



Pleasant Grove Neighborhood Data

District 7

Councilmember Young

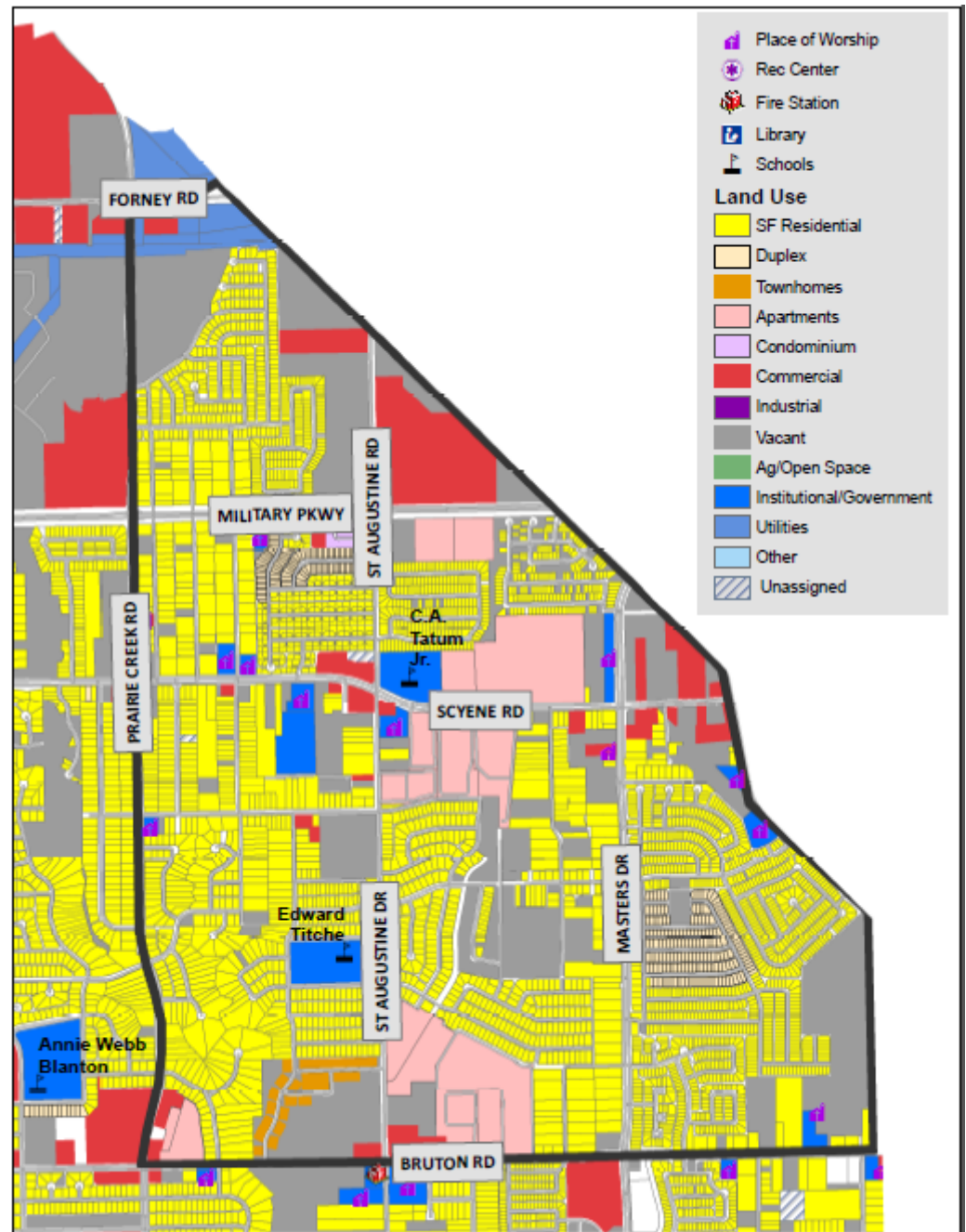
DRAFT AS OF 8/25/2016, JY added CP slide



Target Area Highlights

- Racial makeup divided between **Hispanics** (52%) **and Blacks** (43%)
- **Higher number of households with children** in north.
- **Over 45% of households earn 30k or less.** The income in the target area is predominantly below city median, concentrated in the **southern end**.
- **Northern block group:** Higher income, more households with children, good housing conditions and high ownership rate, categorized as stable.
- **Land Use predominantly residential** (mostly Single Family, several apartments, few townhomes and condos). Minimal retail in or adjacent to target area, no grocery stores in the target area.
- **Equal balance of renters and owners throughout. Concentrated Single Family rentals and multifamily in the center** between St. Augustine and Master Dr.
- **Decrease in property values throughout.**
- **Poor street conditions** in the east and neighborhoods along St. Augustine
- **Scattered vacant parcels.**

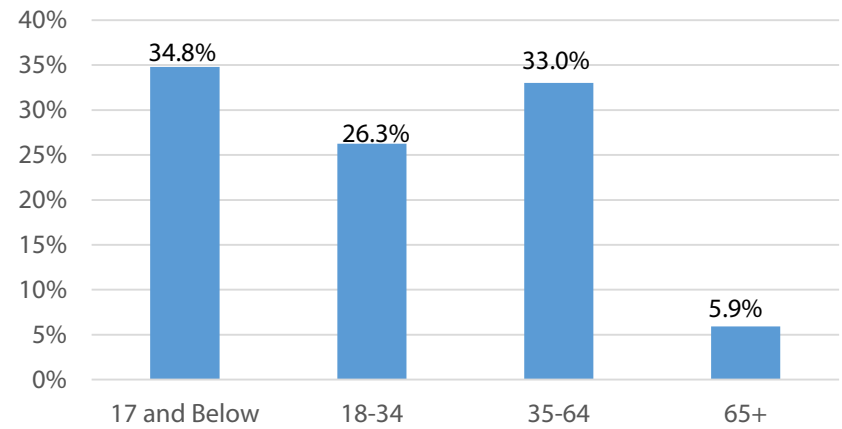
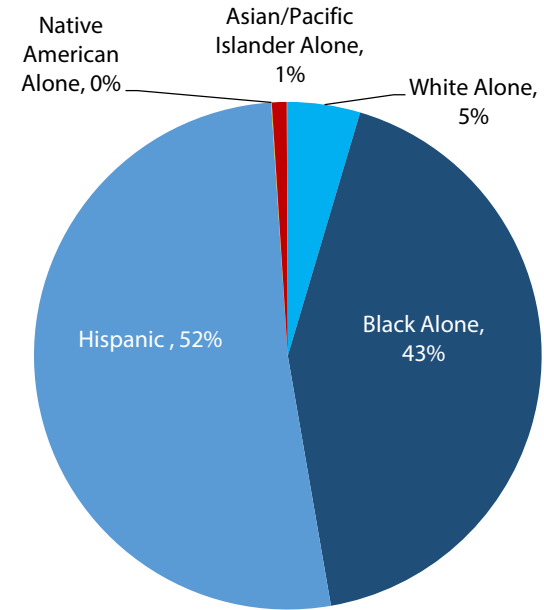
Pleasant Grove Neighborhood Target Area



* Source: DCAD 2015

Pleasant Grove Demographics

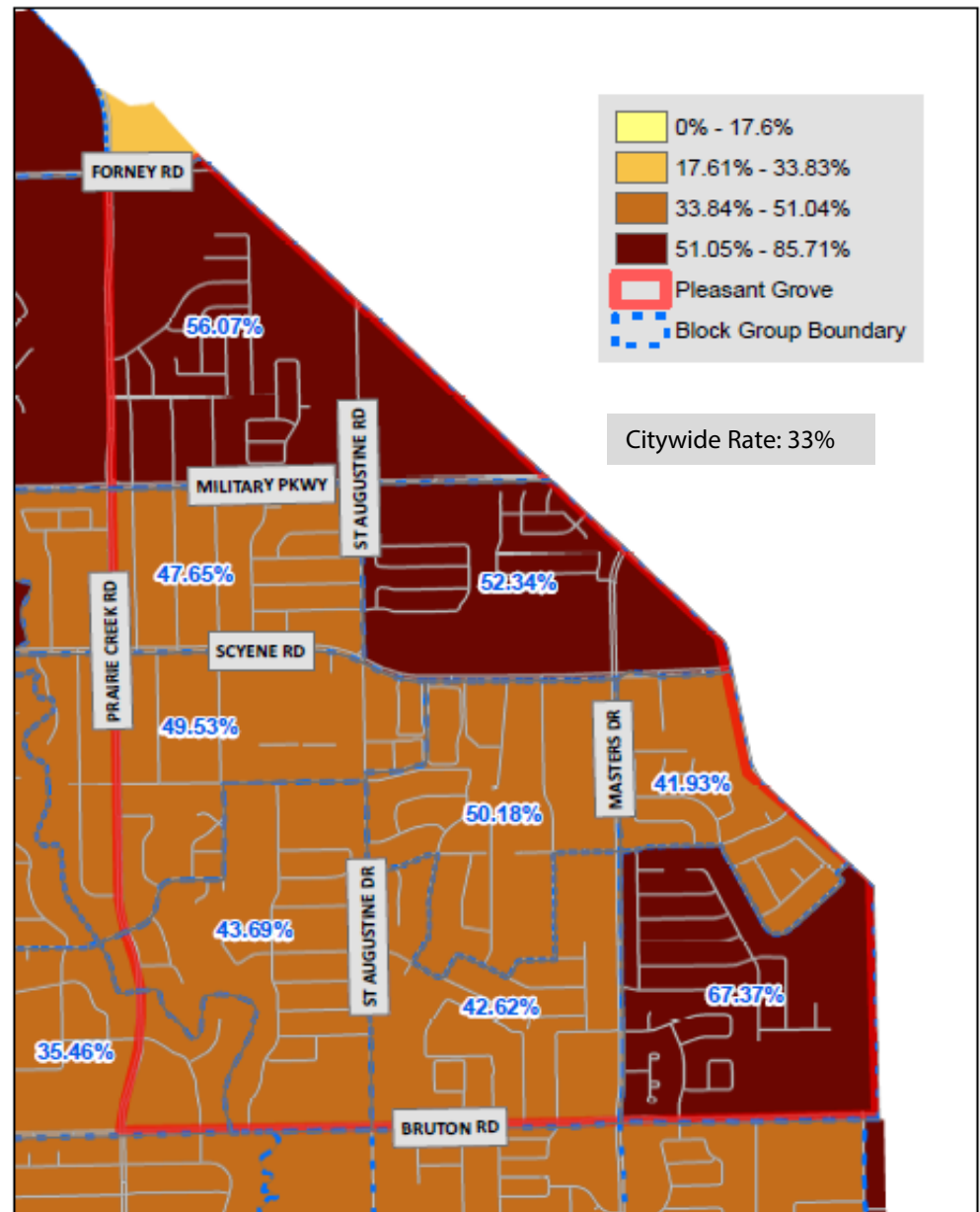
- **Total Population:** 18,167
- **Age**
 - Younger population, 61% below 35 years
 - Many households with children, mostly concentrated in the northern segment
 - Majority of children under 5 years live in central and southeast
 - Low number of senior-led households compared to city
- **Race/Ethnicity**
 - Racial composition divided between **Hispanics (52%) and Blacks (43%)**
 - White population 5%
- **Educational Attainment**
 - High school graduation 66.10% (citywide 74.3%)
 - Bachelors degree or higher 6.28% (citywide 32%)



* Source: 2010-2014 5 year ACS Estimates

Households with Children: 2010-2014

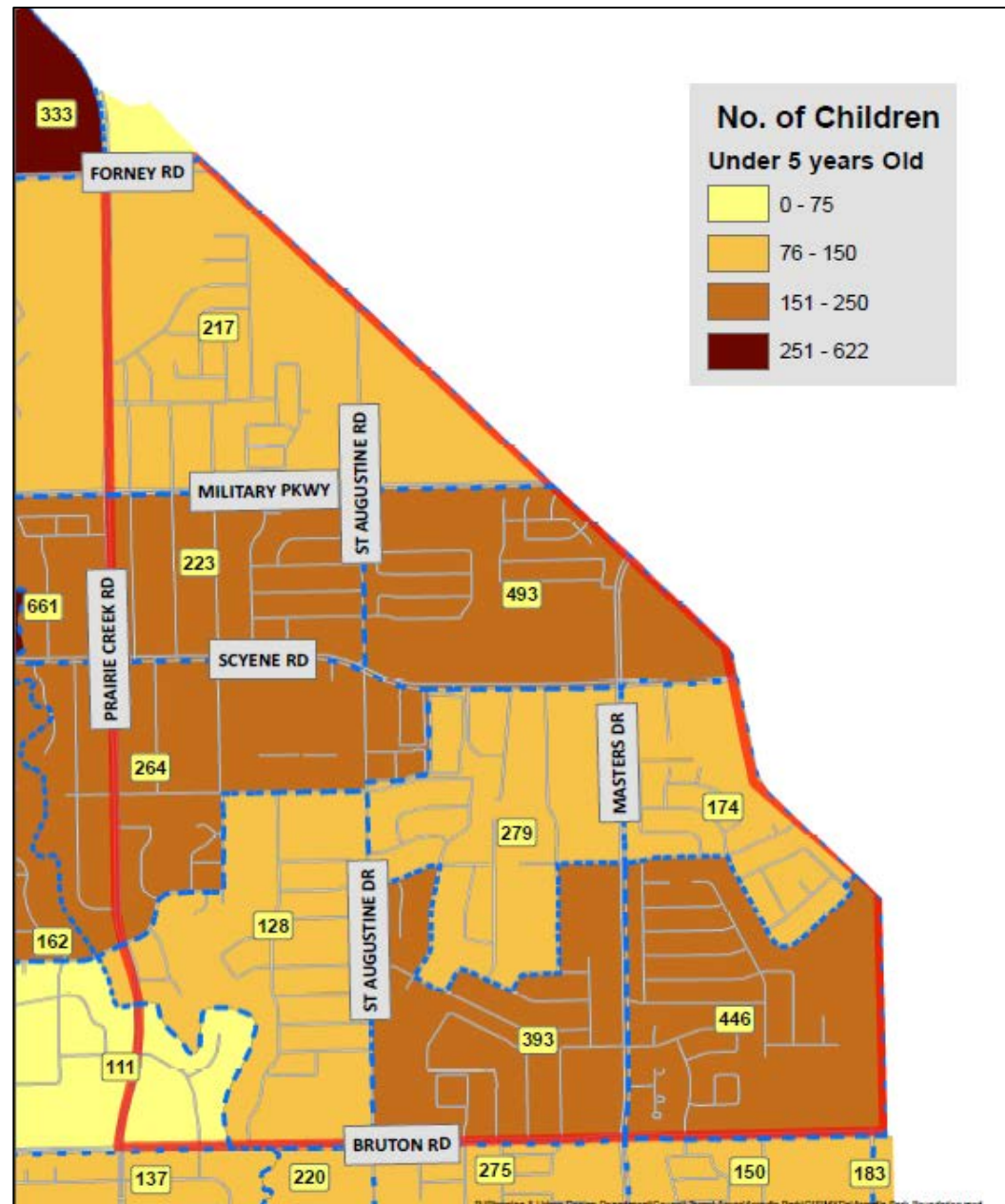
- High concentration of children (17 years and under) in the north with some also concentration in the block group in the southeast corner



* Source: 2010-2014 5-Year ACS Estimates

No. of Children under 5 years: 2016

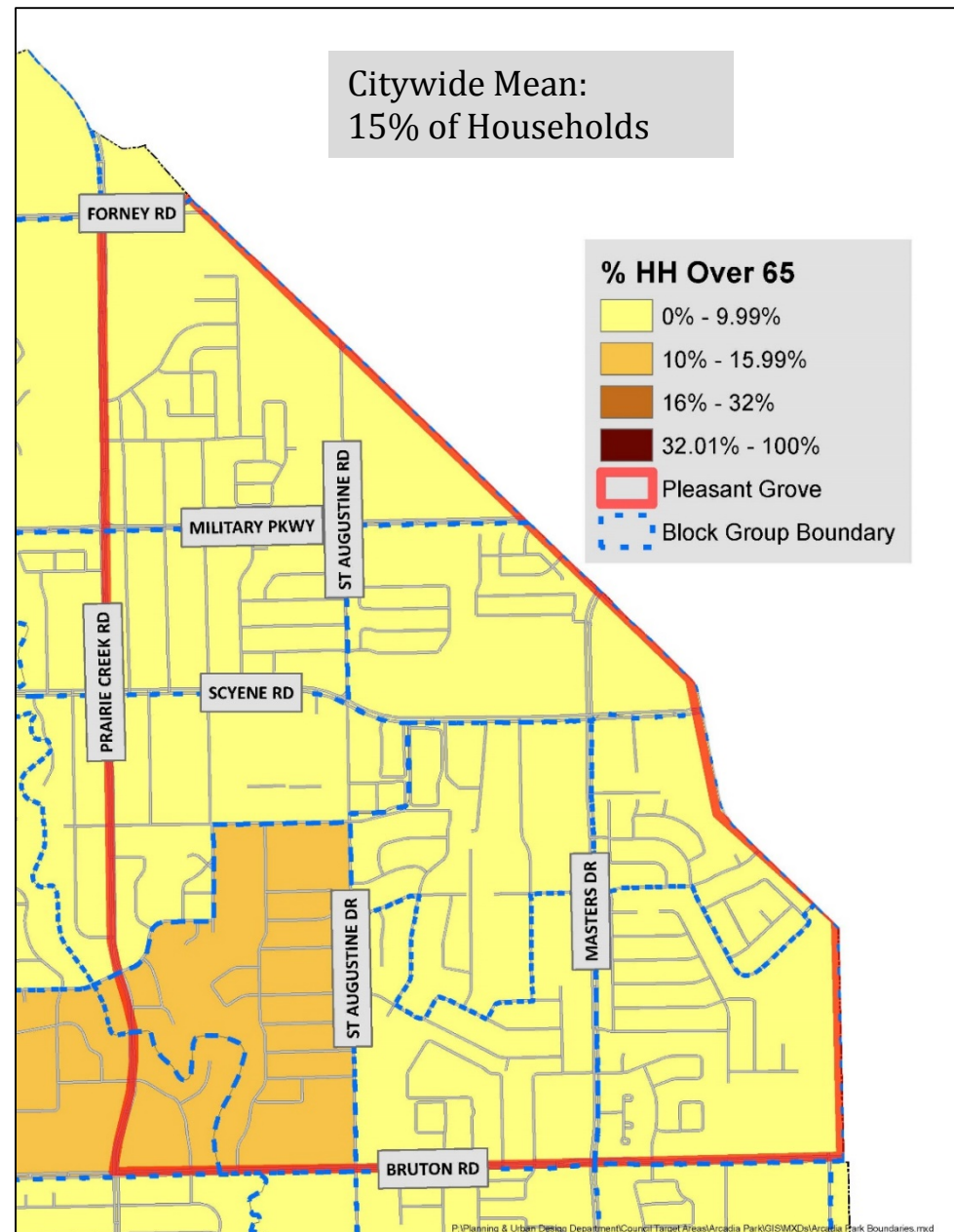
- High concentration of children under 5 years old in the central and northeastern portions



* Source: 2010-2014 5-Year ACS Estimates

Households headed by Seniors (65 yrs.& above)

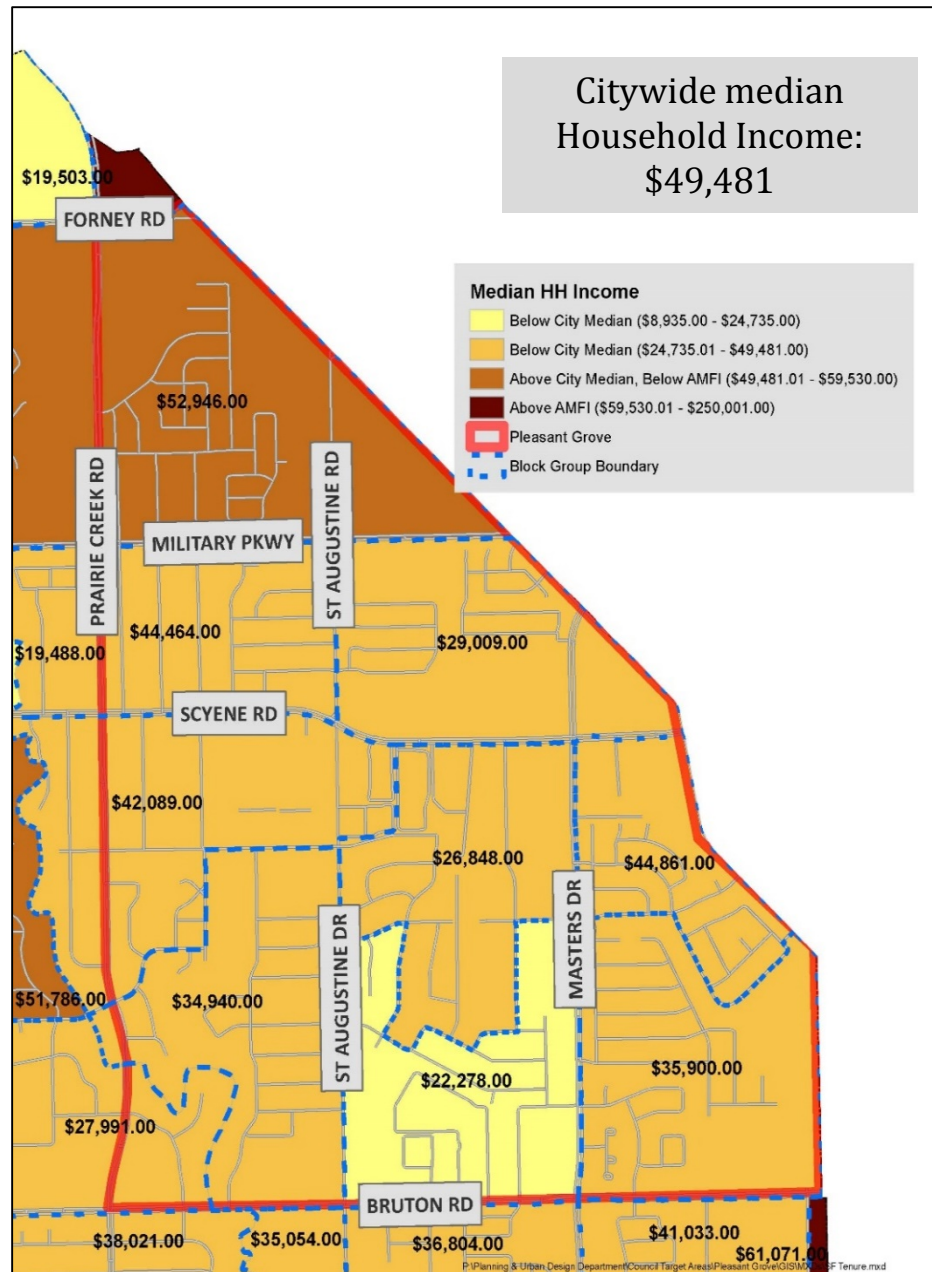
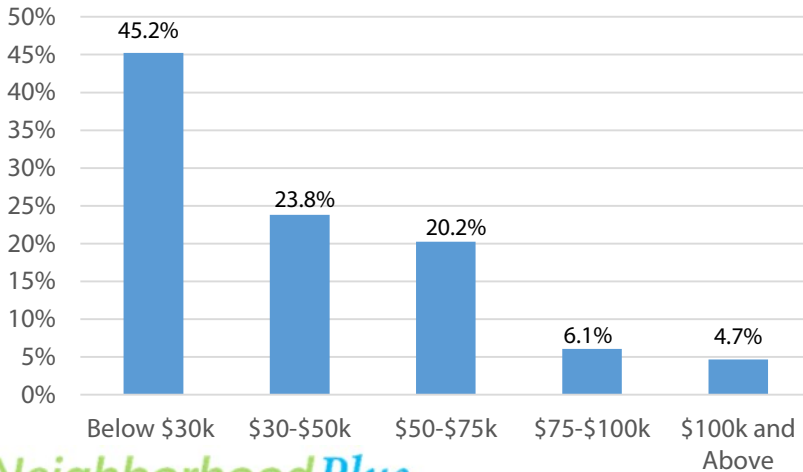
- Fewer senior-led households in the target area
- More households headed by seniors in the southwest corner



* Source: 2010-2014 5 year ACS Estimates

Income

- Block groups in the southern part have median income below the city's
- Northern end has higher household income (\$52,946) that is 11% above the city's median household income (\$49,481)
- About 45% of households earn less than \$30,000 a year
- Households below poverty level 26.8% (citywide 24.1%)
- Poorest households concentrated in the south end



* Source: 2010-2014 5 year ACS Estimates



Housing Overview

- **Housing Type:**

- Almost equal balance between renters 51.6% and homeowners 48.4%.

- **Housing Tenure/Vacancy**

- Rental housing (94%) dominate; homeownership is only 6% (Citywide rate - 43%)
- Housing vacancy 12.2% (citywide 11.2%)
- Significant single-family rental homes scattered throughout residential areas

- **Housing Conditions**

- 68% of housing units above city average condition, which is higher than citywide rate (45%)
- Majority of the housing is in good (44%) condition

- **Property Value**

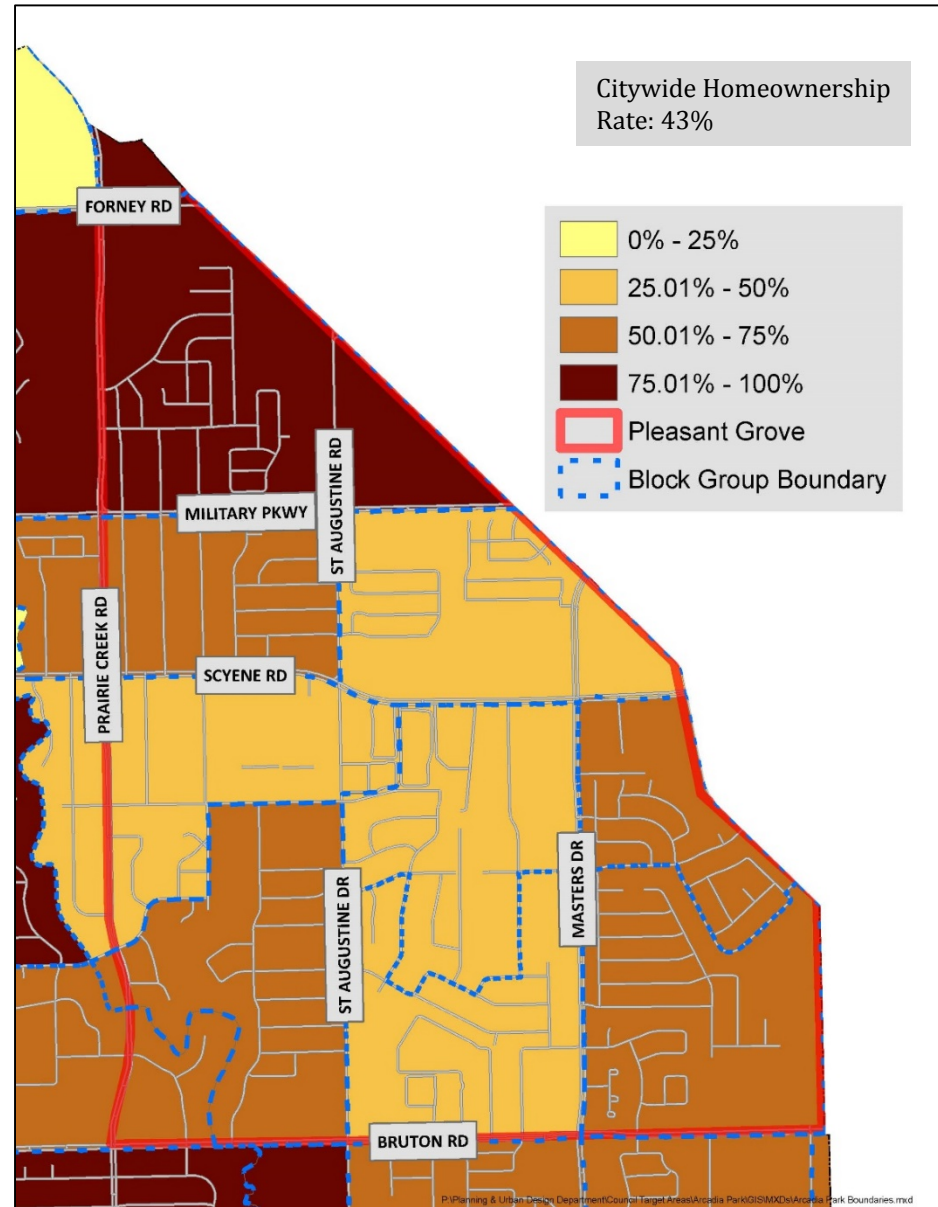
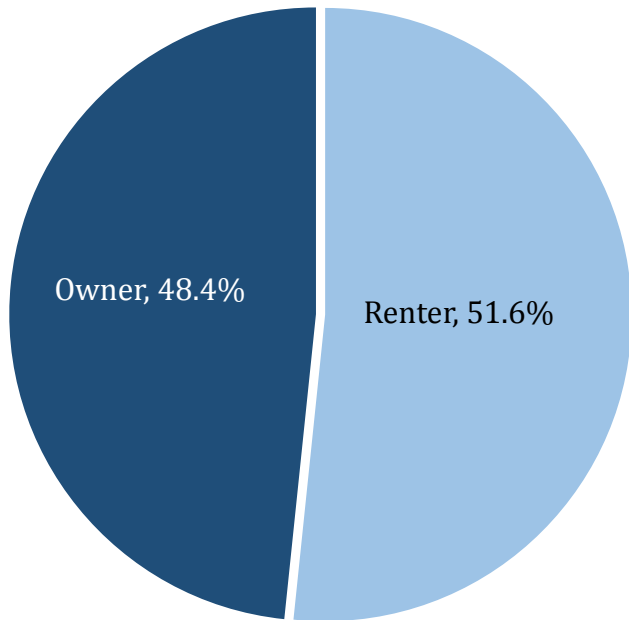
- Property values decreased in the central and southern block groups
- Block groups in the north and southeast corner experienced minimal increase in property values, below the city's average of \$4.80 per sq. ft

- **New Construction/Home Improvement Activity**

- Several home improvement activities throughout target area, particularly in the southern part.

Single Family Housing Tenure (including Multi-Family)

Housing Tenure for all housing units		
Renter	2,836	51.6%
Owner	2,655	48.3%



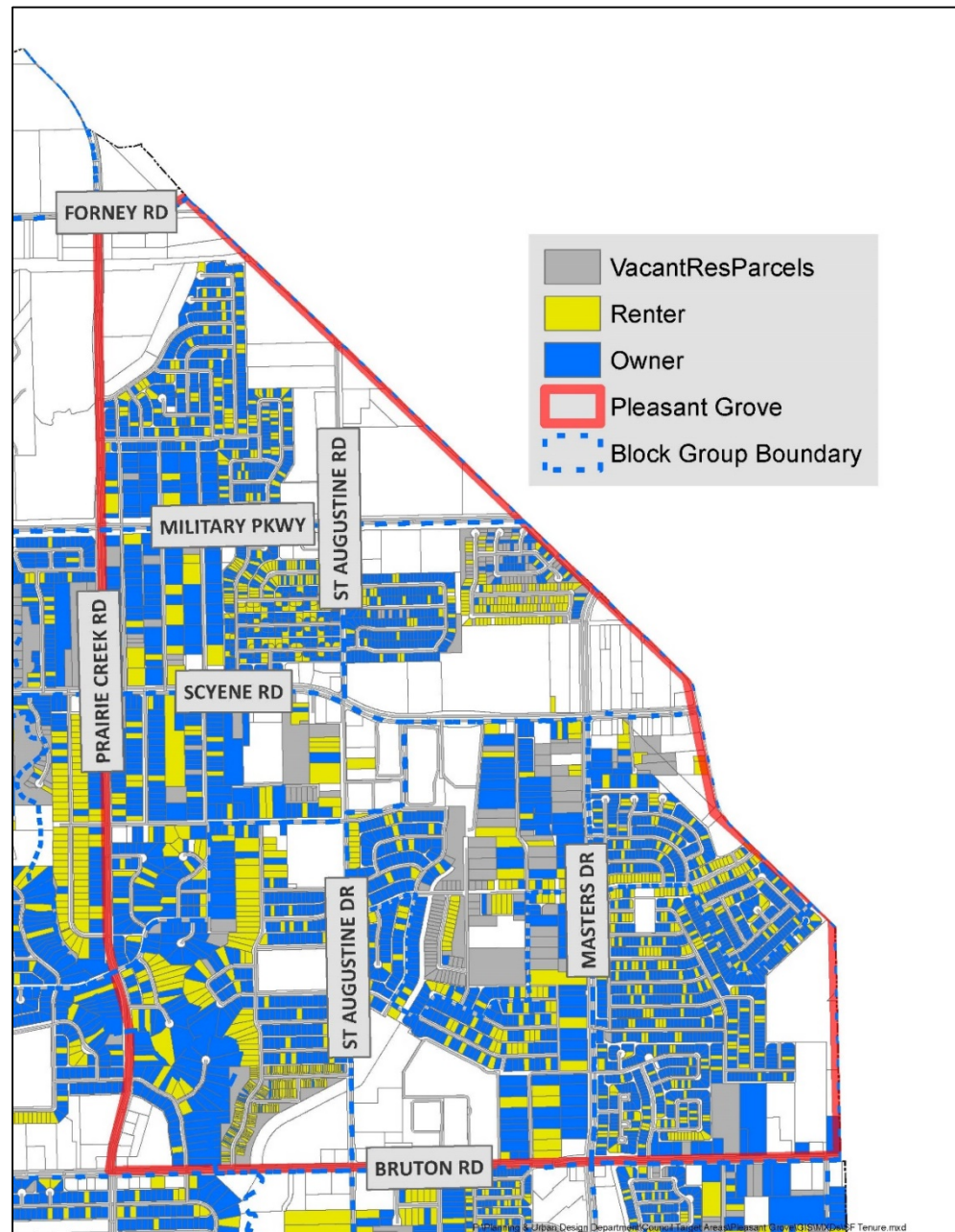
* Source: 2010-2014 5-Year ACS Estimates

Single Family Rental/ Ownership: 2010-2014

- Single-Family rental homes scattered throughout the target area

Category	Count	Percent
Owner	2,370	68.0%
Renter	1,113	32.0%
Total	3,483	100.0%

* Tenure for single-family houses only

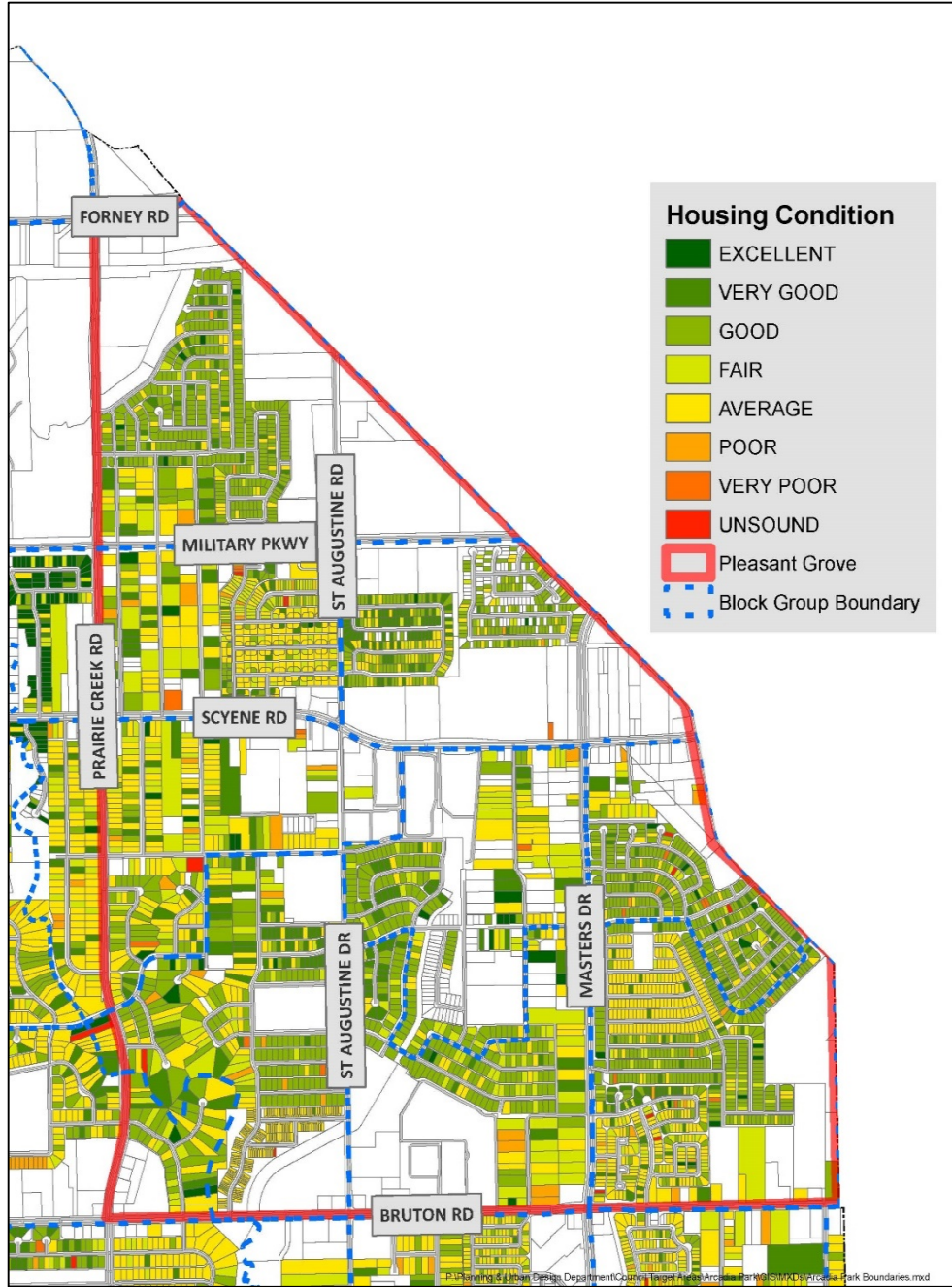
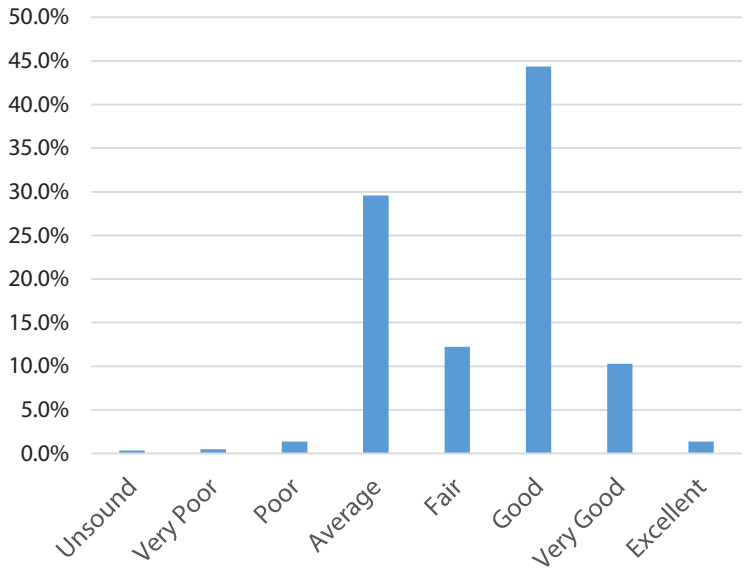


* Source: Dallas Central Appraisal District (DCAD), 2015

Housing Conditions for Single-family homes

Category	Count	Percent
Excellent	48	1.4%
Very Good	356	10.3%
Good	1,537	44.3%
Fair	424	12.2%
Average	1,025	29.6%
Poor	47	1.4%
Very Poor	17	0.5%
Unsound	12	0.3%
Total	3,466	100.0%
Above Average	2,365	68.2%

Citywide Rate: 45% of Housing Units Above City Average

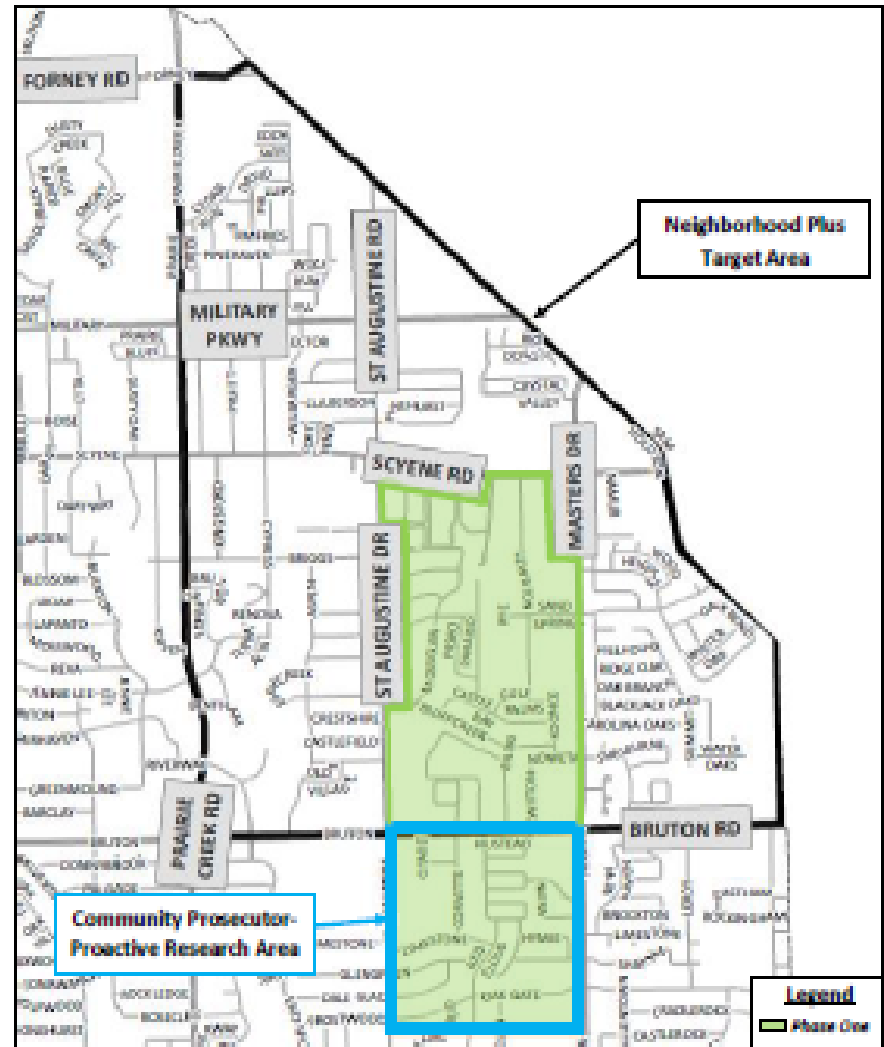


* Source: Dallas Central Appraisal District (DCAD) 2015

Community Prosecution/Code Enforcement Proactive Research Area

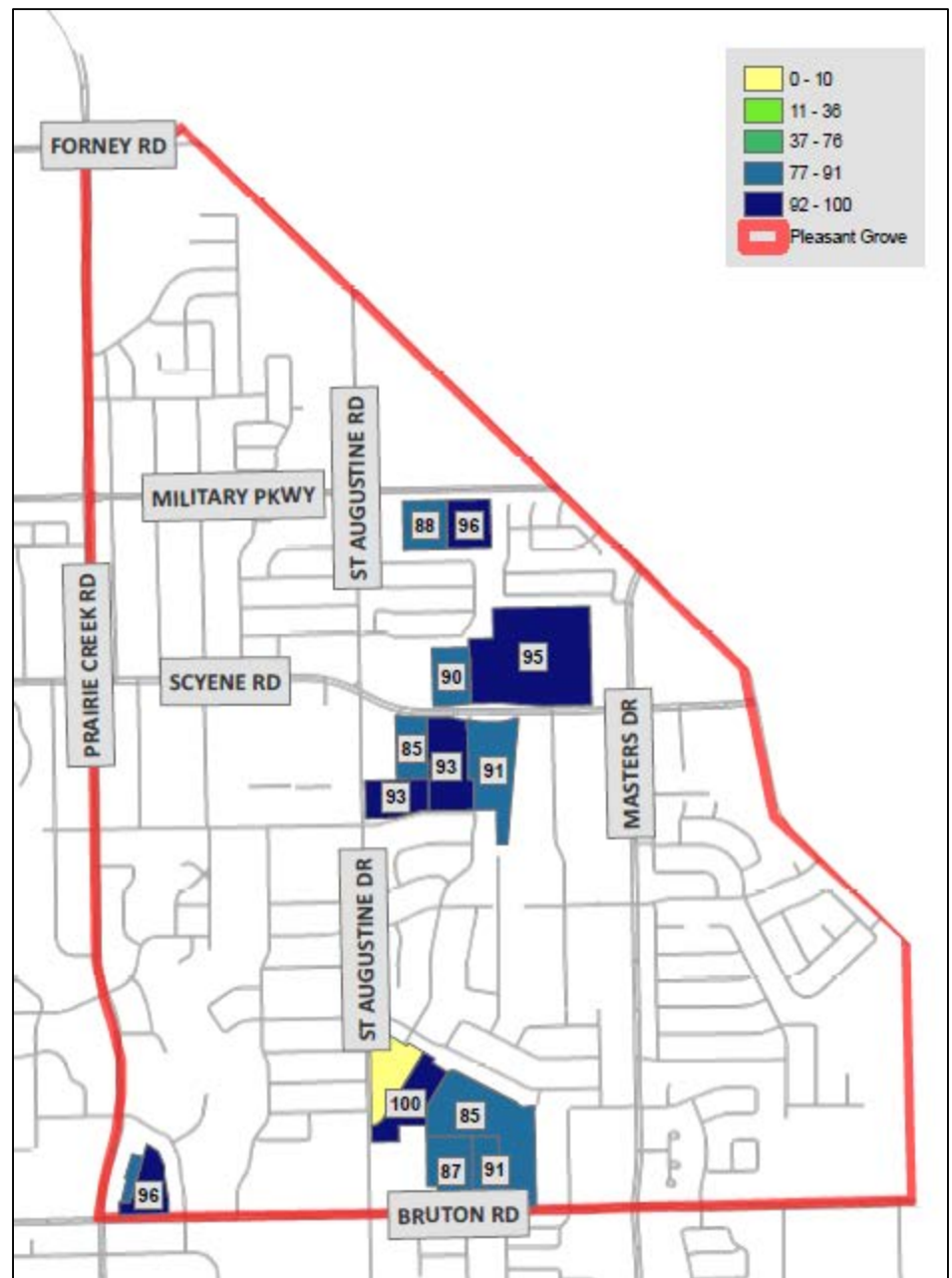
- To more effectively serve the community, attorneys are paired with code enforcement officers and fire inspectors to improve quality of life, increase public safety and strengthen communities.

Code Enforcement Target Areas Pleasant Grove



Multi-family Apartment Code Inspection Ratings

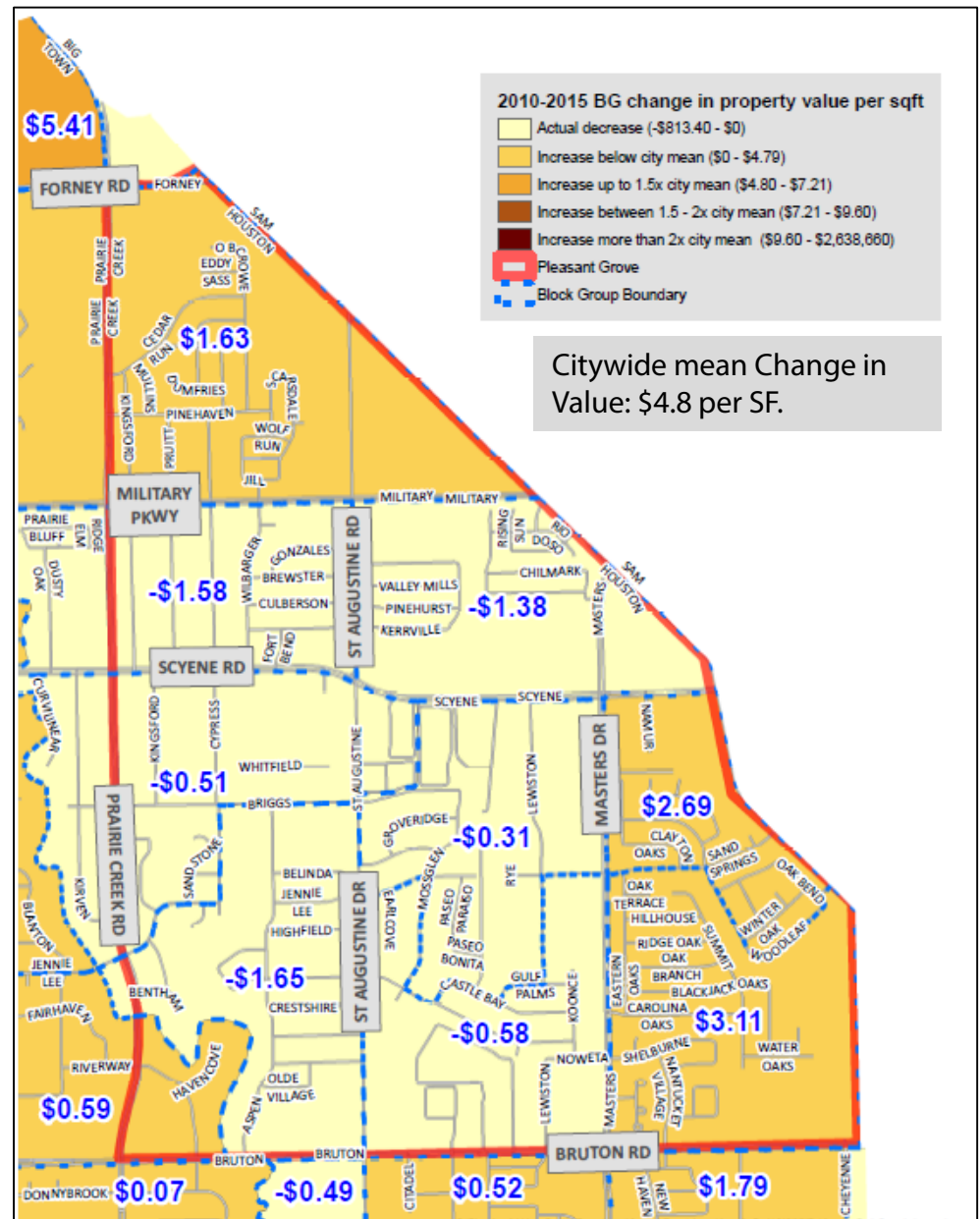
- The Code Compliance department inspects multifamily properties on a 0 to 100 score, 85 and above is a passing score. Interior and exterior factors are considered



* Source: Code Compliance Department

Change in Property Value (Per Square Foot): 2010-2015

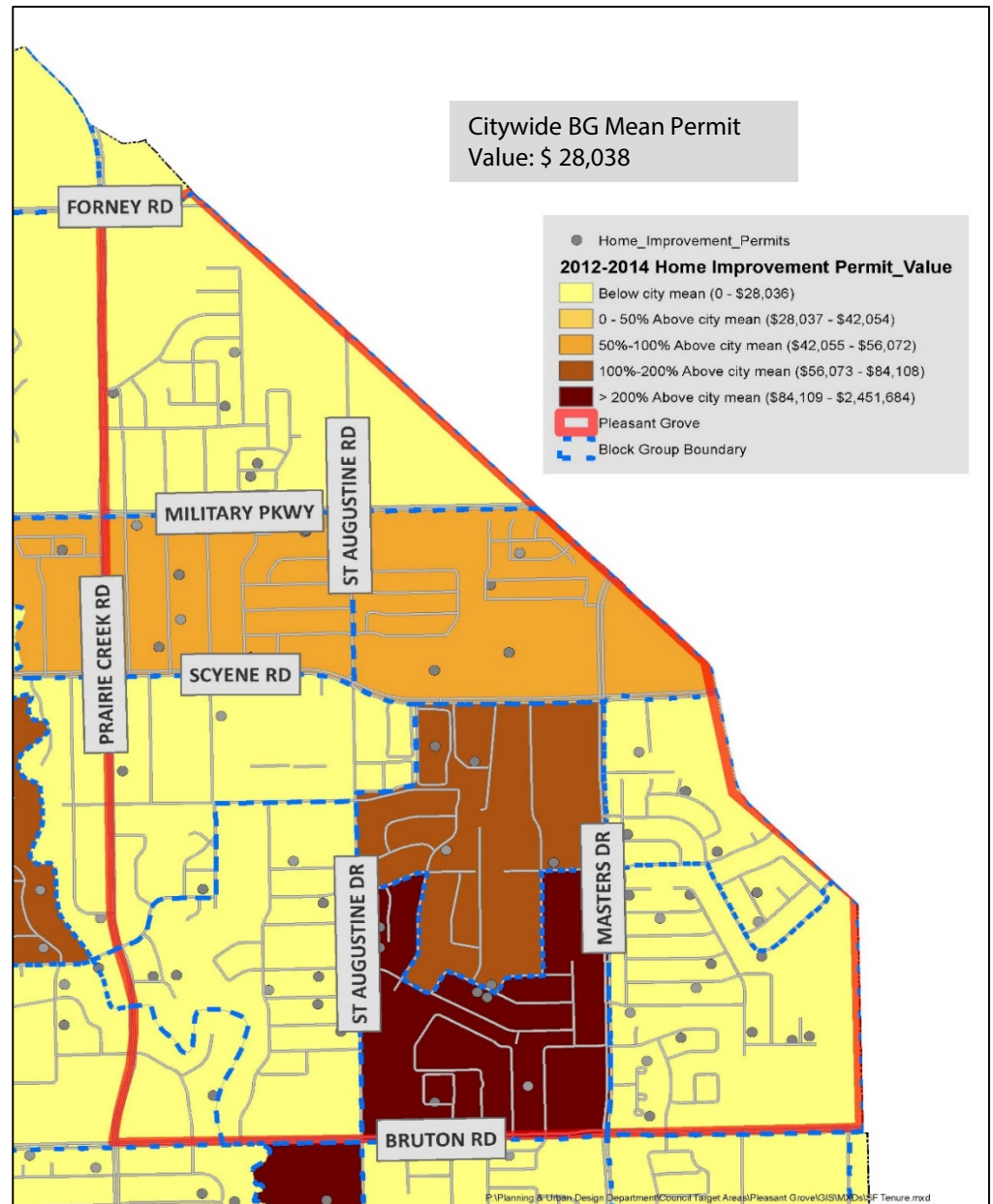
- Most block groups decreased in property values, with only three block groups experiencing an overall increase in property values
- Block groups in the northeast corner experienced the most increase in property value but still below the city's average



* Source: DCAD 2010 & 2015 Property Appraisal

Home Improvement Permits:2012-2014

- Pockets of home improvement activities throughout the target area, more concentrated in the southern part



* Source: City of Dallas 2012- 2014 Permit data

City of Dallas Initiatives

Department	Initiative
Economic Development	
Library	Prairie Creek - Inspired Aging – jewelry making; Etsy Craft Entrepreneur Classes; children’s programming; Dallas B.R.A.I.N. office hours and programming
Parks and Recreation	This area has been identified as a high need area for parkland by the Trust for Public Land in 2015.
Other: Water Utilities, Public Works/Street Services,	See Bond projects and Water Utilities maps

Target Area Matrix

Category		Notes
In CDBG Eligible Area?	Yes	
In a DPD TAG Area?	Yes	
DART Station Within ½ Mile?	No	
Community Prosecution Area?	No	
Parks Within ¼ Mile?	Yes	Cedar Run, JP Hawn, Sand Springs,
TIF/PID?	No	
Library?	Yes	Dallas Public Library – Pleasant Grove Branch
Dallas ISD?	Yes	Edward Titche Elementary School, CA Tatum Jr. Elementary School,
Charter School?	No	
Recreation Center?	No	
Major Code Issues:		<ol style="list-style-type: none"> 1. Litter 343 2. High Weeds 342 3. Residential Garbage Roll Cart 317 4. Dead Animal Pick Up 235 5. Signs-Public Right of Way 189 Additionally: Loose Animal, Substandard Structure, 24 Hour Parking Violation, Confined Animal and Animal Attack in Progress

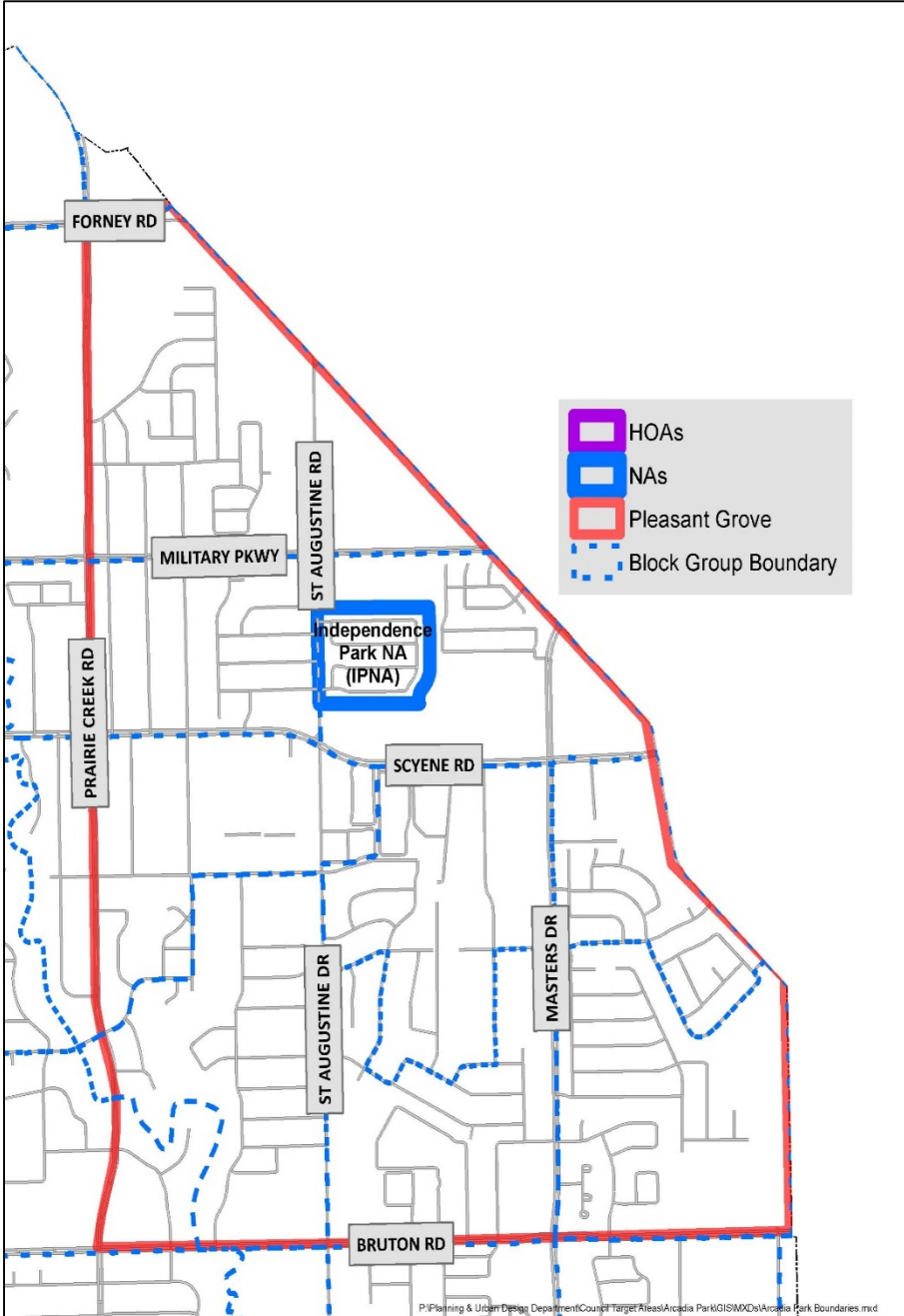
Neighborhood Association & Crime Watch Groups

Neighborhood Associations

- Independence Park

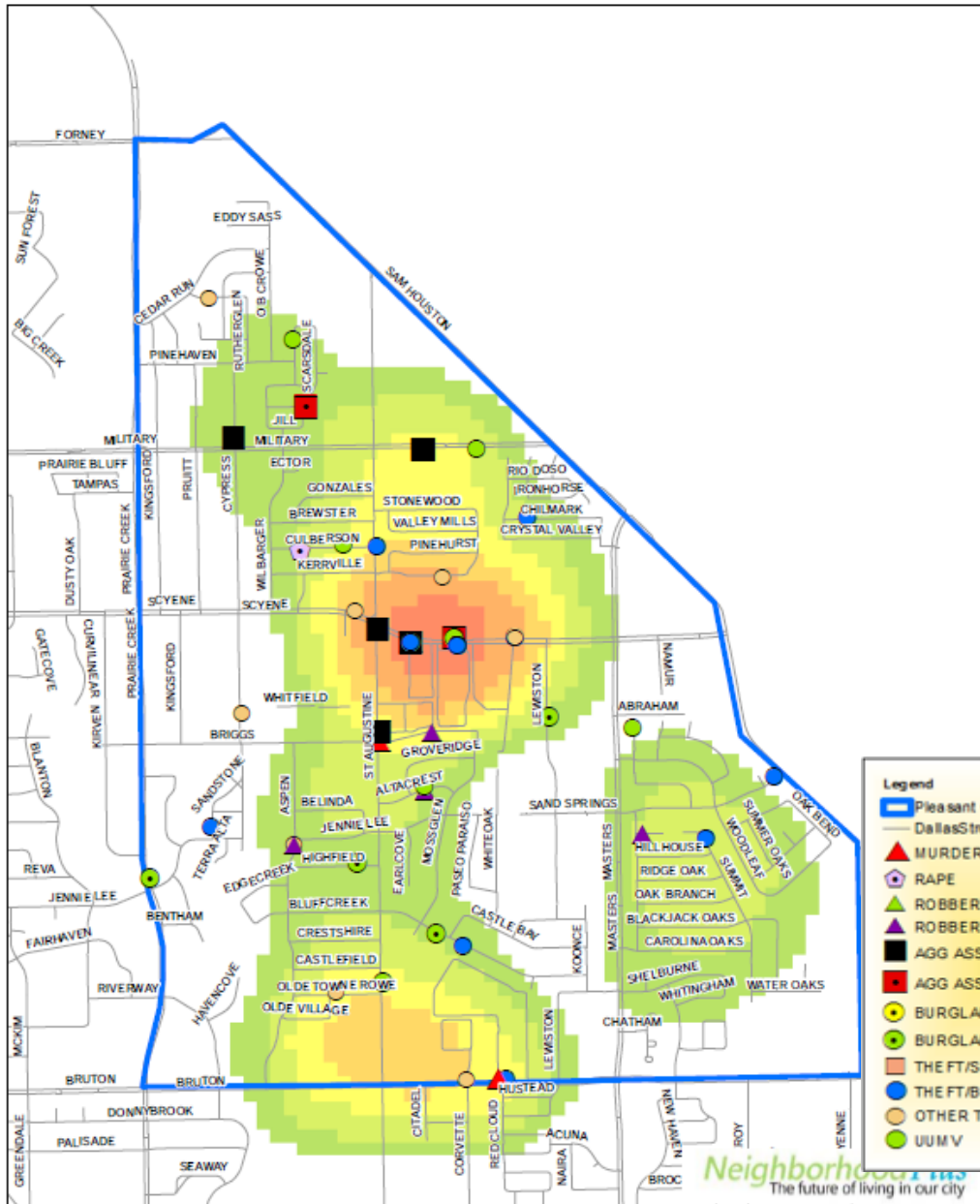
Crime Watch Groups

- Holly Park Apts. CW
- Villas Del Rey Apts. CW
- Heatherwood Apts. CW
- Villa Las Palmas Apts. CW
- The Fallas Apts. CW
- St. Augustine Estates CW
- Hillside Oaks Apts. CW
- Bruton Terrace CW
- Buckner Terrace Apts.
- Cedar Creek Apts. CW
- Rosemont of Sierra Vista Apts.
- Avenida Crossing Apts. CW



* Source: City of Dallas Planning & Urban Design Department

Crime Statistics



PLEASANT GROVE							
CRIME TYPE	Last 28 Days			YTD LYTD (July 3)			
	2016	2015	Diff	2016	2015	Diff	%Ch
Violent Crimes	23	14	9	111	76	35	46.05
Murder	3	0	3	5	1	4	>100
*Sexual Assault	1	1	0	8	7	1	14.29
Robbery- Business	0	1	-1	3	4	-1	-25.00
Robbery-Individual	5	4	1	26	21	5	23.81
Agg Assault (NFV)	11	4	7	43	31	12	38.71
Agg Assault (FV)	3	4	-1	26	12	14	>100
Non-Violent Crimes	34	44	-10	253	259	-6	-2.32
Burglary-Business	0	3	-3	14	17	-3	-17.65
Burglary-Residence	7	14	-7	61	76	-15	-19.74
Theft-Shop Lift	0	0	0	2	2	0	0.00
Theft-BMV/Auto Acc	11	16	-5	82	95	-13	-13.68
Theft-Other Theft	9	7	2	47	37	10	27.03
Auto Theft	7	4	3	47	32	15	46.88
Total Non-Violent	34	44	-10	253	259	-6	-2.32
Total Index Crimes	57	58	-1	364	335	29	8.66

Last 28 Days (6/6/2016 - 07/03/2016)
1/2016 - 07/03/2016)

NC = Not Calculable

Legend

- Pleasant Grove
- Dallas Streets
- MURDER
- RAPE
- ROBBERY-BUSINESS
- ROBBERY-INDIVIDUAL
- AGG ASSAULT - NFV
- AGG ASSAULT - FV
- BURGLARY-BUSINESS
- BURGLARY-RESIDENCE
- THEFT/SHOPLIFT
- THEFT/BMV
- OTHER THEFTS
- UUMV

* Source: Dallas Police Department



Pleasant Grove

Last 28 Days (6/6/2016 - 07/03/2016)
& YTD Crime Density (01/01/2016 - 07/03/2016)

0 0.125 0.25 0.5 Miles



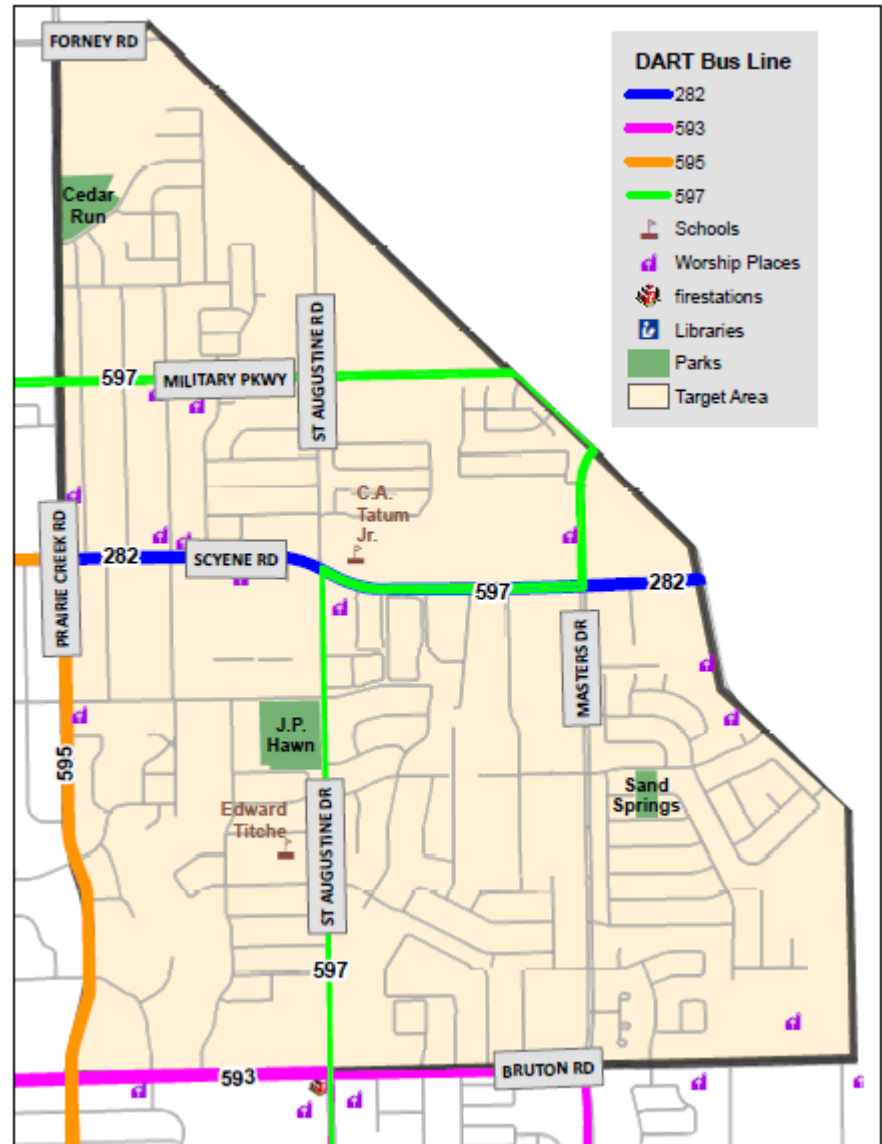
Date: 7/7/2016

Sr. Cpl. DJ Beaty #7192

Appendix

Public Transit

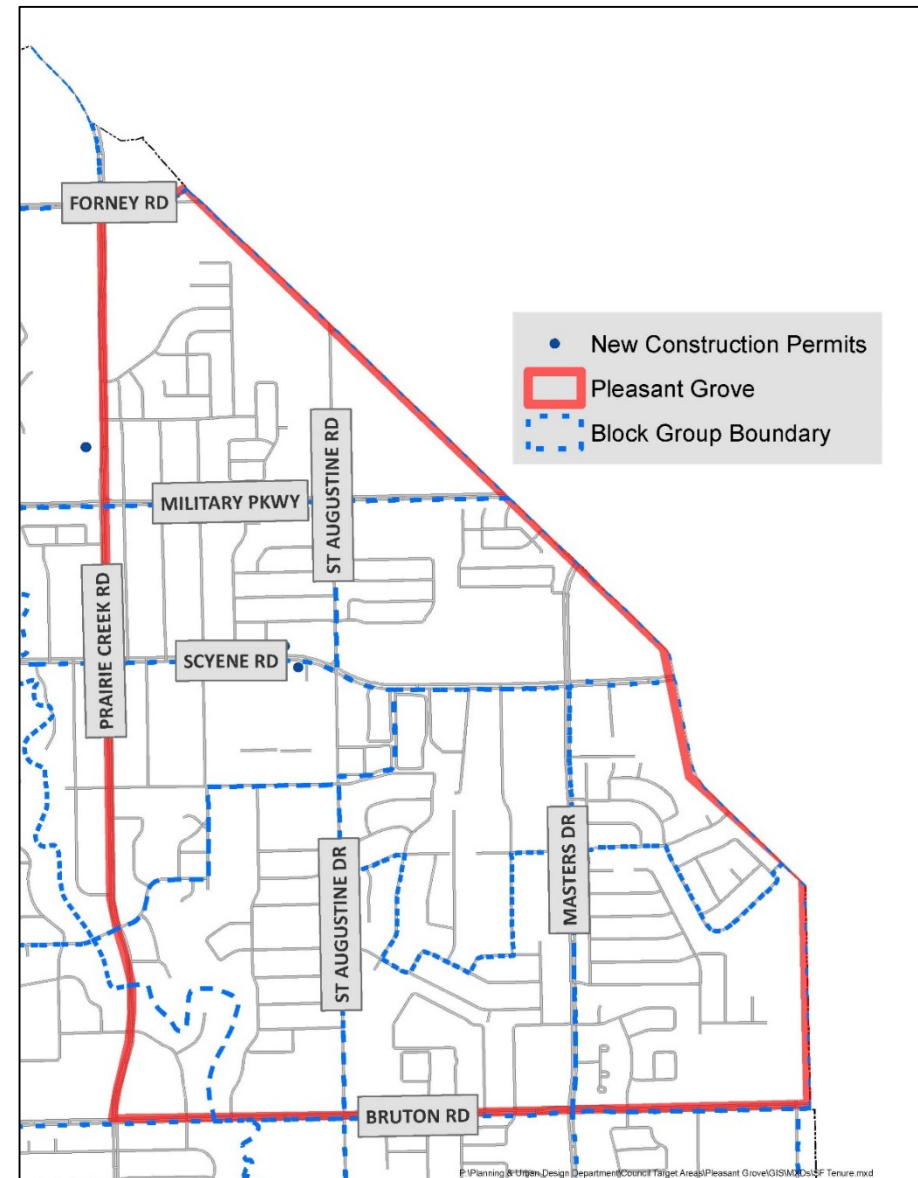
- Served by 4 bus lines
- Modes of travel to work:
 - Public transit 11.1% (citywide 4.1%)
 - Automobile 78.6% (Citywide 88%)



* Source: DART

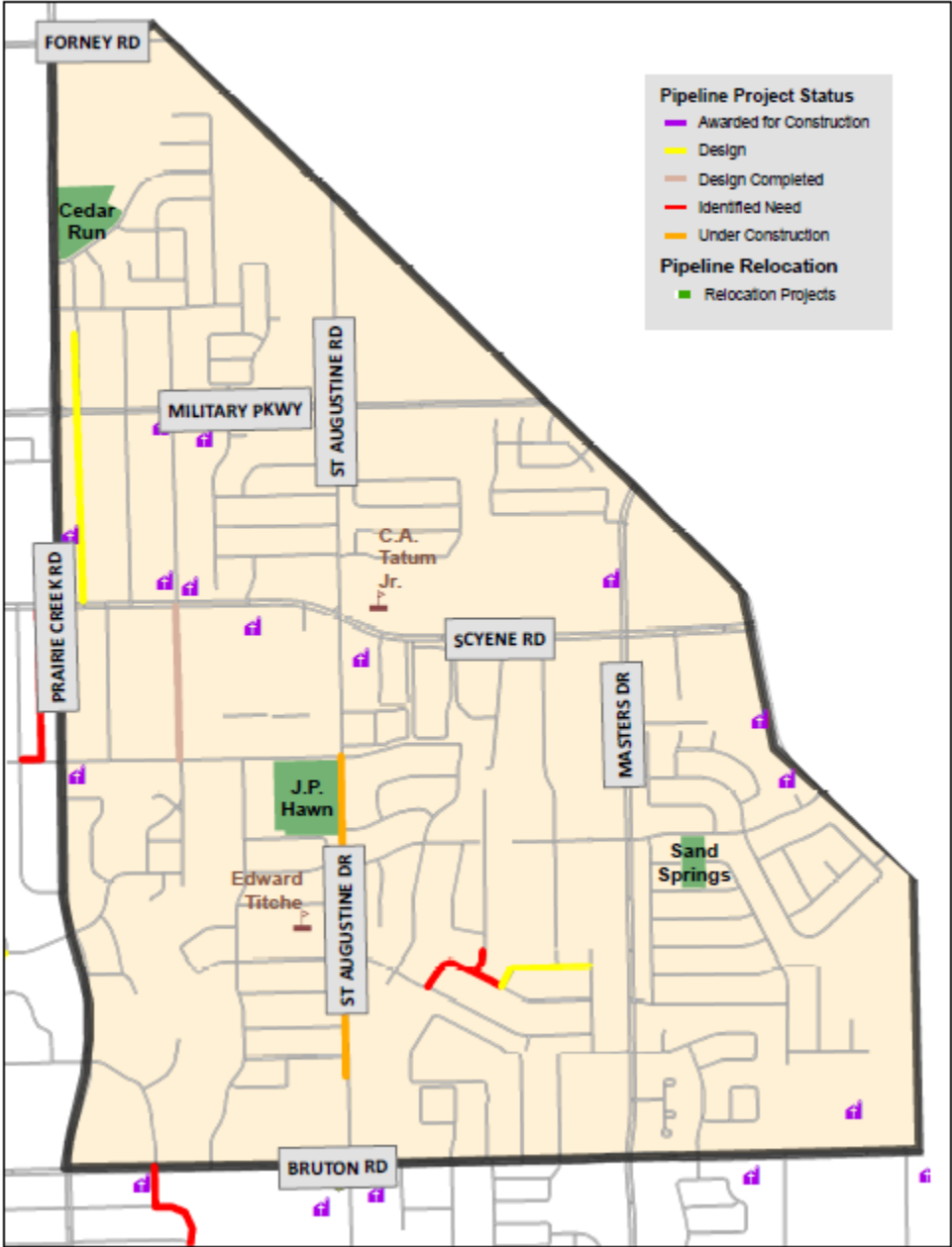
2012-2014 New Single Family Homes

- No Single Family home constructed in the target area



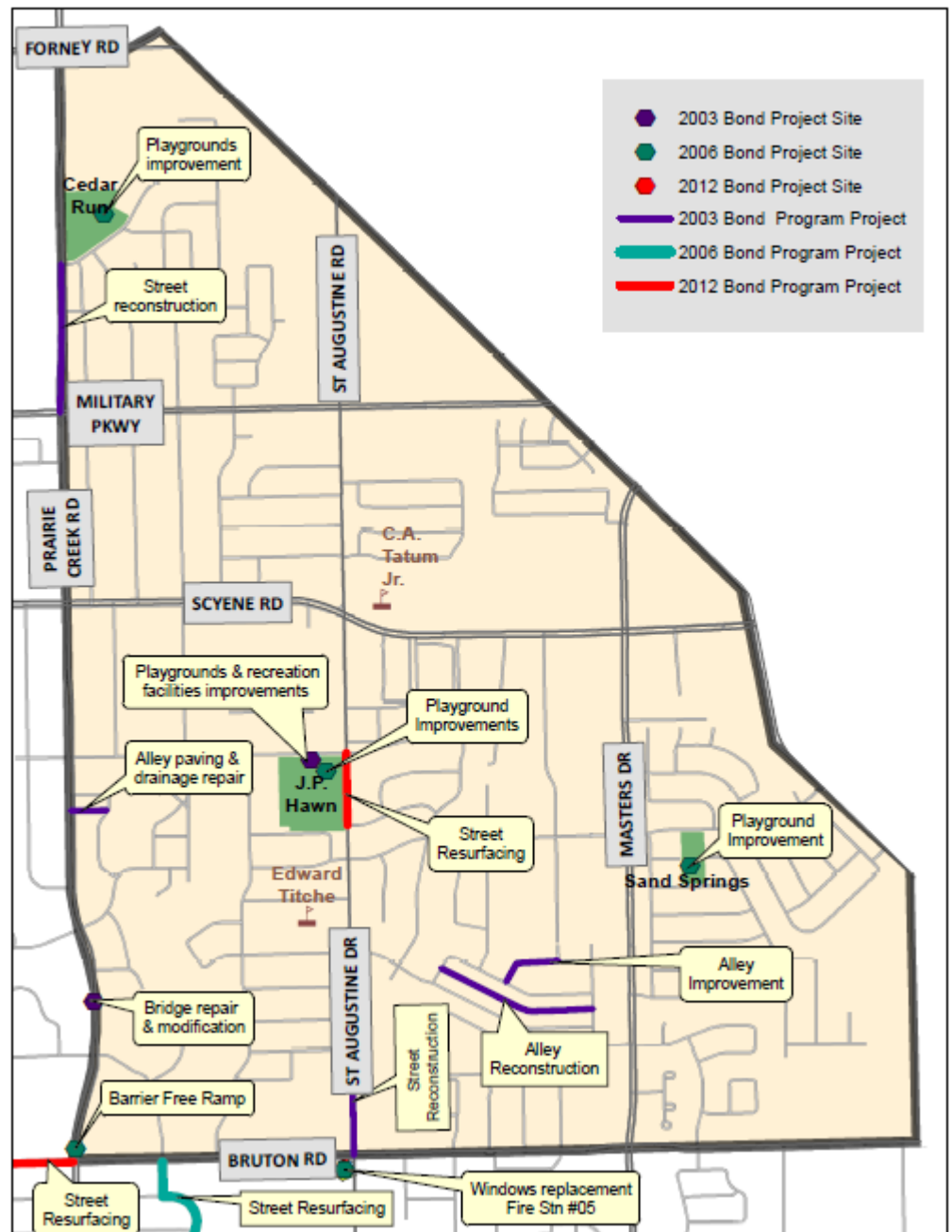
* Source: City of Dallas 2012- 2014 Permit data

Water Utilities Projects



* Source: City of Dallas Water Utilities Department

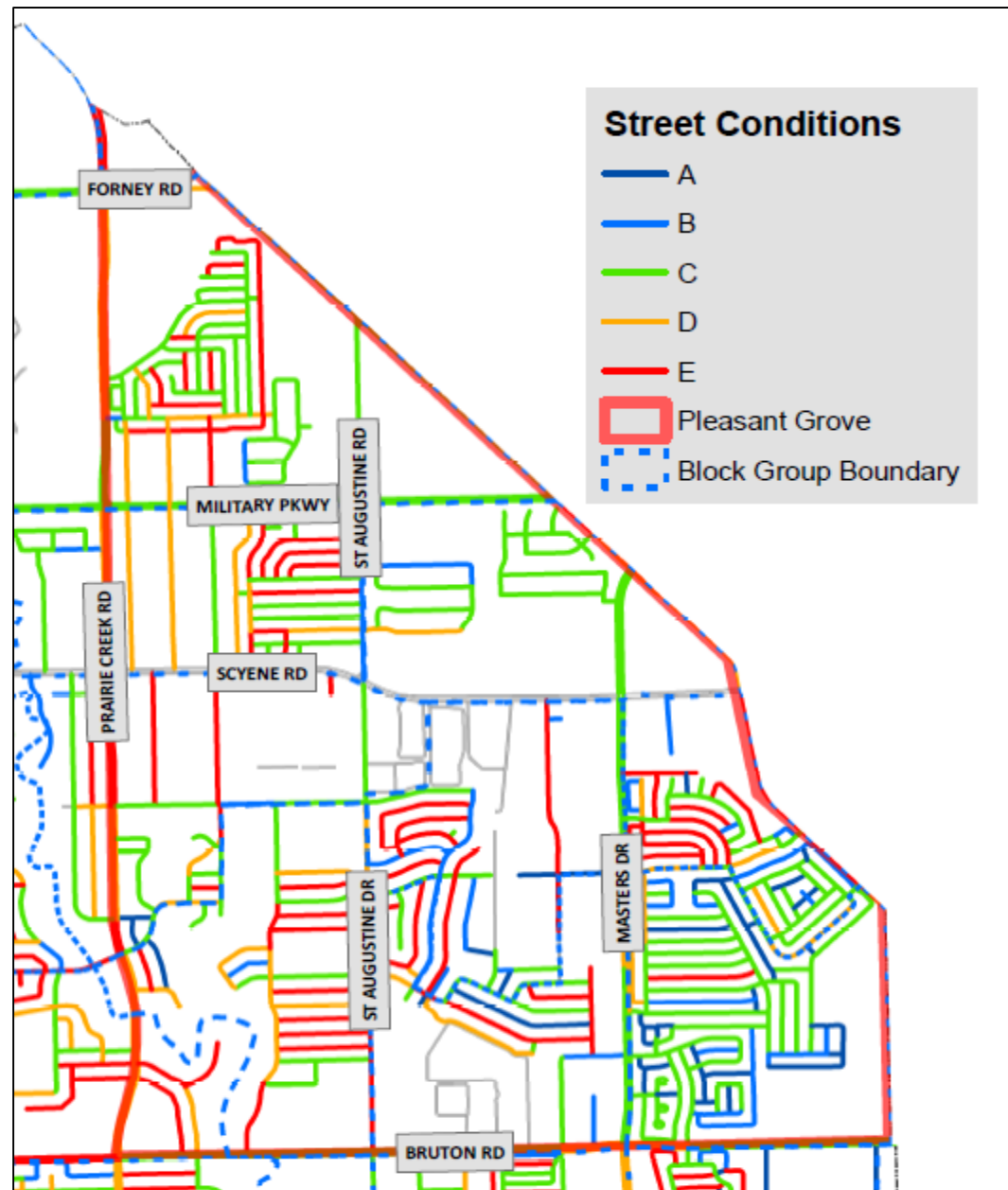
Bond Projects



* Source: City of Dallas Public Works Department

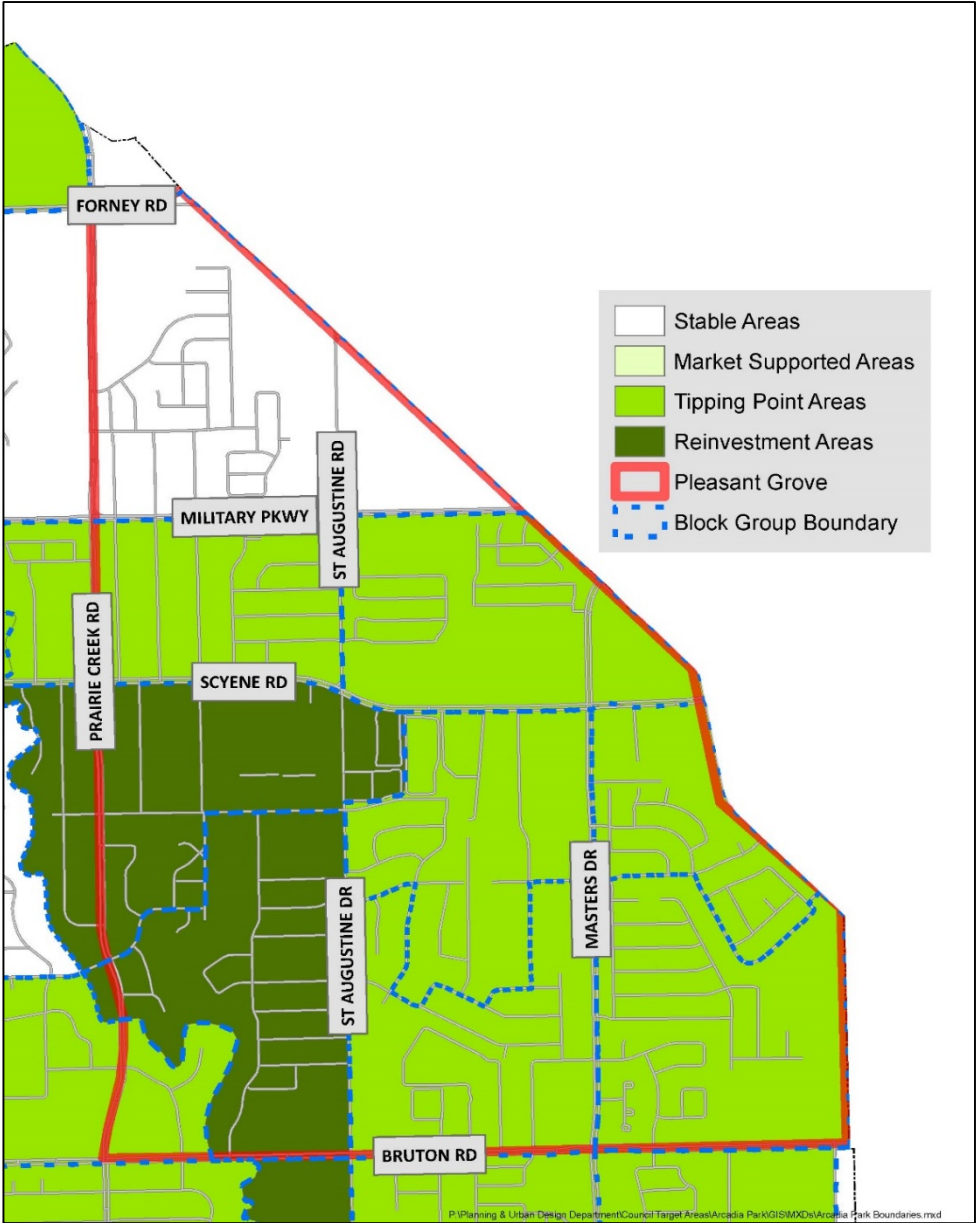
Street Conditions

For internal use only



* Source: City of Dallas Public Works Department

Neighborhood Classification Exercise



* Source: City of Dallas, Planning & Urban Design Department