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CITY SECRETARY
DALLAS, TEXAS

City of Dallas

1500 Marilla Street,
Council Chambers, 6th Floor
Dallas, Texas 75201



Economic Development Committee

September 21, 2021
1:00 PM

Public Notice

210 803

POSTED CITY SECRETARY
DALLAS TX

2021 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
ECONOMIC DEVELOPMENT Atkins (C), Arnold (VC), McGough, Narvaez, Resendez, West, Willis	ENVIRONMENT AND SUSTAINABILITY Blackmon(C), Ridley (VC), Arnold, Bazaldua, Resendez, Schultz, West
GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT Mendelsohn (C), Willis (VC), Atkins, Bazaldua, McGough, Ridley, West	HOUSING AND HOMELESSNESS SOLUTIONS Thomas (C), Moreno (VC), Arnold, Blackmon, Mendelsohn, Ridley, Schultz
PUBLIC SAFETY McGough (C), Mendelsohn (VC), Atkins, Moreno, Resendez, Thomas, Willis	QUALITY OF LIFE, ARTS, AND CULTURE Bazaldua (C), West (VC), Arnold, Blackmon, Narvaez, Ridley, Thomas
TRANSPORTATION AND INFRASTRUCTURE Narvaez (C), Atkins (VC), Bazaldua, Mendelsohn, Moreno, Schultz, Willis	WORKFORCE, EDUCATION, AND EQUITY Schultz (C), Thomas (VC), Blackmon, McGough, Moreno, Narvaez, Resendez
AD HOC JUDICIAL NOMINATING COMMITTEE Resendez (C), Arnold, Bazaldua, Ridley, Thomas, West, Willis	AD HOC LEGISLATIVE AFFAIRS Atkins (C), McGough, Mendelsohn, Narvaez, Willis
AD HOC COMMITTEE ON COVID-19 RECOVERY AND ASSISTANCE Thomas (C), Atkins, Mendelsohn, Moreno, Ridley	AD HOC COMMITTEE ON GENERAL INVESTIGATING & ETHICS Mendelsohn (C), Atkins, Blackmon, McGough, Schultz

(C) – Chair, (VC) – Vice Chair

Handgun Prohibition Notice for Meetings of Governmental Entities

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."

This Council Committee meeting will be held by videoconference and in the Council Chambers, 6th Floor at City Hall.

The Public is encourage to attend the meeting virtually, however, City Hall is available for those wishing to attend the meeting in person following all current pandemic-related public health protocols.

The meeting will be broadcast live on Spectrum Cable Channel 16 and online at [bit.ly/cityofdallasv](https://cityofdallasv.bit.ly). The public may also listen to the meeting as an attendee at the following videoconference link:

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e978b071285f15558d42a81f446ed162c>

Call to Order

MINUTES

1. [21-1729](#) Approval of the August 2, 2021 Economic Development Committee Meeting Minutes

Attachments: [Minutes](#)

BRIEFING ITEMS

- A. [21-1732](#) DART: Bus Schedule, Redesign Schedule, and East and West route timeline
[Nadine S. Lee, DART President & Chief Executive Officer]

Attachments: [Presentation](#)

- B. [21-1773](#) Southern Dallas County Inland Port Transportation Management Association
[Laura C. Freeland, Executive Director]

Attachments: [Presentation](#)

- C. [21-1730](#) Hensley Field: Summary of Preliminary Recommendations
[Jim Adams, Principal, McCann Adams Studio]

Attachments: [Presentation](#)

BRIEFING MEMORANDUM

- D. [21-1790](#) Authorize (1) designating approximately 5.4 acres of property addressed as 1823 North Hall Street, located at the northwest corner of North Hall Street and Flora Street in Dallas, Texas, as City of Dallas Neighborhood Empowerment Zone No. 19 ("City of Dallas NEZ No.19), pursuant to Chapter 378 of the Texas Local Government Code to promote the creation of affordable housing and an increase in economic development in the zone, establish the boundaries of the zone, and provide for an effective date, and (2) a real property tax abatement agreement with SEK Hall Street, LLC or an affiliate thereof ("SEK Hall Street") for a period of ten years in an amount equal to the City's taxes assessed on 90 percent of the increased taxable value of real property in conjunction with a new mixed-income and mixed-use development project (the "One City View Project") to be situated on approximately 5.4 acres (the "Property") at 1823 North Hall Street in City of Dallas NEZ No. 19, in accordance with the City's Public/Private Partnership Program- Estimated Revenue Foregone: \$3,892,504.00 over a ten-year period
[Kevin Spath, Assistant Director, Office of Economic Development]

Attachments: [Memo](#)

ADJOURNMENT

EXECUTIVE SESSION NOTICE

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]



City of Dallas

1500 Marilla Street
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Agenda Information Sheet

File #: 21-1729

Item #: 1.

Approval of the August 2, 2021 Economic Development Committee Meeting Minutes

Economic Development Meeting Record

The Economic Development Committee meetings are recorded. Agenda materials are available online at www.dallascityhall.com. Recordings may be reviewed/copied by contacting the Economic Development Committee Coordinator at 214-671-8958

Meeting Date: August 2, 2021

Convened: 1:00p.m.

Adjourned: 2:20 p.m.

Committee Members Present:

Tennell Atkins, Chair
Carolyn King Arnold, Vice Chair
B. Adam McGough
Omar Narvaez
Jaime Resendez
Chad West
Gay Donnell Willis

Committee Members Absent:

Other Council Members Present:

Presenters:

Dr. Eric Johnson, Chief Eco. Dev. & Neighborhood Services
Robin Bentley, Director, Office of Economic Development
Kevin Spath, Assistant Director, Office of Economic Development
Jiroko Rosales, Assistant Director, Office of Economic Development

AGENDA

Call to Order (1:00 p.m.)

1. Approval of the June 7, 2021 Meeting Minutes

Presenter(s): Tennell Atkins, Chair

Action Taken/Committee Recommendation(s): A motion was made to approve the minutes for the June 7, 2021 Economic Development Committee meeting.

Motion made by: Carolyn King Arnold	Motion seconded by: B. Adam McGough
Item passed unanimously: X	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

2. Upcoming Agenda Items: (1) August 11, 2021 Call for a Public Hearing for Public Improvement Districts (PIDs) to Set Annual Assessment Rates for the 2021 and Adopt 2022 Service Plans; and (2) August 25, 2021 Public Hearing to adopt Annual Assessment Rates for 2021 and Adopt 2022 Service Plans

Presenter(s): Robin Bentley, Director, Office of Economic Development and Jiroko Rosales, Assistant Director, Office of Economic Development

Action Taken/Committee Recommendation(s): No action taken

Motion made by:	Motion seconded by:
Item passed unanimously:	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

3. Planning and Urban Design & Sustainable Development and Construction Realignment and Reorganization Update

Presenter(s): Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services, City Manager's Office

Action Taken/Committee Recommendation(s): No action taken

Motion made by:	Motion seconded by:
Item passed unanimously:	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

4. Economic Development Committee Priorities

Presenter(s): Tennell Atkins, Chair, Economic Development Committee

Action Taken/Committee Recommendation(s): No action taken

Motion made by:	Motion seconded by:
Item passed unanimously:	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

Adjourn (2:20 p.m.)

APPROVED BY:

ATTESTED BY:

Tennell Atkins, Chair
Economic Development Committee

Tenna Kirk, Coordinator
Economic Development Committee



City of Dallas

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Agenda Information Sheet

File #: 21-1732

Item #: A.

DART: Bus Schedule, Redesign Schedule, and East and West route timeline
[Nadine Lee, DART President & Chief Executive Officer]



DART Update to Economic Development Committee

Nadine S. Lee, President & CEO
September 21, 2021



Agenda

- Nadine S. Lee Introduction
- Dallas DART Board Introduction
- DARTzoom Update
- Additional Economic Development Activities
- COVID Relief Funding

Nadine S. Lee

DART's President & Chief Executive Officer

- Nadine S. Lee became DART's new President & Chief Executive Officer on July 12, 2021.
- Before joining DART, Nadine served as Chief of Staff of the Los Angeles County Metropolitan Transportation Authority (Metro).
- As Metro's Deputy Chief Innovation officer, she led the development of Vision 2028, Metro's 10-year strategic plan to improve mobility and quality of life.
- Prior to Metro, she led the development and implementation of the Flatiron Flyer Bus Rapid Transit for Denver's Regional Transportation District (RTD).
- Nadine was appointed to the Leadership APTA Committee in 2019 and is a past director of the WTS International board. She was also honored as the WTS International Woman of the Year in 2019.
- She is a registered Professional Engineer in Colorado and Kansas, and received her B.S. in Civil Engineering from the University of Missouri-Columbia.

A background image of a city street with a yellow DART bus (number 41041) and several tall skyscrapers under a cloudy sky. A semi-transparent blue rectangle with a yellow border is centered over the image, containing the text "Dallas DART Board Members".

Dallas DART Board Members

DART Governance

- Authorized by State Law – Chapter 452, Texas Transportation Code; created by voters in 1983 as a political subdivision, State of Texas, with approval of a one-percent transit sales tax
- Governed by a Board of Directors consisting of 15 Board Members (8 represent the City of Dallas)
 - Board Members are appointed by cities in proportion to population
 - Board sets policy, adopts a budget, long-term financial plan, general System Plan and a specific Service Plan

Dallas DART Board Members

- Flora Hernandez, Appointed in 2021*
- Patrick Kennedy, Appointed in 2016
- Jon-Bertrell Killen, Appointed in 2017
- Michele Wong Krause, *Vice Chair*, Appointed in 2014
- Eliseo Ruiz III, Appointed in 2018 (Also represents the City of Cockrell Hill)
- Rodney Schlosser, *Assistant Secretary*, Appointed in 2020
- Dominique Torres, Appointed in 2017
- Hosanna Yemiru, Appointed in 2021*



*designates newly appointed members



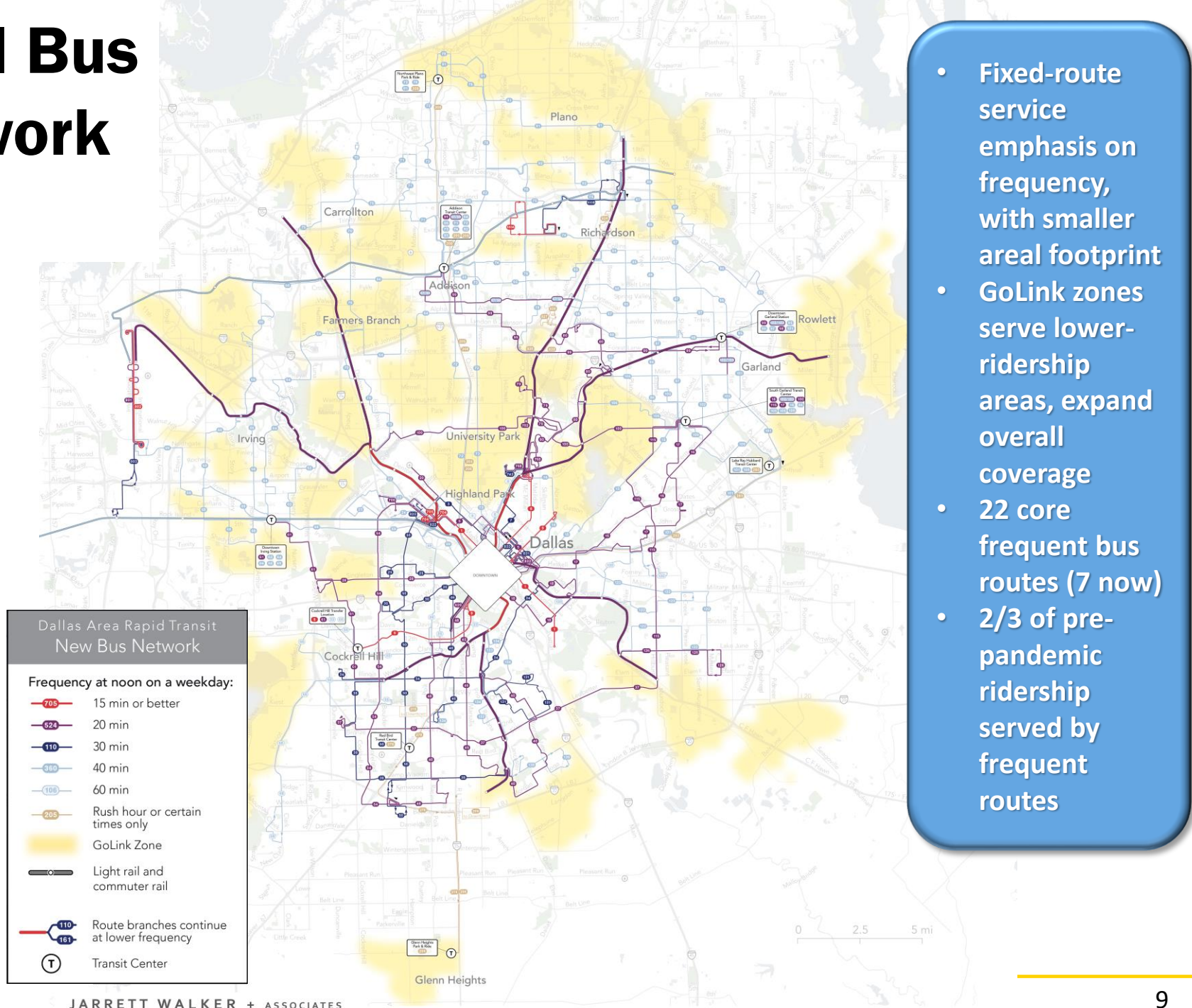
DARTzoom Update

Background

- Last month the DART Board of Directors voted unanimously to approve the DARTzoom plan, which includes a Final Bus Network Plan and associated January 2022 service changes
- The Plan is the most significant change to bus service in DART's history and the entire network has been redrawn
- Reduced services associated with the pandemic end in January – including light rail service return to 15-minute peak frequencies and normal evening schedules



Final Bus Network Plan



- Fixed-route service emphasis on frequency, with smaller areal footprint
- GoLink zones serve lower-ridership areas, expand overall coverage
- 22 core frequent bus routes (7 now)
- 2/3 of pre-pandemic ridership served by frequent routes

Focus on Frequency, 7 Day Service

22 core frequent bus routes with rail-like frequencies, operating 4 a.m.-1 a.m.

2/3 of pre-pandemic ridership served by frequent bus/rail routes

All local routes operate minimum 5 a.m.- Midnight, 7 days per week

Most routes have more frequent midday and evening service for off-peak work, school, medical, and shopping trips

Network Benefits

IMPROVED TRAVEL TIMES

- More frequent service
 - Reduces wait times
 - Reduces transfer times
- More direct routes speed travel
- 98% of pre-pandemic boardings still within walking distance of service

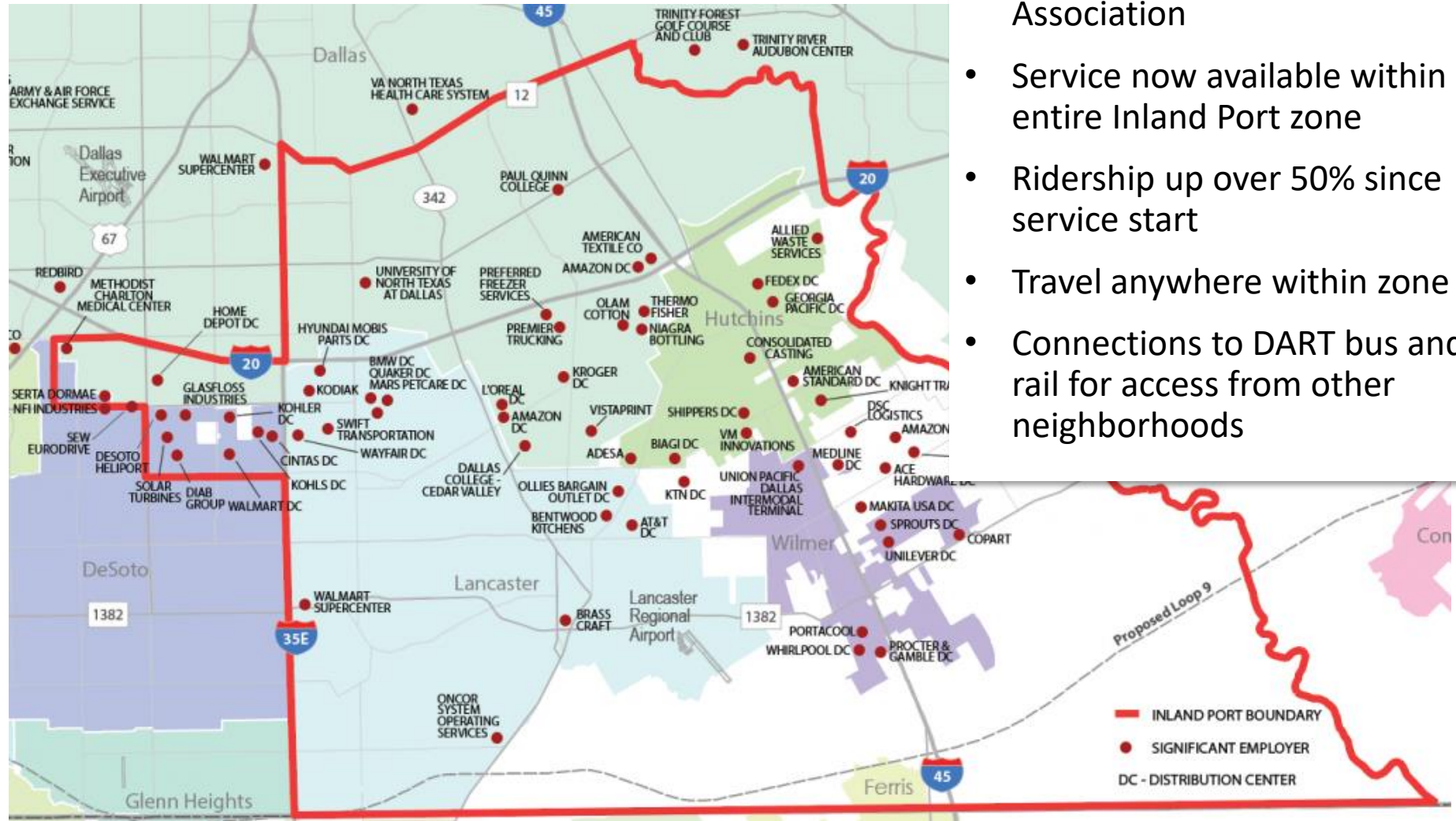
INCREASED JOB ACCESS

- Average DART resident will see a +34% increase in jobs reachable within 60 minutes by transit
- Access improves for every demographic group



Inland Port Service

- Cooperative service program with Inland Port Transportation Management Association
- Service now available within entire Inland Port zone
- Ridership up over 50% since service start
- Travel anywhere within zone
- Connections to DART bus and rail for access from other neighborhoods



GoLink Expansion

- 13 new zones (30 total)
- Zones feed into frequent bus/rail service
- Weekend service added for many zones
- Inland Port hours expanded

NO CHANGES:

W Carrollton
Glenn Heights
Kleberg
Rowlett
Lakewood
Legacy
S Dallas Pilot

EXPANDED:

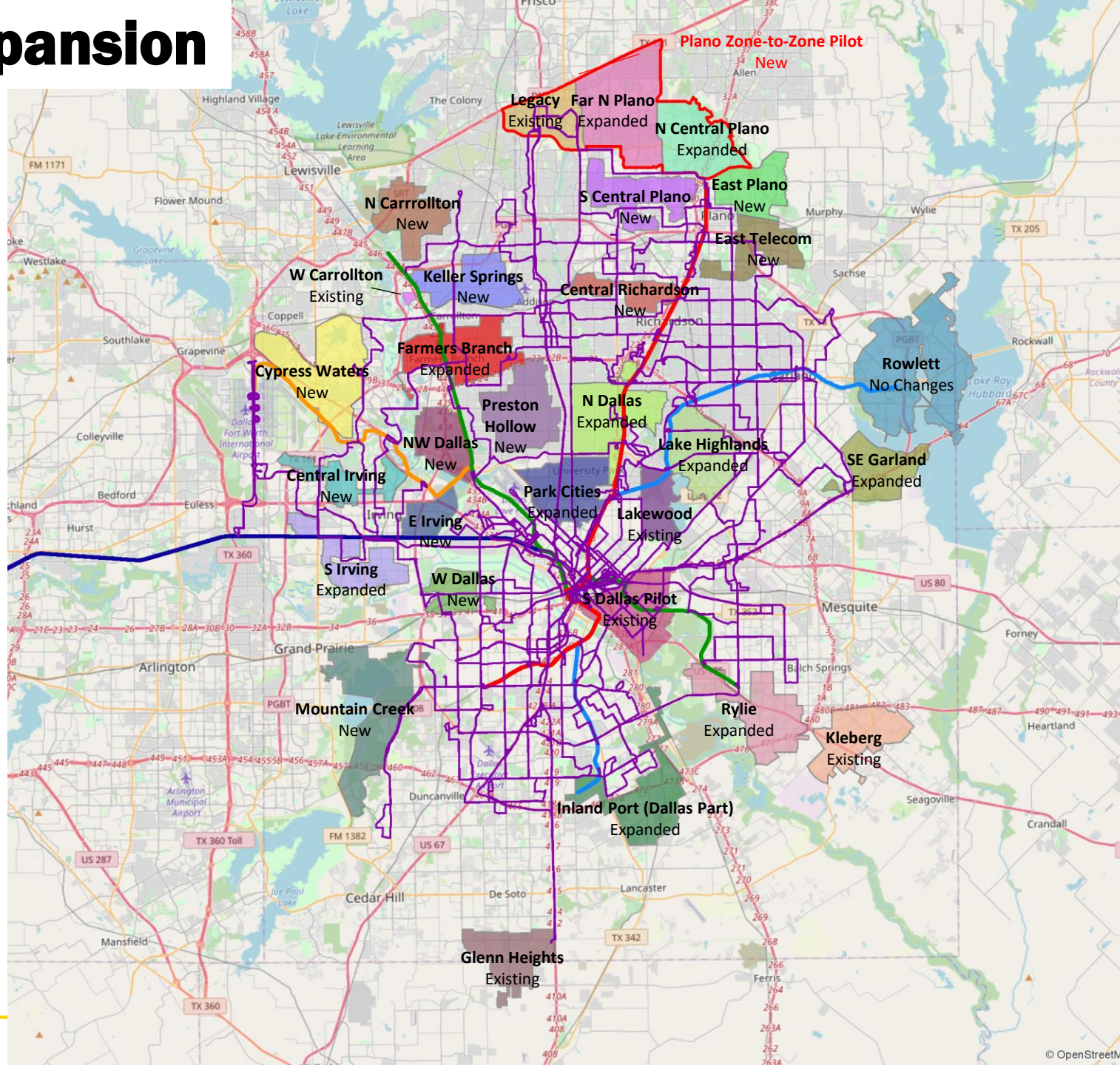
Far N Plano
N Central Plano
Farmers Branch
S Irving
Inland Port
Rylie
SE Garland
Park Cities
N Dallas
Lake Highlands

NEW:

S Central Plano
E Plano
E Telecom
Central
Richardson
Keller Springs
N Carrollton
Cypress Waters
Central Irving
E Irving
W Dallas
Mountain Creek
Preston Hollow
NW Dallas

PILOT:

Plano Zone-to-Zone Pilot



Crosstown Connections

E/W Corridor	Changes
Inland Port	Expanded GoLink service covers entire Inland Port zone for E-W trips
Camp Wisdom	New crosstown route
Ledbetter	Frequent service route
Illinois	More frequent service; extended to Fair Park/S Dallas
Jefferson	Frequent service route
Singleton	Improved to frequent service status
Peak/Haskell	Frequent service route
Northwest	Improved to frequent service status
Forest	Improved to frequent service status; realigned
Spring Valley	Improved to frequent service status
Belt Line	E-W service retained
Frankford	New crosstown route

N/S Corridor	Changes
Cockrell Hill	Improved to frequent service status N of Westmoreland
Westmoreland	Frequent service route
Hampton	Improved frequency
Polk	Improved to frequent service status
Marsalis	Improved to frequent service status
Preston	Hours of service expanded
Coit	Hours of service expanded
Buckner	Frequent service route

There are a number of improvements to East/West and North/South Crosstown routes throughout the Plan

Future Opportunities

- Frequent, direct service on future crosstown corridors will be considered and are dependent on the following types of attributes:
 1. Addressing street network gaps
 2. Level of corridor activity, density
 3. Presence of good pedestrian facilities
 4. Growing ridership on new network

How Can Dallas Help?

- Vibrant streets with activity and density are more likely to drive transit ridership
- Transit-oriented development in key bus and rail corridors is crucial to build ridership potential – especially along the frequent network
- Signal priority improvements speed up service
- 15-minute corridors can become 10-minute corridors with improved activity and density
- Walkability, street infrastructure, and pedestrian access are also critical

January 2022 Service Changes

- Changes effective Monday, January 24, 2022
- Early GoLink service access on Monday, December 6, 2021
- Key activities for January (and beyond):



Hiring: Operators, Mechanics



Training



Preparation of signage and customer-facing materials



Development of a Plan for future bus service improvements

Phase Two: Five Year Service Plan

January changes form the baseline of the new bus network

DART will soon start work on a Five Year Plan for additional improvements beyond January

Expected Plan completion Summer 2022

Possible changes include: additional frequency improvements, speeding up bus operations, etc.





Additional Economic Development Activities

DART and City of Dallas Collaboration

- Jack Wierzenski, DART's Director of Economic Development, has been working closely over the past year with City of Dallas staff, Dr. Eric Johnson, Chief of Economic Development and Neighborhood Services, and Robin Bentley, Director of Economic Development, and they have identified 6 potential TOD properties
- City of Dallas Housing and Homeless Services Committee was briefed on these sites during the December committee meeting
- Currently, DART and the City of Dallas are finalizing a MOU on these 6 properties, which will help meet the City's 1,000 Unit Housing Challenge for affordable housing
- Each of these properties will require their own ILA

[illegible]



COVID Relief Funding

Federal Formula Funding

- Federal legislation relating to the COVID-19 pandemic provides funding on a reimbursement basis for operating expenses
- The legislation utilizes federal formula programs, which allow uses for operating expenses
- Eligible expenses incurred on January 20, 2020, or later are reimbursable
- Coronavirus Aid, Relief, and Economic Security (CARES) Act (2020) provided DART with \$229.6 million in funding
- Coronavirus Response and Relief Supplemental Appropriations Act of 2021 (CRRSAA): \$128.5 million
- American Rescue Plan (ARP) Act of 2021: \$300.0 million (expected FY 2022)

Thank you



DART.org





City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 21-1773

Item #: B.

Southern Dallas County Inland Port Transportation Management Association
[Laura C. Freeland, Executive Director]

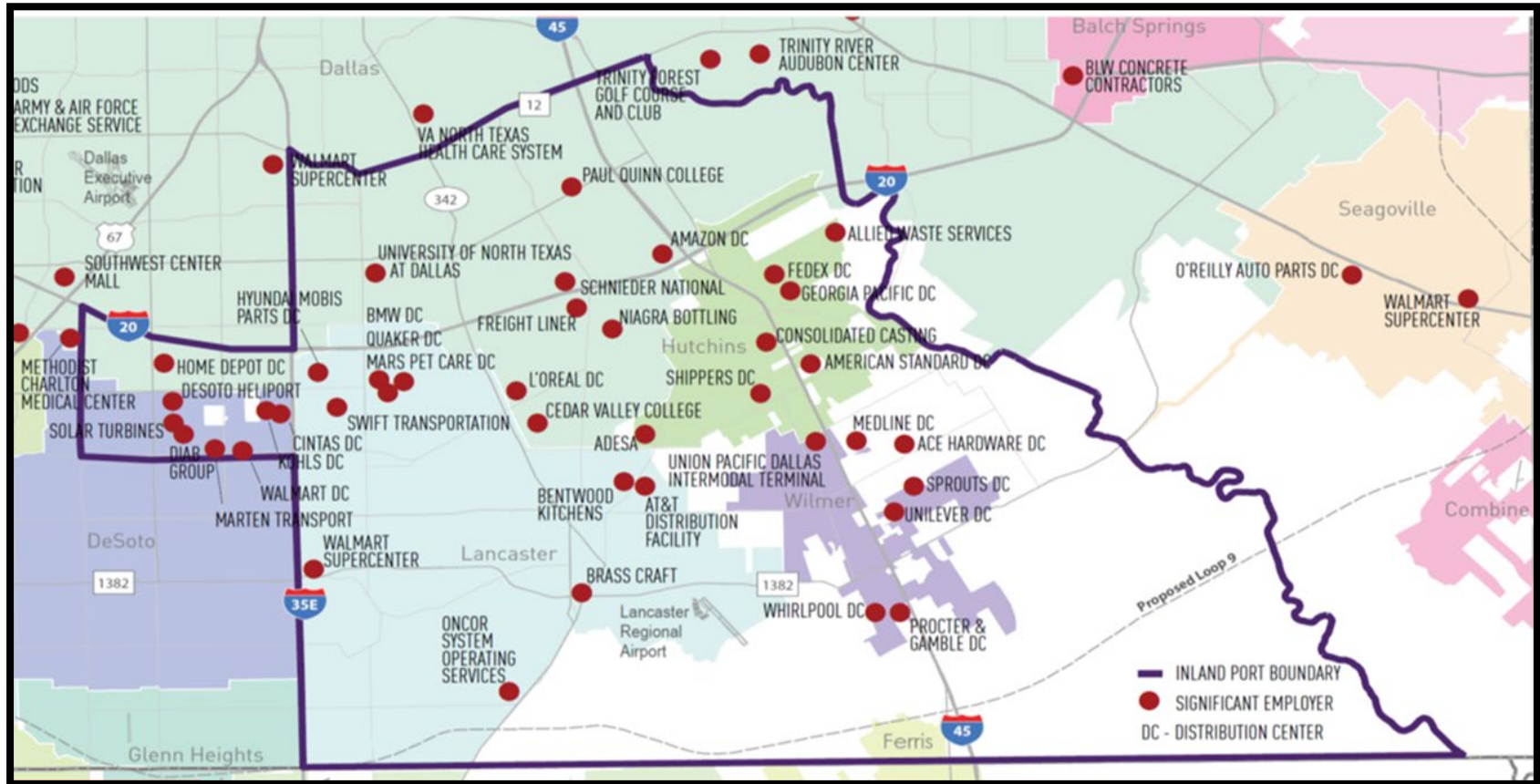


Dallas County Inland Port Transportation Management Association (IPTMA)

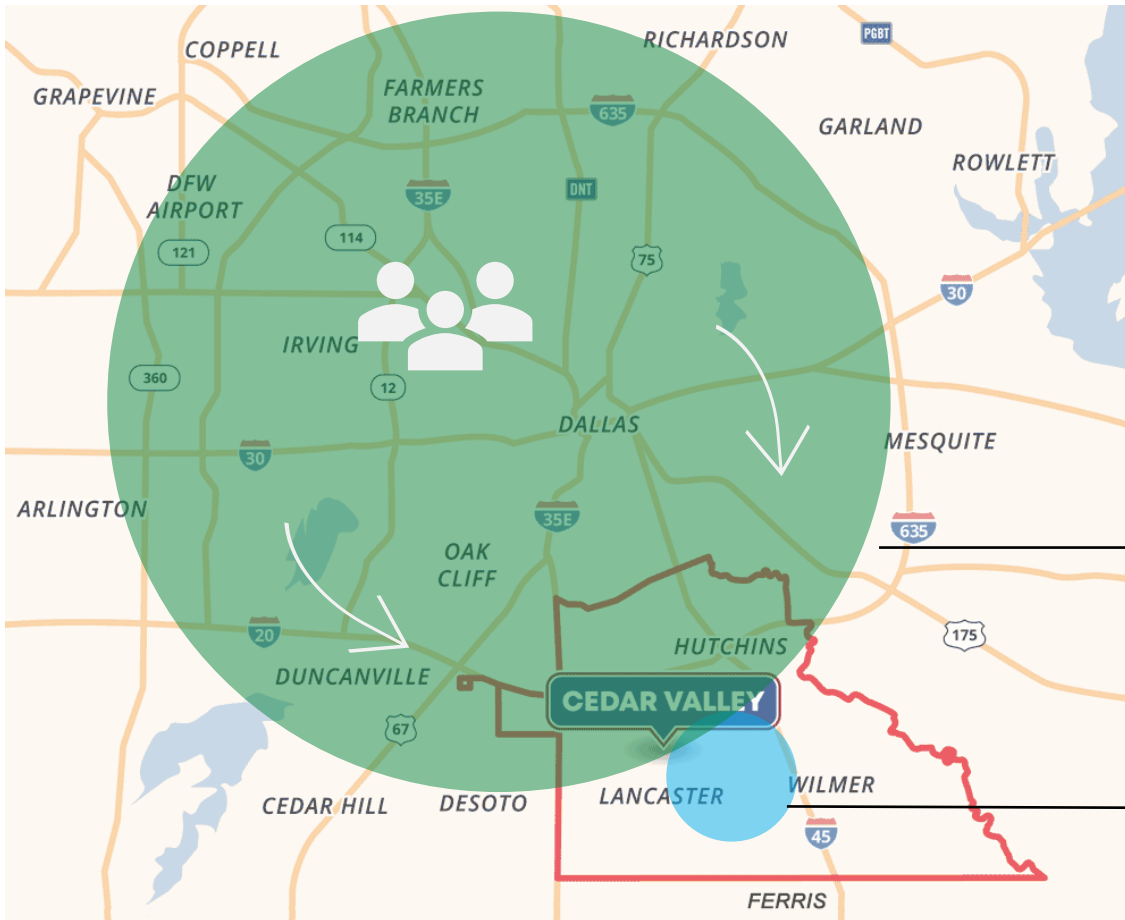
Laura C. Freeland, Executive Director
August 2021



Inland Port Zone & Businesses



Where Employees Work and Live In the Inland Port Area

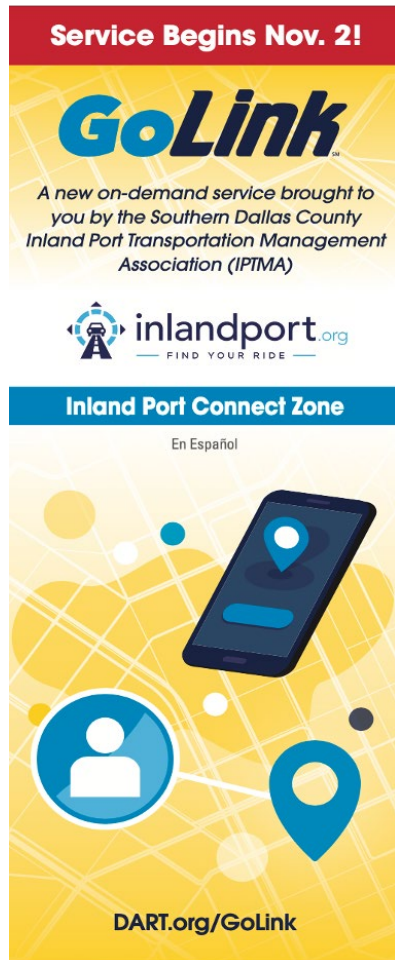


Almost **90%** of Inland Port employees **live OUTSIDE** the area



Nearly **10%** of Inland Port employees **live AND work INSIDE** the area

IPTMA New Services



Expanded Microtransit services 5:00 am to 8:00 pm, Monday - Friday

- Uberpool to support demand

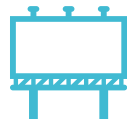


Rider Subsidy Program, Inland Port Rides service 8:00 pm to 5:00 am when Microtransit services are not running

- Inland Port Rides subsidy available for trips to/from member employers



Provides 24-hour coverage of the Inland Port Area

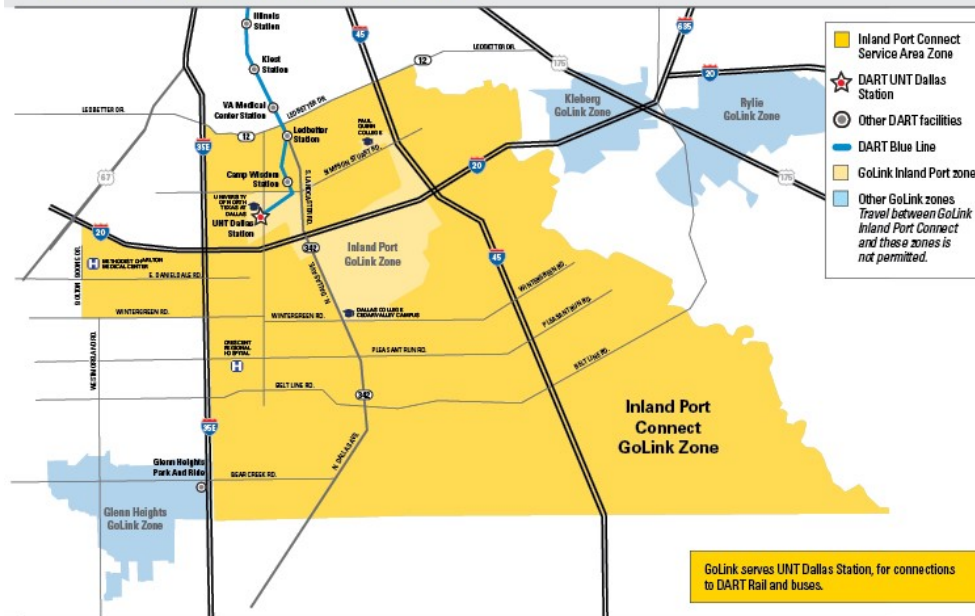


Promotional service for all Inland Port Business through September 2021



IPTMA GoLink Zone and Fares

Inland Port Connect GoLink Service



Hours of Operation

5 a.m. – 8 p.m., Monday – Friday

GoLink does not operate on New Year's Day, Memorial Day, July 4, Labor Day, Thanksgiving Day, the day after Thanksgiving and Christmas Day

DART.org/GoLink

UberPool Rates

- \$1* – Travel anywhere within the zone to or from the designated DART station or transit center. (Prices are per person, per trip – including children)
- \$3 – Travel point-to-point, to or from any location within a single zone. (Prices are per person, per trip – including children)

DART's Fare Information

GoLink One-Way Fare Tarifa de ida o vuelta de GoLink	\$2.50
GoLink One-Way Fare - Reduced Tarifa de ida o vuelta de GoLink - Reducida	\$1.25
AM/PM Pass - Local Pase AM/PM - Local	\$3.00
AM/PM Pass - Local Reduced Pase AM/PM - Reducido	\$1.50
Midday Pass - Local (9:30 a.m. - 2:30 p.m.) Mediodía - Local (9:30 a.m. - 2:30 p.m.)	\$2.00
Day Pass - Local Pase del Día - Local	\$6.00
Day Pass - Regional Pase del Día - Regional	\$12.00
Day Pass - Reduced Pase del Día - Reducido	\$3.00
Monthly Pass - Local Pase Mensual - Local	\$96.00
Monthly Pass - Regional Pase Mensual - Regional	\$192.00
Monthly Pass - Reduced Pase Mensual - Reducido	\$48.00

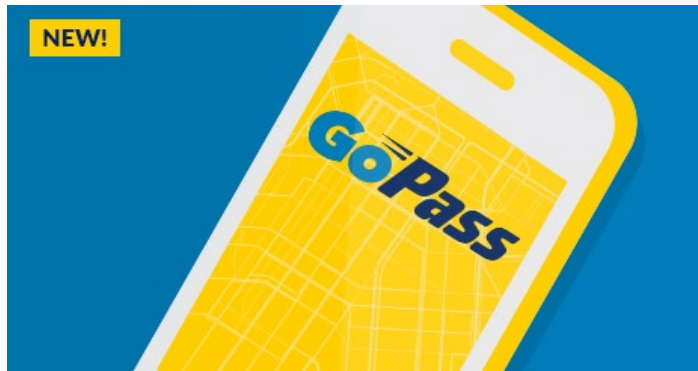
A GoLink one-way fare is valid for a single GoLink trip only. No transfers.

This table does not include all available fare types. For a complete list of fares and additional one-way fare options, please visit DART.org/fares, or call 214-979-1111.



GoLink Contactless Payments

Fares can be paid using GoPass Tap card OR
via credit/debit card in the GoPass app or over the phone



GoPass® App

GoPass® app is loaded with amazing features to simplify your next trip! Buy, store and activate passes right on your phone.



GoPass® Tap Card

With the GoPass® Tap reloadable transit card, you never have to carry cash and you always get the best fare.



GoLink in action



MEET MICHAEL

It's 7 P.M. and Michael needs to get from his job at Proctor & Gamble to UNT Dallas Station to continue on the Blue Line to his home in Garland.

He begins planning a trip in the GoPass app and sees that a GoLink vehicle can drop him off at the station within 25 minutes, and that the fare would be covered by his existing active day pass used that morning.

Michael continues booking his GoLink trip via the app.



**Fare included
in day pass**

App

Short wait

Accesible



Business Members Annual Dues

\$500 : Small – Less than 50 Job Positions Filled

\$1,000 : Medium – 51 – 250 Job Positions Filled

\$2,500 : Large – 251 – 500 Job Positions Filled

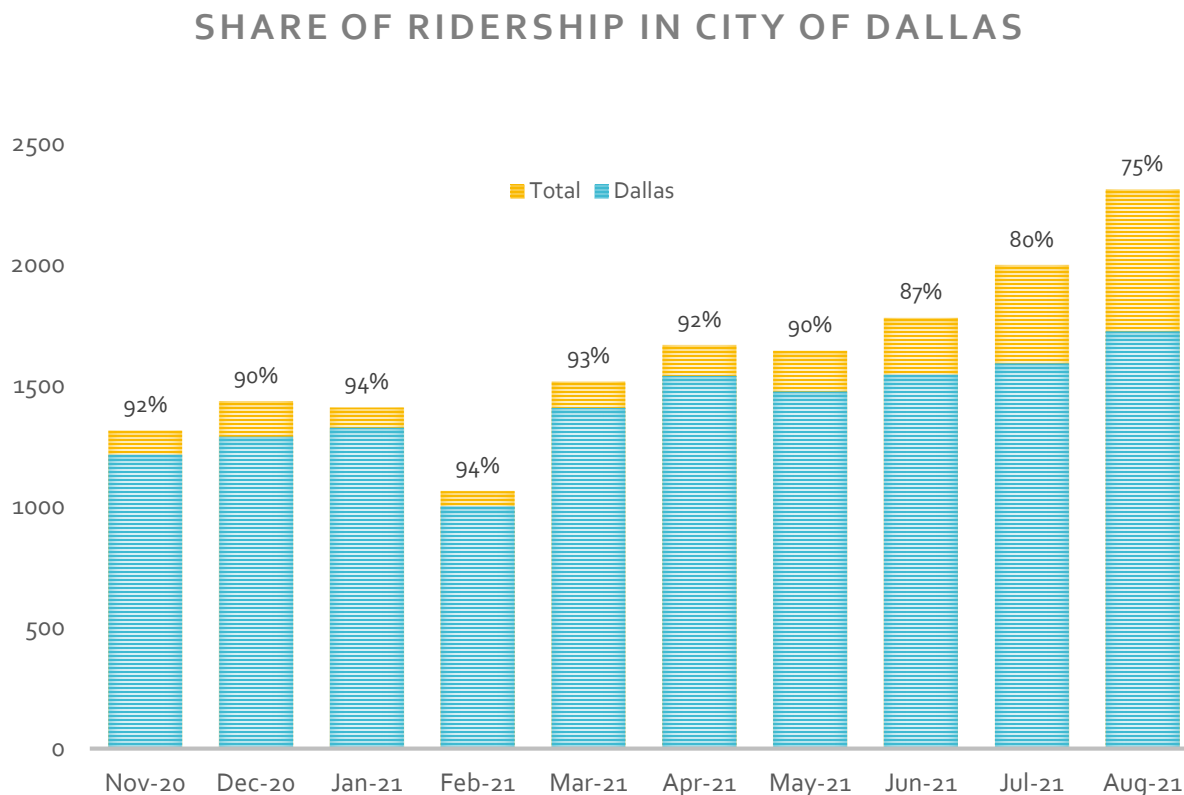
\$5,000 : Super – 501 – 1000 Job Positions Filled

\$10,000 : VIP – 1001+ Job Positions Filled

Ridership in the City of Dallas



- Total ridership increased over 75% from the beginning of service
- 75% total ridership has still been in City of Dallas
- UberPool currently serves nearly 40% of total ridership





**For more information
and membership
applications visit our
website at:**

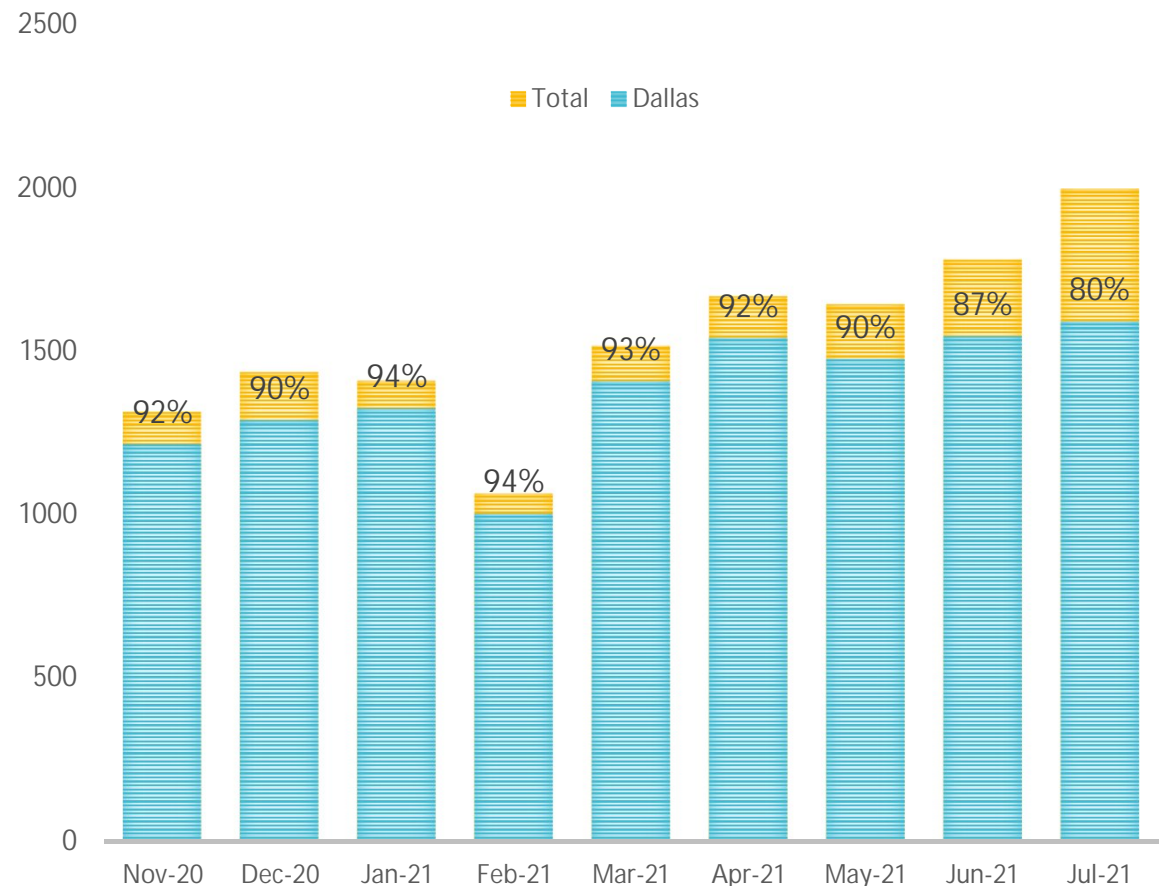
www.inlandport.org

Ridership in the City of Dallas



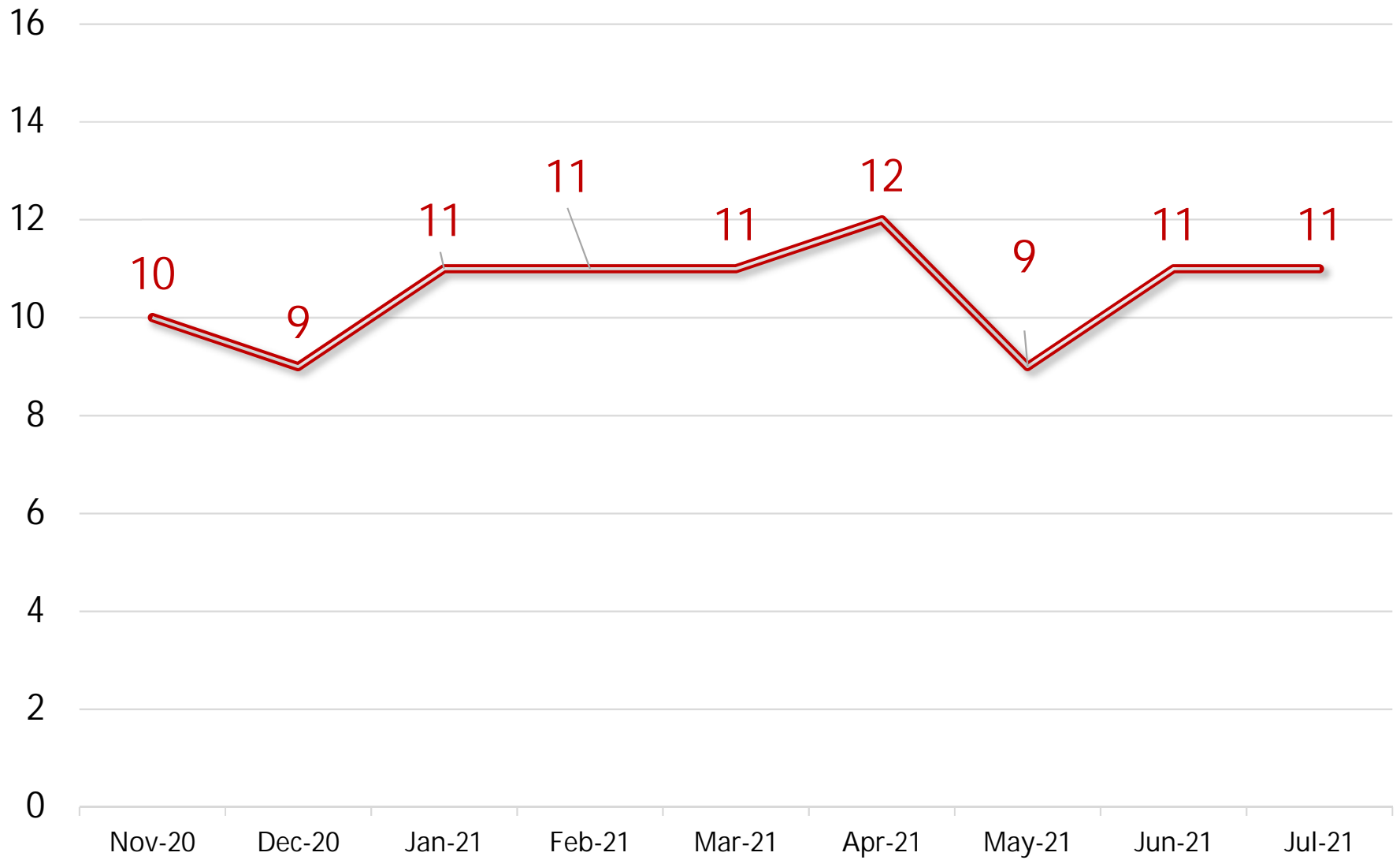
- Total ridership has increased over 50% from the beginning of service
- Ridership outside City of Dallas has increased more rapidly. Nonetheless, more than 80% total ridership has still been in City of Dallas
- UberPool share of ridership has steadily increased. UberPool currently serves nearly 30% of total ridership

SHARE OF RIDERSHIP IN CITY OF DALLAS





Wait Time



GoLink Customer Satisfaction July 2021

	96%
	3%
	.05%
	.05%
	0%

Rating	Percentage
4 and above	99%

*Based on dedicated service.



For more information
and membership
applications visit our website
at:

www.inlandport.org



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Agenda Information Sheet

File #: 21-1730

Item #: C.

Hensley Field: Summary of Preliminary Recommendations
[Jim Adams, Principal, McCann Adams Studio]



City of Dallas

Summary of Preliminary Recommendations

**City Council
Economic Development
Committee Briefing
September 21, 2021**

Jim Adams, Principal
McCann Adams Studio

Presentation Overview



- Introductions
- Planning Process and Status
- The Three Scenarios
- Scenario Evaluation Findings
- Key Recommendations
 - *Economic Development*
 - *Land Use*
 - *Open Space*
 - *Transportation*
 - *Sustainability*
- Next Steps



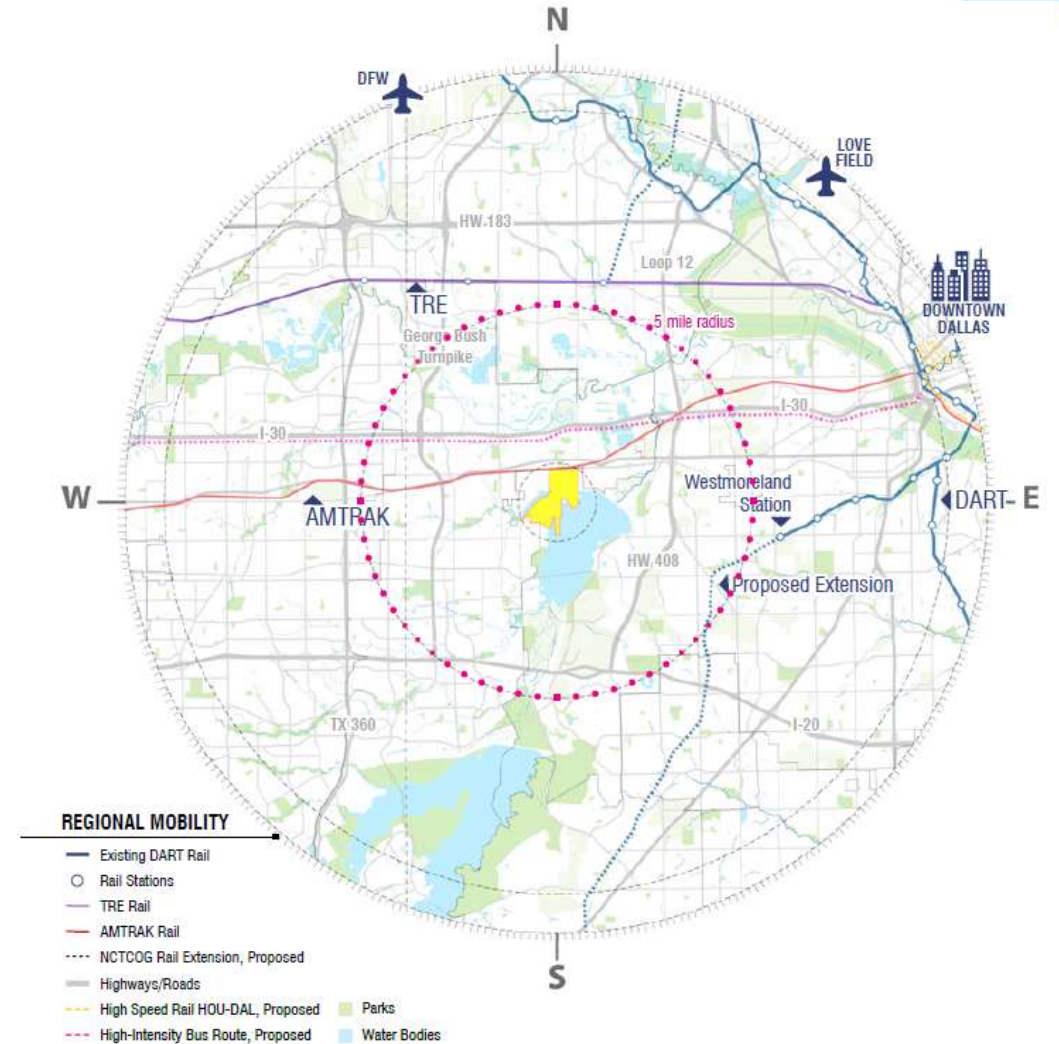
Site and Context



Dallas Central Business District 915 acres



Hensley Field 738 acres



Project Mission



Leverage the value of this City-owned asset to create an implementable plan that achieves community objectives related to social equity, economic vitality and environmental stewardship.



Project Status



Project Outreach Progress



- **4 SAG & TAG Meetings**, and more to come (September 2020-August 2021)
- **16 Stakeholder Meetings**
(September 2020-August 2021)
- **15 Focus Group Meetings**, and more to come (March-May 2021)
- **Hensley Field Discovery Tour**, with a virtual version coming soon
- **Hensley Field Discovery Tour Online Survey**
(released June 5 - ongoing)
- **Project Website & StoryMap**
(released 2020 - ongoing)



Six Guiding Principles



1. Environmental Health



2. Economic Opportunity & Investment



3. Affordability & Diversity



4. Healthy Communities



5. Mobility & Access



6. History & Culture



Each Principle has a series of corresponding Goals that will be used as Measurements of Performance

Scenario Planning Process



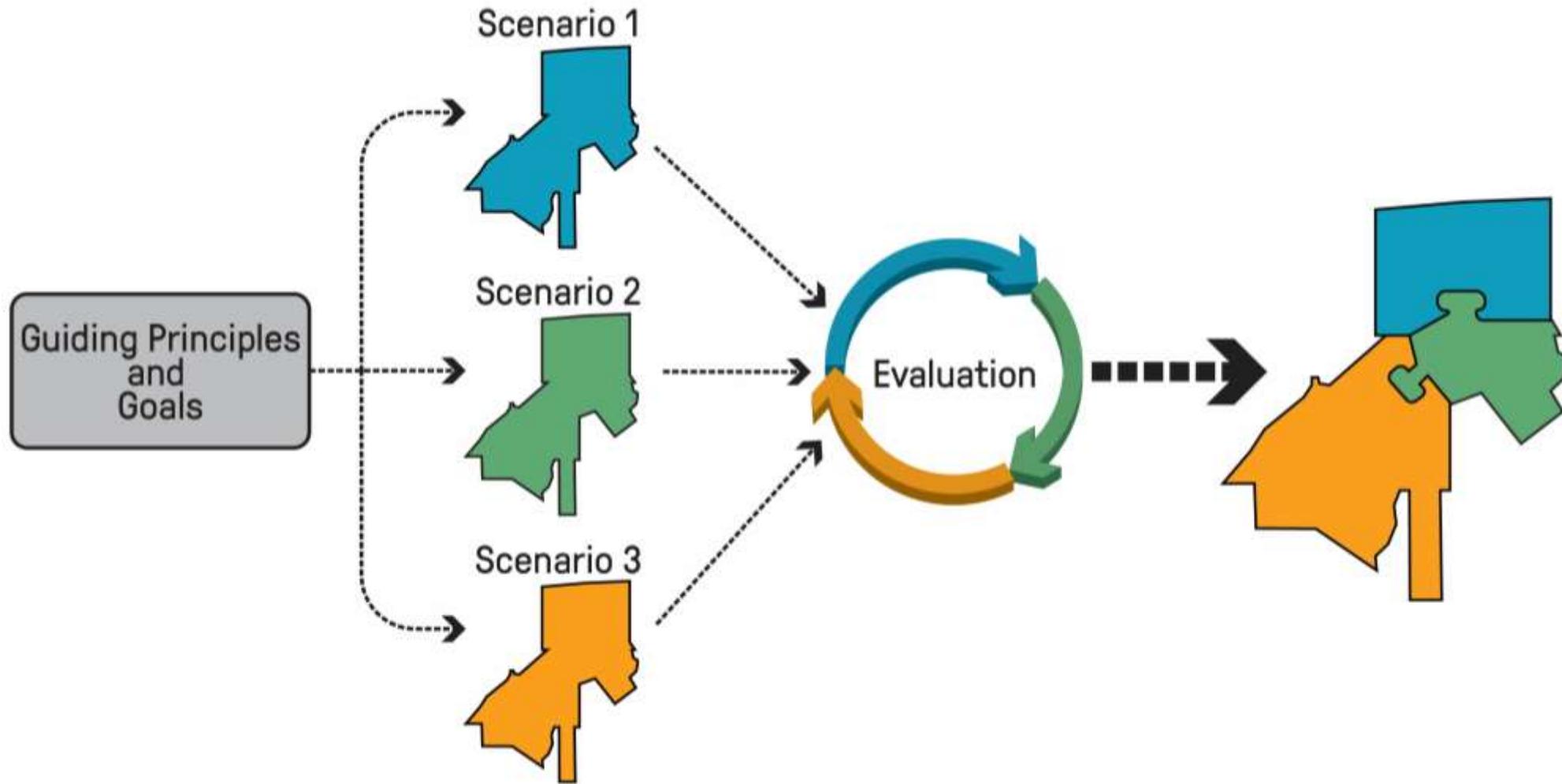
Purpose

To anticipate and test the potential outcomes of three scenarios - potential plausible futures that can inform the development of strategies and policies for the Master Plan.

- Develop **land use assumptions** for each and the corresponding **infrastructure, open space** and other **public investments** that will be required to support these.
- Estimate the **potential costs and revenues** associated with each scenario and evaluate the risks and rewards.
- Evaluate the ability of each to meet the project's **principles and goals**.
- Identify the components of each scenario that are most likely to have positive outcomes and **develop recommendations for a “Preferred Alternative”** that can provide the basis for the Master Plan.



Pathway from Scenarios to a Final Plan



The Three Scenarios



Scenario One

Dallas attracts a major Corporate User to Hensley Field



5,783 dwelling units
3.8 msf non-residential

Scenario Two

Residential development will lead the way at Hensley Field



5,956 dwelling units
2.7 msf non-residential

Scenario Three

City looks to Hensley Field as a "Living Laboratory of Resilience"









8,414 dwelling units
5.3 msf non-residential



Guiding Principles & Goal Evaluation



Performance Related to Guiding Principles & Goals

	SCENARIO ONE	SCENARIO TWO	SCENARIO THREE
 1. ENVIRONMENTAL HEALTH	7+	6+	10+
 2. ECONOMIC OPPORTUNITY & INVESTMENT	6+	3+	7+
 3. AFFORDABILITY & DIVERSITY	1+	2+	1+
 4. HEALTHY COMMUNITIES	5+	5+	5+
 5. MOBILITY & ACCESS	6+	5+	8+
 6. HISTORY & CULTURE	6+	6+	6+
TOTAL	31+	27+	37+



8,500 dwelling units and 2.2 msf of non-residential use

- Scenarios One and Two are most closely aligned with projected Market Absorption
- The Scenario Three development program could take 30 to 40 years to fully absorb
- Scenario Two has the most balanced residential program, but lacks a catalytic anchor use.
- Projected Revenues in Scenario Three do not cover Projected Capital Costs.



5,783 dwelling units
3.8 msf non-residential



5,956 dwelling units
2.7 msf non-residential



8,414 dwelling units
5.3 msf non-residential

Summary of Key Recommendations



1. Economic Development (ED-1, ED-2)
2. Land Use (LU-1, LU-4, LU-5)
3. Open Space (OS-1)
4. Transportation & Mobility (TM-2, TM-7)
5. Sustainability Forward (SF-1)



Summary of Key Recommendations



Economic Development

ED-1: Begin marketing the site for one or more anchor uses

1. Attracting an anchor user in the initial phase of development would establish the site for higher value uses.
2. An anchor user could bear a greater portion of infrastructure costs reducing the burden on the residential and mixed-use development areas
3. Outreach to existing educational and medical institutions and private corporations should be initiated through a Request for Information (RFI) or Request for Proposal (RFP) process.
4. Interest from the motion picture industry in creating a film studio complex within Hensley Field should be pursued as part of the RFI/RFP process.



Summary of Key Recommendations



Economic Development

ED-2: Create an Appropriate Balance of Non-Taxable and Tax-Generating Uses

1. An appropriate balance should be struck between taxable and non-taxable uses to maximize the fiscal and financial performance of the development.
2. Tax-generating uses will be critical to support future public financing programs.
3. Warehousing or low-value uses could preclude higher value uses that support the community's vision for the property.
4. Existing short-term leases to City departments and related agencies need to be phased out.
5. Dallas Fire Rescue's request for a 40 - 60 acre tract within Hensley Field for a Public Safety Training Campus is not recommended.



Summary of Key Recommendations



Land Use

LU-1: Reserve 60-80 acres of Land Along Jefferson Street

1. The Jefferson Street frontage provides an attractive opportunity for a future anchor use of 500,000 to 1.0 million square feet.
2. If a single large anchor tenant is not found, the area could be subdivided into multiple parcels for smaller corporate or institutional tenants, thus retaining maximum flexibility for economic development recruitment.
3. This district should be planned as a transit-oriented development and as a seamless extension of the surrounding Hensley Field community with well-scaled buildings that are oriented to walkable streets and attractive open spaces.



Summary of Key Recommendations



Land Use

LU-4: Create an Appropriate Balance of For Sale and Rental Housing

1. The Master Plan should explore a housing program with 30- 40 percent low- density (16 du/ac average), 40 to 50 percent medium- density (40 du/ac average), and 10-20 percent high-density housing (80 du/ac average) with an overall yield of approximately 6,000 units.
2. Develop an Affordable Housing Program guided by the City of Dallas's Nexus Study.



Summary of Key Recommendations



Land Use

LU-5: Accelerate Relocation of Texas Army National Guard

1. The City of Dallas in concert with the North Central Texas Council of Governments (NCTCOG) should work with Texas Military to accelerate the relocation of all military activities on this part of the site to enable residential and other urban uses to occur.



Summary of Key Recommendations



Open Space

OS-1: Retain 25% of the Site for Public Open Space

1. At least 25 percent of the site should be planned for open space features including a variety of parks, buffers, trails, and an urban farm.



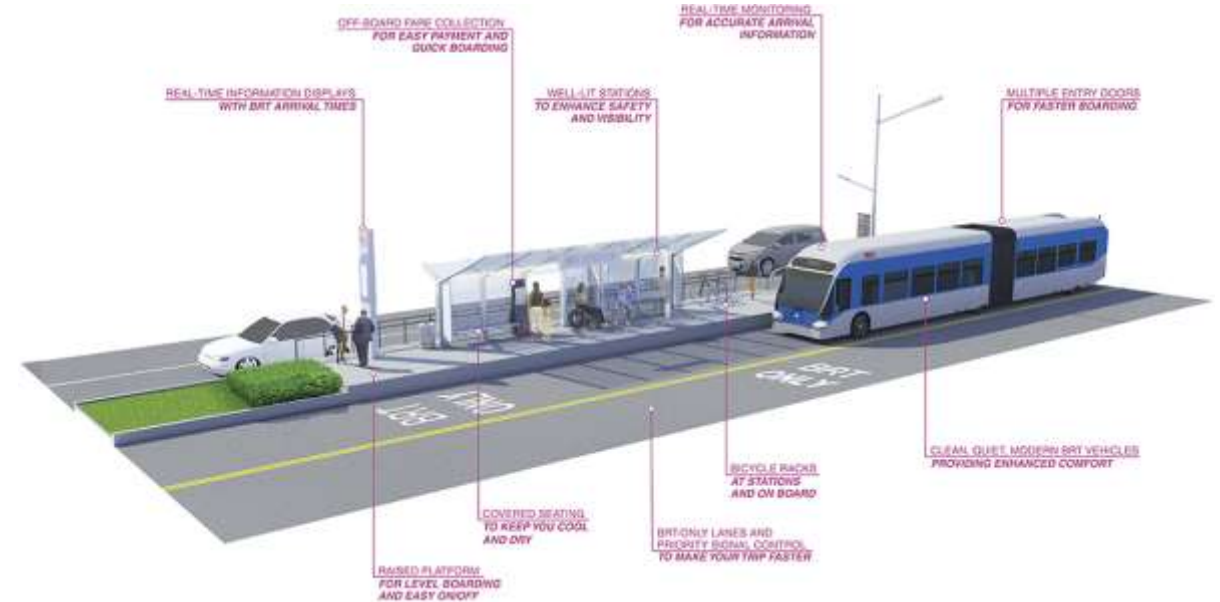
Summary of Key Recommendations



Transportation and Mobility

TM-2: Coordinate with DART to Plan a High Capacity Transit Linkage

1. In coordination with DART, the Preferred Alternative should incorporate high-frequency high-capacity service to the site.
2. Provision should be made for Bus Rapid Transit dedicated lanes to be looped through the site with a central station.
3. The future potential for a Light Rail Transit (LRT) connection to Downtown via the East Jefferson Street, Davis Street or I-30 corridors should be explored with DART.



Summary of Key Recommendations



Transportation and Mobility

TM-7: Distribute Vehicular Traffic to Reduce Congestion and Maximize Connectivity

1. Three signalized intersections, and two right-in/right-out intersections should be planned along Jefferson Street.
2. Roadway/bridge connections across the diversion channel to Hardy Road and Lakecrest Drive and across Cottonwood Bay to Skyline Drive should be coordinated with the City of Grand Prairie.
3. The site's grid network should allow for the possibility of future east and west connections to the local roadway network.



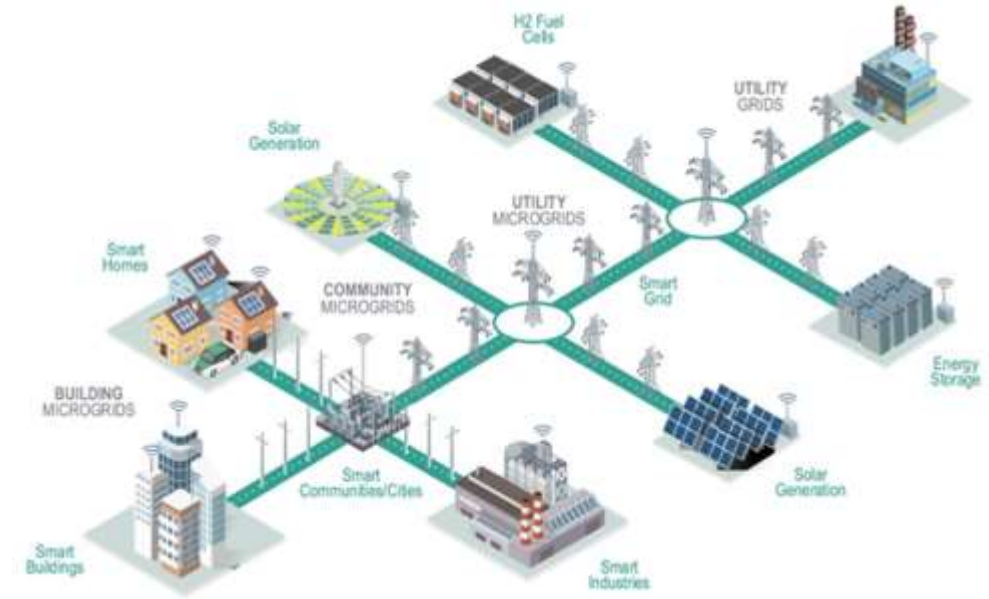
Summary of Key Recommendations



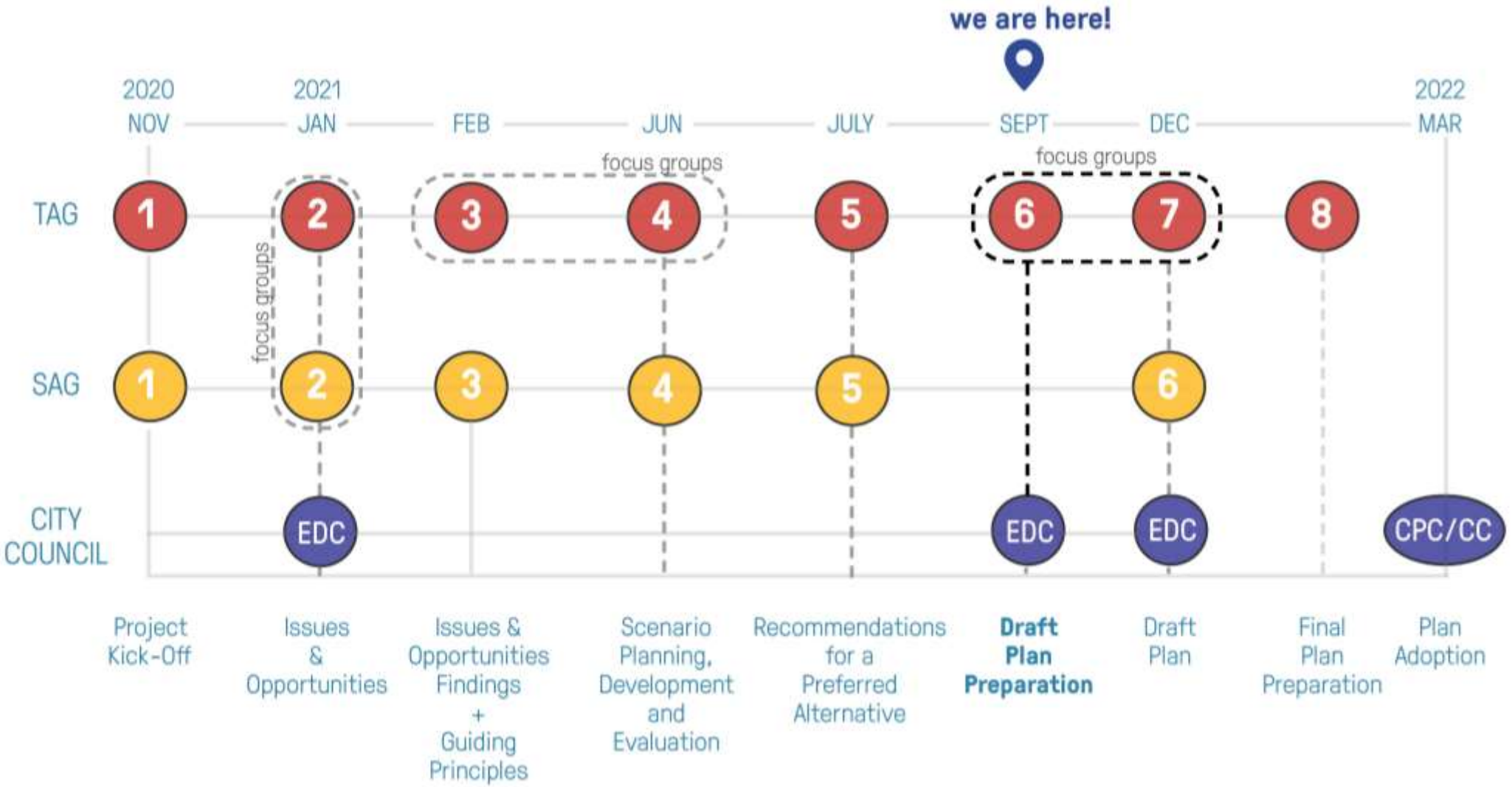
Sustainability Forward

SF-1: Plan Hensley Field as an Eco/Innovation District

1. Consideration should be given to registering Hensley Field into the EcoDistrict certification program, which provides specific protocols to “create a roadmap to guide projects and programs and track and measure impact over time”.
2. Doing so would emphasize Hensley Field's role as a Proof of Concept for the CECAP and as a demonstration of Dallas's leadership in sustainable design and climate protection.



Next Steps



Next Steps



- City Issues Request For Information (RFI) to Identify Potential Anchor Uses
- Consultants Prepare Preferred Scenario
- Consultants Prepare Draft Plan for Council Approval by March 2022
- City Initiates Master Developer Selection Process
- City Coordination with Navy regarding Site Clean-up





Summary of Preliminary Recommendations

**City Council
Economic Development
Committee Briefing
September 21, 2021**

Jim Adams, Principal
McCann Adams Studio





City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 21-1790

Item #: D.

Authorize (1) designating approximately 5.4 acres of property addressed as 1823 North Hall Street, located at the northwest corner of North Hall Street and Flora Street in Dallas, Texas, as City of Dallas Neighborhood Empowerment Zone No. 19 ("City of Dallas NEZ No.19), pursuant to Chapter 378 of the Texas Local Government Code to promote the creation of affordable housing and an increase in economic development in the zone, establish the boundaries of the zone, and provide for an effective date, and (2) a real property tax abatement agreement with SEK Hall Street, LLC or an affiliate thereof ("SEK Hall Street") for a period of ten years in an amount equal to the City's taxes assessed on 90 percent of the increased taxable value of real property in conjunction with a new mixed-income and mixed-use development project (the "One City View Project") to be situated on approximately 5.4 acres (the "Property") at 1823 North Hall Street in City of Dallas NEZ No. 19, in accordance with the City's Public/Private Partnership Program- Estimated Revenue Foregone: \$3,892,504.00 over a ten-year period

[Kevin Spath, Assistant Director, Office of Economic Development]

Memorandum



CITY OF DALLAS

DATE September 17, 2021

TO Honorable Members of the Economic Development Committee:
Tennell Atkins (Chair), Carolyn King Arnold (Vice Chair), Adam McGough, Omar Narvaez, Jaime Resendez, Chad West, Gay Donnell Willis

SUBJECT **One City View: a Mixed-Use and Mixed-Income Development Project at the northwest corner of North Hall Street and Flora Street**

In October, staff will seek City Council authorization to:

- (1) designate approximately 5.4 acres of property addressed as 1823 North Hall Street, located at the northwest corner of North Hall Street and Flora Street, as Neighborhood Empowerment Zone No. 19 pursuant to Chapter 378 of the Texas Local Government Code to promote the creation of affordable housing and an increase in economic development in the zone, and
- (2) execute a real property tax abatement agreement for a period of ten years in an amount equal to the City's taxes assessed on 90 percent of the increased value of the property currently located at 1823 N. Hall Street (the "Property") with Kroger Texas L.P. ("Owner") and SEK Hall Street, LLC ("Developer"), in consideration of the One City View Mixed-Use and Mixed-Income Development Project ("Project"). The Developer is a joint venture between Kroger (The Kroger Co.) and Southeastern (SE Hall Street Partners, LLC; SEDA).

The Project will be located on a vacant 5.4 acre site at the intersection of North Hall Street and Flora Street. On the ground floor, the Project will include an approximately 80,000 square foot Kroger grocery store, and, on the upper four levels, the Project will include 375 apartments, of which 75 apartments (20%) will be rent restricted for households earning a maximum of 60% Area Median Family Income. The Project will also include an approximately 779 space parking structure. The total Project cost is an estimated \$108 million.

For the past year, City staff have been working with the Developer to review the incentive application and negotiate a City subsidy as gap assistance to facilitate this Project. Staff's recommended subsidy is a real property tax abatement that is estimated to result in taxes foregone over the ten-year period in the amount of \$3,892,504.

Pursuant to the City's Public/Private Partnership Program ("P/PPP") Guidelines & Criteria (effective for the period July 1, 2021 through June 30, 2022), the proposed Project is located in a non-target area. With a total Project cost of \$108 million, the proposed Project substantially exceeds the \$5 million minimum eligibility criteria for a non-target area.

DATE
SUBJECT

September 17, 2021

One City View: a Mixed-Use and Mixed-Income Development Project at the northwest corner of North Hall Street and Flora Street

However, pursuant to the P/PPP Guidelines, a real property tax abatement *up to* 50% for 10 years may be offered to a project. A real property tax abatement *higher than* 50% may be offered to a project that significantly advances the public purpose of economic development. Such a project is considered a “Non-Conforming Project” under P/PPP Guidelines. Therefore, staff’s recommendation of a real property tax abatement of 90% for 10 years to close the Project’s financial gap constitutes a “Non-Conforming Project.” Under P/PPP Guidelines, a “Non-Conforming Project” in a non-target area requires a **¾ vote of City Council for approval.**

Please see the attached **Exhibit A** for more detailed information regarding the Project as well as the proposed terms, conditions, and requirements of the tax abatement.

Should you have any questions, please contact Kevin Spath, Assistant Director in the Office of Economic Development, at (214) 670-1691 or kevin.spath@dallascityhall.com

Regards,



Dr. Eric A. Johnson

Chief of Economic Development & Neighborhood Services

C: Honorable Mayor and City Council
 T.C. Broadnax, City Manager
 Chris Caso, City Attorney
 Mark Swann, City Auditor
 Bilierae Johnson, City Secretary
 Preston Robinson, Administrative Judge
 Kimberly Bizer 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
 M. Elizabeth Reich, Chief Financial Officer
 M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
 Directors and Assistant Directors

EXHIBIT A



City of Dallas

One City View

A Mixed-Use and Mixed-Income
Development Project

Economic Development Committee
September 21, 2021

Kevin Spath, AICP, EDFP, HDFP
Assistant Director
Office of Economic Development

Overview



- Background
 - Proposed Project
 - Staff Recommendation
 - Next Steps
-
- Appendix



Background: Location of Project



One City View (the "Project") is located at 1823 N. Hall Street in City Council District 14



Background: Existing Conditions



- Project site is vacant and has been consolidated into one parcel
- Project site is zoned PD 466 (Subdistrict C) which allows for multifamily residential and the proposed retail use
- In 2015, project site was purchased by Kroger Texas L.P.
 - site was previously owned by Dallas Housing Authority and is subject to a restrictive covenant running with the land requiring 20% of any residential units built on the site to be affordable at/below 60% of Median Family Income (AMFI) for the Dallas Metro area



View from N. Hall Street



View from Flora Street



Proposed Project: Summary



Project Owner and Developer: Kroger Texas L.P., an Ohio limited partnership, owns the property ("Owner")

SEK Hall Street, LLC, a joint venture between Kroger (The Kroger Co.) and Southeastern (SE Hall Street Partners, LLC; "SEDA") will develop the Project ("Developer")

Together, the parties are referred to as "Owner/Developer"

Project Summary: Developer submitted an incentive application to the Office of Economic Development for One City View (the "Project"):

- on the ground level, approximately 80,000 square feet Kroger grocery store
- on the upper 4 levels, 375 apartments, of which 75 apartments (20%) shall be rent restricted in perpetuity for households earning a maximum of 60% AMFI
- approximately 779 space parking garage
- total Project cost estimated: \$108 million

	RESID UNITS
60% Area Media Income (AMI)	75
Market Rate	300
Total Units	375

BEDROOM TYPE	RESID UNITS
Studio	51
1 Bedroom	270
2 Bedroom	54
Total Units	375



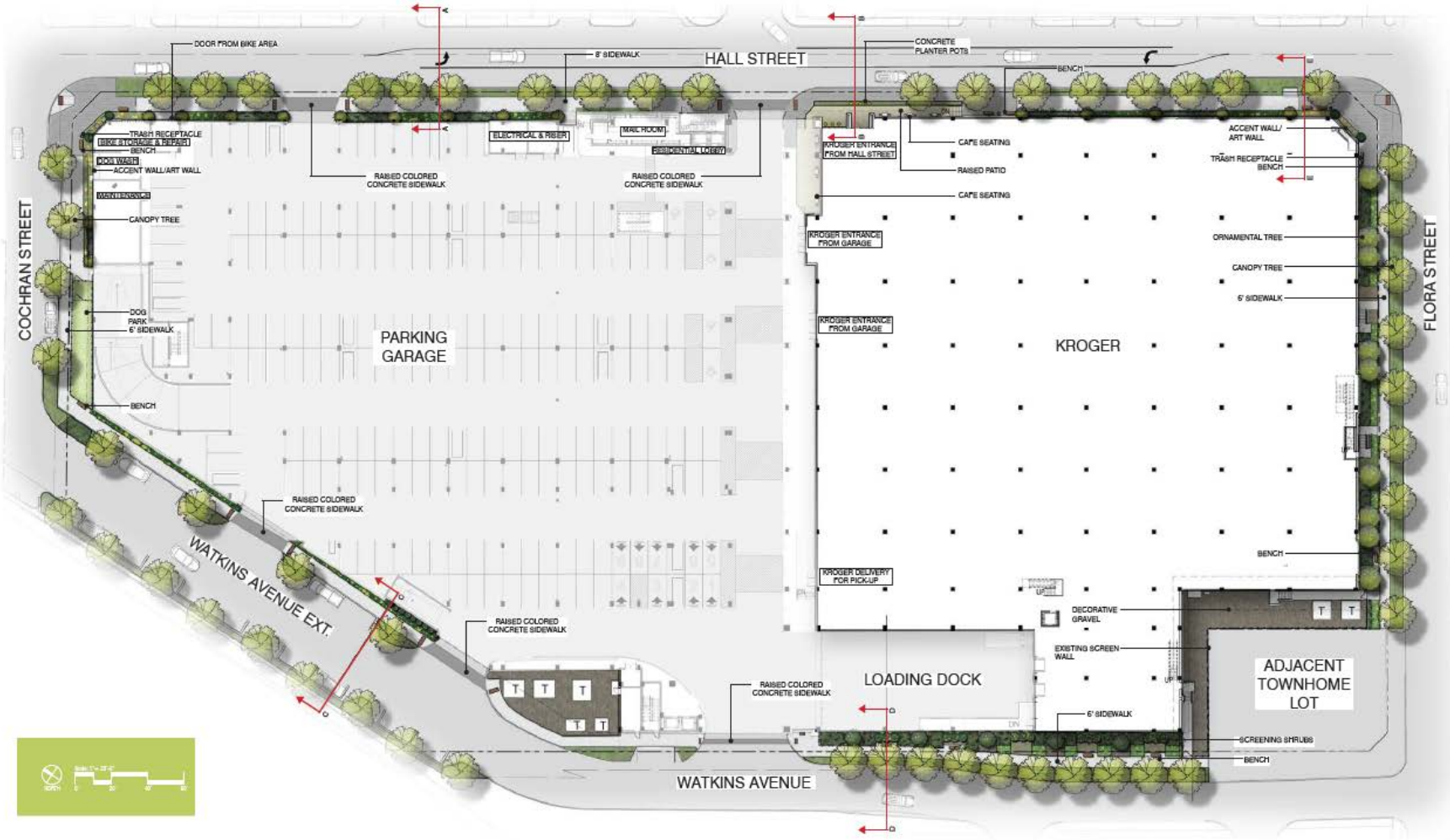
Proposed Project: Urban Design



- In May 2020, City's Urban Design Peer Review Panel ("UDPRP") reviewed the Project
- UDPRP commended the development team for proposing a mixed-use development with a grocery store and affordable residential units in the City's urban core
- UDPRP recommendations:
 - Improve the neighborhood connection by activating and enhancing the facades
 - Re-orient the Kroger layout to allow the Hall Street/Flora Street corner to serve as a primary entry or enhance the corner with art, benches and/or plantings, for an improved relationship with the public realm
 - Determine if the development plan could be altered to better fit with the adjacent townhomes and multifamily developments
 - Enhance the architectural detail of the parking garage facade and streetscape along Hall Street
- As a result, Developer made changes to accommodate UDPRP's recommendations



Proposed Project: Site Plan



ONE CITY VIEW// LANDSCAPE PLAN



Proposed Project: Renderings



ONE CITY VIEW// HALL STREET PERSPECTIVE

O'BRIEN



Kimley»Horn



Proposed Project: Renderings



ONE CITY VIEW// NORTHWEST CORNER

O'BRIEN



Kimley»Horn



Proposed Project: Elevations



HALL STREET // EXTERIOR ELEVATION // 01



HALL STREET // EXTERIOR ELEVATION // 02



Proposed Project: Development Budget



	COST	PERCENT (by Total Use)
KROGER		
Acquisition	\$6,175,000	6%
Sitework	\$1,740,225	2%
Hard Construction Costs (Building and Parking, includes 5.5% contingency)	\$16,491,254	15%
Professional Fee (including but not limited to A&E, testing, permits)	\$462,791	0%
Soft Costs (including but not limited to construction interest, legal fees, taxes)	\$1,789,682	2%
Developer Fee	\$659,650	1%
Total Kroger Costs	\$27,318,602	
RESIDENTIAL		
Acquisition	\$6,175,000	6%
Sitework	\$1,740,225	2%
Hard Construction Costs (includes 5.2% contingency)	\$65,346,123	60%
Professional Fee (including but not limited to A&E, testing, permits)	\$1,830,532	2%
Soft Costs (including but not limited to construction interest, legal fees, taxes)	\$3,465,063	3%
Developer Fee	\$2,470,633	2%
Total Residential Costs	\$81,027,575	
TOTAL USES	\$108,346,177	100%



Staff Recommendation



1) Authorize a resolution **designating Neighborhood Empowerment Zone No. 19** ("City of Dallas NEZ No. 19") **pursuant to Chapter 378** of the Texas Local Government Code

- Tax abatements can only be granted in certain designated areas under state law.
- Pursuant to Chapter 378 of the Texas Local Government Code, a NEZ must be created for at least one of the following purposes: creation and rehabilitation of affordable housing; economic development opportunities in the zone; or an increase in the quality of social services, education, or public safety provided to residents of the zone.
- Designation of the new NEZ No. 19 is an administrative step needed to facilitate the proposed tax abatement for this Project.

2) Authorize a **real property tax abatement agreement** for a period of **ten years** in an amount equal to the City's taxes assessed on **90% of the increased value** of the property currently located in City of Dallas NEZ No. 19 pursuant to the City's Public/Private Partnership Program

- The "increased value" of the Property is the amount of the difference between the real property appraised value as shown on the Dallas Central Appraisal District ("DCAD") tax rolls as of January 1, 2021, and the appraised value of the real property, including Improvements as shown on such tax rolls on January 1 of the year of calculation, as finally determined by DCAD



Staff Recommendation



- Pursuant to the City's Public/Private Partnership Program ("P/PPP") Guidelines & Criteria (effective for the period July 1, 2021 through June 30, 2022), the proposed Project is located in a non-target area.
- Minimum eligibility criteria for a project in a non-target area: create/retain 100 jobs or provide \$5 million investment. With a total Project cost of \$108 million, the proposed Project substantially exceeds the minimum eligibility criteria for a non-target area.
- Pursuant to P/PPP Guidelines, a real property tax abatement *up to* 50% for 10 years may be offered to a project. A real property tax abatement *higher than* 50% may be offered to a project that significantly advances the public purpose of economic development. Such a project is considered a "**Non-Conforming Project**" under P/PPP Guidelines.
- Therefore, staff's recommendation of a real property tax abatement of 90% for 10 years constitutes a "Non-Conforming Project."
- Under P/PPP Guidelines, a "Non-Conforming Project" in a non-target area requires a **¾ vote of City Council for approval**.

Public / Private Partnership Program Target Area Map



Staff Recommendation: Conditions



- Owner/Developer will invest and document a **minimum of \$80,000,000 in private improvements** in the Project, excluding site acquisition, but including off-site infrastructure, on-site preparation, building construction/finish-out/furnishings, site amenities, and professional fees
- Project will include a **minimum 434,000 square foot building** of which a **minimum of 75,000 square feet shall be the grocery store**
- Project will include a minimum of **375 residential units, of which 20% (75 units) shall be set aside for households earning 60% of the Area Median Family Income for a minimum period of 15 years** (although existing restrictive covenant running with the property requires 20% of units to be affordable at 60% AMFI in perpetuity) and the affordable units shall be identical finish-out and materials as market rate units, shall be dispersed pro-rata among unit type as defined by the number of bedrooms in the unit, shall not be fixed to specific unit numbers and shall not be segregated or concentrated in any one floor or area of the Project, but shall be dispersed throughout all of the residential portions of the Project
- **At least 10% of the Project's residential units must be set aside and leased to voucher holders** or abide by any amendments to Ordinance 30246 and Chapter 20A
- Owner/Developer will **obtain a building permit by August 31, 2022**; a foundation permit may constitute meeting the obligation of this requirement
- Construction of the Project, including associated public improvements/streetscape improvements, will be **substantially complete by September 30, 2025** as evidenced by letter of acceptance, certificate of completion, or similar documentation from the City



Staff Recommendation: Conditions



- The **proposed management entity** for the Project must be submitted at least three months prior to Project completion for review by the **Director** of the Office of Economic Development to consider acceptance
- Owner/Developer will execute a **20-year Operating and Maintenance Agreement** for all **non-standard public improvements**
- Owner/Developer will make a **good faith effort to comply with City's Business Inclusion and Development ("BID") goal of 32% participation by certified Minority/Women-owned Business Enterprises ("M/WBE")** for all **hard construction expenditures** of the Project and meet all reporting requirements
- Owner/Developer will submit to the Office of Economic Development **quarterly status reports** for ongoing work on the Project as well as public improvements
- Developer will construct the Project (public and private improvements) in **substantial conformance with the conceptual site plan and conceptual renderings approved by the City's Planning and Urban Design Department, addressing the comments provided by the Urban Design Peer Review Panel on May 29, 2020**; allowable minor modifications may include those required for compliance with development regulations



Staff Recommendation: Conditions



- For all permanent employment opportunities, Owner/Developer shall submit **a written plan describing how Owner/Developer or property management group will use and document best efforts to recruit and hire residents of the city of Dallas**. At a minimum, the written plan shall describe how local recruitment will be targeted through local advertisement, community outreach, local engagement, participation in local job fairs, and/or coordination with local hiring sources
- The Tax Abatement will not be available until the **Kroger store is open to the public and a minimum of 60% of the residential units are leased and occupied**. The availability of the tax abatement in any given year will depend on the commercial component of the Project continuously operating as a grocery store and the residential component maintaining a minimum occupancy of 60%
- Owner/Developer is required to submit an **Affirmative Fair Housing Marketing Plan** to the Office of Fair Housing (submitted and provided a notice of no opposition)
- Owner/Developer will meet all Chapter 312 Texas Tax Code reporting requirements, file an **annual exemption certification**, and will be **subject to recapture or liquidated damages in case of uncured default**
- **Director of the Office of Economic Development may authorize minor modifications** to the Project, including, but not limited to, adjustment in unit type, unit mix, set-aside duration, qualifying Area Median Family Income and **may authorize an extension of the Project deadlines up to 18 months** for reasons including, but not limited to, delays in City's Hall Street public improvement project



Next Steps



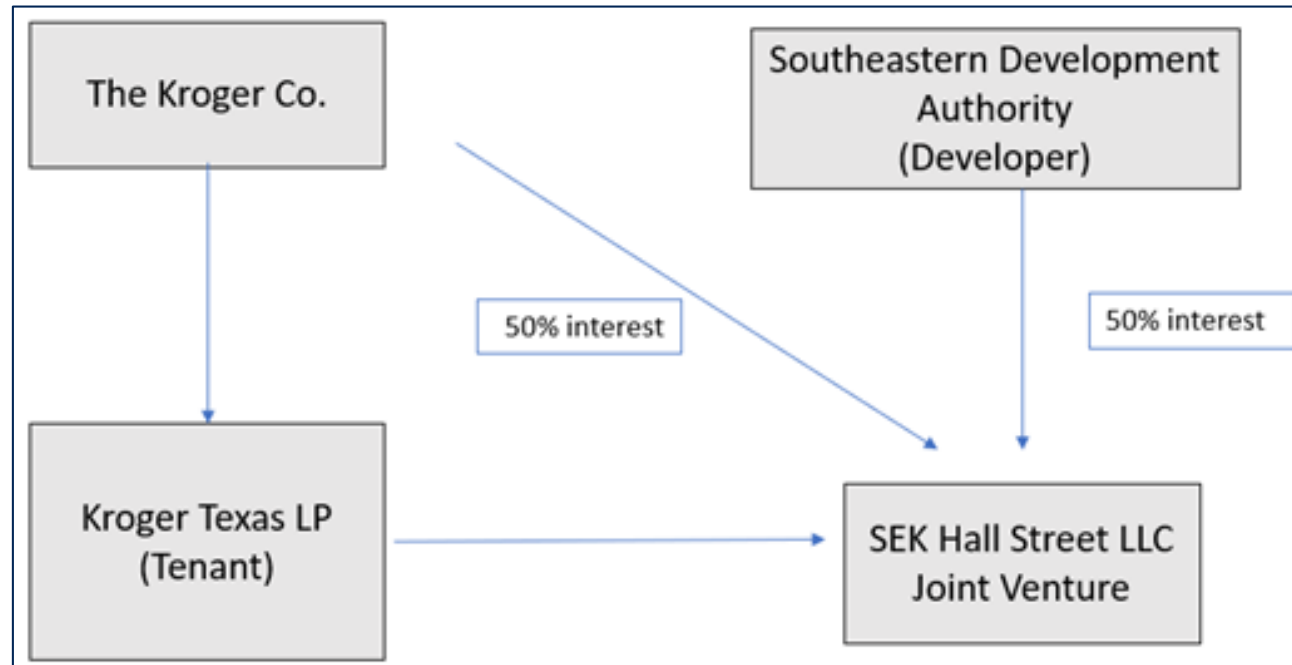
- An agenda item will be placed on the City Council voting agenda on October 13, 2021



Appendix



Appendix: Ownership and Developer Structure



- Property is owned by Kroger Texas L.P.
- SEK Hall Street LLC, a joint venture between Kroger (The Kroger Co.) and Southeastern (SE Hall Street Partners, LLC; "SEDA") will develop the Project ("Developer")
- Proposed tax abatement agreement will include the property owner as a party



Appendix: Development Team



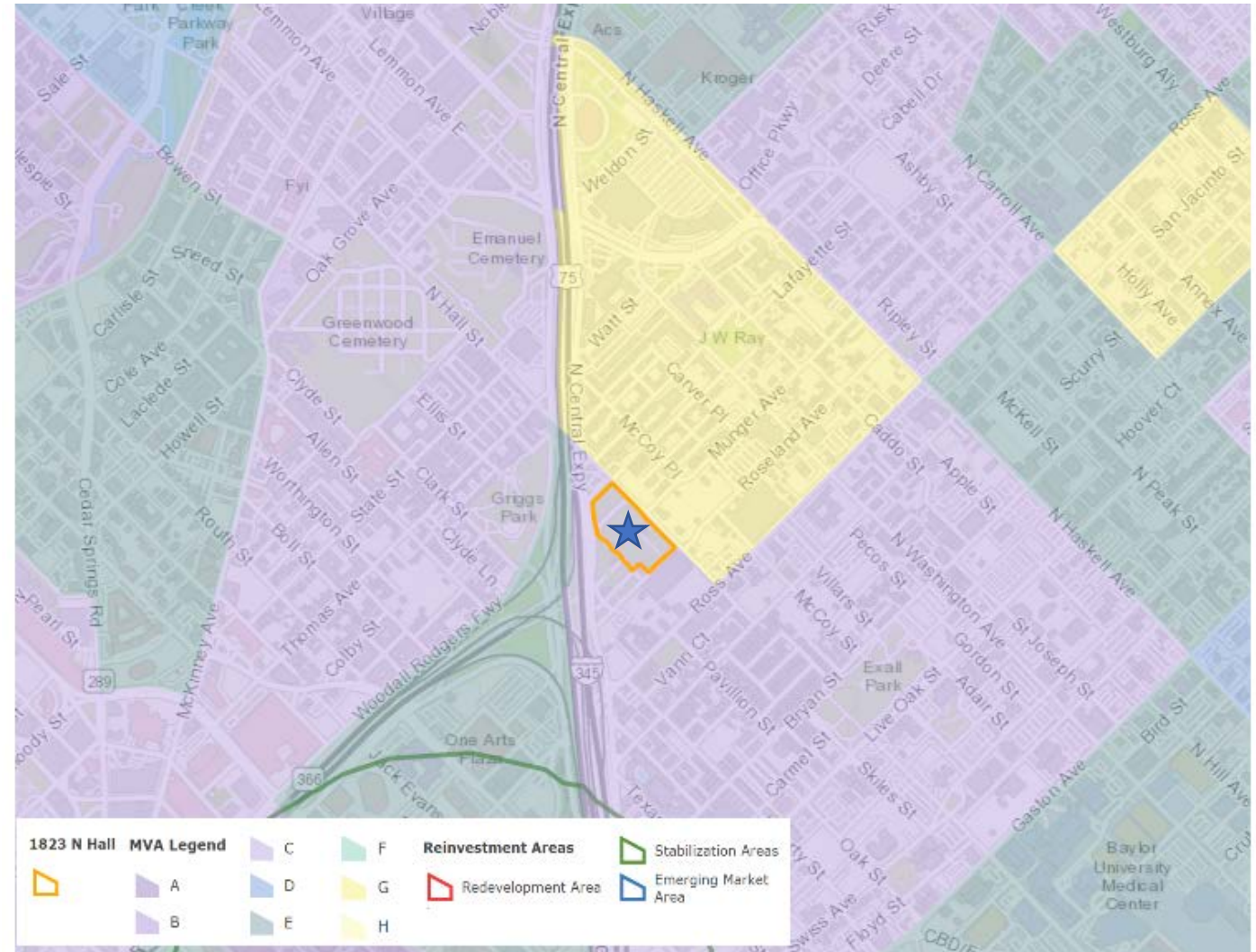
Role	Party Name
Developer	Southeastern (SEDA) and Kroger
Property Owner and Non-Residential Tenant	Kroger
Architect	O'Brien Architects
Civil Engineer	Winkelmann & Associates, Inc
General Contractor	CBG Building Company
Property Management	Village Green



Appendix: Market Value Analysis



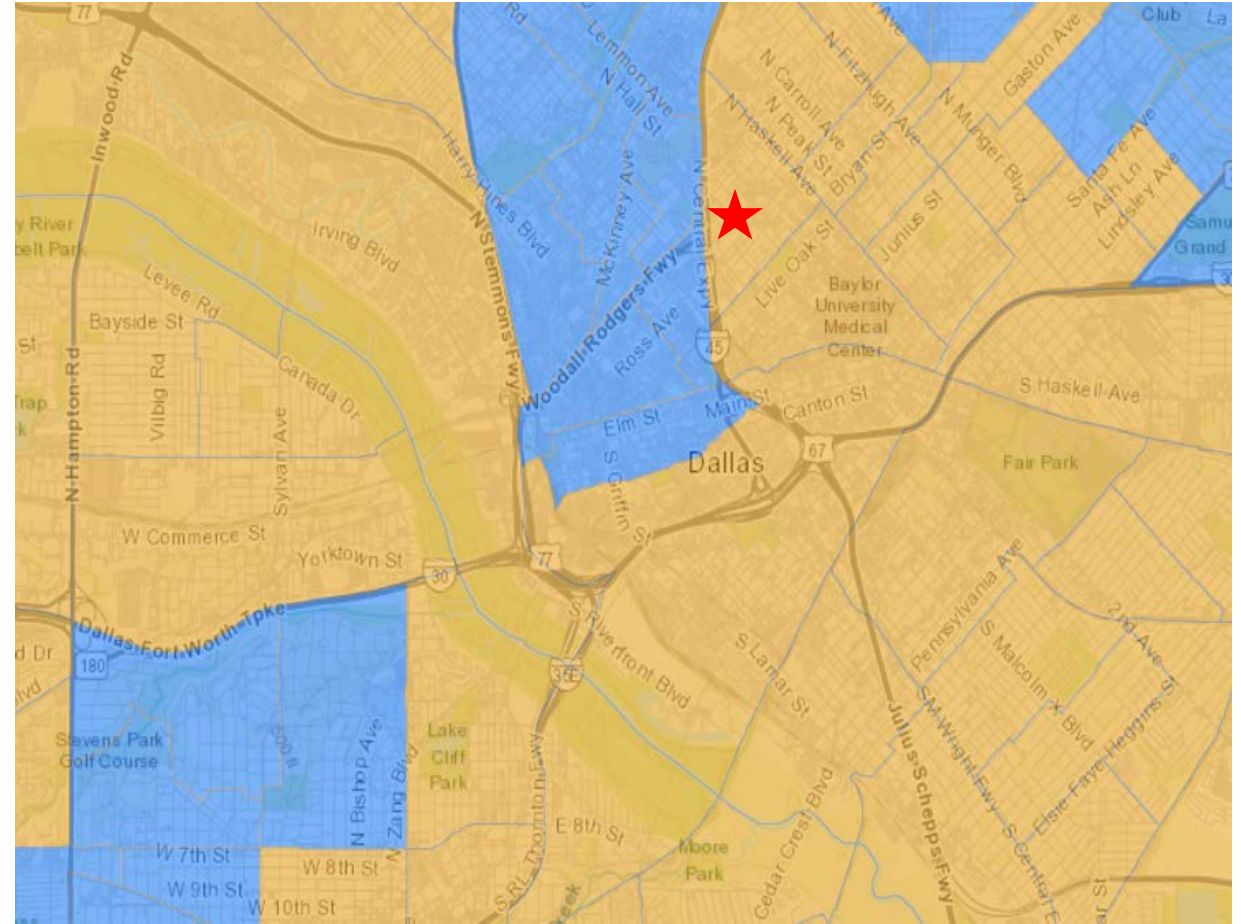
- Market Value Analysis (MVA) is a tool to assist residents and policy-makers to more precisely target intervention strategies in weak residential markets and support sustainable growth in stronger residential markets
- Project is located within market type C, reflecting a healthy residential real estate market and abuts market type G, reflecting a weak residential real estate market in Dallas
- Project will provide needed mixed-income housing and neighborhood grocery store



Appendix: High Opportunity Areas



- Project is located at the edge of a High Opportunity Area (depicted in blue color on the map)
- A High Opportunity Area within the city of Dallas is where the census tract has a poverty rate of 20% or below
- High Opportunity Areas often have attributes that, based on recent research, appear to have a positive effect on the economic mobility of residents



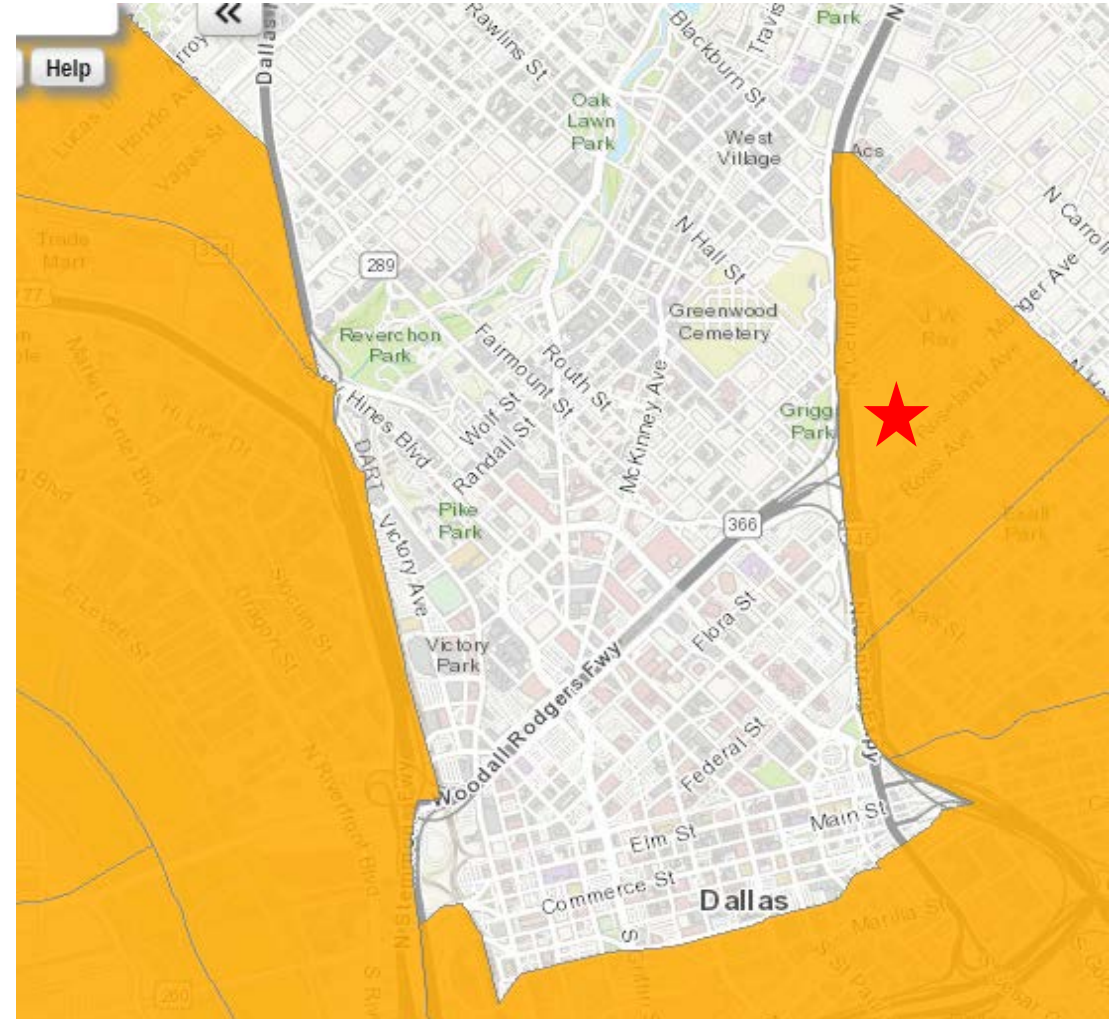
 High Opportunity Areas



Appendix: Food Access



According to the USDA Food Access Research Atlas, the Project is located at the edge of an area (depicted in yellow color on the map) characterized as a food desert (i.e. low-income census tract where more than 100 housing units do not have a vehicle and are more than ½ mile from the nearest supermarket)



Appendix: Income & Occupations Served



- 2021 Dallas AMFI for Family of 4: \$89,000
- 2021 Dallas AMFI for Single Member Household: \$62,300
- 2021 Income Limits Based on Household Size for units at 60% AMFI:

AMFI	1	2	3	4
60%	\$37,380	42,720	\$48,060	\$53,400

- Examples of occupations served:

Qualified Residents		
Occupation	Employer	Average Income
Custodian	UNT Dallas	\$28,300
Customer Service Agent	Dallas Police Department	\$28,592
Bus Driver	Paul Quinn College	\$29,796
Teaching Assistant	Dallas ISD	\$30,613
Nursing Assistant	VA North Texas Health Care System	\$32,156
Warehouse Associate	Amazon Fulfillment Center FTW1	\$34,000
Sales Representative	Allstate	\$35,568
Mail Carrier	United States Postal Service	\$38,410
Financial Clerk	Dallas ISD	\$41,207
Administrative Assistant	Methodist Charlton Medical Center	\$43,008
Plumbing Specialist	SSG Plumbing	\$45,175
Construction Worker	Bluecrew	\$45,250
Maintenance Technician	Dallas ISD	\$46,420
Entry-Level Accountant	Southwest Search	\$47,000
Financial Bookkeeper	TRS Staffing	\$47,500
Assistant Property Manager	Bell Partners	\$48,750



Appendix: Impact Analysis



- 10-year estimated value of abatement (foregone tax revenue): \$3,892,504
- Present value (PV) of abatement (discounted at 6%): \$2,837,867
- Estimated private investment: \$108,000,000
- Ratio of private investment to 10-year value of abatement: 28 to 1
- Ratio of private investment to PV value of abatement: 38 to 1
- Based on the **Project's fiscal impact** to the City over a **ten-year period**, the **net revenues to the City** is an estimated **\$2,799,813**
- Based on the **Project's fiscal impact** to the City over a **ten-year period**, the **present value** of net revenues to the City is an estimated **\$2,450,431**



Appendix: Underwriting



- Developer's amended incentive application requested a 100% real property tax abatement for 10 years and a 100% business personal property tax abatement for 5 years (estimated value \$4.3 million)
- National Development Council (NDC), under contract with the City, conducted independent underwriting of the incentive application
- Conclusions of independent underwriting:
 - **Development team:** highly qualified; experienced.
 - **Financial Capacity:** Kroger is a publicly traded company and the nation's largest grocer and would be considered by most financial institutions as a "credit tenant." The company has more than enough in cash and assets to cover any guarantees. Likewise, the two principals of SEDA have substantial cash and assets to cover any guarantees.
 - **Permanent debt capacity of Project:** Project could support \$79.3M in permanent debt with proposed City subsidy and, since projects seeking City of Dallas assistance are expected to maximize private sector debt, the \$79.3M loan amount was used in sizing the City subsidy.
 - **Appraisal and Market Study:** Applicant's assumptions are consistent with information presented.
 - **Cost estimates of Project:** costs are reasonable; total development costs rose during the analysis reflecting volatility in the construction materials market.
 - **Rationale for City subsidy based on Costs:** the affordable units are the main driver of the City subsidy (reduction in NOI causes below market returns).
 - **Rationale for City subsidy based on Returns:** With the proposed City subsidy, NDC concluded no undue enrichment of Applicant.



Appendix: Sources of Funding



Permanent Sources	Amount	Percent
Debt	\$79,319,991	73%
Owner Equity	\$29,026,186	27%
Total Uses	\$108,346,177	100%

- City subsidy based on the assumption that the Applicant will maximize debt capacity of the Project (~\$79.3 million)

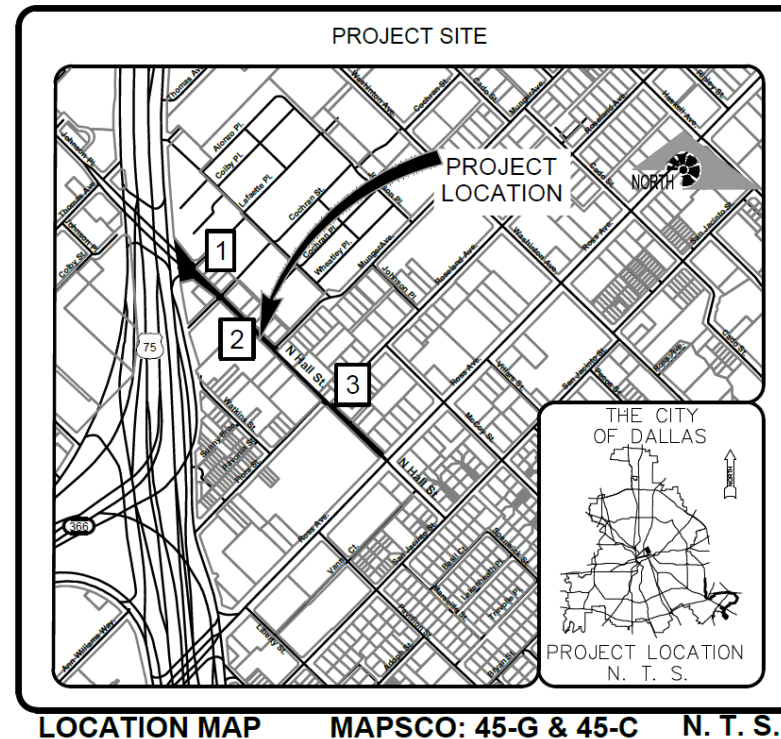


Appendix: Hall Street Improvement Project

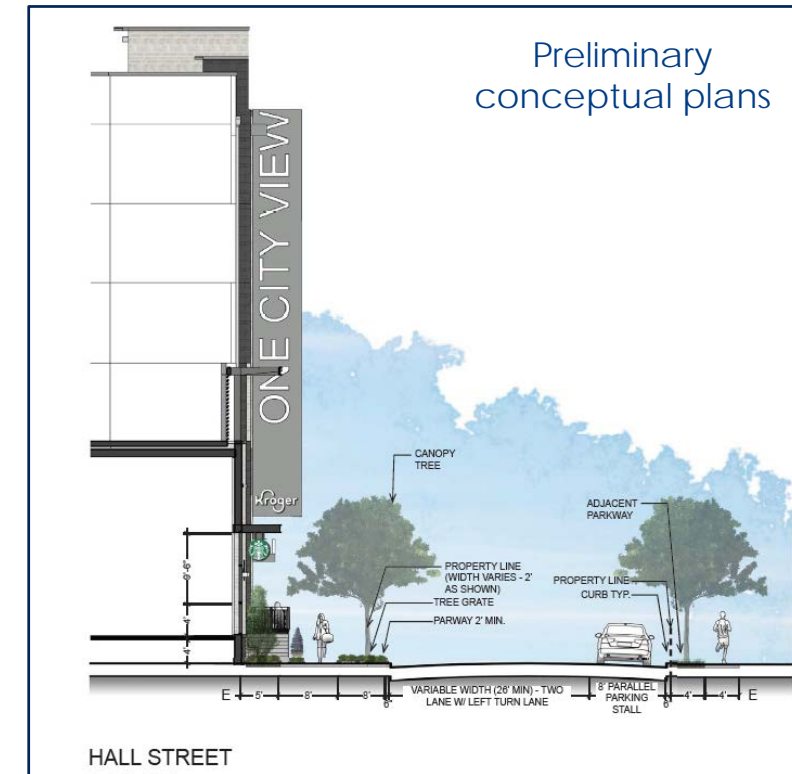


Separate and apart from this proposed Project, the City of Dallas (Public Works Dept and Bond Office) intends to coordinate Hall Street public infrastructure improvements between Ross Avenue and Cochran Street with Developer

- City bond project PB17V316-318; 2017 Bond Proposition A
- Improvements include replacing the existing deteriorating streets with reinforced concrete pavement, curb, gutter, sidewalk, driveway approaches, pavement marking, drainage system, and water and water improvements
- Scheduled for construction award by City Council on September 22, 2021
- Assignment of construction management to Developer is anticipated for improved coordination between the City bond project and the Developer's private development project



LOCATION MAP MAPSCO: 45-G & 45-C N. T. S.





One City View

A Mixed-Use and Mixed-Income Development Project

Economic Development Committee
September 21, 2021

Kevin Spath, AICP, HDFP, EDFP
Assistant Director
Office of Economic Development

