

grow South

grow South



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Let's become a *great* city!

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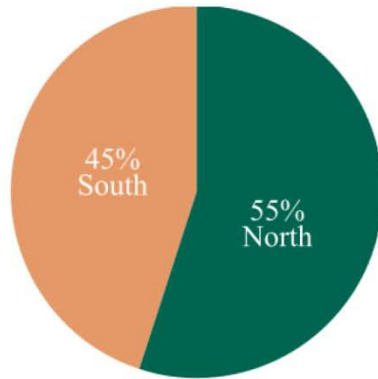
Let's *bridge*
socioeconomic divide.



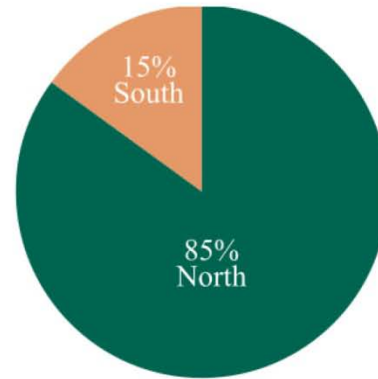
Photo by: Justin Terveen



Let's *grow* our tax base.



Population



Tax Burden



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Let's leverage our greatest
opportunity for growth.

Workforce

Potential for
retail

Available land

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54% of the
city's land area
Seattle would
fit
inside
Southern
Dallas
TWICE!
About 45% of residents

Would be the
34th largest
city
in America



Greenleaf Village, Southern Dallas

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http://www.youtube.com/watch?v=Xa_uVunvs3o

Bob Stimson
President, Oak Cliff Chamber

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A closer look at *Southern Dallas*

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It's
young!

It's
diverse!

It's got strong
families!

It's about small
businesses!



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<http://www.youtube.com/watch?v=emxyxBWd4aM>

Jessica Guthrie
Oak Cliff resident

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Southern Dallas is a safe place to
work and live



Greenleaf Village, Southern Dallas

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Some of the nation's
best schools are in Southern Dallas



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There are successful retailers & the region's top distribution network in *Southern Dallas*



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<http://www.youtube.com/watch?v=cFGxu-mIR4w>

Gary Huddleston & Dacona Smith
Kroger Stores Walmart

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Many *diverse*
neighborhoods offering
quality homes



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[http://www.youtube.com/watch?v=l5n94v
SWgz8](http://www.youtube.com/watch?v=l5n94vSWgz8)

Roger Staubach

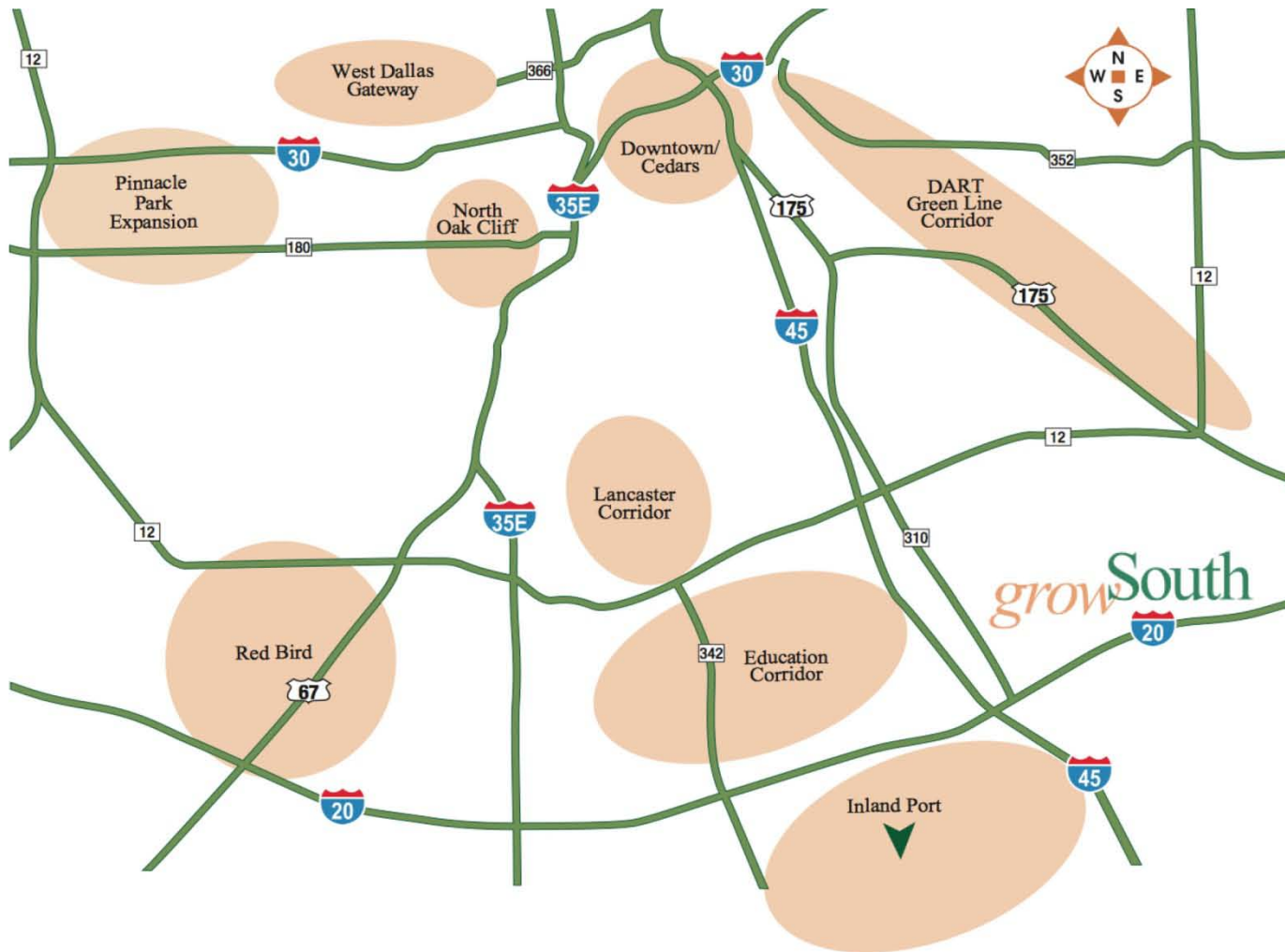
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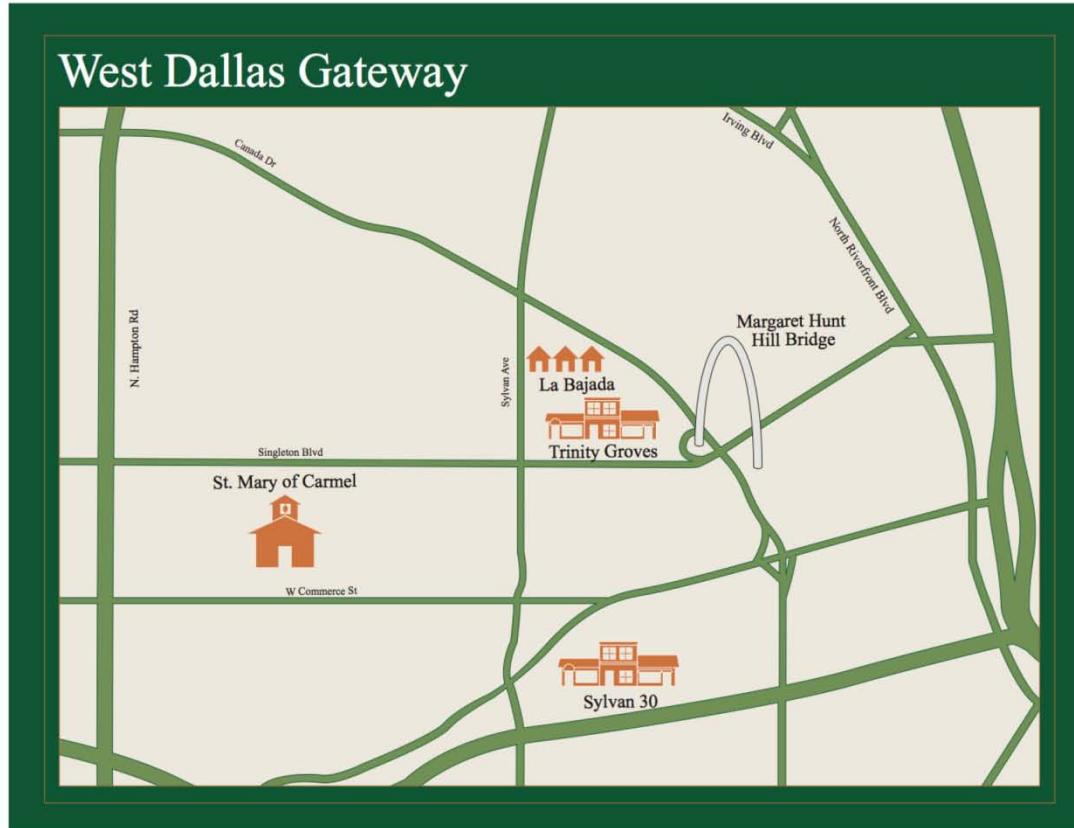
Key communities that are moving in the right
direction

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http://www.youtube.com/watch?v=S_J6E_Ckd6a0

Beverly Mitchell-Brooks
Urban League



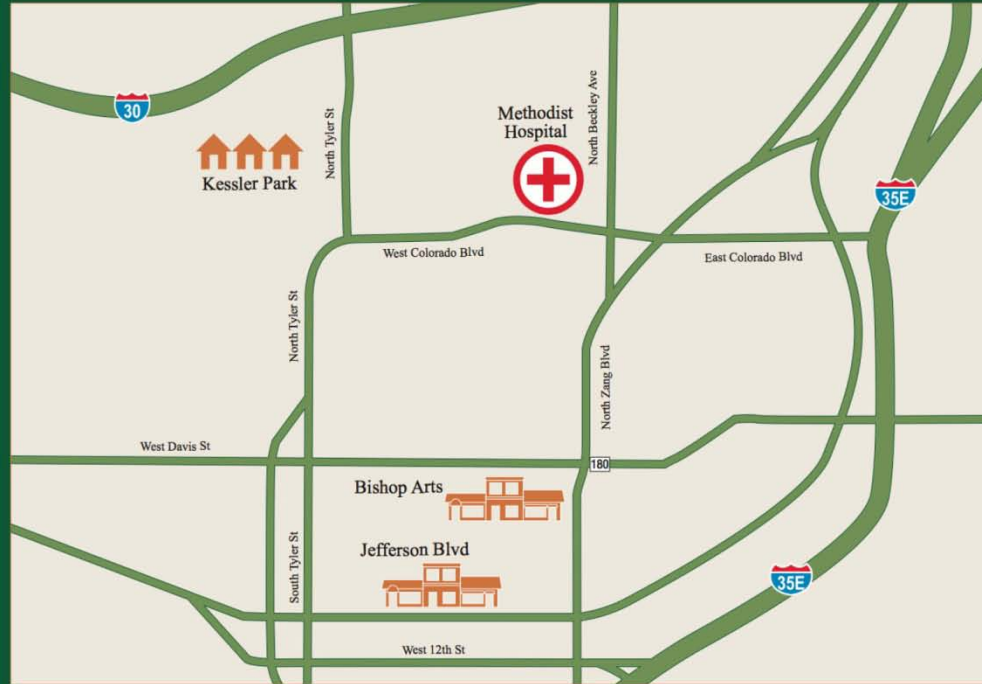


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<http://www.youtube.com/watch?v=spo6YxwygOA>

Joseph Hernandez
Chair of Fort Worth Ave TIF

North Oak Cliff & Jefferson Blvd.



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http://www.youtube.com/watch?v=vPtPp-Eq_N8

Bob Stimson
President, Oak Cliff Chamber

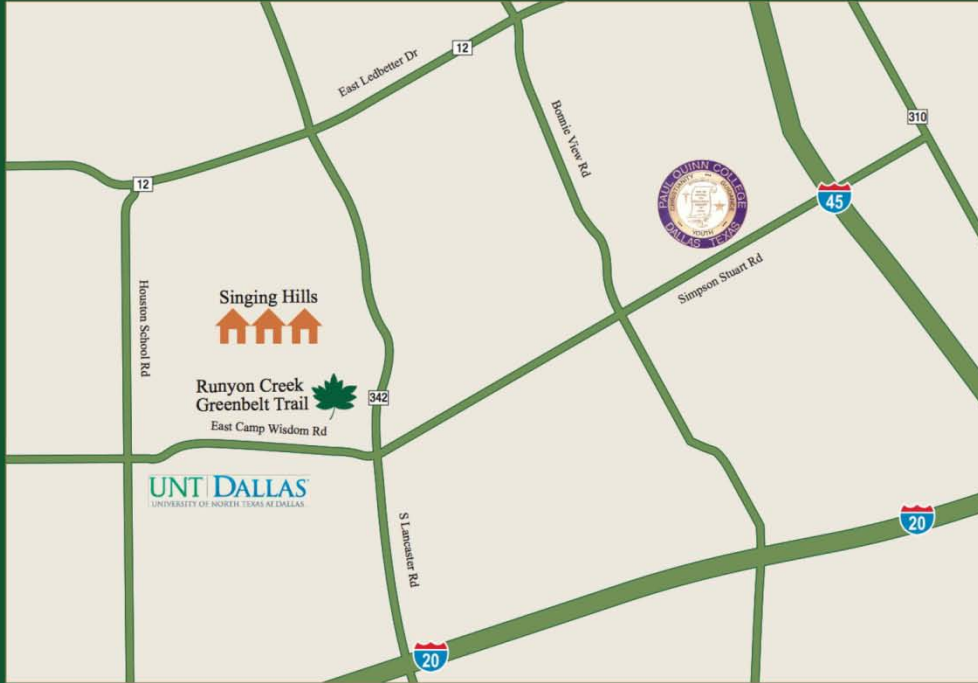
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http://www.youtube.com/watch?v=B5KBdpa_xlVo

Andrew Howard
Better Block Project



Education Corridor



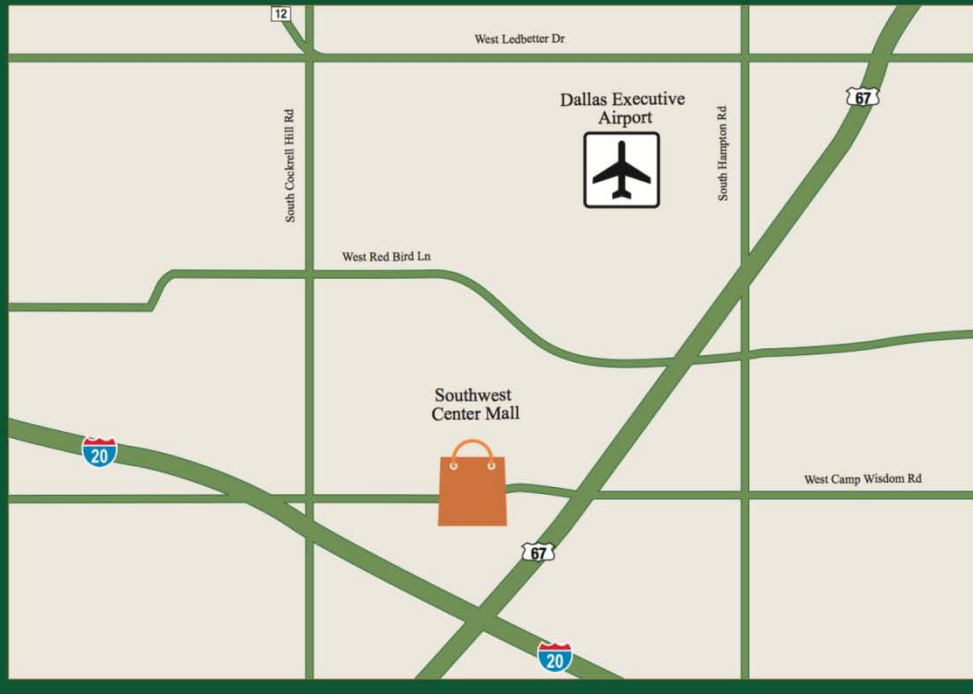
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<http://www.youtube.com/watch?v=tluLci2lZc4>

Pres. John Ellis Price
University of North Texas at Dallas

Red Bird



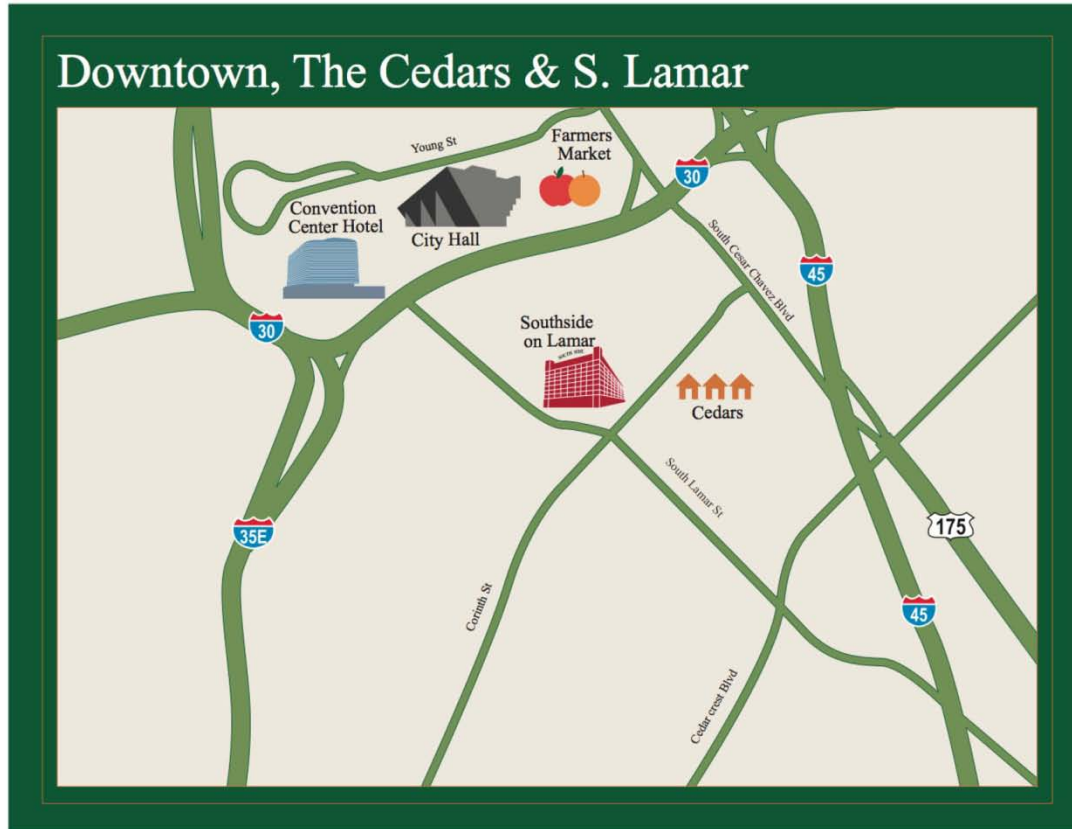
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<http://www.youtube.com/watch?v=WrbM-fzaQPE>



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http://www.youtube.com/watch?v=rL_QFMtEFEY

Jack Matthews
Matthews Southwest

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Our *Approach*

Quality-of-life approach

Think short & long term

Focus on
investment

Celebrate our
success



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[http://www.youtube.com/watch?v=BFej2P5
V428](http://www.youtube.com/watch?v=BFej2P5V428)

Anna Hill
Dolphin Heights Neighborhood Assn.

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<http://www.youtube.com/watch?v=ftf74dpcSo0>

Maria Garcia
Parent liaison at Adamson HS

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http://www.youtube.com/watch?v=tE_8xcwEoA4

Ray Hemmig
Chairman, Furr's Fresh Buffet

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<http://www.youtube.com/watch?v=XaRGKn4QwdA>

Phil Romano
Restaurateur & Developer

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Top 10 list for

Southern Dallas

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1 Strengthen & engage neighborhoods

Walkable neighborhoods

Live, learn, work focus

Goal: 20% growth in neighborhood associations

Grow mixed-income neighborhoods



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<http://www.youtube.com/watch?v=60JvwCF2vfo>

Jeanne Hauser

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2 Culture of clean

Expand community programs

Stronger code enforcement

Fight blight by demolishing
250+ abandoned structures

Engage TxDOT
& outdoor ad companies



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3 Strengthen schools, strengthen communities

Adopt four schools:

Zumwalt Middle (near VA)

Atwell Middle (Red Bird)

Lincoln H.S. (Fair Park)

Adamson H.S. (Jefferson Blvd)



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4 Debunk the myths about Southern Dallas

Dedicated brand manager

Pro bono advertising/ PR

Gateway signage

SourceLink



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5 Create a private
investment
fund for Southern Dallas

Creative loan program

Private investment fund - \$20MM +

Target small-to-midsized projects

Double bottom line: good
ROI,
good for the community



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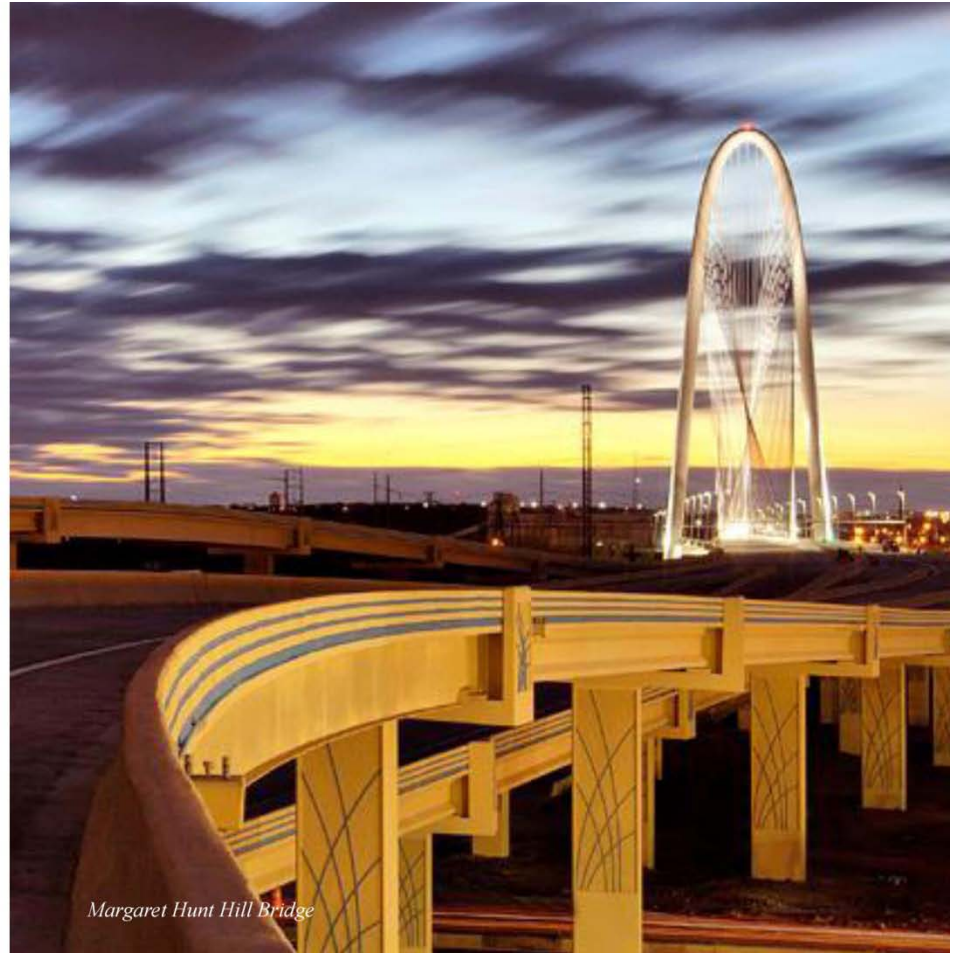
6 Continue revitalization of downtown & surrounding communities



The Cedars Southern Dallas

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7 Implement West
Dallas
Design plan



Margaret Hunt Hill Bridge

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<http://www.youtube.com/watch?v=Tf4xyyIxqeU>

Randall White
West Dallas Leader

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8 Build-out the Lancaster Corridor



grow **South**

9 Make Jefferson Blvd. the Main Street for Southern Dallas



grow South 10 Infrastructure for the Education Corridor



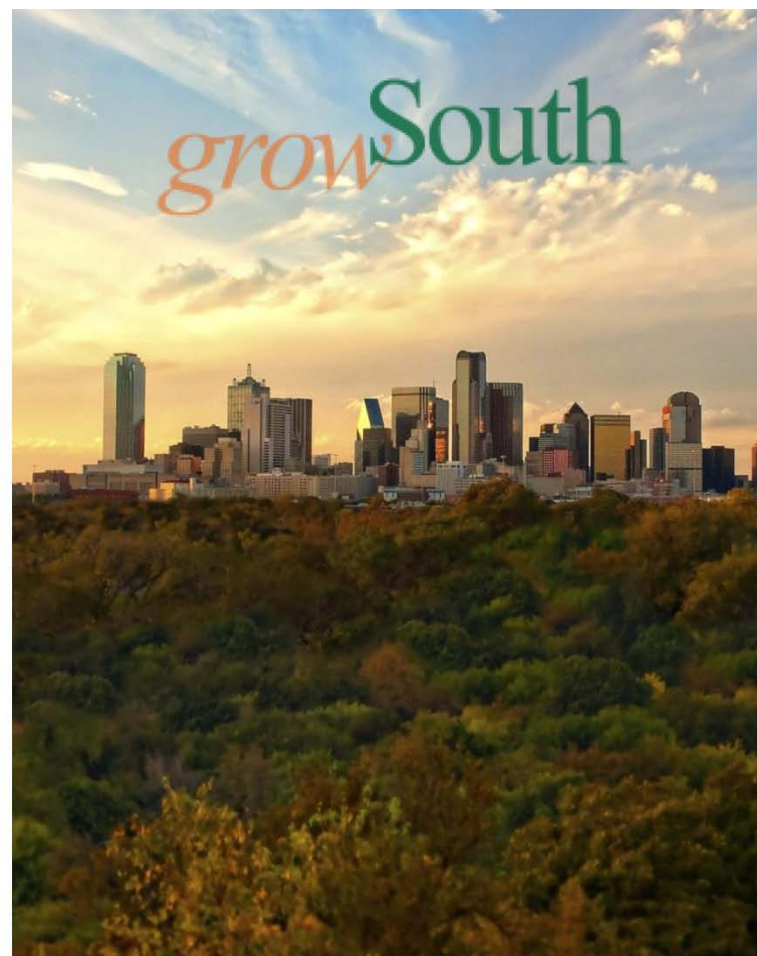
Summary:

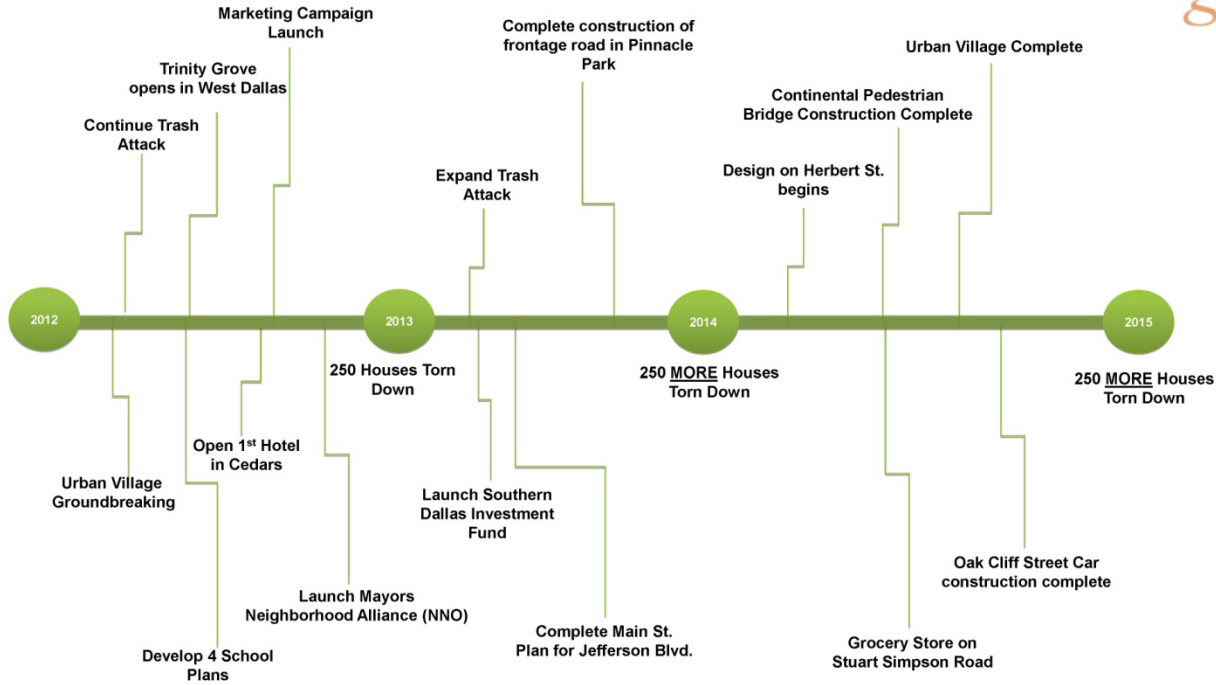
Preparing for Growth

1. Strengthen & engage neighborhoods
2. Culture of clean
3. Strengthen schools, strengthen communities
4. Debunk the myths & rebrand Southern Dallas
5. Creative financial & investment fund

Key Projects

6. Continue downtown momentum & push more growth
(South Lamar/ Cedars, West Dallas & Fair Park)
7. Implement West Dallas design plan
8. Build out Lancaster Corridor
9. Make Jefferson Blvd. “The Main Street” for Southern Dallas
10. Infrastructure for Education Corridor





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<https://twitter.com/#!/growsouth> [#GrowSouth](#)



Want to help GrowSouth? Sign up to volunteer at

growsouth@dallascityhall.com

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