

Memorandum



DATE May 3, 2019

TO The Honorable Members of the Economic Development & Housing Committee:
Tennell Atkins (Chair), Rickey D. Callahan (Vice-Chair), Lee M. Kleinman,
Scott Griggs, Casey Thomas, II, B. Adam McGough, Mark Clayton, Kevin Felder,
Omar Narvaez

SUBJECT **Establishment of the Targeted Neighborhood Enhancement Program and
Award a Grant to The Golden S.E.E.D.S. Foundation for neighborhood
enhancements for The Bottom neighborhood**

Summary

On May 6, 2019, the Committee will be briefed on a new economic development tool, the Targeted Neighborhood Enhancement Program, and will be asked to consider the first grant awarded under the program, a \$500,000 grant to The Golden S.E.E.D.S. Foundation for neighborhood enhancements in The Bottom neighborhood.

Background

The Targeted Neighborhood Enhancement Program allows grants of up to \$500,000 to be made to entities seeking to make neighborhood enhancement improvements in neighborhoods designated by the City Council as redevelopment areas, stabilization areas, or emerging market areas under the Comprehensive Housing Policy approved by Resolution No. 18-0704 on May 9, 2018. The program statement is attached as **Exhibit A**.

The Golden S.E.E.D.S. Foundation, Inc., in partnership with Matthews Southwest, proposes a number of neighborhood enhancements in The Bottom, a 126-acre neighborhood generally bounded by Interstate-35E to the west, Corinth Street to the east, Eighth Street to the south and the Trinity River Floodplain to the north. The Bottom was designated as a Stabilization Area under the Comprehensive Housing Policy.

Proposed enhancements include, but are not limited to, art installations, street sign toppers, neighborhood entry signage and other unifying signage, landscaping enhancements, lighting, and other improvements that enhance the safety, neighborhood identity, or aesthetics of the neighborhood.

The final scope of improvements will be determined after engaging the neighborhood residents and stakeholders, and after plans are reviewed by the Urban Design Peer Review Panel. Improvements must conform to the desires of neighborhood residents and stakeholders, the recommendations of the Urban Design Peer Review Panel, and existing planning efforts.

The Chapter 380 grant will be used to reimburse The Golden S.E.E.D.S. Foundation for actual capital costs incurred in the construction and installation of the neighborhood improvements. None of the grant funds will be used for land acquisition, operating or working capital, or developer fees or profit.

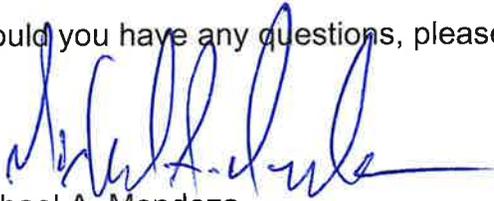
Financing

The program and grant will be funded with \$500,000 in general obligation bond funds from 2017 Proposition I.

Recommendation

Staff recommends approval of the program and the grant. With approval of the committee, this item will be placed on the May 22 council agenda for consideration.

Should you have any questions, please contact me at (214) 671-5257.



Michael A. Mendoza
Chief of Economic Development and Neighborhood Services

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|---|---|
| cc: Chris Caso, City Attorney (Interim)
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager | Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
Directors and Assistant Directors |
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EXHIBIT A

TARGETED NEIGHBORHOOD ENHANCEMENT PROGRAM STATEMENT

PURPOSE

The purpose of the Targeted Neighborhood Enhancement Program (the “Program”) is to provide grants for neighborhood enhancements in neighborhoods designed as Revitalization Areas, Stabilization Areas, or Emerging Market areas under the Comprehensive Housing Policy adopted by City Council approved on May 9, 2018 by Resolution No. 18-0704.

ADMINISTRATION

The Fund is administered by the Office of Economic Development, subject to review of the Economic Development and Housing Committee of the City Council.

FUNDING

The initial funding shall be \$500,000 in 2017 general obligation bond funds from Proposition I. Additional 2017 general obligation bond funding may be added at the sole discretion of the City Council.

FINANCIAL AWARDS

Grants in an amount not to exceed \$500,000 may be made to entities proposing to make neighborhood enhancement improvements in neighborhoods designated as a Reinvestment Area, a Stabilization Area, or an Emerging Market Area under the Comprehensive Housing Policy.

Grant funds may be used for art installations, street sign toppers, neighborhood entry signage and other unifying signage, landscaping enhancements, lighting, and other improvements that enhance the safety, neighborhood identity, or aesthetics of the neighborhood.

The final scope of improvements will be determined after engaging the neighborhood residents and stakeholders, and after plans are reviewed by the Urban Design Peer Review Panel. Improvements must conform to the desires of neighborhood residents and stakeholders, the recommendations of the Urban Design Peer Review Panel, and existing planning efforts of the City. The final scope of improvements will be subject to the approval of the director of the Office of Economic Development. The grant will be used to reimburse the entity for actual capital costs incurred in the construction and installation of the neighborhood improvements. None of the grant funds will be used for land

acquisition, operating or working capital, or developer fees or profit. The proposed grant will help enhance the existing assets to increase community safety and enhance neighborhood pride.

Grants shall not be awarded to persons or entities who have outstanding city liens or tax liens, who are party to a lawsuit against the City, who have filed for bankruptcy in the previous 5 years, who are currently in default under any other agreement with the City, or who have in the previous 5 years been party to a contract with the City that was terminated due to default.

Financial awards will be documented in written agreements to ensure that the City retains control over the public funds to guarantee that the public purpose is actually accomplished as a return benefit to the City.

APPLICATION

Applications for grants will be accepted on a rolling basis and are subject to available funds. Staff will review each application for completeness and to ensure that the proposed project meets the criteria of this program statement.

Based on the review, staff will either decline the application or recommend funding. Contracts for projects with a recommended award of \$50,000 or less will be processed via administrative action. Contracts for projects with a recommended award greater than \$50,000 will be forwarded to the City Council for approval.

Establishment of Targeted Neighborhood Enhancement Program and Approval of Grant to The Golden S.E.E.D.S. Foundation for Neighborhood Enhancements in The Bottom

**Economic Development
and Housing Committee
May 6, 2019**

**Courtney Pogue, Director
Office of Economic Development
City of Dallas**



Purpose of Briefing

- To establish and fund the Targeted Neighborhood Enhancement Program, a new program to provide neighborhood enhancement grants for residential target areas identified under the Comprehensive Housing Policy.
- To make the initial grant under the program, a \$500,000 grant to The Golden S.E.E.D.S Foundation for neighborhood improvements in The Bottom neighborhood, a designated Stabilization Area.

Targeted Neighborhood Enhancement Program

- This new program is intended to provide grants of up to \$500,000 for neighborhood enhancements in residential areas designated as Reinvestment Areas, Stabilization Areas, or Emerging Market Areas under the Comprehensive Housing Policy.
- Initial program funding is \$500,000 from the citywide allocation of general obligation bond funds from 2017 Proposition I (Economic Development and Housing). Additional funds may be added at city council's sole discretion.

Targeted Neighborhood Enhancement Program

- Grant funds may be used for art installations, street sign toppers, neighborhood entry signage and other unifying signage, landscaping enhancements, lighting, and other improvements that enhance the safety, neighborhood identity, or aesthetics of the neighborhood.
- Neighborhood engagement and review by the Urban Design Peer Review Panel is required before determining the final scope of the improvements.
- The grant will be paid as a reimbursement for actual capital costs, and may not be used for land acquisition or developer profit.

Grant to The Golden S.E.E.D.S Foundation

The Golden S.E.E.D.S Foundation, in partnership with Matthews Southwest, proposes a number of neighborhood enhancements in The Bottom, a 126-acre neighborhood generally bounded by Interstate-35E to the west, Corinth Street to the east, Eighth Street to the south and the Trinity River Floodplain to the north.

The Bottom was designated as a Stabilization Area under the Comprehensive Housing Policy, and is in a federally-designated Opportunity Zone.

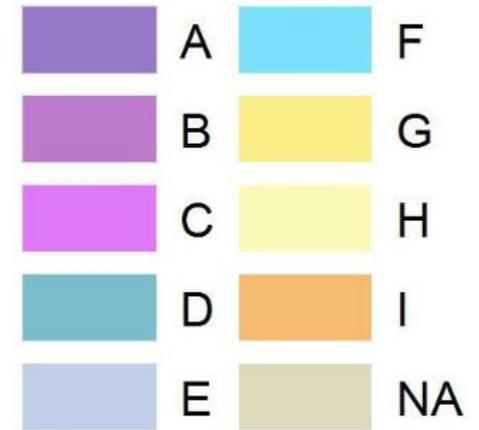
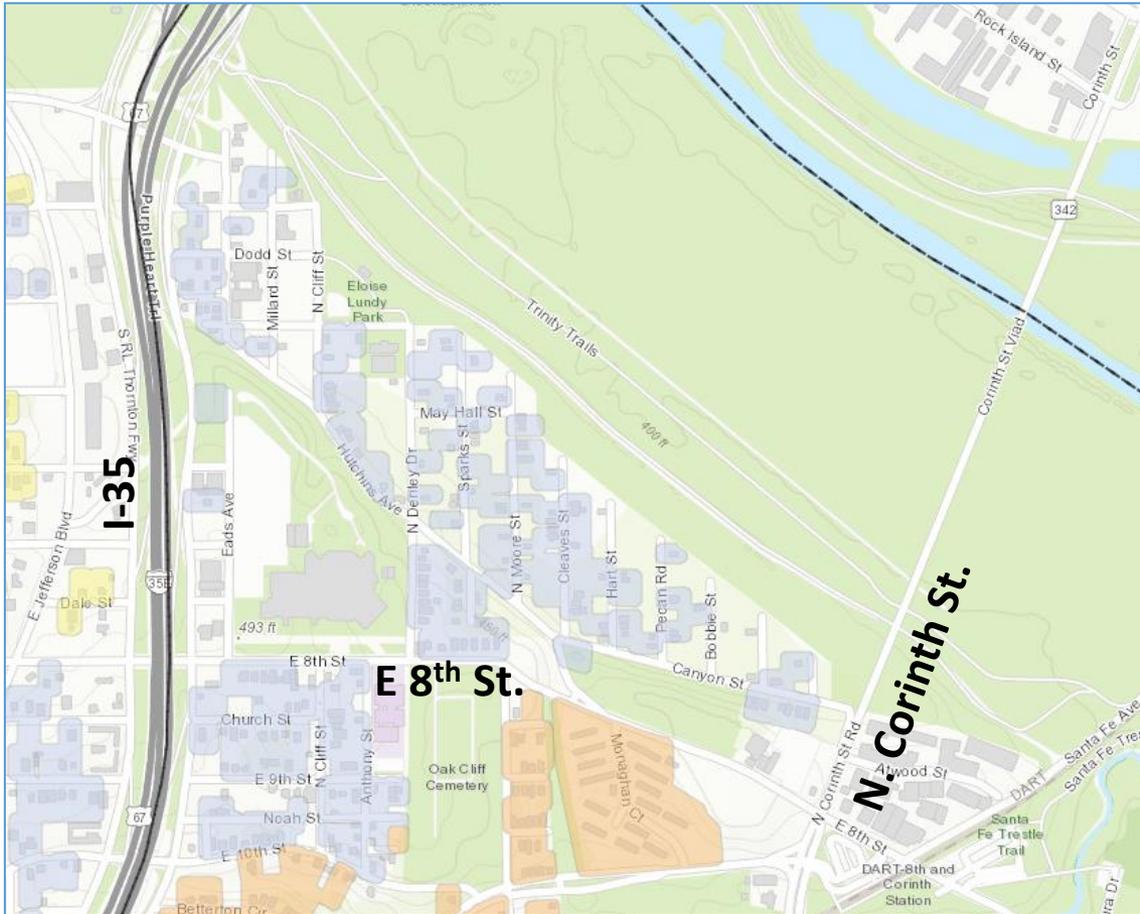
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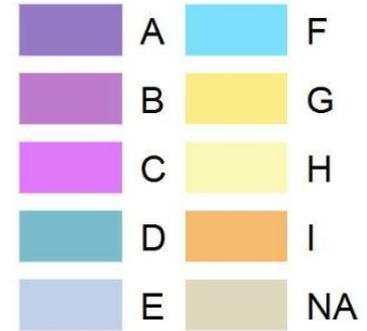
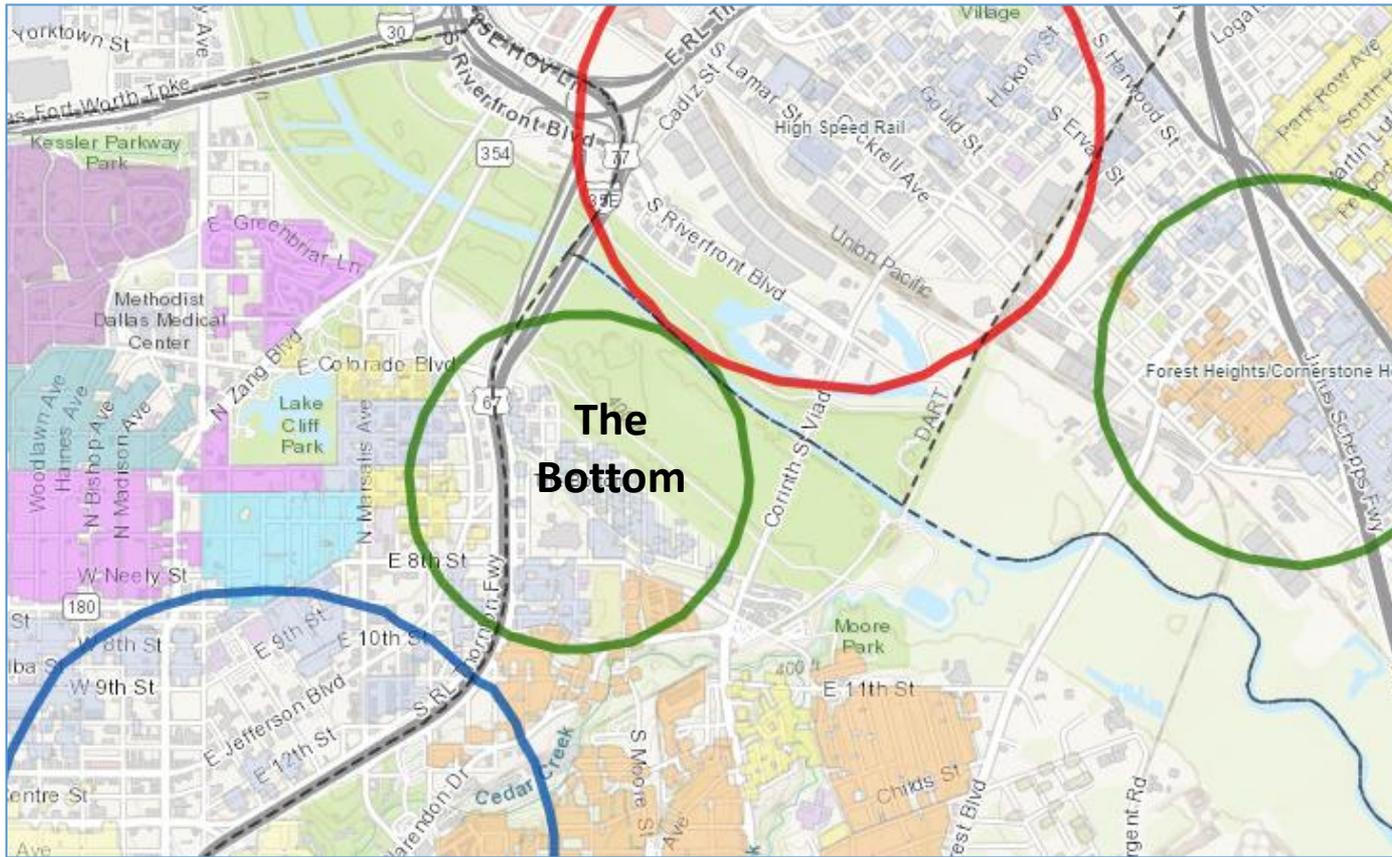
Improvements must conform to the desires of neighborhood residents and stakeholders, the recommendations of the Urban Design Peer Review Panel, and existing planning efforts.

The Bottom – Market Value Analysis

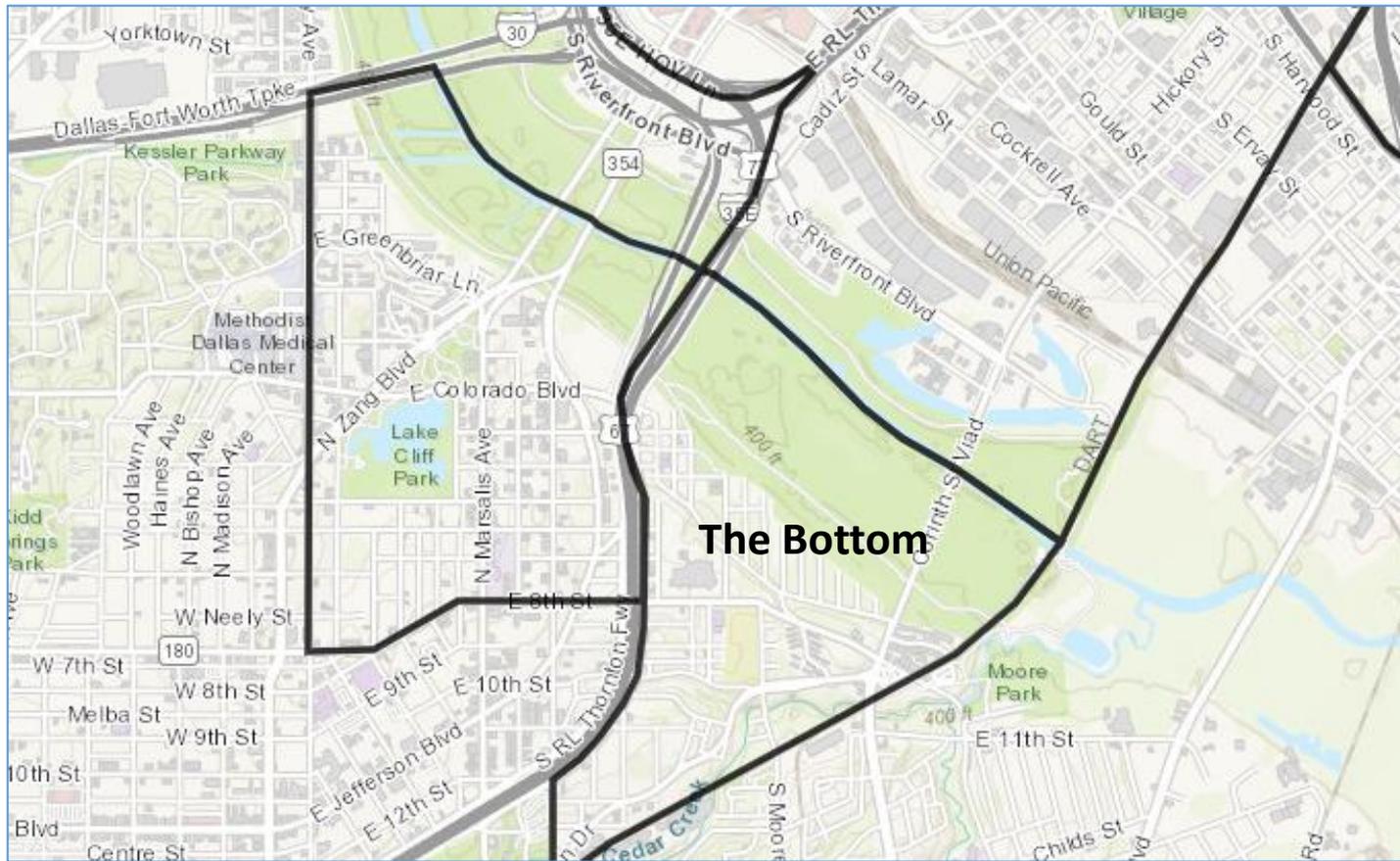


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The Bottom – Stabilization Area



The Bottom – Opportunity Zone



Next Steps

With approval of this committee, this item will be placed on the May 22 council agenda for approval.



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**Economic Development
and Housing Committee
May 6, 2019**

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