Pemberton Hill
Strategic Neighborhood Action Plan

July 28, 2016

City of Dallas
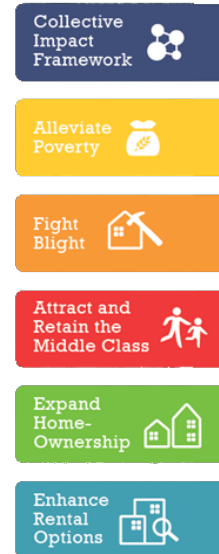
What is Neighborhood Plus?

- Comprehensive strategy to revitalize and strengthen neighborhoods across the City of Dallas.

- Six strategic goals
  - Collective Impact
  - Alleviating Poverty
  - Fighting Blight
  - Attracting and maintaining the middle class
  - Increasing homeownership
 - Enhancing rental options

Neighborhood Plus Target Areas Initiative

Councilmembers identified Target Areas

- Elm Thicket
- Red Bird
- The Bottom
- Pemberton Hill
- Arcadia Park
- Pleasant Grove

- Bonnie View
- Greater Casa View
- Family Corridor
- Coit/Spring Valley
- Vickery Meadow

- Neighborhood Vitality analyzed data for each target area
- Team created to lead planning efforts in each target area
- Advisory committee created to provide guidance

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Neighborhood Plus Target Areas

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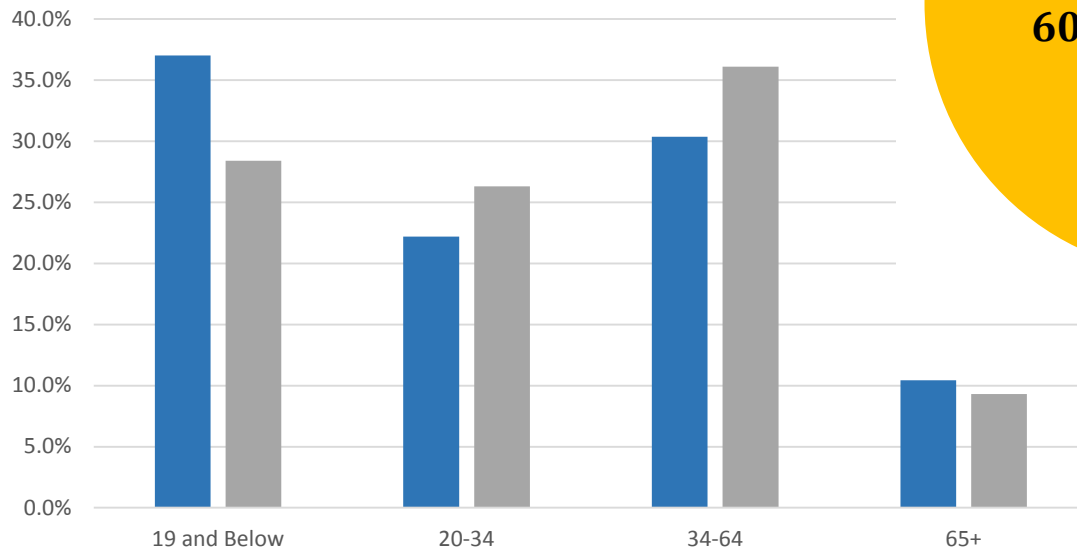The future of living in our city
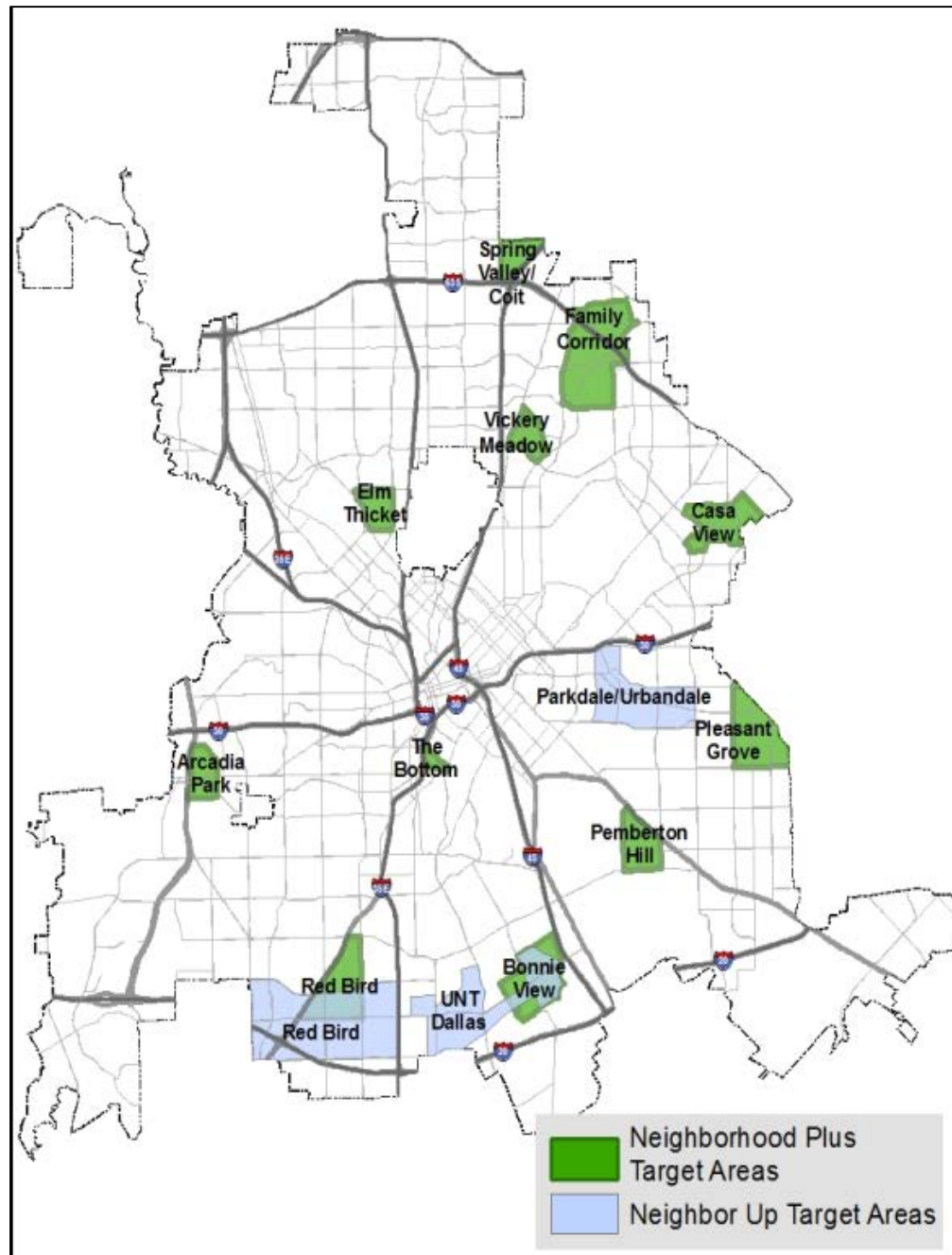
Pemberton Hill Target Area
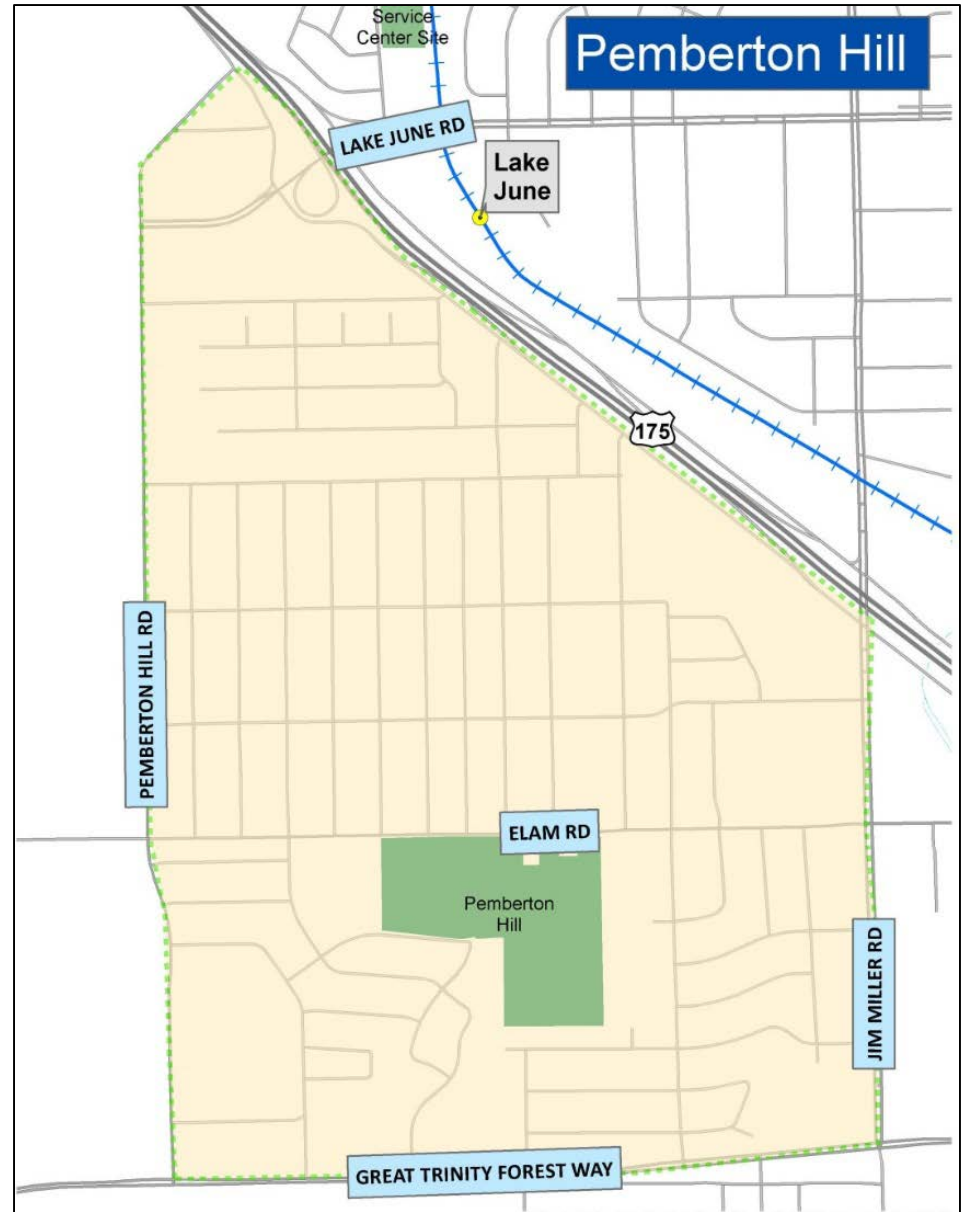
Target Area Highlights

- **Majority Hispanic** (60%), followed by African American (37%)

- **Younger population,** 37% of population19 years and below (City-28%)

- **Households with children** concentrated in western central part around two schools**.**

- **Mostly low income households,** 57% of households makes 35k and below (City-41%)

- **Land Use** is predominantly **single-family residential**, multifamily housing on SW corner. Retail along northern end along CF Hawn service road.

- **Vacant lots** scattered throughout with concentration in north and south.

- Very **limited retail options**

- **Single Family (SF) Rental concentrated** on the west side of the target area along Jeane St, Neomi Ave. and Helen Ave.

- **Housing Condition** overall low compared to city average.

- The **southeast block group** has high value of home improvement units, good and excellent housing conditions. However, it also shows low household income.

- **Poor street conditions** in the northern and southeast block groups.

- **Connectivity/pedestrian access** to **DART stations** restricted by CF Hawn)

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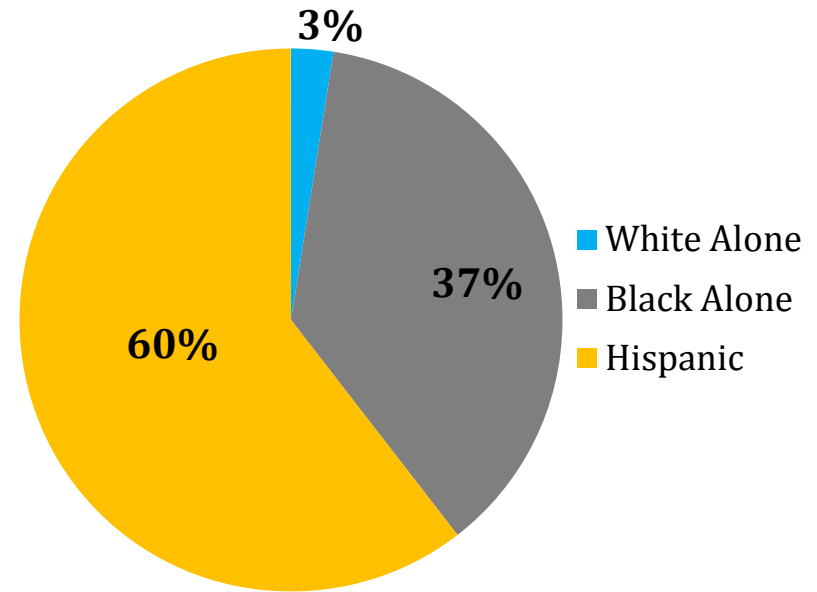The future of living in our city

Neighborhood Demographics

Racial/Ethnic breakdown

- Total population 6,991
- Younger population, 37% below 19 years old
- Hispanic (60%) ; African American (37%)
- 48.9% of residents born in another country

Pie chart legend:
- White Alone — 3%
- Black Alone — 37%
- Hispanic — 60%

Bar chart categories: 19 and Below, 20-34, 34-64, 65+
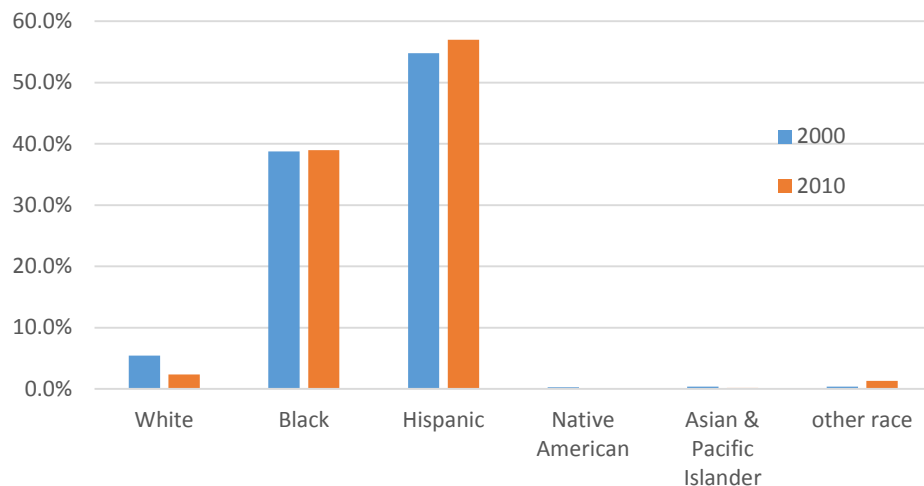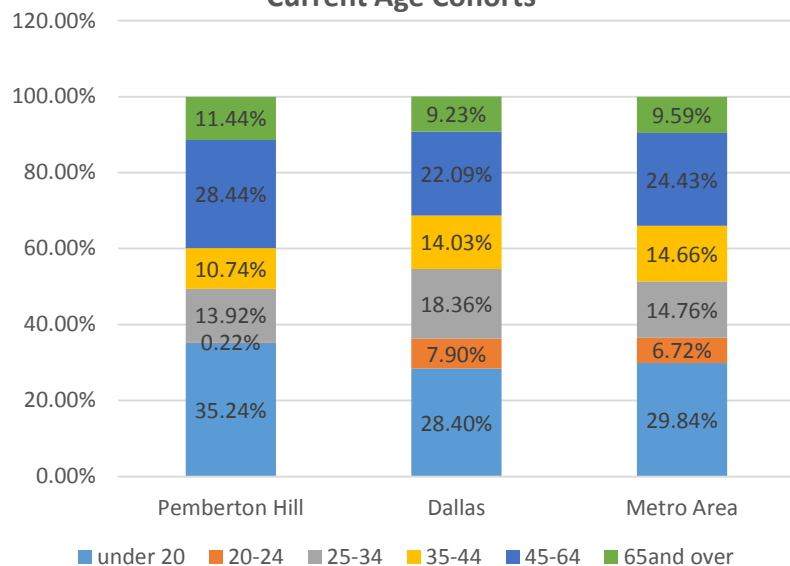
Legend: Pemberton Hill, City of Dallas

Source: 2010-2014 5 year ACS Estimates

Demographic Change 2000-2015

- Total population increased by 11.8%
- Though few initially, the white population declined significantly (51%)
- Hispanic population increased by 16.4%
- Black population increased by about 12% but percentagewise their proportion of the total population remained relatively the same

Race	2000	2010
White	5.45%	2.39%
Black	38.78%	38.98%
Hispanic	54.79%	56.99%
Native American	0.25%	0.14%
Asian & Pacific Islander	0.36%	0.19%
Other race	0.37%	1.31%

Current Age Cohorts

	Pemberton Hill	Dallas	Metro Area
65 and over	11.44%	9.23%	9.59%
45-64	28.44%	22.09%	24.43%
35-44	10.74%	14.03%	14.66%
25-34	13.92%	18.36%	14.76%
20-24	0.22%	7.90%	6.72%
under 20	35.24%	28.40%	29.84%

legend: under 20, 20-24, 25-34, 35-44, 45-64, 65and over

*(bar chart comparing White, Black, Hispanic, Native American, Asian & Pacific Islander, other race for 2000 and 2010)*

* Source: 2014 5 year ACS Estimates & 2010 Census

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Racial Distribution

- Hispanic concentrated in the central part, north of Elam Rd

- African-Americans concentrated in the northern and southern portions

- Whites are sparsely scattered, throughout

- Native American and other races, though few, are scattered in the southwest corner
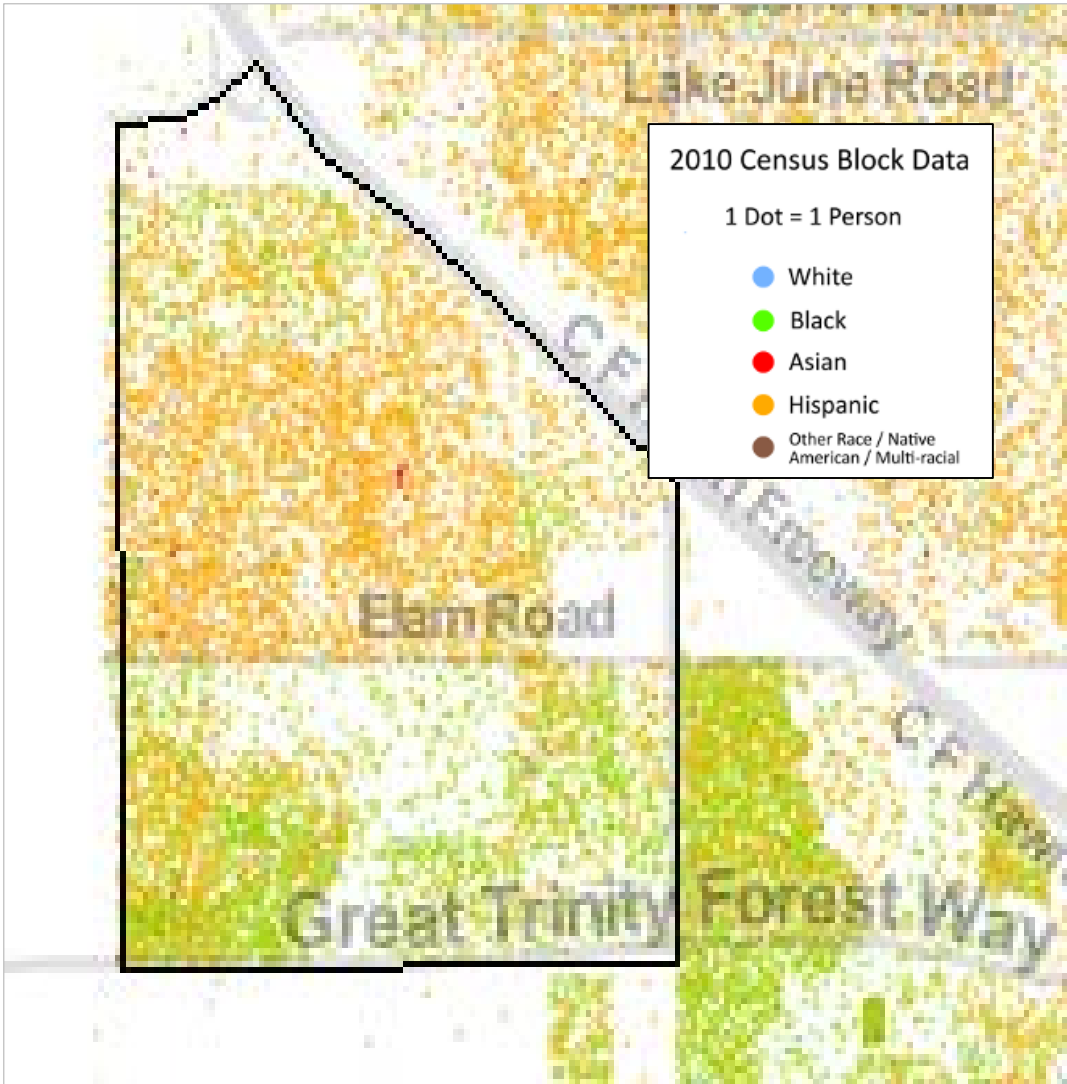
* Source: Weldon Cooper Center, University of Virginia

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Educational Attainment

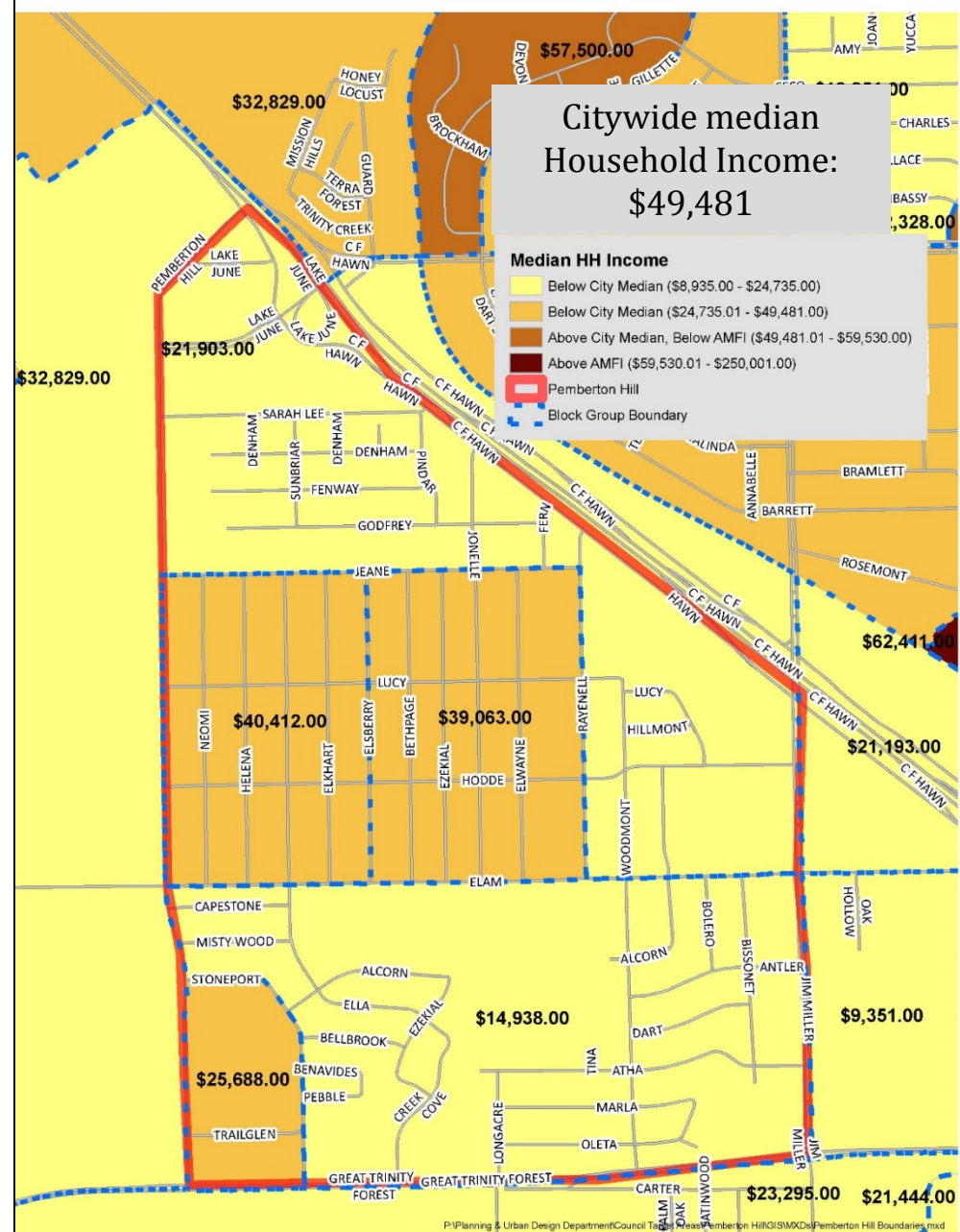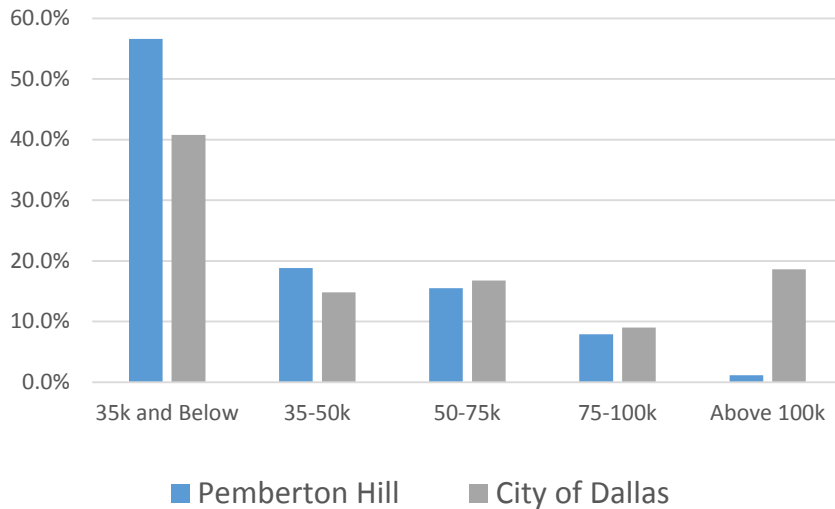- Less than 50% of adults, 25 years and above, graduated from high school (citywide 74.3%)
- Bachelors degree or higher 1.5% (citywide rate 32%)
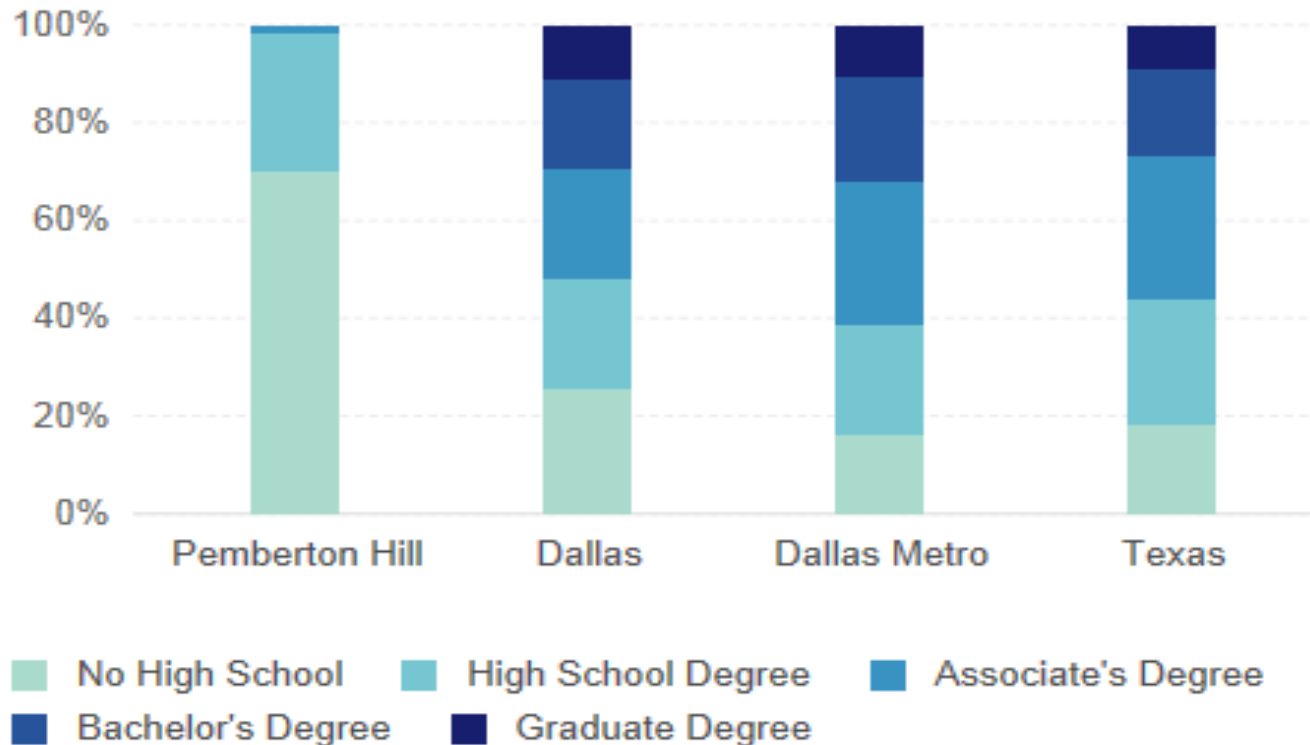
Source: 2010-2014 5 year ACS Estimates

Household Income

- Most households in lowest income category with 57% of the households making below 35K

- High poverty rate 33.4% (citywide 24.1%)

Chart legend: ■ Pemberton Hill ■ City of Dallas

Chart categories: 35k and Below, 35-50k, 50-75k, 75-100k, Above 100k (0.0% – 60.0%)

Citywide median Household Income: $49,481

Median HH Income
- Below City Median ($8,935.00 - $24,735.00)
- Below City Median ($24,735.01 - $49,481.00)
- Above City Median, Below AMFI ($49,481.01 - $59,530.00)
- Above AMFI ($59,530.01 - $250,001.00)
- Pemberton Hill
- Block Group Boundary

Source: 2010-2014 5-Year ACS Estimates

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Housing Overview

- **Housing Type**
  - Predominantly single family, apartments in the south western corner
- **Housing Tenure/Occupancy**
  - High homeowner rate 57% (citywide 43%)
  - Rental units concentrated in the southwest corner
  - Single-family rental homes concentrated in the western segment
  - Vacancy rate 12.3% (citywide 11.2%)
- **Housing Conditions**
  - Large percent in average condition
- **Property Value**
  - Property value decrease slightly throughout whole target area
- **New Construction/Improvement Activity**
  - Few single family homes constructed from 2012-2014
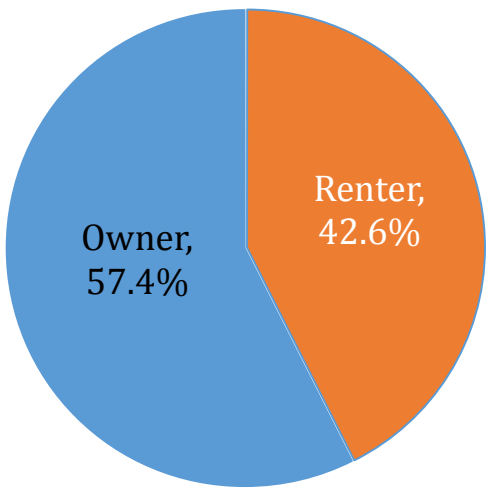 - High value home improvements in southern section

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* Source: 2010-2014 5 year ACS Estimates and DCAD

Homeownership (Housing Tenure)

Tenure	Count	Percent
Renter	850	42.5%
Owner	1,147	57.4%

Housing Tenure
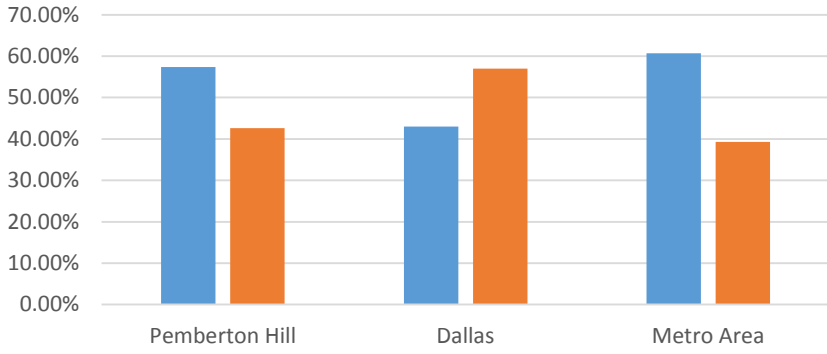
Owner Occupied   Renter Occupied

Owner, 57.4%   Renter, 42.6%

VacantResParcels
Renter
Owner
Pemberton Hill

31% of SF homes are renter-occupied

Neighborhood Planning Project

What are the Project Goals?

1. Community engagement
2. Capacity building
3. Develop a Strategic Neighborhood Action Plan (SNAP)

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What is the Process?

1. Neighborhood Engagement

- Series of community meetings/workshops to identify the challenges, concerns and opportunities in the neighborhood
- To develop a community vision and priorities for the future
- To develop action items for neighborhood revitalization
  - (a) short-term action strategies
  - (b) Long-term transformational projects

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What is the Process?

2. Build Leadership Capacity

- Project Advisory Committee has been established to act as a structured voice for the community in this process and beyond.
- A neighborhood association(Pemberton /Trinity Forest Neighborhood Association to spearhead neighborhood engagement
- They will take ownership of the plan after it's been developed and facilitate its implementation

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What is the Process?

3. Develop a Strategic Neighborhood Action Plan (SNAP)

- Short and long term goals for the City of Dallas and its partners to address the concerns and opportunities in the community.
- Outline project list and action items to be implemented to ensure long-term revitalization of the neighborhood

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Who is involved?

- Neighborhood Residents
- Neighborhood Association
- Councilmembers
- City Departments (PUD, Code, DPD, Community Prosecution, Trinity Watershed Management etc)
- Many external partners

Community Visioning

- The process by which a community develops a consensus about the future they want, and then decides what is necessary to achieve it.

- A vision statement captures what the community value most about the neighborhood, and the shared image of what they want to become.

- It inspires community members to work together to achieve the vision.

- A thoughtful vision statement provides the framework for leaders to make rational/disciplined decisions on community issues as they arise.

Guiding Questions

- What do you want to preserve in this community?

- What do you want to create in this community?

- What do you want to change in this community?

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