

Mayor's Southern Dallas Task Force
Area #6 Team Meeting
02/10/09 @ 3 p.m.

In attendance was, Charles English (Chairman), Richard McNeal, Robin Bentley, Cindy Counts, Lee McKinney, and Cynthia Rogers-Ellickson. Guest speaker was Peer Chacko, City of Dallas Development Services.

Mr. English began the discussion with an update from the Steering Committee meeting that he attended previously. One of his observations at that meeting involved land uses. He reminded the team about the meeting in May 2009 and the purpose. The team is to develop a 5 minute presentation of accomplishments summarizing the first 5 months of discussions and meetings.

Mr. English asked for research volunteers from the Team members. He asked Mr. McNeal if he would take on the task of creating the Power Point presentation. Mr. McNeal agreed to gather photos and information, existing and new, to create a presentation.

Mr. English set the goal today to complete their SWAT analysis. He reviewed the Team's goals for February and elaborated on future ones.

Ms. McKinney introduced Mr. Chacko. Mr. Chacko explained that Forward Dallas is a plan that is used by the City to evaluate zoning/planning decisions. It is a guide that serves two major purposes:

- (1) defining zoning decisions
- (2) approaches to future development for land-use

Mr. Chacko provided some ideas for the Area #6 Team specifically. They could consider redevelopment as well as new development. He suggested growth potential around UNT.

Ms. McKinney asked Mr. Chacko about his awareness of other cities that have evolved around transit systems and how transit systems expanded because of potential. He mentioned Atlanta and how successful it is. He wasn't sure how extended DART is planning their expansion past Westmoreland but he thought Area #6 should think aggressively around this expansion.

Ms. McKinney explained Mr. Lau's development project that was presented to the Team in January. After explaining the project to Mr. Chacko, he mentioned that it would require code amendments as well as zoning changes because the existing codes and zoning requirements do not allow for this type of project. Ms. McKinney asked Mr. Chacko to elaborate on how difficult it is to get the City to move forward on projects that go against Forward Dallas. He explained that it is a process and requires some time to resolve.

Mr. English mentioned that Mountain Creek area could be a comprehensive area to develop with exception to transportation. However, he said that DART may reconsider depending upon the area's potential. Mr. English asked Ms. Bentley, since she is a resident of Mountain Creek area, what potential she sees for growth in that area. She said she sees potential for growth if the area could obtain a big employer like a hospital. She said there is great housing but it needs a great employer. Ms. McKinney explained the task of marketing to get a big employer. She asked how do possibly cultivate activity. Mr. English responded that it appears activity leaped to Cedar Hill. Ms. McKinney mentioned that the retail activity made that area successful but that Mountain Creek doesn't really have that kind of space. However, it was mentioned that Cedar Hill could be a selling point for mountain Creek area due to its close vicinity.

Some additional ideas thrown out were communities built around one employer such as Nike, hospitals, and even Senior lifestyle living. Additionally, the walking and hiking trails were mentioned. Mr. McNeal mentioned mixed-use themes such as "Cheers" and how everybody knows your name. He mentioned the Hill Country theme in Austin. The Team also discussed the pollution in the lake being a set-back but Mr. English mentioned how lake front property could be a selling point.

Marketing came back up again by Ms. McKinney. Mr. English asked how everyone envisioned the presentation. Ms. McKinney said she could bring on Business staff to explain how they could help the Team. The Team could use aspects such as the Lake, churches, golf course, etc... to market the area and maybe create a brochure to attract an employer. This could be a short-term or long-term goal. Ms. Bentley mentioned Jim Turner who went to Baylor and that they are funding Dallas Baptist University. She may be able to talk to him. Ms. McKinney mentioned that Mr. Atkins has an intern that can possibly assist with creation of the presentation.