

City of Dallas

South Dallas/ Greater Fair Park Community Revitalization Plan

*Adopted by the Dallas City Council
December 12, 2012*



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OVERVIEW

Introduction

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

On February 26, 2003, the Dallas City Council authorized the Neighborhood Investment Program as a strategic approach to target and leverage public resources to achieve sustainable and visible community redevelopment in targeted areas. The South Dallas/Greater Fair Park NIP target area was authorized by the Dallas City Council on February 26, 2003. The target area boundary was further amended on September 28, 2005. The current designation expires October 1, 2014.

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

Plan Goals/Objectives

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

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

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

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

Other factors include:

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

Glossary of Elements

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

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

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

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

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

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

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

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

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

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

Role of Affordable Housing in Plan

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

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

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



Plan Adoption Schedule & Community Outreach

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

NEIGHBORHOOD PROFILE

Location Characteristics

The South Dallas Greater Fair Park target neighborhood is located approximately three miles from the Dallas CBD and due east of Fair Park, home of the 1936 Texas Centennial Exposition. The neighborhood is bounded by R.L. Thorton Freeway (Interstate 30) to the north, Scyene Road to the south, Fair Park to the west, and Parkdale Lake to the east. The area consists of Census Tracts 25.00, 27.01, and 27.02 and lies within City Council Districts 2 and 7.

South Dallas/ Greater Fair Park NIP/CRP Location Map



Neighborhood Character

The CRP target area is comprised of multiple diverse neighborhoods and supported by a variety of community-based organizations and community retail establishments. Major neighborhood arterials include Dolphin Road/Hatcher Street (the main north/south connection from Interstate 30) and Haskell Avenue/Military Parkway (the main east/west connector).

Partner neighborhoods within the area include Jubilee Park, Owenwood, Dolphin Heights, and Mill City.

The Jubilee Park neighborhood is largely residential and has a strong presence of community service facilities. Over the years, the Jubilee Park Community Center Corporation has been instrumental in attracting support for development of a neighborhood park, and community and resource center. Crime reduction, new senior housing, public improvements and structured after school programming have been a key focus of the Community Center and Jubilee Neighborhood Association.

Owenwood is a stable residential neighborhood consisting primarily of well kept prairie- and cottage-styled single-family homes. Neighborhood association priorities include crime prevention, home repairs, code enforcement and infrastructure improvements.

The Dolphin Heights community has an active neighborhood association that has been successful in collaborating with outside organizations to attract community resources, including a community garden, community house, and KaBOOM playground. Neighborhood conditions are stabilizing as a result of new street/infrastructure improvements, single-family infill development, and crime watch measures.

The Mill City neighborhood is home to the Dallas Housing Authority's Frazier Courts community which was reconstructed in 2009. Derelict commercial structures which once lined Spring Avenue, a commercial neighborhood corridor, are being acquired and demolished for new mixed-used development by the South Dallas/Fair Park Inncity Development Corporation, the lead neighborhood non-profit developer. Habitat for Humanity, an active neighborhood partner, has constructed and/or improved nearly 130 single-family homes in the area. An additional 50 new houses are being planned.

Demographic Snapshot

Census Tract 25.00	
Population	5,308
Ethnicity	Hispanic or Latino: 3,666 (69.1%) Black: 1,383 (26.1%) White: 180 (3.3%) Other: 49 (0.9%) American Indian and Native Alaskan: 19 (0.4%) Asian: 2 (0.2%)
Housing Tenure	Owner-occupied housing units: 831 (54.1%) Renter-occupied housing units: 704 (45.9%)
Household Median Income	\$27,440
Housing Stock	Single-Family: 1,311 (69%) Multi-Family: 542 (28.6%) Other: 47 (2.4%)

Census Tract 27.01	
Population	3,033
Ethnicity	Black: 2,703 (89.1%) Hispanic or Latino: 278 (9.2%) White: 20 (0.7%) Other: 24 (0.8%) Asian: 7 (0.2%)
Housing Tenure	Owner-occupied housing units: 275 (24.3%) Renter-occupied housing units: 859 (75.7%)
Household Median Income	\$10,396
Housing Stock	Single-Family: 786 (64.9%) Multi-Family: 426 (35.1%) Other: 0 (0%)

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

Census Tract 27.02

Census Tract 27.02	
Population	1,559
Ethnicity	Black: 1,363 (87.4%) Hispanic or Latino: 158 (10.1%) White: 19 (1.2%) Other: 11 (0.8%) Asian: 7 (0.4%) American Indian and Native Alaskan: 1 (0.1%)
Housing Tenure	Owner-occupied housing units: 254 (40.8%) Renter-occupied housing units: 369 (59.2%)
Household Median Income	\$18,494
Housing Stock	Single-Family: 532 (60.2%) Multi-Family: 323 (36.5%) Other: 29 (3.3%)

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

REVITALIZATION STRATEGY

Community Participation

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

STRENGTHS

- Proximity to Fair Park Complex
- Vacant developable land
- City view
- Proximity to downtown
- Many active churches
- Connectivity to regional DART system

WEAKNESSES

- Need for Code Enforcement
- Crime
- Poor infrastructure and connectivity
- Multi-family buildings in poor condition
- Lack of job opportunities in the area
- Drug activity

OPPORTUNITIES

- New housing and mixed-use development
- Cultural improvements
- Trinity River Project proximity

THREATS

- Multi-family property condition
- Multi-family overcrowding
- Crime
- Current zoning

Community Outreach and Planning Processes- Since 2003, the NIP has engaged community residents and stakeholders in formal planning and outreach processes as well as through numerous smaller, neighborhood focused meetings within the various target area communities. Additionally, community design and outreach facilitators were retained to work with residents of Mill City to develop a new vision for the Spring Avenue Corridor. Active community stakeholders include the following:

- BC Workshop
- City of Dallas
- Community Residents
- Dallas Housing Authority
- DART
- Department of Housing and Urban Development
- Dolphin Heights Neighborhood Association
- East Dallas Community Development Organization
- Foundation for Community Empowerment
- Frazier Revitalization, Inc.
- Habitat for Humanity
- Holt Lunsford Commercial
- Juanita Craft Recreation Center
- Jubilee Park Community Center Corporation
- Jubilee Park Neighborhood Association
- Local Churches/Religious Institutions
- Owenwood Neighborhood Association
- Schepps Dairy
- South Dallas/Fair Park Inncity Development Corporation
- The Dallas Leadership Foundation
- The Real Estate Council

Catalyst Projects

The NIP program focuses on a strategy to catalyze redevelopment in the South Dallas/Greater Fair Park target area while recognizing the diverse nature of individual neighborhoods and community partner's goals. Catalyst projects have been identified to enhance target area linkages and broader (regional) connectivity with the recent opening of the Hatcher Square transit station. These projects are identified in the accompanying Catalyst Project Map. Additional projects which support neighborhood revitalization efforts are listed in Table 1.



TABLE 1- Sources and Uses South Dallas/Greater Fair Park NIP/CRP Funding Plan (2003-Present)

QAP ELEMENT ADDRESSED *	Allocation	Funding Source	Use of Funds	Status
Presence of blighted structures				
<i>Projects</i>				
> Land bank Program activities	\$760,000	Bond	Land Acquisition	Underway
> Frazier Courtyards Single-Family Development	\$1,751,500	CHDO, HOME	Land Acquisition	Funding Expended / Project Completed
> Congo Street Single –Family Development	\$100,000	Bond	Reconstruction	Funding Expended / Project Completed
> DHA Frazier Courts Housing Community		HOPE VI GRANT		Funding Expended (\$20m)
> Carpenter’s Point Frazier/Berean Senior Housing	\$928,473	HOME	Land Acquisition	Funding Expended / Project Completed
> Jubilee Senior Housing	1,050,000	Bond/CDBG	Land Acquisition	Funding Expended / Project Completed
> Spring Ave. Redevelopment	3,100,000	Bond	Land Acquisition	Underway
Presence of inadequate transportation				
<i>Projects</i>				
> Street Improvements Jubilee Park Public Improvements	\$1,200,000	CDBG	Construction	Funding Expended / Project Completed
> Street Improvements Owenwood Public Improvements	\$552,000	CDBG	Construction	Funding Expended / Project Completed
> Street Improvements Dolphin Heights Public Improvements	\$1,200,000	CDBG	Construction	Project Underway
> Congo Street Reconstruction	\$334,850	CDBG	Construction	Project Underway
Lack of access to public facilities				
> Owenwood Park Improvements	31,857	CDBG	Construction	Funding Expended / Project Completed
> Parkview Park Improvements	58,678	CDBG	Construction	Funding Expended / Project Completed
Presence of significant crime				
<i>Projects</i>				
> Community Prosecution Program (CPP)	-	Gen. Fund, JAG, CDBG	CPP Activities	Ongoing
Lack of access to businesses providing employment opportunities				
<i>Projects</i>				
> Spring Ave. Redevelopment	\$3,036,127	CDBG/Bond	Construction	Funding Committed
> Hatcher Square TOD Mixed-Use Development	\$1,025,000	PPP	Acquisition	Funding Expended / Project Completed
> Second Ave. Entertainment District	\$346,000	HUD EDI	Planning Efforts and Land Acquisition	Project Underway
Miscellaneous				
<i>Projects</i>				
> Neighborhood Enhancement Program activities	107,628	CDBG	Landscaping/Beautification/Gateway Improvements	Funding Expended/ Project Completed
Total CRP Investment	\$15,582,113			

* Note: Projects may address more than one QAP Element



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