



Appendix A

Ferguson Road Initiative Letter



**FERGUSON
ROAD
INITIATIVE**

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• **WE'RE RISING** •

February 17, 2009

The Honorable Carolyn Davis
City Councilmember District 7
Dallas City Hall
1500 Marilla
Dallas, Texas 75201

RE: *Ferguson Road Initiative 2-Points Weed & Seed Land Use/Urban Design/Economic Development Area Study*

Dear Councilmember Davis:

On behalf of the Ferguson Road Initiative (FRI) 2-Points *Weed & Seed* area, we respectfully request the consideration of adding a Land Use/Urban Design/Economic Development Area Study to the list of areas plans to be addressed by the City of Dallas under the area planning initiatives of *forwardDallas!*. FRI, representing the White Rock Hills community, has identified a pressing need to develop a study that will guide the development and redevelopment of this far east Dallas area in terms of appropriate land use, zoning, crime prevention and economic development.

It is first and foremost our desire for this study to be a grassroots effort, one that will require minimal guidance and assistance by the City staff. We are currently in the process of talking with several universities as to how they might assist us in the development of such a plan. However until this approach is implementable, we are asking to be on the list of area plans to be developed by the City.

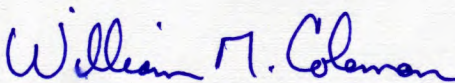
Our proposed study area boundaries are: Buckner Boulevard on the North and East, Interstate 30; South: Ferguson Road on the west and includes Dilido, John West, La Prada and Chenault Streets.

We will be appointing an Advisory Committee from the immediate and surrounding neighborhoods to initiate a comprehensive review of existing economic development conditions in our neighborhoods. Essential public input from resident and businesses will create our goals. The study will include strategic analyses of issues and community desires, compilation of existing land uses and zoning, recommended future land use and zoning changes while addressing urban design, crime prevention initiatives, economic development incentives, neighborhood stabilization recommendations and a consensus on what actions are needed to implement the plan. The names of the Advisory Committee will be submitted for your review and approval.

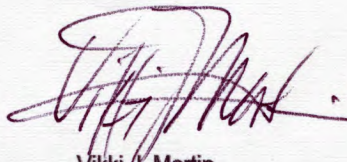
As stated above, we hope that the assistance from the City staff will be limited to identifying and assisting with the process and procedure to develop a plan that will be presented to the City Plan Commission and ultimately adopted by the City Council as a guide for the immediate and long range future of 2-Points and White Rock Hills. We are ready to began meeting, making our area plans and having community-wide meetings. This public-private partnership will be good for our community and the City.

We would greatly appreciate your support of this proposed study. Thank you for all you do for this portion of your district.

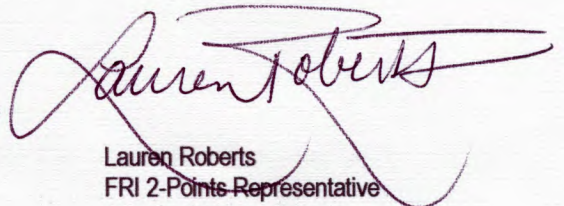
Sincerely,



William M. Coleman
President, Ferguson Road Initiative



Vikki G. Martin
Executive Director, FRI



Lauren Roberts
FRI 2-Points Representative

C: Peer Chacko, AICP, Assistant Director, Long Range Planning, Ann Bagley, AICP, City Plan Commissioners: District 7 ✓

Our MISSION is to transform White Rock Hills into a safe, beautiful, prosperous and proud community by inspiring hope and working together to achieve a shared vision.

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