



DESOTO, TEXAS

Economic Development Overview

Agenda

- Where We Are?
- What Are Our Wants?
- What Are Our Needs?
- Where Are We Going?
- Closing Comments



Vision and Mission

Our Vision – DeSoto's vision is to be a vibrant community where businesses thrive, entrepreneurs are empowered, and residents enjoy an unparalleled quality of life.

Our Mission – To promote, plan, finance and create opportunities for the attraction, growth and retention of enterprises that enhance the tax base, quality of life and level of employment for the citizens of DeSoto, Texas.

DeSoto by the Numbers



\$107,202

AVERAGE
HOUSEHOLD
INCOME

MEDIAN
AGE

41

\$300,260

MEDIAN
HOUSE VALUE

UNEMPLOYMENT
RATE

5%

1 OF 2

HELIPORT IN THE
DFW METROPLEX
IS IN
DESOTO

94%

HIGH SCHOOL
DEGREE
OR
HIGHER

15

MINUTES
FROM

DOWNTOWN DALLAS

57,102

POPULATION

31 MINUTES
FROM



DFW
INTERNATIONAL
AIRPORT

*AS OF SEPTEMBER, 2024

DeSoto's Unique Assets

- Geographic Advantages
- Robust Workforce
- Superior Quality of Life
- Parks & Trails
- Sports Tourism & Hospitality



Retail Recruitment Strategy

- **Development Sites**

- Hampton Road, I-35E, Belt Line Road, Cockrell Hill Road, Daniieldale Road

- **Retail Targets**

- Grocery
- Sit-Down Dining
- Family Entertainment
- Healthy Options



Retail Recruitment Strategy

- Awareness and Interest
- Feedback
- Identify Franchisee
- Growth Strategy
- Timing
- Site Selection
- Co-tenancy
- City Process



New Commercial Developments



400 + New Jobs Announced!!

EAGLE

BUSINESS & INDUSTRIAL PARK

 **Glasfloss®**

 **Diab**

Solar Turbines
A Caterpillar Company

 **INTERSTATE
BATTERIES**

 **ET** EASTERN
TRADING
LLC

 **CMX** Solutions

 **PRECISION
WIRE**
PRODUCTS, INC



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 **RELOGISTICS**

 **DAISO**  **JT
LOGISTICS**
WE GO BEYOND

 **OnTrac®**

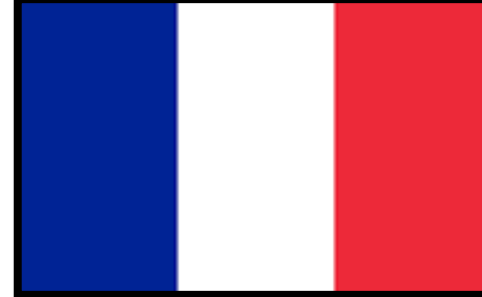
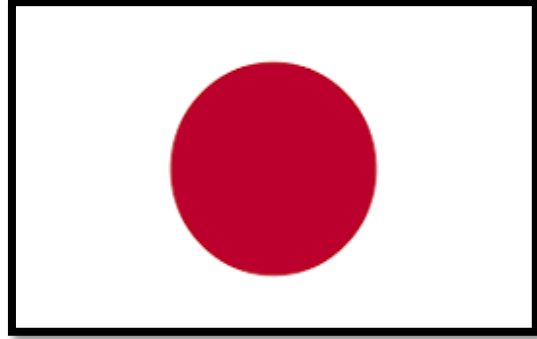
 **Allied Stone**

 **TECHNOLOGY
CONTAINER CORP**
SAVINGS THROUGH REUSABLE PACKAGING

 **reece**

1,200 + New Jobs Announced!!

DeSoto on the International Site Selection Radar



Business Retention & Expansion Program

- Surveys
- In-Person Site Visits
- Quarterly HR Roundtables
- Major Employer Outreach





WHERE DO WE GROW FROM HERE?

Where Do We Grow From Here?

- Newly Adopted Comprehensive Plan
- New 5-Year DDC Strategic Plan
- Maximize Remaining Spaces
 - Increased Focus on Infill Development
 - Stronger Tax Base for City
 - Closer Proximity of Jobs & Services
- Concentrate Attraction on Future-Focused Industries

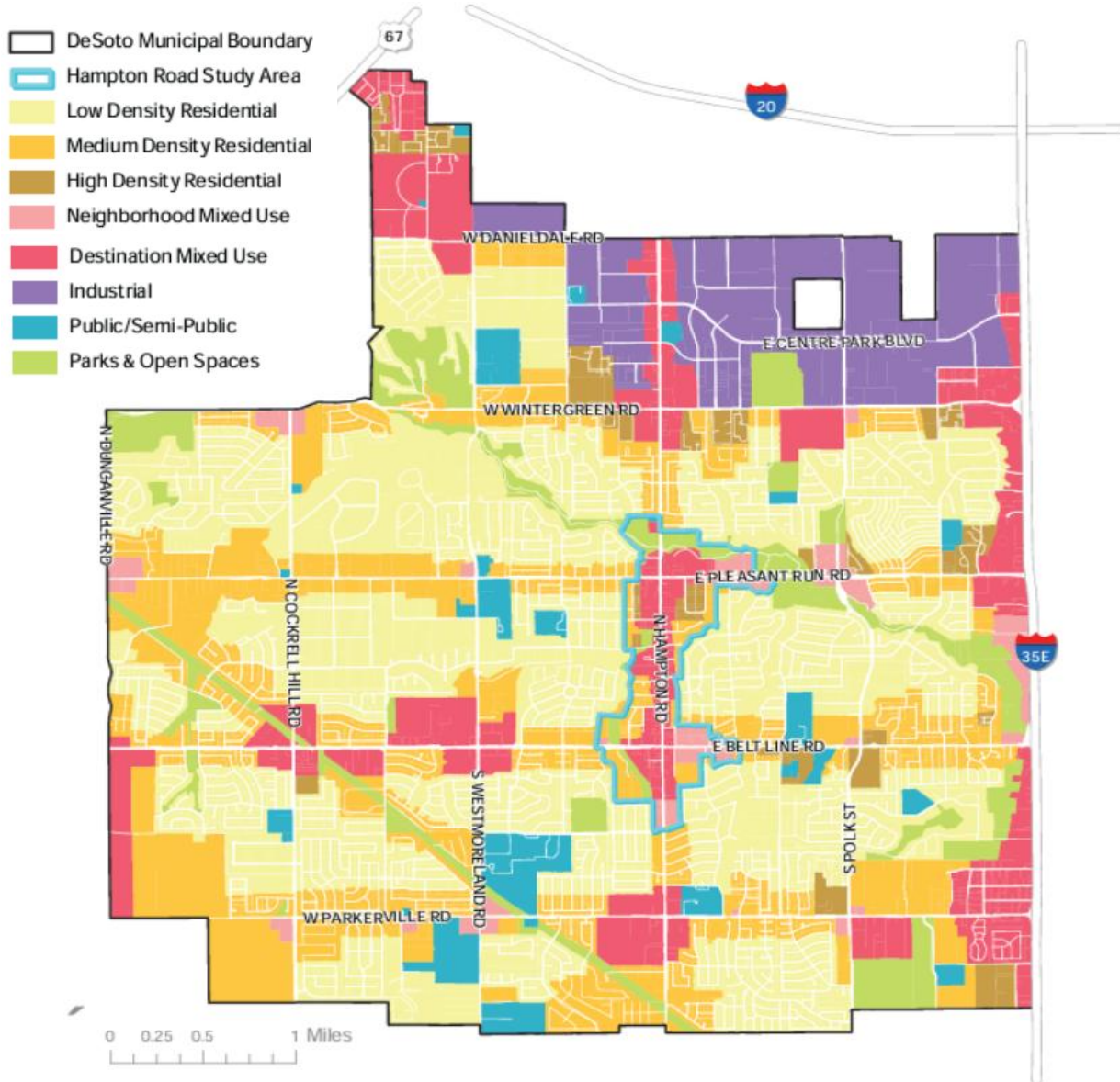


Targeted Future-Focused Industries

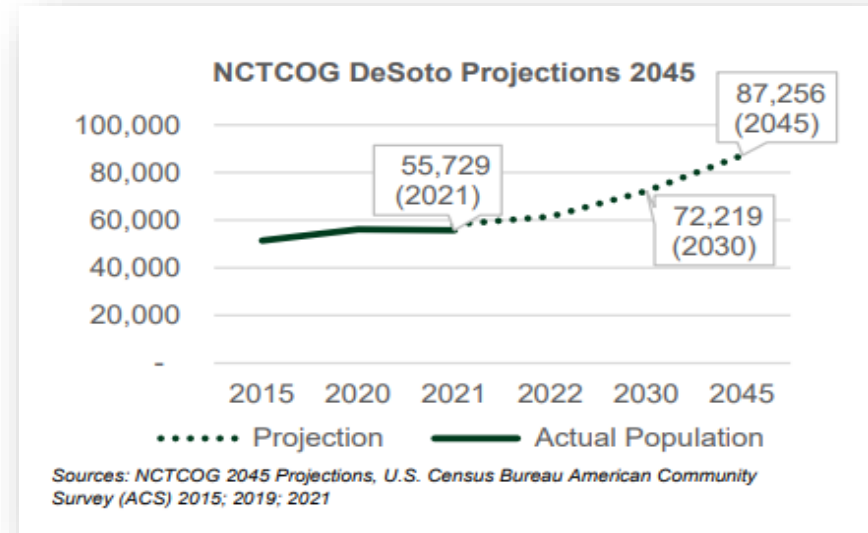
- Aviation/Aerospace
- Advanced Manufacturing
- Biotech & Life Sciences
- Esports
- Software & Cybersecurity
- Professional Services
- Tech Entrepreneurism



Where Do We Grow From Here?



- Development and Planning Philosophy
- Macro vs Micro Level Development
- Realize Future-Focused Opportunities
- Preserve and Protect Future Land-Use



Where Do We Grow From Here?

FUTURE LAND USE CATEGORIES

The following section identifies eight distinct future land use categories within the city. The subsequent Housing and Economic Development chapters build on the Future Land Use Plan and provide specific goals and recommendations to each future land use category and critical development areas within the city.



Low Density Residential



Source (above & bottom): Sightline Institute

Medium Density Residential



Source (above & bottom): Sightline Institute

High Density Residential



Source (above): Sightline Institute

Neighborhood Mixed Use



Source (above): Sightline Institute

Destination Mixed Use

\$\$\$ Revenue / Per Acre

Future Development

DESOTO DEVELOPMENT

DeSoto is bustling with several projects at various stages of development, each playing a pivotal role in shaping the city's landscape and enhancing community life. The accompanying map to the right provides insights into key developments in progress. Notable projects that reflect DeSoto's advancement towards building a vibrant future and optimal landscape for a thriving life science campus are:

- Innovation Corridor
- Downtown DeSoto
- Eater-tainment District
- Eagle Business & Industrial Park
- Sports Training and Medicine Center
- DeSoto Recreation and Indoor Aquatics Center
- DeSoto Medical Village

Legend

Development Corridor



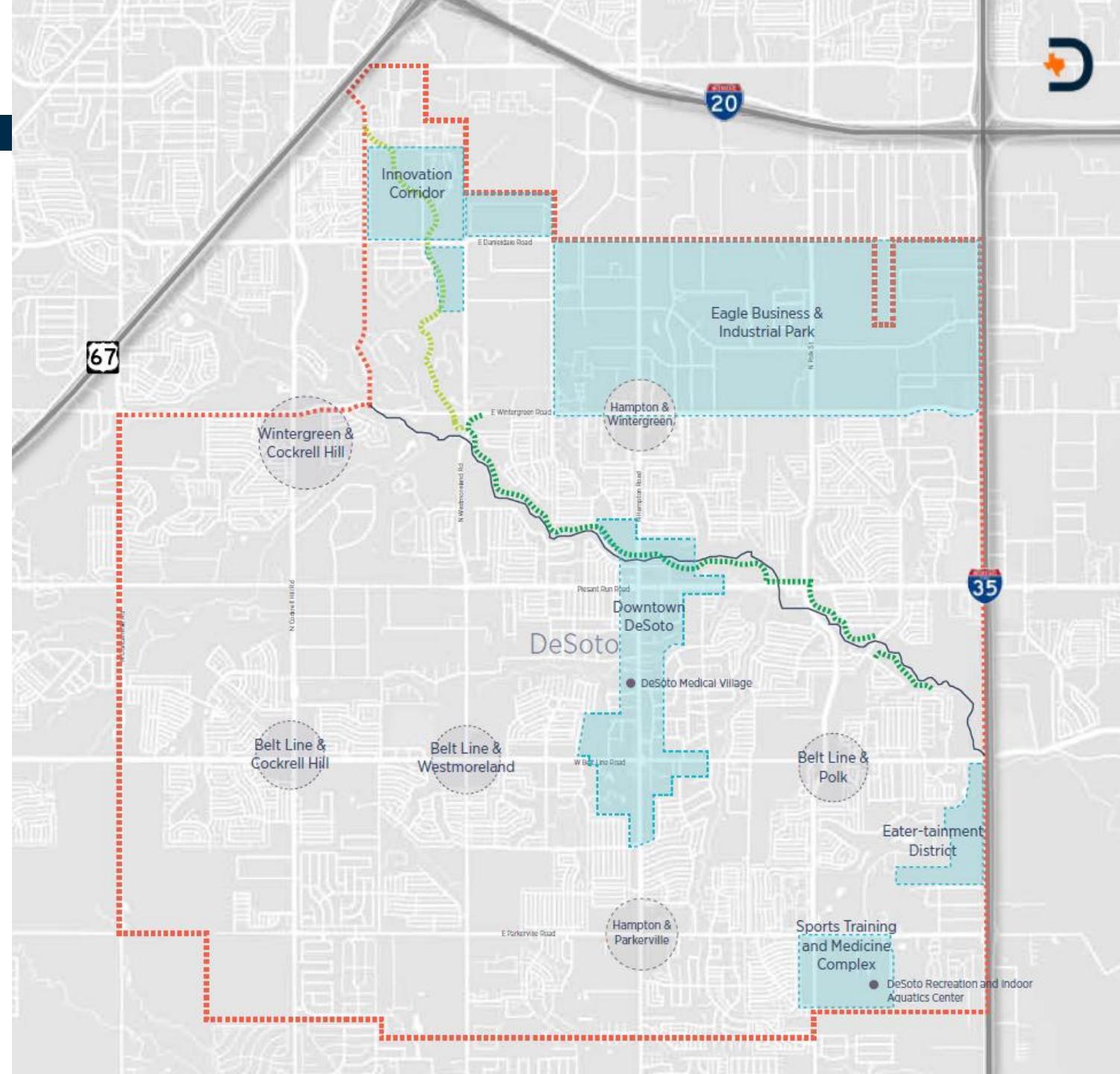
Tenmile Creek



Existing Walking Trail



Proposed Walking Trail Expansion



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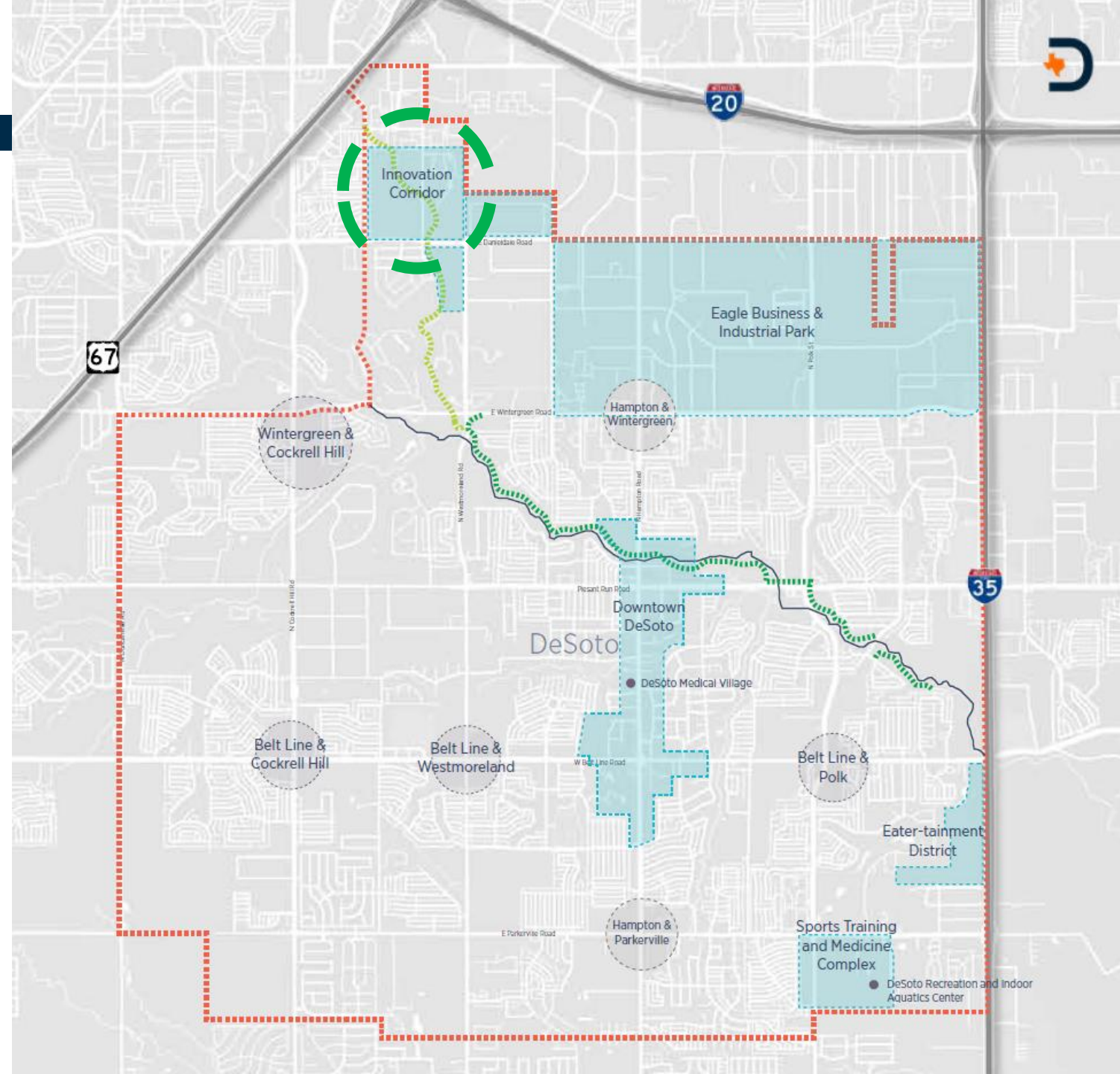
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Proposed Walking Trail Expansion



Life Sciences Innovation Core



<https://www.dedc.org/choose-desoto/industry-clusters/life-science-and-biotechnology>

Pyburn Park



DESOTO INNOVATION CORE:



RETAIL



HOUSING



RESEARCH



OFFICE



COMMUNITY

PROJECT VISION

A life science community embedded within a conservation garden designed to enhance the surrounding neighborhood.

The campus style development leverages finger parks to connect the surrounding neighborhoods to the conservation garden at its center. This organizing concept allows for the creation of a walkable and highly amenitized semi-urban environment that is supported by research and education.





DESOTO INNOVATION CORE: THE NEIGHBORHOODS



PROGRAM SUMMARY:

-  RETAIL / EVENT SPACE / HOSPITALITY
-  R&D / LIFE SCIENCE
-  EDUCATION
-  RESIDENTIAL
-  CHURCH (FUTURE TOWNHOMES SITE)
-  PARKS & RECREATION

PROJECT AREA 90 acres

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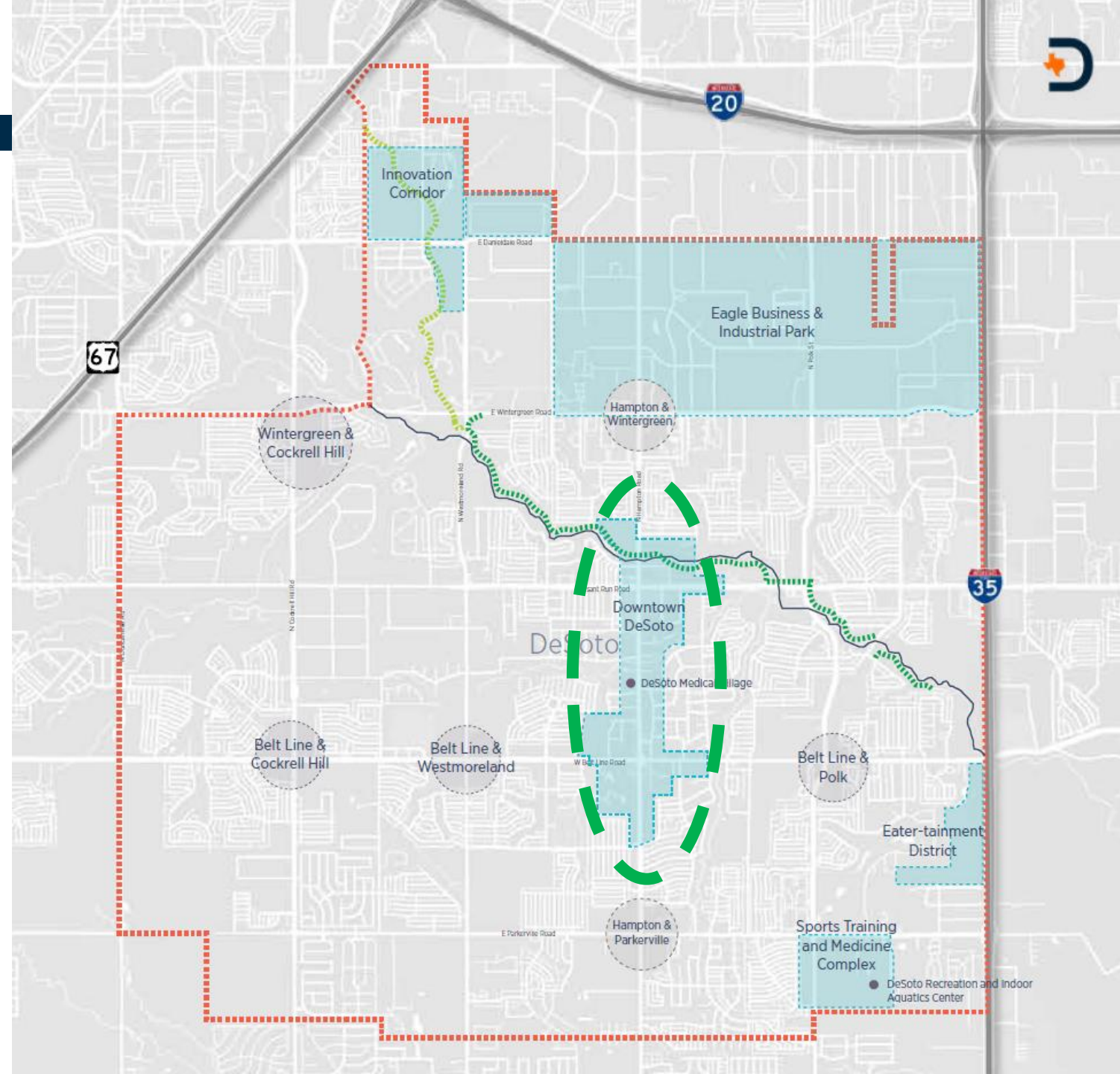
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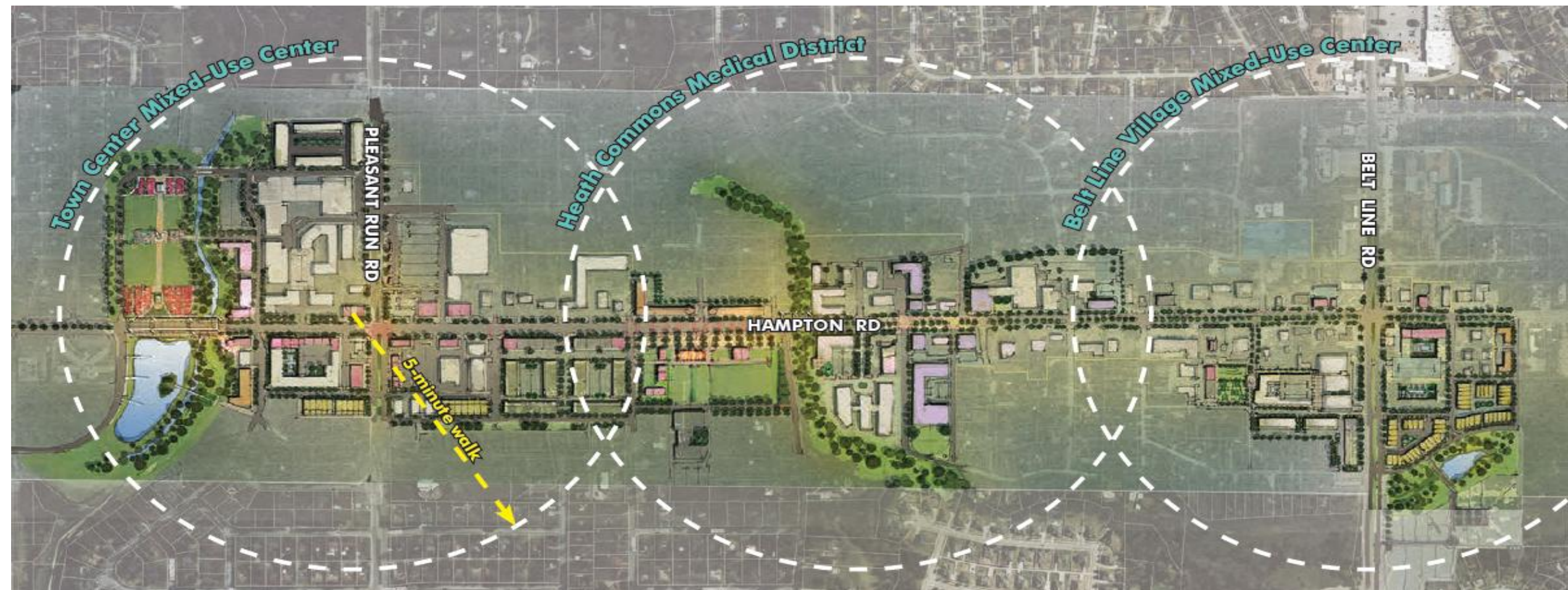
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Hampton Road Corridor



Walkability | Placemaking | Connectivity | Green Streets | Cultural Preservation

EnvisionHamptonRoad.com



Overall Character – People First



Hampton Road Corridor – Built Environment



- DeSoto's "Downtown/Main Street"
- Experienced-based Retail and Restaurants, Outdoor Patio Seating
- Walkable/Bikeable Districts
- New Green Spaces
- Health and Professional Services Office Space
- Roadway Reconstruction
- TIRZ #2 Created

Walkability | Placemaking | Connectivity | Green Streets | Cultural Preservation

EnvisionHamptonRoad.com



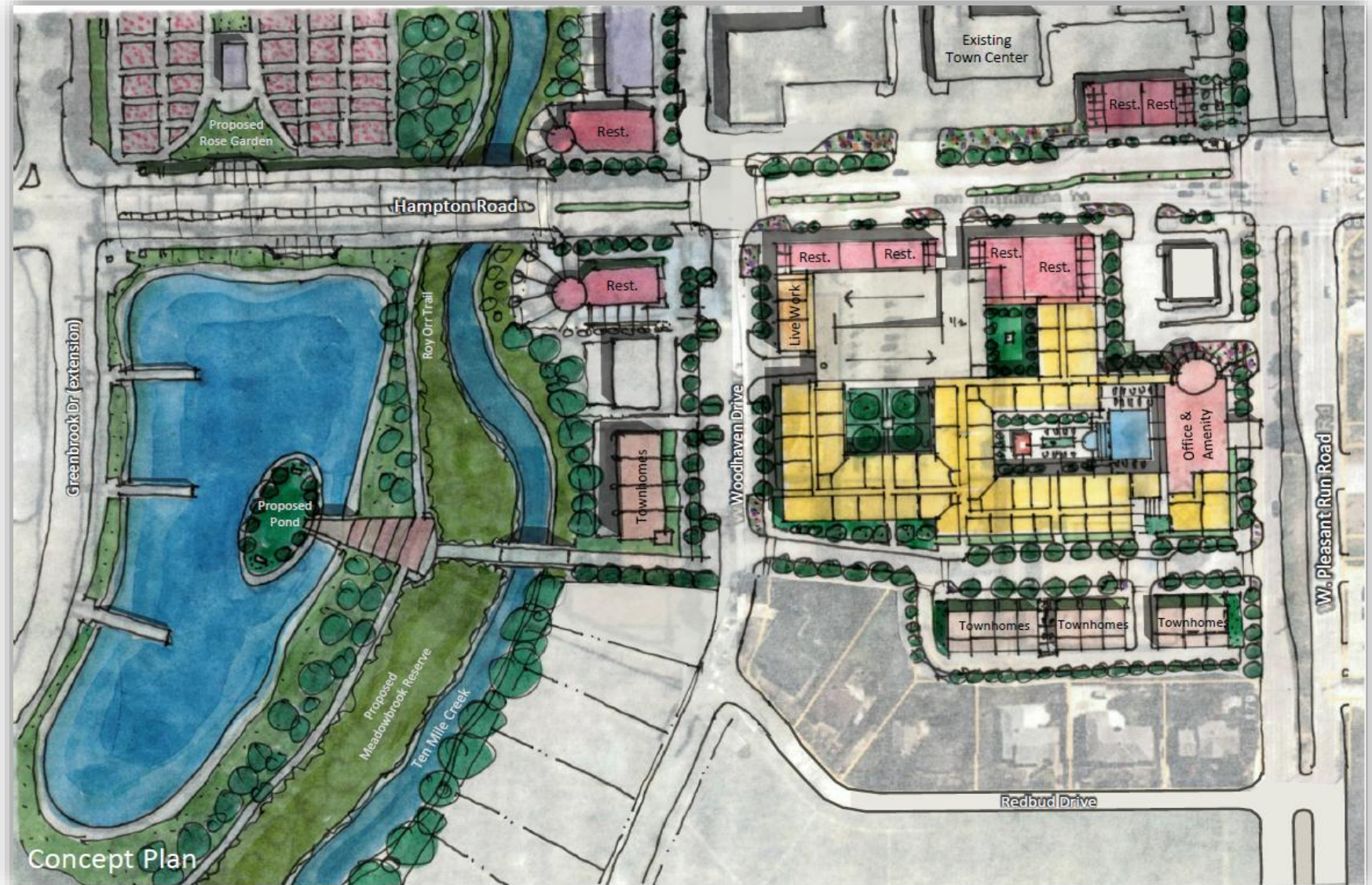
Hampton Commons - Conceptual

- Generate New Market Comparable to Spur Further Redevelopment Northward
- Provide a Key “Entry Experience” into the City’s Center District
- Leverage Public Property to Create the Development District
- Create a Memorable Destination and Community Experience
 - Restaurants
 - Retail
 - Offices
 - Townhomes
 - Green Bioway



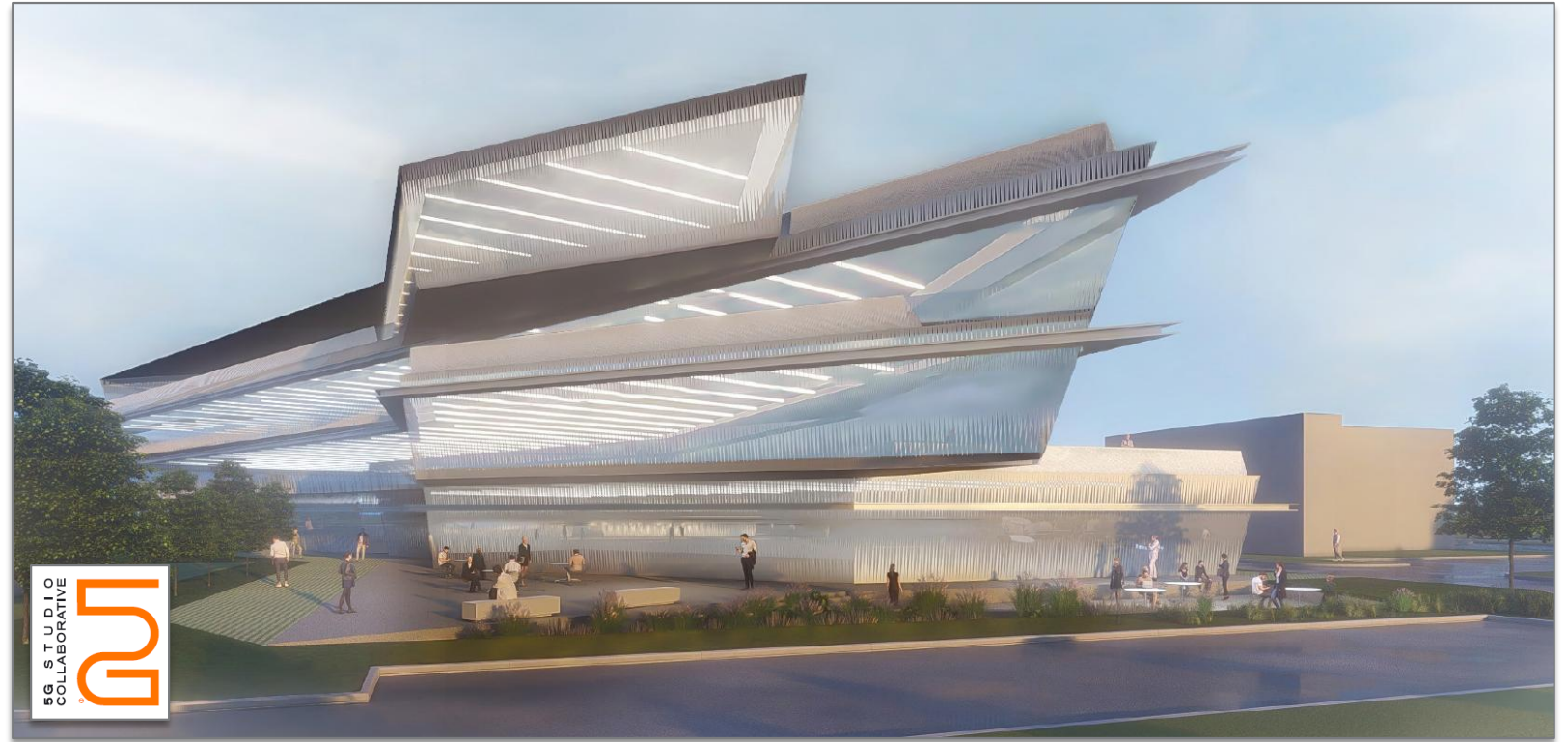
Hampton Town Center - Conceptual

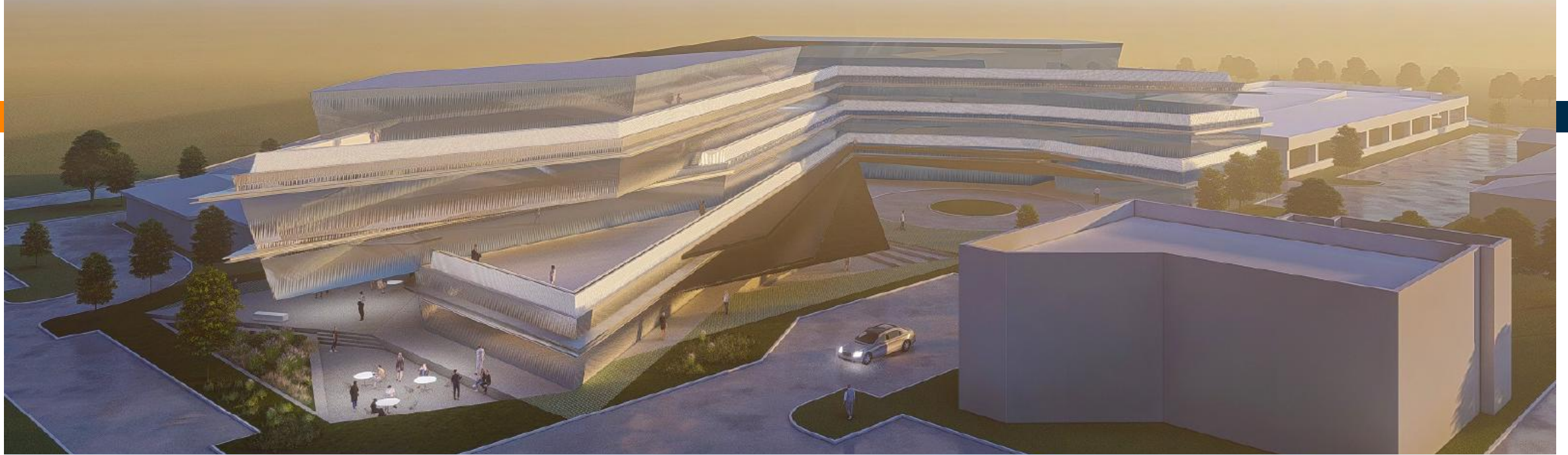
- Expand Current Development Footprint Westward and Northward
- Provide Key “Entry” Experience into the City’s Center District
- Blend of Private Uses Including Retail/Restaurant, Small Office and Residential
- Delivers New and Exciting Public Programming Along Ten Mile Creek
 - Rose Gardens
 - Public Art Installations
 - Natural Reserve & Pond
 - New Streetscape



Medical & Hospitality District – Conceptual

- Create Critical Mass in Health and Human Services Programming
- Provide an Identifiable Center of the City's Redevelopment Project
- Leverage Public Property to Create the Development District
- Undertake Collaboration with Key Health Provider and Community Partners





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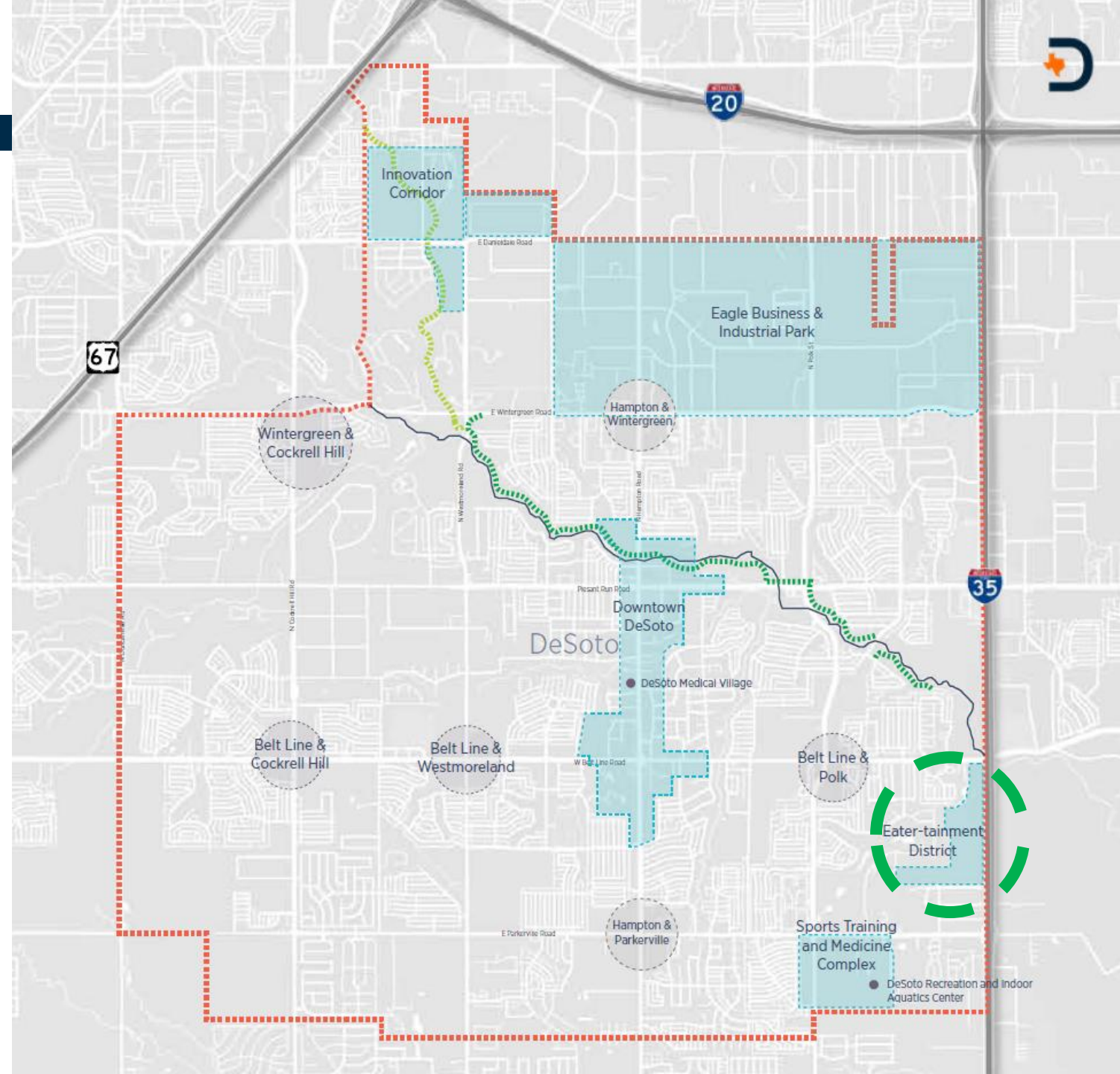
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Proposed Walking Trail Expansion



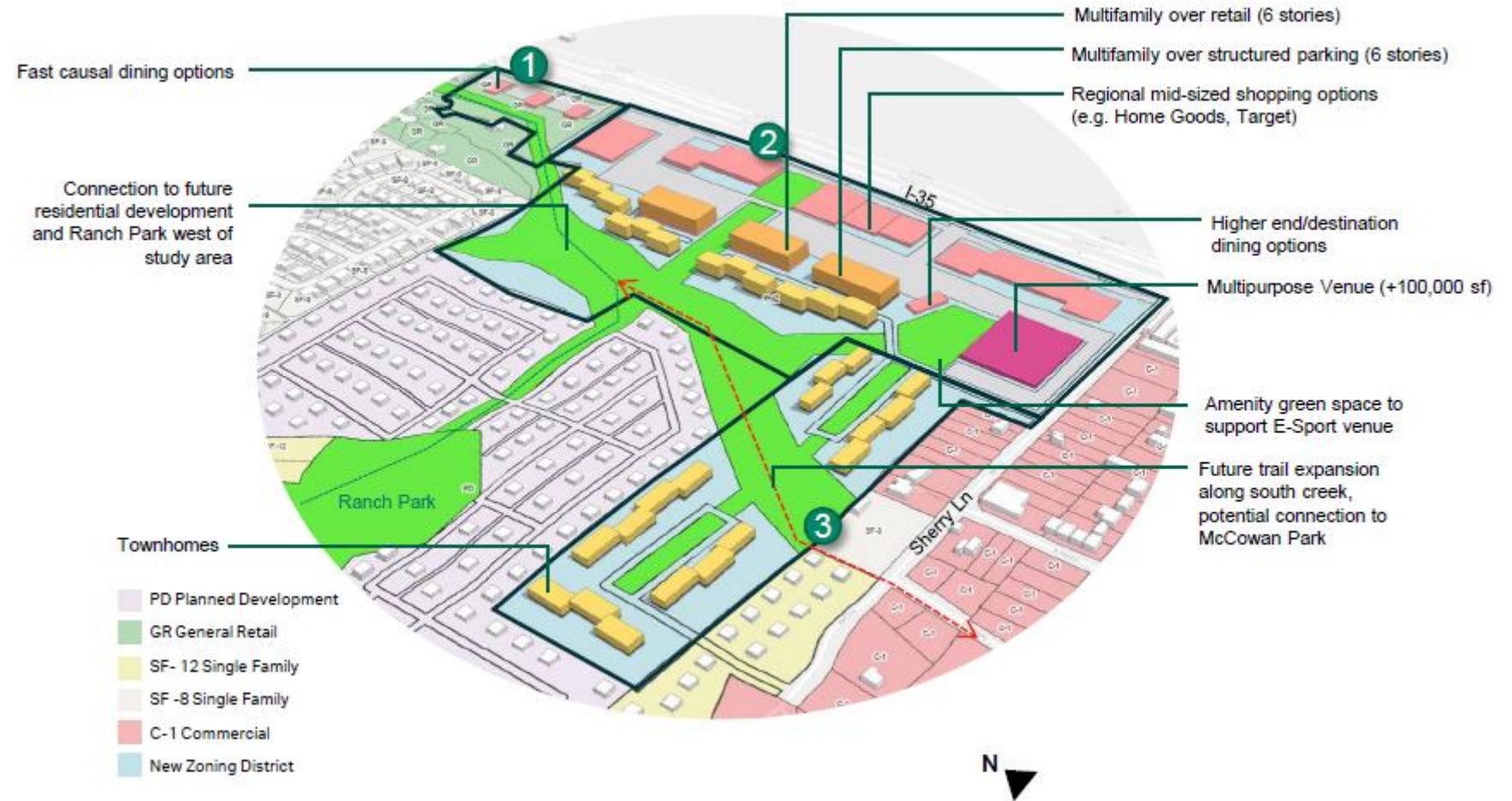
Eater-tainment District - Conceptual

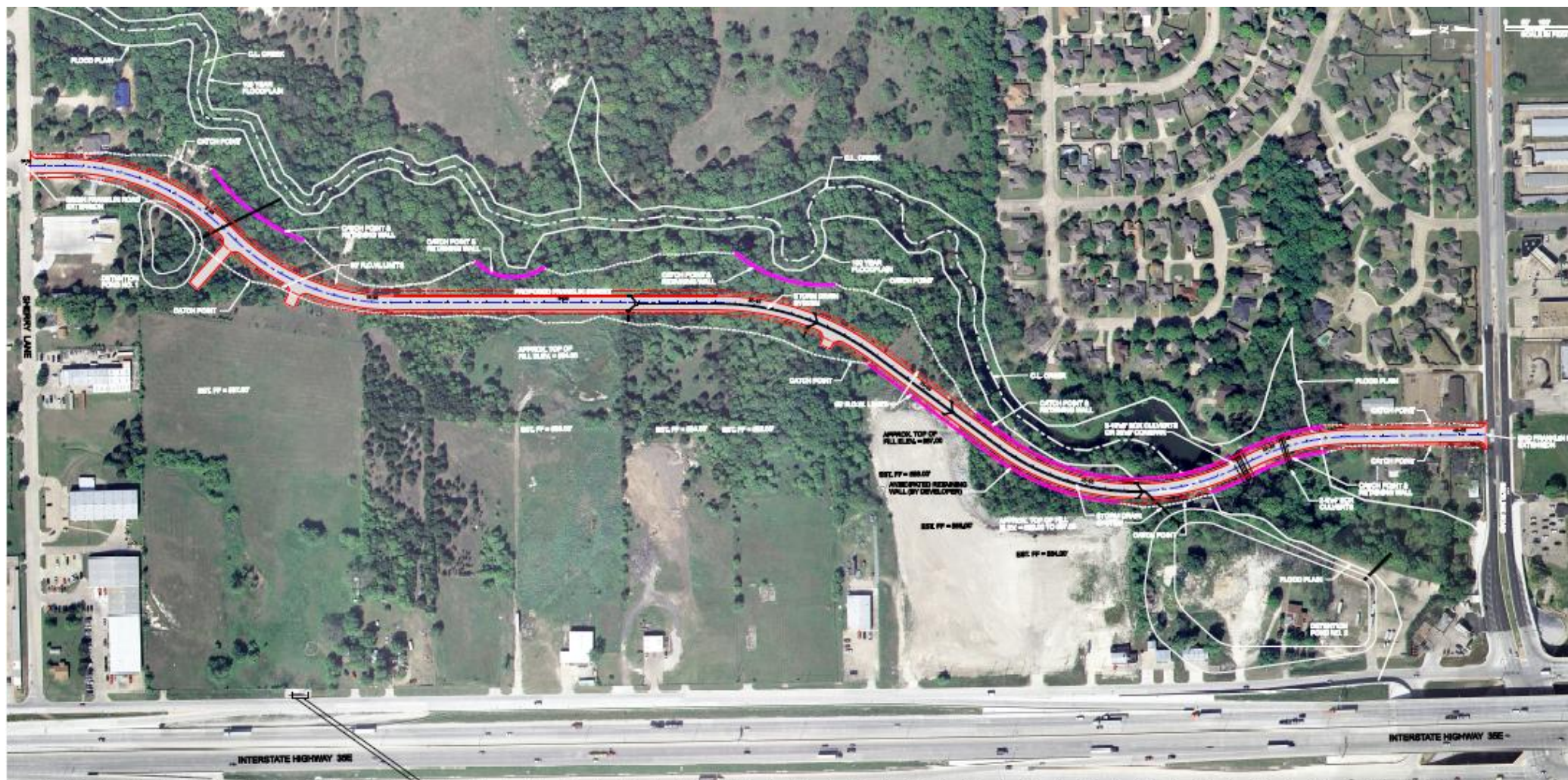
- This district is situated with a large frontage along the busy I-35 corridor (95 acres). Its highly visible position makes it well suited to house destination regional retail and entertainment facilities that attract commuters and local residents to stop and spend the day in DeSoto.
 - Retail
 - Restaurants
 - Residential
 - Hospitality
 - Convention Center
 - Performing Arts Center
 - Office



Eater-tainment District - Conceptual

- Natural amenities such as the lush tree canopy and creek that runs through the west side of the site can be leveraged to expand the City's trail and natural open space network and provide connections to other parks and amenities in the community.



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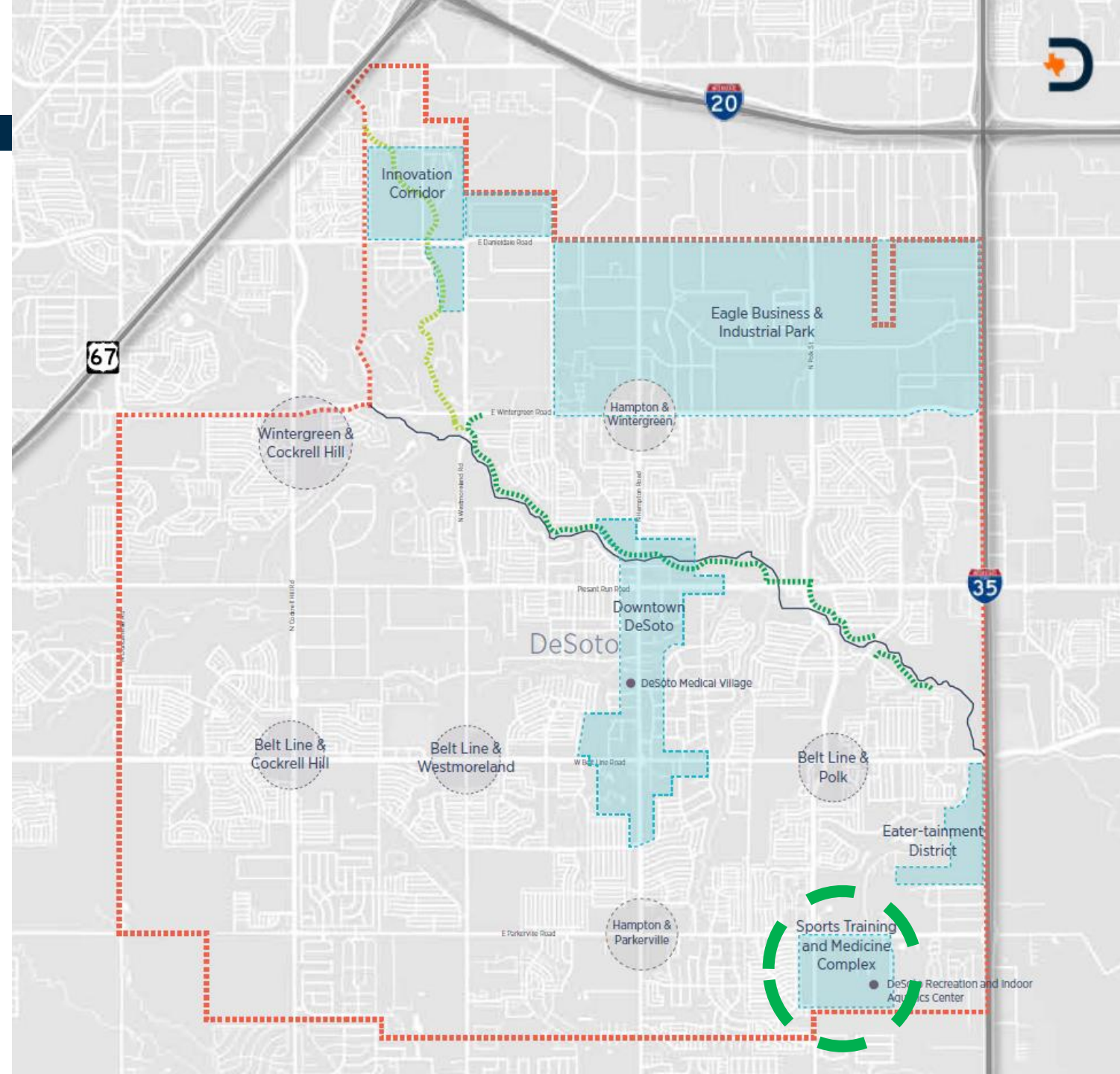
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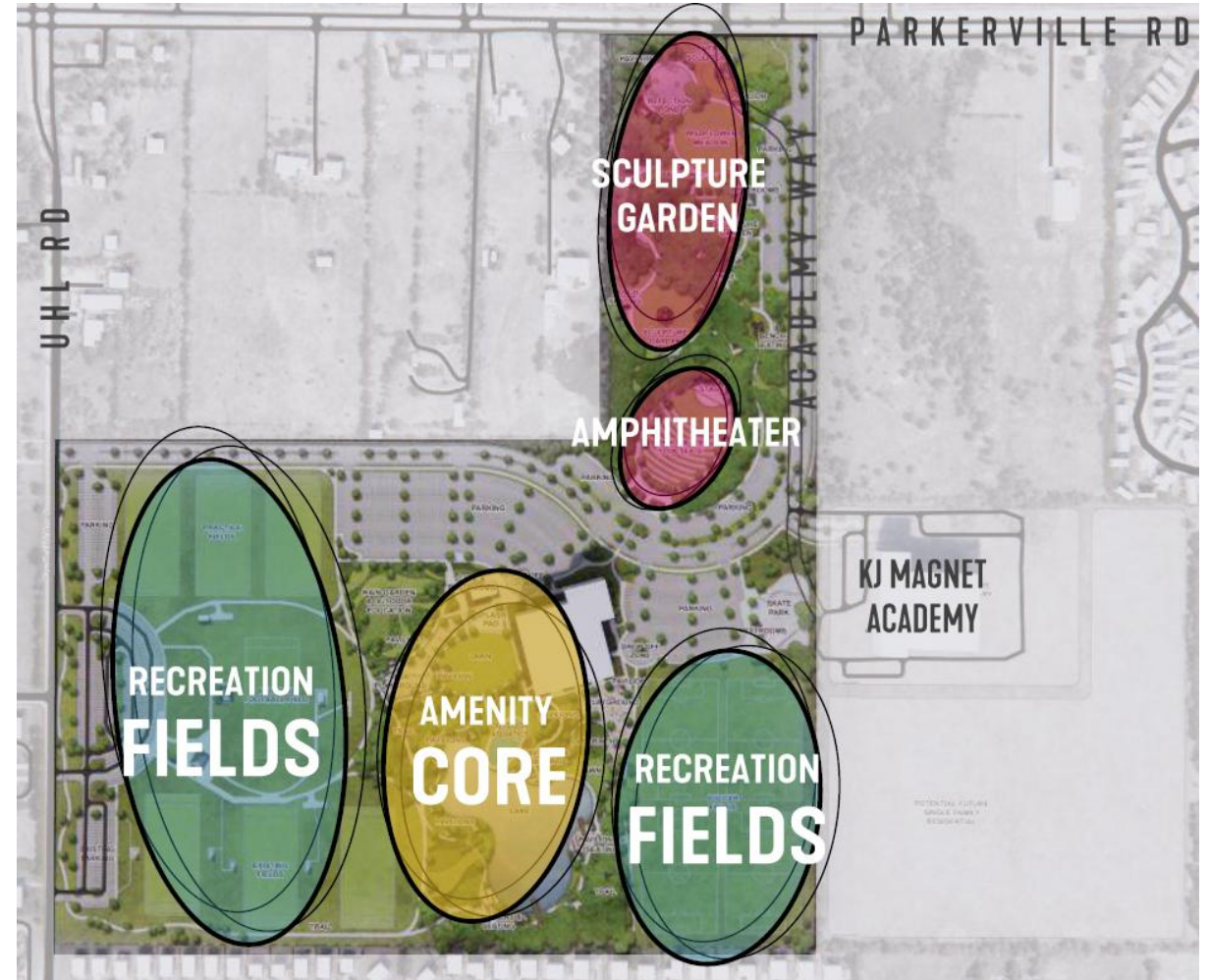
Proposed Walking Trail Expansion



Curtistene S. McCowan Park Masterplan

KEY PROJECT GOALS & DRIVERS

1. CREATE A VIBRANT CENTER THAT FOSTERS **COMMUNITY**
2. A HOME FOR **MULTI-GENERATIONAL** ACTIVITIES AND **EXPERIENCES**
3. ESTABLISH A **CENTRAL HUB** FOR CURTISTINE MCCOWAN PARK
4. BUILD A DESTINATION FOR COMPETITIVE **EVENTS & TOURNAMENTS**
5. CRAFT A PLACE THAT IS **UNIQUELY DESOTO**
6. CELEBRATE & **CONNECT** TO THE **NATURAL** LANDSCAPE OF THE PARK



Aquatics and Recreation Center

- \$43M Project
- 75,000 SF
- 8-Lane Competitive Pool
- Indoor Track
- Strength Training
- MWBE Goal of 20%
 - **Actual OVER 50%***

The ARC (Aquatics and Recreation Center) will be a multigenerational state-of-the-art facility for the community of DeSoto, TX serving both the public needs for recreation as well as a competitive sports venue for basketball, volleyball, swimming, diving, and more.



Aquatics and Recreation Center



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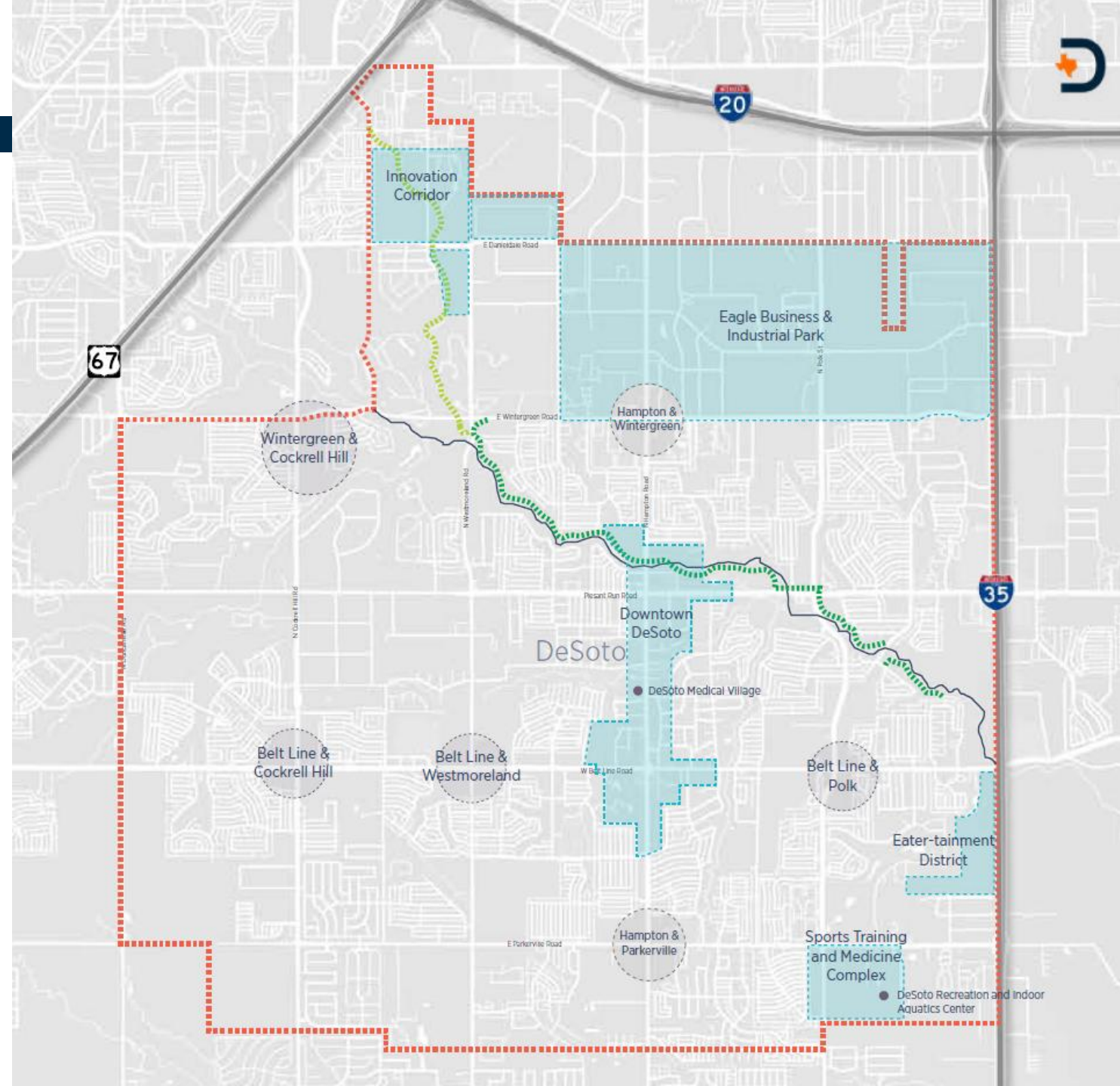


Tenmile Creek

Existing Walking Trail



Proposed Walking Trail Expansion



Where Do We Grow From Here?

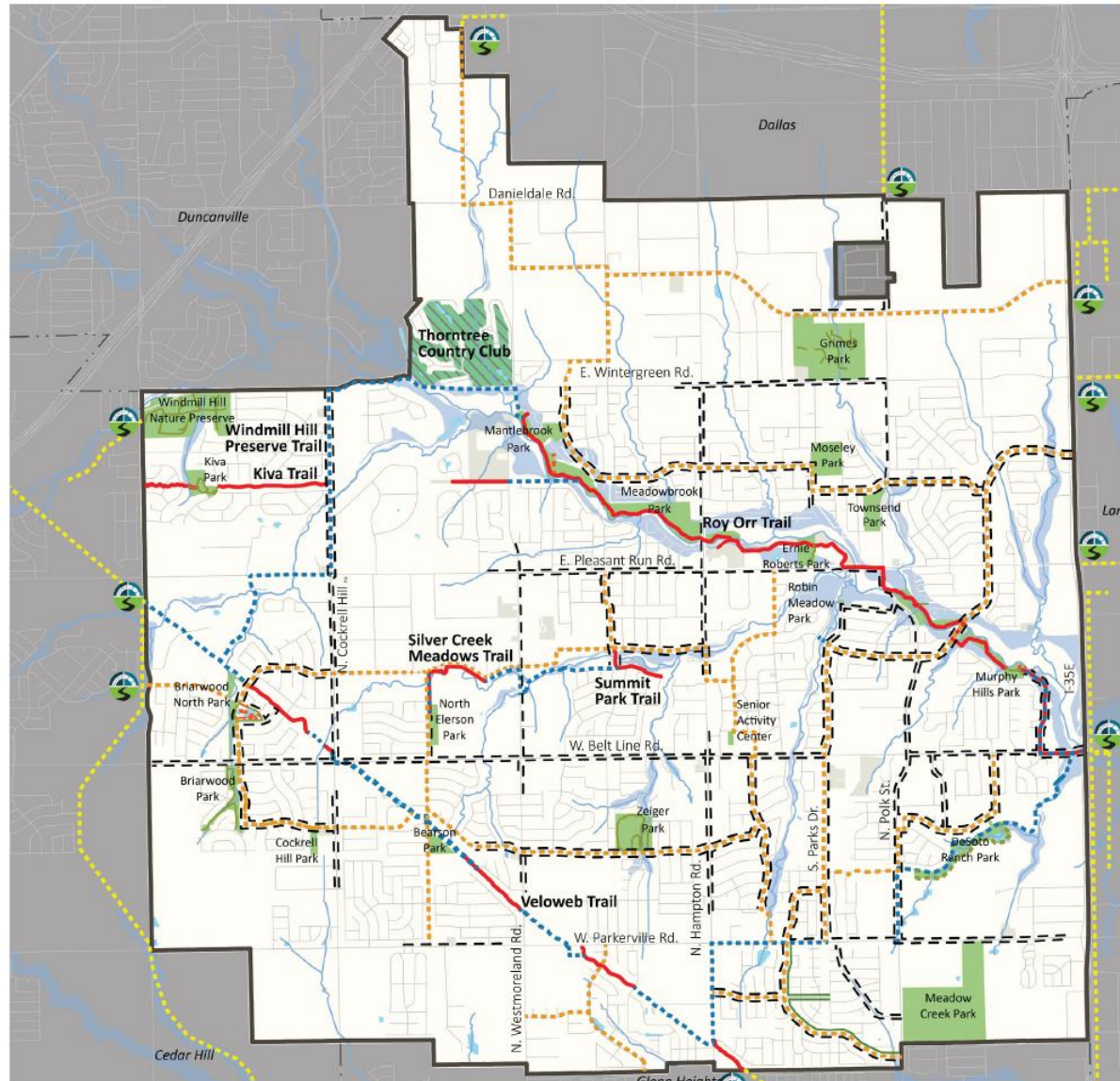
- Facilitate new commercial growth that enhances the vibrancy and attractiveness of DeSoto and contributes to the community's long-term fiscal sustainability.
- Achieve greater compatibility between land uses to enhance, protect, and complement residential areas and natural spaces and resources.
- Protect and connect residents to the natural areas and features of DeSoto.



Parks, Recreation, Open Space & Trails Master Plan

LEGEND:

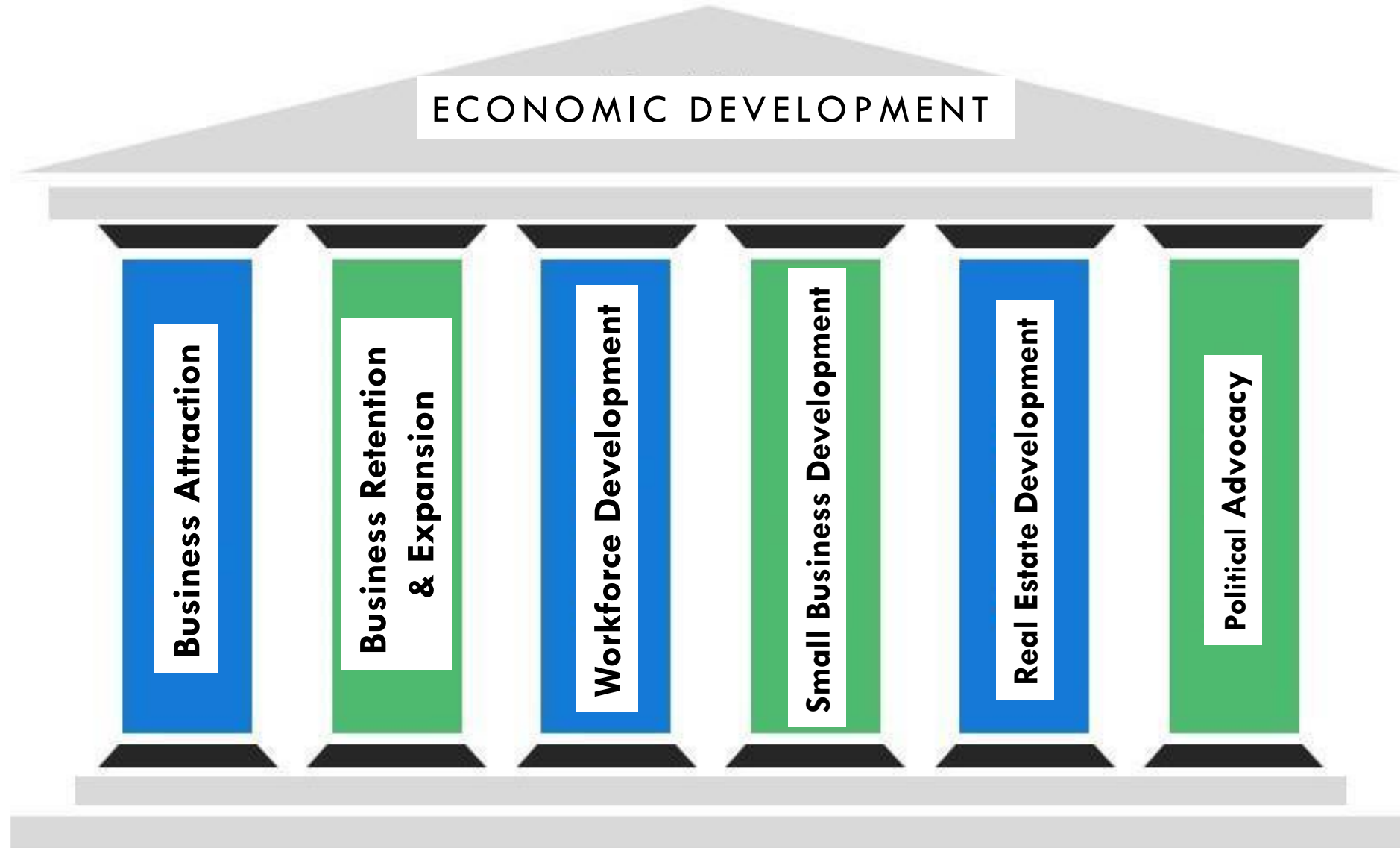
- Existing Trails —
- Sidewalk - - -
- Park Trails —
- Future On-Street Bike Route - - -
- Future Off-Street Trail - - -
- Future Adjacent City Trail & Bke Route - - -
- Trail Connection to Neighboring City S
- Existing Parks ■
- City Boundary □
- Flood Zone ■
- Golf Club ■
- Water Bodies ■
- Creeks —



Proposed and Future Trails
Map 6



Pillars of Economic Development

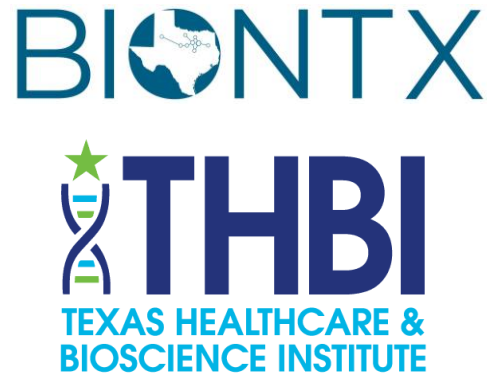
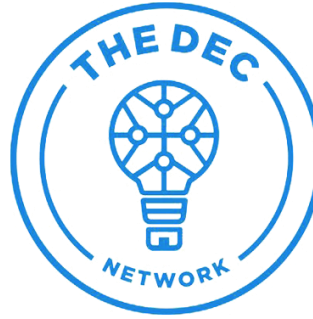


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“Economic
Development is a
PROCESS – not
an **EVENT**.”



Engaging Across the Region



Small Business Support



The Team



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Melba Hill

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Soledad Garcia

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Coordinator
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