

City of Dallas

P+UD

PLANNING +
URBAN DESIGN

planning and urban design | mobility | neighborhood vitality

Urban Design Committee

June 30, 2016

Who are we?

Neighborhood Vitality is a division of the Planning & Urban Design Department within the City of Dallas.

Our Vision

To support and promote the sustainability of vibrant neighborhoods and their residents

In Action:

We leverage city resources and services to attain these goals:

- Provide safe streets and public spaces
- Create economic opportunities
- Spur middle-income housing options
- Advance sidewalk and street improvements
- Maintain and improve the quality and condition of all properties

Neighborhood Plus

Strategic Goals

2

Alleviate
Poverty



3

Fight
Blight



4

Attract
and
Retain
the
Middle
Class



5

Expand
Home-
ownership



6

Enhance
Rental
Options



1

Collective Impact Framework



The Neighborhood Plus plan is a comprehensive neighborhood revitalization strategy targeting 12 unique neighborhoods in the City of Dallas.

Why it Matters?

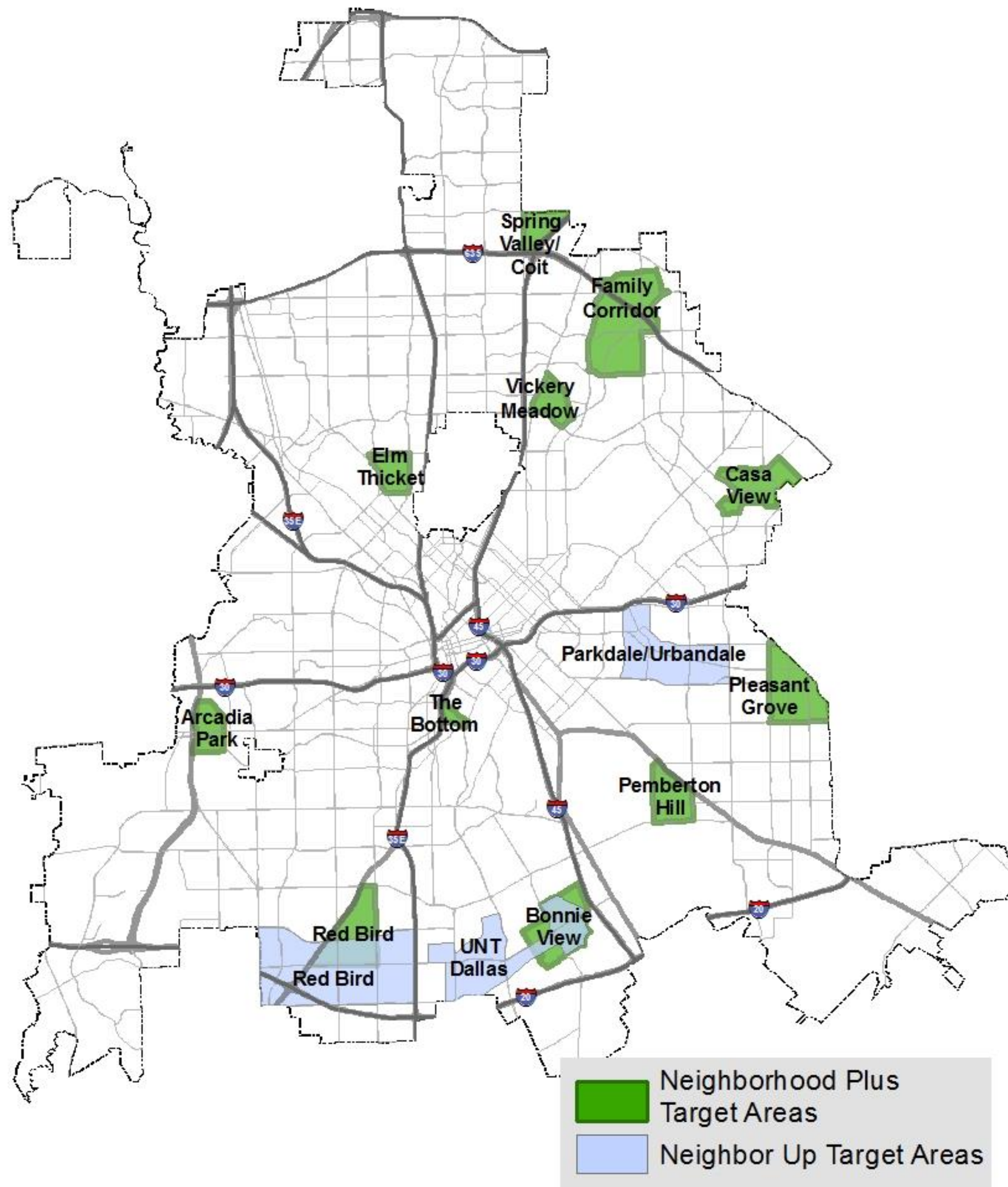
- **City Manager directive to minimize silos, leverage resources, exchange information, implement shared solutions, and measure success**
- **Holistic approach to promoting sustainable neighborhoods throughout Dallas**
- **Systematic approach to address: Code, Public Safety, Economic Development, Housing, Infrastructure, Education, Workforce Development Challenges**



Who Will Implement Neighborhood Plus?

- The Department of Planning and Urban Design – Neighborhood Vitality, the Housing Department, the Office of Fair Housing and the City Attorney’s Office have played a lead role in the development of the plan.
- Implementation will be a multi-departmental effort. Key city departments will include:
 - Dallas Police Department
 - City Attorney’s Office / Community Prosecutor
 - Code Compliance
 - 311
 - Economic Development
 - Public Works Department

Target Areas



- **Elm Thicket** (District 2)
- **Red Bird** (District 3)
- **The Bottom** (District 4)
- **Pemberton Hill** (District 5)
- **Arcadia Park** (District 6)
- **Pleasant Grove** (District 7)
- **Bonnie View** (District 8)
- **Casa View** (District 9)
- **Family Corridor** (District 10)
- **Coit/Spring Valley** (District 11)
- **Vickery Meadow** (District 13)

Implementation Approach

Rapid Response Priorities

- Responsive to immediate needs
- Tactical
- Treat symptoms
- Rapid response with limited planning
- Deploy existing operational resources
- City resource focused

Long-term Transformation Priorities

- Strategically focused
- Comprehensive
- Address root causes
- Short and Long-term action planning
- Deploy capital and operational resources
- Align External Collective Impact Partners

Healthy, Vibrant Neighborhoods

- All neighborhoods are unique, although they share common elements
- Finding the right mix and balance of these elements strengthens neighborhoods
- Absence of any of these elements can impede neighborhood vitality and limit opportunities for people and their families

Common Elements of Healthy, Vibrant Neighborhoods

Basic elements of a neighborhood fit together like pieces of a jigsaw puzzle to comprise a comprehensive whole:

Safety and security

Housing

Education

Social cohesion

Parks and Recreation

Transportation

Goods and services

Faith-based institutions

Childcare providers

Health and wellness

Infrastructure

Access to jobs

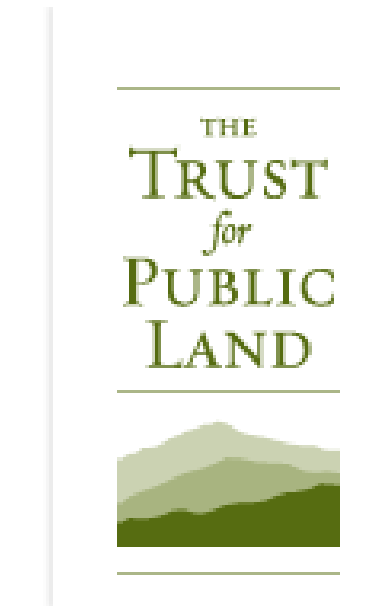
Cultural and Operational Change

- All City departments have been made aware of the paradigm shift that Neighborhood Plus will entail. This will be a multi-year shift as departments transition into a new operational approach. This will require:
 - Training and mentoring
 - Updated business plans and performance measures to reflect new operational responsibilities
 - Changes in performance plans

Collective Impact Partners



Key Stakeholders



Neighborhood Plus
The future of living in our city

Questions?