



White Rock Hills Community Recreation CENTER



FRI Community Connection
Semi-Annual
Townhall Meeting
February 6, 2017

Thank You!



Baylor Scott & White
MEDICAL CENTER

For being a \$10,000
FRI Founder's Circle Member.
We appreciate you!



North Texas Giving Day By The Numbers

Challenge Grant:

McDonalds	\$5,000
Access Self-Storage	\$1,500
Presidium Group	\$1,250
TMA, Inc.	\$1,000
Casa Pacifica Apts	\$1,000
Residential Reservices	\$1,000
Blair Pogue	\$500
W. Plack Carr	\$250
Total	\$11,500

North Texas Giving Day:

Donors	106
First Time Donors	26
Contributing Zip Codes	22
% from 75228	54
% from 75218	11
% from 75214	8
Total	\$13,220

Grand Total for NTGD: \$24,720

Thank You!



Thank You!

Giving Thanks Giving Back

Year End Gift Campaign By The Numbers

**33 Generous Contributors helped us
exceed our \$10,000 Goal!**

**Grand Total for Year End Gift Campaign
\$10,005**



Thank You!



East Dallas Networkers recognized FRI's good work in January with a generous **\$500** contribution!



Bishop Lynch High School
A COLLEGE PREPARATORY SCHOOL



Thank You!

to **Chris Rebeck, President of Bishop Lynch High School**
for hosting FRI's Annual Board Strategy Retreat on January 28, 2017

**We
Support
Our Dallas
Police Officers**



FRI CONTRIBUTED \$225

**to Assist The Officer Foundation
in support of Dallas Police Officers
and their families.**

Thank You!

AGENDA

- 6:30 Welcome – Meet & Greet Neighbors
- 6:50 Introductions & Announcements
- 6:55 FRI Board of Directors Annual Election
- 7:00 Dallas City Manager - T. C. Broadnax
- 7:15 Area Land Use Plans
- 7:35 White Rock Hills
Community Recreation Center
- 8:05 Raffle
- 8:10 Adjourn



INTRODUCTIONS & ANNOUNCEMENTS

- Thanks for supporting FRI, Vikki Martin
 - North Texas Giving Day
 - Year End Gift Campaign
- Uplift Education, Ann Stevenson, Chief Administrative Officer
- Airbag Recall, Ken Benson
- Promise of Peace, Elizabeth Dry
- Volunteer Income Tax Assistance Program, Kerry Goodwin
- Introductions – Special Guests, Elected and Appointed Officials



Slogan Working Together for the Greater Good.

Mission Transform Far East Dallas into a safe, beautiful, prosperous and proud community by inspiring hope and working together to achieve a shared vision.

Vision Complete economic revitalization for Far East Dallas.

Values Leadership, Integrity, Community, Respect, and Stewardship.



February 6, 2017

FRI ANNUAL ELECTION MEETING



Nominees for Board of Directors from the FRI Nominating Committee
(Bill Coleman (Secretary), Gary Hasty (Board Member), Ken Cantrell (Stakeholder))

New Board Members

- ***Sarah Albert – Director*** ***3-Year Term ends December 2019***
- ***Nicole Miller – Board Member*** ***3-Year Term ends December 2019***

Renewing Board Members

- ***Jerry Clancy – Treasurer*** ***1-Year Term ends December 2017***
- ***Dr. William “Gerry” Jones – VP*** ***2-Year Term ends December 2018***

Continuing Board Members

Vikki J. Martin – President

Bill Coleman – Secretary

Daniel Clayton – Director

Gary Hasty – Director

Doug Hunt – Director

Christopher Jackson – Director

Ethan Joubran – Director

Jay Krishnaswammy – Director

Daniel Ortman – Director

Chris Rebuck – Director

Ed Snyder – Director

Olivier Swinnen – Director



T. C. Broadnax
Dallas City Manager



APPROVED
FAR EAST DALLAS AREA
URBAN DESIGN & LAND USE PLANS

FAR EAST DALLAS AREA URBAN DESIGN & LAND USE STUDIES

1998 White Rock Hills Road Land Use and Urban Design Study

Ferguson Road, I-30 to Buckner
(re-branded as White Rock Hills)

1999 Garland Road Land Use and Urban Design Study

Garland Road, San Rafael to Northwest Highway

2010 Garland Road Vision Study

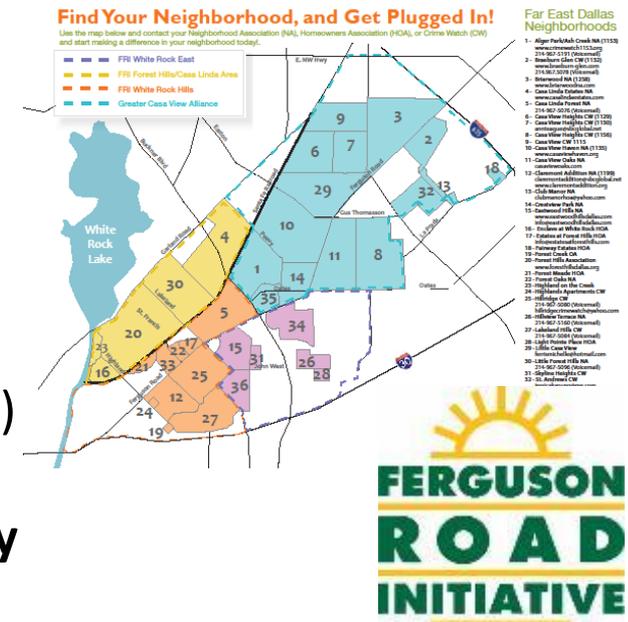
Garland Road, Gaston to 635

2013 White Rock East Area Land Use Study

Ferguson, La Prada, I-30, Lakeland Drive
2-Points *Weed & Seed* (re-branded as White Rock East)

2016 Greater Casa View Alliance Area Land Use Study

Ferguson Road, Buckner to 635
Greater Casa View Alliance

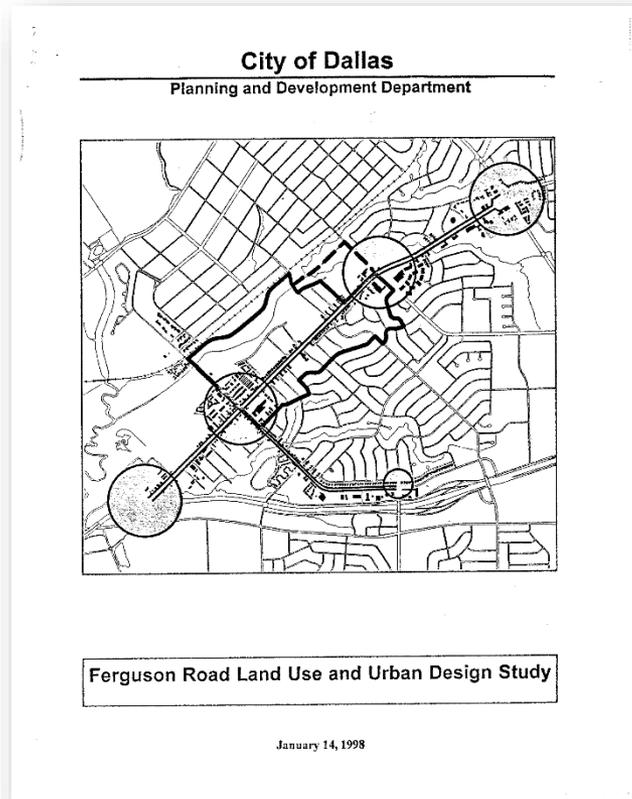


Ferguson Road, I-30 to Buckner
(re-branded as White Rock Hills)

1998 White Rock Hills Land Use and Urban Design Study



The
condition
of
Highland
Road
in 1993
Claremont @
Wild Oak Dr.



Ferguson Road, I-30 to Buckner
(re-branded as **White Rock Hills**)

1998 White Rock Hills Land Use and Urban Design Study



Before



After

Ferguson Road, I-30 to Buckner
(re-branded as White Rock Hills)

1998 White Rock Hills Land Use and Urban Design Study



Highland Road (East of Ferguson) 2017

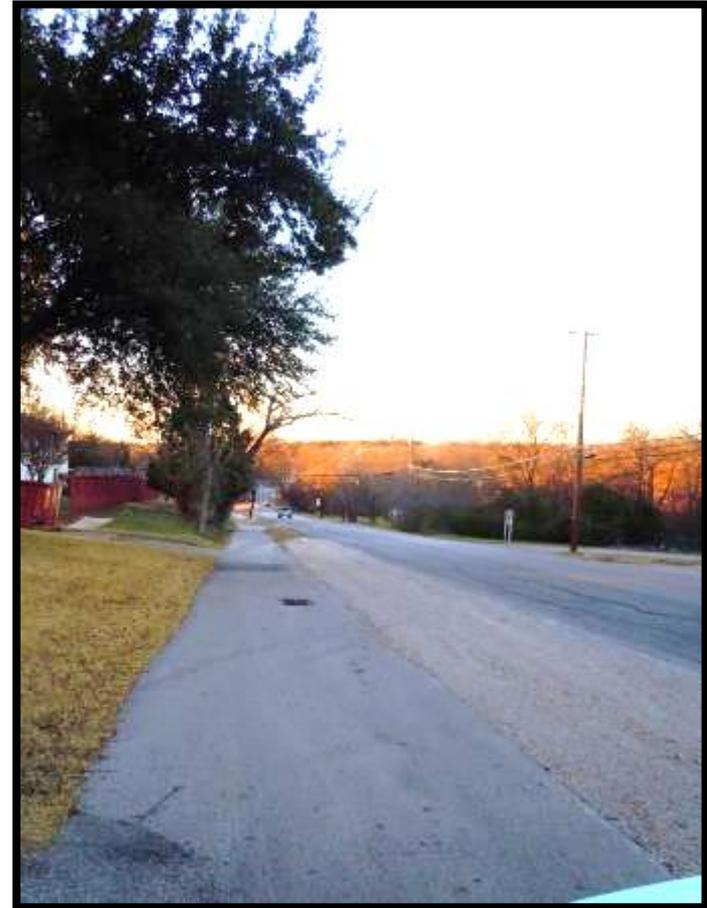
Ferguson Road, I-30 to Buckner
(re-branded as White Rock Hills)



1998 White Rock Hills Road Land Use and Urban Design Study



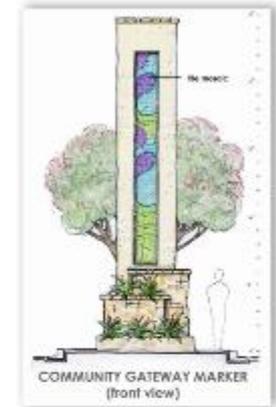
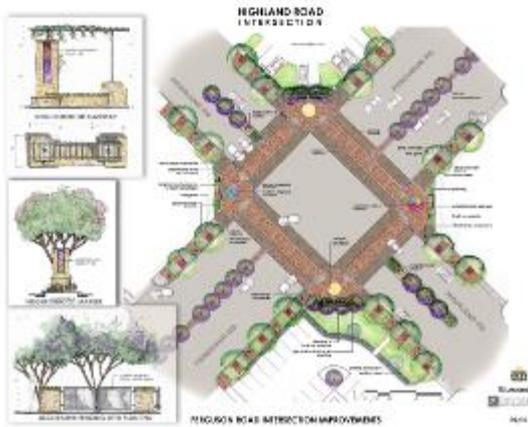
Highland Road (W. of Ferguson Road) 2017



Scheduled for improvement using \$3MM from 2012 Bond Funds

Ferguson Road, I-30 to Buckner
(re-branded as White Rock Hills)

1998 White Rock Hills Road Land Use and Urban Design Study



FERGUSON ROAD INITIATIVE
JACOBS
COTE, COPE & ASSOCIATES

FERGUSON ROAD INTERSECTION IMPROVEMENTS

09/05

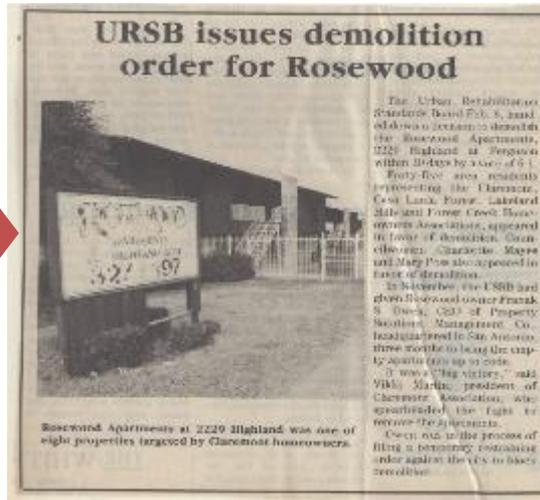
2005 Ferguson Road Infrastructure Design Plan

Ferguson Road, I-30 to Buckner
(re-branded as White Rock Hills)

1998 White Rock Hills Road Land Use and Urban Design



1993, Rosewood Apts., 2229 Highland



2/15/'96 Demolition Order,
Demolished, '98



'98 -'08 2229 Highland Road, Illegal Dump Site



2008, 2229 Highland Rd, DPARD cleans
up dump and installs temporary barrier.



Crestwood Apartments Demolished in 2017

Ferguson Road, I-30 to Buckner
(re-branded as White Rock Hills)



1998 White Rock Hills Road Land Use and Urban Design Study



**White Rock Hills Community Recreation Center,
Feasibility Study and Master Plan 2015**

Garland Road, San Rafael to Northwest Highway

1999 Garland Road Land Use and Urban Design Study

Garland Road, Gaston to 635

2010 Garland Road Vision Study





Garland Road Vision



North Central Texas
Council of Governments



City of Dallas

GARLAND ROAD **VISION STUDY**

Dallas, TX

November 17, 2009

Garland Road Vision



GOALS & OBJECTIVES

- To enhance operational function and aesthetic character along the Garland Road corridor.
- To establish an avenue of accessibility and attractive utility to all who live and work near Garland Road.
- To encourage resident and stakeholder participation in the visioning process.
- To achieve a vision based upon the consensus of the communities of Garland Road.
- To identify specific implementation projects that will guide the City of Dallas' future bond program projects and private development.

VISION CONCEPTS | Development



Mixed Use



Public Open Space



Existing Mixed Use



Existing Commercial



Active Senior Living



Existing Commercial



Community Retail



Mixed Use



Single Family Detached



Live Work



Existing Commercial



New Retail/Office



Single Family Urban Density

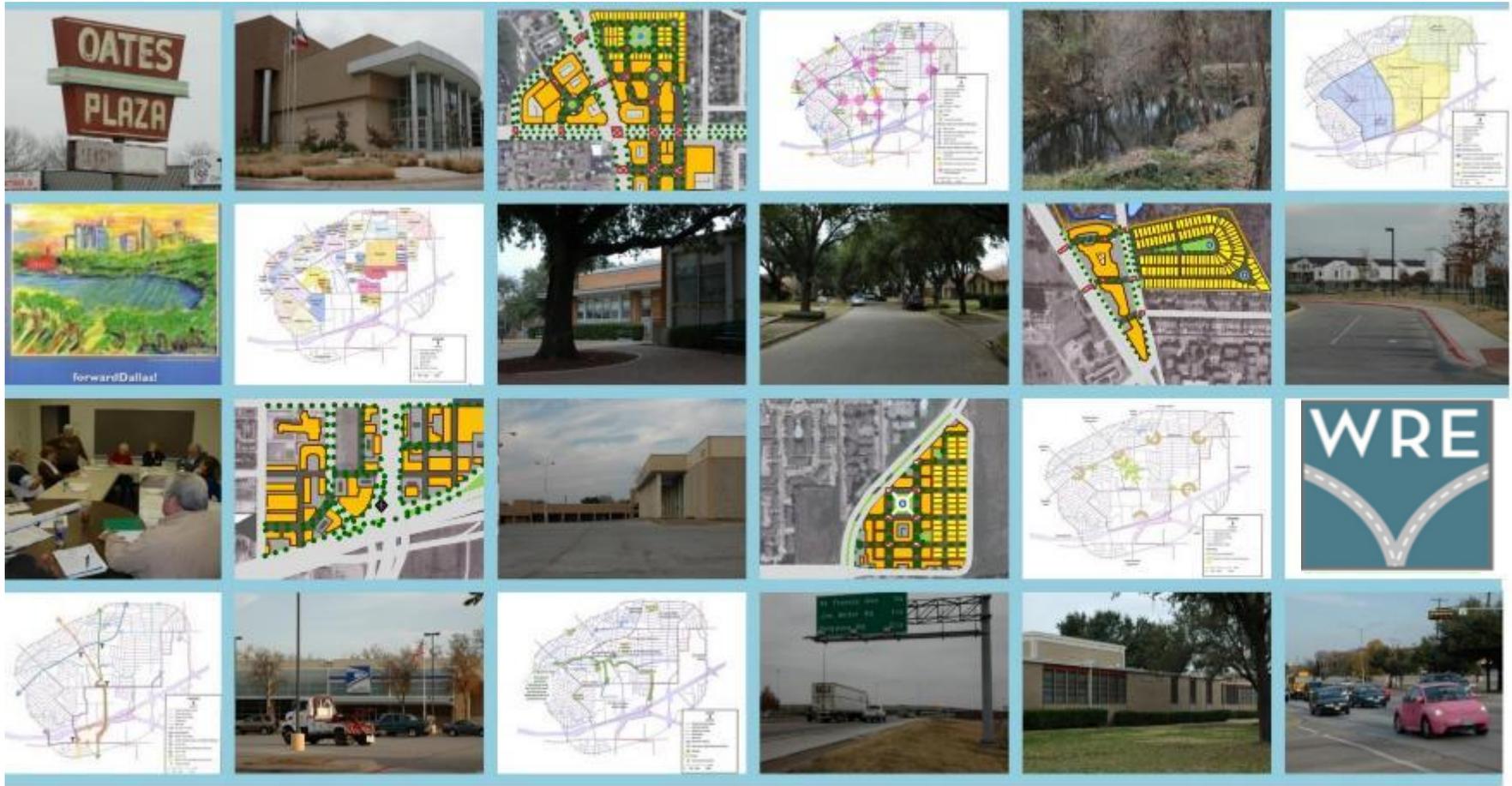


Mixed Use



Ferguson, La Prada, I-30, Lakeland Drive
 2-Points *Weed & Seed* (re-branded as White Rock East)

2013 2-Points Area Land Use Study



From 2-Points to White Rock East . . . A Journey!

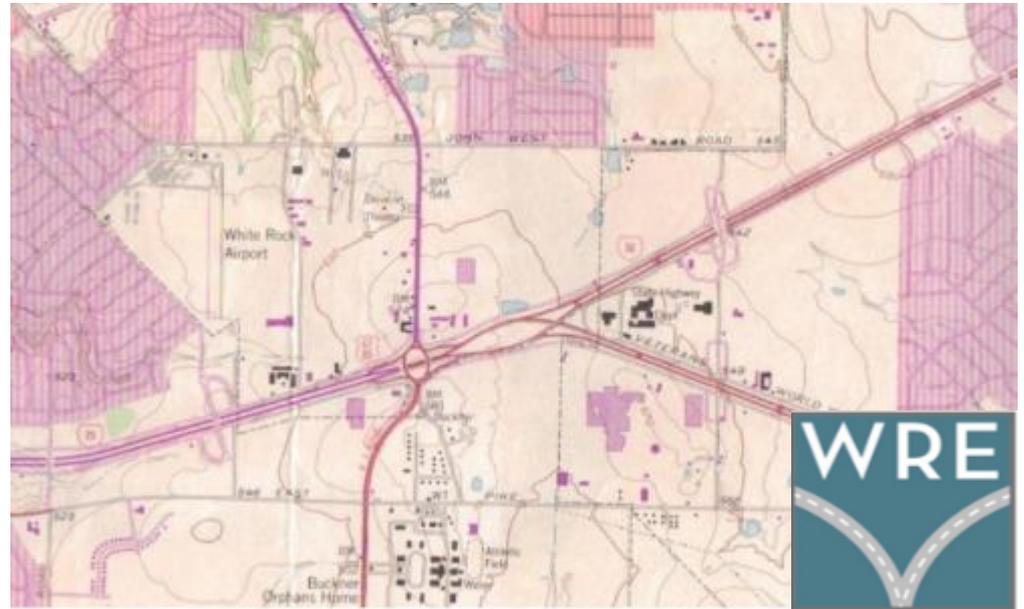


Ferguson, La Prada, I-30, Lakeland Drive
2-Points *Weed & Seed* (re-branded as White Rock East)



2013 2-Points Area Land Use Study Overview

- Located entirely within Dallas City Council District 7
- Total land mass of 1,522 acres
- Once home to White Rock Airport, Devil's Bowl Speedway, and Buckner Boulevard Drive-In
- Most neighborhoods developed between 1950 and 1970
- 2010 Population 19,345
- 8,405 Housing Units – (both single and multi-family units)





Ferguson, La Prada, I-30, Lakeland Drive
2-Points *Weed & Seed* (re-branded as White Rock East)



2013 2-Points Area Land Use Study



- The White Rock East Area Plan complied with requirements and instructions from the City of Dallas.
- The White Rock East Area Plan was adopted in March 2013.
- In addition to Land Use and Transportation, the Plan includes Community Quality of Life.
- There is a focus on Education and the results accomplished.



Ferguson, La Prada, I-30, Lakeland Drive
2-Points *Weed & Seed* (re-branded as White Rock East)



2013 2-Points Area Land Use Study

What the Plan Does . . .

- It reflects the values and desires of residents and businesses
- It provides conceptual plans for seven (7) strategic opportunity areas.
- It serves as a decision making guide for City Departments
- It provides actions to achieve the Plan's goals and objectives for the area.
- It is a handbook for the community.



Ferguson, La Prada, I-30, Lakeland Drive
2-Points *Weed & Seed* (re-branded as White Rock East)



2013 2-Points Area Land Use Study

Our Results So Far . . .

- **Complete renovation** of George W. Truett Elementary School and the addition of a 28 classroom units with new offices, library computer lab, and cafeteria.
- **Safe Routes to School** and the City of Dallas for new sidewalks around Truett Elementary and Ferguson Park to Promote a walkable neighborhood and safe biking.
- **Worked with TXDOT** to create a low-impact green environment at the 1-30 and N. Buckner intersection.
- **Renovation of Ferguson Park.**
- **Continuous School Zone** for Truett and Bishop Lynch on Peavy.



Ferguson, La Prada, I-30, Lakeland Drive
2-Points *Weed & Seed* (re-branded as White Rock East)



2013 2-Points Area Land Use Study

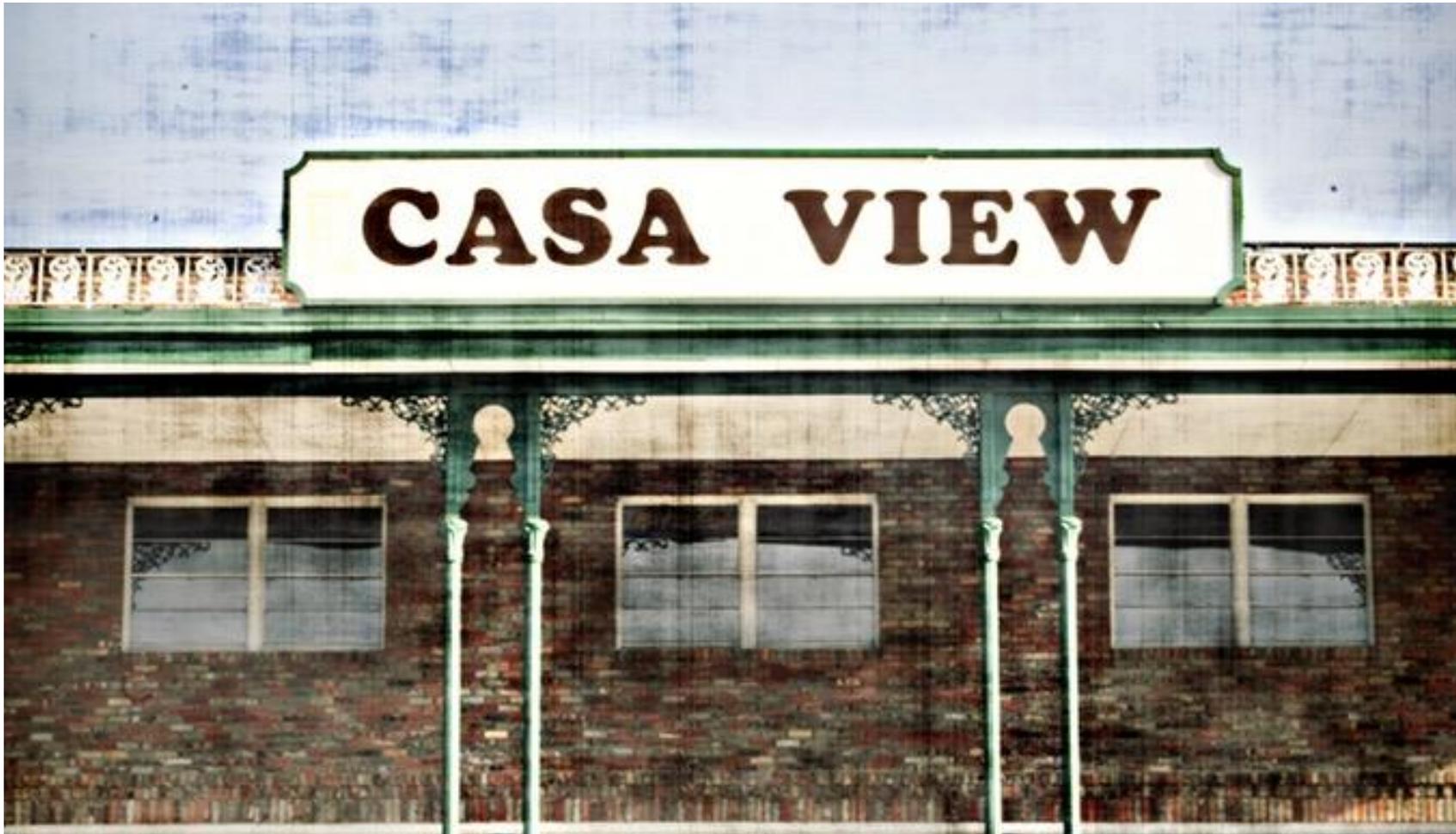
In Our Sights Right Now . . .

- Left turn signals for Gross Road @ Peavy Rd & Ferguson Road.
- Working with the Senior Affairs Commission, the City of Dallas, and DART to complete a DART survey of this zip code to understand the transportation and access needs of the elderly and disabled in the community.
- Redeveloping the Storm Water System along Ash Creek at Meadow Way and Hillview Park.
- Installing sidewalks and school zone signage with caution flashers for Lang Middle School on Chenault Street.

Ferguson Road, Buckner to 635
Greater Casa View Alliance



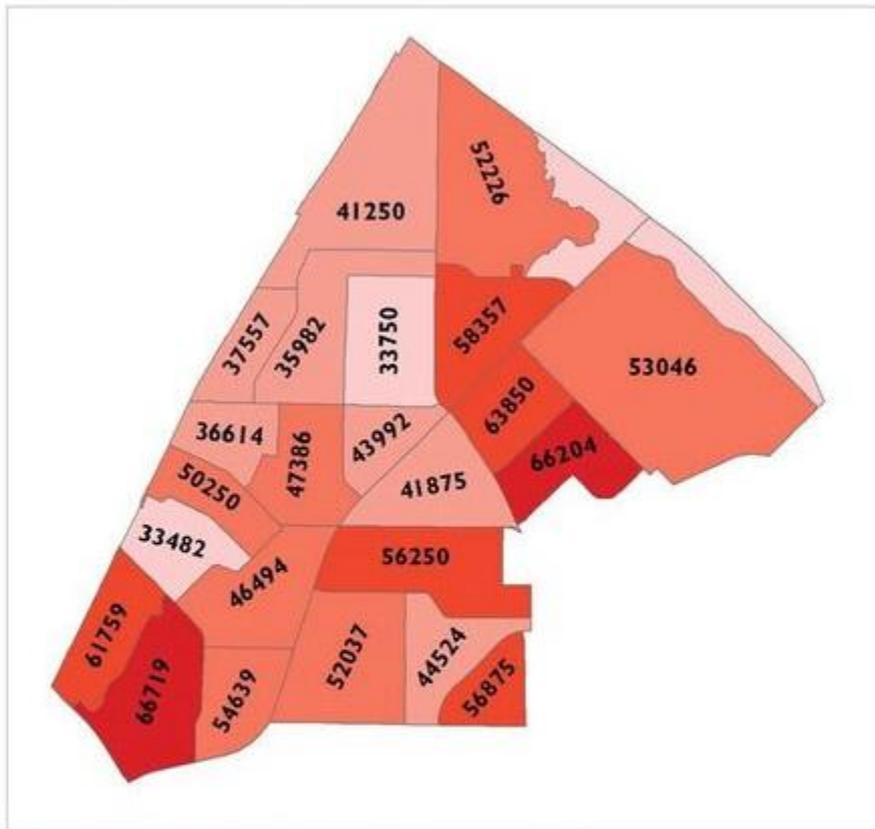
2016 Greater Casa View Area Land Use Study



All Area Plans

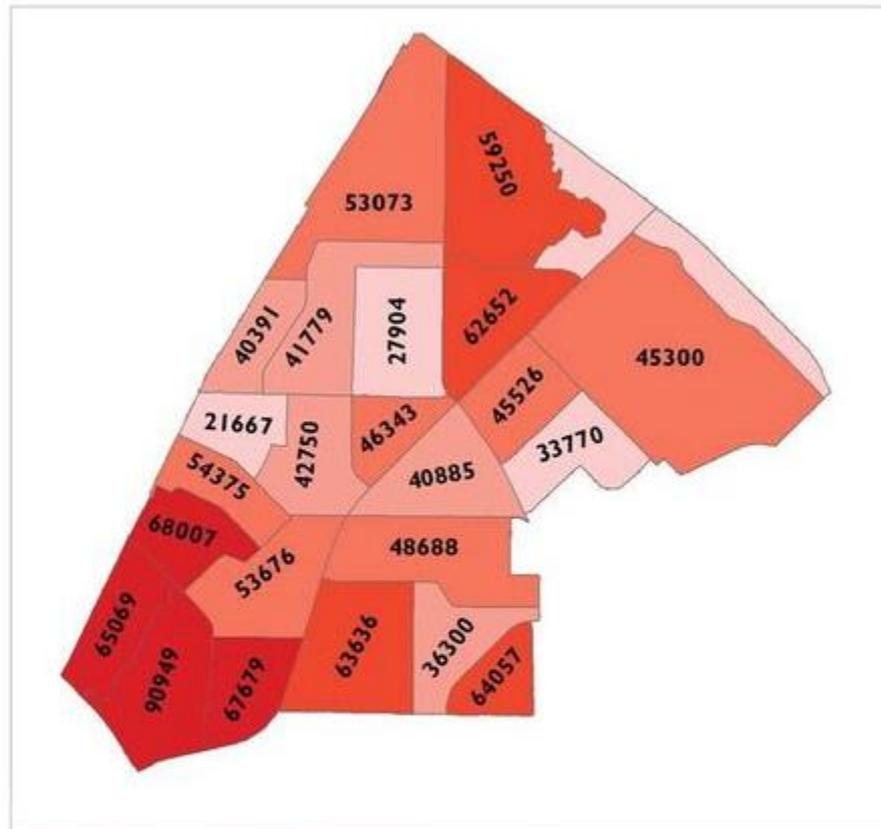


Demographic Data



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)



Key Focus Areas

Development Opportunities
Streetscape & Greenspace
Harry Stone Recreation Center
Gateways & Identity



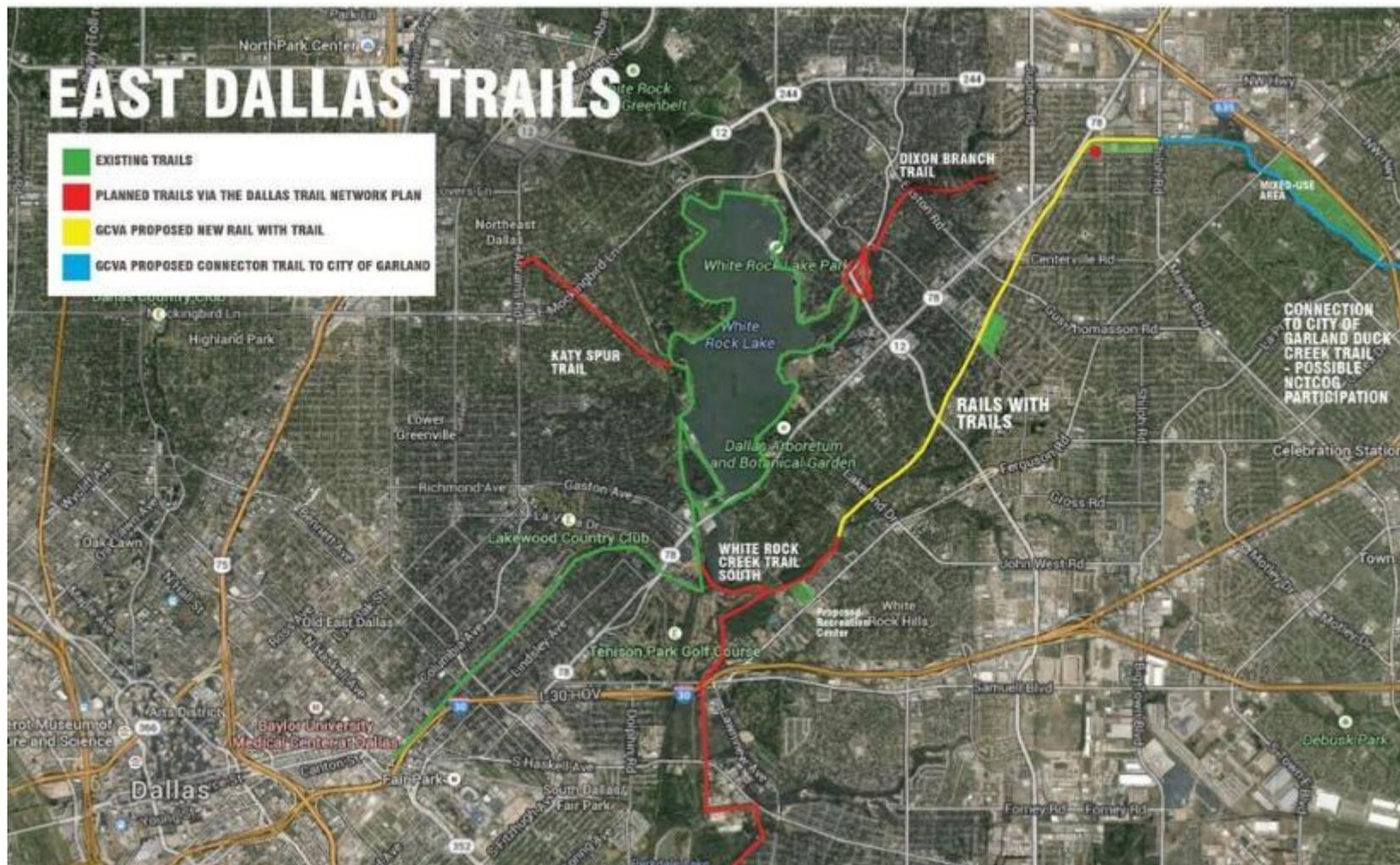
Ferguson Road, Buckner to 635
Greater Casa View Alliance



Shopping Center Redevelopment



Proposed Trail



Ferguson Road, Buckner to 635
Greater Casa View Alliance

Harry Stone Recreation Center



CASA VIEW

CASA VIEW

An architectural rendering of a modern building named 'CASA VIEW'. The building features a prominent sign with the name in large, red, illuminated letters. The facade is a mix of brick and light-colored panels. A large, covered walkway with a grid of columns and hanging lights runs along the front. In the foreground, a paved plaza with a striped crosswalk is populated with diverse people walking. A small sign with the name 'CASA VIEW' sits on a grassy area. To the right, there's an outdoor seating area with a yellow umbrella. The scene is set under a clear blue sky with some light clouds.

WHITE ROCK HILLS COMMUNITY RECREATION CENTER

“CENTER” UPDATE

Ed Snyder (5 min.)

**Economic Development Committee;
Phase One Update – Community Park
and Trail Connection,**

Young/Clayton (5 min.)

**Funding Strategy District 7 & 9
Joint Funding for Park on
2017 Bond Program**

Louise Elam, (5 min)

The Dallas Trail System

Bobbi Bilnoski, (15 min)

Community Input - Park Priorities

CENTER ECONOMIC DEVELOPMENT COMMITTEE

LEADERSHIP

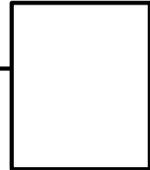


Ed Snyder,
Chairman
Attorney



Education

Susan Hopper, Ph.D.
Resident – Casa Linda Forest NA



Food Desert Representative

Urban Farm - TBD



Parks and Trails Representative

Daniel Ortman
Resident – Forest Hills HOA



Medical Desert Representative

William "Gerry" Jones, M.D.
Resident – Forest Hills HOA



Arts and Culture, Representative

Vikki J. Martin, MFA
Resident – Claremont Addition NA



Attorney/Advisor

Sara Albert, Agricultural and Food Law

Team members

- Sara Albert
- Bill Coleman
- Dick Gray
- Mike Gray
- Dawn Hipsh
- Chris Jackson
- Ethan Joubran
- Troy Schnizel
- Bobbi Bilnoski

City Liaison

- Louise Elam, DPARD
Asst. Director

Committee Liaisons

- Gary Lawler
- Nicole K. Miller
- Debbie Van Zant

“CENTER” UPDATE – PHASE ONE

- **Long-term goal** is to continue to plan and work toward the CENTER including an urban farm that will be integrated into the park.
- **Short-term goal** is planning, development and construction of park improvements for a First Phase that will enhance the community and encourage economic development.
- **District 7 (T. Young) and District 9 (M. Clayton) Council Members** committed that they will work together to contribute bond funds from the 2017 bond program toward this first phase that will not require private matching funds.
- **Hike and Bike Trail Improvements** - City staff and council members are exploring adding hike and bike trail improvements that would be funded by 2017 bond funds. This would connect FRI to the city’s trails.
- **DPARD will own and operate the CENTER.** No third party operator. However, the city is open to private programming operators for programs that are outside of the normal city park and recreation activities. These private operators will contract directly with the city to provide these programs.

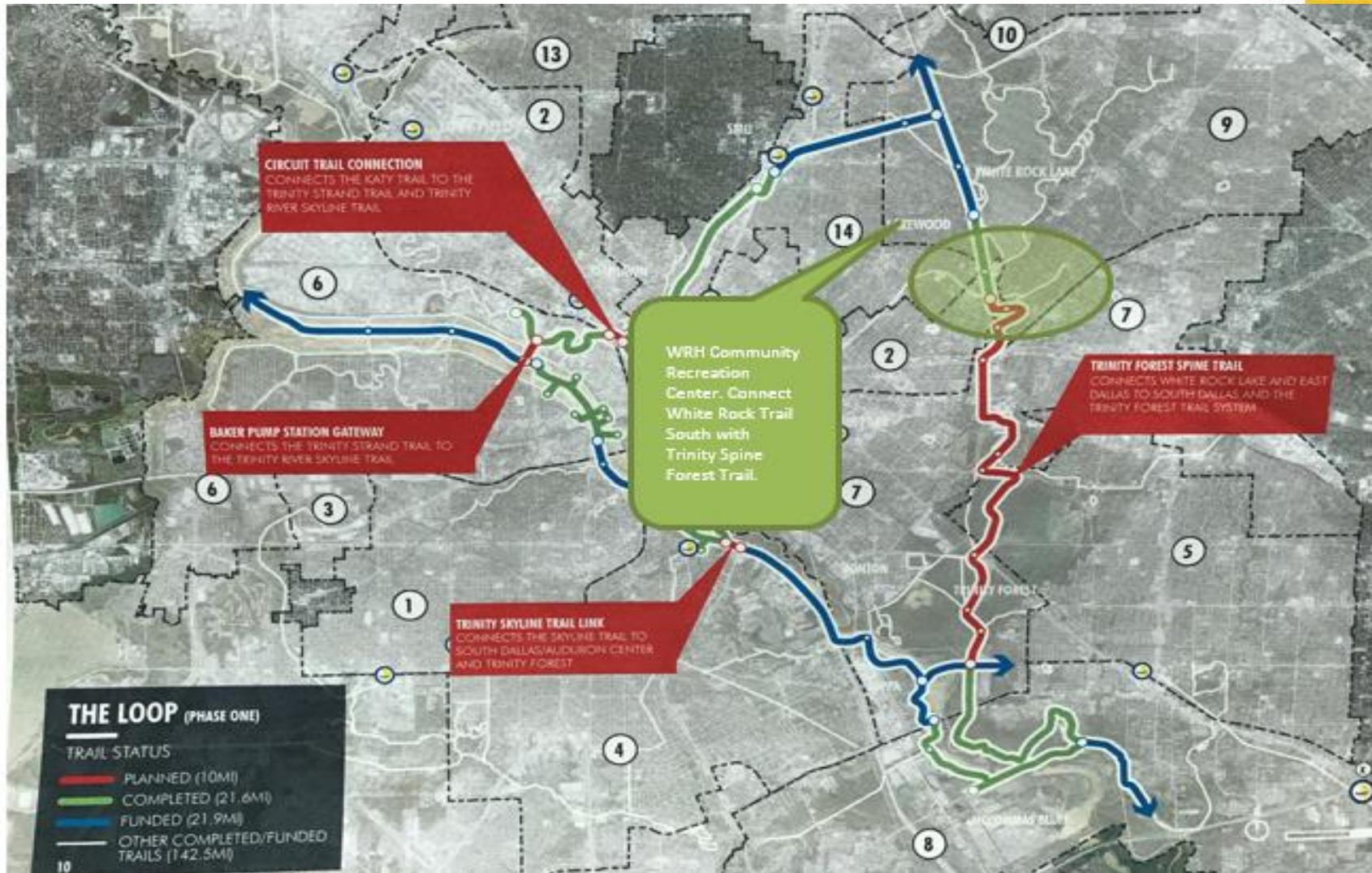
“CENTER” UPDATE – FUNDING

District 7 & 9 2017 Bond Program Requests

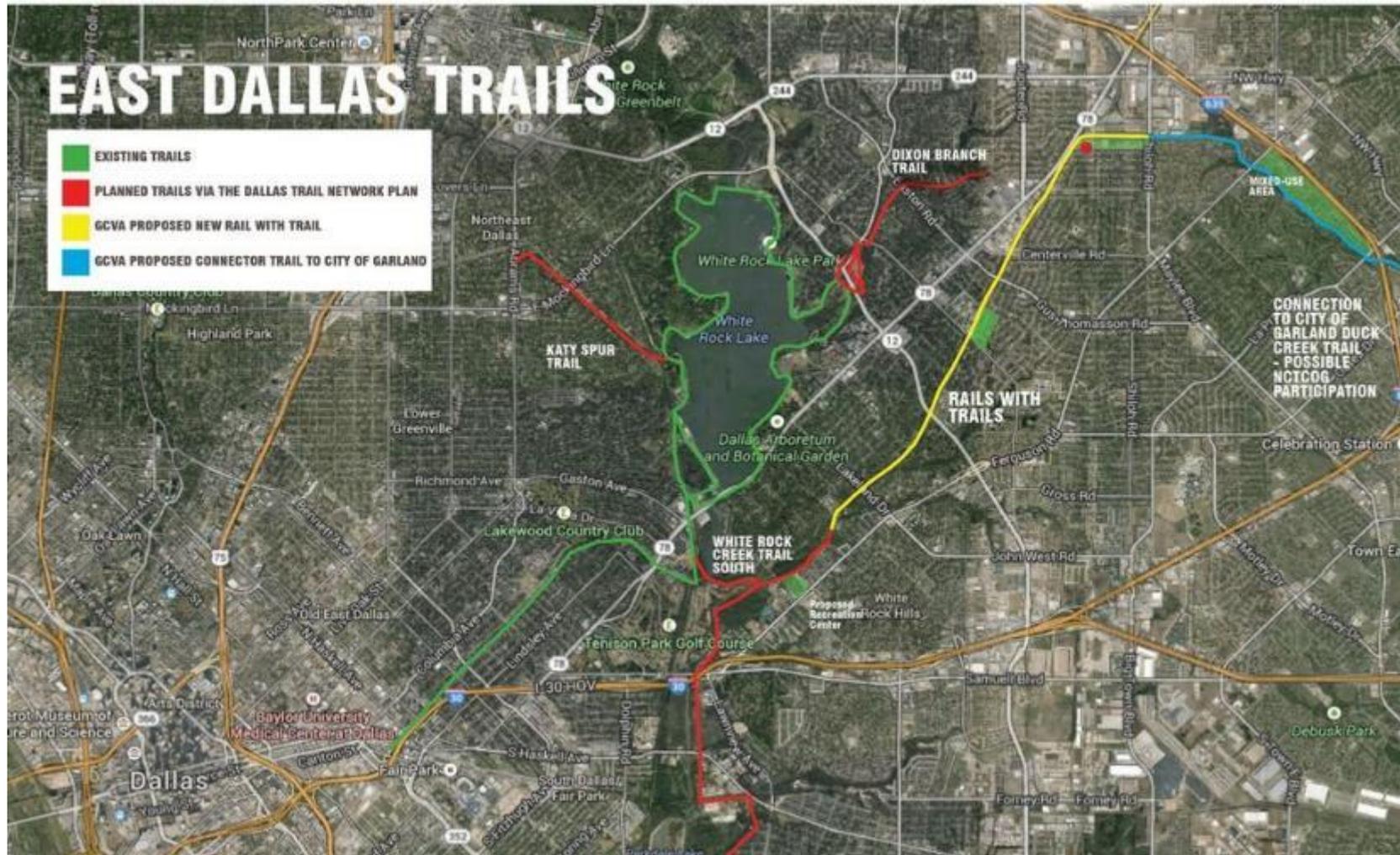
The \$5 million CENTER request with required match is off the table and will be replaced with:

- 1. Park Funding** - Joint Community Project of District 7 & 9 (including Master Plan Development and Construction)
- 2. CENTER Schematic Design Funding**
- 3. Trail Connection Land Acquisition Funding**
- 4. Park Site Plan Development Funding**

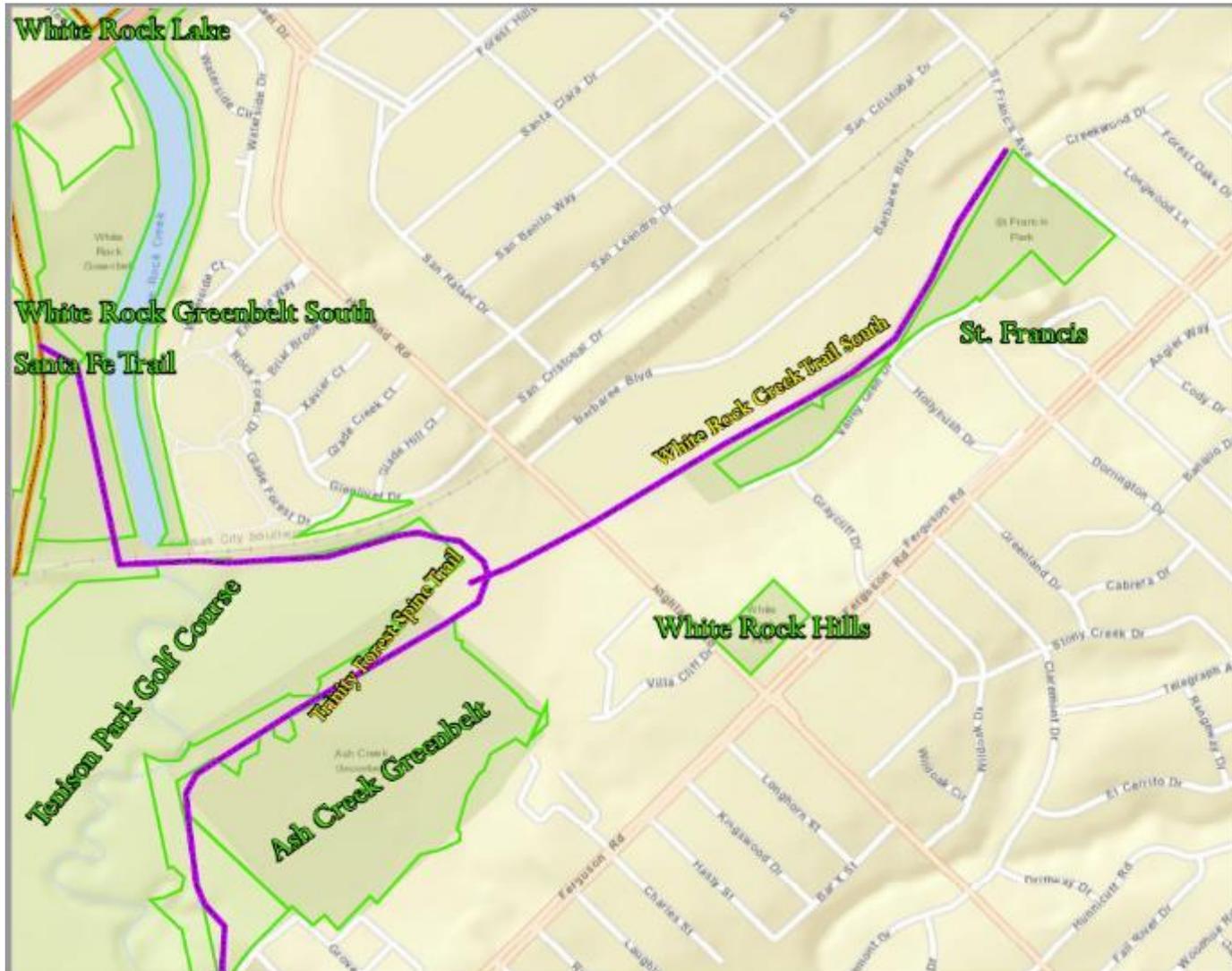
TRINITY RIVER TRAIL SYSTEM



CONNECTING FAR EAST DALLAS WITH THE TRAIL SYSTEM



CONNECTION TO FRI'S WHITE ROCK TRAIL SOUTH



COMMUNITY INPUT



Outdoor activities from previous community survey

- Exercise Stations
- Picnic Pavilion
- Picnic Area
- Walking Trail Loop within park site
- Basketball Court
- Sand Volleyball
- Playground
- Amphitheater
- Urban Farm
- Small Dog Park
- Skate Board Plaza
- Water Features
- Other

COMMUNITY INPUT

Community Priorities: Short-and-Long-Term



Short-term	Park Amenities	Vote	Ranking
	Walking Trail Loop with Exercise Stations within park site (1,500 linear feet)	37	1
	Amphitheater (longer-term)	26	2
	Playground	20	3
	Picnic Pavilions / Picnic Areas	17	4
	Small Dog Park	11	5
	Sand Volleyball	6	7
	Basketball Court	5	8

Long-term			
	Urban Farm (longer-term)	24	3

Total Estimate
\$2.3 million

OPERATION BEAUTIFICATION



FERGUSON ROAD INITIATIVE

ARE EXCITED TO ANNOUNCE



IN PARTNERSHIP WITH



MARCH 4TH • 9AM-NOON
WALGREENS

2301 LAKELAND @ FERGUSON

FOR MORE INFORMATION:

214.984.7787/214.324.5116

VOLUNTEER@FERGUSONROAD.ORG

SPONSORED BY



Representative
Eric Johnson
District 100



Council Member Mark
Clayton
City Council District 9



Council Member
Tiffinni A. Young
City Council District 7

WITH SUPPORT OF OUR FRIENDS



Ferguson Donuts

8537 FERGUSON RD





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