

Email header:

Leading Mobility: Rail Stations Attract Development

Intro letter:

OCTOBER 2024

Hello Community Partners:

Since 1999, researchers at the University of North Texas have analyzed the economic impact of the agency's light rail stations. We released the most recent study – [The Economic Impact Near DART Light Rail Stations 2019-2021](#) – in September. As you might imagine, these studies have consistently found that, along with transit accessibility, DART boosts the economic wellbeing of the DFW region.

As DART's light rail system has grown, the agency's rail stations have steadily attracted new development nearby, including housing, office, and retail establishments. In addition to previously built transit-oriented developments, DART now has 11 joint developments underway on properties surrounding agency rail stations and transit centers in five member cities. These joint development projects, undertaken in partnership with Dallas, Addison, Carrollton, Garland, and Richardson, will transform DART's underutilized parking lots into vibrant, fantastic spaces.

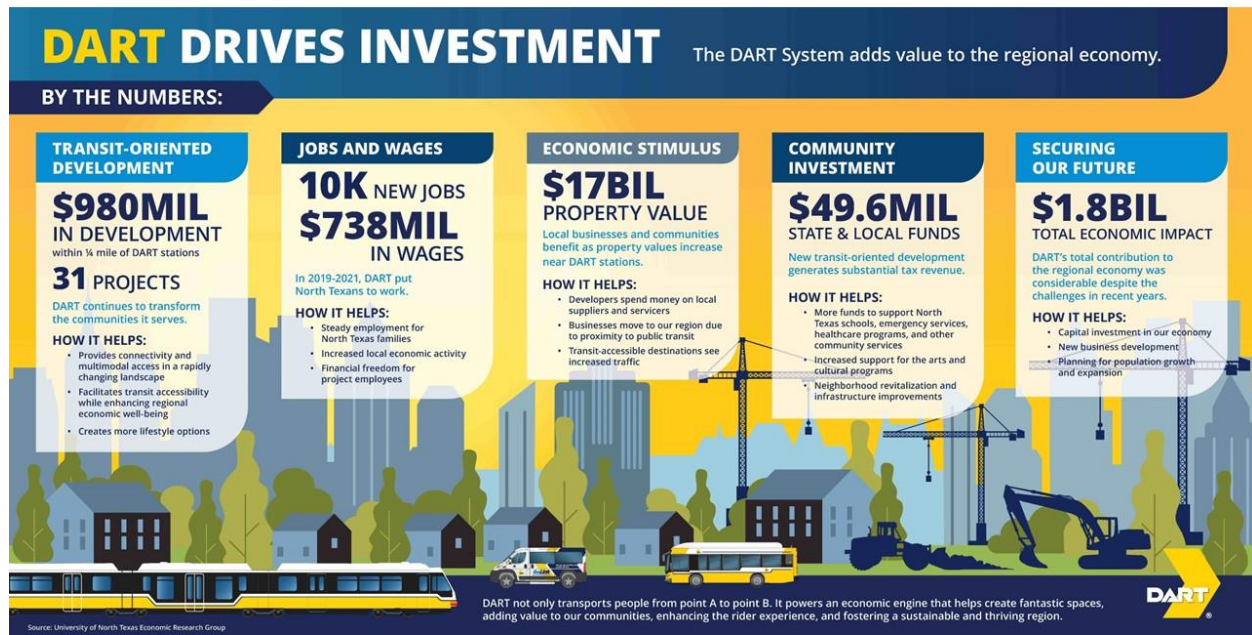
Along with [more information from the most recent UNT economic development study](#), this issue includes:

- A [profile of D'Andrala Alexander](#), who represents the City of Dallas on the DART Board of Directors.
- A [city spotlight on Irving](#), the first city outside of Dallas to be served by two rail lines.

As we move toward the future we have envisioned for North Texas, I invite you to partner with DART to invest in additional development that supports transit, improves the quality of life, and fosters sustainable growth. I continue to be energized by prospective projects on the horizon, and I hope you are as well.

Nadine S. Lee
President & Chief Executive Officer
Dallas Area Rapid Transit
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UNT Study Shows DART's Economic Development Impact for 2019-2021



By DART President & CEO Nadine S. Lee, Leading Mobility Newsletter

At DART's State of the Agency luncheon in September, I unveiled highlights from the [latest economic impact study](#) from the Economics Research Group (ERG) at the University of North Texas.

Transit-oriented developments (TOD) completed or under construction between 2019 and 2021 generated a \$1.8 billion economic impact on the Dallas-Fort Worth (DFW) region.

UNT researchers identified 31 new development projects that were completed (24) or under construction (7) within a quarter mile of DART rail stations and the Dallas Streetcar line during the study period. The total property value of these projects represents \$980.1 million in direct spending, and that investment was multiplied by indirect and induced spending in the region.

These development projects also contributed \$144.7 million in federal tax revenue and generated \$49.6 million in sales taxes, property taxes, and other state and local tax revenue during the study period. In terms of employment, these projects created 10,747 jobs, including 6,264 direct construction roles.

But this report is only a snapshot of the numerous public and private properties that have been built deliberately near our DART Light Rail and TRE stations since those systems opened in

1996. DART has commissioned UNT's ERG to conduct studies on our rail stations' economic impact, particularly in transit-oriented development, since 1999.

The cumulative economic impact within the 700-mile DART Service Area has reached \$17.1 billion, a significant boost to the Dallas-Fort Worth (DFW) economy. This newest study further confirms long-held beliefs among economists and real estate developers that DART is an asset to our region.

Strategic partnerships pave the way to more fantastic spaces

While we are pleased with the transit-oriented development that DART has attracted thus far, our strategic plan, [Point B: A New Vision for Mobility in North Texas](#), outlines a more proactive approach to attracting development to our station areas.

Currently DART is working with our service-area cities on 11 development projects near our transit centers and stations in Dallas, Carrollton, Garland, Richardson, and Plano.

In the next few years, we plan to inventory all our property assets to identify opportunities for improvement, advancement, or development. Alongside underutilized parking lots and undeveloped parcels of land, DART may also have properties where facilities or functions could be relocated to create TOD potential, either alone or in combination with adjacent land.

Developing areas near DART stations and transit facilities is a critical step toward creating a transportation system where public transit is convenient and easily accessible. DART will work with cities to develop plans for our station areas that will be mutually beneficial, including making them attractive for investment by potential developers.

Click here to [read the entire 2024 economic impact report](#) and explore past studies at [DART.org/EconomicDevelopment](https://www.dart.org/EconomicDevelopment).

Short version for email

Transit-oriented developments (TOD) completed or under construction between 2019 and 2021 generated a \$1.8 billion economic impact on the Dallas-Fort Worth (DFW) region.

DART recently released the latest economic impact study by the UNT Economic Research Group, which covers 2019-2021. The researchers identified 31 new development projects that were completed (24) or under construction (7) within a quarter mile of DART rail stations and the Dallas Streetcar line during the study period.

[Click here to learn more about the findings from the latest UNT economic impact study and DART's plans to attract more transit-oriented development.](#)

DART Board Spotlight – D'Andrala Alexander



By DART President & CEO Nadine S. Lee, Leading Mobility newsletter

The Dallas City Council appointed D'Andrala “DeDe” Alexander to represent the city on the DART Board of Directors, starting in July 2023. She is vice chair of the Communications Subcommittee and was a member of the DART Board Administrator Search Committee.

DeDe is a lifelong public servant and mental health professional. She is the Director of Clinical Partnerships at Spring Health and a licensed professional counselor. Previously, she has worked as a mental health clinician for the Dallas County Juvenile Department, as a psychiatric inpatient counselor at Green Oaks Hospital, a mental health professional for Metrocare Services, and served at AmeriCorps VISTA for Habitat for Humanity of South Collin County. DeDe has also served on the board of trustees of Metrocare Services.

Most important to her, DeDe is the co-founder of Dallas Neighbors for Housing, an advocacy organization that strives to help build a welcoming city where everyone has an affordable place to live that is close to jobs, transit, parks, and food. The organization advocates for improving and increasing housing in Dallas, while also creating more paths to home ownership.

In her time as a counselor, she has heard countless stories about the issues Dallas residents face including a lack of affordable housing and difficulty accessing public transportation. DeDe believes that the Dallas area works best when all residents have the resources they need to reach their full potential. DeDe shared,

“Growing up in East Plano, I loved being able to take the train as a teen to basketball tournaments in downtown Dallas. Now, as an adult, I know that people use DART to get to far more serious places. As a counselor, I have often given DART passes to my patients as a crucial part of their well-being plan so that they could get to jobs, medical appointments, and community resources.

There are people who really need DART, and need it to work well, and they are often forgotten about. You may not ride transit, but the people who clean your office, work in the restaurants you visit, or wash your car do, so you still benefit from it. These people are always on my mind.

I want to do my part to ensure that DART exists – and well serves – those who need it for everyday life. Having a world-class transit system is imperative to the success of the entire North Texas region. DART is one of those community assets that lifts all boats.”

DeDe holds a bachelor's degree from Washington University in St. Louis, and a master's degree in psychology from the University of Houston-Victoria.

Thank you, DeDe, for your community activism in the City of Dallas, and for bringing a fresh and needed perspective to the DART Board.

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The Dallas City Council appointed D’Andrala “DeDe” Alexander to represent the city on the DART Board of Directors, starting in July 2023.

DeDe is a lifelong public servant and mental health professional. She is the Director of Clinical Partnerships at Spring Health and a licensed professional counselor. In addition to serving on the DART Board, she is the co-founder of Dallas Neighbors for Housing, an advocacy organization that supports the creation of more affordable housing that is close to jobs, transit, parks, and food.

[Click here to learn more about Director Alexander and her community activism.](#)

City Spotlight: Irving

The [City of Irving](#) is centrally situated between Dallas and Fort Worth, and it is home to more than 250,000 residents, making it the 12th most populous city in Texas. The city's rich diversity is exhibited by its population and the number of languages spoken by residents.

Irving includes the Las Colinas master-planned community, a mixed-use development of more than 12,000 acres that is home to many Fortune 500 companies and the Las Colinas Entertainment District. Part of the [Dallas Fort Worth International Airport](#) is also within the city limits and the airport heavily contributes to Irving's growing economy.

The City of Irving was [founded in 1903](#) by J.O. Schulze and Otis Brown, two employees of the Chicago, Rock Island & Gulf Railway. While surveying for a railroad route between Dallas and Fort Worth, they decided the area would be an ideal town site and purchased land.

Irving was the second city in the DART Service Area to get rail service with the opening of the Trinity Railway Express in December 1996. Today passenger rail and other transit still play a significant role in the city's transportation system. In Q3 FY 2024, ridership in Irving included:

- 43,762 boardings at two stations on the Trinity Railway Express: Downtown Irving/Heritage Crossing and West Irving.
- 236397 at six stations on the DART Light Rail Orange Line: University of Dallas, Las Colinas Urban Center, Irving Convention Center, Hidden Ridge, Dallas College North Lake Station, and Belt Line.
- 335707 boardings on Bus Routes 25, 225, 227, 229, 230, 231, and 255.
- 29,781 boardings in the South Irving GoLink zone.
- 13,516 boardings for Paratransit service.

Rail supports existing and new development

DART's Orange Line winds through the Las Colinas Urban Center by design. The City of Irving accumulated land for the right of way and stations to ensure that DART Rail would be an asset in this master-planned community.

The Irving Convention Center opened its doors in early 2011, and the first phase of DART's Orange Line opened shortly after in August 2012, including the nearby Irving Convention Center station. Over the past decade, the convention center district has continued to grow with the opening of the Toyota Music Factory in 2017 and the Westin Irving Convention Center Las Colinas hotel in 2019. Now, Wells Fargo is building a new regional campus in the area, which is scheduled to open in late 2025.

At Las Colinas Urban Center Station, numerous luxury apartment communities along the Orange Line offer residents car-free living options. The station is also located next to Lake Carolyn, and it is a short walk around the lake to the Levy Event Plaza, where a growing list of [community events](#) are held. Water Street, a mixed-use development, and the renovated Williams Square Plaza, home of the iconic Mustangs of Las Colinas, are also nearby.

DART and the City of Irving opened a new station – Hidden Ridge Station at Carpenter Ranch – in April 2021. This infill station was built to serve Verizon Communications’ Hidden Ridge development, including Pioneer Natural Resources regional office.

Near the TRE, the city has reinvested in its historic downtown area with the redevelopment of Heritage Park in its [Heritage District](#), which is home to the city’s Movies on Main series, concerts, and other seasonal events.

Irving Mayor Rick Stopfer represents the City of Irving on the DART Board of Directors.

Short version for email

The [City of Irving](#) is centrally situated between Dallas and Fort Worth, and it is home to more than 250,000 residents, making it the 12th most populous city in Texas. It includes the Las Colinas master-planned community, a mixed-use development of more than 12,000 acres that is home to many Fortune 500 companies and the Las Colinas Entertainment District.

DART’s Orange Line winds through the Las Colinas Urban Center by design. The City of Irving accumulated land for the right of way and stations to ensure that DART Rail would be an asset in this master-planned community.

[Click here to learn more about Irving and the development that has grown around the city’s stations on the Orange Line and the Trinity Railway Express.](#)