

**FORWARD***DALLAS*

COMPREHENSIVE LAND USE PLAN UPDATE

# OVERVIEW TO LAND USE COMMITTEE

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Assistant Director  
Planning & Urban Design

January 25, 2022



**FORWARD***DALLAS*

# AGENDA

## I. Welcome and Background

- I. Team and Roles
- II. Past and Current plans
- III. What is a Land Use Plan
- IV. Historical Overview,
- V. Key Issues for new FD

## II. Land Use Planning + Zoning

- I. Types of Plans
- II. Land Use Basics

## III. Project Overview

- I. Approach
- II. Scope of Project
- III. Project Objectives

## IV. Public Engagement Update

- I. Timeline
- II. Events and Participation
- III. Preliminary Findings

## V. Next Steps

- I. CPC Land Use Committee
- II. PUD

## VI. Questions





CPC LAND USE COMMITTEE KICK-OFF

# WELCOME+ BACKGROUND

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TEAMS + ROLES | PAST + CURRENT PLANS | WHAT IS A LAND USE PLAN  
HISTORICAL OVERVIEW | EXPECTATIONS

# PROJECT TEAM + ROLES



## PLANNING + URBAN DESIGN

- Project Management + Coordination
- Contract Administration + Monitoring
- Stakeholder Engagement (Internal + External)
- Plan Document Development
- Preliminary Land Use Analysis
- Marketing and Website Development
- Plan Implementation

## CONSULTANT TEAM

- HL - Scenario planning & community development expertise
- Norris - Local planning & urban design expertise
- KSG - Local community outreach & public relations expertise
- Toole - Mobility planning expertise

# PROJECT TEAM + ROLES



City of Dallas

## TECHNICAL COMMITTEE

- Provide Explicit Procedural Feedback and Guidance on Deliverables
- Help identify key stakeholder groups
- Vet Consultant Analyses and Recommendations
- Inform Development of Implementation Plan

## CPC CLUP COMMITTEE

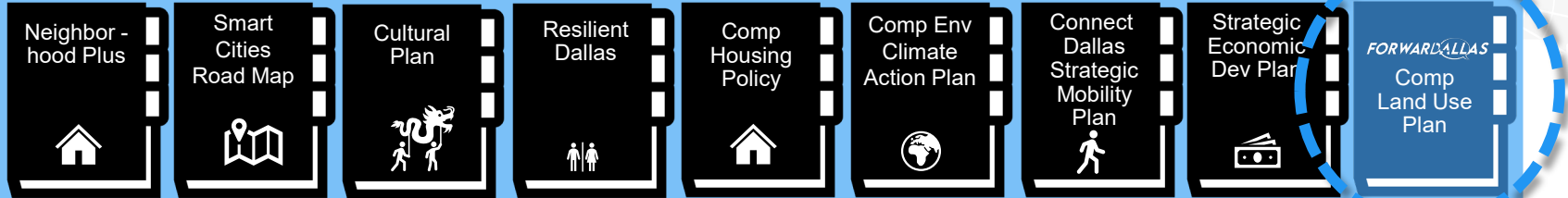
- Community Advisory Committee
- Meet At Key Points To Discuss Issues And Plan Direction
- Provide Feedback
- Inform Broader CPC
- Oversee and guide planning process
- Listen To The Community
- Monitor implementation

# PAST + CURRENT PLANS

## RELATIONSHIP TO OTHER PLANS

Recent citywide policy will inform the ForwardDallas Update and be cross-referenced in the updated plan to maintain a living relationship.

### City Policy Plans\*



\* = City of Dallas policy plans not limited to this list.

City Facilities Plans

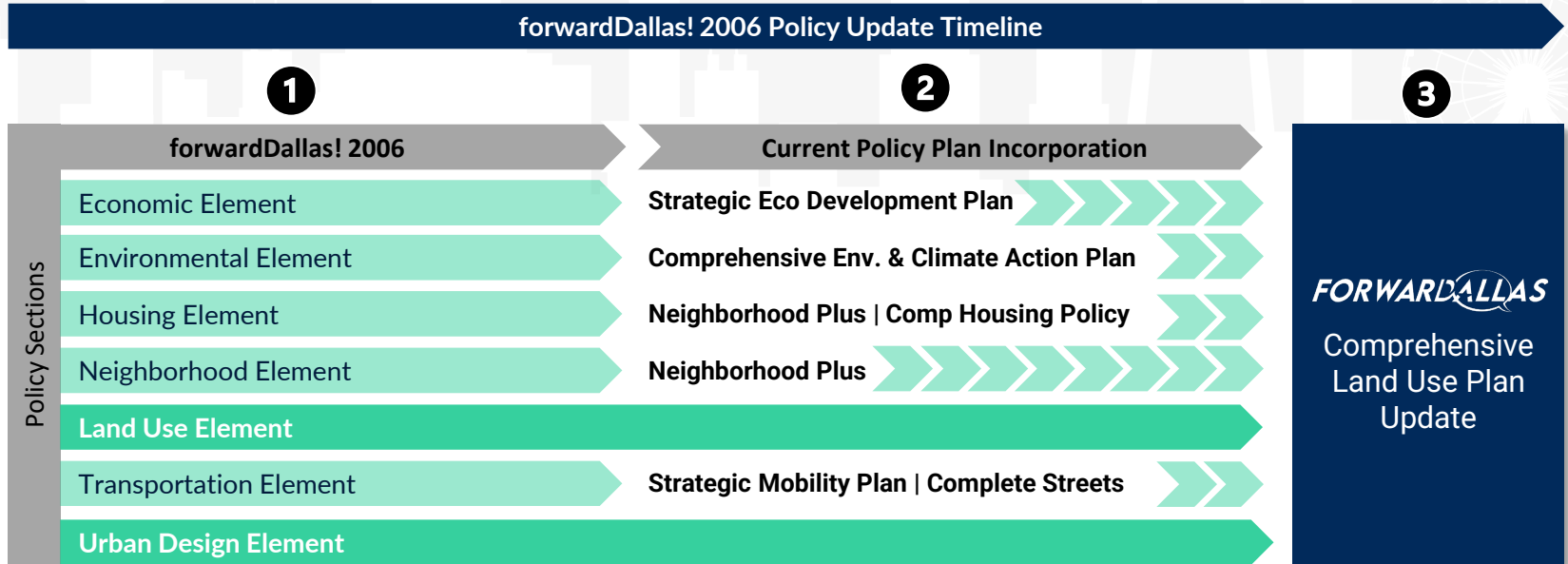
City Services Plans



# PAST + CURRENT PLANS

## RELATIONSHIP TO OTHER PLANS

The original forwardDallas! (2006) had 7 policy sections. The **land use** and **urban design** elements have a direct relationship to the current update.



Relationship Legend to ForwardDallas Update: Direct Indirect

# PROJECT OVERVIEW



Council District: All

Estimated Total Cost: \$649,960

Funding Sources:

\$415,960 Building Inspection Fund (City of Dallas)

\$234,000 Capital Projects Reimbursement Fund (Dallas County)

Scope: Limited to land use plan

Initiation: Requested by City Council



# HISTORICAL OVERVIEW

## HISTORICAL URBAN DEVELOPMENT

Over time, the City's urban form and public realm have been affected by the following land use patterns:

- 1 Transportation
- 2 Development
- 3 Ecological

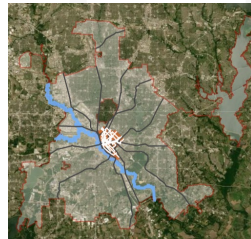
1855



1875



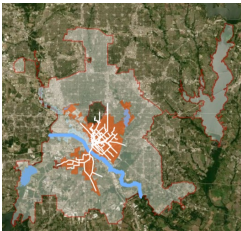
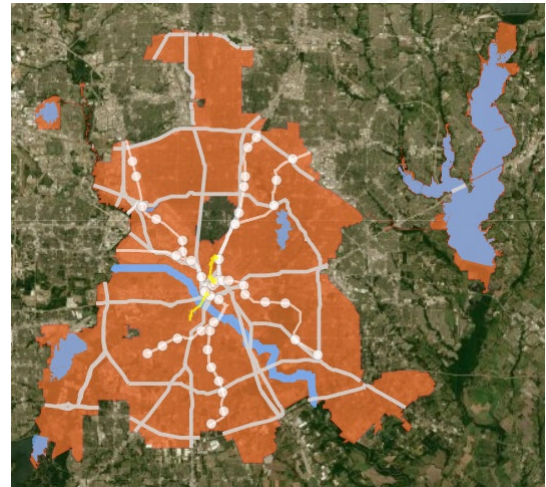
1900



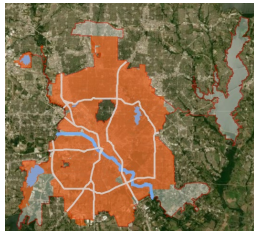
1920



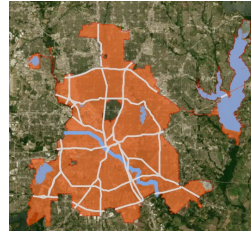
TODAY



1940



1960



1980



2000

# HISTORICAL OVERVIEW

## ZONING + LAND USE INEQUITIES

Plessy v Ferguson -  
Federal case the  
reverses Civil Rights  
Act of 1875 stating  
separate but equal  
is constitutional



1896

Dallas Passes  
One-Race  
Neighborhoods  
as Law



1921

Ambler Realty Co v. Village  
of Euclid - Federal case that  
provided legal support for  
the segregation of **land**,  
**usages**, and **people** in  
neighborhoods and cities.

Kessler Plan upholds  
segregation.



1926

1st Dallas  
Zoning  
Ordinance  
Adopted



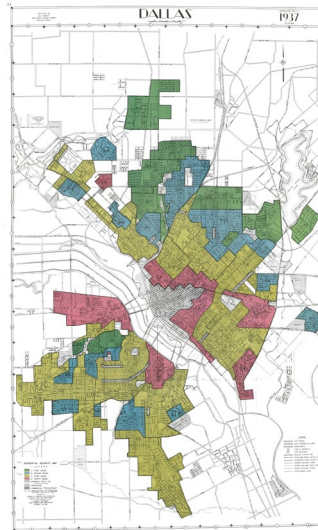
1929

# HISTORICAL OVERVIEW

## ZONING + LAND USE INEQUITIES

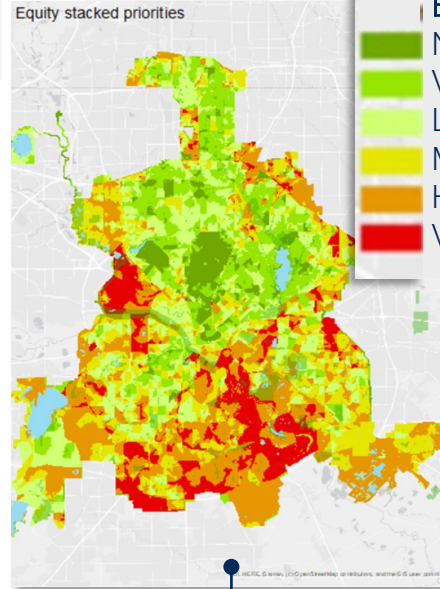
**Segregation** that was built into the zoning and land use policies led to inequitable:

1. Land Distribution
2. Concentrations of People
3. Opportunities to Access



1937

Redlined HOLC Overlay Historically Affected Communities



Now

Smart Growth for Dallas Equity Overall Priorities



# KEY ISSUES

1

Racial inequities in land use were not addressed

2

Neighborhood plans **not integrated** into process

3

Lack of implementable policies and programs

4

Recent planning efforts don't align with current policies

5

Land use vision doesn't represent current desires

6

Need to account for **changing growth demands** in Dallas

# LAND USE CONCERNS\*

## Health & Equity

- Industrial land uses next to residential/racial equity
- Poor health outcomes related to food deserts & environmental uses

## Housing

- Limited affordable and mixed income housing
- Gentrification and displacement

## Transportation

- Speeding
- Transit not viable in many areas

## Governance

- Zoning changes process
- Covid-19 & Post-Covid
- Efficient delivery of city services



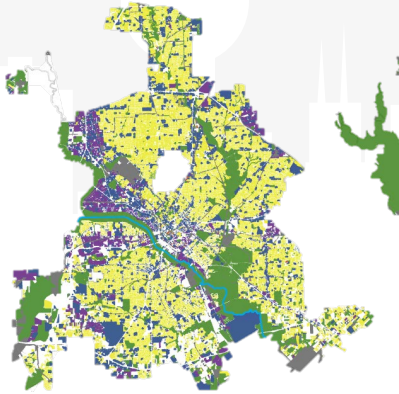
CPC LAND USE COMMITTEE KICK-OFF

# LAND USE PLANNING + ZONING

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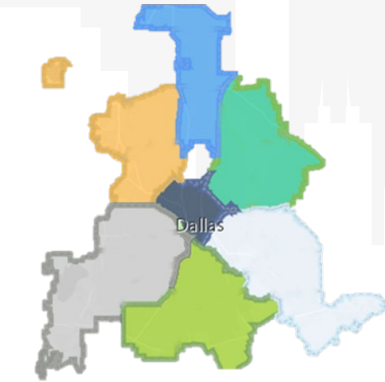
TYPES OF PLANS | LAND USE BASICS

# PLANNING SCALES



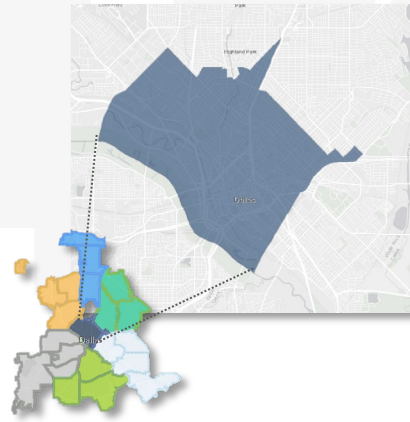
## CITYWIDE

- Historical Urban Development
- Existing Land Use
- Future Land Use



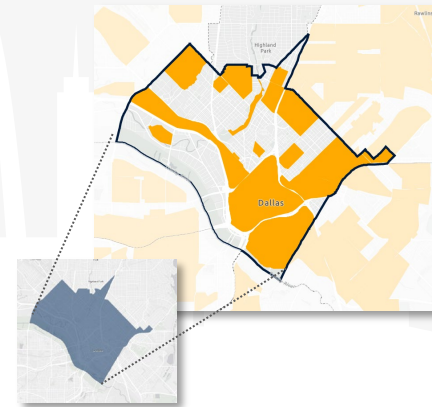
## PLANNING DISTRICTS

- Planning Staff Coordination
- Services Delivery



## SUB DISTRICTS / AREAS

- Infrastructure Priorities
- Future Land Use & Zoning
- Area Planning



## NEIGHBORHOODS

- Cultural Building Blocks
- Neighborhood Organizations
- Neighborhood Planning
- Tactical / Grassroots

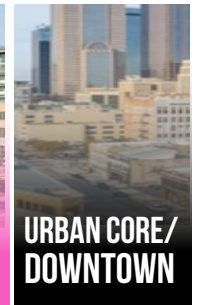
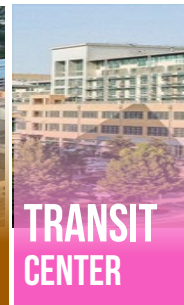
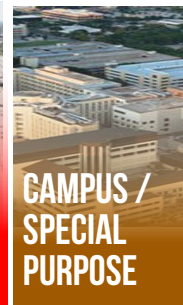
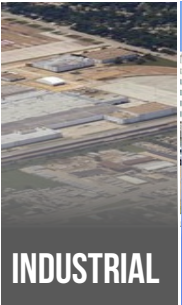
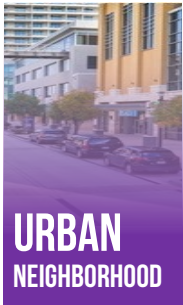
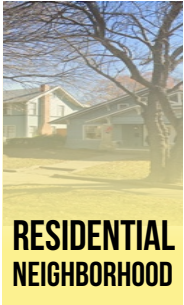
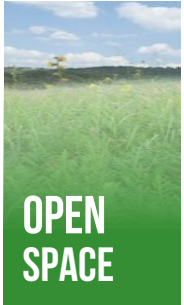
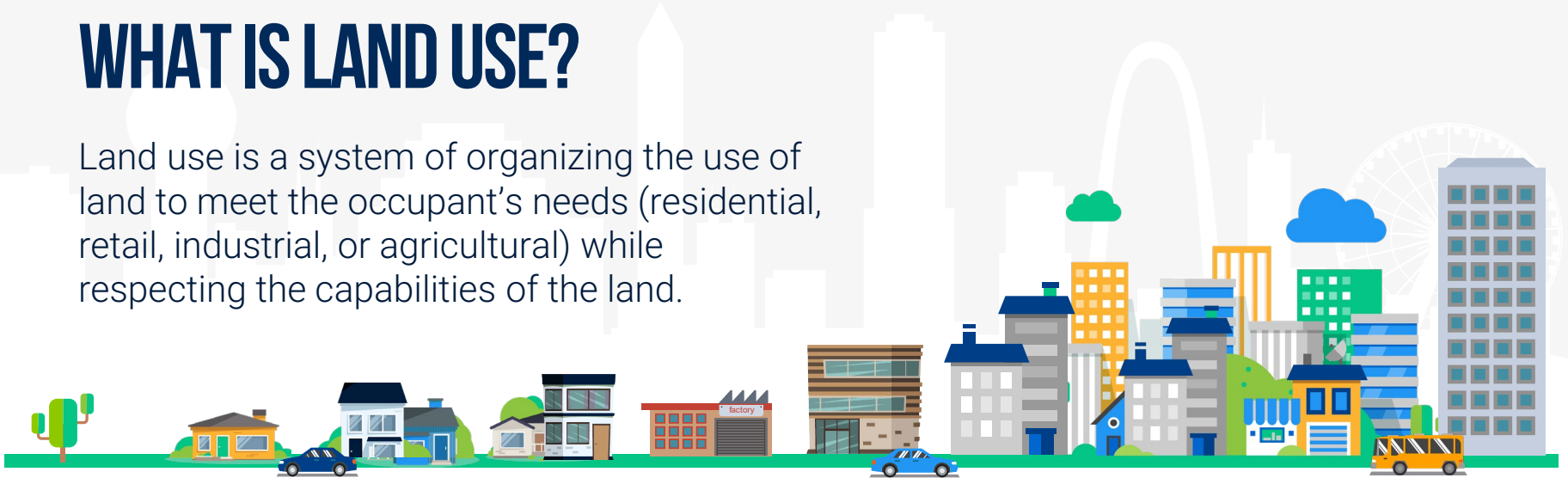
CITY-INITIATED PLANNING

NEIGHBORHOOD-DRIVEN PLANNING



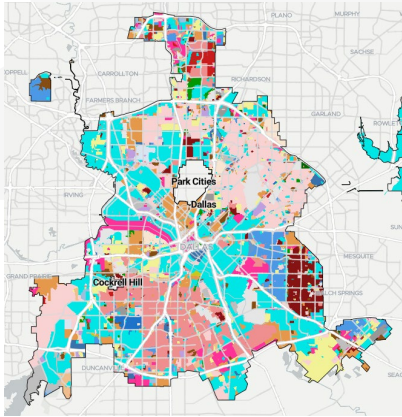
# WHAT IS LAND USE?

Land use is a system of organizing the use of land to meet the occupant's needs (residential, retail, industrial, or agricultural) while respecting the capabilities of the land.



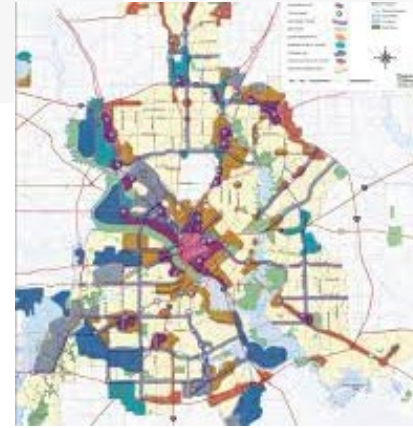


# ZONING VS LAND USE PLAN



ZONING

- Primary tool for city to control land use
- Definitive tool for permitting various land uses in a given location
- Requested zoning changes happen frequently throughout the city



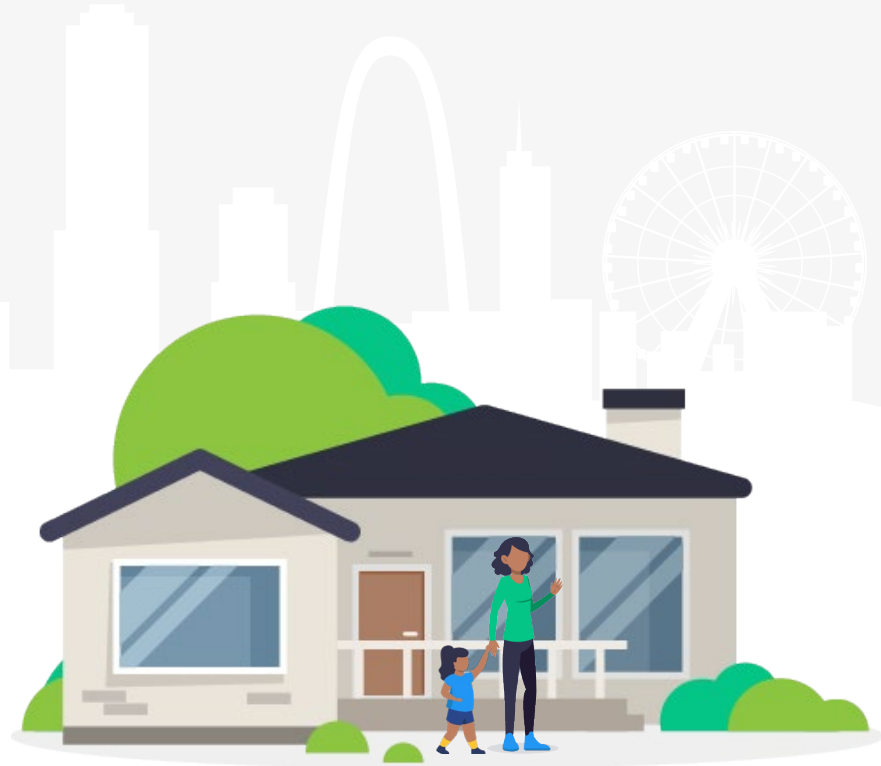
LAND USE PLAN

- Overarching guiding document to articulate city goals and objectives
- May not necessarily align with existing zoning
- Changes infrequently, serves as a major anchor for decision making

# WHY DOES THIS MATTER?

Land use policy can influence:

- Zoning change requests
- Transportation demand
- Transportation choices
- Neighborhood character
- Economic opportunities





CPC LAND USE COMMITTEE KICK-OFF

# PROJECT OVERVIEW

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APPROACH | KEY SCOPE ITEMS | PROJECT OBJECTIVES

# PLANNING APPROACH

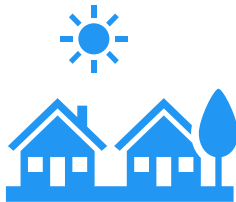
1

Interdepartmental and agency **collaboration**



2

Accounting for **changing growth demands** in Dallas



3

Emphasizing the **incorporation of existing and ongoing plans** and priorities that have been established through community feedback and formal adoption



4

Develop an **implementation program** to be monitored and updated through budgeting and capital bond program cycles



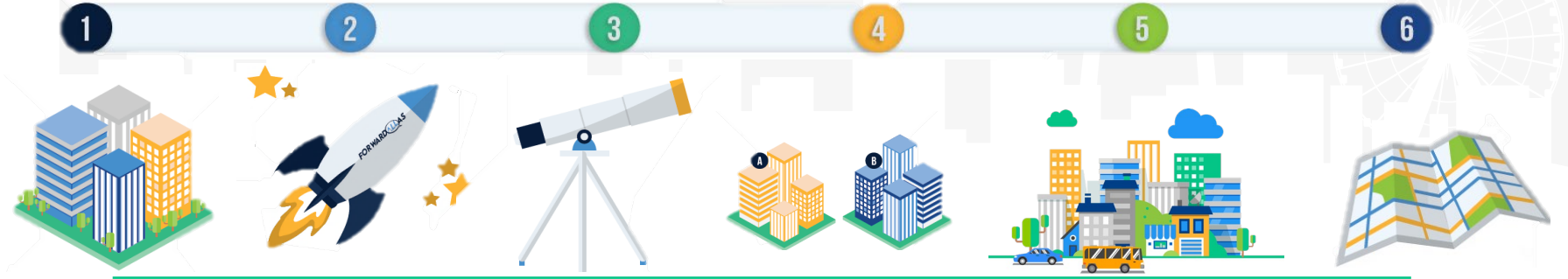
5

**Scenario Development** - Performance-based planning method that evaluates a set of options against previously set criteria or goals



# PROJECT SCOPE

We Are Here



## INITIAL COMMUNITY ENGAGEMENT

Getting the community engagement efforts rolling with a series of workshops and an outline questionnaire to identify priority issues.

## PROJECT INITIATION & EXISTING CONDITIONS

Establish a solid technical and conceptual foundation of Dallas with a 3D model of its urban environment and configure ArcGIS Urban to establish a baseline scenario.

## LAND USE VISIONING

Forming the vision of Dallas' future together with the community and key stakeholders.

## SCENARIO DEVELOPMENT

Development alternative land use development scenarios based on the community's vision.

## RECOMMENDED SCENARIO & DRAFT PLAN

Meeting with the community to refine the scenarios into a single recommended model.

## PUBLIC BRIEFING / HEARINGS & ADOPTION

Preparation of the Land Use Plan document to be considered for adoption.

# PROJECT OBJECTIVES

- Develop a land use plan that reflects residents needs and concerns as the city grows and changes for decades to come
- Development of a future land use map
- Address racial inequities in land use not previously addressed
- Incorporate neighborhood planning into the process (**Planning at Different Scales**; Plan guided by and for Dallas residents and stakeholders )
- Establish a common vision and set of policies and actions that can be effectively measured, communicated, and evaluated by residents and decision makers on an annual basis.
- Enhancing a **framework for TOD planning** including urban design standards
- Identify **partnership opportunities** and strategic coordination.





CPC LAND USE COMMITTEE KICK-OFF

# PUBLIC ENGAGEMENT UPDATE

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MARKETING STRATEGY | TIMELINE | PUBLIC PARTICIPATION | PRELIMINARY FINDINGS

# MARKETING STRATEGY

- 1 MESSAGING** What are we trying to communicate?  
PURPOSE (What are we doing and why?)  
VALUES (What are our guiding principles?)  
APPROACHES (How are we doing this?)  
GOALS (What do we want to accomplish?)
- 2 TARGET AUDIENCES** How do we tailor our message?  
Who is this being done for?  
Who is doing it?
- 3 PROMOTION TOOLS**  
Assets  
Platforms  
Channels
- 4 TACTICS**  
3 Points of Engagement (Pre/During/Post)  
Overview  
Awareness Events + Marketing  
Community Input  
Social Media Campaign
- 5 CALENDAR / TIMELINE**
- 6 BUDGET**
- 7 DATA ANALYTICS**  
On Going  
End of Campaign

## STRUCTURE

The first 4 sections of this Strategic Marketing Plan build upon each other. Subsequent sections relate to the overall messaging section and the development of more specific tactics should connect to the assets, targets audiences, and the overall messaging being conveyed.

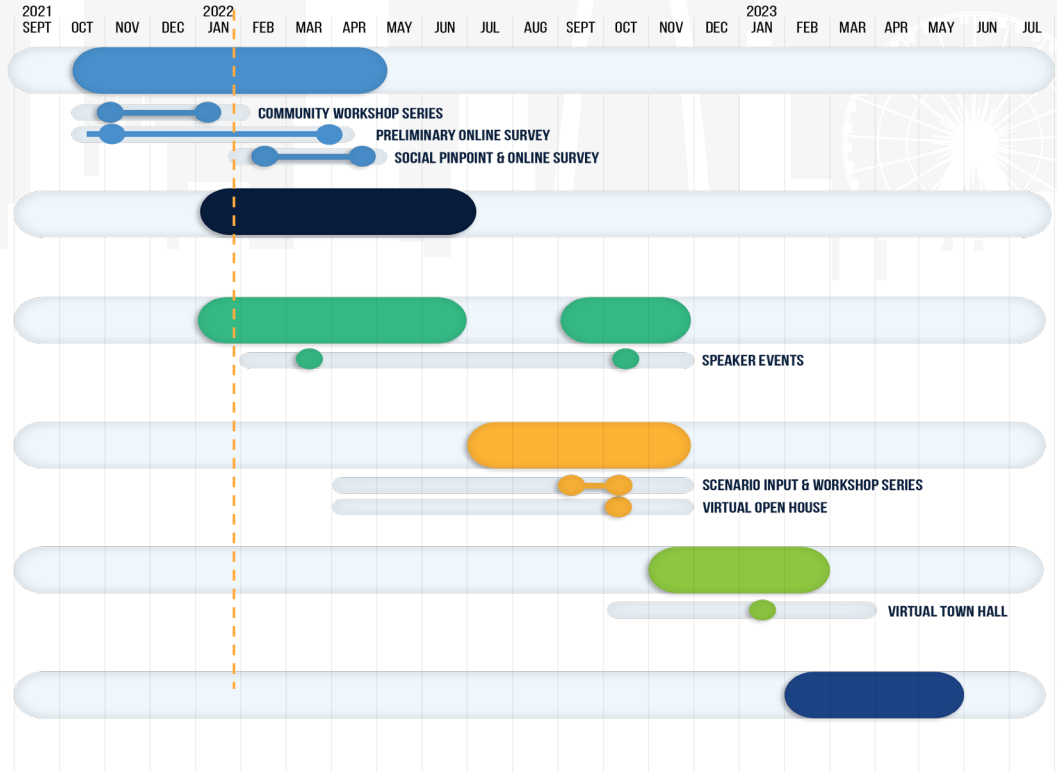




# ENGAGEMENT TIMELINE

PROJECT TIMELINE TASK TIMELINE OUTREACH EVENT OUTREACH SERIES

We Are Here



**1 INITIAL COMMUNITY ENGAGEMENT**  
Getting the community engagement efforts rolling with a series of workshops and an online questionnaire to identify priority issues.

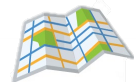
**2 EXISTING CONDITIONS & BASELINE SCENARIO**  
Establish a solid technical and conceptual foundation of Dallas with a 3D model of its urban environment and configure ArcGIS Urban to establish a baseline scenario.

**3 LAND USE VISIONING**  
Forming the vision of Dallas's future together with the community and key stakeholders.

**4 SCENARIO DEVELOPMENT**  
Developing alternative land use development scenarios based on the community's vision.

**5 RECOMMENDED SCENARIO & DRAFT PLAN**  
Meeting with the community to refine the scenarios into a single recommended model.

**6 PUBLIC BRIEFING/HEARINGS & ADOPTION**  
Preparation of the Land Use Plan document to be considered for adoption.



# EVENTS TO DATE

- 14 Virtual Workshops
- 5 In Person Workshops
- 14 Pop ups Held
- 7 Awareness Events



# PARTICIPANT TOUCHPOINTS

## PARTICIPANTS BY ZIP CODE

Representative of all workshops, summit and popup events as of Dec 2021\*

### Most Touchpoints

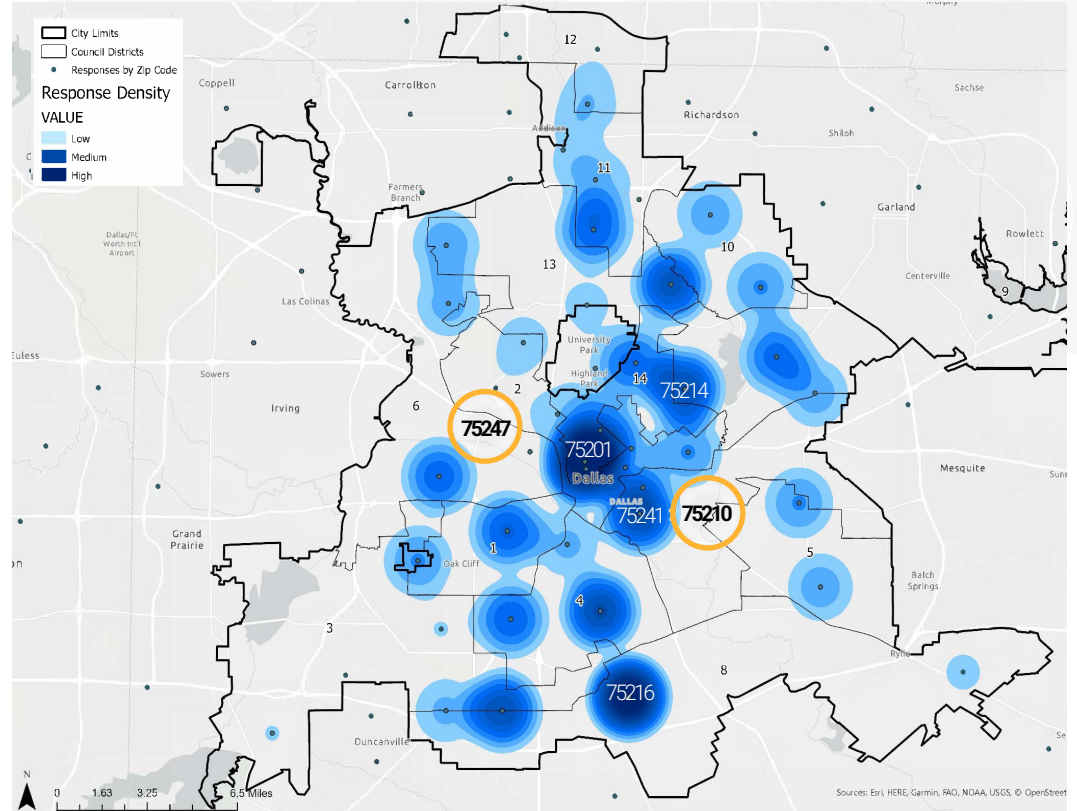
**75241**   **75201**

**75216**   **75214**

### Least Touchpoints

**75247**   **75210**

Initial Engagement Density Heat Map



\*Online survey data to be included in future Engagement Summary in April 2022

# PARTICIPATION

**212** Workshop Attendees

**149** Survey Respondents\*



\*Numbers reflective of participation as of December 2021, additional surveys are still being collected through April 2022.

# PRELIMINARY FINDINGS

DEVELOPMENT PROCESS AND PLANNING

QUALITY OF LIFE

ENVIRONMENTAL JUSTICE

COMPLETE NEIGHBORHOOD CENTERS

ECONOMIC DEVELOPMENT AND REVITALIZATION

MOBILITY AND CONNECTIVITY

HOUSING CHOICE AND QUALITY

NEIGHBORHOOD STABILITY ENVIRONMENTAL QUALITY



CPC LAND USE COMMITTEE KICK-OFF

# NEXT STEPS

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CPC LAND USE COMMITTEE | PUD

# NEXT STEPS FOR CPC LAND USE COMMITTEE

## OPPORTUNITY WORKSHOP

Workshop will identify overall direction and policy land use issues facing Dallas and identify CPC Committee plan priorities

## ENGAGEMENT SUMMARY

PUD will present the results of all information from surveys, workshops, CPC meetings and will identify clear and consistent themes among the engagement inputs.

## EXISTING CONDITIONS REPORT

This report will document existing conditions and will include the development of a virtual 3D environment that will form the foundation for visualization of existing conditions and the modeling of potential future conditions.

## PLACETYPE REVIEW

Based on existing development types and community-identified plan priorities, a series of placetypes to be used in the Land Use Plan Map will be identified. The goal of the placetype approach to land use planning is to provide a vision for each unique area of the City that describes in general terms the desired mix of uses and development character and intensity.

## VISIONING WORKSHOP

Committee members will then be tasked with identifying priority areas where changes in land use and development should be encouraged and mapping the desired location of the preliminary placetypes.

# NEXT STEPS FOR PUD

## SOCIAL PINPOINT SURVEY

This launch of a new engagement tool will expand upon the current survey and aims to reach even more participants.

## POPUP ENGAGEMENT EVENTS

PUD to continue join in existing community events to promote and receiving feedback regarding ForwardDallas.

## FORWARD DALLAS LIVE (SPEAKER EVENT)

First of two planning-related talks intended to generate interest and motivate residents and stakeholders in participation of the plan.

## SCENARIO MODEL BASELINE CREATION

Development of a current conditions and a business-as-usual scenario model used as conversation starter when soliciting community feedback regarding land use vision.

## COMMUNITY VISIONING

Series of engagement events aimed at motivating residents and stakeholders to participate in scenario visioning and assist in the development of the plan.



# FORWARD DALLAS LIVE!

## PANELISTS



**SUZAN KEDRON**



**DR. LORIN CARTER**



**THERESA O'DONNELL**



**JANUARY 27, 2022 AT 12 P.M.**

# AMBASSADOR PROGRAM



# STAY INVOLVED

1

Check our website  
*Visite nuestro sitio web*



[DallasCityHall.com/ForwardDallas](https://DallasCityHall.com/ForwardDallas)

2

Sign up to benotified  
*Regístrate para ser notificado*



<https://bit.ly/fdstayinformed>

3

Take the survey  
*Realiza la encuesta*



<https://bit.ly/fwddallassurvey>

4

Open Call  
*Llamada abierta*

[PUD@DALLASCITYHALL.COM](mailto:PUD@DALLASCITYHALL.COM)

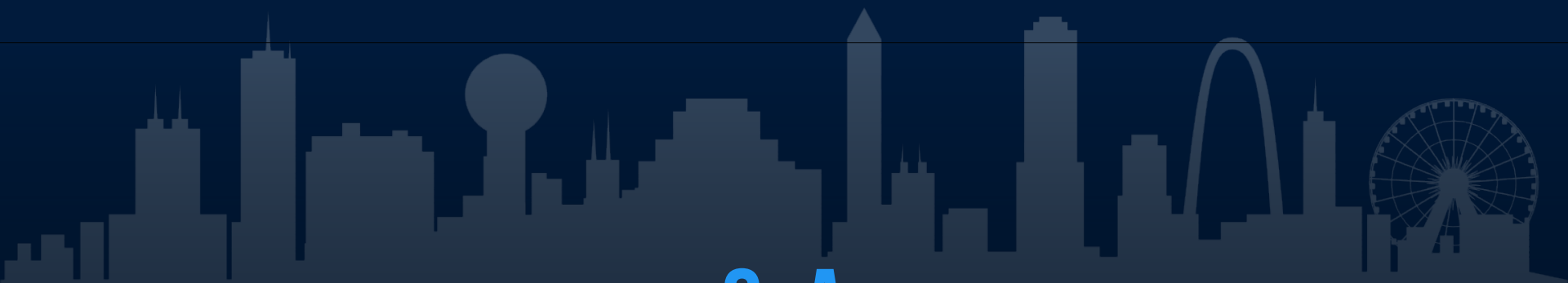


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Q+A

*FORWARD*  *DALLAS*

