
PEMBERTON HILL

STRATEGIC NEIGHBORHOOD ACTION PLAN



A Neighborhood Plus Initiative

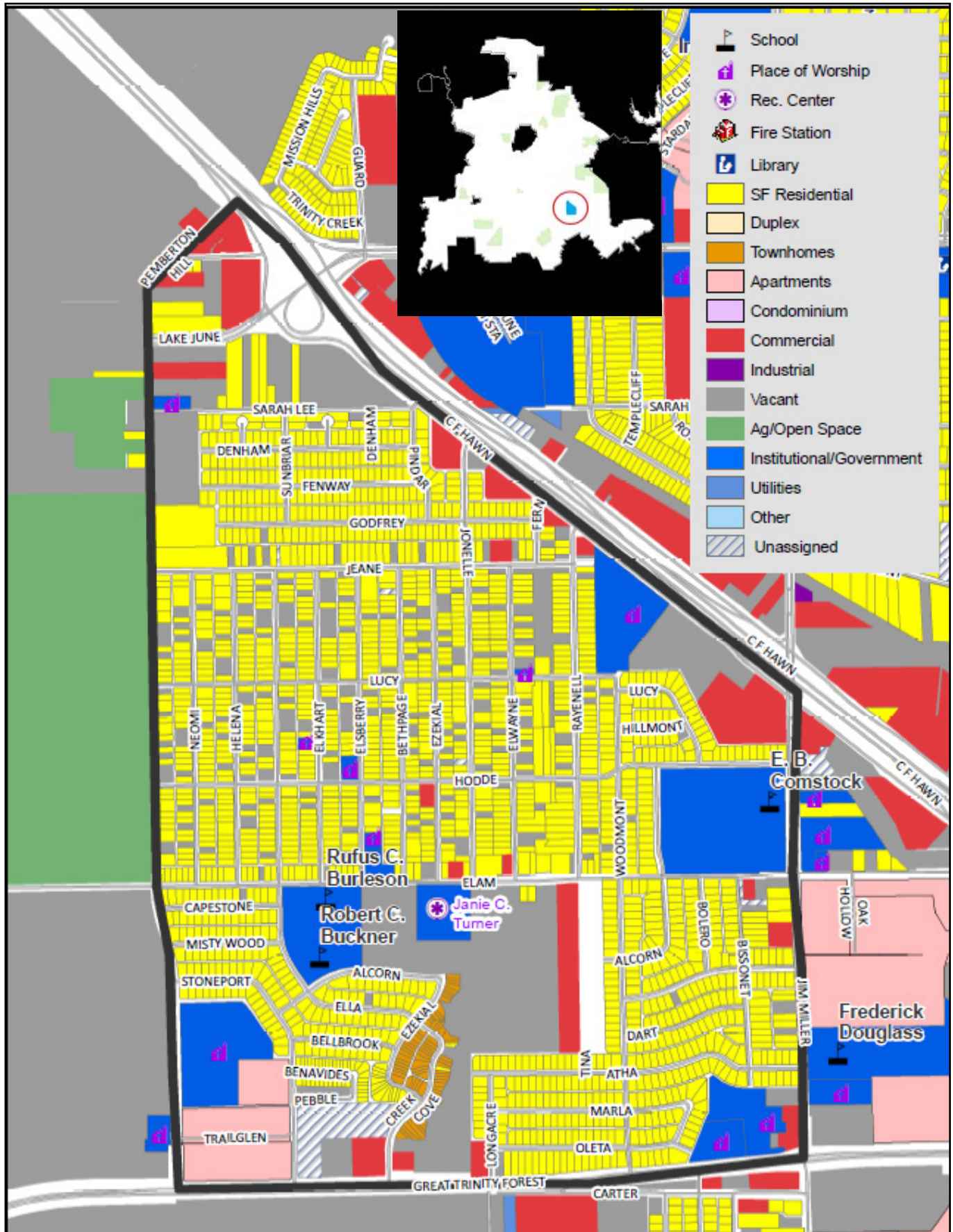


Neighborhood Plus
The future of living in our city



September 2017

City of Dallas



Pemberton Hill Land Use Map

Executive Summary

Neighborhood Plus is a comprehensive strategy to revitalize and strengthen neighborhoods in the City of Dallas. In the Spring of 2016, Councilmember Rickey Callahan designated Pemberton Hill as a Neighborhood Plus target area. The designation allowed the City to initiate a planning process to engage residents in understanding the challenges in their neighborhood so that they can develop a vision, a leadership structure, and strategies to improve their neighborhood. Neighborhood Vitality staff worked with the residents to develop an action plan that called attention to the elements of the neighborhood in need of improvement, and reaffirm the City's commitment to the neighborhood. This Strategic Neighborhood Action Plan (SNAP) is the document that summarizes the year-long planning initiative in Pemberton Hill.

The Plan outlines the community's vision and action steps to improve the neighborhood and ensure its long-term viability. It should serve as a guide for elected officials, City staff, community residents, business owners, and investors; providing them with a framework for making informed decisions about the future of the neighborhood. It builds on previous planning efforts like the Pemberton Hill Park Master Plan and the Trinity River Comprehensive Land Use Plan, complementing them by addressing issues that such plans did not address in detail, such as creating a pedestrian and bicycle-friendly environment in the neighborhood. Since the decisions made today will determine the appearance, economic well-being and character of the neighborhood, the Plan's recommendations focus on strategies to improve the neighborhood by fighting blight, promoting economic development, improving infrastructure, expanding recreational opportunities and building the capacity of neighborhood organizations.

The Plan is organized into different sections, corresponding to the stages of the planning process including the analysis of existing conditions, stakeholder engagement, community visioning, identification of community concerns, and implementation. The implementation chapter outlines action steps that translates the community's overall vision statement into specific goals and policy directions. The recommended strategies are not meant to be a complete list of the action steps to revitalize the neighborhood but are just some of the proposed next steps to bring the plan to reality. Future actions by the City and other stakeholders, from land use regulation and housing development to infrastructure investments, should be evaluated in the context of the goals and objectives of this Plan to determine whether they align with the overall community vision.

Background

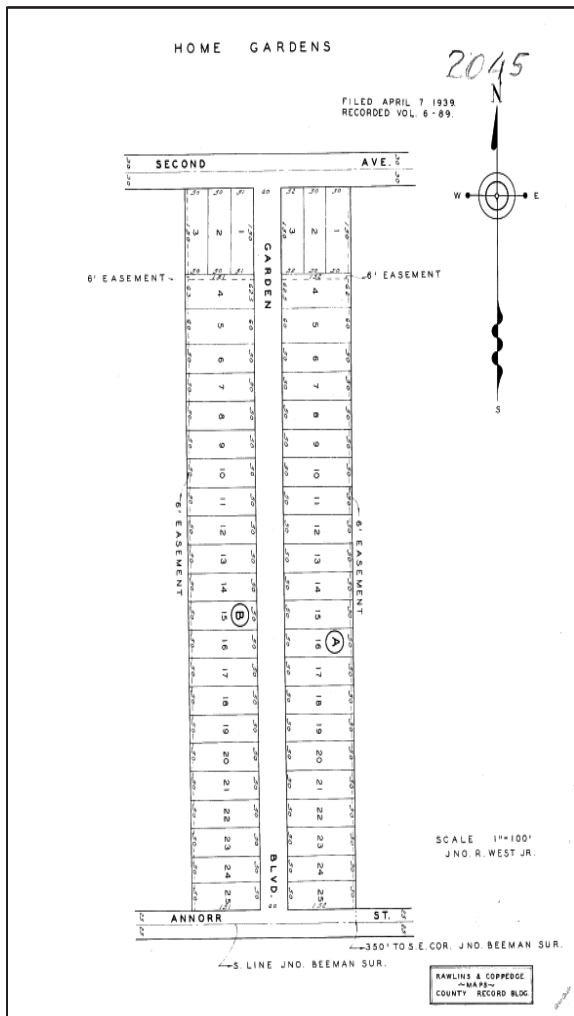
Introduction

Pemberton Hill is a neighborhood located approximately five miles southeast of downtown Dallas. It is bounded by the Great Trinity Forest Way to the south, Jim Miller Road to the east, Pemberton Hill Road to the west and C. F. Hawk Freeway (U.S. 175) to the north. The neighborhood has experienced several unique challenges over the past years, which has impacted its development character and social fabric. It has experienced a demographic shift involving a rapid decline in its traditional African-American residents and a major rise in Hispanic population. However, the neighborhood still provides a wealth of opportunities for housing, business, education and recreation. Its proximity to the downtown, major highways, and major natural features has driven its evolution into a primarily residential neighborhood. With this Plan, the community has demonstrated great foresight in creating a vision to guide its future growth.

History of the Neighborhood

The origin of Pemberton Hill can be traced back to 1842, when Mr. John Beeman, an earlier immigrant from Illinois, patented and owned the land where the neighborhood currently sits. Upon his death in 1856, his oldest daughter Margaret Beeman inherited the land along with her husband, John Neely Bryan, the founder of Dallas. They built their home near the Great Spring, by the Great Trinity Forest. Margaret Beeman sold the property to Edward Case Pemberton in the 1880's. The land was later inherited by Edward's seven sons, who later sold portions of it to private developers and the City of Dallas. Some of the direct descendants of Edward Case Pemberton still live on the original property. They include Bill Pemberton and his wife Zada, both who are very active in the community and were very involved in the development of this Plan.

The first subdivision, establishing Pemberton Hill as residential neighborhood was the Home Gardens, which was platted in 1939. However, most of the homes in the area were built between 1940 and 1970. In recent years, the neighborhood has seen major investments around it including the construction of the Texas Horse Park, Trinity River Audubon Center and the Trinity Forest Golf Course. These investments around the neighborhood have not resulted in the revitalization of the community, which still lags behind its peers in the Pleasant Grove area like Buckner Terrace, Parkdale and Urbandale.



The 1939 subdivision plat that established Pemberton Hill as a residential neighborhood



Bill and Zeda Pemberton at a community visioning workshop



Councilmember Callahan and the Advisory Council review neighborhood data at their inaugural meeting

Stakeholder Engagement

Community engagement, particularly for underrepresented groups, is critical in neighborhood planning. For this initiative, Neighborhood Vitality staff provided a range of engagement mechanisms to ensure the widest possible stakeholder participation. The engagement process was designed to ensure that all stakeholders, including the residents, church groups, neighborhood-based organizations and web-based groups (Facebook & Next Door), participated in developing solutions to existing problems. A variety of outreach tools were employed to better understand community needs, including one-on-one meetings, key person interviews, project website, community surveys and a series of community meetings and events. The figure below shows the different levels of stakeholder engagement.

The engagement process began with a kickoff meeting for the Advisory Council on June 21, 2016. The Planning & Urban Design Department then partnered with Pemberton Trinity Forest Neighborhood Association (PTFNA) and the Councilmembers to convene a series of community meetings, activities and events to engage residents in the project. The community meetings were held to develop a community vision, discuss and prioritize neighborhood concerns and craft solutions to the problems and challenges. The following engagement tools were deployed to engage stakeholders and better understand their needs:

1) Community survey

A survey was developed to gather information from residents about their concerns, preferences and priorities. The survey was administered in two languages, English and Spanish and an online version, developed through SurveyMonkey.com, was posted on the City's website for greater access. Hard copies of the survey were distributed at each community meeting. The survey sought information on demographic and household makeup, neighborhood residency, familiarity with the neighborhood, municipal service expectations, perceptions of basic amenities and community needs. A total of 97 survey responses were received and the Spanish responses were translated to English internally for analysis.

2) Key Person Interviews

City staff interviewed, by phone and/or in-person, key people in the neighborhood including representatives of local churches and the business community to solicit their input and incorporate their ideas in the Plan.

3) Project Website

A project website was developed early in the process to explain the planning project. The website provided information to residents and other stakeholders about upcoming events and shared summaries from completed meetings.

4) Advisory Council

Council members selected key people in the community to serve on an Advisory Council that met regularly to plan community events, review information to be presented at community meetings, discuss resident's feedback, and develop implementable action steps.

5) Community Meetings

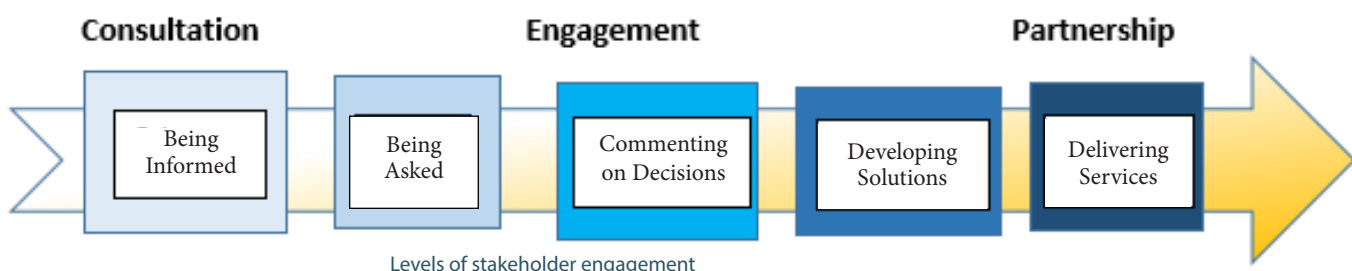
Five formal community meetings were held at the Janie C. Turner Recreation Center and the Texas Horse Park to develop the community vision, discuss neighborhood challenges, review and provide feedback on action strategies developed by staff and the Advisory Council. Mailouts were sent to each home in the neighborhood and flyers were distributed at key locations to notify residents of the community meetings.

6) Community Events

Several events were organized by Neighborhood Vitality, the neighborhood association (PTFA), council members, the Advisory Council, and partners agencies to engage residents in improving conditions in their neighborhood and their welfare. These events were focused on neighborhood beautification, code compliance education, home repair projects, small business financing education, financial literacy, property tax education, crime prevention and promotion of neighborhood identity and character. The events were also used to solicit feedback on the proposed recommendations.



Residents participate in the Small Business Resource Workshop held at Eastfield College, Pleasant Grove Campus



Community Vision

A “Community Vision” is a guiding component of a plan, usually expressed in the form of a vision statement, which communicates the community’s values and aspirations for the future. It answers the question, “What will success look like in the effective implementation of a plan?” The following statement outlines the community vision for Pemberton Hill:

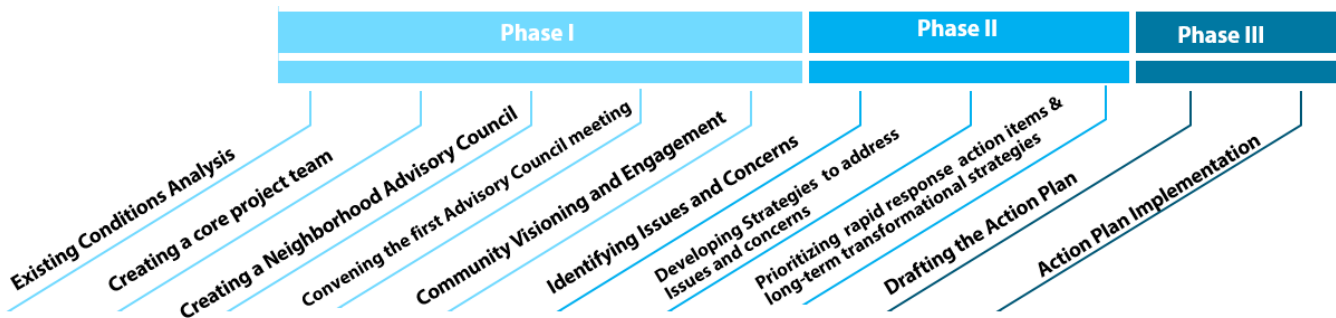
Vision Statement

“A safe neighborhood with well-maintained infrastructure, quality housing, business opportunities, shopping options, recreational opportunities and support services for all residents; a place that fosters unique character and spirit of the community as seen in its history, culture and resident’s deep sense of civic engagement”

Planning Process

The creation of this Action Plan consisted of multiple steps, taken over the course of approximately one year. The plan was crafted by Neighborhood Vitality staff, with input from the Council members, the neighborhood association (PTFNA) and the Advisory Council. The following are the key steps involved in producing the plan:

1. Analysis of existing conditions
2. Creating an internal project team
3. Establishing an Advisory Council
4. Convening the Advisory Council meetings
5. Community engagement & visioning
6. Identifying & prioritizing neighborhood concerns
7. Developing recommendation strategies
8. Drafting the Plan
9. Implementing the Plan



Key steps in the planning process

Community Concerns and Priorities

Neighborhood concerns and challenges

1. Substandard housing and poor upkeep of properties
2. Poor conditions of streets, sidewalks and alleys
3. Crime - shootings, drug houses, thefts and gangs
4. Poor access to public transit - Lake June DART station
5. Flooding/drainage problem in residential areas
6. Poor maintenance of the single-family rental homes
7. Loose animals - residents with too many pets
8. Language barriers that make it difficult to relate to neighbors
9. Too many vacant lots in the neighborhood
10. Inadequate support programs for the seniors and youth

Neighborhood Priorities

1. Fighting blight - encourage property maintenance through enhanced code enforcement, home repair programs and infrastructure improvement
2. Rental home upkeep - Work with absentee landlords to improve the conditions of rental properties
3. Public safety- work with the Police and neighborhood watch groups to reduce crime
4. Infrastructure improvement - Create a prioritized list of infrastructure needs (Neighborhood CIP)
5. Support programs for the elderly and youth by creating new recreational and social programs for them

Project Timeline

This section highlights the main events facilitated as part of the Neighborhood Plus planning process. Activities shown on the left side are formal planning meetings designed to develop a community vision and action steps to implement the Plan. Activities shown on the right side are events facilitated to provide residents with tools and capacity building experience.

Community Meetings

Community Events

Kick-off Meeting

June 23, 2016

Staff introduced residents to the project and presented data on current conditions in the neighborhood



Community Meeting II

June 30, 2016

Residents discussed community assets, concerns and challenges



Community Visioning

July 25, 2016

Residents discussed the community vision and developed a vision statement



Visioning session for Hispanic Residents

July 28, 2017

Hispanic residents discussed their concerns and vision for the neighborhood



Community Meeting III

August 4, 2016

Staff reported back on neighborhood concerns and finalized the vision statement



Community Meeting IV

March 14, 2017

Residents discussed strategies and actions steps to address community challenges and concerns



Community Meeting V

May 16, 2017

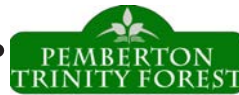
Residents reviewed proposed plan recommendations



Open House

September 14, 2017

Present the Action Plan to the community and seek support for its implementation



Registration of PTFNA

April-May 2016

Neighborhood association (PTFNA) was registered and received a grant from the City to install sign toppers



Infrastructure Needs Workshops

July 1 & August 5, 2016

Residents identified and prioritized infrastructure needs thus creating a Capital Improvement Plan (CIP) for the neighborhood



Code Crawl /Dallas 311

October 1, 2016

Code officers and volunteer residents patrolled the neighborhood educating home owners about code compliance and related city programs. They cleared

Home Repair Workshop

October 8, 2016

City Departments, home builders, contractors and realtors educated residents about home repair and related resources



Property Tax Education Workshop

October 8, 2016

The Dallas County Central Appraisal District educated residents about property tax issues



Home Painting Project

October 15, 2016

Volunteers painted four homes in the neighborhood belonging to seniors and disabled residents



Small Business Resource Workshop

April 18, 2017

Micro-lenders and the Office of Economic Development provided information to small business owners about available resources and programs



Home Repair Blitz

June 28 - 30, 2017

Housing Department's People Helping People partnered with the World Changers International to repair seven homes in the neighborhood



2016

2017

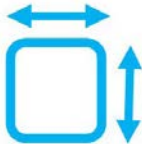
Neighborhood Statistics



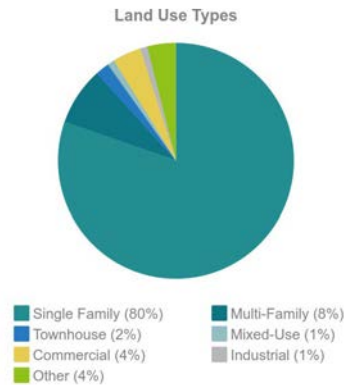
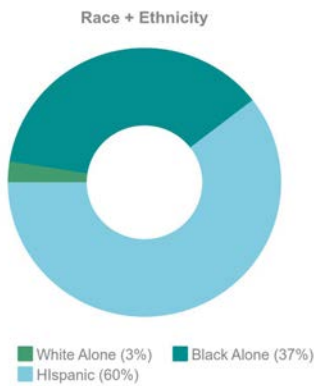
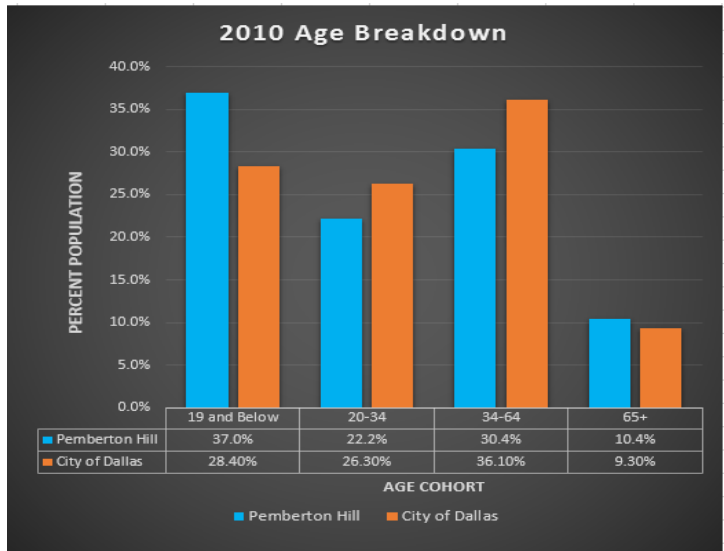
Neighborhood
Population 6,991



1,997 Households
Primarily Single-Family Housing



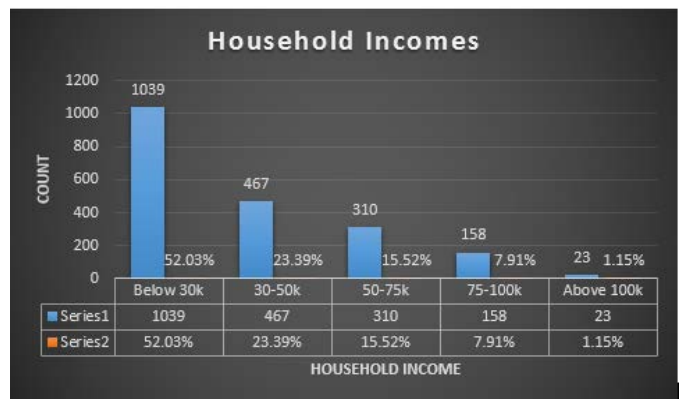
Neighborhood size
approximately 1.214 Sq. Miles
(778 Acres)



Current Conditions

Approximately 7,000 people live in Pemberton Hill. The once primarily African-American neighborhood has transitioned to majority Hispanic, which now account for over 60% of its residents. African-American residents now accounts for only 37% of the population. Most households in the neighborhood, about 60%, make less than \$35,000 a year. The median household income in the area is \$28,400, which is only 57% of the City's median household income (\$49,481).

The poverty rate in the neighborhood is 33.4%, which is higher than the City's poverty rate of 24%. Pemberton Hill's homeownership rate is 57%, a much higher rate than the City's average of 43%. The many vacant lots (over 250) in the neighborhood present great opportunities for development. The neighborhood has a lot of single-family rental homes, accounting for 26% of the total number of single-family homes. Approximately 49% of its adult residents were born outside the United States, many of them having limited English proficiency and could benefit from ESL classes.

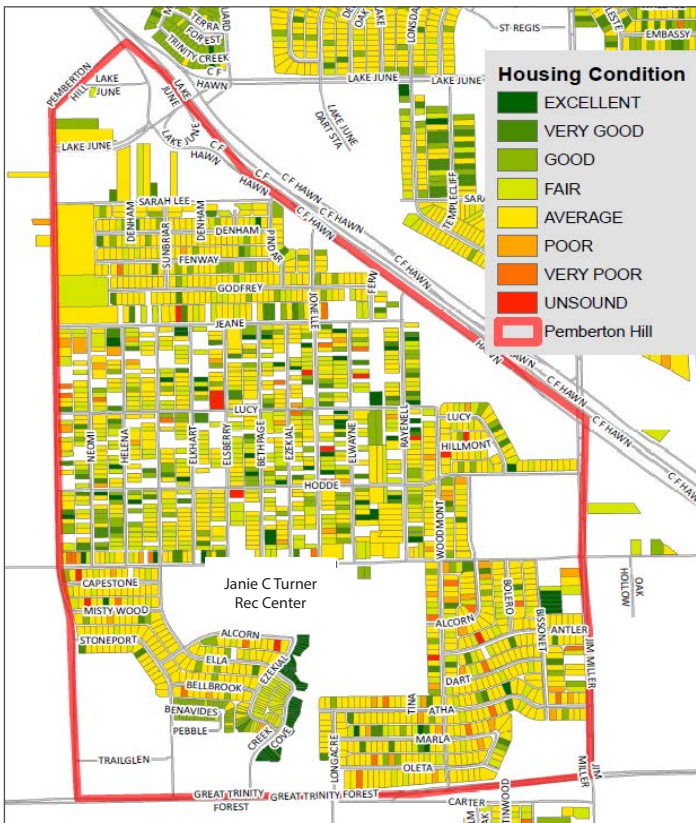
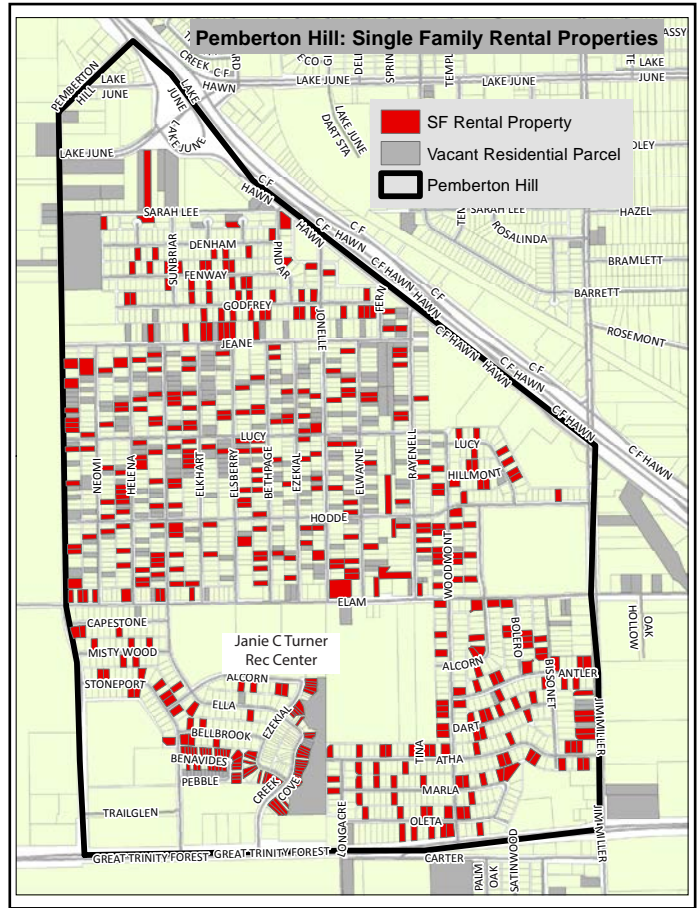
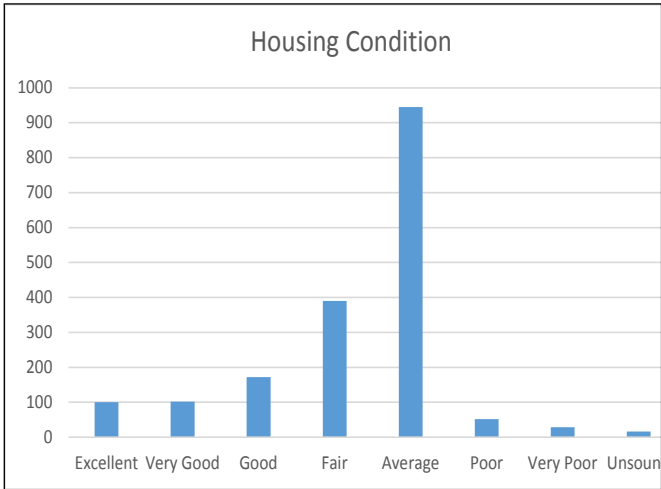


Residents discuss neighborhood conditions at a community meeting

Neighborhood Conditions



Councilman Tennell Atkins at the Dallas Strong Dream Court Dedication at the Janie C. Turner Rec Center on August 29, 2017



Neighborhood Plus volunteers paint a home in the neighborhood



The president of the neighborhood association talks to residents about the conditions in the neighborhood

Plan Recommendations

This section outlines strategies to address community concerns and challenges. The strategies highlight short and long-term action items based on key issues identified by residents throughout the public engagement process carried out between June 2016 and June 2017. The Plan recommendations reflect the community's priorities and are designed to take advantage of existing opportunities in the neighborhood. They can be implemented through a range of actions by City departments, the neighborhood association (PTFNA), the business community and community residents.

Short-Term Action Steps

The short-term action steps are designed to equip the community and its leaders to address pressing concerns and to focus city services to show immediate impact. Most of these action steps involve working with various city departments and partner organizations to lay the framework for long-term action. Some of the short-term action strategies were undertaken during the planning process or are currently underway.

CATEGORY	SHORT- TERM ACTION STEPS	RESPONSIBLE DEPARTMENT/ENTITY
Capacity Building	Build the capacity of the neighborhood association (PTFNA) and the Advisory Council to take ownership and lead implementation of this Action Plan*	Council Members, Neighborhood Vitality
	Continue to seek grants and assistance from foundations, City, County and State governments, to fund implementation of the Plan	PTFNA & Advisory Council
Neighborhood Identity & Character	Initiate community 'gateway' projects to enhance the appearance of entryways into the neighborhood	PTFNA, Planning & Urban Design
	Undertake neighborhood marketing, branding and promotion activities to enhance the image and identity of the neighborhood, while encouraging community spirit through events such as neighborhood festivals	PTFNA, Advisory Council, Neighborhood Vitality
Public Safety	Create a Neighborhood Watch group and increase police patrol in the neighborhood to reduce crime and gang activities*	Dallas Police Department, PTFNA
	Request additional speeding enforcement in the residential areas and explore the installation of speed limit signs and/or speed bumps on streets where speeding occurs*	Dallas Police Department, Mobility & Street Services
Neighborhood Blight/Stabilization	Conduct periodic 'Code Crawls' and 'Home Repair Workshops', which should be combined with a "property clean-up/fix-up" message to promote property maintenance*	Code Compliance, PTFNA
	Ensure consistent enforcement of building and zoning codes throughout the neighborhood while providing technical assistance to homeowners who cannot afford to maintain their properties	Code Compliance
	Promote the City's Home Repair Programs and reach out to partner agencies like Habitat for Humanity to extend their home repair programs into Pemberton Hill*	Housing & Neighborhood Revitalization, PTFNA
	Encourage the registration and inspection of single-family rental properties and promote their conversion to owner-occupied homes*	Code Compliance, PTFNA
Infrastructure Improvement	Develop a prioritized list of infrastructure and facilities needs for the neighborhood and lobby the City to implement it	PTFNA
	Re-design Elam Road and Pemberton Hill Road to incorporate bike facilities and traffic calming elements	Mobility & Street Services
Recreation and Social Support	Explore funding opportunities to expand recreation and social programs for the youth and seniors at the Recreation Center	Janie C. Turner Recreation Center

*Action initiated or already completed

Plan Recommendations (continued)

Long-Term Strategies

These strategies are the action steps or opportunities that require significant investment of time or resources.

CATEGORY	STRATEGIES	RESPONSIBLE DEPARTMENT/ENTITY
Neighborhood Redevelopment	Inventory vacant lots and prioritize their use according to their locations, based on the Market Value Analysis (MVA)	Planning & Urban Design, Sustainable Development
	Prioritize infill development while encouraging redevelopment of vacant and underutilized properties based on the MVA	Housing & Neighborhood Revitalization, Sustainable Development & Construction
	Undertake design and appearance improvements along major thoroughfares in the community, establishing specific development standards for properties along Jim Miller and Pemberton Hill Road to include mixed-use development	Sustainable Development & Construction, Planning & Urban Design
	Explore the use of redevelopment tools to spur redevelopment activities in the neighborhood, particularly along Jim Miller and Pemberton Hill Road	Sustainable Development & Construction, Office of Economic Development
	Explore programs that provide assistance in maintaining older housing through rehabilitation, partnering with agencies like Habitat for Humanity	Housing & Neighborhood Revitalization, Sustainable Development & Construction
Economic Development	Encourage redevelopment and rehabilitation of the commercial and industrial properties in the northern part of the neighborhood, establishing building standards and site improvement requirements for facade, signage and landscaping	Office of Economic Development, Sustainable Development & Construction
	Support and provide assistance to neighborhood businesses and explore incentives for recruiting and attracting new businesses	Office of Economic Development, PTFNA
	Diversify the mix of businesses in the neighborhood by targeting and selectively recruiting desirable businesses that are lacking in the neighborhood such as restaurants, pharmacy, home improvement and small grocery stores	PTFNA , Office of Economic Development
Transportation & Circulation	Encourage multi-modal transportation system in the community and provide a network of bicycle routes connecting the schools and recreation center to the City's trail system in a way that is least disruptive to existing roads and residential areas	Mobility & Street Services, Park & Recreation
	Continue the improvement and rehabilitation of the neighborhood streets and minimize non-local traffic in residential areas	Mobility & Street Services
	Repair sidewalks, upgrade traffic signals and safety flashers, install speed signs and restripe crosswalks near schools and the park to create a safe pedestrian environment	Mobility & Street Services
	Expand Lake June bridge across C. F. Hawn expressway and build a pedestrian-bike bridge over the expressway connecting Jonelle Avenue to Lake June DART train station	Mobility & Street Services, DART and TxDOT
Neighborhood Blight	Enhance building and zoning code enforcement to ensure quality housing in the neighborhood	Code Compliance, Building Inspection
	Explore strategies to address parking of cars on unimproved driveways and vacant lots	Code Compliance
	Promote the City's Home Repair programs and work with partner agencies like Habitat for Humanity to repair blighted homes in Pemberton Hill	Housing & Neighborhood Revitalization, PTFNA

Special Projects

Infrastructure Improvement

Infrastructure improvement is a major issue in Pemberton Hill. Residents are concerned about the poor conditions of sidewalks, streets, alleys and street lights. The improvements and maintenance of these infrastructures is critical for the long-term viability of the neighborhood. A number of streets in the neighborhood are unimproved (lack curb and gutter) and many segments lack sidewalk. In cases where sidewalks exist, they are often old, cracked or uneven. Some parts of the neighborhood get flooded when it rains because they lack a drainage system. In addition, community facilities in the neighborhood, like the schools and recreation center, could also use some renovations.

While most streets in Pemberton Hill were recently resurfaced with asphalt, that is a temporary solution that does not address the underlying structural deficiencies that require street reconstruction. Given the many infrastructure needs in the neighborhood, it is critical to define a finite list of feasible infrastructure improvement projects for the area that can form its Capital Improvement Plan (CIP). During the planning process, the community developed a prioritized infrastructure needs list for the 2017 Bond Program, which can serve as the starting point for future neighborhood CIP.



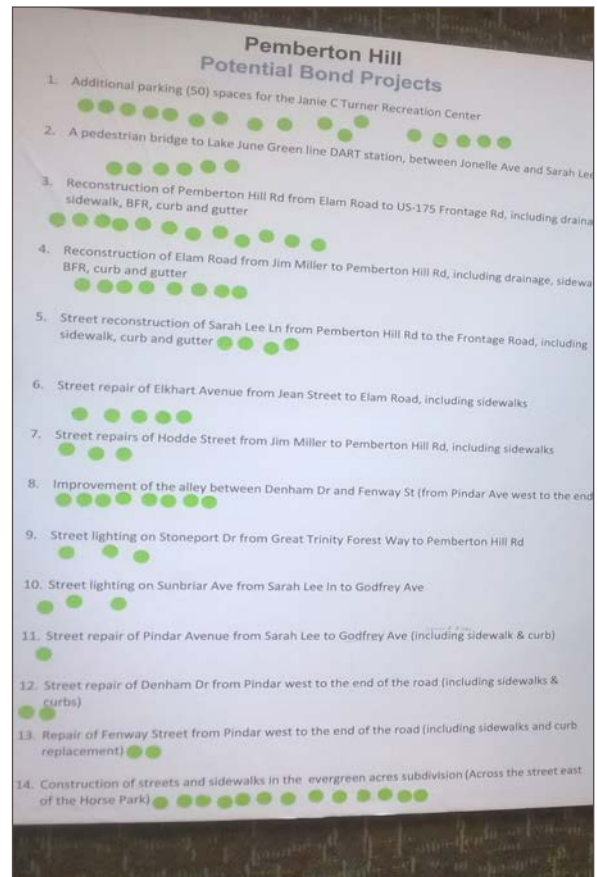
A cross-section design concept for reconstructing the Pemberton Hill Road



Suggested bike-ped bridge connecting the neighborhood to Lake June DART station



Representatives of the Hispanic Contractors Association discuss property improvement with home owners



Prioritized neighborhood infrastructure needs for the Bond Program

Special Projects (Continued)

Capital Investments around the neighborhood

In recent years, a number of major developments have occurred around Pemberton Hill including the construction of facilities like the Audubon Nature Center, the Trinity Forest Golf Club and the Texas Horse Park. The Trinity Forest Golf Club, which is a non-profit, will positively contribute to the community through educational and charitable endeavors. The Golf Club will host annually the prestigious PGA TOUR's AT&T Byron Nelson championship in Pemberton Hill, which will have significant impact in the community. In addition, the First Tee of Dallas, the charitable part of the Golf Club provides young people of all backgrounds an opportunity to develop life-enhancing values through golf and character-education. More than 40,000 elementary students in the greater Dallas area currently receive introductory programming from the First Tee. These major investments and amenities have made the neighborhood a prime location for real estate investors and speculators, thus raising concerns among residents that the neighborhood may become less affordable and its traditional residents may get displaced.



The Trinity Forest Golf Course's Club House is under construction

Home Repairs

Blight is a major issue in Pemberton Hill. During the planning process, Neighborhood Vitality organized home painting and home repair projects as a short-term strategy to deal with blighted properties in the neighborhood. On October 15, 2016 Neighborhood Vitality worked with the Mayor's Office AmeriCorps Vista Program and the Council members to recruit over 80 volunteers that painted four homes belonging to seniors and the disabled.

From June 28 and June 30, 2017 the People Helping People (PHP) Program partnered with the World Changers International that brought volunteers from across the country to repair homes in the neighborhood. The initiative assisted eight senior homeowners with repairs such as updating sidings, repairing windows and doors, replacing roofing and painting. Some of the residents needing home repair assistance were referred by Neighborhood Vitality to the Dallas Area Habitat for Humanity.

Homes Painted by Neighborhood Plus Volunteers
619 Elkhart Avenue
623 Elkhart Avenue
547 Elwayne Avenue
463 Alcorn Street



The Texas Horse Park in Pemberton Hill, developed in 2015 by the City of Dallas in partnership with two non-profit groups to provide equestrian-based events and programs



Neighborhood Plus volunteers paint homes



World Changers volunteers repair a home in Pemberton Hill

Homes repaired by World Changers /PHP program
6238 Godfrey Avenue
6245 Godfrey Avenue
6256 Denham Drive
7021 Antler Avenue
123 Depwood Street
328 Ella Avenue
905 Annabelle Lane
7414 Ridgewick Drive

Homes Referred to the Dallas Area Habitat for Humanity
447 N Jim Miller Road
551 Ella Avenue
546 Ella Avenue
6343 Denham Court
6351 Denham Drive
453 Alcorn Street
6346 Denham Street
7414 Ridgewick Drive

Special Projects (Continued)

Fighting Blight

Although Pemberton Hill is not the most blighted neighborhood in Dallas, blight was the most frequently raised issue by residents at community meetings. From garbage not being picked up to structures needing repairs, the lack of property maintenance and litter removal might be contributing to the negative image of the neighborhood and its apparent deterioration. This Action Plan recommends a number of strategies to address neighborhood blight, some of which have been initiated already. These strategies are either led by the City or by the community:

Community-led Strategies

- A working group of community residents was created as part of this project to spearhead neighborhood improvement and beautification by working with property owners to maintain their properties.
- Promoting awareness about the home repair/rehabilitation programs and a “Good Neighbor” program by encouraging residents to get to know their neighbors and share expectations for property maintenance.
- Establishing a neighborhood watch, with assistance of the DPD, to serve as a mechanism for reporting suspicious behavior in the neighborhood.
- Creating a home painting program, where the neighborhood association (PTFNA) partner with local home improvement stores for donations or reduced prices on painting supplies to paint houses as a way of improving the appearance of the neighborhood.
- Implementing “Adopt a Trash Can” program by providing public trash receptacles along primary pedestrian paths in the neighborhood for public use.



UNT Dallas students volunteered to paint homes in Pemberton Hill

City-led Strategies

- Conducting regular code crawls that are combined with a “clean-up/fix-up” message.
- Hosting regular “Property Maintenance” workshops where the PTFNA, property owners and the City can discuss property maintenance issues and programs.
- Increasing penalties for work performed without obtaining proper permits.
- Developing a “Homeowner’s Handbook” as a resource for homeowners wanting to improve/maintain their properties.
- Establishing a ‘gateway’ program for installing a gateway signage, landscaping and entryway design features at entrances to the neighborhood to help communicate its identity and designate it as a place worthy of distinction.
- Creating a budget to fund sidewalk improvement in target neighborhoods like Pemberton Hill.
- Promoting owner-occupancy of residential houses in the neighborhood through such tools as the Community Development Block Grant (CDBG) and HOPE programs.



World Changers volunteers paint a home in the neighborhood



Volunteers repair a home in Pemberton Hill



Councilmember Callahan confers with the Chair of the Advisory Council about blight

Plan Implementation

This plan is action oriented and provides the opportunity to direct change for the benefit of all residents of Pemberton Hill. It sets forth an agreed-upon direction for neighborhood improvement and growth for years to come. The Plan is the product of considerable effort on the part of community leaders, City staff, the neighborhood association, the Advisory Council and community residents. It represents the consensus of the stakeholders who were involved with its development.

Community ownership of a plan is essential for its successful implementation. While this Action Plan acknowledges the traditional role of the City in implementing neighborhood plans through administrative and policy decisions, it urges the self-empowerment of the community to take a more active role in promoting, coordinating and facilitating the implementation of its recommendations. This planning project provided the residents with a unique opportunity to demonstrate their commitment to their neighborhood, and it is now up to them to guide the implementation of this Plan. Without continuing action to implement the Plan recommendations, the City's and the community's efforts up to this point will have little lasting impact on the neighborhood



The President of PTFNA explains the plan recommendations to residents



Small business owners visit micro-lender booths at the Small Business Resource Workshop

Special Thanks

It takes many individuals and organizations to build the consensus and capacity needed to enact change within a neighborhood. This year-long endeavor and the action plan will require diligence and leadership between the City and the community. Special thanks to those who have put in many hours in educating, volunteering, participating, and contributing to the development of this Action Plan. The following stakeholders assisted with various facets of the project:

NEIGHBORHOOD PLUS

INTERNAL CITY TEAM

Sef Okoth, AICP - Team Lead
Erma Saracho - Office of Economic Development
Major Stephen Geron - Dallas Police Department
Stephanie Neal - Community Prosecutor
Joe Yanez - Neighborhood Vitality
Paul White - Trinity Watershed Management
Lonnie Teal - Code Compliance
Machina Golden - Code Compliance
Patrick Jackson - Housing Department
Ruben Limon - Park and Recreation

EXTERNAL PARTNERS

Pemberton Trinity Forest Neighborhood Association (PTFNA)
Care Center Ministries
Dallas County Tax Office
Dallas Area Habitat for Humanity
Dallas Leadership Foundation
World Changers Home Repair Ministry
Hispanic Contractors Association
Black Contractors Association
Latinos in Architecture (LiA)
Sam's Club - Pleasant Grove
Goodwill Baptist Church

COUNCIL MEMBERS

Ricky D. Callahan - District 5
Kevin Felder - District 7
Tennell Atkins - District 8

COUNCILMEMBER'S OFFICE

Rosa Gallegos - Assistant to Councilman Rickey D. Callahan
Maria D. Salazar - Assistant to Councilman, District 8
Julie Alexander - District 5, Council Secretary

ADVISORY COUNCIL

Juanita Arevalo - Chair
Warren Dean - Vice Chair
Yolanda Williams - PTFNA President
Pastor Eldred Sawyer - Care Center Ministries
Fr. Richard Hill - Resident
Erika Rodriguez - Resident
Ruben Limon - Manager, Janie C. Turner Recreation Center
Alex Molina - Property Manager, Las Lomas Apartments
Brenda Cotton - Goodwill Baptist Church
LaJoyce Johnson - Principal, Burlson Elementary
Dr. Willie Johnson - Principal, E. B. Comstock Middle School
Pastor Bradford - Cathedral of Faith Baptist Church

For more information about the Pemberton Hill Neighborhood Plus Project, visit our website at: <http://dallascityhall.com/departments/pnv/Pages/PembertonHill.aspx>

Pemberton Hill - A Neighborhood in Action

