

TRE TOD STRATEGIC PLAN

EXISTING CONDITIONS REPORT

Victory Station

FTA TOD Pilot Grant

September 2026



North Central Texas
Council of Governments

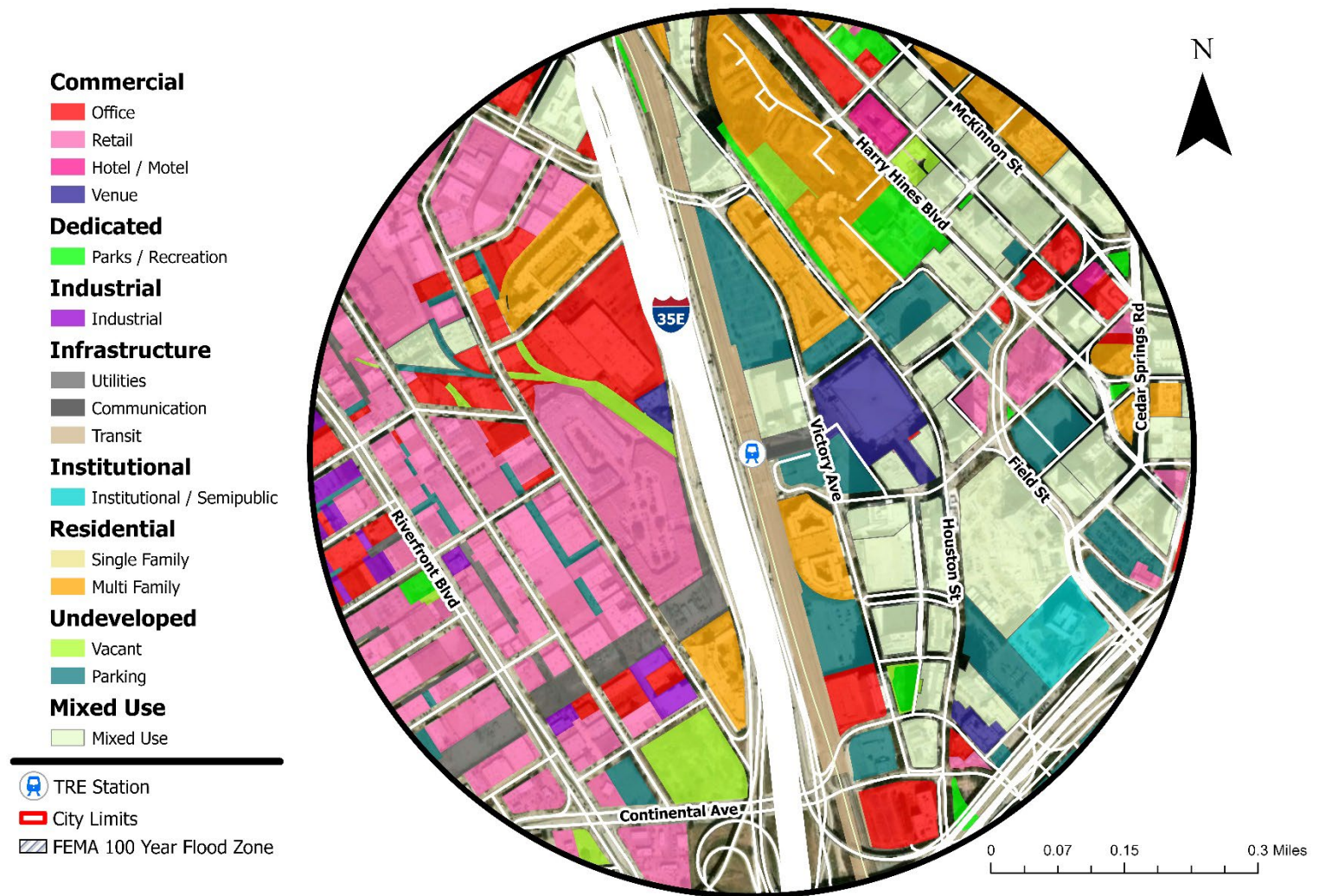


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Land Use and Context

Figure 1: Map of Land Uses in the Half-Mile Radius Around Victory Station



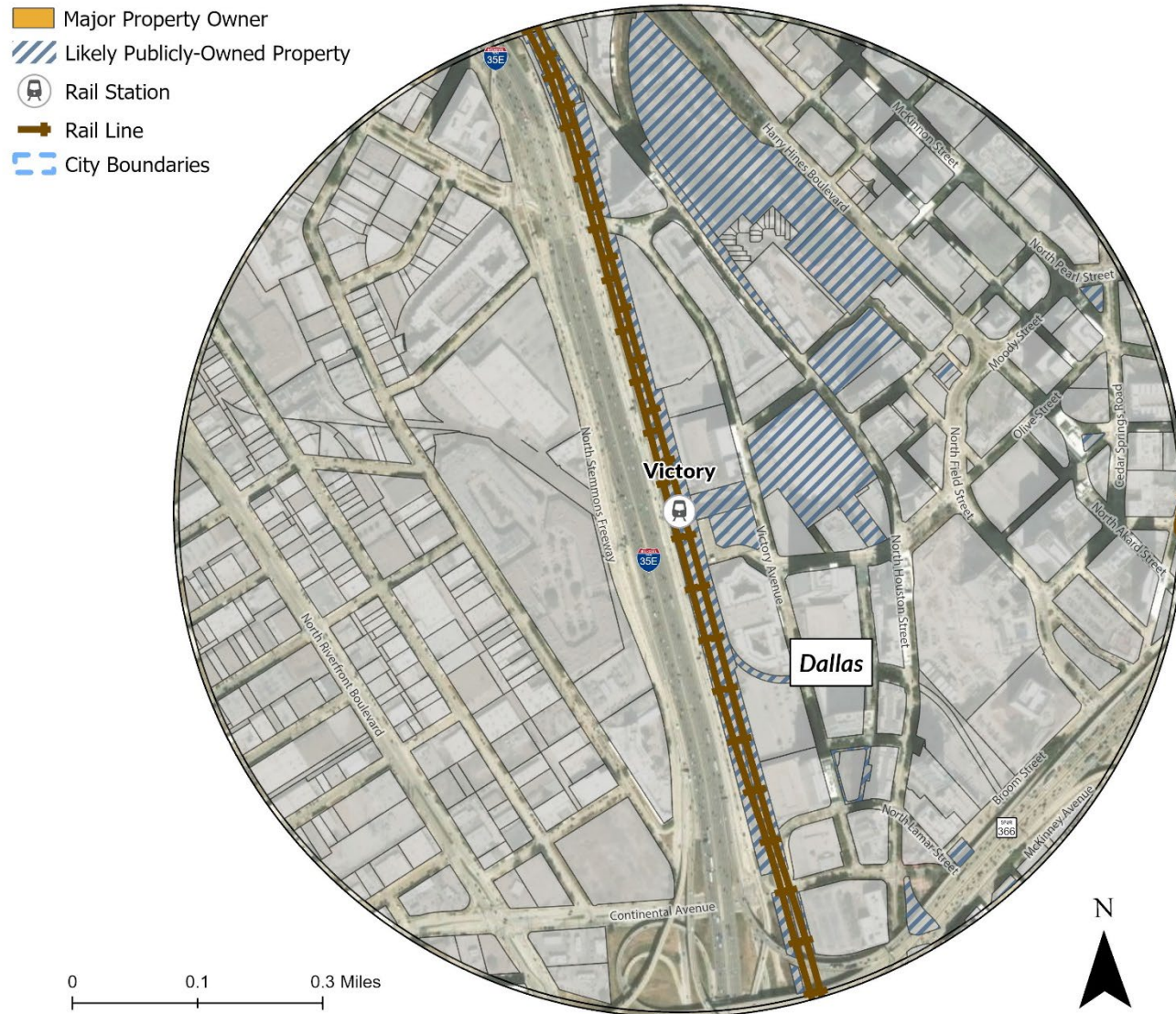
Land Use Data and Notes

Shown in **Figure 1** and **Table 1**, roadway constitutes a significant share of land, reflected by Interstate 35E (I-35E) traveling parallel to the rail line through the station area. The large retail area is primarily related to the Design District west of the I-35 E and the station with single story buildings largely occupied by interior design showrooms, art galleries, and restaurants. The east side of the station in Victory Park is heavily mixed use with ground floor retail and either office or residential above in high-rise buildings.

Table 1: Land Use Distribution

Land Use Category	Station Area Coverage
<i>Roadway</i>	35.0%
<i>Retail</i>	16.4%
<i>Mixed-use</i>	13.0%
<i>Multi-family</i>	8.5%
<i>Office</i>	7.4%
<i>Parking</i>	6.6%
<i>Transit</i>	2.9%
<i>Utilities</i>	2.2%
<i>Vacant</i>	2.2%
<i>Venue</i>	1.8%
<i>Parks/recreation</i>	1.7%
<i>Industrial</i>	1.0%
<i>Institutional/semi-public</i>	0.9%
<i>Hotel/motel</i>	0.4%
<i>Single family</i>	0.02%
<i>Communication</i>	0.01%

Figure 2: Property Ownership within Victory Station Area



Property Ownership

Figure 2 shows the likely publicly owned land near Victory Station based on county appraisal district parcel-level data. The station area has some publicly owned properties, including a venue and affordable housing. These properties are unlikely to be redeveloped as they are currently in use.

Table 2: Public Property Owners Near Victory Station

Property Owner	Total Property Acreage Estimate within Station Area	Primary Land Use Category
<i>City of Dallas</i>	17	Venue
<i>Dallas Housing Authority</i>	12.7	Multi-family
<i>DART</i>	1.5	Parks/recreation

Building Density Estimates

Table 3 shows these housing and commercial building densities for Victory station area compared to the TRE Corridor and Regional North Texas TOD area. The significant difference in building density estimates between Victory Station, TRE Corridor, and the Regional North Texas TOD area is reflected by the station area's location within the City of Dallas' urban core as well as being nearly completely developed with higher density uses. Additionally, the building density estimates at Victory Station account for roughly 58% of the corridor's estimated housing and roughly 41% of the corridor's estimated commercial building square footage.

Table 3: Building Density Estimates

	Victory Station	TRE Corridor	North Texas TOD Area
Total Housing Unit Estimate (units)	9,508	16,355	248,130
Housing Density Estimate (housing units/acre)	19	5	6
Commercial Building Density Estimate (SQFT/acre)	37,092	12,781	8,336

Demographic Context

Figure 3 provides a demographic snapshot for the station area and **Table 4** compares station demographics with the Regional North Texas TOD area totals and averages. A complete methodology on demographic data collection and synthesis as well as a list of the specific data tables used can be found in **Appendix A**.

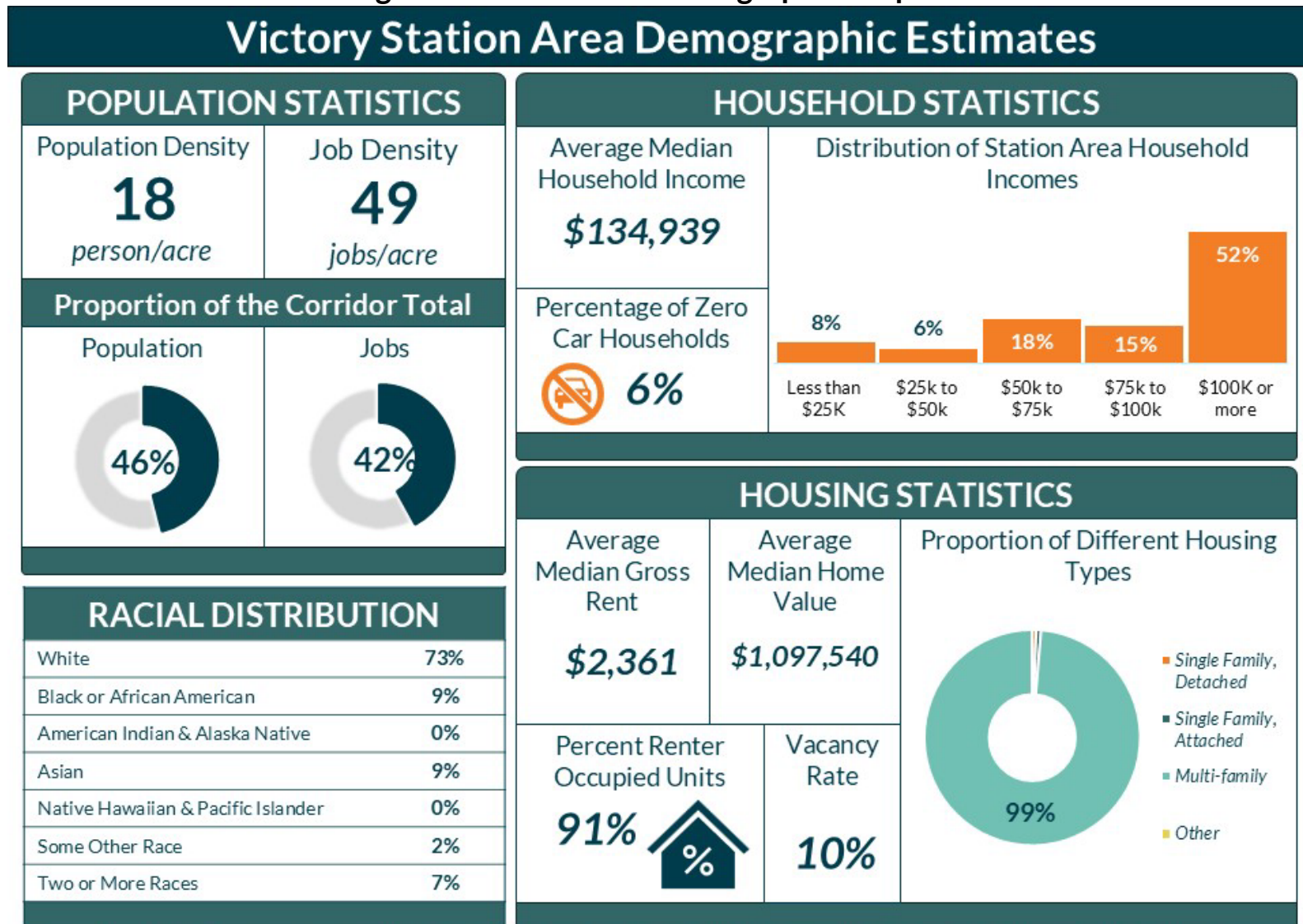
Based on the station area's demographic context, Victory Station area is significantly denser than the average rail station in North Texas for both jobs and housing, reflecting the station area's role as a major activity center. Population density and job density are likely more than 2.5 times and 3.5 times higher than the regional TOD average, respectively. Station area residents are likely younger and educational attainment is significantly higher than the regional TOD average.

Household incomes are likely significantly higher within Victory Station area. However, the share of zero-car households is slightly lower than the average North Texas rail station, suggesting a continued dependence on automobiles regardless of the proximity to transit.

Housing density is more than 3 times higher than the regional TOD average. Multi-family units constitute the largest share of the station's housing stock. Additionally, most units are renter-occupied, reflecting the station's urbanized character. Station area housing costs are significantly higher than the regional TOD average, indicating possible housing affordability issues.

Data source notes on statistics in Figure 3 and Table 4: Population Estimate, Population Density (people/acre), Employment Estimate, Job Density (jobs/acre) are sourced from the NCTCOG 2050 Demographic forecast available at the 30 x 30-meter grid cell level. This allows more accurate analysis within the half-mile radius. The NCTCOG 2050 Demographic forecast only has data on population totals and employment. It does not have other demographic characteristics. For other demographic characteristics, the Census American Community Survey is the only source. It uses predetermined geographies (Tract, Block Groups, Blocks) that do not conform to the half-mile radius. Data from both sources should be treated as approximate estimates, not exact measurements for all statistics.

Figure 3: Station Area Demographic Snapshot



Sources: Population Statistics on density and jobs are estimates from the NCTCOG 2050 Demographic Forecast. Racial Distribution, Household and Housing Statistics are estimates from US Census ACS 2020-2024 data tables at the block group level. See [Data Appendix](#) for more details.

Table 4: Key Demographics Compared to North Texas TOD Area

Population Statistics		
	Station Area	North Texas TOD Area
<i>Population Estimate</i>	9,293	293,617
<i>Population Density (people/acre)</i>	18	7
<i>Employment Estimate</i>	24,769	795,575
<i>Job Density (jobs/acre)</i>	49	14
<i>Estimated Median Age</i>	31	36
<i>Percent High School Diploma or Higher (%)</i>	97%	80%
<i>Percent Bachelor's Degree or Higher (%)</i>	79%	41%

Household Statistics		
	Station Area	North Texas TOD Area
<i>Estimated Median Household Income (\$)</i>	\$134,939	\$85,575
<i>Estimated Average Household Size</i>	1.4	2.5
<i>Percent Zero Car Households</i>	6%	8%

Housing Unit Statistics		
	Station Area	North Texas TOD Area
<i>Housing Unit Estimate</i>	9,508	248,130
<i>Housing Density (units/acre)</i>	19	6
<i>Estimated Median Gross Rent (\$)</i>	\$2,361	\$1,666
<i>Estimated Median Home Value (\$)</i>	\$1,097,540	\$371,881
<i>Percent Renter Occupied</i>	91%	60%
<i>Vacancy Rate</i>	10%	9%
<i>Percent Single Family, Detached (%)</i>	0.6%	35.3%
<i>Percent Single Family, Attached (%)</i>	0.7%	3.6%
<i>Percent Multi-family (%)</i>	98.7%	59.6%
<i>Percent Other (%)</i>	0.0%	1.5%

Planning and Policy Context

Planning Studies

Victory Station does not have an adopted station-specific TOD area plan. However, other planning efforts have occurred, likely impacting the station area. **Table 5** outlines plans and studies that may influence recommendations and implementation strategies for the FTA TRE TOD Study.

Table 5: Relevant Planning Studies

Name of Plan or Study	City/Entity	Year	Link
<i>ForwardDallas 2.0</i>	Dallas	2024	https://dallascityhall.com/departments/pnv/Forward-Dallas/Pages/default.aspx
<i>Connect Dallas Strategic Mobility Plan</i>	Dallas	2021	https://dallascityhall.com/departments/transportation/Pages/strategic-mobility-plan.aspx
<i>Dallas Complete Streets Design Manual</i>	Dallas	2016	https://dallascityhall.com/departments/pnv/DCH%20Documents/DCS_ADOPTED_Jan272016.pdf
<i>Dallas Bike Plan</i>	Dallas	2025	https://dallascityhall.com/departments/transportation/bikeway/Pages/Bike-Plan-Update.aspx
<i>Economic Development Policy and Incentive Policy</i>	Dallas	2026	https://www.dallasecocodev.org/639/Economic-Development-Policy-and-Incentiv
<i>Downtown Dallas 360 Area Plan</i>	Dallas	2011	https://dallascityhall.com/departments/pnv/Pages/Downtown-Dallas-360.aspx
<i>DART Transit Oriented Development Guidelines</i>	DART	2020	https://www.dart.org/docs/default-source/tod-docs/darttodguidelines2020.pdf

Figure 4: Victory Zoning Map

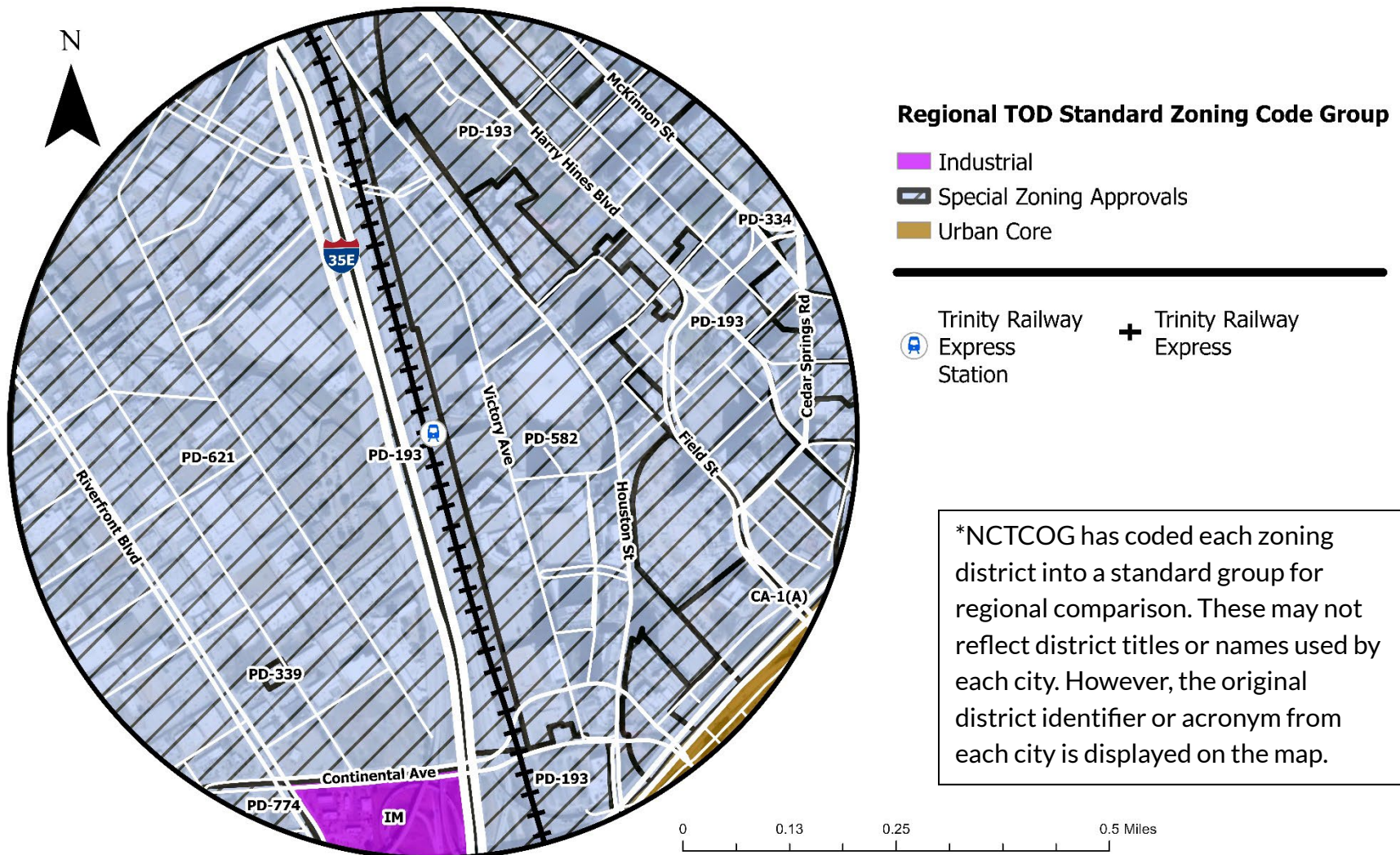
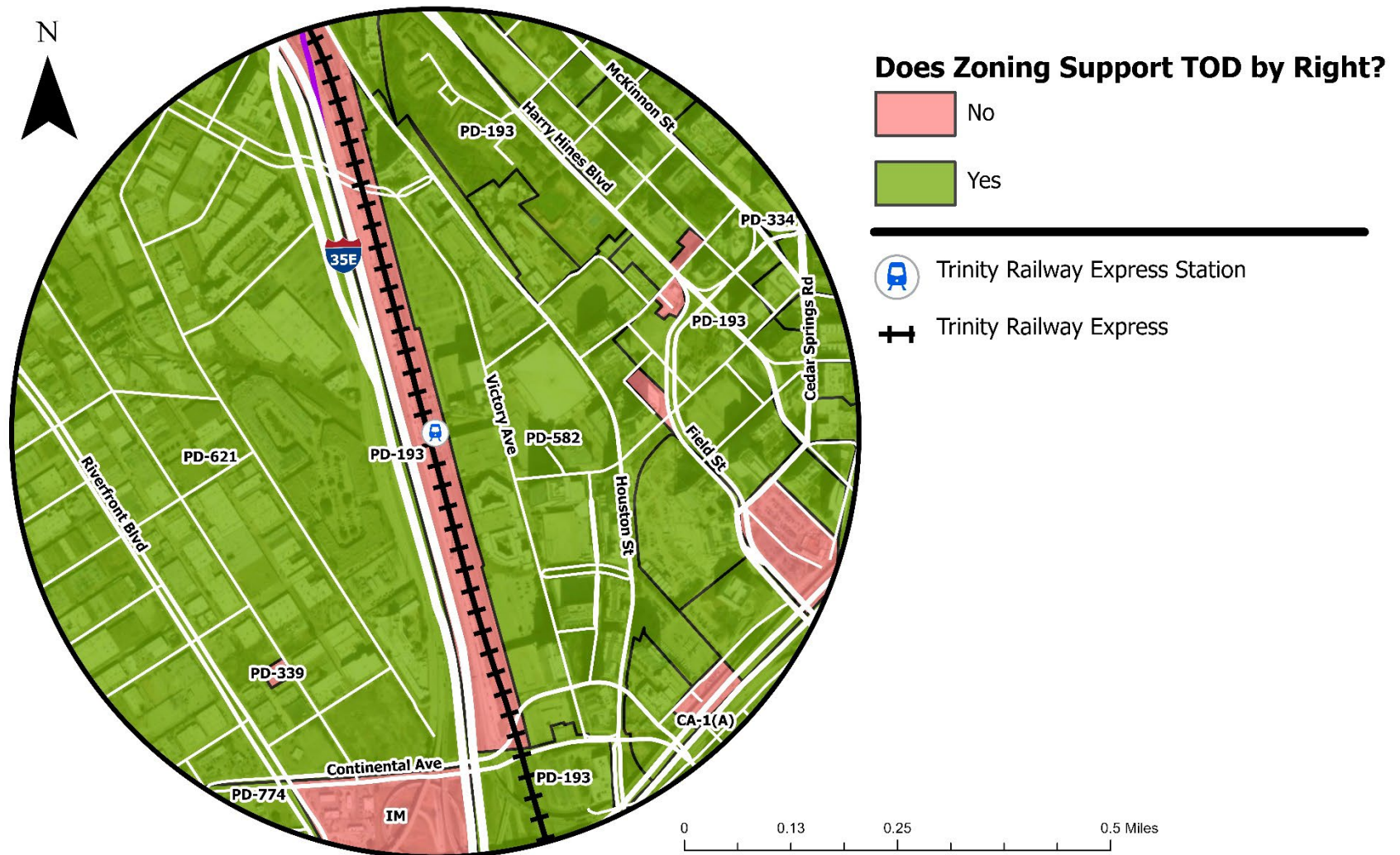


Figure 5: Victory TOD-By-right Zoning Analysis



Zoning

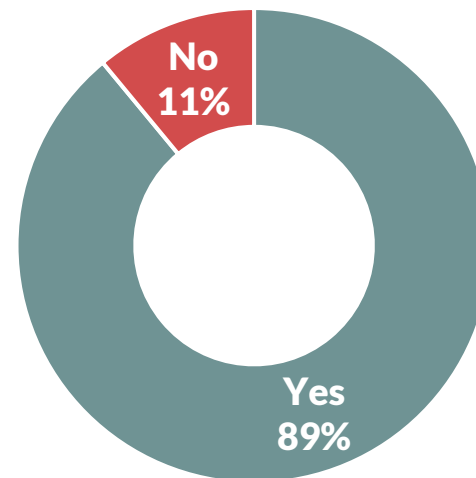
Shown in **Figure 4** and **Table 6**, planned development or PD constitutes nearly all the zoning within the station area, indicated on the map as “special zoning approvals”. While planned developments regionally are unpredictable in their entitlement of TOD, Dallas PD’s 621 (Old Trinity and Design District Special Purpose District)¹ and PD-582 (Victory Planned Development District)² are neighborhood sized PD districts both allowing TOD style development by-right with an allowed mix of uses and high permitted density.

Indicated by **Figure 5** and **Figure 6**, most zoning within Victory Station area supports TOD by-right.

Table 6: Victory Station Zoning Composition

Zoning	Acreage	Percentage (%)
<i>Special zoning approvals</i>	483	96.2%
<i>Industrial</i>	12	2.4%
<i>Urban core/TOD</i>	7	1.4%

Figure 6: Does Zoning Support TOD By-Right



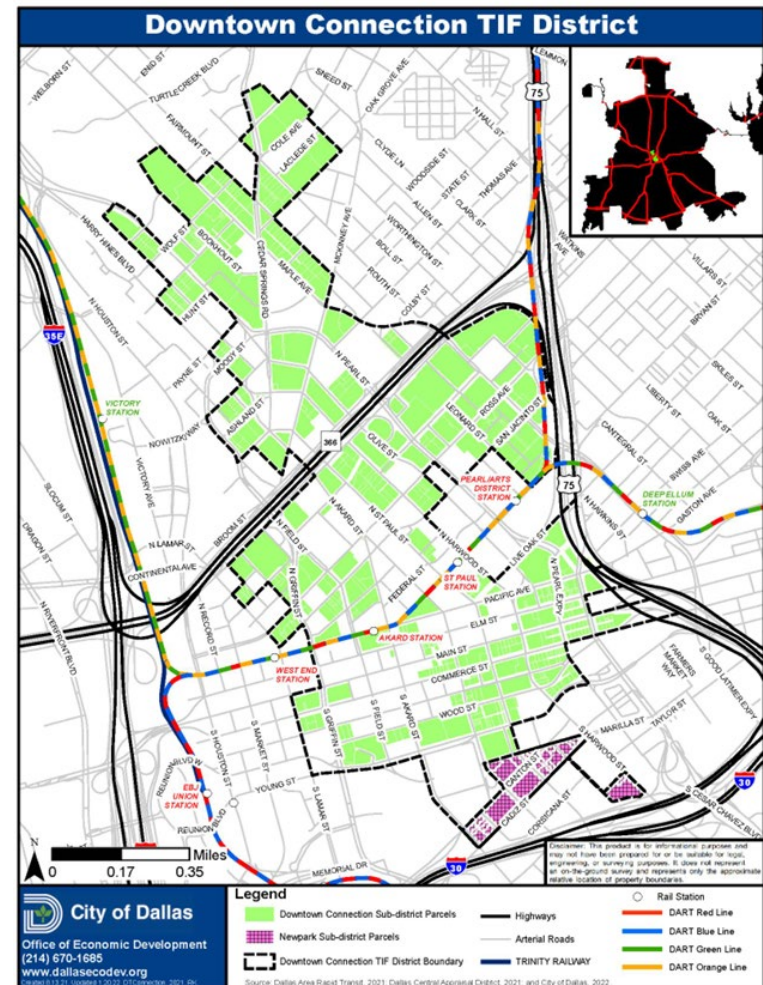
¹ City of Dallas. (n.d.). Article 621: PD 621—Old Trinity and Design District Special Purpose District. Dallas Development Code. <https://dallascityhall.com/departments/city-attorney/Articles/PDF/Article%20621.pdf>

² City of Dallas. (n.d.). Article 582: PD 582—Victory Planned Development District. Dallas Development Code. <https://dallascityhall.com/departments/city-attorney/Articles/PDF/Article%20582.pdf>

Downtown Connection TIF District

City of Dallas' Downtown Connection Tax Increment Financing District, Downtown Connection TIF District,³ was created in 2005 and is intended to support catalytic projects to increase density and development within the downtown, developing Downtown Dallas into a vibrant destination. The TIF District has been amended several times since 2005 to continue to support growth of Downtown Dallas.

Figure 7: Downtown Connection TIF District Boundary

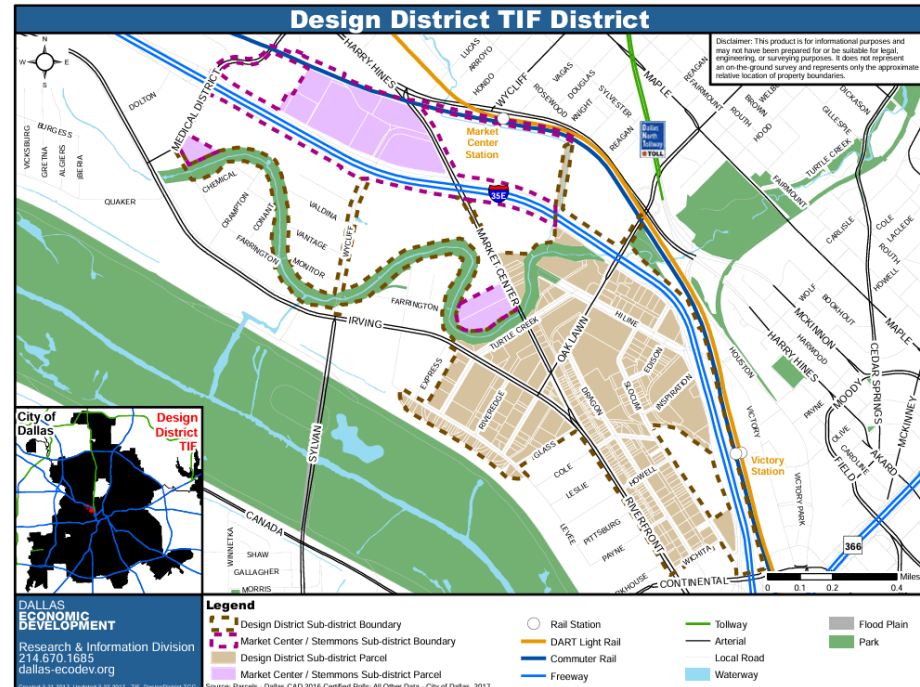


³ <https://www.dallasecodev.org/416/Downtown-Connection-TIF-District>

Design District TIF District

The City of Dallas' Tax Increment Reinvestment Zone Number Eight, Design District TIF District,⁴ was established in June 2005. The goal of the Design District TIF District is to assist in the redevelopment of the former Stemmons Industrial area into a walkable, mixed-use area near Downtown Dallas. The TIF boundary was amended in 2013 to create the Market Center/Stemmons Sub-District. The Design District TIF District is set to expire in December 2027.

Figure 8: Design District TIF District Boundary

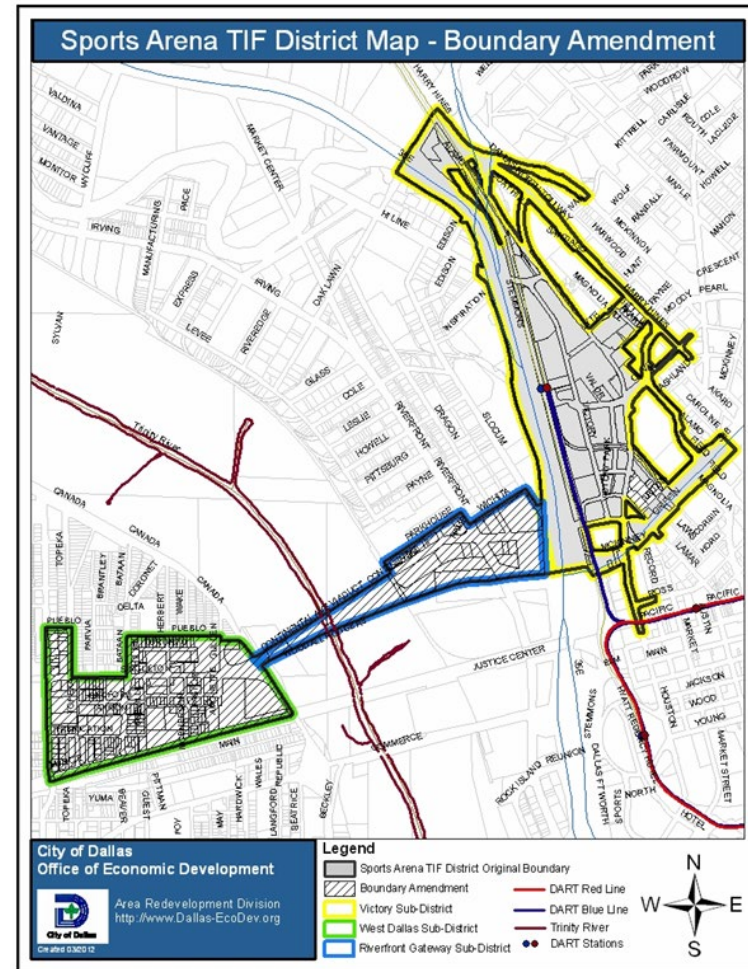


⁴ <https://www.dallasecdev.org/434/Design-District-TIF-District>

The Sports Arena TIF District

The City of Dallas' Tax Increment Financing Reinvestment Zone Number Seven, The Sports Arena TIF District,⁵ was created in 1998 to assist in the development of the American Airlines Arena. Since designation, the TIF District has been amended to assist in transitioning surface parking lots into structured parking as well as redeveloping West Dallas Area.

Figure 9: Sports Arena TIF District Boundary



⁵ <https://www.dallasecodev.org/369/Sports-Arena-TIF-District>

Completed, Planned, Ongoing, and Postponed Projects

Private Developments

NorthEnd Development in Victory Park

Because of the station's location in Dallas' urban core where the development market is likely strongest, there has been significant private development in the Victory station area. One ongoing development is the NorthEnd project campus being built by Hunt Realty and will include a Goldman Sachs corporate office. Rendering of the full development is shown in **Figure 10**.⁶

Cabana Design District

Located at 899 N Stemmons Fwy, the recently completed conversion of a historic hotel into 175 multi-family units offers mixed income housing with 40% of units designated for families making up to 80% of AMFI. The building was originally the Cabana Motor Hotel opened in 1963 and was later converted to a county jail. The project received \$41 million in Dallas Design District TIF funding.⁷

Figure 10: NorthEnd Development in Victory Park



Rendering of the NorthEnd Development by Hunt Realty. The project is ongoing and will include corporate office space as well as housing. Source: Hunt Realty Investments

⁶ <https://huntrealty.com/portfolios/northend/>

⁷ <https://www.dallascodev.org/DocumentCenter/View/5643/Design-District-TIF-District-Annual-Report-FY24-25-PDF>

Public Projects

Table 7: List of Known Public Projects

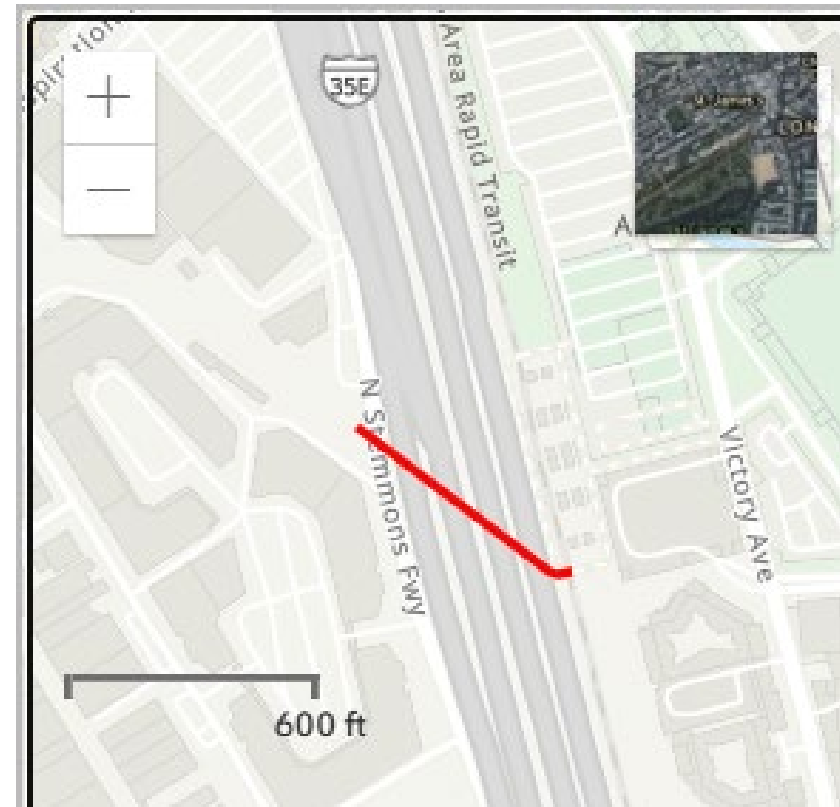
Project name	Description	Funding Amount	Status	Year completed	Entity/ funding source
<i>Pedestrian Crossing Under IH-35E – Victory Station to Design District (see details on next page)</i>	Using existing former railway grade separation under IH-35E, construct a pedestrian walkway from Victory Station platform to the west side of IH-35E southbound frontage road.	\$3.8 M	Funded	*2030	TxDOT Dallas District with funding from NCTCOG
<i>Harry Hines Blvd and McKinnon Street Safety Project - Design</i>	Engineering design funding to rehabilitate roadway with signage, signal, and intersection improvements to address safety issues (wrong way driving on DNT)	\$2 M	Funded	*2028	City of Dallas with funding from NCTCOG
<i>American Airlines (AA) Center Transportation Study</i>	Planning study for improved circulation to identify needed mobility improvements around the AA center	\$1 M	Funded	*2027	City of Dallas with funding from NCTCOG

*Future completion years are based on the NCTCOG Transportation Improvement Program (TIP) listing and are subject to change.

Pedestrian Crossing Under IH-35E – Victory Station to Design District

NCTCOG's Regional Transportation Council approved regional funding in August of 2020 matched by state funds from the TxDOT Dallas District to design and construct a pedestrian walkway including signals, crosswalks, lighting, and landscaping that will use an existing grade separated crossing under IH-35E. The pathway will connect the southbound frontage road of IH-35E (Design District side of the highway) to the Victory Station rail platform on the east side of the highway. TxDOT is in the process of final agreements with partner agencies before constructing the project. The crossing, at the station's platforms, will require safety improvements/treatments to ensure safe pedestrian movements through the station and in addition, improvements to the TRE Rail Line are required that will minimize trains being held at the station at Victory Station.

Figure 11: Pedestrian Crossing Location Under I-35E

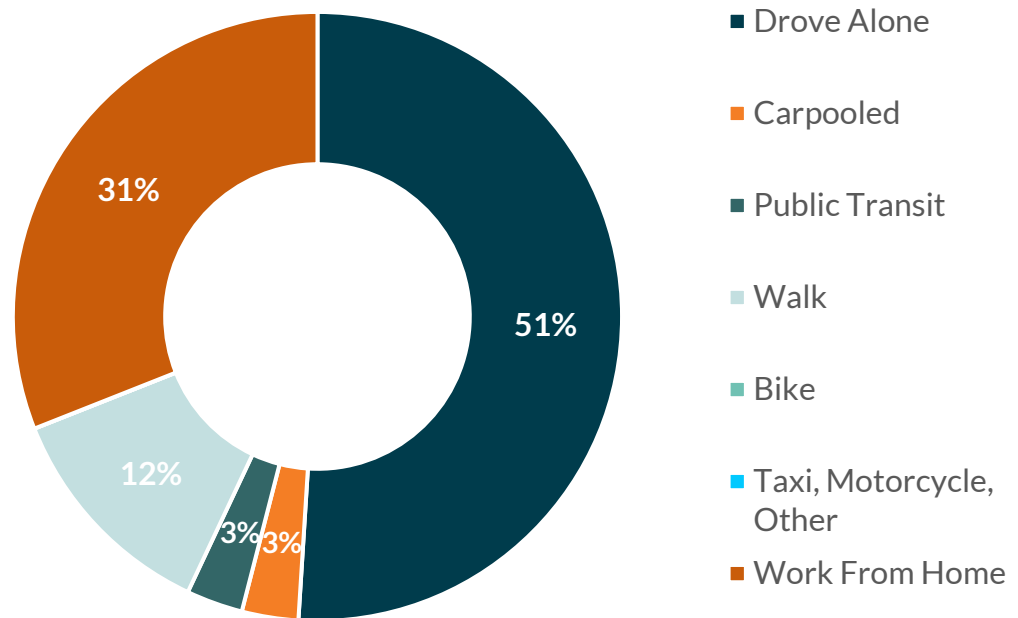


Travel Behavior and Context

ACS Commute Mode Split

Based on US Census ACS 2020-2024 data, residents from Census block groups near Victory Station are primarily driving for commutes. However, a significant portion work from home. Roughly 12% of residents walk for commutes, likely reflective of the high population and job densities as well as walkable urban form. Only a few commuters likely use public transit.

Figure 12: Victory Station Commute Mode Split



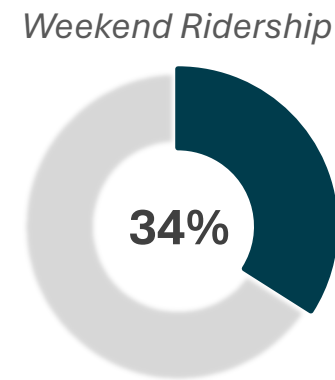
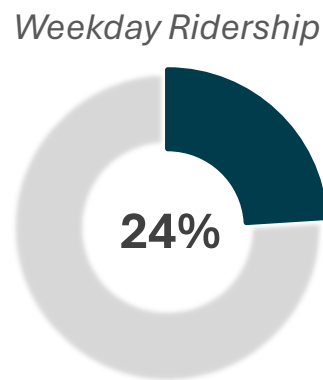
Ridership Summary

As shown in **Table 8**, the average daily weekday and Saturday ridership from Fiscal Year 2024 (FY 24) for Victory Station is low when compared to the Region’s averages of 876 weekday riders and 606 weekend riders.⁸ However, Victory Station accounts for a significant portion of the TRE corridor’s total ridership in that Fiscal Year (see **Figure 13**).

Table 8: Victory Station Ridership for Fiscal Year 2024 (FY 24)

FY 24 Average Daily Weekday Ridership	FY 24 Average Daily Weekend Ridership
577	527

Figure 13: Proportion of the TRE Corridor Total Estimates



⁸ Victory Station also services DART Orange and Green lines; however, the data presented only accounts for the TRE ridership at the station. Total ridership at Victory is higher when DART light rail ridership is included.

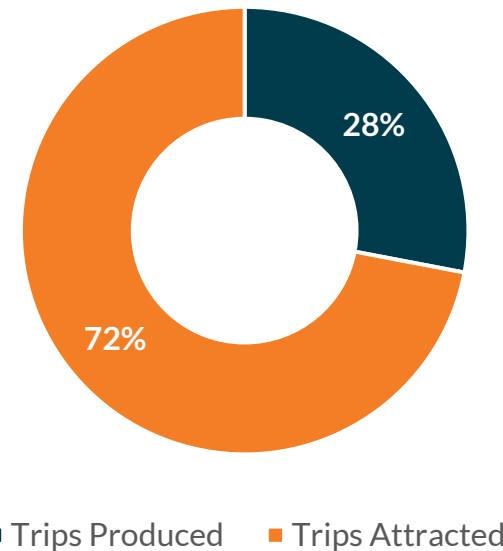
Transit Destinations/Travel Behavior

Information on transit destinations and travel behavior for rail transit riders comes from the 2022-2023 North Central Texas Regional Transit On-Board Survey. Data obtained from the 2022-2023 Transit On-Board Survey is isolated to transit trips where the passenger either boarded or alighted from a rail transit station. These rail transit trips are further classified by whether the trip was produced or attracted to associated rail transit stations (see Appendix X for more details). For more information on the survey, visit the NCTCOG website:

<https://www.nctcog.org/trans/data/info/travel-surveys>.

Shown in **Figure 14**, more rail transit trips are attracted to rather than produced at Victory Station, indicating that rail transit riders are most likely coming to Victory Station to travel to other locations across the region.

Figure 14: Productions v. Attractions at the Station



TRE TOD Strategic Plan – Existing Conditions: Victory Station

Reflected by the station's location adjacent to the American Airlines Center and high job density, rail transit riders attracted to the station are coming for work as well as social & recreation (see **Figure 16**)

When compared with total rail transit travel of the 7 TRE study stations along the corridor, Victory Station accounts for a significant portion of the trip productions and most of the trip attractions (see **Figure 15**). The notable travel behavior for the station is likely reflective of the high densities and congregation of trip generating land uses.

Figure 16: Purpose of Rail Transit Trips to Station

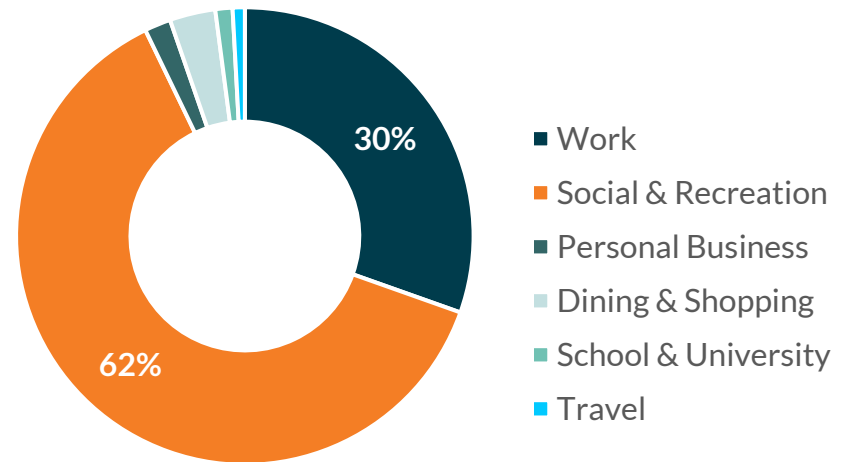


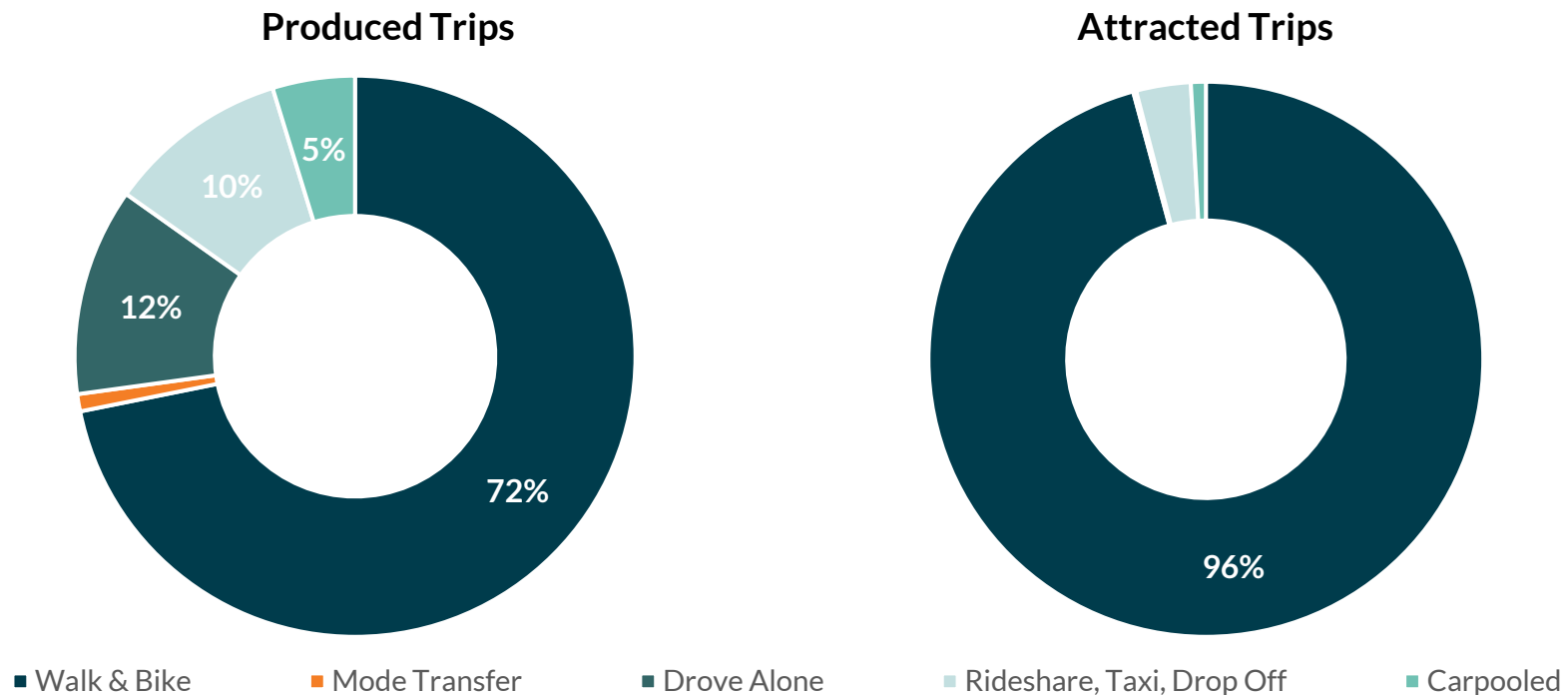
Figure 15: Proportion of the TRE Corridor's Total Productions and Attractions



First/Last Mile Travel

According to responses from the 2022-2023 Transit On-Board Survey, the first/last mile trip for rail transit riders is primarily walking and biking. Shown in **Figure 17**, even though walking and biking is the primary first mile travel mode for trips accessing Victory Station, over 25% of first mile travel is reported as auto-oriented. For rail transit trips attracted to the station, nearly all rail transit riders report walking and biking as last mile travel, suggesting the urban form of the station area promotes active transportation.

Figure 17: Rail Transit Trip First/Last Mile Travel

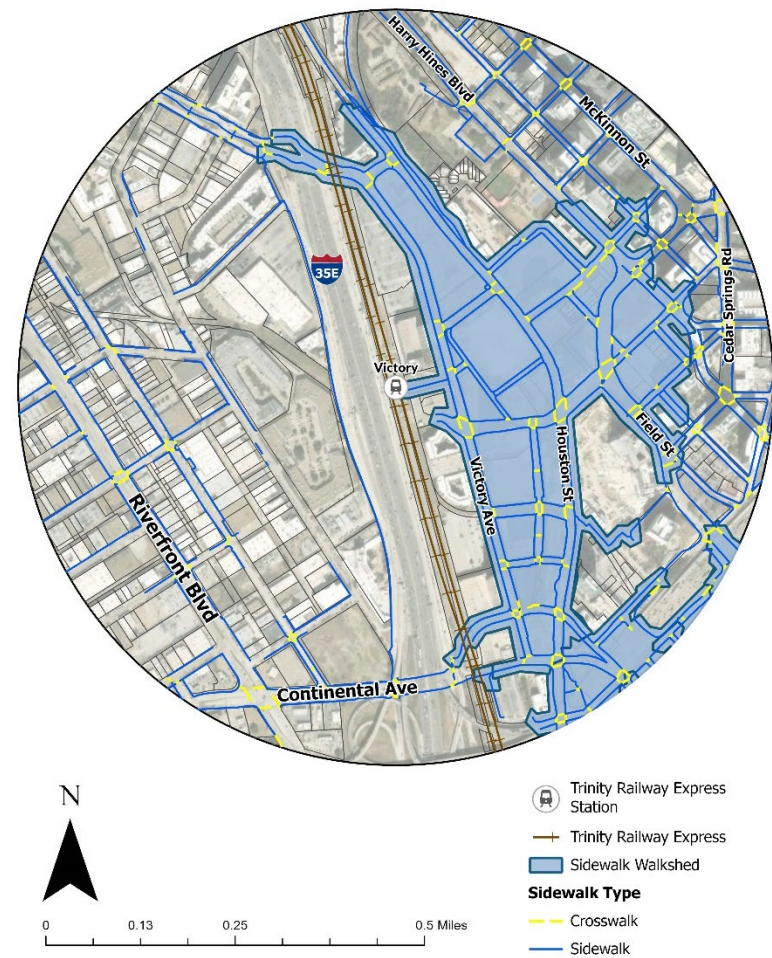


Transportation Connections

Existing Sidewalk Network

Victory Station area contains 21.6 miles of existing sidewalks, providing extensive sidewalk network coverage on the east side of the station as shown in **Figure 18**. The Sidewalk Walkshed area is about 90.8 acres shown in the map. A half-mile walking distance to the west side (Design District) of IH-35E is not possible today due to lack of crossings of the highway.

Figure 18: Active Transportation Network at Victory*



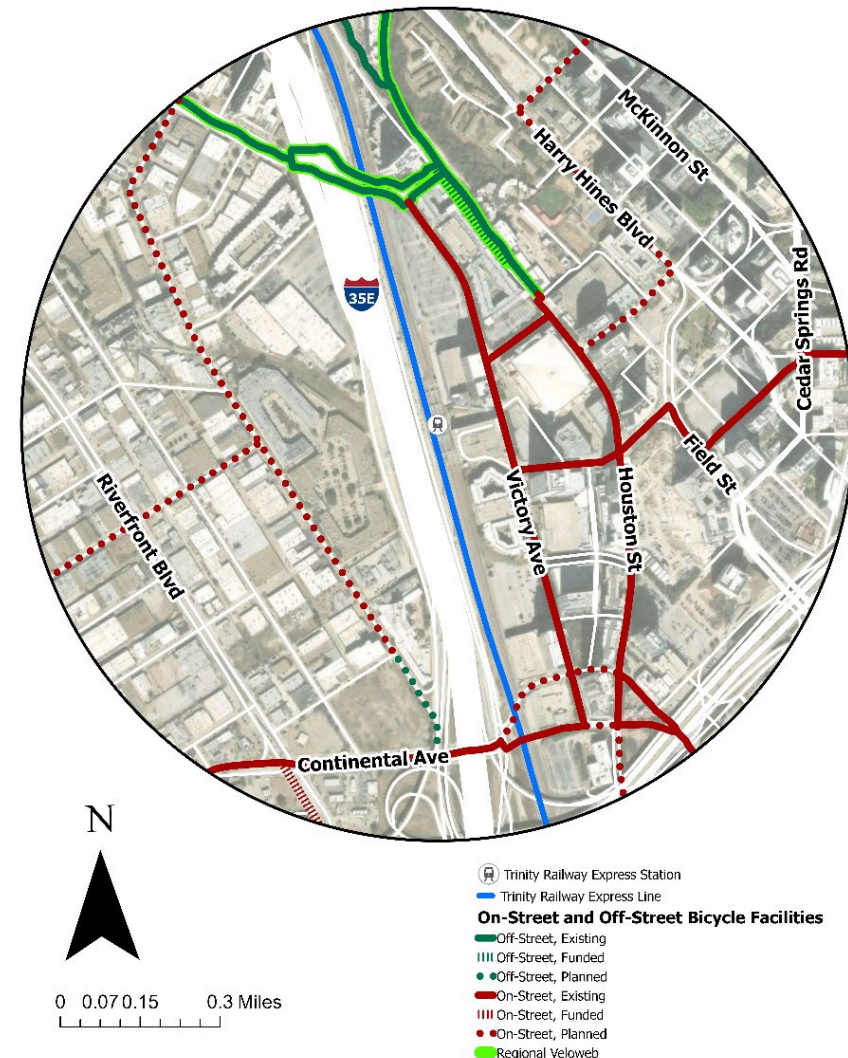
*The sidewalk walkshed represents the area a person could walk following connected sidewalks for a half-mile.

Bicycle Connectivity

On Victory Avenue at the station plaza are shared lane markings for bikes. The **Bikeway Selection Guide, FHWA, February 2019** recommends dedicated bike facilities such as bike lanes or shared use paths should be used to maximize bike rider safety and comfort for roadways generally exceeding 2,000 vehicles per day or with a speed limit greater than 20 miles per hour. A couple blocks east of the station are curb-separated on-street bike lanes along Houston Street going north/south that connect to bike lanes on Lamar Street/ Continental Ave are also a few blocks from the station.

Also, a few blocks north of the station is the entrance point of the Katy Trail and Hi Line Connector trail. These trails are connected to the larger off-street bikeway network around Dallas.

Figure 19: Bicycle Connectivity at Victory



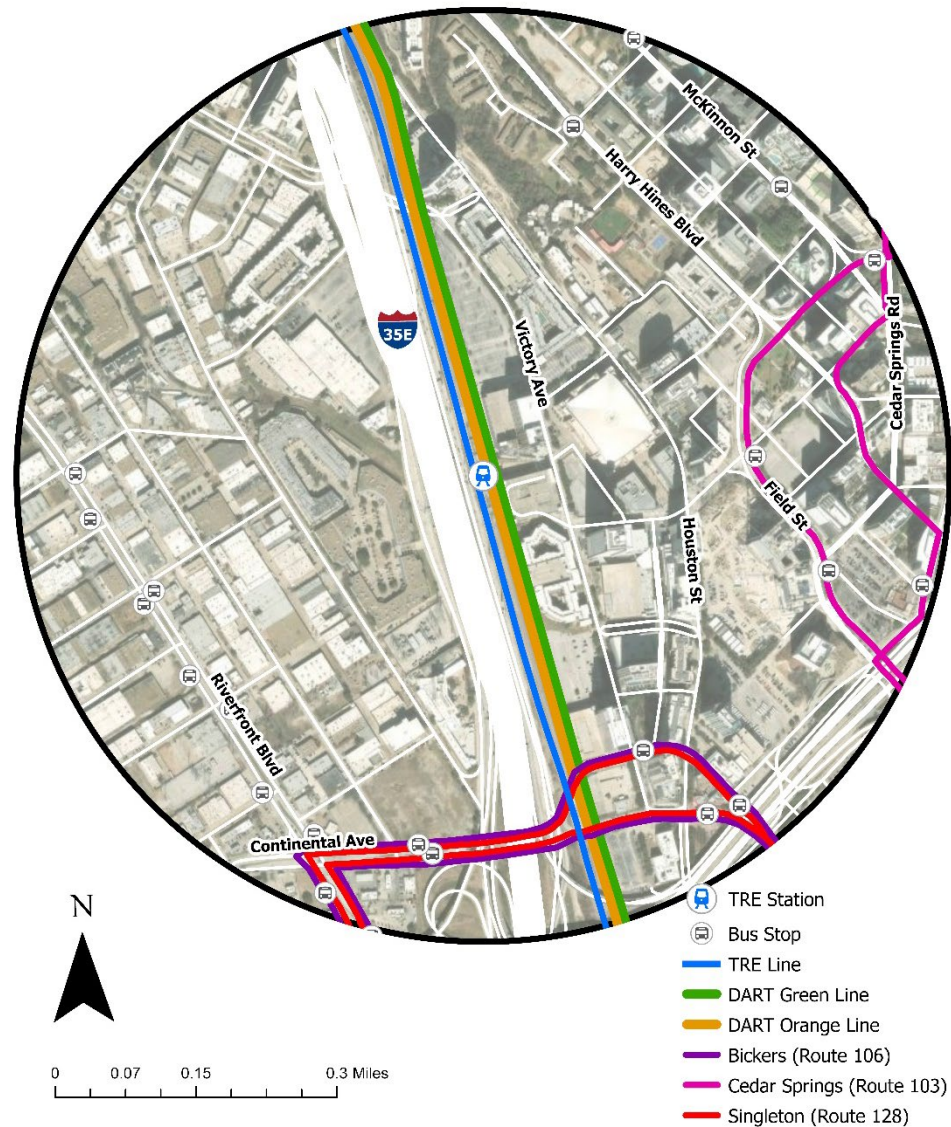
Bus/Shuttle Connections

The Victory TRE Station features transfers on an adjoining light rail platform to DART Green and Orange lines. At Victory Station TRE, trains operate on platforms 3 and 4 while DART light rail Green and Orange lines operate on platforms 1 and 2. No bus or shuttle service stops directly at Victory Station.

Within the half-mile radius but over a quarter mile walking distance away are the closest DART bus routes to the station including:

- Bickers (Route 106)
- Singleton (Route 128)
- Cedar Springs (Route 103)

Figure 20: Bus/Shuttle Connections at Victory



Victory Station Area Key Opportunities and Challenges

Based on the existing conditions of the Victory Station, there are several key opportunities and challenges to TOD in the station area.

Challenges

- I-35E presents a major barrier to connectivity within the station area, limiting access to nearly half of the station area.
- The station area has nearly reached full build-out, limiting large-scale redevelopment opportunities
- The high housing costs within Victory station area likely creates affordability issues, limiting access to transit-adjacent housing for low- and moderate-income households within the Dallas urban core.
- Long-term future of activity at American Airlines Center is uncertain and may shift neighborhood demand and market position.

Opportunities

- Victory station area has both a strong residential and employment base as well as a mixture of residential, office, retail, and other uses.
- The extensive mixed-use and expansive sidewalk network on the east side of Victory Station establishes a walkable station area environment that encourages pedestrian activity.
- A funded pedestrian connection at the station under I-35 E to the west creates possible long-term TOD opportunities in the Design District.
- Activity at the 11-acre NorthEnd development with a planned mix of uses including office space for financial services firms associated with the new Texas Stock Exchange could spur further demand for development in the Victory Station area.