

Memorandum



CITY OF DALLAS

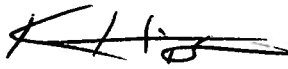
DATE February 10, 2010

TO Trinity River Corridor Project Committee Members:
David A. Neumann (Chair) Vonciel Jones Hill
Steve Salazar (Vice-Chair) Delia Jasso
Mayor Pro Tem Dwaine Caraway Linda Koop
Deputy Mayor Pro Tem Pauline Medrano
Carolyn R. Davis

SUBJECT **Dallas CityDesign Studio Events with Larry Beasley Update**

As part of a series of meetings and events focused on the area near the western foot of the Margaret Hunt Hill Bridge, the Dallas CityDesign Studio hosted a charrette facilitated by Larry Beasley on Friday, February 5, 2010. The purpose of the event was to invite a group of design professionals to work with key city staff, neighborhood representatives, and development stakeholders to begin translating the draft design objectives drawn from the Dreaming Session last August [attached] into an urban design plan for the area. Duany Plater-Zyberk & Company also donated two of their senior designers from their Miami office to come and assist with the event. Over the course of the day, approximately 30 participants developed four different urban design plans for the area. Following the meeting, Studio staff and designers from Duany Plater-Zyberk synthesized the four approaches into a single urban design plan.

On Saturday, the Studio hosted a discussion to begin the vetting process for the proposal. Approximately 20 participants took part in the discussion, and began identifying key issues for additional input and discussion. Staff is also continuing to meet with residents and other stakeholders to have more focused conversations on the plan proposal and continue refining it in order to represent a single unified vision for the area. Staff will provide the committee a more detailed update on the plan in the future following continued input from stakeholders. If you have additional questions, please let me know.

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



THE TRINITY
DALLAS

c: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Ryan S. Evans, First Assistant City Manager
A. C. Gonzalez, Assistant City Manager
Forest E. Turner, Assistant City Manager
David K. Cook, Chief Financial Officer
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander
Helena Stevens-Thompson, Asst. to the City Manager
Frank Libro, Director, Public Information Office
Kelly High, Director, Trinity Watershed Management
Rebecca Rasor, P.E., Managing Director, Trinity River Corridor Project

west dallas city design .02

community charrette

design program / programa de diseño

The places that we live, work, and play are not just made up of the buildings that surround us, the streets that we travel on, or the parks that we play in. While those things are no doubt important components, the most important ingredient in a place is people and how they understand and use a space. It is this intangible element that often gets overlooked during most planning processes. The focus is generally on the systems that make up a place – the roadways, green space, buildings and other infrastructure – and not necessarily on the resulting behavior and experiences of people that inhabit the space.

In August 2009, the City of Dallas and Trinity Trust hosted a Dreaming Session to begin a discussion that was intended to set the stage for a different type of planning process. This process is less about the individual components of an area, and more about the end result of experiences that define the place. The focus of the discussion was a neighborhood in West Dallas situated at the western foot of the new Margaret Hunt Hill Bridge. That particular construction project combined with other anticipated investments in the Trinity River Corridor Project will bring approximately \$2 billion worth of amenities to the neighborhood's doorstep. This investment, coupled with a strong desire to redevelop livable communities within the urban core, has spawned development interest, which if done properly could help turn the area into a model community for sustainable redevelopment and respectful revitalization.

One of the challenges for guiding the inevitable change in the area is to find a balance between the existing assets such as a large stock of affordable housing within close proximity to the core and improving the quality of life, enhancing connectivity throughout the area, and attracting redevelopment that will bring jobs to the local community. Economic development that does not occur at the expense of affordability and the rich cultural heritage of the area will require a redevelopment process that emphasizes design and placemaking rooted in the desires of the existing community.

Many ideas for the future of this area came out of the session in August. General themes developed during that session which represent the overarching desires for the area include:

- Create an immediate sense that things are starting to happen in the area, resulting in a place full of excitement, energy and entrepreneurship;
- Create and protect a pleasant place to live;
- Promote a sense of relief from the harshness of a typical urban environment, and foster development that improves the local eco-system;
- Engage the entire community in teaching and learning;
- Foster a neighborhood where workers live down the street from office, shop and studio work places, new residents learn the history of the community from families that have lived here for generations, and children want to return to raise their families;

Los lugares en que vivimos, trabajamos y jugamos no solo están hechos de los edificios que nos rodean, de las calles que transitamos o de los parques en que jugamos. Aun cuando estos componentes son sin duda importantes, el ingrediente de mayor importancia en un lugar es la gente y como esta entiende y utiliza el espacio. Es este elemento intangible el que frecuentemente se pasa por alto durante la mayoría de los procesos de planeación urbana. El enfoque generalmente se centra en los sistemas que componen un sitio – las avenidas, el espacio abierto, los bienes inmuebles y otra infraestructura – y no necesariamente en el comportamiento y las experiencias que resultan de la genere que habita el espacio.

En Agosto del 2009, el Ayuntamiento de Dallas y el fondo Trinity Trust patrocinaron una Sesión de Sueños como inicio de una discusión cuya intención era presentar un nuevo método de planeación urbana. Este proceso se preocupa menos por los componentes individuales de un área mientras se enfoca en las experiencias que definen el sitio. El enfoque de las conversaciones fue una colonia en West Dallas situada en el pie occidental del nuevo puente Margaret Hunt Hill. Aunado a varias inversiones anticipadas como parte del proyecto Corredor del Río Trinity, este puente en particular fomentara la creación de servicios e instalaciones por un monto aproximado de \$2 mil millones en el área del portal de la colonia. Esta inversión y la firme convicción de desarrollar comunidades habitables dentro del núcleo urbano ha generado interés inmobiliario que, bien encausado podría convertir el área en una comunidad modelo en desarrollo sustentable y reurbanización respetuosa.

Uno de los desafíos en guiar el cambio inevitable del área es encontrar un balance entre los recursos actuales como el gran inventario de residencia asequible en cercanía al núcleo urbano y el objetivo de elevar la calidad de vida, que a su vez mejora la conectividad a través del área y atrae nuevos desarrollos y empleos a la comunidad local. Para lograr un desarrollo económico sin sacrificar precios de fácil acceso y patrimonio cultural se requerirá un proceso de renovación que enfatice un diseño del entorno cuyas raíces nazcan de los deseos de la comunidad actual.

De la sesión de agosto nacieron una gran cantidad de ideas para el futuro de esta área. Algunos de los temas generales que surgieron durante la sesión y representan deseos principales incluyendo:

- Crear un sentido inmediato de actividad que resulte en un lugar lleno de entusiasmo, energía y emprendimiento;
- Crear y proteger un lugar agradable donde vivir;
- Promover un sentido de alivio de la aspereza típica del entorno urbano y fomentar desarrollo que mejore el ecosistema local;
- Participar a la toda la comunidad en la enseñanza y el aprendizaje;
- Fomentar una colonia donde los trabajadores vivan en la cercanía de las oficinas, tiendas y talleres, donde los nuevos residentes aprendan de las familias que han habitado a través de generaciones la historia de la comunidad y donde los niños quieran regresar a criar sus familias;

- Maintain, celebrate and exhibit the rich cultural heritage that exists in the area;
- Create places that draw people from all over who come to enjoy a relaxed atmosphere; and
- Develop a seamless community where quiet residential streets lead to more active hubs with shops, businesses, and restaurants, all with easy access to the Trinity River Park.



- Mantener, celebrar y exhibir el vasto patrimonio cultural que existe en el área;
- Crear entornos que capten gente de diversas partes que vengan a disfrutar una atmosfera relajada; y
- Desarrollar una comunidad fluida donde la tranquilidad de las calles residenciales desemboque a centros de mayor actividad con comercios, tiendas y restaurantes, todos con acceso sencillo al Parque del Río Trinity.

The next step is to begin translating these ideas into a guiding set of design objectives that together comprise a broader program to help steer redevelopment. Given that the end test of these objectives will be the feelings and experiences of future 'users,' they should be developed through that lens. Specific directions for the redevelopment of the area are:

- Preserve the existing neighborhood;
- Link development to the delivery of services for the existing community;
- Create one or several neighborhood centers;
- Take full advantage of the Trinity River edge;
- Benefit from improved access to downtown and uptown via the Margaret Hunt Hill Bridge and Continental Bridge;
- Emphasize arts and crafts production and sales as a target industry; and
- Emphasize modest income live-work opportunities;
- Identify small manageable projects feasible in a quiet market that characterize incremental change; and
- Enhance public open spaces.

Setting the framework for the evolution of a neighborhood is a dynamic and ongoing process. These initial objectives paint a picture of a future that was conceived at a particular point in time. They serve as a starting point to generate initiatives to help shape the coming changes, and should also function as an initial goal line to evaluate the success of particular actions. It is important moving forward that these objectives and their outcomes are continually checked and refined as part of an ongoing dialogue with the community.

El siguiente paso es continuar traduciendo estas ideas en una colección de objetivos de diseño que en conjunto comprendan un programa general para guiar la renovación. Dado que el examen final de estos objetivos serán las experiencias y sentimientos de los futuros usuarios, se deberán desarrollar con estos en mente. Las directrices específicas para la reurbanización del área son:

- Preservar las colonias existentes;
- Enlazar el desarrollo al la entrega de servicios para la comunidad actual;
- Crear uno o varios núcleos comunitarios;
- Aprovechar al máximo la orilla del Río Trinity;
- Salir beneficiado de los accesos mejorados al centro y a uptown vía el puente Margaret Hunt Hill y el puente Continental;
- Enfatizar la producción y venta de artes y manualidades como industria primaria;
- Enfatizar oportunidades asequibles de vivienda y trabajo en el mismo predio;
- Identificar proyectos razonables de pequeña escala que sean viables en mercados tranquilos y que caractericen cambios en incrementos; y
- Realzar los espacios públicos al aire libre.

El establecimiento de una estructura para la evolución de una colonia requiere de un proceso en continuo y dinámico. Estos objetivos iniciales muestran una imagen del futuro que fue concebida en un momento específico en el tiempo. Sirven como punto de partida para generar iniciativas que ayuden a darle forma a los cambios inminentes y deberán fungir como punto de partida en la evaluación del éxito de acciones puntuales. Es importante que conforme avance el proceso los objetivos y sus resultados sean verificados y refinados continuamente como parte de un dialogo permanente con la comunidad