

Southern Sector Retail Strategy

Economic Development & Housing Committee

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City of Dallas

Office of Economic
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INTRODUCTION

- Sustainable communities have a balance of economic and social activities: residential, open space, retail and commercial uses.
- Such communities through their retail and commercial centers meet a variety of public and private needs: places to access goods and services, places to gather, places to take in the shared experience of the community through its street life.



INTRODUCTION

- Purpose of this presentation is to propose a strategy to promote retail development in Southern Dallas, targeting key geographies, that support sustainable communities.

INTRODUCTION

- This presentation will:
 - Look at existing conditions in a context consistent with *Forward Dallas*
 - Suggest a development strategy focused on retail opportunities
 - Describe specific development opportunities
 - Discuss City's role in influencing future development

BACKGROUND

- Today, the Southern Sector represents:
 - Dallas' most underdeveloped land area (21% undeveloped)
 - Half of the city's land area and population
 - Sparse population concentrations
- Tomorrow, Dallas:
 - Will be one of 10 metro regions in U.S. generating significant housing demand in transit zones
 - Is expected to have 56% regional and household growth by 2025 but transit zone growth of 364% according to a FTA study

BACKGROUND

- Retail in Dallas
 - Dallas has the highest number of shopping centers per capita in U.S. and 42K s.f. of retail per 1,000 population (double the national average)
- Retail in Southern Dallas
 - 76% of the city's retail locations (33M s.f.) and 82% of the city's retail sales (\$16B) outside of Southern Sector
 - Lack of available retail outlets causes Southern Sector residents to shop in surrounding communities

BACKGROUND

- Economic Factors Influencing Retail in Southern Sector
 - Median household income 30% less than rest of city (\$35.6k vs. \$49.8K)
 - Median home value less than half of rest of city (\$60k vs. \$134k)
 - Per capita income 43% of rest of city (\$12.3K vs. \$28.3K)

BACKGROUND

- Previous strategic efforts supporting retail included:
 - Building needed frontage roads (access)
 - Facilitating business parks and job opportunities (income)
 - Capitalizing on regional growth opportunities and demographic changes through development of new “rooftops” (demand)
- Next phase gets into the “trenches” with data research, bond and Public/Private program funding, and the inducement of top tier developers into targeted areas



BACKGROUND

- Since 2000, retail success stories in Southern Dallas include:
 - Albertsons @ Jefferson
 - Albertsons @ Hampton
 - Wal-Mart, Lowe's, Best Buy, Starbucks, etc. @ Pinnacle Park
 - Home Depot @ Fort Worth Ave.
 - Wal-Mart & PetsMart @ Wheatland
 - Fiesta @ Buckner
 - Carnival @ W. Illinois
 - Minyards @ Camp Wisdom
 - Numerous branch banks and pharmacies

SOUTHERN SECTOR OPPORTUNITIES

- Land less expensive
- Retail market underserved
- Limited infrastructure allows public sector to influence future development
- *Forward Dallas* indicates citizen support for prioritizing Southern Sector development
- Retailers and developers showing interest in potential development opportunities
- Tremendous development potential along southern border
 - NAFTA Corridor Impact Zone, UNT Campus, I-20/US 67 Intersection



SOUTHERN SECTOR CHALLENGES

- PATTERNS OF CONCENTRATION
 - Lack of population concentrations and significant employment centers are primary barriers to development

IMMEDIATE FOCUS

- **TIMING CONSTRAINTS**
 - UNT Campus development delivered 2012
 - NAFTA Corridor build-out a 10-year plus project
 - New retail center in Cedar Hill impacts re-tenanting of Southwest Center Mall
- **To change momentum and configuration of land development in Southern Dallas, we need “early victories”**
 - Support new retail center I-20/Hampton Rd.
 - Make Wynnewood Village redevelopment a top priority

IMMEDIATE FOCUS

- Connect anchor development opportunities in the I-20 corridor to the Center City via DART and Transit-Oriented-Development (TODs)
 - Focus on the development of DART station areas of Westmoreland/Illinois, Lancaster-Kiest/VA Medical Center, Fair Park and Cedars

STRATEGY

- Coordinate efforts with Housing Department initiatives and with *Forward Dallas*
- Facilitate the creation of communities that are centers of sustainable activity (housing, employment, sense of place, etc.) that generate retail opportunities
 - Requires anchors (various types)
 - Long-term viability enhanced by transit systems – connectivity and accessibility
 - Quality of life, job opportunities, tax revenue



STRATEGY

- Utilize information from retail market data project to target specific retail gaps within Southern Sector market areas:
 - Identify potential redevelopment locations and neighborhood in-fill areas
 - Facilitate property owner, developer and retailer interaction with economic development program incentives/tools
 - Recruit retailers and developers using retail data and demographic information as economic rationale

STRATEGY

- Focus on anchor areas that serve as demand generators and can nurture sustainable mixed use urban centers if properly planned and zoned
 - Wynnewood Village, UNT-Dallas, NAFTA Trade Corridor, Retail dominated area around I-20 and US 67
- Connect anchor areas via DART to each other and the center city

CONCLUSION

- Recent successes and an ongoing emphasis on sustainable communities and transit oriented development, provide the greatest opportunities for retail development in Southern Dallas