

# Memorandum



DATE November 13, 2015

TO The Honorable Mayor and Members of the City Council

SUBJECT Urban Design Program for Dallas

On Wednesday, November 18, 2015 you will be briefed on the Urban Design Program for Dallas. Attached you will find the briefing materials for your review.

Please feel free to contact me if you need additional information.



Jill A. Jordan, P.E.  
Assistant City Manager

## Attachment

c: A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Alan E. Sims, Chief of Neighborhood Plus  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



# Urban Design Program for Dallas

Achieving the next level of livability for all Dallas' citizens



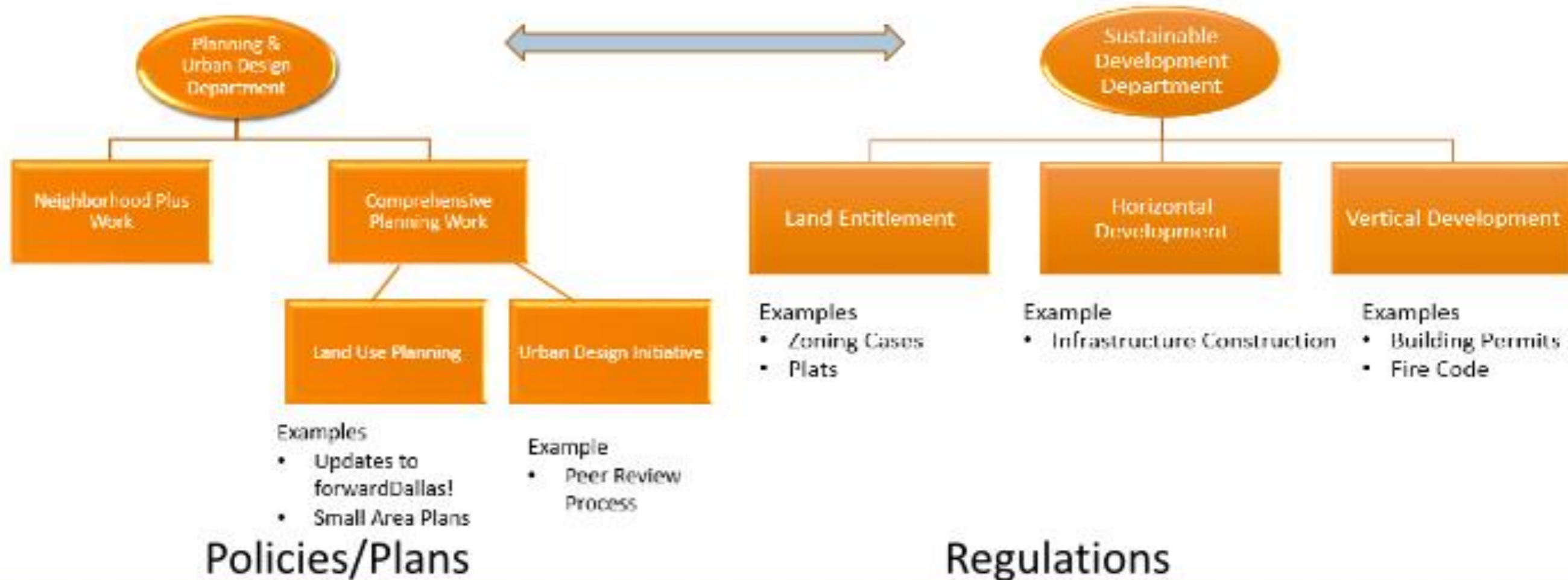
## Introduce the **Urban Design Program for Dallas**

- What is urban design?
- Existing policy and practice
- Program objectives and organization
- 2015/2016 work activities



## Purpose

# Organizational Relationship





**Urban design** is about making **connections** between people and places, **movement** and **urban form**, nature and the **built fabric**. Urban design draws together the many strands of **place-making**, **environmental stewardship**, **social equity** and **economic viability** into the creation of places with **distinct beauty** and **identity** serving the **diverse expectations** of users. *(Source: [Urbandesign.org](http://Urbandesign.org))*



## What is urban design?



**Urban design** is an inter-disciplinary subject that integrates the built environment professions, including **urban planning, landscape architecture, architecture, and civil & municipal engineering.** *(Source: Wikipedia)*

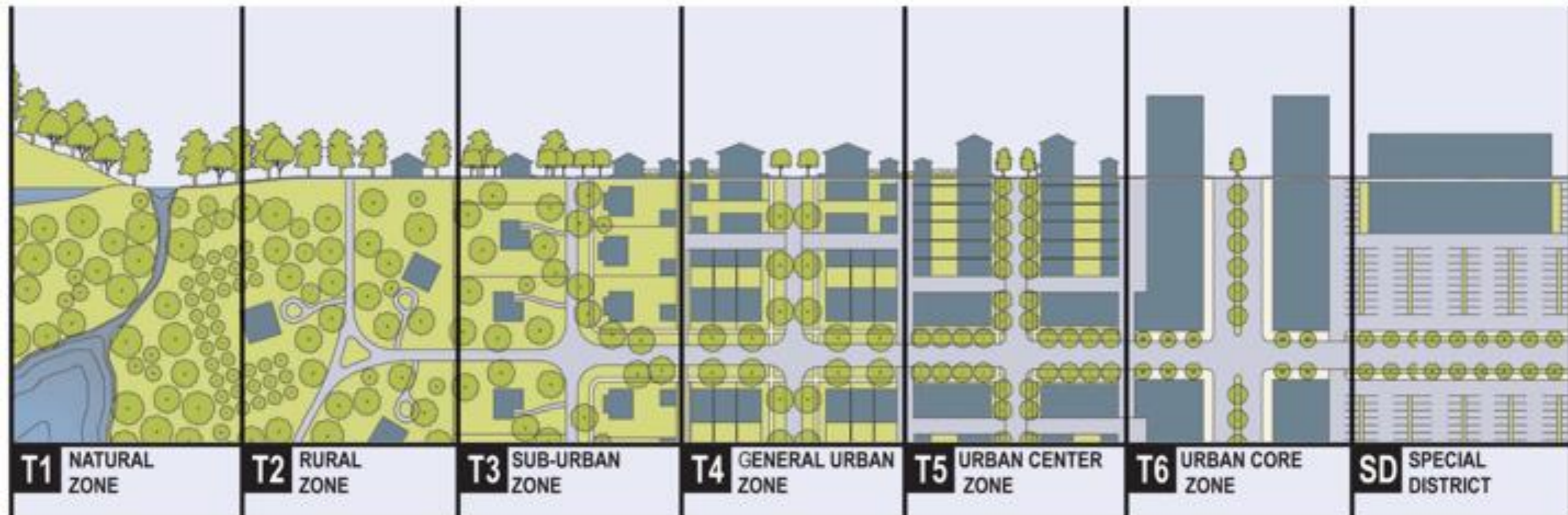


**What is urban design?**



**Urban design is the art of creating and shaping cities and towns & villages.**

*(Source: Wikipedia)*



**What is urban design?**





## Why it matters? [streets]





*Source: Landscape Architecture Foundation*

## Why it matters? [public space]





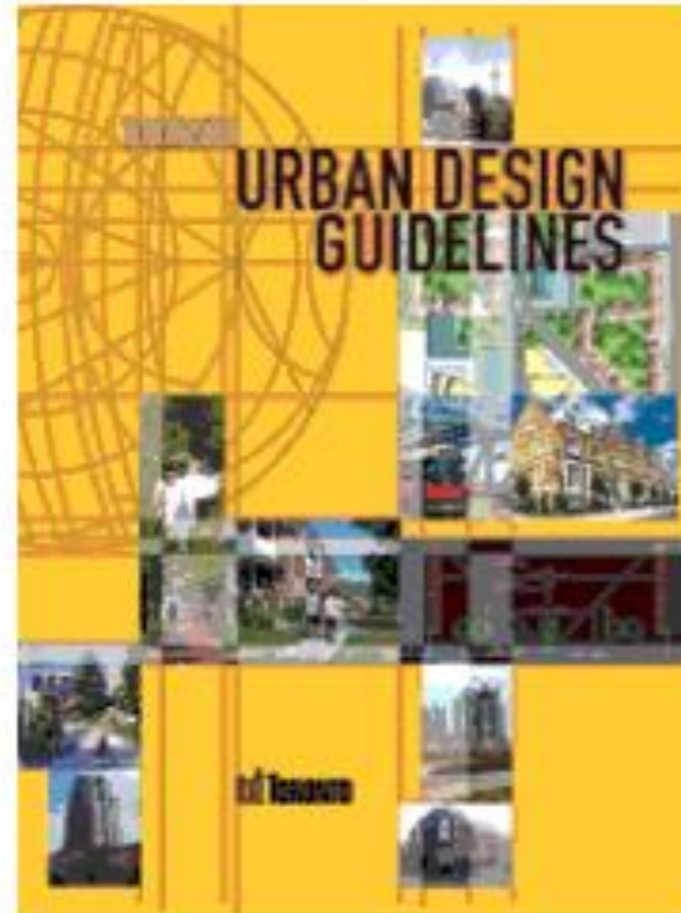
## Why it matters? [buildings]



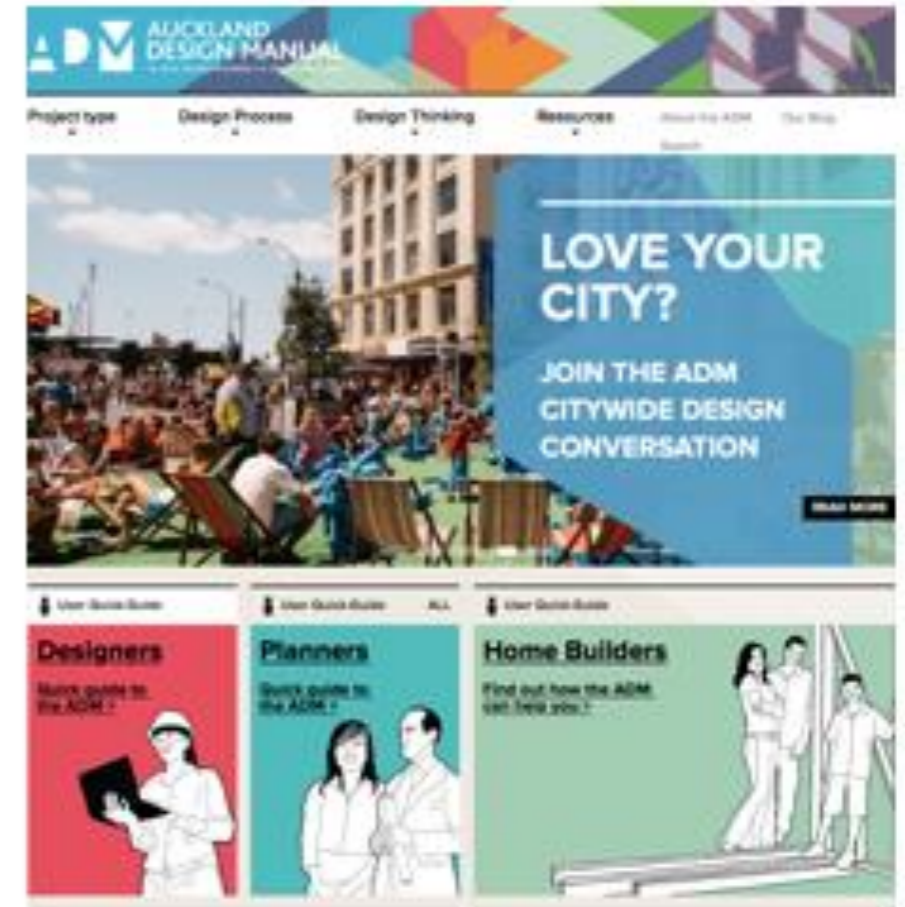
Cities today are continually working toward better urban design performance.



Los Angeles



Toronto

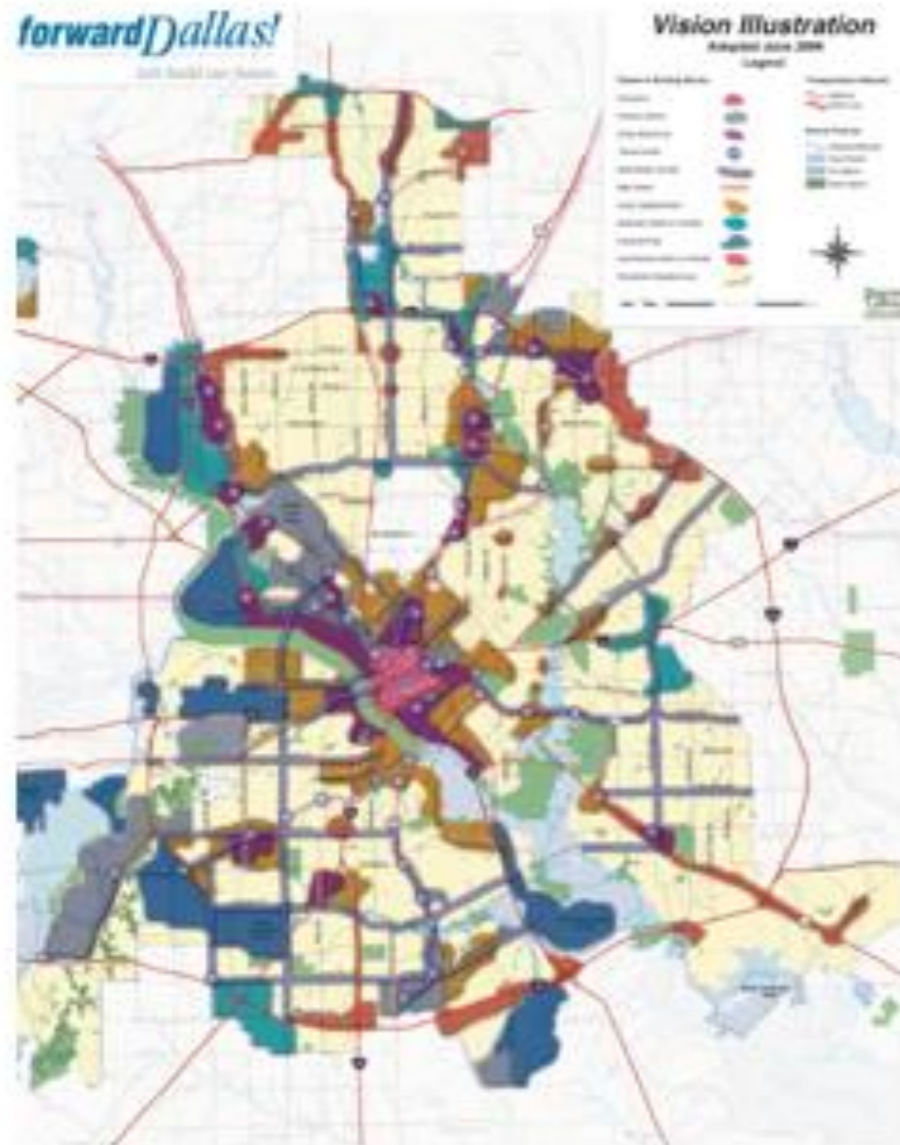


Auckland

## Contemporary programs



# forwardDallas! Urban Design Element + Area Plans + Planned Development Districts + TIF District Design Guidelines + Bike Plan + Parks Masterplan + Paving Design Manual + Drainage Design Manual + Building Codes + Others



**ARTICLE 193.**  
**PD 193.**  
**Oak Lawn Special Purpose District**

**PART I.**  
**GENERAL REGULATIONS.**

**SEC. 51P-193.001. LEGISLATIVE HISTORY.**

PD 193 was established by Ordinance No. 18180, passed by the Dallas City Council on February 8, 1985. Ordinance No. 18180 amended Ordinance No. 10962, Chapter 51 of the Dallas City Code, as amended. On September 9, 1992, Ordinance No. 18180 was repealed, and PD 193 was re-established by Ordinance No. 21416. Ordinance No. 21416 amended Ordinance No. 10962, Chapter 51 of the Dallas City Code, as amended. On October 27, 1993, Ordinance No. 21416 was repealed, and PD 193 was re-established by Ordinance No. 21859. Ordinance No. 21859 amended Ordinance No. 10962, Chapter 51 of the Dallas City Code, as amended. Subsequently, Ordinance No. 21859 was amended by Ordinance No. 22721, passed by the Dallas City Council on April 18, 1996; Ordinance No. 22724, passed by the Dallas City Council on April 18, 1996; Ordinance No. 23254, passed by the Dallas City Council on September 10, 1997; Ordinance No. 23642, passed by the Dallas City Council on September 9, 1998; Ordinance No. 23644, passed by the Dallas City Council on September 9, 1998; Ordinance No. 24346, passed by the Dallas City Council on August 23, 2000; Ordinance No. 24347, passed by the Dallas City Council on August 23, 2000; Ordinance No. 24728, passed by the Dallas City Council on September 26, 2001; Ordinance No. 24896, passed by the Dallas City Council on April 18, 2002; and Ordinance No. 25243, passed by the Dallas City Council on May 14, 2003. Ordinance No. 22721 rezoned property located along Cole Avenue, between Hall and Lemmon Avenues, from PD 213 to PD 193. Ordinance No. 22724 rezoned property located south of Oak Lawn Avenue, between the Dallas North Tollway and Maple Avenue, from PD 193 to PD 77. Ordinance No. 23254 rezoned property located at the south corner of Wycliff Avenue and Cedar Springs Road from PD 172 to PD 193. Ordinance No. 23642 rezoned property located south of Oak Lawn Avenue and west of Maple Avenue from PD 193 and PD 77 to PD 518. Ordinance No. 23644 replaced Exhibit A attached to Ordinance No. 21859, as amended. Ordinance No. 24346 rezoned property located east of Sammons Freeway and south of Woodall Rodgers Freeway from PD 193 to PD 582. Ordinance No. 24347 replaced Exhibit A attached to Ordinance No. 21859, as amended. Ordinance No. 24896 rezoned property located on the northwest corner of Buena Vista Street and North Haskell Street from PD 193 to PD 305. (Ord. Nos. 10962, 18180, 21416, 21859, 22721, 22724, 23254, 23642, 23644, 24346, 24347, 24728, 24896, 25243, 25267)

**SEC. 51P-193.002. PROPERTY LOCATION AND SIZE.**

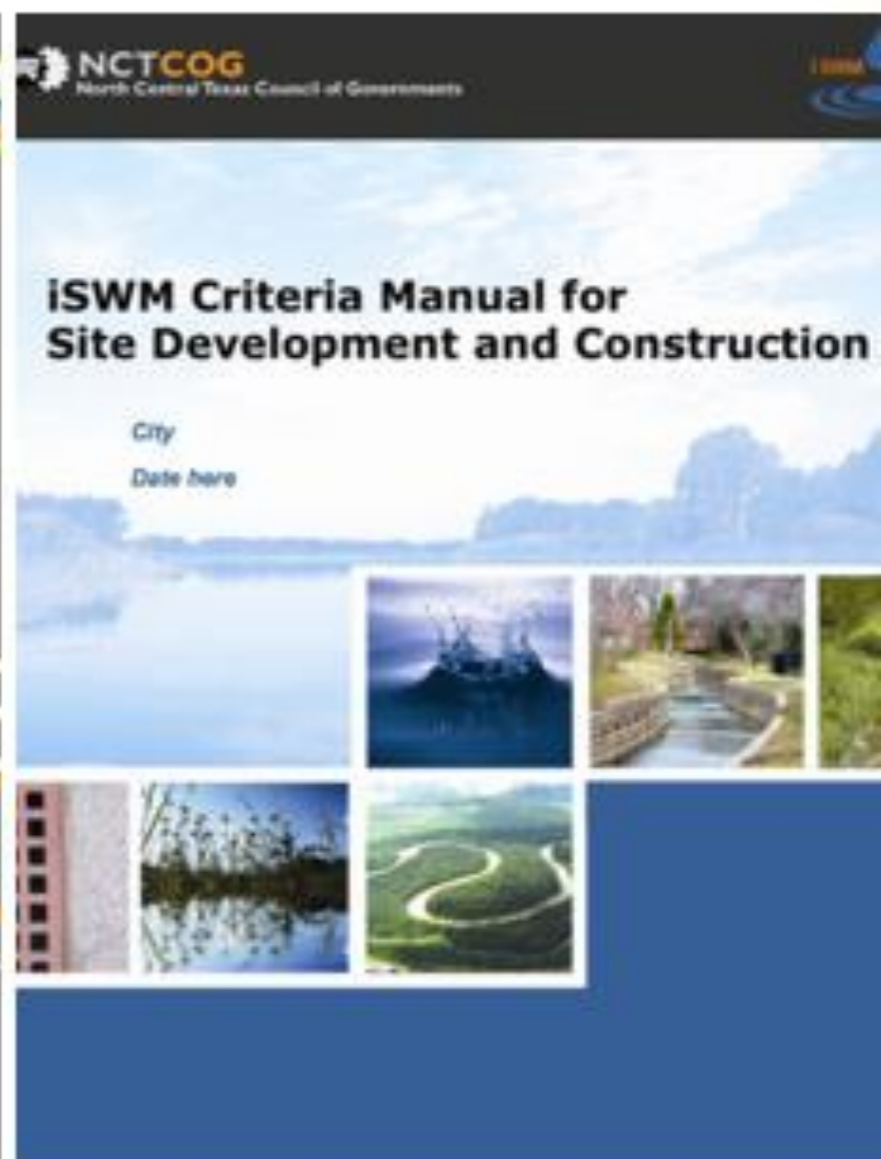
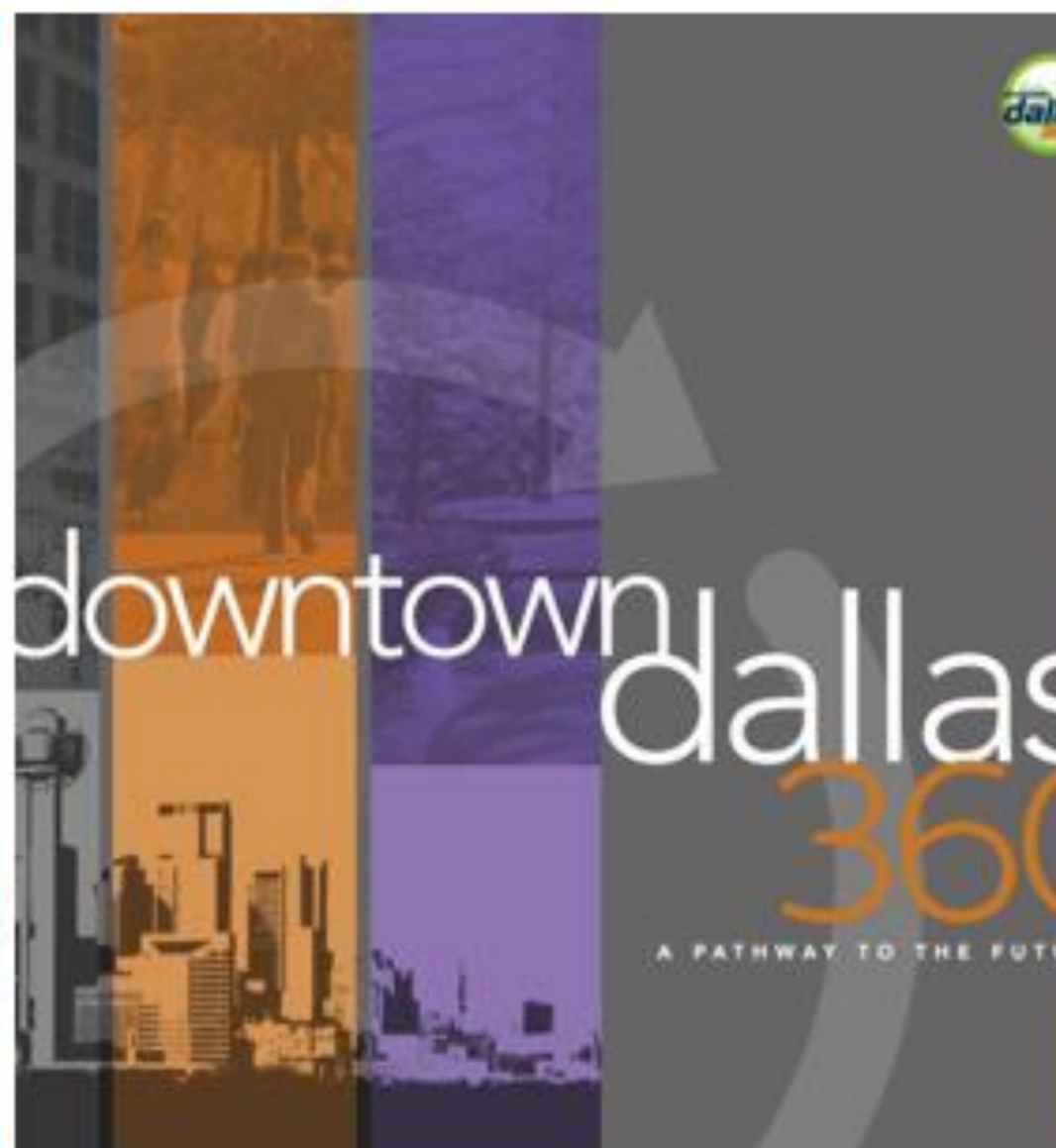
PD 193 is established on property generally bounded by Woodall Rodgers Freeway, North Central Expressway, the Missouri, Kansas, and Texas Railroad, the city limits of the City of Highland Park, Burdick Avenue, Inwood Road, Denton Drive Cut-off, Maple Avenue, Cedar Springs Branch Creek, Harry Hines Boulevard, Oak Lawn Avenue, and Sammons Freeway but excluding existing PD's within those boundaries. The size of PD 193 is approximately 2619.92 acres. (Ord. Nos. 21859, 22721, 22724, 23254, 23642, 24346, 24896, 25267, 26776)



## Existing policy

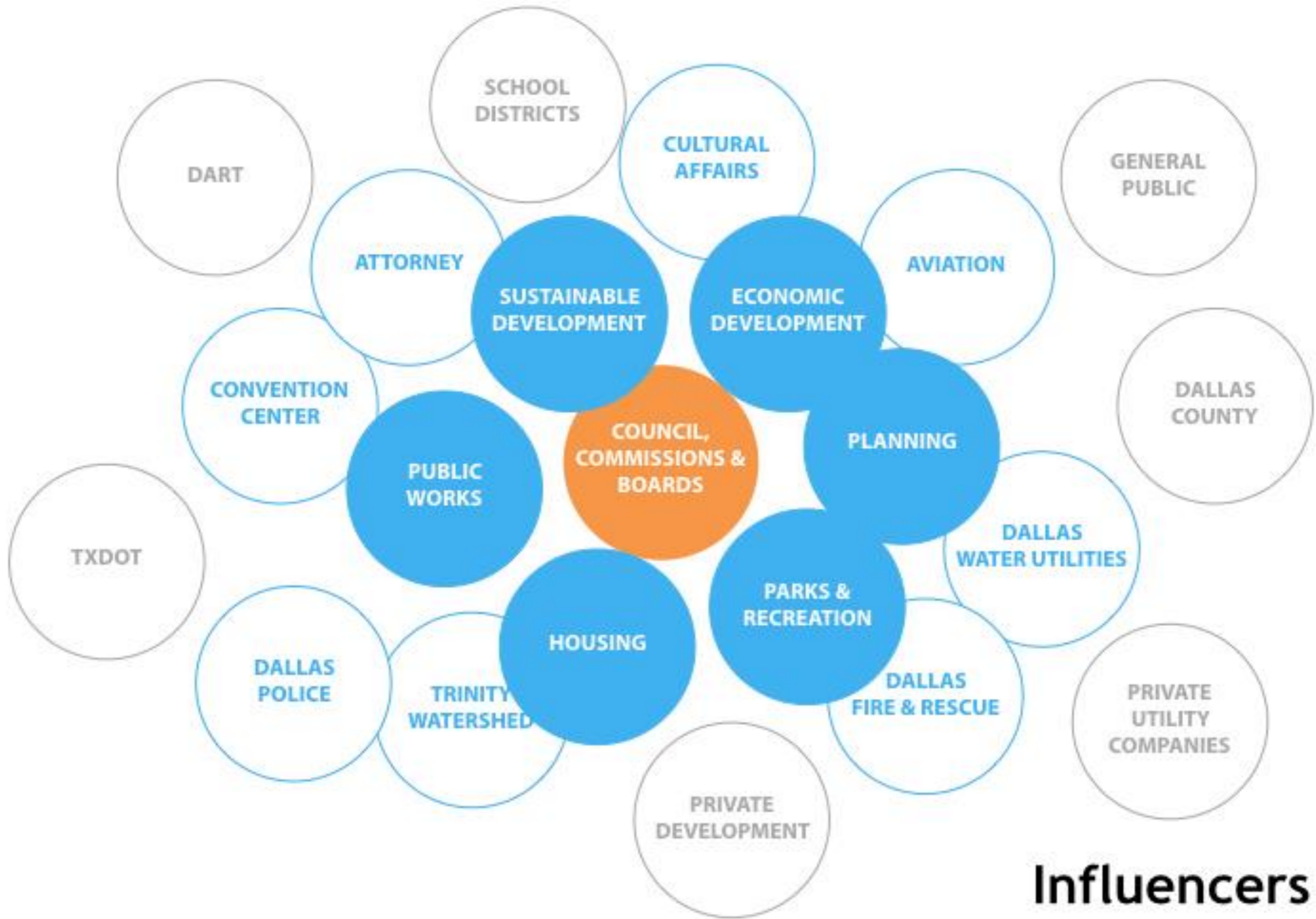


# Complete Streets Manual + Downtown Dallas 360 + Low Impact Development Manual (iSWM)



## Current efforts





# Influencers

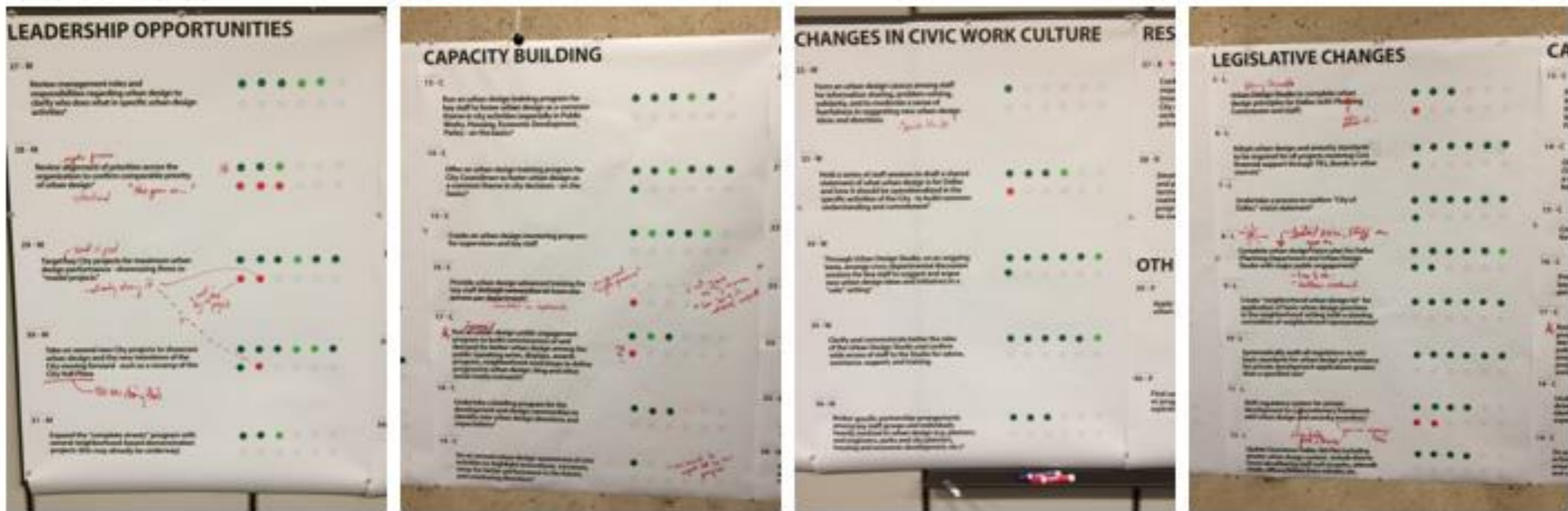




## Conflicting performance



2014/2015 multi-departmental activity occurred resulting in [1] a better understanding of current practices + [2] staff ideas generated for better urban design performance + [3] organized work programs + and [4] prioritized activities



## Internal Discovery



## Coordinating Action

Coordinate the diverse activities of the City to improve consistency of urban design performance.

## Developing Policy

Define how Dallas should be designed moving forward and develop clearer policies to articulate that urban design vision.

## Building Understanding

Conduct outreach and communication activities engaging the public, development and design professionals, and staff about urban design.

## Confirming Requirements

Codify policy and ensure that both private and public projects are complementary.

*\*see appendix for detail work activity*

# Categories of Work



Category	Activity	Phase
Building Understanding	Undertake a strong urban design communication and outreach program – with a Toolkit, formal launch, presentation series, displays, an awards program and social media.	Phase 2
Building Understanding	Develop an ongoing briefing program for City Council, Boards, Commissions, partner agencies, professional associations, citizens and city staff.	Phase 2
Building Understanding	Add an urban design component to key civic projects and make sure urban design is a known factor.	Phase 2
Building Understanding	Use new City projects as showcases for urban design excellence.	All Phases
Developing Policy	Define what urban design means in Dallas.	Phase 1
Developing Policy	Develop an urban design vision statement.	Phase 1
Developing Policy	Complete a set of overall urban design principles for Dallas.	Phase 1
Developing Policy	Develop urban design guidelines for Dallas.	Phase 1 & 2
Developing Policy	Develop a well-researched business case for consistently financing urban design and public realm activities, including capital and maintenance.	Phase 2

*\*see appendix for detail work activity*

## Sample Work Activities





## Urban Design Program Team



engagement will be continuous with increased activity for definition of UD vision, principles & guidelines + development of policy recommendations + adoption of potential policy & regulatory changes

sample methods will include public meetings & workshops + digital media including website & social media channels + presentations to community, professional, development



## Public Engagement



## **December 2015**

City Council Briefing - Complete Streets

Award a Consultant Contract for Revising the Paving & Drainage Design Manuals and providing urban design support

## **2016**

Urban Design Definition & Vision for Dallas

Urban Design Principles

Urban Design Guidelines

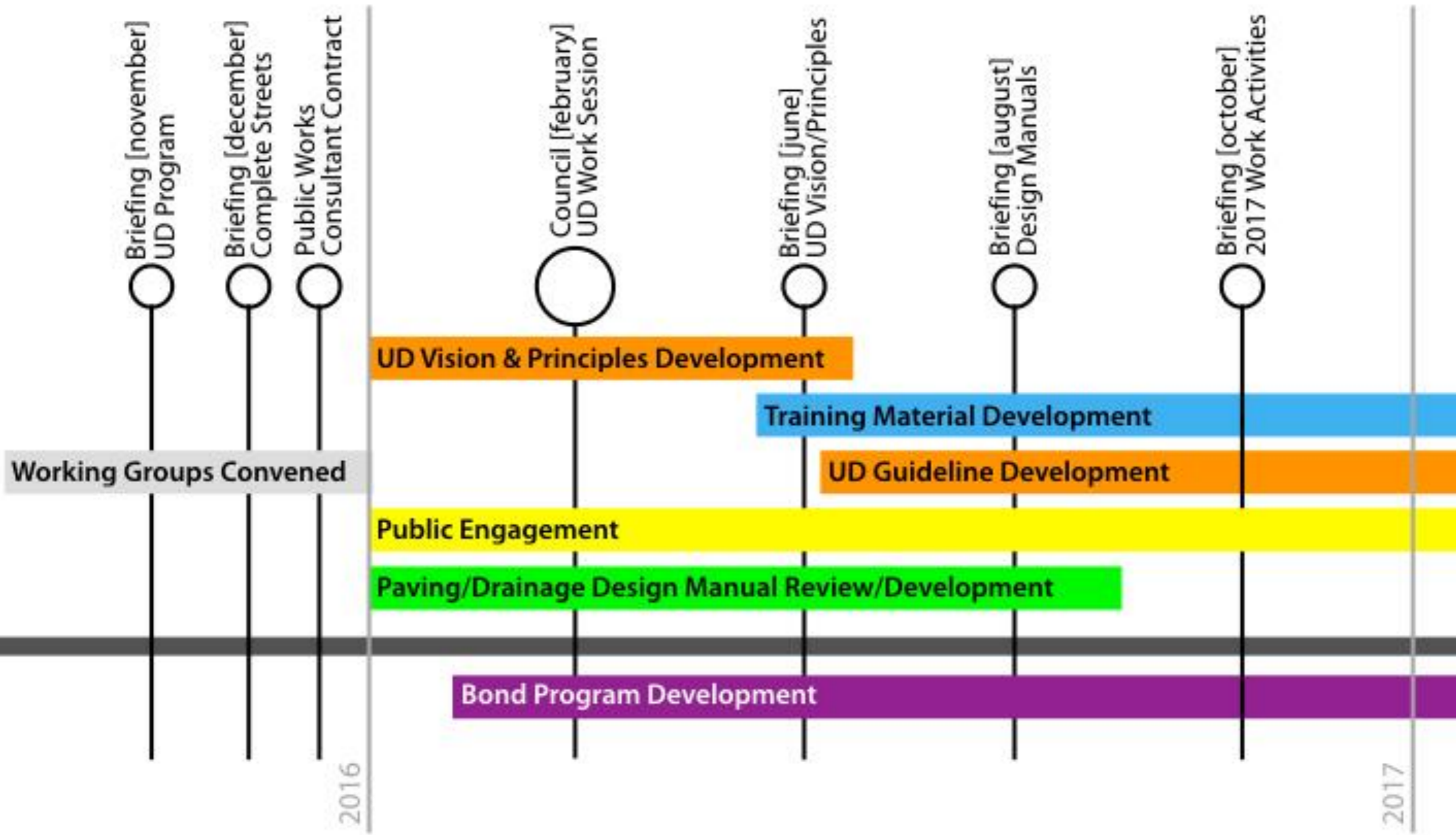
Updated Paving Design Manual

Updated Drainage Design Manual

Recommendations for amending forwardDallas!

# **Deliverables for Action**





# Timeline for Work



- Overall quality of life in Dallas - Citizens survey
- Overall quality of new development in Dallas - Citizens survey
- Overall quality of public engagement - Event based surveys
- Customer satisfaction with Peer Review process - Customer surveys



## Metrics





## Discussion



**Urban Design Program for Dallas**

November 13, 2015

**Work Activities**

Phase 1 is 2016 and Phase 2 is post 2016

<b>Category</b>	<b>Activity</b>	<b>Phase</b>
Coordinating Action	Appoint a Urban Design Lead and associated Implementation Management/Working Committees of city staff to guide the change process	Completed
Coordinating Action	Start to triage and coordinate significant public and private projects to secure consistent urban design performance.	Phase 1
Coordinating Action	Review and clarify the role of the Consulting Design Director.	Phase 1
Coordinating Action	Review and clarify the role and responsibilities of urban design peer review (Urban Design Advisory Panel).	Phase 1
Coordinating Action	Develop urban design partnerships with other organizations and governments for better urban design coordination and implementation of projects.	Phase 1
Coordinating Action	Implement matrix management across departments for staff involved in urban design to report to their home department and the Urban Design Lead on identified major projects where urban design should be a priority.	Phase 2
Coordinating Action	Review and better articulate urban design roles and responsibilities of management and build into job specifications.	Phase 2
Coordinating Action	Include urban design performance in individual staff performance reviews.	Phase 1
Coordinating Action	Include urban design in succession planning.	Phase 2
Coordinating Action	Digitize all policies and area plans for easy customer access.	Phase 1
Coordinating Action	Consider "smart city" technologies in all urban design activities as these become available.	Phase 1
Building Understanding	Develop a training program for management and staff to increase awareness of urban design.	Phase 1
Building Understanding	Develop an urban design information program for City Council and schedule recurring activities/briefings to ensure their involvement and awareness of urban design issues.	Phase 1
Building Understanding	Complete an urban design briefing for the development and the design communities.	Phase 1
Building Understanding	Form an informal urban design "caucus" of City staff from all departments who are involved in urban design for on-going discussion and problem solving on urban design – meeting on a quarterly basis.	Phase 1



<b>Category</b>	<b>Activity</b>	<b>Phase</b>
Building Understanding	Undertake a strong urban design communication and outreach program – with a Toolkit, formal launch, presentation series, displays, an awards program and social media.	Phase 2
Building Understanding	Develop an urban design mentoring program for staff.	Phase 2
Building Understanding	Initiate an Annual Report to City Council on the progress of urban design.	Phase 2
Building Understanding	Initiate an Annual Report for the development and the design communities on the progress of urban design.	Phase 2
Building Understanding	Host an annual workshop for the public and staff about urban design and initiate an Annual Report for the public on the progress of urban design.	Phase 2
Building Understanding	Develop an ongoing briefing program for City Council, Boards, Commissions, partner agencies, professional associations, citizens and city staff.	Phase 2
Building Understanding	Add an urban design component to key civic projects and make sure urban design is a known factor.	Phase 2
Building Understanding	Use new City projects as showcases for urban design excellence.	All Phases
Developing Policy	Define what urban design means in Dallas.	Phase 1
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Developing Policy	Develop a well-researched business case for consistently financing urban design and public realm activities, including capital and maintenance.	Phase 2
Developing Policy	Update the “Dallas 360 Plan” to incorporate a fuller urban design agenda.	Phase 1
Developing Policy	Develop neighborhood urban design implementation kits for local use to enhance the quality of local places.	Phase 2
Developing Policy	Create a dedicated staff team to audit obsolete regulations that work against good urban design performance.	Phase 2
Developing Policy	Amend forwardDallas! as needed to fully integrate and prioritize urban design within planning of the city.	Phase 2
Execute Requirements	Review and confirm urban design standards for projects enjoying City funding or subsidies.	Phase 2
Execute Requirements	Add urban design performance specifications in projects subject to Bond Issues.	Phase 2
Execute Requirements	Start an ongoing program to add urban design performance specifications to all regulations including zoning.	Phase 2