



## V Catalytic Development Areas

Downtown Dallas will only achieve its potential as a vibrant 21st-century urban center through intensive collaboration between the public and private sectors. Oftentimes municipalities appropriate resources in a manner that does not fully track or ensure accountability for the return on investment from publicly-financed improvements. The City of Dallas and its partners, however, are committed to realizing significant returns on investment to ensure a critical mass of targeted, tangible transformations. Therefore, a primary charge of *The 360 Plan* is to focus public investment – whether in streetscape improvements, new infrastructure, housing subsidies, or other initiatives – in a manner that garners the most significant and transformative impacts from private development. Building from the overall vision, *The 360 Plan* presents six major Catalytic Development Areas and three Corridors of Interest to prioritize physical, economic, and other improvements in order to synergize public and private development opportunities and achieve coordinated success over time.

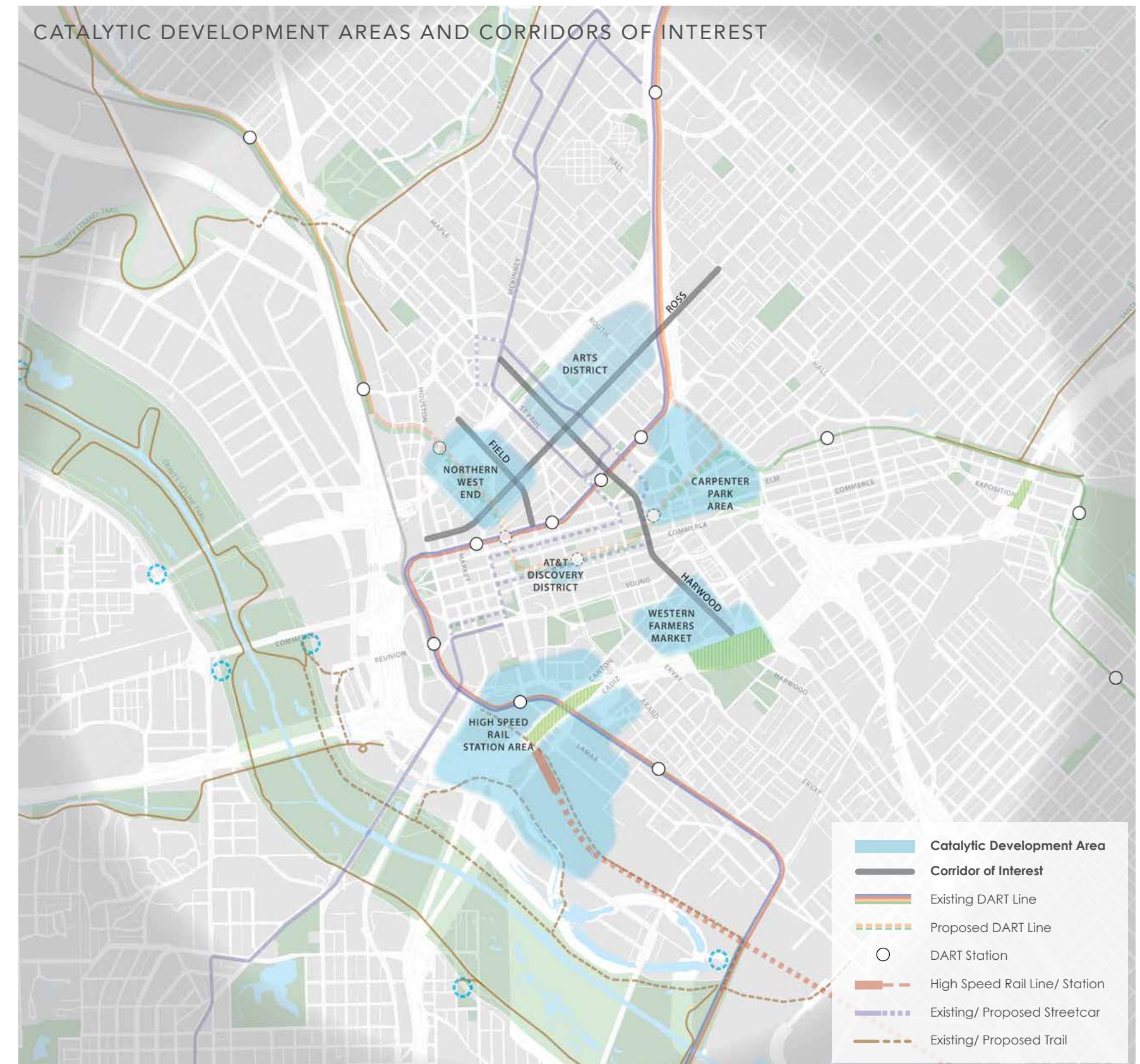
#### CRITERIA FOR SELECTION

Due to the large size of the City Center and the limited resources available for public investment, Catalytic Development Areas were selected based upon several criteria. These criteria highlight the opportunities and important roles that the area have in advancing the various Transformative Strategies mentioned in Chapter IV. In summary, Catalytic Development Areas should:

1. Capitalize on proposed large infrastructure and transportation projects
2. Support many Transformative Strategies
3. Take advantage of recent and planned public and private investment
4. Maximize areas of great development potential, having a catalytic effect that will reach into adjacent nodes

#### CATALYTIC DEVELOPMENT AREAS

Using the aforementioned criteria, several areas emerged due to their catalytic nature and their adjacency and tangency to planned major infrastructure projects. While the selected areas vary in size, the proposed scale of development, and their intended amount of change, each area has the potential to transform an underperforming part of Downtown.



## Western Farmers Market



The Dallas Farmers Market is a great asset to the neighborhood, providing both a large market for produce and local vendors as well as a large food hall.



Freeway crossings to the Cedars are dangerous and undesirable, disconnecting the two neighborhoods.



Marilla Street currently lacks adequate pedestrian facilities but should provide a strong connection between City Hall and the Dallas Farmers Market.

### BACKGROUND AND CONTEXT

Building on the recent transformation of the Dallas Farmers Market and a growing residential and retail component, this focus area aims to extend that renewed energy south across R.L. Thornton Freeway (I-30) to the Dallas Heritage Village, west from Harwood Street to Ervay, and north to Marilla Street. Vacant and underutilized land, various one-way streets that can contribute to a more walkable and vibrant district with a conversion to two-way operation, changing views and expectations for the reconstruction of I-30 favoring local livability and connectivity over regional needs, a burgeoning renaissance of Harwood Street, and recent and anticipated growth in the Civic Center provide critical ingredients for this area's transformation.

### OPPORTUNITY

*Expand on the success of the Dallas Farmers Market transformation to create a mixed-use neighborhood with a sustainable balance of uses.*

The revamped Dallas Farmers Market, historic structures, lower-cost of vacant land, advanced plans for a new Downtown park (Harwood Park), impending improvements to R.L. Thornton Freeway (I-30), and proximity to the core provide attractive ingredients for the growth of a true urban neighborhood if focused on balanced development and great placemaking.

Improvements to the public realm and new construction should continue to incorporate a strong pedestrian focus with well-defined street walls, wide shaded sidewalks, extended curbs, and

enhanced intersections. Infill development of townhomes and larger multi-family residential developments should continue to focus on activating the street by providing individual stoops, patios, and porches for ground floor units. To help bring a sustainable balance to this district, it will be important to encourage the development of small-scale office and neighborhood services throughout the district with mid-rise office concentrated along the edge of I-30.

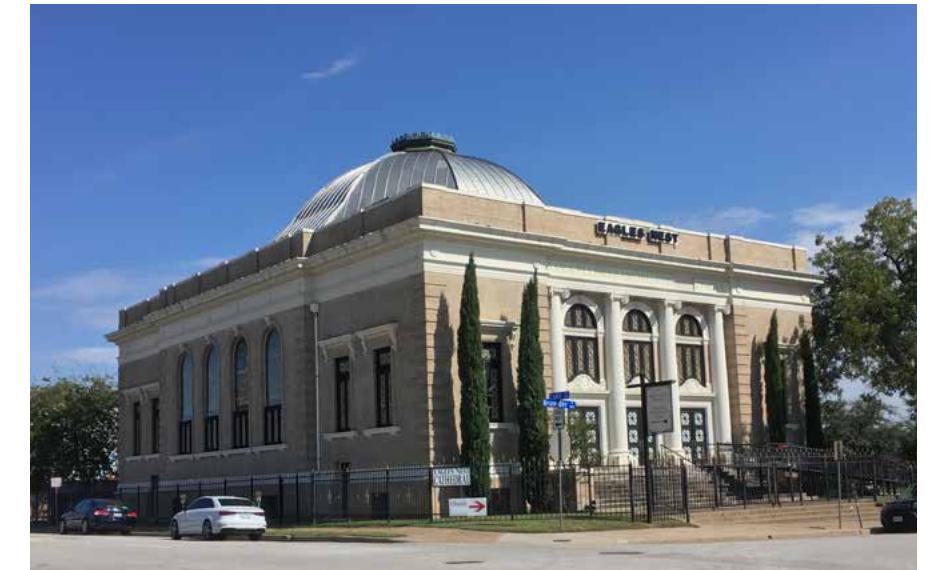
The reconstruction of I-30 along this southern edge of Downtown should continue to be a depressed freeway, its width compressed. On-and off-ramp infrastructure at Cesar Chavez, serving I-45 and I-345, should be simplified into urban interchanges, while other ramps should be considered for removal or reconstruction. Frontage roads should be narrowed and treated as slower-moving streets



Large parking lots, including behind City Hall, have the potential to be developed and connect the area to the planned high speed rail station.



Wide streets, including on Cadiz and Canton Streets, are slated to have their right-of-way repurposed with bike lanes connecting to the Cedars.



The area also contains several outstanding historic buildings that should be preserved to maintain the history and character of the district.

to include on-street parking, wide sidewalks, and pedestrian-friendly intersections that will encourage new development to address these as local streets rather than turning their back to them and the freeway. A deck park between Cesar Chavez and Harwood is one of the options that received attention in the CityMAP study and would help link Dallas Farmers Market to the Cedars and Dallas Heritage Village. This move would reestablish a presence on the downtown side of Dallas Heritage Village while also reclaiming greenspace that was lost when I-30 was built in the 1960s.

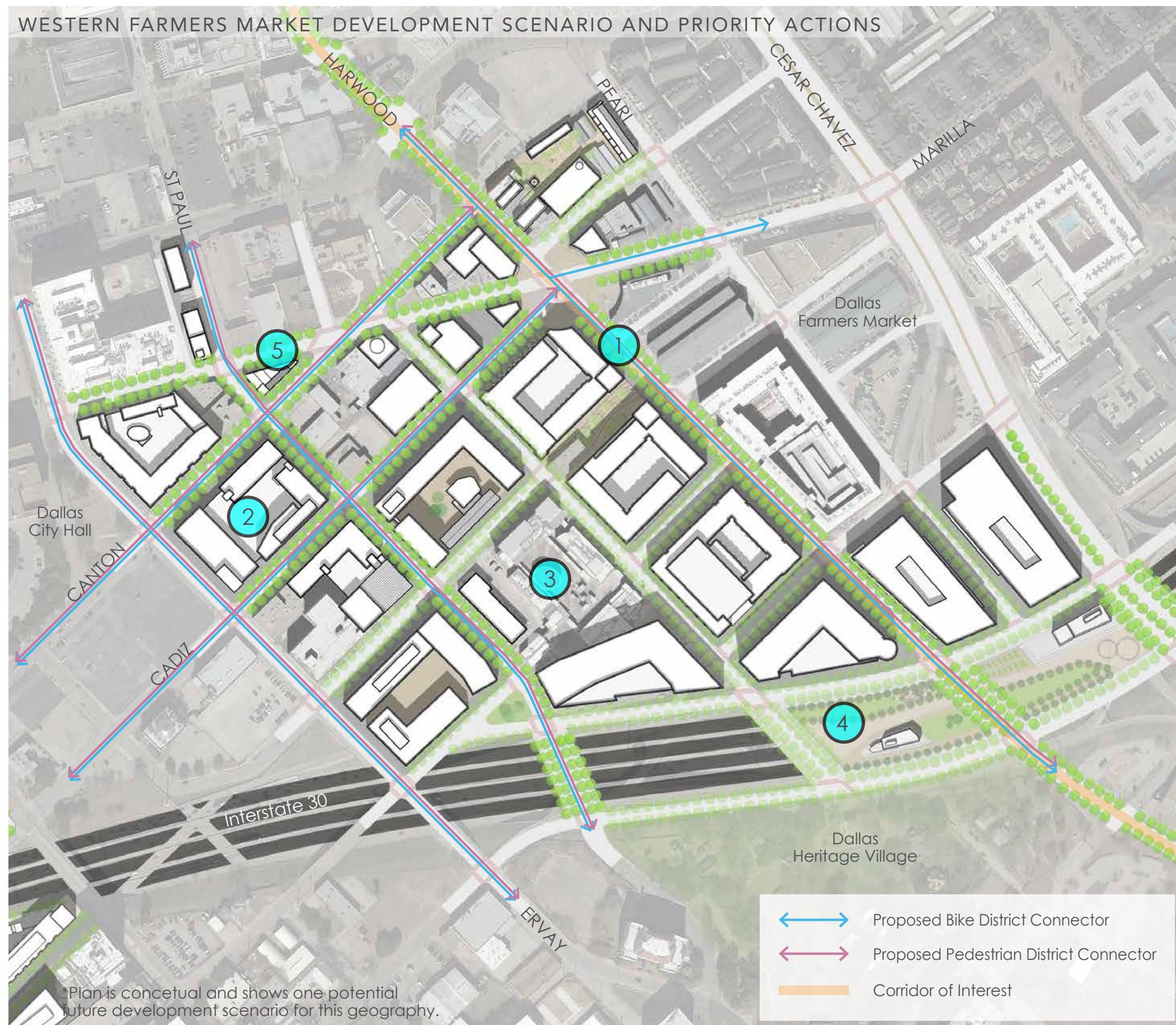


Poor sidewalk conditions exist throughout the area, making access to nearby amenities such as the Dallas Farmers Market difficult.



The Museum of Street Culture provides a great asset and anchor for the area.

Thomas Garza Photography



### 1 Advance complete street design concepts for Harwood Street

Harwood Street has been identified as a Corridor of Interest and is anticipated to play a key role in connecting the Farmers Market area to Main Street Garden and the Arts District. It is also a key component of the City Center multimodal district connector framework that is in need of improvement. Advance preliminary design concepts for this corridor to create stronger north-south bicycle, pedestrian and transit linkages.

### 2 Encourage development on vacant/underutilized parcels

This area has a significant amount of vacant or underutilized land that present an opportunity for new development that supports creation of a complete neighborhood with a diverse housing and services. New development will also play a key role in revitalizing and activating areas that are currently perceived as unsafe.

### 3 Work with homeless and social service providers

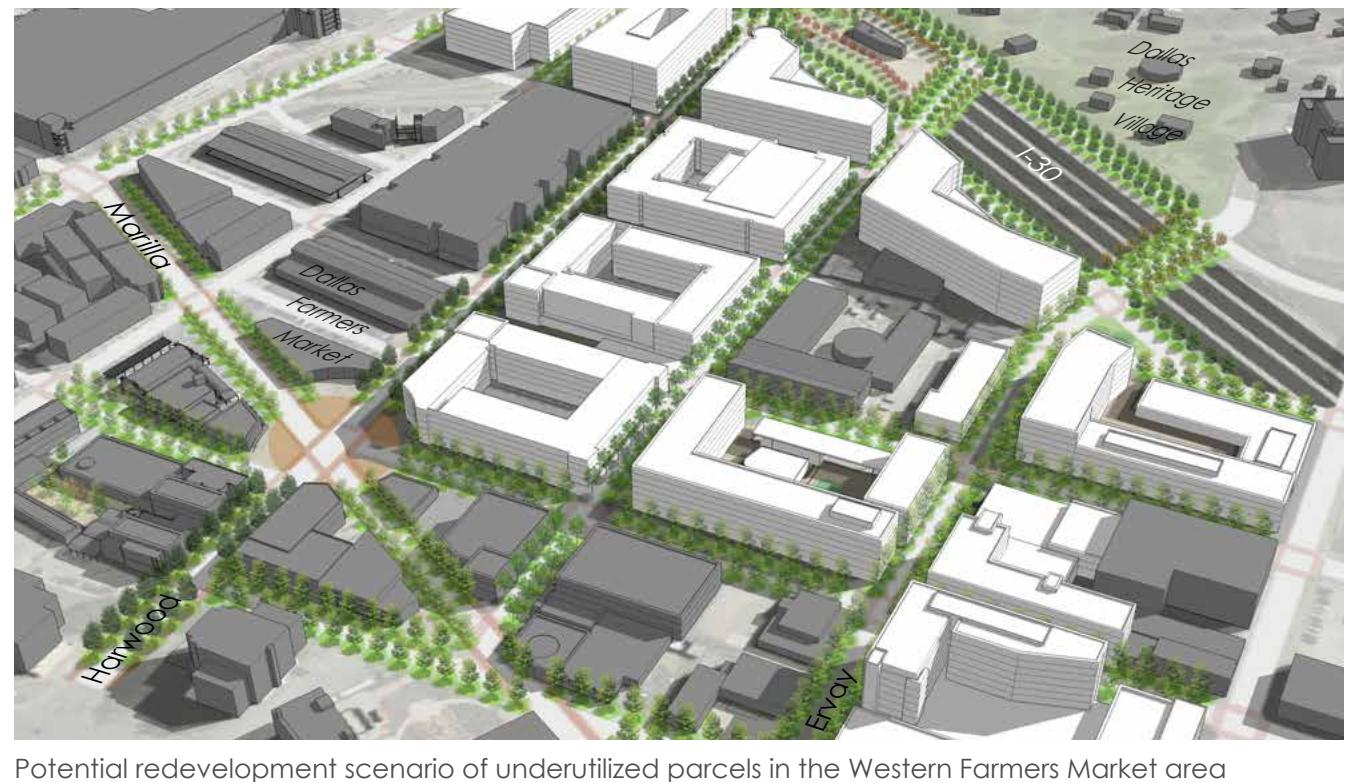
All stakeholders should work with homeless service providers on strategies to improvement the neighborhood and to improve the integration of these services into the neighborhood in a manner that minimizes the negative impacts.

### 4 Create a deck park over I-30

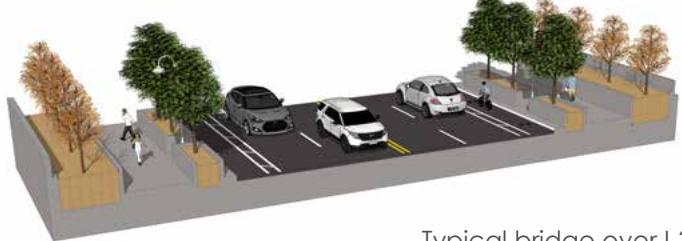
CityMAP has identified scenarios for the reconstruction of I-30 that present opportunities for creating deck parks that would greatly reduce the impact of this freeway as a barrier between Downtown and the Cedars. A particular opportunity exists to reconnect the Farmers Market to Dallas Heritage Village and the Cedars, and create much needed neighborhood green space.

### 5 Strengthen Marilla as an east-west pedestrian connector

Marilla Street provides the most direct pedestrian connection between City Hall and Farmers Market.



Potential redevelopment scenario of underutilized parcels in the Western Farmers Market area



Typical bridge over I-30

#### I-30 Frontage Roads and Bridges

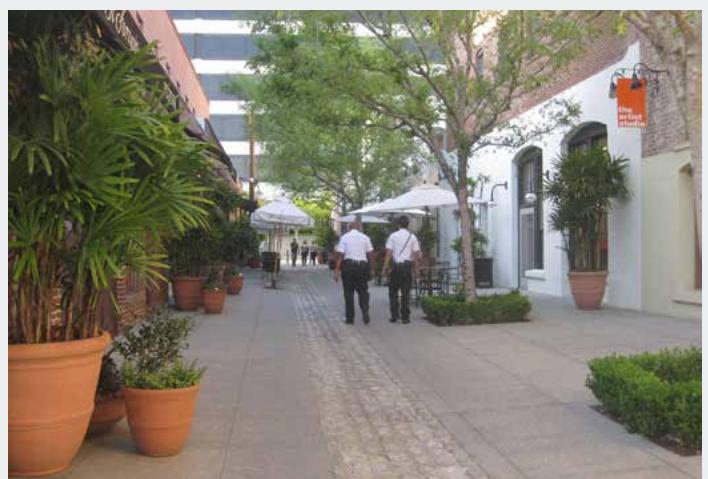
With the reconstruction of Interstate 30, new frontage roads as well as reconstructed bridges should be designed as complete streets, providing wide sidewalks with street trees, bike facilities where appropriate, and buffers between pedestrians and the depressed freeway.



Typical frontage road along I-30



A new deck park could provide both the Dallas Farmers Market and the Cedars with much-needed greenspace and help reconnect the two neighborhoods.



Harwood Street should provide a well-designed public realm, with large, shaded sidewalks, helping to draw pedestrians from other Downtown districts to the Dallas Farmers Market.



Thomas Garza Photography

Small paseos and alleys should be designed to not only increase connectivity within the district but also to serve as gathering spaces for the neighborhood.

## High Speed Rail Station Area



New development on Lamar Street and historic buildings, such as South Side on Lamar, help to contribute to the urban feel of the neighborhood.

### BACKGROUND AND CONTEXT

Situated on the southern side of Downtown between the Convention Center and the Cedars neighborhood, the High Speed Rail Station Catalytic Development Area occupies a sizable swath of land that is bisected by large existing infrastructure, including Interstate 30 and the Union Pacific Railroad. It is generally bounded to the north by the Convention Center, to the west by the TxDOT Horseshoe Project, to the east by Bellevue Street, and to the north by Akard Street. The area currently has a large number of vacant tracts of land. The exception is along Lamar Street south of I-30, which currently has a vibrant and growing corridor of mixed-use, multifamily, and entertainment options. The area currently has several key assets, including the Dallas Police Headquarters just outside the focus area at Bellevue and Lamar, two DART stations on the east and west sides of the focus area, and an existing vibrant entertainment and retail core along Lamar.



Redeveloped train stations such as Union Station in Denver can provide strong examples for the high speed rail station to follow.

### OPPORTUNITY

**Utilize the proposed high speed rail station as a catalyst to realize substantial growth and change, transforming the underperforming area into a transit-oriented, high-density neighborhood.**

In order to maximize the benefit of such a neighborhood for the city and in order to create a neighborhood that maximizes the livability and transit-oriented nature desired, it is important to establish a development framework that can guide development in an appropriate way, regardless of the final outcome of high speed rail. There are six key strategies that should be achieved that will be important to dramatically improve the high speed rail station area and South Lamar Corridor.

**Improve Connectivity.** One of the most important strategies for the area will be to improve connectivity from the Cedars to Downtown as well as improve connectivity within the district. This will include improving pedestrian facilities across Interstate 30. As I-30 is redesigned and improved in the future, all street bridges should be equipped with substantial, safe, and comfortable pedestrian facilities. This can, and should also be, achieved through strategic deck parks located over the freeway. It also becomes important to improve connectivity both to the existing DART stations and to improve connectivity across the DART lines. This should include providing vehicular and/or pedestrian connections across the DART line at Griffin Street as well as at Powhattan Street. Lastly, it becomes important to provide connectivity from the existing South Lamar Corridor across the Union Pacific Railroad to the high speed rail station and undeveloped land to the southwest of the rail line. This should include an extension of Bellevue Street south from Austin Street below the railroad corridor. This should also include an extension of Griffin Street extending across the DART line, through Lamar and Austin Streets, and over the Union Pacific Railroad. This will increase connectivity to the high speed rail station and allow for better connectivity to the land around the station, increasing its development potential.

**Improve Pedestrian Experience Throughout District.** Several intersections along the Lamar corridor are currently dangerous and should be improved. The Bellevue-Lamar intersection serves as the main node of activity within the district, yet is dangerous due to high travel speeds, heavy truck traffic along Lamar, and unsafe pedestrian amenities. Improvements should be made at this intersection to ensure pedestrian and vehicle safety. Additionally, a stop light should be considered at Powhattan and/or at the Griffin Street extension in order to slow vehicle speeds along Lamar and increase safe



European high speed rail stations such as Rotterdam Centraal Station provide strong examples for how best to address surrounding development.

Source: Wikimedia Commons

crossings for pedestrians. Austin Street should be developed as a more pedestrian-friendly street, with sidewalks for the entirety of the street. Furthermore, future development on adjacent vacant parcels should provide ground-level activity such as retail and residential development to activate the street. In addition to establishing development on vacant land on the south side of the Convention Center, it is also important to activate and improve the pedestrian experience along Lamar and Griffin Streets as they run beneath the Convention Center. This should be done through improved lighting and wayfinding as well as through small retail installations. This will help connect the South Lamar corridor safely and more comfortably to the Omni Dallas Hotel and the West End.

**Provide Open Space.** The focus area is currently lacking any open space. As the area transforms into a mixed-use, dense neighborhood, providing open space will be vital to ensuring livability and quality of life for all

users. One of the best opportunities for open space within the area is to provide a deck park over I-30. This deck park, which could extend as far north as Akard Street, will not only provide much needed open space, but will also greatly improve connectivity between Downtown and the Cedars. Second, it also becomes important to find smaller parcels that can be utilized for more neighborhood-oriented open space uses. One such opportunity exists on the east side of Griffin Street between Wall and Peters Streets. Another open space opportunity to be explored is developing the old Trinity Meanders on the southwest side of the Union Pacific Railroad into functional open space. This could serve adjacent future development, providing a unique water feature. It could also link into a larger trail network that could parallel the high speed rail line and connect across Riverfront Boulevard to the Trinity River. Additionally, a trail should be considered paralleling the high speed rail line, connecting the neighborhood to the Santa Fe Trestle Trail and Trinity Forest.

**Improve Transit Connections.** In order to create a highly effective transit-oriented neighborhood, it will also become important to improve connections to existing transit stops, most importantly the Cedars and Convention Center DART Stations. Additionally, connecting the high speed rail station to the existing streetcar line on Houston Street might serve as an important connection. This will require improving and activating Hotel Street to provide safe and convenient access. Extending the Orange DART line or streetcar line along the existing freight lines should also be explored to provide a more convenient transfer from high speed rail to DART. With the possibility of higher densities around the station, and in order to create a multimodal terminal, Lamar may also be a strong candidate for a future streetcar connection linking to the Central Streetcar link in Downtown.

**Provide Strategic Infill.** In order to improve Lamar as a vibrant pedestrian corridor, it is important to infill existing gaps along the street with meaningful, pedestrian-oriented development. Several of these sites are large enough for multifamily development, and should be developed

with ground-level retail uses. In order to connect the existing activity along the South Lamar corridor south of I-30 to the Convention Center and onwards, it will also become important to develop several strategic sites on the north side of the freeway. These lots would be ideal sites for a hotel as well as high-density office or residential adjacent to the high speed rail station. Additionally, it will become important for the Convention Center to provide a prominent entrance to the facility along the south side in order to engage the developed parcels and to transform the south side of the facility from service uses to a front door.

**Establish Great Placemaking Around High Speed Rail Station.** One of the most important goals for facilitating successful growth around a potential high speed rail station will be to establish the station area as a great place. This will first require the station to provide an entry on the north side of the Union Pacific Railroad, near Austin Street and I-30. This ideally will sit adjacent to a deck park that will connect the station north to Lamar Street. This will allow for a large public plaza and gathering place in front of the station entry. This will also encourage mixed-use development in this geography. As part of this, it will be imperative to provide a safe, convenient, and accessible connection between the high speed rail station and the Convention Center DART Station. It will also be imperative for the station and the development sites on the north side of the Union Pacific Railroad line to connect via pedestrian bridge to the City-owned property to the southwest of the Convention Center.



### 1 Design the station development with active ground-level uses

The high speed rail station should be designed with active ground-floor uses at the street level to the maximum extent possible. This will play a critical role in place making around the entry points to the station and in knitting this large piece of infrastructure into the fabric of the surrounding neighborhoods.

### 2 Leverage Lot E for transit-oriented development

Lot E is a 16-acre city-owned tract that is under-utilized. The development of the high speed rail station presents an opportunity to leverage this site for transit-oriented development while ensuring that its current functionality as a staging area for the convention center is accommodated or addressed through an alternative solution.

### 3 Create a deck park over I-30

CityMAP has identified scenarios for the reconstruction of I-30 that present opportunities for creating deck parks that would greatly reduce the impact of this freeway as a barrier between Downtown and Cedars. A particular opportunity exists to create a deck park between Canton and Cadiz that would provide much needed open space for the Cedars neighborhood and create a compelling link between Downtown and the high speed rail station.

### 4 Design a station access point and civic space near Austin and Cadiz

Creation of a prominent pedestrian access point to the high speed rail station on the east side of the freight line will go a long way to increasing accessibility from the Cedars and southern Downtown. The opportunity exists to integrate such an access point within a civic space setting near the intersection of Cadiz and Austin Streets.

### 5 Create an active open space along the Trinity River Meanders

The Trinity River Meanders currently serves as flood control for the Trinity River. Steps should be taken to re-envision the meanders to function both as flood control and open space amenity for the neighborhood. This would provide an open space amenity to support new development around the station and enable connections to the Trinity River via trails.

### 6 Create multimodal east-west connections across the freight line

The freight line currently acts as a barrier limiting east-west accessibility from the Cedars and southern Downtown to the proposed high speed rail station site. In addition to enhancing automobile accessibility, it is critical to create more convenient pedestrian and bicycle connections across this barrier through bridges and underpasses where feasible.



#### High Speed Rail Station Connectivity

The proposed high speed rail station should provide multiple access points to the station as well as multiple pedestrian/ bike and automobile connections across the Union Pacific rail tracks to link the large tract of currently vacant land on the west side of the tracks with the Cedars neighborhood.



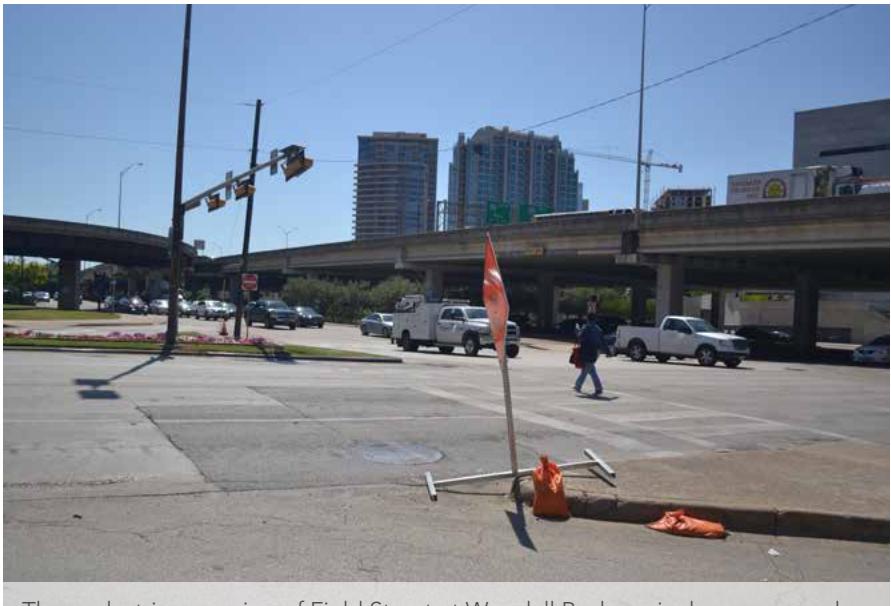
A view of a proposed new deck park over I-30 creating a linear park connecting the station to City Hall

#### Station Access Point and Civic Plaza

The high speed rail station should be designed in such a way as to enhance connectivity between the Cedars and the large, currently-vacant tract of land to the west of the Union Pacific tracks. This can occur through pedestrian and vehicular bridges that can be incorporated into the design of the station



## Northern West End



The pedestrian crossing of Field Street at Woodall Rodgers is dangerous and disconnects the West End from Victory Park and Uptown.

### BACKGROUND AND CONTEXT

Stretching from Lamar Street east to Field Street and between Woodall Rodgers Freeway and Ross Avenue, the Northern West End includes a mix of existing housing, educational, and office uses. However, its most popular attraction is the Dallas World Aquarium which is surrounded by blocks of potential development, today comprised of surface parking lots on three sides. The opening of the Perot Museum of Nature and Science in December 2012, Klyde Warren Park in October 2012, the announcement of a new DART light rail station in southern Victory, and the last of the adaptive re-use projects of Downtown's vacant buildings now in development all point towards new infill development opportunities for areas such as the Northern West End. Woodall Rodgers Freeway, on-and off-ramps at Field Street, and the configuration of Field and Griffin Streets designed to move traffic in and out of Downtown as quickly as possible are impediments to safe and pleasant pedestrian connectivity to visitor and tourist destinations within and outside this focus area.

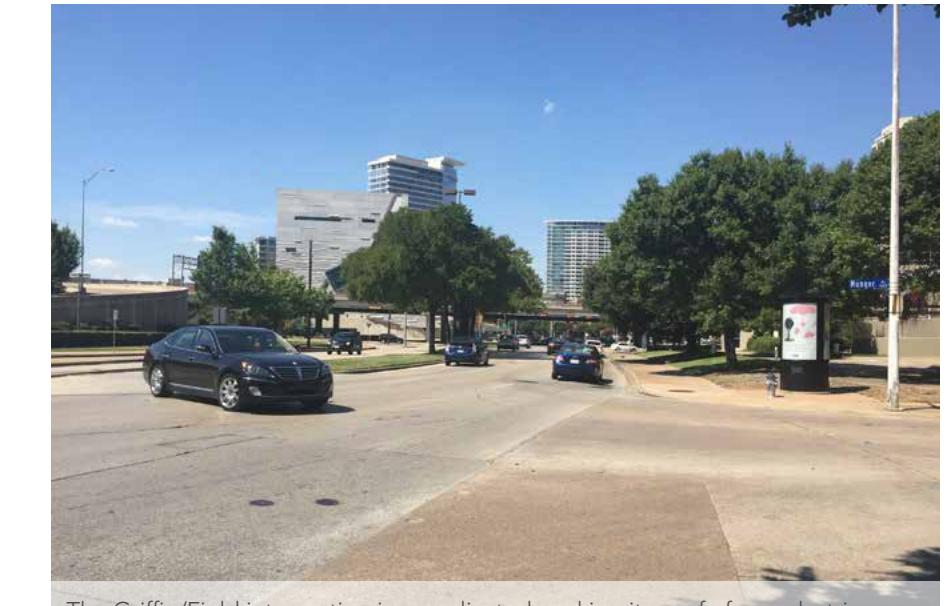


A safer, better lit connection under Woodall Rodgers Freeway will create a stronger connection between Victory Park and the West End.

### OPPORTUNITY

#### *Grow the Northern West End with thoughtful infill development, building a complete community, while also improving connections through it and to adjacent districts.*

The focus area has seen recent improvements with the West End Marketplace completing extensive rehabilitation and adaptive re-use work, growing a residential and commercial tenant base, and instituting an innovation district as a ground-zero living lab centered on infrastructure, mobility, and connected living. Recent announcements for adding open space in the form of the West End Plaza, building a new residential high-rise tower at Fountain Place, building a new light rail alignment through the site, and finalizing details for the development of the Shraman South Asian Museum add to the growth and improved livability



The Griffin/Field intersection is complicated, making it unsafe for pedestrians and drivers.

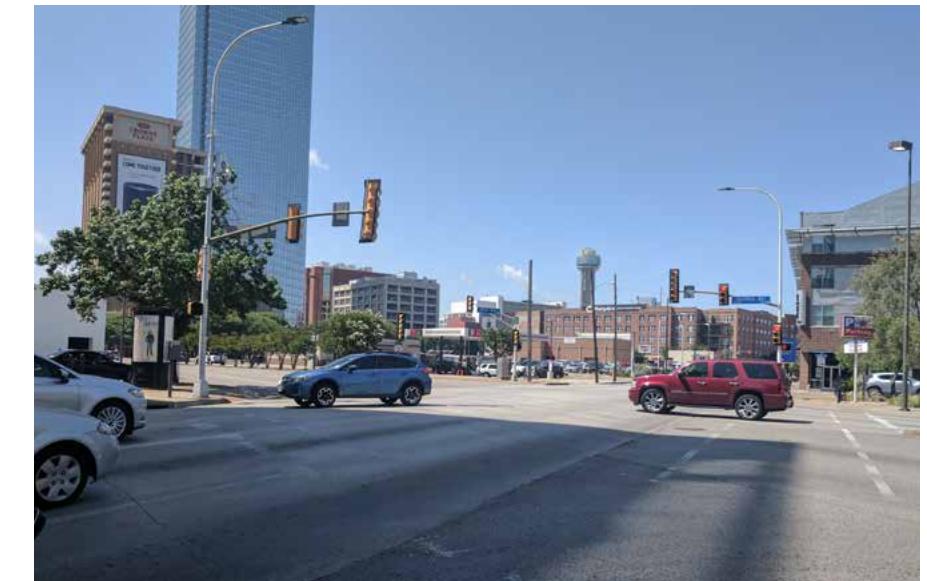
in the Downtown core. However, despite recent improvements and development announcements, today's lack of contiguous development, concentration of surface parking facilities, adjacency to Woodall Rodgers Freeway, and general over accommodation of vehicles contributes to an unattractive and disconnected environment uninviting for walking and lingering for workers and visitors. If infill development that invites visitors, residents, and workers is to succeed, a parking strategy must be employed to accommodate and consolidate parking needs for the area's growing attractions and destinations. New and existing parking structures must contribute to an attractive and comfortable public realm by requiring active ground-floor uses. Additionally, as vehicle automation, technology, and sharing economy continue to evolve, we must ensure new parking facilities are designed to



The rear side of the Perot Museum and its proposed expansion has the great opportunity to engage a planned DART Station.



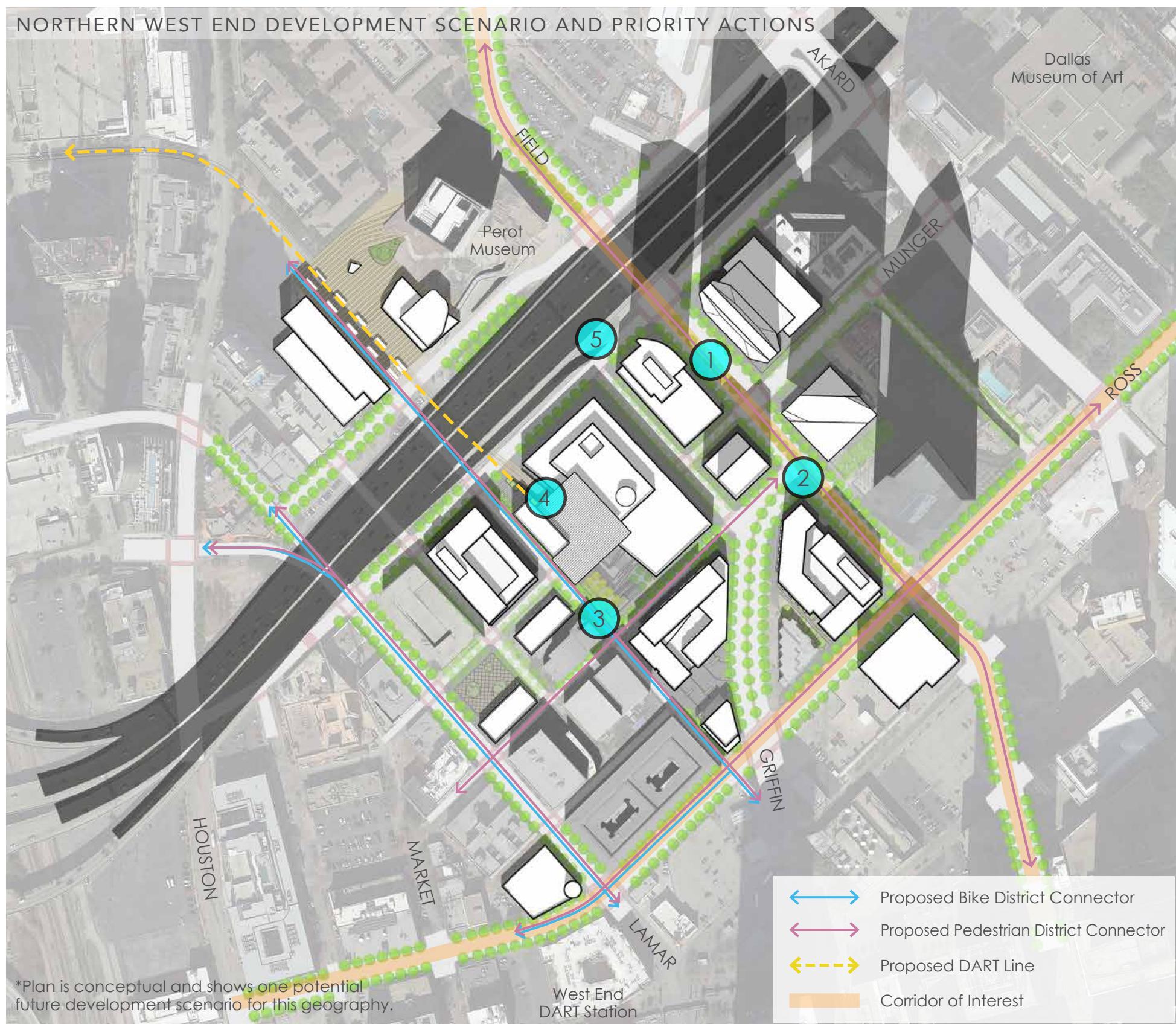
Large vacant lots and parking lots provide ample room for new development.



Intersections such as Ross and Griffin are lacking adequate, safe pedestrian facilities and should be updated to improve walkability of the area.

accommodate any number of different uses other than for storing vehicles in the future. The Northern West End development concept looks to infill development to fill gaps in the urban fabric, facilitate connections to Victory, Uptown, and the Dallas Arts District, and seamlessly incorporate the new D2 streetcar surface tracks and portal transition to underground subway into a vibrant extension of neighboring districts. Activation of the ground-level focuses on tourist and visitor retail and entertainment uses to support existing and planned development especially along key linkages including Griffin, Laws, Corbin, and Munger Streets. Enhanced connections under Woodall Rodgers, improvements to many key intersections, removal of the small off-ramp to Magnolia Street, and significant pedestrian zone redesign work will facilitate inviting and attractive linkages through this Focus Area and to popular nearby destinations. Although Parks for

Downtown Dallas has included plans to develop one of Downtown's newest parks, the West End Plaza, within walking distance of this Catalytic Development Area, the area could also benefit from a neighborhood-focused playground, dog park, or open space for active recreation. Finally, while the area transitions over the next five to ten years into a more complete neighborhood, temporary, pop-up, and activation strategies should be explored to bring vitality, interest, and a focus to this area immediately.



### 1 Advance complete street design concepts for Field Street

Field Street has been identified as a Corridor of Interest and is envisioned to play a key role in reconnecting Downtown with the Victory / Harwood District across Woodall Rodgers Freeway. Advance preliminary complete street design concepts for Field Street to spur mixed-use, pedestrian friendly economic development along the corridor and to create a safe environment for all users.

### 2 Reconfigure and enhance the Field / Griffin intersection

The Field / Griffin intersection is currently confusing and unsafe for all users, particularly for pedestrians. Redevelopment interest along the Field street corridor presents an opportunity to redesign this intersection to create a safe and attractive place for all users while enabling new development to attract people to this location.

### 3 Create a multi-purpose trail connection along Old Griffin

Development of the DART D2 light rail alignment along the Old Griffin corridor presents a unique opportunity to create a strong pedestrian and bicycle pathway across Woodall Rodgers. This would fill in a missing link in the City Center bicycle and pedestrian district connector network, linking the West End and the Dallas World Aquarium to the Perot Museum, the proposed DART station, and beyond to Victory Park to the north and Klyde Warren Park to the east.

### 4 Design the DART train portal to facilitate development over it

The DART train portal needs special attention to alignment and design to ensure that it does not become a circulation barrier. Design the DART train portal to enable creation of a civic space at the intersection of Old Griffin and Corbin, as close to grade level as possible to help create a stronger pedestrian-friendly connection along Corbin between Lamar and Field Streets. The remainder of the train portal should be designed to enable development of air rights over it in a way that activates the Old Griffin frontage and minimizes the impact of the portal as a barrier.

### 5 Investigate near-term reconfiguration of the Field Street ramp

The Field Street ramp from Woodall Rodger is currently designed in a suburban format, depositing fast moving vehicles on to local streets. Investigate the potential to reconfigure this ramp in a more urban format, to help create a safer intersection at Field and Griffin and to open up potential opportunities for new development along the Field Street frontage.



Bike/ pedestrian pathway linking West End to planned DART station and Victory Park



Air rights development over planned D2 portal with a reconfigured Griffin/ Field intersection



Source: Pixabay/Pamjpat

Creative public space design, implementing techniques such as terraces and stairs, could be used to screen the DART light rail portal.



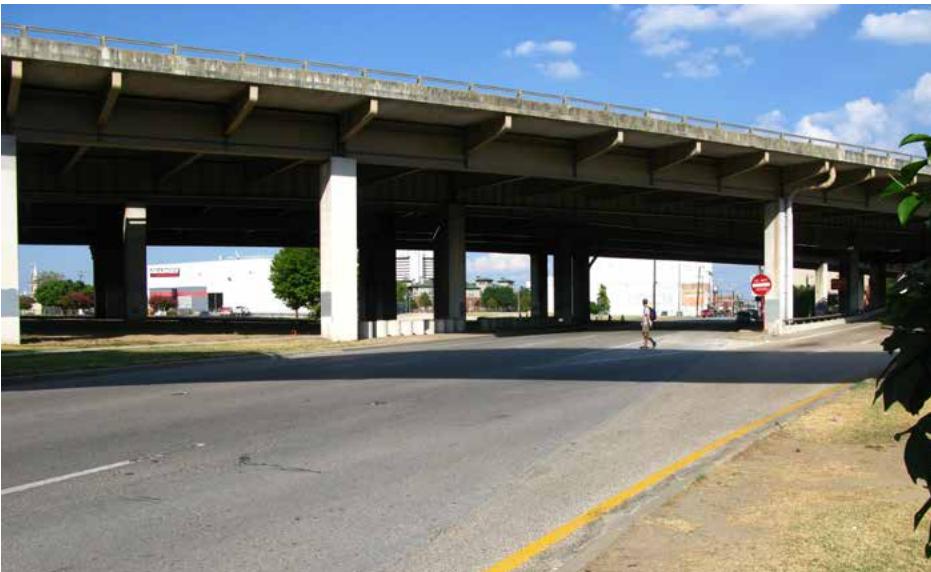
Source: <https://vimeo.com/68037407>



Source: Moulé & Polyzoïdes

The DART train portal should be designed to allow for air rights development above, allowing for the neighborhood to seamlessly flow around the tunnel entrance.

## Carpenter Park



I-345 is a stark barrier between Downtown and East Dallas. Improvements around the park should enhance the connections between these areas.



Large parking lots provide great opportunities for redevelopment in the area.



Thomas Garza Photography  
The renovation of Old Dallas High School preserves an outstanding historic building in the area and will provide a new anchor adjacent to the park.

### BACKGROUND AND CONTEXT

The Carpenter Park Catalytic Development Area is nestled between the Dallas Arts District to the north, Bryan Place and Deep Ellum to the east, Dallas Farmers Market and Main Street Districts to the south, and Thanks-Giving Square to the West. With the exception of a mid-rise residential development, a few older low-density commercial and retail establishments, and DART's East Transfer Station, this area is populated by surface parking lots and a large public parking structure. With the construction and opening of I-345 in the 1970s, Deep Ellum and Bryan Place were cut off from the rest of Downtown and the divide between the two continued to grow through disinvestment, gaps between development, prioritization of the vehicle, and an unsafe pedestrian network.

However, at the center is Carpenter Park, a proposed new 8.8-acre park designed by Hargreaves Associates expected to break ground in 2018. Carpenter Park will help connect residents and visitors in Bryan Place and Deep Ellum and workers in Baylor University Medical Center to the Downtown core through an activated green space. Across Live Oak from Carpenter Park is the Old Dallas High School site currently undergoing adaptive re-use and expected to open its first phase in 2018 with a mix of office and restaurant uses.

### OPPORTUNITY

*Develop a vibrant node reconnecting Downtown Dallas to Deep Ellum, Bryan Place, and East Dallas with Carpenter Park and transit-oriented and infill development.*

The Old Dallas High School building occupies a small quadrant of a large development site which could include additional office, residential, and retail components around its perimeter in future phases. Adjacency to an aging elevated highway (I-345) and shifting transportation attitudes and priorities by TxDOT, the City, and the Dallas community have led to a strategic proposal to remove the off-ramp to Live Oak. This proposal represents a critical step in reversing the preference of accommodating ease, speed, and regional travel by private vehicle over pedestrian and other modes of transportation.



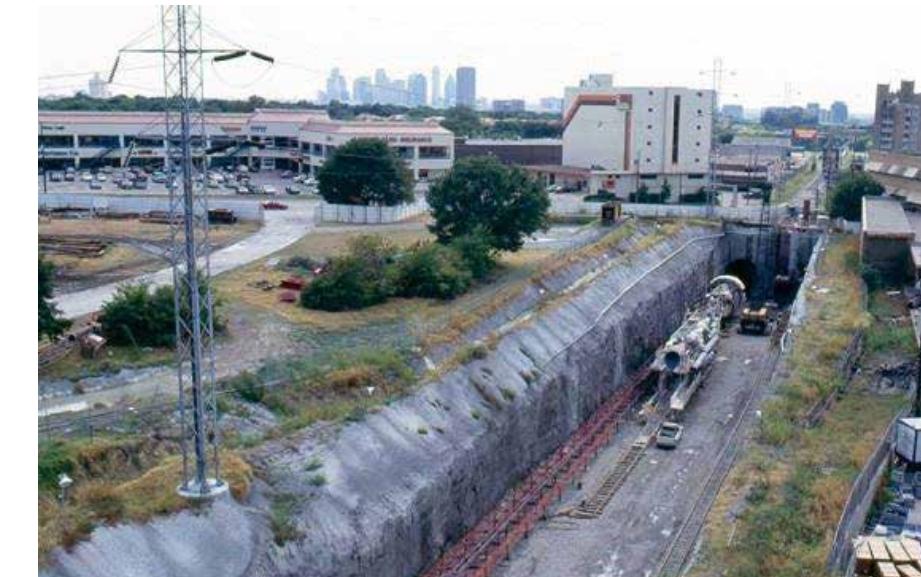
Carpenter Park will provide much needed open space in the area and will help connect the two sides of I-345

Source: Hargreaves Associates



Pacific Plaza, slated to begin construction in 2018, will enhance the connection between Carpenter Park and the center of Downtown .

Source: Hargreaves Associates



The DART train portal constructed as part of the D2 project should be minimally intrusive and allow for air rights development.

Source: DART

As documented in the Downtown Parks Master Plan, the planned expansion and renovation of John Carpenter Plaza into Carpenter Park will introduce a host of features and amenities that will help connect Downtown to near East Dallas neighborhoods with programmed and active space. Perhaps the most important and influential change that will occur in this focus area is the construction of DART's D2 light rail line which will have a subway and above-ground component here. The preferred alignment will surface at the eastern edge of the planned Carpenter Park and will run parallel to Swiss Avenue before turning north and south along Good Latimer. As the new light rail alignment surfaces at Swiss Avenue, it will be critical that the portal integrates well into a pedestrian-oriented streetscape. Air rights development over the portal and rail tracks is a preferred alternative to provide the best opportunity of creating an active and engaging edge that will support

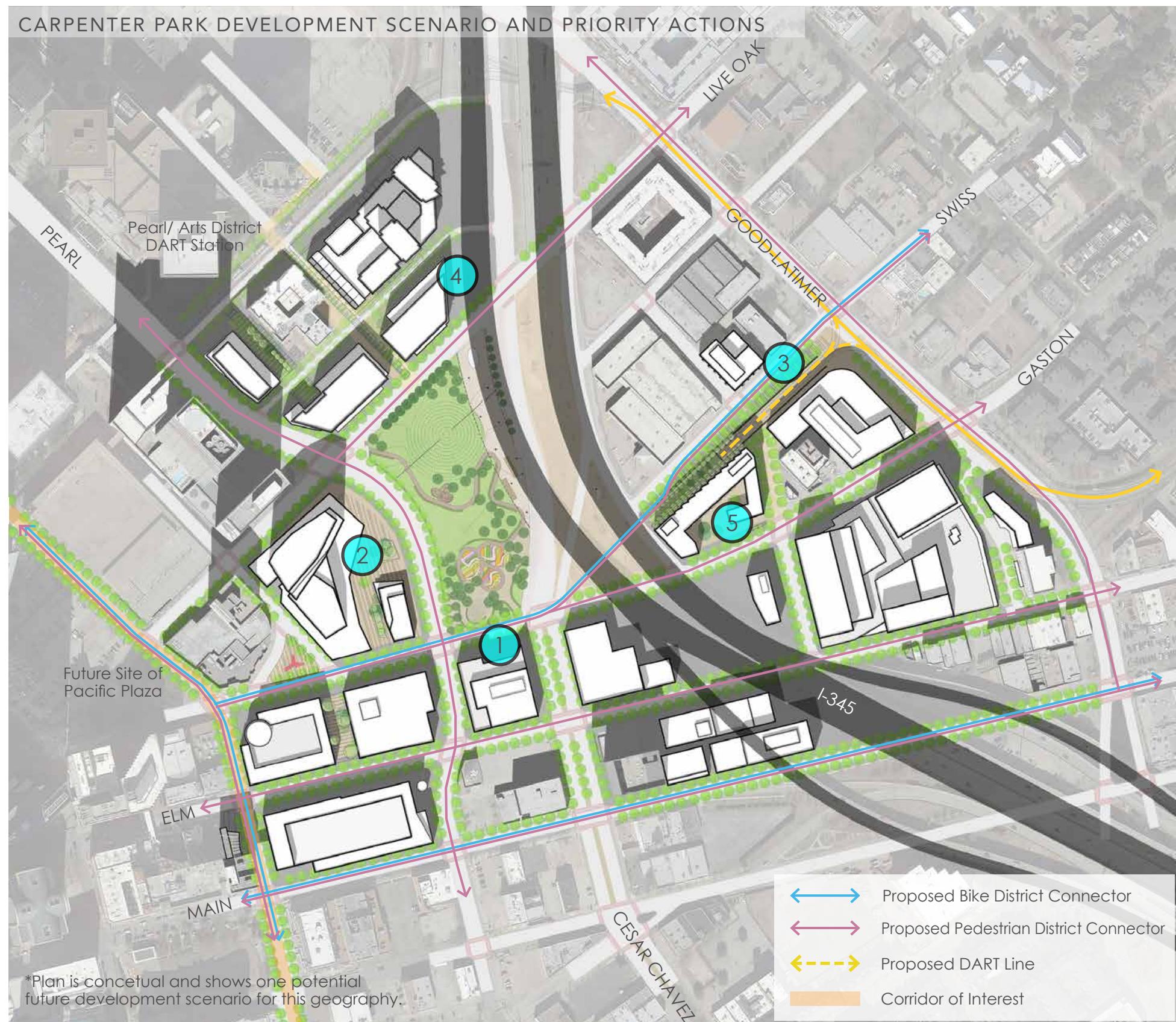
a comfortable, pedestrian-oriented Swiss Avenue that links near East Dallas to Carpenter Park and Downtown.

The significant evolution of DART's service to Downtown presents a unique opportunity for the underutilized East Transfer Station to accommodate a subway station and a revamped bus terminal within a new transit-oriented development that contributes to and extends Downtown to Carpenter Park. Redevelopment of this block should bring a mix of uses to help activate this critical node with special attention given to ground-floor uses that activate the sidewalks and public spaces facing Carpenter Park.

Capitalizing on recent and planned private investment in Deep Ellum should be a key goal of the Carpenter Park Area. Redevelopment of existing buildings on Main and Commerce Streets and infill development

of the many surface lots on Pacific, Elm, Main, and Commerce Streets can provide key connections within and between neighboring districts by filling in critical gaps in the fabric.

*The 360 Plan* supports these development efforts and their capacity to link various separate districts to one another while establishing a new gateway into Downtown. We must also ensure seamless integration of transit expansion projects into the urban fabric through careful planning and design of transit infrastructure, the surrounding development opportunities, and the details of the public realm.



### 1 New development should engage with Carpenter Park

Carpenter Park is currently surrounded by mostly vacant or underutilized parcels. New development adjacent to the park should be designed to actively engage with the park and activate the streets on which they front.

### 2 Redevelop the DART East Transfer Center site

The DART East Transfer Center presents an opportunity for redevelopment as a large, underutilized parcel that will have enhanced transit access with the development of the DART D2 light rail line. DART should explore transit-oriented, mixed use redevelopment of this site to capitalize on its enhanced multi-modal accessibility.

### 3 Create a multi-purpose trail connection along Swiss and Pacific Avenues

In conjunction with the construction of the D2 light rail line, Carpenter Park and redevelopment of the East Transfer Center site, create a multi-purpose bicycle and pedestrian connection from Good Latimer to Carpenter Park and beyond along Pacific Avenue to Pacific Plaza. This will facilitate access to these two new parks and fill in a missing link in the City Center bike and pedestrian district connector network.

### 4 Investigate removal / reconfiguration of the Live Oak ramp

This ramp has been identified as under-utilized in all three scenarios explored through CityMAP for the I-345 corridor. Removal of this ramp would enable an improved connection between Downtown and East Dallas and Deep Ellum. It would also facilitate pedestrian-friendly development that would better engage Carpenter Park.

### 5 Explore new workforce housing development opportunities

CityMAP has presented the opportunity to explore alternative scenarios for the future reconstruction of the I-345 corridor. These scenarios open up the possibility of excess public land being made available for redevelopment. This presents a unique opportunity to leverage the use of these public lands to facilitate workforce housing development to increase the diversity of housing in the City Center.



A view along Pearl Street towards Carpenter Park showing a redeveloped DART East Transfer Center



#### DART Train Portal

The proposed eastern portal for the DART D2 line should be designed to minimize impact on surrounding development parcels and streetscape. Additionally, a strong public realm should be provided along Swiss Avenue to enhance the connection from East Dallas neighborhoods to Carpenter Park.

#### East Transfer Center

DART has expressed interest in redeveloping the East Transfer Center into a mixed-use, transit-oriented development. This site could continue to serve as a bus transfer center while also providing access to D2. Additionally, the development could engage Carpenter Park across Pearl Street through strategically designed plazas, open space, and retail.



## Arts District



The update to the *Arts District Master Plan* calls for transforming Pearl Street into the "Avenue to the Arts".  
Source: NBBJ



The Plan also calls for reinvigorating Flora Street and Ann Williams Way as the cultural core of the Arts District  
Source: NBBJ



Ross Avenue should be embraced as a mixed-use commercial corridor.  
Source: NBBJ

### BACKGROUND AND CONTEXT

In the early 1980s, Dallas city leaders came together to imagine and build a world-class cultural district. The plan, known as the *Sasaki Plan*, became and has remained the roadmap for the Dallas Arts District. The now-mature Dallas Arts District holds the distinction of being the largest contiguous urban arts district in the nation and is also remarkable for its outstanding architecture, having had major facilities designed by six Pritzker Prize winners. However, having reached institutional and architectural excellence, the District must now reach and achieve an equally exemplary urbanity to achieve the full city-making ambitions of the original *Sasaki Plan*.

### OPPORTUNITY

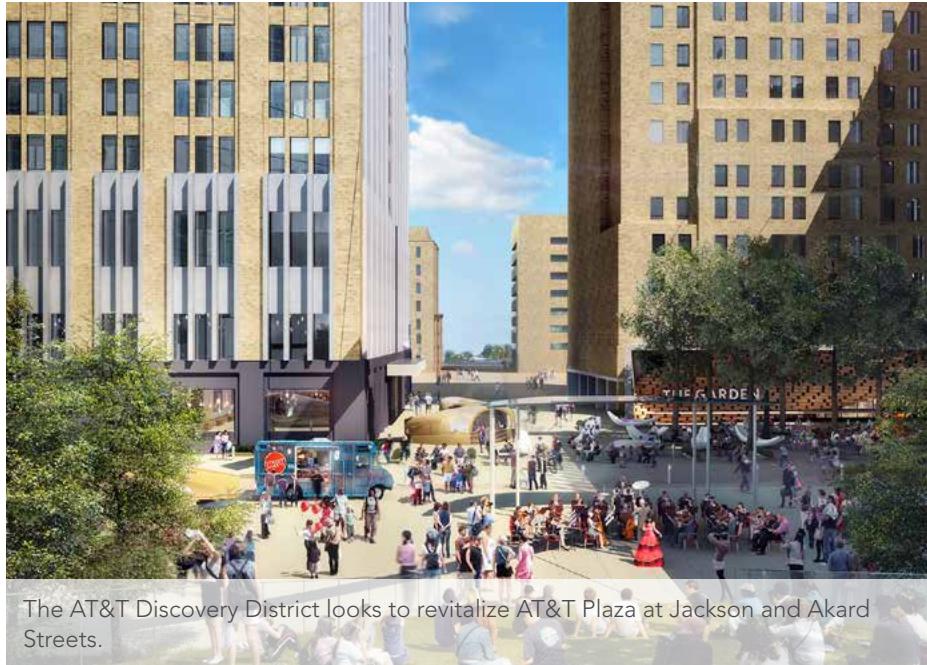
To achieve a more urbane Dallas Arts District means forging even better connections to adjoining districts and other nearby neighborhoods. It means finding a way to insert more of the mixture of uses that were initially imagined, and it means facilitating a broader array of programming and activities when concerts or openings are taking place – but more importantly when no special events are occurring in the cultural venues.

The *Dallas Arts District Master Plan* proposes a new set of principles to guide it for the next three decades during which the Arts District will rise to its own earliest goals, and to the City of Dallas' current civic ambitions. The master plan will update the guidelines from the *Sasaki Plan*, preserving those standards that have served the district well, while replacing those that have proven to be problematic or

outdated. The *Dallas Arts District Master Plan* vision is driven by five reinforcing strategies that will expand the impact of the District and improve connectivity to adjacent neighborhoods.

1. Transform Pearl Street into the "Avenue to the Arts".
2. Reinvigorate Flora Street as the cultural core of the Arts District.
3. Embrace Ross Avenue as a mixed-use commercial corridor.
4. Expand and update wayfinding, signage, public art, and gateway experiences.
5. Enhance pedestrian connections in all directions, with a focus to the west (Perot Museum, West End, and Victory Park).

## AT&T Discovery District



### BACKGROUND AND CONTEXT

In 2016, AT&T announced that they would not only keep, but grow their global headquarters in the heart of Downtown Dallas and invest over \$100 million dollars in a massive exterior renovation project, creating the AT&T Discovery District. AT&T's importance to Downtown cannot be overstated, employing 5,800 today with the capacity to add more than 1,000 more over the next several years.

### OPPORTUNITY

Improvements to the headquarters will not only benefit the thousands of AT&T employees, but they will also directly impact all of Downtown. The vision for the AT&T Discovery District is to become a destination for Downtown workers, residents, and visitors where they will find dining, entertainment, public art, and an outdoor experience zone that will feature public events like movie nights. Downtown Dallas, Inc. and the City of Dallas worked with AT&T throughout 2017 on plans for the District, which include traffic calming and pedestrian improvements on Commerce Street, modification of Jackson and Wood Streets, and several public improvements throughout the campus. Over the next two years, continued collaboration will be necessary to see the plans through to full implementation.