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## VIII Appendix



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## Phase I Recap Presentation

The Phase I Recap Presentation contains a summary of the public input received in 2015, during the initial phase of engagement and outreach efforts of the *Downtown Dallas 360* plan update. The data represents emergent themes from various Downtown neighborhoods, providing a foundation for the vision, transformative strategies, and action items of *The 360 Plan*.



## Emerging Themes Summary of Public Involvement Short and Long-Term Plans and Strategies



## Housing And Education

### Public Engagement Outcomes:

- Provide diverse housing options and product types
- Provide good schools Downtown to attract/keep families
- Link mobility, education and housing
- Maintain the character of the existing neighborhoods

### Potential Strategies Moving Forward:

- Identify funding and incentive mechanisms to provide for multiple housing needs
- Identify locations and willing partners to house schools
- Identify strategies to reduce potential gentrification/displacement in some neighborhoods

## Open Space And Recreation

### Public Engagement Outcomes:

- Create public spaces that support neighborhoods
- Link new parks to existing parks
- Build off of successes (Katy Trail, Klyde Warren Park, Main Street Garden, Ron Kirk Bridge, etc.)

### Potential Strategies Moving Forward:

- Create useable, functional spaces for new and existing residents by acquiring vacant land
- Program park space based on nearby residents' needs
- Link parks and open space with expanded bicycle and pedestrian facilities
- Redesign existing underutilized spaces like Fair Park to make them more useable on a daily basis

# Urban Design And Placemaking

**Public Engagement Outcomes:**

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

**Potential Strategies Moving Forward:**

- Focus urban design to support walkability, pedestrian interest and district-specific goals
- Identify areas where additional resources/funding/programs may be needed to catalyze development and infill opportunities
- Identify design tools that can be implemented quickly with little cost

# Mobility

**Public Engagement Outcomes:**

- Improve connections between the districts
- Enhance Downtown’s connection to the Trinity River
- Link Downtown to districts west of the Trinity River
- Address access across and under freeways
- Create a functional, safe and inviting bicycle and pedestrian system

**Potential Strategies Moving Forward:**

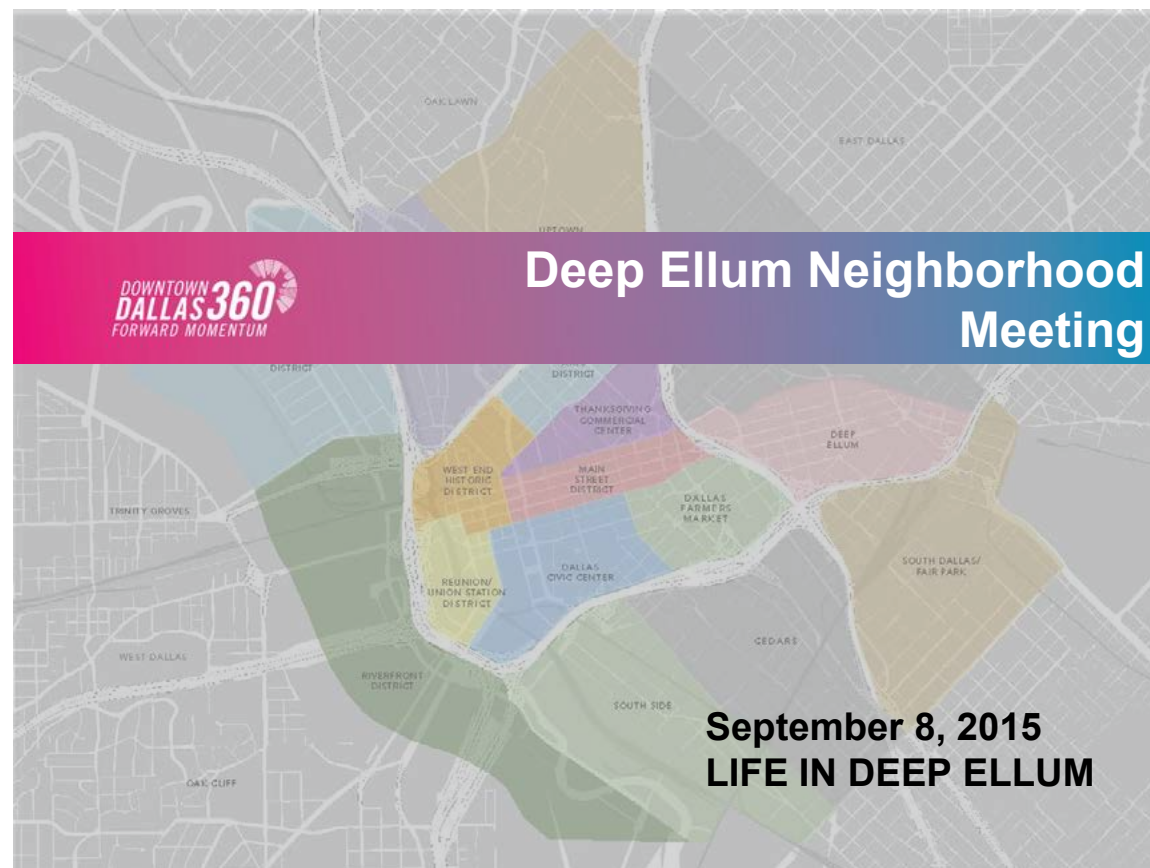
- Create a pedestrian plan that complements transit and bike corridors
- Create a prioritized list of bicycle connections
- Focus on projects that address barriers (freeways, fast traffic)
- Fill in the gaps in the sidewalk system



# Questions Asked

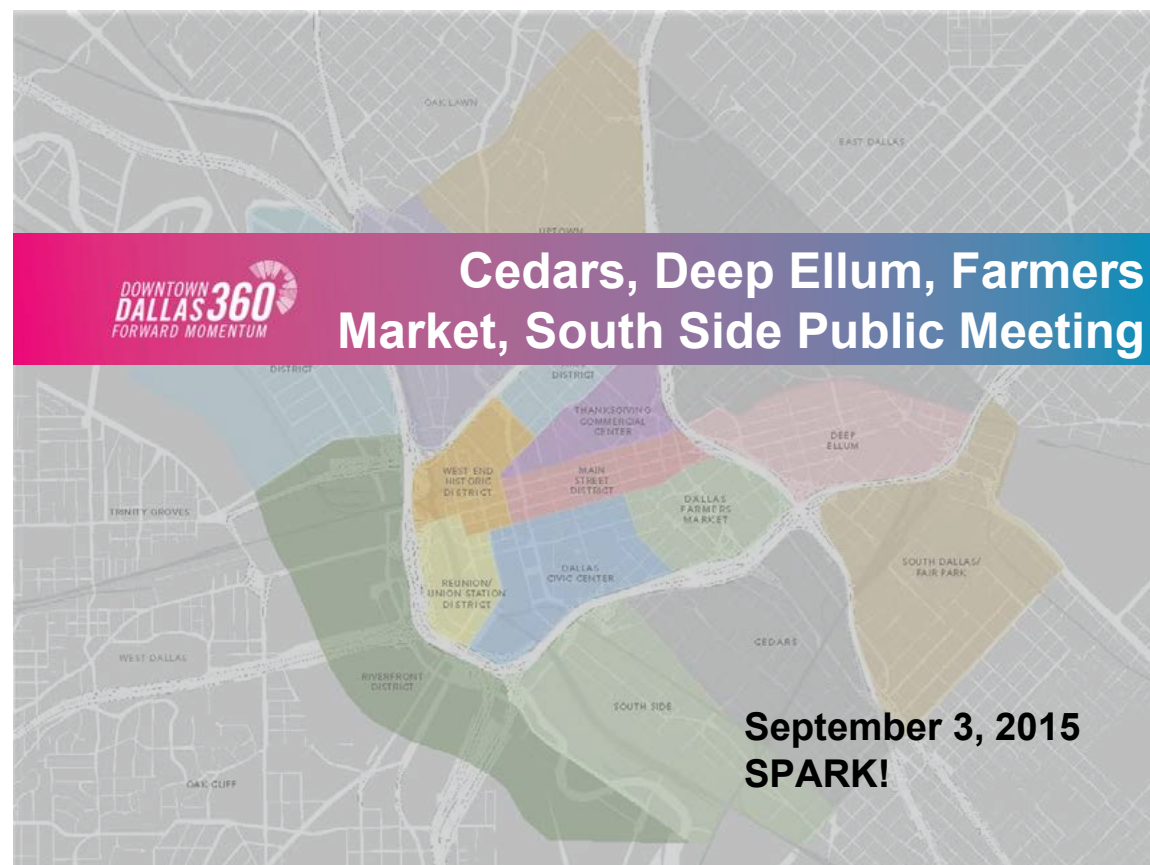
- What are your favorite places and neighborhood strengths?
- What do you consider the major challenges within your neighborhood and 360 planning area?
- What do you want more of? What qualities make your neighborhood special?
- What is the best measure of success?





## Top Priorities

- Address multimodal connections to other districts (short/ long term)
- Focus on gateways at freeways (I-345/I-30)
- Reimagine what it could be like under I-345 (consider linear parks and popups)
- Address parks/open space, zoning and urban form standards
- Be a pedestrian oriented district
- Preserve the vibe of “Deep Ellum”
- Address security & homelessness



## What are the Area’s Assets? Deep Ellum Community Input

- History, character and scale of buildings/architecture supports culture
- Deep Ellum is organic, not master planned
- Culture of creativity. Art and music creates a unique, authentic vibe
- Strong identity, gritty, diverse, walkable
- Streetscapes that allow democratic access to all users
- The dog park is a great gathering place
- Spontaneous and lively with multiple entertainment destinations
- Good bones and improved sidewalks
- Community-focused activities

## What are the Specific Issues? Deep Ellum Community Input

### Safety

- Address crime and safety
- Manage panhandling and homeless through neighborhood policing

### Development and Infrastructure

- Infrastructure is outdated, particularly for bikes and pedestrians
- Pressures of gentrification could change the district
- Deep Ellum must maintain its character as it changes
- Need for additional housing and residential density
- Parking can be a challenge

## Where Are The Opportunities? Deep Ellum Community Input

### Urban Realm and Parks

- Reclaim alley space to support the District's "gritty" environment
- Improve visual cues to strengthen the area's identity
- Enhance streetscape, trees and sidewalks to improve walkability
- Increase the amount of green space and street art

### Development

- Continue adaptive re-use of existing and under-utilized buildings
- Encourage mixed-use that incorporates parking and increases the number of residents
- Support venues that provide live music and art
- Replace parking with more attractive uses

## What are the Specific Issues? Deep Ellum Community Input

### Public Realm and Access

- I-345 is a barrier for movement
- Need more parks and open space
- Need to update zoning and design standards
- Need more transit access between neighborhoods
- Need better wayfinding signage to move between districts

### Branding

- Balance day/night life. The district should be more than a destination
- Branding and marketing for a community, not just a destination for bars and entertainment

## Where Are The Opportunities? Deep Ellum Community Input

### Mobility and Access

- Link Deep Ellum to other districts with transit, bicycle and pedestrian connections to increase walkability and connectivity
- Identify areas where traffic calming and road diets should occur
- Bury or remove I-345 and turn space into a park
- Bring streetcar, D-Link, or trolley to the District and connect it to the DART station

## What Defines Success?

### Deep Ellum Community Input

- Deep Ellum continues to grow and evolve while keeping its character
- The district is walkable, bikeable and connected to its surroundings
- There is a streetcar or trolley connecting to other transit
- Engaged relationships inside and outside of Deep Ellum
- There are more opportunities for active movement and exercise
- “Keep Deep Ellum weird” while making it more livable, walkable & safe
- Supporting and encouraging local businesses
- Improved housing choices
- Increased public safety



## What are the Area's Assets?

### Cedars/South Side Community Input

- The District is economically and racially diverse
- Active neighborhood watch in the central area
- Dallas Heritage Village, its historic buildings, track and dog park attract people from all over
- Arts Crawl, South Side Studios, and open studios support local artists and attract visitors
- Lee Harvey's, McKinney Avenue Contemporary, NYLO South Side attract many people
- The Police Department's presence has helped change perceptions
- The District has good public transportation but poor bicycle and pedestrian connections
- There is some, but limited Trinity River Trail access

## What are the Specific Issues?

### Cedars/South Side Community Input

#### **Safety**

- Homeless and transients come from the shelter in Farmer's Market

#### **Infrastructure and Development**

- Bureaucracy and permitting issues make it hard to get things done
- Need a redevelopment plan for the area
- Industrial uses along riverfront are tough for residents
- Infrastructure is deteriorating
- Absentee landowners limit development of vacant lots
- Lot sizes are small and property values not easily regulated
- Few services because of limited population
- No grocery store



## What are the Specific Issues? Cedars/South Side Community Input

### Urban Realm, Bicycles and Pedestrians

- There is little or no access to the Trinity River
- Sidewalks are missing or broken. It's dangerous to walk
- Streetlights that are on! Safety and visibility at night is an issue
- There are few public spaces. People are using vacant lots for parks

### Mobility

- Corinth underpass is dangerous for pedestrians and cyclists
- I-30 is a barrier that limits access into area
- Del Monte plant and industrial uses increase traffic on Lamar

## Where Are The Opportunities? Cedars/South Side Community Input

- Build upon the great transit access to downtown
- Advertise the attractive price points and amount of vacant land
- Build a new school on the DISD property
- Add public parks using agreements with private landowners
- Add bike lanes and reduce the number of vehicle travel lanes
- Remove parking restrictions to allow businesses to come in
- Connect Cedars to Fair Park
- Provide better connections to the Trinity River
- Add a bike connection to link Santa Fe Trail to Cedars
- Add a new DART stop at the Trinity Trail

## What Defines Success? Cedars/South Side Community Input

- Constructing a new school(s) and recreation center
- The plan is equitable and focused on the neighborhood
- Increased local ownership-no chains in Cedars
- Increased bicycle and pedestrian connections to all districts
- Traffic is slow, streets are safe and pedestrian safety improves
- Southside and Cedars are one neighborhood
- Building another bridge linking Cedars to Downtown
- More homeless resources to reduce issues in the neighborhood
- I-30 is capped with a Klyde Warren style park



Fair Park/South Dallas

## What are the Area's Assets? Fair Park/South Dallas Community Input

- Long-term residents and historic culture
- Lots of undeveloped land
- It's an affordable place to live
- Many local businesses and neighborhood hangouts (Green Door, Off the Bone, Cedar's Union)
- The Public Library
- Fair Park, both now and as a potentially revitalized location
- Wildlife

## What are the Specific Issues? Fair Park/South Dallas Community Input

- Negative perception and undesirable land uses in the area
- Figurative/ literal walls section off District from other areas
- Lack of green space
- Long term planning needs to integrate affordability
- Affordability and diversity in long term planning are keys to success
- Lack of transportation options
- Food and amenities desert

## Where Are The Opportunities? Fair Park/South Dallas Community Input

- **This table did not identify opportunities**

## What Defines Success? Fair Park/South Dallas Community Input

- Making the area more walkable
- Providing quality educational options in the District
- The area continues to remain affordable
- Fair Park becomes a self sustaining economy
- Fair park is an engine, not an island
- The District embraces and supports independent businesses through a strong merchant association





## Farmers Market

## What are the Area's Assets? Deep Ellum Community Input

### Urban Form

- Lots of great architecture and it's still developing with new activities
- Varied streets and the curvy road is nice (Young- Canton)
- Old and new buildings work well together
- The District has a mixture of destinations like the market and varied housing options that are walkable

## What are the Specific Issues? Deep Ellum Community Input

### Safety

- Homelessness and safety for residents is an issue
- Homeless on homeless crime is a problem

### Development and Amenities

- Loss of vacant land means loss of green space
- Neighborhood places like the Green Door need to be maintained
- There are still voids in the neighborhood
- Too much development may ruin the area
- Need better schools

## What are the Specific Issues? Deep Ellum Community Input

### Mobility

- Tear down I-345
- Streets are not safe or inviting for pedestrians
- Roads have been under construction for a long time
- Parking and traffic is a problem in the District
- Sidewalks are often broken, missing, or inadequate
- The road network is not bicycle friendly

## Where Are The Opportunities? Deep Ellum Community Input

- Expand locally-owned businesses
- Still need services like a grocery store and other businesses that make the neighborhood livable
- Provide more educational opportunities for families with kids
- Build upon urban crafts and artists living and working in the area
- Tear down I-345
- Provide more upscale options and a greater variety of goods in the “Farmer’s” market
- More rooftop anything!

## What Defines Success? Deep Ellum Community Input

- More green space for existing and future residents
- Better roads and sidewalks for all modes of travel
- A lot more people living here
- Lots of activities and services you can walk to
- Sustainable development is the norm
- More community gardens and gathering places
- The area is safe to walk around in at all times of the day
- Businesses are “mom & pop” establishments



“Those who live here should share the future of the neighborhood!”



## What are the Area's Assets? Fair Park/South Dallas Community Input

### Culture and People

- Long standing, African American-owned businesses on 2<sup>nd</sup> Avenue and MLK Jr. Blvd.
- Long term residents
- Strong sense and community, history and culture
- African American Museum at Fair Park
- City Square is a major asset to neighborhood
- Dallas Black Chamber of Commerce is a hub on MLK Jr. Blvd.

## What are the Area's Assets? Fair Park/South Dallas Community Input

### Civic and Parks

- Schools are community centers but need repair
- South Dallas Cultural Center and its training programs are an asset and need to be expanded
- Fair Park is an asset but needs help
- The mosque and churches are gathering points for the community

### Mobility

- Good sidewalks and street grid
- 2<sup>nd</sup> Avenue and MLK Jr. Blvd. are active commercial streets

## What are the Area's Assets? Fair Park/South Dallas Community Input

### Location

- Close to Downtown and Fair Park. Easy transit/freeway access
- Near the Trinity River, green spaces and Fair Park
- Lots of vacant land and old buildings to take advantage of (e.g. Frazier Elementary)

### History

- It's the melting pot of the City
- Residents. Rich history for African American and Jewish communities
- Strong neighborhood with diverse and historic housing stock
- Lots of locally-owned businesses

## What are the Specific Issues? Fair Park/South Dallas Community Input

### Safety and Perceptions of the District

- South Dallas has a negative perception
- Unemployment, underemployment, crime and mental health
- Homelessness and concentrations of homeless (e.g. tent city)
- Regional discussion doesn't include south Dallas/Fair Park

### Streets, Parks and Open Space

- Kids don't go outside
- Poor landscaping and street lighting
- Lack of useable open space
- Fair Park is a mobility barrier, rarely open, and no local vendors
- Walkability and connectivity to other districts is a challenge

## What are the Specific Issues?

### Fair Park/South Dallas Community Input

#### **Development, Amenities and the Community**

- Engagement and communication not happening
- Difficult to do business with city
- Lots of vacant lots and gentrification is a concern
- Lack of a hub with services and housing
- Lack of middle income housing or services
- Limited healthy food options (grocery or restaurant)

#### **Mobility (economic)**

- Few jobs, educational options or infrastructure to attract businesses
- Lack of training options to increase skills

## What Defines Success?

### Fair Park/South Dallas Community Input

- The District is inclusive and diverse
- There are adequate parks and recreation areas
- Traffic is slower and the streetscapes are safe and inviting
- Businesses and good restaurants create active corridors
- Quality development preserves culture and character
- South Dallas has many professional jobs, including larger employers
- Fair Park is a social economic engine and provides recreation options for the community
- You don't have to leave the community to access amenities
- Education is effective and prepares kids for the future
- There are short- and long-term strategies and initiatives

## Where Are The Opportunities?

### Fair Park/South Dallas Community Input

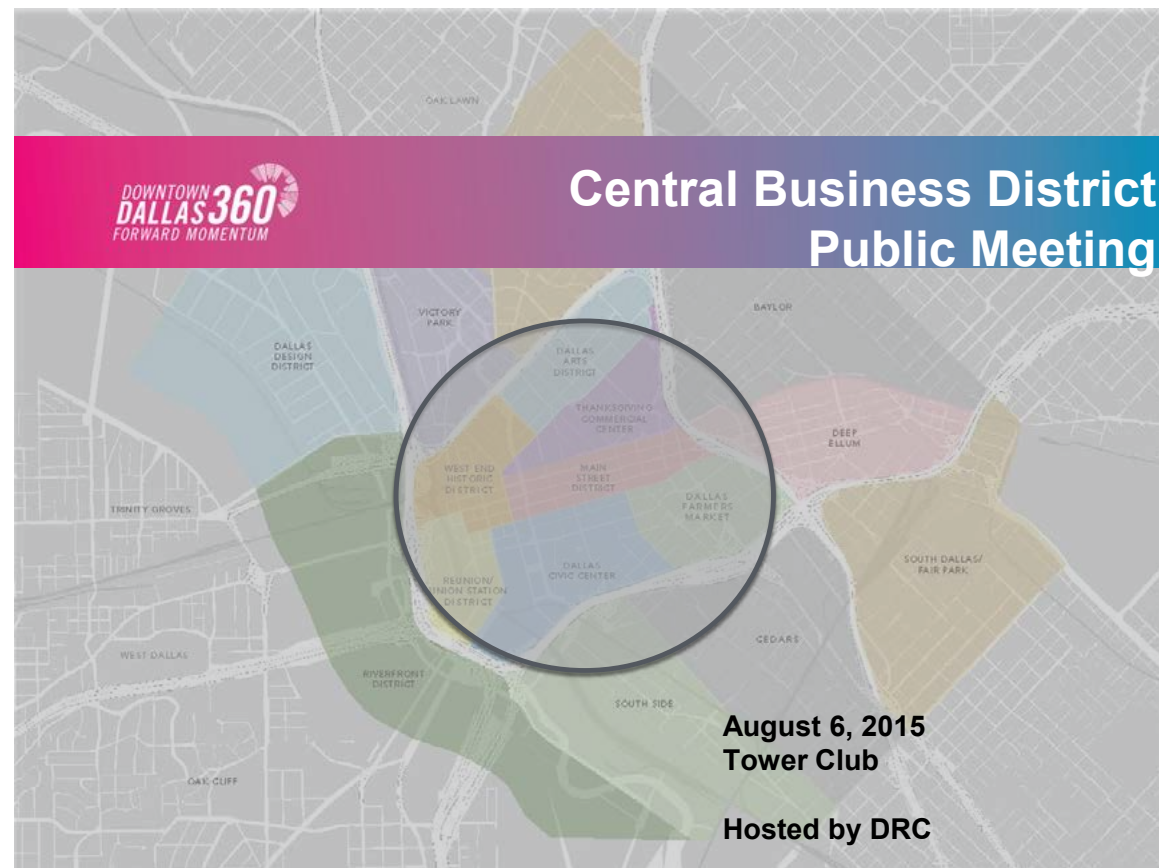
#### **Perceptions and Marketing**

- Capitalize on the history of the District
- Keep residents in the loop and engaged in any changes
- Make the area attractive to Millennials
- Rebrand the area to change perceptions and get people engaged

#### **Streets and Parks**

- Improve existing parks, including Fair Park. Take advantage of existing vacant lots
- Address landscape and lighting to improve safety
- Improve connections that link Downtown to South Dallas





## What are the Area's Assets? Downtown Resident Input

### Access

- Transit and walkable connections
- The Trinity River and its trails
- The Continental Bridge and pedestrian/bicycle connections

### Public Realm and Urban Form

- "Casual interactions" on the street
- Public spaces (Klyde Warren Park, Pioneer Park, Main Street and Belo Gardens)
- Unique architecture and historic buildings

### Amenities

- The Joule Hotel and retail on Main Street
- Bars, entertainment and gathering places
- Museums and public art (Perot Museum, "The Eye")

## What are the Specific Issues? Downtown Resident Input

### Access

- Unreliable public transit
- Cracked/missing sidewalks and pedestrian safety
- Lack of connectivity and poor signage

### Housing Availability and Amenities

- Housing affordability
- Lack of services (retail, grocery etc.) for residents and businesses
- Few gathering places for residents
- Lack of active spaces for recreation

## What are the Specific Issues? Downtown Resident Input

### Safety

- Homelessness and panhandling
- Street lighting

### Urban Form

- "Dead zones and single-use areas (e.g. Civic Center)"
- Lack of street trees and parks
- Traffic moves too quickly on one-way streets
- Highways

## Where Are The Opportunities? Downtown Resident Input

### Technology

- Implement systems to find public parking spaces
- Support tech start ups

### Development and Services

- Develop surface parking lots
- Convert single-use buildings to mixed-use
- Increased retail and support local businesses
- Diversify housing and include options for families
- Reuse old buildings
- Preserve the unique character of neighborhoods

## What Defines Success? Downtown Resident Input

- A diversity of voices in plan development
- Attractive streets (trees and pedestrian amenities)
- Reduced auto use and increased walkability
- “Human scale” development pattern
- Great schools for downtown residents
- Affordable housing options and more downtown residents
- More socioeconomic diversity
- Addressing connectivity at all levels
- Reimagining I-345
- Finding a “niche experience” in each of the districts

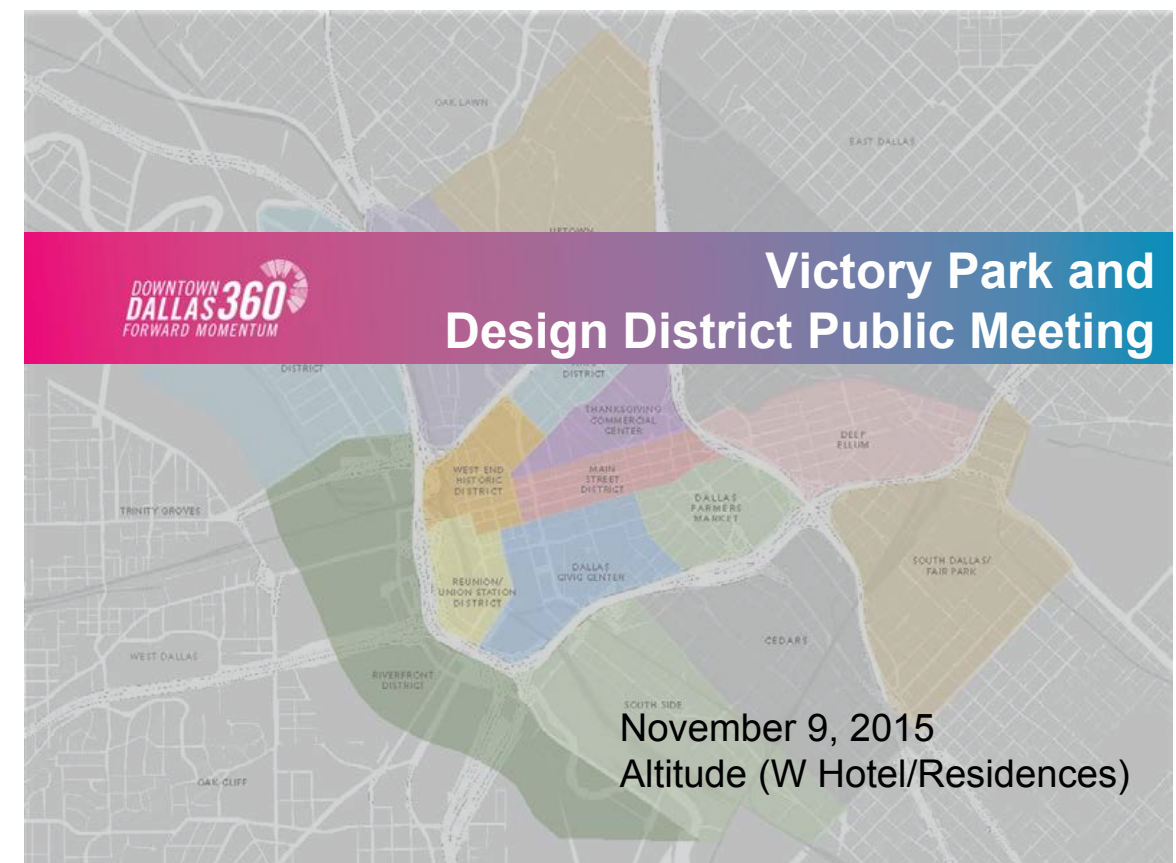
## Where Are The Opportunities? Downtown Resident Input

### Mobility

- Improve connections to surrounding districts
- Simplify DLink and expand streetcar/transit service
- Connect transit/high speed rail
- ~~Make Main Street pedestrian only~~
- Add connections to the Katy Trail, Trinity Strand, and Sante Fe Trail

### Public Realm

- Refine urban design, add parks and trails
- Add deck parks
- Add public, self cleaning public restrooms







## Design District

### What are the Area's Assets? Design District Community Input

- Dallas Contemporary Center
- Streetscape and trees near highline
- Proximity to the Trinity River
- Show rooms, galleries and artisan shops
- The area is walkable because it has sidewalks
- The Continental Pedestrian Bridge
- Many local owners and artisans
- The artistic quality of the area is an attraction

### What are the Specific Issues? Design District Community Input

- Pedestrians need better connections and options. Many sidewalks are in bad shape
- Safety is an issue because there are few streetlights
- The lack of police means crime and homelessness is high
- There are no connections to public transportation or amenities like the Katy Trail
- Transit service (bus) is infrequent
- The Continental Bridge bridgehead lacks parking
- No toll road!
- The Design District needs more anchors

### Where Are The Opportunities? Design District Community Input

- There are areas with historic significance that can be improved
- Transformed/repurposing warehouses to house anchors and multi-use tenants
- Opportunities to increase both pedestrian and auto mobility
- The existing bike connections in the area means that you don't need a car to eat, live and work
- The District is great because it's quiet, has lots of art and local owners
- Make the wayfinding/signage multi-lingual to attract more people
- Add a streetcar along Riverfront
- Provide more DART stops

## What Defines Success?

### Design District Community Input

- There are more people living, working and visiting the District
- Property taxes generate more revenue
- Sales increases
- The number of businesses increase



## What are the Area's Assets?

### Victory Park Community Input

- The Trinity, Strand and Katy Trails are all assets for the area
- Entertainment options (American Airlines Center and House of Blues)
- The Ron Kirk (Continental Pedestrian) Bridge
- Nearby destinations like Klyde Warren Park and park with waterfalls
- Options to walk your dog
- It's a very walkable area and close to many of the other districts
- Transportation options, including transit, trails, freeways and DART
- Easy to get to work, other neighborhood and entertainment options
- Development opportunities
- New restaurants, retail and residential

## What are the Specific Issues?

### Victory Park Community Input

#### **Mobility, Events and Entertainment**

- Connections to other districts are challenging
- Events at the American Airlines Center worsen traffic and parking
- Concerns with changing some streets to two-way
- Negative perceptions about parking for events and restaurants
- For Downtown, connectivity between neighborhoods is a challenge
- D-LINK doesn't work. It doesn't stop and is never on schedule

#### **Safety**

- Safety issues, including panhandling and trail robberies
- Lack of police patrol or neighborhood crime watch
- Move the County Jail somewhere else

## What are the Specific Issues? Victory Park Community Input

### Connectivity, Amenities and Adjacent Districts

- There's no grocery store or retail diversity
- Development in the West End will remove parking
- Street lighting is poor on some streets, including along the Katy Trail
- Service roads often gets clogged
- Sidewalk issues (poor condition/ missing portions)
- Vacant retail spaces (need more restaurants)
- Concerned about pedestrian safety and two-way streets (Houston & Victory)

## Where Are The Opportunities? Victory Park Community Input

- Need new connections to the Ron Kirk (Continental Pedestrian) Bridge and the Design District
- Use empty retail spaces to attract more diverse retail opportunities
- Fill in the sidewalk gaps, build the planned bike lanes and add street lighting
- Add new green space and a dog park
- Desire for more restaurants, a grocery store and local beer/wine
- Use the District as a hub for the trail system and tie it to existing arts facilities
- Connect bike paths and trails to Klyde Warren Park

## What Defines Success? Victory Park Community Input

- The District has a diverse retail mix and strong neighborhood identity
- Inter-district connections are safe and integrated
- The District has more community events that generates interest and foot traffic on non-event nights
- Infill development continues (with parking) and property values rise
- Transit, including a trolley, seamlessly connects all of the districts
- Streets and trails are safe for pedestrians because they are well lit and maintained
- Victory Park has adequate public and green spaces and connects to the Trinity River Trail system
- The jail is relocated and replaced with a better use
- Each district communicates with one another

