

GREATER CASA VIEW AREA PLAN

CASA VIEW



December 14, 2016

WHEREAS, the Greater Casa View Alliance (GCVA) was established in 2010 as a super-neighborhood group of area leaders and business owners with a goal of strengthening area neighborhoods through a system of best practices and information sharing in the area generally bounded by Garland Road to the west; Interstate 635 to the north; La Prada Drive, Oates Drive, and Ferguson Road to the east; and Peavy Road and Buckner Road to the south.

WHEREAS, the Greater Casa View Area Plan Advisory Committee, a group consisting of members representing Greater Casa View Area organizations, property owners, and area residents worked in conjunction with pro-bono area consultants and city staff to develop the Greater Casa View Area Plan; and

WHEREAS, the Greater Casa View Area Plan defines issues, goals and recommendations related to urban design, planning, parking and guidance for future land development for the Greater Casa View Area Plan area;

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the Greater Casa View Area Plan is hereby adopted as a reference and guide to benefit the citizens of the Greater Casa View Area community.

SECTION 2. That the City Council directs the City Manager to consider and consult the recommendations of this Plan in conjunction with other adopted plans in the context of future actions affecting the Greater Casa View Area Plan area.

SECTION 3. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

APPROVED BY
CITY COUNCIL

DEC 14 2016

Lucas G. Pineda
City Secretary

ACKNOWLEDGMENTS

City Of Dallas Staff

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Advisory Committee

Lee Barron	Braeburn Glen CW
Brad Boling	Alger Park/Ash Creek
Amanda Buckley	Casa View Haven
Tami Fowler	Casa View Haven
Debbie Hobbs	Casa View Shopping Center Business Manager
Carol Hurley	Casa View Heights CW
Fr. Lino Lara	San Francisco de Asis Church
Shirley Loftin	Casa View CW
Brenda Myers	Harry Stone Recreation Center
Mike Nurre	Casa View Oaks NW
Betty Rice	Casa View Oaks NW
Candice Ruiz	Kiest Elementary School
Michelle Saenz	Little Casa View
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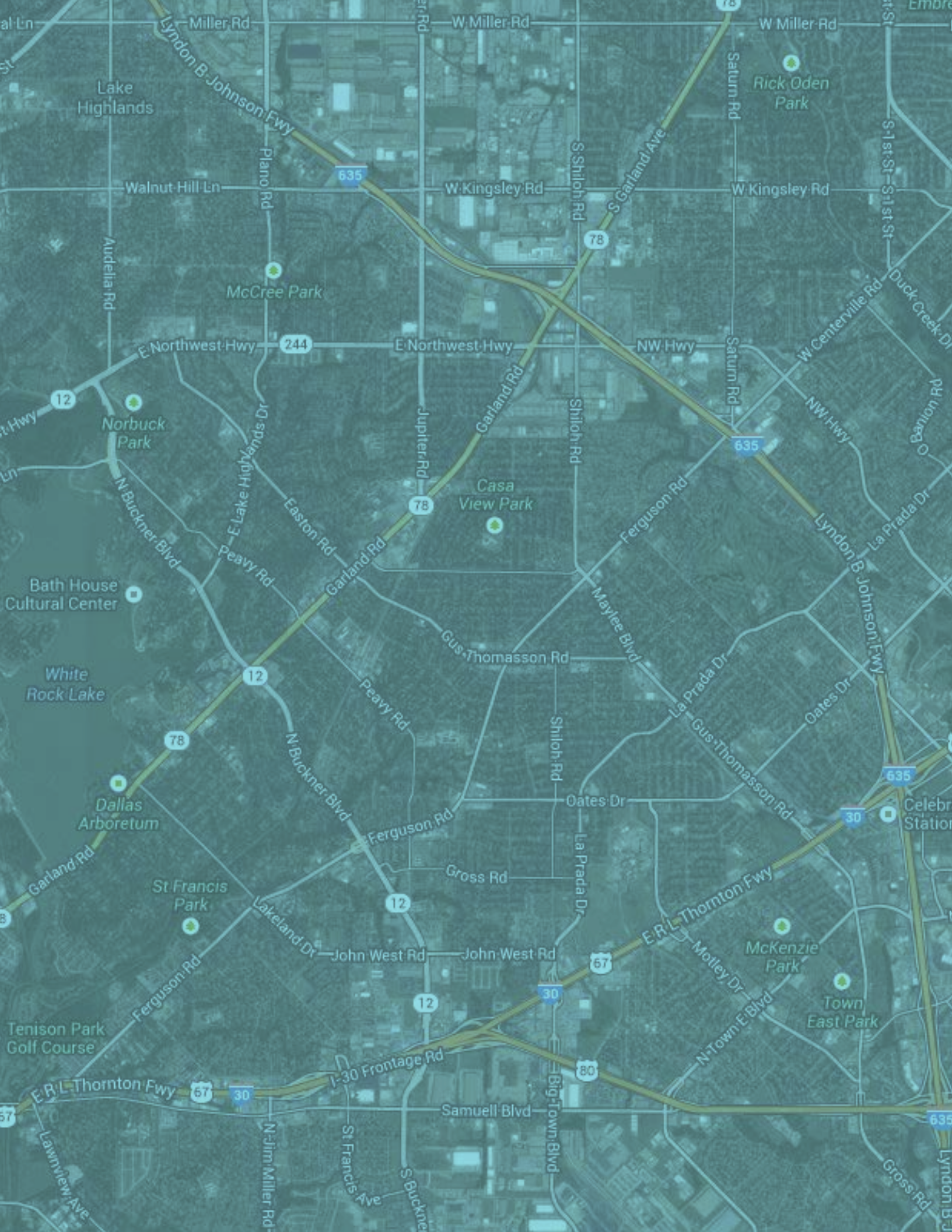
- Description
- Planning Process
- Schedule
- Demographic Studies
- Consensus Gathering

PROJECT VISIONING FOCUS AREAS

1. Development Opportunities
2. Streetscape & Greenspace
3. Harry Stone Recreation Center
4. Gateways & Identity

IMPLEMENTATION STRATEGIES

- Projects & Priority Table



WE LOVE CASA VIEW

Overview

Relating to *forwardDallas!* and Neighborhood Plus

Dallas is experiencing an unprecedented time of growth and economic vitality. Listed as the #1 Market to Watch in the United States by the Urban Land Institute, the country is starting to recognize the Dallas/Fort Worth area as a viable international hub. The metroplex has impressive employment growth and a robust housing market. We are attracting an average of 11,000 people a year to the City of Dallas and as a result, every neighborhood has the opportunity to take a look at itself, establish an identity and set a vision in place for its future growth.

Understanding the broader plans for the City of Dallas, the Greater Casa View Alliance (GCVA) has created a plan that targets key neighborhood resources along and within the Ferguson Road corridor.

From a series of consensus building events, GCVA has identified comprehensive concerns at a block-level scale and has selectively picked elements from sustainable development, new urbanism and smart growth planning approaches to set us on a course toward resolution and revitalization.

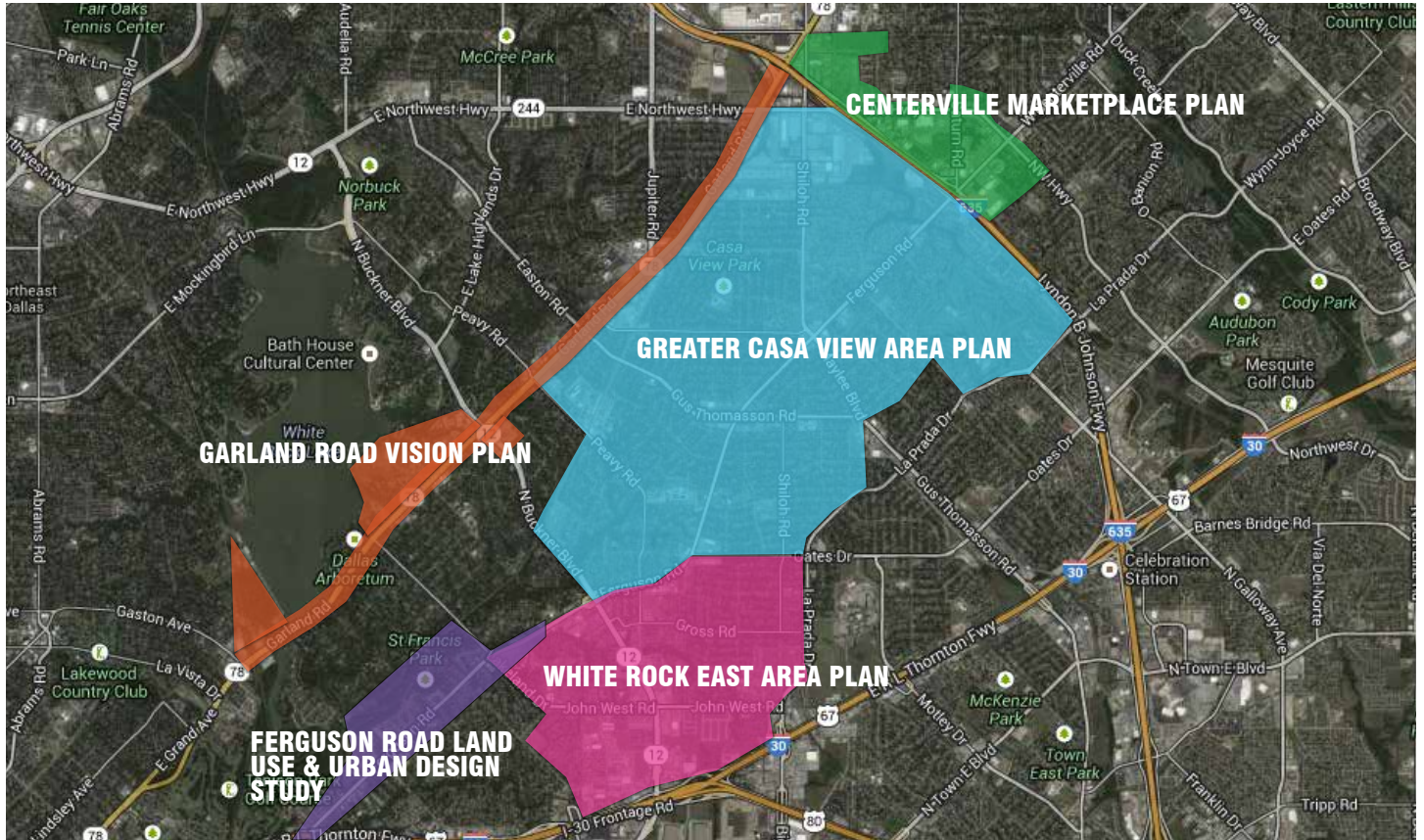
This GCVA Area Plan conforms closely to *forwardDallas!* and *Neighborhood Plus* objectives while outlining strategic opportunities to invest in further revitalizing our super-neighborhood—filling gaps in the Far-East Dallas planning ecology from a City perspective.

This plan capitalizes on existing assets and looks at ways to take what we already have in place and improving them. This plan desires to restore, not remove. We are passionate about our neighborhood, loyal to our city and choose to live within the loop. This plan enriches the neighborhood we love while providing amenities that improve the quality of life, create connectivity to the rest of the City and keeps residents happy in their neighborhoods.

SUMMARY

- Outline GCVA community concerns
- Identify investment opportunities
- Align with City of Dallas initiatives

CONNECTING CASA VIEW



SOURCE: OMNIPLAN This image shows the area we are focusing, and the other area plans that have been enacted in the adjacent communities—showing how the GCVA Area Plan fills the very large gap in between and charts the course for success for the broader community.

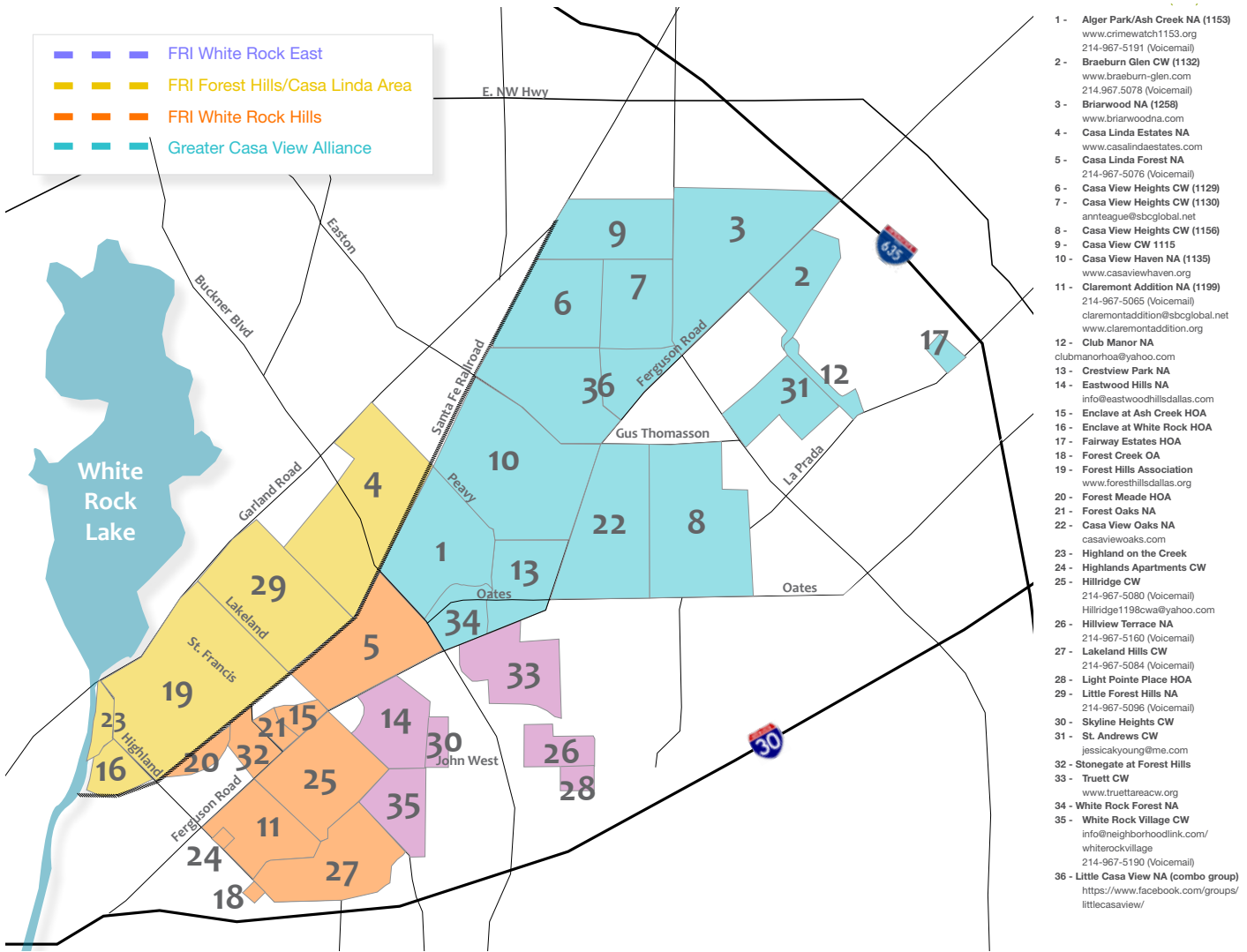
Background

The Greater Casa View Alliance (GCVA) was established in 2010 as a super-neighborhood group with a goal to unify the Greater Casa View Area (GCV Area) at large. Formed of neighborhood leaders and business owners, this group has focused on strengthening each other’s neighborhoods through a system of best practices and information sharing. As the organization matured, it became abundantly clear that the neighborhood needs a vision and a path. This GCVA Area Plan is the culmination of multiple years, during which the group relied on a volunteer-led process—including “town hall” style meetings, visioning workshops and public opinion surveys. As such, our GCVA Area Plan is organized topically by the areas of greatest concern as identified by the public. It is the GCVA’s hope and vision that this Area Plan will shape the future for our strong and vital neighborhood.

CONNECTIVITY AT ITS CORE

At the heart of this plan is the central theme of connecting the Casa View to the rest of the city - to the urban core, to White Rock Lake, to the City of Garland.

THE NEIGHBORHOOD ASSOCIATIONS



Usefulness of the GCVA Super-Neighborhood Framework

Neighborhood Associations, Homeowner’s Associations and Crime Watches comprise the GCVA. Distinctly, the GCVA represents a coalition built around shared issues and priorities in the Far-East area of the City—classifying the GCV Area as a super-neighborhood.

Using transparent methods, the GCVA leadership helped generate community consensus in order to identify our targeted resources for neighborhood improvement.

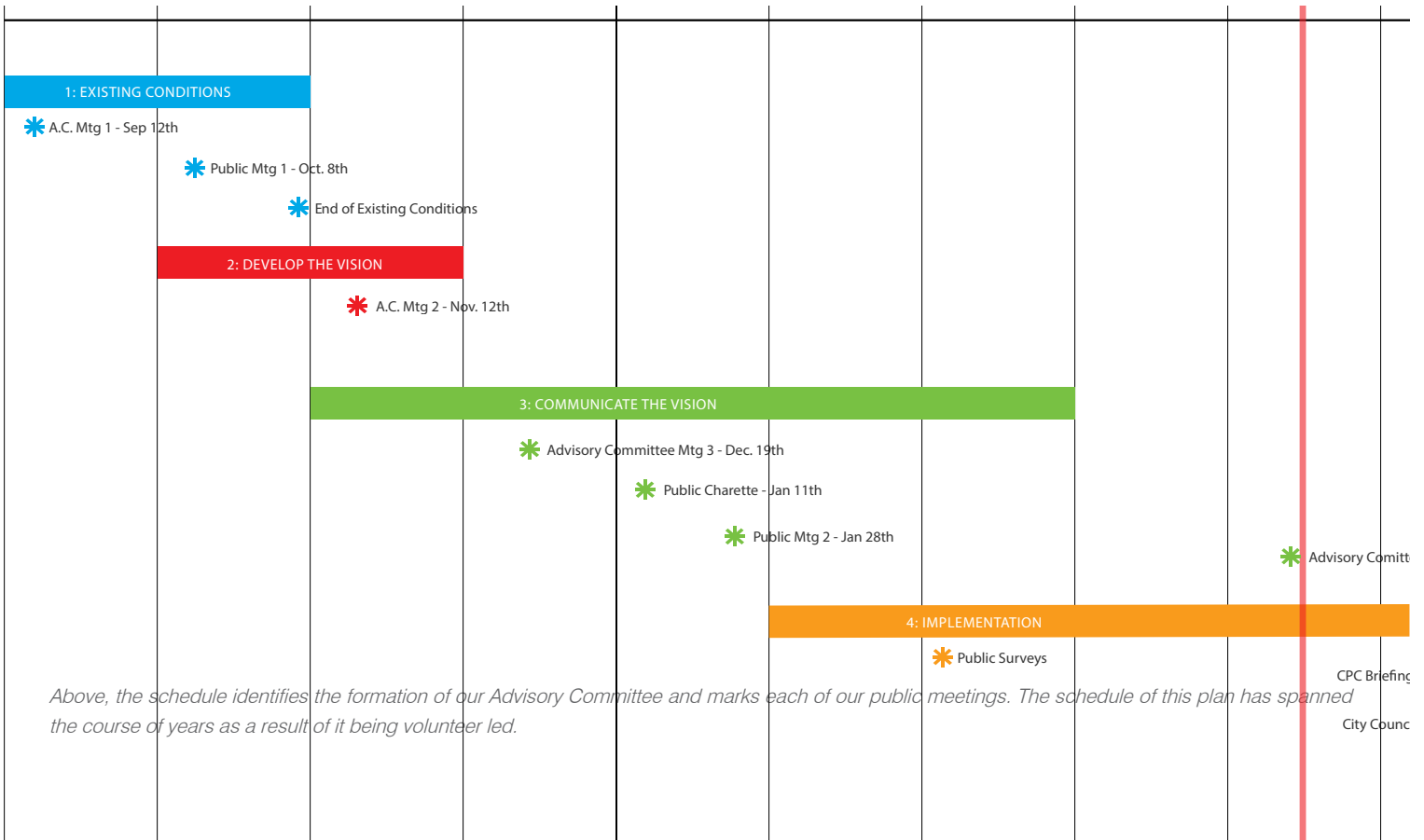
Following that, the GCVA analyzed demographic information alongside its findings from the community—confirming that the GCV Area is a revitalizing super-neighborhood, and specifically, one which is ready for further investment.

GCVA vs. GCV Area

GCVA - Greater Casa View Alliance; comprises Neighborhood Associations, Homeowner’s Associations and Crime Watches

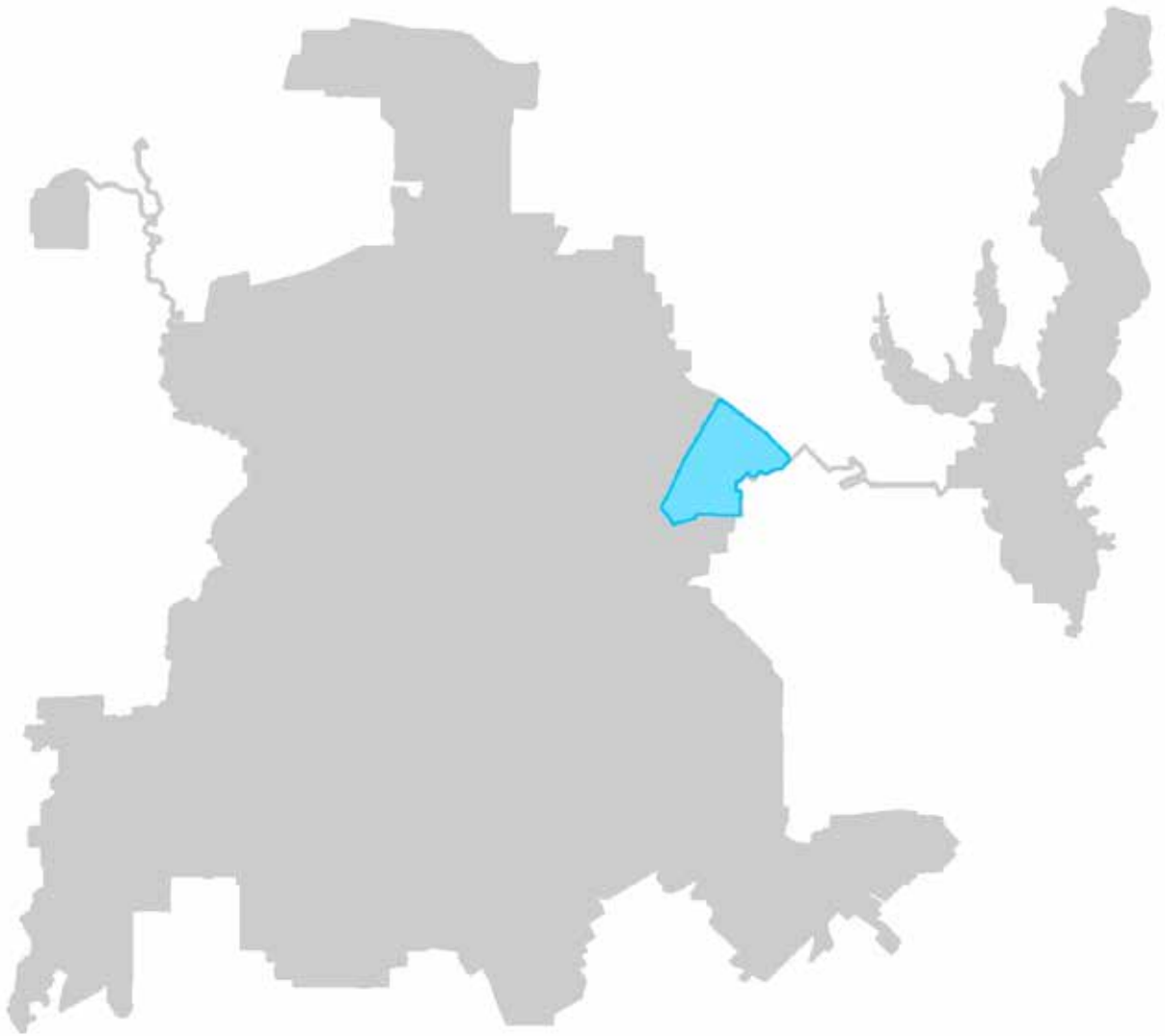
GCV Area - Refers to the boundary of the Far-East super-neighborhood represented by the GCVA

SCHEDULE



Above, the schedule identifies the formation of our Advisory Committee and marks each of our public meetings. The schedule of this plan has spanned the course of years as a result of it being volunteer led.

CPC Briefing
City Council





Neighborhood Metrics Support GCV Area Plan

Overall, our objective is to create a unified vision for the GCV Area community and specifically, to improve its central corridor—focusing on Ferguson Road and the surrounding public amenities.

We've explored key GCV Area demographics alongside existing and projected conditions in Dallas that indicate **our revitalizing community shows significant potential for further growth.**

These demographic indicators substantiate that the GCV Area is ready for investment to jumpstart strategic changes that will ultimately continue revitalizing this Far-East Dallas community.

-  Area demarcated as Greater Casa View Area (GCV Area)
-  City of Dallas

Four edges define the GCV Area:
Garland Rd to Northwest Hwy, I-635 to the City of Dallas/Mesquite boundary, Oates to Ferguson, and Buckner to Garland Rd.

DEMOGRAPHIC STUDIES

Land Use & Population

Incentive for Investment, Revitalization In Progress

The Greater Casa View neighborhood is already revitalizing, which creates a meaningful incentive for local commercial investments and further residential investment. Certain demographics indicate that the GCV Area is already revitalizing:

- **Dominant population of middle-income professionals**
- **Balanced distribution of affluence among area**

The distribution of affluence is a function of an increase in middle-income professionals. The twin effect of increasing affluence and middle-income residents is (1) more available personal capital to invest into home rehabilitation, which (2) contributes to the area’s perceived attractiveness.

Interpreting Population Increase

Existing residents stay + new residents move into area = Net increase in population

Interpreting Middle-Income Increase

Real estate investments spur home sales

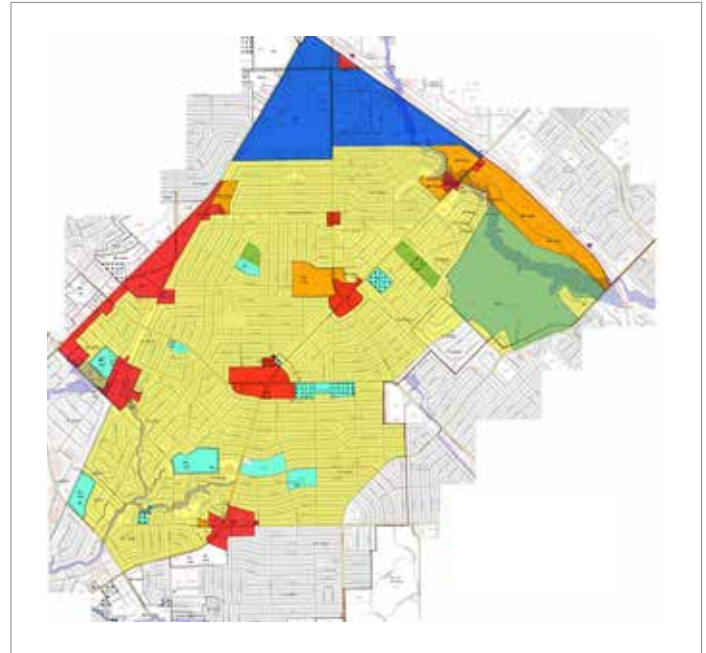
Alternate Interpretations

Alone, residential population increase cannot convey with certainty that a neighborhood is revitalizing.

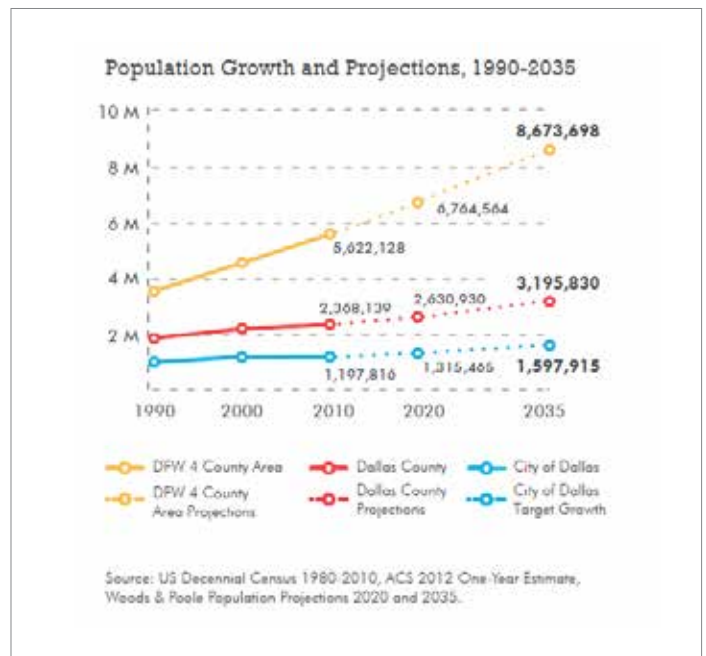
For instance, in older urban areas, the *existing residents are more frequently large families, which are sometimes replaced by new, childless or single residents*—invariably causing a decrease in population.

Also, increase in home sales could reflect investment into income-generating properties (rentals), which doesn’t adequately convey our socioeconomic fiscal tax base.

Next, we explore the distribution of middle-income population to show a more meaningful measurement of our revitalizing community.



GREATER CASA VIEW AREA
LAND USE

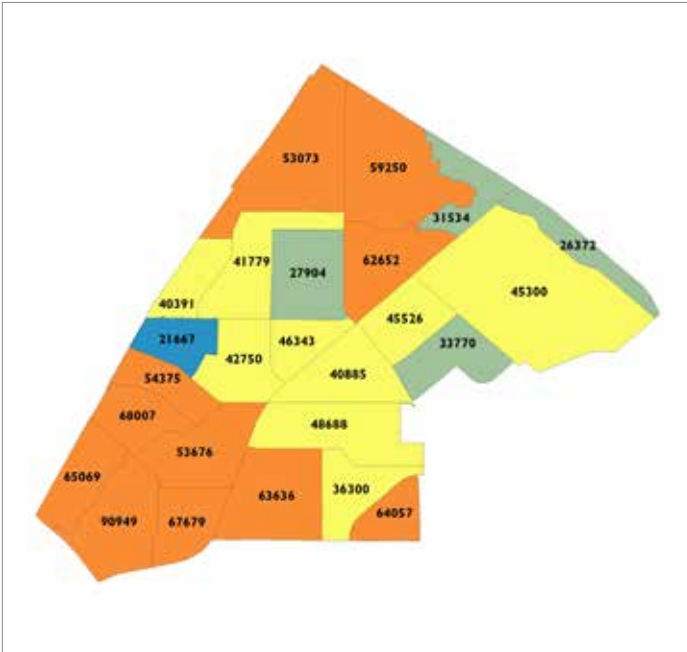


DALLAS POPULATION GROWTH PROJECTIONS

SOURCE: *Neighborhood Plus, 2015*
Neighborhood Revitalization Plan for Dallas

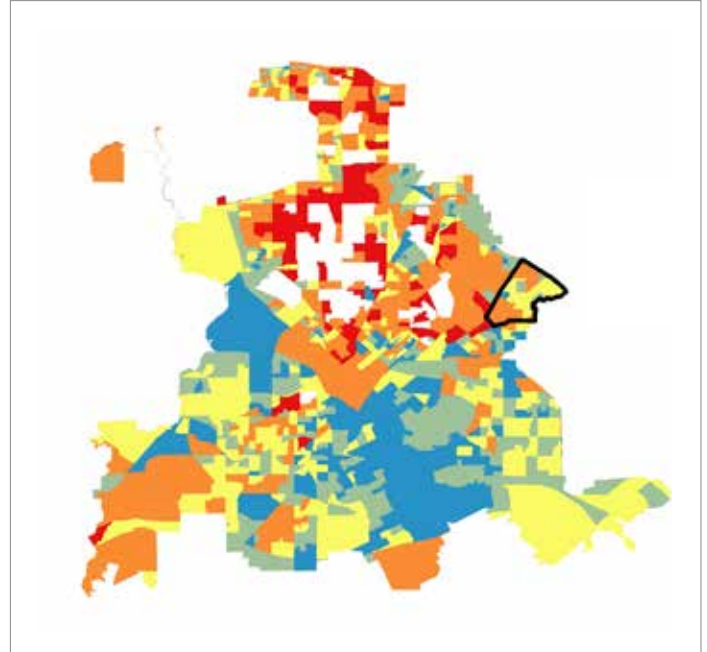
DEMOGRAPHIC STUDIES

Income Distribution



**GREATER CASA VIEW AREA
MEDIAN INCOME**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



**CITY OF DALLAS
MEDIAN INCOME**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



Distribution of the Middle-Income Population

Rising or dominant middle-income population is the most dependable indicator of revitalizing neighborhoods.

First, we identify “middle-income” in the City of Dallas, and following that, we identify the block-level “middle-income” for the GCV Area.

City of Dallas “Middle-Income”

Median \$45,341*
Mean \$59,903

GCVA “Middle-Income”

Median \$46,343*
Mean \$49,26

*Median income suggests a true middle-income; 50% of sample population is above and below the median figure

Identifying and Comparing Middle-Income

Above, these maps compare GCV Area Median Household Income at its block-level against the City of Dallas Median Household Income.

These maps tell us where sample populations closest to middle-income exist in the GCV Area.

Together, these maps show the distribution of middle-income in the GCV Area compared to the distribution of middle-income in the City of Dallas at large.

DEMOGRAPHIC STUDIES

Population Distribution

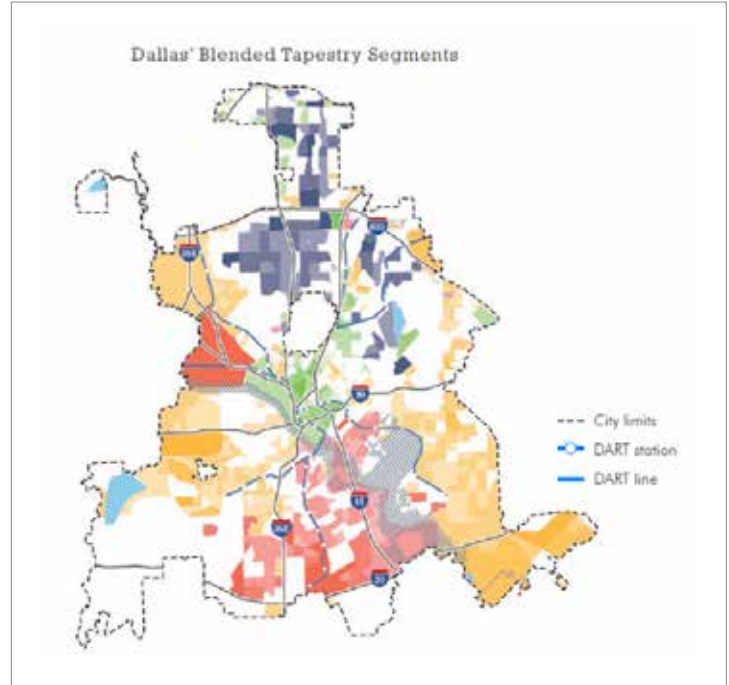
Tapestry Segmentation Shows Potential to Retain Middle Class

A goal outlined in the Neighborhood Revitalization Plan Neighborhood Plus:

“focus on attracting and retaining middle-income groups that prefer the culture and amenities of a big city.”

The predominant Tapestry Segments in the GCV Area are **Young Diverse Families**, and perhaps more important to our mission, **Urban Loving Millennials** (a source of nearly guaranteed growth.)

Urban Loving Millennials (16%)
 These are single renters who are generally well-educated and environmentally conscious. They live mostly near the city center.
 Tapestry Segments: Metro Renters (#2), Young and Restless (#5), Laptops and Lattes* (#18)
 Dallas Households (2012) = 84,140



SOURCE: *Neighborhood Plus, 2015*
Neighborhood Revitalization Plan for Dallas

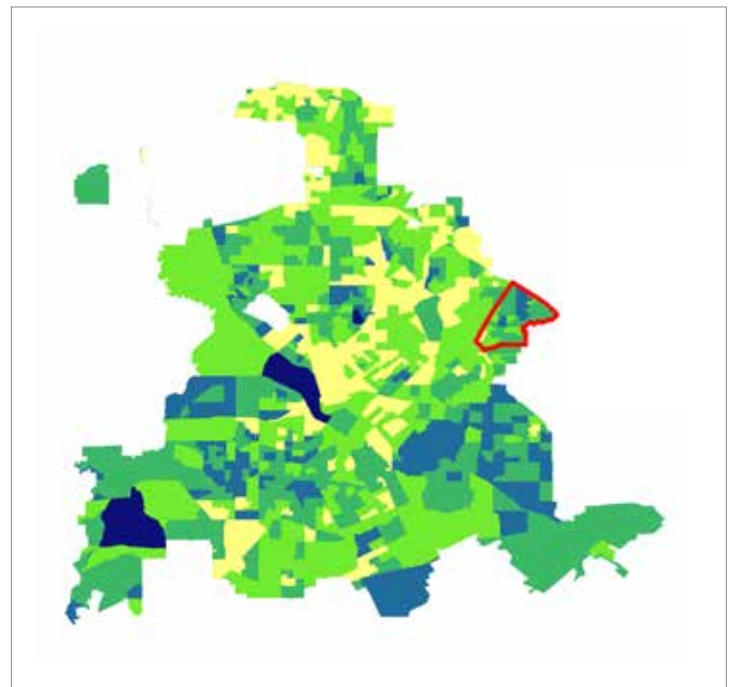
Population Distribution Suggests Continual Growth

Because we've used community consensus to drive the GCVA Area Plan, next, we examine population distribution to identify areas with significant density.

Significant population density suggests need for stable public amenities and neighborhood resources.

Pictured right, this City of Dallas map shows the distribution of population density—comparing population per available housing unit at the block-level.

It shows multiple high-density blocks in the GCV Area. As such, we explore the distribution of middle-income among these high-density blocks on the next page.

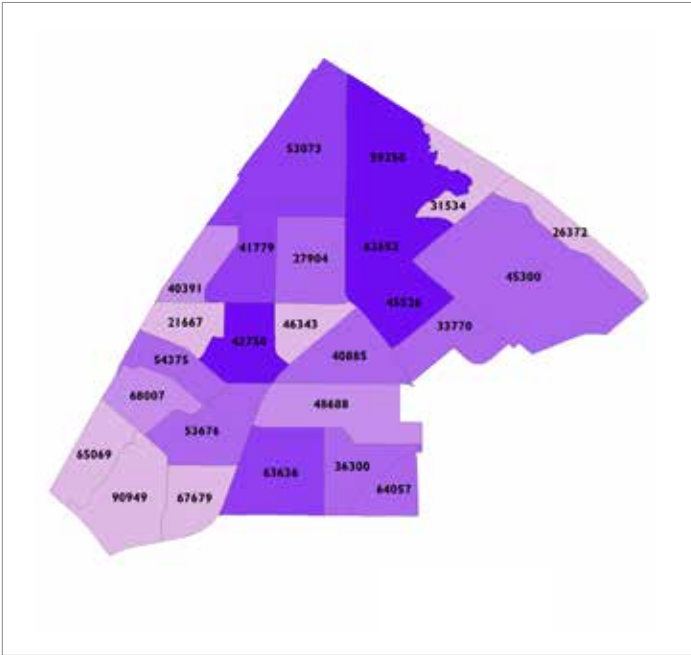


CITY OF DALLAS
 POPULATION DENSITY DISTRIBUTION

SOURCE
 2009-2013, ACS
 5 year summary by block groups
 Census Bureau, census.gov

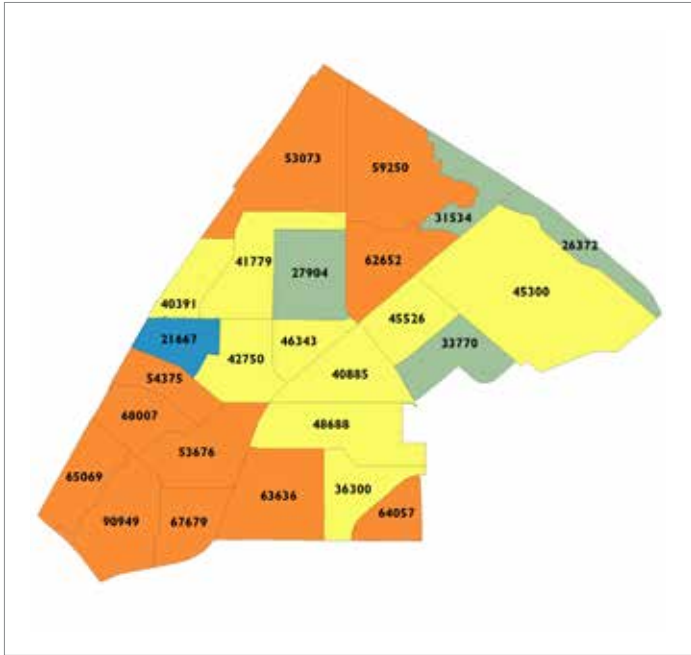
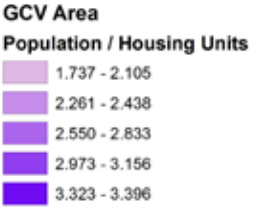
Population / Housing Units	
0.000 - 1.889	Lightest Yellow
1.895 - 2.531	Light Green
2.533 - 3.250	Medium Green
3.258 - 6.941	Dark Green
9.792 - 19.18	Dark Blue

Growth potential is identified as having medium-high Population Density **and** middle-high Median Household Income.



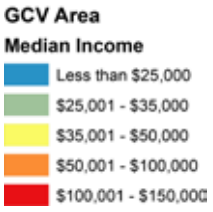
**GREATER CASA VIEW AREA
POPULATION DENSITY &
MEDIAN INCOME**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



**GREATER CASA VIEW AREA
MEDIAN INCOME**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



Investment Motivates Confidence & Consensus of Middle-Income Households

We conclude that our community has the requisite balance in distribution of middle-income population density to sustain further revitalization.

First, we show the total population for the City of Dallas, and following that, we show the total population for GCV.

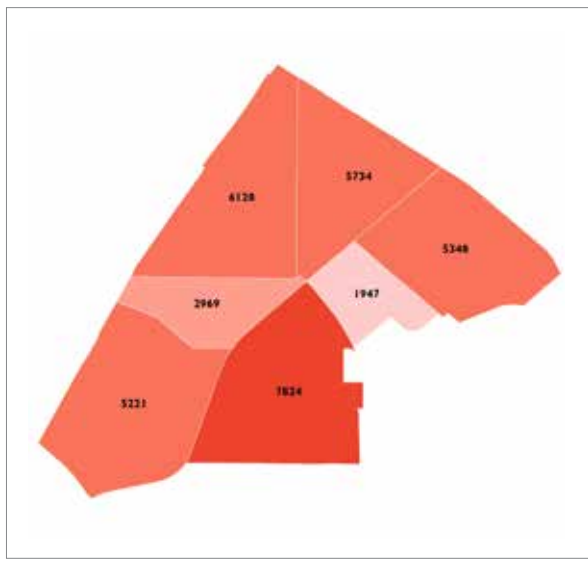
City of Dallas Population

Total 1,258,000 PEOPLE

GCV Population

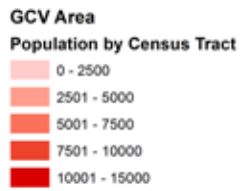
Total 35,171 PEOPLE

Finally, the maps above compare the GCV Area population density against its median household income. Pictured right, we show the breakdown of total population by census tract. **Together, these maps support that our project visioning consensus has been driven by a healthy distribution of middle-income residents.**



**GREATER CASA VIEW AREA
TOTAL POPULATION**

SOURCE
2010 Census
Reported by Census Tract
Census Bureau, census.gov



DEMOGRAPHIC STUDIES

Changes Over Time: Median Income

Shift in Middle-Income Distribution

The changes in distribution of Middle-Income over time tell a story about the financial influences pressing on the perimeter of the area. The maps on the right show two sequential five-year summaries of income information.

The 2010 map shows that the higher median income areas tend to exist on the perimeter of the area. The amenities surrounding these blocks—including the Casa Linda Shopping Center and the Dallas Athletic Club—likely influence these median-incomes.

The 2013 map shows a shift in income distribution, where blocks closing in on the center of the neighborhood are becoming more affluent—specifically, at the intersection of Gus Thomasson and Ferguson Road (location of the Casa View Shopping Center). This indicates an optimal location for new development or growth.

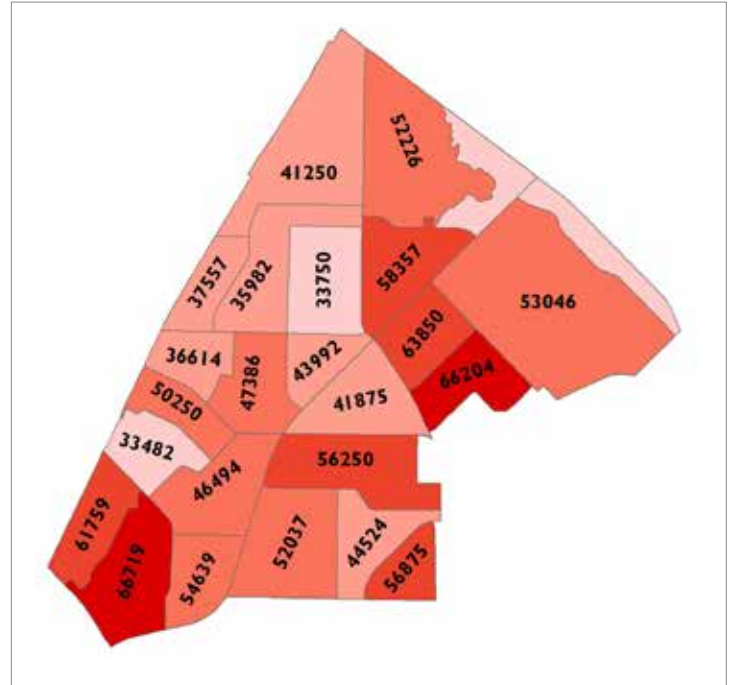
In comparison, these maps show an overall extension of the ranges in median-income. At the end of 2010, the highest median-income was \$66,719 (the block on the southwest side of the area.) More recently by the end of 2013, the highest median-income had grown to \$90,506—a total increase of \$23,787. Further, each of the blocks directly adjacent to that block grew significantly as well. One block’s median income was \$33,482 and had grown to \$68,007—a total increase of \$34,525.

Why the Positive Shift in Income in the Southern Blocks?

We can tell from the density maps on the adjacent page that the positive growth in these areas is not necessarily due to an increase in the number of earners per household (population increase), but rather an increase per existing household (in some cases, the population density thins while the median-income increases.)

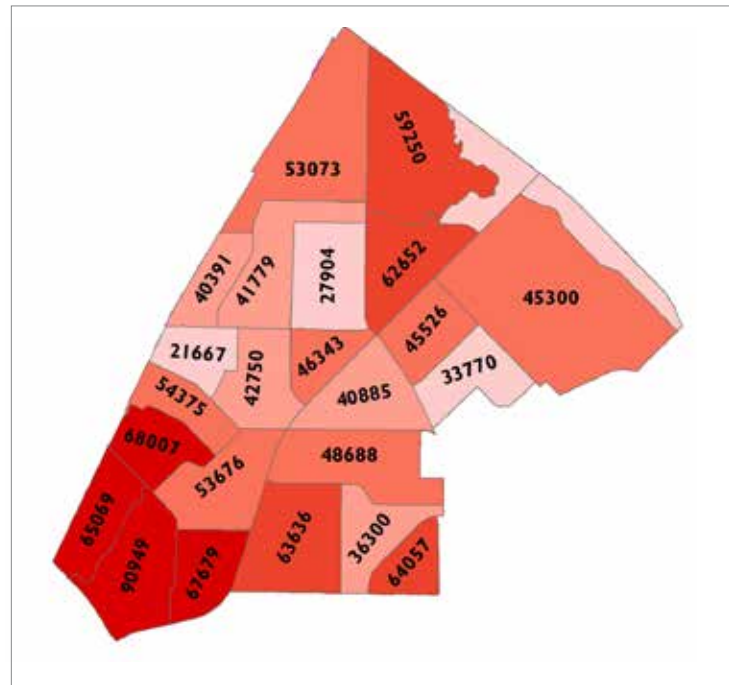
Why the Negative Shift in Income in Other Blocks?

The low median-incomes in the West, North and East quadrants are likely twin effects of retirement transition income. One or more fixed-income retirees per household best explains this phenomenon, which is supported by the age distribution map. Loss in density suggests a decrease in the number of declared household earners as people transition into retirement—though, with savings most purchasing power remains.



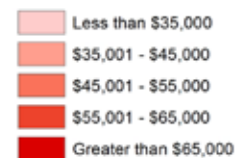
ESTIMATED MEDIAN INCOME BY BLOCK 2010

SOURCE:
ACS 5-Year Summary (2006 - 2010)



ESTIMATED MEDIAN INCOME BY BLOCK 2013

SOURCE:
ACS 5-Year Summary (2009 - 2013)



Demographic Density 2010 (Left)

- Scattered low-median income, ethnically diverse
- Distribution of limited purchasing power
- Isolated high-density high-income

Demographic Density 2013 (Below)

- Density thinning
- Shift in isolated clusters of high-median income
- Areas of stable median income, density thinning
- Fewer people still offer equivalent purchasing power
- New clusters of high-median income forming in the southwest area and moving toward the center (large circle)
- Reflects Retirement Income transition; reflects declared household income (likely fixed; living off savings)

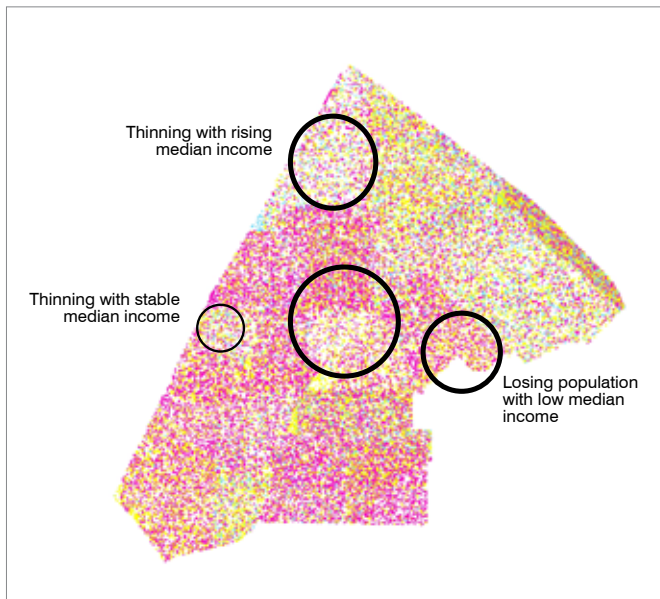


ESTIMATED DEMOGRAPHICS BY ETHNICITY - 2010

SOURCE:
ACS 5-Year Summary (2006 - 2010)

Thinning with rising median income

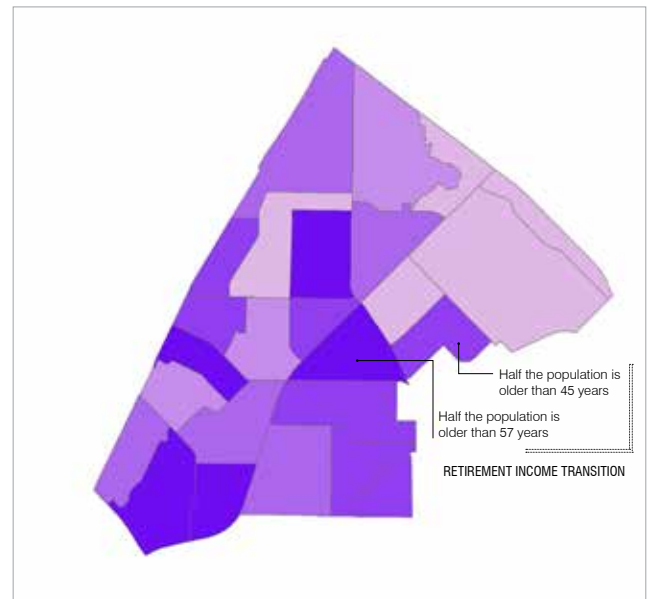
- 1 dot = 1 person
- White
 - Black
 - Hispanic
 - //// Main arterials



ESTIMATED DEMOGRAPHICS BY ETHNICITY - 2013

SOURCE:
ACS 5-Year Summary (2009 - 2013)

- 1 dot = 1 person
- White
 - Black
 - Hispanic



ESTIMATED MEDIAN AGE 2013

SOURCE:
ACS 5-Year Summary (2009 - 2013)

Age (Years)

- 22 - 28
- 29 - 33
- 34 - 37
- 38 - 44
- 45 - 57

Community Priorities Defined

Development Opportunities

- Quality restaurants & grocery stores
- Diversify options for shopping, dining & entertainment
- Collaborate with retail owners, improve amenities & aesthetics
- Way finding, establish community identity standards
- Vacant Casa View library at great location
- Expand Harry Stone Recreation Center
- Community gathering spaces

Enhanced Mobility & Transportation

- Sidewalk enhancement & repair
- Buffer zones between sidewalk & street
- Pedestrian friendly design
- Bus linkage to Casa View, improve community access
- Bus shelters unique to area
- Street signs more visible, enhanced, & organized
- Close link to the DART light rail
- Better wayfinding
- Too many lanes, unnecessary
- Insufficient lighting is dangerous & unsafe

Beautification

- Improve visual character of Ferguson Road
- Consistency in aesthetics of road & sidewalks
- Gateways, create I-635 & Ferguson/Centerville Entry
- Neighborhood designations along Ferguson Road
- Signs/banners at gateways to Greater Casa View
- Underground power lines
- Keep area free of litter & pollution
- Stricter code compliance for retail and businesses



CONSENSUS GATHERING

Public Meeting #1

October 8, 2013
St. Pius Catholic Church
100 People +/-

Community Priorities Defined

Public Concerns

- Desire for higher end retail to elevate quality of neighborhood
- Desire to reuse old buildings—keeping historic nature of neighborhood
- Reflect current culture & heritage—keeping Casa View unique
- Desire to improve & beautify Casa View Shopping Center
- Need consistent community involvement from all demographics
- Need for a Chamber of Commerce, potentially in former library
- Could community groups benefit from expansion of Harry Stone?
- If feasible, how would removing lanes from Ferguson Road impact traffic?
- If any, what alternate funding exists for dated homes? (Grants?)
- General concern for North region and its need for redevelopment

YOU'RE INVITED
GREATER CASA VIEW AREA PLAN
PUBLIC MEETING

OCTOBER 8, 2013
7 P.M. TO 8 P.M.
ST. PIUS CATHOLIC CHURCH
3030 GUS THOMASSON RD
DALLAS, TEXAS 75228

QUESTIONS? CALL 214.240.3632

The Greater Casa View Alliance in partnership with the City of Dallas will host a public meeting to announce the kick-off of the Greater Casa View Area Plan.

At this meeting you will learn about an important planning effort for the future of this major corridor and surrounding influential areas extending from I-435 to Buckner Boulevard.

**GREATER
CASA
VIEW
ALLIANCE**

CONSENSUS GATHERING

Public Workshop

January 11, 2014
Church of the Resurrection
50 people +/-

Public Concerns:

30%

Casa View Shopping Center

- Establish a “heart” of Casa View
- Offer public space for meetings & gatherings
- Attract all demographics
- Consistent signage
- Overall aesthetically attractive area

23%

Streetscape & Transportation

- Improve walkability
- Offer bicycle access and amenities
- Curtail speeding on Ferguson Road

14%

Harry Stone Recreation Center

- Improve accessibility to site
- Opportunities for exterior & public activities
- Improve visibility

11%

Development Opportunities

- Vacant library
- Revitalize unkempt shopping centers
- Host community development programs
- Address Long Branch Creek

7%

Beautification

- Add more trees along street & parking lots
- Improve lighting
- Add more pedestrian friendly sidewalks

6%

Gateways

- Modernize neighborhood identity

5%

Green Space and Parks

- Dog park
- Playground
- Tennis & basketball courts, soccer field

4%

Miscellaneous

- Work with other shopping centers along Ferguson
- Address vacant library



CONSENSUS GATHERING

Public Workshop

SUGGESTIONS/IDEAS/COMMENTS

HARRY STONE

Map of the Stone Area - plans together?
 - More walking
 - Street bumpouts
 - Lane visible

Speedy:
 - People also don't avoid them
 - More walking
 - Street bumpouts
 - Lane visible

Dedicated Soccer Field?

Open Area Outside
 - Shade Park - need to connect?
 - Day Park (smaller)
 - Chess - less expensive
 - Water Park / Spray Park / Fountain
 - Kids Playground
 - Aquatics Center
 - More Parking / Pod for Food Trucks

HS Rec Center
 • \$9 Million Renovation
 - We love!

Access by Litter/Person
 Stamped Crosswalk at Millman
 • Longer lights
 • Textured Concrete

Lighting/Safety
 • Better Plan
 • Use cast heavy stone
 • Create a maintenance
 • Light/Safety

HS Rec Center
 • Needs visibility from Program
 • Create a maintenance
 • Light/Safety

Force for Safety
 • Street Light
 • Increased Car/Bike/Bike
 • More Bicycles at Park
 • In charge of them
 • Phil (something about the program)
 • How to be more to
 • make it better
 • PARK BENEFIT

Create a place that is beautiful & attractive
 • Accessibility to site - ADA compliance
 • More sidewalks!
 • Access to bike paths

Create gathering spots for community
 • Providing shade for shade
 • Movable chairs & tables
 • Bring in police activity
 • Seasonal events (programming)
 • Community of users
 • Tree direction - irrigation from HS
 • Pavilion for picnic

SUGGESTIONS/IDEAS/COMMENTS

Rebecca

Public Office and outdoor activities
 Park program to have the Harry Stone for an outdoor
 activity
 Sports in area and parking
 Access to Harry Stone program
TREES ARE ESSENTIAL - MANY ARE!
 Sun is getting left

SUGGESTIONS/IDEAS/COMMENTS

Rebecca

Public Office and outdoor activities
 Park program to have the Harry Stone for an outdoor
 activity
 Sports in area and parking
 Access to Harry Stone program
TREES ARE ESSENTIAL - MANY ARE!
 Sun is getting left

CONSENSUS GATHERING

Public Meeting #2

January 2014
Bishop Lynch High School
100 People +/-

Community Priorities Defined

Main (Additional) Concerns:

- Need another Public Meeting to get more input
- Distribute an online survey
- Address tenant mix at Casa View Shopping Center
- Form a sign/visual communications committee
- Form a committee to create a Residential Idea Book
- Re-purpose vacant library
- Work with Greater East Dallas Chamber of Commerce
- Raise funds to get vertical signs for 3 main gateways
- Encourage TXDOT & Oncor to build a service road extension
- Beautification on our side of LBJ
- Offer community events at Harry Stone Recreation Center

Public Meeting #3

June 17, 2014
Bryan Adams High School
75 People +/-

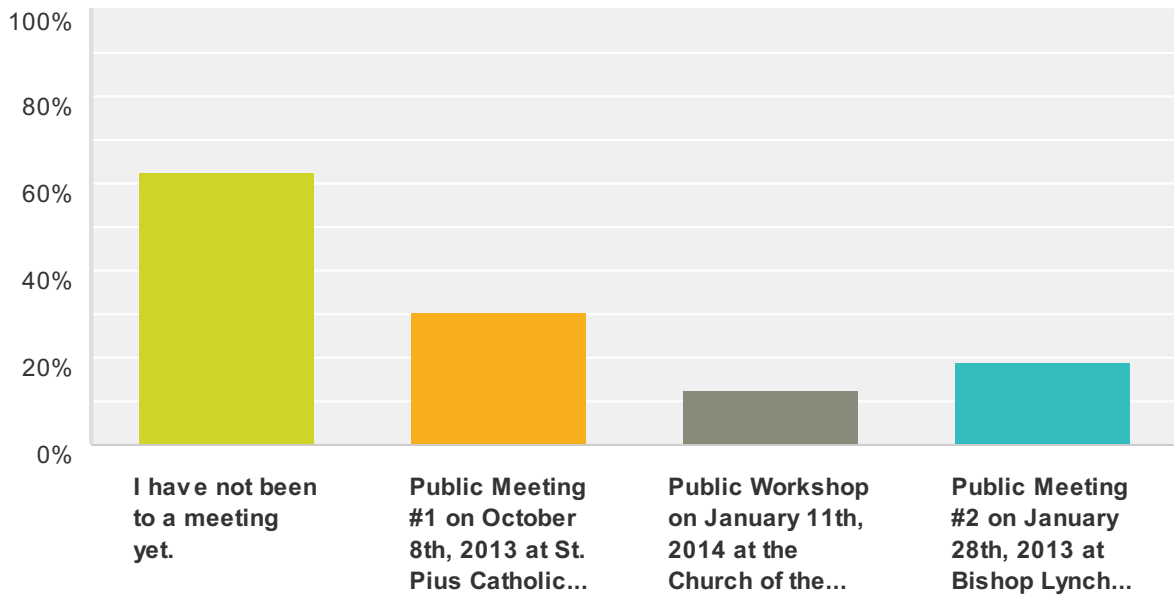
Community Priorities Defined

Main (Additional) Concerns:

- In between Public Meeting #2 and Public Meeting #3 an in-depth survey was conducted. Results attached.
- As the survey asked specific questions regarding priority of concerns, the plan was re-ordered to reflect the areas of greatest concern first.
- Concerns regarding communication and language barriers had been expressed. Several attempts were made to resolve these concerns including: printed flyer distribution, 11x17 flyers posted at local businesses, email blast to previous attendees, neighborhood emails, Facebook posting. All materials were distributed with singular page including Spanish translation in-line with English. Spanish simulcast was provided by Bryan Adams; however, no attendees utilized the headsets.

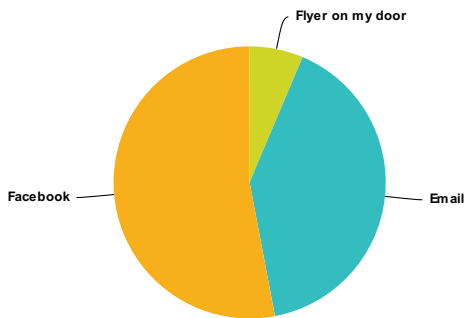
Q1 Please check the meetings you have been able to attend thus far:

Answered: 236 Skipped: 0



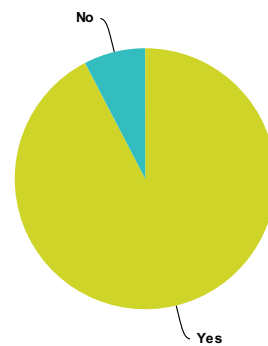
Q2 How did you hear about the meetings?

Answered: 236 Skipped: 0



Q3 Do you live in the zip code 75228?

Answered: 236 Skipped: 0



CONSENSUS GATHERING

Online Survey

Frequent words pulled from survey:

(Not) Safe (47)
 Local (45)
 Clean (42)
 Casa Linda (29)
 Restaurant (26)
 Family (19)
 Beautified (15)
 Parking (15)

Organic/Healthy/Farmer's Market (15)
 Walmart (8)
 Quality (7)

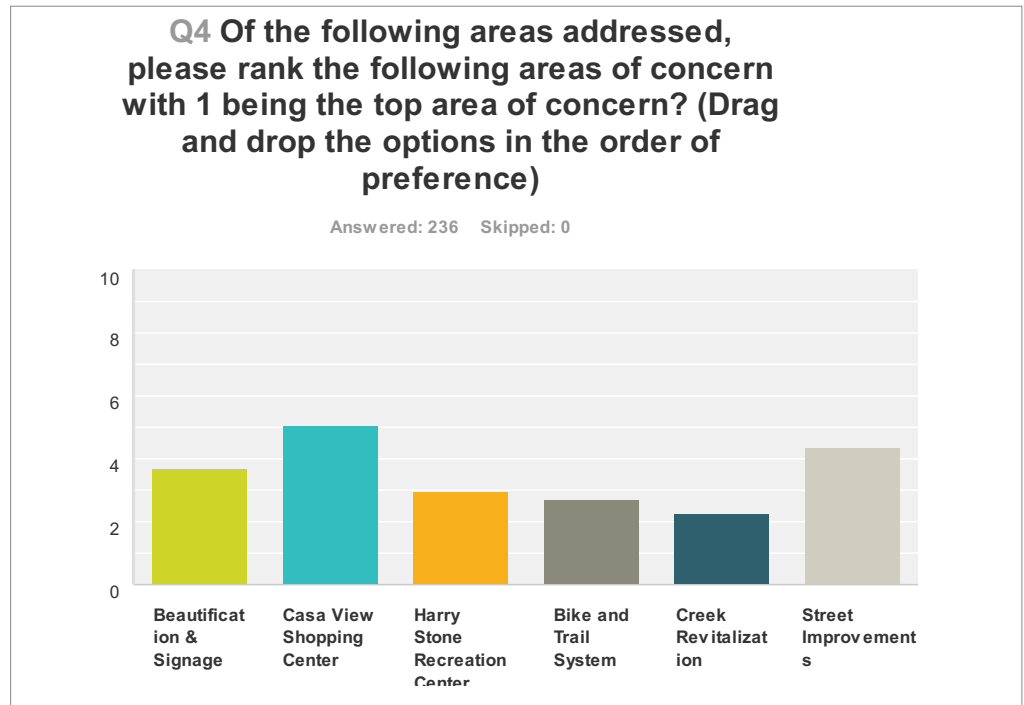
Bishop Arts District
 Funky
 Vibe
 Flair

NOTE

The main focus areas were identified through workshops and public meetings.

Before the final public meeting, we conducted a survey which asked the community to rank their concerns and prioritize focus areas.

Based on those responses, *the GCVA plan is organized according to priority level.*



	1	2	3	4	5	6	Total	Average Ranking
Beautification & Signage	8.90% 21	24.58% 58	25.85% 61	20.34% 48	10.59% 25	9.75% 23	236	3.72
Casa View Shopping Center	49.15% 116	28.39% 67	8.90% 21	7.63% 18	2.97% 7	2.97% 7	236	5.04
Harry Stone Recreation Center	5.51% 13	13.14% 31	20.34% 48	16.95% 40	21.61% 51	22.46% 53	236	2.97
Bike and Trail System	5.51% 13	7.20% 17	11.86% 28	23.31% 55	30.08% 71	22.03% 52	236	2.69
Creek Revitalization	3.39% 8	4.24% 10	9.32% 22	19.07% 45	25.42% 60	38.56% 91	236	2.25
Street Improvements	27.54% 65	22.46% 53	23.73% 56	12.71% 30	9.32% 22	4.24% 10	236	4.33



DEVELOPMENT OPPORTUNITIES

Overview

We captured public concerns during our consensus gathering events—distributing surveys, hosting town halls, and later holding public meetings to flesh out the community’s priorities.

With regard to elevating the quality of the neighborhood, the GCV Area community has identified a lack of access to relevant and meaningful retail. Specifically discovered in the Public Workshop, the community identifies the Casa View Shopping Center as an overarching concern, separate from other notable neighborhood development opportunities.

Ranked as the #1 Top Area of Concern in the Online Survey, the Casa View Shopping Center was also the top focus at the Public Workshop—hoping it might:

- Establish a “heart” of Casa View
- Offer public space for meetings & gatherings
- Attract all demographics
- Consistent signage
- Overall aesthetically attractive area

30% *of concerns offered at the Public Workshop focused on improving Casa View Shopping Center.*

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

History

FAST FACTS

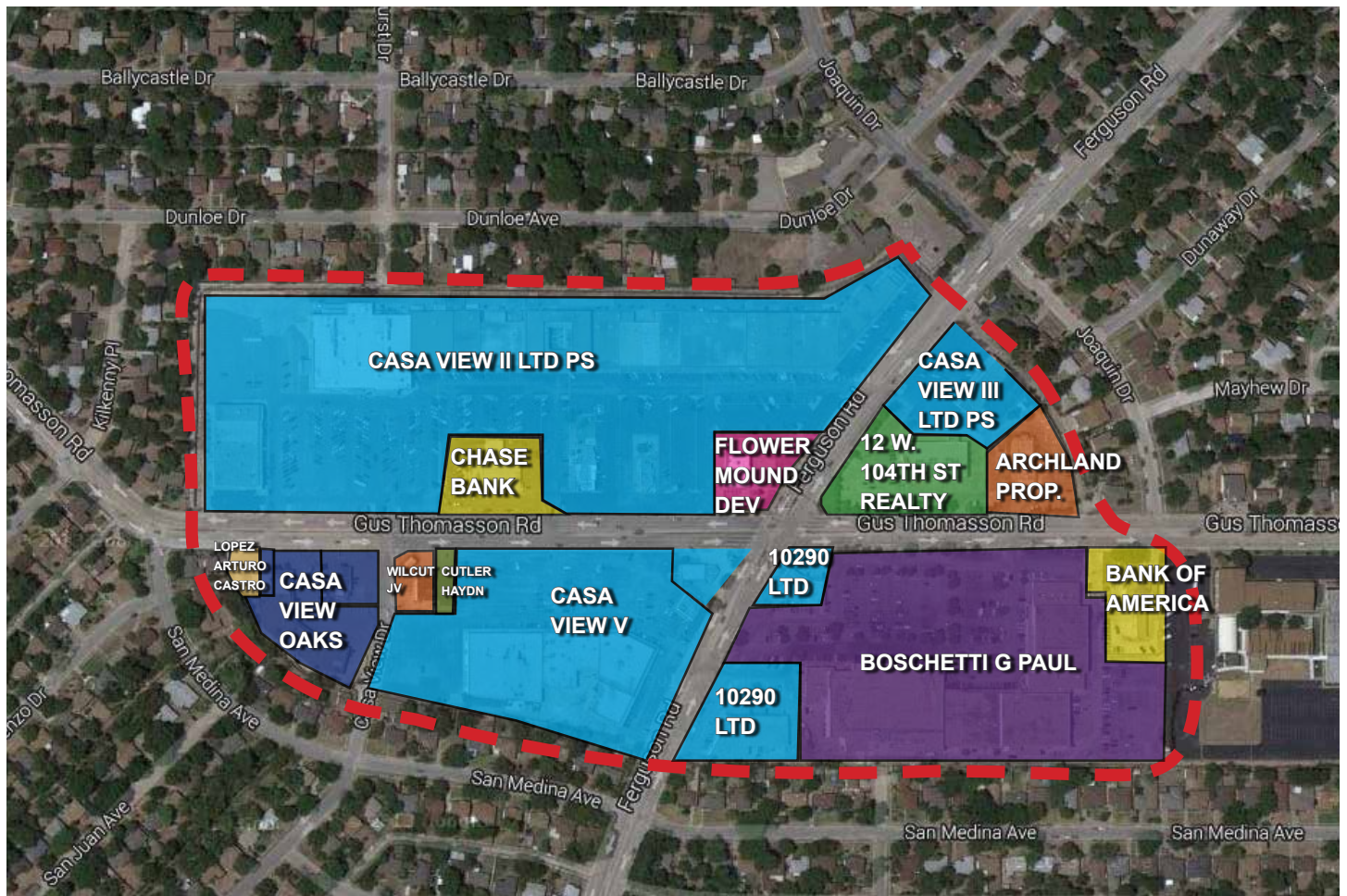
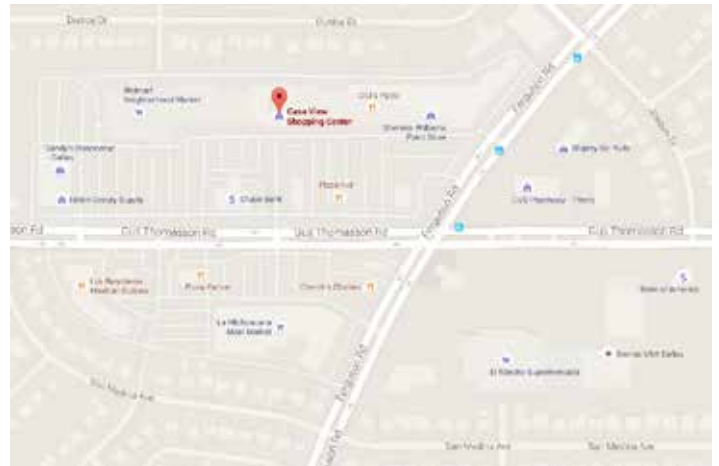
Opened in 1953
Anchored by Sears & J.C. Penney

OTHER RETAILERS

Wyatts Cafeteria, W.T. Grants, Hall's Hobby House, A&P Grocery, Ethel Shipps Ladies Wear, M.E. Moses, C&S Hardware, Fred's Barbecue, Rexall Drug Store, Youngblood's Chicken Restaurant, Skillerns Drug Store.

GENERAL COMMUNITY CONSENSUS

Restore the character and quality of the Shopping Center.



Ownership Breakdown



Photo by Phil Huber, 1956
 Texas, Dallas History and Archives Division



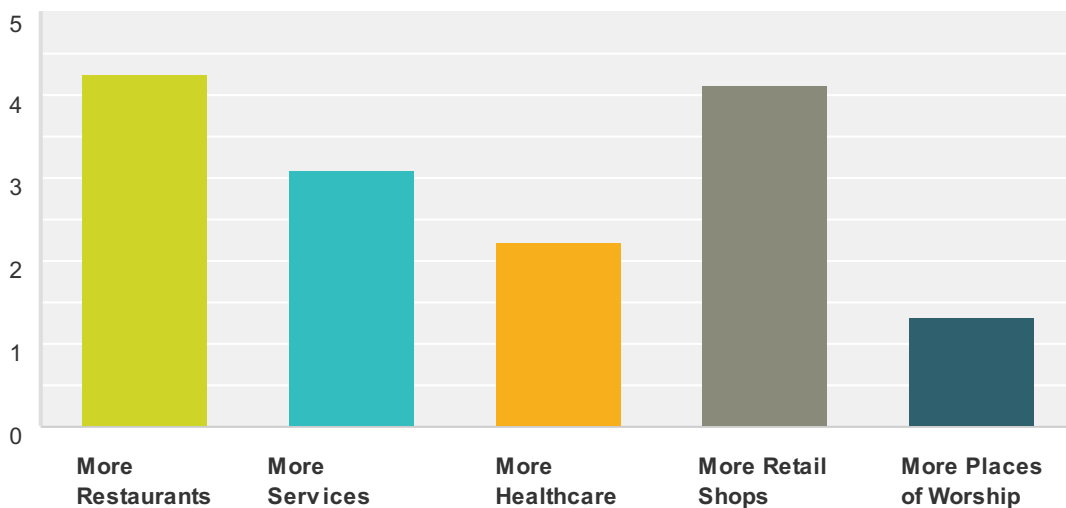
Photo by Phil Huber, 1975
 Texas, Dallas History and Archives Division



Photo courtesy of Dallas Morning News, 1957

Q8 Of the following tenant mix, rank the type of tenants you would prefer to see in the Casa View Shopping Center. (1 being the most desirable) (Drag and drop the options in order of preference)

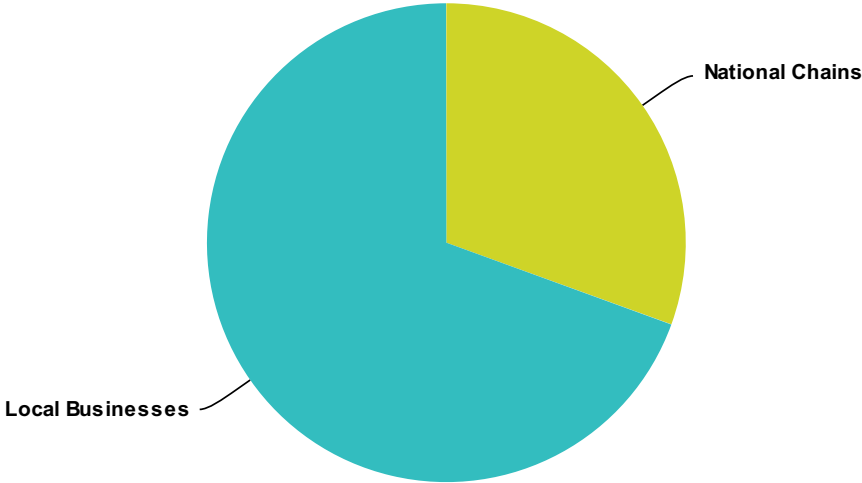
Answered: 236 Skipped: 0



	1	2	3	4	5	Total	Average Ranking
More Restaurants	52.54% 124	28.39% 67	13.56% 32	2.54% 6	2.97% 7	236	4.25
More Services	7.63% 18	15.68% 37	60.59% 143	10.17% 24	5.93% 14	236	3.09
More Healthcare	3.39% 8	7.20% 17	11.86% 28	62.71% 148	14.83% 35	236	2.22
More Retail Shops	36.02% 85	47.88% 113	9.32% 22	5.51% 13	1.27% 3	236	4.12
More Places of Worship	0.42% 1	0.85% 2	4.66% 11	19.07% 45	75.00% 177	236	1.33

Q9 Of the following tenants, what type of tenant would you prefer to see in the Casa View Shopping Center?

Answered: 216 Skipped: 20



Answer Choices	Responses	
National Chains	30.56%	66
Local Businesses	69.44%	150
Total		216

This question was targeted to understand the desires of the local community for the type of businesses they would prefer to see in the Casa View Shopping Center. It is clear from the results that a local flavor is the desired outcome.

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center



Upon looking at the surrounding retail influences, we begin to understand the massive amount of repositioning that is occurring in the retail market in East Dallas. Each of the retail destinations in this map indicate upward growth and transformation that the demographics and other indicators are demanding and warranting in East Dallas. The following pages go into further detail on each property.

Demographics (2013)			
	1- Mile	3- Mile	5- Mile
Population	9,606	123,569	387,423
Daytime Population	3,965	26,952	149,114
Households	4,747	48,820	152,910
Avg HH Income	\$79,545	\$72,549	\$66,744

Traffic Counts (cpd)		
N. Buckner Blvd.		71,000
Garland Rd (Hwy 78)		67,000



DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

Precedents: Arboretum Village

Overview

Location NWC Gaston & Garland

Size 100,000 SF

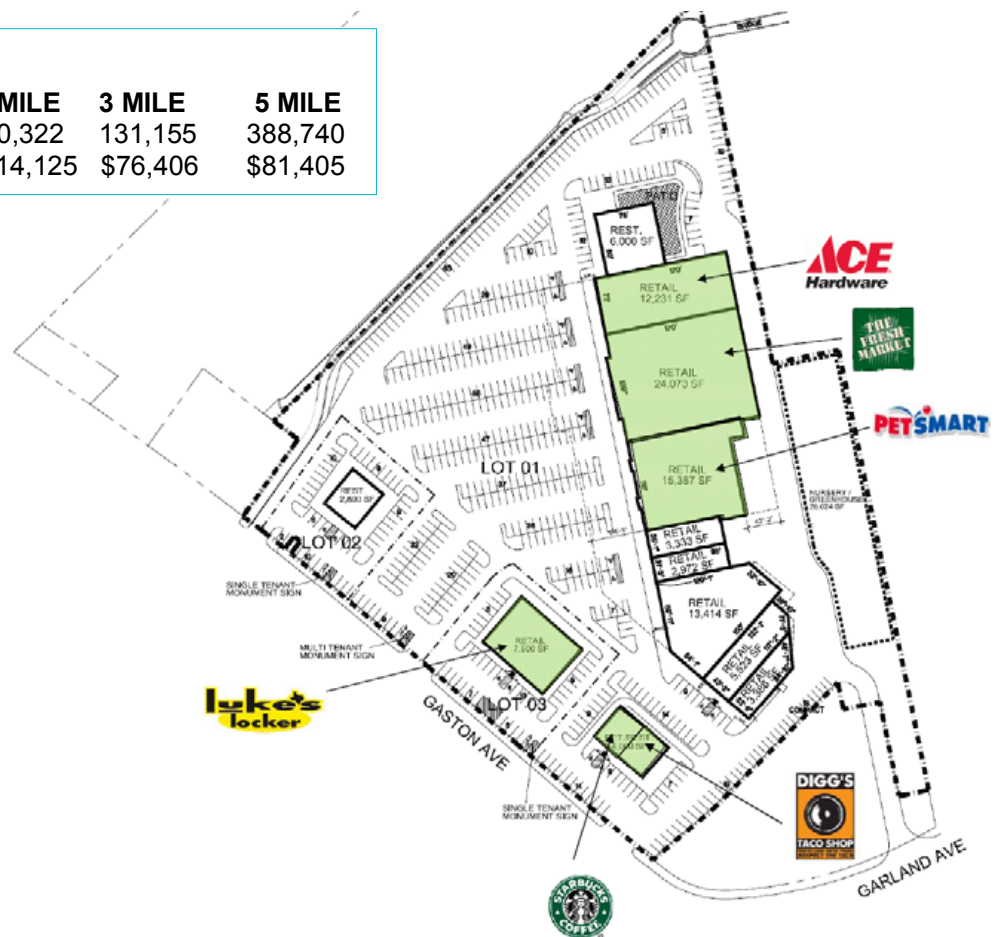
Summary

- Opened October 2014
- Formerly included Bingo Hall and Far West Dance Hall
- Plans include a trail access point
- Received \$1 million City of Dallas grant



DEMOGRAPHICS:

	1 MILE	3 MILE	5 MILE
2013 Est Population	10,322	131,155	388,740
2013 Avg HH Income	\$114,125	\$76,406	\$81,405



Overview

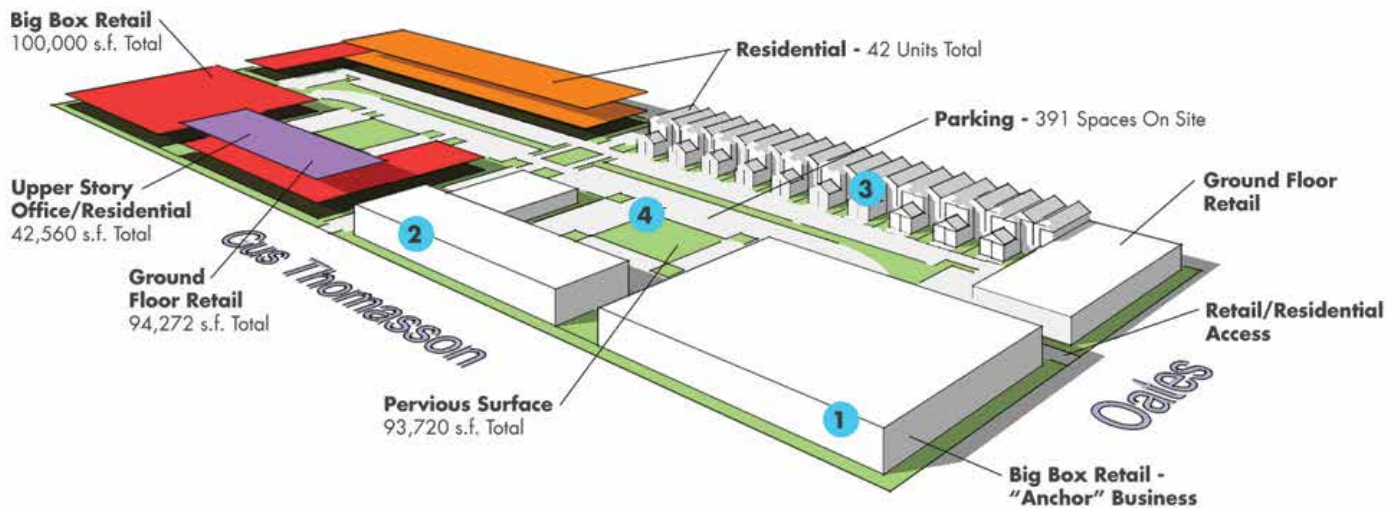
Location Gus Thomasson & Oates (16 Acres)

Size (Vertical) 367,500 SF

Size (Horizontal) 274,836 SF

Summary

- Groundcover/Landscape
- Bicycle Lane
- Two Traffic Signals
- Benches
- Banner Light Posts
- Bicycle Racks
- Waste Receptacles



Survey Results

What is your overall vision for the Casa View area?

In a question about the overall vision for Casa View that was not specifically directed at the Shopping Center, 96 of 236 responded with specific **negative feedback regarding the Shopping Center.**

Themes in written comments

- Un-clean (un-kempt)
- Un-safe
- Lack of landscaping
- Needs better stores (recurring comments regarding Walmart)
- No quality restaurants
- Too many parking spots

Desires

- Locally-Owned Businesses
- Quality Dine-In Family Restaurants
- A Downtown Casa View (a place to hang out)
- To Be More Like Casa Linda
- Better Quality Grocer

Issues

- Loan Stores
- Pawn Shops
- Tire Stores
- Thrift/Resale Shops
- Dollar/Discount Stores
- Smoke Shops
- Tatoon Parlors
- Adult Stores



Survey Comments

“Upscale businesses and speciality shops.”

“...beauty and respect...”

“I want to see the neighborhood become a success and a good place to raise a family.”

“I would like for it to be a destination spot...”

“A place where neighbors come together.”

“..where people took pride and it showed.”

“Would love to this to be a walkable, pedestrian friendly venue.”

“...more of a local flavor.”

“A safe, clean, destination where most daily needs of singles and families can be met. I would love to be able to economically be able to meet all of my household and personal needs within walking distance of my home.”

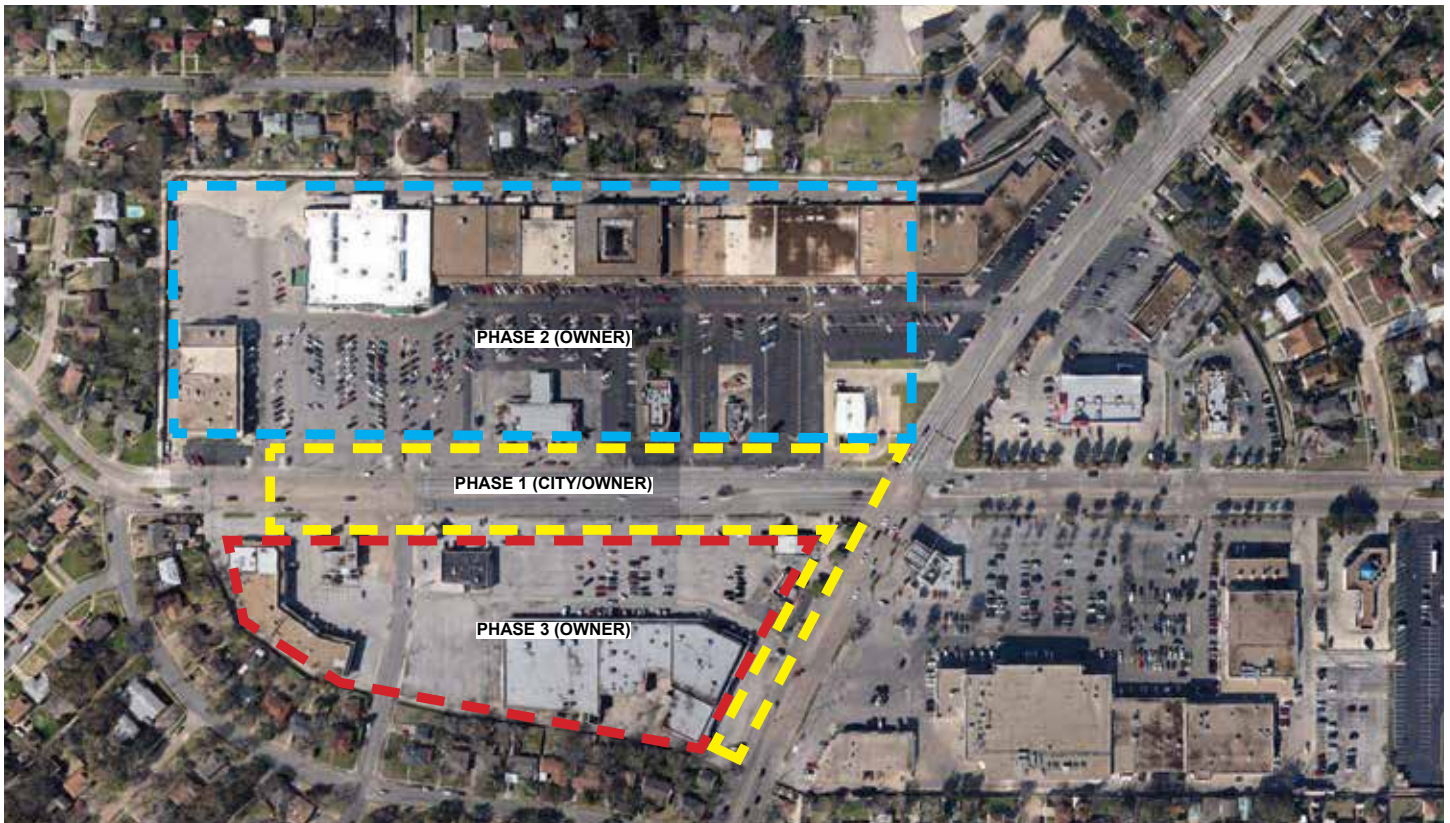
DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

Existing Conditions



Phased Plan



Phasing the Vision for Casa View Shopping Center

Architectural Integrity + Road Diets

After populating the input from the community, we started to analyze the area to develop solutions for the most prevalent concerns. We broke the plan into three segmented phases. Phase 1 includes improvements that would be primarily led by the City of Dallas. Phase 2 includes improvements for the Owner to consider. Phase 3 will include additional property changes and alterations that might add value to the owner in the future and create more leasable area.

Focusing on Phase 2 (the north end of the shopping center) will have the greatest impact on the overall health of the shopping center as it has the most iconic entrance and the majority of the leasable area and highest rents. Additionally, it is the portion of the property with the most amount of historic architectural integrity and as a result will likely make the most amount of impact upon its restoration.

Examples at Highland Park Village, Lakewood Shopping Center and Bishop Arts District tell us that properties with historic value are likely to experience a greater benefit from restoration than a property originally built in the 1980's, for instance, with little architectural significance.

It should also be noted that these aforementioned precedents also have fewer traffic lanes leading into their developments. Each of these properties have less than four lanes of traffic which impacts the property in a positive way. We will look at a decrease in the number of lanes on both Gus Thomasson and Ferguson within this study; however, the vitality of the shopping center would be greatly affected by a road diet. Slower cars and fewer lanes equal greater safety and walkability. The walkability of a shopping center directly impacts its viability. Additionally, slower cars equal higher visibility for retail tenants.

NCTCOG Road Diet & Lane Reduction

http://www.nctcog.org/trans/sustdev/bikeped/workshops/documents/6_DPS201_RoadDiets.pdf

Economic Effects of Traffic Calming on Urban Small Businesses, San Francisco State University, 2003

<http://www.sfbike.org/download/bikeplan/bikelanes.pdf>

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

Phase 1



Phase 1 Recommendations to City:

1. Recommend a Traffic & Feasibility Study to assess a potential amendment to the Thoroughfare Plan to reduce Gus Thomasson from six lanes to four lanes from San Medina Avenue on the West to Joaquin Drive on the East, creating a four lane street throughout the duration of Gus Thomasson in this area.
2. This road diet would allow more real estate to be allotted to medians and curbs for extensive landscaping.
3. Within this study, consider adding improved lighting and hardscaping to intersection at the entrance into the north side of the Shopping Center.
4. We would suggest special consideration be given to the traffic light at Casa View Street entering into Walmart as this intersection is very disorienting to vehicular traffic.



BISHOP ARTS DISTRICT

Gus Thomasson Road Diet



Gus Thomasson is a four-lane road entering into Casa View. At the intersection it opens to six lanes and then closes back down to four. By reducing the lanes at the intersection, we are able to capture some much needed greenspace and to calm traffic speeds making it a safer and more walkable environment.



ABOUT A DOZEN UTILITY STUMPS EXIST THROUGHOUT THE MEDIANS CURRENTLY.

WIDEN MEDIANS AND ADD LANDSCAPING THROUGHOUT MEDIAN

REMOVE OLD WORN OUT UTILITY STUMPS

CREATE PEDESTRIAN ZONE:
REDUCE LANES FROM
THREE TO TWO LANES AND
WIDEN CURB.

ADD LANDSCAPING, TREES
AND SIDEWALK

Phase 2



Phase 2 Recommendations to The Owner:

1. Re-route and re-stripe parking lot from angled parking to straight-in parking
2. Work with Walmart to find a better entrance option to the western portion of the property
3. Addition of green curbs, trees and green medians
4. Addition of arrows for enhanced wayfinding
5. Addition of entry monument signage to median
6. Create main iconic entrance on center with main Shopping Center entrance

The plan above is intended to give the idea of what one possible solution looks like; however, we suggest the Owner investigate the best solution for their property that also addresses these concerns.

Potential for a New Iconic Entrance

ENHANCE SIGNAGE & MAKE LARGER

CREATE ROW OF LANDSCAPING AND TREES TO INSTILL A SENSE OF ARRIVAL



ADD LIGHTED ENTRANCE THAT CONNECTS THE SOUTHSIDE TO THE NORTHSIDE.

INCLUDE ENTRY MONUMENT SIGNAGE

The current entrance to the Shopping Center is on center with the Wal-Mart. It is unstripped and unsafe creating congestion and confusion on a daily basis. We recommend analyzing better ways to orient drivers to the property at this main entrance and create an additional enhanced entrance to be on center with the iconic entrance to the shopping center to help disperse some of the congestion while creating a better identity for the center.

DEVELOPMENT OPPORTUNITIES

Casa View Shopping Center

Phase 3



Phase 3

Suggestion to The Owner & The City:

1. The Owner of the south side of the shopping center, Hopkins Commercial, has plans to demolish the Mesquite Car Care out parcel on their property. This plan reflects that removal and suggests that the blighted gas station on the other side of the shopping center also be dramatically improved or removed.
2. Casa View LTD has expressed they are 100% leased. As a result, we looked for additional opportunities to expand their GLA. For purposes of visibility and parking, the removal of the gas station mini-strip should be investigated thoroughly before increasing square footage.



Additional Recommendations to the Property Owner:

Creating a Brand:

- Consistent, larger and time-appropriate/authentic signage
- Improved and deliberate tenant mix that matches the needs of the community
- Increase restaurant tenants with quality dining that includes outdoor dining opportunities
- Increase opportunities for public events on site (i.e. farmers market, food truck fair, etc.)

Amenities Package:

- Upgraded Lighting
- Planters & Landscaping
- Benches
- Bike Racks/Storage
- Water Features/Art Installations
- Trash/Recycling Upgrades

Maintenance:

- Cleaning Sidewalks of trash and gum residue
- Trash Pick-up & Walmart Cart Mgmt
- Tenant criteria and enforcement
- Paint-up, Fix-up

DEVELOPMENT OPPORTUNITIES

Pedestrian Safety

Components of a Safe Pedestrian Zone

- Wide, continuous, handicap-accessible sidewalks
- Intersection paving that manages stormwater
- Trees & greenscape
- Street furniture
- Bicycle Racks
- Improved bus shelters
- Trash receptacles
- Bollards
- Street art
- Pedestrian Lighting
- Wayfinding



Components that affect Traffic Calming (primarily along Gus Thomasson Road)

- Street trees & greenscape space
- Improved center medians/islands
- Shared bike lane
- On-street parking
- Special paving treatments at intersections
- Street lighting
- Speed tables*

**Speed tables are raised pavement areas that are placed at mid-block locations to reduce vehicle speeds. They are gentler than speed bumps (which are not recommended for public streets) and have been shown to effectively reduce 85th percentile speeds by 13-15 mph.*



DEVELOPMENT OPPORTUNITIES

Shopping Center Association Committee

Establishing a Committee and Helping to Create an Identity

To establish a community identity for the GCV Area will require a body of volunteers, each of whom will represent a small subsection of the GCV Area. This group will steer conversations and implementations of standards in partnership with local retail owners. Their premier objective will be to unify the aesthetic of the neighborhood.

Specifically, this committee will work with property owners to regulate appearances, fixtures and signage to create identity throughout Casa View area.

Some potential areas of focus:

- Eliminate Temporary Signs
- Install and Maintain Landscapes
- Eliminate Excess or Disruptive Signage on Glass
- Investigate different partnerships to accomplish tasks (Local neighborhood and City of Dallas)

Randy Twist Project



Before



After

Shops at Old Denton



Before



After

DEVELOPMENT OPPORTUNITIES

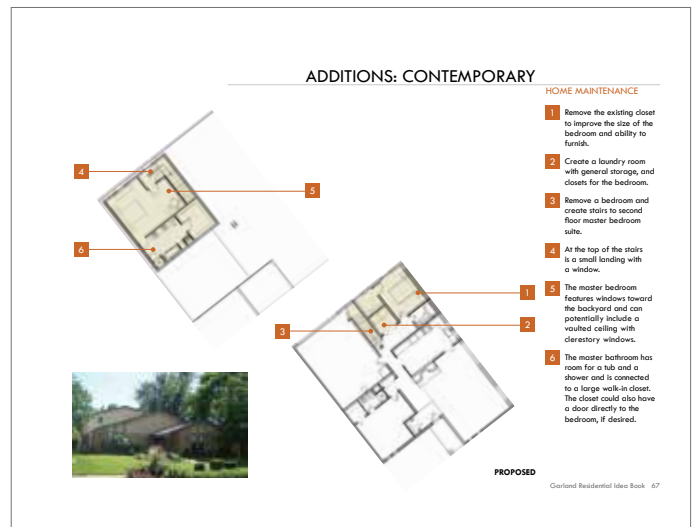
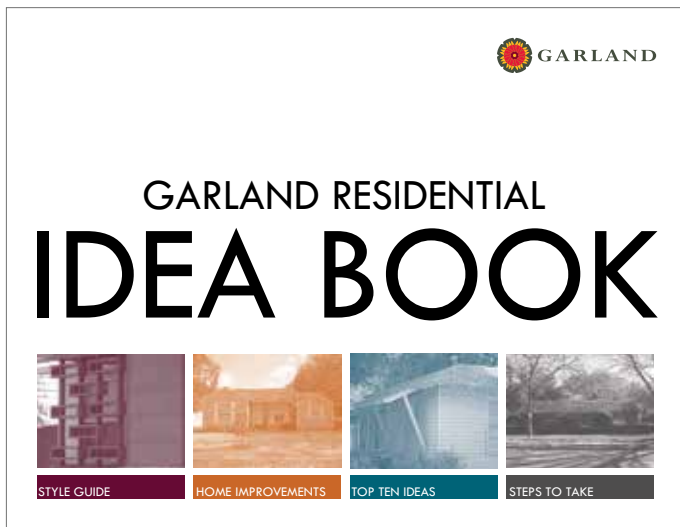
Home Improvement Committee

Helping Homeowners and Tenants Improve Housing Quality

Establish a Home Improvement Committee to develop guidelines, suggestions, and ideas for neighborhood upgrading and maintaining.

City of Garland has developed an idea book specifically for all of the home owners for suggestions and guidelines on how to improve their residence.

The GCV Area is primarily residential and would benefit greatly from a standard for improvement, and a group of people to whom neighbors could reach out to for help locating resources.





STREETScape & GREENSPACE

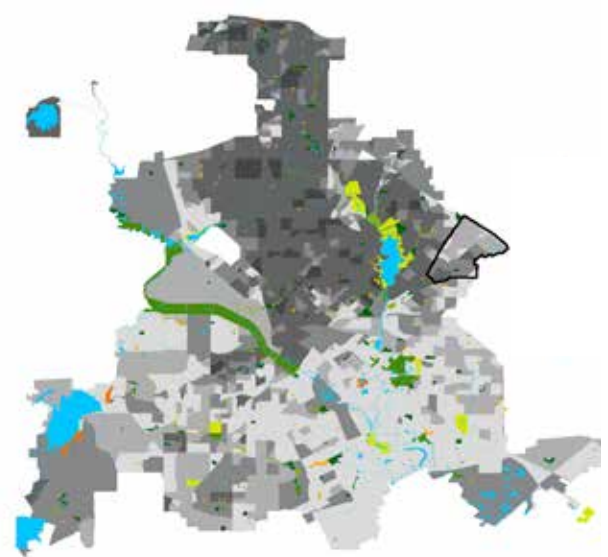
Streetscape and greenspace are crucial to the central theme of connectivity to the surrounding areas. The Neighborhoods Plus plan identifies “Attracting and Retaining the Middle Class” as a key goal for the plan. The GCV Area is a prime candidate for a neighborhood to implement this strategy, and streetscape and greenspace will help accomplish that goal. As the following demographics show, greenspace is a deciding factor for college-educated middle class.

Using College-Educated Residents as a Metric for Planning

Distribution of college-educated residents is a known metric for determining the likelihood of whether or not a neighborhood is revitalizing (or established.)

We look at the distribution of college-educated residents in Dallas to see the overall trends, and how the GCV Area compares to Dallas at large.

It’s also a good determinant of age group and median-income, as these three attributes are highly correlated. In the GCV Area, we see a combination of all college-educated densities, with a skew toward 10%-50% of each block having a college education.



**CITY OF DALLAS
DISTRIBUTION OF POPULATION,
COLLEGE-EDUCATED**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov



STREETSCAPE & GREENSPACE

Hike and Bike

Use Greenspace to Attract & Retain Middle Class

A priority outlined in outlined in **Neighborhood Plus:**

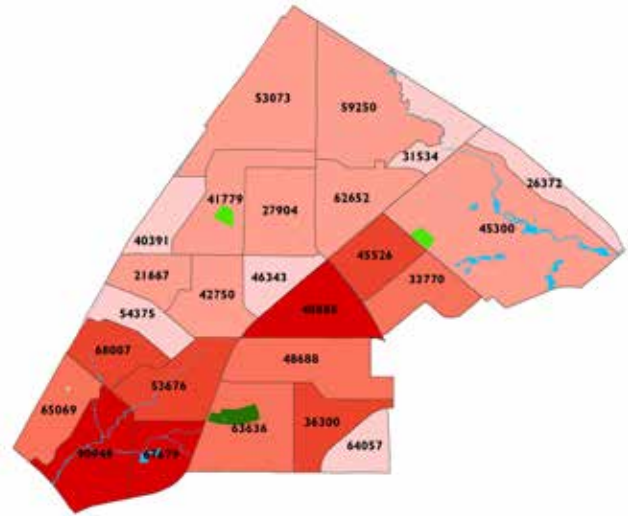
“...investments in neighborhood improvements and public amenities will translate into enhanced livability, as well as stable and appreciating home values...”

Part of this effort suggests using this metric:

Aim to attract a higher % of people to live within a 1/4 mile of amenities that support healthy living

Pictured right, we compare the distribution of GCV Area greenspace and the distribution of college-educated population density by block. We look at the distribution of park space and block density of college graduates (of the population that's 25 yrs. or older) to show the relationship between the two variables.

From a citywide perspective, clusters of high-density blocks of college-educated residents tend to increase as proximity to greenspace increases.



**GCV AREA
DISTRIBUTION OF
POPULATION & MEDIAN INCOME,
COLLEGE-EDUCATED**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov

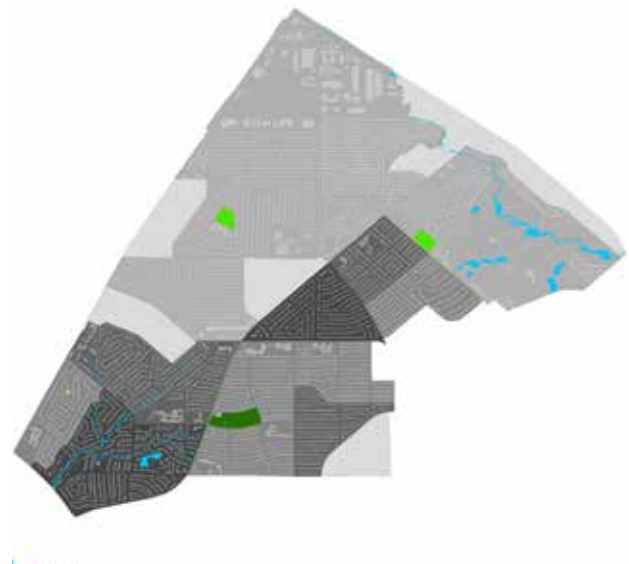


College-Educated Residents & Attraction to Greenspace

Ultimately, the Neighborhood Plus objective seeks to offer more healthy-lifestyle amenities to the general community, and the GCV Area community conforms closely to this mindset. Simultaneously, we hope to offer more greenspace, and also we hope to grow a healthy population to further revitalize and sustain our community.

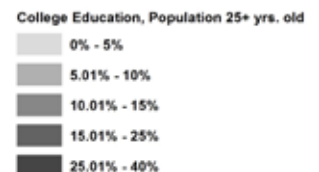
From our exploration, we deduce that college-educated residents (25 years or older) are attracted to communities with central greenspace.

As such, we use the relationship between college-educated block density, which intrinsically captures the percent of housing within 1/4 mile to amenities that support healthy living.



**GCV AREA
DISTRIBUTION OF POPULATION,
COLLEGE-EDUCATED**

SOURCE
2009-2013, ACS
5 year summary by block groups
Census Bureau, census.gov





Casa View Haven - Greenspace Study

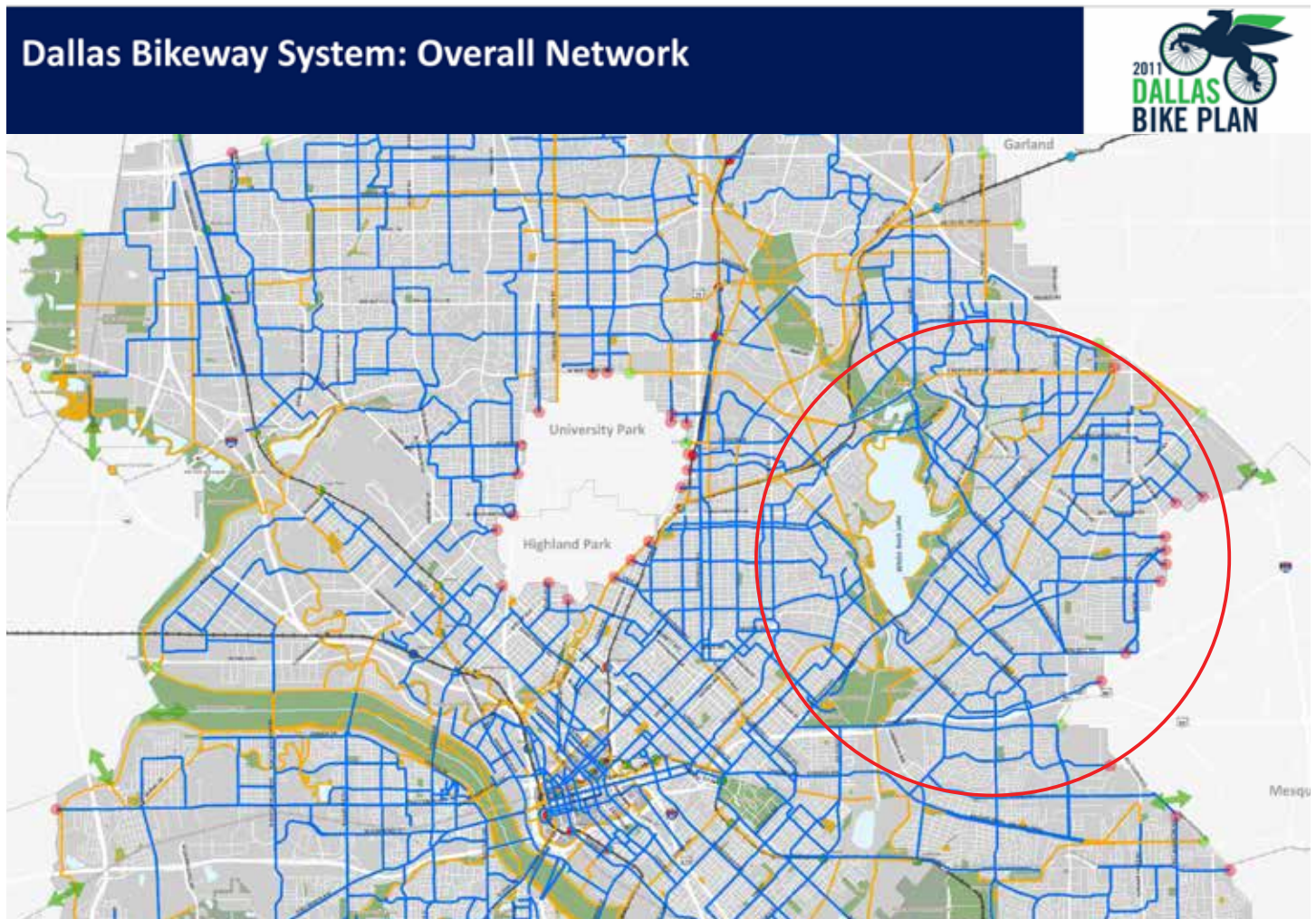
Recommendations for Implementing More Greenspace & Streetscape Amenities

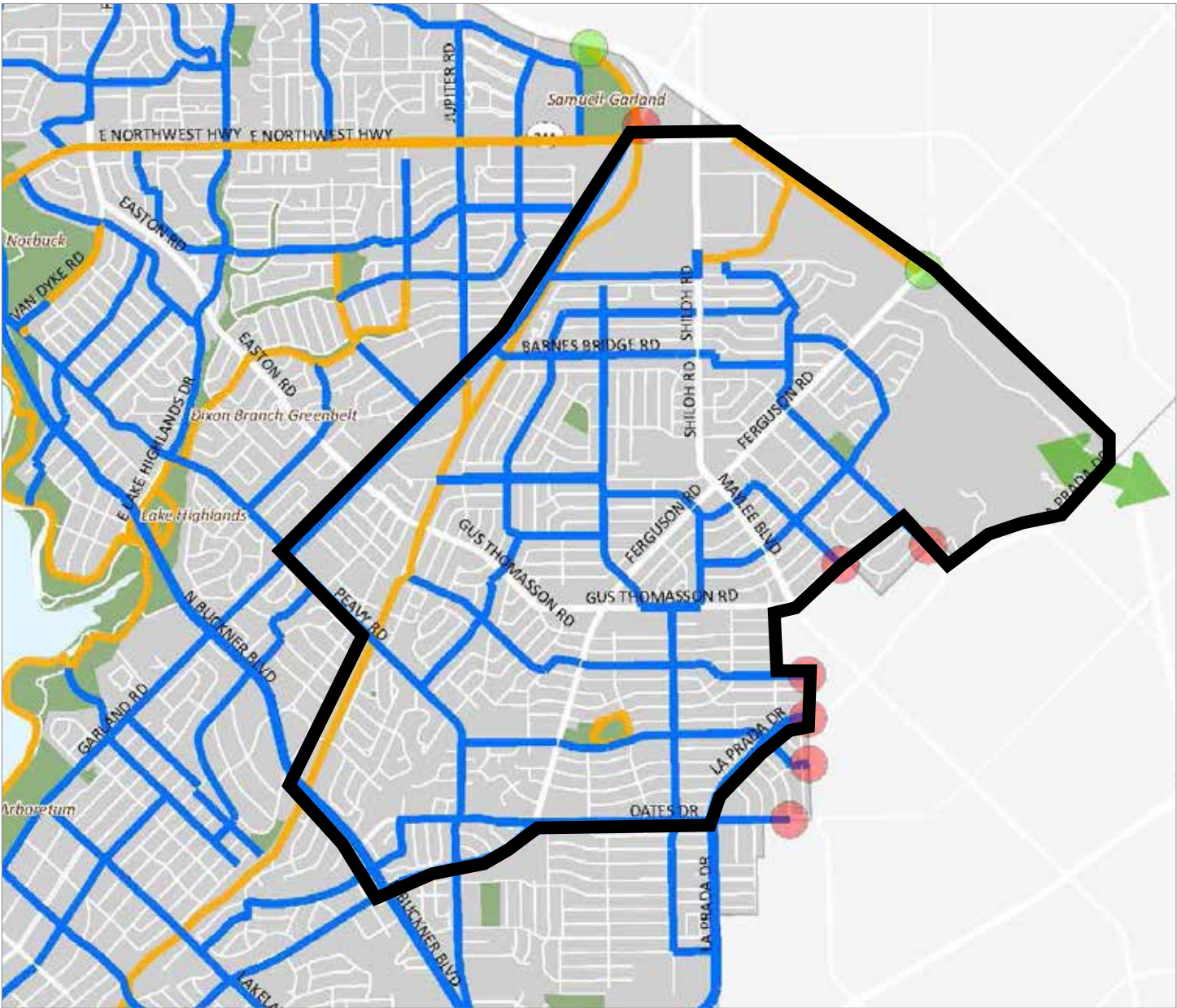
We recommend that each neighborhood group within the super-neighborhood group of Greater Casa View carefully analyze its internal area and evaluate opportunities for greenspace development. Below is an example for Casa View Haven, a group within Greater Casa View. Understanding the nuances of certain properties and areas that were considered blight to the neighborhood, the group conducted an analysis of where possible greenspace opportunities might arise.

Greater Casa View Area Proposed Bike Lanes

As connectivity is a central theme throughout this plan, the concept of connecting with more sustainable modes of transit is key. The Casa View Area would greatly benefit from bicycle accommodations along Ferguson Road.

The 2011 Bike Plan called for an On-Street Bike Lane on Ferguson Road from I-30 to Oates. We suggest that the City strongly explores the bike lanes tentatively laid out in this over-arching plans to assess whether they are feasible. The area would strongly favor added Bike Lanes, and would like further studies to create that connectivity.





— GCV Area Boundary

Dallas Bike Plan Legend

- On-Street
- Off-Street
- ↔ Connection to Regional Veloweb
- On-Street Interjurisdictional Connection Point
- Off-Street Interjurisdictional Connection Point
- Existing Transit Line
- Future Transit Line
- Rail Station (Symbol corresponds to transit line color)
- Road
- City of Dallas Park
- Other Open Space
- Body of Water
- City of Dallas
- Surrounding Jurisdiction

Hike and Bike

2030 Transit System Plan

- Light Rail Blue Line & Station (Existing)
- Light Rail Red Line & Station (Existing)
- Trinity Railway Express (TRE) Commuter Rail & Station (Existing)
- Light Rail Orange Line & Station (Committed)
- Light Rail Green Line & Station (Committed)

2030 Rail

- Express Rail
- Rapid Rail

2030 Bus

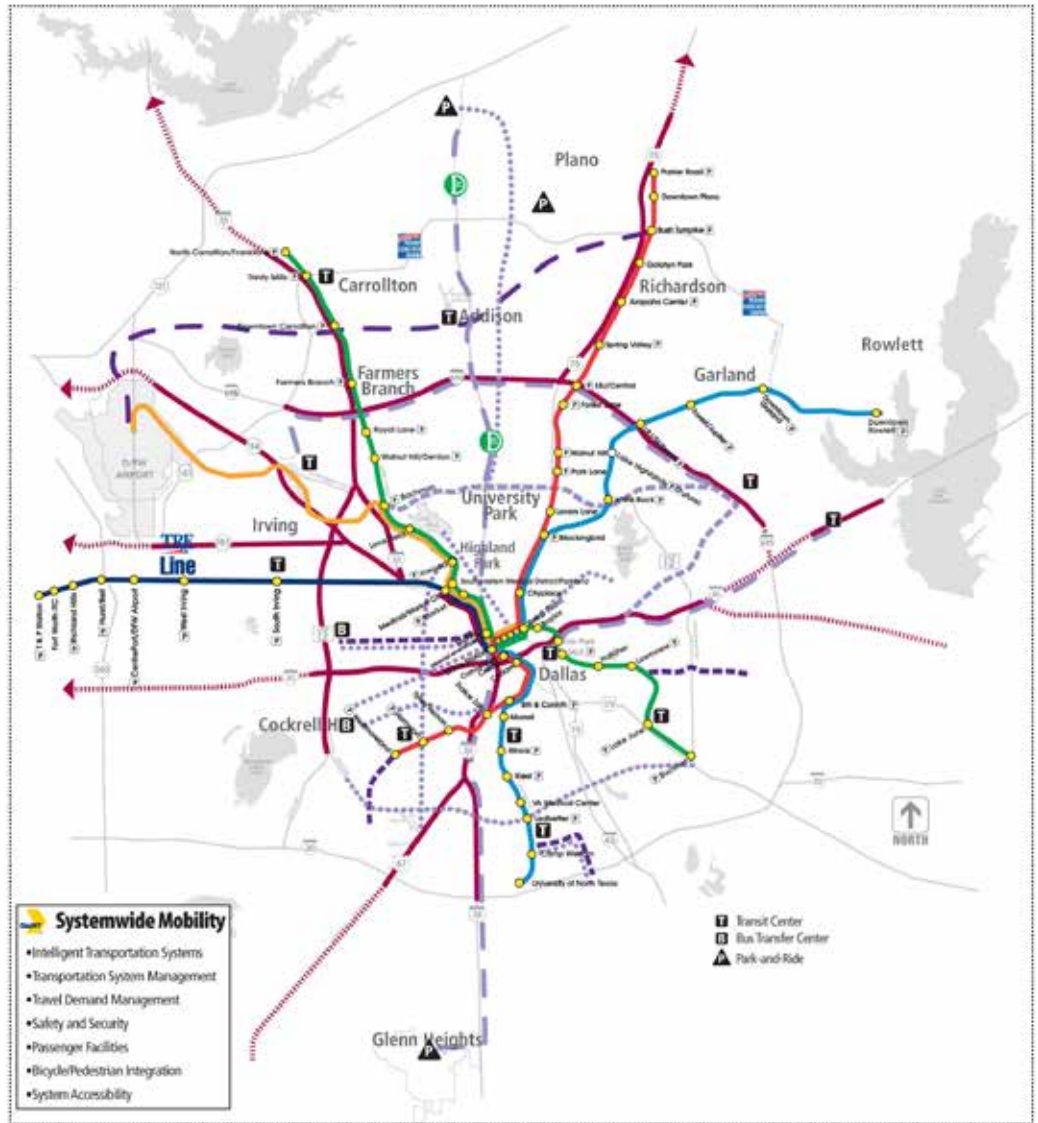
- Express Bus
- Enhanced Bus
- Rapid Bus

2030 Managed HOV Lanes

- DART Participation
- No DART Participation

2030 Paratransit (service provided systemwide)

2030 Systemwide Mobility



October 2006

The DART 2030 System Plan

The DART 2030 Transit System Plan recommends the addition of a Rapid Bus Lane to Ferguson Road. The plan identifies the Rapid Bus Service as follows:

Rapid bus service is similar to enhanced bus service in that it is a limited stop, high-frequency service. The goal of rapid bus service is to be faster and more reliable with a targeted average operating speed of 20 to 29 mph. The key to achieving this is the guideway – an exclusive busway, managed HOV lane or exclusive bus lane on an arterial– for all or a key segment of the route. Rapid service also emphasizes ITS and TSM improvements to enhance operations at stations and intersections. Vehicles will be designed for ease of access and could include level boarding and multiple doors with proof of payment or smart card fare collection to speed boarding. The stations will be specially designed and include real time transit information and other amenities.

The stations will be specially designed and include real time transit information and other amenities. Two rapid bus corridors are recommended, Northwest Highway and Ferguson. Ferguson Road was studied as part of the IH 30 Major Investment Study and would connect east Dallas neighborhoods to downtown Dallas, completing the last segment of the route on the IH 30 managed HOV lanes. Northwest Highway is a major east-west route that would link residential areas around the South Garland Transit Center and White Rock Station on the east and high-density residential areas in northwest Dallas near the Bachman Station to the wide range of retail, office and commercial uses in this corridor. These include Northpark Mall and Preston Center, as well as several retail and office centers in between. Investment levels in these two corridors would be higher than in enhanced bus corridors to provide areas of exclusive bus guideway where feasible.

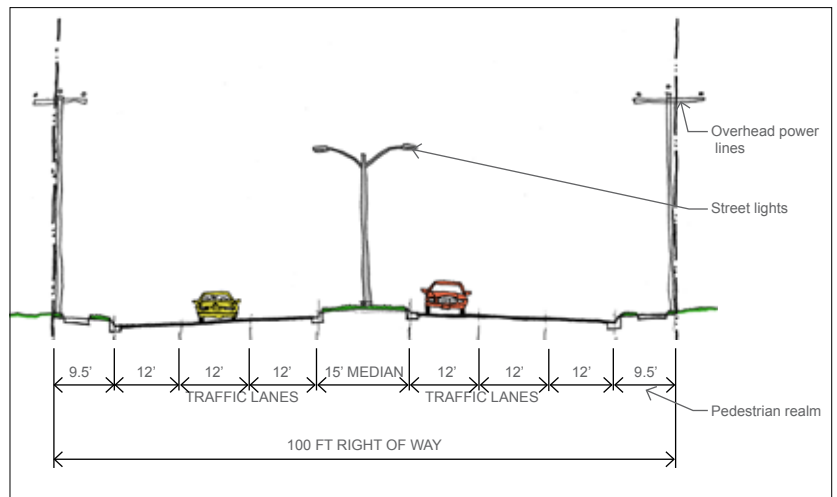
Recommendations

In summary, the DART plan is recommending a dedicated bus lane for a high-frequency transit lane - ultimately reducing the number of car lanes on Ferguson Road from six lanes to four lanes from I-30 to I-635. It is the recommendation of this plan to analyze the DART 2040 Plan (upon its completion) to investigate whether there are updates to the future of Ferguson Road. We would suggest specifically that DART further analyzes the following items:

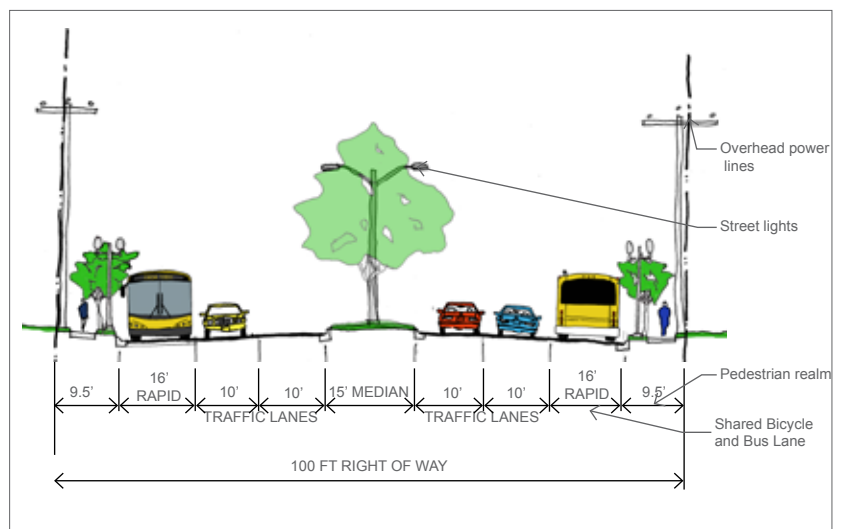
- Consider dedicating the Rapid Bus-Only Lane with a buffered median for improved safety.
- Consider enhanced Bus Shelters throughout the corridor.



Los Angeles Metro has identified 26 additional corridors for their Metro Rapid program, which emphasizes bus signal priority, low floor buses, headway based schedules and fewer stops. This will ultimately create a network of 450 miles of Metro Rapid service to complement their rail system. The DART enhanced and rapid bus network will have similar characteristics.



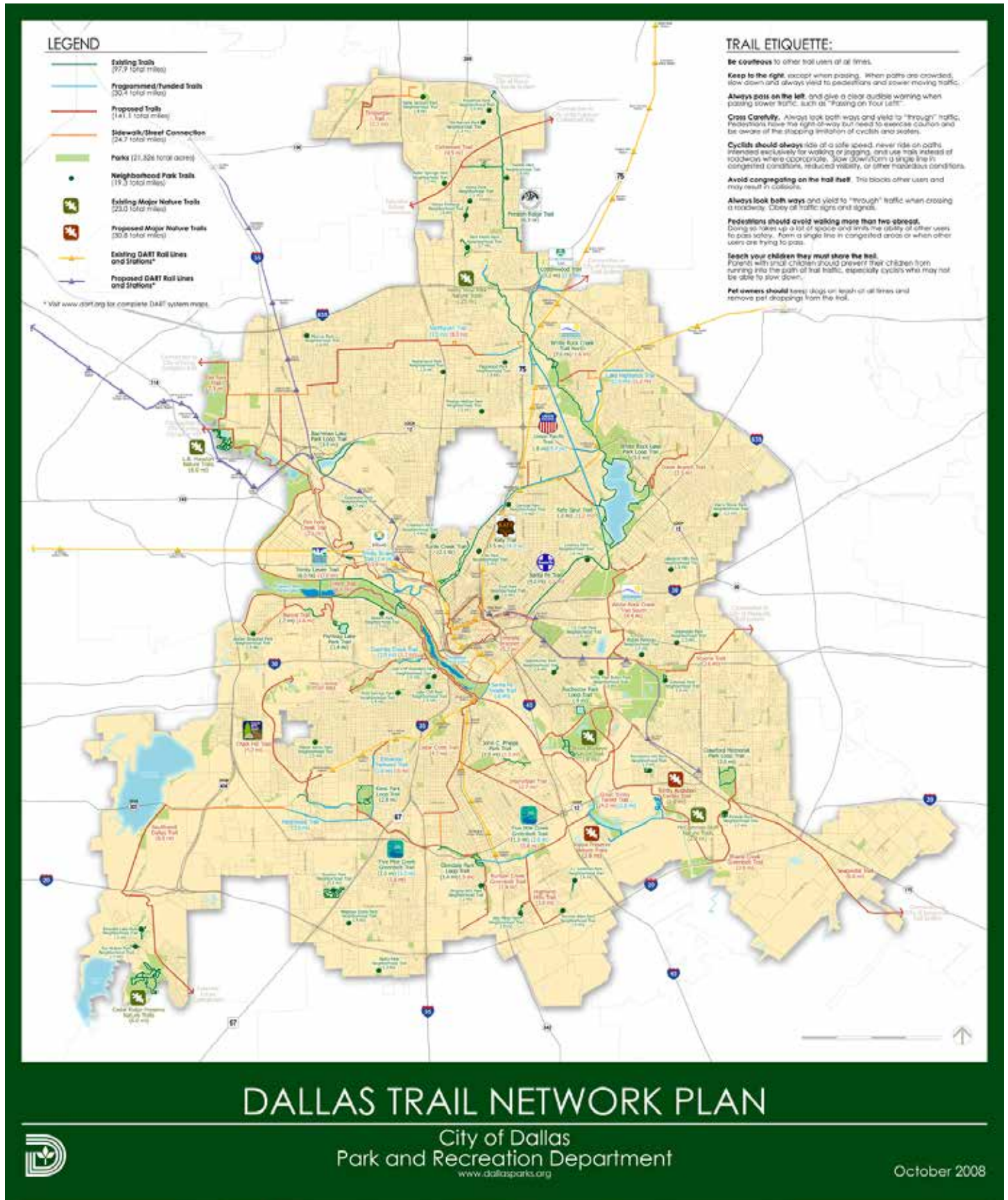
EXISTING



RAPID BUS LANE (buffered bus lane)

STREETSCAPE & GREENSPACE

Hike and Bike





Greater Casa View Area Recommended Trail Additions

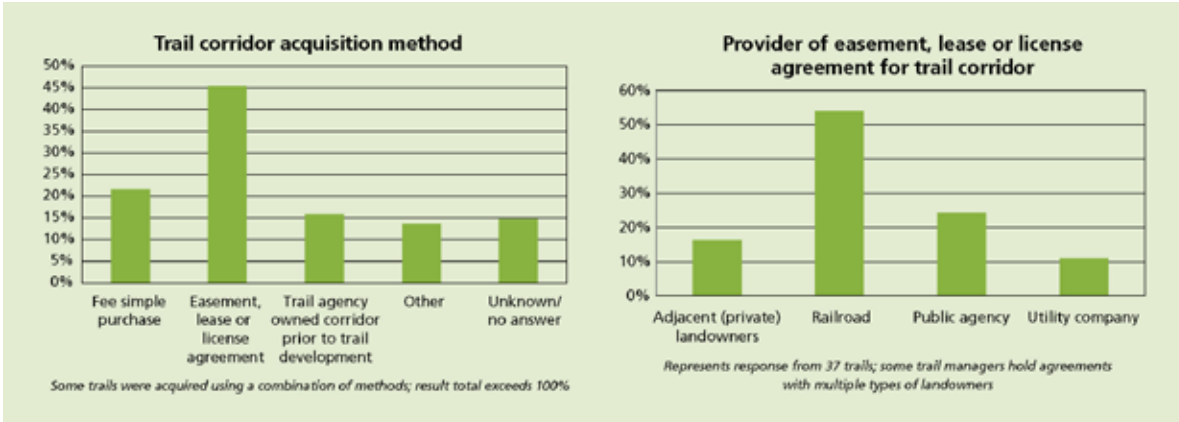
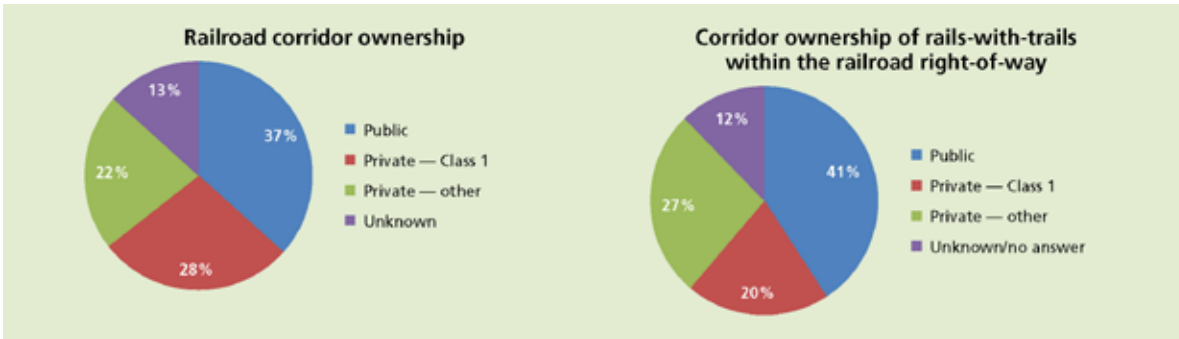
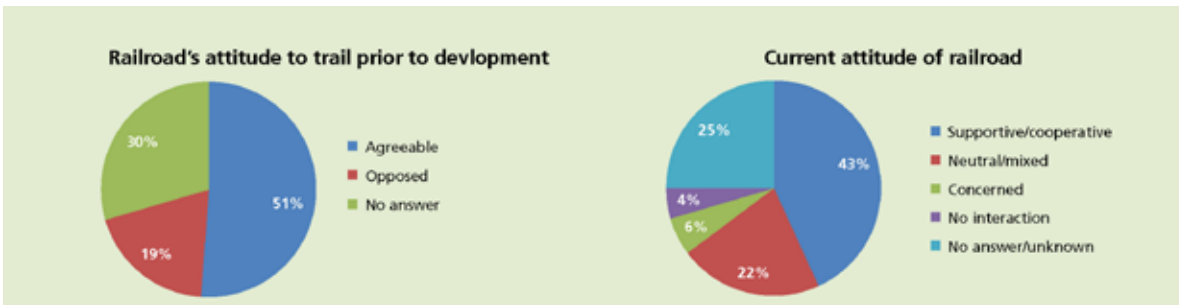
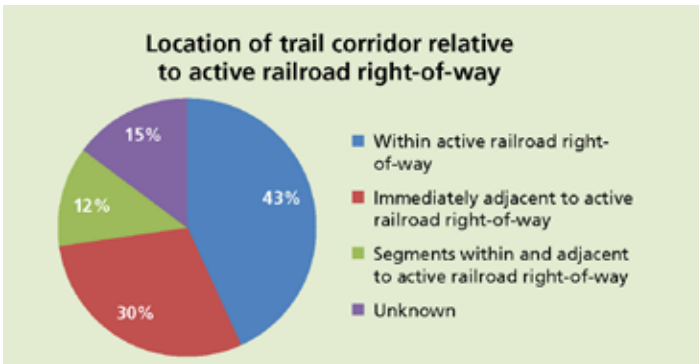
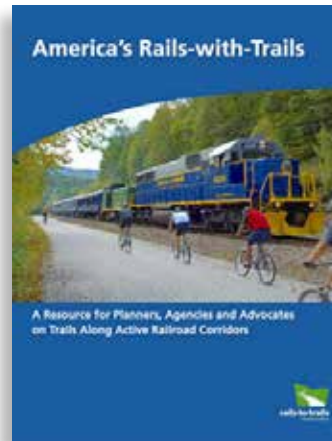
The opinion of the community appears to involve great concern over lack of greenspace and trail connectivity. Regarding trails, this plan has investigated multiple ways to plug into the existing Dallas Trail Network Plan, and believes the most innovative and creative way to cultivate a trail extension is on an existing rail line called the Santa Fe Railroad. Portions of the rail have decommissioned and converted into the Santa Fe Trail at the southern end; however, we would encourage an extensive investigation of continuing the trail along the active rail line. The Rails-to-Trails Conservancy has a division called Rails-with-Trails that has researched more than 88 Rails-with-Trail systems in the country. The Cotton Belt Trail in Grapevine is a great precedent of a Rails-with-Trails project. On the following pages, you will find portions of the study that pertain to safety and security issues.

Proposed Actions Might Include:

- Investigate a thorough feasibility study of expanding The Santa Fe Trail north using the Santa Fe Railroad Right-of-Way. This could easily connect into the City of Garland Trail System encouraging inter-city collaboration and connectivity.
- The new trail could connect north and south ends of the White Rock Trail Network and create multiple hubs for economic vitality and greenspace. The Katy Trail has been a great example for Dallas as how a trail can spur such vitality.
- Collaborate with the Rails-with-Trails conservancy and understand the research in place to help execute this plan.
- This new trail could be the first RWT project in Dallas County

Greater Casa View Area Recommended Trail Additions

The following data was collected from the *Rails-with-Trails Resource for Planners, Agencies and Advocates on Trails Along Active Railroad Corridors* (pictured right.) The report studied various areas of the Rails-to-Trails process and feasibility—including safety and legal issues, ownership issues, benefits and lessons learned.



Implementing Rails-with-Trails

The Rails-with-Trails plan suggests coordination with the City of Dallas Parks Department, Oncor and Texas Railroad Commission to develop a feasibility study. The railway already exists and adequate greenspace is already available—making it an ideal location to pilot this transformation.

Potential Site



Santa Fe Rail, East Dallas

Success Stories



Springwater Corridor, Oregon



Duluth Lakewalk, Minnesota

STREETSCAPE & GREENSPACE

Hike and Bike

Greater Casa View Area Recommended Streetscape Improvements

Better sidewalks create better walkability throughout the neighborhood and comply with ADA standards. As the area has a very mixed demographic, wheelchair accessibility is of the utmost importance. Additionally, enhanced sidewalks make a neighborhood more approachable, walkable and generally more beautiful.






North Bound Ferguson from Peavy to Oates



North Bound Ferguson from Buckner to Peavy

Greater Casa View Area Recommended Streetscape Improvements



-  Proposed Sidewalk Additions (*no existing sidewalk*)
-  Sidewalk Enhancement Opportunities (*existing sidewalks with narrow setback from curb*)
-  Minor Enhancements / Beautification





HARRY STONE RECREATION CENTER

Harry Stone was opened on October 21, 1957 for a cost of \$225,000. Later in 1958, the pool opened to the public. The center was named in the memory of Harry Stone, a long time civic leader in Dallas. While serving on the Park Board, he was instrumental in the development of the Dallas park program. The center is a historical part of the community and should be cultivated in a way that highlights its history.

In April of 2013, Harry Stone reopened after a \$1.6 million renovation.

Harry Stone Recreation Center offers:




- 19-acre park
- Basketball gym
- Meeting Facilities
- Weight & Workout Facilities
- Two playground equipment areas
- Outdoor swimming pool
- Two baseball diamonds
- One sandlot ball diamond
- Two lighted tennis courts
- 11 picnic tables

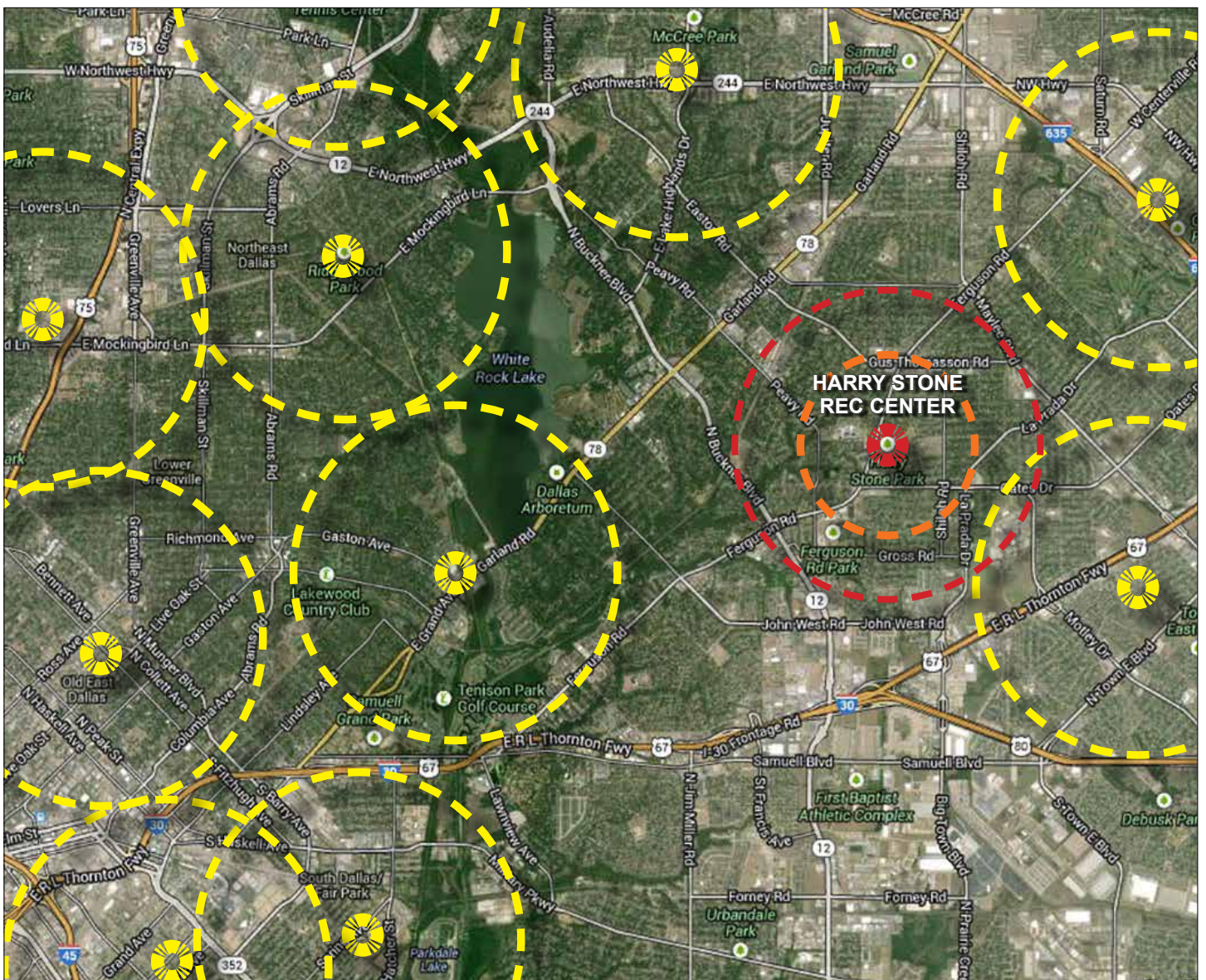
HARRY STONE RECREATION CENTER
Existing Conditions



Estimated Areas of Influence Existing East Dallas Recreation Centers

- This map shows the radius of service different recreation centers and YMCAs have based on the amount and type of services they provide. There is apparent need for increased services in the Far East Dallas area.
- In order to assess what needs the community would like to have fulfilled, we conducted a survey and public workshop. The results are included on the following pages.

-  Surrounding Recreation Centers & areas of influence based on services provided.
-  Existing service area of Harry Stone Recreation Center based on services provided.
-  Potential service area of Harry Stone with increased services and expanded facilities



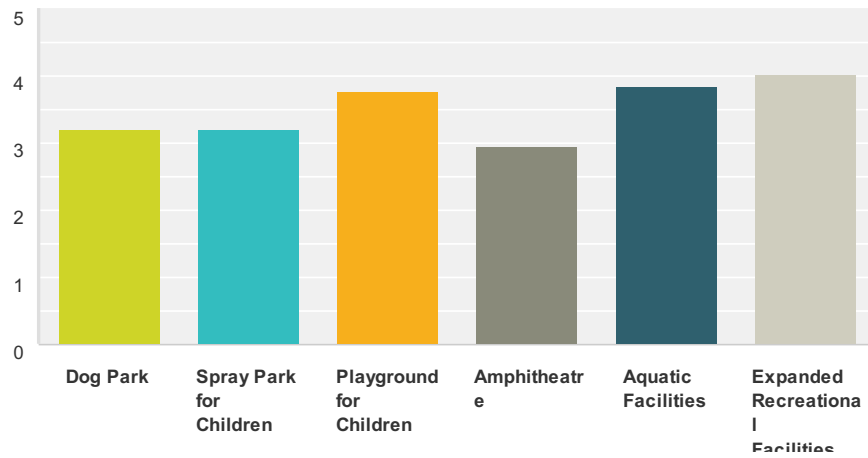
Harry Stone Recreation Center currently has a 1/2 mile area of service within the surrounding neighborhood

HARRY STONE RECREATION CENTER

Existing Conditions

Q6 Regarding the Harry Stone Recreation Center, rank the following uses in order of most beneficial for the betterment of the neighborhood? (1 being most desirable) (Drag and drop the choices in order of preference)

Answered: 236 Skipped: 0



	1	2	3	4	5	6	Total	Average Ranking
Dog Park	17.80% 42	11.86% 28	13.98% 33	13.98% 33	13.98% 33	28.39% 67	236	3.20
Spray Park for Children	9.32% 22	17.37% 41	16.10% 38	16.95% 40	21.19% 50	19.07% 45	236	3.19
Playground for Children	17.80% 42	19.49% 46	21.61% 51	16.53% 39	13.14% 31	11.44% 27	236	3.78
Amphitheatre	6.36% 15	15.25% 36	15.25% 36	14.41% 34	26.27% 62	22.46% 53	236	2.94
Aquatic Facilities	18.64% 44	23.73% 56	17.37% 41	16.10% 38	12.71% 30	11.44% 27	236	3.85
Expanded Recreational Facilities	30.08% 71	12.29% 29	15.68% 37	22.03% 52	12.71% 30	7.20% 17	236	4.03

“Better lighting at night around the center.”

“Expanded events for seniors.”

“More community classes and community gathering opportunities.”

“... moving the façade of the Center to face Ferguson.”

“A ‘hub’ or meeting place for all type organizations.”

“... evening classes expanded.”

“More picnic areas and benches.”

“Food trucks several times a month and a farmers market monthly.”

“... a neighborhood garden would be great.”

HARRY STONE RECREATION CENTER

Existing Conditions

Harry Stone Recreation Center

The site is a fairly open site with available open un-programmed space on the west side of the property. This open land not only offers a perfect space for developing indoor and/or outdoor amenities to expand the service area of the facility, but it also serves as an opportunity to create more of a presence on Ferguson Road. One of the main challenges of the center is that it is hidden. This plan proposes to pull the gem out and create a neighborhood hub for the community.

Harry Stone Recreation Center is within walking distance to two DISD low-performing schools: Bryan Adams High School & Kiest Elementary



Unprogrammed and unutilized property in front of Harry Stone

HARRY STONE RECREATION CENTER

Proposed Concept

If Harry Stone Recreation Center expands its area of influence, it could:

- Improve its visibility/activity along Ferguson Road side potentially with an expansion to the street edge
- Become a community destination and attraction (for even non-residents)
- Create a more walkable corridor along this patch of Ferguson Road with crosswalks
- Offer better pedestrian connectivity across the major road
- Secure future of the property regardless of neighboring developments
- Create available facilities for after-school and educational activities for at-risk students at low performing schools
- Serve outdoor activities: playgrounds, shade, dog parks, aquatic facilities
- Include better senior citizen programs for the aging demographic







GATEWAYS & IDENTITY

Gateways are so incredibly vital to any neighborhood as they provide a unified vision and voice of that area's brand. That established brand is then perpetuated throughout the neighborhood and adopted by associations within. It creates a spirit of unity and camaraderie that builds pride and a sense of ownership throughout the community.

The Greater Casa View Area could greatly benefit from a branding effort that would instill a greater sense of pride and accomplishment in the neighborhood. This plan recommends a bold statement placed at strategic locations throughout the neighborhood.

GATEWAYS & IDENTITY

Gateway Signage

How Gateways Impact a Community

Gateways are helpful in creating a unique brand for an area that can create a sense of pride in the area. Pride influences ownership within the area and contributes to a greater sense of community.



Casa View Signage

This plan recommends studying a variety of different monument sign options. Keeping the options vertical will limit real estate obstacles and create better visibility for visitors. Below we've included a couple of quick ideas to illustrate the possibilities. The key considerations in creating a brand is utilizing what the neighborhood is already known for (single story brick 1950s homes) and incorporating future-inspiring elements.



Recommended Gateway Points

Primary Node - Casa View Shopping Center

- Make this node pedestrian friendly
- Enhance the original architecture & culture
- Encourage new businesses to open in this center

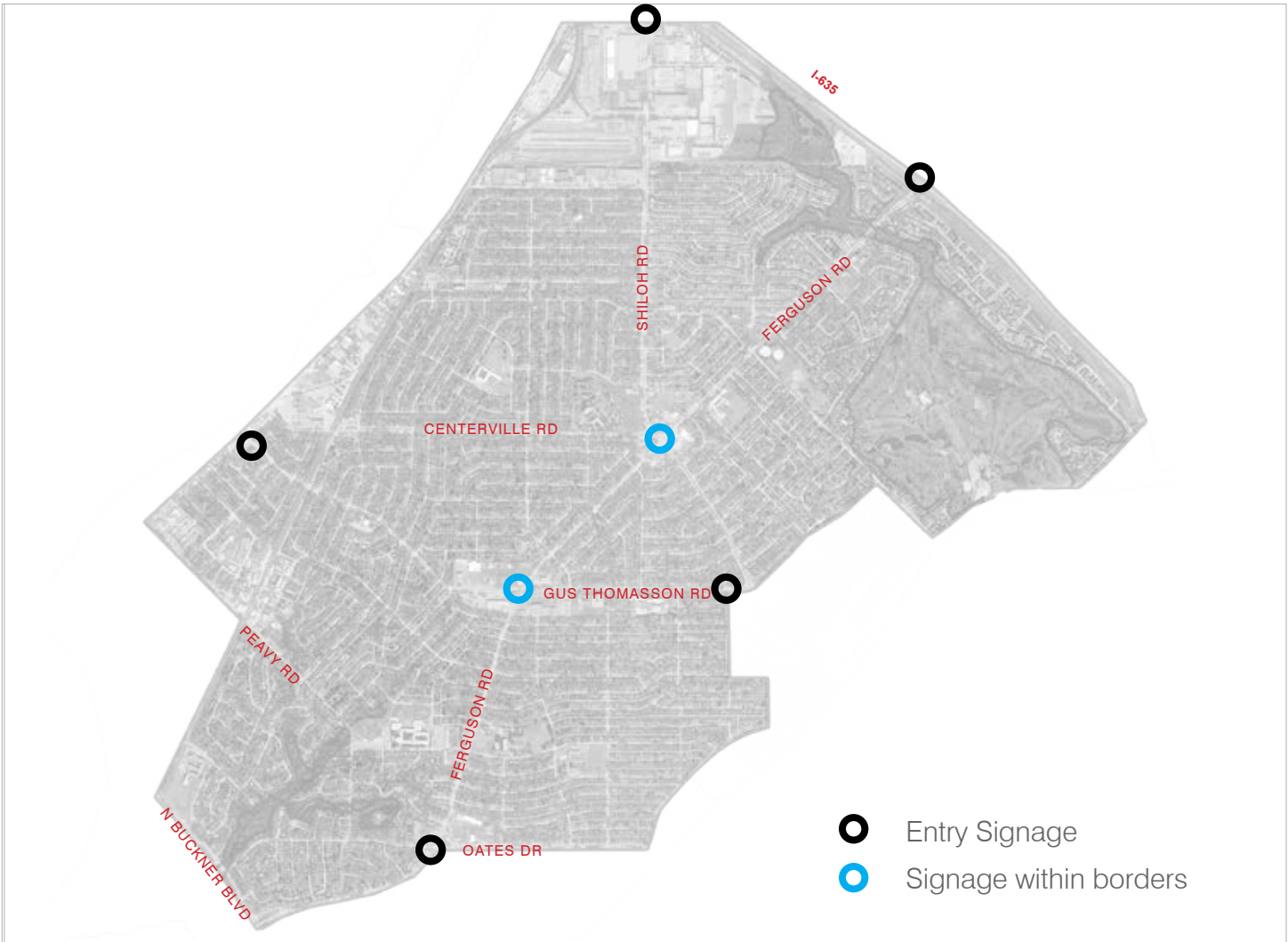
Secondary Nodes

- Shiloh & Ferguson

Entry Nodes

- Oates & Ferguson
- I-635 & Ferguson
- Easton Rd & Garland
- Gus Thomasson & Maylee
- Shiloh & Northwest Hwy

Greater Casa View Area Recommended Gateway Points



EXAMPLE OF NORTH ENTRY GATEWAY

GATEWAYS & IDENTITY

Northern Region, Frontage Road

Adding frontage road along 635*

- Would propose for future TXDOT plans for 635
- In conjunction with Centerville Marketplace plans
- Planning for updated interstate design
- Allows connectivity along Freeway and economic development

Recommended Frontage Road Greater Casa View Area



GATEWAYS & IDENTITY

Northern Region, Creek Revitalization

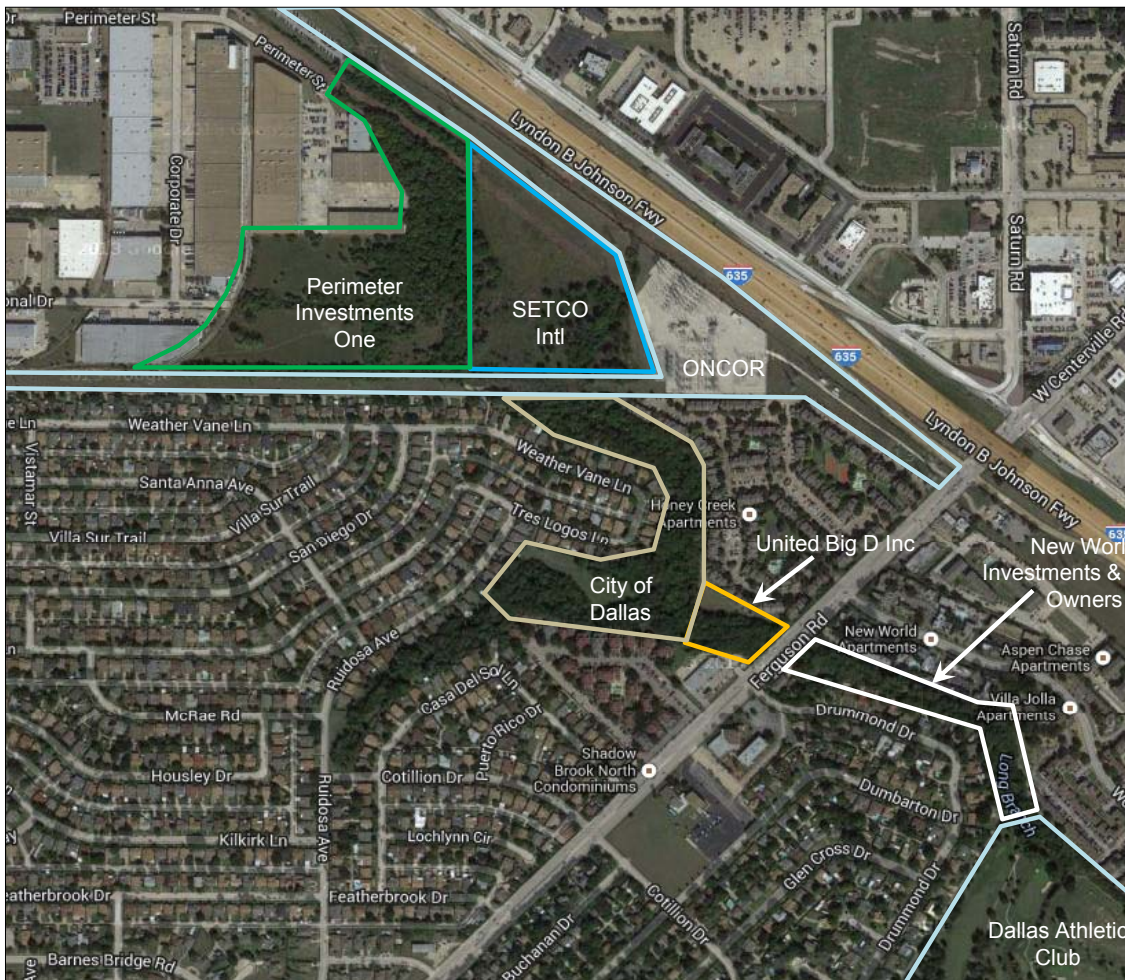
Existing Conditions of Long Branch Creek

- Multiple owners of the property
- Doesn't appear to be maintained; trash everywhere
- Homeless encampment in the wooded area
- Access is fairly limited
- Difficult to connect area into the Dallas trail system

Goals

- Develop a programmed creek with amenities rather than an afterthought.
- The Santa Fe Trail extension would encourage development and revitalization of this creek.

Creek Land Ownership





CONCLUSION

In summary, this plan is a stepping stone for the transformation of the Greater Casa View Area. It is intended as a road map to cast a vision for the future of the neighborhood and to help the community clearly articulate its needs and desires.

We believe that the Greater Casa View Area has the opportunity to model for the rest of the City of Dallas what neighborhood involvement looks like and how to transform while maintaining the inherent qualities that make the community unique. The plan is not a road map for gentrification and tear-downs, but rather a guide for how to improve the existing assets in a real and tangible way. It encourages sustainability throughout and above all pleads for connectivity. This neighborhood is rich with citizens who are obsessively in love with Dallas. They have the means to live elsewhere, but their desire for an urban environment dictates their dwelling decisions. As a result, they desire to be one with the city, and not forgotten about. Connectivity is the key way to implement this, and this plan clearly creates those connections.

The Implementation Plan

The following pages are a step-by-step implementation plan going forward. It indicates cost approximations, entity responsible for action and a general timeline. It is our hope that this Area Plan becomes a living, breathing document that is referenced and useful as the area continues to experience change.

IMPLEMENTATION SUMMARY & STRATEGIES

Project/Priority	Primary Lead	Partners	Priority Level	Time Frame	Potential Funding Sources	Order of Magnitude Cost
Shopping Center Intersection Revitalization						
Goal: Making a more walkable & pedestrian-friendly environment						
Suggest traffic and feasibility study to reduce Gus Thomasson from six lanes to four lanes at the Ferguson intersection to provide width for curb setbacks and median enhancement	City of Dallas	GCVA	HIGH - QUICK WIN	Short tem	COD	Medium
Addition of enhanced medians and extensive landscaping on Gus Thomasson throughout shopping center	City of Dallas	GCVA	HIGH - QUICK WIN	Short term	COD	Medium
Feasibility study to assess the best location for the entrance to the Wal-mart as it is currently extremely unsafe and hazardous	Casa View II LTD & Potentially Walmart	City of Dallas	HIGH - QUICK WIN	Short term	COD	Medium
Enhance hardscaping at enhanced intersection/signal at Gus Thomasson and Ferguson	City of Dallas	GCVA	HIGH - QUICK WIN	Short term	COD	Medium
Hardscaping on Gus Thomasson at new iconic entrance into the center	City of Dallas	Casa View II LTD	HIGH - QUICK WIN	Short term	COD	Medium
Provide signalled pedestrian crosswalks at intersection	City of Dallas	Casa View II LTD	MED	Mid term	COD	Low
Provide community support and feedback on the implementation of this construction project - coordinating community input meetings, etc.	GCVA	City of Dallas/Casa Viwe II LTD	MED	Short term	N/A	Low
Addition of iconic entry signage on top of shopping center courtyard (a suggested option is depicted in renderings included)	Casa View II LTD	GCVA	HIGH	Mid term	Private	Medium
Re-stripe the northwest corner (Walmart-side) parking lot with head-in parking providing clearer orientation and wayfinding	Casa View II LTD	Walmart	HIGH	Mid term	Private	Low
Include landscaped medians throughout parking lot	Casa View II LTD	N/A	MED	Mid term	Private	Low
Addition of arrows and wayfinding throughout parking lot	Casa View II LTD	N/A	MED	Mid term	Private	Low
Addition of entry monument signage to medians	Casa View II LTD	GCVA	MED	Mid term	Private	Low
Investigate the potential closure of Casa View Street on the south end into the residential neighborhood	Casa View II LTD	City of Dallas, GCVA	LOW	Long term	Private/COD	High
Potential improvement or removal of blighted gas station	Wilcut JV/Cutler Haydn	Casa View II LTD, GCVA, City of Dallas	LOW	Long term	Private/COD	High
Investigate the potential new construction for major anchor on south side of property where Casa View Street once was	Casa View II LTD / Hopkins Commercial	City of Dallas, GCVA	LOW	Long term	Private	High
Develop a strong brand in coordination with GCVA that is the brand for the neighborhood. Implement throughout signage	Casa View II LTD	GCVA	MED	Mid term	Private	Low
Upgraded amenity package including improved lighting, planters, landscaping, benches, bike racks, water features, trash receptacle	Casa View II LTD	City of Dallas, GCVA	MED	Mid term	Private	Medium
Better maintenance of entire center	Casa View II LTD	GCVA	HIGH	Short term	Private	Low
Develop a Shopping Center Improvement Committee for accountability & standards	GCVA	City of Dallas, Casa View II LTD	LOW	Short term	n/a	n/a
Conduct a funding discussion with area councilperson about the feasibility of TIFs for funding	GCVA	Councilperson, City of Dallas	HIGH	Short term	n/a	n/a

Project/Priority	Primary Lead	Partners	Priority Level	Time Frame	Potential Funding Sources	Order of Magnitude Cost
Streetscape & Greenspace						
Conduct a more refined study of each neighborhood for pocket parks and development opportunities	GCVA	City of Dallas	MED	Mid term	N/A	Low
Target implementable items from mini-studies to weave more greenspace throughout neighborhoods	GCVA	City of Dallas	MED	Mid term	N/A	Low
Conduct thorough analysis of the 2011 Dallas Bike Plan to understand what possible bike lanes are planned for Casa View	City of Dallas	GCVA	HIGH	Mid term	N/A	Low
Conduct thorough analysis of the DART 2030 plan updates to understand what possible rapid bus lanes are planned for Casa View	DART	GCVA, City of Dallas	MED	Mid term	N/A	Low
Feasibility Study for Trail Network Extension for a Rails with Trails Project	City of Dallas Parks Department	GCVA	MED	Mid term	GCVA, COD	Medium
Addition of Sidewalks at Ferguson and Oates	City of Dallas	GCVA	MED	Mid term	COD	Low
Sidewalk and curb improvements to Ferguson Corridor from Oates to Joaquin (includes significant improvements at the Gus Thomasson intersection for Shopping Center walkability)	City of Dallas	GCVA	LOW	Mid term	COD	Low
Harry Stone Recreation Center						
Feasibility Study for indoor/outdoor expansion to Harry Stone	City of Dallas	GCVA	MED	Long term	COD	Medium
Request enhancements to the Center in the next Bond Program	GCVA	City of Dallas	MED	Short term	N/A	Low
Signaled pedestrian crosswalks at Harry Stone Recreation Center across Ferguson Road	City of Dallas	GCVA	LOW	Mid term	COD	Low
Gateways & Identities						
Create gateways with branded monument signage at entrances to Casa View	GCVA	City of Dallas (to grant approval of ROW only)	LOW	Long term	GCVA	Medium
Enhanced and addition of sidewalks throughout Ferguson Road	City of Dallas	GCVA	LOW	Mid term	COD	Medium
Further study of Creek at 635 and Ferguson	GCVA	City of Dallas	LOW	Long term	GCVA, COD	Low