

# Memorandum



CITY OF DALLAS

DATE April 3, 2020  
TO Honorable Mayor and Members of the City Council  
SUBJECT **ForwardDallas! Comprehensive Land Use Plan Update**

The Council approved budget for FY 19-20 provided for an update to the *forwardDallas!* Comprehensive Plan. The *ForwardDallas!* plan, originally adopted in 2006, is now almost 14 years old and overdue for an update. A briefing on the purpose, goals and process for the Comprehensive Land Use Plan update is attached. This briefing, prepared for the April 6<sup>th</sup> City Council Economic Development Committee, is now being provided to City Council as all City Council Committee meetings are suspended due to the ongoing COVID-19 pandemic.

This ongoing public health and economic crisis will ultimately be averted through our collective efforts and it is critical that we plan to be prepared to take advantage of new opportunities that will inevitably emerge. With this view in mind, the Comprehensive Land Use Plan update will focus on a key asset of the City of Dallas, the land resources within City limits, and will take a strategic approach to identifying proactive City actions needed to advance a long-term development vision. This process includes an emphasis on scenario development and evaluation using outcome-oriented land development performance metrics tied to economic vitality and quality of life, environmental sustainability and resilience, and equity.

This can be done without compromising the ongoing focus on the immediate crisis. The Planning and Urban Design Department continues to work from home during this period, and while some department staff are providing support as needed for the ongoing COVID-19 response, the remainder are preparing to launch the Comprehensive Land Use Plan update. These efforts include procuring consultants, conducting preliminary citywide analysis and exploring alternative ways to meaningfully engage the community during these times when social distancing may be an ongoing necessity. Note that this planning process is anticipated to be funded through a combination of Building Inspection Enterprise Funds and Dallas County MCIP.

If you have questions or comments about the attached briefing materials, please contact me at [eric.anthony.johnson@dallascityhall.com](mailto:eric.anthony.johnson@dallascityhall.com) or Peer Chacko, Director of Planning and Urban Design at [peer.chacko@dallascityhall.com](mailto:peer.chacko@dallascityhall.com).

A handwritten signature in blue ink that reads "Eric A. Johnson".

Dr. Eric A. Johnson  
Chief of Economic Development and Neighborhood Services

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Mark Swann, City Auditor  
Billerae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
Liz Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors

# ***ForwardDallas!* Comprehensive Land Use Plan Update**

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**City Council Economic  
Development Committee  
April 6, 2020**

**Peer F. Chacko, Director  
Planning & Urban Design  
City of Dallas**



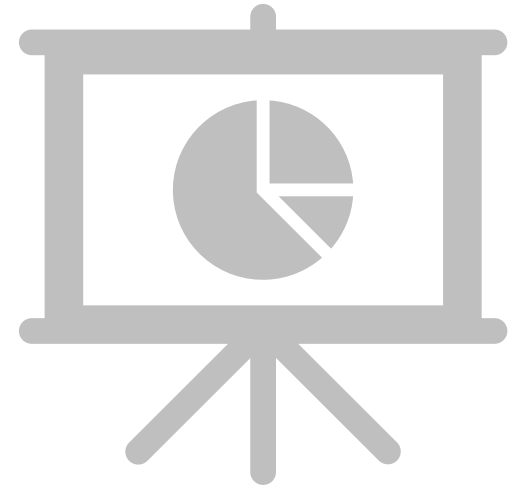
# Purpose

- Brief City Council on the goals, approach and process for the proposed Comprehensive Land Use Plan update.



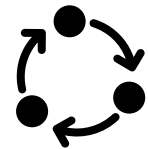
# Presentation Outline

1. Background
2. Goals and Approach
3. Community Engagement Strategy
4. Preliminary Strategic Themes
5. Process and Timeline
6. Anticipated Deliverables
7. Implementation Framework
8. Consultant Expertise Needed
9. Next Steps



# Comprehensive Land Use Plan Role

- Establishes a future land use vision to guide City actions towards strategic objectives and foster continuity of purpose
- Integrates other citywide planning efforts that impact land use and development
- Protects and leverages valued community assets and investments while balancing competing land development objectives

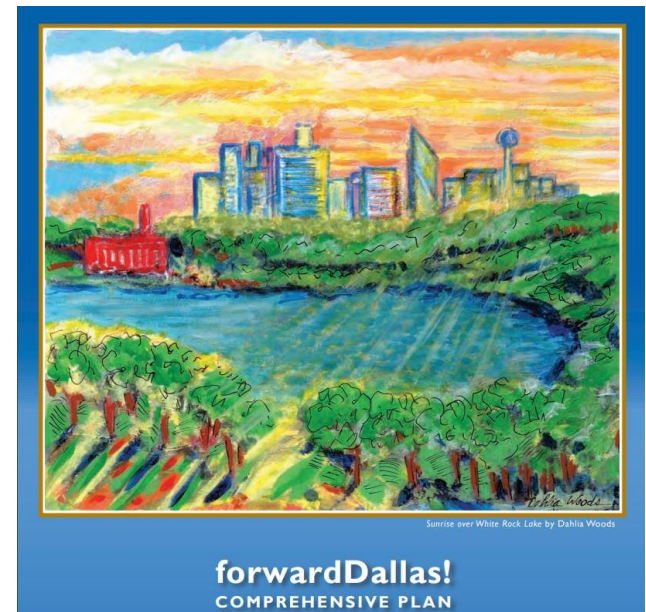


# Citywide Planning Framework



# forwardDallas!

- Dallas' first comprehensive plan was adopted in 2006 with six key initiatives:
  - Enhance the economy
  - Make quality housing accessible
  - Create strong, healthy neighborhoods
  - Enhance transportation systems
  - Ensure environmental sustainability
  - Encourage new development patterns



# Time to Update *forwardDallas!*

- Dallas has changed since 2006.

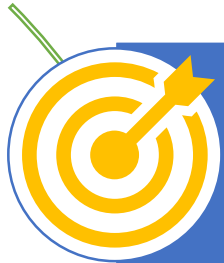


- Recent citywide planning efforts that impact land development need to be integrated.
- Explore more effective tools and techniques to inform strategic land development decision-making and implementation.

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# Goals



**Refresh** the forwardDallas! land use & development vision through inclusive community engagement.



**Strengthen** land use and development policies to promote balanced and sustainable growth.



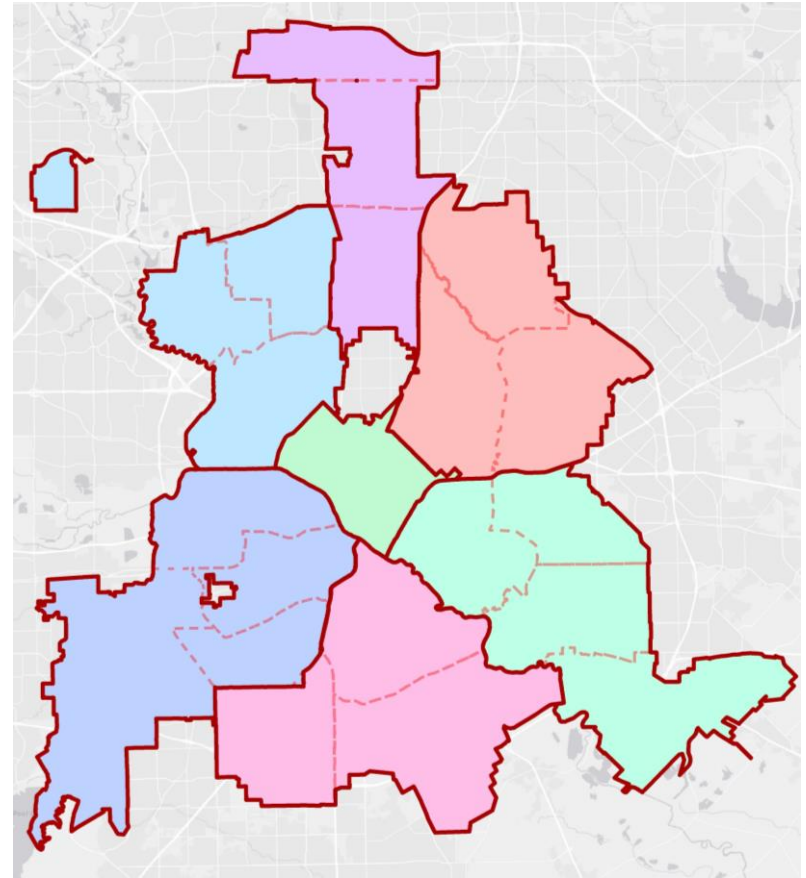
**Advance** strategic implementation and measure progress.

# Approach

- Build an inclusive framework for community engagement to promote neighborhood stabilization.
- Create transparent tools for evaluating growth and measuring land development performance.
- Define strategic land use themes that resonate across the city to inform community engagement and guide implementation.

# Framework for Community Engagement

- Define Planning Areas to facilitate ongoing community and neighborhood engagement in citywide planning at a relatable scale.
- Employ Planning Areas to facilitate future area planning and ongoing inter-departmental and inter-agency collaboration on projects that impact land development.



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# Community Engagement Strategy

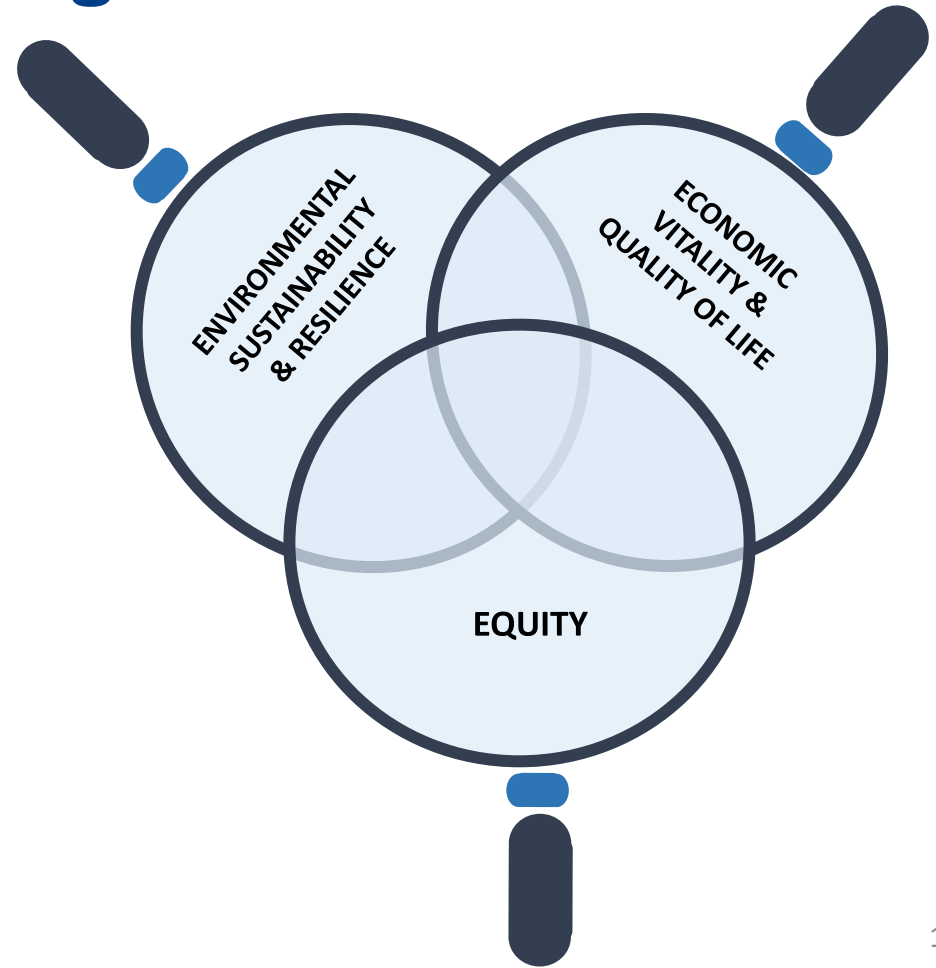
- Neighborhoods Summit to launch and promote awareness of the plan update, initiate a neighborhood leadership academy concept to facilitate neighborhood capacity building
- Speaker Series in partnership with local professional organizations to generate discussion and interest
- Youth/Student engagement through collaboration with local schools and colleges

# Community Engagement Strategy

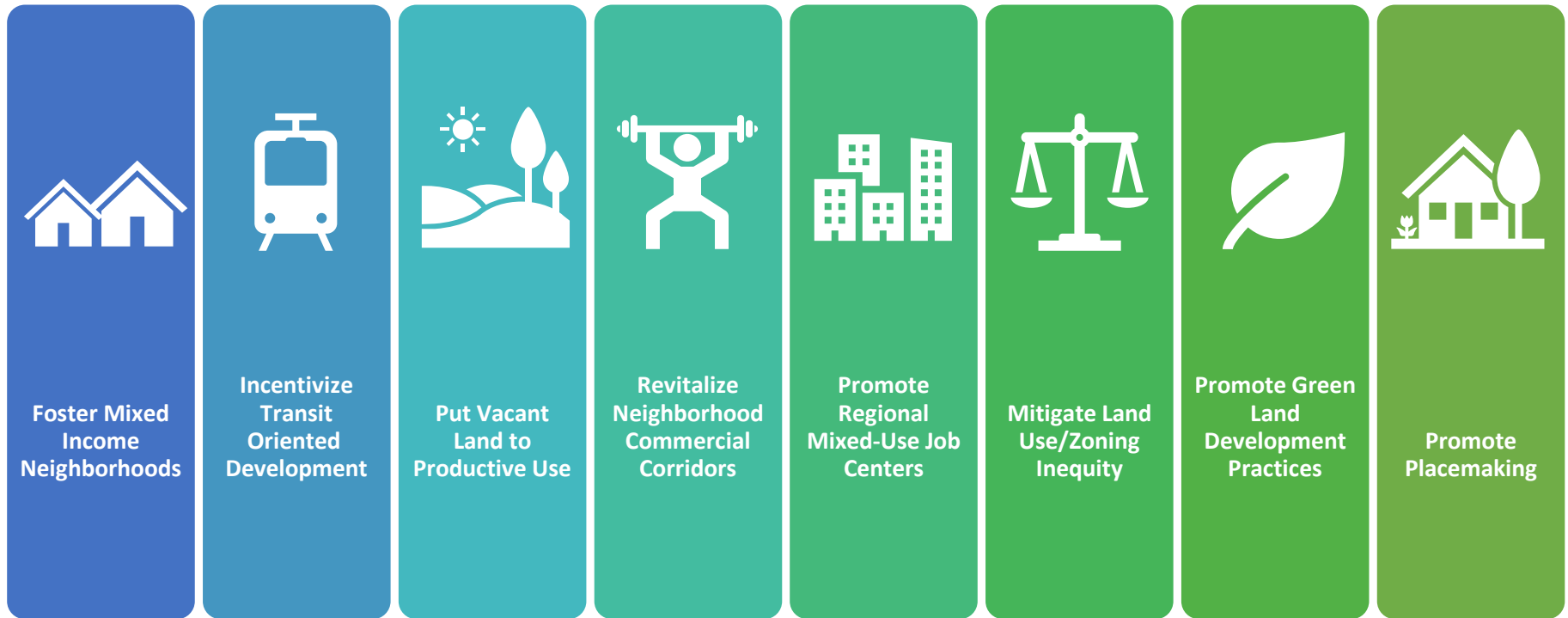
- New City Plan Commission Committee to guide the process, receive formal stakeholder input through regular public meetings and provide a
- Grass-roots engagement through community workshops and online tools
- Representative sample survey to gauge broad-based public attitudes toward comprehensive land use planning themes

# Tools for Evaluating Growth

- Define land use and development performance metrics.
- Establish tools to explore and evaluate alternative growth and land development scenarios.
- Create reporting tools to monitor the cumulative impacts of land development over time.



# Preliminary Strategic Themes



- Preliminary themes are based on existing planning initiatives. Additional themes will emerge through community engagement.

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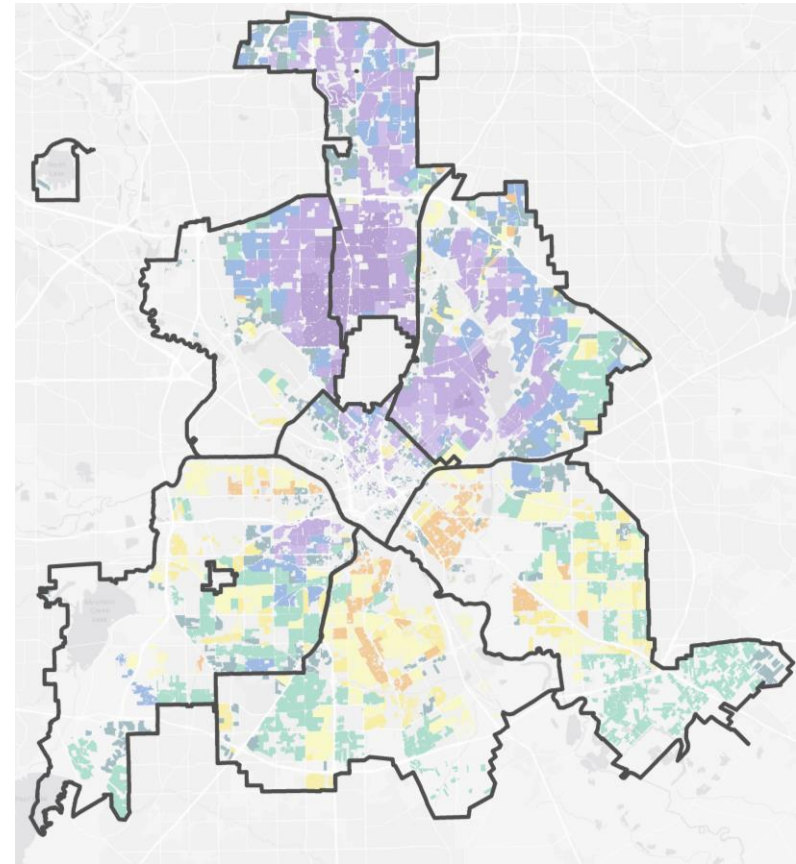
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# Foster Mixed Income Neighborhoods

- Establish area-based equitable mixed income housing growth targets.
- Leverage public land and rezoning to achieve affordable housing goals.
- Leverage tools such as TIFs and Neighborhood Empowerment Zones to promote affordable housing and mitigate displacement.



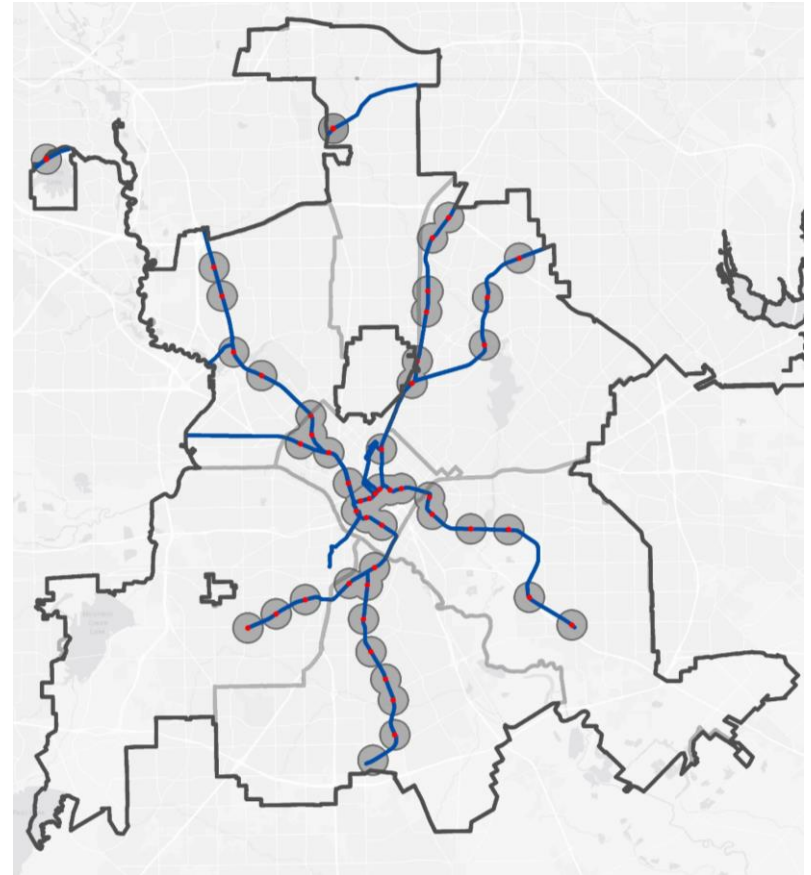
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# Incentivize Transit Oriented Development

- Create comprehensive transit-oriented development (TOD) plans.
- Leverage public land and public-private partnerships to facilitate catalytic TOD projects.
- Attract private TOD through targeted zoning, economic development, housing and infrastructure incentives.
- Work with DART to explore opportunities for TOD along high-frequency bus routes.



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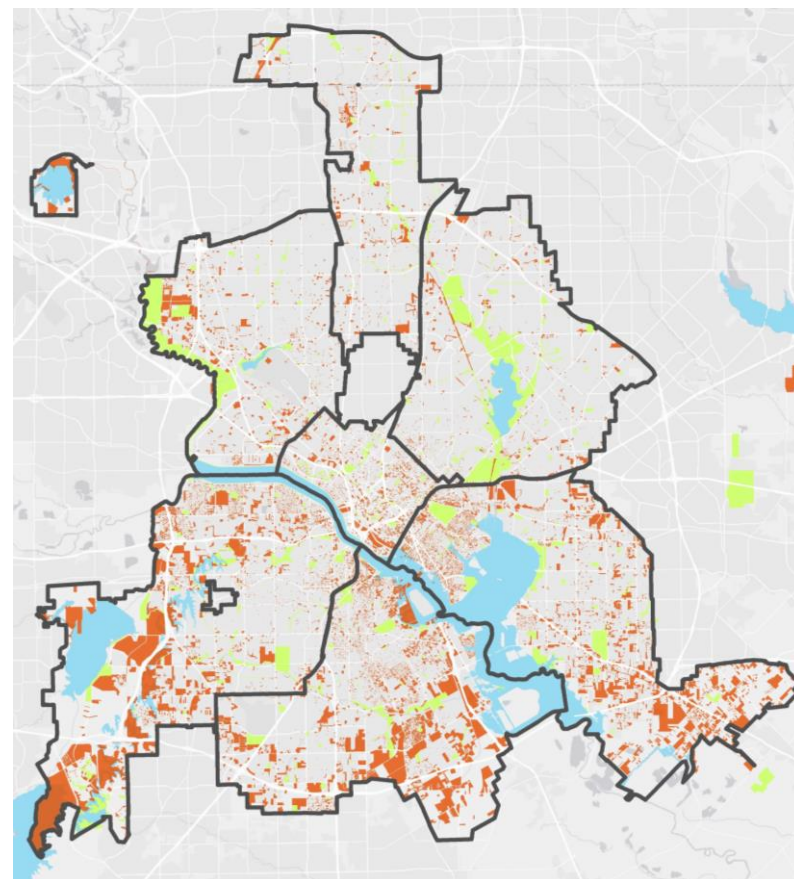
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# Put Vacant Land to Productive Use

- Assess fiscal impact of vacant land in blighted areas.
- Develop strategies to discourage vacancy through interim uses, public open space or redevelopment.
- Leverage code enforcement, tax foreclosure, land banking and infrastructure investment to create development opportunities.



Orange Vacant Land Light Blue Floodplain Light Green Public Open Space 17

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# Revitalize Neighborhood Commercial Corridors

- Assess strengths and weaknesses of key corridors.
- Identify catalytic opportunities to spark neighborhood revitalization.
- Identify development impediments and propose solutions that leverage small business opportunities.



Bishop Arts

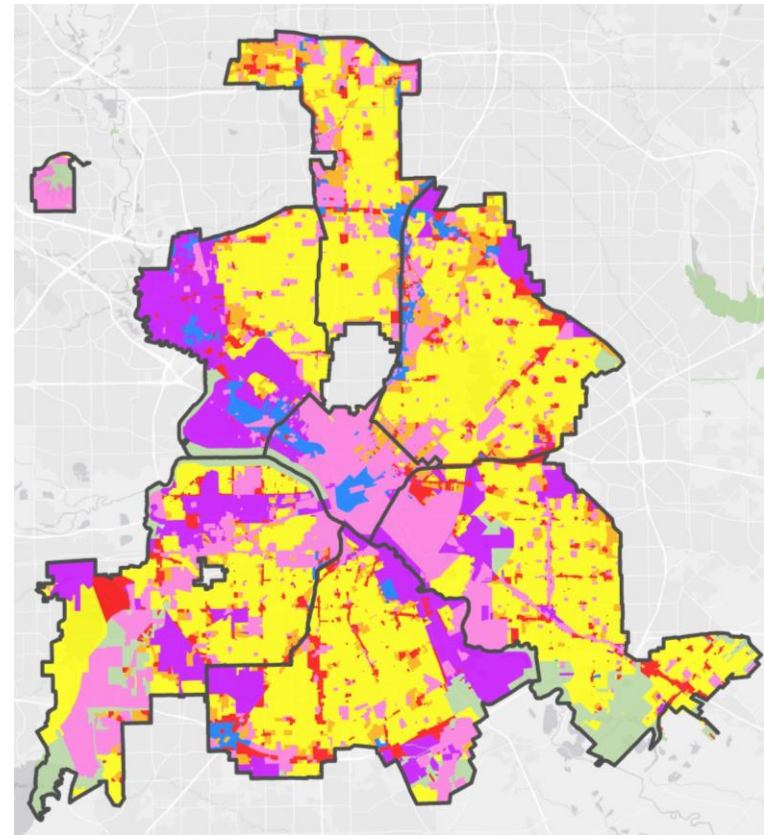
# Promote Regional Mixed-Use Job Centers

- Leverage existing centers of regional economic activity, designated Opportunity Zones, and potential Innovation Zones.
- Catalyze mixed use, mixed-income development through master plans for under-utilized City property.



# Mitigate Land Use/Zoning Inequity

- Conduct a zoning equity audit to assess land use and zoning imbalances and incompatible adjacencies.
- Recommend zoning actions to address equity issues.



# Promote Green Land Development Practices

- Advance strategies to mitigate the impacts of development on storm water run-off and urban heat-island.
- Identify equitable opportunities for neighborhood-serving green space.



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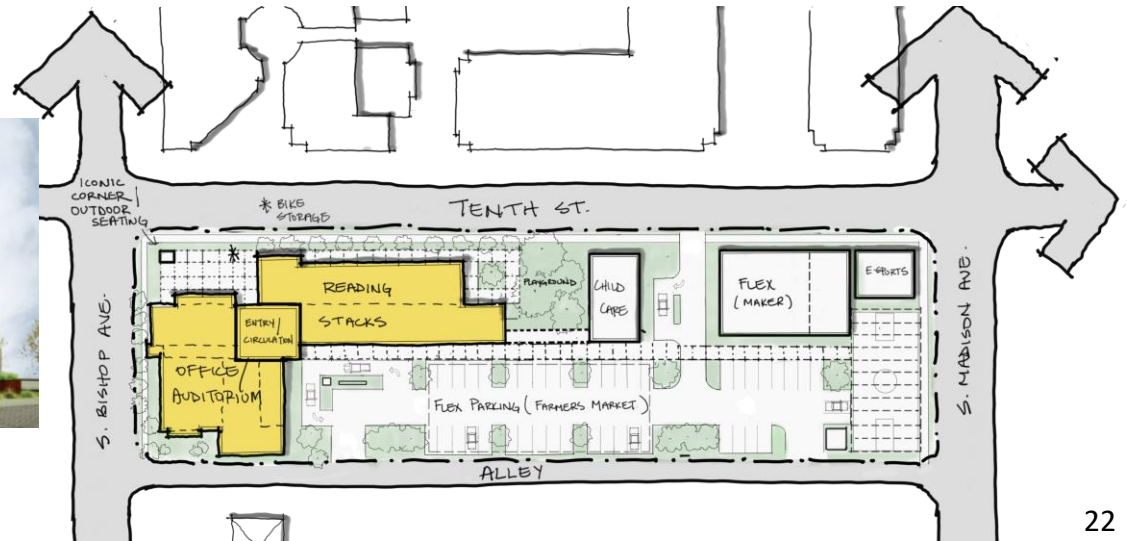
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# Promote Placemaking

- Promote neighborhood identity and revitalization through placemaking by leveraging city buildings, rights-of-way, historic resources and cultural activities including public art.



# Process and Timeline



## Phase 1

Preparation + Launch



## Phase 2

Scenario Development /  
Evaluation + Engagement



## Phase 3

Plan Drafting + Adoption



### Planning + Engagement Activities

- Preliminary Data Gathering / Analysis
- Procure Consultant
- Establish CPC Committee
- Launch Events
  - Website + Social Media
  - Neighborhood Summit
  - Professionals / Partners Speaker Series
  - Ambassadors Program

- Preliminary Modelling / Scenario Development
- Monthly CPC Committee Meetings (Open to Public)
- Ongoing Awareness Campaign
- Area-Based Engagement Events (Round 1)
- Representative-Sample Survey & Focus Groups
- Scenario Evaluation & Selection
- Virtual Townhall / Open House / Equivalent Engagement Events (Round 2)

- Plan Drafting
- CPC Committee Recommendation
- CPC Briefings + Hearing
- City Council / Committee Briefings + Hearing



# Anticipated Deliverables

- **Web-Based Plan** designed for ready reference with adopted land development vision and policies.
- **Proactive Implementation Program** focused on city-initiated land development / infrastructure actions to be integrated into a Citywide Ten-Year Strategic Plan.
- **Annual Monitoring and Reporting Program** on land use and development performance metrics tied to economic vitality and quality of life, environmental sustainability and resilience, and equity.

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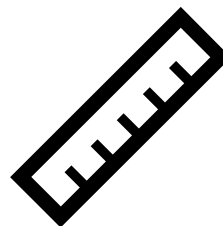
# Implementation Framework

- New City Plan Commission Committee to serve as advocate for ongoing comprehensive plan implementation.
- Review and update of the Proactive Implementation Program in coordination with the annual budget cycle and Citywide Ten-Year Strategic Plan.
- Regular review of area plans and city-initiated zoning priorities relative to the adopted comprehensive land use plan vision and goals.

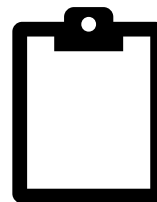
# Consultant Expertise and Funding

- Consultant funding will be provided through a combination of the Building Inspections Enterprise Fund and Dallas County MCIP, and will focus primarily on:

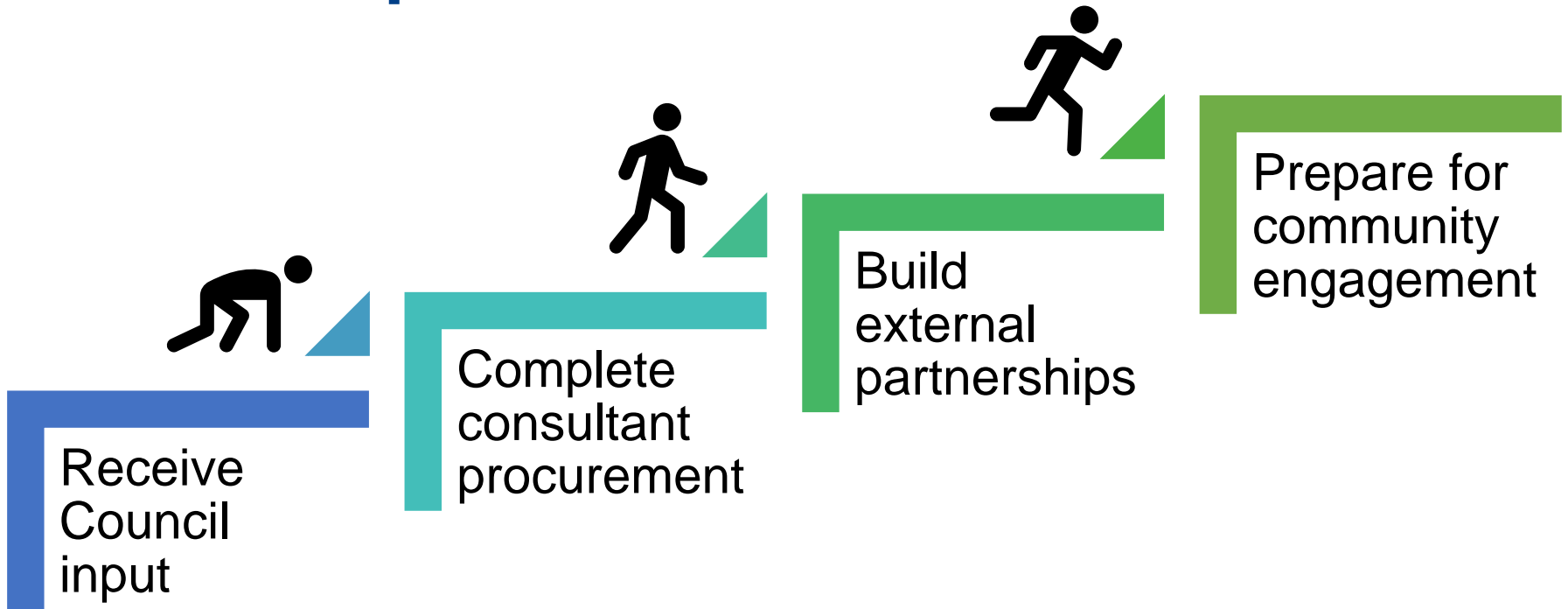
- Expertise in scenario development, evaluation and performance metrics.



- Specialized communication expertise and engagement tools.



# Next Steps



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