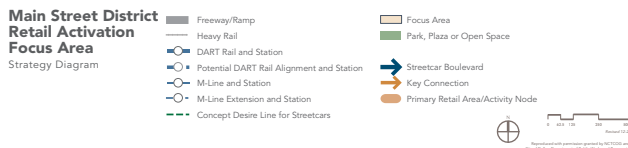
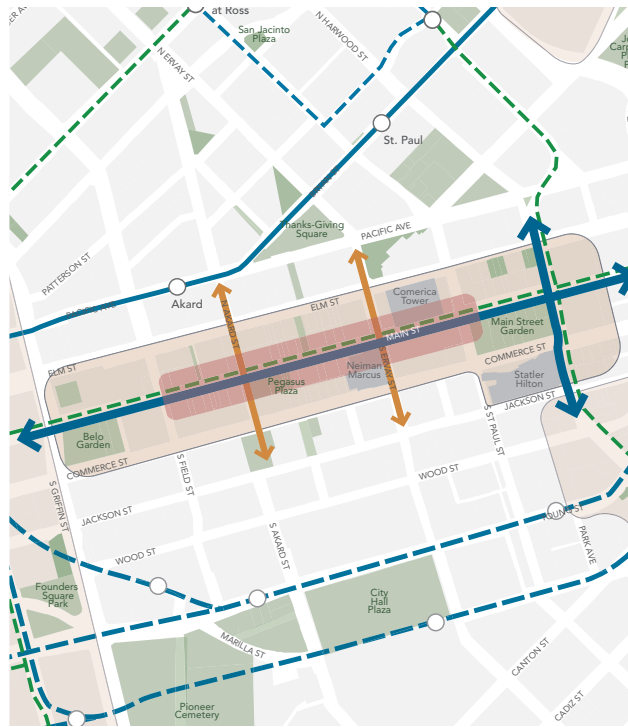


Main Street District Retail Activation Area



Background and Context

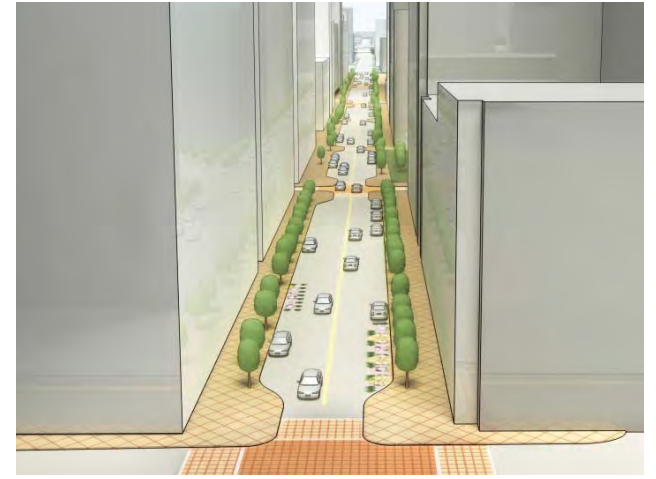
Stretching from Lamar Street east to the North Central Expressway between Pacific Avenue and Jackson Street, the greater Main Street District is the City’s historic heart of culture and commerce. With its dense collection of landmark skyscrapers, retailers, residences and public spaces, Main Street is the most complete urban experience in Downtown. To ensure a strong core as a foundation for a successful larger district, the 360 plan focuses attention on an area bounded by Commerce, Harwood, Jackson (to take in the Statler Hilton site) and Elm, and Lamar. Anchors such as Neiman Marcus, Comerica Tower and Bank of America Tower reflect the area’s historical commercial prominence, while hotels such as the Adolphus, Joule, Magnolia and Indigo serve a wide range of today’s visitor needs. The recent completion of Main Street Garden, the construction of Belo Garden, and the presence of corporate headquarters and University of North Texas facilities also signify the resurgence of Main Street as a desirable urban location. Indeed, the district’s numerous restaurants and entertainment venues attract visitors and locals to experience a rejuvenated, contemporary destination.

The Opportunity

Create a Bold, Sophisticated, One-of-a-Kind Retail District in the Heart of Downtown

While the Main Street Retail Activation Area has experienced a tremendous upsurge in public and private investment, the area does not yet offer the bustling, dynamic environment found in other large cities. Vacant buildings, scattered and disconnected retail, and an inconsistent public realm detract from the ability to “read” as a truly successful retail district. And while the area is served by nearby DART stations, transit service in the core area is limited to buses, often not a mode of transport for many locals or visitors, which have impacts on the surrounding environment. The district also has real and perceived parking and access issues, and it suffers from an inconsistent identity due to the lack of street-level vitality and activity.

The Main Street Retail Activation Area is envisioned to build on the nascent but growing synergy of fashion, dining and culture. A detailed action plan with block-



by-block recommendations for the area is outlined in a separate study entitled the Dallas Main Street Retail Activation Strategy (Retail Activation Strategy). With much more detail than is addressed in the 360 plan, this supporting document provides a holistic approach to completing the progress toward making Main Street a vibrant district for retail, residential and entertainment. The 360 plan provides overall guidance for the vision and character of the district on par with the other Focus Areas, while also presenting specific highlights and tools from the Retail Activation Strategy.

A core improvement for the Main Street Retail Activation Area is in the consistency of the public realm. Sidewalk and crosswalk materials, street furniture, outdoor dining and signage should reflect the district’s vision and identity as a modern and sophisticated destination (see Main street photosimulation on page 96). A consistent palette of granite, stainless steel, glass and wood aim to extend the look and feel of recent investments in properties such as the Joule, Dallas Chop House and The Element residential tower. Along with an improved physical environment,

increasing economic and social vibrancy is paramount for Main Street. Activities and installations such as outdoor dining, sidewalk “glass box” retail kiosks, interactive art, and engaging window displays are programmed in appropriate locations in each block, filling in vacant areas and adding greater round-the-clock vibrancy (see Comerica Tower photosimulation on page 96). Another key strategy is the activation of Pegasus Plaza and nearby pedestrian passages. While a valuable asset, Pegasus Plaza is generally an uninviting and somewhat sterile environment during non-event times. Suggestions include a bar or café space to be developed on the south side of the plaza, a central public art feature, and moveable seating to encourage informal use throughout the day (see Pegasus Plaza photosimulation at right).

A final strategic improvement to the Main Street Retail Activation Area is the redevelopment of the former Statler Hilton site at Commerce and St. Paul. Anchoring the southern edge of the Main Street District’s new “front yard”, Main Street Garden, this large structure presents great challenges but holds great opportunity. The site is located strategically at the confluence of the Main Street and Farmers Market focus areas, making it critically important in its ability to knit together these disparate parts of Downtown. Uses such as student housing, mixed-income housing, or a modern boutique hotel are appropriate and would ensure that Main Street Garden remains a desirable, active and safe place. These improvements, and many more identified in the Retail Activation Strategy, aim to secure Main Street’s role as the soul of Dallas.



Pegasus Plaza: Improvements such as a new café structure, public art feature, and retail kiosk help activate multiple edges and spaces in this important Downtown gathering space.



Pegasus Plaza: Nighttime illumination of the Magnolia Hotel façade, outdoor seating areas, trees and other elements help ensure safety, vibrancy and consistency with the vision for Main Street.



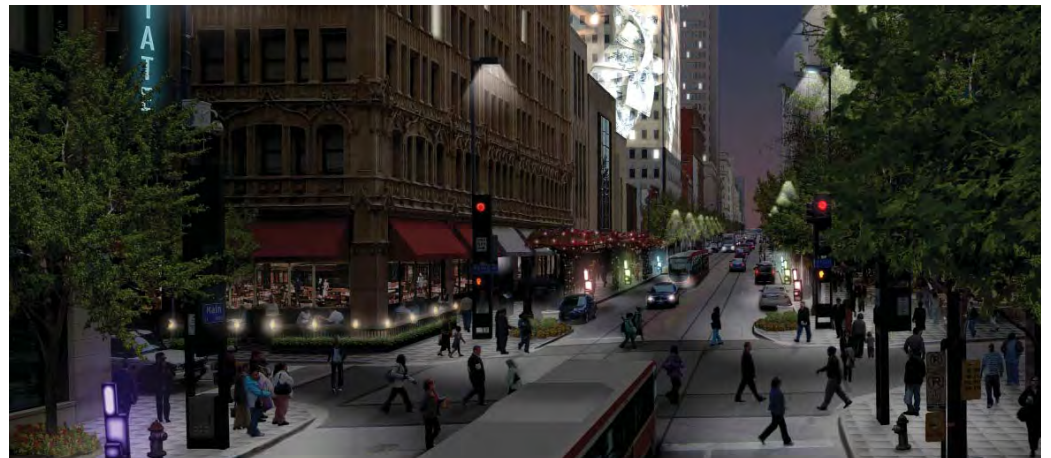
Comerica Tower: The existing ground-floor spaces at the Ervay and Main intersection do not reflect the vibrancy desired for this critical intersection across from Neiman Marcus.



Comerica Tower: New crosswalk and sidewalk paving, dynamic façade advertisements/displays, and a glass-box kiosk offering food or other goods would activate the corner.



Main Street looking east from Akard: Additional outdoor dining opportunities, new district-specific crosswalks and sidewalk paving, street trees, and landscaped planters and trellises will help create a contemporary yet welcoming environment.



Main Street looking east from Akard: A new streetcar supports the district's desire to be the premier retail and entertainment destination for Downtown, while nighttime illumination of interactive sidewalk art installations and building façades completes the transformation to a bold, energetic place.