2025

PRESERVING DALLAS

The Economic Impact of Historic Preservation in Dallas

Completed by PlaceEconomics for the City of Dallas


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Introduction

Historic preservation in Dallas is more than an effort to honor the city's past—it is also a powerful driver of economic growth and community reinvestment. By preserving older and historic neighborhoods, Dallas has leveraged its architectural heritage to attract new businesses, stimulate tourism, create jobs, strengthen neighborhood stability, and provide housing choices for people at various income levels. Reinvestment in historic buildings in Dallas generates significant construction activity, fosters small business development, and enhances property values, all while maintaining the unique character that distinguishes Dallas from other major metropolitan areas. Beyond economics, preservation contributes to broader community goals such as sustainability and the maintenance of existing affordable housing.

This report examines the economic impact of historic preservation in Dallas, investigating the impact of historic preservation through historic tax credit activity, property value growth in historic districts, heritage tourism, neighborhood diversity, older housing and affordability, and environmental sustainability. This report demonstrates that historic preservation in Dallas is not only about protecting the city's heritage—it is also a proven strategy for strengthening neighborhoods and driving long-term economic growth for the City and its residents.

Key Findings

1.5%

of Dallas' land area is designated as a historic or conservation district.

Population density in historic districts is

33%

higher than undesignated neighborhoods.

Historic districts have a **greater diversity of housing units** than the city overall.

The Basics

- Historic districts make up 0.6% of the land area and 1.0% of the population of Dallas. Conservation districts make up 0.9% of the land area and 1.4% of the population.
- Historic districts and conservation districts are dense in population and housing units. Both types of districts have a higher population density than the rest of the city; local historic districts have around 2,000 more people per square mile than the rest of Dallas.
- Historic districts display a greater variety of housing typologies than the rest of the city. 53% of housing units in historic districts are found in multi-family apartment buildings, compared to 48% in the rest of the city. Conservation districts, on the other hand, are overwhelmingly single family.
- There are 8,336 single family houses in Dallas that are 100 years old or more that are not designated in either historic districts or conservation districts.

Demographic Diversity

- In the aggregate, historic districts and conservation districts have a higher share of White population than the rest of the city. However, at the neighborhood level, several districts are more diverse than the city as a whole, including Tenth Street, Wheatley Place, South Boulevard/Park Row and Lake Cliff historic districts and South Winnetka Heights, North Cliff, Greiner, Page Avenue, Bishop Arts, and Rawlins conservation districts.
- While the Black population has remained relatively stable in historic districts since 2010, it has increased by a modest amount in conservation districts. Both historic districts and conservation districts have seen a decline in Hispanic population since 2010.
- The median household income in Dallas historic districts is $79,727. The median household income in conservation districts is $126,437. These are both higher than the city's 2023 median household income of $67,760.
- Dallas is a majority renter city, and this is true in historic districts as well. However, conservation districts are majority owner-occupied.

Building Investment

- Historic tax credits have created, on average, 585 direct jobs and 272 indirect/induced jobs, each year since 2010.
- Historic tax credits have created, on average, $39,126,741 in direct labor income and $20,282,183 indirect/induced labor income, each year since 2010.
- Local governments have been major beneficiaries of the significant increase in historic preservation tax credit activity. Historic tax credits have created, on average, $339,021 in direct local tax revenue and $1,549,488 indirect/induced local tax revenue, each year since 2010.
- Construction activity in historic districts generates over 400 jobs, over $26 million in labor income, and over $1 million in local tax revenue each year.

857
jobs
created by historic tax credit activity each year.

Heritage Tourism

- Heritage tourists to Dallas stay longer, visit more places, and spend more money per day than non-heritage visitors.
- While overall heritage visitors represent just over a third of total visitation, they represent 42% of visitor spending. Heritage visitors spend more than $2.5 billion annually in Dallas.
- Heritage visitor expenditures generate over 22,000 jobs and $900 million in labor income each year. More than $90 million in local tax revenue generated annually by heritage visitor expenditures.

Heritage visitors spend more than
$2.5 billion
annually in Dallas.

Property Values

- The average value of single family homes in historic districts and conservation districts are higher than in the rest of Dallas, with conservation districts substantially higher. In 2024, the average single family home in a historic district was valued around 15% more than a property in the rest of Dallas, whereas the average single family home in a conservation district was valued around 79% more than a property in the rest of Dallas.
- Over the last fifteen years, the average per square foot value of homes in Dallas has increased significantly, with properties in the conservation districts increasing most rapidly and houses in the local historic districts appreciating at a rate largely parallel with the rest of the city.

In 2024, the average single family home in a historic district was valued around
15% more
than a property in the rest of Dallas.

Jobs and Business in Commercial Historic Districts

- Commercial historic districts saw significantly higher job growth than the rest of Dallas. Where Dallas overall saw around 22% job growth, commercial historic districts saw a 47% increase in jobs between 2010 and 2022. Approximately 5% of all Dallas job growth took place in commercial historic districts.
- Commercial historic districts have seen a greater increase in jobs at new businesses, jobs at small businesses (those with less than 20 employees), and jobs at large companies of over 500 employees than the rest of Dallas.
- Commercial historic districts have a higher share of creative class and knowledge worker jobs than the rest of Dallas.

47%
job growth in commercial historic districts, compared to 22% in the rest of Dallas.

Pre-1970 housing makes up
38%
of all housing units in Dallas.

Rents and property values in Pre-1970 housing are
lower
than in the rest of Dallas.

$325
value of tree benefits per square mile in historic districts and conservation districts

Older Housing and Affordability

- Older housing (built prior to 1970) is an important stock of housing in Dallas, making up 38% of all housing units. Housing built prior to 1970 tends to have smaller unit sizes, be in average or better condition, and have lower rents and property values. This suggests that older housing is an important source of naturally occurring affordable housing in Dallas.
- Residents in neighborhoods with a concentration of older housing are more likely to be non-White, and specifically more likely to identify as Hispanic. Overall, 53% of the residents in the older housing study area are Hispanic, as opposed to 39% in the rest of the city.
- Single family residences built before 1970 have a property value per square foot that is 15% less than properties built after 1970.
- Rents in neighborhoods with a concentration of older housing are around 9% less than block groups with a concentration of housing built after 1970.
- Both owners and renters in older housing are slightly less likely to experience housing cost burden than those who live in housing built after 1970.
- Rents in historic districts specifically are slightly lower than in the rest of Dallas. The median rent for the city overall is $1,403, but in historic districts the median rent is $1,377. The median rent in conservation districts is higher at $1,623.

Environmental Sustainability

- Demolitions in local historic districts since 2010, though few, have contributed over 21 million pounds of demolition debris, 85% of which could have been saved from the landfill if a deconstruction ordinance was in place.
- Residents in local historic districts travel fewer vehicle miles each year, use public transit more, and emit fewer annual green house gasses.
- Conservation districts have significantly higher tree canopy coverage than the rest of Dallas.
- On a per square mile basis, trees in historic districts and conservation districts contribute $365 worth of eco-benefits to Dallas. This is more than twice the eco-benefits per square mile of trees in the rest of Dallas.


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W 8th St 1100
CRIME WATCH

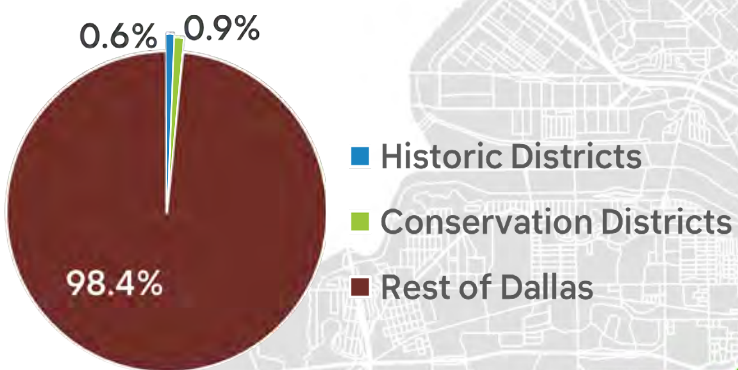
The Basics

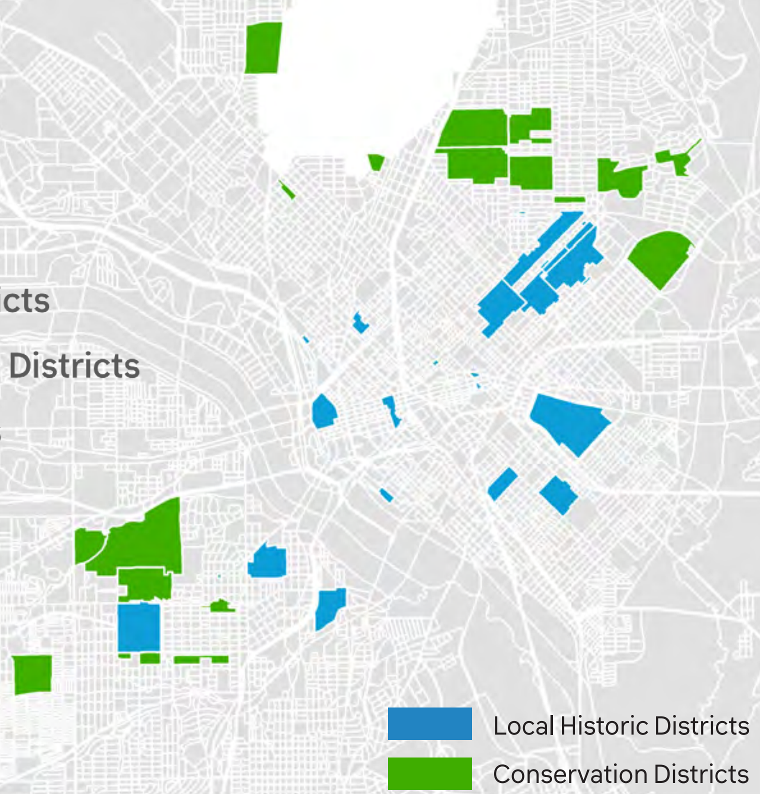
Land Area and Population

Local historic districts and conservation districts make up less than 2% of the land area of Dallas. In 2020, almost 12,200 people lived in local historic districts and nearly 17,900 people lived in conservation districts. Around 2.4% of the population lives in historic districts and conservation districts.

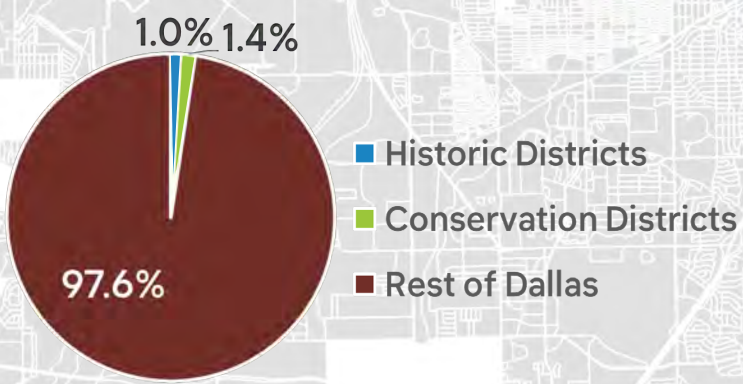
Source: Geometry calculated using Historic District and Conservation District Shapefiles provided City of Dallas, Department of Planning and Development

Land Area (2025)





Population (2020)

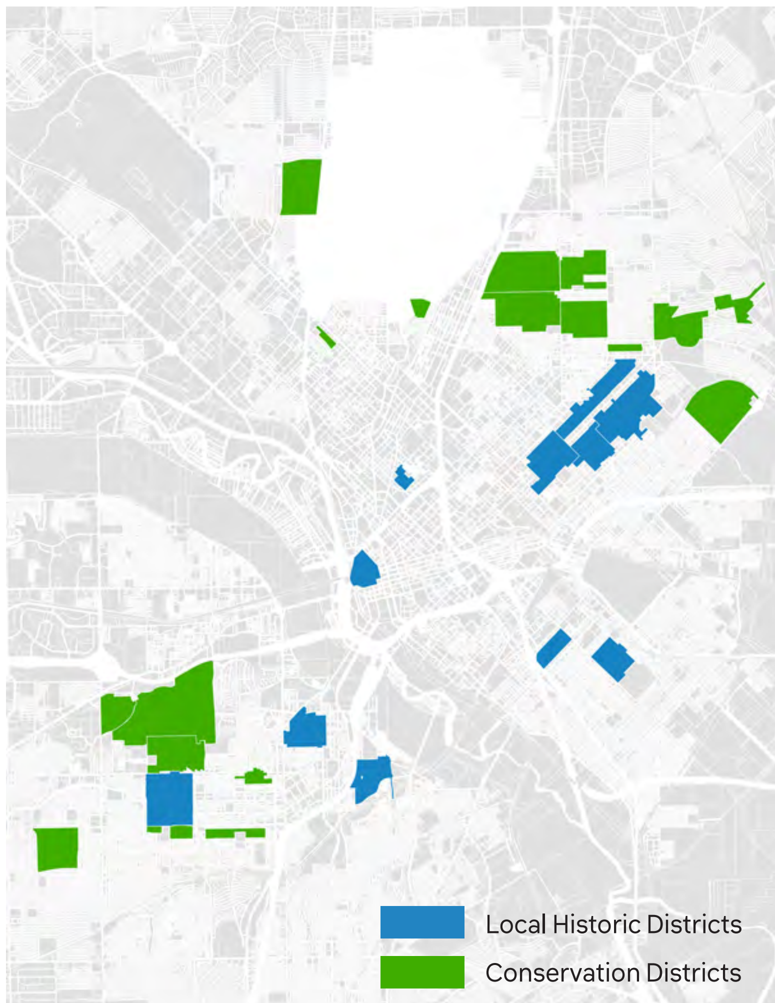


Methodological Note

In order to eliminate instances of small sample size errors while using census data, all existing historic and conservation district boundaries were reviewed in relation to their census geographies. Districts that only made up a small share of the area in their census geography were excluded from any analysis that relied on census data. Additionally, only districts where the primary use was indicated as being either residential or mixed-use were considered for demographic analysis. Therefore, for the purposes of this report, any metric that relied on census data, only the following districts were included :

Local Historic Districts:
- West End
- State Thomas
- Tenth Street
- South Blvd/Park Row
- Wheatley Place
- Peak's Suburban Addition
- Winnetka Heights
- Munger Place
- Junius Heights
- Lake Cliff
- Swiss Avenue

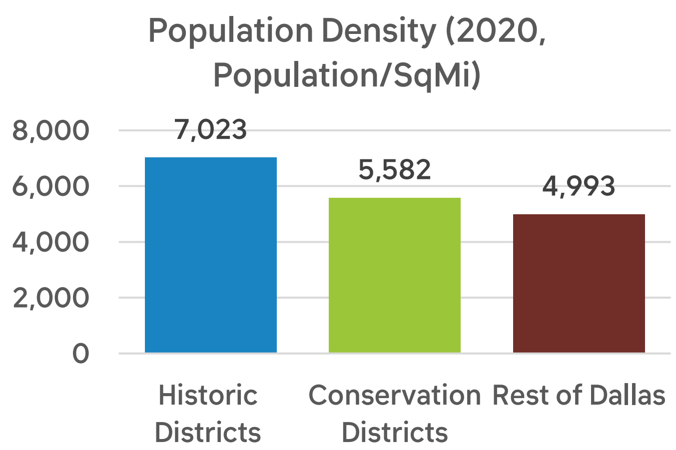
Conservation Districts:
- Bishop Arts
- Rawlins
- Page Avenue
- Edgemont Park
- M Streets Greenland Hills
- Kings Highway
- South Winnetka Heights
- M Streets East
- Norther Hills
- Greenway Parks
- Greiner
- Belmont
- Vickery Place
- North Cliff
- Stevens Park
- Kessler Park
- Lakewood
- Hollywood/Santa Monica



However, where granular, property level data was used (building permits, property values, etc.) all historic districts, regardless of size or primary use typology, were included in the analysis.

DENSITY

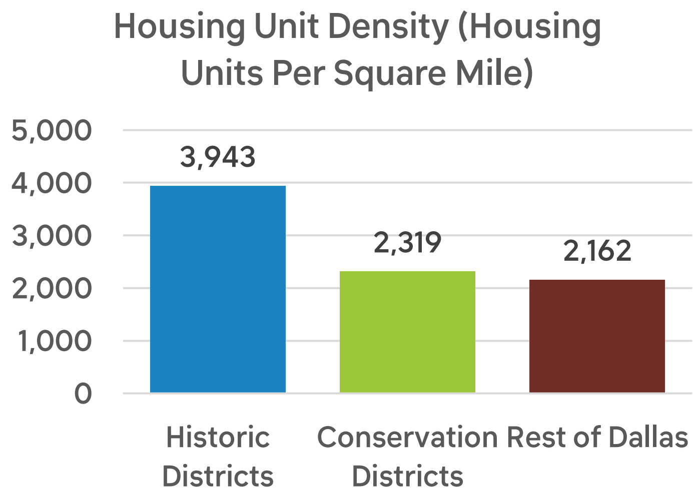
Historic neighborhoods in Dallas are dense in population. Many older and historic neighborhoods were platted before a modern reliance on automobiles, and therefore tend to have a diversity of housing types, as well as smaller unit and lot sizes. Local historic districts have around 2,000 more people per square mile than the rest of Dallas.[2] Conservation districts have a slightly higher population density than the rest of the city.



Source: U.S. Census Bureau, Total Population," Decennial Census,Table P1, 2023 and Dallas Zoning Shapefile

This greater population density is also mirrored in housing unit density. Historic districts have almost 4,000 housing units per square mile, compared to around 2,200 housing units per square mile in the rest of Dallas. Conservation districts have a housing unit density that is similar to–though slightly higher than–the rest of the city.

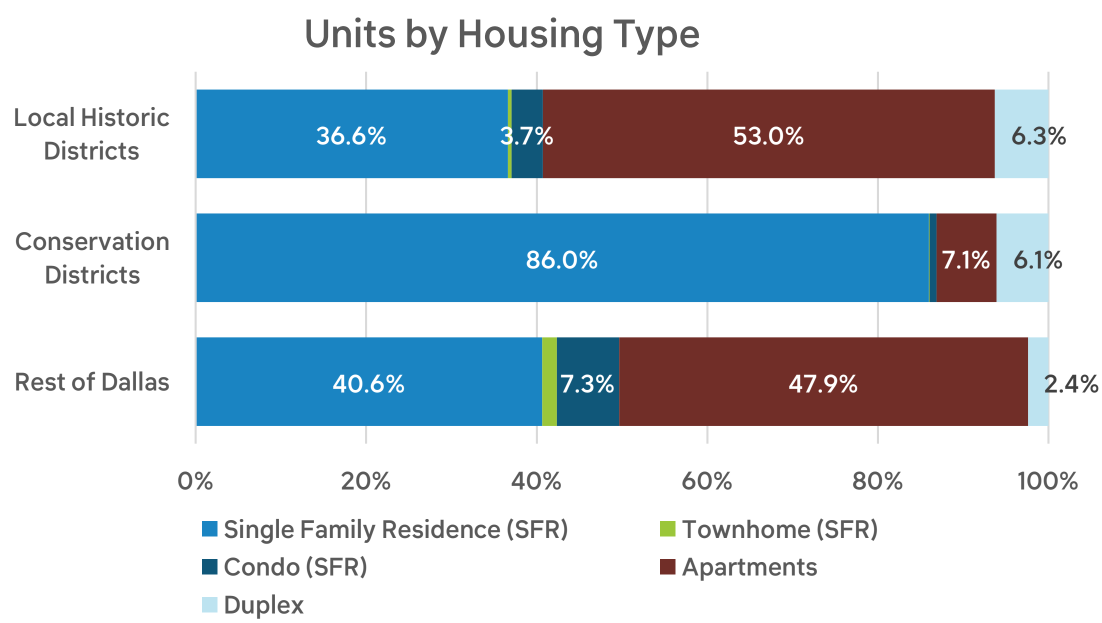
Source: 2024 Dallas County Appraisal District Data and Dallas Zoning Shapefile



[2] This analysis is limited to residential land use zones.

There are typically three major factors that contribute to population density: housing type, housing unit size, and lot size. Much of the housing unit density found in historic districts is attributable to a great diversity of housing types. Within historic districts, 53% of housing units are found in multi-family apartment buildings. This is greater even than the rest of the city, where 48% of housing units are in multifamily apartment buildings. Historic districts and conservation districts have a higher share of housing units in duplexes than the rest of the city. Conservation districts are distinct in their high share of single family detached homes.

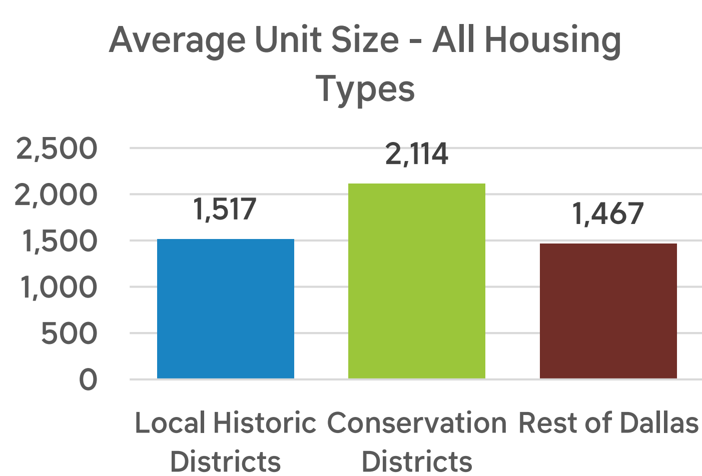
Historic districts have a greater diversity of housing units than the city overall.



Source: 2024 Dallas County Appraisal District Data

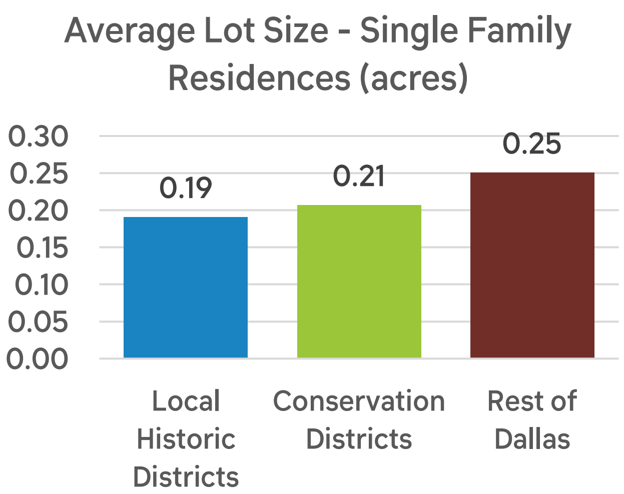
Unit size is a second significant contributor to density. Local historic districts have a similar average unit size to that found in the rest of Dallas, around 1,500 square feet. Unit sizes in conservation districts are larger, at around 2,100 square feet.

Source: 2024 Dallas County Appraisal District Data



Lot size also plays a significant role in population and housing unit density, particularly for single family residences. Historic districts have an average lot size of around .19 acres, compared to .25 acres in the rest of Dallas. Conservation districts also have smaller lot sizes than properties in the rest of Dallas.

Source: 2024 Dallas County Appraisal District Data

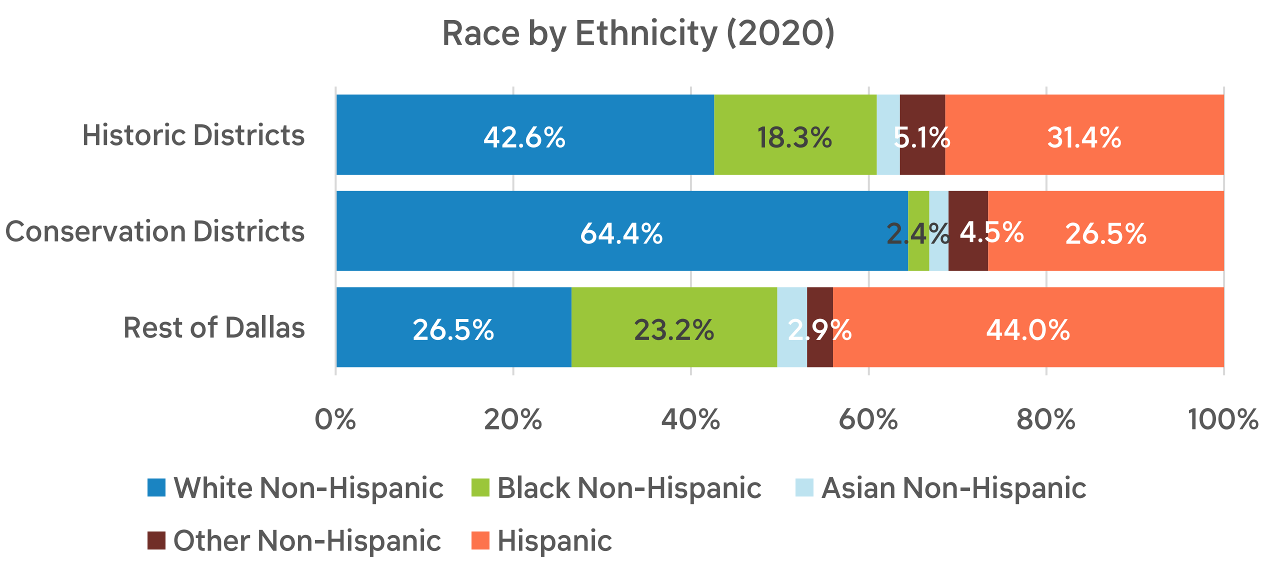


Dallas' historic districts display an impressive population density, thanks in part to small unit and lot sizes, but principally to a great diversity of housing options. Dallas' historic multi-family buildings are being protected in large part due to historic districts.

Demographic Diversity

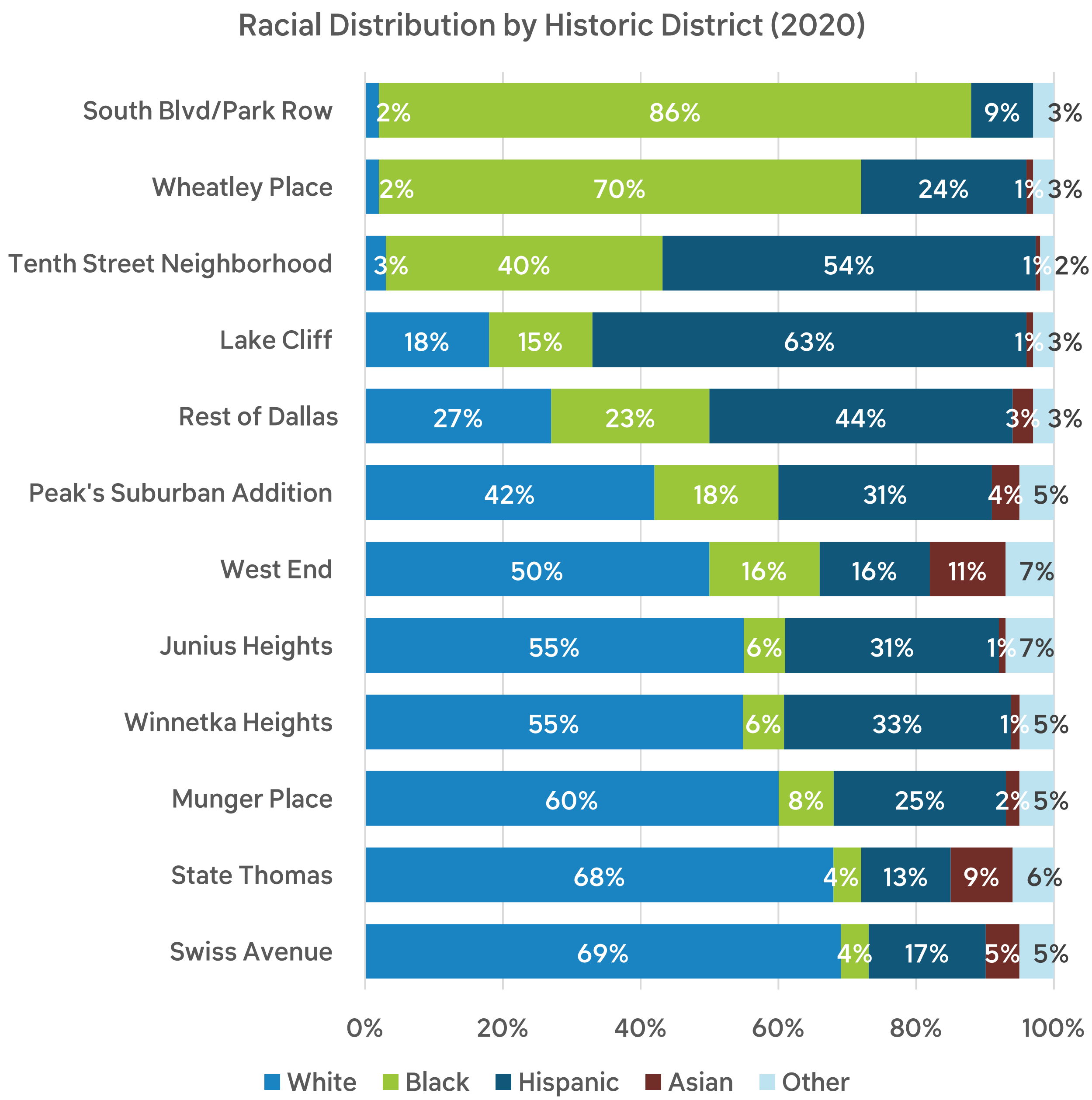
RACE

Dallas as a whole is a very diverse city, with a majority–72%–of its population identifying as non-White and/or Hispanic. In the aggregate, the population in historic districts is more White (42.7%) than the rest of the city (26.5%) and less Black and less Hispanic than the rest of the city. The conservation districts have an even greater percentage of White population (64.4%) with a small Black population (2.4%).



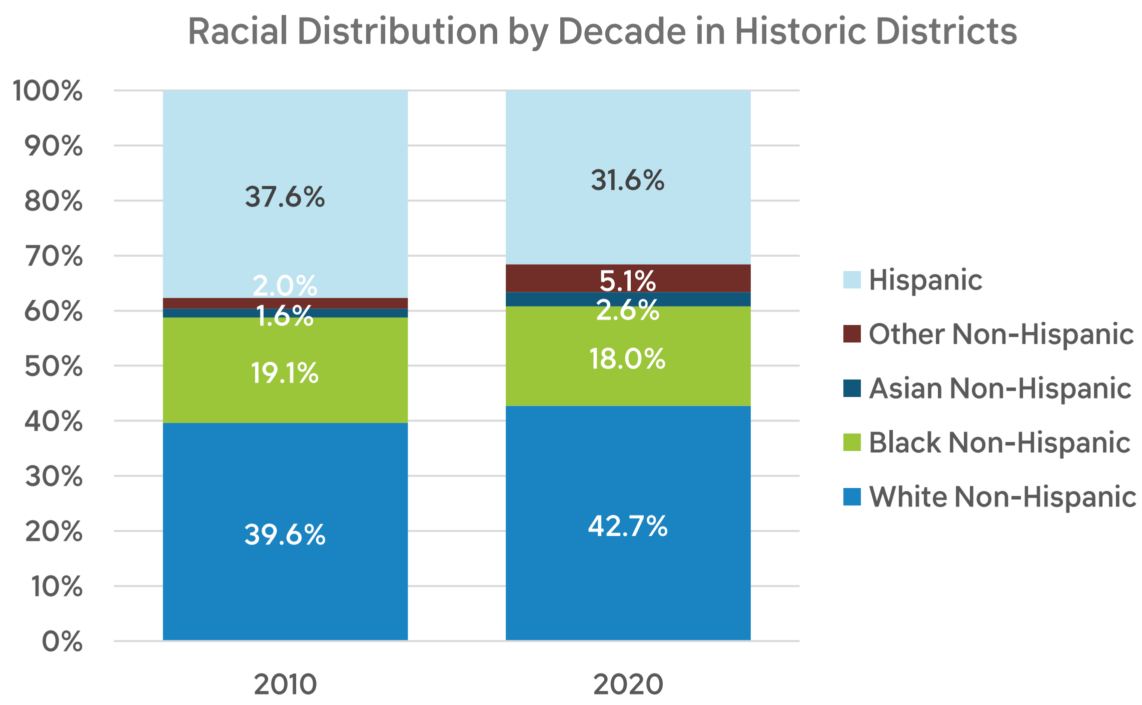
Source: U.S. Census Bureau, "Hispanic or Latino, and Not Hispanic or Latino by Race," Decennial Census, Table P9, 2020

While historic districts in the aggregate have a higher share of White population than the rest of the city, there are four historic districts that exhibit racial diversity greater than the city overall. Lake Cliff is the historic district with the highest Hispanic population; about 63% of the population identifies as Hispanic. The Tenth Street historic district also has a higher share of Hispanic population than the rest of the city at 54%. The Tenth Street, Wheatley Place, and South Boulevard/Park Row historic districts have a higher share of Black population than the rest of the city.



Source: U.S. Census Bureau, "Hispanic or Latino, and Not Hispanic or Latino by Race," Decennial Census, Table P9, 2020

Between 2010 and 2020, the Black population in historic districts has remained relatively stable. The White population has increased by 3 percentage points and the Hispanic population has declined by 5 percentage points.



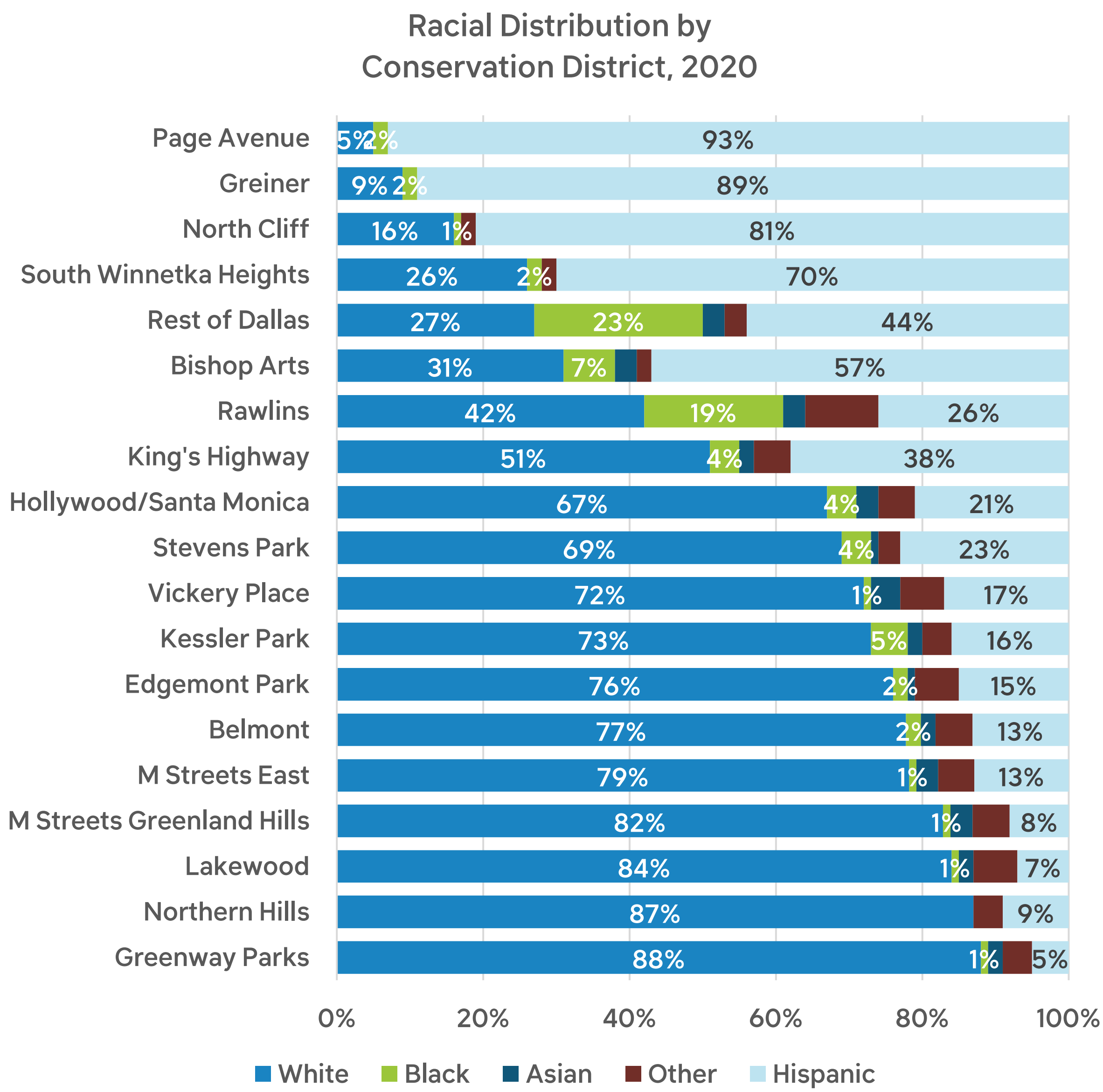
Source: U.S. Census Bureau, "Hispanic or Latino, and Not Hispanic or Latino by Race," Decennial Census, Table P9, 2010 and 2020

Tenth Street Historic District

Freedman's Town is one of the earliest post-Civil War areas developed by former slaves and freed African Americans. Exhibiting examples of shotgun, craftsman bungalow, camelback, and vernacular Queen Anne building styles, the neighborhood was designated as a Dallas Landmark Historic District in 1993 and nominated to the National Register of Historic Places in 1994. It remains one of the few intact Freedman's Towns in the nation.

Through time, the neighborhood has been home to a school, churches (Sunshine Elizabeth Chapel C.M.E Church, Greater El Bethel Baptist Church), commercial establishments, social centers, and other community-supported businesses. The Oak Cliff Cemetery, dating back to the 1830's, is the oldest public cemetery in the city and is located in the heart of the district.

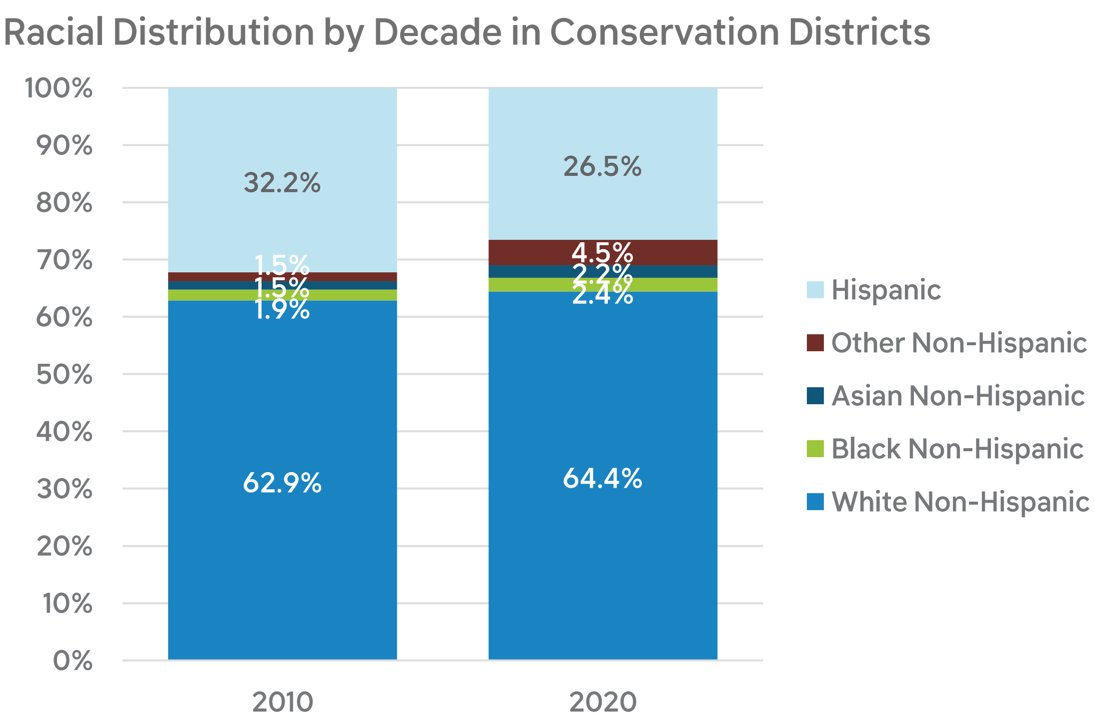
In the aggregate, conservation districts have a significantly higher share of White population than the rest of Dallas. However, there are four conservation districts that are less White at a neighborhood level than the city overall. The South Winnetka Heights, North Cliff, Greiner, and Page Avenue conservation districts have a smaller White population relative to the rest of Dallas, with a significantly high–over 70%–Hispanic population. Bishop Arts also has a higher share of the population that identifies as Hispanic than the rest of Dallas. The Rawlins conservation district is the only conservation district that exhibits a similar share in Black population to that found in the rest of the city.



Source: U.S. Census Bureau, "Hispanic or Latino, and Not Hispanic or Latino by Race," Decennial Census, Table P9, 2020

King's Highway Conservation District

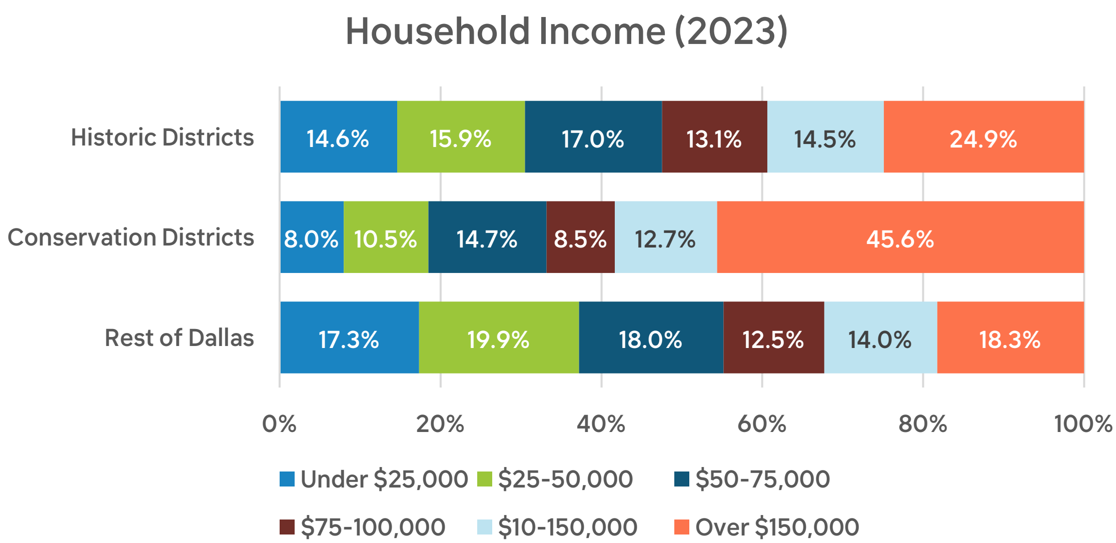
Conservation districts have seen a small increase in Black, Asian, and other non-Hispanic populations. However, the Hispanic population in conservation districts decreased by around 6 percentage points between 2010 and 2020.



Source: U.S. Census Bureau, "Hispanic or Latino, and Not Hispanic or Latino by Race," Decennial Census, Table P9, 2010 and 2020

HOUSEHOLD INCOME

Historic districts have a slightly lower share of low-income households (14.6%) and a higher share of high-income households (24.9%) than the rest of Dallas (17.3% and 18.3% respectively). Conservation districts have even fewer low-income households (8.0%) but a significantly greater share of high-income households (45.6%) than either the rest of the city or the historic districts.

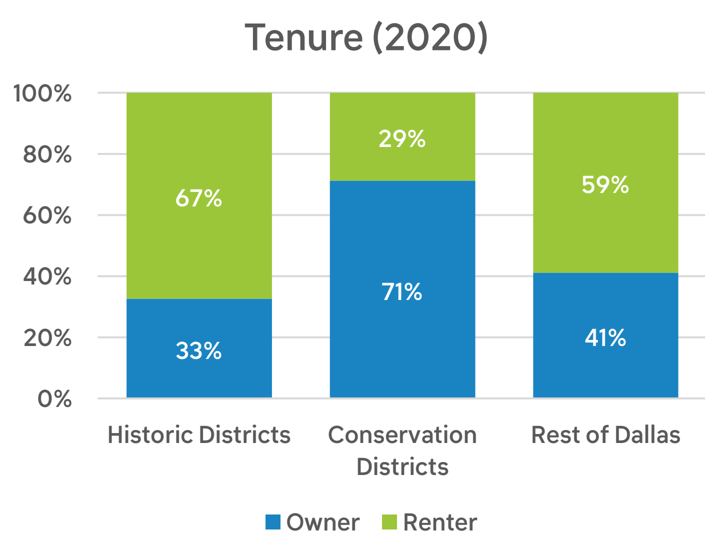


Source: U.S. Census Bureau, "Household Income," ACS 5-year estimates, Table B19001, 2023

TENURE

Overall, Dallas is a majority renter city. Two thirds of residents in historic districts are renters versus 59% in the rest of the city. In conservation districts, this trend is reversed. Conservation districts have the greatest percentage of owners at 71%.

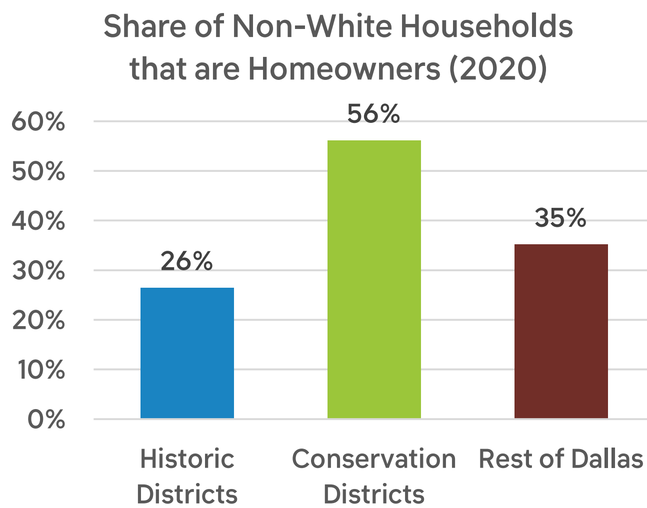
Source: U.S. Census Bureau, "Tenure," Decennial Census, Table B25003, 2020



HOMEOWNERSHIP BY RACE

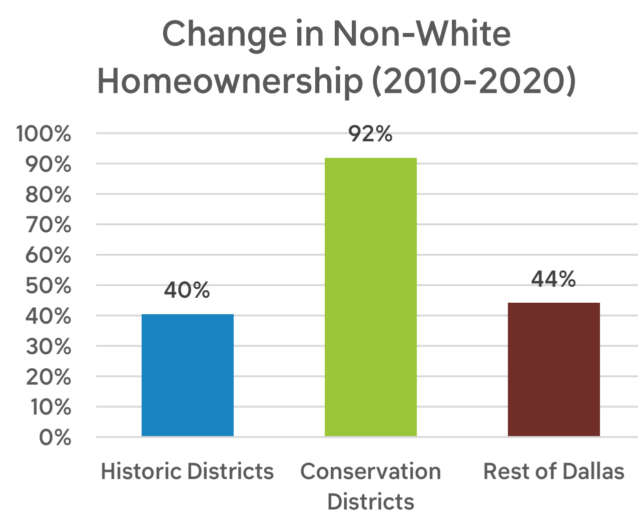
Of the non-White households in Dallas, around 35% own their home. Conservation districts have a higher share of non-White households that own their home than historic districts or the rest of the city.[3] As a reminder–around 35% of the population in conservation districts is non-White and a majority of households in conservation districts are homeowners. Of the non-White population in conservation districts, 56% own their homes.

Source: U.S. Census Bureau, "Tenure by Race of Householder," Decennial Census, Table H10, 2020



Conservation districts also saw a higher increase in non-White homeownership between 2010 and 2020. While the rest of Dallas saw a 44% increase in non-White homeownership, Conservation districts saw a 92% increase.

Source: U.S. Census Bureau, "Tenure by Race of Householder," Decennial Census, Table H10, 2010 and 2020



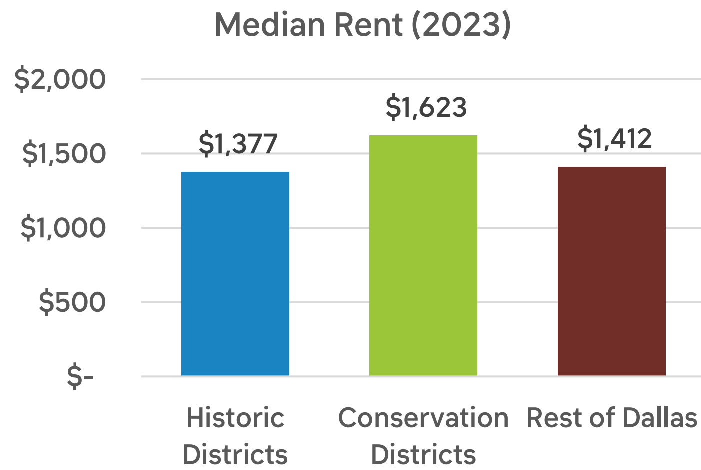
[3] Non-White refers to all other racial groups identified by the Census other than White: African American, Asian, American Indian or Alaska Native, Native Hawaiians or other Pacific Islander, or Two or More Races.

HOUSING COSTS IN DISTRICTS

Rental Costs

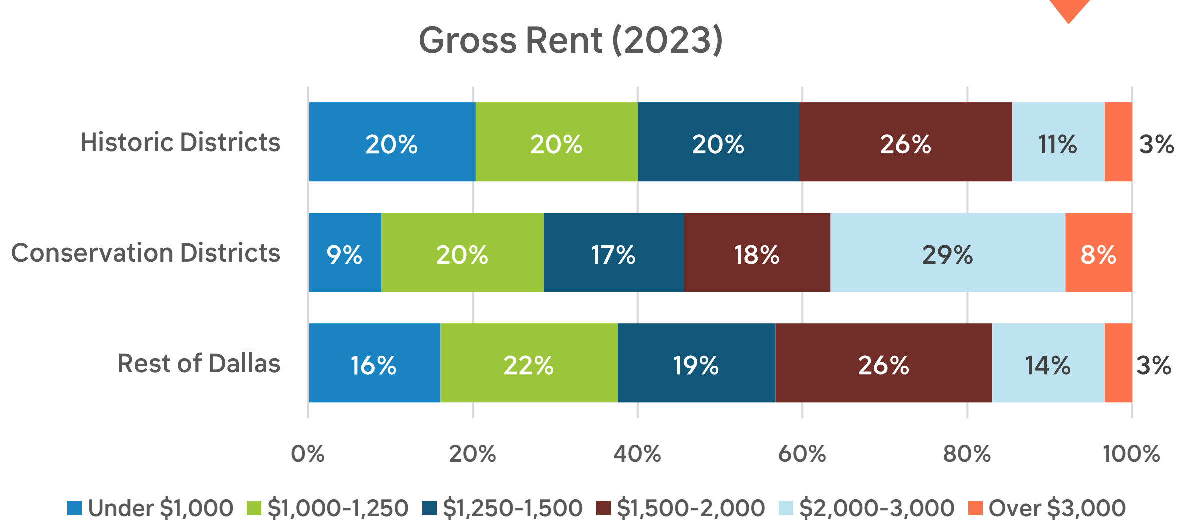
The median rent in Dallas is $1,403 a month. Historic districts have a slightly lower median rent ($1,377), while conservation districts have a slightly higher median rent ($1,623).

Source: U.S. Census Bureau, "Gross Rent," ACS 5-year estimates, Table B25063, 2023



When the distribution of units by gross rent is analyzed, historic districts have a larger share of units affordable to those making 60% of the area median income. In Dallas, where the median household income is around $67,000, a unit of housing that costs around $1,000 a month is considered affordable to someone making 60% of the median income. Twenty percent of units in historic districts have rental costs that are less than $1,000 per month, compared to 16% in the rest of Dallas. As a reminder, the majority of units in historic districts (67%) are renter occupied, and these units offer a range of rents very similar to that found in the rest of the city.

Historic districts have a larger share of units affordable to those making 60% of the area median income.

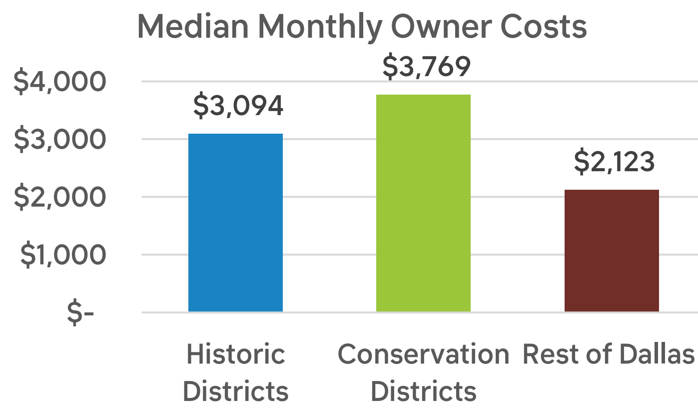


Source: U.S. Census Bureau, "Gross Rent," ACS 5-year estimates, Table B25063, 2023

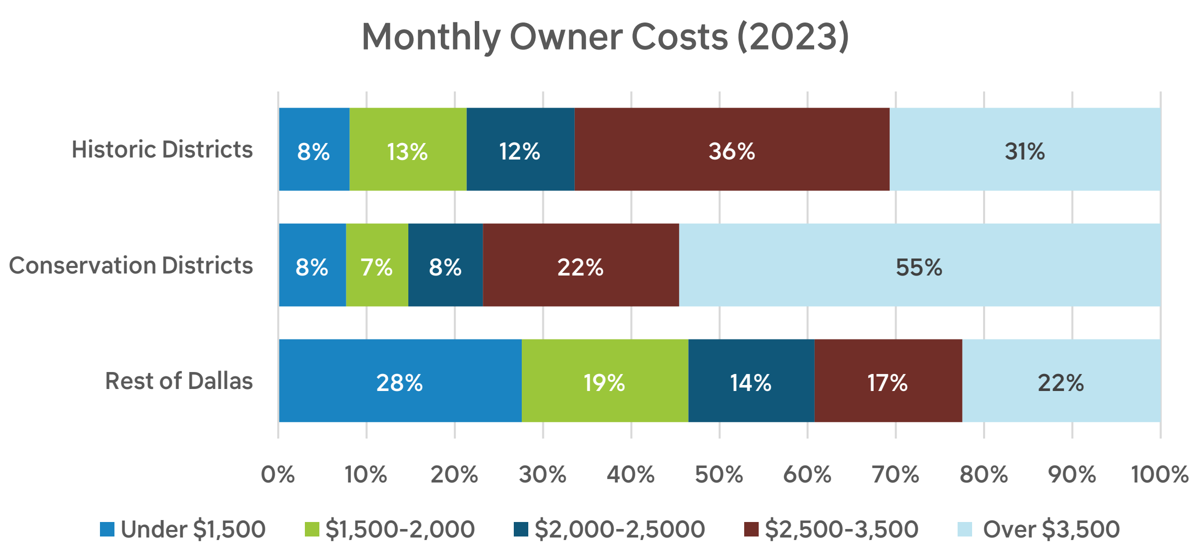
Owner Costs

Median monthly owner costs in historic districts and conservation districts are higher than those found in the rest of the city.

Source: U.S. Census Bureau, "Selected Monthly Owner Costs," ACS 5-year estimates, Table B25087, 2023



When the distribution of owner occupied units by monthly cost is analyzed, historic districts and conservation districts have a significantly larger share of homes above the city's median of around $2,225 per month. Seventy-nine percent of homes in historic districts and 85% of homes in conservation districts have monthly owner costs higher than the city's median.



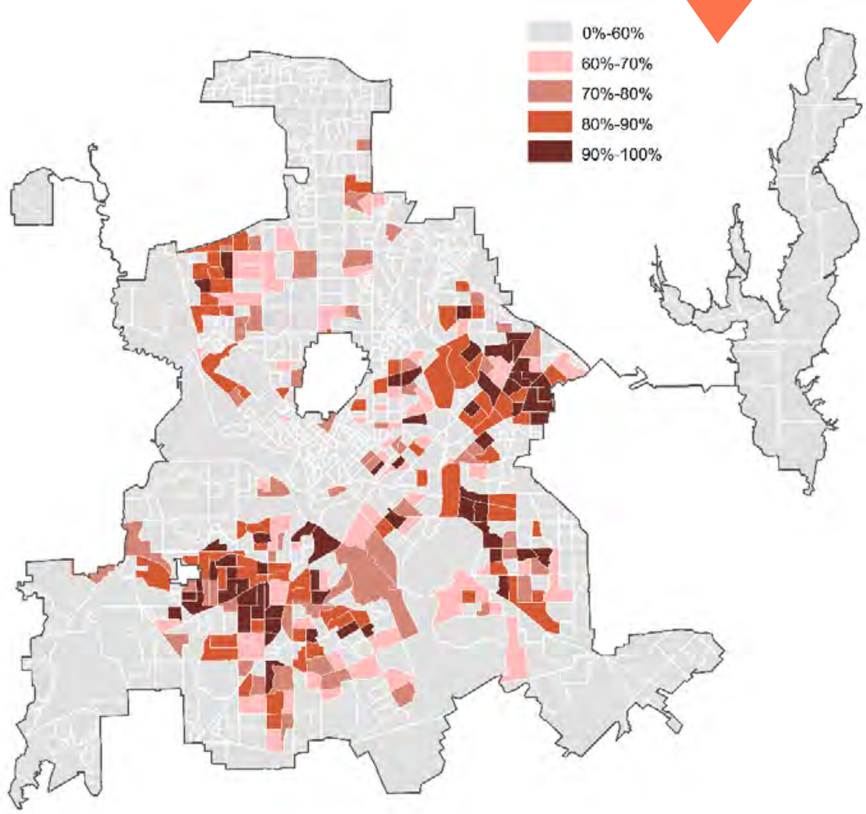
Source: U.S. Census Bureau, "Selected Monthly Owner Costs," ACS 5-year estimates, Table B25087, 2023

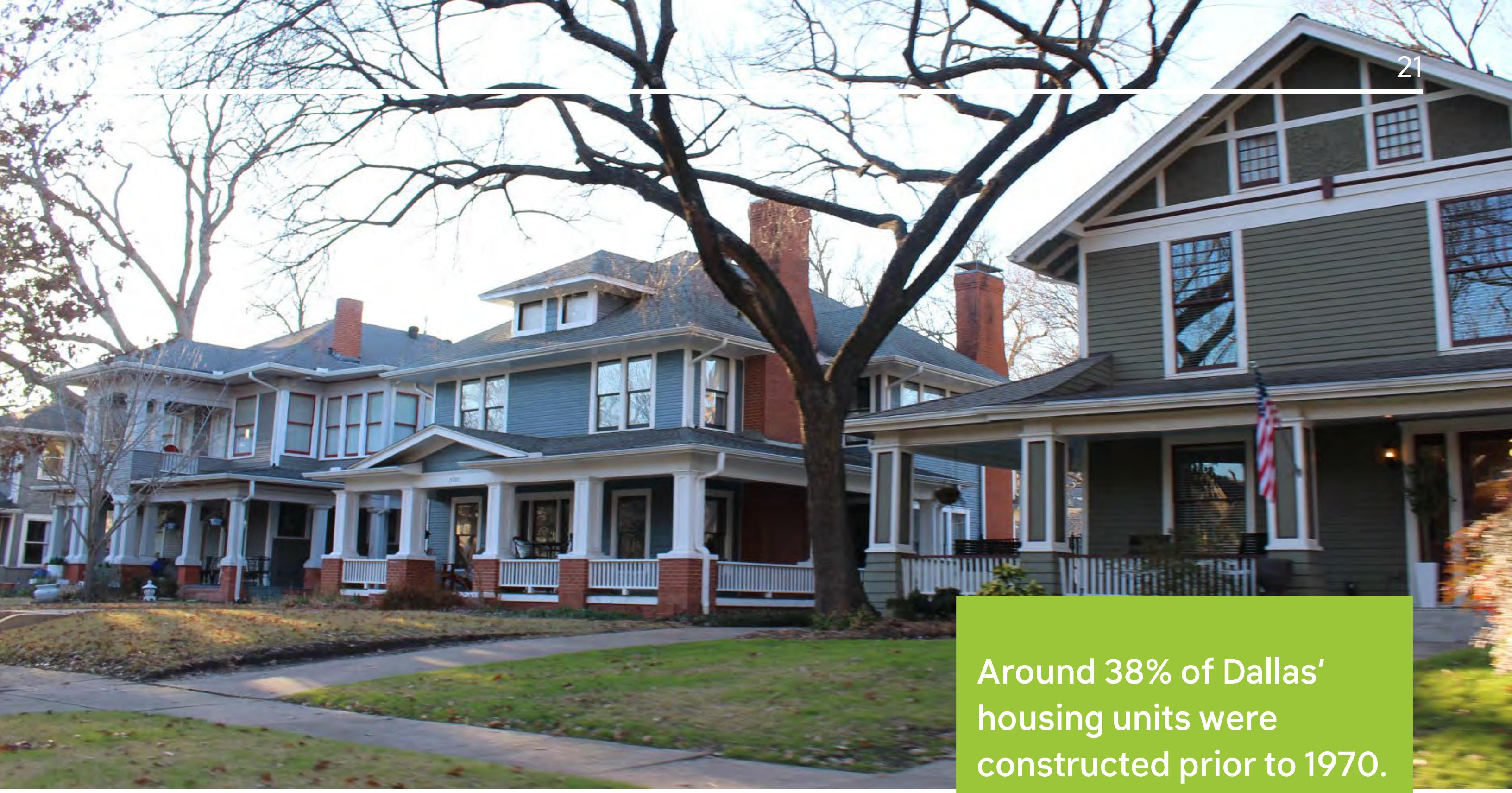
Older Housing & Affordability

Methodology

Block groups where 60% of the housing units were built prior to 1970 were selected for the older housing study area.

This analysis sought to look at patterns of housing affordability in older housing. Within this analysis, historic designation status was not considered–the goal is to look at all older housing, defined here as residential properties built before 1970. This required in-depth analysis of data at the address, parcel, Census block group, and citywide level. While some information was available at the parcel level (building age, size, condition, etc.), other data was only available on a Census block group level (demographics, rent levels, etc.). In order to get a general understanding of the demographic patterns of older housing in Dallas, this analysis selected census block groups where 60% or more of the housing units were built prior to 1970. Of the 1,008 block groups in Dallas, 254 met that test. Only 24% of the City's land area is covered by these block groups.

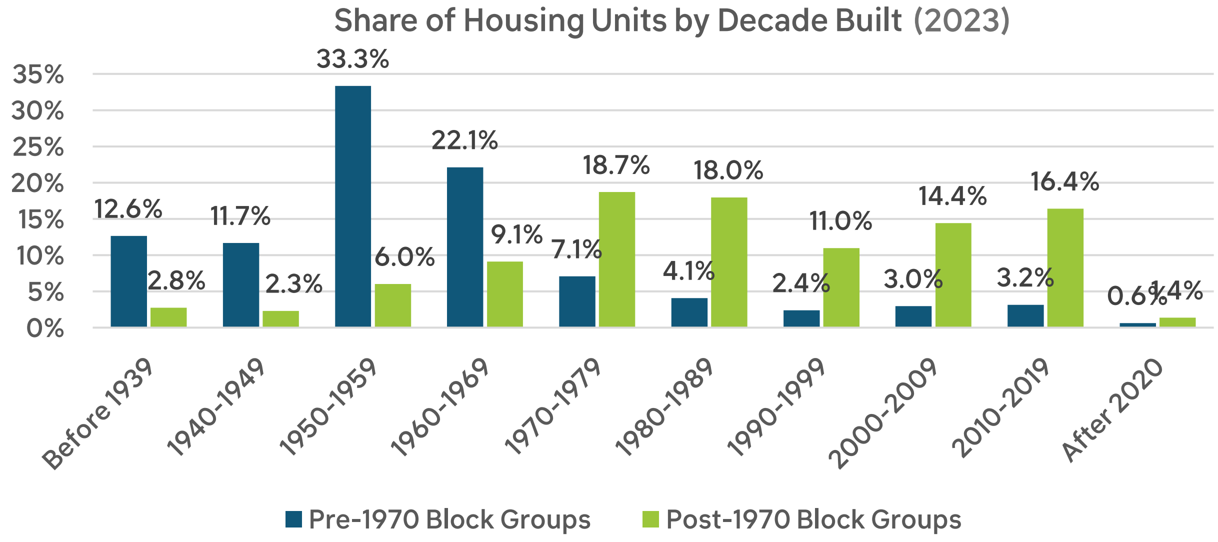




Around 38% of Dallas' housing units were constructed prior to 1970.

AGE OF UNITS

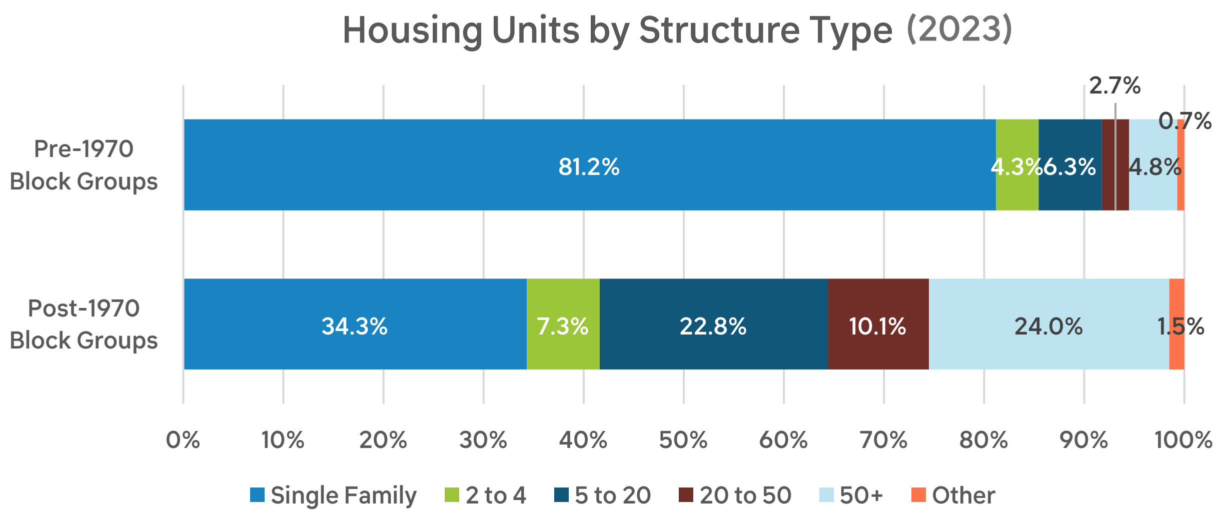
According to parcel level assessment data, around 38% of housing units in Dallas were built prior to 1970. This represents a significant portion of Dallas' overall housing stock. Overall, 27% of the City's 554,300 housing units are located in Pre-1970 Block Groups. Almost 80% of the housing units in the Pre-1970 study area were built prior to 1970, as opposed to only 20% in the Post-1970 block groups. Sixty percent of all of Dallas' housing pre-1970 housing units are located in the study area.



Source: U.S. Census Bureau, "Year Structure Built," ACS 5-year estimates, Table B25034, 2023

HOUSING TYPOLOGY

These older neighborhoods have a significantly larger share of single family units–81% compared to 34% in Post-1970 Block Groups.[4]



Source: U.S. Census Bureau, "Units in Structure," ACS 5-year estimates, Table B25024, 2023

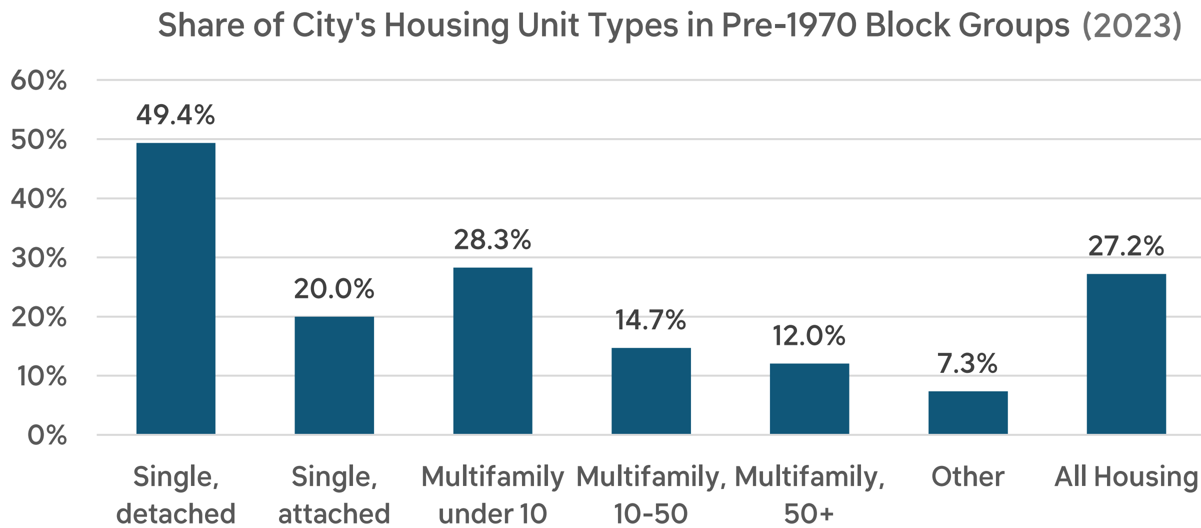
Housing Typology in Pre- and Post-1970 Block Groups

		Pre-1970 Block Groups	Post-1970 Block Groups	Citywide Total
Single Family	Detached	118,025	121,064	239,089
	Attached	4,365	17,503	21,868
Total Single Family		**122,390**	**138,567**	**260,957**
Multifamily Units	Under 10 units	11,678	67,780	79,458
	10 to 50 units	8,358	94,312	102,670
	50+ units	7,234	96,796	104,030
Total Multifamily Units		**27,270**	**258,888**	**286,158**
Total Other Housing Units		1,073	6,139	7,212
Total Housing Units		150,733 (27%)	403,594 (73%)	554,327 (100%)

Source: U.S. Census Bureau, "Units in Structure," ACS 5-year estimates, Table B25024, 2023

[4] These findings were confirmed by an analysis of housing units by property type at the parcel level in the County assessment data. In that analysis, around 78% of housing units in properties built before 1970 were located in Single Family Residences (A11, A12 and A13). In properties built after 1970, 30% of housing units were classified as Single Family Residences.

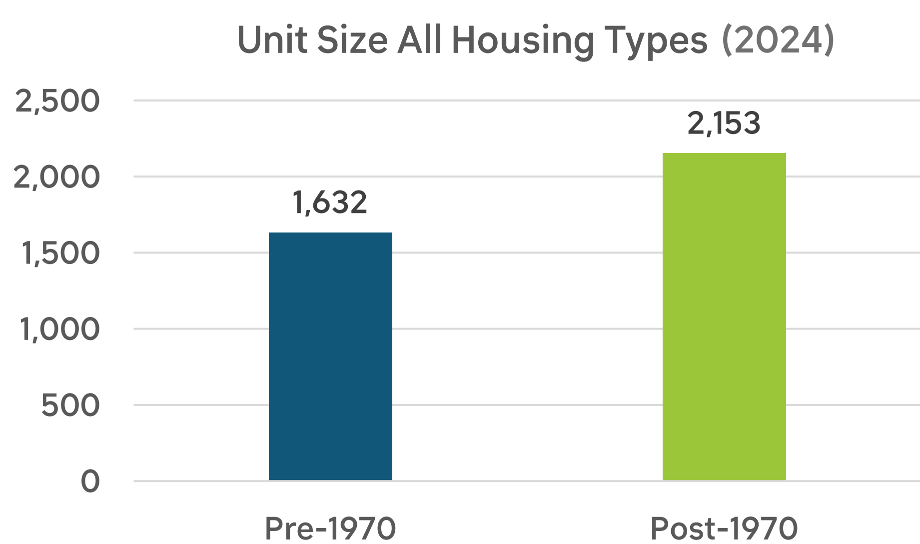
Even though only 27% of the City's housing units are located in Pre-1970 Block Groups, nearly 50% of all the City's detached single family and 20% of all attached single family housing units are located there.



Source: U.S. Census Bureau, "Units in Structure," ACS 5-year estimates, Table B25024, 2023

UNIT SIZE

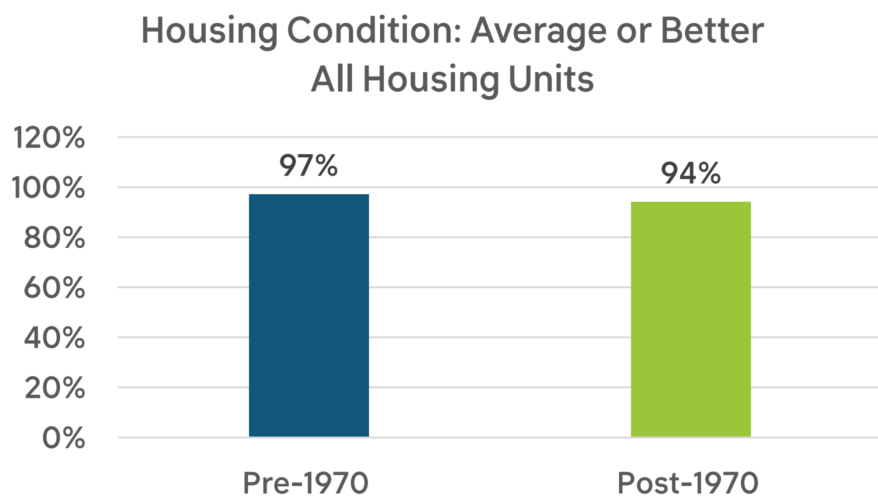
Unit size is a contributor to affordability, and newer housing tends to be larger than older housing. In Dallas, the average living area of a unit of housing that was built after 1970 is around 500 square feet larger than one built before 1970.



Source: 2024 Dallas County Appraisal District Data

HOUSING CONDITION

A concern often voiced about older housing relates to condition and habitability. All residents, regardless of income, deserve to live in safe and dignified housing. An analysis of parcel level assessment data shows that housing built before 1970 is overwhelmingly in livable condition. Only 3% of housing units built prior to 1970 were categorized as Fair, Poor, Very Poor, or Undesirable by the Dallas County Appraisal District. For properties built after 1970, 6% of properties were found to be in below average condition.

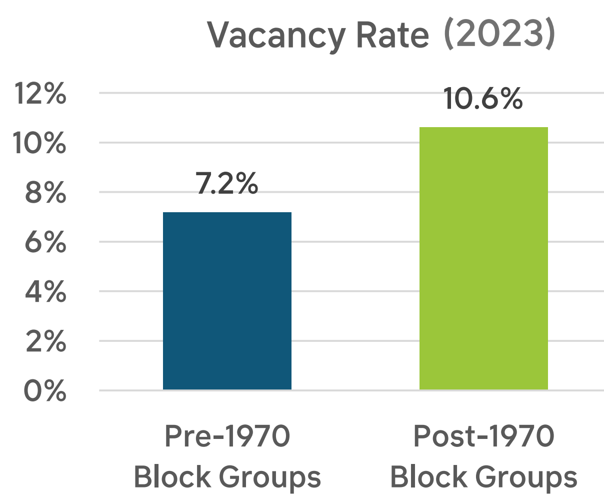


Source: 2024 Dallas County Appraisal District Data

VACANCY

Pre-1970 Block Groups have a slightly lower vacancy rate than Post-1970 Block Groups–7% compared to almost 11%.

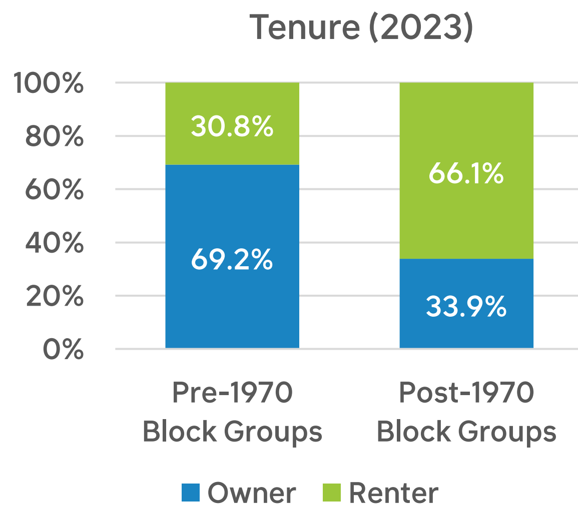
Source: U.S. Census Bureau, "Occupancy Status," ACS 5-year estimates, Table B25002, 2023



TENURE

Despite comprising only 28% of the City's households, 44% of the City's owner households are located in Pre-1970 Block Groups. Nearly 70% of housing units in Pre-1970 Block Groups are owner occupied, compared to just 34% in Post-1970 Block Groups. This is likely a function of the predominant housing typology in the study area–single family homes–compared to the more varied housing options found in Post-1970 Block Groups.

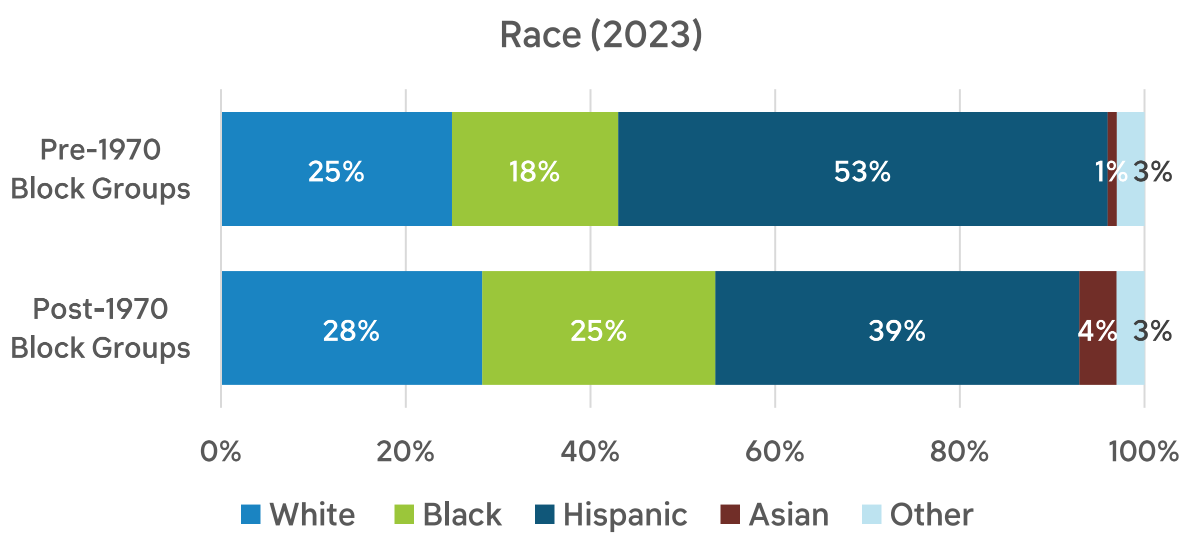
Source: U.S. Census Bureau, "Tenure," ACS 5-year estimates, Table B25003, 2023



RACE

Residents in areas with a concentration of older housing are also more likely to be non-white, and specifically more likely to identify as Hispanic, compared to the Post-1970 block groups. Overall, 53% of the residents in the study area are Hispanic, as opposed to 39% in the rest of the city.

Older neighborhoods have a higher share of Hispanic households.



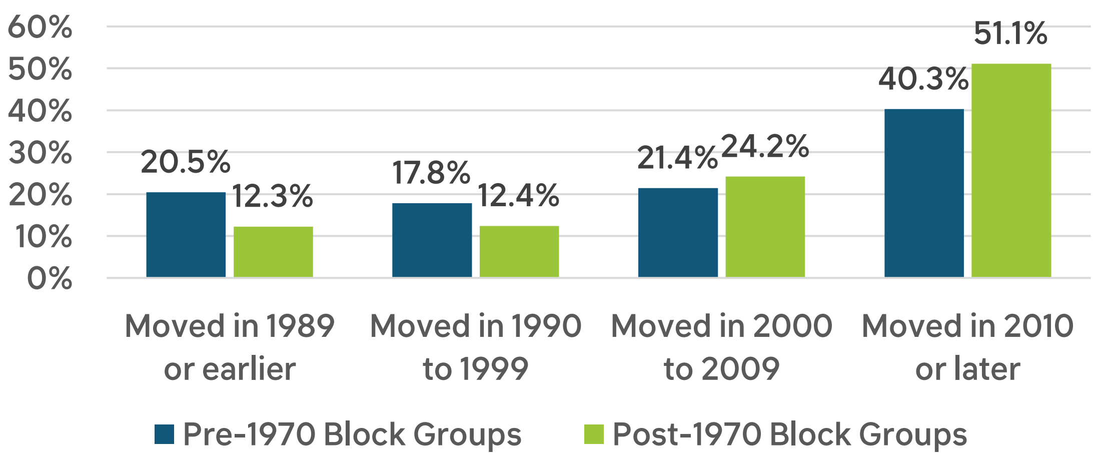
Source: U.S. Census Bureau, "Hispanic or Latino, and Not Hispanic or Latino by Race," Decennial Census, Table P9, 2020

LENGTH OF RESIDENCY

Homeowners in areas with a concentration of older housing also tend to be longer-term residents. Forty-six percent of homeowners in Pre-1970 Block Groups have lived in their homes for more than 25 years, as opposed to just 21% in Post-1970 Block Groups. Long term homeownership is a great indication of neighborhood stability, and speaks to the deep roots that have been forged in these communities.

Homeowners in areas with a concentration of older housing also tend to be longer-term residents.

Owner Households - Length of Residency (2023)



Source: U.S. Census Bureau, "Tenure by Year Moved In," ACS 5-year estimates, Table B25038, 2023

HOUSEHOLD INCOME

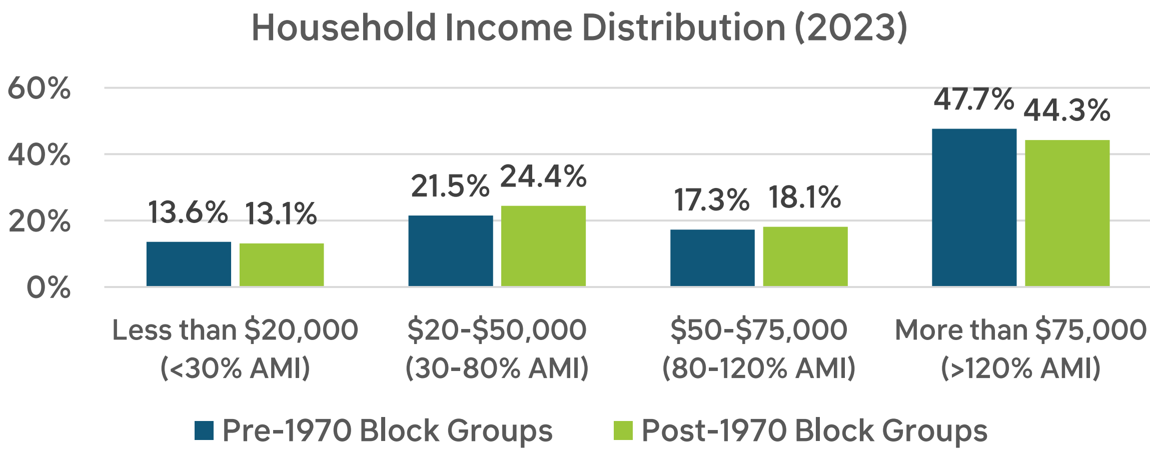
One of the goals stated in the 2024 ForwardDallas! comprehensive plan is to provide housing choices for people at various income levels. Areas with a concentration of older housing are fulfilling this goal.

According to the U.S. Census, the 2023 median household income in the City of Dallas was $67,760.[5] That is represented as 100% in the table below. The standard for measuring housing affordability is the percentage of income spent on housing. Regardless of total income, households that spend more than 30% of their income on housing are considered cost burdened. The table below shows the monthly housing costs that would be affordable to a household in each income range using the 30% rule of thumb.

	Percentage of Median Income	Yearly Income Range	"Affordable" Monthly Housing Cost Range
Supportive Services	<30% AMI	≤$20,328	≤$508
Affordable Housing	30-60% AMI	$20,329-$40,656	$509-$1,016
	60-80% AMI	$40,657-$54,208	$1,017-$1,355
Workforce Housing	80-100% AMI	$54,209-$67,760	$1,356-$1,694
	100-120% AMI	$67,761-$81,312	$1,695-$2,033
Market Rate Housing	120-150% AMI	$81,313-$101,640	$2,034-$2,541
	150-200% AMI	$101,641-$135,520	$2,542-$3,388
	>200% AMI	≥$135,521	≥$3,389

[5] U.S. Census Bureau, Census QuickFacts, 2019-2023 ACS 5-year Estimates, https://www.census.gov/quickfacts/fact/table/dallascitytexas,US/PST045224

Household income in the older housing study area mirrors that of the city overall, with 52% of households in Pre-1970 block groups making less than the city's median income of $67,760.



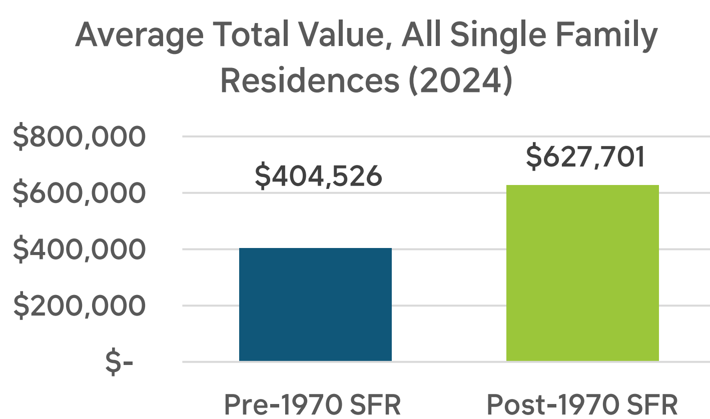
Source: U.S. Census Bureau, "Household Income," ACS 5-year estimates, Table B19001, 2023

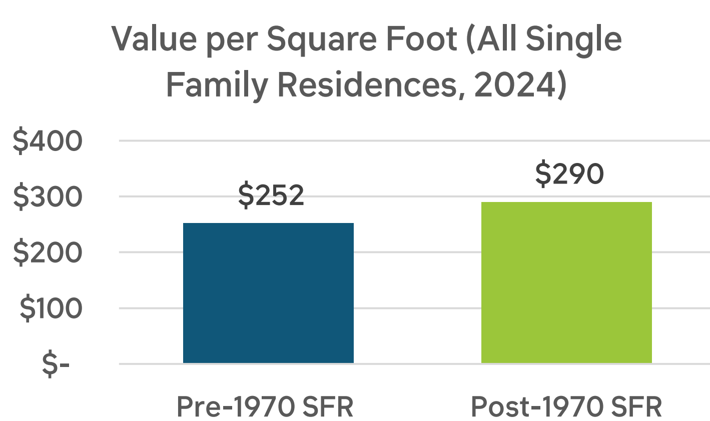
Property Values of Older Housing

When analyzing assessment data on a parcel level, single family residences built before 1970 have a home value that is around $200,000 less than the average single family residence built after 1970.[6]

The same pattern is true when the value per square foot is analyzed. Properties built before 1970 have a per square foot value that is 15% less than properties built after 1970.

Source: 2024 Dallas County Appraisal District Data



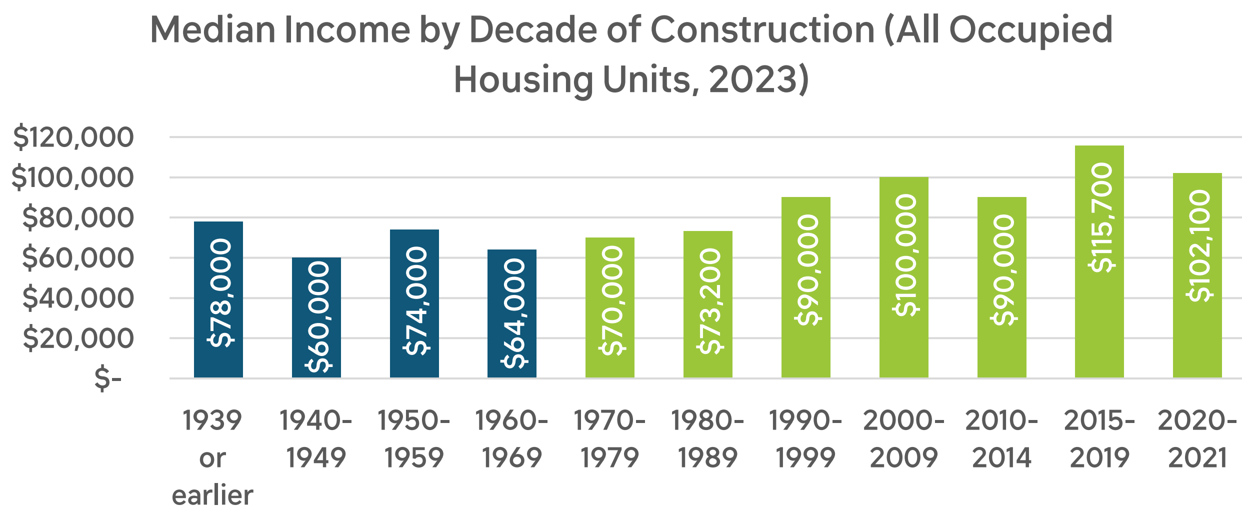


[6] This analysis includes all Single Family Residence types identified by DCAD. Additionally, it does not use the Pre-1970 study area, but rather all Pre-1970 single family residences regardless of location.

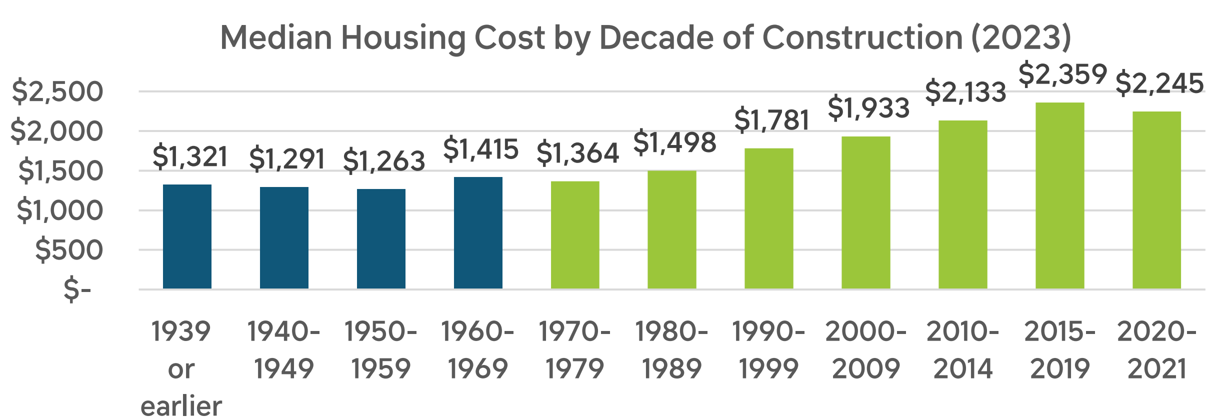
MONTHLY HOUSING COSTS

Findings from the American Housing Survey

The American Housing Survey (AHS) is the nation's most comprehensive survey of the housing stock in the U.S., collecting detailed data on housing units, neighborhoods, and the people who live in them. The AHS is conducted biennially by the U.S. Census Bureau on behalf of the U.S. Department of Housing and Urban Development (HUD). While the survey makes available many valuable metrics and insights, its data is only available at the City or Metropolitan Statistical Area (MSA). In this instance, the MSA includes Dallas, Fort Worth, and Arlington.When looking at housing unit data by decade built, older housing in the Dallas MSA tends to serve the needs of occupants at the lower end of the income spectrum. Overall, the median income of households living in housing built prior to 1939 is roughly $24,100 less than those living in housing units built after 2020.



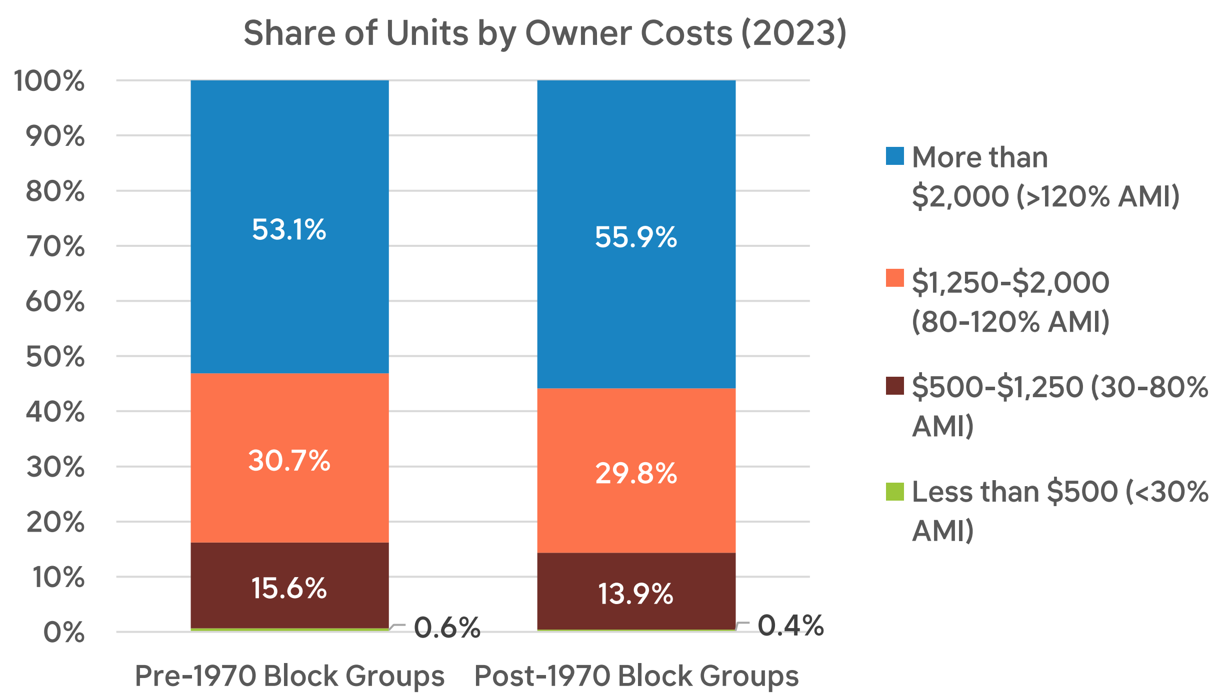
This pattern translates to housing costs as well. It's generally assumed that newer housing is less affordable than older housing. This is true in the Dallas MSA, as housing units that were built after 2022 are about $1,330 more per month than those built prior to 1939.



Source: U.S. Census, American Housing Survey, "Income Characteristics — All Occupied Units," and "Housing Costs — All Occupied Units," Dallas-Fort Worth-Arlington, TX MSA (2013 OMB definition), 2023

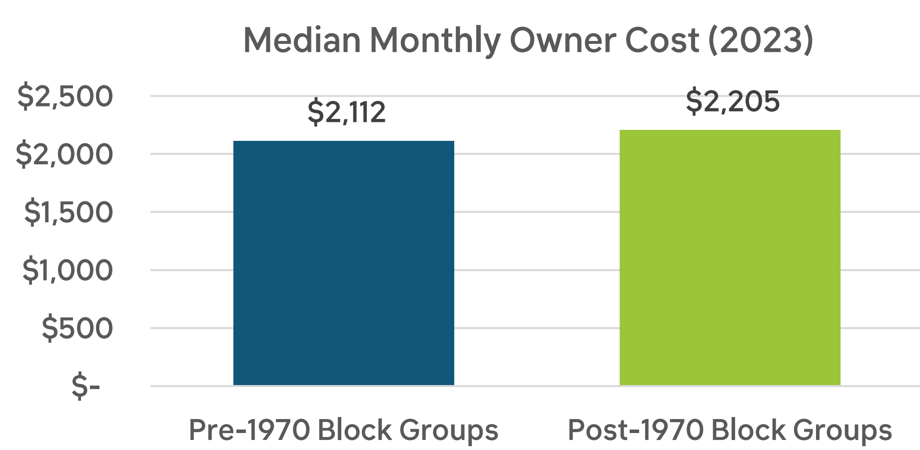
Owner Costs

Almost 61% of owners in Pre-1970 block groups are paying less than City's median owner costs of $2,225 per month. Additionally, roughly 30% of units in Pre-1970 block groups are affordable to those earning less than the City's median income, compared to 27% in the Post-1970 block groups.



Source: U.S. Census Bureau, "Selected Monthly Owner Costs," ACS 5-year estimates, Table B25087, 2023

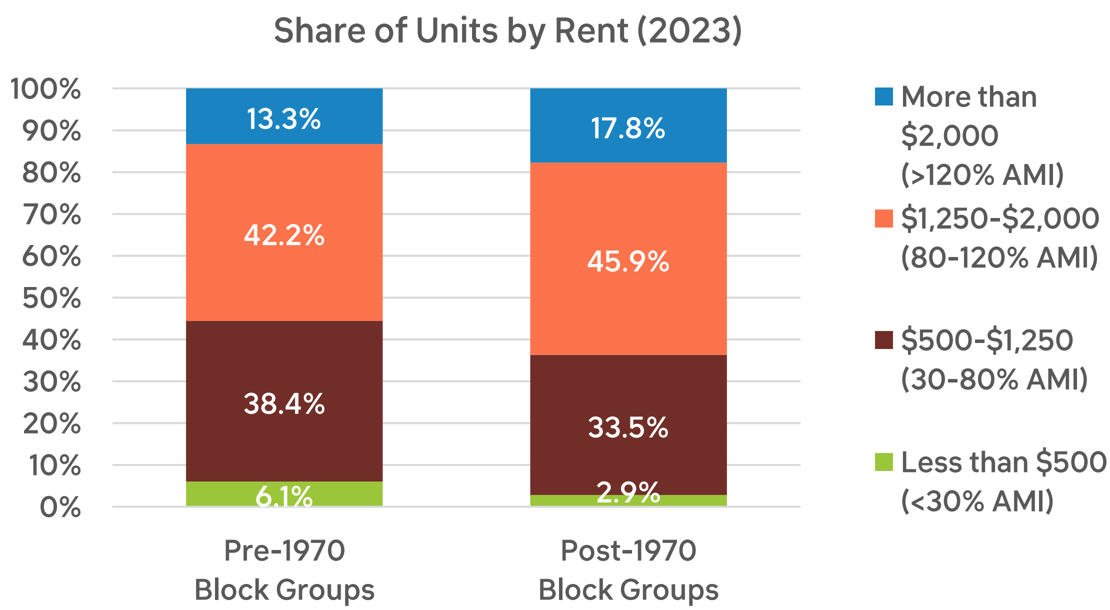
Overall, Dallas' older neighborhoods have a slightly lower median monthly owner cost than neighborhoods largely developed after 1970.



Source: U.S. Census Bureau, "Selected Monthly Owner Costs," ACS 5-year estimates, Table B25087, 2023

Renter Costs

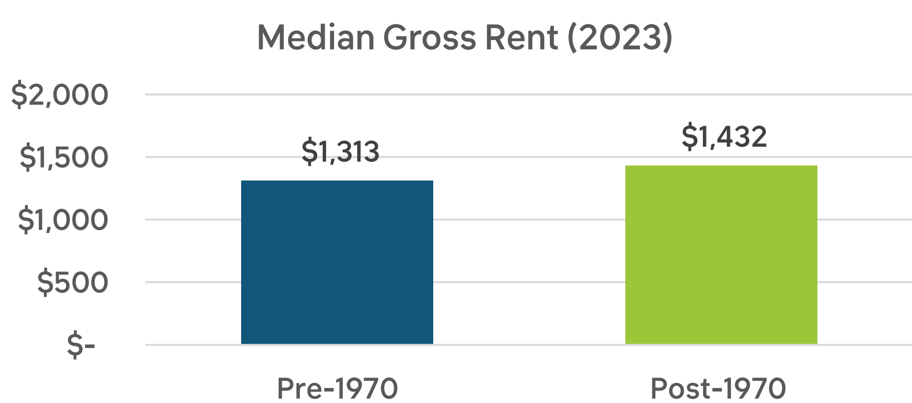
Just over 66% of renters in Pre-1970 block groups are paying less than City's median rent of $1,403 per month. Additionally, roughly 88% of the units in the Pre-1970 study area are affordable to those earning less than the City's median income, compared to 84% in the Post-1970 block groups.



Source: U.S. Census Bureau, "Gross Rent," ACS 5-year estimates, Table B25063, 2023

Overall, Dallas' older neighborhoods have a slightly lower median gross rent than neighborhoods largely developed after 1970. Rents in Post-1970 block groups are around 9% higher than block groups with a concentration of older housing.

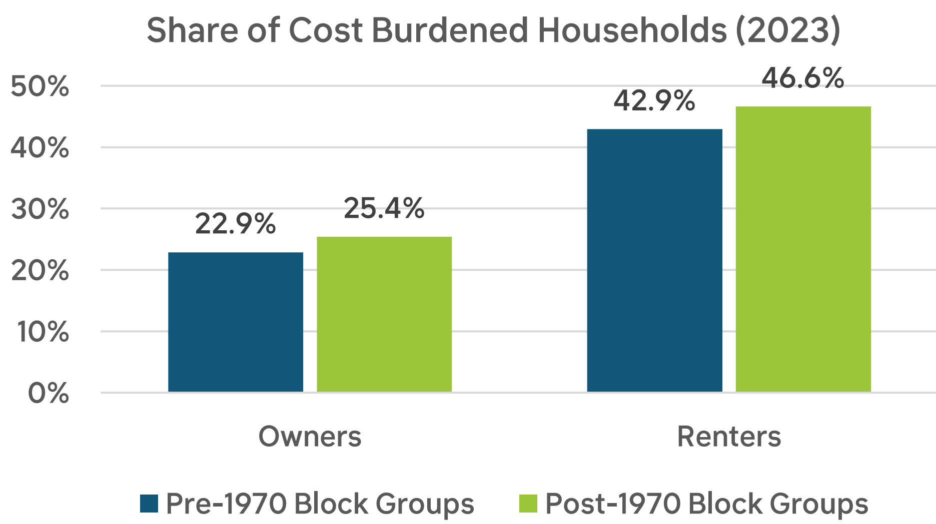
On average, rents in older housing are around $100 cheaper per month.



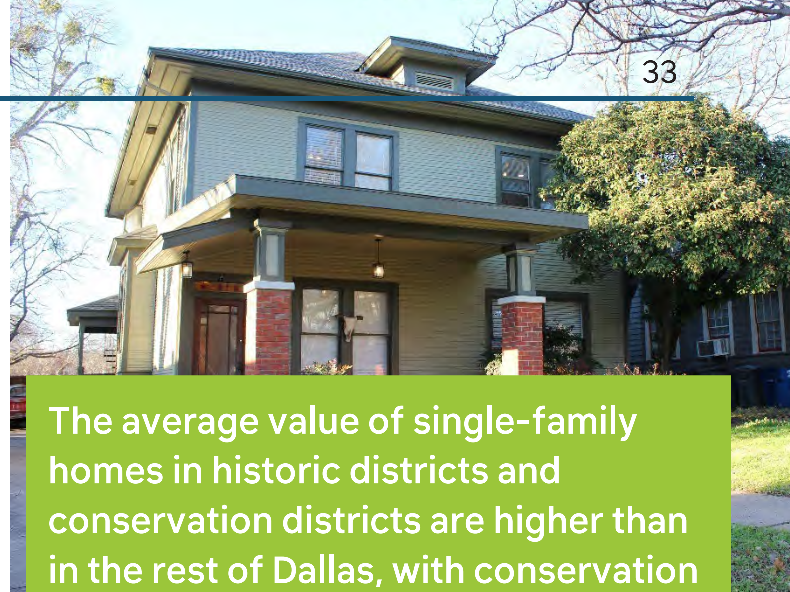
Source: U.S. Census Bureau, "Gross Rent," ACS 5-year estimates, Table B25063, 2023

COST BURDEN

Households are considered housing cost burdened if they spend more than 30% of their monthly income on housing costs. Overall, around 183,000 (36%) of all Dallas households are cost burdened. More than 40,600 (22%) of those cost burdened households live in block groups with a concentration of older housing. Within those block groups with a concentration of older housing, almost 23% of homeowners and 43% of renters are housing cost burdened. It's worth noting, that in both Pre- and Post-1970 Block Groups, renters are significantly more likely to be cost burdened than homeowners.



Source: U.S. Census Bureau, "Housing Costs as a Percentage of Household Income in the Past 12 Months," ACS 5-year estimates, Table B25140, 2023

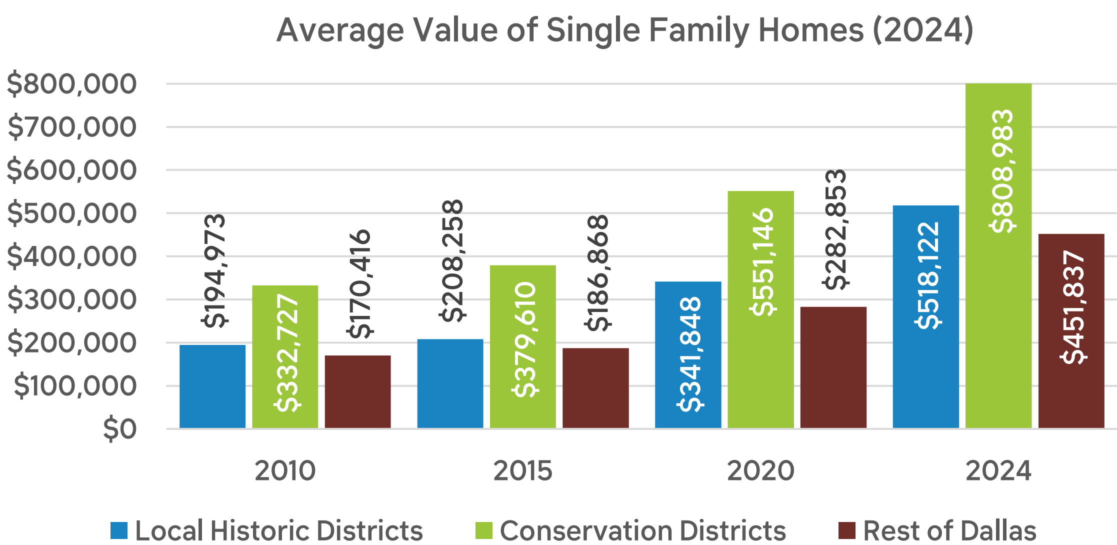


The average value of single-family homes in historic districts and conservation districts are higher than in the rest of Dallas, with conservation districts substantially higher.

Economic Impact

PROPERTY VALUES

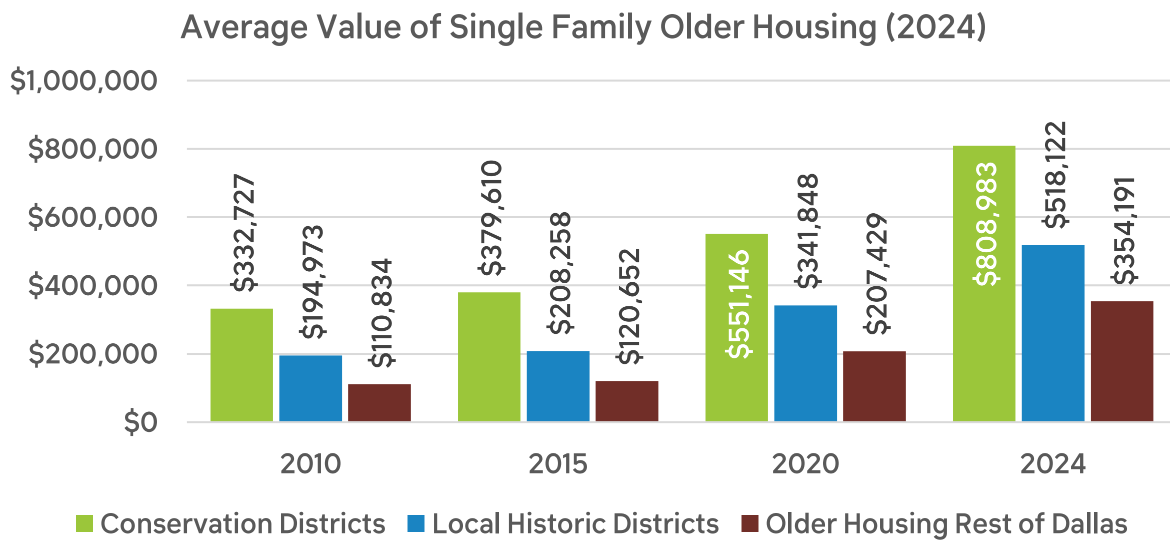
For most American families, the largest financial asset is their home. A legitimate question is whether another layer of protection, such as the design review required by local historic districts and conservation districts, has an adverse impact on property values. In the case of Dallas, the answer is decidedly "no." The average value of single family homes in local historic districts and conservation districts has consistently been higher than in the rest of Dallas, with conservation districts substantially higher.[7]



Source: 2024 Dallas County Appraisal District Data

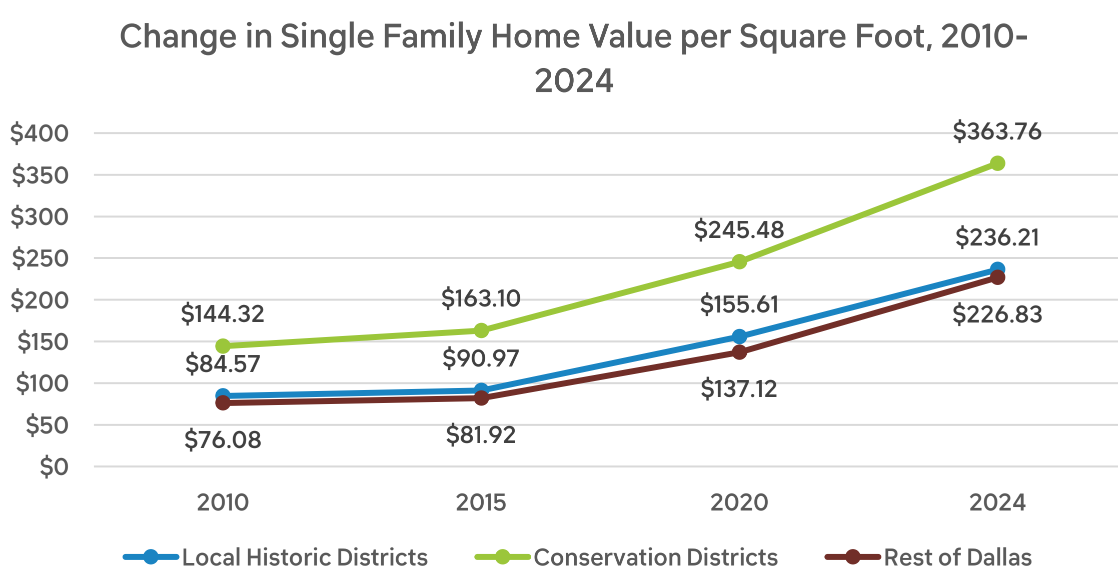
[7] Property value analysis is based on data from the Dallas Central Appraisal District (DCAD).

Perhaps a better comparison is to look at older housing in Dallas that is not protected versus the two types of districts. The average age of single family homes in conservation districts is 88 years. For local historic districts the average age is 96 years. If houses in the rest of Dallas are sorted so that their average age is 90 years, how do those values compare? Properties in conservation districts are most valuable, followed by local historic districts, both of which are significantly higher than older properties in the rest of Dallas.



Source: 2024 Dallas County Appraisal District Data

Over the last fifteen years, the average per square foot value of homes in Dallas has increased significantly, with properties in the conservation districts increasing most rapidly and houses in the local historic districts appreciating at a rate largely parallel with the rest of the city.



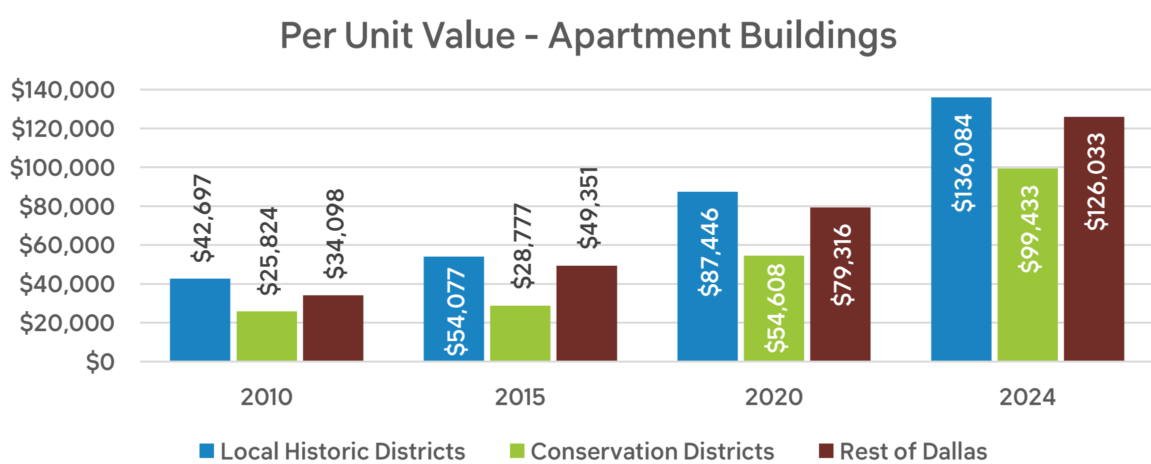
Source: 2024 Dallas County Appraisal District Data

While value analysis is generally done on single family properties, the same approach can also apply to apartment buildings. Apartment buildings are usually sold based on a dollar per unit rather than a dollar per square foot basis.

The average value of single-family homes in historic districts and conservation districts are higher than in the rest of Dallas.

The pattern for multi-unit buildings is much the same as for single family houses. Both the conservation district properties and those in local historic districts are purchased with a premium over properties in the rest of Dallas. Where for single family homes, the highest average value was for properties in conservation districts, it is within the local historic districts that the highest prices are commanded for apartment buildings. Since apartment building values are directly related to rents, this demonstrates that tenants as well as owners are revealing a preference for historic properties.

The premium for these older apartment units is likely due to their quality, the neighborhood character, and locational advantages. But the extra per unit value may also reflect the preference for smaller, more intimate housing options. The average size of an apartment house in conservation districts is fifteen units. In local historic districts, there are typically 20 units. Apartment buildings in the rest of Dallas average 103 units.



Source: 2024 Dallas County Appraisal District Data

Ultimately the value of real estate is a function of the marketplace, and the marketplace is where consumers reveal their preferences. In Dallas, landlords, tenants, and homeowners have all recognized the value of historic properties in the price they are willing to pay.

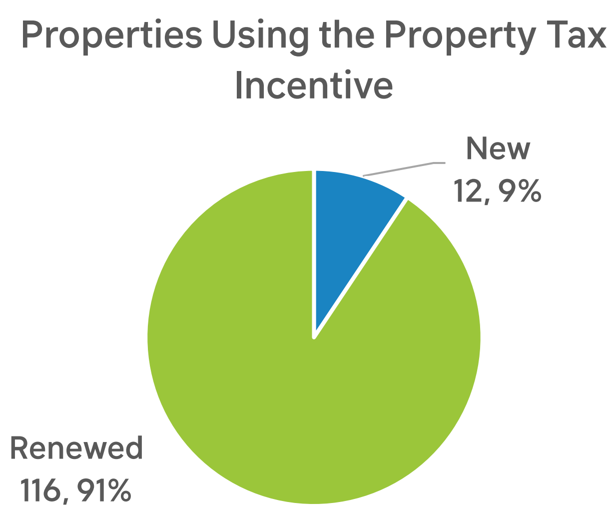
HISTORIC TAX EXEMPTION PROGRAM

The City of Dallas encourages the investment in historic properties through a property tax exemption. It is one of the most nuanced and targeted local incentives in the country. There are four paths to eligibility for the incentive:

- Endangered Historic District: 10th Street and Wheatley Place
- Urban Historic Districts: within a designated Urban historic district area, not in other categories
- Revitalizing Historic Districts: Junius Heights, Lakecliff, Peak's Suburban, South Blvd/ Park Row, and Winnetka Heights
- Citywide Historic Districts: Munger Place, State Thomas, Swiss Avenue, or designated properties not in other categories

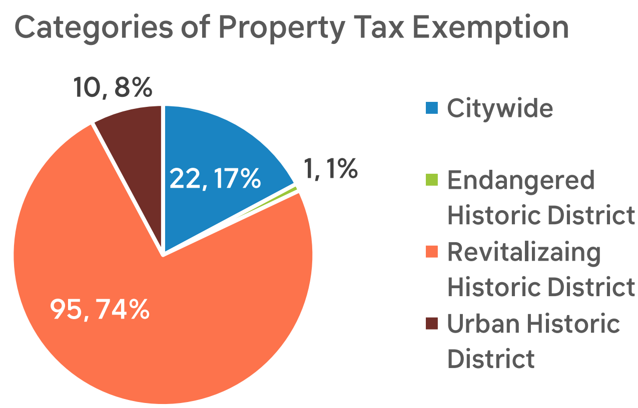
The amount of exemption, the length of the exemption, and the threshold of required investment all depend on the category within which the property qualifies.[8]

Since 2014, 128 properties have taken advantage of the Historic Tax Exemption program. Nine percent of those properties are receiving the exemption for the first time, while the other 91% have renewed their exemption upon expiration (most commonly after 10 years).



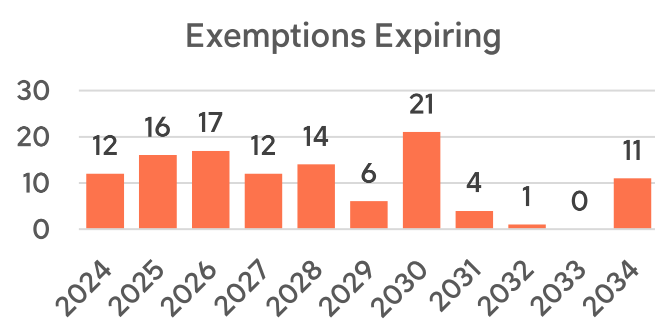
[8] A complete explanation of how the tax exemption program works can be found at: https://dallascityhall.com/departments/sustainabledevelopment/historicpreservation/HP%20Documents/Tax/0_Tax%20Incentives%20-%20Information%20Packet%20for%20applicants%20-%20rev%209-7-2016.pdf

The great majority–almost 75%–of the Tax Exemptions have been granted in Revitalizing Historic Districts. Although it varies with the particular category of exemptions, in most instances the incentive expires after ten years, at which point the increased value of the investment made becomes fully taxable. More than half of the properties currently utilizing the incentive will become fully taxable within the next four years.

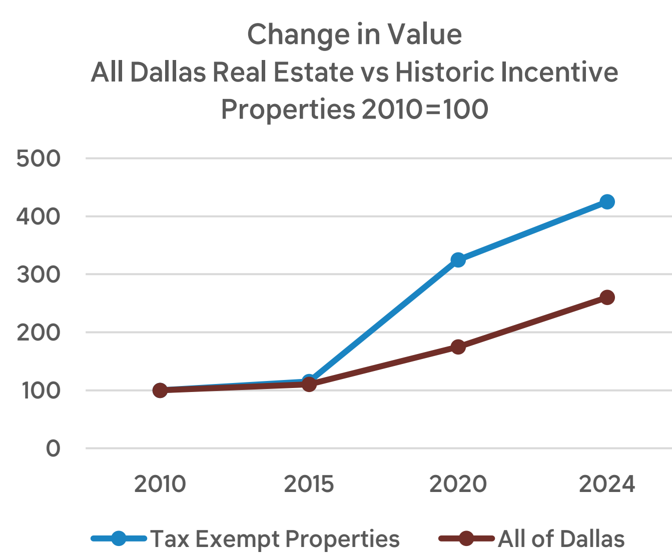


To be eligible for the incentive, a significant investment must be made in the historic property. The requirement varies based on the category of the exemption but ranges from 25%-75% of the value of the property. In some cases the exemption applies to the total value of the property, while in other instances, just the value of the improvements. The exemption only applies to Dallas city taxes, not those of Dallas County, the Dallas Independent School District, or other local taxing entities. For a typical property owner, the City of Dallas property taxes are less than 20% of the property tax bill.

While the incentive may be relatively modest, it still proves to be an effective catalyst for investment. Below is a comparison of the increased value of real estate between 2010 and 2024 for properties that received the Historic Tax Exemption versus all properties in Dallas. The Historic Tax Exempt properties increased in value at almost double the rate observed in the city as a whole.



Though the City of Dallas foregoes property tax revenue for up to ten years to encourage investment in historic properties, it is an incentive that ultimately pays for itself. The property tax exemption on ten properties expired in 2023. Today those properties are paying 2.2 times the amount in city property taxes than they were a decade ago. The historic property tax incentive is an investment on the part of both the City of Dallas and the property owner. While both receive a substantial return on that investment, historic properties are successfully maintained for the next generation.



HISTORIC TAX CREDIT ACTIVITY

Nationwide, historic tax credits are the country's most effective tool to promote private investment in historic buildings. A tax credit is a dollar-for-dollar offset of income taxes that would otherwise have to be paid, making it a powerful incentive for historic rehabilitation.

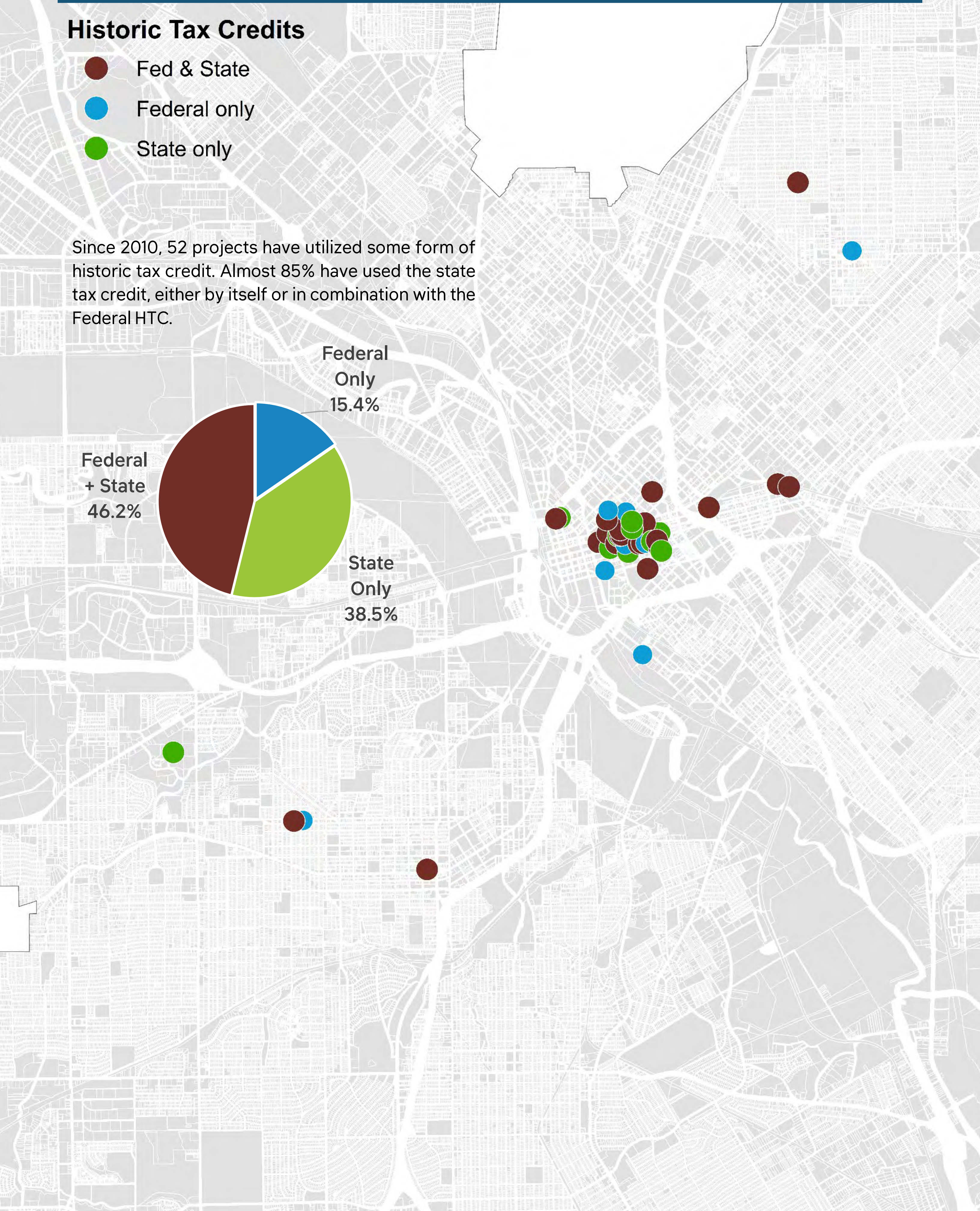
Historic tax-credit projects create jobs and stimulate local economies. By incentivizing private investment in historic buildings, historic tax credits bring vacant and underutilized buildings back on the tax roll. These projects sustain important sources of income for Dallas through construction jobs; because historic-rehabilitation projects are more labor intensive than new-construction projects, a larger share of the project's costs go directly to labor income rather than to materials. Historic tax credits often serve as gap financing for rehabilitation projects that may not be feasible without the credit.

Source: Tax credit data provided by the Texas Historical Commission

Two historic tax credit programs are available in Texas:

Federal Historic Tax Credit – Enacted in 1976, the Federal Historic Preservation Tax Credit (HTC) is administered by the National Park Service (NPS) in partnership with State Historic Preservation Offices (SHPOs). The Federal HTC, which provides a 20% federal income tax credit on Qualified Rehabilitation Expenditures (QREs), is the nation's most effective program for encouraging investment in historic buildings and promoting community revitalization. The Federal HTC is often paired with other tax credit programs, including the Low-Income Housing Tax Credit (LIHTC) or State historic tax credits. Since 1976, over 50,000 buildings across the country have been rehabilitated using this credit.

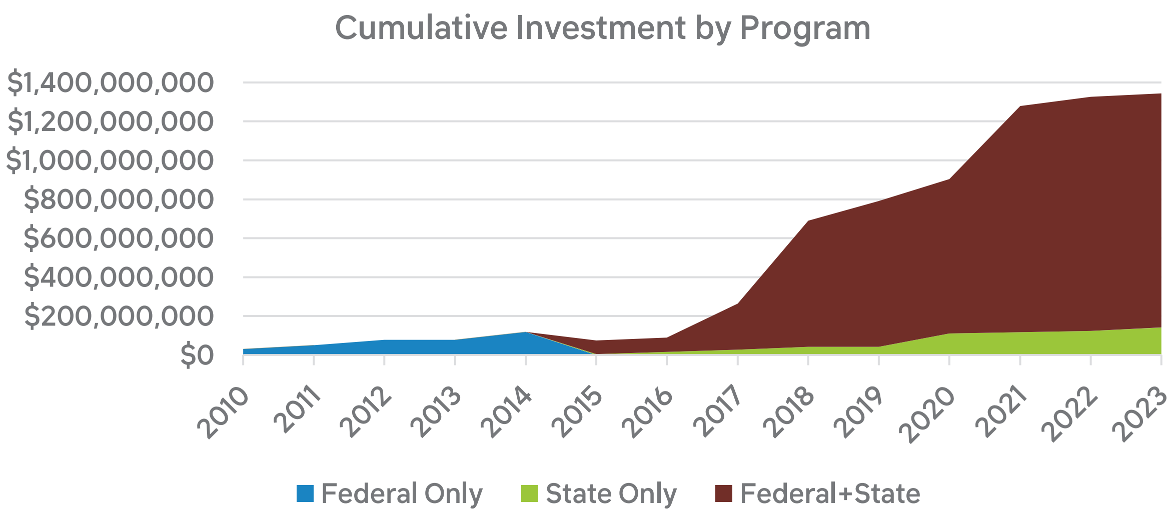
Texas Historic Preservation Tax Credit – Going into effect on January 1, 2015, the Texas Historic Preservation Tax Credit provides a 25% tax credit for the rehabilitation of historic, income-producing or non-profit use buildings. A minimum investment of $5,000 in Qualified Rehabilitation Expenditures must be made in order to qualify for the credit. In the absence of a state income tax, the credit is applied against state Business Franchise Tax or Insurance Premium Tax liability. The tax credit certificate is freely transferable, so most applicants benefit financially by selling the credit certificate for its market value. The application process for the State tax credit is modeled on the Federal program, so applicants often choose to pair the credits.



Since 2010, 52 projects have utilized some form of historic tax credit. Almost 85% have used the state tax credit, either by itself or in combination with the Federal HTC.

The Pythian Temple at 2551 Elm Street was rehabilitated in 2020 using federal historic tax credits. The building was constructed in 1916 and served as the Grand Lodge of the Colored Knights of Pythias, an African American fraternal organization. The Pythian Temple is located in the African American commercial center known as Deep Ellum and was designed by African American architect William Sydney Pittman. Following a $24 million rehabilitation, the site is now a 164 room hotel with a ground floor restaurant and bar. Honoring the original architect, the hotel was named The Pittman.

These projects represent an investment of over $1.4 billion in qualified rehabilitation expenditures in Dallas' historic buildings.



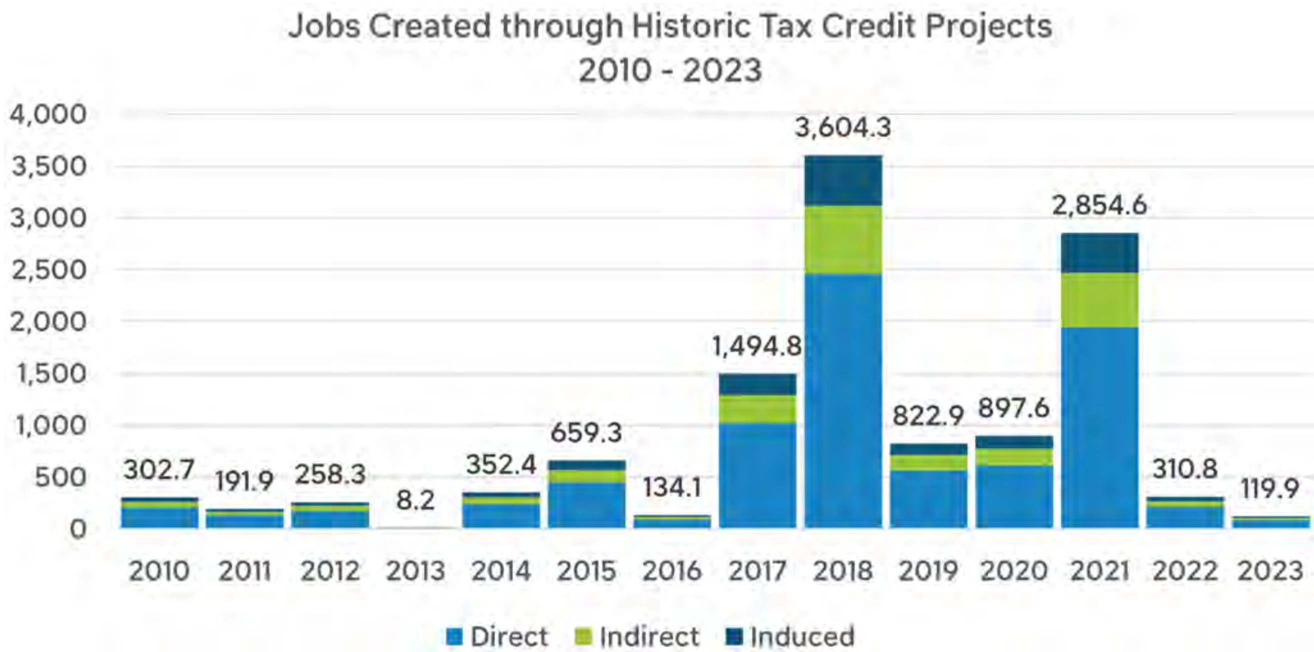
Since the creation of the state historic tax credit program, no project has opted to pursue the Federal HTC alone.

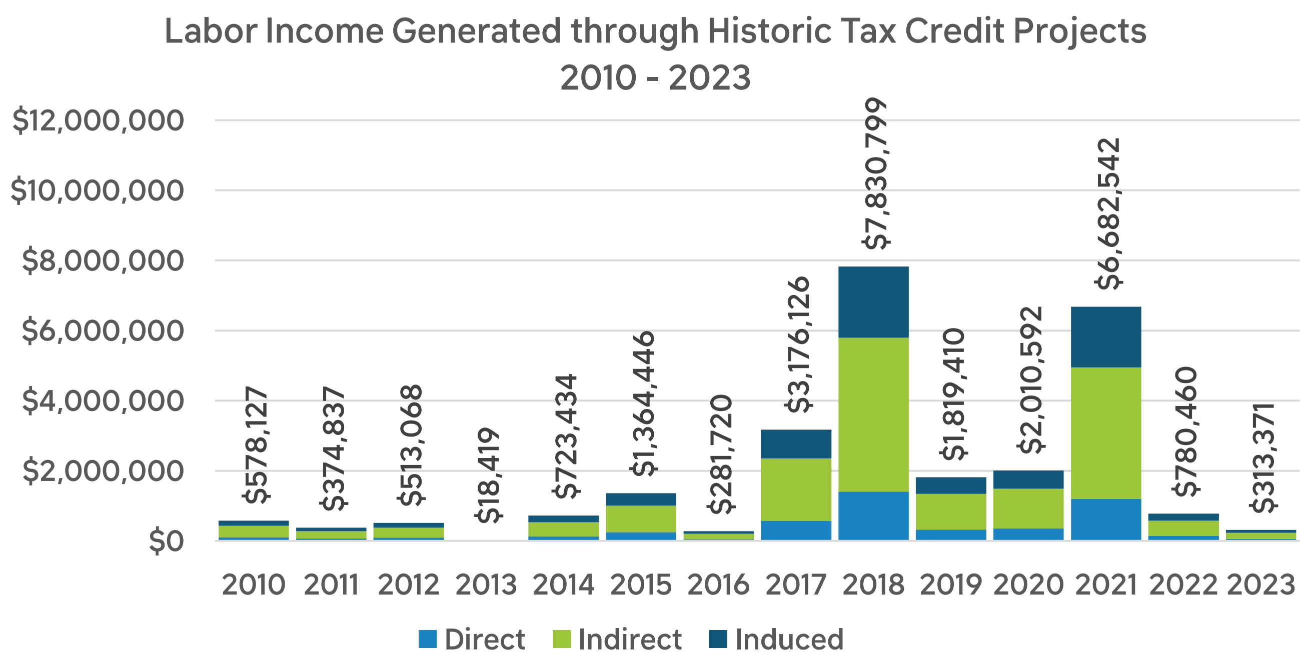
Historic Tax Credit Projects and Investment by Year

	Federal Only		State Only		Federal+State		TOTAL	
	Count	Investment	Count	Investment	Count	Investment	Count	Investment
2010	2	$30,090,678	–	–	–	–	2	$30,090,678
2011	1	$19,856,910	–	–	–	–	1	$19,856,910
2012	2	$27,907,684	–	–	–	–	2	$27,907,684
2013	1	$894,484	–	–	–	–	1	$894,484
2014	2	$39,684,952	–	–	–	–	2	$39,684,952
2015	–	–	1	$4,889,000	1	$69,980,000	2	$74,869,000
2016	–	–	1	$11,997,129	1	$3,180,320	2	$15,177,449
2017	–	–	2	$10,401,954	4	$163,154,674	6	$173,556,628
2018	–	–	1	$14,709,648	7	$412,082,803	8	$426,792,451
2019	–	–	1	$322,384	4	$100,840,029	5	$101,162,413
2020	–	–	4	$69,305,622	4	$42,896,988	8	$112,202,610
2021	–	–	3	$5,901,330	1	$369,822,062	4	$375,723,392
2022	–	–	2	$5,557,907	2	$40,747,250	4	$46,305,157
2023	–	–	5	$18,124,511	0	$0	5	$18,124,511
TOTAL	8	$118,434,708	20	$141,209,485	24	$1,202,704,126	52	$1,462,348,319

Over the last 14 years, historic tax credit investment has created each year an average of:[9]

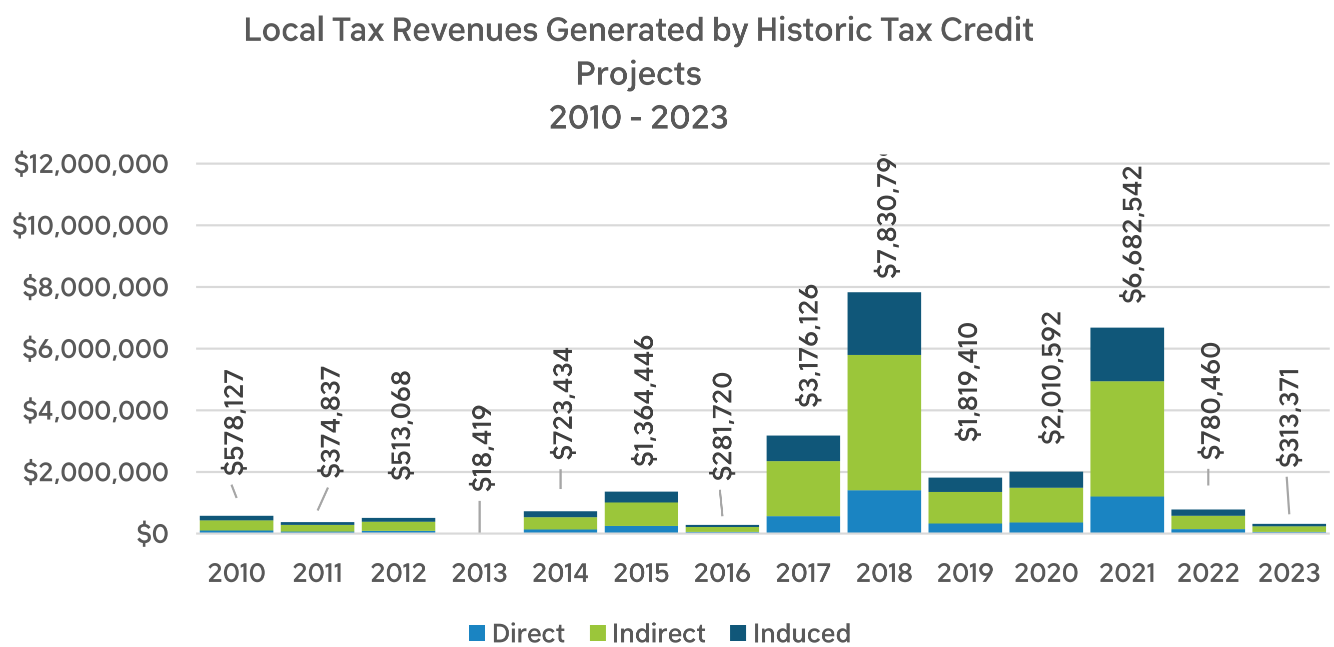
- 585 direct jobs and 272 indirect/induced jobs
- $39,126,741 in direct labor income and $20,282,183 indirect/induced labor income, each year since 2010.





[9] A "direct job" is a job that is created by the project. In the case of historic rehabilitation, that would include a carpenter, plumber, electrician, etc. "Indirect jobs" are not created by the project but are supported by it. In this case, the salesperson at the lumberyard or the truck driver who delivered materials to the job site are good examples of indirect jobs. An "induced" job is a job that is supported by employees' own spending on goods and services with wages earned through direct and indirect jobs.

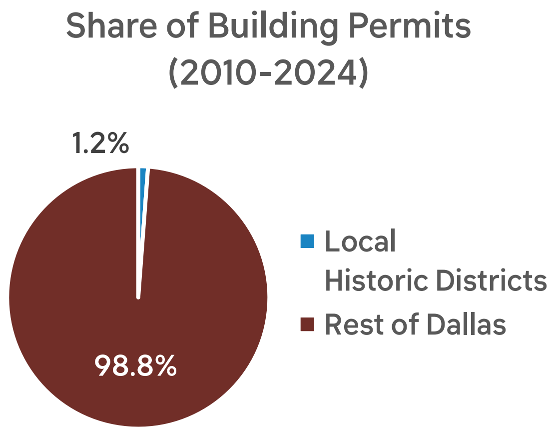
Local governments have been major beneficiaries of the significant increase in historic preservation tax credit activity. Historic tax credits have created, on average, $339,021 in direct local tax revenue and $1,549,488 indirect/induced local tax revenue each year since 2010.



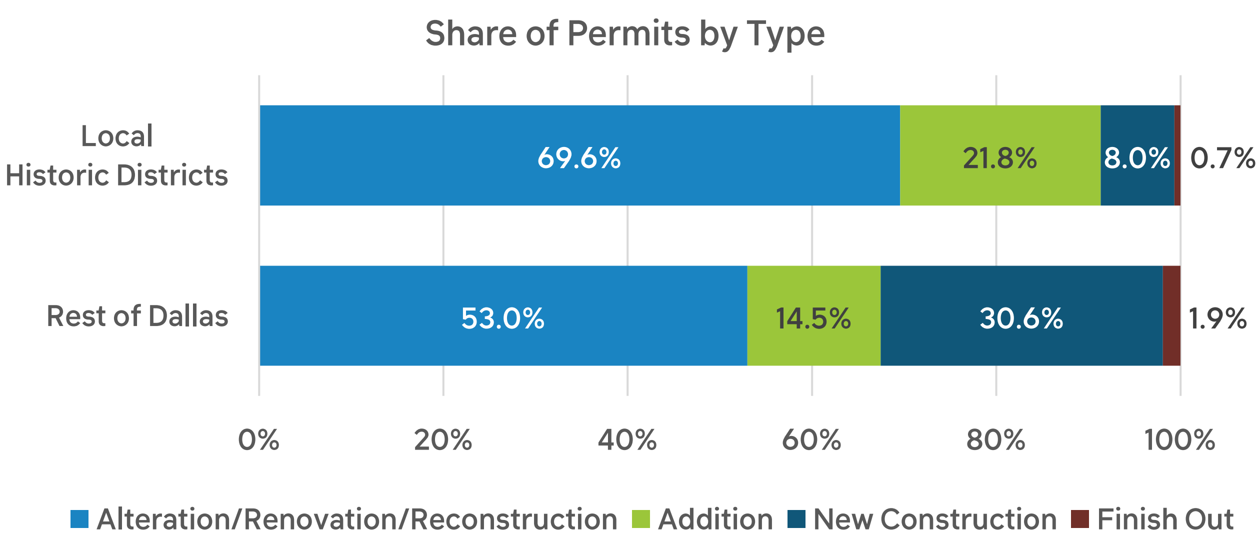
PERMIT ACTIVITY

Just over 49,100 building permits were issued in Dallas between 2010 and 2024. Of those permits, 588 (1.2%) were in local historic districts. Overall since 2010, $590,029,255 in investment has been made in Dallas' local historic districts.

Source: City of Dallas, Department of Planning and Development Building Permit Data.



Not surprisingly, the predominant work being done in historic districts is Alteration, Renovation, and Reconstruction. Nearly 70% of all permits in historic districts are these permit types, compared to 53% in the rest of Dallas.



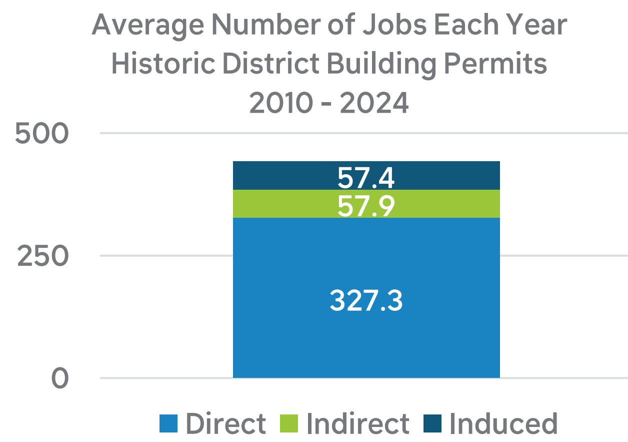
Source: City of Dallas, Department of Planning and Development Building Permit Data

Building Permits and Investment by Year

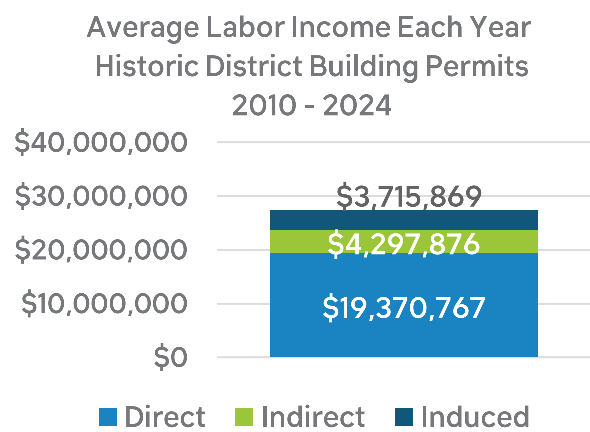
	Historic Districts		Rest of Dallas	
	Count	**Investment**	**Count**	**Investment**
2010	3	$10,003,454	137	$1,477,185,297
2011	3	$17,186,000	201	$991,451,271
2012	4	$21,555,573	251	$1,228,679,285
2013	8	$34,902,933	463	$2,041,186,748
2014	16	$4,553,045	807	$2,192,568,821
2015	20	$69,804,440	1,199	$3,083,833,323
2016	18	$129,981,727	1,105	$3,324,697,361
2017	16	$37,000,739	1,196	$2,387,075,865
2018	35	$93,238,404	2,580	$3,501,106,600
2019	63	$52,187,899	6,114	$3,833,957,578
2020	65	$10,503,118	6,904	$2,627,690,921
2021	82	$21,362,376	7,958	$3,308,896,097
2022	93	$5,690,005	7,376	$4,362,405,826
2023	92	$77,340,725	6,606	$2,672,161,572
2024	70	$4,718,817	5,652	$868,311,148
TOTAL	**588**	**$590,029,255**	**48,549**	**$37,901,207,713**

Source: City of Dallas Office of Planning and Development Building Permit Data

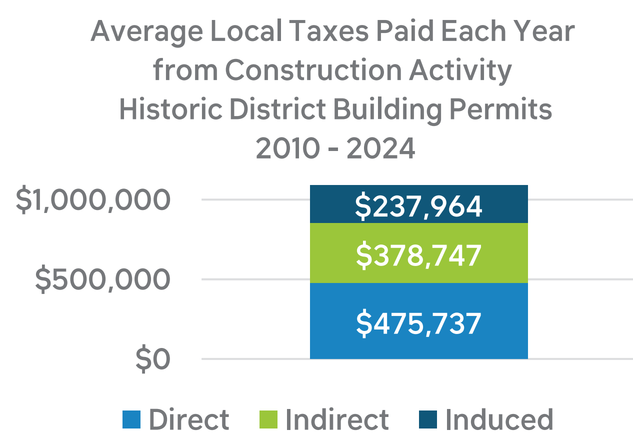
The year after year investment by owners of historic properties significantly impacts the Dallas economy. Over the last fifteen years, an average of 327 direct jobs and an additional 115 indirect and induced jobs have been created in Dallas each year as a result of this permit activity.[10]



But those are not just jobs, they also represent paychecks. Between 2010 and 2024, local workers have received paychecks totalling an average of nearly $277 million ($19 million direct and $8 million indirect/induced) each year.



This investment in the historic buildings of Dallas also has financial returns for the local government. Over the last fifteen years, local governments in Dallas have received an average of more than $1 million ($476,000 direct plus $617,000 indirect/induced) each year from permit activity in Dallas' local historic districts.



Source: City of Dallas, Department of Planning and Development Building Permit Data and IMPLAN

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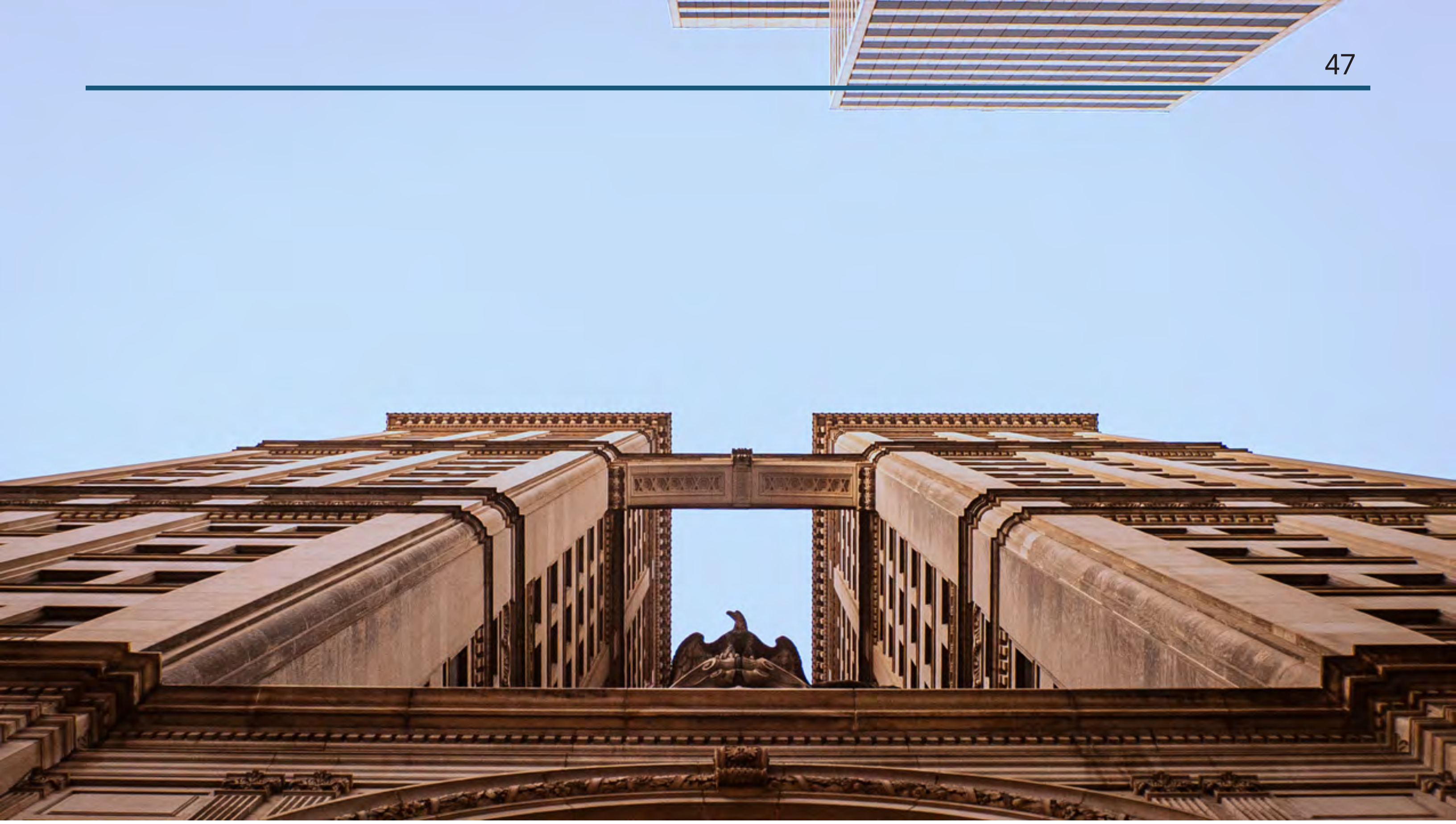
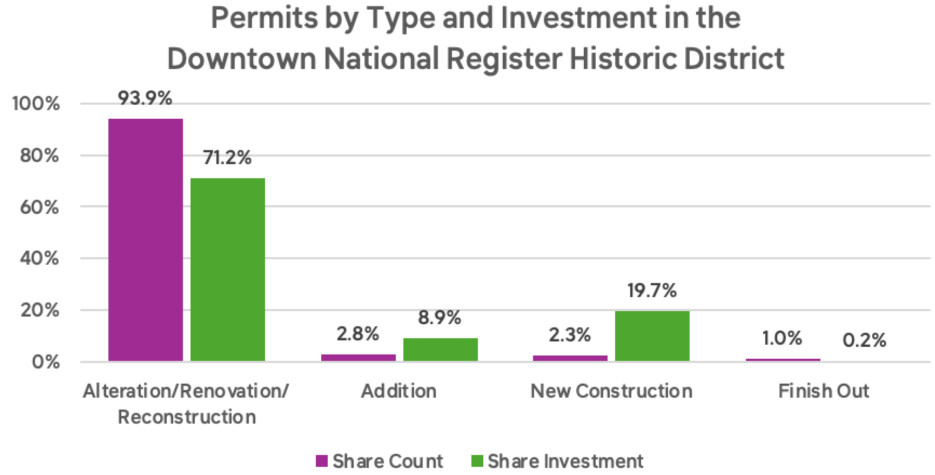
[10] Please note that the permit data and the data from the tax credit project cited early are not directly comparable. Tax credit numbers will reflect expenditures that do not have to be included in local building permit declarations. The jobs, income, and tax generation numbers above are actually less than were likely created, so are a very conservative estimate of total impact. Also in many cases a single project will be included in both the Tax Credit numbers and the Permit Investment numbers, meaning there is some duplication of impacts. Therefore the two sets of numbers should not be combined for overall impact. That would be double counting some investment, jobs, labor income, and tax receipts.



DOWNTOWN NATIONAL REGISTER DISTRICT

The Downtown National Register Historic District, which includes parts of Harwood and Stone Street local historic districts, has seen significant development over the last 15 years. Since 2010, there have been nearly 400 building permits and $821 million in investment in this district. Overall, the development activity in the Downtown National Register Historic District is concentrated in alteration, renovation, and reconstruction. Almost 94% of permits and 71% of permit investment fall into this category. However, while there are fewer new construction permits in this district, the amount of investment garnered from those projects is not insignificant–$161 million has been invested in the area through new construction activity. Through either new construction or alteration/renovation, there have been an estimated 1,200 housing units created in the Downtown National Register District since 2010.



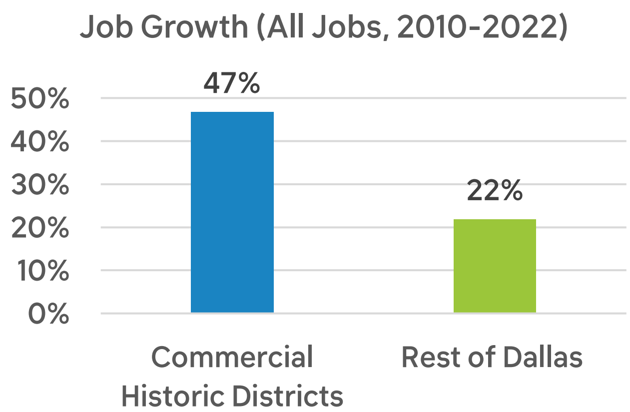
Source: City of Dallas, Department of Planning and Development Building Permit Data and IMPLAN

JOBS AND BUSINESSES IN HISTORIC DISTRICTS

Older buildings are attractive to locally owned businesses, small businesses, start-ups, creative industries, and technology companies. These spaces are choice locations because of their character, affordability, size, and proximity to other amenities. This analysis looks at patterns of job growth and business characteristics in Dallas' commercial historic districts.

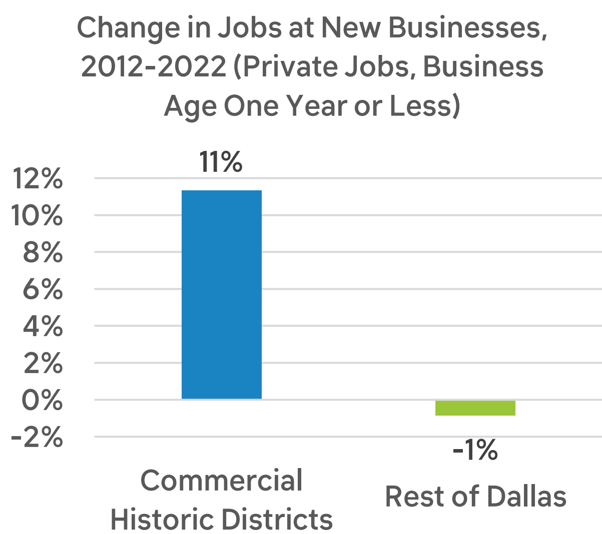
Overall, only 3% of jobs are located in Dallas' commercial historic districts. However, commercial historic districts saw significantly higher job growth than the rest of Dallas. Where Dallas overall saw around 22% job growth, commercial historic districts saw a 47% increase in jobs. Five percent of all Dallas' job growth took place in commercial historic districts.

Source: U.S. Census, Longitudinal Employer-Household Dynamics, OnTheMap, "All Jobs," 2010 and 2022.



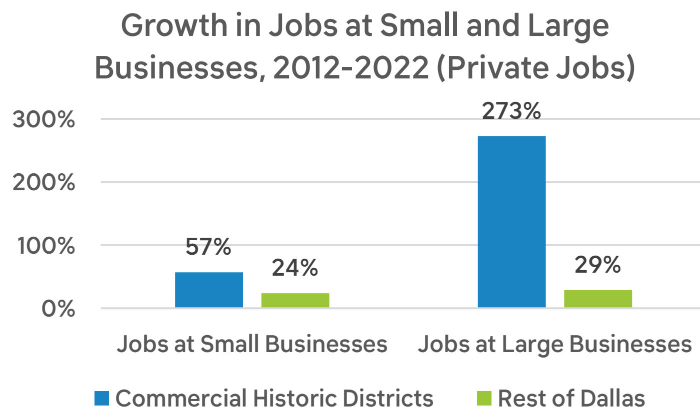
Between 2012 and 2022, Dallas overall saw a slight decrease in the number of jobs in new businesses. Commercial historic districts, on the other hand, saw an 11% increase in the number of jobs at new businesses.

Source: U.S. Census, Longitudinal Employer-Household Dynamics, OnTheMap, "All Private Jobs," 2012 and 2022.



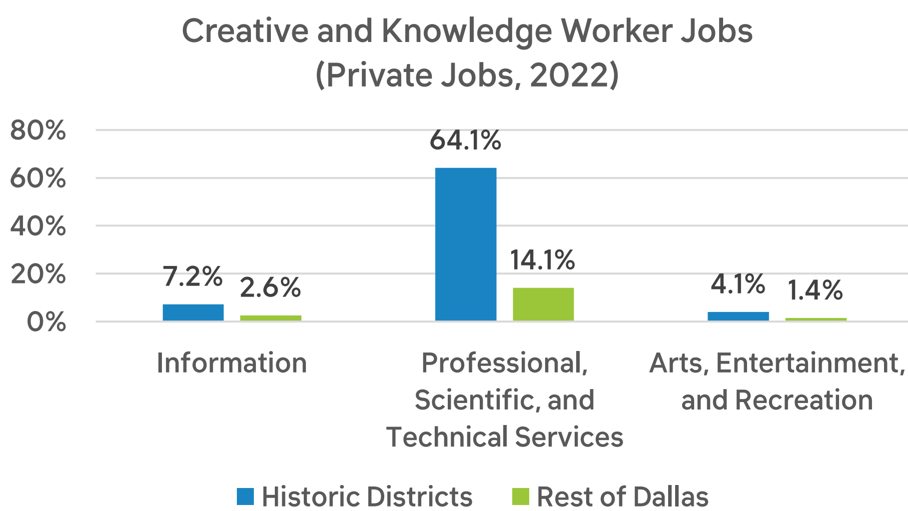
Businesses of all sizes are accommodated in historic districts. Between 2012 and 2022, commercial historic districts saw jobs at small businesses (less than 20 employees) increase by 57% and a 273% increase in jobs at large companies (500+ employees). This far outpaces job growth in the rest of Dallas in both categories.

Source: U.S. Census, Longitudinal Employer-Household Dynamics, OnTheMap, "All Private Jobs," 2012 and 2022.



Historic districts have a higher share of creative class and knowledge worker jobs than the rest of the city. The overwhelming majority of jobs in historic districts, 64.1%, fall into the Professional, Scientific, and Technical services category.

Source: U.S. Census, Longitudinal Employer-Household Dynamics, OnTheMap, "All Private Jobs," 2012 and 2022.



Deep Ellum

Deep Ellum grew out of Elm Street with the coming of the railroads to East Dallas in 1870. From its earliest roots as a residential area, Deep Ellum evolved to host industry and commerce, and was a major employment center for the city. Originally home to many African Americans, this area came to house and employ people of Jewish, Greek, Italian, Mexican, Czech, and other descent.

An early scene for jazz and blues, and later Western swing, and with its rich mix of people and cultures, Deep Ellum naturally became a nexus for art, food, and entertainment. This led to the State of Texas naming Deep Ellum a Cultural District in 2020. In 2023, the Deep Ellum Historic District was listed in the National Register of Historic Places in celebration of Deep Ellum's 150th anniversary.

Bishop Arts/8th Avenue Conservation District

The Bishop Arts/8th Avenue Conservation District was established in 1992, making it one of the earlier conservation districts in the city. As a conservation district, the area has access to tools to help retain its distinctive character and protect its physical attributes. Bishop Arts is noted for its unique offerings of boutiques, coffee shops, bars, galleries, and restaurants.

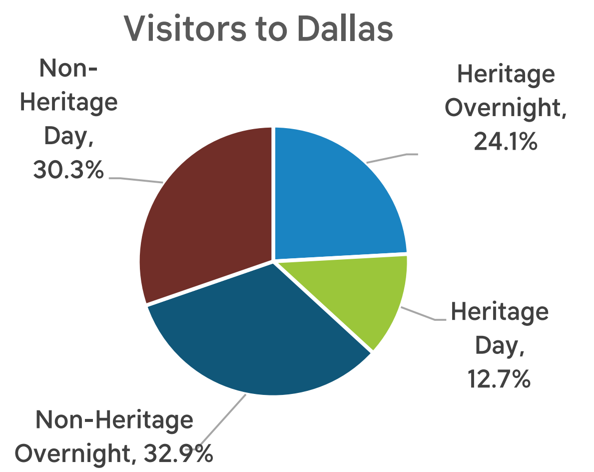
Originally composed of warehouses dating from the 1920s, the area was facing an economic decline when, in 1984, local businessman Jim Lake began buying and renovating properties and supporting new business startups. Today it is a thriving shopping and entertainment district. A portion of the district is listed on the National Register of Historic Places.

Cenzo's Pizza and Deli

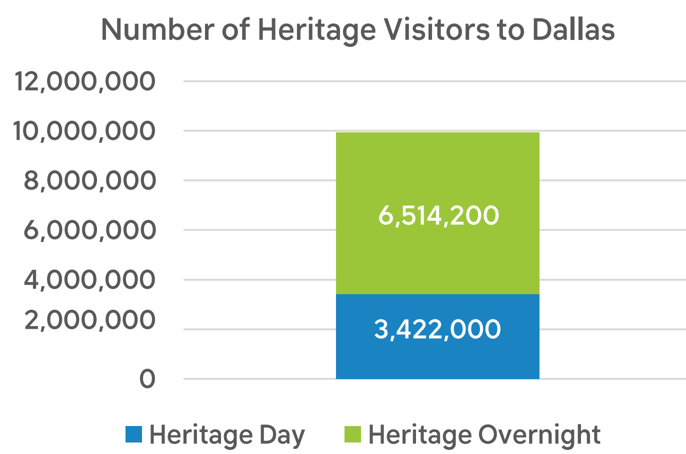
Cenzo's Pizza and Deli, opened in 2023, is a neighborhood, family-friendly restaurant created by two lifelong friends and now neighbors, Vinnie Sherman and Chad Dolezal. The building, in the Winnetka Heights Historic District, was built in 1933 to house a Magnolia Gas station. The Tudor Revival style architecture, typical of neighborhood service stations of that era, gives the business a unique look but also one appropriate to a residential setting. The restaurant features two of the original but rebuilt garage doors and tables made from the ceiling joists. This adaptive reuse has been a welcome addition to the community.

HERITAGE TOURISM

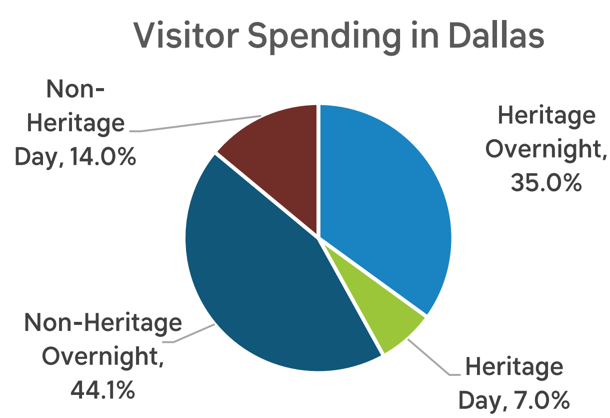
Dallas attracts regional, national, and international visitors for many reasons. Some come for business or sporting events, while many others come for shopping. But a large and growing number of people come to Dallas for its wealth of historic resources. Based on research commissioned by Visit Dallas, PlaceEconomics estimates that more than a third of Dallas visitors fall into the "Heritage Visitor" category.[11]



Included in this number is nearly a quarter of all visitors who stay overnight. This is significant from an economic impact perspective in that 60% or more of a tourist's expenditures will be in the place where they stayed the night. While the number of non-heritage overnight visitors is larger, a larger share of heritage visitors are overnight visitors.



The national pattern for heritage visitors is that they stay longer, visit more places, and spend more per day than non-heritage visitors. This is the case in Dallas as well. While overall heritage visitors are just over a third in number, they represent 42% of visitor spending.



[11] Tourism estimates by PlaceEconomics based on data from Visit Dallas, Longwoods International, Tourism Economics, and Grand View Research.

Juanita J. Craft Civil Rights House and Museum

Juanita Craft, born in 1902, was a local, state and national leader in the pre-and post-war civil rights movement. She joined the NAACP in 1935 and spent her remaining 50 years advocating for and being a champion of civil rights. Among her many accomplishments, Mrs. Craft started 182 rural NAACP chapters, was the first African American woman to be deputized as a poll tax collector in the state of Texas, the first African American woman to vote in Dallas County, and elected at age 73, she served 2 terms on the Dallas City Council.

Mrs. Craft moved to 2618 Warren Avenue in 1950 and used her home as her base for educating African American youth about civil rights issues. Located in the Wheatley Place Historic District, the 1,300 square foot, onestory, frame house, built in 1925 in the Craftsman Bungalow style, was where she hosted many luminaries such as Thurgood Marshall, Martin Luther King, Jr., Marion Anderson, Lyndon Johnson and Jimmy & Rosalynn Carter. Today her home serves as a civil rights museum and education center.lishments, social centers, and other community-supported businesses. The Oak Cliff Cemetery, dating back to the 1830's, is the oldest public cemetery in the city and is located in the heart of the district.

When traveling, visitors spend the bulk of their money in five areas: lodging, food and beverage, retail purchases, entertainment, and transportation. The expenditures for just the heritage share of Dallas visitors are shown below–a total of more than $2.5 billion annually.

Annual Expenditures of Heritage Visitors

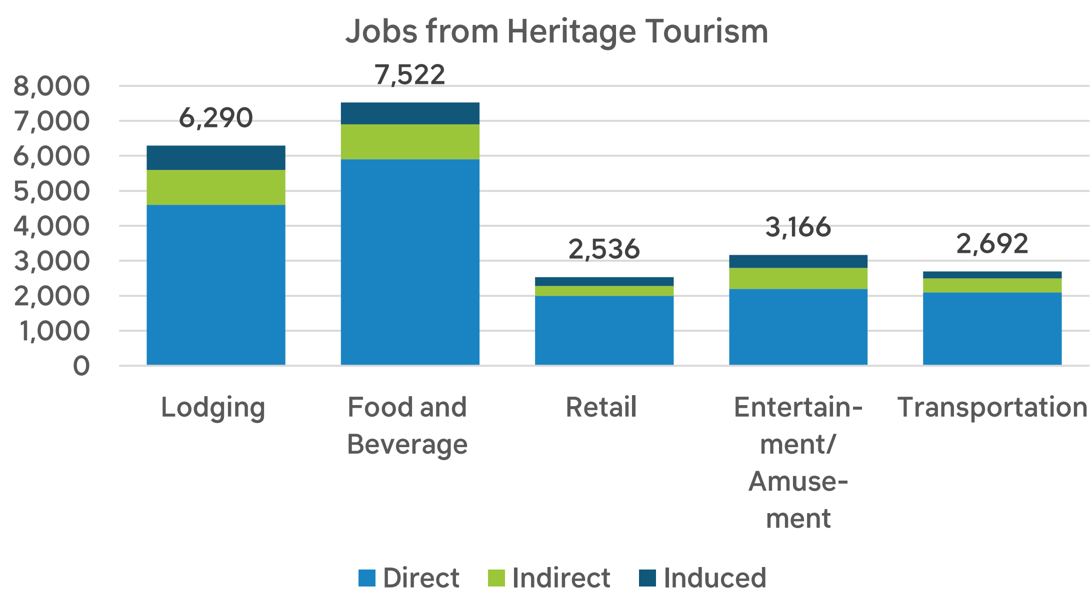
	Heritage Overnight	**Heritage Day**	**Total**
Lodging	$777,078,918	$0	$777,078,918
Food & Beverage	$536,118,660	$145,435,000	$681,553,660
Retail	$380,429,280	$149,199,200	$529,628,480
Entertainment & Amusement	$227,997,000	$116,348,000	$344,345,000
Transportation	$371,309,400	$44,486,000	$415,795,400
TOTAL	**$2,292,933,258**	**$455,468,200**	**$2,748,401,458**

The expenditures create jobs. In the case of heritage visitors to Dallas, their spending generates 17,000 direct jobs and another 5,000 indirect and induced jobs.[12]

Jobs from Heritage Tourism

	Direct	Indirect	Induced	Total
Lodging	4,630.0	946.2	713.9	6,290.1
Food and Beverage	5,980.8	999.2	542.8	7,522.7
Retail	2,008.2	307.8	220.6	2,536.5
Entertainment/Amusement	2,379.9	513.1	273.1	3,166.1
Transportation	2,092.6	355.4	244.8	2,692.8
Total	17,091.5	3,121.7	1,995.1	22,208.3

These jobs are in every sector, with more than 6,000 in lodging and 7,500 in food/beverage businesses. If heritage tourism were a single industry, it would be one of the largest employers in Dallas.



[12] As a reminder, a "direct job" is a job that is created by the project. In the case of historic rehabilitation, that would include a carpenter, plumber, electrician, etc. "Indirect jobs" are not created by the project but are supported by it. In this case, the salesperson at the lumberyard or the truck driver who delivered materials to the job site are good examples of indirect jobs. An "induced" job is a job that is supported by employees' own spending on goods and services with wages earned through direct and indirect jobs.

Top three trends affecting heritage tourism

- Increasing traveler's appetite for authentic cultural experiences of food, heritage, music, arts will continue growing. Innovative marketing strategies to showcase cultural legacy will attract more tourists.
- Government and local bodies' initiatives to boost heritage tourism help job creation. To capitalize on the tangible and intangible heritage of their geography, such as bodies will take more steps in future to build a strong cultural hub in their cities.
- Millennials will drive the industry growth as they travel the most. They are willing to pay more for unique, cultural, and authentic travel experiences. Development in sustainable travel ideas will keep garnering more millennial attention towards heritage tourism.

Source: Grand View Research, US Heritage Tourism, Market Analysis, 2018 -- 2030

These jobs have paychecks. More than $600 million in labor income is earned by direct workers in Dallas meeting the needs of heritage visitors, with another $300 million going into the pockets of indirect and induced workers.

Labor Income from Heritage Tourism

	Direct	Indirect	Induced	Total
Lodging	$15,457,802	$3,498,563	$2,757,178	$21,713,543
Food and Beverage	$237,003,837	$90,580,761	$41,807,858	$369,392,456
Retail	$103,314,501	$25,510,996	$16,984,657	$145,810,154
Entertainment/Amusement	$141,212,387	$42,072,580	$21,043,276	$204,328,243
Transportation	$108,960,912	$30,841,985	$18,847,380	$158,650,277
Total	$605,949,439	$192,504,884	$101,440,349	$899,894,672

Local governments are also major beneficiaries of Dallas' heritage tourism. Annually, more than $90 million is generated by heritage visitor expenditures to provide money to pay teachers, police officers, fix streets and maintain parks.

Local Taxes from Heritage Tourism

	Direct	Indirect	Induced	Total
Lodging	$26,971,039	$3,181,808	$3,618,952	$33,771,799
Food and Beverage	$15,457,802	$3,498,563	$2,757,178	$21,713,543
Retail	$11,409,397	$748,548	$1,119,558	$13,277,504
Entertainment/Amusement	$11,786,317	$1,434,682	$1,390,947	$14,611,946
Transportation	$4,354,939	$1,054,040	$1,241,797	$6,650,776
Total	$69,979,495	$9,917,641	$10,128,433	$90,025,569

By any measure, Dallas is a 21st Century city. But its history of more than 180 years is recognized by those who choose to visit Dallas. The heritage visitor share is large and increasing, with that sector of the tourism industry projected to grow 7.6% annually through 2030, as compared to an annual growth rate of 4.2 for tourism overall. Heritage tourism benefits local businesses, local workers, local government, and, most importantly, the visitors themselves who leave enriched with the lessons from Dallas' past.

Environmental Impact

WALKABILITY AND TRANSIT USE

Walkable cities can benefit residents' health, are better for the environment, improve economic well being and encourage us to interact with the people and places around us. Good walkability is defined by the ease with which residents are able to navigate neighborhoods and cities on foot. Pedestrian amenities like narrow streets, sidewalks, shade, footpaths, crosswalks, lighting, and accessibility can greatly contribute to walkability.

Older neighborhoods were generally designed with walkability in mind. Residents in neighborhoods built a century ago tend to walk more and enjoy the associated health benefits.[13] There are a number of reasons why older neighborhoods are often more walkable than newer ones: they tend to be denser, closer to transit and shopping, and near downtowns and other areas of activity.

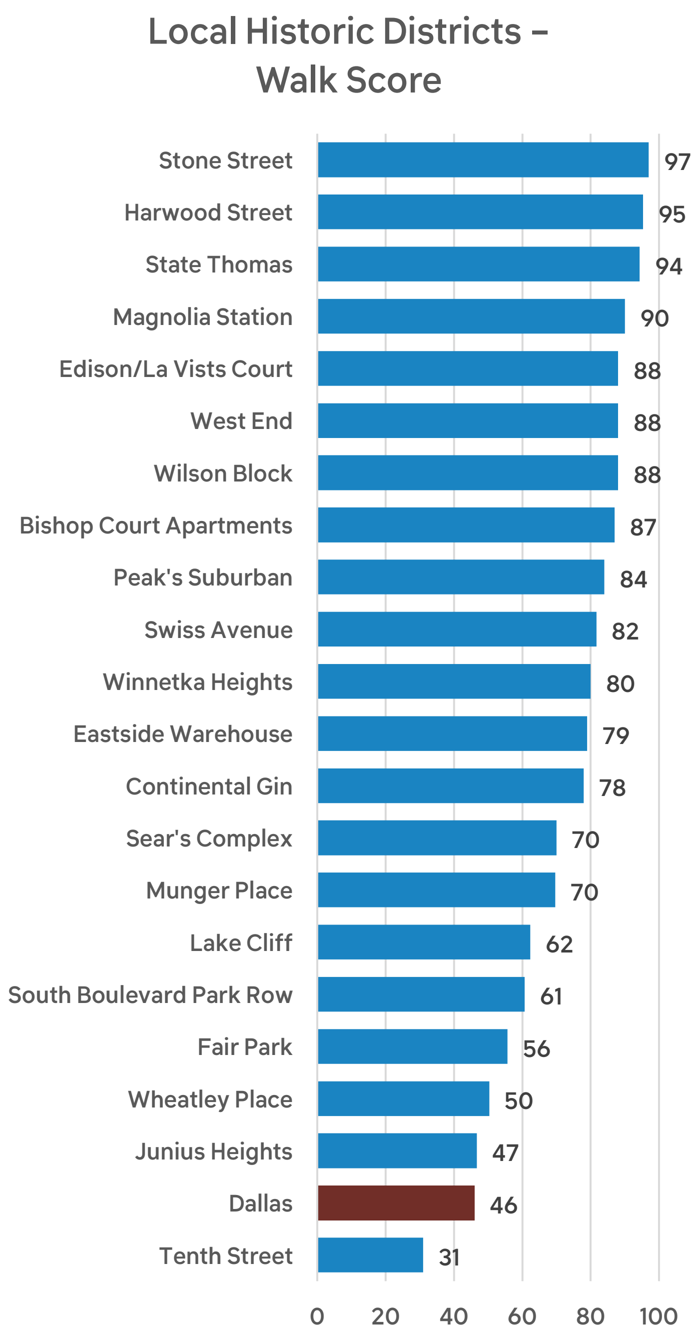
Of all the large cities in the U.S., Dallas is ranked 26th, with a Walk Score of only 46, making it a car-dependent city. It's a different story in Dallas' historic and conservation districts however, which are significantly more pedestrian friendly.

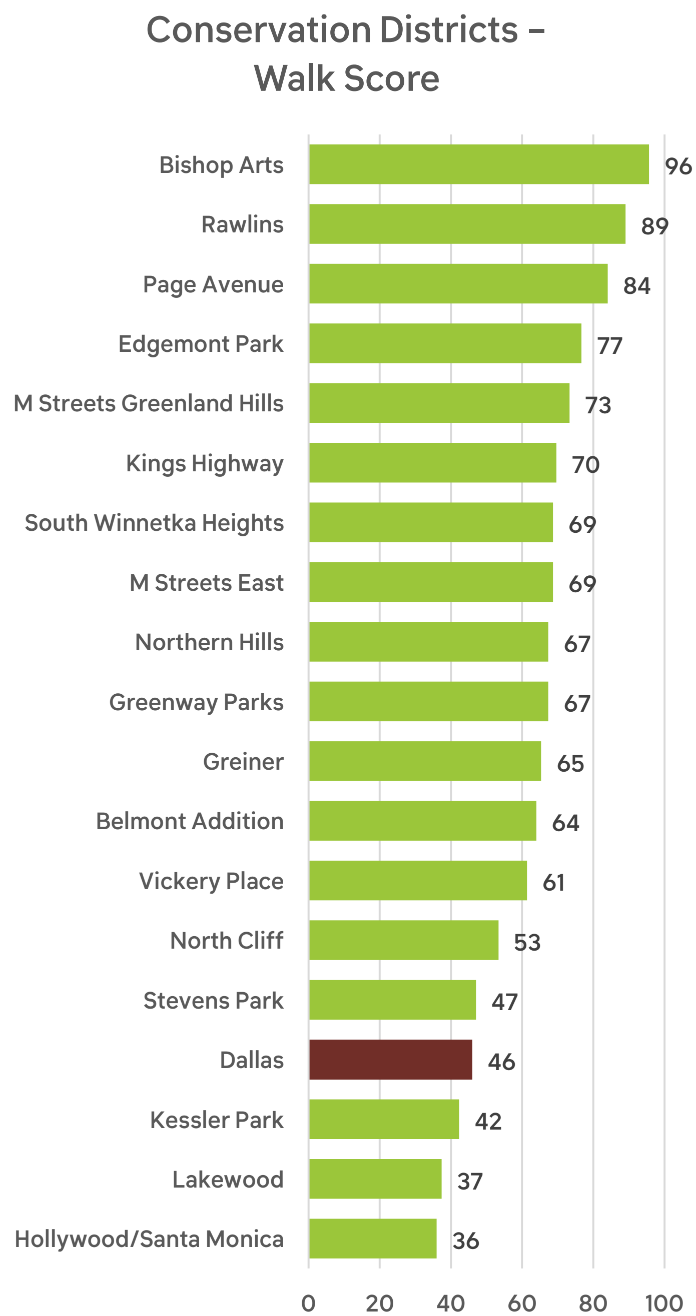
The Walk Score rating system defines walkability as follows:

- 90–100 Walker's Paradise: Daily errands do not require a car
- 70–89 Very Walkable: Most errands can be accomplished on foot
- 50–69 Somewhat Walkable: Some errands can be accomplished on foot
- 25–49 Car-Dependent: Most errands require a car
- 0–24 Very Car-Dependent: Almost all errands require a car

[13] A study published in the American Journal of Preventive Medicine showed a correlation between the average age of homes in neighborhoods and increased walking activity. The study found that people who live in homes built before 1973 walk an average of 1 mile more per month, or 20 times more overall, than those living in homes built after 1973. David Berrigan, Richard P Troiano, "The association between urban form and physical activity in U.S. adults," American Journal of Preventive Medicine, Volume 23, Issue 2, Supplement 1, 2002, Pages 74-79.

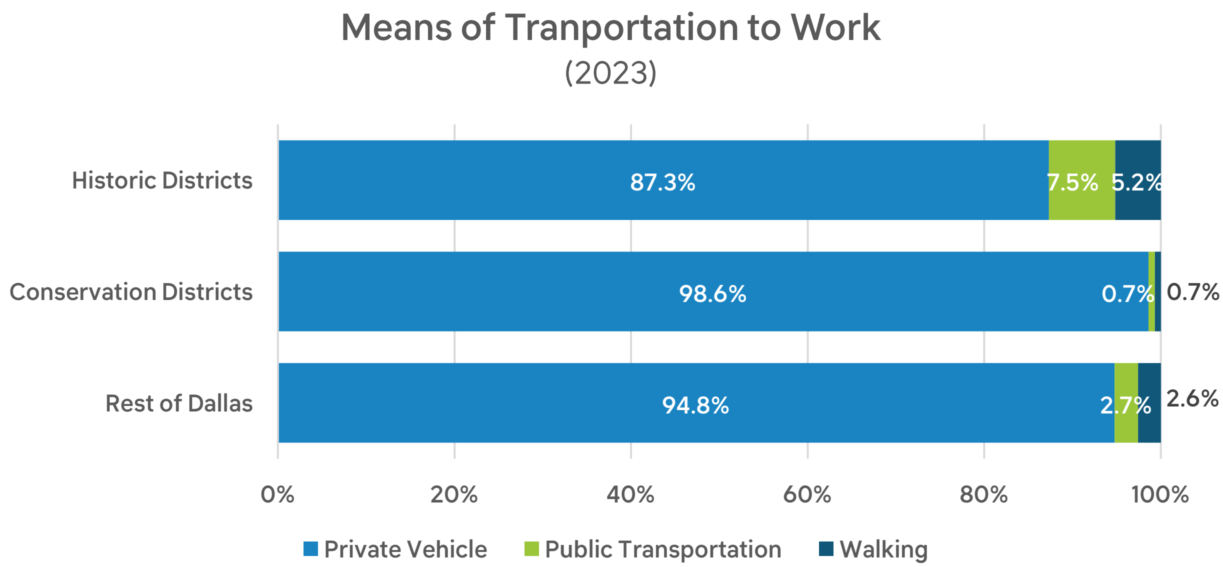
Twenty of the City's 21 historic districts and 15 of the City's 19 conservation districts have a higher Walk Score than Dallas overall. Seventy-one percent of historic districts and 32% of conservation districts are considered to be, at least, "Very Walkable."





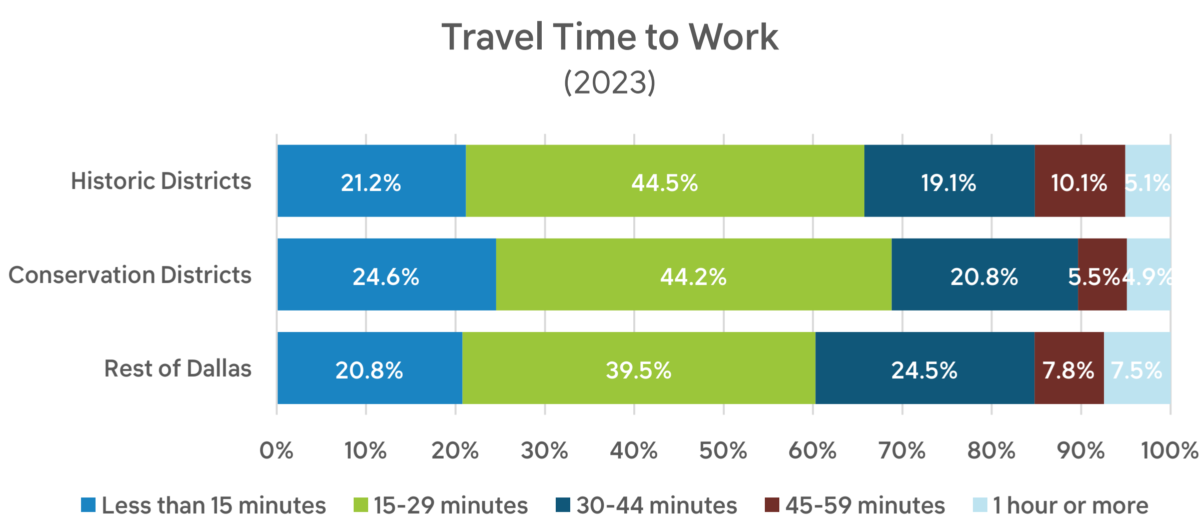
Source: Walk Score

Walkability translates to less car usage. Residents in historic districts are more likely to walk or use public transit to get to work than residents in the rest of the City. Almost 13% of all historic district residents take public transit or walk to work, compared to only 5% in the rest of Dallas. However, the share of residents of conservation districts that drive to work is higher than in the rest of the City.



Source: U.S. Census Bureau, "Means of Transportation to Work," ACS 5-year estimates, Table B08301, 2023

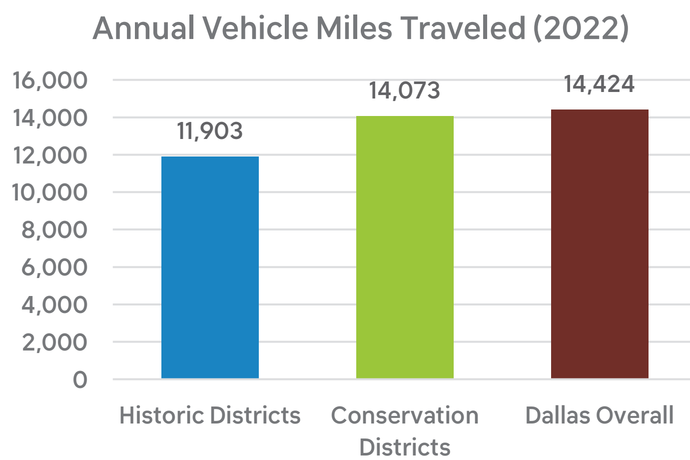
Almost 66% of historic district residents and 69% of conservation districts residents have a less than 30 minute commute to work, compared to 60% in the rest of Dallas.



Source: U.S. Census Bureau, "Travel Time to Work," ACS 5-year estimates, Table B08303, 2023

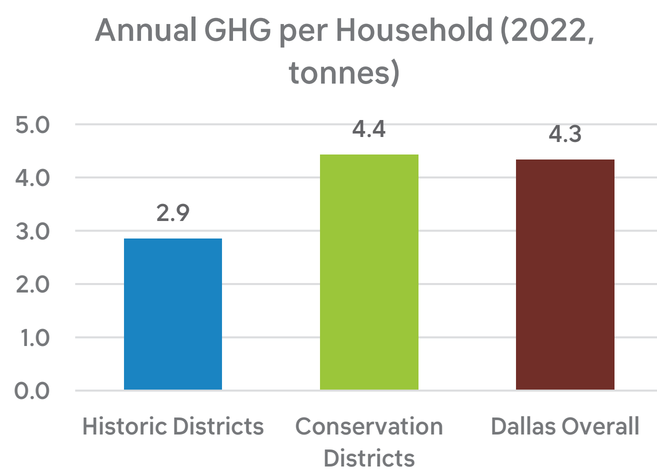
Greater walkability and public transit usage means that residents use their car less. On an annual basis, residents in historic districts travel fewer miles in vehicles. The average Dallas resident travels 14,424 miles a year in vehicles, whereas historic district residents travel less than 12,000 miles a year in vehicles.

Source: Center for Neighborhood Technology, Housing and Transportation (H+T®) Affordability Index, "Annual Vehicle Miles Traveled per Household for the Regional Typical Household," 2022



When there are fewer vehicle miles traveled, fewer greenhouse gasses are emitted. Overall, households in historic districts see a significantly lower rate of annual greenhouse gas emission. On average, residents in local historic districts produce 2.9 metric tonnes of CO_2 each year, compared to over 4 metric tonnes for residents in Dallas overall. This is primarily attributable to a lower rate of private vehicle usage.

Source: Center for Neighborhood Technology, Housing and Transportation (H+T®) Affordability Index, "Annual GHG per Household," 2022



Often, metrics of CO_2 are not impressive on their own, in part because tonnes of gas particles are difficult to picture. However, these CO_2 savings from fewer vehicle miles traveled just in historic districts are equivalent to[14]:

2,005
gasoline-powered passenger vehicles removed from the road for one year

730,530
trash bags of waste recycled instead of landfilled

2.6
wind turbines running for a year

694,782,066
smartphones charged

[14] Environmental Protection Agency, Greenhouse Gas Equivalencies Calculator

LANDFILL DIVERSION

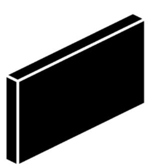
Since 2010, there have been 75 residential and 9 commercial demolitions in Dallas' local historic district. An estimated almost 21.8 million pounds of material debris was created from these demolitions. Regardless of whether or not these buildings were historic, this debris ended up in landfills.

However, if a deconstruction ordinance were in place in local historic districts, an estimated 17.4 million pounds of materials could have been diverted from landfills through salvage. There is a market for such historic building materials. If they had been salvaged through deconstruction, rather than ending up in a landfill from demolition, these materials would have been worth an estimated $940,000 on the open market.[15]

	Residential	Commercial	**TOTAL**
Total SqFt Demolished	117,993	52,918	**170,911**
Debris Volume (lbs)	13,569,195	8,202,290	**21,771,485**
Salvage Volume (lbs)	10,855,356	6,561,832	**17,417,188**
Salvage Value	$648,962	$291,049	**$940,011**

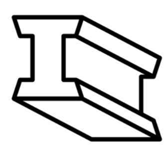
But what is that 17.4 million pounds of salvageable material debris that ended up in the landfill made up of? Below is an estimate of the materials that could have been saved from the landfill if a deconstruction ordinance had been in place:[16]

820,373
number of bricks



341,822
pounds of drywall

632,371
board feet of lumber



512,733
pounds of metal

4,785,508
pounds of concrete and asphalt

[15] Delta Institute

[16] Delta Institute and Vancouver Demolition Waste Generation Rates Calculator

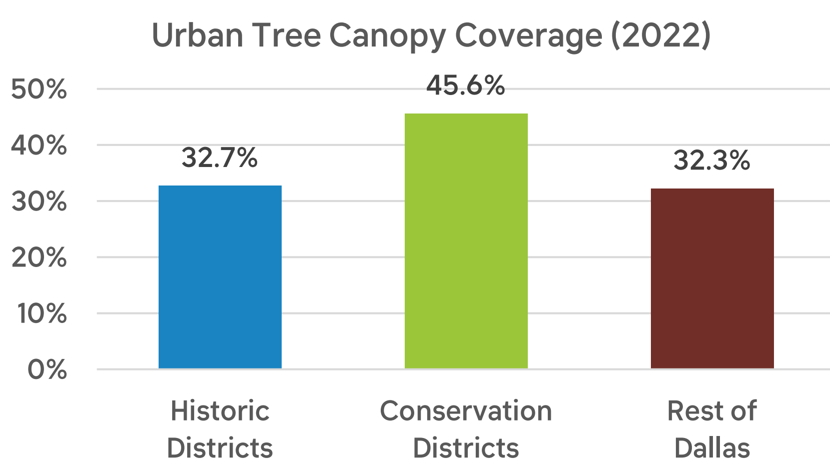
TREE CANOPY

Texas is known for its extreme heat and sparse desert environment, making its cities particularly susceptible for the urban heat island effect. Street trees are a great way to mitigate excessive heat. By simply providing shade, tree canopies can make neighborhoods and sidewalks feel significantly cooler and, when planted around buildings, can reduce cooling costs. Trees also improve air quality, enhance biodiversity, and provide habitats for urban fauna. They also play a vital role in carbon sequestration, which keeps climate change-contributing greenhouse gas out of the atmosphere.

Studies conducted by the Texas Trees Foundation estimate that Dallas has over 14.7 million trees and a tree canopy cover of 32%. The following is a summary of tree and land cover in Dallas:[17,18]

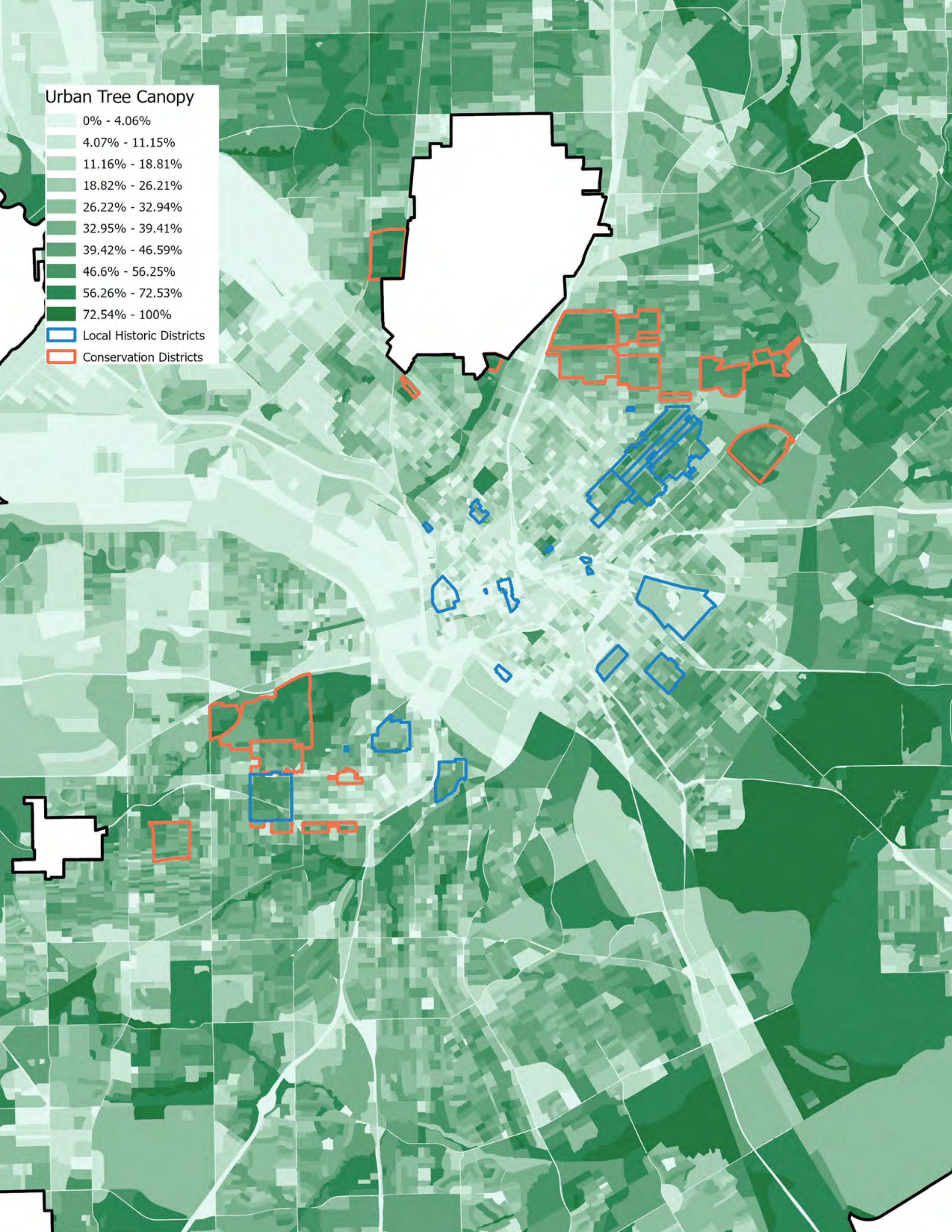
- 32% of Dallas is covered by tree canopy;
- 39% of the city is non-vegetated cover, which includes hard surfaces like roads, parking lots, and buildings (impervious surfaces) and bare soil;
- 29% of Dallas is covered by pervious surfaces, like grass and vegetated open space.
- 70% of Dallas's tree canopy is on private residentially-zoned property;
- 43% is the average tree canopy cover in Dallas parks;
- 58% is the maximum tree canopy cover possible in Dallas if all open areas on public and private property were planted with trees.

Using data provided by Texas Trees Foundation, a more detailed analysis of the urban tree canopy within historic and conservation districts was possible. Overall, conservation districts have a higher tree canopy coverage than the rest of Dallas–almost 46% compared to 32%. However, the tree canopy coverage in historic districts more closely mirrors that in the City overall.



[17] Dallas Urban Forest Master Plan 2021, Texas Trees Foundation and City of Dallas

[18] State of the Dallas Urban Forest 2015, Texas Trees Foundation


Urban Tree Canopy
0% - 4.06%
4.07% - 11.15%
11.16% - 18.81%
18.82% - 26.21%
26.22% - 32.94%
32.95% - 39.41%
39.42% - 46.59%
46.6% - 56.25%
56.26% - 72.53%
72.54% - 100%
Local Historic Districts
Conservation Districts

Additionally, the TreeKeeper Inventory Management software makes available information on the benefits that trees provide to the City of Dallas. The "Tree Benefits,"[19] shows that the benefits in areas where historic and conservation districts are concentrated outweigh those in the rest of the city.[20] On a per square mile basis, trees in Dallas' historic areas sequester almost four times the CO_2 than the rest of the City. Thanks to the increased presence of trees, historic areas in Dallas reduce the amount of stormwater runoff,[21] while the increased air quality benefits that trees provide in historic areas is nearly three times the value in the rest of the City.

		Historic/Conservation Districts	**Rest of Dallas**
Calculated Trees		68	453
Total Yearly Eco Benefits		$365	$170
Greenhouse Gas Benefits			
	Value (per square mile)	$126	$33
	lbs CO_2 Sequestered	1,472	382
	lbs CO_2 Equivalent	5,400	1,400
Storm Water Mitigation			
	Value	$91	$82
	Gallons Runoff Avoided	10,133	9,204
	Gallons Rainfall Intercepted	50,114	43,885
Air Pollution Removal			
	Value	$149	$56
	Carbon Monoxide (oz)	10.1	3.4
	Ozone (oz)	475.7	172.9
	Nitrogen Dioxide (oz)	58.7	20.3
	Sulfur Dioxide (oz)	4.6	1.6
	$PM_{2.5}$ (oz)	28.7	11.5

[19] TreeKeeper, Dallas, TX.

[20] Although it is not possible in the TreeKeeper software to use the exact boundaries of Dallas' historic and conservation districts, rough boundaries were drawn around areas with high concentrations of historic districts and used to calculate the Tree Benefits of those areas.

[21] Trees reduce the amount of stormwater runoff, reducing erosion and pollution in our waterways. The TreeKeeper iTree Benefits application calculates the annual reductions of stormwater runoff due to rainfall interception by the tree population (measured in gallons saved).

Conclusion

Historic preservation in Dallas is an investment in the future. Though historic and conservation districts make up a small share of the city's land area, they generate outsized economic returns by attracting investment, generating tourism, protecting affordable housing choice, and promoting job growth. Beyond economics, historic preservation makes important contributions to sustainability and neighborhood vitality. In this way, preservation is not only about protecting historic places, but also about shaping a more competitive and resilient city for the decades ahead.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About PlaceEconomics

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2025

PRESERVING DALLAS

The Economic Impact of Historic Preservation in Dallas

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