



The purpose of this section is to provide direction for implementation of the area plan and for continued involvement in monitoring progress in the study area. This 2-Points to White Rock East Area Plan is intended to serve as the one of the City's **guides**, in conjunction with related City plans and reports, to help guide city staff, elected and appointed officials, and citizens in making decisions about land use, transportation, economic development and infrastructure improvements that will aid, not hinder, much needed improvements in this part of Dallas. There are relatively few large infrastructure projects, but they will need to be factored into the City's budget and planning processes.

For the citizens in the study area, this plan is their **handbook** to understand and support programs and improvements to White Rock East. Particularly in the Quality of Life section, there are many measures that do not require direct action or initiation by the City, only responsiveness and support.

Plan implementation includes the use of the both the broad and more specific policies detailed in *forwardDallas!*, along with the recommended implementation measures stated herein, as a general guide for decision-making in zoning and development cases as delineated in the Development Code.

Commitment to Implementation

Perhaps the most important method of implementing the Area Plan comes from the on-going commitment by elected and appointed officials, city staff members, and citizens to use the Plan. It must be understood as a useful and capable tool to direct the City's future. The policies of *forward Dallas!*, the City's comprehensive plan, along with the measures outlined in this document, should be available for ready reference for all development cases and construction projects. This Plan should be cross referenced in other planning studies and zoning case reports and used in informal discussions in the local community. High visibility and citizen monitoring will make the plan a successful, dynamic, and powerful tool for guiding the future growth in the study area.

Implementation measures, another name for actions, were developed in concert with vision and goals described in each of the plan elements. These are specific steps that are recommended to better implement the plan. Each of the measures should be considered in context and within budgetary constraints. Some proposed measures may identify the need for a specific study, or call for actions, such as the formation of a new committee.

Responsibility for Implementation

The responsibilities for actually initiating and monitoring the vision, goals, and implementation measures of the Plan are multi-tiered.

- **Citizens** are responsible for bringing forward issues, concerns and problems to the attention of the City staff. They are also responsible for monitoring planning and related problems that affects their immediate community as well as the City as a whole.
- **City Staff** should review all the development issues associated with zoning and land use for compliance with the Area Plan. Recommendations for consideration of area needs based on citywide technical criteria should be the rationale for staff recommendation of projects to be included in budgets and bond elections.
- **City Plan Commission** should be informed as to the existence of the Plan and reference it as a tool for decision making for growth and development to assure that new development and redevelopment are in accordance with the community needs.

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- **City Council** should consider the recommendations of the Plan in conjunction with other relevant adopted citywide and area plans in the approval or denial of development cases and in yearly budgetary considerations and bond projects.

Updates to the Area Plan

Circumstances will continue to change and the 2-Points to White Rock East Area Plan will require modifications and refinements to continue to be useful. Some of its recommendations will be found unworkable and other solutions will continue to emerge. Needed refinements and changes should be carefully noted and thoroughly considered. As change occurs, however, the consensus visions should remain the central theme and provide a unifying element.

Advisory Committee Participation in Continued Planning

The Advisory Committee, citizens who shared in developing the Plan's visions and implementation actions, who participated in public meetings and almost monthly committee meetings are fully vested in seeing that progress comes to this part of Dallas. The many ideas and comments contributed by citizens during the Plan's development were incorporated and shaped the resulting goals and recommendations. These engaged citizens (and many others) should continue to be involved in implementation and maintenance of this Plan. They should be advocates as well as watchdogs for the Area Plan over the long term. This Plan is their handbook to bring the desired future for White Rock East

Implementation Measures

A series of proposed implementation measures (actions) were developed after reviewing the vision and goals described in the plan elements. These are desired actions identified through this community-led planning effort. Some measures call for a specific project or action. Some may identify the need for a specific study. Some are "quick fixes". Some require major investment. In addition to "new" initiatives, some support the continuation of ongoing City policies and programs that are needed to enhance what is already on the ground.

The Implementation Measures that are at the top of the list for on-going, immediate and short term action are:

- Walkability Survey/Sidewalk inventory
- Improved traffic signalization and crosswalks at Buckner and John West and Buckner at Peavy
- Continuous school zone adjacent to Bishop Lynch and Truett Elementary
- Sidewalk construction or improvements on major streets (Ferguson Road, La Prada, Buckner)
- Consideration of zoning changes in Regional Retail and Limited Office districts to revitalize both retail and residential areas.
- Classroom wing for Truett Elementary School
- TxDOT improvements to appearance on Buckner at IH 30
- Lakeland at Ferguson Streetscape improvements (in current NIL)
- Petition for stop signs on Gross at Rustown
- Economic Redevelopment Plan for North Buckner beginning with a market study.

Implementation Table

This extensive table was created to put all the **goals and implementation measures** in one place. It is the combined list of goals and implementation measures that are intended to move the community forward. While the proposed implementation measures (actions) are guides, they can be a powerful influence on zoning decisions, redevelopment and public projects. In addition to the goals and measures, the suggested responsibilities for each measure are identified as well as the status in the Needs Inventory List (NIL). The chart below is the key to Implementation **Table IM1**.

Key for Implementation Table		
Short	0 to 3 years	S
Medium	3 to 10 years	M
Long	10 to 15 years+	L
Ongoing	Current and continuing	O
Needs Inventory List	2012 List	✓
Needs Inventory List	Proposed Future List	★

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Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
Land Use				
Goal LU.1: Land use and zoning that preserves and protects existing stable neighborhoods to be safe, livable and walkable.	LU.1.1: Consider the Building Blocks as land use guidelines for zoning changes desired by area residents.	Current Planning/Strategic Planning	O	
	LU.1.2: Consider the recommendations outlined in the Strategic Opportunity Areas in zoning cases and public improvements.	Current Planning/Strategic Planning	M	
	LU.1.3: Encourage redevelopment with townhomes and cluster homes for lower density in lieu of multi-family when there is site redevelopment.	Housing/Habitat for Humanity/Economic Development	S	
	LU.1.4: Ensure code compliance in the existing more densely populated areas as well as the residential areas.	Citizens/Code Compliance	O	
	LU.1.5: Solicit more direct input from the residents for changes in development and zoning on an ongoing basis.	Citizens/FRI/Elected and Appointed Officials	O	
	LU.1.6: Add accessory dwelling units to zoning districts to allow secondary rental residential units as a permitted or specific use.	Elected and Appointed Officials	M	
Goal LU.2: Appropriate zoning for commercial areas that best addresses the community's needs and desires along major thoroughfares and at strategic intersections.	LU.2.1: Consider more urban types of development along major thoroughfares as identified in form-based zoning districts.	Elected and Appointed Officials/Citizens/Property Owners	M	
	LU.2.2: Identify and pursue removal of problem uses and structures that may be nonconforming or illegal.	Citizens/Code Compliance/Community Prosecutor/City Attorney	O	
	LU.2.3: Implement the uses and zoning districts that are desired and/or needed in the community and apply Building Blocks.	Strategic Planning/Current Planning/Elected and Appointed Officials/Citizens	S	
	LU.2.4: Promote desirable infill through rezoning, expedited permitting and incentives.	Elected and Appointed Officials/ Building Official/Economic Development	O	
	LU.2.5: Solicit repurposing of existing under-performing retail development through public/private partnerships.	The Real Estate Council/ Economic Development/ FRI/Citizens/Developers	S	



Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
<p>Goal LU.3: Appropriate zoning for residential districts that are desired and/or needed in the community.</p>	<p>LU.3.1: Work with elected officials, City staff, and multi-family property owners to redevelop existing multi-family sites near local neighborhoods for townhouse and single family housing units.</p>	<p>Citizens/Ferguson Road Initiative/Property Owners</p>	<p>S</p>	
	<p>LU.3.2: Encourage best practice examples from across the nation in which older multi-family complexes and derelict sites redeveloped in owner-occupied housing.</p>	<p>Citizens/Elected and Appointed Officials/Property Owners</p>	<p>M</p>	
	<p>LU.3.3: Use this White Rock East Area Plan and <i>forwardDallas!</i> to guide desired uses and zoning districts and/or form-based districts in the area.</p>	<p>Current Planning</p>	<p>S</p>	
	<p>LU.3.4: Request initiation of appropriate zoning for areas of incompatibility and to encourage redevelopment in Strategic Opportunity Areas.</p>	<p>Citizens/Elected and Appointed Officials/Crime Watches</p>	<p>S</p>	
	<p>LU.3.5: Promote urban types of development on major thoroughfares using form-based code districts for higher density mixed use.</p>	<p>Economic Development/ Strategic Planning</p>	<p>M</p>	
	<p>LU.3.6: Promote Complete Streets and Green Streets for major roadways to promote more urban development patterns.</p>	<p>Citizens/Elected and Appointed Officials/Street Services/Public Works/Streets/TxDOT/ Stormwater Management</p>	<p>S</p>	
	<p>LU.3.7: Explore joint effort with Mesquite and Dallas County Community College District coordinating planning and design for future development patterns near the intersection of John West Road and La Prada Drive/Big Town Boulevard.</p>	<p>Citizens/ Elected and Appointed Officials/FRI/Strategic Planning</p>	<p>M-L</p>	

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Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
Transportation				
<p>Goal T.1: Safe and accessible sidewalks/crosswalks to serve the needs of local residents and businesses, encourage walking for healthy living and expand transportation options.</p>	<p>T.1.1: Develop a walkability checklist to inventory sidewalks and crosswalks for accessibility to schools, obstructions, transit stops, activity and retail centers in compliance with ADA guidelines.</p>	<p>Citizens/Crime Watches/Neighborhood Associations/Students</p>	S	
	<p>T.1.2: Use the results of the walkability checklist to initiate improvements to the network of sidewalks along major thoroughfares, arterial and collector roads with sidewalks in the street right-of-way to connect neighborhoods to schools, shopping and transit stops along arterial and collector roads.</p> <ul style="list-style-type: none"> ▪ North Buckner Boulevard (Loop 12) ▪ Ferguson Road ▪ La Prada Drive ▪ Rustown Drive ▪ Cadenza Lane ▪ Ashdown Drive 	<p>Public Works/Street Services/Transportation Planning/Elected and Appointed Officials/Citizens</p>	S-M	✓ ★
	<p>T.1.3: Investigate the feasibility for a desired pedestrian access from the study area to the Dallas Arboretum and White Rock Lake by developing sidewalks along Lakeland Drive from Ferguson Road to Garland Road.</p>	<p>Citizens/Elected and Appointed Officials/Public Works/Street Services/Transportation Planning</p>	L	★
	<p>T.1.4: Work with the City and property owners along the proposed South Fork Ash Creek greenway corridor to identify opportunities linking the surrounding neighborhood sidewalk network with the greenway trails.</p>	<p>Citizens/FRI/Transportation Planning/Parks and Recreation/Property Owners/Stormwater Management</p>	M	★



Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
Goal T.2: Enhanced Dallas Area Rapid Transit (DART) service that is safe, convenient, responsive, and beneficial to the needs of users, neighborhood residents, and businesses.	T.2.1: Expand on-call paratransit services (DART On-Call).	DART/Citizens	O	
	T.2.2: Consider revisions and expansions to bus routes to meet residents’ needs.	DART/Citizens/Crime Watches/FRI	O	
	T.2.3: Consider locating transit station for park and ride and commuter services near the intersection of Buckner and IH 30.	DART/TxDOT	L	
Goal T3: Streets and major highways that enhance the community’s image and promote the safe movement of pedestrians and vehicles through streetscape and landscape improvements along major road corridors.	T.3.1: Identify and secure funding for development of streetscape and landscape improvements along Peavy Road, North Buckner Boulevard (Loop 12), and Ferguson Road corridors.	Citizens/Elected and Appointed Officials/FRI/TxDOT/Transportation Planning/Public Works	M	✓ ★
	T.3.2: Evaluate the need for a left-turn signal and designated left turn lane at the intersection of Ferguson and Peavy Roads.	Street Services	S	★
	T.3.3: Identify options for local street beautification and safety, including landscaping, “Green Streets” infrastructure and opportunities to bury or move overhead utility lines.	Street Services/TxDOT	S	★
	T.3.4: Encourage joint efforts between the City, Dallas County, DISD, and TxDOT to implement “Complete Streets” and “Green Streets” standards with their facilities.	Sustainable Development/County/DISD/TxDOT/Citizens/Elected and Appointed Officials	O	★
	T.3.5: Work with developers, property owners, and public entities to implement local street beautification and safety.	Citizens/FRI	O	
	T.3.6: Improve street lighting at North Buckner Boulevard (Loop 12) and Peavy Road.	Public Works/TxDOT	S	

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Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
	<p>T.3.7: Provide adequate times for pedestrians to use signalized crosswalks along</p> <ul style="list-style-type: none"> ▪ North Buckner Boulevard (Loop 12) ▪ Chenault Street ▪ Ferguson Road ▪ John West Road ▪ Lakeland Drive ▪ La Prada Drive ▪ Oates Drive ▪ Peavy Road. 	Public Works/TxDOT	S	★
	<p>T.3.8: Consider a stop sign at the intersection of Gross Road and Ashdown Drive.</p>	Street Services/Citizens	S	★
<p>Goal T.4: Extension of the Bike Plan and designation of routes into the study area.</p>	<p>T.4.1: Designate on-street bikeway facilities.</p> <ul style="list-style-type: none"> ▪ La Prada Drive into Eastfield College ▪ Chenault Street from Dilido Road to North Buckner ▪ North Buckner from Samuell to Garland Road 	Transportation Planning	M	★
	<p>T.4.2: Designate off-street bikeway facilities. Add multi-use pathways along South Fork Ash Creek and its tributaries as extensions of the Dallas Trail Network Plan.</p>	Transportation Planning/Parks and Recreation	M	★
	<p>T.4.3: Improve roadway crossings for bikes and pedestrians.</p> <ul style="list-style-type: none"> ▪ Chenault Street at Dilido Road ▪ Chenault Street at North Buckner ▪ Dilido Road at John West Road ▪ Ferguson Road at Lakeland Drive ▪ Ferguson Road at North Buckner ▪ Ferguson Road at Oates Drive ▪ Lakeland Drive/John West Road between Green Meadow Drive and Hunnicut Road ▪ La Prada Drive at Carol Brown Road (west entrance to Eastfield College) ▪ La Prada Drive at John West Road 	Street Services/Public Works/TxDOT/Transportation Planning	S-M	★

Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
	<ul style="list-style-type: none"> ▪ North Buckner at John West Road ▪ Oates Drive at La Prada Drive ▪ Oates Drive at Shiloh Road ▪ Peavy Road at Gross Road 			
	T.4.4: Confirm Dallas Bikeway System bike routes shown in this plan are in the <i>2011 Dallas Bike Plan</i> .	Transportation Planning	O	
	T.4.5: Install bikeway system facilities as recommended in the <i>2011 Dallas Bike Plan</i> or as recommended upon further analysis by City staff with opportunities for input from area residents and business owners.	Transportation Planning/Street Services/Citizens/Businesses	S	
	T.4.6: Require the installation of secure bicycle racks for new commercial and institutional developments and encourage secure bicycle racks at existing commercial and institutional properties.	Current Planning/Citizens/Elected and Appointed Officials	S	
	T.4.7: Support parking requirements that allow the reduction of required parking spaces when secure bicycle parking is provided.	Current Planning/City Plan Commission/ZOAC/Citizens/Elected and Appointed Officials	S	
	T.4.8: Establish a bicycle safety program for parents and children by working with local public and private schools and community organizations.	Citizens/DISD/FRI/Boy Scouts	M	
Goal T.5: A trail network that bonds the study area and reaches into the surrounding buffer area.	T.5.1: Encourage creation of South Fork Ash Creek trail network including nearby trails and linear parks to link together neighborhoods, local institutions (libraries, schools, churches, etc.), and commercial centers.	Citizens/Parks and Recreation/FRI/Transportation Planning/Strategic Planning/Elected and Appointed Officials	M	★
	T.5.2: Work with property owners of large tracts of land and public/private institutions on possible trail corridor connections along South Fork Ash Creek and its tributaries.	Citizens/Parks and Recreation/FRI/Transportation Planning/Elected and Appointed Officials	M	

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Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
	T.5.3: Support and promote trail development and maintenance through a community-based organization made up of local residents, property owners, and business and community leaders.	Citizens/Elected and Appointed Officials	S	
	T.5.4: Explore options to connect hike and bike trail on South Fork Ash Creek to Ash Creek and the Santa Fe Trail (outside study area).	Citizens/Elected and Appointed Officials/Transportation Planning/Parks and Recreation	L	★
	T.5.5: Coordinate with the City of Mesquite and TxDOT to identify potential trail connections east, southeast and south of the study area.	TxDOT/Parks and Recreation/Transportation Planning/Citizens/Elected and Appointed Officials	L	★
Goal T.6: Improve signalization to provide safe crossings.	T.6.1: Update signalization at: <ul style="list-style-type: none"> ▪ North Buckner at Peavy Road ▪ Peavy Road at Gross Road ▪ John West Road at La Prada Drive ▪ La Prada Drive at Oates Drive ▪ North Buckner at John West Road ▪ Lakeland Road at Ferguson Road ▪ Ferguson Road at Peavy Road 	Street Services/Citizens/Elected and Appointed Officials/TxDOT	S	✓ ★
Goal T.7: Better function and appearance using new methods to improve the street system.	T.7.1: Include White Rock East’s major streets in the Complete Streets initiative.	Citizens/Elected and Appointed Officials/Strategic Planning/Transportation Planning	S-M	
	T.7.2: Apply Context Sensitive Design and Green Streets actions to the street system in study area.	TxDOT/Strategic Planning/Transportation Planning/Public Works/Citizens/Elected and Appointed Officials	M	
	T.7.3: Work with TxDOT to design and install corridor plantings and landscaping along North Buckner from IH 30 north to John West Road and Ferguson Road. (Green Ribbon program)	City Councilmember for District/TxDOT/Public Works	M	
	T.7.4: Include intersection enhancements on North Buckner with monument features that highlight the area’s character and history.	TxDOT/Elected and Appointed Officials/Citizens	S	✓ ★



Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
	T.7.5: Incorporate study area gateway design into redevelopment of commercial districts working with local artists to create public art features to serve as community landmarks.	TxDOT/Citizens/Elected and Appointed Officials/Property Owners/Citizens	M	★
	T.7.6: Install directional signs in redeveloped commercial districts.	FRI/Neighborhood Groups/Citizens/Transportation Planning/Street Services	M	★
	T.7.7: Create an internal signage system that highlights local destinations including directions to trailheads, parks, and parking areas.	FRI/Neighborhood Groups/Transportation Planning/Street Services	L	
	T.7.8: Develop architectural features and focal points along proposed greenway corridors as reference points and to familiarize frequent commuters.	FRI/Transportation Planning/Street Services/TxDOT	L	
Goal T.8: Improve the appearance of North Buckner with gateway features and landscaping through the Green Ribbon program.	T.8.1: Initiate discussions with TxDOT.	City Councilmember for District/TxDOT	O	
	T.8.2: Involve adjacent property owners and businesses in grant application, design of improvements, and future maintenance.	Citizens/Transportations Planning/TxDOT	S	
	T.8.3: Install landscaping, hardscape and entry features.	TxDOT/Public Works	M	
Quality of Life				
Goal QL.1: Code Compliance. Improve the study area’s image using codes, regulations, programs, and enforcement to clean up, stabilize, and enhance neighborhoods.	QL.1.1: Community leaders will work with property owners, local businesses, institutions, and local organizations to develop methods that educate, clean up, and aggressively monitor trash “hot spots” to pursue violators.	Citizens/Local Businesses/Code Compliance/Community Prosecutor/DPD	O	
	QL.1.2: Identify and pursue removal of structures and uses that are derelict, nonconforming or illegal.	FRI/Citizens/Code Compliance/Community Prosecutor	O	
	QL.1.3: Support area organizations that educate property owners, local businesses, and institutions about trash pickup, graffiti, local maintenance, and beautification.	Citizens/FRI/ Code Compliance/Community Prosecutor	O	

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Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
	QL.1.4: Conduct annual issues inventory, review what worked and what needs improvements, and share annual inventory/review with community.	Citizens/FRI/ Code Compliance/Elected and Appointed Officials	0	
	QL.1.5: Work with Dallas Animal Services and neighborhood groups to manage the pet population by educating residents about the need to spay and neuter their pets, report animal hoarding, animal abuse, and sightings of stray cats and dogs.	Citizens/Local Veterinarians/Dallas Animal Services	0	
	QL.1.6: Work to identify, aggressively monitor and resolve or remove poorly maintained, dilapidated, or abandoned apartments and commercial structures.	Citizens/Code Compliance/ Community Prosecutor	0	
	QL.1.7: Explore different methods to work with property owners and businesses in the study area to repair, stripe, landscape, and maintain their parking lots.	Citizens/FRI/ Code Compliance/ Community Prosecutor	0	
	QL.1.8: Continue to work with the Community Prosecutor to address crime and code compliance to curb crime through police patrols and enforcement.	Citizens/Community Prosecutor/ Code Compliance/DPD	0	
	QL.1.9: Work with property owners and managers of multi-family developments to bring their complexes up to local codes, evict problem occupants and visitors, and enhance their properties to achieve Gold Star designation	Citizens/FRI/Crime Watches	0	
	QL.1.10: Work with the police department and code compliance to implement a graffiti prevention program for neighborhoods and businesses.	Citizens/DPD	0	
	QL.1.11: Continue to support crime watch groups and encourage new groups, especially in multi-family complexes.	Citizens/Crime Watches/ FRI/DPD	0	



Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
	QL.1.12: Conduct regularly scheduled meetings with assigned code compliance officer to discuss status of code issues in community and the measures required to resolve issues.	Citizens/Crime Watches/FRI/Code Compliance	O	
Goal QL.2: Education. Facilities and programs enhance the study area’s neighborhoods and serve local residents.	QL.2.1: Support improvements of facilities and curriculum at George W. Truett and S. S. Conner Elementary Schools and Harold Wendell Lang, Sr. Middle School.	Citizens/PTA/DISD/Crime Watches/FRI	O	
	QL.2.2: Construct new classroom wing at Truett Elementary to relieve overcrowding.	Citizens/PTA/DISD/Crime Watches/FRI	O-S	
	QL.2.3: Landscape and maintain school grounds to provide positive impacts on surrounding neighborhoods and community.	Citizens/DISD/FRI/Crime Watches/Neighborhood Groups	O-S	
	QL.2.4: Work school board trustees and City Council to ensure future improvements around local schools districts are on the NIL and capital programs.	Citizens/PTA/DISD/Elected and Appointed Officials	O	
	QL.2.5: Encourage and support parental and neighborhood involvement in the schools.	Citizens/Elected and Appointed Officials/PTA	O	
	QL.2.6: Increase enforcement of traffic regulations in school zones to promote Safe Routes to School programs and identify trouble spots in school zones that can either be remedied through enforcement or noted for future improvements.	DPD/Citizens/Street Services (Safe Routes to School)/TxDOT	O	
	QL.2.7: Initiate a continuous school zone on Peavy Road adjacent to Bishop Lynch High School and Truett Elementary School.	DISD/Bishop Lynch/Truett Crime Watch/Streets Services	S	
	QL.2.8: Investigate the potential for locating a charter school in the study are to relieve overcrowding and provide new educational opportunities.	Citizens/FRI/Charter Schools	S	

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Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
<p>Goal QL.3: Parks & Recreation. Ensure quality parks and trails that meet the community’s expectations.</p>	<p>QL.3.1: Maintain or improve upkeep of Ferguson Park, Hillview Park, and Lakeland Hills Park by working with staff.</p>	Citizens/Parks and Recreation/Elected and Appointed Officials	O	
	<p>QL.3.2: Continue to add improvements to area parks as identified in the <i>Renaissance Plan</i> and NIL.</p>	Citizens/Parks and Recreation/Elected and Appointed Officials	O	
	<p>QL.3.3: Create park advocate groups or use existing crime watches and neighborhood organizations to adopt the parks and focus on the planning, design, landscaping, and security.</p>	Citizens/Elected and Appointed Officials/FRI	S	
	<p>QL.3.4: Identify possible park locations adjacent to future trails to incorporate additional features such as a spray park, dog park, and recreation center with running path and basketball courts.</p>	Citizens/Parks and Recreation/Elected and Appointed Officials	S-M	★
	<p>QL.3.5: Pursue funding of projects with staff and elected officials for improvements that are listed in the NIL.</p>	Citizens/FRI	S	
	<p>QL.3.6: Initiate discussions with officials of the YMCA of Metropolitan Dallas or similar provider to provide programs in the study area.</p>	Citizens/FRI/Parks and Recreation	S	
	<p>QL.3.7: Link community facilities by trails while preserving open space (see Transportation).</p>	Parks and Recreation/Street Services	M	
	<p>QL.3.8: Program trail improvement through public/private cooperation.</p>	Citizens/Parks and Recreation/Elected and Appointed Officials	S	
<p>Goal QL.4: Public Safety. A community that is a safe and desirable place to live.</p>	<p>QL.4.1: Continue successful Weed and Seed strategy by area neighborhood associations and crime watches.</p>	DPD/Citizens/FRI/Crime Watches/Neighborhood Groups/Parks and Recreation	O	
	<p>QL.4.2: Promote, develop, and implement Crime Prevention Through Environmental Design (CPTED) program.</p>	DPD/Citizens/Crime Watches/FRI	O	
	<p>QL.4.3: Support the Volunteers In Police (VIP), Citizens Offering Police Support (COPS), Crime Watch Executive Board (CWEB), Community Emergency Response Team (CERT) programs</p>	DPD/Citizens/Crime Watches/FRI/Neighborhood Associations	O	

Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
	QL.4.4: Work with apartment owners to reduce crime in their complexes by enforcement of lease rules and HUD rules through education and communication as well as enforcement.	DPD/Citizens/Crime Watches/Code Compliance	O	
	QL.4.5: Consider a community police substation as a presence in the community and place of rest and paperwork for the officers working in the area.	DPD/Citizens/Crime Watches/Elected and Appointed Officials	M	★
	QL.4.6: Continue DPD programs to coordinate with community leaders/crime watches/neighborhood associations, businesses, schools, and public and private institutions to identify and monitor “hot spots” of criminal activity such as drug dealing, prostitution, burglary, and loitering.	DPD/Citizens/Crime Watches/DISD/Elected and Appointed Officials	O	
	QL.4.7: Use monthly local crime data to inform residents and business owners of local trends and educate citizens on the causes of crime and how to prevent criminal activity.	DPD/Citizens/Crime Watches/Elected and Appointed Officials	O	
	QL.4.8: Maintain/increase visible DPD patrols with aggressive monitoring of high crime areas. <ul style="list-style-type: none"> ▪ Dilido Road at Senate Street ▪ Abshire Lane ▪ NW corner of North Buckner and John West Road ▪ La Prada Drive north of John West Road ▪ Ferguson Road at Oates Drive ▪ North Buckner (Loop 12) and Peavy Road at South Fork Ash Creek 	DPD/Citizens/Crime Watches/Elected and Appointed Officials	O	
	QL.4.9: Support DFD local fire station and their role in the community.	Citizens/Crime Watches/FRI/Elected and Appointed Officials	O	
	QL.4.10: Perform necessary repairs on fire station.	DFD/NIL/ Elected and Appointed Officials	S	✓ ★
	QL.4.11: Adhere to the NIL for future replacement of the fire station facilities.	DFD/ Elected and Appointed Officials	M	✓ ★

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Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
	QL4.12: Keep staffing at the required level to maintain superior response times.	DFD/ Elected and Appointed Officials	O	
Goal QL.5: Housing: A wide range of attractive, affordable, accessible housing options	QL.5.1: Apply to be NIP and NEP programs.	Housing/Citizens/Crime Watches/Elected and Appointed Officials	S-M	
	QL.5.2: Develop a program with local architects and designers to apply inexpensive improvement solutions to enhance the marketability of the older housing stock and encourage future owner-occupied residents.	Housing/Citizens/Interest and Professional Groups/Local Realtors/TREC/Rebuilding Dallas/Economic Development	S-M	
	QL.5.3: Review housing programs across the country for remodeling Post-World War II housing and make it available to prospective homeowners, local realtors, and development professionals.	Housing/Citizens	S	
	QL.5.4: Monitor rental units for compliance with city codes and HUD requirements.	Code Compliance/ Citizens/Crime Watches	O	
Goal QL.6: Library. Support the new White Rock Hills Library	QL.6.1: Support operations, maintenance and materials acquisition for the new branch library.	Citizens/ Elected and Appointed Officials /FRI/Library	O	
	QL.6.2: Support the local “Friends of the Library” group for the White Rock Hills Library.	Citizens/ Elected and Appointed Officials /FRI/Library	O	
	QL.6.3: Support the creation of linkages of trails and sidewalks connecting the library to the residences and businesses.	Strategic Planning/Parks and Recreation/Street/Citizens/ Services/Transportation/ Elected and Appointed Officials	S-M	★
Goal QL.7: Public Works/Infrastructure. Ensure a healthy environment with adequate infrastructure.	QL.7.1: Continue to reconstruct and replace aging infrastructure.	Dallas Water Utilities/Street Services/Stormwater Management (iSWM)/Public Works	O-S-M-L	✓ ★
	QL.7.2: Explore and adopt new methods and materials for design and construction of streets, alleys, parking lots, and drainage ways.	Strategic Planning/ Transportation Planning/ Stormwater Management (iSWM)/Street Services/TxDOT	S-M	



Goal	Implementation Measure	Responsibility	Time Frame	Current /Future NIL
Urban Design				
Goal UD.1: Create attractive neighborhoods and streets with landscaping and streetscape amenities that welcome residents and visitors to White Rock East.	UD.1.1: Consider inclusion in the Neighborhood Enhancement Program.	Citizens/Housing/Elected and Appointed Officials	S	
	UD.1.2: Encourage application of the elements of urban design to new development and redevelopment using the guidelines in the Plan.	Strategic Planning/Current Planning	S	
	UD.1.3: Work with neighborhoods to install identification signs (“toppers”) to identify areas.	Citizens/Crime Watches/ Neighborhood Associations/ Street Services	S	
	UD.1.4: Encourage the creation of public/private partnerships to improve the appearance of neighborhoods and commercial areas.	FRI/Citizens/Crime Watches	O	
	UD.1.5: Coordinate design elements with Implementation Actions in the Transportation section.	Citizens/ FRI /Transportation Planning/ Strategic Planning/ Current Planning/TxDOT/Street Services	O	
Economic Development				
Goal ED.1: Vibrant economic locations with sound businesses that provide local needs and services	ED.1.1: Work with businesses and property owners to improve the study area’s overall ability to attract businesses consistent with the needs and desires of citizens.	Economic Development/FRI/Local Businesses/Citizens	S	
	ED.1.2: Conduct Market Study to assess the potential for desired and needed businesses and coordinate with appropriate zoning districts.	TBD	S	
	ED.1.3: Investigate the feasibility of creating special districts that would allow taxes to be used for improvements.	Property Owners/Developers/ Elected and Appointed Officials/Economic Development	M	
	ED.1.4: Support FRI Community Connection, which functions like a chamber of commerce to promote existing businesses, attract new businesses and monitor economic development.	Local Businesses/Citizens/ FRI	O	
	ED.1.5: Encourage a quicker zoning and permitting review process that fosters quality, desired development and protects community interests.	Economic Development/ Sustainable Development: Building Permitting/Current Planning	O	