

wynnewood

community charrette notes



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wynnewood

*The following pages are intended to document the ideas and work generated by all of the participants of Wynnewood visioning effort. The city**design** studio will host conversations around these ideas and refine them into a road map guiding the future of this area.*



“If you hate something you can never do something for it. You have to love it, genuinely love it.” Jane Jacobs

The Parks at Wynnewood is an apartment home community which first opened more than 60 years ago. In 1995 it was restored, renamed, and became restricted to low-income tenants on 404 of its 408 units. Owners of the Parks at Wynnewood are now planning a redevelopment of its 48 acres.

In accordance with existing requirements, a minimum of 404 units will be redeveloped in phases on a reduced footprint within the 48 acre project site to include a combination of both affordable multi-family housing and low-income senior housing units. Surplus land will then be released for development of market rate housing, retail and/or office.

In connection with the development of the property and as consideration for the City’s approval of the debt restructuring, the owners of the Parks at Wynnewood will reimburse the City for an amount not to exceed \$125,000 for planning and urban design services by the Dallas city**design** studio for the project’s 48 acres and the nearby Wynnewood Village.

How will the Parks at Wynnewood change? How will my neighborhood benefit? Can Wynnewood Village attract quality retailers and fill its parking lots with shoppers? What is the vision for this important part of our city?

These and many more questions are being asked.

On the morning of Saturday July 21, the Dallas city**design** studio kicked-off engagement efforts with residents of the Parks at Wynnewood and neighboring communities to discover, through an open and collaborative effort, their views on opportunities, challenges, and “must happen” priorities for this area.

Going forward, through meetings and community collaboration, we hope to begin to answer these questions and help reveal the community vision for the future of Wynnewood Village.

*The Dallas city**design** studio is an office of the City of Dallas established in 2009 in partnership with the Trinity Trust Foundation. We seek to [1] convene the municipal, professional and resident communities in the deliberate public design of Dallas, [2] bring a heightened consciousness of design to the city, and [3] deliver thoughtful design to areas that have been historically neglected in our city. We believe design can improve lives and transform the places where we live, work, and play. In order to do this we employ a collaborative approach bringing together community leaders, designers, and local residents.*



project context map

126 acres
[project study area]

8.09
wynnewood
project study
area
5.50
city avg.

1,132 total
population

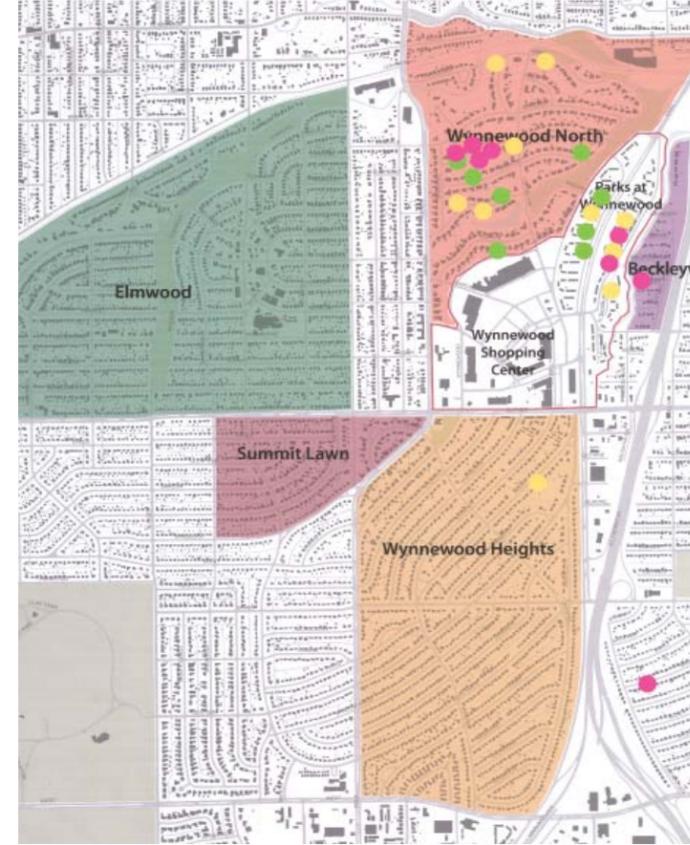
8.09 people
per acre

440,879 wynnewood village
gross leasing area
20,662 population 1 mile
153,389 population 3 miles
291,283 population 5 miles

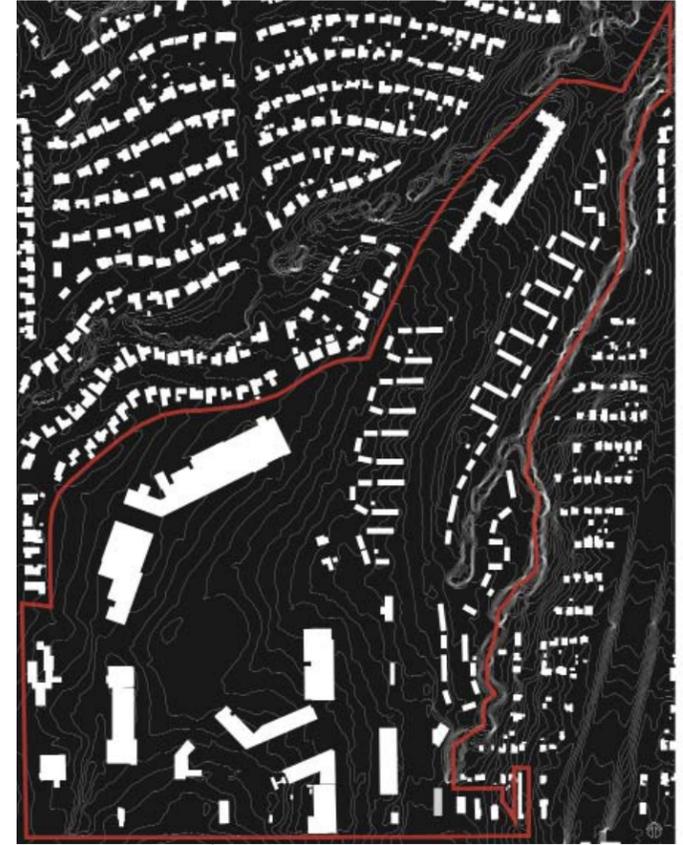
3.24 ⁴⁰⁸ housing units
per acre



wynnewood project study area boundaries



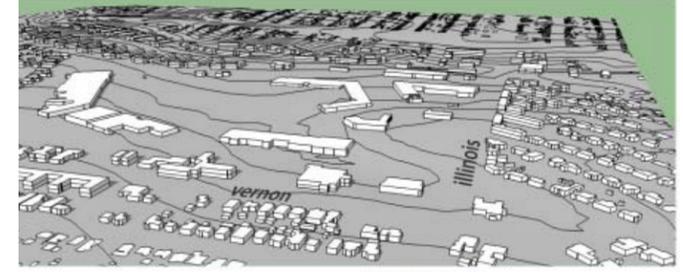
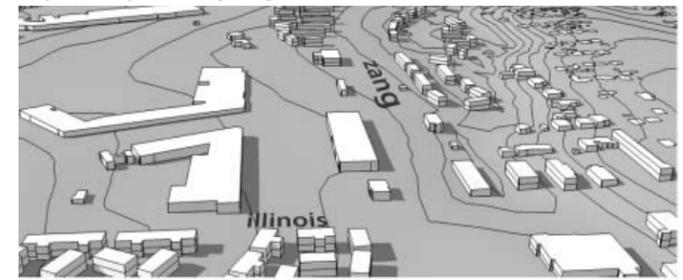
neighborhood attendance map



project study area - figure ground

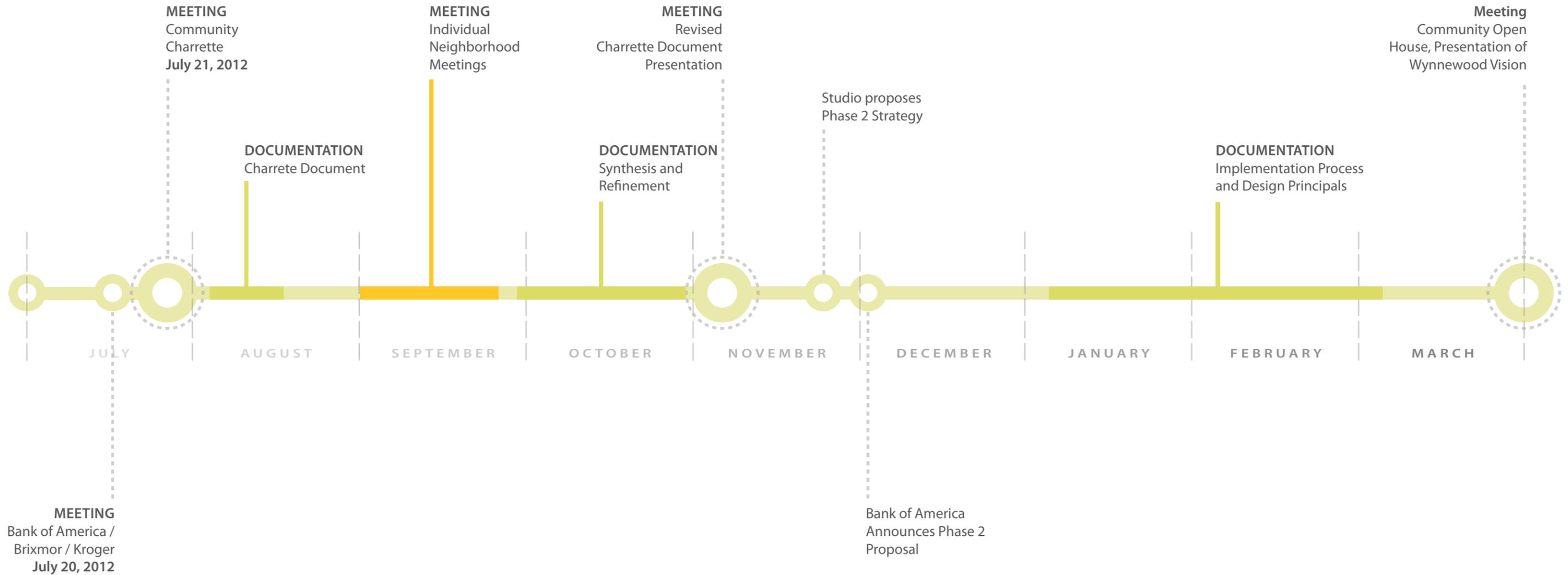


project study area - composite map

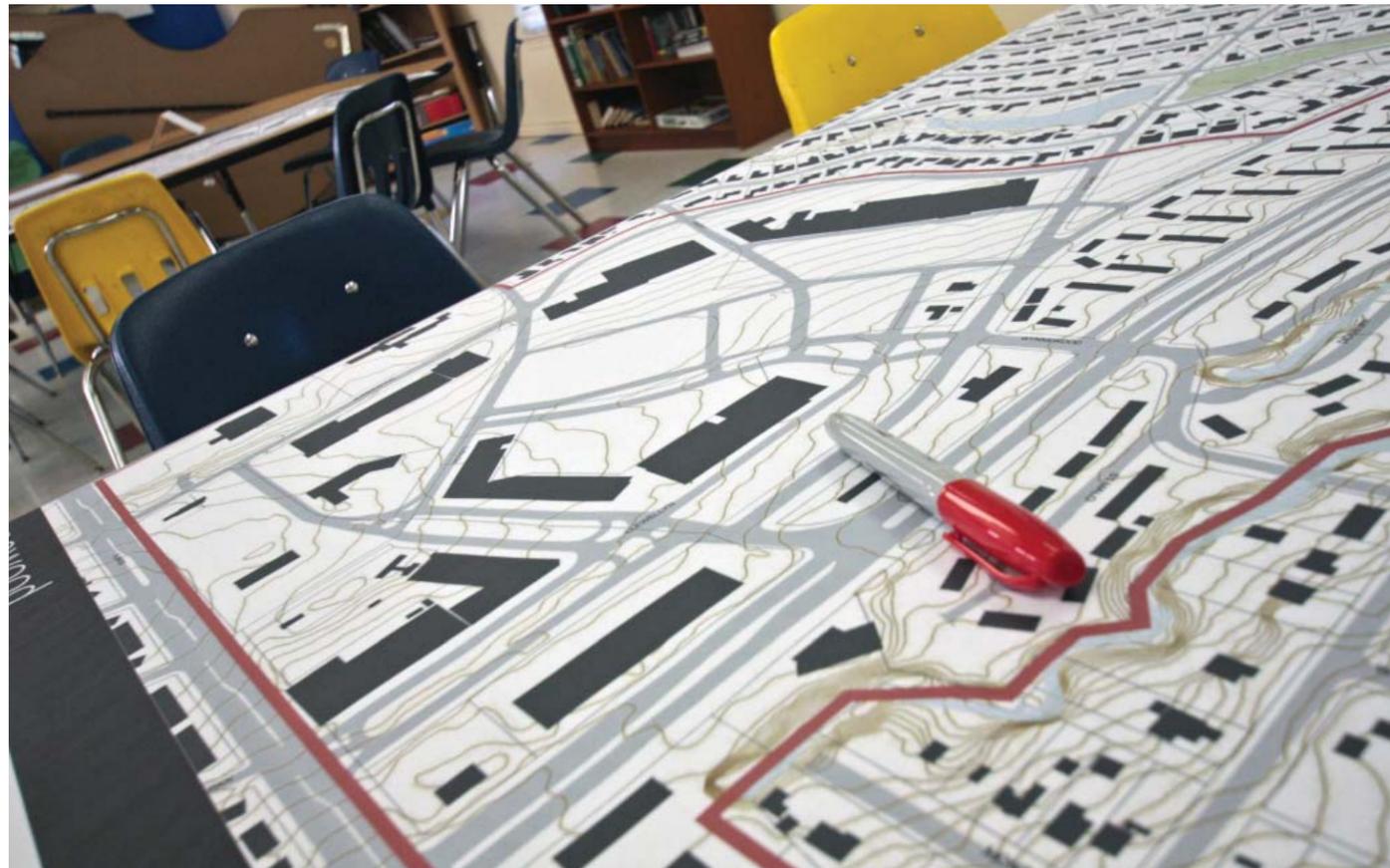


project study area - 3D model

Below is a general project timeline and proposed schedule for the studios planning efforts in the Wynnewood community. The Studio's goals will be centered around collecting information about needs and possibilities for the future from the surrounding communities, and using those findings to ultimately create a set of principals to guide the future development in this area. As the effort progresses, community and stakeholder meetings may be added or amended in order to reflect the communities needs.



On the morning of Saturday July 21, the Dallas citydesign studio kicked-off engagement efforts with residents of the Parks at Wynnewood and neighboring communities to reveal their views on opportunities, challenges, and “must happen” priorities for this area. With emphasis on the importance of participation in helping shape their community’s future and the impending changes to the Parks at Wynnewood, this work session was designed to generate as many unfiltered ideas and observations as possible. Inclusive and focused discussions among five tables, with participants from each of the represented communities, concluded with a short “report-out” of each table’s work. The day’s work was collected and has been documented in this booklet for the review and comment of community stakeholders, before moving on to the next phase in developing a collective vision for Wynnewood.



ready to work



arriving, beginning, drawing, sharing





tables discuss their community's future

tables discuss their community's future

Table 02
community drawing

WHAT IF...

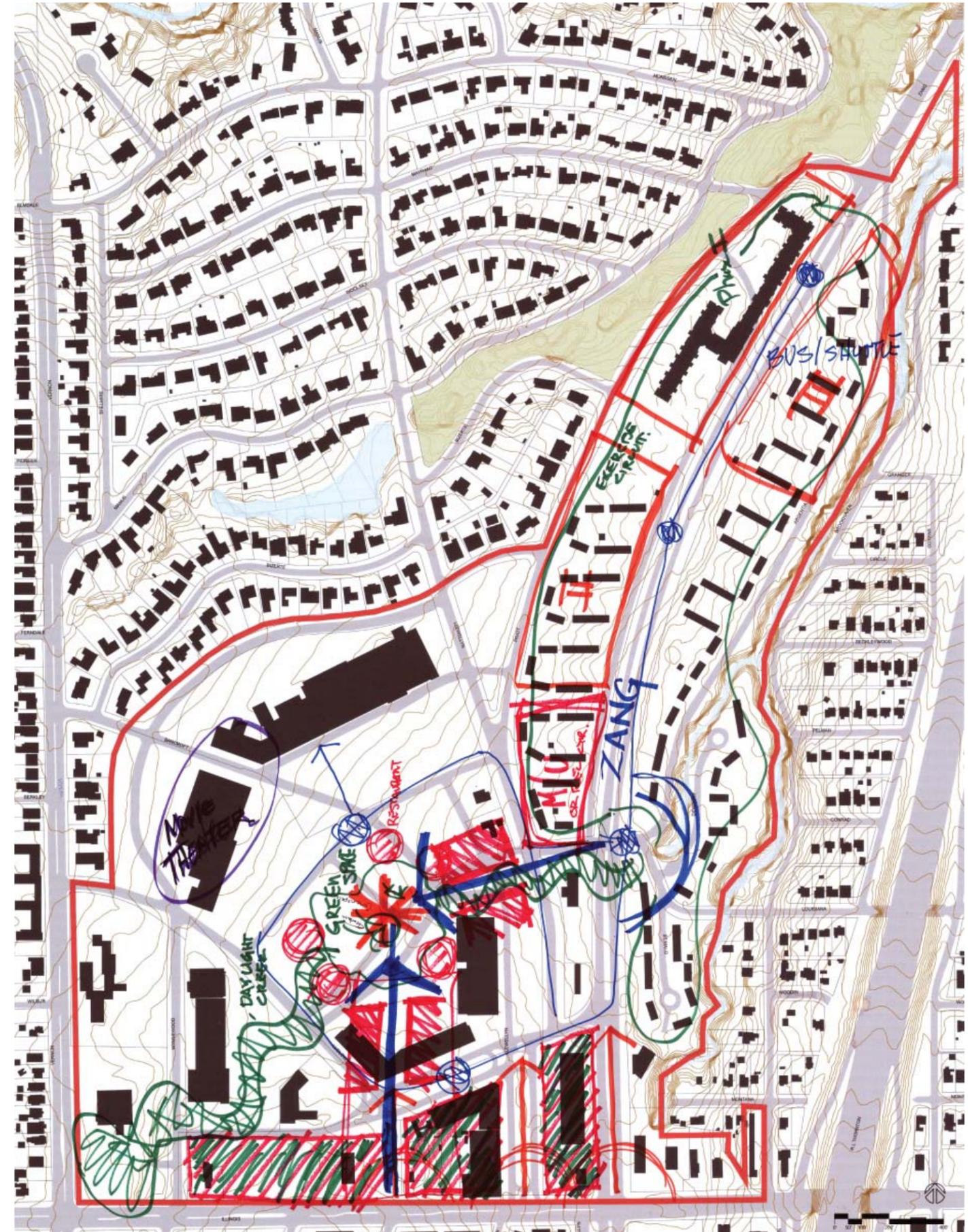
- We had better retail and restaurant offerings, income didn't drive retail, and had local and regional destination draw?
- There was consistency in apartment management?
- There were parks?
- We could start from scratch and have a mix of uses?
- This was "the uptown" of Oak Cliff?
- There was an Internal bus/shuttle?
- There we could improve frontage/visibility from Illinois?
- The area offered events and invited food trucks?
- One way street were removed?
- Kroger was cleaned-up?

I WORRY...

- For the perception of the neighborhood, flooding, and trash in creek
- About pushing out people based on income
- About the enforcement of residential guidelines
- Keeping the historic integrity of Wynnewood Shopping Center

WHAT MUST HAPPEN...

- Management must be involved and there must be leasing requirements
- A PR campaign to market area
- A small police office to provide more police presence
- Resident council to hear concerns and help enforce rules
- After school programs



scan of table map created during work session

Table 03 community drawing

WHAT IF...

- There was 24/7 security and better lighting?
- Maintenance issues were responded to quickly and we had comfortable fixtures for a variety of physical conditions?
- Kroger offered healthy food options and the center accommodated farmer's market events?
- There was a better variety of stores that cater to all cultures?
- We had a theater, small emergency care facilities, and a park in the shopping center?
- There was better public transportation options?
- Close-in neighborhoods spent their money here instead of somewhere else?
- There were different market-rate housing options offered on the site of the Parks at Wynnewood?

I WORRY...

- About how hard it is to get access to the local pharmacy
- About crime and delinquency in the rear of Kroger
- About the lack of a simple circulation system
- Having too much parking and not enough green space and desirable tenants in the shopping center

WHAT MUST HAPPEN...

- The shopping center must change
- Area must offer things to do for all ages
- There must be attractions/shops/services to draw customers to spend money here
- Area must be safe



scan of table map created during work session

Table 04
community drawing

WHAT IF...

- We had a shopping center with quality restaurants, entertainment, services, and grocery stores?
- Unused space was better used?
- There was more diversity in the surrounding population and a variety of residential offerings?
- Wynnewood was more than a neighborhood center, but a destination center?
- There were better community centers, after school programs, day care, and recreation/sport facilities for kids in residences that are supervised and safe environments?
- There was maintenance and use landscape to separate vehicles from pedestrians?
- There was better and safe connectivity between different uses, safe crosswalks, bridge/underpass between neighborhoods?

I WORRY...

- About Crime and security within housing development and the lack of maintenance of the creeks
- About access to public transportation and DART stations
- About loosing the character and matching the success of Wynnewood in its heyday
- About trash and cut-through traffic into neighborhood
- About the back of house view of Wynnewood shopping center from Wynnewood North

WHAT MUST HAPPEN...

- Must have constant presence of shopping center and housing development owners
- Removal of graffiti, safe streets, a safety patrol, and curfew for children
- Programs for seniors and residents
- Better and complete sidewalks throughout community and connecting key commercial and transportation nodes
- Create a destination center



scan of table map created during work session

synthesis area challenges

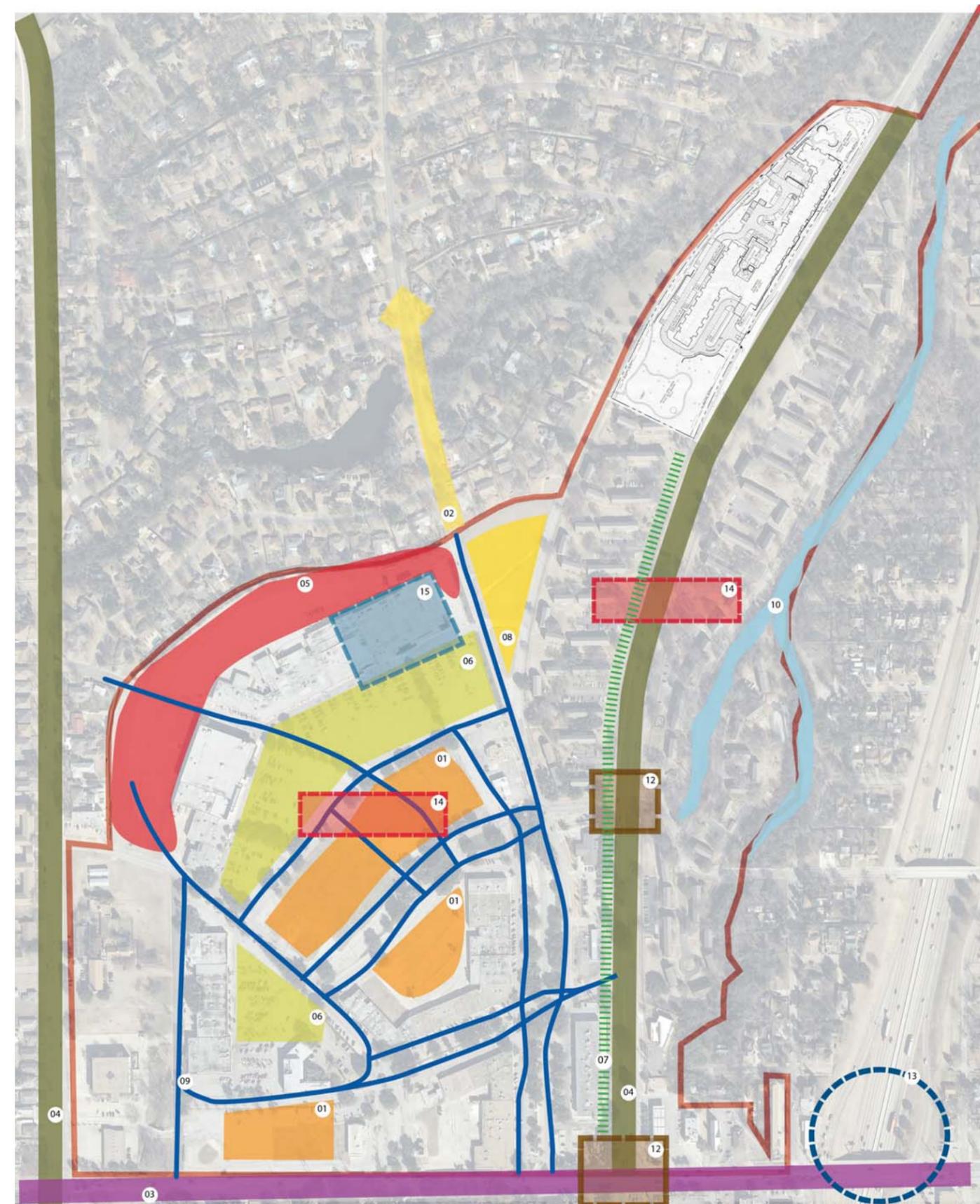
GENERAL CHALLENGES

- Stores cater mostly to one social and income demographic;
- There is too much parking;
- Pedestrian accommodations are inconsistent and sometime in disrepair.

PARKS AT WYNNEWOOD CHALLENGES

- Poor maintenance of buildings.

01 small business / shopping	06 too much parking/no greenspace	07 poor visibility from zang
02 cut through traffic	07 unused space	12 difficult access areas
03 poor visibility from illinois	08 dirty/unmaintained	13 no presence from highway
04 poor pedestrian facilities	09 better circulation	14 security 24/7
05 high potential for noise/light/trash pollution	10 standing water / mosquitoes	15 Kroger is hidden from main roads



synthesis area opportunities

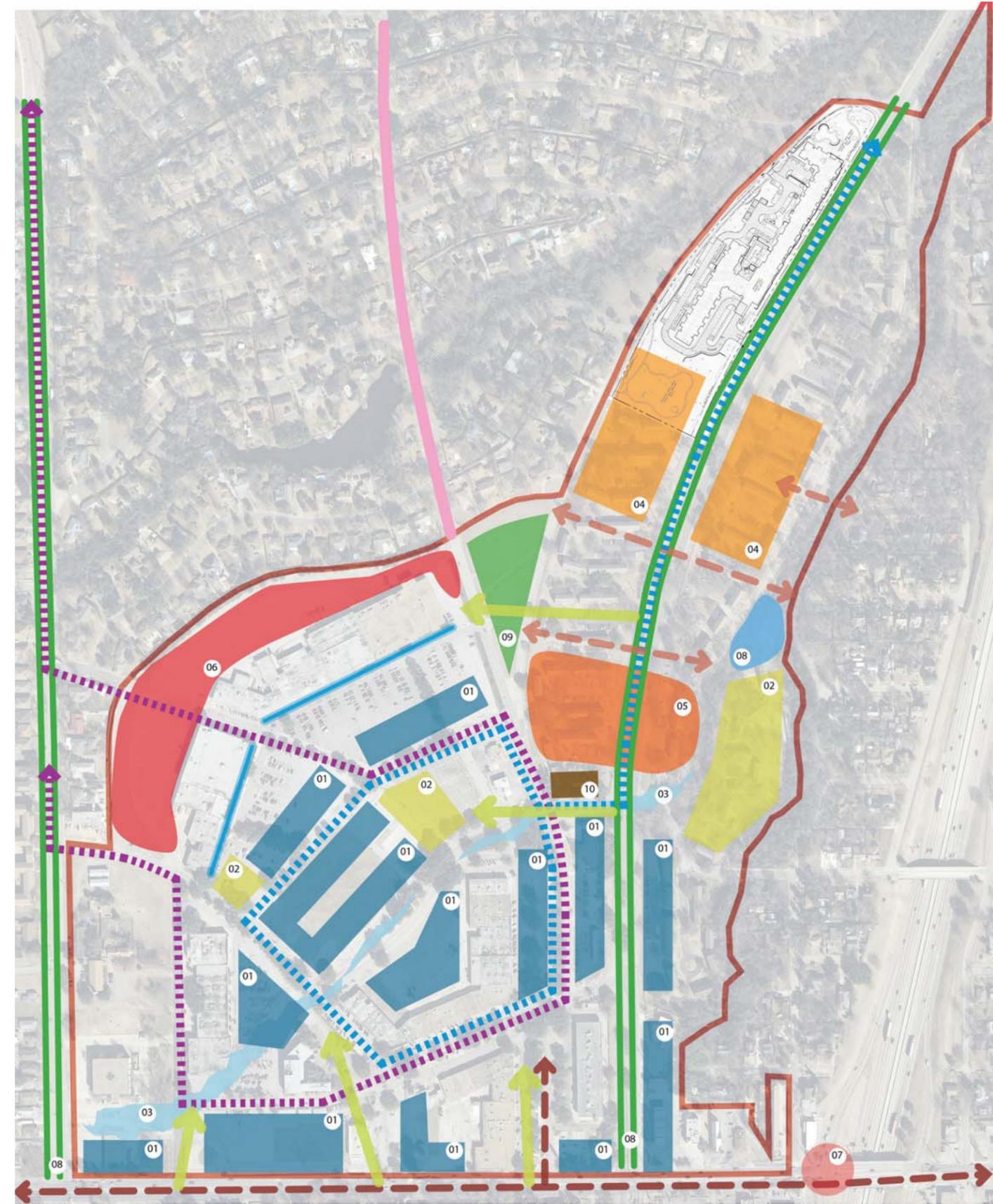
GENERAL OPPORTUNITIES

- Create a TIF district to help provide funding for infrastructure improvements;
- Attract a better variety of stores and attractions to draw customers of all ages and have them spend their money here;
- Remove excess parking or offer valet parking for Bishop Arts;
- Provide more public transportation options;
- Provide better and more consistent lighting.

PARKS AT WYNNEWOOD OPPORTUNITIES

- Provide washer and dryer hook-up in each unit;
- Provide private decks, patios, porches for all or some units;
- Better and more timely maintenance;
- A fitness center for the development;
- Comfortable and usable fixtures/amenities for all resident's physical conditions.

01	infill retail/high end outlets/cultural development	06	better use of space	←→	enhanced connections to neighborhoods	—	upgrade facades
02	public space/parks	07	signage at I-35	→	enhanced pedestrian connections	—	traffic calming to prevent cut-through traffic
03	daylight creek	08	enhanced pedestrian oriented sidewalks	↔	shuttle to dart stop	—	
04	mixed income cottage homes	09	skate park / dog run	↔	connections to the zoo	—	
05	different mixed use housing options	10	police substation	↔	new connections between shopping center and neighborhoods	—	





The maps illustrated in this booklet document, as faithfully as possible, ideas and concerns expressed during a first meeting with Wynnewood area residents and stakeholders. The studio will continue collaborating to refine the possibilities for developing a collective vision for the area's future, with all area residents and stakeholders. Stay tuned for more. To get involved please contact Chalonda Jackson-Mangwiro at 214.670.3565 or chalonda.jackson@dallascityhall.com.

ACKNOWLEDGEMENTS

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For their continued support and commitment to our work in the city

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Their commitment to Wynnewood has made this study possible

Bank of America Community Development Corporation

Their contributions fund this study and illustrate their commitment to improving the Parks at Wynnewood and surrounding areas

Central Dallas Community Development Corporation

Development partner in the Parks at Wynnewood and committed to the idea that people have the right to a decent place to live

Brixmor and Kroger

For insight into their operations and openness to new ideas on making their investment in the area more successful

Facilitators

Great leadership and design talent

The parks at Wynnewood

For the use of their comfortable accommodations

All of the Participants

For their dedication, enthusiasm and great ideas!

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