



(Image: The Office of James Burnett)

## VI Implementation

## Prioritizing Investment to Transform Downtown Dallas

There are many reasons for optimism in Downtown Dallas. Poised to capitalize on national and global trends of city center resurgence, Downtown is at the core of a strong regional economy that will continue to expand in future decades. It is the region's focal point for cultural attractions, tourism, convention visitors, and nightlife. And it remains the region's largest concentration of jobs and Class A office space.

Greater Downtown's residential population has also grown, from practically zero in the mid-1990s to more than 30,000 in 2010. The city center is uniquely positioned to capture additional growth in the region's rising market for "urban living" residential development. Numerous major enhancement efforts, including the Trinity River Corridor Project, Woodall Rogers Park, and development of a major Convention Center hotel also promise to bolster Downtown Dallas' vitality and livability. Finally, Downtown has active stakeholder groups and, in Downtown Dallas Inc. (DDI), a professional organization charged with promoting, maintaining and guiding Downtown activity.

All of these attributes are strong indicators of Downtown's past success and future promise. Now, specific action steps must be taken to ensure continued momentum and achieve success in several key areas. This chapter highlights the critical actions required to transform Downtown Dallas in the coming years. It also outlines associated timeframes, costs, responsible parties, and potential funding sources for each action to ensure their implementation.

The implementation actions are categorized into the following sections:

- Overarching Priorities
- Transformative Strategies
- Focus Areas

### OVERARCHING PRIORITIES

This section highlights several overarching "top priorities" selected from the priority recommendations for each Transformative Strategy and Focus Area (outlined in the forthcoming sections of the chapter). **These high-level recommendations are the most critical investments and improvements that the Dallas City Council, City Manager, staff, DDI and other stakeholders should undertake to reinforce the current momentum and generate new development activity, economic investment, and on-the-ground vibrancy.** While individual priority actions may vary in their implementation over the short, mid or long terms, all should be initiated within the first six months following plan approval. The priority actions are described on the following pages.

#### PA1 Expand Downtown mobility options and explore innovative strategies for funding transit lines and infrastructure

To ensure Downtown's continued shift from an automobile-dominated environment, innovative short- and long-term solutions are required. Low-cost, efficient transit alternatives should be implemented in the interim as the streetcar and light rail plans continue to develop.

**Timeframe:** 0-12 months

**Responsibility and Funding:** City of Dallas, DART, DDI/public-private partnerships, private sponsorships; costs will vary greatly based on program/model chosen

**Quick Win Priorities:** Explore short-term transit options including a fare-free transit zone, fixed-rate cab fares with Downtown, and shuttle services between major destinations



The Art Cart is an example of how public-private partnerships have collaborated to create an alternative transportation option for Arts District patrons.

**PA2 Adopt urban design standards for transit-adjacent properties and properties receiving public incentives (e.g. TIFs)**

As future investments in transit are made throughout Downtown, buildings must be designed to respond to and embrace these new transportation modes. With appropriate design, visitors, residents and workers will feel more inclined to use transit, thereby populating streets and adding an immediate boost of vibrancy. Urban design standards, based on the urban design guidelines presented in Chapter IV, can be codified and adopted by the City of Dallas to expedite use and implementation, including sites that receive public funds or incentives.

**Timeframe:** 0-12 months

**Responsibility and Funding:** City of Dallas staff action

**Quick Win Priorities:** Require design review for transit-adjacent properties and other sites that meet selective criteria (see page 109)



New developments near transit lines and stations will be required to adopt urban design standards such as active, articulated upper floors.

**PA3 Create an intown Affordable Housing Development Strategy and public-private incentive guidelines and criteria**

For Downtown to emerge as a truly dynamic, 24-hour urban environment, additional housing is essential. In particular, housing oriented toward lower- and middle-income households is critical to establish a diverse residential base within the CBD and surrounding districts. This action calls for the development of a comprehensive strategy and set of guidelines and incentives that will result in significant new housing production in the CBD and surrounding districts.

**Timeframe:** 0-12 months

**Responsibility and Funding:** DDI Housing Task Force and City of Dallas; likely costs are approximately \$100,000

**Quick Win Priorities:** Build on existing policies to create an Affordable Housing Development Strategy for Downtown and associated guidelines



Townhomes and stacked flats are more affordable building types that are suitable for family-oriented areas such as the Farmers Market, Cedars and Baylor districts.

**PA4 Create a new Parking Management Collaborative**

Explore having DDI as the home of a new parking “expert” who can oversee the City’s public parking program, develop partnerships, implement new technologies, and bolster branding and communications to transform the parking experience into one that is welcoming, attractive and user-friendly.

**Timeframe:** 0-12 months

**Responsibility and Funding:** DDI and City of Dallas; costs are approximately \$250,000 annually to cover salary, etc. and basic program needs

**Quick Win Priorities:** Create a new Parking Management Collaborative, adopt new parking planning tools, and enhance program branding and communications for Downtown parking



Downtown Dallas will implement new technologies to manage parking resources and the customer experience.

**PA5 Implement the Main Street District Retail Activation Strategy**

Investment in streetscape improvements will solidify the significant private-sector investments and transformations occurring on this historic retail street. A new, contemporary public realm will set a new bar for investment while signaling a commitment from the City to continue the support of Main Street’s ongoing evolution into a premier destination. Improvements should anticipate the potential of a future streetcar line along Main Street.

**Timeframe:** 0 months - 5 years

**Responsibility and Funding:** DDI and the City of Dallas; many efforts will be funded through DDI’s annual budget, while others will require developer contribution/participation and/or bond funding

**Quick Win Priorities:** Adopt design standards, establish new district branding and wayfinding as outlined in the Main Street District Retail Activation Strategy



The Main Street District Retail Activation Strategy outlines detailed block-by-block implementation recommendations aimed at creating energy and vibrancy throughout the district.

**PA6 Extend Life of TIF districts subject to City of Dallas Policy Requirements**

These administrative actions are critical to ensure available funds in coming years for public improvements and to support an expanded housing program that emphasizes workforce and affordable options. The Farmers Market, City Center, Cedars and Downtown Connection TIFs are all nearing expiration, while a new or modified district may be needed for portions of the Lamar Corridor and Reunion/Union Station focus areas.

**Timeframe:** 1-5 years

**Responsibility and Funding:** City of Dallas staff actions (new/modified TIF district creation may require consultant-led feasibility test)

**Quick Win Priorities:** Extend the life of TIF Districts subject to City of Dallas policy requirements



TIF financing can help make adaptive re-use projects such as those for older office buildings financially feasible, eventually boosting tax revenues and vitality with new residents and commercial tenants.

**PA7 Create a Master Development Plan for the Reunion/Union Station Focus Area**

This prime, highly-visible area could be the future home of new corporate headquarters and an expanded tourist/convention destination. A development agreement between major landowner and the City will ensure that the area develops with a unified approach, leverage transit-oriented development opportunities, and provides connections to the Downtown core and Trinity River Corridor.

**Timeframe:** 1-3 years

**Responsibility and Funding:** City of Dallas and developer(s); costs likely to be approximately \$150,000 depending on level of detail/site programming needed in the agreement

**Quick Win Priorities:** Enter discussions to commence a development agreement that would include the swapping of publicly- and privately-owned land to consolidate ownership and catalyze development



The former Reunion Arena site and parking lots provide an opportunity to create a stronger connection between the Reunion Tower complex and the Convention Center.

**PAS Pursue development of site north of Farmers Market**

This site is critical to spark the development of new affordable/workforce housing for families, Downtown workers and others. Create a plan to include development and economic feasibility analysis, as well as address design and management of a new central promenade or park along Pearl to serve as the area’s main public open space.

**Timeframe:** 0-12 months

**Responsibility and Funding:** DDI and the City of Dallas; costs for a development plan and agreement likely to be \$100,000

**Quick Win Priorities:** Create a development plan, conduct feasibility analysis, issue an RFP, and require design review for the catalytic site bounded by Canton, Cesar, Marilla and Harwood



The properties north and east of the greenhouse and seasonal display areas along Marilla are critical for the further development of the Farmers Market district.



Events such as City Lights help implement the vision for Main Street by adding vibrancy and drawing thousands to experience a constantly-evolving urban center.

**IMPLEMENTATION MATRIX**

Building on the over-arching Top Priority Actions, this section outlines recommended actions, estimated timeframes, costs, and responsible parties in a series of action matrices. The action matrices organize and prioritize investment decisions and identify “Quick win priorities” that can be implemented in a short timeframe to spur additional investment and realize tangible progress. Quick win priorities were identified based on several factors, including a) current/ongoing efforts in the specific subject; b) interest/stakeholder will in implementing in the short term; and/or c) critical before other improvements can be realized. The action matrices on the following pages are presented in two categories:

**(1) Transformative Strategies:** These comprehensive strategy areas form the backbone of the plan approach. They include: Expand Transit and Realize TOD Potential; Create Vibrant Streets and Public Spaces; Ensure Great Urban Design; Diversify and Grow Housing; and Reform the Approach to Parking.

**(2) Focus Areas:** These specific areas in Downtown hold strong catalytic development potential and have the opportunity to leverage existing and future infrastructure systems. They include Farmers Market; Lamar Corridor; Main Street District; South Arts District; and Reunion/Union Station.

The Implementation Matrix begins on page 108.

### Transformative Strategies

#### Expand Transit and Realize TOD Potential

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>TOD 1:</b> Develop a Streetcar System Plan to connect Downtown and surrounding neighborhoods based on routes outlined in the 360 plan and select priority streetcar corridors for implementation	0-12 mos.	\$500,000	<b>City of Dallas/DART</b>	\$400,000
<b>TOD 2:</b> Identify a feasible short- and long-term funding strategy for streetcar system implementation, including capital and operations costs, by exploring creative public-private partnership opportunities	0-12 mos.	N/A	<b>City of Dallas/DART</b>	\$1,000,000
<b>TOD 3:</b> Construct a starter streetcar line to Oak Cliff	1-3 years	\$35 million	<b>NCTCOG/City of Dallas/DART</b>	Funded
<b>TOD 4:</b> Finalize alignment and secure funding for second light rail alignment ("D2") to ease congestion, increase flexibility of transit operations through Downtown, increase ridership, and boost development near Union Station, Convention Center and Farmers Market	5-10 years	\$500+ million	<b>DART</b>	Private investment, Public Improvement Districts, Municipal Management Districts, TIFs, Federal programs
<b>TOD 5:</b> Explore short-term alternatives to streetcar implementation including DART rail fare-free zone, flat cab rates within Downtown, and/or shuttle services between major destinations (e.g. Convention Center Hotel and the West End)	0-12 months <b>Quick win priority</b>	N/A	<b>Partnership of City of Dallas, DDI, DART</b>	Public-private partnerships, NCTCOG grants, RTR funds

#### Create Vibrant Streets and Public Spaces

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>SPS 1:</b> Modify street vending ordinance consistent with DDI recommendations to support increased vending opportunities including kiosks, carts and temporary vendors	0-12 mos. <b>Quick win priority</b>	Administrative action by staff	<b>City of Dallas/DDI</b>	N/A
<b>SPS 2:</b> Develop a citywide Complete Streets Plan to establish new policies and design for streets and identify specific "demonstration projects" for implementation; use designs detailed in Chapter IV as guide for Downtown	0-12 mos.	\$800,000	<b>City of Dallas</b>	Funded
<b>SPS 3:</b> Use cross-section prototypes detailed in Chapter IV for guidelines on street improvements to correspond to new street classifications (until new standards are adopted – see SPS 1)	0-12 mos. <b>Quick win priority</b>	Administrative action by staff	<b>City of Dallas</b>	N/A
<b>SPS 4:</b> Revise sidewalk dining regulations to permit recommendations outlined in Chapter IV	0-12 mos. <b>Quick win priority</b>	Administrative action by staff	<b>City of Dallas/DDI</b>	N/A
<b>SPS 5:</b> Complete the Bike Study and incorporate findings into new street classifications and cross-sections	0-12 mos.	N/A	<b>City of Dallas</b>	Funded
<b>SPS 6:</b> Amend the Thoroughfare Plan to integrate new policies and design for streets as outlined in the Complete Streets Plan	1-3 years	Administrative action by staff	<b>City of Dallas</b>	N/A
<b>SPS 7:</b> Identify appropriate funding sources for ongoing maintenance of streetscape improvements	3-5 years	N/A	<b>City of Dallas/DDI</b>	N/A

### Ensure Great Urban Design

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>UD 1:</b> Establish peer review committee made up of City of Dallas staff/CityDesign Studio, DDI, and respected local architects and developers to review all public projects and private projects receiving public incentives, as well as to perform voluntary design critique of all Downtown development projects	0-12 mos. Quick Win Priority	Administrative action by staff	DDI/City of Dallas/CityDesign Studio	N/A
<b>UD 2:</b> Adopt overall design guidelines for area inside the Loop. Design guidelines should be based on recommendations in Chapter III. Guidelines should be used to guide development but are not envisioned to be enforceable	0-12 mos.	N/A	City of Dallas/DDI/CityDesign Studio	N/A
<b>UD 3:</b> Require design review based on the urban design guidelines in Chapter IV for properties that: a. Are within 300 feet of an existing or planned fixed-rail transit station; b. Face an existing or proposed park, plaza or other open space; c. Are located along a Streetcar Boulevard, regardless of station location; d. Are in Zone C as outlined in the Main Street Retail Activation Strategy; and/or e. Receive public funds.	0-12 mos. Quick Win Priority	Administrative action by staff	City of Dallas/DDI/CityDesign Studio	N/A
<b>UD 4:</b> Ensure adequate staffing and resources for the CityDesign Studio through dedicated, sustainable funding and cooperative partnerships	1-3 years	\$100,000/yr minimum	City of Dallas	General fund, University partnership(s)
<b>UD 5:</b> Develop plan to phase out retail or restaurant uses from underground tunnels	2-5 years	\$100,000	City of Dallas/DDI support in creating the strategic plan	Center City TIF/DDI budgets

### Diversify and Grow Housing

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>H 1:</b> Investigate new sources of funding to support Downtown housing in general and, in particular, create subsidy sources for middle-income housing (60-175% MFI)	1-5 years	N/A	City of Dallas/DDI	NMTC, CDRC, TIF, housing bond, philanthropic donations, fee waivers, public land disposition, etc.
<b>H 2:</b> Build on existing policies to create an Affordable Housing Development Strategy for Downtown	0-12 mos. Quick Win Priority	N/A	DDI Housing Task Force/City of Dallas	N/A
<b>H 3:</b> Require inclusion of or funding set-aside for moderate income units as a part of any new housing development on land currently owned by the public sector	0-2 years	N/A	N/A	N/A
<b>H 4:</b> Consider reductions or deferrals of permit fees for adaptive reuse buildings	0-2 years	N/A	City of Dallas/DDI	N/A
<b>H 5:</b> Work with other major Texas cities to lobby for "downtown" exemptions from the State's restrictions on funding affordable housing tax credits projects within close proximity	1-3 years	N/A	City of Dallas/DDI	N/A
<b>H 6:</b> Work with other major Texas cities to lobby for changes to the State's sales tax requirements for adaptive reuse buildings	1-3 years	N/A	City of Dallas/DDI	N/A

Reform the Approach to Parking

Specific Action	Timeframe	Order of Magnitude Cost	Lead Responsibility/S support	Funding Resources
<b>P 1:</b> Create a new Parking Management Collaborative. Focus on parking by recruiting and hiring a program director. The new parking management organization must be “vertically integrated” (i.e., that one entity is managing and coordinating on-street parking, parking enforcement, off-street parking and parking planning at a minimum)	0 – 12 mos. <b>Quick Win Priority</b>	\$250,000 (including salaries)	DDI/City of Dallas	DDI, TIF budgets
<b>P 2:</b> Leverage new technology. Define and implement new parking technology strategies. There are several levels of new technology applications (e.g. consolidated meters) and a variety of functional areas where new technology applications will be recommended	0 – 18 mos.	\$250,000 - \$500,000 (Typical ROI 18 – 26 months)	City of Dallas/ DDI	N/A
<b>P 3:</b> Enhance parking planning. Develop new parking planning tools (e.g. new parking demand model). Develop/adopt new parking facility design review processes and parking facility design guidelines. Tie these design guidelines to the overall Downtown design guidelines and review process	0 – 6 mos. <b>Quick Win Priority</b>	\$5,000 - \$25,000	City of Dallas/ DDI	N/A
<b>P 4:</b> Enhance program branding and communications. Create a new parking program brand development incorporated with new public parking signage and wayfinding program. These action items are closely linked to the “Parking Management Collaborative” organizational concept that is detailed within the parking strategic plan	0 – 6 mos. <b>Quick Win Priority</b>	\$50,000 - \$250,000	DDI	N/A
<b>P 5:</b> Align policy assessment and larger community goals. Assess and refine on-street, enforcement, off-street and valet parking policies and standards	0 – 12 mos.	\$5,000 - \$25,000	DDI/City of Dallas	N/A

Specific Action	Timeframe	Order of Magnitude Cost	Lead Responsibility/S support	Funding Resources
Several new policies and standards will be recommended within the parking strategic plan. These policies and issues will need on-going assessment and inter-agency coordination. Significant public education and community engagement prior to implementation is also recommended				
<b>P 6:</b> Develop an enhanced retail parking support strategy. The parking strategic plan will recommend a combination of strategies in the areas of on-street parking /enforcement, off-street parking facilities and overall parking program management. “Next level” Downtown retail parking innovations potentially include: <ul style="list-style-type: none"> <li>☒ Centrally managed, multiple station valet parking programs</li> <li>☒ Web-based parking reservation systems</li> <li>☒ Integrated Downtown retail, restaurant, parking and transportation mobile device applications</li> </ul>	0 – 18 mos.	\$5,000 - \$25,000	DDI	N/A
<b>P 7:</b> Make strategic parking facility investments. Invest in a parking facility development strategy for Downtown Dallas integrated with the larger Downtown 360 plan strategic goals. This is one of the more costly and strategic investment areas of the recommended parking plan, however, investments would be directly linked to community and economic development strategies to catalyze other private development as well as to facilitate adaptive reuse and in-fill of older/historic structures. The recommended approach seeks to obtain a 5 to 1 return on investment in strategically placed public parking investments	1 – 5 years	\$10,000,000 - \$50,000,000	DDI/City of Dallas	N/A
<b>P8:</b> Create a defined program of “Sustainability Initiatives” related to parking. Recommendations will be provided in the areas of sustainable facility design criteria as well as in the areas of parking policy development and operations/management	On-Going	\$25,000 - \$250,000	DDI/City of Dallas	N/A



**Focus Areas**  
**Farmers Market**

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>FM 1:</b> Create a development plan, conduct feasibility analysis, issue an RFP and require design review for catalytic site bounded by Canton, Cesar Chavez, Marilla and Harwood (as illustrated in Chapter V)	0-12 mos. <b>Quick Win Priority</b>	\$100,000	DDI/City of Dallas	TIF
<b>FM 2:</b> Construct a new promenade/park as a Special Use Street Overlay for Pearl north of Marilla as illustrated in Chapter V to accommodate special events; set aside funds or enter into public-private partnership to ensure construction and proper long-term maintenance	1-3 years	\$10 million	City of Dallas/Developer	May require bond funding
<b>FM 3:</b> Extend the life of the Farmers Market TIF District subject to meeting minimum City of Dallas policy requirements for term extensions for TIF Districts	3-5 years	None – city staff can do work if warranted	City of Dallas	TIF Board budget
<b>FM 4:</b> Construct or require family-friendly amenities (pocket parks, play areas, public art, daycare, etc.) in Farmers Market area	1-5 years	\$1 million	City of Dallas and private developers	TIF and developer contributions

**Lamar Corridor**

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>LC 1:</b> Create a new TIF District or modify the boundary of an existing TIF District to include Union Station, West End areas and Lamar Corridor, subject to meeting minimum City of Dallas policy requirements for creation of a new District	1-3 years	~\$100,000	City of Dallas	N/A
<b>LC 2:</b> Provide incentives for catalyst entertainment-oriented development at northwest corner of Lamar and Ross	1-3 years	\$5 million	City of Dallas	TIF, bond, fee reductions/waivers, tax credits, 380 grants, private development
<b>LC 3:</b> Reconstruct Lamar from Ross to Pacific consistent with recommendations in Chapter V	3-5 years	\$2 million	City of Dallas	TIF, bond funding
<b>LC 4:</b> Work with Greyhound to relocate the existing facility and investigate development of a potential multi-modal transportation center	1-3 years	N/A	DART/City of Dallas	Bond, NCTCOG Sustainable Development Grants
<b>LC 5:</b> Incentivize and recruit a long-term destination anchor tenant for the West End Marketplace, potentially a museum or use that focuses on creative/green jobs in conjunction with El Centro Community College	1-3 years	\$5 million	City of Dallas/DDI	TIF, bond, fee reductions/waivers, tax credits, private development
<b>LC 6:</b> Support implementation of the Matthews Southwest Master Plan for the South Side/Convention Center Hotel corridor with ultimate construction of Lamar streetcar	3-5 years	\$35 million	City of Dallas	N/A
<b>LC 7:</b> Complete Project Paseo which will result in improved sidewalks, landscaping and burying electrical systems along Lamar between IH-30 and Wood Street and streetscaping for the new Omni Hotel	1-2 years <b>Quick Win Priority</b>	\$2.7 million	NCTCOG, City of Dallas/Matthews Southwest	Funded

**Main Street District Retail Activation Area**

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/ Support	Funding Resources
<b>MS 1:</b> Adopt design standards as specified in the Main Street District Retail Activation Strategy	0-12 mos. Quick Win Priority	Administrative action by staff	City of Dallas/DDI	N/A
<b>MS 2:</b> Establish new district brand and identity and wayfinding micro-system	0-12 mos. Quick Win Priority	\$75,000	DDI	DDI
<b>MS 3:</b> Develop Glass Box retail kiosks per the Main Street Retail Activation Strategy	12-36 mos.	\$50,000-\$80,000 each	DDI/Developer	Retail FOCUS dollars and private developer
<b>MS 4:</b> Reconstruct Main Street between Lamar and Harwood to incorporate streetscape standards specified in the Main Street District Retail Activation Strategy	1-3 years	\$2.5 million	City of Dallas	Bond funding
<b>MS 5:</b> Explore development options for Statler Hilton site including rehabilitation, adaptive re-use and/or new development	1-5 years	N/A	City of Dallas/ Developer	TIF, bond, fee reductions/waivers, tax credits, private development, historic tax credits, low income tax credits, grants, foundation support
<b>MS 6:</b> Extend life of City Center TIF District, subject to meeting minimum City of Dallas policy requirements for creation of a new District	3-5 years	~ \$100,000	City of Dallas	TIF Board budget
<b>MS 7:</b> Craft vision of Main Street as district of “best of class” regional retailers (unique restaurants, comparison goods, specialty items, etc.), and identify and recruit qualified tenants	3-5 years	\$5 million	DDI/City of Dallas/private property owners	TIF, public-private partnerships

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/ Support	Funding Resources
<b>MS 8:</b> Implement the action items outlined in the Main Street District Retail Activation Strategy	varies	varies	DDI	N/A
<b>MS 9:</b> Redesign Elm and Commerce to better accommodate bus traffic, parking and walkability to support Main Street District goals	3-5 years	\$10 million	City of Dallas	Bond funds

South Arts District

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>SAD 1:</b> Require design review by Peer Review Committee for all development in the focus area, including the Spire development site and Crozier Tech site to ensure TOD principles and urban design goals are met near the Pearl DART station	0-12 mos. <b>Quick Win Priority</b>	Administrative action by staff	<b>City of Dallas</b>	N/A
<b>SAD 2:</b> Reconstruct Leonard, Federal, Hawkins, San Jacinto, and Routh and maintain as public streets to support enhanced public connectivity between Ross and Pearl DART Station	1-3 years	\$10 million	<b>City of Dallas/ Developer</b>	TIF, bond funding, Developer contributions
<b>SAD 3:</b> Create enhanced crossings along Ross to ensure strong connections between site and Arts District venues, particularly at Pearl, Leonard and Routh	1-3 years	\$2 million	<b>City of Dallas/ Developer</b>	TIF, bond funding, Developer contributions
<b>SAD 4:</b> Ensure that the Central Boulevard and Pearl Street realignments approved in the 2006 bond program are completed as planned	3-5 years	N/A	<b>City of Dallas</b>	Funded

Reunion/Union Station

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>RUS 1:</b> Create a new TIF District or modify the boundary of an existing TIF District to include Union Station, West End areas and Lamar Corridor, subject to meeting minimum City of Dallas policy requirements for creation of a new District	1-3 years	Administrative action by staff	<b>City of Dallas</b>	N/A
<b>RUS 2:</b> Create a Master Development Plan to ensure land use, transportation, urban design, and connectivity goals as set forth in Chapter V	1-3 years	\$150,000	<b>City of Dallas/ Developer</b>	City, Developer
<b>RUS 3:</b> Solicit design proposals for deck park/Trinity access corridor park over I-30 and over DART tracks between Houston and Jefferson viaducts	1-3 years	\$500,000	<b>City of Dallas</b>	New TIF, General fund
<b>RUS 4:</b> Construct series of parks/plazas and passages as illustrated in Chapter V; set aside funds or enter into public-private partnership to ensure construction and proper long-term maintenance	3-5 years	\$15 million	<b>City of Dallas/ Developer</b>	New TIF, Bond funds
<b>RUS 5:</b> Plan and provide for a streetcar stop along Houston viaduct between DART rail tracks and I-30	3-5 years	\$400,000	<b>DART/ Developer</b>	DART, Developer
<b>RUS 6:</b> Reconstruct water and sewer infrastructure within site to accommodate projected development within Master Development Plan	1-5 years	N/A	<b>Developer/City of Dallas</b>	TIF, Developer
<b>RUS 7:</b> Construct a deck park as described in <b>RUS 6</b> and illustrated in Chapter V to achieve a strong connection to the Trinity River	5-10 years	\$100+ million	<b>Joint dev't with City of Dallas, TXDOT, developer, sponsor/benefactor</b>	TIF, bond funds, Developer, private partnerships

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Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
<b>RUS8:</b> Create a brand for the District	1-2 years	\$10,000	<b>Developer/DDI</b>	Developer
<b>RUS9:</b> Connect the convention center and the Omni Hotel to the Reunion Parking Center, Union Station, and the Hyatt Hotel via deck park and enhanced connections as illustrated in Chapter V	5-10 years	\$40 million	N/A	Developer, bond funds
<b>RUS10:</b> Swap publicly- and privately-owned land to consolidate ownership and catalyze development	1-2 years Quick Win Priority	N/A	<b>City of Dallas</b>	N/A
<b>RUS11:</b> Reserve land for the possible future expansion of the convention center	1-2 years	N/A	<b>City of Dallas</b>	N/A