

*grow* South

# *Year 3 Progress Report*



*Trinity Forest Adventure Park*

*“The city is waking up to the  
opportunity of southern Dallas.”*

*Mayor Mike Rawlings*



# grow South

## Year 3 Report Card

To have true success in southern Dallas, we must **1** focus on quality of life, **2** set short-term and long-term goals, **3** attract new investment and **4** celebrate our successes. We are all in this together, so our whole city should be excited when good things happen. This will go a long way toward changing the image and perception of development in southern Dallas, and it will build confidence and drive additional investment.

### 1 STRENGTHEN NEIGHBORHOODS



GRADE  
**B**

Increased Neighborhood Organizations  
AmeriCorp VISTA members recruited and assigned  
Neighborhood Plus has been briefed and incorporated into strategy  
\$500,000 granted by Wells Fargo Foundation

*Need more neighborhood associations*

### ACCOMPLISHMENTS

### 2 CULTURE OF CLEAN



GRADE  
**B-**

Demolished over 250 structures  
Tracking City of Dallas owned properties  
New technology for Dallas Animal Services

*Solve loose animal issues*

### ACCOMPLISHMENTS

### 3 STRENGTHEN SCHOOLS



GRADE  
**B**

Expanded Mayor's Rising Star Council  
Created two task forces  
Out of school initiatives

Out-of-School Time	Summer Reading Club
City of Learning	Reading Partners
Mayor's Intern Fellows Program	

### ACCOMPLISHMENTS

### 4 BRANDING & DEBUNKING MYTHS



GRADE  
**A**

Ad campaign completed  
Grow South website live  
Southern Dallas is viewed as investment opportunity

### ACCOMPLISHMENTS

### 5 PRIVATE INVESTMENT FUND



GRADE  
**A-**

First fund almost subscribed  
Projects are being identified

### ACCOMPLISHMENTS

### 6 DOWNTOWN & NEAR DOWNTOWN



GRADE  
**A**

Omni Dallas Project opening in fall  
Parkland Hospital at Hatcher Station  
KBH Convention Center DART Renovation  
Farmers Market opened Shed 1 and begin renovations for Shed 2  
Alamo Drafthouse opening in spring 2016  
Cedars Union

### ACCOMPLISHMENTS

### 7 WEST DALLAS



GRADE  
**A**

Additional retail open at Sylvan/Thirty  
Opened Sylvan Avenue Bridge, Continental pedestrian bridge, West Dallas Gateway Plaza and Trinity Skyline Trail  
New Residential Projects

Sylvan/ Thirty	Cliff View Apartments
Alta West Commerce	Alta Yorktown
Alexan West Dallas	Columbus Realty's Trinity Groves mixed use project

### ACCOMPLISHMENTS

### 8 LANCASTER CORRIDOR



GRADE  
**B+**

Urban Village  
Habitat for Humanity completed Jimmy Carter Work Project  
Glen Oaks Crossing retail open with several stores under construction  
Serenity Place Apartments under construction

*Patriot's Crossing ended*

### ACCOMPLISHMENTS

### 9 JEFFERSON BOULEVARD



GRADE  
**B+**

New zoning approved on Jefferson Boulevard  
Oak Cliff Streetcar line open  
Jefferson Office Tower 100% leased  
Jefferson Retail 90% leased  
Jefferson Lofts fully occupied

*Need more open retail*

### ACCOMPLISHMENTS

### 10 EDUCATION CORRIDOR



GRADE  
**A**

Highland Hills Public Library opened  
Construction began on Singing Hills Recreation Center  
AT&T Trail opened  
Finalize the development plan for UNT-D area  
Save-A-Lot Grocery announced  
Golf course under construction  
IIPD

### ACCOMPLISHMENTS



# growSouth 2.0

When we launched the GrowSouth initiative in early 2012, we had bold, long term goals. We knew that we would be fighting numerous battles in a highly dynamic environment and keeping a steady pace of growth. We are on target but, enhancements are always necessary in long term plans like this. Our key goals remain the same, including development of a thriving tax base in southern Dallas.

However, in order to continue the momentum, we must modify our tactics and add new tools. The issues we have to address include: 1) receiving better feedback and communication of citizens in southern Dallas 2) focusing our resources in neighborhoods and not allowing them to be diffused 3) dealing with problematic landlord/tenant issues and 4) creating new single family housing stock. In order to solve these issues, we are unveiling new strategies for GrowSouth:

- 1. Mayor's GrowSouth Advisory Council**
- 2. GrowSouth Collective Impact Model (*powered by Neighborhood Plus*)**
- 3. High Impact Landlord Initiative**
- 4. Single Family Housing Initiative**

The key to our success is our city working together to take advantage of our greatest potential asset – southern Dallas.

## *Let's Grow South*

