

# HENSLEY

# FIELD

DALLAS, TX

PLANNING FOR THE FUTURE



**CITY COUNCIL ECONOMIC DEVELOPMENT MEETING**

January 4, 2021

- 1. INTRODUCTORY REMARKS**
- 2. CONSULTANT TEAM EXPERIENCE**
- 3. PROJECT APPROACH**
- 4. WHAT THE MASTER PLAN WILL INCLUDE**
- 5. Q+A**

# Why Hensley Field? Why Now?

PEER CHACKO, DIRECTOR OF PLANNING & URBAN DESIGN, CITY OF DALLAS



# Project Mission

Leverage the value of this **City-owned asset** to create an **implementable plan** that achieves community objectives related to **economic recovery, social equity, and environmental sustainability.**



# How Hensley Field Contributes

## BUILDING ON MOMENTUM

- Climate Action Plan
- Connect Dallas Mobility Plan
- Comprehensive Housing Policy
- Dallas Cultural Plan
- Ongoing Economic Development Policy and Strategic Plan
- Proposed forwardDallas Comprehensive Land Use Plan update



**Connect Dallas**

Dallas Strategic Mobility Plan  
**Foundations Report**  
 SEPTEMBER 2019



### Comprehensive Housing Policy

City of Dallas  
 Department of Housing and Neighborhood Revitalization

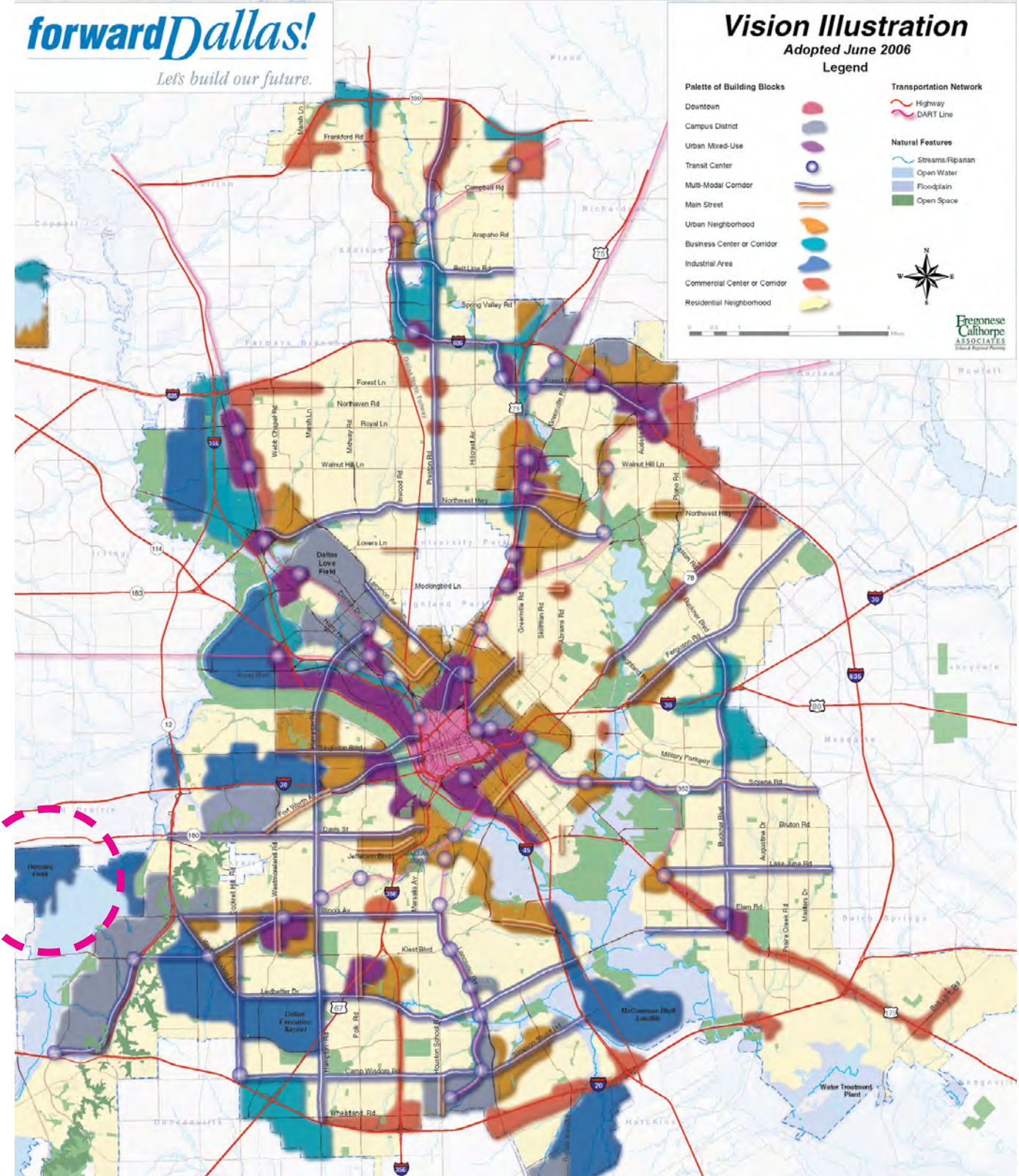
March 19, 2018  
 (Last amended April 27, 2018)



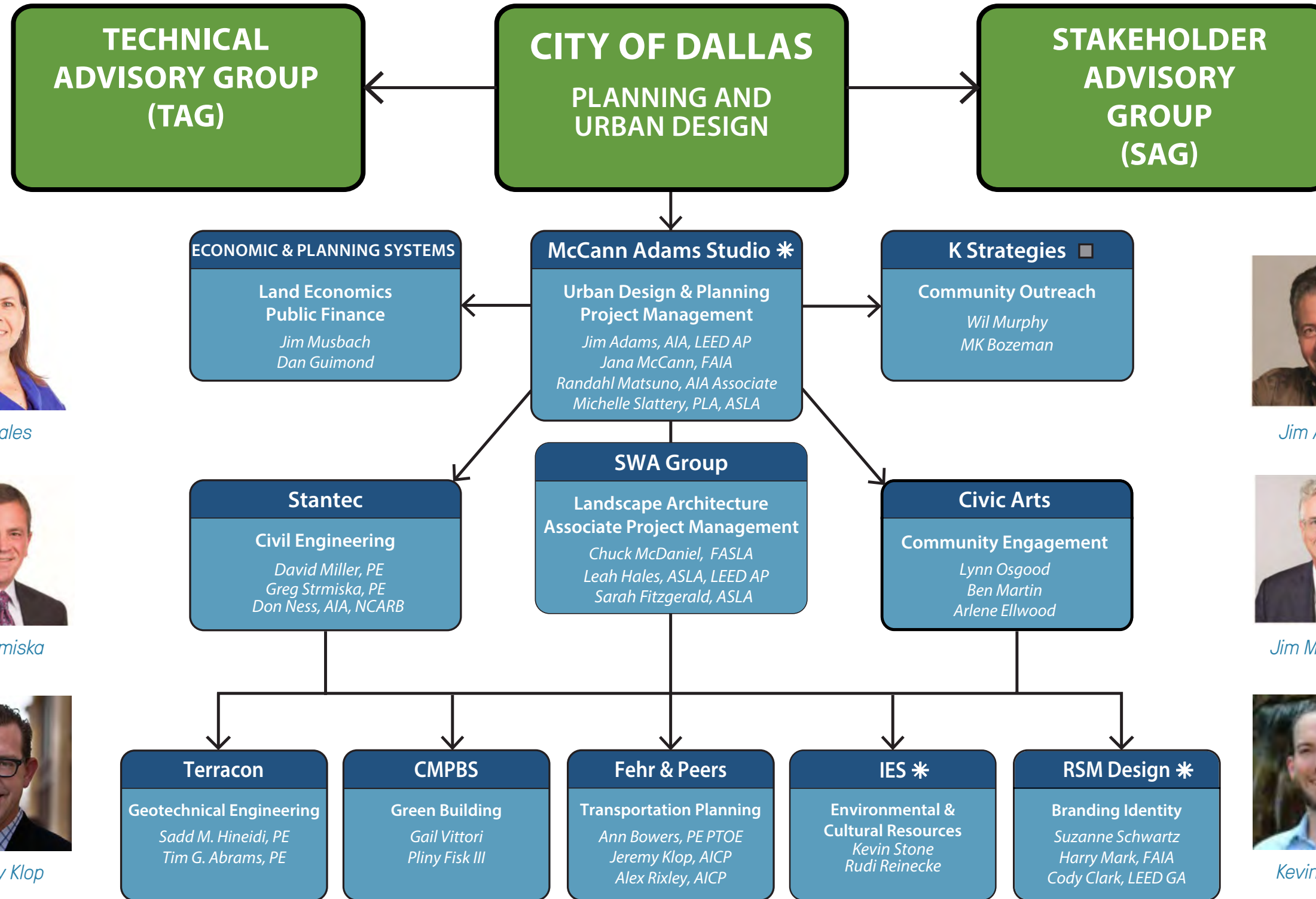
### DALLAS COMPREHENSIVE ENVIRONMENTAL AND CLIMATE ACTION PLAN

APRIL 2020

**forwardDallas!**  
*Let's build our future.*



# Design Team



Chuck McDaniel



Leah Hales



David Miller



Greg Strmiska



Wil Murphy



Jeremy Klop



Jim Adams



Jana McCann



Jim Musbach



Dan Guimond



Kevin Stone



Lynn Osgood

\* Woman-Owned Business Enterprise

■ Minority-Owned Business Enterprise

# Team Experience



Ballpark District, San Diego CA



# Team Experience



**Second Street Retail District Master Plan**



**Highland Mall Reuse and Redevelopment Plan**



**Lake Park, Mueller Austin**



**Seaholm District Master Plan**



# Team Experience



Iconic Dallas Open Spaces: Katy Trail (SWA)

# Team Experience



Pacific Plaza (SWA)

# Team Experience



**Buffalo Bayou, Houston (SWA)**

# Team Experience



**Hunters Point, San Francisco (SWA + EPS + Fehr & Peers)**

# Team Experience



Treasure Island Reuse Plan (EPS)

# Team Experience



**Stapleton, Denver CO (EPS + Fehr & Peers)**



# Team Experience



**Mueller, Austin TX**

# Precedent: Mueller

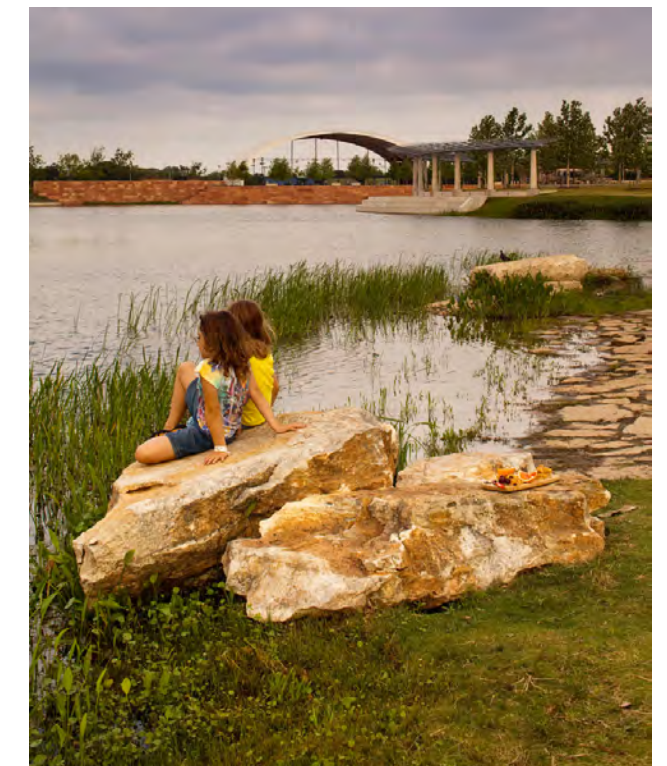




# Precedent: Mueller

## Mueller, Austin TX

- Austin's former 700-acre passenger airport closed in 1999.
- City's goal: to leverage value of land to achieve:
  - o Economic Development;
  - o Environmental Sustainability; and
  - o Housing Affordability.
- **Community's Vision: An inclusive and walkable mixed-use district.**
- Master Developer (Catellus) selected in 2002
- Construction commenced in 2005
- Project is now 75% complete
  - o 7,000+ residential units, 25% of which are affordable
  - o 5 million square feet of commercial/institutional uses
  - o 14,000 residents / 14,000 jobs
  - o 140 acres of publicly accessible open space
  - o Largest Gold LEED Neighborhood in the world.



## Hensley Field Will Address The Three Pillars of Sustainability

### **HEALTHY COMMUNITIES**

**Connect Dallas:** Promote compact growth and transit-oriented development, high-quality urban design and active transportation connections.

### **ECONOMIC VIABILITY**

**Forward Dallas:** Direct investment toward the Southern Sector of Dallas to bring high quality jobs.

### **AFFORDABILITY & DIVERSITY**

**Comprehensive Housing Policy:** Promote greater fair housing choices that overcome patterns of segregation and concentrations of poverty.



### **EQUITABLE ACCESS**

**City of Grand Prairie Comprehensive Plan:** Improve food access in neighborhoods that surround Hensley Field.

### **ENVIRONMENT**

**Climate Action Plan:** All construction in Dallas should be Net Zero Energy by 2030; Promote Hensley Field as a Net Zero Neighborhood.

### **HISTORY & CULTURE**

**Dallas Cultural Plan:** Establish a supportive arts ecosystem that nourishes the creative and innovative energy of Dallas artists.

# Stakeholder Advisory Group (SAG)

## SAG

### ADJACENT STAKEHOLDERS

DFW National Cemetery  
Dallas National Golf Club  
Dallas Baptist University  
Mountain Creek Power  
Combat Communications Group

### ECONOMIC DEVELOPMENT

Dallas Regional Chamber of Commerce  
Grand Prairie Chamber of Commerce  
Dallas Real Estate Council (TREC)  
City Plan and Zoning Commission\*  
Community Development Commission\*  
Greater Dallas Hispanic Chamber of Commerce  
Greater Dallas Asian Chamber of Commerce  
Black Chamber of Commerce  
Greater Grand Prairie Hispanic Chamber of Commerce  
United Way

### ARTS, CULTURE & PRESERVATION

Preservation Dallas  
Arts & Culture Advisory Commission\*  
Landmark Commission\*

### ENVIRONMENT & SUSTAINABILITY

Texas Trees Foundation  
Parks and Recreation Department\*  
Trust for Public Land

### EQUITY

Truth, Racial Healing & Transformation  
Paul Quinn College  
LULAC, Dallas Council 4782

### TRANSPORTATION

Greater Dallas Bicyclists  
Circuit Trail Conservancy  
Bike DFW

### PROPERTY OWNERS + HOAs

10+ Organizations

\* = City of Dallas department

# Technical Advisory Group (TAG)

## TAG

### TRANSPORTATION

Transportation Planning Department\*  
Transportation Department+  
DART  
TxDOT  
Equipment and Fleet Management\*  
Union Pacific Rail Line  
NCTCOG

### ARTS & CULTURE

Office of Arts & Culture\*  
Office of Historic Preservation\*  
Dallas Film Commission

### EQUITY

Office of Equity\*

### MILITARY

U.S. Navy

### ECONOMIC DEVELOPMENT

Sustainable Development & Construction\*  
Office of Economic Development\*  
Planning & Urban Design\*  
City Manager's Office+  
Planning & Development+  
Housing & Neighborhood Revitalization\*

### EDUCATION

Dallas ISD\*  
Grand Prairie ISD+

### LEGAL

City Attorney's Office\*  
U.S. EPA\*

### PUBLIC WORKS

Water Utilities\*  
Department of Public Works\*  
Bond Program Office\*  
Dallas Fire & Rescue  
ONCOR

### ENVIRONMENT

Office of Environmental Quality  
& Sustainability\*  
Parks & Recreation Department\*  
Parks, Arts & Recreation Department+

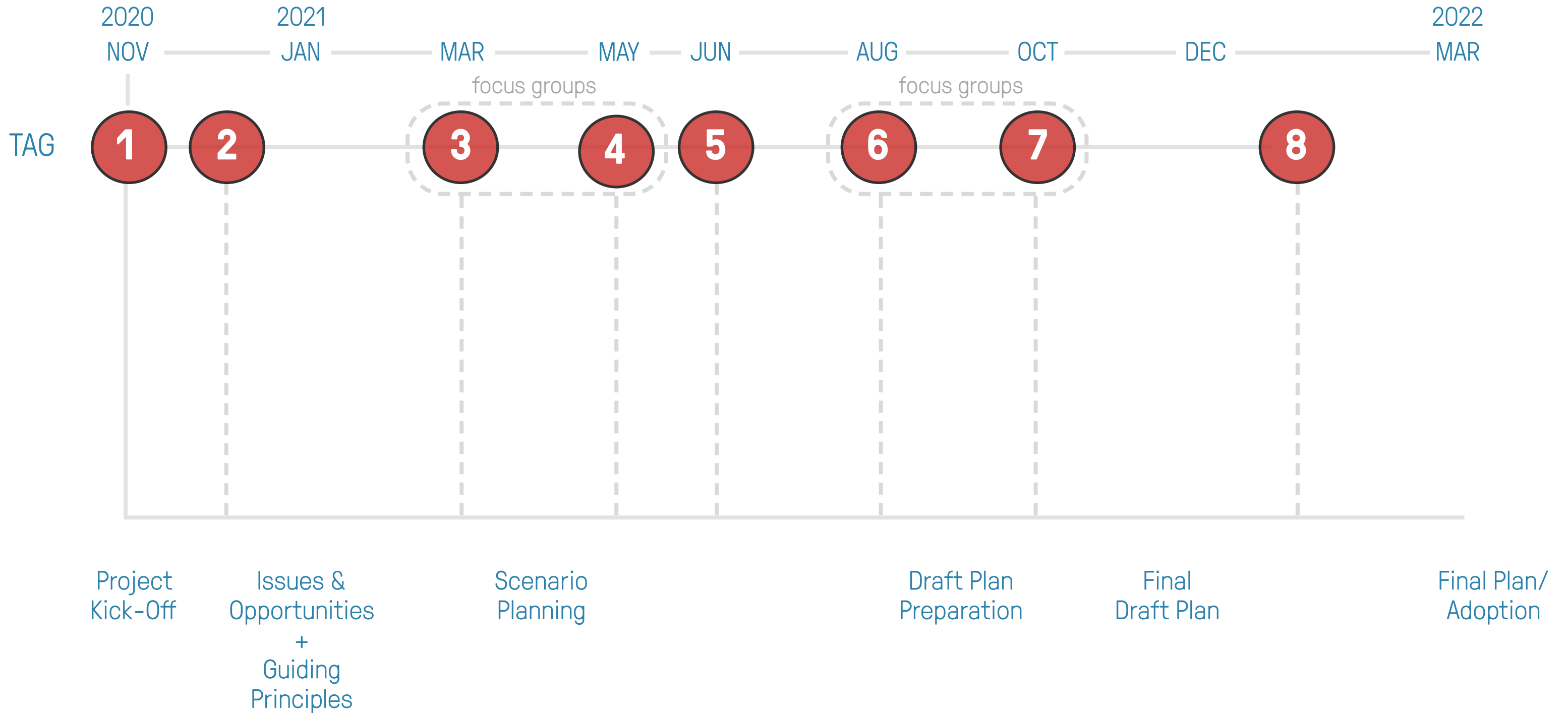
\* = City of Dallas department

+ = City of Grand Prairie department

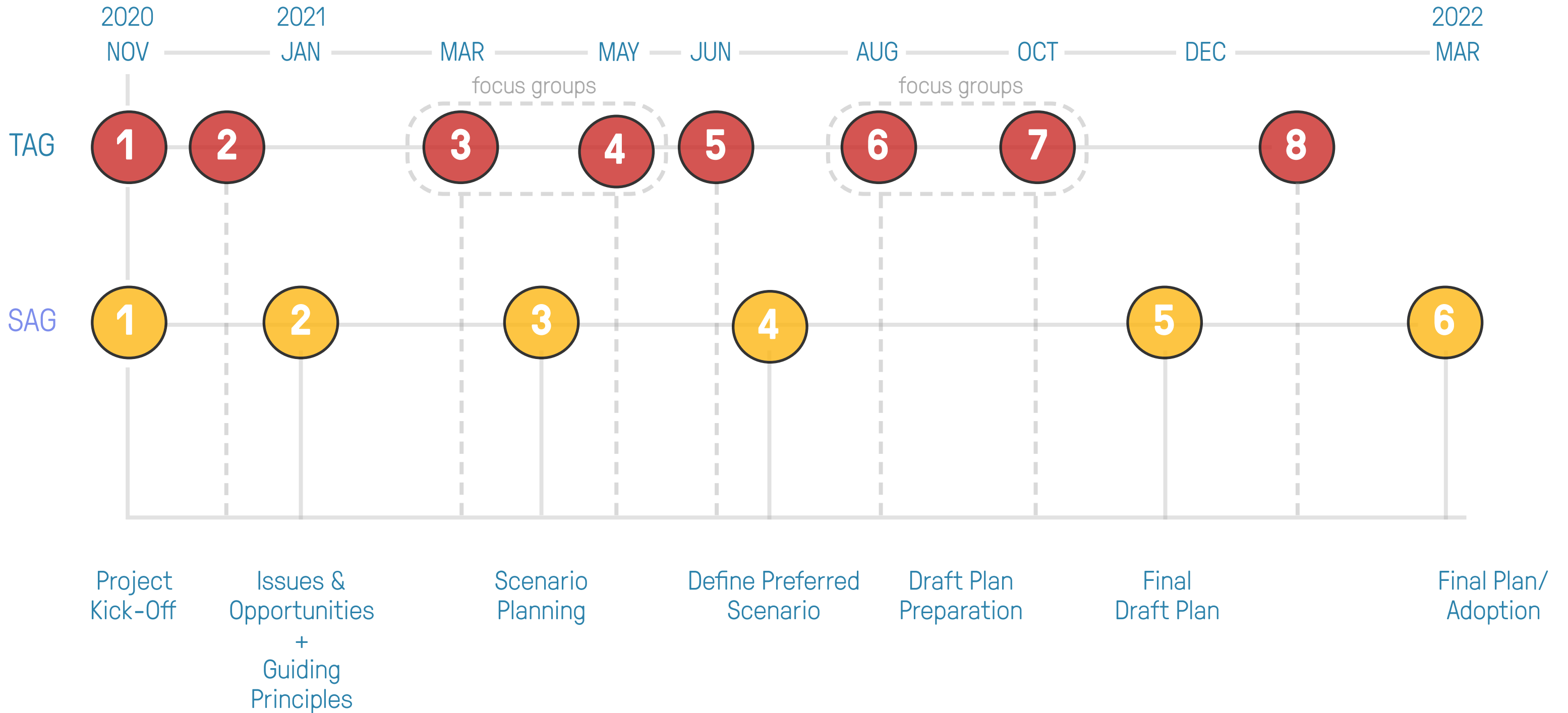
# Project Schedule



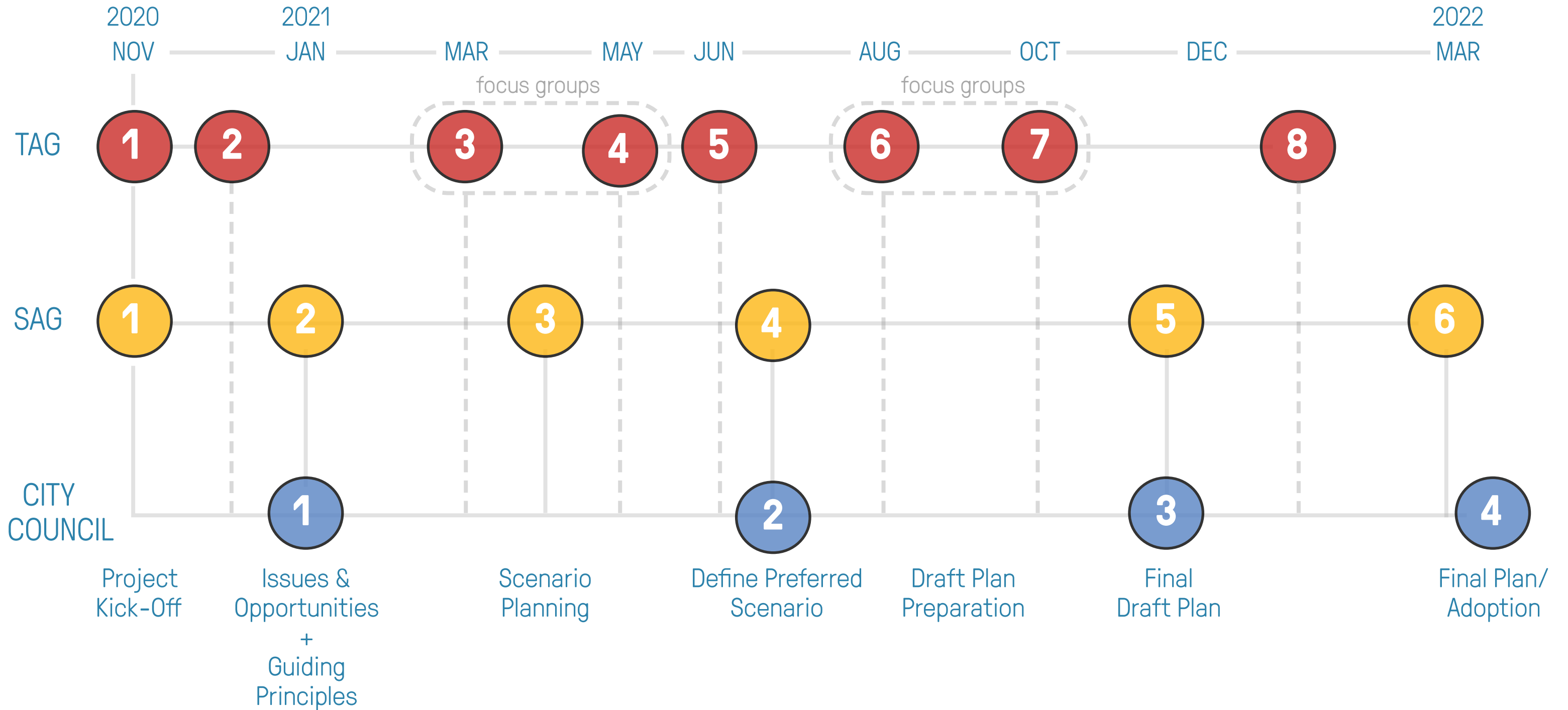
# Community Engagement: Traditional Methods



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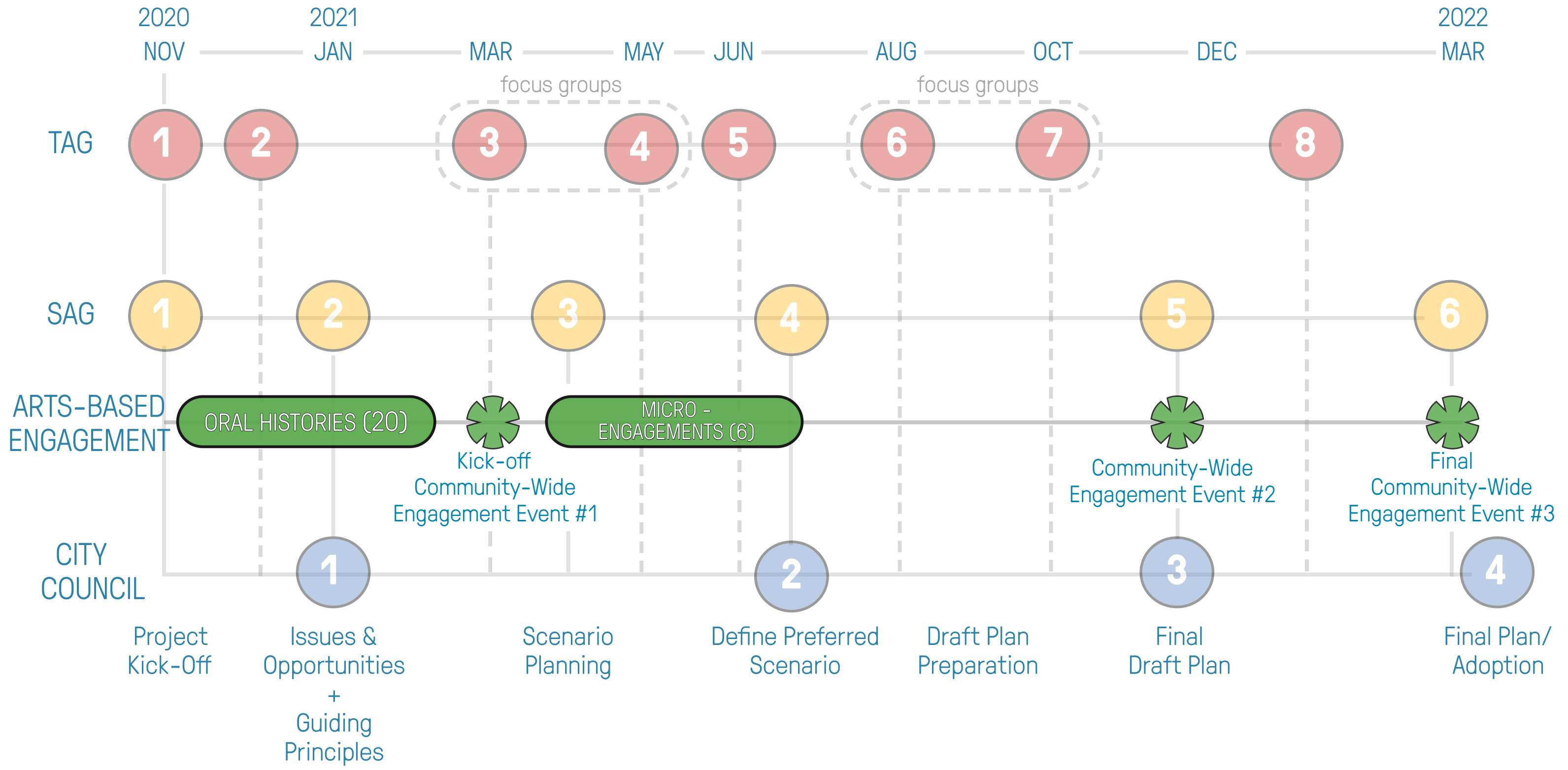


# Community Engagement: Traditional Methods





# Community Engagement: Non-Traditional Methods



# Community Engagement: Non-Traditional Methods



Engage local artists, storytellers, musicians, graphic designers, dancers, performers to:

- Make art that **elevates community consciousness and dialog** regarding the future of Hensley Field
- Provide a **broader outreach** to folks who may not normally participate
- **Build trust** and a shared sense of place and **meaning**



## Components of the final Master Plan:

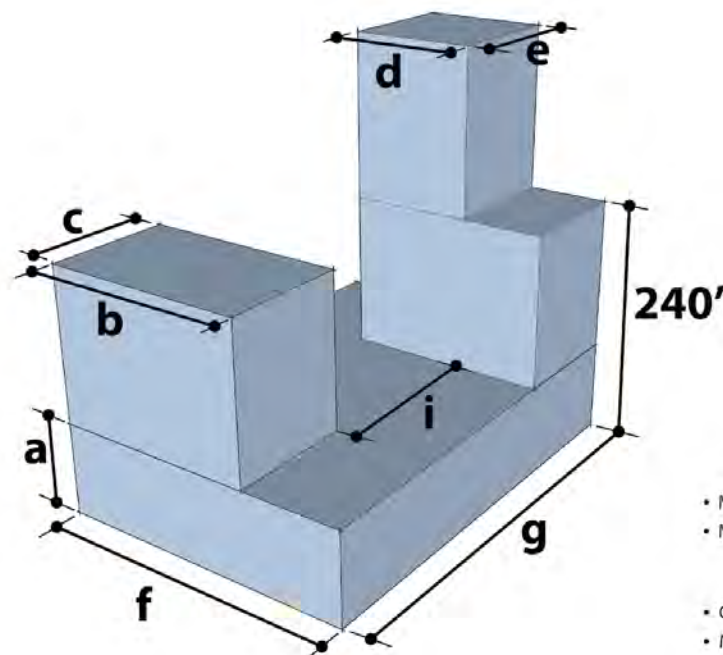
- Development Vision
- Zoning Concept & Design Guidelines
- Phased Transportation & Infrastructure Plan
- Proactive Economic Development Program
- Public Finance Strategy
- Recommended Governance Strategy

# Development Vision, Zoning Concept & Design Guidelines

## WHAT THE MASTER PLAN WILL INCLUDE

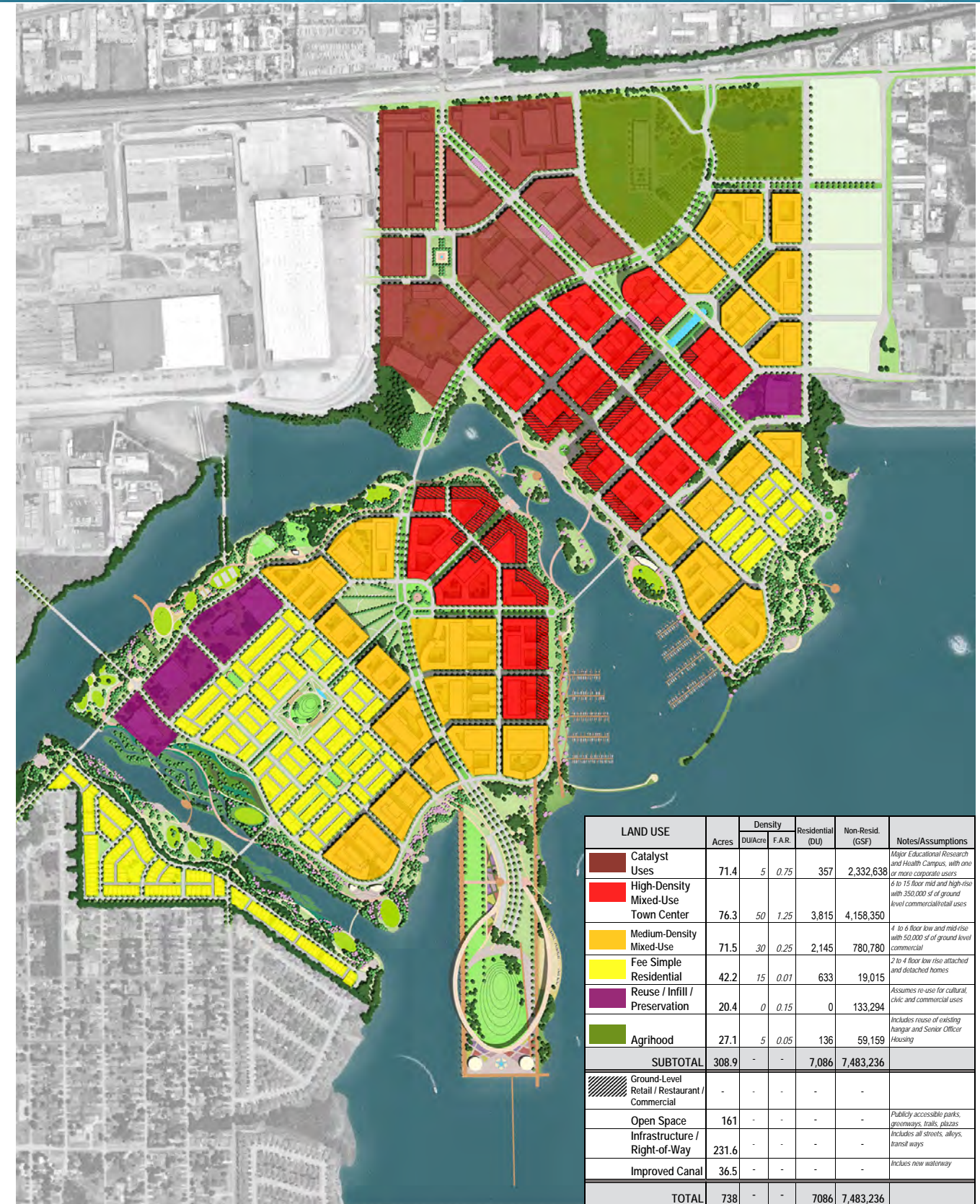


### YARD HOUSE DEVELOPMENT STANDARDS



- Maximum Base Height (a) = **90 feet**
- Maximum Tower Floorplate Area
  - up to 240' in Height (b x c) = **25,000 gsf**
  - exceeding 240' in Height (d x e) = **15,000 gsf**
- Combined Area of All Tower Floorplates (b x c + b x e) / (f x g) ≤ **40%**
- Minimum Spacing of Towers on a Single Block (i) = **80 feet**

### URBAN DESIGN MASSING STANDARDS



### PRELIMINARY HENSLEY FIELD SKETCH LAND USE SCENARIO

# Proactive Economic Development Program

## WHAT THE MASTER PLAN WILL INCLUDE

- Design a proactive economic development **outreach process**
- Identify one or more **catalyst uses** and **potential anchor tenants** of the site
- **Learn from successes** of precedent projects



# Phased Development & Infrastructure Plan

## WHAT THE MASTER PLAN WILL INCLUDE

- Identification of **Early-Term Development Opportunities** and Corresponding Infrastructure Improvements
- **Phased** Infrastructure Program and Cost Estimates
- Right-of-Way Delineation and Street Design
- Parcel Test Fits
- Open Space Programming and Disposition



ABOVE: Mueller Austin Reuse and Redevelopment Plan Project Parcelization and Phasing

LEFT: Lake Park at Mueller was one of the early phase improvements, intended to transform the image and identity of the former airport.

# Public Financing Strategy

WHAT THE MASTER PLAN WILL INCLUDE

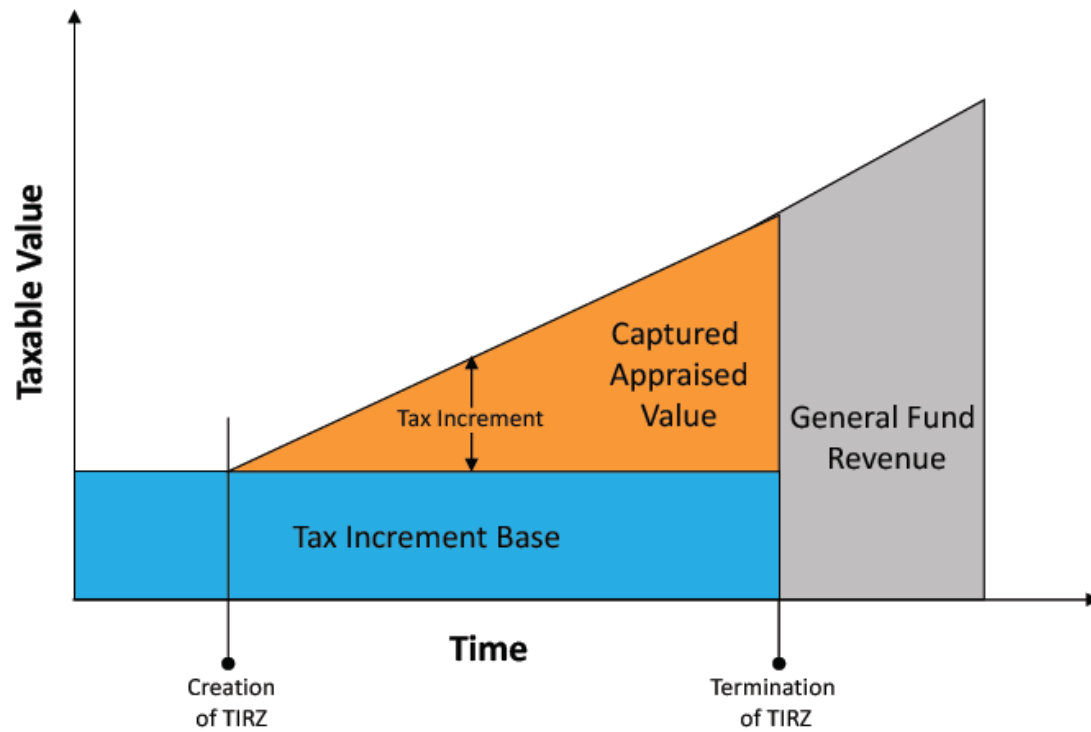


ILLUSTRATION OF TAX INCREMENT FINANCING TOOL

Evaluate and recommend **specific tools** to fund project **capital improvements** and any revenue shortfalls

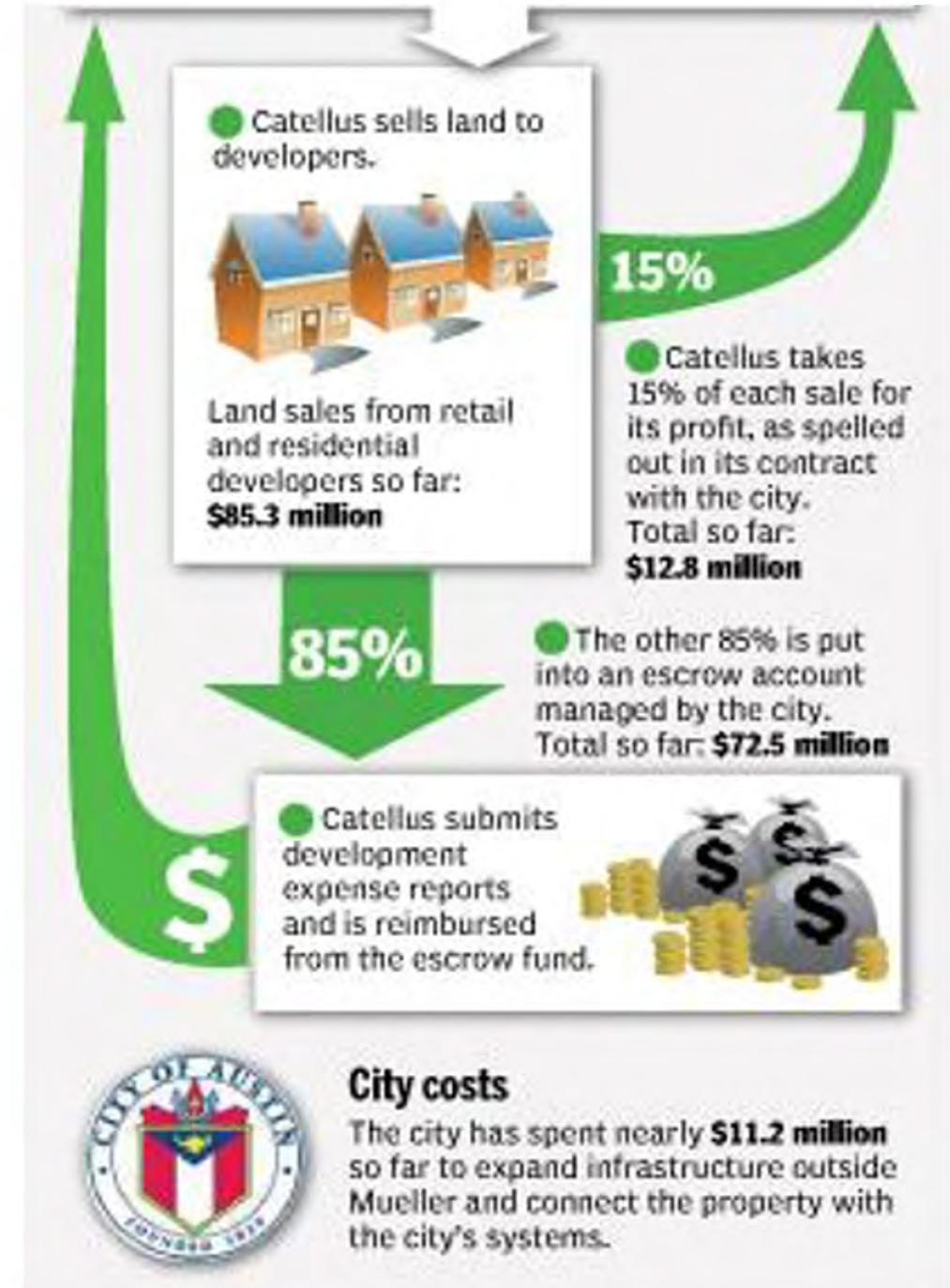
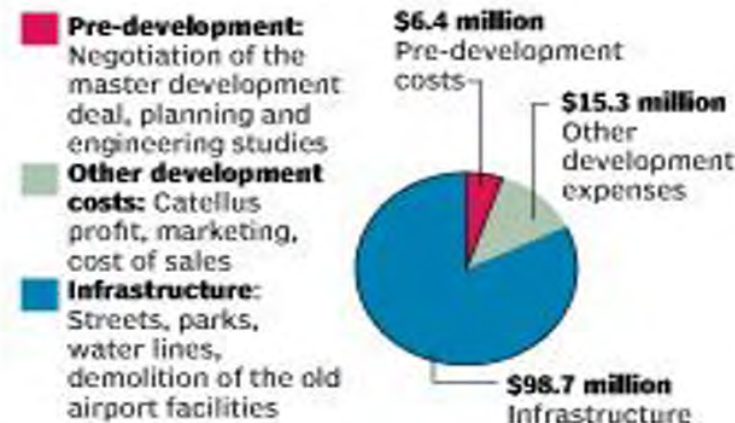
## Money trail in remaking Mueller

In 2002, the City of Austin picked Catellus, a leading mixed-use urban development firm, to be the master developer of the former Mueller Airport site. Under the city's contract with Catellus, the Mueller project is supposed to be self-sustaining. That means the city isn't on the hook for any of the upfront development costs and doesn't assume any of the financial risk. All figures below are through December 2008:

● City releases land to Catellus at an average of 61 acres a year, but no money changes hands. About 200 acres of Mueller's 711 acres have been taken over for development.

● Catellus spends its own money to pay for streets, water lines and other infrastructure on the Mueller property.

Catellus estimates that the total cost so far of redeveloping Mueller has been **\$120.3 million**. Here's how it breaks down:



# Governance Strategy

WHAT THE MASTER PLAN WILL INCLUDE



Mueller, Austin



Stapleton, Denver

Evaluate three principal options for governance of large scale publicly-owned redevelopment projects, and recommend a governance strategy.

- 1. Master Developer** with Master Development Agreement
- 2. Quasi-Public Development Entity** to contract infrastructure and sell sites
- 3. City-Issued Solicitations** for multiple developers for different projects and phases



# STRONG ASPIRATIONAL VISION





**HENSLEY**  
**FIELD**  **DALLAS, TX**

**PLANNING FOR THE FUTURE**

**Q+A**