

City of Dallas

# South Dallas Ideal/Rochester Park Community Revitalization Plan



Adopted by the Dallas City Council  
December 12, 2012



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## OVERVIEW

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### Introduction

The South Dallas Ideal/Rochester Park Neighborhood Investment Program (NIP) Community Revitalization Plan (CRP) serves as a guiding document that articulates a vision for the South Dallas Ideal/Rochester Park NIP. The Plan also: (1) provides a framework for designation as a “Community Revitalization Plan” (CRP) under the Texas Department of Housing and Community Affairs (TDHCA) 2013 Qualified Allocation Plan (QAP); (2) lends support for the allocation of public resources under the NIP; and (3) lays the groundwork for future and more detailed planning.

On February 26, 2003, the Dallas City Council authorized the Neighborhood Investment Program as a strategic approach to target and leverage public resources to achieve sustainable and visible community redevelopment in targeted areas. The South Dallas Ideal/Rochester Park NIP target area was authorized by the Dallas City Council on February 26, 2003. This current designation expires October 1, 2014.

On November 14, 2012, the Dallas City Council authorized the expansion of NIP selection criteria to also designate NIP target areas as “Community Revitalization Plan” areas. The Community Revitalization Plan for the South Dallas Ideal/Rochester Park NIP target area was approved by the Dallas City Council on December 12, 2012. The South Dallas Ideal/Rochester Park CRP area and NIP target area shall be used interchangeably.

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### Plan Goals/Objectives

The primary Goals of the Neighborhood Investment Program are summarized below. The Community Revitalization Plan provides for action items to address these Goals which support QAP revitalization factors.\*

- Goal 1: Improve the quality of housing
- Goal 2: Improve the quality of public infrastructure and public facilities
- Goal 3: Facilitate and promote economic development opportunities for existing residents and businesses
- Goal 4: Strengthen linkages between land use and transportation
- Goal 5: Improve public safety
- Goal 6: Leverage resources for strategic neighborhood investments
- Goal 7: Assemble vacant tax delinquent land for redevelopment
- Goal 8: Stimulate and attract neighborhood investments
- Goal 9: Address neighborhood blight through coordinated code compliance and enforcement
- Goal 10: Foster community-wide participation in redevelopment processes

\* Note - 2013 QAP Community Revitalization Plan factors to be addressed include:

- Presence of blighted structures
- Presence of inadequate transportation
- Lack of access to public facilities
- Presence of significant crime
- Lack of access to local businesses providing employment opportunities

Other factors include:

- Total vacant residential tax delinquent lots
- Percentage of owner-occupied housing units

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## Glossary of Elements

The following initiatives may be used to address Plan goals and objectives. A detailed schedule of all projects, including partnership initiatives, is listed in Table 1.

Business Incentive Program: Companion program to NIP. Provides for rental assistance to new businesses locating within the South Dallas Ideal/Rochester Park Bexar Street Corridor and façade improvement funding to help retain and improve the aesthetic appeal of existing business.

Community Prosecution: The Community Prosecution Team is comprised of highly skilled and dedicated attorneys and code officers that utilize strategic code enforcement and creative problem solving to improve the quality of life, increase public safety and strengthen communities.

Housing and Community Services: The NIP seeks to provide balanced housing opportunities in its neighborhoods by assisting in the development of for-sale, rental, and mixed-use housing projects for families, seniors and other populations. Development assistance may include funding for land acquisition, vertical construction, predevelopment and interim financing. In addition, a full compliment of housing products are afforded to NIP residents, including home repair, downpayment/closing cost assistance and housing counseling services.

Land banking: The City of Dallas offers opportunities for nonprofit groups to develop affordable housing by acquiring tax foreclosed vacant lots or surplus vacant lots from the City's inventory. The City of Dallas receives vacant lots as the result of property tax foreclosure and may sell some of those properties to eligible nonprofit groups at a below market price for the development of affordable housing. The City of Dallas may also sell surplus properties to other eligible entities at a below market price for the development of affordable housing.

Public Facilities and Amenities: The NIP seeks to enhance the quality of life in its neighborhoods through the improvement and support of public facilities and amenities. Community facilities provide needed services and activities for its residents such as tutoring, child care, job training, health care, and space for recreational activity. Amenities such as parks provide public space for recreation and social activities.

Public Improvements: One of the primary NIP strategies involves the targeting of public resources to improve the physical condition of neighborhood streets and infrastructure. Types of public infrastructure projects implemented under the NIP include (1) street, sidewalk, curb and gutter improvements, (2) water and wastewater, (3) streetscape improvements and pedestrian amenities including street benches, trees, lighting and wider sidewalks, and (4) gateway improvements and community features to create a distinctive neighborhood feel.

Neighborhood Enhancement Program: Companion Program to NIP. Provides assistance for neighborhood beautification projects such as landscaping, gateway improvements, fencing, banners, etc. to improve overall neighborhood appeal.

Retail/Mixed-Use Development: The NIP strives to create mixed use environments within neighborhoods that blend a combination of residential, commercial, cultural, or institutional uses and provide for pedestrian connections. The goal is to create settings where uses are physically and functionally integrated.

Transportation: Providing transportation options and opportunities for bike and pedestrian linkages for residents of all ages and incomes is essential for ensuring local and regional connectivity and paramount to achieving neighborhood sustainability.

### Role of Affordable Housing in Plan

The Department of Housing and Community Services is guided by certain principles to assist in the allocation of local, state and federal resources in the provision of affordable housing. These principles seek to:

- Promote affordable homeownership, quality rental housing and sustainable mixed communities;
- Balance affordable and market-rate housing; and
- Link housing with other public/private investments, including transit-oriented development.

All available tools and resources will be used to promote healthy communities within NIP/CRP neighborhoods. The Low Income Housing Tax Credit Program is a critical resource for the City to help deliver high-quality rental housing in CRP areas and throughout the City of Dallas, alike.



### Plan Adoption Schedule & Community Outreach

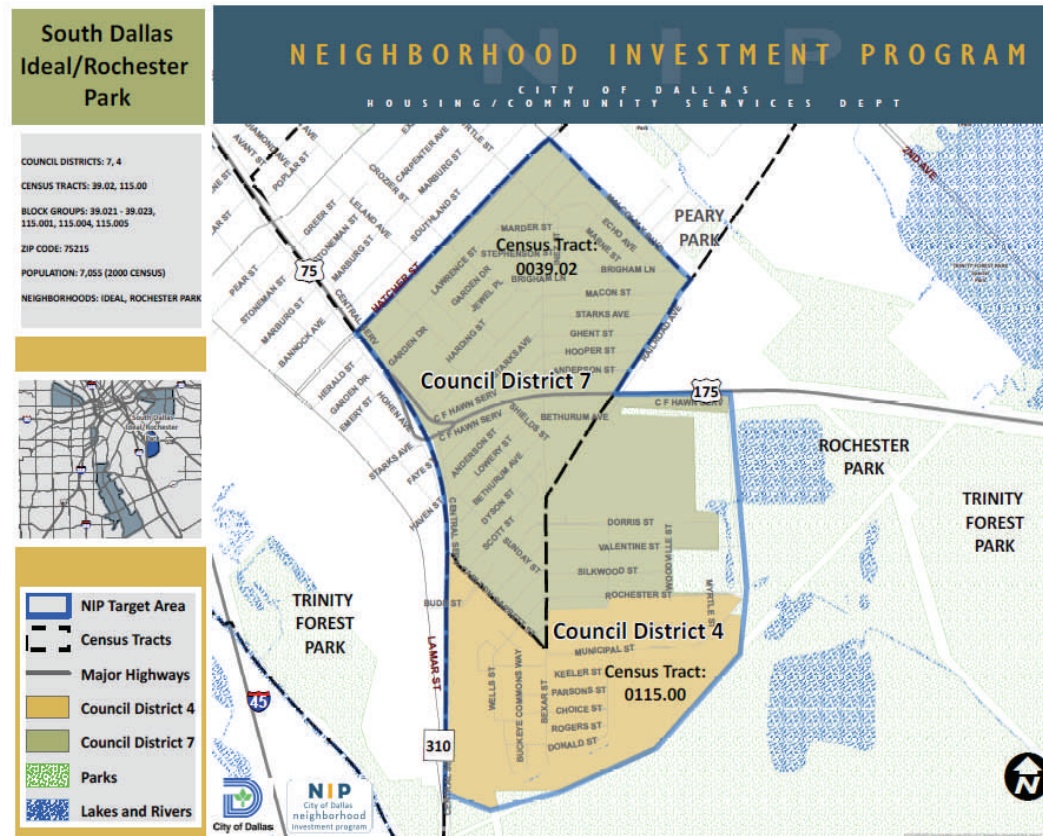
| <b>Action</b>                                                                         | <b>Date</b>         |
|---------------------------------------------------------------------------------------|---------------------|
| Neighborhood Investment Program Authorized by Dallas City Council                     | February 26, 2003   |
| Dallas City Council Authorization to expand selection criteria to include CRP factors | November 14, 2012   |
| Dallas City Council Approval of NIP Community Revitalization Plans                    | December 12, 2012   |
|                                                                                       |                     |
| <b>Community Outreach (Public Meetings)</b>                                           | <b>Date</b>         |
| Dallas City Council Housing Committee – CRP briefing                                  | October 15, 2012    |
| Dallas Community Development Commission – CRP briefing                                | November 1, 2012    |
| NIP / CRP Community Meetings                                                          | November 5-12, 2012 |
| Dallas City Council Action – (Expansion of selection criteria to include CRP factors) | November 14, 2012   |
| Dallas City Council Housing Committee – NIP/Community Revitalization Plans briefing   | December 5, 2012    |
| NIP / CRP Community Reception (Presentation of Community Revitalization Plans)        | December 8, 2012    |
| Dallas City Council Action – (Approval of NIP/Community Revitalization Plans)         | December 12, 2012   |

## NEIGHBORHOOD PROFILE

### Location Characteristics

The South Dallas Ideal/Rochester Park target neighborhood is located within South Dallas, approximately 2.9 miles from the Dallas CBD. The neighborhood consists of Census Tracts 39.02 and 115.00 (part) and lies within City Council Districts 7 and 4. Target area boundaries generally include Hatcher Street to the north, Trinity River Levee to the south, Rochester Park and Malcolm X Boulevard to the east, and CF Hawn Freeway and HWY 310 to the west.

South Dallas Ideal/Rochester Park NIP/CRP Location Map



## Neighborhood Character

The target area is largely single-family residential and comprises the Ideal and Rochester Park neighborhoods. Bexar Street bisects the community and provides for limited neighborhood retail services. In 2008, the Dallas Housing Authority demolished 650 public housing units between its Rhoads Terrace and Turner Courts communities located in Rochester Park. Today, Turner Courts is being rebuilt and rebranded as Buckeye Trail Commons. New infill housing, public improvements and mixed-use development, implemented with the assistance of numerous stakeholders under the NIP, are helping to stabilize and improve overall neighborhood conditions.



### Demographic Snapshot

| Census Tract 39.02      |                                                                                                                             |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Population              | 1,860                                                                                                                       |
| Ethnicity               | Hispanic or Latino: 449 (24.1%)<br>Black: 1,364 (73.3%)<br>White: 22 (1.2%)<br>American Indian: 2 (.1%)<br>Other: 23 (1.3%) |
| Housing Tenure          | Owner-occupied housing units: 365<br>Renter-occupied housing units: 299                                                     |
| Household Median Income | \$ 21,536                                                                                                                   |
| Housing Stock           | Single-Family: 844 (90.9%)<br>Multi-Family: 85 (9.1%)<br>Other: 0 (0%)                                                      |

| Census Tract 115.00     |                                                                                                                                                                         |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Population              | 3,185                                                                                                                                                                   |
| Ethnicity               | Hispanic or Latino: 2,145 (67.3%)<br>Black: 983 (30.9%)<br>White: 30 (.9%)<br>American Indian: 4 (.1%)<br>Asian: 3 (.1%)<br>Native Hawaiian: 4 (.1%)<br>Other: 16 (.6%) |
| Housing Tenure          | Owner-occupied housing units: 517 (32.5%)<br>Renter-occupied housing units: 1,076 (67.5%)                                                                               |
| Household Median Income | \$16,719                                                                                                                                                                |
| Housing Stock           | Single-Family: 391 (31.4%)<br>Multi-Family: 854 (68.6%)<br>Other: 0 (0%)                                                                                                |

Sources: 2010 U.S. Census Bureau, 2010 5-year American Community Survey

## REVITALIZATION STRATEGY

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### Community Participation

The City of Dallas worked with Ideal / Rochester Park residents and stakeholders early in the planning process to discuss and evaluate existing conditions of the CRP area. Commonly used in planning projects, a SWOT analysis was conducted by stakeholders to identify neighborhood Strengths, Weaknesses, Opportunities and Threats. An understanding of these conditions/ characteristics will help to develop strategies to build on neighborhood strengths/opportunities and address weaknesses/ threats.

#### **STRENGTHS**

- Proximity to CF Hawn Freeway, Downtown, and Fair Park
- Community residents
- Many active churches
- Neighborhood stakeholders
- H.S. Thompson Elementary School (recently closed/to reopen)
- NIP target area designation
- Active and supportive City Council representatives

#### **WEAKNESSES**

- Need for Code Enforcement
- Number of vacant lots
- High crime serves as deterrent for neighborhood investment
- Noise from trains
- Need for home repairs and new businesses
- Lack of job opportunities
- Need for neighborhood infrastructure improvements
- Lack of organized neighborhood recreation

#### **OPPORTUNITIES**

- Prevalence of vacant lots for new housing and development
- Creation of a Quiet Zone to mitigate noise from train
- Housing rehabilitation
- Redevelopment of Bexar Street commercial corridor
- Proximity to Trinity Buckeye Trail
- CF Hawn Freeway improvements
- Traffic calming along Bexar

#### **THREATS**

- Drug activity
- Lack of job skills training
- Crime
- Neighborhood perception and safety
- Speeding

## City of Dallas NIP Neighborhood Partnerships

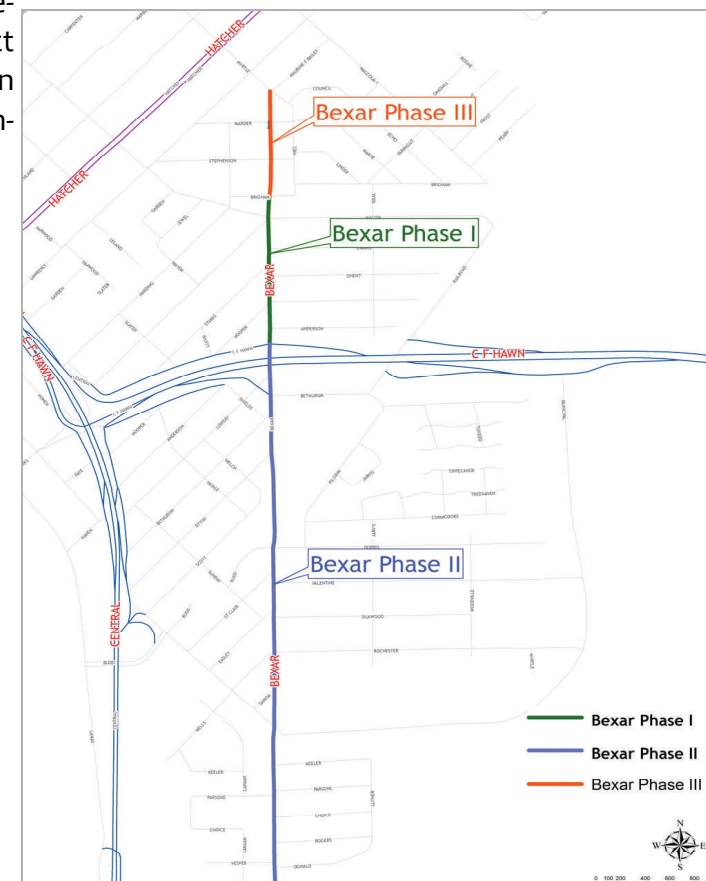
|                                                   |                                            |
|---------------------------------------------------|--------------------------------------------|
| Bexar Street Community Focus Team                 | Ecological Community Builders              |
| Body of Christ Assembly Church                    | GroundWorks                                |
| Central Dallas Ministries                         | Habitat for Humanity                       |
| City of Dallas                                    | HIS Bridgebuilders                         |
| City Square                                       | H.S. Thompson Elementary School            |
| Community & Business Stakeholders                 | Ideal Neighborhood Association             |
| Community Residents                               | Neighborhood Faith-based Community         |
| Creative Supportive Services                      | NTTA (North Texas Tollway Authority)       |
| Dallas Housing Authority                          | Operation Oasis                            |
| Dallas Housing Finance Corporation                | Rebuilding Together of Greater Dallas      |
| DART (Dallas Area Rapid Transit)                  | Texas Tree Foundation                      |
| Department of Housing and Urban Development (HUD) | TxDOT (Texas Department of Transportation) |
| East Dallas Community Organization                | 4E CDC                                     |

## Master Planning

In 2004, NIP staff began working with Good, Fulton & Farrell Architects and the community to develop a comprehensive master plan for the Ideal/Rochester Park neighborhood and Bexar Street Corridor. This plan represents the shared long-term vision of residents and neighborhood stakeholders and was conceived over a series of meetings and planning/design workshops.

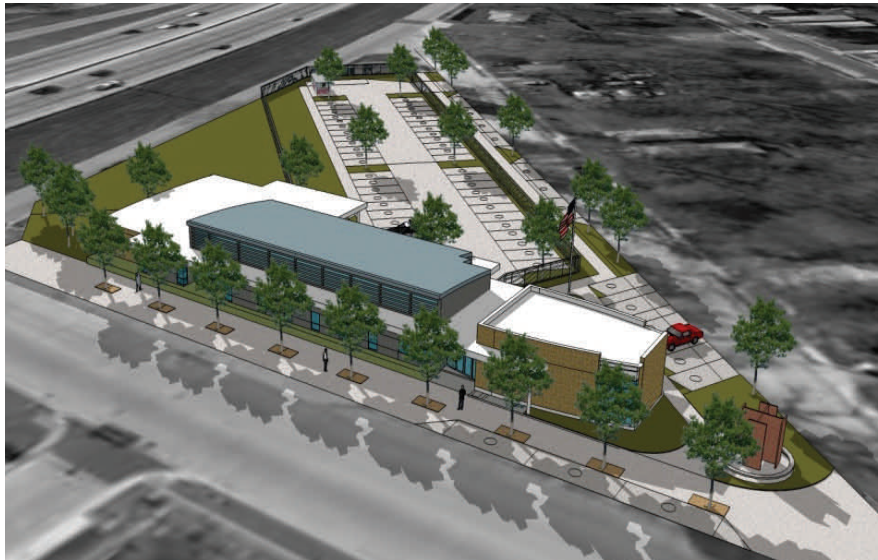
The master plan for the Ideal/Rochester Park neighborhood will be implemented in three phases and has been refined over the years to reflect evolving neighborhood needs and local market conditions. Good, Fulton & Farrell and the community remain integral players in this ongoing planning process.

- Phase I: CF Hawn Freeway to Brigham
- Phase II: CF Hawn Freeway to Trinity (dead end)
- Phase III: Brigham to Myrtle/Hatcher



### **Bexar Street-Phase I**

- Public infrastructure, street and streetscape improvements
- Pedestrian amenities, community art and public green spaces
- Mixed-use buildings comprising approximately 30,000 square feet of neighborhood-serving office/ retail /commercial space with residential rental housing integration (Buildings A, B, C, E)
- For-sale townhome units
- Police satellite station (Building D)
- Façade improvements (Existing businesses)
- Senior housing pods
- Targeted infill development on land bank lots, infrastructure improvements and code enforcement within abutting residential neighborhood
- Serenity Garden
- Crozier Street Pedestrian Promenade



Proposed Bexar Street Redevelopment Investment Center (DPD Satellite Station)



### **Bexar Street-Phase II**

- Redevelopment of Dallas Housing Authority's Rhoads Terrace and Turner Courts Communities
- Public infrastructure, street and streetscape improvements
- Pedestrian amenities, community art and public green spaces
- Mixed-use buildings neighborhood-serving office/ retail / commercial space with possible residential rental housing integration
- Employment & Training Campus
- Targeted infill development on land bank lots, infrastructure improvements and code enforcement within abutting residential neighborhood



### **Bexar Street-Phase III**

- Public infrastructure, street and neighborhood gateway improvements
- Targeted infill development on land bank lots, infrastructure improvements and code enforcement within abutting residential neighborhood



## **Project Status**

### **Phase I**

- Public infrastructure improvements - 99% complete
- Building A– Completed 2012
- Building B– Completed 2011
- Townhomes at Bexar Street Village– 21/37 units completed
- Building D (Police satellite station)– Construction start winter 2013
- Senior Housing – 3/5 units under construction
- Serenity Garden, Crozier Promenade, Crozier Park– Underway
- Habitat infill housing– Under construction
- Business façade improvement to TC Grocery- Completed

### **Phase II**

- Public infrastructure improvements– Underway
- DHA Buckeye Trail Commons– Under construction
- Employment & Training Campus– Land acquisition underway
- Habitat infill housing blitz– Under construction
- Police satellite station (Building D)
- Senior housing pods
- Targeted infill development on Land Bank lots, infrastructure improvements and code enforcement within abutting residential neighborhood
- Serenity Garden

### **Phase III**

- Public infrastructure improvements – Underway
- Gateway improvements – In design

A detailed list of projects which support neighborhood revitalization efforts is provided in Table 1.



**TABLE 1- Sources and Uses**

South Dallas Ideal/Rochester Park NIP/CRP Funding Plan (2003-Present)

| QAP ELEMENT ADDRESSED *                                                      |                     |                                    |                                           |                                                          |
|------------------------------------------------------------------------------|---------------------|------------------------------------|-------------------------------------------|----------------------------------------------------------|
|                                                                              | Allocation          | Funding Source                     | Use of Funds                              | Status                                                   |
| <b>Presence of blighted structures</b>                                       |                     |                                    |                                           |                                                          |
| <i>Projects</i>                                                              |                     |                                    |                                           |                                                          |
| > Land bank Program activities                                               | 631,750             | Bond                               | Land acquisition                          | Ongoing                                                  |
| > Housing + mixed-use developments                                           | 6,055,000           | Bond, HOME, CDBG, HFC              | Development Asst.                         | Funding Expended/Project Completed                       |
| > Housing + mixed-use developments                                           | 1,914,326           | CDBG                               | Land acquisition                          | Funding Expended/Project Completed                       |
| > DHA Buckeye Trail Commons (Turner Courts)                                  | 2,500,000           | Bond                               | Infrastructure                            | Underway                                                 |
|                                                                              |                     |                                    |                                           |                                                          |
| <b>Presence of inadequate transportation</b>                                 |                     |                                    |                                           |                                                          |
| <i>Projects</i>                                                              |                     |                                    |                                           |                                                          |
| > Bexar Phase I infrastructure/streetscape improvements                      | 2,901,652           | CDBG                               | Construction                              | Funding Expended/Project Completed                       |
| > Bexar Phase II infrastructure/streetscape improvements                     | 8,012,297           | Bond, CDBG                         | Construction                              | Under construction                                       |
| > Bexar Phase III infrastructure/streetscape improvements                    | 1,651,204           | Bond, CDBG                         | Construction                              | Under construction                                       |
| > Neighborhood street improvements                                           | 3,597,876           | CDBG                               | Construction                              | Funding Expended/Project Completed                       |
|                                                                              |                     |                                    |                                           |                                                          |
| <b>Lack of access to public facilities</b>                                   |                     |                                    |                                           |                                                          |
| <i>Projects</i>                                                              |                     |                                    |                                           |                                                          |
| <b>Presence of significant crime</b>                                         |                     |                                    |                                           |                                                          |
| <i>Projects</i>                                                              |                     |                                    |                                           |                                                          |
| > Community Prosecution Program (CPP)                                        | --                  | Gen. Fund, JAG, CDBG               | CPP activities                            | Ongoing                                                  |
| > Dallas Police Department Satellite Station                                 | 2,700,000           | Cert. of Obligation,<br>Bond, CDBG | Construction + Public im-<br>provements   | Construction start Winter 2013                           |
|                                                                              |                     |                                    |                                           |                                                          |
| <b>Lack of access to businesses providing employment oppor-<br/>tunities</b> |                     |                                    |                                           |                                                          |
| <i>Projects</i>                                                              |                     |                                    |                                           |                                                          |
| > Bexar Employment/Training Campus                                           | 190,000             | Bond                               | Land acquisition                          | Ongoing                                                  |
| > Bexar Employment/Training Campus Area                                      | 782,882             | CDGB, Bond                         | Public improvements                       | Construction start Spring 2013                           |
|                                                                              |                     |                                    |                                           |                                                          |
| <b>Miscellaneous</b>                                                         |                     |                                    |                                           |                                                          |
| <i>Projects</i>                                                              |                     |                                    |                                           |                                                          |
| > Neighborhood Enhancement Program activities                                | 451,467             | CDBG                               | Landscaping-<br>beautification-public art | Funding Expended/ Project Completed                      |
| > Busienss Incentive Program                                                 | 180,000             | CDBG                               | Working capital + Façade<br>improvements  | Funding committed / Program imple-<br>mentation underway |
| <b>Total CRP Investment</b>                                                  | <b>\$31,568,454</b> |                                    |                                           |                                                          |
|                                                                              |                     |                                    |                                           |                                                          |
| * Note: Projects may address more than one QAP Element                       |                     |                                    |                                           |                                                          |



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