



III A Downtown of Districts

A Complex, Diverse Urban Environment

Downtown Dallas is a complex, diverse collection of environments, experiences and neighborhoods. While the 360 plan focuses primarily on the area inside the freeway loop (the CBD), the broader Downtown extends across an area of more than nine square miles surrounding the core. This larger geography encompasses an array of distinct districts, each having its own character, mix of land uses, and range of functions.

From historic buildings and museums to postmodern office towers and new row-houses, Downtown’s districts provide a physical setting for nearly every taste. For example, the Dallas Arts District has numerous world-class cultural amenities, the West End and Victory Park host entertainment destinations that attract locals and visitors, and Deep Ellum maintains a distinct history and character like no other place in Dallas. The 360 plan recognizes and solidifies the important role that each of these districts plays in developing the overall identity and impression of Downtown Dallas. Linking these districts, further defining their respective visions and characters, and ensuring that they play complementary roles within the greater Downtown are all key elements of the 360 plan strategy.

The 19 districts are grouped into three categories: Core Districts, Supporting Districts, and Surrounding Districts and are shown in the diagram on page 25.

CORE DISTRICTS

Historically seen as the heart of Downtown, seven Core Districts make up the area inside the freeway loop. These districts are home to most of the major center city landmarks and are officially recognized and “managed” by DDI and its stakeholders. The Core Districts include:

- Dallas Arts District
- Thanksgiving Commercial Center
- Main Street District
- Dallas Farmers Market
- Dallas Civic Center
- Reunion/Union Station District
- West End Historic District

SUPPORTING DISTRICTS

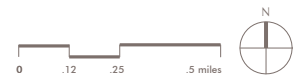
While historically distinct neighborhoods that were previously considered separate from Downtown, areas outside of the CBD are increasingly linked with the physical, economic and social realities of areas inside the loop. Thus, as recognized by DDI and stakeholders, a new definition of the geography of Downtown Dallas has been adopted, composed of the Core Districts and the following Supporting Districts:

- Victory Park
- Uptown
- Baylor
- Deep Ellum
- Cedars
- South Side
- Riverfront
- Dallas Design District

SURROUNDING DISTRICTS

In addition to the Core and Supporting Districts, several areas immediately outside of the Downtown area have strong connections and associations with the city center. These Surrounding Districts, while not recognized as “official” districts as a part of Downtown, provide ancillary activities, a strong resident base, and additional opportunities to enhance the core of Dallas. The Surrounding Districts include:

- East Dallas
- South Dallas/Fair Park
- Oak Cliff
- West Dallas



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CORE DISTRICTS

Dallas Arts District

CHARACTER AND VISION

As the nation’s largest contiguous arts-oriented cultural district, the Dallas Arts District has perhaps Downtown’s most widely-recognized district identity. The collection of venues for opera, visual art, symphony orchestra and live theatre provides an unmatched single destination to experience arts-related activities and performances. The district is home to the country’s largest collection of buildings designed by Pritzker Prize-winning architects, such as I.M. Pei, Lord Norman Foster, Renzo Piano and Rem Koolhaas. A specially designed streetscape along Flora through the center of the district knits together the diverse group of landmarks, conveying a unified, contemporary identity. Additional landmarks include historic churches and prestigious commercial and residential addresses, which attract thousands of workers and visitors.

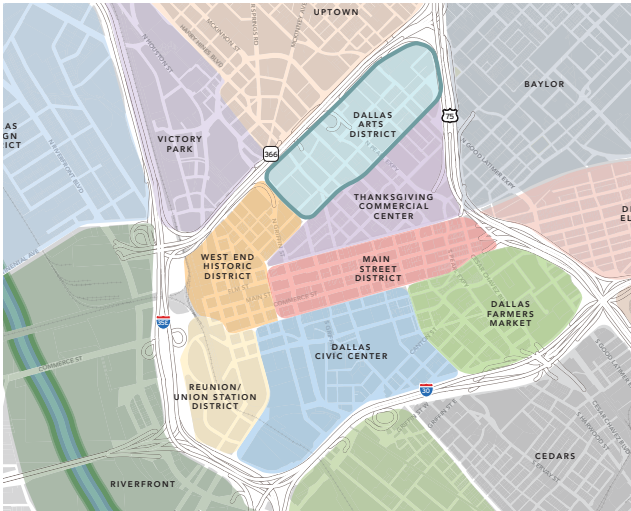
The Dallas Arts District is envisioned to remain the unparalleled leader and innovator in the fields of arts and culture in Downtown Dallas, as well as for the entire City and region. As the vast majority of buildings and infrastructure are less than 25 years old, only modest change is anticipated. The Park, a deck park which will span over Woodall Rodgers Freeway, will be instrumental in linking the area to Uptown residences, hotels and office buildings. The extension of the McKinney Avenue Trolley loop along Olive, Federal and St. Paul will further enhance connections between the Pearl DART station, the Dallas Arts District and Uptown.



Special events, public realm activation, and activities such as architectural tours are all ways that the Arts District can become a more vibrant destination.



The redesign of Ross Avenue is a priority to connect both sides of the street within the Dallas Arts District and promote a more unified experience between arts venues and developments to the south.



KEY RECOMMENDATIONS

- Ensure that a future potential streetcar along Ross improves the streetscape, links to adjacent venues and facilities, and expands the district’s transit accessibility to the west and east.
- Activate Flora Street with additional public art and rotating interactive exhibits to enhance architectural tours and encourage non-event visits.
- Reconstruct Harwood within the Arts District with the same design and materials as Flora to extend the district’s ability to host events and link directly to the new deck park.
- Redesign Pearl Street with traffic calming interventions that make it more pedestrian friendly.

Thanksgiving Commercial Center

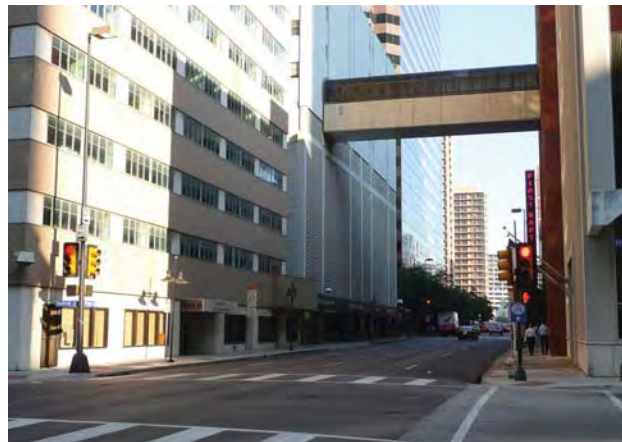
CHARACTER AND VISION

Downtown's visual identity is owed in large part to the skyline established in the Thanksgiving Commercial Center district. As the area around Main Street became developed, office and commercial construction spread northward to access the North Central Expressway in the 1960s and '70s. This development pattern filled the area between Pacific and San Jacinto, particularly along Pearl, Harwood and Ervay. The many skyscrapers built in this district helped define the image of modern Dallas as a national center for energy and finance. However, most structures were built with internalized retail and services, often leaving the street frontages bare and inactive. Skybridges and tunnels, built to link office towers and hotels to parking structures and other Downtown destinations, exacerbate the feeling of isolation at street level. In addition to several wide and often unattractive streets, many surface parking lots create significant voids in the connection from Main Street to the Dallas Arts District.

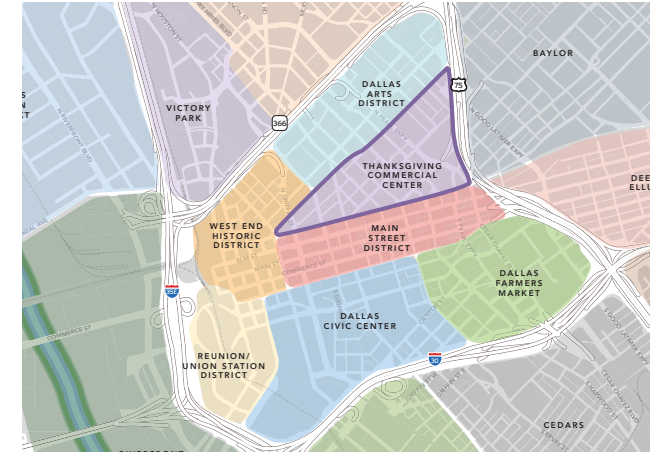
The Thanksgiving Commercial Center district is undergoing a transition from a sea of corporate towers to a more vibrant, mixed-use activity center. The Pacific transit mall has had dramatic impacts on the vibrancy and perception of the area, with numerous office-to-residential conversions and increased activity at street level. The District's future should continue this transition with the redesign of several of its primary streets, such as Pearl and Harwood, to accommodate greater pedestrian, bicycle and transit movement.



Ground floor frontages and streetscapes in the district should be more pedestrian-friendly to create an environment attractive to workers and visitors.



Streets such as Ervay should be prioritized for streetscape enhancements and ground-floor retail conversions to boost vitality and strengthen north-south connections.



KEY RECOMMENDATIONS

- Prioritize streetscape improvements along Ervay, Harwood and Pearl to encourage greater pedestrian mobility between Main Street and the Dallas Arts District.
- Design and construct Pacific Plaza smaller than what is proposed in the Downtown Parks Master Plan to serve as a multi-purpose space for nearby office workers, area residents, and the Sheraton Hotel for exhibits and activities. Engage the space with new development on its northern edge and by redesigning Live Oak as a slow street to connect Aston Park into a larger contiguous space.
- Ensure that the McKinney Avenue Trolley extension and loop along Olive, Federal and St. Paul provides a stop near the Pacific transit mall to serve the district.
- Encourage ground floor conversion of office buildings and hotels to retail and restaurant uses, especially on "priority streetscape" streets such as Ervay, Harwood and Pearl.

Main Street District

CHARACTER AND VISION

As Downtown's historic heart of commerce, the Main Street District remains the geographic center and primary gathering space for a large, expansive city core. Core destinations such as the Neiman Marcus flagship store; Comerica Bank Tower; the Joule, Magnolia and Adolphus hotels; and numerous restaurants combine to form an energetic center for "destination" dining, retail and entertainment. With Main Street as the primary spine, the Main Street District extends to Pacific, Cesar Chavez, Jackson, and Lamar. This larger area takes in such landmarks as the Majestic Theater, Bank of America Plaza and Thanksgiving Tower, as well as many other office buildings, parking facilities and retailers. New residential towers and adaptive re-use projects also help to make Main Street a vibrant mixed-use district. Finally, transit improvements, such as the MATA extension linking to the Arts District and Uptown, underscore Main Street's importance at the core of Downtown. The separate, detailed Main Street District Retail Activation Strategy focuses on the core area of Main Street between Harwood and Field. This core of activity is also one of the five Focus Areas studied in greater depth in the 360 plan.

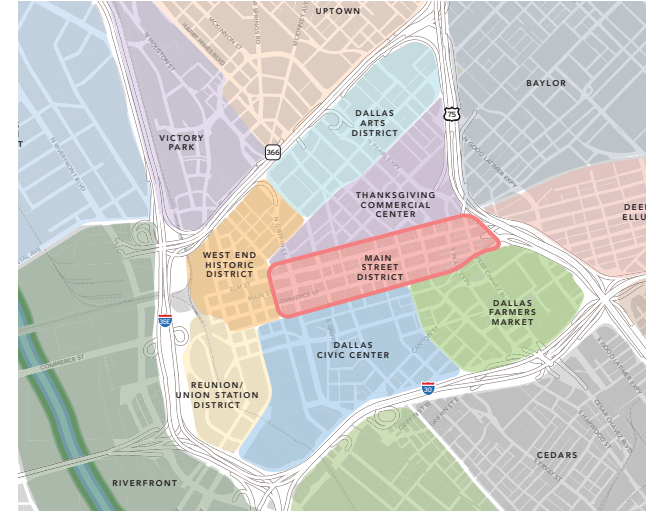
As the Main Street District implements components of the Retail Activation Strategy, the district is envisioned to continue its evolution into a contemporary, dynamic retail destination. Boutique retailers, unique restaurants, and a lively, artistic public realm will complement each other in an exciting environment that is second to none in the region. As the core Retail Activation Area is fully revitalized, blocks in other parts of the Main Street District should embrace improvements to the public realm to spark additional investment along streets such as Commerce and Elm.



Main Street should reflect a bold, contemporary feel with vibrant, colorful signage and bustling street activity.



The Statler Hilton anchors the southern edge of Main Street Garden and is a critical development site to provide additional eyes on the park and support overall district vitality (Photo: Noah Jeppson).



KEY RECOMMENDATIONS

- Implement the recommendations of the Main Street District Retail Activation Strategy.
- Construct a streetcar along Main Street to link the district to Deep Ellum and the Trinity River.
- Support the district's identity with a new branding campaign, streamlined parking services, and retail recruiting and retention activities.
- Solicit design and development proposals for the former Statler Hilton site to seek adaptive re-use or new development with uses such as mixed-income residential, hotel, and/or student housing.
- Create a key gateway point and connection with the Lamar Corridor at the intersection of Lamar and Main Street.

Dallas Farmers Market

CHARACTER AND VISION

The Dallas Farmers Market district encompasses a large area bounded by Jackson, the North Central Expressway, the R.L. Thornton Freeway, and St. Paul. The presence of the Farmers Market facility at its center, nearby institutional uses, and several residential developments is evidence of the area's emerging appeal. However, despite these assets much of the district is vacant or has no consistent development pattern to establish and advance a new identity.

Moving forward this district is envisioned to become Downtown's first true balanced neighborhood. A large site immediately north of the Farmers Market facility is the subject of a detailed design concept explored as one of this plan's Focus Areas. Building off of that concept to fill in a large gap with low- and mid-rise housing, other areas within the Dallas Farmers Market district should develop with complementary uses. Additional residences, including townhouses, flats, and lofts are appropriate, while supporting uses and services such as small-scale neighborhood retail at key corners, parks, tot lots, and even a school are desirable to support the family-friendly atmosphere.



The Dallas Farmers Market is a unique asset around which a family-friendly, transit-oriented neighborhood should continue to emerge.



Residential development should incorporate stoops and porches and plentiful windows to support active, safe streets and contribute to a comfortable neighborhood environment.



KEY RECOMMENDATIONS

- Integrate the future D2 light rail line and station to bolster neighborhood identity and entice ridership.
- Create a unique neighborhood park/plaza along Pearl Street as a focal point for the area (see Focus Areas: Farmers Market).
- Improve the public realm along Cesar Chavez Boulevard to calm traffic, enhance streetscaping, and increase walkability.
- Develop an image and brand and further develop programming for the Dallas Farmers Market as an asset and anchor for the larger district and neighborhood.
- Continue to work with operators of The Bridge Homeless Center to ensure resident safety and quality of life in the new neighborhood.

Dallas Civic Center

CHARACTER AND VISION

Home to landmark civic destinations such as the Dallas Convention Center, City Hall, J. Erik Johnson Central Library, and significant open spaces, the Civic Center serves as a primary attraction for the City of Dallas. The Dallas Civic Center encompasses a large area between Jackson, St. Paul, I-30 and Jefferson/Market. Often overshadowed by the presence and expansion of high-profile facilities such as the Convention Center, blocks of underutilized land, vacant buildings and parking lots comprise much of the district. Streets are often wide, uncomfortable places to walk. Outside of the major landmark buildings, the district has no definable activity nodes or identity.

The Dallas Civic Center is envisioned to become a more identifiable and thriving district, with government and civic destinations supported by offices, residences and hotels. Many vacant or underutilized buildings with good urban design and architectural “bones” in the district may be suitable for adaptive re-use, particularly for non-profit agencies, ancillary government offices and support services. Vacant parcels and surface parking lots provide ample ability for new construction for hotels or future City government expansion. Some surface parking should be retained in the short term, however, to provide convenient access to destinations such as the Convention Center, City Hall and nearby Dallas Farmers Market. Public realm improvements in the district should improve connections between City Hall and the Main Street and Dallas Farmers Market districts, as well as from the Convention Center to nearby hotels.



Dallas Civic Center landmarks such as Pioneer Plaza and Cemetery should be better marketed to conventioners and visitors as a part of improvements to the nearby Lamar Corridor.



City Hall Plaza is one of the City's most prominent gathering spaces and has the opportunity to become more active with special programming and design enhancements.



KEY RECOMMENDATIONS

- Strengthen the connection from City Hall to Browder Street and the Main Street District by straightening the path through City Hall Plaza, improving the crosswalk on Young, and enhancing the passage along the west side of the Central Library.
- Actively pursue adaptive re-use of the 500 South Ervay building at the corner of Ervay and Young. Potential uses could be mixed-income residential, multi-tenant office or boutique hotel.
- Redesign City Hall Plaza to accommodate active programming such as food vendors, art shows, and moveable seating and tables to encourage City Hall employees to animate the space. Reconfigure circulation to be less rigid, while emphasizing the connection from Young and to the Central Library.
- Strengthen the Dallas Civic Center with new residential development marketed to City of Dallas employees and other Downtown workers on land surrounding the Wood and Ervay intersection.
- Enhance the recent streetscape improvements along Ervay between Young and Jackson with trees, landscaping and/or shade structures to encourage walkability between the Civic Center and Main Street districts.

Reunion/Union Station District

CHARACTER AND VISION

The Reunion/Union Station District is widely known for its two primary landmarks, Union Station and Reunion Tower. As a consequence of the demolition of Reunion Arena in 2009, much of the district between Commerce, Market/Jefferson and I-30/35E is vacant. Several surface parking lots, a parking garage and minor surface streets occupy the area between the DART light rail tracks and the freeway, while Belo Corporation facilities anchor the northeastern edge of the district adjacent to the Downtown core. Aside from the activity at Union Station and the Reunion Tower/Hyatt complex, the larger district has no clear purpose or identity.

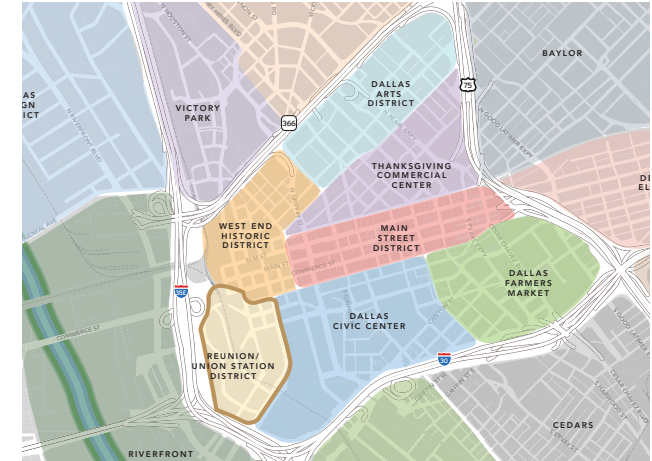
As depicted in a detailed design concept in Chapter V of the 360 plan, the Reunion/Union Station District is envisioned to become a dynamic, high-intensity mixed-use environment and destination address. The opportunities to incorporate parking and service functions at the existing ground level where surface parking lots exist will allow for a new, world-class development at the level of the Houston and Jefferson viaducts. Centered on a new open space, connecting street and promenade, and network of passages and deck parks, this development area can become a new location for corporate relocations and high-rise residential and hotel uses. In turn, it offers the opportunity to develop architecturally significant and iconic buildings on the southwest edge of Downtown. The site's access and visibility to freeways, commanding views of the Trinity River corridor, multi-modal transit hub, and proximity to the Convention Center give the district a unique regional edge.



The Reunion/Union Station District provides an unparalleled opportunity to create a new vibrant, transit-oriented development for corporations, hotels and residences that boldly enrich the skyline.



Ground floors should have active uses to promote pedestrian activity within the development site and to and from adjacent uses such as the Convention Center, Omni Hotel, Hyatt Regency Dallas, and Reunion Tower.



KEY RECOMMENDATIONS

- Ensure appropriate “land swap” and parcel assemblage to develop a specific master development plan and agreement to establish a phased approach to redevelop the site.
- Seek funds and explore public-private partnerships to construct a deck park between the Jefferson and Houston viaducts over the Tom Landry Freeway to provide access into the Trinity River Corridor.
- Market and promote the destination as a transit-oriented development campus to corporations, hoteliers and developers seeking a high-profile destination address; position the site as the future location of a high speed rail station to maintain its advantage as the regional transit hub.
- Link new development with other areas of Downtown via a new dedicated street, pedestrian promenade, and streetcar stop along the Houston viaduct.

West End Historic District

CHARACTER AND VISION

With many of Downtown's most visited sites, the West End Historic District provides a valuable resource for visitors and locals alike. The larger district includes the formal boundaries of the historic district as determined and regulated by the City of Dallas, generally in an area west of Lamar and north of Commerce. The Sixth Floor Museum and Dealey Plaza, Dallas World Aquarium, Old Red Museum and Market Street entertainment area are key destinations. Nearby assets include the primary facility for El Centro Community College as well as large employers found in the Fountain Place and Bank of America towers. From the West End DART station, the busiest in the light rail network, DART provides access to other parts of Downtown and the region and lends to the district's identity.

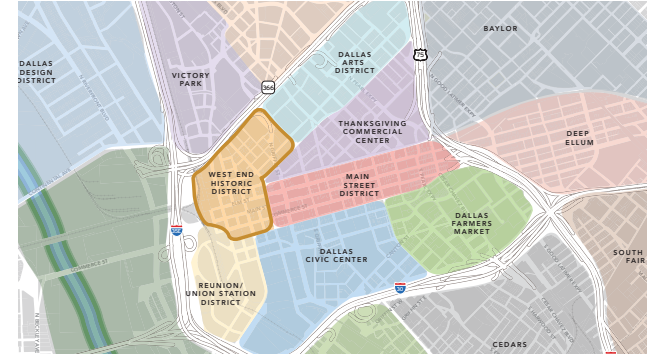
The West End Historic District is envisioned to remain a significant cultural and entertainment resource for Downtown and the City. To remain competitive in a large multi-destination urban core, however, the West End will need to embrace new uses and build on its unique architectural heritage. Building on a burgeoning creative economy sector and historic buildings suited to adaptive re-use, the West End should foster greater interaction with El Centro students and leverage nearby corporate and public capital to grow beyond its singular image as a tourist-oriented entertainment district. A future streetcar corridor along Lamar Street will be critical to strengthen the West End's connection to the Convention Center, Victory and Southside. A strong, updated image and brand will redefine the area's niche as a premier historic urban district that serves students, residents and workers in addition to visitors.



Open spaces and plazas in the West End should embrace and reflect the historic surroundings while serving as a home for special events and activities.



A revamped image and branding campaign should focus on Market Street as a vibrant, unique regional destination in the heart of the West End.



KEY RECOMMENDATIONS

- Develop the northwest corner of Lamar and Ross with a mixed-use building with ground-floor entertainment-oriented use to serve convention visitors and others at this critical gateway to the West End.
- Re-tenant the West End Marketplace with complementary uses such as a museum, hotel, or as a business incubator with strong ties to El Centro Community College, Bank of America, and the nearby Environmental Protection Agency office in Fountain Place to encourage innovative, creative/green economy business start-ups and partnerships.
- Complete the proposed West End Square at the northwest corner of Market and Corbin as a central gathering and event space for the district. Design features should include hardscape and landscape areas for events as well as passive areas for outdoor dining, seating and trees.
- Integrate proposed streetcars on Lamar and Ross with enhanced paving, extending the West End image and brand.
- Encourage special events, festivals and semi-permanent destination uses to add year-round activity.
- Collaborate with the West End Historic District and other private partners to update West End's image, marketing and branding identity and materials.

SUPPORTING DISTRICTS

Victory Park

CHARACTER AND VISION

Victory Park, a newly-minted district on the site of a former industrial area, is home to one of the Downtown area's most recognizable experiences, including visitor-oriented sports, entertainment and shopping that complement the nearby American Airlines Center. The Victory Park district's plan for additional high-rise residential and offices is anticipated to remain, fulfilling a niche in the overall Downtown market. However, its recent efforts to diversify present opportunities to further integrate the large development into the greater urban fabric. As Victory Park evolves and completes its build-out, the district should embrace a stronger connection to the rest of Downtown and to neighboring Uptown and Design District.



KEY RECOMMENDATIONS

- Support transit investment by orienting future developments to the Victory DART station and the potential streetcar line that would connect to the Dallas Design District and West End Historic District.
- Activate the Houston Street frontage with restaurants and entertainment venues that could attract future streetcar riders and open up façades that currently turn their backs to Uptown.
- Focus new tenant infill near the Museum Way and Houston intersection to strengthen connections to the Perot Museum of Nature and Science.



Future phases of office, residential and hotel development should emphasize relationships to the transit system and other parts of Downtown.

Uptown

CHARACTER AND VISION

The Uptown neighborhood has experienced tremendous growth and change in recent decades, transforming from a low-rise, sleepy residential area into a bustling mixed-use urban district. Currently commanding some of the highest office and residential per-square-foot prices in the region, Uptown is largely successful in balancing jobs, housing and services. As Dallas's most dense neighborhood, Uptown consists of a wide mix of apartments, condominiums, townhouses, residential towers and historic homes. Despite these assets, large blocks and inward-oriented building architecture present challenges to pedestrian activity in many parts of the district. In the future, developments are expected to fill in gaps to assist in creating a truly walkable, transit-oriented urban neighborhood.



KEY RECOMMENDATIONS

- Create a transit-oriented, walkable neighborhood by developing new projects and redeveloping existing buildings with small setbacks, ground floors with high transparency, and retail/restaurant uses; address parking needs while envisioning no surface parking in front of buildings.
- Improve walkability on key streets such as Field/Moody/Pearl, Cedar Springs and Maple by calming traffic, introducing on-street parking, making sidewalk widths consistent, and planting street trees.
- Provide workforce housing options to encourage greater income diversity.
- Implement the proposed extension of the Katy Trail from American Airlines Center to the Dallas Arts District, and further develop plans to link eastward with the Santa Fe Trail in Deep Ellum.

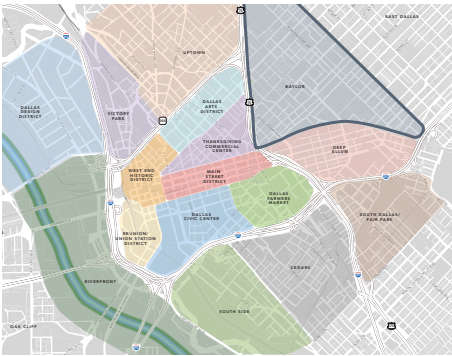


New development in Uptown should embrace streets and sidewalks to encourage walking as the neighborhood continues to intensify.

Baylor

CHARACTER AND VISION

The Baylor district encompasses a wide area generally east of Cesar Chavez, north of Deep Ellum, and west of Haskell Avenue. Anchored by the Baylor University Medical Center, the Bryan Place residential node and the Meadows non-profit cluster, this neighborhood is also home to several non-profit organizations, creating a cluster of service-oriented uses. Baylor marks a stark contrast with areas inside the loop with its historic residential platting and land uses. Baylor is envisioned to remain an institutional-based district, based on large expansion plans and neighborhood investment from the Baylor University Medical Center, supported by a range of professional and family-oriented housing.



New townhouses, stacked flats and lofts should continue to provide housing for Downtown, Uptown and medical center workers.

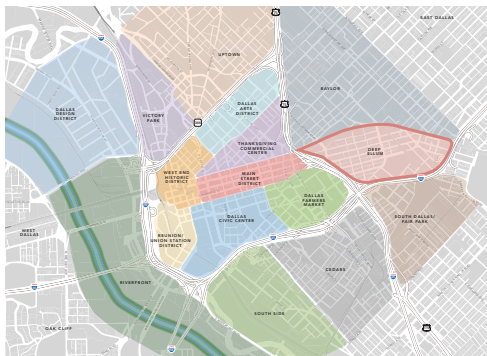
KEY RECOMMENDATIONS

- Strengthen connections to the Arts District. Redevelop with commercial, housing and mixed-use along Ross.
- Encourage new housing for professionals and working families.
- Encourage development of properties between the DART Deep Ellum station and Central Expressway for housing or non-profit uses.
- Enhance connections from the Baylor University Medical Center DART station along Hall, Malcolm X and Gaston by encouraging new medical-oriented development.
- Support the development and enhancement of the Santa Fe Trail, linking East Dallas, Baylor and Deep Ellum to the CBD.
- Reconfigure the Ross-San Jacinto intersection to allow continuous east- and westbound traffic flow along Ross (eliminating the diversion).

Deep Ellum

CHARACTER AND VISION

As one of the Downtown area's oldest and most well-known destinations, Deep Ellum boasts a storied past and unique atmosphere. The many nightclubs, eclectic restaurants, performance venues, art galleries and creative office uses together form a vibrant entertainment destination. Deep Ellum's historic buildings, small blocks and tight grid street network create an authentic, organic urban neighborhood. Deep Ellum is anticipated to continue its evolution into a diverse, edgy and sustainable district through efforts to improve its regional image.



New housing opportunities are essential to adding a 24-hour population while blending with and adding to Deep Ellum's character.

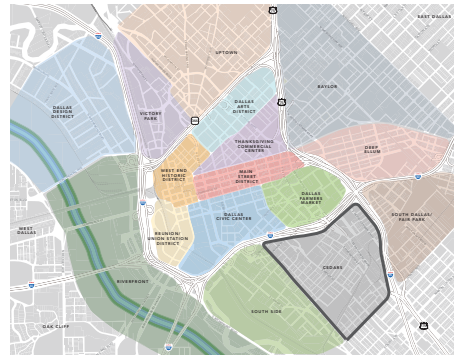
KEY RECOMMENDATIONS

- Cultivate artistic and cultural-oriented creative industries to diversify the economic base.
- Improve Main, Commerce and Elm with green street techniques such as increased sustainable landscaping and irrigation.
- Retain industrial-commercial styles and small-lot, organic development pattern. Discourage multiple-parcel and large-scale developments.
- Integrate mixed-income and live-work housing on top of existing storefronts, behind buildings and on vacant parcels to enhance 24-hour vibrancy.
- Improve the streetscape along Malcolm X to strengthen connections to Fair Park and Baylor.
- Extend freeway pylon artwork and lighting and add gateway signage to Good Latimer between Central Expressway and Main.
- Connect the Santa Fe Trail to the Katy Trail through Deep Ellum.

Cedars

CHARACTER AND VISION

The Cedars neighborhood is immediately south of the freeway loop and home to a range of industries and affordable housing options. With close proximity to Downtown, affordable vacant land, and many historic homes or commercial structures, the Cedars is evolving into a diverse, eclectic neighborhood. The Cedars is envisioned to accommodate new workforce housing that can take advantage of Downtown views and accessibility near I-30. Affordable housing and other live-work and adaptive re-use opportunities exist along South Harwood and in surrounding blocks.



KEY RECOMMENDATIONS

- Focus public and private investment on the Ervay corridor to enhance the viability of and support potential ridership for a new streetcar.
- Leverage Dallas Heritage Village as a neighborhood asset with enhanced marketing and promotion as part of the Cedars.
- Encourage higher-intensity housing near I-30 to take advantage of views of the CBD.
- Provide a mix of townhouses, lofts and single-family homes further south, encouraging affordable and workforce housing south of Corinth.
- Allow cottage industry, creative, and artistic uses in flexible live-work developments and encourage development of a small business incubator and vocational center to foster neighborhood-oriented job growth.
- Enhance connections to South Side along Bellevue.



Adaptive re-use and historic preservation can help maintain the Cedars' fine-grain character.

South Side

CHARACTER AND VISION

The South Side District is a burgeoning urban neighborhood south of I-30 centered on Lamar Street and the nearby DART light rail station. The district's name is from the landmark South Side on Lamar adaptive re-use of the former Sears catalogue processing center. With its successful transformation of an industrial area, South Side has become an anchor for the larger district. Gilley's Performance Hall anchors the southern end of the Lamar Corridor. Other notable facilities include the Jack Evans Police Headquarters and the administrative offices of the Dallas County Community College system. South Side is poised to continue its progression towards a full-service urban neighborhood, with plans for additional residential, mixed-use and boutique hotels. The new development activity along Lamar will help create a critical mass of activity for the neighborhood.



KEY RECOMMENDATIONS

- Improve the Lamar streetscape to enhance the connection to areas north of I-30, including Civic Center and Reunion/Union Station.
- Explore the long-term feasibility of a new decked development over I-30 on both sides of Lamar to create a seamless connection between South Side and the Convention Center.
- Embrace a potential streetcar along Lamar with active storefronts, pedestrian-friendly street design and additional entertainment uses.
- Enhance east-west connectivity to the Cedars along Corinth and Bellevue.

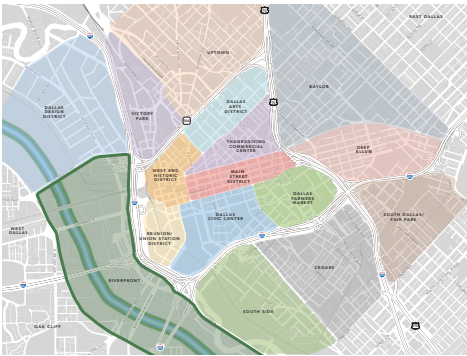


New development in South Side should continue to be oriented to transit, including DART light rail and a potential streetcar along Lamar.

Riverfront

CHARACTER AND VISION

The Riverfront district occupies an area between the heavy rail tracks west of South Side, Grand Avenue, the west bank of the Trinity River Corridor, and Continental Avenue. Currently home to many long-time industrial uses, the Riverfront District is envisioned to act as Downtown's front door to its greatest natural asset. While the Trinity River Corridor Balanced Vision Plan sets forth a detailed impression and set of recommendations, the 360 plan supports this direction to ensure that the corridor is well-connected to the rest of Downtown.



Natural areas should be preserved to provide a distinct backdrop for new development along the Trinity River Corridor.

KEY RECOMMENDATIONS

- Work with property owners to incorporate native landscaping in vegetative buffers on existing industrial sites.
- Ensure access to a future potential deck park between the Houston and Jefferson viaducts along Riverfront Boulevard.
- Redesign Riverfront Boulevard as a multi-modal thoroughfare, creating dedicated bike lanes and multi-purpose paths to facilitate access from Commerce Street and streetcar stop into the Trinity River Corridor.

Dallas Design District

CHARACTER AND VISION

One of Dallas's most successfully-branded destinations, the Dallas Design District consists of more than 300 specialty merchants offering unique art, furnishings and design goods. The Dallas Design District is emerging into more than an attraction for interior designers, with numerous residential and other commercial projects adding to the district's vitality. In the future, the district is envisioned to continue its role as the premier destination for interior design-oriented business and innovation, while increasing its role as an integral part of the overall Downtown experience.



More mixed-use office, housing, restaurants and design-oriented retail and showrooms will ensure a diverse, sustainable district.

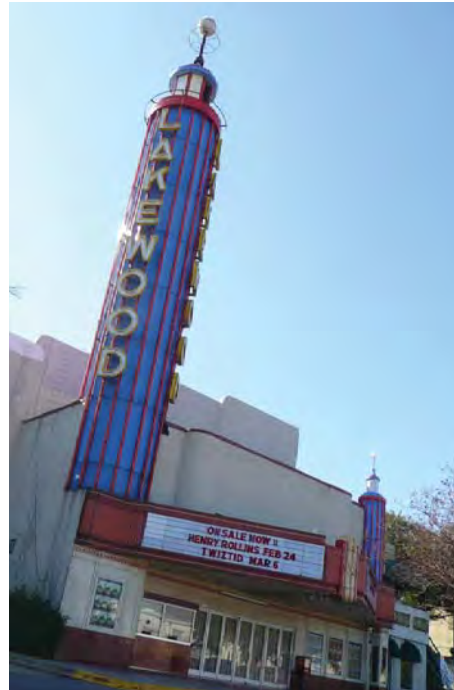
KEY RECOMMENDATIONS

- Incorporate a future streetcar connecting the Dallas Design District to the Victory Park DART station through an existing underpass under the Stemmons Freeway.
- Improve Riverfront Boulevard to serve as a primary gateway into the district with enhanced landscaping, public art and Design District-specific signage and branding.
- Encourage new cottage industry and live-work art, trade and manufacturing in blocks west of Riverfront Boulevard.

SURROUNDING DISTRICTS

East Dallas

Located east of the Baylor district, East Dallas stretches for several miles and is home to many historic residential neighborhoods. The Munger Place, Lakewood and Lower Greenville areas are all nearby, providing a stable base of potential Downtown shoppers and diners. Downtown should market its wide offerings to these residents, and continue to foster enhanced connections along streets such as Ross, Live Oak and Gaston.



The Lakewood Theatre anchors a stable part of East Dallas, providing a large potential customer base for Downtown.

South Dallas/Fair Park

The South Dallas/Fair Park area is home to a vital asset for the City of Dallas, hosting events such as the Texas State Fair, and home to key civic facilities. With the DART light rail connection to Downtown, Fair Park is more easily accessible to Downtown hotels, restaurants and entertainment venues. Future cross-marketing, increasing DART ridership, and improvements to Malcolm X Boulevard could provide opportunities to better link this area with the larger Downtown economy.



The Texas State Fair attracts thousands each year to in-town Dallas neighborhoods, including Downtown.

Oak Cliff

Located west of the Trinity River, Oak Cliff has experienced recent success in attracting innovative entrepreneurs and real estate investors who have revitalized one of Dallas's oldest intact neighborhoods. The area's Bishop Arts District, in particular, is a great example of recent rebirth and revitalization. With a future streetcar slated to connect Oak Cliff to Downtown via the Houston viaduct, this neighborhood will be at the forefront of transit-oriented revitalization and will experience an even greater economic and social connectedness with the core.



Improvements and "experiments" in revitalization in Oak Cliff reflect the area's enthusiasm in being a part of the greater urban experience.

West Dallas

Part of a larger community generally north of I-30 and west of the Trinity River, the portion of West Dallas closest to Downtown has the opportunity to accommodate niche industry and housing. With its existing light-industrial character, the area is suitable for a mix of craft-oriented businesses, film production houses, and other organically-grown local industries. Housing is also highly desirable on the west bank of the Trinity, providing views to Downtown and access to a future streetcar line along Commerce or Continental as well as the new Margaret Hunt Hill Bridge. There is also a strong community desire to balance the protection of the existing single family community with higher density redevelopment over time.



Enhanced connections to and across the Trinity River - including via the Margaret Hunt Hill Bridge - will create stronger physical, economic and social linkages to Downtown.