

DOWNTOWN
DALLAS INC



City of Dallas



THE 360 PLAN



City of Dallas

**Transportation and
Infrastructure Committee**

April 17, 2023

Find more at www.downtowndallas360.com

Purpose



- Downtown Dallas, Inc., Information
- Overview of the *360 Plan*:
 - Background
 - Vision and Framework
 - Transformative Strategies
 - Catalytic Development Areas
- Progress Report on Select Projects
- 2024 Bond Priorities



DOWNTOWN
DALLAS INC

Downtown Dallas, Inc. (DDI) is the **principal advocate, champion, and steward** of Downtown.

Founded in 1958 as the Central Dallas Association, we are a private 501c6 nonprofit.

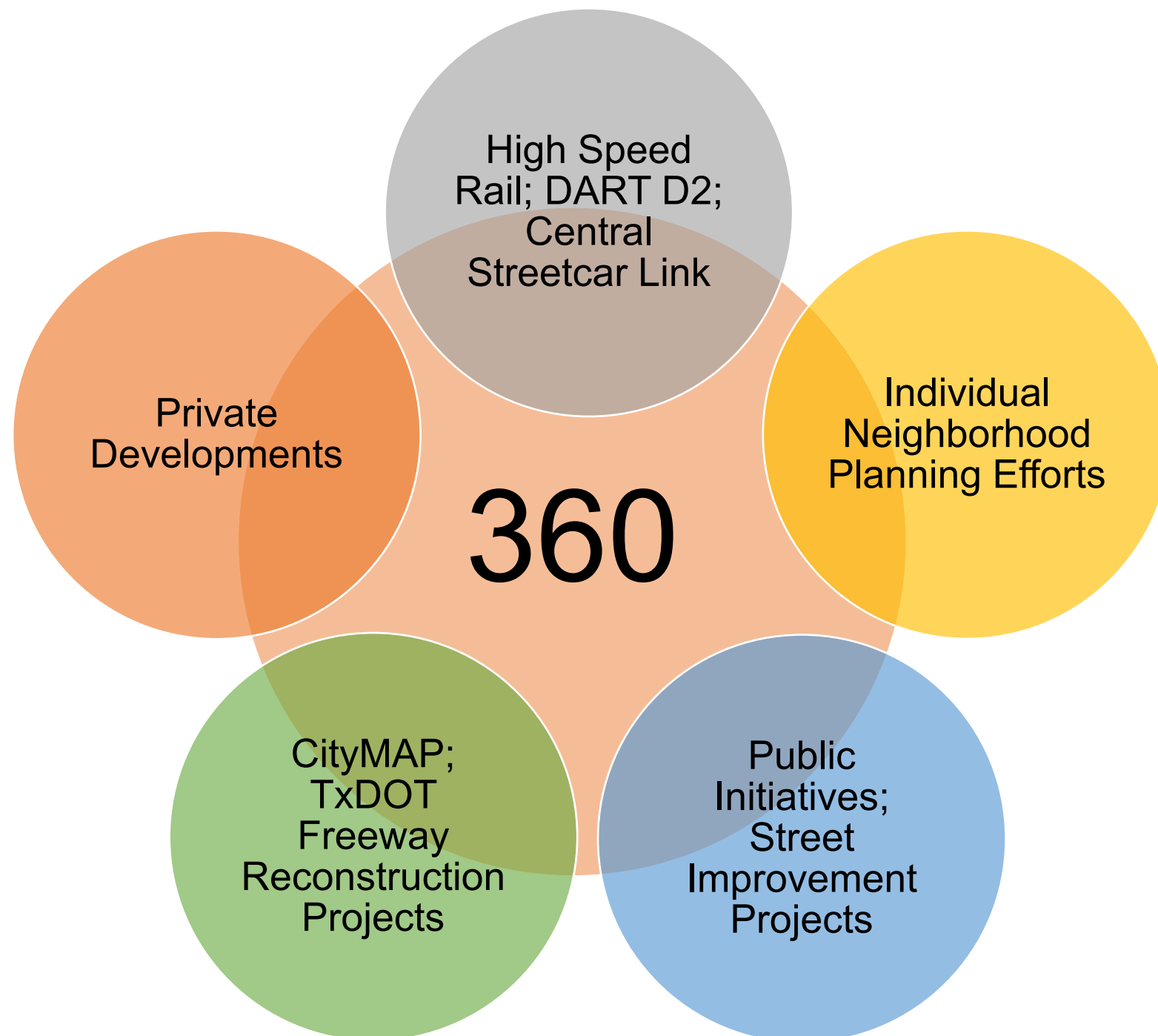
DDI's Mission is to:

- ✔ Stimulate a vibrant and sustainable Downtown environment
- ✔ Create a culturally-inclusive urban center
- ✔ Position Downtown as a global destination
- ✔ Improve Downtown infrastructure
- ✔ Enhance economic competitiveness
- ✔ Foster innovation and technology in the urban experience



The *360 Plan* Overview

The *360 Plan* Update: A Dynamic Document



- Original *Downtown Dallas 360* plan adopted in 2011
- Efforts to update plan began in 2015
- Public-private effort with City (50-50 cost share)
- The *360 Plan* adopted in 2017
 - Builds on past success and leverages rapid growth in Downtown
 - Integrates efforts of the private and public sectors
 - Updates action priorities for ten years

Demographic Changes in the CBD



	<u>2011</u>	<u>2017</u>	<u>2023*</u>
Population	7,221	11,391	14,528
Office Vacancy	26.3%	22.0%	27.2%
Parkland (Acres)	47.9	53.1	56.0

* As of April 7, 2023



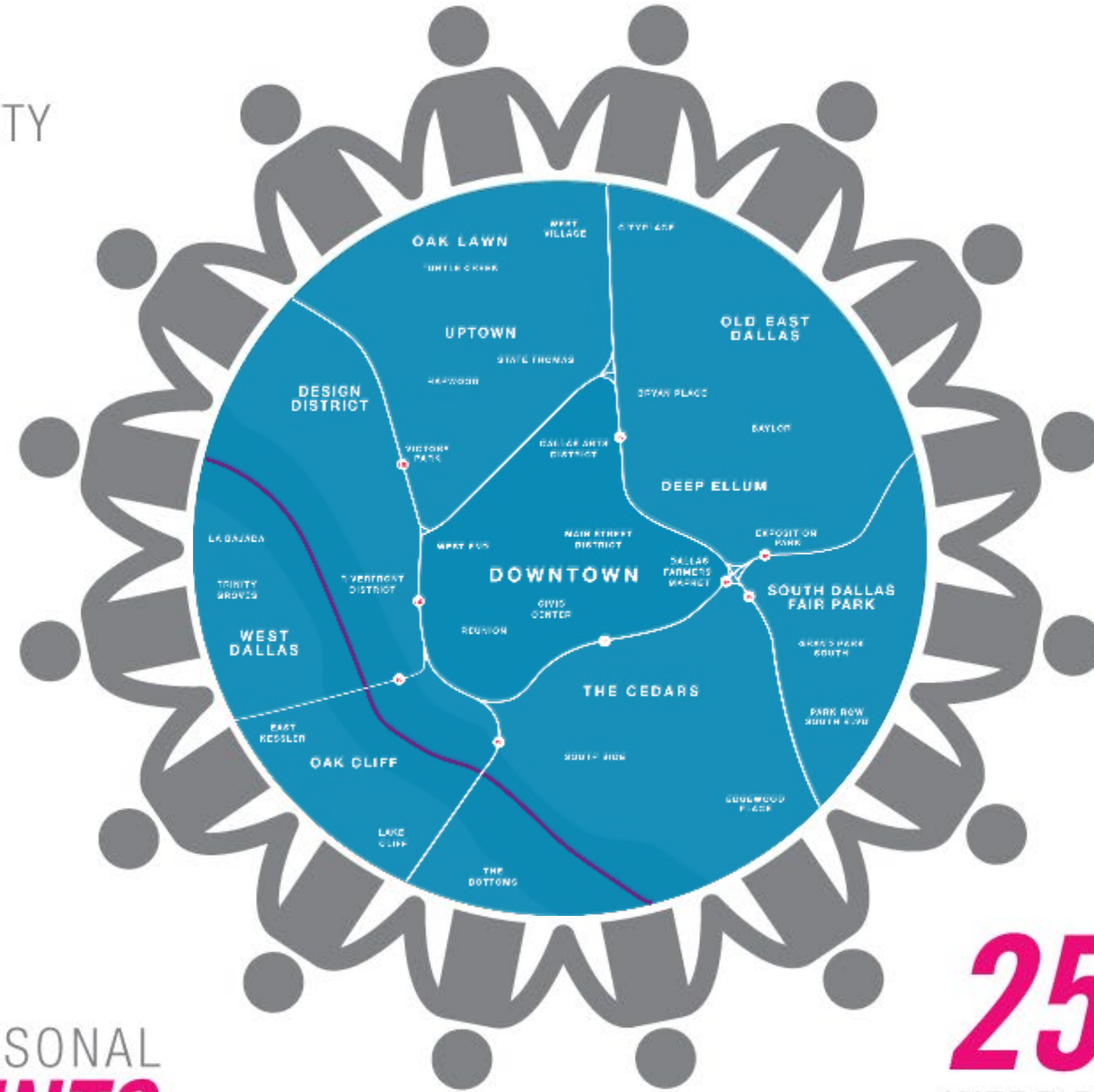
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DURING THE 360 PLAN UPDATE, THE TEAM AND SUPPORTERS ENGAGED THE COMMUNITY IN THE FOLLOWING WAYS:

40+ NEIGHBORHOOD PARTNERS AND PARTNER ORGANIZATIONS

PROFESSIONAL **40** VOLUNTEERS TRAINED AS WORKSHOP FACILITATORS

ORGANIZED PERSONAL **1,500+** TOUCHPOINTS



STAKEHOLDER **150** MEETINGS AND FOCUS GROUPS

NEIGHBORHOOD **25+** GALLERY FEEDBACK EVENTS

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



360 PLAN VISION

COMPLETE & CONNECTED CITY CENTER

Downtown Dallas and its adjoining neighborhoods are a place for everyone, offering:

- great schools, refreshing open spaces, bustling street activity, successful business and retail;
- an accessible, balanced, multi-modal, transportation network; and
- a unique sense of place.

360 PLAN FRAMEWORK TRANSFORMATIONAL STRATEGIES



Advance Urban
Mobility



Build Complete
Neighborhoods



Promote Great
Placemaking



Adopt urban mobility principles



Reform the approach to parking

ADVANCE URBAN MOBILITY



Leverage transit expansion and freeway reconstruction



Advance priority bicycle and pedestrian improvement projects



Comprehensively revise mobility policy for the city center



BIKE HARWOOD

- DDI, the City of Dallas, and Better Block partnered to install separated micromobility lanes on Harwood St., between Main Street Garden and Old City Park

SCOOTERS / MICROMOBILITY

- Participated in development of new micromobility regulations

Advance Urban Mobility

Status: In Progress



I-30 CANYON

- DDI Mobility Committee prepared “guiding principles” for redesign of the I-30 Canyon south of Downtown

PEDESTRIAN INFRASTRUCTURE

- Re-painted 275 crosswalks in 82 intersections in Downtown since 2018



CURB LANE MANAGEMENT + PARKING

- Participated in the development of the City's new Curb Lane Management policy
- Partnered with the City to develop the Street Seats (parklet) program
- Provided input on amendments to off-street parking zoning requirements



Diversify and grow housing

BUILD COMPLETE NEIGHBORHOODS



Create vibrant parks and neighborhood spaces



Grow a diverse mix of services and retail



Increase opportunities for quality education

Build Complete Neighborhoods

Status: In Progress



VIBRANT PARKS

- Host dozens of neighborhood events each year to activate Downtown parks and open spaces, touching thousands of total attendees

DIVERSIFIED HOUSING

- Grow Downtown's residential base
 - Support the current office-to-residential conversion projects

Build Complete Neighborhoods

Status: In Progress



RETAIL + SERVICES MIX

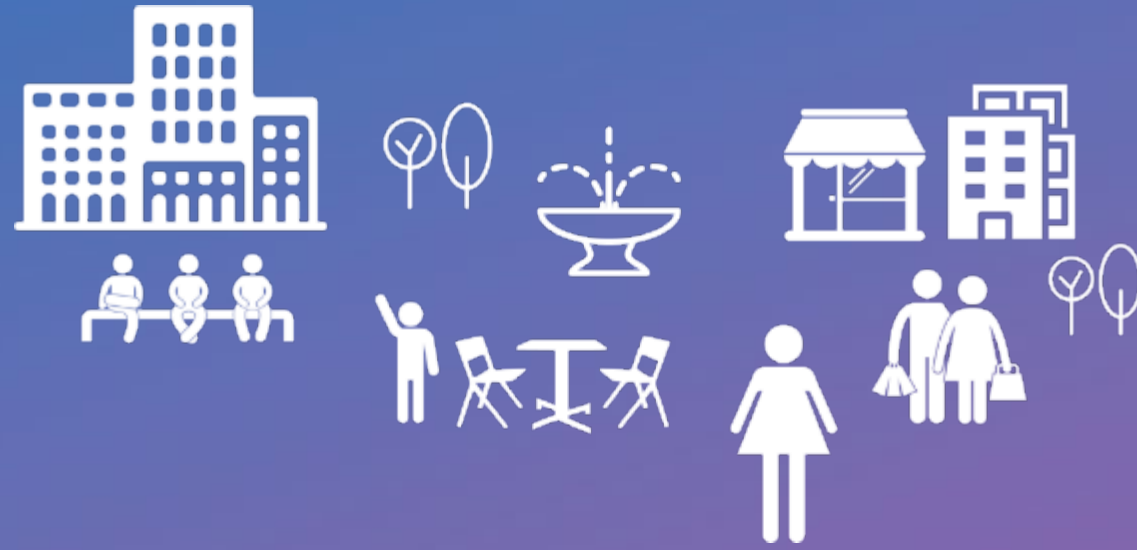
- Actively recruit a variety of retail and services offerings to backfill vacant storefronts

QUALITY EDUCATION

- Support educational pipeline for pre-K to post-graduate students in Downtown
 - 17 schools in the CBD



Implement Smart Cities technology



Integrate green infrastructure and sustainability

PROMOTE GREAT PLACEMAKING



Ensure excellent urban design to enhance quality of life and economic value



Activate the public realm to promote unique urban experiences

Promote Great Placemaking

Status: In Progress



ACTIVATION OF PUBLIC REALM

- Produce and manage events in public spaces all year
- Activate vacant storefronts with Unbranded pop-up shop
- Temporary public art installations, markets

Promote Great Placemaking

Status: Complete



HISTORIC PRESERVATION

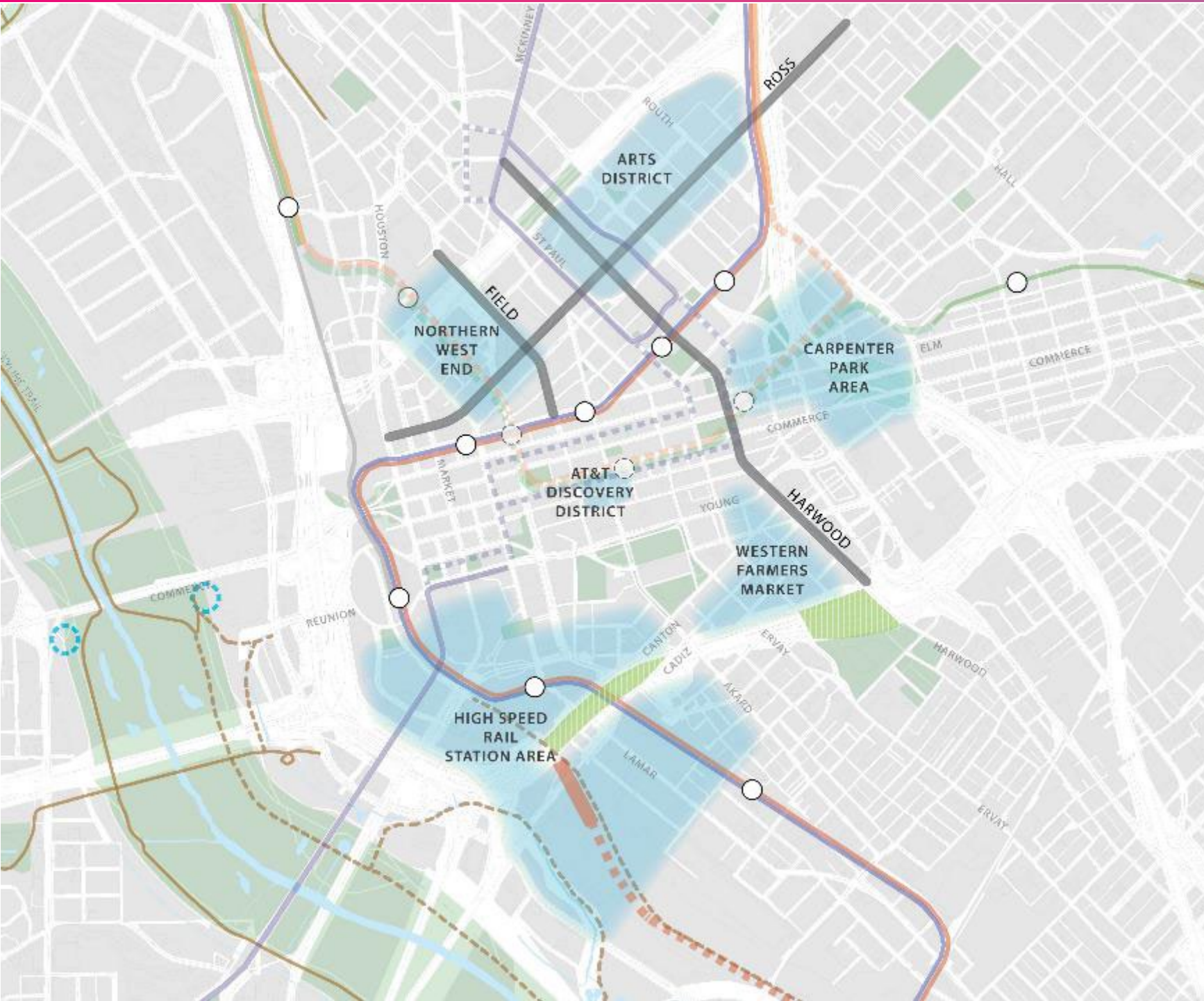
- Partially funded the Downtown Historic Resources Survey, completed in 2022

CHAPTER 42A AMENDMENTS

- Helped re-write updates to Chapter 42A (Special Events) of the City Code

Catalytic Development Areas

Catalytic Development Areas



- Harness momentum of catalytic public and private projects:
 - AT&T Discovery District
 - Carpenter Park Area
 - High Speed Rail Station Area (Convention Center / I-30)
 - Northern West End
 - Western Farmers Market
 - Arts District

AT&T Discovery District



- AT&T Discovery District a premiere destination in Downtown Dallas
- \$100 million investment on a 6.5-acre campus
- Pedestrian-friendly campus, with streets closed to vehicular traffic
- No other major corporate campus in the country is as open, accessible to the public

Carpenter Park Area



- Carpenter Park re-opened as the biggest park in Downtown at nearly 6 acres
- Redevelopment expected to spur further growth, investment in the surrounding area
- Among 23 acres of new greenspace added Downtown in under 20 years

Convention Center / I-30 Area



- Participated in KBHCCD master planning process
- Among lead advocates for passage of Proposition A
- Support the development of a pedestrian-friendly, transit-oriented Convention Center district
- Promote decking opportunities over I-30

Northern West End – Field Street District



- \$1B mixed-use development on parking lots in West End
- 1.2M sq ft of office, hotel, and residential uses
- Enhance connectivity under Woodall Rodgers Freeway
- Advance design concepts for Field Street and redesign of the Griffin-Field intersection
- Anticipated groundbreaking in late 2023

Western Farmers Market - NewPark



- 20-acre development of surface parking lots behind City Hall
- Over 2M sq ft of office, retail, hotel, and residential uses
- Includes educational component housing the Downtown Montessori and CityLab HS
- Facilitate a deck park over I-30

Arts District



- Supported the passage of the Dallas Arts District's *Connect Master Plan*, adopted in 2020
- Participated in design of Routh Street Gateway

2024 Bond Priorities

Potential 2024 Bond Projects



- Infrastructure to incentivize private development
- Mobility and street corridor planning – connections between neighborhoods
- Critical Downtown facilities

Stay Connected



A Gateway to the Arts District



Routh Street Gateway Rendering (Corgan).

At Play: Construction began this week on the long-anticipated Routh Street Gateway under Woodall Rodgers Freeway. This project will provide enhanced pedestrian connections between the Dallas Arts District

- *Downtown Monthly* newsletter
- *Executive Update* newsletter
- Follow Downtown Dallas, Inc., on social media
- www.downtowndallas360.com

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