

MEETING NOTES: Economic Development Focus Group

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| Date of Meeting: 1/21/2021 | Notes By: Sarah Fitzgerald |
| Meeting Location: Zoom | Project Name: Hensley Field Master Plan |
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| **Attendees:  Invitees:**  Robin Bentley (Interim Director, Dallas Office of Economic Development) Kevin Spath (Dallas Office of Economic Development) Tamara Leak (Area District Manager, Dallas Office of Economic Development) Andrew Fortune (Chairman, City of Grand Prairie Chamber of Commerce) Rashad Jackson (Director, City of Grand Prairie) Matt Garcia (SVP of Public Policy, Regional Chamber of Commerce) Susan Phillips (President, Asian Chamber of Commerce, Dallas) Harrison Blair (President, Black Chamber of Commerce, Dallas) Murray Miller (Director, City of Dallas Historic Preservation) David Preziosi (Director, Preservation Dallas) Janis Burklund (Dallas Film Commission)Shawn Conrad (NCTCOG) Marty Wieder (Director of Economic Development, Grand Prairie) Travis Liska (NCTCOG) Diana Flores (Dallas College Trustee and Greater Dallas Chamber of Commerce) ~~David Noguera (Director, Dallas Housing and Neighborhood Revitalization) William Hills (Deputy City Manager, City of Grand Prairie) Gabriela Carvallo (Greater Dallas Hispanic Chamber of Commerce) Linda McMahon (President, Dallas Real Estate Council) Dan Kessler (NCTCOG)~~  **Consultant Team:**  Jim Adams (MAS) Jana McCann (MAS) Leah Hales (SWA) Sarah Fitzgerald (SWA) Dan Guimond (EPS) Jim Musbach (EPS) Brian Duffany (EPS) Wil Murphy (K Strategies) MK Bozeman (K Strategies) Gail Vittori (CMPBS)  **City of Dallas Project Management Team:**  Peer Chacko (City of Dallas, Planning + Urban Design)  Arturo Del Castillo (City of Dallas, Planning + Urban Design) Don Raines (City of Dallas, Planning + Urban Design) Monique Ward (City of Dallas, Planning + Urban Design) | |
| **NOTES** | |

**Introductions (Jim Adams)**  
**Presentation (Jim Adams, Dan Guimond)**

* Overview, project mission, timeline, policy framework
* Market Analysis findings

**Discussion**

* **Diana Flores:** Affordable housing is a huge component of equity.
  + In Oak Cliff gentrification is a major issue; replacing old single family homes with multi-family apartments eliminates the ability to build equity through ownership
  + How can affordability also bring wealth? What examples do you have?
* **Jim Adams**: In the Mueller development in Austin, that project secured 25% affordable homes at a broad spectrum of income levels. For Hensley Field, we’re interested in looking at the land trust model.
* **Diana Flores**: There’s a national organization that works on housing, and one in Atlanta which made presentations to the Greater Dallas Planning Commission: Purpose-Built Communities. It is a good example of a holistic approach to housing, education and amenities that can set the foundation for equitable neighborhoods, usually only reserved for higher income districts.
* **Janis Burklund**: We’ve had our eyes on Hensley Field’s hangars for years, even before I was with the Film Commission. Unfortunately, much of the warehouse/hangar stock has deteriorated since then and not big enough for today’s needs. Lots of rust.
* **Janis Burklund**: There are probably three good-sized hangars; no single one could handle a major production but a grouping could. The long hangars just west of the Officers Housing would be most suitable.
  + Jim Adams: we’ll meet with you separately to see which facilities are right for your needs
* **Robin Bentley**: This could be a good spot for creative industry. The project will need uses that provide a transition from Dallas Global Industrial Park, so film could be something that could make sense. Jefferson Boulevard will need an improvement plan with transit and asethetci improvements to enhance the perception of Hensley Field as an attractive destination.
* **Marty Wieder**: City of Grand Prairie has received funding from Dallas County, COG, and TXDOT to introduce a roundabout at the Jefferson and Main Street intersection to help divert traffic and to become an entry point to the City that celebrates the aviation history of the area.
  + We know we have issues with General Motors driving lots of trucks and taking a toll on Jefferson. We’re trying to take trucks off of our Main Street, downsize from 6 to 4 lanes, make it more walkable and highlight the mid-century architecture downtown.
  + We’ll be fixing up Jefferson at Carrier and 161 to handle more trucks.
  + We have extended the term of the TIRZ (tax increment reinvestment zone) through 2041 and expanded it around Hensley to the west/north/east.
* **Marty Wieder**: There’s a lot of discussion about the high speed rail, would make a huge change in Grand Prairie having an elevated system running through the City.
* **Kevin Spath**: Redevelopmetn of the site could have an enormous infrastructure price tag/
  + Market analysis shows no immediate demand for office/retail, so how the site gets phased/carved up for land uses is going to be the crux of the strategy and how to finance the infrastructure.
  + Light industrial should be considered for portions of the site, possibly transitioning from the West. Those early, easy developments are going to be critical to help financing the infrastructure.
  + Light industrial and housing may have to happen first to offset public investment in infrastructure. What can we do near-term to set us up to achieving the Master Plan’s long term vision?
* **Jim Adams**: Attracting a major catalyst use (healthcare/research/education) has been one successful idea to create early momentum.
* **Jim Musbach**: Catalyst users in our experience have proven to be key gamechangers in funding infrastructure. But we have to be careful not to go for easy stuff that will diminish the long-term opportunities of the project.
  + Catalyst users can’t be relied upon- comes down to serendipity
  + Role of private capital is also big.
* **Janis Burklund**: There’s a huge film opportunity. Lack of studio spaces nationwide.
  + AT&T locally based now owns Warner Cable which produces a lot of content.
  + We should test their level of interest at Hensley Field.
* **Marty Wieder**: I’d encourage any light industrial on the site to be on the advanced technology spectrum.
  + Higher-tech work that doesn’t necessarily require a four-year degree (e.g., Aerospace)
  + UTA has strong college of engineering and aerospace, could be worth pursuing.
* **Diana Flores**: Dallas College is investing in the downtown district, but Marty brings up a good point about this area having aviation/automotive resources. Maybe it’s a consortium or advanced technology center/institute.
* **Kevin Spath**: What are Murray’s thoughts on using this site’s history as an asset?
* **Murray Miller:** We need a better understanding of the site’s assets and their conditions.
  + To evaluate how they can relate to sustainability and reuse objectives, just need more base information
* **Kevin Spath**: We’ve talked offline about the situation with the Navy and how that can impact the timing/phasing of everything
  + We need more absolute certainty about what the Navy is going to do regarding clean-up and when in order to create a critical path forward.
* **Marty Wieder**: The Lake should be really considered as an amenity would be huge with high quality lakefront development.
  + 30% of our city is in the floodplain! “Prairie Coast”, make it an amenity
  + Also want to stress affordability/new urbanist morphology
  + The developer of the Viridian community should be contacted for their input.
* **Jim Adams**: I think there will be lots of interest from national developers and local infill developers if we communicate well.
* **Peer Chacko**: Regarding retail, we might face challenges getting the first 4,000 residential units in the absence of services like grocery stores.
* **Dan Guimond**: Hensley Field first phase of much larger redevelopment
* **Don Raines**: The consistent naming of Jefferson Street versus Boulevard should be clarified along the length of the corridor.
* **Diana Flores**: can we get presentation? How can we stay involved?
* **Peer Chacko**: explanation of the process