

# Memorandum



DATE April 17, 2015

TO Members of the Economic Development Committee: Tennell Atkins (Chair), Rick Callahan (Vice Chair) Scott Griggs, Adam Medrano, Jerry R. Allen, Lee Kleinman

SUBJECT **Progress Update - UNT-Dallas Area**

On Monday, April 20, 2015, the Economic Development Committee will be briefed on progress regarding economic development activities and pending private investment in the UNT-Dallas area.

Briefing material is attached.

Should you have any questions, please contact me at (214) 670-3296.

Ryan S. Evans  
First Assistant City Manager

C: The Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Ryan Evans, First Assistant City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Karl Zavitkovsky, Director, Office of Economic Development  
J. Hammond Perot, Assistant Director, Office of Economic Development  
Elsa Cantu, Assistant to the City Manager – Mayor & Council

# PROGRESS UPDATE - UNT- DALLAS AREA

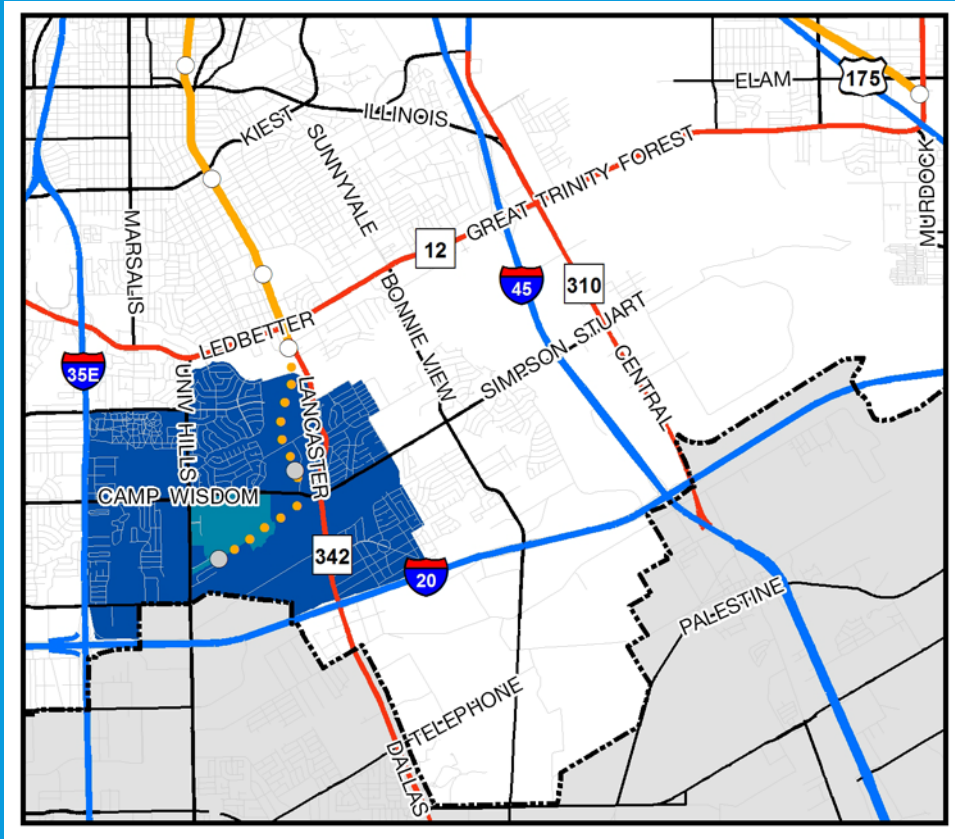
Economic Development Committee

April 20, 2015

# PURPOSE

- To update the Economic Development Committee on efforts to promote economic development activity in the area surrounding UNT-Dallas.

# GEOGRAPHY



- The UNT-Dallas area is bounded by IH-35 to the west, I-20 and Lancaster city limits to the south, Tracy Road to the east and Laureland Road and Wagon Wheel Trail to the north.
- Major arterials are Camp Wisdom/Simpson Stuart east-west, and University Hills north-south.
- It covers approximately 5 square miles.

# NATURAL ATTRIBUTES



The area's natural attributes are many:

- 8 – 10 minute drive time to/from downtown.
- Direct access to three major highways: I-20, I-35 and I-45.
- Close to the 30 corporations who have made IPOD their home.
- Beautiful rolling terrain with spectacular views of downtown.
- Large tracts of undeveloped land.

# UNT-DALLAS AS A CATALYST

- In 2002, the City of Dallas purchased 202 acres of land, at a value of \$3 million, and donated it to the University of North Texas system to create UNT-Dallas, the only 4-year university in the City of Dallas.
- The City of Dallas facilitated additional land contributions by a private owner, expanding the UNT-Dallas campus to 264 acres.
- UNT-Dallas' location was strategically chosen to be a catalyst for economic activity in Southeast Oak Cliff.



# UNT-DALLAS AS A CATALYST

- UNT-Dallas opened its first building in 2007 with full-time enrollment of 1,000 students.
- In 2012, with the encouragement of the City of Dallas and under the leadership of its new President Ron Brown, UNT-Dallas began proactively opening up its campus to the community.
- UNT-Dallas now has 2 academic buildings, 2,600 full-time students and will graduate it's second class in May.



# UNT-DALLAS AS A CATALYST

- A 3<sup>rd</sup> building is on its way, as UNT-Dallas is moving forward with plans to build a privately financed 120-bed residence hall and learning center on its campus, with a target opening date of summer 2016.
- A 4<sup>th</sup> building is potentially on the way, as The Texas House of Representatives just approved a bill containing \$60 million for a UNT-Dallas library and student success center as part of the tuition revenue bond program. (Senate approval is pending.)
- Additionally, UNT-Dallas has privately raised \$400,000 of \$600,000 needed to build an on-campus amphitheater for students and the community.





# LEVERAGING OUR INVESTMENT

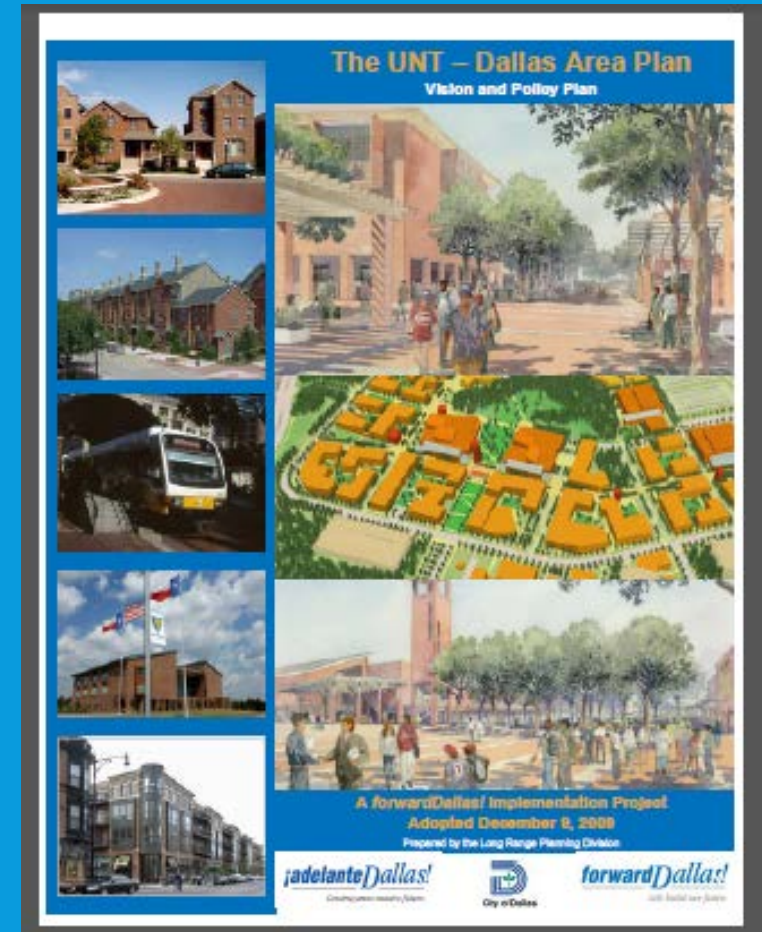
- A key component of the GrowSouth initiative, the City of Dallas is leveraging its catalytic investment in the UNT-area via:
  - Planning
  - Infrastructure
  - Facilitation of private investment

# PLANNING

- In 2005, the UNT-Dallas area was designated as one of five catalyst projects in the Office of Economic Development's 2005 Strategic Engagement development plan.
- In 2006, the *forwardDallas!* Comprehensive Plan identified the UNT-Dallas area as a top priority for area planning.
- A 14-member advisory committee including neighborhood residents and property owners was formed.
- 2 public meetings and 5 advisory committee meetings were held between April 2007 and May 2008, resulting in a draft Consensus Vision.

# PLANNING

- The draft Consensus Vision was followed by 2 additional public meetings, a town hall meeting in conjunction with DART, 3 neighborhood meetings and multiple property owner meetings.
- As a result, in 2009, the UNT-Dallas Area Plan, the first post - *forwardDallas!* small area plan, was adopted. (See Appendix A for details of plan.)



# PLANNING

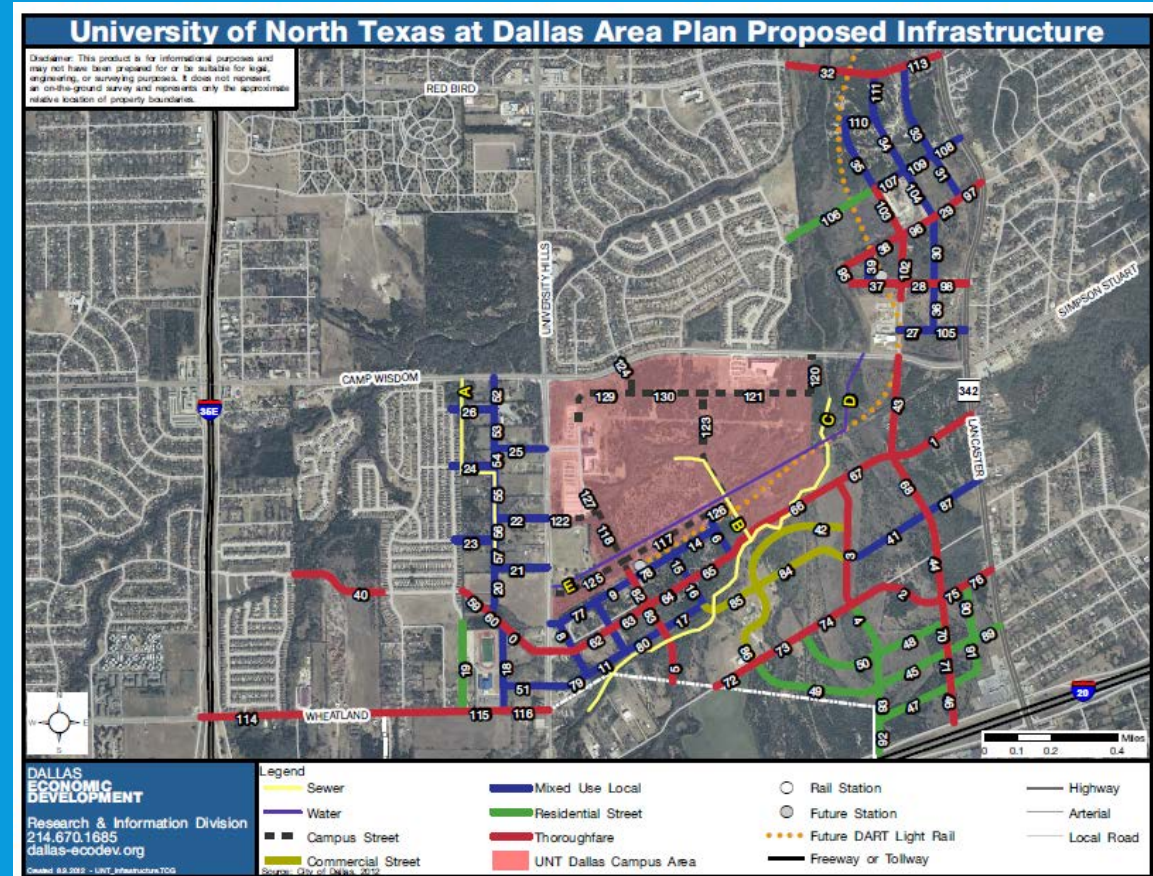


- Complementing City of Dallas' planning efforts, the City of Lancaster adopted a Campus District Plan.
- Their plan envisions research and development land uses within a 450 acre district at the City of Dallas/City of Lancaster border.



# PLANNING

- In 2013, a preliminary analysis of infrastructure needs was completed by DWU and Transportation Planning to address future water, sewer, streets and transportation needs.
- The analysis ultimately plans for development not just directly adjacent to UNT-Dallas, but also across University Hills to the west and along Lancaster north of Camp Wisdom. (See Appendix B for details.)
- Analysis is ongoing to determine cost and funding sources.



# PLANNING

- In 2013, Town Hall Associates was hired to prepare an Economic Development Assessment, which was presented to the community at a town hall meeting on UNT-Dallas' campus.
  - The report included a Community Needs Assessment and an Area Assessment. (See Appendix C for key findings.)
- In 2014, The Retail Coach, a national consulting firm, conducted a retail market analysis of key intersections in the UNT-Dallas area. (See Appendix D for key findings.)
- In 2015, DWU and Transportation Planning continue to refine their infrastructure plans to support future development.

# INFRASTRUCTURE - COMPLETED

- Houston School Road was reconstructed and made into a 6-lane boulevard, and renamed University Hills Boulevard.
- A new Dallas Police Department South Central Patrol Division substation was built at Camp Wisdom Road and Patrol Way, directly across from UNT-Dallas.
- A new police service area was established to improve public safety in south central Dallas.



# INFRASTRUCTURE - ONGOING

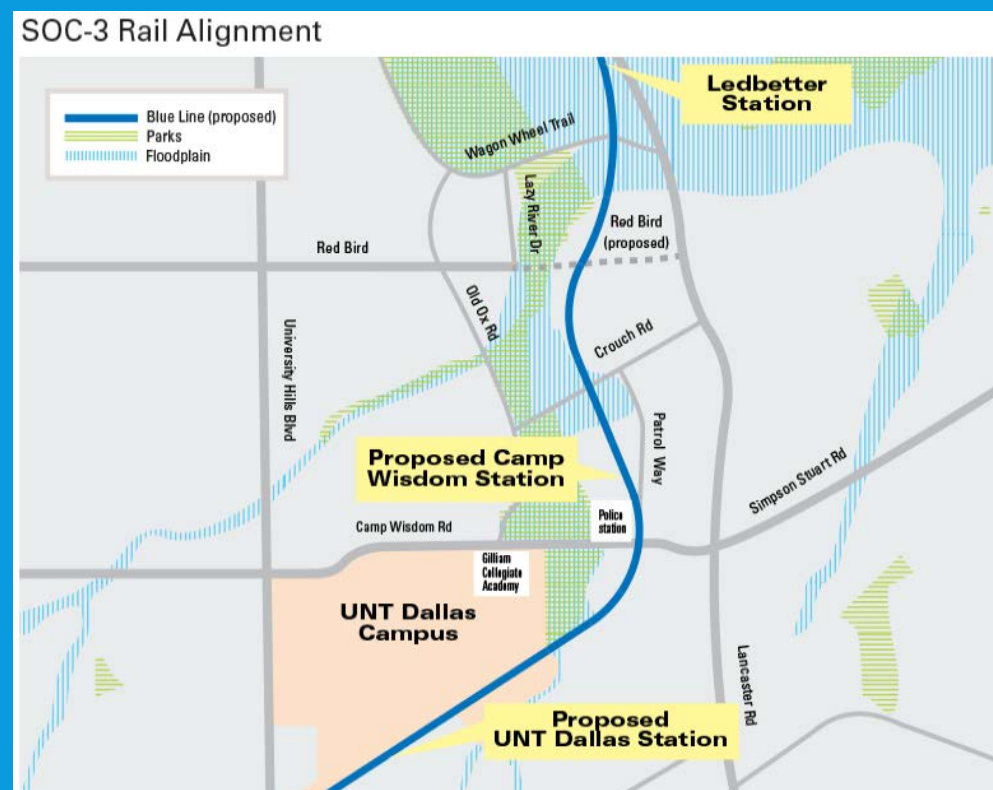
- The City of Dallas proactively worked with DART to expedite the extension of the Blue Line to serve the UNT-Dallas area.
- A ground-breaking ceremony was held in October, 2014 with participation from DART, UNT-Dallas, City of Dallas and community members.





# INFRASTRUCTURE - ONGOING

- Construction is underway and on-schedule for a December 2016 completion, two years earlier than originally anticipated.
- As part of the extension, two new stations are being built in the UNT-Dallas area, one at Patrol Way north of the South Central Patrol Division substation and one at the southern edge of the UNT-Dallas campus.



# INFRASTRUCTURE - ONGOING

- Construction has begun on a new Singing Hills Recreation Center to be located adjacent to the new Camp Wisdom DART station, replacing an obsolete existing recreation center.
  - It will be the first recreation center to connect directly to a DART station (via a plaza).
  - Construction is anticipated to be completed by year-end 2016, coincident with the opening of the DART station.



# INFRASTRUCTURE - ONGOING



- A new 3-mile hike and bike trail, Runyon Creek Greenbelt, indicated in red on the map, is being designed to connect 5 Mile Trail with both DART stations and will be constructed as funding allows.
- The Department of Public Works has completed the design for a re-alignment of Wheatland Road between University Hills Boulevard and Lancaster Road, and is in the process of acquiring right-of-way.

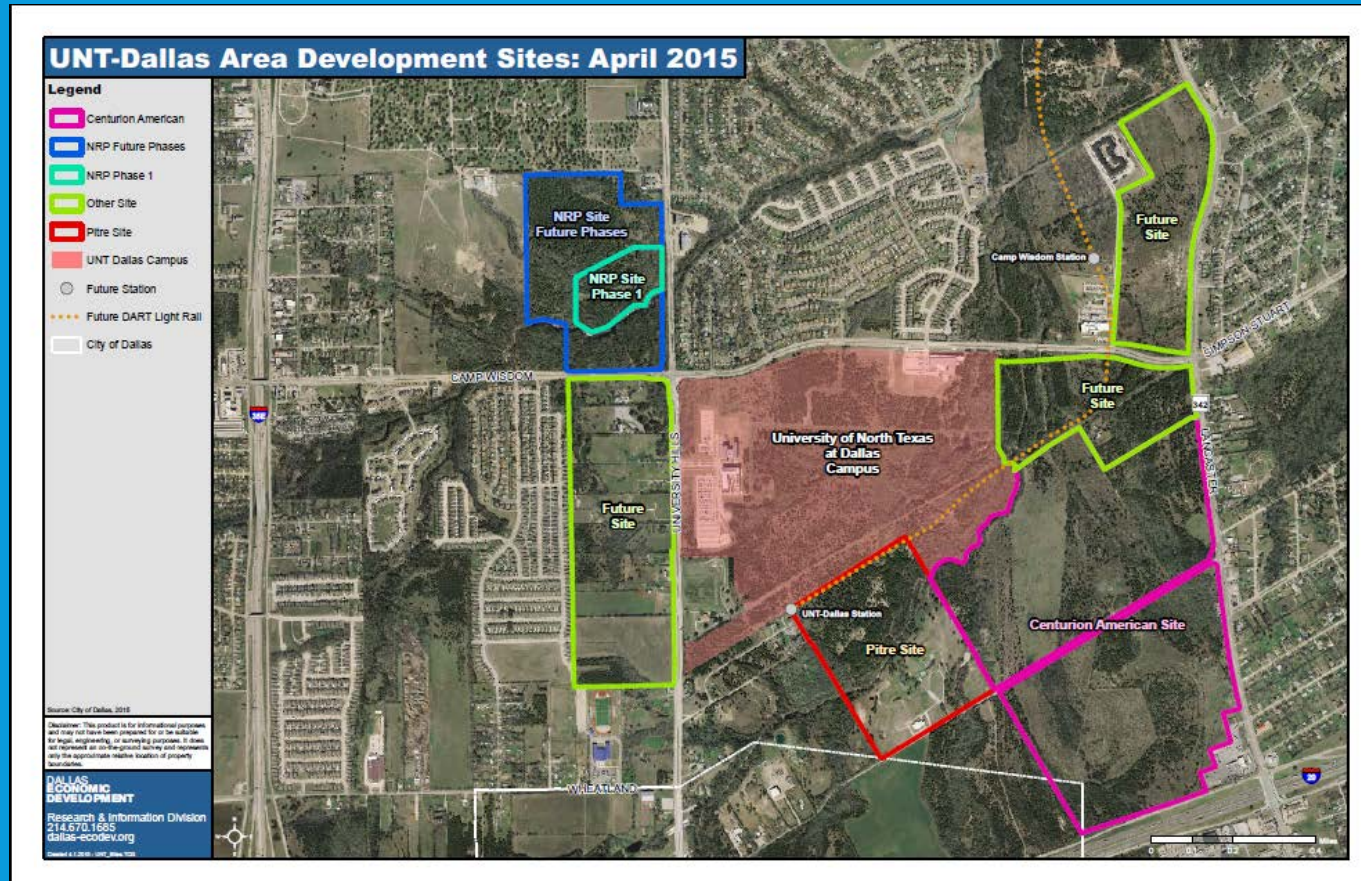
# OTHER INVESTMENT

- Kathlyn Joy Gilliam Collegiate Academy
  - Early college high school, magnet school
  - Targets 1<sup>st</sup> generation college students
  - Opened 2008, has approximately 400 students
- Magnolia trace
  - Senior community, income restricted
  - 100 + units
  - Opened in 2011

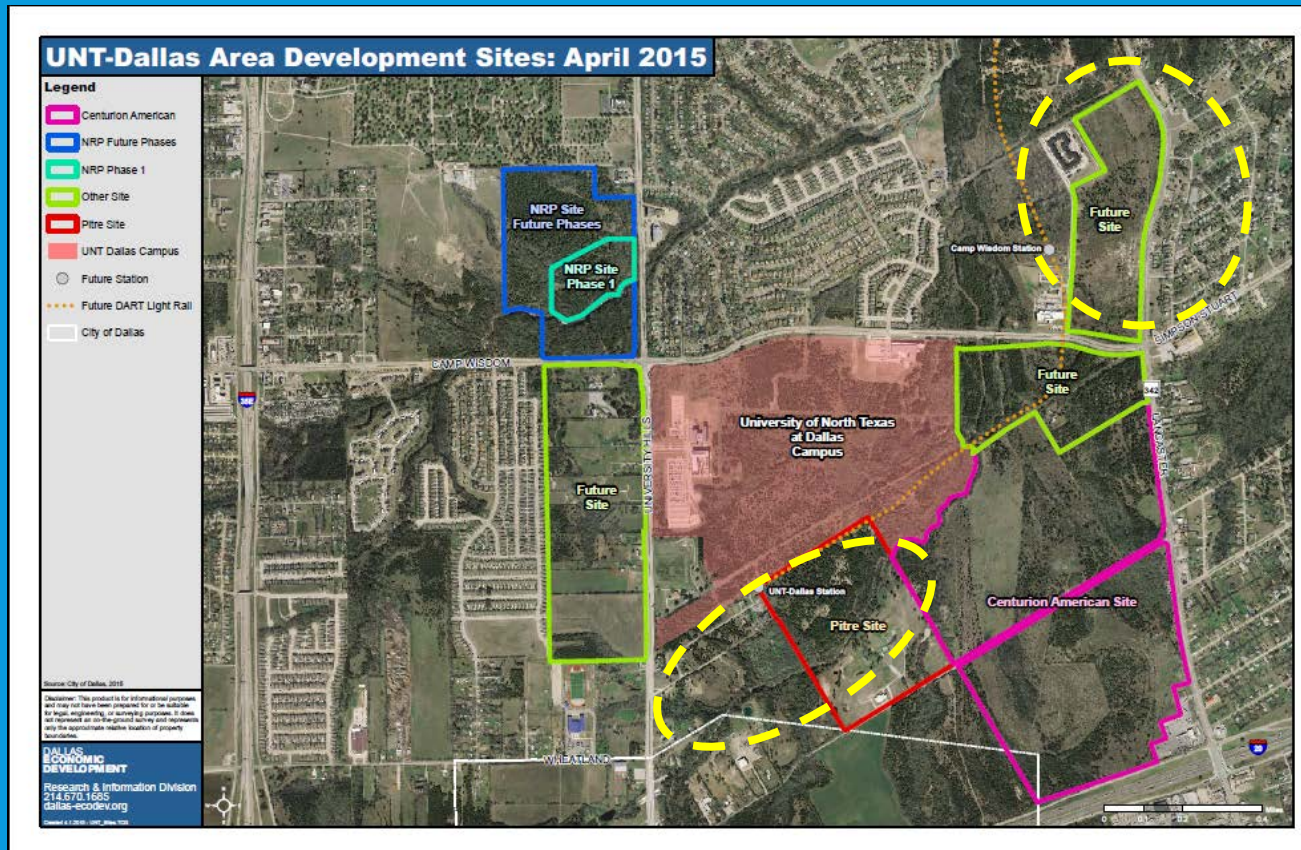




# POTENTIAL DEVELOPMENT SITES



# TRANSIT - ORIENTED DEVELOPMENT OPPORTUNITIES



- The new Camp Wisdom and UNT-Dallas DART stations create potential transit-oriented development opportunities at adjacent sites.

# PENDING FUTURE PRIVATE INVESTMENT

- As a result of all of the previous efforts, the UNT-Dallas Area is beginning to attract interest from private developers.
- Two potential projects are in the planning stage and have approached the City of Dallas for assistance in moving forward:
  - University Hills – Centurion American
  - Savannah Estates – NRP/Pettis Norman



# UNIVERSITY HILLS

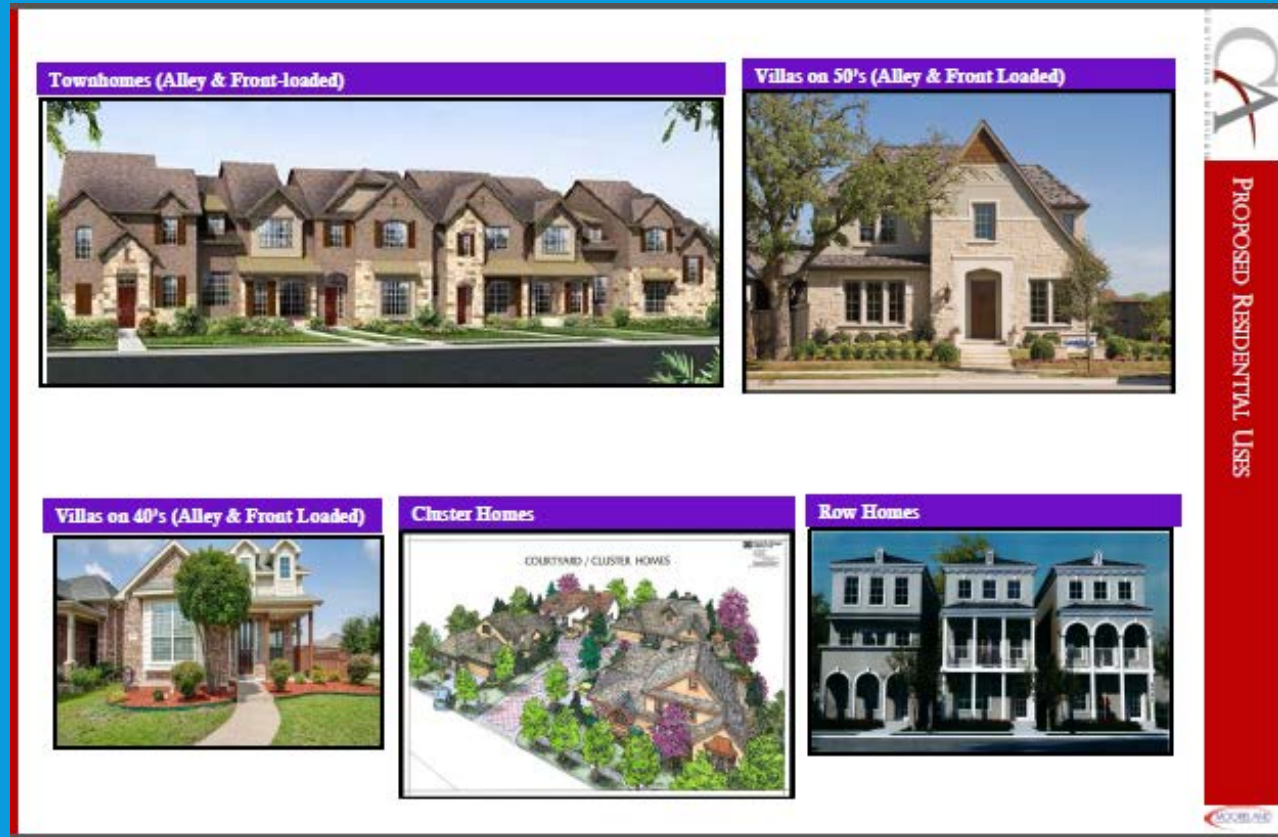
- Centurion American is planning a 260-acre mixed-use project including:
  - Single family villas and townhomes
  - Multifamily residential
  - Retail/restaurants
  - Hotel
  - Entertainment district
  - Wedding chapel
  - Sports facility






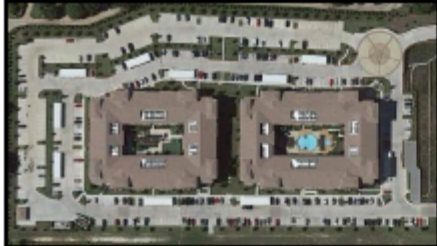

# UNIVERSITY HILLS

Single family villa and townhome examples:



# UNIVERSITY HILLS

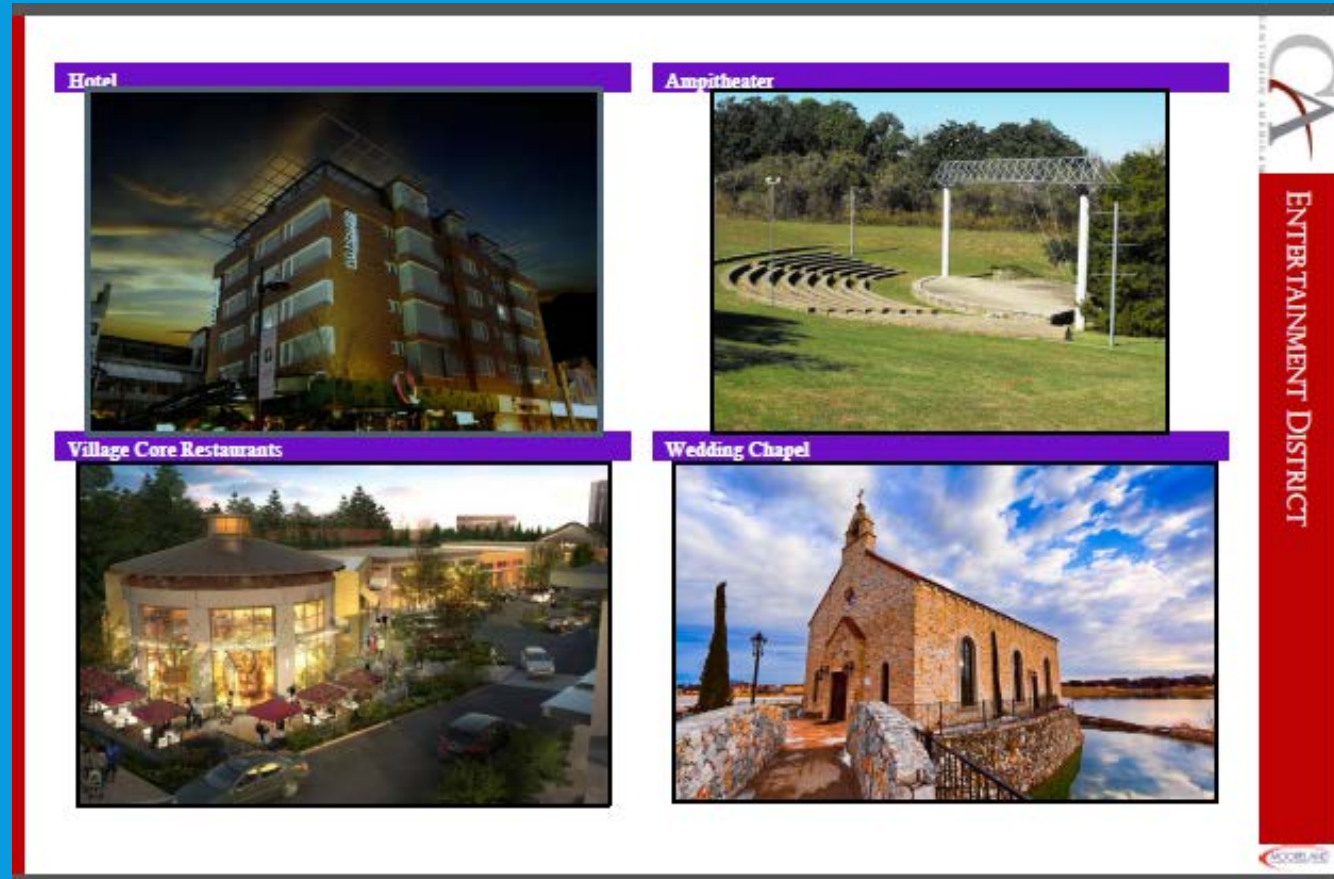
## Multifamily examples:

Multi-Family	Multi-Family
<ul style="list-style-type: none"><li>• 20-25 Units Per Acre</li><li>• Surface Parked, but arranged to be similar in style to Podium-Parked Product</li><li>• Interior Pool and Courtyards</li><li>• 3-Stories</li></ul>	
	

MULTIFAMILY

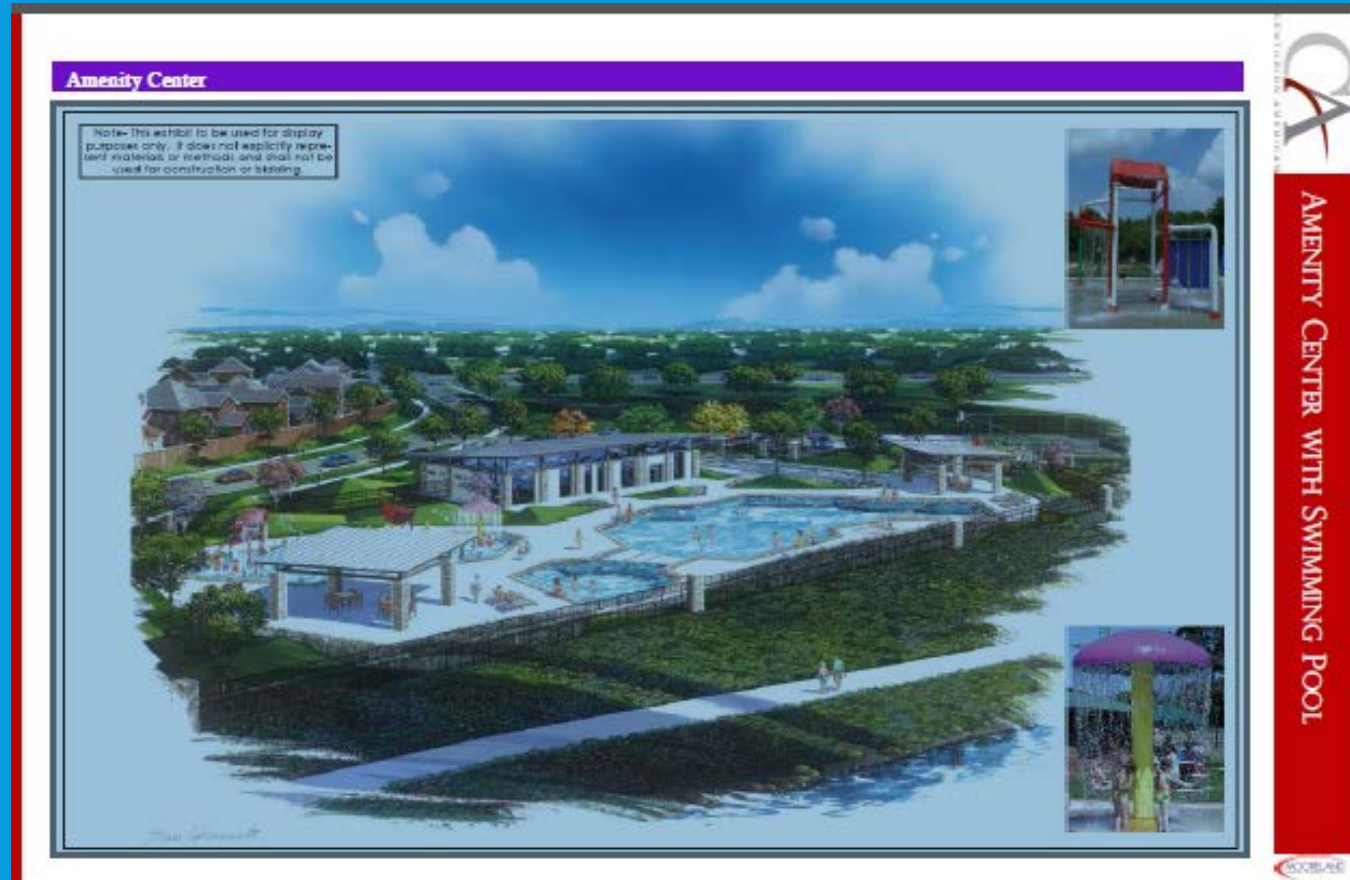
# UNIVERSITY HILLS

Entertainment district and wedding chapel examples:



# UNIVERSITY HILLS

Amenity center example:





# SAVANNAH ESTATES

- National multifamily developer NRP, in partnership with Pettis Norman, is proposing a mixed-use, mixed-income project consisting of:

## Phase I:

- 265 apartments, 50% at 80% AMI
- 10,000 sf of retail
- A common green

## Future Phases:

- For-sale single family
- Retail/Commercial



# SAVANNAH ESTATES

Phase I multi-family:



# SAVANNAH ESTATES

Phase I retail/  
live work:





# SAVANNAH ESTATES

Future phases plan:





# PENDING FUTURE PRIVATE INVESTMENT

- To move forward, future projects will require significant public infrastructure investment:
  - \$5 million was approved in the 2012 bond program that can be used for economic development in the UNT-Dallas area.
  - \$5.2 million was approved in the 2006 bond program for the alignment of Wheatland Road between University Hills and Lancaster.

# NEXT STEPS

- Continue (DWU and PW) to evaluate the cost and funding sources of water, sewer, trail and road improvements needed to support development.
- Create a TIF District to further encourage development via infrastructure cost reimbursement.
- Continue to support UNT-Dallas as they expand their campus in the future with an amphitheater, a library and new residential and academic buildings.
- Continue to work with DART as they construct the Blue Line extension and integrate it into the existing rail network and community.

# NEXT STEPS

- Evaluate potential projects for council consideration:
  - Savannah Estates
    - DHFC (May)
    - Eco/Housing Committees (late May/early June)
    - Council consideration (late May/early June)
  - University Hills
    - Council action – 4th quarter 2015 or 1<sup>st</sup> quarter 2016
  - Continue to work with DART on T.O.D. development

# APPENDIX A – SUMMARY OF UNT-DALLAS AREA PLAN

## Key opportunities identified in the plan:

- The UNT-Dallas Campus as anchor.
- DART light rail blue line extension.
- Strategic Location near IIPOD, Dallas Executive Airport, VA Hospital and NAFTA trade corridor (I-20).
- Undeveloped land and attractive natural features.
- Established single family neighborhoods.

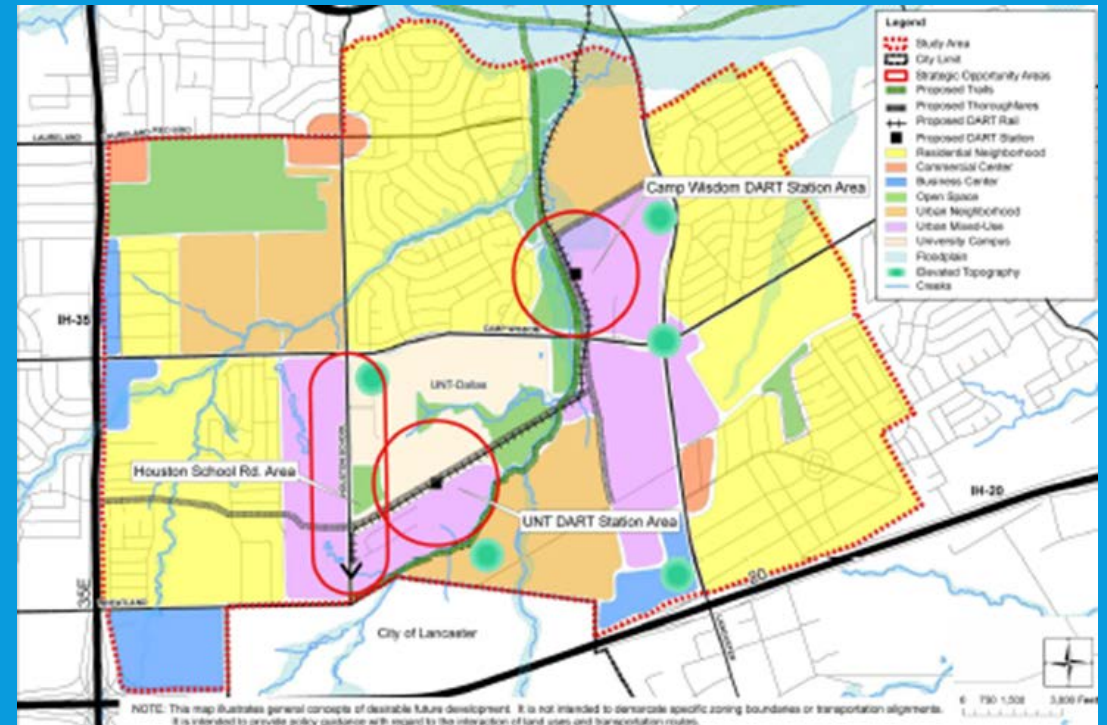
## Key challenges identified in the plan:

- Utility improvements are needed.
- A coordinated transportation effort is needed to ensure multi-modal accessibility.
- Current zoning does not support a “university town”.

# APPENDIX A – SUMMARY OF UNT-DALLAS AREA PLAN

Strategic opportunity areas for future development identified in the plan:

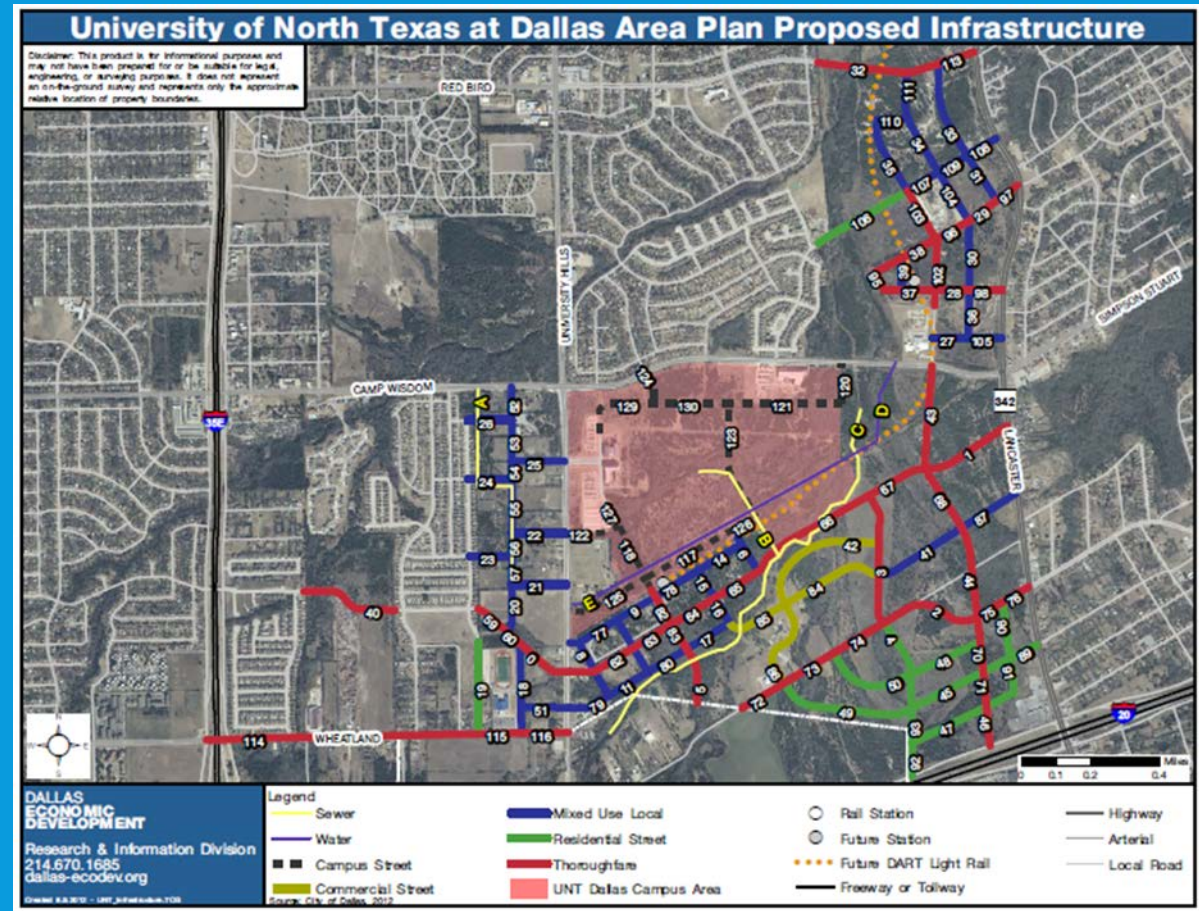
- 1) UNT DART Station Area – Promote a vibrant walkable mixed-use neighborhood near the UNT-Dallas DART station.
- 2) University Hills Area – Establish a university gateway corridor to serve as the primary business address in the area.
- 3) Camp Wisdom DART Station Area – create a transit-oriented town center at the proposed DART station.



# APPENDIX B – PRELIMINARY INFRASTRUCTURE ANALYSIS

Estimated infrastructure costs (2009 estimates):

- Streets – approximately \$43 - \$56 million.
- Water & Sewer – approximately \$15 - \$16 million.





# APPENDIX C – KEY FINDINGS: TOWN HALL ASSOCIATES

## Community Assets:

- Available Land
- Education Corridor
- Regional transportation/transit network

## Community Priorities:

- Create a community planning/development structure.
- Improve SEOC engagement with community institutions.
- Address current service access issues.
- Invest in public/private maintenance and repairs.
- Implement an investment/workforce strategy.

# APPENDIX C – KEY FINDINGS: TOWN HALL ASSOCIATES

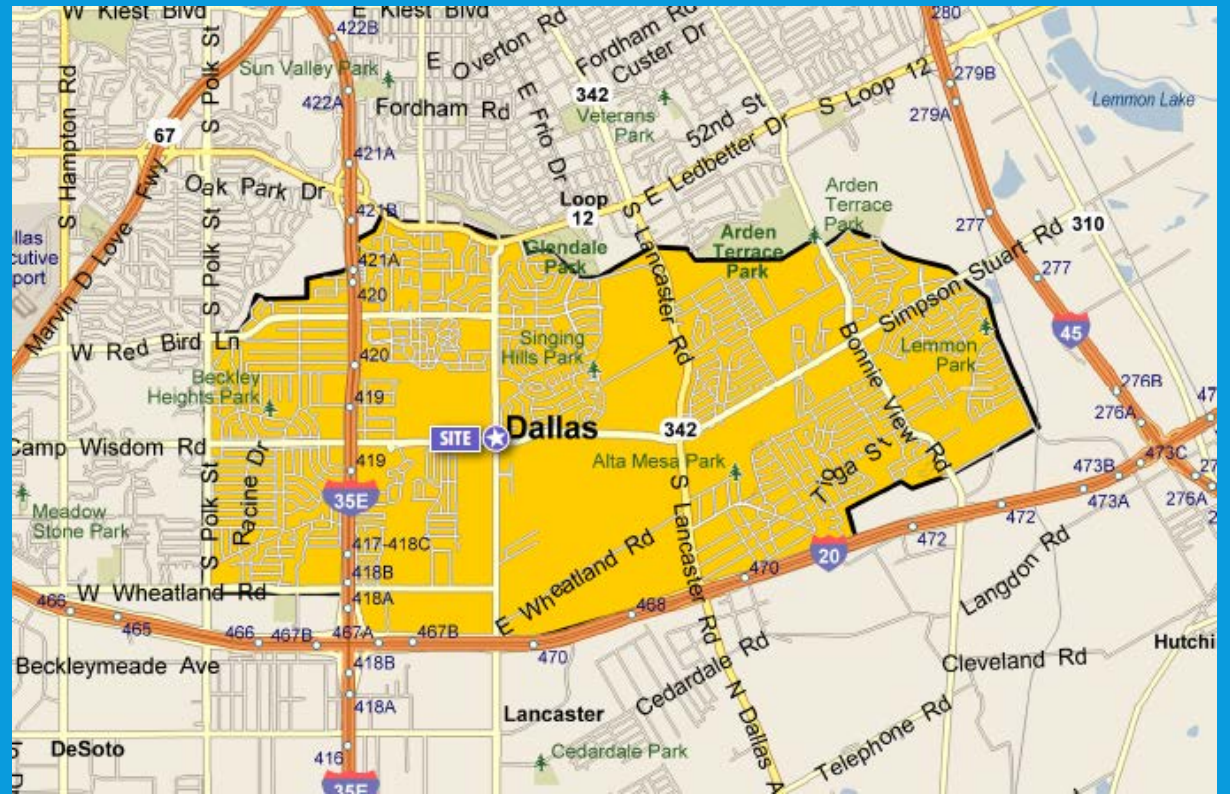
## Recommendation Summary:

- Develop infrastructure to allow growth.
- Improve current transportation options.
- Plan for regional business anchors with detailed business development strategy, marketing and incentives.
- Create a corridor plan along Lancaster
- Form a regional development coalition.
- Grow the community from the anchors.
- Strengthen neighborhoods with infill housing.
- Improve current food service options.



# APPENDIX D – KEY FINDINGS: THE RETAIL COACH

- The Retail Coach performed a Retail Site Profile of the University Hills/Camp Wisdom corner and identified a specific retail trade area for the intersection.



# APPENDIX D – KEY FINDINGS: THE RETAIL COACH

- Trade area leakage analysis:
  - Total retail trade area potential sales - \$394,000,000
  - Actual retail trade area sales - \$20,000,000
  - Difference, i.e. “leakage” - \$374,000,000
- Top leakage categories, in order:
  - Food and beverage stores - \$56,000,000
  - General merchandise stores - \$52,000,000
  - Motor vehicle and parts dealers - \$51,000,000
  - Food service and drinking places - \$37,000,000
  - Gasoline stations - \$36,000,000
  - Building material, garden equipment stores - \$35,000,000