

# DOWNTOWN DALLAS



## GENERAL INFORMATION

- Downtown Size: 832 Acres
- Downtown Population: 3,400 People
- Dallas Population: 1.2 Million
- Dallas Metro Population: 5.8 Million
- Downtown Employment: 130,000 Jobs
- Median Downtown Age: 34 years
- Average Salary: \$69,000
- Residential: 1,700 Current Units - 1,900 Planned Units
- Office Vacancy Rate: 30%



## TRANSPORTATION

- DART – Dallas Area Rapid Transit
- 41 miles of existing light rail track
- 93 total miles proposed
- 62,000 daily light rail riders
- Seventh most ridden light rail system



## SOCIAL ISSUES

- Among its peer cities, only three have worse violent crime rates, only four have lower SAT scores, and none saw less economic expansion during the 1990s
- Goal of 10,000 downtown residents by 2010
- Segregation and racism are ongoing difficulties
- Reunion Arena and surrounding area underutilized due to new arena outside of downtown
- Westend Market Place Mall closed in summer of 2006 due to Victory Park development outside of downtown

## GROWTH & DEVELOPMENT

- Adopted *Forward Dallas*, the city's first comprehensive plan, in 2006
- \$1.7 billion Trinity River Corridor project
- Proposed 4 block park deckover of Woodall Rogers Freeway connecting downtown and Uptown
- \$3 billion, 75 acre, Victory Park development Northwest of downtown
- Two downtown TIF districts equaling \$300 million
- Nearly empty downtown TIF funds



## COMPARISON TO DENVER

### Differences

- Sports facilities located outside of downtown
- Younger downtown population (34 years)
- Higher average income (\$69,000)
- Much higher office vacancy rates (30%)
- No major universities located downtown

### Similarities

- Comparable downtown size
- Approximately 120,000 downtown employees
- Explosive condo growth
- Over 70% of downtown population is Caucasian



## PLANNING LESSONS LEARNED

- Downtown connectivity via the Woodall Rogers deckover to Victory Park and Uptown is essential to maintaining downtown vibrancy.
- Private/public partnerships have encouraged growth and economic activity.
- Since adopting *Forward Dallas*, the city has launched efforts to make the development code more compatible with its plan and to encourage pedestrian friendly mixed use projects.

## FUN FACTS

- On average Dallas is more windy than Chicago, making it the real windy city.
- A plane trip around the world at Dallas' latitude would take you over Marrakesh, Morocco; Tripoli, Libya; and San Diego, California.
- More than 125,000 Muslims live in the Dallas metropolitan area.



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