Memorandum



DATE October 16, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT Planning and Urban Design Program 2015-16

On October 21, 2015, you will be briefed on the Planning and Urban Design Program. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

Jill A. Jordan, P.E.

Assistant City Manager

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

Eric D. Campbell, 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 & Council

Planning and Urban Design Program 2015-16

Full Council Briefing October 21, 2015



Purpose of the Briefing

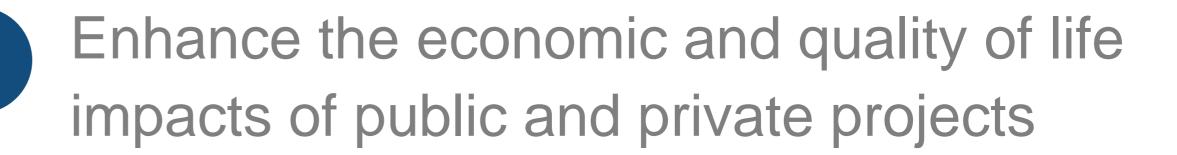
- Provide an overview of the mission and role of the Planning and Urban
 Design Department
 - Update the Council on integration of land use, urban design, transportation and housing related planning
- Outline major department initiatives and activities for the new fiscal year

Planning and Urban Design Department

Mission and Role



Foster a multi-disciplinary and comprehensive approach to projects





Planning and Urban Design Department

Mission and Role



Advance City policies from planning through implementation



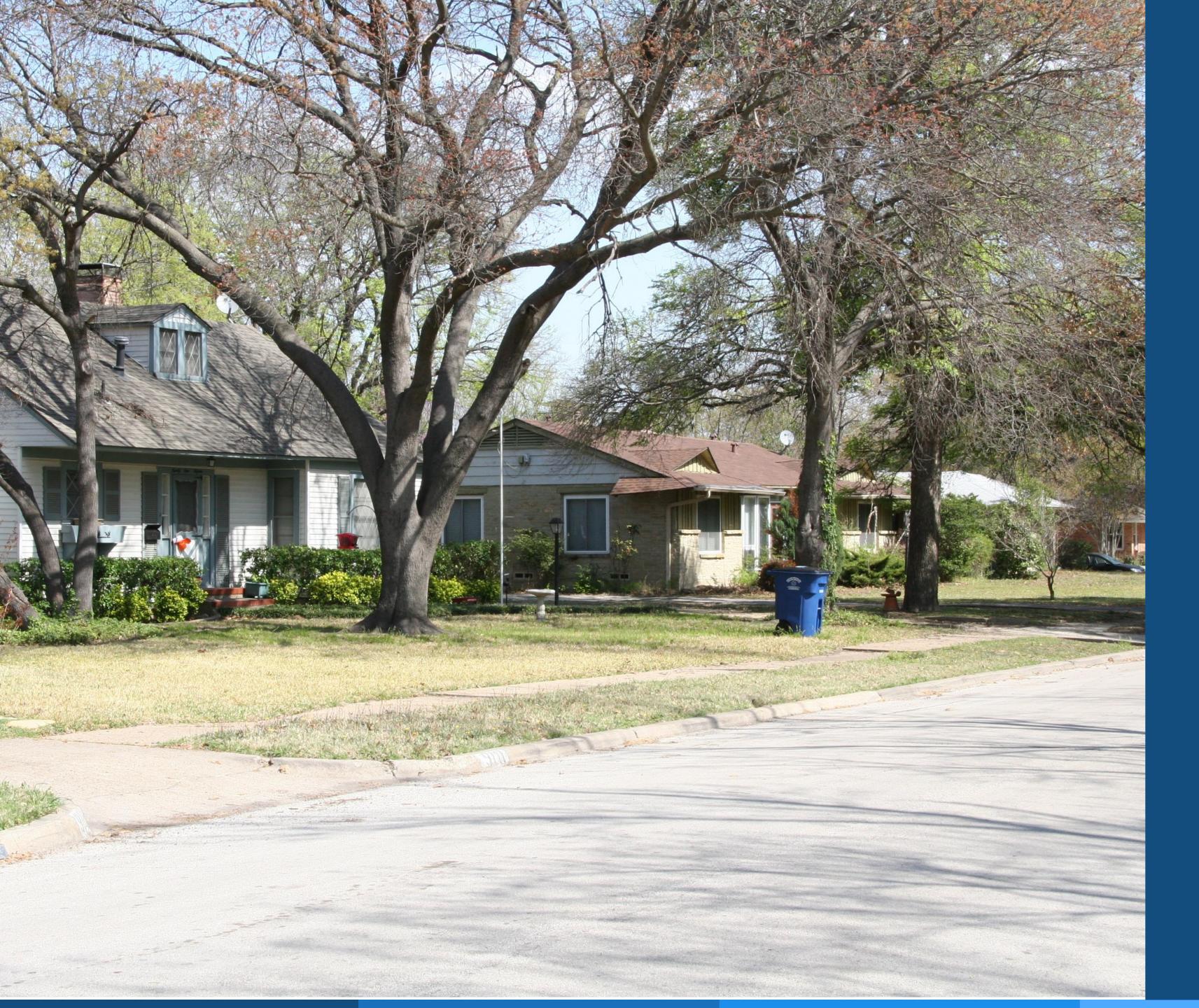
Emphasize and integrate ongoing community engagement



Three Major Initiatives FY 2015-16

Neighborhood Plus Implementation Complete Streets
Policy Adoption and
Implementation

Urban Design
Practice, Policy and
Guideline Adoption
and Implementation

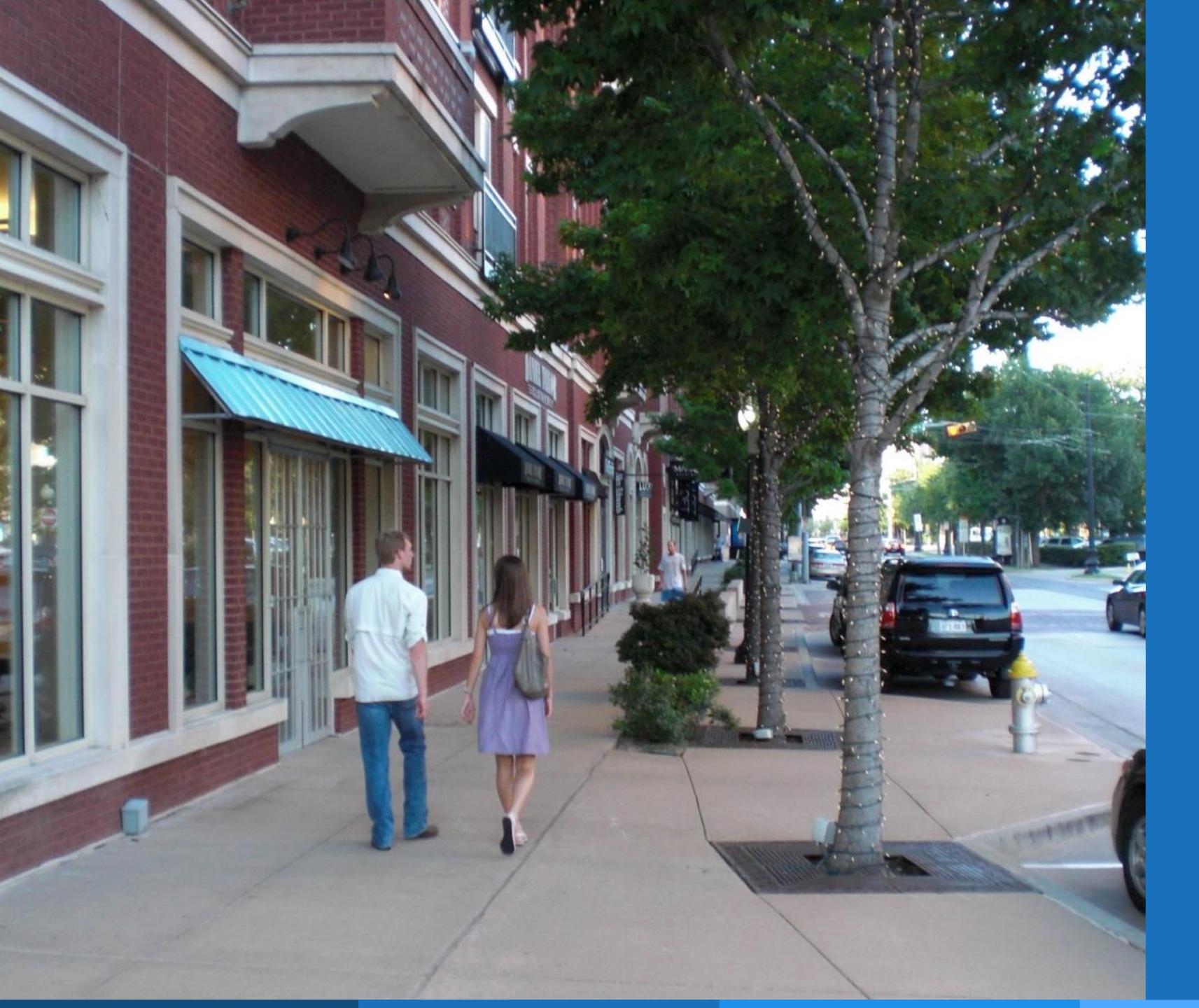


Neighborhood Plus Implementation

Promoting neighborhood revitalization

 Building healthy sustainable neighborhoods

 Addressing the root causes of poverty and blight



Complete Streets Policy adoption and Implementation

 Streets designed for all users – pedestrians, bikes, transit and automobiles

Streets designed to suit the context



Development and
Implementation of
Urban Design Practice,
Policies and Guidelines

- Achieving the next level of livability for Dallas
- Enhancing economic competitiveness
- Improving environmental quality

Meet our Team Leaders

Planning and Urban Design



Karen Riley

Neighborhood Vitality



Tanya Brooks

(interim)

Mobility



Luis Tamayo

(interim)

Strategic Planning and Policy



(interim)

Urban Design



Arturo Del Castillo Chalonda Jackson-Mangwiro (interim)

Community Engagement

Neighborhood Vitality Team

Main Activities

Develop and monitor a

Neighborhood Plus
implementation work program

Coordinate Neighborhood Plus pilot program development and implementation

Assist with developing metrics to measure impact of projects and programs

Coordination with Collective
Impact organization and external
partners

Coordinate Neighborhood Plus target area action plan development and implementation

Neighborhood Vitality Team

Project Examples

Lancaster Corridor

Parkdale/Urbandale

Education Corridor





Mobility Team Main Activities

Thoroughfare Plan Amendments

Lead on complete street corridor planning

Bike facility planning and implementation

Ongoing coordination
With Regional Transportation
Council and DART Board

Planning coordination on interagency transportation projects

Mobility Team

Project Examples

Houston Street Bike Lane

High Speed Rail





Strategic Planning and Policy Team

Main Activities

forward Dallas! amendments to incorporate Neighborhood Plus, Complete Streets and Urban Design policies

Policy development and review through City Plan Commission Urban Design Committee

Review and adoption of community led plans

Strategic analysis and action planning for Neighborhood Plus target areas

Developing metrics to measure impact of Neighborhood Plus projects and programs

Strategic Planning and Policy Team

Project Examples

Dallas Midtown Plan

Greater Casa View Plan





Urban Design Team

Main Activities

Urban design capacity building including developing vision, policies, guidelines and educational programming

Physical planning and design for Neighborhood Plus target areas

Direct design work with private developers on significant projects

Urban design advisory services
and Urban Design Peer Review
Panel for major public projects and
TIF District projects

Urban design support for
Sustainable Development, Public
Works, Economic Development
and other city departments

Urban Design Team

Project Examples

West Dallas gateway

Lamar Lofts



Community Engagement

Main Activities

Fostering working relationships with neighborhood organization leaders

Expanding and maintaining a community organization database in partnership with external organizations

Providing community outreach support for departmental projects

Facilitating coalition building among community organizations

Neighborhood organization capacity building

Community Engagement

Project Examples

White Rock Partnership

WINS Initiative



Next Steps

1 Hiring

Hiring to fill vacant positions across department and renewal of professional services contract

02

GrowSouth Coordination

Ongoing coordination with Mayor's

Office on Collective Impact

organization and target area planning

Neighborhood Plus

Committee and Council
briefings on Neighborhood
Plus work program and target
area selection criteria

04

Complete Streets

Council briefing and action on Complete Streets Design Manual

05

Urban Design

Committee and Council briefings on Urban Design Capacity Building program

Discussion

"There is not a single thing in this city that you need that you cannot do if you make up your mind that you need it and will have it"

George E Kessler, 1911