

**GREATER CASA VIEW AREA PLAN
DRAFT - 08.25.15**

CASA VIEW



ACKNOWLEDGMENTS

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Debbie Hobbs	Casa View Shopping Center Business Manager
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Michelle Saenz	Little Casa View

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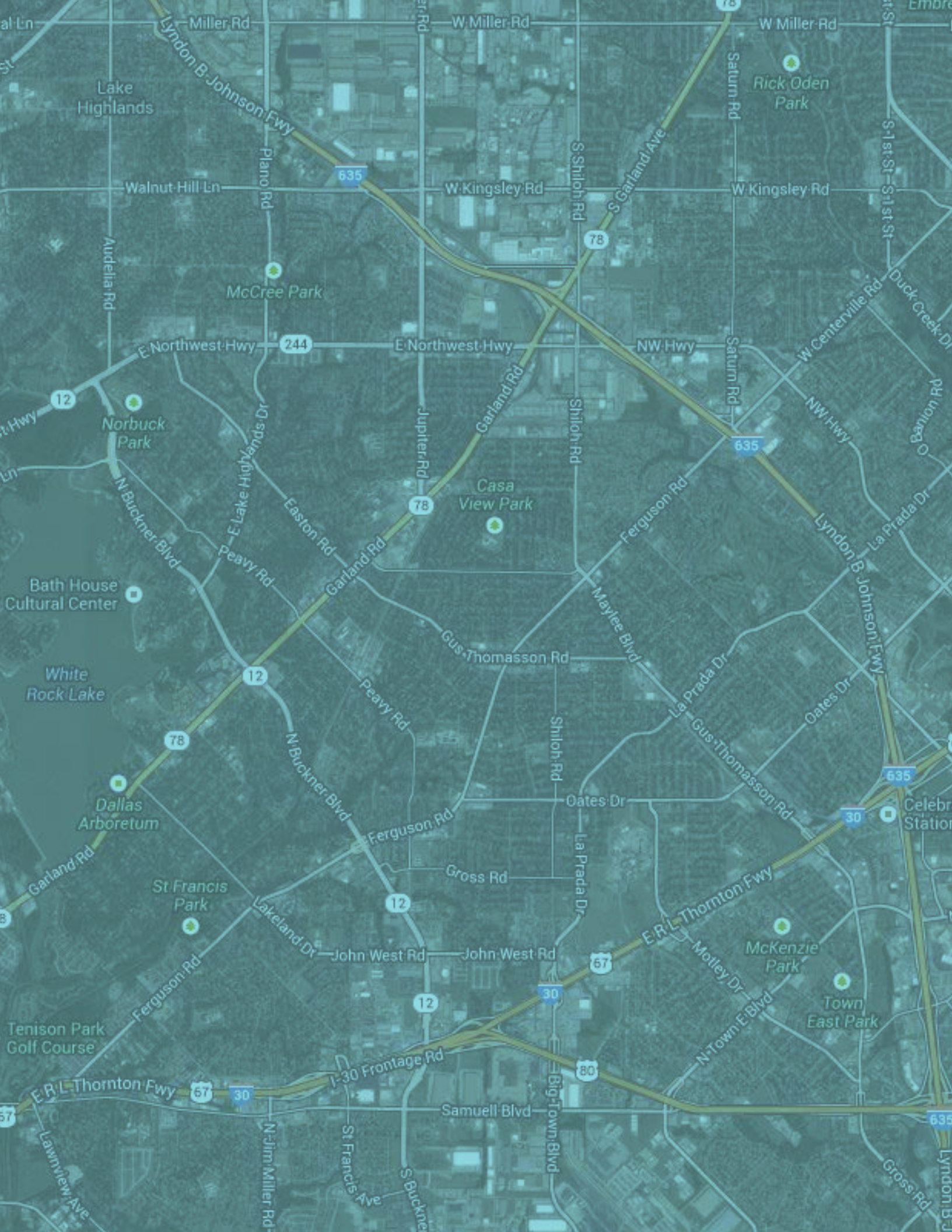
- Description**
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PROJECT VISIONING FOCUS AREAS

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- 3. Harry Stone Recreation Center**
- 4. Gateways & Identity**

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- Projects & Priority Table**



INTRODUCTION

Overview

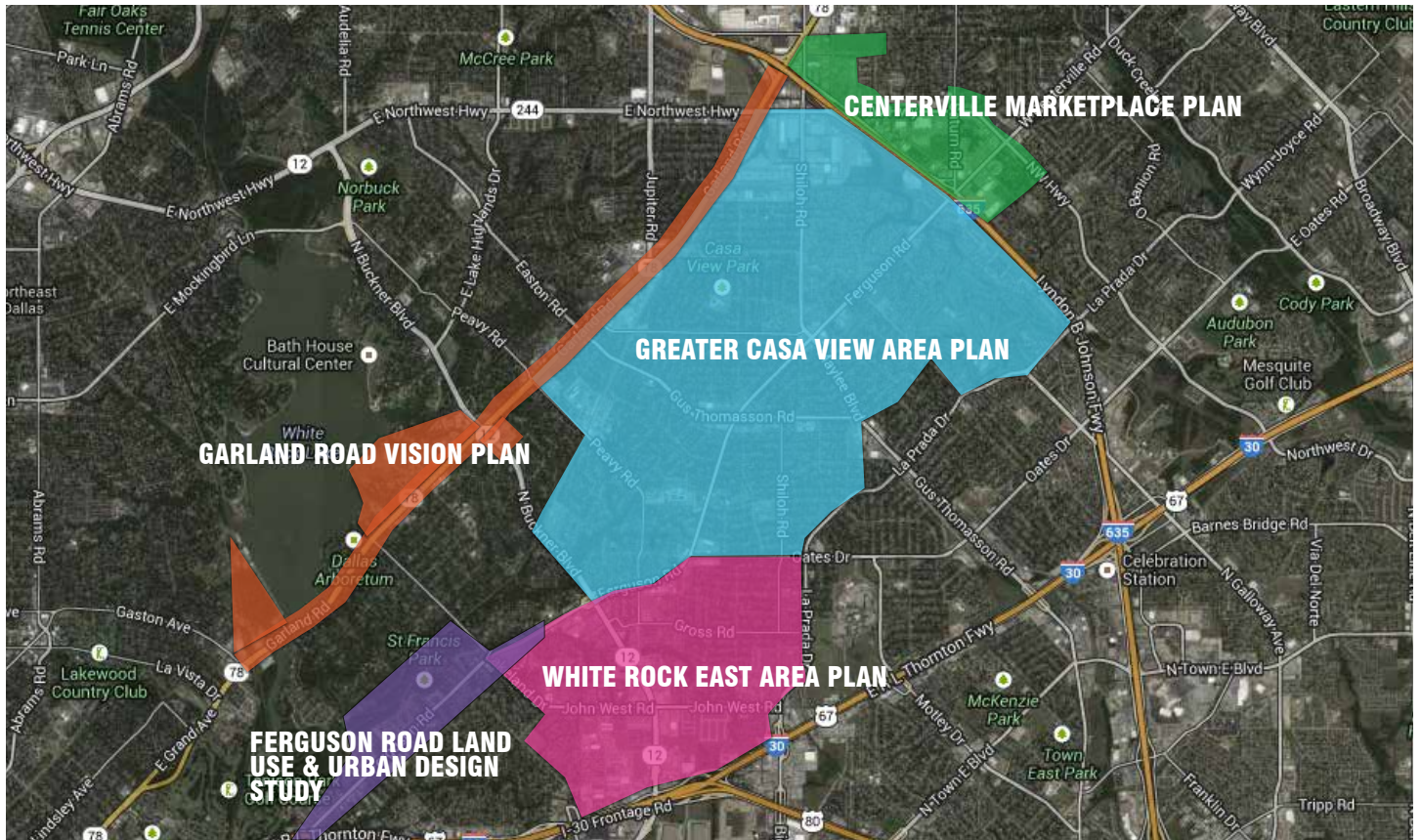
Relating to *forwardDallas!* and *Neighborhood Plus*

Understanding the broader plan for City of Dallas, the Greater Casa View Alliance (GCVA) has created a plan that targets key neighborhood resources (public amenities), and also the Ferguson Road corridor.

From a series of consensus building events, the GCVA has identified comprehensive concerns at a block-level scale and has selectively picked elements from sustainable development, new urbanism and smart growth planning approaches to set us on a course toward resolution.

This GCVA Area Plan conforms closely to *forwardDallas!* and *Neighborhood Plus* objectives while outlining strategic opportunities to invest in further revitalizing our super-neighborhood—filling gaps in the Far-East Dallas planning ecology from a City perspective.

DESCRIPTION

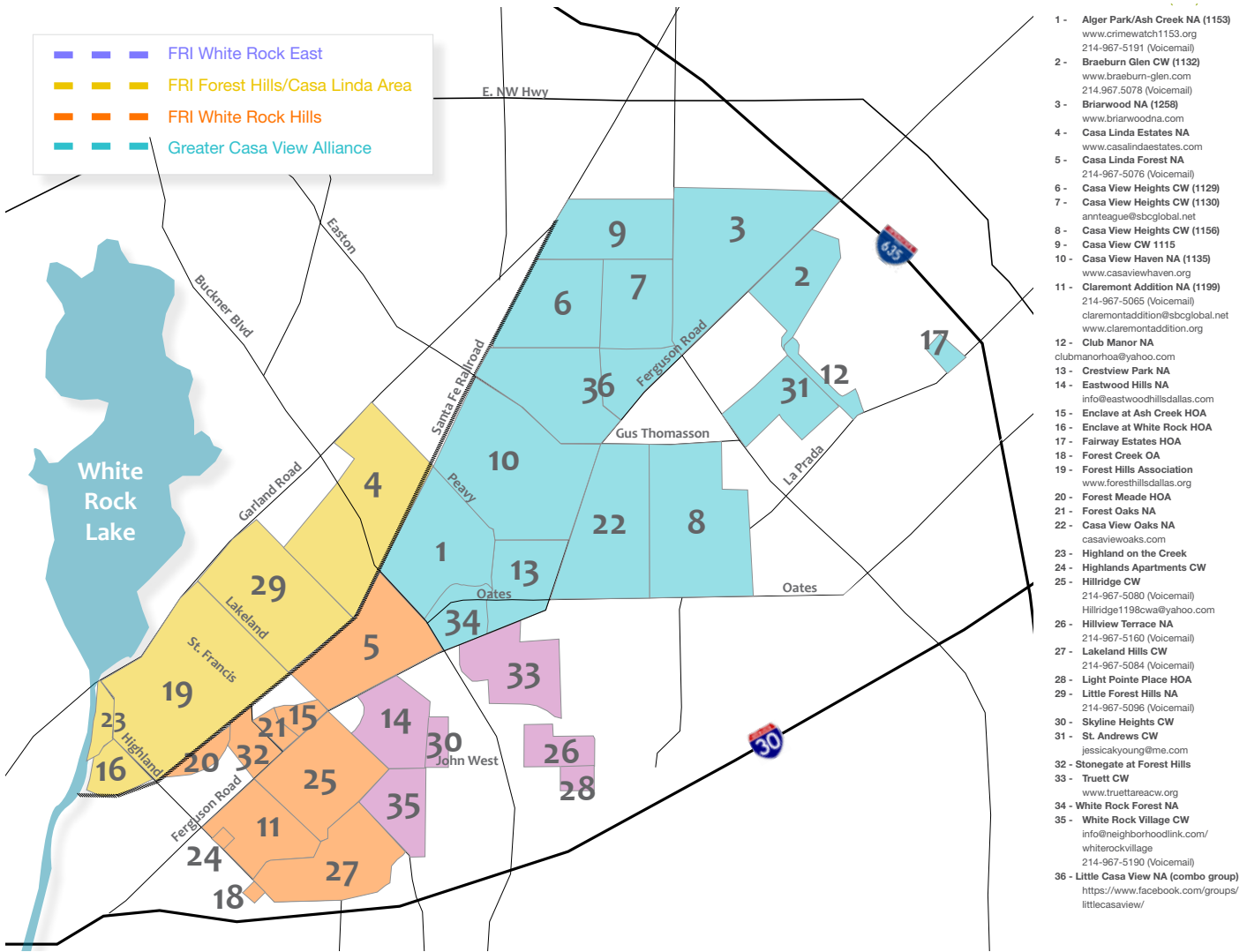


SOURCE: OMNIPLAN *This image shows the area we are focusing, and the other area plans that have been enacted in the adjacent communities—showing*

Background

The Greater Casa View Alliance was established in 2010 as a super-neighborhood group with a goal to establish unity throughout the entire Casa View area. Formed of area neighborhood leaders and business owners, this group has focused on strengthening each other’s neighborhoods through a system of best practices and information sharing. As the organization matured, it became abundantly clear that the neighborhood is in need of a vision and a path. This GCVA Area Plan is the culmination of multiple years, during which the group relied on a volunteer-led process—including “town hall” style meetings, visioning workshops and public opinion surveys. As such, our GCVA Area Plan is organized topically by the areas of greatest concern as identified by the public. It is GCVA’s hope and vision that this Area Plan will shape the future for our strong and vital neighborhood.

PLANNING PROCESS



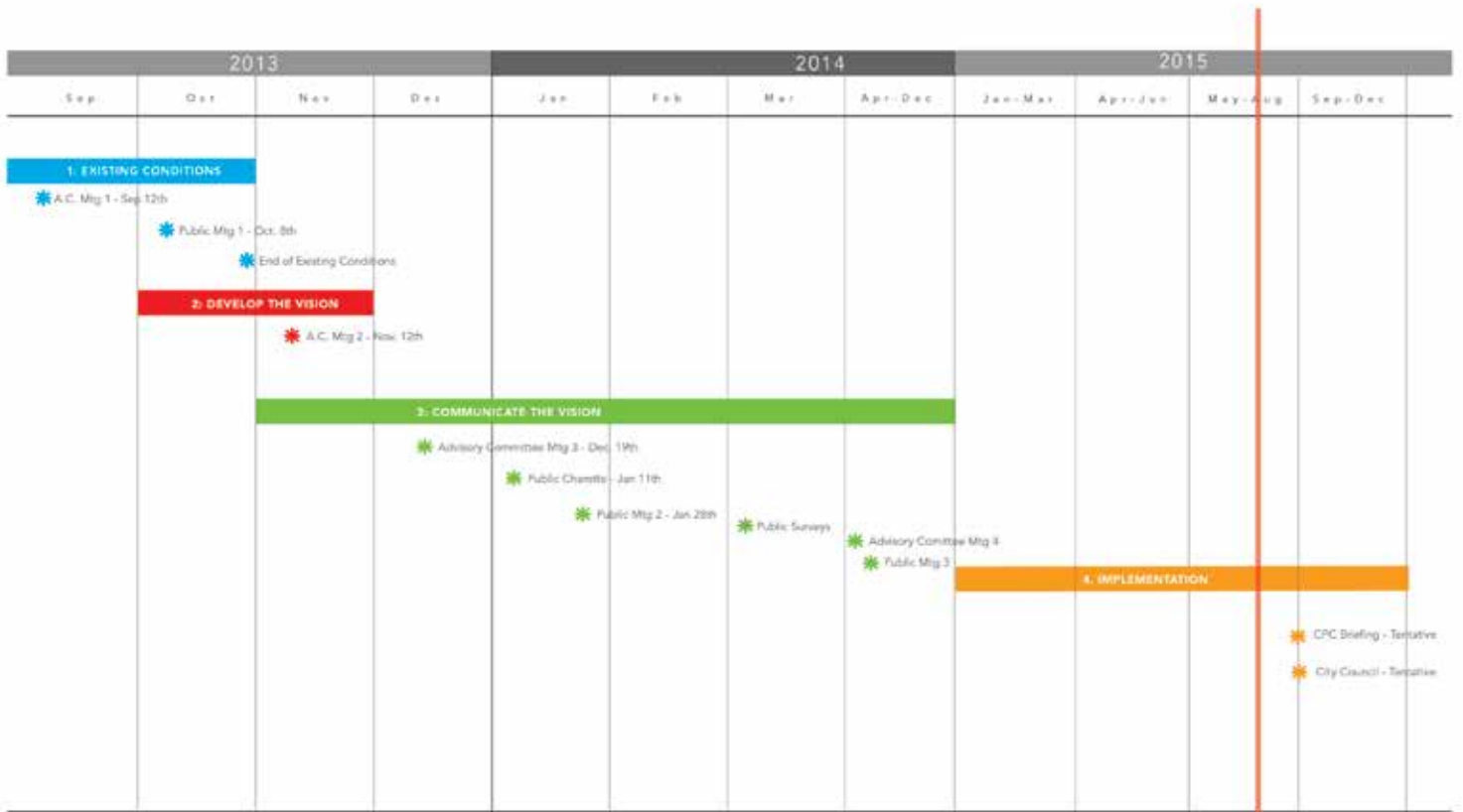
GCV Area Plan Shows Usefulness of Super-Neighborhood Framework

Neighborhood Associations, Homeowner’s Associations and Crime Watches comprise the GCV. Distinctly, the GCV represents a coalition built around shared issues and priorities in the Far-East area of the City—classifying the GCV Area as a super-neighborhood.

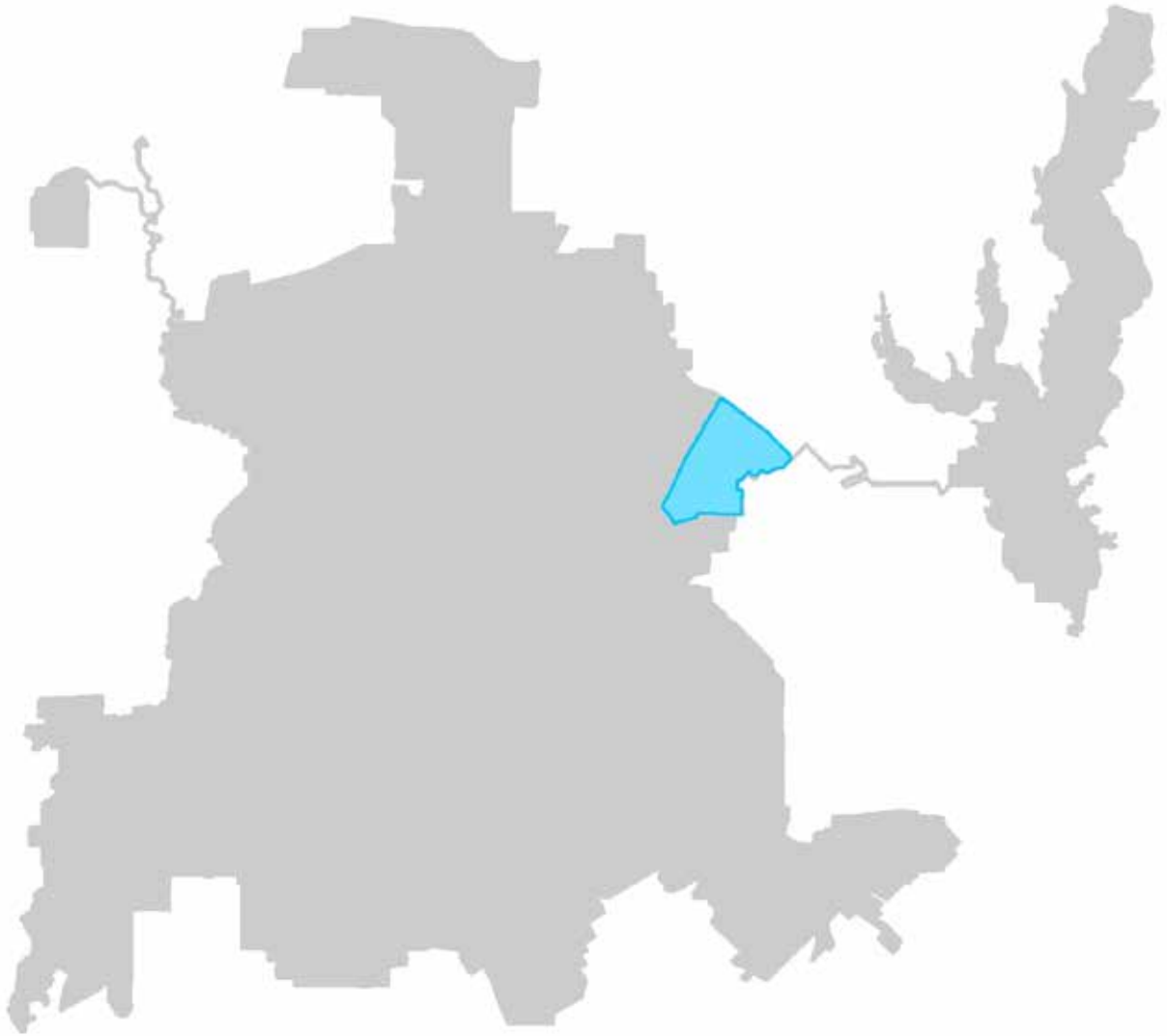
Using transparent methods, the GCV leadership helped generate community confidence and consensus in order to identify our targeted resources for neighborhood improvement.

Following that, we analyzed demographic information alongside our findings from the community to establish certain objective criteria that shows the GCV Area is a revitalizing super-neighborhood ready for further investment.

SCHEDULE



Above, the schedule identifies the formation of our Advisory Committee and marks each of our public meetings. The schedule of this plan has spanned the course of years as a result of it being volunteer led.





Neighborhood Metrics Support GCV Area Plan

Overall, our objective is to create a unified vision for the GCV Area community and specifically, to improve its central corridor—focusing on Ferguson Road and the surrounding public amenities.

We've explored key GCV Area demographics alongside existing and projected conditions in Dallas that indicate **our revitalizing community shows significant potential for further growth.**

These demographic indicators substantiate that the GCV Area is ready for investment to jumpstart strategic changes that will ultimately continue revitalizing this Far-East Dallas community.

-  Area demarcated as Greater Casa View Alliance (GCV)
-  City of Dallas

Four edges define the GCV Area:

Garland Rd to Northwest Hwy, I-635 to the City of Dallas/Mesquite boundary, Oates to Ferguson, and Buckner to Garland Rd.

Residential Investment Drives Revitalizing Neighborhoods

The Greater Casa View neighborhood is already revitalizing, which creates a meaningful incentive for local commercial investments and further residential investment. **Certain demographics indicate that the GCV Area is already revitalizing:**

- Dominant population of middle-income professionals
- Balanced distribution of affluence among area

The distribution of affluence is a function of an increase in middle-income professionals. The twin effect of increasing affluence and middle-income residents is (1) more available personal capital to invest into home rehabilitation, which (2) contributes to the area’s perceived attractiveness.

Interpreting Population Increase

Existing residents stay + new residents move into area = Net increase in population

Interpreting Middle-Income Increase

Real estate investments spur home sales

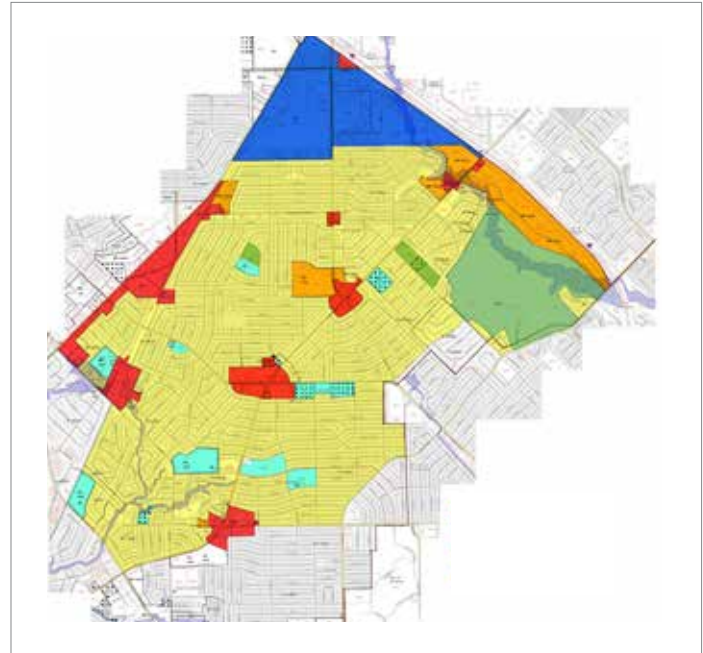
Alternate Interpretations

Alone, residential population increase cannot convey with certainty that a neighborhood is revitalizing.

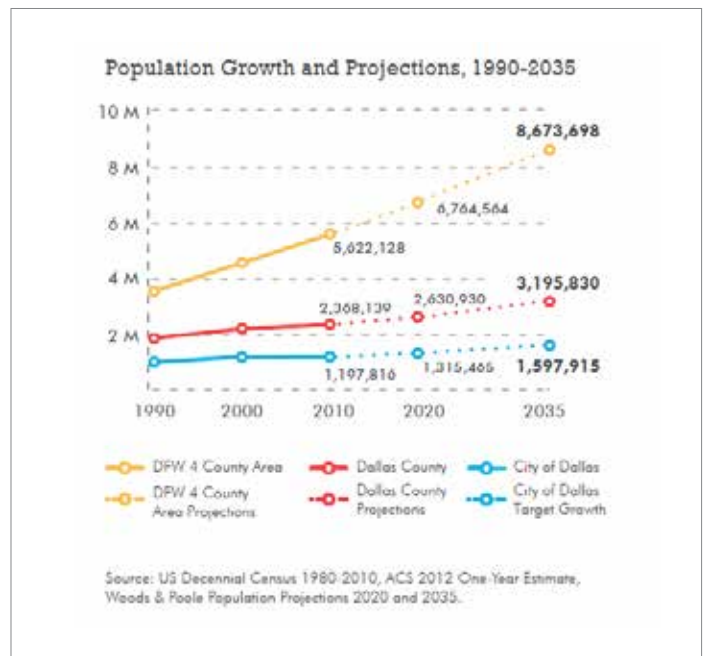
For instance, in older urban areas, the *existing residents are more frequently large families, which are sometimes replaced by new, childless or single residents*—invariably causing a decrease in population.

Also, increase in home sales could reflect investment into income-generating properties (rentals), which doesn’t adequately convey our socioeconomic fiscal tax base.

Next, we explore the distribution of middle-income population to show a more meaningful measurement of our revitalizing community.



GREATER CASA VIEW AREA
LAND USE

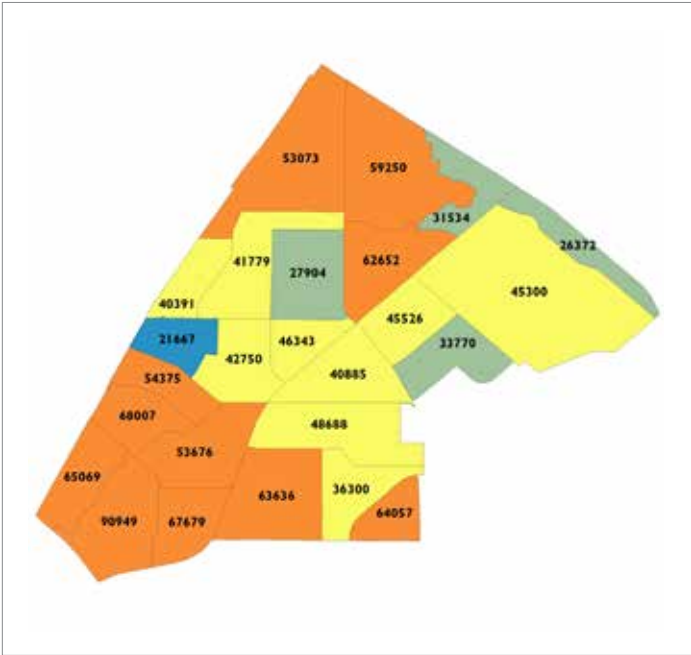


DALLAS POPULATION GROWTH PROJECTIONS

SOURCE: *Neighborhood Plus, 2015*
Neighborhood Revitalization Plan for Dallas

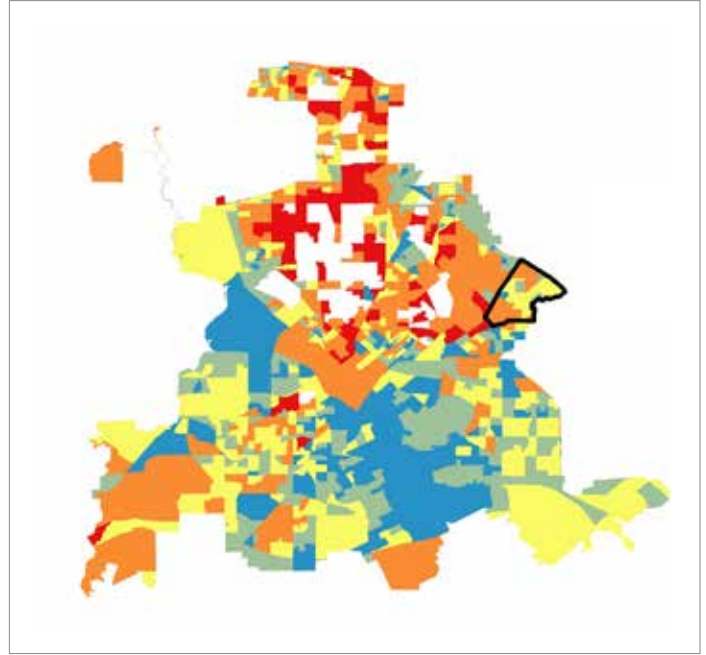
DEMOGRAPHIC STUDIES

Income Distribution



**GREATER CASA VIEW AREA
MEDIAN INCOME**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



**CITY OF DALLAS
MEDIAN INCOME**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



Distribution of the Middle-Income Population

Rising or dominant middle-income population is the most dependable indicator of revitalizing neighborhoods.

First, we identify “middle-income” in the City of Dallas, and following that, we identify the block-level “middle-income” for the GCV Area.

City of Dallas “Middle-Income”

Median \$45,341*
Mean \$59,903

GCV Area “Middle-Income”

Median \$46,343*
Mean \$49,26

*Median income suggests a true middle-income; 50% of sample population is above and below the median figure

Identifying and Comparing Middle-Income

Above, these maps compare GCV Area Median Household Income at its block-level against the City of Dallas Median Household Income.

These maps tell us where sample populations closest to middle-income exist in the GCV Area.

Also, it offers a perspective of how the distribution of middle-income in the GCV Area compares to the distribution of middle-income in the City of Dallas at large.

DEMOGRAPHIC STUDIES

Population Distribution

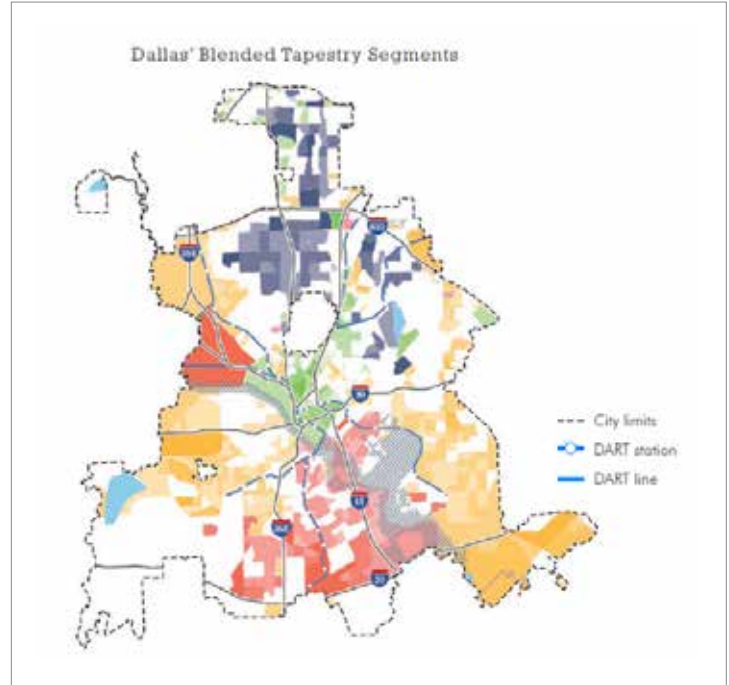
Tapestry Segmentation Shows Potential to Retain Middle Class

A goal outlined in the Neighborhood Revitalization Plan Neighborhood Plus:

“focus on attracting and retaining middle-income groups that prefer the culture and amenities of a big city.”

The predominant Tapestry Segments in GCVA are Young Diverse Families, and perhaps more important to our mission, Urban Loving Millennials (a source of nearly guaranteed growth.)

Urban Loving Millennials (16%)
 These are single renters who are generally well-educated and environmentally conscious. They live mostly near the city center.
 Tapestry Segments: Metro Renters (#2), Young and Restless (#5), Laptops and Lattes* (#18)
 Dallas Households (2012) = 84,140



SOURCE: *Neighborhood Plus, 2015*
Neighborhood Revitalization Plan for Dallas

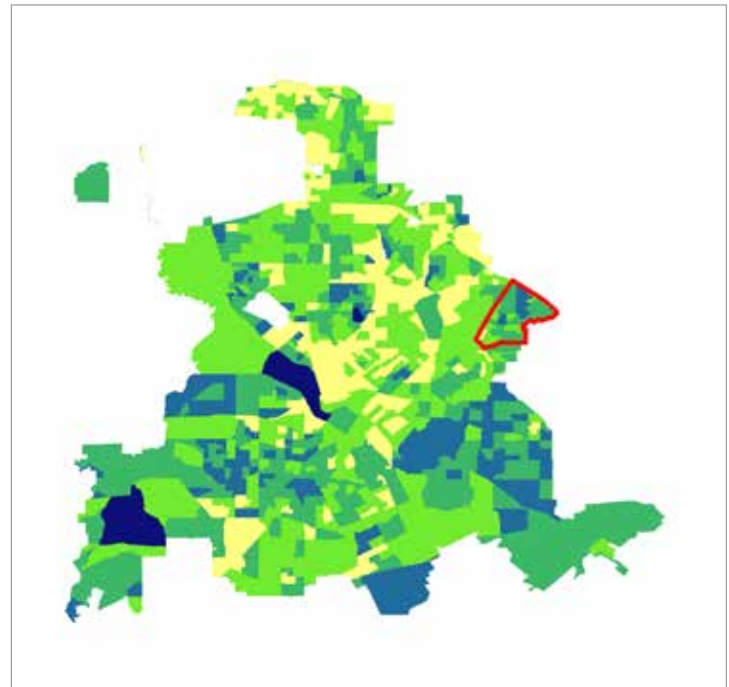
Population Distribution Suggests Continual Growth

Because we've used community consensus to drive the GCV Area Plan, next, we examine population distribution to identify areas with significant density.

Significant population density suggests for a particular reason, its residents have perceived its attractiveness.

Pictured right, this City of Dallas map shows the distribution of population density—comparing population per available housing unit at the block-level.

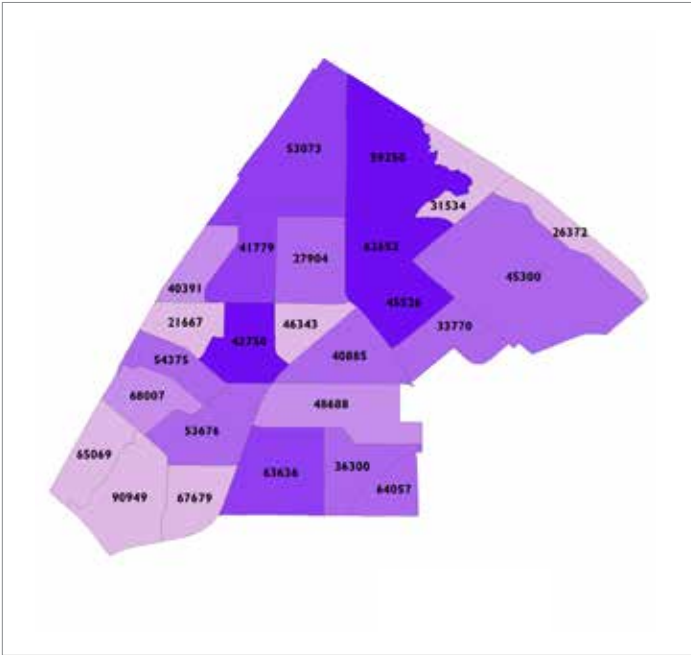
It shows multiple high-density blocks in the GCV Area. As such, we explore the distribution of middle-income among these high-density blocks on the next page.



CITY OF DALLAS
 POPULATION DENSITY
 DISTRIBUTION

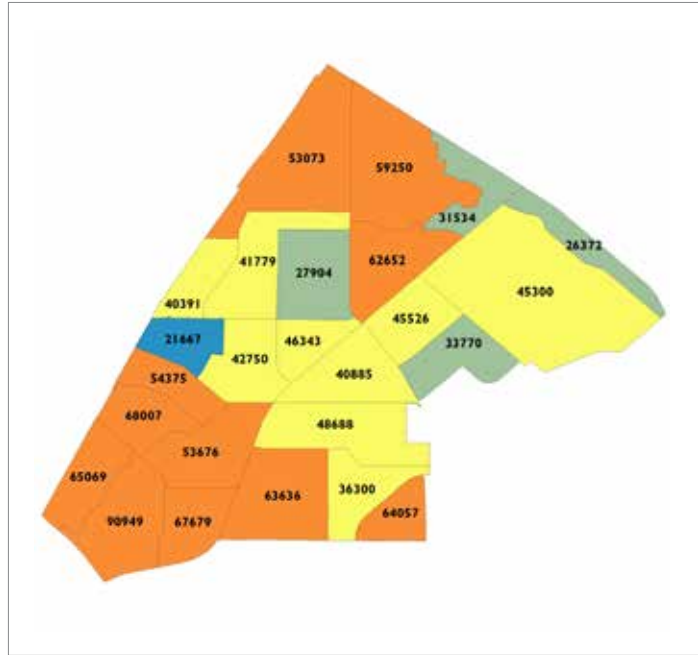
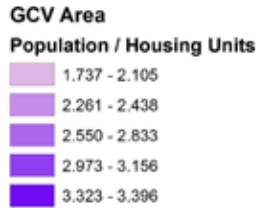
SOURCE
 2009-2013, ACS
 5 year summary by block groups
 Census Bureau, census.gov

Population / Housing Units	
0.000 - 1.889	Yellow
1.895 - 2.531	Light Green
2.533 - 3.250	Medium Green
3.258 - 6.941	Dark Green
9.792 - 19.18	Dark Blue



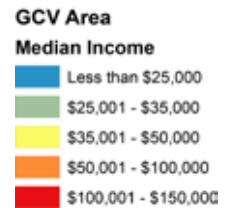
**GREATER CASA VIEW AREA
POPULATION DENSITY &
MEDIAN INCOME**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



**GREATER CASA VIEW AREA
MEDIAN INCOME**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



Investment Motivates Confidence & Consensus of Middle-Income Households

We conclude that our community has the requisite balance in distribution of middle-income population density to sustain further revitalization.

First, we show the total population for the City of Dallas, and following that, we show the total population for GCV.

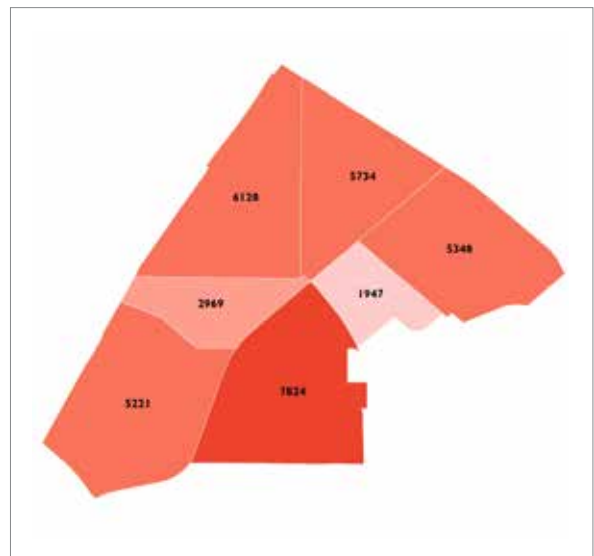
City of Dallas Population

Total 1,652,237 PEOPLE

GCV Population

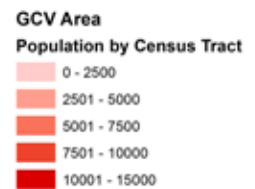
Total 35,171 PEOPLE

Finally, the maps above compare the GCV Area population density against its median household income. Pictured right, we show the breakdown of total population by census tract. **Together, these maps support that our project visioning consensus has been driven by a healthy distribution of middle-income residents.**



**GREATER CASA VIEW AREA
TOTAL POPULATION**

SOURCE
2010 Census
Reported by Census Tract
Census Bureau, census.gov



DEMOGRAPHIC STUDIES

Changes Over Time: Median Income

Shift in Middle-Income Distribution

The Income Distribution begins to tell a story about the pressing financial influences on the perimeter of the area. The maps on the right show a five-year summary of income information.

The top graphic shows that the higher median income areas tend to exist on the perimeter of the area. These income influences are likely a result of surrounding amenities including the Casa Linda Shopping Center and the Dallas Athletic Club.

As you'll see in the 2009-2013 summary below, the shift is generally upward and pushing closer in on the center of the neighborhood at the intersection of Gus Thomasson and Ferguson (location of the Casa View Shopping Center). This would indicate an optimal location for new development or growth.

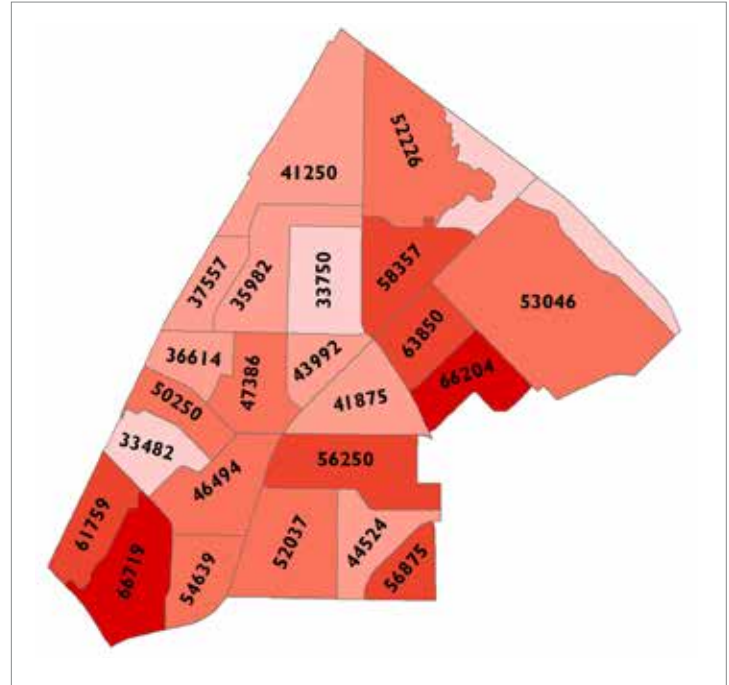
In the 2006-2010 summary, the highest median income was \$66,719 in the block on the southwest side of the area. In the 2009-2013 summary, this block grew to \$90,506 - a total of \$23,787. Further, each of the blocks directly adjacent to this block grew significantly as well. One block's median income was \$33,482 and grew to \$68,007 - a total of \$34,525.

Why the Positive Shift in Income?

We can tell from the density maps on the adjacent page that the positive growth in these areas is not necessarily due to an increase in density or population, rather an increase in the income within the area.

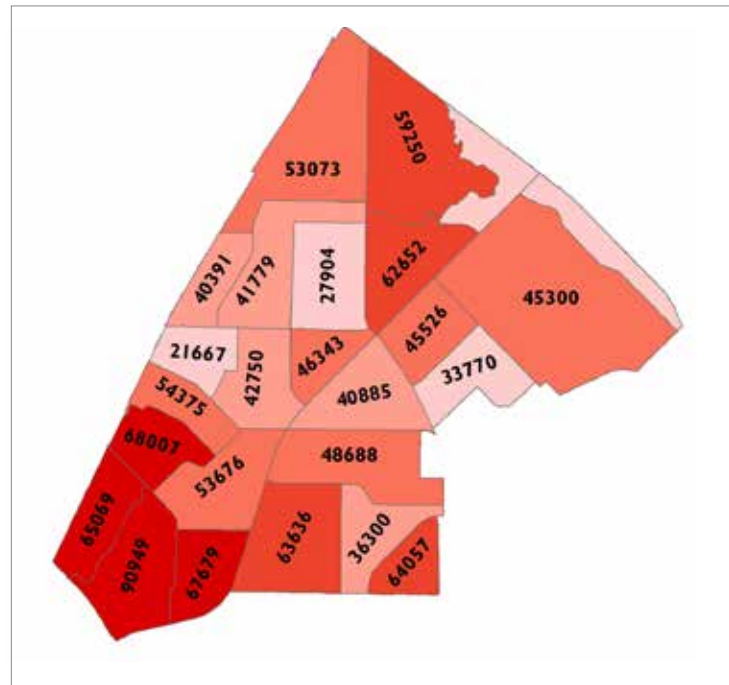
Why the Negative Shift in Income?

The lightly colored pockets to the west, north and east appear to be a result of loss in density as the adjacent maps indicate. This density decrease is likely the result of an aging population.



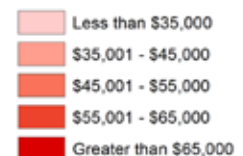
ESTIMATED MEDIAN INCOME 2010

SOURCE:
ACS 5-Year Summary (2006 - 2010)



ESTIMATED MEDIAN INCOME 2013

SOURCE:
ACS 5-Year Summary (2009 - 2013)



Demographic Density 2010

- Dense areas of ethnically diverse low-median income
- Isolated areas of high-density high-income
- Limited purchasing power among high-density mid-low median income blocks
- (strive for clusters of high median-income and lower density)



ESTIMATED MEDIAN INCOME 2010

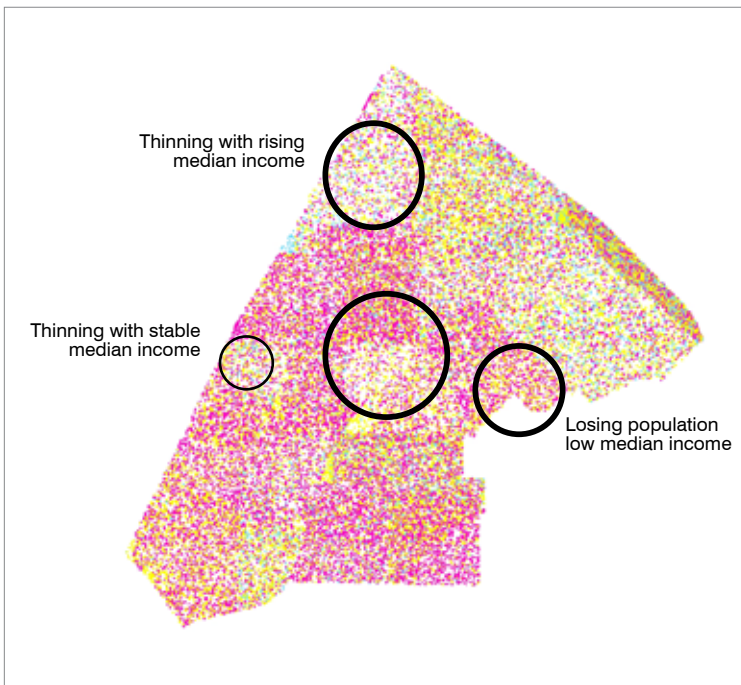
SOURCE:
ACS 5-Year Summary (2006 - 2010)

1 dot = 1 person

- White
- Black
- Hispanic
- //// Main arterials

Demographic Density 2013

- Thinned density while maintaining ethnic diversity
- Isolated clusters of high-median income are relocating
- (time to invest)
- Thinning of density with stable median income = less people offer equivalent purchasing power
- New clusters of high-median income forming and moving upward



ESTIMATED MEDIAN INCOME 2013

SOURCE:
ACS 5-Year Summary (2009 - 2013)

1 dot = 1 person

- White
- Black
- Hispanic

Community Priorities Defined

Development Opportunities

- Quality restaurants & grocery stores
- Diversify options for shopping, dining & entertainment
- Collaborate with retail owners, improve amenities & aesthetics
- Way finding, establish community identity standards
- Vacant Casa View library at great location
- Expand Harry Stone Recreation Center
- Community gathering spaces

Enhanced Mobility & Transportation

- Sidewalk enhancement & repair
- Buffer zones between sidewalk & street
- Pedestrian friendly design
- Bus linkage to Casa View, improve community access
- Bus shelters unique to area
- Street signs more visible, enhanced, & organized
- Close link to the DART light rail
- Better wayfinding
- Too many lanes, unnecessary
- Insufficient lighting is dangerous & unsafe

Beautification

- Improve visual character of Ferguson Road
- Consistency in aesthetics of road & sidewalks
- Gateways, create I-635 & Ferguson/Centerville Entry
- Neighborhood designations along Ferguson Road
- Signs/banners at gateways to Greater Casa View
- Underground power lines
- Keep area free of litter & pollution
- Stricter code compliance for retail and businesses



CONSENSUS GATHERING

Public Meeting #1

October 8, 2013
St. Pius Catholic Church
100 People +/-

Community Priorities Defined

Public Concerns

- Desire for higher end retail to elevate quality of neighborhood
- Desire to reuse old buildings—keeping historic nature of neighborhood
- Reflect current culture & heritage—keeping Casa View unique
- Desire to improve & beautify Casa View Shopping Center
- Need consistent community involvement from all demographics
- Need for a Chamber of Commerce, potentially in former library
- Could community groups benefit from expansion of Harry Stone?
- If feasible, how would removing lanes from Ferguson Road impact traffic?
- If any, what alternate funding exists for dated homes? (Grants?)
- General concern for North region and its need for redevelopment

YOU'RE INVITED
GREATER CASA VIEW AREA PLAN
PUBLIC MEETING

OCTOBER 8, 2013
7 P.M. TO 8 P.M.
ST. PIUS CATHOLIC CHURCH
3030 GUS THOMASSON RD
DALLAS, TEXAS 75228

QUESTIONS? CALL 214.240.3632

The Greater Casa View Alliance in partnership with the City of Dallas will host a public meeting to announce the kick-off of the Greater Casa View Area Plan.

At this meeting you will learn about an important planning effort for the future of this major corridor and surrounding influential areas extending from I-435 to Buckner Boulevard.

**GREATER
CASA
VIEW
ALLIANCE**

CONSENSUS GATHERING

Public Workshop

January 11, 2014
Church of the Resurrection
50 people +/-

Public Concerns:

30%

Casa View Shopping Center

- Establish a “heart” of Casa View
- Offer public space for meetings & gatherings
- Attract all demographics
- Consistent signage
- Overall aesthetically attractive area

23%

Streetscape & Transportation

- Improve walkability
- Offer bicycle access and amenities
- Curtail speeding on Ferguson Road

14%

Harry Stone Recreation Center

- Improve accessibility to site
- Opportunities for exterior & public activities
- Improve visibility

11%

Development Opportunities

- Vacant library
- Revitalize unkempt shopping centers
- Host community development programs
- Address North Creek area

7%

Beautification

- Add more trees along street & parking lots
- Improve lighting
- Add more pedestrian friendly sidewalks

6%

Gateways

- Modernize neighborhood identity

5%

Green Space and Parks

- Dog park
- Playground
- Tennis & basketball courts, soccer field

4%

Miscellaneous

- Work with other shopping centers along Ferguson
- Address vacant library



CONSENSUS GATHERING

Public Meeting #2

January 2014
Bishop Lynch High School
100 People +/-

Community Priorities Defined

Main (Additional) Concerns:

- Need another Public Meeting to get more input
- Distribute an online survey
- Address tenant mix at Casa View Shopping Center
- Form a sign/visual communications committee
- Form a committee to create a Residential Idea Book
- Re-purpose vacant library
- Work with Greater East Dallas Chamber of Commerce
- Raise funds to get vertical signs for 3 main gateways
- Encourage TXDOT & Oncor to build a service road extension
- Beautification on our side of LBJ
- Offer community events at Harry Stone Recreation Center

Public Meeting #3

June 17, 2014
Bryan Adams High School
75 People +/-

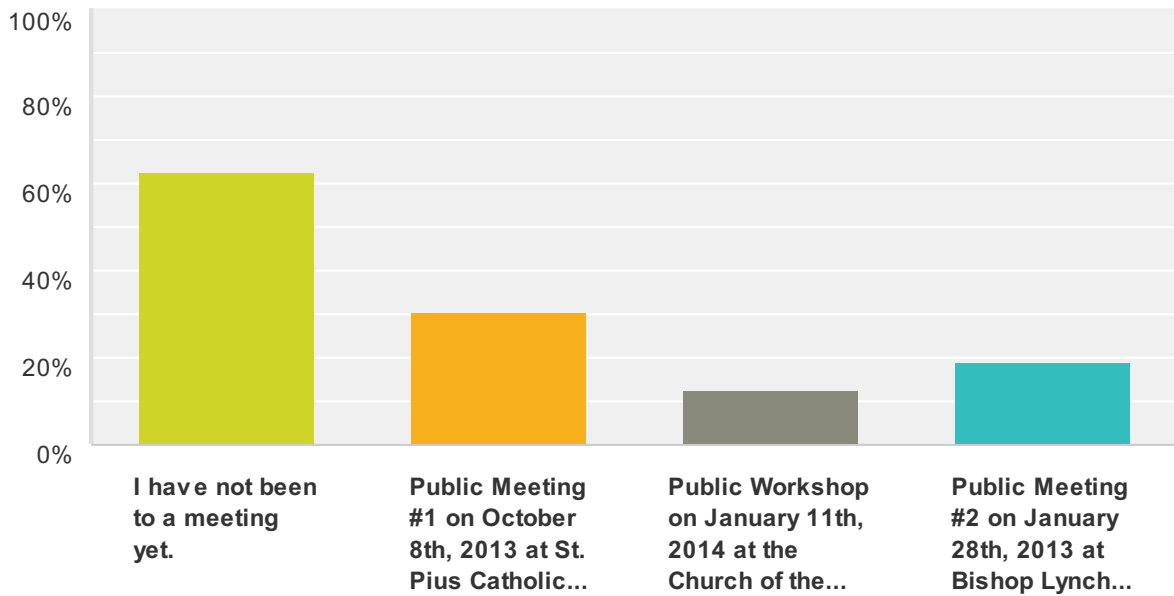
Community Priorities Defined

Main (Additional) Concerns:

- In between Public Meeting #2 and Public Meeting #3 an in-depth survey was conducted. Results attached.
- As the survey asked specific questions regarding priority of concerns, the plan was re-ordered to reflect the areas of greatest concern first.
- Concerns regarding communication and language barriers had been expressed. Several attempts were made to resolve these concerns including: printed flyer distribution, 11x17 flyers posted at local businesses, email blast to previous attendees, neighborhood emails, Facebook posting. All materials were distributed with singular page including Spanish translation in-line with English. Spanish simulcast was provided by Bryan Adams; however, no attendees utilized the headsets.

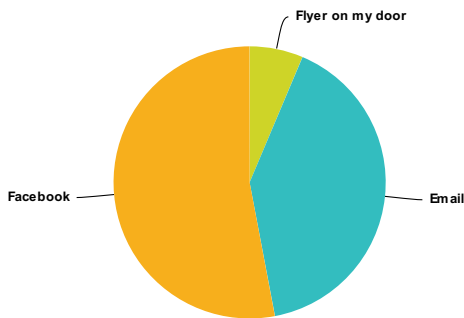
Q1 Please check the meetings you have been able to attend thus far:

Answered: 236 Skipped: 0



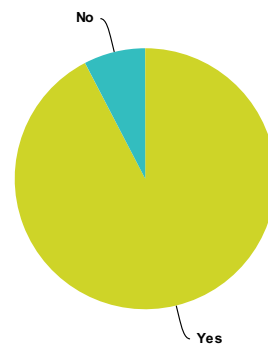
Q2 How did you hear about the meetings?

Answered: 236 Skipped: 0



Q3 Do you live in the zip code 75228?

Answered: 236 Skipped: 0



CONSENSUS GATHERING

Online Survey

Frequent words pulled from survey:

(Not) Safe (47)
 Local (45)
 Clean (42)
 Casa Linda (29)
 Restaurant (26)
 Family (19)
 Beautified (15)
 Parking (15)

Organic/Healthy/Farmer's Market (15)
 Walmart (8)
 Quality (7)
 Bishop Arts District
 Funky
 Vibe
 Flair

NOTE

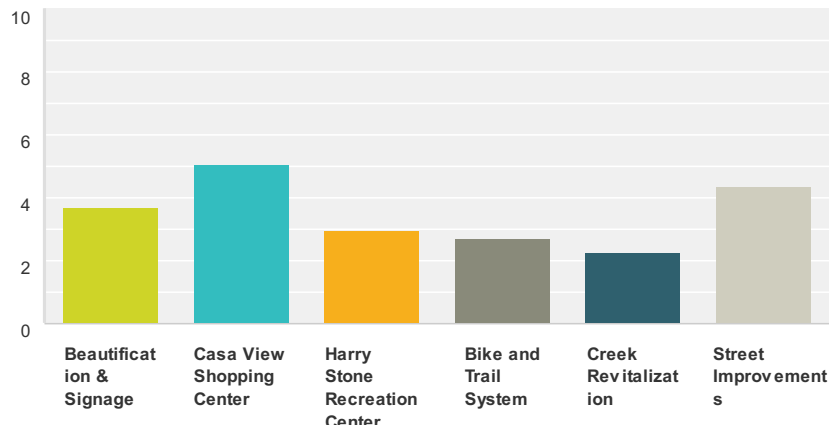
The main focus areas were identified through workshops and public meetings.

Before the final public meeting, we conducted a survey which asked the community to rank their concerns and prioritize focus areas.

Based on those responses, *the GCVA plan is organized according to priority level.*

Q4 Of the following areas addressed, please rank the following areas of concern with 1 being the top area of concern? (Drag and drop the options in the order of preference)

Answered: 236 Skipped: 0



	1	2	3	4	5	6	Total	Average Ranking
Beautification & Signage	8.90% 21	24.58% 58	25.85% 61	20.34% 48	10.59% 25	9.75% 23	236	3.72
Casa View Shopping Center	49.15% 116	28.39% 67	8.90% 21	7.63% 18	2.97% 7	2.97% 7	236	5.04
Harry Stone Recreation Center	5.51% 13	13.14% 31	20.34% 48	16.95% 40	21.61% 51	22.46% 53	236	2.97
Bike and Trail System	5.51% 13	7.20% 17	11.86% 28	23.31% 55	30.08% 71	22.03% 52	236	2.69
Creek Revitalization	3.39% 8	4.24% 10	9.32% 22	19.07% 45	25.42% 60	38.56% 91	236	2.25
Street Improvements	27.54% 65	22.46% 53	23.73% 56	12.71% 30	9.32% 22	4.24% 10	236	4.33



DEVELOPMENT OPPORTUNITIES

Overview

We captured public concerns during our consensus gathering events—distributing surveys, hosting town halls, and later holding public meetings to flesh out the community’s priorities.

With regard to elevating the quality of the neighborhood, **the GCV Area community has identified a lack of access to relevant retail.** Specifically discovered in the Public Workshop, the community identifies the Casa View Shopping Center as a supra-concern separate from other notable neighborhood development opportunities. Ranked as the #1 Top Area

of Concern in the Online Survey, **the Casa View Shopping Center was also the top focus** at the Public Workshop—hoping it might:

- Establish a “heart” of Casa View
- Offer public space for meetings & gatherings
- Attract all demographics
- Consistent signage
- Overall aesthetically attractive area

30%

of concerns offered at the Public Workshop focused on improving Casa View Shopping Center.

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

History

FAST FACTS

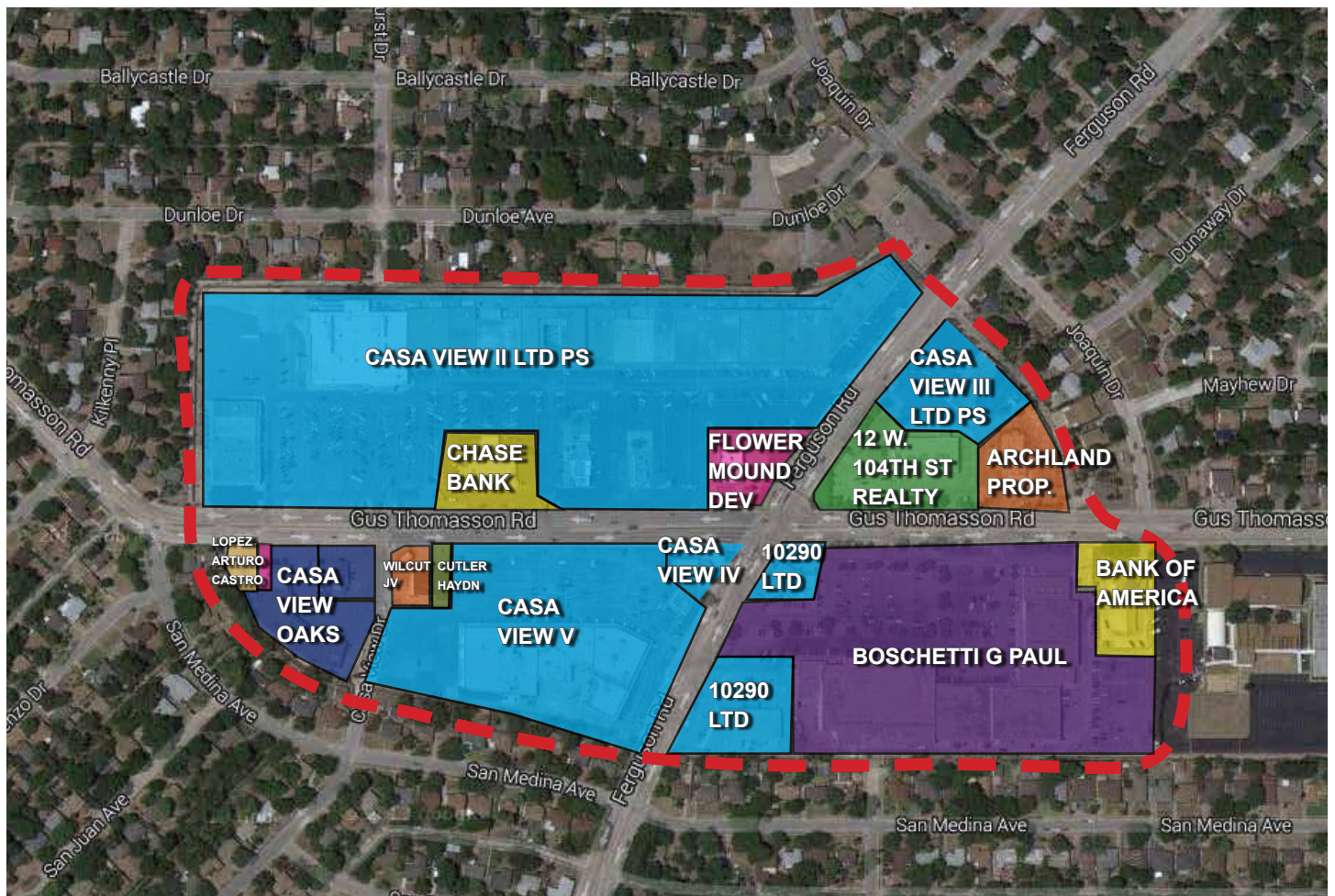
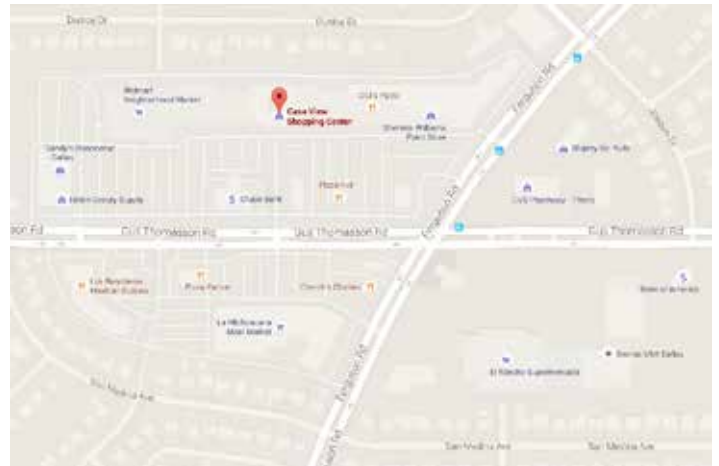
Opened in 1953
Anchored by Sears & J.C. Penney

OTHER RETAILERS

Wyatts Cafeteria, W.T. Grants, Hall's Hobby House, A&P Grocery, Ethel Shipps Ladies Wear, M.E. Moses, C&S Hardware, Fred's Barbecue, Rexall Drug Store, Youngblood's Chicken Restaurant, Skillerns Drug Store.

GENERAL COMMUNITY CONSENSUS

Restore the character and quality of the Shopping Center



Ownership Breakdown



Photo by Phil Huber, 1956
 Texas, Dallas History and Archives Division



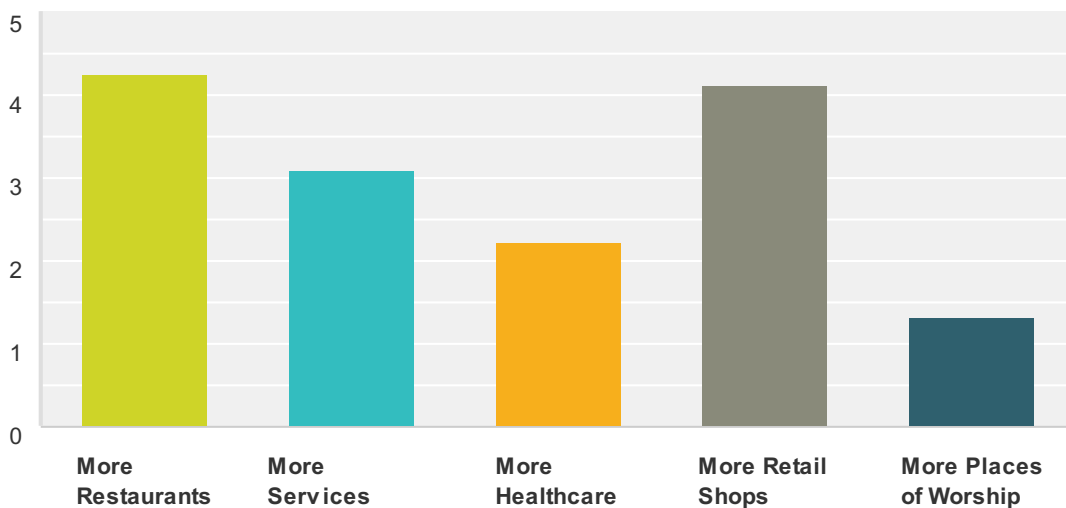
Photo by Phil Huber, 1975
 Texas, Dallas History and Archives Division



Photo courtesy of Dallas Morning News, 1957

Q8 Of the following tenant mix, rank the type of tenants you would prefer to see in the Casa View Shopping Center. (1 being the most desirable) (Drag and drop the options in order of preference)

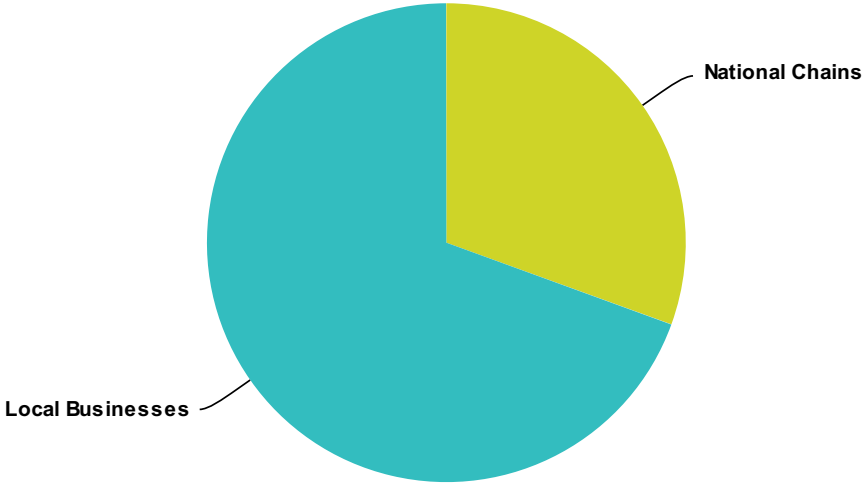
Answered: 236 Skipped: 0



	1	2	3	4	5	Total	Average Ranking
More Restaurants	52.54% 124	28.39% 67	13.56% 32	2.54% 6	2.97% 7	236	4.25
More Services	7.63% 18	15.68% 37	60.59% 143	10.17% 24	5.93% 14	236	3.09
More Healthcare	3.39% 8	7.20% 17	11.86% 28	62.71% 148	14.83% 35	236	2.22
More Retail Shops	36.02% 85	47.88% 113	9.32% 22	5.51% 13	1.27% 3	236	4.12
More Places of Worship	0.42% 1	0.85% 2	4.66% 11	19.07% 45	75.00% 177	236	1.33

Q9 Of the following tenants, what type of tenant would you prefer to see in the Casa View Shopping Center?

Answered: 216 Skipped: 20



Answer Choices	Responses	
National Chains	30.56%	66
Local Businesses	69.44%	150
Total		216

This question was targeted to understand the desires of the local community for the type of businesses they would prefer to see in the Casa View Shopping Center. It is clear from the results that a local flavor is the desired outcome.

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center



Upon looking at the surrounding retail influences, we begin to understand the massive amount of repositioning that is occurring in the retail market in East Dallas. Each of the retail destinations in this map indicate upward growth and transformation that the demographics and other indicators are demanding and warranting in East Dallas. The following pages goes into further detail on each property.

Demographics (2013)

	1- Mile	3- Mile	5- Mile
Population	9,606	123,569	387,423
Daytime Population	3,965	26,952	149,114
Households	4,747	48,820	152,910
Avg HH Income	\$79,545	\$72,549	\$66,744

Traffic Counts (cpd)

N. Buckner Blvd.	71,000
Garland Rd (Hwy 78)	67,000



DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

Precedents: Arboretum Village

Overview

Location NWC Gaston & Garland

Size 100,000 SF

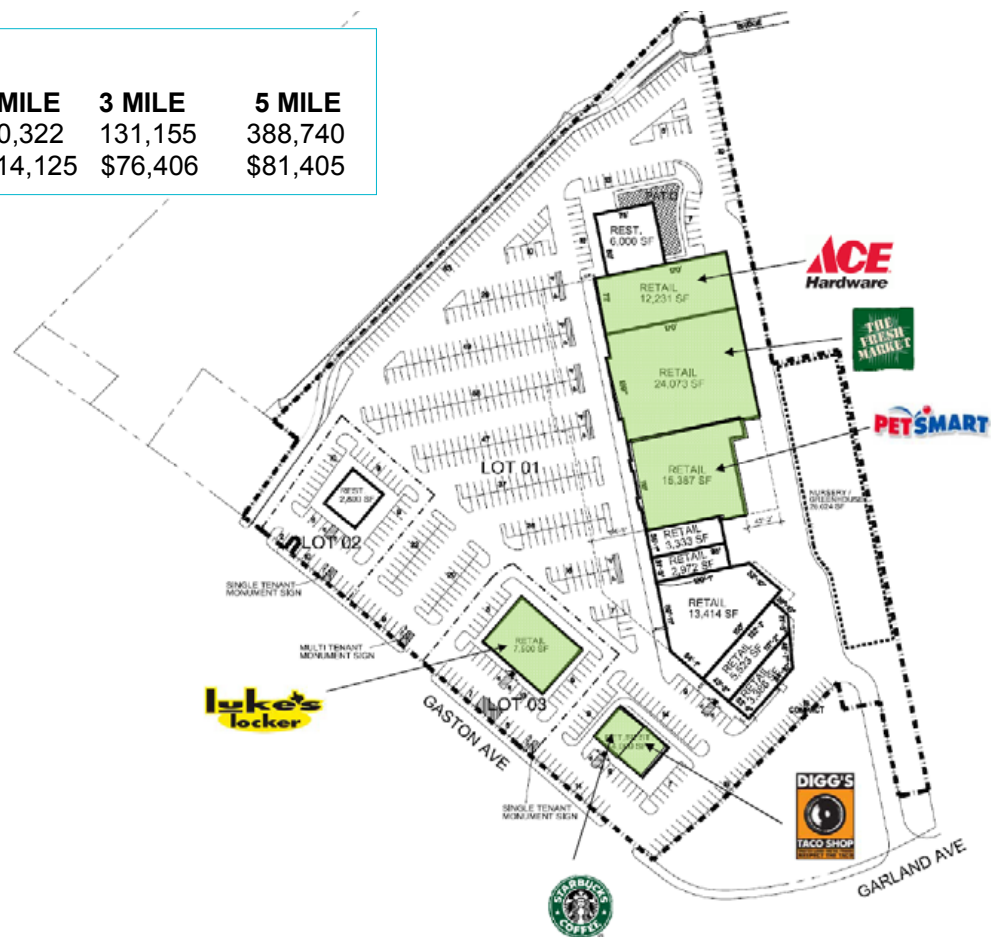
Summary

- Opened October 2014
- Formerly included Bingo Hall and Far West Dance Hall
- Plans include a trail access point
- Received \$1 million City of Dallas grant



DEMOGRAPHICS:

	1 MILE	3 MILE	5 MILE
2013 Est Population	10,322	131,155	388,740
2013 Avg HH Income	\$114,125	\$76,406	\$81,405



Overview

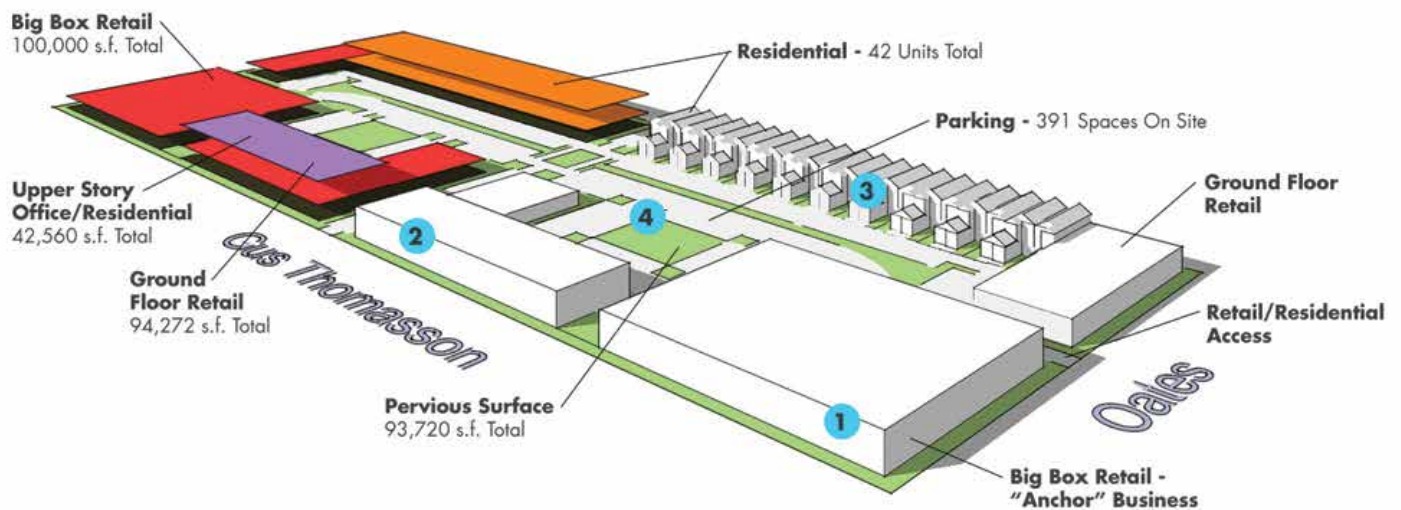
Location Gus Thomasson & Oates (16 Acres)

Size (Vertical) 367,500 SF

Size (Horizontal) 274,836 SF

Summary

- Groundcover/Landscape
- Bicycle Lane
- Two Traffic Signals
- Benches
- Banner Light Posts
- Bicycle Racks
- Waste Receptacles



Survey Results

What is your overall vision for the Casa View area?

In a question about the overall vision for Casa View that was not specifically directed at the Shopping Center, 96 of 236 responded with specific **negative feedback regarding the Shopping Center.**

Themes in written comments

- Un-clean (un-kempt)
- Un-safe
- Lack of landscaping
- Needs better stores (recurring comments regarding Walmart)
- No quality restaurants
- Too many parking spots

Desires

- Locally-Owned Businesses
- Quality Dine-In Family Restaurants
- A Downtown Casa View (a place to hang out)
- To Be More Like Casa Linda
- Better Quality Grocer

Issues

- Loan Stores
- Pawn Shops
- Tire Stores
- Thrift/Resale Shops
- Dollar/Discount Stores
- Smoke Shops
- Tatoon Parlors
- Adult Stores



“Upscale businesses and speciality shops.”

“...beauty and respect...”

“I want to see the neighborhood become a success and a good place to raise a family.”

“I would like for it to be a destination spot...”

“A place where neighbors come together.”

“..where people took pride and it showed.”

“Would love to this to be a walkable, pedestrian friendly venue.”

“...more of a local flavor.”

“A safe, clean, destination where most daily needs of singles and families can be met. I would love to be able to economically be able to meet all of my household and personal needs within walking distance of my home.”

DEVELOPMENT OPPORTUNITIES
Casa View Shopping Center

Existing Conditions



Phased Plan



Phasing the Vision for Casa View Shopping Center

Architectural Integrity + Road Diets

After populating the input from the community, we started to analyze the area to develop solutions for the most prevalent concerns. We broke the plan into three segmented phases. Phase 1 includes improvements for the City to make. Phase 2 includes improvements for the Owner to consider. Phase 3 will include additional property changes and alterations that might add value to the owner in the future and create more leasable area.

Focusing on Phase 2 (the north end of the shopping center) will have the greatest impact on the overall health of the shopping center as it has the most iconic entrance and the majority of the leasable area and highest rents. Additionally, it is the portion of the property with the most amount of historic architectural integrity and as a result will likely make the most amount of impact upon its restoration.

Examples at Highland Park Village, Lakewood Shopping Center and Bishop Arts District tell us that properties with historic value are likely to experience a greater benefit from restoration than a property originally built in the 1980's, for instance, with little architectural significance.

It should also be noted that these aforementioned precedents also have fewer traffic lanes leading into their developments. Each of these properties have less than four lanes of traffic which impacts the property in a positive way. We will look at a decrease in the number of lanes on both Gus Thomasson and Ferguson within this study; however, the economic vitality of the shopping center would be greatly affected by a road diet. Slower cars and fewer lanes equal greater safety and walkability. The walkability of a shopping center directly impacts its viability. Additionally, slower cars equal higher visibility for retail tenants.

NCTCOG Road Diet & Lane Reduction

http://www.nctcog.org/trans/sustdev/bikeped/workshops/documents/6_DPS201_RoadDiets.pdf

Economic Effects of Traffic Calming on Urban Small Businesses, San Francisco State University, 2003

<http://www.sfbike.org/download/bikeplan/bikelanes.pdf>

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

Phase 1



Phase 1 Recommendations to City:

1. Traffic & Feasibility Study to add lighting and improved hardscaping to new intersection
2. Closure of existing entrance into Walmart parking lot due to safety considerations
3. Landscaping throughout medians and curbs for beautification



BISHOP ARTS DISTRICT

Gus Thomasson Road Diet



Gus Thomasson is a two-lane road entering into Casa View. At the intersection it opens to three lanes and then closes back down to two. By reducing the lanes at the intersection, we are able to capture some much needed greenspace and to calm traffic speeds making it a safer and more walkable environment.



WIDEN MEDIANS AND ADD LANDSCAPING THROUGHOUT MEDIAN



WIDEN MEDIANS AND ADD LANDSCAPING THROUGHOUT MEDIAN

REMOVE OLD WORN OUT UTILITY STUMPS

CREATE PEDESTRIAN ZONE: REDUCE LANES FROM THREE TO TWO LANES AND WIDEN CURB.

ADD LANDSCAPING, TREES AND SIDEWALK

ABOUT A DOZEN UTILITY STUMPS EXIST THROUGHOUT THE MEDIANS CURRENTLY.

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

Phase 2



Phase 2

Recommendations to The Owner:

1. Re-route and re-stripe parking lot from angled parking to straight-in parking
2. Addition of green curbs and medians
3. Addition of arrows for enhanced wayfinding
4. Addition of entry monument signage to median
5. Create main iconic entrance on center with main Shopping Center entrance

Potential for a New Iconic Entrance

ENHANCE SIGNAGE & MAKE LARGER

CREATE ROW OF LANDSCAPING AND TREES TO INSTILL A SENSE OF ARRIVAL



ADD LIGHTED ENTRANCE THAT CONNECTS THE SOUTHSIDE TO THE NORTHSIDE.

INCLUDE ENTRY MONUMENT SIGNAGE

The current entrance to the Shopping Center is on center with the Wal-Mart. It is unstriped and unsafe creating congestion and confusion on a daily basis. We recommend removing this main entrance and relocating the entrance to be on center with the iconic entrance to the shopping center.

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

Phase 3



Phase 3

Suggestion to The Owner:

1. Closure of Casa View Drive into shopping center to create a safer traffic calming solution.
2. Removal of out-parcel allows for more parking at the entrance and a new addition to the existing building.

Casa View Drive previously ran through the shopping center. One suggestion to the owner is to consider pursuing another street closure at Casa View Drive and San Medina on the southside of the center in order to gain more real estate and parking.





Additional Recommendations to the Property Owner:

Creating a Brand:

- Consistent, larger and time-appropriate/authentic signage
- Improved and deliberate tenant mix that matches the needs of the community
- Increase restaurant tenants with quality dining that includes outdoor dining opportunities
- Increase opportunities for public events on site (i.e. farmers market, food truck fair, etc.)

Amentities Package:

- Upgraded Lighting
- Planters & Landscaping
- Benches
- Bike Racks/Storage
- Water Features/Art Installations
- Trash/Recycling Upgrades

Maintenance:

- Cleaning Sidewalks of trash and gum residue
- Trash Pick-up & Walmart Cart Mgmt
- Tenant criteria and enforcement
- Paint-up, Fix-up

DEVELOPMENT OPPORTUNITIES

Casa View Library

Repurposing Old Buildings to Maintain Neighborhood Cohesion

Located at the midpoint between two larger libraries that opened to serve a greater swath of population, the Casa View Library closed and has no plans to reopen.

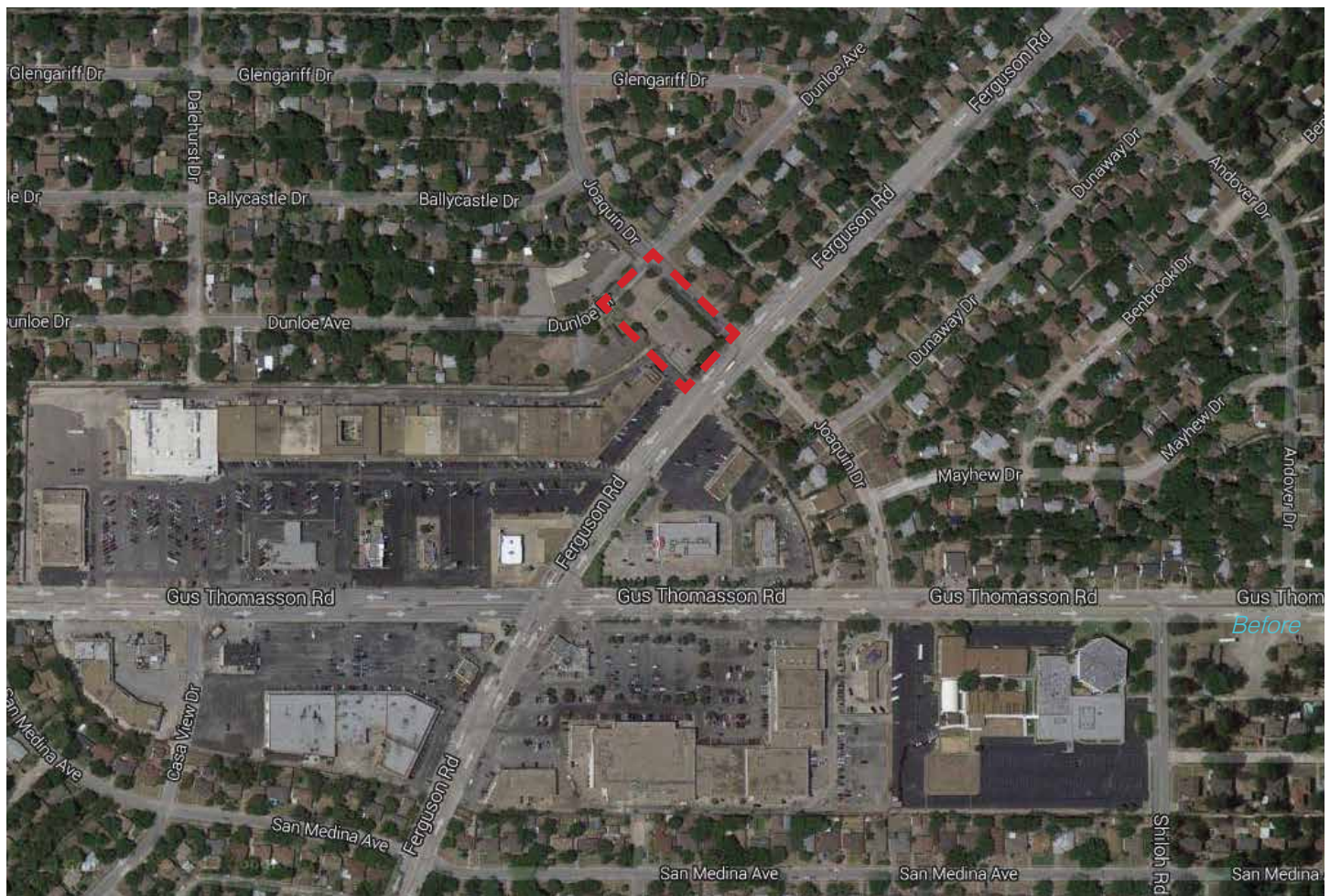
Today, it's privately owned and remains a vacant property in need of redevelopment.

Its only limitation is the access to parking availability.

GCVA is working with owner to place deed restrictions on property and influence the future use.

We've considered other uses that could benefit the surrounding community:

- Emergency Care
- Veterinary Clinic
- DPD Police Substation



DEVELOPMENT OPPORTUNITIES

Shopping Center Association Committee

Establishing a Committee and Helping to Create an Identity

To establish a community identity for the GCV Area will require a body of volunteers, each of whom will represent a small subsection of the GCV Area. This group will steer conversations and implementations of standards in partnership with local retail owners. Their premier objective will be to unify the aesthetic of the neighborhood.

Specifically, this committee will work with property owners to regulate appearances, fixtures and signage to create identity throughout Casa View area.

Some potential areas of focus:

- Eliminate Temporary Signs
- Install and Maintain Landscapes
- Eliminate Excess or Disruptive Signage on Glass
- Investigate different partnerships to accomplish tasks (Local neighborhood and City of Dallas)

Randy Twist Project



Before



After

Shops at Old Denton



Before



After

DEVELOPMENT OPPORTUNITIES

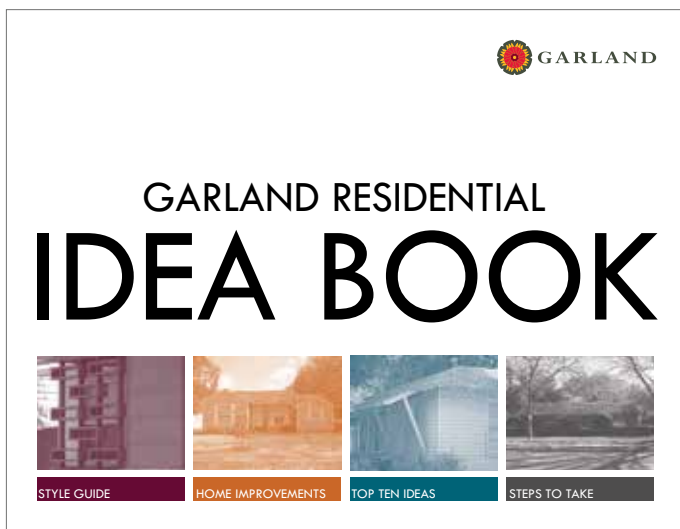
Home Improvement Committee

Helping Homeowners and Tenants Improve Housing Quality

Establish a Home Improvement Committee to develop guidelines, suggestions, and ideas for neighborhood upgrading and maintaining.

City of Garland has developed an idea book specifically for all of the home owners for suggestions and guidelines on how to improve their residence.

The GCV Area is primarily residential and would benefit greatly from a standard for improvement, and a group of people to whom neighbors could reach out to for help locating resources.



The cover features the Garland logo at the top right. The main title is "GARLAND RESIDENTIAL IDEA BOOK" in large, bold, black letters. Below the title are four small images representing different sections: "STYLE GUIDE", "HOME IMPROVEMENTS", "TOP TEN IDEAS", and "STEPS TO TAKE".



MINIMAL TRADITIONAL STYLE

STYLE CHARACTERISTICS

- 1 Attached single-car garage.
- 2 Low sloped roof with shallow overhang.
- 3 One picture window in front.
- 4 Minimal or no front porch/entry with no interruption of the roof line at the entry.
- 5 Wood siding, often with multiple siding types or in combination with wood shingles or a small amount of brick. This example has been covered with aluminum siding, which was only available in white. There have been so many of these homes covered in aluminum siding that people now associate the point with this style. In fact, the original wood may have been painted in two or more colors.

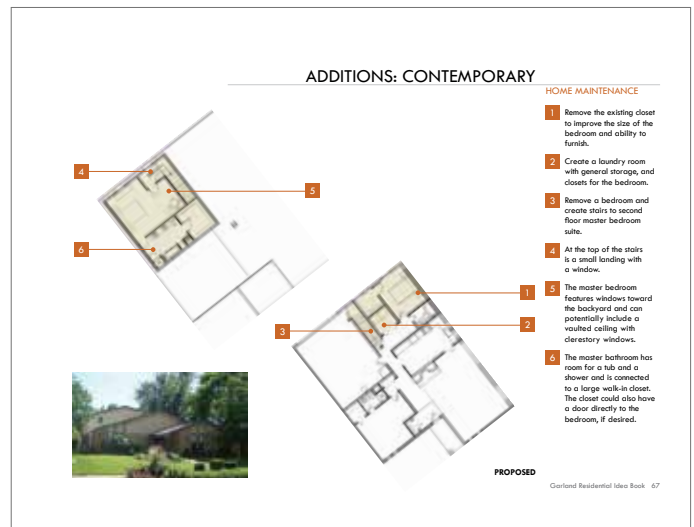
The Minimal Traditional style was produced in response to federal government-insured mortgage policies intended to supply WWII veterans with new affordable housing. These homes were around 1,000 square feet in size. The earliest homes came without attached garages but soon the attached garage debuted. With the attached garage came other characteristics of the early Ranch style including a picture window and a shallow sloped roof with deeper overhangs. The example above has been covered with aluminum siding, a common way to improve these homes in the 1960s and 1970s. The original home most likely included two types of wood siding, color, wood windows and possibly, exposed roof rafters. Variations include a combination of brick and wood siding and all-brick homes. This style of home was built from 1945 through the 1950s.



CURB APPEAL: DO'S AND DON'TS

HOME IMPROVEMENTS

- 1 Avoid the use of white or black sunscreens that completely isolate the interior of your house from the neighborhood.
- 2 Avoid the use of bright or bold colors like lime green.
- 3 **DO** combine appropriately scaled yard elements and **DO** keep the landscape neat and interesting.
- 4 Avoid being the only house on the block to use xeriscaping, unless you do it in moderation.
- 5 **DO** coordinate the colors of your house and landscape.
- 6 Avoid putting a fence in your front yard.



ADDITIONS: CONTEMPORARY

HOME MAINTENANCE

- 1 Remove the existing closet to improve the size of the bedroom and ability to furnish.
- 2 Create a laundry room with general storage, and closets for the bedroom.
- 3 Remove a bedroom and create stairs to second floor master bedroom suite.
- 4 At the top of the stairs is a small landing with a window.
- 5 The master bedroom features windows toward the backyard and can potentially include a vaulted ceiling with clerestory windows.
- 6 The master bathroom has room for a tub and a shower and is connected to a large walk-in closet. The closet could also have a door directly to the bedroom, if desired.

PROPOSED



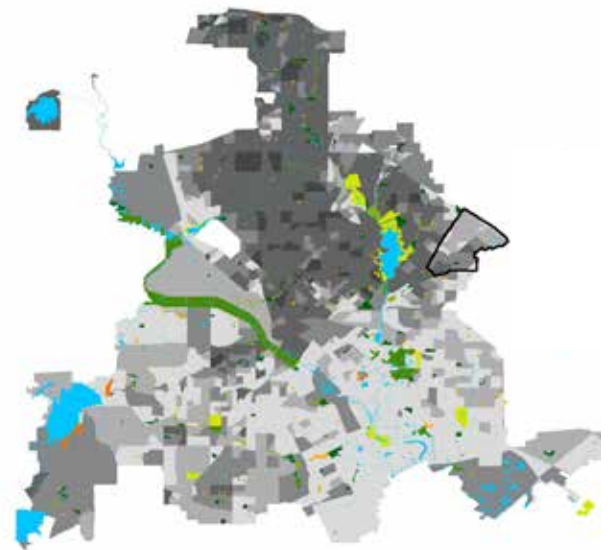
STREETScape & GREENSPACE

Using College-Educated Residents as a Metric for Planning

Distribution of college-educated residents is a known metric for determining the likelihood of whether or not a neighborhood is revitalizing (or established.)

We look at the distribution of college-educated residents in Dallas to see the overall trends, and how the GCV Area compares to Dallas at large.

It's also a good determinant of age group and median-income, as these three attributes are highly correlated. In the GCV Area, we see a combination of all college-educated densities, with a skew toward 10%-50% of each block having a college education.



CITY OF DALLAS
DISTRIBUTION OF POPULATION,
COLLEGE-EDUCATED

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



STREETSCAPE & GREENSPACE

Hike or Bike

Use Greenspace to Attract & Retain Middle Class

A priority outlined in outlined in **Neighborhood Plus:**

“...investments in neighborhood improvements and public amenities will translate into enhanced livability, as well as stable and appreciating home values...”

Part of this effort suggests using this metric:

Aim to attract a higher % of people to live within a 1/4 mile of amenities that support healthy living

Pictured right, we compare the distribution of GCV Area greenspace and the distribution of college-educated population density by block. We look at the distribution of park space and block density of college graduates (of the population that's 25 yrs. or older) to show the relationship between the two variables.

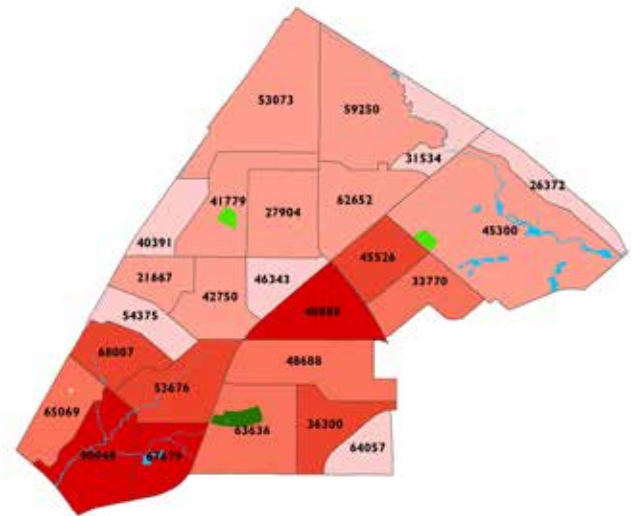
From a citywide perspective, clusters of high-density blocks of college-educated residents tend to increase as proximity to greenspace increases.

College-Educated Residents & Attraction to Greenspace

Ultimately, the Neighborhood Plus objective seeks to offer more healthy-lifestyle amenities to the general community, and the GCV Area community conforms closely to this mindset. Simultaneously, we hope to offer more greenspace, and also we hope to grow a healthy population to further revitalize and sustain our community.

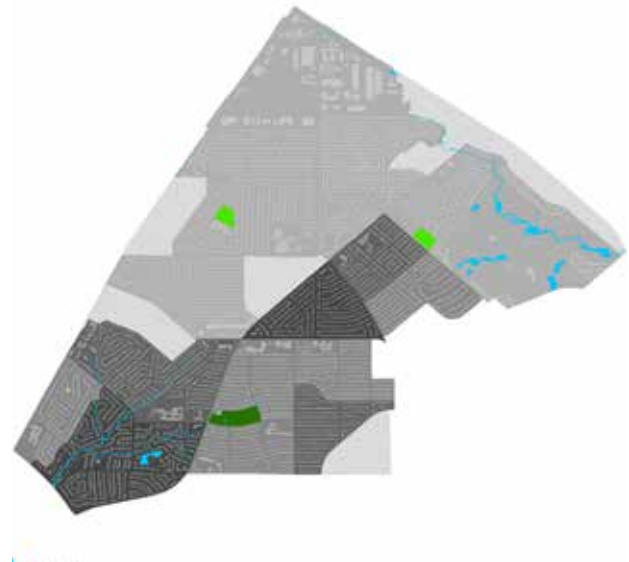
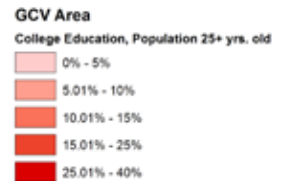
From our exploration, we deduce that college-educated residents (25 years or older) are attracted to communities with central greenspace.

As such, we use the relationship between college-educated block density, which intrinsically captures the percent of housing within 1/4 mile to amenities that support healthy living.



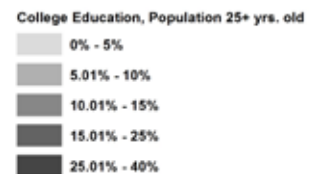
**GCV AREA
DISTRIBUTION OF
POPULATION & MEDIAN INCOME,
COLLEGE-EDUCATED**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



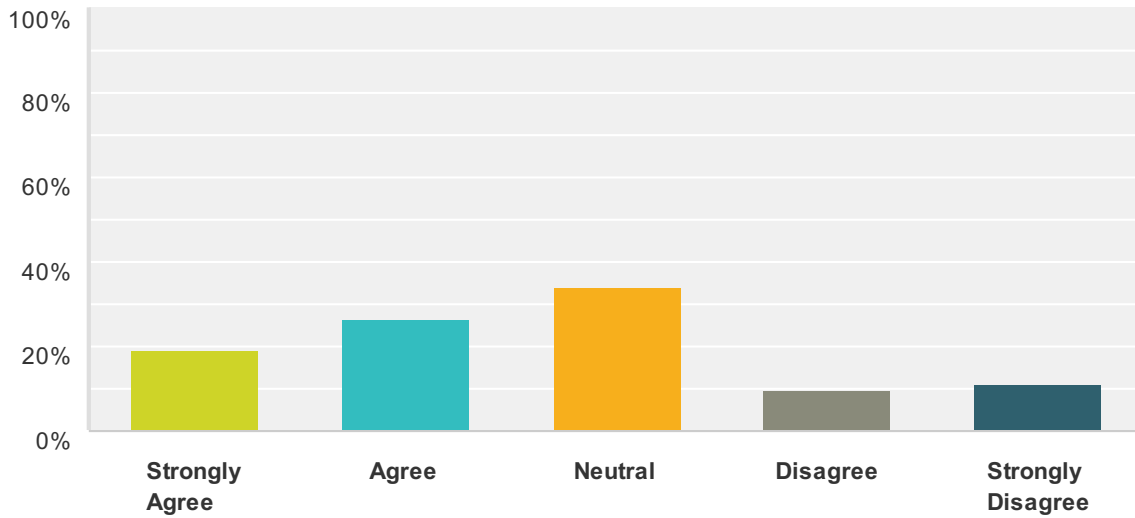
**GCV AREA
DISTRIBUTION OF POPULATION,
COLLEGE-EDUCATED**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



Q5 How do you feel about the vision to add a shared bus/bike lane on Ferguson Road?

Answered: 236 Skipped: 0



Written Comments

Comments indicated mild concern with safety of a shared lane for cyclists on Ferguson Road.

Components of a Safe Pedestrian Zone

- Wide, continuous, handicap-accessible sidewalks
- Intersection paving that manages stormwater
- Trees & greenscape
- Street furniture
- Bicycle Racks
- Improved bus shelters
- Trash receptacles
- Bollards
- Street art
- Pedestrian Lighting
- Wayfinding



Components that affect Traffic Calming (primarily along Ferguson Road)

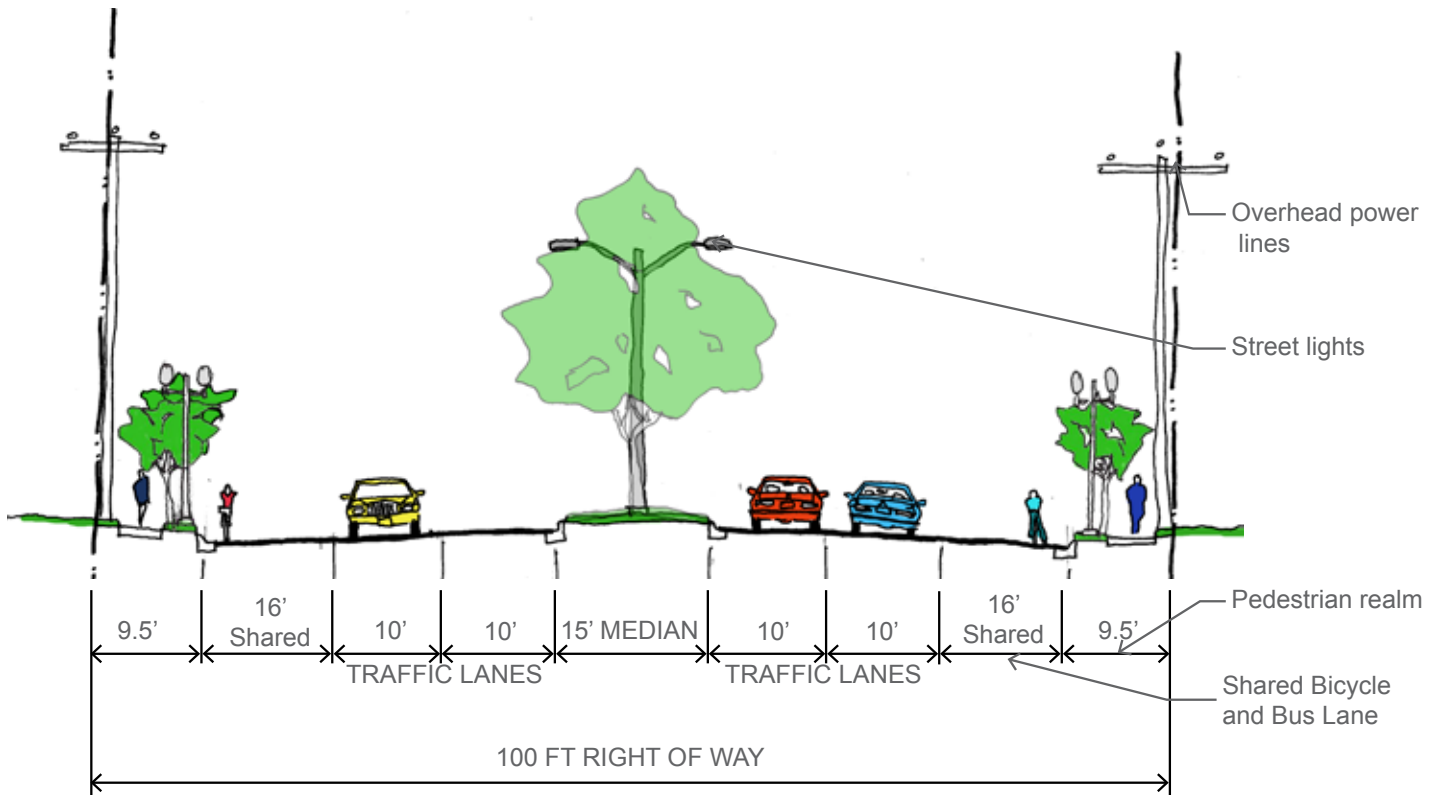
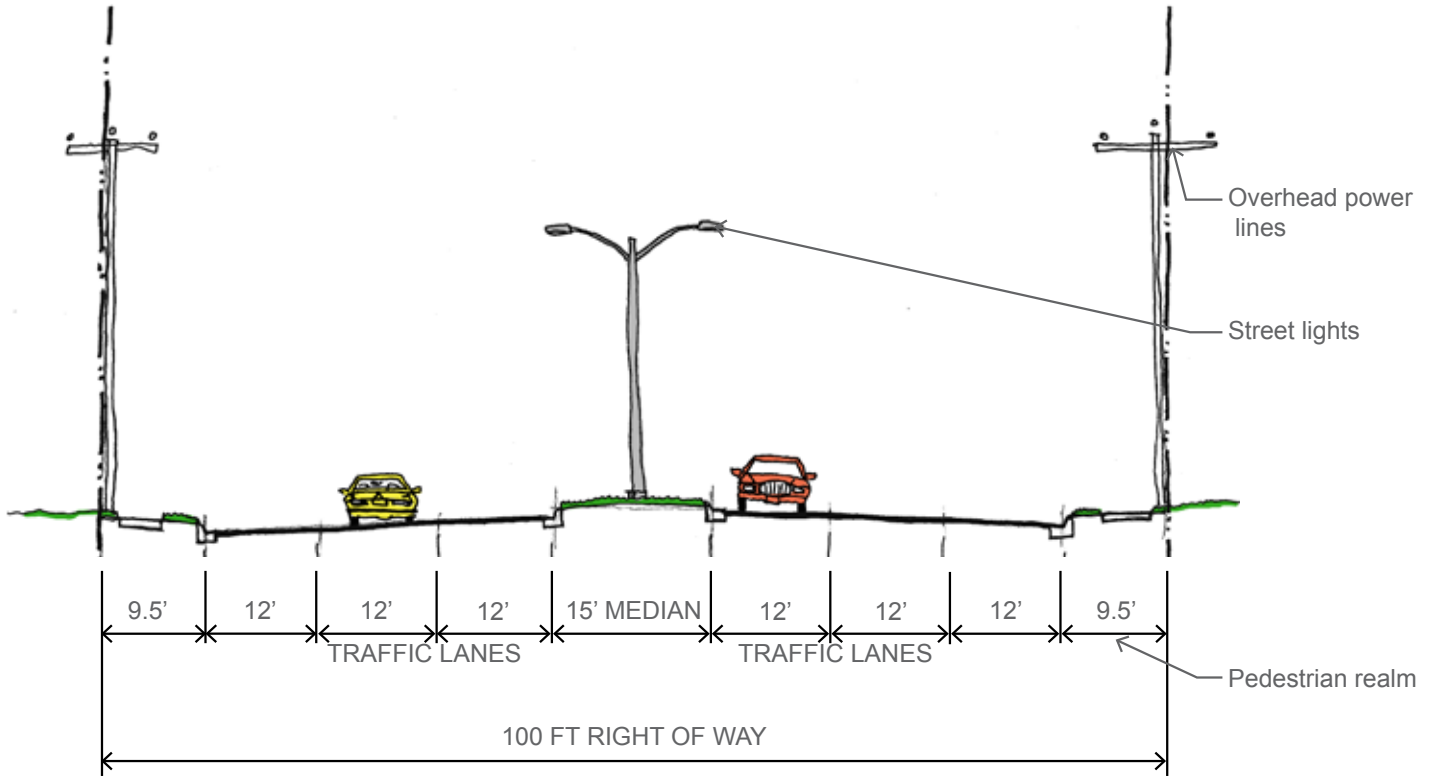
- Street trees & greenscape space
- Improved center medians/islands
- Shared bike lane
- On-street parking
- Special paving treatments at intersections
- Street lighting
- Speed tables*

**Speed tables are raised pavement areas that are placed at midblock locations to reduce vehicle speeds. They are gentler than speed bumps (which are not recommended for public streets) and have been shown to effectively reduce 85th percentile speeds by 13-15 mph.*



STREETSCAPE & GREENSPACE

Hike or Bike



Existing Streetscape (Joaquin & Ferguson Rd)



Potential Shared Bike Lanes & Enhanced Medians/Curbs (Joaquin & Ferguson Rd)



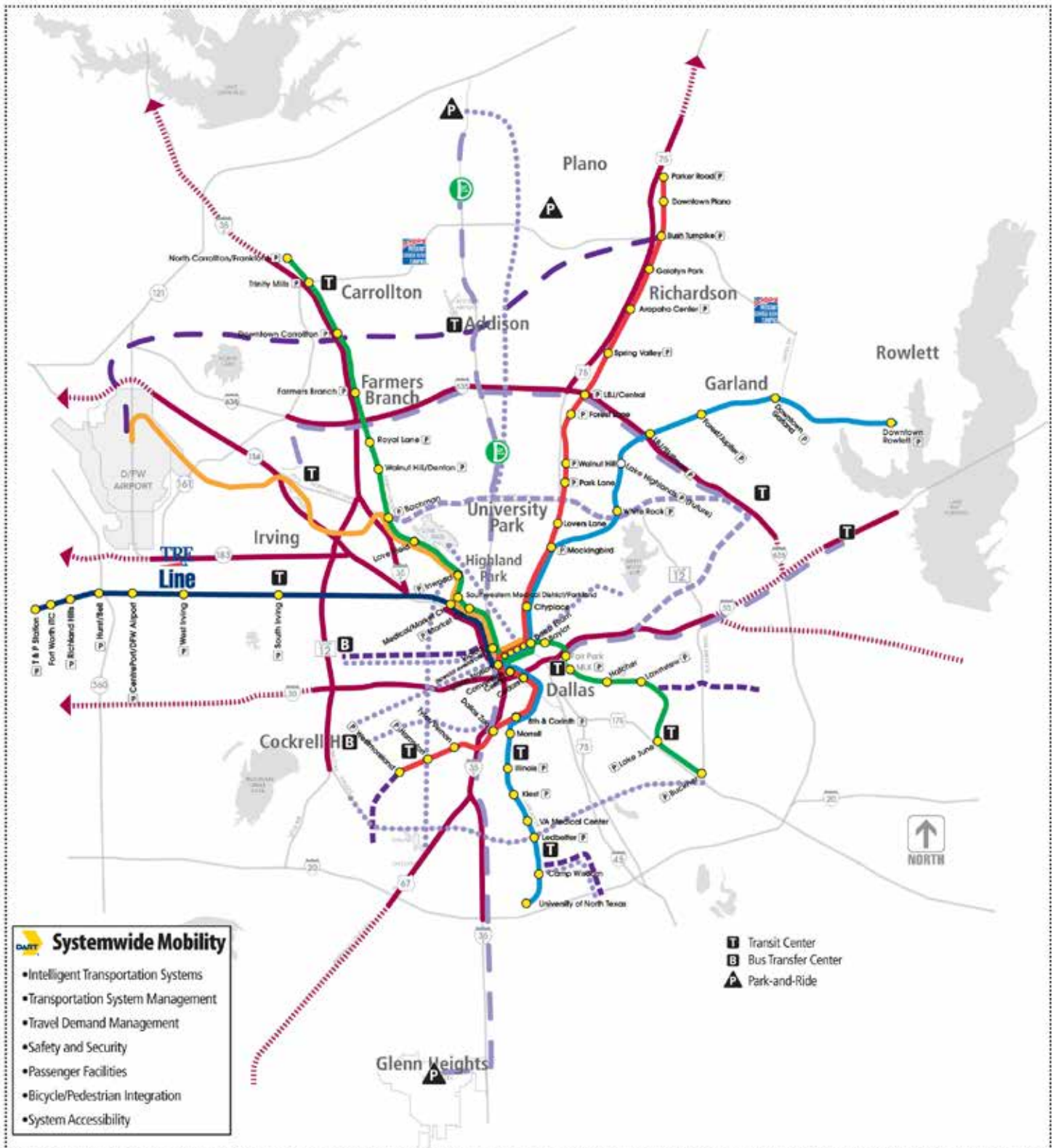
Proposed Changes Might Include:

The 2030 DART Plan (pictured on the next page) envisions a Rapid Bus lane down Ferguson Road (pictured above.) As such, we propose a dedicated Bus & Bike shared lane.

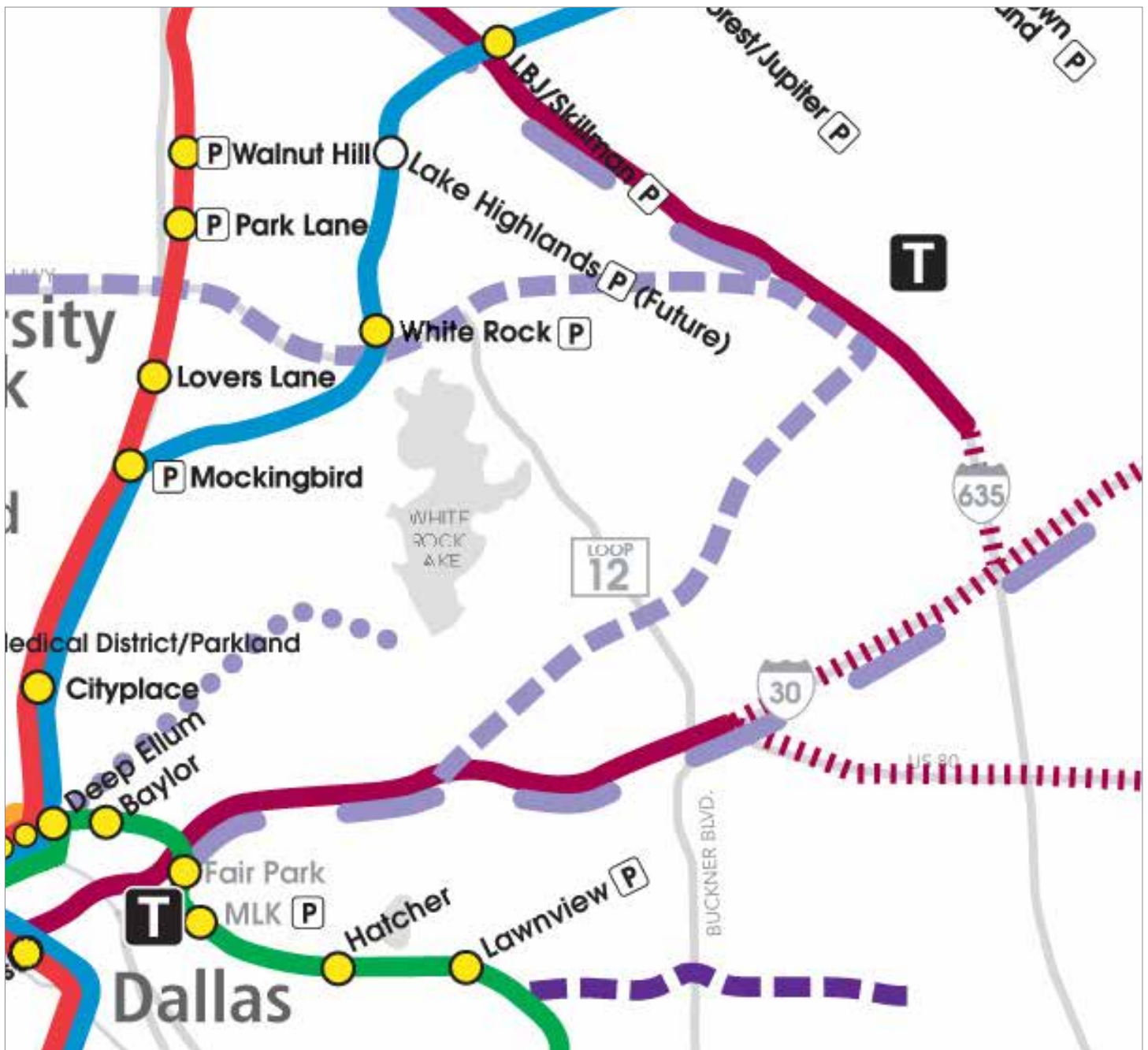
- Add a Shared Bicycle Lane (not currently on Dallas Bike Plan)
- Add Trees & Landscaping (consulting with Texas Trees Foundation)
- Improve Hardscaping
- Widen Sidewalks
- Connect to Trail System

STREETSCAPE & GREENSPACE

Hike or Bike



Greater Casa View Area
 DART System Plan, 2030



- Light Rail Blue Line & Station (Existing)
- Light Rail Red Line & Station (Existing)
- Trinity Railway Express **TRE** Commuter Rail & Station (Existing)
- Light Rail Orange Line & Station (Committed)
- Light Rail Green Line & Station (Committed)

2030 Rail

- Express Rail
- Rapid Rail

2030 Bus

- Express Bus
- Enhanced Bus
- Rapid Bus

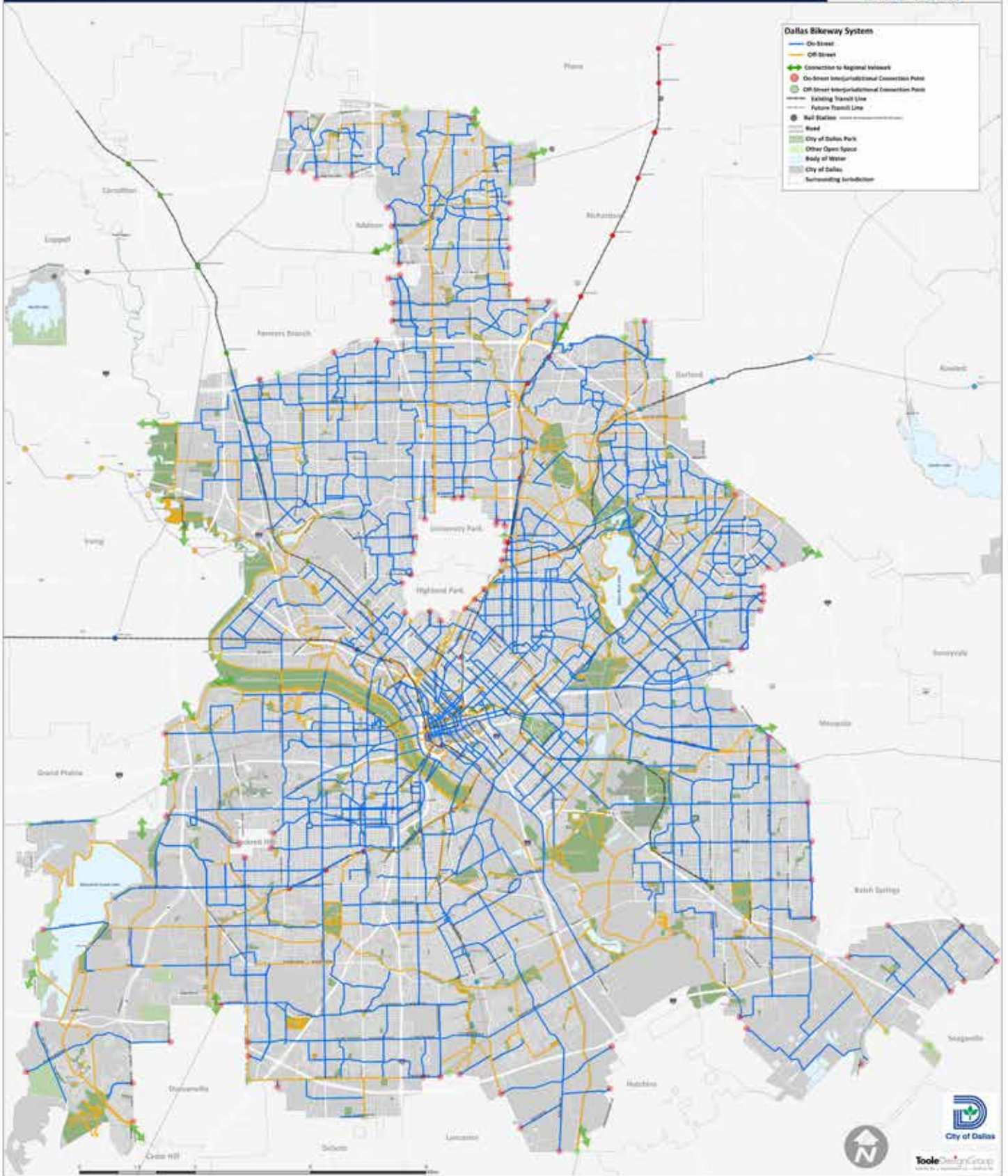
2030 Managed HOV Lanes

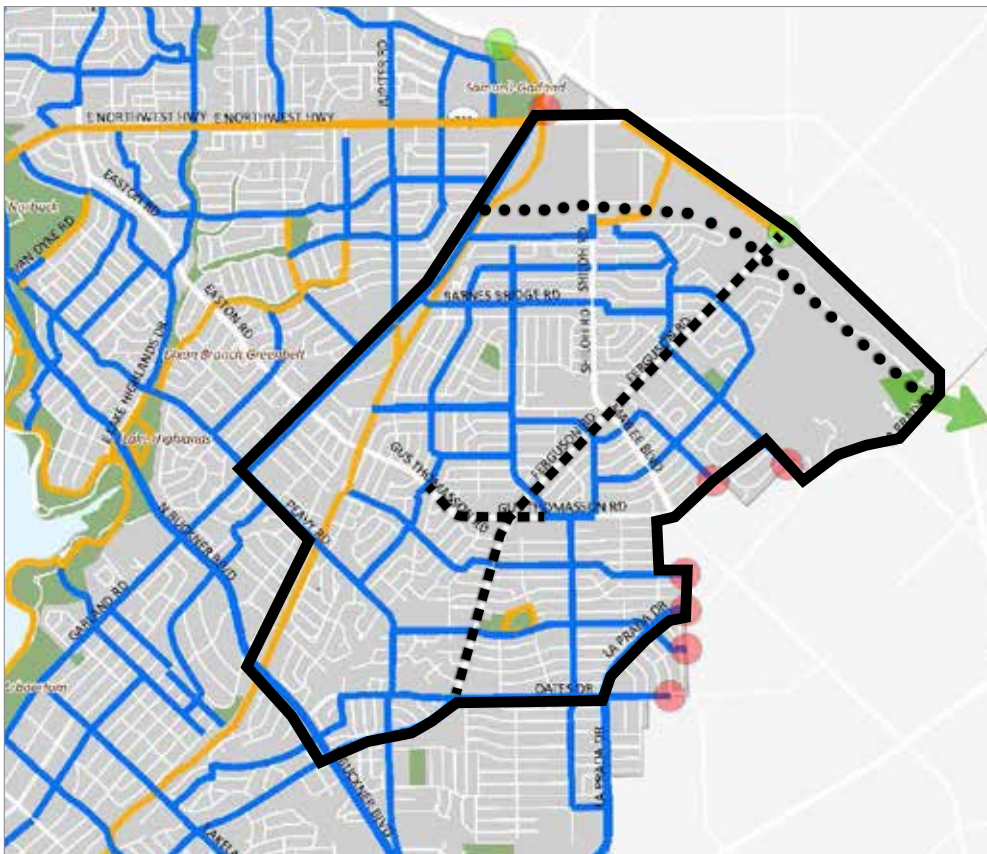
- DART Participation
- No DART Participation

2030 Paratransit (service provided systemwide)

2030 Systemwide Mobility

Dallas Bikeway System: Overall Network





Dallas Bike Plan Legend

- On-Street
- Off-Street
- Connection to Regional Veloweb
- On-Street Interjurisdictional Connection Point
- Off-Street Interjurisdictional Connection Point
- Existing Transit Line
- Future Transit Line
- Rail Station (Symbol corresponds to transit line color)
- Road
- City of Dallas Park
- Other Open Space
- Body of Water
- City of Dallas
- Surrounding Jurisdiction

GCVA Recommended Additions

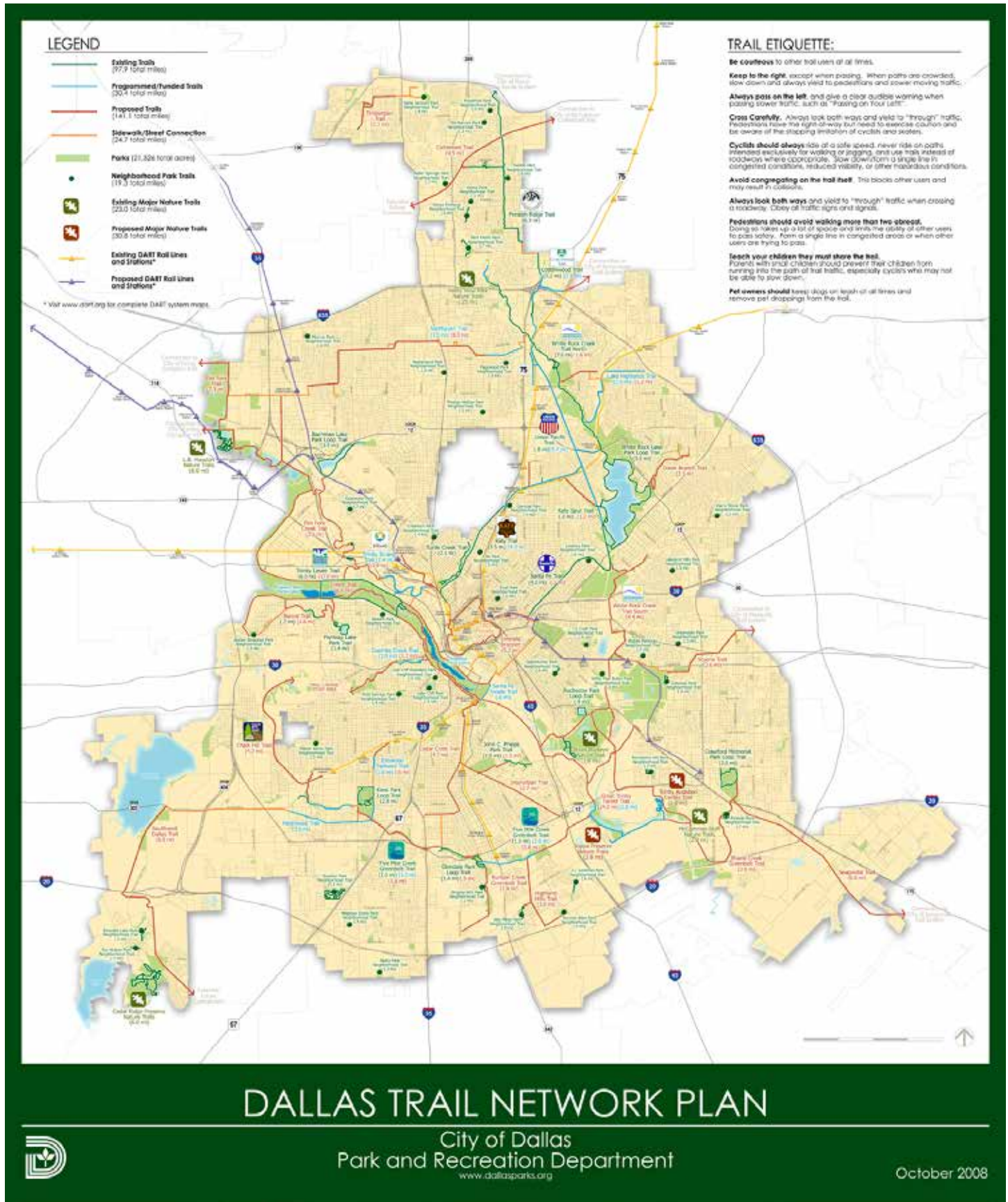
- Proposed On-Street bicycle lane
**until 2030 implementation*
- ● ● Proposed Off-Street connected trail
- GCV Area Boundary

Greater Casa View Area Recommended Bike Trail Additions

The proposed on-street bike lanes currently extend from 30 to Buckner. This plan proposes that on-street bike lanes continue to 635.

STREETSCAPE & GREENSPACE

Hike or Bike





Greater Casa View Area Recommended Trail Additions

The opinion of the community appears to involve great concern over lack of greenspace and trail connectivity. Regarding trails, this plan has investigated multiple ways to plug into the existing Dallas Trail Network Plan, and believes the most innovative and creative way to cultivate a trail extension is on an existing rail line called the Santa Fe Railroad. Portions of the rail have decommissioned and converted into the Santa Fe Trail at the southern end; however, we would encourage an extensive investigation of continuing the trail along the active rail line. The Rails-to-Trails Conservancy has a division called Rails-with-Trails that has researched more than 88 Rails-with-Trail systems in the country. The Cotton Belt Trail in Grapevine is a great precedent of a Rails-with-Trails project. On the following pages, you will find portions of the study that pertain to safety and security issues.

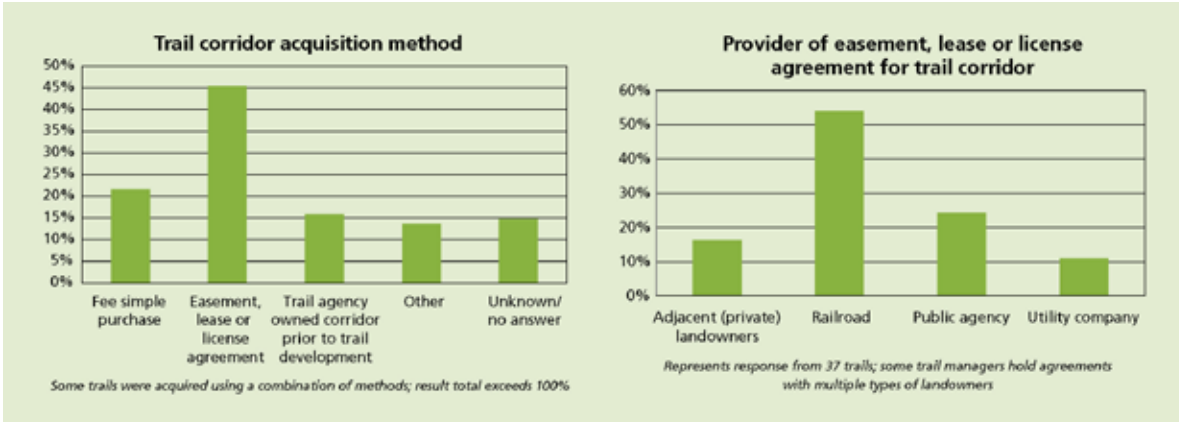
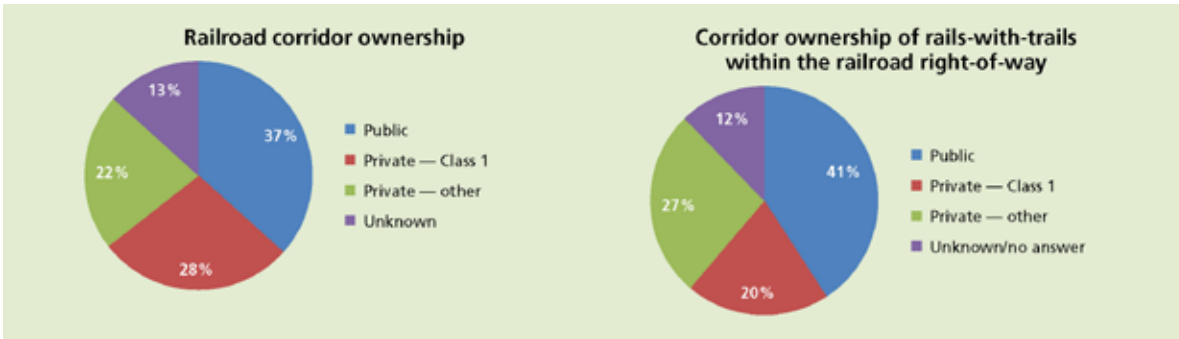
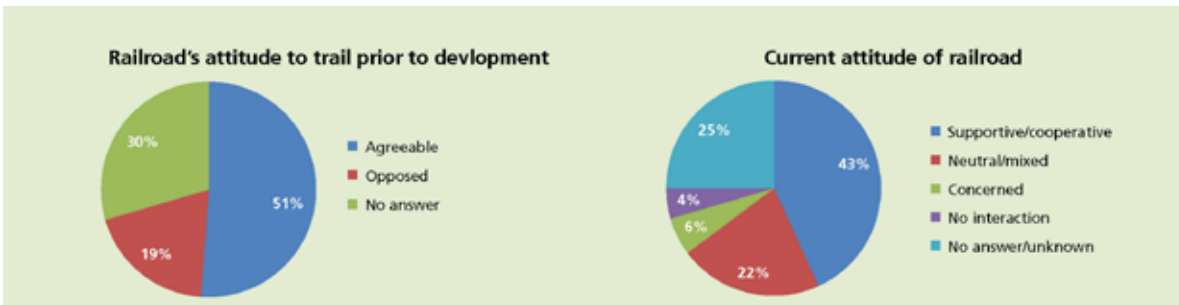
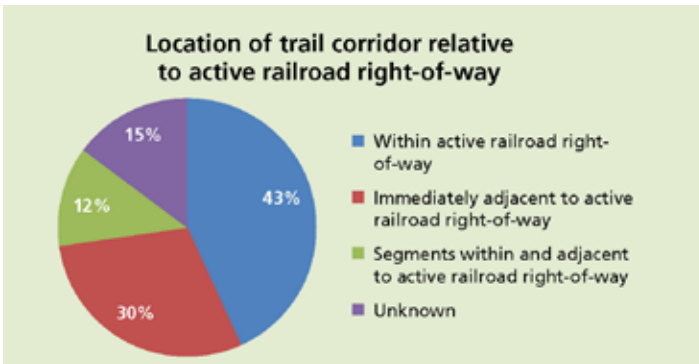
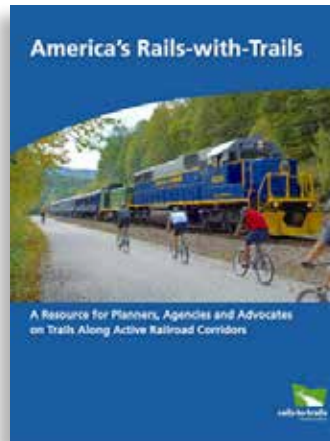
Proposed Actions Might Include:

- Investigate a thorough feasibility study of expanding The Santa Fe Trail north using the Santa Fe Railroad Right-of-Way. This could easily connect into the City of Garland Trail System encouraging inter-city collaboration and connectivity.
- The new trail could connect north and south ends of the White Rock Trail Network and create multiple hubs for economic vitality and greenspace. The Katy Trail has been a great example for Dallas as how a trail can spur such vitality.
- Collaborate with the Rails-with-Trails conservancy and understand the research in place to help execute this plan.
- This new trail could be the first RWT project in Dallas County

Hike or Bike

Greater Casa View Area
Recommended Trail Additions

The following data was collected from the *Rails-with-Trails Resource for Planners, Agencies and Advocates on Trails Along Active Railroad Corridors* (pictured right.) The report studied various areas of the Rails-to-Trails process and feasibility—including safety and legal issues, ownership issues, benefits and lessons learned.



Implementing Rails-with-Trails

The Rails-with-Trails plan suggests coordination with Oncor and Texas Railroad Commission to develop a feasibility study. The railway already exists and adequate greenspace is already available—making it an ideal location to pilot this impactful transformation.

Potential Site



Success Story



STREETSCAPE & GREENSPACE

Hike or Bike

Greater Casa View Area Recommended Streetscape Improvements

Better sidewalks create better walkability throughout the neighborhood and comply with ADA standards. As the area has a very mixed demographic, wheelchair accessibility is of the utmost importance. Additionally, enhanced sidewalks make a neighborhood more approachable, walkable and generally more beautiful.






North Bound Ferguson from Peavy to Oates



North Bound Ferguson from Buckner to Peavy

Greater Casa View Area Recommended Streetscape Improvements



-  Proposed Sidewalk Additions (*no existing sidewalk*)
-  Sidewalk Enhancement Opportunities (*existing sidewalks with narrow setback from curb*)
-  Minor Enhancements / Beautification



3

HARRY STONE RECREATION CENTER

Harry Stone was opened on October 21, 1957 for a cost of \$225,000. Later in 1958, the pool opened to the public. The center was named in the memory of Harry Stone, a long time civic leader in Dallas. While serving on the Park Board, he was instrumental in the development of the Dallas park program. The center is a historical part of the community and should be cultivated in a way that highlights its history.

In April of 2013, Harry Stone reopened after a \$1.6 million renovation.

Harry Stone Recreation Center offers:




- 19-acre park
- Basketball gym
- Meeting Facilities
- Weight & Workout Facilities
- Two playground equipment areas
- Outdoor swimming pool
- Two baseball diamonds
- One sandlot ball diamond
- Two lighted tennis courts
- 11 picnic tables

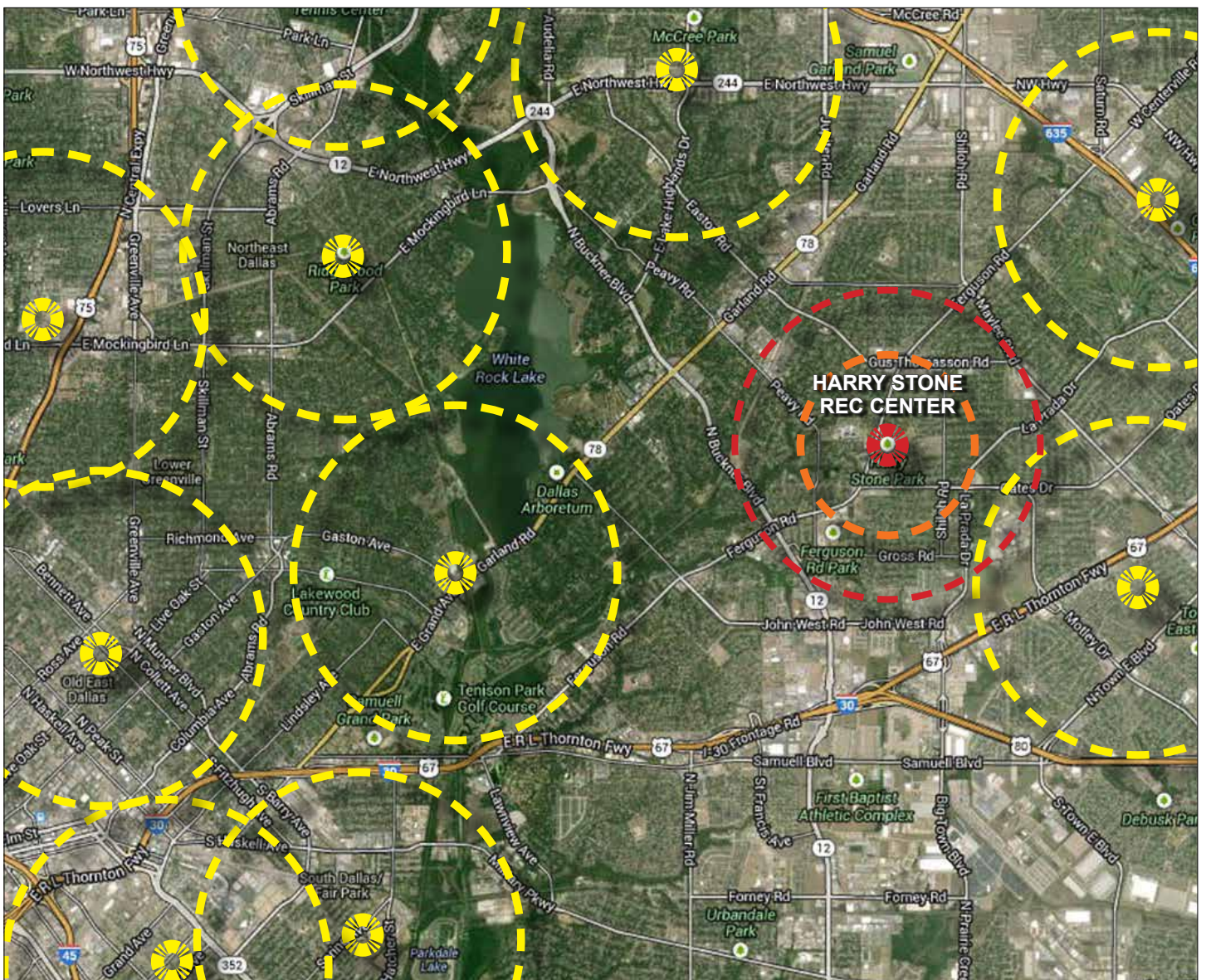
HARRY STONE RECREATION CENTER
Existing Conditions



Estimated Areas of Influence Existing East Dallas Recreation Centers

- This map shows the radius of service different recreation centers and YMCAs have based on the amount and type of services they provide. There is apparent need for increased services in the Far East Dallas area.
- In order to assess what needs the community would like to have fulfilled, we conducted a survey and public workshop. The results are included on the following pages.

-  Surrounding Recreation Centers & areas of influence based on services provided.
-  Existing service area of Harry Stone Recreation Center based on services provided.
-  Potential service area of Harry Stone with increased services and expanded facilities



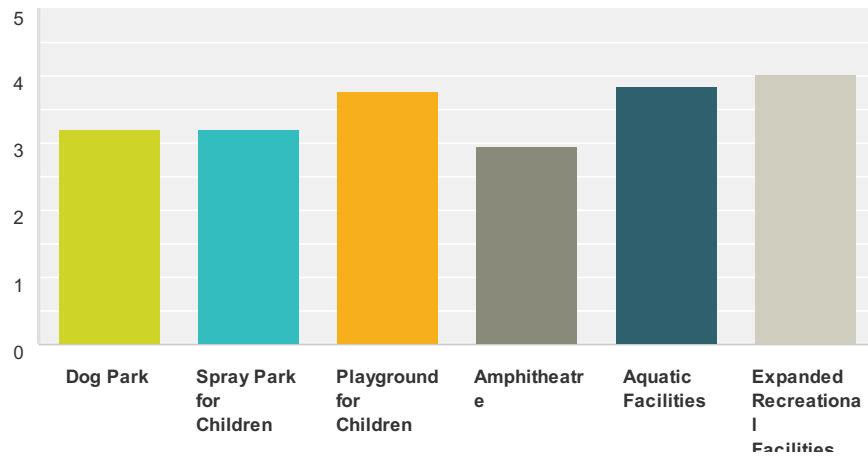
Harry Stone Recreation Center currently has a 1/2 mile area of service within the surrounding neighborhood

HARRY STONE RECREATION CENTER

Existing Conditions

Q6 Regarding the Harry Stone Recreation Center, rank the following uses in order of most beneficial for the betterment of the neighborhood? (1 being most desirable) (Drag and drop the choices in order of preference)

Answered: 236 Skipped: 0



	1	2	3	4	5	6	Total	Average Ranking
Dog Park	17.80% 42	11.86% 28	13.98% 33	13.98% 33	13.98% 33	28.39% 67	236	3.20
Spray Park for Children	9.32% 22	17.37% 41	16.10% 38	16.95% 40	21.19% 50	19.07% 45	236	3.19
Playground for Children	17.80% 42	19.49% 46	21.61% 51	16.53% 39	13.14% 31	11.44% 27	236	3.78
Amphitheatre	6.36% 15	15.25% 36	15.25% 36	14.41% 34	26.27% 62	22.46% 53	236	2.94
Aquatic Facilities	18.64% 44	23.73% 56	17.37% 41	16.10% 38	12.71% 30	11.44% 27	236	3.85
Expanded Recreational Facilities	30.08% 71	12.29% 29	15.68% 37	22.03% 52	12.71% 30	7.20% 17	236	4.03

“Better lighting at night around the center.”

“Expanded events for seniors.”

“More community classes and community gathering opportunities.”

“... moving the façade of the Center to face Ferguson.”

“A ‘hub’ or meeting place for all type organizations.”

“... evening classes expanded.”

“More picnic areas and benches.”

“Food trucks several times a month and a farmers market monthly.”

“... a neighborhood garden would be great.”

HARRY STONE RECREATION CENTER

Existing Conditions

Harry Stone Recreation Center

The site is a fairly open site with available open unprogrammed space on the west side of the property. This open land not only offers a perfect space for developing indoor and/or outdoor amenities to expand the service area of the facility, but it also serves as an opportunity to create more of a presence on Ferguson Road. One of the main challenges of the center is that it is hidden. This plan proposes to pull the gem out and create a neighborhood hub for the community.

Harry Stone Recreation Center is within walking distance to two DISD low performing schools: Bryan Adams High School & Kiest Elementary



Unprogrammed and unutilized property in front of Harry Stone

HARRY STONE RECREATION CENTER

Proposed Concept

If Harry Stone Recreation Center expands its area of influence, it could:

- Improve its visibility/activity along Ferguson Road side potentially with an expansion to the street edge
- Become a community destination and attraction (for even non-residents)
- Create a more walkable corridor along this patch of Ferguson Road with crosswalks
- Offer better pedestrian connectivity across the major road
- Secure future of the property regardless of neighboring developments
- Create available facilities for after-school and educational activities for at-risk students at low performing schools
- Serve outdoor activities: playgrounds, shade, dog parks, aquatic facilities





GATEWAYS & IDENTITY

Gateways are so incredibly vital to any neighborhood as they provide a unified vision and voice of that area's brand. That established brand is then perpetuated throughout the neighborhood and adopted by associations within. It creates a spirit of unity and camaraderie that builds pride and a sense of ownership throughout the community.

The Greater Casa View Area could greatly benefit from a branding effort that would instill a greater sense of pride and accomplishment in the neighborhood. This plan recommends a bold statement placed at strategic locations throughout the neighborhood.

GATEWAYS & IDENTITY

Gateway Signage

How Gateways Impact a Community

Gateways are helpful in creating a unique brand for an area that can create a sense of pride in the area. Pride influences ownership within the area and contributes to a greater sense of community.

Recommended Gateway

Primary Node - Casa View Shopping Center

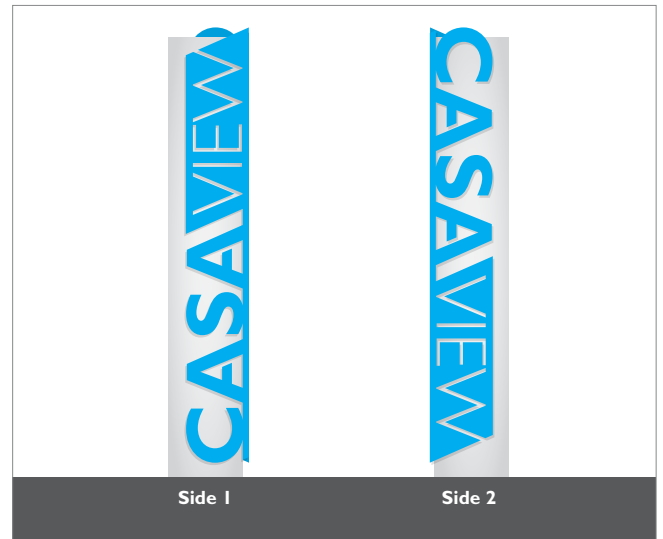
- Make this node pedestrian friendly
- Enhance the original architecture and culture
- Encourage new businesses to open in this center

Secondary Nodes

- Shiloh & Ferguson

Entry Nodes

- Oats & Ferguson
- I-635 & Ferguson
- Easton Rd & Garland
- Gus Thomasson & Maylee
- Shiloh & Northwest Hwy



Prototype of a potential Gateway for CasaView

Greater Casa View Area Recommended Gateway Points



GATEWAYS & IDENTITY

Northern Region, Frontage Road

Adding frontage road along 635*

- Would propose for future TXDOT plans for 635
- In conjunction with Centerville Marketplace plans
- Planning for updated interstate design
- Allows connectivity along Freeway and economic development

Recommended Frontage Road Greater Casa View Area



GATEWAYS & IDENTITY

Northern Region, Creek Revitalization

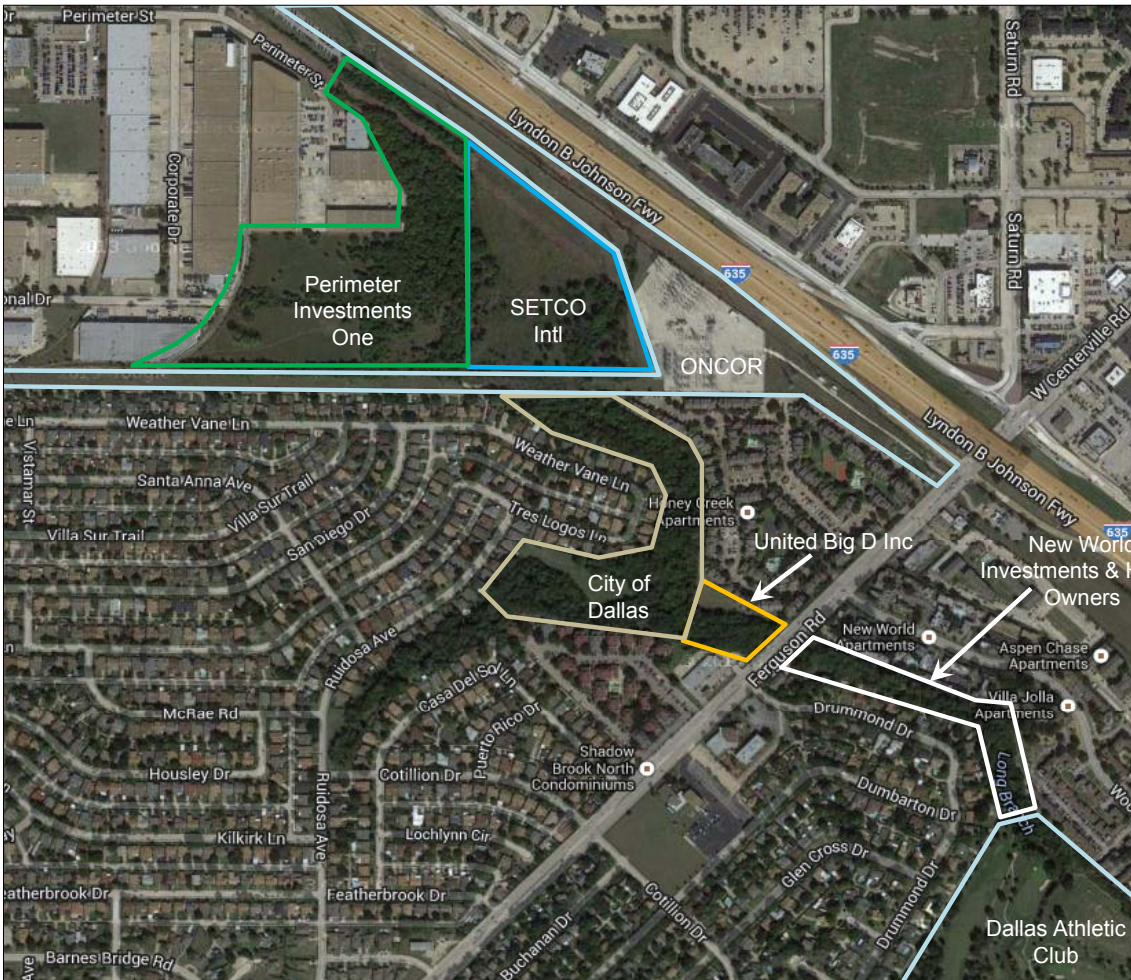
Existing Conditions of Creek

- Multiple owners of the property
- Doesn't appear to be maintained; trash everywhere
- Homeless encampment in the wooded area
- Access is fairly limited
- Difficult to connect area into the Dallas trail system

Goals

- Develop a programmed creek with amenities rather than an afterthought.
- The Santa Fe Trail extension would encourage development and revitalization of this creek.

Creek Improvements Greater Casa View Area



IMPLEMENTATION STRATEGIES

The following page is a summary of the Greater Casa View Area Plan and indicates cost approximations, entity responsible for action and a general timeline. It is our hope that this Area Plan becomes a living, breathing document that is referenced and useful as the area continues to experience change.

IMPLEMENTATION SUMMARY & STRATEGIES

Project/Priority	Responsible Entity	Partners	Time Frame	Potential Funding Sources	Order of Magnitude Cost
Shopping Center Intersection Revitalization					
Enhance hardscaping at new intersection at Gus Thomasson and Ferguson	City of Dallas	GCVA	Short term	COD	Low
Enhanced medians on Gus Thomasson throughout shopping center	City of Dallas	GCVA	Short term	COD	Low
Decrease Gus Thomasson to two lanes to provide width for curb setbacks and median enhancement	City of Dallas	GCVA	Short term	COD	Medium
Move entrance of parking lot to the shopping center main entrance with a new signal	City of Dallas	Casa View II LTD & Potentially Walmart	Short term	COD	Medium
Hardscaping on Gus Thomasson at new iconic entrance into the center	City of Dallas	Casa View II LTD	Short term	COD	Low
Addition of iconic entry signage on top of shopping center courtyard (a suggested option is depicted in renderings included)	Casa View II LTD	GCVA	Mid term	Private	Medium
Re-stripe the northwest corner (Walmart-side) parking lot with head-in parking providing clearer orientation and wayfinding	Casa View II LTD	City of Dallas	Mid term	Private	Low
Include landscaped medians throughout parking lot	Casa View II LTD	City of Dallas	Mid term	Private	Low
Addition of arrows and wayfinding throughout parking lot	Casa View II LTD	City of Dallas	Mid term	Private	Low
Addition of entry monument signage to medians	Casa View II LTD	GCVA	Mid term	Private	Low
Potential closure of Casa View Street on the south end into the residential neighborhood	Casa View II LTD	City of Dallas, GCVA	Long term	Private/COD	Medium
Potential removal of blighted gas station	Wilcut JV/Cutler Haydn	Casa View II LTD, GCVA, City of Dallas	Long term	Private/COD	High
Develop new construction for major anchor on south side of property	Casa View II LTD	City of Dallas, GCVA	Long term	Private	High
Develop a strong brand in coordination with GCVA that is the brand for the neighborhood. Implement throughout signage	Casa View II LTD	GCVA	Mid term	Private	Low
Upgraded amenity package including improved lighting, planters, landscaping, benches, bike racks, water features, trash receptacle	Casa View II LTD	City of Dallas, GCVA	Mid term	Private	Medium
Better maintenance of entire center	Casa View II LTD	GCVA	Short term	Private	Low
Develop a Shopping Center Improvement Committee for accountability & standards	GCVA	City of Dallas, Casa View II LTD	Short term	n/a	n/a
Streetscape					
Shared bike and rapid bus lanes on Ferguson Road from I-635 to Buckner	City of Dallas	GCVA	Mid term	COD	Medium
Enhanced medians and curbs on Ferguson Road	City of Dallas	GCVA	Mid term	COD	Medium
Enhanced and addition of sidewalks throughout Ferguson Road	City of Dallas	GCVA	Mid term	COD	Medium
Crosswalks at Harry Stone Recreation Center across Ferguson Road	City of Dallas	GCVA	Mid term	COD	High
Feasibility Study for Trail Network Extension for a Rails with Trails Project	City of Dallas Parks Department	GCVA	Mid term	COD	High
Beautification & Greenspace					
Feasibility Study for indoor/outdoor expansion to Harry Stone	City of Dallas	GCVA	Long term	COD	Medium
Create gateways with branded monument signage at entrances to Casa View	GCVA	City of Dallas	Long term	COD	Medium