

SOUTH DALLAS/FAIR PARK

AREA PLANNING

TASK FORCE MEETING

March 25, 2021

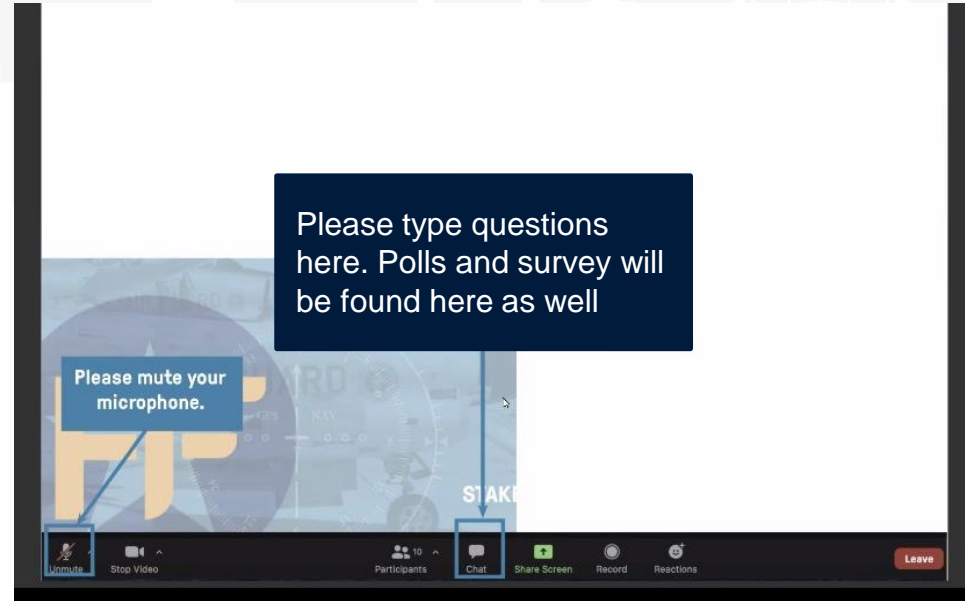


City of Dallas



GETTING STARTED

- Mute your microphone to help keep background noise to a minimum
- Limit distractions- turn off notifications, close or minimize apps, mute smartphone
- Ask questions via chat function





SOUTH DALLAS/FAIR PARK AREA PLAN
FOR YOUR INFORMATION

TASKFORCE MEETING #5 3.25.21

DISTRICT 7 COMMUNITY MEETING

South Dallas/ Fair Park Area Plan

Community Meeting

Thursday, April 1, 2021
6:00 to 7:15 p.m.



Hosted by: District 7 Council Member Adam Bazaldua, South Dallas/Fair Park Area Plan Task Force, and City of Dallas Planning and Urban Design



Join Zoom Meeting

Meeting Link: bit.ly/sdfp_zoom

Call in # (audio only): **1-346-248-7799**

Meeting ID: **899 8400 3345**

Password: **343740**

Visit the website for more information: bit.ly/sdfp_areaplan

For questions or more information please contact Sandra Bowie at sandra.bowie@dallascityhall.com or 214-601-1814

DART BUS NETWORK REDESIGN

S. DALLAS - VIRTUAL MEETING*

Thursday, April 15, 2021 at Noon

Join by Computer or Mobile App
[CLICK HERE](#)

Call In by Phone
469-676-0717
ID: 740 368 453

More info: DARTtzoom.org

**Other meeting times available*



SIDEWALK MASTER PLAN

SWMP will utilize public participation and a data driven approach to develop an understanding of the sidewalk needs of Dallas.

Scheduled completion May 2021.

More information:

www.DallasSidewalk.com



**Dallas Sidewalk
MASTER PLAN**

**TELL US HOW TO
IMPROVE WALKING
IN DALLAS**



visit: www.DallasSidewalk.com



**DÍGANOS COMO PODEMOS
MEJORAR LA
EXPERIENCIA EN
ACERAS EN DALLAS**



visite: www.DallasSidewalk.com

EFRAIN TREJO, MANAGER II
City of Dallas, Department of Public Works
320 E Jefferson Boulevard, Room 321, Dallas, TX 75203

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■ 214-948-4162



www.DallasSidewalk.com

CAPACITY BUILDING WORKSHOPS

April 14:

Navigating City Services Pt. 2
(Spanish)

Click [here](#) to register

April 21:

Member Recruitment and
Sustainability





SOUTH DALLAS/FAIR PARK AREA PLAN

WELCOME & CHAIR REMARKS

TASKFORCE MEETING #5 3.25.21

AGENDA

- 6:00 For Your Information
Welcome/Chairperson Remarks
- 6:05 Focus Issues – Recap
Guiding Principles
Engagement Plan
- 7:00 Parking Amendments (SDC)
- 7:20 Announcement
Next Steps
Conclusion



WELCOME

- Chairperson Remarks
- Roll Call
- Neighborhood Associations Meeting Recap(3/9)



IMPETUS FOR PLANNING

- Authorized Hearing for PD No. 595*
- Citywide Transit Oriented Development Initiative – three DART stations impacting South Dallas (two existing Station Area Plans)
- Single Family Housing NOFA
- Fair Park Master Plan (Adopted 10/2020)
- Major impacts from highway projects (I-30, I-45/US 175, I-345)
- Growing private investment



TASK FORCE ROSTER

NAME	ORGANIZATION
Chris Aslam	Business Owner
Daron Babcock	Bonton Farms
Jason Brown	Park Row NA
Melanie Ferguson	Matthews Southwest/South Side Quarter Development Corp.
Dorothy Hopkins	Frazier Revitalization Inc
Eva Jones	SDFP Faith Coalition/Queen City NA
Hank Lawson	Resident
Linda McMahon	The Real Estate Council
Sherri Mixon	TR Hoover CDC
Diane Ragsdale	Innercity CDC
Joli Robinson	Habitat for Humanity
Julie Saqueton	St. Phillips CDC
Jim Slaughter	South Dallas Merchants Association
Ken Smith	Revitalize South Dallas Coalition
Scottie Smith	Scottie Smith & Associates
Tabitha Wheeler	Business Owner/Woodlawn NA
Marian Williams	South Fair CDC

AREA PLAN MEETINGS

Date	Meeting	Topic
Nov/Dec 2020	Task Force #1 & #2	Establish task force & overview
January 28, 2021	Task Force #3	Preliminary data analysis review & discussion
February 25, 2021	Task Force #4	Data analysis (continued), Identify focus issues
March 9, 2021	Neighborhood Organizations	Engagement prep & coalition building
March 25, 2021	Task Force #5	Focus issues (continued), guiding principles, vision statement
April 1, 2021	D7 Community Meeting	Area Plan overview & updates
April 22, 2021	Task Force #6	Vision statement, comm. mtg. prep
TBD	Community Meeting # 1	Overview, focus Issues, guiding principles



SOUTH DALLAS/FAIR PARK AREA PLAN

FOCUS ISSUES & GUIDING PRINCIPLES

-
1. REVIEW FOCUS ISSUES FROM 2/25/2021
 2. TODAY'S ACTIVITY: GUIDING PRINCIPLES

OVERVIEW — FOCUS ISSUES

- **Focus Issues** will guide discussion topics for upcoming task force meetings
- Focus Issues will identify key opportunities to be addressed through Area Plan
- Issues will be prioritized with feedback from community
- **Guiding Principles** directs and drives recommendations



Note: Responses on the following slides are taken from the Dallas 360 Plan (2017) in **DARK BLUE** and from discussion during the task force meeting held 2/25/21 in **LIGHT BLUE**

WHAT ARE THE ASSETS?

*Review from Task Force
Meeting #4 held 2/25/2021*

- Long-term residents and historic culture
 - Lots of undeveloped land
 - It's an affordable place to live
 - Many local businesses and neighborhood hangouts
 - The Public Library
 - Fair Park
 - Wildlife
 - The people; the residents
 - The history and cultural institutions (s Dallas cultural center, Juanita Craft center, African American museum, etc.)
 - Schools (Lincoln, Madison, Charles Rice, Rangel, St. Phillips, etc...)
 - Childcare Facilities (Head Start, Brasswell, etc...)
 - Blues Palace
 - Parks
 - Place Based Organizations/CDCs
 - Historic Neighborhoods (and Bldgs.)
 - Restaurants
 - Black Chamber of Commerce
 - Neighborhood Clinics/Health Services
 - Proximity to Downtown
 - DART Rail Line
 - Street Grid
 - Growing Number of Urban Farms
 - Convergence of Freeways
 - Transit Oriented Development (TOD) Opportunities
 - 15-20 Active Neighborhood
- Organizations
- Multiple Churches (Spiritual, Social, Economic)
 - Community Centers
 - Seed Farm at MLK Center
 - Trees (Old Growth Trees)
 - Greenspace/Parks
 - Urban Agriculture (at Fair Park)
 - Teen Tech Center at Juanita Craft
 - Movers and Shakers (Boots on the Ground)
 - MLK & Malcolm X Corridors
 - Developing relationship with Dallas College

WHAT ARE THE SPECIFIC ISSUES?

*Review from Task Force
Meeting #4 held 2/25/2021*

- Negative perception and undesirable land uses in the area
- Figurative/literal walls section off S. Dallas from other areas
- Lack of green space
- Long term planning needs to integrate affordability
- Affordability and diversity in long-term planning are keys to success
- Lack of transportation options
- Food and amenities dessert
- Zoning (limitations)
- Bond Package (delivery of projects)
- Infrastructure (streets, sidewalks)
- Housing, Commercial, Industrial, Mixed-Use Opportunities
- Property Tax Increases
- Foreclosures
- Community/Police Relations
- Nuisance Businesses
- Environmental Issues throughout community
- High Speed Internet (include in infrastructure)
- High Speed Transit (north, south, east, west)
- Lack of quality affordable housing
- Residents not set up to benefit from new development
- Lack of jobs/opportunities for people reentering the workforce
- Living wage jobs
- Concern about displacement (property tax issues)
- Increase pressurization of the real estate market
- Vulnerability based on items in assets
- Flooding
- Speeding Traffic
- Lack of Jobs
- Lack of Bank
- Prostitution
- Drugs
- Increase of Panhandling
- Lack of Oversight for rental property
- Criminal and drug activity
- Health Disparities across the board
- Food insecurity
- Lack of Jobs for ex offenders
- Lack of opportunities for upward mobility
- Absentee landlords
- Illegal Dumping
- Lack of Access to Grocery stores
- Incompatible Zoning and Land Uses (ex. residential next to industrial)
- Commercial Corridors

WHAT ARE THE OPPORTUNITIES?

*Review from Task Force
Meeting #4 held 2/25/2021*

- *Vacant Land*
- *Private Investment*
- *Infrastructure Improvements*
- *Fair Park Master Plan*
- *Dallas College*
- *Vacant Land*
- *Adaptive Reuse/Historic Buildings*
- *Mixed-Income Communities*
- *Enhanced Social Capital*
- *Urban Agriculture (creation of an economically viable industry)*

WHAT DEFINES SUCCESS?

*Review from Task Force
Meeting #4 held 2/25/2021*

- Make the area more walkable
- Providing quality education options
- The area continues to remain affordable
- Fair Park becomes a self-sustaining economy
- Fair Park is an engine, not an island
- Embrace and support of independent businesses through a strong merchant association
- Those who have stood the test of time are thriving and remain
- Funding opportunities
- Community is a partner
- Revitalization without displacement
- Those that live here guide/shape the direction of the community
- Investment from City of Dallas and Private Sector
- Address historic disparities (ex. redlining)
- Collective collaboration
- Improved Indicators (health, education, income...)
- Safe and secure neighborhoods with access to commerce, quality housing, access to jobs, quality education.
- A place where neighbors know each other and look out for each other, respect for each other and each others property

GUIDING PRINCIPLES

TODAY'S ACTIVITY

1. Review focus issues summarized and organized topically
2. Consider outcomes of area planning process
 - *What outcomes are we trying to achieve for each of the focus issues?*
 - *What direction do we want to go?*
3. Initiate discussion of guiding principles
 - *Succinct, big-picture statements*
 - *Direct and drive recommendations*

EXAMPLE

- **Focus Issue:** Affordable Housing
- **Outcomes:** Ease displacement, Promote Inclusive Growth, Provide Housing Options
- **Guiding Principle:** Ease displacement pressure while creating opportunity for existing residents to be apart of growth

GUIDING PRINCIPLES

CATEGORIES

- Land Use & Urban Design
 - Zoning
 - Housing
 - Economic Development
- Infrastructure
- Community Wellbeing
 - Health & Safety
 - History & Culture
 - Environment

AD-HOC COMMITTEE

Sustainable Development & Construction, Housing & Neighborhood Revitalization, Office of Economic Development, Office of Homeless Solutions

Public Works, Transportation, Bond Office

Code Compliance, Dallas Police Department, Community Prosecution, Office of Integrated Public Solutions, Welcoming Communities & Immigrant Affairs, Office of Arts & Culture (South Dallas Cultural Center), Office of Environmental Quality & Sustainability

LAND USE & URBAN DESIGN: ZONING

SUMMARIZED ISSUES

- Zoning Limitations & Opportunities (Residential, Commercial, Industrial, Mixed-Use)
- Undesirable & Incompatible Land Uses
- Nonconforming Uses
- Commercial Corridors
- Lack of greenspace

OUTCOMES

- Amend zoning regulations that restrict or stifle development
- Limit development that is out of scale or out of character with neighborhoods
- Consider zoning compatibility
- Revitalize commercial corridors (Martin Luther King, Jr. Blvd, Malcolm X Blvd, 2nd Ave, Elsie Faye Heggins St, TOD/DART Station Areas)

DRAFT GUIDING PRINCIPLES

- Consider zoning amendments that create new development opportunities, address zoning incompatibility, and set the stage for vibrant neighborhoods and thriving commercial corridors
- Identify and apply tools that protect and create opportunities for existing residents and entrepreneurs

LAND USE & URBAN DESIGN: HOUSING

SUMMARIZED ISSUES

- Housing Affordability
- Housing Insecurity (foreclosure, substandard housing, compliance)
- Displacement Factors (taxes, increased rent, housing prices, market forces)
- Mixed-Income Neighborhoods

OUTCOMES

- Protect long-term housing affordability
- Create more housing options
- Repurpose vacant, abandoned, and deteriorated properties
- Create and sustain mixed-income neighborhoods

DRAFT GUIDING PRINCIPLES

- Align opportunities for new housing development with the needs of diverse residents, considering income, age, familial status
- Collaborate with Code Compliance and Community Prosecution to monitor compliance with building standards and regulations

LAND USE & URBAN DESIGN: ECONOMIC DEVELOPMENT

SUMMARIZED ISSUES

- Job Opportunities
- Workforce Development
- Returning Citizens
- Financial Opportunities & Institutions (Banks)
- Entrepreneurs & Small Businesses
- Upward Mobility

OUTCOMES

- Attract and create living wage jobs in South Dallas
- Increase job opportunities for returning citizens
- Leverage new and existing partnerships for economic development
- Identify financial tools and community partners

DRAFT GUIDING PRINCIPLES

- Deploy land use policies, tools, and incentives that support an inclusive economy
- Attract amenities and services that support mixed income neighborhoods
- Leverage new and existing partnerships: Office of Economic Development, Dallas College, Dallas Workforce Solutions

INFRASTRUCTURE

SUMMARIZED ISSUES

- Multi-modal access and mobility (cars, bikes, walking, etc.)
- Infrastructure as physical barrier (highway, railways)
- Flooding (identify locations)
- Internet Speed and Connectivity
- Safety (identify specific issues)

OUTCOMES

- Improve multi-modal mobility, access, and safety for South Dallas residents
- Implement initiatives that increase internet speed and access
- Mitigate barrier conditions at key locations/gateways

DRAFT GUIDING PRINCIPLES

- Review existing plans for consistency with South Dallas mobility needs
- Strategically deploy City investment to address prioritized community needs: Bond Program, CDBG, Parks, Transportation, Public Works

COMMUNITY WELLBEING: HEALTH & SAFETY

SUMMARIZED ISSUES

- Food access and security
- Safety and security (drugs, prostitution, panhandling, community/police relations, illegal dumping)
- Health disparities
- Social vulnerability
- Education
- Lack of greenspace
- Social Determinants of Health

OUTCOMES

- Improve safety
- Reduce violent crime
- Improve health outcomes
- Increase and improve quality of food access
- Increase educational attainment

DRAFT GUIDING PRINCIPLES

- Deploy land use policies, tools, and incentives that support improved health, safety, and quality of life for residents
- Leverage new and existing partnerships: Dallas Police Department, Office of Integrated Public Safety Solutions, Code Compliance, Child Poverty Action Lab, Baylor Scott & White, Parkland, Texas A&M

COMMUNITY WELLBEING: HISTORY & CULTURE

SUMMARIZED ISSUES

- History
- Cultural institutions (South Dallas Cultural Center, Juanita Craft House, African American Museum, etc.)
- Historic Neighborhoods (and Buildings)
- Landmarks

OUTCOMES

- Leverage historic preservation and conservation tools
- Invest in cultural institutions
- Encourage adaptive reuse of historic and other significant structures

DRAFT GUIDING PRINCIPLES

- Protect, support, and celebrate South Dallas history and culture

COMMUNITY WELLBEING: ENVIRONMENT

SUMMARIZED ISSUES

- Environmental pollution/contamination (identify sites and locations)
- Health Disparities (identify data/metrics)

OUTCOMES

- Mitigate contaminated sites
- Positively impact health outcomes related to environmental factors

DRAFT GUIDING PRINCIPLES

- Strategically direct funding and strategies to reduce pollution and contamination in a way that support healthy and thriving South Dallas residents

GUIDING PRINCIPLES — WHAT'S NEXT?

- Share thoughts and comments
- Review and edit for clarity
- Form committees (TBD)
- Present to public at future community meeting (TBD)





SOUTH DALLAS/FAIR PARK AREA PLAN

ENGAGEMENT PLAN

TASKFORCE MEETING #5 3.25.21

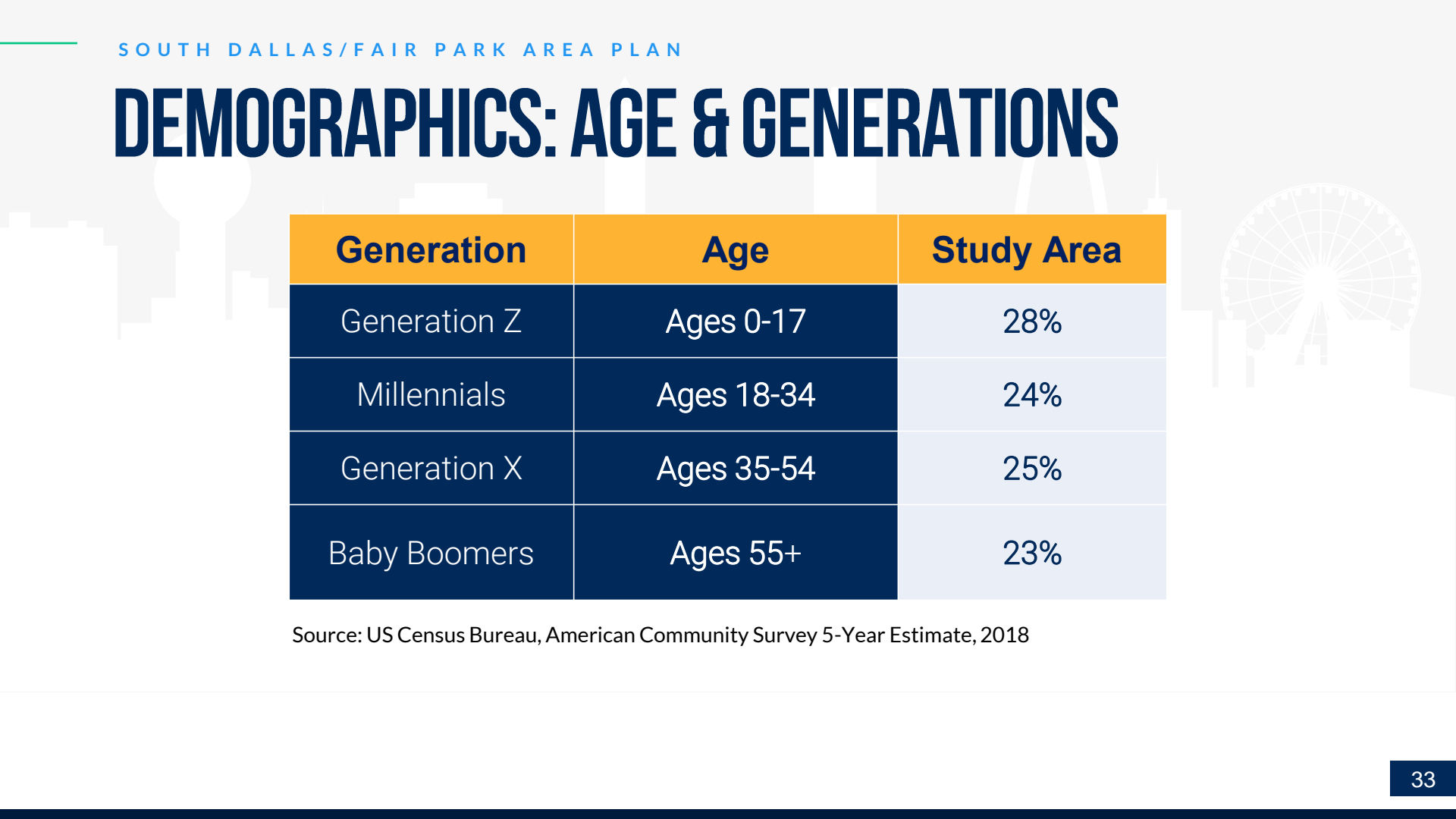
ENGAGEMENT GOALS

- To implement an inclusive and collaborative engagement strategy
- Build broad awareness of the area plan process by residents and other stakeholders
- Promote consensus building
- Participation will mirror the demographics of the community
- Actively engage: Youth, Generation Z, Latinx, Spanish speakers returning citizens, and unhoused individuals

ENGAGEMENT METRICS

- 2% of the South Dallas/Fair Park Population (500) will participate at least once in area planning activities (meetings, events, survey)
- 37% of participants will represent youth and college students
- 26% of participants will represent Latinx
- 10% of population (2,800) will receive consistent (monthly) communication through partners
- Administer stakeholder database with emails and phone numbers to exceed 1,000
- Survey Participation – Goal TBD

DEMOGRAPHICS: AGE & GENERATIONS



Generation	Age	Study Area
Generation Z	Ages 0-17	28%
Millennials	Ages 18-34	24%
Generation X	Ages 35-54	25%
Baby Boomers	Ages 55+	23%

Source: US Census Bureau, American Community Survey 5-Year Estimate, 2018

KEY ENGAGEMENT METRICS

SDFP Population	23,711
Participants	500
Hispanic/Latinx	140
Youth/College (0-22)	100 (185)
Neighborhood Organization Sign-Up with PUD	4



STAKEHOLDERS

Stakeholder Groups

- Homeowners
- New Residents
- Landlords
- Landowners
- Business Owners
- Developers
- Faith Leaders
- Nonprofits
- Artists

Hard-to-Reach Populations

- Youth
- Students (high school and college)
- Millennials
- Seniors
- Latinx
- Renters
- Men
- Unsheltered
- Returning Citizens
- Recovery Community

ENGAGEMENT STRATEGIES

Stakeholder Group or Target Population	Communication/Engagement Strategy
Communication Strategies	<ul style="list-style-type: none"> • E-mail Newsletter (monthly) • Staff attend Neighborhood Meetings (by request) • Staff attend Coalition Meetings (by request) • Social Media ()
Area Plan Meetings	<ul style="list-style-type: none"> • Task Force Meetings (monthly) • Community Meetings (3 total)
Partner Events	<ul style="list-style-type: none"> • Pop-Ups • Community Events
Feedback	<ul style="list-style-type: none"> • Intro (Guiding Principles/Planning Objectives), Community Meeting Polls, Conclusion (Draft Document) • Main Survey (Social Pinpoint)

ENGAGEMENT STRATEGIES

Stakeholder Group or Target Population	Communication/Engagement Strategy
Youth/Students	Ask the Planner Q&A; Navigating City Services; Pop up events; social media; forum
Millennials	Influencers, social media; forums
Seniors	Daytime meetings, hand-out drop off stations, phone calls, PUD office hours
Latinx	Trusted voices (faith and non-profits); bi-lingual meetings; mailers
New Residents	Welcome packet, neighborhood associations, Instagram
Renters	Influencers, canvassing, tenant organizing, social media

ENGAGEMENT STRATEGIES

Stakeholder Group or Target Population	Communication/Engagement Strategy
Business Owners	Utilize Merchant Associations, Black and Hispanic Chambers, LiftFund, Bill J. Priest, Contractor Associations, Emails, FB
Men	Non-profits, barber shops, convenience stores, recreation center pop ups
Returning Citizens	Nonprofits, community courts
Recovery Community	Nonprofits, community courts

ENGAGEMENT STRATEGIES

- Internal city department and public outreach engagement strategy over several months to gain feedback on parking requirements
- **Staff met with:**
 - City departments of: Transportation, Planning and Urban Design, Economic Development, Housing, and Environmental Quality in conjunction with SDC Building Inspection and Current Planning
- **External stakeholders:**
 - Chambers of Commerce
 - Coalitions
 - Industry and Professional Associations
 - Institutions
 - Traffic Engineering Consultants
 - Planning Consultants

DISCUSSION

Are We Ready for a Community Meeting-
Late April/May?

Next Neighborhood Association
Coalition Meeting?



SOUTH DALLAS/FAIR PARK AREA PLAN

PARKING AMENDMENT

LORI LEVI, AICP - *SENIOR PLANNER*
SUSTAINABLE DEVELOPMENT &
CONSTRUCTION

BACKGROUND/HISTORY

- City Plan Commission authorized a public hearing on 9/5/2019 to consider amending Chapters 51 and 51A of the Dallas Development Code for off-street parking and loading requirements including but not limited to:
 - hotel, restaurant, multi-family, and alcoholic beverage establishment uses, and transit-oriented development

TIMELINE

Timeline	Meetings and Reports to ZOAC
5 Mar 20	City of Dallas Parking Code Amendment Outline
18 Jun 20	City of Dallas Current Parking Regulations
9 Jul 20	City of Dallas Planned Development Districts
6 Aug 20	Index Cities and Other Cities Research
3 Sept 20	Local and National Parking Studies · Board of Adjustment Parking Reductions · Citywide Plans – Vision/Goals
15 October 20	Public and Interdepartmental Outreach – Input
5 Nov 20	Four (4) Case Studies
19 Nov 20	Question and Discussion with City Departments regarding parking and it’s impact on departmental programs
19 Nov 20, 3 Dec 20	Discussion with Departments
21 Jan 21	Proposal Framework Option
4 Feb 21	Parking Ratios Table
25 Feb 21	Parking Ratios Table and Regulations Options
11 Feb 21	Parking Management Tools
1 Apr 21 (Next Meeting)	Test Case

BEST PRACTICES

- Austin
- Boston
- Columbus
- El Paso
- Fort Worth
- Houston
- Philadelphia
- Phoenix
- Tempe, Arizona
- Portland
- San Diego
- San Jose
- San Antonio
- Seattle
- San Francisco
- Edmonton, Canada
- Minneapolis

ISSUES EXPRESSED DURING INPUT

Zoning Tools (MUD Charts, Modified Delta Credits, Parking Agreements Need Revision)

The Process (Cumbersome, Onerous, Arbitrary)

Unintended Consequences, Barrier to Redevelopment, Competition for the Curb

By Land Use and Neighborhood/Area

FOUR CASE STUDIES



NEXT STEPS

How Can I Provide Input?

- **Process continues**
 - Continue ZOAC meetings
 - ZOAC makes a recommendation to CPC
 - CPC makes a recommendation to Council Committee
 - Council action
- **How can you be involved**
 - Interested parties list
 - Follow webpage and ZOAC meetings
 - Speak at ZOAC (CPC and Council)
- Webpage:
<https://bit.ly/ParkingCodeAmendments>



SOUTH DALLAS/FAIR PARK AREA PLAN

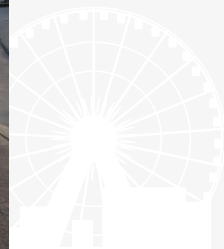
PARKING AMENDMENT

LORI LEVI, AICP - *SENIOR PLANNER*

<https://bit.ly/ParkingCodeAmendments>

lori.levy@dallascityhall.com

ANNOUNCEMENTS



SAVE THE DATE:

Task Force Meeting #6
CANCELLED
April 22, 2021





SOUTH DALLAS/ FAIR PARK

AREA PLAN

