

# Memorandum



CITY OF DALLAS

DATE June 3, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **ForwardDallas Comprehensive Land Use Plan Update**

## Background

In August 2021, Planning and Urban Design (P+UD) staff organized a neighborhood summit to officially launch the ForwardDallas Comprehensive Land Use Plan Update (“ForwardDallas”) process. Since that time, establishing an inclusive community engagement program and deploying different outreach tactics has been the primary focus. Although delayed slightly by another spike in COVID-19 cases toward the end of 2021, staff continued to provide virtual engagement opportunities through the end of 2021 and beginning of 2022. In December 2021, P+UD coordinated with Houseal Lavigne Associates (“the Consultant”), to adjust the schedule to allow for more community engagement that was not previously accounted for in the scope and schedule. With the return to more in-person gatherings, staff is ramping up its engagement efforts in preparation for the next phase of the project.

## Project Updates

- **Summary of Community Engagement:** Engagement activities have included a series of virtual and in-person staff facilitated workshops, an online and paper survey, community pop-ups, and interactive comments mapping through [Social Pinpoint](#). Based on zip codes, participants from the different engagement activities have been mapped to better understand the reach of engagement efforts and, more specifically, the areas where more targeted efforts are needed. So far in the process, there have been 1,854 survey, poll, or registration participants; 5,721 unique online visits; 6,000 open-ended survey responses; and 448 Social Pinpoint map points created. From those touchpoints, some of the preliminary themes most identified have been: mobility and connectivity; housing choice and quality; environmental quality; quality of life; community design and complete neighborhoods; and economic development and revitalization. Details about engagement activities and outcomes, to date, can be found at the link to the [May 2022 Community Engagement Summary Report](#).
- **Establishment of the Comprehensive Land Use Plan Committee (C-LUP):** The C-LUP, a standing committee of the City Plan Commission was established in November 2021 to provide oversight during the ForwardDallas update process. The Committee had its first meeting in January 2022 and meets every 4<sup>th</sup> Tuesday of the month, with the option for an additional meeting on the 2<sup>nd</sup> Tuesday of the month, as needed. P+UD staff presented the Engagement Summary Report to the Committee at its latest meeting on May 24, 2022. Information about Committee members, meeting agendas, and presentations can be found at [C-LUP webpage](#).

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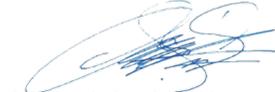
- **Establishment of a Technical Advisory Committee:** A Technical Committee, comprised of stakeholders identified by City staff and representing relevant City departments, school districts, economic and housing development organizations, governmental and other regional partners, has been organized for the ForwardDallas process and last met in March 2022. The Technical Committee is an ad hoc informal committee comprised of internal City departments and external public agencies (such as school districts, DART, NCTCOG, Dallas County, and Dallas College) and is intended to provide more explicit technical feedback and guidance on deliverables. This committee is a time-specific, project-specific group charged with providing a technical perspective and insight on the recommendations of the draft ForwardDallas plan.
- **Preparation of an Existing Conditions Report:** P+UD staff and the Consultant have been coordinating to analyze a series of existing conditions data to establish a baseline scenario that will form the foundation for potential future land use considerations. As part of this analysis, the consultants are working to develop a 3D basemap that will include a terrain model, 3D representations of existing buildings, and other relevant existing conditions data organized by key planning topics (as identified through engagement) that will be hosted on the City's ArcGIS Online Platform. As recommendations are developed, the 3D model will help to conceptualize and evaluate different land use scenarios and their potential impacts. Staff anticipates a preliminary draft of this report by late June 2022.

### Next Steps

- **Continued Community Engagement:** P+UD staff is working with HR&A Advisors to bolster its next phase of community engagement and intensify outreach to close gaps in certain areas, particularly with the Hispanic/Latinx community, other harder to reach groups, and others who have historically been under-represented in planning processes. A key component of this has been updating project messaging to make land use and its importance more relatable. Taking advantage of upcoming summer events throughout the City, P+UD staff will be working with its ambassadors and existing community organizations and institutions throughout the City to expand its outreach through these partnerships.
- **City Council Update:** P+UD anticipates having a draft of the existing conditions report by end of the Summer of 2022 and will schedule a briefing with City Council to present and discuss results of the existing conditions analysis. In addition, staff will provide an update on engagement efforts as well as the next steps leading into the Fall of 2022, which will include a series of land use visioning and potential placetype workshops.
- **City Council Member One-on-Ones:** To begin at the earliest dates available to City Council Members, P+UD will schedule meetings with individual City Council Members to provide an update on the process and next steps, discuss land use priorities, identify potential district events, and identify community groups with whom to further engage.

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Should you have any questions, please contact Julia Ryan, Director of the Department of Planning and Urban Design, at (214) 670-5404 or [julia.ryan@dallas.gov](mailto:julia.ryan@dallas.gov).



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