

The following report summarizes input gained from representatives of the community during a series of small group and community meetings held during the Summer of 2005 for the purpose of providing a qualitative perspective to the Plan. Both meeting formats were facilitated by representatives of Leland Consulting Group (LCG) and RTKL Associates, Inc., consultants for the City assisting with completion of the *Hampton Road Corridor Redevelopment Plan*.

Interviewees of the small group meetings included property owners, developers, institutional leaders, lenders, business owners, real estate brokers, neighborhood representatives and City staff (members of the “delivery system”¹) who were selected for the breadth of their experience and familiarity with the community and study area. Each small group meeting lasted approximately one and one-half hours with the discussion focused on opportunities and barriers to investment and reinvestment in the study area. In total, approximately 90 individuals from the community were engaged in the process.

¹The “delivery system” includes those individuals and organizations which affect delivery of a project or product to the market.

Input from both the small group and community meetings were used by the consultant team during subsequent phases of the analysis to: define elements of potential development programs in catalyst areas; direct further identification of barriers to investment and reinvestment; provide a framework for implementation strategies; and offer a foundation for supportive policies and ultimately a market-tested vision statement.

As discovered, embedded in many of the issues present in the local market are a series of inconsistencies which require both recognition and resolution prior to successful implementation of any redevelopment strategy, for example, a desire for additional retail space, yet propensity to spend outside the community. Also, the belief that an increased police presence would make the Corridor a destination in the region, rather than new development which fostered a safe and livable environment.

An important part of all of the discussions reported on focused on what participants thought it would take to implement a strategy for action on the *Hampton Road Corridor* and positively catalyze specific change. Presented below is a summary of comments made by stakeholders invited to participate in the process. Each general

synopsis is followed by a detailed list of responses.² In all instances, absolute confidentiality is maintained.

Small Group Comments and Considerations

Through an iterative dialogue between the consultants and stakeholders, conducted in a small group format, representatives of local agencies, boards and departments, property owners, developers, community leaders, lenders, business owners, real estate professionals and other individuals from the delivery system were asked to identify the critical components of a revitalized *Hampton Road Corridor*. As previously explained, the purpose of this effort was not only to define a future direction for redevelopment within the study area, but also to educate and engage both the private and public sectors in a discussion about those conditions which both encourage and define positive future investment and community development in the Hampton Road Corridor. The synthesis of what was learned from both meeting

formats was used to guide future efforts and, ultimately, select recommendations included in the final strategy document.

Specifically, each of the participants were asked to complete a series of statements which would define *Hampton Road* over the near- and long-term (realistic, yet visionary). Presented below is a summary of their responses by question, including a brief discussion about potential challenges (“barriers”) to redevelopment and key community initiatives necessary for a successful transition. The paper concludes with a brief discussion of the big issues expressed by the stakeholders – those that provided the framework for the redevelopment implementation strategy. These issues were continually researched and refined with input from the project Advisory Committee, City leadership, and the community at-large, as well as on-going discovery by the consultant team. The culmination of this input was the *Hampton Road Corridor Redevelopment Plan*. *Note: All of the opinions expressed in this document were from the participants and not necessarily the opinions of the consultants.*

Question 1: By 2015, what percent of land uses will be retail, service or office, residential, community or green space, or other

² The number of detailed responses is different for each question for the following reasons: duplicate responses were listed one time; also, participants did not respond to all of the questions, and in select instances provided more than one response to a question.

Question 1 was asked with the intent of understanding what participants envisioned in terms of the mix of uses which would occupy the Corridor in the future. Prefaced with an explanation that sustainable corridors offer a mix of uses and product types, and that corridors need to serve as a transition zone for the neighborhoods that abut them, participants provided the following detailed responses. In summary, they expressed a vision that had 10 to 80 percent retail, 10 to 50 percent service or office, 0 to 60 percent residential, and 5 to 60 percent institutional uses (including churches and schools), supported by open and/or community space. Others offered percentages for industrial (0 to 20 percent).

Specific comments related to use mix included a reference to the need for more activity and quality products on the Corridor with references to Addison and West Village. Others mentioned the amount of housing adjacent to the Corridor, but limited draw for housing on the Corridor. The current mix was referred to as “bad” with a highly limited pedestrian-friendly environment. The highway (I-35) was identified as the area’s major competition.

Detailed responses:

Retail 35% Service 35% Housing 10% Public 10% Industrial 10%	Retail 10% Office/ Service 50% Housing 10% Public 10% Institutional 20%	Retail 50% Service/Office 25% Housing 10% Public Space 5% Institutional 10%
Retail 50% Service/ Office 30% Industrial 10% Housing 0%	Retail 40% Service/Office 25% Housing 25% Public Space 5% Church 5%	Retail 30% Office 20% Housing 20% Institutional 30%
Retail 10% Service 10% Public Space 60% museum Industrial/ Housing 0%	Retail 40% Service/Office 20% Housing 10% Public Space 10% Institutional 20%	Retail 30% Service/Office 20% Housing 20% Public Space 20% Institutional 10%
Retail 40% Service/ Offices 30% Housing 0% Public Space 10% Industrial 20%	Retail 50% Service 25% Housing 10% Public Space 10% Institutional 5%	Retail 20% Office 30% Housing 30% Public Space 10% Institutional 10%
Retail 30% Service 35% Housing 0% Public 20% Institutional 15%	Retail 25% Office 25% Housing 25% Public Space 15% / Insttit. 5% Retail 37% Service/Office 25% Housing 3% Public Space 25%	Retail 40% Service/Office 30% Public Service 15% Institutional 15%
Retail 50% Service/ Office 30% Housing 0%		Retail 60% Service 20% Housing 10% Open Space 10%

Restaurant 10% Institutional 10% Retail 50% Service/ Office 25% Institutional 15% Public Space 10% Retail 35% Service/Office 30% Housing 10% Public Space 20% Institutional 5% Retail 60% Service/Office 30% Housing 5% Public Space 5% Rec 0% Retail 30% Service 20% Housing 0% Public 30% Institutional 20% Retail 60% Service/Office 30% Institutional 10% Church 0% Retail 15% Service/Office 15% Housing 50% Public 15% Institutional 5% Retail 74%	Institutional 10% Retail 20% Service 20% Housing 30% Public 15% Institutional 15% Retail 60% Service/Office 15% Housing 10% Public Space 10% Institutional 5% Retail 12% Service/Office 18% Housing 60% Public Space 4% Institutional 6% Retail 20% Service/Office 15% Housing 40% Public Space 10% Institutional 15% Retail 55% Service 15% Housing 15% Public Space 15% Retail 20% Service/Office 10% Housing 50% Public Space 10% Institutional 10% Retail 50% Service/Office 20%	Retail 50% Service/Office 20% Housing 10% Public Space 10% Institutional 10% Retail 65% Service/Office 20% Housing 5% Pub Space 4% / Instit. 6% Retail 35% Service/Office 40% Housing 5% Public Space 5% Institutional 15% Retail 30% Office 20% Housing 20% Church 30% Retail 40% Service/Office 40% Housing 10% Institutional 10% Retail 60% Service/Office 10% Housing 3% Public Space 10% Institutional 2% Entertainment 15% Retail 40% Office 40% Housing 0%	Service/Office 10% Housing 1% Public space 10% Institutional 5% Retail 30% Service 20% Housing 30% Public 20% Housing 10% Retail 40% Office 20% Public 20% Institutional 10% Retail 30% Service 30% Housing 25% Retail 25% Office 25% Housing 25% Public Space 20% Institutional 5% Retail 30% Service 30% Housing 20% Public Space 10% Institutional 10%	Housing 15% Public Space 10% Institutional 5% Retail 30% Service/Office 25% Housing 20% Public Space 20% / Instit. 5% Retail 30% Service/Office 30% Housing 20% Public Space 10% / Institutional 10% Retail 35% Office 10% Housing 30% Public Space 20% / Institutional 5% Retail 80% Office 10% Housing 2% Public Space 3% Institutional 5% Retail 50% Service/Office 30% Housing 2% Institutional 3% Public space 15% Retail 50% Service/Office 20% Housing 10% Public Space 10% Institutional 10% Retail 30% Service/Office 30% Housing 20% Public Space 10% Institutional 10%
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Question 2: By 2015, businesses will serve what percent of patrons, customers and/or clients from within DeSoto

Question 2 was asked with the intent of understanding what participants envisioned to be the range of product types which might serve residents versus visitors to the area. By understanding whom would be served, was easier to understand community perceptions related to specific stores and product types, as well as the businesses which might locate on the Corridor. The vast majority of respondents expressed a belief that 60 to 90 percent of businesses would serve area residents, with the balance serving visitors. A very few thought the majority of businesses would be region-serving with the balance serving residents and surrounding neighborhoods. In the context of accomplishing the objective of a redeveloped corridor with a significant amount of locally-oriented retail, participants suggested the need to recapture leakage, others expounded on the opportunities to capture new residents' spending and others spoke from the perspective of what existing shop owners would desire (ability to capture beyond the City boundaries) rather than what they envisioned for the Corridor.

Detailed responses:

<ul style="list-style-type: none"> ▪ 90% DeSoto ▪ 80% DeSoto ▪ 95% DeSoto ▪ 95% DeSoto ▪ 80% DeSoto ▪ 75% DeSoto (at least) ▪ 75% DeSoto ▪ 75% DeSoto ▪ 100% DeSoto ▪ 40% DeSoto ▪ 50% DeSoto ▪ 65% DeSoto ▪ 50% DeSoto ▪ 60% DeSoto ▪ 70% DeSoto ▪ 80% DeSoto ▪ 75% DeSoto ▪ 40% DeSoto ▪ 60% From south ▪ 70% DeSoto ▪ 75% (my customers 90%) ▪ 80% DeSoto ▪ 70% DeSoto 	<ul style="list-style-type: none"> ▪ 50% DeSoto ▪ 65% DeSoto ▪ 50% DeSoto ▪ 65% DeSoto ▪ 75% DeSoto ▪ 40% DeSoto ▪ 80% DeSoto ▪ 70% DeSoto (DeSoto has a lot of transit businesses from Red Oak and other small areas with much less to offer) ▪ 60% DeSoto ▪ 85% DeSoto ▪ 70% to 80% DeSoto ▪ 50% DeSoto (advertising is working if the customer base is broadened) ▪ 95% DeSoto ▪ 70% DeSoto ▪ 50% DeSoto 	<ul style="list-style-type: none"> ▪ 75% DeSoto ▪ 50% DeSoto ▪ 75% DeSoto ▪ 50% DeSoto ▪ 50% DeSoto ▪ 35% DeSoto ▪ 85% DeSoto ▪ 90% DeSoto ▪ 60% DeSoto ▪ 60% DeSoto ▪ 65% DeSoto ▪ 40% DeSoto ▪ 40% DeSoto ▪ 60% DeSoto ▪ 50% DeSoto ▪ 85% DeSoto ▪ 80% DeSoto ▪ 60% DeSoto ▪ 70% DeSoto ▪ 75% DeSoto ▪ 60% DeSoto
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Question 3: By 2015, the Hampton Road Corridor will be a destination for residents of other communities because of

Question 3 was asked with the intent of understanding what participants believed was critical for the successful renaissance of the Corridor as a destination for residents and patrons. Responses to Question 3 included: a major anchor; restaurants (with dry limits lifted); something unique; increased police presence; and, upscale products in a quality environment. Equally important, respondents spoke to the need for positive marketing, accurate demographics and efforts to overcome incorrect perceptions.

Detailed responses:

- More retail, need Wal-Mart
- Medical, destination shopping, specialized services, church
- Retail shopping, parks, restaurants
- Safe atmosphere
- Educational experience, great deals and service for shopping
- Organic food store, large movie house, named restaurant (American, sit-down)
- Anchors at Beltline and Hampton and Hampton and Pleasant Run
- Some type of festival, cook-off, crafts, cooking school
- Museum/ DeSoto
- Water park, wider Hampton Road, miniature golf
- Arts District, museum
- Good services, restaurants, friendly people
- Shopping, services, Restaurants, recreation, sports facilities
- "Well-known stores for shopping so we do not have to go to nearby cities"
- Hotels with conference facilities
- Arts and crafts destination
- Specialty restaurants, friendly area for pedestrians
- Unique identity: retail boutiques, upscale restaurants and entertainment
- Fantastic landscaping with curves and depth not just boxy and straight
- Beautiful flora/plants scattered landscaping throughout the corridor with nodes of parks, walking trail, trees and places to rest
- Human scale stores with canopies and wide sidewalks, outdoor dining, fountains, multi-story mix with retail, restaurant, office, residential, etc.
- Unique shops, beautiful walking trails, creeks, events, people, service
- Unique identity of culture and upper scale shopping venues that cannot be found in Southern Dallas County
- Upscale retail, theater (plays/movies), aesthetics
- Unique ethos, particular distinguishing characteristic - parks, walkways, shopping areas up and down Hampton Road
- Unique shopping areas, unique public spaces
- Best place in DFW to shop for sports/ athletics merchandise
- New mega mall
- Flag Across America
- Different types of businesses, open spaces
- Wayfinding, beautification thru greenbelts and landscaping
- Atmosphere, mix of shops, customer service
- Unique retail, wonderful restaurants, romantic ambiance
- Specialty shops, security, warmth/welcoming atmosphere
- Unique mix of retail, office, public and institutional
- Shops, easy access, looks of the property, good restaurants
- Convenient access on way to or from work to shops and services (mid to high end consumer goods) and food
- Unique entertainment and shopping attraction, distinctive settings

- Business friendly environment combined with unique charm and physical feel
- Service, school, shopping
- Work opportunities, parks, movies
- Retail shopping, restaurants
- Physically attractive environment, convenient, unique goods and services
- Unique restaurants with a place to do “power lunches” for new and old businesses. We need a place for people to gather.
- Great retail, restaurants, and nice public spaces
- Aesthetics of buildings, parking, and public spaces
- New retail stores to keep money in DeSoto
- Wider range of retail to attract new customers and new construction, theatre, plays

Question 4: During the next 10 years leading up to 2015, people (residents and business owners) will be attracted to the study area because of what

Question 4 was asked with the intent of understanding what participants considered to be components of a successfully redeveloped Hampton Road Corridor and those conditions which stakeholders thought would serve to attract future residents and patrons. Responses to Question 4 included: additional and unique retail; medical and arts districts; dining establishments; attractive features; and, quality building inventory.

Detailed responses:

- Good customer demographics: available income to spend on products, a safe service location, low crime, good police protection
- Everything you need will be right over the hill
- Quite, natural areas
- Access to local shopping and entertainment
- Vibrant, lively, exciting area
- Lots of quality entertainment and businesses
- School, parks
- Safe atmosphere, unique neighbors, repeat clients
- Short and long term plan for the area which will generate confidence for investors
- Central location, ability to walk the corridor (sidewalks) plants and landscaping
- Accessibility due to widening - plenty of expansion room
- Traffic - convenient to customers or clients, easy to get to and from I-20 or I-30
- Close to Dallas, good roads I-35 Hwy
- Attractive place to shop, access to major hospitals and Dallas
- Place for meetings/ hotel, shopping, dining out, recreation
- Activity, design, easy to access several types of shops
- Quality of stores
- Traffic numbers, attractive landscaping, enough diversity of businesses - professional services, doctors, hospitals
- Place of success: a business owner can thrive and live
- Access to customers (from other quality businesses), enhanced landscaping, good security, safe environment
- New projects, easy access, hometown feel, friendly, laid-back atmosphere
- One stop shopping with restaurants, lofts, pharmacy, grocery, fuel, etc. all in the vicinity of each other
- Small City feeling with sidewalks, parks, and walkability

- Visibility and accessibility to property, up to-date with current trends in architecture and shopping habits
- Good mix of retail/service that is attractive to consume
- Place where you can accomplish a lot in one visit - shop, eat, entertain
- Good schools, easy to get to DFW, product needs
- Growing, safe, unique
- Growing population, small but safe and friendly
- Growing Hispanic community
- Own business: high traffic, high visibility, excellent maintenance, safety cachet
- Diversity of choice in shopping, entertainment, education, and employment
- Quality lifestyle
- Convenience and physical characteristics
- Ability to co-locate with a similar business
- Good location with easy access to service-oriented businesses
- Good prices on land and close to neighborhoods for retail shopping
- Quality school system (relative to others)
- Location for new businesses because of access to highway
- Population - more people moving to DeSoto
- Value, lower prices per square foot
- Robust business clientele, great infrastructure, cooperative City culture, good location/convenient access to Metropolis
- Upscale apt/condos, positive business environment
- Physically attractive, high income customer traffic
- Quality shops - incomes to justify
- Growth potential for businesses due to growing population, access to customers in safe environment, close to entertainment
- Close proximity to Dallas, DFW, airport, diverse community, affordable housing and commercial real estate
- Places to hang out, unique experiences, profit potential for businesses
- Livable space for residents in the corridor
- Mix of retail, office, residential facilities in DeSoto
- Revenue potential, trendy businesses, destination
- Unique opportunities, business development, residential products that are more appealing, school district
- Access to services, specialty restaurants, office supplies, pharmacy
- Local residents, small town feeling, pride in City
- Roads, signage, sidewalks, new buildings all with contemporary look
- Landscaping on corridor, ease of travel
- Good community, disposable income
- Quality of facilities, safety, school, full buildings
- Ambiance, everything in walking distance
- Business: Good street access
- Residential: Good schools and safe neighborhoods
- Traffic flow to area, easy access from major highways, income
- Higher income areas
- Good roads, easy access

Question 5: During the next 10 years leading up to 2015, what challenges to the Corridor's redevelopment will have to have been overcome

Question 5 was asked with the intent of understanding what participants considered to be the biggest barriers to investment and reinvestment on the Hampton Road Corridor. Responses to Question 5 included: small lots; perceptions related to safety /

security; traffic bottlenecks; negative reputation of schools (the community asset which once attracted residents); and, lack of marketing.

Detailed responses:

- Dilapidated buildings, upgraded signage, new businesses (“Economic development does not invest enough funds to initiate business to move forward”)
- Development of area, perception of City from outside perspective
- Marketing of City, lack of safety and security, safety in schools
- Cleanliness of City
- Traffic flow, demographics, tax base, industrial park
- Existing business mix, traffic
- City or TxDOT construction imposing on property owners, accessibility from roadways to businesses
- Lack of earmarked money for incentives to business owners to improve their own property, demolished of old run down properties
- Perception of unsafe schools, large dining facilities
- Lack of initiative, improved parks and streets
- Financing, opportunities to create a sense of “community”
- Old history and politics of DeSoto
- City’s resistance to deal with changing business needs
- Empty large boxes and retail strips, uncooperative land owners, zoning
- Narrow Hampton Road, empty offices
- Racial bias, open minds
- Old / aging building stock, limited anchor locations, sales tax structure
- Lack of self-interest in public activity, administration, internal and external market perspectives, regional competition
- Lack of corridor identity
- Lack of comprehensive plan for land uses on corridor (overlay district)
- Congestion, lack of diversity
- Budgets for basic services, lack of capital improvements, citizen and interest group opposition
- Traffic flow, limited parking, ugliness, old buildings
- Economy
- Traffic, community interest
- Zoning, appearance of vacant buildings
- Schools not safe, few shopping choices, City response to resident issues
- Too many churches and people who want too much for their land, junk businesses, not enough advertising, apathy
- Road widths, older buildings, code violations
- Vacant property on the corner of Beltline and Hampton
- Smaller lots owned by numerous people, older business who do not want to give up their property
- Cheap looking stores, upkeep of lots, many vacant lots
- Codes, school reputation
- Not pedestrian-friendly, more shade, cleanliness needed
- Run-down buildings, few upscale businesses
- Additional run-off into Mile Creek
- Walking access, crime, City not working with developers, lack of design
- Cedar Hills retail edge, access from highways, out-dated buildings
- Amounts of disposable income within the community, crime, traffic, image of City
- Lawn space, sign limitations, crime
- Lack of a sense of downtown, expense of relocation, barriers to beer and wine service, safety and security

- Physical barriers, need for cosmetic facelift, money for turn lanes
- Services, retail, housing
- Fragmentation, zoning
- Ineffective EDC efforts, proximity to South Dallas
- Lack of access to mass transit, “white flight”
- Negative school image, no plan for future, lack of funds
- Ugly old buildings
- Appearance, low-end retail, low-end dining, no parking
- Old buildings, land constraints, limited number of people involved in the decision process, speed limits
- Costs and changing land development, roads
- Old housing, shallow depths, few unique public space
- Perception of developers about types of goods and service that a majority minority community wants
- Absentee ownership, zoning, limited incentives and outside investment, poor perception
- Rural mindset, geography, selling retailers on potential regencies
- Resources, lack of clearly articulated vision
- Schools, condition of Hampton Road, people leaving
- Left turns into businesses and traffic flow
- Support for local businesses, unprotected investment, schools
- Old telephone poles, old buildings
- Apathy, people set in their ways, satisfied with size of community

Question 6: During the next 10 years leading up to 2015, what community-wide initiatives will have strengthened conditions on the Corridor

Question 6 was asked with the intent of understanding what participants considered to be the most important public and private initiatives to most effectively “ready the environment for investment.” Issues related to corridor redevelopment generally fall within the five categories of market, financial, physical, regulatory and political. As you can see from the detailed comments which follow, responses fell within all of these categories, with the largest number falling into the financial and physical categories.

Detailed responses:

- Updated lighting, removal of overhead wires and lines
- Economic incentives
- Low interest loans to comply with new vision, bond interest to those complying, improved image of DeSoto
- Shops closer to home
- Construction on Hampton
- City and code officials working with new businesses
- Incentives from City to lure businesses
- HOA’s being active
- More upscale neighborhoods
- Eminent domain, better sidewalks, teen control
- Grants, private funds, reallocation of resources
- Unlimited resources, widened Hampton Road
- More landscaping and wider medians, uniformity
- Better school programs, police, parks, shopping, restaurants

- Schools and crime
- Marketing strategy
- Future plans
- Identity for corridor, security cameras
- Cleaned up corridor, demolished old buildings
- Updated properties
- Unified plan for image of DeSoto
- Incentives for property owners
- Educated City employees on code enforcement
- Community development fund
- Surveillance cameras on shopping centers
- Unified business owners
- Financial incentives from DEDC
- Hampton Road concentration, marketing program to get people back to DeSoto
- Businesses relocating from other cities
- Small business loans with low interest
- Landscaping, property owners educated about improvements
- Help for small businesses, merchant association
- Widened Hampton, security cameras, incentives
- "Expansion of what we have that is good"
- Public and private partnerships, investment, design
- Overlay district, schools
- Safety, own identity, TIF District
- Incentives to attract types of businesses that fit vision
- Comprehensive renewal of area
- Better looking corridor, signage, new image for City
- Hampton Road improvements
- City working closer with business owners, annual get-togethers
- City image, incentives for property owners
- Security, new reputation, police support, improved schools
- Capital improvement plan, cooperative agreements with City of Dallas
- Reputation for multi-culturally diverse place for educated people to live, a pretty place
- Bond money already approved, school district known for greatness
- Sense of "community", tax incentives
- Massive public relations image campaign
- Zoning changes requiring buildings of higher standard
- Public funding and assistance
- Strict sign ordinances
- Businesses wanting to get involved
- Planned development created for area
- Land assembled into larger parcels for development

The majority of comments made by participants can be grouped into the following "big picture" categories which provided the framework for recommendations related to future implementation efforts:

1. Market Perception - perception of community from outside residents, amount of leakage to surrounding markets, use of demographics which do not tell the whole story, etc.
2. Physical Aesthetics - improved open space, neighborhood connections, place-making elements, etc.
3. Targeted Organizational Leadership - dedicated entity for corridor, clean and safe programs, promotion and marketing, etc.

4. Regulatory Reform - zoning (overlay), incompatible uses, infill / redevelopment code, processing delays, etc.
5. Development Economics - property ownership, land assemblage, under-utilization, incentives, financial gaps (value vs. cost), etc.