

Memorandum



CITY OF DALLAS

DATE February 27, 2015

TO Housing Committee Members: Carolyn R. Davis, Chair, Scott Griggs, Vice-Chair, Monica Alonzo, Rick Callahan, Dwaine Caraway, and Philip Kingston

SUBJECT Wynnewood, urban design strategy

On Monday, March 2, 2015, you will be briefed on Wynnewood, urban design strategy. A copy of the briefing is attached.

Please let me know if you have any questions.

A handwritten signature in black ink that reads "Theresa O'Donnell".

Theresa O'Donnell
Chief Planning Officer

c: The Honorable Mayor and Members of the City Council
A. C. Gonzalez, City Manager
Rosa A. Rios, City Secretary
Warren M.S. Ernst, City Attorney
Craig Kinton, City Auditor
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P. E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council

Wynnewood

urban design strategy

Housing Committee Briefing 3.2.2015



- provide information on the studio's community planning and development efforts for the parks at wynnewood and wynnewood village shopping center
- review process to date
- review plan recommendations

purpose

- on june 13, 2012, the city council amended terms of a 1993 housing redevelopment loan for the Parks at Wynnewood with Bank of America Community Development Corporation and Central Dallas Community Development Corporation
- The city's approval of the loan modification requires that Bank of America:
 - provide an equal or greater number of affordable senior housing and low-income multi-family units as were then existing (404) on the 48 acre property on a smaller footprint over three (3) separate phases of redevelopment
 - hold the remaining acreage for market-rate (usual price in the market) development
 - reimburse the city up to \$125,000 for master planning and developing an urban design strategy for the parks at wynnewood and the wynnewood village shopping center

resolution 121589



wynnwood study area

- july 20 2012 kick-off meeting with Bank of America/Brixmor/Kroger
- july 21 2012 community charrette
- sept-oct 2012 individual neighborhood meetings
- october 2012 ground-breaking for phase I of the redevelopment
- november 3 2012 community charrette
- november 2012 studio proposes phase II recommendation
- jan-feb 2013 individual neighborhood meetings
- february 2013 bcWorkshop's Wynnewood neighborhood stories
- march 2013 housing committee briefing
- march 2014 studio proposes phase III recommendation
- may 2014 studio proposes market-rate development recommendation
- aug-sept 2014 studio continues to meet with community and stakeholders to move plan and urban design strategy forward
- september 11, 2014 Urban Design Committee review
- october 30, 2014 Urban Design Committee action
- november 10, 2014 community open house
- december 18, 2015 City Plan Commission briefing
- january 22, 2015 City Plan Commission action

background



- july 21, 2012 community charrette
kicks-off studio's efforts
- 14 community meetings/workshops with over 160 participants
- november 10, 2014 community open house



process - engagement



- Central Dallas Community Development Corporation
- Parks at Wynnewood
- Bank of America
- Brixmor
- Kroger
- The Empowerment Center
- Dallas Housing Department
- Councilman Griggs
- surrounding neighborhood associations
- Henderson Elementary P.A.
- property owners
- residents
- renters
- volunteer design professionals



process - participation to-date



- organization wide approach
- participation and facilitation at charrettes
- direct review and discussion
- policy development for Phase II
- adjustments to policy is expected for phase III and market-rate development on balance of land in the future
- policy review and adjustment can also be expected if a redevelopment of wynnewood village is persued

process – city staff involvement



- comment cards
- request for a meeting
- call or write us
- contact plan commissioner

process – avenues for input



(sample suggestions)

what if...

- there were different market rate housing options offered on site
- there parks
- there was a better variety of stores
- better use of unused space

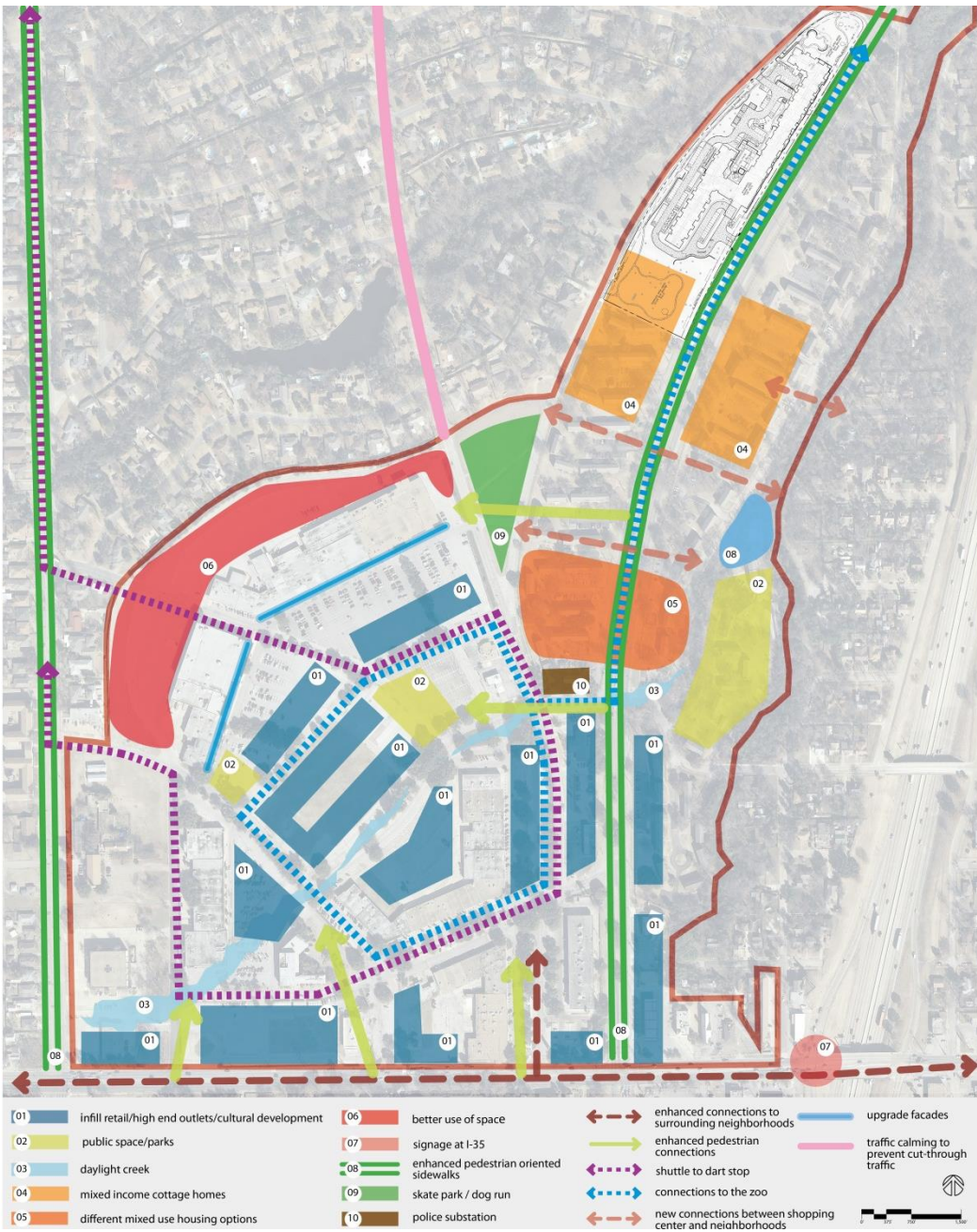
i worry...

- too much parking and not enough green space or desirable tenants
- pedestrian access and better lighting
- crime and delinquency
- about losing the character and matching success of area in its heyday

what must happen...

- area must be safe
- community must be active in neighborhood
- shopping center must change
- bring-in higher end retailers

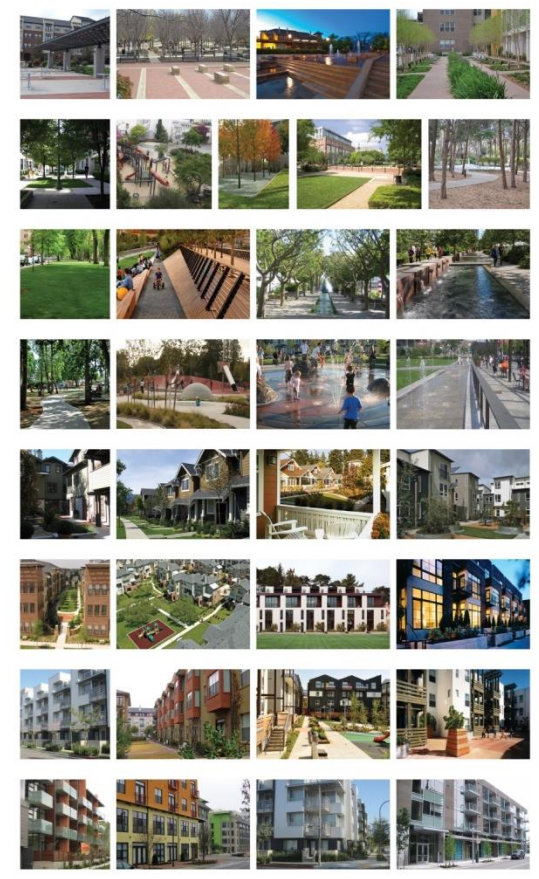
community input



opportunities plan



- P/S Plaza/Square**
 - supports civic & commercial activity
 - bordered by buildings
 - active to quiet with extensive use of pavement, formal tree plantings & ground cover
 - ample seating choices
 - water features
 - public art
- PP pocket park**
 - less than 1 acre in size
 - service area is 1/4 mile
 - created out of small &/or for-gotten spaces
 - passive or active park space
 - provide greenery, art or place to sit outdoors
 - playgrounds, public art, historical markers, or monuments can be included
- LP linear park**
 - built connection or natural corridor linking parks, open spaces, or civic destinations together via path &/or pedestrian facilities
 - perimeter roads along one or both sides are encouraged to provide safety
 - otherwise unbuildable land may become an amenity
- NP neighborhood park**
 - 1-15 acres in size
 - service area is 1/2-1/3 miles
 - passive &/or active recreational opportunities
 - portions of site should be devoted to accessible & grassy areas
 - park is enhanced when adjoining building fronts open up to the park
- RSL residential small lot**
 - density: 8-16 DU/acre
 - 1 to 2 stories
 - may allow one house per lot, two per lot (duplex) or triplex, or 4-12 per lot (fourplex) &/or garage parked
 - surface &/or garage parked
 - commercial open space & small private outdoor space as part of development
- AH attached house**
 - density: 12-32 DU/acre
 - 2 to 3 stories
 - may allow two homes per lot (duplex) & individual homes sharing common walls on individual lots (townhomes)
 - townhomes groupings of 6 or more as a minimum
 - surface &/or garage parked
- MF low-rise multi family**
 - density: 30-40 DU/acre
 - 2 to 4 stories
 - apartment & bulky
 - ground floor units have direct access to street or common space
 - surface &/or garage parked
- MU mixed-use**
 - density: 32-50 DU/acre
 - 2 to 5 stories
 - apartment, loft, & live work
 - ground floor units have direct access to street or common space
 - ground floor units designed with flexibility in use
 - surface, back yards &/or garage parked



work session map



synthesis plan



vision for the village

wynnewood
urban design strategy



document & contents



parks at wynnwood

- approximately 4 acres
- 124-156 units of low-rise affordable multi-family units



phase II recommendation



- approximately 4-6 acres
- 140-160 units of low-rise low-income senior housing units
- provide direct connection to open space improvements of phase I senior housing development
- share resources and services with phase I senior housing

phase III recommendation



- approximately 30-32 acres
- small lot cluster housing
- single family homes
- townhomes
- low-rise multi-family
- mixed-use development
- retail/commercial

market-rate recommendation



- 48 acres
- 265-290 units of low-rise low-income senior housing units on approximately 14 acres
- 160 units of low-rise affordable multi-family units on approximately 4 acres
- market rate development on approximately 30 acres may include:
 - small lot cluster housing
 - single family homes
 - townhomes
 - low-rise multi-family
 - mixed-use development
 - retail/commercial

synthesis plan



affordable/low-income

- phase I 140 units senior
- phase II 160 units m.f.
- phase III 140 units senior
- 440 total units on 18 acres
- 24.44 du/ac

market rate development

- 1,420-1,480 total units on 30 acres
- 47.33 - 49.33 du/ac
- 50,000-80,000sf commercial

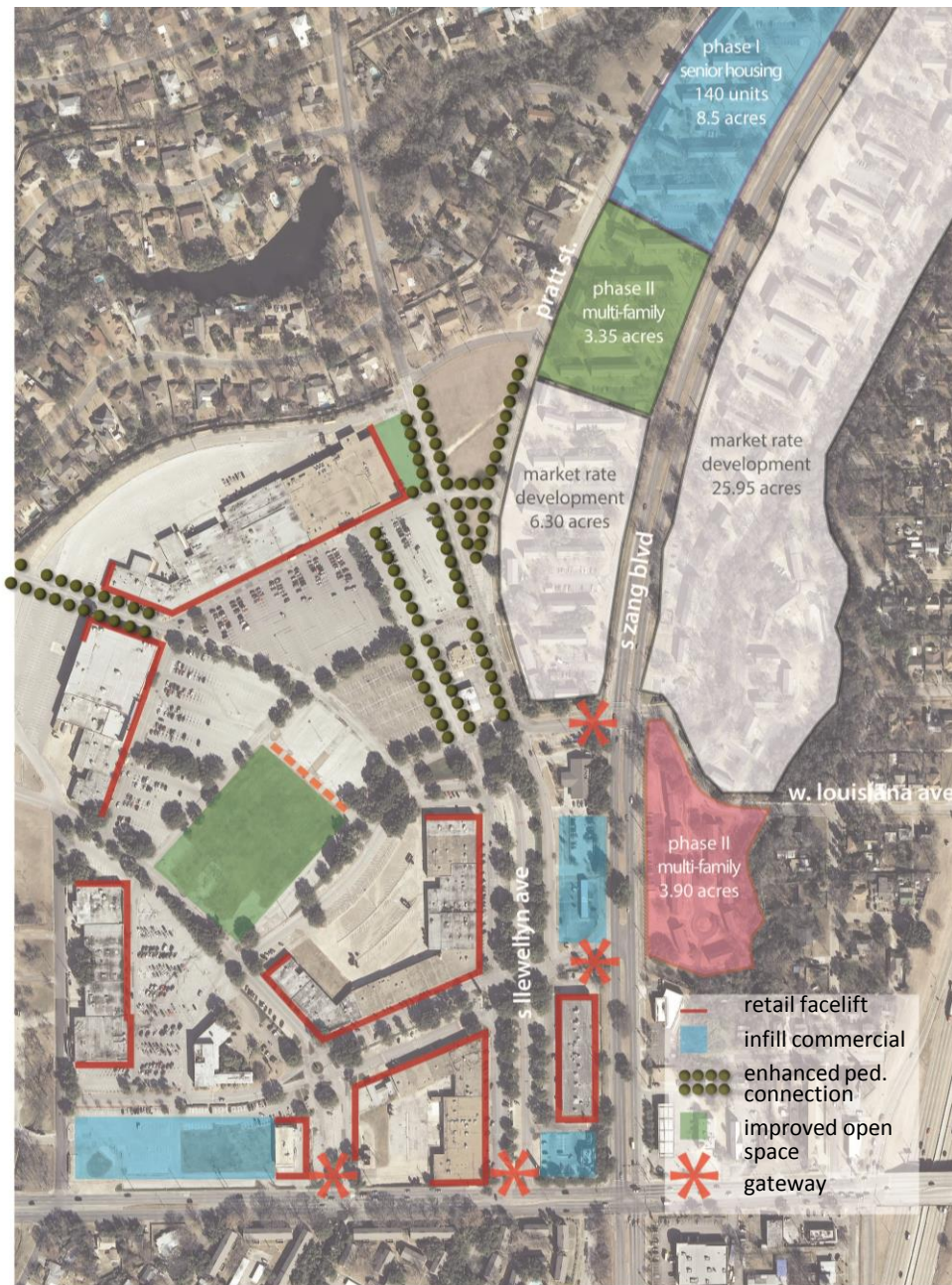
Total

- 1,860-1,920 units on 48 acres
- 39 - 40 du/ac
- 50,000-80,000 sf commercial

synthesis plan yields

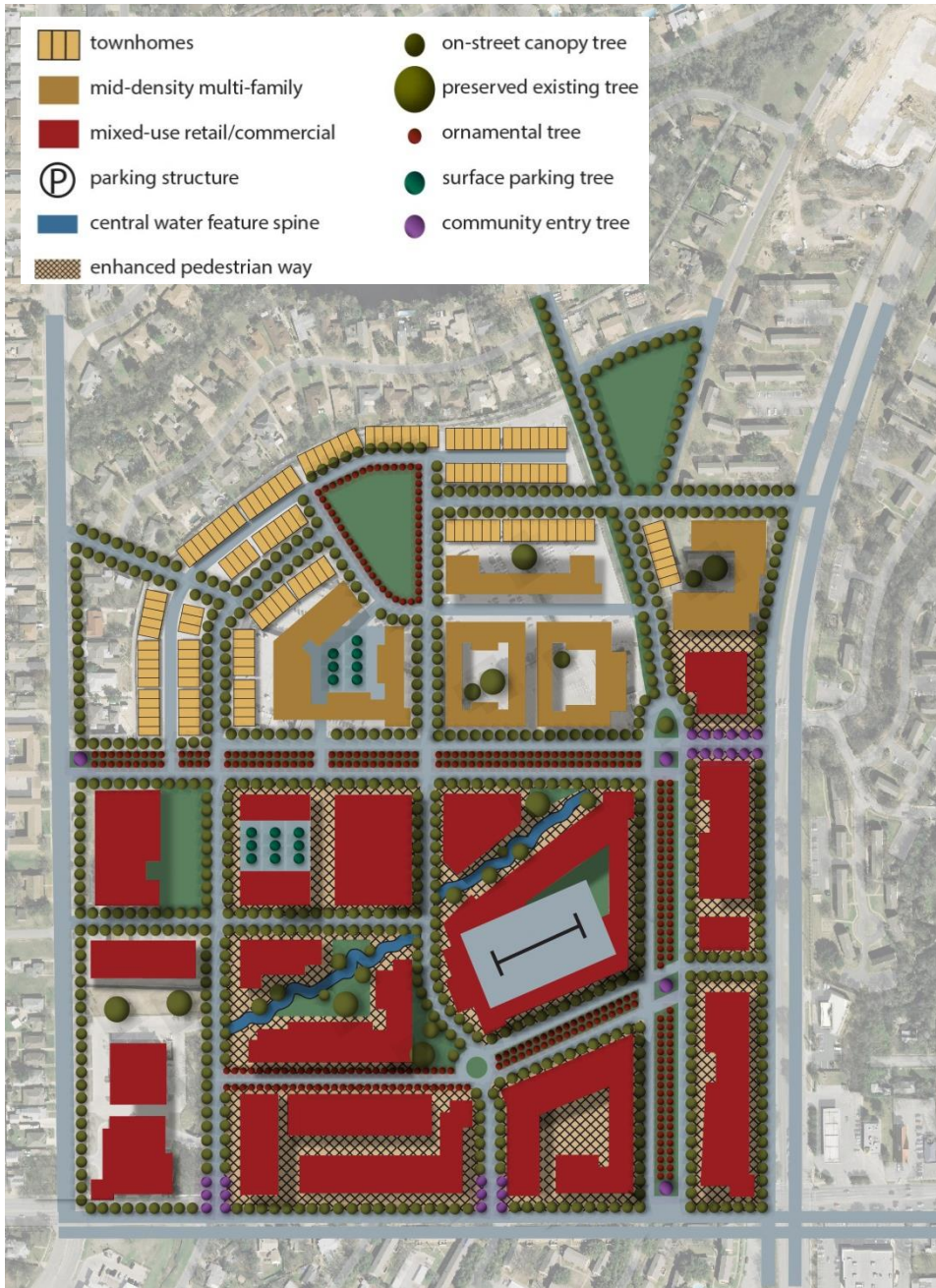


wynnwood village



- existing retail receives a facelift
- select limited sites should be considered for infill commercial development
- improved open space to accommodate various events, festivals, and uses
- safe pedestrian and vehicular circulation improvements

village vision “light”



- re-imagination of a new compact shopping village
- new residential transitions in scale and density to existing neighborhood as buffer
- on-street, centralized parking structures allow development of a walkable community
- symbolic re-interpretation of a former creek as centerpiece of a pedestrian focused shopping village
- new and improved open space, parks and interconnected streets

village vision reconstruction



- additional choices for connecting to zang and across zang to access public transportation, retail and neighborhood services in the form of streets and linear parks
- continuity of sidewalks along each street
- wide sidewalks with shade trees
- on-street parking to shield pedestrians from traffic movement and aid in slowing traffic
- narrow street crossings, crosswalk markings and curb extensions

design objectives streets & public realm



- pocket park
- plaza/square
- linear park
- neighborhood park



- to organize and reinforce community structure
- provide safe and convenient pedestrian connections



- create a strong identity for wynnewood
- passive and active recreational opportunities



- enhance livability, appearance, ecological values, and provide community gathering places

design objectives parks & open space





- residential small lot homes
- attached homes
- low-rise-multi-family
- mixed-use



- consider context, height, setbacks, scale, massing and detailing in design of new development



- buildings pulled up to the street
- parking located to the rear or hidden within the building
- ground floor uses, and design are important contributors to the safety, vibrancy and use of the streets



design objectives architecture



“light”

- “facelift” to existing retail buildings, storefronts, signage and pedestrian realm
- safe, comfortable “key” pedestrian connections
- key gateway features into village
- strategic commercial infill opportunities to help create a more connected shopping center
- Improved open space to accommodate a variety of temporary events

design objectives wynnewood village



“reconstruction”

- a well-connected walkable grouping of mixed-use and commercial buildings centered around a main pedestrian spine on front half of property
- central water feature inspired by creek that once ran through site
- mix of housing types to buffer existing neighborhood on back half of property
- interconnected network of pedestrian friendly streets and mix of parks/open space

design objectives wynnewood village

