

Orchard Hills.....

Where the Heart Is

CITY COUNCIL WORK SESSION, AUGUST 14, 2017



GARLAND
TEXAS MADE HERE

Neighborhood Demonstration Project

Goal: create a “turnaround” in a neighborhood at risk of serious decline without some kind of intervention

Concentrated

Converge many resources in a specific geographic area in a defined period of time in order to magnify the effects of the total project (substantial, visible impact)

Comprehensive

Address multiple aspects of the neighborhood, such as infrastructure, social fabric, housing stock, placemaking, education, amenities, common areas, and safety

Coordinated

Align community stakeholders, partners, and City resources to maximize the investment

Orchard Hills – Parkmont



Where the Heart Is

Orchard Hills-Parkmont selection based on:

- Preemptive strike to an area that is at a tipping point
 - Leverage existing CIP (not disrupting approved schedule)
 - Existing, active association
 - Nearby community partner
 - Staging area nearby for Build Day
-
- Pilot program
 - Build team experience and confidence in the program before tackling more challenging areas

Parkmont – Resident Opinion Survey

Perceptions of Neighborhood Attractiveness



Perceptions of Neighborhood Change



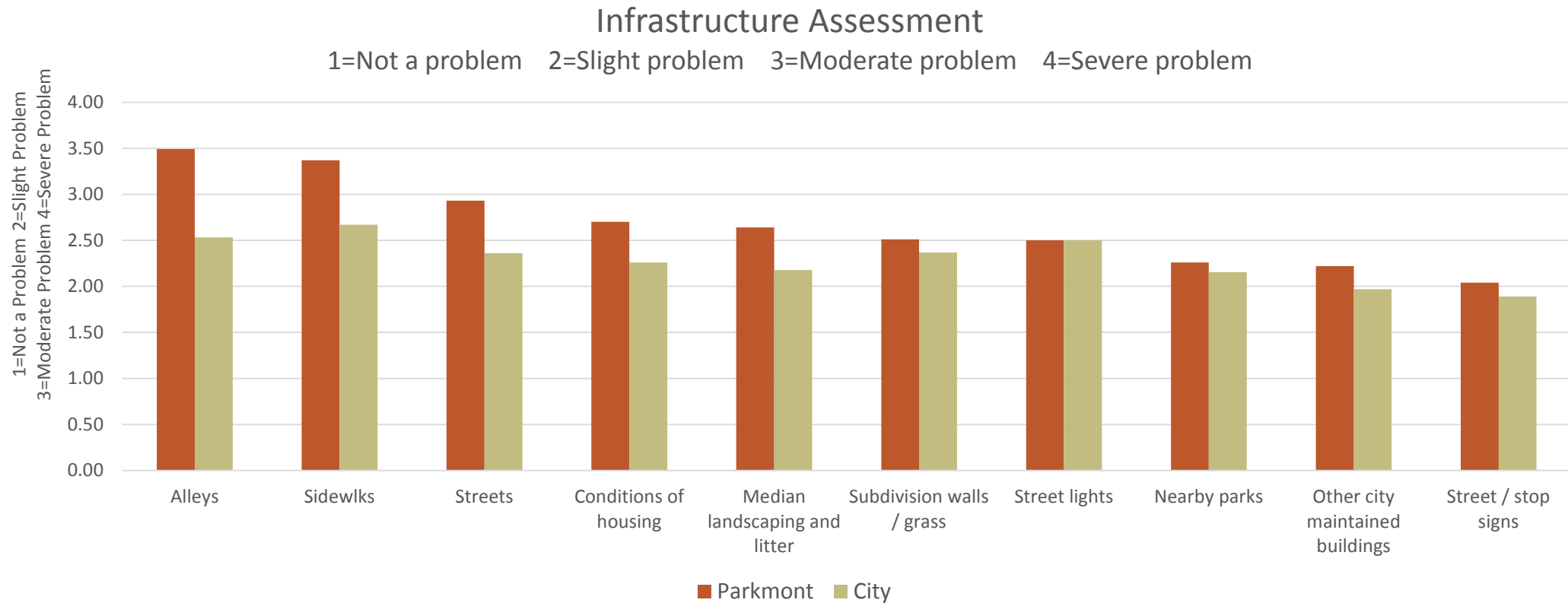
Timeline

- Area selected and approved in November 2016
- Planning begins immediately after approval
- Neighborhood meeting January 31
- Communications to the entire neighborhood begin in February 2017 (letters, social media, additional meetings, etc.)
- Original Build Day: April 29 (delayed twice)
- Build Day: June 17
- Housing element completed on July 15
- Additional beautification projects part of Staff Projects (first meeting in September)
- Infrastructure add-ons will follow the Parkmont Draining projects

Elements

- Infrastructure
- Pop-Up Placemaking
- Beautification
- Housing Stock
- Building Community

Parkmont – Resident Opinion Survey

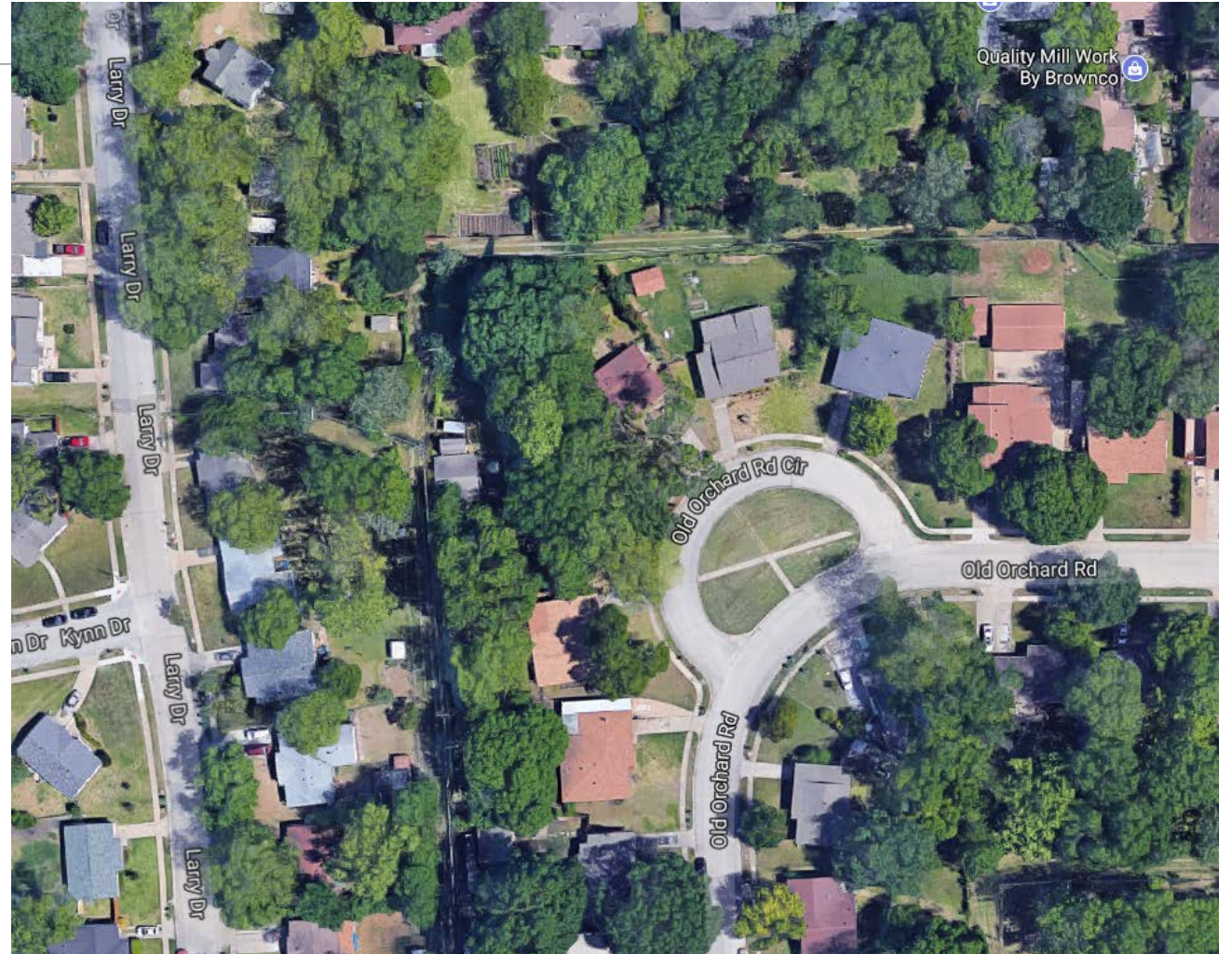


Infrastructure

- \$6m drainage improvement project
- Included additional CIP funding for infrastructure issues not currently in drainage project scope (sidewalks, curbs, storm sewers, small section street replacements, etc.)
- Most of these infrastructure add-ons are in the non-Parkmont areas of Orchard Hills

Pop-Up Placemaking

- Temporary installation as a way to envision permanent solutions
- Place attachment
- Ewing Circle example



Pop-Up Placemaking (photos)



Beautification

- Rework flowerbeds at major intersections
- Bridge painting
- Upcoming staff projects



Housing Stock

- 4 houses adopted
- 65+ volunteers, approximately 265 hours donated
- Combination of City of Garland staff, corporate partners, local nonprofits, and Garland residents

Housing Stock (photos)



Building Community

- Partnerships
- Community Garden
- Demonstrate skills and practices
- Strengthening social fabric



Did We Make a Difference?

- Financial value added / stabilized
- Resident opinion
- Visual impression of the area
- Capacity building
- City of Garland organization as partner
- Individual homeowner

Lessons Learned

- Rain / postponements
- VolunteerMatch
- More is never enough — coordination
- More is never enough — planning
- Targeted housing outreach
- Still lagging in reaching new demographics
- Established association is vital
- CIP timing

Next Steps

- Take lessons learned
- Compile other possibilities
- Compile work plan for Council approval by end of 2017