

# Memorandum



CITY OF DALLAS

DATE September 23, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT Vision for Racial Equity at Hensley Field

## Summary

The redevelopment of Hensley Field will create a new community filled with retail services, commercial developments, parks, and almost 7,000 units of housing. However, none of these benefits will be experienced in a racially equitable manner without intentional planning and support. This memo highlights factors included in the Hensley Field Master Plan that are intended to build racial equity and create a model for all communities in Dallas.

## Background

Hensley Field is the site of the former Dallas Naval Air Station, a 738-acre property owned by the City of Dallas and located in Dallas' southwestern area adjacent to the City of Grand Prairie. For the past couple years, staff and McCann Adams Studio have been developing a Master Plan for the property, which can be viewed at [hensleyfield.com](https://hensleyfield.com). If even a portion of the vision for the property is realized, Hensley Field will become a destination for public private partnerships, building the City's tax base, attracting new residents, and spurring redevelopment activities in a section of the City that has never seen it before. Until recently, it has not been clear how the benefits of Hensley Field Master Plan will be experienced by residents of all races, incomes, and gender identities. Through a series of conversations and a site visit to Mueller in Austin, Texas, ideas started coming together on a vision for racial equity at Hensley Field. The City's recently adopted the Racial Equity Plan (REP) established Big Audacious Goals that can be applied to Hensley Field, but additional steps must be taken to realize these goals.

## Next Steps

On October 6<sup>th</sup>, 2022, Planning and Urban Design staff and McCann Adams Studio will brief the City Plan Commission on the Master Plan for Hensley Field. Included in that plan will be intentional steps recommended to realize the REP goals. The attached memo highlights specific actions that will be offered in the Hensley Field Master Plan briefing and recommendation.

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Should you have questions or comments please contact David Noguera, Director of the Department of Housing & Neighborhood Revitalization at [david.noguera@dallas.gov](mailto:david.noguera@dallas.gov) or (214) 670-3619.



Majed A. Al-Ghafry, P.E.  
Assistant City Manager

[Attachment]

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors



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## MEMORANDUM

TO: Julia Ryan, Arturo Del Castillo, David Noguera, Thor Erickson

FROM: Jim Adams, McCann Adams Studio

RE: Proposed Edits for the Hensley Field Master Plan

DATE: September 19, 2022

CC: Frances Ferguson, Mueller Foundation

The following provides a listing of proposed edits and inserts to be included in the final Hensley Field Master Plan to reflect the input and recommendations received from the City of Dallas Housing & Neighborhood Revitalization Department and through consultations with Frances Ferguson of the Mueller Foundation.

### Section 1.4: The Six Guiding Principles and Key Goals (pages 9 and 10).

Under the goals for Affordability and Diversity, add a bullet after “Create a mixed income community...” as follows:

- Design and implement programs to achieve the City of Dallas’s “*Racial Equity Plan’s Big Audacious Goals*” for housing and commercial opportunities throughout the development.

Under the goals for Affordability and Diversity, add a bullet after “Ensure long-term affordability...” as follows:

- Establish or select a nonprofit stewardship entity; provide startup capitalization and the long-term reserves needed to administer the affordable housing program. Define revenue streams to support annual operations.

Under the goals for Healthy Communities, edit the third bullet as follows:

- Attract both healthcare providers that offer affordable clinical services and affordable childcare options to the area.

### Section 4.2: Phasing (page 97)

Under Phase One (0-5 Years), insert a new paragraph after the first paragraph that reads:

- The Lake Neighborhood will be the first to be developed at Hensley Field, and as such, it will “anchor” the value proposition of the new community. Recognizing this, and the attractiveness of the lake setting, it is likely to have the highest value homes and amenities. The inclusion of affordability in this first phase is especially essential, as it will set the stage for all future neighborhoods.



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#### Section 3.4.4: Offering a Diversity of Housing Choices ( pages 81 and 82)

Insert a second sentence into the fourth paragraph as follows:

- At Hensley Field at least 20% of all units will be priced for individuals or families earning 80% of Adjusted Median Income (AMI) or below for ownership housing and 60% of AMI or below for rental units. An additional 10% of all homes will be targeted to those earning between 81% and 120% of AMI.

On page 82, add a new paragraph after the sentence that reads: “A more detailed discussion of these recommendations is provided with this link” as follows:

- It is recommended that a nonprofit stewardship entity be established or selected to administer the affordable housing program, and that this entity introduce programs that proactively promote equity and access across racial and socio-economic groups. More specifically:
  - Equity programs should be operating at least two years before construction that target and educate potential renters and buyers to the range of housing choices at Hensley Field, including preparing them to become qualified to meet the requirements of the program (e.g., credit repair, home buyer education; mortgage counseling, etc.).
  - Affirmative Marketing Plans should be established early so that renter/buyer selection requirements are built into the builder selection process.
  - Place-based research should be conducted to identify how the Fair Housing Act can support programs that address race, recognizing the historical inequities faced by people of color in Dallas.
  - As part of the for-sale affordable program, long-term affordability should be secured by limiting appreciation at the time of resale, via deed restrictions or a community land trust model.
  - Employ down-payment assistance programs for households that have experienced inter-generational lack of wealth and explore the potential for forgiveness provisions that provide opportunity for wealth building.
  - Require the Master Developer to include disclosures that affordable housing will be included within the development to be signed by all property owners at the time of sale.
  - Ensure that Property Owners Association (POA) and Homeowners Association (HOA) covenants are consistent with a racially inclusive community, as envisioned for Hensley Field.

#### Section 4.6: Governance (page 105)

Edit the first two sentences of the second paragraph as follows:

- The Master Developer should be selected through a competitive development solicitation process starting with a response to an RFQ and/or RFP. Key selection criteria should include: their experience in implementing complex P3



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projects of this scale; their financial ability to capitalize the project; and their direct experience and commitment to the implementation of the affordable housing program. After selection, the City would enter into an Exclusive Negotiating Agreement (ENA) to establish the business terms of the property disposition, including financing, performance milestones and other terms of a master development agreement.....