

Creating a Neighborhood Plan

June 1, 2019

Location TBD



Guide to
**Neighborhood
Planning**



WORKSHOP AGENDA

CREATING A NEIGHBORHOOD PLAN

10 Minutes	P+UD Overview
40 Minutes	Introduction The Big Picture <ul style="list-style-type: none">• What is a Neighborhood Plan?• Why Make A Plan?• Who Should Make A Plan?• What is Planning & Urban Design's Role? Overview of the Planning Process <ul style="list-style-type: none">• Get Started• Identify Issues & Develop a Vision• Draft the Plan• Finalize the Plan• Implement the Plan
20 Minutes	Interactive Exercise
5 Minutes	Announcements & Adjourn



WORKSHOP GOALS

CREATING A NEIGHBORHOOD PLAN

Introduce Residents to the Neighborhood Planning Process

Discuss Role of Planning & Urban Design

Provide Resources to Support a Successful Plan

P+UD OVERVIEW

Mission:

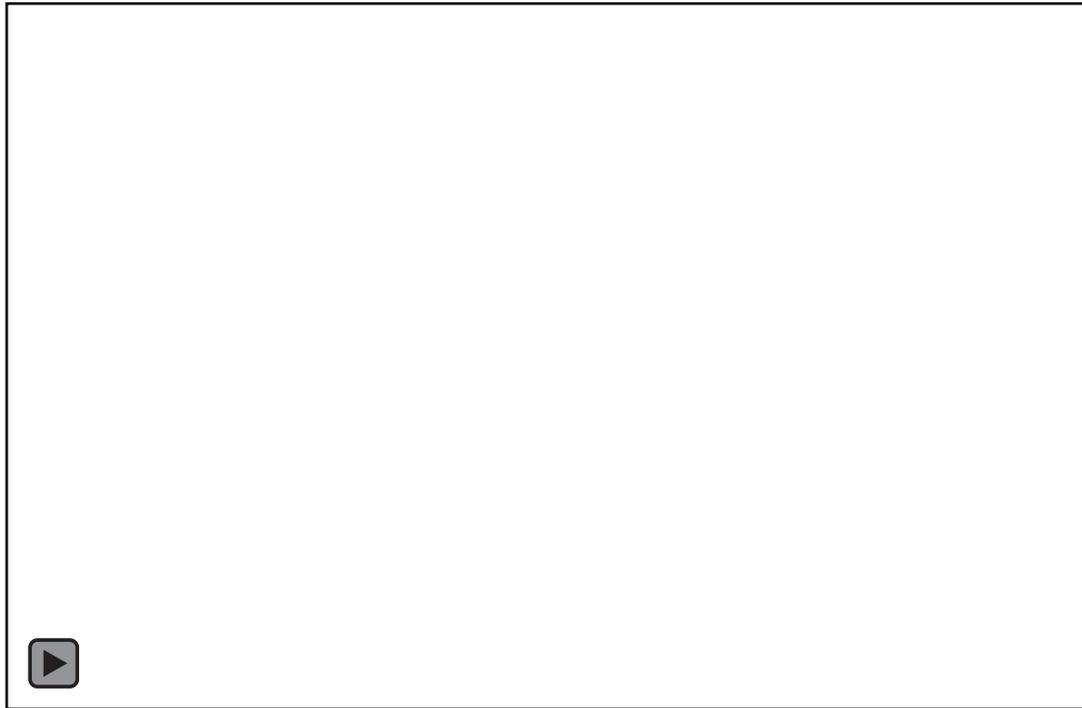
- Advance livability, economic vibrancy, sustainability, and equity throughout Dallas

Services:

- Develop and facilitate citywide/neighborhood comprehensive plans and policies through effective community engagement
- Facilitate neighborhood revitalization
- Build and strengthen neighborhood associations



Planning & Urban Design Department Introduction



DALLAS NEIGHBORHOOD ORGANIZATIONS MAP



BENEFITS

- Receive communications from multiple City departments about important neighborhood resources and citywide or local events in your neighborhood.
- Take advantage of a variety of grant opportunities and neighborhood organization capacity building offerings provided by the City of Dallas and other partners.
- Be featured on an interactive online map that enables prospective residents and others to be aware of your organization.

DALLAS NEIGHBORHOOD ORGANIZATIONS MAP



HOW TO SIGN-UP

- Complete a paper form
- Complete an online form: bit.ly/dallashoanaform
- Form **MUST** be completed by an elected officer of the group

NEIGHBORHOOD VITALITY

- Focuses on targeted neighborhood revitalization efforts and building the capacity of neighborhood-based organizations
- Focuses on piloting new programs to address prevalent neighborhood needs and enhance collective impact through community engagement and internal or external collaborations



CAPACITY BUILDING WORKSHOPS



Topics:

- Forming a Neighborhood Association (Scheduled by request)
- Membership Recruitment & Sustainability (Scheduled by request)
- All Things Beautification (Spring/Fall)
- Partnership Development & Coalition Building (April 6, 2019)

CAPACITY BUILDING WORKSHOPS

Guide to
**Neighborhood
Planning**



Topics:

- The ABCs of Land Development and Zoning (May 4, 2019)
- **Creating a Neighborhood Plan (June 1, 2019)**
- Creating a Neighborhood Brand (July 13, 2019 - Tentative)

CAPACITY BUILDING WORKSHOPS



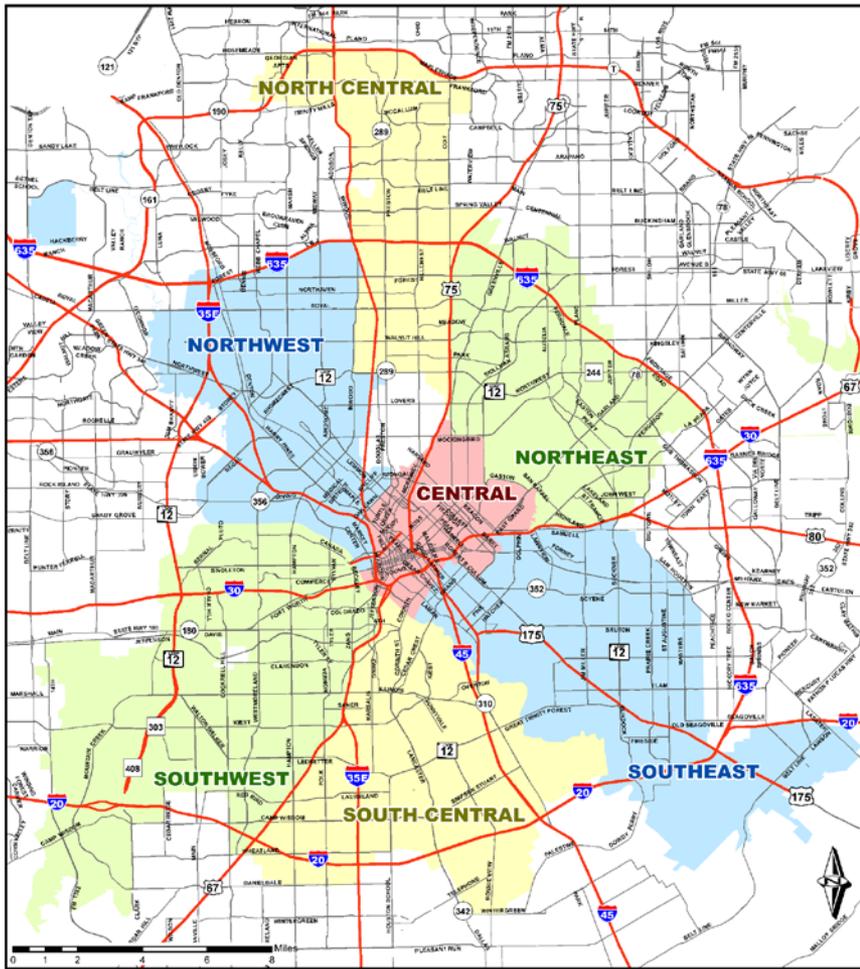
POLICE • COMMUNITY PARTNERSHIPS

DALLAS 
NEIGHBORHOOD VITALITY GRANT

Topics:

- Data and Maps to Empower Your Neighborhood (August 22, 2019)
- Dallas Neighborhood Vitality Grant (October/November 2019)
- Grant Writing “101” (October/November 2019)

CITY OF DALLAS SERVICE AREAS

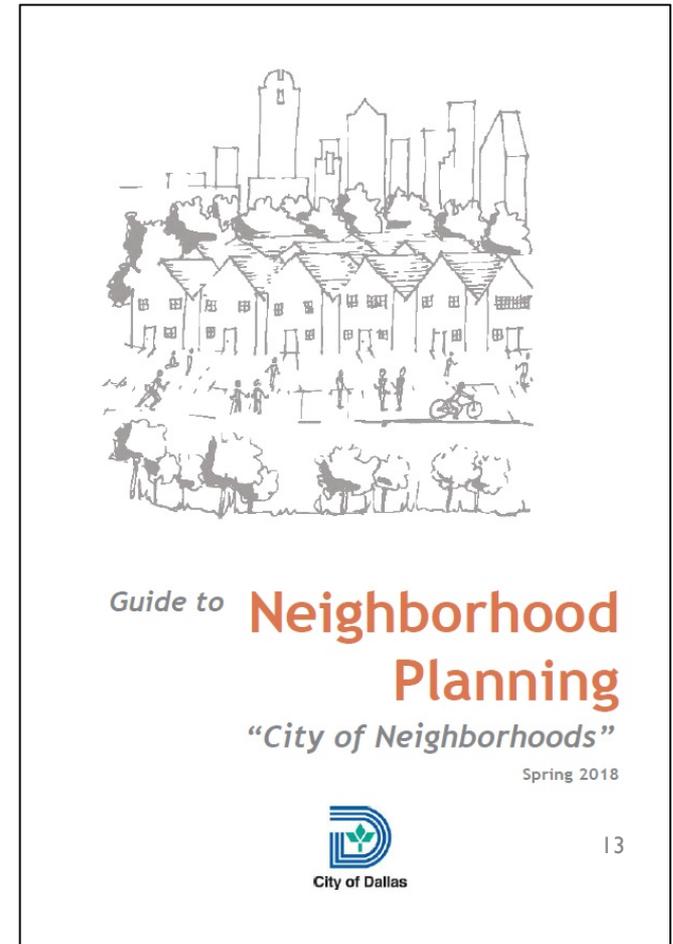


Know Your Service Area:

Dallas is divided into seven (7) geographical areas used by DPD, Code, Sanitation, and other City department(s) as the basis for efficient City service delivery and community engagement.

INTRODUCTION

Neighborhood plans **guide change** and address **housing, jobs, and other neighborhood issues**. This presentation, along with the **Guide to Neighborhood Planning**, outlines the process to create a plan.

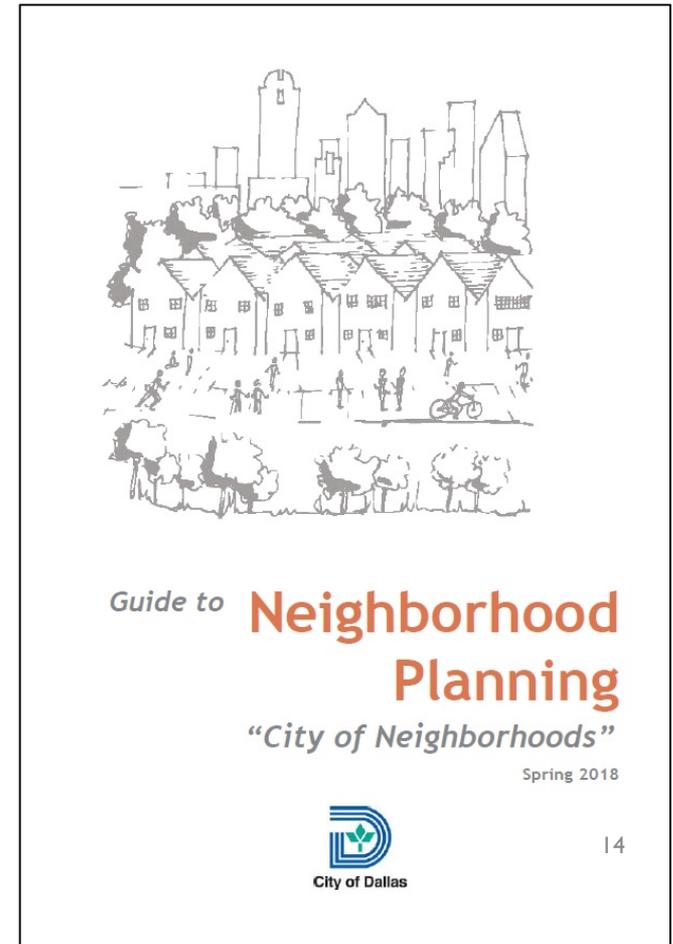


INTRODUCTION

Are you ready?

The Guide to Neighborhood Planning is most useful if...

- You have an organized core team that can lead and champion the process (you're attending this training, so you're well on your way!).
- Your team is prepared to select a representative or a group to write the plan (volunteer/ professional/ consultant).



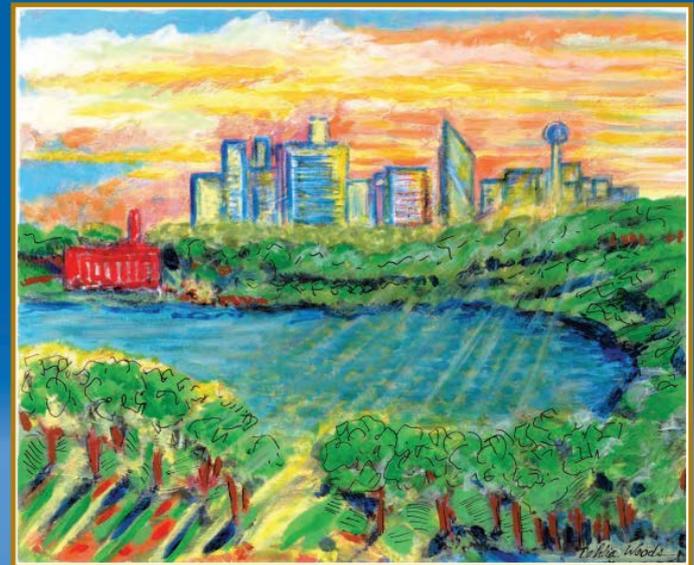
THE BIG PICTURE

What is a neighborhood plan?

A neighborhood plan is a document that gives **communities direct power** to develop a **vision** and shape the **development and growth** of their neighborhood. It outlines a neighborhood's future with strategies to reach the vision. It is also a guide to help businesses, developers, and residents make better-informed decisions about your neighborhood.

WHAT DOES THE COMPREHENSIVE PLAN SAY?

- Strengthening neighborhoods in ways that preserve their individuality is a goal of forwardDallas!
- Planning improves the livability of the city by setting the stage for better transportation options, bustling commercial centers, improved traffic and development patterns and world-class opportunities in the arts, entertainment, education and environment for all residents.
- forwardDallas! builds from other citywide and area plans. These are incorporated in the cohesive Citywide vision for the future.



Sunrise over White Rock Lake by Dahlia Woods

forwardDallas!
COMPREHENSIVE PLAN
VISION

CITY OF DALLAS
ADOPTED JUNE 2006

WHY MAKE A PLAN?

- Respond to local needs (more than citywide plans)
- Empower you and your neighbors to speak with authority on your neighborhood's vision and desires to Councilmembers, City Staff, and developers
- Guide future actions by identifying goals and how they can be reached
- Strengthen your communities through increased neighborhood involvement
- Help develop neighborhood cohesion
- Show growing stability and engagement (which can attract public and private investment)
- Prioritize and guide funding resources (ex. Grants, Dues/HOA fees)

PLANNING FOR SUCCESS

- Creating a neighborhood plan is not a simple or easy task. Not every neighborhood is ready to begin this process.
- Neighborhood organizations should be well established with strong leadership to see the planning process through.
- Relationships should already exist with some stakeholders

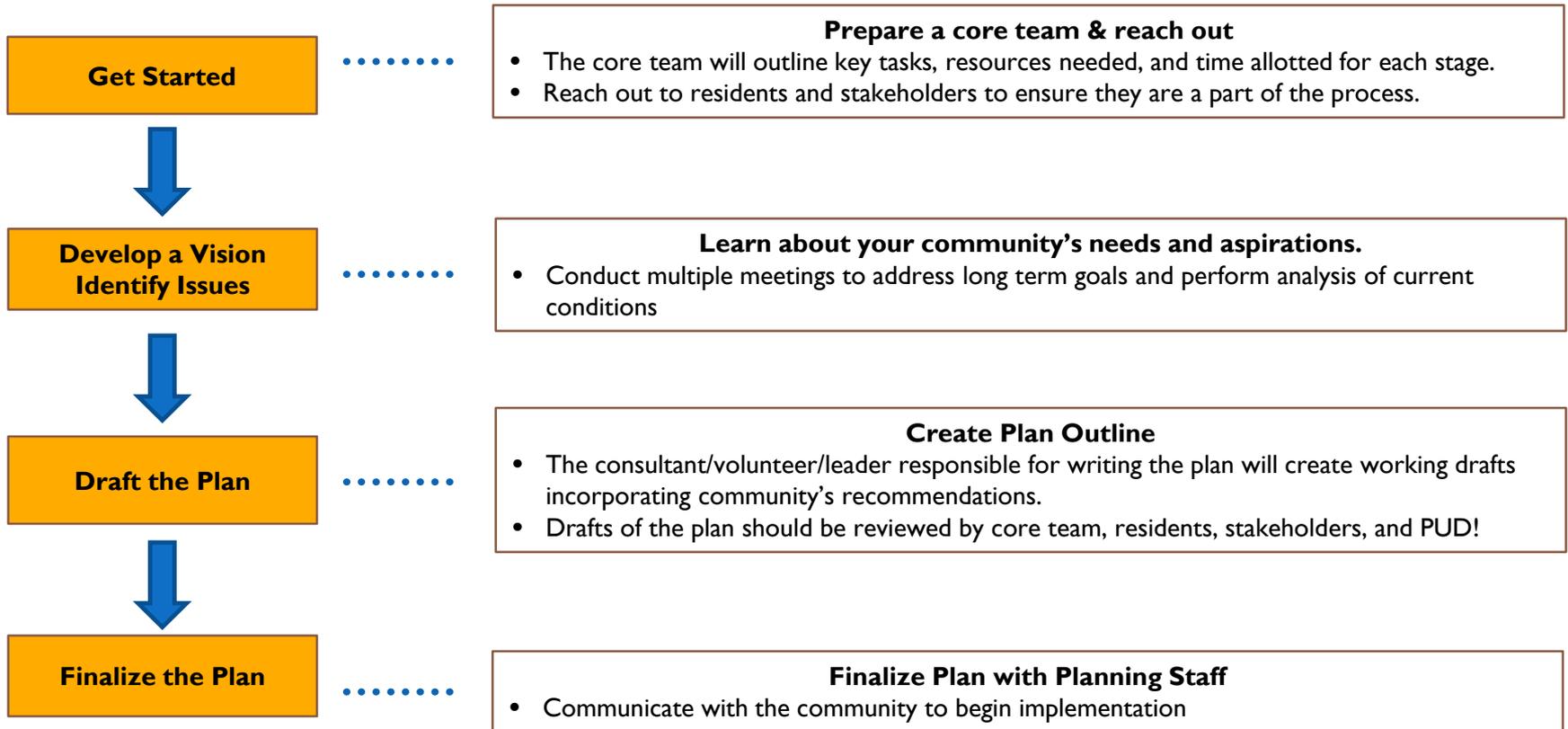
How can you prepare yourself to create a neighborhood plan?

- Attend PUD Capacity Building Workshops
- Engage residents and foster new leadership
- Build relationships with stakeholders
- Participate in private and public efforts affecting your neighborhood

WHAT IS PLANNING & URBAN DESIGN'S ROLE?

- Provide community meeting support and tools
- Help edit and review the plan
- Connect and work with other City departments
- Identify whether a draft plan is in alignment with other City-approved plans and policies
- Help connect to resources such as grants, programs, and funding opportunities, and help identify ways to implement action items
- Provide examples of other neighborhood planning experiences
- Provide sound planning and urban design expertise
- **Consult with PUD throughout the process to stay on track!**

OVERVIEW OF THE PLANNING PROCESS



Consult with PUD throughout the process to stay on track!

LEADERSHIP AND COMMUNITY ENGAGEMENT

Get Started

Develop a Vision
Identify Issues

Draft the Plan

Finalize the Plan

Community leadership

- Identify leader(s) who will lead the planning process. Ensure they can motivate people to action.
- Identify consultants/neighborhood leaders/volunteers who will take responsibility for drafting the plan.
- Identify different ways to communicate information

Community participation

- Ensure all groups are represented (including underrepresented groups)
- Involve representatives from surrounding communities
- Engage all stakeholders.



STAKEHOLDER ENGAGEMENT

Get Started



Develop a Vision
Identify Issues

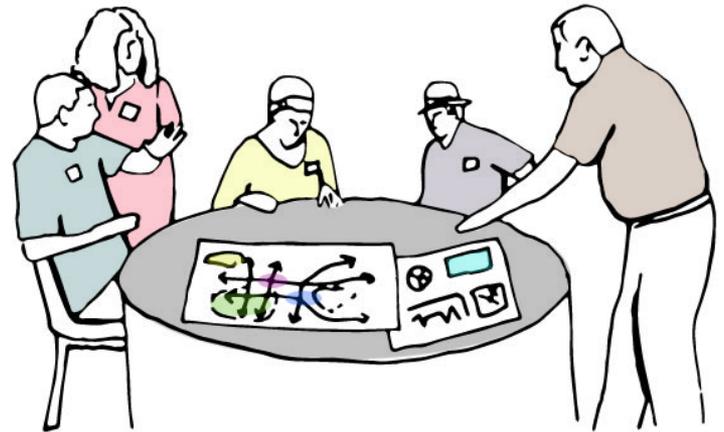


Draft the Plan

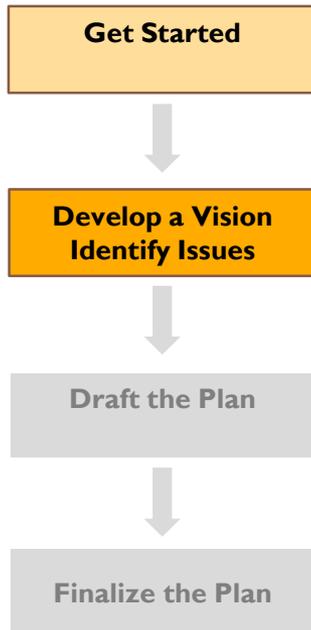


Finalize the Plan

- Residents
- Schools
- Businesses
- Faith-based Groups
- Developers
- Elected Representatives
- Property Owners
- City Staff
- YOU!!!!



DEVELOP A VISION



What is a Vision?

A vision looks forward into the next 10-15 years and **paints a broad picture of what the neighborhood will look like** when your goals and objectives are met. The vision expresses neighborhood aspirations and does not include detailed explanations.

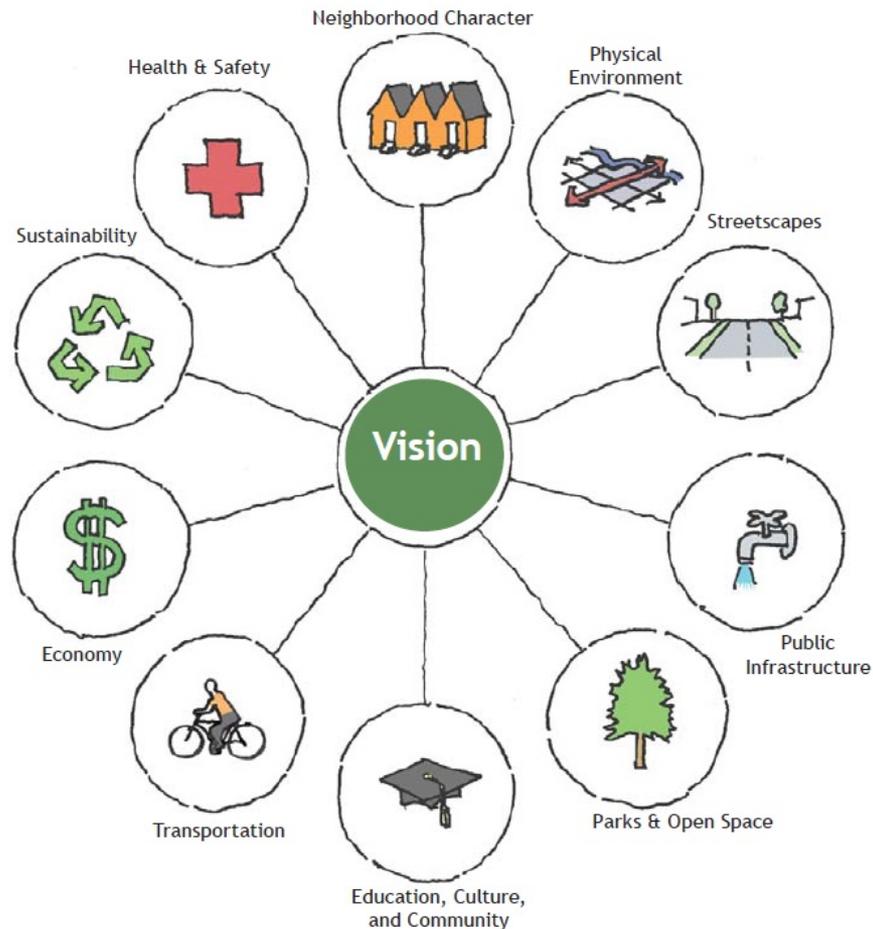
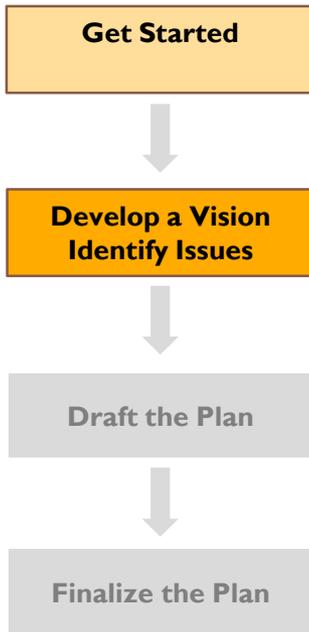
What is a Vision Statement?

A vision statement is a community's road map, indicating what the community wants to become.

An example vision statement could read:

“XYZ Neighborhood will be a safe, family-friendly, sustainable neighborhood with excellent schools and job opportunities for residents; more quality housing options that are attainably-priced for seniors and workers; and safe infrastructure for pedestrians and cyclists.”

SHAPE THE VISION



TIPS:

- Pick 2-3 topics to discuss at a time.
- Use vision to guide discussion.
- Discuss current conditions and desires for future.
- Use Citywide plans to provide context.

DISCUSSION TOPICS

- **Neighborhood Character** – What makes this neighborhood unique?
- **Physical Environment** – What types of development are present?
- **Streetscapes** – What is the physical condition of streets and spaces?
- **Public Infrastructure** – Are utilities and infrastructure services adequate?
- **Parks and Open Space** – Do open spaces meet community needs?
- **Education, Culture and Community** – What educational institutions and places of worship does the community have?
- **Health and Safety** – Are there sources of concern relating to health or crime?
- **Economy** – Do businesses serve the community and provide jobs for residents?
- **Transportation** – How can transport systems be safer reliable and more equitable?
- **Sustainability** – Can the neighborhood continue to thrive environmentally, socially, and economically?

KEY MEETING IDEAS TO CONSIDER

Get Started



Develop a Vision
Identify Issues

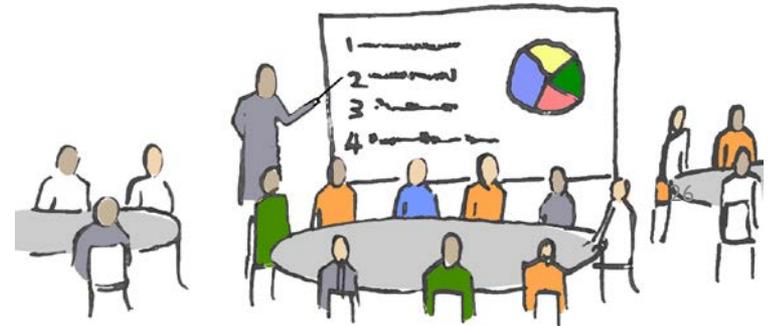


Draft the Plan

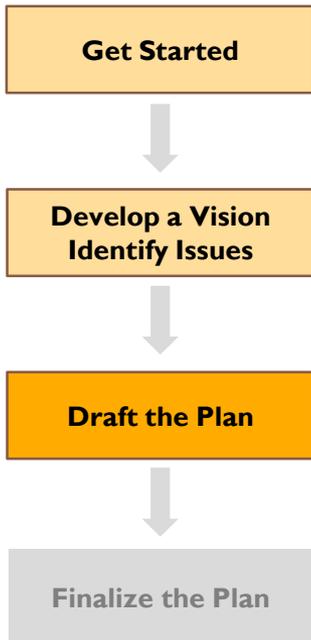


Finalize the Plan

- **Learn and understand your community/neighborhood.** Hold meetings and workshops to identify who lives in the neighborhood and to gather ideas and input.
- **Do a neighborhood inventory.** What are the strengths, weaknesses, opportunities and threats in your neighborhood (S.W.O.T. analysis)? How can you build on strengths and address weaknesses?
- **Identify areas that need attention.** Are there areas that are ready for changes? Can those areas trigger further improvements in the neighborhood?
- **Prioritize strategies.** What are the goals? What are the key strategies? If only some of the ideas could be achieved, which of those would make the most difference?
- **Reach community consensus.** Is there a general community agreement on the vision, goals, and strategies?



DRAFTING THE PLAN

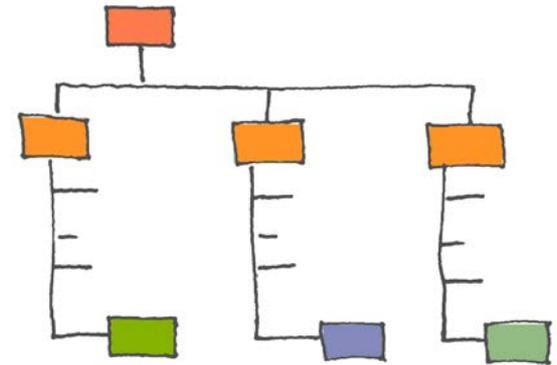


Create Plan Outline

- Description of the planning process
- Vision
- Current neighborhood conditions
- Focus areas
- Recommendations and strategies
- Implementation plan

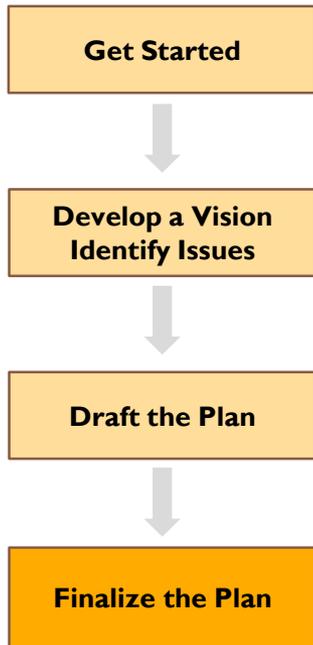
Write a Draft Plan

Refine Draft Plan



Consult with PUD throughout the process to stay on track!

“FINALIZING” THE PLAN



- Meet with PUD to review your Draft Plan
- Make changes (if needed)
- Publish/Print the Plan
- Share with neighbors, stakeholders
- Celebrate your Plan!

IMPLEMENT THE PLAN

Get Started



Identify Issues
Develop a Vision



Draft the Plan



Finalize the Plan

Follow through

- Maintain contact with partners/stakeholders
- Give assignments to different groups involved

Work the plan

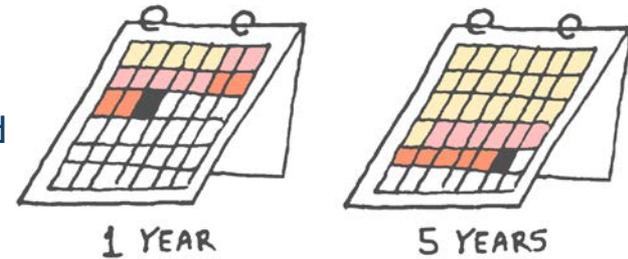
- Set detailed timelines to complete tasks
- Organize teams to accomplish the short-, mid-, and long-term goals

Maintain Continuity

- Strengthen and get commitment of emerging neighborhood leaders
- Continue to meet with key groups

Communicate success

- Decide how to continue communicating with your neighborhood
- When a milestone is met, celebrate success!





INTERACTIVE EXERCISE (10 MIN)

CREATING A NEIGHBORHOOD PLAN

- Identify 2 neighborhood issues.
- Share with the group

QUESTIONS & SURVEY



Tell us how we did today:

www.surveymonkey.com/r/PUDWorkshop2019

Guide to Neighborhood Planning:

- Elaborates on presentation material
- Includes list of helpful resources
- Available online (pdf)
- with PUD throughout the process to stay on track

Planning & Urban Design

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DallasPlanUD





Census Day 2020 is one-year away, get involved today! “Participating in the Census 2020 count is one of the most important opportunities for Dallas residents,” said Mayor Mike Rawlings. “Our schools depend on it, our roads and streets depend on it, and our communities depend on it.”