

Memorandum



DATE May 2, 2008

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

SUBJECT **Authorize a professional services contract for the planning and design of the South Dallas/Fair Park Entertainment District with Mill City Renaissance Fund - May 28, 2008 Council Agenda**

BACKGROUND

Subsequent to a briefing to the City Council, the Intergovernmental Services Department applied for and was awarded a HUD Economic Development Initiative grant in the amount of \$148,500 to be used for planning and design of an Afro-Centric Cultural District.

As a parallel initiative to the Comprehensive Development Plan for Fair Park, a concurrent study presented an evaluation for a potential entertainment district in South Dallas/Fair Park. This study evaluated the potential or development focused on African-American needs for entertainment and related retail goods and services.

The study proposed that once, a prominent residential neighborhood, retail center, and entertainment district, the South Dallas/Fair Park neighborhood has experienced decline and neglect of its infrastructure, housing, and businesses. The re-development of the South Dallas/Fair Park neighborhood vision statement was developed and used to evaluate the potential of an entertainment district in the South Dallas/Fair Park neighborhood: **"The vision for the Fair Park Entertainment District is to develop an Afro-Centric Cultural District that offers a mixture of entertainment, retail, restaurant and personal service businesses that economically benefit the South Dallas Fair Park neighborhood and creates economic synergy with Fair Park"**.

On May 17, 2006 the city of Dallas received a notification letter indicating that the Transportation, Treasury, Housing and Urban Development, the Judiciary, the District of Columbia, the Independent Agencies Act, 2006 (PL109-115) (the act), signed into law by President Bush on November 30, 2005, provided the Department of Housing and Urban Development with Economic Development Initiative (EDI) funds for certain special projects specified in the Congressional Record of November 18, 2005, including funds granted to the City of Dallas, Texas for planning and design of an Afro-Centric cultural District.

On April 11, 2007, the City Council authorized acceptance of HUD funds for Economic Development Initiatives in the amount of \$148,500 to be used for planning and design of an Afro-Centric Cultural District near the Fair Park area.

On May 5, 2007 the City of Dallas released a Request for Proposal (RFP) seeking proposals from non-profit entities for the planning and design of an Afro-Centric Entertainment District.

On December 17, 2007 the Office of Economic Development accepted the bid received from Mill City Renaissance Fund, Inc. for planning and design of an Afro-Centric Entertainment District near Fair Park as it was found to be responsive to all areas of the weighted criteria of the City of Dallas' RFP.

COUNCIL DISTRICT

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FISCAL INFORMATION

\$148,500.00 - U.S. Department of Housing and Urban Development Grant Funds

RECOMMENDATION

Staff recommends Council Authorize the City of Dallas to enter into a professional services contract for the planning and design of the South Dallas/Fair Park Entertainment District.

Should you have any questions, please contact me 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
Deborah Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge Jay Robinson, Judiciary
Ryan S. Evans, First Assistant City Manager
David O. Brown, Interim Assistant City Manager
Ramon Miguez, P.E., Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Jeanne Chipperfield, Interim Budget Director, Office of Financial Services
Karl Zavitkovsky Director, Office of Economic Development
Hammond Perot, Assistant Director, Office of Economic Development
Lee McKinney, Assistant Director, Office of Economic Development
Chandra Marshall-Henson, Assistant to the City Manager

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CITY OF DALLAS

DATE May 2, 2008

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

SUBJECT Update Memo on Downtown Sign Ordinance

On April 21, 2008 you were briefed on the status of proposed amendments to the Downtown Special Provision Sign District to allow for LED / video board signs. On April 29, 2008 staff met again with the downtown stakeholders group. The group, which includes representatives from DowntownDallas, the development community, retail interests and residential interests downtown, has reached consensus on a number of points. At this time, staff's remaining concerns are limited to only three items; encroachments into the right-of-way, non-premise advertising and streaming video.

The attached matrix is a summary of the major discussion points.

Please contact me if you need additional information.

A handwritten signature in black ink, appearing to be 'A.C. Gonzalez'.

A.C. Gonzalez
Assistant City Manager

C: Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
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Chief David Brown, Interim Assistant City Manager
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Ramon F. Miguez, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Theresa O'Donnell, Director of Development Services
Chandra Marshall-Henson, Assistant to the City Manager

Downtown Special Purpose Sign District Video Board Proposal

<i>Issue</i>	<i>Task Force Recommendation</i>	<i>Staff Position</i>	<i>Notes</i>
Boundaries of the new subdistrict.	Include all of the Retail Subdistrict.	Agrees	
Number of digital boards	One per block face	Agrees	
Historic buildings	Prohibit	Agrees	
Vacant buildings	No videoboards will be allowed to commence or continue operations unless at least 70% of the available space on the ground floor and 70% of the total available lease space is in actual use.	Agree in concept, but concerned with enforcement of provision	
Maximum effective area of a videoboard	150 Square feet. Consider allowing larger videoboards if they are attached flat to the building and allowing even larger videoboards if they wrap around a corner of a building.	150 s/f maximum per facade and allow to combine to 300 s/f if a corner wrap on two facades	The current code restricts lower level signs to 60 s/f in area. May want to consider increasing maximum area of all types of signs to a percentage of façade of lower level.
Hours of operations	Videoboards should be limited to the hours of 7:00 am – 2:00 am on Friday and Saturday and 7:00 am – midnight on other days to avoid adversely affecting residences.	Agrees	
Audio	Allow audio only during special events permitted under Chapter 42A of the Dallas City Code and then only during the hours of 7:00 am – midnight on Friday and Saturday and 7:00 am – 10:00 pm on other days.	Agrees	

Downtown Special Purpose Sign District Video Board Proposal

<i>Issue</i>	<i>Task Force Recommendation</i>	<i>Staff Position</i>	<i>Notes</i>
District events and emergencies	Require owners of videoboards to offer 20 hours per year for advertising district activities.	Require 5 percent of every operational hour.	
Brightness/Glare	Develop appropriate standards	Agrees	
Resolution	Need to specify a minimum resolution for videoboards to avoid cheap and unattractive displays.	Agrees	
Streaming video	Streaming video should be allowed as long as the placement of the sign does not interfere with a driver's ability to recognize traffic signals.	Only allow during special events	
Non-premise advertising	Allow	Prohibit – If allowed, require 20 percent to be premise advertising	
Projections over the public right-of-way	Videoboards should be allowed to project over sidewalks, but not streets. Owners also could be required to share revenue with the city after a reasonable ROI.	Prohibit – If allowed any revenue would be set through license provisions	The existing code allows projecting signs to project no more than 5 feet into the public right-of-way.
Both faces of a projecting sign	Both faces of a projecting sign must contain advertising content, but both faces do not need to be videoboards.	If video boards are allowed to project, agree that both faces must have advertising content	This prevents a blank sign face, such as the back of an video board sign on a one way street.