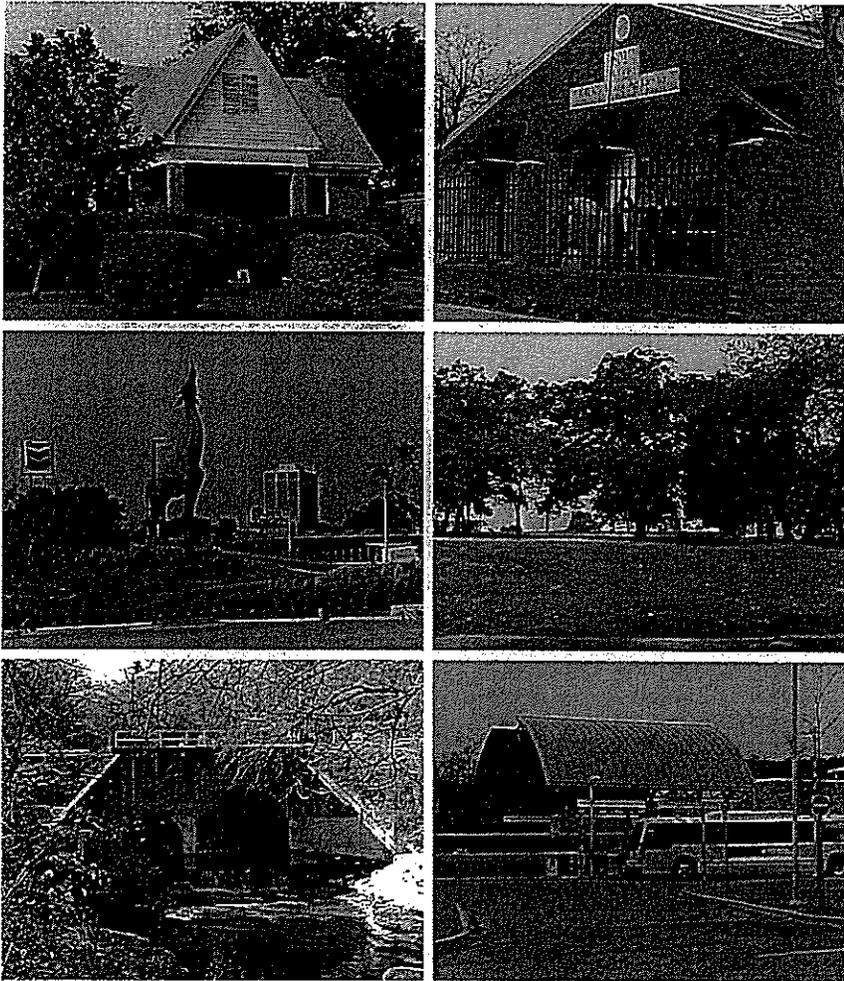


Dallas Zoo Area Land Use Study



City of Dallas
Department of Planning and Development

December 12, 2001

December 12, 2001

WHEREAS, the City Council directed the Department of Planning and Development to identify revitalization strategies for the Dallas Zoo area through land use and zoning, economic development, transportation, and infrastructure recommendations; and

WHEREAS, a council-appointed volunteer Steering Committee was established to work with City staff and other stakeholders to: create a revitalization plan, develop recommendations for improving community infrastructure, identify economic needs, and encourage improved community transportation systems; and

WHEREAS, the Steering Committee, in conjunction with City staff, held seven (7) steering committee meetings between October, 2000 and June, 2001; and one (1) community meeting on August 21, 2001, to solicit citizen input on preliminary findings and recommendations; and

WHEREAS, the City Council finds that the Dallas Zoo Area Land Use Study will serve as a planning tool to guide future development in the area generally bounded by R.L. Thornton Freeway to the north and west, Cedar Creek and Fernwood Avenue on the east, and Winters Street and Cedar Creek on the south; Now Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

Section 1. That the Dallas Zoo Area Land Use Study is hereby adopted as the general land use plan and guide to benefit the citizens in this community.

Section 2. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

Distribution:
Planning and Development, Angela Calvin, 5CN

**APPROVED BY
CITY COUNCIL**

DEC 12 2001


City Secretary

APPROVED 
HEAD OF DEPARTMENT

APPROVED 
CITY CONTROLLER

APPROVED 
CITY MANAGER

Dallas Zoo Area Land Use Study

City of Dallas
Department of Planning and Development

December 12, 2001

Sherell J. Cockrell, Director
Leif Sandberg, AICP, Manager

Project Staff
Angela Calvin, AICP, Project Manager
Carrie F. Gordon, Ph.D., Co-Project Manager
Stacy Creecy, Former Technical Support

Table of Contents

Acknowledgements.....	2
1.0 General Overview.....	3
2.0 Land Use and Zoning.....	8
2.1 Existing Conditions.....	8
2.2 Community Identified Needs.....	9
2.3 Analysis.....	11
2.4 Recommendations.....	19
3.0 Economic Development.....	20
3.1 Existing Conditions.....	20
3.2 Community Identified Needs.....	21
3.3 Analysis.....	23
3.4 Recommendations.....	27
4.0 Transportation.....	28
4.1 Existing Conditions.....	28
4.2 Community Identified Needs.....	32
4.3 Analysis.....	34
4.4 Recommendations.....	40
5.0 Infrastructure.....	41
5.1 Existing Conditions.....	41
5.2 Community Identified Needs.....	44
5.3 Analysis.....	46
5.4 Recommendations.....	49
6.0 Conclusion.....	50
6.1 Policy Statements and Actions.....	50
6.2 Implementation.....	52
Appendix.....	56

Acknowledgements

The following individuals worked diligently to develop a viable, inclusive plan for revitalization in the Dallas Zoo area.

City Council

Dr. Elba Garcia, District 1
Ed Oakley, District 6
Former Councilmembers
Steve Salazar, District 1
Barbara Mallory Caraway, District 6

City Plan Commission

Michael Mendoza, District 1
Angela Marshall, District 6

Former Commissioners

Joel Vera, District 1
Ed Oakley, District 6

Boards and Committees

Urban Design Advisory Committee

Steering Committee

Elizabeth Lloyd
V.J. Sharma
Irma Dodd
Beverly Hastings
Brenda Turner
Pastor J.E. Whitaker
Raul Elizondo

Community Stakeholders

Oak Cliff Chamber of Commerce

Outside Agencies

Cheri Bush, Dallas Area Rapid Transit
Curvie Hawkins, DART
Texas Department of Transportation

City of Dallas

Planning and Development

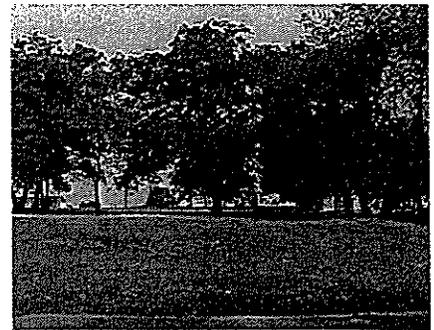
Sherell J. Cockrell, Director
Leif Sandberg, Planning Manager
Peer Chacko, Chief Planner
Angela Calvin, Project Manager
Carrie Gordon, Ph.D., Co-Project Manager
Stacy Creecy, Graphics

Interdepartmental Review Team (IRT)

Rich Buickerood, Director, Dallas Zoo
Michael Hellman, Parks and Recreation
Ernesto Patlan, Code Compliance
Pamela Walston, Code Compliance
Harry Swanson, Director, Economic
Development
Carolyn Tames, Economic Development
Karen Alvarez, Economic Development
Michael Oluborode, Housing
John C. Brunk, P.E., Assistant Director,
Public Works and Transportation (PW&T)
Tanya Brooks, PW&T
Keith Manoy, PW&T
Kenneth Melston, PW&T
P.M. Summer, PW&T
Hamid Fard, PW&T
Joni Burns, PW&T
Athan Thompson, PW&T
Henry Nguyen, PW&T
Britta Bishop, PW&T
Ronald Drake, PW&T
Eloisa Medina, PW&T
Paula Venner, Street Services Department
Rock Richardson, Service Team Coordinator

Section One

General Overview



1.0 General Overview

The Dallas Zoo Area Land Use Study was initiated as a part of the 1997-1998 City Council adopted Work Plan for the Department of Planning and Development. This work plan identified the goal of the study as being revitalization of an area that includes the Dallas Zoo and adjacent lands. This document provides a review of the existing conditions of the study area, an analysis of the issues identified by community stakeholders, during the study process, and the findings of the study team. This study is designed to serve as a tool for the growth and development of the Dallas Zoo area. It was developed using the public participation process and the expertise of City departments and related outside agencies. The existing conditions of the area and a review of needs identified by community stakeholders were analyzed to develop recommendations.

1.1 Scope of Study

The study area is generally bounded by R.L. Thornton Freeway on the north and west, Cedar Creek and Fernwood Avenue on the east, and Winters Street and Cedar Creek on the south (Map 1). The scope of study is the revitalization of an area that includes the Dallas Zoo and adjacent lands through recommendations including land use and zoning, economic development, transportation, and infrastructure improvements. The steering committee developed the following mission statement based on the scope of study to guide the committee as they proceeded:

MISSION STATEMENT

"A revitalization plan for the growth and development of the Zoo area community."

With these definite guiding principles, the steering committee played an integral part in the identification of preliminary issues, the development of initial findings, and the completion of final recommendations.

1.2 Goals and Objectives

The following goals and objectives were identified through the steering committee as guides for the creation of this study. Each guided the development of the Dallas Zoo Area Land Use Study:

1. Create a Revitalization Plan for the Dallas Zoo Area Community
 - Support Land Use and Zoning Compatibility
 - Encourage Private and Public Investment in Historic Preservation

Dallas Zoo Area Land Use Study

- Encourage Increased Code Compliance
 - Promote Neighborhood and Housing Stability
2. Improve Community Infrastructure
 - Mitigate Cedar Creek Flooding Problems
 - Create a Community Sense of Place and Identity
 - Develop Physical and Visual Links to the Dallas Zoo and Area DART Stations
 - Review Parks and Recreation Facilities for Needed Improvements
 3. Encourage Economic Investment
 - Identify Resources for Small Businesses
 - Encourage Neighborhood Serving Businesses
 - Promote the Retention of Existing Businesses
 - Promote Uses Relating to the Dallas Zoo
 4. Improve Community Transportation Systems
 - Evaluate Vehicular and Pedestrian Safety
 - Review Transportation Impacts
 - Review Signal Systems
 - Evaluate Transportation Alternatives
 5. Create Implementation Strategies for Recommended Actions
 - Identify Public/Private Partnerships
 - Research Potential Funding Mechanisms

1.3 Process

The following activities were completed during the course of the Dallas Zoo Area Land Use Study (refer to Chart 1):

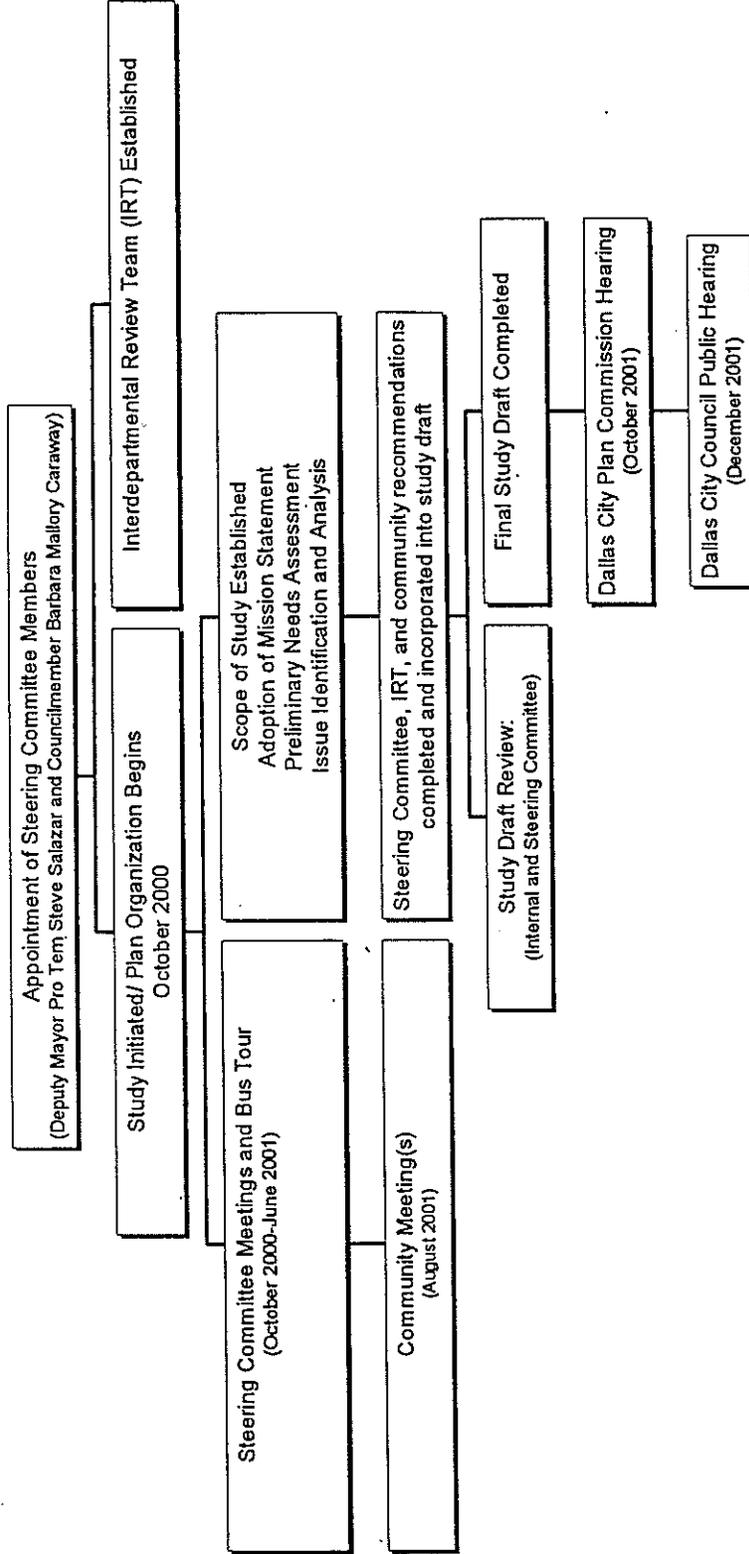
- A. **Steering Committee Established:** City of Dallas Councilmembers from Districts 1 and 6 formed a steering committee from community residents and stakeholders. Six steering committee meetings were held between October 2000 and June 2001 to gather information on community needs and concerns. This needs assessment and findings gathered from a review of the community formed the basis for preliminary recommendations for the land use study.
- B. **Interdepartmental Review Team Established:** An interdepartmental review team (IRT) comprised of related City of Dallas Departments was

Dallas Zoo Area Land Use Study

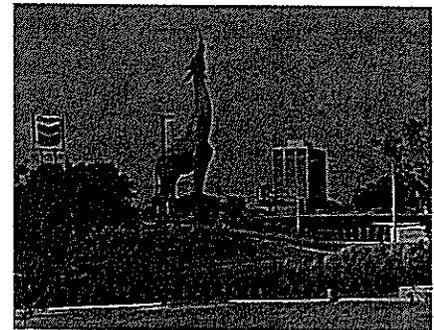
created as a resource for expert opinion and information. Outside agencies, including the Texas Department of Transportation, Dallas Area Rapid Transit (DART) and the Oak Cliff Chamber of Commerce, were also used as resources.

- C. Data Collection:** Data collected included existing land uses, population characteristics, existing transportation opportunities, economic development activity and opportunities, and capital improvement needs. Data also included information collected from steering committee members, community residents, and stakeholders through a needs assessment of the study area.
- D. Data Analysis:** Collected data was reviewed and analyzed to develop preliminary land use, zoning, transportation, economic development, and infrastructure improvement recommendations.
- E. Review of Draft Plan and Preliminary Recommendations:** Preliminary recommendations were reviewed by City staff, elected and appointed officials, steering committee members, and community residents and stakeholders. Presentations were held at community meetings, with the Urban Design Advisory Committee (UDAC), and the Oak Cliff Chamber of Commerce to allow additional input and review.
- F. Public Review and Adoption:** Community residents and stakeholders reviewed recommendations included in this study. City Plan Commission and City Council briefings and public hearings were also held as a part of the public review and adoption process.

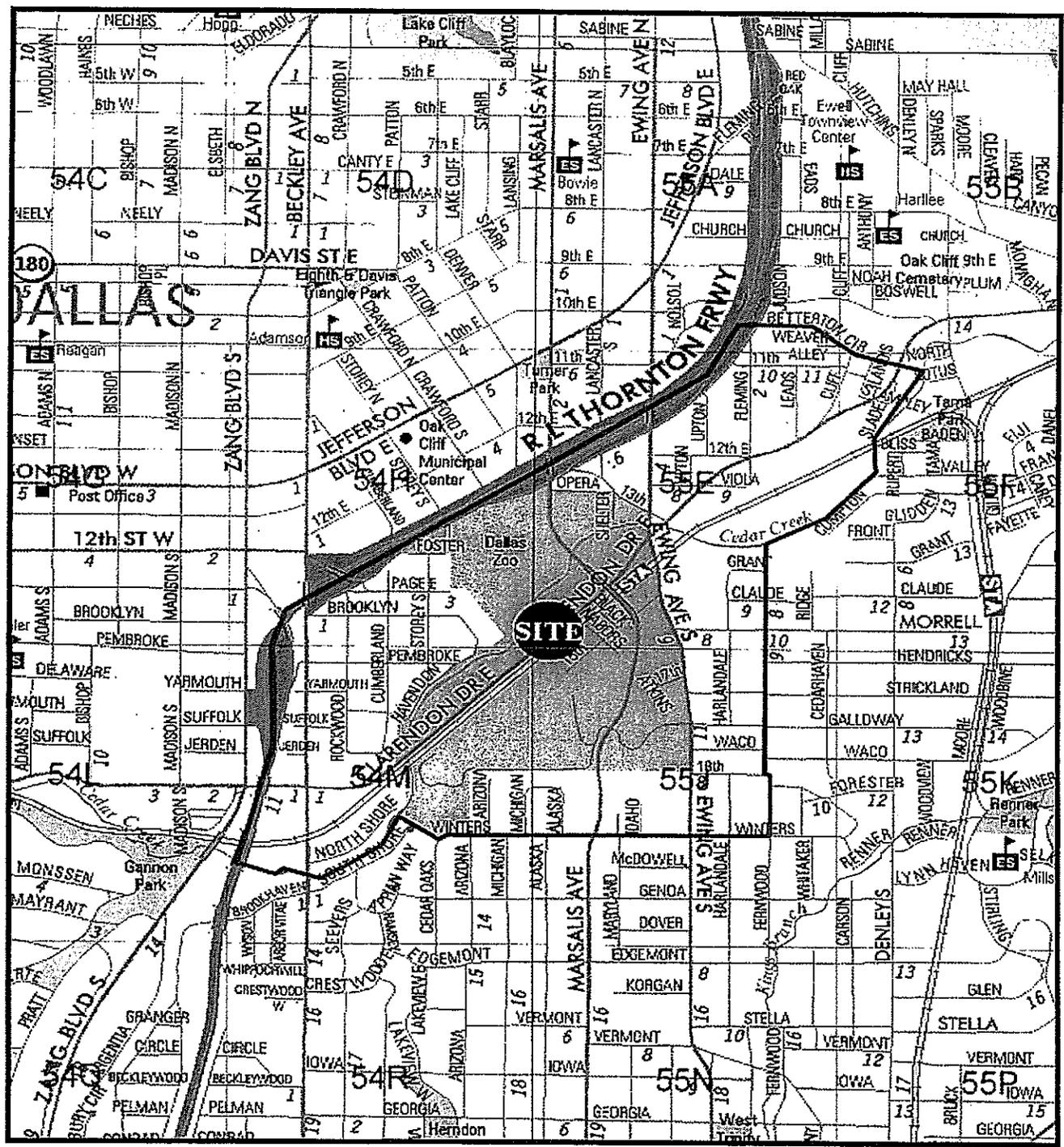
Chart 1: Dallas Zoo Area Land Use Study Process



Appendix



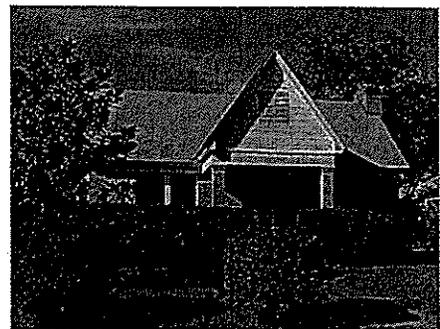
Dallas Zoo Area



Location Map

Section Two

Land Use and Zoning

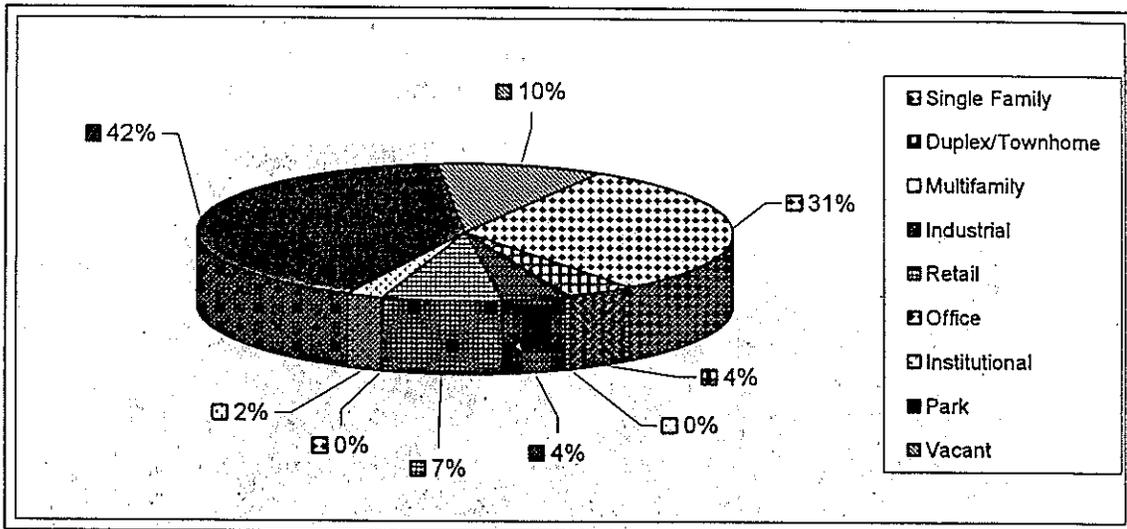


2.0 Land Use and Zoning

2.1 Existing Conditions

An assessment of the existing land use and zoning conditions was completed based on a parcel-by-parcel land use survey. The study area is comprised of approximately 292 acres of land area, including roads found within the study boundaries. Generally bounded by R.L. Thornton Freeway on the north and west, Cedar Creek and Fernwood Avenue on the east, and Winters Street and Cedar Creek on the south, the area has a mixture of uses that include residential, retail, and the Dallas Zoo (Map 2). Eight land use studies have been completed within the last 25 years including or near the study area (Appendix A). An estimate of land uses is shown in Chart 2.

Chart 2: Existing Land Uses



Error rate equals +/- 10%

Historical land use and zoning information indicates that the area was originally developed as a single family, residential community. This pattern changed in 1912 with the relocation of the Dallas Zoo to an area known as Marsalis Park. Additional land use and zoning changes came to the area in 1962, with the construction of R.L. Thornton Freeway (Interstate 35E). The construction of this major north-south interstate led to a change in land use and zoning from primarily residential to a mixture that included commercial, retail, warehouse, and industrial uses. Recent changes to the area include the creation of the Tenth Street Historic District, recognizing the history of the former Freedman's Town in 1993 (PD No. 388-H/60), and the construction of the Dallas Area Rapid Transit (DART) Zoo light rail station (PD No. 382) at the intersection of Clarendon Drive and Ewing Avenue in 1997. There are currently eighteen (18) zoning district classifications in the study area (Appendix B).

Dallas Zoo Area Land Use Study

Several nonconforming uses are also found in the study area (Appendix C). A nonconforming land use or structure is one that existed prior to the City's current zoning ordinance (1989) and is currently not allowed under existing zoning. These uses or structures are often "grandfathered" in because they were allowed under the previous zoning district designation. A nonconforming use or structure can continue to exist, but property owners are generally not allowed to expand the use or structure.

2.2 Community Identified Needs

Community needs were identified through the community participation process. The following land use and zoning needs were identified for the study area:

1. Concern was expressed about the compatibility of current zoning with existing land uses in the area, particularly the residential area zoned LO-3-D. Residents want to discuss the possibility of rezoning the area to a more appropriate zoning district. Concern was expressed about limitations the existing zoning may place on current property owners. If a hearing is authorized, areas immediately adjacent to the freeway frontage should be reviewed for exclusion from the possible rezoning.



Pembroke Avenue

2. Concern was expressed about uses allowed on properties zoned RR, CS, and MF-2 (A), east of the Dallas Zoo. Community stakeholders recommended promoting uses that complement the Dallas Zoo and uses

Dallas Zoo Area Land Use Study

that could be used by the community, including 'upscale' restaurants and retail.

3. Hotels or motels with an adjacent restaurant were encouraged on vacant property along Twelfth Street. Small hotels and motels without adjacent restaurants were strongly protested. This use was seen as being detrimental to the area because of perceptions of crime associated with existing hotels or motels in the study area.
4. The need to promote development that was sensitive to existing housing was identified.
5. Discussions encouraged the development of Ewing Avenue as a commercial corridor providing services to surrounding neighborhoods.
6. A review of Ewing Avenue and Beckley Avenue for incompatible or nonconforming uses was requested.
7. Concern was expressed about the impacts any possible Zoo expansion could have on adjacent residential areas.
8. Landscaping and design elements compatible with the community for future development on properties zoned MF-2(A) was encouraged.
9. Commercial development should provide buffering, through landscaping or screening, when adjacent to residential areas.

Issues identified by the Dallas Zoo concerning land use and zoning were the following:

1. Dallas Zoo owned property should be reviewed to determine proper zoning, with consideration for a Planned Development District.
2. The study area should be expanded across Interstate 35 (North of the Zoo entrance) with consideration of a review that includes the importance of this area as the entry into the Zoo.
3. Consistent zoning is needed for future growth of the area.
4. Expand study area to include access road across from the Zoo on Interstate 35.

The Oak Cliff Chamber of Commerce identified the following land use and zoning issues:

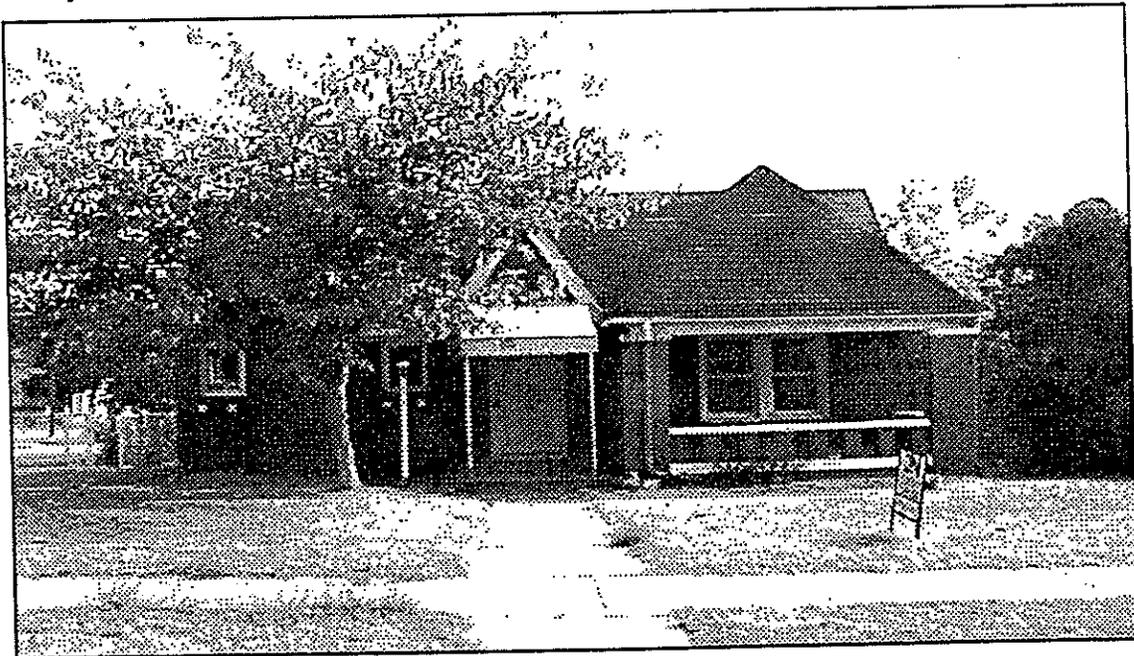
1. Eliminate low-occupancy motels that constitute a nuisance and hazard.

2.3 Analysis

Revitalization of the Dallas Zoo area is linked to the stability of uses in the area. Stable residential and commercial uses will be the basis for future development and growth. Supporting the goal of creating a revitalization plan for the Dallas Zoo area requires supporting land use and zoning compatibility. Reviews of the existing land uses and zoning show that overall, each is compatible with the existing and future goals of the community. In general, nonconforming uses in the study area do not adversely impact the area, however, the residential area west of the Dallas Zoo zoned for office use (LO-3-D) is recommended for further review. The following findings address land use and zoning issues identified by community stakeholders (Map 3):

A. Residential Area Zoned LO-3-D:

The residential area west of the Dallas Zoo, generally bounded by R.L. Thornton Freeway to the north, the Dallas Zoo to the east, and lots fronting Rockwood Street on the south and west, is currently zoned LO-3-D allowing office uses. The area contains over 200 parcels of land predominately used for single-family residences; approximately 16 of these parcels are vacant. Other uses in the area include 3 duplexes and one church. The predominant land use is single family residential.



Rockwood Street

Housing in the area is stable and shows recent investment by area residents. In order to preserve and protect the stability of this neighborhood, it is recommended that a more appropriate and compatible zoning district be identified for the area.

Dallas Zoo Area Land Use Study

B. Pending Zoning Case # Z989-188/8736-SW(SS)

In 1999, the property owner of the Dallas Inn requested a Planned Development District for Regional Retail District Uses and a residential hotel use (a facility that receives more than 50 percent of its rental income from occupancies of 30 consecutive days or more). Staff recommendations for the case included the following: 1) Residential hotel uses are not allowed in any zoning district if located within one mile of another residential hotel (two additional residential hotel uses existed within one mile of the site), 2) The current and surrounding zoning, Regional Retail, does not allow residential hotel uses, and therefore, a residential hotel is not compatible with the surrounding area, and 3) *The Southeast Oak Cliff Land Use, Housing, and Economic Study*, recommends single family uses for the site. The request was forwarded to the Dallas City Council on May 26, 1999. The City Council held the case under advisement until June 23, when it was remanded to the City Plan Commission for reconsideration.

The Dallas City Code currently does not allow residential hotel uses within one mile of, measured from property line to property line, all other residential hotel uses. Of the two residential hotels within one mile of 508 South Marsalis identified in 1999, 1229 Noah Street and 223 South Ewing Avenue, 223 South Ewing Avenue, also known as the Circle Inn, continues to exist. Current and surrounding zoning, Regional Retail, does not allow residential hotels. A residential hotel use in the requested Planned Development District would not be compatible with the surrounding area or with the goals of the community. This study supports previous staff recommendations.

C. Dallas Zoo Property

During the course of this study, the Dallas Zoo requested a review of zoning on Zoo property to determine if a more appropriate zoning district, particularly a Planned Development District (PDD) was needed. An important part of the study area, the Dallas Zoo has a variety of projects planned for the future. Recent accomplishments include the Lacerte Family Children's Zoo and the Exxon Endangered Tiger Exhibit. Future projects include a new Zoo restaurant, the completion of the conceptual plan for the Conservation Education and Science Center, and an update of the 1993 Strategic Plan. The proposed restaurant will have a 280-seat capacity with a cost of \$3.2 million. The update of the 1993 Strategic Plan will include a development plan for the next 10 to 15 years. The scheduled completion date for the plan is Spring 2002.



Dallas Zoo Entrance

A review of Dallas Zoo identifies six (6) zoning district classifications on Zoo property: (MF-2(A), RR, SUP 204, CS, SUP 164, R.7-5(A)). The Zoo currently exists as the result of SUP 204. This SUP was granted to the Zoo on April 12, 1949 creating a permanent SUP for Zoo use. On July 12, 1989, the Dallas City Council removed the SUP requirement for public parks in residential areas exempting the Zoo, along with other public parks, from the provision.

Research of zoos across the country has shown that, in general, zoos are identified as park uses. Because parks are allowed in all zoning districts, the zoning for zoo property, in most examples, was not changed specifically for the zoo use. Zoning for zoos across the country range from single-family to commercial. None were found to have specialized zoning. These findings support the continuation of the existing zoning for the Dallas Zoo, however, valid concerns have been raised concerning the impact zoning will have on its future growth and development. A uniform zoning category for Zoo owned property could assist in easing plans for expansion and growth. If this issue continues to be a concern for the Dallas Zoo, any reviews to determine proper zoning for Zoo owned property should be initiated by the Dallas Zoo after the completion of the Zoo Master Plan, a part of the update of the 1993 Strategic Plan. Additionally, the Dallas Zoo should initiate any efforts to review the area identified as the Zoo entrance, Interstate 35E frontage.

D. Future Development

The study area has three prominent areas of vacant land. Zoned for Regional Retail, Commercial Service, and Multifamily uses, each area can potentially have a strong impact on the future of the community. Community stakeholders

Dallas Zoo Area Land Use Study

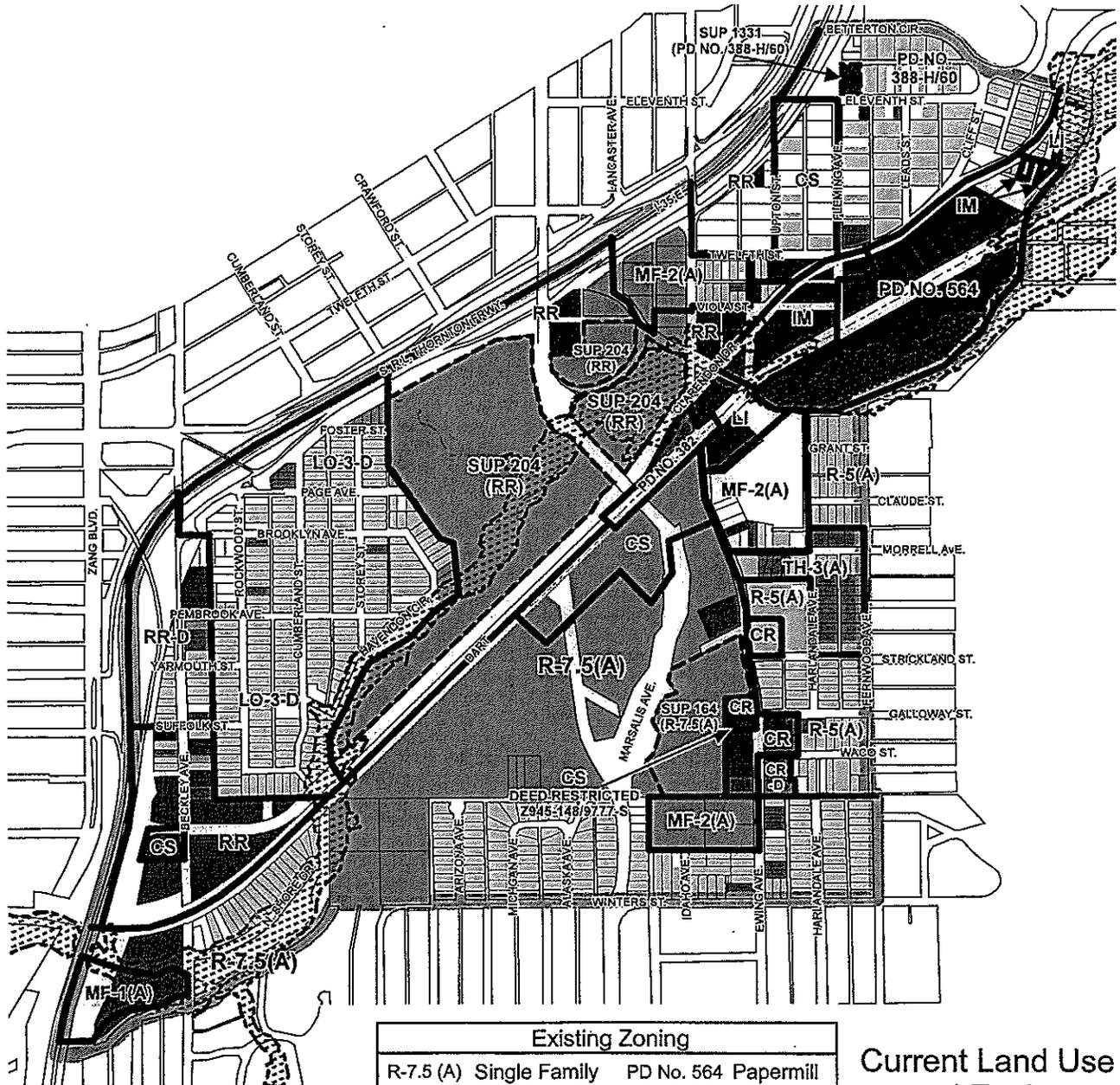
support the development of uses that complement the Dallas Zoo and provide neighborhood services to the area; however, they also expressed the need that new developments maintain sensitivity to surrounding residential communities.

Properties generally bounded by Interstate 35E, Twelfth Street, and Fleming Avenue allow for intense commercial uses including hotels or motels, commercial parking lots or garages, and general merchandise or food stores greater than 3,500 square feet. As these properties develop, it is recommended that commercial development should provide buffering when adjacent to residential areas, specifically along Fleming Avenue, a residential street separating the Tenth Street Historic District and vacant properties.

Vacant properties zoned for multifamily development along Ewing Avenue are ideally located. Adjacent to the DART Zoo light rail station, the property provides access to a major public transportation facility and to major interstate and community connectors. Pedestrian connections are recommended from this future area of multifamily development to the DART light rail station. It is also recommended that future multifamily developments mitigate negative impacts, such as traffic, on adjacent residential properties. Buffering should be implemented along Harlandale Avenue and Morrell Avenue to mitigate the impacts of development on residential areas. Map 4 identifies future land uses recommended for the area.

Dallas Zoo Area Land Use Study

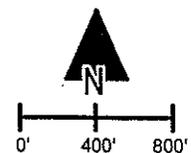
Map 2



Existing Land Use	
[Symbol]	Single Family
[Symbol]	Duplex / Townhouse
[Symbol]	Multifamily
[Symbol]	Retail
[Symbol]	Office
[Symbol]	Institutional
[Symbol]	Industrial
[Symbol]	Public Park / Open Space
[Symbol]	Dallas Zoo Property
[Symbol]	Parking
[Symbol]	Vacant

Existing Zoning		
R-7.5 (A)	Single Family	PD No. 564 Papermill
R-5 (A)	Single Family	PD No. 382 DART
MF-1 (A)	Multifamily	SUP 204 Dallas Zoo
MF-2 (A)	Multifamily	SUP 1331 Childcare
TH-3 (A)	Townhouse	SUP 164 Storage
CS	Commercial Service	
CR	Community Retail	
CR-D	Community Retail-Dry	
RR	Regional Retail	
RR-D	Regional Retail-Dry	
LO-3-D	Limited Office-Dry	
LI	Light Industrial	
IM	Industrial Manufacturing	
PD No. 388-H/60	Tenth Street Historic District	

Current Land Use and Zoning



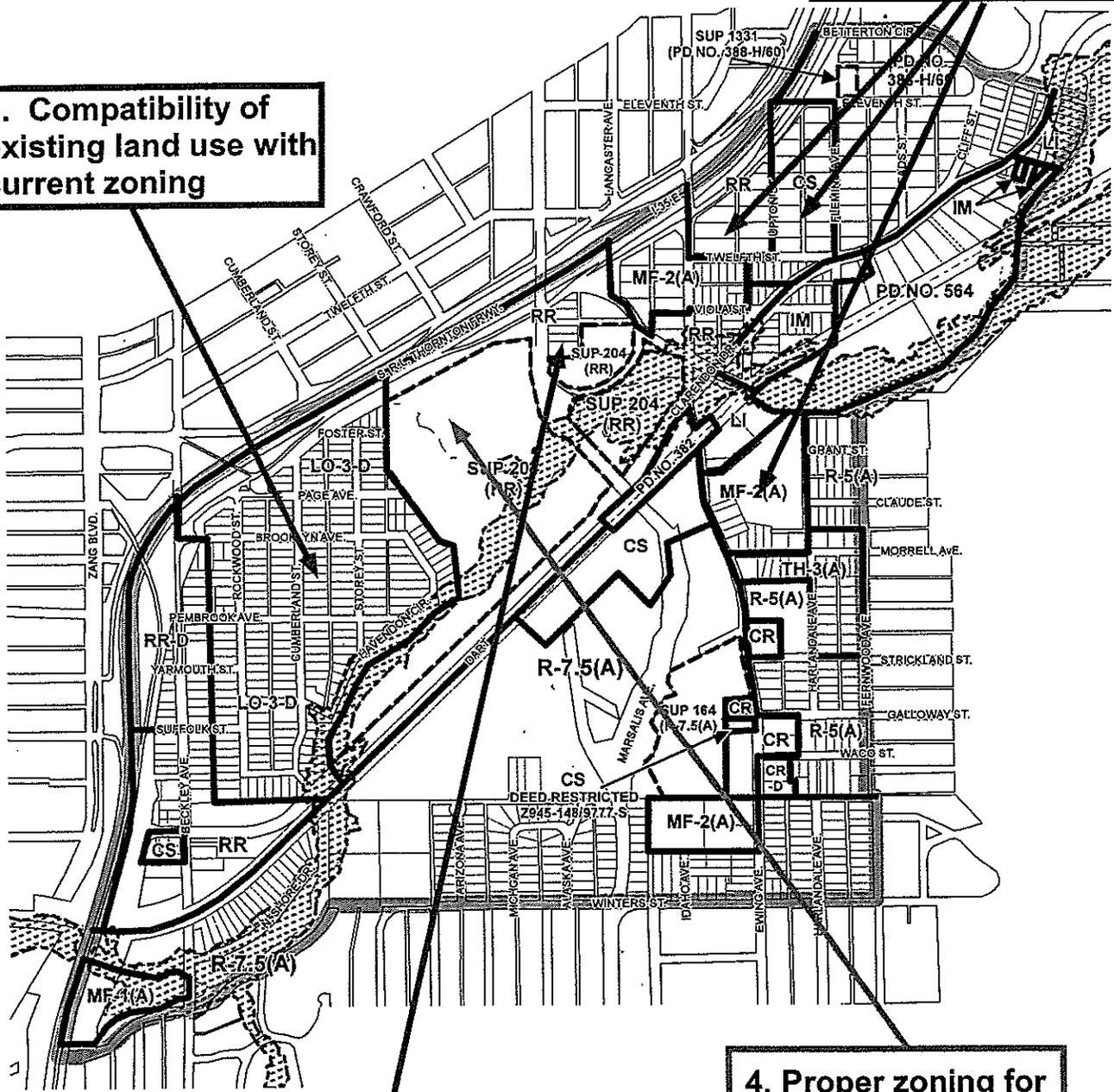
Prepared by
The City of Dallas
Department of Planning and Development

Dallas Zoo Area Land Use Study

Map 3

2. Uses allowed on vacant property

1. Compatibility of existing land use with current zoning



4. Proper zoning for Zoo property

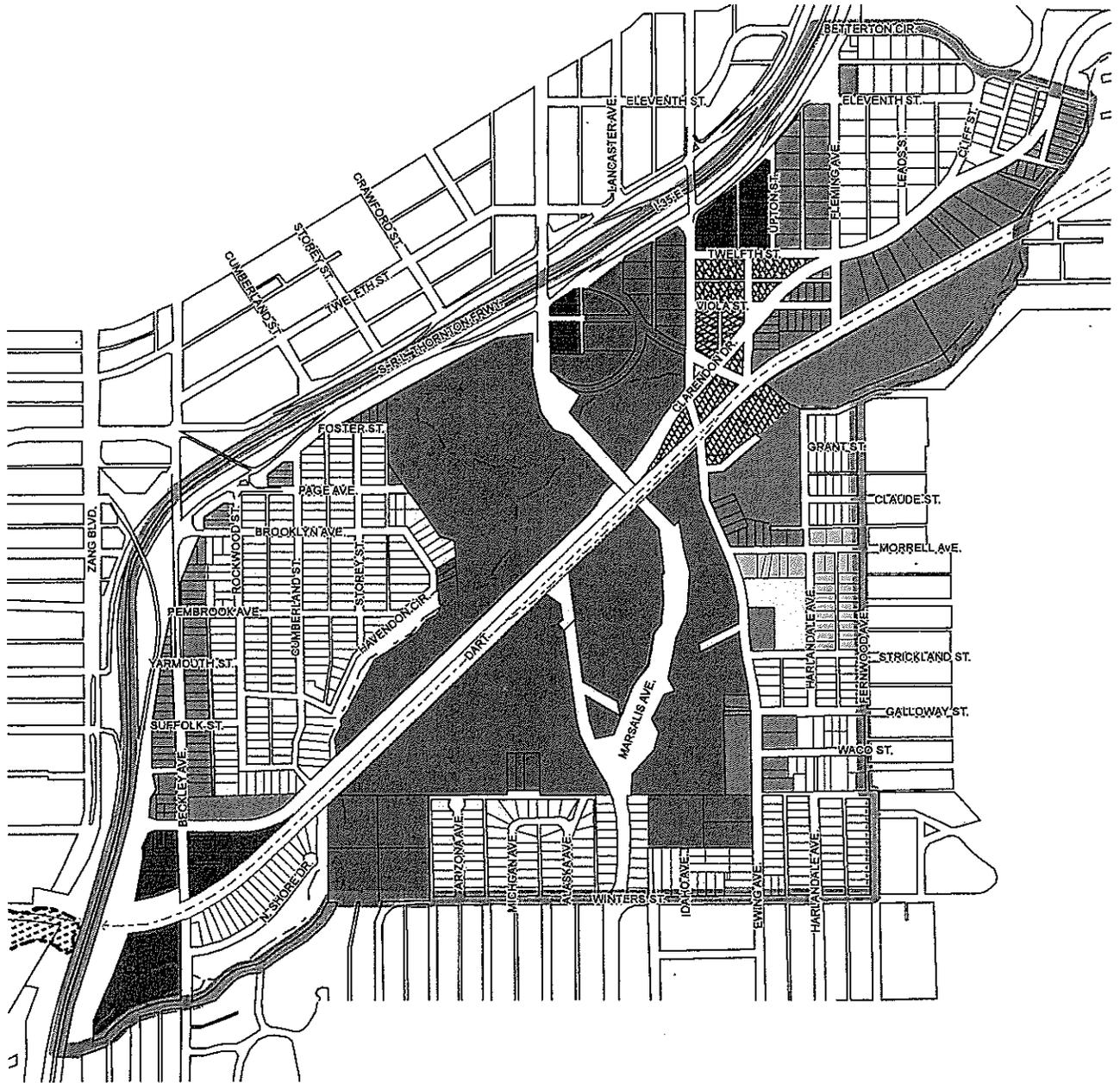
3. Pending Zoning Case

**Stakeholder Identified Needs
Land Use and Zoning**

Prepared by
The City of Dallas
Department of Planning and Development

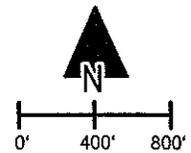
Dallas Zoo Area Land Use Study

Map 4



Future Land Use	
	Single Family Residential
	Low Density Residential
	Medium Density Residential
	Low Density Commercial/Office
	Medium Density Commercial/Office
	Light Mixed Use
	Light Industrial
	Public Park / Open Space

Future Land Use



Prepared by
The City of Dallas
Department of Planning and Development

*Based on the Texas Local Government Code, Section 219.005, this Future Land Use Map shall not constitute zoning regulations or establish zoning district boundaries.

(This page left blank intentionally)

Dallas Zoo Area Land Use Study

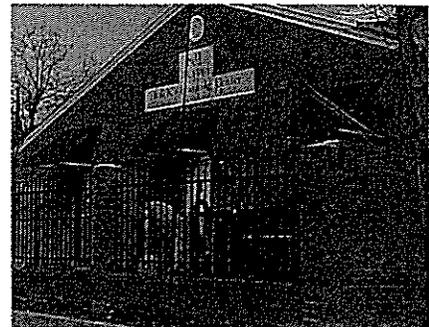
2.4 Recommendations

Type	Project		Time Frame	Priority	Lead Department
	Location	Preliminary Scope			
Authorized Hearing	Generally bounded by R.L. Thornton Freeway to the north, the Dallas Zoo to the east, and lots fronting Rockwood Street on the south and west, currently zoned for office use (LO-3-D)	Determine Proper Zoning	1 year	Medium	Planning and Development



Section Three

Economic Development

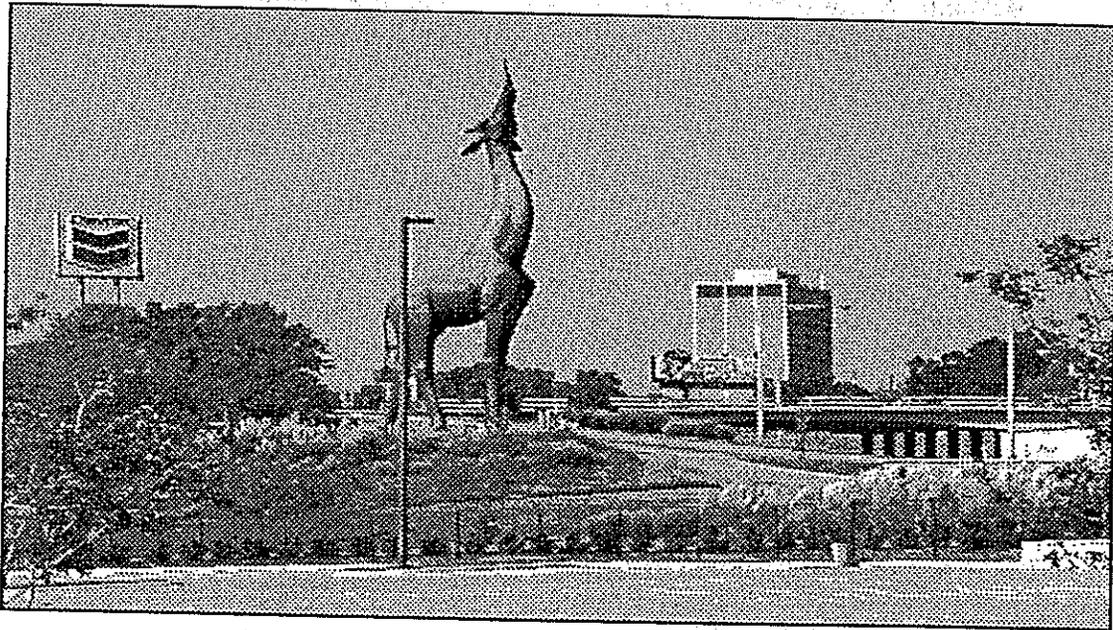


3.0 Economic Development

3.1 Existing Conditions

A well-balanced community should include retail services that serve the area. Business uses should provide shopping areas as "market places" for community residents to interact and spend leisure time. This section will focus on economic development activity and future project recommendations that complement the character of the area and enhance its potential in the future. Strategically located, the study area offers convenient access to the larger City. Approximately 3 miles from downtown Dallas, it provides quality development opportunities for potential employment initiatives.

The study area is the home of the Dallas Zoo, which generates over \$2.3 million in annual revenue and 600,000 visitors annually. By 2005, it is anticipated that one million people will visit the Zoo annually, generating an economic impact of over \$100 million. The Zoo employs approximately 250-300 paid staff and about 500 volunteers. About 50% of the Zoo's staff provides direct care for the animals (e.g., animal keepers, vets, etc.), while about 50% are engaged in business operations (e.g., education, custodial, trades, construction, etc.).



Zoo Entrance at Interstate 35

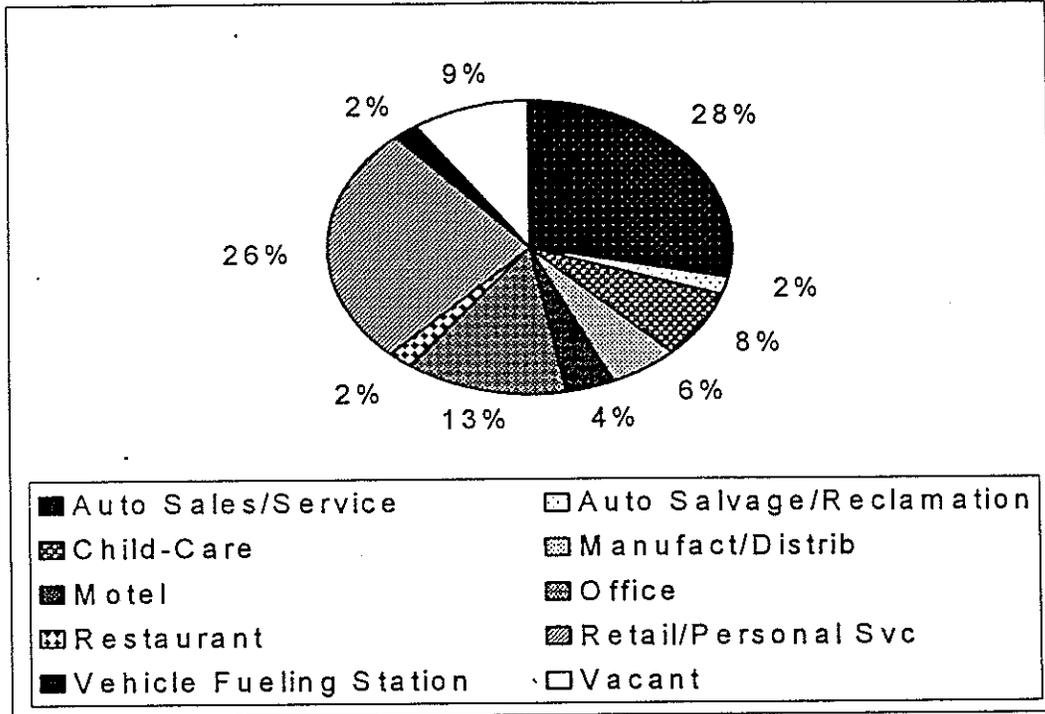
Another major economic catalyst in the community is the Rock-Tenn Company (paper mill operation). This use has operated on Clarendon Drive, east of Fleming Avenue since 1893. Unique to this operation is the DART southwest LRT line (constructed on the Atchison, Topeka & Santa Fe Railway) that runs through the middle of the site bisecting it in two exchanges, which DART granted

Dallas Zoo Area Land Use Study

Rock-Tenn permission to encroach upon. In addition, Cedar Creek runs through the southeast portion of the site.

A windshield survey of the area revealed the following breakdown of existing businesses shown in Chart 3:

Chart 3: Existing Business Uses



Community serving retail uses are not prevalent in that there is only one (1) small restaurant and one (1) vehicle fueling station (Appendix D). Basic needs (e.g., dry cleaners, pharmacy, grocery store, etc.) are located outside of the community on Jefferson Boulevard or Illinois Avenue. Although developable land is limited, available land has excellent access to regional interstate highways and local DART rail stations. Available land is generally located northeast of Twelfth Street and Ewing Avenue (zoned Regional Retail and Commercial Service). The *Tenth Street Land Use Study* identified this area for commercial/retail development and recommended aesthetic buffering from adjacent residential development. Neighborhood serving uses are recommended and encouraged rather than regional serving retail uses.

3.2 Community Identified Needs

Community needs concerning economic development issues included the following:

1. Encourage commercial retail around the Dallas Zoo DART station.

Dallas Zoo Area Land Use Study

2. Provide incentives for small businesses.
3. Encourage community serving business uses and facilities (i.e., shopping center, major chain grocery stores, restaurants, offices, dry cleaners, laundry store, tourist attractions in conjunction with the Zoo, and family amusement).



Shopping Center at the corner of Ewing Avenue and Clarendon Drive

4. Small hotels and motels are strongly opposed. This use was seen as being detrimental to the area. Existing hotels and motels are not encouraged as continuing uses in the community.
5. Neighborhood serving businesses are encouraged along Beckley Avenue.
6. Hotels with an adjacent restaurant are encouraged on vacant property along Twelfth Street.

Issues identified by the Dallas Zoo concerning economic development were the following:

1. Encourage commercial/retail around the Zoo DART light rail station.

2. Encourage economic development immediately adjacent to or on park grounds including "upscale" eating facilities and hotels.
3. Neighborhood supporting business uses are recommended along Ewing Avenue.
4. Encourage incentives to stimulate revitalization of the shopping area at Clarendon Drive and Ewing Avenue.
5. Deteriorating motels are detrimental to the area.

The Oak Cliff Chamber of Commerce identified the following economic development issues:

1. Eliminate low-occupancy motels that constitute a nuisance and hazard.
2. Emphasize market-driven solutions to attracting new development.

3.3 Analysis

The Dallas Zoo Area suffers from a lack of businesses providing services to community residents. Identified needs include laundry stores, restaurants, and grocery stores. Encouraging economic investment in the study area will require focused efforts to identify resources for businesses, particularly the types of small businesses that would complement the area and the needs of residents. Efforts to encourage investment should promote the retention of existing businesses while promoting the development of new businesses serving residents and visitors to the Dallas Zoo. The following findings address economic development issues identified by community stakeholders:

A. Community Business Needs

The lack of community serving businesses in the area is a concern for residents and stakeholders. The need for a variety of uses was identified, including restaurants, grocery stores, and children's amusement centers. Currently, residents must travel outside of the community for these amenities. Areas along Beckley Avenue and Ewing Avenue offer opportunities for such businesses. Additional concerns include attracting additional retail around the DART station and the Dallas Zoo. Opportunities around the DART station are limited, however, existing retail, at the intersection of Clarendon Drive and Ewing Avenue, can be found in a shopping center adjacent to the Zoo DART station. The existing shopping center provides an opportunity for businesses including small restaurants and stores complimenting not only the Dallas Zoo, but the larger community as well. Opportunities for such development are also available along the Interstate 35 freeway frontage at Ewing Avenue.

B. Economic Incentives

Small businesses should be encouraged in the study area. The community provides a variety of opportunities for small businesses along major community corridors. Resources for these and other businesses should be identified. Incentives that encourage neighborhood serving businesses and the retention of existing business will serve to enhance and encourage the growth and development of the Zoo area community. It will also enhance the experience of visitors to the Dallas Zoo by providing additional attractions.

The City of Dallas Economic Development Department offers incentive programs that include, but are not limited to, tax abatement, infrastructure cost participation, development fee rebates and Right-of-Way (ROW) rebates/credits. The study area lies in *Enterprise Zone #2* and *Commercial Zone A*. To be eligible for participation in the Public/Private Partnership Program, companies must create or retain a specified number of jobs and investment.

Incentives are subject to Dallas City Council approval. A public hearing is held and an ordinance is drafted prior to City Council consideration for tax abatements in a Commercial Zone. Development incentive programs applicable to the study area are noted below (refer to Appendix E: Public/Private Partnership Program Summary For Non-Residential Projects and Appendix F: Public/Private Partnership Program Guidelines and Criteria For Non-Residential Projects):

Enterprise and Commercial Zone Incentives

- Real or Business Personal Property Tax Abatement
- Infrastructure Cost Participation
- Development Fee Rebates
- ROW Abandonment Rebates and Credits
- Nonconforming Projects

Special Public/Private Opportunities

- State of Texas Enterprise Project
- Small & Minority Business Loans

Other Programs:

Incubator programs are also available through the City of Dallas Business Assistance Centers and Bill J. Priest Institute Business Incubator as follows:

Business Assistance Center (BAC)

There are five (5) BACs located within three (3) of the State Enterprise Zones to serve enterprise communities and assist new and small business with their business needs. Each BAC offers business incubator space for new and start-up businesses.

- BAC #1: Greater Dallas Hispanic Chamber of Commerce (GDHCC), 4622 Maple Avenue, Suite 207, 214-521-6007
- BAC #2: Innercity Community Development Corporation (ICDC), 4907 Spring Avenue, 214-915-4900
- BAC #3: West Dallas Neighborhood Development Corporation (WDNDC), 2907 N. Hampton Road, 214-688-1596
- BAC #4: Greater Dallas Hispanic Chamber of Commerce, 219 Sunset, 214/224-2960
- BAC #5: MBA Consultants, Inc., 1201 W. Camp Wisdom Road, Suite 224, 214-376-6530

Bill J. Priest Institute Business Incubator

Provides professional business services management assistance/training to nurture young companies during their first four (4) years (their most vulnerable period), thereby increasing their success rate. For additional information, call 214-860-5851.

Incentives available through the City of Dallas Economic Development Department and the City of Dallas Business Assistance Centers should be explored by existing and future business owners as tools for encouraging the development of new businesses in the study area. Focused support should be given to businesses providing services to community residents.

C. Future Development

Development brought to the Dallas Zoo area should be sensitive to existing residential development. The *Southeast Oak Cliff Study* states that inappropriate development on vacant properties zoned Regional Retail and Commercial Service would be detrimental to adjacent neighborhoods. Additionally, the *Tenth Street Land Use Study* encourages economic development catalyst projects west of Fleming Avenue and Clarendon Drive to support visitor traffic to the Dallas Zoo. This study supports the conclusion of both studies. Development is encouraged, however sensitivity to surrounding neighborhoods is also encouraged for all development projects. Special attention should be given to needs identified by the community.

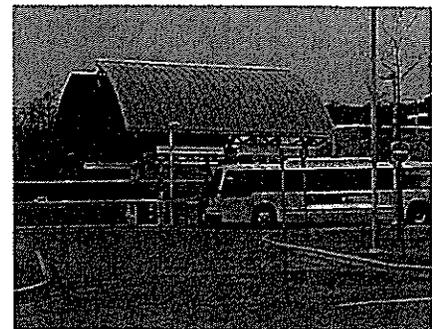
Economic growth in the area will require a focus on economic nodes along Beckley Avenue, Ewing Avenue, and the area generally bounded by Interstate 35E, Clarendon Drive, and Twelfth Street. Efforts that organize existing local businesses in these areas and encourage the development of a local economic development policy will enhance the ability of these areas to attract quality new businesses. Strategies should be developed to address the existing and future needs of small businesses. These strategies should include programs that support business retention, job creation, and aesthetic maintenance and improvements.

3.4 Recommendations

Type	Project		Time Frame	Priority	Lead Department
	Location	Preliminary Scope			
1 Economic Development	Beckley Avenue	Encourage new community serving retail development and the retention of existing business uses	1-3 years	Medium	Economic Development
2 Economic Development	Study Area	Conduct a Statistical Community Profile to determine the economic needs of the community and to serve as an additional marketing tool	1-3 years	Medium	Economic Development

Section Four

Transportation



4.0 Transportation

4.1 Existing Conditions

The Dallas Zoo area has excellent access to all points of the City. It is well served by a network of streets and corridors. The community transportation system includes the adjacent Interstate 35E, minor arterials, and community collectors. The area includes a mixture of uses ranging from residential to industrial resulting in transportation needs for a variety of users. Adjacent to Interstate 35E, the area is also served by a variety of public transportation options. Dallas Area Rapid Transit (DART) provides one DART Light Rail Transit (LRT) station in the study area, the Dallas Zoo Station. Adjacent to the area are two additional stations at Corinth Street and at Morrell Avenue. Additionally, there are four DART bus routes serving the Dallas Zoo Station, routes 19, 515, 522, and route 510, a 30-foot bus providing services between the Zoo Station and Jefferson Boulevard.



Zoo DART Light Rail Station

4.1.1 Streets and Thoroughfares

The *City of Dallas Thoroughfare Plan* defines streets adjacent to Interstate 35 and the potential configuration of the street system. The following roadways

comprise the major access routes in the community. Each is defined based on the *Thoroughfare Plan*.

- Interstate 35 (R.L. Thornton Freeway): A six-lane, north/south expressway providing access to the Central Business District (CBD), regional and international airports, and major employment areas in the City.
- Clarendon Drive: A four-lane, undivided, community collector of standard width.
- Beckley Avenue: A four-lane, undivided, community collector of standard width.
- Ewing Avenue: A two-lane, undivided, community collector of standard width.
- Marsalis Avenue: A six-lane, divided, minor arterial of minimum width.
- Morrell Avenue: A four-lane, undivided, community collector of standard width.

The Texas Department of Transportation (TXDOT), the governing agency for Interstate 35E, is currently constructing High Occupancy Vehicle (HOV) lanes in the study area. Initiated in 1997, the current phase of the project, extending from Marsalis Avenue to the Downtown area, began in July 1999 is scheduled for completion in March 2002.

4.1.2 Street Conditions

Streets within the study area were reviewed to determine existing conditions based on the priority system established by the City of Dallas Public Works and Transportation Department. The priority system rates street conditions (e.g., good, fair, etc.) and delineates those that are classified as "high priority" for replacement. Streets Services completes inspections of the existing conditions of City streets and develops an inventory of existing conditions. This inventory is forwarded to the Public Works and Transportation Department for review and implementation. The technical criteria used to rank individual projects for needs inventory is shown in Table 1 (Map 5).

Dallas Zoo Area Land Use Study

Table 1: Street Surface Conditions Criteria

Condition	Description
A - Good	Good riding surface, no noticeable wear or obvious defects.
B - Acceptable	Good riding surface but has some minor surface defects and wear indications. Some good cut or patch repairs may exist.
C - Fair	Slightly rough riding surface, edges beginning to break down, some gutter/street misalignments, small areas of spalling, cracks and cut repairs beginning to require attention.
D - Poor	Uncomfortable and/or badly worn riding surface, extensive spalling, cracks, paving failures, poor patches and/or cut repairs, edge breakdown, and gutter/street misalignment.
E - Unacceptable	Very rough and/or uneven riding surface areas in bad condition, many unsatisfactory patches and cut repairs.
U - Poor Repairs	Condition caused by utility cut repair. Street otherwise is in "C" or better condition.

Source: Department of Public Works and Transportation

Table 2 shows needs identified by the City of Dallas Public Works and Transportation Department Needs Inventory:

Table 2: Needs Inventory

Location	Category	Census Tract
1498 Clarendon (E) – Marsalis to Corinth	Thoroughfare Improvements	41
1154 Beckley (S) – Clarendon to I35 overpass	Street Resurfacing	48
1160 Beckley @ Clarendon	Street Modes and Bottlenecks	48
2956 Morrell – Ewing to Corinth	Thoroughfare Improvements	49

Source: Public Works and Transportation Department



Cumberland Street at Brooklyn Avenue

The City of Dallas offers several programs dealing with street paving and alley paving; street resurfacing; and street and alley reconstruction. Street paving (unimproved streets, no curb or gutter) and alley paving (for gravel or dirt only) are available to business and property owners through the Property Owner Petition Program. Petitions are used to advise the City of needed improvements. Requested improvements must be approved by the City Council. An acceptable petition minimally requires that 2/3 of the property owners signing the petition must own at least 50% of the frontage on the street or alley, or 50% of the property owners who own at least 2/3 of the frontage on the street or alley. All property owners on the street share in the cost of the street or alley improvements. When valid petitions are submitted to the City of Dallas Public Works and Transportation Department, the petitions are placed on the needs inventory as candidates for inclusion in a future capital bond program. For more information about the petition process, contact the Public Works Department (Paving Assessments Section) at 214-948-4270

An inventory of streets scheduled for improvements within the study area is shown in Table 3.

Table 3: Scheduled Street and Alley Improvements

Name	Category	Mapsco	Estimated/Actual Construction Award
Clarendon (E) - Ewing to Leads	Street Resurfacing	55E	3/28/01
South Shore (Beckley to Dead End)	Street Resurfacing	54M	3/28/01
Alaska Avenue – Winters to Michigan	Street Petition	55J	Completed 9/1997
Michigan Avenue – Winters to Alaska	Street Petition	55J	Completed 8/2000

Source: Public Works and Transportation Department

4.1.3 Bicycle and Pedestrian Mobility

Efforts to increase bicycle and pedestrian mobility in the area have resulted in the funding of the Townview Bicycle/Pedestrian Improvement Project. This project provides \$600,000 from the North Central Texas Council of Governments, with a \$200,000 match from the City, under the Congestion Mitigation and Air Quality (CMAQ) Improvement Program for improvements. The project seeks to reduce traffic congestion and contribute to the City's effort to improve air quality. The intent of the project is to encourage bicycle and pedestrian activity as a means of transportation and to improve accessibility to three (3) DART LRT stations in and around the study area. The goal is to reduce dependence on automobiles and to promote access to area shopping, schools, health care, government services, and public transportation.

The plan is designed to implement improved bicycle and pedestrian access and connectivity in a two-mile concentric area centered at the Yvonne Ewell Townview Center, an education facility outside of the study area at 1201 East Eighth Street. The project will improve sidewalks, along Clarendon, from the 8th/Corinth DART Station to the Dallas Zoo DART Station. It will also provide improvements on 8th Street near the commercial property known as Show Hill (1401 East Eighth Street). Bike trails and signage identifying trails will also be provided in the community. Additional discussion of pedestrian mobility and needed sidewalk improvements can be found in Section 5.0: Infrastructure.

4.2 Community Identified Needs

Community needs concerning transportation issues included the following:

1. The intersection of Beckley Avenue and Clarendon Drive should be reviewed for dangerous conditions. Vehicles attempting to make right turns create problems at the intersection and the lights hold too long. Problems are created by cars in the northbound "right turn only" lane that

Dallas Zoo Area Land Use Study

don't turn right, but rather drag race through the intersection of Beckley Avenue and Clarendon Drive where the road narrows to just two lanes.

2. An increased transit police presence is needed at the Zoo DART station.
3. The (right) turn radius is inadequate at the intersection of Cliff Street and Clarendon Drive.
4. Encourage bicycle/pedestrian/light rail connections in the community.
5. Mitigate traffic problems created by visitors to the Dallas Zoo. Residents perceived an increase in Zoo-related traffic in the summer.
6. Review Beckley Avenue and Ewing Avenue for street widening projects.
7. Encourage a trolley circulator to connect existing and future community retail.
8. Kiss and Ride parking is inadequate at the DART Zoo station.
9. Encourage alley and street reconstruction improvement projects.
10. Community residents opposed the re-routing of Clarendon Drive.
11. Speed bumps are needed on Rockwood Street and Michigan Avenue.
12. Concern was expressed about traffic speed on Marsalis Avenue between Interstate 35 and Winters Street. Residents identified frequent vehicular accidents on this route, especially at the traffic signal at this intersection.
13. Residents identified parking on residential streets, specifically the 1200 block of Michigan Avenue, as a problem.
14. Water filled potholes in the 800 block of Ewing Avenue are a problem for area residents.

Issues identified by the Dallas Zoo concerning transportation were the following:

1. Beckley Avenue and Ewing Avenue should be widened.
2. Implement trolley connections from the 8th/Corinth DART LRT line to the Zoo along Clarendon Drive.
3. Sound barriers, along northbound Interstate 35 at the Marsalis off-ramp, are needed.

Dallas Zoo Area Land Use Study

4. A Texas u-turn should be constructed on the north side of the Marsalis Avenue overpass. The Dallas Zoo seeks to mitigate existing traffic congestion in the area, particularly traffic generated by visitors to the Zoo.

The Oak Cliff Chamber of Commerce identified the following transportation issues:

1. Clarendon Drive, from Cumberland Street to the DART Zoo Station, should be rerouted.
2. Construct a "Texas turn-around" for southbound I-35E traffic entering the Dallas Zoo.
3. Erect a sound barrier along I-35E from Foster Street to Marsalis Avenue.
4. Make better use of the DART light rail station.
5. Repair and upgrade streets and other infrastructure throughout the study area.

4.3 Analysis

Improving the movement of people and goods in the study area requires a focus on more than vehicular traffic. A complete evaluation of the community transportation system requires a review of vehicular and pedestrian issues. Transportation improvements in the area must include streets and sidewalks. Improvements must also encourage connections to all available modes of transportation including DART bus and rail service.

A. Street/Intersection Improvements

The District Engineering Division of Public Works and Transportation completed a field study at the intersection of Beckley Avenue and Clarendon Drive. No hazardous conditions were identified. A visual observation of the existing traffic signal system was completed. It was noted that improvements could be made. The Traffic Management Division stated that the hardware in the existing system was not old, however, it would be possible to make improvements in the form of new paint for a refreshed look. The cost would be less than \$2,000. The District Engineer also conducted a site visit to the intersection of Cliff Street and Clarendon Drive to determine whether the turn radius was adequate. The findings concluded that the turn radius is sufficient for passenger vehicles. Larger vehicles would have to make wider turns to maneuver the intersection. The District Engineer would require more comprehensive study to address larger vehicle mobility at the intersection. The current configuration for the intersection provides a narrow turn radius for traffic attempting left turns and narrow access for vehicles moving through the intersection.

Beckley Avenue and Ewing Avenue were reviewed for the feasibility of street widening projects. South Beckley Ave (700 block to 100 block) is on the *Thoroughfare Plan* as a 4-lane undivided street (60' ROW, 40' pavement/20' parkway). The current configuration from Interstate 35E to Clarendon Drive is as a 2-lane undivided with 36' of pavement. The long-range plan calls for widening, but there is no schedule for construction or funding at this time. Ewing Avenue is designated both as a four-lane divided and as a three-lane undivided street, between Jefferson and Morrell on the *Thoroughfare Plan*. At this time, there are no plans or funds available to widen Ewing, nor has a need for widening based upon traffic volume been demonstrated.

Street conditions are an important part of vehicular mobility. While street and alley improvements are identified through the petition process, support should be given to area residents attempting to maintain the character and safety of neighborhood streets through improvement requests. Proactive measures are recommended when available to prevent the complete deterioration of streets, to maintain the streets and alleys currently in 'good to fair' condition, and to upgrade streets currently identified as poor and unacceptable.

B. Bicycle/Pedestrian Connections

Transportation alternatives should be promoted to mitigate the impacts of vehicular traffic on air quality in the City of Dallas. The study area provides convenient access to bus routes and light rail service. Bicycle and pedestrian improvements have been pursued for the study area in the form of the Townview Bicycle/Pedestrian Improvement Project. This project will address connection needs from the Dallas Zoo DART LRT station to 8th/Corinth LRT station, however, it excludes the areas southwest of Ewing Avenue to Beckley Avenue, along Clarendon Drive. Connecting this portion of Clarendon Drive to bicycle and pedestrian routes throughout the City would allow the area to connect to the larger system of bicycle and pedestrian routes. Additional discussion on pedestrian connections is in Section 5.0: Infrastructure.

C. Clarendon Drive

The Dallas Zoo and the Oak Cliff Chamber of Commerce have expressed a desire to connect the northern and southern properties of the Dallas Zoo into one contiguous property by closing the portion of Clarendon Drive that bisects the Zoo. Traffic that currently uses Clarendon Drive would either be allowed to filter through neighborhood streets south of the study area or be redirected around the southern edge of the Zoo creating a new alignment for Clarendon. Map 6 shows two alignments proposed by the Dallas Zoo. The portion of Clarendon that would be closed would provide additional space for future exhibits. Proponents of this proposal have suggested that Clarendon Drive is no longer needed as a thoroughfare because the Zoo entrance has been relocated to the I-35E frontage road. They have also suggested that most of the traffic on Clarendon Drive is cut-through traffic from the freeway.

The community has voiced strong opposition to the rerouting of Clarendon Drive. Residents have expressed concern about the impact a potential rerouting would have on existing residential neighborhoods and streets. As a result of this concern, the community has identified the following comments and recommendations for inclusion in this study: (1) Clarendon Drive is an important thoroughfare for this community; (2) The community opposes rerouting traffic onto neighborhood streets; (3) Any future changes should have extensive community input; and, (4) There must be evidence that closing Clarendon will benefit the community.

The City's Thoroughfare Plan identifies Clarendon Drive as a Collector street whose function is to collect and distribute traffic between local streets and the arterial street system. The Department of Public Works and Transportation does not support the closure of Clarendon Drive if the traffic is rerouted onto neighborhood streets. The proposal to close Clarendon Drive and reroute its traffic onto Winters Street or other streets south of the study area is problematic for the following reasons:

- (1) Winters Street and other nearby streets are typically local residential streets within a R-7.5 zoned district. Superimposing rerouted traffic from Clarendon Drive on traffic volumes already on these local residential streets will cause a severe, negative impact to the residents, and
- (2) Motorists who currently use Clarendon Drive for their east/west travel would be forced to travel circuitous routes in residential neighborhoods on streets that do not have the capacity or geometric design to accommodate them. This will likely result in congestion, traffic safety concerns, and additional travel time.

Public Works and Transportation could support a realignment of Clarendon Drive provided that the new alignment maintains the traffic function of the existing thoroughfare and that the new alignment is not rerouted onto neighborhood streets. Public Works and Transportation does not support changes in the alignment of Clarendon Drive that result in adverse impacts to adjacent neighborhoods. In conclusion, the Department cautions that there would be significant costs associated with a realignment of the roadway and there is no compelling reason, from a transportation perspective, to undertake the project.

D. Public Transportation

Community residents identified the need for additional Kiss and Ride parking for the Zoo DART Station. Ridership numbers were assessed by DART to review this need. It was determined that the ridership numbers do not indicate there are problems with the Kiss and Ride facility at the station. Kiss and Ride slots are not for long term parking situations. While no problems were identified, DART staff

will monitor the facility in the future. Alternatives for alleviating the problem will be addressed as they become apparent.

E. Interstate 35E Frontage and the Dallas Zoo

As the main entry into the Dallas Zoo, the Interstate 35E frontage plays an important part in establishing the first impression of visitors to the area. Needs identified in the area include the mitigation of traffic congestion caused by visitors to the Zoo along the Marsalis Avenue overpass and along frontage roads, sound barriers adjacent to the Dallas Zoo entrance, and the potential of constructing a Texas U-turn at Marsalis Avenue.

The Texas Department of Transportation will initiate a Major Investment Study (MIS) along Interstate 35E in 2002. This study will include environmental documentation that addresses many of the concerns of the Dallas Zoo in the area of Marsalis Avenue and Interstate 35E. Other transportation issues relating to the Dallas Zoo should be reviewed after the completion of the Dallas Zoo Master Plan. The growth of the Dallas Zoo and its attractions for visitors will greatly impact the transportation system in the area. The Zoo Master Plan will contain detailed information about the future of the Dallas Zoo that will provide the needed information for completing the best evaluation of future transportation issues.

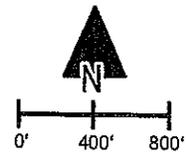
Dallas Zoo Area Land Use Study

Map 5



1999 Street Conditions

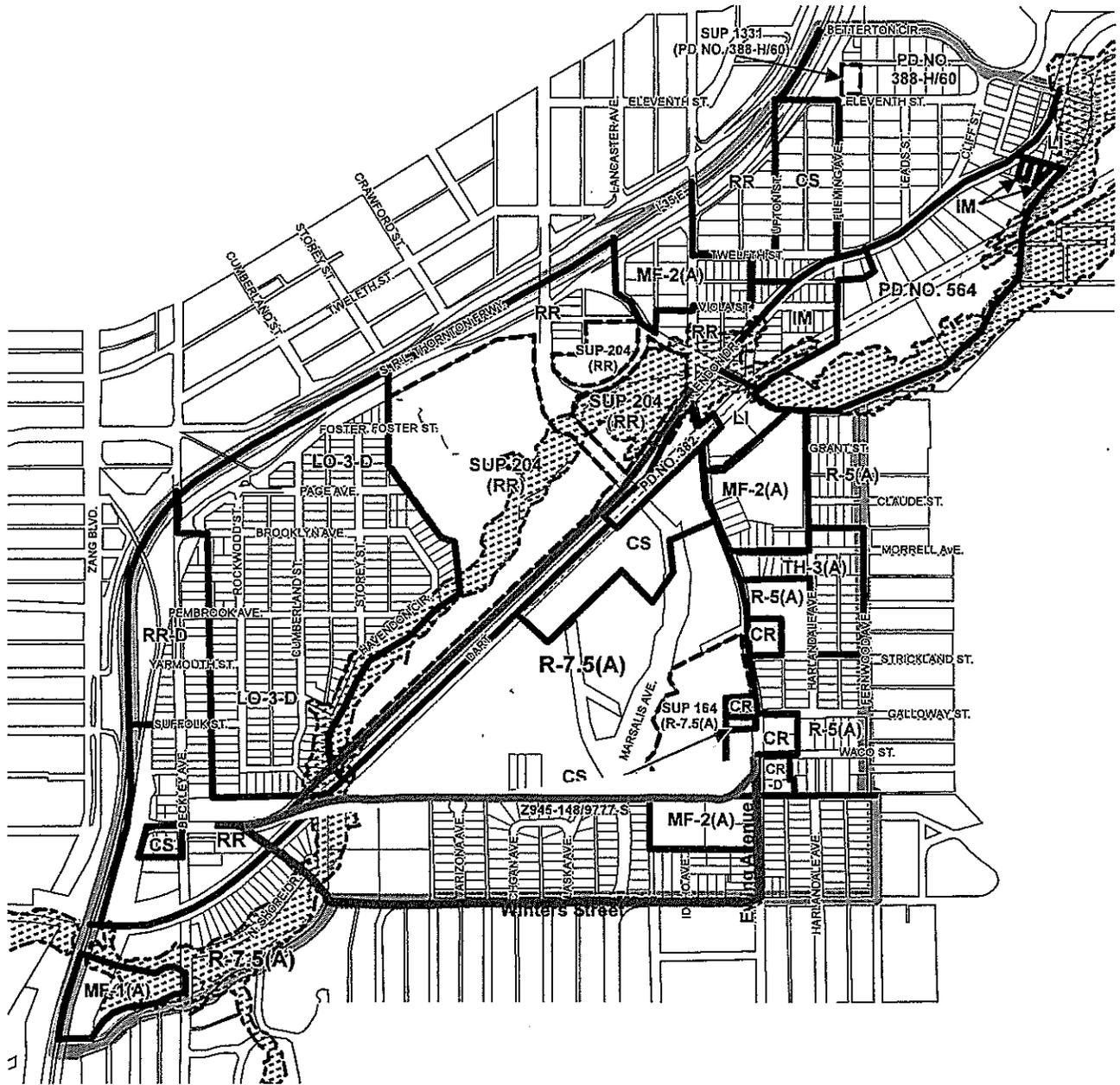
—A—
—B—
—C—
—D—
—E—
—U—



Prepared by
 The City of Dallas
 Department of Planning and Development

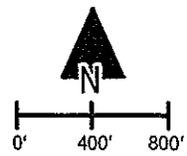
Dallas Zoo Area Land Use Study

Map 6



Proposed Clarendon Alignments

-  Closed Portion of Clarendon
-  Clarendon Alignment A
-  Clarendon Alignment B



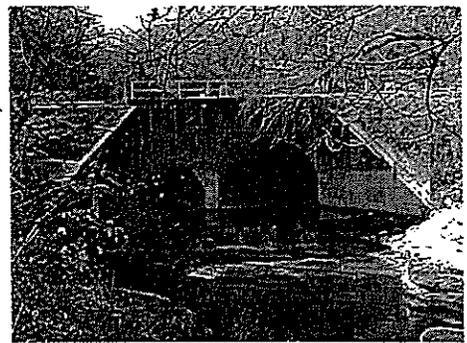
Prepared by
The City of Dallas
Department of Planning and Development

4.4 Recommendations

Project		Time Frame	Priority	Lead Department	
Type	Location				Preliminary Scope
Transportation	Study Area	Improve bicycle/pedestrian connections from Ewing Avenue to Beckley Avenue, along Clarendon Drive; connecting to improvements implemented through the Townview Bicycle/Pedestrian Improvement Program	1-5 years	Medium	Public Works and Transportation

Section Five

Infrastructure



5.0 Infrastructure

5.1 Existing Conditions

Capital improvements are an integral part of the Dallas Zoo Area Land Use Study in that capital facilities, known as infrastructure, are the physical improvements constructed by and for the public. Typical infrastructure improvements include community facilities such as drainage, water, wastewater, public buildings, parks, or major equipment that is of significant value and has a useful life of several years. Further, the purpose of addressing capital improvement planning in this study is to identify needed public improvements and to forward this information to appropriate City departments for implementation. This section will focus on infrastructure projects scheduled for funding over the next five (5) years, examine infrastructure needs, and propose recommendations for future implementation in the areas of community facilities and Cedar Creek.

5.1.1 Public Park Facilities

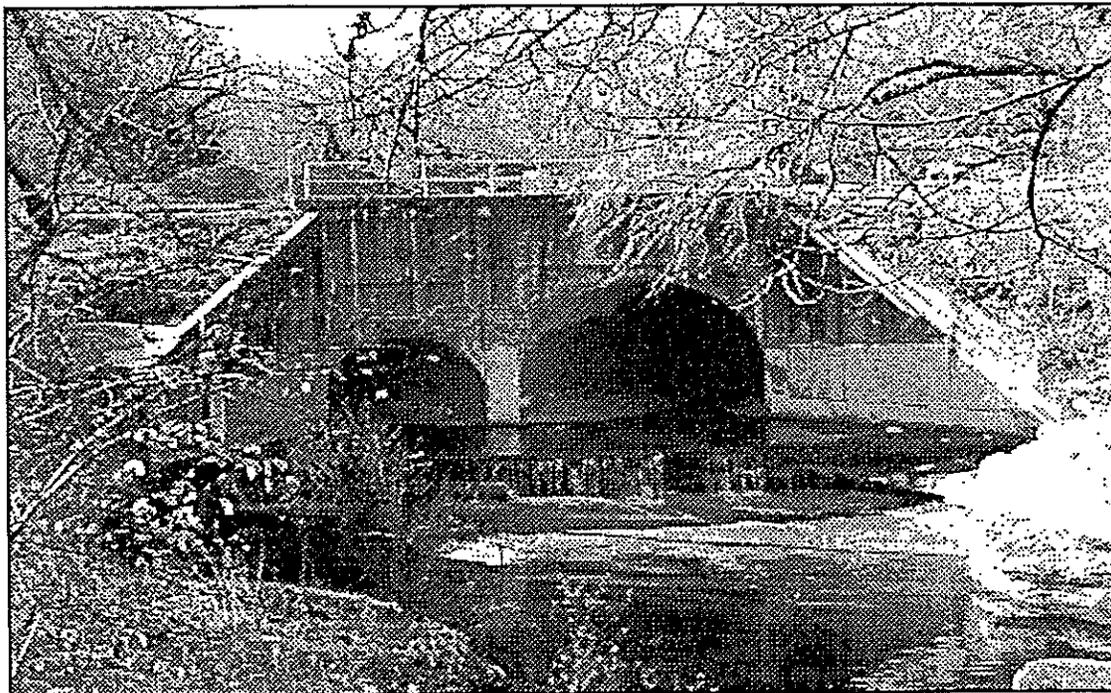
There are only two public facilities in the study area, Thomas Hill Park and the Dallas Zoo. Thomas Hill Park is a small neighborhood park on Ewing Avenue. Facilities at the park include basketball courts and open space. The Dallas Zoo, a park facility that serves as a tourist attraction for both Dallas residents and visitors to the City, offers more extensive attractions to visitors.

Over the last five (5) years the Zoo expended approximately \$25 million on facility improvements. Within the next 10-20 years expenditures are expected to exceed \$200 million. Currently, there are a variety of uses on Zoo property. They include offices, a hospital, a crematorium, animal exhibits, food services for visitors, maintenance areas, commissary/food storage and preparation areas, storage and warehousing, horticulture and forestry facilities, research facilities, retail and gift shops, classrooms, and laboratory education facilities. Capital improvements identified for future expenditures include renovations and new construction for a Conservation Education and Science Center (approximately \$15-20 million) and an elephant exhibit (approximately \$10-\$20 million). Due to a lack of eating facilities for Zoo visitors in the study area, the Zoo is currently constructing an indoor food court with a seating capacity of 280. Facility completion is anticipated by late Spring 2002 (Refer to Section 3.0: Economic Development for additional information on the Dallas Zoo). In addition to the need for eating facilities, the Dallas Zoo has also identified the need for additional parking.

5.1.2 Cedar Creek

Cedar Creek, within the study area boundaries, is comprised of portions of Cedar Creek, Kings Branch and Beckley Club Branch tributaries (Half Study, Plates 4-5, 4-6 and 4-7). The 100-year flood plain of Little Cedar Creek contains 21

acres. The flood plain in this reach is fairly narrow and uniform in width. Flooding along the Creek has caused concern for residents throughout the study area. Culvert improvements are currently underway at the Beckley Avenue bridge between North Shore Drive and South Shore Drive to address concerns of flooding at the bridge; however, concerns are continually expressed about flooding in other areas of the community.



Beckley Avenue bridge over Cedar Creek

Currently, the Storm Water Quality Division of the Department of Public Works and Transportation is conducting a review of Cedar Creek in the study area. The Division reviews the water quality in Cedar Creek annually, however at the request of the Dallas Zoo, the Division is conducting additional reviews of the creek. A report detailing the findings of this review will be available August 2001. The City monitors its streams as a part of requirements identified by the Environmental Protection Agency. While the Storm Water Quality Division has many responsibilities, an important tool used by the Division is the education of citizens, businesses, and industries on methods of reducing the amount of pollution entering city streams. For more information on storm water, contact the Storm Water Quality Division at 214-670-5000.

5.1.3 Curb, Sidewalks, Gutter, and Lighting

Capital improvements in the study area are needed specifically for curb, sidewalk, and storm drainage. The study area does not have an interconnected system of sidewalks in the community. Many areas with sidewalks are in need of repair. Sidewalks are of particular importance for pedestrian mobility to area light

rail stations and retail areas. In addition, curb and lighting improvements are also important features of a safe, user-friendly pedestrian system. Flooding from Cedar Creek throughout the study area has emphasized the need for adequate storm drainage to mitigate additional flooding problems.



Sidewalk on Beckley Avenue

Curb, gutter, and sidewalk improvements can be accomplished with full street paving improvements through the Property Owner Petition Program as described on page 31 of this study. Sidewalks on improved streets (with existing curb and gutter) can also be accomplished by a sidewalk petition or by recommendation of the Citizen Safety Advisory Committee (CSAC). The Department of Public Works and Transportation will perform a construction feasibility study and pedestrian count of the location of the sidewalk installation and submit the studies to the CSAC prior to their consideration of recommendation. All street and sidewalk improvements are subject to the availability of design and construction funding in a future capital bond program. The abutting property owners will also share in the cost of the above street and sidewalk improvements based on property width and zoning.

5.1.4 Urban Design

Residents of the study area identified the need to create a sense of place and identity throughout the community. Currently, there are no physical or visual links to community assets like the Tenth Street Historic District, area DART stations, community retail areas, or the Dallas Zoo. Urban design improvements can provide these links throughout the community and enhance the community environment for both residents and visitors. Proposed urban design improvements for the area should focus on the creation of a sense of place and the promotion of a community identity. Urban design elements can be used to enhance pedestrian connections from residential areas to retail and transportation nodes. Proposed improvements can be modeled after the recommended "gateway" improvements identified in the *Tenth Street Land Use Study*.

5.2 Community Identified Needs

Community needs concerning infrastructure issues were identified by the steering committee and included the following:

1. Curb, sidewalk, and gutter improvements are needed along Clarendon Drive, Beckley Avenue, and Ewing Avenue.
2. Improvements are needed along Cedar Creek to mitigate flooding problems.
3. Additional lighting is suggested for the Thomas Hill Park.
4. Encourage pedestrian activity through infrastructure and pedestrian safety improvements (sidewalk, lighting).
5. Topper signs and distinctive street signs for the community are encouraged.
6. Urban design features are encouraged along main streets (Beckley Avenue, Ewing Avenue, and Clarendon Drive) and at major intersections. Elements should include paving and landscaping.
7. A recreation center is encouraged on vacant land (currently owned by the Dallas Zoo) on Ewing Avenue, south of Strickland Street. (Currently Dallas Zoo property.)
8. Residents identified a need to improve signage on community streets directing visitors to the Dallas Zoo.
9. Elderly residents should be assisted with cleaning Cedar Creek in their area.

10. Sidewalks are needed on Rockwood Street.

11. Lighting is needed along alleys.

With the estimated increase in attendance to the Zoo projected over the next five (5) years, the Dallas Zoo has identified the following issues:

1. An on-site multi-story garage (5 levels) should be planned where the current animal shelter and American Legion building is located. Additional, fenced parking is needed along Clarendon Drive.
2. Infrastructure needs include sidewalk, curb and gutter improvements, street resurfacing, general maintenance of Zoo facilities, and maintenance of Cedar Creek on Zoo property.
3. Clarendon Drive, between Cumberland and the Marsalis Avenue overpass, should be closed to through traffic for future expansion and continuity of Zoo property. Removal of the 4 lanes (which divides the Zoo property) can be used for a variety of exhibits and/or parking.
4. Upkeep of the current infrastructure needs relating to compliance issues (e.g., compliance with American Disabilities Act (ADA), federal Environmental Protection Agency (EPA) guidelines, and local City codes).
5. Better signage is needed on primary roads.
6. More lighting is needed on Ewing Avenue and Clarendon Drive.
7. Landscaping is needed at the Marsalis Avenue/Ewing Avenue bridges and in front of the Zoo along Interstate 35.
8. A service tunnel under or an at-grade railroad crossing is needed across Clarendon Drive to facilitate internal Zoo vehicular service traffic.
9. A formal survey is needed of Zoo property.
10. Flood control and trash clean up along Cedar Creek is needed on Zoo property. Flooding continues to threaten existing infrastructure.
11. Access road on the west side of Interstate 35 between Marsalis Avenue and Ewing Avenue should be significantly landscaped.
12. Ewing Avenue needs improved curbs and sidewalks.
13. A water quality review of Cedar Creek should be completed from Polk Street to Ewing Avenue.

The Oak Cliff Chamber of Commerce identified the following infrastructure issues:

1. Improve water quality and flood control along Cedar Creek.
2. Re-landscape along I-35E from Foster Street to Marsalis Avenue.
3. Install directional signage to the Zoo within the neighborhoods surrounding the Zoo.

5.3 Analysis

Improving community infrastructure provides the foundation for future growth. Mitigating the flooding problems that continue to plague residents is important to the stability of housing and infrastructure in the study area. The following addresses infrastructure issues identified by community stakeholders:

A. Cedar Creek

A major concern for residents in the study area is flooding that occurs along Cedar Creek. In 1978, the City of Dallas contracted the firm of Albert H. Halff Associates, Inc. to conduct the *Flood Plain Management of Cedar Creek and Its Tributaries Study* that included an analysis of Little Cedar Creek, Kings Branch, Cedar Crest Branch, Beckley Club Branch, South Branch, Elmwood Branch, and Rugged Branch. Portions of Little Cedar Creek, Kings Branch and Beckley Club Branch run through the study area (Halff Study, Plates 4-4, 4-5, 4-6 and 4-7).

Recommendations noted in the Halff study, specifically applicable to this study, target culvert and channel improvements and erosion control. It is the continued concern of area residents and stakeholders that improvements be expedited. Improvement needs should focus on monitoring and removal of debris from Cedar Creek. Flooding is perceived to negatively impact Zoo exhibits adjacent to the Cedar Creek as well as properties along the creek. The Street Services Department is responsible for maintenance of the creek, however, it does not remove debris on private property. Area residents indicated that large pieces of debris often flow down stream from public property onto private property (usually after heavy rain and/or flooding) of the creek. The end result is dangerous flooding when debris obstructions are not monitored and/or removed in a timely manner. Cedar Creek is a natural creek. Erosion control can be accomplished using gabions, but modular block retaining walls would enhance the attractiveness of the creek if funding allows. Only a few homes remain threatened by erosion and those families should be assisted with relocation.

Meeting capital improvement needs on the Dallas Zoo property are also vital to the future of the community. The Dallas Zoo provides many opportunities for economic growth in the community and should be supported in maintaining a

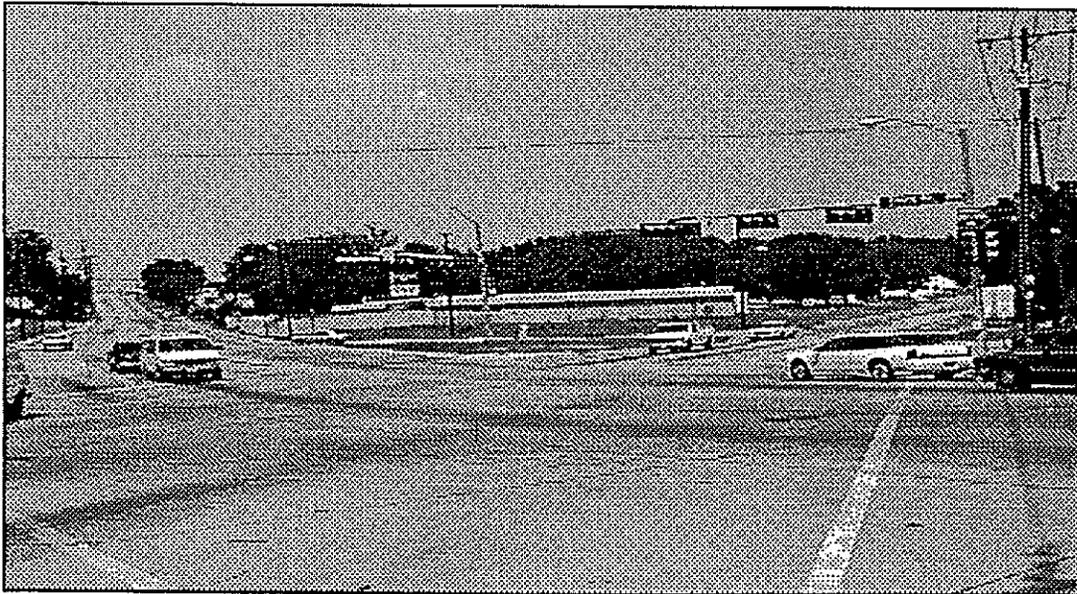
safe and current facility. Compliance with the American Disabilities Act and federal environmental protection guidelines are important for both visitors and 'residents' of the Dallas Zoo. Future capital improvement projects should be determined after the completion of the Dallas Zoo Master Plan. This document will provide a guide for needed improvements for Dallas Zoo property as the Zoo attempts to address existing and future needs.

B. Pedestrian Mobility

Infrastructure improvements within the study area are integral to the future of the community. Pedestrian mobility along community sidewalks supports the goal of encouraging a pedestrian community linked to public transportation and community retail areas. Sidewalk improvements should be a priority within a program of improved infrastructure and transportation improvements.

C. Urban Design

The *Tenth Street Land Use Study* identified five "gateway" areas for landscaping improvements. Recommendations focused on major access points in the area connected to Interstate 35 and Clarendon Drive. One gateway area is in the study area. The intersection of Clarendon Drive and Ewing Avenue is identified as a complement to the Dallas Zoo. It is recommended that gateway improvements be extended to the intersection of Beckley Avenue and Clarendon Drive. Recommended improvements also detail signage and lighting for the Tenth Street Historic District. This study further supports these recommendations and the pursuit of funding for implementation.



Clarendon Drive at Ewing Avenue Intersection

Dallas Zoo Area Land Use Study

Additional urban design elements have been identified to provide physical and visual links throughout the community. Improved signage directing visitors to the Dallas Zoo and other community assets, like the Tenth Street Historic District and area DART stations, can accomplish this goal. Community residents should pursue topper signs for the Tenth Street Historic District and other distinct residential communities in the area as recommended by the *Tenth Street Land Use Study*.

Residents and visitors currently have minimal signage identifying directions to the Zoo entrance and parking facilities from neighborhood streets or from other parts of the City, including the downtown area. Improved signage not only contributes to community identity, it can also serve as means of mitigating traffic problems. While the giraffe featured at the Zoo entrance provides a bold image identifying the Zoo's location along Interstate 35, visitors traveling to the Zoo through community streets, also need visual guides leading them to the Zoo. As a part of internal planning, the Dallas Zoo should explore this issue and develop strategies for addressing it.

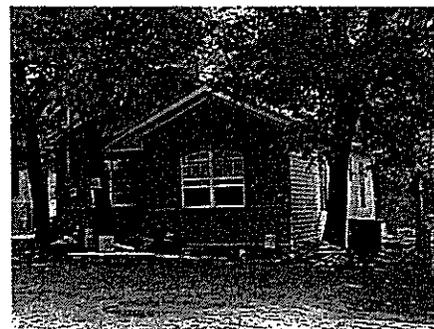
Dallas Zoo Area Land Use Study

5.4 Recommendations

Project		Time Frame	Priority	Lead Department		
Type	Location				Preliminary Scope	
1	Infrastructure	Cedar Creek	Improve policy that addresses needs for periodic inspection and debris removal for Cedar Creek	1-5 years	High	Street Services Department
2	Infrastructure	Clarendon Drive, Beckley Avenue, Ewing Avenue	Provide curb, sidewalk, and gutter improvements subject to funding for future bond program and abutting property owner sharing the cost.	On-going	Medium	Public Works and Transportation
3	Urban Design	Clarendon Drive at Ewing Avenue Clarendon Drive at Beckley Avenue	Pursue funding for "gateway" projects recommended by the <i>Tenth Street Land Use Study</i> , including the additional intersection of Beckley Avenue and Clarendon Drive	6-10 years	Low	Public Works and Transportation /Planning Department

Section Six

Conclusion



6.0 Conclusion

The primary goal of the Dallas Zoo Area Land Use Study is to create a revitalization plan for the Dallas Zoo area community. Revitalization efforts are designed to impart new life into a community, while maintaining the original community identity. This study is a plan for revitalization that seeks to achieve this goal by building on community visions and existing community assets. This document reviews the existing conditions in the area and provides recommendations that capitalize on existing land use and zoning, economic development opportunities, transportation options, and infrastructure components. Additional issues also contribute to the goal of revitalization. These issues, identified during the course of the study, relate to other elements that contribute to the stability and the future of the area. These elements are housing and code compliance.

The community identified poor code compliance as a hindrance to encouraging investment and supported increased enforcement and penalties. The identification of targeted grants for the repair and maintenance of historic housing was also identified as a need in the community. While these issues were not identified as a part of the study scope, each is an important component in the future of the Dallas Zoo area. Stable, thriving communities can be found throughout the study area. While the majority of the housing stock was built prior to 1960, most area communities have seen stability and are experiencing growth through new construction and the renovation of existing housing stock.

The *Tenth Street Land Use Study* provides an in depth review of housing and code compliance issues in the Tenth Street Historic District. The study provides a housing preservation model for the Tenth Street Historic District. The goal of the model is to provide a method of revitalizing the Historic District by restoring the integrity of the housing stock. This study supports the continued implementation of the recommendations found in the *Tenth Street Land Use Study*.

Review of the issues identified during the course of this study and implementation of recommendations are important for the future revitalization of the Dallas Zoo area. Additional tools for forwarding the goal of revitalization in the area are policy statements and recommended actions identified as necessary guides for implementing the needs of the Dallas Zoo area community.

6.1 Policy Statements and Actions

Policy statements are offered to provide guidance during the decision-making process and should serve as tools to ensure consistency when making decisions for the Dallas Zoo study area. To augment the policy statements in this section, actions were also identified to address associated issues:

Land Use and Zoning

Policy Statement No. 1 Favorably consider zoning changes that promote stability in residential areas.

Economic Development

Policy Statement No. 1 Continue strategies that encourage a mix of businesses providing community identified needs.

Policy Statement No. 2 Under-filled job opportunities (volunteer and paid) at the Dallas Zoo should be marketed by the Zoo to community residents through community publications and bulletin boards.

Action 1 Oak Cliff Chamber of Commerce (OCCC) should work with area businesses and stakeholders to encourage new community serving retail development and the retention of existing business uses.

Action 2 Local business owners, the OCCC, and City of Dallas Code Compliance Department should develop guidelines that encourage and assist business property owners with maintenance of their properties (e.g., façade improvements, code compliance).

Action 3 Local business owners should create or re-activate a Merchant's Association to coordinate efforts to improve the Beckley Avenue area.

Action 4 The City of Dallas Economic Development Department should conduct a Statistical Community Profile (e.g., demographic information, crime statistics, housing information, etc.) of the study area to determine the economic needs of the community and serve as an additional marketing tool.

Transportation

- | | |
|------------------------|--|
| Policy Statement No. 1 | Encourage the mitigation of traffic impacts as visitor traffic increases to the Dallas Zoo. |
| Policy Statement No. 2 | Encourage bicycle and pedestrian connections to light rail stations through transportation improvements (e.g. intersection crossings, etc.). |
| Policy Statement No. 3 | Encourage alley and street reconstruction improvement projects. |
| Action1 | Seek funding (e.g., Community Development Block Grant) to address needed street improvements. |

Infrastructure

- | | |
|------------------------|---|
| Policy Statement No. 1 | Encourage pedestrian activity through infrastructure and pedestrian safety improvements (e.g. sidewalk, lighting). |
| Policy Statement No. 2 | Establish periodic monitoring of Cedar Creek for debris clearing and erosion control on City of Dallas property. |
| Action 1 | Assist private property owners with heavy debris along Cedar Creek periodically to mitigate community-wide flooding problems. |

6.2 Implementation

This study is a first step in the revitalization of the Dallas Zoo area. Achieving the goals identified in the study will require the continued efforts of local residents, business owners, property owners, and other community stakeholders. The following charts provide recommendations for implementation.

Implementation Plan

Project			Estimated Cost to City	Funding Source	Time Frame	Priority	Implementation Responsibility			Lead Department	
Type	Location	Preliminary Scope					Fund Seeking	Construction/Implementation	Maintenance		
Current Physical Improvements											
1	Transportation	Clarendon (E) – Ewing to Leads South Shore (Beckley to Dead End)	Street Resurfacing	Completed	Completed	Completed	N/A	N/A	Public Works and Transportation	Street Services Department	Public Works and Transportation
2	Transportation	Alaska Avenue Michigan Avenue Galloway Street Waco Street	Alley Petition	Completed	Completed	Completed	N/A	N/A	Public Works and Transportation	Street Services Department	Public Works and Transportation
3	Transportation	Townview Bicycle/Pedestrian Improvement Project	A two-mile concentric area centered at the Yvonne Ewell Townview Center (1201 East 8 th Street)	\$200,000	TBD	TBD	Medium	Public Works and Transportation	Public Works and Transportation	N/A	Public Works and Transportation
4	Transportation	Interstate 35E	HOV lanes	N/A	TXDOT	Completion estimated for March 2002	Medium	TXDOT	TXDOT	TXDOT	N/A
5	Infrastructure	Cedar Creek	Water Quality review	TBD	TBD	TBD	Medium	Public Works and Transportation	Public Works and Transportation	N/A	Public Works and Transportation
Other Recommendations											
1	Land Use and Zoning	Residential area zoned LO-3-D	Authorize a hearing to determine proper zoning	No Cost	N/A	1 year	Medium	N/A	N/A	N/A	Planning and Development

2	Economic Development	Beckley Avenue	Encourage new community serving retail development and the retention of existing business uses	\$10-20,000	Public/Private Partnership Program	1-3 years	Medium	N/A	Community Stakeholders (local business owners, the Oak Cliff Chamber of Commerce, etc.) / Economic Development	N/A	Economic Development
3	Economic Development	Study Area	Conduct a Statistical Community Profile to determine the economic needs of the community and to serve as an additional marketing tool	\$10-20,000	Public/Private Partnership Program	1-3 years	Medium	Community Stakeholders (local business owners, the Oak Cliff Chamber of Commerce, etc.)	Community Stakeholders (local business owners, the Oak Cliff Chamber of Commerce, etc.) / Economic Development	N/A	Economic Development
4	Transportation	Study Area	Improve bicycle/pedestrian connections from Ewing Avenue to Beckley Avenue, along Clarendon Drive; connecting to improvements implemented through the Townview Bicycle/Pedestrian Improvement Program	TBD	TBD	1-5 years	Medium	TBD	Public Works and Transportation	N/A	Public Works and Transportation
5	Infrastructure	Cedar Creek	Improve policy that addresses needs for periodic inspection and debris removal	TBD	TBD	1-5 years	High	TBD	Public Works and Transportation	Public Works and Transportation	Public Works and Transportation

6	Infrastructure	Clarendon Drive, Beckley Avenue, Ewing Avenue	Provide curb, sidewalk, and gutter improvements	TBD	TBD	On-going	Medium	TBD	TBD	TBD	N/A
7	Urban Design	Clarendon Drive, Beckley Avenue, Ewing Avenue	Pursue funding for "gateway" projects recommended by the <i>Tenth Street Land Use Study</i> ; including the additional intersection of Beckley Avenue and Clarendon Drive	TBD	TBD	6-10 years	Low	TBD	Public Works and Transportation	N/A	Public Works and Transportation

TBD – To Be Determined. Each recommendation has specific details that need to be determined in more detail.
 N/A – Not Applicable

Appendix A

Area Land Use Studies

1. **Tenth Street Land Use Study (1999).** A citizen-based study focusing on issue identification and citizen concerns for the Tenth Street community. Recommendations focus on Housing, Historic Preservation, Land Use and Zoning, and Urban Design. Study recommendations identified a model plan for housing and historic preservation, urban design opportunities, and the need for neighborhood serving commercial uses in the community.
2. **DART Light Rail Transit (LRT) Station Area Plans.** Three (3) DART LRT plans in the immediate area include Clarendon/Ewing (Zoo Station), Eighth/Corinth, and Morrell Avenue areas.
3. **City of Dallas Tenth Street District Study.** This study focused on issues related to the Tenth Street Historic District. These issues include the threat of demolition to historic housing, code enforcement, illegal dumping, multiple property ownership, The Walker Consent Decree, the area flood plain, the Clarendon Drive realignment, the need for recreation space, and general zoning and land use issues.
4. **East Jefferson Area Neighborhood Improvement Study.** Encompasses the same area as the *North Oak Cliff Land Use and Development Plan*. There were no significant land use issues identified.
5. **Flood Plain Management of Cedar Creek and Its Tributaries (1978).** This study identified properties that could potentially be impacted by flooding. It provided recommendations for areas located in the vicinity of Moore, Eighth, and North Streets, and the former Interurban railroad bridge.
6. **Southeast Oak Cliff Land Use, Housing, and Economic Study (1988).** An area east of Tenth Street and I-35 is referenced which reflects zoning issues involving existing RR and CS zoning that could destroy the neighborhood through inappropriate development.
7. **North Oak Cliff Land Use and Development Plan (1986).** Covers an area west of I-35. General recommendations include rehabilitation in areas where land use patterns were stable and office uses (garden and mid-rise structures) fronting I-35.
8. **Brackins Village Target Neighborhood Plan (1998).** This study identifies assets and resources in the Brackins Village neighborhood. It identifies Walker Consent Decree tasks and City accomplishments.

Dallas Zoo Area Land Use Study

Appendix B

Zoning History

Zoning File	Location	Use	Approval Date
Z945-148/9777-S	Ewing Avenue at Galloway Street	Deed Restriction only permitting those uses in CR and vehicle or engine repair or maintenance use with all repairs occurring inside the building	12/13/95
PD No. 382	Clarendon Drive at Ewing Avenue	Transit Passenger and Transfer Center, and RR uses	11/10/93
PD No. 388-H/60	S. of Eighth Street/ E. of S. R.L. Thornton	Residential/ Neighborhood	10/13/93
PD No. 564	S. of Clarendon Drive/ E. of Ewing Avenue	IM District Use/ Paper mill	10/27/99
SUP 164	Marsalis at Hill	Municipal Storage area	
SUP 204	Sunset at Zang	Dallas Zoo	4/12/49
SUP 1331	Eleventh Street and Fleming Avenue, NE Corner	Child Care Facility	8/13/97

Dallas Zoo Area Land Use Study

Appendix C

Nonconforming Uses

No.	Location	Zoning	Existing Use	Recommendation
1	Generally bounded by R.L. Thornton Freeway to the north, the Dallas Zoo to the east, and lots fronting Rockwood Street on the south and west	LO-3-D	Residential (Single Family, Duplex), Church, Park	Initiate authorized hearing to determine proper zoning
2	Generally bounded by R.L. Freeway, Fleming Avenue, Twelfth Street, and Upton Street	CS	Single Family	Use should retain nonconforming rights per Section 51A-4.704 of the Dallas Development Code
3	Lots fronting Beckley Avenue	RR-D, RR	Single Family, Duplex	Use should retain nonconforming rights per Section 51A-4.704 of the Dallas Development Code
4	Generally bounded by Clarendon Drive and lots fronting Stampley Street and Slade Street	LI, IM	Single Family	Use should retain nonconforming rights per Section 51A-4.704 of the Dallas Development Code
5	Generally bounded by Twelfth Street, Upton Street, and Viola Street	RR	Single Family	Use should retain nonconforming rights per Section 51A-4.704 of the Dallas Development Code
6	Generally bounded by Twelfth Street, Upton Street, Viola Street, and Ewing Avenue	MF-2 (A)	Single Family, Duplex	Use should retain nonconforming rights per Section 51A-4.704 of the Dallas Development Code
7	Lots fronting Ewing Avenue at Strickland Street	CR	Single Family	Use should retain nonconforming rights per Section 51A-4.704 of the Dallas Development Code

Dallas Zoo Area Land Use Study

Appendix D

No.	Existing Business Uses	No.	Existing Business Uses
1	228 Stampley (auto repair)	25	Emma Samples Business Complex - C.L. Settles & Associates Notary
2	414 corner Clarendon (trailer bed sales)	26	Emma Samples Business Complex - Hi Praise Productions
3	A Step Beyond Child Care Center	27	Emma Samples Business Complex - Khalid's Real Estate & Investments
4	BCI	28	Emma Samples Business Complex - Kirby's Creative Learning Center
5	Courtesy Inn Motel	29	Emma Samples Business Complex - T.T.E.S. Foundation
6	Jazz's Christian Child Care Center	30	Fina
7	Johnson Ladder Company	31	Golden Gate Chapel
8	Malaika's Academy	32	Hamilton Car Care
9	Our 99 Store	33	Matchuata Tire
10	Rock-Tenn	34	Metro Apex Motel
11	San Marcos Distribution	35	R.L. Turner
12	Zoo Plaza - Shaunte's Kollege Korner	36	Smith Furniture & Appliance
13	Zoo Plaza - Southside Pager	37	Southcrest Construction
14	Zoo Plaza - Stadium Detail & Car Wash	38	State Radiator
15	Zoo Plaza - Tamale Express	39	Stuard Transmission
16	1108 Beckley	40	Surveying Associates
17	Abogado Law Offices	41	Swift Auto Salvage
18	Animal Clinic	42	T&T Auto
19	Beckley's Royal Beauty Palace	43	Tobeto
20	Chacho's Auto Repair	44	Trinity Bargain Barn
21	Delgado Garage	45	Young's Paint & Body
22	Donna's Hair Design	46	Frank's Auto Clinic
23	E.C. Automotive	47	M&D Moving
24	Eagle Tree & Roofing	48	Replacement Windows, Siding & Awnings

Appendix E

City of Dallas
Public/Private Partnership Program
Summary for Non-Residential Projects

City of Dallas Public/Private Programs

It is the purpose of the following programs to provide assistance only for projects where such assistance is necessary to stimulate private investment. Accordingly, these programs are available when agreements between the City and private parties that are not tax-exempt are approved by City Council prior to private investment occurring. Projects seeking economic incentives must provide written assurance that "but for" the incentives sought, the proposed project would be substantially altered such that the economic returns to the city would be reduced or the project would not otherwise occur in the city. Projects occurring in Southern Dallas are assumed to have met the "but for" test.

Tax Abatement

Temporary abatement of either real estate or personal property taxes. In limited cases, Southern Dallas projects may be considered for a combination of both real and personal property tax abatement when the combined amount does not exceed 90% of the City taxes on total new improvement value. Tax abatement for net new business personal property will require businesses to remain within the tax abatement reinvestment zone for twice as long as the duration of the abatement period. Recipient firms provide initial certification of required improvements and annual certification of job requirement. City staff may consider Dallas resident employment, contracting with local and minority and women owned businesses, efforts to exceed minimum environmental regulations, wage rates, community activities, and target industry projects when negotiating this incentive. All financial incentive terms must begin by January 1 of the second calendar year following City Council authorization.

Infrastructure Cost Participation

City pays some or all of required City infrastructure (within ROWs or easements dictated to City). Participation is considered on a "case by case" basis up to a maximum of 50% of eligible costs and contingent upon funding availability. Participation above 30% requires City bidding procedures.

Development Fee Rebates

"Case by case" rebate of City fees charged in the regulation of land development on a not-to-exceed basis. Rebata payable after Certificate of Occupancy and contingent upon funding availability.

ROW Abandonment Rebates and Credits

Rebate of and/or credit against monetary fees charged by the City for abandonment of public right-of-way and contingent upon funding availability. Rebates payable after City issues a Certificate of Occupancy; credits are offset against the costs of constructing certain negotiated public improvements which are not otherwise required of the developer.

Target Industry Projects

Target Industry projects are generally defined as follows: Brownfields or recycling, medical and high tech. Target Industry projects must be confirmed in advance by the City in order to receive consideration under this designation.

Walker Target Areas

Special tax incentives are available for companies who locate in a designated Walker Consent Decree target area and create 10 or more jobs or invest a minimum of \$500,000. Consideration will be given to the number of Walker resident hires and a project's economic impact on the target areas.

Public Improvement Districts

Special districts created by petition to privately fund public improvements or special supplemental services over and above those provided by City, when such services are supportive of related City investments in capital improvements.

Tax Increment Districts

Special districts funding public improvements (not services) with increased tax revenues resulting from new private development. Tax rates are the same as elsewhere in the City and no added cost to private parties is incurred.

Non-Conforming Projects

Non-Conforming projects are considered on a case by case basis for high impact projects, unique developments and competitive situations where projects may receive competing offers of incentives. These projects require a simple majority vote of City Council in Southern Dallas and a 3/4 vote of City Council in the CBD and in Northern Dallas.

High Impact Projects - Projects creating/retaining a minimum of 500 jobs with substantial capital investment. In addition, this status may be granted to major projects by Fortune 500, Manufacturers 400 or Global 500 listed firms.

Unique & Special Developments - Projects which have a metro-wide market area, and bring significant outside income into the City's economy and/or non-residential projects located in blighted areas as defined by the reinvestment zone provision in the Property Redevelopment and Tax Abatement Act.

Competitive & Retention Projects - In special cases, companies receiving competing offers of incentives or those currently located in the city of Dallas considering a relocation/expansion are eligible to apply for financial incentives with negotiable terms. Incentives may be offered in specific cases to "match other offers." Companies may be required to demonstrate competing cities, offers, land/lease costs, taxes at current rates, utility rates, relocation costs, other significant costs and "gap" to be filled, etc.

Other Sources of Financial Assistance

Grants and Loans

For qualified and approved businesses, the City will pursue programs for making loans and grants to promote local economic development.

Enterprise Zone Project Designation (State)

For qualified and approved businesses of 100 or more new jobs to the state of Texas, the City may apply to the State to rebate sales and use taxes paid, on a per-job basis. Also available is a reduction on a firm's franchise tax.

Freight Exemption

The City offers property tax exemption on eligible goods "in transit"—those to be sent out of state within 175 days from acquisition to be assembled, stored, manufactured, processed or fabricated. Oil and natural gas do not qualify.

Foreign Trade Zone

Allows duty-free importing of foreign-made components into the Zone, where they may be assembled, manufactured, processed or packaged. Duties are charged only when products are subsequently distributed into the U.S. market—if they are shipped to international markets, no duty is levied.

Small & Minority Business Loans

Direct loans for property acquisition, construction, equipment and working capital—may include management and technical assistance. For more information, contact Southern Dallas Development Corporation at (214) 428-7332.

To obtain more detail on these programs, or to inquire regarding other assistance, contact:

Economic Development Department
Dallas City Hall, Room 5CS
Dallas, Texas 75201
Phone: (214) 670-1685
Fax: (214) 670-0158

Appendix F



City of Dallas
Public/Private Partnership Program
Guidelines and Criteria for Non-Residential Projects

	Maximum Eligibility C/M/A	Tax Abatement* Percentage on added real estate or personal property value	Infrastructure Cost Participation City pays portion of required City infrastructure within ROWs or easements	Development Fee Rebates rebate of fees charged by the City in the regulation of land development	ROW Abandonment Rebates/Credits rebate and/or credit of fees charged by City for public right-of-way abandonment
SOUTHERN DALLAS ENTERPRISE ZONES AND COMMERCIAL ZONE "A"	<ul style="list-style-type: none"> projects creating or retaining 25 plus jobs OR minimum \$1 million investment 	<ul style="list-style-type: none"> up to 50% abatement for 10 years on added real estate value OR up to 50% abatement for 5 years on net new business personal property 	<ul style="list-style-type: none"> case-by-case up to 50% maximum over 30% requires City bidding procedures participation shall not exceed 25% of total on site improvement costs 	<ul style="list-style-type: none"> case-by-case 100% rebate on not-to-serve basis payable after Certificate of Occupancy issued 	<ul style="list-style-type: none"> 35% rebate credit for special public improvements
NORTHERN DALLAS ENTERPRISE ZONES and COMMERCIAL ZONE "B"	<ul style="list-style-type: none"> projects creating or retaining 25 plus jobs AND minimum \$2.5 million investment 	<ul style="list-style-type: none"> up to 50% abatement for 10 years on added real estate value OR up to 50% abatement for 5 years on net new business personal property 	<ul style="list-style-type: none"> case-by-case up to 50% maximum over 30% requires City bidding procedures participation shall not exceed 25% of total on site improvement costs 	<ul style="list-style-type: none"> case-by-case 100% rebate on not-to-serve basis payable after Certificate of Occupancy issued 	<ul style="list-style-type: none"> 35% rebate credit for special public improvements
CENTRAL BUSINESS DISTRICT	<ul style="list-style-type: none"> projects creating or retaining 50 plus jobs AND minimum \$5 million investment 	<ul style="list-style-type: none"> up to 75% abatement for 5 years on net new business personal property 	<ul style="list-style-type: none"> case-by-case up to 50% maximum over 30% requires City bidding procedures participation shall not exceed 25% of total on site improvement costs 	<ul style="list-style-type: none"> case-by-case 100% rebate on not-to-serve basis payable after Certificate of Occupancy issued 	<ul style="list-style-type: none"> 35% rebate credit for special public improvements
NORTHERN DALLAS COMMERCIAL ZONE "C"	<ul style="list-style-type: none"> projects creating or retaining 250 plus jobs AND minimum \$20 million investment 	<ul style="list-style-type: none"> case-by-case 	<ul style="list-style-type: none"> not available 	<ul style="list-style-type: none"> not available 	<ul style="list-style-type: none"> not available
NORTHERN DALLAS COMMERCIAL ZONE "D"	<ul style="list-style-type: none"> high impact projects creating or retaining 500 jobs Large industry or unique project provided special consideration 	<ul style="list-style-type: none"> case-by-case 	<ul style="list-style-type: none"> not available 	<ul style="list-style-type: none"> not available 	<ul style="list-style-type: none"> not available
WALKER CONSENT DECREMENT AREAS	<ul style="list-style-type: none"> projects creating or retaining 10 plus jobs OR minimum investment \$500,000 	<ul style="list-style-type: none"> up to 100% abatement for 10 years on added real estate value AND up to 100% abatement for 5 years on net new business personal property 	<ul style="list-style-type: none"> case-by-case up to 50% maximum over 30% requires City bidding participation shall not exceed 25% of total on site improvement costs 	<ul style="list-style-type: none"> case-by-case 100% rebate on not-to-serve basis payable after Certificate of Occupancy issued 	<ul style="list-style-type: none"> 35% rebate credit for special public improvements
NON-CONFORMING	<ul style="list-style-type: none"> case-by-case 	<ul style="list-style-type: none"> negotiable terms 	<ul style="list-style-type: none"> negotiable terms 	<ul style="list-style-type: none"> negotiable terms 	<ul style="list-style-type: none"> negotiable terms

The information contained herein shall not be construed as implying or suggesting that the City of Dallas is obliging or it under obligation to provide tax abatement or other incentives to any applicant, and all applicants shall be considered on a case-by-case basis. Franchises, Specialty Outlets, Businesses, Bars, Truck Stops and Truck Dealerships are excluded from consideration for incentives provided under this program.
* From when to pay at or above Living Wage levels for certain job classifications may be considered for a 10% bonus tax abatement.

Dallas Zoo Area Land Use Study

Appendix G

Demographics

The following information, from the City of Dallas Department of Intergovernmental Affairs, identifies demographic information for the study area. The study area includes United States Census Tracts 41, 48, 49, and 54.

Population

The population of the study area is:

- 1990 US Census 6,230
- 2000 US Census 15,103
- City of Dallas 1,188,580

Race

In 1990, the racial composition of the study area was:

City-wide

- Hispanic 48.3% 35.6%
- Black 47.1% 25.6%
- White 3.3% 34.6%
- American Indian 0.3% 0.3%
- Asian 0.3% 2.7%
- Two or more races 0.7% 1.1%
- Other 0.1% 0.1%

Age

	Age 0-5	Age 6-17	Age 18-21	Age 22-44	Age 45-64	Age 65+	Total
Area Total	634	1204	415	2,062	1,169	746	6,230
Area %	10.2%	19.3%	6.7%	33.1%	18.8%	12.0%	
City of Dallas	9.6%	15.4%	5.9%	43.2%	16.2%	9.7%	

Education (Years of School Completed, 25 years and older)

	Less than 9th Grade	9th-12th No Diploma	H.S. Grad	Some College No Degree	Associate Degree	Bachelor's Degree	Grad or Prof Degree	Total
Area Total	679	1,115	1,062	482	145	60	42	3,585
Area %	18.9%	31.1%	29.6%	13.4%	4.0%	1.7%	1.2%	
City of Dallas	12.3%	14.2%	21.7%	20.0%	4.7%	18.4%	8.7%	

Dallas Zoo Area Land Use Study

Income (Ranges)

	Less than \$15,000	\$15,000- \$27,499	\$27,500- \$49,999	\$50,000- \$99,999	\$100,000+	Total
Area Total	968	481	389	177	0	2,015
Area %	48.0%	23.9%	19.3%	8.8%	0.0%	100%

Poverty

In 1990, 33% of residents had incomes below the poverty level. Citywide, 18% of Dallas residents are below the poverty level.

Housing Characteristics

According to the 1990 Census, over 80% of area homes were built prior to 1960.

	Occupied	Vacant	Owner Occupied	Renter Occupied	Number of Units
Area Total	2026	539	1255	771	2,565
Area %	79%	21%	49%	30%	

Additional demographic information relating to land use and zoning, economic development, transportation, and infrastructure will be discussed in the sections relating to each topic.