



City of Dallas

Summary of Preliminary Recommendations

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

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Presentation Overview



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



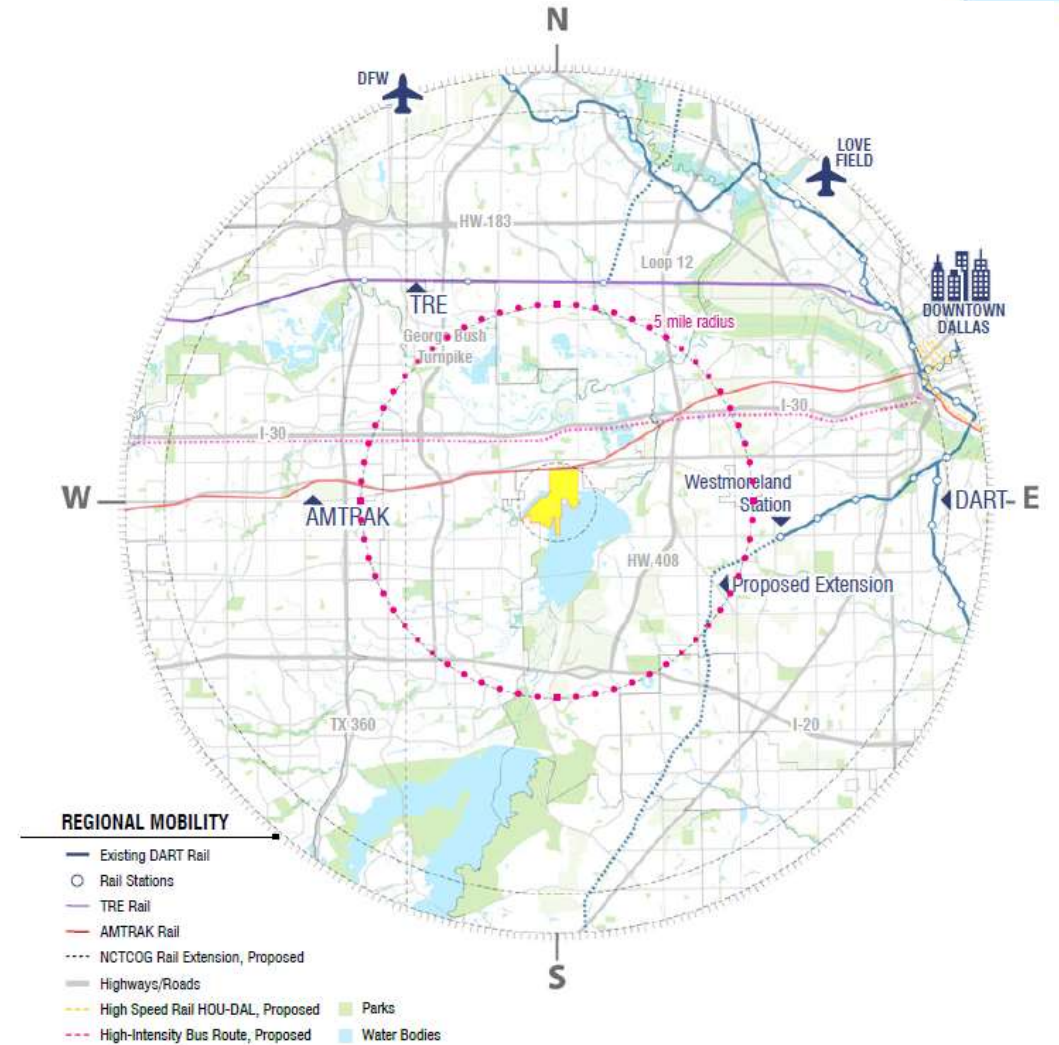
Site and Context



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



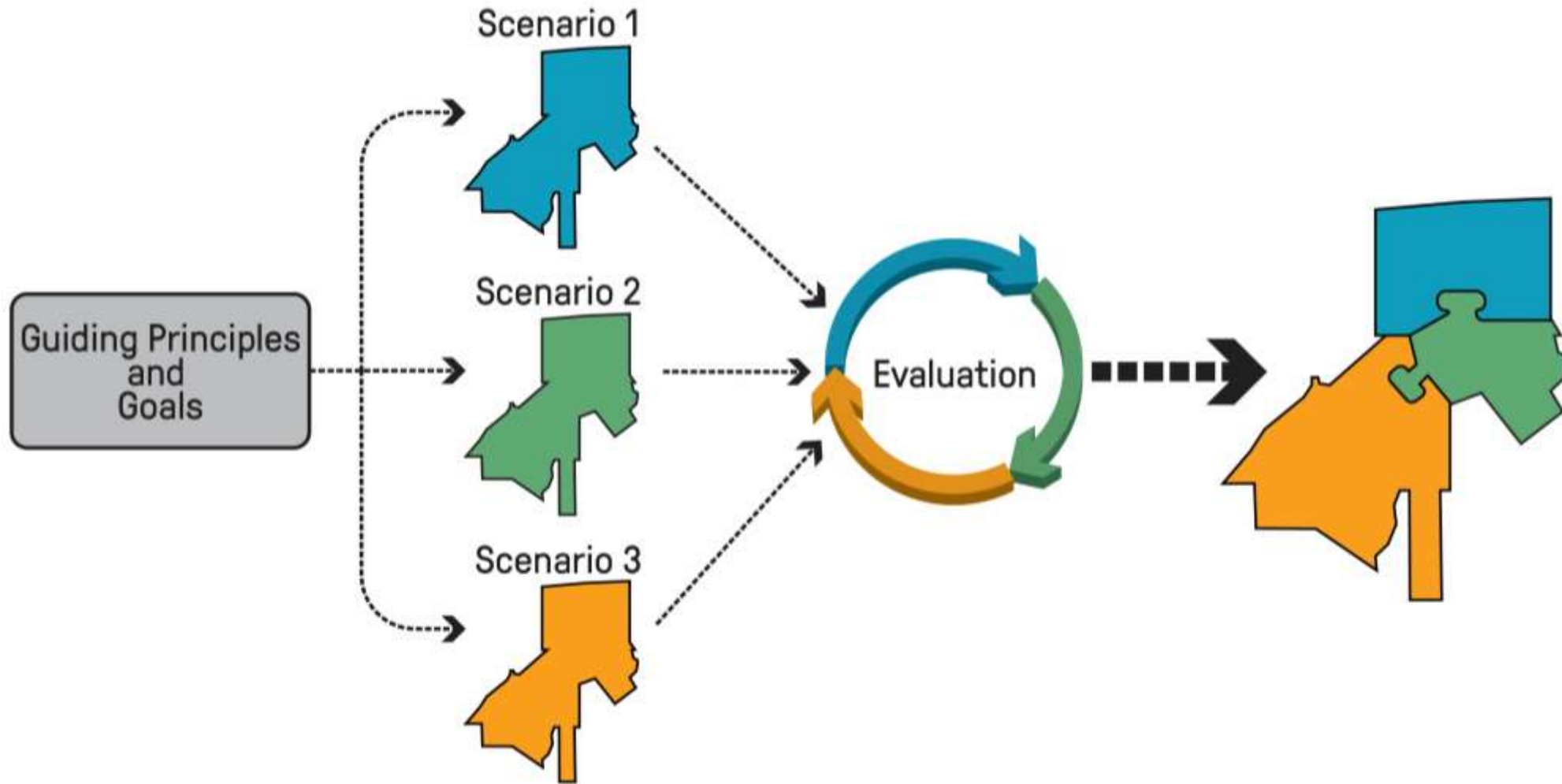
Purpose

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+



Market and Financial Findings



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.



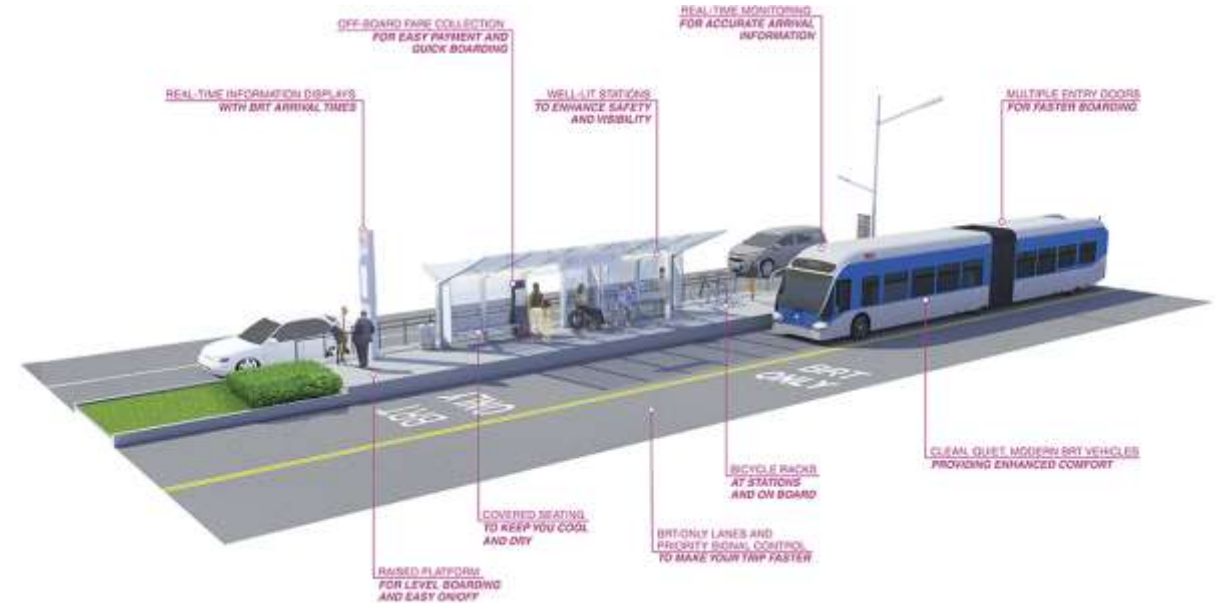
Summary of Key Recommendations



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.



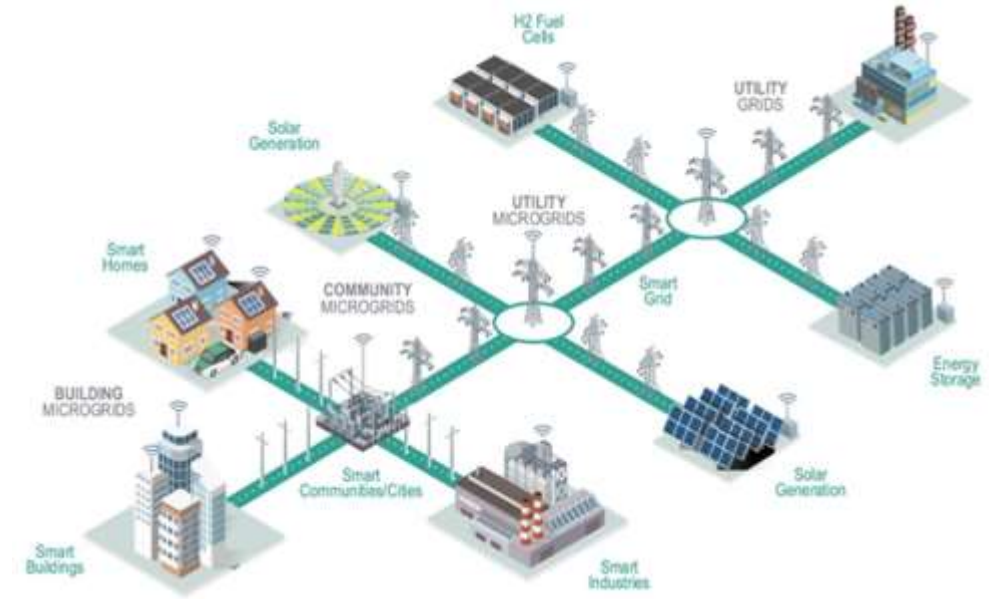
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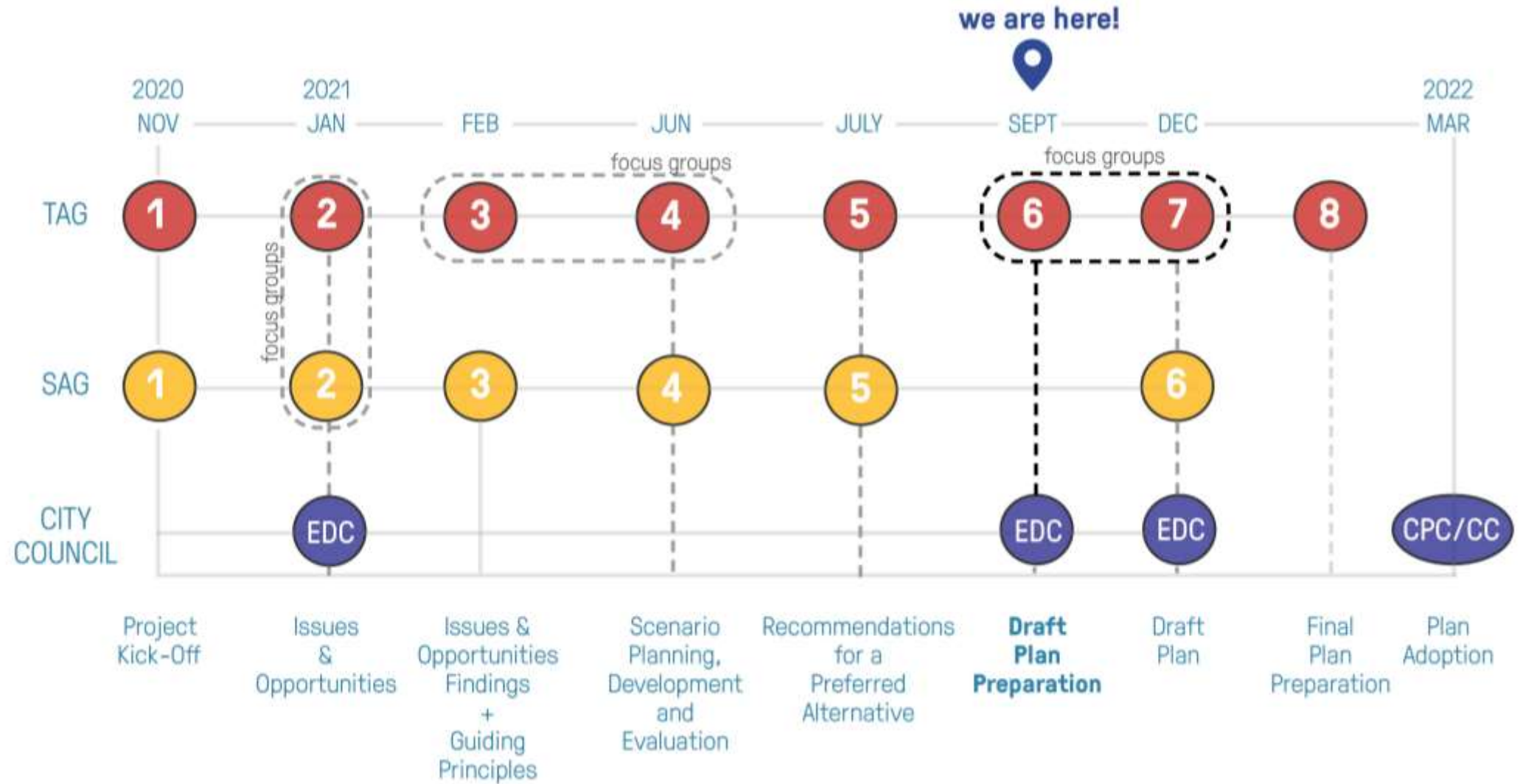
Sustainability Forward

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





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