

Memorandum



CITY OF DALLAS

DATE 8 May 2015

TO The Honorable Members of the Transportation and Trinity River Project Committee:
Vonciel Jones Hill (Chair), Lee Kleinman (Vice Chair), Deputy Mayor Pro Tem Monica Alonzo,
Mayor Pro Tem Tennell Atkins, Sandy Greyson, and Sheffie Kadane

SUBJECT City Map

On Monday, 11 May, you will be briefed on City Map, presented by Texas Department of Transportation. The briefing materials are attached for your review.

Please feel free to contact me if you need additional information.

A handwritten signature in black ink that reads "Mark McDaniel".

Mark McDaniel
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Eric D. Campbell, 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 & Council



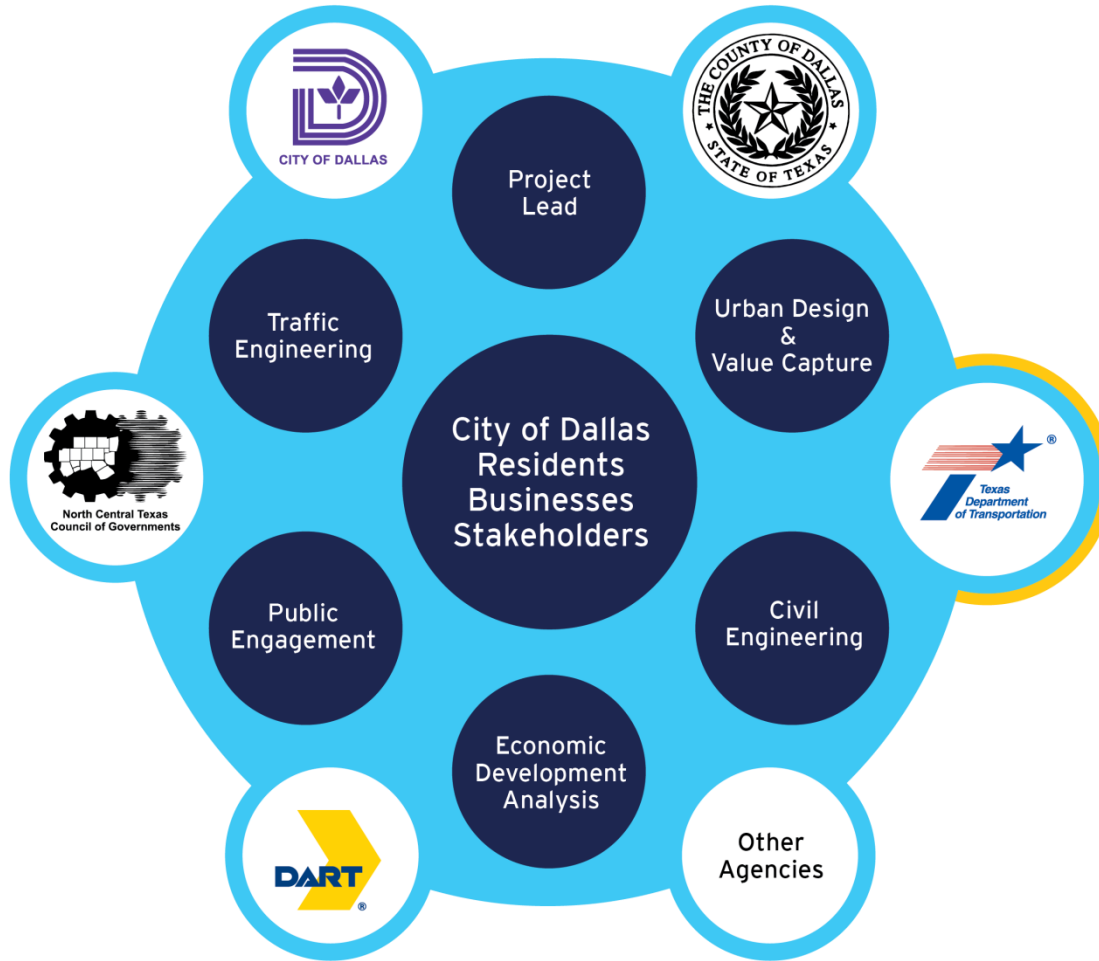
City Map



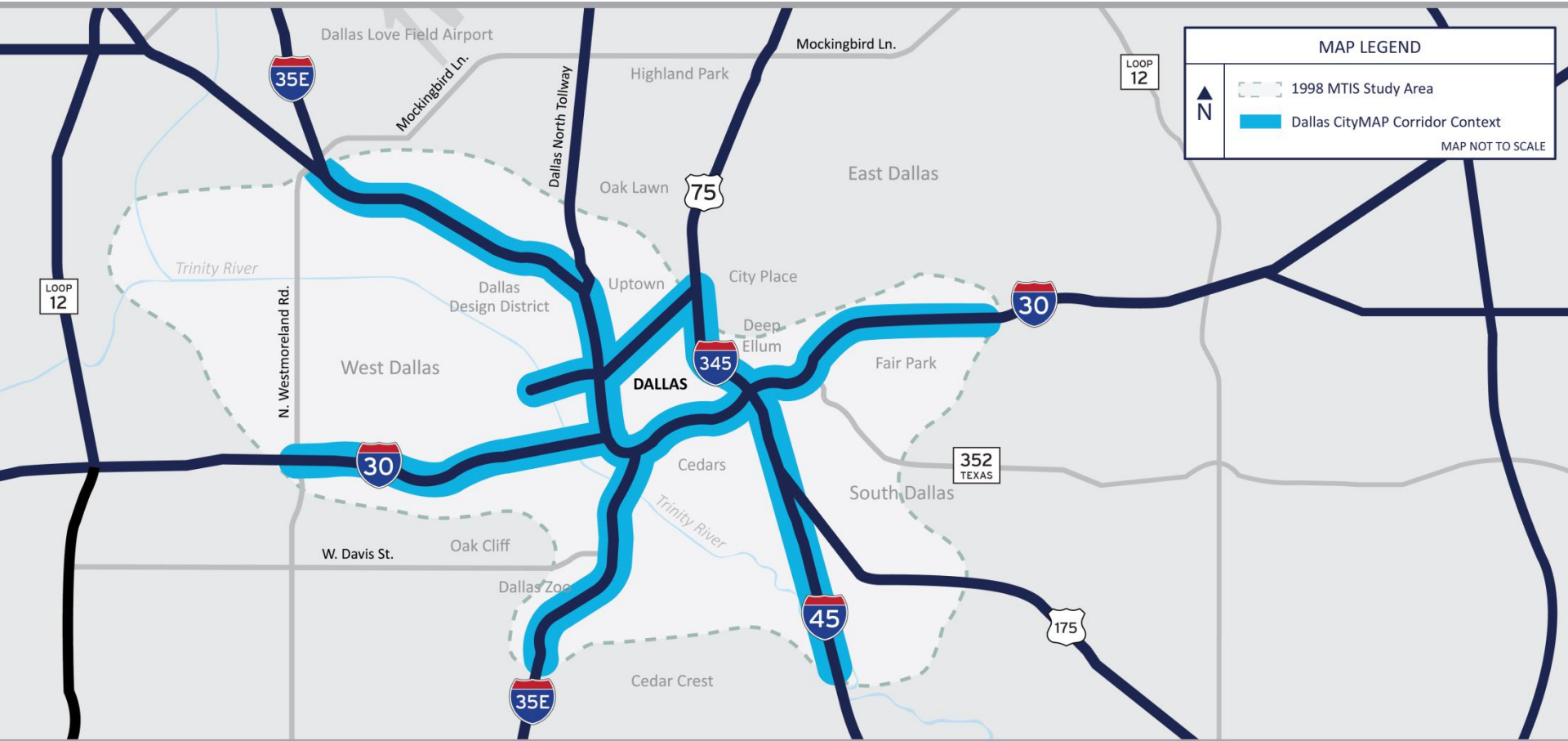
Transportation and Trinity River Project
Committee
11 May 2015







Study Area





WHAT MAKES A GREAT CITY?



It all starts with a conversation...

We believe great things happen when a city comes together to develop a long-term vision for the future. We believe it's time to begin the conversation.

Long considered simply a way to "get there" or "get through there", urban interstates take on new meaning as communities like Dallas struggle to replace their aging transportation infrastructure and promote a great neighborhood experience. Changing views, needs, and expectations for greater neighborhood and regional connectivity and livability are motivating communities to examine both traditional and innovative transportation solutions.

Combined with funding limitations and population growth, the responsibility for urban planning, economic development, and city building become the collective work of agencies, stakeholders and individuals to be successful.

What's The Vision?

The goal of this effort is to develop a set of transportation, urban design, and adjacent development scenarios with associated investment considerations for the major urban interstate corridors identified on the map. We will work with you to develop the Dallas City Center Master Assessment Process (CityMAP) to identify neighborhood redevelopment, preservation, and transportation scenarios for a comprehensive vision for the city's future.

What's The Plan?

We will begin by listening. We want to know what you think works and what doesn't within your community. We will use what we hear to integrate what we learn into the planning efforts currently underway in the city.

What's The Result?

Scenarios will be identified by integrating the community's vision with practical transportation and urban design solutions, construction and funding feasibility. Each scenario will promote a vision and demonstrate the tangible and intangible benefits to Dallas communities within the urban core.

and results in action!

www.dallascitymap.com

STUDY AREA MAP ON BACK



Stakeholder Outreach

One Pager

- Mailed to stakeholders inviting a conversation
- Explains the need
- Describes the process
- Defines study area
- Provides web site address



Project Purpose

Begin by listening.

- Dallas, Dallas County, key stakeholder and public input to Texas Department of Transportation [“TxDOT”].
- Listen to develop a comprehensive assessment.

Assess what we’ve heard.

- Listening informs the priorities.
- From what we hear, develop **Attributes** based on stakeholder priorities.

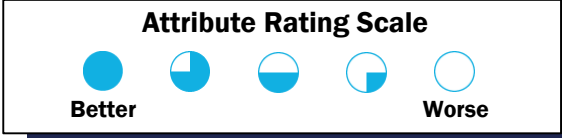
Develop scenarios.

- Practical scenarios developed based on priorities.
- Scenarios evaluated based on **Attribute** achievement.
(Example on following slide)
- Final report will provide design and policy guidance for informed decision making.


Scenario Evaluation Example







Weighing Design Scenarios with Measurable and Defining Attributes
(Hypothetical location for presentation purposes only)

I-30 Scenario Location 1










Scenario Option 1




Attribute 1	
Attribute 2	
Attribute 3	
Attribute 4	
Attribute 5	
Scenario Average	







Scenario Option 2

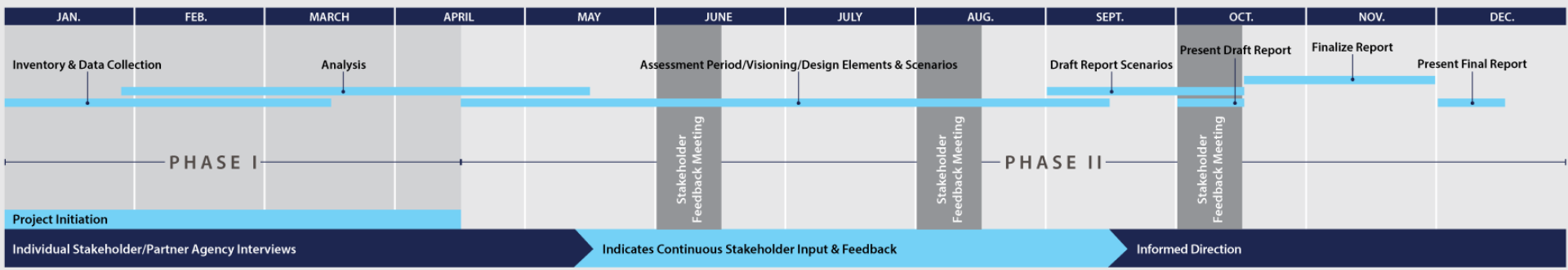


Attribute 1	
Attribute 2	
Attribute 3	
Attribute 4	
Attribute 5	
Scenario Average	

Scenario Option 3



Attribute 1	
Attribute 2	
Attribute 3	
Attribute 4	
Attribute 5	
Scenario Average	





Listening Sessions to Date

Judge Clay Jenkins
Dallas County

Mary Suhm & Alice Murray
Dallas Citizens Council

Jack Wierzenski & Steve Salin
DART

James Cornelius & Board
West Dallas COC

John Crawford
Downtown Dallas Inc.

Jill Jordan
City of Dallas

Patrick Kennedy
Coalition for a New Dallas

Theresa O'Donnell
City of Dallas

Amy Tharp
Uptown Dallas

Commissioner Mike Cantrell
Dallas County

AC Gonzalez
City of Dallas

Jack Matthews
Matthews Southwest

Dale Foster
505 Riverfront

Jan Blackmon & Board
AIA

Angela Matthews
ASCE

Robert Prejean
GDPC

Commissioner John Wiley Price
Dallas County

Congresswoman Eddie Bernice Johnson
U.S. House of Representatives

Brent Brown
City of Dallas

Linda McMahon
Dallas Real Estate Council

Michael Morris
NCTCOG

Commissioner Elba Garcia
Dallas County

What We're Hearing

The following represents a current sampling of “Top 10” stakeholder concerns and desires developed from listening sessions conducted as of 5 May 2015.

1

Community/Neighborhood
Street Connections

2

Expand Downtown
Mobility Options

3

I-35E Strategies

4

I-30 Strategies

5

Housing/Urban
Development

6

Economic Development

7

I-345 Strategies

8

Parks & Open Spaces

9

Funding

10

Context Sensitive
Solutions



Website Overview



[HOME](#)

[ABOUT](#)

[VISION](#)

[MAP](#)

[SCHEDULE](#)

[TEAM](#)

[CONTACT](#)



Website Overview



YOUR INVOLVEMENT can help shape the future of the **DALLAS CITY CORE**.
Urban planning and city building becomes the collective work of agencies,
stakeholders and individuals.

LET'S WORK TOGETHER

to develop the Dallas City Center Master Assessment Process "**CityMAP**"
to identify neighborhood redevelopment, preservation, and transportation
scenarios for a comprehensive vision for the city's future.





Website Overview

Long considered simply a way to "get there", urban interstates take on new meaning as communities like Dallas struggle to replace their transportation infrastructure and create a more integrated future.

Changing views and expectations for greater neighborhood and regional connectivity and livability are motivating communities to examine both traditional and innovative mobility solutions.





Website Overview

CONTACT US

City building takes time. Let's get started.
Join the **CONVERSATION** and be part of the **SOLUTION**.

Be part of Dallas **CityMAP**.

Your name:

Your email:

Your message:

Send email

