AGENDA
Northwest Highway and Preston Road Area Plan – Task Force Meeting
University Park United Methodist Church
4024 Caruth Boulevard Dallas, TX 75225

Tuesday, July 28, 2015
6:00 p.m. – 7:30 p.m.

1. Welcome and Introduction– Councilmember Gates, City of Dallas
   a. Status of Fundraising

2. Update on Procurement – Karla Weaver, NCTCOG
   a. Task Force Representatives- J. Steve Dawson, Bill Archer
   b. Additional Resources Moving Forward- Michael Morris, NCTCOG

3. Consultant Team Overview- Mark Bowers, Kimley-Horn
   a. Introduction and Background of Team
   b. Scope (Phased Approach)
   c. Schedule

4. Feedback From the Task Force- All
   a. Problems Identified
   b. Ideas and Solutions
   c. Defining Success

5. Closing Remarks - Councilmember Gates, City of Dallas
Northwest Highway and Preston Road Area Plan

Task Force Meeting

July 28, 2015
Overview

Presentation Overview

- Project team introduction and background
- Team member roles
- Visioning process
- Scope (key tasks)
- Schedule (milestones)
Consultant Team

National and Local Team Members

- Kimley-Horn
- Fregonese and Associates
- Tharp Planning Group
- Public Information Associates
- CJ Hensch
- GRAM Associates
Consultant Team

Team member local projects include:

- *forwardDallas!* Comprehensive Plan
- Dallas Complete Streets
- Fort Worth Five Commercial Corridors Master Plan
- Fort Worth Urban Villages
- Garland Road Vision
- West Spring Valley Corridor Vision
- Richardson Main Street / Central Corridor Vision and FBC
- Fairview Commercial District MP and FBC
- Rowlett Downtown Plan and FBC
- Northshore MP and FBC
- New York Avenue Corridor Vision
- Many more......
Project Team Roles

Task Force

• Provide direction, guidance, feedback in establishing the vision
• Communicate with people within their “zones” to encourage community-wide participation (upcoming meetings, feedback on specific issues / topics)
• Review deliverables to confirm that they are consistent with their expressed vision

Project Review Committee (NCTCOG, COD, TxDOT Staff)

• Project liaison (coordination between consultant and task force)
• Project management (assurance that all contract obligations are fulfilled)
• Technical review of work products

Consultant Team

• Facilitation of the planning process
• Provide technical skills / advice
• Prepare project deliverables
Visioning Process

- Physical opportunities
- Market potential
- Community aspiration
Project Scope

Task 1

• Project Initiation
  – TF Meeting 1
  – Technical Committee Kickoff
  – Tour

• Project Management
  – Team Coordination
  – Monthly Progress Meetings

• Public Involvement
  – Task Force Meetings
  – Interviews / Survey / Website
  – Community Meetings
**Project Scope**

**Task 2**

- Data Collection
  - Demographic / psychographic
  - Existing infrastructure
  - Existing land use / zoning
  - Parking / traffic
  - Economic / market

- Mapping
  - Existing development pattern
  - Existing transportation
  - Existing infrastructure
Project Scope

Task 3

- Develop a Community Based Vision
  - Land use
  - Urban design
  - Transportation
Project Scope

Task 4

- Future Land Development Strategies
  - Zoning density analysis
  - DCAD appraisal data analysis
  - Market analysis
  - Visual preference surveys
  - Land use case studies
  - Future land development strategies
  - Land development scenarios and visualizations
Project Scope

Task 5

- Future Transportation Strategies
  - Structural
  - Safety / operations
  - Conceptual street design elements
  - Future transportation strategies
Project Scope

**Task 6**

- Implementation Plan
  - Sets priorities
  - Established timeframes
  - Identifies planning level costs
  - Identifies responsible parties
Project Scope

Task 7
- Final report and meetings
Project Schedule

March 2015  Task Force Launch Meeting (Complete)

April 2015  Task Force Background / History (Complete)

July 2015  Task Force / Consultant Kickoff Meeting

Oct / Nov 2015 Vision Development / Existing Conditions*

February 2016 Land Use & Transportation Components*

April 2016 Recommendations / Implementation Strategy*

May 2016 Final Report / Next Steps

(*) Larger community meetings / workshops these months
Task Force Feedback

On the flip charts located around the room, please share your preliminary thoughts related to the following:

**Problems Identified**
- What problems / concerns / issues do you believe to be critical to address in developing a vision and implementation strategies for the Northwest Highway / Preston Road study area?

**Ideas and Solutions**
- What preliminary ideas / solutions do you have related to the future vision of the area?

**Definition of Success**
- How would you define a successful vision / plan for the area?
Northwest Highway and Preston Road Area Plan

Task Force Meeting

July 28, 2015
MEETING SUMMARY

Subject: Northwest Highway and Preston Road Area Plan: Advisory Task Force Meeting
Meeting Date: July 28, 2015
Location: University Park United Methodist Church
4024 Caruth Blvd., Dallas, TX 75225
Time: 6:00 p.m. – 7:30 p.m.

Participants:
- Advisory Task Force (ATF) Committee Members: Bill Archer, Leland Burke, Steve Dawson, Betsy del Monte, Jay Grogan, Maureen McCaffrey, Laura Miller, Patti Niles, Ashley Parks, and Mark Roppolo
- City of Dallas: Councilmember Jennifer Gates, Peer Chacko, Margot Murphy, Theresa O'Donnell, Tammy Palomino, and Luis Tamayo
- NCTCOG: Michael Morris, Karla Weaver, and Patrick Mandapaka
- Texas Department of Transportation (TxDOT): Brandon Bowie and Willie Bolden
- Consultant Team: Mark Bowers – Kimley-Horn

MEETING PURPOSE:

The purpose of the meeting was to provide an update on the procurement of Kimley-Horn and Associates as the consultant for the project, an introduction of Kimley-Horn and a presentation on the process, a status on fundraising efforts, and next steps moving forward in the project.

DISCUSSION ITEMS:

- Advisory Task Force (ATF) members and other staff members from the City of Dallas, TxDOT, and NCTCOG provided introductions.

- Councilmember Gates provided a status on fundraising efforts from the community for this project. NCTCOG allocated $250,000 for this effort. As of July 28th, $34,924 was received from donations. The overall goal for private donation is $100,000. ATF members asked for a list of current donations and it was committed those would be sent out by the City. The ATF also discussed they would continue and ramp up fundraising efforts for the local match.

- Karla Weaver, Program Manager at NCTCOG, provided an update on the procurement of the consultant for the project. Kimley-Horn was selected as a consultant to perform the tasks in the planning project. ATF members Steve Dawson and Bill Archer were given the opportunity to speak about their experience on attending the Consultant Selection Committee (CSC) meeting that was held for the project on May 7, 2015. The two ATF Members appreciated the CSC for being professional and knowledgeable while evaluating strengths and weaknesses of different proposals, and selecting the consultant for the study. They believed it was a fair process and the selected firm was the unanimous top pick.

- Michael Morris, Director of Transportation at NCTCOG, described the goal of the project and an overview of the scope of services the Consultant would perform.
Mr. Morris suggested that Kimley-Horn will conduct parking data collection tasks. NCTCOG staff requested information from Kimley-Horn on their prior projects within the project area in the past two years. Based on the information received from Kimley-Horn, the firm was involved in some church driveway projects, and survey work of a pedestrian bridge for a parking structure in a pending zoning case in the study area. If any recommendations relate to the pending zoning case or any church driveway issues, a separate consultant will be retained for that analysis if needed. The Advisory Task Force agreed their roll was not to comment on current zoning issues but to provide feedback to the Area Plan.

- The immediate problems such as traffic signal timing will be evaluated so that short-term actions can be accomplished to improve traffic flow in the project area to prove an early success of this initiative. The consultant will collect traffic speed data at multiple locations and will share the data and maps with committee members.

- It was discussed that the planning process should be a holistic approach and all modes of transportation should be taken into consideration when conducting the study. In addition to parking, automobiles and bus, bicycle and pedestrian opportunities need to be evaluated. ATF members suggested to hold some portion of traffic data collection until September because schools do not open until that time. It was discussed that the process will typically include three points of time so that would address the concern.

- Mark Bowers, Kimley-Horn, provided an overview of the project team and the scope of services that will be performed. Mr. Bowers highlighted the local projects that the firm has been involved with in the past. The visioning process was described as a three-pronged overlapping approach between physical opportunities, market potential, and community aspiration. A preliminary schedule was presented for the project. The consultant team is preparing a Public Participation Plan that will include a timeline of meetings, interviews, and other outreach activities such as surveys, web resources, and large community meetings. The consultant will share this plan at the next ATF meeting/Workshop.

- There was discussion on the need to coordinate with TxDOT plans, specifically on left turn signals, and construction along Northwest Highway with the tasks in this planning project. Members stated that construction along Northwest Highway should match vision developed through the Northwest Highway and Preston Road Area Plan; therefore, the plan should be completed and adopted before any construction along Northwest Highway occurs. A question was asked of TxDOT about the schedule. TxDOT staff member stated that they did not have the latest information but would forward that to NCTCOG to make it available.

- ATF members requested additional engagement with Kimley-Horn in terms of more meetings and a questionnaire/survey. The survey tool, City of Dallas’ “Talk Dallas”, was a successful tool that the consultant could use in this process, or others like it. This would be an opportunity to utilize the ATF representatives and gain perspective of homeowners, business owners, and landowners in their
zones. A survey tool would be developed by the consultant team for feedback. Interviews would also be coordinated with various zones in the future.

- There was discussion if the members can meet outside the structured meetings for this planning project. It was communicated that it would be acceptable for ATF members to meet outside the process, but would be efficient use of time to wait until the consultant collects some initial data. It was emphasized that the ATF members are representatives for their neighborhood zones and they are needed to disseminate information from the planning process back to folks within their zones and if possible should engage others to bring their feedback to meetings as well.

- There was a discussion if a Chair for the ATF can be appointed, and it was communicated that Councilmember Gates is serving as the Chair of the ATF. Points of contact for project communication were also discussed and it was communicated that Karla Weaver from NCTCOG would be the primary contact for the project.

- The consultant will conduct a Workshop to obtain feedback from the ATF members on the three questions included in the consultant presentation, related to problems and possible solutions in the area, and definition of success for this study. Members may bring Power Point presentations to share their area’s perspective.

NEXT STEPS:

- Kimley-Horn will begin collecting existing conditions and will summarize the information at the next meeting.

- The City of Dallas would send out the list of donations received to date.

- NCTCOG will make available schedule provided by TxDOT.

- Kimley-Horn will present a Public Participation Plan at the next meeting.

- ATF representatives will reach out to their neighborhood zones to collect information on problems, possible solutions, on definition of success of this project, and will report back to the ATF and Kimley-Horn at the upcoming Workshop.

- The date and location for the ATF Member Workshop will be determined.