

Memorandum

2010 FEB 10 PM 4:06



CITY OF DALLAS

DATE February 12, 2010

TO Members of the Economic Development Committee:
Tennell Atkins (Vice-Chair), Dwaine Caraway, Jerry R. Allen,
Sheffield Kadane, Ann Margolin, Linda Koop, Steve Salazar

SUBJECT **Economic Development Committee**
Tuesday, February 16, 2010, 9:30 – 11:00 a.m.
1500 Marilla Street, City Hall, Room 6ES, Dallas, Texas 75201

AGENDA

1. Approval of February 1, 2010 Minutes of the Economic Development Committee
2. Mayor's Southern Dallas Task Force Recommendations
Lee McKinney, Assistant Director
Office of Economic Development
(Estimated time 15 minutes)
3. Small Business Lending in Southern Dallas
Lee McKinney, Assistant Director
Office of Economic Development
(Estimated time 15 minutes)
4. Proposed Downtown Parking Study
Theresa O'Donnell, Director
Sustainable Development & Construction
(Estimated time 15 minutes)
5. Stemmons Corridor - Southwestern Medical District Area Plan
Theresa O'Donnell, Director
Sustainable Development & Construction
(Estimated time 15 minutes)
6. Upcoming agenda items for February 2010
 - Authorize a public hearing to be held on April 14, 2010 on a proposed boundary amendment to the TOD TIF District
 - Historic Preservation Tax Incentive – 10 Nonesuch Road
 - Multi Packaging Solutions Economic Development Grant

Ron Natinsky, Chair
Economic Development Committee

C: The Honorable Mayor and Members of the City Council

Mary K. Suhm, City Manager	Forest Turner, Assistant City Manager
Deborah Watkins, City Secretary	Jill A. Jordan, P.E., Assistant City Manager
Tom Perkins, City Attorney	Jeanne Chipperfield, Director, OFS
Craig Kinton, City Auditor	Dave Cook, Chief Financial Officer, OFS
Judge C. Victor Lander, Administrative Judge Municipal Court	Karl Zavitkovsky, Director, OED
Ryan S. Evans, First Assistant City Manager	Hammond Perot, Asst. Director, OED
A.C. Gonzalez, Assistant City Manager	Helena Stevens-Thompson, Asst. to the CMO

A closed session may be held if the discussion on any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation, or matters where legal advice is requested to the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The Purchase, exchange, lease or value of real property, if the deliberation in an Open Meeting would have a detrimental affect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if deliberation in an Open Meeting would have a detrimental affect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving appointments, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment or specific occasions for implementation of security personnel or device. Section 551.076 of the Texas Open Meetings Act.
6. Deliberations regarding Economic Development negotiations. Section 551.087 of the Texas Open Meeting Act.

DRAFT

Economic Development Committee Meeting Record February 1, 2010

The Economic Development Committee meetings are recorded. Agenda materials and audiotapes may be reviewed/copied by contacting the Office of Economic Development, Staff Coordinator at 214-670-1686.

Meeting Date: February 1, 2010 Meeting Start time: 9:32 AM

Committee Members Present:

Ron Natinsky
Tennell Atkins
Sheffie Kadane
Ann Margolin
Jerry Allen
Dwaine Caraway
Steve Salazar

Other Council Members Present:

David Neumann
Carolyn R. Davis

Staff Present:

AC Gonzalez, *Assistant City Manager*
Karl Zavitkovsky, *Director, Economic Development*
Teresa O'Donnell, *Director, Sustainable Development & Construction*
Warren Ernst, *Chief of the General Counsel Division, City Attorney's Office*
Barbara Martinez, *Assistant City Attorney, City Attorney's Office*
Hammond Perot, *Assistant Director, Economic Development*
Lee McKinney, *Assistant Director, Economic Development*
Peer Chacko, *Assistant Director, Sustainable Development & Construction*

Other Presenters:

John Crawford, *CEO, DowntownDallas*

1. Approval of January 19, 2010 Minutes of the Economic Development Committee
Presenter(s):

Action Taken/Committee Recommendation(s): Motion made to approve the minutes.

Motion made by: **Mr. Atkins**

Motion seconded by: **Mr. Allen**

Item passed unanimously: X

Item passed on a divided vote:

Item failed unanimously:

Item failed on a divided vote:

Follow-up (if necessary):

2. Public Private/Partnership Program

Presenter(s): AC Gonzalez, Assistant City Manager; Karl Zavitkovsky, Director, Economic Development; Hammond Perot, Assistant Director, Economic Development:

Action Taken/Committee Recommendation(s): Committee was briefed; no action taken on this item.

Motion made by: _____

Motion seconded by: _____

Item passed unanimously: _____

Item passed on a divided vote: _____

Item failed unanimously: _____

Item failed on a divided vote: _____

Follow-up (if necessary):

- Councilmember Allen requested a meeting with staff on a proposed amendment regarding the small business lending program
- Councilmember Salazar requested staff to re-state the language of “sunsetting” existing program for multi-family residential projects in the Central Business District.
- Councilmember Natinsky requested a discussion on how business retention projects can be handled and allowing flexibility for midsized businesses to flourish through the program

3. South Dallas/Fair Park Trust Fund

Presenter(s): AC Gonzalez, Assistant City Manager; Karl Zavitkovsky, Director, Economic Development; Lee McKinney, Assistant Director, Economic Development:

Action Taken/Committee Recommendation(s): No action taken on this item.

Motion made by: _____

Motion seconded by: _____

Item passed unanimously: _____

Item passed on a divided vote: _____

Item failed unanimously: _____

Item failed on a divided vote: _____

Follow-up (if necessary):

- Councilmember Caraway requested that staff make a correction in the briefing relating to the name of the Dallas Music Hall in Fair Park.

4. Upcoming agenda items for February 2010:

- Authorize a Special Economic Development Loan Agreement, and two Commercial Loan Agreements in conjunction with the South Dallas/Fair Park Trust Fund in their target area to provide funding as follows: (1) Richard Knight d/b/a the MLK/175 Gateway Project in an amount not to exceed \$92,800, (2) Freedom Fashions in an amount not to exceed \$50,000; and (3) Namamai

Services, LLC in an amount not to exceed \$50,000 – Total not to exceed \$192,800 – Financing; South Dallas/Fair Park Trust Funds

Presenter(s): AC Gonzalez, Assistant City Manager; Karl Zavitkovsky, Director, Economic Development, Lee McKinney, Assistant Director, Economic Development:

Action Taken/Committee Recommendation(s): Motion made to support items.

Motion made by: Mr. Atkins

Motion seconded by: Mr. Salazar

Item passed unanimously: X

Item passed on a divided vote: _____

Item failed unanimously: _____

Item failed on a divided vote: _____

Follow-up (if necessary):

5. Potential Amendments with respect to City Code for Municipal Management District (MMD) Board Members

Presenter(s): AC Gonzalez, Assistant City Manager; Karl Zavitkovsky, Director, Economic Development; Warren Ernst, Chief of the General Counsel Division, City Attorney's Office; Barbara Martinez, Assistant City Attorney, City Attorney's Office:

Action Taken/Committee Recommendation(s): Motion made to support item and accept amendment for the disclosure requirements under Section 12a-19 of the Code of Ethics to include MMD Board of Directors.

Motion made by: Ms. Margolin

Motion seconded by: Mr. Atkins

Item passed unanimously: X

Item passed on a divided vote: _____

Item failed unanimously: _____

Item failed on a divided vote: _____

Follow-up (if necessary):

6. Upcoming agenda items for February 2010:

- South Dallas Fair Park Inner City Community Development Corporation(ICDC) Loan
- Summary of FY 2009 Activity in Dallas TIF Districts – TIF Annual Report

Presenter(s): AC Gonzalez, Assistant City Manager; Karl Zavitkovsky, Director, Economic Development:

Action Taken/Committee Recommendation(s): Motion made to support items.

Motion made by: Mr. Caraway

Motion seconded by: Mr. Atkins

Item passed unanimously: X

Item passed on a divided vote: _____

Item failed unanimously: _____

Item failed on a divided vote: _____

Follow-up (if necessary):

7. Downtown Area Plan Update

Presenter(s): AC Gonzalez, Assistant City Manager; Theresa O'Donnell, Director, Sustainable Development & Construction, Peer Chacko, Assistant Director, Sustainable Development & Construction; John Crawford, CEO, DowntownDallas:

Action Taken/Committee Recommendation(s): No action taken on this item.

Motion made by: _____

Motion seconded by: _____

Item passed unanimously: _____

Item passed on a divided vote: _____

Item failed unanimously: _____

Item failed on a divided vote: _____

Follow-up (if necessary):

Meeting Adjourned: 11:36 AM.

Approved By: _____

Ron Natinsky, Chair

Memorandum



DATE: February 10, 2010

TO: Members of the Economic Development Committee
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway, Linda Koop, Sheffie Kadane, Ann Margolin, Jerry R. Allen, Steve Salazar

SUBJECT: **Mayor's Southern Dallas Task Force**

On Tuesday, February 16, 2010 the Economic Development Committee will be briefed on the Mayor's Southern Dallas Task Force. The briefing is attached.

Should you have any questions, please contact me at (214) 670-3314.



A.C. Gonzalez
Assistant City Manager

C: Honorable Mayor and Members of the City Council
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Hammond Perot, Assistant Director, Office of Economic Development
Helena Stevens-Thompson, Assistant to the City Manager

Mayor's Southern Dallas Task Force

Economic Development Committee
February 16, 2010



Office of Economic Development

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Purpose

- ❑ Overview of the Mayor's Southern Dallas Task Force
- ❑ Discuss Commitment to Fund Seven (7) Action Recommendations
- ❑ Review Seven (7) Task Force Recommended Action items
- ❑ Convey Funding Process and Timeline
- ❑ Q & A / Committee Comments

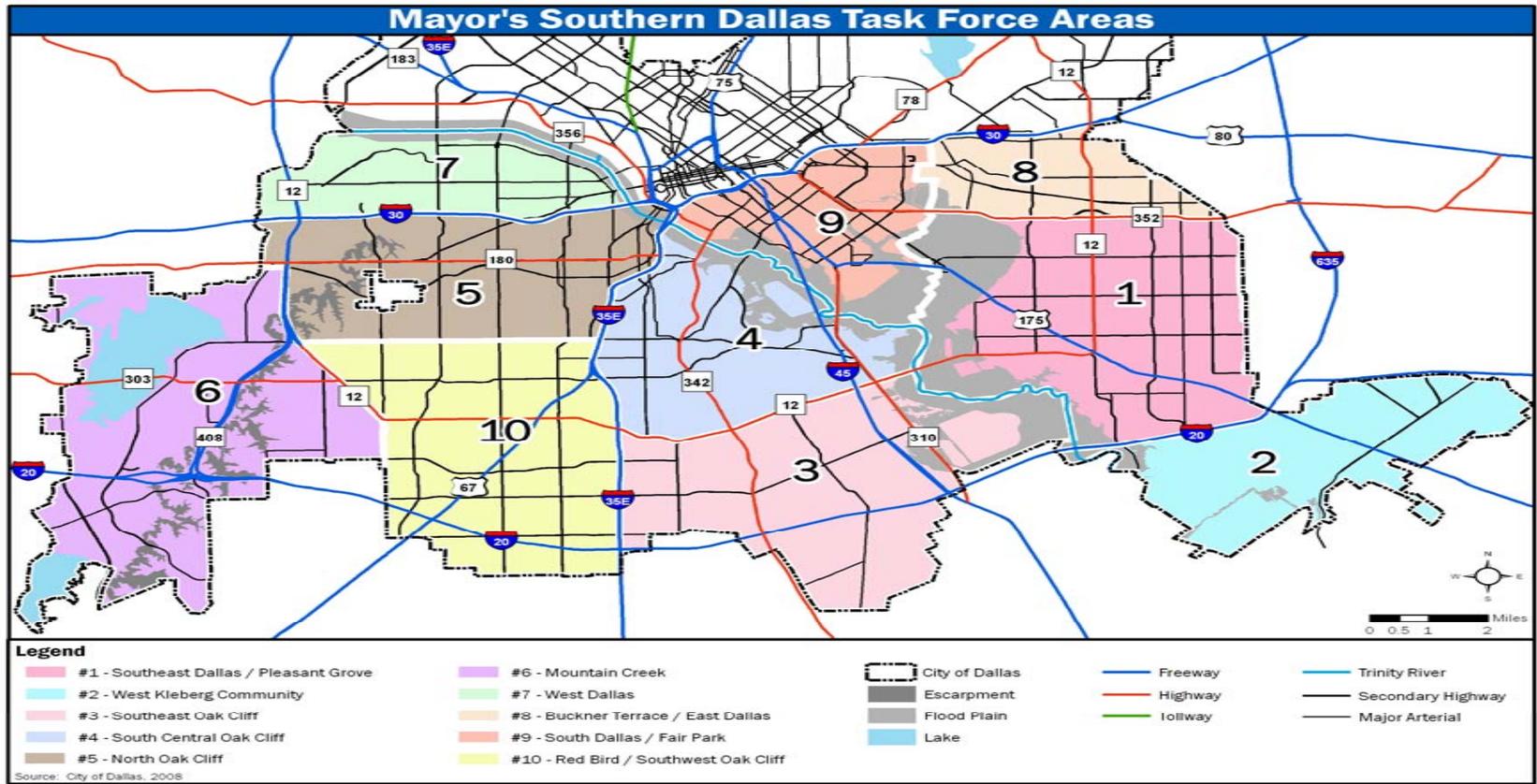
Overview

- ❑ February '08 Council briefing recommended the creation of a Southern Dallas Task Force
- ❑ Council member Tennell Atkins was appointed by Mayor Leppert to Chair the Task Force
- ❑ Stakeholder input and guidance was encouraged to begin to develop and implement a strategic action plan for Southern Dallas communities

Establishing the Task Force

- ❑ First meeting to call for Task Force members August 2008
- ❑ Nearly 300 participants at 1st meeting
- ❑ Over 250 people committed to the 18 -24 month initiative
- ❑ Southern Dallas was divided into 10 sub geographies for more effective management
- ❑ Three (3) additional teams that impacted all of southern Dallas were established

Map of Sub Geographies and Teams



November 2009 Meeting

- ❑ Reinforce Task Force Mandate
 - 7 of 13 items have identified funding sources
 - Action Plans developed with staff support January through March, 2010
 - Process Council approval of action items with identified funding sources requiring City support
 - Task Force Team Chairs monitor action plan implementation and provide guidance to Council regarding the next Bond Program

Task Force Team Deliverables

- ❑ Teams were asked to create SWOT (strengths, weaknesses, opportunities, threats) analysis for their respective sub geographies
- ❑ Each team met monthly beginning January 2009
- ❑ From the analysis, teams were asked to develop one (1) priority action item that would have impact.
- ❑ Several teams developed multiple items in addition to the primary recommendation
- ❑ The focus of the City's immediate consideration is one item from each team
- ❑ Funding sources were identified for seven (7) action items, some of which will require City support

Commitment of Resources

- ❑ The Mayor and the City Manager have endorsed pursuit of immediate City funding for 7 items
- ❑ Funding may come from various sources and partnerships
- ❑ The Manager has assigned staff from various departments to assist with, process and identifying funding sources

Seven Recommendations and Cost

- ❑ Team #1 - Rebranding of Pleasant Grove. Cost to be funded from next GO Bond. Immediate need of design work will cost \$75K. \$37.5K to come from PPP. The team will raise match
- ❑ Team #2 - Purchase Union Pacific Right of Way for Seagoville Trail extension and DART Park' n Ride. Cost \$265K from PPP
- ❑ Team #5 - Transportation System Network Plan. Estimated Cost \$500K. Funding to be requested through the Regional Toll Road Fund
- ❑ Team #7 - Create Trinity River Recreation District along Hampton Road from the Trinity River at the north end to Singleton Blvd at the south end. Request \$30K matching grant for design and \$250K "gap" for a \$1.750K Water Park that will anchor the south end of the Recreation District. Funding from



Seven Recommendations and Cost cont'd

- ❑ Team #9 Security Cameras for Business Districts in South Dallas/ Fair Park. The number of cameras is being determined. Cost estimate \$250K expected to come from the South Dallas/Fair Park Trust Fund.
- ❑ Team # 10 Beautification of Highway 67 between Interstate 35 and Interstate 20. Plants, plantings and irrigation system paid by TXDot estimate \$100K. Maintenance and upkeep for 5 years paid by City. Estimated cost \$20K annually for 5 years Source of funding: Streets
- ❑ Small Business Team recommends \$1,000,000 to fund new loan program for southern Dallas from PPP

(Team six (6) has recommended a bicycle trail for Mountain Creek Park to connect to Cedar Hill State Park. Funding will be pursued for the next GO Bond program)

Total funding for 7 recommendations \$2,432.5K

Other Recommended Action Items

- ❑ The Funding and Finance Team is creating a financing Handbook for developers and others and will need minimal funding to produce the document
- ❑ These teams will require a project sponsor and long term financing
 - South East Oak Cliff – grocery store
 - South Central Oak Cliff – Glendale Shopping Center
 - Buckner Terrace/East Dallas – Tri City Hospital
- ❑ The Economic Development Team is recommending the City create an Economic Development Corporation. Staff is gathering information for a Briefing.

Remaining Timeline for Task Force

- ❑ Task Force Teams will finalize their action plans and cost estimates by March 31, 2010. Action plans will include all steps to be taken to bring recommendations to fruition
- ❑ After proper vetting, Council will be presented the applicable items for vote prior to July recess.
- ❑ Teams are encouraged to continue to work together informally to develop plans for their additional action items
- ❑ Team Chairs and Co Chairs are asked to continue to work with City staff and Council Members to move unfunded recommendations forward.

Next Steps

Q & A

Memorandum



DATE: February 10, 2010

TO: Members of the Economic Development Committee
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway Linda Koop
Sheffie Kadane, Ann Margolin, Jerry R. Allen, Steve Salazar

SUBJECT: **Small Business Lending in Southern Dallas**

On Tuesday, February 16, 2010 the Economic Development Committee will be briefed on the Small Business Lending in Southern Dallas. The briefing is attached.

Should you have any questions, please contact me at (214) 670-3314.



A.C. Gonzalez
Assistant City Manager

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Hammond Perot, Assistant Director, Office of Economic Development
Helena Stevens-Thompson, Assistant to the City Manager

Small Business Lending in Southern Dallas

February 16, 2010

PURPOSE

- Describe Mayor's Southern Dallas Task Force Small Business Team Recommendation
- Explain why small business is important to the Dallas economy, particularly southern Dallas
- Discuss small business challenges, issues and capital access
- Review the City's existing programs and determine the appropriate Public Sector role in facilitating access to capital
- Receive ECO Committee guidance on parameters for use of Public Private Partnership funds to support small business lending

Mayor's Task Force Small Business Team Identifies Access To Capital as Highest Priority

- ❑ Composed of 17 members including business owners, bankers, chambers of commerce representatives, alternative lenders and others interested in small business success
- ❑ Met over 12 months
- ❑ Convened a Focus Group and did a SWOT analysis
- ❑ Developed a comprehensive list of issues and challenges
- ❑ Identified improved access to capital as a major challenge and high priority
- ❑ Made a series of recommendations to support small businesses in southern Dallas communities by establishing additional parameters for use of Public Private Partnership funds

SMALL BUSINESS IMPACT

- The Small Business Administration (SBA) defines small businesses by industry, number of employees and/or gross revenue. The US Treasury Department definition is less than 100 employees. Banks generally break at revenue under \$10 million
- Small businesses employ a large percentage of the workforce and contribute significantly to tax revenues.
 - According to the SBA, in 2000, small businesses represented 98% of all employers nationally, created over 80% of new jobs and accounted for 45% of private payroll.
 - 93% of businesses in Dallas employed 20 people or less, representing 30% of the workforce (Dun and Bradstreet, 2009)

SMALL BUSINESS IMPACT (cont'd)

- ❑ Small businesses are fundamental to economic and workforce development, especially for minority and immigrant communities.
 - Training ground for underemployed workers
 - Provide needed services and amenities
- ❑ Southern Dallas has the largest minority and immigrant population in the City.
- ❑ According to three (3) recent nationally published articles, small businesses added the greatest number of jobs to the national economy

Small Business Challenges

- ❑ Small business owners generally lack requisite management expertise and adequate capital
- ❑ In certain industries, small business failure is as high as 90% within 5 years
- ❑ Four factors have the greatest impact on small business success.

- **Access to capital**
- **Procurement Opportunities**
- **Business Education**
 - strategic planning
 - financial management
 - technology training
 - marketing
 - supply chain management
 - human resource management
- **Access to a Talented Workforce**

Access to capital and Procurement rank highest among the stated needs of small business owners.

Access To Capital: Equity

- ❑ Many small businesses are funded by equity rather than debt. There are numerous equity funders in the North Texas market. According to news accounts, investments have been greatly reduced over the past 18 months. Equity funds generally fall into two categories.
 - Angel Funds – invest between \$25k and \$100K usually in non technology businesses. Stalled economies slow investment opportunities
 - Venture Capital Funds – Very selective; high returns expected; invest amounts above six figures. Favor high tech companies. Reduced activity in stalled economy
- ❑ Angel Funds and Venture Capital Funds often invest under ownership and management terms.

Access to Capital: Commercial Bank Debt

- ❑ Most commercial banks have Small Business Lending programs
- ❑ They generally target businesses that have revenues <\$10 million dollars
- ❑ Underwriting tends to be standardized
- ❑ Most decisions are based on the credit score of the business owner

Access To Capital: Alternative Lender Debt

- ❑ Alternative lenders have developed underwriting criteria and guidelines to address impediments to debt capital for small businesses. They generally have limited capital and are challenged to recapitalize their funds.
- ❑ The most active alternative lenders are:
 - Accion Texas
 - Small Business Administration (SBA) Loan Guaranty Program
 - South Dallas/Fair Park Trust Fund
 - The Plan Fund
 - Texas Mezzanine Fund
 - Southern Dallas Development Corporation
 - Factoring Companies
- ❑ Individual loan program parameters are shown in Appendix A

Access To Capital: Issues

- ❑ Equity investors on the sidelines
- ❑ Commercial banks limit lending activity through stringent, rarely negotiable underwriting criteria
- ❑ Large banks use standardized lending models with minimal on site decision making
- ❑ There are few community banks in southern Dallas communities
- ❑ Small and minority business owners typically have fewer alternative funding sources



Access to Capital: Issues cont'd

- ❑ Alternative lenders have limiting guidelines and dwindling capital reserves
- ❑ Small and minority business borrowers face historical borrowing challenges and often hesitate to approach banks
- ❑ Economic downturns put more pressure to survive on cash strapped businesses
- ❑ Small businesses in southern Dallas need access to capital to grow and survive
- ❑ Survival of existing businesses in southern Dallas is critical for availability of amenities as well as job retention

Existing City of Dallas Small Business Loan Programs

- ❑ Currently the City engages in lending to small businesses in the following ways:
 - Management and oversight of the SDDC CDBG loan program annually (estimated \$600K from payments collected less overhead cost)
 - Provides CDBG funds to Business Assistance Centers for micro businesses in low income communities(\$640K)
 - Provides CDBG funds to the Plan Fund, a micro lender in low income communities for technical assistance(\$40K)
 - Manages the South Dallas/ Fair Park Trust Fund(\$1.4K for grants and loans)

Existing City of Dallas Procurement Program

- ❑ Small business owners often lack the requisite knowledge to navigate the process to become suppliers.
- ❑ Most major companies and government entities have departments dedicated to procurement. Most have a particular focus on small businesses and M/WBE businesses.
- ❑ The City of Dallas through its Business Development and Procurement Services (BDPS) has well developed procurement programs aimed at increasing the number of businesses that sell goods and services to the City. BDPS has a special focus on contracting with Minority and Women Owned Businesses (M/WBE).

Existing City of Dallas Procurement Program cont'd

- ❑ BDPS programs and efforts include vendor recruitment and education, a good faith effort policy to include to the extent possible M/WBEs on the City's construction, procurement and professional services programs and partnerships that focus on vendor education, awareness and information on doing business with the City

- ❑ Resources available to guide small business owners through the certification process:
 - Business Assistance Centers
 - Minority Business Development Council
 - The North Central Texas Regional Certification Agency
 - Small Business Administration

Public Private Partnership (PPP) Small Business Program

- ❑ Currently PPP program for southern Dallas requires a minimum investment of \$1 million dollars or creation of 25 jobs
- ❑ Most small business investment is significantly less
- ❑ Small Business Task Force Team identified a number items for funding; their immediate action request was to provide \$1 million dollars to support alternative lending in southern Dallas
- ❑ City is not positioned to be a direct lender, capital but support for Alternative Lenders under managed parameters is viable
 - can be tied to a job creation/retention multiple
 - allows for additional lending upon loan repayment
 - may lever with matching funds from private institutions

Suggested parameters for Use of PPP Program Funds To Support Small Business Lending in Southern Dallas

- ❑ Program managed through Office of Economic Development
- ❑ Funds channeled through Grant or Forgivable Loan to Alternative Lender with successful track record for minimum of 5 years
 - Governance by Board of Directors under program parameters
 - Overhead cost not to exceed 5% of funds loaned plus marketing
 - Payments collected less overhead and marketing to be used to make new loans (or returned to PPP)
 - Lender to provide operating reports quarterly to include delinquency and loss reports

Suggested Parameters For Use of PPP Program Funds to Support Small Business Lending in Southern Dallas cont'd

- Borrowers must meet target area criteria
- One job created or retained per multiple of \$35K loaned
- Lender must develop curriculum and provide at least nine (9) technical assistance and/or procurement information sessions per year
- Borrowers with less than 5 years operating history must attend at least one information session before being approved for a loan
- Below market interest rates
- Flexible terms

Suggested Parameters for Use of PPP Program Funds To Support Small Business Lending in Southern Dallas cont'd

- Loans for fixed assets, working capital and business purpose
- real estate (non housing)
- Loan structure and terms determined by the Board of Directors
- Fees no more than 50 basis points of amount borrowed
- Cost paid by borrower (appraisal, environmental, etc.)
- Loan amount \$25K - \$300K (exceptions on case basis)

Next Steps

- ❑ Receive ECO Committee Guidance on recommended parameters for providing capital support to alternative lenders
- ❑ Seek Council support of amended PPP program that incorporates a small business component (April)
- ❑ Seek Council approval for a grant to an Alternative Lender under approved parameters (April)

Appendix A

❑ Loan Programs

Accion Texas

- ❑ Program funded from grants and low interest loans
- ❑ Statewide Fund with offices in major Texas cities
- ❑ Limited presence in southern Dallas
- ❑ Loan amounts from \$5,000 - \$100,000
- ❑ Interest rates typically above 10%
- ❑ Received \$1.2K grant from Rees – Jones Foundation specifically for loans to businesses in West Dallas

Appendix A cont'd

Loan Programs cont'd

SBA (Loan Guaranty)

- ❑ Loans made through Commercial Banks
- ❑ Must meet credit score and minimally reduced underwriting criteria
- ❑ Fees can be significant

South Dallas/Fair Park Trust Fund

- ❑ Limited to designated Census Tracts in South Dallas/ Fair Park community

Appendix A cont'd

Loan Programs cont'd

The PLAN FUND

- ❑ Micro Lender
- ❑ Maximum loan \$6,000

Texas Mezzanine Fund

- ❑ Funded by statewide financial institutions
- ❑ Makes loans throughout the state of Texas
- ❑ Makes limited number of loans in Dallas
- ❑ Fewer number of loans in southern Dallas

Appendix A cont'd

Loan Programs cont'd

Southern Dallas Development Corporation (SDDC)

- ❑ Located in southern Dallas
- ❑ Manages three (3) Loan Programs
- ❑ Non profit Community Development Corporation
- ❑ Established in 1989
- ❑ Total capital available in two funded programs \$910K(est.)
- ❑ Following Loan Programs

❑ SBA 504

- Real Estate financing where borrower occupies 51 % of space
- Borrower must have bank financing of 50%
- Required borrower equity 10%

Appendix A cont'd

Loan Programs cont'd

SDDC

- ❑ Southern Dallas Development Fund (SDDF)
 - For profit fund
 - Commercial bank investors
 - Capitalization closed
 - \$2.3 million in outstanding loans
 - Payments collected used for overhead and new loans
 - \$490K available to loan
 - Maximum loan \$250,000
 - No start up businesses, contract financing, construction lending

Appendix A cont'd

Loan Programs cont'd

SDDC

❑ **CDBG Business Revolving Loan Program**

- Must create/retain one job per \$35K loaned
- 51% of ALL jobs created/retained must go to low/moderate income persons
- Low/moderate income criteria determined by household not individual
- Complex job retention test
- \$3.2K loans outstanding
- Payments collected less overhead used for new loans
- \$420K currently available to loan

Appendix A cont'd

Loan Programs cont'd

Factoring Companies

- ❑ Very high interest
- ❑ Selective Accounts Receivables
- ❑ Minimal loan to value
- ❑ Control of assets pledged

Memorandum



DATE February 10, 2010

TO Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway, Jerry R. Allen,
Sheffie Kadane, Linda Koop, Ann Margolin, Steve Salazar

SUBJECT **Proposed Downtown Parking Study**

Included on the agenda for February 16, 2010 is the proposed Downtown Parking Study. A copy of the briefing presentation is attached. The purpose of the briefing is to seek Committee direction to proceed with the proposed study.

The DowntownDallas360 Area Plan is currently underway and the Council Economic Development Committee was briefed on the status on February 1, 2010. Emerging transformation strategies identified through the DowntownDallas360 Plan include comprehensive parking management. The proposed Downtown Parking Study is intended to update a previous study conducted in 2001 and explore and evaluate comprehensive downtown parking improvements within the context of the DowntownDallas360 Plan.



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Assistant City Manager

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Helena Stevens-Thompson, Assistant to the City Manager

Proposed Downtown Parking Study

Economic Development Committee

February 16, 2010



A PATHWAY TO THE FUTURE

Purpose

- Update Committee on proposed Downtown Parking Study to be conducted in the context of the Downtown Dallas 360 Plan.
- Receive direction to collaborate with DOWNTOWN DALLAS in undertaking a professional services contract to conduct a parking study to further the efforts of the Downtown 360 Plan.



Downtown Dallas 360 Plan

- Staff briefed the Downtown Dallas 360 Plan status to Economic Development Committee on February 1, 2010.
- Strategic focus on emerging transformational strategies:
 - Streetcar Planning and Implementation
 - **Comprehensive Parking Management**
 - Urban Design Guidelines
 - Activation of the Public Realm
 - Housing Diversification
 - Business and Retail Recruitment for the 21st Century



Comprehensive Parking Management

- Of the six emerging transformational strategies, a comprehensive parking management plan was consistently considered as critical to downtown's long-term success by all stakeholders and participants in the Downtown Dallas 360 Plan.
- The provision of secure, convenient, sheltered and accessible parking for office workers and residents is typically downtown Dallas' key disadvantage when competing with suburban markets for corporate relocations, tenants and residents.



What is Comprehensive Parking Management?

- The concept of parking as a shared and cooperatively managed infrastructure resource or utility.
- A coordinated, joint approach that considers all types of parking – surface lots, structured garages, on-street spaces – for all types of uses, at all times of day or night by all types of users.



What are some potential parking strategies?

- “Transit-first”, park-once policies - reverse priority for auto versus transit, pedestrian and bicycles
- Un-bundle parking spaces from leases; promote shared parking through parking district, (i.e. MOU’s, etc.)
- Utilize peripheral parking facilities for remote parking (e.g., Convention Center, Reunion Arena) supported by future transit (light rail and street car)
- Discourage surface parking in favor of structured parking
- Recognize the hidden costs and externalities of surface parking lots in downtown



Potential Parking Strategies

- Explore parking demand management such as employee transit passes, use of shuttles, etc.
- Analyze the management of on-street parking
- Expand “branding” of public parking – fixed rates and special event districts
- Improved way-finding to major parking facilities, etc.
- Create and advertise/promote website specifically for public parking and transit



Potential Parking Strategies

- Explore a wide range of technology-based solutions to facilitate parking utilization and efficiency
 - ◆ Consolidated meters
 - ◆ Credit card payment option at meters
 - ◆ Toll Tag payment integration
 - ◆ Real-time parking inventory



Love Field Parking Signs



New Aloft Parking Meters vs. Old Style Parking Meters



Parking Guidance Systems (PGS)



Real time: Actual number of available spaces in area or lot

Dynamic and Static Signs

Dynamic sign at decision points



Dynamic sign at car park entrance



Static sign for routing



Elements of a Dynamic Sign

Parking Logo (differentiated in garages, surface lots, zone)

Name of car park or zone
Color of zone

Driving direction



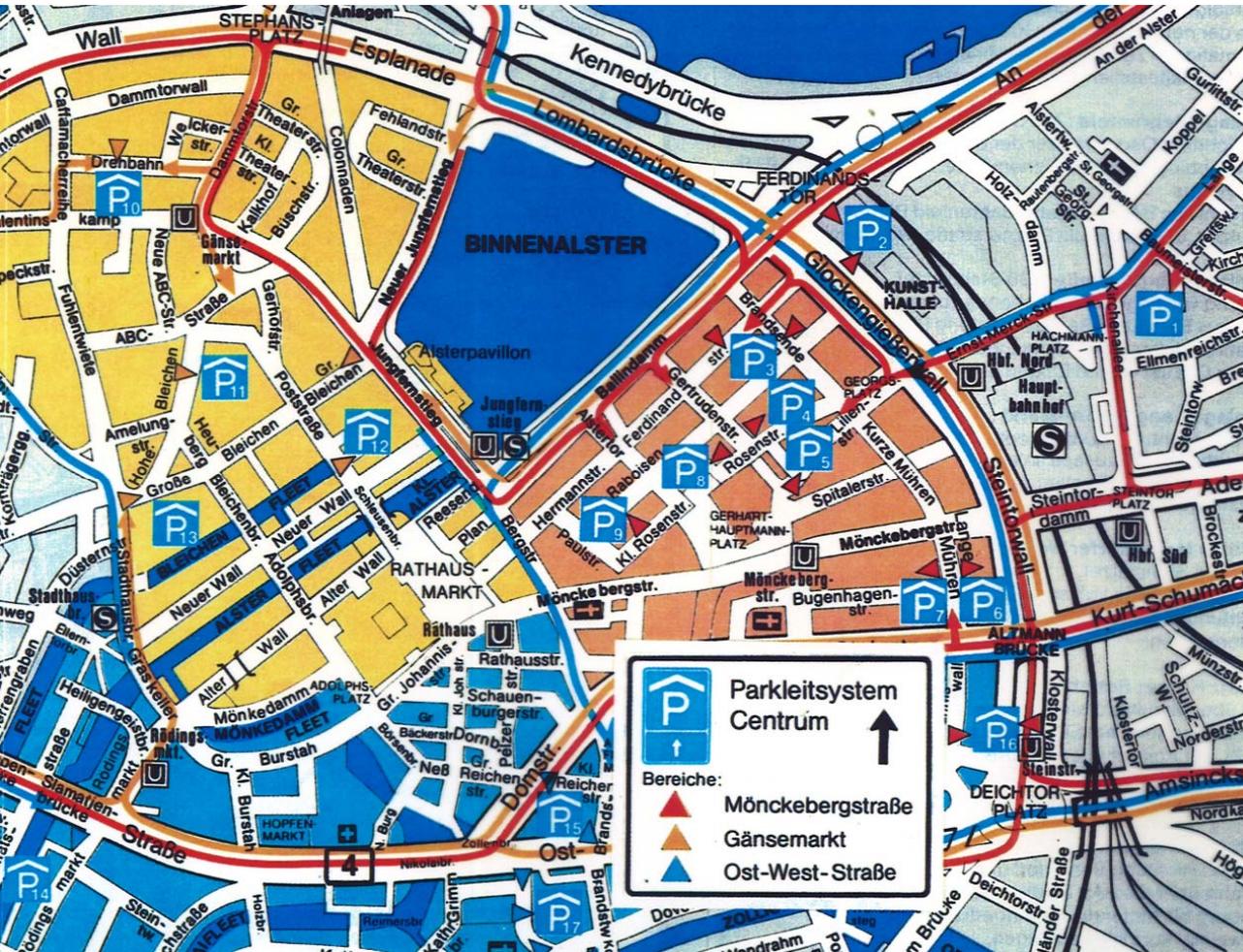
Explanation of display

Variable Arrow (option)



Display of currently available parking spaces

PGS With District Color Coding



Linking In-Car Navigation Systems



Information



Guidance



Reservation



Electronic Payment



Linking With Smart Phones



Real Time PGS Data for All Modes

PGS data are the basis for information via advanced user interfaces



Cell Phone

In-car systems



Parkinfo Wuppertal - Microsoft Internet Explorer

Parkinfo Wuppertal

Parkinfo NRW > Rammeln > Zentrum Barmen

Parken im Quartier Zentrum Barmen

Parkhaus/Parkplatz	freie P	Truck Lfz	Auslastung in %	Ausstattung
Aber Markt	239	0	24	♿
Bahnhof	353	0	44	♿
Markt	91	0	64	♿
Länderstraße	20	0	83	♿

Montag, 17.05.2004 - 18:17:10

sonstige Parkmöglichkeiten

Parkhaus/Parkplatz	Kapazität	♿	♿	♿	♿
Gleichzeitige	30	0	0	0	0
Paul-Humbert-Strasse	34	0	0	0	0
Böckingstraße	22	0	0	0	0
St. Elisabeth Allee	31	0	0	0	0
Von-Börsch-Str.	15	0	0	0	0

Informationen anzeigen für Quartier



Internet

PDA / Smartphone



Proposed Downtown Parking Study

- Collaborate with Downtown Dallas to contract for Comprehensive Parking Strategy Study to be undertaken in conjunction with the Downtown 360 Plan
- Update demand and supply analysis commissioned by the City in 2001
- Explore and evaluate a comprehensive set of parking improvement strategies
- Coordinate timing and policy development with Downtown Dallas 360 Plan and other concurrent downtown initiatives



Next Steps

- Direct staff to proceed with necessary approvals to reprogram funds previously granted to DOWNTOWNDALLAS to allow for the hiring of a consultant for proposed Downtown Parking Study



Q & A



Boulder, Colorado
Parking Structure with Ground Floor Retail

Memorandum



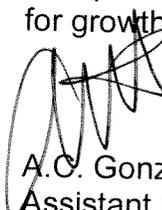
DATE February 10, 2010

TO Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway, Jerry R. Allen,
Sheffie Kadane, Linda Koop, Ann Margolin, Steve Salazar

SUBJECT **Stemmons Corridor-Southwestern Medical District Area Plan**

Included on the agenda for February 16, 2010 is a briefing on the Stemmons Corridor-Southwestern Medical District Area Plan. A copy of the briefing presentation is attached. The purpose of the briefing is to update the Committee on the status of this key growth area in the City.

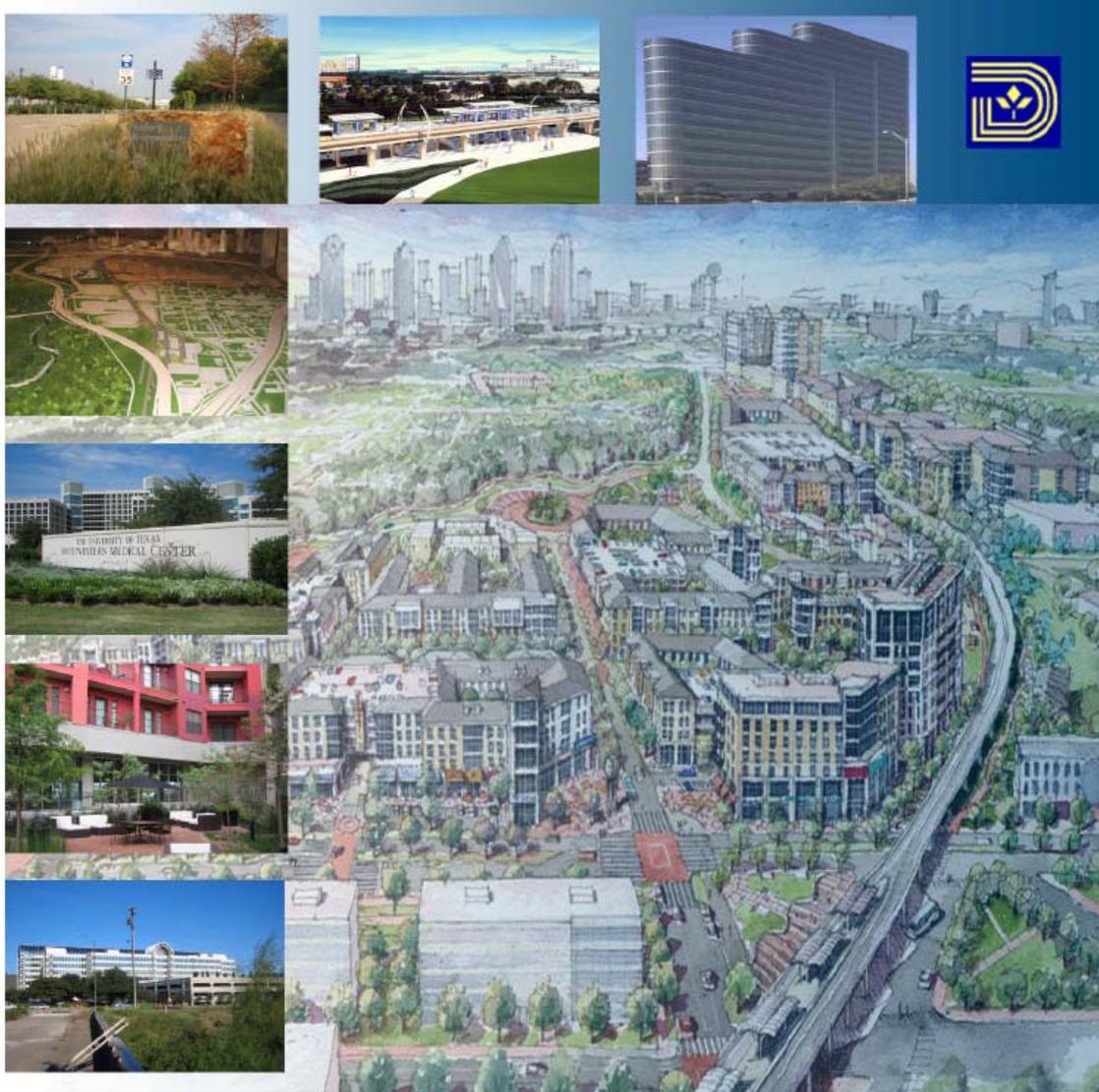
The Stemmons Corridor-Southwestern Medical District Area Plan is approaching completion after a two-year long process that included extensive research, involvement of stakeholders and the community at large. As an implementation item of the forwardDallas! Comprehensive Plan, this area plan is intended to lay the groundwork to advance a vision for growth in the area by establishing a policy framework and a set of strategic action items.



A.C. Gonzalez
Assistant City Manager

- C: The Honorable Mayor and Members of the City Council
- Mary K. Suhm, City Manager
- Ryan S. Evans, First Assistant City Manager
- Deborah Watkins, City Secretary
- Tom Perkins, City Attorney
- Craig Kinton, City Auditor
- Judge C. Victor Lander, Judiciary
- Forest Turner, Assistant City Manager
- Jill A. Jordan, P.E., Assistant City Manager
- David Cook, Chief Financial Officer
- Jeanne Chipperfield, Director, Budget & Management Services
- Karl Zavitkovsky, Director, Office of Economic Development
- Theresa O'Donnell, Director, Sustainable Development and Construction
- Helena Stevens-Thompson, Assistant to the City Manager

Stemmons Corridor – Southwestern Medical District Area Plan



Economic
Development
Committee

February 16,
2010

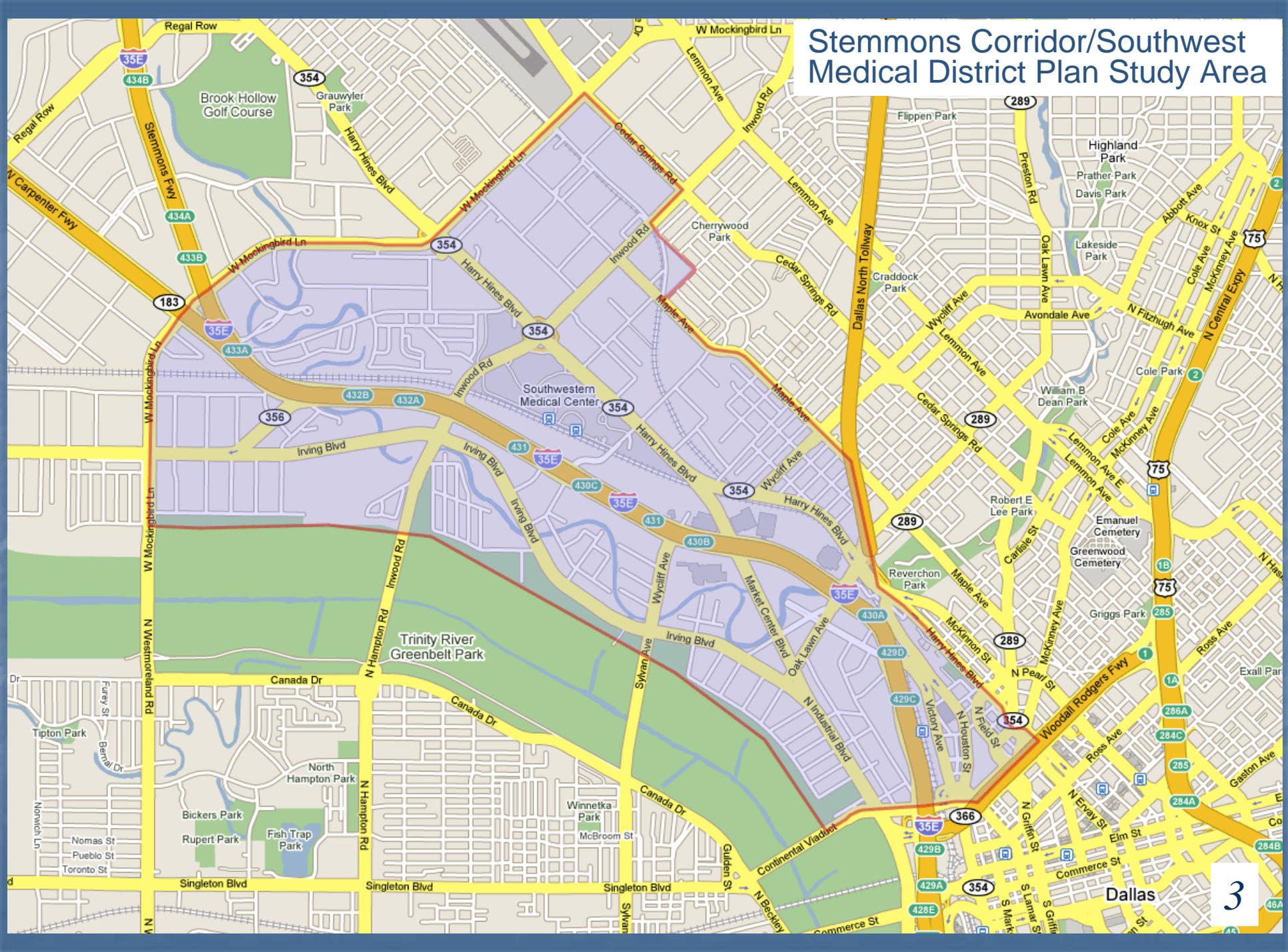
forwardDallas!
Let's build our future.



Purpose

- Brief Committee on status and draft recommendations of the Stemmons Corridor – Southwestern Medical District Area Plan
- Receive direction for completion of this key implementation item of the forwardDallas! Comprehensive Plan

Stemmons Corridor/Southwest Medical District Plan Study Area



Area Significance

- Study area contributes one quarter of real property taxes collected by the City primarily through hospitality, trade and medical related uses
- The three major medical institutions are the largest employer with over 20,000 jobs
 - Five area hospitals and clinics receive about 1.5 million annual patient visits
 - All area medical institutions have major expansion plans and the Parkland hospital is currently adding almost 2 million square feet of new construction
- Area will soon have superior transit access, straddles one of the busiest highways of the region and has easy access to Love Field and DFW International Airport
- Adjacent Trinity River improvements will provide a major area amenity and will create opportunities for future redevelopment

Advisory Committee

■ Representatives from all major stakeholder organizations appointed by Council Quality of Life Committee

- Matt Ferguson – Stemmons Corridor Business Association
- Alexia Griffin - Texas Scottish Rite
- Dan Knudson - Parkland System
- Walter Jones - Parkland System
- Ruben Esquivel - UT Southwestern
- Kirby Vahle - UT Southwestern
- Betsy McKay - Children's Medical
- David Voss - Dallas Market Center
- Spencer Mullee – Infomart
- Allen Cullum - Cullum Interests
- Mike Kutner - Friends of Old Trinity Trail
- Brooke Dieterlen - Greater Dallas Hotel Association
- Joel Maten - Greenway Investment
- John Allums – Inland American
- Barry Henry - Crow Holdings
- Mandy Lemmond - Crow Holdings
- Bob Meckfessel - DSGN Associates, Inc.
- Cliff York - Love Field
- Deena Moralez - Southwest Airlines
- Se-Gwen Tyler - Arlington Heights
- Jack Wierzenski - DART

Plan Status Update

Completed

1. Preliminary Research and Analysis (Complete)
2. Community Workshop (Complete)
3. Draft Consensus Vision (Complete)
4. Draft Plan (Complete)

Milestone: Draft Plan Complete

Underway

4. Med. Dist. Working Group & Internal Review (Ongoing)
5. Steering Committee Review (Feb 18, 2010)
6. Community Feedback (Mar 2010)

Milestone: Final Draft Plan Complete

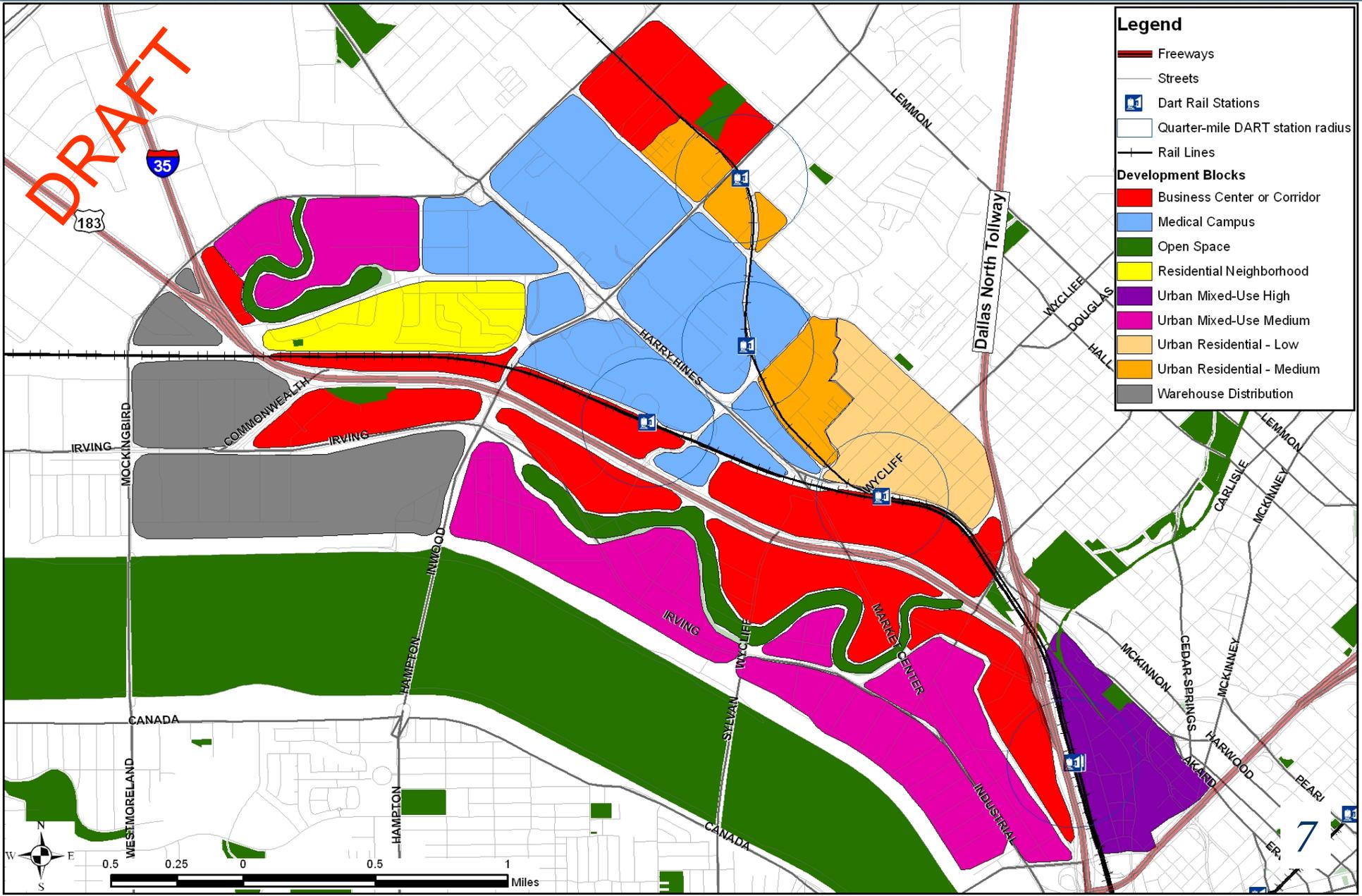
Next Steps

7. Public Hearing at City Planning Commission (TBD 2010)
8. Public Hearing by City Council (TBD 2010)

Milestone: Adopted Plan

Future Development Vision

DRAFT

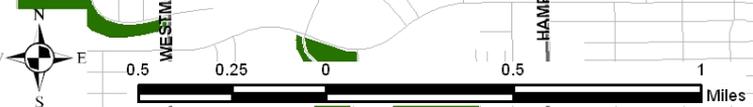


Legend

- Freeways
- Streets
- Dart Rail Stations
- Quarter-mile DART station radius
- Rail Lines

Development Blocks

- Business Center or Corridor
- Medical Campus
- Open Space
- Residential Neighborhood
- Urban Mixed-Use High
- Urban Mixed-Use Medium
- Urban Residential - Low
- Urban Residential - Medium
- Warehouse Distribution



Future Development Vision

- Articulates community/stakeholder desires for future development
- Provides framework for long term land use and zoning policy
- Establishes growth targets for critical infrastructure planning
- Provides framework for defining implementation priorities

Medical District Campus Area

Medical
Campus



- A premier medical district of south-central U.S. with signature medical facilities
- Medical related offices, institutions, retail, commercial, hotels and residential uses
- Emphasis on promoting TOD and enhancing pedestrian / bike access



Victory Area Urban Mixed-Use (High)

Urban Mixed Use High



- Hub for entertainment and urban living
- Major regional entertainment venues, hotels and offices
- Dense urban living with lively street-life in a mixed-use environment
- Moderate to high densities with emphasis on TOD and pedestrian/bike accessibility



Design District / Trinity Meanders Area Urban Mixed Use (Medium)

Urban Mixed
Use Medium



- Mixed use warehouse district
- Includes residential, office, retail and trade and combinations thereof
- Moderate densities ranging from two to seven stories
- Emphasis on pedestrian and bike friendly development



DART Station Areas

Urban Residential (Medium)

Urban Residential Medium



- TOD hubs with excellent multi-modal access
- Mix of residential densities with some urban-scale retail and mixed use on main corridors
- Moderate densities ranging from two to five stories; sensitive to adjacent neighborhoods



Maria Luna Park Neighborhood Urban Residential (Low)

Urban Residential Low



- Urban neighborhood with an ethnic flavor
- Predominantly single-family homes with infill potential of compatible residential such as duplex and townhomes
- Maple corridor will be a neighborhood main street



Stemmons Business Corridor

Business
Center /
Corridor



- Signature gateway corridor into Central Dallas
- Offices, hotels, major regional retail and trade
- Freeway/auto-oriented development with signature towers and well landscaped entryways



Irving Boulevard Warehouse District

Warehouse / Distribution



- Future regional business park area
- Excellent regional access (DFW airport, Stemmons, SH-183)
- Primarily for industrial, warehouse, and distribution uses. Allows office, and limited retail
- Residential development is not appropriate in these areas



Arlington Heights Residential Neighborhood

Residential Neighborhood



- Predominantly single-family detached homes
- Provide a stable residential environment to encourage homeowner re-investment



Open Space

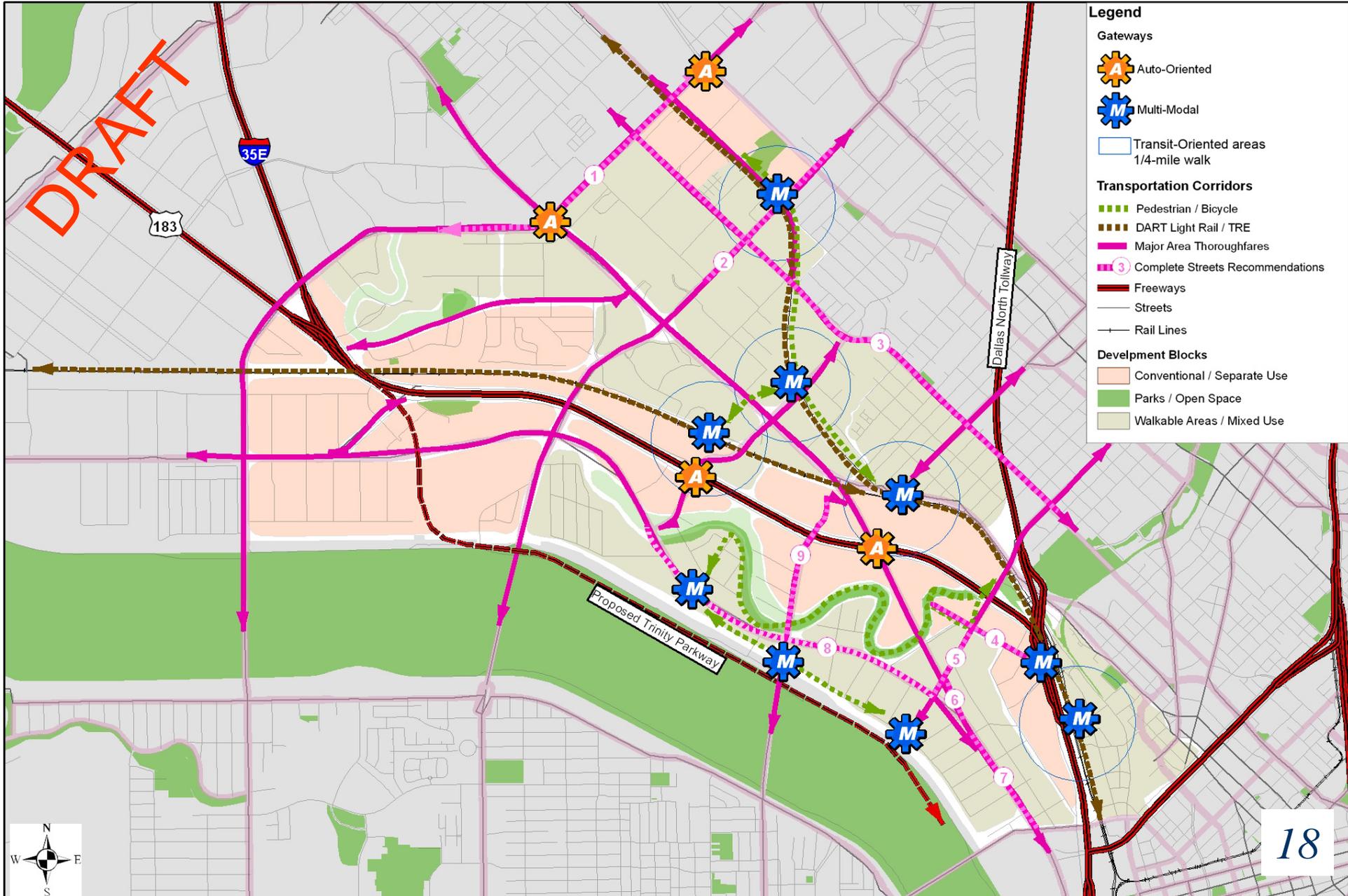
Open Space



- Adjacent Trinity River amenities serve as regional open space
- Trinity Strand and other proposed trails provide greenways for recreation
- Medical District Campus area offers opportunities for on-site open space as well as detention / retention of storm water



Future Transportation Vision



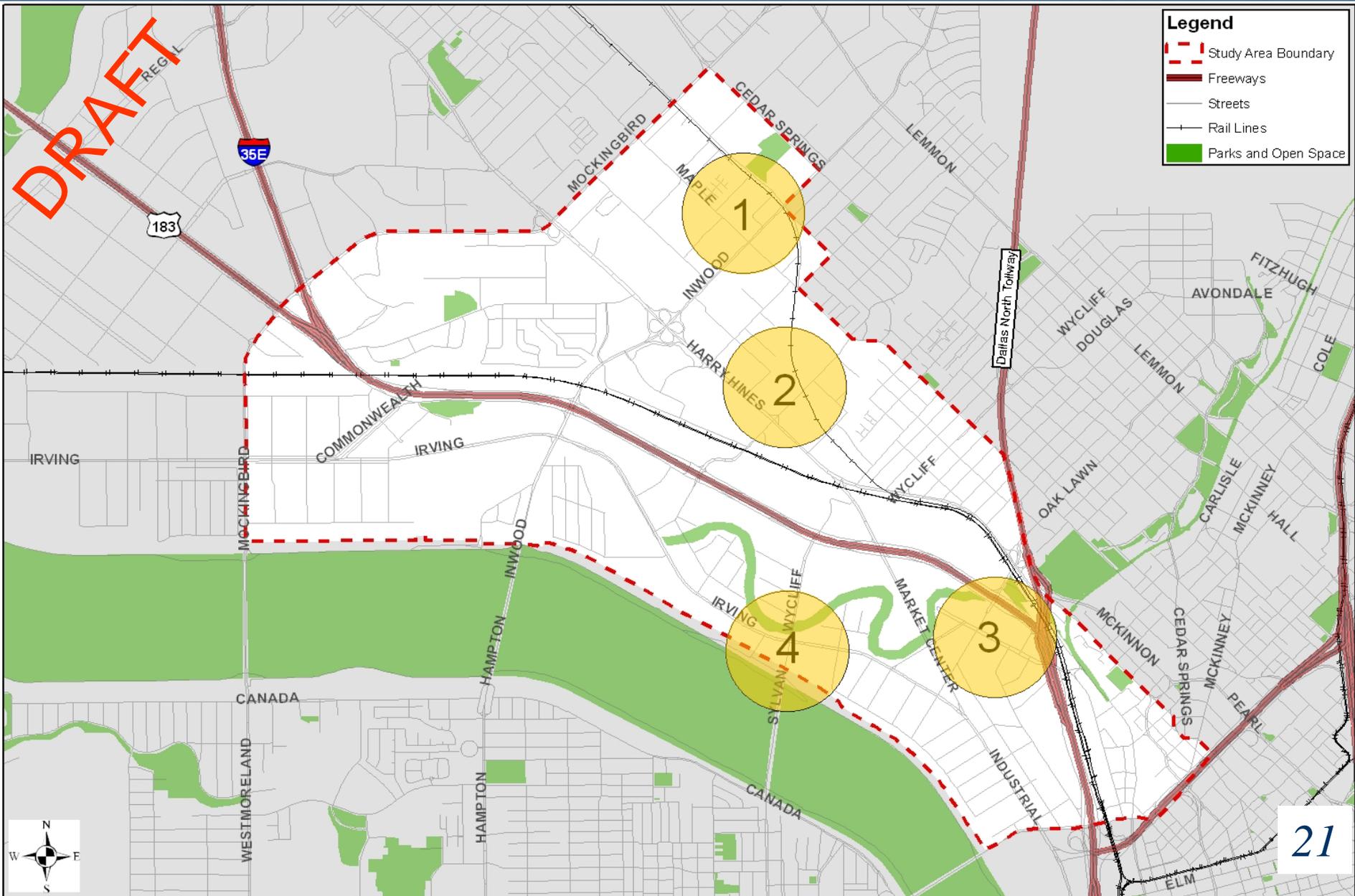
Transportation Vision Elements

- Rail Transit Corridors will provide multi-modal access and TOD opportunities as the area grows:
 - New Green Line with three light rail stations at Market Center and Medical District
 - Existing TRE station at Medical District
 - Potential for future streetcar along Irving-Riverfront/Hi Line from Trinity Meanders to Victory and downtown
- Enhanced Roadway Network will emphasize streets as destinations rather than through ways:
 - Complete Street design for roadway segments through mixed use areas will accommodate on-street bike routes, on-street parking, slip streets and streetcar
 - Planned Trinity Parkway Connector, new transit access and TOD will provide traffic relief on Stemmons Freeway

Transportation Vision Elements

- Trail Connections provide enhanced bike/pedestrian access through four miles of planned, programmed or proposed trails:
 - Medical District trail along the DART Green Line route
 - Trinity Strand Trail along Meanders
 - Katy Trail Connector to the Trinity Strand
- Area Gateways mark major points of entry to districts and provide a framework for way-finding and urban design:
 - Multi-modal gateways mark transit and bikeway entry points
 - Auto-oriented gateways mark major freeway or arterial entry points

Strategic Opportunity Areas



Strategic Opportunity Areas

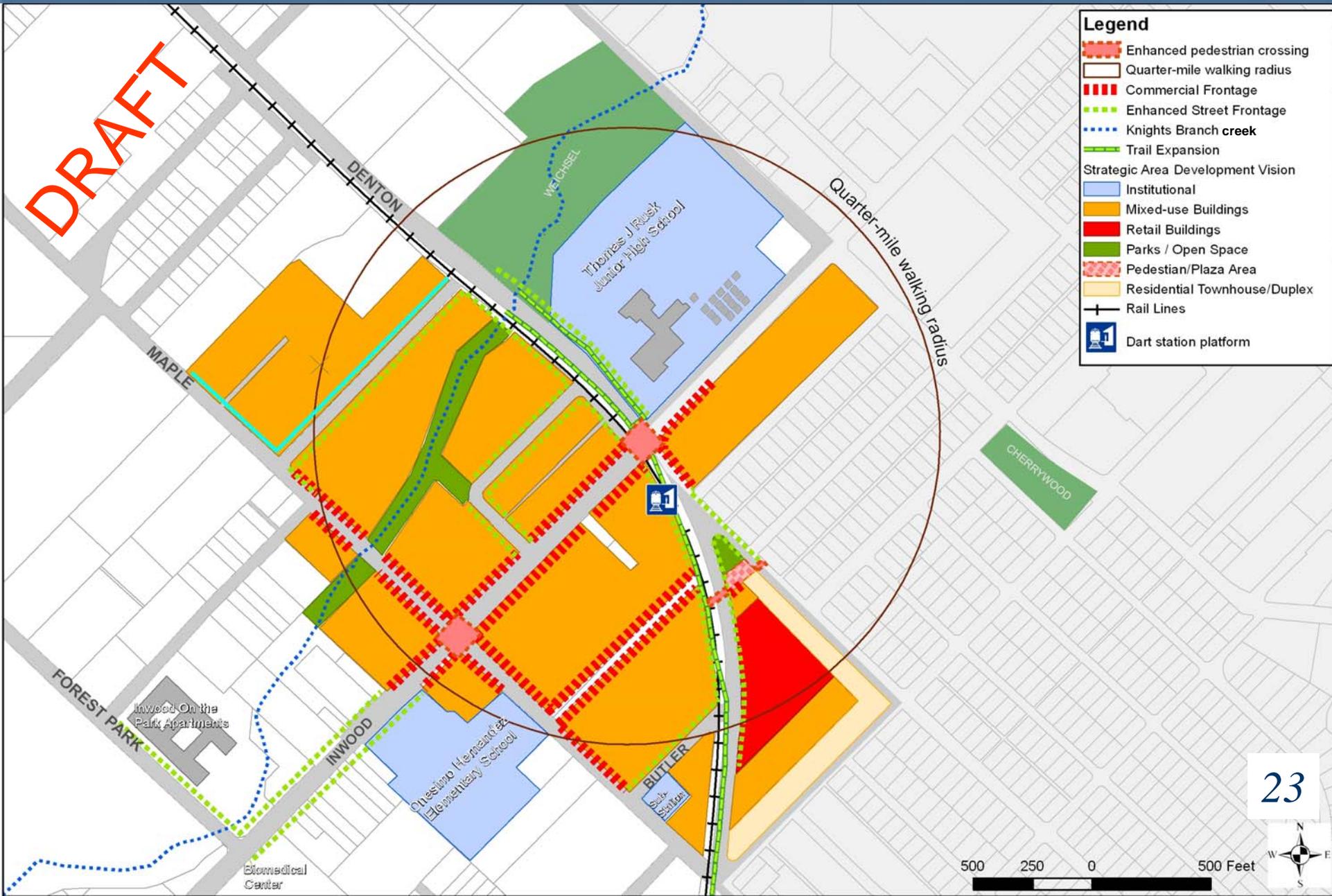
- Four catalytic redevelopment areas:
 - Inwood/Denton DART Station Area
 - Southwestern Medical District/Parkland DART Station Area
 - Hi Line Corridor: Victory-Design District Connection
 - Wycliff / Sylvan Trinity Portal Area

DART Inwood/Denton Station Area

DRAFT

Legend

-  Enhanced pedestrian crossing
-  Quarter-mile walking radius
-  Commercial Frontage
-  Enhanced Street Frontage
-  Knights Branch creek
-  Trail Expansion
- Strategic Area Development Vision**
-  Institutional
-  Mixed-use Buildings
-  Retail Buildings
-  Parks / Open Space
-  Pedestrian/Plaza Area
-  Residential Townhouse/Duplex
-  Rail Lines
-  Dart station platform



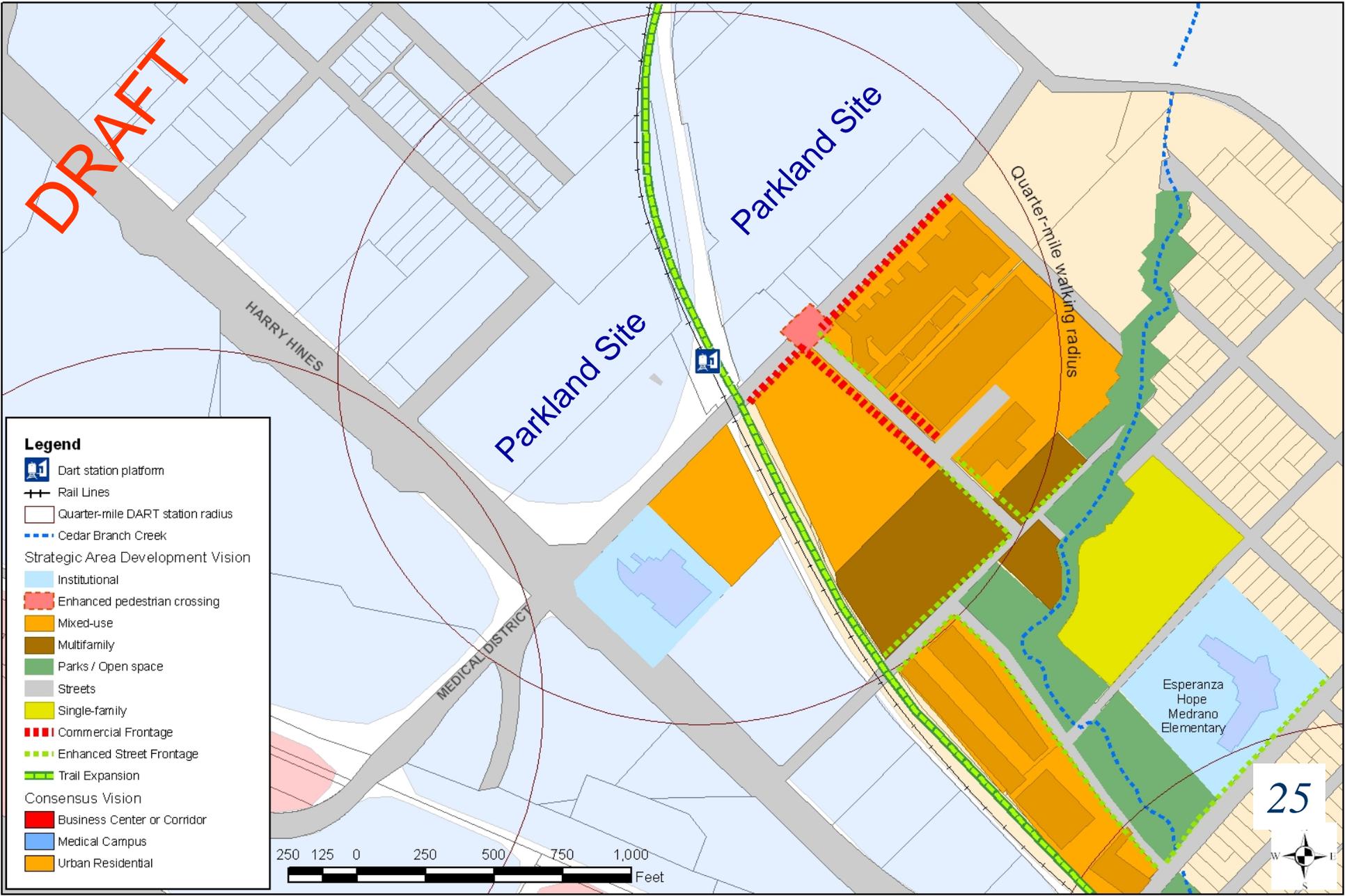
DART Inwood / Denton Station Area

Key Initiatives:

- Design and build a trail along the DART Green Line R.O.W and work with property owners to establish connections to the trail
- Implement complete street design improvements on Inwood and Maple to foster pedestrian and bike between between the DART station, area destinations and trails
- Encourage mixed use development with ground-floor retail and other street activating uses through development incentives and urban design standards
- Pursue large retail site opportunity at Denton/Denton Cut-Off
- Ensure appropriate transitions to adjacent single-family neighborhood

DART Southwestern Medical District/Parkland

DRAFT



Legend

- Dart station platform
- Rail Lines
- Quarter-mile DART station radius
- Cedar Branch Creek

Strategic Area Development Vision

- Institutional
- Enhanced pedestrian crossing
- Mixed-use
- Multifamily
- Parks / Open space
- Streets
- Single-family
- Commercial Frontage
- Enhanced Street Frontage
- Trail Expansion

Consensus Vision

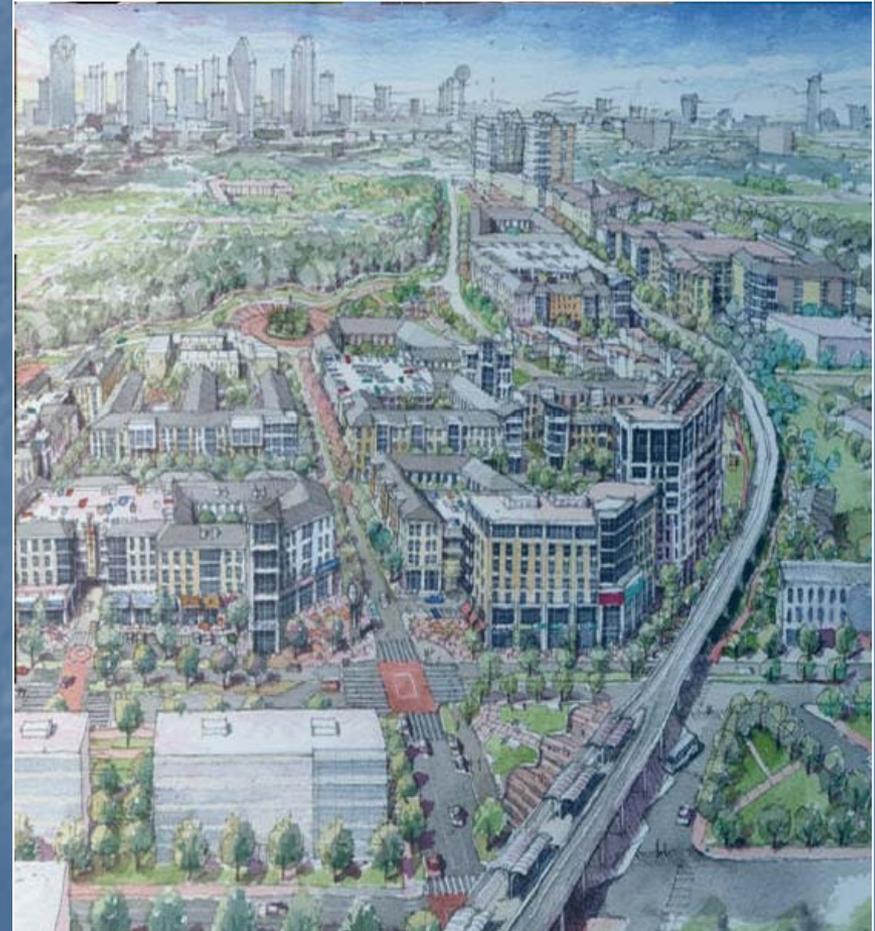
- Business Center or Corridor
- Medical Campus
- Urban Residential



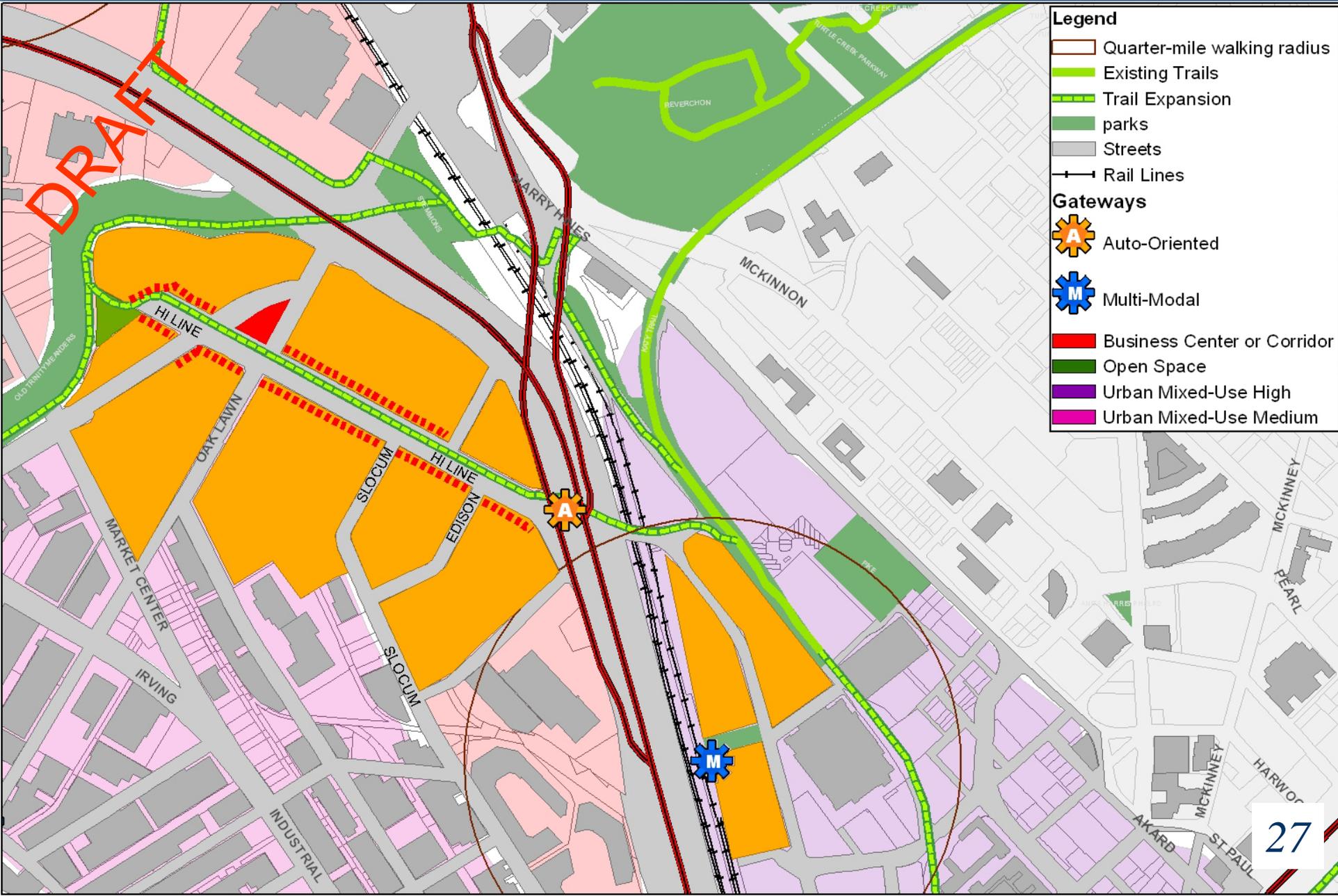
Southwestern Medical District/Parkland DART Station Area

Key Initiatives:

- Design and build a trail along the DART Green Line R.O.W
- Work with Parkland to provide convenient pedestrian and bike pathways from other area destinations to DART Station and Green Line trail
- Use TIF incentives and urban design standards to encourage mixed use development south of Medical District with street activating ground-floor uses along Medical District Drive and Bengal
- Work with DART and Medical District to facilitate a circulator connecting the station to medical facilities and parking



Hi Line Corridor



Hi Line Corridor

Key Initiatives:

- Establish a linkage from Design District to Victory along the Hi Line Trail connector from Katy Trail to Trinity Strand Trail
- Use Design District TIF incentives and urban design standards to encourage mixed use development along Hi Line
- Explore feasibility of future street car along Hi-Line connecting Downtown to Trinity Meanders via Victory and Design District
- Create pedestrian-orientated streetscape along Hi Line
 - Hi Line Trail connector (Katy Trail to Trinity Strand)
 - Accessible retail along Hi Line
 - Create a trailhead park destination

Wycliff / Sylvan Trinity Portal



- Legend**
- Urban Residential Buildings
 - Mixed-use Buildings
 - Retail Buildings
 - Institutional
 - Parks / Open Space
 - Commercial Frontage
 - Enhanced Street Frontage
 - Trinity Strand
 - Trail Expansion
 - Enhanced pedestrian crossing
 - M Multi-Modal Gateways
- Consensus Vision**
- Business Center or Corridor
 - Urban Mixed-Use Medium
 - Urban Residential
 - Parks / Open Space
 - Preferred primary building view
 - Trinity Entrance - Pedestrian
 - Trinity Entrance - Automotive

Wycliff / Sylvan Trinity Portal

Key Initiatives:

- Establish a gateway linking area hotels, Trinity Strand Trail and future mixed use development to Trinity River amenities in conjunction with the funded Sylvan Bridge replacement
- Develop urban design visions for key sites and corridors in collaboration with City Design Center
- Develop complete street design standards for Irving Boulevard with particular attention to the intersection at Sylvan/Wycliff
- Explore feasibility of a streetcar route along Irving Boulevard linking Trinity Meanders to Downtown

Strategic Implementation Actions

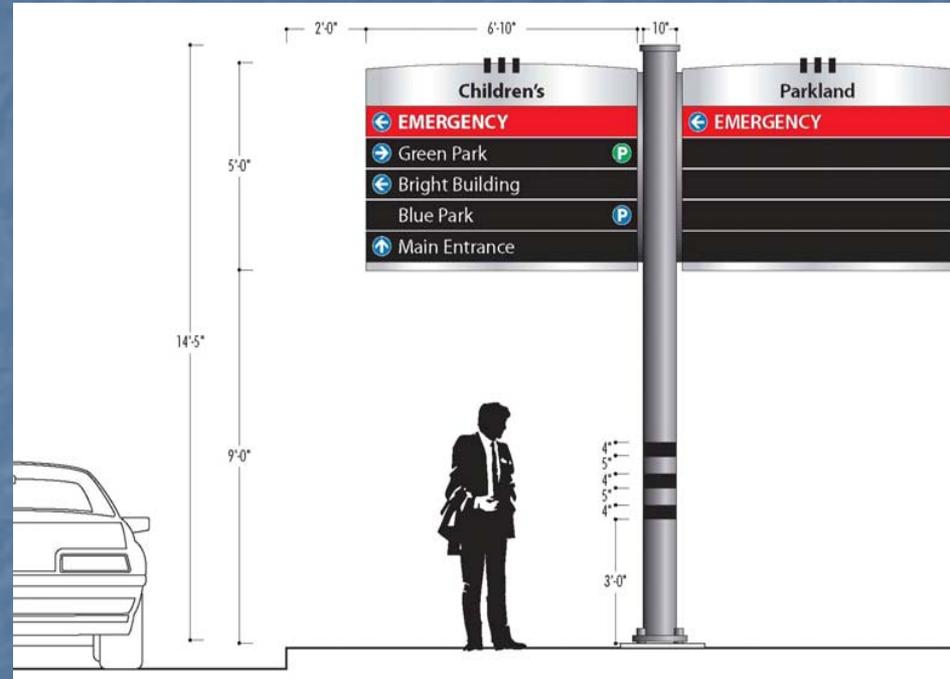
- Complete Streets: Coordinate with Dallas Bike Plan Update and Medical District transportation study to develop complete street design standards for key mixed use roadway segments
- Trinity Strand Area Urban Design: Collaborate with UT Austin Urban Laboratory and City Design Center to develop urban design visions for key sites and roadway corridors
- Trail Development: Pursue funding for planning, design and implementation of proposed trails
- Transit Circulators: Work with Medical District and DART to plan a circulator connecting medical facilities, DART stations and parking; Integrate area streetcar opportunities into city streetcar system planning effort



Complete Streets – Slip Road Concept
West Capital Avenue – Sacramento, CA

Strategic Implementation Actions

- Area Sign Improvements: Work with Medical District to implement way-finding signs along major roadways
- Area Parking Management: Work with Medical District on transportation and parking study
- TIF Design Guidelines: Work with TIF Boards on urban design guidelines
- Infrastructure Capacity Assessment: Work with Dallas Water Utilities to assess infrastructure needs based on growth targets
- Drainage / Flood Management Plan: Consider green building strategies to reduce drainage run-off in the area



Proposed Medical District Way-Finding Signs

Coordination with Southwestern Medical District Board

- Periodic updates to Southwestern Medical District leadership
- Campus master planning efforts
- Established Medical District workgroups:
 - Water and sewer management
 - Utilities and fiber optics
 - Land use and zoning
 - Parking and transportation
 - Emergency preparedness
 - Security
 - Signage and wayfinding

Ongoing Medical District Workgroup Efforts

- Land Use and Zoning:
 - Established early notification of Medical District staff on zoning and TIF funding applications
 - Facilitating implementation of signage and way-finding along key arterials
- Infrastructure: Engaged utility companies to begin pilot project within the Medical District to provide mapped location of buried utilities (electric, gas, telecommunications, water, sewer) to facilitate master planning

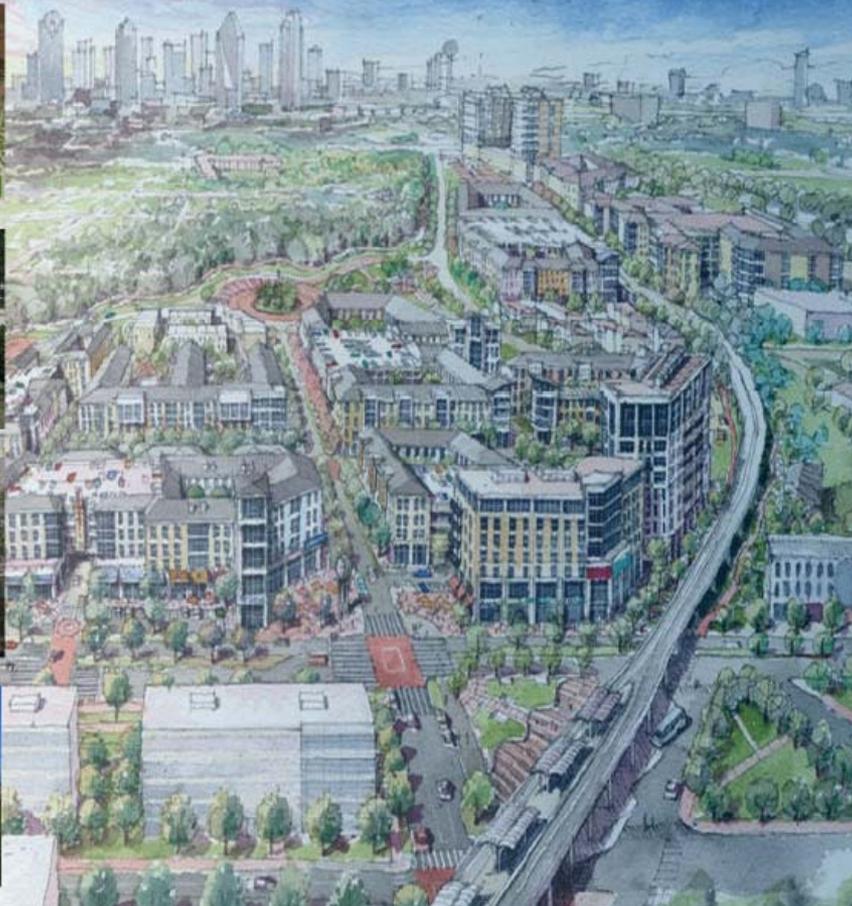
Ongoing Medical District Workgroup Efforts

- Transportation:
 - Participation in Medical District transportation and parking study
 - Working with DART and Medical District staff to identify potential circulator shuttle routes serving the campus
 - Facilitated joint trail planning and coordination meetings
- Other Coordination: Assisted with assembling candidate Bond needs items

Next Steps

- Steering Committee Meeting
 - Scheduled for Feb. 18, 2010
- Southwestern Medical District Board Update
 - Scheduled for Feb. 22, 2010
- Community Meeting
 - to be scheduled (Early March)
- Adoption Process
 - City Planning Commission hearing
 - City Council hearing

Questions / Discussion



Memorandum



CITY OF DALLAS

DATE February 12, 2010

TO Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice-Chair), Dwaine Caraway, Jerry R. Allen, Sheffie Kadane, Linda Koop, Ann Margolin, and Steve Salazar

SUBJECT **Authorize a public hearing to be held on April 14, 2010 on a proposed boundary amendment to the TOD TIF District, March 10, 2010 Council Agenda**

Background

A public hearing is required any time the boundaries or budget of an existing TIF District is expanded. As such, this action authorizes a public hearing to be held on April 14, 2010, to hear comments on the removal of certain properties and expansion of the boundary of the TOD TIF District.

The geographic area of the TIF District is proposed to be amended as shown on the map in Exhibit A and further described in Exhibit B. The boundary amendment will address the removal of office and hotel properties that were included in the original boundary; however, are not anticipated to redevelop in the foreseeable future and have resulted in a significant decline in taxable value for the district. Boundary expansions have targeted sites with development potential in the various sub-districts. The proposed amendment includes:

- Removal from the boundary of five properties in the Mockingbird Sub-District located at 4849 and 4925 Greenville Avenue and 6070, 6116, and 6688 North Central Expressway.
- The addition of property in the Mockingbird Sub-District located at 5936 East Lovers Lane, 4530 Greenville Avenue and properties along the eastern frontage of Greenville Avenue between Milton Street and University Boulevard.
- The addition of several properties in the Cedars West Sub-District located in the block bounded by Lamar Street, Cadiz Street, MKT Railroad, and R.L. Thornton Freeway; and the block bounded by Wall Street, Parker Street, Gould Street, and Corinth Street.
- Move the properties located in the existing boundary at the 8th and Corinth DART station area from the Cedars West Sub-District to the Lancaster Sub-District along with the addition of property to the 8th and Corinth DART station area located south of the existing boundary to the east and south of Fran Way between Corinth Street and Fayette Street/creek bed.
- The addition of a new sub-district "Cedar Crest Sub-District" generally bounded by Southerland Avenue, Kiest Boulevard, Rector Street, MKT Railroad, Van Cleave Drive, Magna Vista Drive, Old Bonnie View Road, Sutter Street, Illinois Avenue, and Ozona Street.
- The addition of properties in the Ledbetter DART station area located at the northeast corner of Lancaster Road and Ledbetter Drive, and the DART station property along with primarily vacant land along the western side of Lancaster Road, Denley Drive, Arden Road, and Wagon Wheels Trail.

The TOD TIF District was created by Ordinance No. 27432 on December 10, 2008, to provide a source of funding for public infrastructure improvements that will help create a series of unique destinations, as well as foster the construction of structures or facilities that will be useful or beneficial to the development of transit stations along the DART light rail system in the central portion of the City.

Redevelopment of the Lancaster Corridor and encouragement of transit-oriented development (TOD's) around DART stations are top City priorities. Linkage of areas proximate to the Lovers Lane/Mockingbird, Cedars West/8th & Corinth, and Lancaster Corridor transit stations via the DART Rail Lines facilitates higher density urban development in all areas and permits tax increment sharing to occur.

On January 20, 2010, the TOD TIF District Board of Directors discussed and recommended approval of a boundary amendment for the TOD TIF District as described in the attached exhibits.

At the close of the public hearing on April 14, 2010, City Council will consider an ordinance authorizing the amendment to the TIF District boundary and a separate item is anticipated to approve the Final TIF Project and Reinvestment Zone Financing Plan for the District.

Financing

No cost consideration to the City.

Recommendation

Staff recommends approval. Should you have any questions, please contact me at (214) 670-3314.

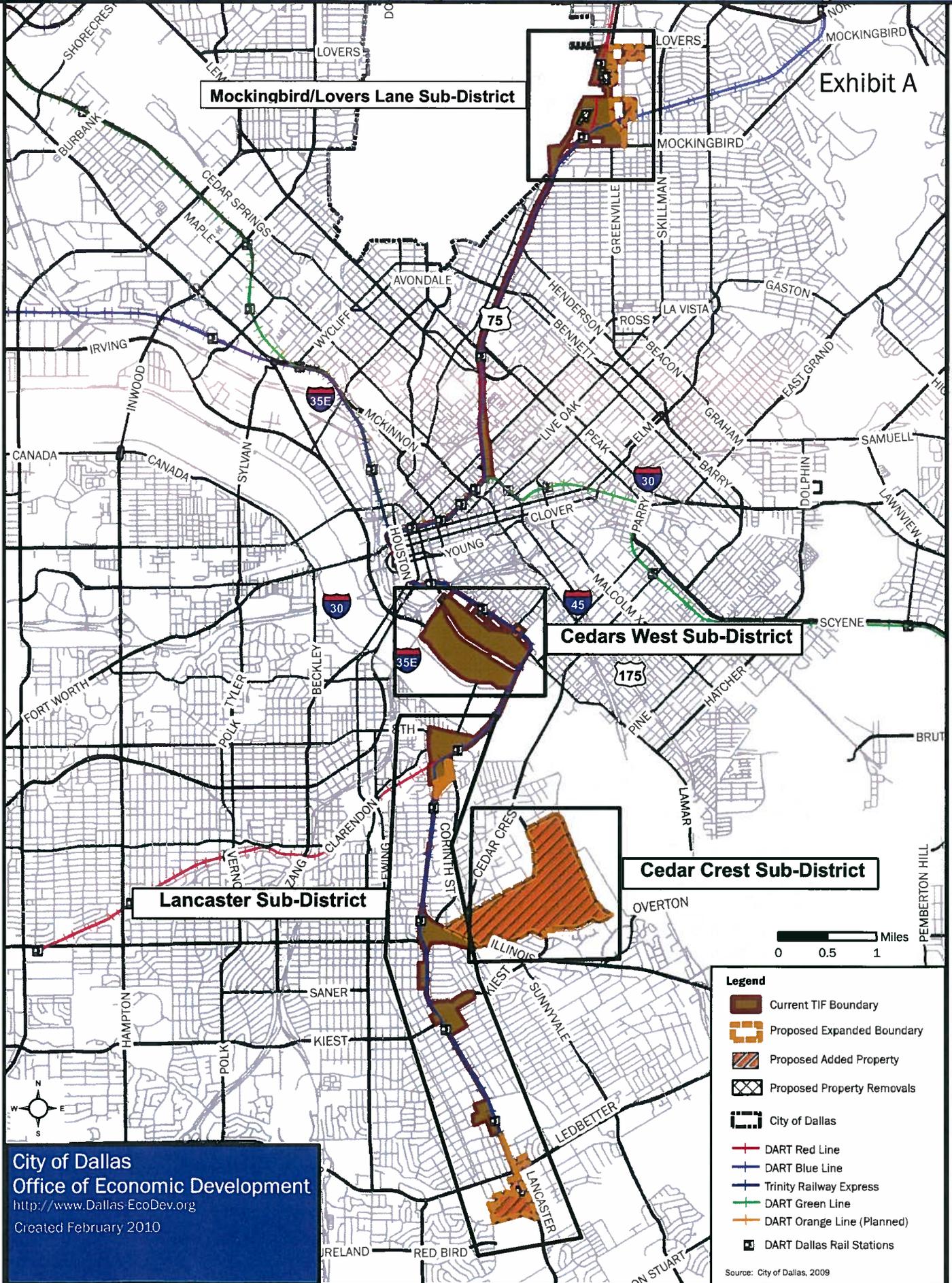


A.C. Gonzalez
Assistant City Manager

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 Karl Zavitkovsky, Director, Office of Economic Development
 Hammond Perot, Assistant Director, Office of Economic Development
 Helena Stevens-Thompson, Assistant to the City Manager

TOD TIF District - Proposed Amended Boundary

Exhibit A



Mockingbird/Lovers Lane Sub-District

Cedars West Sub-District

Lancaster Sub-District

Cedar Crest Sub-District

Legend

- Current TIF Boundary
- Proposed Expanded Boundary
- Proposed Added Property
- Proposed Property Removals
- City of Dallas
- DART Red Line
- DART Blue Line
- Trinity Railway Express
- DART Green Line
- DART Orange Line (Planned)
- DART Dallas Rail Stations

City of Dallas
Office of Economic Development
<http://www.Dallas-EcoDev.org>
Created February 2010

Source: City of Dallas, 2009

**Exhibit B
TOD TIF District
Summary of Proposed Boundary Amendment**

The following is a summary of the TOD TIF Board of Directors recommended amendment to the geographic area of the TOD TIF District.

Mockingbird Sub-District

Five properties in the Mockingbird Sub-District are recommended for removal from the boundary. Four of these properties are office buildings and the other is a Radisson Hotel. These properties are not anticipated to redevelop in the near term and the building stock appears stable. With the economic downturn in occupancy levels, the taxable value of these properties declined significantly between the TIF District's base year 2008 and 2009 resulting in a net loss to the TIF District's overall value. Unless the properties are removed it could potentially hinder any capture of tax increment in the initial years of the district even with some new development occurring. The office market is not likely to change in the foreseeable future and if a redevelopment project is proposed the property can be added back into the district with a future amendment.

Properties Recommended for Removal from TOD TIF District

Owner	Address	Base Taxable	2009 taxable	Change
YPI Energy Square LLC	4849 Greenville Ave	\$28,000,000	\$25,063,000	-\$2,937,000
YPI Energy LLC	4925 Greenville Ave	\$19,317,340	\$18,609,000	-\$708,340
YPI 6688 NCX LLC	6688 N Central Expy.	\$28,355,270	\$26,607,000	-\$1,748,270
Southern Methodist Univ.	6116 N Central Expy.	\$11,400,000	\$9,426,170	-\$1,973,830
AP APH DALLAS LP (Radisson)	6070 N Central Expy.	\$16,000,000	\$14,697,230	-\$1,302,770



Energy Square office buildings



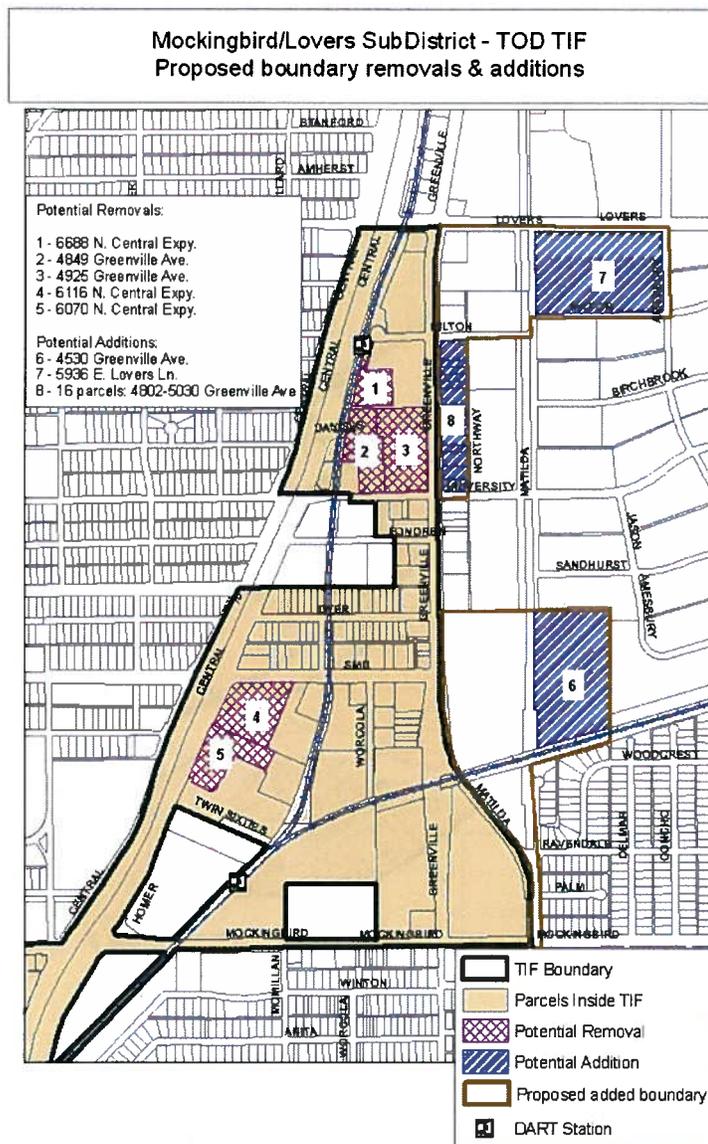
Southern Methodist office building

Two potential development sites in the Mockingbird Sub-District are recommended to be added into the district at 4530 Greenville Ave (owned by TXU) and 5936 E. Lovers Lane (the currently vacant Signature Pointe apartment complex).

Exhibit B – TOD TIF District Summary of Boundary Amendment
Page 2 of 6

The redevelopment of the TXU property was in the original development projections and inadvertently not included in the original boundary. The site is primarily low rise buildings and open land adjacent to the substation property. The Signature Pointe apartment complex has been vacant for two years, was re-zoned for mixed use and is currently being marketed for sale by the lender.

In addition, 16 parcels along the eastern frontage of Greenville Avenue between Milton Street and University Boulevard are recommended for inclusion in the boundary. The block includes vacant retail buildings at both corners and a mixture of older retail and small office properties along the block. There may be a potential redevelopment opportunity if some portion or the entire block is assembled.



Cedars West Sub-District

Matthews Southwest (MSW), developer of South Side on Lamar and major land owner in the Cedars area requested certain properties be added into the TOD TIF District that are part of their development plans. The TIF Board recommended the addition of the requested properties along with adjacent parcels to make contiguous blocks. As shown on the map below properties are located in the block bounded by Lamar Street, Cadiz Street, MKT Railroad, and R.L. Thornton Freeway; and the block bounded by Wall Street, Parker Street, Gould Street, and Corinth Street. Current land uses are primarily warehouse, recycling, and vacant land.

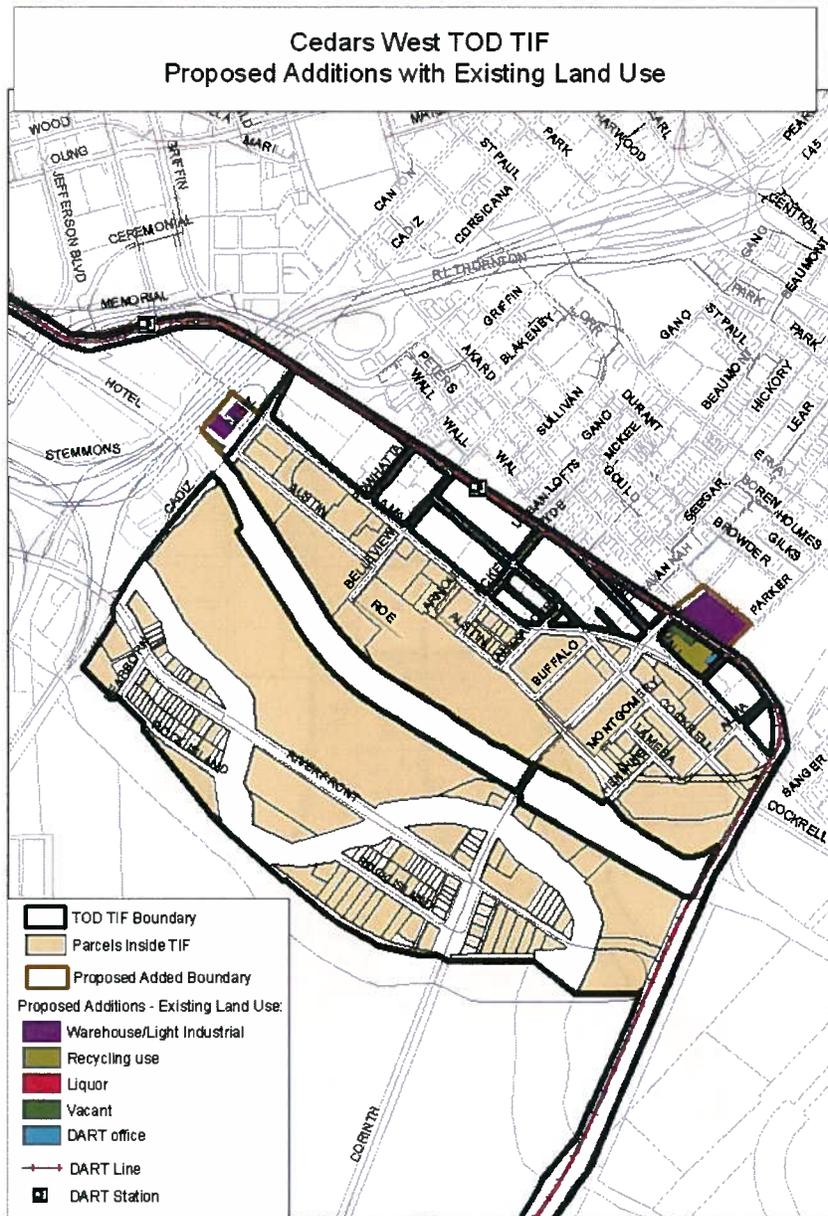
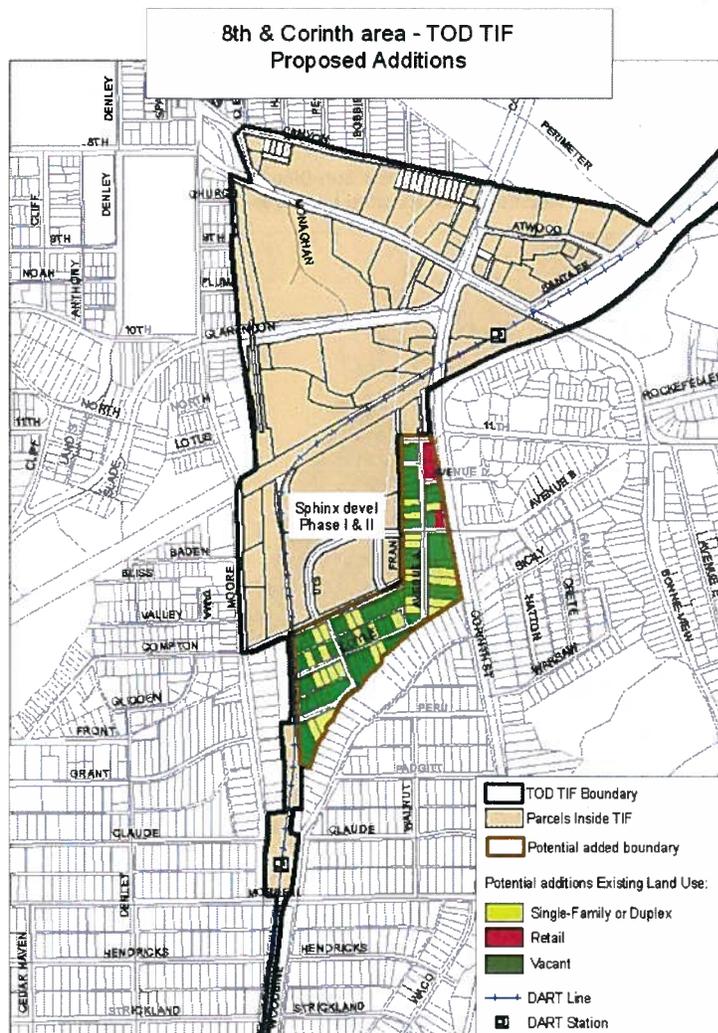


Exhibit B – TOD TIF District Summary of Boundary Amendment
Page 4 of 6

8th & Corinth Station Area (proposed to be included with the Lancaster Sub-District)

Originally the 8th and Corinth DART Station area was included with the Cedars West Sub-District; however, upon further review of ownership patterns there is little common ownership in the two areas and a recognition that developers in the 8th and Corinth area may face similar challenges to that of the Lancaster corridor. This amendment would recognize 8th and Corinth as “part of the southern sector” and shift the properties into the Lancaster Sub-District.

There is also a recommendation to add property to the boundary that is part of the Sphinx Development Corporation’s future planned Compton-Fiji Phase III & IV project. Phase I and II of the project is within the existing boundary. Most of the property is now controlled or under contract by Sphinx. The properties are located south of the existing boundary to the east and south of Fran Way between Corinth Street and Fayette Street/creek bed. The existing land use of the expanded area includes approximately three small retail businesses, scattered vacant lots, and 31 parcels with a single-family or duplex use. Adding these properties would only raise the TIF District’s overall existing single-family percentage to 4.2% (still below the 10% maximum per State Law).

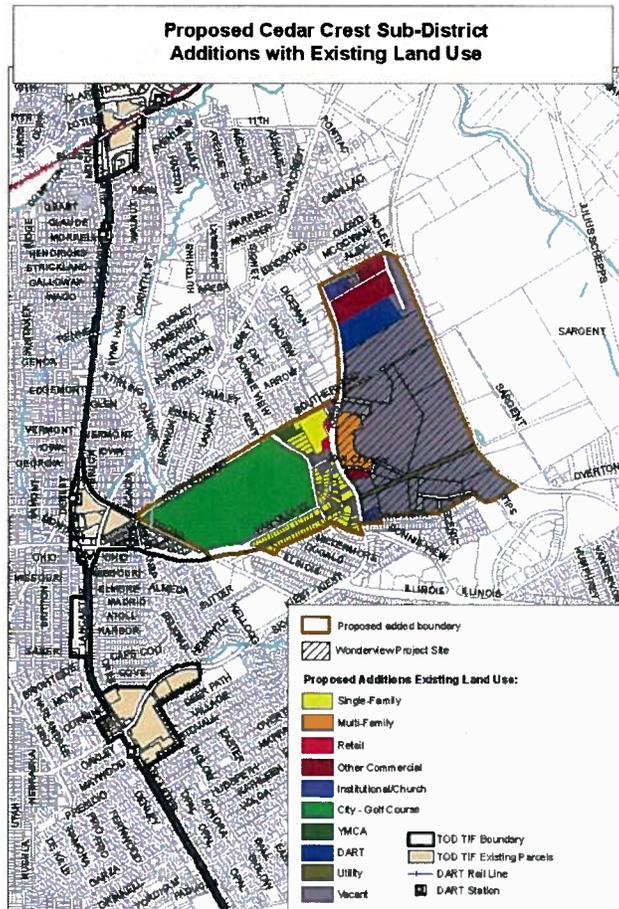


Cedar Crest Sub-District (proposed)

The addition of a new sub-district “Cedar Crest Sub-District” is recommended and generally bounded by Southerland Avenue, Kiest Boulevard, Rector Street, MKT Railroad, Van Cleave Drive, Magna Vista Drive, Old Bonnie View Road, Sutter Street, Illinois Avenue, and Ozona Street.

Creating a new Cedar Crest Sub-District would accommodate the addition of “Wonderview”, a 200-acre development that has been master planned for the former Kiest landfill site and adjacent property. Preliminary estimates for the Wonderview project over a 10-year buildout could be in the range of \$200-300 million in new value. As part of the final TIF Plan, staff plans to recommend a budget provision that would create a separate budget category for this area from increment generated primarily by the Wonderview project and not any sharing of increment as part of the revenue sharing outlined in the preliminary TIF Plan between the Mockingbird and Cedars West sub-districts to the Lancaster Sub-District.

Property along Southerland Road, Kiest Boulevard, and the Cedar Crest Golf Course would connect the site to the current TOD TIF District. Based on 2009 DCAD information, the entire expansion area contains 161 parcels including 87 single-family parcels in the area; however, adding these properties along with the additional lots in the 8th and Corinth area would only raise the TIF District’s overall existing single-family percentage to 5.9% (below the 10% maximum per State Law). While the single-family property is not anticipated for redevelopment, including it provides a contiguous connection surrounding the Cedar Crest Golf Course.





CITY OF DALLAS

Memorandum

Date: February 12, 2010

To: City Council Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Jerry R. Allen, Dwaine Caraway, Sheffie Kadane, Linda Koop, Ann Margolin, Steve Salazar

Subject: Historic Preservation Tax Incentive – 10 Nonesuch Road

On February 1, 2010 the Landmark Commission recommended approval of a ten year 100% tax exemption for the Stanley Marcus House. The Historic Preservation Tax Incentive Program offers tax exemptions to historic properties that have undergone or are currently undergoing rehabilitation. The Stanley Marcus House, built in 1938, may be the first 'modern style' family house in Dallas and reflects the progressive attitude of Stanley Marcus in art and politics. The Historic Tax Incentive Program was reviewed and approved by the Dallas City Council on November 26, 2007. This application complies with all requirements of that program. The Code requires City Council approval for any exemption over \$50,000. The City Council may approve or deny any portion of the exemption over \$50,000. This request is for approximately \$94,684 over ten years.

An application has been submitted by current owner Mark Lowvorn. The "Endangered Property" exemption allows for up to a 100% exemption of the city portion of the property taxes for up to a ten year period. To qualify for this exemption, the cost of rehabilitation must exceed 25 percent of the pre-rehabilitation value of the structure. The Landmark Commission determined that this application should be treated as an "Endangered Property" because the building was threatened with demolition.

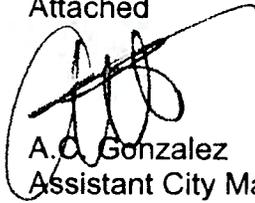
The 2009 DCAD appraised value of the Marcus House is \$1,199,540, with an improvement value of \$265,840 and land value of \$933,700. The applicant is planning on investing approximately \$821,000 into the property. Currently, the building is residential and the applicant has proposed to renovate the historic building for continued use as a residence. Prior to the initiation of the tax exemption, verification of expenditures is required.

FISCAL INFORMATION

Revenue: First year tax revenue foregone estimated at \$9,468 (Estimated revenue foregone over ten years is \$94,684)

MAP

Attached



A.C. Gonzalez
Assistant City Manager

- c: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah Watkins, City Secretary
Thomas Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Forest Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Jean Chipperfield, Director, Office of Financial Services
Theresa O'Donnell, Director, Sustainable Development & Construction
Karl Zavitkovsky, Director, Office of Economic Development
Hammond Perot, Assistant Director, Office of Economic Development
Helena Stevens-Thompson, Assistant to the City Manager

Memorandum



DATE February 10, 2009

TO Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway, Jerry R. Allen,
Sheffie Kadane, Linda Koop, Ann Margolin, Steve Salazar

SUBJECT **Multi Packaging Solutions Economic Development Grant; Addendum Item,
March 10, 2010**

Background

On Wednesday, March 10, 2010 City Council will be asked to consider an Economic Development Grant in the sum of \$100,000 to retain Multi Packaging Solutions in the City of Dallas. Multi Packaging Solutions, a consumer product packaging producer, located at 13465 Jupiter Road is weighing remodeling their existing space or relocating to another facility outside of Dallas. The proposed renovations would result in an investment of approximately \$800,000 to improve the building and infrastructure and \$500,000 on new business personal property. The project will retain the 212 employees (61 current Dallas residents). The renovations are critical to improve the productivity of the Dallas plant. There are no plans to create new jobs with this project. If the company is unable or unwilling to remain at their existing facility, they will likely relocate out of the city or simply absorb the Dallas production into other facilities around the country. City incentives are considered very important to the company's decision to stay or relocate.

In 2009, Multi Packaging Solutions purchased approximately \$11,000,000 of materials, products and services from companies located in Dallas. If Multi Packaging Solutions elects to close the Dallas facility, \$11,000,000 worth of business for local companies will be greatly reduced, if not eliminated.

Staff recommends approval of an Economic Development Grant of \$100,000.

Project Details

Project Site: 13465 Jupiter Road

Existing Facility: 96,660 square foot production facility

Jobs: 212

Retention:

- 212 jobs

New Business Personal Property Investment: Approximately \$500,000

Real Property Investment: Approximately \$800,000

City Incentives

\$100,000 Economic Development Grant – Public Private Partnership Program Funds

Proposed Estimated Schedule of the Project

Begin Tenant Improvements	March 2010
Substantial Completion	December 2010

Fiscal Information

\$100,000 Public Private Partnership Funds

Staff

J. Hammond Perot, Assistant Director
Christopher O'Brien, Sr. Coordinator

Recommendation

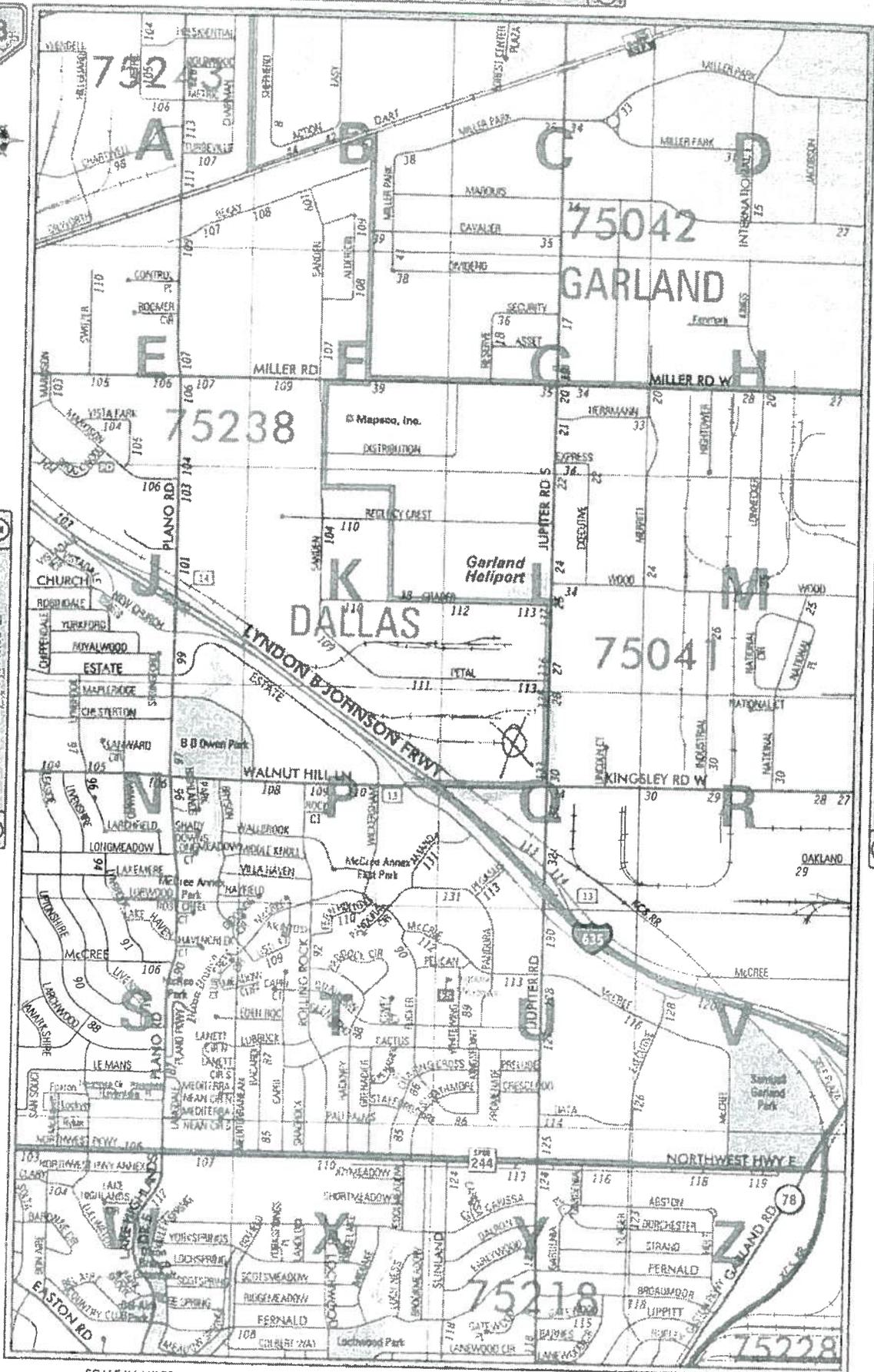
Staff recommends approval of the subject item. Please contact me if you have any questions at 214-670-3314.



A.C. Gonzalez
Assistant City Manager

- C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Ryan S. Evans, First Assistant City Manager
Deborah Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge Ray Robinson, Judiciary
David O. Brown, Interim Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David Cook, Chief Financial Officer
Maria Alicia Garcia, Interim Budget Director, Office of Financial Services
Karl Zavitkovsky, Director, Office of Economic Development
Hammond Perot, Assistant Director, Office of Economic Development
Helena Thompson, Assistant to the City Manager

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CONTINUED ON MAP 27

CONTINUED ON MAP 29

