

Map II-2.1 Dallas Housing, Employment and Transportation Patterns



Analysis of Dallas' housing (yellow), employment (blue) and transportation (purple lines) patterns indicates the need for new transit and employment investment in the Southern Sector.

The forwardDallas! citizen survey results show:

- **75 percent of respondents ranked job growth as a high priority for the City.**
- **50 percent of respondents said small business, entrepreneurship and job training should be a priority for Dallas.**

ECONOMIC ELEMENT

ForwardDallas! was developed with the underlying principle that land use, transportation and economic development are inextricably linked and essential to quality of life, prosperity for all citizens, a structurally sound tax base and the City's fiscal health. Understanding that both the property tax and sales tax are dependent in large part on land use is equally important. Different land uses command different levels of property tax and some land uses also generate sales tax or business tax. The City must balance the mix of land uses and the location of uses to plan for its future prosperity. As a mature urban city, Dallas must provide a wide range of housing and employment opportunities for its residents. ForwardDallas! aims to balance the mix of land uses to maximize these opportunities while safeguarding the City's future economic health.

A holistic approach to economic development recognizes the role of land use planning in creating quality of place. Successful programs must use more than incentives and a low-cost business environment to drive economic development. The City must reach toward creating an environment that meets the needs of workers and businesses alike. Providing room to attract new business and expand existing companies must be balanced with providing housing options and amenities for the city's workforce.

Business expansion and retention will remain the City's primary economic focus, targeting specific industries such as healthcare, logistics and technology-intensive industries in order to yield high returns on City investments. Key opportunities for continued economic growth lie in revitalizing Downtown and developing the Southern Sector. Development of the Trinity River Corridor, opportunities for transit oriented development and protecting and strengthening the city's remaining industrial areas are just a few examples of projects that would benefit from City involvement. These and other "catalyst projects" must be undertaken with an eye toward the implications for business growth and must be prioritized based on feasibility and impact.

Texas' reliance on retail sales tax to fund economic development has direct consequences for Dallas. While the City is not eligible to adopt the economic development sales tax, its neighbors are. As a result, suburbs aggressively seek retail business. For Dallas to lose the retail sector growth to the suburbs has impacts commensurate

STRATEGIC ENGAGEMENT INITIATIVES



The signs of new construction throughout Dallas suggest economic growth remains strong. It is vital for the City of Dallas to direct growth and investment into its Strategic Engagement initiatives.



New condominium development in the urban core will help bring 24 hour activity and vitality to Downtown Dallas.

with the loss of manufacturing and technology jobs. It matters where workers spend their money, maybe more than where they earn it. The City must develop a strategy to restore the Downtown retail environment, create signature shopping venues throughout the city, and introduce new retail opportunities for the Southern Sector.



Downtown residents now have the convenience of a full-service grocery store.

Dallas' image is tied closely to its economic status. While a Dallas business address once was a "must have" symbol of success, now a Dallas area office is simply satisfactory to many businesses, and marketing efforts have failed to contradict that position. Anecdotal evidence also suggests Dallas is losing ground in tourism because of new high-end resorts and attractions in the suburbs. Restoring Dallas' image as the economic driver of North Texas is a key task. Underlying this element of the Policy Plan is a fresh definition of economic development. While most definitions focus on indicators such as jobs or wealth creation, this element distills it to its essential goal: Economic development is the application of public resources to stimulate private investment. This gives the City's role a clarity that other definitions obscure. Although the City controls significant resources, it does not create jobs or generate wealth. Directing resources effectively and efficiently is the paramount duty of the public sector in economic development. Sound economic development policies enhance the city's ability

to capture a larger share of regional job growth and business expansion. Recognizing regional competition and positioning the city to ensure its competitive advantage is an undercurrent to these economic development initiatives. While this element provides guidance for the city as a whole, forwardDallas! recognizes that Dallas' future economic health rests in the creation of opportunities in the Southern Sector.

In 2005, the Office of Economic Development (OED) published “Strategic Engagement: Dallas’s Economic Development Plan.” The plan’s perspective of Dallas as a “diverse, vibrant, urban city that works and builds on its core strengths” is underscored by five goals of what Dallas should be:

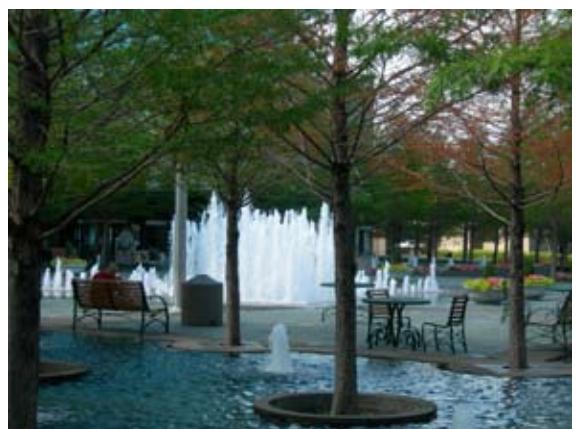
- A city of balanced growth and development opportunities;
- A city that is strategically engaged in economic development;
- A city with a dynamic and expanded Downtown economy that is the urban core of the region;
- A business-friendly city;
- A city of great neighborhoods.

This element’s goals, policies and implementation measures have been organized to mirror these Strategic Engagement goals. By doing so, as the Strategic Engagement initiatives are implemented, this document may be used to support priorities and implementation strategies.

This element elaborates on the land use aspect of economic development. Although the Strategic Engagement plan included some land use related discussion, this document provides more detailed policies that address the link between land use and economic development.



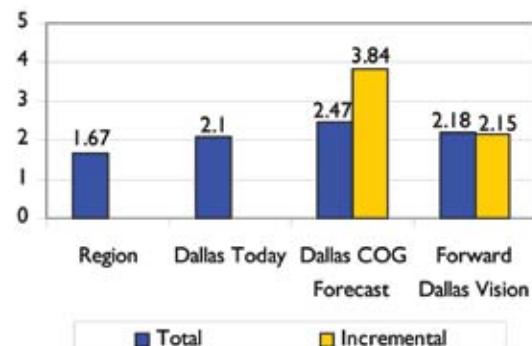
Bringing more streetside cafes, mixed-use and pedestrian friendly development into Downtown Dallas will help create a more dynamic and interesting urban core.



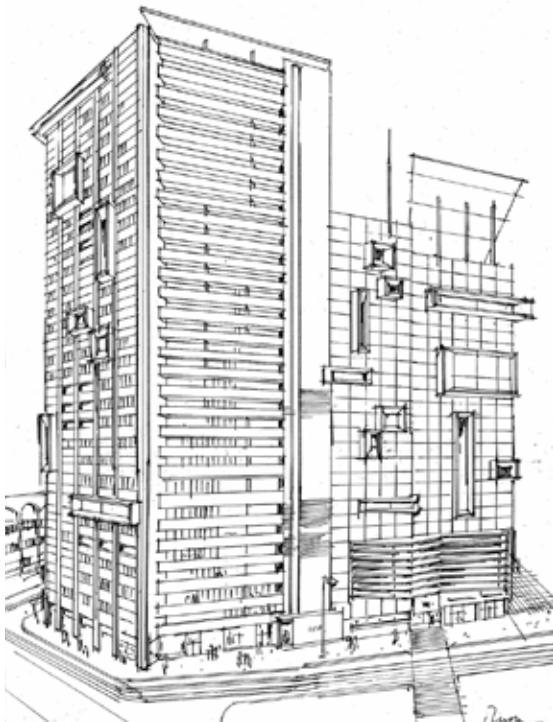
The addition of new plazas, fountains, benches and outdoor seating will help attract pedestrian activity to the Downtown retail environment.

GOALS, POLICIES AND IMPLEMENTATION

Chart II-2.1 Ratio of Jobs to Households



Maintaining a balance of jobs and housing is critical for sustainable growth. ForwardDallas! recommends maintaining Dallas' current jobs to household ratio.



Establishing urban design standards for development will help the City define and create more enjoyable neighborhoods, employment centers and shopping districts for residents, workers and visitors alike.

GOAL 2.1 PROMOTE BALANCED GROWTH

The City must promote a healthy balance of jobs and households in Dallas. It is important that the City establish and maintain land use policies that support its economic goals. These policies should encourage continued development and expansion of employment and housing opportunities throughout the city to achieve a growth target of 400,000 new jobs and 220,000 new households between the years 2000 and 2030.

Policy 2.1.1 Ensure that zoning is flexible enough to respond to changing economic conditions.

Planning for balanced growth in a dynamic economic environment calls for flexible zoning regulations to enable the City to respond to changing markets and to better facilitate development that aligns with economic priorities.

IMPLEMENTATION MEASURES

- 2.1.1.1 Conduct economic analysis of land use regulations where appropriate to determine if they allow economically feasible, quality development to occur.
- 2.1.1.2 Work toward providing a 15- to 20-year zoning capacity for a balanced range of land uses that support economic development priorities.
- 2.1.1.3 Amend the City's zoning code to include market-tested, mixed-use zoning districts that provide for balanced development of jobs and households in appropriate areas.
- 2.1.1.4 Explore the use of tools such as transfer of development rights to facilitate development of property for public purposes such as parks and cultural facilities.
- 2.1.1.5 Amend the City's zoning code to include urban design standards that provide for a variety of measures to enhance quality of life and address negative impacts when creating mixed-use zoning regulations.
- 2.1.1.6 Ensure that zoning regulations are sensitive to existing context by incorporating urban design principles and appropriate mitigation measures.
- 2.1.1.7 Encourage a range of housing options through zoning regulations while being transparent and predictable to property owners and prospective developers.

2.1.1.8 Promote development of sustainable and quality housing through zoning regulations that provide for higher densities at appropriate infill and Greenfield site locations in order to attract and retain urban homeowners.

Policy 2.1.2 Ensure that Area Plans include an economic development component to address the economic factors of the areas in the context of the City as a whole.

Area Plans should view small areas in the city within the context of the City and the regional economy in order to support economically viable land development strategies.

IMPLEMENTATION MEASURES

2.1.2.1 Involve business, institutional, homeowner and other stakeholder groups in the planning process to ensure that economic issues are considered from a balanced community perspective.

2.1.2.2 Conduct economic assessments and, when appropriate, market studies as a part of Area Plans to ensure that economic considerations are incorporated into all land use planning efforts. These should include documentation of existing business strengths or weaknesses and identification of opportunities for future business growth.

2.1.2.3 Ensure that a sufficient inventory of land, with appropriate zoning, in appropriate areas is available to attract new business and allow for existing business expansion. Prepare land inventories to assist with marketing and business attraction.

2.1.2.4 Recognize that full implementation of the Fair Park Development Plan achieves a unique natural and community-built asset whose utilization serves as an economic engine to attract business and commerce.

Policy 2.1.3 Support efforts to grow retail and residential opportunities in the Southern Sector.

Existing retail opportunities are limited in the Southern Sector. A rough analysis shows a gap in retail spending of nearly \$20,000 per household between the Northern and Southern Sectors of Dallas. There is also significant imbalance between average household incomes and educational attainment between the Northern and Southern Sectors. By implementing the Strategic Engagement



Adding new retail, such as this coffee shop, at the base of older buildings brings new vitality into a community, and also paves the way for other businesses to follow suit.



The forwardDallas! planning process involved thousands of residents and set the stage for encouraging and soliciting stakeholder engagement in economic development issues in the future.

GOALS, POLICIES AND IMPLEMENTATION



It is important to strengthen retail opportunities at the Southwest Center Mall and other locations in the Southern Sector in order to capture retail dollars presently being spent in neighboring suburbs.



The Southern Sector is poised to absorb a large portion of Dallas' new business and industry development and growth, especially in the fields of science, technology and logistics.

initiatives the City can encourage and promote balanced growth of the residential and retail opportunities in the Southern Sector.

IMPLEMENTATION MEASURES

- 2.1.3.1 Focus economic development efforts on encouraging the development of strong neighborhoods in the Southern Sector that include housing for all income segments, quality schools and recreational amenities.
- 2.1.3.2 Support private and nonprofit efforts to revitalize declining neighborhoods. Use the Frazier Revitalization Initiative as a model for other revitalization programs.
- 2.1.3.3 Encourage community-supported revitalization efforts through Area Plans with appropriate resources such as land assembly, land banking and zoning strategies. Continue to support the Neighborhood Investment Program (NIP).
- 2.1.3.4 Consider using tax increment financing districts (TIF), public improvement districts (PID) and other financing mechanisms to advance efforts to build strong Southern Sector neighborhoods.
- 2.1.3.5 Conduct studies to identify gaps in retail and services and support plans to bring those services to neighborhoods to improve livability and stop the flow of retail dollars to the suburbs.
- 2.1.3.6 Pursue opportunities to successfully redevelop or revitalize key shopping centers such as Southwest Center Mall and Wynnewood Village to include shopping, employment, dining and cultural activities.
- 2.1.3.7 Support small business development and entrepreneurial activity that fills retail gaps and revitalizes neighborhoods.
- 2.1.3.8 Continue to implement the Fair Park Comprehensive Development Plan to promote Fair Park as a year-round family and cultural destination and to support nearby residential and retail growth and stability.

Policy 2.1.4 Support efforts to expand targeted business and industry development within the Southern Sector.

According to the North Central Texas Council of Governments estimate, the Southern Sector accounted for just 25 percent of jobs in the City of Dallas in the year 2000. At the same time the Southern Sector accounts for about 50 percent of the city's land



area and it also holds the vast majority of vacant land in the city. A strategy of steering targeted business and industrial development that brings high quality jobs to the Southern Sector is needed to redress this imbalance.

IMPLEMENTATION MEASURES

- 2.1.4.1 Continue efforts on developing and honing a target industry strategy to inform business attraction and retention programs with a focus on industries that can be steered toward the Southern Sector.
- 2.1.4.2 Support the redevelopment of the I-30 industrial corridor, with site development assistance for mid-level technology-intensive companies. Existing flex space, proximity to Downtown and to major transportation corridors make this area suitable for companies that need a quality “front office” supported by warehousing and expansion capability. Companies that need room for storage and product development, such as medical equipment companies and aerospace suppliers, would find this area appealing.
- 2.1.4.3 Encourage the expanded use of existing business/industrial parks in the Southern Sector such as Pinnacle Park and Mountain Creek through continued marketing efforts to enable them to compete with suburbs.
- 2.1.4.4 Promote continued development of Hensley Field and Dallas Executive Airport to take advantage of the unique opportunities they offer in terms of location and access to air transportation.



Pinnacle Park Industrial Center, a 200-acre industrial park development, is located just 15 minutes from Dallas/Fort Worth, Love Field, and Dallas Executive Airport, and is 10 minutes from Downtown Dallas and I-35.

GOALS, POLICIES AND IMPLEMENTATION



GOAL 2.2 ENGAGE IN STRATEGIC ECONOMIC DEVELOPMENT

It is important that the City ensure its economic development resources are strategically used and concentrated on issues that have the highest potential for return on investment. The City's primary focus will be targeting obstacles to desired growth and marketing the city locally, regionally and internationally. As part of the City's drive to economic success, it must capitalize on Dallas' current strengths in the technology, medical and logistics sectors. This will make Dallas a destination of choice for entrepreneurial activity in those and related industries.



The Trinity River Corridor presents excellent opportunities for attractive and diverse riverfront development complete with greenway trails and great views of the city.

Policy 2.2.1 Focus economic development efforts on revitalization of the Trinity River Corridor.

The City of Dallas has committed over \$246 million in bond funding to investment in the Trinity River Corridor and an added investment of over \$1 billion is anticipated from federal, state and other public agencies. Economic development efforts should focus on ensuring that these public investments continue to leverage private investment in high quality development that results in an enhanced tax base for the City of Dallas.

IMPLEMENTATION MEASURES

- 2.2.1.1 Use the Trinity River plans to evaluate opportunities and establish priorities for land use planning and rezoning efforts.
- 2.2.1.2 Develop and implement design guidelines and land use regulations that foster appropriate growth and development in key Trinity River Corridor areas.
- 2.2.1.3 Stimulate high-value, high-quality economic development in the Trinity River Corridor.
- 2.2.1.4 Support new residential and commercial developments that strengthen connections between the Trinity River Corridor and Downtown and the surrounding urban core neighborhoods.
- 2.2.1.5 Ensure that Trinity River Corridor planning and implementation incorporates an economic perspective. Emphasis should be on market-driven plans that leverage public and philanthropic investment in the Trinity River Corridor to facilitate desired growth and development.

2.2.1.6 Build a GIS database of land use and infrastructure as a basis for economic development in the Trinity River Corridor. Also develop a GIS based opportunity site inventory within the Trinity River Corridor, to enable evaluation of properties for feasibility as development proposals are made to the City, and to facilitate marketing of properties.

Policy 2.2.2 Maximize development opportunities around DART stations.

Mixed-use transit oriented development (TOD) should include a variety of land uses to serve the needs of the transit rider and the immediate neighborhood as well as the surrounding community. This would include different types of housing, retail, office, professional service firms and cultural and artistic facilities.

IMPLEMENTATION MEASURES

2.2.2.1 Work with DART to develop mixed-use zoning districts to maximize transit oriented development at the most appropriate locations within one-quarter to one-half mile of DART stations.

2.2.2.2 Identify priority stations and develop Area Plans to spur transit oriented development.

2.2.2.3 Embrace a holistic approach to mixed-use development that leverages the public investment in light rail and focuses on the needs of the surrounding community. This approach should encourage small business development and entrepreneurial activity within DART station areas and accommodate needs of transit ridership.

2.2.2.4 Market DART station areas for mixed-use opportunities to fill gaps in communities poorly served by retail to keep those retail dollars in the neighborhood.

2.2.2.5 Identify and implement “best practices” for transit oriented development. This information should be used to plan TODs in collaboration with DART and to promote desirable development at stations along multi-modal corridors.

2.2.2.6 Encourage development of urban amenities near DART stations, such as shopping, cultural and entertainment spots. Also facilitate development of community-serving public facilities at appropriate locations within walking distance



Focusing new investment and development in and around DART stations both in the Downtown area and in outer neighborhoods will increase the ridership and convenience of this key amenity.

GOALS, POLICIES AND IMPLEMENTATION



Introducing mixed-use development to more historic parts of town brings new retail opportunities without losing existing character and charm.

of DART stations, such as libraries, schools and recreation centers.

- 2.2.2.7 Utilize historic buildings when possible to retain the character of surrounding neighborhoods and provide opportunities for mixed-use development.
- 2.2.2.8 Develop strategies to link stations with nearby high-density housing developments.
- 2.2.2.9 Plan for and accommodate needs of transit ridership along multi-modal corridors.

Policy 2.2.3 Attract desired development to the UNT campus area.

The development of the new University of North Texas Campus will serve as a key component to invigorate and define the Southern Sector's future.

IMPLEMENTATION MEASURES

- 2.2.3.1 Develop new UNT- Dallas campus zoning regulations that present opportunities for balanced commercial and residential growth and that tie the campus to the broader community.
- 2.2.3.2 Make the Area Plan for the UNT- Dallas campus area a priority. The plan should balance the needs of commercial, technological and residential users and capitalize on the economic and residential opportunities presented by a major educational institution.
- 2.2.3.3 Support opportunities to stimulate spin-off economic development efforts and technologies linked to university initiatives.

Policy 2.2.4 Focus on logistics-related jobs for the expansion of employment opportunities, particularly in the Southern Sector.

IMPLEMENTATION MEASURES

- 2.2.4.1 Leverage the location of the Agile Port and pursue NAFTA Corridor objectives. Strengthen existing partnerships with port cities, nearby municipalities and federal and state agencies.

2.2.4.2 Focus on logistics and information technology activities in connection with the Agile Port development and related intermodal facilities.

2.2.4.3 Align land use regulations with neighboring cities to provide a seamless approach to development in the Agile Port area.

2.2.4.4 Identify appropriate areas for industrial and commercial development in the Agile Port area and ensure that these areas are protected from incompatible uses that could lower the economic development potential of the area as a logistics hub.

2.2.4.5 Develop land use regulations conducive to global logistics and supply chain industries and their related businesses such as e-commerce, third party logistics (3PL) firms, trucking and warehousing, manufacturing and assembly and inventory tracking (e.g., RFID, GPS). These industries present the best potential for creating quality jobs near Southern Sector communities.

2.2.4.6 Collaborate with railroads to define markets and identify appropriate land for development.

Policy 2.2.5 Focus on companies that represent the greatest potential for job growth and investment.

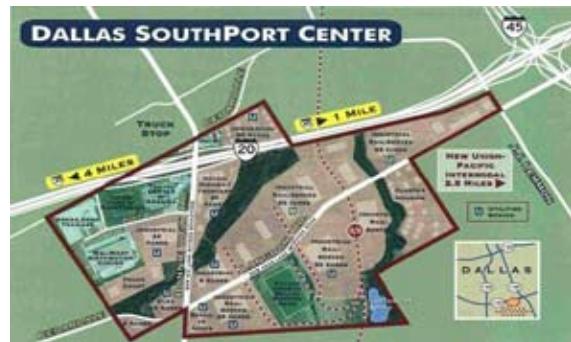
The City's BEAR program, which addresses business expansion and retention within Dallas, should concentrate on those companies that show the greatest potential for the future.

IMPLEMENTATION MEASURES

2.2.5.1 Target business retention initiatives and incentives to high-priority geographic areas when appropriate, especially Downtown, the Trinity River Corridor and the Southern Sector.

2.2.5.2 Identify best practices for small business, minority-owned business and local entrepreneurial enterprises and identify regulatory obstacles. Use resources to remove impediments that thwart the efforts of these businesses to grow and prosper without negatively impacting surrounding neighborhoods or property owners.

Map II-2.2 Dallas Southport Center



SouthPort Center is located in Southern Dallas, an area that is ideal for logistics with excellent links to all major markets via Interstates 20, 35, 635, 30, 45 and US Highways 67 and 75.

GOALS, POLICIES AND IMPLEMENTATION



Policy 2.2.6 Restore Dallas as the foremost retail location in the region.

Encourage the growth and diversity of retail, and work to reduce the amount of sales tax revenues “leaking” to the suburbs.

IMPLEMENTATION MEASURES

- 2.2.6.1 Develop a database of retail locations including identification of specialized retail concentrations. Develop economic development strategies to target these retail segments based on this information base.
- 2.2.6.2 Research and define the “best practices” for specific retail districts, placing special emphasis on strategies for creating and maintaining distinctive shopping environments.
- 2.2.6.3 Identify key retail shopping centers to target for redevelopment incentives.
- 2.2.6.4 Utilize historic buildings when possible to retain the character of surrounding neighborhoods.

Policy 2.2.7 Identify redevelopment opportunities on Brownfield sites for retention and expansion projects.

IMPLEMENTATION MEASURES

- 2.2.7.1 Develop an expanded inventory of Brownfield sites and establish a framework for City involvement in the redevelopment of Brownfield sites in collaboration with landowners.
- 2.2.7.2 Evaluate the benefits of incentives such as TIF and PID programs to offset costs incurred by cleanup or remediation work.
- 2.2.7.3 Redevelop underutilized and environmentally compromised commercial and industrial sites, using the Brownfield Program.

Policy 2.2.8 Target business recruitment to match industry with specific geographic areas.

IMPLEMENTATION MEASURES

- 2.2.8.1 Utilize target industries identified in the Office of Economic Development Target Industry Strategy and Strategic Engagement to identify priority locations for Area Plans.



Although the Southern Sector contains the majority of the city's available vacant land, there are also opportunities for Brownfield redevelopment by locating hubs for retail, housing and employment particularly around DART stations.

2.2.8.2 Focus medical technology and healthcare related recruitment and expansion around the Southwestern Medical District as well as other medical centers within Dallas. Targeted businesses should be consistent with the planning efforts of medical institutions within the district and sensitive to impacts on surrounding neighborhoods.

GOAL 2.3 BUILD A DYNAMIC AND EXPANDED DOWNTOWN

Supporting the development of an interconnected, thriving urban area that includes residential, office and retail space throughout the central city will encourage the revival of Downtown Dallas.

Policy 2.3.1 Restore Downtown Dallas as the economic and cultural heart of North Central Texas.

IMPLEMENTATION MEASURES

2.3.1.1 Develop and implement strategies to reduce the Downtown office vacancy rate and to convert vacant class B and C office space to residential development. Increase the number of housing units in Downtown to 10,000 and create an additional 20,000 units within one mile of the central business district loop by 2015.

2.3.1.2 Implement the Inside the Loop recommendations.

2.3.1.3 Partner with key Downtown groups, including Downtown Dallas, to engage the business community in Downtown planning.

2.3.1.4 Maximize the city's unique building fabric by encouraging the reuse of historic buildings.

2.3.1.5 Develop strategies to encourage and support the redevelopment of the Mercantile complex and the Continental and Atmos buildings.

2.3.1.6 Explore opportunities to provide additional higher education facilities in Downtown.

2.3.1.7 Identify and implement "best practices" for creating urban housing and ancillary support businesses and services to create livable urban neighborhoods in Downtown.



The conversion of older office buildings into residential units will help reach the City's goal of 20,000 units within one mile of the central business district loop. New housing in the Downtown will also reduce regional travel by bringing people closer to where they work and shop.

GOALS, POLICIES AND IMPLEMENTATION



Streetscape amenities that encourage pedestrian activity include storefront windows, walkways, ornamental lighting, hanging baskets, trees and outdoor seating.

- 2.3.1.8 Develop and implement strategies to capitalize and promote the uniqueness of the Arts District. Utilize place making techniques to enhance the district as a signature destination and promote the unprecedented concentration of cultural amenities.
- 2.3.1.9 Enhance civic and open space to strengthen Downtown's identity.
- 2.3.2.10 Consider the responsible use of tax increment financing districts (TIF) and public improvement districts (PID) to encourage development that offers a higher level of public amenity, design and quality to strengthen the connection between development and Downtown transit centers.

Policy 2.3.2 Partner with key Downtown stakeholders to bring in retail.

By partnering with stakeholders and focusing on high-end specialty and destination retail centers, the Downtown can be transformed into a retail destination.

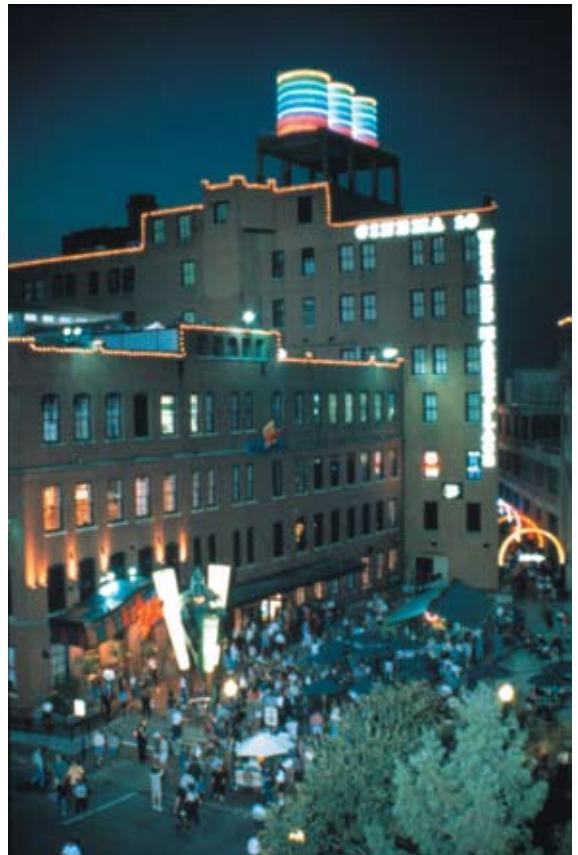
IMPLEMENTATION MEASURES

- 2.3.2.1 Create a unique retail identity and enhance main street initiatives.
- 2.3.2.2 Develop strategies to encourage and increase retail businesses throughout Downtown.
- 2.3.2.3 Identify and implement “best practices” for creating urban housing and ancillary support businesses and services to create livable urban neighborhoods in Downtown.
- 2.3.2.4 Encourage development of art galleries and fashion industry businesses.
- 2.3.2.5 Identify Downtown groups with a retail-related mission based on an inventory of existing retail efforts.
- 2.3.2.6 Build on the work of these groups to assess challenges to Downtown retail and develop a targeted strategy for leveraging City participation in addressing these challenges.

Policy 2.3.3 Work with property owners and stakeholders to preserve and enhance the image of Downtown Dallas.

IMPLEMENTATION MEASURES

- 2.3.3.1 Promote a high level of pedestrian amenities and create a streetscape environment that supports retail, sidewalk cafes and other uses that enliven Downtown around the clock.
- 2.3.3.2 Identify priority corridors and connections to surrounding neighborhoods and among Downtown destinations and amenities. Develop strategies to strengthen these connections.
- 2.3.3.3 Implement the Downtown Parks Master Plan including the proposed park over Woodall Rodgers.
- 2.3.3.4 Encourage development with high quality streetscaping and pedestrian amenities. Promote such development opportunities by developing a plan for a modern streetcar circulator system to enhance linkages between major destinations within Downtown and the DART light rail transit system.
- 2.3.3.5 Improve access and awareness of existing parking, and strongly discourage the creation of new or expanded surface parking lots in the Downtown core.
- 2.3.3.6 Develop an ambient lighting strategy to improve safety after dark.



High-quality street lighting greatly contributes to a sense of safety and encourages activity after dark.

GOALS, POLICIES AND IMPLEMENTATION



Photo courtesy DCVB



Photo courtesy DCVB



Photo courtesy DCVB

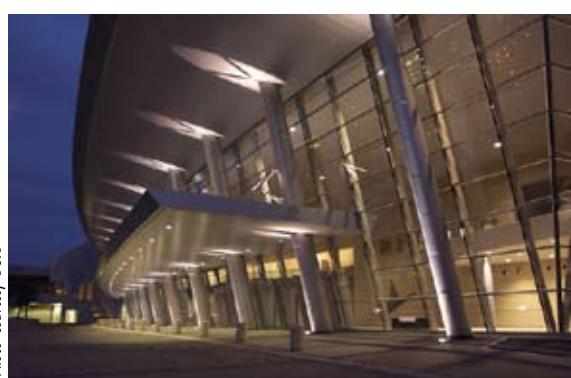


Photo courtesy DCVB

It is the goal of forwardDallas! for Dallas to remain the premier place to conduct business within the region.

GOAL 2.4 CREATE AND MAINTAIN AN ENVIRONMENT FRIENDLY TO BUSINESSES AND ENTREPRENEURS

A business friendly environment is essential for Dallas to maintain competitiveness in the regional and global marketplace.

Policy 2.4.1 Emphasize customer service in City departments.

In order to encourage economic development, it is important the City do its part by making an organizational shift, emphasizing customer service as it relates to working with the development community.

IMPLEMENTATION MEASURES

2.4.1.1 Respond to the business community's feedback and foster open channels of communication. Foster customer friendly regulatory functions and development processes within the City.

2.4.1.2 Continue to align the City's review and permitting process with service delivery needs of the development industry.

Policy 2.4.2 Restore Dallas as the premier city for conducting business within the region.

IMPLEMENTATION MEASURES

2.4.2.1 Engage and educate other municipalities on the crucial importance of a strong, vibrant central city as a tool for the whole metropolitan region. A strong central city is in the best interests of the surrounding suburbs.

2.4.2.2 Work with relevant groups—within the city of Dallas—to develop unified materials that convey the city's vision and priorities for economic development. Engaging the private sector in promoting Dallas should be emphasized.

GOAL 2.5 FOSTER A CITY OF GREAT NEIGHBORHOODS

ForwardDallas! recognizes the importance of strong neighborhoods in maintaining and developing the city's economic health. It is important to preserve existing neighborhoods and provide for future neighborhoods by ensuring there are links to economic opportunities and public amenities, such as parks, libraries and cultural venues.

Policy 2.5.1 Promote strong and distinctive neighborhoods to enhance Dallas' quality of life.

IMPLEMENTATION MEASURES

- 2.5.1.1 Ensure neighborhoods have access to high-quality public amenities and services such as parks, schools and libraries.
- 2.5.1.2 Support efforts to maintain distinctive identities of existing neighborhoods and ensure high-quality development of new neighborhoods.

Policy 2.5.2 Ensure that existing and future residential areas are appropriately linked in order to enhance economic development and urban design benefits.

IMPLEMENTATION MEASURES

- 2.5.2.1 Identify priority corridors between neighborhoods and support efforts with stakeholder groups to develop strong linkages and distinct neighborhood identities using landscaping, streetscaping and pedestrian amenities.
- 2.5.2.2 Create linkages and improve connectivity between the central business district and surrounding neighborhoods through the implementation of Downtown commuter and pedestrian mobility plans, the Downtown Parks Master Plan and north-south streetscape improvements.



Whether Dallas residents live in apartments, condos, townhomes or single-family homes it is vital that all neighborhoods throughout Dallas have access to parks, schools, transit and other public amenities.