



VICKERY MEADOW

NEIGHBORHOOD PLUS STRATEGIC ACTION PLAN



EXECUTIVE SUMMARY

PROJECT SCOPE

The City of Dallas Planning & Urban Design Department (P+UD), in conjunction with area stakeholders, requested that the Institute of Urban Studies (IUS) at the University of Texas at Arlington (UTA) facilitate a community engagement process to develop a Strategic Action Plan, including a redevelopment coordination strategy, for the Neighborhood Plus Vickery Meadow Target Area in northeast Dallas. This plan aims to foster inclusive and sustainable economic growth and area redevelopment through coordination of existing public and private sector efforts and resources, and coordination with stakeholders in re-branding the area to counter existing perceptions of the neighborhood.

The public engagement process entails meeting with stakeholders from within the community and representative jurisdictions through the implementation of Advisory Task Force meetings. The Institute of Urban Studies worked closely with the Advisory Task Force in the orchestration of community meetings and the formulation and administration of the survey. This collaboration was necessary to provide the most appropriate course of action for the public engagement process relative to specific community dynamics and the conveyance of data, conclusions, and action plan items to participants.

Utilizing the data collected from the community survey, in addition to information, comments, and concerns voiced throughout the project process, the research team from the Institute of Urban Studies developed a Strategic Action Plan. This plan will act as a blueprint for the implementation of action item categories in order to coordinate redevelopment strategies aimed at improving infrastructure, safety and crime prevention, affordable housing, economic and workforce development, and branding and marketing, among others. Action item categories contain successful precedents and case studies, strategies and recommendations, goals and actions, and coordination efforts in order to outline best practices for implementation.

The Advisory Task Force, led by the City of Dallas Neighborhood Plus Program, can utilize the development of subcommittees devoted to each action item category in order to coordinate existing public and private sector efforts and resources. These efforts can then lead to the implementation of action items along a gradient of short and long term goals to reinvigorate and improve the vitality and quality of life in Vickery Meadow.



Figure ES.1: Culture of Vickery Meadow



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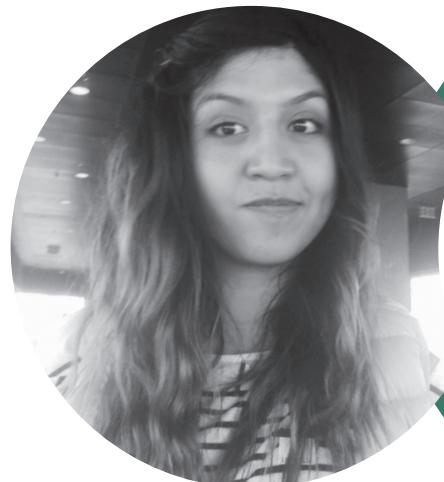
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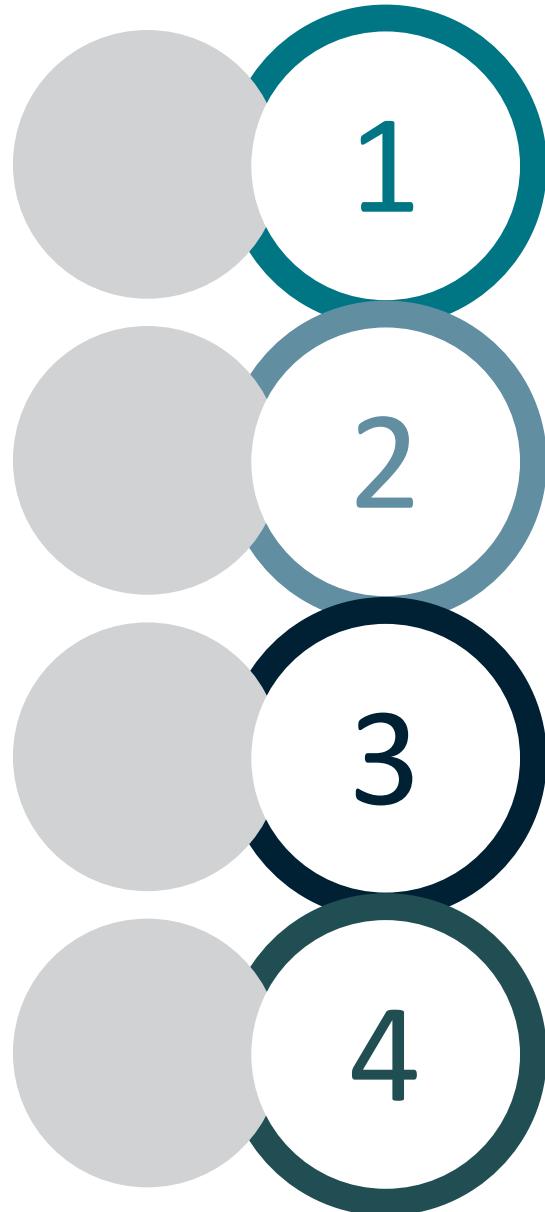
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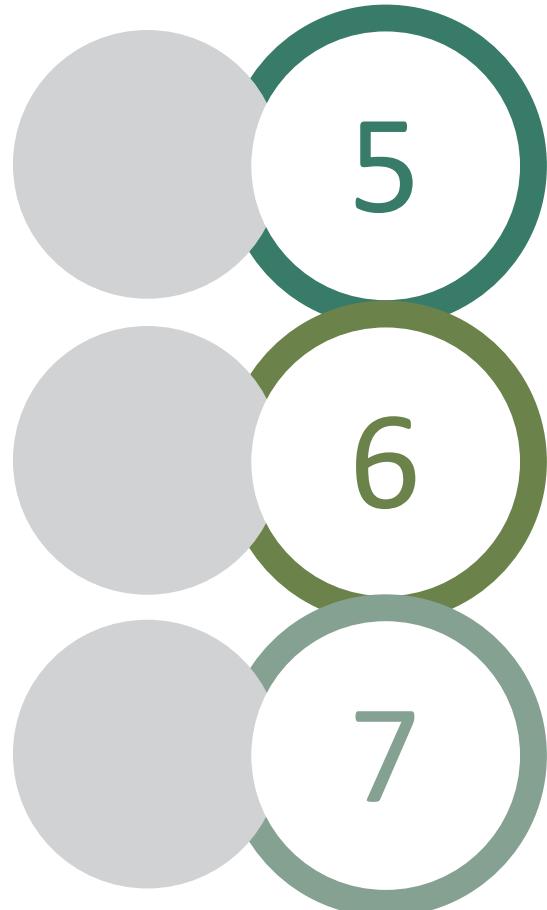
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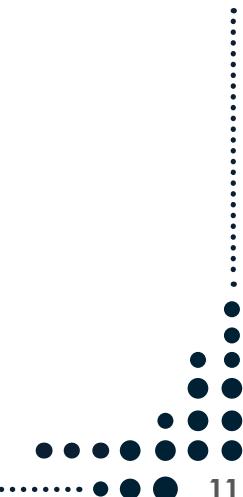
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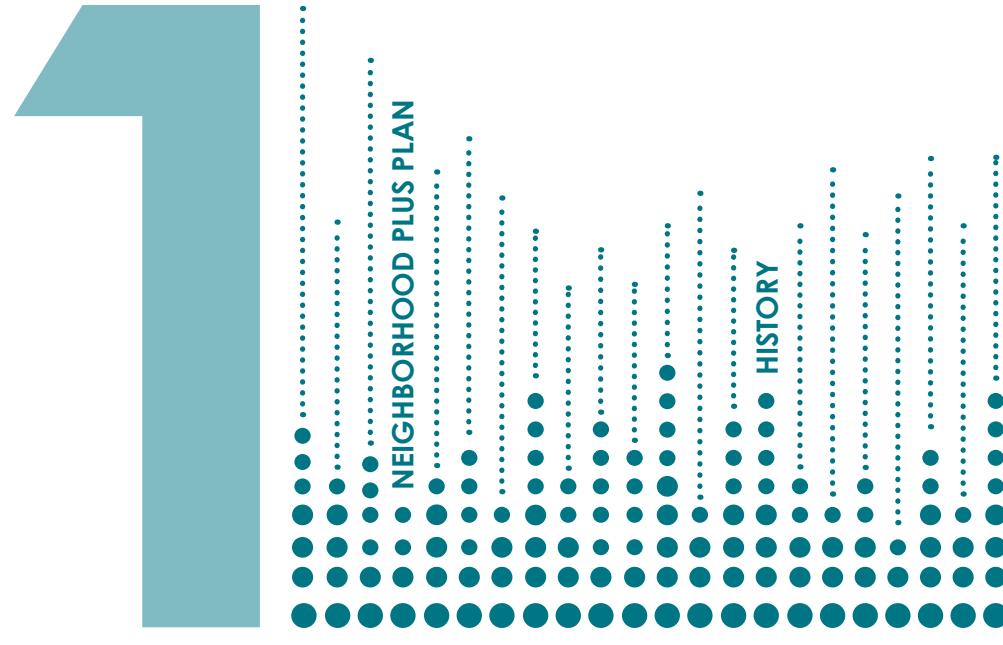
REFERENCES

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INTRODUCTION

INTRODUCTION

NEIGHBORHOOD PLUS PLAN

The Neighborhood Plus plan, implemented by Neighborhood Vitality, is a comprehensive neighborhood revitalization strategy targeting 11 unique neighborhoods within the City of Dallas. Neighborhood Plus facilitates strong neighborhoods by engaging residents, enhancing property values, lowering crime rates, increasing city satisfaction ratings, enriching quality of life, and improving home marketability. Executive leadership directives seek to minimize internal barriers, leverage resources, exchange information, implement shared solutions, and measure successes. With these directives, resident-driven engagement processes can begin to address codes, public safety, economic development, housing, infrastructure, education, workforce development challenges, and public space, resulting in a strategic action plan with a systematic approach to short and long term priorities and concerns (Neighborhood Plus, October 2016).

The plan process began with City Councilmembers identifying Target Areas and their accompanying primary concerns. Neighborhood Vitality then analyzed data for each Target Area and established teams for each. Members of each team included representatives from Neighborhood Vitality, DPD, Code, Economic Development, and a Community Prosecutor.

Vickery Meadow was established as one of the Neighborhood Plus Target Areas, championed by Councilmember Jennifer Gates. Neighborhood Plus initiated work on this Target Area in late 2016, teaming up with the Institute of Urban Studies from the University of Texas at Arlington for the facilitation of research, community engagement, and the strategic action plan. An Advisory Task Force comprised of Vickery Meadow stakeholders was then formed in order to facilitate the community engagement process.

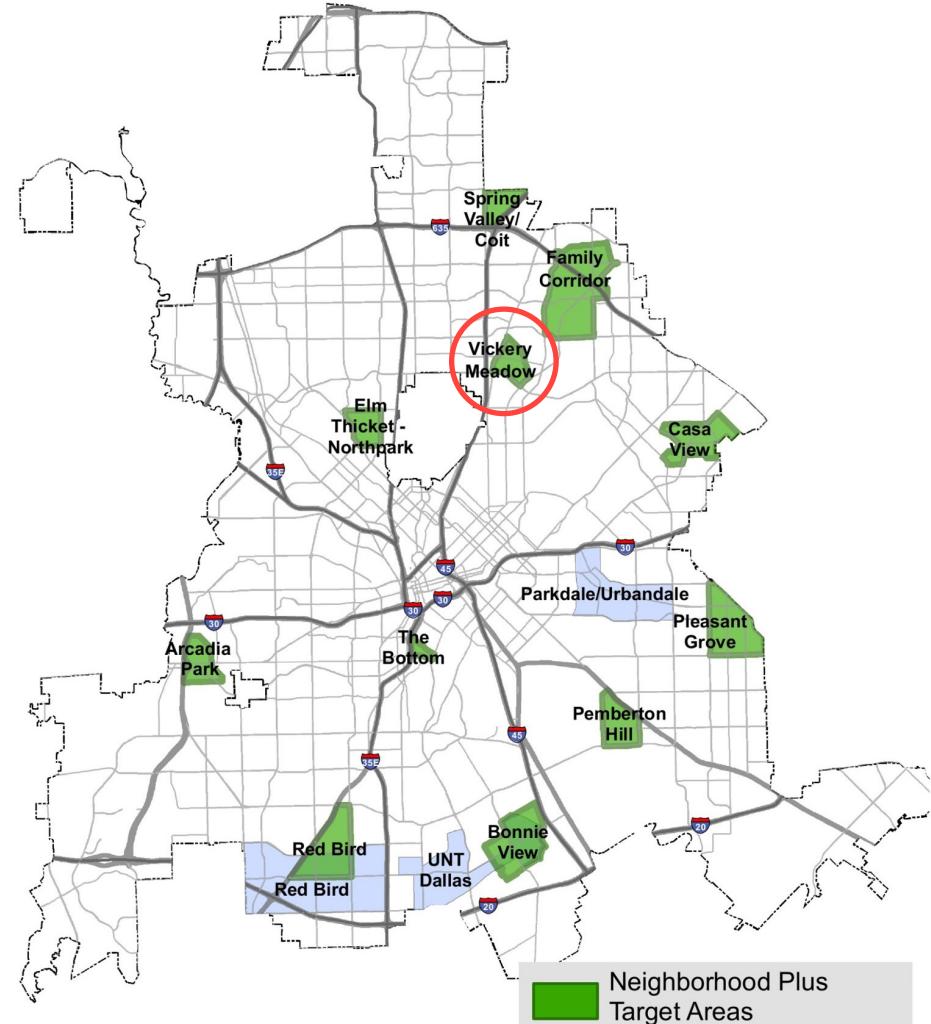


Figure 1.1: Neighborhood Plus Target Areas
Source: Neighborhood Plus

HISTORY

Vickery Meadow is an ethnically diverse and culturally rich neighborhood located in northeast Dallas, Texas. It is bounded by Central Expressway/U.S. 75 (West), Skillman Street/Abrams Road (East), Northwest Highway/Loop 12 (South), and Royal Lane (North). The area is one of the most densely populated areas within the City of Dallas and is currently home to numerous immigrant and refugee populations, speaking an estimated 40 languages.

It was established in 1850 as a small farming community with the introduction of a town square just before World War I. The area grew to 200 inhabitants and housed multiple grocery and drug stores, automobile repair shops, churches, a bank, a cotton gin, a dining hall, and a public school within its first decade. The population continued to fluctuate until the City of Dallas annexed the community in March of 1945. Throughout the 1940s and 1950s, the neighborhood was home to many families living among rolling hills dotted with homes on spacious lots. Vickery Meadow also housed Vickery Park, an amusement park with a large community pool, rides, and music.

Housing development, fueled by demand, catalyzed a trend in apartment complexes and districts, largely initiated by the Village Apartment district just south of Northwest Highway/Loop 12. The development catered to the demand for studio and one-bedroom apartments for young professionals; the internalization of amenities and negligence of pedestrian-oriented streetscape design resulted in the severe lack of significant public open space, an issue that currently remains pervasive.

The amendment of the federal Fair Housing Act coupled with the late 1980s recession, began to alter this transitional landscape



Figure 1.2: Aerial View

Source: UTA Libraries Digital Gallery

reflecting a shift in demographics from young singles to migrant workers and refugees. Small apartments soon became occupied with large families, introducing a greater population of children into the 3.5-square mile area than before. This resulted in a boom in institutional development that helped to catalyze a prioritized investment in the neighborhood.

Texas has led the national effort in refugee resettlement with approximately 7,000 refugees in 2016 through one of the best welcoming, integration programs in the world (Solis). Vickery Meadow has been a significant hub for this resettlement and the trend continues, placing a great need in this community for strategic action concerning development.





CITY OF DALLAS

VICKERY MEADOW

TARGET AREA

DFW METROPLEX

In the country, the Dallas-Fort Worth (DFW) Metroplex is the fourth largest metropolitan area in terms of population. From 2000 to 2010, DFW had the second largest population increase in the nation. The region is a dynamic, diverse, and rapidly growing area with a current population of approximately 7 million. The expected population growth is approximately 1 million people each decade. Historic demographic trends show that the population profile in the region is changing rapidly in terms of race, ethnicity, income, language, and age. In addition, the region's population and employment are expected to grow by 53% and 47%, respectively. The region relies heavily on business activities by connecting to global markets in order to sustain growth and economic prosperity. The region is economically and socially diverse within a landscape that includes dense urban areas, suburban development, small town centers, and rural ranches and farm land (NCTCOG. 2015).

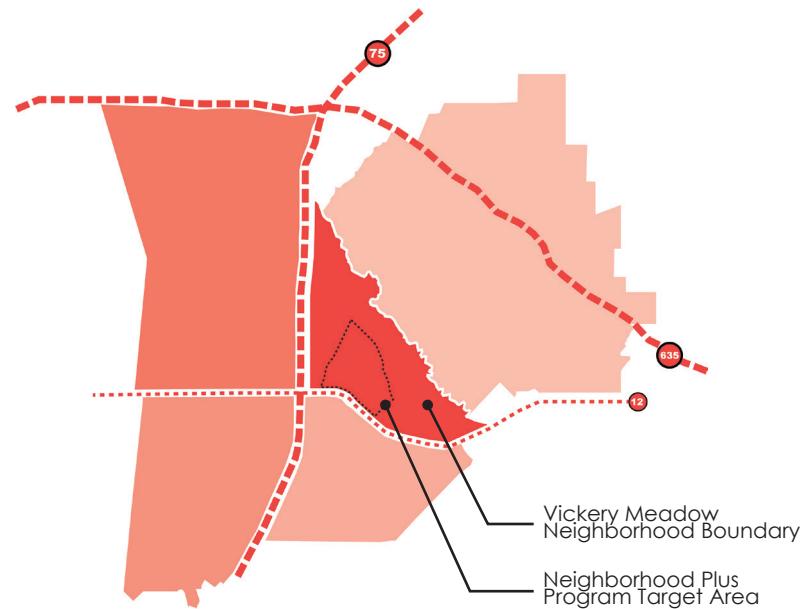


Figure 2.1: Context Map



Figure 2.2: Site Photos

VICKERY MEADOW

AGE & POPULATION DISTRIBUTION

According to the U.S. Census Bureau, the largest age group in the Vickery Meadow neighborhood falls between the ages of 25 and 34 at 23%, as shown in Figure 2.3. The remaining age majorities fall within the ranges of 5 and 17 (18%), 18 and 24 (11%), 35 and 44 (14%), and 45 and 54 (12%). This distribution is indicative of a high number of families and millennials living in Vickery Meadow. Figure 2.5 exemplifies the median age change from 2010 to 2015. The color gradient expresses the shift in age increase and decrease categorized by sections within the neighborhood framework. The darkest color on the gradient and within the chart implies a decrease in age, indicating a trend of younger occupants. The lightest color on the gradient and within the chart implies an increase in age, indicating a trend of older occupants. The major change can be seen in the southern-most section near Northwest Highway and Abrams Road/Skillman Street where the population was steadily increasing in age from 2010 to 2013 but then experienced a noticeable decrease in age between 2013 and 2014 which continued through 2015.

The population in Vickery Meadow has been steadily increasing from 2012 to 2015 after experiencing a gradual decline from 2010 to 2012 of approximately 1,800 residents. However, the population has rebounded with an increase of almost 3,000 residents since 2012, as shown in Figure 2.4. According to the U.S. Census Bureau, the Vickery Meadow population was 27,047 in 2015. Figure 2.6 exemplifies the population density from 2010 to 2015. The most densely populated areas, shown by the darkest color in the gradient, have been fairly stable within the center of the

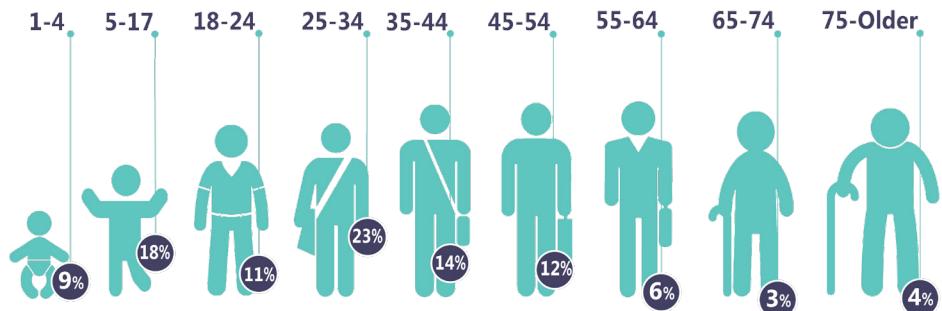


Figure 2.3: Age Distribution

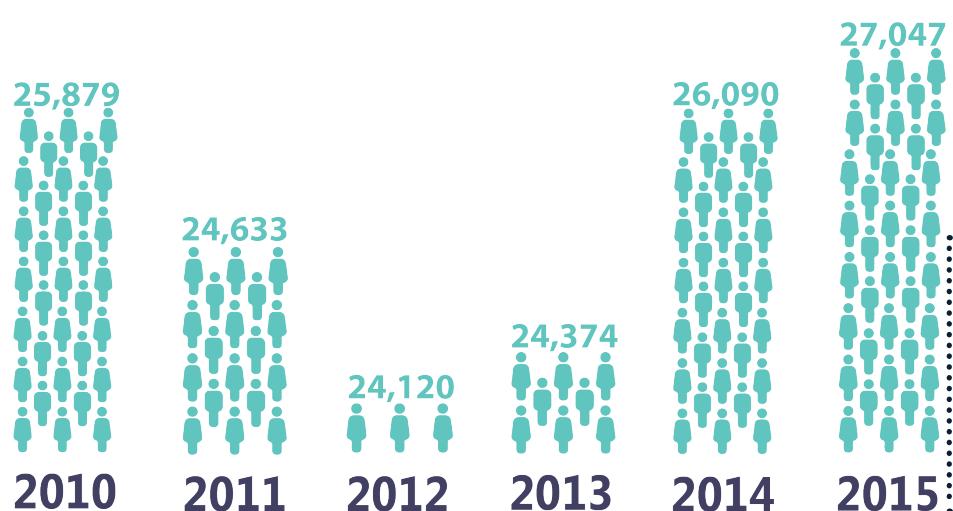


Figure 2.4: Population

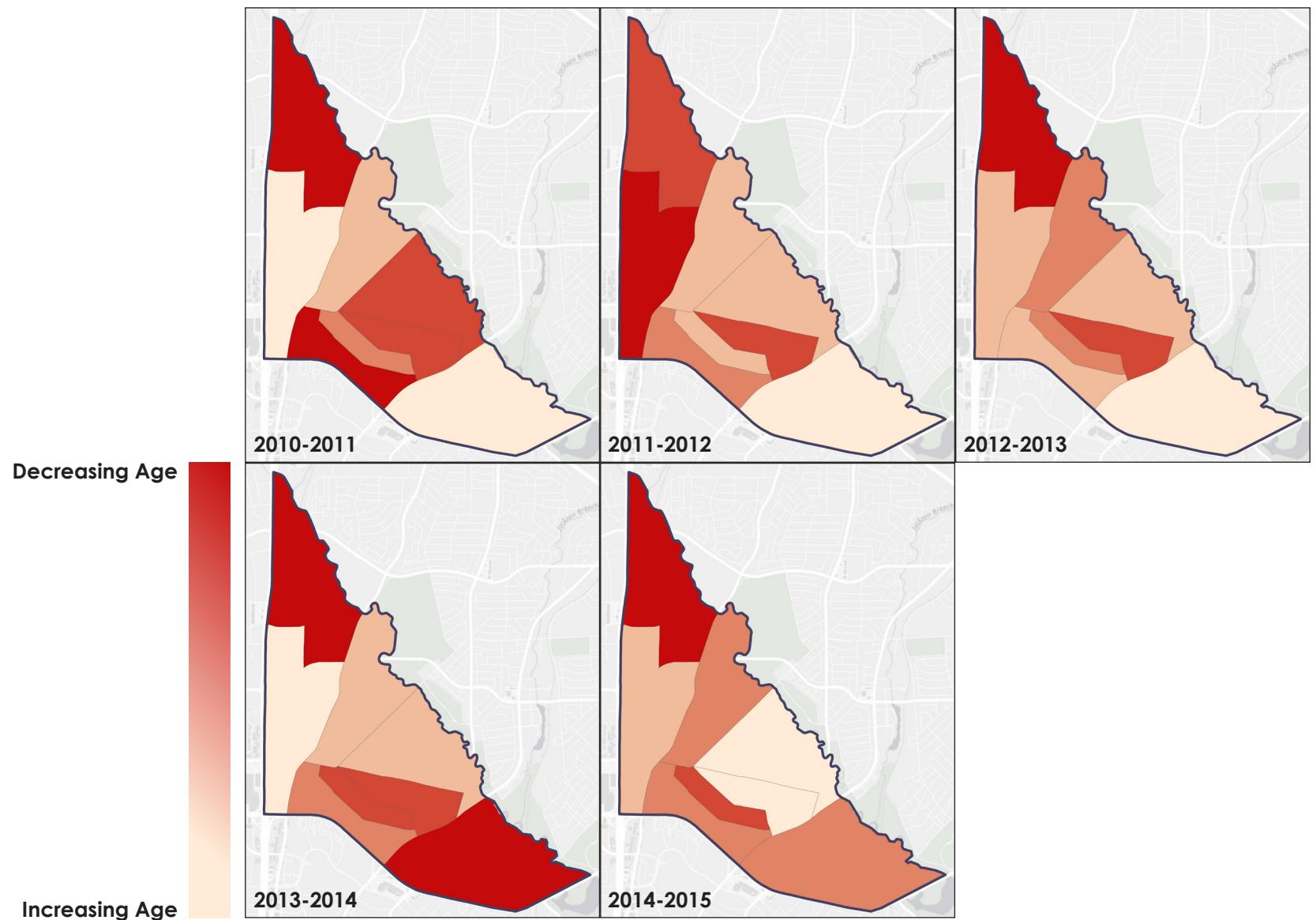


Figure 2.5: Median Age Change (2010 - 2015)

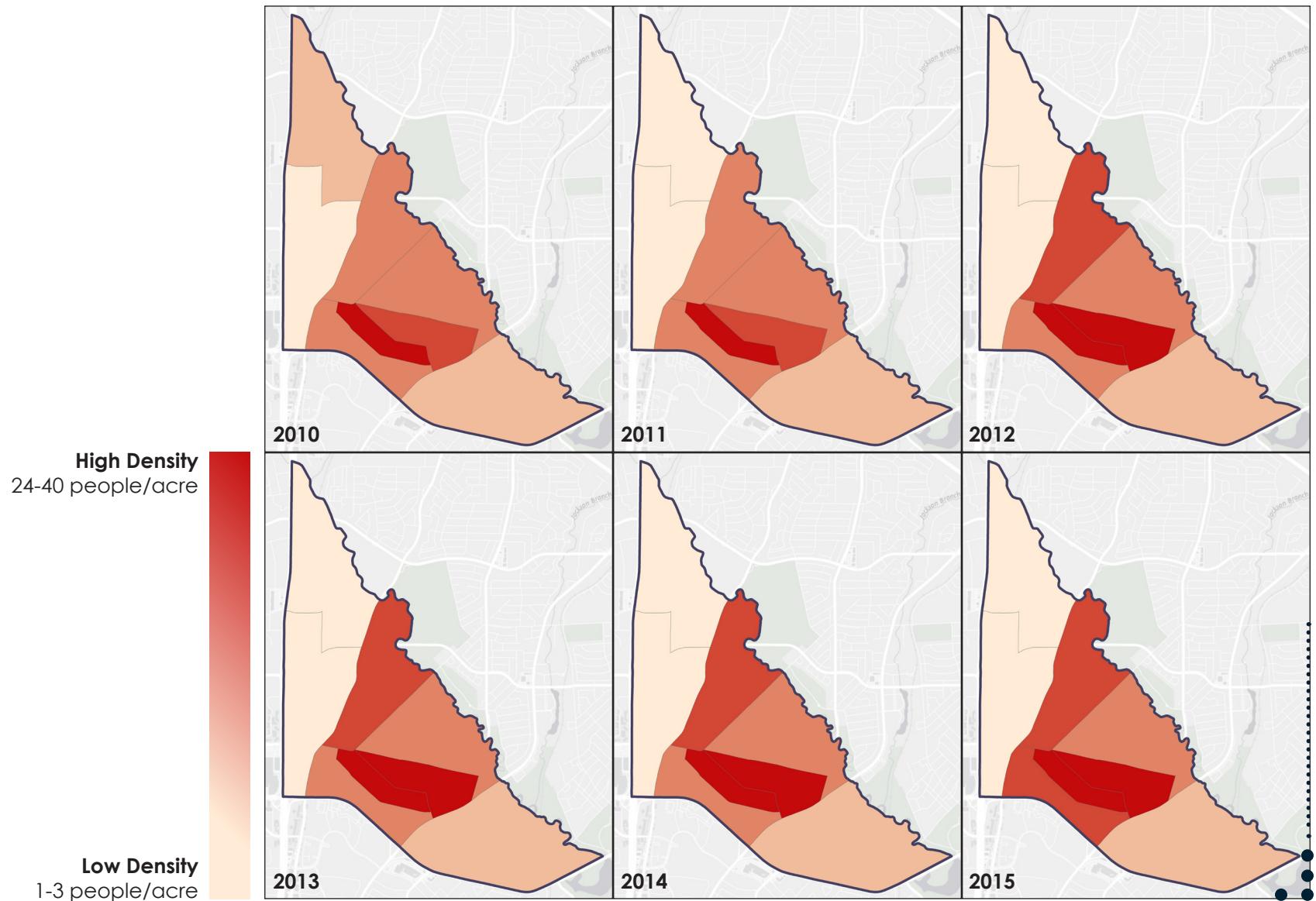


Figure 2.6: Population Density (2010 - 2015)

neighborhood between Park Lane, Skillman Street, and Northwest Highway. This area is highly comprised of multi-family apartment complexes and stretches between Jill Stone Elementary School, Jack Lowe Sr. Elementary School, and Sam Tasby Middle School. The lowest densities have been consistently found between Central Expressway/U.S. 75 and Greenville Avenue where commercial, retail, and healthcare facilities tend to dominate the land use pattern.

EMPLOYMENT, EDUCATION, & ECONOMIC PROFILE

Figure 2.7 shows the percentages of foreign-born residents and the migration pattern for Vickery Meadow in 2015. The highest concentration of foreign-born residents occurs in the center of the neighborhood, aligning with the highest concentration of multi-family housing. Migration percentages have remained fairly consistent, with the majority of residents moving to the neighborhood from within Dallas County, as opposed to coming from the State of Texas, the United States, and international countries.

Figure 2.8 shows the job density for Vickery Meadow from 2010 to 2014. The current land use pattern of the neighborhood correlates with the positioning of job densities in this chart, as the higher job densities occur in zones of the neighborhood that house commercial, retail, and healthcare facilities, whereas the lower job densities occur in zones that are primarily residential. The greatest number of jobs are anchored in the center of the neighborhood within the Texas Health Presbyterian Hospital, with additional nodes of high job quantities at larger shopping and retail centers along the Central Expressway/U.S. 75 corridor.

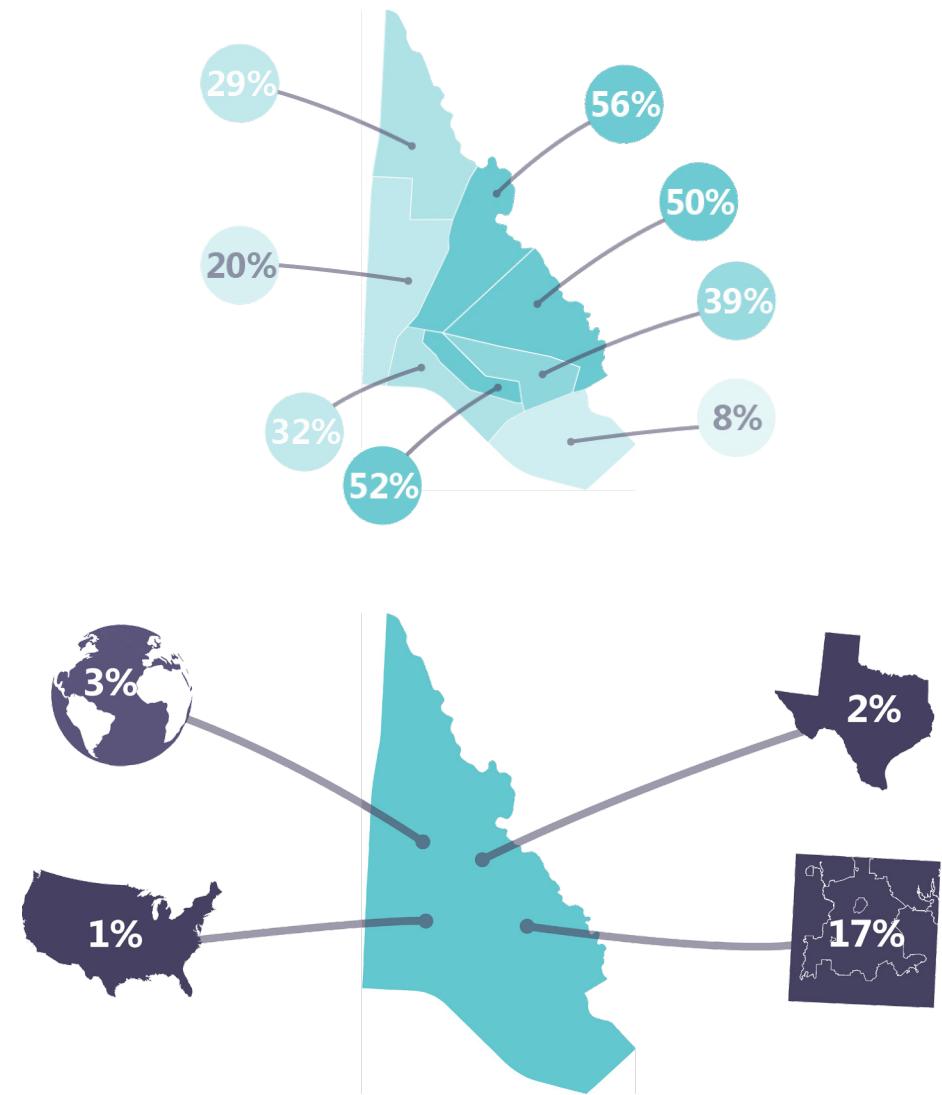


Figure 2.7: Foreign-Born Percentages & Migration Pattern (2015)

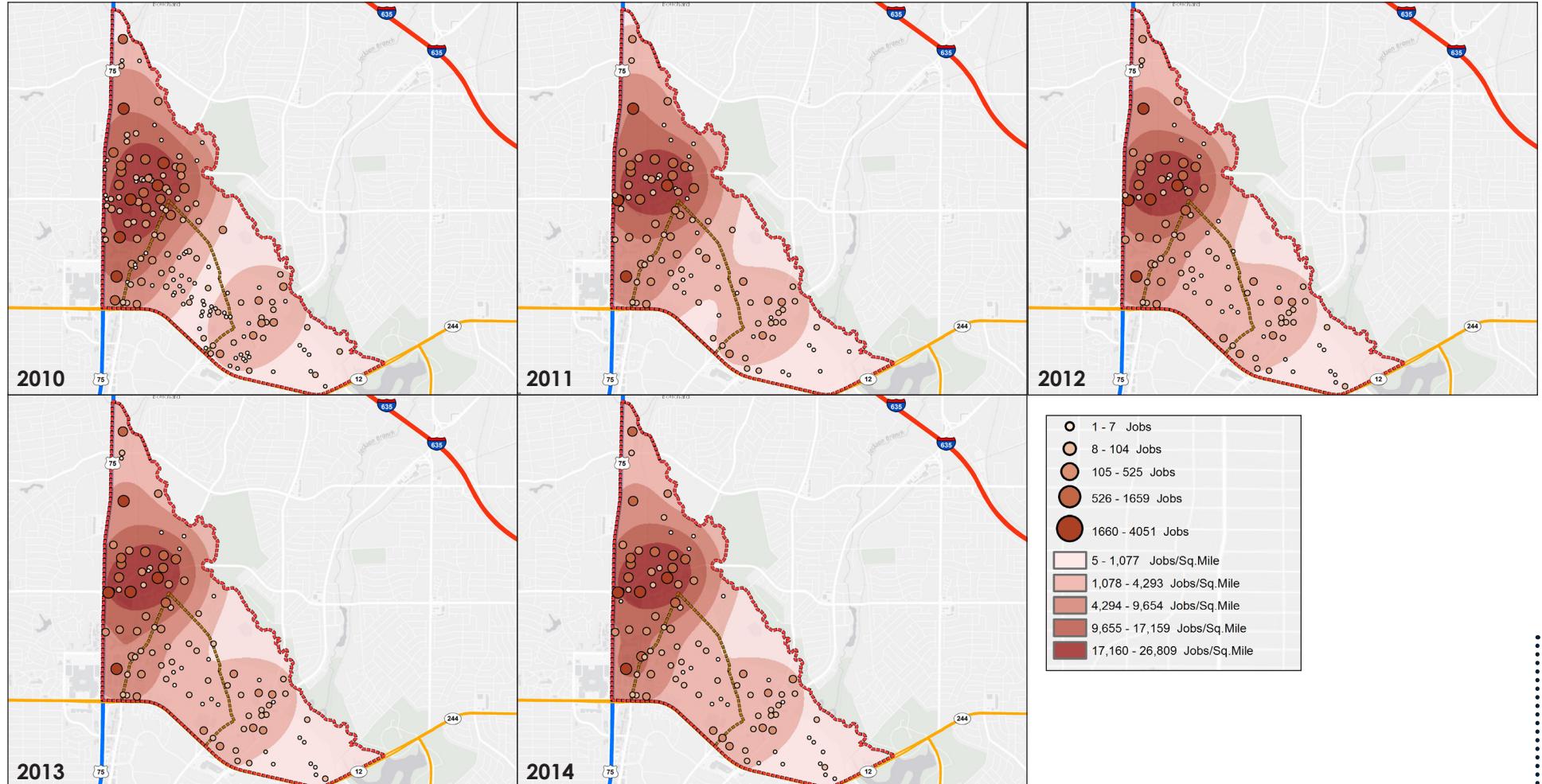


Figure 2.8: Job Density (2010 - 2014)

Figures 2.9 and 2.10 show employment in Vickery Meadow categorized by gender, ethnicity, and race in 2014. Approximately 58.5% of jobs were held by females, while 41.5% were held by males. A majority of jobs were held by non-Hispanic or Latino ethnicities at 82.1%, and a majority were held by races within the category of White at 76.8%.

Figure 2.11 shows the educational attainment and economic profile of Vickery Meadow residents. The educational attainment is shown as a trend from 2010 to 2015 and shows a gradient of educational capacities. The trend has not varied much over the course of five years, however it is evident that the majority of residents have received less than a high school diploma, followed by a high school diploma and some college or an associate's degree. The median salary for residents is shown as between \$15,000 and \$24,999, followed by less than \$10,000 and between \$25,000 and \$34,999.

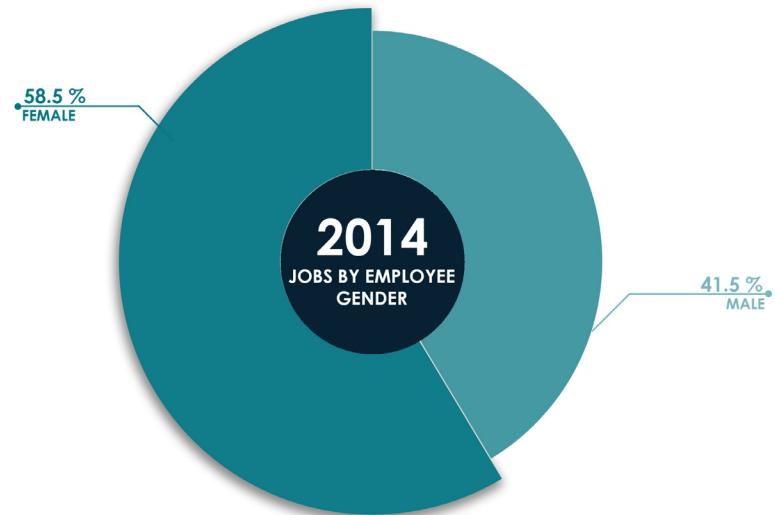


Figure 2.9: Jobs by Employee Gender

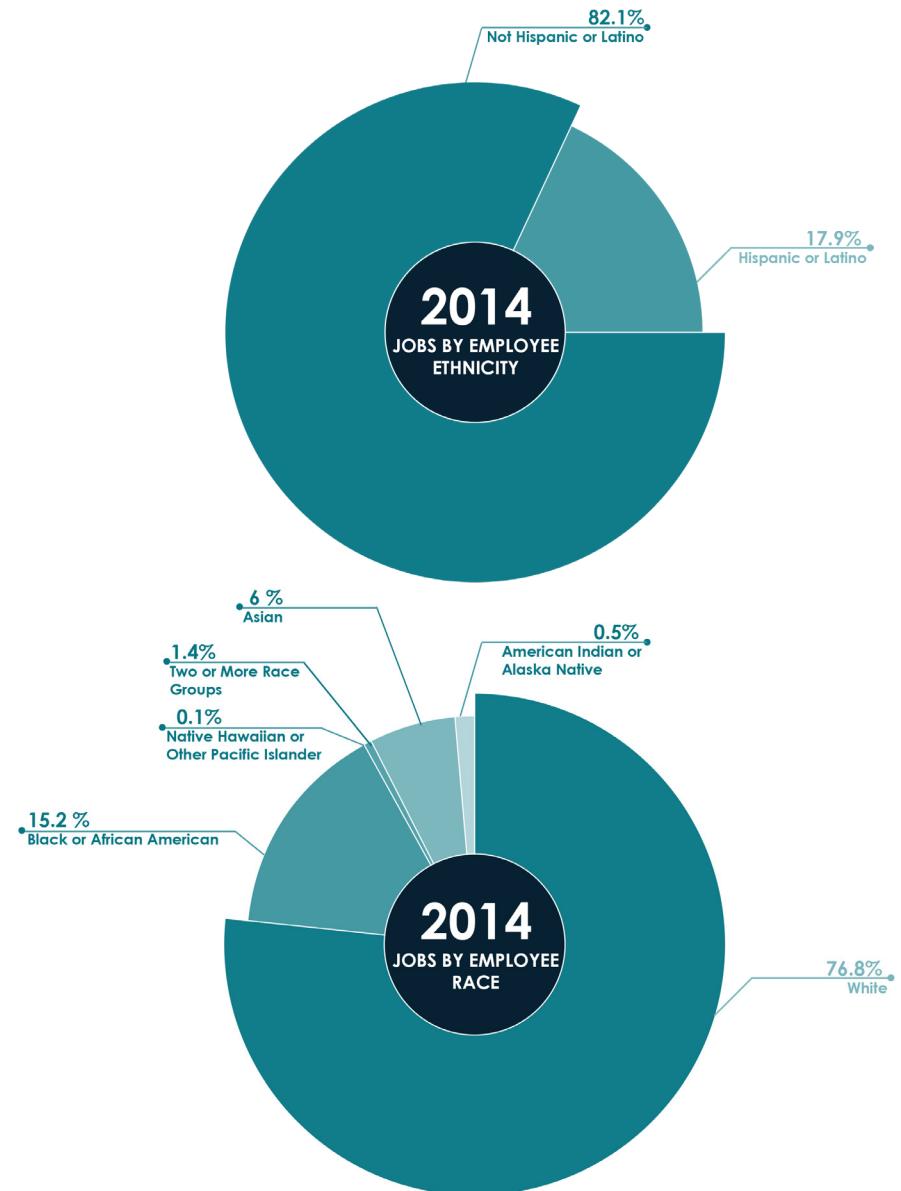


Figure 2.10: Jobs by Employee Ethnicity & Race

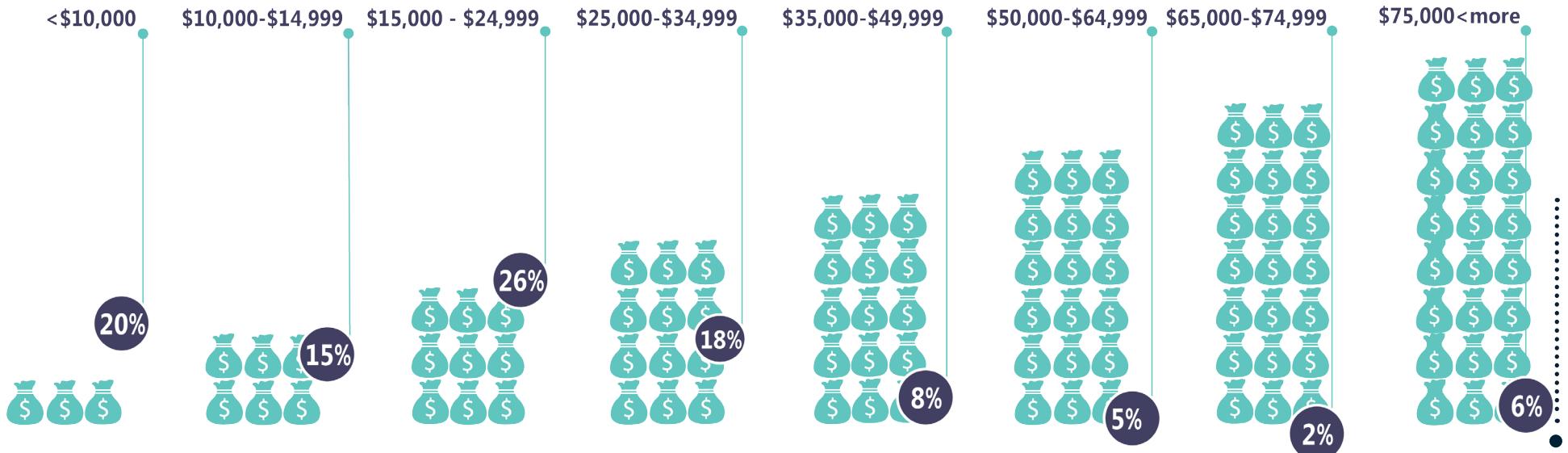
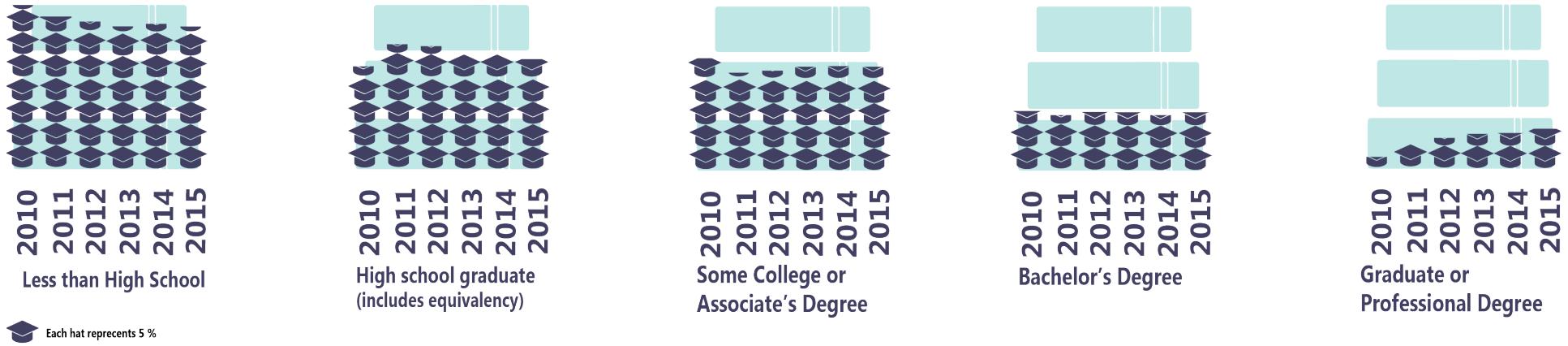
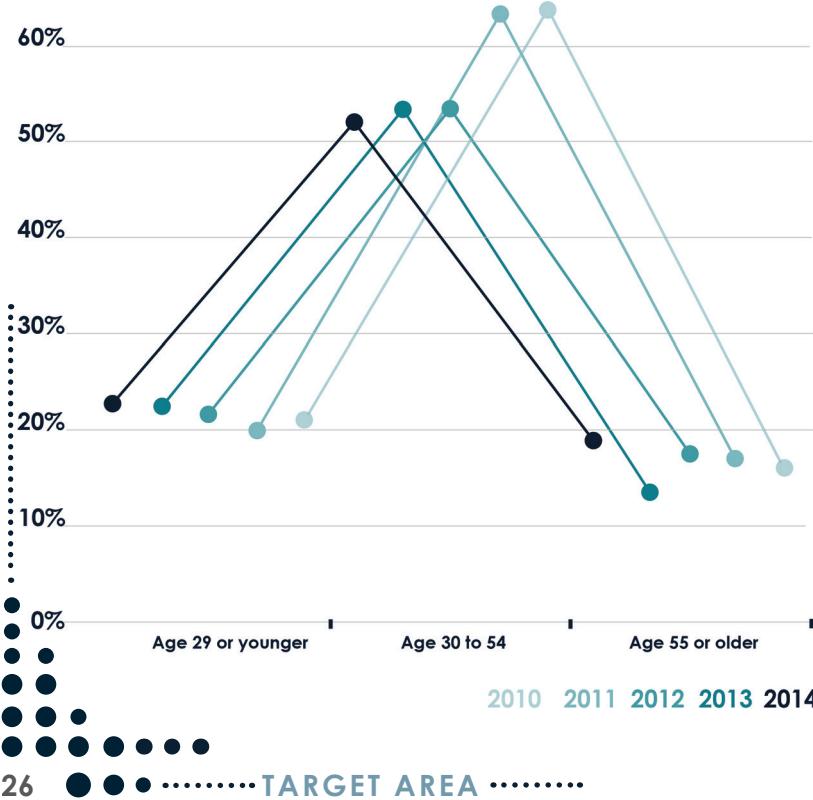


Figure 2.11: Educational Attainment & Economic Profile

Figure 2.12 shows the trends of employee ages and wages from 2010 to 2014. The majority of employee ages were between 30 and 54 with an evident decrease from 2010 to 2014. Employee wages show very similar trends for each year, with the highest percentage of employees earning more than \$3,333 per month. Figure 2.13 shows jobs categorized by the North American Industry Classification System (NAICS) by industry sector. The highest quantity of jobs fall within the sectors of Health Care and Social Assistance (7,457), Professional, Scientific, and Technical Services (3,430), and Retail Trade (2,825). These industries correlate with the land use pattern of the neighborhood as many of these jobs could likely be associated with Texas Health Presbyterian Hospital, other healthcare and social assistance programs and facilities, and the surrounding shopping and retail centers.



EXISTING ZONING & LAND USE

Figures 2.14 and 2.15 show the existing zoning and land use for Vickery Meadow. The zoning reveals large attributions to multi-family residential (centralized within the neighborhood), planned development, mixed use and office (primarily along the Central Expressway/U.S. 75 corridor), and single family residential. The land use map strongly correlates with the zoning on the categories of multi-family residential and mixed use (commercial, retail, and hotel), however it further details development areas into institutional, educational, and vacant. Current parks/recreational space as shown is zoned for single family residential, while a much smaller portion of that zoning is actually used for single family residential development.

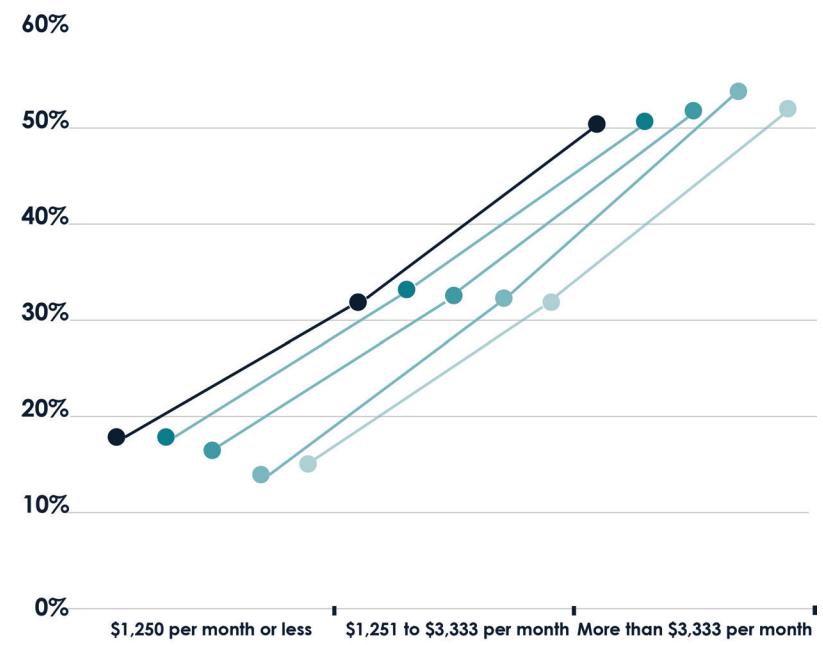


Figure 2.12: Employee Ages & Wages (2010 - 2014)

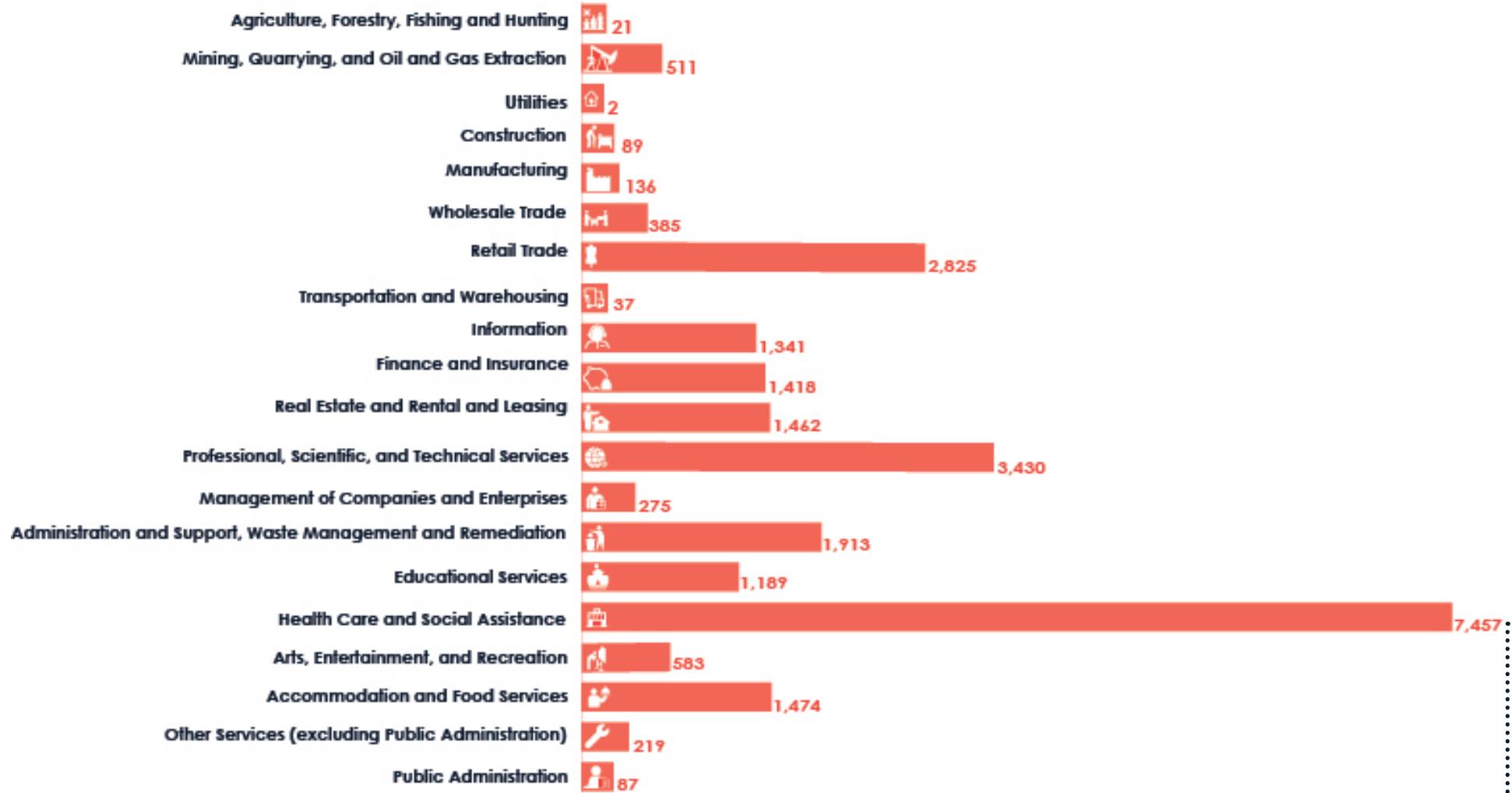


Figure 2.13: Jobs by NAICS Industry Sector (2014)

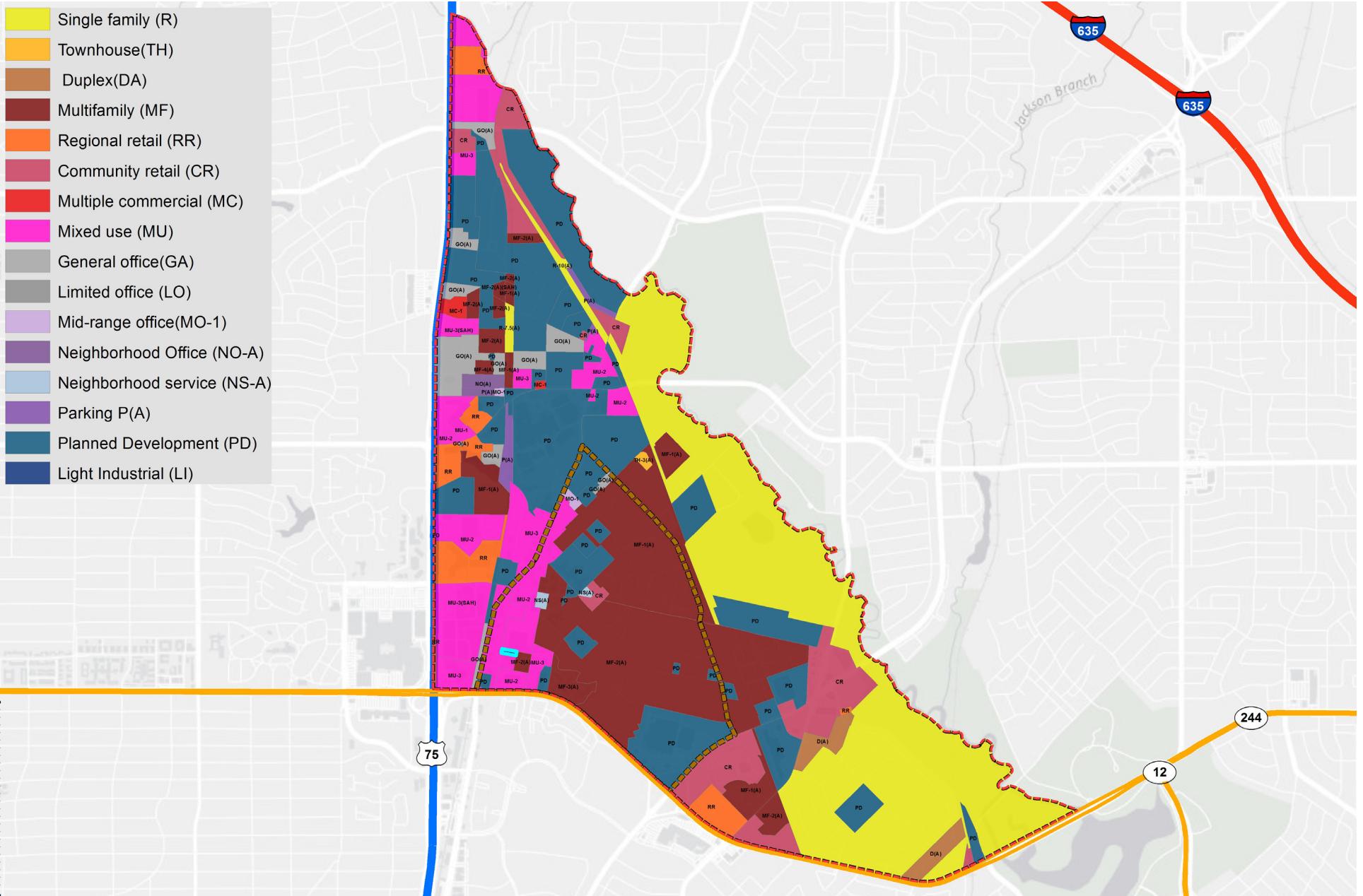


Figure 2.14: Existing Zoning Map

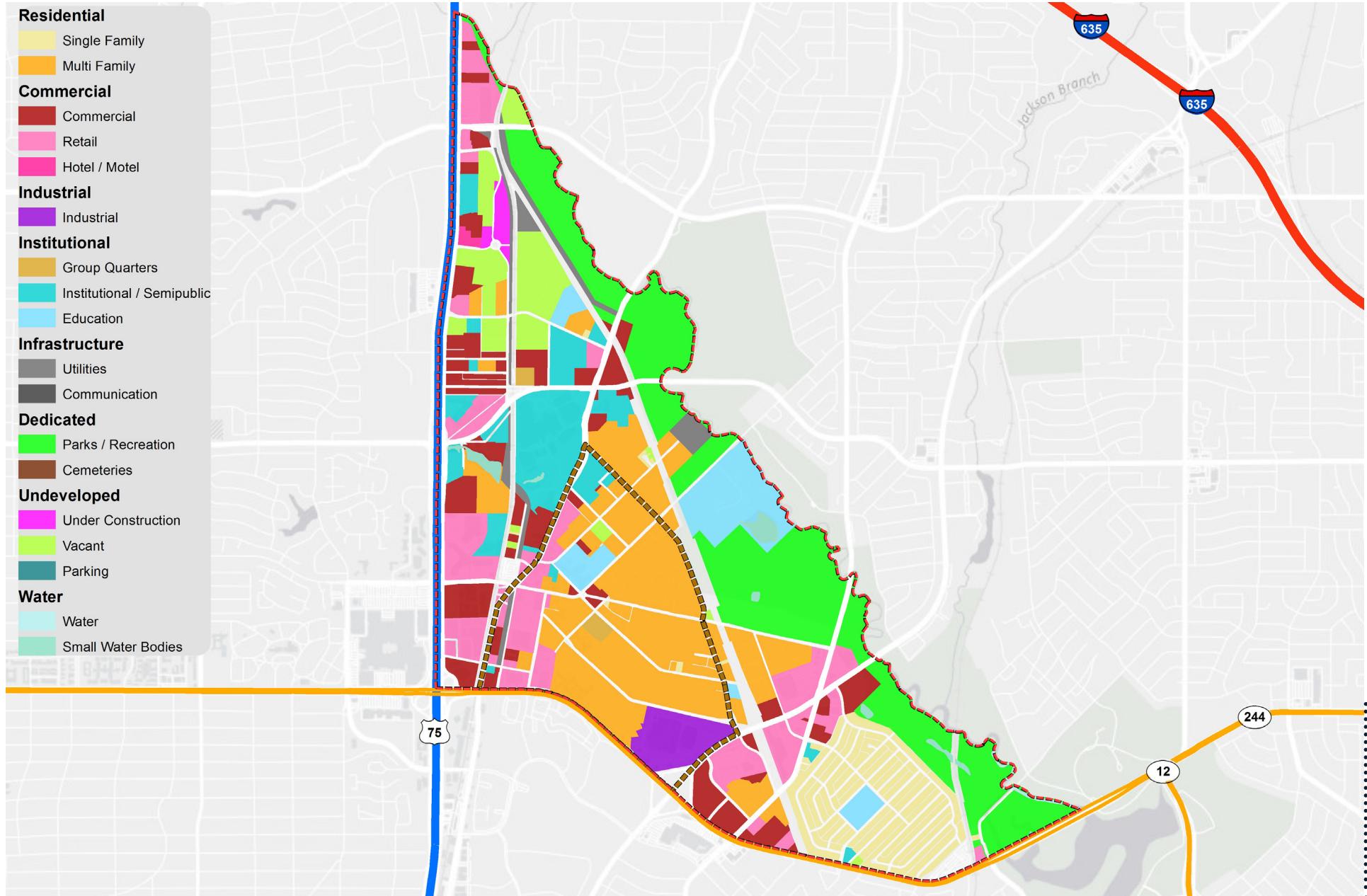


Figure 2.15: Existing Land Use Map