



City of Dallas

FORWARD* *ALLAS
**Comprehensive
Land Use Plan
Update**

**Council Economic
Development Committee
Date May 3, 2021**

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

Purpose



- Brief the Council Committee on the ForwardDallas Comprehensive Land Use Plan update prior to launch.



Presentation Overview



- Background
- Project Schedule
- Community Engagement
- Goals and Emphasis
- Proposed CPC Committee
- Next Steps



Consultant Team



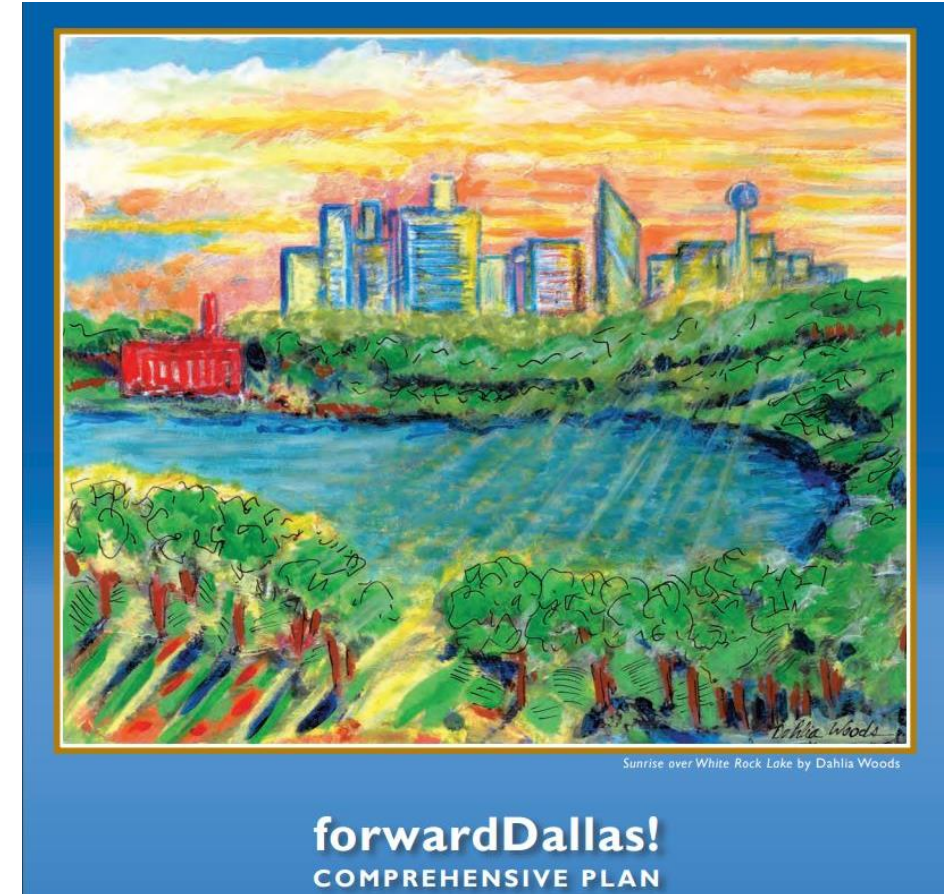
- Well-rounded team with national and local experience and strong expertise in scenario planning applied to citywide comprehensive planning:
 - **Houseal Lavigne Associates (Lead)**
 - National scenario planning & community development expertise
 - **Norris Design**
 - Local planning & urban design expertise
 - **K Strategies**
 - Local community outreach & public relations expertise
 - **Toole Design**
 - National mobility planning expertise
 - **ETC Institute**
 - National representative sample surveying expertise



forwardDallas Plan



- Dallas' first comprehensive plan was adopted in 2006, by ordinance and referenced in the Dallas Development Code
- Fifteen years hence, it is time for a major update



Community Transformation Roadmap



- The *forwardDallas* comprehensive plan update is a key component of the City's Community Transformation Roadmap

Housing Initiatives (Estimates)	Infrastructure Projects	Transformative Projects	Pilot Initiatives in Support of Social & Economic Growth	Capacity Building in Support of Social & Economic Growth	Resource Development	External Affairs
<ul style="list-style-type: none"> 1,000 affordable housing unit challenge PFC Housing 80% at 50% AMI: 2000 Units PFC Housing Pilot Initiative: City owned land; RFP 500 Units Innovative concepts HFC Housing, LIHTC Credit 1700 Units Site acquisition 300 Units (2) @ 150 Units Each Aligned w/ Community Assets (Commercial Kitchen/Incubator) Housing for Homeless Initiative 900 units Housing Nexus Study Affordable Housing Development Tools Program 	<ul style="list-style-type: none"> Large Scale (>\$10,000,000) Small / Medium Scale (<\$10,000,000) 	<p><u>Physical Projects:</u></p> <ul style="list-style-type: none"> Mall Areas UNT Dallas Area Medical District Urban Core #1 Biotech Initiative <p><u>Development Capacity:</u></p> <ul style="list-style-type: none"> Citywide Comprehensive Plan <ul style="list-style-type: none"> TOD Plan Hensley Field Redevelopment Plan Reimagine City Development Processes City Parking Code Review Historic Preservation Streamlining Regulations and Processes People Mover Demonstration Parking Code Convention Center Master Plan 	<ul style="list-style-type: none"> Integrated Community Development Project Neighborhood Level Projects (5) Food Desert Pilots Smart Cities Creative Industry Zones 	<ul style="list-style-type: none"> Underserved Community Revitalization Strategy* Economic Development Policy & Strategic Plan Workforce Development: Growth Clusters Workforce Development: Local Talent Inner City Small Business Hub Small Business Commercial Space Reduction Program* Community Based Development Capacity Building Review / Streamlining of Housing and Economic Development Policies and Regulations Invest Dallas Creation* Small Business Pop-Up Concept 	<p><u>Community Regeneration Fund</u>*:</p> <ul style="list-style-type: none"> Affordable Housing Revolving Loan Fund Small Business Revolving Loan Fund Historic Preservation Revolving Loan Fund Underserved Communities Small Businesses HUD Sec 108 Revolving Loan AFHTF Housing Stabilization Fund* 	<ul style="list-style-type: none"> Dallas Vision and Brand* Invest Dallas Creation* Community Relations / Engagement Dashboard Roadmap Evaluation Strategic Partnerships Program and Policy Alignment and Changes Outreach Anchor Institution Economic Development Strategy



FORWARDALLAS Update Schedule



Community Engagement



- **New CPC Comprehensive Land Use Plan Committee** will receive regular stakeholder input throughout the process
- **Engagement Events and Polls** at key milestones will provide a combination of virtual and in-person input opportunities subject to COVID-19 constraints
- **New Ambassador Program** will proactively involve interested citizens and cultivate grass-roots awareness
- **Neighborhoods Summit** to kick-off the process and promote community awareness



Community Engagement (Continued)



- **Speaker Series** in partnership with local professional organizations to generate discussion and interest on topics relevant to the comprehensive plan update
- **Youth/Student engagement** through collaboration with local schools and colleges
- **Representative sample survey** will gauge public attitudes/opinions on planning themes



City Council Oversight



- Regular (at least quarterly) Council/Committee briefings will be provided during the update process to receive input and direction at key milestones.
- After the updated plan is adopted, the implementation program will be reviewed, updated and briefed to Council or Council Committee in coordination with the annual budget cycle



FORWARD ALLAS Plan Update Goals



- **Refresh** the citywide land use vision through inclusive community engagement.



- **Strengthen** citywide land use policies to promote equity and sustainable growth.



Advance strategic and proactive implementation.



Focus on Implementation



- The updated plan will include a strategic implementation program to promote equity and sustainable growth, monitored and updated annually in coordination with funding cycles
 - Strategic zoning recommendations
 - Strategic infrastructure investment coordination opportunities
 - Strategic community development initiatives



Integration of Recent Citywide Policy



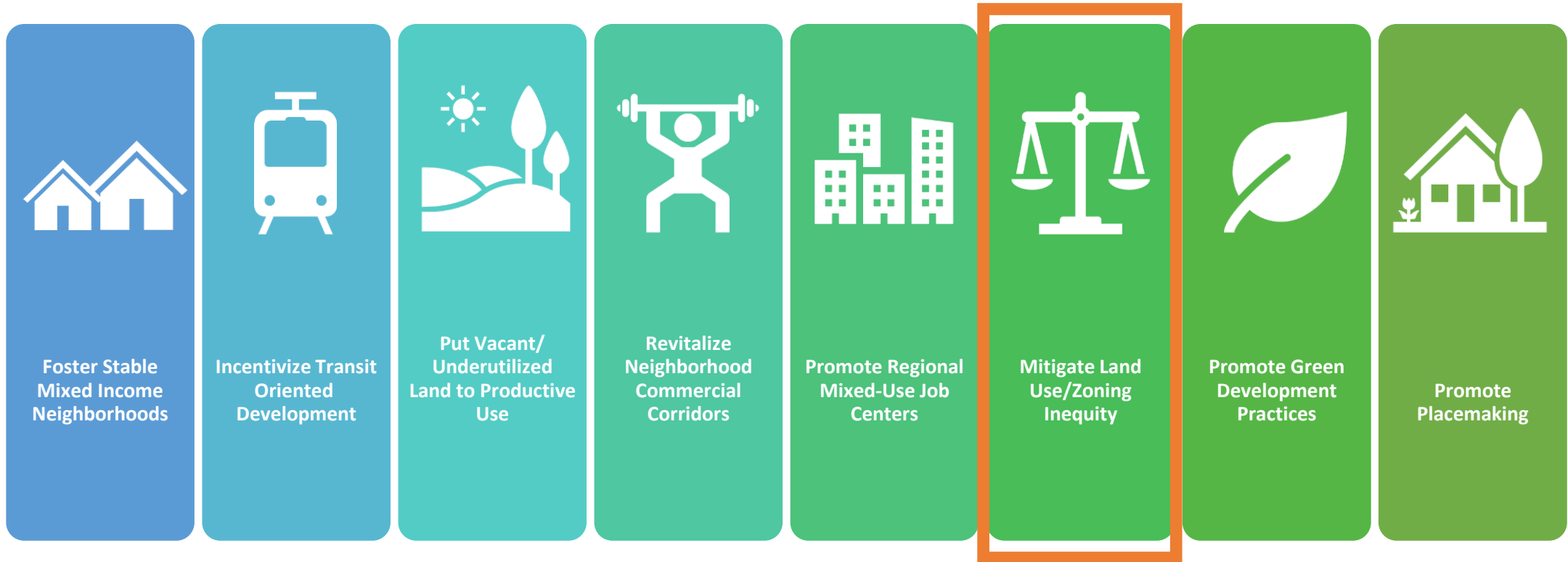
- Recent citywide policy will inform the *forwardDallas* update and be referenced in the updated plan to maintain a living relationship
 - Comprehensive Housing Policy
 - Resilience Plan & Equity Indicators Report
 - Comprehensive Environment and Climate Action Plan (CECAP)
 - Strategic Mobility Plan (Connect Dallas)
 - Economic Development Policy



Strategic Land Use Themes



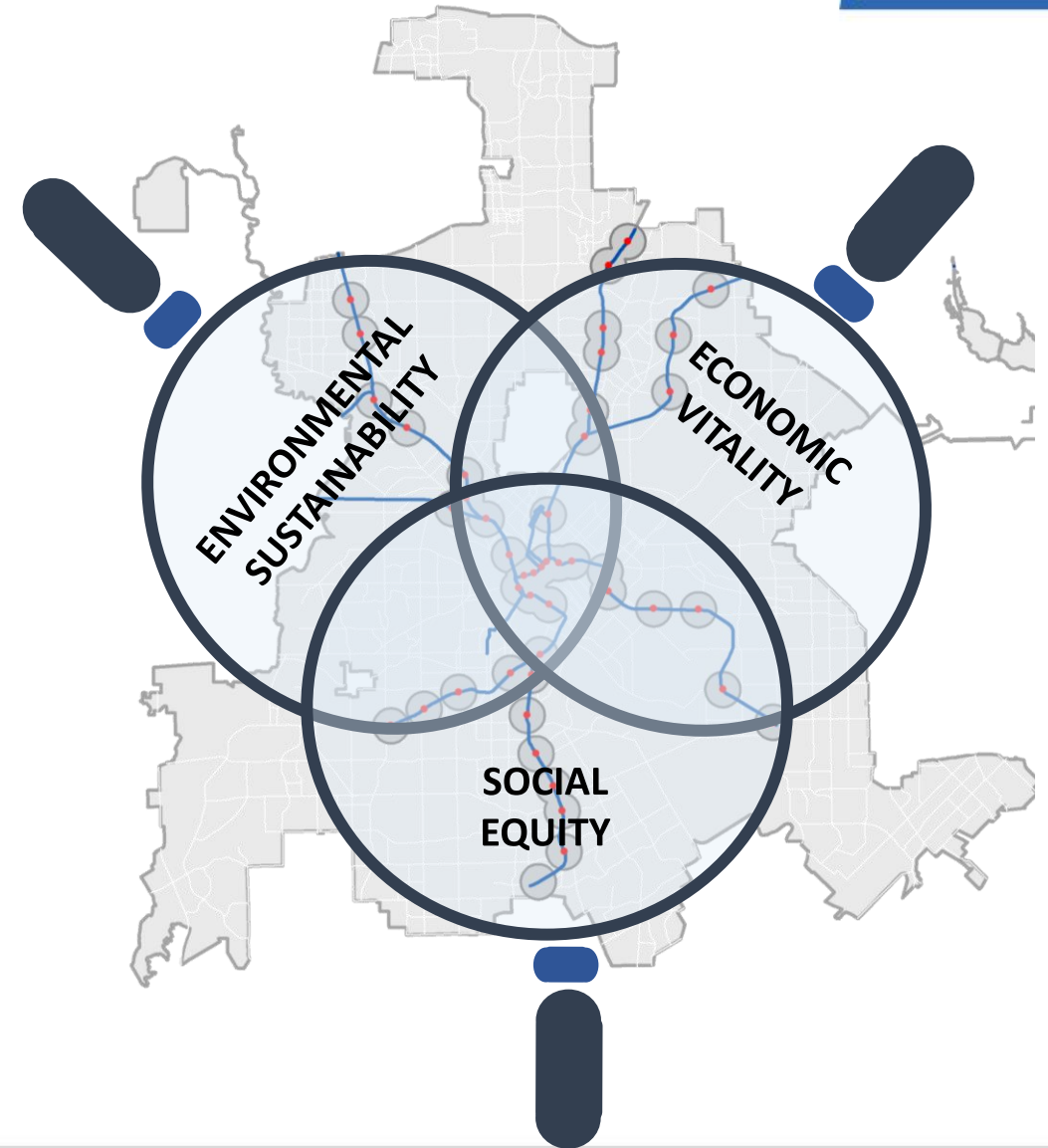
- Preliminary land use themes identified from recent citywide initiatives will inform analyses and community engagement



Robust Tools To Evaluate Future Growth



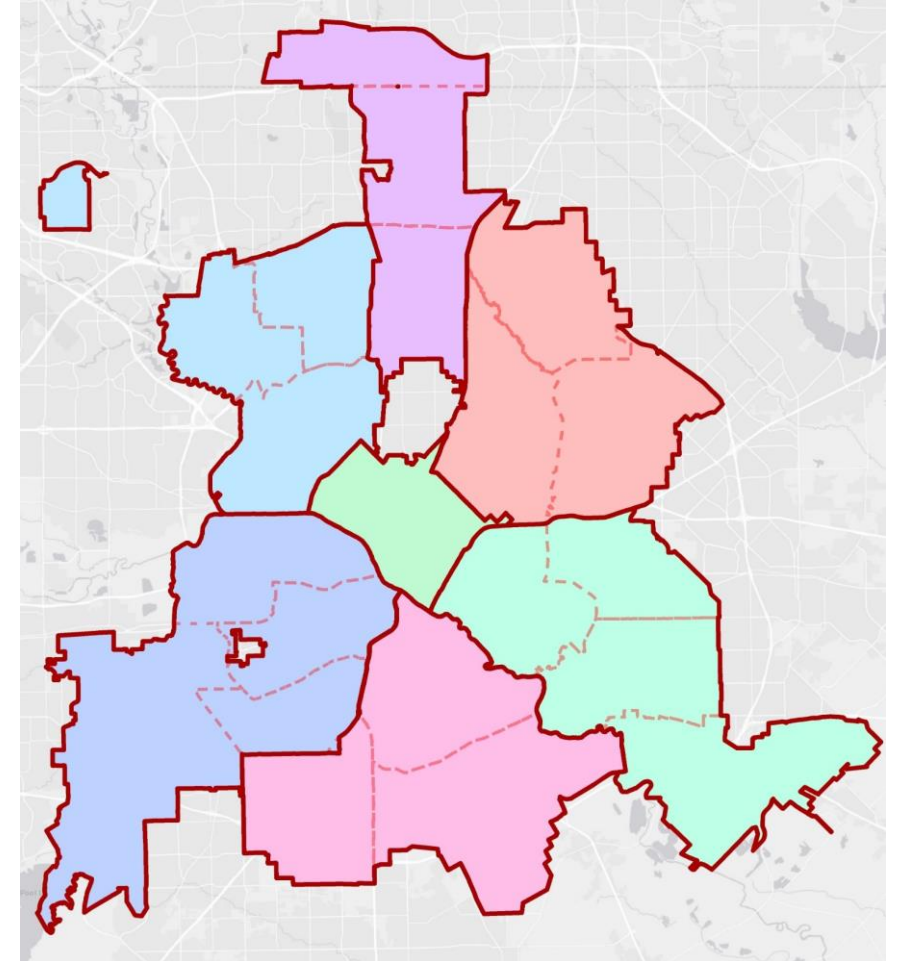
- A data-driven process:
 - Build modelling tools to evaluate alternative “What If” growth scenarios and inform selection of a preferred scenario.
 - Define citywide land use performance metrics.
 - Create reporting tools to regularly monitor cumulative land development impacts.



Geographic Framework for Planning



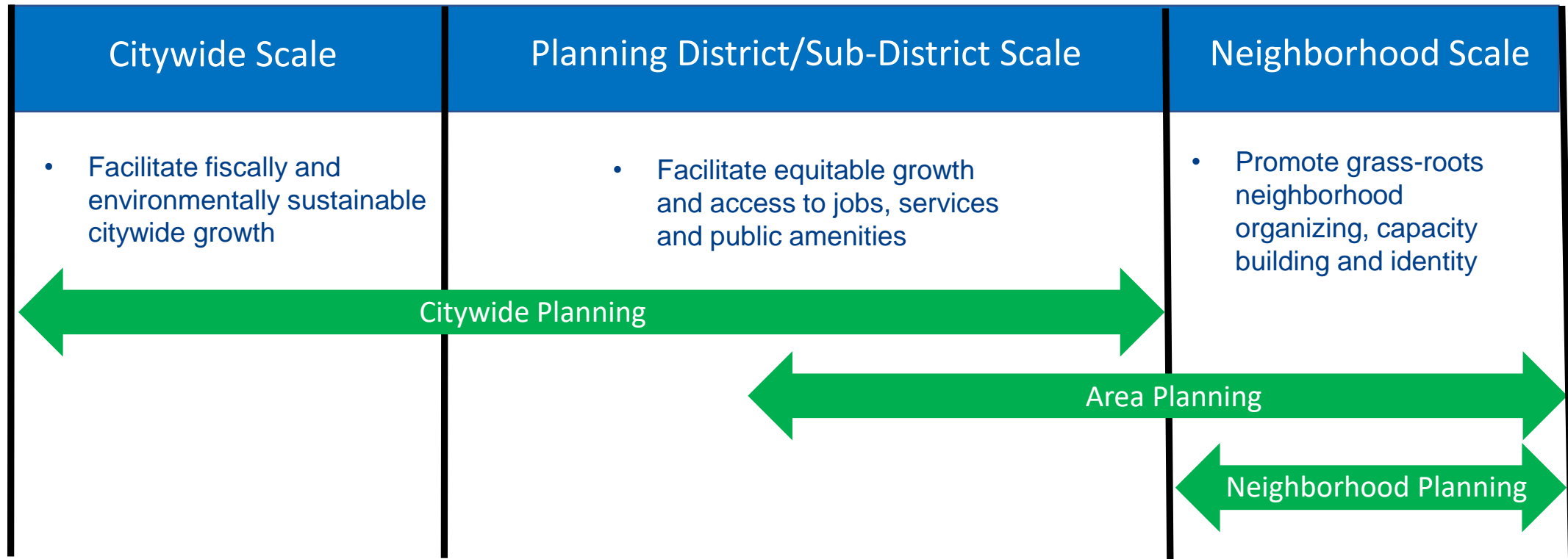
- Planning districts/sub-districts to facilitate:
 - Equity evaluation and mitigation
 - Relatable neighborhood engagement in citywide planning
 - Systematic area planning within the context of the citywide plan



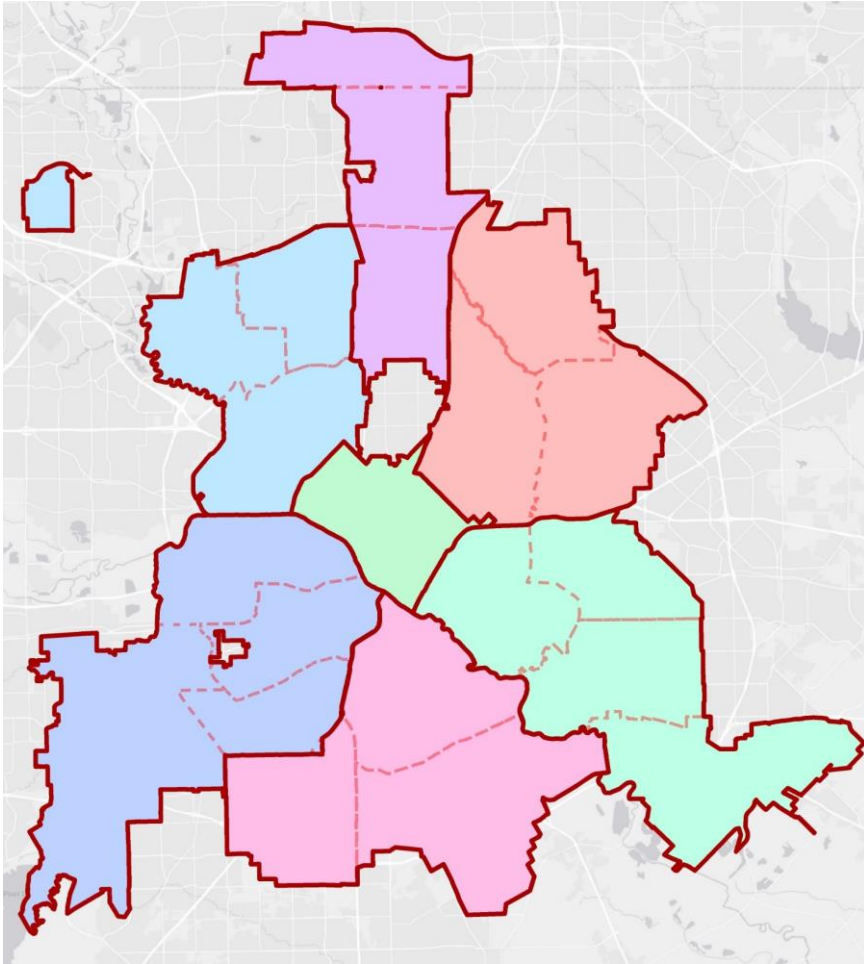
Planning at Different Scales



- Establish a framework for effective planning across different scales to maintain a unified and sustainable vision while promoting equity and neighborhood identity.



Citywide Planning Role

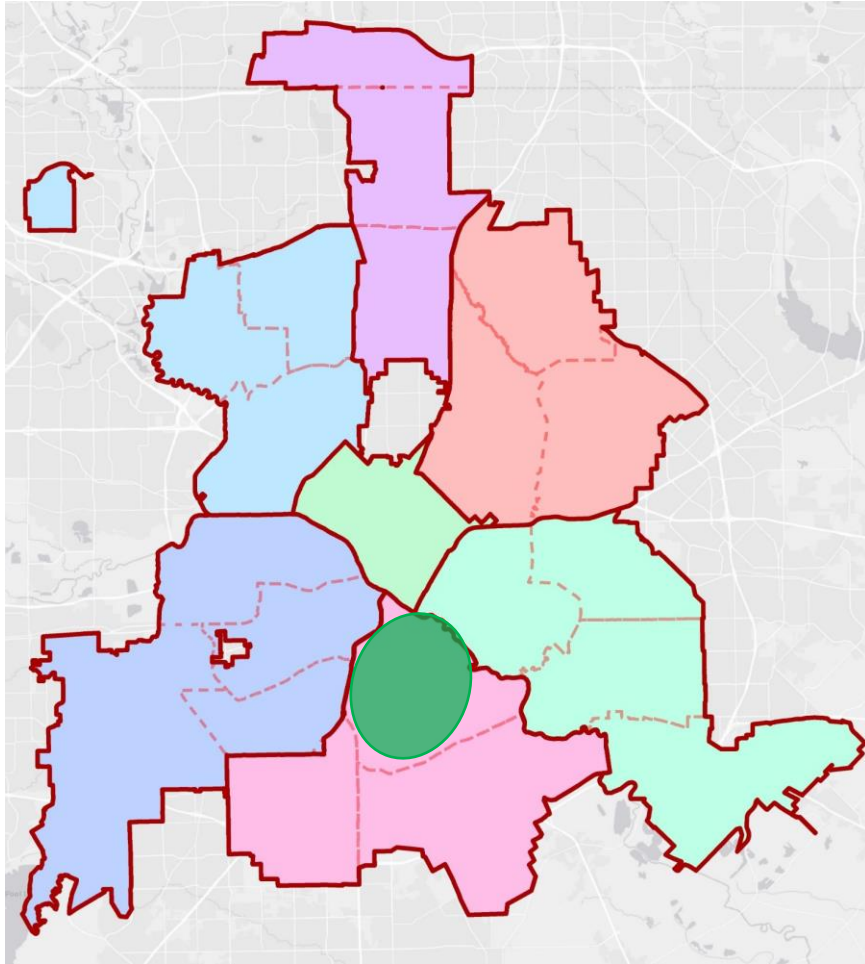


City-initiated

- Establish broad citywide land use vision and policy
- Identify strategic initiatives to promote equity, economic vitality, and environmental sustainability across planning districts/sub-districts
- Prioritize public initiatives to address strategic citywide land use/development issues.



Area Planning Role

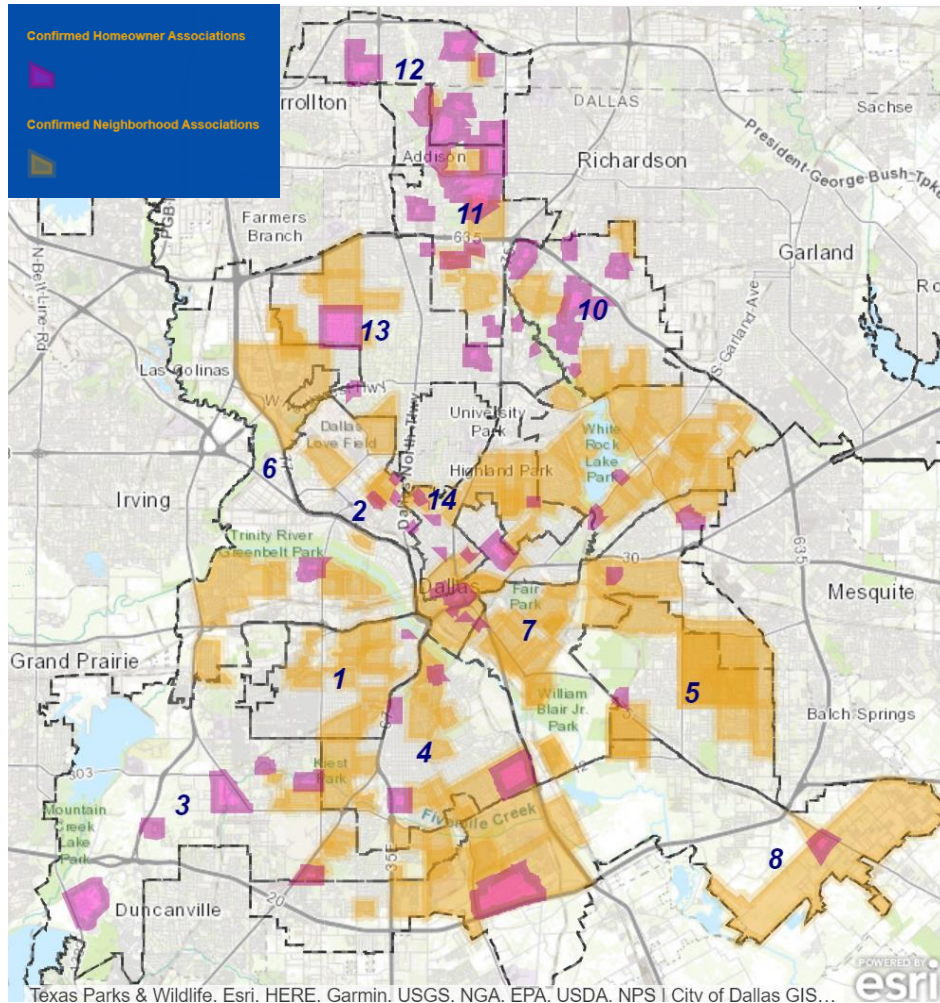


City-initiated

- Implement citywide policies and initiatives through localized planning
- Establish detailed land use vision and policy in the context of the citywide plan to proactively align zoning, infrastructure and community development initiatives
- Engage multiple neighborhoods in prioritizing needs



Neighborhood Planning Role



Neighborhood-driven

- Channel grass-roots neighborhood organizing efforts towards meaningful action
- Empower neighborhoods to articulate and promote their own vision and aspirations to influence City actions
- Do not establish City policy, but recognized as important input for area planning and City policy decisions



Area Planning Program



Area planning program initiated in conjunction with the forwardDallas Plan update:

- Systematic long range planning in strategic areas facing imminent land use changes that warrant City intervention
- Action-oriented plans that do not sit on the shelf
- Consistent area planning template to enable easy policy reference and effective inter-agency implementation



Proposed CPC Committee



A new standing City Plan Commission committee to provide recommendations to CPC on actions related to comprehensive land use planning

Purpose:

- Provide oversight and guidance for developing or updating the citywide comprehensive land use plan or area-based land use plans, to facilitate their passage and implementation, and to monitor their progress, in order to advance future land use goals that promote economic vitality, environmental sustainability, and equity throughout Dallas.



New Committee Membership



- 12 to 17 members appointed by CPC Chair, consisting of City of Dallas residents, including three (3) CPC members, with expertise in each of the following areas:
 - Urban design, urban planning, or landscape architecture
 - Neighborhood stabilization and revitalization
 - Real estate development, finance, or economics
 - Multimodal transportation
 - Environmental sustainability
 - Social equity
 - Other expertise relevant to comprehensive land use planning



New Committee Roles



- Oversight and guidance during the comprehensive land use plan update process:
 - Regular review meetings to provide feedback to staff
 - Serve as forum for formal stakeholder input during the update process
 - Provide a formal recommendation to CPC on the draft comprehensive land use plan



New Committee Roles (Continued)



- Monitor, report and recommend action on implementation of the adopted ForwardDallas plan:
 - Review regular staff evaluation of progress and proposed implementation program updates based on established metrics
 - Review and make recommendations on new area plans for adoption and incorporation into the comprehensive land use plan
 - Review and make recommendations on other zoning or development issues relevant to comprehensive plan implementation



Next Steps



Action Needed



- Recommend City Council action on the CPC Rules Amendment establishing a new comprehensive land use plan committee.
- City Council can approve, deny or remand to CPC for further action





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