

EAST OAK CLIFF AREA PLAN

EAST OAK CLIFF, CEDAR CREST, LANCASTER CORRIDOR AREA PLAN

PUBLIC KICK-OFF MEETING PREP

Task Force Meeting VII

February 3, 2022





Agenda

1. Overview of the Public Kick-Off Meeting - 20 mins
2. Overview of the Public Engagement Calendar – 5 mins
3. How to Get Involved -15 mins
4. Research of the Historical Land Use Development -20 mins
5. General Discussion - 20 mins
6. Next Steps – 5 mins



City of Dallas



Presentation Outline

1. Project Overview
2. Task Force Meetings
3. Summary of Accomplishments
4. Community Engagement Strategy
5. Next Steps





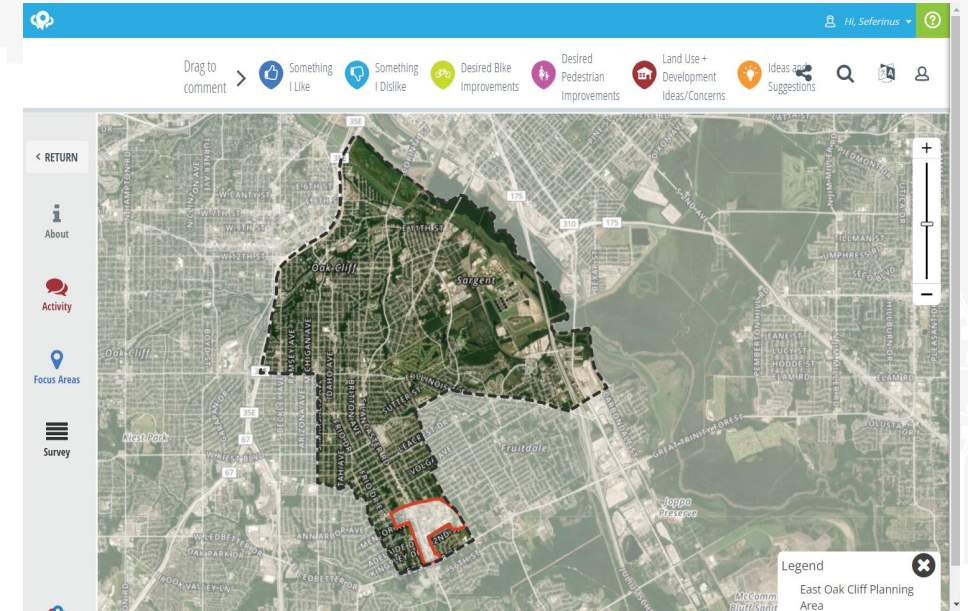
EAST OAK CLIFF/CEDAR CREST/LANCASTER CORRIDOR AREA PLAN

PROJECT OVERVIEW

Introducing the project

Answer fundamental questions about the project:

- What is area planning? **What** is the East Oak Cliff Area Plan?
- What is the purpose of the plan?
- Why does East Oak Cliff need an area plan?
- What are the impetus for the project?
- What are the boundaries? **Which** neighborhoods are impacted?
- **How** is the planning process structured? **What** are the main steps?
- **Who** is guiding the process? **Who** are the Task Force members?
- **What** is the project schedule/ timeline?
- **How** can the community/stakeholder be involved?



Project Overview

What is Area Planning?

A process for developing a detailed **land use and development vision** to inform City actions and priorities in an area.

Purpose: To spur transformation or redevelopment of an area through such things as catalytic projects, public-private partnerships, improved transportation and rehabilitation/reuse of existing buildings

East Oak Cliff Area Planning

A project to develop a detailed **land use and development vision** for East Oak Cliff

Outline the approach to stimulate and guide redevelopment in East Oak Cliff, Lancaster corridor and the surrounding neighborhoods.

Detail specific actions and initiatives to create a better future in the area by:

- Identify strategic opportunities and catalyst development sites
- Reinvigorate the development of affordable housing
- Improve walkability and multimodal-connectivity
- Establish strategies and guidelines for creating thriving neighborhoods and vibrant commercial corridors.

A handbook to influence and guide growth and development in East Oak Cliff.

Purpose of the Planning Process

- ✓ Engage the community in a visioning exercises to help inform the rezoning process for the authorized hearing areas
- ✓ Create a framework for **street and infrastructure improvements** to help inform roadway changes and future capital improvements.
- ✓ Help identify **other priorities** directly related to land development.

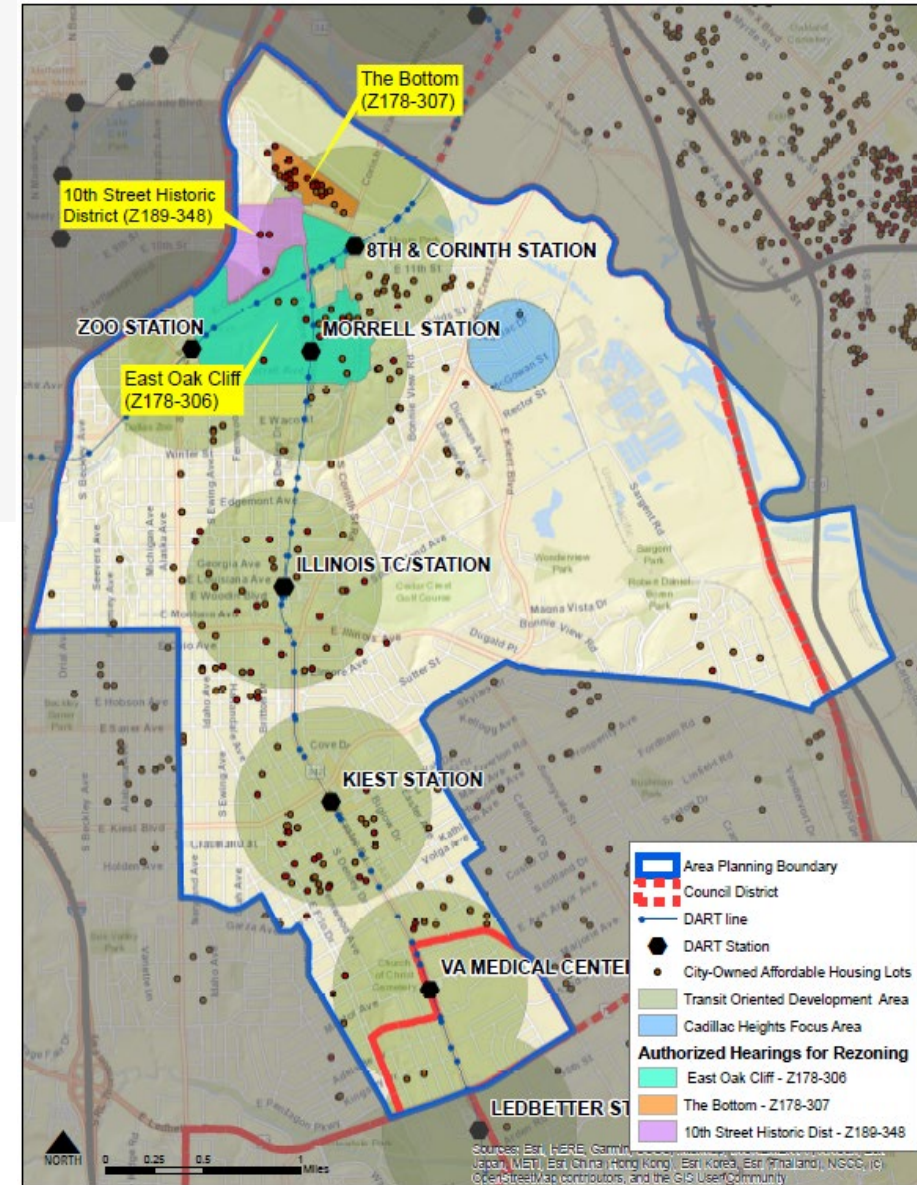
Project Overview

Why does East Oak Cliff need an Area Plan?

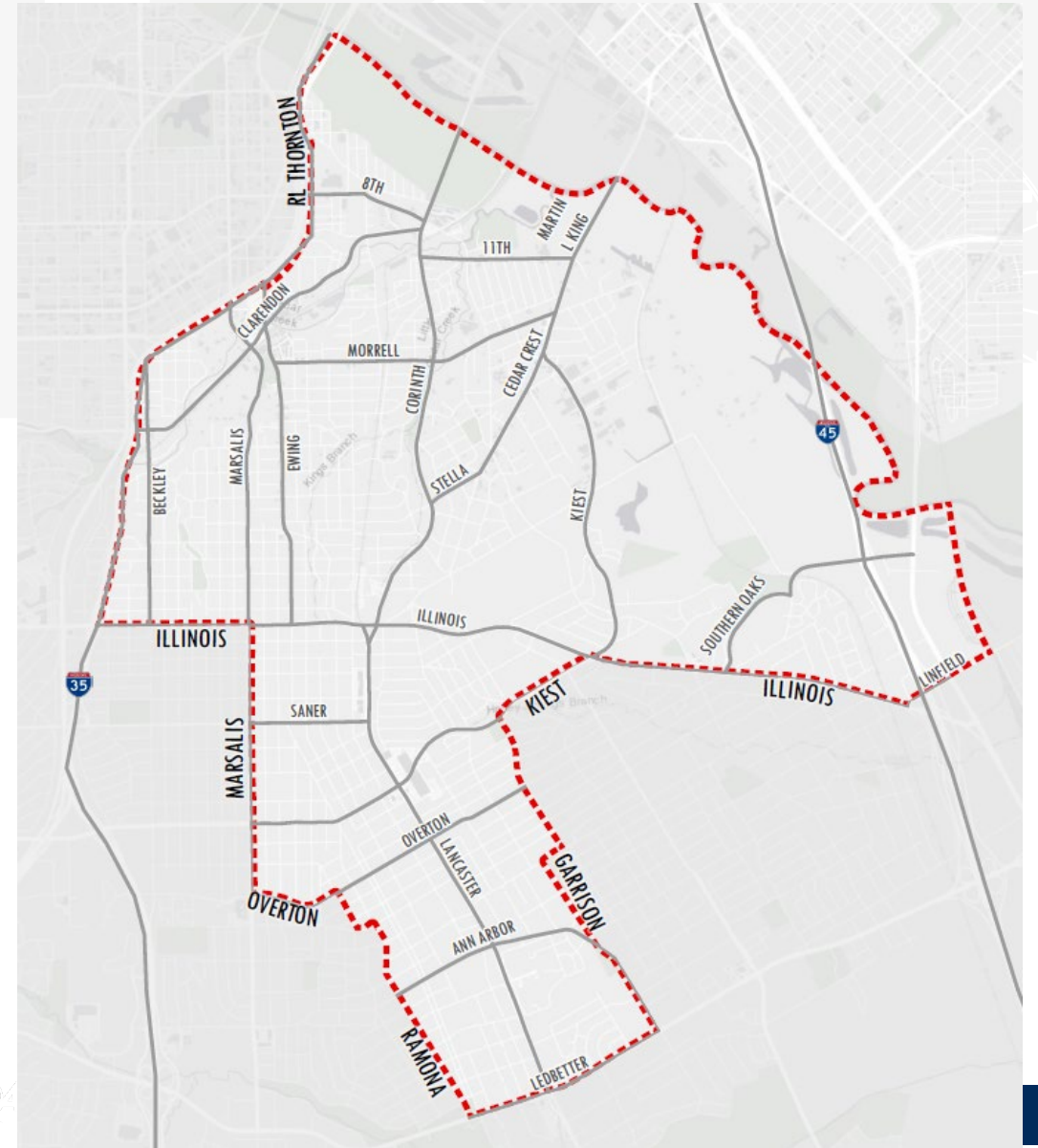
- There are many existing plans in the area, which need to be integrated into one area plan that defines a unified development vision for the area.
- Stakeholder input is critical in shaping the goals & priorities of the plan.

What are the Impetus for Area Planning in East Oak Cliff?

- Authorized hearings for rezoning
- Citywide TOD Initiative - six DART stations in the planning area
- Five Single-Family NOFA clusters for housing development
- Southern Gateway (I-35E) reconstruction and deck park
- Zoo Master Plan update
- Cadillac Heights land acquisition
- Infrastructure improvement and housing development in the Bottom
- Targeted Rehab program focused on the 10th Street Historic District



Planning Area Boundaries



The Planning Task Force

Roles & Responsibilities

- Offer civic guidance on the planning process
- Help identify community issues and concerns
- Help identify planning focus areas
- Support stakeholder engagement & community outreach
- Help connect with hard-to-reach population
- Promote community survey and public participation

Meetings

- March 4th - Task Force Kick-off Meeting
- April 1st - Identification of community Issues + Concerns
- April 13th - Issue & Planning Focus Areas
- May 6th - Existing Plans and Studies
- June 3rd - Guest Speakers (DWU, Park & Rec, & Dallas Zoo)
- August 17th - Historical Research (Jasz, Janet, and Thea)**
- December 6th - Project Recap
- Feb 3, 2022 - Public Meeting Kick-off Prep

Name	Organization
Jasmond Anderson (Former Chair)	Architect, Current District 4 Plan Commissioner
Connie Buford	Liberty Heights Neighborhood Association, Lancaster/Keist Merchants Association
Janet Long	TLMOA/ Cedar Crest NA resident
Kaye Flewellen	Stakeholder
Lynn McBee	Young Women's Prep Network / EarthX
Thea Walker	DCT LiveWell
Phil Foster (Interim Chair)	Adelaide Neighborhood Association
Robert Pitre	Skyline Ranch
Roland Parrish	McDonald's Corporation
Royce West Jr	Miller West Title
Sharon Middlebrook	Dallas Association of Real Estate Brokers
Stefon Chandler	Cedar Crest Development
BLUE-RIBBON TASK FORCE MEMBERS	

Other Meetings + Events

- **May 17** - Youth Revive Townhall at Roosevelt High School
- **May 19** - A tour of the planning area by City staff to assess existing conditions
- **June 14** - Meeting with Heritage Oak Cliff Representative Paul to discuss suggested zoning
- **July 28** - Planned tour of the East Oak Cliff neighborhoods—led by Janet Long (cancelled due to COVID-19 concerns)
- **August 10:** Meeting with Smart Living Development (Workforce Housing Development in Cedar Crest)
- **August 10:** City departments (PUD, Public Works & DWU) met with UTA to discuss the NCTCOG Blue-Green-Grey infrastructure grant proposal for the Bottom
- **August 17:** Meeting with a few Task Force members (Jasmond Anderson, Janet Long & Thea Walker) to strategize on researching the history, culture & identity of the neighborhoods.



Task Force Accomplishments

- Identifying community issues and concerns
- Identifying challenges and opportunities in the planning area (SWOT)
- Working with staff to develop the Guiding Principles and Planning Goals
- Working with staff to identify Planning Focus Areas
- Providing input in the development of the Community Survey
- Reviewing existing plans and studies in the area and providing feedback
- Inviting staff from other departments/external agencies to come talk about ongoing projects in the area (levee improvement, Cadillac Heights park and the Zoo Master Plan implementation).
- Assisting with research on the history, character, and identity of the neighborhoods
- Volunteered to provide guided tour of the community (On-hold because of COVID-19)



CHALLENGES & OPPORTUNITIES IN THE AREA

Challenges

- Housing affordability/displacement risk
- Aging infrastructure
- Existing zoning not working as it is supposed to --Non-conforming land uses (Zoning changes)
- Poorly maintained multi-family housing
- Unkempt streetscape that lack visual appeal
- Poor access to the DART stations
- Low transit usage and poor multi-modal connectivity
- Disconnected and/or broken sidewalks
- Poorly marked crosswalks or lack of crosswalks
- Weak residential housing markets in some areas
- Limited public open space
- Lack of bike lanes (makes biking is unsafe)
- Residential proximity to industrial uses (IR, IM zoning)
- Perception of neglect and high crime rates
- Lack of grocery stores

Opportunities

- Changing demographics - Young population
- Cultural, ethnic, and age diversity
- Great public transit
- Mix of land uses - Residential, commercial, industrial etc.
- Diverse neighborhoods and housing
- Major infrastructure investments (I-35 expansion, Deck Park)
- Many commercial corridors and shopping centers
- Large footprint commercial buildings than can be repurposed
- Strong institutions - schools, Dallas Zoo, golf course, V.A hospital
- Regional retail with plenty of parking (regional draw)
- Strong investor interests in the area
- Several great neighborhoods
- Great street network in most parts

Community Issues + Concerns

What issues/concerns are you aware of in the planning area that should be addressed by the Plan?

LAND USE+ DEVELOPMENT

- Focus on housing
- City bought out homes in Cadillac Heights, what is the plan
- Housing stock: Make them attractive and viable.
- Improve amenities (schools, parks) to draw people to the area
- There is and will continue to be investor pressure
- Investors renting single family homes to several adults
- Industrial uses in the area suppress development, and negatively impacts the city's tax revenue.
- Underutilized properties and vacant lots (Cadillac Heights) can be a big drag on an area

INFRASTRUCTURE

- There are no bike lanes in the area
- Sidewalks: New sidewalks on Corinth NOT wide enough
- Improve walkability score for the neighborhoods.
- Sidewalks buffers needed for safety
- The Big T Bazaar is a problem property.
- Atmos Gas Lines need to be replaced (old)/upgrade
- Gateway treatments/improvements needed
- Neighborhood beautification to beautify the area

PARKS & OPEN SPACE

- Trail network- the area needs more trails
- Make East Oak Cliff bikeable, install bike lanes
- Glendale Park - Expand, renovate and activate the park
- Need to activate/redevelop acreage that is tucked away
- Five Mile Creek – Consider Riverwalk

Community Issues + Concerns Cont....

ECONOMIC DEVELOPMENT

- Need more businesses/retail (grocery stores, home improvement store etc.)
- Desire to have a sub-committee to work with potential investors (Chair-Thea Walker)
- Always investigate the highest and best uses of the land when reviewing qualified projects for the area

ZONING

- Change zoning on properties south of E. Pentagon Pkwy
- Explain what is happening with the wonder view property: Community garden, MF housing, job training/workforce development and retail store to sell items
- Food Forest - encourage urban agriculture in Oak Cliff
- Rezone some of the industrial properties to residential/mixed use (Skyline Height).

OTHER ISSUES

- District 4 has large roadways with medians and tributaries.
- Establish a Neighborhood City Hall for District 4 in Cedar Crest (satellite city hall where people can pay water bills)
- Cedar Crest Community -historical development impediments
- Historic neighborhoods like 10th Street need to be protected and preserved
- The community is bordered by industrial uses which are environmentally hazardous
- 'Flood plain' designation has kept large tracts of land unavailable for development
- Current status of 'levy' development to mitigate floodplain needs to be understood
- Gateway treatments for Cedar Crest community entrances (i.e. beautification) need to be funded

Plan Guiding Principles

Connect the Neighborhoods

Establish safe routes throughout East Oak Cliff by creating safe connections for pedestrians and bicyclists.

Support Community Livability & Safety

Improve the aesthetic appeal of the neighborhoods by encouraging infill developments that are architecturally attractive, nicely landscaped, well lighted, and install public art and gateway enhancements.

Promote Walkable, Mixed-Use Development

Foster walkable environment by encouraging small-format ground floor uses, building entrances at sidewalk edges, and parking setbacks from public walkways.

Broaden Housing Options

Redevelop older housing and provide additional infill housing, affordable, mixed-use, mixed-income, and senior housing options, especially near public transit.

Improve Community Facilities, Parks & Open Spaces

Develop community and cultural facilities to promote recreational activities. Encourage infill parks, pocket parks and community gardens on vacant land.

Stimulate Economic Development

Pursue catalytic opportunities for commercial and mixed-use development identifying appropriate uses for vacant lots.

Expand Retail Options

Attract local-serving retail and entertainment uses such as neighborhood-scale grocery stores, movie theaters, live performance theater and culturally-based venues

Leverage Existing Institutions

Pursue opportunities to create synergy with large institutions in the areas including the Dallas Zoo, VA Hospital, Town View and Roosevelt High Schools.

DRAFT PLANNING GOALS



Enhance the character and aesthetic value of the existing neighborhoods through better planning and efficient use of land.



Protect existing stable single-family neighborhoods, by ensuring a variety of housing types to meet the needs of all income and age levels.



Prioritize infrastructure improvements based on the anticipated uses designated in forwardDallas Comprehensive Land Use Plan.



Encourage higher-density, mixed-use development near the DART train stations, commercial centers, and along high-frequency bus routes.



Improve transportation access through better street design, helping to create walkable neighborhoods and commercial centers that provide a variety of work, cultural, shopping, and living opportunities.



Create a comprehensive system of parks, trails, and open spaces in East Oak Cliff.



Encourage new development to occur within areas that are already served by necessary public utility and infrastructure systems or where such systems can be realistically expanded.



Reinforce East Oak Cliff's image and identity as a community of excellence for residents and businesses while promoting long-term residency and attracting new residents.



Protect and preserve historic neighborhoods and encourage renovation and reuse of historic buildings.



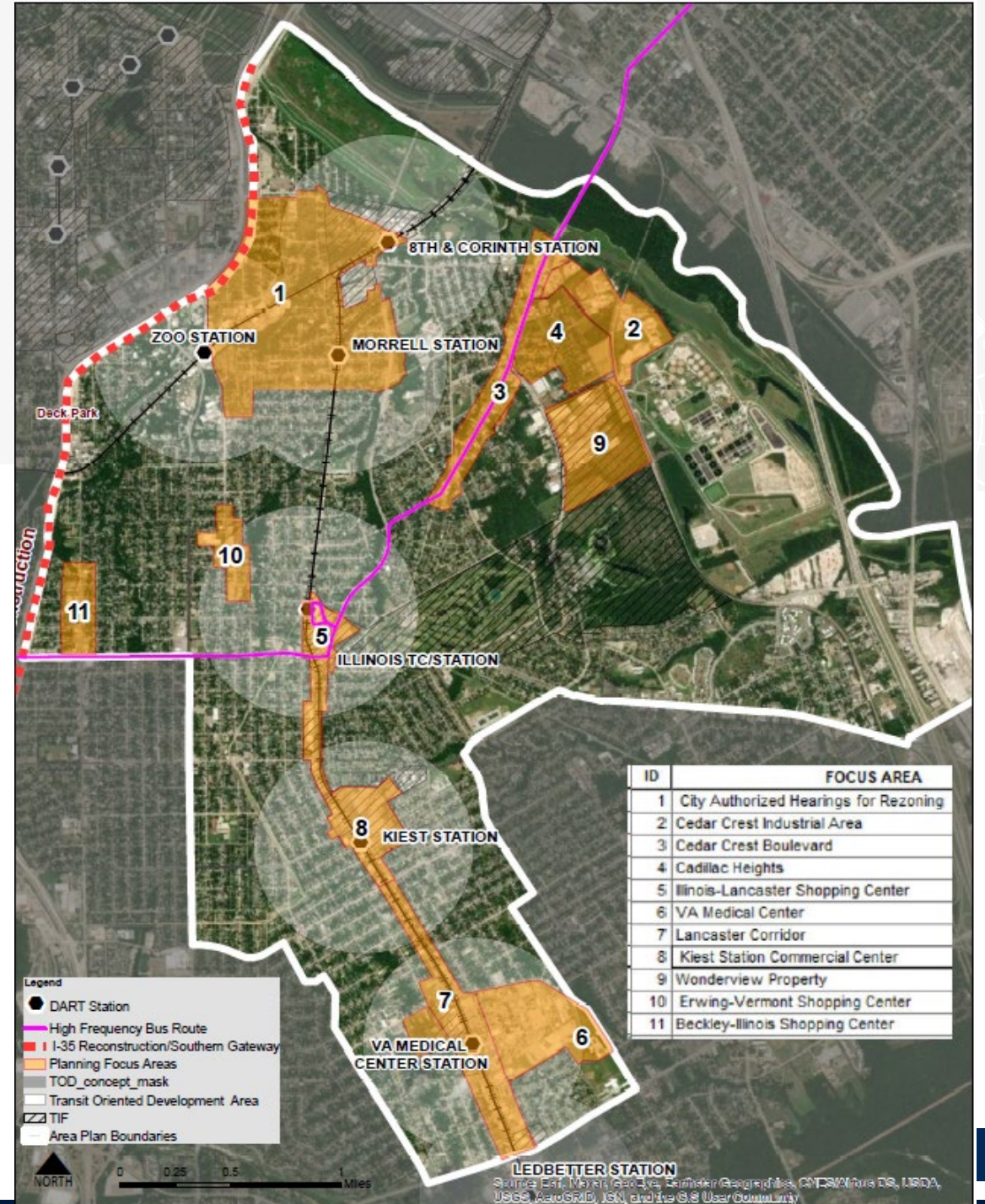
Ensure that public services and facilities will adequately serve the needs of East Oak Cliff residents and businesses and are adaptable to future growth.

Proposed Planning Focus Areas

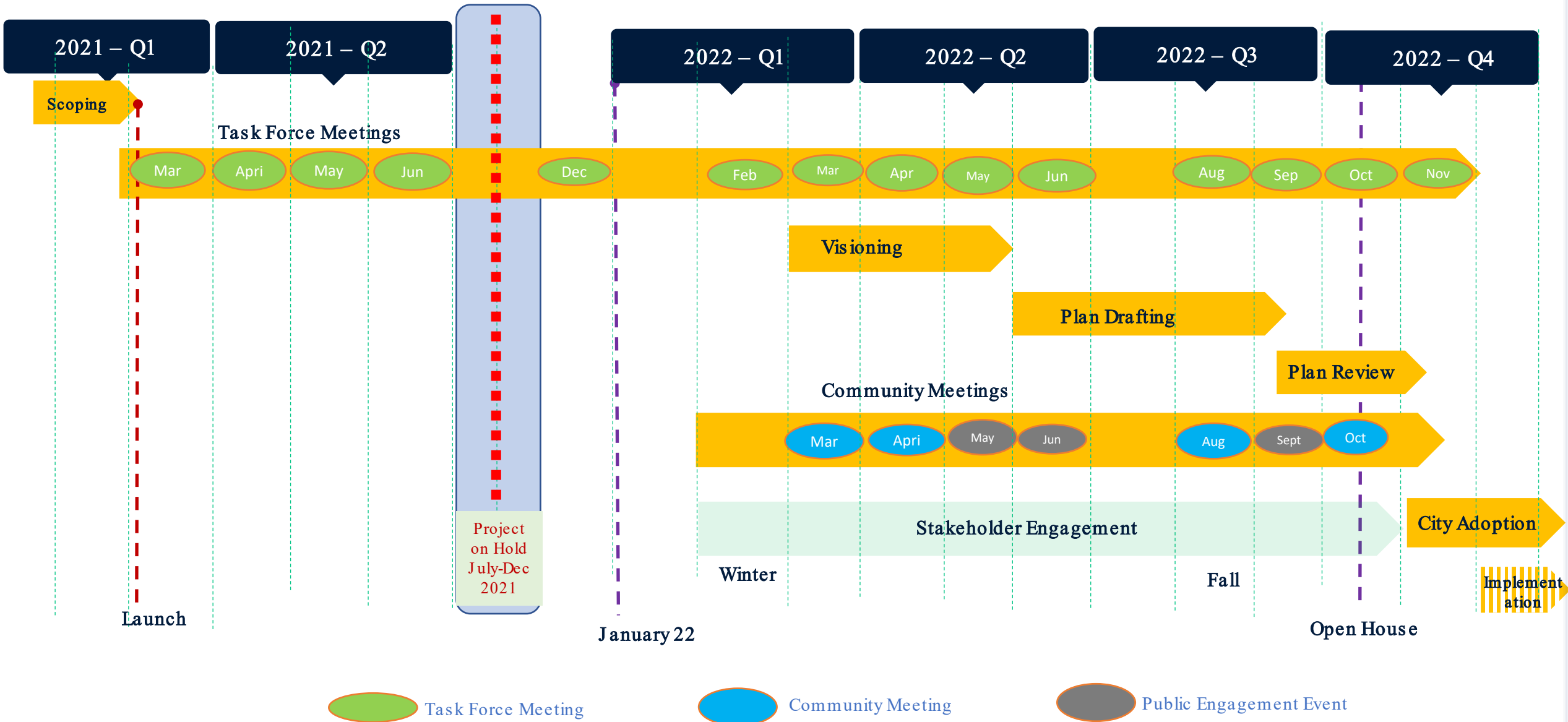
Guiding Factors

- Authorized Hearing Areas
- Commercial corridors/shopping centers
- TOD Areas/High Frequency Bus Routes
- Preserving existing single-family neighborhoods

ID	FOCUS AREA
1	City Authorized Hearings for Rezoning
2	Cedar Crest Industrial Area
3	Cedar Crest Boulevard
4	Cadillac Heights
5	Illinois-Lancaster Shopping Center
6	VA Medical Center
7	Lancaster Corridor
8	Kiest Station Commercial Center
9	Wonderview Property
10	Erwing-Vermont Shopping Center
11	Beckley-Illinois Shopping Center



Planning Process





EAST OAK CLIFF/CEDAR CREST/LANCASTER CORRIDOR AREA PLAN

PUBLIC ENGAGEMENT

Public Engagement Calendar

MEETING TYPE Month	PURPOSE	LOCATION	JAN: 2022	FEB: 2022	MAR: 2022	APR: 2022	MAY: 2022	JUN: 2022	JUL: 2022	AUG: 2022	SEP: 2022	OCT: 2022	NOV: 2022
TASK FORCE MEETING Jan	Discuss content for Public Meeting (Project Intro Meeting)	Virtual		1st Thursday									
TASK FORCE MEETING Feb	Provide overview about Public Meeting (Visioning Workshop) Discuss promoting workshops	Virtual			1st Thursday								
COMMUNITY MEETINGS March	Project Introduction Project Overview; Existing Conditions Input on assets & challenges	1 Virtual			Early March								
TASK FORCE MEETING April	Discuss engagement efforts Identify groups/events to further engage Address the Task Force questions	Virtual				1st Thursday							
COMMUNITY MEETINGS April	Visioning Workshops Input on Issues/Concerns Craft Vision Statement Identify Priority Projects/Action Steps	In-Person, outdoor? - 2 Locations: TBD 1 Virtual				Early-Mid April							
PUBLIC ENGAGEMENT May - July	Attend meetings, events, etc. to solicit input and feedback from residents and stakeholders	Various					Public Engagement Period						
TASK FORCE MEETING May	Discuss engagement efforts Identify groups/events to further engage Address the Task Force questions	Virtual					1st Thursday						
TASK FORCE MEETING June	Discuss engagement efforts Identify groups/events to further engage Address the Task Force questions	TBD						1st Thursday					
TASK FORCE MEETING August	Review/discuss the draft plan/recommendations Discuss promoting workshops	TBD								1st Thursday			
COMMUNITY MEETINGS August	Review Draft Plan Recommendations Public review of draft plan/recommendations including action steps, projects, strategies & policies	In-Person, outdoors - 2 Locations: TBD 1 Virtual								Early Aug			
PUBLIC ENGAGEMENT Aug - Sept	Attend meetings, events, etc. for feedback on the draft Plan/recommendations	Various							Public Engagement Period				
TASK FORCE MEETING Sept	Discuss engagement efforts Identify groups/events to further engage Address the Task Force questions	TBD									1st Thursday		
TASK FORCE MEETING Oct	Discuss overall Engagement efforts Discuss adoption process Discuss promoting Open House	TBD										1st Thursday	
COMMUNITY MEETINGS Oct	OPEN HOUSE Public review of final draft/recommendations before it goes to the adoption process.	In-Person, outdoors - 2 Locations: TBD 1 Virtual										Mid-Late October	
TASK FORCE MEETING Nov	Discuss Overall Engagement process Discuss Adoption Process	TBD											1st Thursday



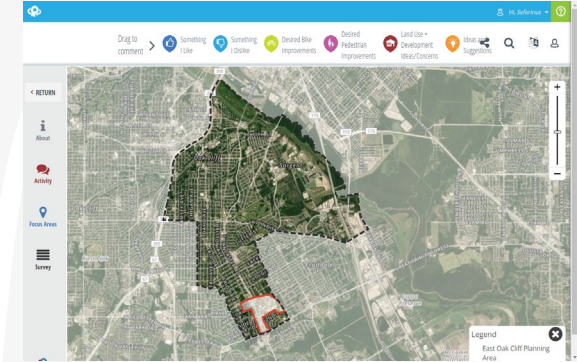
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HOW THE PUBLIC CAN GET INVOLVED

HOW THE PUBLIC CAN GET INVOLVED

There are few ways the public can get involved:

- Attend Public meetings
- Invite us to speak at a meeting
- Provide feedback on an interactive website
- Take our survey
- Sign Up to receive email updates



How the Public can Get Involved



Tell Us on the Map!

Use our interactive mapping tool to highlight areas you'd like to see improved.

See Project Map



Attend Our Next Meeting

We will be holding the first public meeting on March ____ at 6:00 P.M. to learn about

Attend Meeting



Complete Our Survey

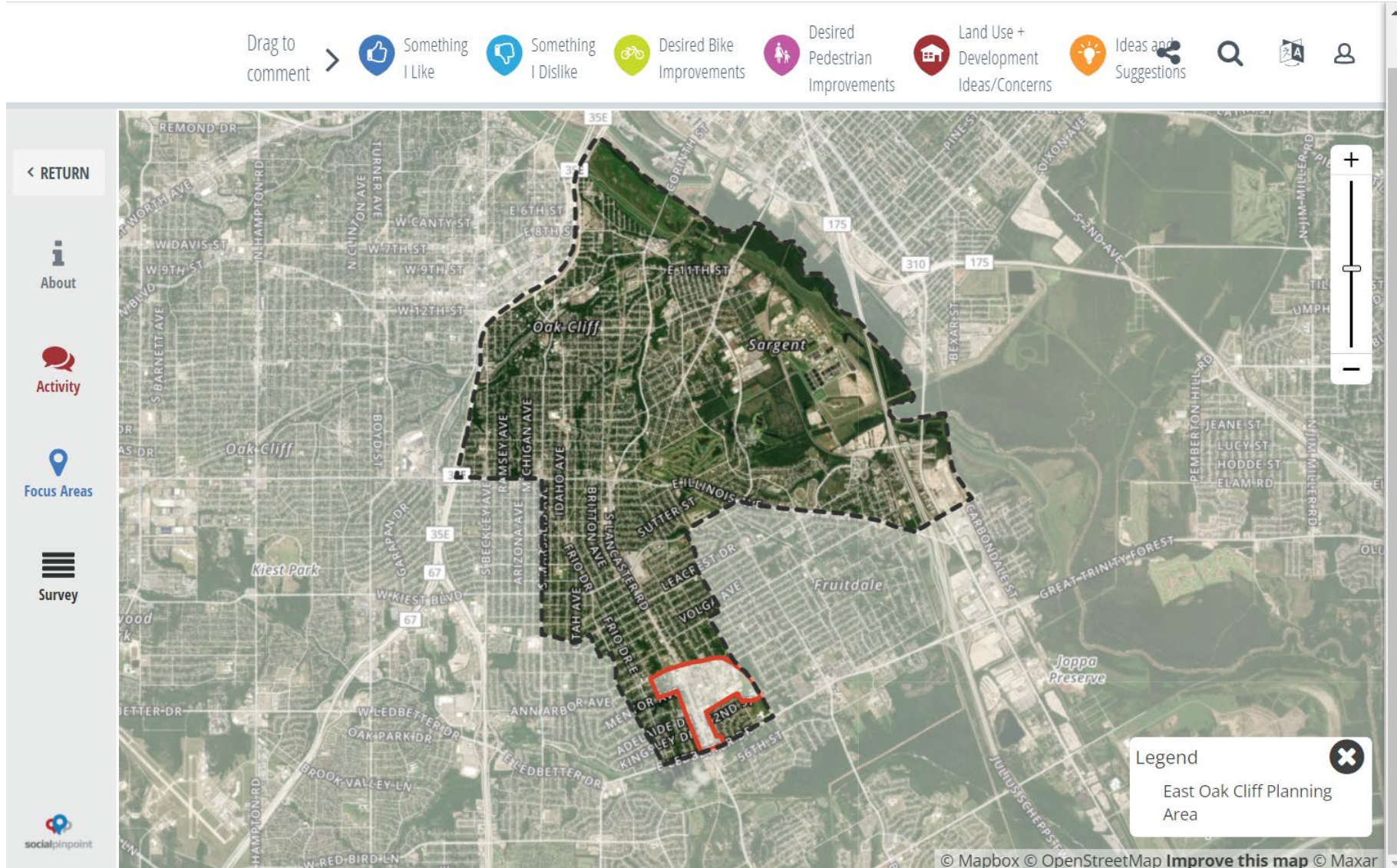
Answer questions to help us better understand issues and desires for the East Oak Cliff area.

Take The Survey

<https://dallascityhall.mysocialpoint.com/east-oak-cliff-area-plan/map#/>

Note: This webpage is not live yet

Social Pinpoint Interactive webpage



<https://dallascityhall.mysocialpinpoint.com/east-oak-cliff-area-plan/map#/>

Note: This webpage is not live yet

Social Pinpoint Interactive Webpage

Drag to comment > Something I Like Something I Dislike Desired Bike Improvements Desired Pedestrian Improvements Land Use + Development Ideas/Concerns Ideas and Suggestions

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Leave us your comment

Comment* (Required)

Attach an optional photo

Leave your comment here

Your email* (Required)

I agree my comment will be used as indicated in the [terms and conditions](#)

Add Comment

Legend

East Oak Cliff Planning Area

Mapbox © OpenStreetMap Improve this map © Maxar

<https://dallascityhall.mysocialpinpoint.com/east-oak-cliff-area-plan/map#/>

Note: This webpage is not live yet



EAST OAK CLIFF/CEDAR CREST/LANCASTER CORRIDOR AREA PLAN

NEXT STEPS

Next Steps

1. Public Kick-off Meeting

- Late February or early March 2022
- Large virtual meeting to inform & engage
- Engage neighborhood organizations

2. Public Engagement Strategy

- People, organizations, businesses
- How can the Task Force promote the public meetings?
- The Task Force members provide meetings & events that staff can attend to continue to get public input

