



LAND USE ANALYSIS

Land and Trend Analysis

Dallas is the second largest city in Texas and together with Fort Worth and the suburbs forms the largest metropolitan area in the south-central United States. Dallas is a commuter and employment hub as well as a destination for shopping, entertainment and fine dining.

The North Central Texas Council of Governments (NCTCOG) has developed a forecast for the region based on long-term trends and current policy. These trends suggest that Dallas will continue to attract both residents and employees but will grow at a slower pace than the rest of the region. Even so, the forecast predicts almost four new jobs will locate in Dallas for every new household.

This imbalance between jobs and housing does not match this Policy Plan's goals. The city now has about 2.2 jobs for every household and is more "jobs rich" than the D-FW region, which has a 1.6:1 ratio of jobs to household. Central cities are designed to be job centers, while many suburban communities tend to be more "housing rich." This projected shift from today's ratio to the job dominance described in the regional forecast would hinder Dallas' ability to grow as a complete community. Problems associated with this trend include continued loss of retail and sales tax revenues as retail businesses follow new household growth to the suburbs and significantly more commuting time and travel delays.

Another troubling trend is the low levels of owner-occupied housing in Dallas, where only 43 percent of households are owner-occupied compared to 66 percent at the regional level. To make Dallas a more desirable place to live, the City must focus on creating more homeownership opportunities for people of all income levels.

Currently, more than 90 percent of people in Dallas commute to work by car, only 6 percent by public transit and only 2 percent by walking. It is imperative that the City focuses on alternative forms of transportation, such as improving existing transit systems, providing additional transit service and making our streets and sidewalks safer for pedestrians and bicyclists. Just as important is changing the way Dallas is planned. Employment and services must be brought closer to residential areas and residents must be given more choices about where they live and how they get to work.

Developed Land

Dallas is surrounded by other cities and is essentially landlocked. There remains plenty of room for growth inside of the city through redevelopment and infill. Only 42 percent (165 sq miles) of the city's total land (exclusive of transportation and utility networks) has been developed. By concentrating on building more livable communities, Dallas will be able to reduce its reliance on the already congested highways and take full advantage of city living at its best.



Constrained Land

While more than half of the land in Dallas has not yet been developed, this does not suggest that the remaining land within the city is all potentially developable. Analysis reveals that of the undeveloped land within the city, 27 percent (66,434 acres) is constrained by natural features such as floodplains, steep slopes, wetland and riparian areas, as well as identified parks and open spaces. These areas were identified to remain as open space.

Vacant Land

Unlike many major central cities, Dallas still has a relatively good supply of vacant land that can be considered for development. About 18 percent (44,289 acres) of the total land within the city can be considered as vacant and buildable but this useable land is not distributed evenly around the city. The northern portion of Dallas is largely built up. The vast majority of the buildable vacant land is in the Southern Sector of Dallas, with some vacant small sites scattered throughout the city.

Underutilized Land

Many commercial arterials in Dallas offer opportunities to take developed land and convert it to new or more intensive uses. Some of the most obvious candidates for this “recycling” include the infrequently used parking lots near commercial buildings. In areas such as Downtown, these sites represent important opportunities for creating economic and housing opportunities. Dallas is not immune to the “dead mall” syndrome either. As new shopping centers replace older ones, these older sites often sit vacant or have limited use with few customers. Some of the roads near these centers could be ideal candidates to convert to boulevard-style streets with new buildings facing new sidewalks.

Redevelopment Analysis

To convert underused, developed land, it must be an economically attractive investment. Parking lots, aging strip commercial uses and multifamily housing in disrepair still generate income for the owner. Changing the property presents a risk, or at least a temporary break in the income stream. The increase in potential earnings must be significant enough to create an investment incentive. Successful redevelopment is feasible only when a project can be built and a market exists for the product. ForwardDallas! provides tools that will boost potential value and direct public investment to areas that have a high potential for this land recycling.

Measuring redevelopment activity is one indicator of a city’s health. Cities in decline have little redevelopment. Established cities with growing economies tend to have higher rates of redevelopment. Through redevelopment as proposed in the Policy Plan, Dallas could accommodate 34 percent of the projected new housing units and 41 percent of new jobs by 2030.

One component of the forwardDallas! Implementation Plan is to develop zoning categories that can be used to establish mixed-use areas. These zoning categories have been proposed using a series of financial analysis tools to ensure they are “market friendly” and provide the financial incentives needed to undertake such projects.



Development Capacity

The Policy Plan creates a framework for the city's prosperity by coordinating planning with economic and population forecasting. Ensuring an adequate supply of developable land in the right locations for various types of housing and jobs is key to achieving success. Development capacity measures the total development potential of Dallas using current or proposed policies, including zoning.

The NCTCOG forecast predicts that 91,000 new households and 350,000 new jobs will be added to Dallas by 2030. The Policy Plan, however, has identified larger targets of 220,000 households and 400,000 jobs. Only 144,000 of the forecasted households and 237,000 of jobs will be located on currently vacant land, and most of those will be on small lots in areas that are largely developed—the classic definition of infill. Dallas must move beyond its heavy reliance on vacant land to support growth. Thus underdeveloped land will play an increasingly important role.

Redevelopment increases capacity by approximately 75,000 housing units and 162,000 jobs. This growth capacity, coupled with a strategic location based on the forwardDallas! Vision, is fundamental to realizing the Policy Plan's goals. The city's total development capacity of the Vision must be at least equal to the forecast. An important indicator for the City to monitor is its development capacity. Creating the right development capacity—not just the quantity, but the quality of growth desired—is an important tool in achieving the plan.

City Growth and Change

Dallas and the North Texas region have grown faster during the last two decades than the national average. At the same time, Dallas has become a more diverse place. The city's Hispanic population represents 35 percent of its total population and is the largest ethnic group. The city also has a young workforce and young residents. Across the nation, other cities are grappling with how to handle the retirement of Baby Boomers. Population trends show Dallas won't have to worry about this with its ranks of young and growing families, which will place pressure on the types of jobs and housing needed within the city.

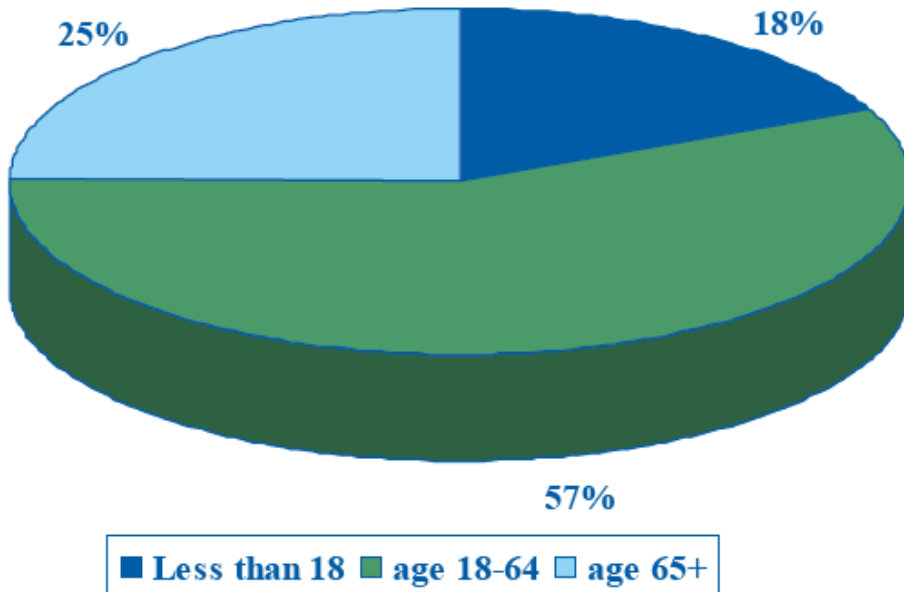
The Dallas County forecast from the Texas State Demographer shows some key demographic forces during the next 30 years. The forecast predicts that, on average, the population in Dallas will not age as fast as other large cities in the United States. In Dallas, people over the age of 65 make up 25 percent of the future growth compared to the national average of 45 percent. The Dallas labor force, which includes people ages 18 to 64, will make up 57 percent of future growth compared to only 33 percent nationally.

Table 1: Dallas County Population Forecast for 2030 by Age Group

Age	2000	Percentage	2030	Percentage	Change - 2000 to 2030	Percent of Increment
<18	619,031	28%	832,620	24%	213,589	18%
18-24	237,512	11%	324,953	10%	87,441	7%
25-44	764,205	34%	943,381	28%	179,176	15%
45-64	419,279	19%	829,992	24%	410,713	35%
65+	178,872	8%	469,692	14%	290,820	25%
Total	2,218,899		3,400,638		1,181,739	

Source: Texas State Demographer

Figure 1 - 2030 Workforce population forecast



Source: Texas State Demographer

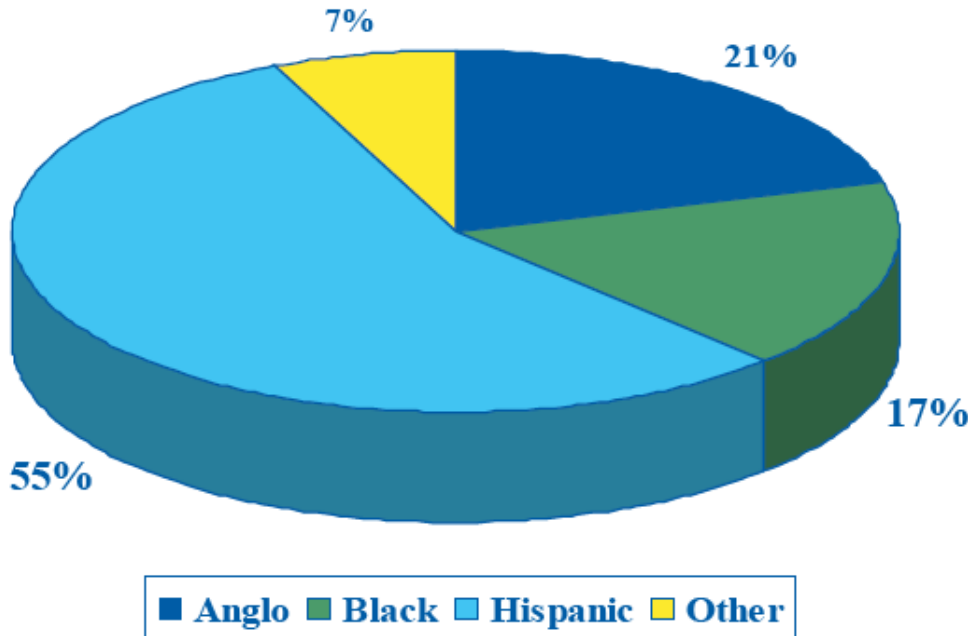
Hispanics and other minorities represent a large segment of the future population of Dallas County. According to Texas demographers, the county’s Anglo population will drop by more than 300,000 people during the next 30 years. Hispanics will more than make up the difference, increasing by 1.2 million people. In 2030, Dallas County will be a Hispanic majority county, with forecasts showing 55 percent of the population will be of Hispanic origin. Furthermore, the Hispanic population is the youngest of all ethnic groups. The future of Dallas is tied inexorably to the future of young Hispanics—they are the future majority, the future labor force and the future students in the schools.

Table 2: 2030 Population Forecast by Race

	2000	Percentage	2030	Percentage	Change 2000-2030	Percent of Increment
Anglo	998,543	45%	700,909	21%	-297,634	-25%
Black	454,103	20%	586,620	17%	132,517	11%
Hispanic	662,729	30%	1,886,712	55%	1,223,983	104%
Other	103,524	5%	226,397	7%	122,873	10%
	2,218,899	100%	3,400,638	100%	1,181,739	

Source: Texas State Demographer

Figure 2 - 2030 Population Forecast by Race




Source: Texas State Demographer

Testing Future Options: Scenario Planning

This Policy Plan was developed through an in-depth public process known as “scenario planning.” Scenario planning addresses not just one possible future but many possible futures based on what already exists, on trends that are evident and on the values and preferences of a city’s residents. The essential requirement of any scenario is that it be plausible based on what exists and is known today.

Scenarios are essentially stories about what a city might look like in the future. They are not forecasts and not predictions. They are a way to consider several possible growth patterns and see how they match with the community’s goals. Scenarios are built to compare outcomes and learn about the factors that are shaping the future. They are used to test strategies to see how the strategies work under different conditions. The most reliable strategies are those that work in any scenario.



Three scenarios were developed as a way to compare outcomes and learn about the forces that are shaping the future of Dallas.

Scenarios for Testing

Dallas residents participated in eight community workshops and two citywide workshops where they could show their preferences for growth patterns and how they would address the challenges facing Dallas and the region. Most people chose to use the Renaissance Scenario, which included the highest number of both jobs and housing. However, very few groups which chose the Renaissance Scenario were able to place all of their “chips”—pieces that represent growth for that scenario—on their local maps. Of the 180 chips in the Renaissance Scenario envelope, an average of 52 went unused. That residents chose the most ambitious Renaissance Scenario showed they wanted the range of new housing and job opportunities presented even though they obviously had trouble determining where exactly in the city the growth should occur.

Overall, it appeared that residents wanted many aspects of a mixed-use environment envisioned by the Renaissance Scenario but were more comfortable with a slightly more modest amount of overall growth. A few participants chose to use the Trend or Industrial scenarios.

From citizen input during these workshops, several future growth scenarios were developed and then systematically evaluated and modeled. Finally, the best ideas and most robust strategies were used to create a forwardDallas! Vision Scenario. The following compares the Trend and Vision scenarios, examining the strategic changes needed to realize a future that achieves the Vision.

THE TREND SCENARIO

The Forecast

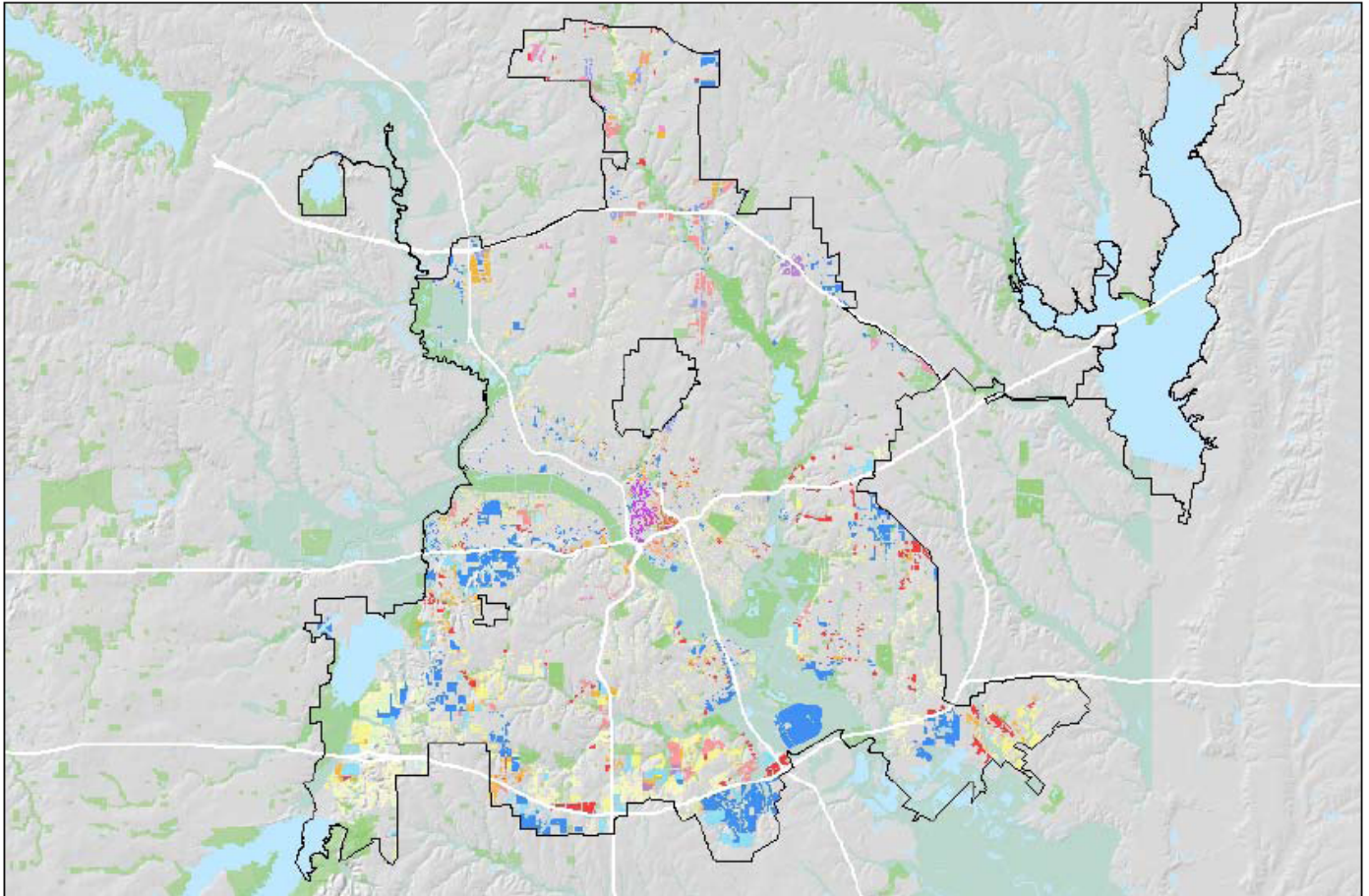
This scenario represents the NCTCOG regional growth forecast when applied to Dallas. This forecast calls for 350,051 new jobs, bringing the city total to 1,388,093 by 2030. This forecast builds on the current trend of growth in suburbs near Dallas while keeping Dallas as the region’s job center. The forecast estimates include 91,170 new households, which would bring total households in Dallas to 562,613 in 2030. This may seem like a significant increase in households yet the ratio of jobs to housing would move from 2.20:1 today to 2.47:1 in 2030. It is not uncommon for successful central cities to receive more growth in jobs than in housing. However, this disparity would have negative impacts, including longer commutes, more travel and lower retail sales.

Jobs

The Trend Scenario concentrates jobs in the central city and provides convenient locations for employees using freeway, arterials and public transit. Under this scenario, housing in Dallas will not grow as fast and thus more people will commute into Dallas. In addition to Downtown, job growth will be directed to existing and growing employment areas such as the Galleria.

These commuters will do most of their shopping outside of Dallas. The City would expect to gain roughly \$19 million from sales taxes, which is less than any of the scenarios that included a greater proportion of housing growth.

This image shows the location of new development by development type in Dallas based on the Trend Scenario.



Housing

The housing for this scenario allocates 59 percent to single-family homes and another 11 percent to townhomes. Only 30 percent of new housing will be allocated to multifamily housing. One advantage to lower housing growth is less impact on existing neighborhoods. However, the housing mix included in this scenario is not well matched to the needs of the population, nor is this style of development sustainable since Dallas cannot expand its boundaries.

A large proportion of new housing is focused in Downtown and the surrounding areas. Much of the single-family growth is targeted for North and Far North Dallas. The Southern Sector, with the City's greatest supply of available land, receives the smallest share of the forecast. Compounding issues of sustainability is that only 4.8 percent of new households and 8.5 percent of new jobs are expected to be in redevelopment areas.

Transportation

Under the Trend Scenario, the transportation problems will impact on the region far more than the city. The region is expected to endure almost 1,000,000 daily hours of delay, with Dallas suffering only 25 percent of that total. Under this scenario, Dallas' growth is clustered around the Downtown, which makes it easier for people to use public transit and limits workers' time spent in traffic. However, with a large population living in the suburbs, more people will have to travel farther to get to work in Dallas. When population is considered, the per capita delay is actually greatest for Dallas under the Trend Scenario. The distance each person drives, known as vehicle miles traveled or VMT, also is higher under the Trend Scenario. The regional average would rise to more than 35 miles driven per person per day. Dallas VMT would be roughly 25 miles per person.

Under the Trend Scenario, 59 percent of new housing would be accommodated through low-density, large lot single-family housing.



Under the Trend Scenario, transportation in Dallas would continue to support the automobile. Opportunities for walking, biking and taking public transit would be more limited in this scenario than in others.



THE VISION SCENARIO

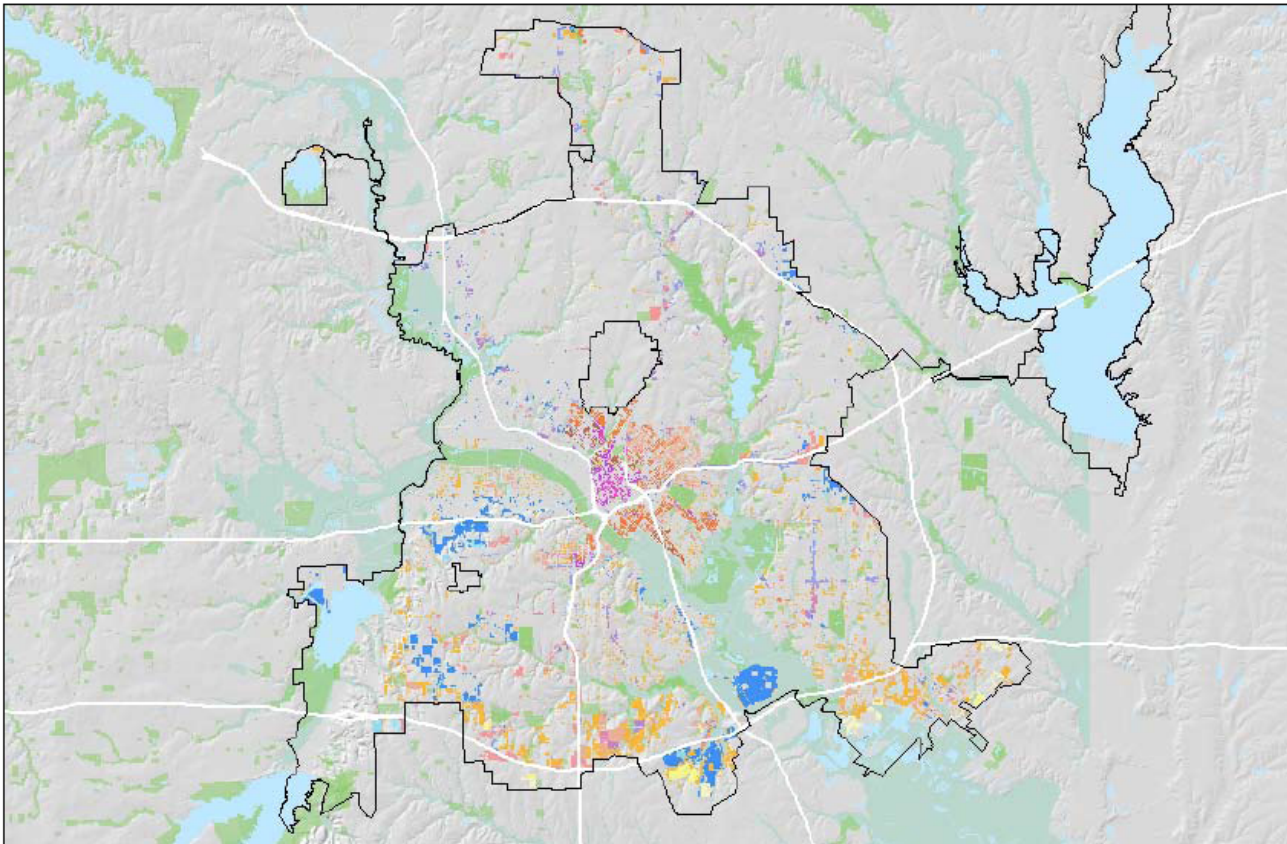
The Forecast

The Vision Scenario most closely aligns with comments from the public workshops. It was further refined by extensive modeling. The Vision Scenario includes substantial more new households than the Trend Scenario. The Vision Scenario calls for adding approximately 220,000 households by 2030, which would bring the city total to about 692,000 households. Job creation is expected to increase because of growing economic activity in industrial and professional sectors. This scenario forecasts 400,000 additional jobs, bringing the city to a total of about 1,438,000 jobs by 2030.

Jobs

The Vision Scenario also includes significant economic activity in the central city but also directs new job growth toward other Dallas areas. This includes significant development in places such as the UT Southwestern Medical Center area, an intermodal industrial area and the new UNT campus in the Southern Sector, and other targeted areas throughout Dallas. Additionally, the Vision Scenario includes jobs being dispersed onto main streets and into other commercial areas throughout the city. Under this scenario, jobs are significantly more dispersed across the City, in areas where job growth is desired and where it will have a positive impact. Under this scenario, more than one-third of these new jobs would be because of redevelopment or land recycling.

This image shows the location of new development by Building Block type in Dallas, based on the Vision Scenario.



Housing

The Vision Scenario increases housing projections substantially from the Trend Scenario but even at this rate Dallas grows at a similar rate to the region as a whole. This additional housing brings the jobs-to-housing balance from 2.2:1 today to 1.8:1 in the future, maintaining the balance at roughly current levels. The Metroplex, including urban and suburban areas, currently has a jobs-housing ratio of 1.67:1.

The Vision Scenario distributes housing across Dallas, bringing more housing products throughout but avoiding existing stable neighborhoods. About 34 percent or approximately 75,000 of new households are expected to be in redevelopment areas. Such redevelopment areas often are adjacent to quality transit and good road access. DART stations play a prominent role in this new development idea. New housing along transit lines will provide more housing options while also providing families with more transportation choices. Condominiums, townhomes and apartments will accommodate just over half of the city's new households, translating into significant opportunities for ownership across a wide variety of housing types.

Transportation

Under the Vision Scenario, the entire Metroplex will experience a reduction in daily VMT simply from the implementation of Forward Dallas! This reduction of miles traveled is because people will work, shop and play closer to where they live. And even though more people will use the roads, they will make fewer and shorter trips. In addition, orienting new development toward DART light rail and other transit areas will provide more travel options.

A combination of higher density housing, such as condominiums, townhouses and apartments, is characteristic of the Vision Scenario. Housing will also be combined with other uses to accommodate the forecasted growth in Dallas.





SUMMARY OF LESSONS FROM THE SCENARIOS

- Land will become a scarcer commodity. Efficiency in using and recycling land will be more important in the future than it has been in the past. Fundamental among the “lessons learned” is that because Dallas has nowhere to expand, the City must use its remaining land wisely. Government and developers need to find new ways for the city to grow. Everyone must look toward mixed-use development and placing new jobs and houses in developed areas capable of supporting additional growth.
- Dallas has many opportunities for redevelopment near its transportation corridors and stations, including the more than 40 existing or planned DART light rail stations. These are prime areas where the City’s investment in infrastructure can act as a catalyst to focus growth. Development in these areas provides residents with transportation options and minimizes reliance on diminishing vacant land. Modeling has shown that intensifying the land use, along with providing a mixture of uses, significantly reduces congestion, driving time and the overall need for travel.
- Mixed-use development more efficiently uses land. In the past two decades, higher density and mixed-use development has gone from being largely illegal, to an experimental development, to the preferred model among many developers and residents of major cities. The City of Dallas hasn’t kept pace with this urban evolution and needs to be more aggressive in identifying and allowing areas where this kind of development is acceptable. Residents have shown they will accept higher-density development, especially when it brings investment to areas in need and minimizes impacts to stable neighborhoods. There is increasing evidence, from projects such as Mockingbird Station or West Village, that new forms of higher-density housing with the proper amenities and urban environment are successful in the marketplace.
- Integrating transportation and land use will effectively manage future growth and reduce vehicle miles traveled. The strategy of combining compact, mixed-use development with housing and jobs near major transportation infrastructure will prove to be of enormous benefit in accommodating future growth and economic development. Evidence shows that a reduction in vehicle driving occurs in areas where land use and transportation are integrated and densities are higher.

Table 3: Summary of Transportation Findings for the Trend and Vision Scenarios

	Trend	Vision
	53,479,733/	57,695,956/
Total VMT (Dallas/Region)	237,898,100	233,459,800
VMT Per Capita (Dallas)	38	30
VHT Region	6,438,969	6,289,956
VHT per capita (Dallas)	63	52
	248,252/	305,923/
Total Delay Hours	985,000	918,000
Delay per capita (Dallas)	11 Minutes	10 Minutes

Source: FCA

Table 4: Summary of Findings from the Vision and Trend Scenario

		Trend	Vision
Forecast	HH	89,985	218,924
	Jobs	347670	399714
	Balance	3.86	1.82
	Acres	26671	33073
Housing Split	SFR	55300	56639
	Townhouse	7716	55292
	Condo/Apt	26969	106993
Redevelopment	HH	17807	74484
	Jobs	88253	162338

Source: FCA

BUILDING THE VISION SCENARIO

Model results

The Vision Scenario projects more housing and employment in Dallas than the Trend Scenario. When this was developed into a detailed land use scenario, future development trends became evident, as summarized below.

Land Use

The biggest change between the Trend and Vision scenarios is the location and scope of development. In the past, and under the Trend Scenario, development typically occurred on a large scale. Development in the Vision Scenario, however, is quite different. Since few large vacant tracts remain in Dallas, the

average size of the lots in development under the Vision Scenario is less than 3 acres. The number of developments expected to occur during the next 30 years is more than 20,000. In other words, while there will continue to be large scale, blockbuster developments, the key to achieving the Vision Scenario will be as many as 1,500 smaller projects a year. These need to be efficiently administered, and that means that a clear, objective administrative approval process is an essential City goal. The City Council should not be involved in multitudes of zoning changes for individual parcels each year.

In addition, the Vision Scenario has many areas of simultaneous development, redevelopment or infill. In cities where most development is on vacant land, there is a clear delineation between developing areas and developed areas. In the infill city that Dallas will become, it may seem the city is under constant development. Smaller infill projects will likely be less than an acre. Many small projects throughout the city mean that change and reconstruction will be everywhere—an inconvenient reality, but with the reward of communities being revitalized.

Housing

Like employment, the Vision Scenario’s housing plans were designed to complement future populations. The resulting housing supply will be substantially different than that of the past. The key to housing in the Vision Scenario is an increase in the variety of housing types. To make the limited supply of vacant land go farther, there are few developments of large lot single-family homes and more small-lot, patio homes and townhomes in pedestrian-oriented, full-service communities. While single-family homes are rarely used as infill, townhomes and condominiums often are. In the Vision Scenario, the average single-family home sits on a lot of less than 6,000 square feet, 25 percent of new homes are townhomes or duplexes, and 49 percent are apartments and condominiums. To increase the ownership options among the new population, most of this development, while being higher density, will be ownership-oriented.

Table 5: Housing by Building Block Type

Housing	Acres	Housing Type							Density Range			
		Apt/Condo	Townhouse	Rural	SFR Small	SFR Med	SFR Large	DT Condo	Total	Low	Average	High
Downtown District	268	2,466	-	-	-	-	-	10,077	12,543	29.77	98.56	116.16
Campus District	3044	5,801	-	-	-	-	-	-	5,801	29.77	10.34	62.23
Urban Core Mixed-Use	3661	48,844	16,788	-	2,082	777	-	4,518	73,009	6.10	23.92	108.90
Transit	2168	10,291	4,899	-	1,997	1,010	3	1,615	19,815	3.23	14.36	108.90
Main Street	385	3,647	1,205	-	578	81	-	-	5,512	6.10	19.53	62.23
Urban Neighborhood	4730	14,129	30,220	-	9,890	-	-	-	54,239	10.89	11.47	31.11
Business Center	1453	-	-	-	-	-	-	-	-	-	-	-
Industrial	4469	-	-	-	-	-	-	-	-	-	-	-
Commercial	1954	5,605	2,180	-	-	1,099	-	-	8,884	6.10	8.93	31.11
Residential Neighborhood	10850	-	-	118	8,076	14,118	16,810	-	39,122	0.36	3.61	10.89
Total	32983	90,784	55,292	118	22,623	17,085	16,813	16,210	218,924	0.36	9.83	116.16

Source: FCA

Employment

Employment projections and locations match the actual job types anticipated, both in the region and in Dallas. About 90 percent of new jobs in Dallas will be in the service and retail sectors. Jobs in these sectors are very compatible with residential development and can be accommodated through infill and redevelopment in mixed-use environments.

There is a profound difference between the city’s activities in economic development and planning land use for expected employment growth. While economic development activities focus on strategic initiatives, planning for the City’s economic growth means accommodating the hundreds of thousands of jobs that are not strategic—they are the base, the foundation upon which all else is resting. Just as with housing, non-residential building improvements must be accommodated in the city in an efficient manner. Under the Vision Scenario, an additional approximately 190 million square feet of commercial space will be needed. Yet 41 percent of new job growth will be in redeveloped areas. This shows how critical it is that the City’s approval process be efficient and predictable in order to keep pace with this demand for redevelopment.

Table 6: Employment by Building Block Type

Employment	Total	Mixed-Use				Employment Only						Sq footage
		DT Mixed	DT Residen	City Center	Town Center	DT Office-HI	Regional Mall	Office Park	Light Industrial	Heavy Industrial	Strip Commercial	
Downtown District	108,618	5,209	-	8,326	1,510	93,572	-	-	-	-	-	39,614,163
Campus District	30,604	-	-	-	13,924	-	681	1,089	12,575	-	2,335	20,210,362
Urban Core Mixed-Use	115,169	-	-	34,979	36,540	43,650	-	-	-	-	-	43,563,100
Transit	33,880	-	-	2,990	28,153	-	1,540	-	-	-	1,198	13,898,163
Main Street	7,732	-	-	-	7,318	-	162	-	-	-	252	3,106,324
Urban Neighborhood	-	-	-	-	-	-	-	-	-	-	-	-
Business Center	37,248	-	-	-	-	-	523	35,098	-	-	1,627	14,003,864
Industrial	42,620	-	-	-	-	-	-	-	22,194	20,426	-	46,608,068
Commercial	23,842	-	-	-	-	-	3,891	14,462	-	-	5,488	11,160,302
Residential Neighborhood	-	-	-	-	-	-	-	-	-	-	-	-
Total	399,714	5,209	-	46,296	87,446	137,222	6,797	50,648	34,769	20,426	10,900	192,164,346

Source: FCA


Planning for the Land Supply

The City can track its ability to accommodate such growth by monitoring its growth capacity – what can be built on vacant and developable land. Dallas’ current zoning capacity looks very similar to the Trend Scenario but it must create zoning that would permit what is outlined in the Vision Scenario. The City’s zoning code simply doesn’t permit what Dallas residents and stakeholders say they want. Dallas must conduct an annual review of progress made in updating its zoning capacity. It is important that every year, Dallas increases the zoning capacity in order to implement the Vision Scenario. To do this, the City must consistently develop and adopt area plans that recommend zoning which would allow the Vision to be achieved.

An Approach to Targeted Growth Areas

Dallas can be considered a city of two distinct components—that of a place to live or that of a place to work and play. Residents want successful and stable neighborhoods, parks, and schools, surrounded by quiet streets. This goal is addressed in the Neighborhood Element of the Policy Plan. The region, however, sees Dallas as an employment and cultural center. Both these ideals are important to Dallas’ health.

The Policy Plan shows where growth is desired and can bring the most benefit. The plan preserves neighborhood areas, moving them out of the path of change. It thus focuses growth on areas where it will provide the most benefits citywide. These priority development areas will concentrate on improving



access to jobs, housing and services and provide the means to take fewer and shorter automobile trips. Priority development areas are throughout the city and have many different characteristics although they all share certain characteristics, such as proximity to a commercial arterial street, being next to an existing or proposed DART station, or the land is either underutilized or vacant.

Focused Priority Development Areas and the Vision Scenario

Establishing priority development areas permits planning for access to efficient forms of public transportation and creating more pedestrian and bike-friendly environments. New development in Dallas can improve the economic base of surrounding communities, provide jobs and enhance the visual and spatial configuration of buildings, streets and neighborhoods.

Priority development areas include Downtown Dallas, Southwestern Medical Center /Stemmons Corridor area and the UNT campus area in the Southern Sector. Dallas also has a large number of key transportation corridors that represent significant development opportunities.

Area plans that identify targeted redevelopment areas are the mechanism for implementing the Vision Scenario. These plans will direct growth and investment and show how targeted redevelopment can impact the quality of buildings, streets and neighborhoods, thus improving the quality of life in the development areas and surrounding neighborhoods.

Neighborhoods

Focusing growth in priority development areas enables the Policy Plan to steer growth away from the established neighborhoods. While Dallas' treasured neighborhoods will support economic hubs in development areas, the long-term viability of Dallas as an employment center is contingent on the health, stability and prosperity of its neighborhoods as well as on the development of new vibrant neighborhoods.

Older neighborhoods are often near stagnant commercial development that would benefit from revitalization. These areas, due to their lack of reinvestment, negatively impact the community's look and feel. Focusing investment to these commercial areas benefits the retail areas and the adjacent neighborhoods.

A successful and common policy tool used to preserve a neighborhood's special qualities has been to designate the neighborhood a historic or conservation district. Because this tool is known to work, many Dallas neighborhoods have and will continue to seek preservation or conservation status. These overlay districts should continue to be used to preserve the city's important historical and cultural assets. Dallas features a valuable variety of housing types and patterns. Historic, conservation and neighborhood stabilization overlays will be an important tool in preserving the rich fabric of these existing neighborhoods. Priority development areas are specifically designed to keep development pressure off neighborhoods and to enhance the preservation of their unique characteristics.