

Land Use Goal:

To support sustainable growth and equitable development in West Dallas while addressing and remedying historical injustices.

- Outcome 1: The protection and preservation of existing single-family neighborhood
- Outcome 2: Opportunities for new and affordable housing choices that promote "gentle density" while maintaining neighborhood character and design
- Outcome 3: Remove and rezone existing incompatible industrial uses adjacent to residences, schools and churches

Reminder: Reinforce these strategies by tying to housing goal strategies

Neighborhood Character and the Zoning Code & Ordinances

- Create a **Cultural Landscape Category** within the conservation district zoning overlay that is designed to preserve cultural elements making the landscape of a neighborhood feel unique. Design standards, such as heights, set backs, density, lot coverage ratios, public real amenities, and architectural standards (roofs, walls, windows, finishes, colors, facade), are written into the code, and a neighborhood-based governing body evaluates and rules on conformance.
- Create a **Legacy Neighborhoods designation** that utilizes indicators of preservation challenges such as disinvestment, high home repair costs, displacement risk, etc. to prioritize Legacy Neighborhoods for City resources and funds that address those challenges
 - Both of these are currently being offered by the City of Dallas' Historic and Cultural Preservation Steering Committee
- Create a **Green Zone Designation** for neighborhoods with 1) High levels of environmental pollution; and 2) Racial, political, and economic marginalization. The designation will support a progressive resource allocation and distribution policy whereby all city programs will provide deeper support, longer time horizons, and more flexible terms for neighborhoods with this designation.
- **Amend TIF regulations/bylaws to provide deeper income-targeting and more affordable units.** TIF's are special zones created to attract new investment in an area. These zones help finance costs of redevelopment in areas that would otherwise not attract sufficient development in a timely manner. Taxes from the new improvements are set-aside in a fund to finance public improvements (parks, boulevard trees & sidewalks, lighting, bonding payments)
- Advocate for **Density Bonuses** for state, county, and local housing and development finance programs to prioritize more mixed-income and affordable housing development projects

Environmental Justice & Undesirable Adjacent Land Uses

- **City/State bonding** to acquire and redevelop environmentally undesirable properties on behalf of CDFIs and community-based orgs
- **Conversion Tax Credit Bill** provides incentives for converting industrial/toxic/polluting spaces into housing, parks, or community-approved uses as a means to help finance phasing out and redevelopment of undesirable properties and uses
- **Righting Previous Wrongs Policy.** West Dallas would advocate for specific high-priority asks they would posit to the City as unique needs of West Dallas residents. Example: financing a property-tax relief fund to stabilize property taxes for residents and businesses for next 5 years
- Implement a city-wide comprehensive community engagement strategy
- Conduct community impact analyses for proposed developments, zoning changes, public investments, etc.