

Neighborhood Plus

- A citywide neighborhood revitalization strategy -



THE REBIRTH OF RED BIRD COMMUNITY MEETING

SATURDAY, APRIL 30, 2016
10AM - 2PM

OAK CLIFF PRESBYTERIAN
6000 S. HAMPTON ROAD
DALLAS, TX 75232

Refreshments will be served

AGENDA

- 1 Recap of April 16th Meeting
- 2 Recap of the April 23rd Code Crawl
- 3 Rapid Response Priorities
- 4 Rebirth of RED BIRD Visioning
- 5 Identify external partners
- 6 Next Steps
- 7 Adjourn

City Councilman **Casey Thomas** invites you to attend the second Rebirth of RED BIRD community meeting to learn more about the **strategic action plan** for the RED BIRD area. The **input of the residents** is beyond valuable, it is critical. Your attendance at this meeting is extremely important. The future of RED BIRD depends on YOU!!!

Questions: Email Karen Riley (karen.riley@dallascityhall.com)

What are the best and most unique qualities of your neighborhood?

- Unique home designs
- Stable community
- More homeowners than renters
- Easy access to freeways
- Nice topography
- Historical significance
- Golf course
- Community involvement / volunteers
- Location to churches

What does The Rebirth of Red Bird mean to you?

- Restoration of the neighborhood
- Revitalization
- Facelift for the community
- Bring in younger people/families
- Attracting the millennials
- Walkability
- Bikeability
- Growth
- Branding the neighborhood in a new way

Who makes up the Red Bird community and who are its leaders?

- Active neighborhood associations
- The senior population
- Churches
- Homeowners
- Schools
- Elected officials
- Business owners

What skills or abilities can you contribute to make the Red Bird area better?

- Coordination and education via outreach to homeowners at neighborhood association meetings
- Involved business owners
- Involvement
- Visibility
- Keep my yard and property neat
- Attend neighborhood association meetings
- Volunteer

Rapid Response Priorities

Issue	Responsible Department
#1 Police patrol in crime hotspots <ul style="list-style-type: none">• The area bounded by Shady Glen Ln, Caracas Drive and Reynoldston Lane• The shopping mall at intersection of Camp Wisdom Rd and Polk Street• Surrey Row apartments and Brooklawn Springs apartments• Around Delux Inn on US 67 frontage Rd and Camp Wisdom	Dallas Police Department
#2 Facilitate Neighborhood Organizations' engagement with public and private institutions <ul style="list-style-type: none">• Coordination & education via outreach to local businesses and institutions and encourage them to support each other	Neighborhood Vitality
#3 Street Resurfacing <ul style="list-style-type: none">• Lake Placid Drive from Red Bird Lane to Heather Glenn Drive	Street Services
#4 Street Lights <ul style="list-style-type: none">• Red Bird Lane from Marvin D Love Freeway to Pastor Bailey Drive	Street Services
#5 Litter <ul style="list-style-type: none">• Regular litter pick-up needed Red Bird Lane and Camp Wisdom Road	Code/ Street Services

Long Term Transformational Strategies

Neighborhood Need /Opportunity	Potential Strategy
#1 Economic development	Facilitate commercial development, particularly grocery store options and quality restaurants <ul style="list-style-type: none">• Redevelop the Red Bird Square and the mall at intersection of Camp Wisdom Rd and Polk Street.• Fill empty retail spaces in strip malls and retail nodes.• Attract quality grocery stores and restaurants• Façade improvement program (model after west Dallas – Joe Yanez)• Align local banking partners, developers, etc. to education residents on the development process and development financing
#2 Improve Schools	Improve building conditions and access to resources to enhance programs <ul style="list-style-type: none">• Adelle Turner Elementary• William Hawley Atwell Law Academy• Align DISD executive directors as an external partner to educate the community on the facility improvement process
#3 Pedestrian Safety/Connectivity	Improve sidewalks and lighting <ul style="list-style-type: none">• Red Bird Lane from Elder Grove Drive to Trinidad Drive
#4 Neighborhood Branding	<ul style="list-style-type: none">• Promote the assets of the community, banners, yard signs, entryway improvements• Align the following external partners; banks, realtors, marketing/PR firms,• Neighborhood Vitality can provide capacity building, fundraising and consensus building training
#5 Golf Course Improvements	<ul style="list-style-type: none">• Work with golf course to update and regularly maintain the facilities, encourage greater interaction with community• Align potential redevelopment organizations to educate the community on potential redevelopment of the golf course



Twin Oaks Code Crawl – April 23, 2016

- **Goal:** To educate residents on potential code violations. No citations were written.
- Meeting Location: Adelle Turner Elementary
- Targeted Location:
 - Brookvalley Drive
 - Clubview Drive
 - Lake Placid Drive
 - Dazzle Drive
 - Darlene Street
 - Drury Drive
 - Regatta Drive
- 6 Teams distributed 302 Packets
 - Code Officers – 20
 - There were 32 City staff members, representing the following departments:
 - City Councilmember Thomas
 - Community Prosecution
 - City Hall on the Go
 - Animal Services
 - Dallas Fire Department
 - Dallas Police Department
 - Public Works
 - Community Liaison – Mr. Demus and 7 Volunteers



Red Bird Target Area Highlights

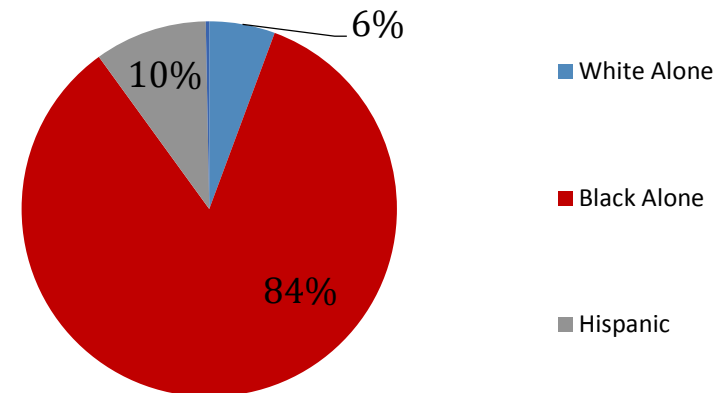
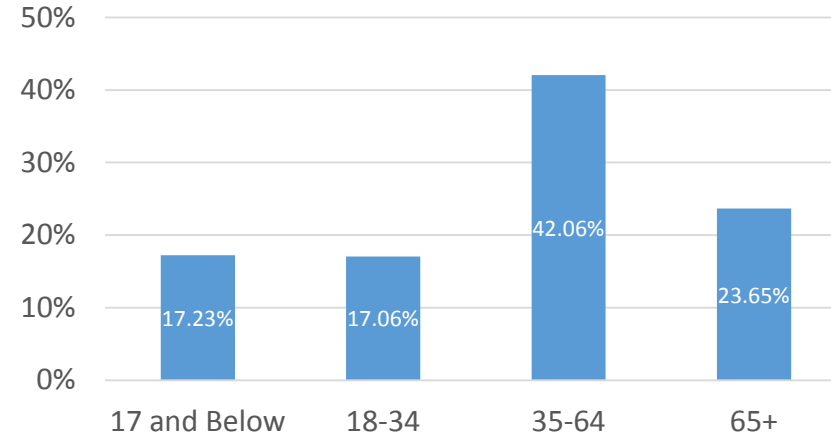
- **Predominantly African American (84%)**
- **High senior population** in the entire target area. Seniors are aging in place, increase in senior exemptions.
- **High number of households with children** in the north.
- **Even distribution of income categories**, concentration of higher income in southern area
- **Land use** is predominantly SF homes, almost no multifamily. Commercial area only in the south east of target area. **No grocery stores.**
- **Housing conditions better than city average** and other target areas.
- **Poor street conditions** in the central block groups.
- **Younger, middle income, renters** in central east block group.

Red Bird Target Area Highlights – Cont.

- 7.3% Population decline from 2000-2010
- Aging Population
 - Rise in senior exemptions
 - Aging in place is common
- Rise in SF Rental from 2010-2014 from 16%-18%
- City is currently focused on:
 - Monitoring Code Issues, reviewing flood control and erosion issues for next bond program, street improvements, looking for economic development opportunities for commercial properties.

Red Bird Demographics

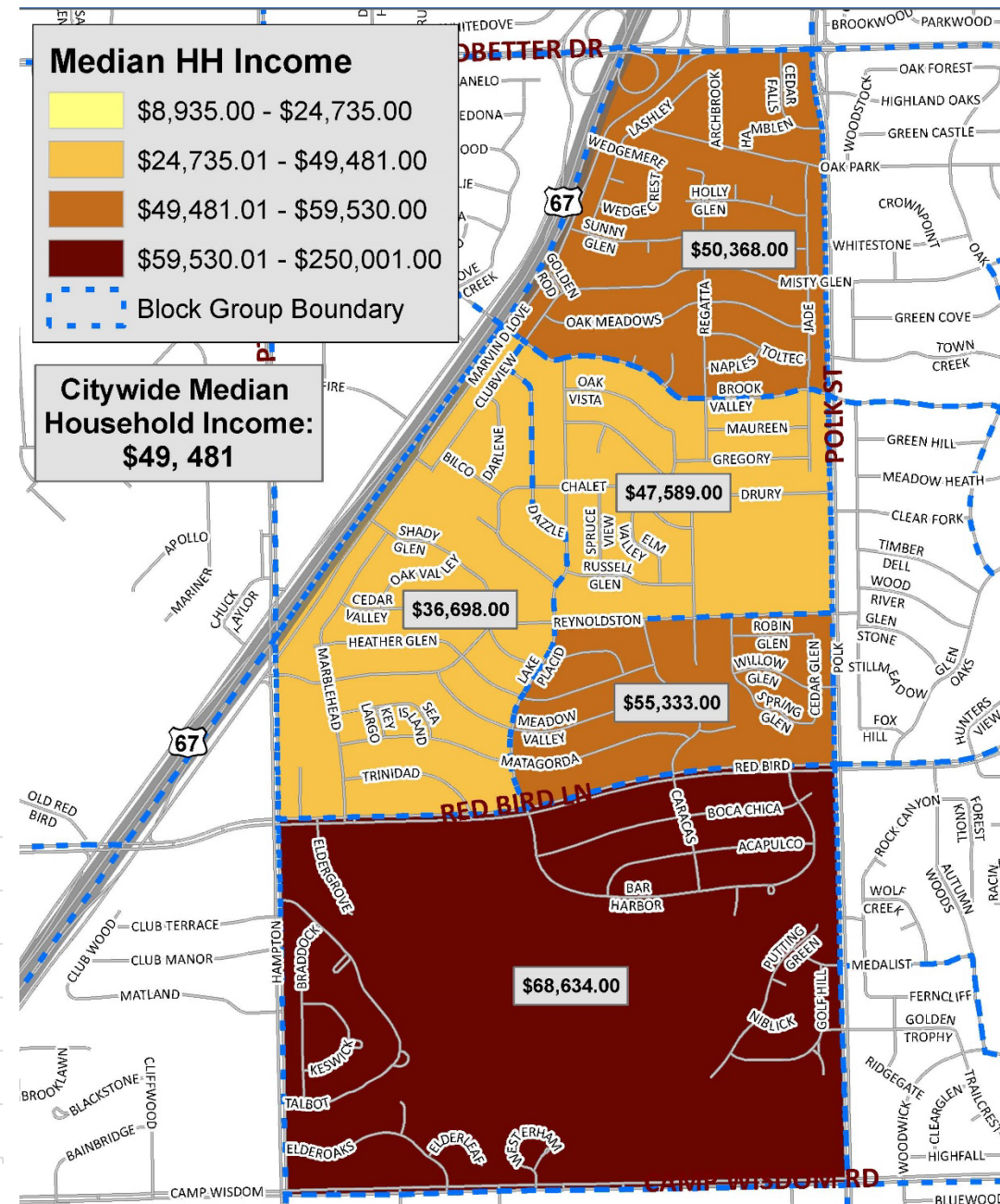
- Total Population:
5,927
- Age
 - Over 60% above 35,
 - High percent of 65+ compared to city and other target areas
 - High percent of senior-led households in all block groups
- Race/Ethnicity
 - Predominantly African American (84%)
 - Hispanic population growing



* Source: 2010-2014 5 year ACS Estimates

2010-2014 Median Household Income

- Wide range of incomes
- Higher median household income south of Red Bird





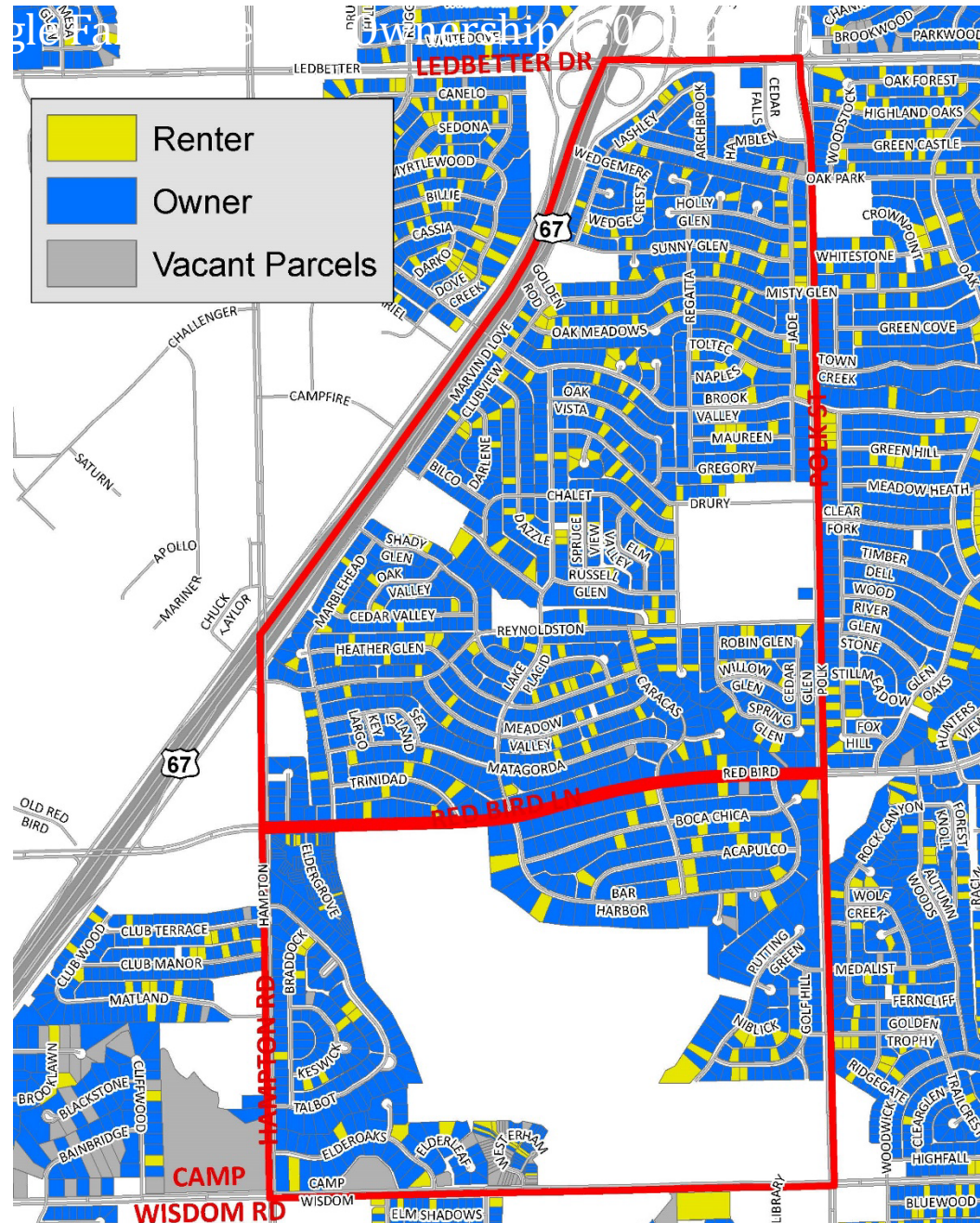
Red Bird Housing Overview

- Housing Type:
 - Predominantly single Family, some townhomes
- Housing Tenure
 - 83% homeownership, distributed fairly evenly throughout target area
 - 17% renter, rental single family homes scattered throughout target area
- Housing Conditions
 - 86% of housing above average condition, significantly better than city average
 - Housing conditions generally good throughout target area
- Property Value
 - Slight increase across whole target area
- New Construction/Improvement Activity
 - 1 new SF home, some home improvement activity throughout target area

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

Category	Count	Percent
Owner	1,890	88.6%
Renter	243	11.4%
Total	2,133	100.0%

* Source: 2010-2014 5 year ACS Estimates





Rebirth of RED BIRD – Visioning Exercise

- Community visioning is the process of developing consensus about what future the community wants, and then deciding what is necessary to achieve it.
- A vision statement captures what community members most value about their community, and the shared image of what they want their community to become.
- It inspires community members to work together to achieve the vision. A thoughtful vision statement is one of the elements needed to form a forward looking strategic framework that gives councils or boards the long-term-comprehensive perspective necessary to make rational and disciplined tactical/incremental decisions on community issues as they arise.
- Community vision statements are typically crafted through a collaborative process that involves a wide variety of community residents, stakeholders and elected officials.