

# Neighborhood Plus



# Neighborhood Plus

- A citywide neighborhood revitalization strategy -

## Kimball Area Community Workshop



Freedom Missionary Baptist Church  
3715 S. Westmoreland  
Dallas, TX 75237

Saturday, April, 15, 2017  
10:00 AM - 12:00 PM

*Light refreshments will be served*

### Agenda:

- WELCOME - COUNCILMAN CASEY THOMAS
- COMMUNITY UPDATES
- WORKSHOP OVERVIEW - KAREN RILEY
- VISION | MARKETING | BRANDING ACTIVITY
- RESIDENT GROUP DISCUSSION
- NEXT STEPS
- ANNOUNCEMENTS | ADJOURN

QUESTIONS OR MORE INFORMATION CONTACT:  
KAREN.RILEY@DALLASCITYHALL.COM OR 214.671.8108

# Kiest Cliff Workshop Activity

At the last Kimball Area Neighborhood Plus meeting, attendees shared what you liked about living in Kimball and why you moved the area. That information was recorded and sent to you along with an invitation for today's meeting. I have also placed copies on each table.

Today's exercise involved creating an identity for Kimball that will then be translated into a vision and ultimately be used to brand and market the community.

# Six Strategic Goals



- Collective Impact Framework
- Alleviate Poverty
- Fight Blight
- Attract and Retain the Middle Class
- Expand Home-Ownership
- Enhance Rental Options

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## Kimball Area Notes April 15, 2017 Meeting Visioning Meeting

### WHAT IS THE REASON YOU MOVED TO THE KIMBALL AREA?

- Good Value in Housing
- Real Neighborhoods
- Custom Homes
- Safe Streets
- Diversity
- Close to / Centrally located
- Small town feeling
- Land/Trees/Topography
- Natural Beauty
- Quiet
- Affordable
- Large Lots
- Public Transportation
- Bedroom Community
- Curb Appeal
- Ranch Style Homes
- More Square Feet for your Money

### WHAT DO YOU LIKE ABOUT LIVING IN THE KIMBALL AREA?

- Quiet
- Peaceful
- Friendly
- Trees
- Diversity
- Lot Sizes
- Centrally located
- Potential for Growth (Commercial and Residential)
- History
- Character
- Beautiful Area
- Scenery
- DART Station
- Bedroom Community



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### WHAT UNIQUE ASSETS DO YOU WANT PRESERVED/PROTECTED IN THIS COMMUNITY?

- Preserve Open Space
- Homeownership
- Use of NextDoor
- Walkability
- Rural feel
- Sense of community and neighborhood
- Oak Cliff Nature Preserve
- Kiestwood Trail
- Trees
- Libraries
- Bring a large grocery retailer to the area

### WHAT CAN YOU DO AS AN INDIVIDUAL CITIZEN TO HELP PROTECT THE ASSETS IN THE KIMBALL AREA?

- Call in code issues
- Be involved
- Call police
- Build profile of ideal buyer.
- Help pay for the installation of street sign toppers
- Encourage neighborhood participation
- Resist shoddy developments
- Improve schools
- Engage with local churches and community leaders and groups
- Build strong neighborhood groups
- Build relationships with DPD
- Be willing to attend meetings
- Participate in community trash pick-up



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### BASED UPON THE ASSETS, CHALLENGES AND OPPORTUNITIES, WHAT SHOULD BE THE HIGHEST PRIORITY ITEMS THAT NEED TO BE ADDRESSED BY THIS PLANNING PROJECT?

- Upscale retail development
- Business code conference
- Branding/Marketing
- Community engagement
- Communication and accountability
- Bring events to Kiest Park
- Outdoor Yoga
- Spay and neuter event
- Family events
- DAS adoption
- Share events happening in the Kimball Area
- Share positive stories taking place in the Kimball Area (Don't want to be considered the "dangerous" part of Oak Cliff)
- Preserve residential parking with any new development
- Minimize dollar-type stores, payday lenders and new churches
- Limit Apartment and nonprofit developers that do not pay property taxes
- Remove barriers to homeownership
- Attract upper-income residents
- Enhance quality of new construction
- Land swaps with auto uses on Davis, Fort Worth Avenue, etc. to achieve area development goals
- Name of the area/Area identification
- Safety
- Quality of construction
- Home values
- Keep neighborhood clean
- Repair and maintain alleys and potholes
- Add lights
- Add street pole banners
- Positive PR campaign

### BASED ON YOUR ANSWERS ABOVE, CAN YOU DRAFT A VISION STATEMENT TO DESCRIBE THE FUTURE YOU WANT FOR THIS COMMUNITY?

- We the neighbors of \_\_\_\_\_, will work together to insure the quality, visibility and the future of our neighborhoods. We will take ownership through engagement and involvement to encourage quality development and attract neighborhood serving businesses and quality employment opportunities in surrounding areas.
- A vibrant and thriving community that is safe, well maintained, with excellent schools, well maintained infrastructure, diverse residents that are involved in community affairs.
- We want to be a vibrant, diverse community that is dedicated to improving the quality of life for residents by promoting:
  - Safety & cleanliness
  - Well maintained infrastructure
  - Quality housing
  - Excellent schools
  - Business developments
  - Employment opportunities



# Kimball Area Identity

- Keep Kimball Klean
- Kimball: *The Gem of Oak Cliff*
- Kimball Kares
- Kimball: *Keeps Getting Better*
- *Kimball: The Landscape of Oak Cliff*
- *Kimball: The “Eye” of Oak Cliff*
- *Kimball: The Beauty of Oak Cliff*
- *Kiest...*

# Next Steps

- I. At the next meeting, the reports will be tabulated and entered into a spreadsheet summary.
- II. At the next meeting, residents will begin to identify the rapid response action plan. And form working committees to address these issues with support of the City of Dallas team.

# Questions

