



Pemberton Hill

Strategic Neighborhood Action Plan

Advisory Council Meeting

September 6, 2016

The Process

1. Assessing Existing Conditions in the Neighborhood
2. Stakeholder/Community Engagement
 - Unique Assets
 - Challenges/Concerns
 - Focus Areas for the Planning Project
 - Community Vision
3. Developing Response Priorities i.e. actions to improve the neighborhood
 - Rapid-response strategies/projects
 - Long-term transformational projects
4. Drafting the Plan
5. Implementation



Public Engagement/Community Outreach

1. Interviews with key stakeholders
2. Community surveys
3. Project website
4. Comment cards
5. Community meetings



- Advisory Council – June 21
- Community Visioning Workshop - June 30 (77)
- Visioning Workshop for Hispanic speakers – July 28 (55)
- Community Meeting (THP) – August 4 (73)
- Advisory Council - September 6



What are the unique assets that should be preserved/protected in this neighborhood?

- Schools (Burleson Elem., Comstock Middle School...)
- Recreation Center (Janie C Turner)
- Neighborhood Parks & Greenbelt (Trinity Forest)
- The Golf Course
- Police Station (Southeast DPD station)
- Good housing stock with unique home designs
- Proximity to DART train (Lake June station)
- The Horse Park (many activities for children)
- Country Setting (big lots, lots of vacant land)
- Community involvement /Involved homeowners
- Local Businesses –U-Haul, family dollar store (but need improvement)
- Easy access to freeways & downtown



What are some of the challenges/concerns about neighborhood?

- Crime - shootings, drug houses, theft
- Poor street and sidewalk conditions (need repairs)
- Flooding/drainage issues (flooding streets & alleys)
- Rental houses - not properly maintenance
- Neighborhood upkeep/neighborhood needs a facelift
- Code violations (substandard housing and poor conditions of alleys)
- Access to DART (Green Line) at Jonelle
- Loose animals/stray dogs/people have large number of pets
- Junk cars/many abandoned cars on streets or illegally parked
- Speeding on residential streets (esp. Elam Rd & Pemberton Hill)
- Language barrier, makes it hard to connect/relate with neighbors (Spanish)
- Vacant lots and abandoned homes
- Connecting people to social services; Example assistance for single moms
- Illegal dumping and vandalism
- Addiction (alcohol and drugs)
- Police patrol (not enough)
- Poor street lighting (Stoneport & Sunbriar)



Based upon the assets, challenges and opportunities, what should be the highest priority for this planning project?

- Improving streets and sidewalks (fix Sarah Lee, Pemberton Hill, Elkhart and Hodde)
- Address crime, do something about the drug houses
- Neighborhood upkeep - increase code enforcement
- Address rental houses
- Do something about loose animals/stray dogs
- Bring grocery stores (need somewhere to shop)
- Provide services for seniors, need a senior center
- Improve access to DART station (Lake June station)
- Food desert: improve access to fresh produce (Community gardens on city properties)
- Economic incentives to attract businesses to the neighborhood
 - Workforce training and social enterprise
 - Business incubator (Jubilee Center in South Dallas has a good model)
- Early childhood development support (very few day cares)
- Language barrier – create ESL program with churches or Rec Center
- Collaboration between the City and services provided by local organization like Care Center ministries



Create a vision statement to describe the future you want for this community?

1. A safe neighborhood, with a country feel, well maintained infrastructure, grocery stores and shopping options with services and activities for all.
2. A transformed community that begins with people being empowered to become productive and giving back through service.
3. A community with excellent schools, quality infrastructure, business ventures, economic growth and active residents with high quality of life.
4. A safe community where people care and feel empowered to change the culture
5. A vibrant community with retail, good schools, improved streets, adequate street lights and well maintained infrastructure with stable single-family housing and involved residents.
6. A nice place to live. “We want to be like Trinity Grove with good jobs, prosperous businesses and nice restaurants.” Put the “pleasant” back in the “Grove”



Recommendation Strategies



Neighborhood Appearance & Property Maintenance

- Properties not being adequately maintained, structures need new coat of paint or substantial improvements
- Property owners taking pride in the appearance of their properties
- Lack of maintenance might be contributing to the negative image of the neighborhood
- Illegally parked cars and litter
- Greater neighborhood oversight and code enforcement needed to improve the overall appearance of the neighborhood

Recommendations

Neighborhood Level

- Establish a neighborhood leadership task force, consisting of residents and interested property owners to provide ongoing guidance for neighborhood improvement.
- Encourage “peer pressure” by residents/neighbors so that interested property owners can re-establish expectations that their neighbors also maintain their properties
- Increase awareness of home repair/property rehabilitation programs; also People Helping People (PHP)
- Host “*Property Maintenance*” workshops
- Establish a “Good Neighbor” program-residents open channels for friendly communications for about expectations for property maintenance

Recommendations

Neighborhood Level

- Neighborhood ombudsman-serve as a resource person for sharing residents' *expectations* for property maintenance and nuisance
- Establish a *Neighborhood Watch* (assistance of DPD)- serves as a mechanism for observing and reporting suspicious behavior
- Develop a program to encourage painting of existing homes (home makeover)
- Adopt a trash can - providing public trash receptacles on primary routes and intersections

Recommendations

City Level

- Code Crawl/Enforcement walk-through.
- Develop a “*Homeowner Handbook*” - resource guide for maintaining and improving properties in the neighborhood
- Consider increasing penalties for work performed without building permits
- Sign the entrances to Pemberton Hill to communicate the identity of the neighborhood to visitors and residents; establishing the community as a place worthy of distinction.
- Budget for matching funds for sidewalk replacement for the neighborhood- earmark the funds
- Encourage increased owner-occupancy of residential structures. Owner-occupied homes tend to be better maintained. Increasing home ownership in the neighborhood, through such tools as CDBG program , would have a positive effect on neighborhood appearance

Recommended Bond Projects

Name	Description	Council
Reconstruction of Pemberton Hill Rd	Reconstruction of Pemberton Hill Road from the Great Trinity Forest Rd to CF Hawn (US-175) , widening the street pavement, instaling drainage, curb and gutter and improving urban design enhancements including streetscape, sidewalks, street lights and street furniture	5, 7, & 8
Construction of a pedestrian bridge (overpass) to Lake June DART station	Design and construct a pedestrian overpass/bridge across CF Hawn Expwy at Jonelle Ave (or Sarah Lee Ln) including lighting and pathway signage to Lake June Green Line train station	5
Reconstruction of Elam Rd	Street reconstruction of Elam Road from Jim Miller Rd to Pemberton Hill Rd, including replacement of curb and gutter, sidewalks and streetcaping with pedestrian oriented lighting	5 & 8
Alley improvement	Improvement of the alley between Denham Dr and Fenway St (from Pindar Ave west to the end) including drainage and replacement of the alley pavement	5
Reconstruction of Sarah Lee Ln	Reconstruction of Sarah Lee Ln from Pemberton Hill Rd to the Frontage Road, including installation of drainage, curb and gutter; and streetscaping including sidewalks and street lights	5
Street improvements of Pindar Ave, Denham Fenway and Godfrey	Street improvements of Pindar Ave, Denham Fenway and Godfrey including drainage, sidewalks and street lighting	5
Street improvement of Elkhart Avenue	Repair of Elkhart Ave from Jean Street to Elam Road, including sidewalks	5
Street improvement of Hodde Street	Repair of Hodde Street from Jim Miller to Pemberton Hill Rd including sidewalks and street lighting	5
Street lighting on Stoneport Drive	Improve street lighting on Stoneport Drive from Great Trinity Forest Way to Pemberton Hill Rd	8
Street lighting on Sunbriar Avenue	Improve streetlighting on Sunbriar Ave from Sarah Lee to Godfrey Ave	5



STAY INFORMED

PROJECT WEBSITE

- <http://dallascityhall.com/departments/pnv/Pages/PembertonHill.aspx>



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Planning & Urban Design Department

Do you feel the information presented in today's workshop was valuable? Yes No DATE: ____
 on a scale from 1-10, how beneficial was this workshop? 1 2 3 4 5 6 7 8 9 10

Please provide us with your comments and questions.

(optional)
 Name: _____ Business/Org: _____
 Phone: _____ Email: _____

LET US KNOW WHAT YOU THINK?

Complete the COMMENT FORMS!