

# Lamar Corridor



## Background and Context

As a primary connection between key tourist destinations and facilities and one of only a few contiguous north-south connections between the freeways on the Downtown's west side, the Lamar Corridor presents a crucial public face to visitors and locals alike. While the greater Lamar Street corridor stretches from South Side to Victory Park, the 360 plan focuses its attention on the area between the Dallas Convention Center and the West End. This area is the primary place for convention and visitor activity in Downtown, with anchors such as the new Omni Convention Center Hotel and the restaurant/entertainment node along Market Street. In addition, features such as El Centro Community College and the Bank of America Tower add a vibrant daytime population, and historic and cultural landmarks like the Old Red County Courthouse, the Holocaust Museum, Sixth Floor Museum and Dealey Plaza draw millions of visitors annually. The Lamar Corridor also has unparalleled transit access and is proposed to be a major transfer point of several proposed streetcar routes. DART light rail stations at the Convention Center and West End, a major bus transfer facility near Ross Avenue, and proposed streetcars along Lamar, Ross, Main and Young provide direct connections to local and regional destinations.

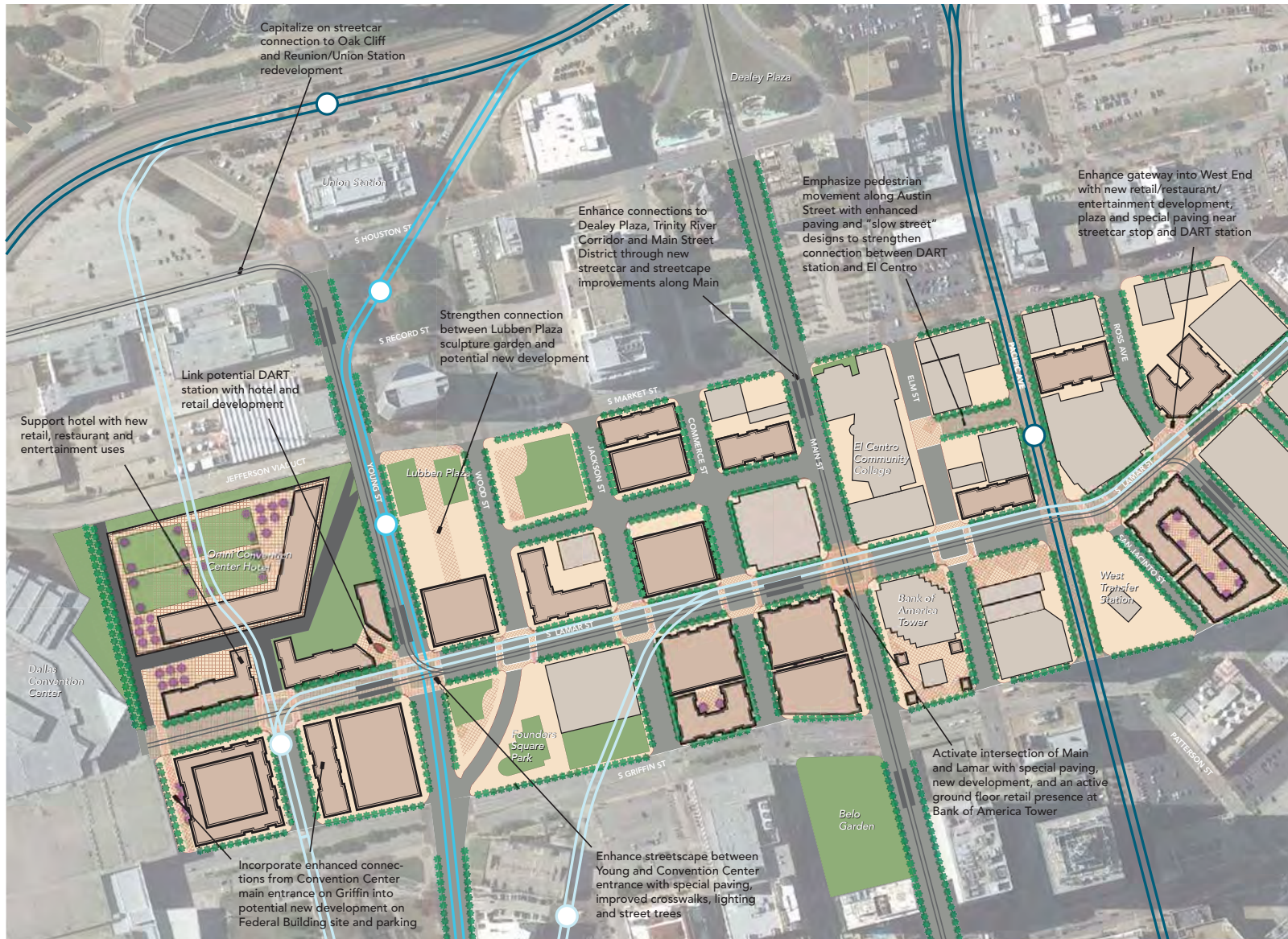
## The Opportunity

### Create a Great Entertainment, Cultural and Shopping Experience for Visitors and Residents

Despite the area's assets and access to both the regional road and transit system, much of the Lamar Corridor is underdeveloped, leaving significant gaps in the urban fabric. The lack of a contiguous development pattern creates an unwelcoming and unattractive environment to the many visitors, workers and students who populate the corridor. Conventioneers often do not feel safe and comfortable walking between the Convention Center and other areas of interest, leaving many to use vehicles to get to Downtown destinations or, worse yet, leaving Downtown altogether for entertainment and lodging. While the new Omni Hotel will provide a critical mass of overnight guests at the southern end of the focus area, visitors will need a series of activities and destinations along Lamar to entice them to explore Downtown Dallas.



The Lamar Corridor Focus Area design and development concept emphasizes infill development and an improved public realm to solidify the connection between the Convention Center and West End tourist and entertainment sites. To fully develop a market niche for the focus area and avoid competition with established destinations such as the Arts or Main Street districts, tourist- and visitor-oriented retail and entertainment uses are envisioned in key nodes along the corridor. With a significant upgrade and redesign of the public realm, Lamar Street would become an attractive gateway and corridor to access some of the City's most important landmarks. Special paving areas near the new Omni Hotel would allow hotel visitors to access new retail and entertainment uses along Lamar while providing an enhanced connection to the Convention Center main entrance at Griffin Street. In addition, the intersection of Main Street presents an opportunity to enliven the experience with new ground-floor retail in the Bank of America Tower, extending the success and activity in the Main Street District and linking with the large student and visitor populations along Lamar. Near the West End DART station,



## Lamar Corridor Focus Area

- Existing Building
- Proposed Building
- Existing DART Alignment
- Recommended DART Alignment
- Alternative DART Alignment
- Potential Streetcar and Station
- Existing Park or Open Space
- Existing or Proposed Plaza
- Enhanced Street Paving
- Enhanced Crosswalks





the Lamar Corridor should be developed with supporting tourist entertainment uses to activate the major gateway to the West End District and take advantage of the prime location at the confluence of multiple transit routes.

As a significant entry point to many of the historic and cultural resources in the West End Historic District, the Lamar Corridor also has the opportunity to complement the current mix of tourist-oriented uses. Especially in the area north of Main, blocks in the Lamar Corridor Focus Area are ideally sited for new cultural, institutional and visitor-oriented uses such as museums, interpretive exhibits and limited restaurant and retail services.

As the Lamar Corridor matures, residential and office development should fill in additional blocks to the east and west. The expanded presence of residents in the Lamar Corridor will help to enhance its vitality and sense of security, thus increasing its appeal to tourists and conventioners. The residential opportunities may be strongest for smaller units that can appeal to students and workers from the numerous nearby tourism-related businesses and facilities. The proximity to work and study destinations and the excellent transit service in the area provides an opportunity to reduce parking for such residential development, thereby reducing the development costs and making the units more affordable to lower- and middle-income households. Still, unless subsidies can be made available for such housing, the moderate-to-high land values in this district and the construction costs of appropriately dense housing types (primarily mid- to high-rise) may require that most housing be geared toward higher-income households. Similarly, the portion of Lamar that extends south from the Convention Center should be enhanced and developed to form a seamless connection from Victory Park to South Side.



*The Lamar Corridor should be a vibrant, visitor-oriented mixed-use destination, connecting nightlife venues, cultural facilities and retail opportunities.*



*Mixed-use buildings in the Lamar Corridor should bring housing, restaurants and retail services for nearby workers and El Centro students.*



*Visitor-oriented entertainment uses would build on the synergy of museums and other attractions found in the nearby West End Historic District.*



Lamar at Ross: The intersection of Lamar and Ross should be transformed with a new streetcar and public realm improvements including intersection paving, bulbouts with landscaping, and retail kiosks.



Lamar at Ross: A new signature development with visitor-oriented entertainment uses and upper floor housing or office should anchor the northwest corner.