

DALLAS
ECONOMIC
DEVELOPMENT

GrowSouth Community Indicators

LANCASTER
URBAN VILLAGE

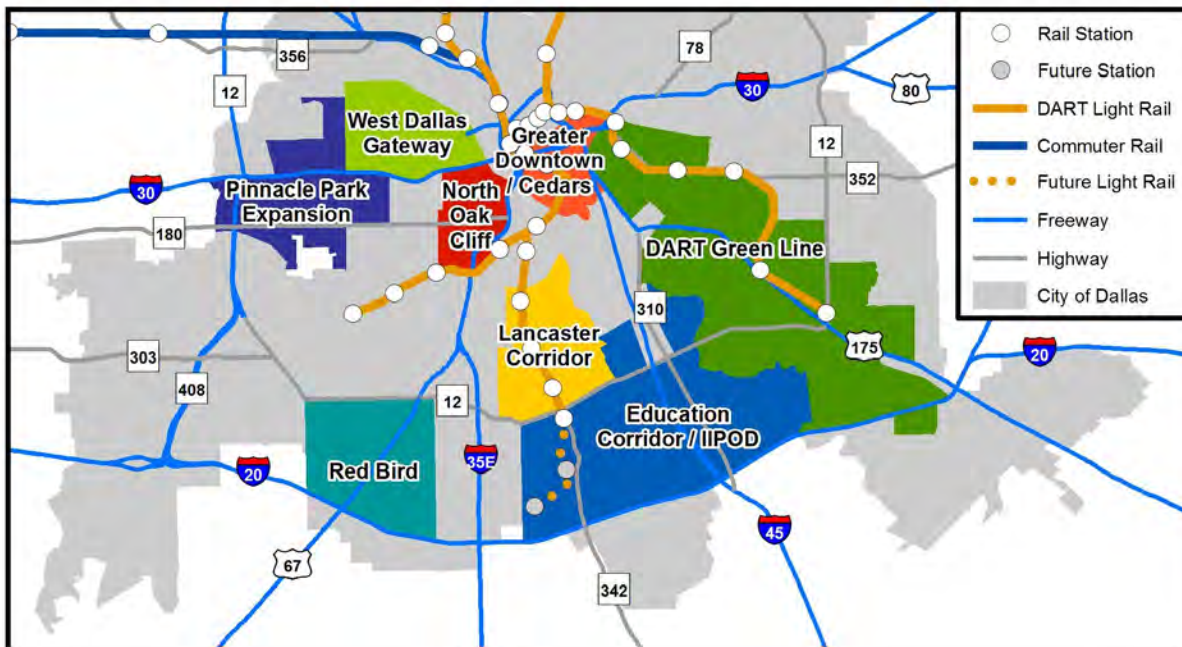
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Year Three Progress Report
April 2015

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Purpose

In February 2012, the City of Dallas announced a comprehensive strategy for economic development in the city's southern half. Complementing Mayor Michael S. Rawlings' GrowSouth initiative, the city's Office of Economic Development produces an annual report of changes in eight focus areas. This *GrowSouth Community Indicators Year Three Progress Report* provides statistical updates on changes in the focus areas. The eight areas are:



Background

The foundational briefing presented to Dallas City Council in February 2012 laid out a framework for the focus areas and a set of expectations tied to their potential for growth. Each focus area requires a customized approach to a unique set of opportunities and challenges. Neighborhoods must receive a critical mass of new investment to change market perceptions, so each focus area has a core

investment area and a detailed improvement plan. The core investment area is the area most likely to grow in the next two-to-five years. The focus areas are divided into three categories.

The first category covers three focus areas that are already on a clear path to successful growth. Pinnacle Park Expansion builds around Pinnacle Park and adds a core project in The Canyon at Oak Cliff, a mixed-use development that will add additional retail, office, and residential growth to the area. North Oak Cliff centers around the successful regional attraction Bishop Arts District, as well as the planned rejuvenation of Jefferson Boulevard. The Greater Downtown / Cedars area includes the iconic South Side on Lamar project, the Kay Bailey Hutcherson Convention Center, the redevelopment of the newly-privatized Dallas Farmers Market, and adds the Cedars West area along Riverfront Boulevard.

The second category is comprised of areas that have anchors in place, and are about to attract large-scale private development. The Education Corridor / International Inland Port of Dallas (IIPOD) has two such anchors: the growing University of North Texas at Dallas campus and the IIPOD, a multi-jurisdictional industrial and warehousing district. The Red Bird neighborhood is building around Dallas Executive Airport and Southwest Center Mall. The West Dallas Gateway, at the foot of the new Margaret Hunt Hill Bridge, has the burgeoning Trinity Groves project's restaurants and banquet facilities. Mixed-use development including residential is planned to begin in 2015.

The third and final category includes two areas where major public investments are leading the way with the anticipation of building private market demand in the near future. The Lancaster Corridor has two core investment areas: the Lancaster Urban Village, recently completed with substantial public investment, and the Dallas VA Medical Center's ongoing expansion. The DART Green Line area saw the arrival of light rail in 2011, providing new access points in a multitude of neighborhoods stretching from Fair Park to Pleasant Grove.

Methodology Updates

The selected indicators relate to the goal of creating vibrant and healthy neighborhoods. Three broad qualities - commitment, resilience and amenities - are used to group the indicators. Measures of commitment examine whether residents are staying in the neighborhood, if new residents are moving in, and if the residents are growing their families. Measures of resilience examine the economic and social qualities of the neighborhood to determine its ability to grow and thrive in the face of challenges. Finally, measures of amenities look at the assets of the area that attract investment.

For this edition, the school performance scores were re-calculated eliminating consideration of End of Course (EOC) exams taken in middle school from the scores of the high school in the same feeder pattern.

For complete data sources, please see page 20-21.

Limitations of Data

It is important to note that the City of Dallas does not recommend that the one-year changes in data reported in this document be used to extrapolate long-term trends. Some of the indicators are highly variable year-to-year and should only be viewed on a multi-year average. Other measures, including most demographics, rely on the U.S. Census Bureau American Community Survey's five-year estimates.

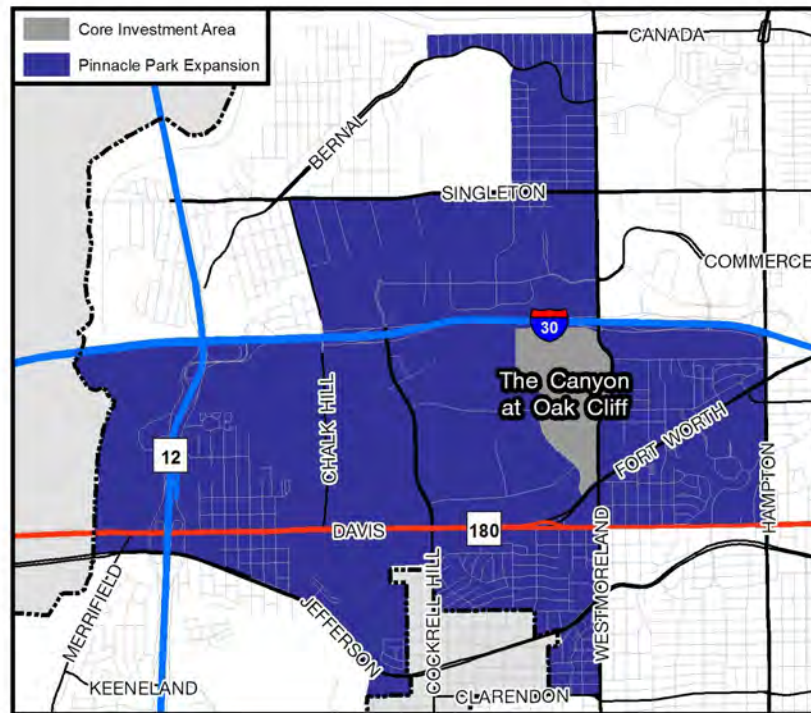
The American Community Survey uses a five-year rolling sample at the census tract level to measure population, households, income, employment, age and other data formerly collected once every decade during the decennial census. The ACS samples 30% of all households in a given tract every year for five years, and as such each year only 20% of the sample rolls over on an annual basis. The base year of the indicators uses 2005-09 five-year averages, while this edition reports 2008-12 averages. The rolling sample methodology limits the validity of immediate year-to-year comparisons and should be used with caution.

Trending Up

- Public schools are showing improvement and stable enrollment levels
- Property values have increased

Needs Improvement

- Despite rising incomes, unemployment has increased



Pinnacle Park has developed over the last 20 years as one of the Dallas-Fort Worth's premier business parks, with a mix of light industrial uses, apartments, and retailers including Walmart and Lowe's. The Canyon at Oak Cliff, adjacent to Pinnacle Park, will add additional mixed-use development to the growing area just west of downtown Dallas.

Pinnacle Park Expansion 2014-15 Development Highlights

- Construction began in October on additional phases of the extension of I-30 frontage roads to serve development opportunities between Westmoreland Rd. and N. Cockrell Hill Rd.
- Construction began on an extension of Colorado Blvd. from Westmoreland Rd. to the I-30 frontage road.



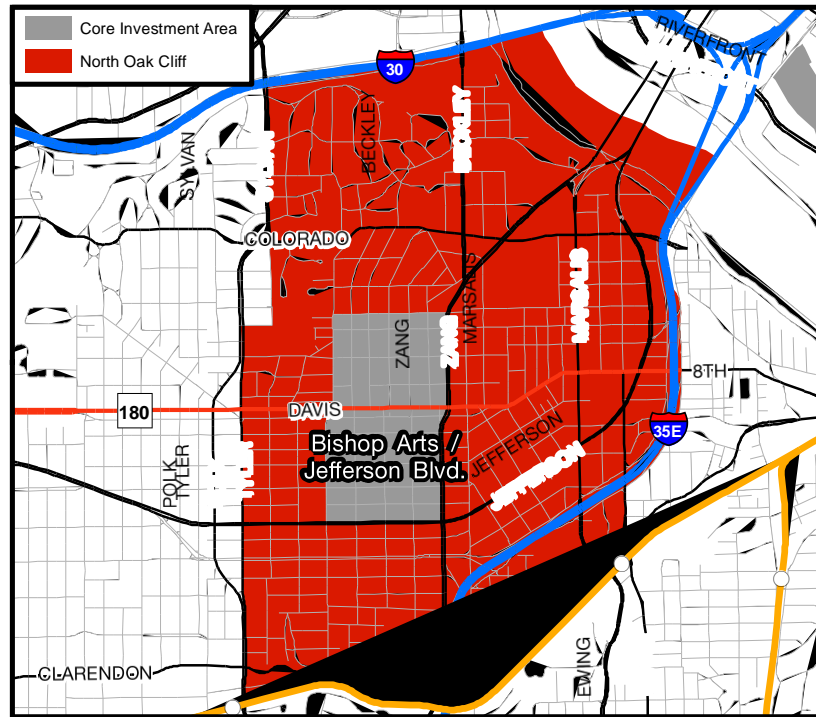
Measure	2011	2014	Change 2011-14	
Measure of Commitment				
Population: Are people staying or leaving the community?	24,848	24,043	-805	
Households: Are new households moving into the community?	7,061	7,092	+31	
Percentage of School Age Children: Do families with children live in the community?	22.2%	24.6%	+2.4%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	4,990	4,981	-9	
Residential Investment: Are residents and property owners investing in the community?	\$26.96M	\$1.87M	-\$25.09M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$27.15M	\$34.41M	+\$7.26M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$723.52M	\$968.21M	+\$244.69M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	8.1%	5.8%	-2.3%	
Public High School Graduation Rate: Are high schools graduating local children?	76.7%	87.2%	+10.5%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$10,529	\$12,656	+\$2,217	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.76	0.92	+0.15	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$79,700	\$64,580	-\$15,120	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	65.00	50.16	-14.84	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	6.72	6.28	-0.44	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	49,719 SF	56,843 SF	+7,124 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-0.6%	1.8%	+2.3%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	7.7%	9.0%	+1.3%	

Trending Up

- Education levels have increased
- Income continues to improve

Needs Improvement

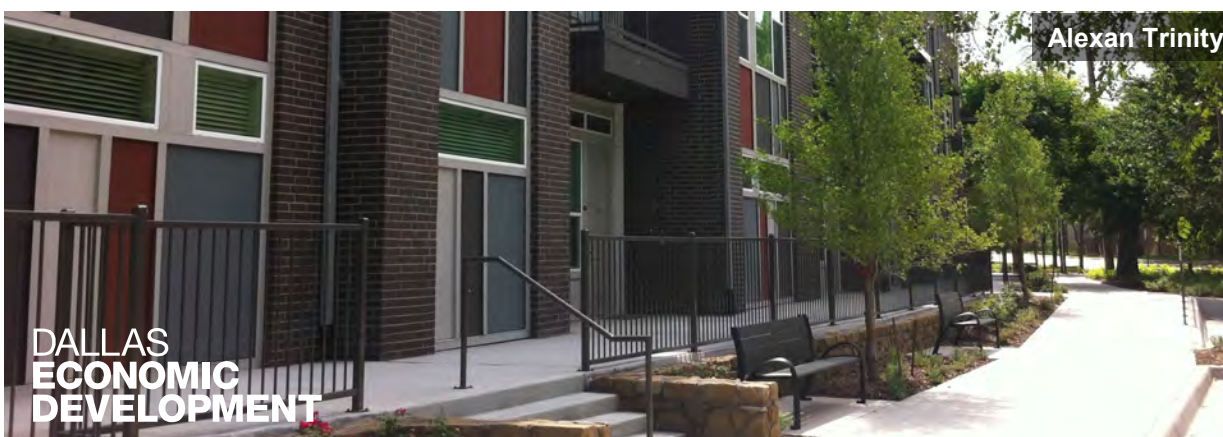
- Population remains below the baseline year
- School ratings have declined



Located southwest of downtown, the North Oak Cliff focus area includes Lake Cliff, Kidd Springs, historic Jefferson Blvd., Methodist Dallas Medical Center and the Bishop Arts District. Wide-ranging growth in the area includes new investment in prominent single-family neighborhoods, high-quality multi-family, and an eclectic retail mix.

North Oak Cliff 2014-15 Development Highlights

- City Council approved amendments to PD 316, the Jefferson Area Special Purpose District, in August. New zoning allows for dense, mixed-use development in appropriate locations along the historic Jefferson Blvd. corridor.
- Construction was completed in March on the renovation of Jefferson Tower, including apartments, retail, and office space.
- The Dallas Streetcar opened on April 13th, connecting downtown and the Oak Cliff Gateway area.



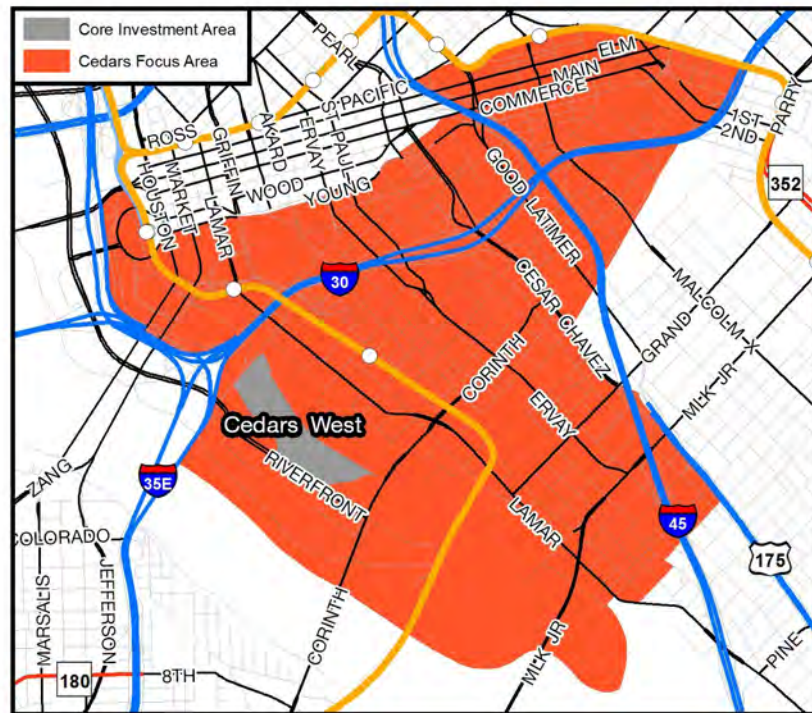
Measure	2011	2014	Change 2011-14	
Measure of Commitment				
Population: Are people staying or leaving the community?	24,520	21,326	-3,194	
Households: Are new households moving into the community?	7,194	6,674	-520	
Percentage of School Age Children: Do families with children live in the community?	23.3%	22.5%	-0.8%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	4,692	4,565	-127	
Residential Investment: Are residents and property owners investing in the community?	\$18.76M	\$18.28M	-\$0.47M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$85.11M	\$95.85M	+\$10.74M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$546.01M	\$688.59M	+124.57M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	10.2%	12.8%	+2.5%	
Public High School Graduation Rate: Are high schools graduating local children?	78.7%	86.2%	+7.5%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$13,335	\$16,673	+\$3,338	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.57	1.03	+0.46	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$142,500	\$314,200	+\$171,700	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	45.55	35.54	-10.01	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	8.77	8.96	+0.19	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	35,838 SF	59,699 SF	+23,861 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-1.5%	-3.0%	-1.5%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	7.3%	7.4%	+0.1%	

Trending Up

- Per capita violent and property crime continue to decline
- Property values are increasing

Needs Improvement

- Unemployment has increased
- Occupied retail space per capita has declined



Capitalizing on the momentum of downtown Dallas' transformation into a live-work-play-learn environment, the opportunity to connect downtown with the Cedars is a central focus of GrowSouth. With major anchors including the Kay Bailey Hutchison Convention Center, Dallas Farmers Market and the S. Lamar St. entertainment corridor, new residential, retail and office development is already blossoming.

Greater Downtown / Cedars 2014-15 Development Highlights

- Improvements following the privatization of the Dallas Farmers Market continued throughout the past year, including the reopening of a renovated Shed 1 ("The Shed") in August and the start of the renovation of Shed 2 ("The Market"), also in August.
- 1400 Belleview, a mixed-income residential project, opened in October. The retail will be anchored by a hospitality training program run by Dallas County Community College District.



1400 Belleview

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Photo Courtesy of 1400 Belleview GP, LLC

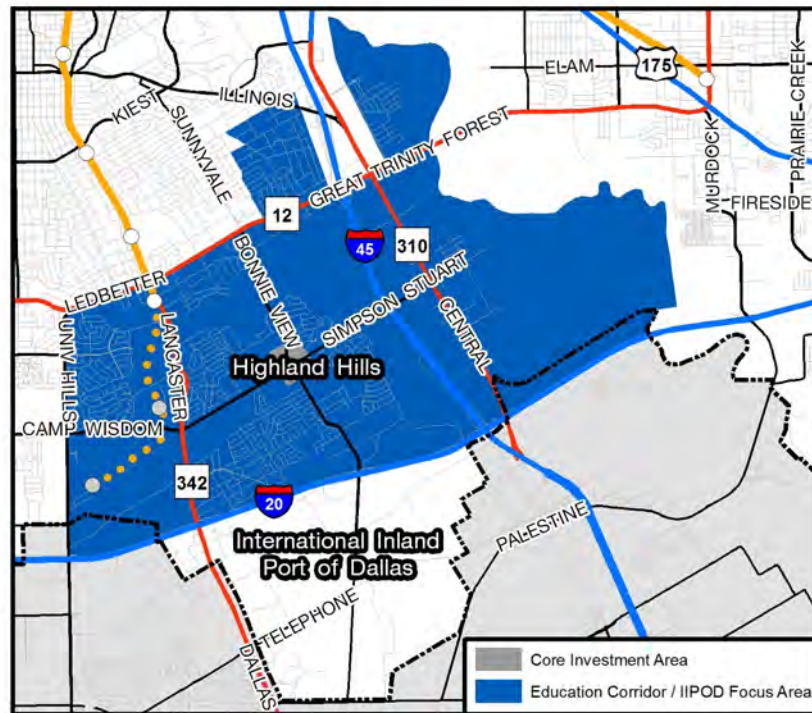
Measure	2011	2014	Change 2011-14	
Measure of Commitment				
Population: Are people staying or leaving the community?	5,606	5,864	+258	
Households: Are new households moving into the community?	2,688	2,992	+304	
Percentage of School Age Children: Do families with children live in the community?	5.9%	4.7%	-1.2%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	537	591	+54	
Residential Investment: Are residents and property owners investing in the community?	\$2.60M	\$24.22M	+\$21.62M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$7.48M	\$9.26M	+\$1.77M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$611.15M	\$761.14M	+\$150.00M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	38.4%	39.5%	+1.1%	
Public High School Graduation Rate: Are high schools graduating local children?	83.8%	97.0%	+13.2%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$30,933	\$34,272	+\$3,339	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	2.32	2.39	+0.0	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$193,950	\$295,840	+\$101,890	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	151.09	121.25	-29.84	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	31.57	25.75	-5.82	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	274,926 SF	248,065 SF	-26,860 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	0.8%	0.1%	-0.7%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	9.0%	10.1%	+1.1%	

Trending Up

- Property values and investment have increased
- Unemployment has declined

Needs Improvement

- College education levels have decreased
- Per capita income has declined



With twin-anchors the University of North Texas at Dallas and Paul Quinn College, the Education Corridor is unique with existing single-family neighborhoods and vacant land for new development. To the south, the International Inland Port of Dallas (IIPOD) is a rapidly-developing distribution hub providing a strong employment base for all of Southern Dallas.

Education Corridor / IIPOD 2014-15 Development Highlights

- The new Highland Hills Library branch opened on October 18, 2014.
- Construction began in December on the new Singing Hills Recreation Center, to be located adjacent to the future Camp Wisdom DART Station. It is expected to open in summer 2016.
- The DART Blue Line extension to UNT-Dallas is under construction, with service expected to begin in December 2016.



Highland Hills Library

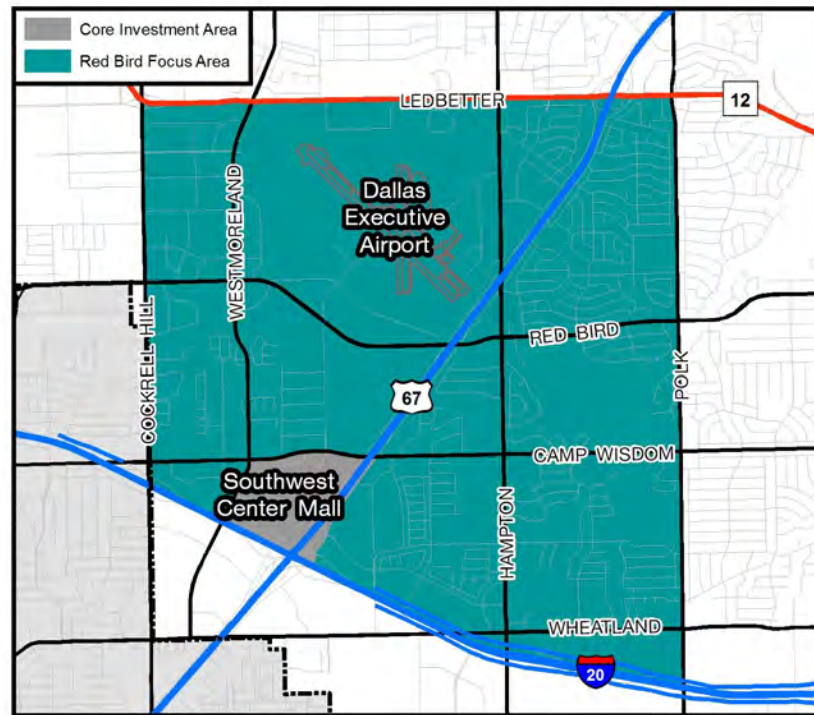
Measure	2011	2014	Change 2011-14	
Measure of Commitment				
Population: Are people staying or leaving the community?	24,307	25,052	+745	
Households: Are new households moving into the community?	8,612	8,962	+350	
Percentage of School Age Children: Do families with children live in the community?	21.4%	21.2%	-0.2%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	1,579	2,572	+993	
Residential Investment: Are residents and property owners investing in the community?	\$6.03M	\$8.46M	+\$2.43M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$12.29M	\$12.57M	+\$0.28M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$428.66M	\$442.10M	+\$13.44M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	11.0%	9.0%	-1.9%	
Public High School Graduation Rate: Are high schools graduating local children?	66.6%	69.0%	+2.4%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$17,753	\$13,084	-\$4,668	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.78	0.96	+0.18	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$32,001	\$60,820	+\$28,819	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	55.46	46.54	-8.91	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	13.29	14.21	+0.92	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	9,666 SF	15,197 SF	+5,531 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-4.3%	-3.9%	+0.4%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	15.9%	13.3%	-2.5%	

Trending Up

- Population is growing
- Property crime per capita has declined
- Focus area property values are up

Needs Improvement

- Core project (Southwest Center Mall) property values have declined



The Red Bird area in southwest Oak Cliff includes Dallas Executive Airport, the city's general aviation hub, and Southwest Center Mall, Southern Dallas' largest retail center. Public improvements at the airport have attracted private investment in the past year, including the new headquarters of the Commemorative Air Force, and several large development parcels remain available.

Red Bird 2014-15 Development Highlights

- The Dallas City Council authorized the creation of the Mall Area Redevelopment TIF District in May, including the Westmoreland-IH 20 Subdistrict for Southwest Center Mall and associated properties.
- Construction began in December on the first phase of the expansion and reconstruction of runways at Dallas Executive Airport. Work is expected to continue through 2017.



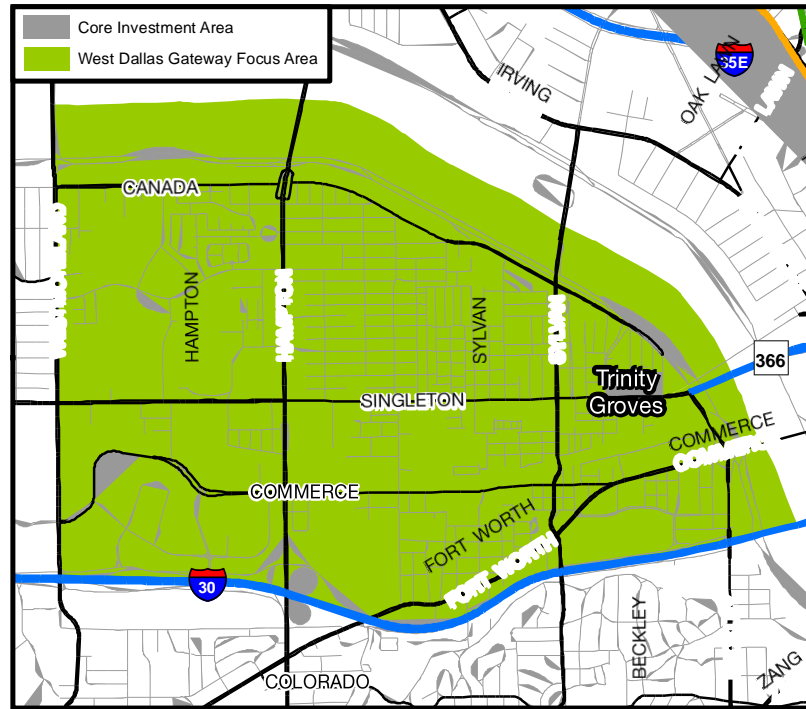
Measure	2011	2014	Change 2011-14	
Measure of Commitment				
Population: Are people staying or leaving the community?	22,328	23,047	+719	
Households: Are new households moving into the community?	9,204	9,489	+285	
Percentage of School Age Children: Do families with children live in the community?	22.2%	21.7%	-0.5%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	3,407	3,480	+73	
Residential Investment: Are residents and property owners investing in the community?	\$2.62M	\$7.06M	+\$4.44M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$41.63M	\$38.47M	-\$3.16M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$610.69M	\$652.97M	+\$42.28M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	22.0%	19.1%	-2.9%	
Public High School Graduation Rate: Are high schools graduating local children?	73.8%	83.8%	+10.0%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$14,368	\$19,335	+\$4,967	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.54	0.78	+0.24	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$81,100	\$82,500	+\$1,400	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	86.13	55.10	-31.02	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	13.39	12.41	-0.98	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	130,083 SF	105,716 SF	-24,367 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-9.0%	-11.0%	-2.1%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	11.1%	12.0%	+0.9%	

Trending Up

- High school graduation rates are higher
- Property values have increased

Needs Improvement

- Public school enrollment has declined
- Unemployment has increased



West Dallas is one of the fastest-growing areas in Dallas-Fort Worth, with two major centers of activity. The burgeoning Trinity Groves district, with its innovative mix of restaurants, will soon anchor a mixed-use neighborhood. Just south, the Fort Worth Avenue corridor, home to the Belmont Hotel and Sylvan Thirty developments, is experiencing a boom in multi-family development.

West Dallas Gateway 2014-15 Development Highlights

- The Continental Pedestrian Bridge, West Dallas Gateway Plaza, Trinity Skyline Trail, and Sylvan Avenue Bridge all opened to the public in June, creating new access for vehicles, pedestrians, and bicycles to the West Dallas area.
- The Sylvan Thirty development was completed in September, anchored by a new Cox Farms Market grocery store and nearly 200 apartment units.



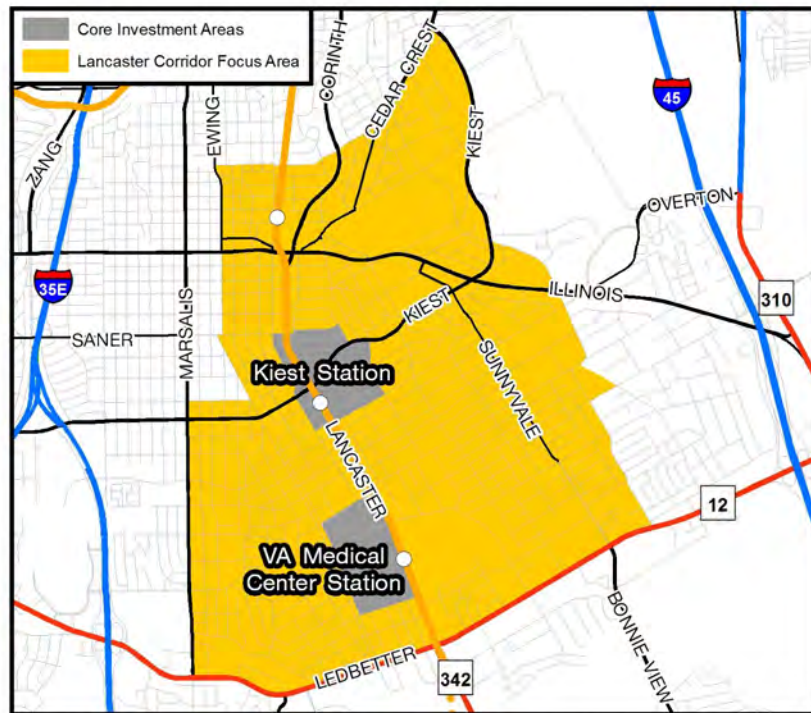
Measure	2011	2014	Change 2011-14	
Measure of Commitment				
Population: Are people staying or leaving the community?	15,124	14,687	-437	
Households: Are new households moving into the community?	4,220	4,292	+72	
Percentage of School Age Children: Do families with children live in the community?	29.3%	30.6%	+1.3%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	5,563	4,197	-1,366	
Residential Investment: Are residents and property owners investing in the community?	\$4.43M	\$3.20M	-\$1.23M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$2.55M	\$4.11M	+\$1.57M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$315.27M	\$353.28M	+\$38.01M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	7.7%	7.9%	+0.2%	
Public High School Graduation Rate: Are high schools graduating local children?	68.4%	87.2%	+18.8%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$13,556	\$9,970	-\$3,586	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.60	0.75	+0.15	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$68,000	\$118,520	+\$50,520	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	51.77	33.36	-18.41	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	8.40	8.65	+0.25	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	36,025 SF	43,072 SF	+7,047 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-11.7%	-11.6%	+0.1%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	16.8%	20.0%	+3.2%	

Trending Up

- Violent and property crime per capita have declined
- Unemployment has declined

Needs Improvement

- Focus area property values have declined
- Per capita income has declined



One of Southern Dallas' longest commercial corridors, Lancaster Rd. is a major multi-modal connection between downtown Dallas and the growing International Inland Port of Dallas. The historic Lancaster-Kiest Shopping Center and the Dallas VA Medical Center anchor a mix of restaurants and retailers surrounded by single-family neighborhoods.

Lancaster Corridor 2014-15 Development Highlights

- The Lancaster Urban Village, the first transit-oriented development project along the southern DART Blue Line corridor, opened in June. The project includes 193 mixed-income apartments and retailers including Subway.
- The new Rudy's Chicken restaurant, the first phase of the Lancaster-Kiest Village, opened in May. Phase two, the Serenity Place Apartments, began construction in January.



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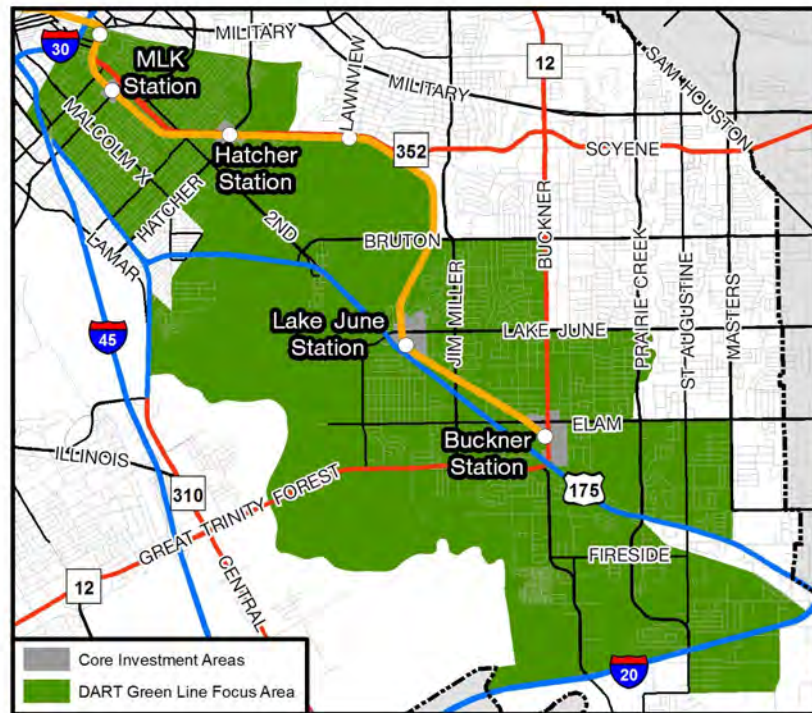
Measure	2011	2014	Change 2011-14	
Measure of Commitment				
Population: Are people staying or leaving the community?	27,422	26,711	-711	
Households: Are new households moving into the community?	9,132	9,598	+466	
Percentage of School Age Children: Do families with children live in the community?	22.5%	22.8%	+0.3%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	5,045	5,654	+609	
Residential Investment: Are residents and property owners investing in the community?	\$2.20M	\$16.62M	+\$14.41M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$31.46M	\$42.22M	+\$10.76M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$316.78M	\$314.39M	-\$2.38M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	5.2%	5.6%	+0.5%	
Public High School Graduation Rate: Are high schools graduating local children?	66.8%	76.1%	+9.3%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$13,636	\$12,724	-\$912	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.69	0.82	+0.13	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$18,976	\$32,510	+\$13,534	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	56.89	44.55	-12.34	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	13.82	13.25	-0.57	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	44,703 SF	41,525 SF	-3,177 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-6.0%	-8.6%	-2.9%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	17.2%	11.4%	-5.8%	

Trending Up

- Violent and property crime per capita has declined
- Property values and residential investment have increased

Needs Improvement

- Population and households have declined
- Unemployment is up



The southern corridor of the DART Green Line includes portions of the South Dallas / Fair Park and Pleasant Grove neighborhoods. Attractions include Dallas Fair Park and the Great Trinity Forest. The city is focusing on developing transit-oriented development strategies around four key stations - MLK, Hatcher, Lake June and Buckner.

DART Green Line 2014-15 Development Highlights

- Construction began in June on the new Parkland Clinic at Hatcher Station Village in South Dallas. Scheduled to open in May, it will be the first Parkland Clinic that is transit-adjacent.
- Two Podners, a landmark South Dallas restaurant, began construction in September of a new retail center anchored by the restaurant.

Dallas Fair Park Esplanade



DALLAS
ECONOMIC
DEVELOPMENT

Measure	2011	2014	Change 2011-14	
Measure of Commitment				
Population: Are people staying or leaving the community?	67,624	67,247	-377	
Households: Are new households moving into the community?	20,210	19,709	-501	
Percentage of School Age Children: Do families with children live in the community?	25.8%	25.8%	0.0%	
Local Public School Enrollment: Are parents enrolling their children in local public schools?	13,084	12,096	-988	
Residential Investment: Are residents and property owners investing in the community?	\$19.25M	\$26.16M	+\$6.90M	
Core Investment Area Real Property Values: Is the focus areas' signature development increasing in value?	\$28.50M	\$29.00M	+\$0.50M	
Focus Area Real Property Values: Are properties appreciating in value across the focus area?	\$819.61M	\$833.49M	+\$13.88M	
Measures of Resilience				
Percentage of Residents with a Bachelor Degree or Higher: Is the work force able to take advantage of new and better employment opportunities?	3.9%	4.7%	+0.8%	
Public High School Graduation Rate: Are high schools graduating local children?	71.3%	80.1%	+8.8%	
Per Capita Income: Are area residents earning enough to sustain local businesses?	\$12,275	\$11,654	-\$621	
Registered Neighborhood Organizations Per 1,000 Residents: Are local citizens making sure their voices are heard at City Hall?	0.34	0.58	+0.24	
Single-Family Home Sale Prices: Is there growing demand for housing in the community?	\$34,900	\$68,380	+\$33,480	
Measures of Amenities				
Property Crimes per 1,000 Residents: Is personal property safe?	56.58	40.03	-16.55	
Violent Crimes per 1,000 Residents: Are people safe in their homes and out in the neighborhood?	13.84	12.02	-1.83	
Occupied Retail Space per 1,000 Residents: Is the area well-served by retailers?	25,426 SF	27,444 SF	+2,019 SF	
School Performance: Are local schools an attractive asset providing quality education to local students? (2013 Base)	-3.4%	-3.0%	+0.4%	
Unemployment Rate: Do local residents have difficulty finding and keeping a job?	15.1%	17.6%	+2.5%	

Measures of Commitment

- Population - U.S. Census Bureau American Community Survey, 2008-12 five-year estimate, focus area census tracts;
- Households - U.S. Census Bureau American Community Survey, 2008-12 five-year estimate, focus area census tracts;
- Percentage of School Age Children in the Total Population - U.S. Census Bureau American Community Survey, 2008-12 five-year estimate, focus area census tracts. Includes children ages 5 to 19;
- Public School Attendance - Texas Education Agency, 2013-14 School Year, public non-magnet schools located in focus area census tracts;
- Residential Investment - City of Dallas Department of Sustainable Development & Construction, calendar year 2014 residential building permits completed in focus area census tracts;
- Core Investment Area(s) Real Property Values - Dallas Central Appraisal District, 2014 Certified Values, core investment area properties;
- Focus Area Real Property Values - Dallas Central Appraisal District, 2014 Certified Values, focus area properties.

Measures of Resilience

- Percentage of Residents with a Bachelors Degree or Higher - U.S. Census Bureau American Community Survey, 2008-12 five-year estimate, focus area census tracts;
- Public High School Graduation Rate - Texas Education Agency, 2013-14 school year, public non-magnet high schools assigned based on attendance zones matched to focus area boundary;
- Per Capita Income - U.S. Census Bureau American Community Survey, 2008-12 five-year estimate, focus area census tracts;
- Registered Neighborhood Organizations Per 1,000 Residents - City of Dallas Office of Strategic Customer Service & Dallas Police Department, 2014 registered community organizations matched to focus area boundary;
- Single-Family Home Sales Prices - Multiple Listings Service (MLS) median home sales prices in focus area boundary, as provided by University of Texas at Dallas School of Economic, Political & Policy Sciences, 2013.

Measures of Amenities

- Property Crimes Per 1,000 Residents - Dallas Police Department crime reporting, calendar year 2014;
- Violent Crimes Per 1,000 Residents - Dallas Police Department crime reporting, calendar year 2014;
- Occupied Retail Space per 1,000 Residents - CoStar, October 2014, occupied retail space in focus area census tracts;

- School Performance - The School Performance measure, previously based on the Texas Education Agency's annual school rankings, is now based on analysis provided by The Commit! Partnership, a Dallas-based non-profit dedicated to supporting public education. The data measures school performance on standardized testing relative to the percentage of the student body qualifying for the Free or Reduced Lunch (FRL) program and relative to all public schools in Dallas County for the 2013-14 school year. Elementary, middle and high schools are all measured individually, and the set used for this project includes only neighborhood schools, excluding magnet schools. Starting with the 2014 edition, the End of Course (EOC) exams taken by students in middle school, previously included in that feeder pattern's high school score, have been removed.

The Office of Economic Development then aggregates the data into a weighted average for each Focus Area, based on the size of each school's enrollment as reported to the Texas Education Agency. A positive score indicates that, on average, the schools in the focus area outperform schools with similar socioeconomic profiles on standardized testing, while a negative score indicates the schools underperform on a relative basis. All education measures should be used with caution. Scores for this report are calculated for the 2013-14 school year.

- Unemployment - U.S. Census Bureau American Community Survey, 2008-12 five-year estimate, focus area census tracts. For this report, estimated unemployment is recalculated by the City of Dallas as a portion of the overall labor force, rather than American Community Survey reporting of unemployment as a percentage of all adults age 16 and over.

Notes

U.S. Census Bureau American Community Survey (ACS) - at the census tract level, ACS data is reported based on a five-year rolling sample. Unlike the decennial Census, the ACS only surveys approximately 30% of the population in a given census tract in a given year. The presented data represents the average value for the five year period. For simplification purposes in this report, the data are presented without the margin of error;

Education Data - Dallas Independent School District attendance zone boundaries do not perfectly match the focus area census tract boundaries. For this report, attendance zones were assigned to a focus area if a majority of their geography lies within the focus area census tracts. In this report, "public school" refers to non-magnet general enrollment, or neighborhood, Dallas ISD schools, and excludes public charter schools.