

# 2011 Economic Fact Sheet



District

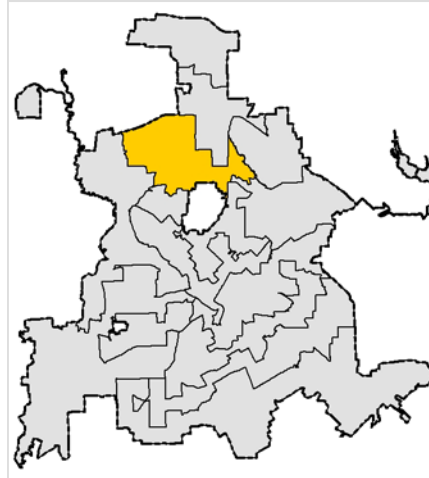
# 13

## Economic Development in District 13

### 2010 Economic Development Year in Review

Since 2005, the Office of Economic Development has been implementing its *Strategic Engagement* development plan for Dallas. Major development projects in District 13 last calendar year included the following:

- Whole Foods opened a new store at the Shops at Park Lane in March. The 64,000 sq. ft. store at 8190 Park Ln. is the largest Whole Foods location in North Texas.
- Accounting firm CF & Co. relocated its corporate headquarters from Farmers Branch to 8750 N. Central Expressway in July. The company leased 23,000 sq. ft. at the NorthPark Central office tower.
- Sun River Energy Management relocated its corporate headquarters from Colorado to 5950 Berkshire Dr. in August.
- Swedish retailer H&M announced in October its first Texas store at NorthPark Center. A temporary pop-up store opened in December and the permanent store will open in fall 2011.



porary pop-up store opened in December and the permanent store will open in fall 2011.



The Shops at Park Lane



NorthPark Center



Preston Center

## 2010 Real Property Taxable Value

	District 13 (in Billions)	% Change (‘09 to ‘10)	% of City Total
Total Value	\$17.30B	-3.3%	18.4%
Residential	\$12.58B	-3.4%	23.6%
Non-Residential	\$4.71B	-3.0%	11.7%

Source: Enterprise GIS, City of Dallas (base data from Dallas, Denton, and Collin County Appraisal Districts)

## 2010 New Construction Activity

	Single Family	Multi-Family	Non-Residential	Total
	Permits   Value	Permits   Value	Permits   Value	Permits   Value
District 13	71   \$61.6M	0   \$0.0M	11   \$15.5M	82   \$77.1M
Chng ‘09-‘10	-40.3%   -34.1%	-100%   -100%	-75.6%   -87.9%	-51.5%   -70.7%
% of City Total	8.5%   23.9%	0.0%   0.0%	6.4%   3.7%	7.6%   8.1%

Source: Department of Sustainable Development & Construction, Building Inspection Division, City of Dallas

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## 2010 Commercial Real Estate

	Total	Industrial	Office	Retail
Total Inventory (Sq. Ft.)	19,412,967	448,544	11,959,787	7,004,636
% of Total City Inventory	5.2%	0.2%	10.4%	9.9%
Vacant Space (Sq. Ft.)	3,183,318	9,290	2,791,135	382,893
District Vacancy Rate	16.4%	2.1%	23.3%	5.5%
City Vacancy Rate	12.0%	8.4%	21.2%	7.0%

Source: CoStar, January 2011

## 2010 Jobs & Business Estimates

- ◆ District Labor Force: 34,724
- ◆ District Unemployment Rate: 7.9%
- ◆ City Unemployment Rate: 8.8%
- ◆ Employed District Residents: 31,976
- ◆ Total Jobs in District (Including Government): 95,897

Private Industries	District Businesses		District Jobs
	Number	% of City	% of City
Construction, Natural Resources & Mining	448	10.3%	6.0%
Manufacturing	167	6.7%	1.2%
Trade, Transportation & Utilities	1,089	8.7%	7.7%
Information	151	10.0%	5.7%
Financial Activities	1,159	15.1%	16.8%
Professional & Business Services	2,950	13.7%	11.0%
Education & Health Services	986	18.4%	19.5%
Leisure & Hospitality	327	9.3%	11.3%
Other Services	413	7.2%	9.1%
<b>Total</b>	<b>7,690</b>	<b>11.9%</b>	<b>10.6%</b>

Source: Dunn & Bradstreet data, January 2011, and OED Analysis of Alteryx DemographicsNow data, 2010

Fast Facts		
	District 13	City of Dallas
Jobs / Acre	6.7	4.7
Commercial Real Estate / Acre	1,366.3 sq. ft.	1,821.8 sq. ft.
Businesses / Acre	0.54	0.30
New Construction Value / Acre	\$5,428	\$4,375
Property Tax Base / Acre	\$1,217K	\$429K
Size	22.2 sq. mi.	342 sq. mi.

Source: Dallas Office of Economic Development estimates



Hillcrest Crossing

**NOTE ON ESTIMATIONS:** For information see the methodology section at [http://www.dallas-ecodev.org/fact\\_sheets.html](http://www.dallas-ecodev.org/fact_sheets.html)

**CENSUS 2010:** OED's 2011 Council District Fact Sheets include only economic data. Census 2010 population data is under review for the City's redistricting process and will be included in a later update. Economic statistics are now provided by the American Community Survey, but is not published in a format that can be matched to Council District boundaries.