



CITY OF DALLAS

CITY PLAN COMMISSION URBAN DESIGN COMMITTEE Thursday, May 19, 2016 Meeting Minutes

Meeting

Dallas City Hall, 5BN

8:15 a.m.

Members Present:

Jaynie Schultz (Chair), Noel Aveton, Mike Johnson, Margot Murphy (City Plan Commission)

Others Present:

Donny Zellefrow (SWA Group), Beth Pazar (Masterplan, Former Assistant to Councilmember Gates), Peer Chacko (Planning and Urban Design), Luis Tamayo (Planning and Urban Design, Strategic Planning), Asma Shaikh (Planning and Urban Design, Strategic Planning), Amy Albright (Planning and Urban Design, Strategic Planning)

The meeting was called to order by Jaynie Schultz (Chair) at 8:55am, once a quorum was reached with the arrival of Commissioner Margot Murphy. Minutes from the previous meeting were approved unanimously after a motion by member Aveton and second by member Johnson.

Luis Tamayo presented a status update on the Preston Center Area planning process with postponed dates. He then presented an overview of the materials that Kimley-Horn will present to the Advisory Task Force (ATF) and the public in upcoming meetings. There have been challenges in representation of buildings and space, as the images are intended to show massing but can be easily misconstrued as exact locations for future development. It was suggested that removing street labels on the images may help remedy this confusion.

- Member Johnson commented that as a non-designer, the images shown were confusing. The enhanced sketch-up massing models and watercolor renderings were considered to be the best options for representation.
- Commissioner Murphy commented that it may be difficult for the public to understand that there are infinite permutations for potential development under current zoning. However, she felt that the possibility of the area being completely built out under current zoning is unlikely. Commissioner Murphy also suggested

that a statement be written to the ATF regarding what the UDC will look for in terms of the plan's Vision.

- Peer Chacko confirmed that a main consideration when discussing change in the area was traffic. He noted that the baseline and preferred scenarios project similar traffic levels. Members felt the plan could focus on quality of life issues, rather than solely on traffic congestion.
- Chair Schultz suggested that the consultants provide a presentation slide showing an aggregate of all zones together with regards to parking/traffic counts. Chair Schultz noted that a part of the parking problem is perceived – rather than walking between stores, some choose to drive for these short trips. Making the public realm pleasant for walking, she felt, would decrease these short trips.
- Chair Schultz suggested that the Plan plainly state that the City recommended improvement to the southern section of Zone 2 in the form of higher-density residential; however, the ATF did not move forward with this idea.
- Member Aveton recommended that the Plan should focus more on fostering quality open space and pedestrian/people-oriented space, and let the market determine the program/use of the buildings.
- Chair Schultz stated that the focus should be more on enhancing the quality of life. The incorporation of an arts and culture component or another trigger for vibrancy such as open space could complement the desired density.
- Peer Chacko suggested that it could be beneficial to explore incentives for Preston Center property owners to make improvements to the parking garage. He also commented that automated parking garages provide a savings in land costs that can make up for the cost of the technology.
- Member Johnson stated that most people resist change, and the presentation needs to more effectively market the Vision and make it clear that the implementing the Plan will improve Preston Center and quality of life.
- Peer Chacko added that the presentation needs to communicate the vision for the open space and public realm. Chair Schultz suggested incorporating before and after visuals (street level renderings or example photos). The presentation could also include “success stories” from other cities by depicting before and after views for similar projects.

Regarding future meetings, the next meeting date will be June 2, at which the Committee will be briefed on the City's Urban Design Program and will have an opportunity to view the materials for the Preston Center public meeting, which will also be held on June 2. The meeting was closed to order at 10:05 am.