

#### **FUEL THE 21ST CENTURY ECONOMY**

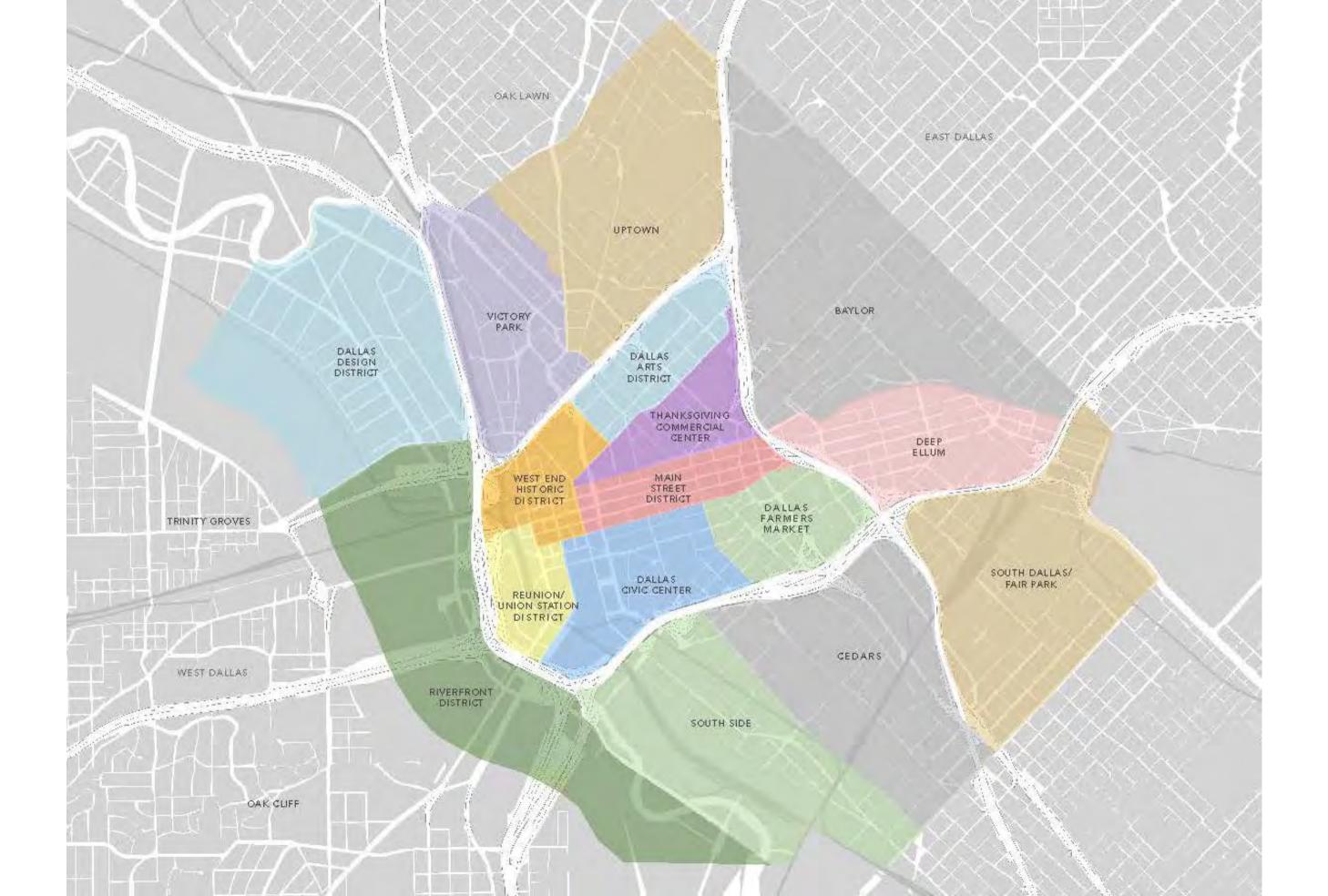
#### A DOWNTOWN OF DISTRICTS



The 360 Plan

2011







#### COMMERCIAL OFFICE

35+

companies moved to or renewed their lease\*

173,564 sq. ft.

net absorption in Downtown

300,000 sq. ft.

of coworking space\*

accelerators/incubators\*

'Within a 2.5 mile radius of Downtown

#### **DEVELOPMENT**



new developments are underway



hotels announced or under construction

#### RESIDENTS



Just under 11,000 residents live Downtown



Almost **50,000** live within a 2.5 mile radius of Downtown



**7,600** new units under construction and **6,000** units announced in the 15 districts

#### RESTAURANTS AND RETAIL



190+ places to shop



370 restaurants and bars



58 new restaurants and bars opened in 2016

### **GETTING AROUND**



D-Link is a free entertainment shuttle that provides transportation to most major destinations in and around Downtown Dallas

Buses run every 15 minutes from 11 a.m. to 11 p.m. Monday through Saturday.



McKinney Avenue Trolley extension to Downtown is complete—over 600,000 riders in 2016



Oak Cliff Streetcar opened a 2-mile route connecting Union Station to Bishop Arts



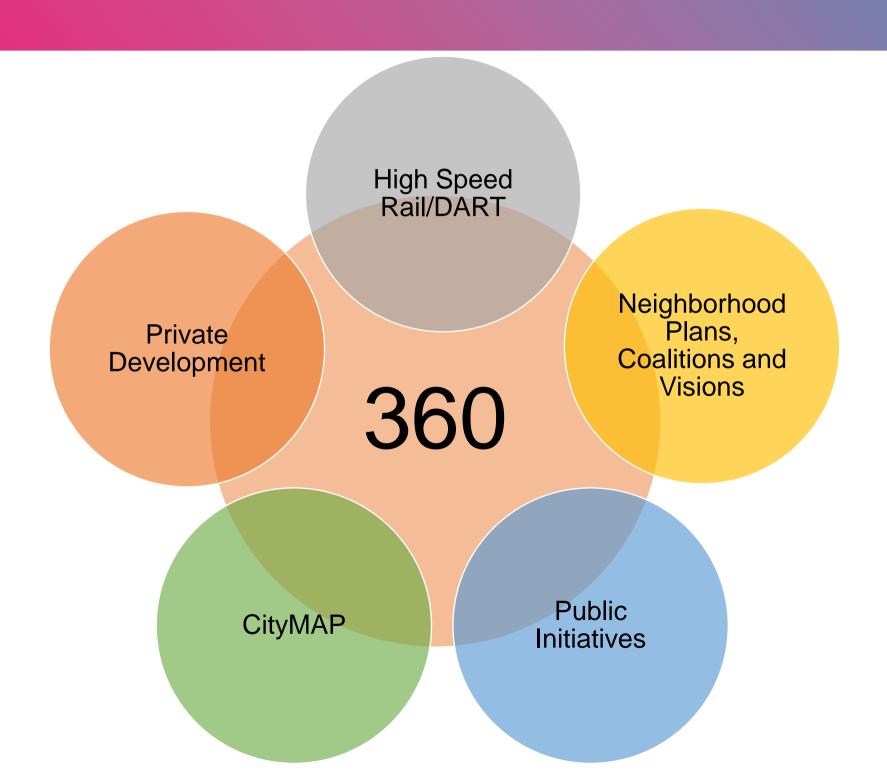
## The 360 Plan Update will be . . .



- A dynamic document!
- Building on successful implementation
- Leveraging the unprecedented level of interest in Downtown
- Coordinating efforts of the private and public sectors!



## Coordination





## Office and Walkable Retail

Nationwide 1,169 United States office properties (95.2 million square feet, are likely obsolete due to location and physical deficiencies that do not meet the current demand of walkable, "urban" office space.

First priority for determining viable office space is within a half-mile of mass transit or within premier highway access.

Suburban Office Obsolescence, Newmark Grubb Knight Frank, September 1915.



## 69% - I ENJOY LIVING IN THE GREATER DOWNTOWN AREA AS OPPOSED TO THE SUBURBS



66% - I WANT TO LIVE IN A WALKABLE
PART OF TOWN SO I DON'T HAVE TO DRIVE



52% - I WANT TO LIVE CLOSE TO WHERE I WORK



48% - I WANT TO LIVE CLOSE TO NIGHTLIFE / EVENTS THAT I ENJOY

GETTING TO WORK MOST PEOPLE DRIVE TO WORK, BUT MANY RESPONDENTS HAVE USED TWO OR MORE OF THE FOLLOWING:



#### 62% TAKE CAR TO WORK

- 56% DRIVE
- 6% CARPOOL



## 13% WALK OR BIKE



#### **15.4% TAKE DART**

- 10% DART RAIL
- 4% DART BUS
- 1% DART STREETCAR
- 0.4% D-LINK



#### 7% TAKE "OTHER"

- 5% UBER, LYFT, OTHER RIDESHARING SERVICE
- 1% TAXI CAB
- 1% E-FROG, ART CART, OTHER FREE SERVICE



HAVE LESS THAN 30 MINUTE COMMUTE TIME (PEOPLE VALUE LIVING NEAR WORK)

## Housing & Livability

#### Downtowns Become Neighborhoods

- Both Millennials and Boomers drawn to downtown living -- Gen Z should keep pipeline robust
- 66% rent premium in walkable places
- Amenities are critical to attract/keep residents – parks, schools, retail
- New housing types for diverse cultures and aging populations



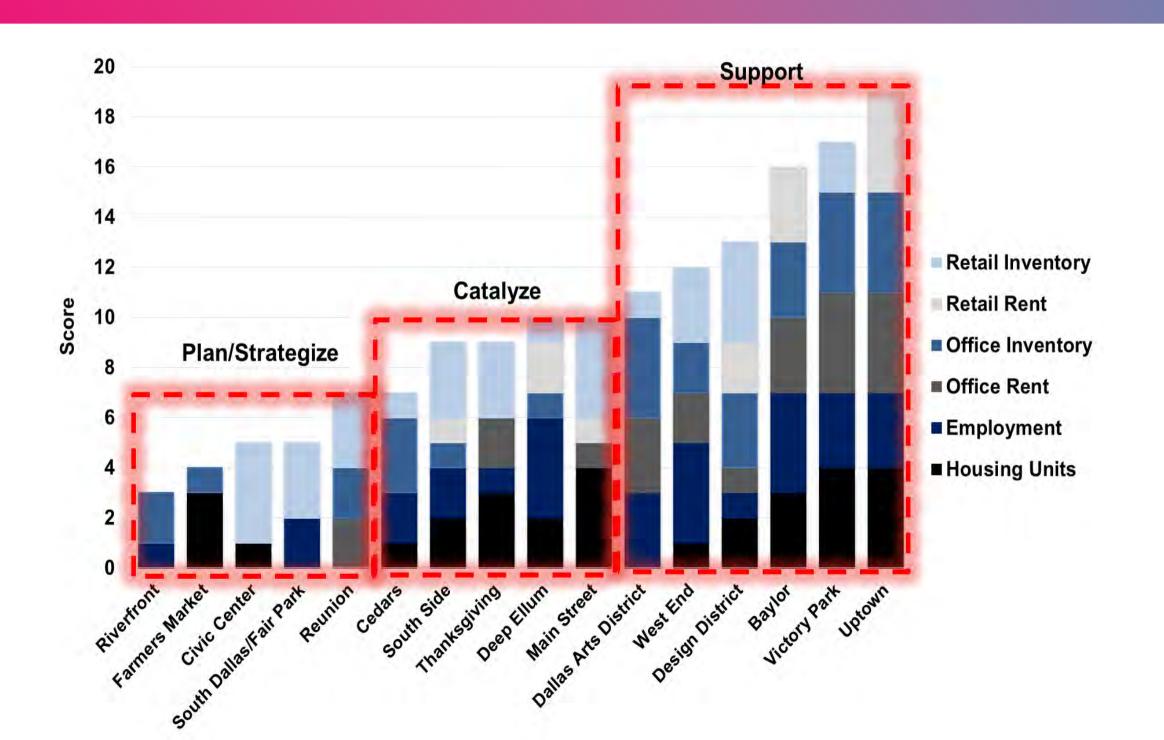
## Shifts in Transportation & Mobility

### **Behaviors Shifting Away From Cars**

- Driving miles decreased since 2006
- 60% of 18-year olds have licenses,
   Millennials buy 30% less cars
- Bike share programs growing faster than any mode of transport in history of planet
- Quality public transportation is critical
- Walkable real estate = value premium



## Market Analysis: Market Momentum







## OUTREACH SO FAR

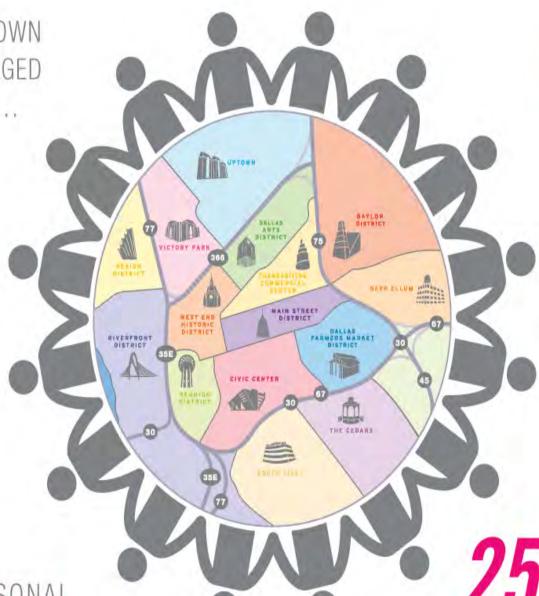


IN JUST FIVE SHORT MONTHS, THE DOWNTOWN DALLAS 360 TEAM AND SUPPORTERS ENGAGED THE COMMUNITY IN THE FOLLOWING WAYS...

300 ATTENDED KICK-OFF EVENT

40+ NEIGHBORHOOD PARTNERS

AND PARTNER ORGANIZATIONS



40 VOLUNTEERS
TRAINED AS WORKSOP FACILITATORS

80 MEETINGS AND FOCUS GROUPS

20+GALLERY
FEEDBACK EVENTS

1,000+ ORGANIZED PERSONAL TOUCHPOINTS

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

## Neighborhood Assessments

## **EXISTING CONDITIONS**& GRANULAR ASSESSMENT TASK

DRAFT October 2015

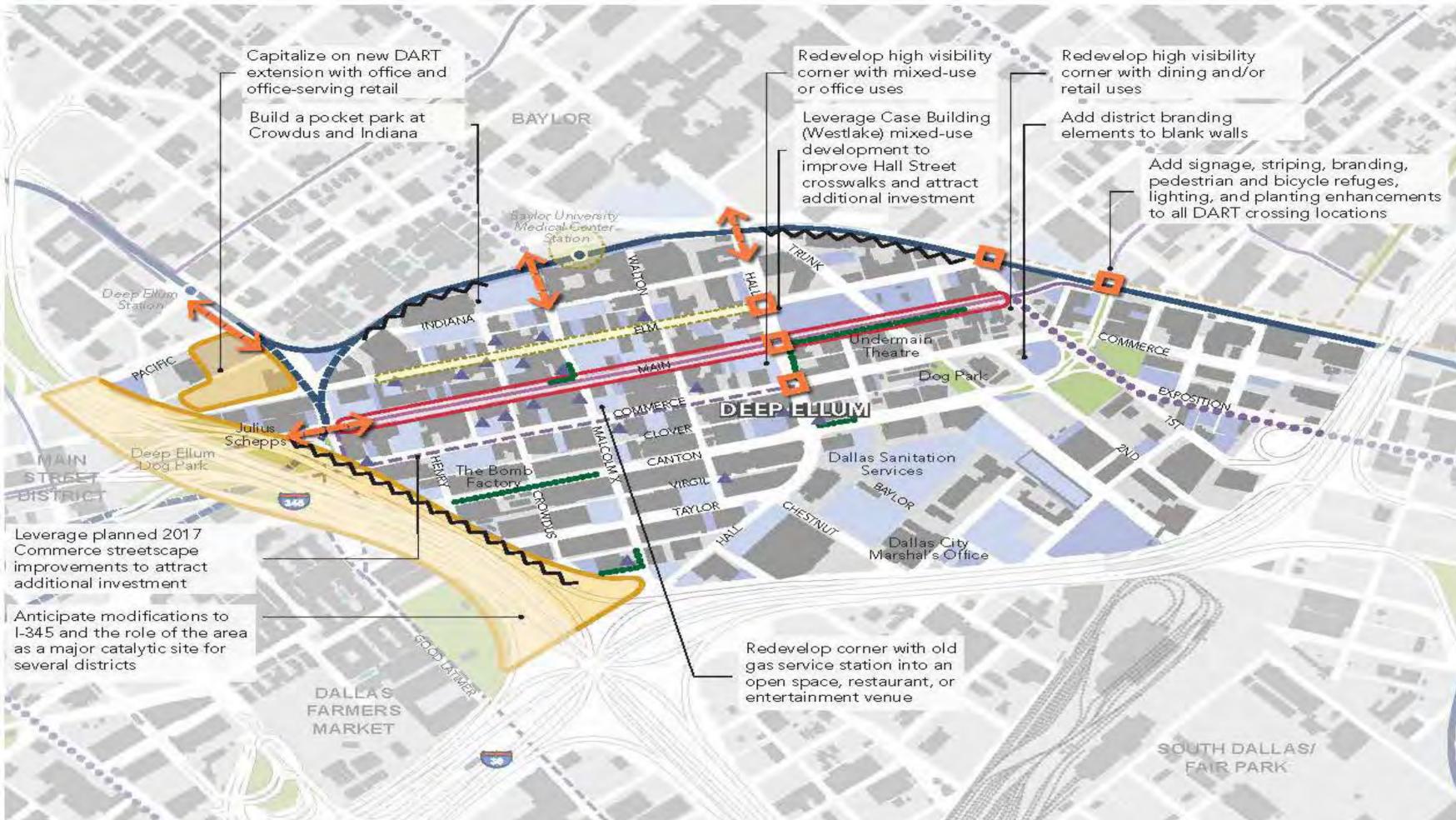


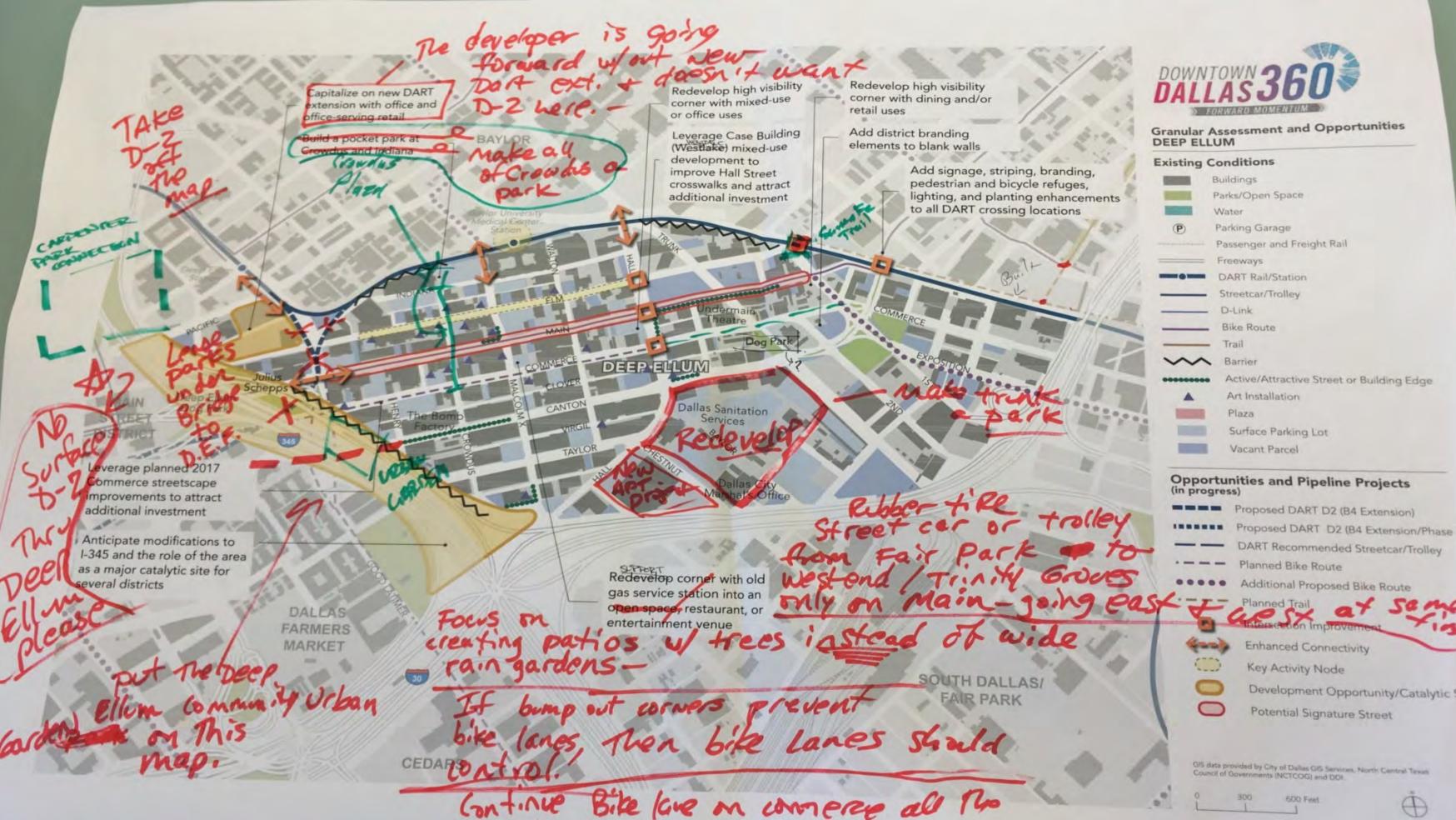










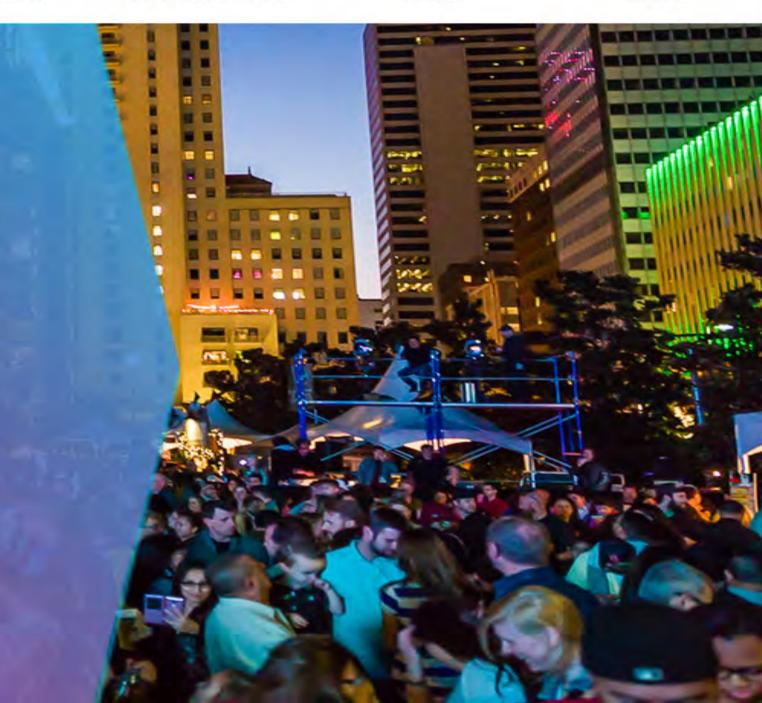




HOME ABOUT 360 PLAN (2011) UPDATES CALENDAR GET INVOLVED TEAM BLOG

### WELCOMING NEIGHBORHOODS. BUSTLING STREETS. THRIVING BUSINESSES.

The overwhelming progress of The 360 Plan is evident in the wave of Forward Momentum that Downtown is experiencing today. Downtown Dallas is in a state of perpetual motion—moving forward to develop a shared vision for our city's future.



## Vision + Framework

## The 360 Plan: Vision

Downtown Dallas and its connected neighborhoods create a complete urban center, linked by a multimodal, balanced, and accessible network with a variety of options to move from one destination to the next. Downtown is the heart of our city, offering a robust, inclusive and unique combination of places to live, job opportunities, great schools, refreshing open spaces, bustling street activity, successful business and retail, creating a place for everyone.

#### **Overarching Goals**

Exciting Urban Experience

**Balanced + Accessible Transportation System** 

**A Connected Urban Center** 



Inclusive Urban
Center

TRANSFORMATIVE STRATEGIES

Build Complete Neighborhoods Ensure Great Urban
Design and Experiences

Advance Urban Mobility

## A Connected Urban Center Downtown and the City



## Build Complete Neighborhoods A Livable Downtown and Center City

## **Diversify and Grow Housing**

- Diversify and increase housing options.
- Implement a City-wide housing policy and adapt that policy to meet the needs of the urban core.
- Encourage development of complete, connected neighborhoods.
- Encourage a healthy balance of housing diversity, including product type and price THE 360 PLANS 29

## Create Vibrant Parks and Neighborhood Spaces

- Create public spaces that support neighborhoods.
- Ensure vitality and success of signature parks.
- Create and enhance connections between parks.
- Ensure all public spaces are safe, comfortable, functional and accessible.
- Encourage provision of park space in new development.

## **Grow a Diverse Mix of Services and Retail**

- Provide a variety of retail and commercial spaces.
- Support recruitment and retention efforts for commercial tenants.
- Promote a unique retail experience in each neighborhood.
- Develop policies that remove barriers to development.

## Increase Opportunities for Quality Education

- Create additional quality education choices.
- Retain and support existing educational choices.
- Ensure multi-modal connection between housing and education.
- Encourage the continued recruitment of an educated workforce.
- Support the location of early childhood, preschool, and childcare services.

# Ensure Great Urban Design and Experiences Define a Sense of Place

## Ensure Great Urban Design

- Encourage active and engaging ground floor uses.
- Ensure new development respects, contributes to and preserves neighborhood character.
- Support neighborhood planning efforts.
- Adopt innovation, technology, and smart city initiatives.
- Value preservation as fundamental in planning and design
- Provide incentives for great urban design.

### **Activate the Public Realm**

- Foster a pedestrian-oriented and walkable streetscape.
- Activate public and vacant spaces with "pop up" strategies.
- Encourage special events.



## Advance Urban Mobility

ıne

average annual operating cost of a bicycle is \$308...

compare d to \$8,220 for the average

### Forbes -

Real Time

+17 posts this hour

Popular

Secret Power Of Intro

Lists

Highest-Paid Actor:

Buffett.

Video

## Pedaling to Prosperity: Biking Saves U.S. Riders Billions A Year

+ Comment now

New data highlight that bicyclists in the United States save at least \$4.6 billion a year by riding instead of driving.

The analyses were released on Friday to coincide with National Bike to Work Day, part of National Bike Month, which occurs each May.

The average annual operating cost of a



4323

Share

501

Tweet

65

Q +1

222

In Share











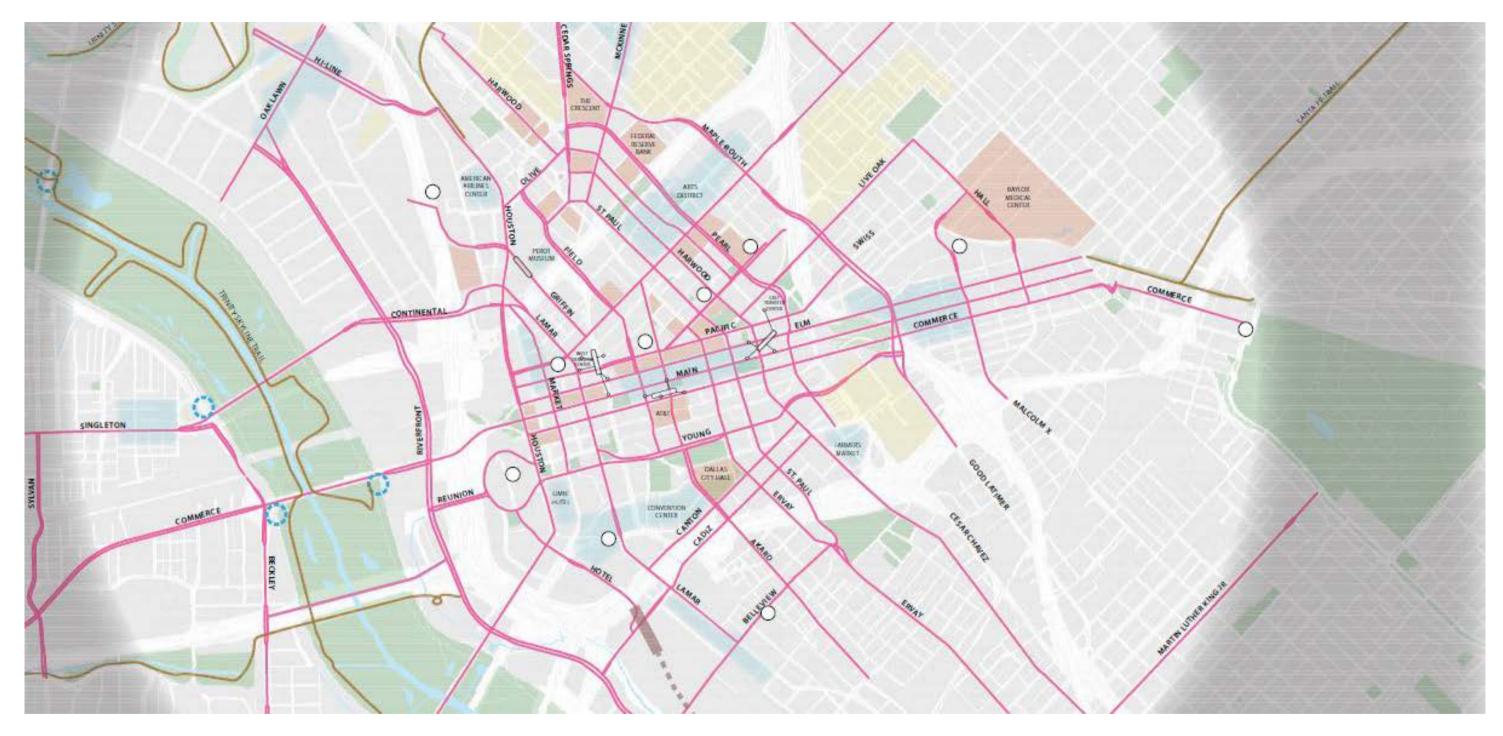




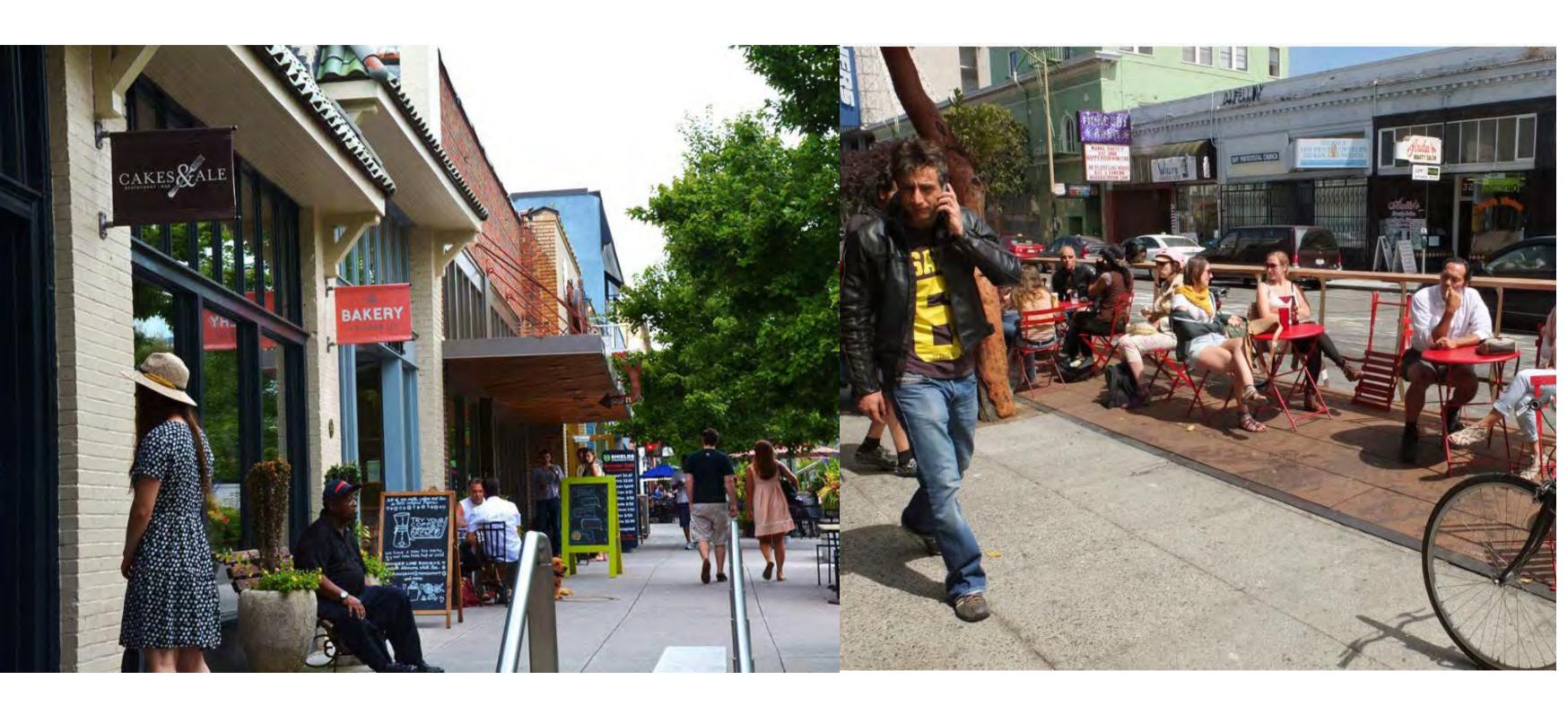




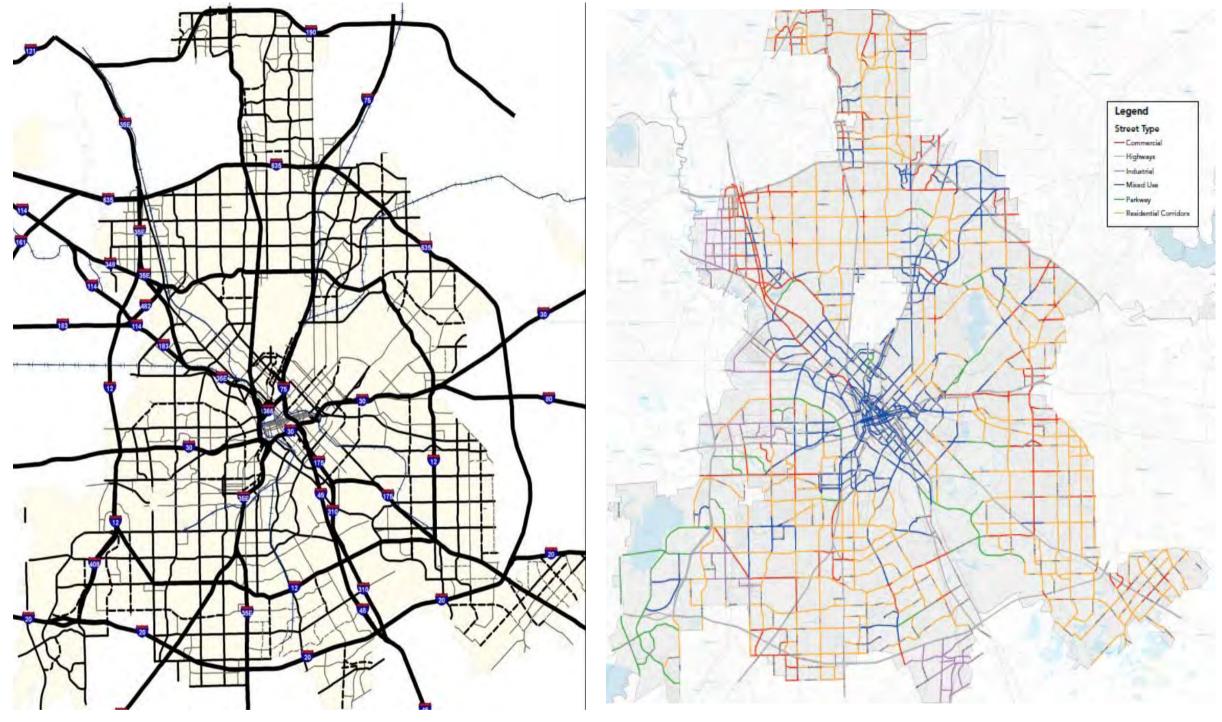




Improve inter-district connectivity for all modes of travel.



Encourage mixed use, pedestrian-oriented design and development.



Ensure that both regional and local transportation systems support urban design and livability goals for the Center City.





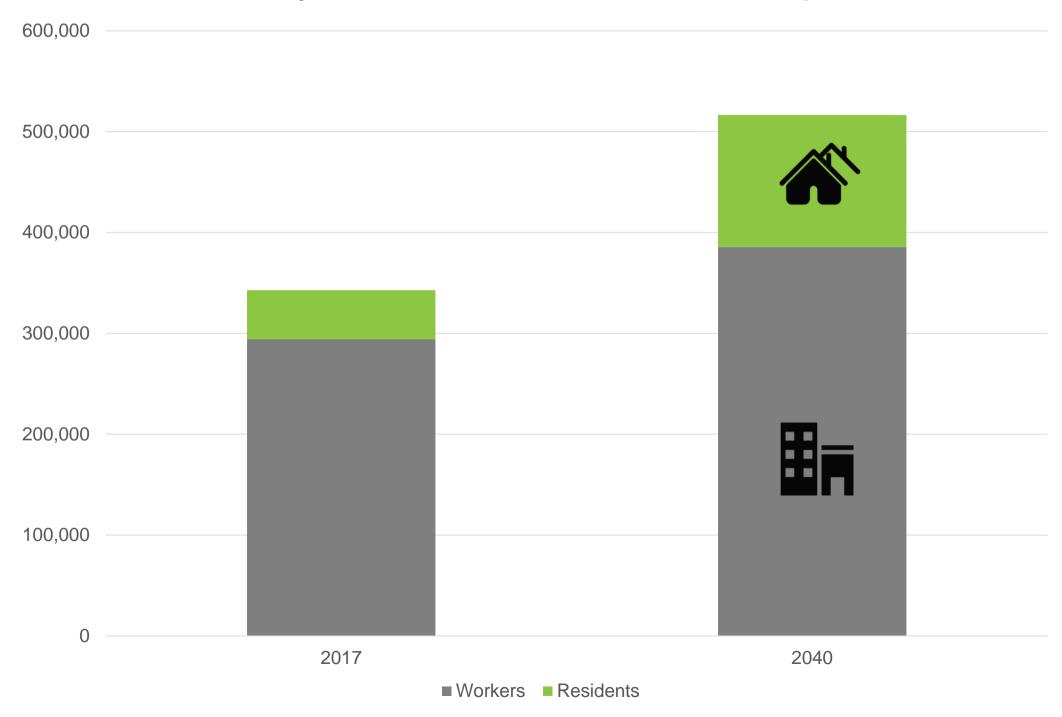


Deliver a system that responds proactively to future trends in technology, demographics and user preferences.

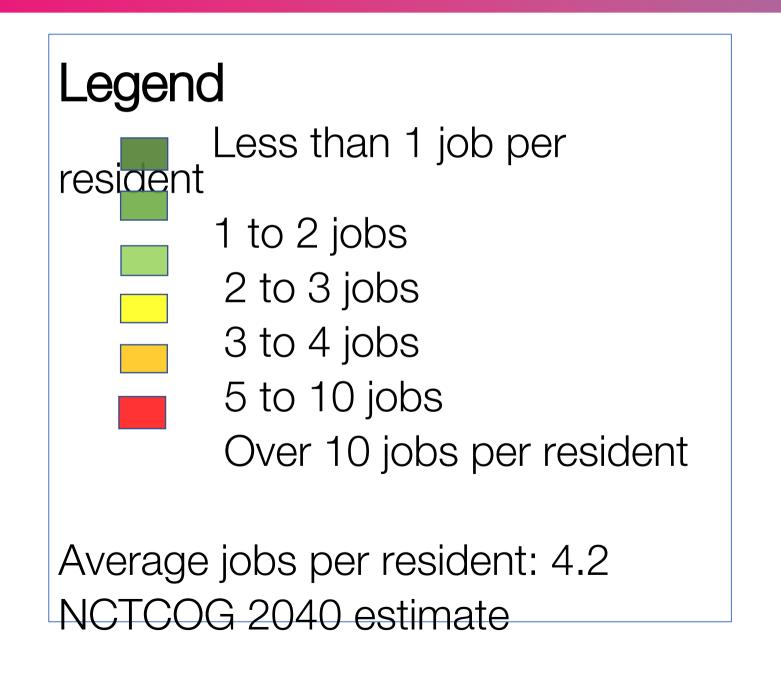
## Transportation Analysis

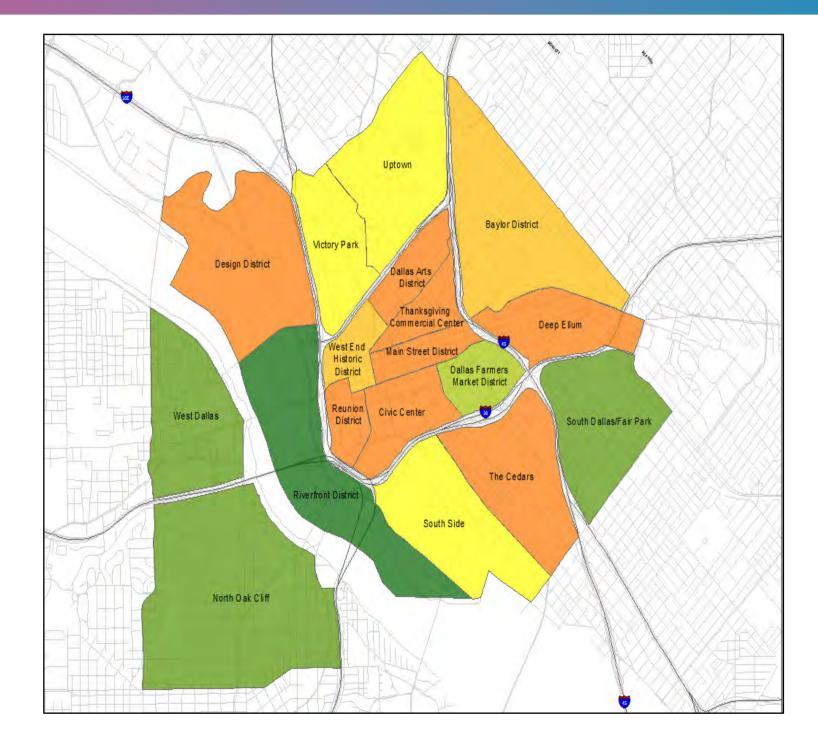
## Downtown Will Grow!

Population density and residential development will increase!



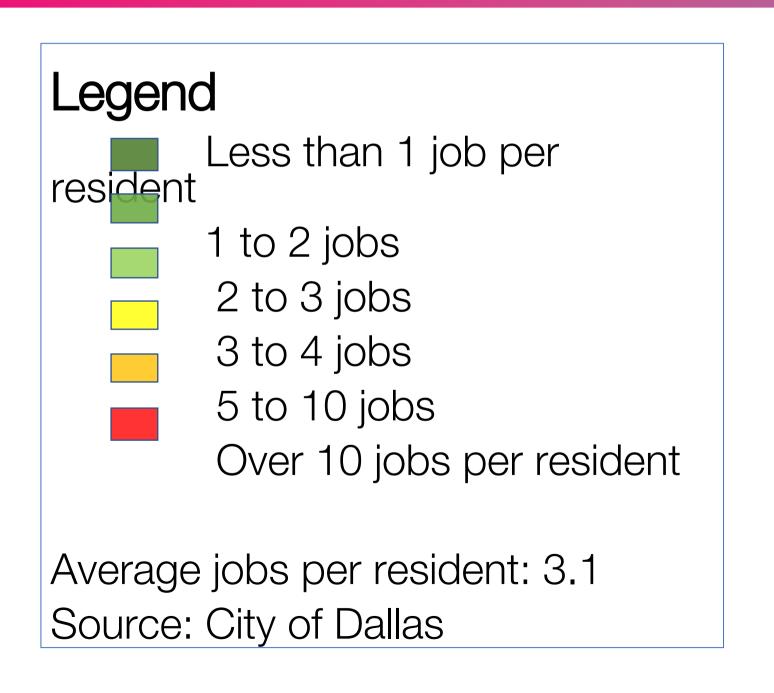
## NCTCOG 2040 Forecast

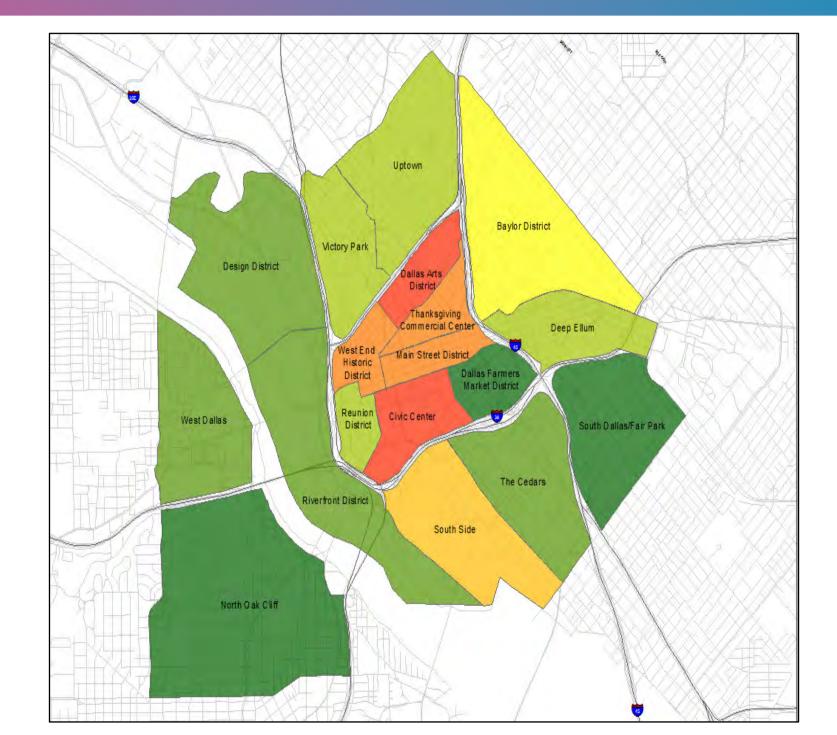




## City 2040 Forecast

360 Neighborhoods will see a more even distribution of workers and residents

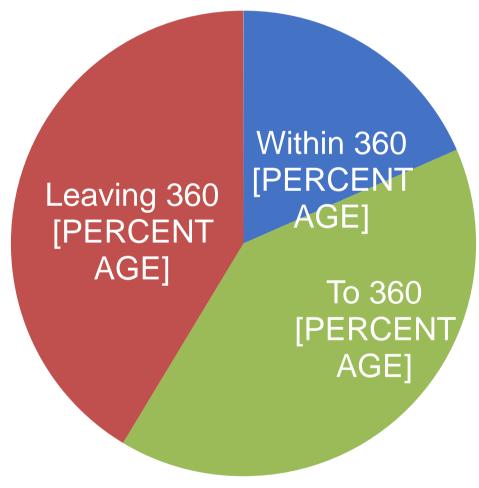




## Changing Trip Behavior

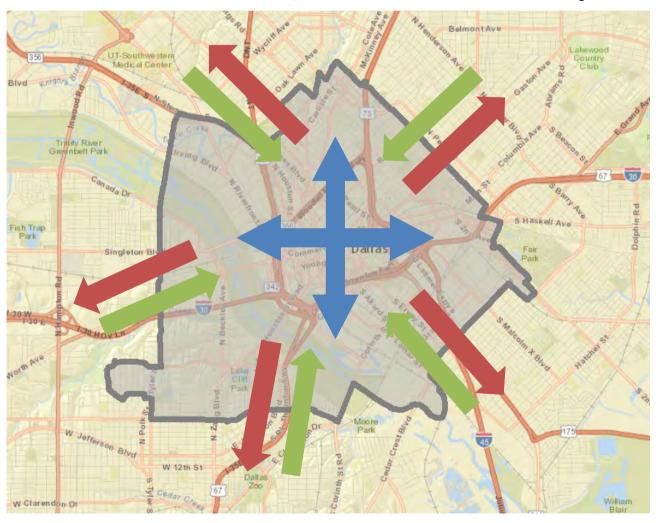
Cell data reveals many short-distance trips.

## **Average Daily Weekday Trips**

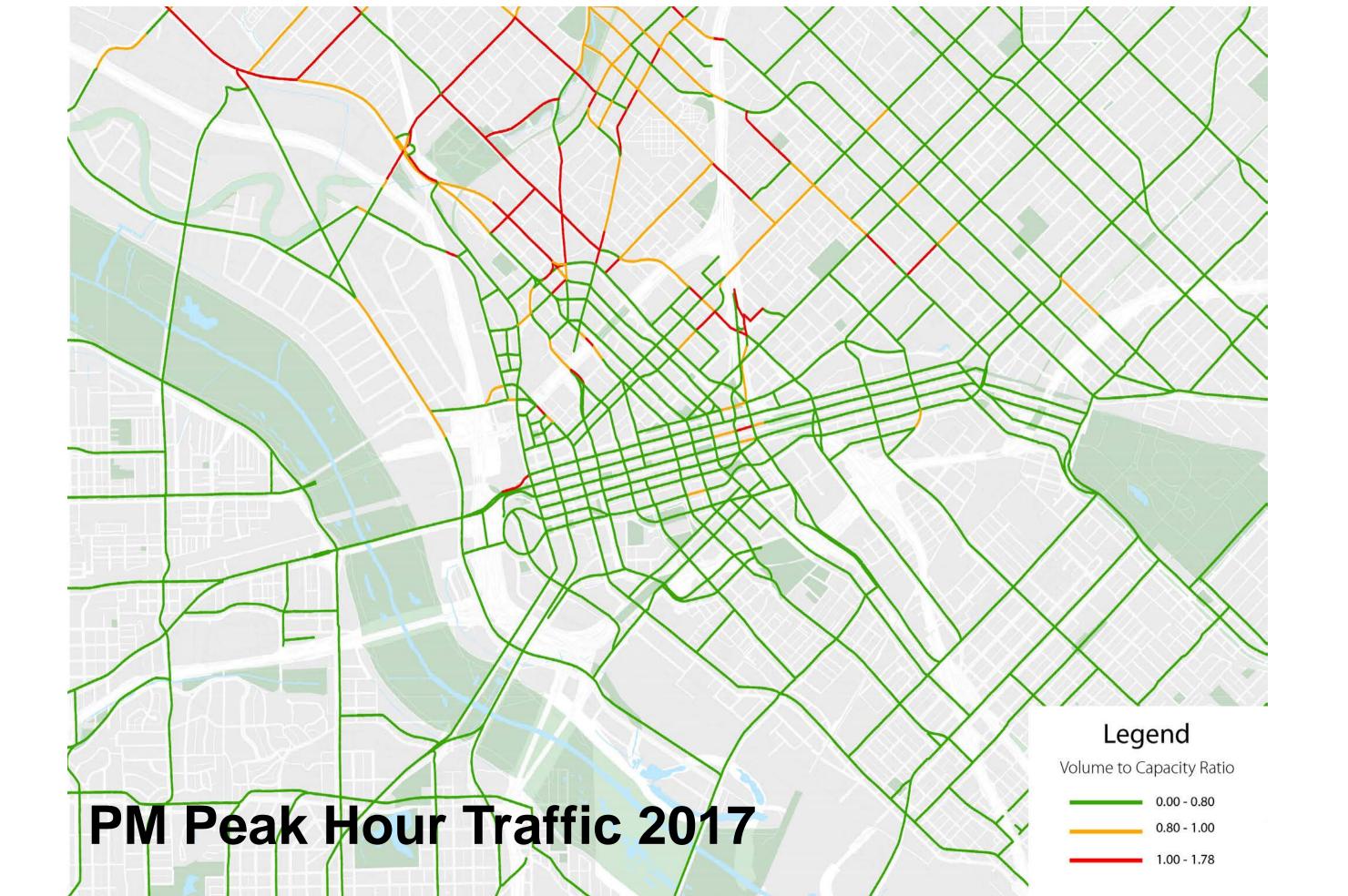


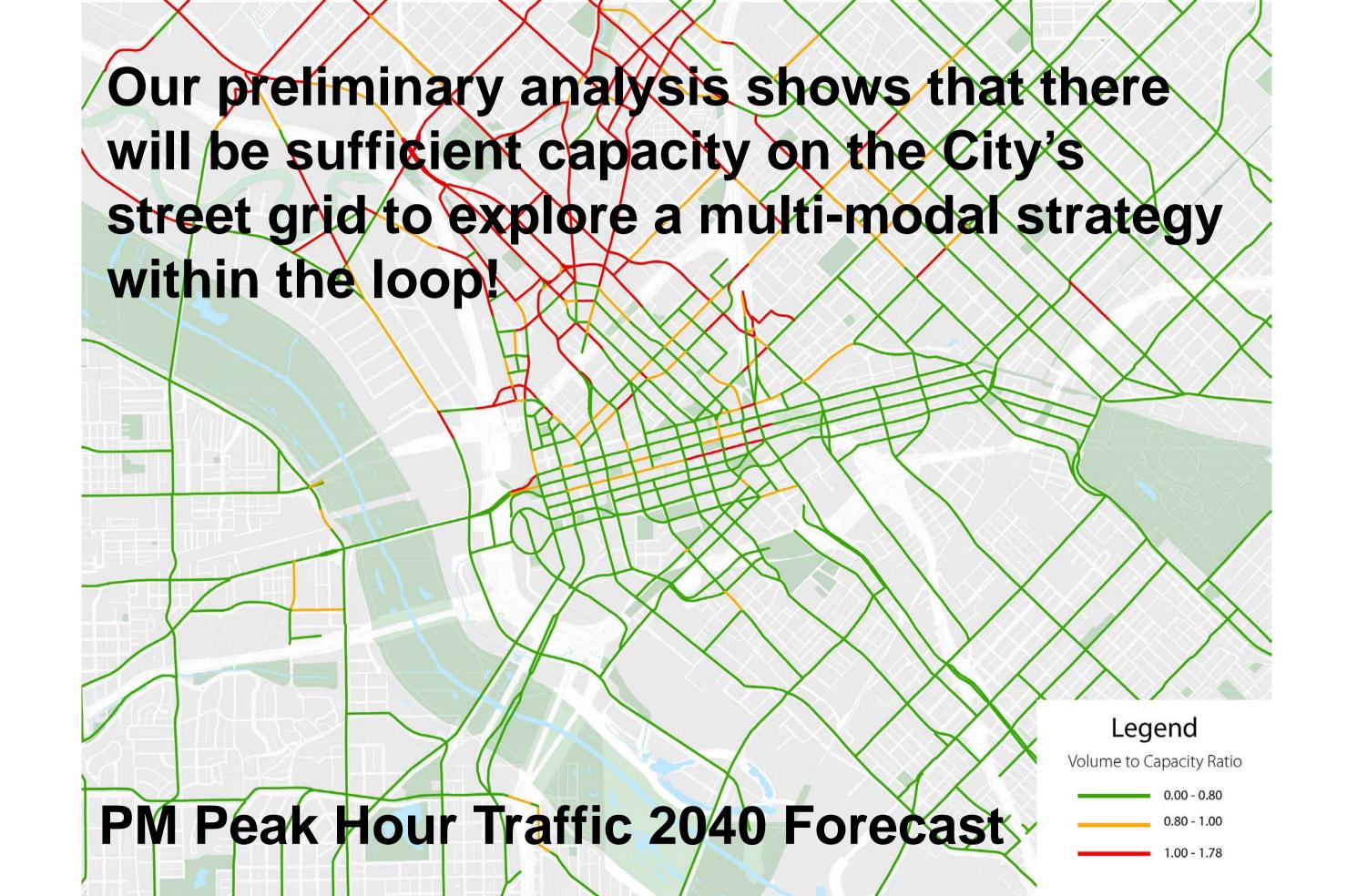
Source: City of Dallas analysis of StreetLight Data

## **Downtown Dallas Study Area**









## A New Framework for Street Design

## A New Framework for Street Design

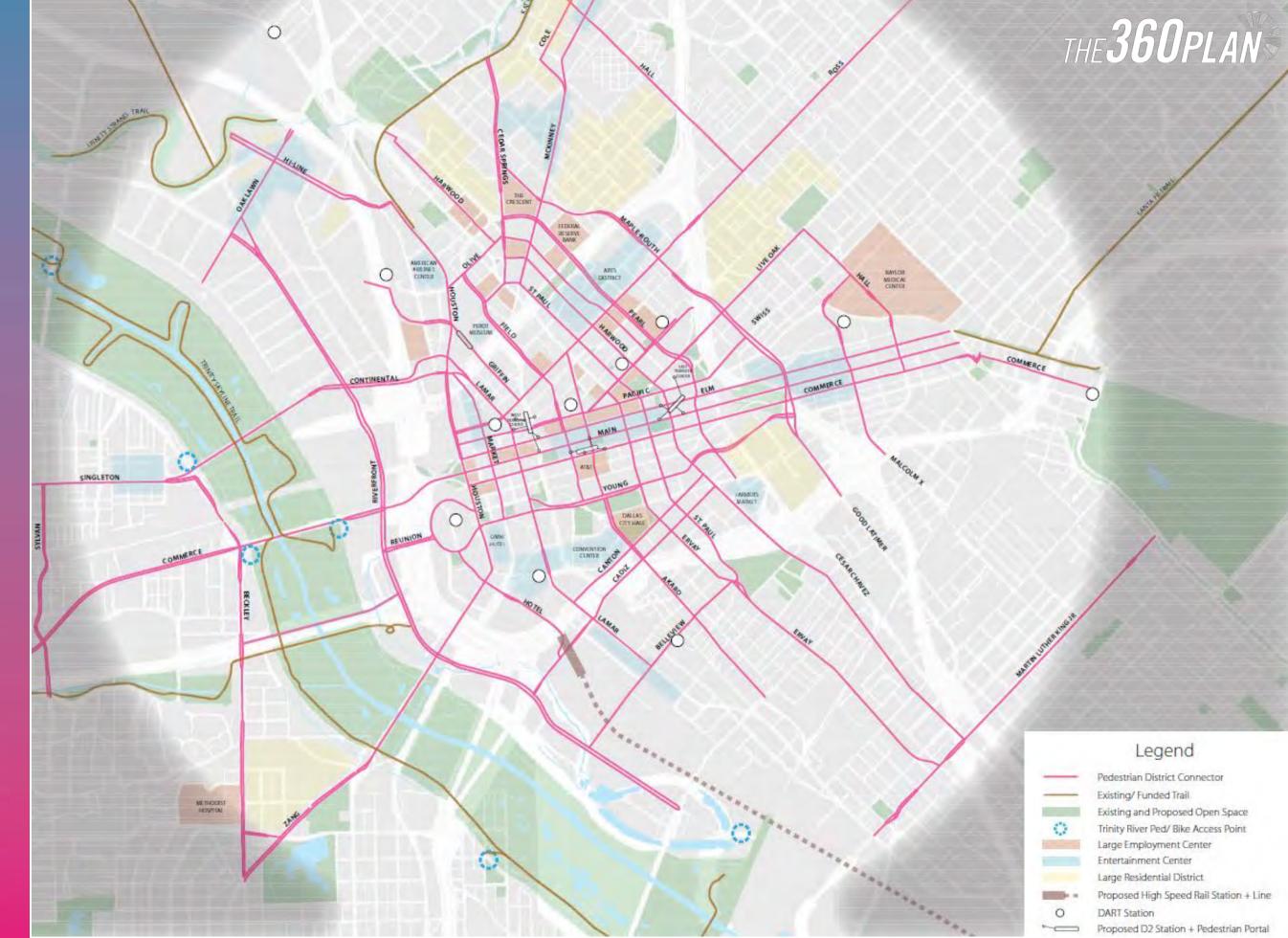
**District Connectors:** Inter-district multimodal streets serving through traffic and promoting a uniformly high standard of pedestrian-friendly design

- PedestrianTransit
- BicycleAuto

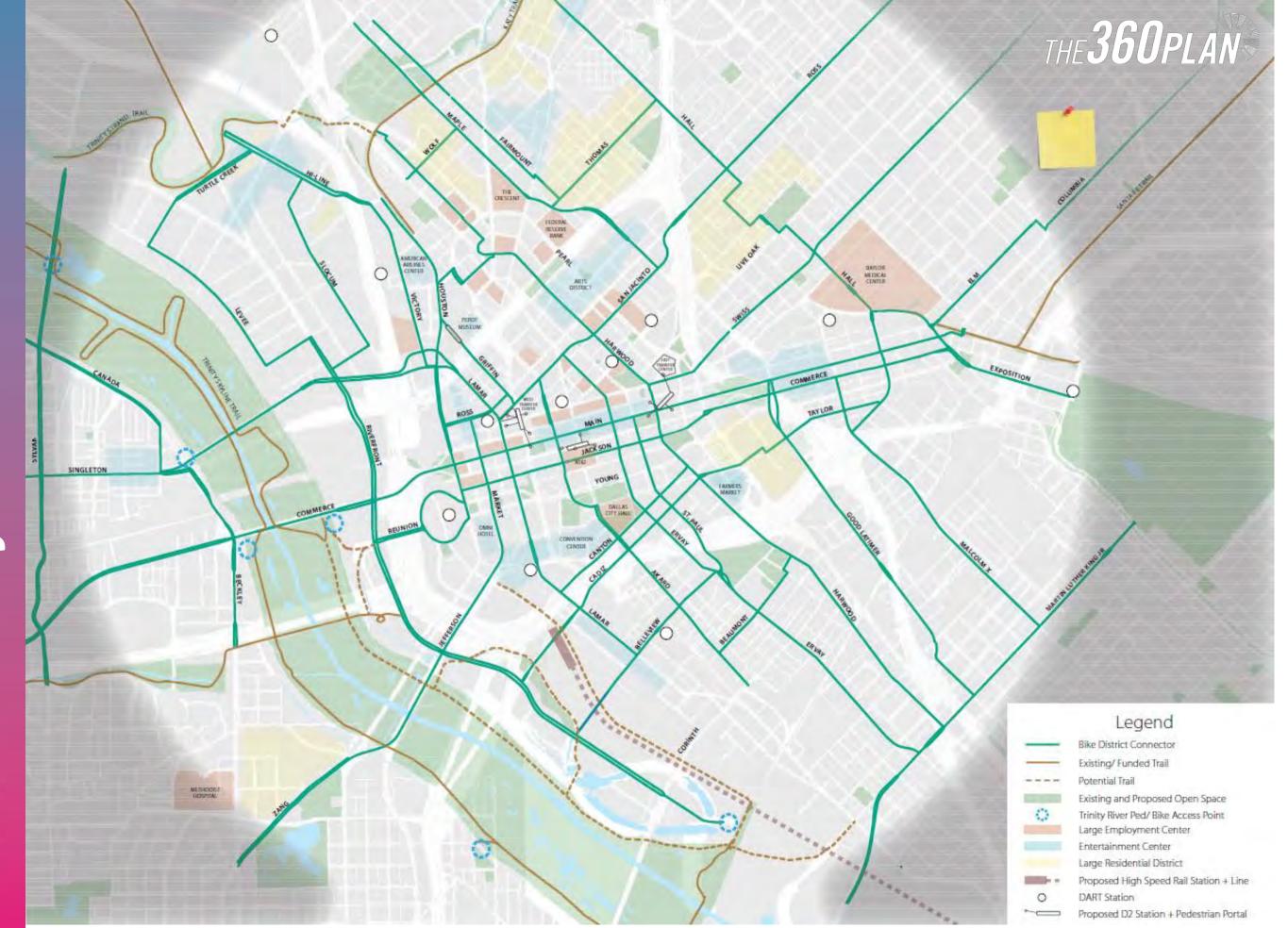
Neighborhood Streets: Intra-district multimodal streets primarily serving local destinations



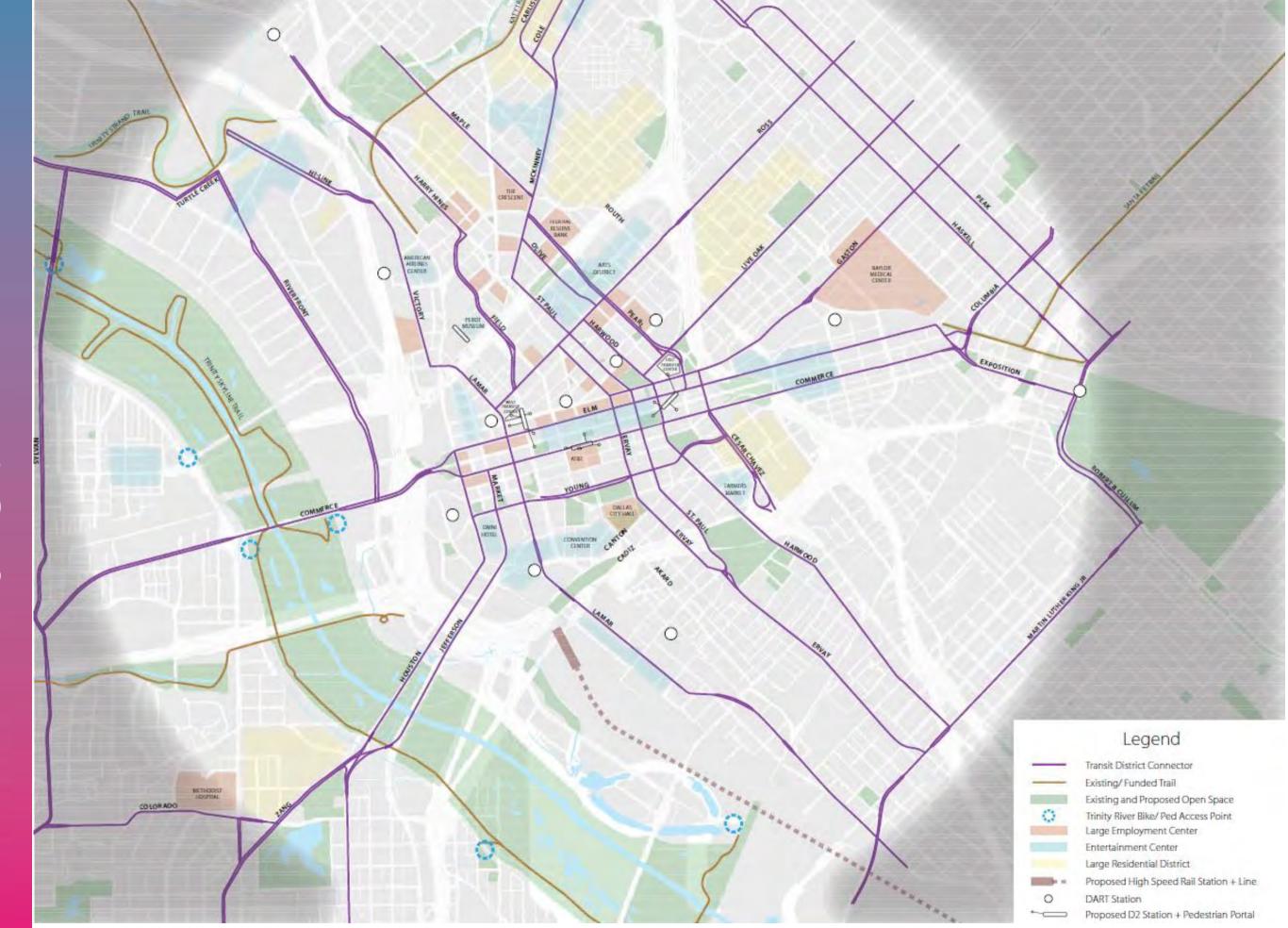
# District Connectors: Pedestrian



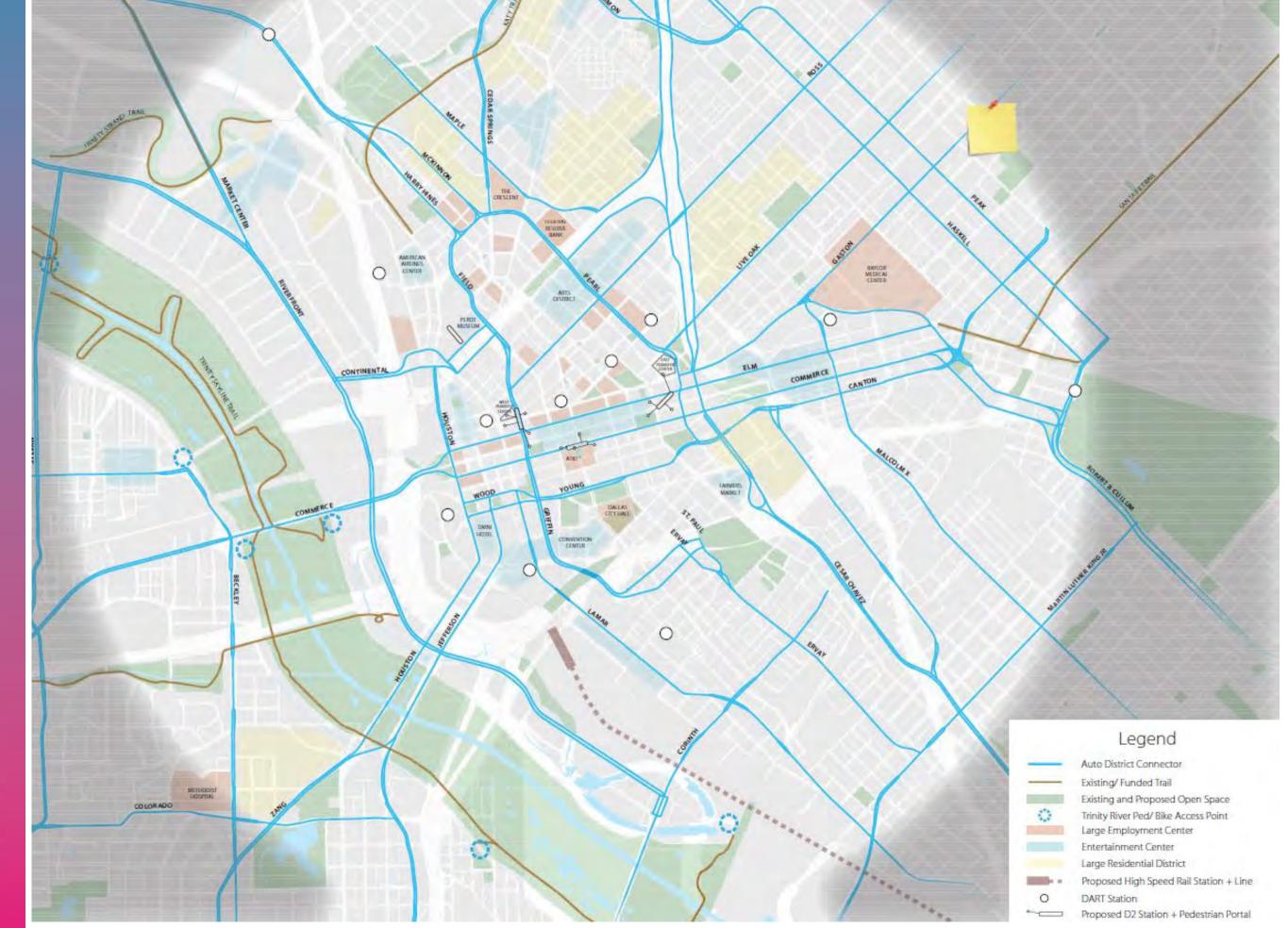
# District Connectors: Bicycle



# District Connectors: Transit



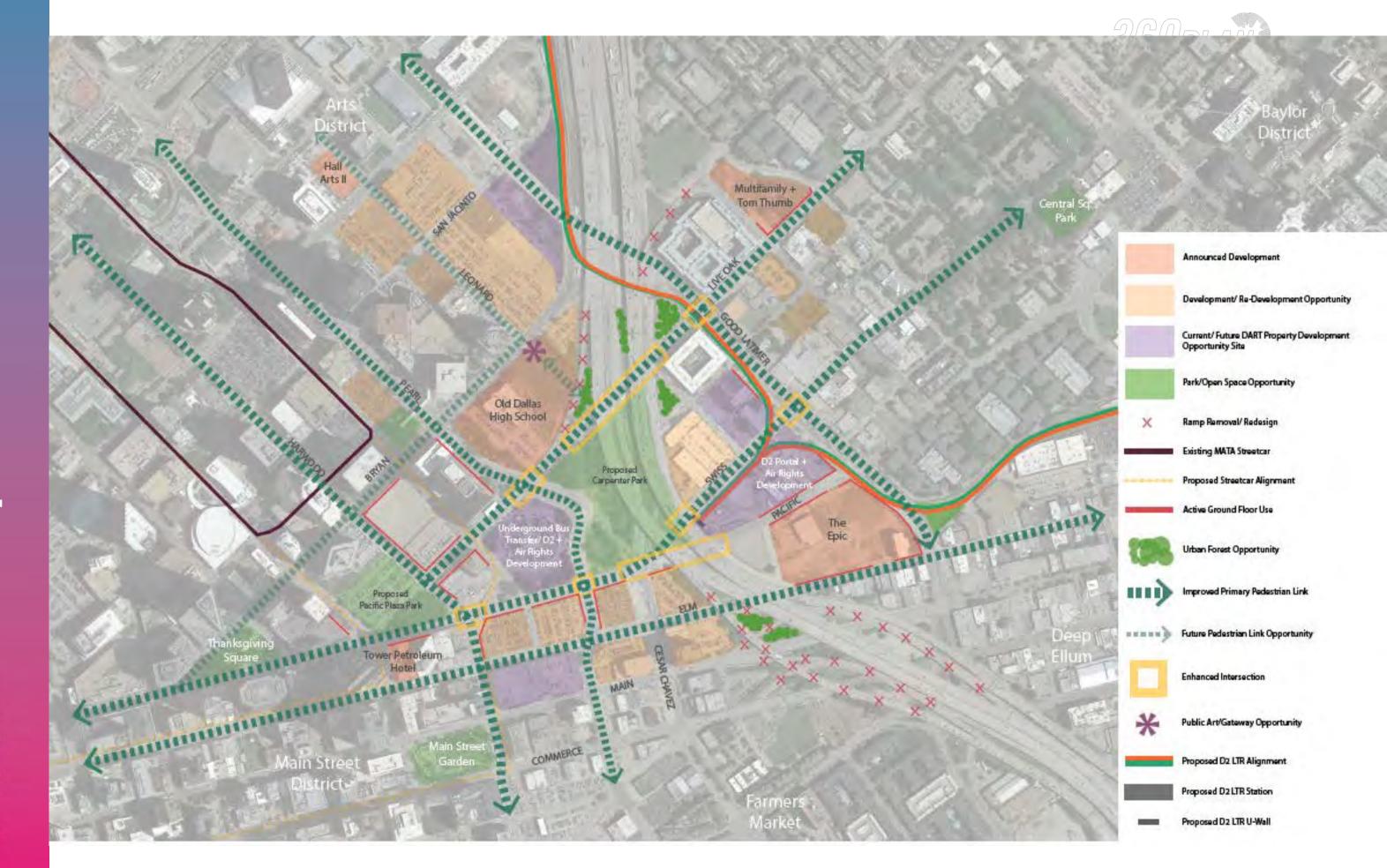
# District Connectors: Automobile

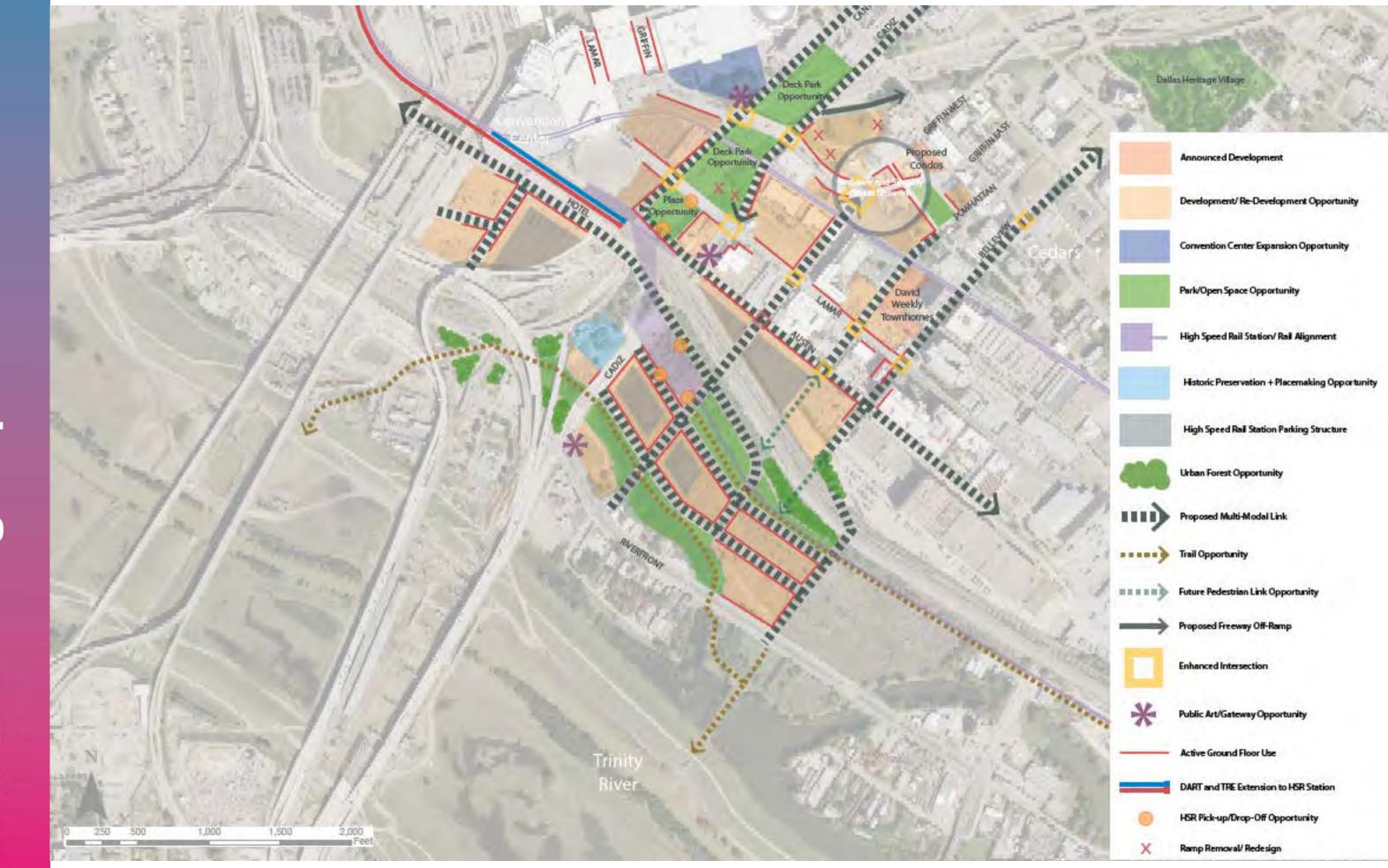


## Catalytic Development Areas

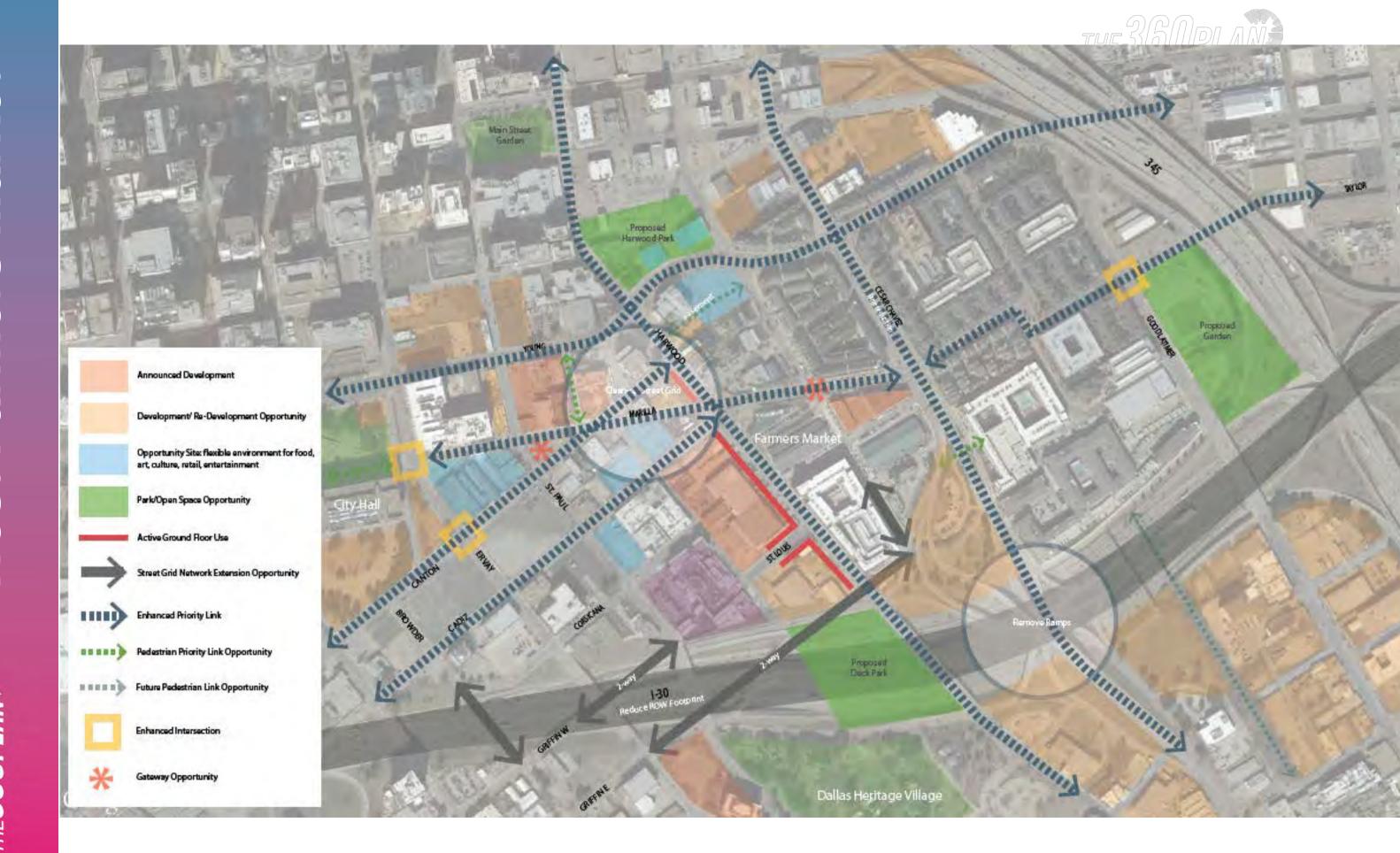


## EARPENTER PARK AREA 1-35E STEMMONS CORRIDOR Legend HIGH SPEED RAIL STATION AREA New Implementation Focus Corridor New Implementation Focus Area Signature Corridor Corridor For Study by Arts District \*\*\*\*\*\*\* DART Station 0 Proposed High Speed Rail + Station Existing and Proposed Parks Proposed Deck Park Location Existing/Funded Trail









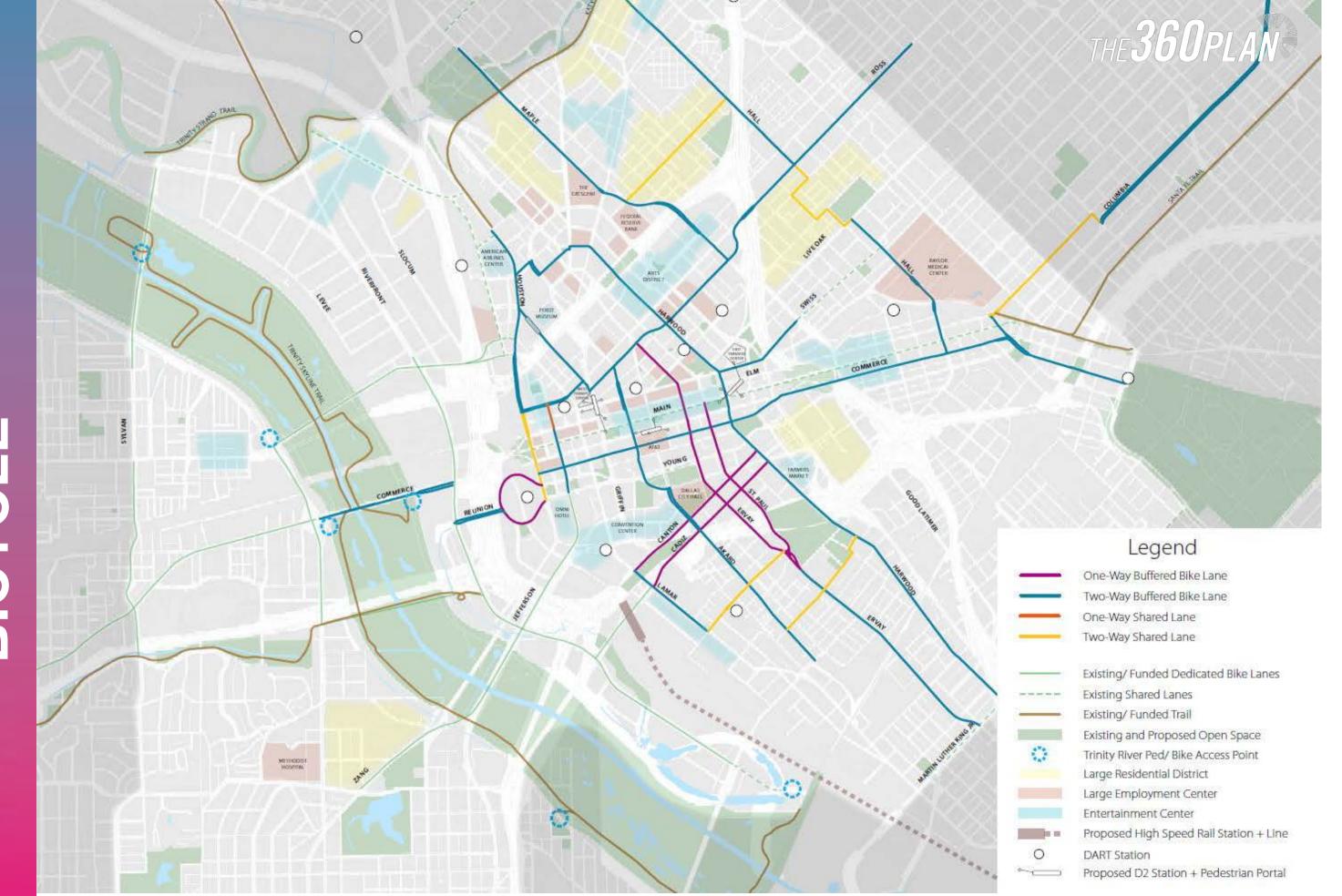
## Priority Projects

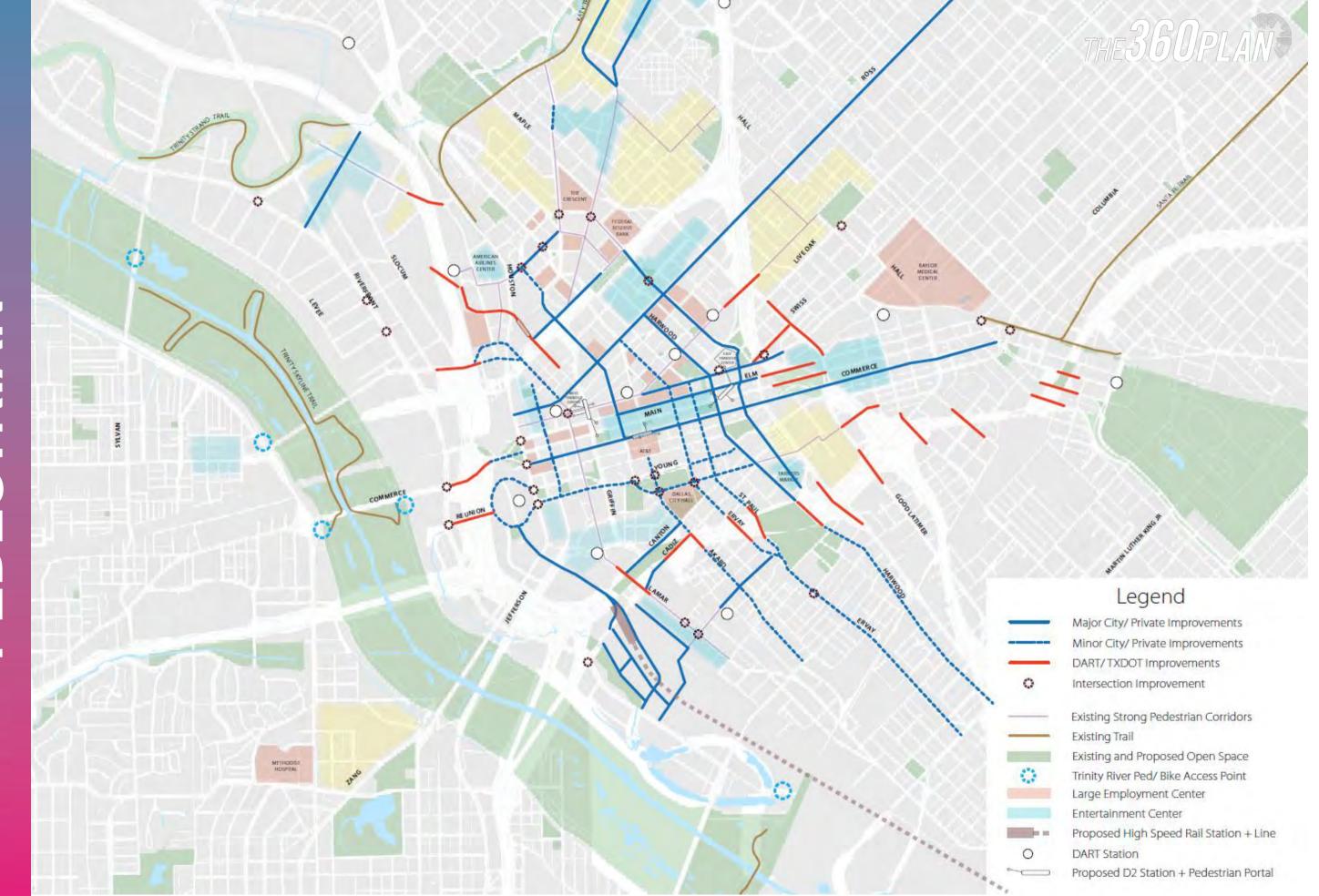
## **Priority Projects**

- ■1-5 year implementation
- Bolsters district identity
- Streetscape changes overcome physical and perceptual barriers
- Sufficient right-of-way exists for multi-modal travel options
- Allows improvements to be phased in along the connector

## PROJECTS: PRIORI-BICYCL

## THE 360PLANS





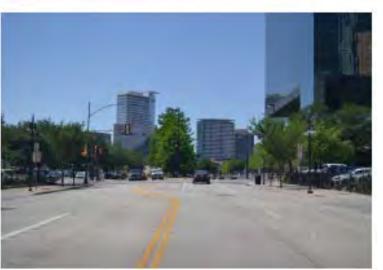
## Field Street







Field Street near Griffin/Munger Street intersection.



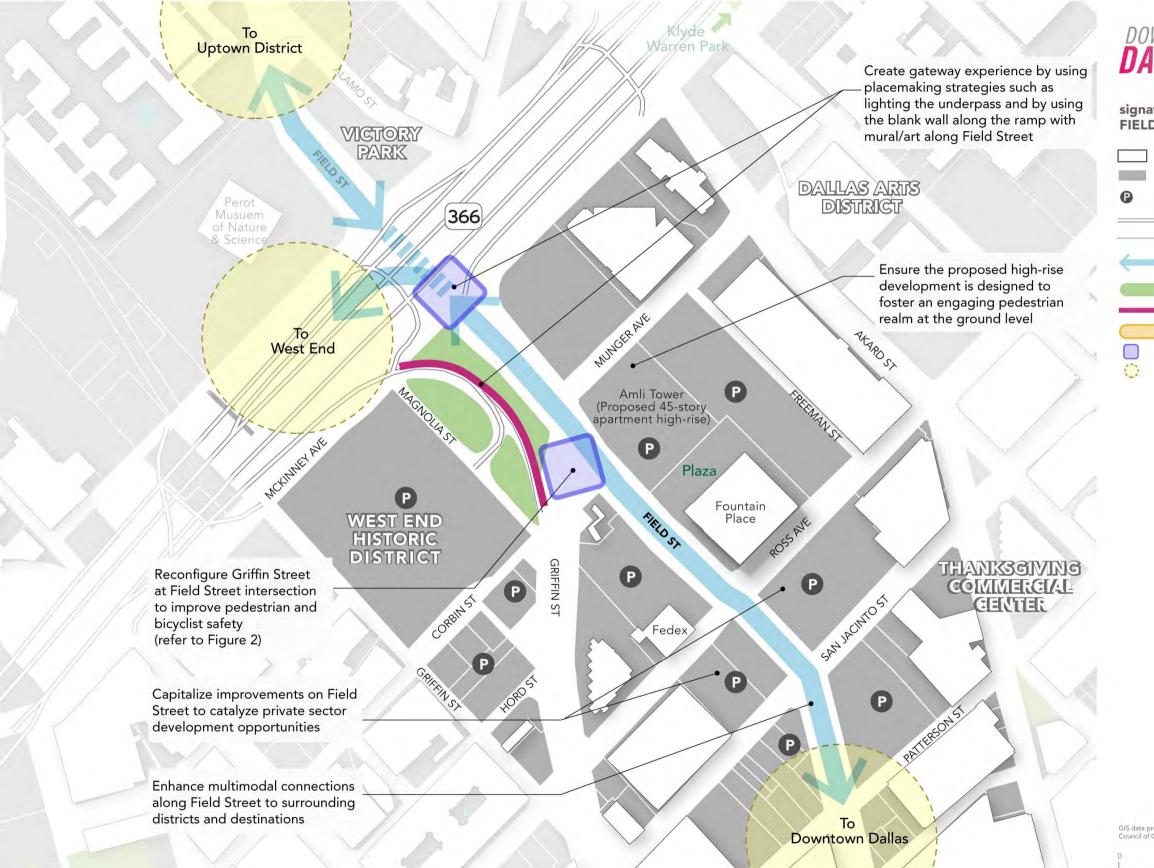
Field Street near San Jacinto intersection.













## signature corridors FIELD STREET CONCEPT PLAN

Building

Parcel

Surface Parking/Parking Garage

Freeway



Enhanced connectivity and Improved Multimodal Network



Facade Activation/Retrofit



Catalytic Development Opportunity



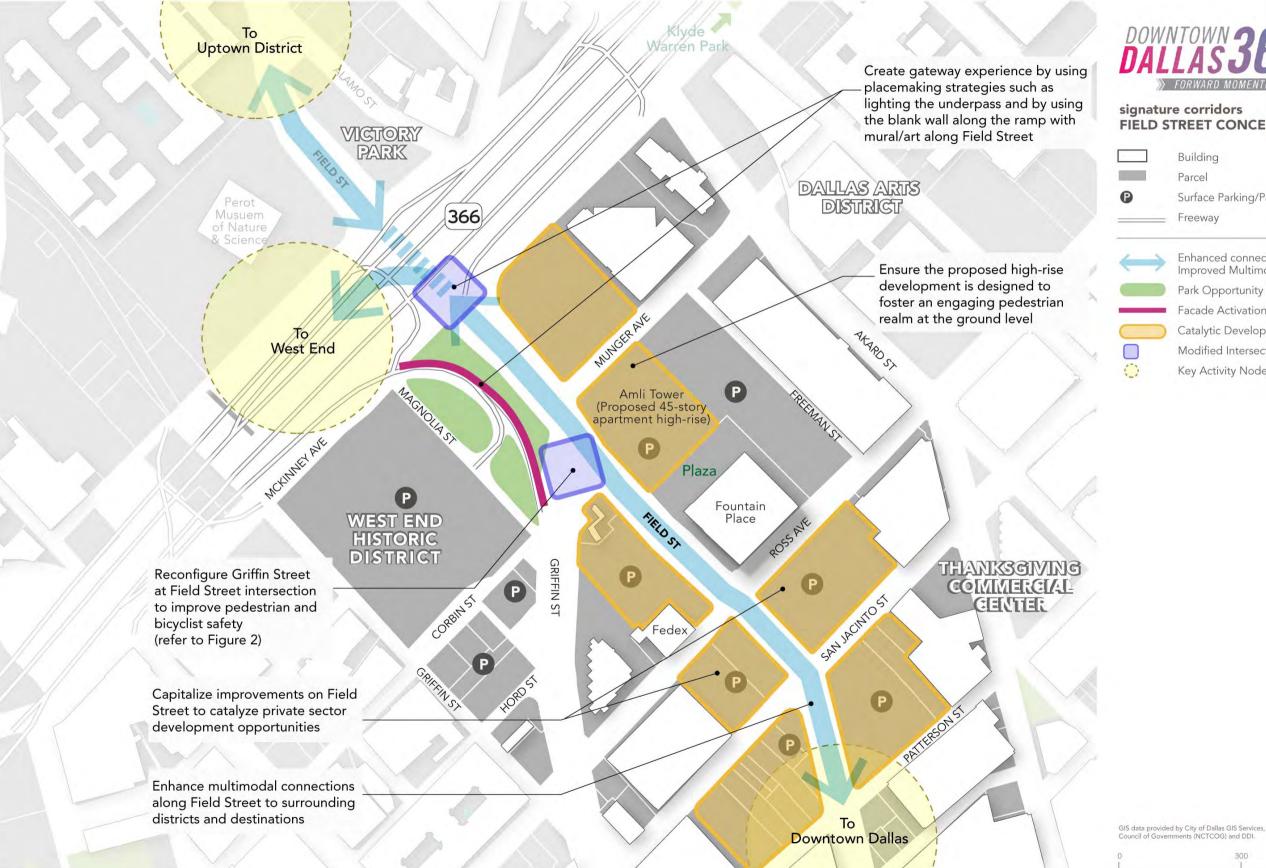
Modified Intersection



Key Activity Node

GIS data provided by City of Dallas GIS Services, North Central Texas Council of Governments (NCTCOG) and DDI.







## signature corridors FIELD STREET CONCEPT PLAN

Surface Parking/Parking Garage

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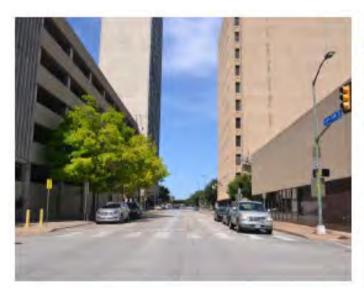
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600 Feet

## Harwood Street



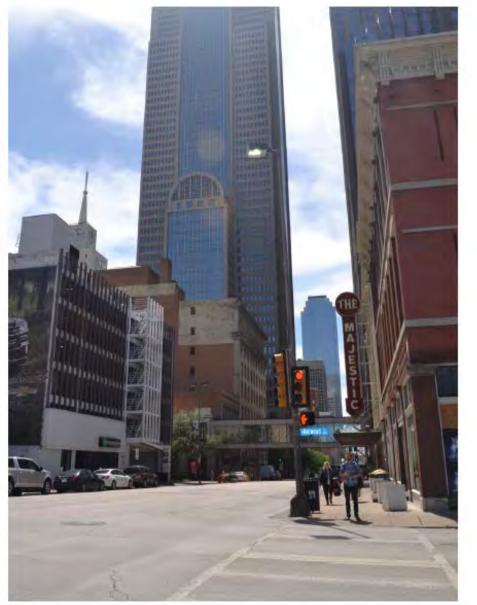




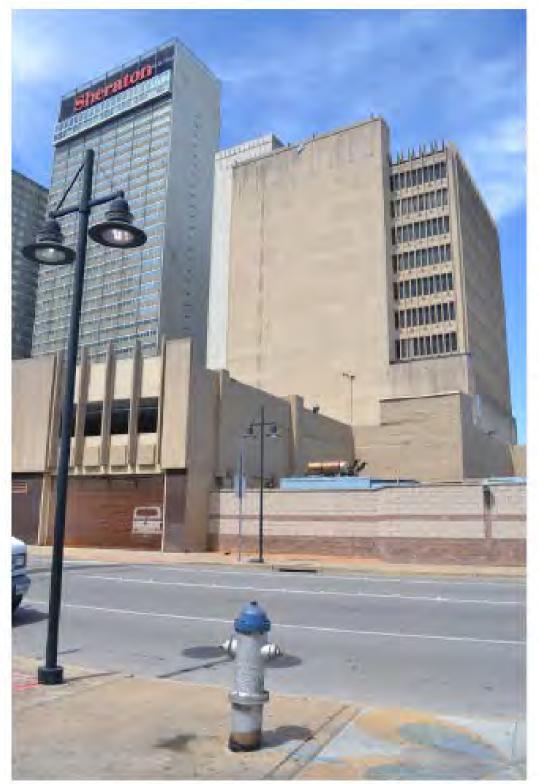




Harwood Street near Elm Street intersection.





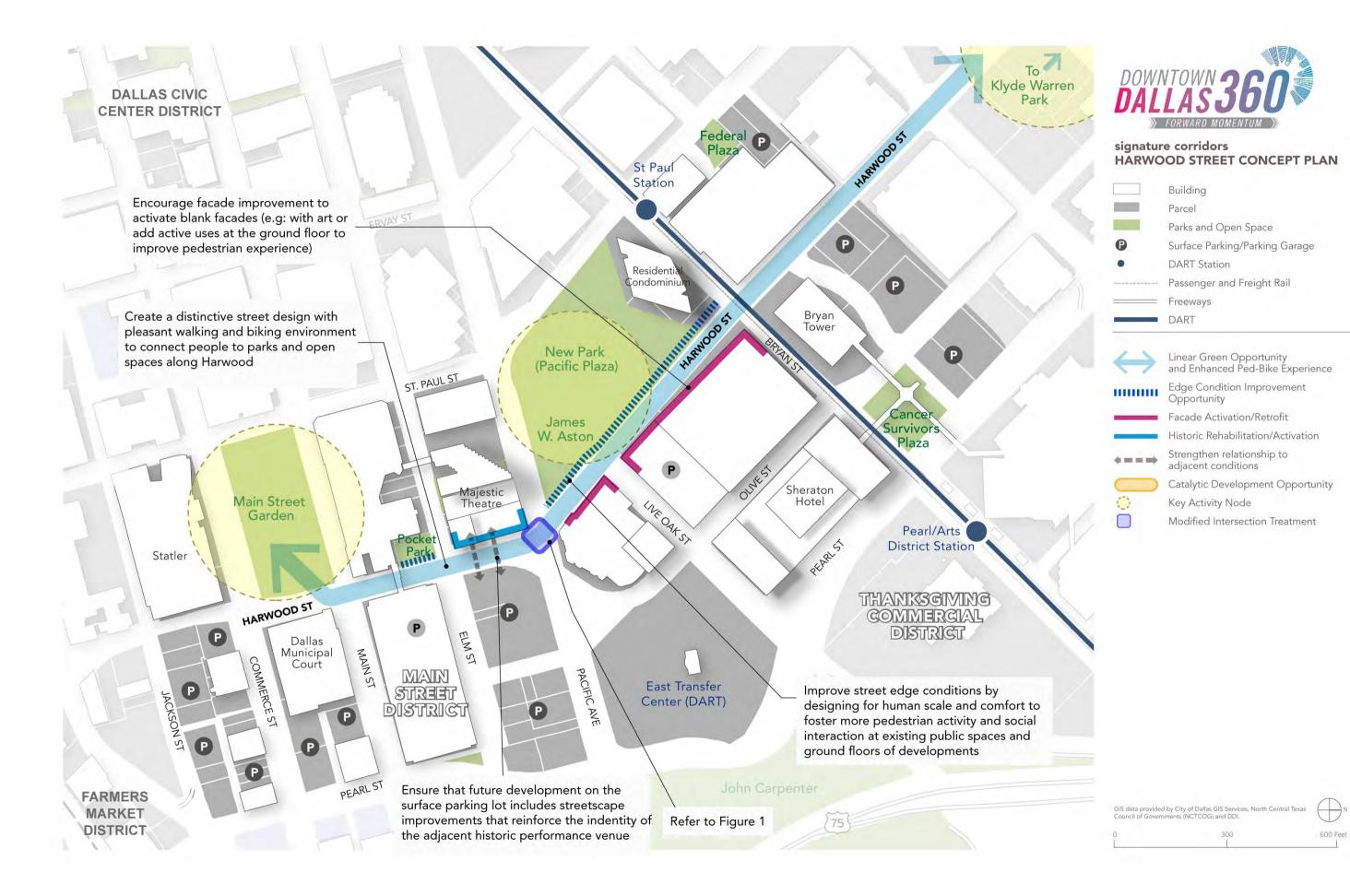


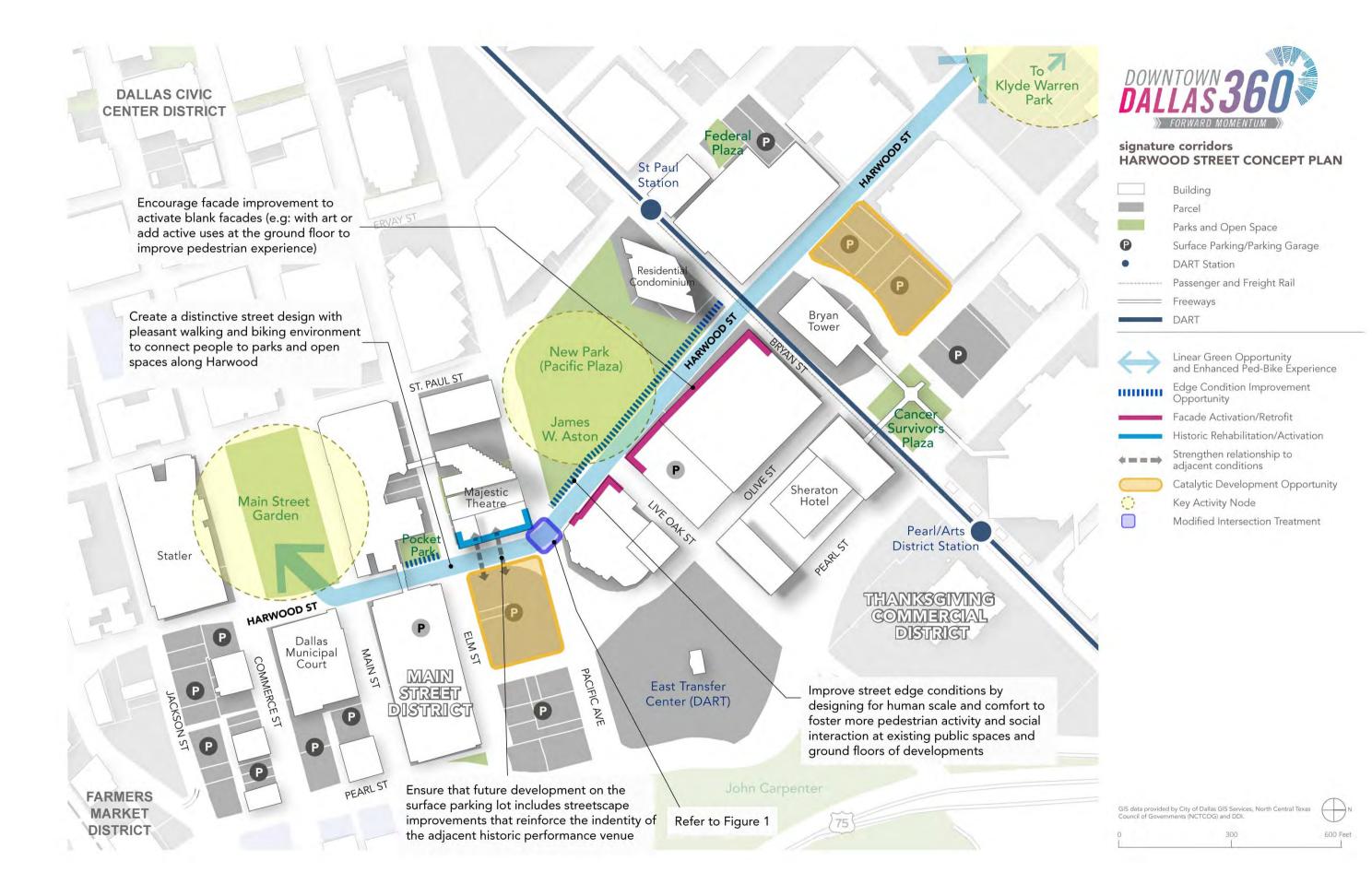
Harwood Street near Pacific Avenue intersection.



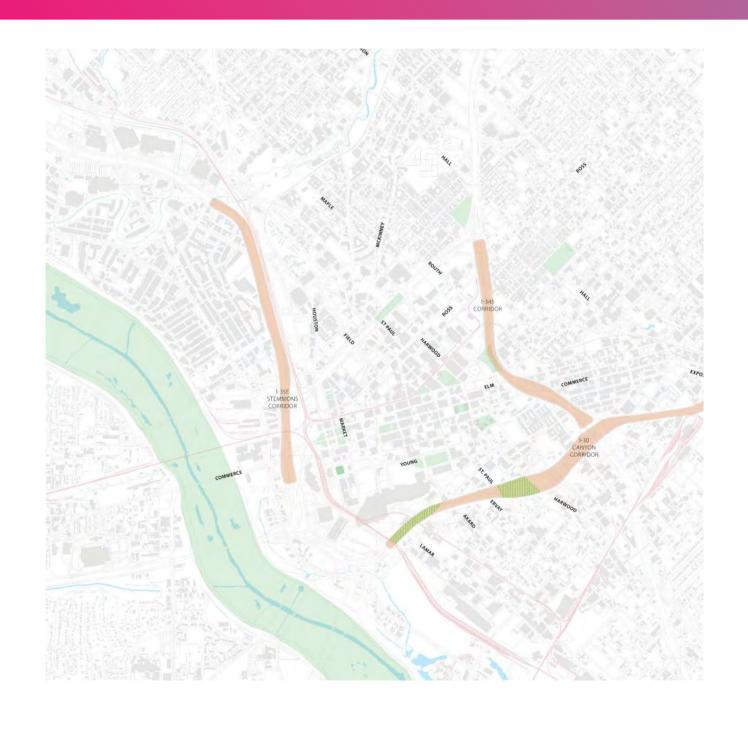








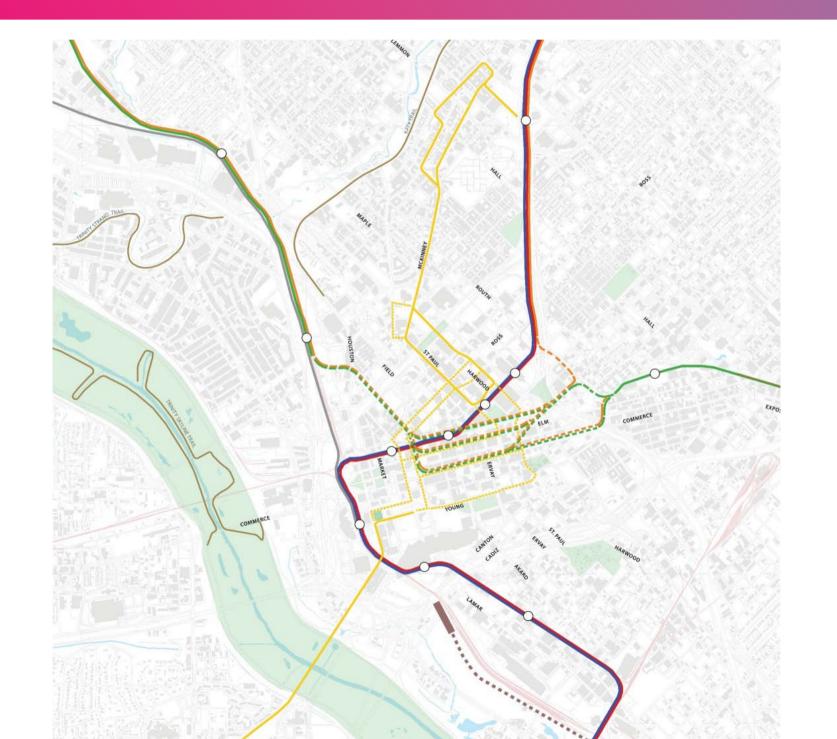
## Strategic Freeway Projects



## Key Projects

- Lowest Stemmons
- I-30 Canyon
- I-345
- Focus on design recommendations to enhance pedestrian, bike and transit crossings and linkages and minimizing the impact of these corridors as barriers

## Strategic Transit Projects



## Key Projects:

- DART D2
- Central Dallas Streetcar
- High Speed Rail
- Focus on design recommendations to maximize multi-modal accessibility to transit stations and corridors



## Next Steps

## Timeline

## DRAFT STAGE

June 8 & 22: UDAC Briefings (with Arts District plan)

June 12-23: Neighborhood Work Sessions

July 18: DDI Board Briefing

July 19-20: Steering Committee and Public Meeting Window

August: CPC and Committee Briefings

September: Council Committee

## FINAL DOCUMENTS

Aug-Sept: Neighborhood Workshops (as needed)

September: Council Adoption

September: Public Launch





see more at downtowndallas360.com