

## A MONTHLY BRIEFING

In this issue of *D Economy* read about the groundbreaking of the new Woodall Rodgers deck park (page 2) and about the city's steady unemployment rate (page 3). Also, learn more about the four new DART green line stations (page 4).

### New Rail Line Improves Mobility and Development Opportunities

The next era in Dallas transportation was ushered in on Monday, September 14, when the first phase of the Dallas Area Rapid Transit's (DART) Green Line went live. The Green Line stations are the first in Dallas since 2004 when Victory Station opened.

and the light rail is the first train service to the park since 1956. The last station is MLK, Jr., which is a neighborhood station serving area residents. Additionally, the Green Line adds regular service through downtown to Victory Station, which previously had been open only for special events at the American Airlines Center.



**Figure 1. Map of DART Green Line Expansion**  
Source: DART.

This first phase of the Green Line is only the beginning of the 28-mile, 20-station and \$1.8 billion project. Another 15 stations will open by December 2010 (Figure 1). Going south from the MLK, Jr. Station, 7.4 miles of rail and four more stations will come online, extending to Pleasant Grove. Going north from Victory Station, seven new stations will open in the Dallas city limits and four will open in Farmers Branch and Carrollton.

By 2013, completion of the Green Line and Orange Line (running from Downtown to DFW International Airport) and expansion of the existing Blue Line will bring the DART system from 48 to 90

miles of rail and from 39 to 63 stations. DART is constructing the largest light rail expansion in North America.

Completion of the new stations is tangible evidence that Dallas is moving forward in its quest to reduce residents' dependence on automobiles. The DART expansion is a useful tool for recruiting and retaining businesses that view proximity to rail as an attractive city amenity. Rail stations also provide real estate opportunities for housing, retail and office space.

The first four Green Line stations run three miles from downtown. Deep Ellum Station features a three part sculpture installation called "The Traveling Man." The second, Baylor University Medical Center Station, is across the street from the hospital and already features an adjacent, recently completed apartment building with ground floor retail. Next on the line is Fair Park Station, which drops passengers off at the entrance to the 277-acre namesake park. The Fair Park Station has opened just in time for the 2009 State Fair of Texas,

-Sonya Smith

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## Business News

- Realty Capital Partners LLC, a commercial real estate investment firm, is relocating to Preston Center from Colleyville in early October (Council District 13). RCP is moving to Dallas be closer to the types of companies it regularly does business with. SOURCE: DALLAS BUSINESS JOURNAL, SEPTEMBER 9, 2009.
- Xerox Corp. has announced that it will buy Dallas-based Affiliated Computer Services for \$6.4 billion (Council District 2). ACS is a Fortune 500 outsourcing company that focuses on business processes such as human resources. The deal is expected to close in the first quarter of 2010. After the acquisition, ACS will operate as a division of Xerox under the name ACS, a Xerox Company. SOURCE: DALLAS MORNING NEWS, SEPTEMBER 28, 2009.

## Southern Dallas News

- Methodist Charlton Medical Center opened its new 72-bed patient tower on September 12 (Council District 8). The tower is part of a \$116 million project to add patient rooms, nurses' stations, and state-of-the-art heart monitoring and heart surgery provisions. SOURCE: DALLAS MORNING NEWS, SEPTEMBER 2, 2009.
- The Beck Group began construction on the second building at the University of North Texas at Dallas campus (Council District 8). Construction was made possible after Governor Rick Perry signed a bill allowing for expansion at three future Texas universities, UNT Dallas among them. The new 100,000-square-foot building will have classrooms, a dining and banquet area and faculty offices, and it will also house the W.W. Caruth Jr. Dallas Police Institute. UNT Dallas reached its 1,000 full time equivalent student population in the spring 2009 semester, making it eligible to begin separating from the flagship UNT campus in Denton. University officials plan to welcome the first freshman class in the new building in 2010. SOURCE: NORTH TEXAS E-NEWS, SEPTEMBER 4, 2009.
- A ceremonial groundbreaking was held on September 22 for the new Diabetes Health and Wellness Institute run by Baylor Health Care System and housed at Juanita Craft Recreation Center (Council District 7). With a high incidence among African-Americans and Latinos, diabetes can be managed with medication, nutrition and exercise. The wellness center allows the hospital to reach into a neighborhood where residents might not otherwise receive care. The City of Dallas is contributing \$2 million to expand the recreation center along with \$15 million from Baylor. SOURCE: DALLAS MORNING NEWS, SEPTEMBER 22, 2009.

## Real Estate News

- Owner Phil Romano plans to open another Eatzi's Market & Bakery in the Pavilion on Lovers Lane, near the Dallas North Tollway, within the next three months (Council District 14). The only other Eatzi's is in Oak Lawn. Originally, Romano planned to open an Eatzi's in a new development in Plano, but the project became a victim to the recession. Eatzi's is a European-style market as well as a restaurant selling ready-to-eat meats, sandwiches, pasta and salads. SOURCE: DALLAS MORNING NEWS, SEPTEMBER 23, 2009.

## Center City News

- The Tower Residences at The Ritz Carlton is now open. The 23-story, 95-unit building is located at Cedar Springs Road and Pearl Street, adjacent to the Ritz-Carlton Dallas hotel (Council District 14). About two-thirds of the units are reserved by buyers. SOURCE: DALLAS MORNING NEWS, SEPTEMBER 3, 2009.
- The groundbreaking for the Woodall Rodgers deck park was held on September 14, 2009 (Council District 14). The planning phase for the 5.2-acre park that will span the freeway three blocks between Pearl and St. Paul streets is complete, and now the Woodall Rodgers Park Foundation is gearing up for construction. The \$120 million park will have a restaurant, performance pavilion and dog park, and it will host community events such as a Christmas tree lighting and Easter sunrise services. Construction is slated to begin in October and to be complete in 2012. SOURCE: DALLAS MORNING NEWS, SEPTEMBER 14, 2009.
- AT&T has agreed to sponsor the new Dallas performing arts center that opens downtown on October 12 (Council District 14). The \$354 million center will be known as the AT&T Performing Arts Center. The sponsorship advances the center's educational, cultural and civic mission through operations support such as programming and implementing new technology. AT&T relocated its headquarters from San Antonio to Dallas last year. SOURCE: DALLAS MORNING NEWS, SEPTEMBER 15, 2009.
- Drawings for the new Perot Museum of Nature and Science at Victory Park alongside Woodall Rodgers Freeway have been unveiled (Council District 2). The 180,000-square foot, \$185 million project will break ground this fall and is scheduled for completion in 2013. Pritzker Prize winner architect Thom Mayne and his firm, Morphosis Architects, have designed a 14-story cube-shaped building as well as an acre of rolling roofscape covered with rock and native grass. The building will have 10 exhibition galleries, a children's museum and a multi-media digital cinema. SOURCE: GLOBEST.COM, SEPTEMBER 17, 2009.

# Employment

The unemployment rate in the City of Dallas plateaued during August 2009 at 8.5 percent. Like the city, the MSA experienced no rate change during August, remaining at 8.3 percent. The state and national unemployment rate both decreased 0.1 percent, from 8.2 percent to 8.1 percent and from 9.7 to 9.6, respectively (Table 1).

Both the number of persons unemployed and the labor force decreased in August 2009. The number of unemployed persons in the city declined by 434, or 0.8 percent, while the labor force declined by 5,373 persons, or 0.9 percent. (Table 2).

The city outperformed the nation's unemployment rate by a 1.1 percentage point positive gap in August (Figure 2). This is the twenty-third consecutive month Dallas has either matched or beat the national rate.

The number of Dallas residents employed in August is preliminarily estimated at 551,687 (Figure 3). This is a decrease from July's revised residential employment level of 556,590. Despite the decrease, the residential employment level continues to be higher than the January 2006 drop to 546,046, but remains below the July 2008 peak value of 574,118.

The number of jobs within the Dallas city limits decreased marginally. Initial Office of Economic Development estimates show payroll employment has decreased to 1.057 million in August, down from July's revised total of approximately 1.062 million. The Leisure and Hospitality sector experienced the largest job growth (375 jobs), while the Government sector had the largest decrease in jobs at 1,651.

**Table 1.**  
**ANNUAL UNEMPLOYMENT RATES**

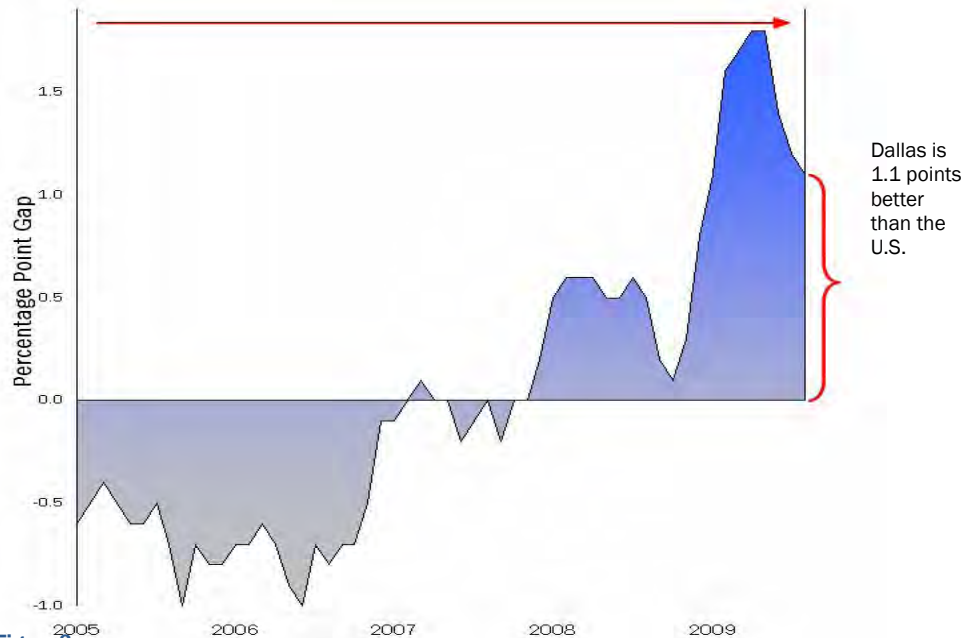
	2009 Aug	2009 Jul	Point Change
City of Dallas	8.5	8.5	0.0
DFW MSA	8.3	8.3	0.0
Texas	8.1	8.2	-0.1
U.S.	9.6	9.7	-0.1
Largest U.S. Cities Avg.*		12.5	

**Table 2.**  
**CITY OF DALLAS LABOR FORCE (PERSONS)**

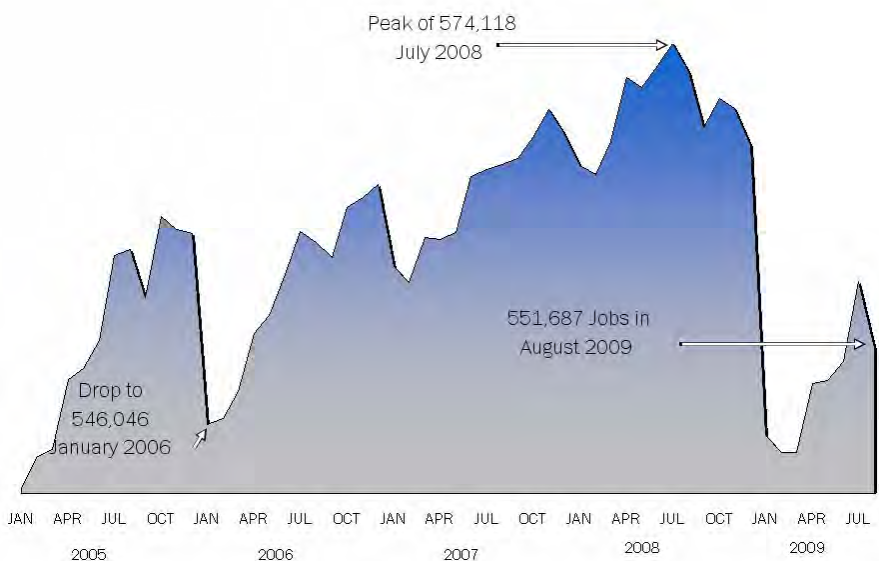
	Unem- ployed	Labor Force
2009 Aug	51,253	602,904
2009 Jul	51,687	608,277
Change	-434	-5,373
% Change	-0.8	-0.9

**SOURCE:** TEXAS WORKFORCE COMMISSION, U.S. BUREAU OF LABOR STATISTICS, VALUES NOT SEASONALLY ADJUSTED.  
**\* LARGEST U.S. CITIES EXCLUDING DALLAS ARE:** NEW YORK, LOS ANGELES, CHICAGO, HOUSTON, PHOENIX, PHILADELPHIA, SAN ANTONIO, SAN DIEGO, SAN JOSE AND DETROIT.

**Figure 2.**  
**CITY OF DALLAS—U.S. UNEMPLOYMENT GAP**



**Figure 3.**  
**CITY OF DALLAS EMPLOYMENT**



-Earnest Lloyd

## NEW GREEN LINE DART STATIONS IN PICTURES



Figure 4. Deep Ellum Station

The Deep Ellum Station is the new gateway to this historic part of Dallas, known for its music and artsy vibe. The three part Traveling Man sculpture series will no doubt become a well-loved and much-photographed landmark for the area.



Figure 5. The Traveling Man-Walking Tall



Figure 6. Baylor University Medical Center Station

The Baylor University Medical Center Station is directly across the street from the hospital and immediately adjacent to a new mixed-use development, the Ambrose. A two-acre plaza with gardens, mosaics and benches acts as a respite for visitors.



Figure 7. Fair Park Station

The design of the Fair Park Station mimics the art deco architecture of the park itself. It brings visitors just steps away from the entrance to Fair Park.



Figure 8. MLK, Jr. Station

The MLK, Jr. Station is connected to the J.B. Jackson, Jr. Transit Center and is also conveniently located near Fair Park and the Cotton Bowl. Art at the station tells the story of the African American community surrounding it.