

DOWNTOWN DALLAS 360



>> FORWARD MOMENTUM >>

DEVELOPMENT

90+

NEW DEVELOPMENTS
are underway

17

NEW HOTELS
announced or under construction

RESIDENTIAL



9,000+
residents live in
the urban core



45,000+
residents live in
one of the 15 districts



5,500
new units
under construction



Now more than 10,000!

RESTAURANT AND RETAIL



MORE THAN 180
places to shop



MORE THAN 420
restaurants and bars



50 NEW
restaurants Downtown

COMMERCIAL

35+

COMPANIES

moved or renewed their lease Downtown

480,555
SQ. FT.

NET ABSORPTION

in the core

11

COWORKING SPACES

totaling 170,000 sq. ft. of space

7

ACCELERATORS/INCUBATORS

3

CODE ACADEMIES

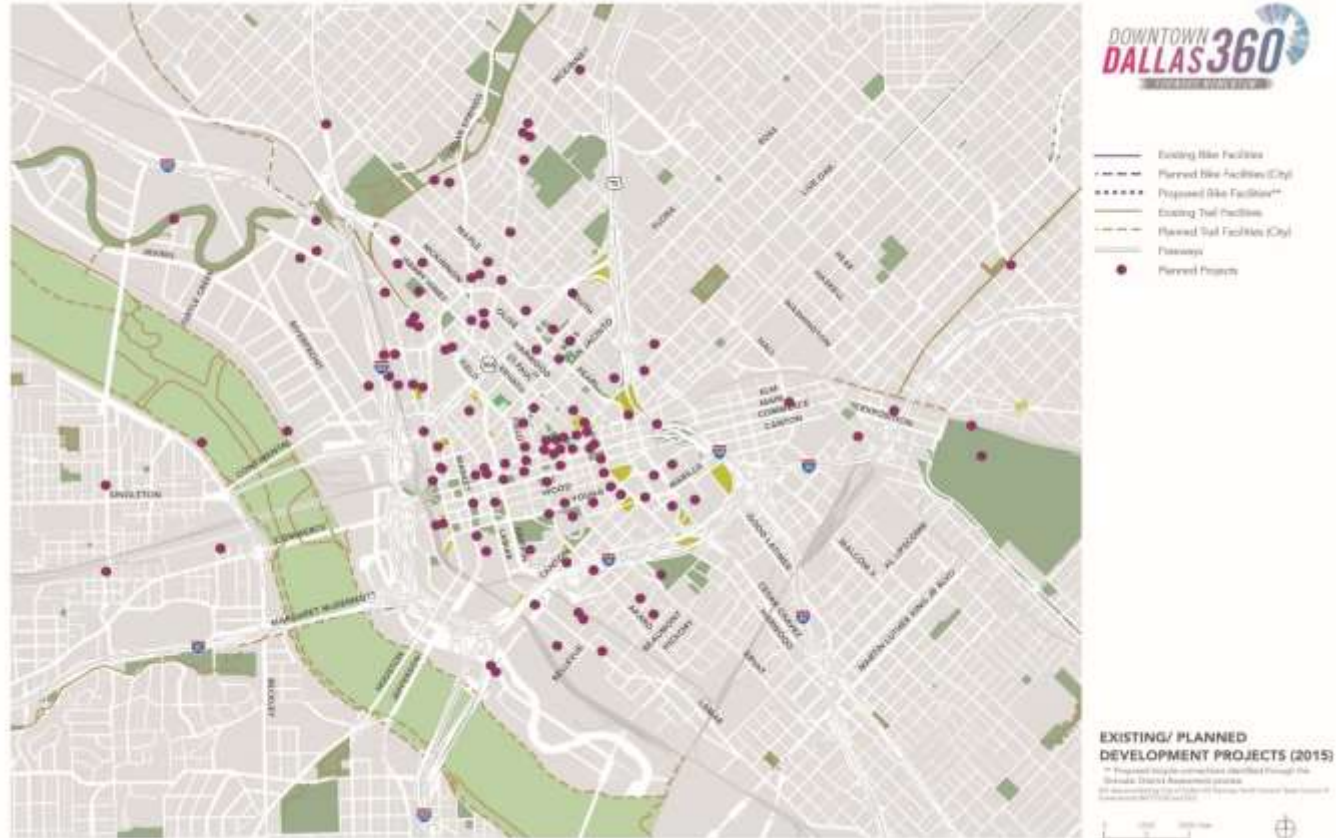
2011 DOWNTOWN DALLAS 360



2016 DOWNTOWN DALLAS 360 EXPANDED STUDY AREA: Evolving Neighborhoods



PLANNED PROJECTS



PROPOSED CONNECTIONS

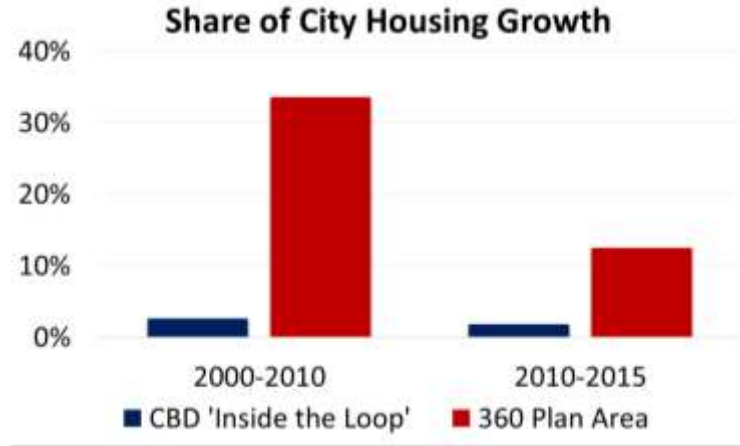




Project Update: Market Assessment

HOUSING UNIT GROWTH 2000-2015

- Growth
 - **150% growth 2000-2015**
 - 15% growth 2010-2015
 - 2000: 9,700 housing units
 - 2015: 24,000 housing units
- Market Share
 - **2000-2010: 1/3 of the City's housing growth**
 - 2010-2014: 12% of City growth

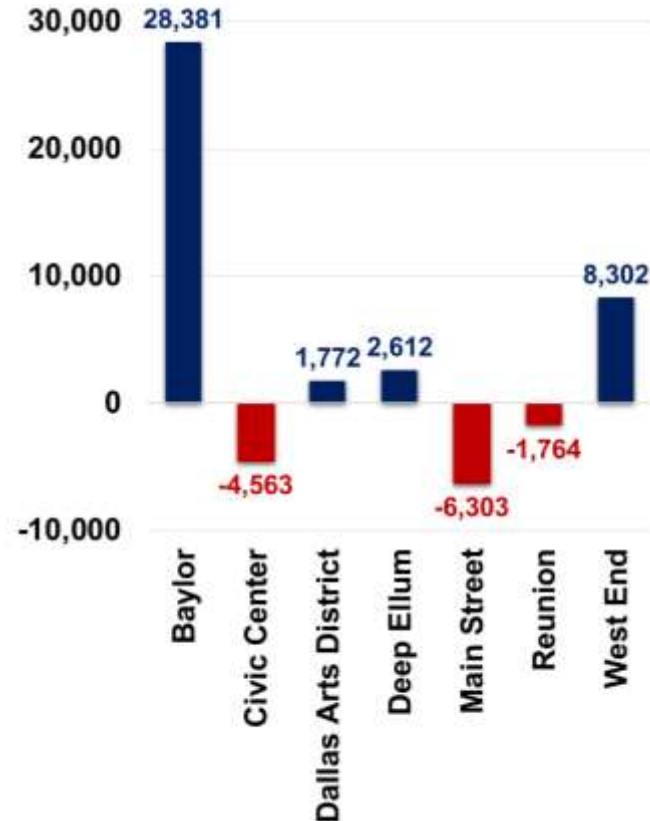


Geography	2000	2010	2015
CBD 'Inside the Loop'	2,670	3,517	3,942
360 Plan Area	9,708	20,872	23,959
City of Dallas	483,321	516,639	541,496
Dallas & Collin Counties	1,048,157	1,243,916	1,321,282

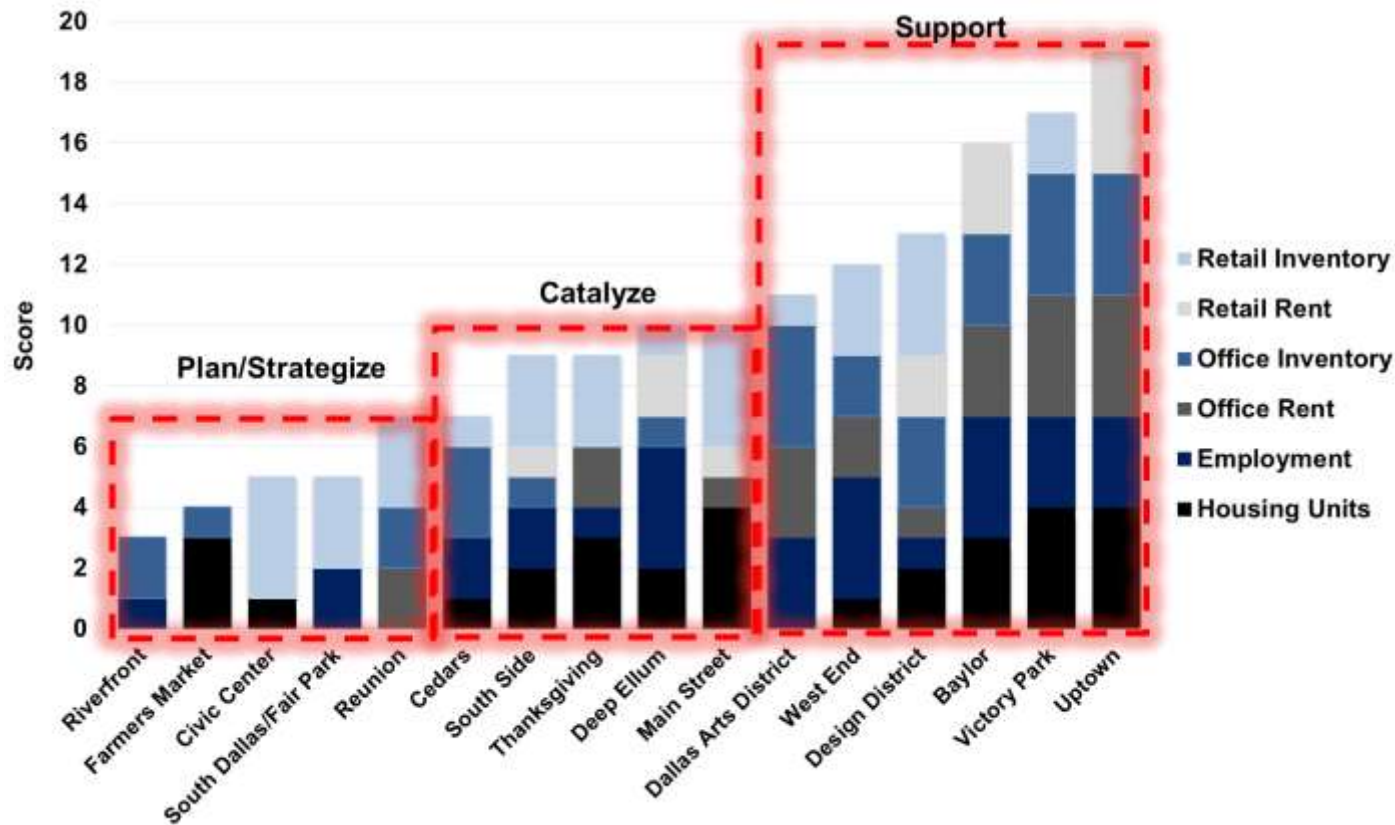
Source: ESRI; Economic & Planning Systems

EMPLOYMENT TRENDS 2003-2013

- 9.0% of Dallas & Collin County job growth
- **360 Plan Area added 26,800 jobs (+16%)**
 - Baylor +28,000 jobs
 - West End +8,300
- Contractions/Shift:
 - Civic Center, Main, Reunion
 - Conversion of Class B-C office to residential is redefining the traditional "CBD"



MARKET MOMENTUM SCORING







Project Update: Engagement & Assessment



OUTREACH SO FAR

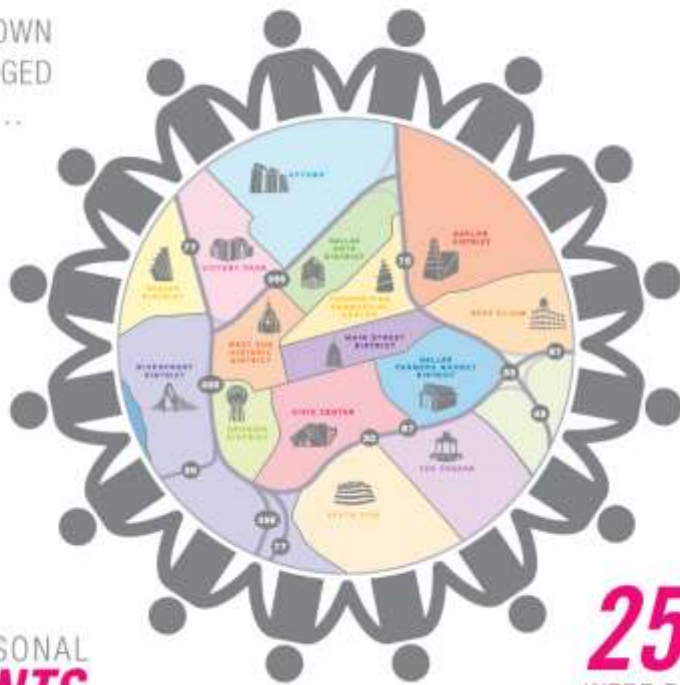


IN JUST FIVE SHORT MONTHS, THE DOWNTOWN DALLAS 360 TEAM AND SUPPORTERS ENGAGED THE COMMUNITY IN THE FOLLOWING WAYS...

300 ATTENDED
KICK-OFF EVENT

40+ NEIGHBORHOOD PARTNERS
AND PARTNER ORGANIZATIONS

1,000+ ORGANIZED PERSONAL TOUCHPOINTS



PROFESSIONAL
40 VOLUNTEERS
TRAINED AS WORKSHOP FACILITATORS

STAKEHOLDER
80 MEETINGS
AND FOCUS GROUPS

NEIGHBORHOOD
20+ GALLERY
FEEDBACK EVENTS

250+ NEIGHBORHOOD AND SUPER NEIGHBORHOOD MAPS
WERE DRAWN BY COMMUNITY PARTNERS, RESIDENTS, AND EVENT ATTENDEES THROUGH A PARTNERSHIP WITH BCWORKSHOP'S PEOPLE ORGANIZING PLACE INITIATIVE

COMMUNITY ENGAGEMENT THEMES

URBAN DESIGN AND PLACEMAKING

- Leverage TOD opportunities
- Promote development that activates the street
- Protect and support neighborhood character
- Consider “catalytic streets” to activate and connect districts

COMMUNITY ENGAGEMENT THEMES

HOUSING AND EDUCATION

- Provide diverse housing options/product types
- Provide good schools Downtown to attract/keep families
- Link mobility, education and housing

OPEN SPACE AND RECREATION

- Create public spaces that support neighborhoods
- Link new parks to existing parks
- Build off of successes (Katy Trail etc.)

PRIORITY ON MOBILITY

- Create a more **balanced** transportation system incorporating transit, pedestrians and bicyclists as well as automobiles
- **Improve connections** between the districts
- Connect Downtown to the **Trinity River**
- Address **access across freeways**
- Improve the **experience on the street**

This area
monitored
by
Dallas Police
Cameras



DART ACROSS TOWN

38006

722 d-link
ARTS
FUN
CULTURE
DINING



38006

722 d-link



Project Update: Granular Assessment

EXISTING CONDITIONS & GRANULAR ASSESSMENT TASK

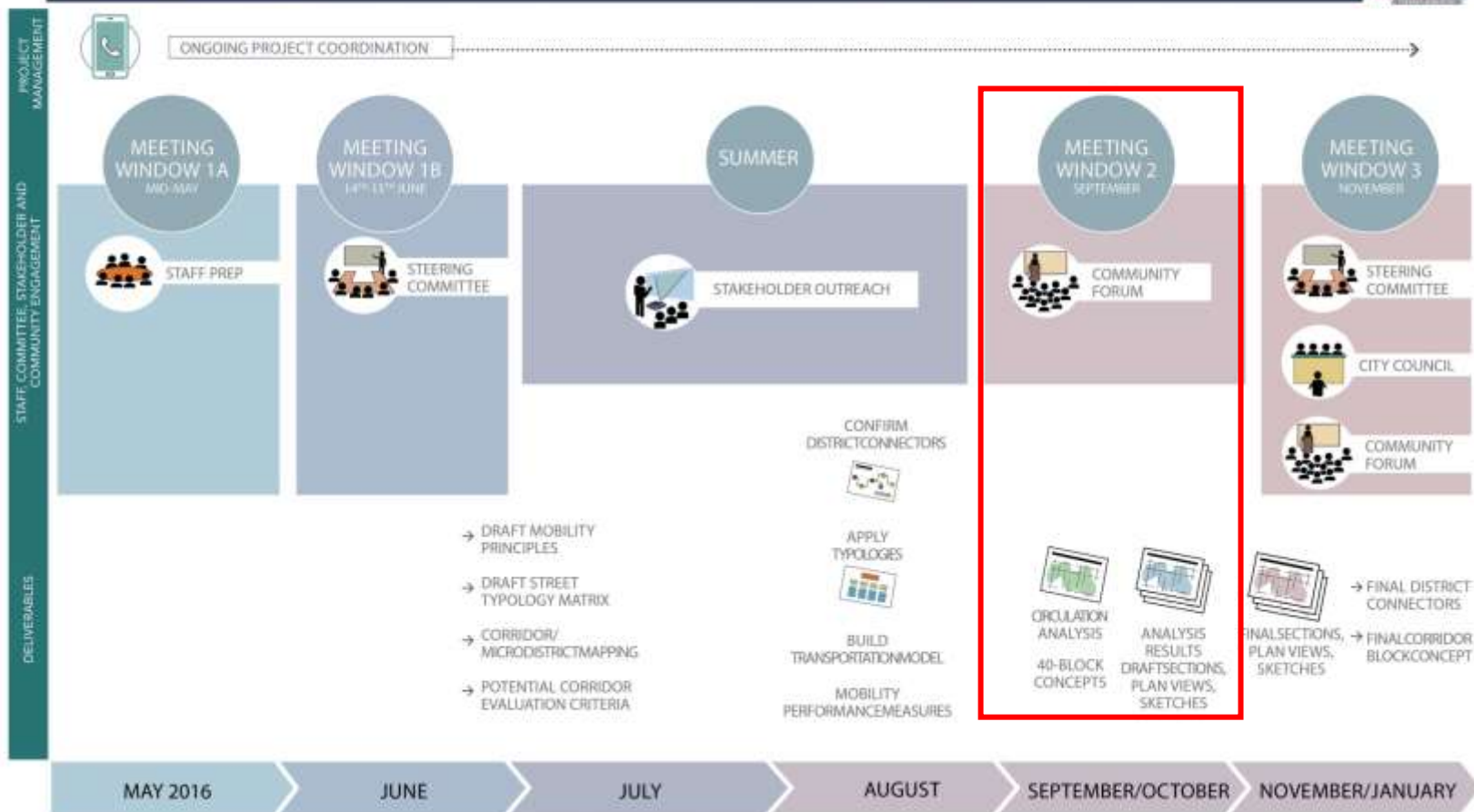
DRAFT
October 2015



District Map Gallery Exercise

Downtown Dallas 360 Forward Momentum

PHASE 2: DISTRICT CONNECTORS





Phase 2: Focus on Mobility

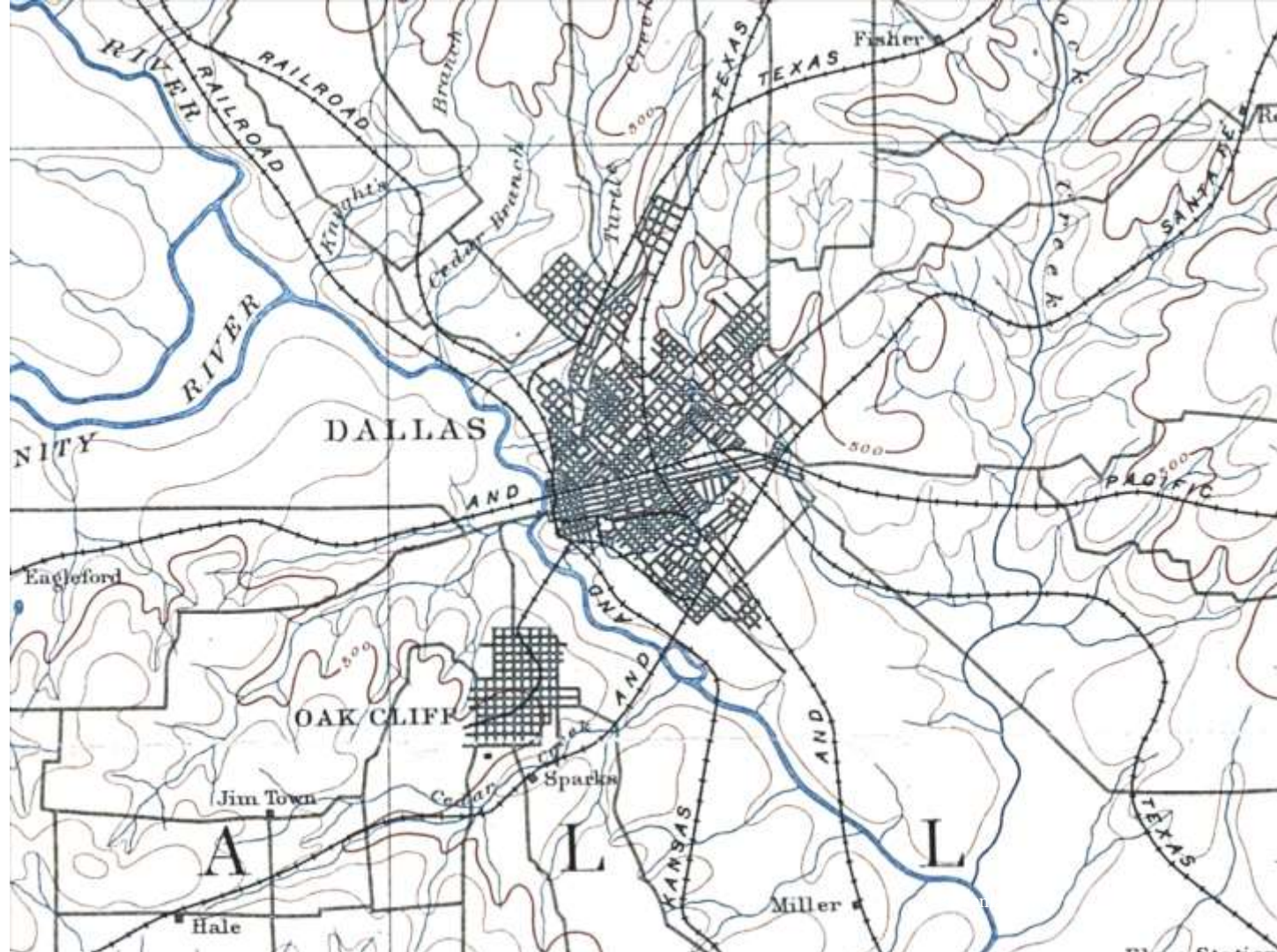
MOBILITY PRINCIPLES

1. Create a **balanced multimodal** system that can support transit, bicycles and pedestrians in addition to automobiles.
2. Provide a system that does not require a car for **short trips**, while ensuring that the system is **safe, well-lit, comfortable and accessible** for a **diverse base of** users.
3. Improve **inter-district connectivity** for **all modes** of travel.

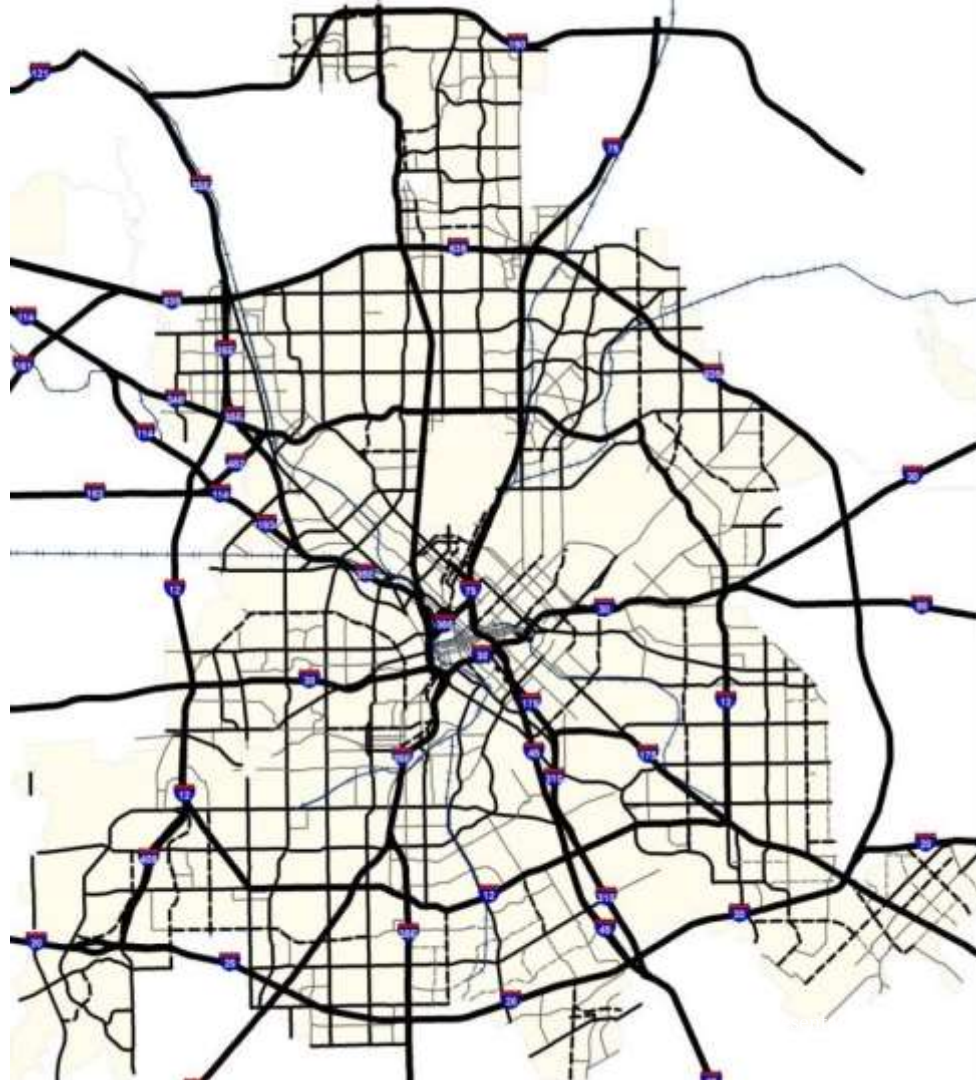
MOBILITY PRINCIPLES

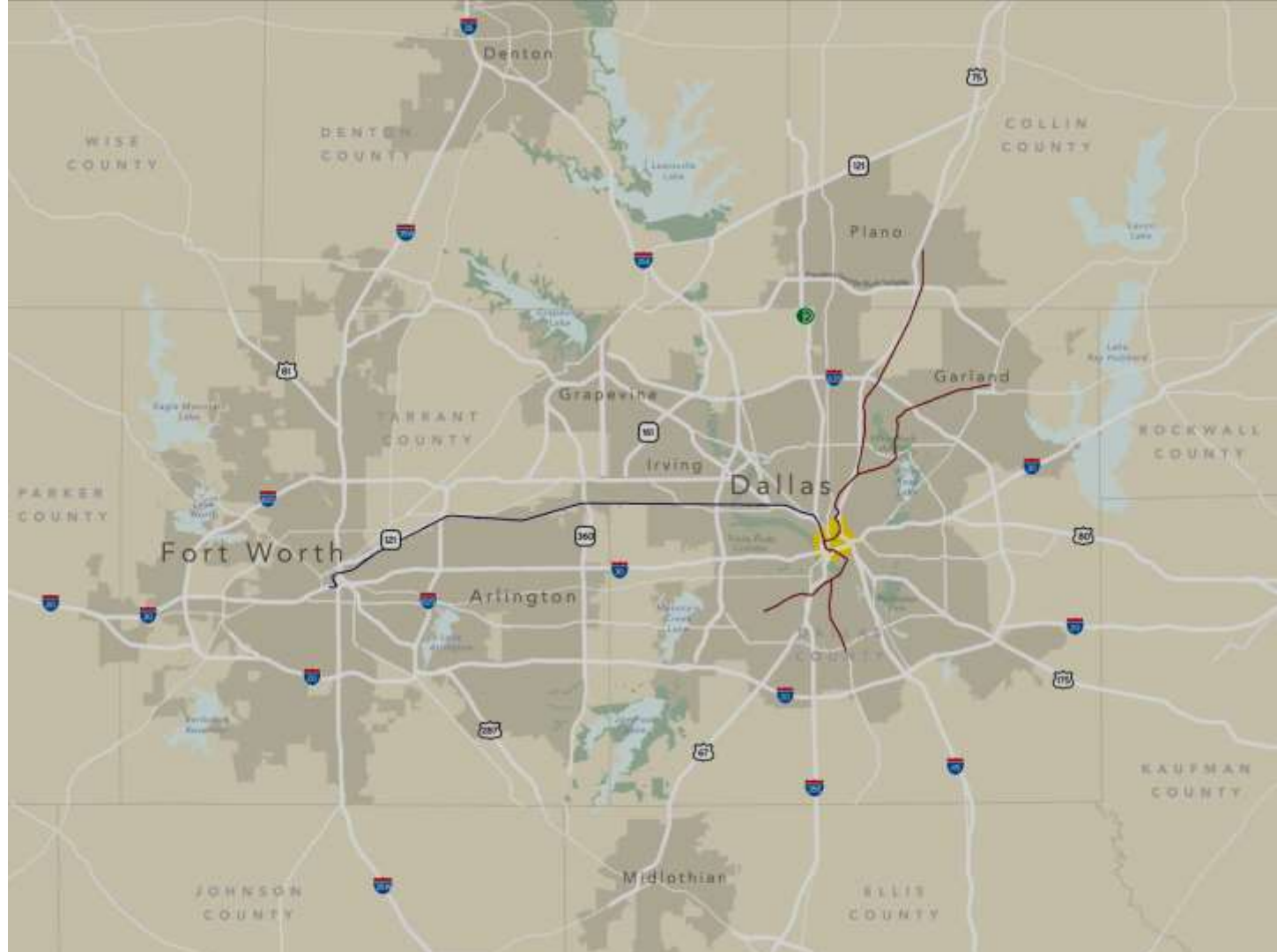
4. Encourage **mixed use, pedestrian-oriented** design and development.
5. Ensure that both **regional and local transportation** systems support urban design and livability goals for Greater Downtown Dallas.
6. Deliver a system that responds proactively to future trends in **technology, demographics and user preferences**.



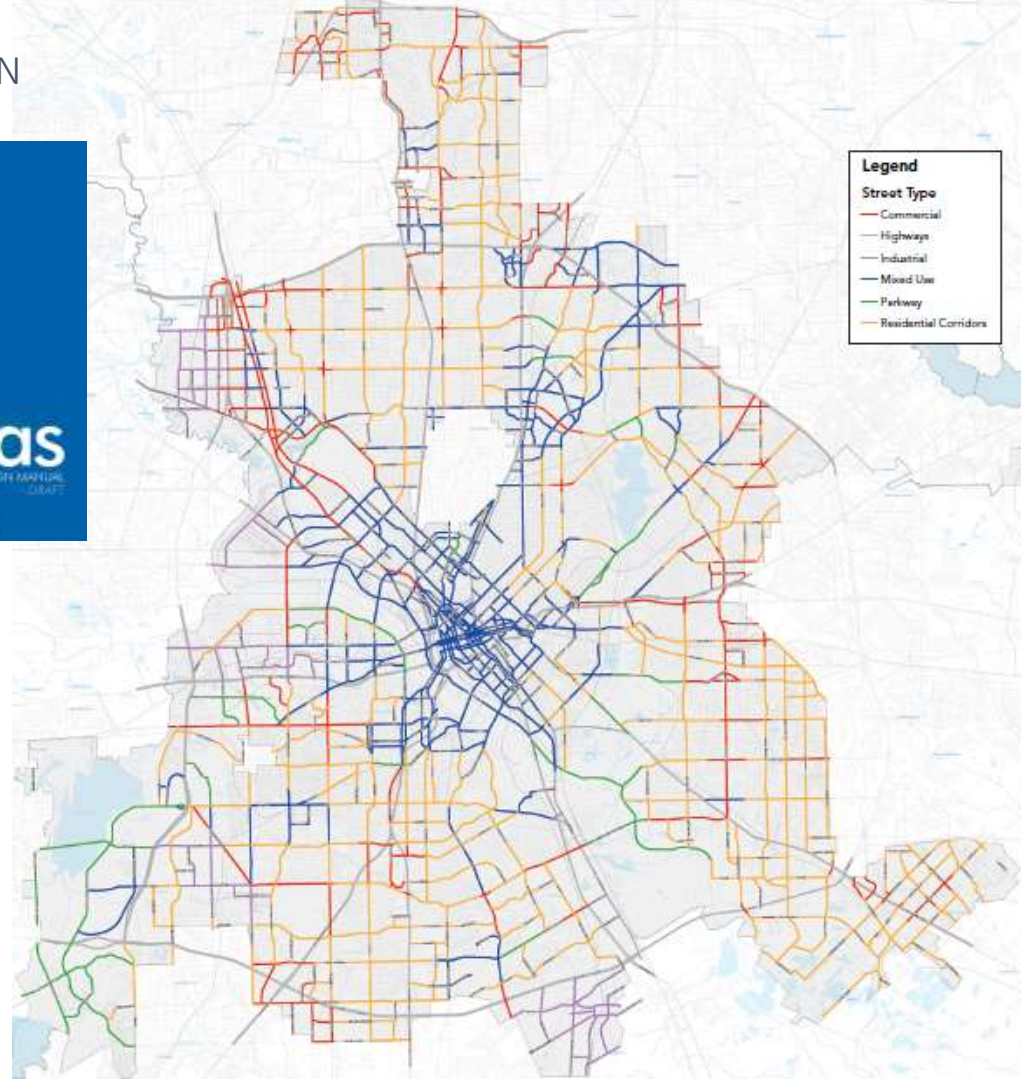


THOROUGHFARE PLAN





COMPLETE STREETS VISION



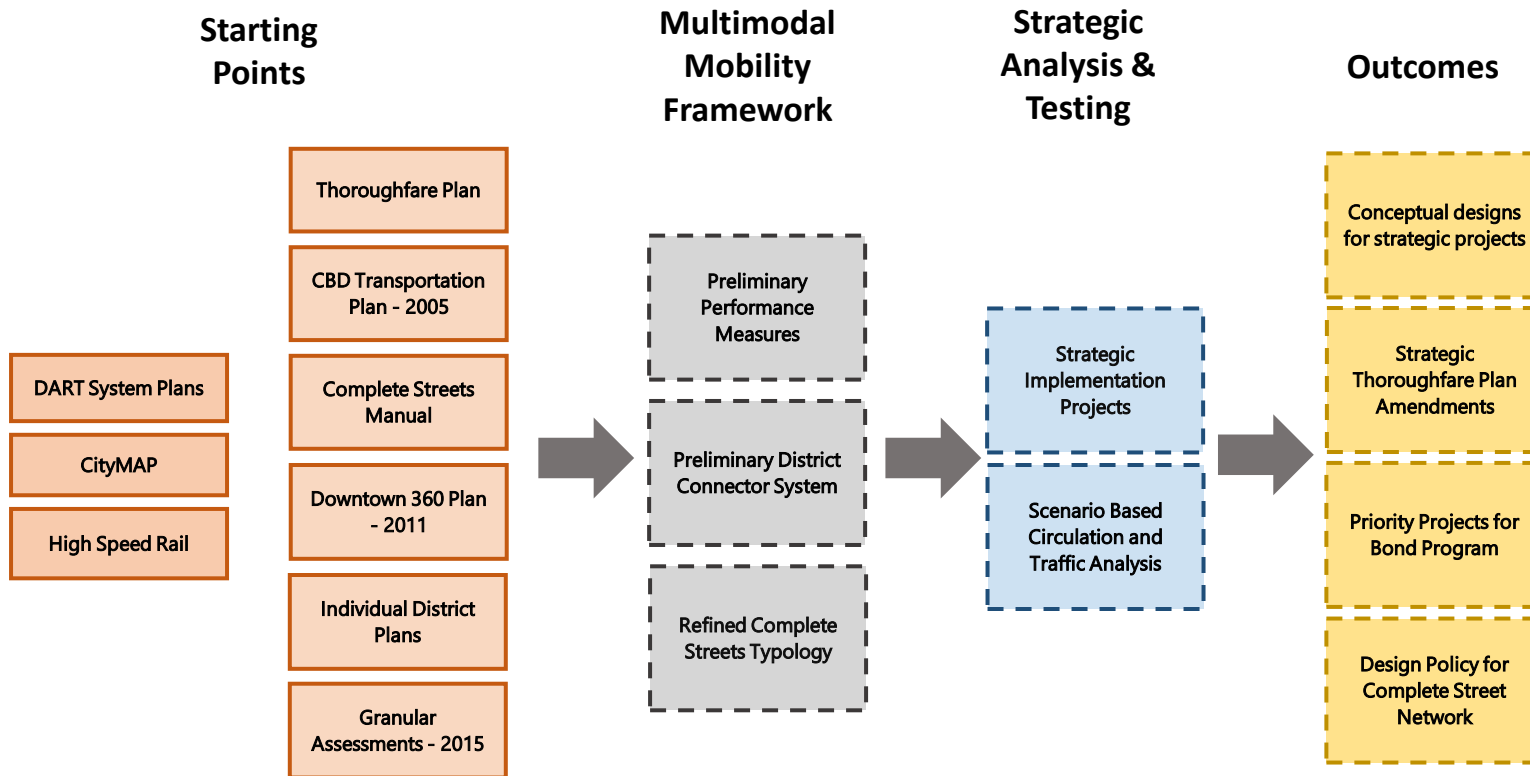
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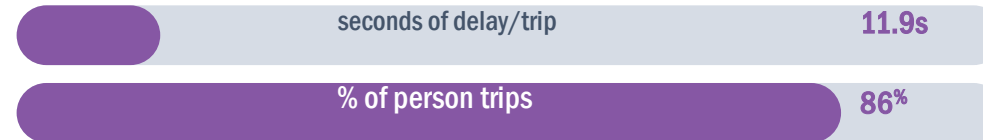
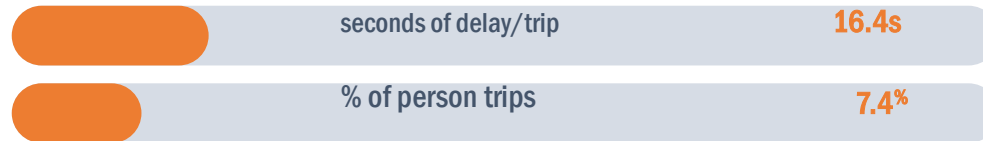
downtown dallas 360

A PATHWAY TO THE FUTURE

INPUTS AND OUTCOMES



SCENARIOS AND PERFORMANCE MEASURES



PRELIMINARY DISTRICT CONNECTORS



PROPOSED STREET CLASSIFICATIONS

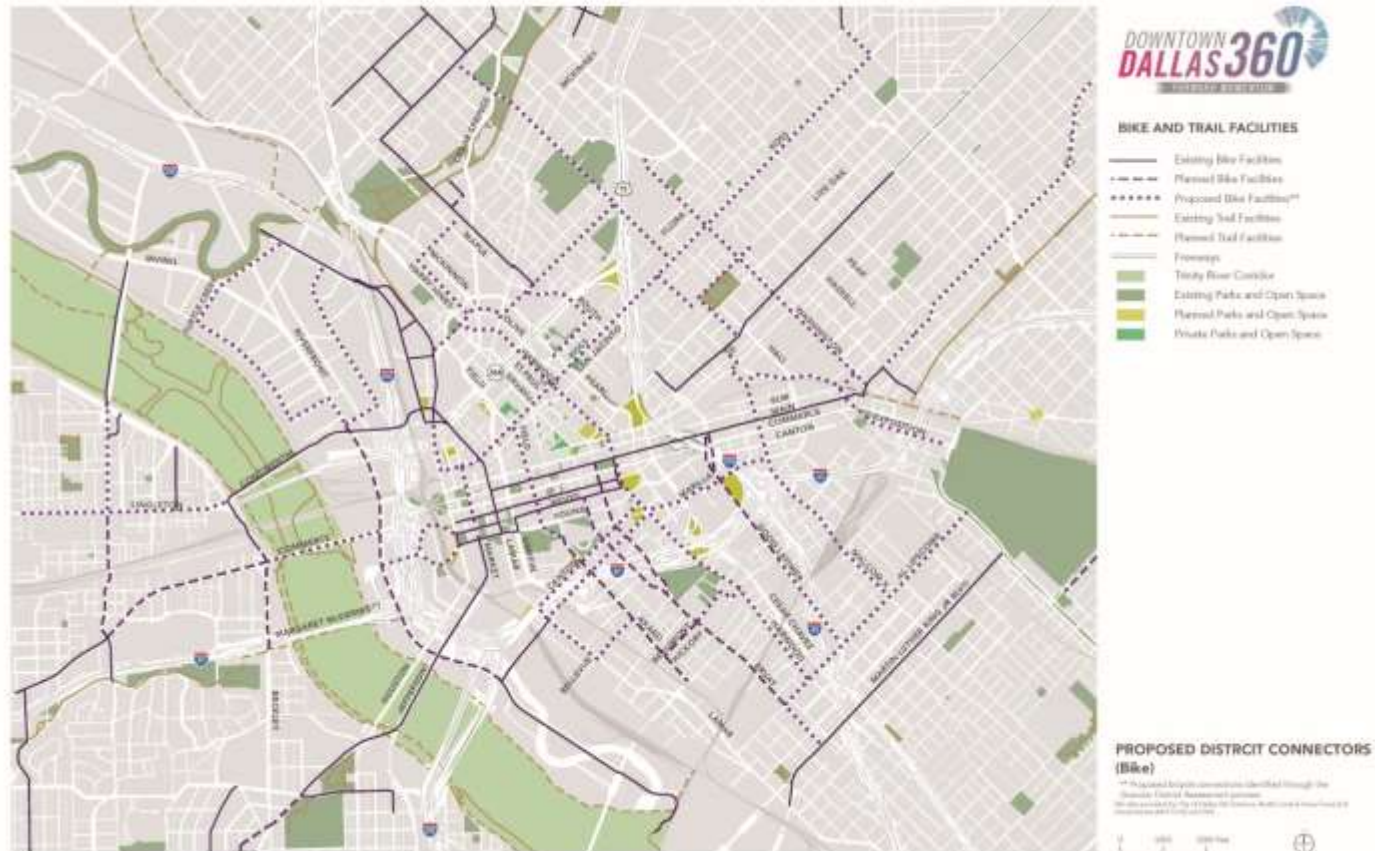
District Connectors

- **Auto** – Provide key connections to and across the freeways
- **Bicycle** – Safe, efficient and dedicated facilities across districts
- **Transit** – Prioritized corridors with significant existing or planned transit infrastructure and high transit frequency

Neighborhood Streets

- **Intradistrict** – Serves local destinations

DISTRICT CONNECTORS: BICYCLES





Phase 2: Next Steps

STRATEGIC IMPLEMENTATION PROJECTS SELECTION CRITERIA

- **Connects two or more districts** with more than one travel mode
- Improved streetscape and mobility would support **catalytic public or private developments**
- Supports new **employment and affordable housing** opportunities
- **Connects destinations** with housing

STRATEGIC IMPLEMENTATION PROJECTS SELECTION CRITERIA

- Bolsters **district identity**
- Streetscape changes can overcome **physical and perceptual barriers**
- **Sufficient right-of-way** exists for multi-modal travel options
- Allows **improvements to be phased in** along the connector

SCENARIO EVALUATION

- Test the impact of proposed strategic implementation projects
- Four to five circulation scenarios
- Incorporate existing or funded projects
- Incorporate projects in 2040 Regional Mobility Plan
- Incorporate an alternative balanced land use scenario

CONCEPTUAL DESIGNS



CONCEPTUAL DESIGNS

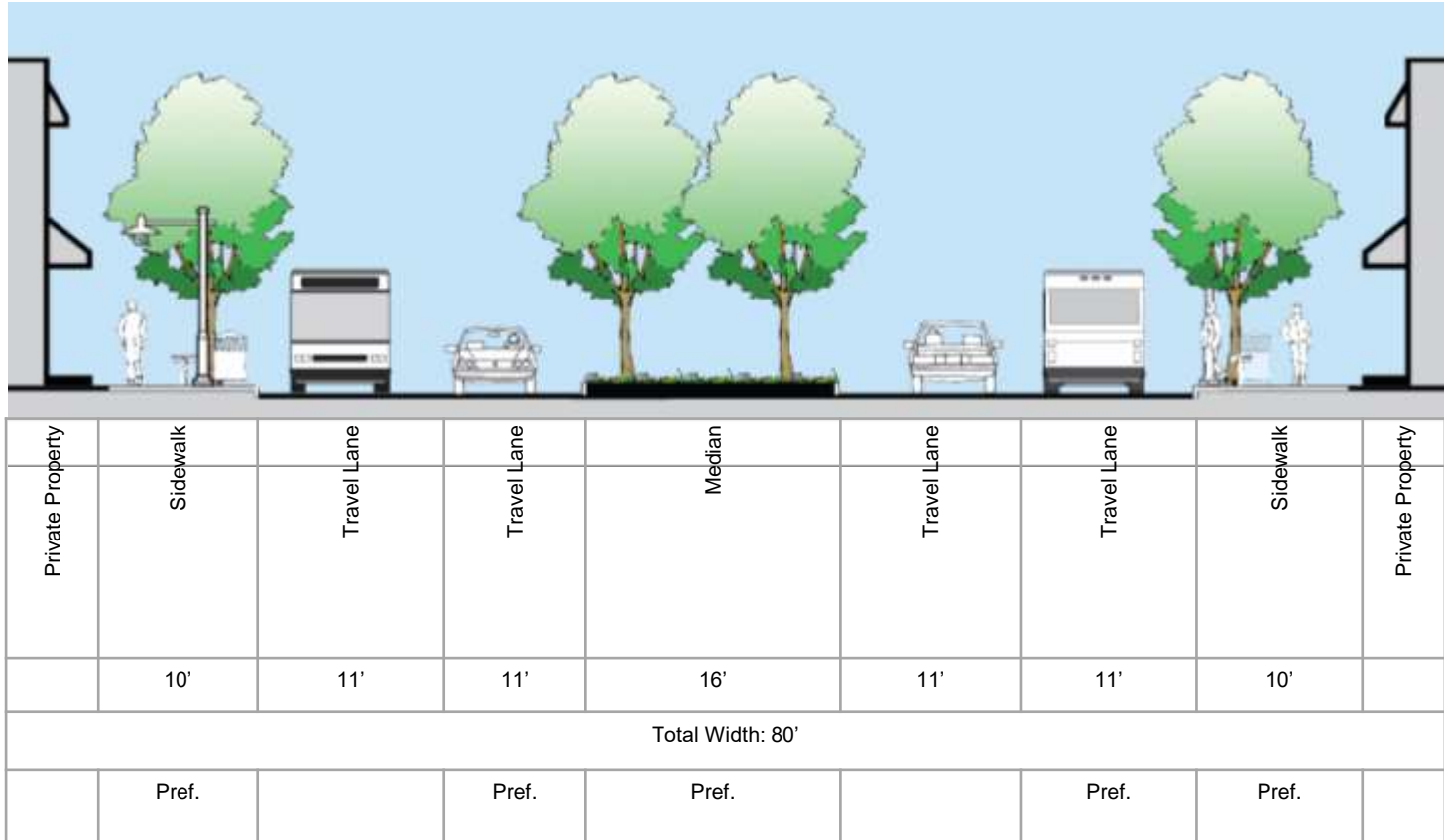








DESIGN POLICY FOR COMPLETE STREETS



DESIGN ELEMENT PRIORITIES CHART

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PHASE 2: DISTRICT CONNECTORS

