

# South Dallas Fair Park Area Plan

Overview of proposed Area  
**Quality of Life, Arts, and  
Culture Committee**

**May 20, 2024**

Andrea Gilles, Director (i)  
Patrick Blaydes, Chief Planner  
Lindsay Jackson, Senior Planner  
Planning & Urban Design Department  
City of Dallas



**City of Dallas**

# Presentation Overview



- Background/ History of South Dallas Fair Park Implementation Plan
- Overview of the Area Plan and Engagement
- Overview of Recommendations
- Implementation in Real Time
- Next Steps
- Q & A

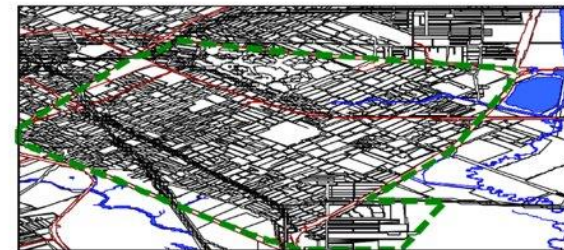


# Impetus for Planning



- Many plans including: SDFP Economic Development Corridor Plan (2001); DART Stations Martin Luther King Jr. Station (2013), Hatcher Station Area Plan (2013) and Fair Park Master Plan (2020)
- Vision workshops, SWOT, charrettes, etc.
- Growing demand influenced by adjacent districts
- Highway Projects (SM Wright Freeway, I-45, I-345, I-30)
- In 2020, Council initiated area plan and Authorized Hearing for PD 595

## SOUTH DALLAS/FAIR PARK ECONOMIC DEVELOPMENT CORRIDOR PLAN



Submitted June, 2001

J-QUAD AND ASSOCIATES  
STANLAND AND ASSOCIATES

**Memorandum**

**RECEIVED**  
2020 JAN 29 PM 1:30  
CITY SECRETARY  
DALLAS, TEXAS

**City of Dallas**

DATE: January 22, 2020  
TO: The Honorable Eric Johnson  
FROM: Adam Bazaldua  
SUBJECT: Request for Placement of Agenda Item – Council Member(s)

**ITEM/ISSUE PROPOSED FOR COUNCIL CONSIDERATION:**

Pursuant to Section 6.2 of the City Council Rules of Procedure, please refer the following item to a city council committee within 15 calendar days after receipt of this request:

Consideration of authorizing a public hearing to determine the proper zoning on property zoned Planned Development District No. 595, the South Dallas/Fair Park Special Purpose District, in an area generally bounded by the Union Pacific (DART) Railroad, the Southern Pacific Railroad, C.F. Hawn Freeway, the D.P. & L. Company easement, Central Expressway (S.M. Wright Freeway), the Southern Pacific Railroad, the Santa Fe Railroad, R.L. Thornton Freeway, Second Avenue, Parry Avenue, Robert B. Cullum Boulevard, Fitzhugh Avenue, Gaisford Street, and the common line between City Blocks 1820 and D/1821. This is a hearing to consider the request to authorize the hearing and not the rezoning of the property at this time.

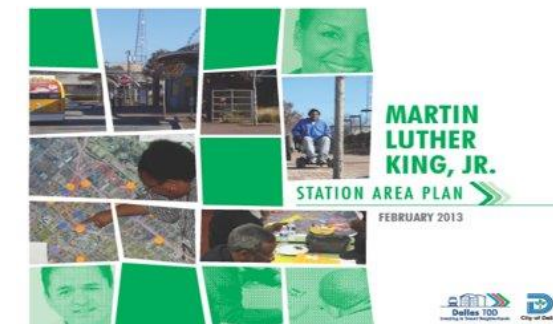
**BRIEF BACKGROUND:**

Planned Development District No. 595 encompasses over 3,000 acres in the South Dallas/Fair Park area. PD 595 was established by Ordinance No. 24726 on September 26, 2001. The last comprehensive amendment to PD 595 was in 2012. City Council approved Ordinance No. 28860 on December 12, 2012. Ordinance No. 28860 established new subdistricts and uses within PD 595 among other changes. This request is an authorization to determine proper zoning in the area.

In accordance with Dallas City Code Section 51A-4.701(a) and state law, the city council or the city plan commission may authorize a public hearing on a change in a zoning district classification. If city council authorizes the public hearing for PD 595, the city plan commission shall hold public hearings and provide a recommendation to city council.

Submitted for consideration by:

Adam Bazaldua      Dist. # 7  
Printed Name      Signature



# SDFP Area Planning Task Force



23 Members including local developers, local community leaders, neighborhood association presidents, members of the Landmark Commission, members of the City Plan Commission, members of the Dallas Black Chamber, Frazier Revitalization, Bonton Farms, ICDC, TREC, Fair Park First, St. Phillips, South Fair CDC and more.

They meet for 20 regular meetings over three years and numerous other workshops, presentation and events.



# Guiding Principles



- **Implementation:** this plan will lead to action and sustainable impact
- **Balanced Development:** between growth and land values for current property owners
- **The Citywide Vision:** SD/FP will be incorporated into the broader ForwardDallas vision
- **Residents and Businesses:** the community will be informed about City initiatives impacting SD/FP
- **Resources:** this plan will help identify and leverage public and private funding



Land Use



Housing



Eco Dev



Infrastructure



History/  
Culture



Wellbeing



# Public Engagement



# Public Meetings



Open Houses – 2  
Community Meetings - 6  
Presentations – 24  
Pop Ups – 58  
Tour -4

Education Workshops  
How to Form a NA  
Navigating City Services  
Land Use and Zoning Basics  
SDFP Opportunity Fund  
How to Do Business w/City



# Public Engagement



Pointe South  
Revitalization



SOUTHFAIR



The Dallas Weekly



Parkland



HEALTH

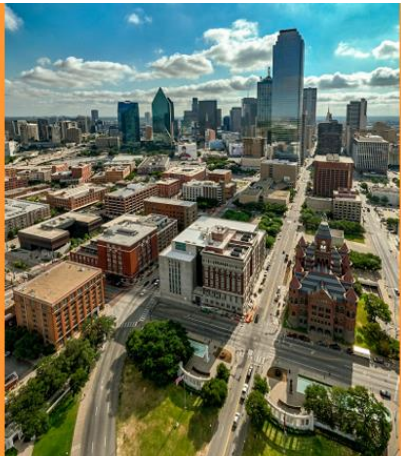
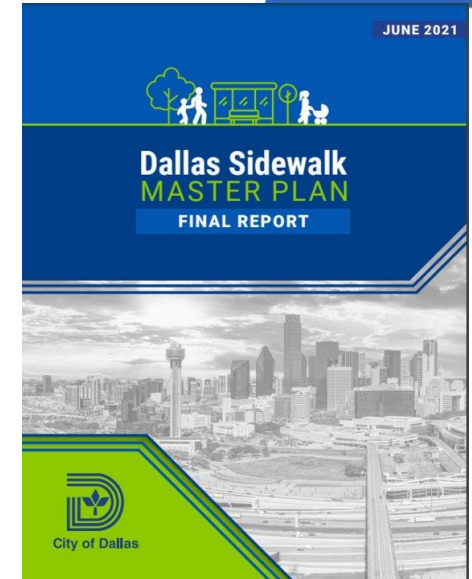




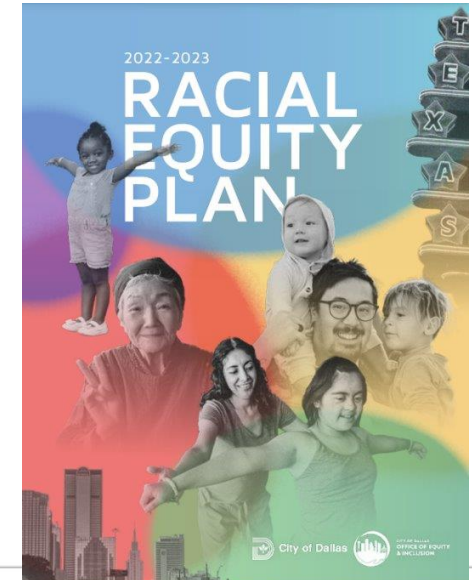
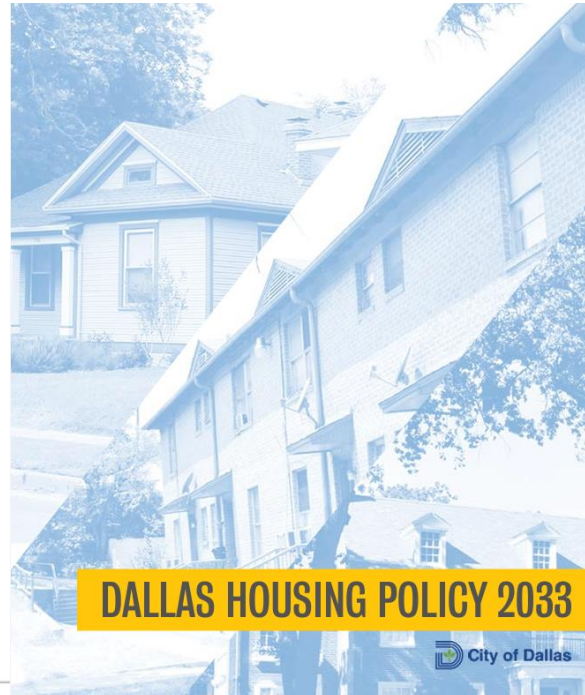
# Interdepartmental Collaboration



- Implementation focused plan creates the opportunity to collaborate with several departments and establish interdepartmental relations.



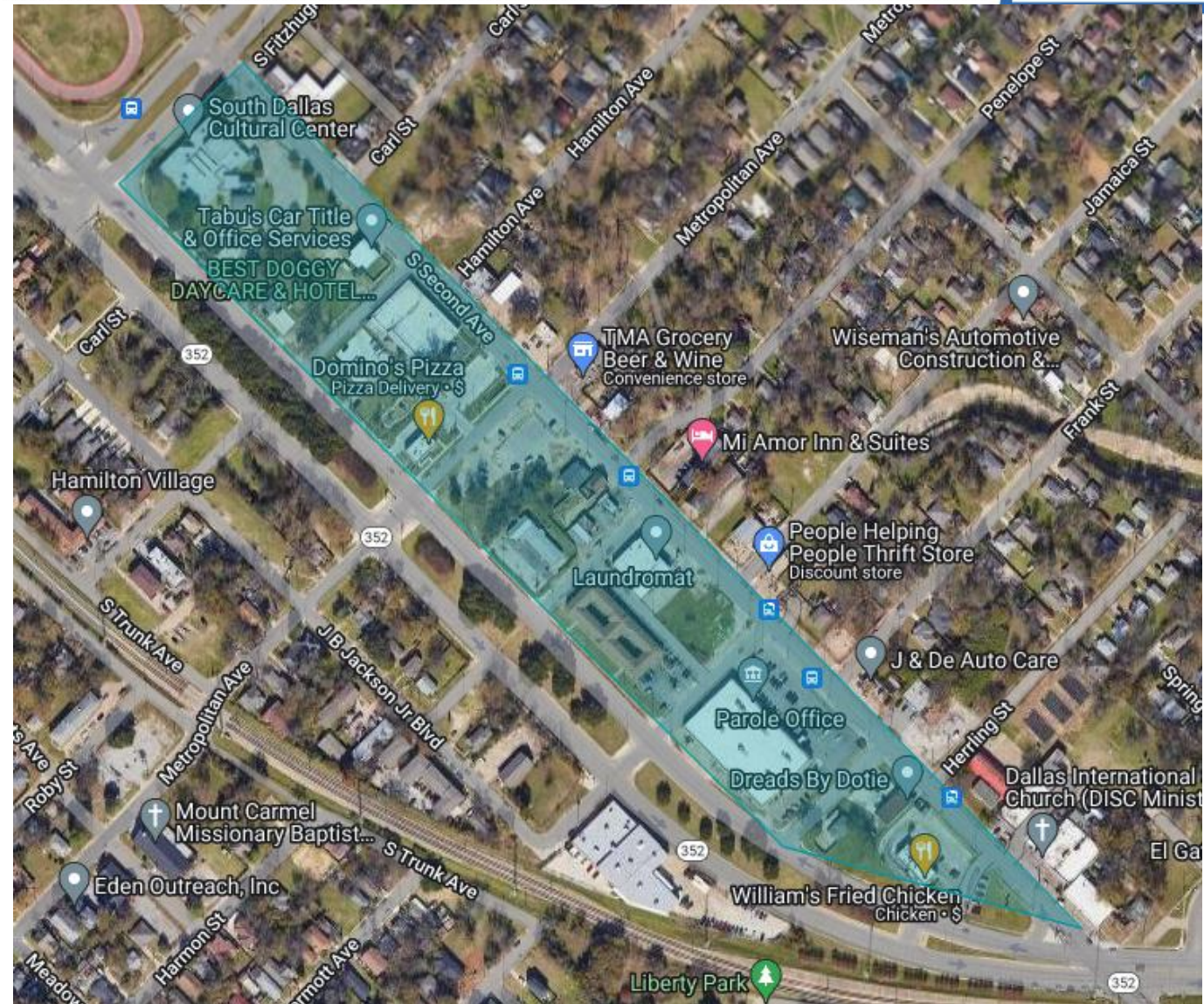
City of Dallas  
Five-Year  
Infrastructure Management  
Program (IMP)  
FY 2023 - 27



# Focus Area: 2<sup>nd</sup> Ave



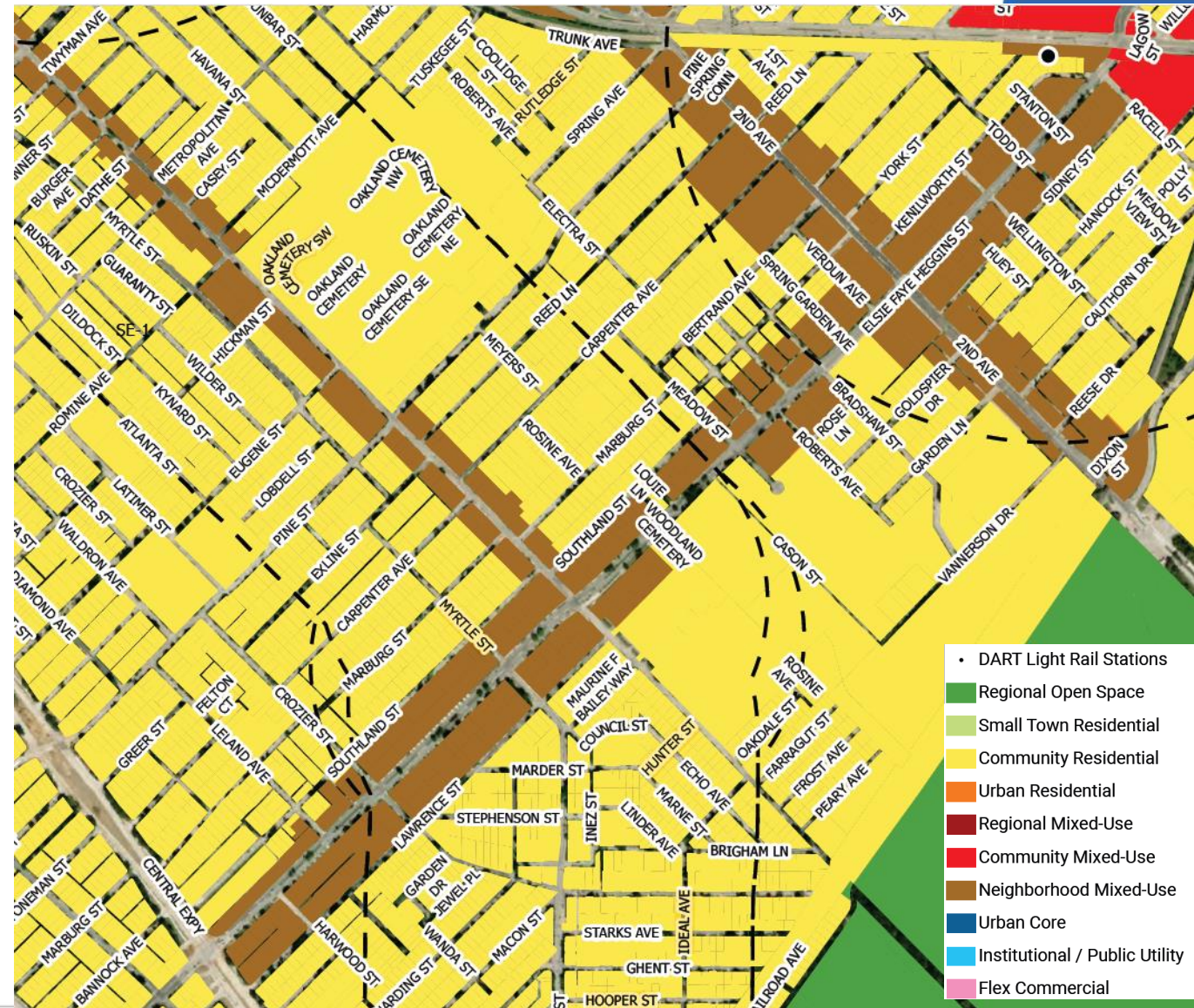
- Intersection of 2<sup>nd</sup> Ave at South Fitzhugh to Scyene
- Located in the Mill City Neighborhood
- South Dallas Cultural Center
- Opportunity for more small businesses
- Parking requirements have posed challenges
- Currently a mix of Neighborhood and Community Commercial uses
- Community Vision is a mixed use, low rise corridor focusing on retail, restaurant, entertaining and some housing



# Focus Area: Elsie Faye Heggins/2<sup>nd</sup> Ave.



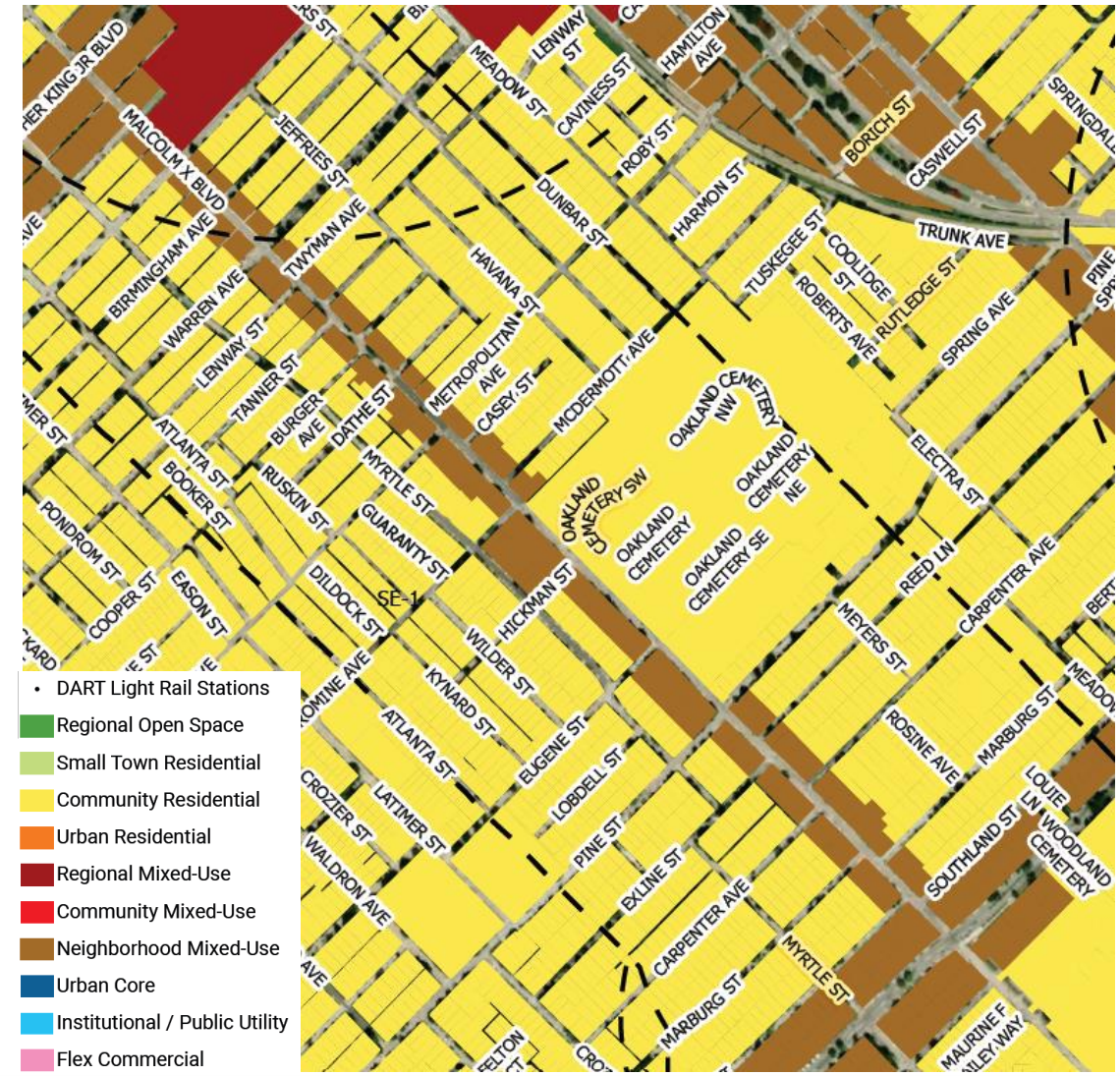
- Elsie Fay Heggins @ 2<sup>nd</sup> Ave to SM Wright Freeway
- Major retail opportunity at 2<sup>nd</sup> Ave with the current shopping center.
- Opportunity for more businesses to serve residents especially at SM Wright Freeway.
- Community Vision is for a mixed use, low rise corridor for retail, restaurants and housing.
- Potential for larger scale or mid rise development at major intersections





# Focus Area: Malcolm X Blvd. Corridor

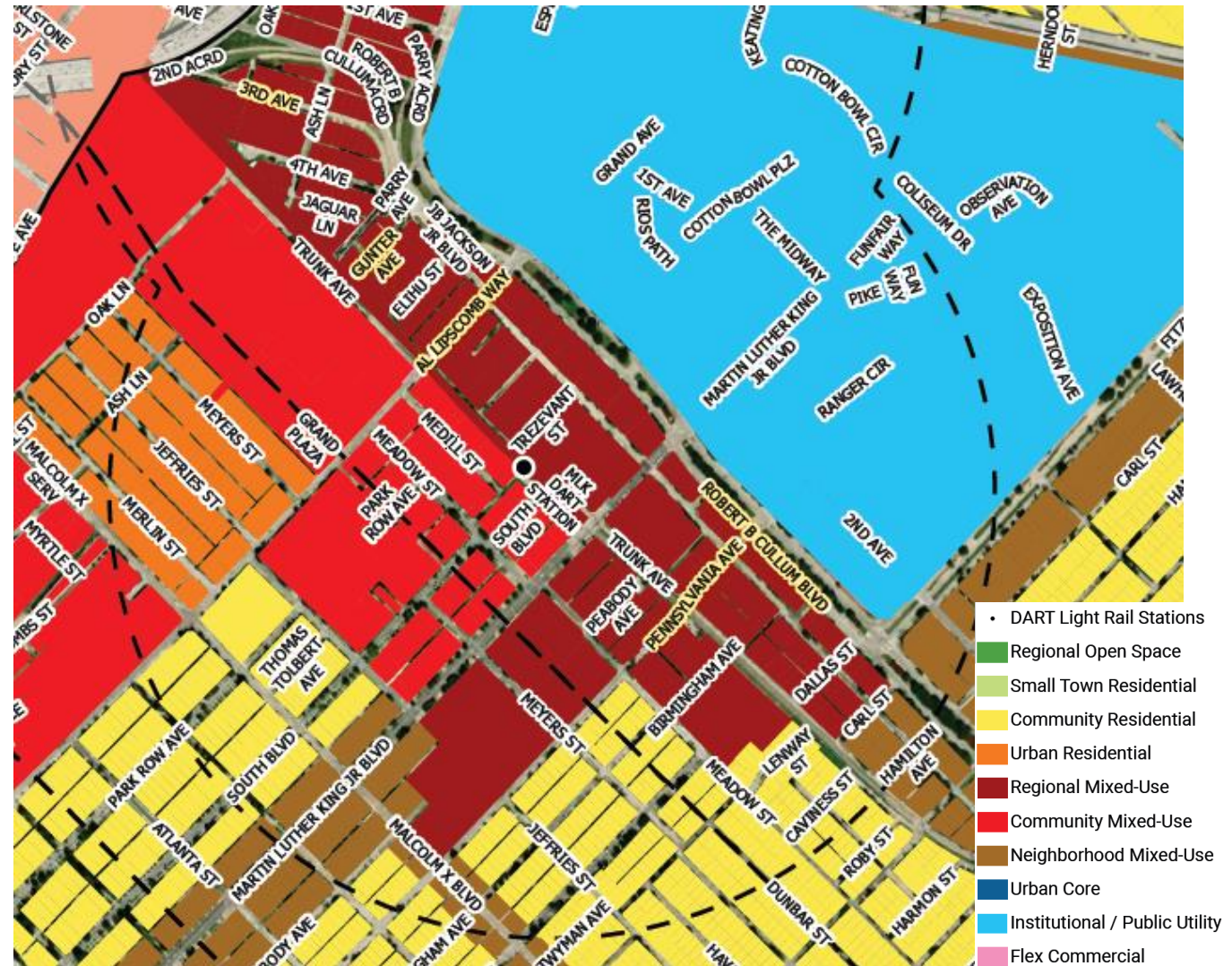
- Malcolm X Blvd at MLK JR. Blvd to the intersection of Elsie Faye Heggins
- Major corridor through Queen City Neighborhood
- Opportunity for more businesses to serve residents
- Community Vision is for a mixed use, low rise development for retail, restaurants but mainly for housing



# Focus Area: MLK Jr. Dart Station



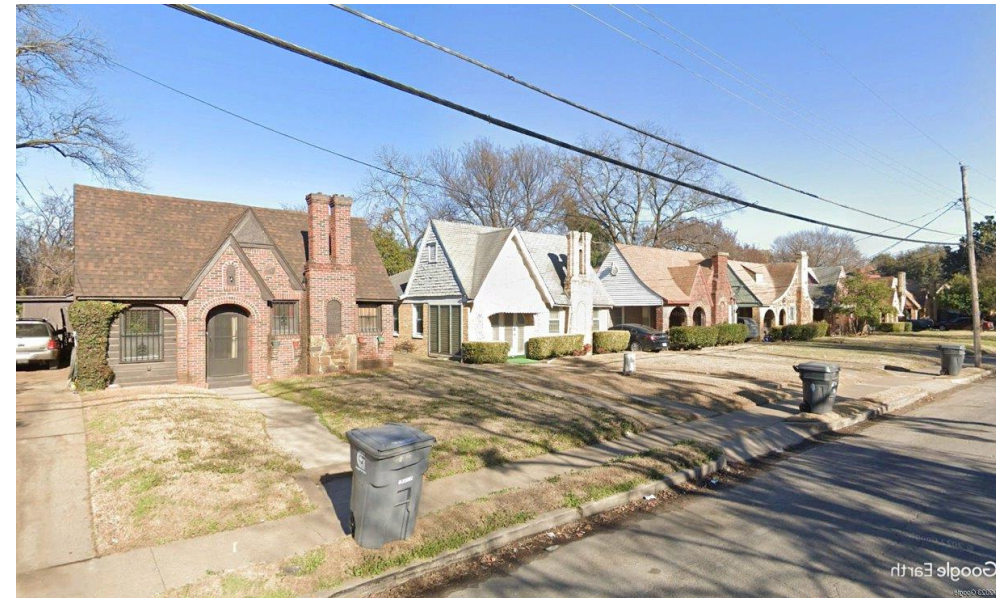
- Half mile radius of the Dart Station
- Proximity to Fair Park
- Regional Destination
- Opportunity for more businesses and housing options. Existing DART Station Area Plan
- South Pointe Revitalization Group
- Community Vision is for a mid to high rise mixed use area for housing, retail, restaurant, office and lodging
- Property owners expressed infrastructure needs in order to spur development



# Focus Area: Queen City



- National historic designation
- Primarily residential uses
- Design standards needed to address the incompatibility with new construction homes
- Preservation of existing architecture and structures
- Community vision is for a historic neighborhood that protects its character



# Implementation in Real Time



March 2, 2024, first Neighborhood Coalition meeting. PUD Staff was present along with Transportation Department.

- Over 50 neighborhood residents and many neighborhoods represented:
  - Fair Park Estates NA; Dixon Circle; Cornerstone; Cedars; Rose Garden; Pointe South Revitalization Group; Colonial Hill; South Fair; Revitalize South Dallas Coalition; Forest District; St. Phillips; Mill City; Queen City; Bertrand Community Group; Bexar Street; Bonton; Phillis Wheatley Neighbors





# Pointe South Revitalization Committee

March 25, 2024, Chair of Pointe South Revitalization Committee hosted the monthly meeting and invited City Staff from various department to attend.

The property owners presented an overview of the Pointe South Developers and their respective projects.

The projects include a mix of proposed new construction, and adaptive reuse of historic buildings in the area and more uses in close proximity to the MLK DART Station.

The committee presented assets & challenges in South Dallas, including mental health and homelessness issues.

Conversations and proposed actions are now occurring with city staff, about infrastructure needs for development and other challenges that hinder development.





# Departmental Collaboration-OEQS



April 15, 2024, the Office of Environmental Quality and Sustainability hosted a tour in South Dallas for property owners to introduce themselves, explain their projects, and engage with City Staff on their infrastructure needs and potential funding opportunities available within OEQS.





# Departmental Collaboration-Housing

- SDFP Area Plan recommended South Dallas as a housing target strategy area.
- May 1, 2024, a community meeting was held for the consideration of South Dallas Fair Park Area to become a Neighborhood Revitalization Strategy Area (NRSA).
- PUD Staff was in attendance and is collaborating with the Housing Department on achieving SDFP Area Plan Housing goals and implementation of recommended design standards/elements.



The flyer features a colorful city skyline illustration at the top. The City of Dallas logo and 'Housing & Neighborhood Revitalization' text are in the top right. The main title 'COMMUNITY MEETINGS' is in large yellow letters on a blue background. Below it, the date and time 'WEDNESDAY MAY 1 2024 1 TO 2 P.M. AND 6 TO 7 P.M.' are prominently displayed. The location 'Fourth Avenue Church of Christ Family Life Center' and address '3220 Park Row Ave. Dallas, TX 75210' are listed. A map of the Fair Park area is shown on the right, with a red star marking the meeting location. Text on the right explains that the community is being considered for an NRSA and lists benefits like affordable housing and economic development. A QR code and 'Can't attend? Scan the QR code to take the survey!' are at the bottom right. A blue banner at the bottom left states 'Your feedback matters.' and invites residents to share concerns.

**COMMUNITY MEETINGS**

**WEDNESDAY  
MAY 1  
2024**

**1 TO 2 P.M.  
AND  
6 TO 7 P.M.**

**Fourth Avenue Church  
of Christ Family Life  
Center**  
3220 Park Row Ave.  
Dallas, TX 75210

Your community is being considered for a Neighborhood Revitalization Strategy Area (NRSA).

If approved by the Department of Housing and Urban Development (HUD), NRSA designation allows the City of Dallas to:

- invest heavily in affordable housing
- coordinate investments between City departments to promote economic development

**Your feedback matters.**  
We invite all residents, business owners, financial institutions, nonprofits and community groups that live or do work in the area to share your concerns about housing and community development.

Can't attend?  
Scan the QR code  
to take the survey!

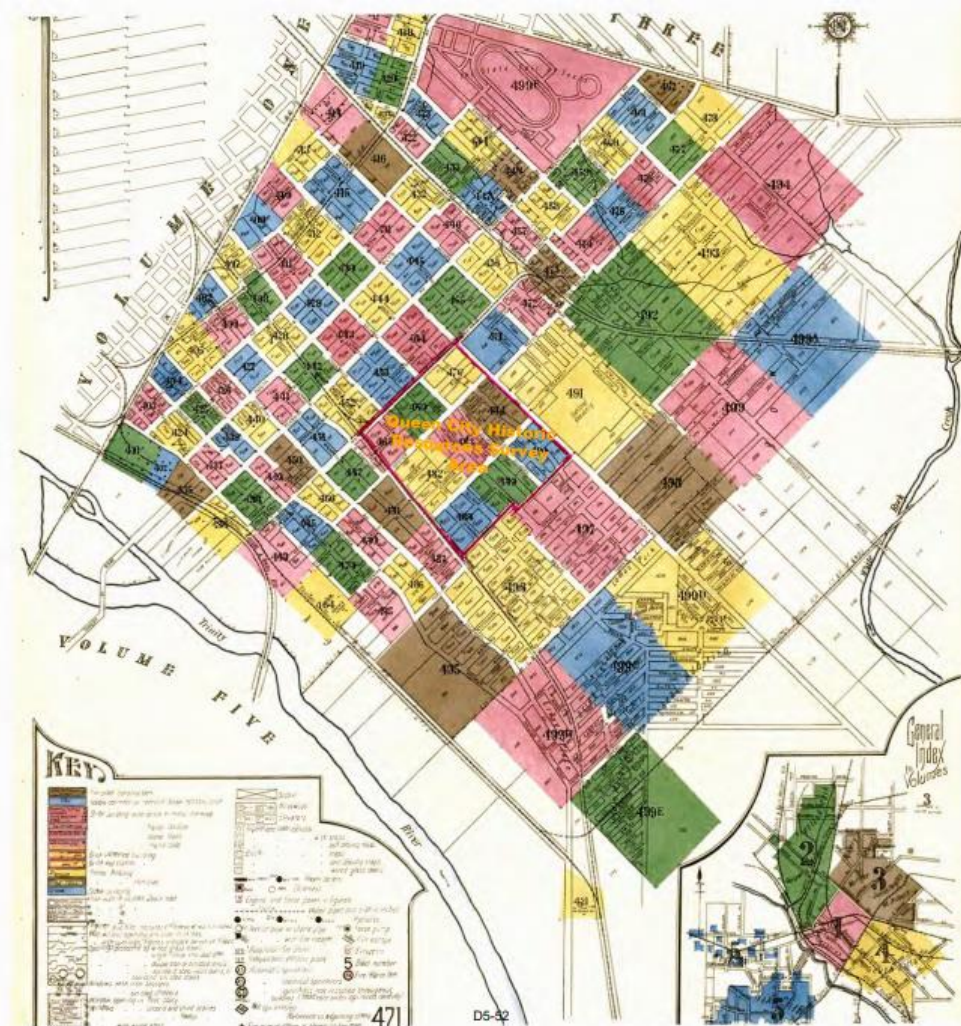




# Queen City Historic District

Queen City Neighborhood bounded by State Highway 310 (aka S.M. Wright Freeway), Warren Avenue, Malcolm X Boulevard, and Eugene Street was approved by the Landmark Commission on Monday, May 6, 2024, for consideration of initiating the historic designation procedure to establish a historic overlay district, on property constituting a subdistrict within Planned Development District No. 595.

- June 3, 2024 Landmark Commission Meeting – If approved 2-year pre-designating moratorium will be put in place allowing the architectural control they desire. Certificate of Appropriateness, and demolition will have to be submitted before permitting is granted.



Queen City Neighborhood



# Summary of Recommendations



- Community Capacity Recommendations
  - Establish Neighborhood Coalition Group to address community wide issues
    - West Dallas One, Ferguson Road Initiative
  - Establish Property Owners Groups and Corridor Business Owners Groups
    - Farmers Market Stakeholders, Deep Ellum Foundation, Greenville Business Owners
  - Dedicated Staff to continue to Implement the plan



# Summary of Recommendations



- Econ Dev Recommendations
  - TIF
    - Complete Authorized Hearing for PD-595
    - Recruit TIF Board Members with a vest interest in South Dallas
    - Provide training and onboarding to board members
  - South Dallas Fair Park Opportunity Fund
    - Recruit members citywide with experience and a passion for South Dallas
    - Market Funding Sources to Community
    - Reallocate a portion of funding for a micro lending and bridge financing
  - Small Business Center
    - Support new and emerging creative and tech businesses to supplant existing logistic jobs in South Dallas.



# Summary of Recommendations



- Housing Recommendations
  - Select South Dallas as a Focus Area for the City Housing Department
  - Target Home repair programs in South Dallas
  - Require new Land Bank of NOFA housing in South Dallas to utilize a South Specific Design Guidebook
  - Develop Design Guidelines for the private sector new housing
  - Host property heirships workshops annually
  - Complete the revitalized of Jefferies Myers



# Summary of Recommendations



- Infrastructure Recommendations
  - Bond Projects
    - Monitor existing and future approved bond project to ensure timely completion
  - Street Project
    - Elsie Faye Higgins to Second and to Scyene
    - Malcom X Elm to Warren
    - Al Lipscomb and Malcom X
    - MLK Jr and Malcolm X
    - 1200 S Trunk
    - 2500-2600 Myers
  - Monitor Racial Equity Plan to ensure historic disinvestment in infrastructure is addressed and prioritize connecting underserved populations to jobs, education, and housing



# Summary of Recommendations



- Land Use Recommendations
  - Planned Development 595
  - Twenty Years Old
  - Created to address certain issues
  - New trends and development pressure
  - Preserve character of existing neighborhoods while allowing for additional housing and growth in particular along corridors





# Summary of Recommendations



- Land Use Recommendations - Preserve Neighborhoods

Yes	No	Maybe
<p>Existing Older Single Family Homes</p> <p>New Single Family homes that are similar to older homes</p>	<p>New single family homes that are grossly incompatible with existing homes</p> <p>Large Multi Family interior to the neighborhoods</p>	<p>Duplexes if they look like older existing single family homes</p> <p>Accessory dwelling units if they fit in with existing neighborhood fabric</p>



# Summary of Recommendations



- Land Use Recommendations – Design Standards for Single Family
  - Single family zoning districts in PD-595 would have design standards that new housing would have to follow
    - Porches in the Front
    - Garages in the Back
    - Two Story Maximum Height
    - Roof with a pitch
    - Smaller driveways
  - ADUs would be allowed subject to the above design requirements and the design requirements in Chapter 51(A)



# Summary of Recommendations



- Land Use Recommendations – Design Standards for Duplexes
  - The duplexes zoning district in the PD would have the same design standards that single family housing would have for new structures
    - Porches in the Front
    - Garages in the Back
    - Two Story Maximum Height
    - Roof with a pitch
    - Smaller driveways
  - No Single family zoned property would be rezoned to allow for duplexes through the authorized hearing
  - If in the future a property owner wishes to rezone property to the PD-595 D(A) district they would have to comply with the same design standards for single family



# Summary of Recommendations



- Land Use Recommendations – Community Growth – Mixed Use Corridors
  - Commercial Corridor become Mixed Use Corridors – Allow Residential
    - Med to High Rise Corridors
      - DART MLK Station
      - Robert B Cullem Corridor
    - Low to Mid Rise Corridors
      - JB Jackson Corridor
      - Areas Adjacent to Med-High Rise
      - Hatcher Street Station
    - Low Rise Corridors
      - Second Ave
      - Malcolm X
      - Elsie Faye Higgins
      - Fitzhugh



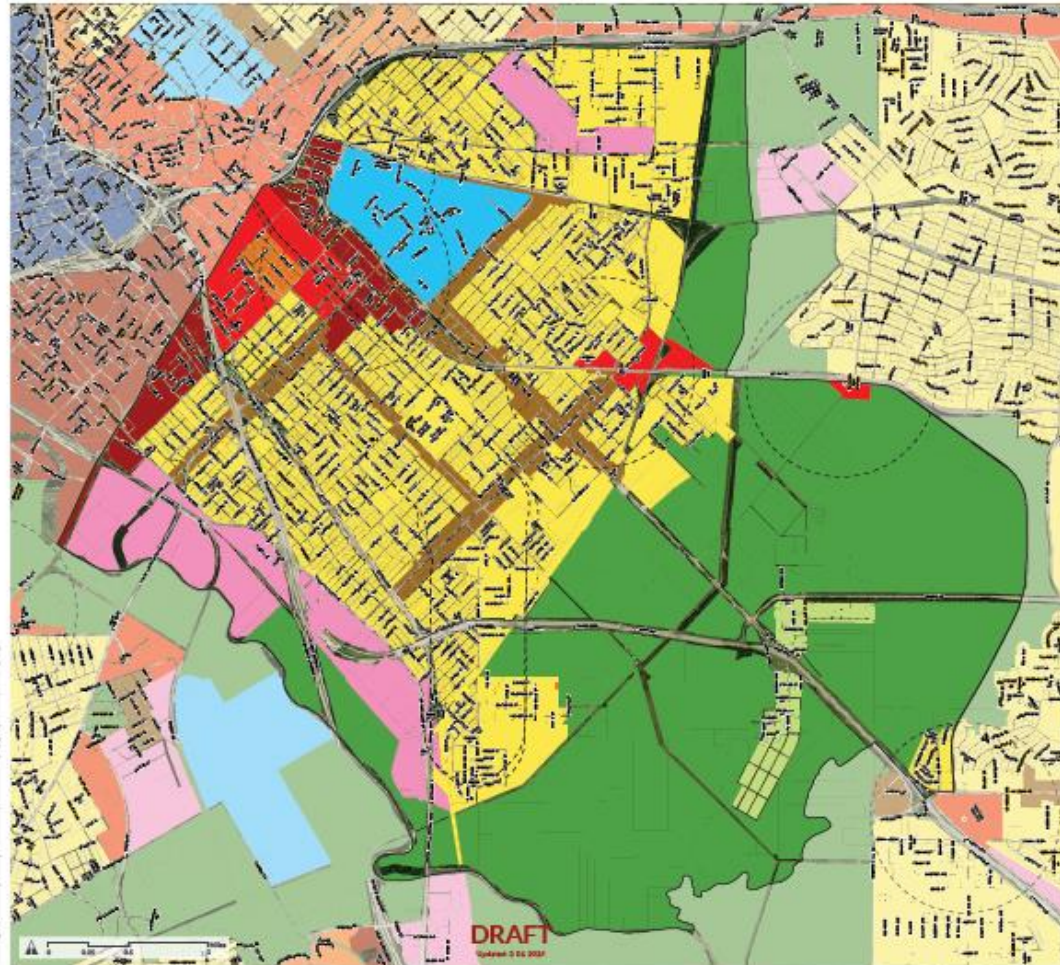
# Summary of Recommendations



## SE-1: "SOUTH DALLAS / FAIR PARK"

FORWARD DALLAS

- DART Light Rail Stations
- Regional Open Space
- Small Town Residential
- Community Residential
- Urban Residential
- Regional Mixed-Use
- Community Mixed-Use
- Neighborhood Mixed-Use
- Urban Core
- Institutional / Public Utility
- Flex Commercial



# Summary of Recommendations



- Land Use Recommendations – Community Growth – Uses and Parking
  - Land Uses
    - Catering Services – Allow by Right
    - Restaurants with all service to go – Allow By Right
    - Massages – Allow as accessory to Personal Service (Nail or Hair Salons)
    - Moving Vape Shops to Tobacco Store (Not allowed)
    - Keep Convenience Stores allowed subject to SUPs
  - Parking
    - Parking Mandate (Location and Required Amount)
      - Does match historic development pattern in South Dallas
      - Has been repeatedly sited as a barrier for redevelopment
      - Remove the mandate



# Questions



## Contact Information:

Andrea Gilles, Assistant Director

[Andrea.gilles@dallas.gov](mailto:Andrea.gilles@dallas.gov)

Patrick Blaydes, Chief Planner

[Patrick.blaydes@dallas.gov](mailto:Patrick.blaydes@dallas.gov)

Lindsay Jackson, Senior Planner

[Lindsay.jackson@dallas.gov](mailto:Lindsay.jackson@dallas.gov)

