



City of Dallas

Chapter 42A: High Impact Areas Survey Results and Recommendations

**Quality of Life, Arts and Culture
March 26, 2024**

Rosa Fleming, Director
Jacquelin Justice, Assistant Director
Laura Flores, Manager
Convention and Event Services
City of Dallas

Presentation Overview



- Purpose
- Background
- 2024 High Impact Area Survey Overview
- Proposed Action
- Staff Recommendations
- Next Steps



Purpose



As special events and outdoor permitted activities have returned to pre-pandemic levels, city staff have conducted an updated High Impact Area survey to analyze how residents and businesses are currently affected by outdoor special events to guide future updates of the High Impact Area requirements within Chapter 42A Special Events; Neighborhood Markets; Dallas Farmers Market Farmers Market; Streetlight Pole Banners (hereinafter “Chapter 42A”).



Background



High Impact Areas - Overview

- Identify specific areas within the City that require additional requirements and restrictions to mitigate negative impacts to businesses and residents during permitted special events
 - Frequently requested locations for special events
 - Higher than average quality of life challenges for residents and businesses
 - Restrictions are non-geographic, but event specific in some cases
- Encourage event organizers to consider other viable locations that are less impactful to residents
- Enhance transparency and provide specific guidelines for event planners to give them ample opportunity to adjust their plans accordingly, if necessary



Background (cont.)



- March 27, 2019, City Council adopted proposed amendments to Chapter 42A, by Ordinance No. 31144.
- Quality of Life, Arts and Culture Committee (QoLAC) was briefed on the implementation of Chapter 42A and High Impact Areas on December 3, 2019.
- March 6, 2020, one week before COVID-19 shutdowns, staff updated QoLAC Committee by memo about the proposed development of a High Impact Area Community Advisory Committee (HIACAC) and annual High Impact Area surveys.
- Implementation was delayed by the limitations of mass gatherings and the reduction of all activities in population dense areas during COVID-19.
- Recommended sixteen (16) initial neighborhoods to be included as high impact areas



Currently Designated High Impact Areas



Current List of High Impact Areas

Bishop Arts District	Margaret Hunt Hill Bridge
Central Business District (CBD) • City Hall Plaza • Dallas Arts District • Main Street Garden Park • Reunion Lawn / Hyatt Regency • Young Street Median	Turtle Creek Park / Turtle Creek Area
Dallas Design District	Ojos Locos Sports Cantina
Deep Ellum	Swiss Avenue
Fair Park Area	Texas Horse Park
Katy Trail	Uptown
Lake Ray Hubbard	Victory Park
Lower Greenville Avenue	West Dallas • Ronald Kirk Pedestrian Bridge • La Bajada Neighborhood



High Impact Areas - Criteria



- A minimum of five (5) departments and partner agencies make up the High Impact Area Committee (HIAC) per Chapter 42A-10.
- The HIAC meets annually to review the High Impact Area guidelines. Past meetings include Sept. 15, 2022, and Sept. 26, 2023.
- The HIAC takes into consideration the following factors in determining which areas to designate as high impact areas:
 - Construction in the area
 - Complaints received by the director
 - Input from citizens
 - Historical event and location knowledge of committee members

Participating Departments and Partner Agencies

Code Compliance

Dallas Fire and Rescue

Dallas Police Department

Public Works

Transportation

Development Services

CES-Office of Special Events

Dallas Area Rapid Transit



2024 High Impact Area Survey Overview



Distribution

Launched from January 28 – March 4

Direct to over 35 Neighborhood Associations, PIDs, and Community Organizations

Trained Council Assistants on January 23 to review survey, answer questions, and request to distribute

Language Access

Spanish survey launched from Feb. 20 – March 3

COM distributed through Ciudad de Dallas channels to target districts: D1 North Oak Cliff/Bishop Arts, D2 East Dallas, D5 Pleasant Grove, D6 La Bajada, D7 Fair Park

Results

485 total respondents in 2024 - compared to 185 in 2019

More neighborhood participants than 2019 survey

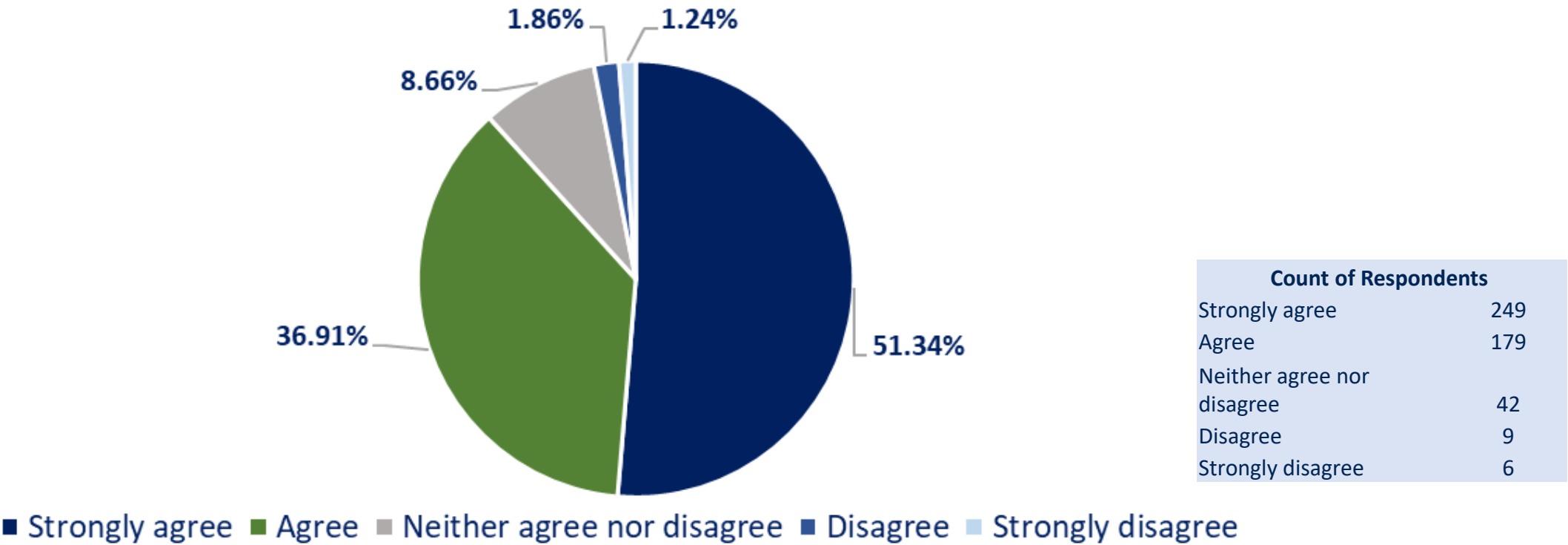
Positive responses and with great feedback/comments from participants



2024 High Impact Area Survey Overview (cont.)



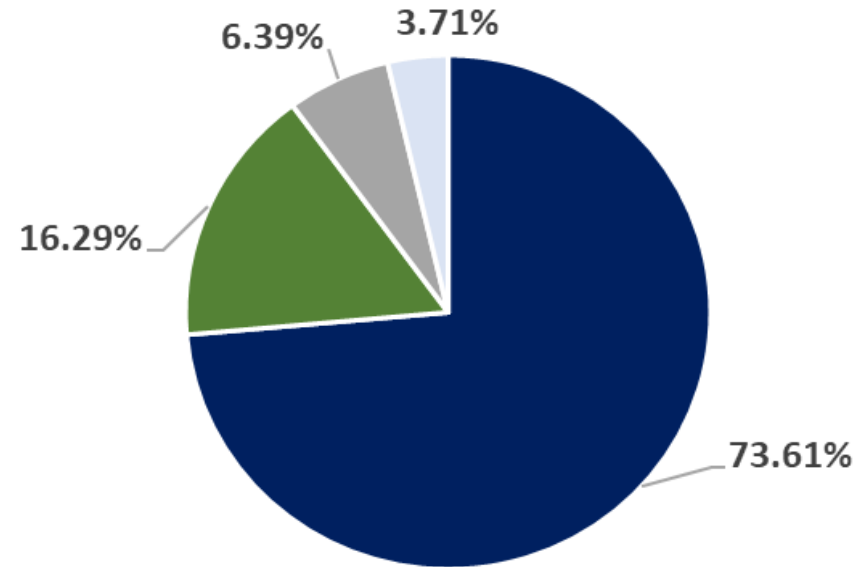
Please select the appropriate response to the following statement: "Special Events benefit the Dallas economy and Dallas residents."



2024 High Impact Area Survey Overview (cont.)



How do you feel about these permitted special events?



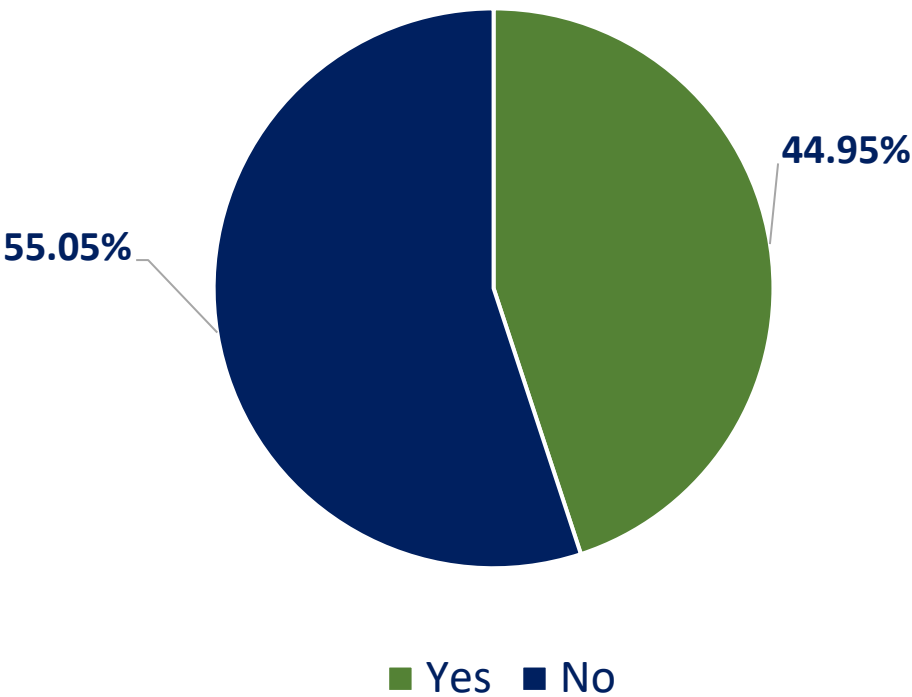
- They positively contribute to neighborhoods. - 357 Respondents
- I feel neutral about special events. - 79 Respondents
- They somewhat negatively impact quality of life in my neighborhood. - 31 Respondents
- I strongly believe they negatively impact quality of life in my neighborhood. - 18 Respondents



2024 High Impact Area Survey Overview (cont.)



Are you impacted by permitted special events?



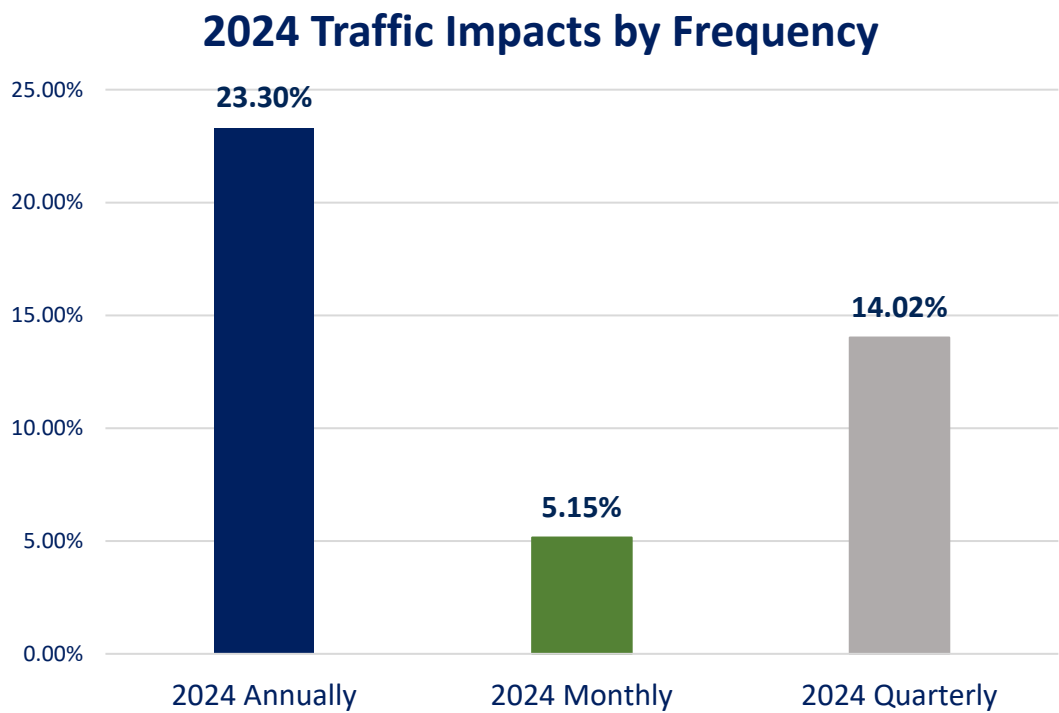
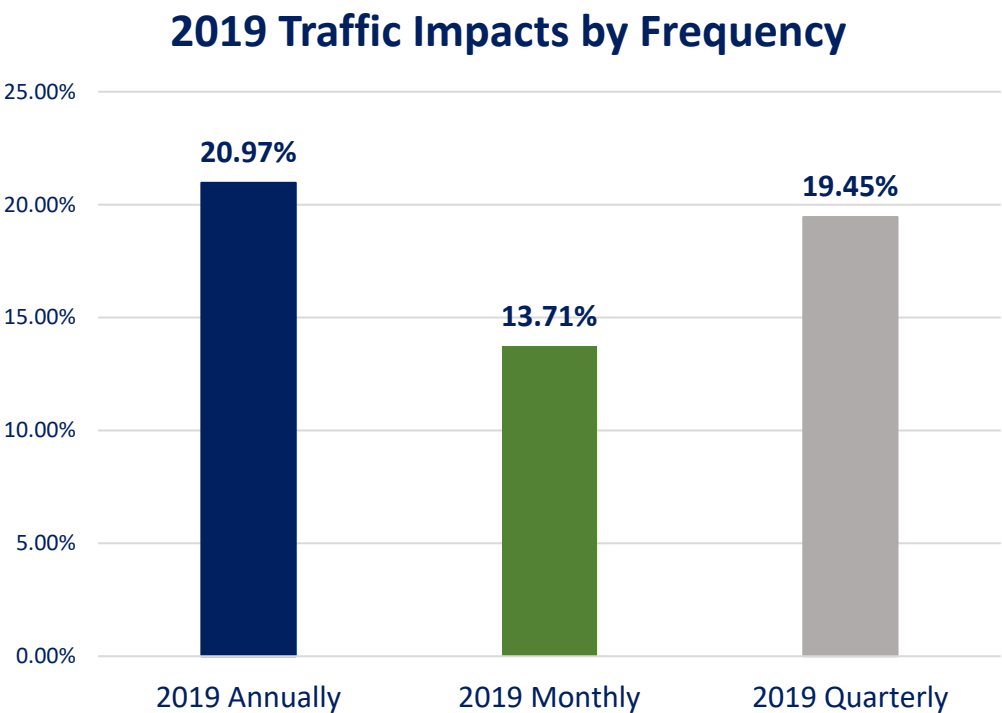
Count of Respondents	
Yes	218
No	267



2024 High Impact Area Survey Overview (cont.)



Special Event Traffic Impacts by Frequency

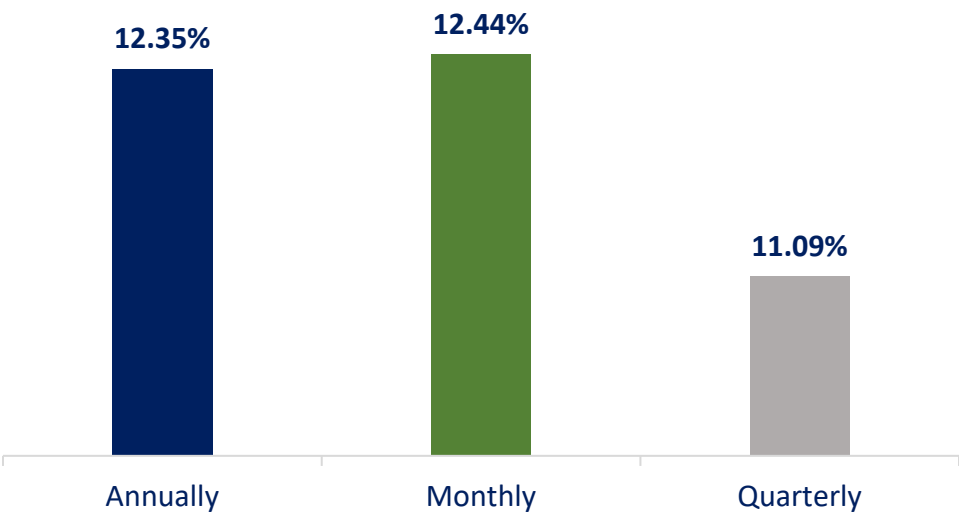


2024 High Impact Area Survey Overview (cont.)

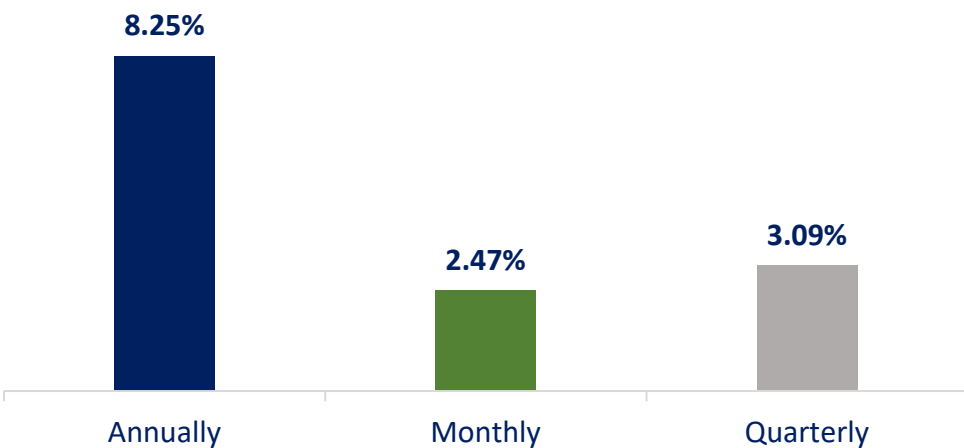


Special Event Noise Impacts by Frequency

2019 Noise Impacts by Frequency



2024 Noise Impacts by Frequency

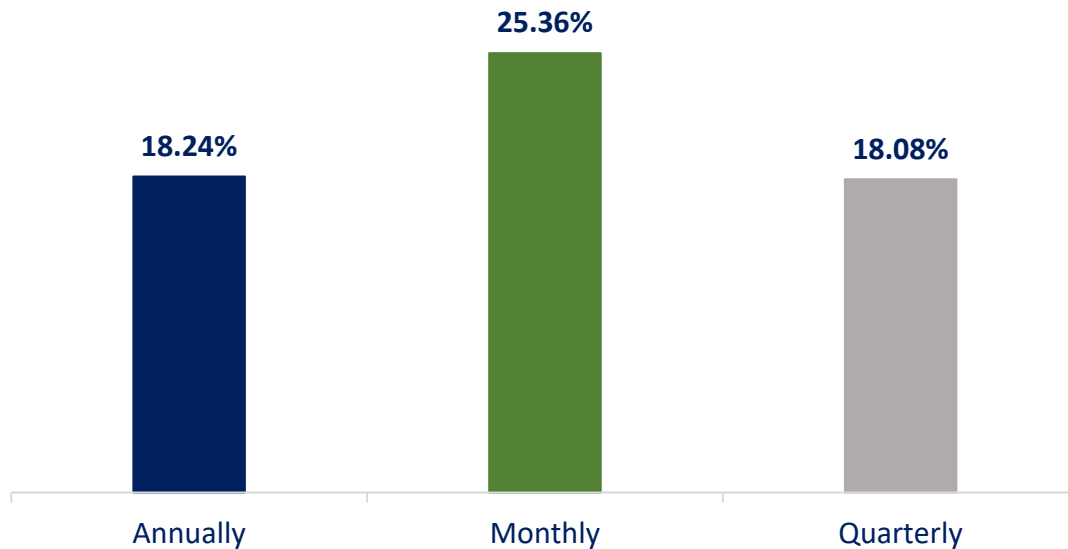


2024 High Impact Area Survey Overview (cont.)

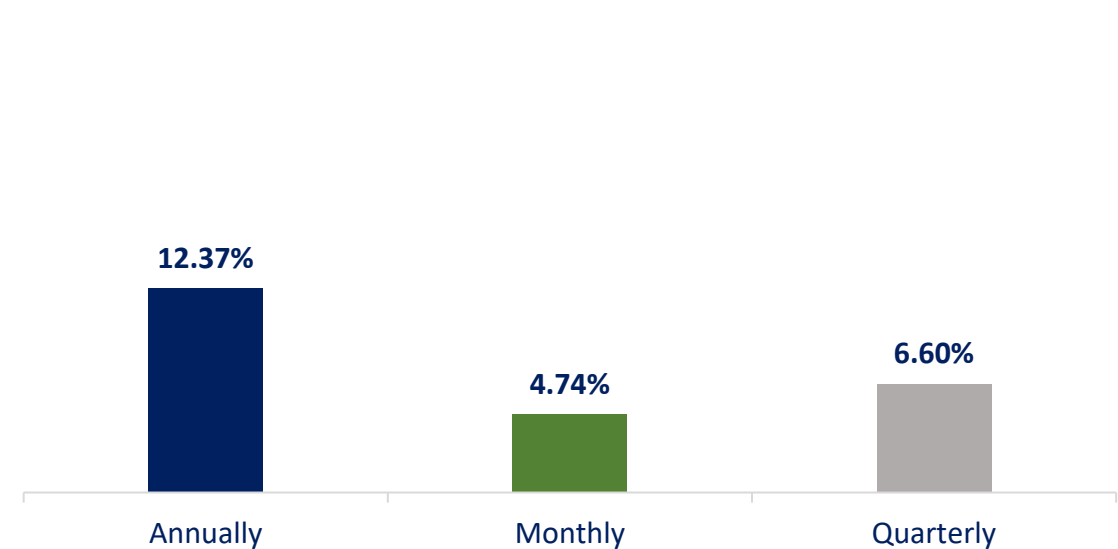


Special Event Parking Impacts by Frequency

2019 Parking Impacts by Frequency



2024 Parking Impacts by Frequency

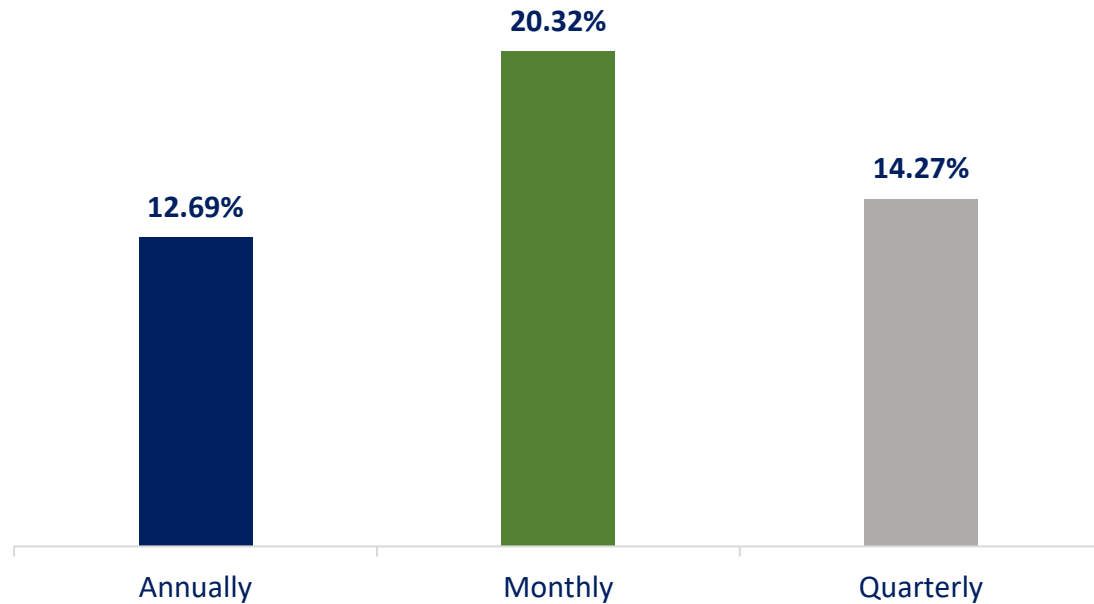


2024 High Impact Area Survey Overview (cont.)

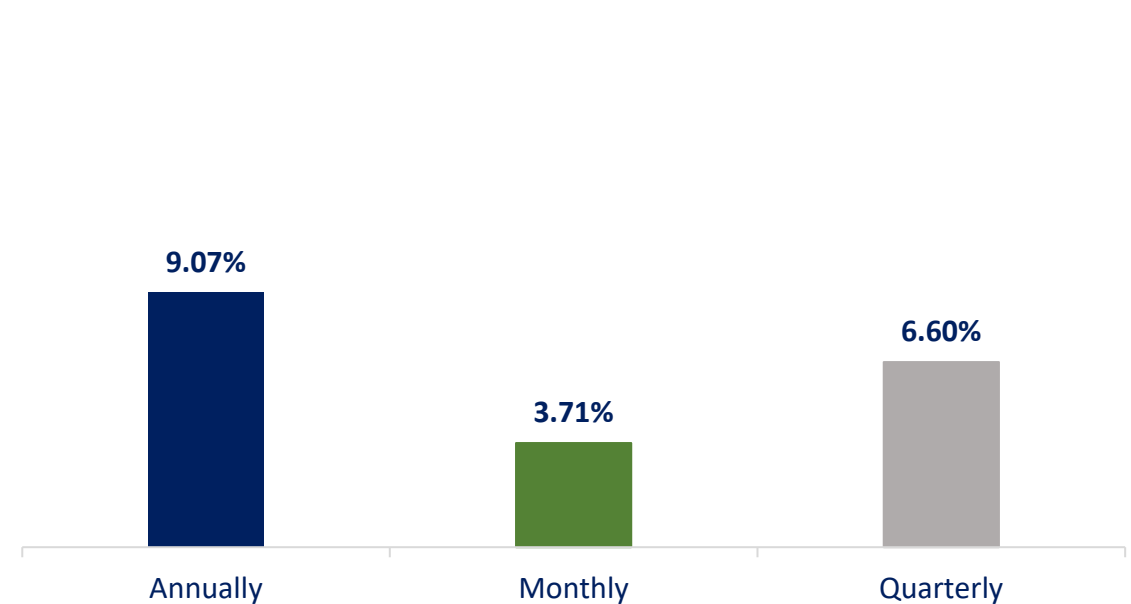


Special Event Lack of Advanced Notification by Frequency

2019 Lack of Advanced Notification



2024 Lack of Advanced Notification

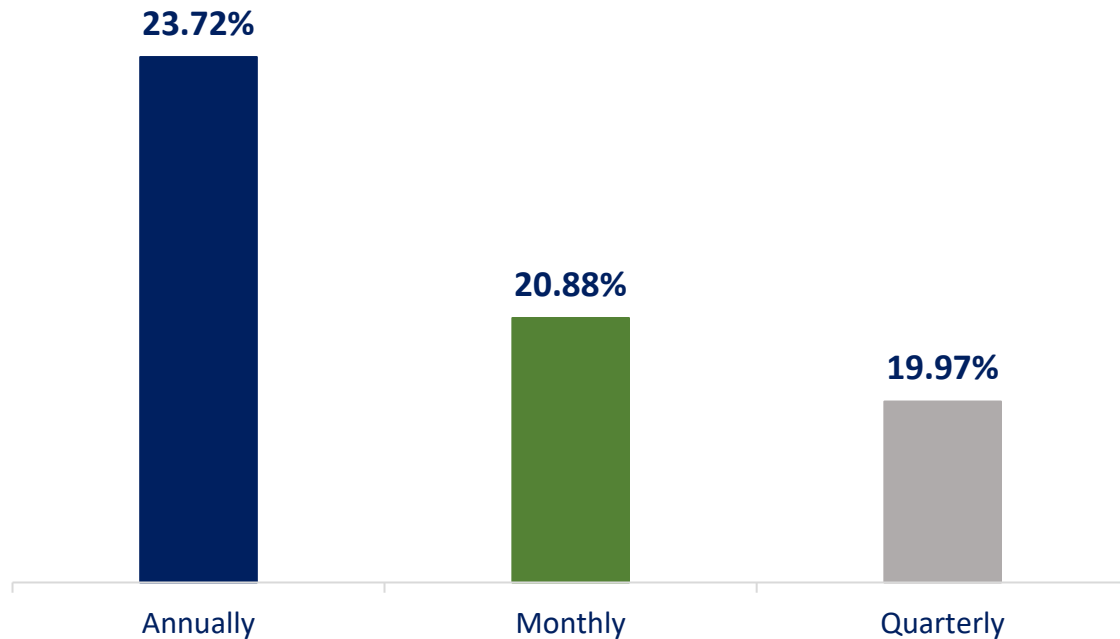


2024 High Impact Area Survey Overview (cont.)

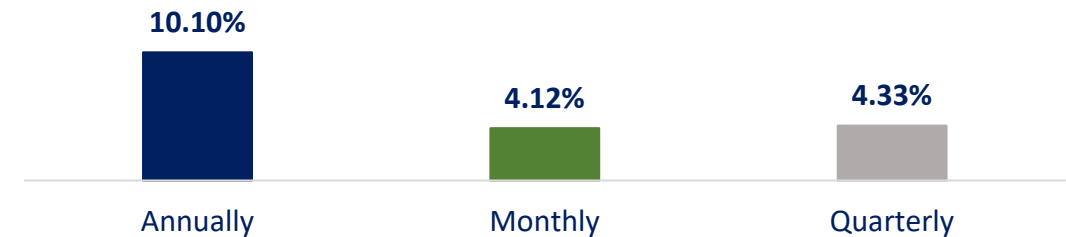


Special Event Litter Impact by Frequency

2019 Litter Impacts

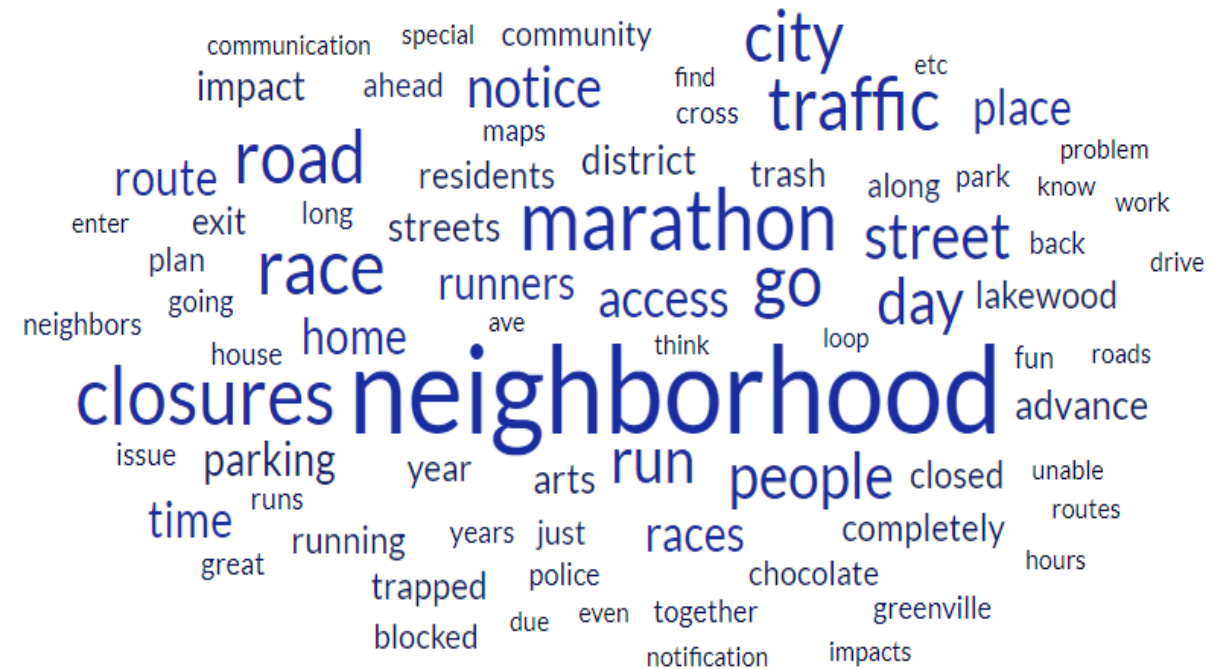
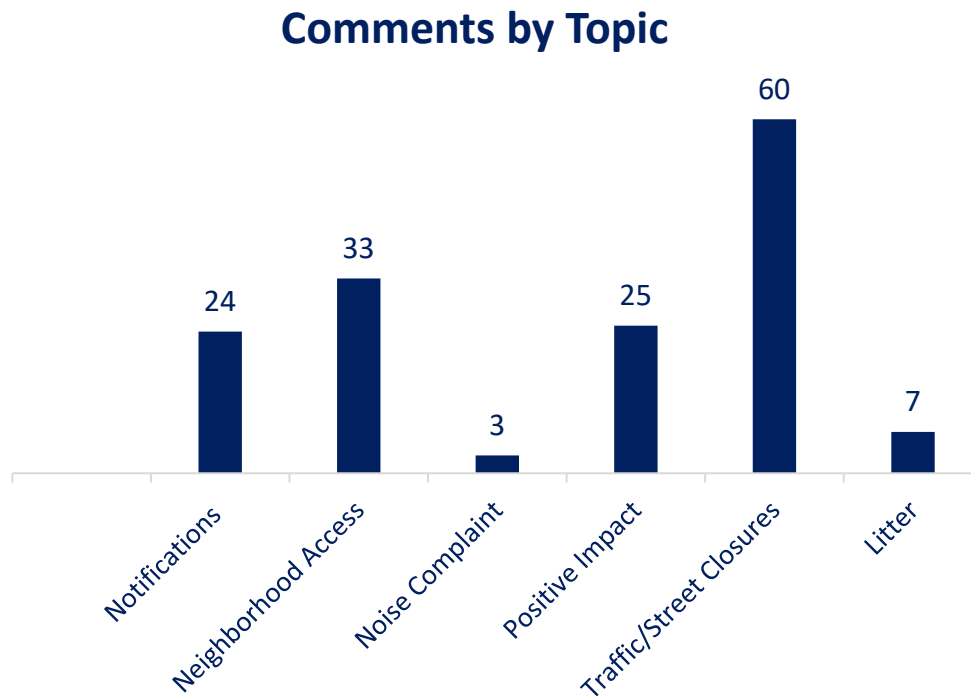


2024 Litter Impacts



2024 High Impact Area Survey Overview (cont.)

- Received over 200 comments from survey participants
- **Neighborhood access newer concern**
- Like 2019, **traffic/street closures** still top concern



Proposed Action



Implement and organize a High Impact Area Community Advisory Committee (HIACAC)

- HIACAC could be comprised of one community designee from each High Impact Area to represent the broad needs of that specific area
- HIACAC would meet annually in August to review survey feedback from neighbors and businesses as well as Council input and recent event experience
- The HIACAC would present their findings for consideration by the High Impact Area Committee



Proposed Action (cont.)



Implement High Impact Area Surveys and Client/Event Planner Surveys

- Biennial survey of High Impact Areas to neighbors and businesses
- Alternate year survey for permit holders and event planners



Staff Recommendation



Staff recommends the QoLAC Committee approve the implementation of the High Impact Area Community Advisory Committee (HIACAC) to ensure that each distinct High Impact Area is represented, and unique special event impacts are articulated, documented and remedied.



Next Steps



Implement and organize a High Impact Area Community Advisory Committee (HIACAC)

Month	Steps
April	CES-OSE collects HIACAC member recommendations
May	CES-OSE invites HIACAC members to participate
July	CES-OSE develops presentation of survey data for HIACAC
August	Convene HIACAC annual meeting
	Convene High Impact Area Committee
September	Revise High Impact Area guidelines with new considerations
	Post High Impact Area Guidelines by Oct. 1



Next Steps (cont.)



Implement High Impact Area Surveys and Client/Event Planner Surveys

Month	Steps
January	CES-OSE reviews annual survey for changes/updates
February	Council review of proposed annual survey
	High Impact Survey is launched for 4-6 weeks
March	Survey closes
May	CES-OSE reviews and compiles survey data
July	CES-OSE develops presentation of data for HIACAC and HIA Committee





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Appendix



- [2019 High Impact Area Survey Summary](#)
- [2024 High Impact Area Survey Summary](#)
- [Current High Impact Area Guidelines](#)
- [12.03.2019 - Briefing to QoLAC "Update Implementation of Chapter 42A and High Impact Areas"](#)
- [03.06.2020 - Memo to QoLAC](#)

