

# *Economic Vibrancy*

**Council Briefing  
February 6, 2013**



# ***Team Roster***

- ▶ **Candi Chamber** (Lead, Office of Financial Services)
- ▶ **Sirak Bahta** (Trinity Watershed Management)
- ▶ **Victoria Chittam** (Office of Financial Services)
- ▶ **Robin Dickens** (Aviation)
- ▶ **Robyn Gerard** (Sustainable Development & Construction)
- ▶ **Haytham Hassan** (Public Works)
- ▶ **Carolyn Holland** (Housing/Community Services)
- ▶ **Sue Hounsel** (Economic Development)
- ▶ **Harim Logan** (City Manager's Office)
- ▶ **Abby Liechty** (City Controller's Office)
- ▶ **Cornell Perry** (Communication & Information Services)
- ▶ **Baron Poitier** (Communication & Information Services)

# ***Presentation Road Map***

**Goal Statement**

**Council Objectives**

**Strategy Map**

**Purchasing Strategies &  
Sub-Strategies**

# *Goal Statement*

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**A vibrant, sustainable economy offering diverse business opportunities, thriving neighborhoods, premier attractions, reliable city services, and quality infrastructure.**



# ***Council Objectives***

## **OBJECTIVES:**

- 1. Continue to pursue new and expanded manufacturing facilities in Southern Dallas business parks and pursue a major job generator**
- 2. Continue to focus on 10 opportunity areas and pursue additional retail**
- 3. Executive Airport Development (Area Development)**
- 4. Implement a Development Process Improvement Strategy**
- 5. Optimize mixed-income neighborhoods and develop innovative funding strategies**
- 6. Further develop affordable housing downtown**
- 7. Implement bond programs approved by voters**

# *Council Objectives*

## **OBJECTIVES (cont.):**

- 8. Advance strategic transportation projects**
- 9. Certify, with FEMA, that the levees provide 100-year protection by the end of 2013**
- 10. Continue to build a strong partnership with the Corps of Engineers and complete the Dallas Floodway Environmental Impact Statement by mid- 2014**
- 11. Aggressively pursue federal funding for the Trinity River Corridor Project**
- 12. Open the Texas Horse Park by the end of 2014**
- 13. Continue to promote events in the Trinity and educate the public about the Trinity River Corridor Project**

# Strategy Map



# ***Business Recruitment & Retention***



## **COUNCIL OBJECTIVES:**

1. Continue to pursue new and expanded manufacturing facilities in Southern Dallas business parks and pursue a major job generator
2. Continue to focus on 10 opportunity areas and pursue additional retail
3. Executive Airport Development (Area Development)

## **SUB-STRATEGIES:**

**1.) Recruit targeted industries in Southern Dallas**

**2.) Promote land and commercial structure development/redevelopment**

**3.) Grow economy through international and regional engagement**

**4.) Incentivize retail opportunities in underserved areas**

**5.) Support small business creation**

**6.) Partner with local agencies toward market-driven workforce development**

**7.) Identify additional funding sources to facilitate quality development**



# ***Business Recruitment & Retention***

## **HIGHLIGHTED SUB-STRATEGIES AND DATA**

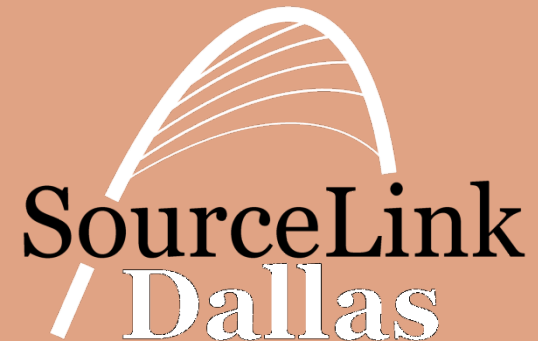
**SUB-STRATEGY #1:**  
**Recruit targeted industries  
in Southern Dallas**

- The 513,000 sq. ft. L'Oreal facility (Inland Port area) will be under construction along with supporting public infrastructure development in FY13

**L'ORÉAL**

**SUB-STRATEGY #5:**  
**Support Small Business  
Creation**

- SourceLinkDallas began business support services in FY13

The logo for SourceLink Dallas features a stylized white arch above the text "SourceLink / Dallas". The text "SourceLink" is in a large, black, serif font, and "Dallas" is in a smaller, white, serif font with a black outline, positioned below "SourceLink" and separated by a white slash.

# Quality Infrastructure



## COUNCIL OBJECTIVES:

3. Executive Airport Development (Area Development)
7. Implement bond programs approved by voters
8. Advance strategic transportation projects
10. Continue to build a strong partnership with the Corps of Engineers and complete the Dallas Floodway Environmental Impact Statement by mid- 2014
11. Aggressively pursue federal funding for the Trinity River Corridor Project

## SUB-STRATEGIES:

**1.) Promote access and mobility**

**2.) Expand transportation choices and connectivity between alternative modes**

**3.) Plan, manage, and maintain public infrastructure to support economic growth**

**4.) Upgrade and sustain flood control facilities**

**5.) Maintain and improve streets and alley ways**

# Quality Infrastructure

## HIGHLIGHTED SUB-STRATEGIES AND DATA

### SUB-STRATEGY #2:

Expand transportation choices and connectivity between alternative modes

- *Urban Circulator to connect Olive St extension to MATA tracks on St. Paul St.*
- *Oak Cliff Streetcar to connect Union Station to Methodist Hospital with DART – complete in 2015*
- *Medical District Dr. off-street, 2-way cycle track near DART/TRE rail station – (design phase)*

### SUB-STRATEGY #3:

Plan, manage, and maintain public infrastructure to support economic growth

- *Implementation of the voter approved 2012 Bond Program*

# Development Standards



## COUNCIL OBJECTIVES:

4. Implement a Development Process Improvement Strategy
9. Certify, with FEMA, that the levees provide 100-year protection by the end of 2013
10. Continue to build a strong partnership with the Corps of Engineers and complete the Dallas Floodway Environmental Impact Statement by mid- 2014

## SUB-STRATEGIES:

**1.) Manage a timely and efficient regulatory process**

**2.) Continue enforcement of building standards that ensure high quality development**

**3.) Further flood control and floodplain management**

# Development Standards

## HIGHLIGHTED SUB-STRATEGY AND DATA

**SUB-STRATEGY #1:**  
Manage a timely and efficient regulatory process

- *Building Inspection Division improvements underway to upgrade technology and add other service enhancements.*

**SUB-STRATEGY #2:**  
Continue enforcement of building standards that ensure high quality development

- **Purchase bids which utilize the following plans and initiatives:**
  - *forwardDallas! Plan*
  - *Green Building Ordinance*
  - *Downtown Dallas 360 Plan*
  - *Development Process Improvement Strategy*

# Thriving Neighborhoods



## COUNCIL OBJECTIVES:

5. Optimize mixed-income neighborhoods and develop innovative funding strategies
6. Further develop affordable housing downtown

## SUB-STRATEGIES:

1.) Redevelop aging multi-family housing

2.) Promote housing in-fill and rehabilitation

3.) Integrate workforce housing with market-rate housing

4.) Promote mixed-use/transit-oriented developments

5.) Increase percentage of home ownership

6.) Encourage housing that is accessible to job opportunities

# Thriving Neighborhoods

## HIGHLIGHTED SUB-STRATEGIES AND DATA

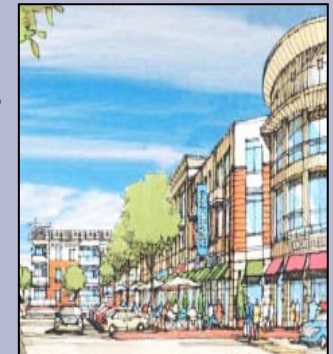
**SUB-STRATEGY #4:**  
Promote mixed-use/transit-oriented developments

- *Lake Highland Town Center Phase I – 200 mixed-income residential units and 7500 sq. ft. retail under construction with completion in 2014*



**SUB-STRATEGY #6:**  
Encourage housing that is accessible to job opportunities

- *Anticipated HUD approval of 123 mixed-income units for Phase II of Atmos Complex in 2013*
- *193 mixed-income unit Lancaster Urban Village scheduled completion by 2014*



# Attractions & Entertainment



## COUNCIL OBJECTIVES:

2. Continue to focus on 10 opportunity areas and pursue additional retail
11. Aggressively pursue federal funding for the Trinity River Corridor Project
12. Open the Texas Horse Park by the end of 2014
13. Continue to promote events in the Trinity and educate the public about the Trinity River Corridor Project

## SUB-STRATEGIES:

- |  |  |   |
|--|--|---|
| 1.) Partner with agencies to enhance quality of life projects    | 2.) Promote the City as a premier convention and visitor destination | 3.) Advance opportunities for film and media projects |
| 4.) Market activities and programs in the Trinity River Corridor |  | 5.) Maintain and operate tourist destinations         |



# Attractions & Entertainment

## HIGHLIGHTED SUB-STRATEGY AND DATA

### SUB-STRATEGY #1:

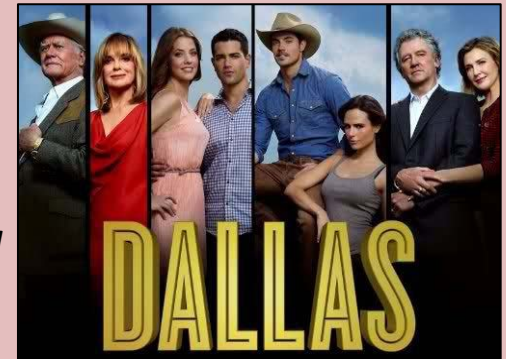
Partner with agencies to enhance quality of life projects

- *The reconstruction of Riverfront Blvd from Continental Ave. to Cadiz St. along the Trinity – Dallas County, DART, NCTCOG, TxDOT*

### SUB-STRATEGY #3:

Advance opportunities for film and media projects

- *The City partnered and facilitated the production of TNT's 'Dallas' TV series which will begin airing its 2<sup>nd</sup> season in early 2013*



# ***Presentation Recap***

## ***Goal Statement***

**A vibrant, sustainable economy offering diverse business opportunities, thriving neighborhoods, premier attractions, reliable city services, and quality infrastructure.**