



# SOUTH DALLAS FAIR PARK AREA PLAN

JULY 2025

CITY COUNCIL DRAFT



## PLANNING + DEVELOPMENT

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## LETTER FROM THE TASKFORCE CHAIR

Dear Neighbors,

This plan is more than paper, it's a promise. A promise to South Dallas that your voices were heard, your stories were honored, and your dreams will no longer be postponed.

For four years, a group of your neighbors - activists, pastors, developers, educators, organizers - met, debated, listened, and dreamed together. We poured time, energy, and heart into this work. We didn't gather to simply repeat the efforts of the past; we came together to change the outcome. This community has been studied, surveyed, and planned for generations. But what has been missing is true implementation and the financial resources to start.

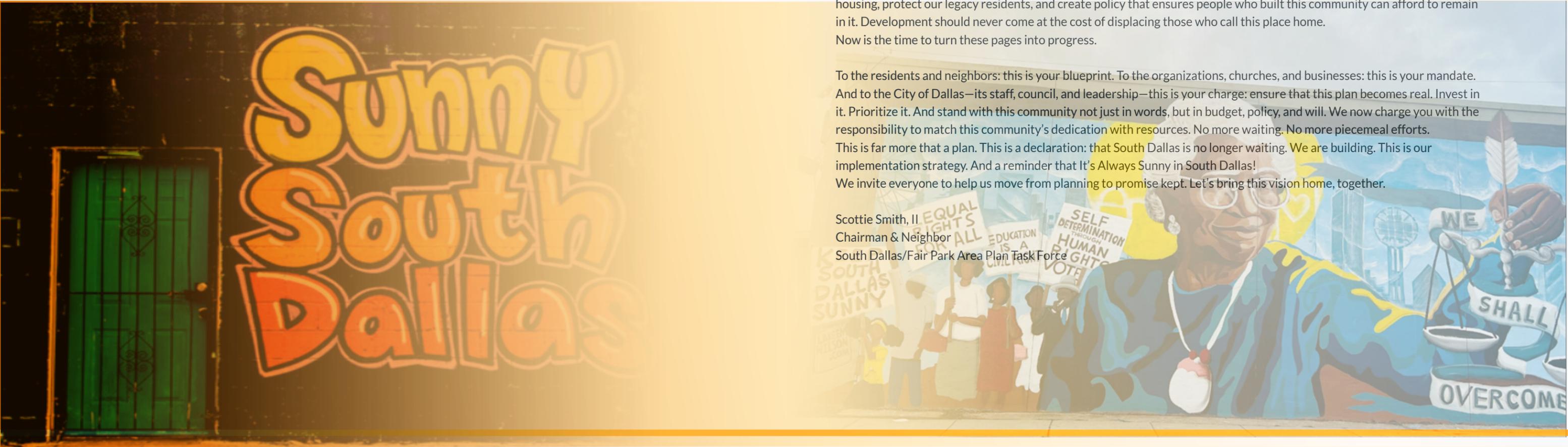
This work was personal. Every meeting, every page of this plan, was rooted in love for this place and our people. We honored the legacy of those who came before us and made space for the dreams of those coming after us. The residents of South Dallas have always had vision. And this plan—our plan—reflects that vision in detail. From the preservation of Queen City to the transformation of MLK Blvd. From protecting our culture to building pathways for prosperity. But a vision without action is just a dream deferred.

We also recognize the very real fears facing our community: the threat of displacement, the burden of rising property taxes, and the loss of generational homes. That is why this plan is grounded in equity. It calls for bold action to preserve existing housing, protect our legacy residents, and create policy that ensures people who built this community can afford to remain in it. Development should never come at the cost of displacing those who call this place home.

Now is the time to turn these pages into progress.

To the residents and neighbors: this is your blueprint. To the organizations, churches, and businesses: this is your mandate. And to the City of Dallas—its staff, council, and leadership—this is your charge: ensure that this plan becomes real. Invest in it. Prioritize it. And stand with this community not just in words, but in budget, policy, and will. We now charge you with the responsibility to match this community's dedication with resources. No more waiting. No more piecemeal efforts. This is far more than a plan. This is a declaration: that South Dallas is no longer waiting. We are building. This is our implementation strategy. And a reminder that It's Always Sunny in South Dallas! We invite everyone to help us move from planning to promise kept. Let's bring this vision home, together.

Scottie Smith, II  
Chairman & Neighbor  
South Dallas/Fair Park Area Plan Task Force



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## PLAN OVERVIEW

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- 2 GUIDING PRINCIPLES
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THE FOUR-YEAR PLANNING PROCESS INCLUDED EXTENSIVE COMMUNITY ENGAGEMENT, CONVERSATIONS, AND STRATEGY DEVELOPMENT TO REAFFIRM ESTABLISHED GOALS, CONFIRM UPDATED PRIORITIES, AND IDENTIFY THE ACTIONS AND PARTNERSHIPS NEEDED TO IMPLEMENT THE PLAN.

# INTRODUCTION

South Dallas/Fair Park (SDFP) generally comprises the area geographically defined by Planned Development District No. 595 (PD595), the South Dallas/Fair Park Special Purpose District. This district spans over 3,000 acres and is bounded by key roads and railways, including Union Pacific Railroad, CF Hawn Freeway, and R.L. Thornton Freeway. The South Second Ave and Elsie Faye Heggins Street intersection is at the center of the area, which also includes the Fair Park, MLK, Hatcher, and Lawnview DART stations. This Area Plan also includes areas immediately adjacent to PD595, including William Blair Jr. Park to the south.

SDFP has a rich history and culture born from the legends of the past and present. The community's power remains within the resilience and fortitude of its residents, community organizations, and local businesses. Although challenged by disinvestment for decades, community groups and advocates never lost faith in the strength and opportunity in this community.

As a renaissance began to occur in South Dallas, a renewed need emerged to reaffirm and update community goals and priorities through a strategic process and coordinated action by a coalition of area groups. This coalition, representing residents, businesses, nonprofit leaders, developers, activists and faith-based organizations, was selected by the District 7 City Council office to represent diverse viewpoints, needs, and solutions for the area.

Given the large number of previous planning efforts within SDFP, the task force championed that this plan should focus on implementation and action, rather than another visioning exercise. Discussions were challenging and passionate, but the task force dug in and persevered through the process. As a result, this SDFP Area Plan lays an achievable path that promotes change and preservation.



# PLAN OVERVIEW

Building on previous initiatives, this plan examines existing conditions, outlines a future land use and urban design vision, and offers recommendations for implementation. The contents of this plan represent multiple years of work by the SDFP task force and community members to reaffirm visions from many past planning efforts and provide an updated lens toward the future of this area. The focus is on action and implementation with an eye toward facilitating vibrant and culturally grounded development, particularly along walkable retail corridors, while also preserving and strengthening the area's unique, historic, and culturally significant neighborhoods.

The Area Plan is organized into four sections as outlined below. The planning process included lively conversation and debate to arrive at the guiding principles and narrowing down the focus areas within the very large planning area. The implementation section is guided by the priorities established in the previous sections. The plan serves as a realistic and actionable guide for achieving the community's vision and facilitating future development.

## 1 PLANNING PROCESS

Planning process involved engaging stakeholders, setting goals, defining objectives, identifying actions, and establishing timelines for implementation.

Extensive community outreach during the four-year planning process revealed that current needs differ from two decades ago when PD 595 was established. The updated plan reflects ongoing changes, including new development, residential growth, and infrastructure improvements in neighborhoods like Mill City, Queen City, and Bonton. It provides a foundation for zoning updates, capital improvements, and future land use decisions to address community character, quality of life, and economic viability.

### DEMOGRAPHICS + LAND USE & ZONING

Demographic and land use data are essential for understanding community needs, planning infrastructure, and guiding development.

- Population: 31,543
- Major Race: African American
- Housing Units: 12,418
- Major Land-Uses: Residential and Commercial
- Major Zoning Category: PD & Industrial Zoning

## 2 GUIDING PRINCIPLES

Guiding principles are crucial for maintaining focus and achieving long-term, sustainable success in implementation efforts.

### A LAND USE + ZONING

Amend land use policy and zoning regulations to support the repurposing of vacant and underutilized land uses consistent with the area plan vision.

### C ECONOMIC DEVELOPMENT

Promote economic growth and sustainable development to pursue catalytic opportunities for commercial and residential development.

### E COMMUNITY WELL-BEING

Implement land use policies, tools, and incentives that support improved health, safety, and quality of life for residents.

### B HISTORY + CULTURE

Protect, support and celebrate South Dallas Fair Park history, culture, people and architecture.

### D INFRASTRUCTURE

Advance safe, compact, walkable, mixed use development around DART stations and other transportation nodes to increase connectivity and access to housing and job opportunities.

### F HOUSING + DESIGN

Preserve existing housing stock for current homeowners and renters, ease displacement pressure on existing residents, and align opportunities for creating diverse housing options.

## 3 FOCUS AREAS

Focus areas are chosen based on community input, stakeholder priorities, and alignment with the plan's goals.

- 2ND AVENUE
- ELSIE FAYE HEGGINS STREET
- MALCOLM X BLVD CORRIDOR
- MARTIN LUTHER KING JR. DART STATION
- QUEEN CITY NEIGHBORHOOD

## 4 IMPLEMENTATION

Plan recommendations are summarized in the implementation tables organized by actions, timelines, responsibilities, and resources to ensure accountability and progress tracking.

Including objectives and action items in a plan is crucial as they provide clarity and a structured roadmap for achieving the plan's vision.

### OBJECTIVES

Define specific, measurable targets to achieve the plan's goals.



### ACTION ITEMS

Outline tasks and steps needed to accomplish objectives.

Key and lead partners are needed to provide leadership, expertise, and resources for successful plan execution.

### LEAD

Coordinate efforts and ensures progress on the plan's implementation.



### KEY PARTNERS

Collaborate to provide resources, expertise, or support.

# 1

# PLANNING PROCESS

## CHAPTER OVERVIEW

This chapter provides an overview of the background on the planning process, existing conditions of the project area, a brief historical context, and some of the area's key legacy projects. Understanding current and past conditions helps to establish a foundation for informed decision making and updated priority setting. By examining the existing conditions and some of the key projects--both of the past and new--we gain insight into both the opportunities and constraints that will shape future development and preservation efforts.

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- A. BACKGROUND & STUDY AREA ?
- B. STRATEGIC APPROACH ?
- C. HISTORICAL CONTEXT & DEMOGRAPHICS ?
- D. EXISTING LAND-USE + ZONING ANALYSIS ?
- E. LEGACY BUILDERS & NEW PROJECTS ?

# BACKGROUND

In January 2020, this planning and community engagement effort began with a five-signature memo submitted by Councilmember Adam Bazaldua (District 7) and co-signed by Councilmembers Jaime Resendez (District 5), Paula Blackmon (District 9), Omar Narvaez (District 6), and Adam Medrano (District 2). Shortly after authorization, the request was halted due to the onset of the COVID-19 pandemic. During this time of pause, it became evident that an area plan was necessary to support the authorized -hearing (zoning) process.

Area plans, which are also City-initiated and City Council-adopted, aim to create a future growth vision for multiple neighborhoods while addressing infrastructure improvements and other land-use concerns. Councilmember Bazaldua formed the South Dallas/Fair Park Area Plan Taskforce to guide the process and ensure diverse perspectives and input. The Taskforce, consisting of 23 members, included community leaders from multidisciplinary institutions, neighborhood association presidents, and representatives from organizations such as the Landmark Commission, Dallas Black Chamber of Commerce, Bonton Farms, and Fair Park First.

The early Taskforce meetings were challenging, with stakeholders somewhat in silos, advocating for the unique needs of their individual neighborhoods and/or organizations within this very large planning area, all while managing to meet during a pandemic. There was also struggle to resolve visioning for an area that had been planned over and over

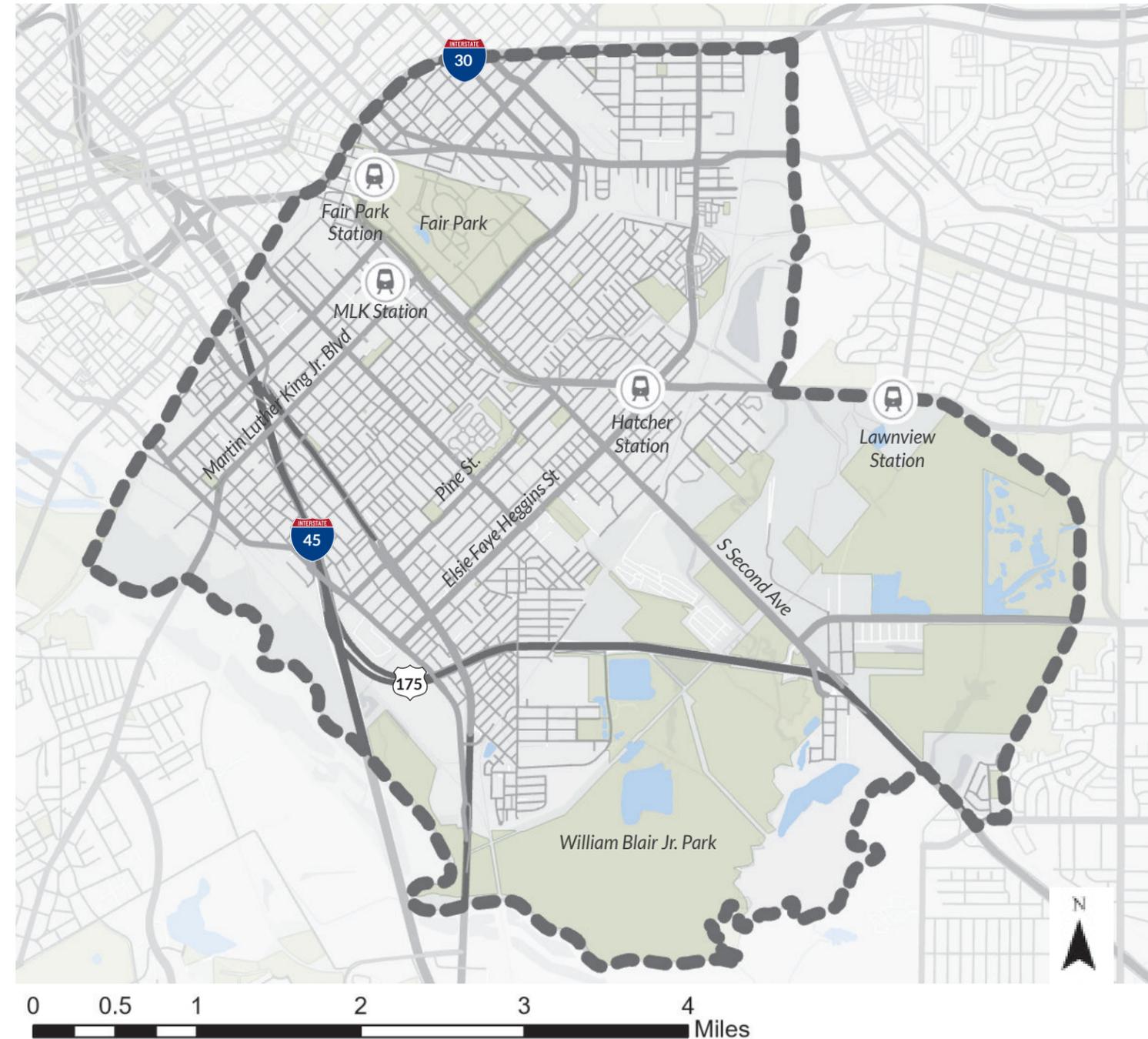
for decades, without much result. Over time, a shift in leadership and focus on the Taskforce led to an agreement that an implementation-driven approach, rather than solely a land-use vision, would better serve the community.

Those many past planning efforts, including the 2001 South Dallas/Fair Park Economic Development Corridor Plan, which catalyzed PD 595, were reviewed by City staff and the Taskforce, and established the blueprint for this plan. Many of the past plans addressed immediate needs, such as a pathway toward eliminating nuisance properties; however, the longer-term vision of active and culturally celebrated businesses and institutions and quality housing for South Dallas residents fell short. As a result, the area was left with an abundance of vacant buildings and restrictive development codes, now seen as barriers to growth.

The SDFP community is advocating for change, demanding answers about proposed infrastructure projects, the increasing numbers of unsheltered individuals, and the lack of locally based economic development. Longtime residents and influential community leaders emphasize the urgency to protect the area's cultural identity and address displacement pressures. Change is already evident in the area. Along Pennsylvania Avenue, vacant lots are transforming into contemporary homes priced above the city's median average housing price, signaling rapid development, and a need for proactive planning to ensure equitable outcomes. This plan proposes to tackle those issues.



# STUDY AREA



# STRATEGIC APPROACH

The Taskforce adopted a strategic approach to prioritize key issues for stakeholders and integrate relevant land use elements into the broader ForwardDallas 2.0 Comprehensive Land Use Plan. They identified six guiding principles: Land Use and Zoning, Housing, Economic Development, Infrastructure, Community Well being, and History and Culture.

The next milestone involved determining focus areas within South Dallas. After months of deliberation, the Taskforce identified five priority areas: 2nd Avenue, Elsie Faye Heggins Street, Malcolm X Boulevard, Martin Luther King, Jr. DART Station, and Queen City.

To address challenges such as “grossly incompatible housing types,” a term coined by former Councilwoman Ms. Diane Ragsdale, the Taskforce formed two internal working groups. One group focused on housing and proposed the need for residential design standards. The other group reviewed Planned Development 595 to recommend new uses, resolve barriers in the ordinance, and identify uses that should still require Specific Use Permits (SUPs).

In summer 2022, planning staff began engaging the broader community, visiting faith-based organizations, businesses, non-profits, neighborhood associations, and other stakeholders in South Dallas. The first public meeting was held at the South Dallas Cultural Center in December 2022, where residents provided feedback on the guiding principles, focus areas, and additional community development concerns related to land use and development. This effort aimed to create a timely, implementation-focused plan achievable within five years.

South Dallas/Fair Park (SDFP) stakeholders emphasized the need for their voices to be heard. The planning process fostered greater coordination in prioritizing needs and determining actionable next steps. Community leaders are demanding answers to pressing issues, including public works, homelessness, and the rapid development that risks displacing long-time residents. The urgency for change is palpable, as new developments and rising home values transform neighborhoods, bringing both opportunity and challenges.



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# HISTORICAL CONTEXT

The South Dallas/Fair Park area has a rich but complex history shaped by racial segregation, economic inequality, and resilience. Originally a working-class white neighborhood, it transitioned to a predominantly Black community during the early-to-mid 20th century due to a combination of redlining, restrictive covenants, and the Great Migration of African-Americans seeking opportunities in northern and western cities.

Fair Park itself played a central role in racial segregation; though it was a site for major events such as the Texas Centennial Exposition in 1936, Black residents were excluded or segregated from many facilities. Post-World War II urban renewal projects, highway construction, and disinvestment led to significant displacement and economic decline in the area.

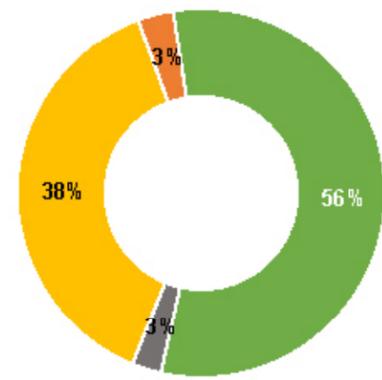
Despite these challenges, over time, the area became a cultural hub for Dallas' Black community, fostering thriving neighborhoods, businesses, and institutions despite systemic barriers. South Dallas/Fair Park remains a symbol of Black heritage and cultural significance, with efforts now focused on equitable revitalization to honor its history while addressing long-standing disparities.

In the past two decades much work has been accomplished to help revitalize South Dallas. Twenty years ago, the zoning was changed to help remove "bad actor" businesses that plagued South Dallas. Housing and Community groups such as ICDC, Frazier Revitalization, Habitat for Humanity, Cornerstone Baptist Church, St. Phillip's School and Community Center, Bonton Farms, Forward Forest, and others have built housing, supportive services and a created network of organizations dedicated to South Dallas residents.



# DEMOGRAPHICS

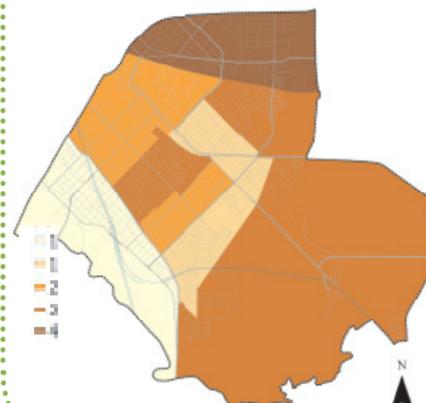
## POPULATION/ RACE



Racial Distribution

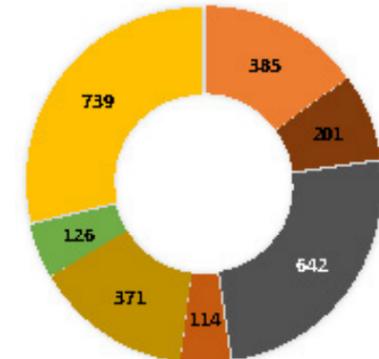
**POPULATION**  
31,543

**DEPENDENT POPULATION**  
12,509



Population over 65 or under 15

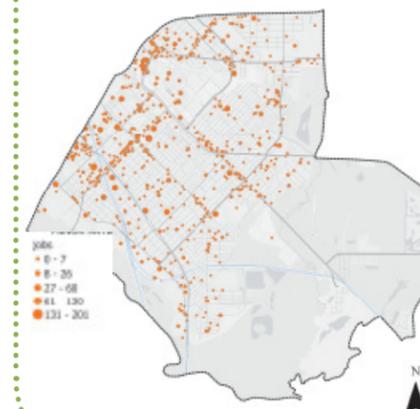
## ECONOMY



Major Employers

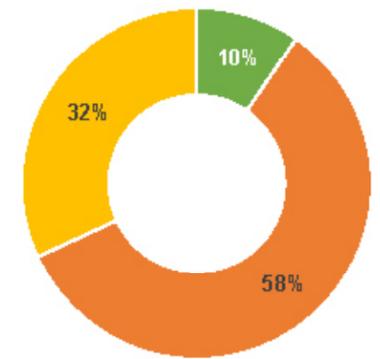
**JOBS**  
7,478

**MEDIAN INCOME**  
31,663



Job Density Map

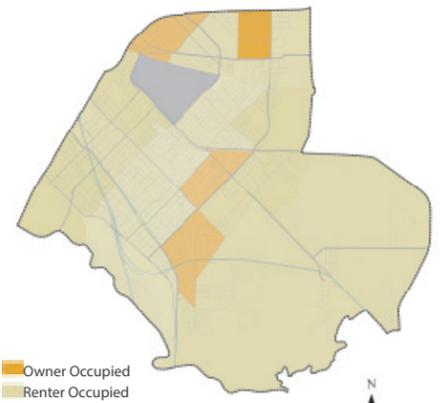
## HOUSING



Housing Occupancy

**HOUSING UNITS**  
12,418

**HOUSEHOLDS**  
11,225



Housing Tenure Map

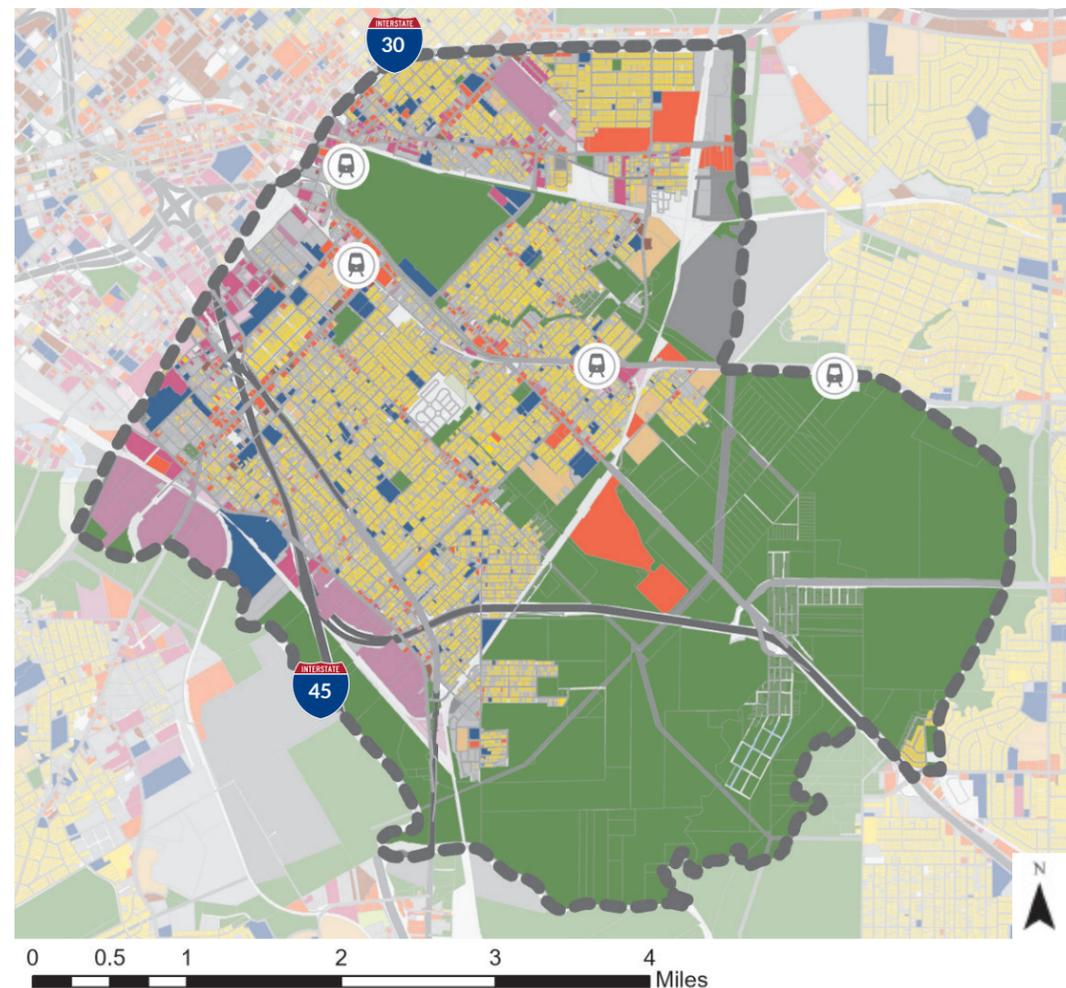
# EXISTING LAND USE

Parks and open space represent a large portion of the existing land use in South Dallas/Fair Park. This is mainly due to Fair Park (Northwest section of the map), Oakland Cemetery (Center on the map), and the flood plain where White Rock Creek meets the Trinity River (eastern portion of the map).

South Dallas/Fair Park is primarily represented by single family attached and detached land uses, as shown in yellow on the map. Many of the neighborhoods in South Dallas such as Bertrand, Bonton, Colonial Hills, Ideal, Mill City, Queen City, Wheatly Place, and South Blvd. are located in these residential land use areas.

Commercial uses, represented in red, are generally located along major streets. It is important to note that in both the commercial areas and within the residential areas that there is roughly ten percent of vacant land. Industrial land uses represented in various hues of purple, are located along and between the freeways, as well as along Botham Jean Blvd.

Lastly, there is a high amount of institutional (blue) existing land use. Institutional land uses include schools, community centers, churches, and other faith-based organizations, non-profits, and government buildings.



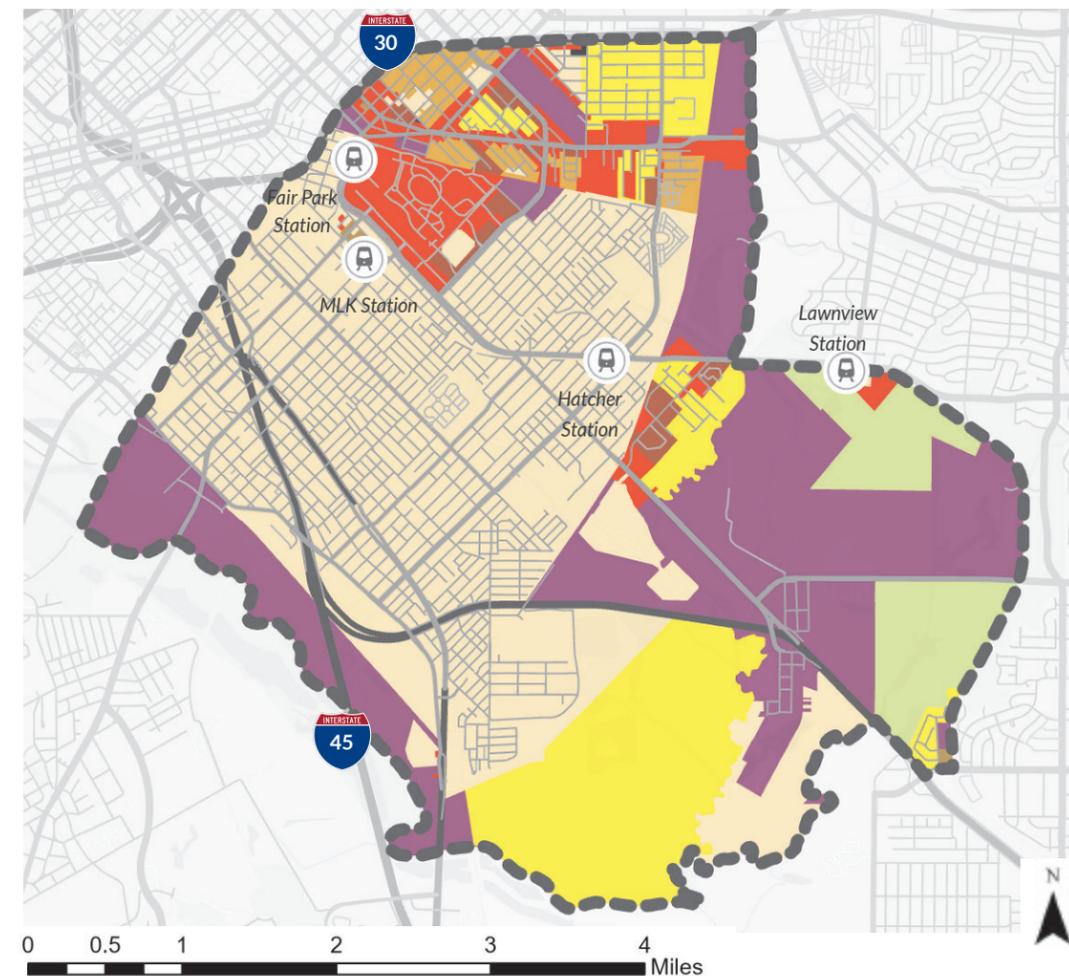
**WHEN FACTORING OUT FAIR PARK & FLOOD PLAIN, RESIDENTIAL IS THE PRIMARY LAND USE, WITH COMMERCIAL ALONG CORRIDORS.**

- Single Family Detached
- Single Family Attached
- Multi-Family Apartments
- Retail & Personal Services
- Office
- Light Industrial
- Heavy Industrial
- Warehouse / Distribution
- Public & Institutional Facilities
- Public Open Space
- Agriculture
- Utility
- Vacant

# EXISTING ZONING

Much of South Dallas is under Planned Development Number 595 (PD-595/PD). With only slight exceptions, it is a traditional land use based zoning code separating South Dallas into different areas for single family, multifamily, or commercial. It was written roughly twenty-five years ago to address certain issues South Dallas was facing at the time, namely the abundance of convenience stores that sold beer and wine and little nutritious food. The PD specifically makes those land uses allowable only through a Specific Use

Permit approved by City Council. It also limits community gardens in residential districts because of an abundance of groups outside of South Dallas who established "community gardens" on vacant lots only to abandon them. The PD was also written to act as a master PD meant to dictate the development of South Dallas the way similar PDs act in Oaklawn, the Cedars, or North Oak Cliff.



**MAJORITY OF SOUTH DALLAS IS COVERED BY PDs, WITH INDUSTRIAL ZONING ALONG THE OUTSKIRTS.**

- Agriculture
- Single-family
- Duplex & Townhomes
- Multi-family
- Community Retail & Services
- Mixed-use
- Industrial
- Utility
- PD

# LEGACY BUILDERS & NEW PROJECTS



## BACKGROUND

The following organizations have stood firm for more than two decades as pillars of the South Dallas community by building, restoring, and creating opportunities for residents and businesses, despite years of disinvestment in the area. Representatives of each of the organizations continued their commitment to the community by participating in the area planning process. Their long history has allowed them to develop a deep understanding of local issues, relationships, and resources, all critical to achieving the vision for South Dallas.

health access, bridging the education achievement gap, affordable housing, and community engagement in the historic Frazier neighborhood. Services: Frazier Revitalization provides a range of community-oriented services, including a community lawyering center, after-school programs, and a dental clinic to address residents' needs and promote neighborhood transformation.

### 1 CORNERSTONE COMMUNITY DEVELOPMENT CORPORATION

1819 Martin Luther King Jr Blvd. The Cornerstone Community Development Corporation (CCDC) is dedicated to the acquisition, stabilization, and development of real estate properties within the target area of South Dallas. Their mission is to revitalize the community by providing quality, affordable housing options and fostering economic growth through strategic real estate initiatives. Cornerstone's work aims to uplift neighborhoods and enhance the overall quality of life for residents in South Dallas.

### 3 INNERCITY COMMUNITY DEVELOPMENT CORPORATION

4907 Spring Avenue ICDC's mission is to create a stable, safe, and vibrant, South Dallas/Fair Park community by building partnerships that provide homeownership opportunities, economic development, community education, and advocacy. "Building Lives, Revitalizing Neighborhoods".

### 4 SOUTH FAIR COMMUNITY DEVELOPMENT CORP.

2610 MLK Jr. Blvd. South Fair's mission is to provide sustainable (affordable) housing for low and moderate-income families through multifamily, single-family, economic development, and through the connectivity of social services.

### 5 ST. PHILIP'S SCHOOL & COMMUNITY CENTER

1600 Pennsylvania Ave Vision: To build a vibrant, economically diverse community that honors its rich history while offering residents of all backgrounds opportunities to live,

work, play, and thrive. Strategic Priorities: Collaborative community planning, quality housing, economic development, wellness, and public safety initiatives to improve the quality of life for all South Dallas residents.

### 6 BONTON FARMS

6911 Bexar St.

Bonton Farms operates a farm-to-table restaurant and provides fresh, locally sourced food to combat food deserts and promote wellness. public safety initiatives to improve the quality of life for all South Dallas residents.

### 7 FOREST FORWARD

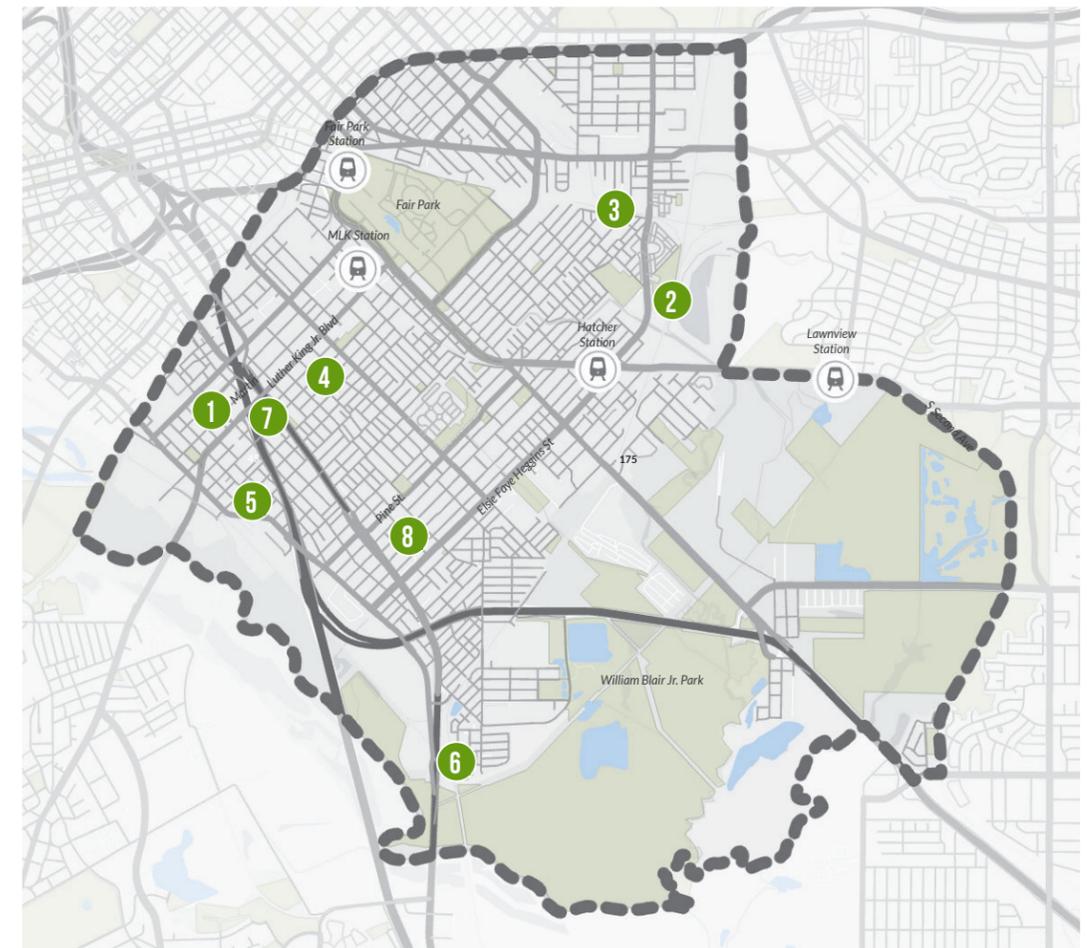
1920 Martin Luther King Jr.

The historic Forest Theater, previously vacant for 15 years is undergoing a major renovation to bring the theater back to life. Included in the proposal is a potential mixed-income housing development project, which will help diversify the housing in the neighborhood.

### 8 PARK SOUTH FAMILY YMCA

2500 Romine Ave

This newly renovated YMCA will serve as a critical asset to the Queen City neighborhood and the larger South Dallas/Fair Park area. It features one of the only three saltwater pools in the region, providing opportunities for fitness, recreation, and community programming for residents of all ages.



# 2

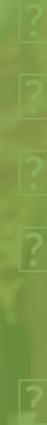
# GUIDING PRINCIPLES

## CHAPTER OVERVIEW

The task force spent a number of months and numerous meetings thoughtfully discussing the underlying guiding principles for their work and the area plan. Ultimately they decided on the six listed below. These six principles are meant to be the heart of the work and the recommendations included in the plan.

## CONTENTS

- A. LAND USE & ZONING
- B. HISTORY & CULTURE
- C. ECONOMIC DEVELOPMENT
- D. INFRASTRUCTURE
- E. COMMUNITY WELL BEING
- F. HOUSING + DESIGN



## CONTEXT

Land use describes how people use the land. It refers to the activities people designate to land for various economic or cultural purposes (e.g., agricultural, residential, industrial, and recreational uses).

Where do you go on Saturday mornings for goods and services? This question was presented by Tabitha Wheeler, Co-Chair of the South Dallas/Fair Park Taskforce. This question guided the taskforce and South Dallas/Fair Park residents for what specific land uses they wanted to see in their community. Community members expressed the desire for small businesses like coffee shops, smoothie shops, nice sit down restaurants, and many more.

This community feedback ultimately became the basis for the future placetypes for this plan area, as represented in ForwardDallas 2.0.

Placetypes describe the long-term vision and desired building and preservation characteristics for different places within the city including neighborhoods, mixed-use areas, employment and industry centers, and open spaces. They provide a high-level guide for the desired mix of land uses, design and the recommended intensity and scale of the different uses.

## GOAL

Amend land use policy and zoning regulations to support the repurposing of vacant and underutilized land uses consistent with the area plan vision.

## KEY ISSUES

1. Amend PD 595 to address identified land use issues.
2. Develop major commercial corridors to become mixed use corridors and allow residential uses.
3. Develop design standards for single family homes.
4. Address specific use permits and parking.

# A LAND USE + ZONING

## GUIDING PRINCIPLES

- A1** Amend land use policy and zoning regulations to address incompatibility between uses and promote vibrant neighborhoods and thriving commercial corridors.
- A2** Develop design guidance for new housing in South Dallas/Fair Park that is reflective of existing housing in established neighborhoods.
- A3** Encourage development of new, diverse housing options at appropriate locations including major corridors and transit hubs.

## OVERVIEW

Much of South Dallas is located within a unique zoning District called, Planned Development 595. It was created twenty years ago to address issues the community was facing at the time. Based on community feedback, new growth in the area, and market changes, a city initiated authorized hearing was initiated for this area. This plan will guide that future zoning review.

Through much discussion and debate, the Taskforce recommended that as part of the future review of the zoning within PD595, that additional design standards be added to the residential areas to promote more compatible development in established neighborhoods. The standards that the Taskforce and the community recommend are detailed in the Housing Design section of the plan.

It was also recommended by the Taskforce that the commercial areas of South Dallas/Fair Park allow for more mixed-use to help revitalize those areas and add much needed housing. The full recommendations for changes in the commercial areas are located in the implementation section of the plan, but some of the more prominent changes are included within this section.

To be clear, this area plan does not make these changes, however, the recommendations throughout this plan provide guidance for implementation and action to be taken through the zoning, that includes a separate public process.

## ACTION STEPS

**Amend zoning regulations in the PD that address concerns and issues facing the community today.**

- o Consider amending the PD to:
  - o Allow Catering Services land use by right in the mixed-use subdistrict.
  - o Allow Restaurant with Food-To-Go land use by right in mixed-use subdistrict.
  - o Allow Massage uses as an accessory land use to other Personal Service land uses.
  - o Include Vape Shops as a Tobacco Store not allowed.
- o Review the parking mandate in the PD, and if not addressed through citywide policies, reduce or in some cases remove the parking mandate from the PD.

**Prioritize redevelopment of commercial corridors and nodes as mixed use for appropriate scaling and density.**

- o Review the zoning for the following:
  - o Areas identified as Community Mixed Use for mixed-use subdistrict within the PD allowing Low to Mid Rise buildings.
  - o Areas identified as Neighborhood Mixed-Use for mixed use subdistrict within the PD allowing Low Rise buildings.
  - o Areas identified as Regional Mixed-Use for mixed-use subdistrict within the PD allowing Mid to High-Rise buildings.



# GOAL

Protect, support and celebrate South Dallas Fair Park history, culture, people and architecture.

## CONTEXT

South Dallas developed as an industrial and residential area in the late 19th and early 20th centuries. Its proximity to downtown and major railroads made it a hub for commerce and housing.

By the early 20th century, Jim Crow laws and discriminatory practices relegated African-Americans to specific areas, including South Dallas. These policies led to the area's transformation into a predominantly Black community.

South Dallas became a focal point for civil rights activism, with leaders and organizations advocating for desegregation, voting rights, and economic opportunities.

## B HISTORY & CULTURE

### GUIDING PRINCIPLES

- B1** Protect, support, and celebrate South Dallas/Fair Park history, culture, people, and architecture.
- B2** Promote urban design that respects the historic design and architecture of the area.
- B3** Promote and support community spaces that celebrate the community's history.
- B4** Support local small businesses and entrepreneurs, especially along cultural corridors such as 2nd Avenue, MLK JR, and Malcolm X.

### OVERVIEW

South Dallas is rich in culture and historical significance. There are numerous cultural assets throughout South Dallas spanning museums and cultural heritage including artists and musicians, architecture and buildings, neighborhoods, and family friendly spaces and places. The South Dallas community's rich history of prominent community leaders are immortalized by way of major thoroughfares throughout the community.

As you enter South Dallas from downtown you may find yourself on Al Lipscomb Way, once known as Grand Ave. Al Lipscomb Way is a direct entrance for vehicular traffic to Fair Park. Albert Louis "Al" Lipscomb, a seven-term Council member, and advocate for civil rights was born June 15, 1925. He was the lead plaintiff in the 1970s lawsuit that successfully challenged Dallas' system of electing every council member citywide, forcing the city to change to a mostly single-member district system.

Elsie Faye Heggins, Council member and civil rights activist, born August 20, 1934, fought for recognition of Dallas's Black heritage through the naming of streets and buildings. It has been said by many Dallas residents that "Mrs. Heggins is a true Dallas pioneer, building and fashioning a city that would serve ALL of its citizens, not just a select few for future generations."

### ACTION STEPS

#### Protect South Dallas/Fair Park history and culture.

- o Charge the Neighborhood Coalition and SDFP Taskforce with establishing a process to select a history and culture committee.
- o Pursue historical markers for Mrs. Pearl C Anderson home, and Hayden Grocery Store located in Queen City.
- o Celebrate South Dallas/Fair Park history by archiving historical information and creating a living document via online publication.
- o Work with existing cultural organizations such as South Dallas Cultural Center to collect oral histories from South Dallas residents.
- o Collect historical artifacts (photos, videos, memorabilia) of prominent South Dallas families to tell the story of various South Dallas communities.
- o Work with local sororities, and fraternities chapters that serve South Dallas and identify historical and cultural events of significance.
- o Document and collect history and cultural experiences from Fair Park in reference to African Americans. (State Fair Classic, Prairie View A&M and Grambling State)



## CONTEXT

Cultural assets are public amenities and elements of communities that create identity and shape external perceptions of place, including cultural facilities & institutions, cultural districts, and neighborhood gateways & identity.

# B CULTURAL ASSETS (CONT.)

### Cultural Assets

South Dallas is rich with historic and cultural heritage. The following cultural assets are not an inclusive list, but are some of the more prominent spaces, places, art, and figures that shaped the community. Keeping these legacies alive and further preserving others, retain a connection to the past while strengthening a sense of community and pride in South Dallas.

#### South Dallas Neighborhoods

- Dixon Circle
- Rose Garden
- Bertrand
- Wheatly Place
- Queen City
- Bonton
- Ideal, Elite
- Romine
- Mill City
- Dolphin Heights
- Charles Rice
- Lincoln Manor
- South Blvd. Park Row
- Colonial Hill
- Forest Heights/Forest District
- Jeffries-Meyers

### Architecture and Buildings

- Masonic Temple
- Hayden Grocery Store
- Bama Pie Building
- James Madison High School Italian Renaissance style of architecture built in 1916.

### Museums & Cultural Heritage

- Kathlyn Joy Christian Gilliam Museum
- African American Museum
- MLK Civil Rights Museum
- Arthello Beck Gallery
- Juanita Craft Civil Rights House and Museum

### Local Figures Memorialized by Street Name Dedication

SM Wright -Dallas native, born February 7, 1927, a Pastor, political strategist, and Dallas religious leader. In 1995, then Governor George W. Bush made Wright the first African American to have a Dallas freeway named in his honor.

J.B. Jackson Jr. -civil rights leader, political strategist, founding member of the Dallas Area Rapid Transit Board, and real estate broker. He worked with Elsie Faye Heggins to get access ramps placed within South Dallas community from Interstate 45.

### Family & Friendly Spaces and Places

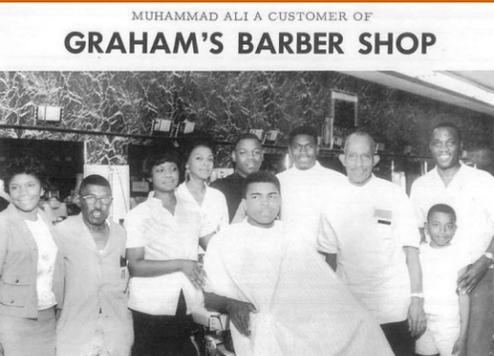
- MLK Center Library/Recreation Center
- Mildred Dunn Splash Park
- Exline Aquatic Center
- Juanita Craft Tennis Court
- South Dallas Bicycle Club – Al Lipscomb Way
- MLK Senior Center
- Larry Johnson Recreation Center
- Mildred Dunn Recreation Center, Turner Courts Recreation center
- Leo Chaney Park
- Rochester Park William Blair Park
- Juanita Craft Recreation Center
- Willie Mae Butler Park, Dixon Circle

### Cultural Artists/ Musicians

- Bobbie Humphrey -Flutist Lincoln High School
- David Fathead Newman –played with Ray Charles
- Butler Smith – played with John Coltrane
- Red Garland
- Shirly McFatter
- Belle Roberts Children Choir
- South Dallas Concert Choir
- William Sidney Pittman

### South Dallas Historical Markers

- New Hope Baptist Church July 27, 1873
- Salem Institutional Baptist Church 1888
- African American Museum
- Graham Barbershop



LEFT TO RIGHT: Customer, Jimmie Malone, Marie Cook, Althea Kimbrough, Customer, William Schufford, John Coleman - mgr., and two customers.

# GOAL

Promote economic growth and sustainable development to pursue catalytic opportunities for commercial and residential development.

## KEY ISSUES

1. Continued challenges in attracting private investment, and, a lack of infrastructure is hindering development.
2. Aging commercial corridors.
3. Lack of equitable economic development strategies.
4. Limited support for retaining & expanding existing small businesses.

## CONTEXT

Many of the commercial corridors and commercial nodes in South Dallas have struggled for a number of years. Disinvestment both on the private and public side have contributed to the struggles. Targeted strategies for investment in local businesses and entrepreneurs are needed. These strategies need to incorporate and promote equitable economic development policy in South Dallas.

In addition to equitable investment, the corridors and nodes themselves should be reimagined as mixed-use corridors and nodes to include both non-residential and residential uses.

# C ECONOMIC DEVELOPMENT

## GUIDING PRINCIPLES

- C1** Pursue impactful investment opportunities for commercial and residential development and redevelopment
- C2** Promote small businesses and neighborhood-focused businesses to establish SD/FP as a destination.
- C3** Encourage businesses that are compatible with surrounding residences.
- C4** Foster creation of walkable commercial corridors with small businesses, green spaces, pocket parks and recreation.

Targeted strategies are needed to support small businesses and entrepreneurs in areas with sustained economic underinvestment, particularly South Dallas.

## OVERVIEW

The Taskforce members, reflecting the desires of the community, felt that in order to create economic development in South Dallas, the City should direct funding into small and local businesses while also creating opportunities for new development along major corridors. There are opportunities to make more impactful use of existing funding sources such as the South Dallas/Fair Park Opportunity Fund and the Grand Park South TIF. In addition, allowing more mixed use along the corridors would help create economic development opportunities.

## ACTION STEPS

### Grand Park South TIF

- o Revamp TIF Board. Recommend members who have a vested interest in the TIF and South Dallas.
- o Provide onboarding and trainings for TIF members in TIF, economic development, and City policies.
- o Prioritize TIF funds to support new projects including costly infrastructure needs.

### Revamp South Dallas/Fair Park Opportunity Fund Board.

- o Recruit members citywide with affiliations, interests, and commitment to SDFP.
- o Create and implement a better marketing strategy for the funding source within the community.
- o Reallocate a portion of the SDFP Opportunity Fund for a micro

lending program with bridge financing.

### Promote growth and expansion of existing businesses.

- o Identify and promote small businesses and neighborhood-focused businesses to establish SDFP as a destination.

### Economic Development Services

- o Promote and market the services of the Economic Development office to the community.
- o Utilize the Small Business Assistance program to provide funding to local existing businesses and start ups.

### Potential Areas for Redevelopment

When considering opportunities for possible future development, the Taskforce and community members identified several specific locations that have the potential to act as catalytic projects.

- o Review development possibilities and address potential development hurdles at the following:
  - o 2800 and 2900 block of MLK Jr.
  - o Medill Street between Al Lipscomb Way.
  - o Meadow Street between Al Lipscomb and MLK JR.
  - o 3100 block of South Blvd.
  - o Vacant properties on Al Lipscomb Way between Robert B Cullum and Meyers Street.



## GOAL

Advance safe, compact, walkable, mixed-use development around DART stations and other transportation nodes to increase connectivity and access to housing and job opportunities for all residents.

## CONTEXT

Much of South Dallas lacks adequate infrastructure including but not limited to; sidewalks, water lines, sewer lines, stormwater, roads, and access to the Internet. In some cases this is because that infrastructure was not maintained, in other cases it was because that infrastructure was never developed. Moving forward, and looking south to bridge the infrastructure gap in South Dallas, investment in all forms of infrastructure is a priority.

## D INFRASTRUCTURE

### GUIDING PRINCIPLES

- D1** Weave neighborhoods together by connected streets, sidewalks, access to goods & services, and community gathering spaces.
- D2** Increase lighting, safety and police visibility to improve area's image and aesthetic appeal.
- D3** Improve street design & connectivity within the planning area. Address the digital divide by expanding broadband access throughout the area.

### OVERVIEW

There is a need for investment in infrastructure throughout South Dallas. There is hardly a street in South Dallas that does not need some type of investment in sidewalks, roadways, water lines, sewer, stormwater, broadband, street lighting and more.

The Taskforce prioritized some of the investment needs that they believed would be the most beneficial for the existing community and future development. Some of those recommendations are shown on the right. A larger list of recommendations is included in the implementation table at the end of the document. Ultimately, the five focus areas discussed later in this document are where major infrastructure investments should be prioritized.

### ACTION STEPS

#### Equitable Infrastructure Investment

- o Align infrastructure investment with current and future housing needs, emphasizing the interconnectedness of these elements for sustainable and resilient development.
- o ~~Review future investment recommendations made by the South Dallas/Fair Park Area Plan through an equitable lens to help determine which areas should be prioritized in South Dallas.~~
- o ~~In order to address inequity, the recommendations in this plan should be used to prioritize South Dallas when considering future citywide infrastructure investment.~~

Use plan recommendations to guide infrastructure investments in areas with long-term unmet infrastructure needs, such as South Dallas.

Evaluate future investment recommendations to identify areas with the greatest unmet infrastructure needs.



## GOAL

Implement land use policies, tools, and incentives that support improved health, safety, and quality of life for residents.

“Our neighborhood is awash in trauma-mental health, drugs, crime, AIDS, prostitution; this is an area where the city must step up with equitable resources to help fund the necessary agencies to combat this trauma.” - Hank Lawson, Pointe South Revitalization Committee Chair

## CONTEXT

Well-being is about being whole, as individuals and communities; Our access to well-being is vital for health, hope, and resilience. The human drive for well being is universal, access to well-being is not. This is due to inequities based on race, gender, sexuality, ability, and other factors. These inequities are often reflected in and reinforced by how the benefits and burdens of public investments are distributed, with harms concentrated and accelerated in historically underserved communities.

## E COMMUNITY WELL-BEING

### GUIDING PRINCIPLES

- E1** Implement land use policies, tools, and incentives that support improved health, safety, and quality of life for residents.
- E2** Promote parks, trails and connections to those parks and trails.
- E3** Incentivize access to healthy food stores.

### OVERVIEW

The health and well-being of the resident of South Dallas factored into a number of action steps in the implementation section of this plan. Investments in infrastructure, additional economic development and job opportunities, improvements in the housing stock and investment in new affordable and compatible housing are all rooted, in part, in acknowledgment that those recommendations all can improve the health and well-being of the residents of South Dallas. In addition, the Taskforce wanted to uplift several recommendations from community members that would improve the well-being of those in South Dallas. They are listed to the right.

### ACTION STEPS

#### Implement incentives that support improved safety and quality of life for residents

- o Select target areas for concentrated crime-remediation strategies to reduce violent crime,
- o Utilize racial equity investment. Designate a Right Care Team specific for South Dallas/Fair Park and reduce the number of individuals with untreated mental health conditions living on the streets.

#### Establish a committee responsible for overseeing the implementation of the SDFP area plan

- o Select representatives from the Neighborhood Coalition Group or the existing SDFP Area Plan Taskforce to uphold the objectives of the area plan and maintain accountability.
- o Partner with DART to continue increasing ridership of DART Go\_Link.

Allocate resources to address gaps in infrastructure and public services in neighborhoods with high health and safety needs. Designate a Right Care Team specific for South Dallas/Fair Park to reduce the number of individuals with untreated mental health conditions living on the streets.

## CONTEXT

South Dallas is home to roughly 8,595 housing units including detached residential, duplexes, townhouses, and apartments. Of those units, approximately 2,118 or roughly 25% are vacant detached residential/single family and undeveloped properties.

The majority of the existing detached homes were built between 1900 and 1950, and although they were built in different styles, they share a number of common design elements including number of stories, roof type, driveway and garage prominence, and entryway design. Between 1950 and 2010, a relatively small number of homes were built, however since 2010, home building in South Dallas has been on the rise once again.

As recently as 2022, more than 700 residentially zoned lots in South Dallas neighborhoods did not have a structure on them. Members of the task force and the community have been eager to have those properties develop with housing, however, there is growing concern about new homes in South Dallas not having a design that was compatible with the original housing stock. In some cases, as one Task Force member, former Councilwoman Dianne Ragsdale put it, the new homes were, “grossly incompatible” with existing homes.

## GOAL

Preserve existing housing stock for current homeowners and renters, ease displacement pressure on existing residences and align opportunities for creating diverse housing options.

## KEY ISSUES

1. Amend zoning to allow for additional housing options to accommodate different household sizes and income levels.
2. Preserve existing single family neighborhoods.
3. Work with housing department to formulate tools for anti-displacement of older neighborhoods.

## F HOUSING & DESIGN

### GUIDING PRINCIPLES

- F1** Ease displacement pressure on existing residents while creating diverse housing options for new and existing residents.
- F2** ~~Align opportunities for new housing development with the needs of diverse residents, considering incomes, age, and diverse family needs.~~
- F3** Preserve existing housing stock for current homeowners and renters and improve code compliance for unsafe or unmaintained buildings.

Align housing development with documented housing needs, particularly in mixed-income communities and high-demand areas.

### OVERVIEW

There is a strong sense of community throughout South Dallas neighborhoods, and there is a long history of community, resident, and business organizations advocating for quality and affordable housing in the area. Despite disinvestment over the years by both the public and private sector, community advocates, residents, and non-profits have worked tirelessly to manage, rehabilitate, and develop housing in South Dallas. However, recent new development pressure and rising property values have strained the resources and reach of these groups. In the spirit of continuing this work, the Taskforce recommended a number of actions to help existing residents maintain their housing, promote compatible new housing, and retain the identity of established neighborhoods. For these recommendations to be successful, support, investment, and coordination from both the public and private sectors are needed.

Preserving existing housing stock for current homeowners and renters is a priority for this area. Much of the housing stock is relatively affordable compared to other parts of the city, however, that is rapidly changing. The median estimated home value increased from \$165,395 in 2022 to \$220,910 in 2025. With a tight housing market, hundreds of vacant lots, and less expensive land as compared to other parts of the city, South Dallas is on the cusp of significant change, and there is concern about displacement and dilution of its historic and cultural legacy. A number of tools have been discussed to address these concerns including both financial assistance to help with maintenance and retention as well as design standards and overlays to help with preserving neighborhood identity.

The Taskforce also recognized that in addition to the efforts to preserve existing housing, there is a need for more and different types of housing in South Dallas, especially with an eye toward strengthening existing neighborhoods and prioritizing quality design. With the concern over “grossly incompatible” home designs, the Taskforce discussed extending design guidance to not just single-family homes, but to other housing types as well, particularly duplexes, given their popularity right now in the area. Historically in South Dallas, duplexes, according to one Taskforce member were “just houses with two front doors,” but, similar to new single-family homes, some new duplexes in South Dallas have been developed largely out of scale and context with existing housing. The plan calls for duplexes to have the same standards as single-family homes.

For other housing types, in general, it was recommended that new townhomes, apartments, and mixed-use developments be located along major streets including Martin Luther King Jr. Blvd, Malcom X Blvd, Elsie Faye Heggins St, 2nd Ave, S. Fitzhugh Ave, Robert B Cullum Blvd, and JB Jackson Blvd; at intersections; and at transit nodes such as DART stations. The additional housing would help to bring in jobs, economic development, and amenities to the community.



## CONTEXT

As recently as 2022, more than 700 residentially zoned lots in South Dallas neighborhoods did not have a structure on them. Members of the Taskforce and the community have been eager to have those properties develop with housing, however, there is growing concern about new homes in South Dallas not having a design that was compatible with the original housing stock. In some cases, as one Taskforce member, former Councilwoman Dianne Ragsdale put it, the new homes were, “grossly incompatible” with existing homes.

Different tools and options have been discussed and explored to ensure that new housing in South Dallas is reflective of the design and pattern of established neighborhoods including Conservation Districts, Historic Districts, and Neighborhood Stabilization Overlays. Given the complexities of these processes, immediate market pressures, and a significant amount of vacant land available in infill areas, the Taskforce and other community representatives agreed that laying the foundation in this plan for amendments to the residential design standards in PD595 would be the most efficient way to address the majority of the resident concerns.



## KEY DESIGN ELEMENTS

1. Porches in the front
2. Garage placement
3. Pitched Roof

### Building Scale and Form

1. Maximum Height
2. Reduced pavement/driveway width in the front

## HOUSING & DESIGN ACTION STEPS

### Align opportunities for new housing with the diverse needs of residents including income levels, age, and stages of life.

- Coordinate with the Housing Department ~~to provide planning, design, and zoning support, where needed, within the Southern Dallas Equity Strategy Area as outlined in the City's Housing Plan.~~
- Advance the revitalization and redevelopment of the Jefferies-Meyers neighborhood, including providing clarity on the environmental barriers that exist on certain properties.
- Provide strategic and dedicated funding from the Home Improvement and Preservation Program (HIPP) for South Dallas/Fair Park.

### Enhance preservation efforts in South Dallas.

- Provide support for the historic designation process in the Queen City neighborhood.
- Coordinate with historic preservation staff to assess other neighborhoods in South Dallas to determine interest and eligibility for pursuing historic designation, a conservation district, or another similar program with focus on preserving areas of architectural and cultural significance.

### Preserve existing naturally occurring affordable housing.

- Provide workshops on homestead exemptions and the appeal process for property valuations.
- Work with Legal Aid of Northwest Texas to host heirship property education workshops.
- Support external efforts for property tax reductions.
- Increase home maintenance grant assistance programs for low income homeowners to help stabilize aging properties and keep people in their homes.
- Ensure that South Dallas is included in any target areas for the deployment of anti-displacement tools as they are developed and implemented within the city.
- Develop policy requiring developers purchasing City of Dallas real estate to host community meetings to engage surrounding property owners early on in any redevelopment process.

### Update PD 595 to incorporate residential design standards for single family zoning districts:

#### Front Porches

Porches add usable outdoor space to a home, provide shelter from the elements, and create a welcoming feel along the street. Porches should be included with new construction and should define a combination of minimum width, depth, elevation difference from grade, railing or enclosures, massing of the posts or other elements.

#### Garage Placement

Garages should not be the prominent feature of the home or the front yard. If there is alley access, garages should be accessed from the alley when possible. Without alley access, garages should be placed in the rear yard if detached, and if attached, set back from the front facade of the building. In addition the percentage of the linear feet of garage frontage of the front façade should be limited.

#### Height

To maintain a more consistent scale between new construction and existing homes, the maximum height of single family homes and duplexes should be reduced from the current height allowed and measured at the highest roof point and not the mid-point of the roof as is the current standard. The height should be no more than 30 feet, limited to a maximum of 2 and 2.5 stories.

#### Pitched Roof

Roof type can significantly impact the massing of a home and how it relates to neighboring buildings. New construction should include a roof with some degree of pitch in a more traditional gable or hip style where the pitch would come together.

#### Minimize Driveway in Front Yards

Impervious cover in the front yard not only impacts design, but stormwater management as well. The paved area in the front yard, including driveways and walkways, should be limited to more closely reflect the traditional neighborhood context.

#### Windows

Windows on the front façade can contribute to an inviting walk up appeal of a home and provide additional eyes on the street promoting an increase in a sense of community. New homes in South Dallas should have a minimum percentage of transparency (windows) on the front façade.

# 3

# FOCUS AREAS

## CHAPTER OVERVIEW

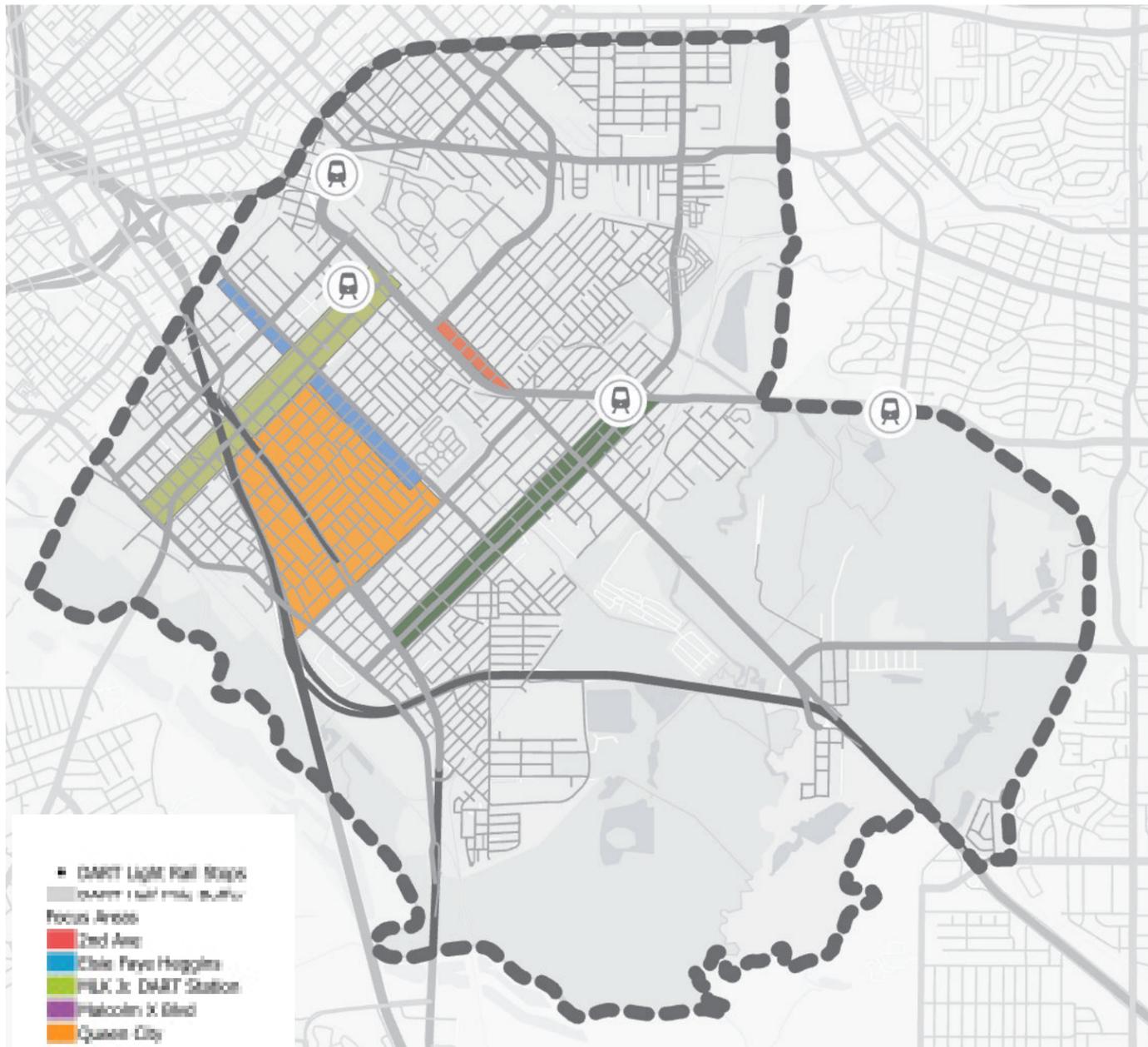
Focus areas in the South Dallas/Fair Park Area Plan serve as key areas where efforts and resources should be concentrated to address specific challenges, unlock potential, and stimulate development. These areas were chosen based on their ability to drive meaningful change, such as boosting economic activity, improving community infrastructure, and enhancing quality of life. Focus areas foster collaboration among stakeholders and guide targeted actions to ensure sustainable and impactful outcomes. The focus areas were vetted & prioritized by the Taskforce and presented to the broader community. There are other areas of need within the plan area; however these five areas were selected based on their opportunity now and their potential to have a positive impact not only to the areas themselves but to the surrounding areas as well.

## CONTENTS

- A. 2ND AVENUE
- B. ELSIE FAYE HEGGINS STREET
- C. MALCOLM X BLVD CORRIDOR
- D. MARTIN LUTHER KING JR. DART STATION
- E. QUEEN CITY NEIGHBORHOOD

# FOCUS AREA MAP

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# 2ND AVENUE

## CONTEXT

Second Avenue was once the heart of South Dallas. It was a vibrant street full of shops, restaurants, and the people of South Dallas. But years of neglect, under investment, limiting development regulations, and the absorption of parts of 2nd Avenue into Fair Park has left 2nd Avenue a shell of its former self. Current land uses along the street are a scattered mix of office, retail, restaurant, and institutional, with a number of vacant properties. Through thoughtful investment and planning, Second Avenue can once again become a vibrant focal point of South Dallas.

## FUTURE VISION

The future vision for 2nd Ave is that it become a walkable street with retail, restaurants, office, residential, and mixed-use buildings, with an overall focus on entertainment. New buildings should mimic many of the existing

buildings that have a Pre-World War II style, where the buildings are close to the street with parking either on-street or behind the building. The existing right-of-way of 2nd Avenue (currently four-lane undivided) should be examined to determine if another street design would match a walkable mixed use street. This vision for 2nd Avenue aligns with the citywide Neighborhood Mixed-Use Placetype which describes low-rise, walkable mixed-use areas.

## RECOMMENDATIONS

To achieve the vision of the walkable mixed-use street, the following are recommended:

A change to the zoning along 2nd Ave and between 2nd Ave. and Robert B Cullum should be considered to spur interest and activate ongoing events and activities along the corridor.

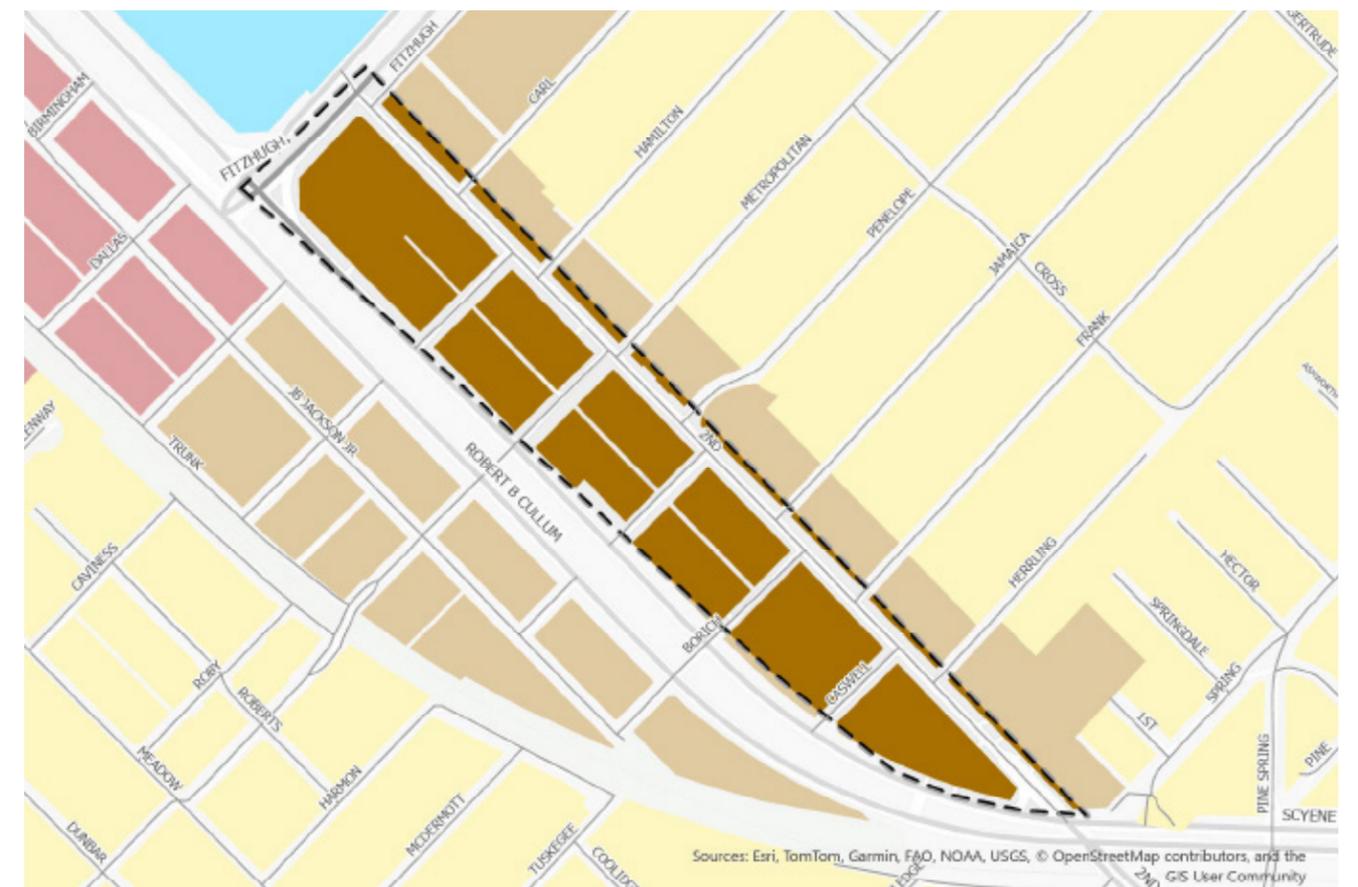
A Mixed-Use Subdistrict within Planned Development 595 should be

considered to allow for retail, personal service uses, office, restaurant, residential, (in particular if part of a mixed-use building.) The subdistrict should also include development standards that encourage the buildings to be located close to the street, be limited to low rise in height, and remove parking minimums.

The 2nd Avenue merchant association should work with the Dallas Black Chamber of Commerce to host quarterly workshops. Consider updating the zoning for areas identified as Neighborhood Mixed-Use to allow for a walkable mix of uses.



## FOCUS AREA MAP - FUTURE PLACETYPES



# ELSIE FAYE HEGGINS ST.

## CONTEXT

Elsie Faye Heggins is the main thoroughfare in South Dallas along the eastern side of the community. Originally called Hatcher Street, the street was renamed a decade ago in honor of the South Dallas civil rights leader and City council member Elsie Faye Heggins.

The street is a mixture of residential with commercial nodes at key intersections. Like many of the commercial areas in South Dallas, underinvestment from both the public and private side, has contributed to vacancy and deteriorated property conditions at the commercial nodes.

## FUTURE VISION

During engagement through the area plan process and ForwardDallas

2.0, community members and Taskforce members spoke about a revitalized street with mixed-use nodes at major intersections and increased residential options along the corridor. In particular investment in the commercial area at the intersection of 2nd and Elsie Faye Heggins was highlighted as a potential area for vibrant mixed use development with shopping, dining, and additional residential.

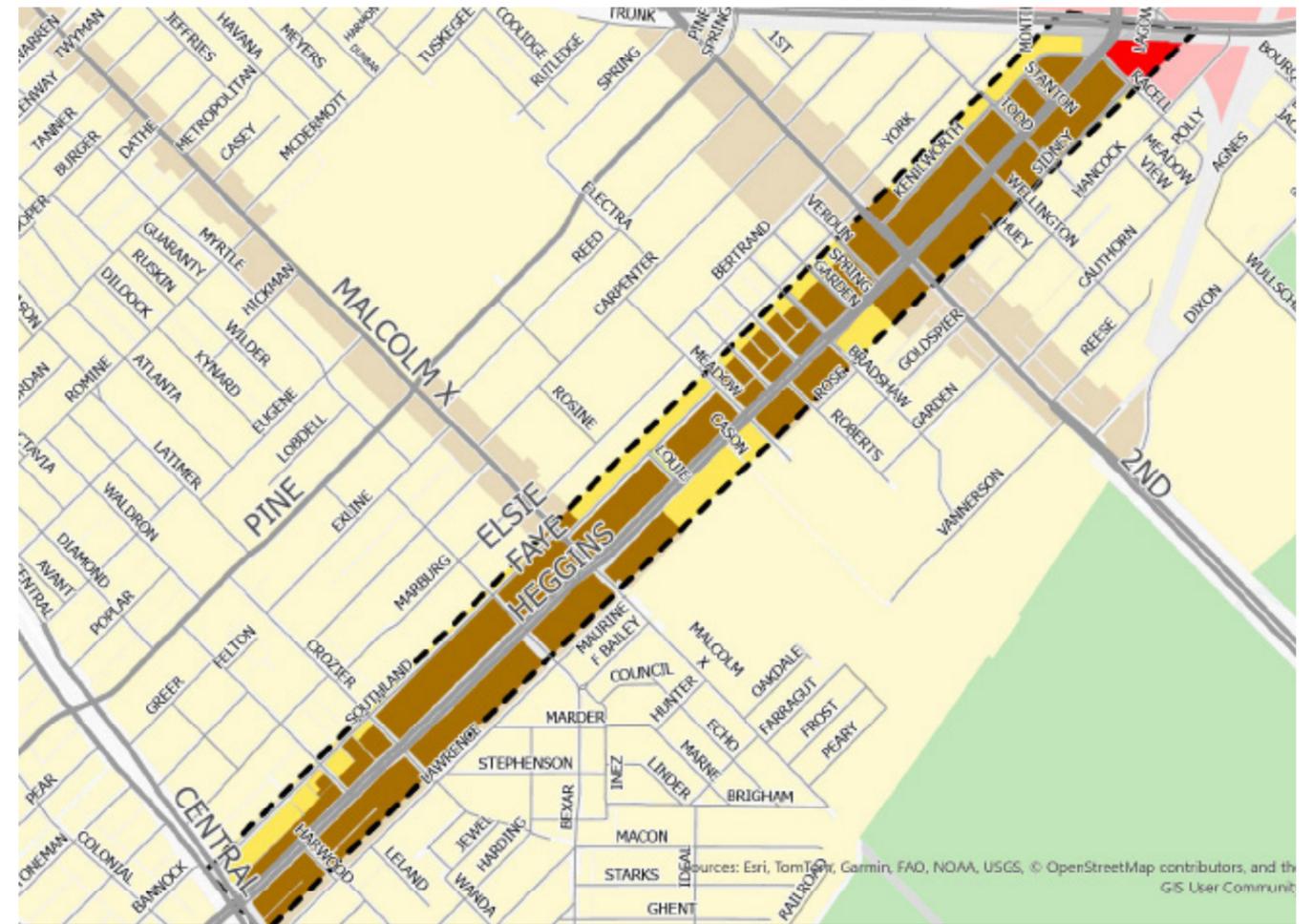
The placetype identified along the corridor is a mix of Neighborhood Mixed-Use and Community Residential. Both placetypes are intended for low rise development. The Neighborhood Mixed Use placetype areas are geared towards retail, commercial, small office, and residential uses. The Community Residential placetype is primarily focused on smaller scaled residential

uses.

## RECOMMENDATIONS

Currently, the zoning for the commercial nodes along Elsie Faye Heggins only allows for commercial, retail, office, or personal service uses. Residential uses are not allowed. To achieve the future vision, this plan recommends changing the zoning along the commercial areas of Elsie Faye Heggins to allow for both residential and non-residential. Allowing residential along this corridor could minimize housing pressure in the surrounding neighborhoods as well as provide a broader market to the currently struggling commercial areas.

## FOCUS AREA MAP - FUTURE PLACETYPES



# MALCOLM X BLVD CORRIDOR

## CONTEXT

Dallas is one of the only cities in the country where Malcolm X Blvd. and Martin Luther King Jr. Blvd. intersect. The focus on this area is a natural extension of its vibrant history and culture. The corridor is lined with numerous businesses, schools, churches, and community organizations, all playing a key role in the community's daily life, economic development, and revitalization efforts. This street also passes through the historic Queen City neighborhood. South Malcolm is divided into three segments.

Segment one is the intersection of Dr. MLK JR Blvd. and S. Malcolm X to the intersection of S. Malcolm X to Warren Ave. In this segment there are vacant retail storefronts with sidewalks ripe for small business development all the way to Birmingham Ave. There are bus shelters along the way with sidewalks. Commercial properties end at Warren Ave.

Segment two is the intersection of S. Malcolm X to Warren Ave to Pine Street. At the intersection of Twyman street the properties transition back to residential. Metropolitan Ave. at Malcolm X abuts to Wheatley Place,

another historic African-American community within South Dallas. There are numerous vacant lots along the way that are ideal for new residential housing that will be compatible with the existing housing.

Romine Ave at Malcolm X Ave is the residential neighborhood of Queen City, with additional pockets of retail space opportunities. Across the street is the historic Oakland cemetery. This segment would be most appropriate for single family housing opportunities or small multifamily. Existing small multifamily is on Eugene Street. Opportunity Park is across the street.

Segment three is the Intersection of S. Malcolm X and Pine Street to Elsie Faye Heggins Street. Currently there are small, local businesses being a mix of personal services. Numerous places of worship exist along the corridor throughout all segments.

## FUTURE VISION

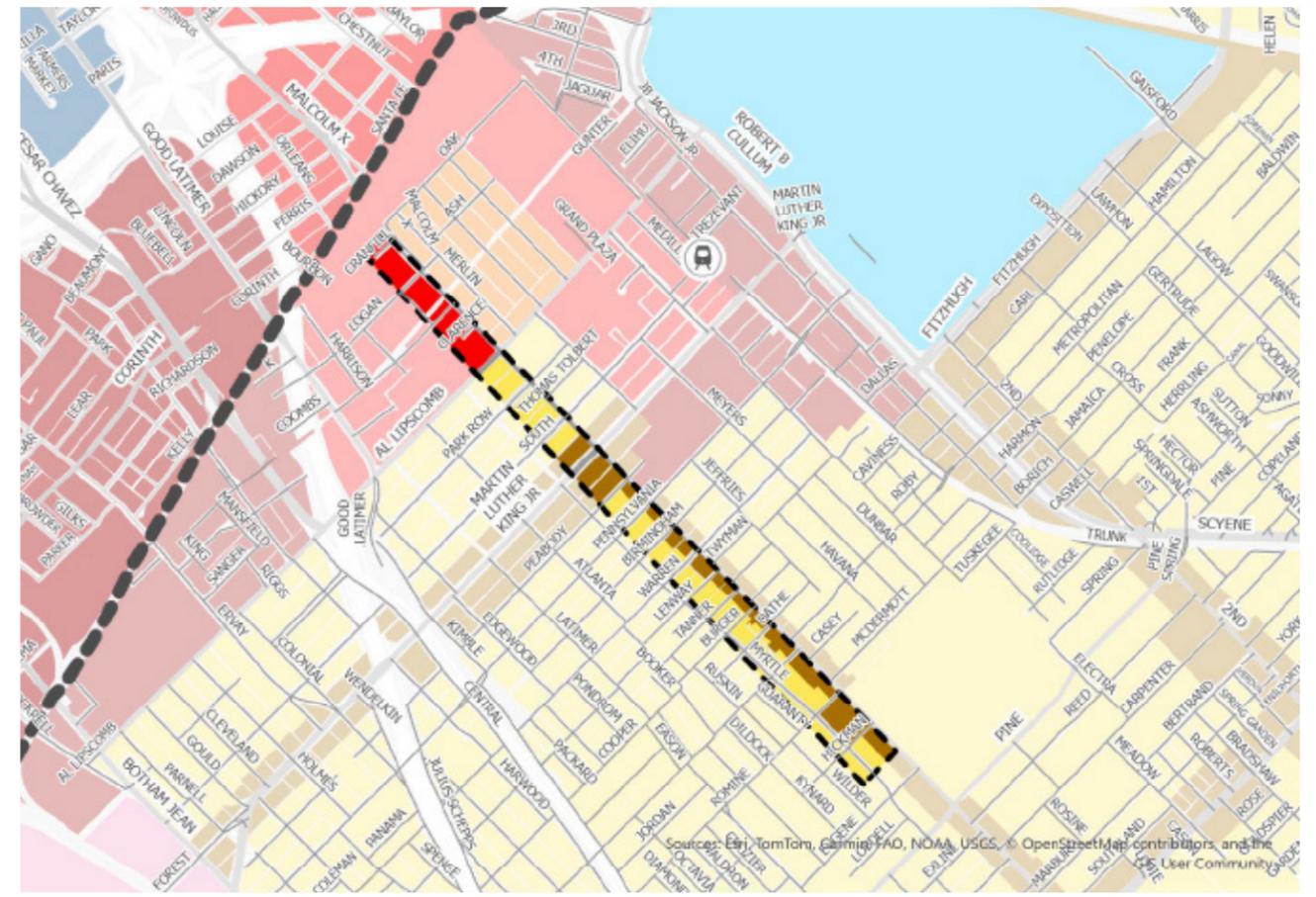
During engagement of ForwardDallas 2.0, residents selected Neighborhood Mixed-Use placetype along South Malcolm X Blvd. This placetype incorporates a mix of commercial, retail, office, and residential building types. Low-rise buildings, ideally two stories are appropriate along this corridor.

## RECOMMENDATIONS

A recommended zoning change to Mixed-Use Subdistrict within Planned Development 595 to allow for retail, personal service uses, office, restaurant, and residential, in particular if part of a mixed use building. That subdistrict should also include development standards that encourage the buildings to be located close to the street, be limited to low-rise in height, and have no parking minimums.

The plan recommends changing segment one and three to mixed-use subdistricts to allow for retail, personal service uses, office, restaurant, and residential in particular in mixed use buildings. That subdistrict should also include development standards that encourage the buildings to be close to the street, be limited to low-rise in height, and integrated into the design of the community. The second segment should remain a residential zoning district with any new, non-single family housing on the corridor appropriately incorporated into the existing residential neighborhoods in both form and massing.

## FOCUS AREA MAP - FUTURE PLACETYPES



- Regional Open Space
- Small Town Residential
- Community Residential
- City Residential
- Regional Mixed-Use
- Neighborhood Mixed-Use
- Community Mixed-Use
- City Center
- Institutional Campus
- Flex Commercial
- Industrial Hub
- Logistics/Industrial Park
- Airport
- Utility
- Water

# MARTIN LUTHER KING JR. DART STATION

## CONTEXT

In 2013, the City in partnership with the community produced the MLK Dart Station Area plan. That plan suggested that the area around the DART station be developed as a mixed-use area with retail, restaurants, employment centers, and housing. The plan details the many reasons why the area is a good location for redevelopment. Including its access to the rail line, proximity to Fair Park, and large parcel sizes. The plan suggests the scale of that development include mainly low-rise buildings with potential mid-rise at certain locations.

Since that plan was created there has been a considerable amount of development of mid-and-high-rise residential and mixed-use buildings in Deep Ellum and even some proposed across I-30 on Exposition closer to South Dallas. In addition, many property owners around the MLK Station and along Robert B Cullum and JB Jackson have worked to put together an updated vision for the area through the Pointe South Revitalization Group.

## FUTURE VISION

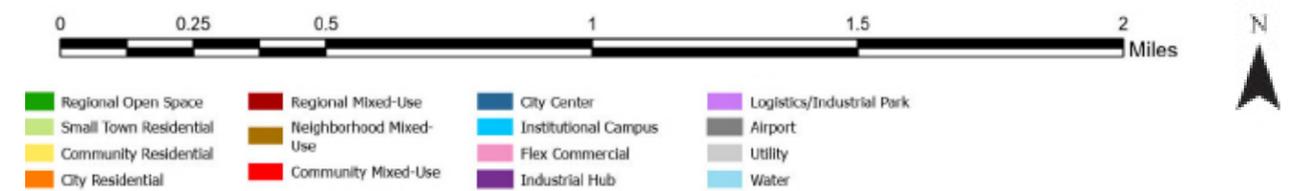
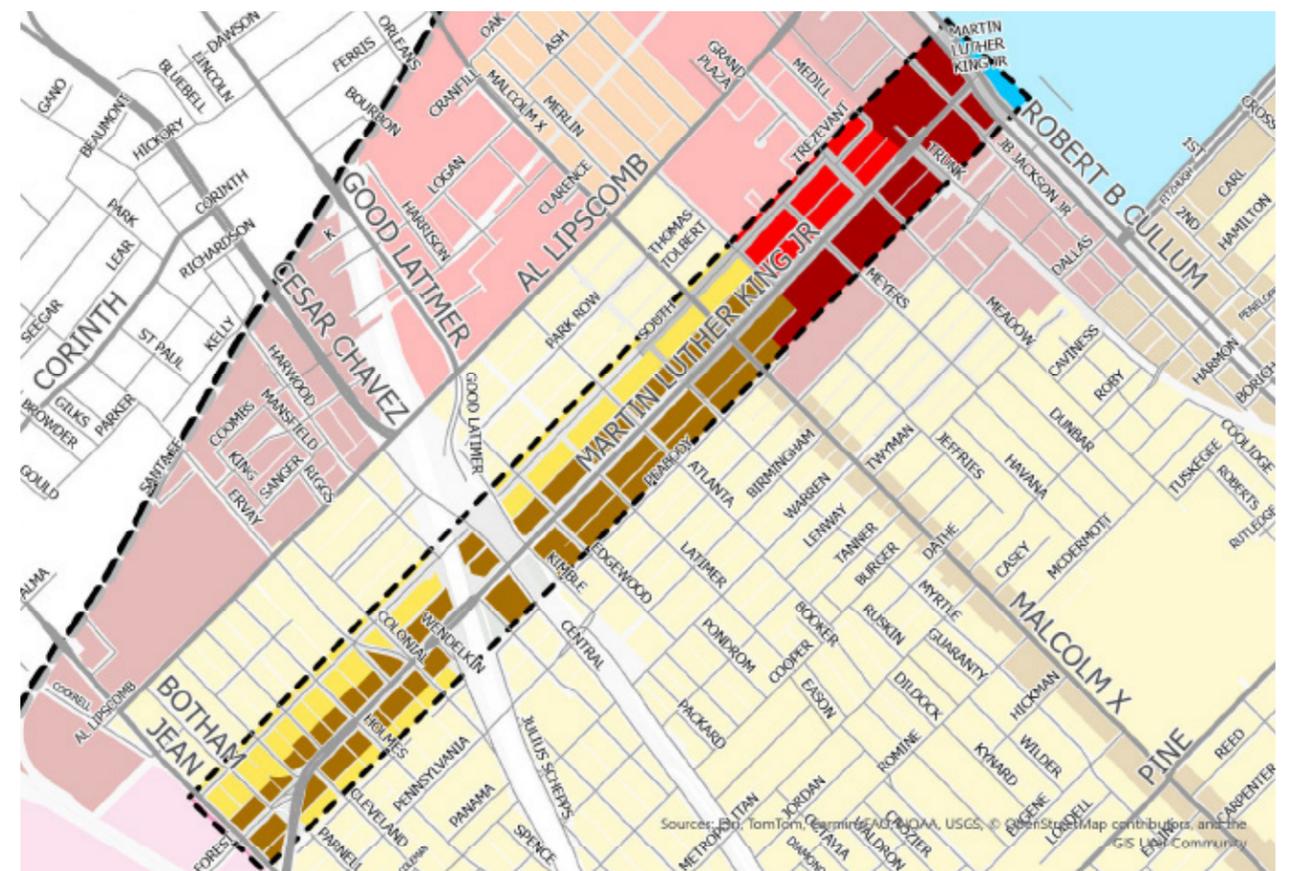
Much like the 2013 plan, the future vision for the area is a mixed-use area with retail, restaurants, office, employment, and housing. The updated vision includes allowing more housing and allowing more mid-to-high-rise development in certain areas. The high-rise development should occur closer to the MLK station and along Robert B Cullum and JB Jackson. Mid-rise or low-rise development should taper away from the station and from Robert B Cullum and JB Jackson. The new buildings should have active uses on the ground floors and be integrated into the public realm. Public ROW and public land, both from DART and City of Dallas should be examined to understand how it can be best used to achieve the future vision of the area.

This vision for the station area closely matches both the citywide Regional and Community Mixed-Use Placetypes that describe both high-rise and mid-rise mixed-use areas respectively.

## RECOMMENDATIONS

To achieve the vision of the walkable mixed-use area with mid- and high-rise development, the zoning should be reviewed around the MLK Station and along Robert B. Cullum and JB Jackson. A Mixed-Use Subdistrict within Planned Development 595 should be considered that allows for retail, personal service uses, office, restaurant, and residential. Development standards that encourage the buildings to be located close to the street, provide active uses on the ground floor, allow mid-to-high-rise depending on the placetype, and have no parking minimums should be considered. In addition to changes in the zoning, the City of Dallas should prioritize investments in infrastructure around the DART MLK station according to the guidance in this plan and in collaboration with existing property owners according to the specific locations found in the Infrastructure implementation table.

## FOCUS AREA MAP - FUTURE PLACETYPES



# QUEEN CITY

## CONTEXT

Queen City neighborhood is a nationally recognized African-American community whose buildings date from 1915 to 1945. Portions of the neighborhood were placed on the national register in 1995. Architecturally it is recognized for its late 19th and early 20th century American Movements: Bungalow/Craftsman-style homes.

The neighborhood is two miles southeast of downtown, and once served as the physical nucleus of South Dallas' African-American suburban development. It is located only a few blocks south of what was known as the "color line", which until World War II delineated African-American residential development from white neighborhoods to the north and west.

The nationally recognized historic boundaries of Queen City include the approximately eight blocks south of Martin Luther King Jr. Boulevard (MLK). The district includes the equivalent of four blocks along Atlanta Street, extending from Cooper Street on the northwest, to Eugene Street on the southeast and the 3700 block of Dildock street parallel to and immediately east of Atlanta Street.

Queen City became a focal point for African-American business owners, artists, musicians, and professionals. During this area planning process, Ms. Eva Jones, Queen City Neighborhood Association President and Taskforce member, began working with her community along with the Office of Historic Preservation to request that Queen City be recognized locally as a historic district to preserve and protect the historical structures within Queen City. As of June 3, 2024, the Landmark Commission authorized a hearing to consider initiation of the historic designation process to establish a historic overlay district.

## FUTURE VISION

With local landmark designation, Queen City will be recognized both locally and nationally as an essential asset to the history and culture of African-American life in Dallas, Texas. New construction homes within the historic district will blend seamlessly with the existing homes.

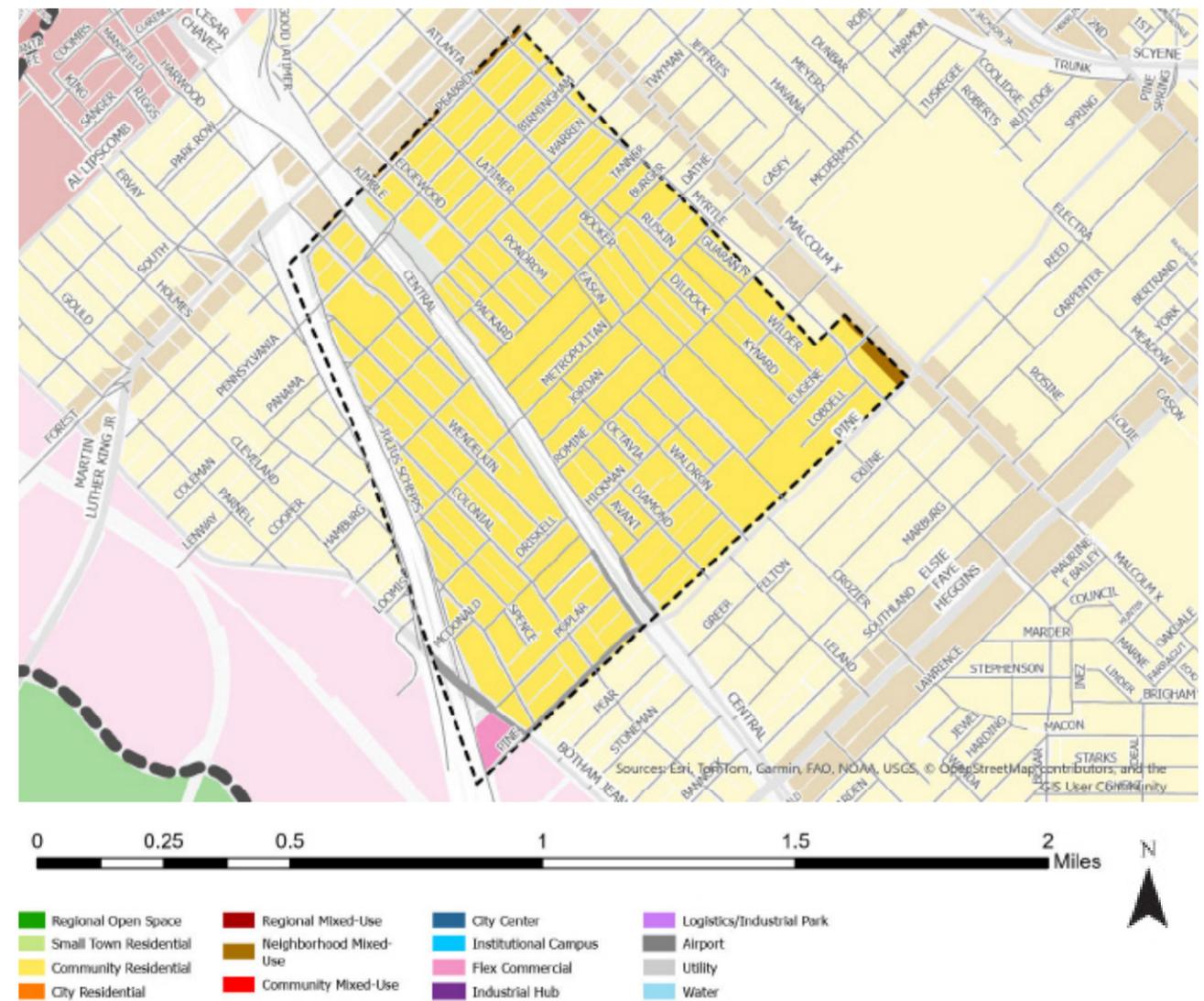
The future Placetype for the area is Community Residential, which, encompasses the largest percentage of land within Queen City and is primarily made up of single-family homes. Parks such as Exline

Recreational facility, schools, and places of worship such as Salem International Baptist Church are interspersed throughout providing focal points for community activity. Spaces such as the Hayden Grocery Store should be identified for a historical marker in the community. Through historic preservation efforts Queen City can stabilize and preserve the remaining historic character and charm of the Tudors, Bugalows, and other architectural styles from Warren Ave. to Eugene Street.

## RECOMMENDATIONS

Queen City should continue the process of a historical overlay district through the Historic Preservation Office. The community will identify the new boundaries of the historic district and select the most favorable architectural styles to preserve. The remaining homes outside of the historical overlay district will follow any future updates to the residential design standards in PD595, including; consistent roof styles, building heights, access and placement of garages, and front porches. It is also recommended that Queen City Neighborhood Association start the process of identifying historical places and spaces for historical markers.

## FOCUS AREA MAP - FUTURE PLACETYPES



# 4

# IMPLEMENTATION

## CONTENTS

- LAND USE + ZONING
- HISTORY + CULTURE
- ECONOMIC DEVELOPMENT
- INFRASTRUCTURE
- COMMUNITY WELL-BEING
- HOUSING + DESIGN

# LAND USE + ZONING

Theme Goal: Amend land use zoning and regulations, repurpose vacant and underutilized land use that contribute positively to the surrounding areas.

## Land Use and Zoning Recommendations for Planned Development 595

Objective	Action Step	Lead	Key Partners
Protect the historic and cultural fabric of neighborhoods in South Dallas by preventing "grossly incompatible" new residential development.	Initiate the community process to review and consider amendments to PD595 to create design standards for single family detached and duplex housing.	PDD	CPC & City Council
	Continue to support the Queen City neighborhood in the Historic District Designation process.	PDD	Queen City Neighborhood Association
Prioritize the redevelopment of commercial corridors and nodes into mixed-use areas.	Review the zoning in PD595 for areas designated as a Regional Mixed-Use Placetype to allow for a mix of uses in Mid-to High-Rise buildings.	PDD	CPC & City Council
	Review the zoning in PD595 for areas designated as a Community Mixed-Use Placetype to allow for a mix of uses in Low-to Mid-Rise buildings.	PDD	CPC & City Council
	Review the zoning in PD595 for areas designated as a Neighborhood Mixed Use Placetype to allow for a mix of uses in Low-Rise buildings.	PDD	CPC & City Council
Redevelop specific areas with a mix of uses that contribute to the surrounding areas	Review development possibilities and address potential development hurdles on the 2800 and 2900 block of MLK Jr.	PDD	Housing Eco Dev
	Review development possibilities and address potential development hurdles on Medill Street between Al Lipscomb Way.	PDD	Housing and Eco Dev
	Review development possibilities and address potential development hurdles on Meadow Street between Al Lipscomb and MLK Jr. Blvd.	PDD	Housing and Eco Dev
	Review development possibilities and address potential development hurdles along the 3100 block of South Blvd.	PDD	Housing and Eco Dev
	Review development possibilities and address potential development hurdles on vacant properties on Al Lipscomb Way between Robert B. Cullum and Meyers Street. along the 3100 block of South Blvd.	PDD	Housing and Eco Dev
Prioritize infill development and redevelopment on properties without an active land use.	Continue to work with Housing department and Community Development Department to strategically target redevelopment areas.	PDD	Housing
Create additional housing and ownership options for South Dallas residents.	Amend the PD to allow for properties in the Duplex zoning district to be subdivided so that each household can own both their half of the structure and land.	PDD	CPC & City Council
	If private zoning changes are applied for from single detached to single attached, those changes should consider the same design standards for single family detached.	PDD	CPC, City Council and the South Dallas Neighborhood Coalition
	Amend the PD to allow ADUs with development standards from the ADU overlay district.	PDD	CPC & City Council

# LAND USE + ZONING

Theme Goal: Amend land use zoning and regulations, repurpose vacant and underutilized land use that contribute positively to the surrounding areas.

## Land Use and Zoning Implementation Table

Objective	Action Step	Lead	Key Partners
Review and update the allowable uses in PD595 to be consistent with today's resident, business, and market needs.	Amend the PD to allow Catering Services land use by right in mixed-use subdistrict.	PDD	Housing & ECO DEV
	Amend the PD to allow Restaurant with all food to go land use by right in mixed-use subdistrict.	PDD	CPC & City Council
	Amend the PD to allow Massage land use as an accessory land use to other Personal Service land uses.	PDD	CPC & City Council
	Amend the PD to include Vape Shops as a Tobacco Store not allowed by right.	PDD	CPC & City Council
	Review parking mandate in the PD, and if not addressed through citywide policies, reduce or in some cases remove the parking mandate from the PD.	PDD	CPC & City Council
	In PD 595, for a live work unit, the floor area for a dwelling unit can exceed the total square feet of main use.	PDD	Authorizing Hearing Staff
	The authorized hearing should review the existing land uses for duplex and right-zone them.	PDD	Authorized Hearing Staff
	The authorize hearing process should review minimum lot widths and a width-to-height ration in the R-5(A) District.	PDD	Authorized Hearing Staff
Monitor the status of plan implementation on a yearly basis.	Continue to monitor and review development proposals with ForwardDallas 2.0 to ensure community feedback is expressed in the final future placetype map.	PDD	CPC & City Council
	Establish an organization to facilitate the implementation of the plan and in coordination with the district 7 council office.		

# HOUSING + DESIGN

Theme Goal: Preserve existing housing stock for current homeowners and renters, ease displacement pressure on existing residents, and align opportunities for creating diverse housing options for new residents.

Housing + Neighborhood Implementation Table

Objective	Action Step	Lead	Key Partners
Align opportunities for new housing development with the needs of diverse residents, considering incomes, age and diverse family needs.	Keep South Dallas/Fair Park area as an equity-strategy target area for the City of Dallas Housing Plan.	Housing	PDD
	Complete the revitalization of the Jefferies-Myers neighborhood including providing clarity on environmental issues.	Housing	PDD
	Target funding from the Home Improvement & Preservation (HIPP), Targeted Rehab Program, & Minor Home Rehabilitation Program for South Dallas Fair Park.	Housing	PDD
	Designate home-repair dollars for Queen City specifically to preserve existing homes and maintain affordability.	Housing	PDD & Queen City Neighborhood Association
Prioritize anti-displacement efforts in South Dallas.	Implement preservation initiatives to support redevelopment of South Dallas.	PDD	HRNA
	Work with Legal Aid of Northwest Texas to host heirship property education workshops annually.	Legal Aid of Northwest Texas	PDD, Housing, South Dallas Neighborhood Coalition
	Support external efforts for property tax reductions.	PDD	Housing External Agencies
	Prioritize neighborhood stabilization efforts in neighborhoods identified as most susceptible to displacement.	PDD	
	Provide educational workshops on homestead exemptions and the appeal process for property valuations.	Legal Aid of Northwest Texas	PDD, Housing
	Explore opportunities through the City's Community Land Trust program to promote and preserve affordable homeownership.	Housing	PDD
	Implement additional anti-displacement policies created by Builders of Hope for the Housing Department.	Housing	PDD
	Develop policy requiring developers purchasing City of Dallas real estate to host public engagement meetings and submit sign in sheets.	PDD	Council & CPC
	Incorporate future comprehensive urban design guidelines within the city's Notice of Funding Availability (NOFA) procurement selection, and review process for multifamily projects.	Housing	PDD

Align housing development with documented housing needs, particularly in mixed-income communities and high-demand areas.

# INFRASTRUCTURE

Theme Goal: Weave neighborhoods together by connected streets, sidewalks, access to goods, and services and community gathering spaces. Strategically deploy and monitor City investment: Bond Program, CDBG, Parks, Transportation and Public Works.

Infrastructure Implementation Table

Objective	Action Step	Lead	Key Partners
Prioritize equitable infrastructure investment.	<del>Support City policies that prioritize equitable infrastructure investment.</del>	PDD	Public Works
	Review future investments South Dallas based on recommendations in this plan to help determine which areas should be prioritized.	PDD	District 7 Bond Committee
Prioritize Recommended Infrastructure improvements to address current needs.	<del>Monitor Racial Equity Plan as it relates to infrastructure gaps where intentional historical disinvestment previously occurred. Address areas that are severely lacking in sidewalk, road, broadband, water, and park infrastructure. Fast-track bond projects in disinvested areas.</del>	PDD	Office of Equity Public Works, District 7 Bond Committee & City Council
	Elsie Faye Heggins-Second: Completely rebuild the signalized intersection to upgrade the physical infrastructure.	TRN	Public Works, District 7 Bond Committee & City Council
	Elsie Faye Heggins-Scyene: Completely rebuild the signalized intersection to upgrade the physical infrastructure.	TRN	Public Works, District 7 Bond Committee & City Council
	Malcolm X-Elm to Warren: Design and construct context sensitive street design improvements wider sidewalks, pedestrian lighting, street trees, crosswalks in different paving associated with Fair Park. Include 150 block and 2500 block.	TRN	Public Works, District 7 Bond Committee & City Council
	Al Lipscomb-Malcolm X: Completely rebuild the signalized intersection to upgrade the physical infrastructure.	TRN	Public Works, District 7 Bond Committee & City Council
	Malcolm X-MLK Jr Blvd: Completely rebuild the signalized intersection to upgrade the physical infrastructure.	TRN	Public Works, District 7 Bond Committee & City Council
	1200 S Trunk Ave. (from Al Lipscomb Way to Park Row Ave): Resurface the local street.	TRN	Public Works, District 7 Bond Committee & City Council
	2500-2600 Myers Street( from Ash Lane to Al Lipscomb Way): Resurface the local street.	TRN	Public Works, District 7 Bond Committee & City Council
	Create an Equitable and Connected Network of Complete Communities with Access to Diverse Housing, Service and Employment opportunities.	PDD	

Prioritize infrastructure investment in areas with documented deficiencies in connectivity, transportation, or utilities.

Monitor infrastructure needs and service gaps in areas with a history of underinvestment on infrastructure.

Prioritize bond-funded projects that improve access to employment, education, and health services in underserved neighborhoods.

# ECONOMIC DEVELOPMENT

Theme Goal: Pursue catalytic opportunities for commercial and residential development and promote small businesses and neighborhood-focused businesses to establish SD/FP as a destination.

Economic Development Implementation Table

Objective	Action Step	Lead	Key Partners
Revist area TIF programs	Revamp TIF Board. Recruit members who have a vested interest in the TIF and South Dallas.	PDD	Council & CPC
	Provide onboarding and trainings for TIF members in economic development, and city policies.	ECO DEV	Council
	Better utilize TIF funds to support new project including costly infrastructure needs.	ECO DEV	TIF ADMIN
Revist SDFP Opportunity Fund Board	Recruit members citywide with affiliations, interests and commitment to SDFP.	OED	Entrepreneur Center
	Create and implement a better marketing strategy for the funding source within the community.	OED	State Fair of Texas; Point South Revitalization Committee, DISD
	Reallocate a portion of SDFP Opportunity Funds for micro-lending and bridge financing.	OED	
Promote growth and expansion of existing businesses	Identify and promote small businesses and neighborhood-focused businesses to establish SD/FP as a destination.	PUD	Small Business Center & ECO DEV
	Work with the Black Chamber of Commerce to host quarterly workshops with the 2nd Avenue Merchants Association.	Small Business Center	Entrepreneur Center Manager
Support small business	Promote and market the services of the Small Business Center to the community. Utilize Small Business Center to provide funding to local existing businesses and start-ups.	OED	OED

Allocate resources to address gaps in infrastructure and public services in neighborhoods with high health and safety needs. Designate a Right Care Team specific for South Dallas/Fair Park to reduce the number of individuals with untreated mental health conditions living on the streets.

# COMMUNITY WELL-BEING

Theme Goal: Implement land use policies, tools, and incentives that support improved health, safety, and quality of life for residents.

Community Well-being Implementation Table

Objective	Action Step	Lead	Key Partners
Implement incentives that support improved safety, and quality of life for residents.	Select target areas for concentrated crime remediation strategies to reduce violent crime.	Office of Integrated Public Safety Solution	DPD Code Community Prosecution
	<del>Utilize racial equity investment, and designate a Right Care Team Specific for South Dallas/Fair Park. Reduce untreated mental health on the streets.</del>	OIPSS	DPD, Behavioral Health
Establish committee responsible for overseeing the implementation of the SDFP Area Plan.	Select representatives from the Neighborhood Coalition Group or existing SDFP Area Plan Taskforce to uphold the objectives of the area plan and hold the city staff accountable.	PUD	Neighborhood Coalition Group
	Proactively address existing environmental concerns that exist due to a history of environmental injustice in South Dallas.		
	Partner with DART to continue increase ridership of DART Go-Link	DART	NCCOG

# HISTORY + CULTURE

Theme Goal: Protect, support, and celebrate South Dallas/Fair Park history, culture, people, and architecture.

History & Culture Implementation Table

Objective	Action Step	Lead	Key Partners
Empower residents to uplift and preserve historic character of the community and places of significant value.	Assist Queen City Neighborhood with Historic District Process.	SD/FP Community	Historic Preservation
	Protect SD/FP history and culture by Neighborhood Coalition and SDFP Taskforce selecting a history and culture committee to pursue historical markers for Ms. Pearl C Anderson home and Hayden Grocery Store.		
	Celebrate history by archiving historical information and creating a living document via online publication.	SD/FP Community	Historic Preservation
	Assist existing neighborhood associations and the creation of new ones in South Dallas.		
Recommend cultural corridors to support local small businesses and entrepreneurs.	Identify locations for historical markers.		
	Work with existing cultural organizations such as South Dallas Cultural Center to collect oral histories from South Dallas residents.	SD/FP Community	South Dallas Cultural Center Dallas Public Libraries
	Collect historical artifacts photos, videos, and memorabilia of South Dallas families to tell the story of various South Dallas communities.		
	Work with local sororities and fraternities chapters that serve South Dallas and identify historical and cultural events of significance.		
	Document and collect history and cultural experiences from Fair Park in reference to African Americans. (State Fair Classic Prairie View A&M University & Grambling State University)	SD/FP Community	Economic Dev.

# SDFP AREA PLAN

CITY OF DALLAS  
PLANNING + DEVELOPMENT  
JULY 2025