

# HENSLEY FIELD

---

---

DALLAS, TX

PLANNING FOR THE FUTURE



**CITY COUNCIL ECONOMIC DEVELOPMENT MEETING**

January 4, 2021



- 1. INTRODUCTORY REMARKS**
- 2. CONSULTANT TEAM EXPERIENCE**
- 3. PROJECT APPROACH**
- 4. WHAT THE MASTER PLAN WILL INCLUDE**
- 5. Q+A**



# Why Hensley Field? Why Now?

PEER CHACKO, DIRECTOR OF PLANNING & URBAN DESIGN, CITY OF DALLAS





# Project Mission

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





# How Hensley Field Contributes

## BUILDING ON MOMENTUM

- Climate Action Plan
- Connect Dallas Mobility Plan
- Comprehensive Housing Policy
- Dallas Cultural Plan
- Ongoing Economic Development Policy and Strategic Plan
- Proposed forwardDallas Comprehensive Land Use Plan update



**Connect  
Dallas**

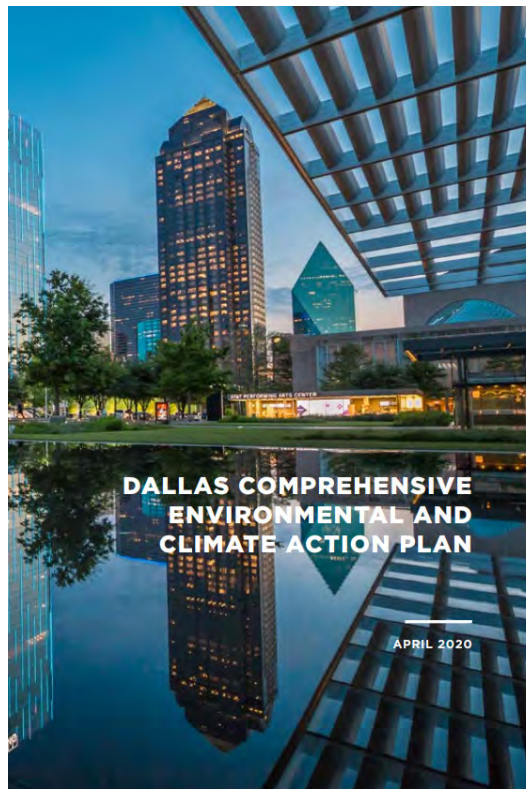
Dallas Strategic  
Mobility Plan  
**Foundations  
Report**  
SEPTEMBER 2019



### Comprehensive Housing Policy

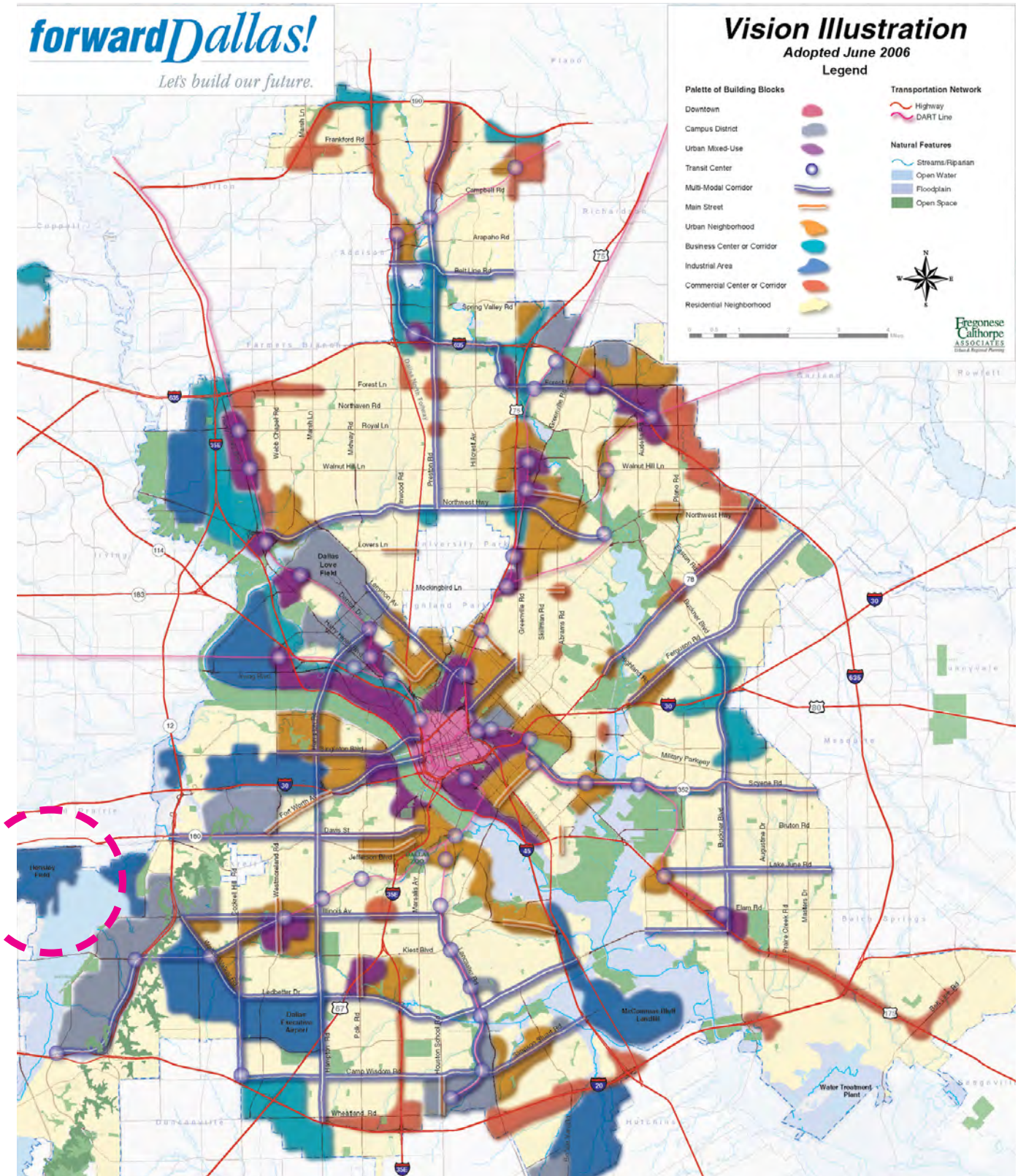
City of Dallas  
Department of Housing and Neighborhood Revitalization

March 19, 2018  
(Last amended April 27, 2018)



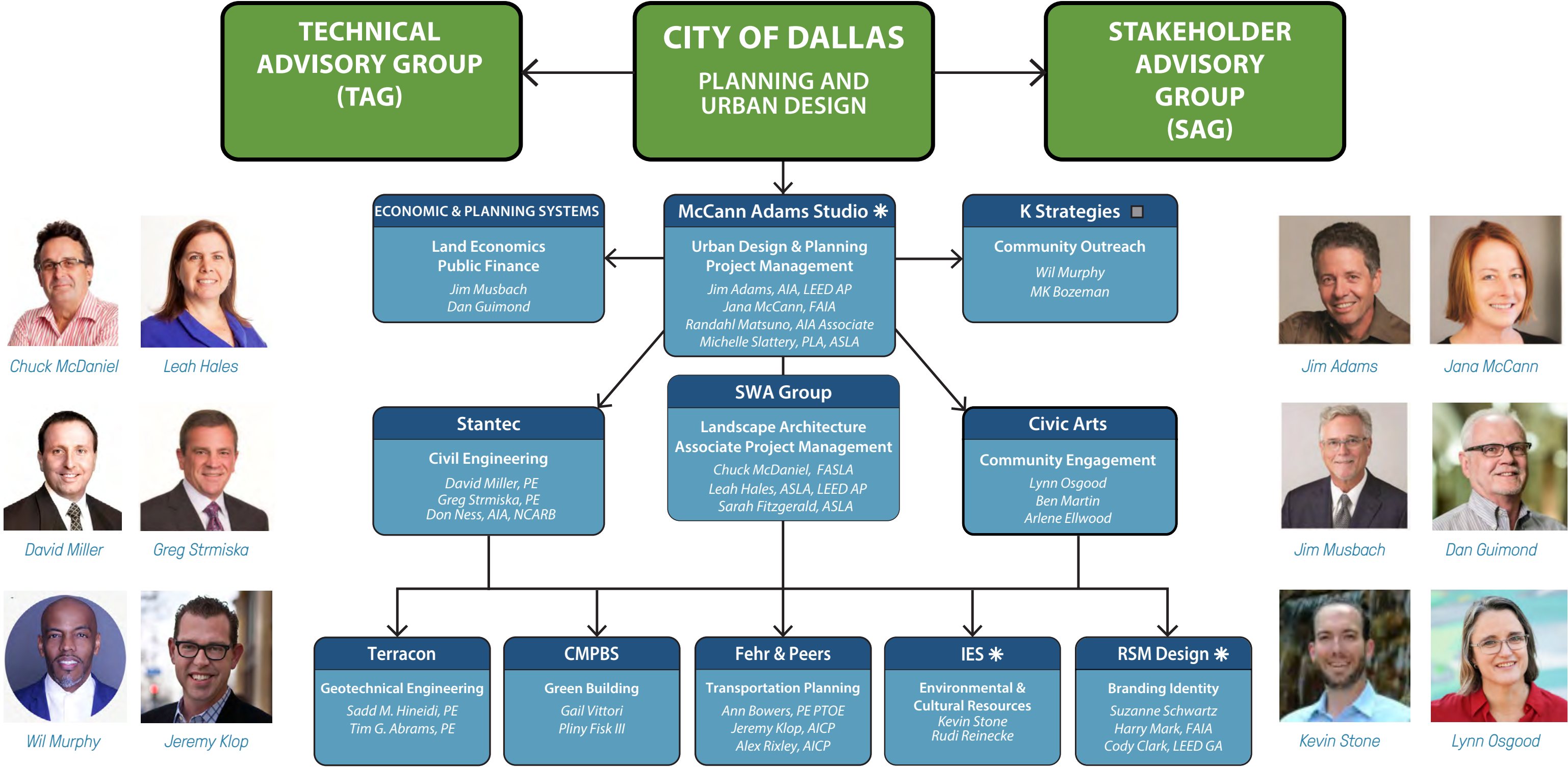
### DALLAS COMPREHENSIVE ENVIRONMENTAL AND CLIMATE ACTION PLAN

APRIL 2020





# Design Team



\* Woman-Owned Business Enterprise  
■ Minority-Owned Business Enterprise



# Team Experience



**Ballpark District, San Diego CA**





# Team Experience



**Second Street Retail District Master Plan**



**Highland Mall Reuse and Redevelopment Plan**



**Lake Park, Mueller Austin**



**Seaholm District Master Plan**



# Team Experience



**Iconic Dallas Open Spaces: Katy Trail (SWA)**



# Team Experience



**Pacific Plaza (SWA)**



# Team Experience



**Buffalo Bayou, Houston (SWA)**



# Team Experience



**Hunters Point, San Francisco (SWA + EPS + Fehr & Peers)**



# Team Experience



Treasure Island Reuse Plan (EPS)



# Team Experience





# Team Experience



**Mueller, Austin TX**





# Precedent: Mueller





# Precedent: Mueller

## Mueller, Austin TX

- Austin's former 700-acre passenger airport closed in 1999.
- City's goal: to leverage value of land to achieve:
  - o Economic Development;
  - o Environmental Sustainability; and
  - o Housing Affordability.
- **Community's Vision:** An inclusive and walkable mixed-use district.
- Master Developer (Catellus) selected in 2002
- Construction commenced in 2005
- Project is now 75% complete
  - o 7,000+ residential units, 25% of which are affordable
  - o 5 million square feet of commercial/institutional uses
  - o 14,000 residents / 14,000 jobs
  - o 140 acres of publicly accessible open space
  - o Largest Gold LEED Neighborhood in the world.





# A Clear Policy Framework

## Hensley Field Will Address The Three Pillars of Sustainability

### **HEALTHY COMMUNITIES**

**Connect Dallas:** Promote compact growth and transit-oriented development, high-quality urban design and active transportation connections.

### **ECONOMIC VIABILITY**

**Forward Dallas:** Direct investment toward the Southern Sector of Dallas to bring high quality jobs.

### **AFFORDABILITY & DIVERSITY**

**Comprehensive Housing Policy:** Promote greater fair housing choices that overcome patterns of segregation and concentrations of poverty.



### **EQUITABLE ACCESS**

**City of Grand Prairie Comprehensive Plan:** Improve food access in neighborhoods that surround Hensley Field.

### **ENVIRONMENT**

**Climate Action Plan:** All construction in Dallas should be Net Zero Energy by 2030; Promote Hensley Field as a Net Zero Neighborhood.

### **HISTORY & CULTURE**

**Dallas Cultural Plan:** Establish a supportive arts ecosystem that nourishes the creative and innovative energy of Dallas artists.



# Stakeholder Advisory Group (SAG)

## SAG

### ADJACENT STAKEHOLDERS

DFW National Cemetery  
Dallas National Golf Club  
Dallas Baptist University  
Mountain Creek Power  
Combat Communications Group

### ECONOMIC DEVELOPMENT

Dallas Regional Chamber of Commerce  
Grand Prairie Chamber of Commerce  
Dallas Real Estate Council (TREC)  
City Plan and Zoning Commission\*  
Community Development Commission\*  
Greater Dallas Hispanic Chamber of Commerce  
Greater Dallas Asian Chamber of Commerce  
Black Chamber of Commerce  
Greater Grand Prairie Hispanic Chamber of Commerce  
United Way

### ARTS, CULTURE & PRESERVATION

Preservation Dallas  
Arts & Culture Advisory Commission\*  
Landmark Commission\*

### ENVIRONMENT & SUSTAINABILITY

Texas Trees Foundation  
Parks and Recreation Department\*  
Trust for Public Land

### EQUITY

Truth, Racial Healing & Transformation  
Paul Quinn College  
LULAC, Dallas Council 4782

### TRANSPORTATION

Greater Dallas Bicyclists  
Circuit Trail Conservancy  
Bike DFW

### PROPERTY OWNERS + HOAs

10+ Organizations

\* = City of Dallas department



# Technical Advisory Group (TAG)

## TAG

### TRANSPORTATION

Transportation Planning Department\*  
Transportation Department+  
DART  
TxDOT  
Equipment and Fleet Management\*  
Union Pacific Rail Line  
NCTCOG

### ARTS & CULTURE

Office of Arts & Culture\*  
Office of Historic Preservation\*  
Dallas Film Commission

### EQUITY

Office of Equity\*

### MILITARY

U.S. Navy

### ECONOMIC DEVELOPMENT

Sustainable Development & Construction\*  
Office of Economic Development\*  
Planning & Urban Design\*  
City Manager’s Office+  
Planning & Development+  
Housing & Neighborhood Revitalization\*

### EDUCATION

Dallas ISD\*  
Grand Prairie ISD+

### LEGAL

City Attorney’s Office\*  
U.S. EPA\*

### PUBLIC WORKS

Water Utilities\*  
Department of Public Works\*  
Bond Program Office\*  
Dallas Fire & Rescue  
ONCOR

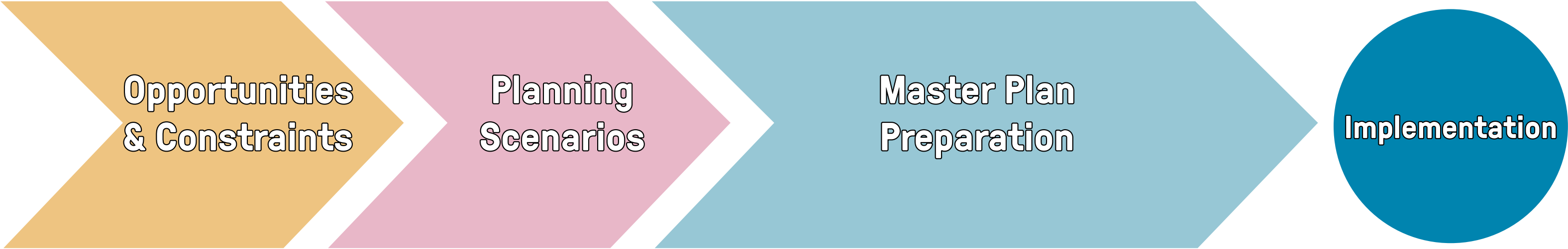
### ENVIRONMENT

Office of Environmental Quality  
& Sustainability\*  
Parks & Recreation Department\*  
Parks, Arts & Recreation Department+

\* = City of Dallas department  
+ = City of Grand Prairie department

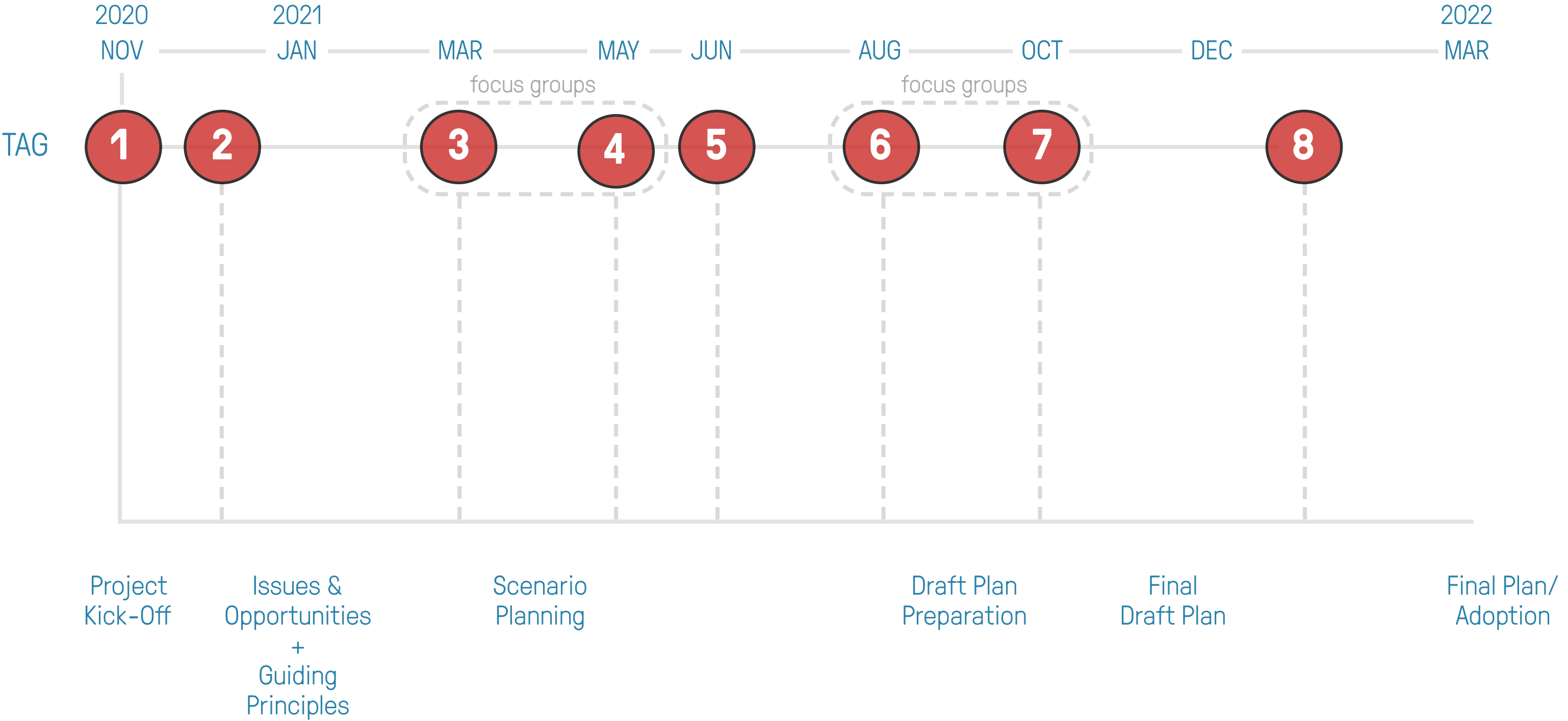


# Project Schedule



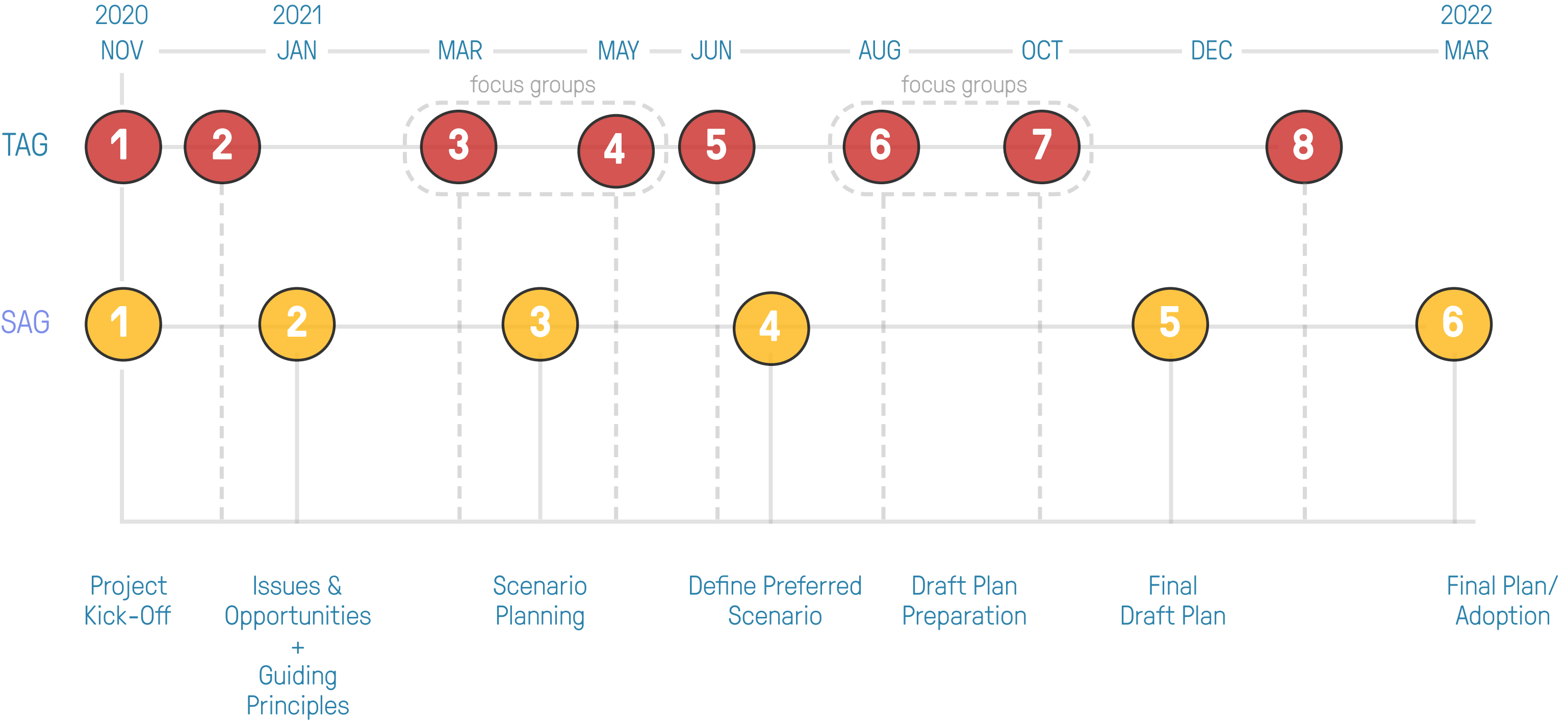


# Community Engagement: Traditional Methods



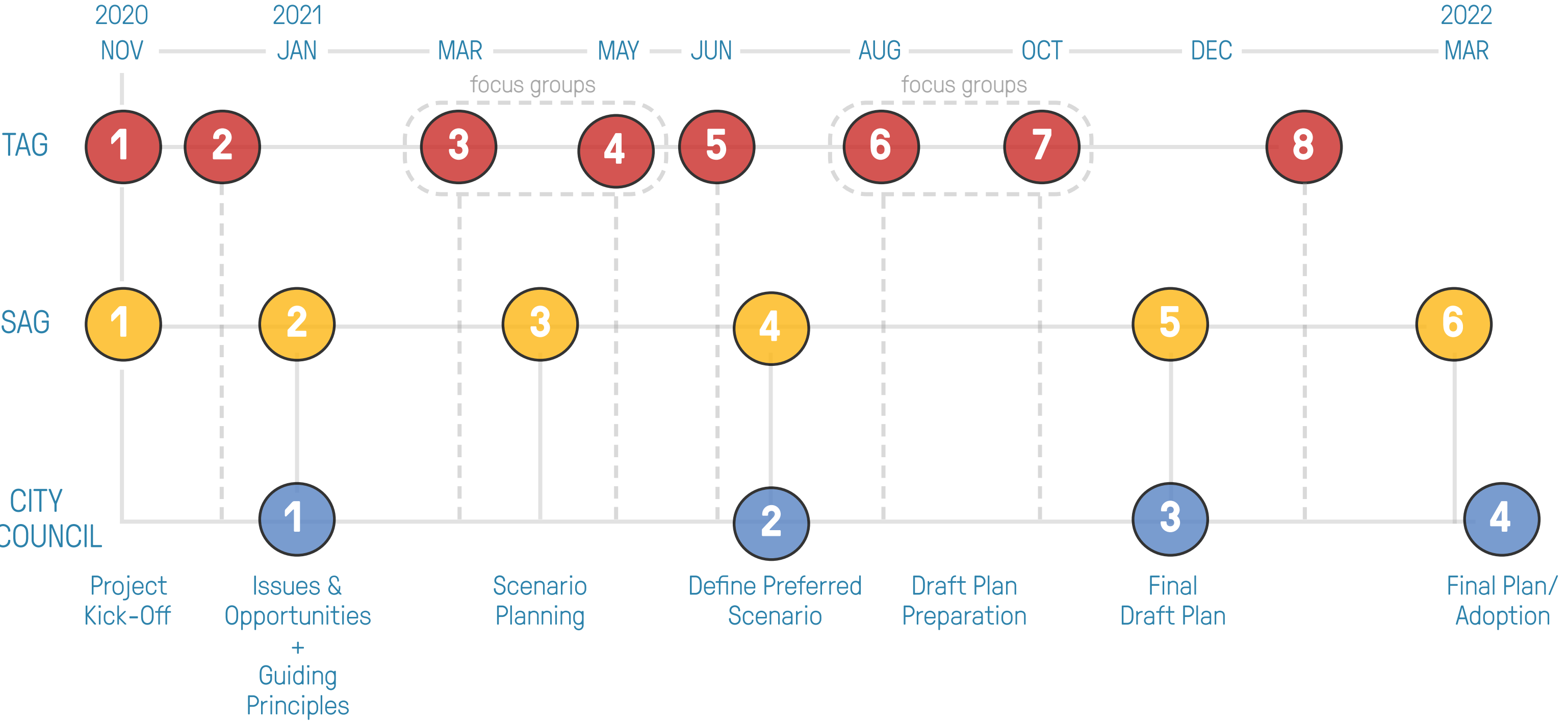


# Community Engagement: Traditional Methods



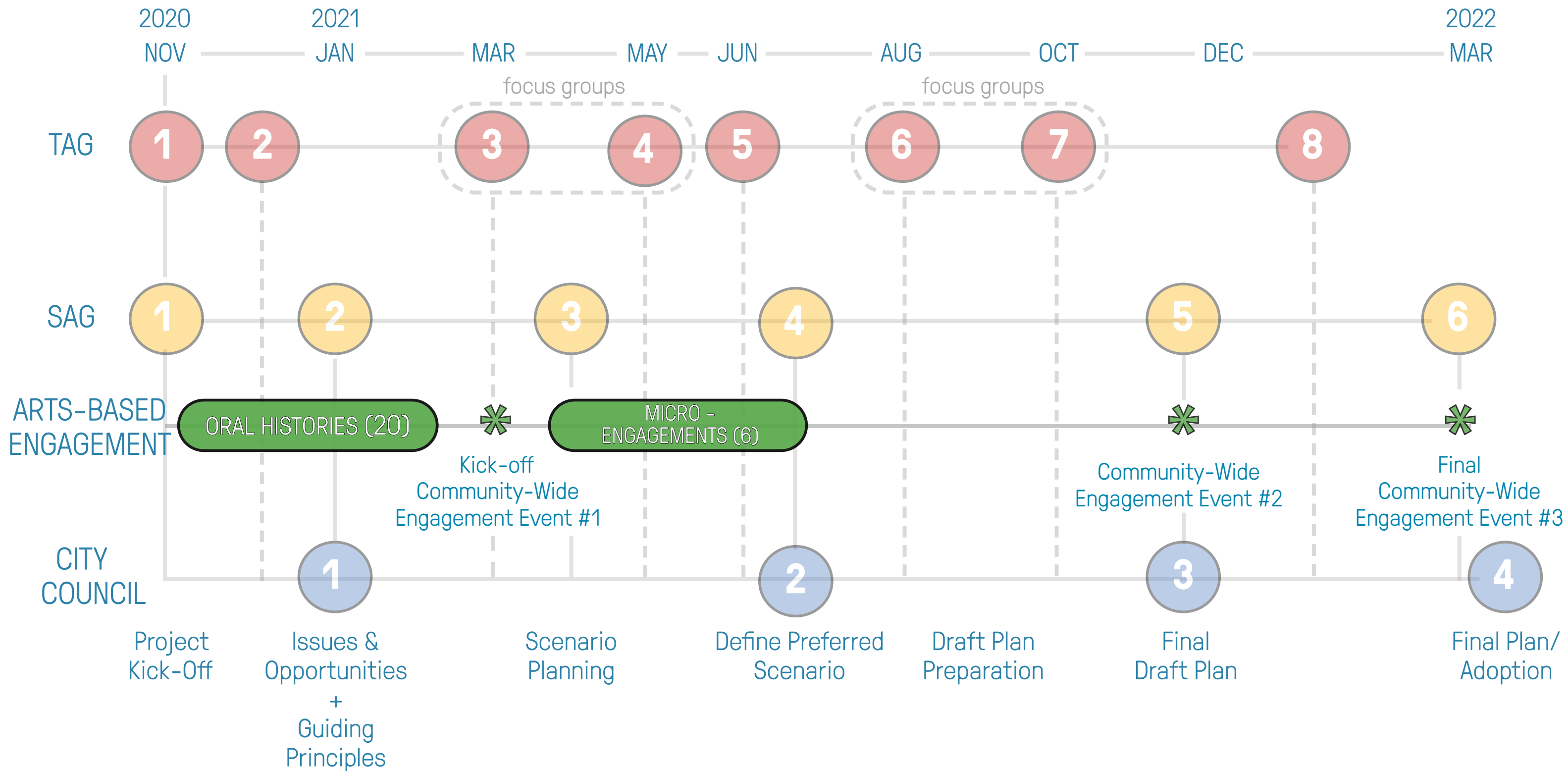


# Community Engagement: Traditional Methods





# Community Engagement: Non-Traditional Methods





# Community Engagement: Non-Traditional Methods



Engage local artists, storytellers, musicians, graphic designers, dancers, performers to:

- Make art that **elevates community consciousness and dialog** regarding the future of Hensley Field
- Provide a **broader outreach** to folks who may not normally participate
- **Build trust** and a shared sense of place and **meaning**





## **Components of the final Master Plan:**

- Development Vision
- Zoning Concept & Design Guidelines
- Phased Transportation & Infrastructure Plan
- Proactive Economic Development Program
- Public Finance Strategy
- Recommended Governance Strategy

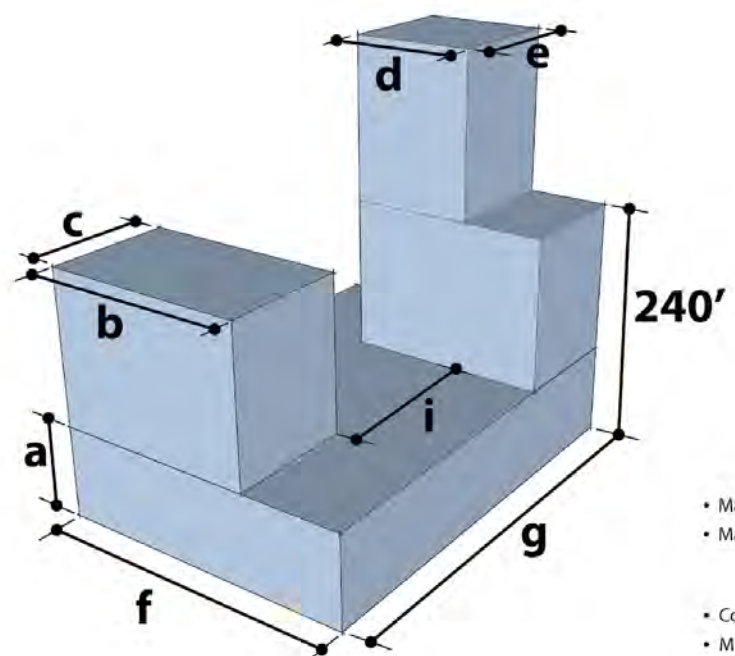


# Development Vision, Zoning Concept & Design Guidelines

## WHAT THE MASTER PLAN WILL INCLUDE

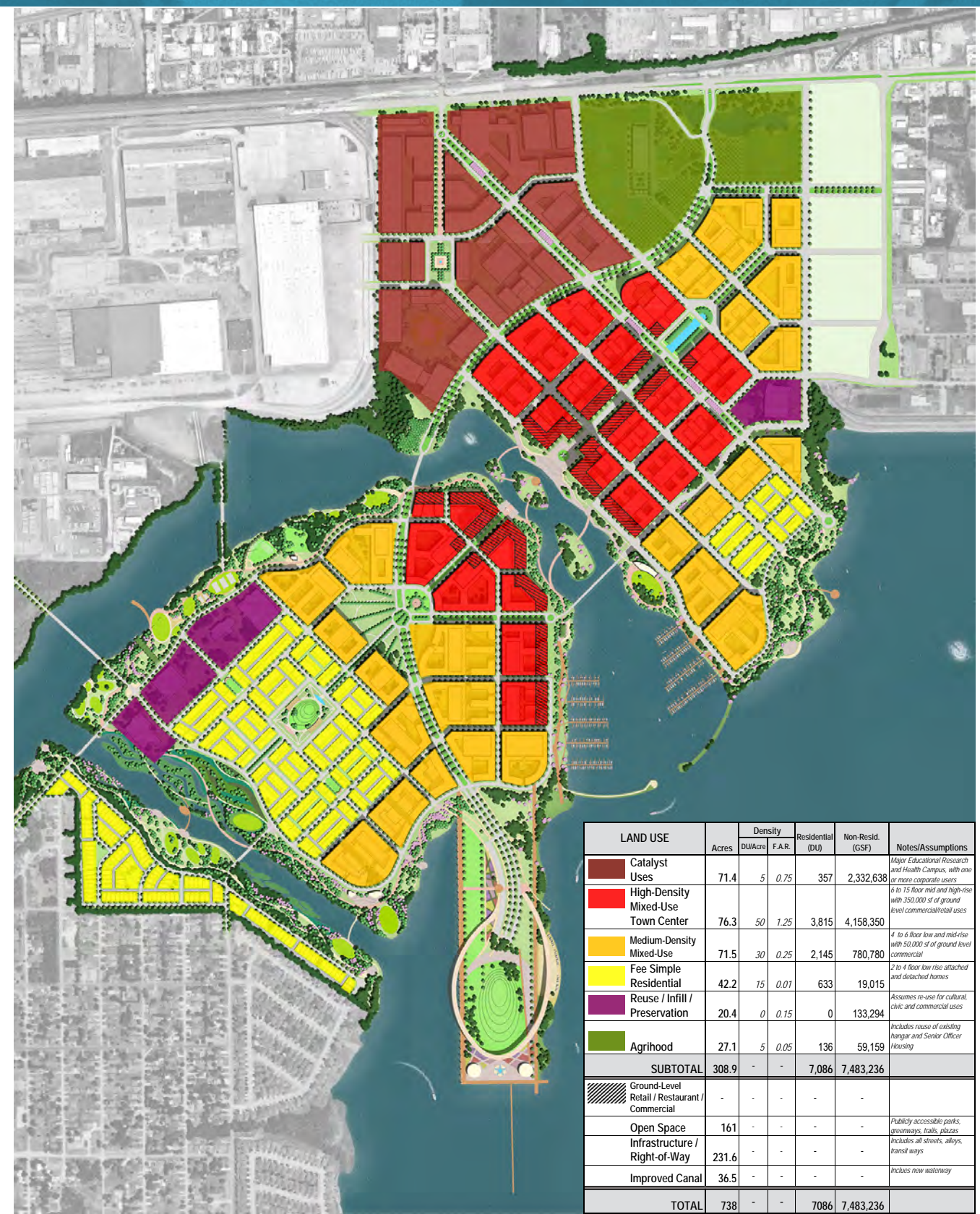


YARD HOUSE DEVELOPMENT STANDARDS



- Maximum Base Height (a) = **90 feet**
- Maximum Tower Floorplate Area
  - up to 240' in Height (b x c) = **25,000 gsf**
  - exceeding 240' in Height (d x e) = **15,000 gsf**
- Combined Area of All Tower Floorplates (b x c + b x c)/(f x g) ≤ **40%**
- Minimum Spacing of Towers on a Single Block (i) = **80 feet**

URBAN DESIGN MASSING STANDARDS



PRELIMINARY HENSLEY FIELD SKETCH LAND USE SCENARIO



# Proactive Economic Development Program

## WHAT THE MASTER PLAN WILL INCLUDE

- Identify one or more **catalyst uses** and **potential anchor tenants** of the site
- Design a proactive economic development **outreach process**
- **Learn from successes** of precedent projects





# Phased Development & Infrastructure Plan

## WHAT THE MASTER PLAN WILL INCLUDE

- Identification of **Early-Term Development Opportunities** and Corresponding Infrastructure Improvements
- **Phased** Infrastructure Program and Cost Estimates
- Right-of-Way Delineation and Street Design
- Parcel Test Fits
- Open Space Programming and Disposition



ABOVE: Mueller Austin Reuse and Redevelopment Plan Project Parcelization and Phasing

LEFT: Lake Park at Mueller was one of the early phase improvements, intended to transform the image and identity of the former airport.



# Public Financing Strategy

WHAT THE MASTER PLAN WILL INCLUDE

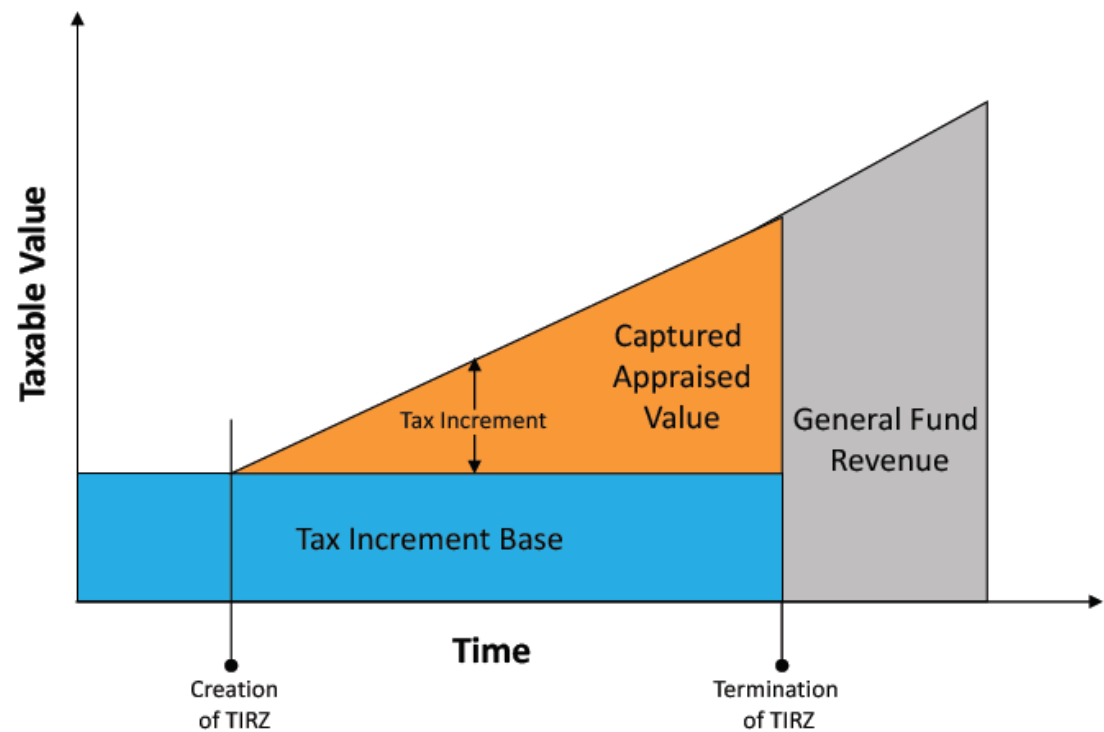
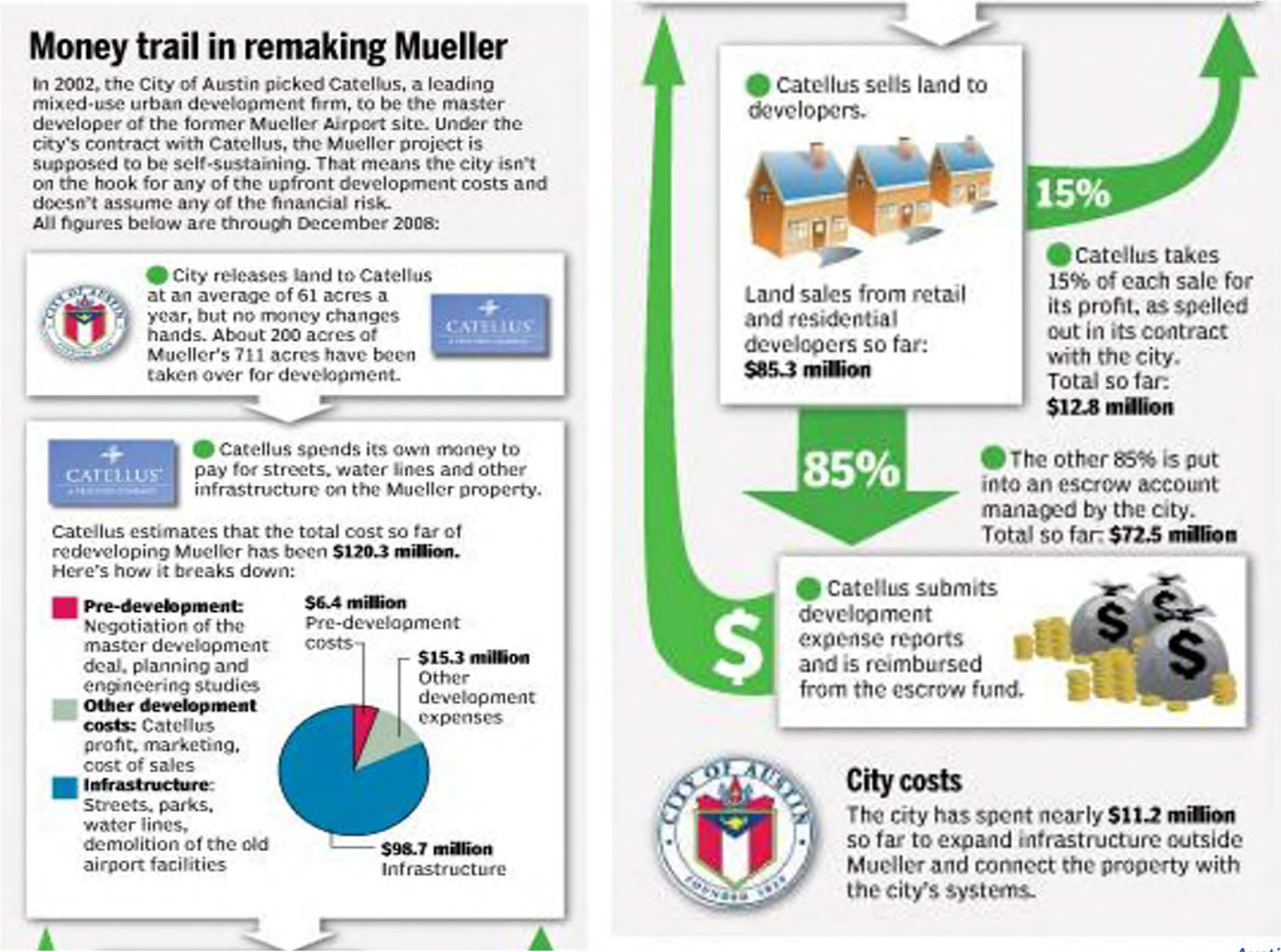


ILLUSTRATION OF TAX INCREMENT FINANCING TOOL

Evaluate and recommend **specific tools** to fund project **capital improvements** and any revenue shortfalls



AUSTIN'S MUELLER REDEVELOPMENT FINANCING STRATEGY EXAMPLE



# Governance Strategy

## WHAT THE MASTER PLAN WILL INCLUDE



Mueller, Austin



Stapleton, Denver

Evaluate three principal options for governance of large scale publicly-owned redevelopment projects, and recommend a governance strategy.

1. **Master Developer** with Master Development Agreement
2. Quasi-public **Redevelopment Authority** to contract infrastructure and sell sites
3. **City-issued Solicitations** for multiple developers for different projects and phases



# STRONG ASPIRATIONAL VISION







# HENSLEY FIELD

DALLAS, TX

PLANNING FOR THE FUTURE

## Q+A