

Memorandum



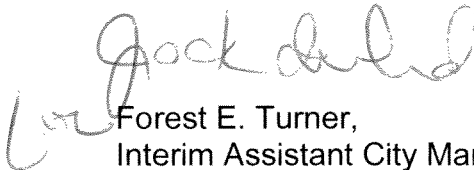
DATE May 22, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair),
Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane,
David A. Neumann, Steve Salazar

SUBJECT Maple Avenue Project

On Tuesday, May 26, 2009, the "Maple Avenue Project" briefing will be presented to you at the Quality of Life Committee meeting. Attached is the briefing material for your review prior to Monday's discussion.

If you have questions or need additional information, please let me know.


Forest E. Turner,
Interim Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager

Maple Avenue Project

Presented to the Quality of Life Committee
May 26, 2009



Dallas Code Compliance, what it all means
COMMUNITY



Purpose

- To highlight recent success in addressing code violations in the Maple Avenue business corridor and review the partnerships and model for similar future initiatives

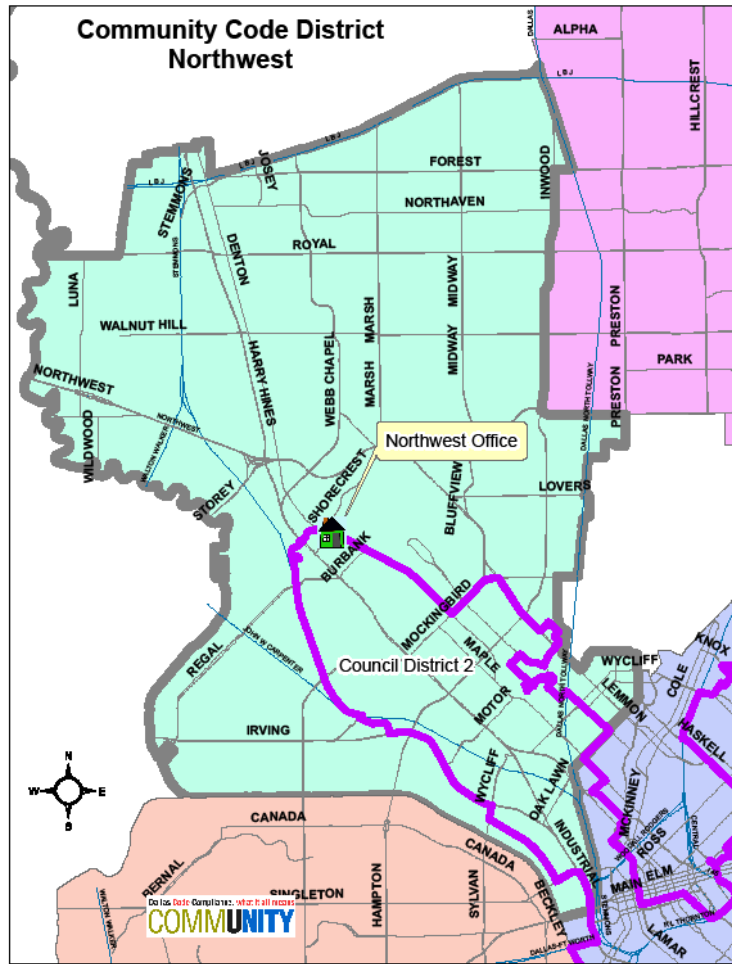
Purpose of Maple Avenue Project

- Project designed to address code violations and enhance curb appeal along the Maple Avenue Business Corridor
- Coordinated effort between Code Compliance, Strategic Customer Service and Greater Dallas Hispanic Chamber of Commerce

Purpose of Maple Avenue Project

- Focus on the 7 most common violation types on Maple Avenue
 - Illegal Land Use
 - Illegal Signs
 - Dumpster Screening
 - Parking Lots and Driveways
 - Graffiti
 - Litter
 - Illegal Storage

Northwest Community Code District



- Northwest Community Code District office relocated to 2502 Shorecrest on August 18, 2008
 - Reduction in travel time for code officers by at least 1 hour per day
 - Instilled a sense of community since code office was now located in the area it served

Stage I - Planning and Education

- Planning began in August 2008
- A letter was jointly prepared by the City and Hispanic Chamber of Commerce for distribution to approximately 200 businesses located on Maple Avenue
 - The letter provided information to businesses about 7 common code violations and how to remedy them
- Beginning October 22, 2008, letters were distributed to businesses in English and Spanish to represent the diverse community

Stage I - Planning and Education

- Sweep designed to educate and inform businesses prior to code enforcement action
 - 12 code officers comprised of 6 teams hand carried and delivered a copy of the letter in
 - English and Spanish to the owner/manager at each business location
- No enforcement action was taken to allow businesses a 30-day grace period to remedy violations before initial inspections

Stage II – Initial Code Inspections

- Initial code inspections began December 2, 2008
- Inspectors identified code violations and issued Notices of Violation to business owners
- Cases were created and photos taken to document violations
- Re-inspection dates were scheduled to allow reasonable time to abate

Results of Initial Inspection

- 169 notices were issued to businesses:
 - 81 – Signs
 - 49 – Illegal Land Use
 - 14 – Litter
 - 11 – Graffiti
 - 7 – Substandard Structure
 - 3 – Obstruction
 - 2 – High Weeds
 - 1 – Dumpster
 - 1 – General

Stage III - Follow-up Inspections

- Follow-up inspections began in January 2009 and had two possible outcomes:
 - Violation remains
 - Extension granted (when effort to comply was demonstrated); or
 - Issue citation (no effort was taken to comply)
 - Complied
 - Case closed

Curb Appeal Improvements

Before photo of sign violation



After photo...



Before photo of litter violation



After photo...



Before photo of substandard structure (fence) violation



After photo...



Before photo of graffiti



After photo...



Before photo sign violation



After photo...



Significant Accomplishments

- Clean-up and removal of common code violations along Maple Avenue
 - All 169 code cases were complied by March 2009
 - Improvement in curb appeal on Maple Avenue with the removal of bandit signs, graffiti and litter
 - Facilitated initiation a planned Beautification Project for Maple Avenue
- Strengthened partnership between the Greater Dallas Hispanic Chamber of Commerce and City to enhance and improve the Maple Avenue business area

Maintaining Improvements

- Code will continue a visible presence on Maple Avenue
 - Distribution of pamphlets, city calendars and other educational materials to maintain contact with businesses and assist with current code updates
 - Personal visits with new business owners on Maple Avenue to deliver welcome packets, to include: code violation information, resources and contact numbers, checklist for new businesses on “what you need and where you go to get it” (i.e. permits, Certificate of Occupancy, zoning regulations, and Planned Development 193 provisions)
- Code Officers will participate and assist in beautification project for Maple Avenue

APPENDIX

Letter Distributed to Maple Avenue Businesses (English)



Dear Business and Property Owner:

The City of Dallas and the Greater Dallas Hispanic Chamber of Commerce are teaming up to strengthen our community. We value your and your business' presence on Maple Avenue and strongly believe that this area is an asset to our great city of Dallas. We want to work together with you, the business owners of this area, to ensure that Maple Avenue is a safe and inviting place for Dallas residents to do business.

The City of Dallas, Department of Code Compliance has recently inspected the businesses in the Maple Avenue area. The following code violations listed below are most common in this area. It is important that you understand these violations and how you can voluntarily correct them if they are present.

- 1. Illegal Land Use** – You must have legal written permission (Certificate of Occupancy) to operate a business. **Please contact City of Dallas Building Inspection at 214-948-4480 for additional information and to obtain the Certificate of Occupancy and/or permits.**
- 2. Illegal Signs** – Attached, detached and temporary signs located within the City of Dallas must have a permit. For your information: An attached sign is a sign attached or painted on a structure. A detached sign is a sign located elsewhere on the property, (i.e., garage sales, sales advertisements, solicitation signs, and any signs posted on any poles.) **Please contact City of Dallas Building Inspection at 214-948-4480 for additional information and to obtain permits for signs.**
- 3. Dumpster Screening** – Garbage storage areas must be screened from public view on all sides. In some office or retail areas screening is not required. **Please contact City of Dallas Code Community Northwest at 214-670-9713 for additional information and to arrange for a code officer to meet you and discuss whether screening is required within your office or retail district.**
- 4. Parking Lots and Driveways** – Vehicles must be parked or driven on approved materials (concrete or asphalt) and be maintained according to City of Dallas specifications. **Please contact City of Dallas Code Community Northwest at 214-670-9713 for additional information.**

CODE COMPLIANCE DEPARTMENT
City of Dallas Northwest Community Code District
2502 Shorecrest Dallas, Texas 75235
Tel: (214) 670-9713 Fax: (214) 243-1868
"Dallas, The City that Works: Diverse, Vibrant and Progressive"

Councilmember Pauline Medrano
Council District 2



COMMUNITY



- 5. Graffiti** – Anything written or drawn on your property without your permission is graffiti. You must paint over or remove the graffiti. The City of Dallas will paint over the graffiti for you at no charge once a Graffiti Consent Form is completed and submitted to the address noted on the form. **Please contact City of Dallas Code Community Northwest at 214-670-9713 for information.**
- 6. Litter** – Any trash, animal or food waste materials on your property is litter. (i.e., litter around curbs, in the street adjacent to property, in the alleyway and around the trash cans or dumpsters). **Violations can be corrected by removing the litter from the premise or placing it in a proper container.**
- 7. Illegal Storage** – Any item that is not customarily used or stored outside or is not made of material that is resistant to damage or deterioration from exposure to the outdoors cannot be placed outside on your property, with the exception of Saturdays and Sundays (new furniture and appliances). **Violations can be corrected by removing the storage from the outside of the business.**

Should you have any questions about the violations listed and further explanation, you may contact our office at 214-670-9713 to request assistance.

If these apply to you, we ask that you please correct these violations as soon as possible. Once again, we want to make Maple Avenue an appealing place for our community to do business.

The City of Dallas, Department of Code Compliance plans to do an inspection during the month of November, 2008. At that time, if they find any of the seven violations at your business, they will have to take the appropriate code actions.

Thank you for your contribution as a business owner our community and to the great City of Dallas.

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Letter Distributed to Maple Avenue Businesses (Spanish)



Estimado comerciante y dueño de propiedad:

La Ciudad de Dallas y la Cámara de Comercio Hispana se han unido para fortalecer nuestra comunidad. Valoramos su presencia así como la de su negocio en la Avenida Maple y creemos que esta área es de vital importancia para nuestra ciudad. Queremos trabajar junto con usted y los propietarios de negocios del área, para asegurar que la Avenida Maple sea una vía segura y atractiva para realizar negocios.

El Departamento de Cumplimiento de Códigos de la Ciudad de Dallas ha inspeccionado negocios recientemente en el área de la Avenida Maple. A continuación esta la lista de las mas comunes violaciones de códigos. Es importante que usted comprenda que estas violaciones y como usted puede voluntariamente corregirlas si usted las detecta.

- 1. Uso ilegal de la propiedad** – Usted debe tener un permiso legal por escrito (la Certificación de Ocupación) para tener un negocio funcionando. **Por favor comuníquese con el Departamento de Inspección de Edificaciones de la Ciudad de Dallas al 214-948-4320 para información adicional y obtener la Certificación de Ocupación y/o los permisos.**
- 2. Carteles/letreros ilegales** – Carteles/letreros unido, desunido y temporáneo localizado dentro los límites de la Ciudad de Dallas deben de tener un permiso. Información clave: Un cartel unido es un cartel sujetado o pintado sobre la estructura o el edificio. Un cartel desunido es un cartel que se encuentra en otras partes de la misma propiedad. (Ejemplo: ventas de garaje, anuncios comerciales, anuncios en general, y anuncios fijados en postes.) **Por favor comuníquese con el Departamento de Inspección de Edificaciones de la Ciudad de Dallas al 214-948-4320 para información adicional y obtener permisos para los carteles/letreros.**
- 3. Cercas del basurero** – Locales donde almacena el basurero deben tener una cerca de manera que el público no lo pueda ver de cualquier esquina. En algunas oficinas y áreas de comercio no es necesario tener una cerca. **Por favor comuníquese con el Departamento de Inspecciones de Código de la Ciudad de Dallas en el Área de Servicio Noroeste al 214-670-9713 para recibir información adicional, hacer una cita con un oficial de código y revisar si a usted dentro de su negocio o distrito comercial le requiere o no requiere tener una cerca.**
- 4. Locales de estacionamiento y entradas para vehículos no aprobados** – Los vehículos deberán estar estacionado o conducido sobre materiales aprobados (ejemplo, concreto o asfalto) y también se debe mantener el estacionamiento o entrada en condiciones indicadas por la Ciudad de Dallas **Por favor comuníquese con el Departamento de Inspecciones de Código de la Ciudad de Dallas en el Área de Servicio Noroeste al 214-670-9713 para recibir información adicional.**

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- 5. Graffiti** – Cualquier marca escrita o dibujada en su propiedad sin su permiso es un graffiti. Usted debe pintar sobre el graffiti o quitarlo. La Ciudad de Dallas pintará sobre el graffiti para usted sin costo en cuanto se llene y envíe el Formulario de Consentimiento del Graffiti a la dirección notada en el formulario. **Por favor comuníquese con el Departamento de Inspecciones de Código de la Ciudad de Dallas en el Área de Servicio Noroeste al 214-670-9713 para más información.**
- 6. Basura** –Cualquier desecho, materiales desperdiciados por animales o residuos de la comida en su propiedad son determinado ser basura (ejemplos: basura alrededor de la acera, en las calles adyacente a la propiedad, en el callejón y en torno del contenedor de basura). **Las violaciones pueden ser rectificadas retirando la basura del local o establecimiento o poniéndola en un contenedor apropiado.**
- 7. Almacenamiento ilegal** – Cualquier objeto que por costumbre no se usa o almacena en el aire libre o no esta hecho de material resistente a los daños o el deterioro causado por una exposición al exterior no puede almacenarse afuera de su propiedad con excepción los sábados y los domingos (nuevos muebles y electrodomésticos). **Las violaciones pueden ser rectificadas al remover estos artículos del frente de su negocio.**

Si tiene alguna pregunta sobre las violaciones enumeradas y necesita más explicaciones, usted puede comunicarse con nuestra oficina al 214-670-9713 para pedir mayor asistencia.

Si estas violaciones están en su negocio, le pedimos que las elimine de inmediato. Queremos que la Avenida Maple sea un lugar agradable para hacer negocios.

El Departamento de Cumplimiento de Códigos planea hacer inspecciones durante el mes de noviembre de 2008. En ese entonces, si encontramos cualquier de las siete violaciones en su negocio tendremos que tomar las acciones o medidas adecuadas establecidas por el código municipal.

Gracias por su contribución como propietario de negocio de la Ciudad de Dallas.

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