

Memorandum



CITY OF DALLAS

DATE February 13, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **City Manager Update (CuSP Report)**

On Wednesday, February 18, 2015, I will be briefing the Council on the following topic during my update to the Council:

- Downtown 360 Plan

Briefing materials are attached for your review. If you have any questions, please let me know.



A.C. Gonzalez
City Manager

c: Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Downtown Dallas 360 Update

CuSP Report
Culture. Systems. People

February 18, 2015





Downtown Dallas 360

Originally adopted by City Council in April 2011

Expand
Transit and
Realize TOD
Potential

Create
Vibrant Streets
and Public
Spaces

Reform the
Approach to
Parking

Diversify
and Grow
Housing

Ensure
Great Urban
Design

The broad Vision is still very relevant today



Downtown Dallas 360

Farmers Market

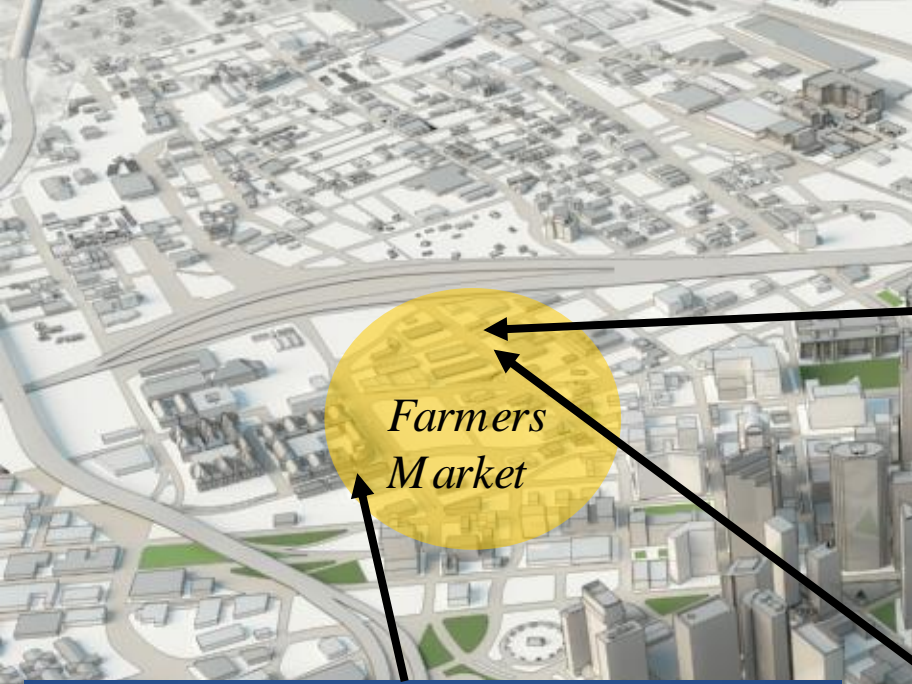
Main Street Core

South Arts

Union/Reunion

Lamar Corridor

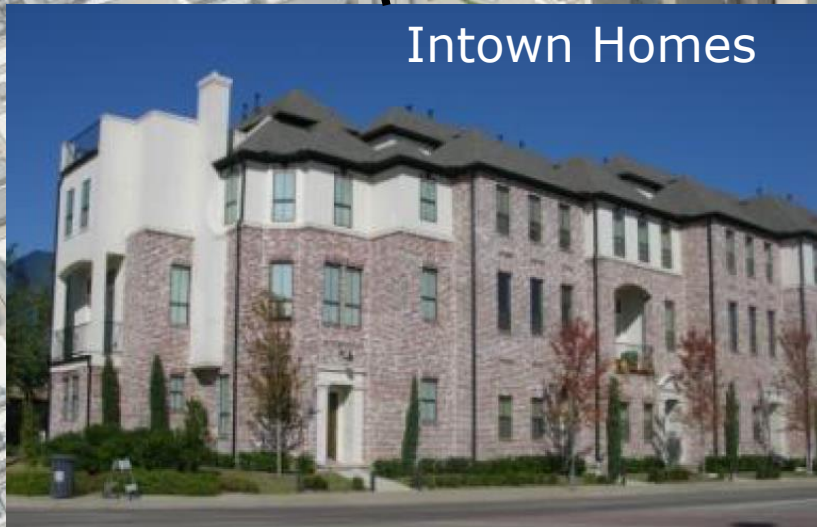
Need to refocus efforts in the light of recent successes and emerging opportunities



Farmers Market



Farmers Market
Mixed use



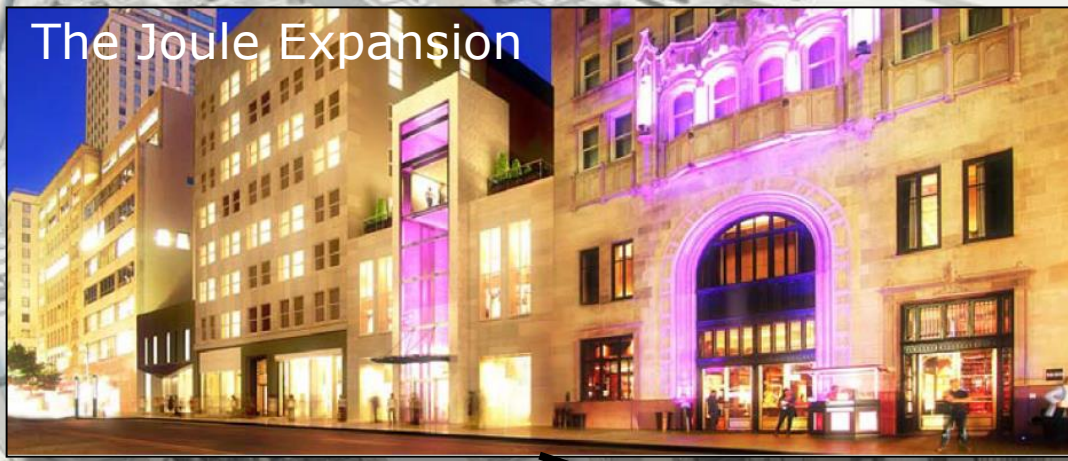
Intown Homes



Farmers Market - Shed 2

Building on recent successes

The Joule Expansion



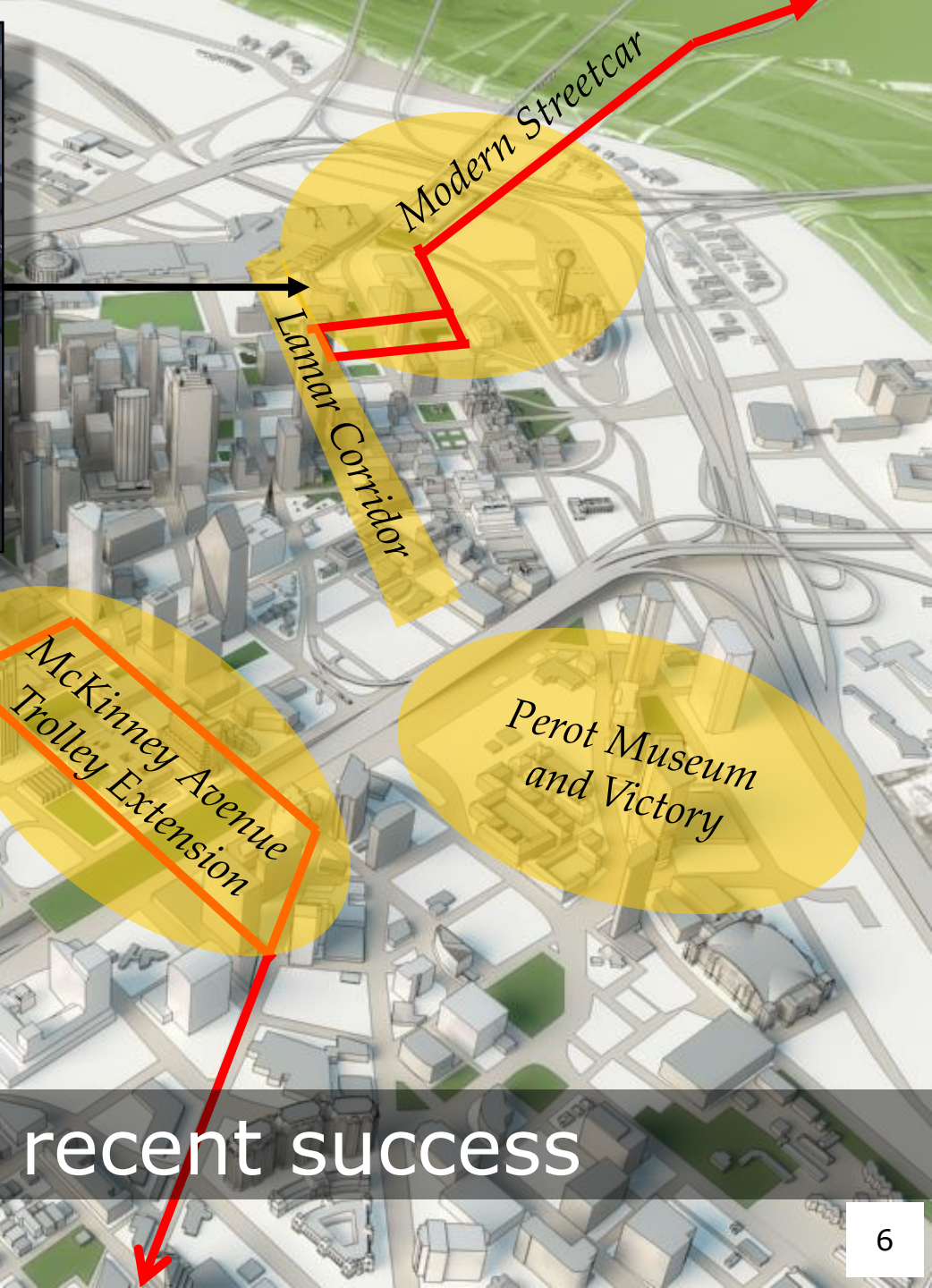
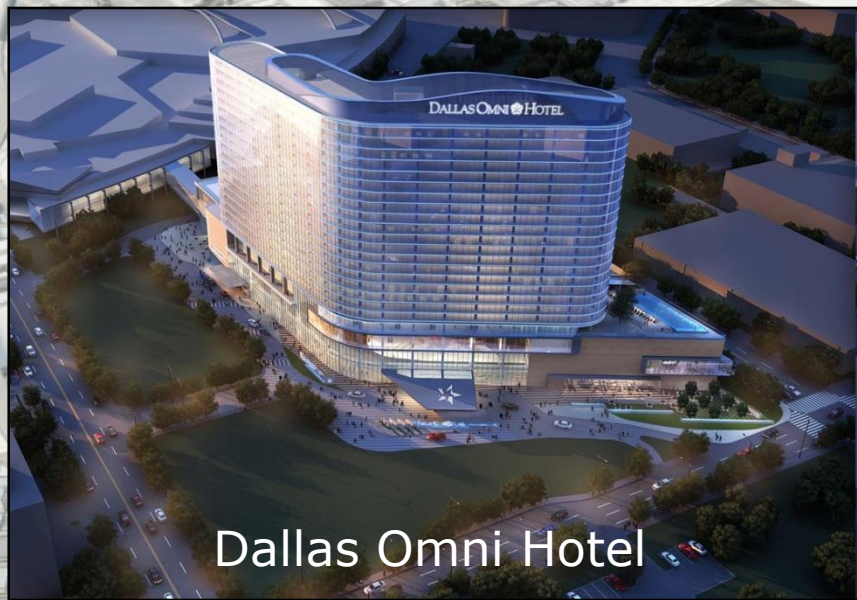
Main Street Core

South Arts

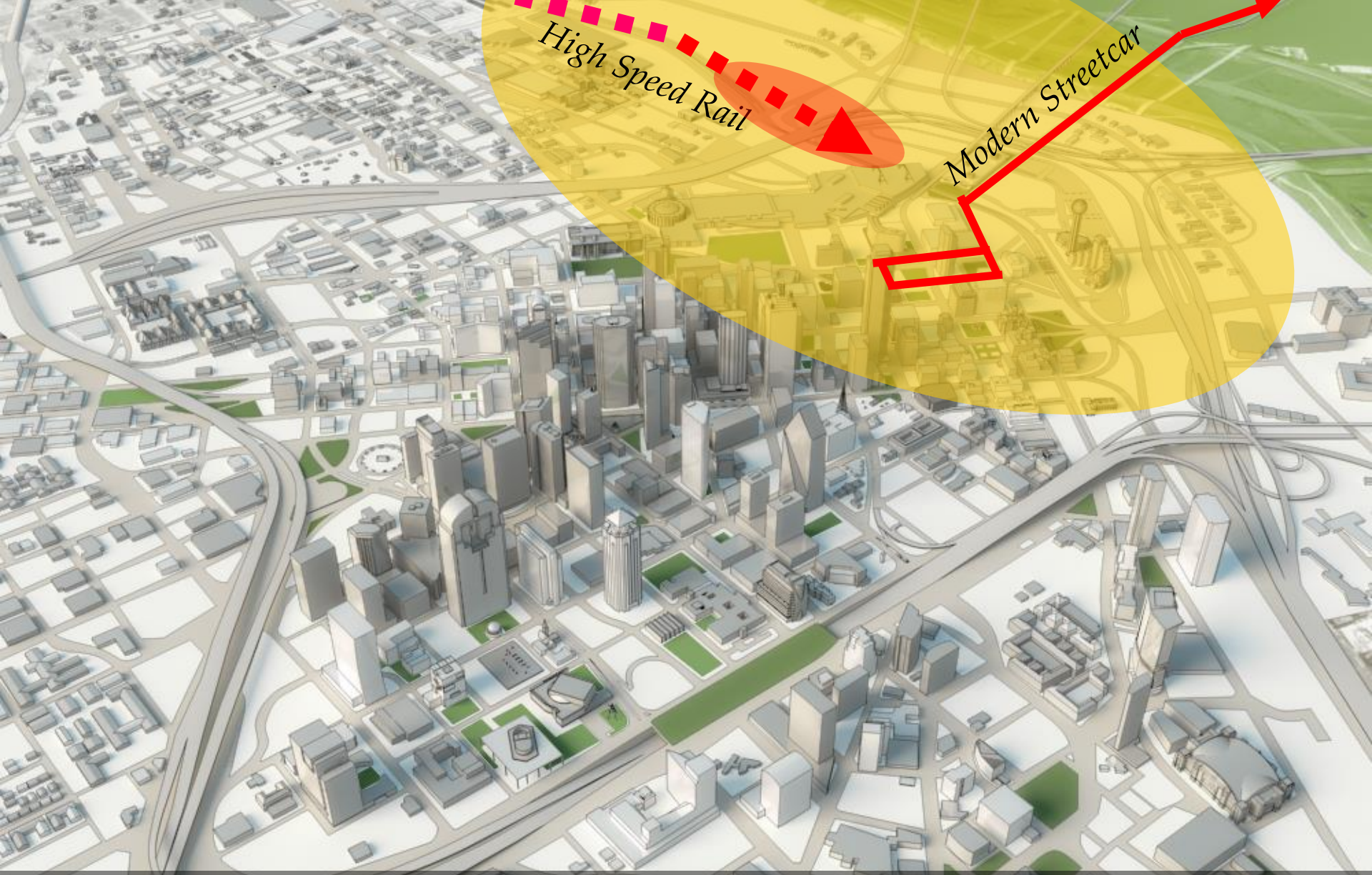
Arts District Development



Building on recent successes



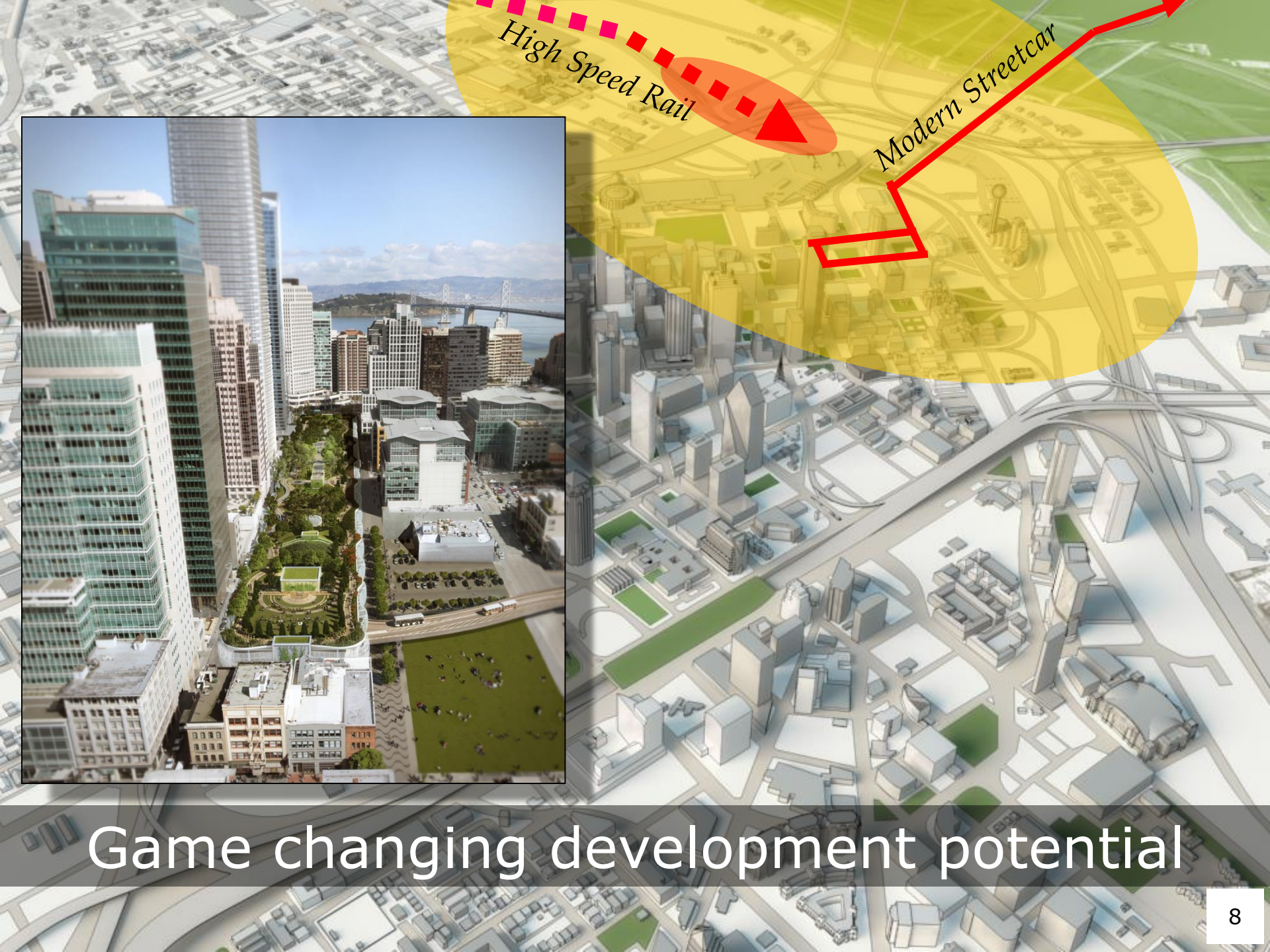
Building on recent success



High Speed Rail

Modern Streetcar

Emerging opportunity – High Speed Rail



Game changing development potential

Other Emerging Opportunities

- Parks at Farmers Market and Carpenter Plaza
- CDB Urban Trail Network
- Convention Center expansion
- Connected City Design Challenge
- Other Adjoining Area Development:
 - West Dallas
 - Cedars
 - Deep Ellum
 - Uptown
 - South Dallas

The Approach

- Collaborative partnership between City Design Studio, City & Regional Planning agencies, Downtown Dallas Inc., and private stakeholders



Desired Outcomes

Accelerate the momentum of Downtown renaissance

- Identify public/private partnerships
- Integrate / coordinate diverse improvement plans
- Maximize public benefits of on-going investments
- Extend the energy from Downtown outwards