

SESSION 1-GENERAL BRAINSTORMING

The general brainstorming session addressed each of the four major objectives--Existing community revitalization, new development, incremental reuse and monitoring--answering the following two questions: 1)What existing programs can be utilized or changed to advance the agenda for West Dallas and 2)What new tools or programs can be utilized to advance the agenda for West Dallas?

Next, using the dot-mocracy system (voting by placing dots next to the idea), participants voted for the ideas that they felt were the highest priority.

Table 1

New Development

- Find capital sources

Incremental Development

- Catalyst Projects
- Large Tourist – drawing projects (bring in new development, spontaneous markets (Mercado) and artist community)
- Inventory Building Stock

Existing Community

- Bridging new uses with existing assets; enhance existing assets
- Sustaining existing communities; support structure to enhance
- Balance interest in existing communities, they have opportunity for upgrading their housing opportunities as well.

Organization

- Keep speculation out
- Balance existing community with new (consolidate efforts of all existing communities – grassroots organization)
- Permanent Advocate
- Public Safety Game plan
- Upgrade integrating exist communities. Biggest thing is that we need to create entity to be advocate from this day forward – a combination of advocates.
- Financing tools: need to be used more creatively and need new financing tools to help mitigate risks, bring other capital to table. Mirror Bishop Arts process for tourists/ visitors for a range of events/ activities

Table 2

- Monitoring the structure, development not sporadic, follow through to get cohesive place, not fragmented
- Temporary use permits, long enough period to get established businesses, small entrepreneurship
- Provide connection, transition to other parts of the community & other communities, park, through railroad crossings
- City concierge: similar to liaison, advocate for community and connection to city
- Bataan park with developers & community itself, make vibrant community center again

Table 3

- Prevailing theme: Myth-busting and better communication in multiple ways. Breaking barriers from age, race, gender, etc. and making sure folks are informed to break the myths of West Dallas so it can feel like a place of opportunity that can be sustained.

- Capitalize on existing programs. These programs should be turbo charged in a lab approach innovation zone.
- Review ordinance barriers preventing incremental development.
- Identify why residents are leaving and what is needed in area to keep them?
- Concierge concept that become advocate for the area
 - Change and adapt permitting process (more flexible)
- A tool is needed in order to get TRUE mixed income housing
- More jobs and home grown businesses and entrepreneurs
- Bataan park center renovation-make it more vibrant

Table 4

Organization

- MMD
- Economic development corporations (Southern Dallas Development Corporation, could create one for West Dallas)

Existing Community

- Neighborhood cleanup
- Grants
- Build new or improve government facilities (police, libraries, fire, etc)

New Development

- Land Banking

Incremental Development

- Permitting equivalencies
- City guaranteed loans
- Create a temporary use permit so a business can go in and use a facility for a shorter period of time w/o having to rehab the entire building
- Sales tax increment district – sales tax generated in an area remains in the area

FOCUSED BRAINSTORMING

During the focused brainstorming session, each table focused on a specific objective. Using the ideas from the first session, participants answered each of the following questions for their particular topic:

1) Are all of the ideas included? What's missing and 2) What has to happen to accomplish the ideas?

Note: Ideas are listed in order of the number of votes received.

Table 1 - Existing Community Focuses

- Bond elections with funding for initiatives
- Develop Infill Housing Program
- Include WD in City's Trail System
- Make sure Continental Bridge is a neighborhood amenity
- Work with lending institution for focused lending for area for housing and neighborhood services
- Ensure ordinance support for neighborhood initiatives
- Special events vending market
- Provide local jobs and training
- Enhance/ increase recreation to promote healthy living
- NSO
- Complete Pavaho Pump
- New schools
- Improve school and quality of education
- Make Water Cable Ski Park Happen
- Improve/ increase mass transit and all options need own identity
- Tap into market the bridge brings

Table 2 - Incremental

- Identify a core group of people that will help create/develop a process to make short term
- Create connection between West Dallas via rail punch through
- Empower AIA to aid staff in making nuanced code decisions
- Stimulate neighborhood w/events and temp uses utilizing outside players resources
- Help with development in area with city inspectors –keep same inspector for area
- Center holding information regarding business needs information

Table 3 - New Development

- Public events and pop up businesses that bring people to the area
- Entity located within community to help advocate for West Dallas needs
- Streets (downside, parking, wide sidewalks, complete streets)
- Temp Use (find a way to work through the code)
- Sylvan and Fort Worth
- Connectivity and transportation, using bus system to emulate the street car system before street car install.
- Design (public space, eyes on the street, defensible space)

Table 4 - Organizational

- New set of rules for this area in West Dallas(and tweaking of some existing rules)
- Strong residential component
- Turbo charged service coordinator (city staffed concierge)

- Resident involvement should include education, help navigating the NSO, and providing resources in job training, education and technology.
- Sustainable Pollards
- Maintain existing values, history and historic assets while innovating.
- A way to measure progress. Metrics should be put in place against planned benchmarks.