



AGENDA MEMO

5/7/2019 Agenda

TO: Honorable Mayor and City Council

FROM: Jacob Speer, Director of Public Works

SUBJECT: Report on Miracle Mile Stakeholder Engagement and Data Collection

BACKGROUND:

In November 2018, the City Council approved a contract with Huitt-Zollars to perform a Master Plan for three potential projects. These projects involve portions of Preston Road, Hillcrest Avenue, and the Miracle Mile along Lovers Lane. This Master Plan effort will not only assist in designing and planning for these projects, it will serve as an aid for scheduling and as a tool for application for funding from the Dallas County Major Capital Improvements Program later this year.

The Master Plan process includes survey, traffic data collection, parking analysis, public engagement, and conceptual designs. In February and March, Huitt-Zollars and sub-consultant GRAM North Texas performed a parking study and analysis of Miracle Mile. This effort included traffic and turning movement counts, parking inventory and utilization data, and a survey of patrons asking parking-specific questions. In March, Huitt-Zollars led four (4) stakeholder meetings with Miracle Mile merchants, property owners, and neighbors. Topics specifically addressed in the meetings were beautification, parking, pedestrian flow, and traffic flow. During these meetings, attendees were asked to rank the four topics of discussion and to provide input and feedback on potential improvements in these four areas.

The attached report provides a summary of the data collection effort to date. Huitt-Zollars will provide a presentation of this information and be available for questions.

RECOMMENDATION:

Staff recommends Council receive the summary data report and seek clarification as necessary. Based on the data collected and input received, concept plans will be developed and brought to Council for review and comment in June.