefed on the Planning and Urban Design Program. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in black ink, appearing to read 'Jill Jordan'.

Jill A. Jordan, P.E.
Assistant City Manager

c: A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Planning and Urban Design Program 2015-16

Full Council Briefing
October 21, 2015



Purpose of the Briefing

- Provide an overview of the mission and role of the Planning and Urban Design Department
 - Update the Council on integration of land use, urban design, transportation and housing related planning
- Outline major department initiatives and activities for the new fiscal year

Planning and Urban Design Department

Mission and Role



Foster a multi-disciplinary and comprehensive approach to projects

Enhance the economic and quality of life impacts of public and private projects



Planning and Urban Design Department

Mission and Role



- Emphasize and integrate ongoing community engagement



Advance City policies from planning through implementation

Three Major Initiatives

FY 2015-16

● Neighborhood Plus
Implementation

● Complete Streets
Policy Adoption and
Implementation

● Urban Design
Practice, Policy and
Guideline Adoption
and Implementation



Neighborhood Plus Implementation

- Promoting neighborhood revitalization
- Building healthy sustainable neighborhoods
- Addressing the root causes of poverty and blight



Complete Streets Policy adoption and Implementation

- Streets designed for all users – pedestrians, bikes, transit and automobiles
- Streets designed to suit the context



Development and Implementation of Urban Design Practice, Policies and Guidelines

- Achieving the next level of livability for Dallas
- Enhancing economic competitiveness
- Improving environmental quality

Meet our Team Leaders

Planning and Urban Design



Karen Riley

Neighborhood
Vitality



Tanya Brooks

(interim)

Mobility



Luis Tamayo

(interim)

Strategic Planning
and Policy



Arturo Del Castillo

(interim)

Urban Design



**Chalonda Jackson-
Mangwiro**

(interim)

Community
Engagement

Neighborhood Vitality Team

Main Activities

- Develop and monitor a Neighborhood Plus implementation work program

- Coordinate Neighborhood Plus pilot program development and implementation

- Assist with developing metrics to measure impact of projects and programs

- Coordination with Collective Impact organization and external partners

- Coordinate Neighborhood Plus target area action plan development and implementation

Neighborhood Vitality Team

Project Examples

- Lancaster Corridor
- Parkdale/Urbandale
- Education Corridor



Mobility Team

Main Activities

●
Thoroughfare Plan Amendments

●
Lead on complete street corridor
planning

●
Bike facility planning and
implementation

●
Ongoing coordination
With Regional Transportation
Council and DART Board

●
Planning coordination on inter-
agency transportation projects

Mobility Team

Project Examples

- Houston Street Bike Lane



- High Speed Rail



Strategic Planning and Policy Team

Main Activities

- *forward*Dallas! amendments to incorporate Neighborhood Plus, Complete Streets and Urban Design policies

- Strategic analysis and action planning for Neighborhood Plus target areas

- Policy development and review through City Plan Commission Urban Design Committee

- Developing metrics to measure impact of Neighborhood Plus projects and programs

- Review and adoption of community led plans

Strategic Planning and Policy Team

Project Examples

- Dallas Midtown Plan



- Greater Casa View Plan



Urban Design Team

Main Activities

- Urban design capacity building including developing vision, policies, guidelines and educational programming

- Urban design advisory services and Urban Design Peer Review Panel for major public projects and TIF District projects

- Physical planning and design for Neighborhood Plus target areas

- Urban design support for Sustainable Development, Public Works, Economic Development and other city departments

- Direct design work with private developers on significant projects

Urban Design Team

Project Examples

- West Dallas gateway



- Lamar Lofts



Community Engagement

Main Activities

- Fostering working relationships with neighborhood organization leaders

- Facilitating coalition building among community organizations

- Expanding and maintaining a community organization database in partnership with external organizations

- Neighborhood organization capacity building

- Providing community outreach support for departmental projects

Community Engagement

Project Examples

- White Rock Partnership



- WINS Initiative



Next Steps

01

Hiring

Hiring to fill vacant positions across department and renewal of professional services contract

02

GrowSouth Coordination

Ongoing coordination with Mayor's Office on Collective Impact organization and target area planning

03

Neighborhood Plus

Committee and Council briefings on Neighborhood Plus work program and target area selection criteria

04

Complete Streets

Council briefing and action on Complete Streets Design Manual

05

Urban Design

Committee and Council briefings on Urban Design Capacity Building program

Discussion

“There is not a single thing in this city that you need that you cannot do if you make up your mind that you need it and will have it”
George E Kessler, 1911