

Rawlings \$1B 'Plan for Growth' in South Dallas

Mayor [Mike Rawlings](#) plans to unveil the details behind his 'Plan for Growth in Southern Dallas,' Monday afternoon that he says will lead to \$1 billion in projects earmarked for the 169 square miles in South Dallas.

Dallas has yet to fully leverage the South Dallas neighborhoods, said Rawlings, former president and chief concept officer of Plano-based [Pizza Hut Inc.](#)

The neighborhoods include Dallas areas known as West Dallas, Oak Cliff, Mountain Creek, Red Bird, South Dallas/Fair Park, Pleasant Grove, Buckner Terrace and Kleberg.

“When I was looking at opportunities in Dallas, South Dallas jumped off the map,” he said. “It’s such a large part of the city. If we want to grow the city, we must grow this part of Dallas.”

Some of the strategies to help the [City of Dallas](#) leverage South Dallas areas, include:

- Increase the number of neighborhood associations in Dallas by 30 associations, for a total of more than 160 neighborhood associations.
- Creating a “clean culture,” which would involve razing an estimated 250 abandoned homes, and clean up trash and graffiti in public areas.
- Adopt two high schools and two middle schools and create a mentorship program for schoolteachers and leaders.
- Build a brand campaign for the neighborhoods in South Dallas. Hire a brand manager.

The South Dallas plan has goals that can be achieved in 12 months to two years, respectively. Here’s a look at some areas of the improvement plan:

- **Greater Downtown/Cedars:** Pursue Cedars Haven single-family concept; improve connectivity and pedestrian traffic safety on the Lamar corridor from Victory Park to SouthSide on Lamar.
- **Pinnacle Park Expansion:** Complete construction on the frontage road along Interstate 30 between Cockrell Hill and Westmoreland roads; begin construction of Phase 1 of retail project, The Canyon at Oak Cliff.
- **North Oak Cliff:** Complete a Main Street plan for Jefferson Boulevard; initiate zoning changes; begin construction on the Oak Cliff Streetcar starter line.
- **Education Corridor:** Continue the implementation plan for the University of North Texas at Dallas area plan through the 2012 Bond Program; complete preliminary engineering and environmental assessment for DART Blue Line extension to the university.
- **Red Bird:** Create five-year plan for Dallas Executive Airport; pursue renovation and redevelopment opportunities at Southwest Center Mall.

- **West Dallas Gateway:** Complete design and construction on Herbert Street north of Singleton; complete construction of Continental Pedestrian Bridge and western gateway.
- **Lancaster Corridor:** Initiate transit-oriented development and affordable housing plan and infrastructure study at Kiest and VA Medical Center DART stations; secure a partner for redevelopment of the Lancaster-Kiest Shopping Center.
- **DART Green Line:** Initiate transit-oriented development and affordable housing plans at Martin Luther King, Hatcher and Buckner DART stations; begin street reconstruction and streetscape improvements on Spring Avenue.

For more details, check out the [full plan](#) in the city's council briefing