

**RECEIVED**

2021 DEC 30 PM 4: 22

CITY SECRETARY  
DALLAS, TEXAS

**City of Dallas**

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

**Public Notice**

**211106**

**POSTED** CITY SECRETARY  
DALLAS, TX



**Economic Development Committee**

**January 3, 2022**

**1:00 PM**

## **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 pistol 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/cityofdallastv](https://bit.ly/cityofdallastv).

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=e93bbae8922824c04861c7bc8cbf6bbcd>

### **Call to Order**

### **MINUTES**

1. 22-209 Approval of the November 1, 2021 Economic Development Committee Meeting Minutes

**Attachments:** Minutes

2. 22-210 Approval of the November 1, 2021 Special Called Economic Development Committee Meeting Minutes

**Attachments:** Minutes

### **BRIEFING ITEMS**

- A. 22-214 General Overview of Site-Selection Criteria for Supermarkets  
[Gary Huddleston, Grocery Industry Consultant, Texas Retailers Association]

**Attachments:** Presentation

- B. 22-213 Dallas International District: Strategic Planning Update for the Valley View - Galleria Area  
[Kevin Spath, Assistant Director, Office of Economic Development]

**Attachments:** Presentation

### **BRIEFING MEMORANDUMS**

- C. 22-211 Consideration of ordinance: 1) authorizing the Dallas County Tax Office to issue refunds to the respective owners (at the time of assessment payment) of 38 properties who were inadvertently levied 2019 and 2020 Deep Ellum Public Improvement District (DEPID) assessment and 2) the removal of said properties from the 2019 and 2020 DEPID assessment rolls attached to Resolution No. 19-1434 and Resolution No. 20-1359 as recorded by the City Secretary's Office  
[Jiroko Rosales, Assistant Director, Office of Economic Development]

**Attachments:** Memo  
Exhibit A

### **EXECUTIVE SESSION**

- D. Deliberate the offer of a financial or other incentive to a business prospect ("Project X") that the City seeks to locate/relocate within the City and with which the city is conducting economic development negotiations (Sec. 551.087 T.O.M.A.)  
[Heather Lepaske, Interim Assistant Director, Office of Economic Development]

### **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  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

---

**File #:** 22-209

**Item #:** 1.

---

Approval of the November 1, 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](http://www.dallascityhall.com). Recordings may be reviewed/copied by contacting the Economic Development Committee Coordinator at 214-671-8958

**Meeting Date:** November 1, 2021

**Convened:** 1:01p.m.

**Adjourned:** 2:53 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:**

Cara Mendelsohn

**Presenters:**

Dr. Eric Johnson, Chief Eco. Dev. & Neighborhood Services  
Robin Bentley, Director, Office of Economic Development  
Kevin Spath, Assistant Director, Office of Economic Development  
Heather Lepeska, Assistant Director, Office of Economic Development  
Julian Ryan, Director, Planning and Urban Design  
Tracye McDaniel, Present, TIP Strategies  
Jennifer Todd-Goynes, Senior Consultant, TIP Strategies  
Elisa Gouveia Waldrup, Assistant Director, ITS

## AGENDA

Call to Order (1:01 p.m.)

**1. Approval of the October 4, 2021 Meeting Minutes**

**Presenter(s):** Tennell Atkins, Chair

**Action Taken/Committees):** A motion was made to approve the minutes for the, October 4, 2021 Economic Development Committee meeting.

Motion made by: Chad West	Motion seconded by: Gay Willis
Item passed unanimously: X	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

**2. Economic Development Entity: Organizational Formation**

**Presenter(s):** Tracye McDaniel, President, TIP Strategies; Jennifer Todd-G0ynes, Senior Consultant, TIP Strategies

**Actin 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. 1,000 Unit Affordable Housing Challenge Update: Memorandum of Understanding between City of Dallas and DART**

**Presenter(s):** Julian Ryan, Director, Planning and Urban Design

**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. Authorize a resolution nominating medical clinics to be embedded in Dallas Wa,grees locations by VillageMD as a Texas Enterprise Zone**

**Presenter(s):** Heather Lepeska, 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:

**5. Call a Public Hearing Regarding Amendments to the Grand Park South Tax Increment Financing (TIF) District**

**Presenter(s):** Kevin Spath, 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:

**6. Call a Public Hearing Regarding Amendments to the Mall Area Redevelopment Tax Increment Financing (IF) District**

**Presenter(s):** Kevin Spath, 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:

**7 Authorize 1) a Chapter 380 Economic Development grant agreement in an amount not to exceed \$250,000.00 associated with workforce development and job creation, and 2) nomination as a Texas Enterprise Zone, both with CBRE, Inc**

**Presenter(s):** Heather Lepeska, 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:

Adjourn ( 2:53 p.m.)

**APPROVED BY:**

**ATTESTED BY:**

**Tennell Atkins, Chair**  
**Economic Development Committee**

**Tenna Kirk, Coordinator**  
**Economic Development Committee**



# City of Dallas

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

## Agenda Information Sheet

---

**File #:** 22-210

**Item #:** 2.

---

Approval of the November 1, 2021 Special Called Economic Development Committee Meeting Minutes

# Special Called Economic Development Meeting Record

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

**Meeting Date:** November 1, 2021

**Convened:** 3:15 p.m.

**Adjourned:** 4:50 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:**

**Presenter(s)**

Dr. Eric A. Johnson, Chief of Economic Development and  
Neighborhood Services'  
Robin Bentley, Director, Office of Economic Development  
Kimberly Bizer Tolbert, Chief of Staff, City Manager's Office  
David Williams, Chief Operations Manager, City Refuge  
Terry Lawery, Director, Dallas Water Utilities  
Tammy Palomino, City Attorney's Office///

Call to Order (3:15 p.m.)

**1. Proposed Lease Agreement with Refuge City of Dallas, Inc.**

**Presenter(s):** Kimberly Bizer Tolbert, Chief of Staff, City Managers Office, Dr. Eric A Johnson, Chief of Economic Development and Neighborhood Services, Robin Bentley, Director, Office of Economic Development

**Action Taken/Committee Recommendation(s):** A motion was made to move forward with the item 4 to 2 vote

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 ( 4:50p.m.)

**APPROVED BY:**

**ATTESTED BY:**

**Tennell Atkins, Chair**  
**Economic Development Committee**

**Tenna Kirk, Coordinator**  
**Economic Development Committee**



# City of Dallas

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

## Agenda Information Sheet

---

**File #:** 22-214

**Item #:** A.

---

General Overview of Site-Selection Criteria for Supermarkets  
[Gary Huddleston, Grocery Industry Consultant, Texas Retailers Association]

# TEXAS RETAILERS ASSOCIATION

---

THE VOICE OF TEXAS RETAIL



# Retailers in Dallas, TX

---

Albertson's

Tom Thumb

Kroger

Walmart

H.E.B. and Central Market

Target

Cost Saver

Dollar General

El Rancho Supermarkets

Fiesta Mart

Foodland

Super Mercado

WinCo Foods

Whole Foods

# Grocery Impact In Texas

---

- Over 600,000 employees
- Annual wages: Almost \$27 billion
- Taxes paid in Texas: over \$13 billion

# Example: 60,000 sq ft Supermarket

---

- Requires 5-7 acres of land
- Parking requirement: two spaces/100 sq.ft. 300 spots
- Construction Building: \$8.1 million
- Fixture/refrigeration/scanners: costs: \$5 million
- Site work: \$2 million
- Starting inventory: \$200,000-\$300,000
- Permit fees for site work: \$100,000
- Impact fees to City: \$200,000
- Permit fees for site: \$100,000
- Sign fee: \$500
- Landscaping costs: civil plans and testing \$250,000
- Zoning specialist/attorney costs: \$200,000
- Special architectural costs: \$225,000

# Grocery Stores Pay Taxes

---

On an ongoing basis, store would pay taxes:

- Property Taxes
- Personal Property Taxes
- Inventory Taxes
- Unemployment Taxes
- Social Security/Medicare taxes for employees

# Thank you!

---



**TEXAS RETAILERS**  
A S S O C I A T I O N

Contact Us:  
[www.txretailers.org](http://www.txretailers.org)  
Ph. 512-472-8261  
@TexasRetailers



# City of Dallas

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

## Agenda Information Sheet

---

**File #:** 22-213

**Item #:** B.

---

Dallas International District: Strategic Planning Update for the Valley View - Galleria Area  
[Kevin Spath, Assistant Director, Office of Economic Development]



**City of Dallas**

# Dallas International District

Strategic Planning Update for the Valley View-Galleria area

## Economic Development Committee

January 3, 2022

Kevin Spath, Assistant Director  
Office of Economic Development

Suzanne Smith, MBA  
CEO, Social Impact Architects  
Adjunct Assistant Professor, UTA

Brett Wilkinson, Managing Director  
Office of Government Affairs

Beth Huddleston, Chief of Protocol & International Relations  
Office of the Mayor

# Presentation Overview



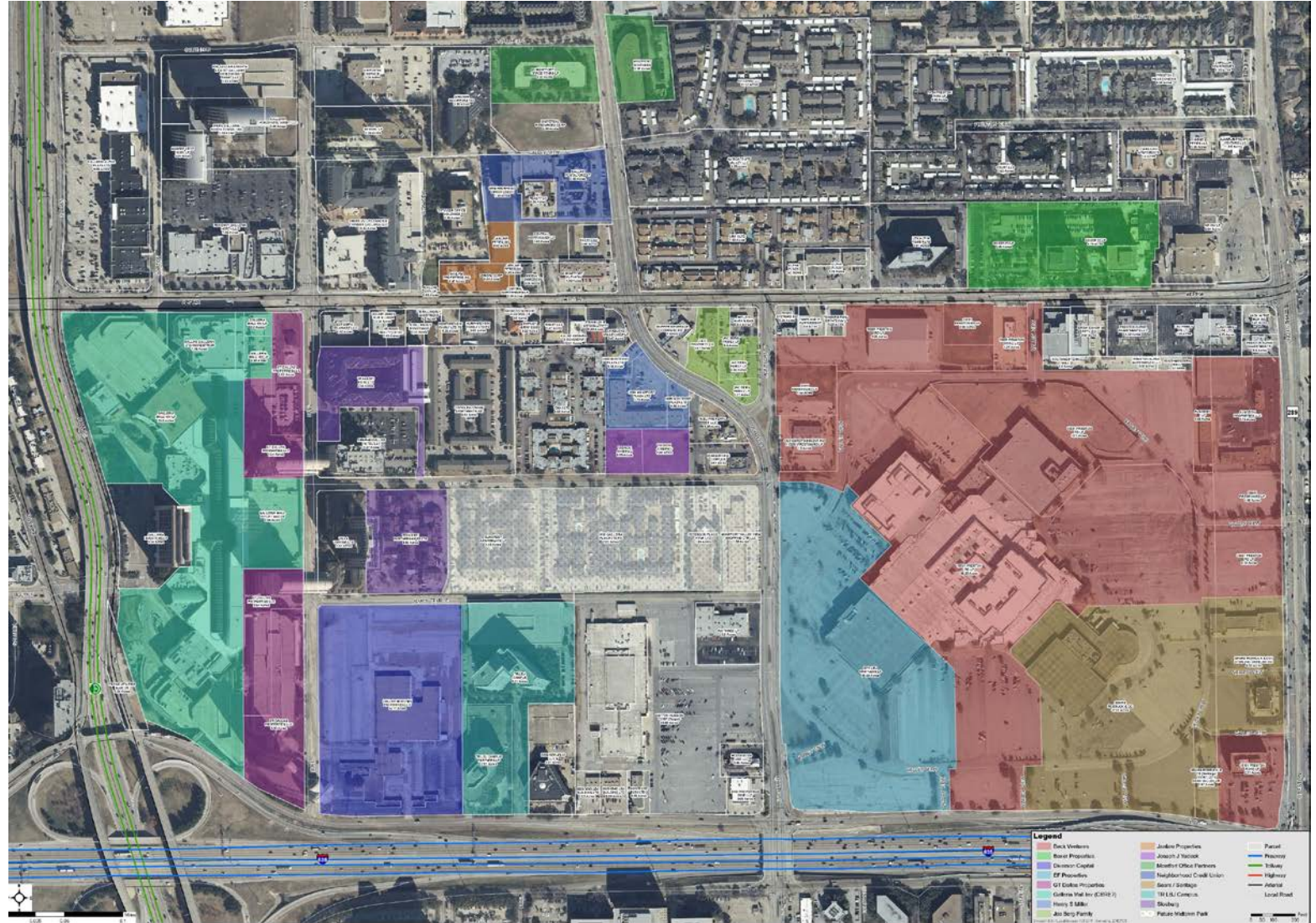
- Introduction
- Background
- Update
- Next Steps



# Background: Valley View-Galleria area



- Coming out of the Great Recession, the Valley View-Galleria area became a high priority for City Council (citywide “megasite” redevelopment opportunity in FY 2011-12 City Council Strategic Plan)
- Key growth area in City’s previous Economic Development Strategic Plan and in *forwardDallas!* Comprehensive Plan
- From 2011 to 2013, a public-private partnership was forged among the City, the North Dallas Chamber of Commerce, and many other area stakeholders, including property and business owners. The partnership resulted in a process to develop an area planning study in 2012-13



# Background: Valley View-Galleria Area Plan



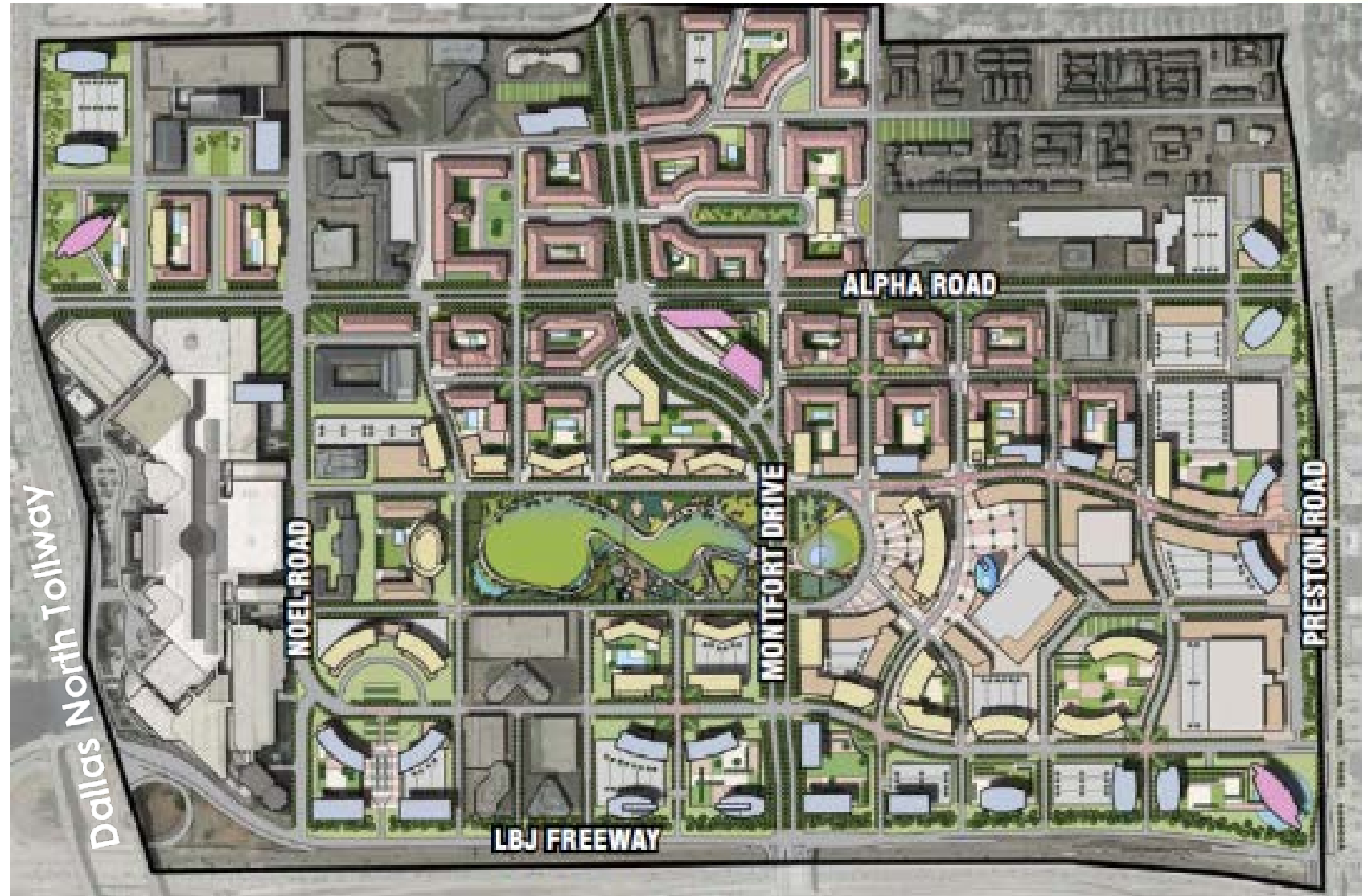
- Adopted by City Council in **May 2013**, the **Valley View-Galleria Area Plan (Area Plan)** resulted in the creation of a **unified vision and implementation plan** for the **redevelopment and economic growth of approximately 440 acres**
- Area Plan established a **comprehensive vision to guide future private investment, economic development, and public infrastructure investments** in a coordinated fashion towards optimal tax base, quality of life, and accessibility
- **Adopted illustrative vision** for the area (as shown next on Slide 5) is of a **mixed-use neighborhood (high density and pedestrian friendly)** that is: (1) **anchored by a large central park**; (2) **supported by vibrant retail uses, office uses, entertainment uses, and mixed housing choices**; (3) **connected by an integrated network of walkable streets and open spaces**, and (4) **eventually linked to the Dallas Area Rapid Transit (DART) light rail network**
- **Two key opportunities** identified in the Area Plan are: (1) **to break down the super blocks into pedestrian-scale developable parcels** in order to provide a **more walkable urban fabric**, and (2) **to provide a community-scale central park with the potential to serve as a regional destination that will also support local residents, workers, and visitors, making up for a severe lack of open space in the area**



# Background: Valley View-Galleria Area Plan



Illustrative Vision for  
the Valley View –  
Galleria Area



Dallas North Tollway



# Background: PD 887

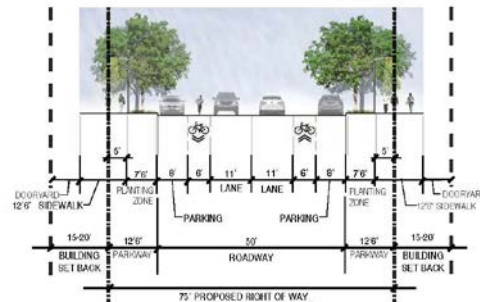
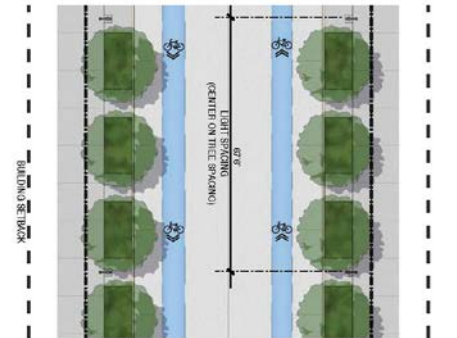


- Area Plan also served as the basis for the City to proactively undertake an **area-wide form-based rezoning** to ensure a sound regulatory framework to encourage economic development consistent with the vision.
- In **June 2013**, City Council authorized establishment of the Valley View-Galleria Special Purpose Zoning District and changed the zoning classification of approximately 445 acres of property to the **Valley View-Galleria Special Purpose Zoning District (PD 887)**



LEGEND:  
 - STUDY AREA BOUNDARY  
 - PROPOSED AMENDMENT TO THOROUGHFARE PLAN  
 - FRONTAGE ROAD  
 - CONCEPTUAL MINOR STREETS, DEVELOPMENT DRIVEN\*

\* THESE MINOR STREETS ARE CONCEPTUAL AND INTENDED ONLY TO ILLUSTRATE DESIRED CONNECTIVITY FOR NEW STREETS. ALTERNATIVE ALIGNMENTS MAY BE APPROVED BY THE DIRECTOR OF PUBLIC WORKS IF THEY PROVIDE EQUIVALENT CONNECTIVITY AND COMPLY WITH THE PROVISIONS OF SECTION 51P-887.115 (STREET STANDARDS) AND SECTION 51A-13.502 (NEW MINOR STREETS).

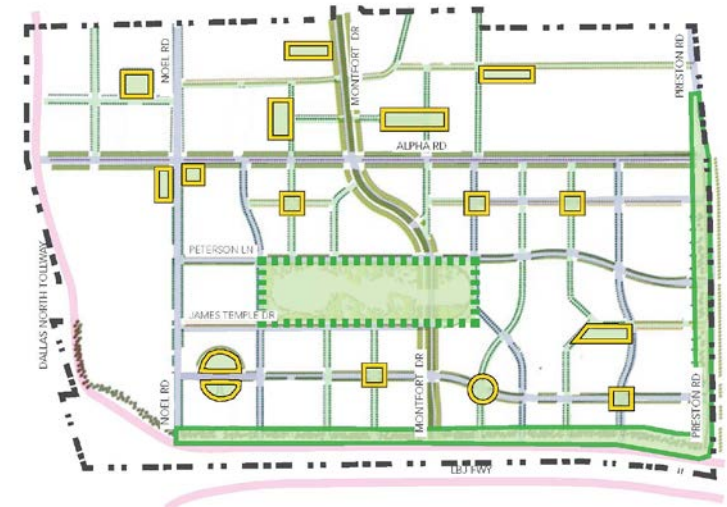


REFERENCE THE VALLEY VIEW - GALLERIA AREA PLAN FOR GUIDANCE ON TREE PLANTING SPECIES.

TYPICAL STREET TYPE C

EXHIBIT 887C  
STREETS PLAN

C. 12  
MAY 15, 2013



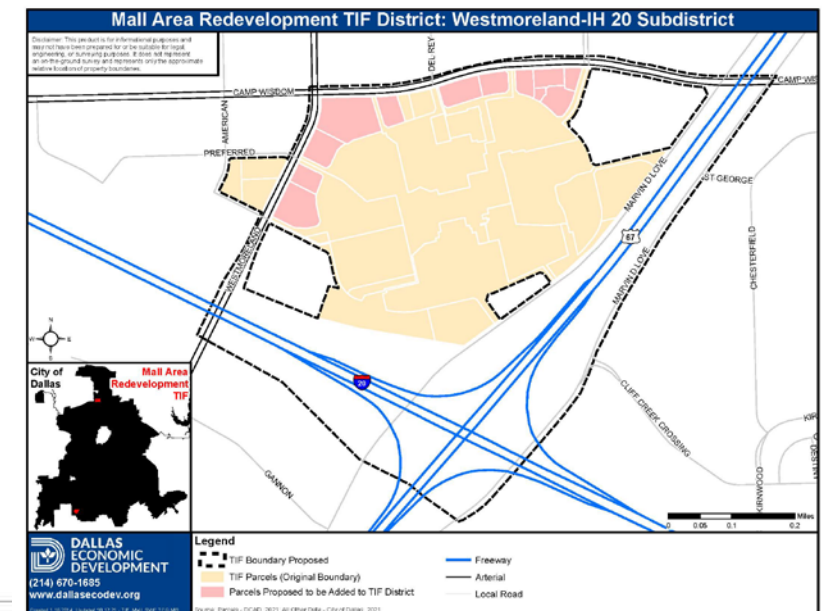
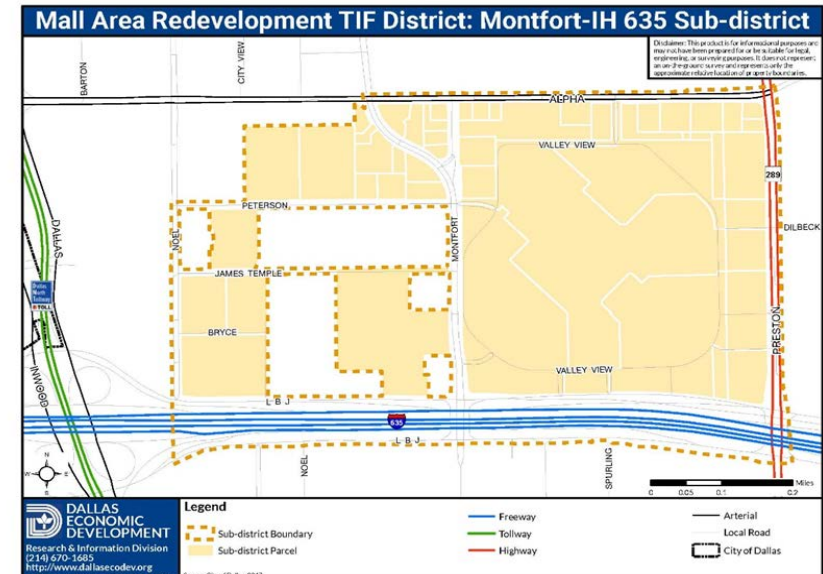
LEGEND:  
 - STUDY AREA BOUNDARY  
 - MIDTOWN COMMONS  
 - BLOCK PARK FRAMEWORK  
 - GREEN FRAME



# Background: Mall Area Redevelopment TIF District



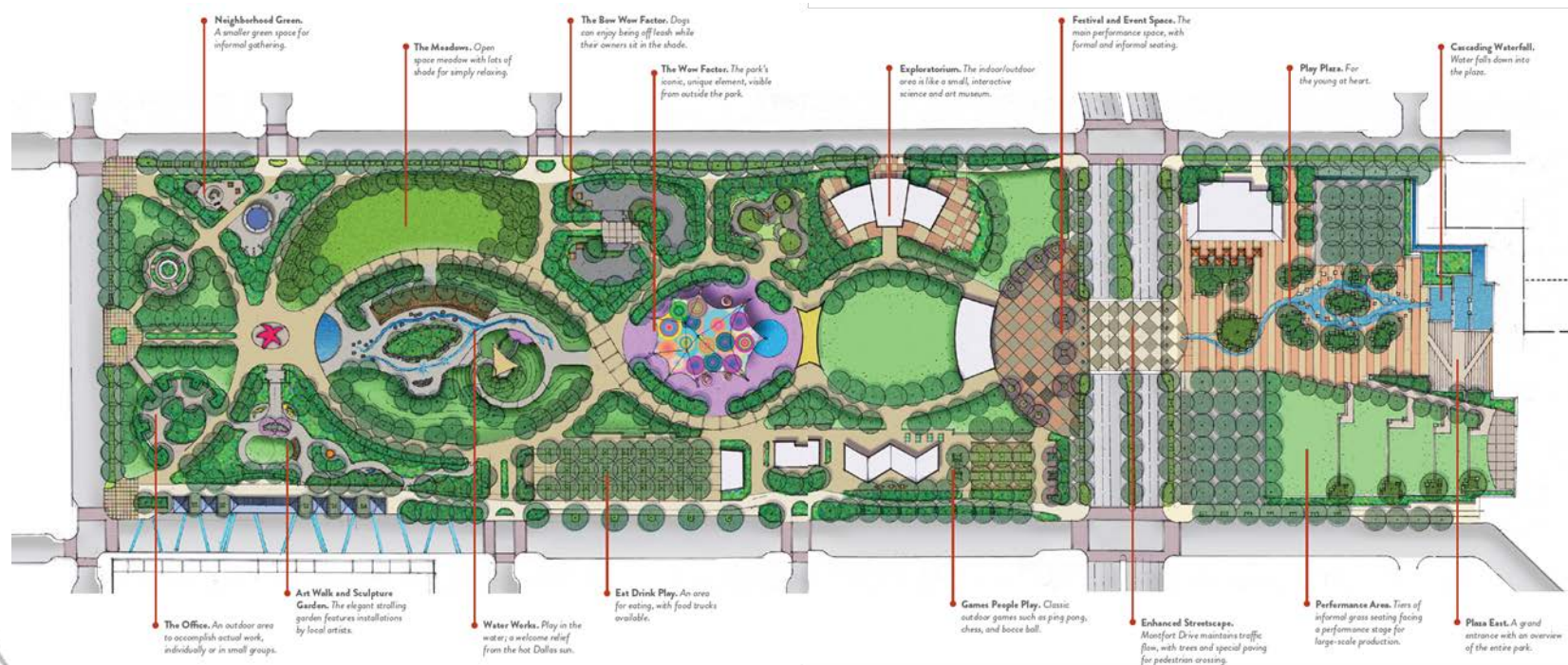
- In May 2014, City Council authorized the designation of Tax Increment Reinvestment Zone Number 20 (**Mall Area Redevelopment TIF District**)
- In June 2015, City Council authorized the Mall Area Redevelopment TIF District Project Plan and Reinvestment Zone Financing Plan (**TIF Plan**)
- Two non-contiguous sub-districts: **Montfort-IH 635 Sub-District** and **Westmoreland-IH 20 Sub-District**
- TIF Plan for Montfort-IH 635 Sub-District: **public infrastructure improvements, economic development grants, and land assembly for central public open space**, which is intended to stimulate private investment and development in the area to occur earlier, to a higher quality, to a greater density, and with more public benefits than would occur solely through private investment in the reasonably foreseeable future
- 10% of the tax increment generated in Montfort-IH 635 Sub-District is annually transferred to Westmoreland-IH 20 Sub-District



# Background: Park



- In September 2016, City's **Park and Recreation Board** was briefed on the inclusive and iconic central park envisioned in the Area Plan. **MIG**, a national expert in park design, conceived a **conceptual master plan** that helped to inform the development of the City's 2017 bond program.
- In November 2017, Dallas voters approved a \$1.05 billion general obligation bond program, of which **\$6 million was included in Proposition B (Park proposition)** specifically for the central park in the Valley View-Galleria area (conditioned upon \$6 million match of private grants or donations)



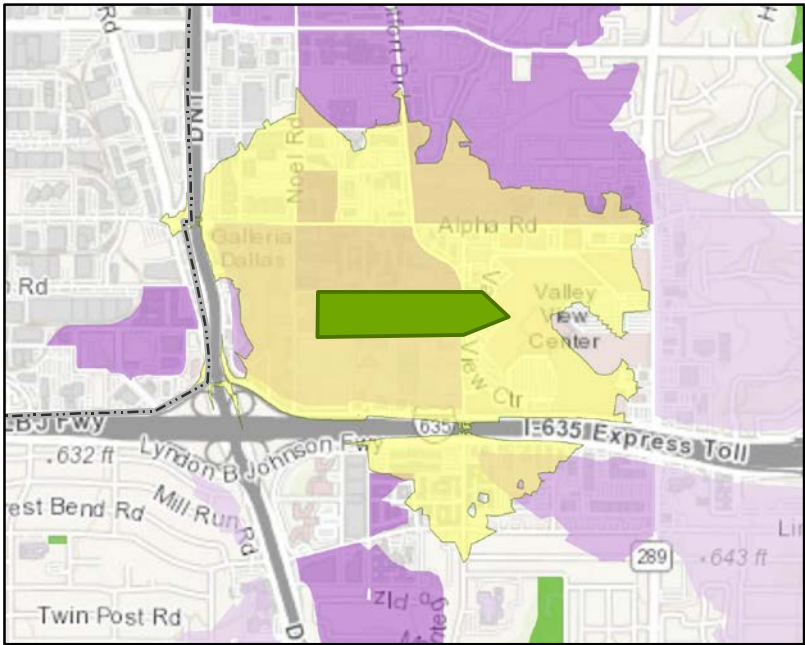
# Background: Park



The North Dallas area – which includes the Valley View-Galleria area – has had a historically low percentage of parks within a 10-minute walk. The inclusion of a 20-acre park within this area would bring the neighborhood and surrounding communities in line with the city’s overall goal of “every resident having a park or open space within a 10-minute walk of their home.” This was true in 2010 and continues to be true in 2021.

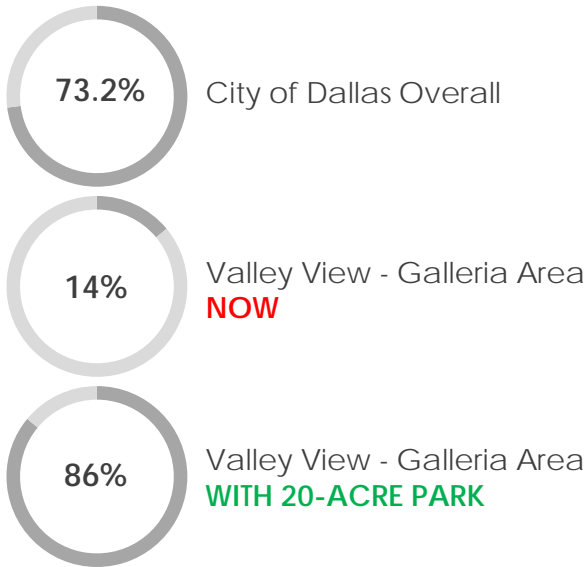
*"I have endorsed the vision that everyone should have a park or open space within a 10-minute walk of home."*

— Mayor Eric Johnson



## Access to Parks

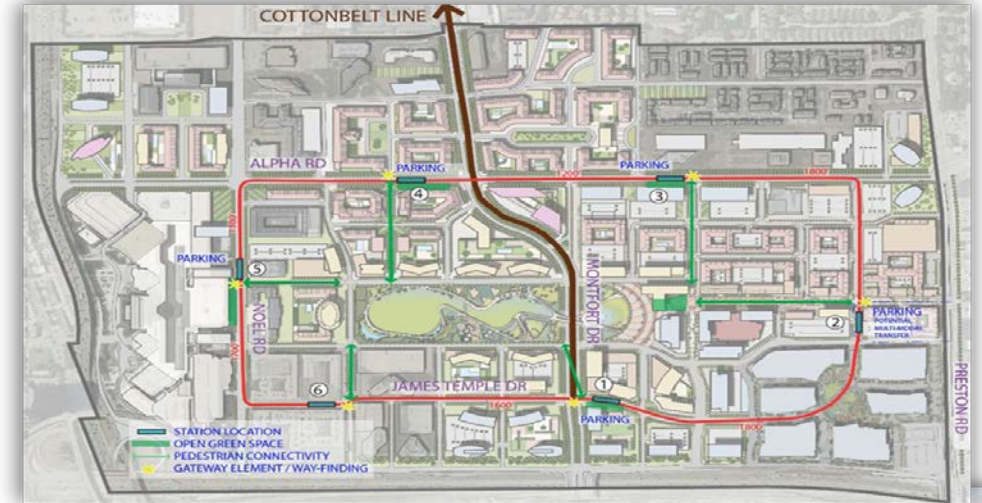
(within a 10-minute walk of a park)



# Background: Automated Transportation System



- April 2014 and April 2019: Regional Transportation Council (RTC) authorized the programming of Surface Transportation Block Grant Program funds to support a people-mover test track, also known as an automated transportation system (ATS)
- May 2014 and November 2020: NCTCOG Executive Board authorized the receipt of Surface Transportation Block Grant Program funds for a people-mover test track, also known as an ATS
- 2016: NCTCOG's Last Mile Transit Connections Study
- September 2019: NCTCOG's Dallas Midtown Automated Transportation System and Shared Parking Feasibility Study
- November 2020: RTC authorized \$10 million in funds for implementation of ATS pilot in Dallas Midtown area (possible future implementation after completion of the ATS Guidelines Study described below)
- April 2021: NCTCOG Executive Board authorized \$850,000 consultant contract with Lea+Elliott, Inc. to develop performance guidelines for an automated transportation system (ATS Guidelines Study)



# Background: Progress



While COVID-19 has slowed some efforts, recent progress in the area includes:

- 3 new apartment developments (**954 units**) and a dual-branded **256-key hotel** (AC Hotel and Residence Inn by Marriott) **completed in past 3 years**
- **398-unit apartment development currently under construction**
- In 2019, most of the old **Valley View mall** was **environmentally remediated and demolished**
- In September 2019, **City Plan Commission authorized a hearing to re-open PD 887, the Valley View-Galleria Special Purpose District** to consider zoning modifications to more effectively accommodate implementation of the Area Plan (including park/open space, shared parking, thoroughfares, automated transportation, etc.)
- In November 2020, voters approved a DISD bond package, including **\$75 million to build a new preK-12 vertically integrated choice school** in North Dallas. DISD is actively evaluating sites in the area
- In April 2021, City Council authorized the **acquisition of 5580 Peterson (The Prism property)** for \$5.65 million (the first of 5 parcels needed by the City to assemble the **future central park**). The transaction closed in May 2021.
- In June 2021, City Council authorized a \$4.5 million **construction contract for the Montfort Drive complete street project** (from LBJ to Alpha) to reduce vehicular travel lanes from 6 to 4, including public improvements (pavement, stormwater, water, wastewater, sidewalks, buffered bike lanes, lighting, traffic signals, speed control treatments, and pedestrian enhancements). Completion is anticipated by end of 2022
- The 3 primary owners/developers of the former Valley View mall site are now coordinating on the construction of an **off-site wastewater improvement** required to provide the necessary capacity to serve future development. Completion is anticipated Spring 2022



# Update: Public Spaces Strategic Plan



In January 2021, Social Impact Architects was hired to review existing plans, collect feedback, and update them to develop a unified strategic plan for the Valley View-Galleria area.

Social Impact Architects conducted due diligence in two primary ways: (1) through secondary research on economic and community development best practices in global cities as well as Dallas-specific data, and (2) through primary research with a variety of community stakeholders. **The goal was to test assumptions from past conceptual plans as well as evolve them to support a data-driven, action-oriented, & inclusive vision for the area consistent with the Community Transformation Action Roadmap authored in August 2020 by the City's Chief of Economic Development and Neighborhood Services.**

The following groups were interviewed and surveyed through primary research:

- Original stakeholders in the past concepts;
- Experts in economic development and community development;
- Developers and business owners;
- Visitors (first-time and repeat)
- International chambers and other groups;
- Arts & culture leaders; and
- Direct community residents.

All totaled, **over 400 stakeholders shared their views and influenced the resulting recommendations, including over 100 residents of the Valley-View Galleria area.**

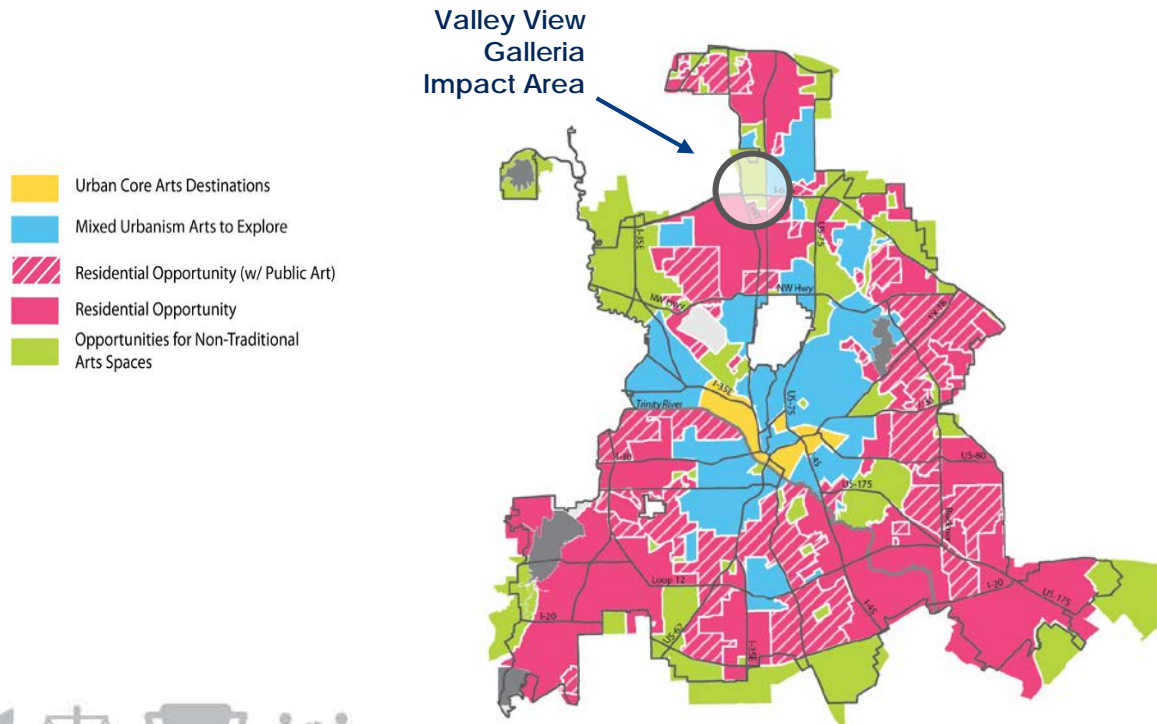
As a next step, **we will be developing a comprehensive roadmap with milestones and responsible parties.**



# Update: Dallas as an Arts Ecosystem



In 2018, the City of Dallas adopted a game-changing Cultural Plan. Dallas residents are committed to a vibrant cultural life citywide. To accomplish this, the plan mapped the entire city and divided it based on key criteria into 4 different typologies. The Valley View-Galleria area is located in GREEN (Opportunities for Arts in Non-Traditional Spaces), but the larger impact area also includes PINK (Residential Opportunities for Arts) and BLUE (Mixed Urbanism Arts to Explore). To that end, the strategic plan will include additional goals to support the Cultural Plan, including arts and culture space at the Prism Center. **We have already convened arts and culture leaders to assist with this implementation effort under the guidance of Jennifer Scripps & Cultural Affairs Commissioner Weinstein.**



## GREEN

### (Opportunities for Arts in Non-Traditional Spaces):

- Includes neighborhoods with apartment complexes
- Generally, these citizens have little access to art in public spaces or natural community venues.

## BLUE

### (Mixed Urbanism Arts to Explore):

- Includes a variety of land uses
- Generally, these citizens have access to cultural assets, dedicated arts venues and cultural performances.

## PINK

### (Residential Opportunities for Arts):

- Includes mostly single-family residential
- Generally, these citizens have limited access to dedicated arts venues and fewer public art experiences.

Source: City of Dallas Cultural Plan, 2018



# Update: Dallas as a Sustainable Smart City



In 2019, the City of Dallas adopted a comprehensive and forward-thinking environmental roadmap called the **Comprehensive Environmental & Climate Action Plan (CECAP)**. To accomplish this, staff have already built out an impressive 2-year work plan that was consulted for eco-friendly strategies within the Valley View-Galleria area. The strategic plan will include actions mapped directly to CECAP goals. **We have begun to convene staff as well as environmental & smart innovation experts to help guide our implementation.**

## Relevant CECAP Goals & Actions for VV-G Strategic Plan

- **GOAL 1/B1:** Conduct energy assessment of Prism Center & produce recommended actions
- **GOAL 1/B3:** Support educational programs for building owners and tenants about energy efficiency at Prism Center
- **GOAL 1/B13:** Consider greening factor requirements for new developments within PD review
- **GOAL 2/E:** Leverage existing streetscape changes at Montfort and Alpha to use and support smart cities strategies and convert all traffic lights and streetlights to LEDs
- **GOAL 3:** Encourage NTCOG pilot project and possible biking lanes to support greater access to sustainable, affordable transportation options
- **GOAL 4:** Influence park activities and planning to support zero-waste goal
- **GOAL 5:** Ensure park effectively manages water conservation through drought-tolerant planting, a rainwater recycling system and an effective storm drainage system
- **GOAL 6:** Increase access to green space and serve as an innovation lab for new practices (e.g., green walls, better concrete) to reduce impact of urban heat island
- **GOAL 7:** Study how park plans could facilitate greater access to healthy, local food
- **GOAL 8:** Implement a non-regulatory air monitoring system with DISD



Credit: Justin Terveen

*"Dallas is a healthy, safe and economically vibrant city. But to be a truly resilient city, Dallas must prepare for the effects of climate change. I want Dallas to continue to be a leader in efforts to reduce emissions and improve our air quality. Through our collective efforts and a focus on common-sense, data-driven solutions, we can ensure that our great city continues to thrive in the decades to come."*

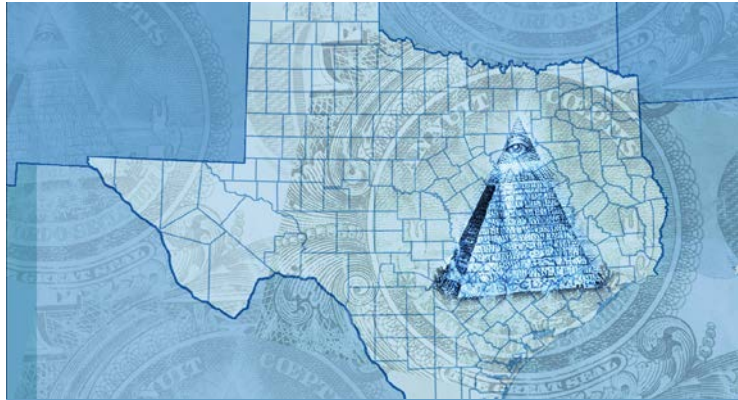
– Mayor Eric Johnson



# Update: Dallas at a Tipping Point



In the last decade, Dallas has been identified as vital to the Texas Triangle. **Dallas has a unique opportunity in the Valley View-Galleria area, which is one of the City's Transformative Development Projects, to leverage its assets and create a once-in-a-generation investment in "inclusive placemaking."** This bet will not only pay off in bringing corporate headquarters to Dallas, but also continue to attract tourists to all parts of Dallas.



The Triangle comprises only 35 of Texas's 254 counties. Currently, 18 million people live in those 35 counties — 66% of the state's population. In 2030, it is projected to have more than 21 million residents. It is also home to 53 of Texas' 54 Fortune 500 companies and 7 of Texas' 10 largest universities.

*"The Texas Triangle is emerging as a truly distinctive geographic unit, quite different from the state's own historical experience and unlike other American megaregions. It represents a model for how to accommodate rapid population growth and high ethnic diversity while sustaining economic dynamism and keeping middle-class lifestyles more in reach than they are in most other places."*

J.H. Cullum Clark  
Director, SMU Economic Growth Initiative  
May 2021



*It's time to assert ourselves more aggressively. Dallas is the economic engine of this region."*

Mayor Eric Johnson  
December 2021

*"For Dallas to reach its full economic potential, to foster social and economic growth for all and to meet the challenges ahead, we must focus our efforts on initiatives that are aligned, creative, progressive and adaptable."*

Dr. Eric Anthony Johnson  
Chief of Economic Development,  
Housing, and Neighborhood Services  
City of Dallas  
August 2020



# Update: Dallas as a Global Destination



Dallas has had a long history of support around efforts to establish itself as a global city. There is momentum around transforming Dallas into an “international city.” To that end, the strategic plan included interviews with international groups and will include additional goals towards enriching Dallas as a global business community. **We have been working with Beth Huddleston, Chief of Protocol & International Relations; the World Affairs Council; and VisitDallas to guide this implementation effort.**



“Cities are only part of a toolkit through which men accomplish their goals and plans. ...It is our diversity which Visit Dallas leads us ... to come together in some pattern so that each person has his place and each makes his contribution to society.”

**GOAL FOR DALLAS** (under The Economy of Dallas):

**Enrich our regional economic life through vigorous expansion of international trade and investment and cultural exchange.**

Mayor Erik Jonsson  
Goals for Dallas, 1966

## The Dallas Morning News

Dallas has grown into a sophisticated world city, and it's time to lead.

*“Dallas today is not the Dallas of old. We have enjoyed a rapid metamorphosis into a global city, with a pace of development and growth more akin to China's boom cities than other American metro areas. ... Dallas has always dreamed big. We like the best, and we aim for the top. And now that we are in a global leadership position, it's time to lead globally. ... Now, over 30 years later, North Texas stands tall in the world. We are getting global recognition as a diverse, sophisticated, international hub.”*

Richard Fisher  
Former President, Federal Reserve of Dallas  
November 5, 2019



**“We need to put our city on the international stage.** Dallas is already an international city with a diverse population, major attractions and two world-class airports. But we can do more to promote our unique assets, enhance our global business ties and bring in more international tourism. We're bidding to host the 2026 World Cup, and ... to bring new foreign trade offices to Dallas. Our world is increasingly interconnected, and we need to be at the forefront of the global economy.”

Mayor Eric Johnson  
December 2021



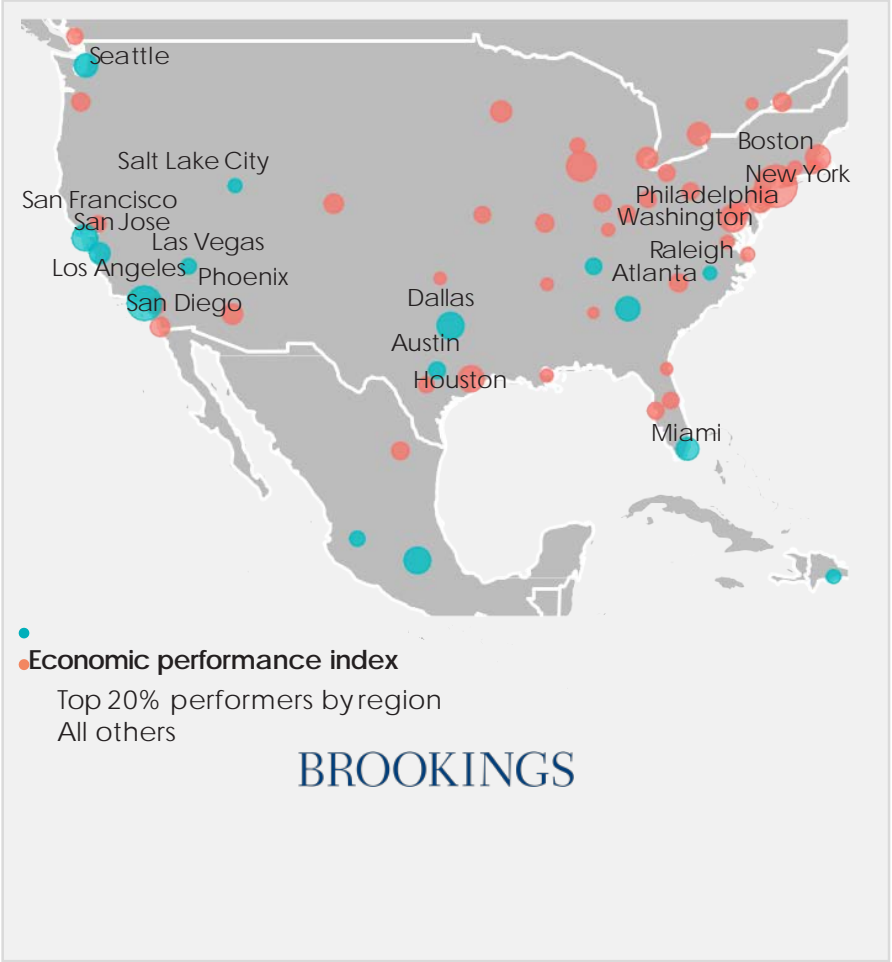
# Update: Dallas' Global Ranking



Dallas' ranking as a Global City among U.S.-based Cities  
(by Brookings Institute, 2018)



Ranking	City	Employment Growth Rate (2014-2016)	GDP Growth Rate (2014-2016)
2	San Jose, CA	3.4%	7.5%
4	San Francisco, CA	3.8%	4.1%
16	Los Angeles, CA	2.5%	3.1%
36	Seattle, WA	3.3%	2.5%
41	Nashville, TN	3.9%	3.1%
47	Raleigh, NC	3.7%	3.4%
52	Austin, TX	4.1%	2.6%
56	Dallas, TX	3.4%	1.7%
63	Salt Lake City, UT	3.6%	2.7%



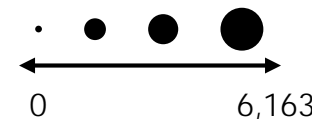
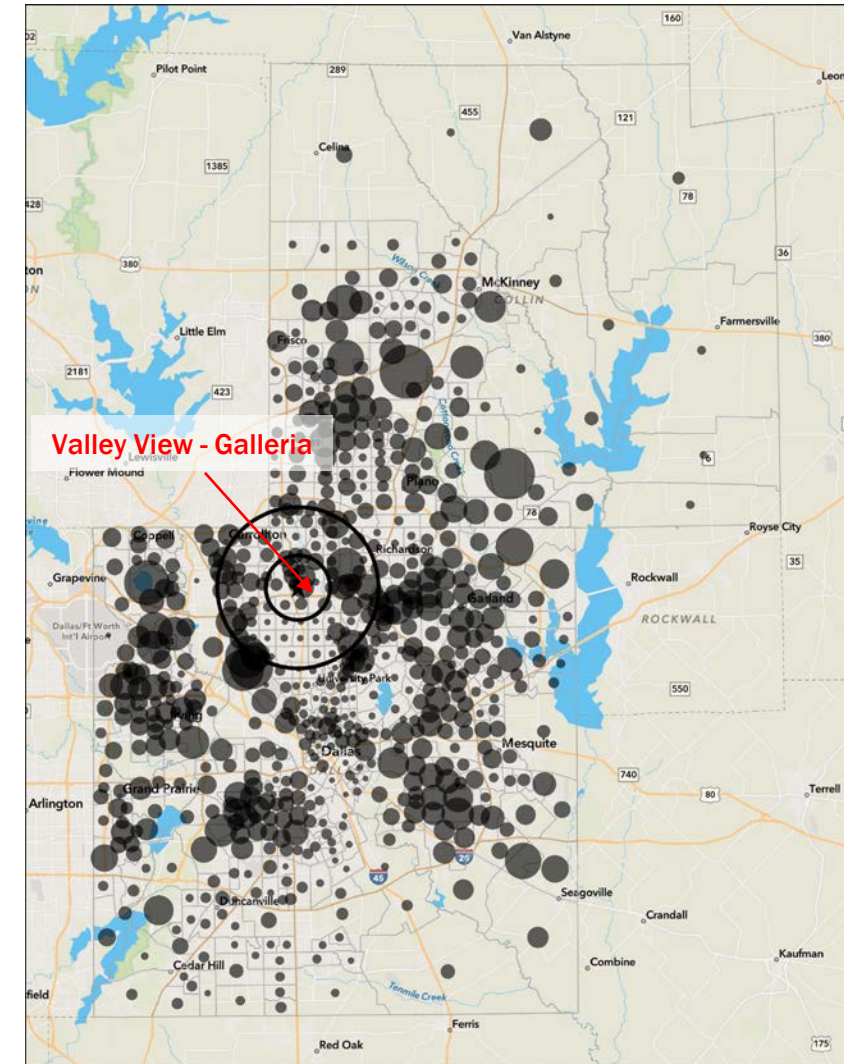
Source: Brookings analysis of Oxford Economics data

# Update: Dallas' Asset & Opportunity



## Migration Trends from 2000 to 2019

- **RECENT GROWTH:** The majority of current foreign-born residents in both Dallas and Collin Counties came to the U.S. after 2000.
- **DIVERSE CULTURES:** The groups represented are becoming more diverse. Mexican residents have decreased their share of total foreign-born population over time, while other countries' shares have increased.
- **CONCENTRATED COMMUNITIES:** Similar foreign-born residents tend to congregate. Generally, Asians are located in northern Dallas County and southwest Collin County and Central Americans live in the periphery of the City of Dallas, especially in southeast and southwest Dallas County.



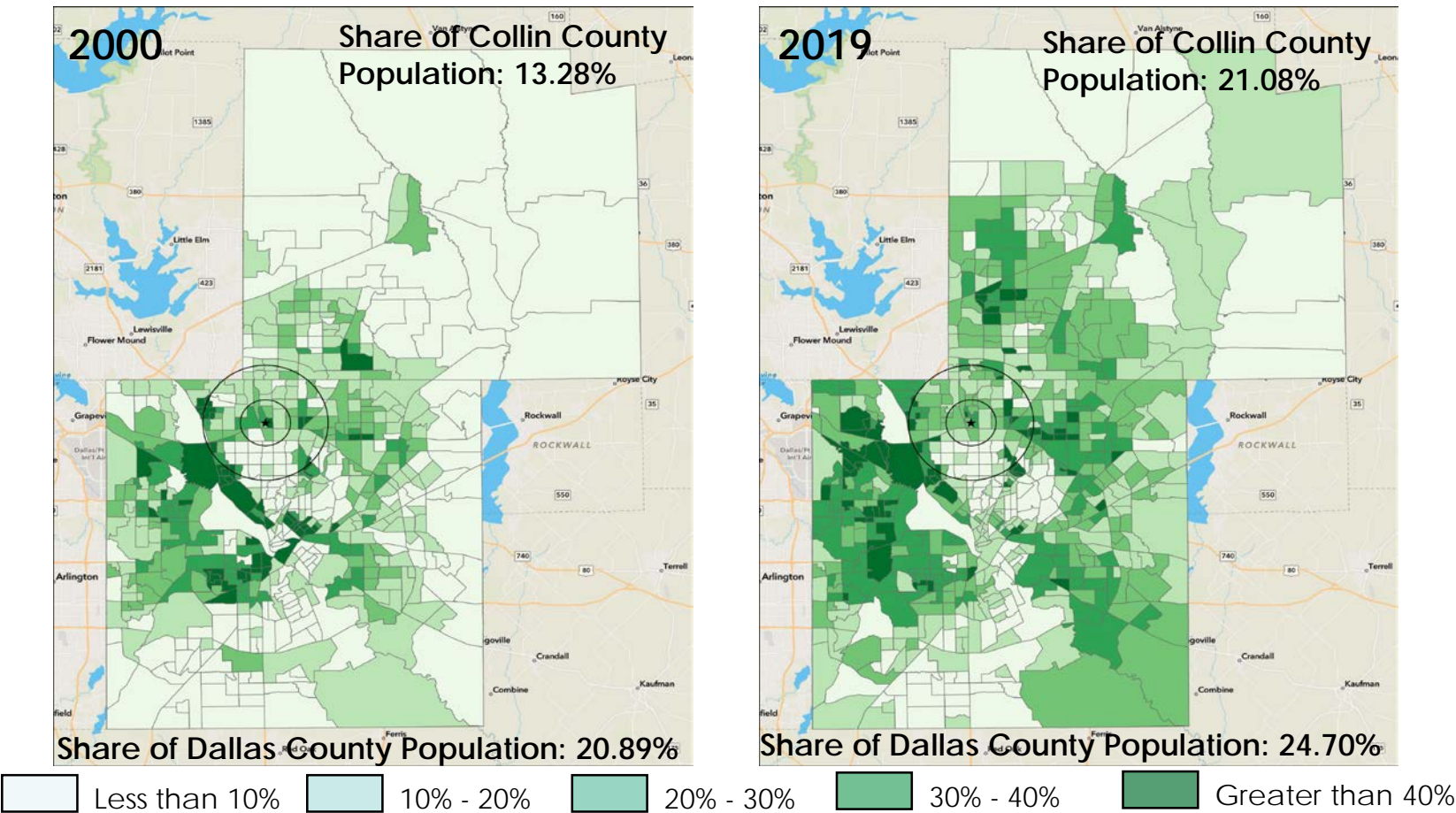
Number of Foreign-Born Residents in Census Tract



# Update: Dallas' Asset & Opportunity



## Changes from 2000 to 2019 - Foreign-Born Residents as a Percent of Total Population



Sources: American Community Survey 5-Year Estimates (2006-2010; 2015-2019)



# Update: Dallas' Asset & Opportunity



## DFW Foreign-born Residents Grew Faster Than Other Metros



Source: data census.gov (2019 estimate)

# Update: Global Best Practices



*"You have to create a welcoming tonality of your local community at the same time that you have to be attracting international people. The soil has to be receptive to the seed. If you bring the seed and the soil isn't receptive, it won't thrive."*

Betsy Cohen  
Executive Director  
Mosaic in St. Louis, MO

## **Global Identity** – Example: Global Louisville

- A partnership between the City of Louisville and the Chamber of Commerce, focused on career ladder services, small business development, enhancing cultural competency within local businesses and ensuring that regional tourism promotion reflects a diverse identity.

## **Global Fluency Training** – Example: Columbus, OH

- Led by Columbus Council on World Affairs, equipping the region's current and future workforce with the skills to engage with international counterparts.

## **Business Accelerator / Trade Center** – Example: Irving, TX

- Led by the Irving-Las Colinas Chamber of Commerce, the Trade Center and Business Assistance Center gives businesses a physical address to jumpstart operations as well as helps facilitate needs, including trade missions, within the community.

## **Welcome Center** – Example: St. Louis, MO

- Launched St. Louis' Mosaic Project "to transform St. Louis into the fastest-growing metropolitan area for immigration by 2025 and to add 25,000 foreign-born individuals to the region from 2016 until 2025, to promote regional prosperity through immigration and innovation."

## **International Districts** – Examples: Vancouver, BC, Seattle, WA, & Dubai UAE

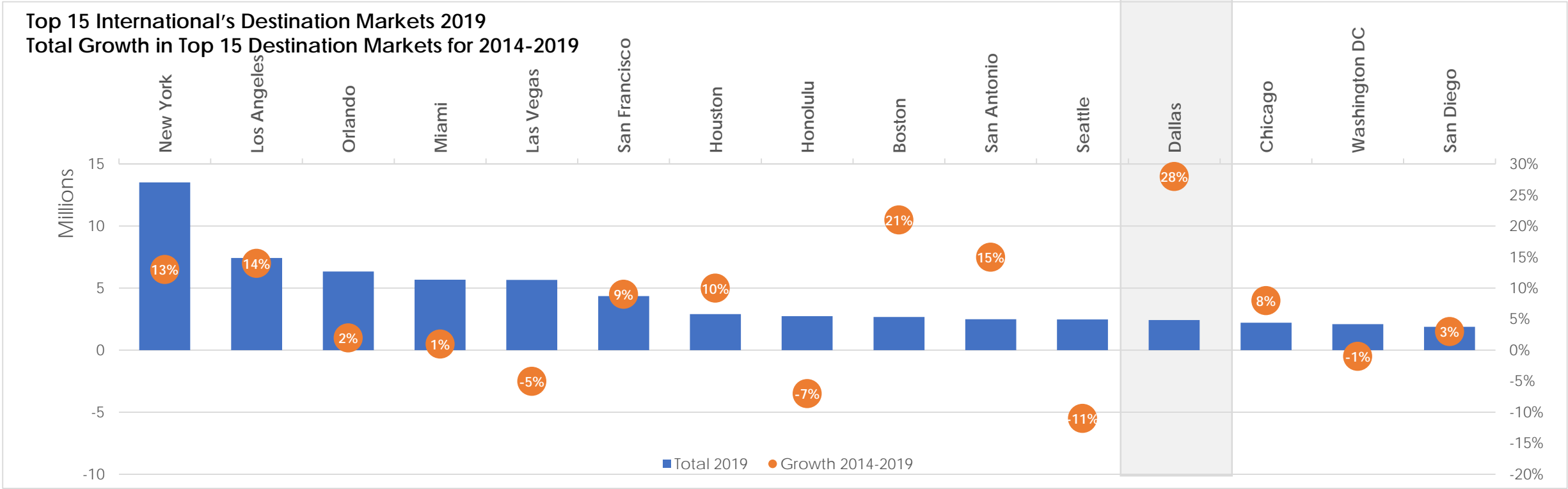
- Vancouver and Seattle both have invested in their respective historic Asian districts through enhanced strategic planning to create a mix of residences and businesses and a compelling tourist attraction for ethnic businesses and landmarks.
- Dubai International City features country-themed architecture of more than 400 residences, businesses and tourist attractions that cover over 8 million square meters.



# Update: Dallas' Opportunity



DFW is the fourth busiest airport in the country. With Dallas outpacing its metro counterparts in the growth rate of international visitors, now is the time to dedicate significant resources to build brand awareness and cultural experiences to attract international travelers. Dallas could be “a global meeting place for contemporary urban culture.” To that end, the strategic plan included innovative ideas from interviews with international leaders. **We also have been working with VisitDallas to guide this implementation effort.**

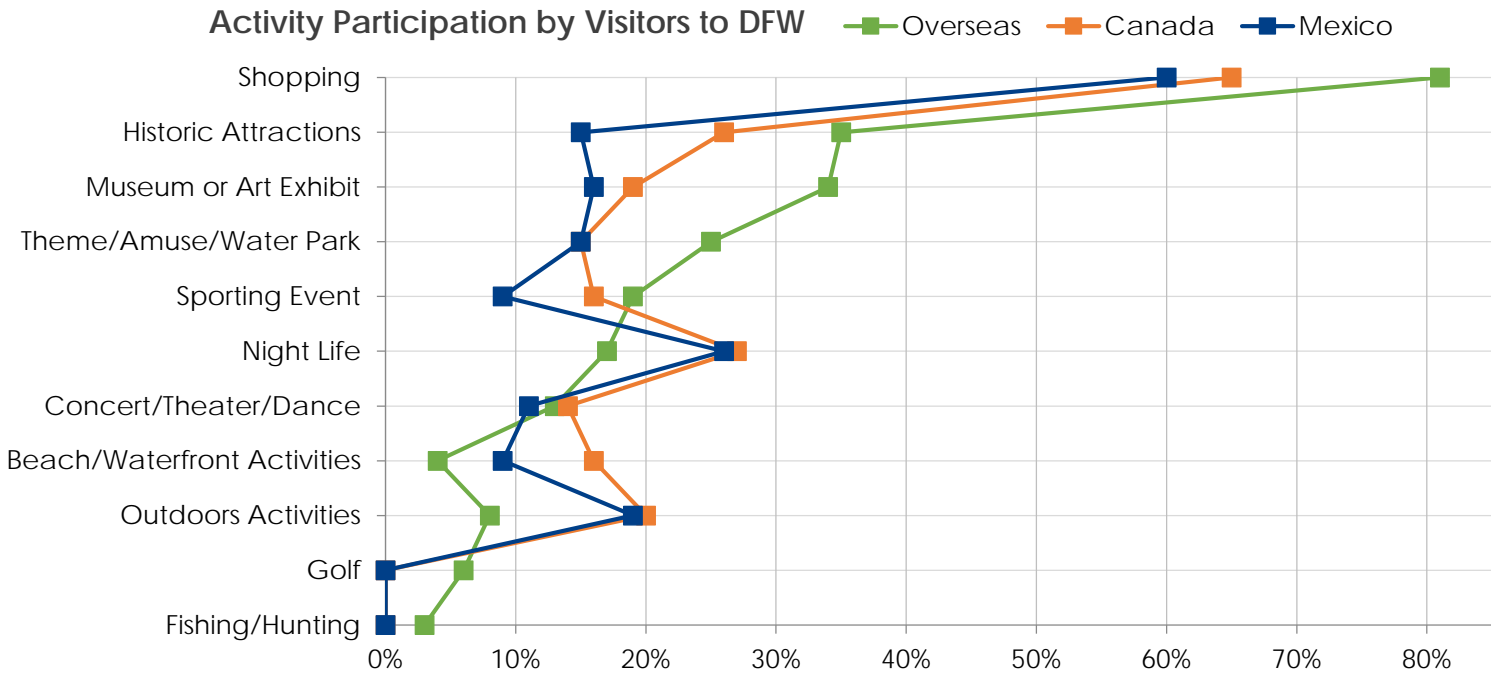
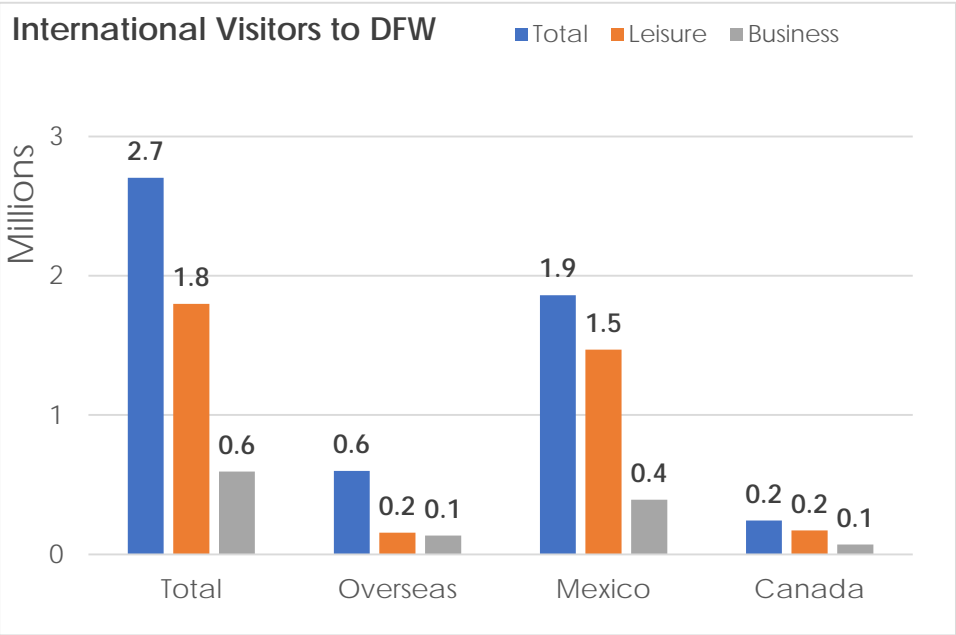


Source: Tourism Economics

# Update: Dallas' Opportunity



Leisure international visitors account for nearly 66% of all international visitors. International travelers are looking for a range of experiences – with shopping, historic attractions, arts and culture experiences, and nightlife topping the list. To that end, the strategic plan included interviews with international groups and will include goals to attract international attention and resulting tourism. **We have been working with VisitDallas to guide this implementation effort.**



Source: Mexico & Canada volume & visitor profile + Travel market insights, based on custom SIAT

Source: Travel Market Insights, 2017



# Update: Vision & Naming Exercise



“Midtown” as a name did not have brand equity nor did it resonate with local residents, especially long-time residents. “Valley View-Galleria” was more well-known, but it did not create a significant draw to visit as a resident or tourist. When “International District” was shared as a name, both residents and visitors alike had a positive impression and were more likely to visit or want to live/work there and tell friends about it.

Methodology: In early 2021, feedback was gathered at Love Field & DFW Airport from 1) local residents (long-time & recent) and 2) visitors (first-time & repeat) to the North Texas region about the Valley View-Galleria area. Similar views were expressed by area residents.

*“I live in an apartment across from the Galleria. We call Valley View the ‘zombie mall.’ I think we need to rebrand – I am jazzed about living someplace cool like the International District.”*

– Long-time Resident

	Long-time Resident* Total = 28	Recent Resident Total = 45	First-time Visitor Total = 21	Repeat Visitor Total = 14
Knew about Valley View-Galleria	96%	91%	38%	57%
+Positive View	41%	37%	13%	25%
-Negative View	44%	61%	25%	25%
=Neutral View	15%	2%	63%	40%
Knew about Midtown rebranding	11%	4%	0%	7%
+Positive View	18%	22%	43%	57%
-Negative View	57%	44%	43%	29%
=Neutral View	18%	34%	4%	14%
Impression of International District				
+Positive View	71%	78%	86%	86%
-Negative View	14%	9%	5%	7%
=Neutral View	14%	13%	9%	7%



\*Lived in North Texas for more than 10 years

# Next Steps: Overall Vision



Dallas International District: *Connecting the world to Dallas. Sharing Dallas with the world.*



## VISION

The Dallas International District (a 450-acre district in the Valley View-Galleria area) will be a vibrant, multicultural live-work-play community anchored by an iconic 20-acre proposed park, which will celebrate, encourage and inspire the diverse people and businesses of North Texas.



### Iconic Park

Proposed 20-acre park with \$6M City of Dallas Bond Program match



### DISD PreK-12 STEAM International Academy

Approved in November 2020 DISD Bond Program



### Multi-functional Office Space

Including international chambers, arts & culture groups, & new international companies launching in North Texas



### Civic Innovation Smart Zone

Leveraging best practices in Smart Cities & eco-friendly design



### Prism Center

- City Council District Office
- Proposed International Business Center
- Proposed Entrepreneurship Center



### Shared Outdoor Space

Shared with DISD / other nonprofits



### Residential Living

New mixed-income developments with 10,000 units



### Transportation & Wayfinding Plan

- Improved Montfort Drive Streetscape
- Shared parking
- Automated people mover for District
- DART connections to DFW Airport



# Next Steps: DISD School Vision



## Future Dallas ISD Choice School – PreK-12 STEAM International Academy

*We seek to cultivate independent and lifelong learners who are able to use their knowledge of science, technology, engineering, arts and math to bring innovative solutions, ideas and perspectives to complex, global issues.*

- Enrolling Pre-K to 12th grade
- 50/50 Transformation School – 50% of seats to economically disadvantaged
- Transportation provided for students living within Dallas ISD district boundaries



*"Dallas ISD is excited to partner with the North Dallas Chamber and Texas A&M University-Commerce on a school of the future. The PreK-12 International District STEAM Academy will provide a unique opportunity for students to enter pre-K and study STEAM from a global perspective, with that knowledge building as they progress through 12th grade. As the Valley View-Galleria area becomes the International District, the school will be a genuine reflection of that theme."*

Dr. Michael Hinojosa  
Superintendent  
Dallas ISD



# Next Steps: Park Vision



From July to September 2021, key stakeholders met and discussed the existing conceptual master plan for the park – as well as community feedback – and developed a new name, a revised set of goals, and preliminary key recommendations.

*New Name: The Commons at the International District*

## Key Goals:

- To leverage The Commons at the International District as a regional asset for citizens and visitors alike with award-winning features that will evolve into an iconic, inclusive urban oasis
- To showcase elements of international park design with eco-friendly & smart cities elements
- To provide an iconic experience for locals and tourists alike to showcase Dallas as a global destination and attract international attention
- To be a testing ground for park innovation, including eco-friendly features and revenue-generating ventures and markets to support overall park operations, such as shared use agreements and entrepreneurial ventures
- To create a nonprofit venture that champions and funds the park and its overall goals



Hong Kong Park



La Rambla - Barcelona



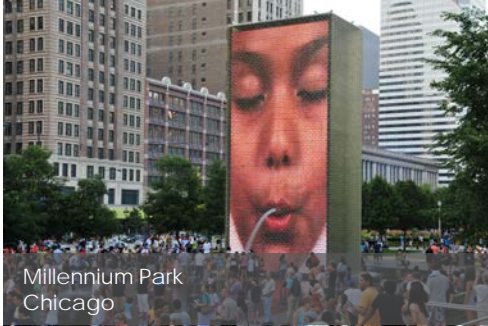
Detroit's Eastern Market



Brisbane's Kinetic Car Park



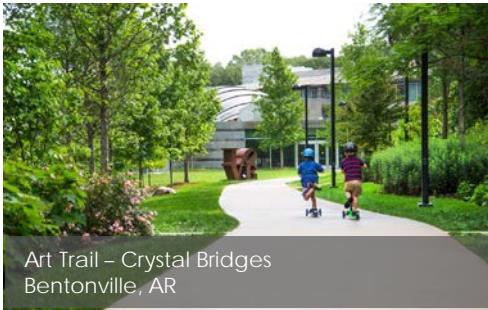
# Next Steps: Park Evolution



Millennium Park  
Chicago



Totem Poles at Brockton Point in  
Stanley Park - Vancouver, BC



Art Trail - Crystal Bridges  
Bentonville, AR



Vail Outdoor Theater  
Colorado



Bryant Park  
New York City



Japanese Tea Garden  
Golden Gate Park

**BIKING PATH:** Add biking path around perimeter to leverage new transportation plans for Montfort and Alpha and connect it with other biking paths within area / add international art pieces along pathways

**PERFORMANCE VENUE / EVENT SPACE:** Upgrade outdoor performance venue and event space from an informal venue to a more multi-functional, revenue-generating professional venue that could host world-class events

**WATER GARDEN:** Upgrade water feature to an iconic Asian-inspired water garden

**ATHLETIC FIELDS:** Upgrade plans to include needs from DISD International STEAM Academy (possibly located in eastern parcel) as well as international sports (e.g., cricket, lacrosse)

**ROTATING "OUTDOOR" EXHIBIT SPACE:** Work with existing museums, schools and artists to develop a shared space model, bringing all types of free 24/7 exhibits to North Dallas



# Next Steps: Pursuit of Partnerships



Similar to other successful initiatives across Dallas, this is a **public-private partnership** between the City, property owners, developers, businesses, private foundations, and individuals. Funding tools and programs (e.g. TIF) already established by the City will certainly play a role but will also be **leveraged to attract a mix of non-City funding** to support the Dallas International District, including state/federal funds as well as private/philanthropic funds

- **New Federal Funding** – Leverage new federal funding to support infrastructure needs, including environmental and technology (e.g. Smart Cities) efforts
- **Existing Federal Funding** – Monitor federal funding through NCTCOG and City efforts for ongoing needs
- **Partner with County/NCTCOG** – Monitor state funding for ongoing needs
- **Philanthropic Efforts** – Fundraise through private philanthropy and individuals to support additional needs around the school and park
- **Nonprofit Support** – Work with existing nonprofits interested in the International District to build plans around their work to support the community





**City of Dallas**

# Dallas International District

Strategic Planning Update for the Valley View-Galleria area

## Economic Development Committee

January 3, 2022

Kevin Spath, Assistant Director  
Office of Economic Development

Suzanne Smith, MBA  
CEO, Social Impact Architects  
Adjunct Assistant Professor, UTA

Brett Wilkinson, Managing Director  
Office of Government Affairs

Beth Huddleston, Chief of Protocol & International Relations  
Office of the Mayor



# City of Dallas

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

## Agenda Information Sheet

---

**File #:** 22-211

**Item #:** C.

---

Consideration of ordinance: 1) authorizing the Dallas County Tax Office to issue refunds to the respective owners (at the time of assessment payment) of 38 properties who were inadvertently levied 2019 and 2020 Deep Ellum Public Improvement District (DEPID) assessment and 2) the removal of said properties from the 2019 and 2020 DEPID assessment rolls attached to Resolution No. 19-1434 and Resolution No. 20-1359 as recorded by the City Secretary's Office [Jiroko Rosales, Assistant Director, Office of Economic Development]

# Memorandum



CITY OF DALLAS

DATE January 3, 2022

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

SUBJECT **Upcoming Agenda Item for January 12, 2022: Consider an ordinance: 1) authorizing the Dallas County Tax Office to issue refunds to the respective owners (at the time of assessment payment) of 38 properties who were inadvertently levied 2019 and 2020 Deep Ellum Public Improvement District (DEPID) assessments and 2) the removal of said properties from the 2019 and 2020 DEPID assessment rolls attached to Resolution No. 19-1434 and Resolution No. 20-1359 as recorded by the City Secretary's Office.**

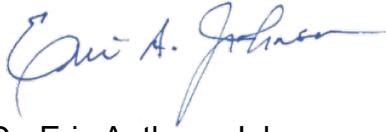
On May 23, 2018, City Council authorized the renewal of the Deep Ellum Public Improvement District (DEPID) for a period of seven-years (7) and designated the Deep Ellum Foundation (DEF), as the management entity for the District. During the 2018 renewal of the DEPID, the District's boundary was modified to remove the 38 properties shown on **Exhibit A** from the District's service area. The Office of Economic Development has learned that owners of the 38 properties removed from the District's boundary were inadvertently levied a DEPID assessment in 2019 and 2020. The 2019 and 2020 assessment rate levied against the properties was approximately equaled to \$0.12 per \$100 valuation. The total amount improperly levied against the owners of the 38 properties was approximately \$63,386. The Dallas County Tax Office will research the ownership of the 38 impacted accounts and issue refunds to the person/entity who paid the 2019 and 2020 assessments. DEF is responsible for refunding assessments collected inadvertently to those that paid them, at no cost consideration to the City.

On January 12, 2022, City Council will consider an ordinance authorizing: 1) Dallas County to refund the 2019 and 2020 DEPID assessments collected inadvertently to the individual or entities who paid the assessments and 2) the removal of the 38 properties from the 2019 and 2020 DEPID assessment rolls on file with the City Secretary's Office.

Should you have any questions, please contact Jiroko Rosales, Assistant Director, Office of Economic Development at 214-671-8266.

SUBJECT

**Upcoming Agenda Item: January 12, 2022, consider an ordinance authorizing: 1) the Dallas County Tax Office to issue refunds to the respective owners (at the time of assessment payment) of 38 properties who were inadvertently levied 2019 and 2020 Deep Ellum Public Improvement District (DEPID) assessments and 2) the removal of said properties from the 2019 and 2020 DEPID assessment rolls attached to Resolution No. 19-1434 and Resolution No. 20-1359 as recorded by the City Secretary's Office.**



Dr. Eric Anthony Johnson

Chief of Economic Development & Neighborhood Services

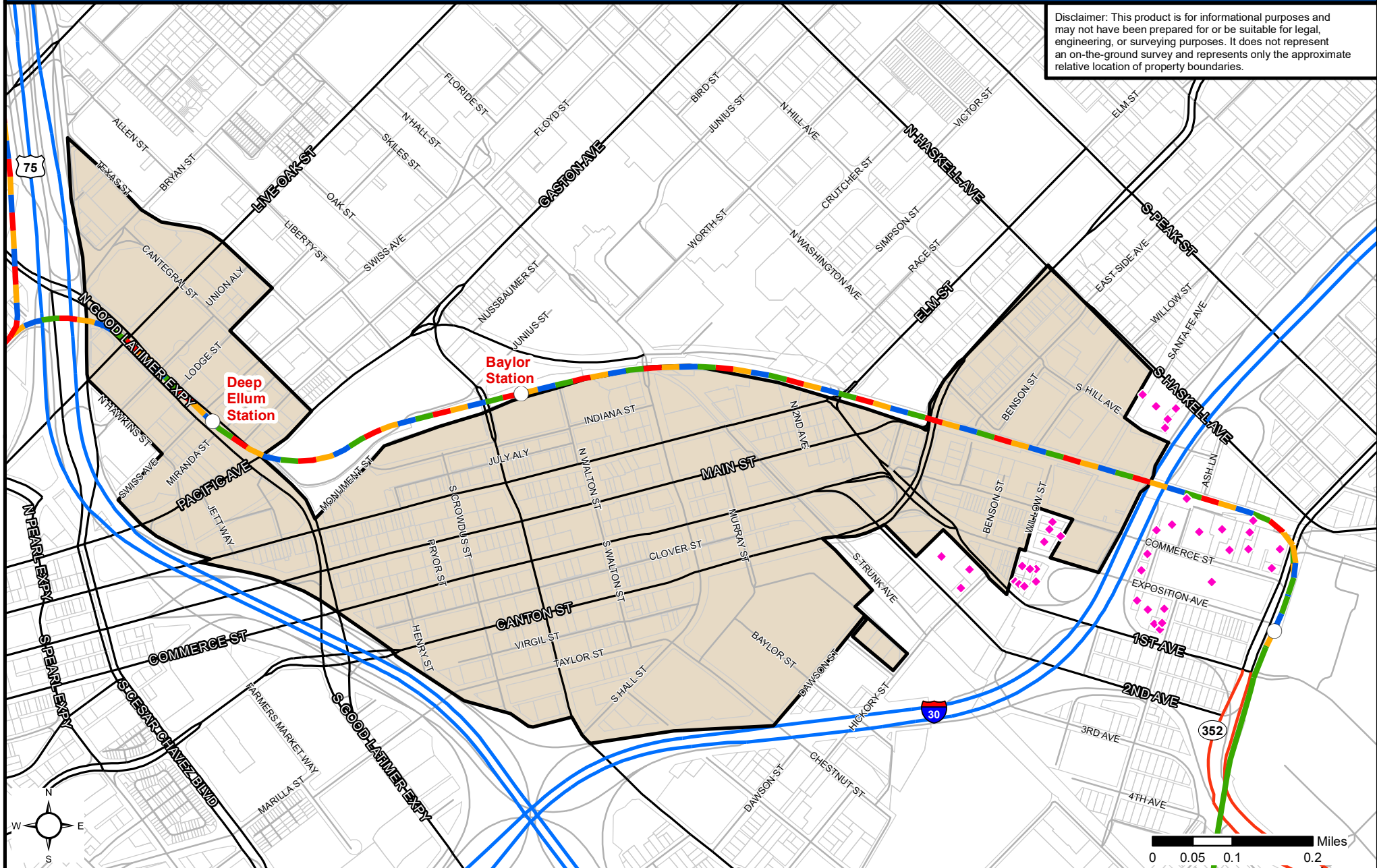
c:

T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jon Fortune, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors

# Accounts to remove from Deep Ellum PID 2019, 2020 Assessment Rolls - Exhibit A

Disclaimer: This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.



## Legend

- ◆ Deep Ellum PID Tax Accounts Removed Accounts
- Parcels
- Deep Ellum PID - 2018

- Freeway
- Tollway
- Highway
- Arterial
- Local Streets
- Rail Station
- DART Red Line
- DART Blue Line
- DART Green Line
- DART Orange Line
- Commuter Rail