



THE 360 PLAN

UPDATE

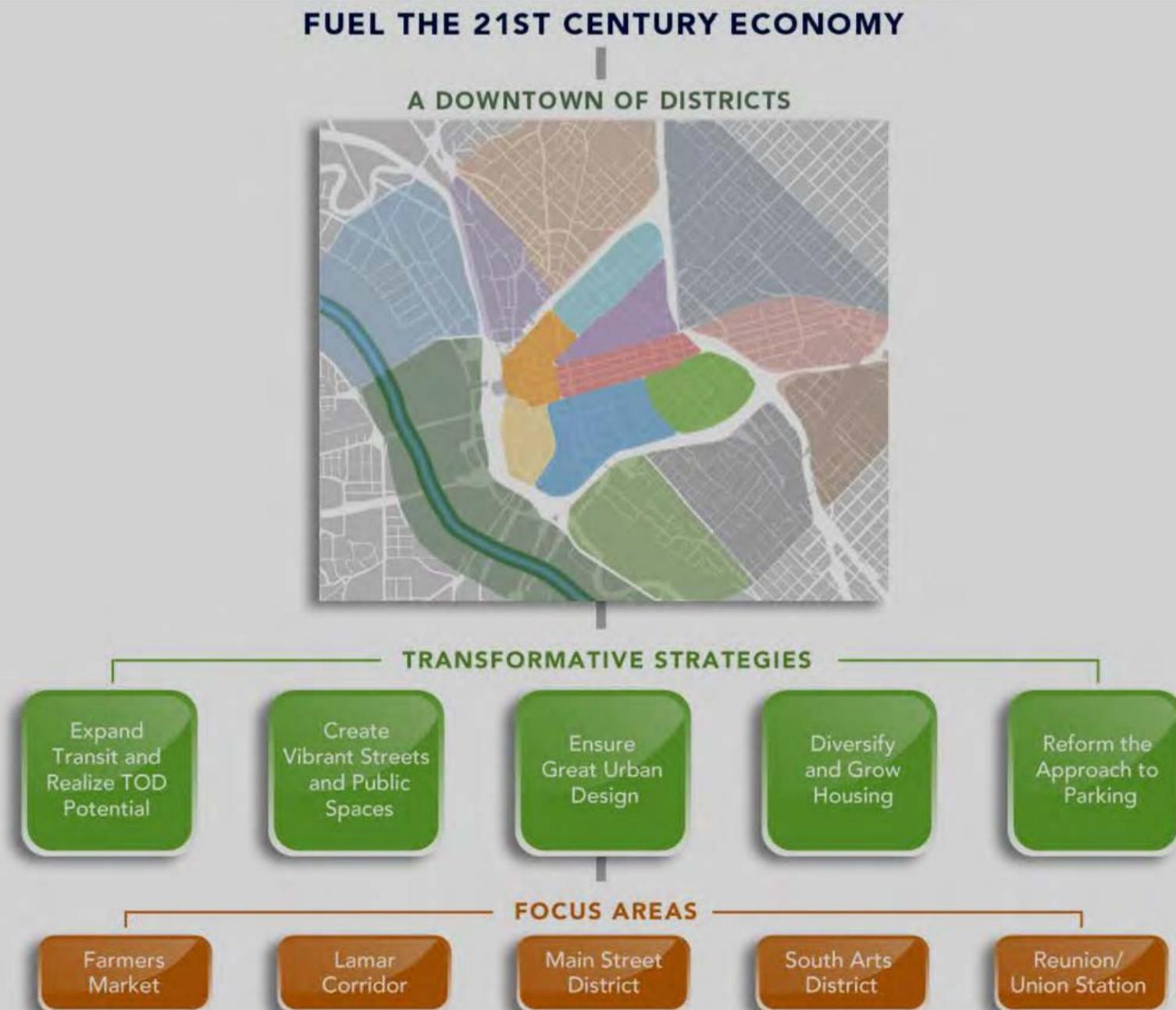
see more at downtowndallas360.com

Presentation Outline



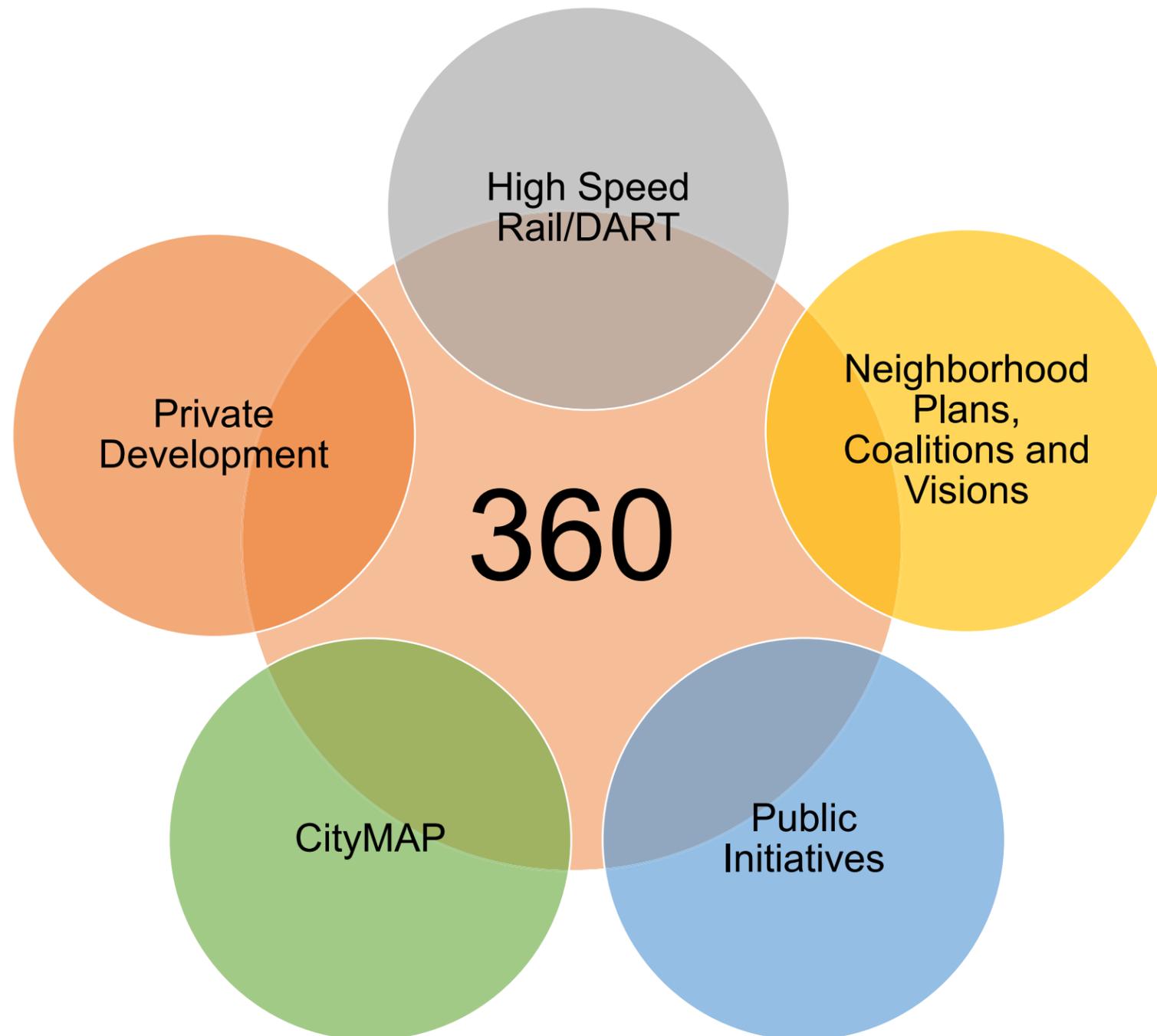
- Background
- 360 Plan Update: Vision and Framework
- Transformative Strategies
- Catalytic Development Areas
- Next Steps

The 360 Plan - 2011



- Action items are substantially completed
- Need to revisit the emphasis on district boundaries
- Need to update and refresh transformative strategies to advance new priorities

The 360 Plan: A Dynamic Document



- Builds on past success and leverages the unprecedented level of interest in Downtown
- Integrates efforts of the private and public sectors

Development Activity

COMMERCIAL OFFICE

- 35+** companies moved to or renewed their lease*
- 173,564** net absorption in Downtown
SQ. FT.
- 300,000** of coworking space*
SQ. FT.
- 7** accelerators/incubators*

**Within a 2.5 mile radius of Downtown*

DEVELOPMENT

- 100+** new developments are underway
- 15** 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
6,000 units announced in the 15 districts

Retail and Services

RESTAURANTS AND RETAIL



190+ places to shop



370 restaurants and bars



58 new restaurants and bars opened in 2016

GETTING AROUND



Buses run every 15 minutes 11am to 1pm Monday - Saturday



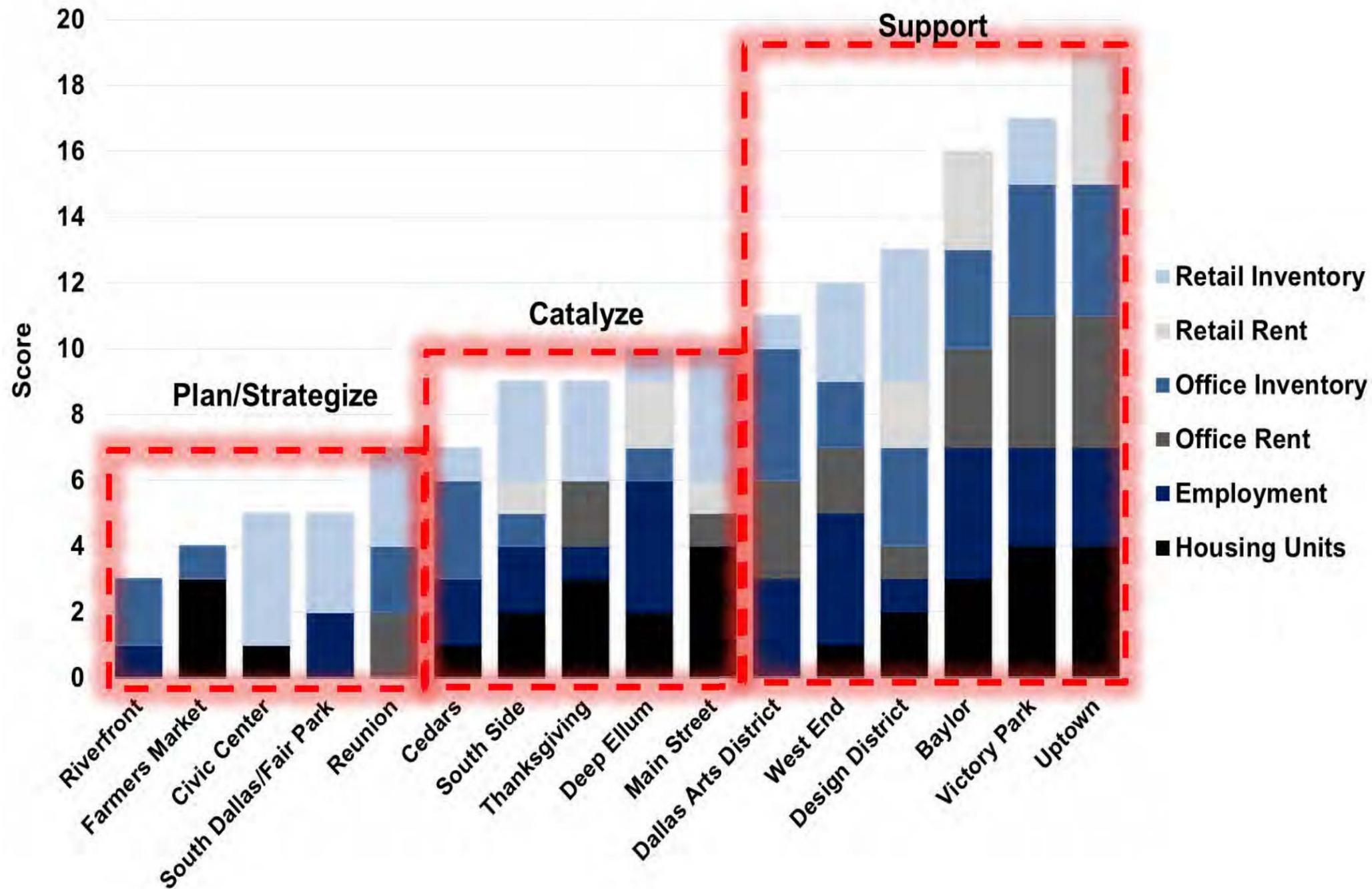
Mckinney Avenue Trolley extension to Downtown is complete - over 600,000 riders in 2016



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



Market Momentum Analysis



- Market analyses provided an understanding of market momentum in each neighborhood to inform the approach to planning and action

Shifting Lifestyle Preferences



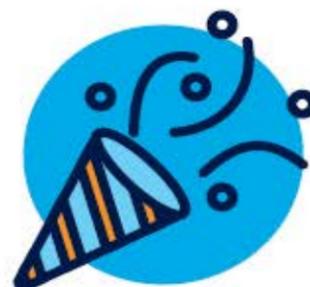
69% - I ENJOY LIVING IN THE GREATER DOWNTOWN AREA AS OPPOSED TO THE SUBURBS



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

Source: DDI Downtown Survey

Shifting Travel Preferences

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

70%

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

Source: DDI Downtown Survey

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THE 360 PLAN

OUTREACH SO FAR

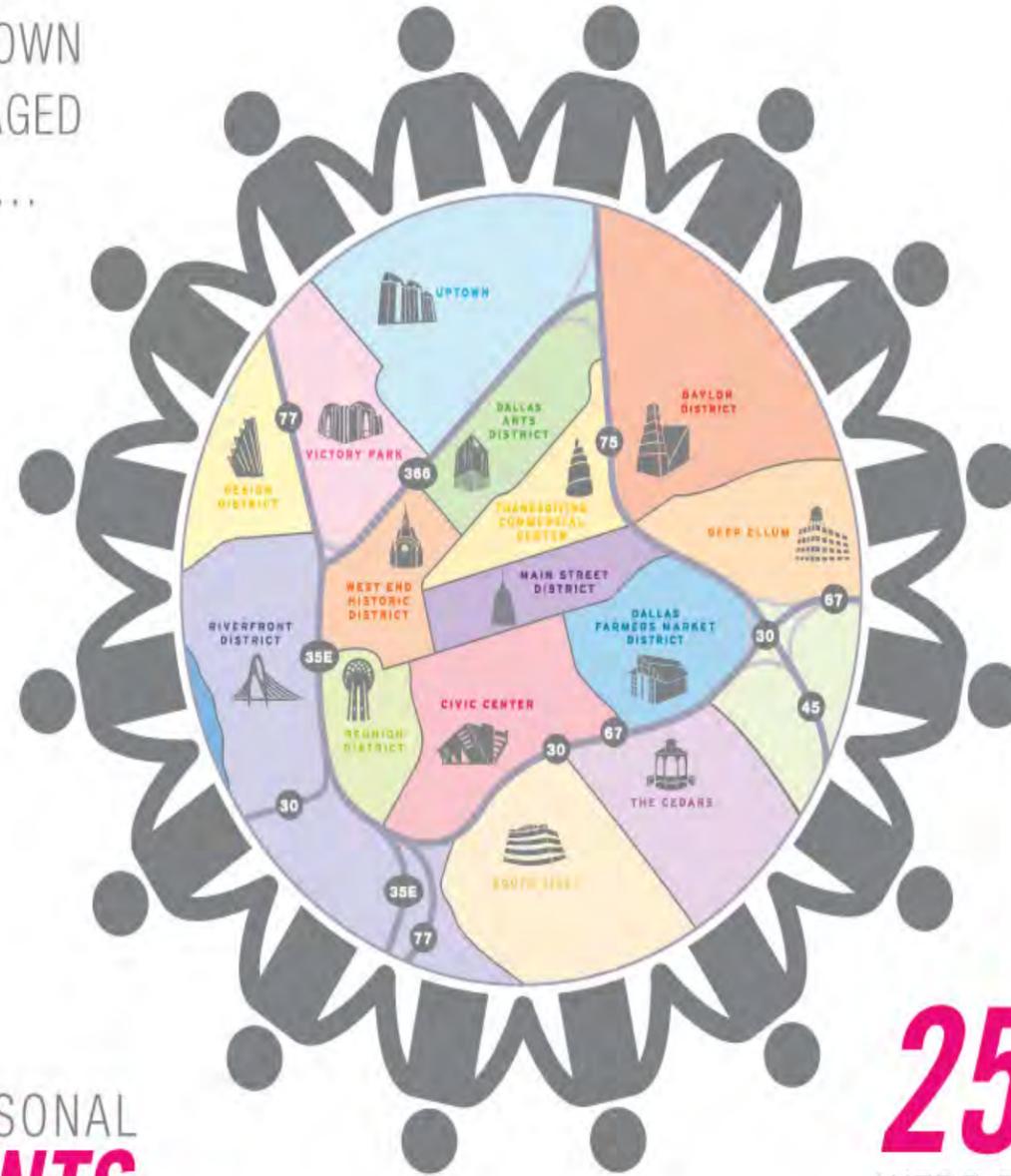


IN JUST FIVE SHORT MONTHS, THE DOWNTOWN DALLAS 360 TEAM AND SUPPORTERS ENGAGED THE COMMUNITY IN THE FOLLOWING WAYS...

300 ATTENDED
KICK-OFF EVENT

40+ NEIGHBORHOOD PARTNERS
AND PARTNER ORGANIZATIONS

1,000+ ORGANIZED PERSONAL TOUCHPOINTS



PROFESSIONAL
40 VOLUNTEERS
TRAINED AS WORKSHOP FACILITATORS

STAKEHOLDER
80 MEETINGS
AND FOCUS GROUPS

NEIGHBORHOOD
20+ GALLERY
FEEDBACK EVENTS

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

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see more at downtowndallas360.com

360 Plan Update Vision + Framework

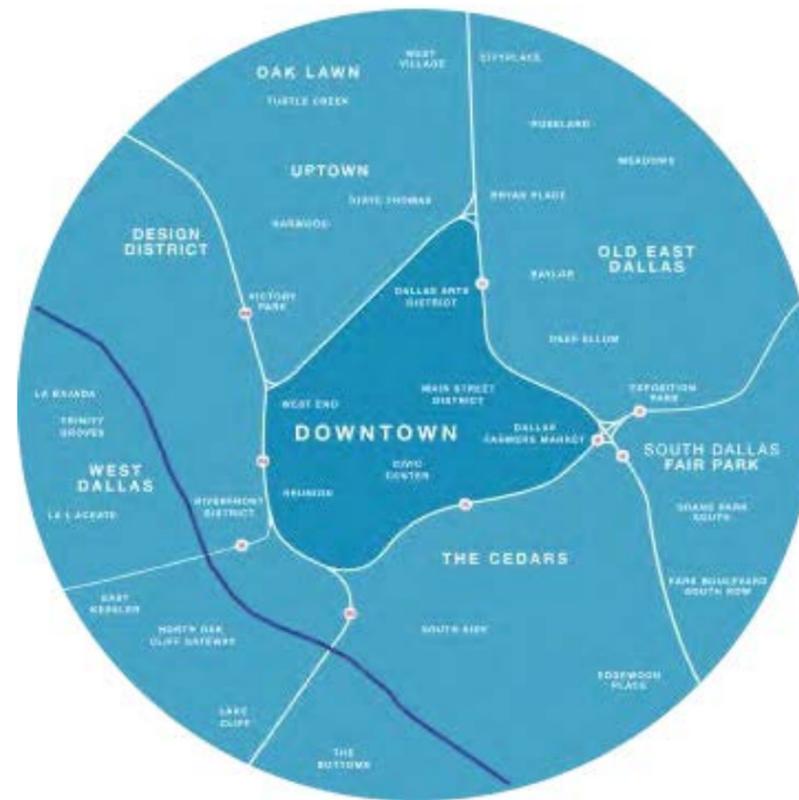
The 360 Plan: Vision

*Downtown Dallas and its **adjoining neighborhoods** create a place for everyone at the heart of our city, a **complete and connected city center** offering:*

- *an **inclusive, robust, and unique combination of places to live, job opportunities, great schools, refreshing open spaces, bustling street activity, successful business and retail***
- *an **accessible, balanced, multi-modal, transportation network with a variety of options to move from one destination to the next.***

The 360 Plan Framework (Refreshed)

COMPLETE & CONNECTED CITY CENTER



TRANSFORMATIVE STRATEGIES

Build Complete Neighborhoods

Advance Urban Mobility

Promote Great Urban Experiences

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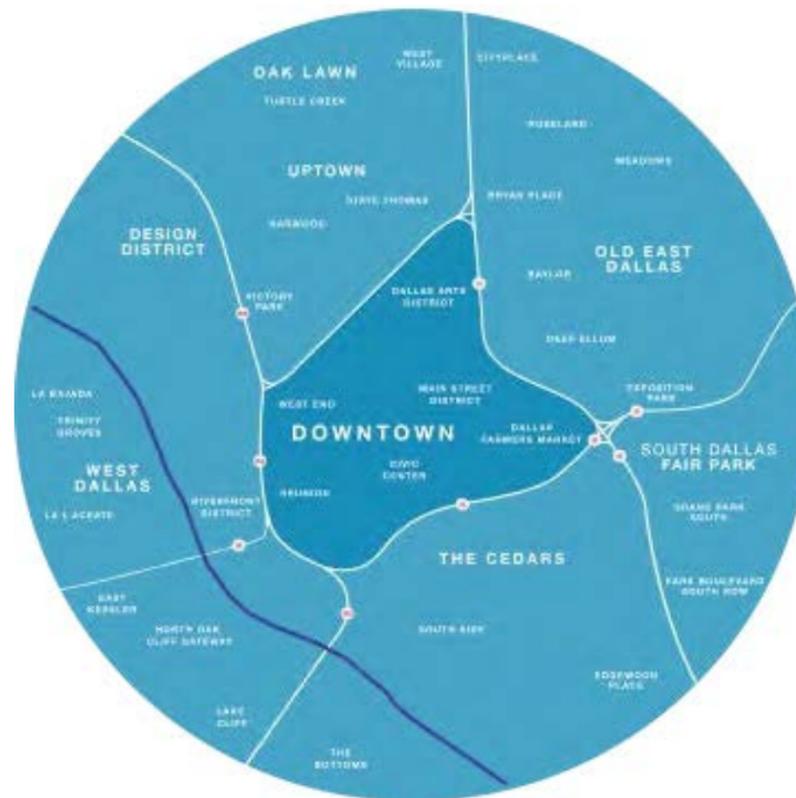
A Complete & Connected City Center

- A rich tapestry of evolving neighborhoods and districts
- A variety of places to live, work and play
- Unique urban experiences accessible to everyone
- Neighborhoods linked across freeways and to the Trinity River

Transformative Strategies

The 360 Plan Framework

A Complete & Connected City Center



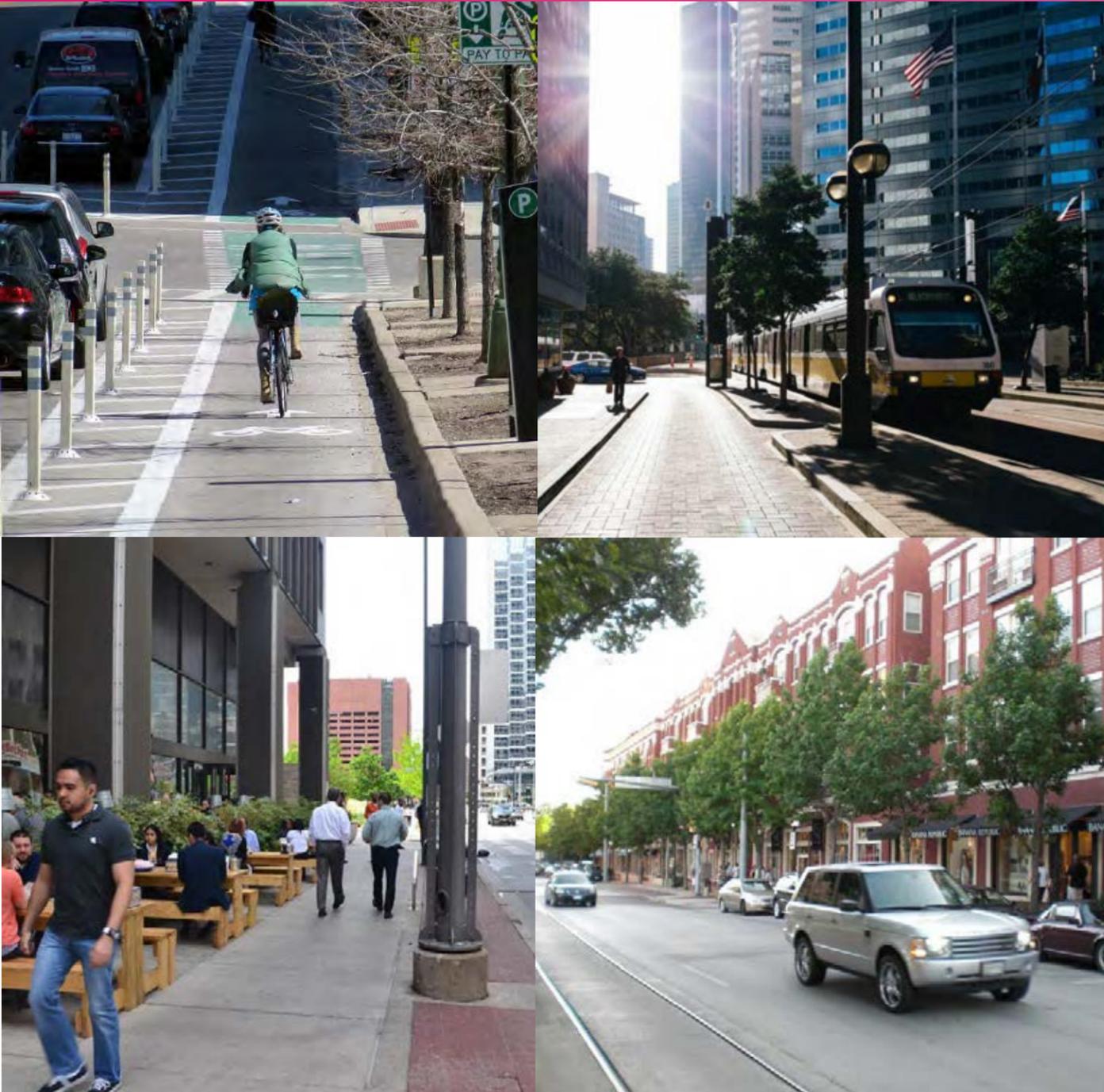
TRANSFORMATIVE STRATEGIES

Build Complete Neighborhoods

Advance Urban Mobility

Promote Great Urban Experiences

Advance Urban Mobility



Goals

- Adopt urban mobility principles to guide decision making
- Integrate and respond to transit expansion and freeway reconstruction opportunities
- Establish a multimodal street framework to guide street design policy
- Advance priority street improvement projects
- Refine the mobility analysis methodology

Goal: Adopt Urban Mobility Principles



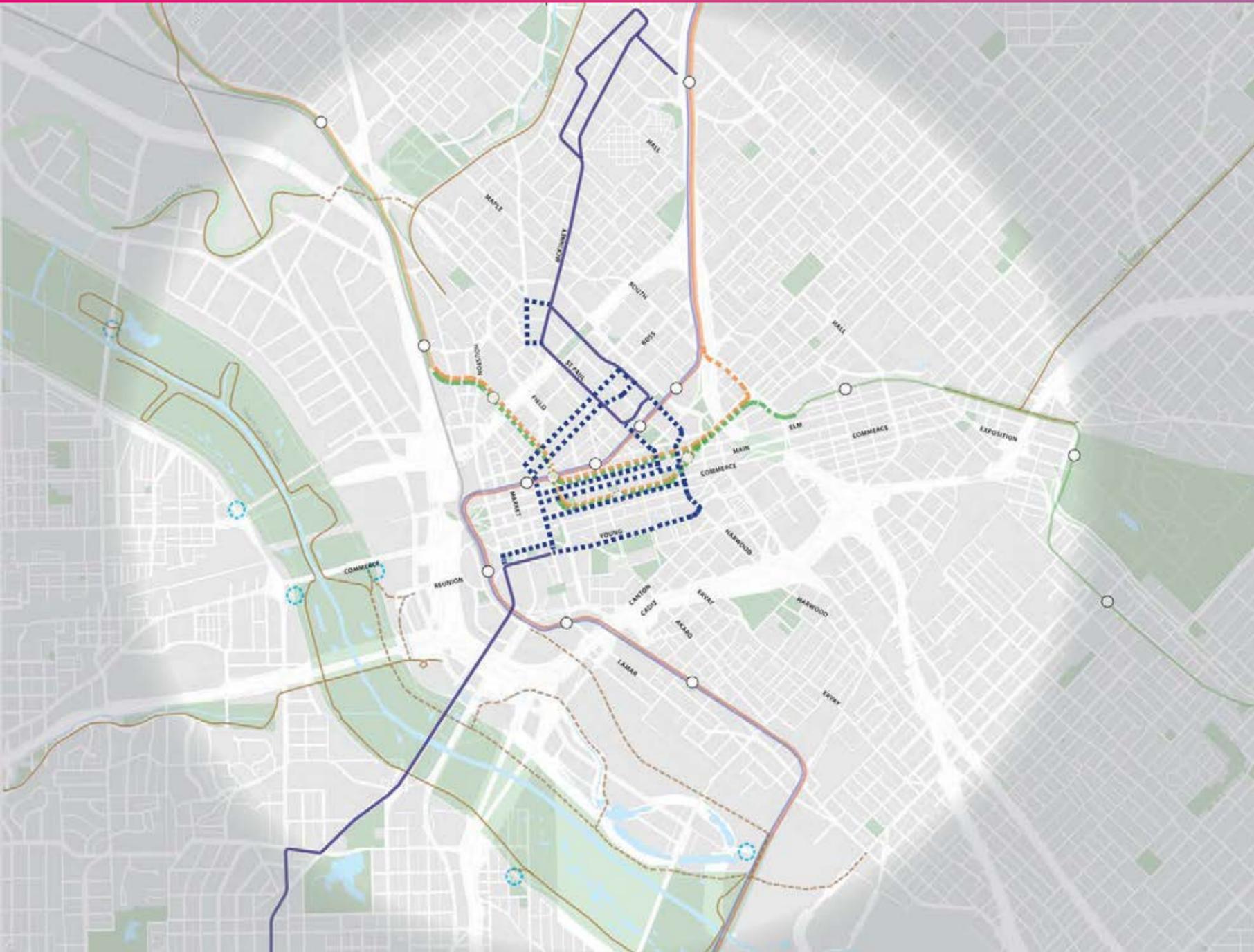
- Create a **balanced multimodal system** to support transit, bicycles and pedestrians in addition to automobiles, particularly for short trips
- Provide a system that is **safe, well-lit, comfortable and accessible** for a diverse base of users
- Improve **inter-district connectivity** for all modes of travel

Goal: Adopt Urban Mobility Principles



- Encourage **mixed use, pedestrian-oriented** design and development
- Ensure **regional and local transportation** systems support the urban design and livability goals for our city center
- Deliver a system that responds proactively to future trends in **technology, demographics and user preferences**

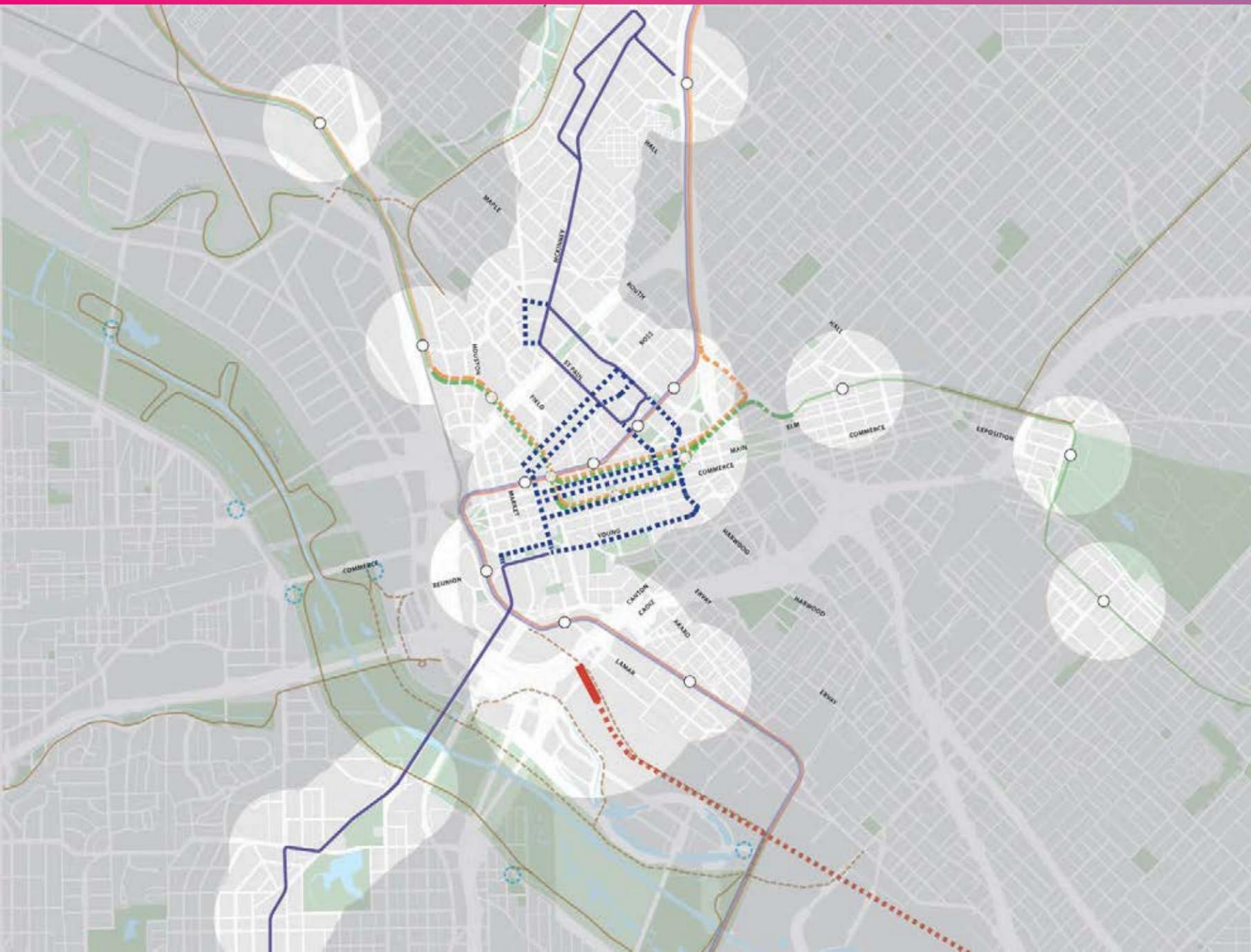
Goal: Respond to Transit Opportunities



Policies/Actions

- Advance preferred alignments for the Second Downtown Light Rail Corridor (D2) and the Central Streetcar Link
- Require urban design review of D2 and streetcar during the engineering process to ensure integration into the urban fabric

Goal: Respond to Transit Opportunities



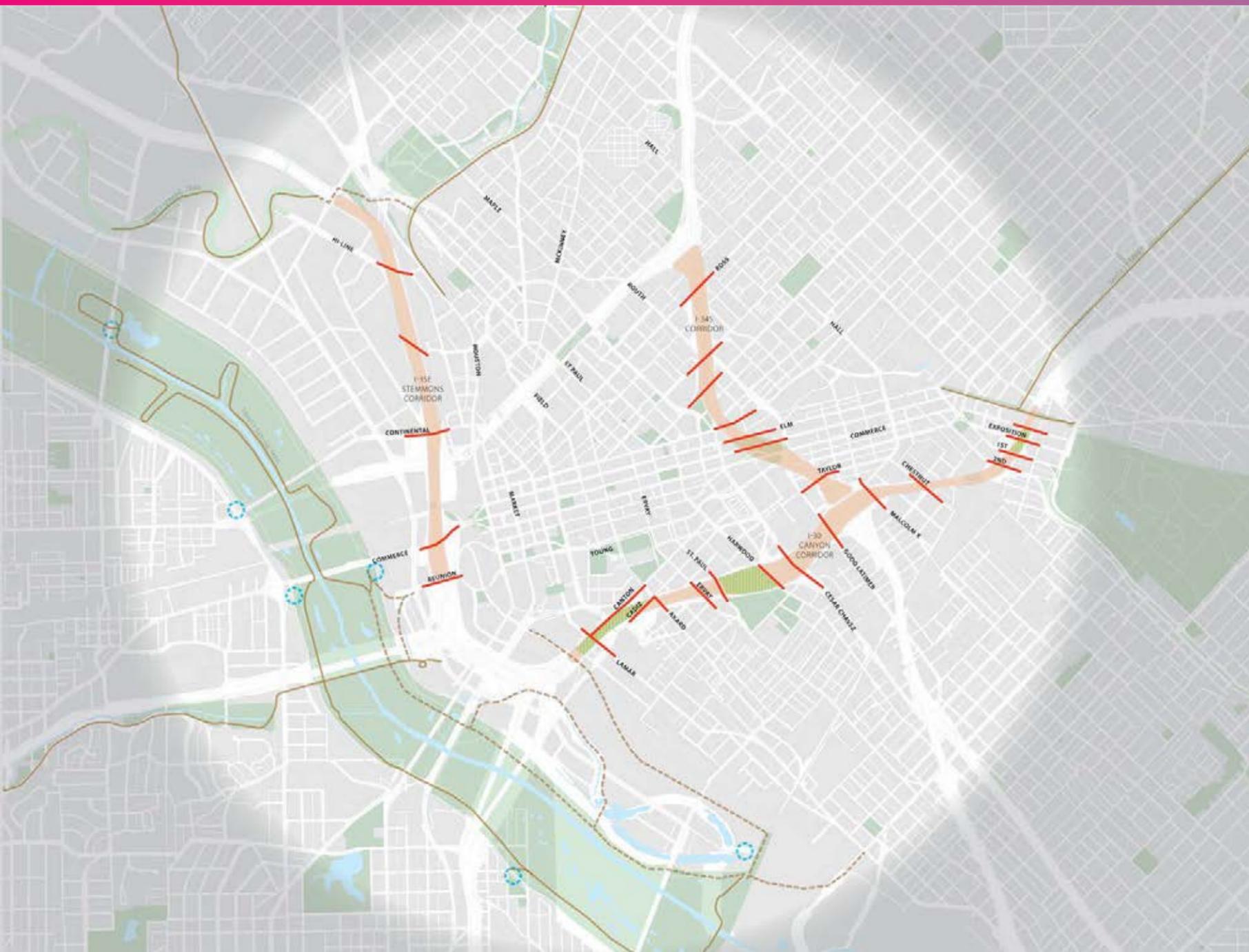
Policies/Actions

- Continue collaboration with Texas Central to facilitate High Speed Rail
- Focus on transit-oriented development opportunities and multimodal street improvements to enhance accessibility to all transit

Goal: Respond to Freeway Opportunities

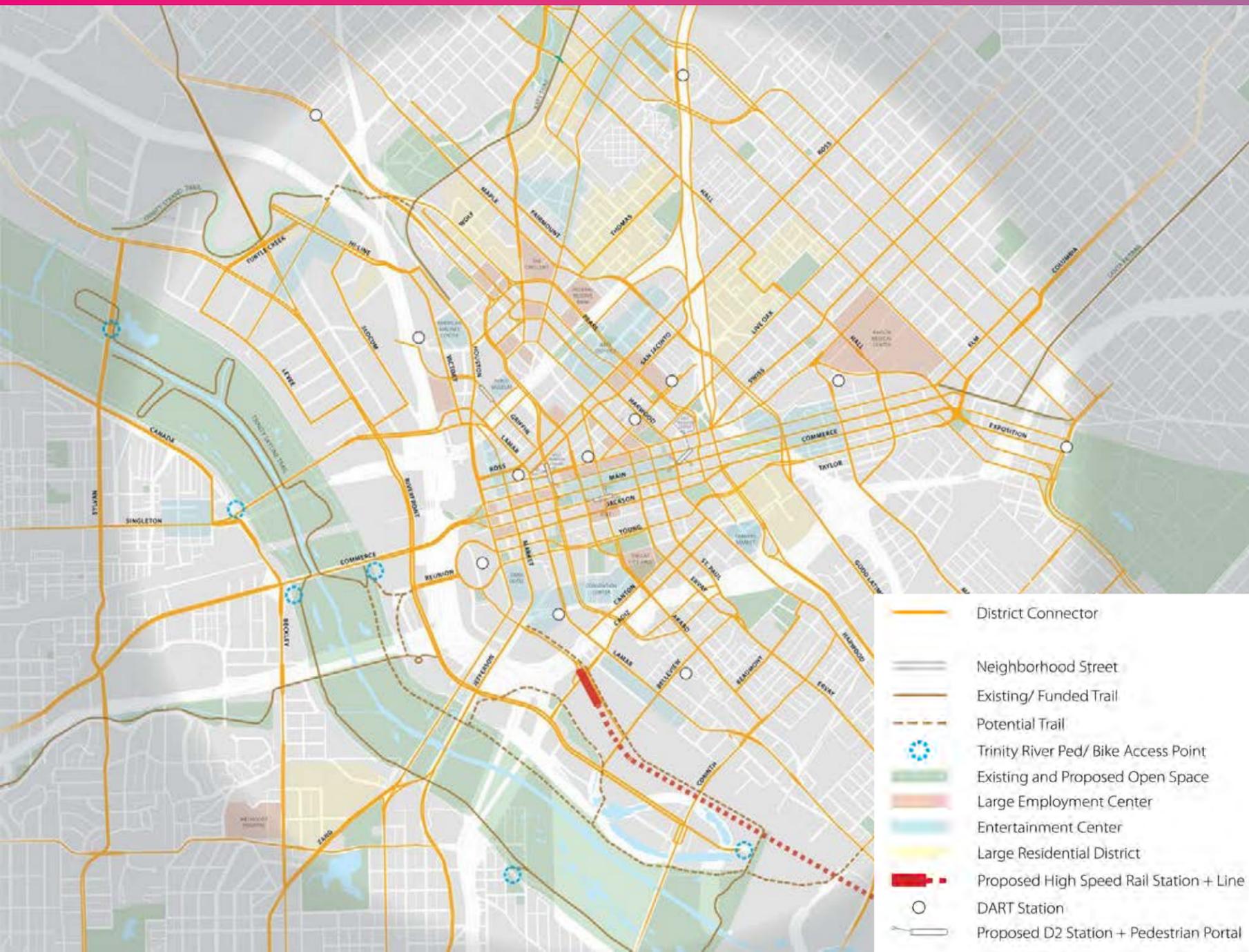
Policies/Actions

- Preserve CityMAP options
- Design frontage roads and ramps for urban conditions
- Enhance freeway crossings for pedestrians and bikes
- Prioritize decking opportunities



- Freeway Corridor
- Freeway Crossing Needing Improvement
- Potential Deck Park Location
- Existing/ Funded Trail
- Potential Trail
- Trinity River Ped/ Bike Access Point
- Existing and Proposed Open Space

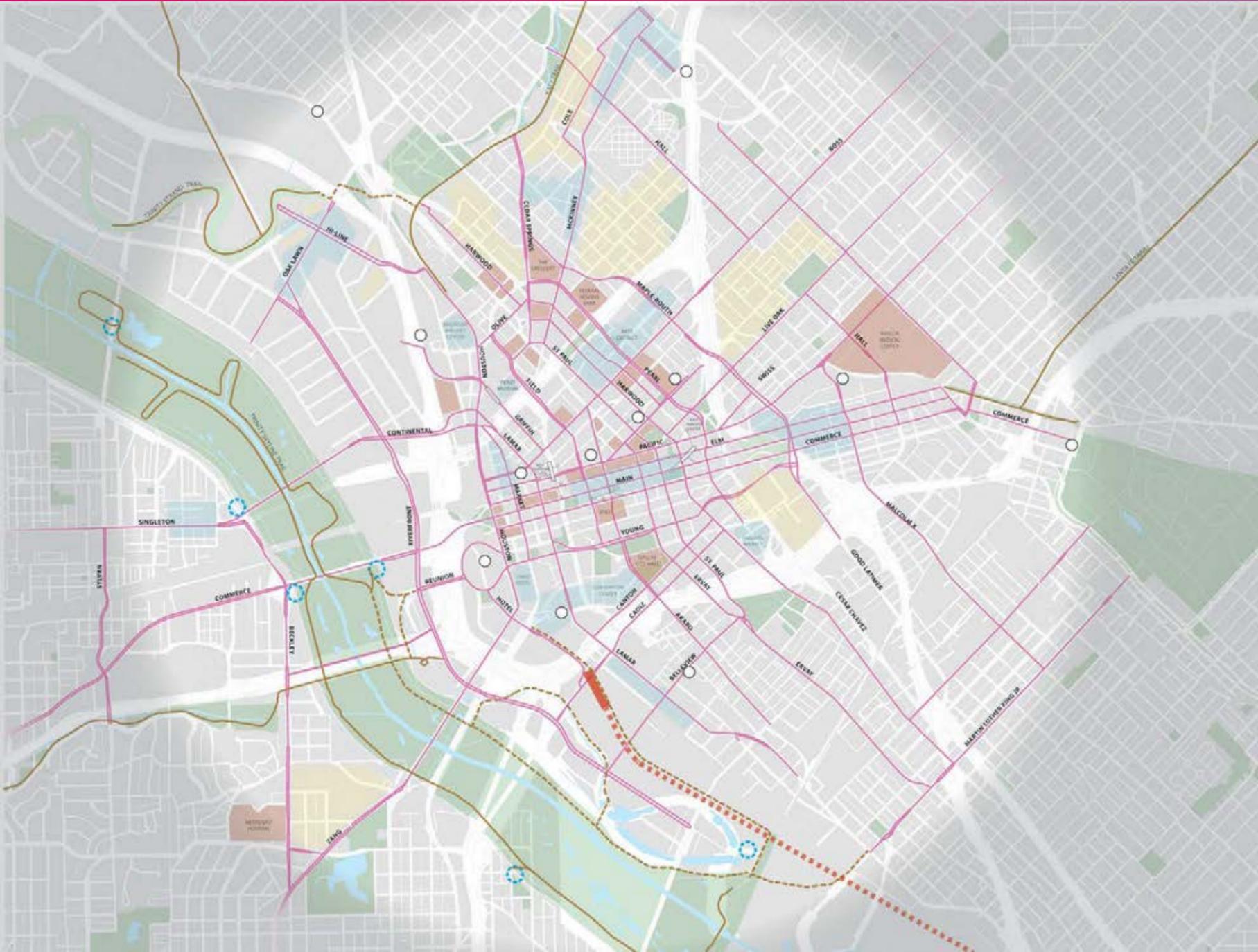
Goal: Establish a Multimodal Street Framework



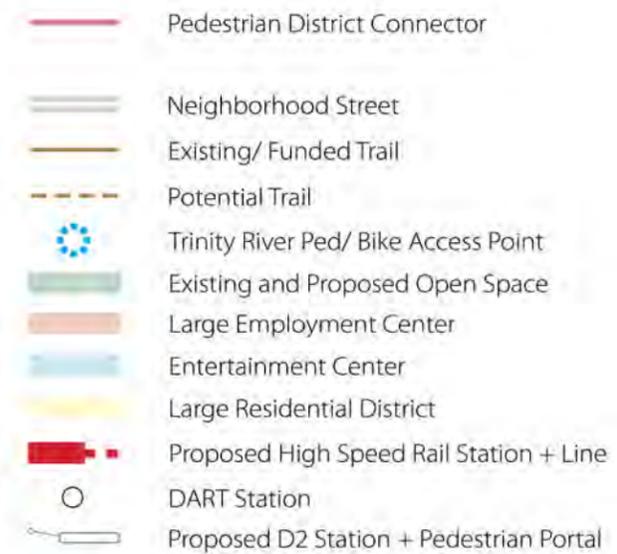
Policies/Actions

- Define a framework of **multimodal district connectors** to establish street design guidelines:
 - District Connectors:** Inter-district multimodal streets serving through traffic
 - Neighborhood Streets:** Intra-district multimodal streets serving local destinations

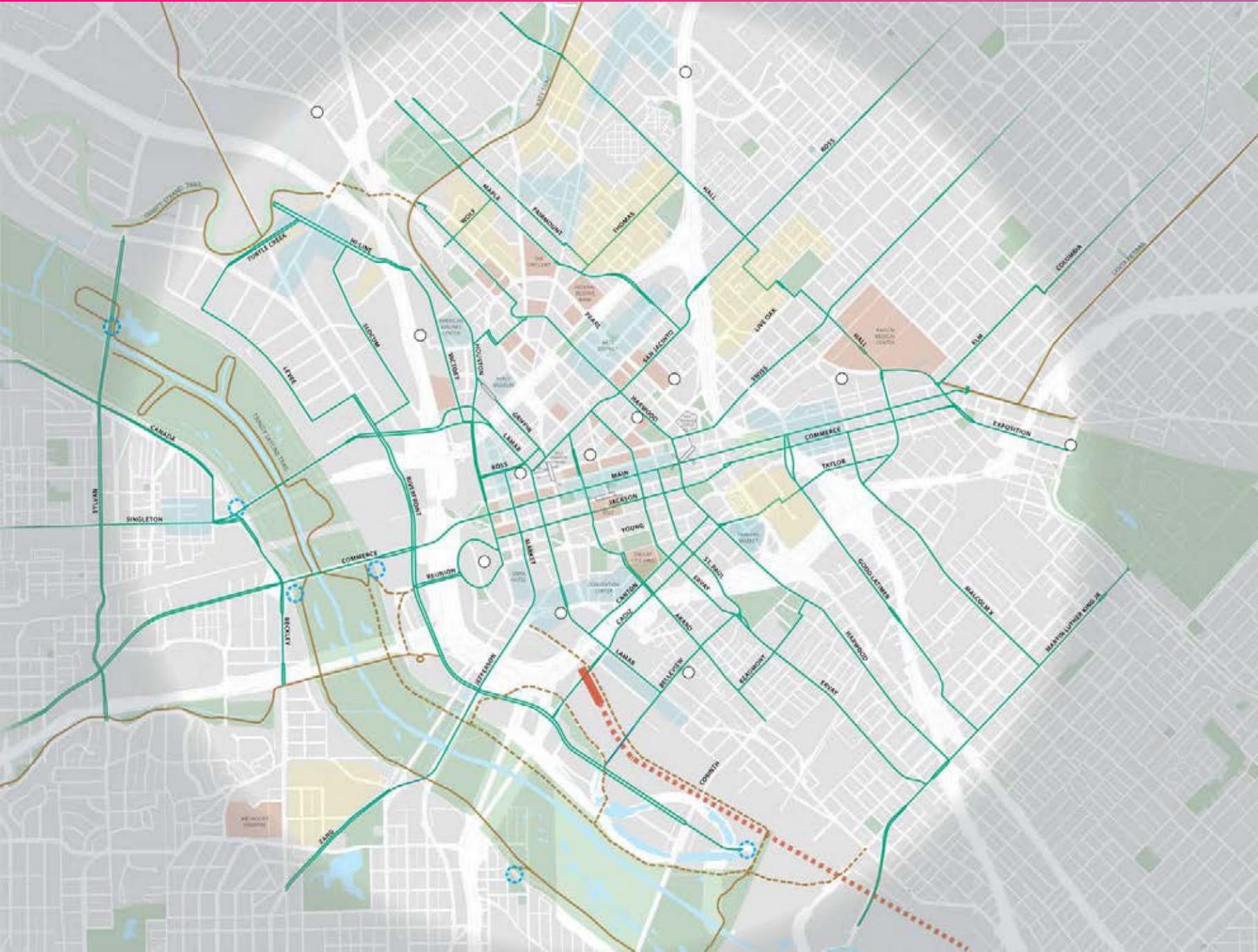
District Connectors: Pedestrian



- Corridors needing a higher standard of pedestrian amenities linking key destinations, transit and trails



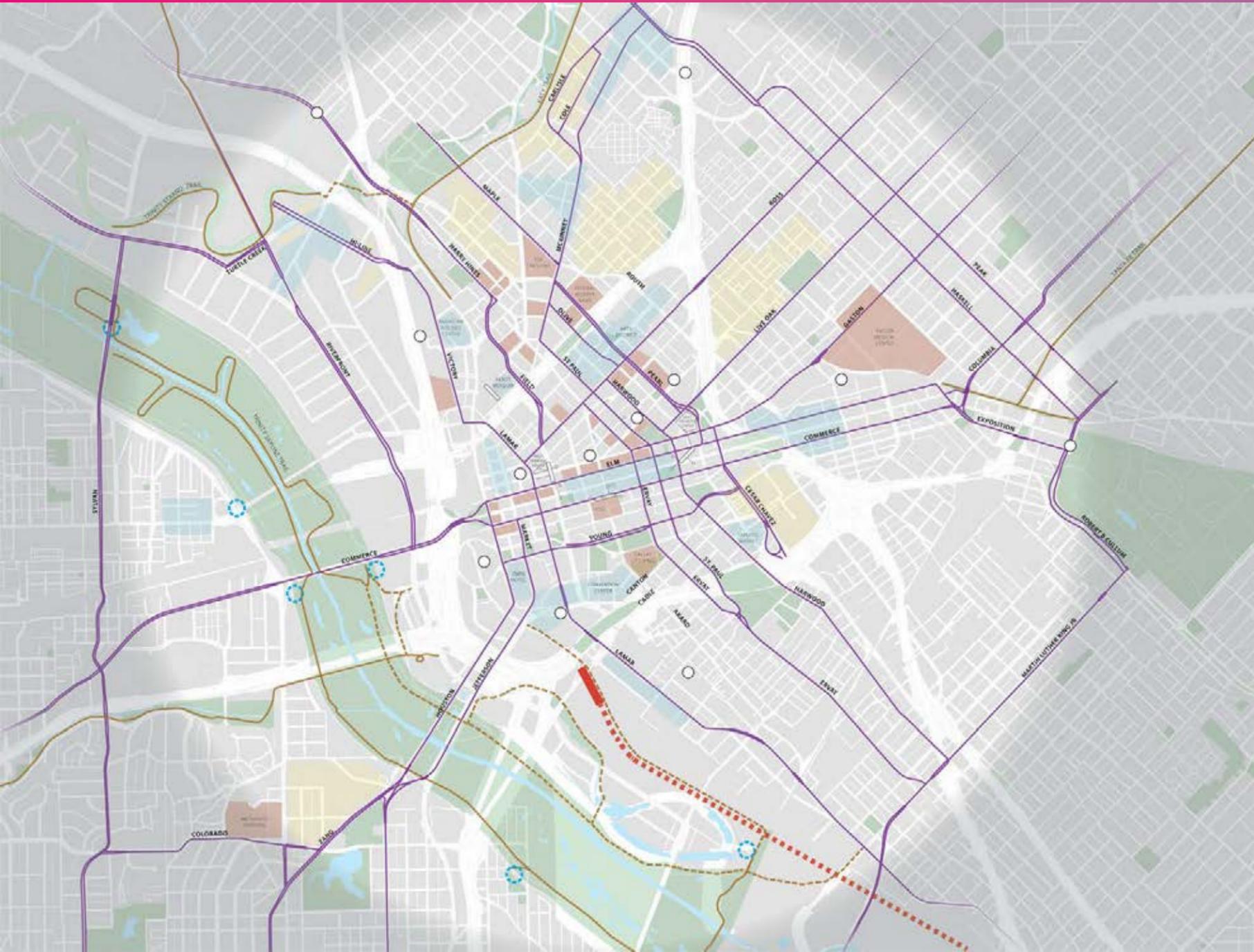
District Connectors: Bicycle



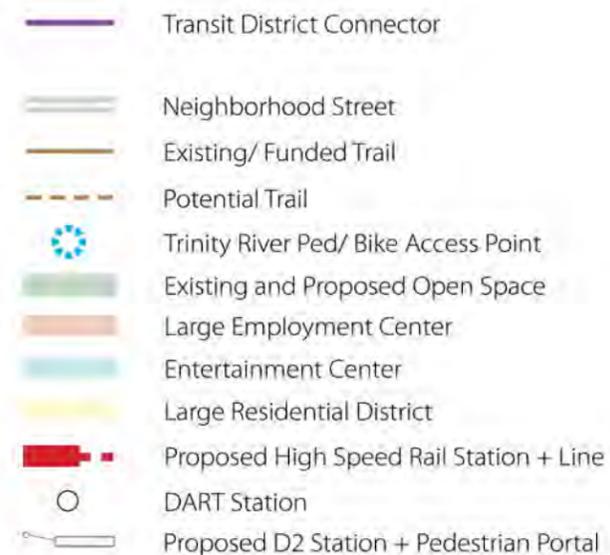
- Corridors needing defined on-street bike facilities to connect key destinations, trails, and transit

- Bike District Connector
- Neighborhood Street
- Existing/ Funded Trail
- - - Potential Trail
- ☼ Trinity River Ped/ Bike Access Point
- Existing and Proposed Open Space
- Large Employment Center
- Entertainment Center
- Large Residential District
- Proposed High Speed Rail Station + Line
- DART Station
- Proposed D2 Station + Pedestrian Portal

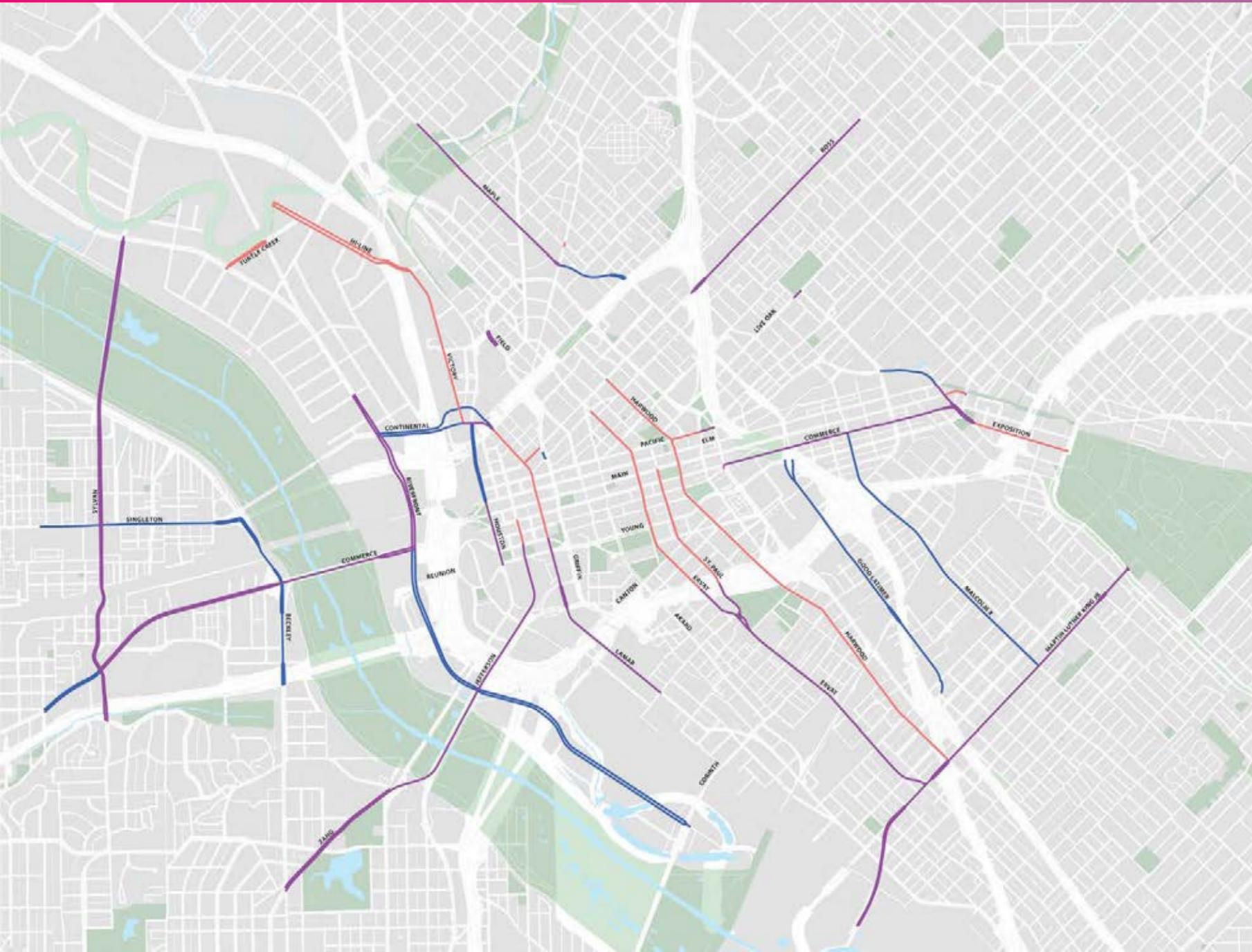
District Connectors: Transit



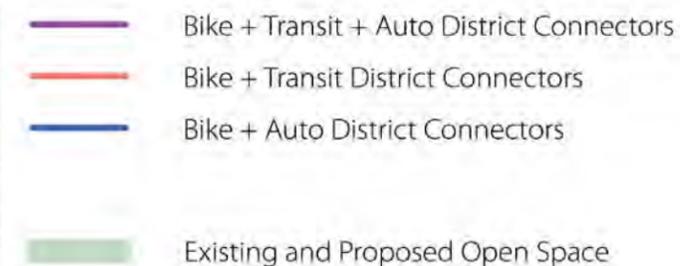
- Corridors needing to accommodate on-street transit (streetcar or high-frequency bus service) to serve commuters and internal circulation



Overlapping District Connector Priorities



- Multi-modal conflicts on key district connectors will be resolved through strategic Thoroughfare Plan amendments



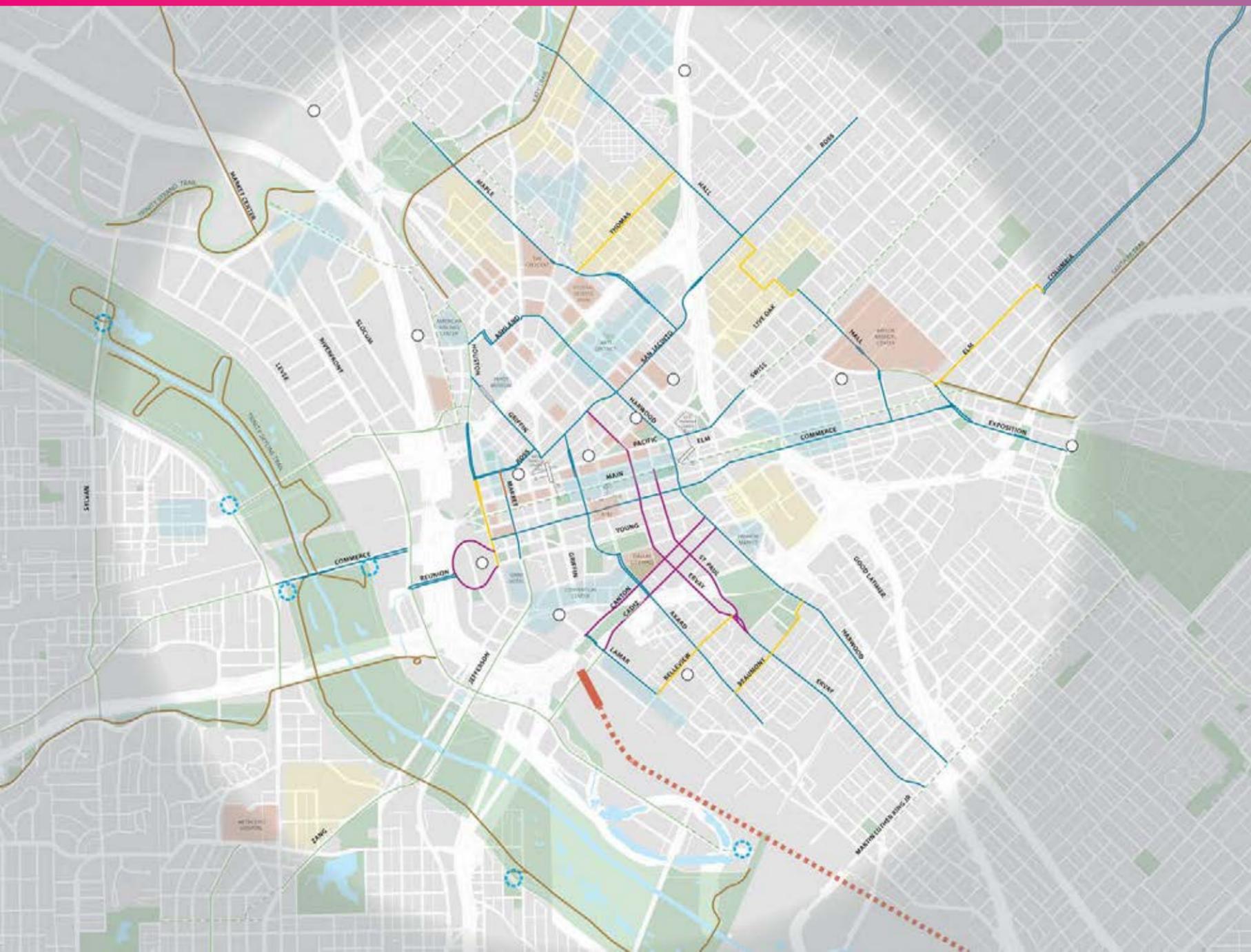
Goal: Advance Priority Street Improvement Projects



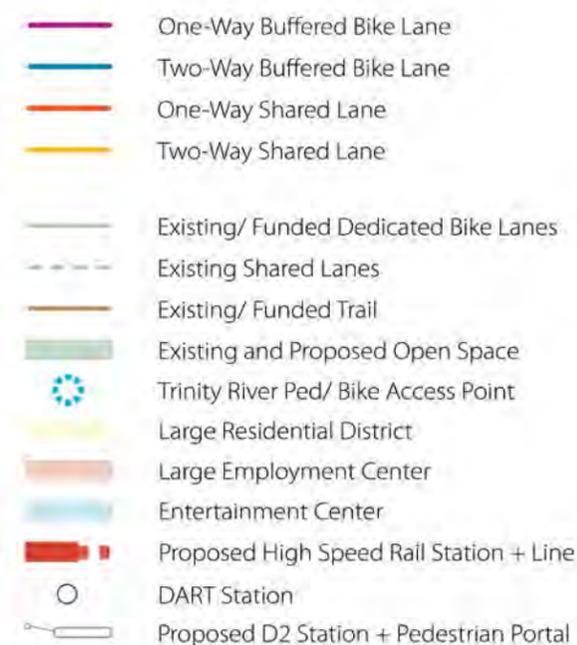
Policies/Actions

- Focus in the near term on bicycle and pedestrian network improvements
- Prioritize improvements that connect to transit and existing destinations

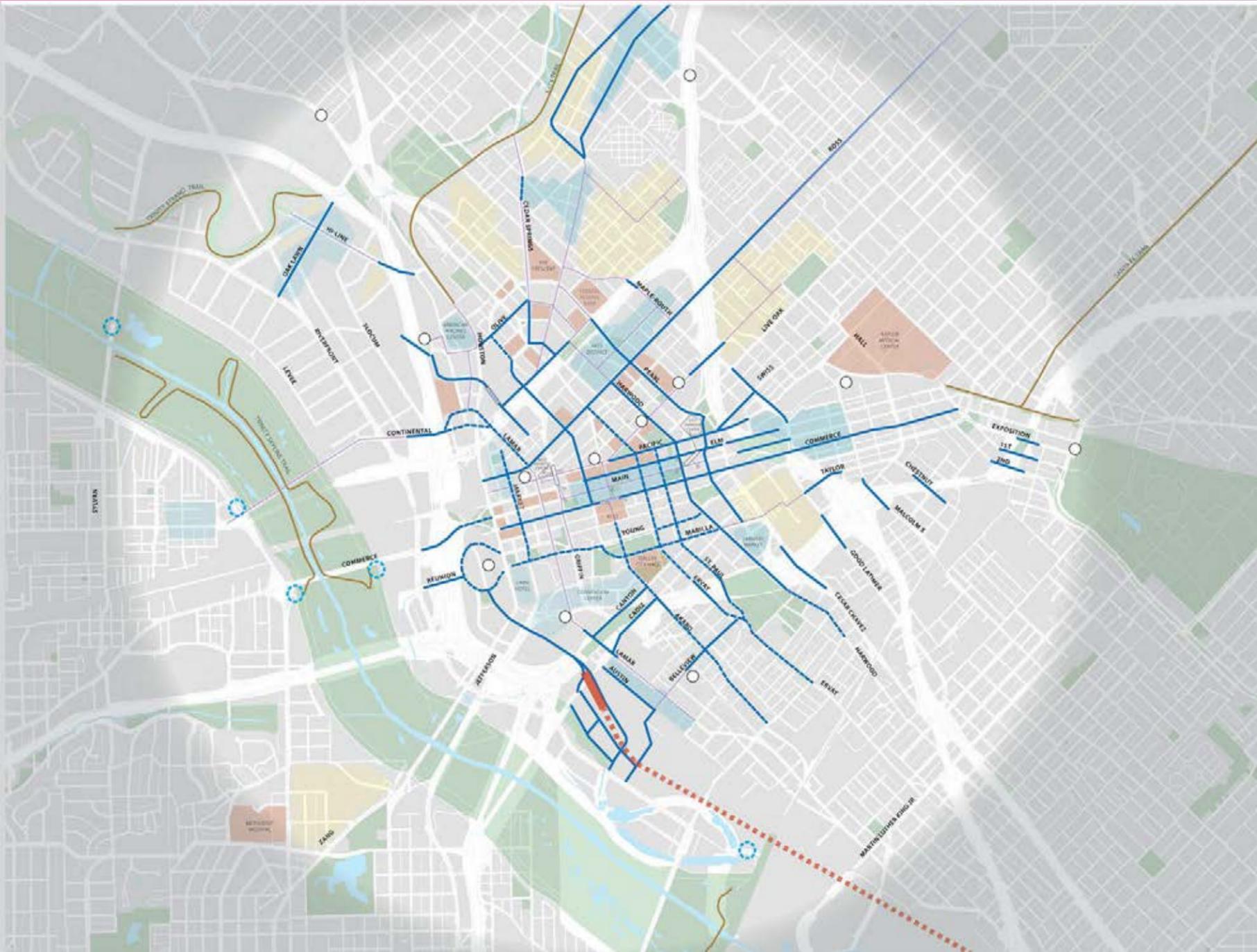
Priority Bicycle Projects



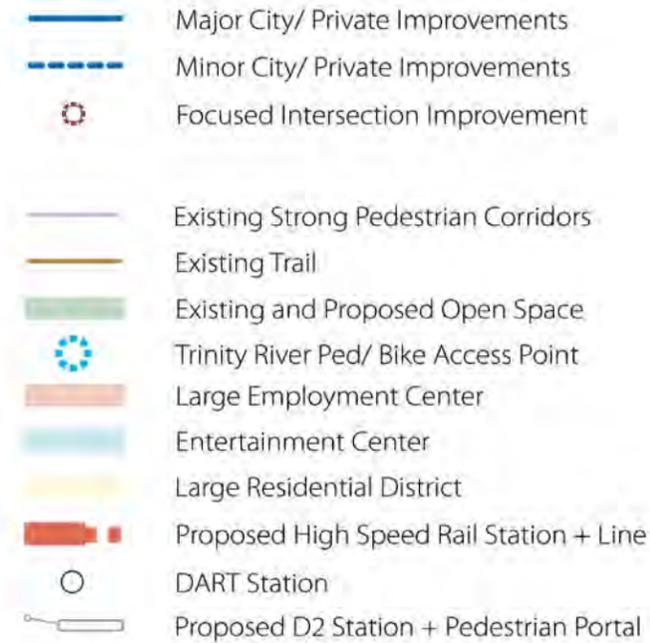
- Complete the dedicated bike facility network throughout the Downtown core
- Facilitate bike share through public-private collaborations



Priority Pedestrian Projects



- Phased high-priority pedestrian improvements focused on linking existing destinations and transit.



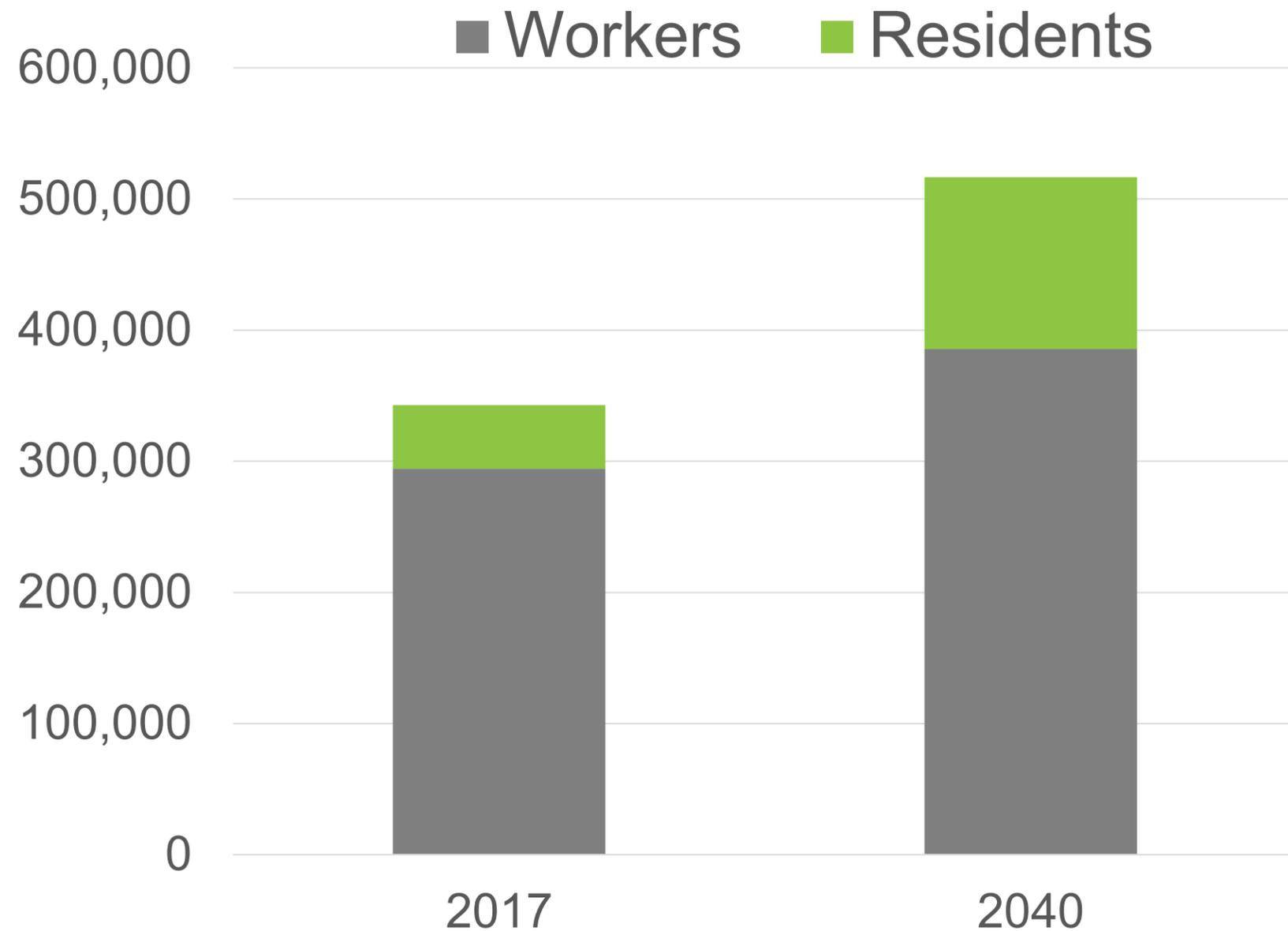
Goal: Refine the Mobility Analysis Methodology



Policies/Actions

- Align NCTCOG demographic and trip forecasts to match trends towards mixed use and shorter trips
- Evaluate improvements to support alternatives to the automobile for short trips
- Develop and monitor multimodal trip metrics
- Evaluate potential for more efficient use of existing street capacity through small area network analysis

Downtown Will Continue to Grow

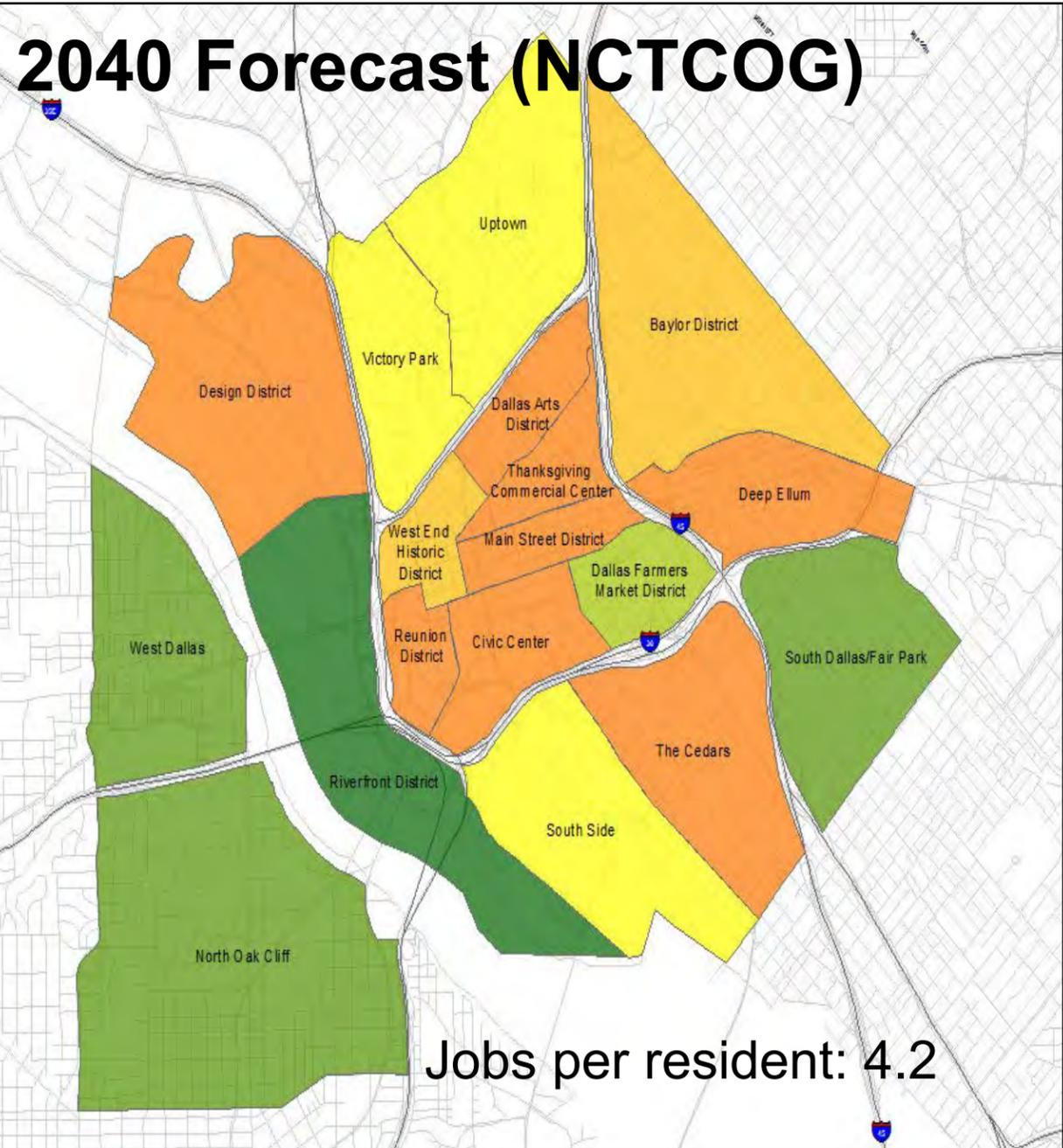


- Overall population density will increase
- Proportion of residents will increase relative to workers

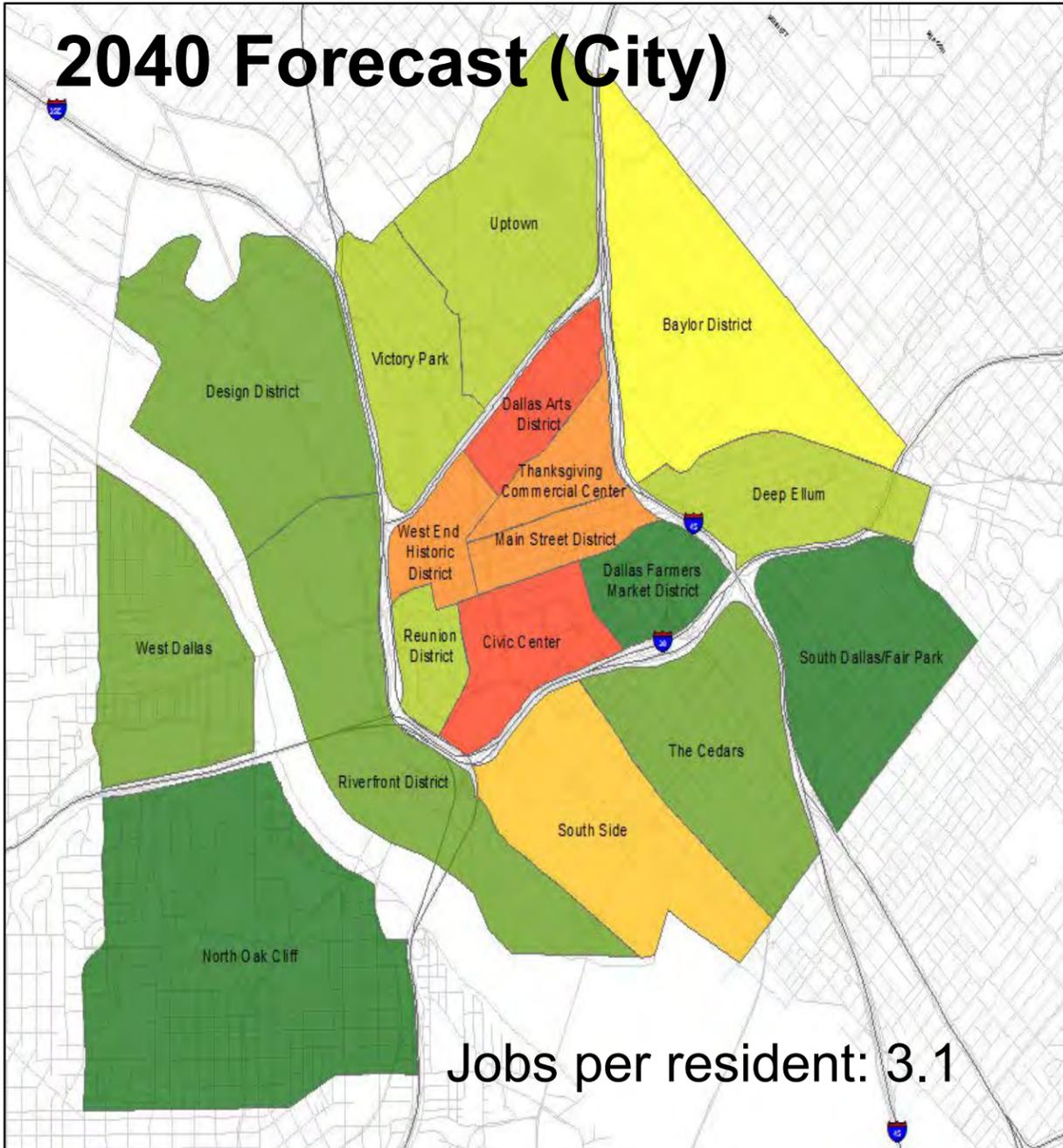
Source:

More Balanced Job-Resident Ratios

2040 Forecast (NCTCOG)



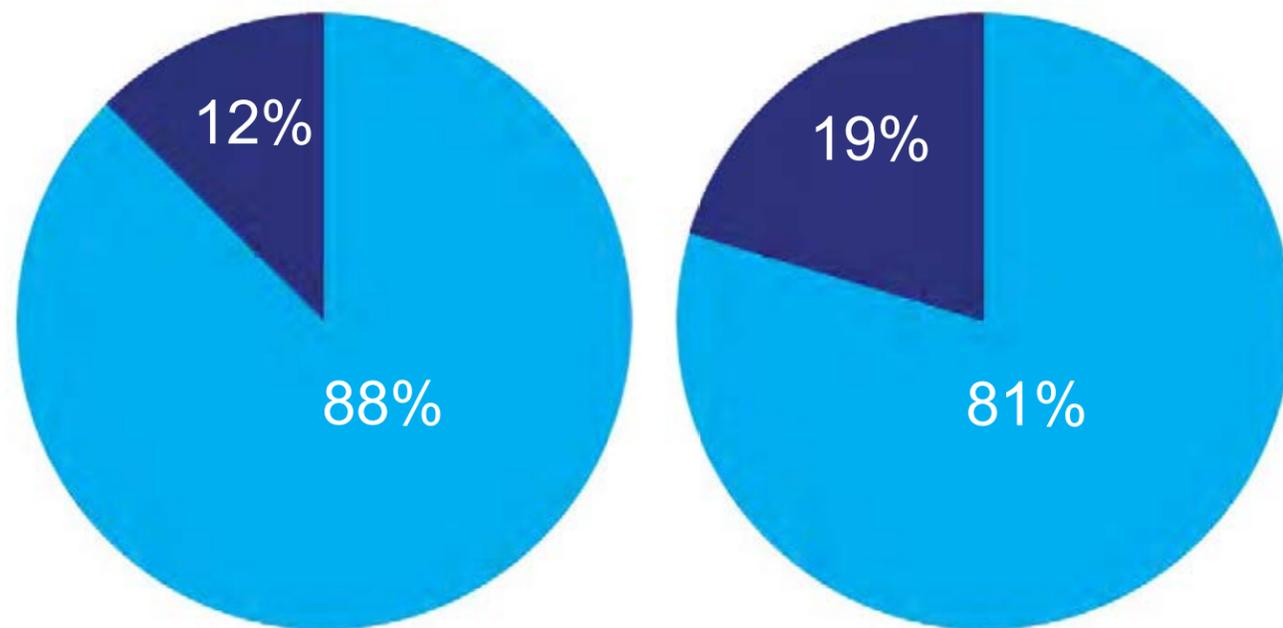
2040 Forecast (City)



- Less than 1 job per resident
- 1 to 2 jobs
- 2 to 3 jobs
- 3 to 4 jobs
- 5 to 10 jobs
- Over 10 jobs per resident

Trip Patterns are Evolving

Current Trips



Modelled trips (2017)

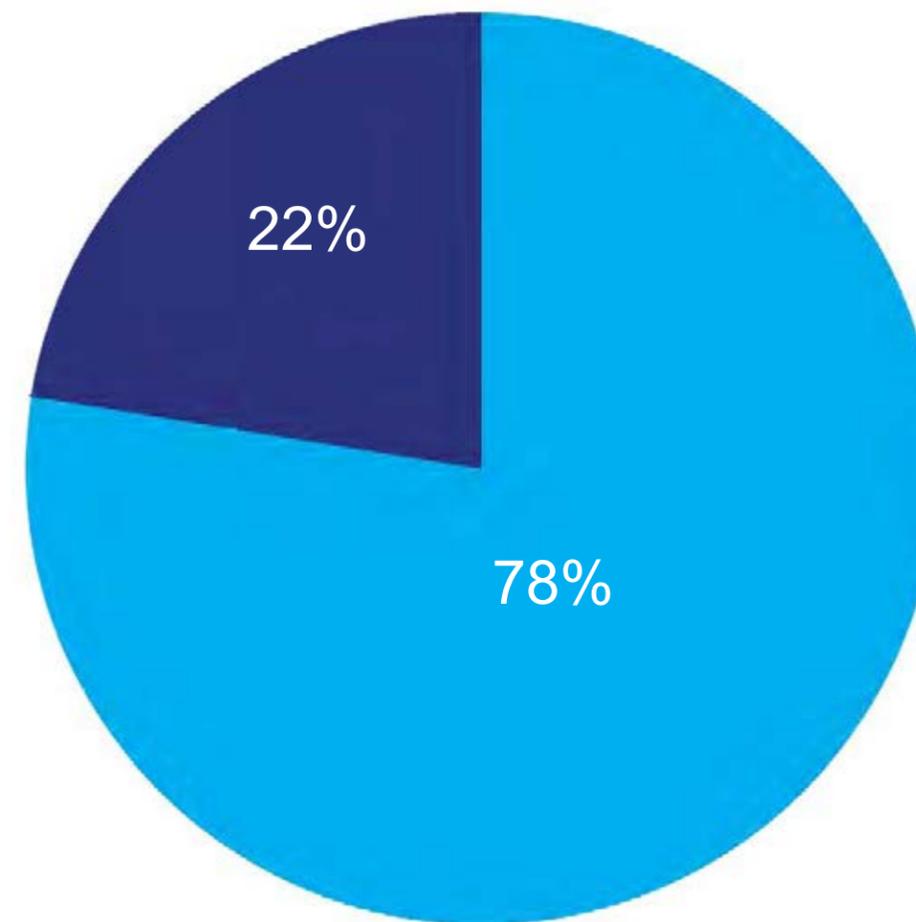
Source: NCTCOG

Actual trips (2016)

Source: StreetLight cell phone data

Within 360 Area
 To/From 360 Area

Forecasted Trips

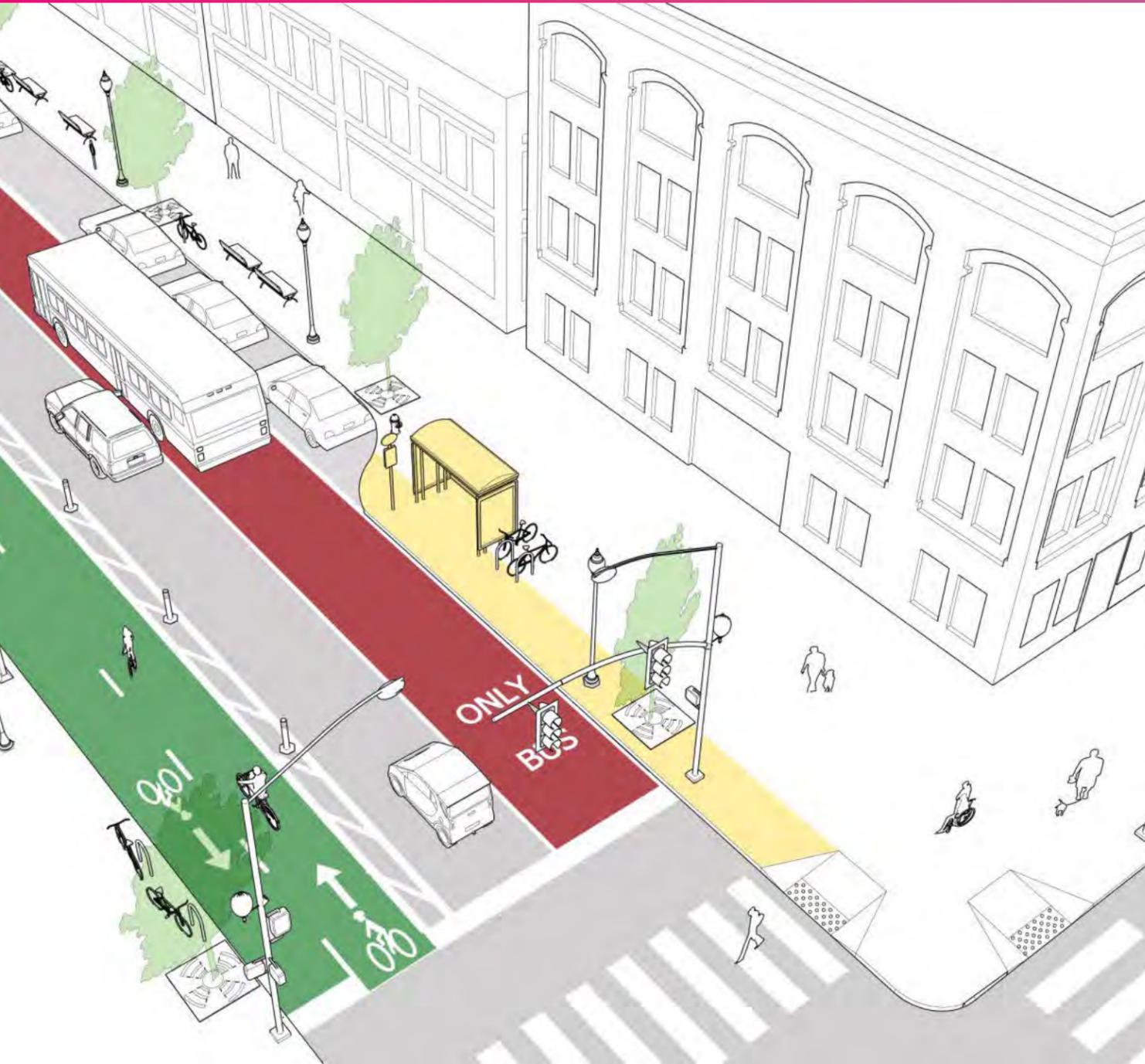


Adjusted model trips (2040)

Source: NCTCOG, Fehr & Peers

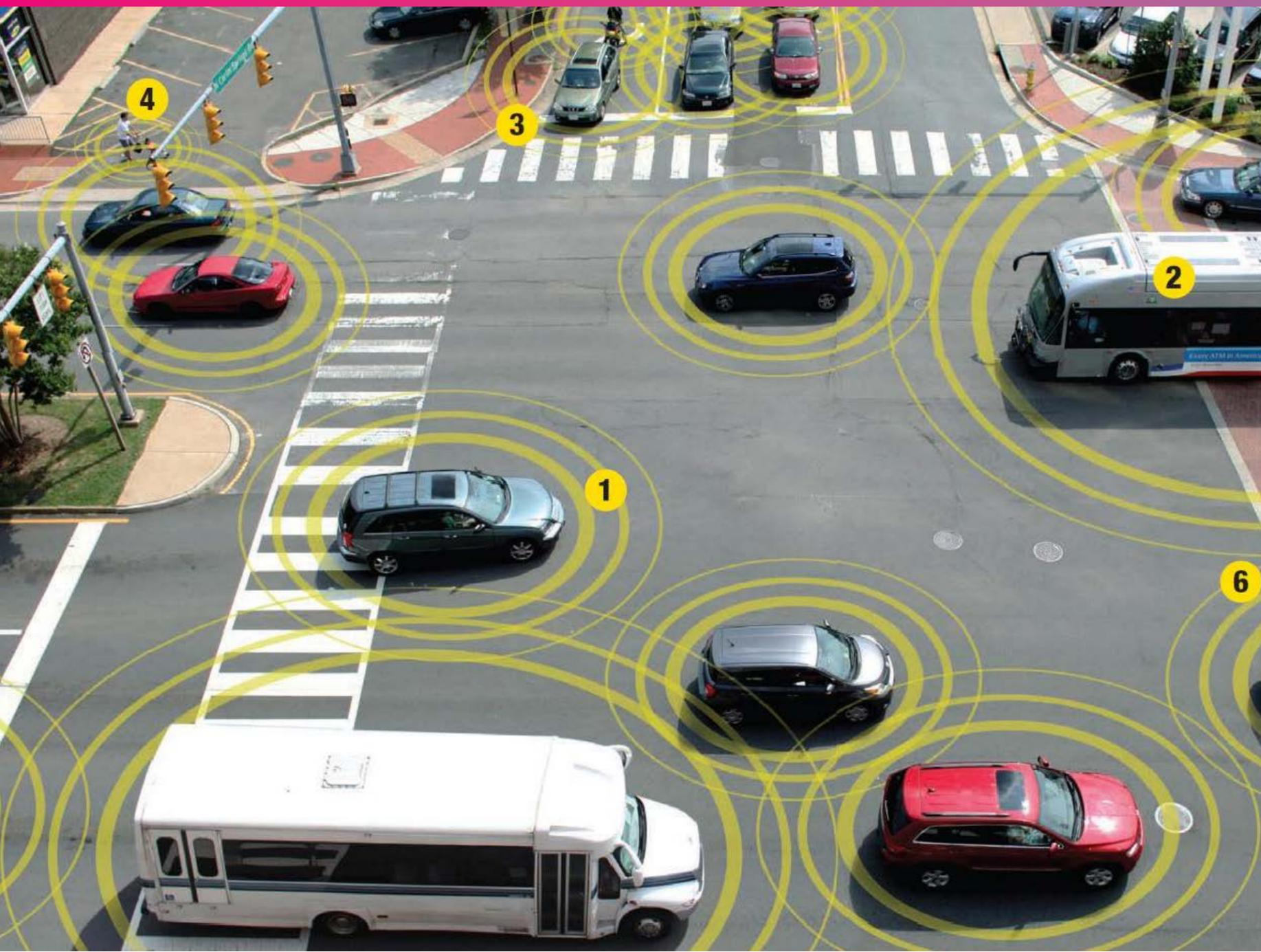
- Trip patterns within the study area are shifting towards a larger proportion of short internal trips.

Evolving Trip Choices



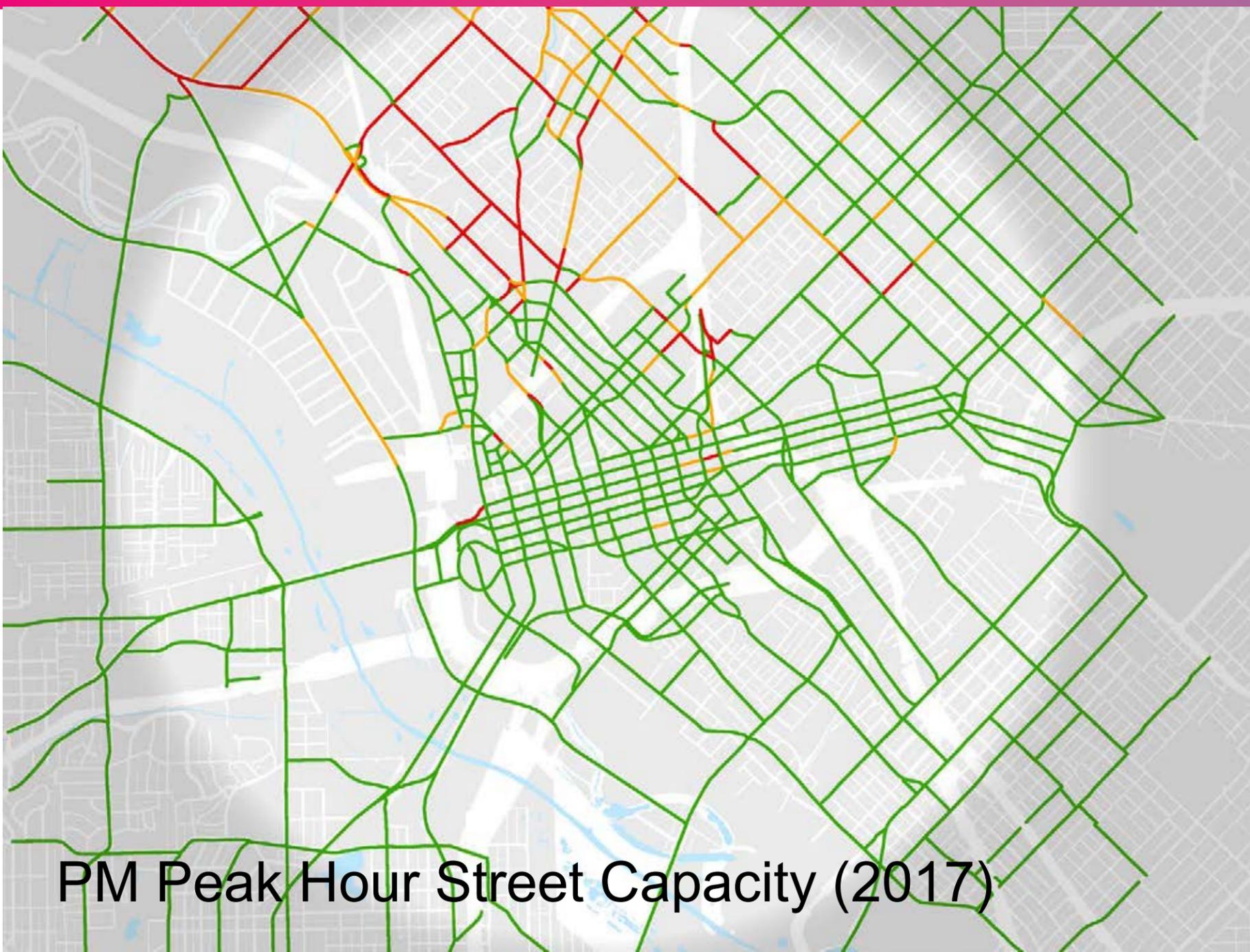
- Targeted transit, bike and pedestrian improvements will increase non-automobile mode share, particularly for short trips
- Increasing shared rides and future automated vehicles will demand a more flexible approach to street design

Evolving Trip Choices



- Technology improvements will continue to result in smarter trip routing and more efficient use of available street capacity

Available Street Capacity

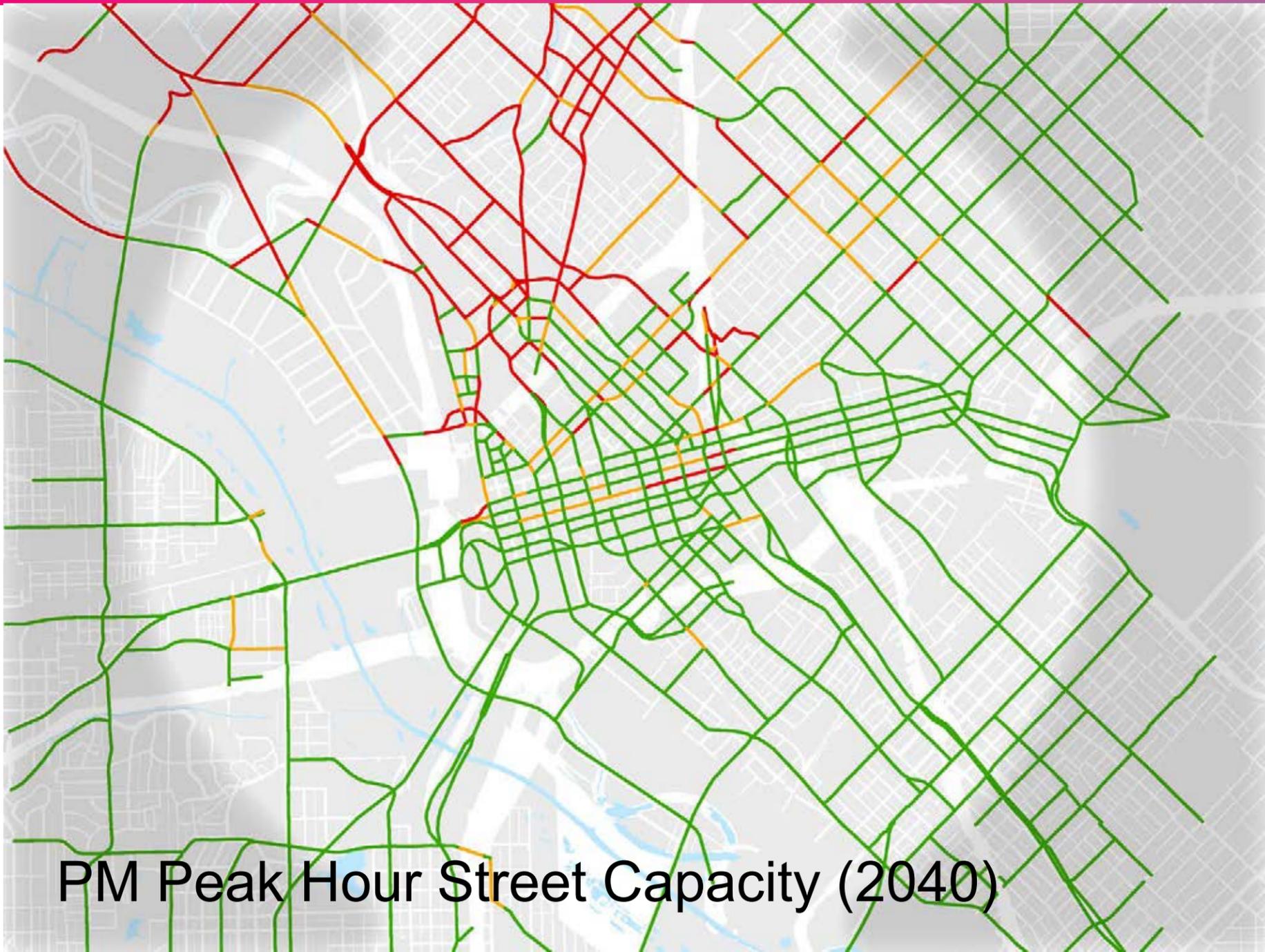


- Most Downtown streets currently have available capacity at peak hour
- Dense Downtown grid enables alternative routes for most trips

Volume to Capacity Ratio



Available Street Capacity



PM Peak Hour Street Capacity (2040)

- Preliminary analysis shows that available street capacity will still exist in Downtown in 2040, despite significant growth.

Volume to Capacity Ratio



Build Complete Neighborhoods



Goals

- Diversify and Grow Housing
- Create Vibrant Parks and Neighborhood Spaces
- Grow a diverse mix of services and retail
- Increase opportunities for quality education

Goal: Diversify and Grow Housing



Policies/Actions

- Implement a **City-wide housing policy** and adapt it to meet the needs of the city center.
- Encourage a healthy balance of housing diversity, including **product type and price point**.
- Explore **redevelopment of public land** in catalytic development areas to leverage income diversity

Goal: Create Vibrant Parks and Neighborhood Spaces



Policies/Actions

- 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**.

Goal: Grow a Diverse Mix of Services and Retail



Policies/Actions

- Encourage a **variety of retail and commercial** spaces.
- Support **recruitment and retention** efforts for commercial tenants.
- Promote a **unique retail experience in each neighborhood**.
- Remove policy/regulatory **barriers to retail development**.

Goal: Increase Opportunities for Quality Education



Policies/Actions

- 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**.

The 360 Plan Framework

A Complete & Connected City Center



TRANSFORMATIVE STRATEGIES

Build Complete Neighborhoods

Advance Urban Mobility

Promote Great Urban Experiences

Goal: Ensure Great Urban Design



Policies/Actions

- Ensure new development contributes to and **respects neighborhood character.**
- **Value preservation** as fundamental in planning and design.
- **Support neighborhood planning.**
- **Embrace innovation**, technology, and smart city initiatives.
- **Provide incentives** for great urban design.

Goal: Activate the Public Realm

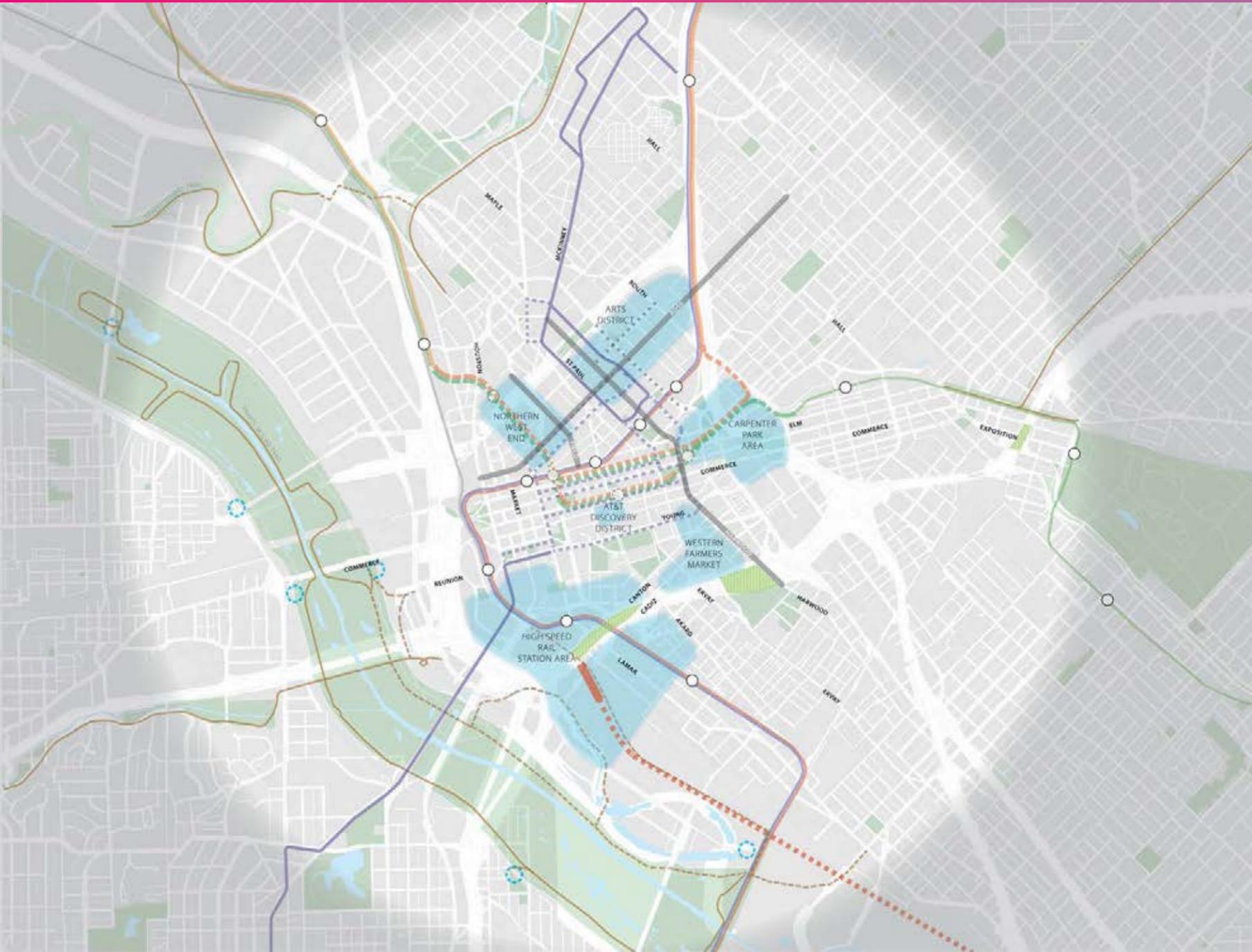


Policies/Actions

- Encourage **active and engaging ground floor** uses.
- Foster pedestrian-oriented and **walkable streetscapes**.
- Activate public and vacant spaces with “**pop up**” strategies.
- Encourage **special events**.

Catalytic Development Areas

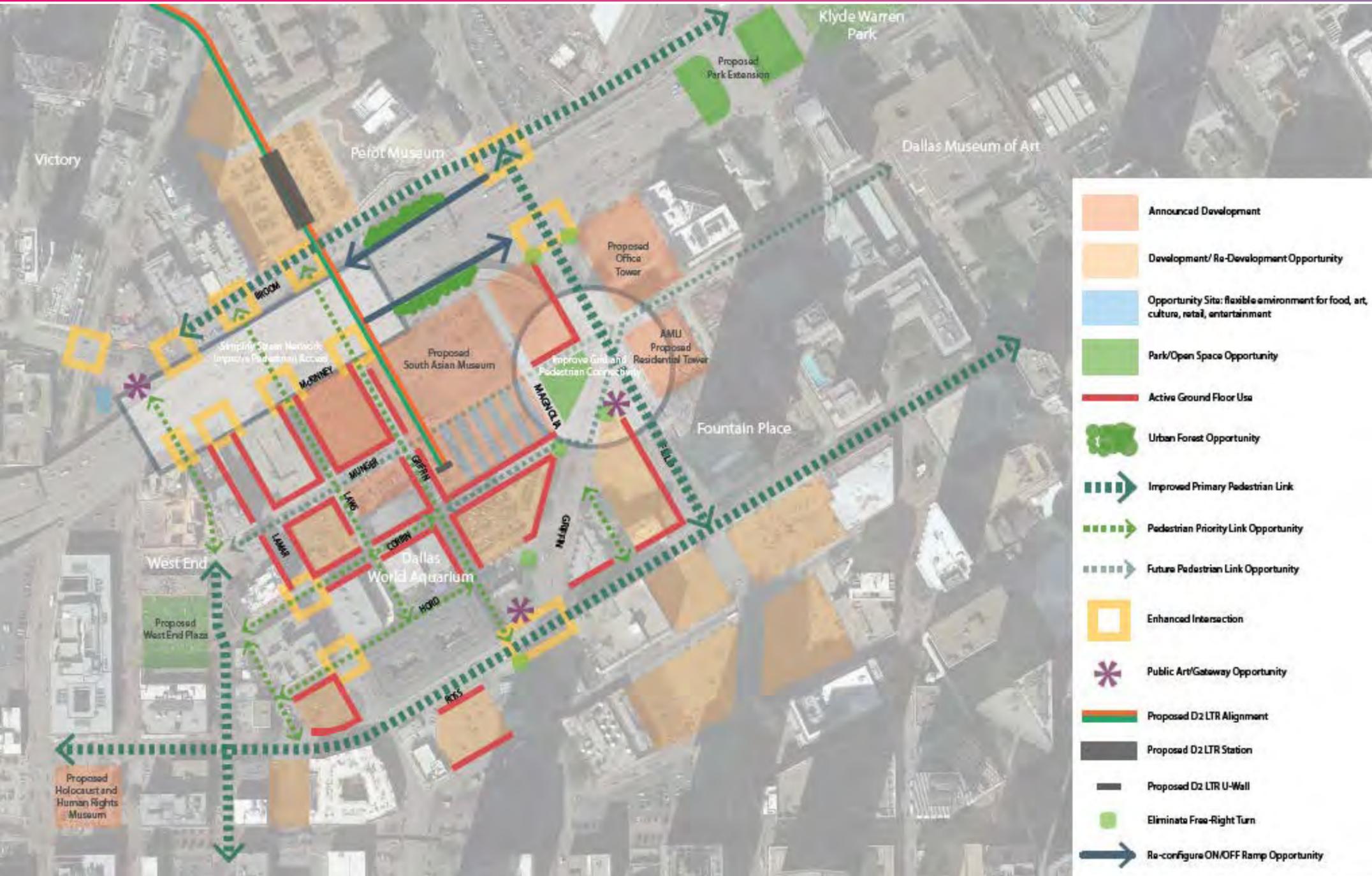
Catalytic Development Areas



- High Speed Rail Station Zone
- North West End
- Carpenter Park Area
- West of Farmers Market
- Arts District
- AT&T Discovery District

- Catalytic Area
- Signature Corridor
- Corridor for Study by Arts District
- D2 Alignment Options
- Central Dallas Streetcar Alignment Options
- Potential Deck Park Location
- Existing/ Funded Trail
- Potential Trail
- Trinity River Ped/ Bike Access Point
- Existing and Proposed Open Space
- Proposed High Speed Rail Station + Line
- DART Station
- Proposed D2 Station + Pedestrian Portal
- Existing Streetcar/ MATA Alignment
- Existing DART Light Rail
- Existing TRE Commuter Rail

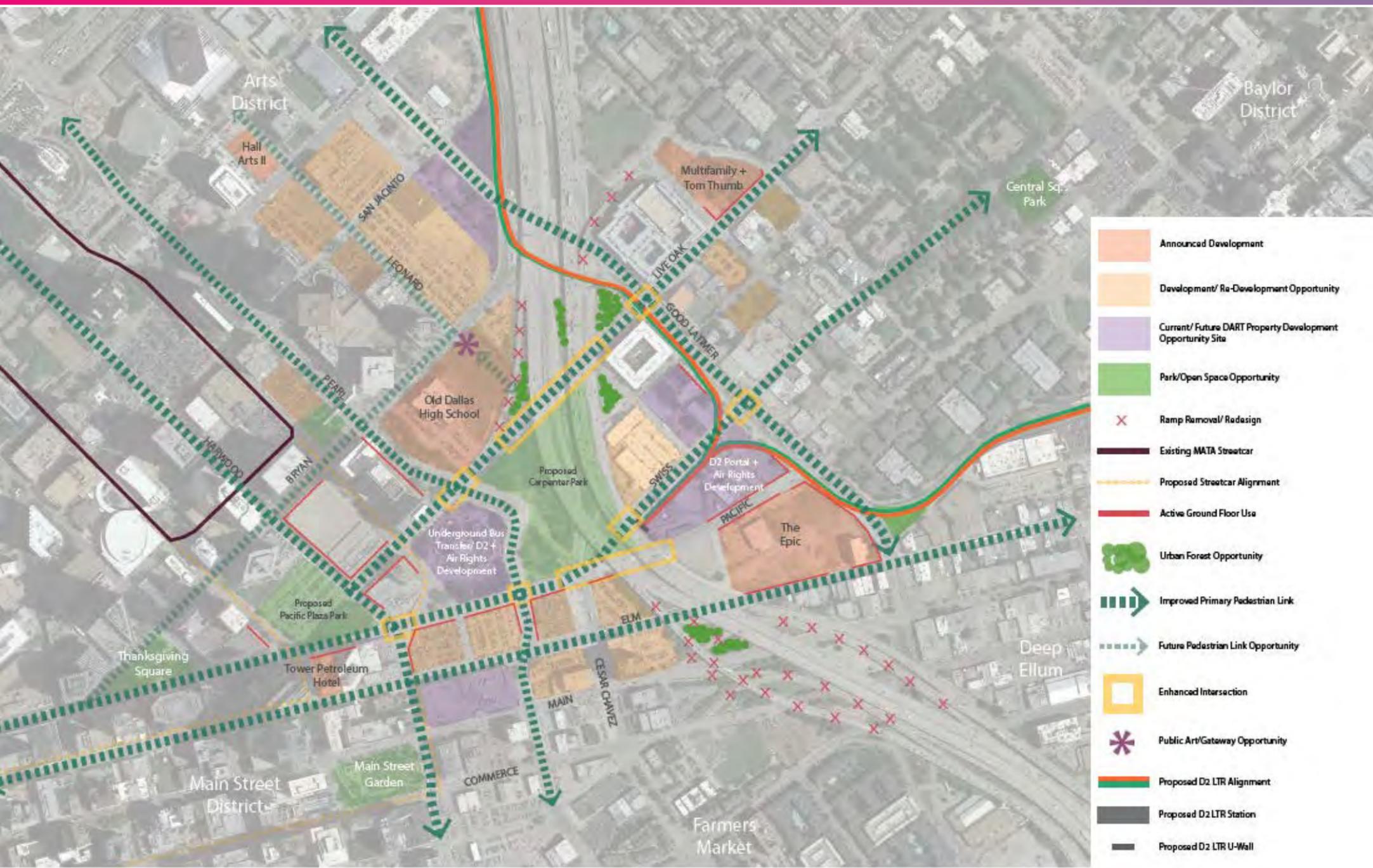
North West End



- Focus on opportunities provided by D2 alignment and private development opportunities along Field Street



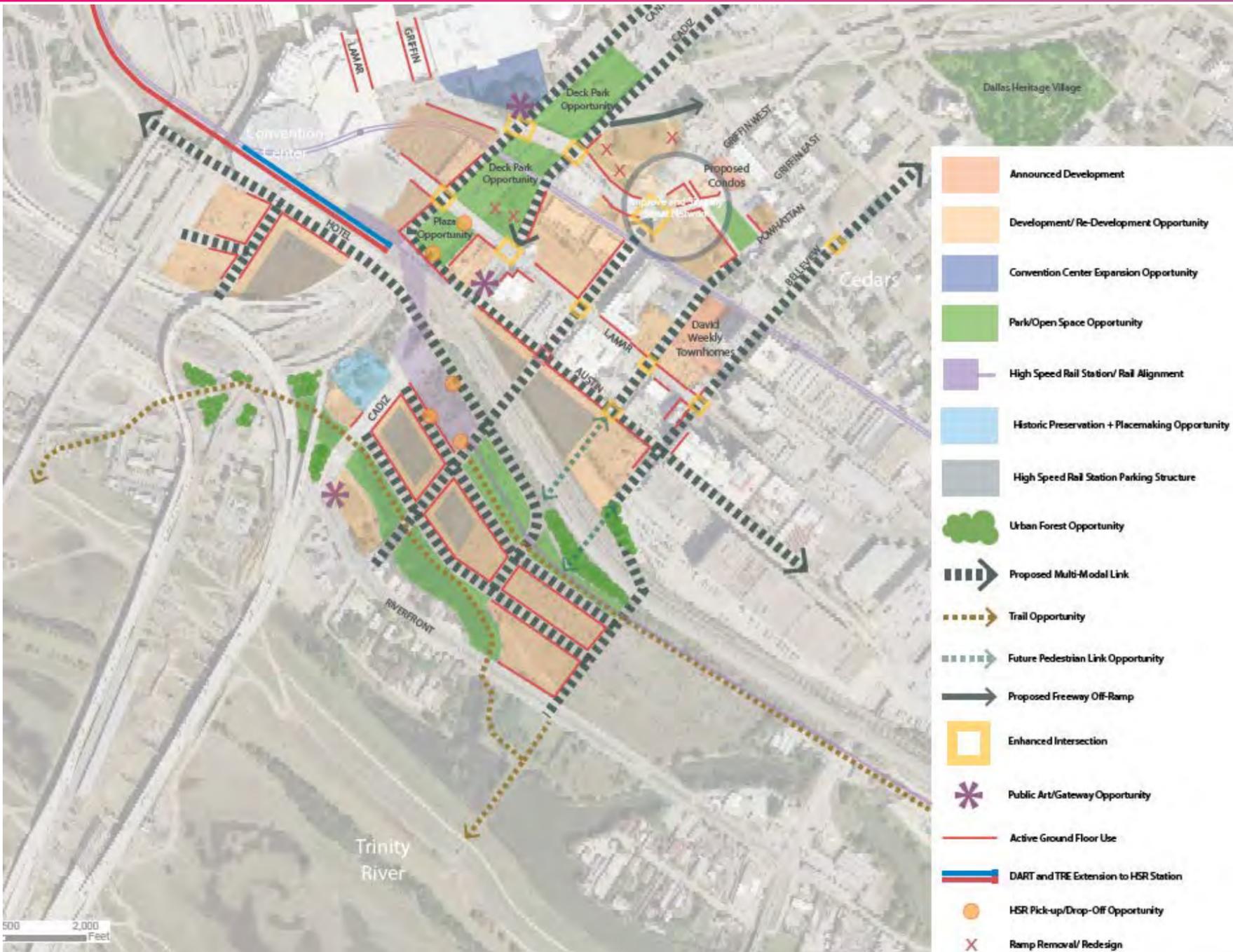
Carpenter Park Area



- Announced Development
- Development/ Re-Development Opportunity
- Current/ Future DART Property Development Opportunity Site
- Park/Open Space Opportunity
- Ramp Removal/ Redesign
- Existing MATA Streetcar
- Proposed Streetcar Alignment
- Active Ground Floor Use
- Urban Forest Opportunity
- Improved Primary Pedestrian Link
- Future Pedestrian Link Opportunity
- Enhanced Intersection
- Public Art/Gateway Opportunity
- Proposed D2 LTR Alignment
- Proposed D2 LTR Station
- Proposed D2 LTR U-Wall

- Focus on opportunities provided by the D2 alignment and Carpenter Park

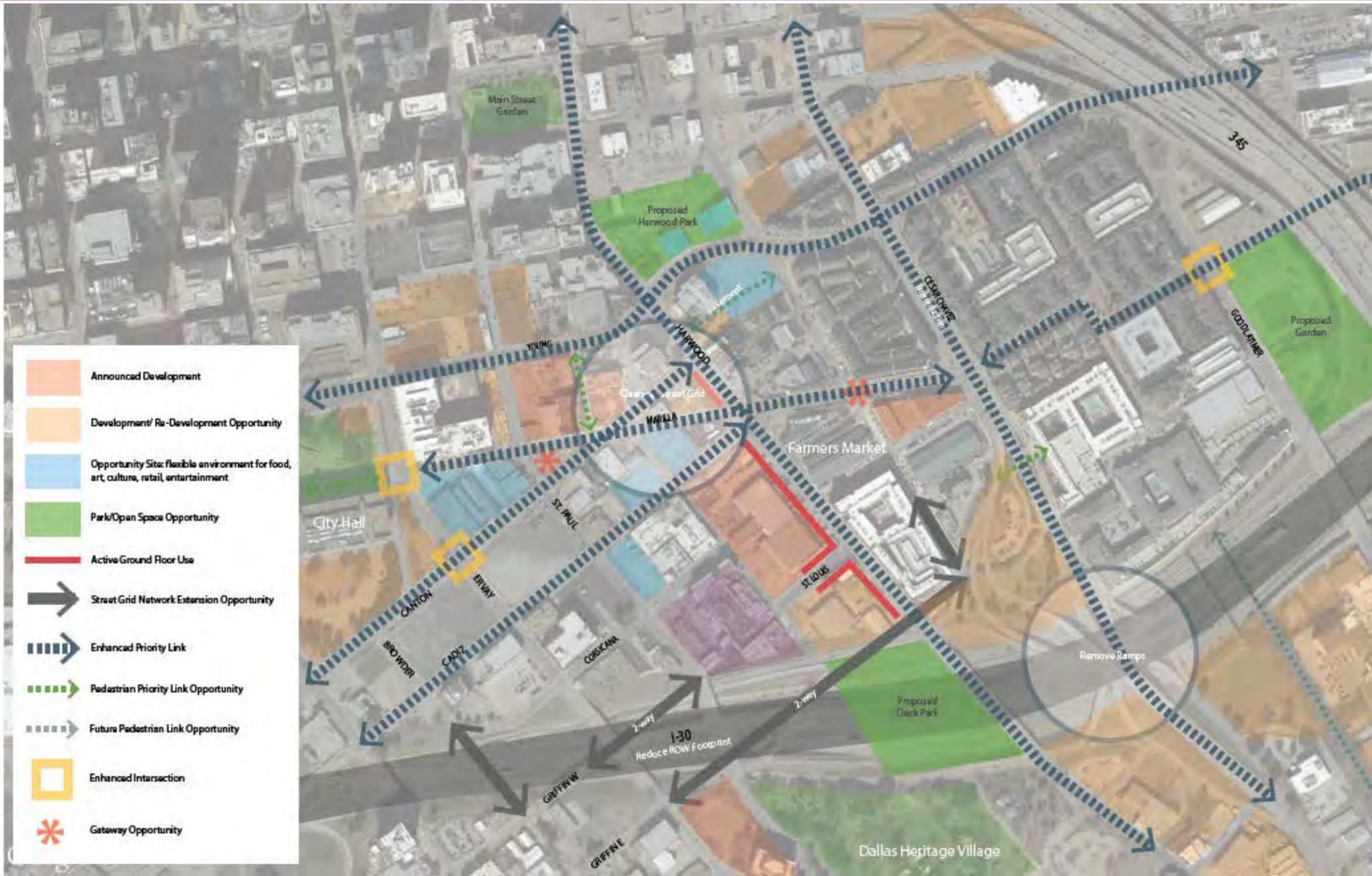
High Speed Rail Station Zone



- Focus on opportunities provided by High Speed Rail Station and IH-30 Reconstruction

West of Farmers Market

- Build on opportunities provided by Farmers Market and Harwood Park



Arts District



- Partnership with Arts District Foundation is underway to replace the Sasaki Plan, amend zoning and prioritize street improvements

AT&T Discovery District



- Ongoing partnership with AT&T to expand and redesign AT&T plaza

Next Steps

Timeline

RECENT ENGAGEMENT

June 22: UDAC Briefing (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 Briefing/Workshop

Aug-Sept: Council Committee Briefings

NEXT STEPS

Aug-Sept: Neighborhood Workshops (as needed)

Sept-Oct: Adoption

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THE 360 PLAN

UPDATE

see more at downtowndallas360.com