

Inspire Dallas

The future of living in our city

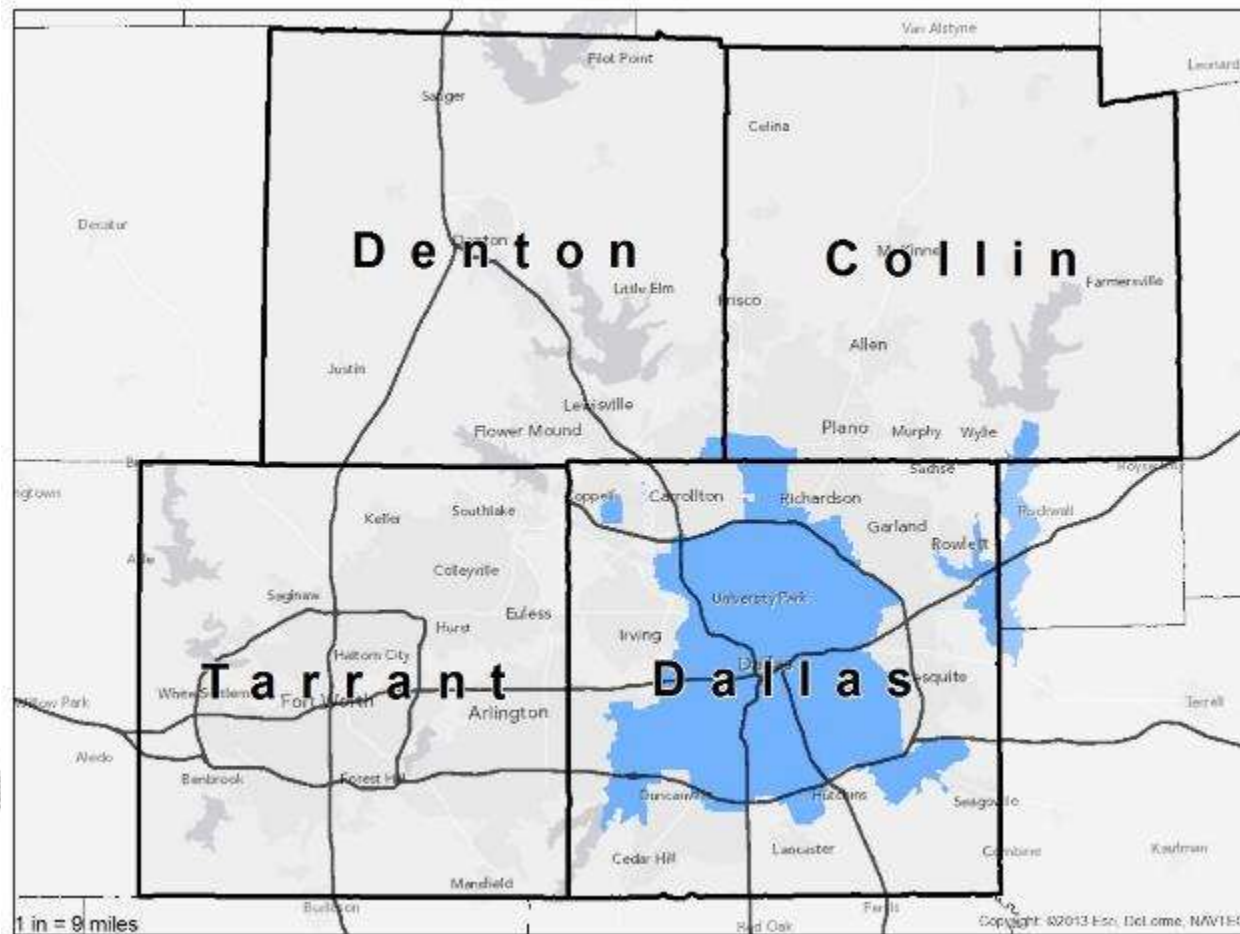


October, 2014

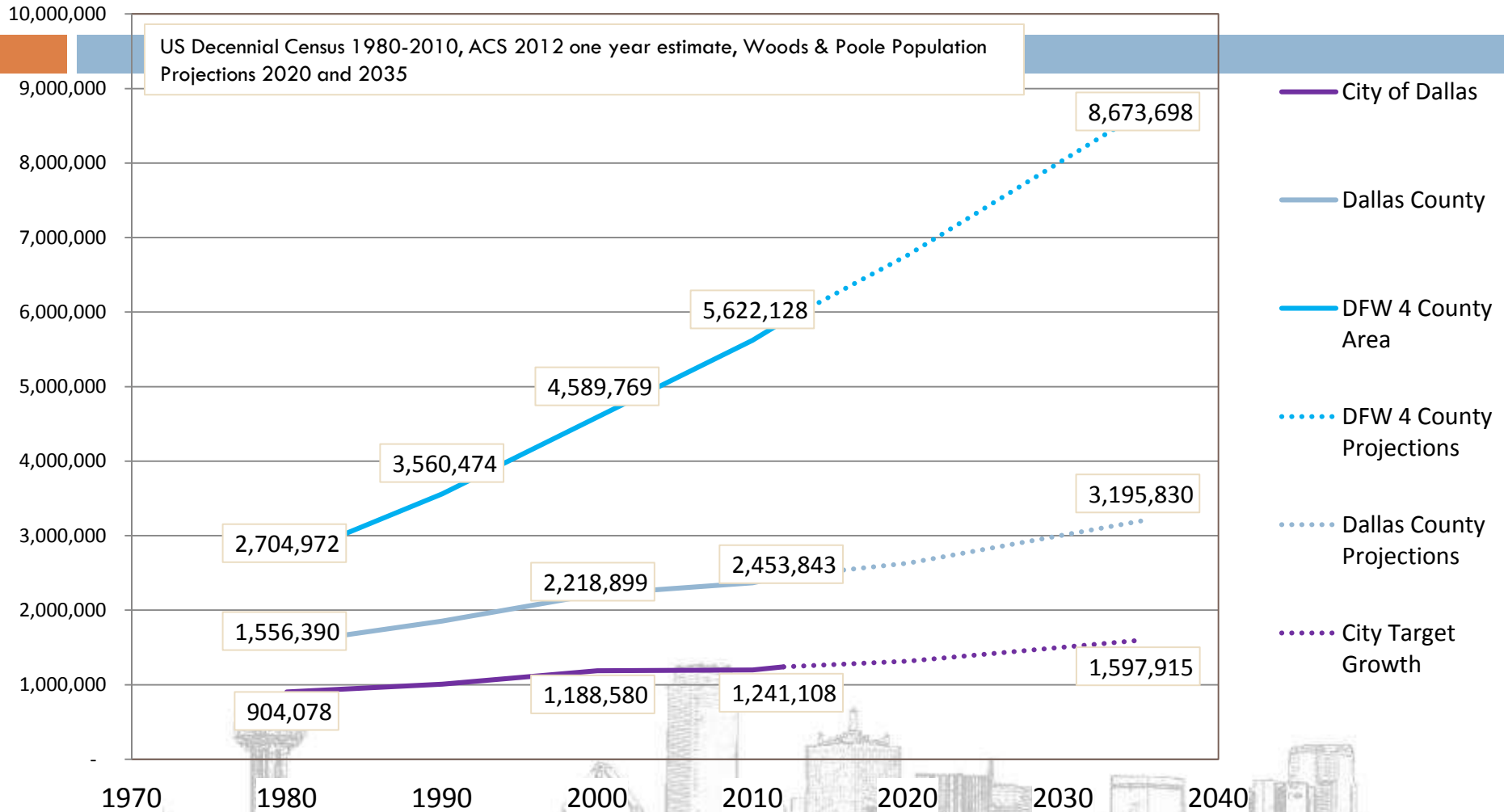


Community Workshop

Some Interesting Facts about Dallas

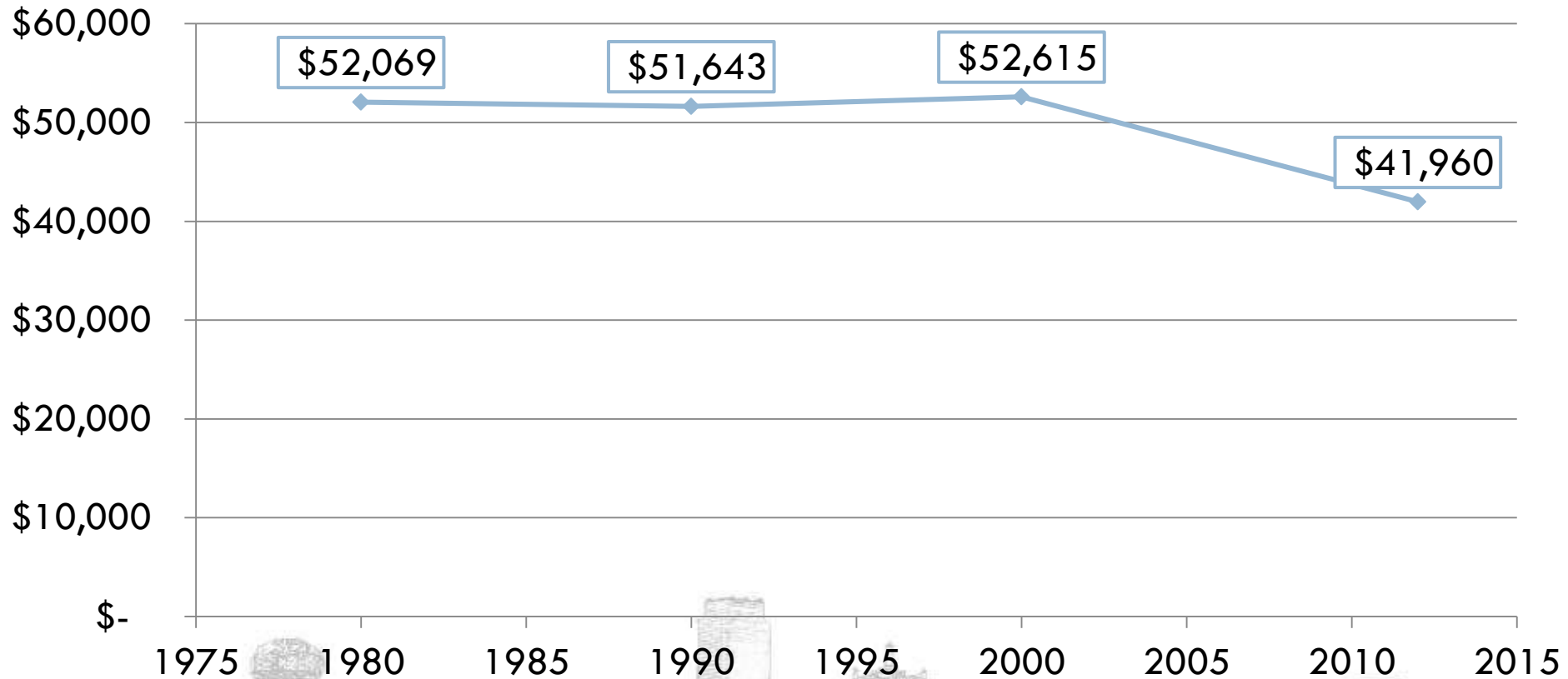


Dallas Population Growth



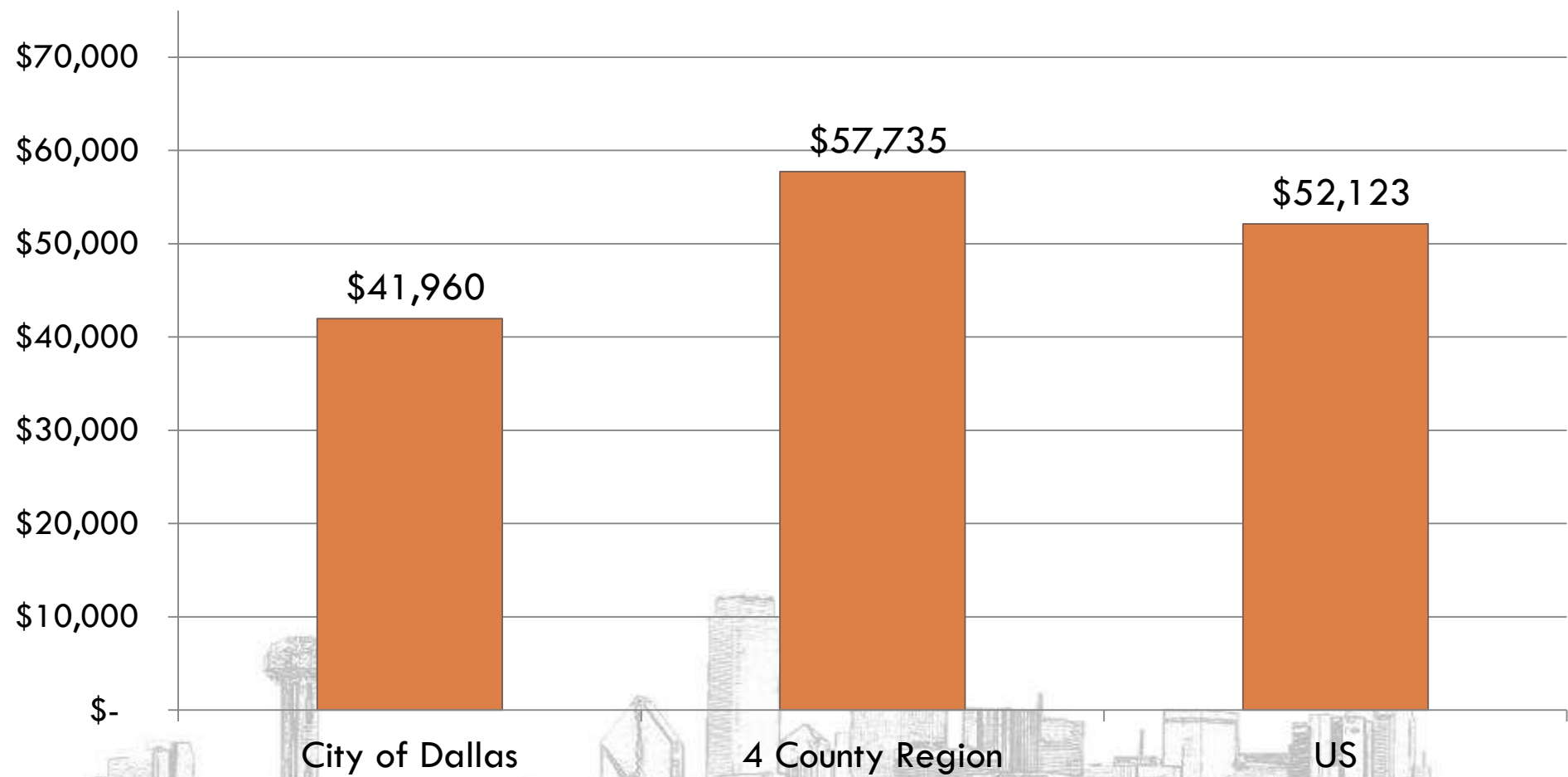
Median Income Trends: City of Dallas

4



Median Household Income (Adjusted to 2013 Dollars) retrieved from Social Explorer of US Decennial Census 1980 (T53), 1990 (T43), 2000 (T93), and ACS 2012 1 year estimates (T57).

2012 Median Income in Dallas is Lower than Region and US



US Census Data (ACS 2012 one year estimates) via Social Explorer T57 & Adjusted to 2013 Dollars.

City Losing Share of Middle Income Households

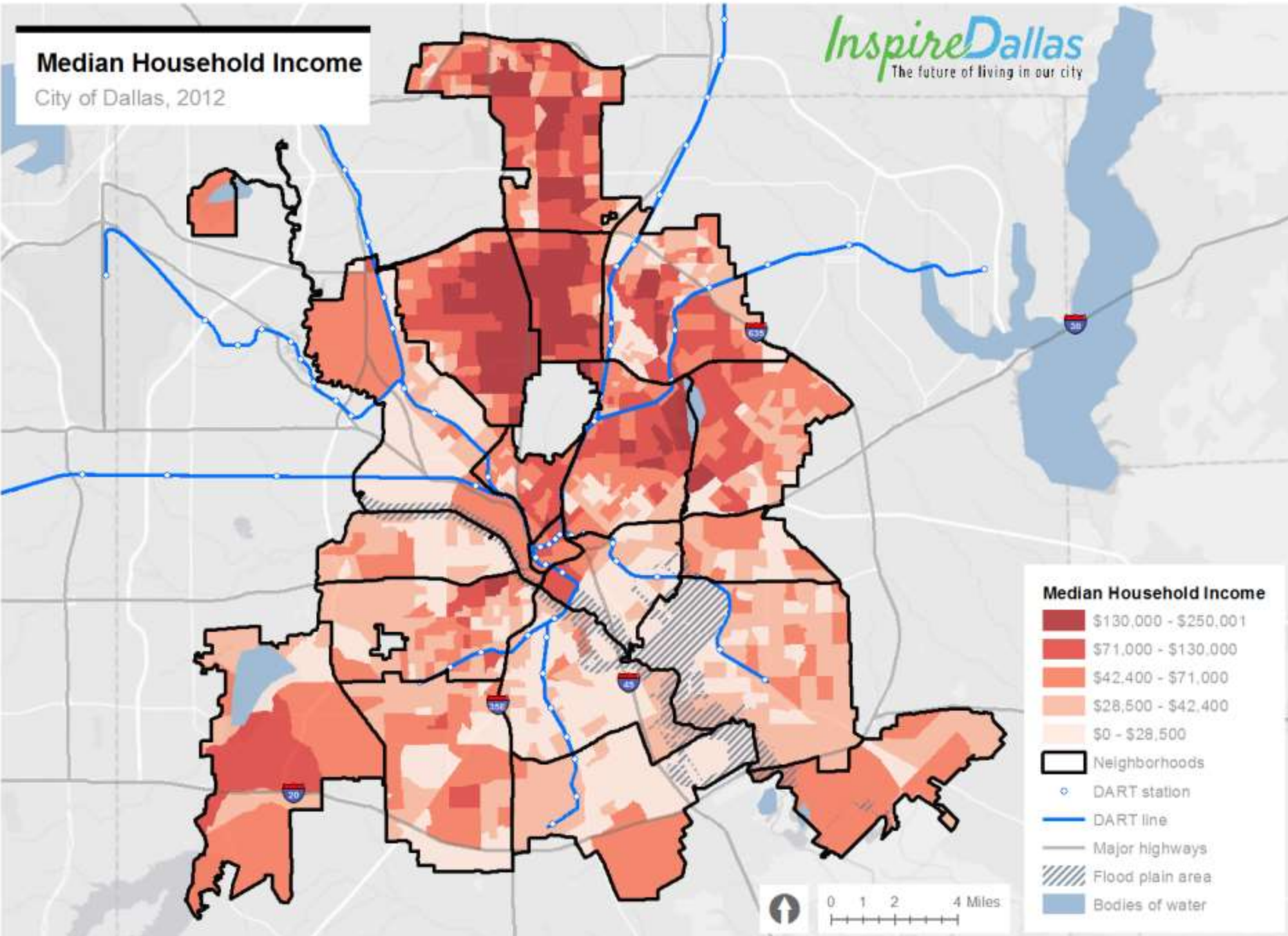


Source: Census 2000 (in 2012 Dollars) and American Community Survey 2012 1 Year Estimates

Median Household Income

City of Dallas, 2012

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Median Household Income

\$130,000 - \$250,001

\$71,000 - \$130,000

\$42,400 - \$71,000

\$28,500 - \$42,400

\$0 - \$28,500

Neighborhoods

DART station

DART line

Major highways

Flood plain area

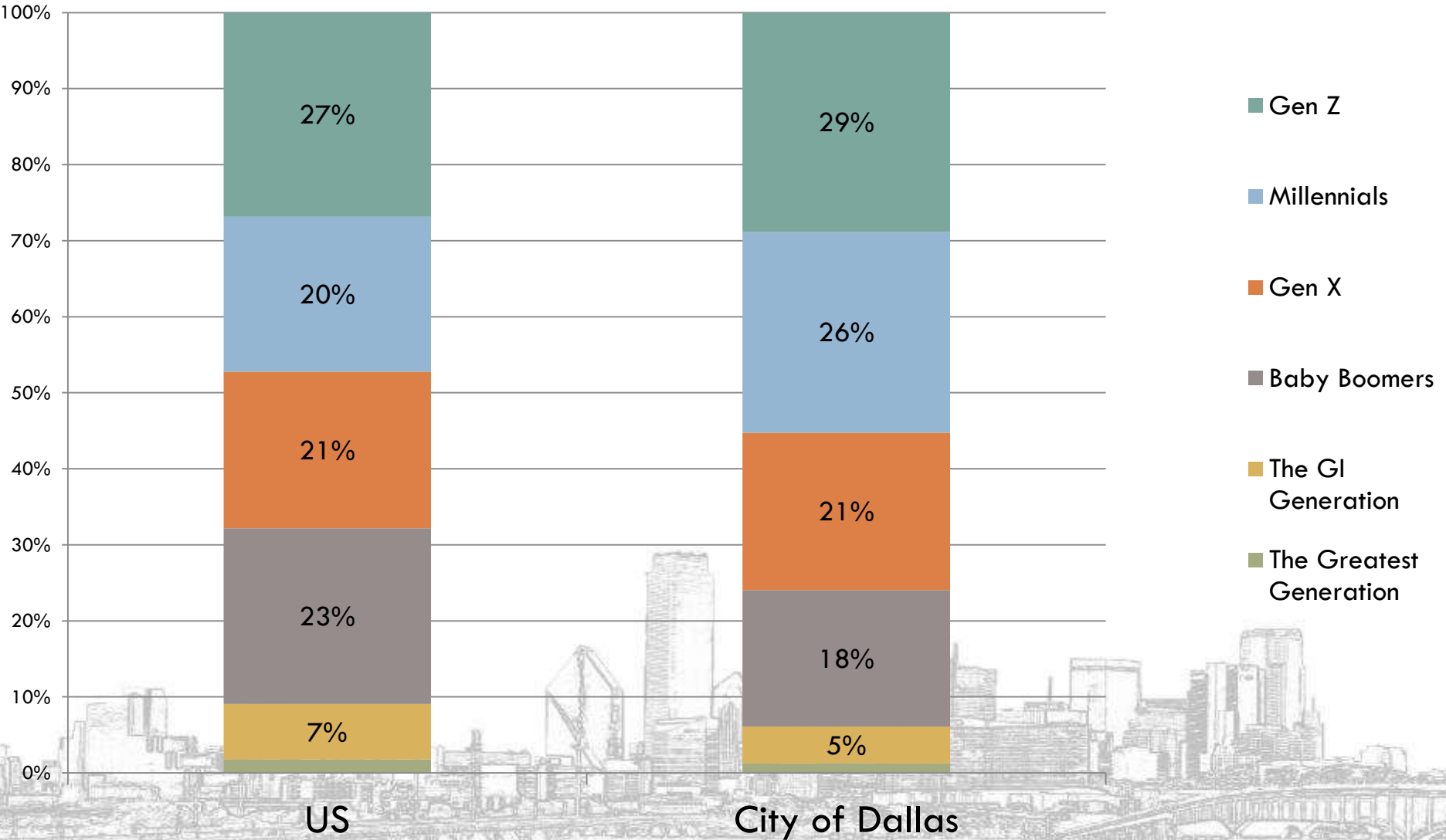
Bodies of water



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Generational Composition

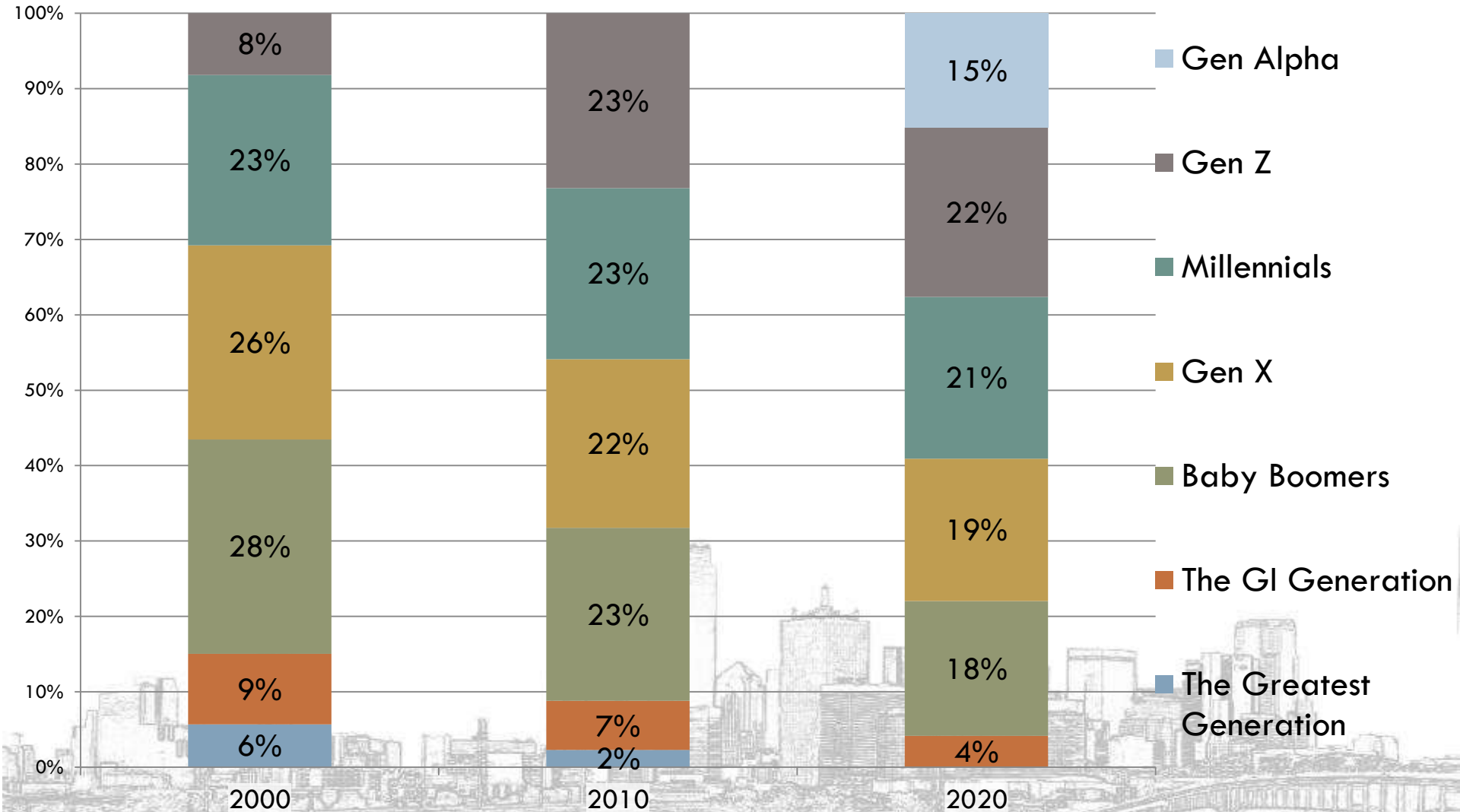
8



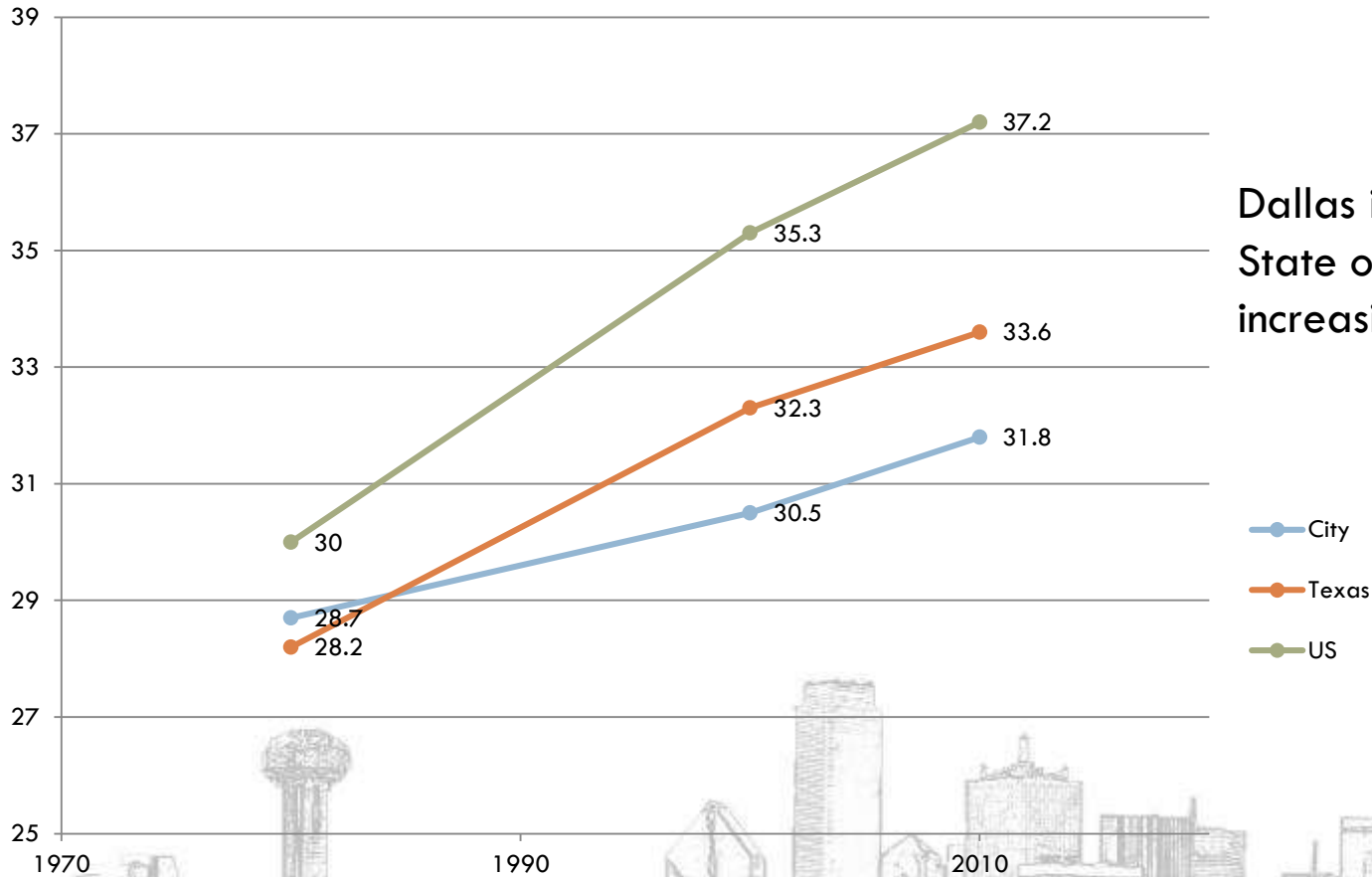
Change in Generations:

Dallas County Over Time

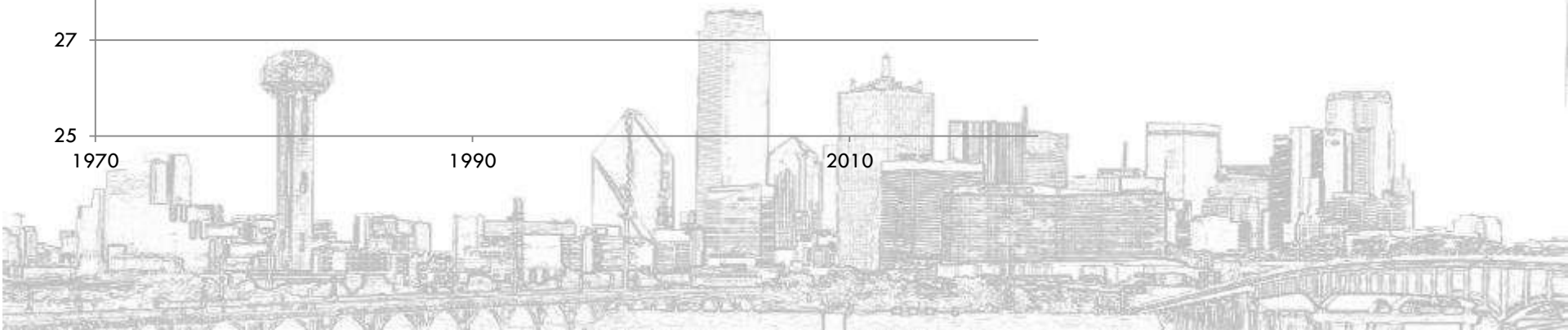
9



Dallas Housing Past & Present: median age



Dallas is younger than the State or the Country by an increasing margin.



Median Age

City of Dallas, 2012

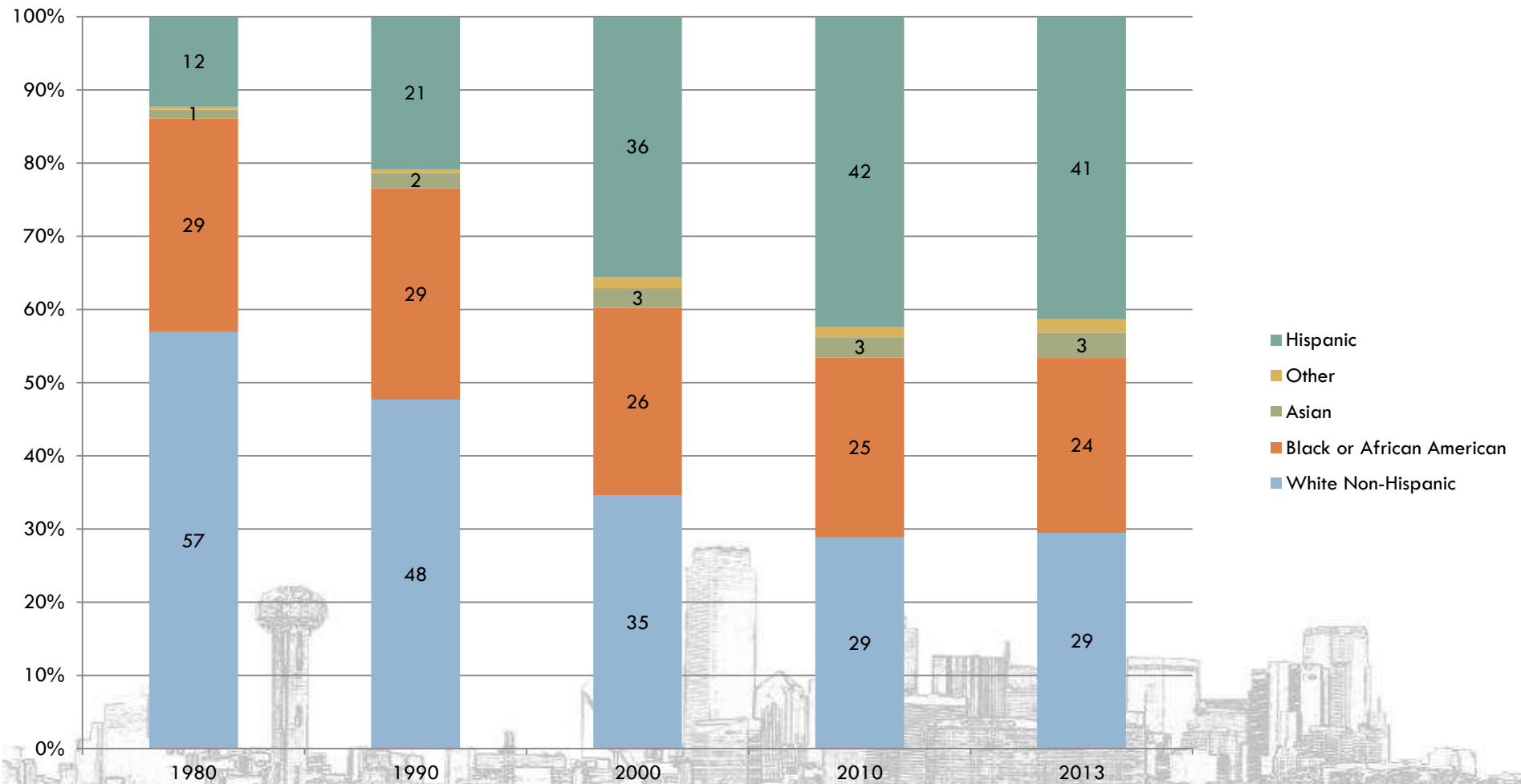
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Median Age



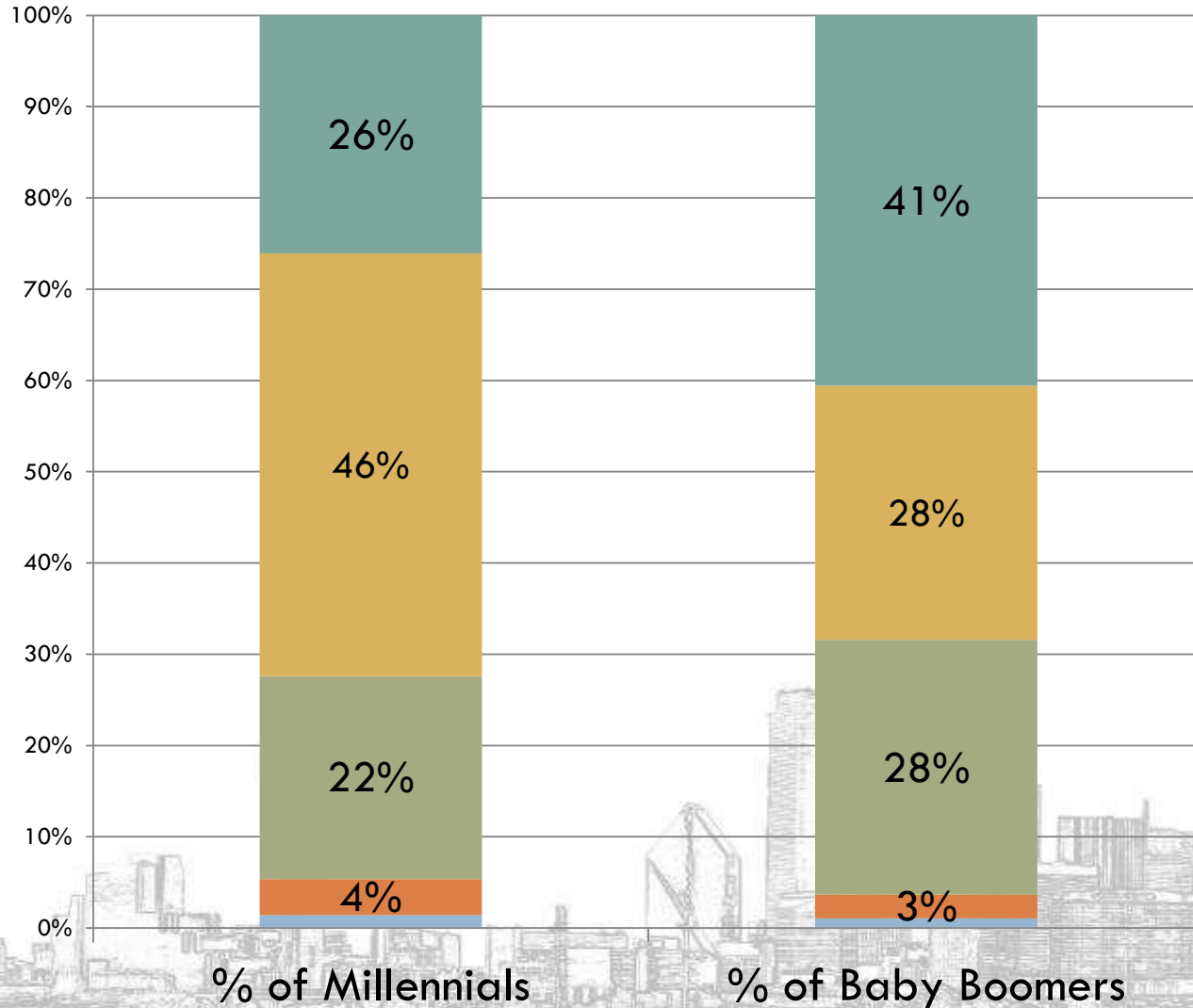
Age and Ethnic Mix Changing

12



Ethnic Change from Boomers to Millennials

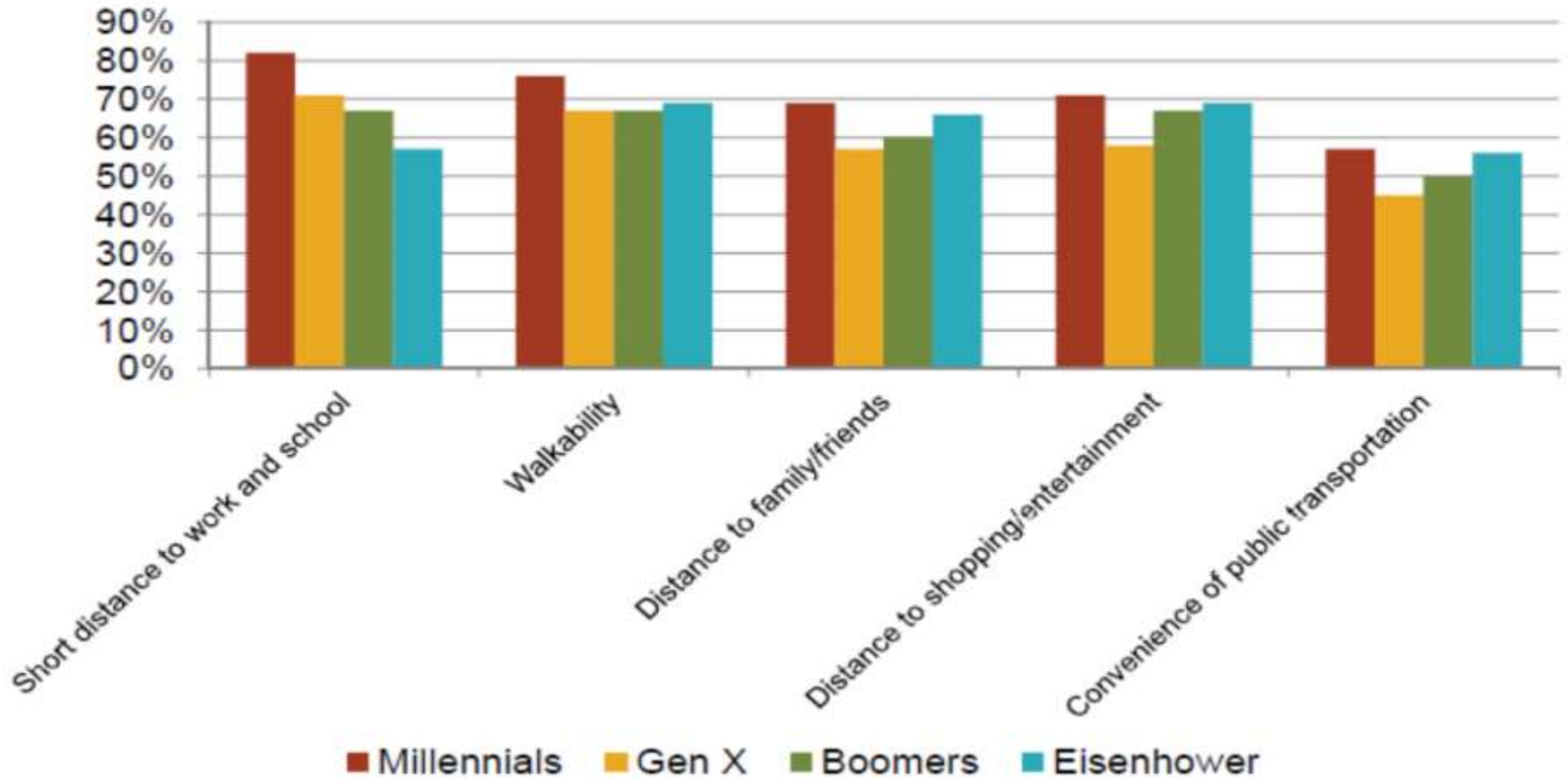
13



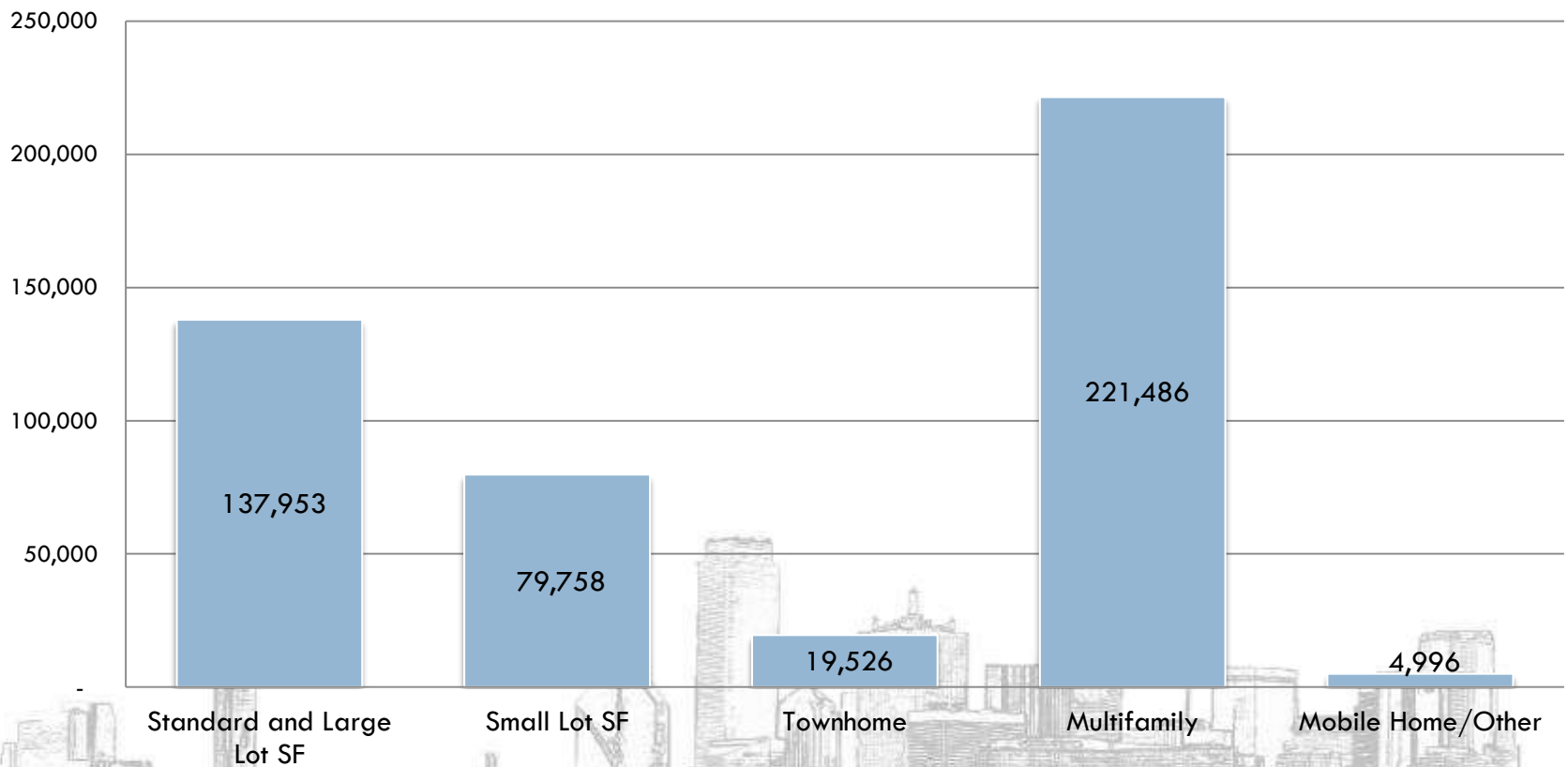
- White Alone Not Hispanic
- Hispanic
- Black or African American Alone
- Asian Alone
- Other

And that means a change in the kind of things people want

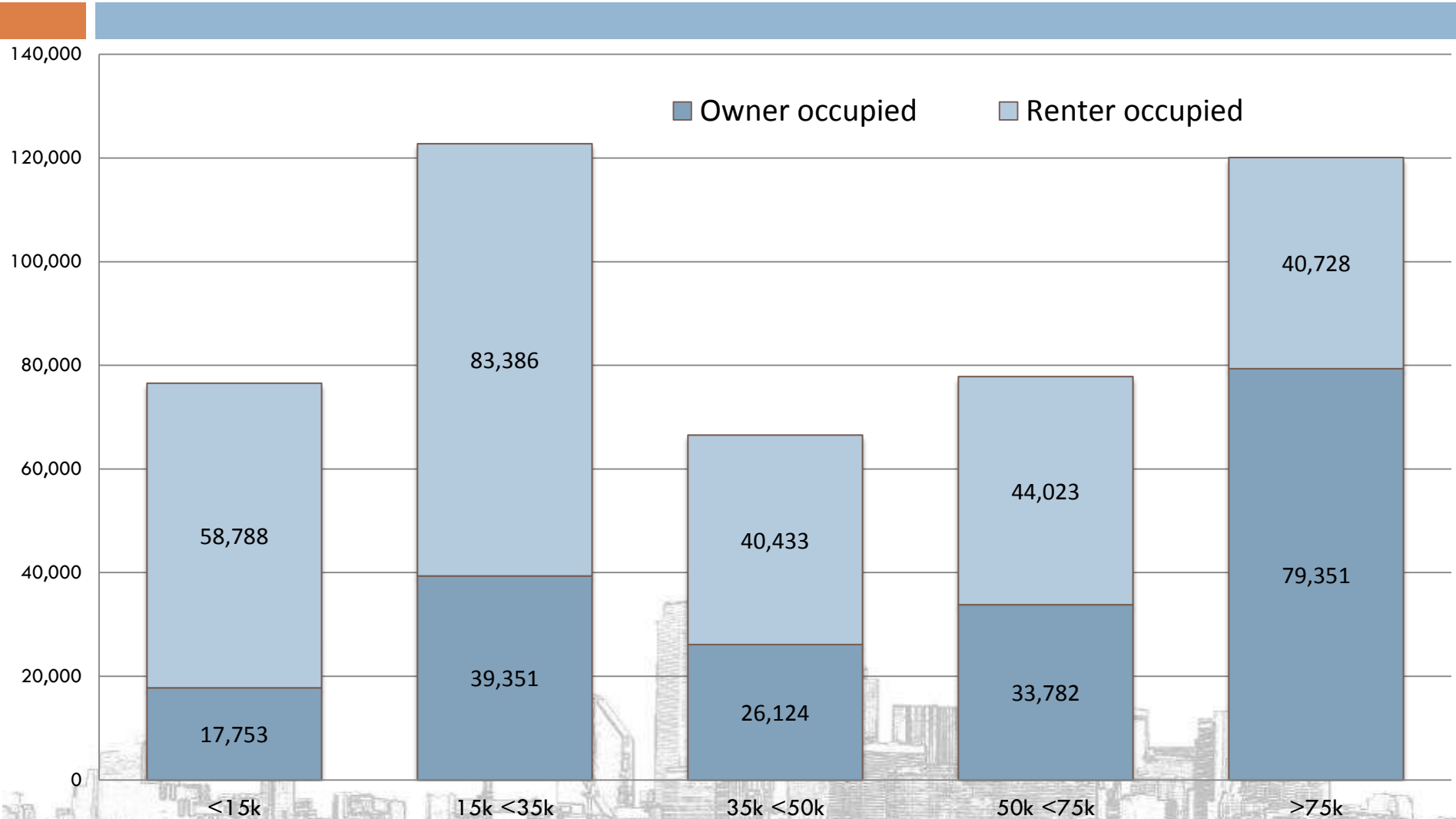
MILLENNIAL PLACE PREFERENCES

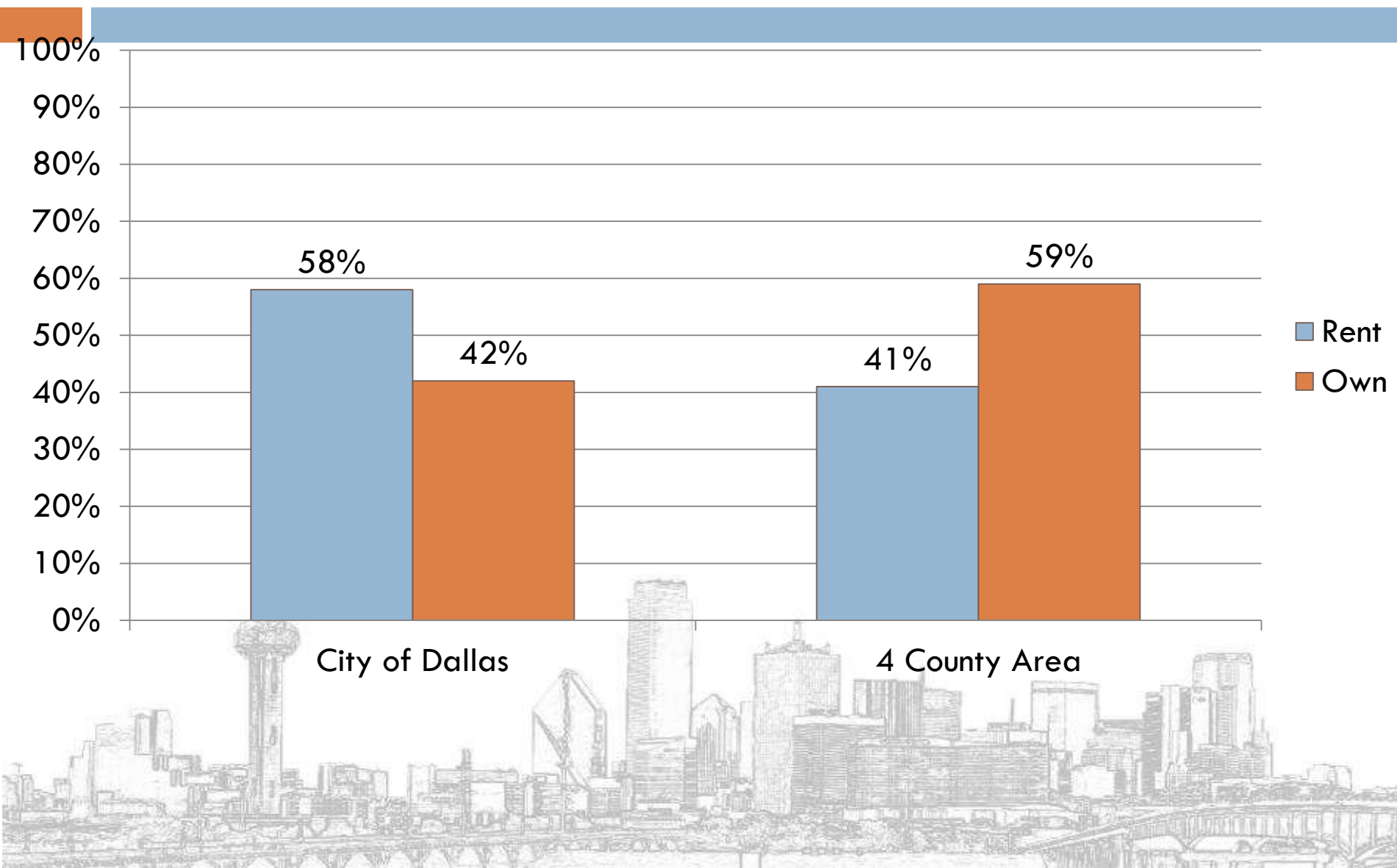


■ Occupied Housing Supply City of Dallas (2012)



City of Dallas: Tenure by Household Income 2012

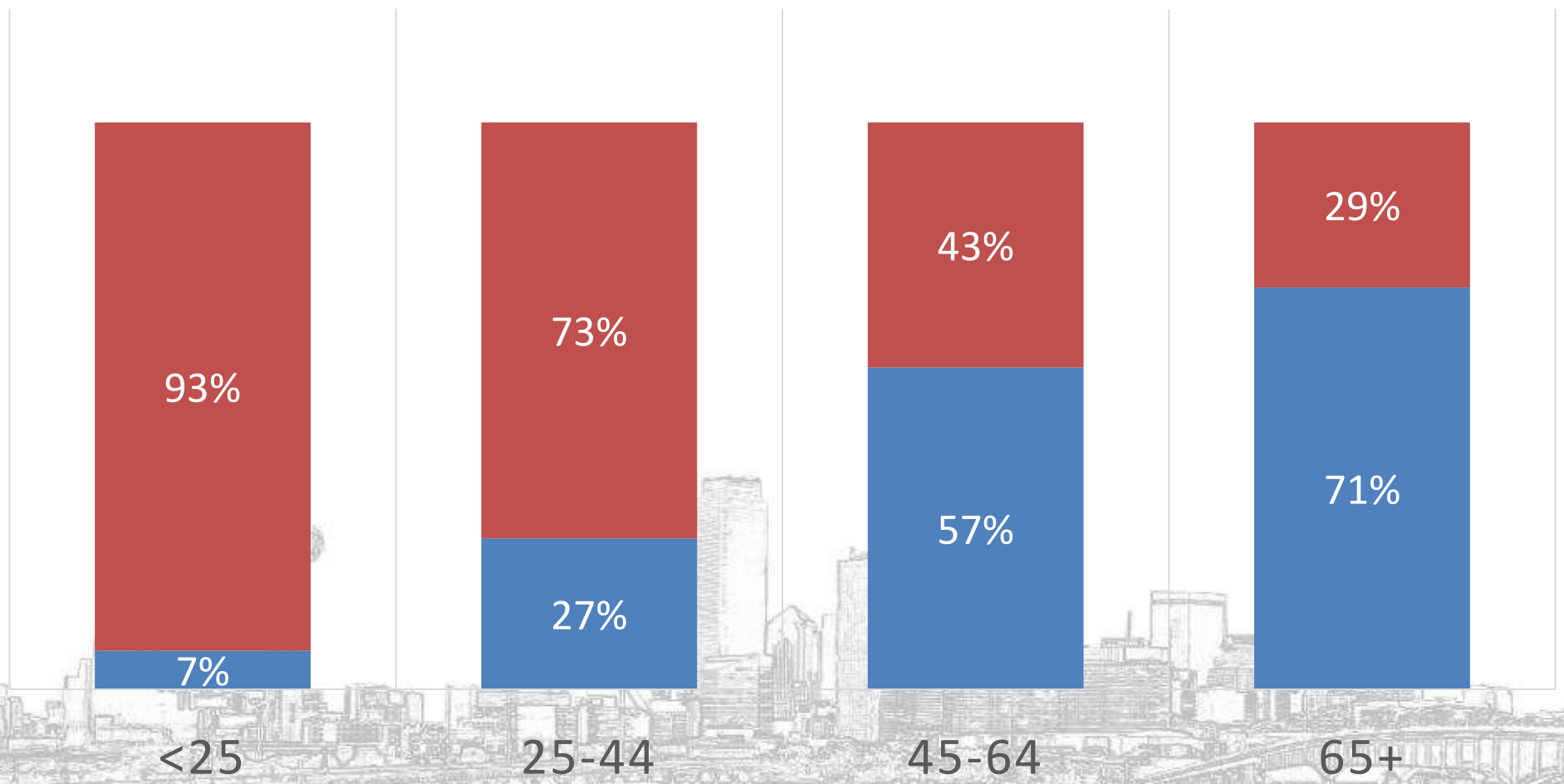




Own or Rent by Age in Dallas

RENT OR OWN BY AGE

■ Own ■ Rent



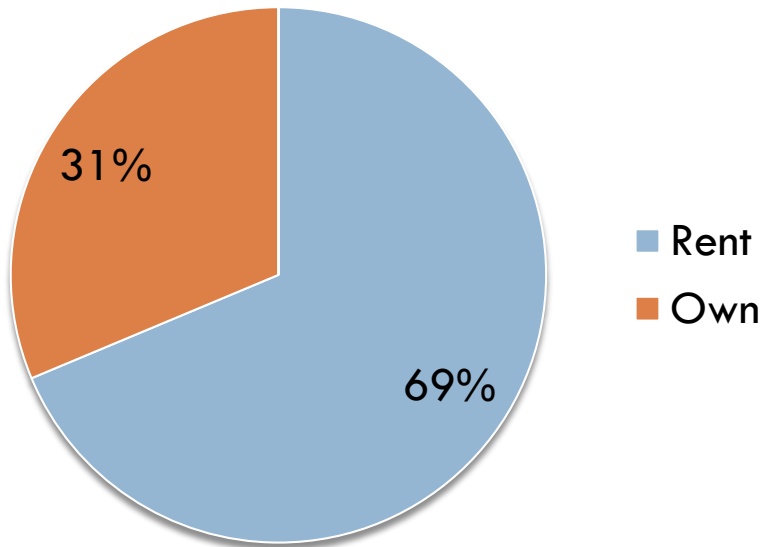
Current Demographics for City of Dallas

- What's unusual about Dallas
 - ▣ Low income home owners (42,000)
 - ▣ Median income and above renters (85,000)
 - ▣ Single Family and Townhouse renters (60,000)

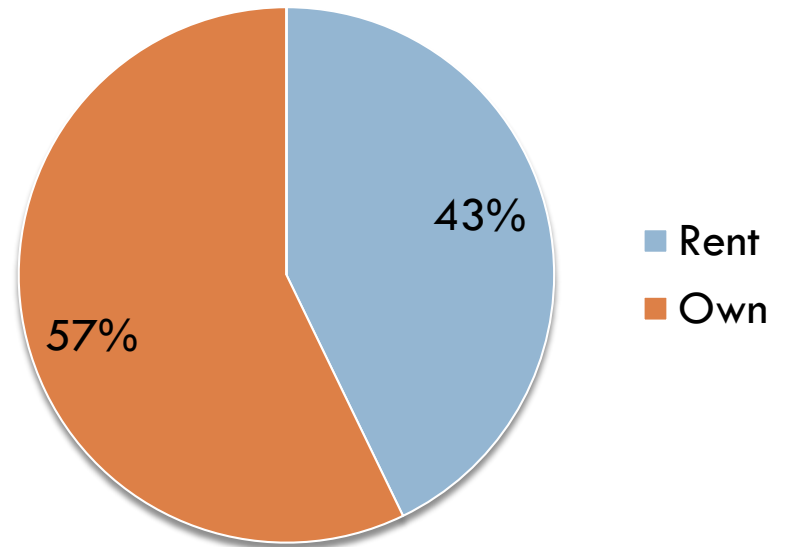


Tenure in Dallas

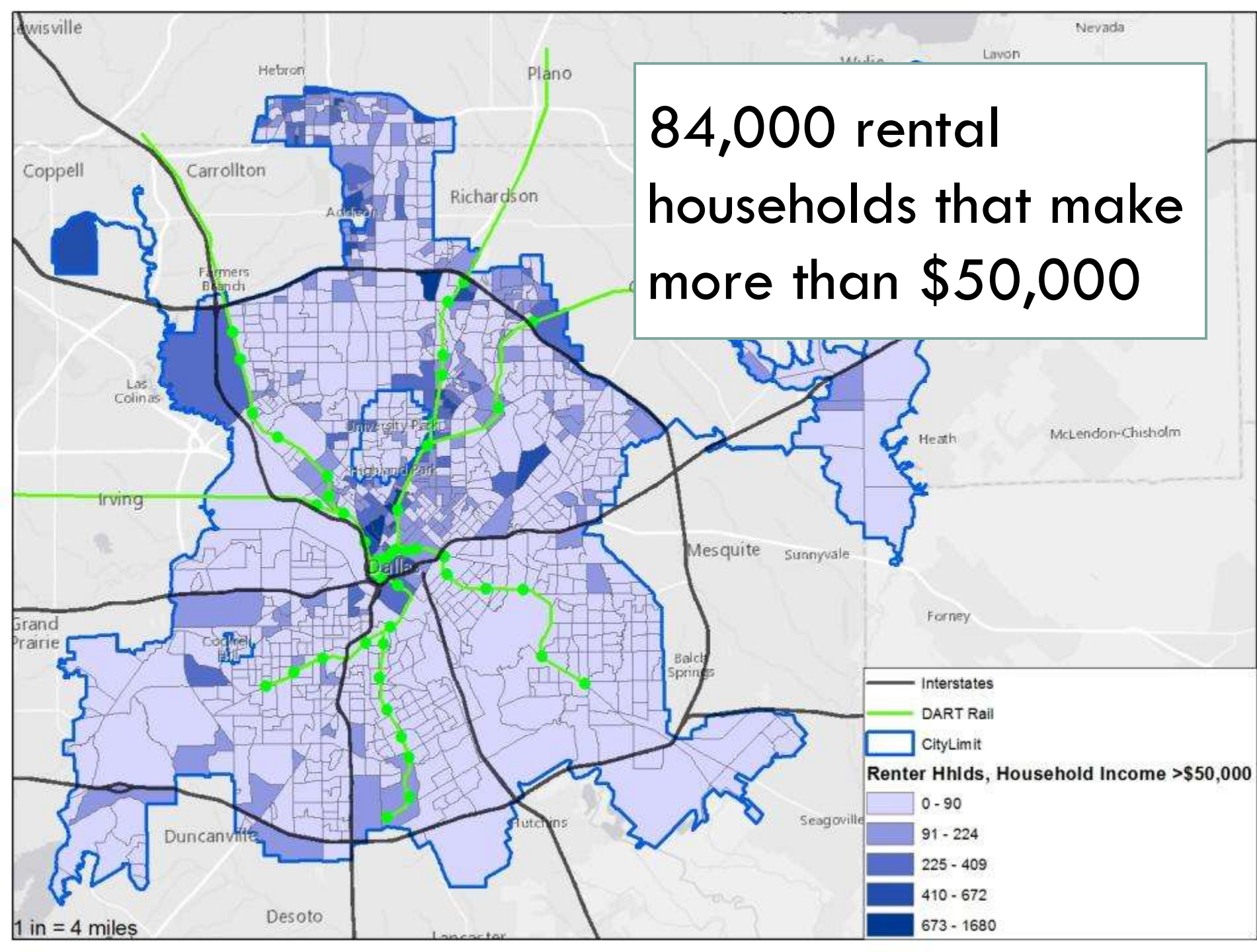
**Tenure for Households
Below \$50,000 per year**



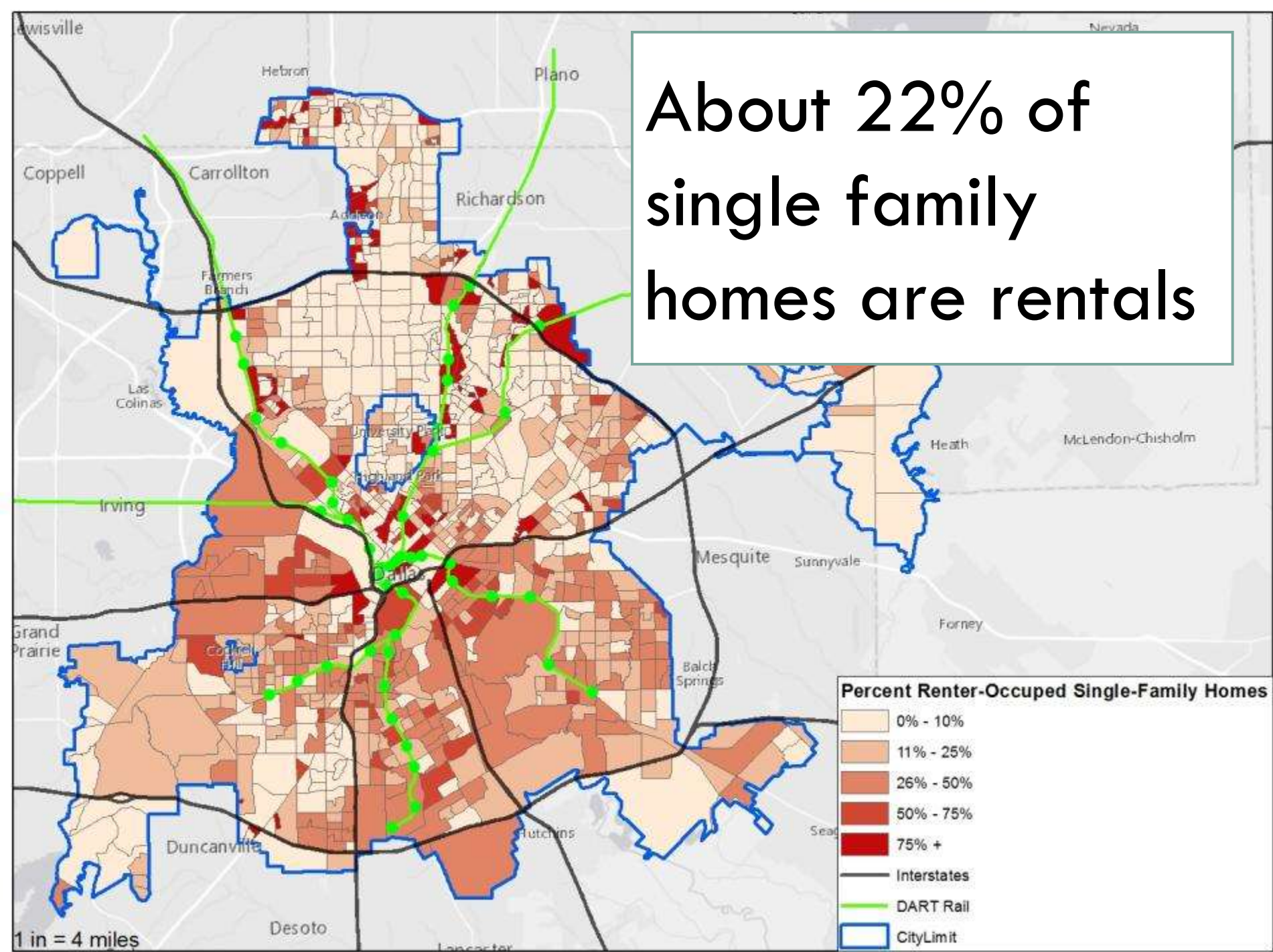
**Tenure for Households
Above \$50,000 per year**



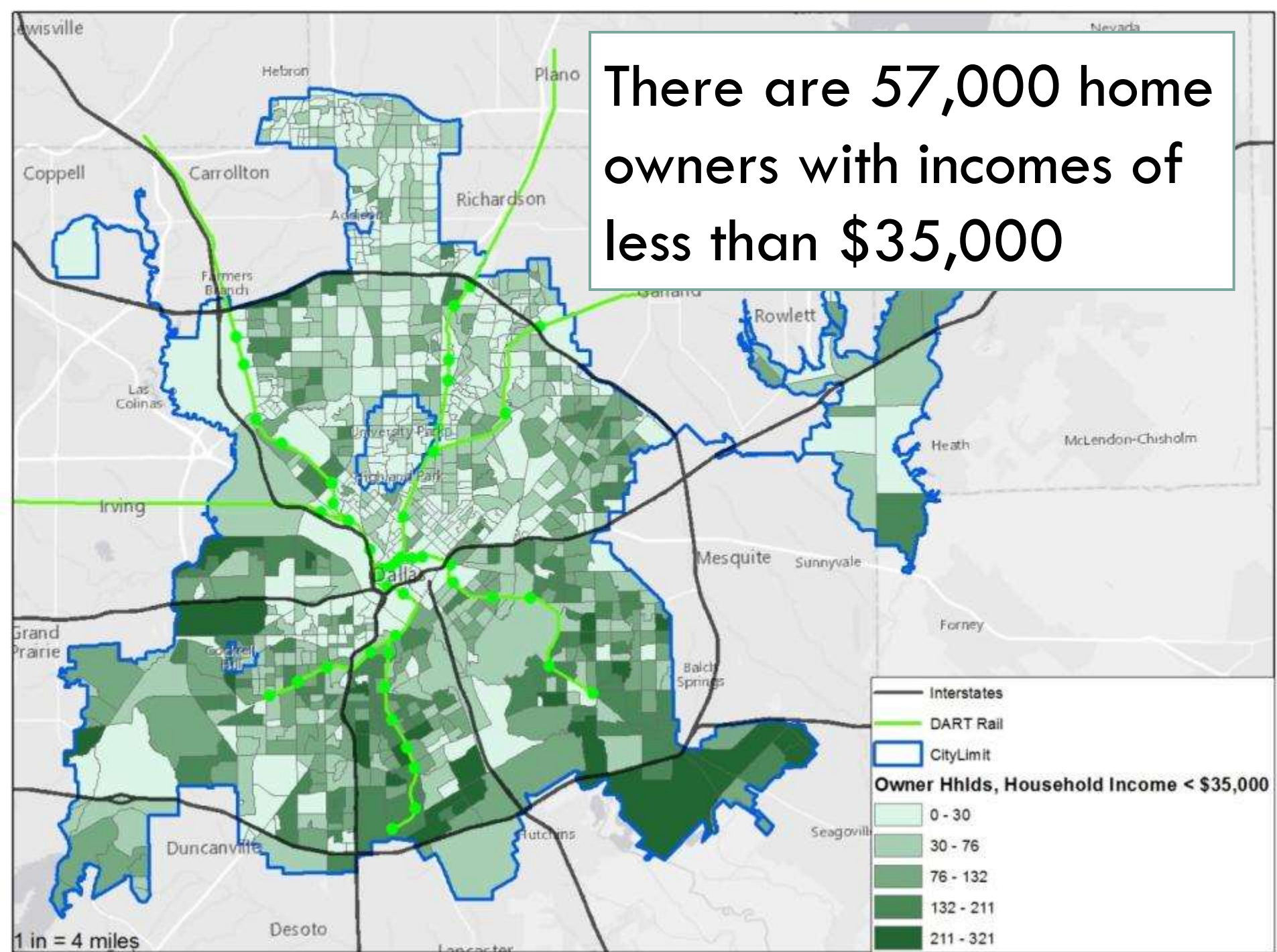
84,000 rental households that make more than \$50,000

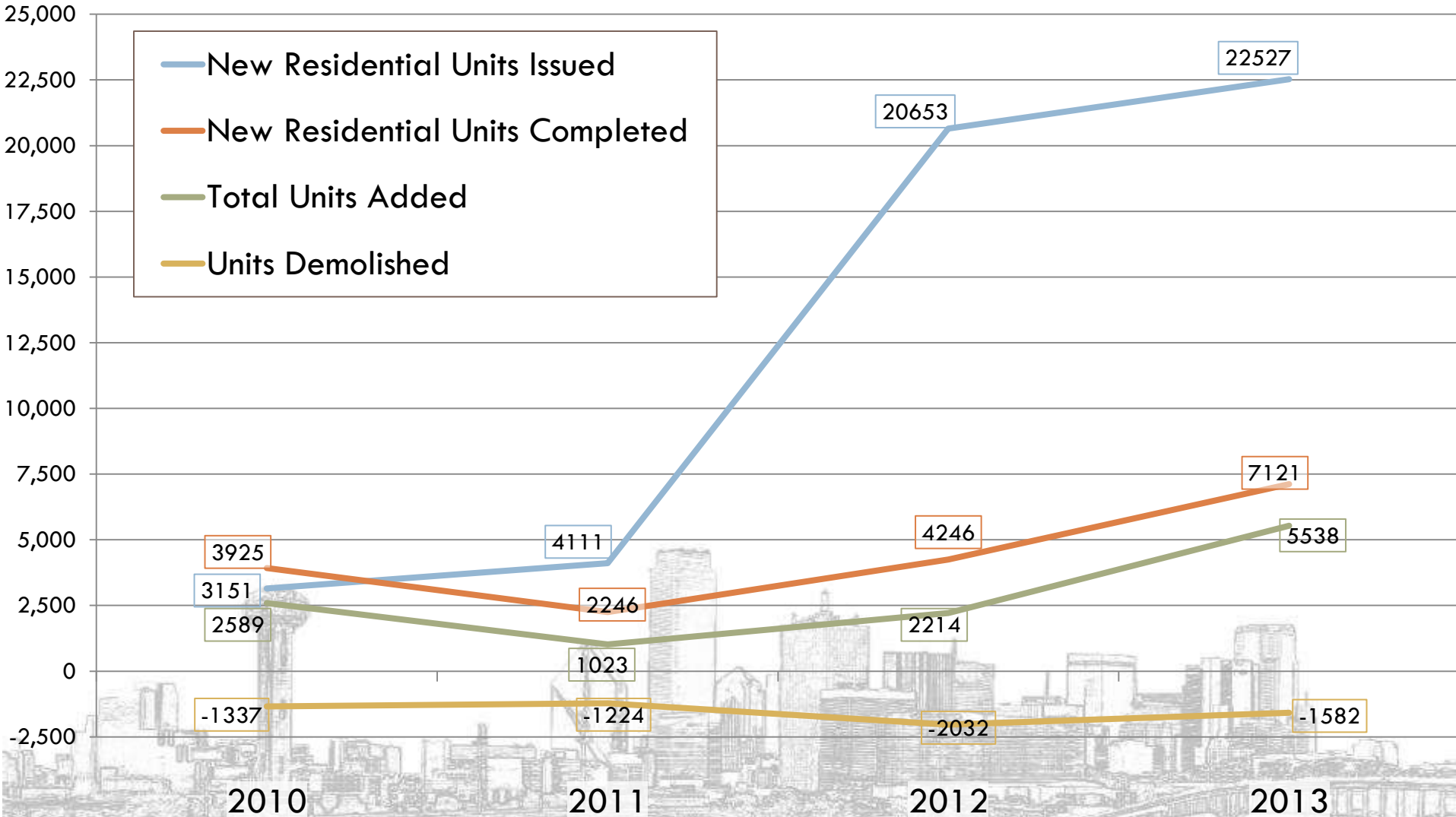


About 22% of single family homes are rentals



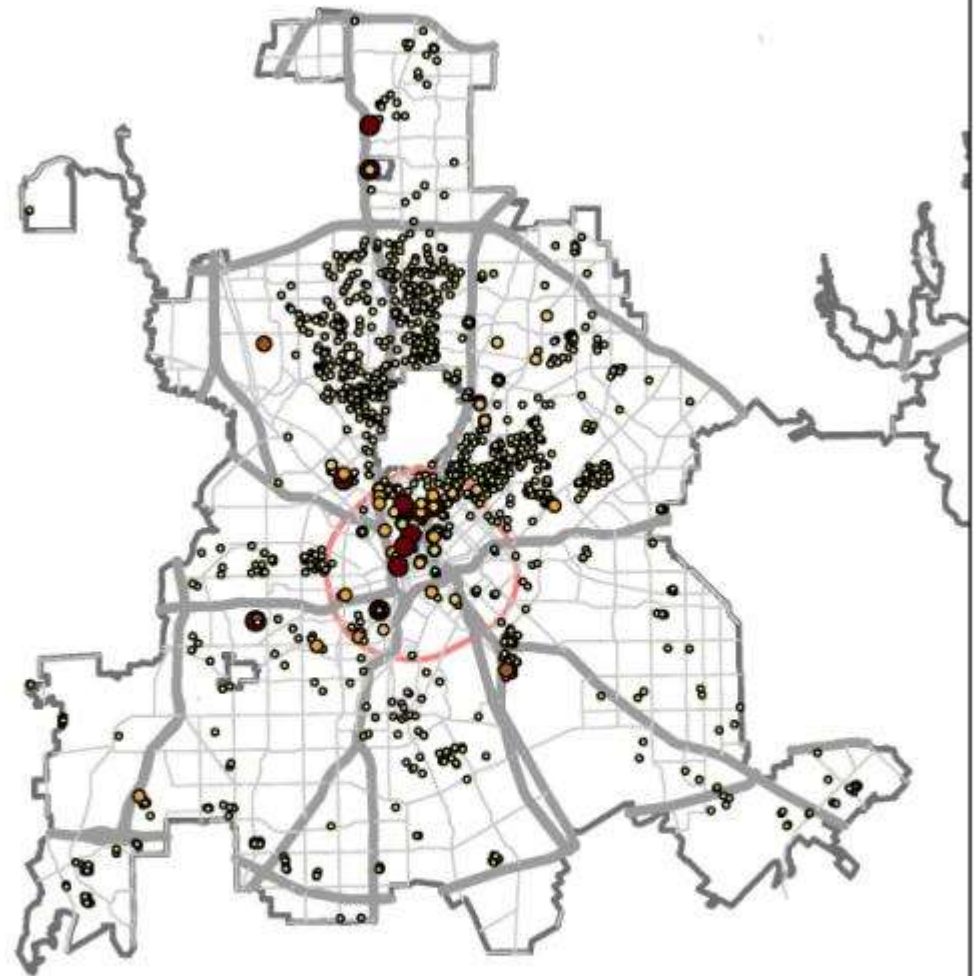
There are 57,000 home owners with incomes of less than \$35,000





Map of Permits 2013

New Residential Units Issued or Completed 2013



Legend

Units

- 0 - 10
- 11 - 20
- 21 - 50
- 51 - 100
- 101 - 370
- 2 Mile Downtown Buffer

Source: City of Dallas, Sustainable Development and Construction
April 16, 2014

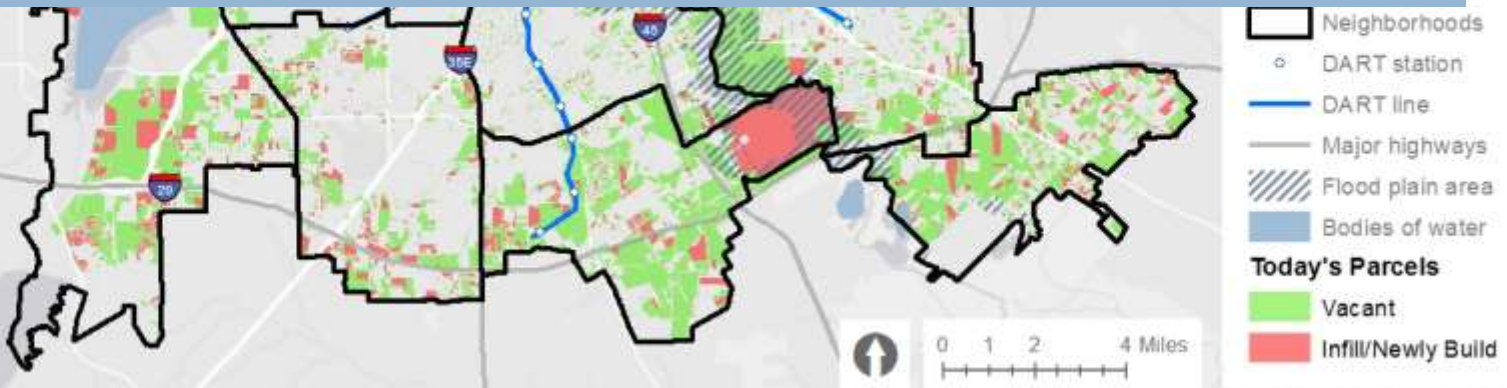


Today's Parcels

City of Dallas, 2012

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- **8,520** newly built acres since 2005
- **3,168** newly build acres have a residential land use
- **2,145** acres on lots smaller than 1 acre on **12,421** lots (average lots size is about 7,500 sqft)



More than one in 10 housing units in Dallas was vacant in 2012

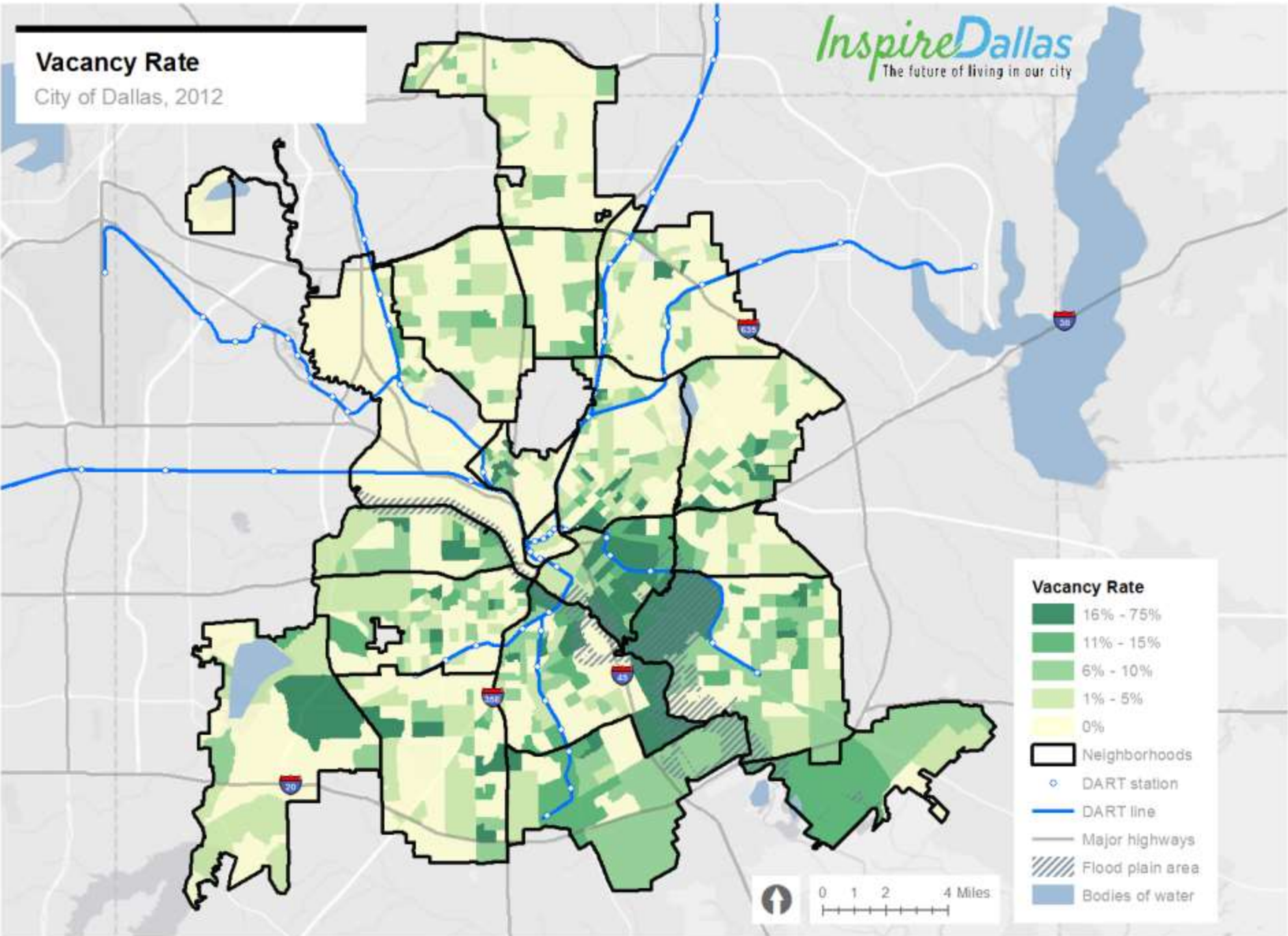
- Vacancy rate
 - ▣ City of Dallas 11.7% in 2012
 - ▣ 4 County Region 8.1% in 2012



Vacancy Rate

City of Dallas, 2012

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Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Hatcher

Station

Land

Use



Hatcher

Station

Vacant

Land



Who is Dallas?

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What are Psychographics?

U.S. households are divided into 67 distinctive segments based on their socioeconomic and demographic composition



HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

Median Value:
\$174,000

US Median: \$177,000





Demographic Overview

- Female Head of House
- Age 30 - 34
- Household Income \$40 - 50K+



LifeMode Group: Ethnic Enclaves

American Dreamers

Households: 1,747,000

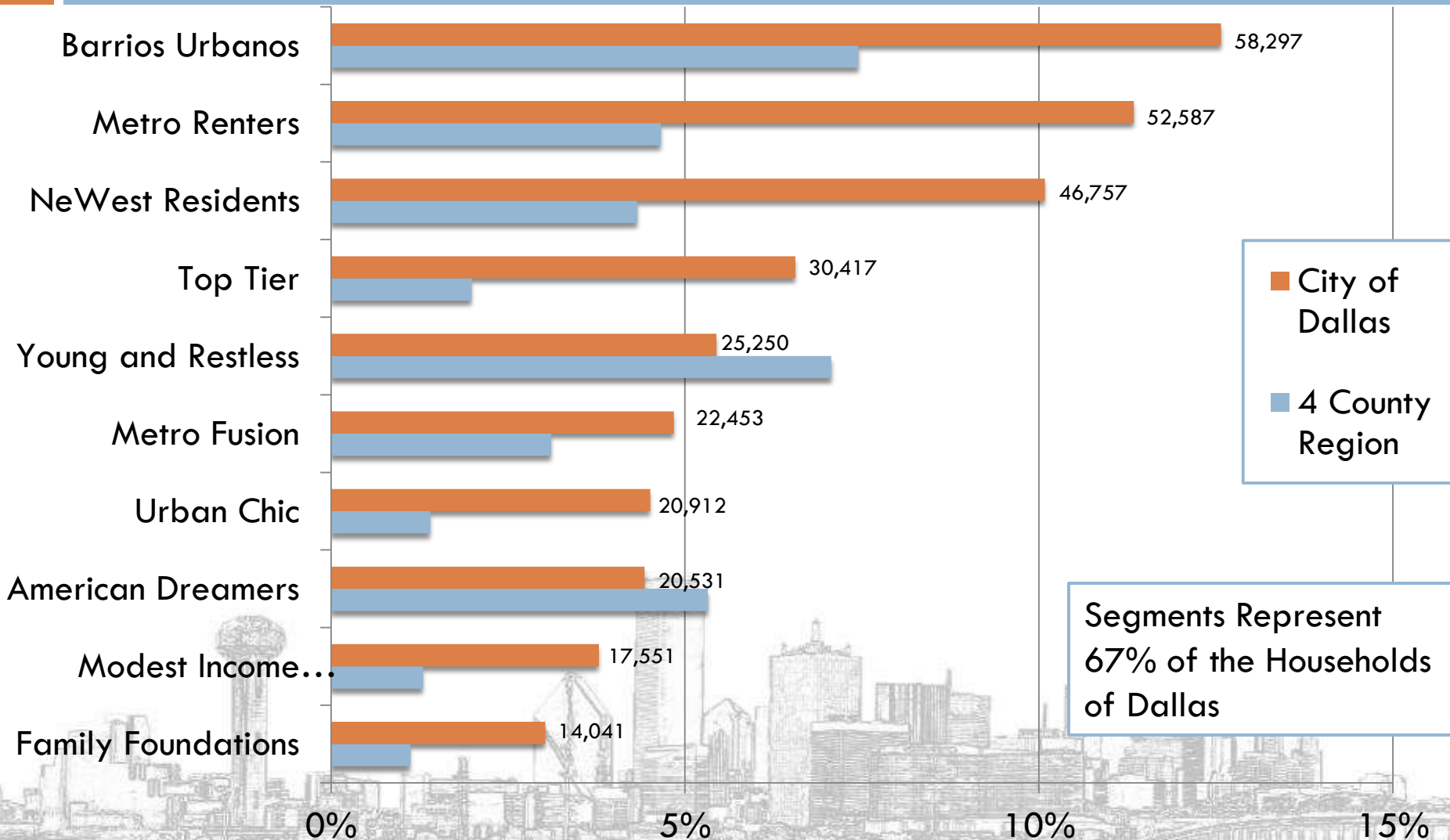
Average Household Size: 3.16

Median Age: 31.8

Median Household Income: \$48,000

Top 10 Tapestry Segments As Percent of City of Dallas

34



City of Dallas
4 County Region

Segments Represent
67% of the Households
of Dallas

Dallas Baby Boomers:

Top 4 Tapestry Segments

35

- Savvy Suburbanites, Top Tier, and Exurbanites
 - 8% of City of Dallas (44,512 households in 2012)
- Own high value single family homes
- Empty nesters who listen to NPR, buy organic food and luxury cars/SUVs, shop on the internet, garden, and like DIY home improvements, staying active, and racking up airline miles.
- What are characteristics of their neighborhoods?



Baby Boomers

City of Dallas, 2012

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Baby Boomers Households

- 532 - 1096
- 410 - 531
- 316 - 409
- 1 - 315
- 0
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Dallas Baby Boomers:



Dallas Baby Boomers:



Urban Loving Millennials:

Top 4 Tapestry Segments

39

- Metro Renters, Young&Restless, and Laptops&Lattes
 - 16% of City of Dallas (84,140 households in 2012)
- Renters in large apartment complexes (20+)
- Well educated, in medium to well paying jobs
- Singles who are quick to buy the newest gadgets, active on social networking sites, creative, environmentally conscious consumers, less likely to own a vehicle, and shop at Trader Joe's and Whole Foods



Millennials

City of Dallas, 2012

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Millennials Households

966 - 2145

718 - 965

555 - 717

1 - 554

0

Neighborhoods

DART station

DART line

Major highways

Flood plain area

Bodies of water



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org



Latino Families:

Top 4 Tapestry Segments

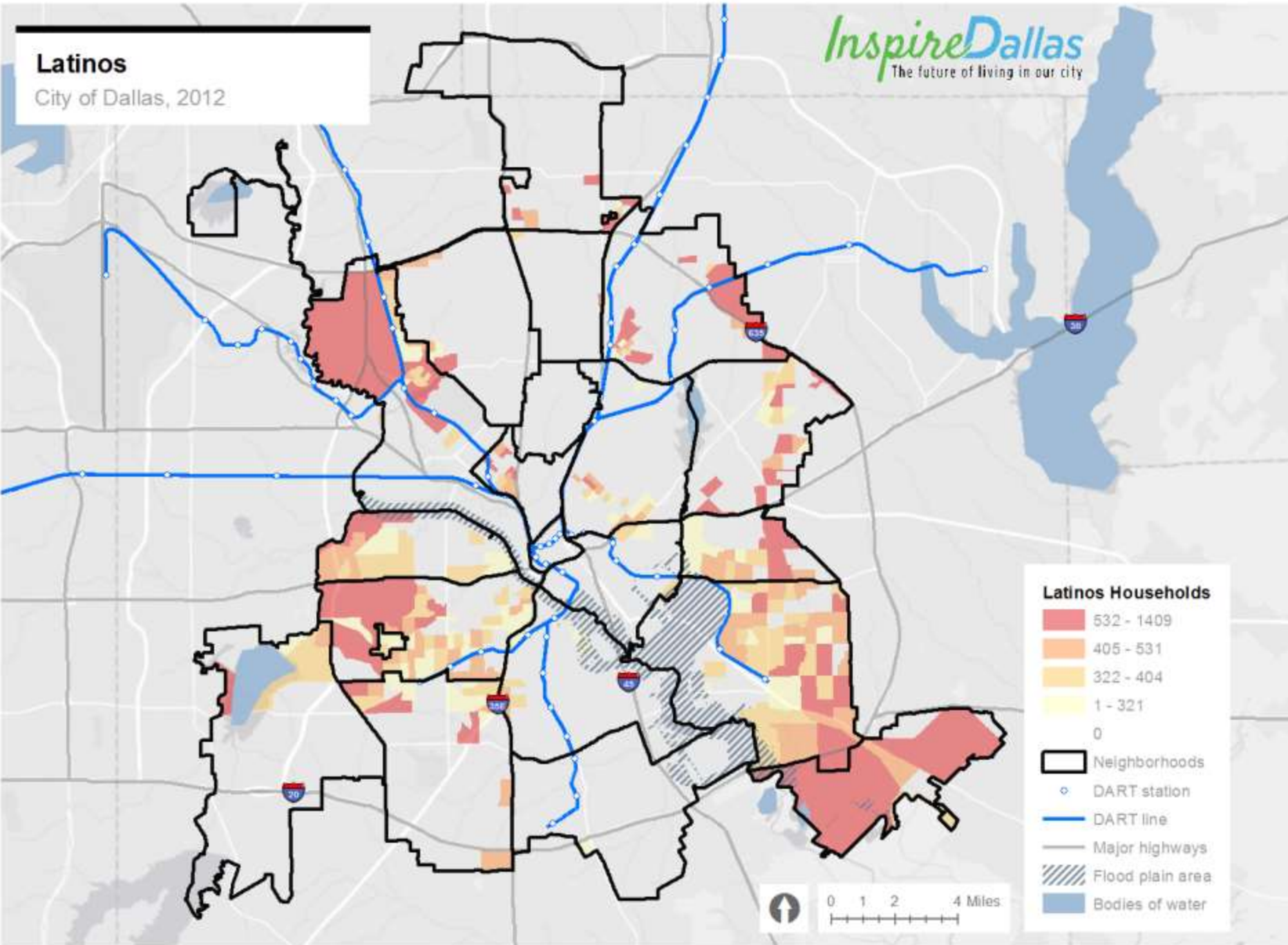
42

- Barrios Urbanos, NeWest Residents, and Las Casas
 - 21% of City of Dallas (112,627 households in 2012)
- Live mostly in single family homes, but some as renters
- Younger families newer to the city live mostly in multifamily buildings
- Multigenerational families who own cars but frequently carpool, buy technology but don't rely on it, favor energy drinks to coffee, love soccer, and spend their cash on diapers, furniture, magazines and keeping up their personal style

Latinos

City of Dallas, 2012

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Latinos Households

- 532 - 1409
- 405 - 531
- 322 - 404
- 1 - 321
- 0
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

0 1 2 4 Miles

Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Latino Families



Latino Families



Hard Working Families:

Top 4 Tapestry Segments

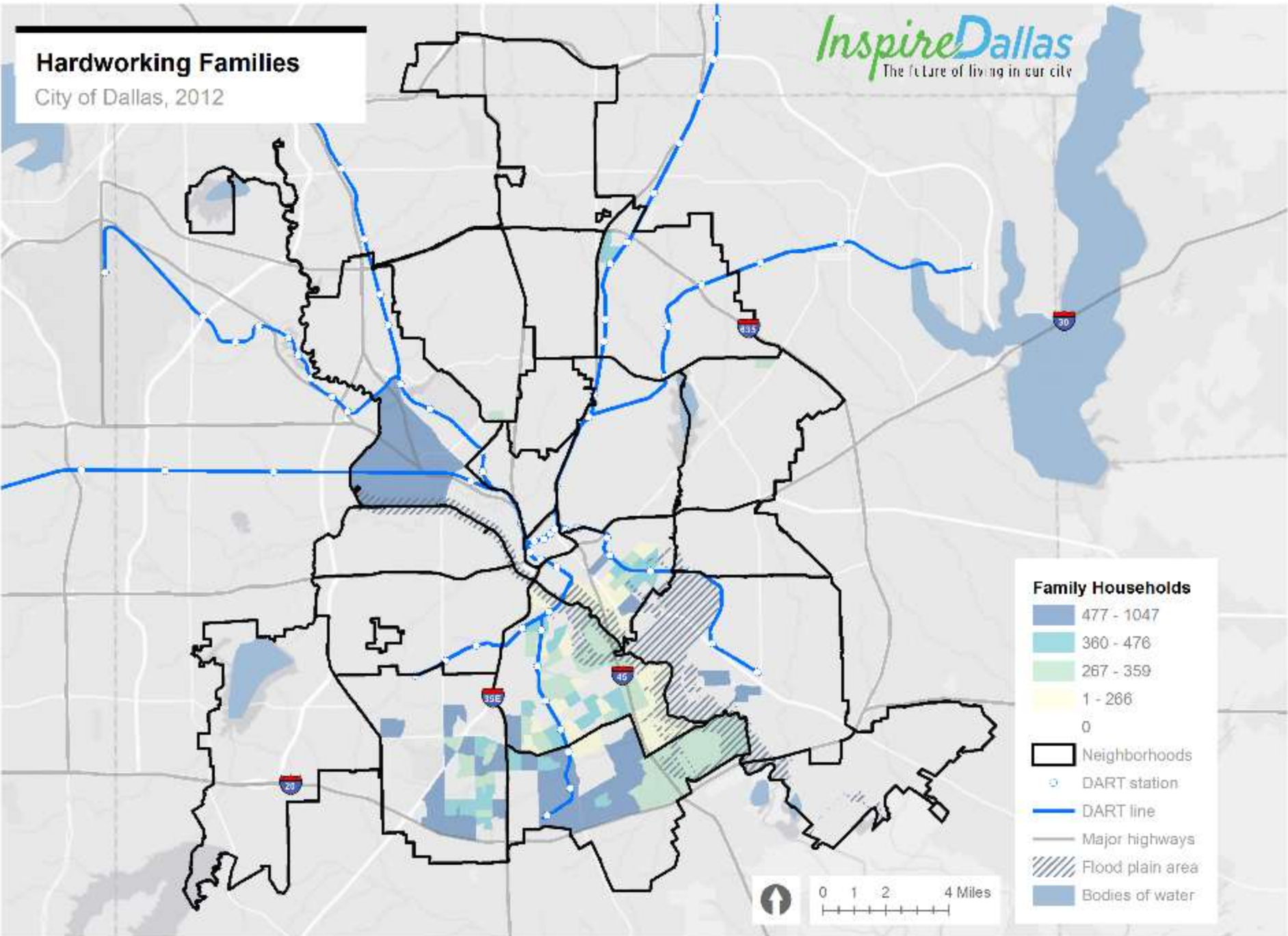
46

- Family Foundations, Traditional Living, and Modest Income Homes
 - 7% of City of Dallas (36,269 households in 2012)
- Reside in modest single family homes or rental units
- Moderate education, lower paying jobs, higher unemployment, and often supplement income with social assistance
- Despite lower incomes, they still value style and want to keep their family happy and content, spending money on clothes, entertainment, and home furnishings

Hardworking Families

City of Dallas, 2012

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Family Households

- 477 - 1047
- 360 - 476
- 287 - 359
- 1 - 266
- 0
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Hard Working Families



Hard Working Families



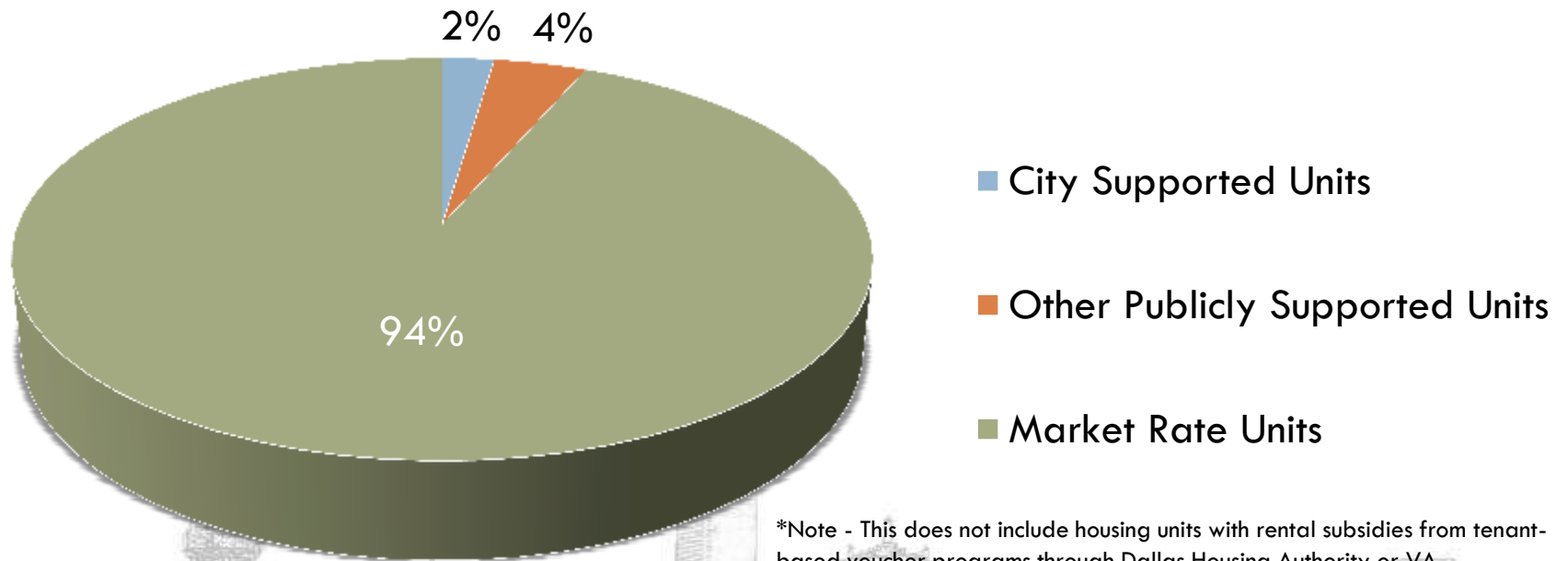
Future Incremental Units:

includes new units, rehabbed vacant units, replaced units, and vacancy (2012-2020)



Limited City Control

- City-supported and other publicly-supported housing units* represent a very small share of total housing supply



*Note - This does not include housing units with rental subsidies from tenant-based voucher programs through Dallas Housing Authority or VA.

Instant Polling

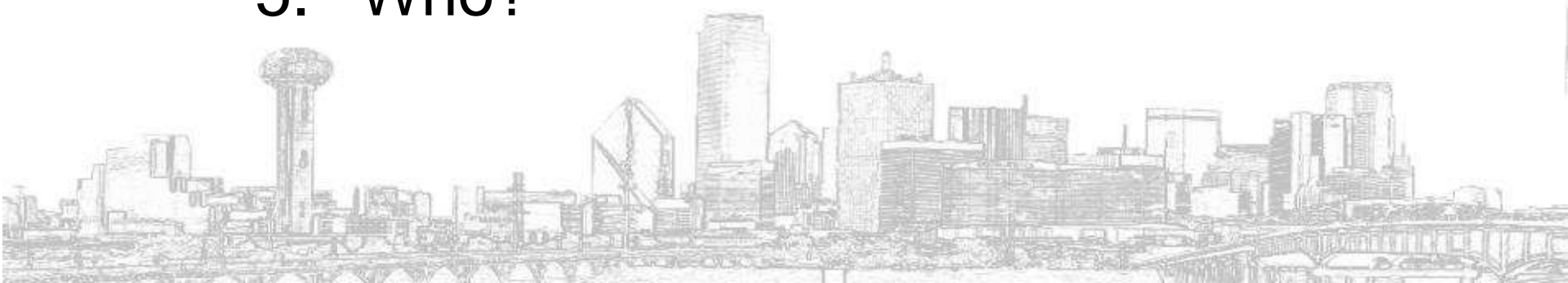
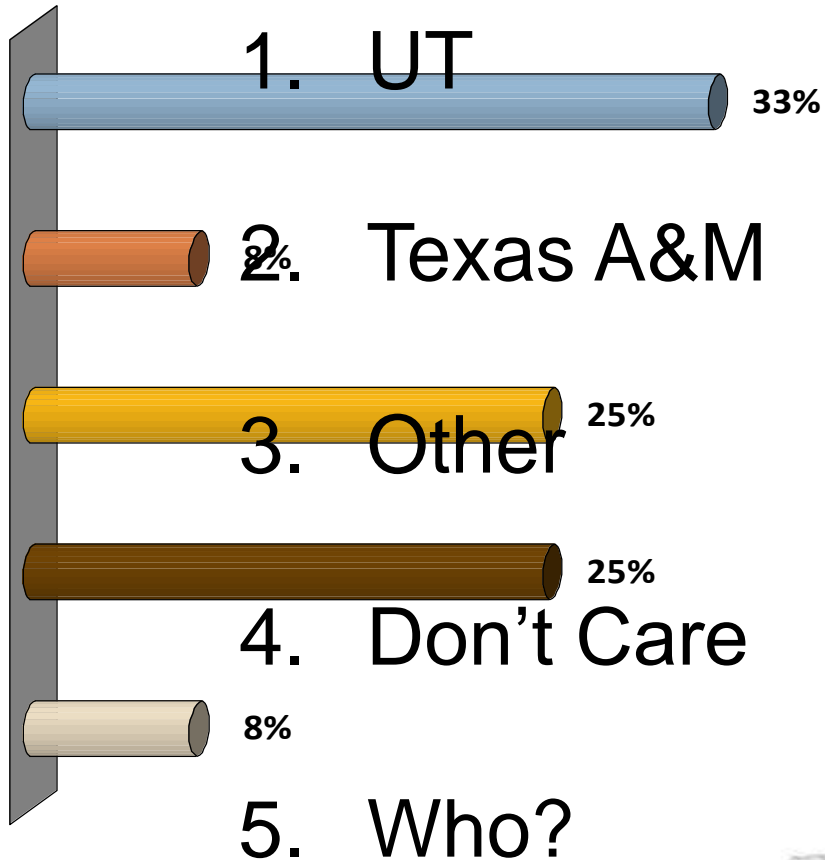
- There are no right or wrong answers!
- Go with your “gut reaction!”



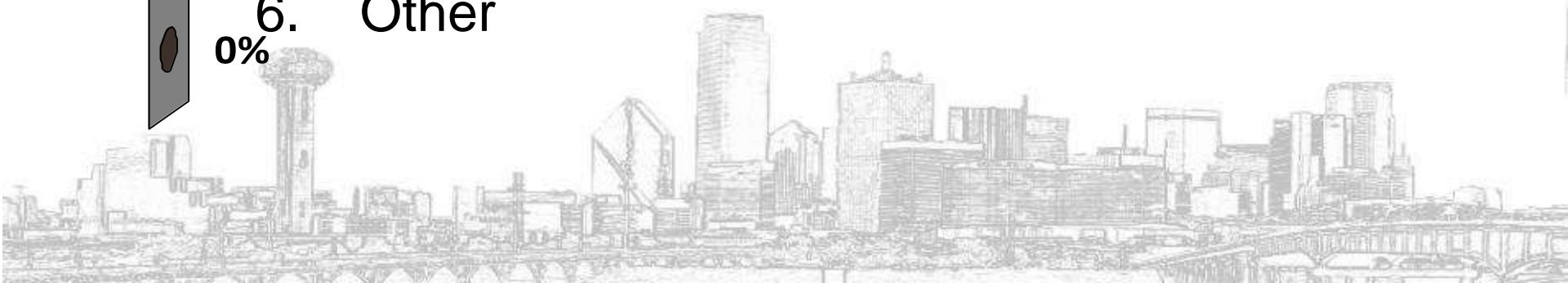
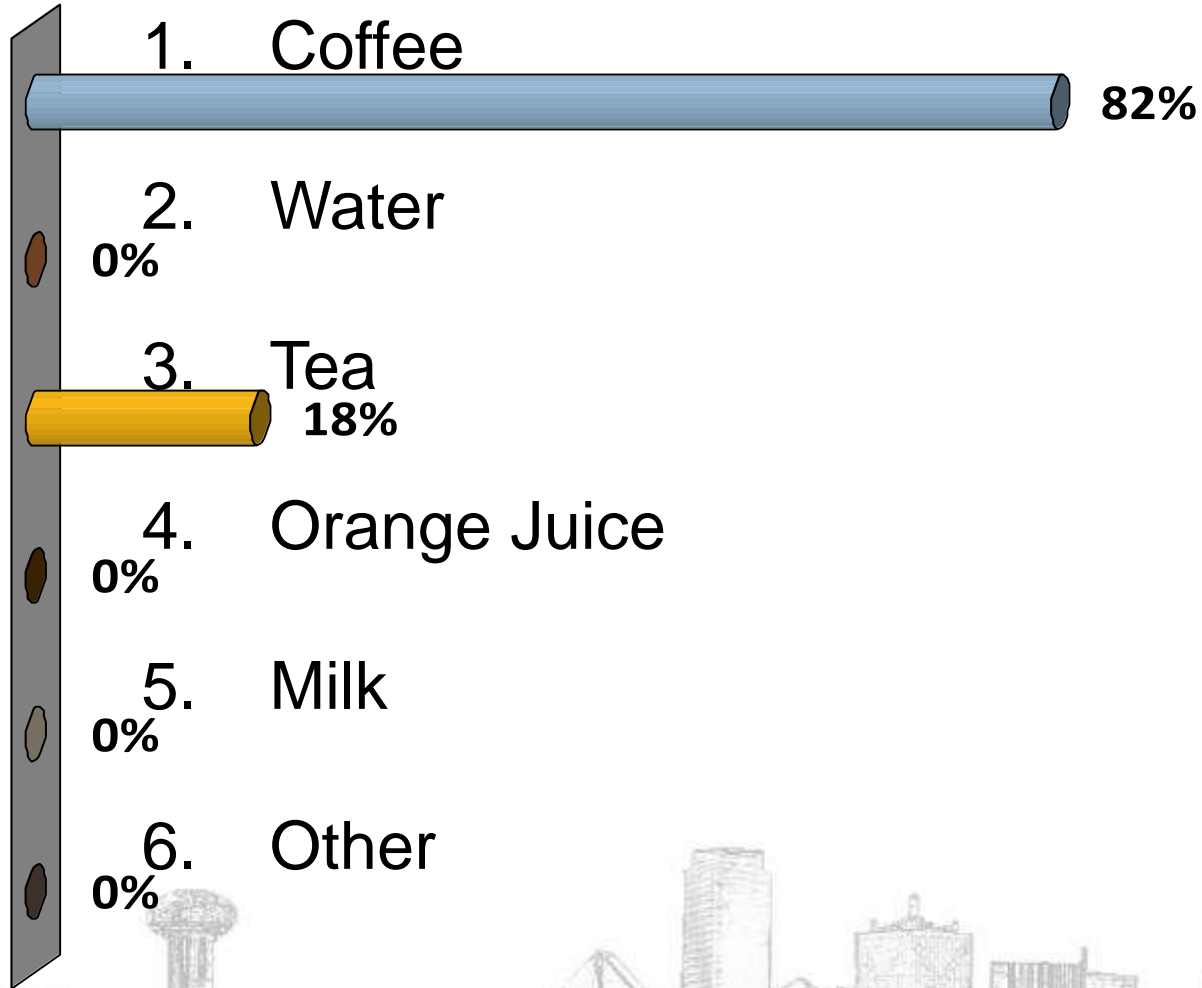
Let's try it...



UT or Texas A&M?



Favorite Morning Beverage?



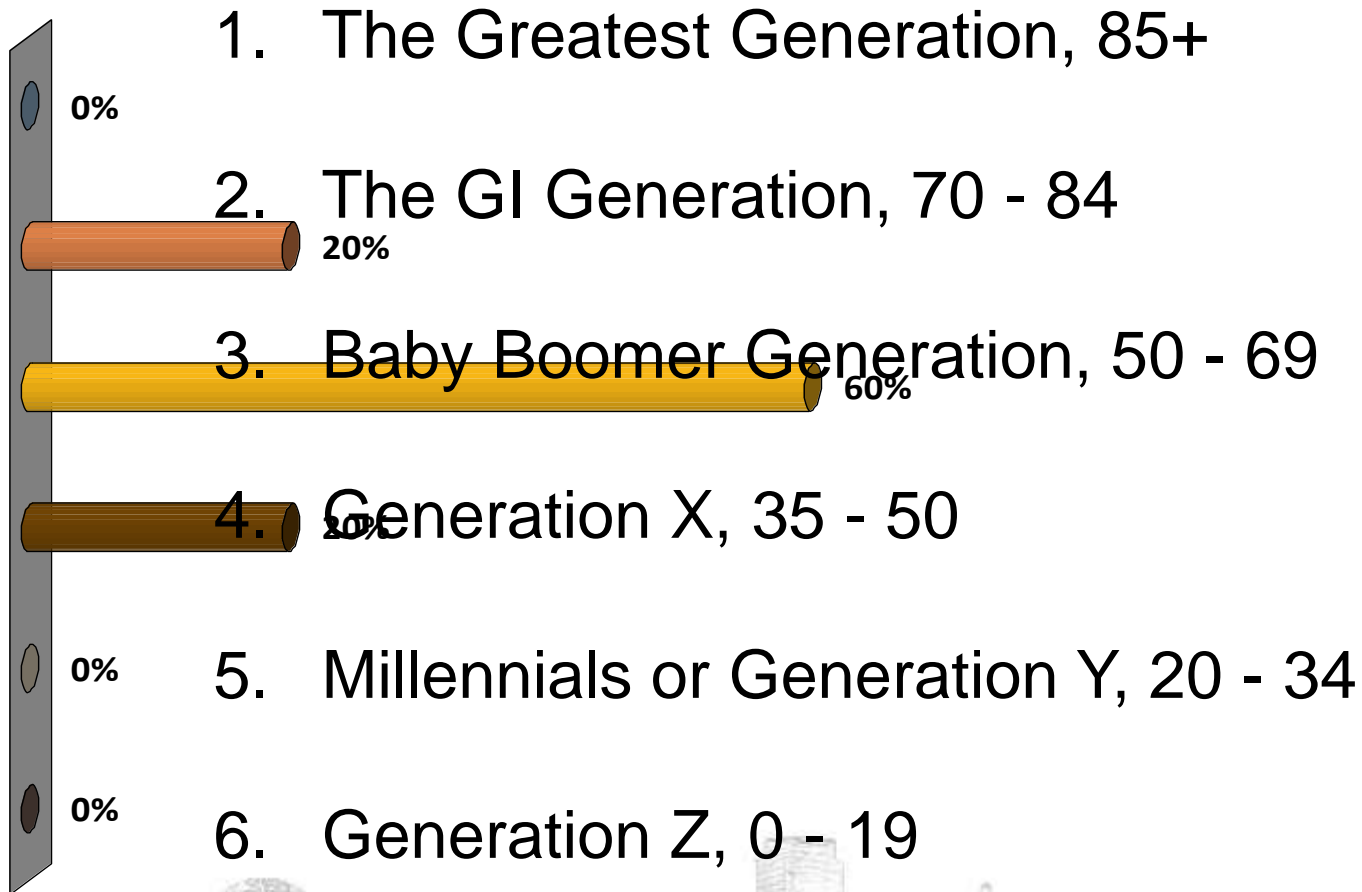
Ready . . .

Set . . .

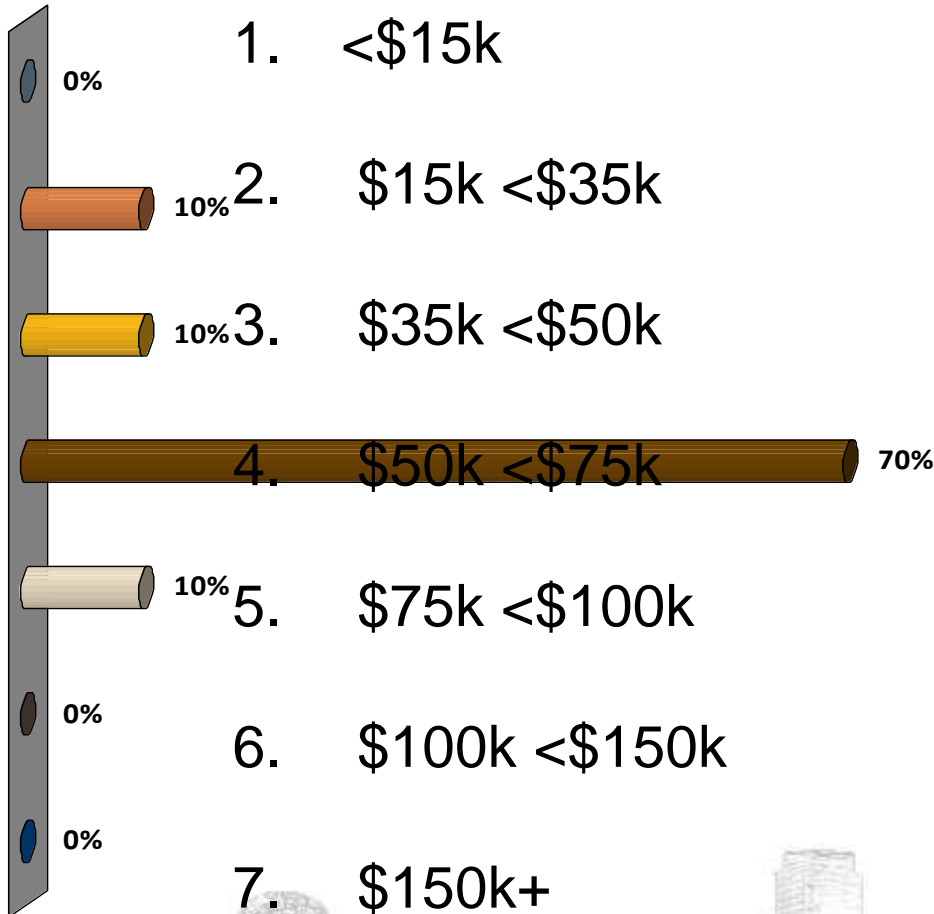
Go!



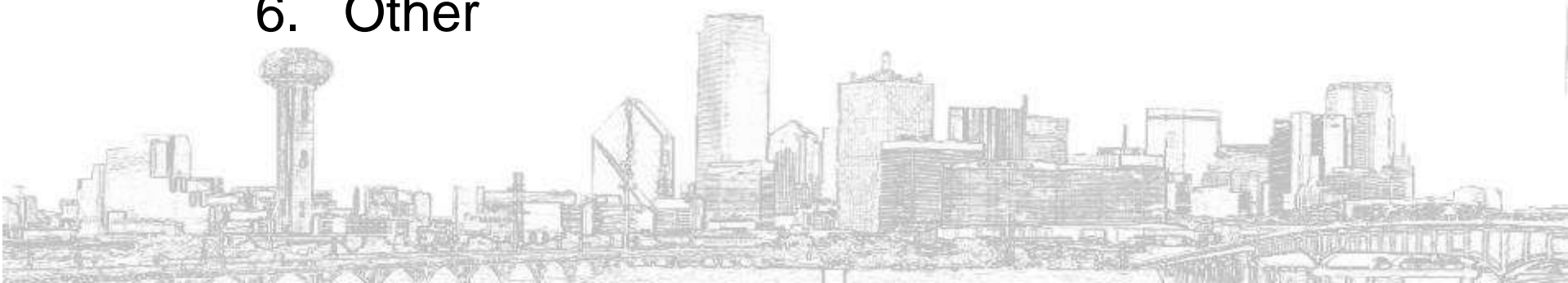
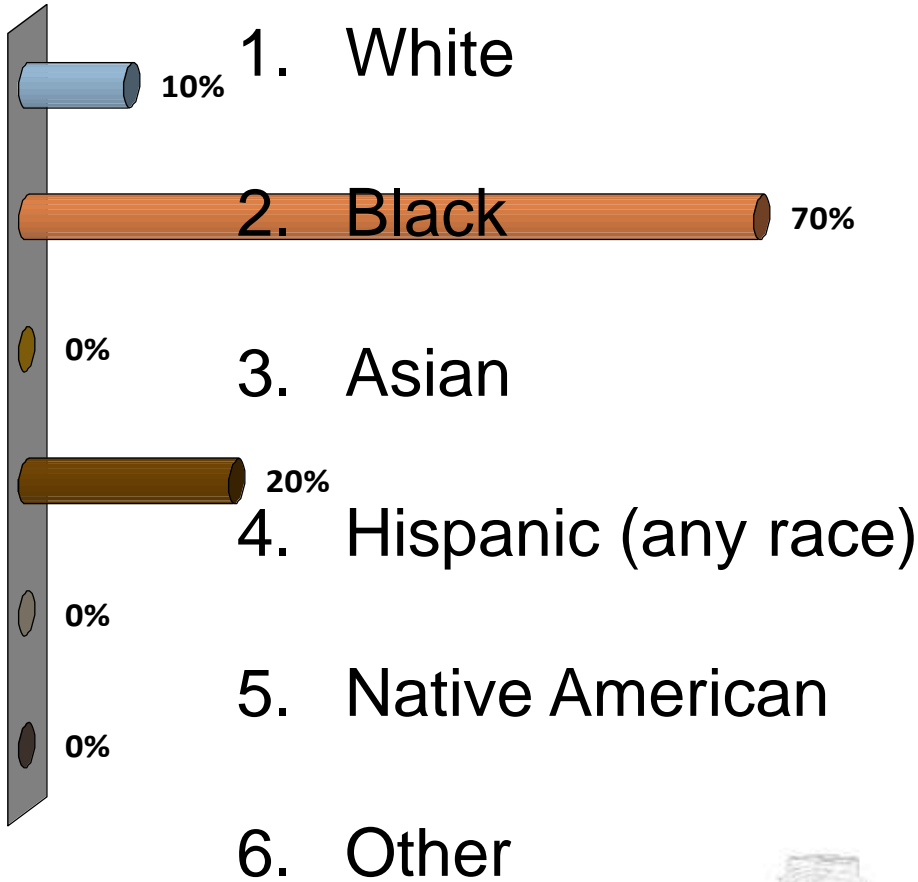
How old are you? What Generation?



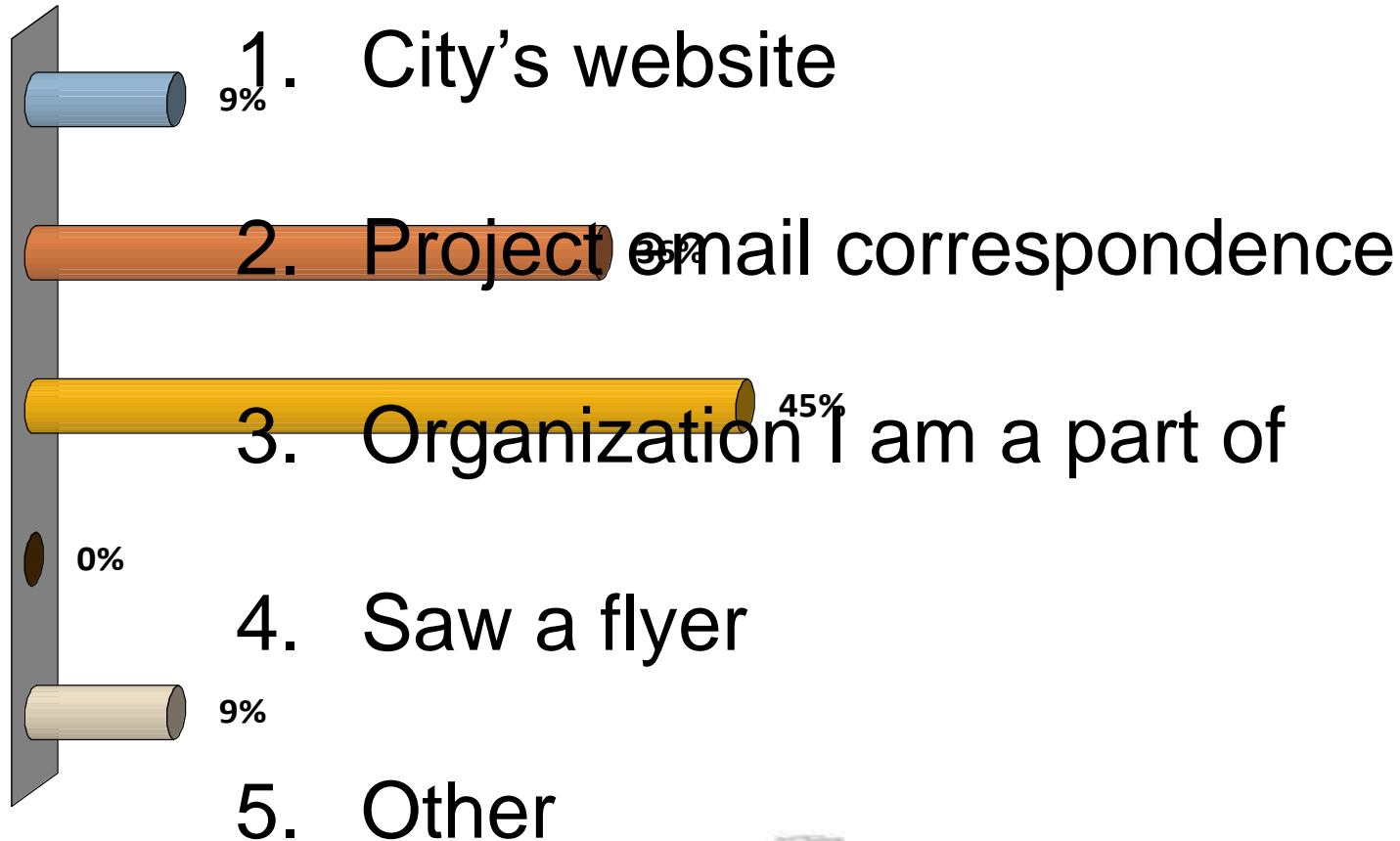
What is your average yearly income?



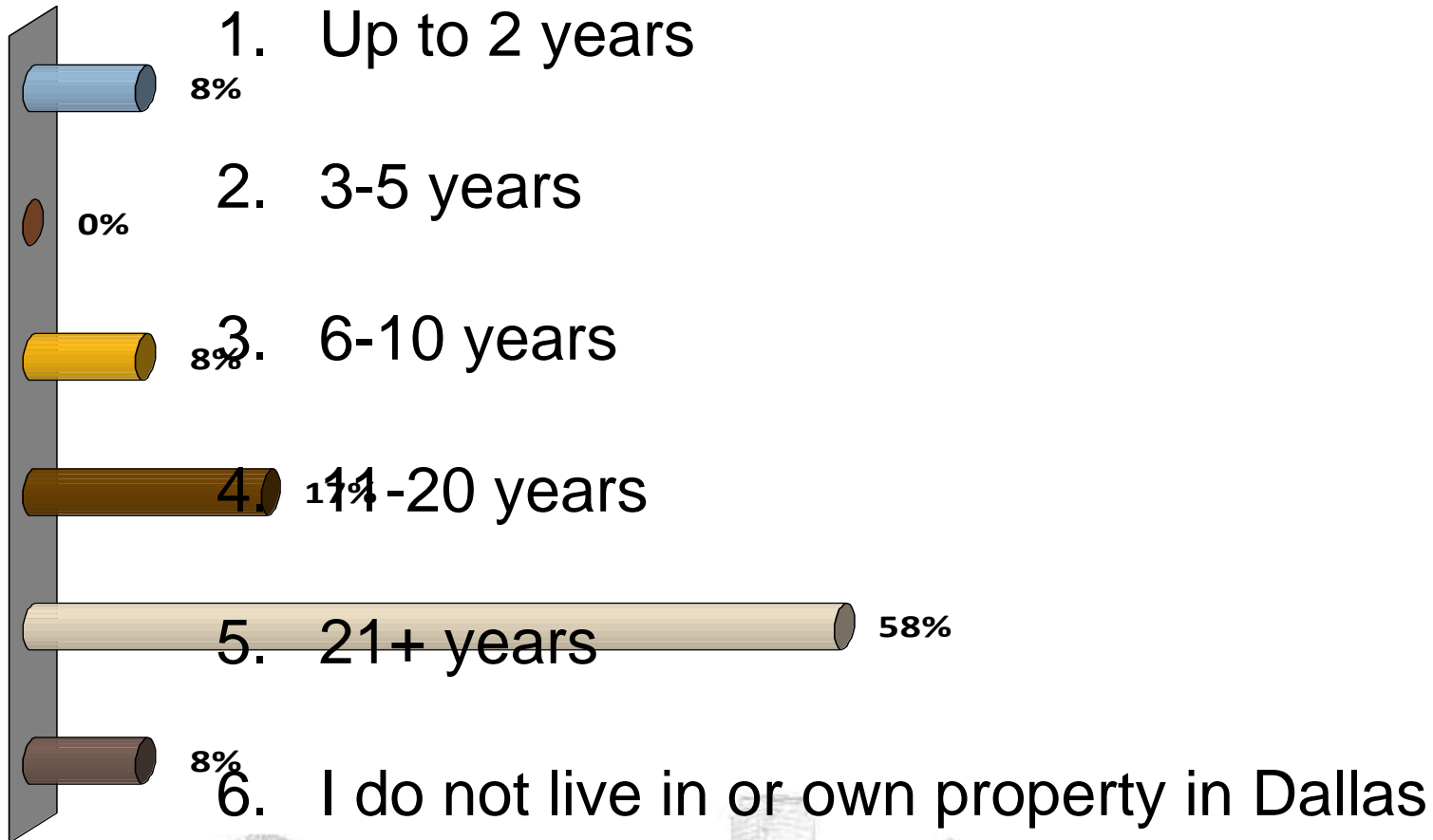
What is your race/ethnicity?



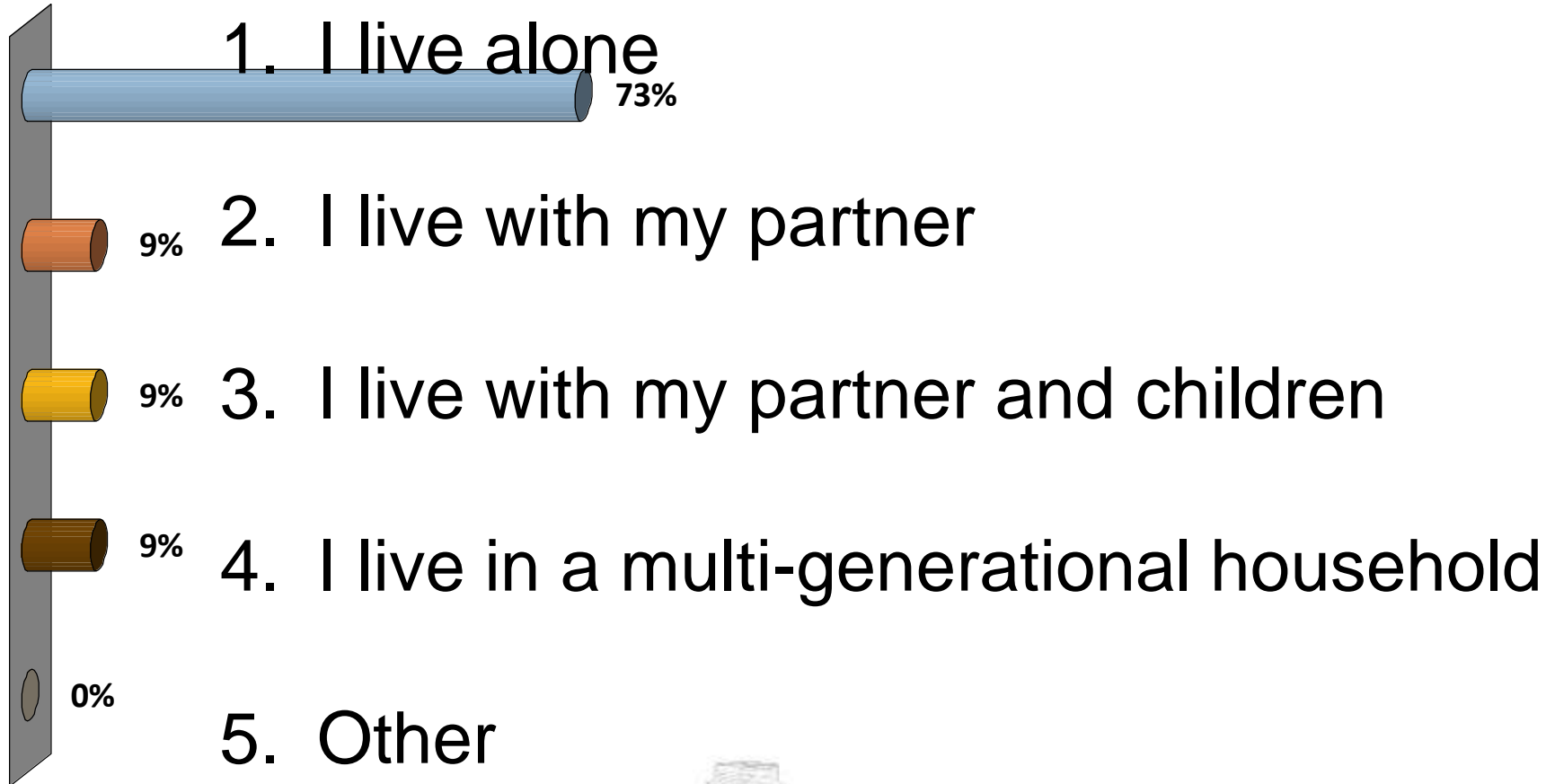
How Did You Find Out About This Meeting?



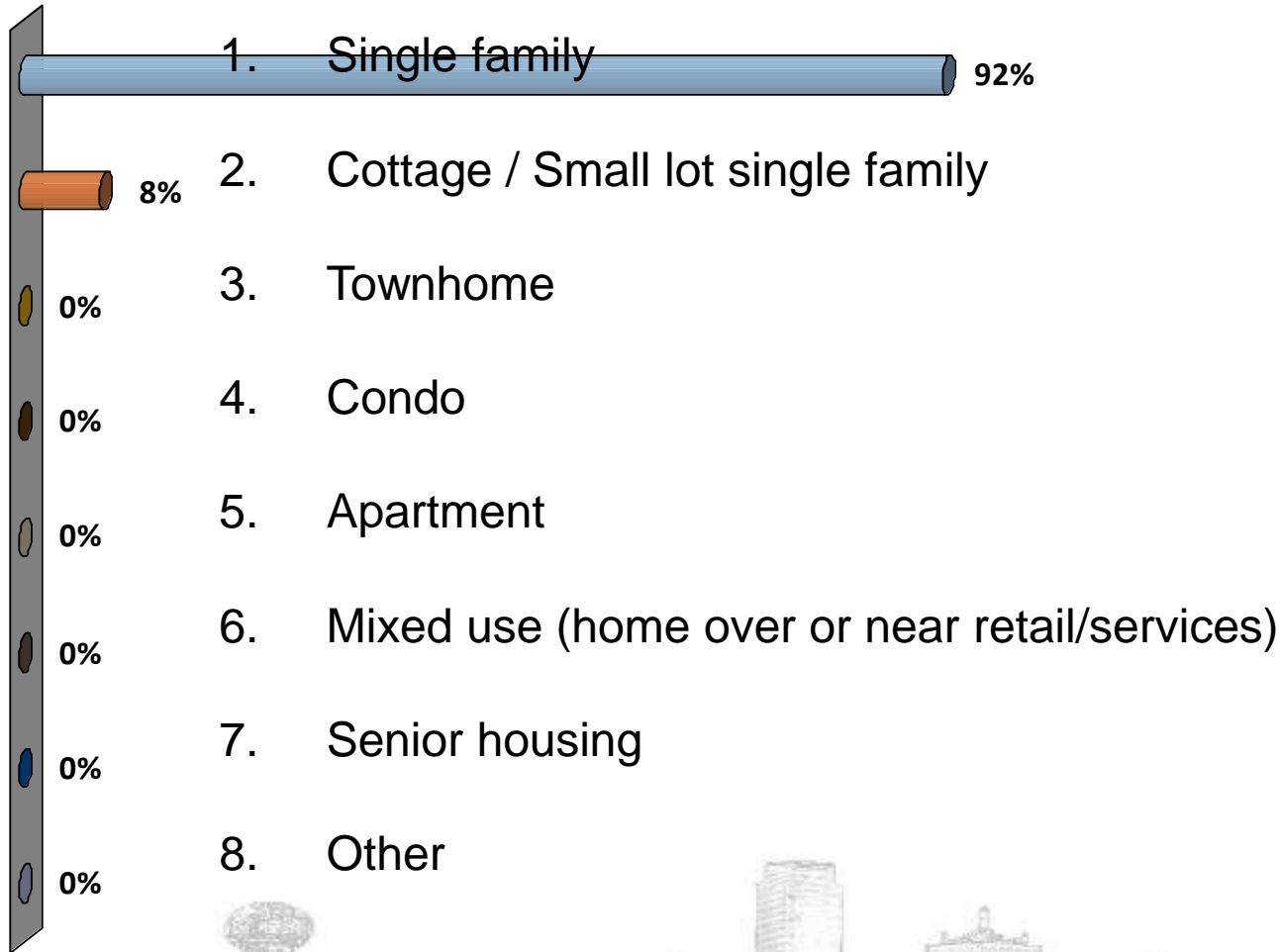
How long have you lived or owned property in Dallas?



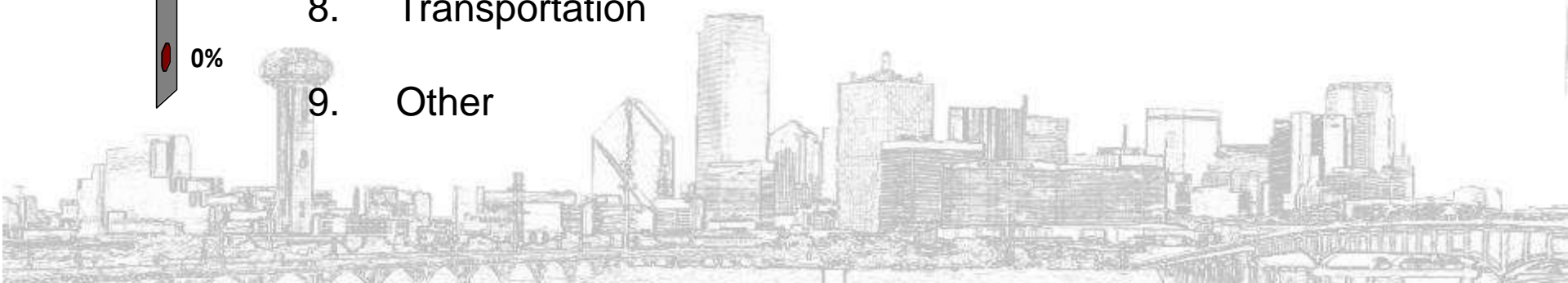
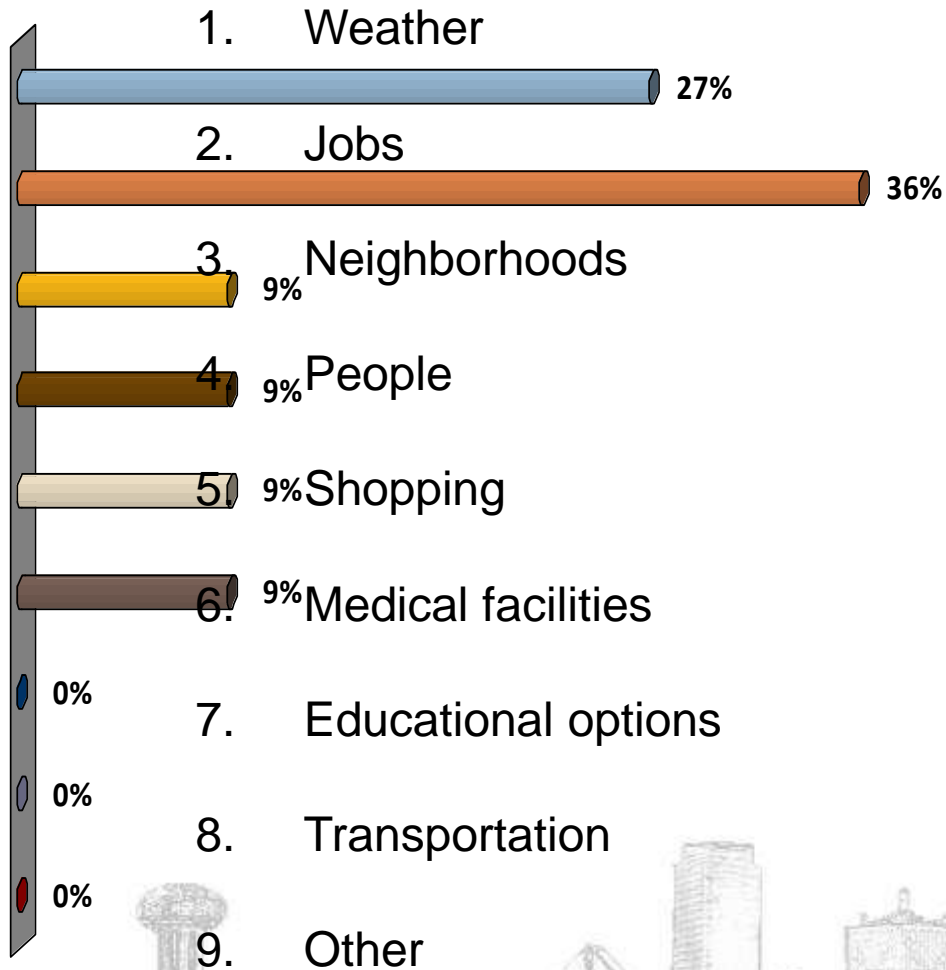
What type of household do you live in?



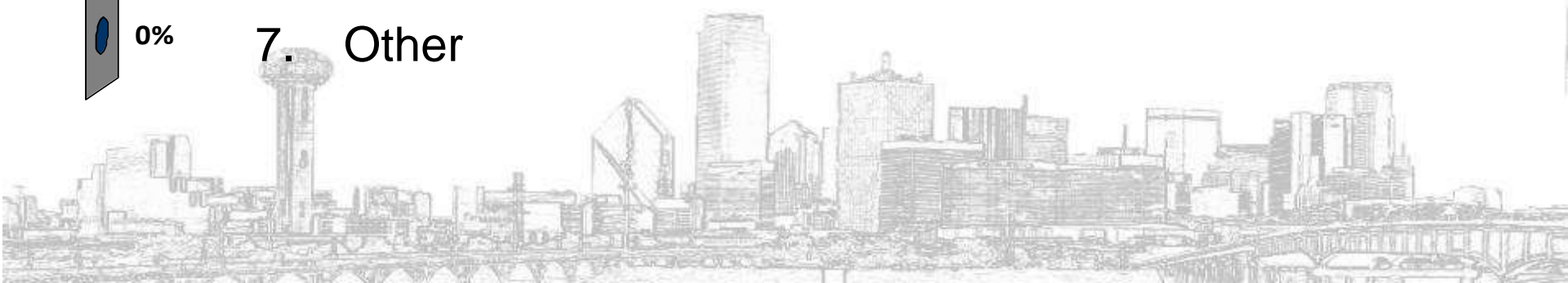
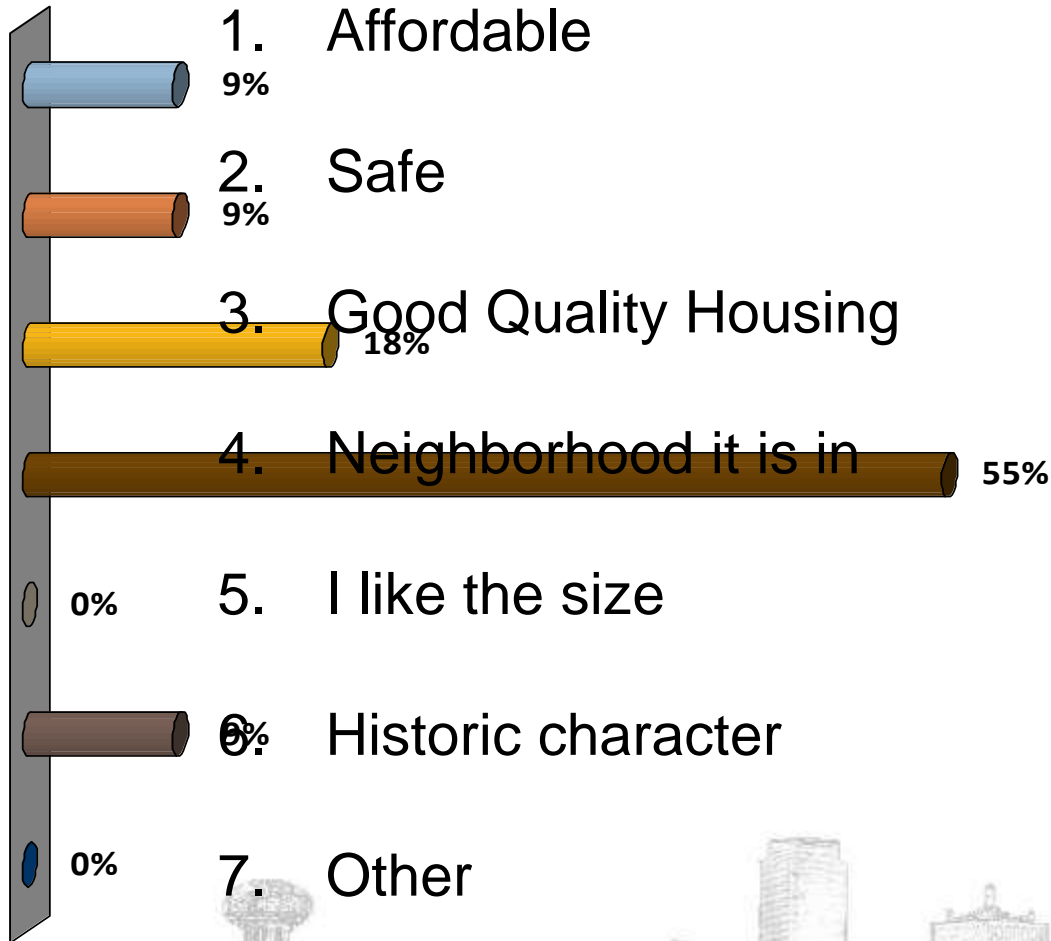
What type of housing do you currently live in?



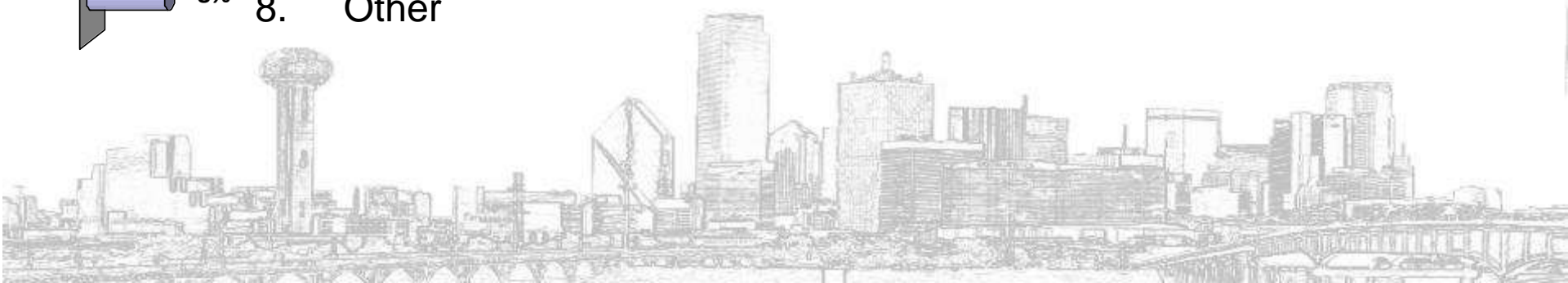
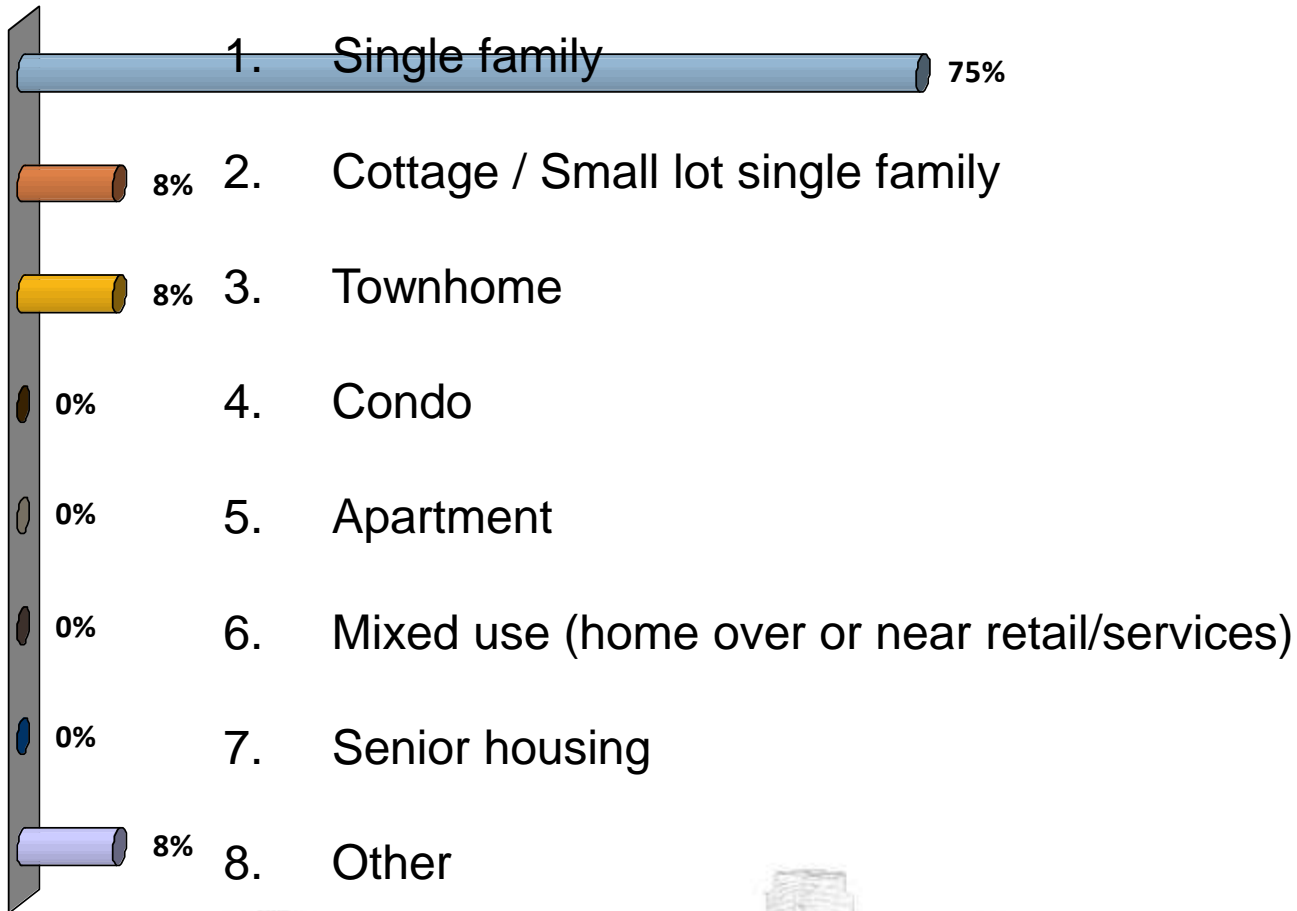
What is the best part about living in Dallas?



What do you like most about your current housing?



What type of housing do you prefer to live in?



What kind of neighborhood would you like to live in? (In Dallas)

1. On the outskirts of the city – further away from

Downtown

2. A place close to the central part of Dallas

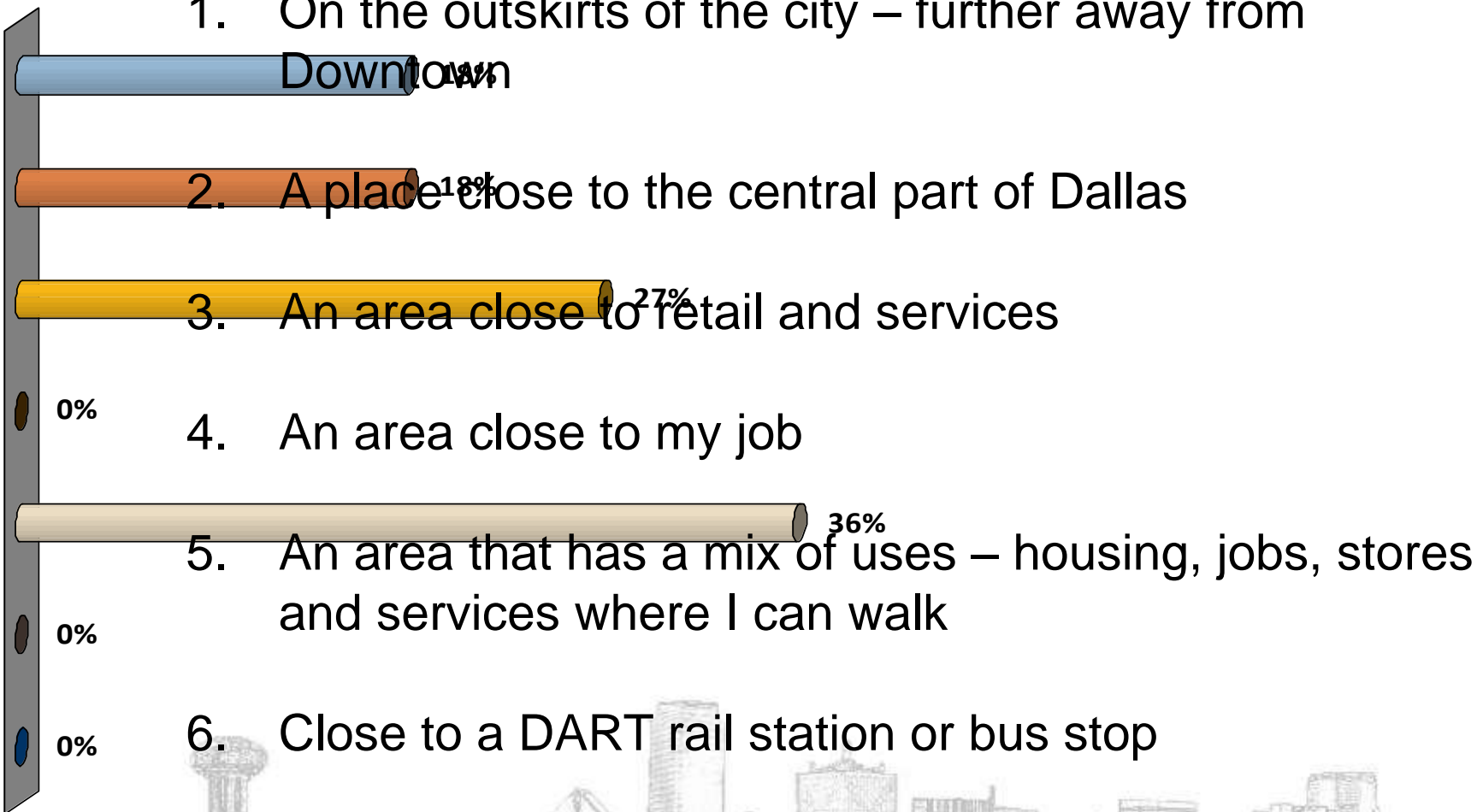
3. An area close to retail and services

4. An area close to my job

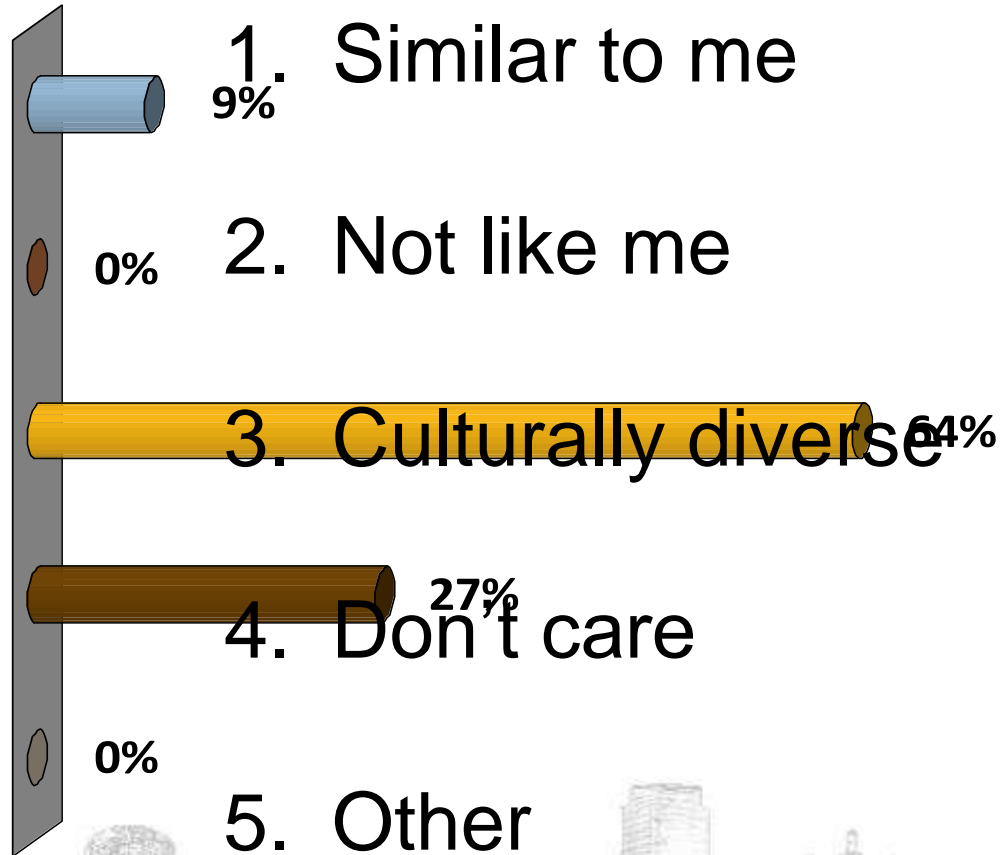
5. An area that has a mix of uses – housing, jobs, stores and services where I can walk

6. Close to a DART rail station or bus stop

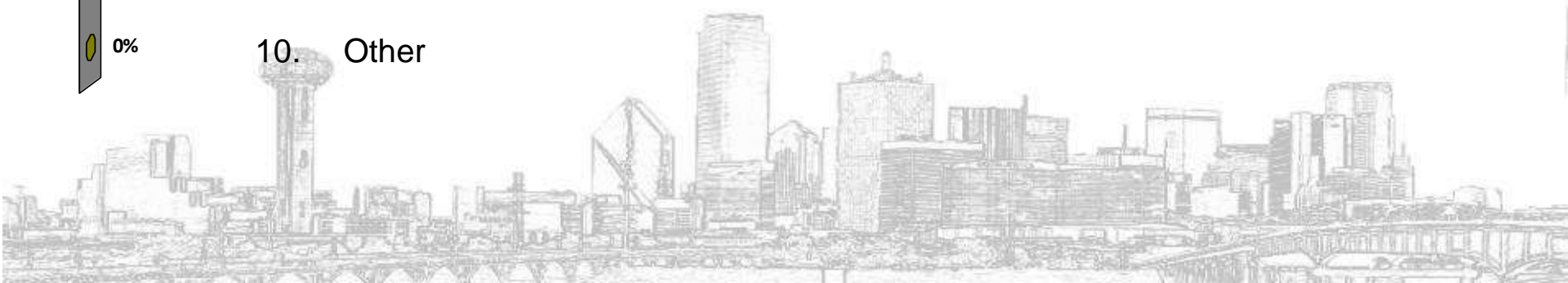
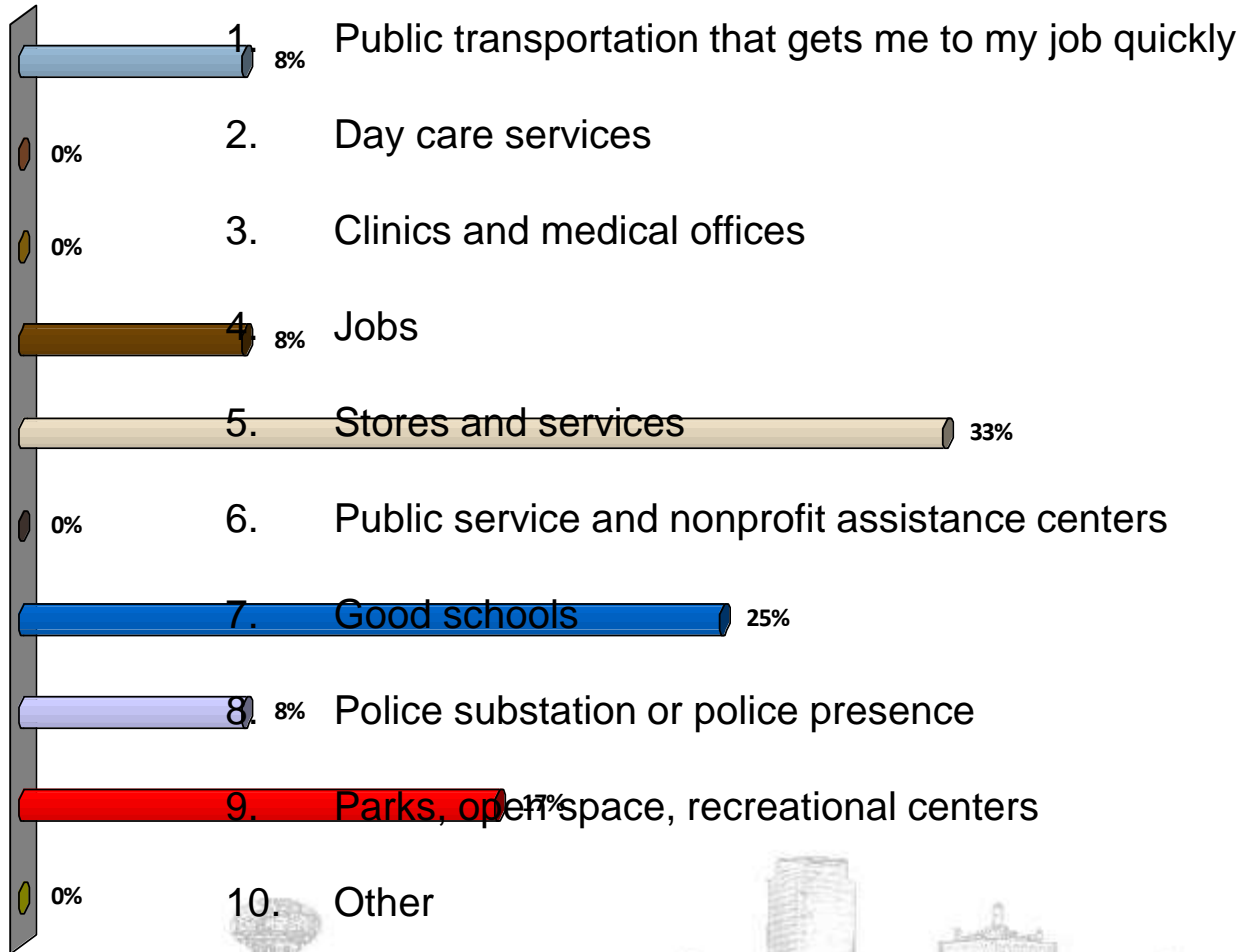
7. Other



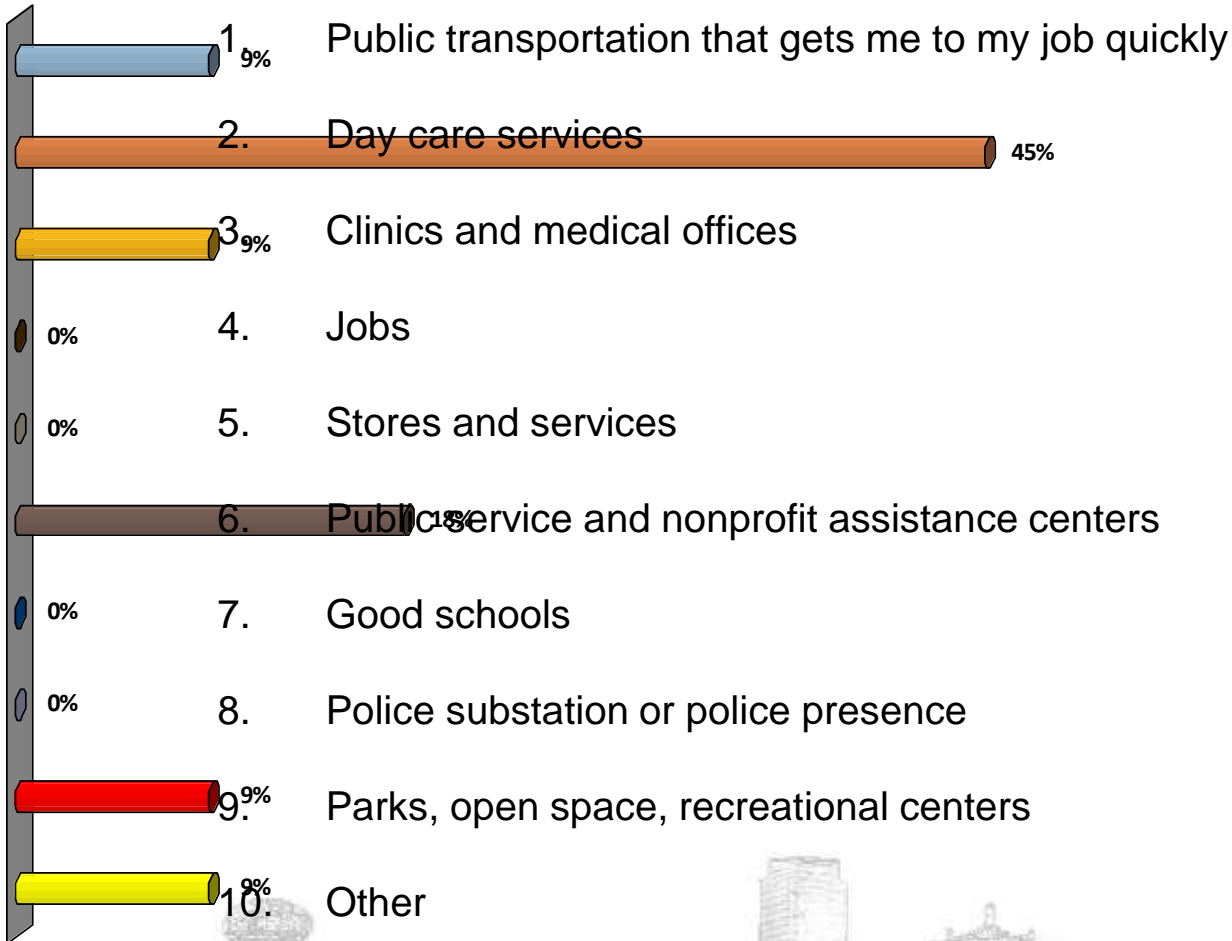
I prefer to live in a neighborhood where my neighbors are...



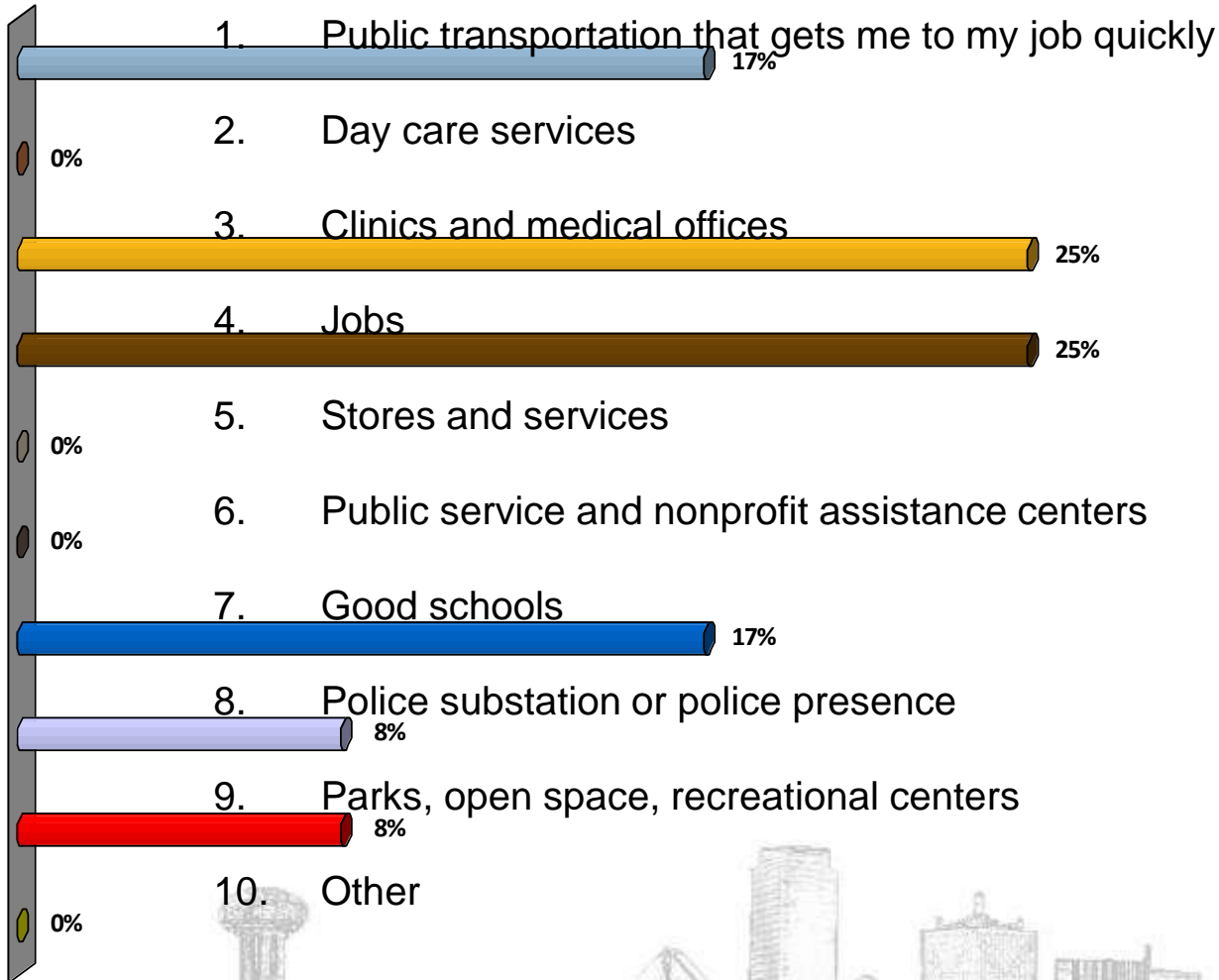
What is the **most** important neighborhood feature?



What is the **least** important neighborhood feature?

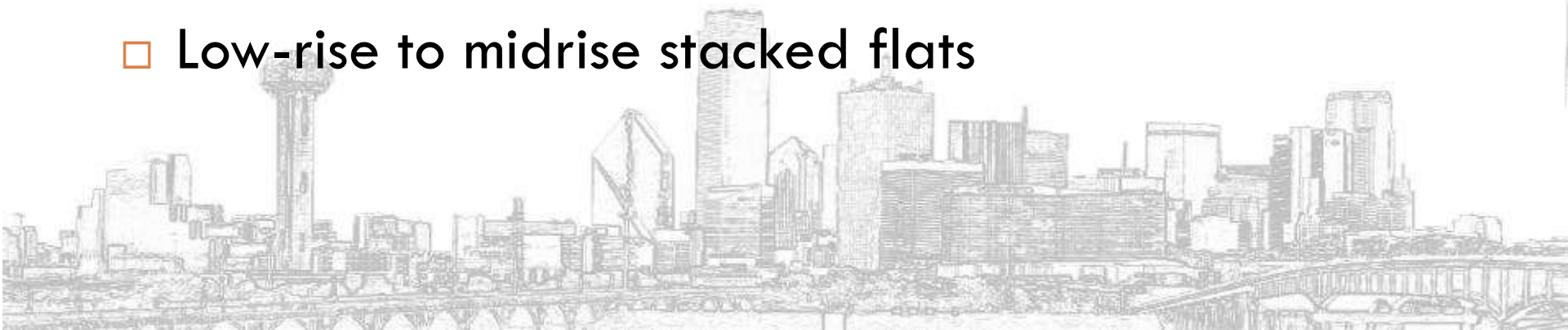


What is the 2nd most important neighborhood feature?

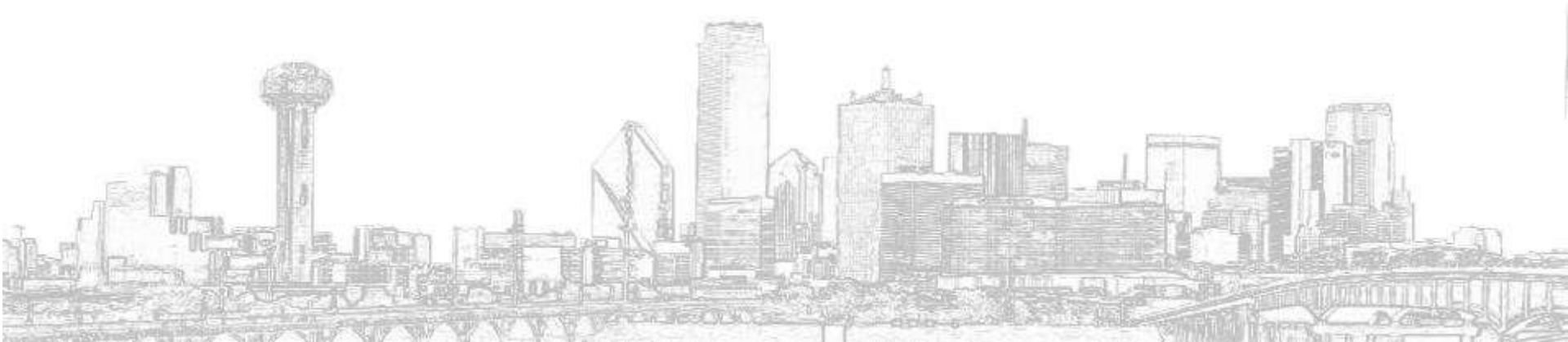


What kind of new infill housing types should be considered?

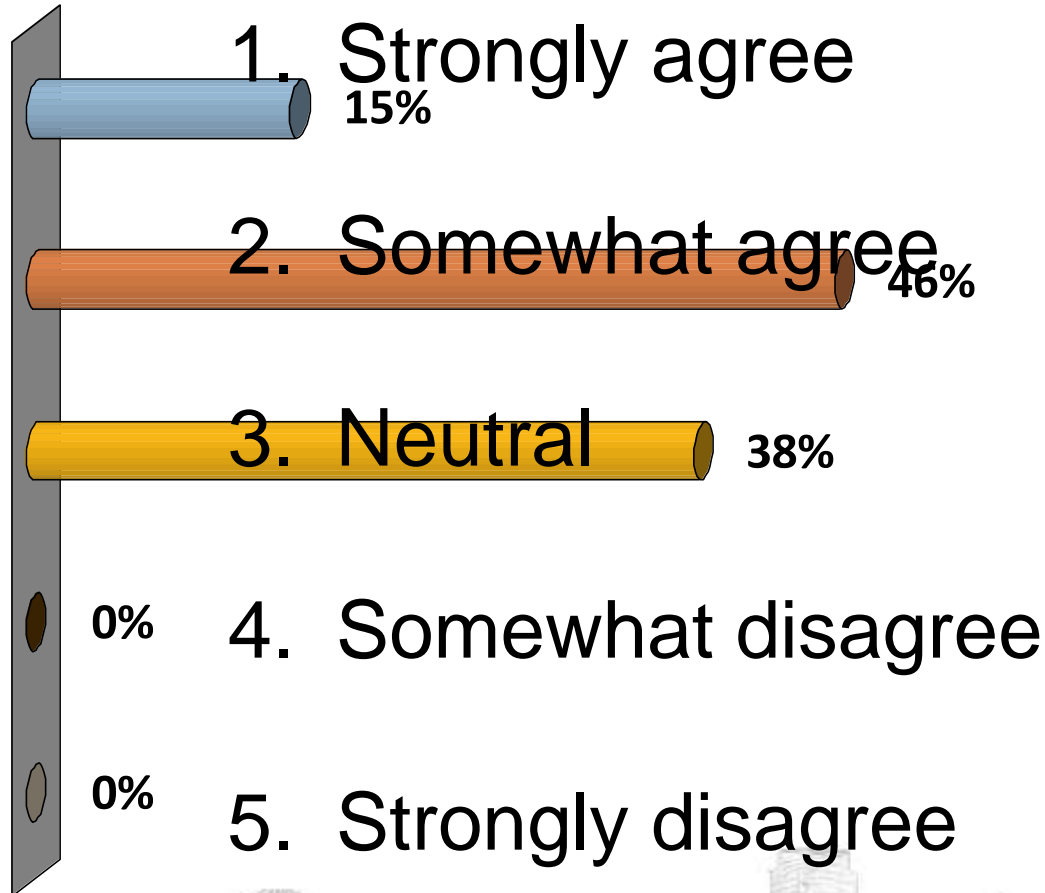
- Duplexes
- Cottage Homes
- Courtyard Housing
- Skinny Houses
- Row Houses
- Townhouses
- Low-rise to midrise stacked flats



Duplexes



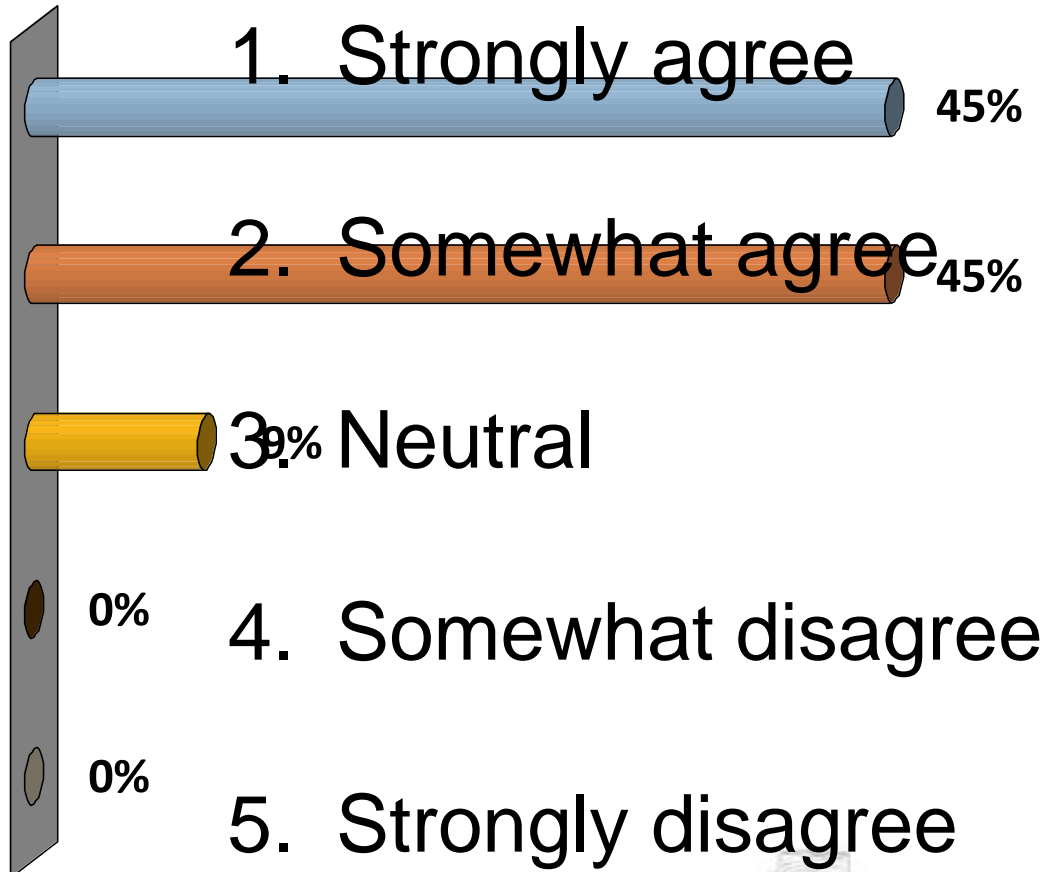
Duplexes are a good fit for new infill housing?



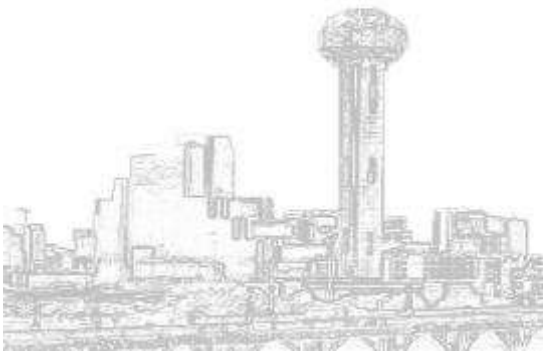
Cottage Homes



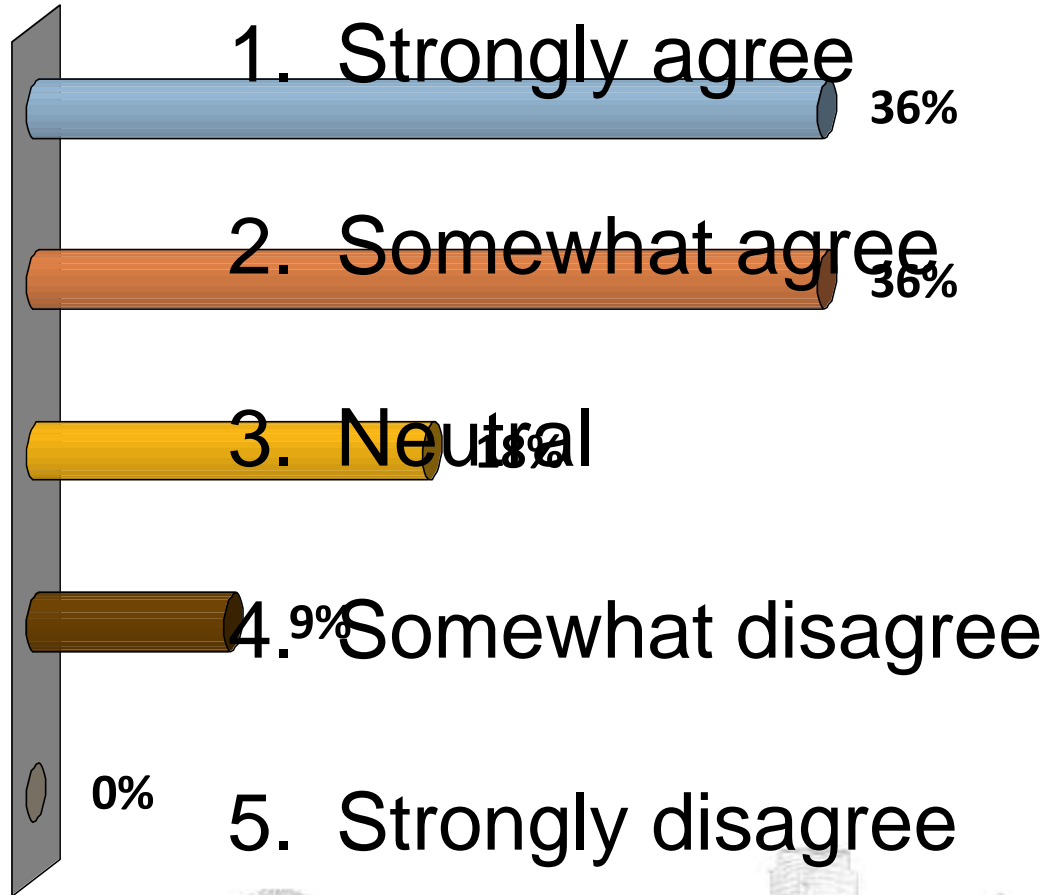
Courtyard Housing is a good fit for new infill housing.



Courtyard Housing



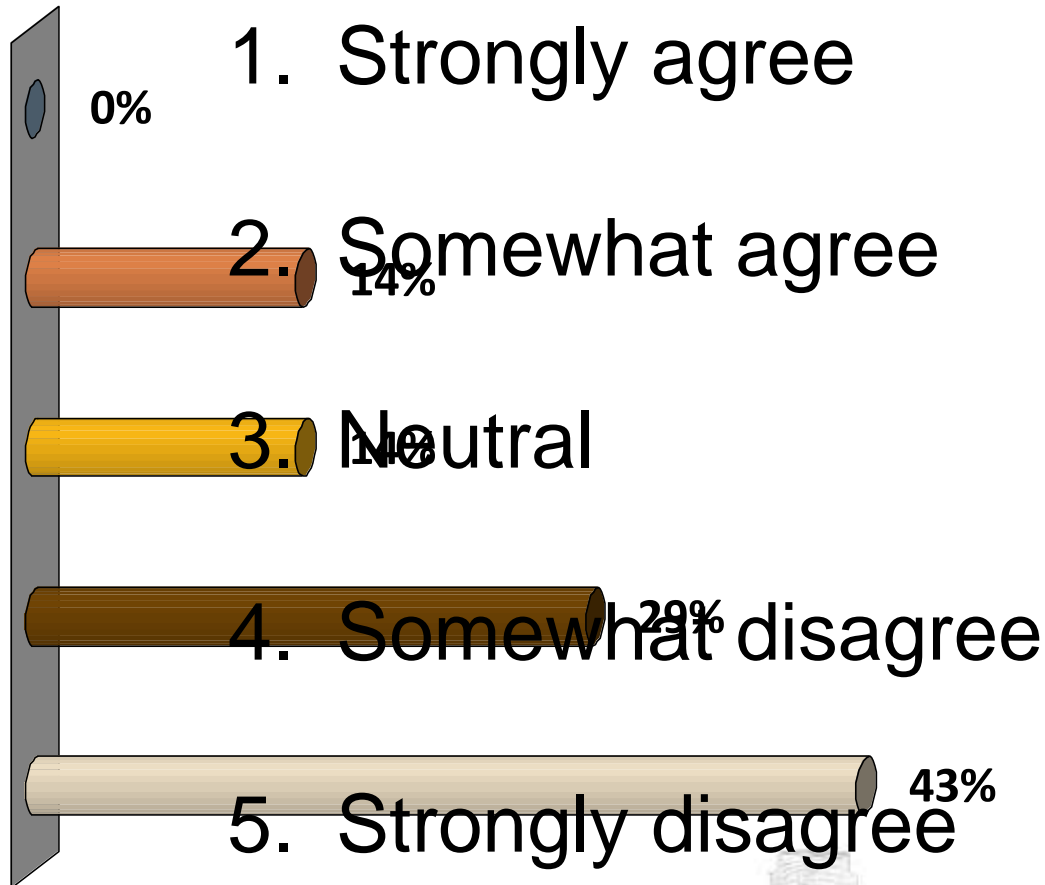
Courtyard Housing is a good fit for new infill housing.



Skinny Houses



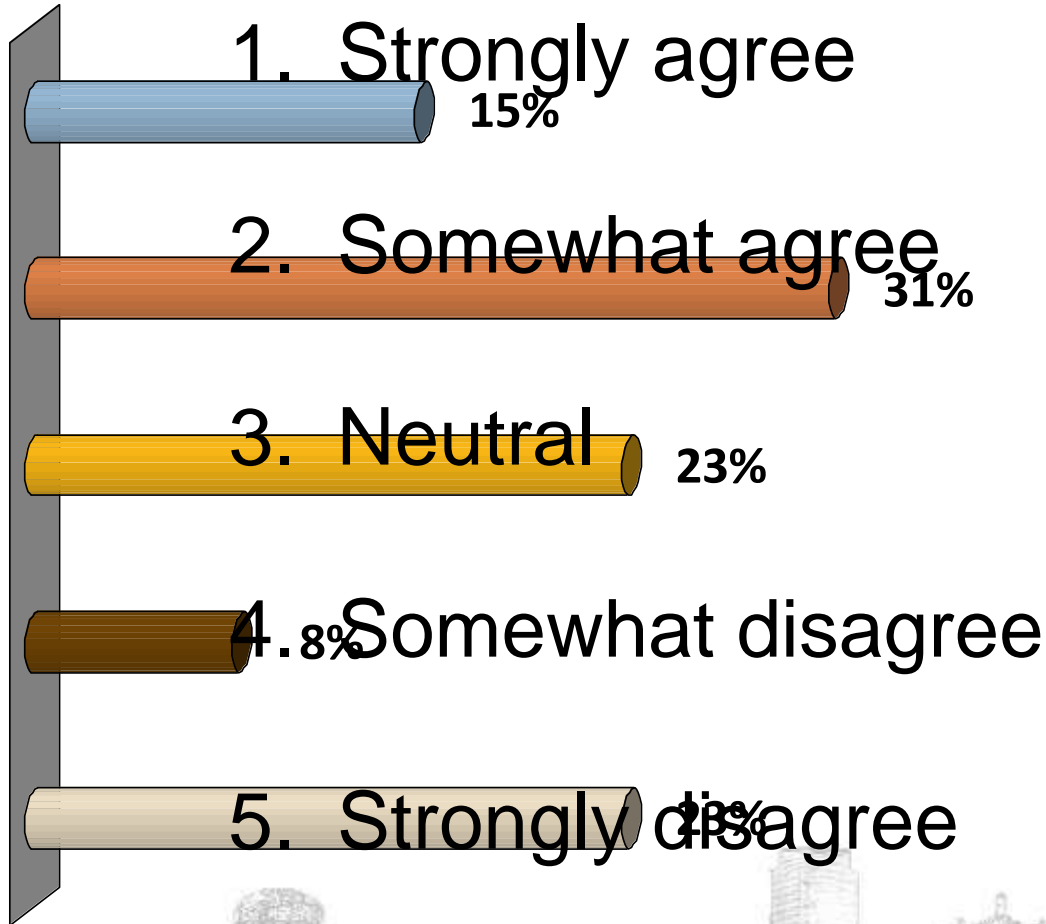
Skinny Houses are a good fit for new infill housing.



Row Houses/Townhouses



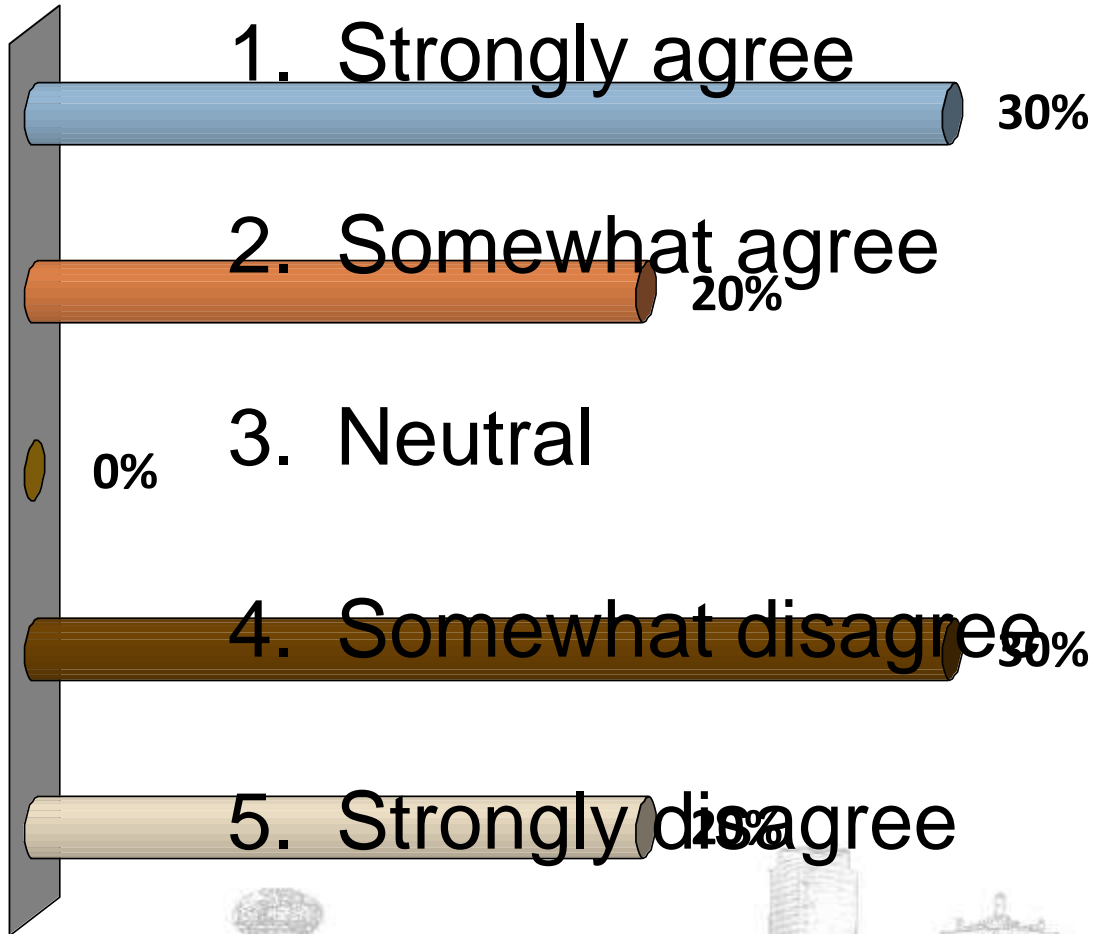
Row Houses/Townhouses are a good fit for new infill housing.



Low-rise to midrise stacked flats



Low-rise to midrise stacked flats are a good fit for new infill housing.



How important is it to provide a mix of housing throughout Dallas?

1. Very important



2. Somewhat important



3. Neutral



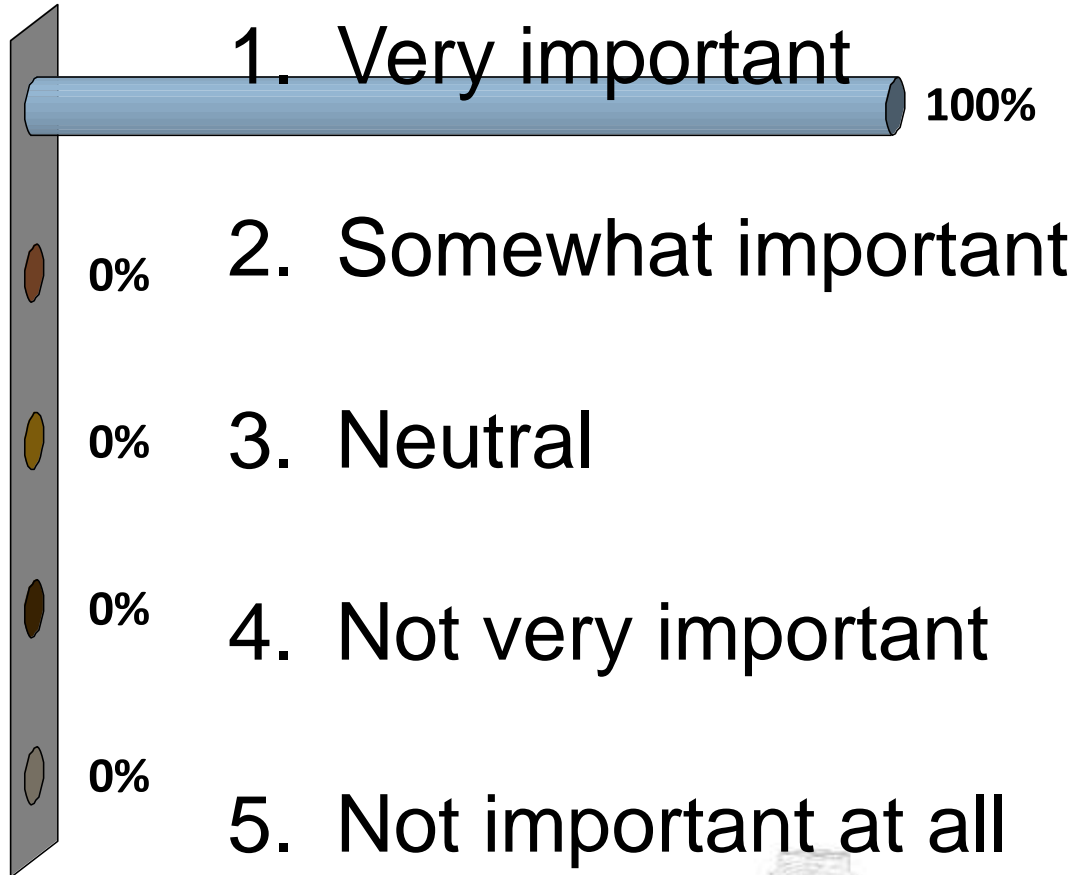
4. Not very important



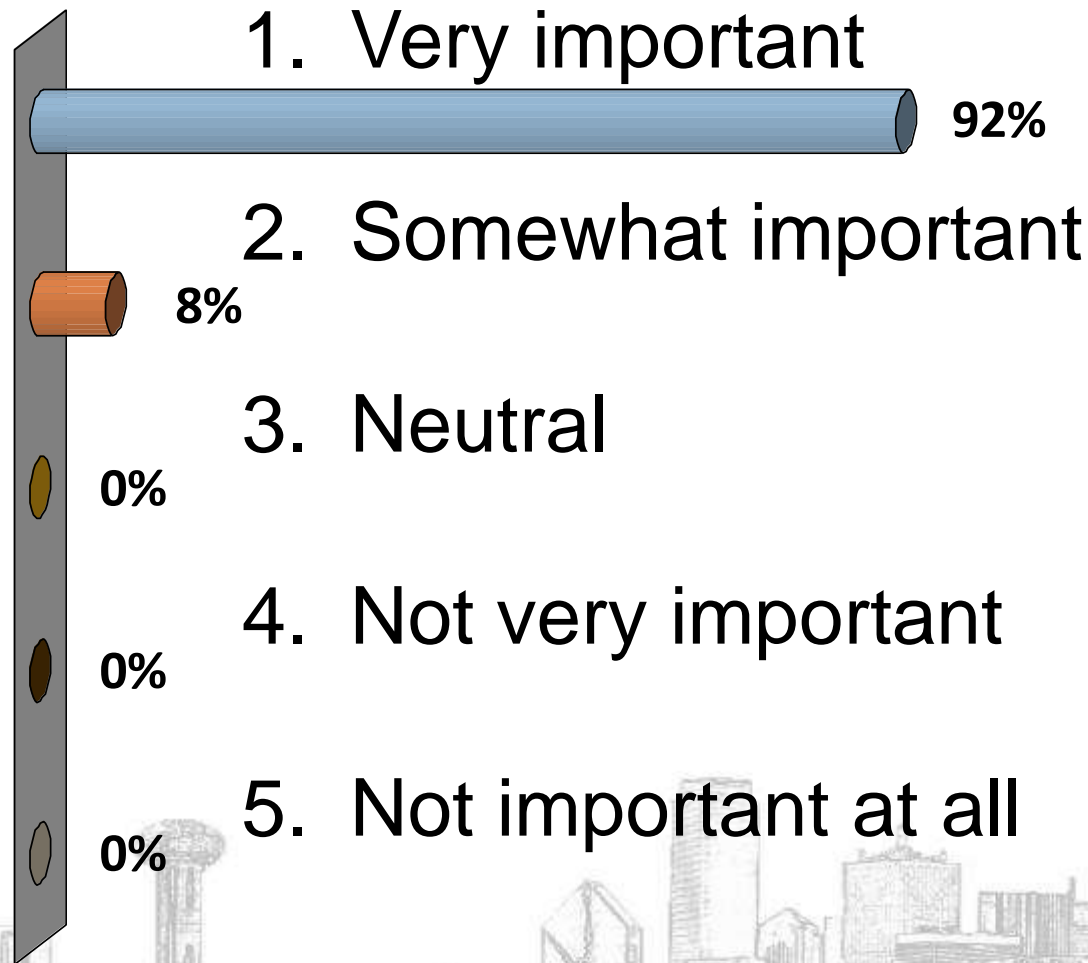
5. Not important at all



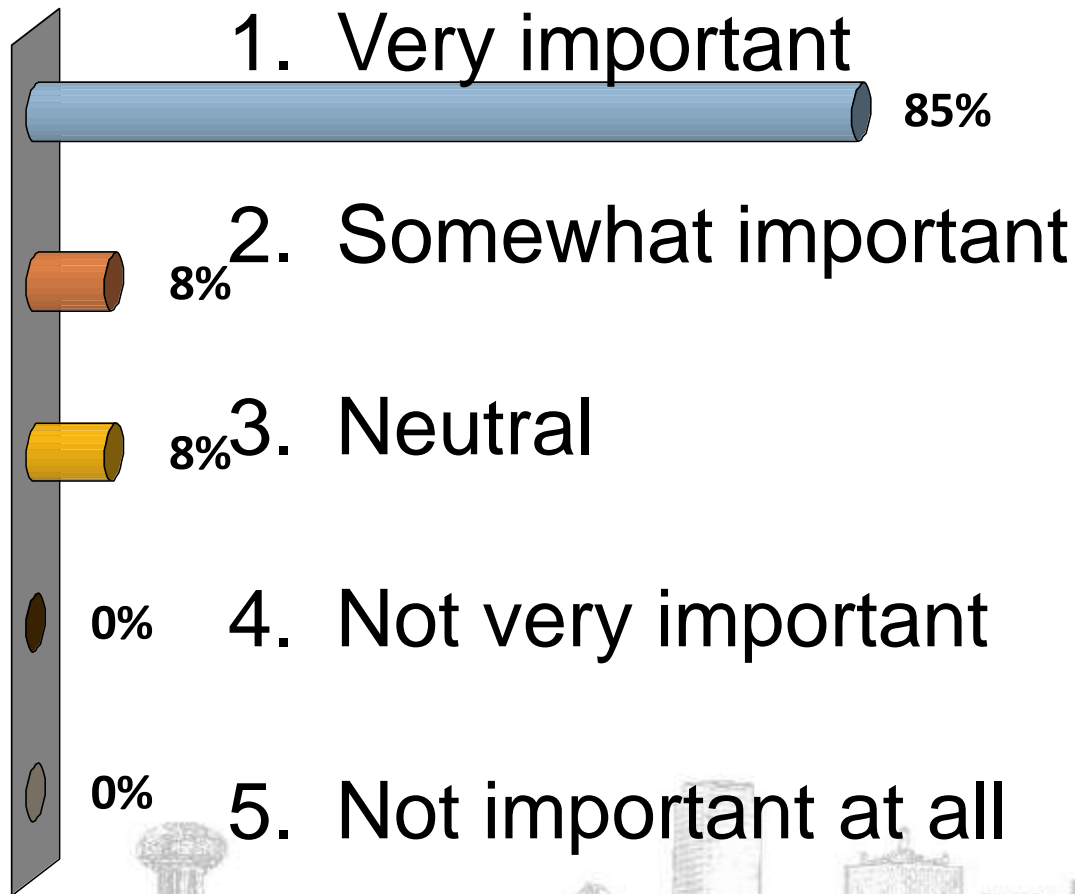
How important is it to attract and retain middle class residents to Dallas?



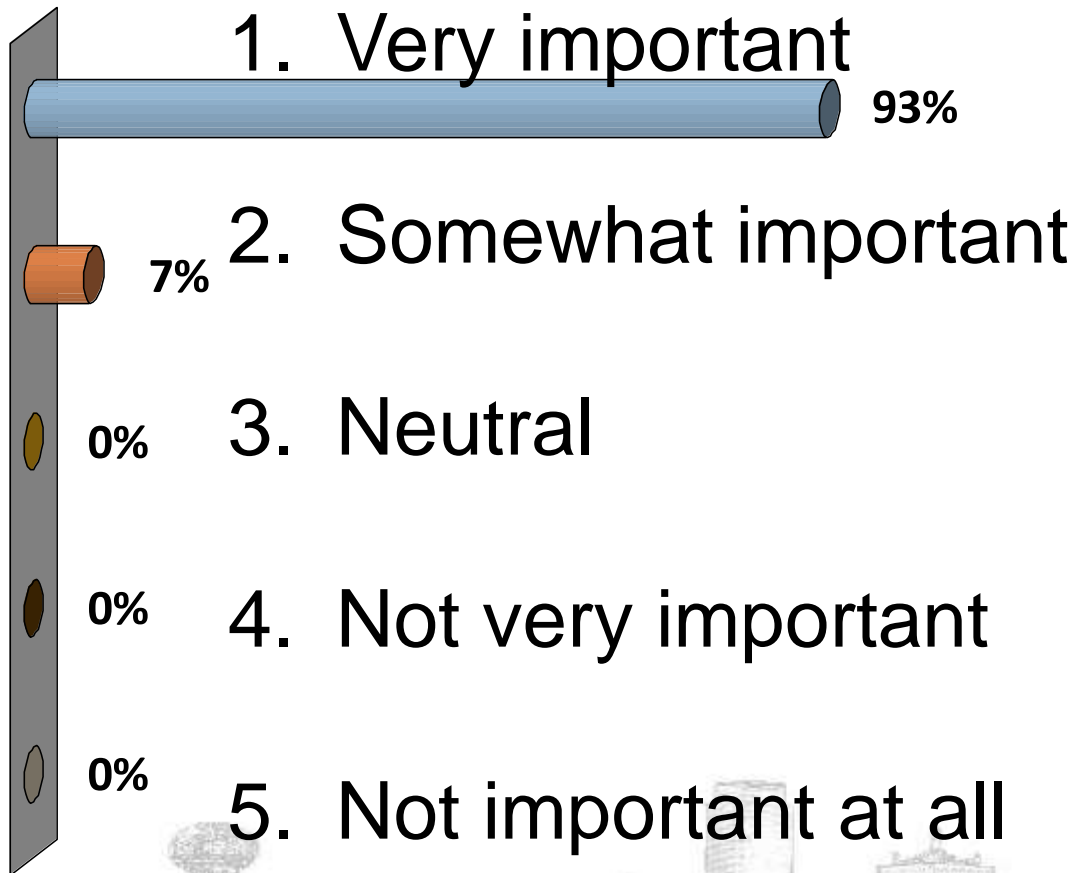
How important is it to provide programs that maintain safe and attractive neighborhoods throughout the city?



How important is it to provide programs that ensure Dallas has adequate levels of affordable housing?



How important is it for the City to develop partnerships that help Dallas residents improve their quality of life?



Small Group Exercise

Instructions

90

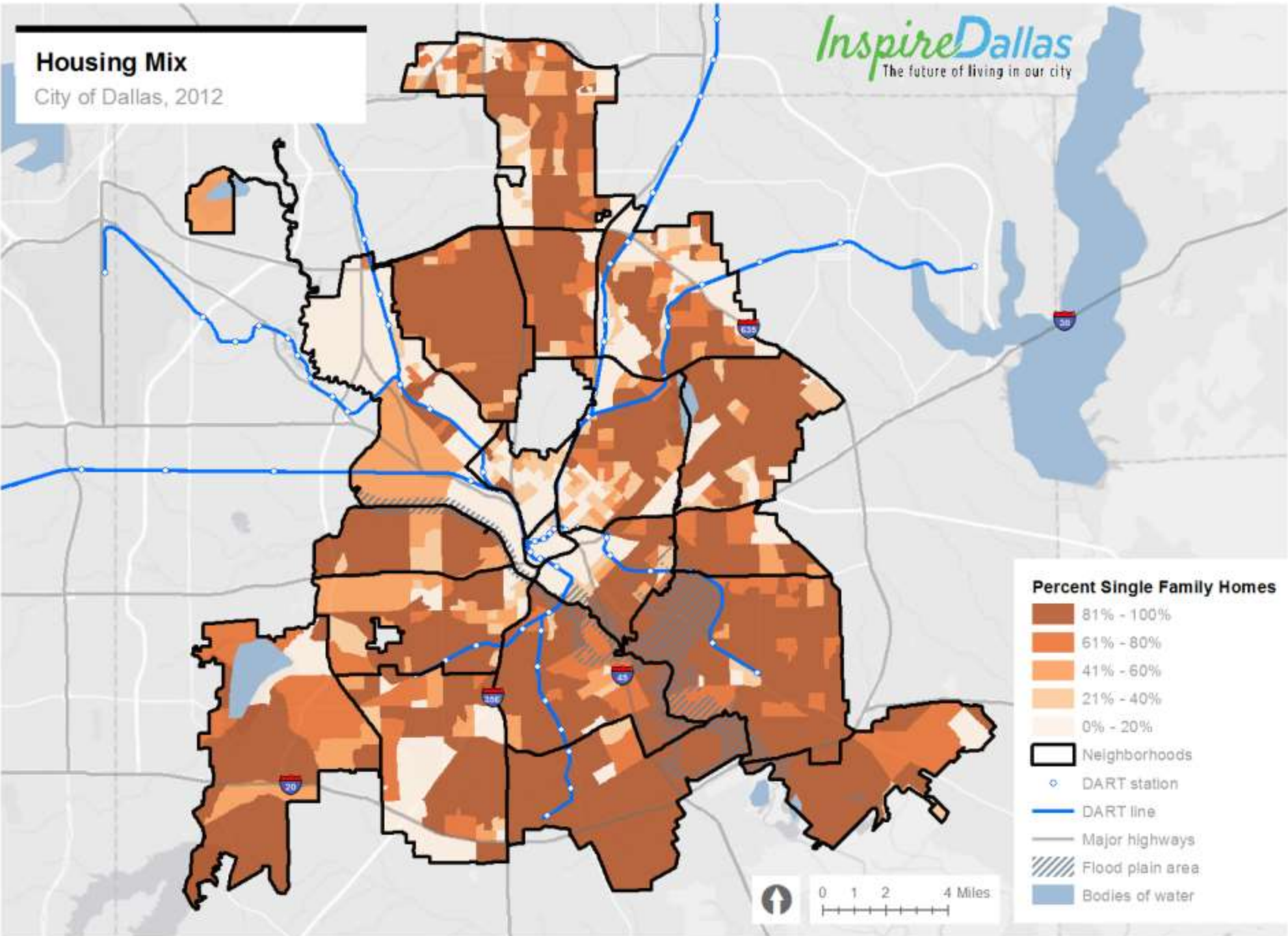
- Show map atlas



Housing Mix

City of Dallas, 2012

InspireDallas
The future of living in our city



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Median Age

City of Dallas, 2012

InspireDallas
The future of living in our city

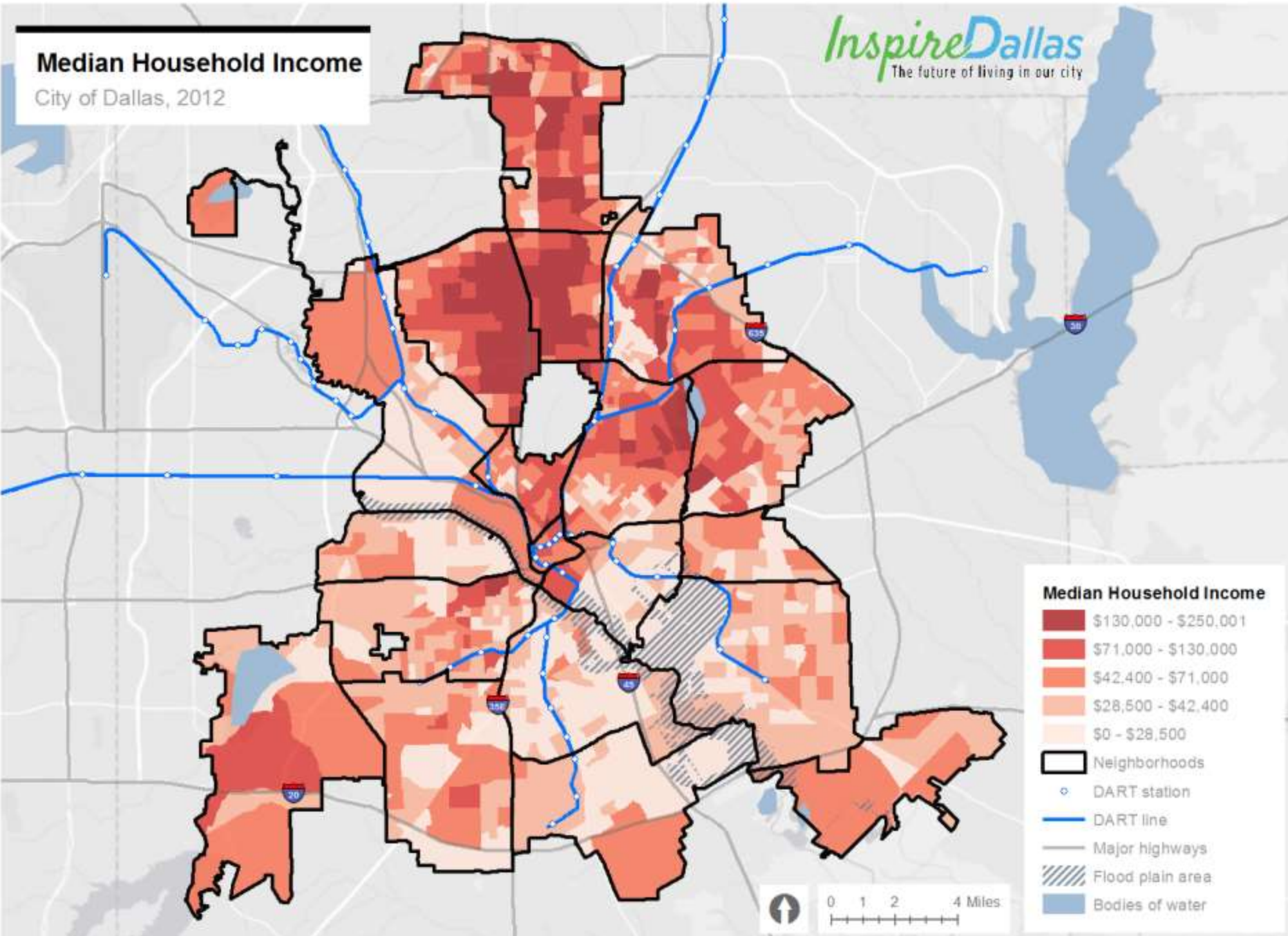
Median Age



Median Household Income

City of Dallas, 2012

InspireDallas
The future of living in our city



Median Household Income

\$130,000 - \$250,001

\$71,000 - \$130,000

\$42,400 - \$71,000

\$28,500 - \$42,400

\$0 - \$28,500

Neighborhoods

DART station

DART line

Major highways

Flood plain area

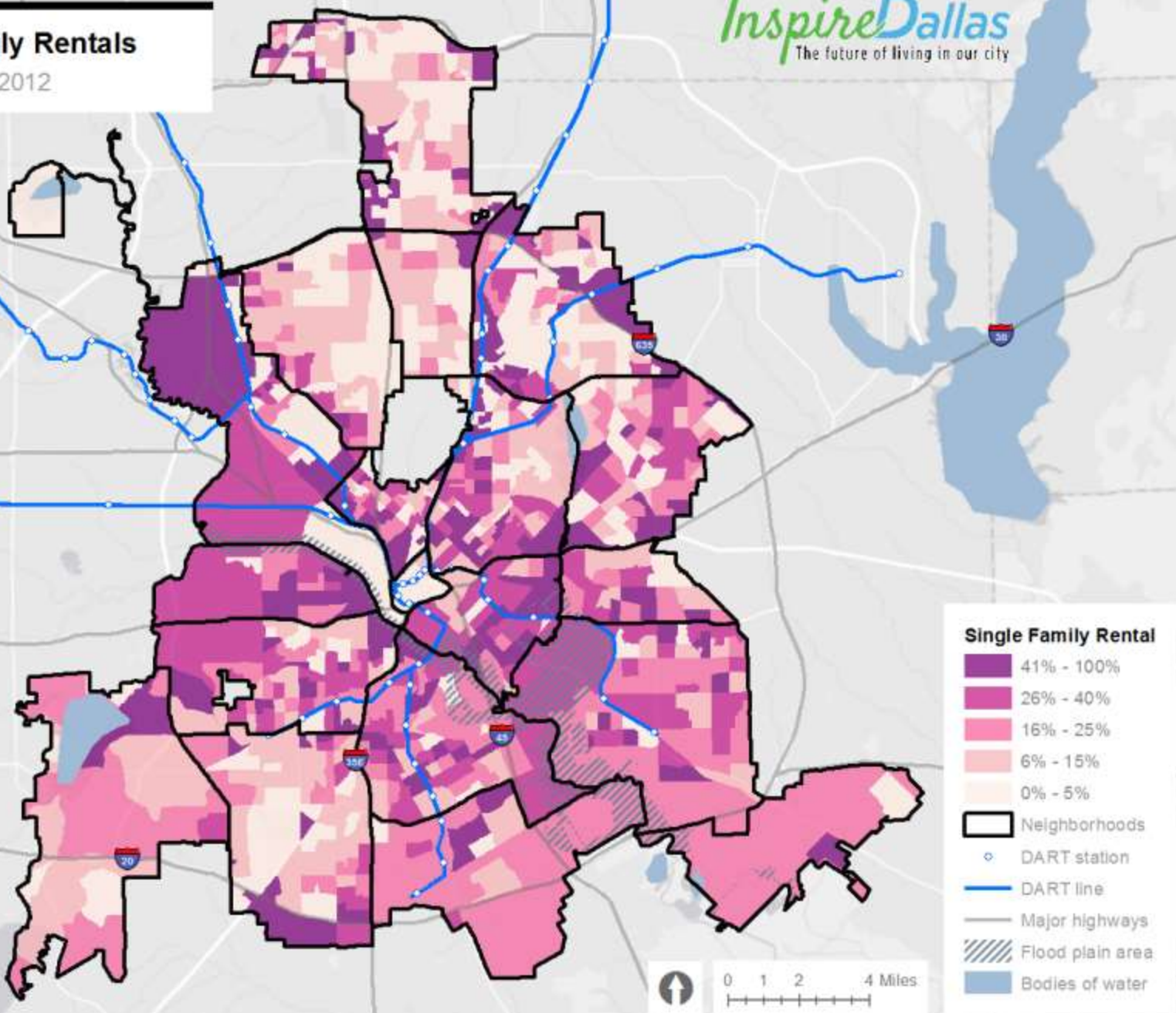
Bodies of water



Single Family Rentals

City of Dallas, 2012

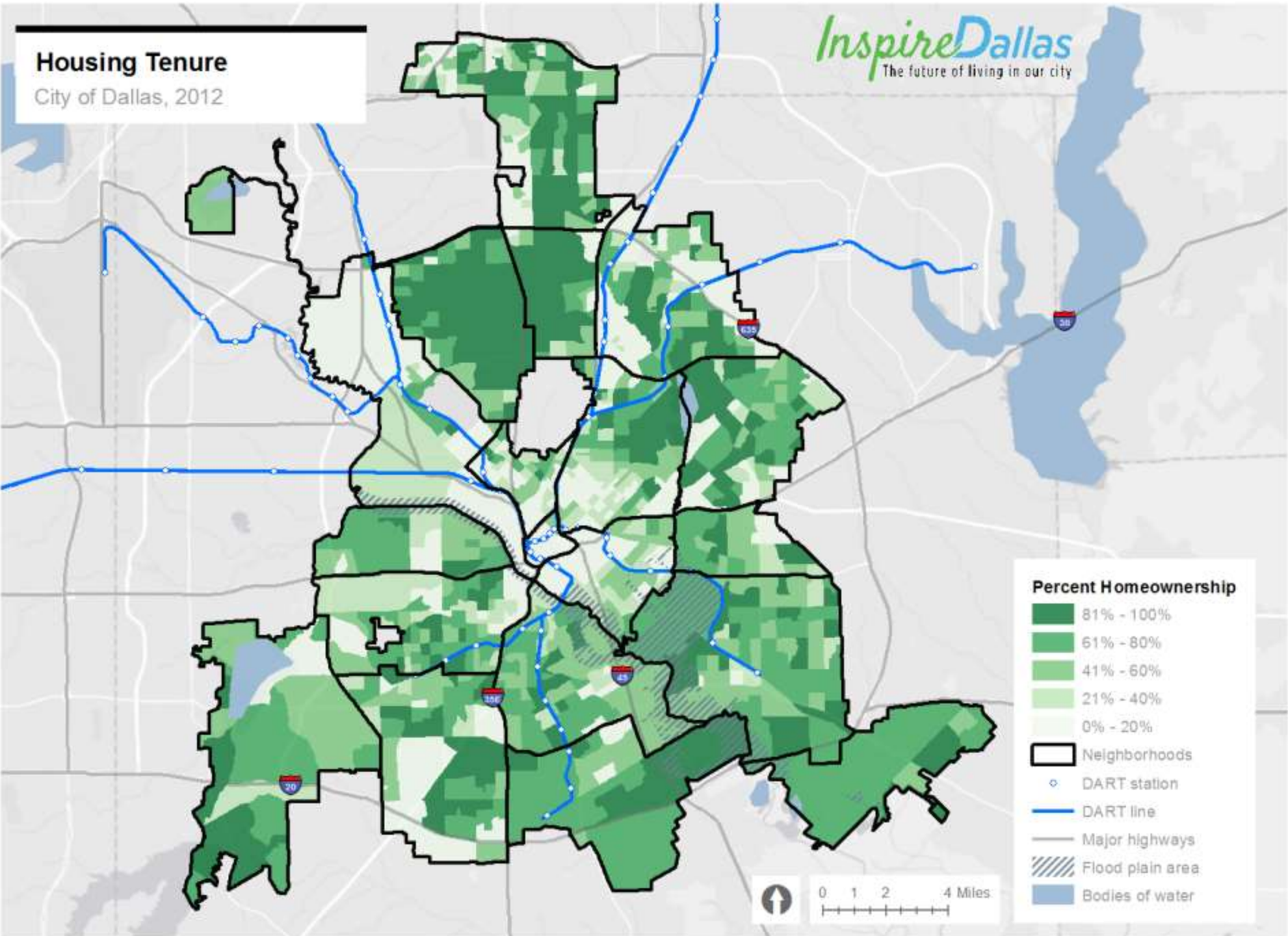
InspireDallas
The future of living in our city



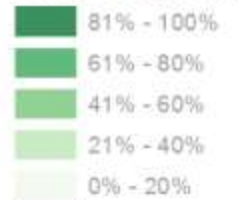
Housing Tenure

City of Dallas, 2012

InspireDallas
The future of living in our city



Percent Homeownership



Neighborhoods

DART station

DART line

Major highways

Flood plain area

Bodies of water



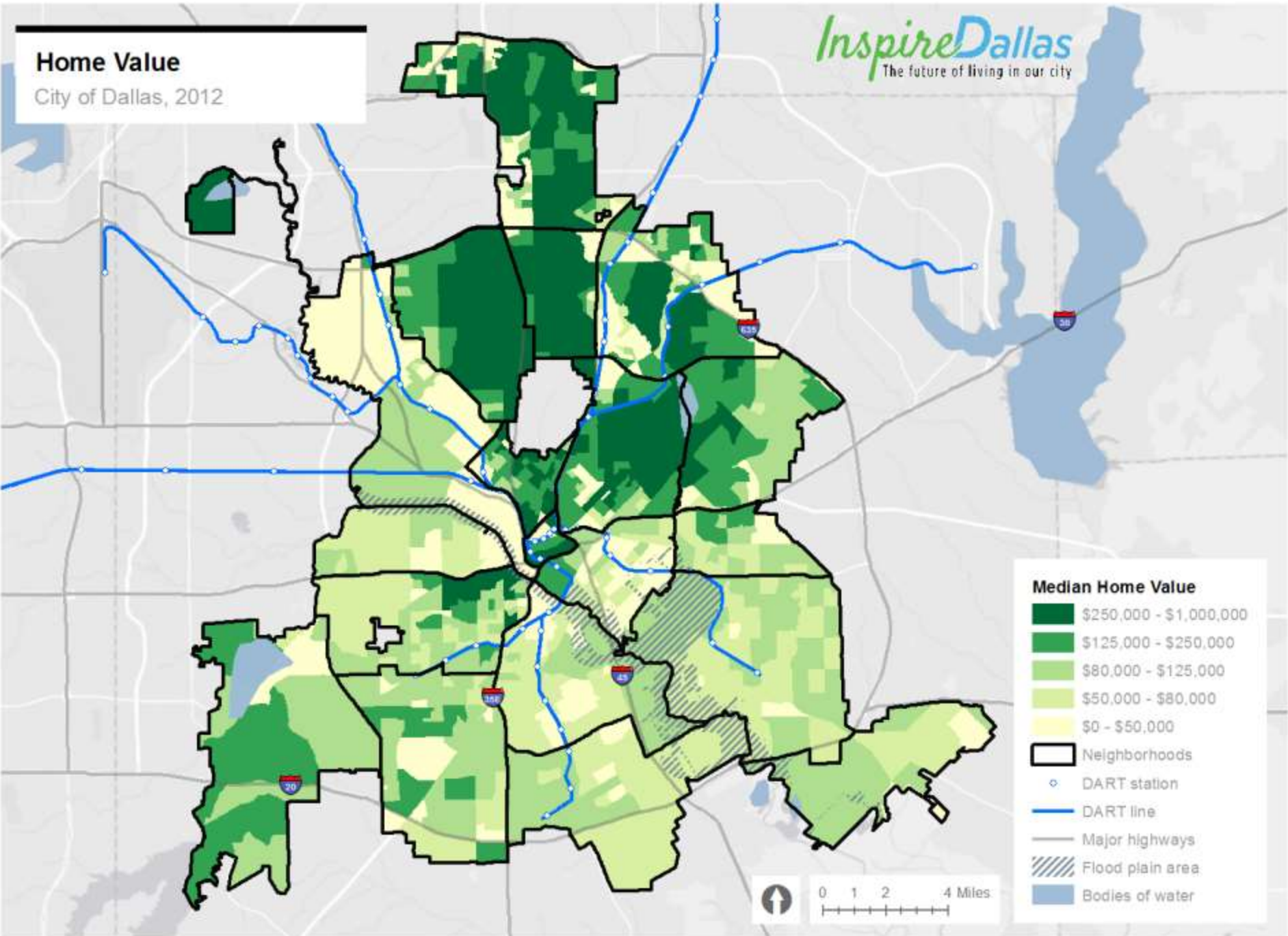
0 1 2 4 Miles



Home Value

City of Dallas, 2012

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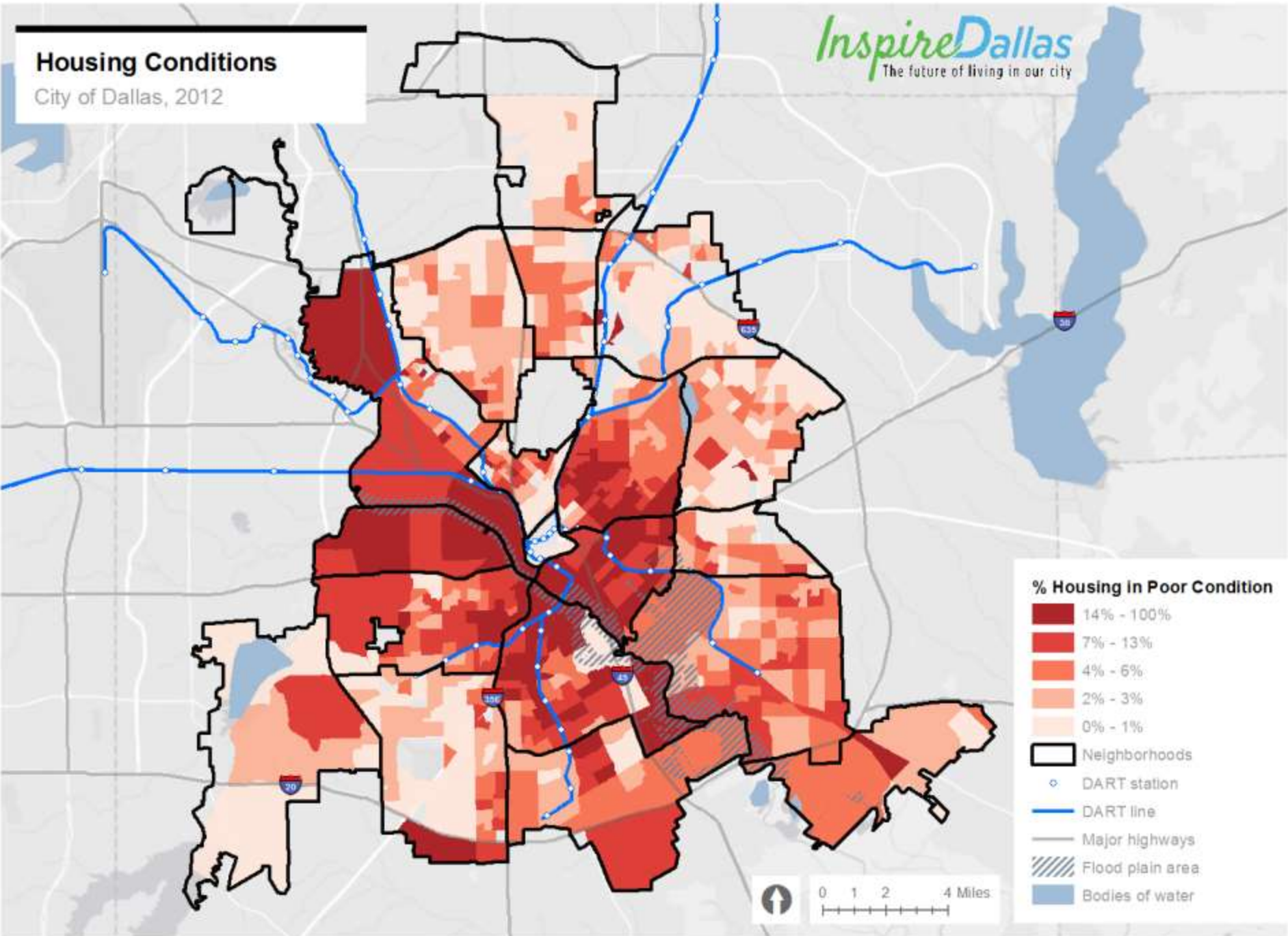


Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Housing Conditions

City of Dallas, 2012

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% Housing in Poor Condition

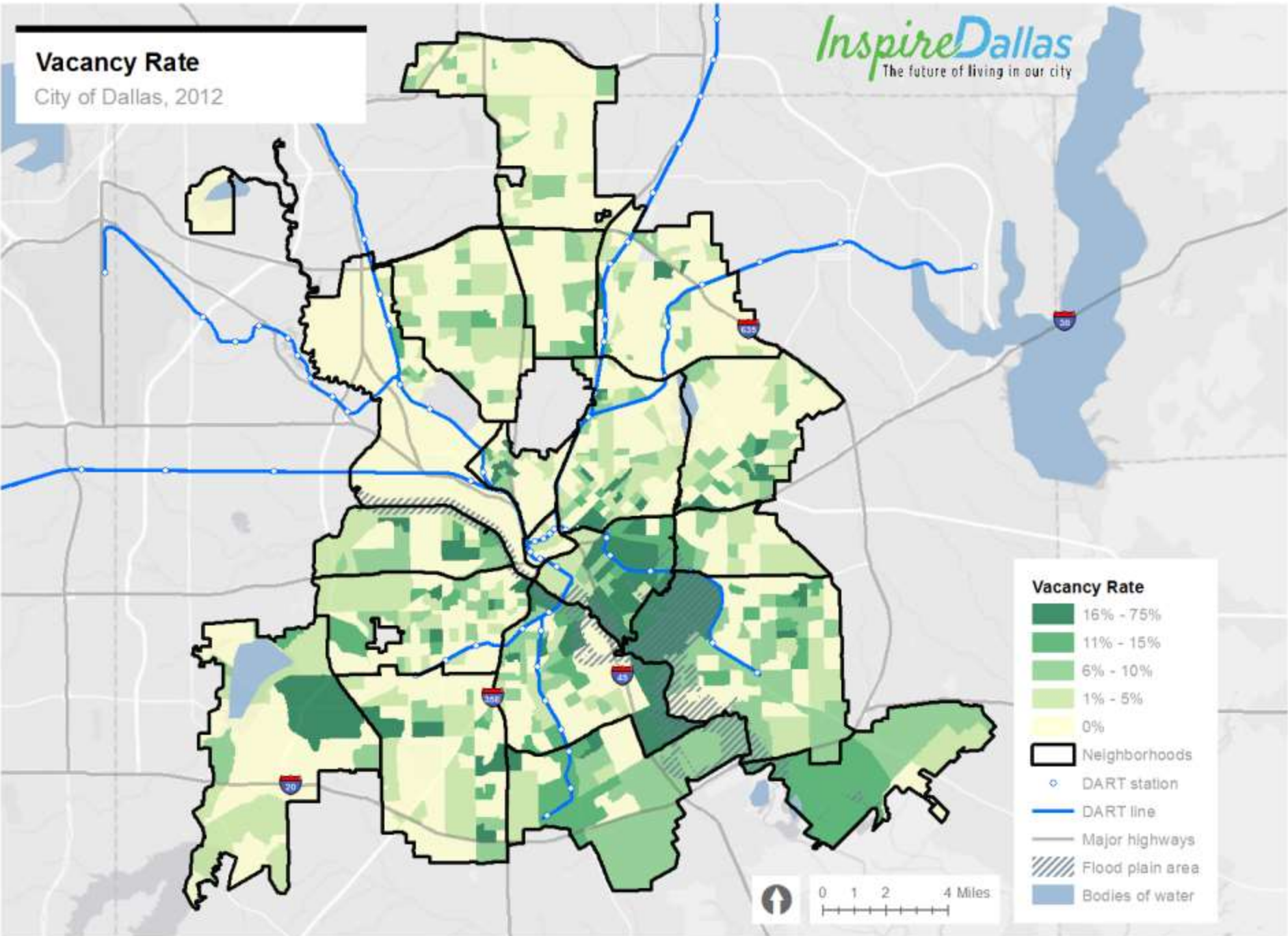
- 14% - 100%
- 7% - 13%
- 4% - 6%
- 2% - 3%
- 0% - 1%
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Vacancy Rate

City of Dallas, 2012

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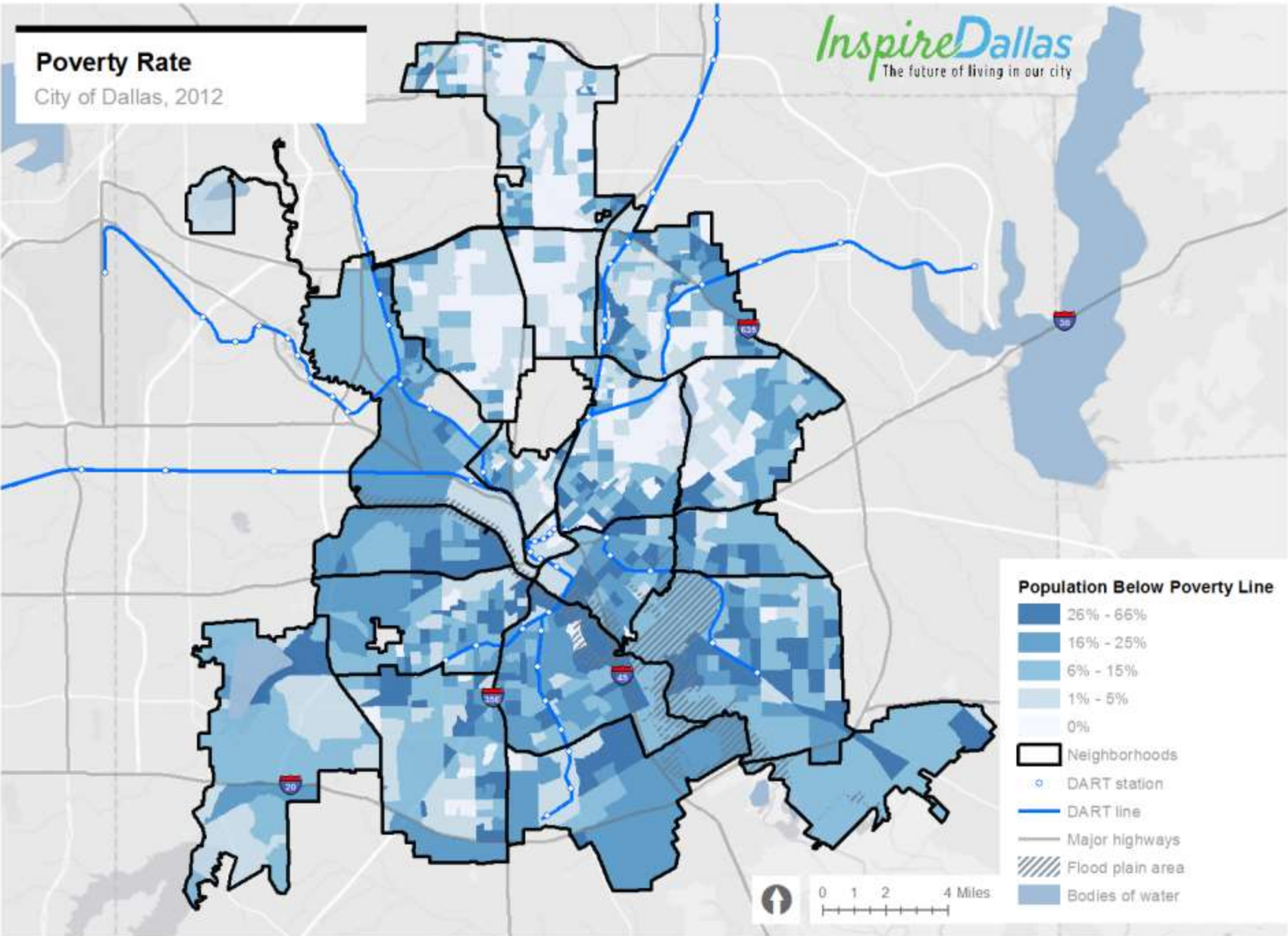


Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Poverty Rate

City of Dallas, 2012

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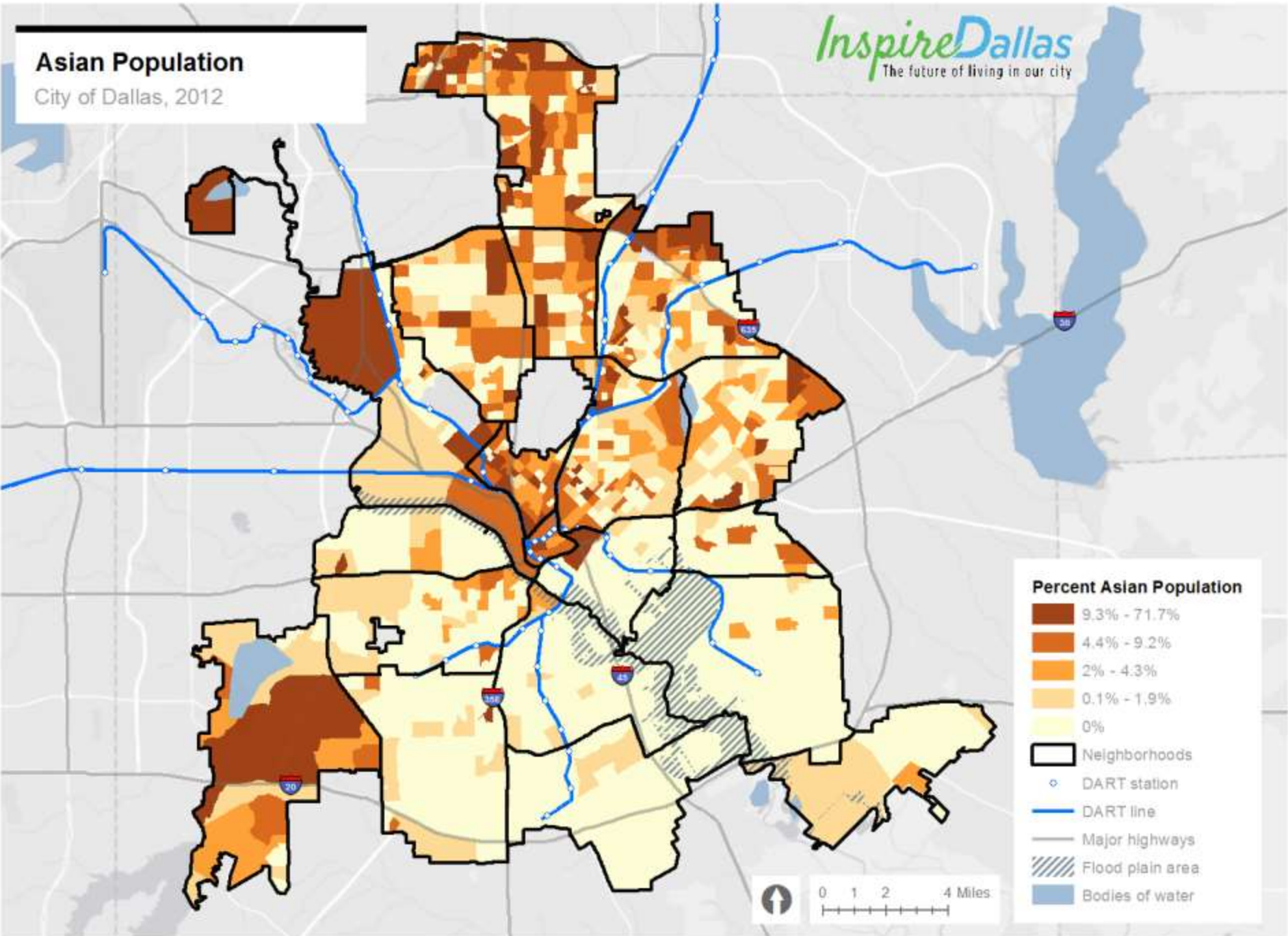


Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Asian Population

City of Dallas, 2012

InspireDallas
The future of living in our city



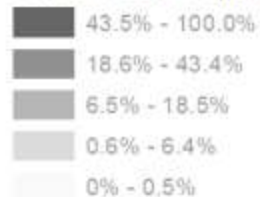
Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Black Population

City of Dallas, 2012

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The future of living in our city

Percent Black Population



Hispanic Population

City of Dallas, 2012

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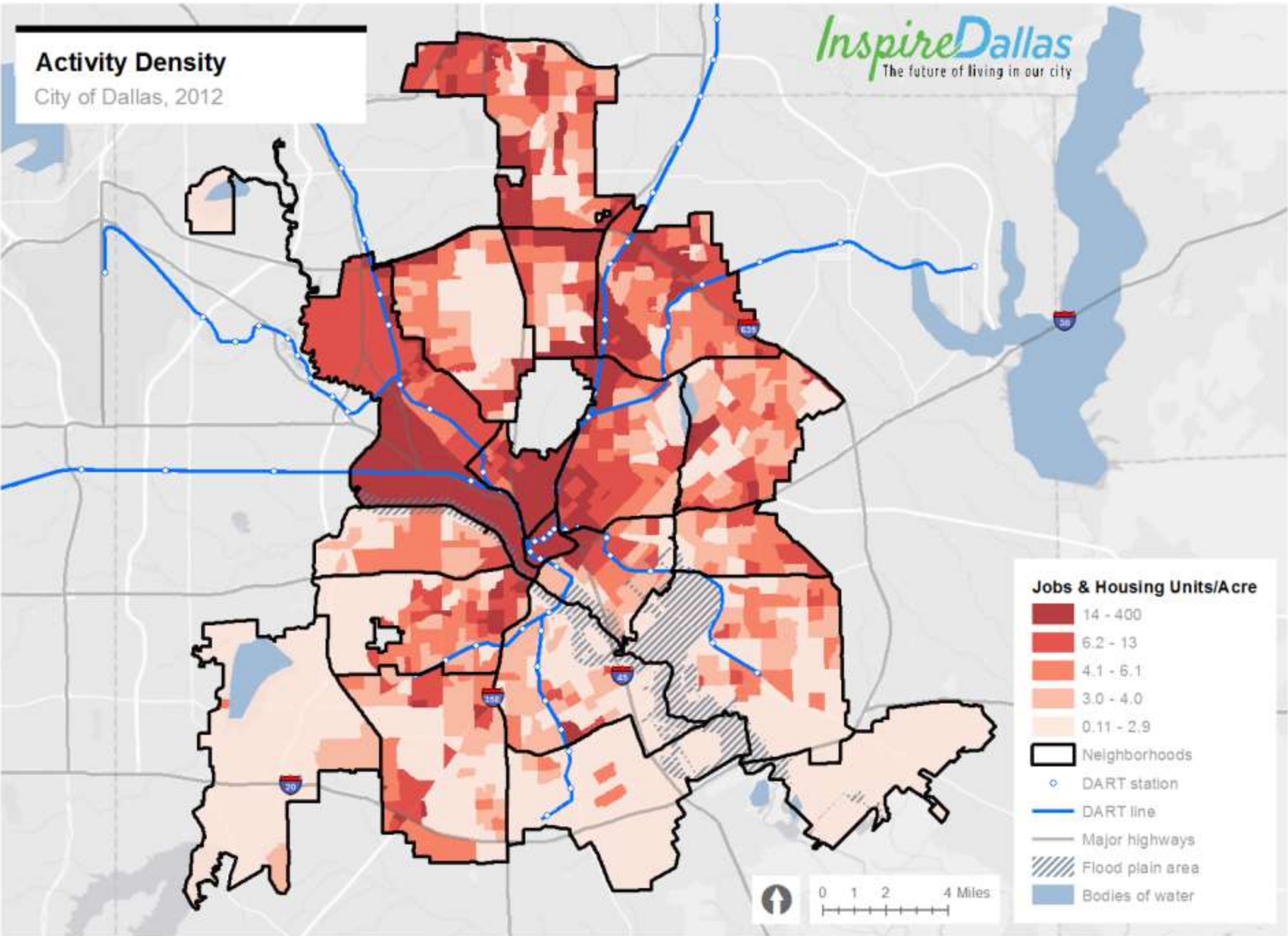
Percent Hispanic Population



Activity Density

City of Dallas, 2012

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Jobs & Housing Units/Acre

- 14 - 400
- 6.2 - 13
- 4.1 - 6.1
- 3.0 - 4.0
- 0.11 - 2.9
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

0 1 2 4 Miles

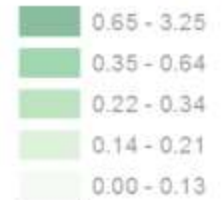
Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Walkability

City of Dallas, 2012

InspireDallas
The future of living in our city

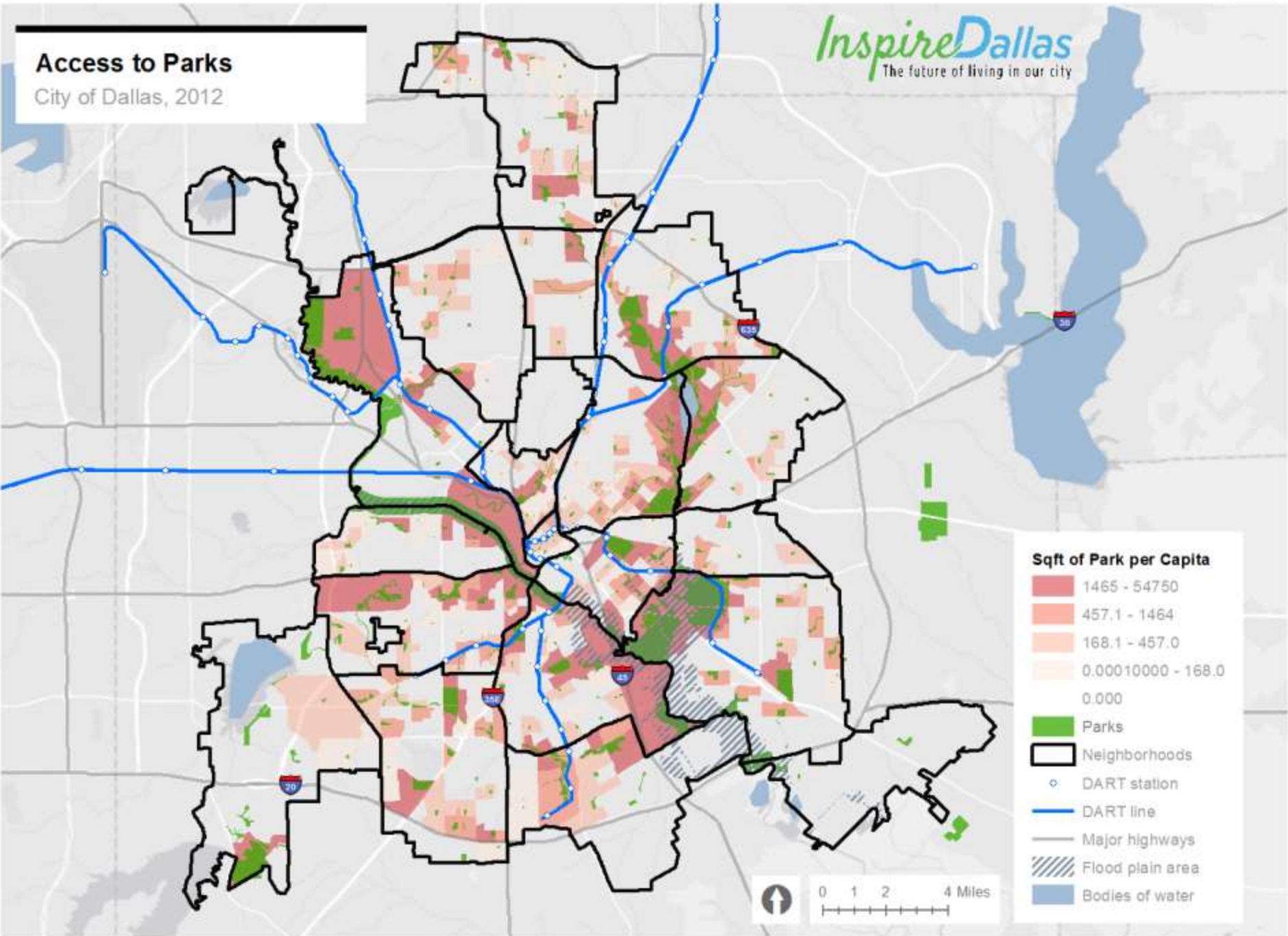
Average Walk Trips per Household (est.)



Access to Parks

City of Dallas, 2012

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The future of living in our city



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Automobility

City of Dallas, 2012

InspireDallas
The future of living in our city

Average Auto Trips per Household (est.)



- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water



Access to Jobs by Car

City of Dallas, 2012

InspireDallas
The future of living in our city

Jobs accessible within 45 minutes by car as a percentage of total jobs accessible citywide

- 13% - 16%
- 12%
- 10% - 11%
- 9%
- 3% - 8%
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Access to Jobs by Transit

City of Dallas, 2012

InspireDallas
The future of living in our city

Jobs accessible within 45 minutes by transit as a percentage of total jobs accessible citywide

- 17% - 72%
- 10% - 16%
- 7% - 9%
- 4% - 6%
- 0% - 3%
- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water

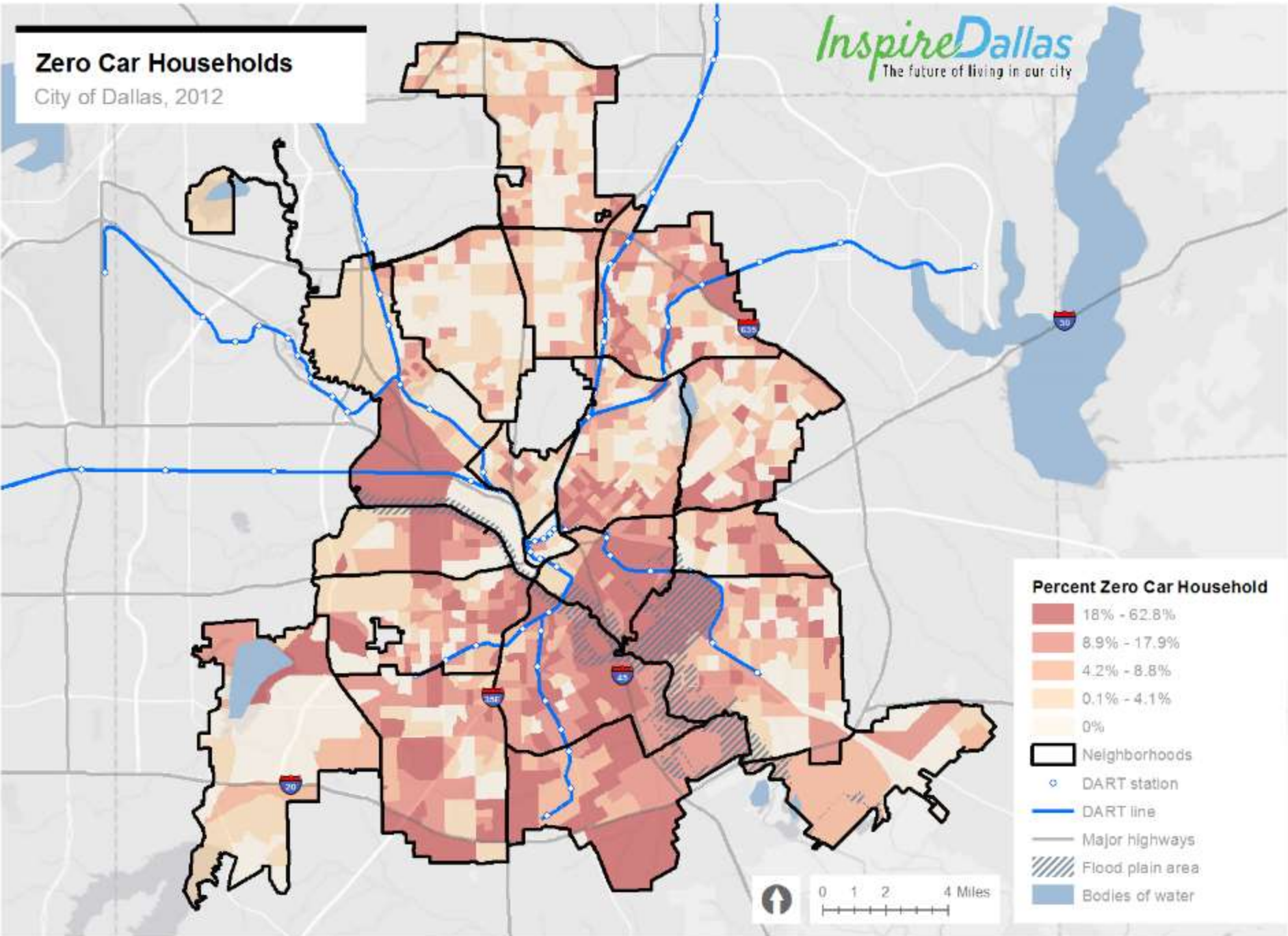


Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Zero Car Households

City of Dallas, 2012

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The future of living in our city



Percent Zero Car Household

- 18% - 62.8%
- 8.9% - 17.9%
- 4.2% - 8.8%
- 0.1% - 4.1%
- 0%

- Neighborhoods
- DART station
- DART line
- Major highways
- Flood plain area
- Bodies of water



Source: U.S. Census Bureau, American Community Survey 2012 1-Year Estimates, retrieved via NHGIS.org

Non-Automotive Use

City of Dallas, 2012

InspireDallas
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