

# GREATER CASA VIEW AREA PLAN

PUBLIC WORKSHOP - JANUARY 11, 2013

OMNIPLAN  
ARCHITECTS

---



# MEETING AGENDA

Welcome

Introductions

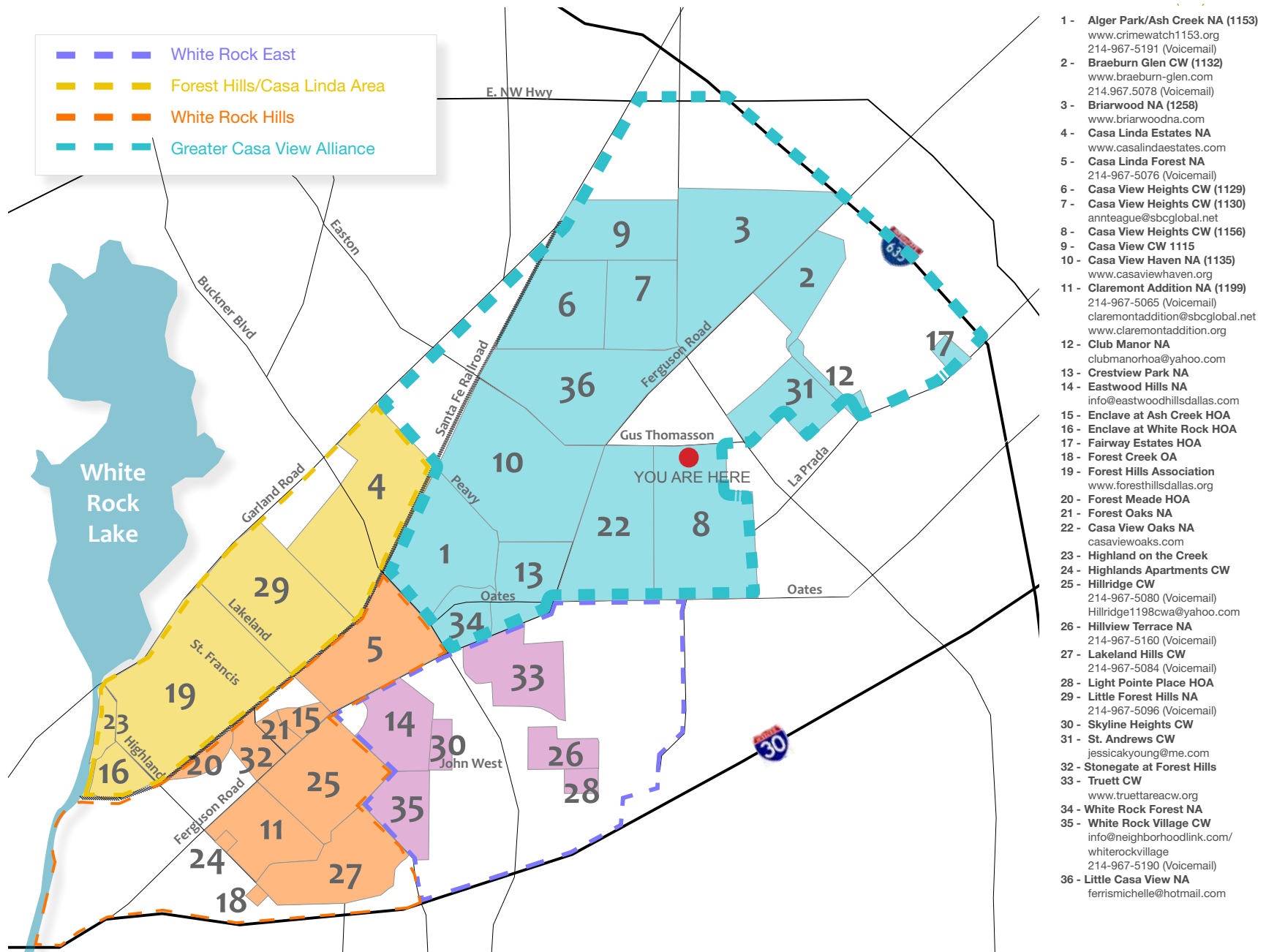
Opening Remarks

Greater Casa View Area Plan Presentation

Q&A

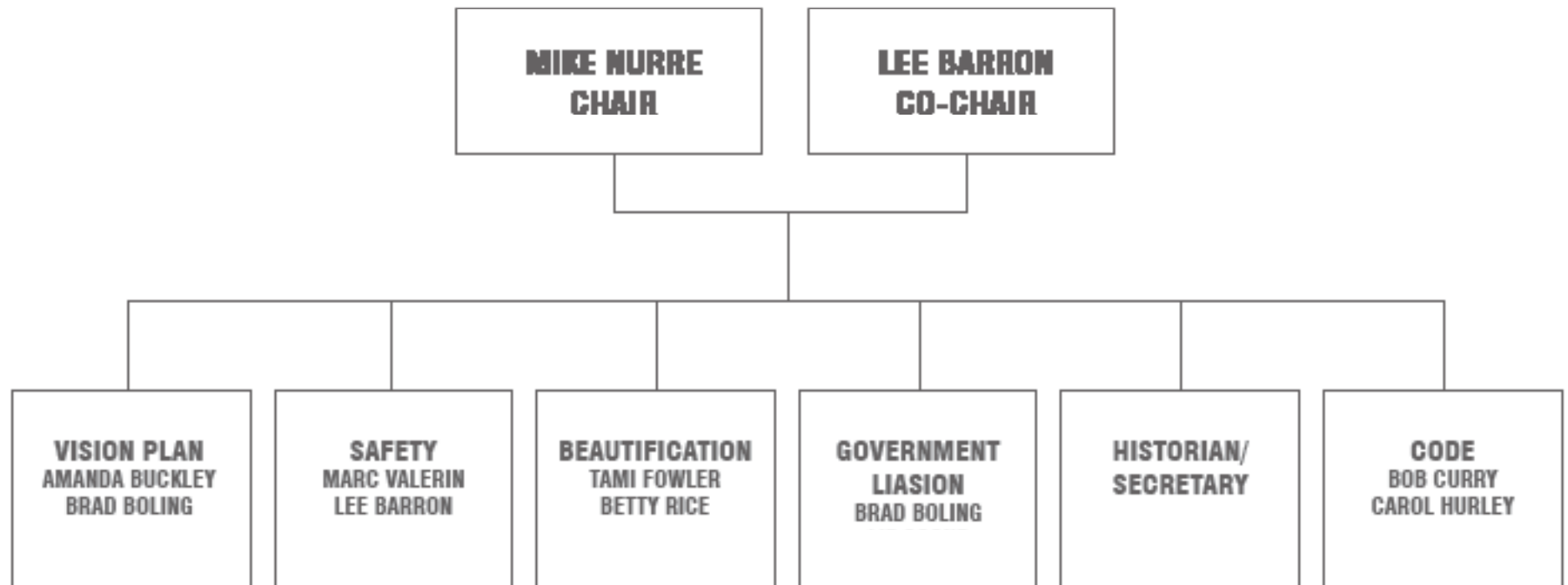
Closing Remarks

# WHO WE ARE

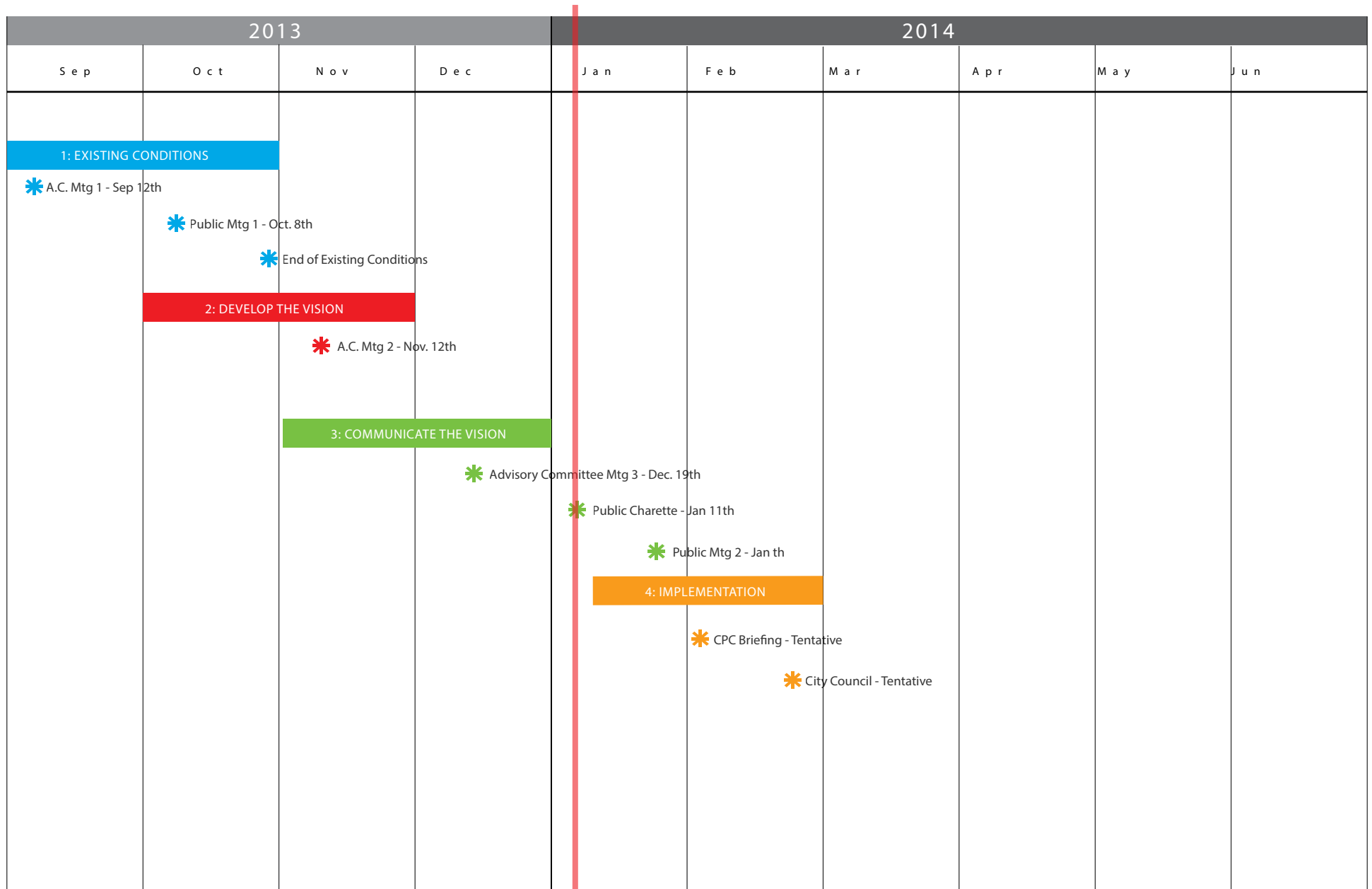


**Mission:**  
**Gathering Of Various Neighborhood Leaders Through Out The Area And  
That These Groups Have Been Regularly Involving Their Neighborhoods  
In The Progress Of This Vision**

**Meeting Agenda:**  
**Meetings Are Structured As Reports From Each Committee Chair**



# SCHEDULE



## EXISTING CONDITIONS OVERVIEW

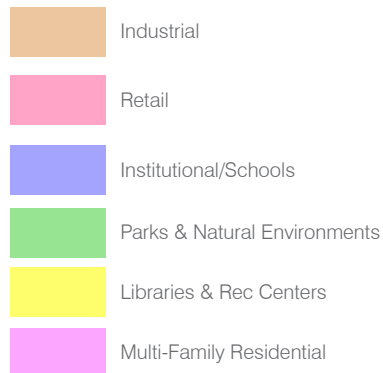




# EXISTING CONDITIONS

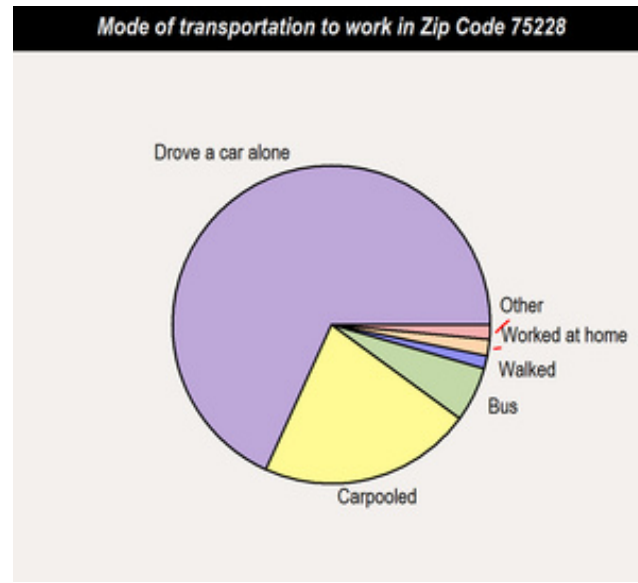
The proposed area is all of what is considered to be Greater Casa View. This area extends from Garland Road to Northwest Highway to I-635 to the City of Dallas/Mesquite city line to Oates to Ferguson to Buckner and back up to Garland Road.

The focus of this study is to improve the corridor within this area centralized around Ferguson Road. The stretch of Ferguson Road is approximately 3.5 miles long.



# EXISTING CONDITIONS - DEMOGRAPHICS

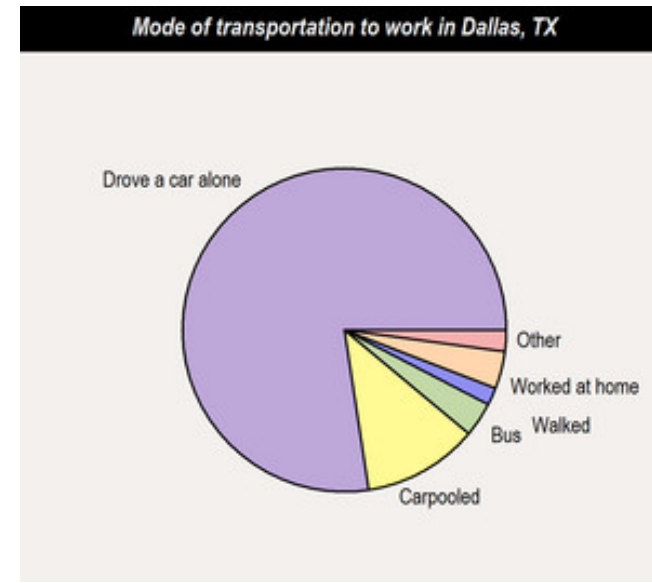
## GREATER CASA VIEW AREA



Means of transportation to work:

- **78%** Drove a car alone (22,493)
- **12%** Carpooled (3,457)
- **5%** Bus or trolley bus (1,305)
- **0.07%** Subway or elevated (21)
- **0.2%** Railroad (62)
- **0.03%** Taxi (9)
- **0.3%** Motorcycle (98)
- **1.4%** Walked (407)
- **1%** Other means (285)
- **2%** Worked at home (574)

## OVERALL CITY OF DALLAS



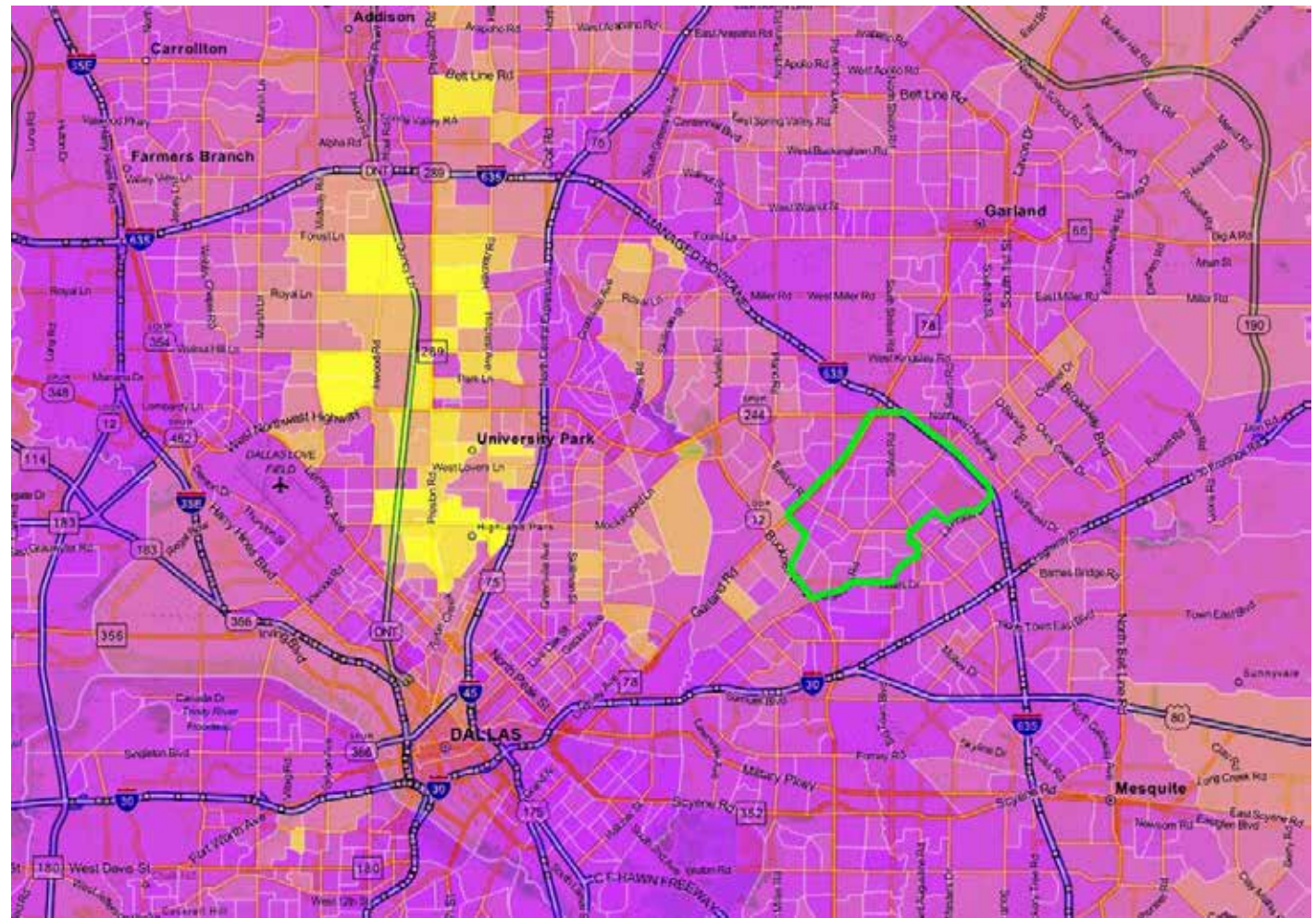
Information supplied by city-data.



## EXISTING CONDITIONS - DEMOGRAPHICS

Demographics as of 2011:

- Estimated Median Household Income: \$37,242
- Estimated median house/condo value: \$104,700
- Houses and Condos: 26,866
- Renter-occupied Apartments: 11,875
- City of Dallas Average Median Household income: \$40,585



Information supplied by city-data.

## MEETING RECAPS





# MEETING RECAP - TOWN HALL - JANUARY 18, 2011 & APRIL 4, 2011

## Main community priorities areas identified:

### 1. Development Opportunities

- Quality restaurants and grocery stores
- Diverse shopping, dining and entertainment options
- Work with shopping center owners on potential retail opportunities, improved amenities, and aesthetics
- Improved way finding - guidelines for area to create unique character
- Vacant Casa View library at great location
- Available land for green belt or parks
- Potential for Harry Stone Recreation Center expansion
- More community gathering spaces



### 2. Enhanced Mobility & Transportation

- Better and enhanced sidewalks
- Sidewalks too close to street, enhance walking experience by creating a more pedestrian friendly design
- Bus linkage to Casa View, improve community access
- Bus shelters unique to area
- Street signs more visible, enhanced, and organized
- Close link to the DART light rail
- Better wayfinding
- Too many unnecessary lanes
- Insufficient lighting that increases danger and lessens safety



### 3. Beautification

- Improve visual character of Ferguson Road
- Consistent beautification of road and sidewalks
- Gateways, create I-635 & Ferguson/Centerville Entry
- Neighborhood designations along Ferguson Road
- Signs/banners at gateways to Greater Casa View
- Underground power lines
- Keep area free of litter and pollution
- Stricter code compliance for retail and businesses



# MEETING RECAP - PUBLIC MEETING #1 - OCTOBER 8, 2013

## Main community priorities areas identified:

### 1. Public Concerns:

- Need for a Chamber of Commerce, potentially in former library
- How beneficial would Harry Stone expansion be and is it feasible? Several community groups could benefit from expansion (ie Girl and Boy Scouts)
- Desire for higher end retail, to bring up quality of neighborhood
- Need better community involvement from all demographics
- Is removing lanes from Ferguson a feasibility? How would this affect traffic
- Concern over older homes that need updating/upgrading. Are there grants or funds available from the city or potential developers?
- Desire to reuse old buildings and keep historic nature of neighborhood. Reflect current culture and heritage of community, while keeping Casa View unique.
- Concern over northern region and its need for redevelopment
- Desire to improve and beautify Casa View Shopping Center

**YOU'RE INVITED**  
**GREATER CASA VIEW AREA PLAN**  
**PUBLIC MEETING**



**OCTOBER 8, 2013**  
**7 P.M. TO 8 P.M.**  
**ST. PIUS CATHOLIC CHURCH**  
**3030 GUS THOMASSON RD**  
**DALLAS, TEXAS 75228**

QUESTIONS? CALL 214.240.3632

The Greater Casa View Alliance in partnership with the City of Dallas will host a public meeting to announce the kick-off of the Greater Casa View Area Plan.

At this meeting you will learn about an important planning effort for the future of this major corridor and surrounding influential areas extending from I-635 to Buckner Boulevard.

 **GREATER  
CASA  
VIEW  
ALLIANCE**

## PROJECT VISIONING AND FOCUS AREAS: GATEWAYS





# PROJECT VISIONING AND FOCUS AREAS - GATEWAYS

## Primary Node - Casa View Shopping Center

- Make this node pedestrian friendly
- Enhance the original architecture and culture
- Encourage new businesses to open in this center

## Secondary Nodes

- Shiloh & Ferguson
- Oates & Ferguson

## Entry Nodes

- Buckner & Ferguson
- I-635 & Ferguson



## PROJECT VISIONING AND FOCUS AREAS - GATEWAYS

### ADDITION OF MONUMENT SIGNAGE

Responsibility of Individual/Group to Coordinate, Implement & Maintain  
Needs City Approval for Right of Way Issues



PROPOSED MONUMENT LOCATION

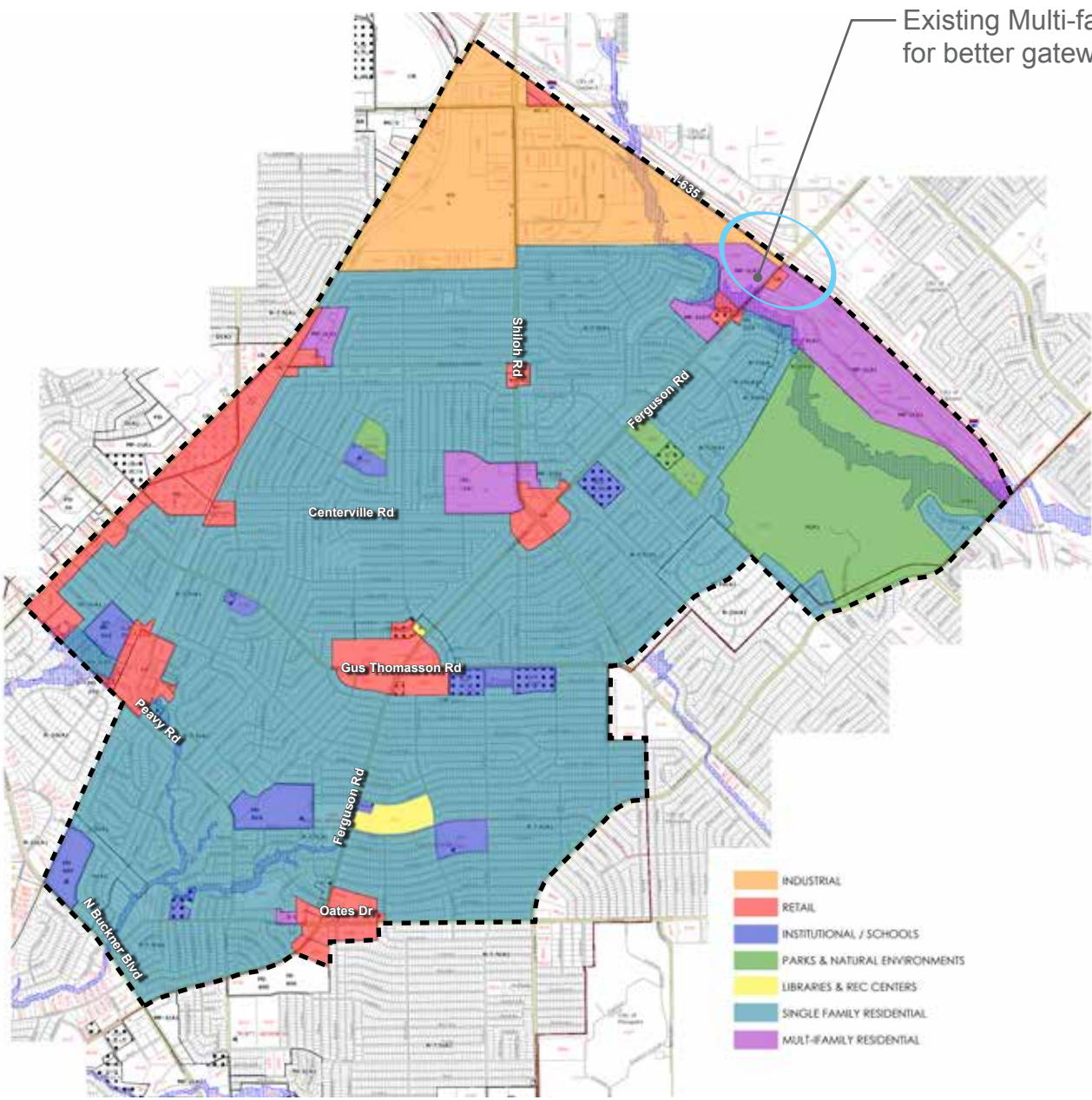
---

## PROJECT VISIONING AND FOCUS AREAS: NORTHERN REGION



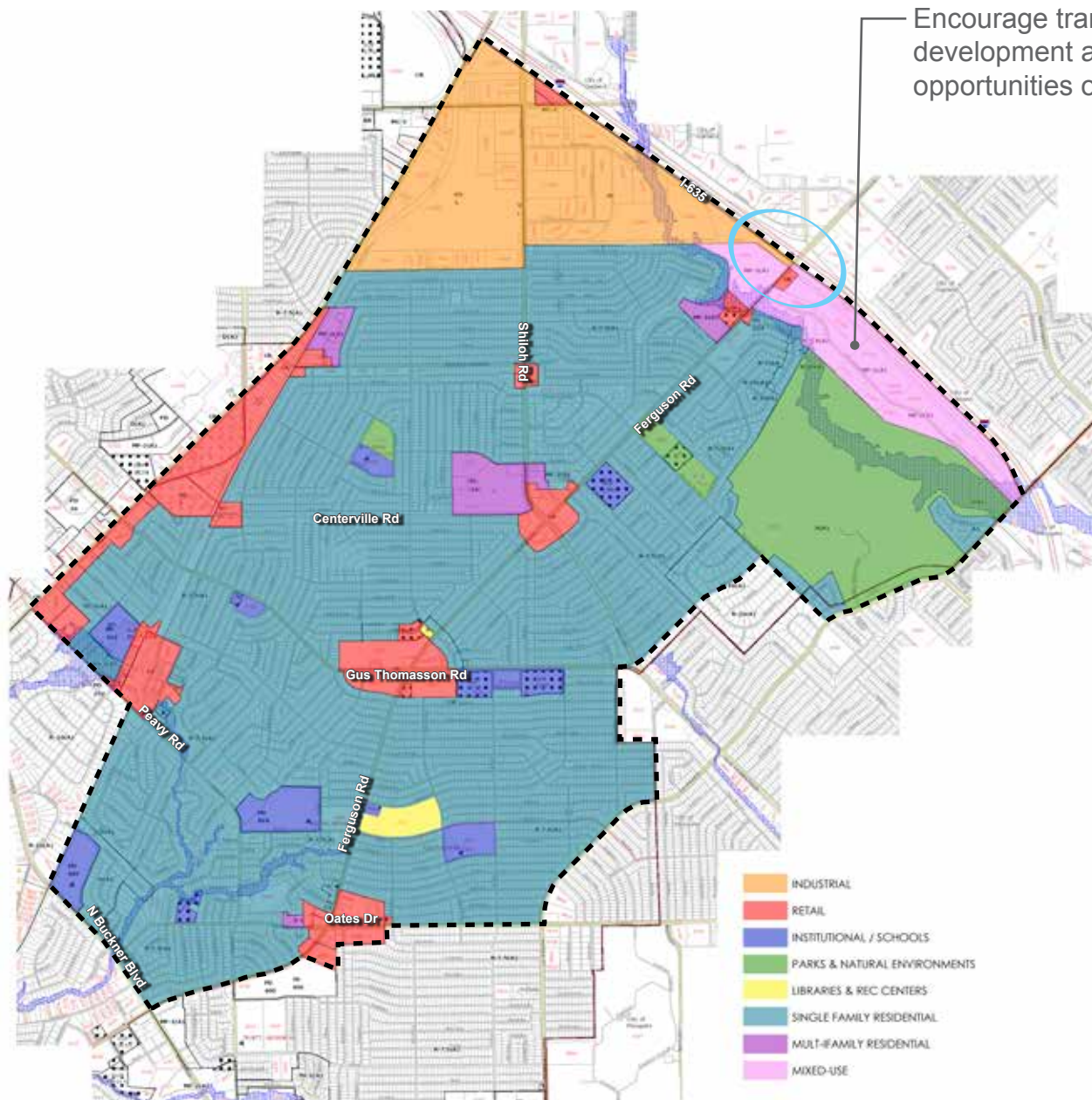


# PROJECT VISIONING AND FOCUS AREAS - NORTH ENTRY





# PROJECT VISIONING AND FOCUS AREAS - NORTH ENTRY

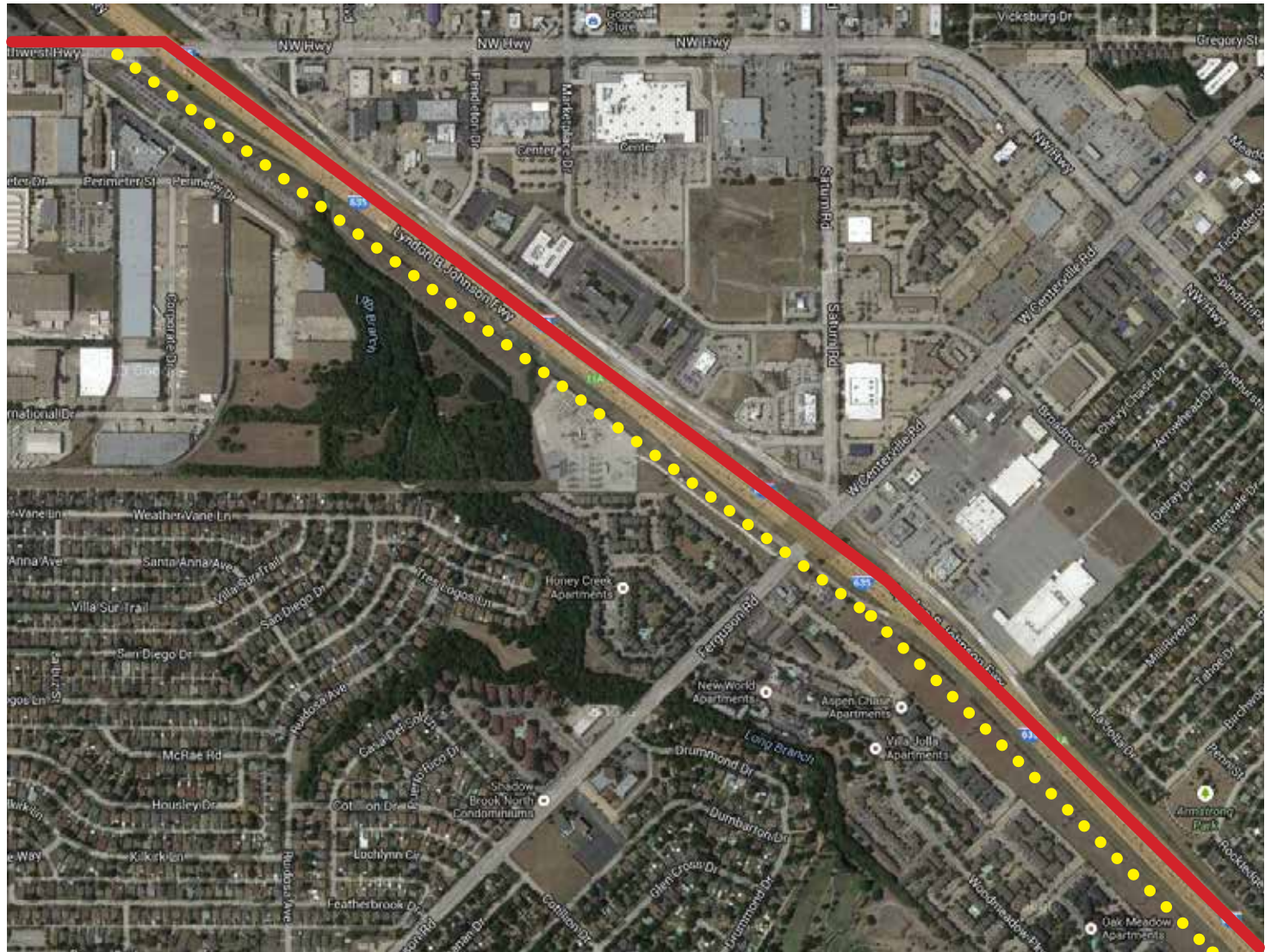




## PROJECT VISIONING AND FOCUS AREAS - FRONTAGE ROAD

## Adding frontage road along 635\*

- Would propose for future TXDOT plans for 635
- In conjunction with Centerville Marketplace plans
- Planning for updated interstate design
- Allows connectivity along Freeway



---

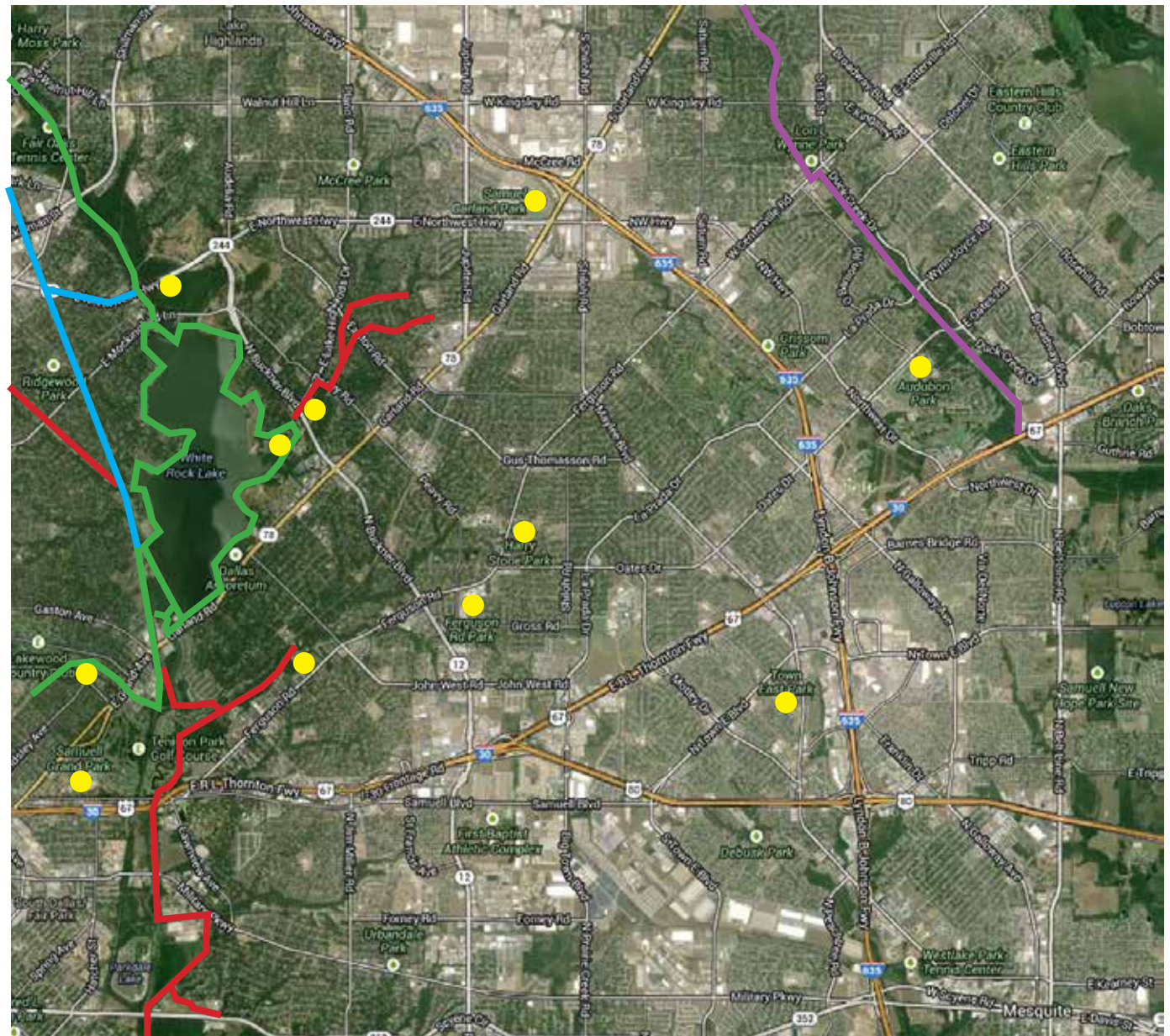
## PROJECT VISIONING AND FOCUS AREAS: STREETSCAPE





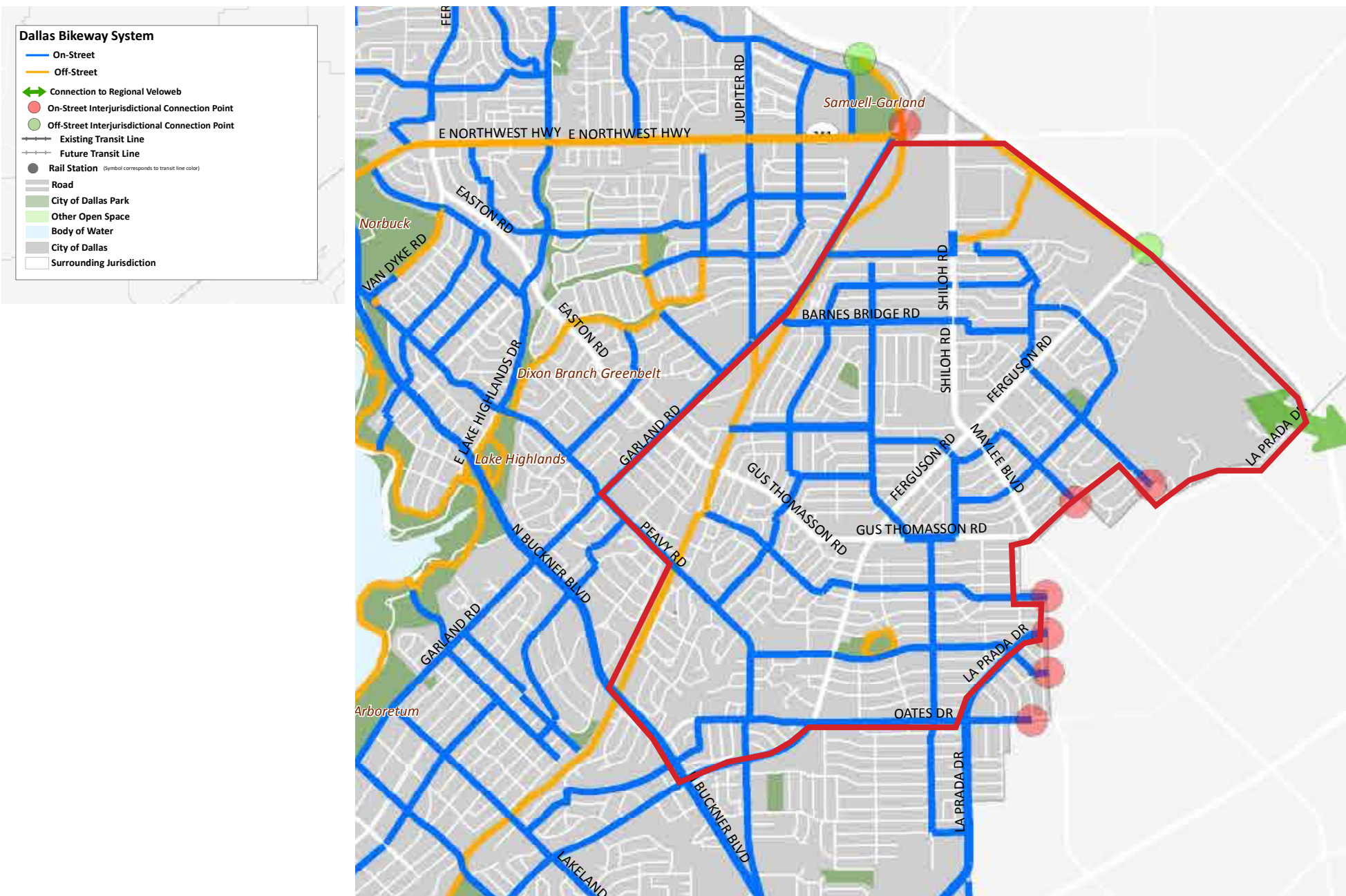
# PROJECT VISIONING AND FOCUS AREAS - STREETSCAPE - BICYCLE TRAILS

- CoD Existing Trail
- CoD Programmed/Funded Trail
- CoD Proposed Trail
- City of Garland Proposed Bikeways
- Existing Larger Parks





# PROJECT VISIONING AND FOCUS AREAS - DALLAS BIKEWAY SYSTEM



## PROJECT VISIONING AND FOCUS AREAS - STREETScape - GOAT TRAILS

---



South Bound Ferguson at I-635



## PROJECT VISIONING AND FOCUS AREAS - STREETScape - GOAT TRAILS

---



North Bound Ferguson from Peavy to Oates (Bishop Lynch Corridor)

## PROJECT VISIONING AND FOCUS AREAS - STREETScape - GOAT TRAILS

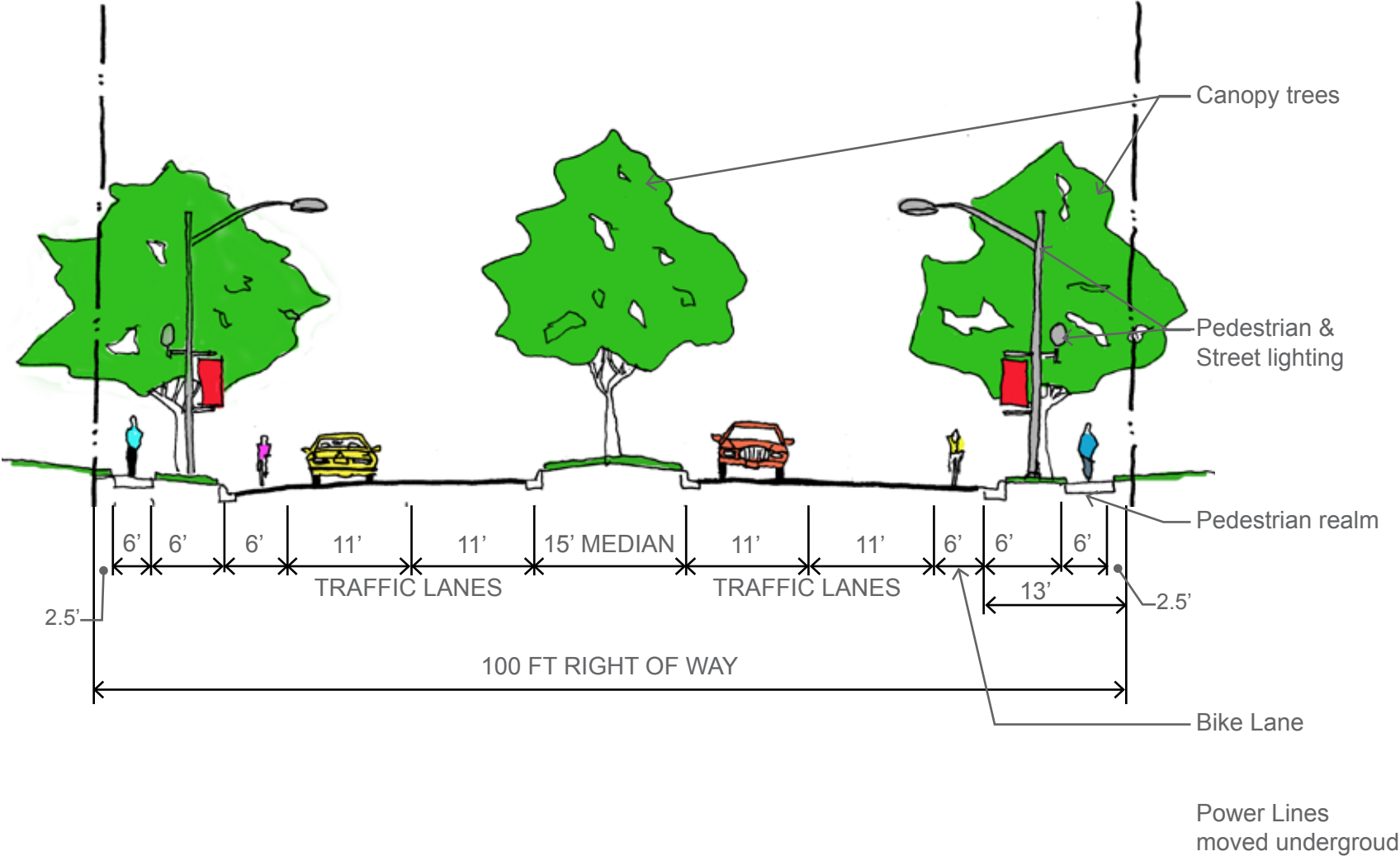
---



North Bound Ferguson from Buckner to Peavy



# PROJECT VISIONING AND FOCUS AREAS - PROPOSED STREETScape



# PROJECT VISIONING AND FOCUS AREAS - STREETScape



EXISTING



## PROJECT VISIONING AND FOCUS AREAS - STREETSCAPE

### **Proposed Changes Might Include:**

**Improved Hardscaping**

**Addition of Bicycle Lane (not currently on Dallas Bike Plan)**

**Renovation of Library to a “Destination”**

**Addition of Trees & Landscaping**

**Widening Sidewalks**

**Potential Connectivity to Trail System**



**PROPOSED**  
SUBJECT TO CITY REVIEW

GREATER CASA VIEW AREA PLAN

1.11.14

OMNIPLAN  
ARCHITECTS

GREATER  
CASA  
VIEW  
ALLIANCE



---

## PROJECT VISIONING AND FOCUS AREAS: HARRY STONE RECREATION CENTER





## EXISTING RECREATION CENTERS AND AREAS OF INFLUENCE

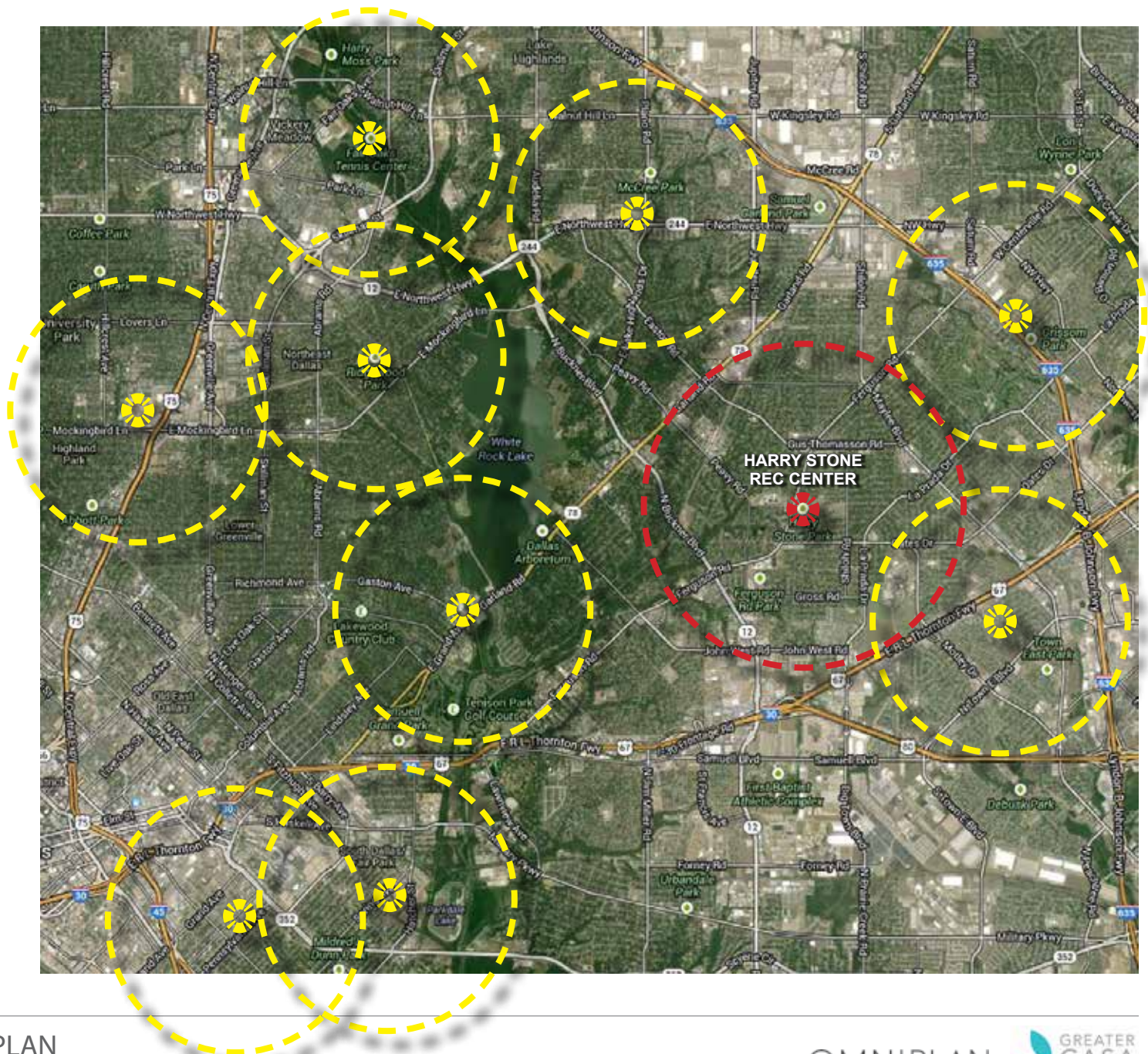
Harry Stone Recreation  
center with estimated  
1/2 miles radius



## EXISTING RECREATION CENTERS AND AREAS OF INFLUENCE

Existing recreation center locations throughout east Dallas and their estimated areas of influence

Harry Stone Recreation center estimated area of influence with expansion





# PROJECT VISIONING AND FOCUS AREAS - HARRY STONE RECREATION CENTER

Existing Site - 809,780 SQ FT





# PROJECT VISIONING AND FOCUS AREAS - HARRY STONE RECREATION CENTER

Expansion - 40,000 SQ FT





---

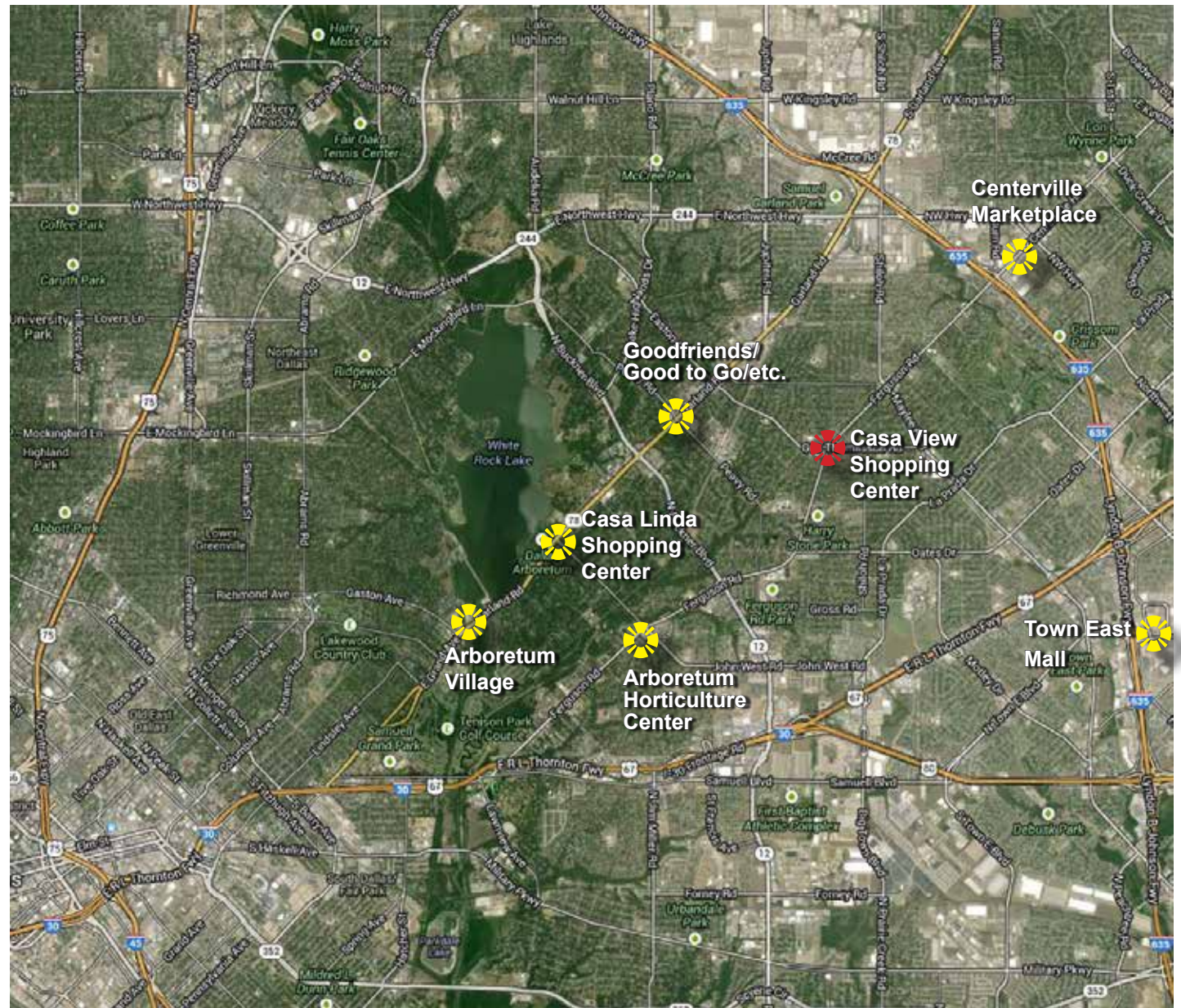
## PROJECT VISIONING AND FOCUS AREAS: CASA VIEW SHOPPING CENTER





# PROJECT VISIONING AND FOCUS AREAS - SHOPPING CENTERS

Neighborhood shopping center precedents





# PROJECT VISIONING AND FOCUS AREAS - CASA LINDA PLAZA



www.amreit.com

## Demographics (2013)

	1- Mile	3- Mile	5- Mile
Population	9,606	123,569	387,423
Daytime Population	3,965	26,952	149,114
Households	4,747	48,820	152,910
Avg HH Income	\$79,545	\$72,549	\$66,744

## Traffic Counts (cpd)

N. Buckner Blvd.	71,000
Garland Rd (Hwy 78)	67,000



Disclaimer: The property is subject to prior sale, lease or refinancing, change in price, lease, rental or other condition, corrections, error, or removal from the market without notice. All information contained in this presentation, while based upon information supplied by sources deemed to be reliable, is not, in any way warranted or guaranteed, either expressed or implied by AmREIT and its affiliates herein should be verified to the satisfaction of the relying thereon.



# PROJECT VISIONING AND FOCUS AREAS - TOWN EAST MALL

## TOWN EAST MALL

### Mesquite, TX (Dallas)

1,250,000 SF

#### Location:

Interstate 635 and Town East Boulevard  
longitude -96.623868, latitude 32.807634

#### Anchors:

Dillard's, jcpenny, Macy's, Sears

#### 2013 Demographics

	3 mile	5 mile	10 mile	Trade Area
Population	108,471	306,504	971,691	1,005,186
Average HH Income	\$56,607	\$56,198	\$64,665	\$62,809
Total Employment	40,246	90,913	341,553	





# PROJECT VISIONING AND FOCUS AREAS - SHOPPING CENTERS

Casa View's Shopping Center potential areas of influence

Population

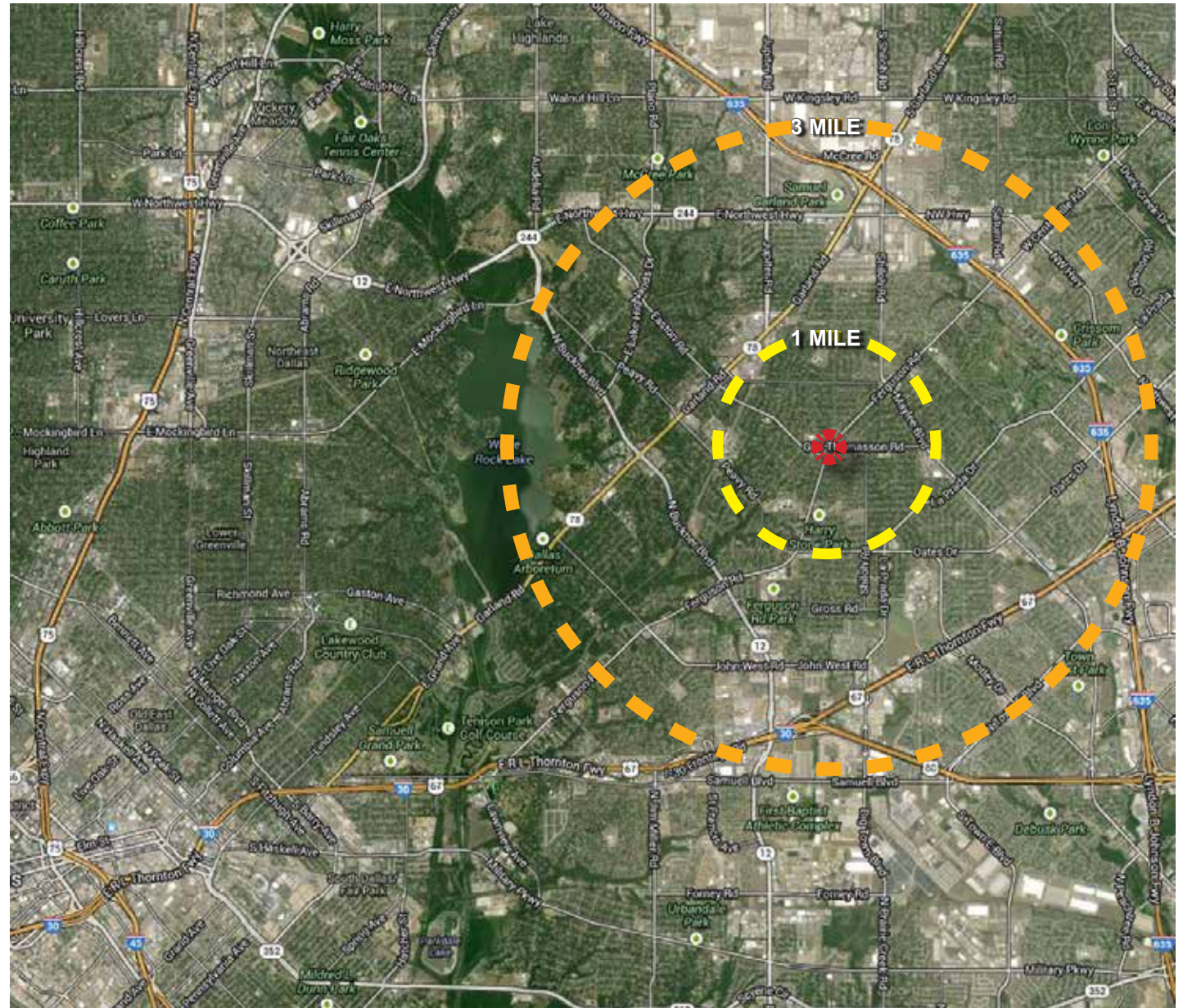
1 Mile radius: 20,000

3 Mile radius: 90,000

Average Income

1 Mile radius: \$53,000

3 Mile radius: \$57,000



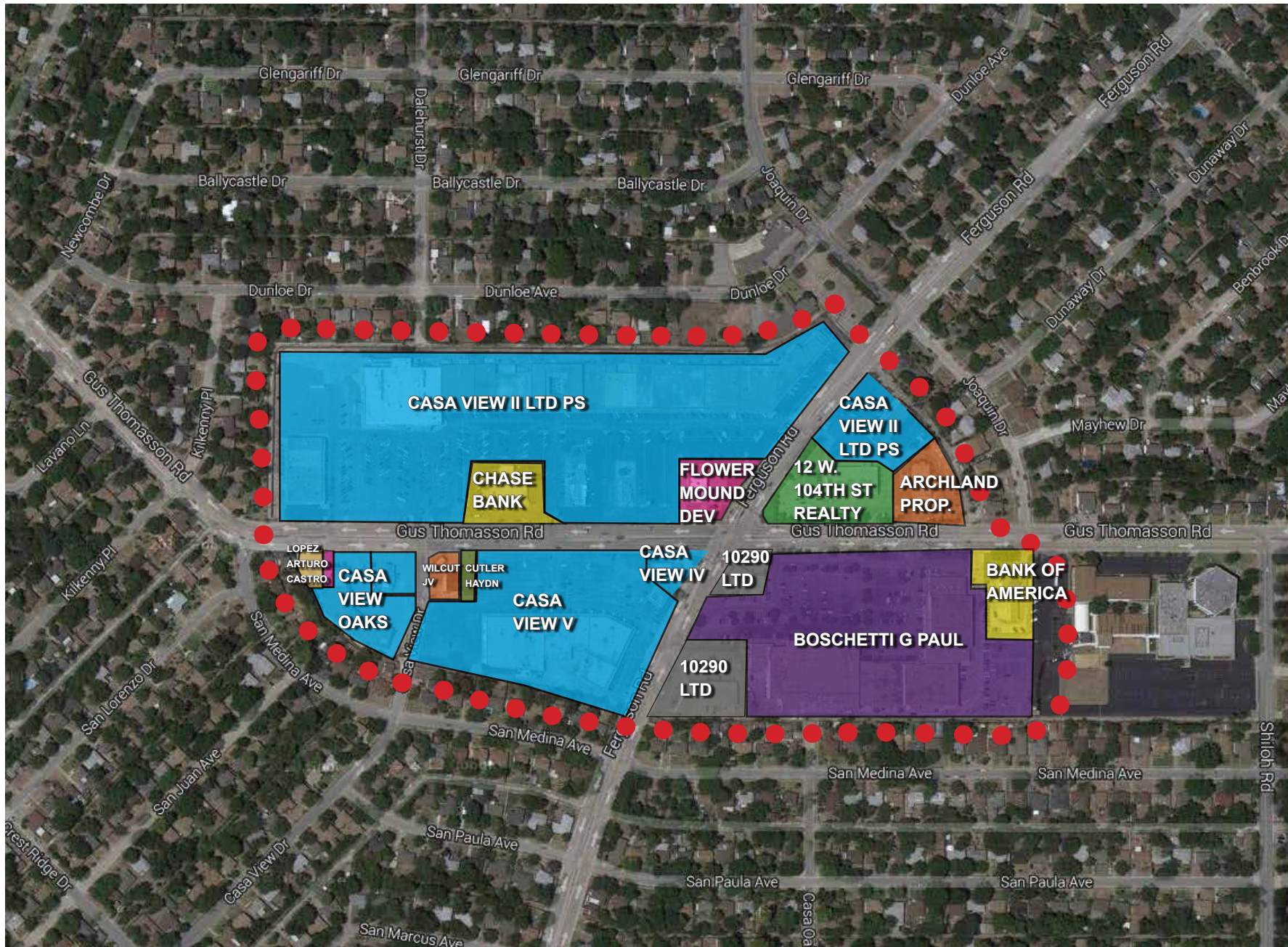
These numbers are general estimates based on City-Data information.





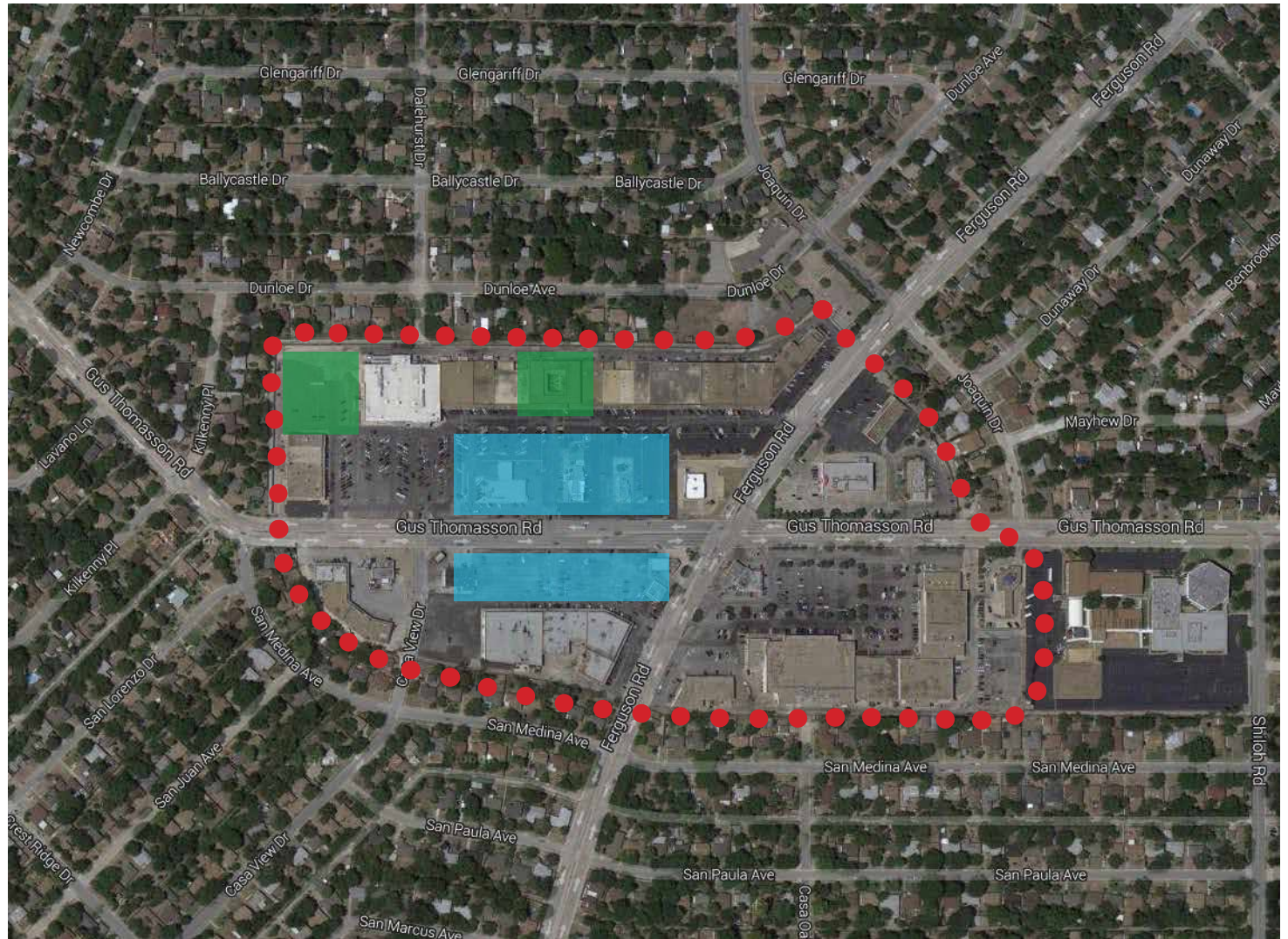


# PROJECT VISIONING AND FOCUS AREAS - CASA VIEW SHOPPING CENTER





**SMALL FORMAT BOWLING  
EMERGING ARTISTS  
INCUBATOR RESTAURANTS  
CHURCHES**





# PROJECT VISIONING AND FOCUS AREAS - CASA VIEW SHOPPING CENTER

---

Potential new features to shopping center





# QUESTION & ANSWER

