

## South Arts District



### Background and Context

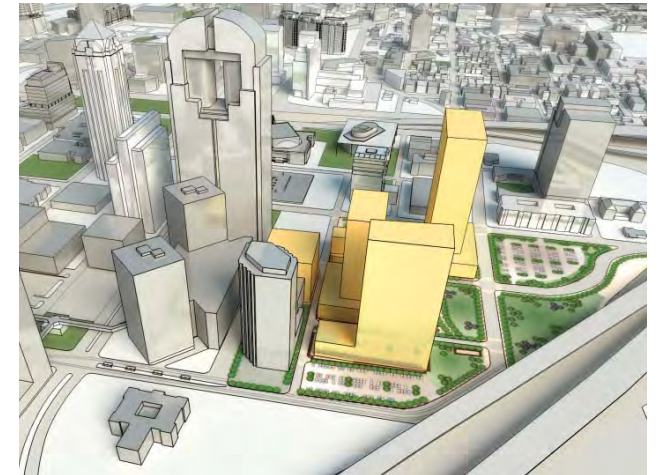
Located immediately south of the Dallas Arts District, the South Arts District's current primary function is to provide inexpensive parking for nearby offices and arts venues. Consisting largely of vacant land and surface parking lots, the focus area boasts high freeway visibility and access, existing light rail access, potential streetcar service, and opportunity for development due to the presence of infrastructure and the lack of existing buildings. The South Arts District Focus Area is across the street from world-class venues in the Dallas Arts District and is home to the vacant Crozier Tech/Old Dallas High School building, a local landmark with adaptive re-use potential at the Pearl DART light rail station. New development in this area of the CBD would accomplish many goals of the 360 plan, including increasing DART light rail ridership, better linking the Pearl station with the Arts District, and opening up a "front door" to Ross Avenue.

### The Opportunity

#### *Develop a Living, Shopping and Dining District, Complementary to the Dallas Arts District, with Great Connections to the Rest of Downtown*

A large contiguous development site bordered by Ross, the North Central Expressway, Bryan and Crockett provides a unique opportunity to significantly change the development character of the area. A recent development proposal for this site includes high-rise office, mid-rise residential, ground-floor retail, and plaza spaces, taking advantage of proximity to the Arts District and Commercial Center. The concept would also reconstruct and reorient public streets while emphasizing connections to the nearby DART station. An additional development proposal is submitted for the Crozier Tech/Old Dallas High School site, where an adaptive re-use project would transform the building into residential, office and retail.

The 360 plan supports the progress to develop these strategic gateways into Downtown. Importantly, any redevelopment of these sites must support the plan's principles and assist in implementing the Transformative Strategies. The South Arts District Focus Area has the potential to complement the adjacent Dallas Arts District by building on its unique character and creating bold and daring



design. The South Arts District should emphasize walkable blocks and pedestrian-oriented buildings that engage all of the surrounding streets. New development should establish an open, connected neighborhood that avoids the self-contained environments that have been created in similar mixed-use private developments at Victory Park or in parts of Uptown.

Any new development in this area also has the opportunity to transform the experience and presence along Ross Avenue (see Prototypical Intersection plan illustration on page 99). Good design of this environment can help heal the divide between the Arts District and Ross Avenue while luring arts patrons to experience more of Downtown. Developments should address Ross with active front entrances, retail uses, and pedestrian connections that link areas further south. "Destination" restaurants, arts-related retail, artist live/work housing and a possible arts-oriented education institution are appropriate to line Ross Avenue at critical intersections in the ground floors of new office or residential buildings.

Sidewalks and public realm improvements should respond to and reflect the addition of a potential streetcar along Ross, orienting enhancements around a possible station between Routh and Leonard.

Areas between San Jacinto and the Pearl DART station should incorporate a mix of residential, office and service retail. New streets that are either reconfigured or created should form small urban blocks that facilitate walking and avoid large, superblock-style development pads. Plazas should be highly visible and fronted with active uses such as building entrances, transparent ground-floor and upper floor windows and doors, and retail or restaurant uses.

Pedestrian connections are also critical to create a viable, attractive and easily navigable linkage between the Pearl DART station and Ross Avenue and the venues to the north. Leonard Street provides the best opportunity for such a connection, as its terminus at Bryan Street links with the end of the DART platform at the Pearl station. On its northern end, Leonard Street crosses Ross, providing direct connections to the AT&T Performing Arts Center. New developments in the focus area should orient building entrances, plaza/open spaces and/or retail uses to the Leonard Street corridor to ensure that this potential pedestrian linkage is emphasized as a safe, attractive connection to Arts District venues. For example, the intersection of Leonard and San Jacinto should become the hub of any new residential or “neighborhood-oriented” developments, creating a built-in 24-hour energy while encouraging office buildings to be located slightly east and north. Particular emphasis to the design of Leonard Street will be important immediately north of Bryan, where parking facilities dominate the land use patterns. Additional pedestrian passages or enhanced sidewalks should be integrated into new developments to facilitate east-west circulation and provide access to the area along Ross nearest One Arts Plaza.

New housing in the South Arts District is likely to reflect recent and proposed projects, focused on upper-end prices, due to the higher land costs and the higher construction costs for contextually appropriate building types (mid- to high-rise). This upper-end market niche can complement and support the existing cultural venues, as well as contributing to demand for the high-end shopping and dining experiences envisioned for this district.



*Buildings in the South Arts District should be oriented to a new central open space that would serve as a neighborhood park for office workers and residents.*



*Passages, open space edges, and key street linkages should be animated with restaurants, cafés and arts-oriented retail.*



*Buildings should present an engaging façade with active uses along Ross Avenue to enliven a future streetcar stop and interact with the nearby Arts District venues.*





Intersections should utilize well-marked crosswalks reflecting Arts District paving patterns to ensure visual connectivity and safer pedestrian movement across Ross Avenue.

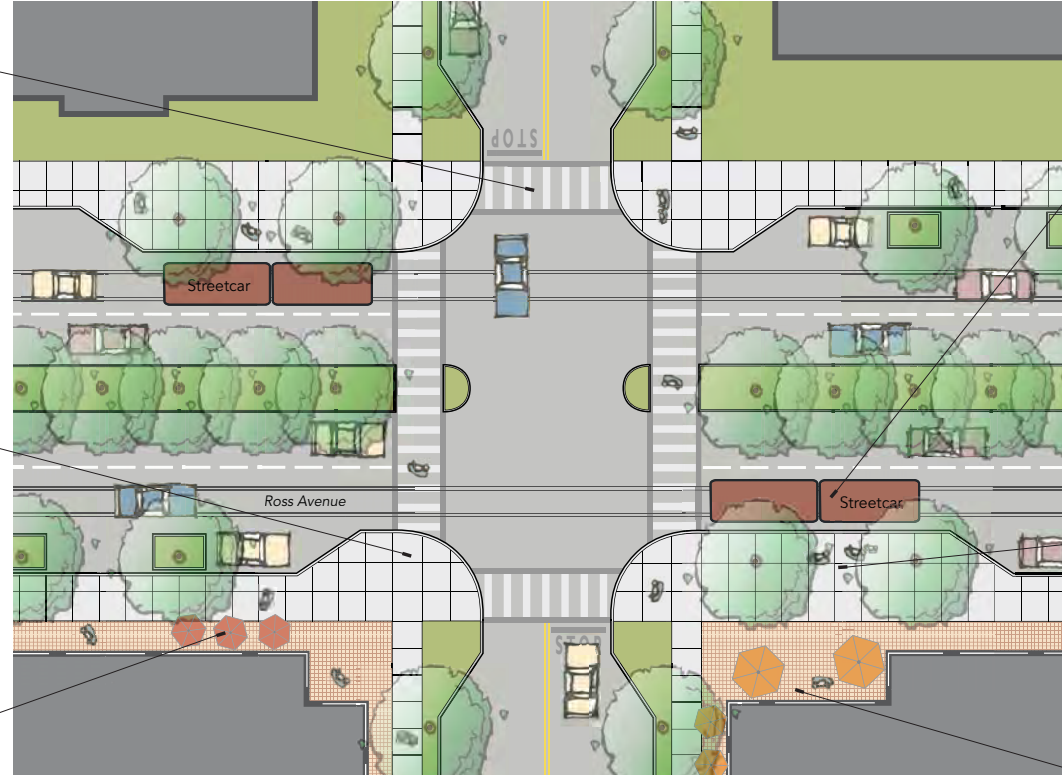


Bulbouts should be constructed at key intersections near streetcar stops to shorten the crossing distance, slow traffic, and allow for increased pedestrian queuing and movement.



Ground floors of new buildings should engage Ross Avenue with large, transparent windows, outdoor dining, and landscape planters to create an attractive, engaging pedestrian realm.

## Prototypical Intersection: Ross Avenue



Streetcar stops should provide ample space for riders, ADA-accessible boarding platforms, and information on nearby destinations and connections.



Transit shelters should adopt a modern, colorful design scheme to reflect the contemporary architectural and public realm palette found in the Arts District.



Building corners should be articulated with active ground floor uses, primary entrances, and shallow setbacks for dining or vending/kiosks to engage pedestrians and transit riders.