



THE 360 PLAN

A large, stylized graphic of a 360-degree circular architectural plan, composed of various geometric patterns and lines in white and light blue, arranged in a semi-circular arc.

Urban Design Advisory Committee

November 2, 2017

Peer Chacko, Director of Planning and Urban Design
Kourtny Garrett, President & CEO, Downtown Dallas, Inc.

Find more at www.downtowndallas360.com

Purpose



- Provide an overview of The 360 Plan Update in preparation for Council adoption:
 - Background
 - Vision and Framework
 - Transformative Strategies
 - Next Steps
 - Appendix



50k+
Residents
Within 2.5 Miles

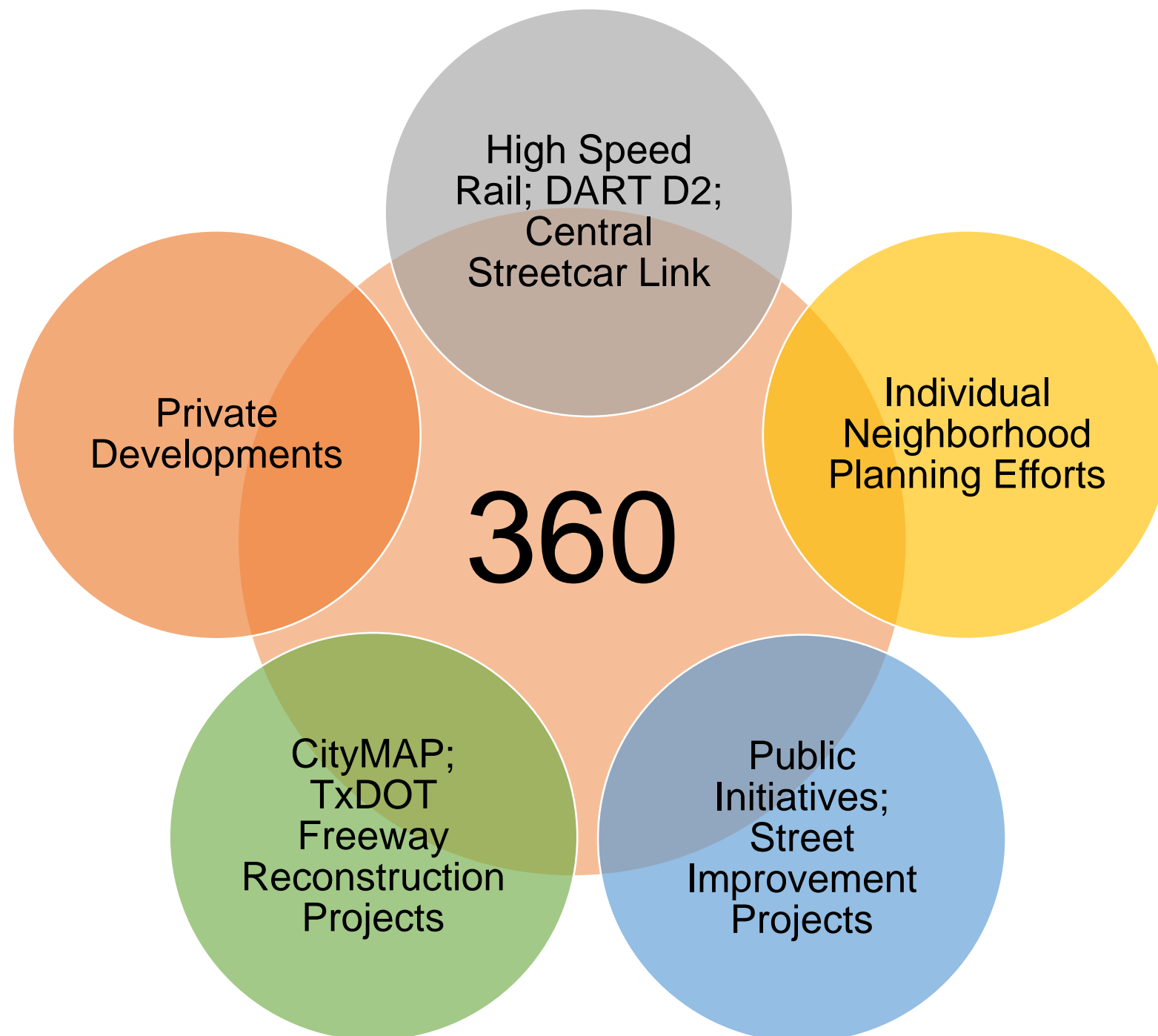
\$5B
Investment

11k
Residents
City Center

135k+
Largest Workforce
in North Texas

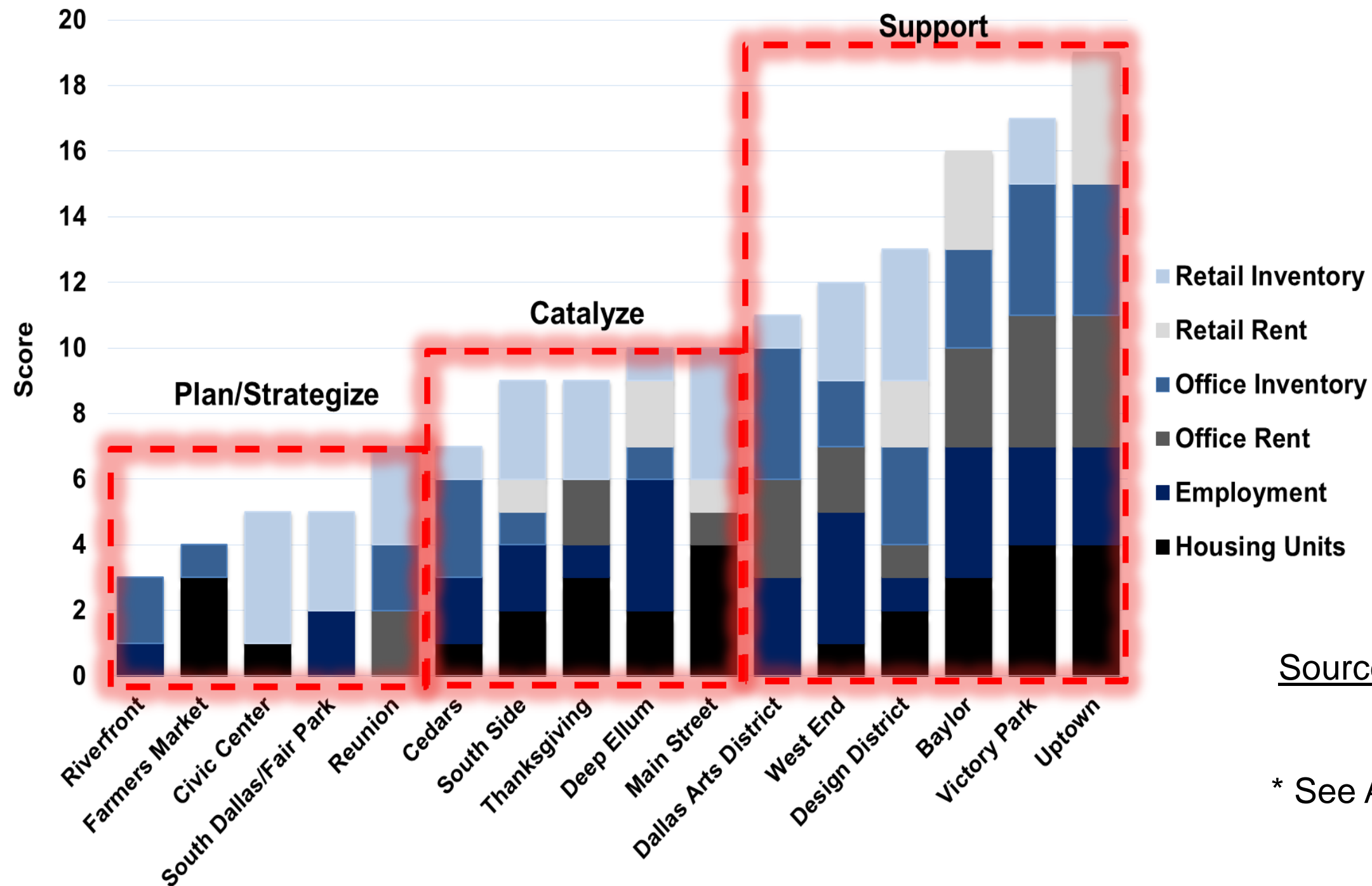
20k+
More Residents
Next 2-5 Years

The 360 Plan Update: A Dynamic Document



- Builds on past success and leverages rapid growth in Downtown
- Integrates efforts of the private and public sectors
- Updates action priorities for the next five years

Market Momentum Analysis*

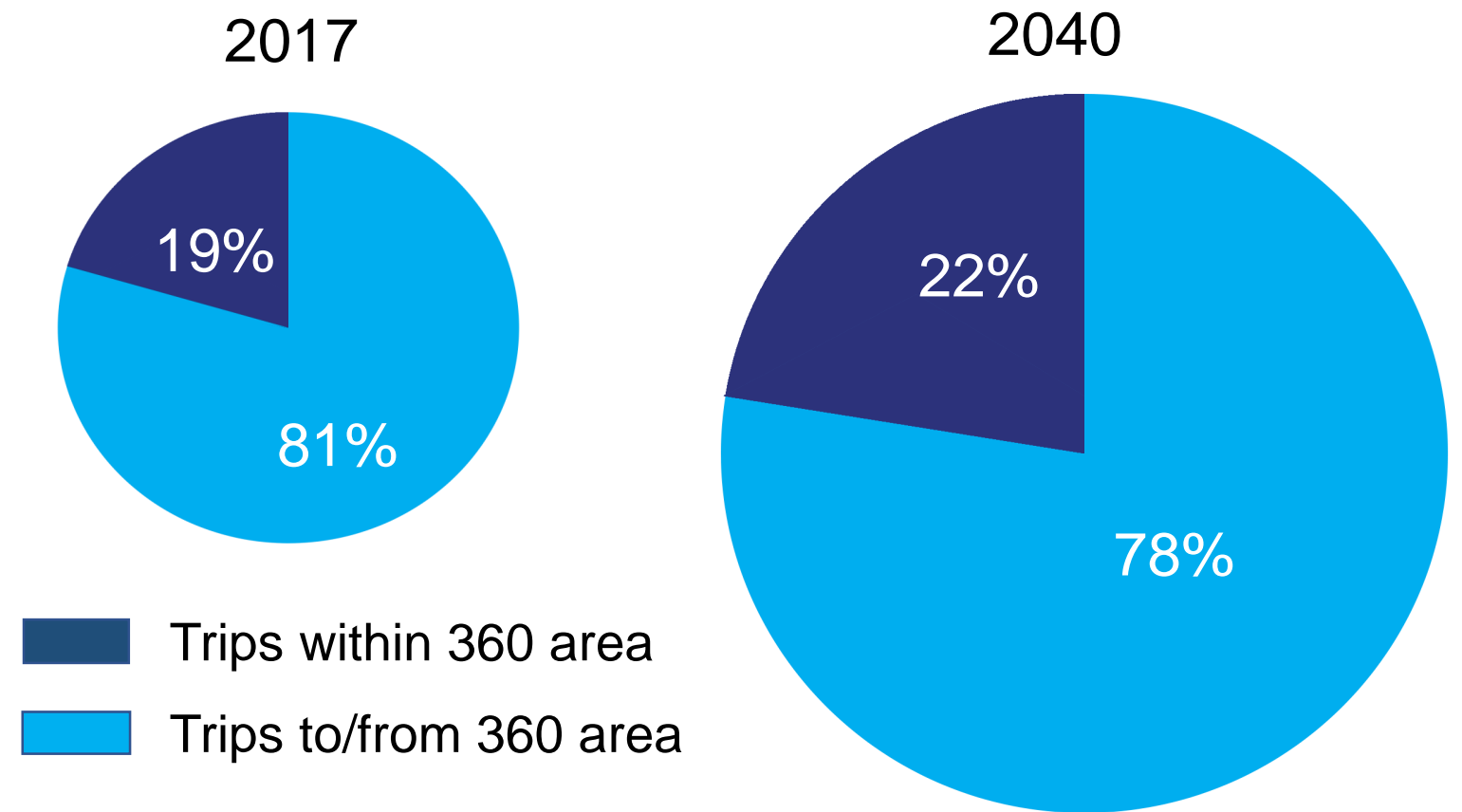
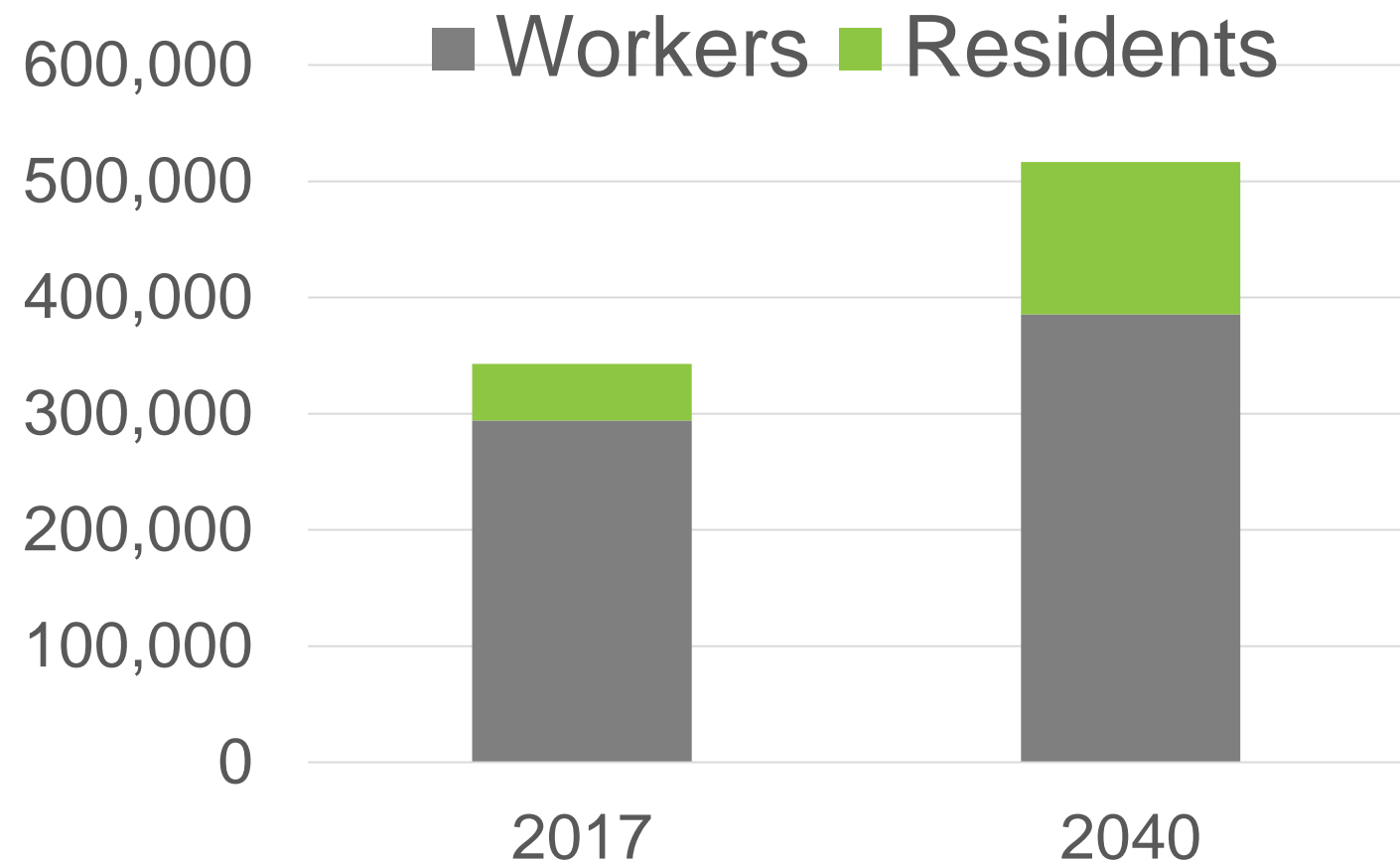


- Market analysis showed how market momentum can inform the approach to planning and action in each neighborhood

Source: Economic & Planning Systems (EPS) - 2015

* See Appendix A

Demographics and Mobility Analysis*



- Analysis of demographic forecasts and cell phone / GPS data reflected shifting land use and travel patterns.

* See Appendix B



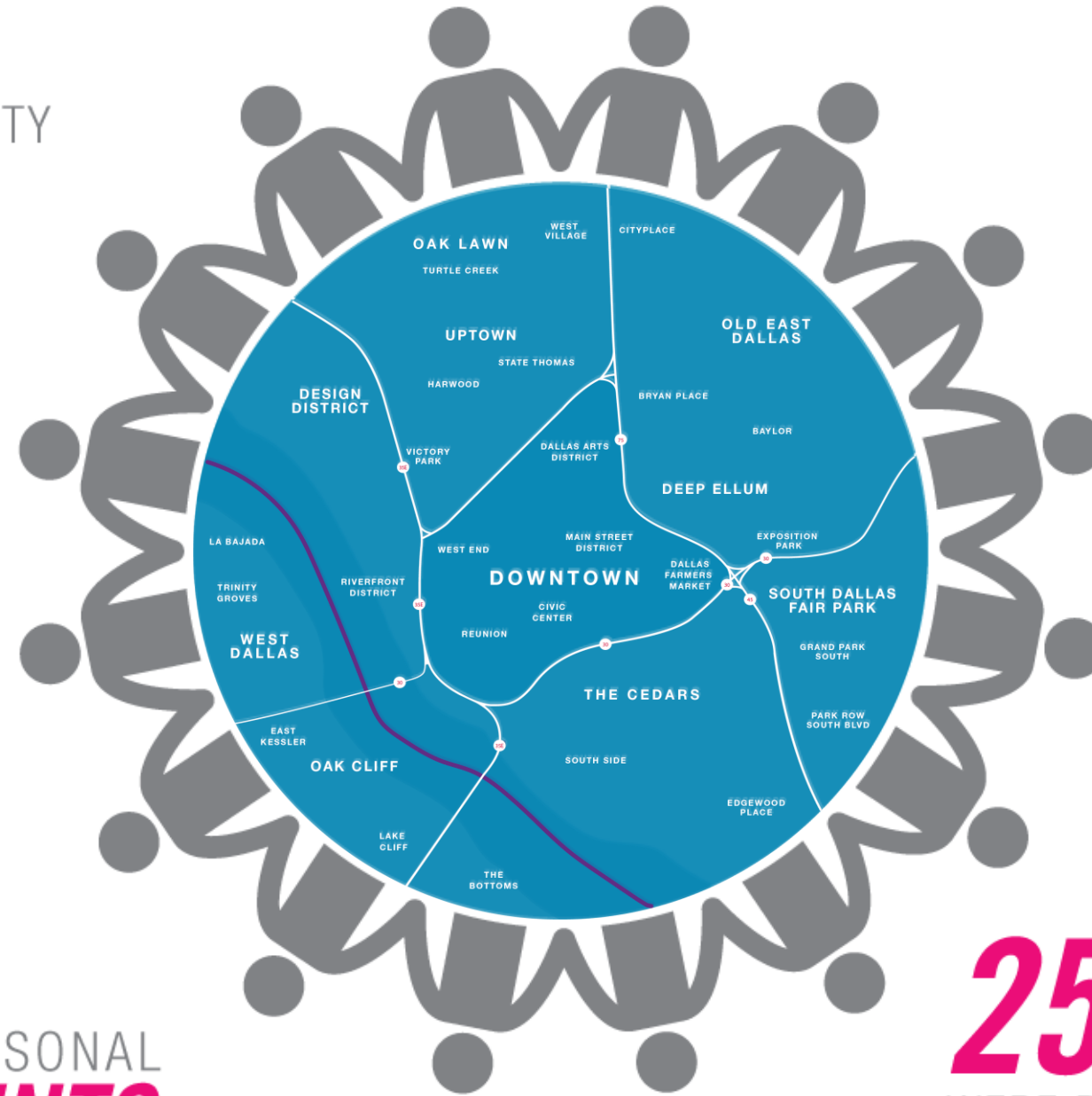
www.downtowndallas360.com

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 Update Vision + Framework

360 PLAN VISION

COMPLETE & CONNECTED CITY CENTER



Downtown Dallas and adjoining neighborhoods create an inclusive place for everyone at the heart of our city, a **complete and connected city center** offering a unique combination of options to live, work and play:

- **great schools**, refreshing open spaces, bustling street activity, successful business and retail
- an accessible, **balanced, multi-modal, transportation network**

360 PLAN FRAMEWORK TRANSFORMATIONAL STRATEGIES



Advance Urban
Mobility



Build Complete
Neighborhoods



Promote Great
Placemaking



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

Diversify and Grow Housing



- Conduct a market study to quantify potential demand for diversified housing.
- Establish a public-private work group to develop implementation strategies for mixed-income housing in the 360 area.
- Conduct a study to evaluate mixed-income housing potential on land made available by CityMAP scenarios.
- Conduct an infrastructure needs assessment to support new housing within the Downtown PID.

Create Vibrant Parks and Neighborhood Spaces



- Investigate opportunities to create neighborhood open spaces on underutilized public or private property.
- Adopt a citywide park dedication ordinance, ensuring in-lieu fees collected in the 360 area are used within the area.
- Develop parks master plans for underserved neighborhoods.
- Develop public-private partnerships for creating, maintaining and preserving parks.

Grow a Diverse Mix of Services and Retail



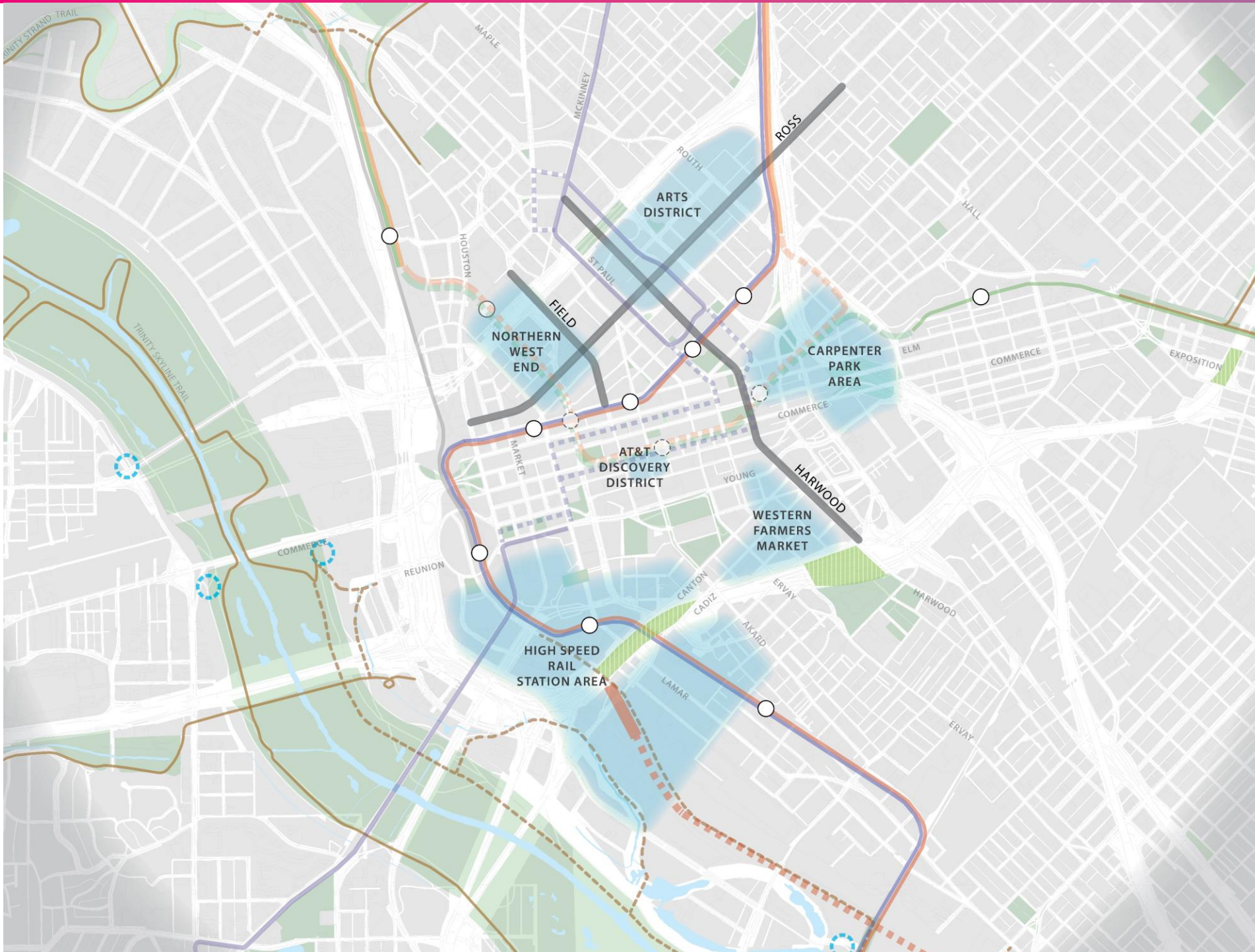
- Evaluate and amend regulations to remove barriers to short-term, pop-up retail.
- Evaluate and amend regulations to require or encourage “white box” delivery of ground-floor retail space to enable short-term, pop-up retail.
- Create a manual for short-term, pop-up retail with guidelines to facilitate the approval process.

Increase Opportunities for Quality Education



- Advance the Downtown Innovation School Zone vision by creating a DISD elementary school in downtown.
- Identify potential sites for schools, pre-K and childcare facilities and address potential barriers.
- Create student internship and work programs with Downtown corporations.
- Complete an education demand analysis for a 10-year horizon.

Catalytic Development Areas*



■ Harness momentum of catalytic public and private projects:

- Northern West End
- Carpenter Park Area
- High Speed Rail Station Area
- Western Farmers Market
- Arts District
- AT&T Discovery District

* See Appendix D



Adopt urban mobility principles



Reform the approach to parking

ADVANCE URBAN MOBILITY



Leverage transit expansion and freeway reconstruction

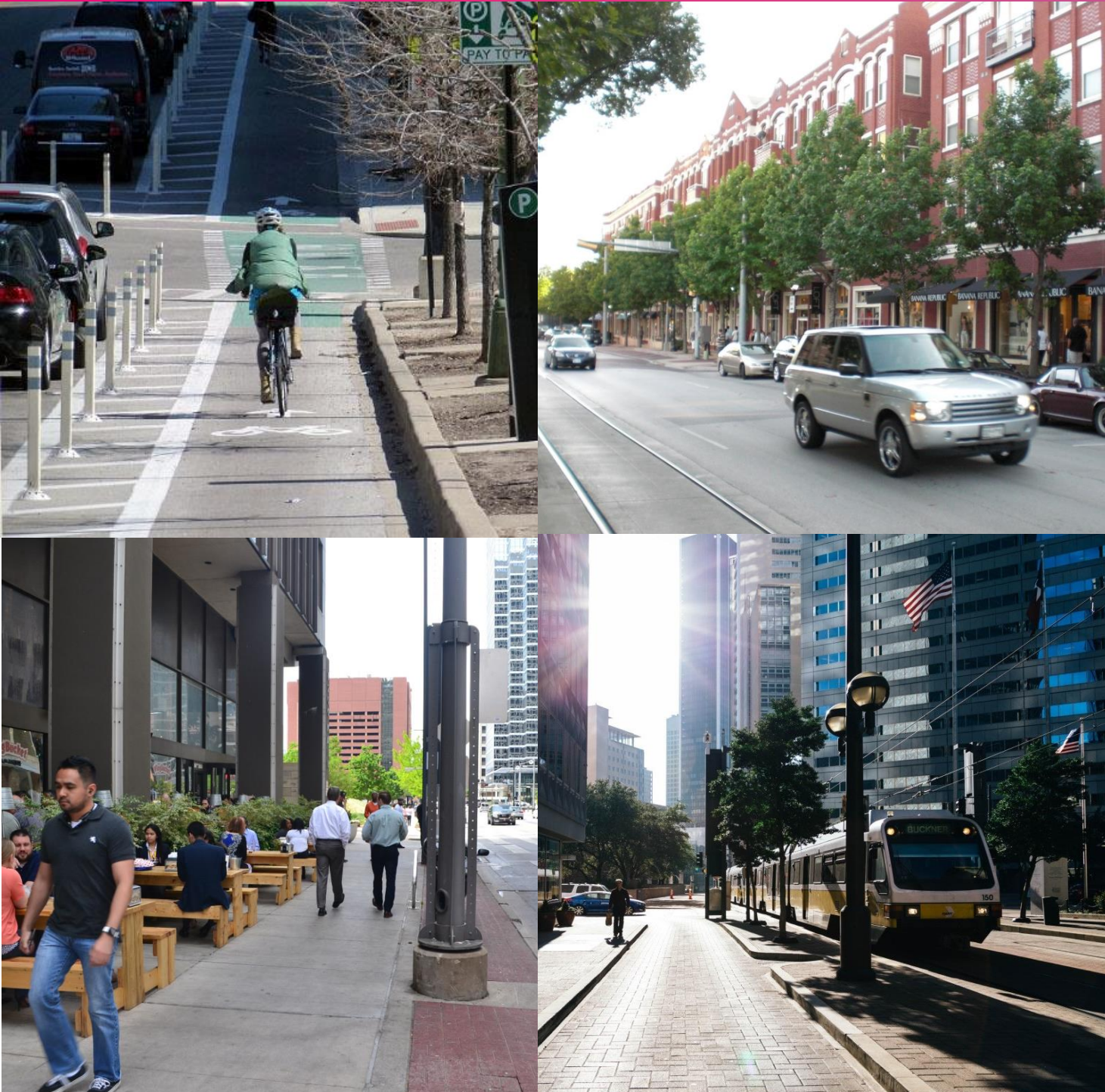


Advance priority bicycle and pedestrian improvement projects



Comprehensively revise mobility policy for the city center

Adopt Urban Mobility Principles



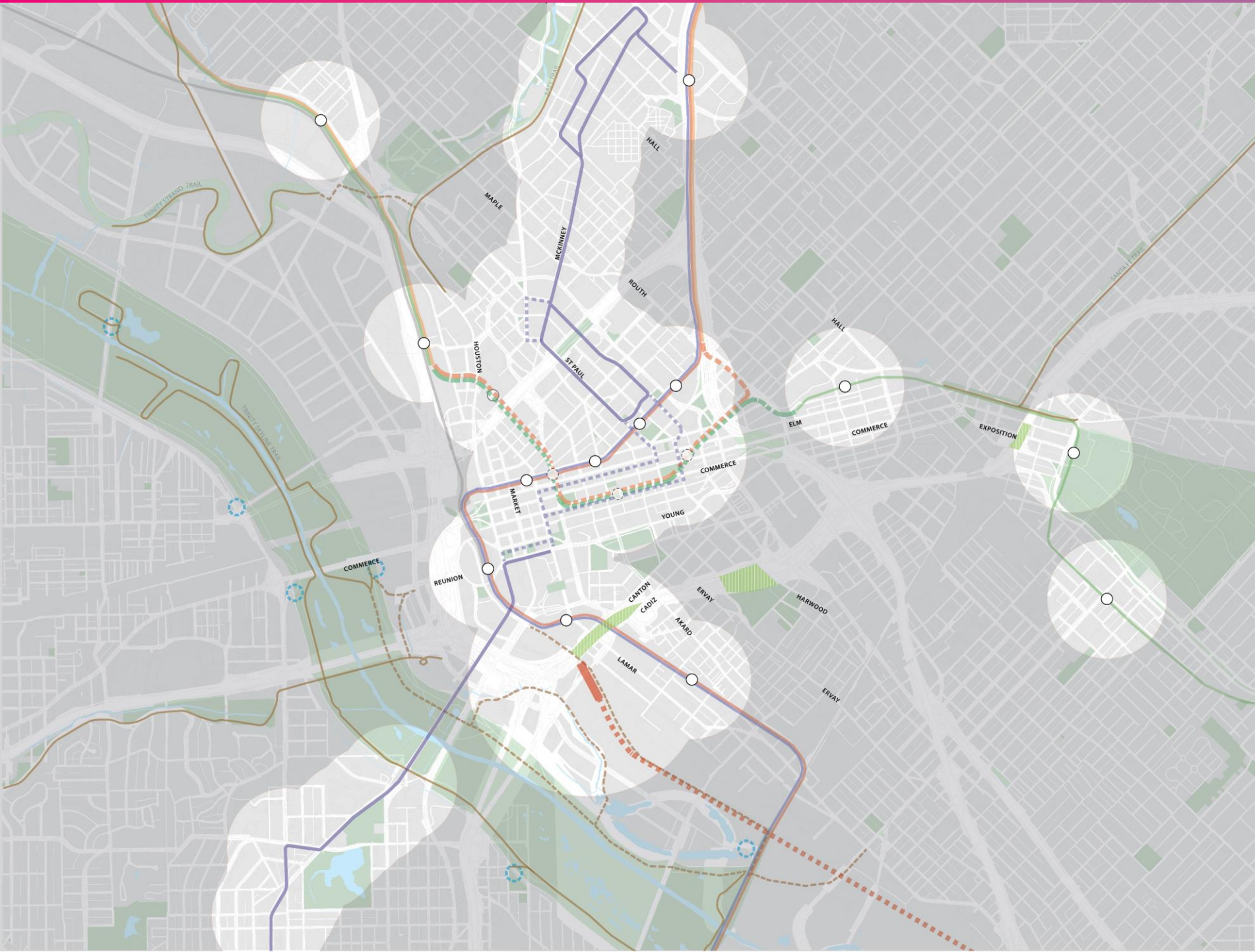
1. Create a **balanced multimodal system** that supports transit, bicycles and pedestrians in addition to automobiles, particularly for short trips.
2. Provide a **safe, well-lit, comfortable and accessible** system for a **diversity of users**.
3. Improve **inter-district connectivity** for all modes of travel.

Adopt Urban Mobility Principles



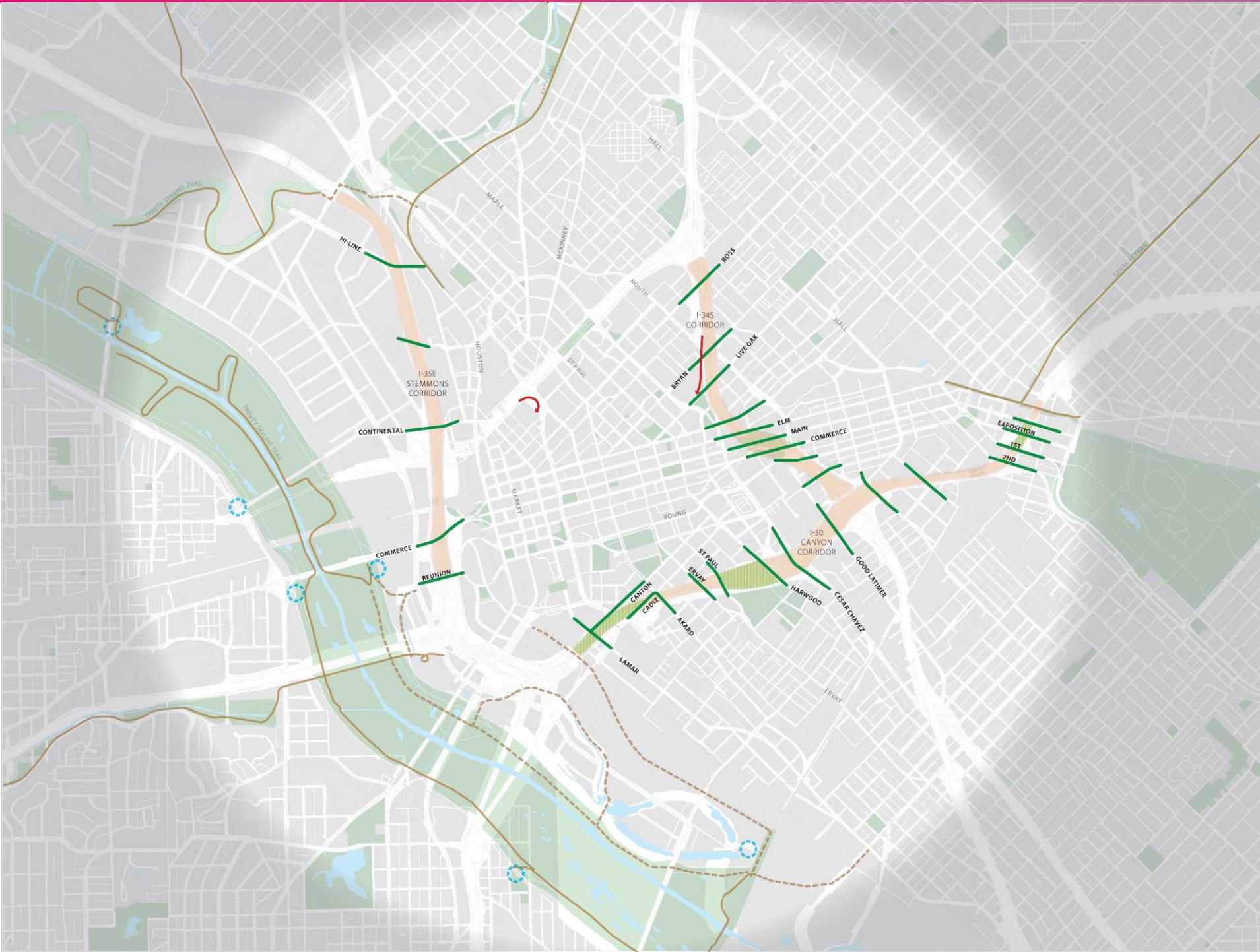
4. Encourage **mixed use, pedestrian-oriented** design and development.
5. Ensure **regional and local transportation** systems support Center City place making and livability goals.
6. Deliver a system that responds proactively to trends in **technology, demographics and user preferences.**

Integrate Transit Expansion Opportunities



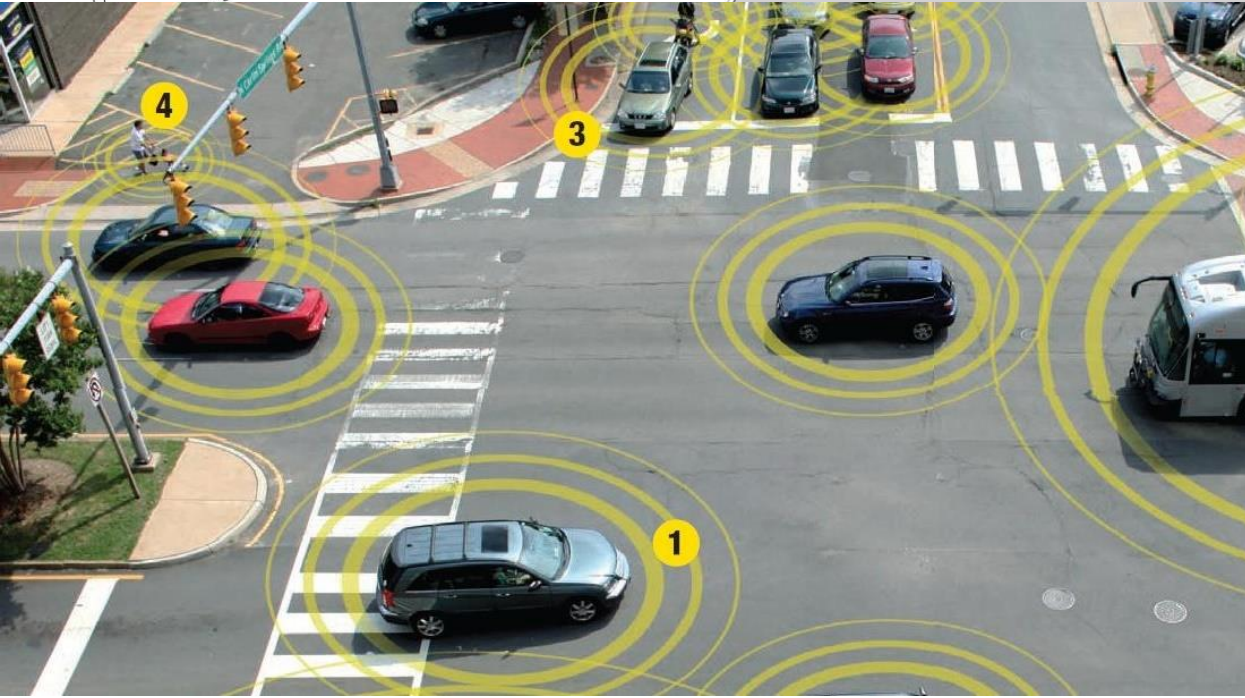
- Ensure timely design review of D2 and Streetcar projects based on adopted Urban Transit Design Guidelines.
- Coordinate with Texas Central to maximize multimodal connections and transit-oriented development potential around the proposed High Speed Rail station.

Leverage Freeway Reconstruction Opportunities



- Coordinate with TXDOT on pedestrian enhancements along / near freeways.
- Investigate potential near-term removal of Field and Live Oak ramps and associated development opportunities.
- Coordinate with TXDOT and NCTCOG on potential reconstruction of IH-345 in an urban format based on CityMAP scenarios.

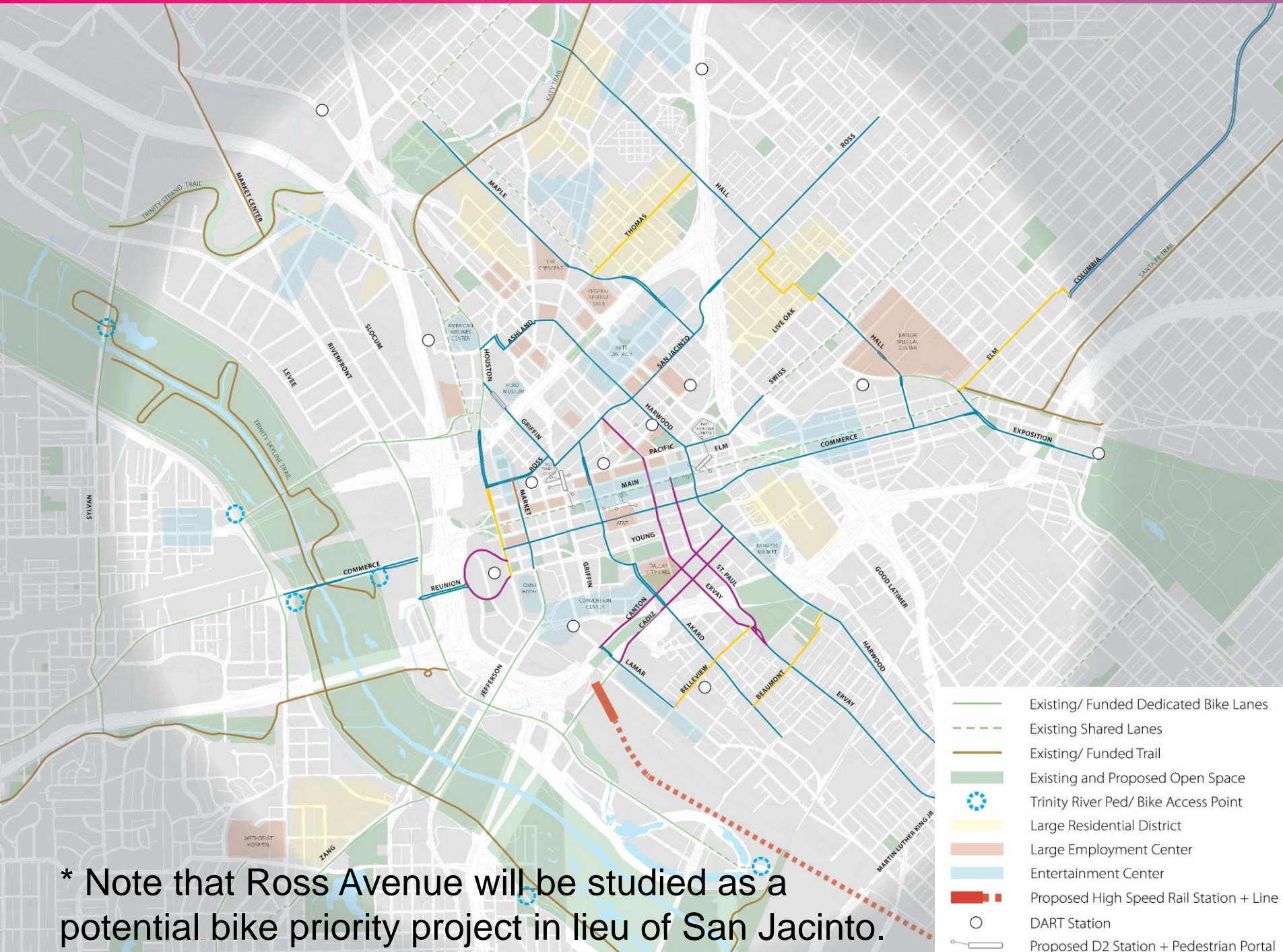
Comprehensively Revise Mobility Policy



- Amend the Thoroughfare Plan to incorporate a multimodal street framework* for the City Center
- Align NCTCOG forecasts with shifting demographic trends and travel behavior
- Update the evaluation methodology for Thoroughfare Plan amendments to address all modes of transportation and promote efficient use of existing street capacity

* See Appendix C

Advance Priority Bicycle Projects



* Note that Ross Avenue will be studied as a potential bike priority project in lieu of San Jacinto.

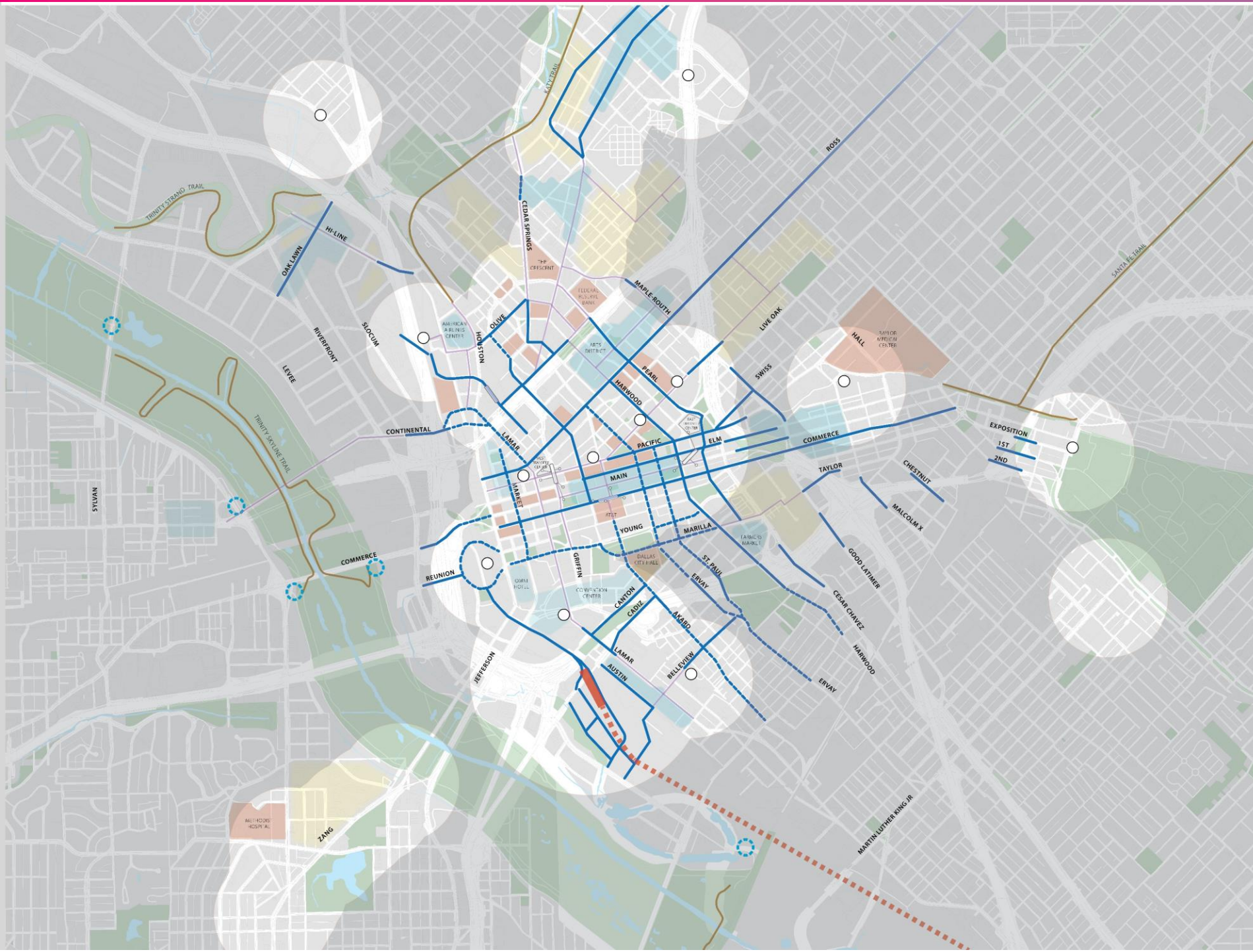
- Substantially complete a bike facility network through the 360 area

- One-Way Buffered Bike Lane (Purple line)
- Two-Way Buffered Bike Lane (Blue line)
- One-Way Shared Lane (Orange line)
- Two-Way Shared Lane (Yellow line)

- Facilitate expansion of bike share through public-private collaborations

Advance Priority Pedestrian Projects

- Adopt a pedestrian master plan for phased implementation through a combination of public and private projects.



- Major City/ Private Improvements
- - - Minor City/ Private Improvements
- ⊗ Focused Intersection Improvement
- Existing Strong Pedestrian Corridors
- Existing Trail
- Existing and Proposed Open Space
- ⊗ Trinity River Ped/ Bike Access Point
- Large Employment Center
- Entertainment Center
- Large Residential District
- Proposed High Speed Rail Station + Line
- DART Station
- Proposed D2 Station + Pedestrian Portal



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

Ensure Excellent Urban Design



- Conduct an economic impact analysis of good urban design
- Develop and adopt a comprehensive public realm design manual for the Downtown PID
- Amend Central Area (CA) zoning and the downtown pedestrian overlay to enhance street level activation and urban design

Activate the Public Realm



- Amend mobile vending regulations to enable food trucks in more locations
- Create a working group to examine and simplify permitting for special events
- Explore short-term permits for interim land uses on under-utilized sites
- Establish a grant or pilot program for activating under-utilized sites within the Downtown PID.

Advance Smart Cities Technologies and Green Infrastructure



- Develop a strategic plan to position Downtown Dallas as a leader in Smart City initiatives.
- Support efforts to establish the West End as a Smart City living lab
- Identify impediments and solutions to increasing tree canopy

Next Steps

- November 16: Target date for City Plan Commission briefing and action
- December 13: Target date for City Council action

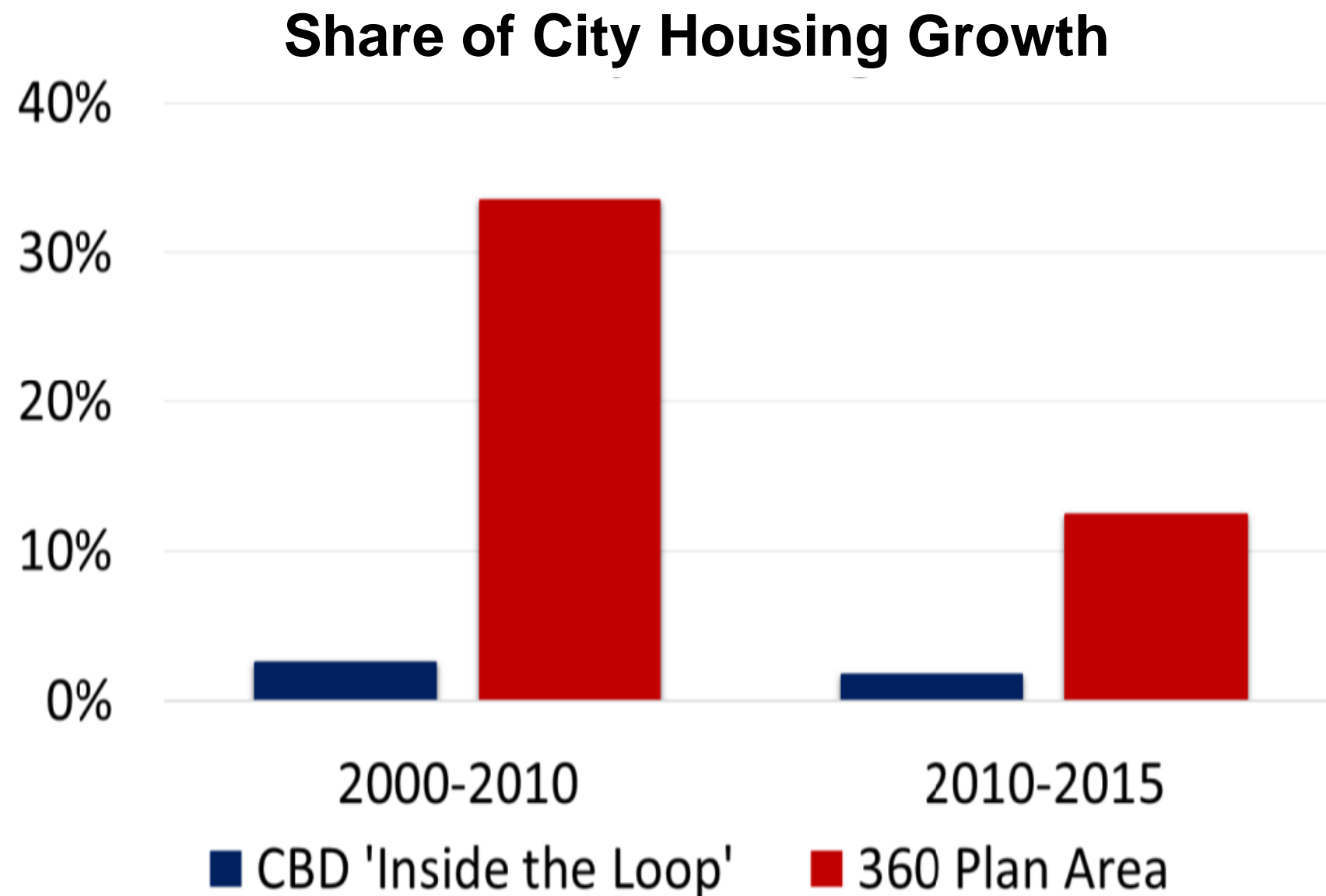
Appendix

- A. Market Analysis
- B. Demographic and Mobility Analysis
- C. Multimodal Street Framework
- D. Catalytic Development Areas

Appendix A

Market Analysis

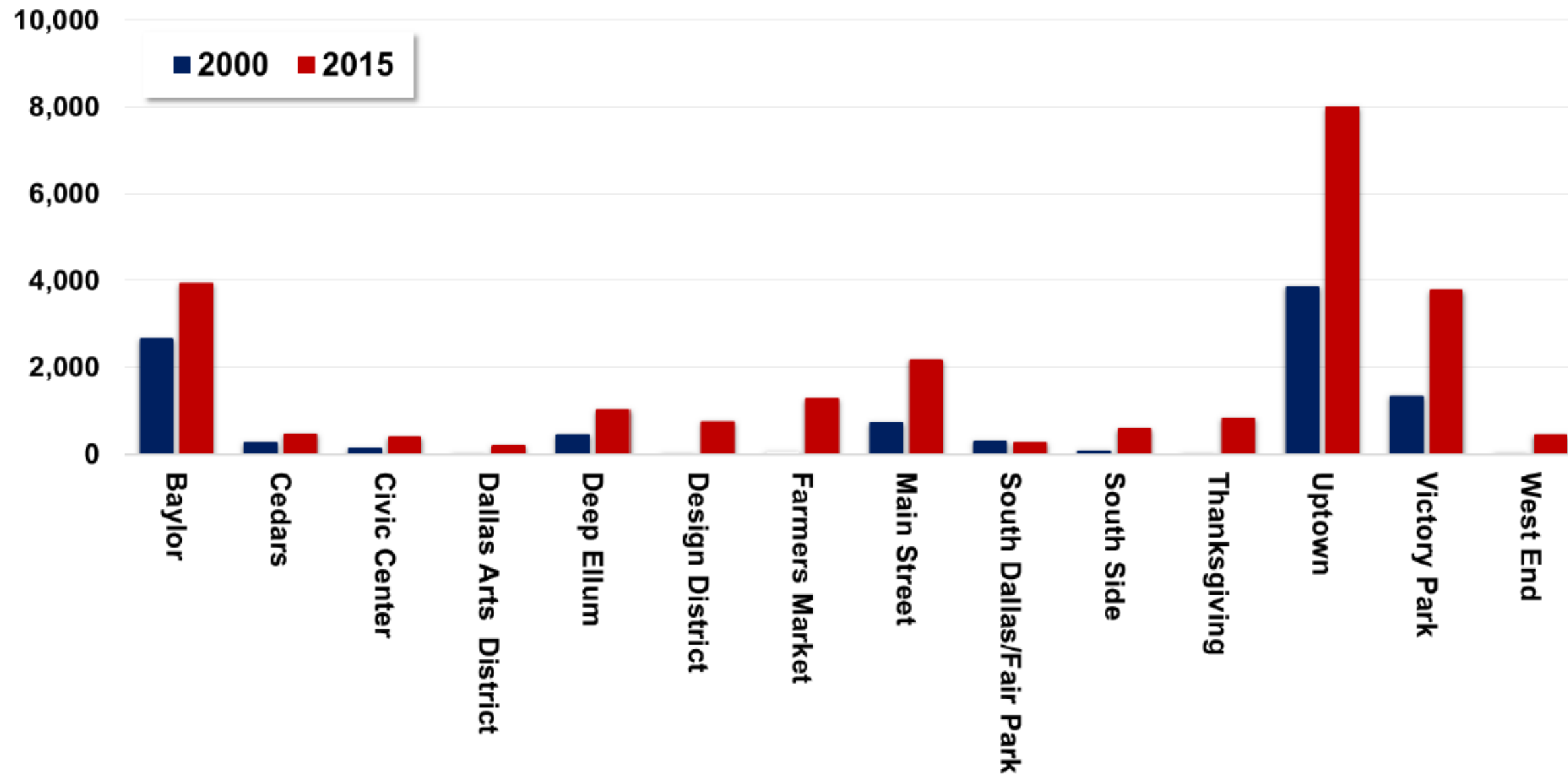
Rapid Residential Growth



- The 360 Plan area saw **150% housing growth** between 2000 and 2015
- Almost **50,000 residents** live within the 360 Plan area
- Almost **11,000 residents** live within the Downtown Loop

Source: Economic & Planning Systems (EPS) - 2015

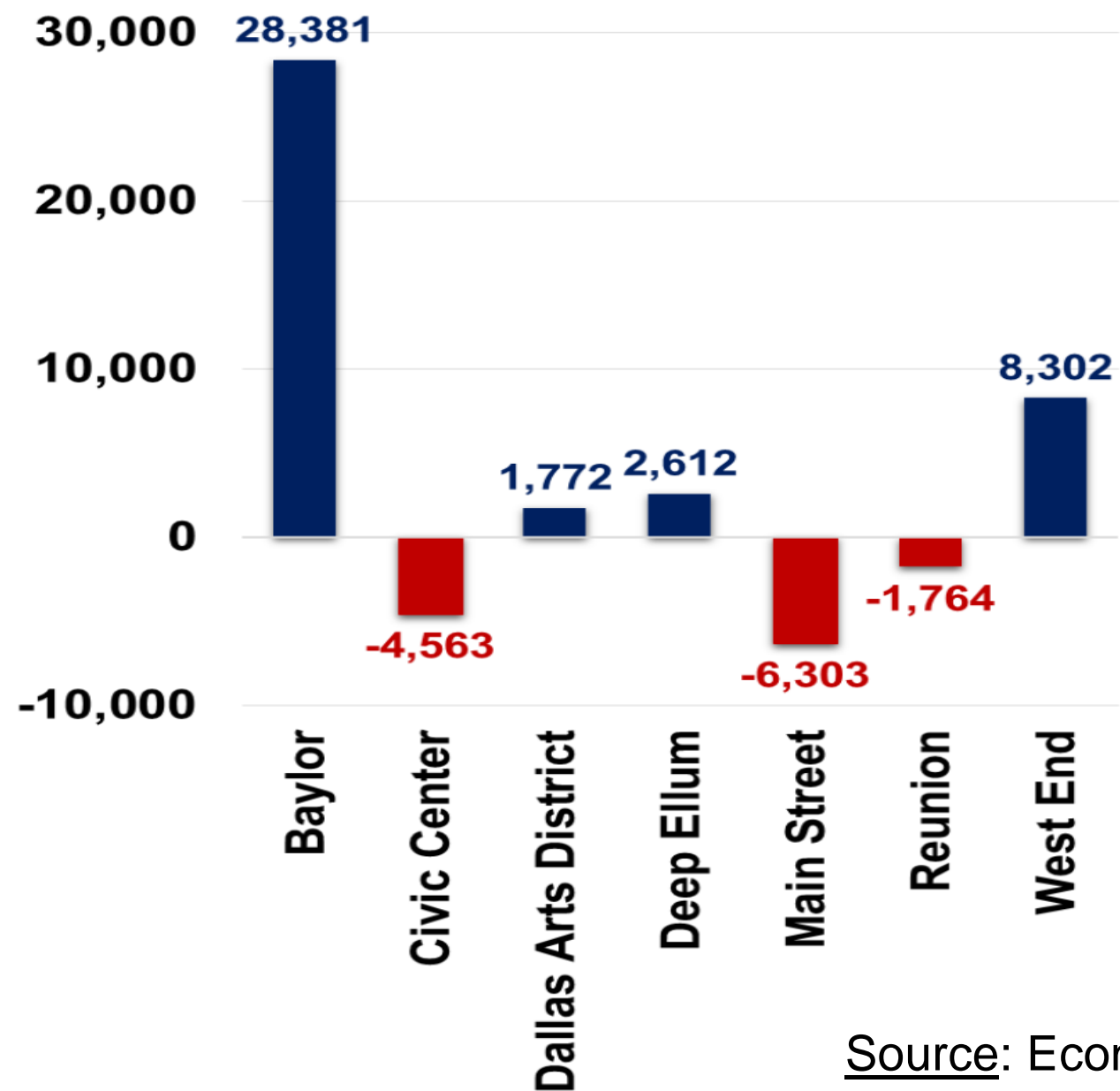
Housing Growth By Neighborhood



Source: Economic & Planning Systems (EPS) - 2015

Stable Job Growth

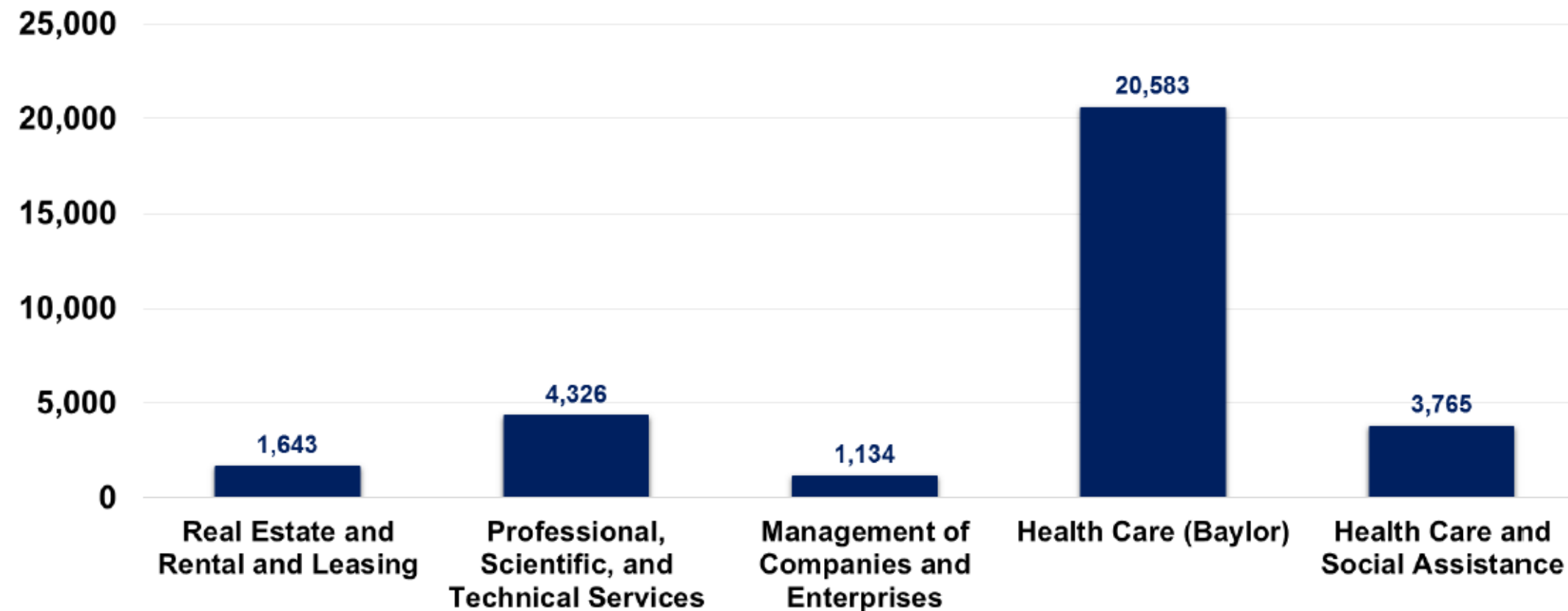
Job Growth – 2003 to 2013



- The 360 Plan area saw **16% job growth** between 2003 and 2013, adding 26,800 net new jobs
- Baylor has been a major driver of job growth
- Some sub-market contractions were balanced by residential conversions of older office space

Source: Economic & Planning Systems (EPS) - 2015

Grow Industries



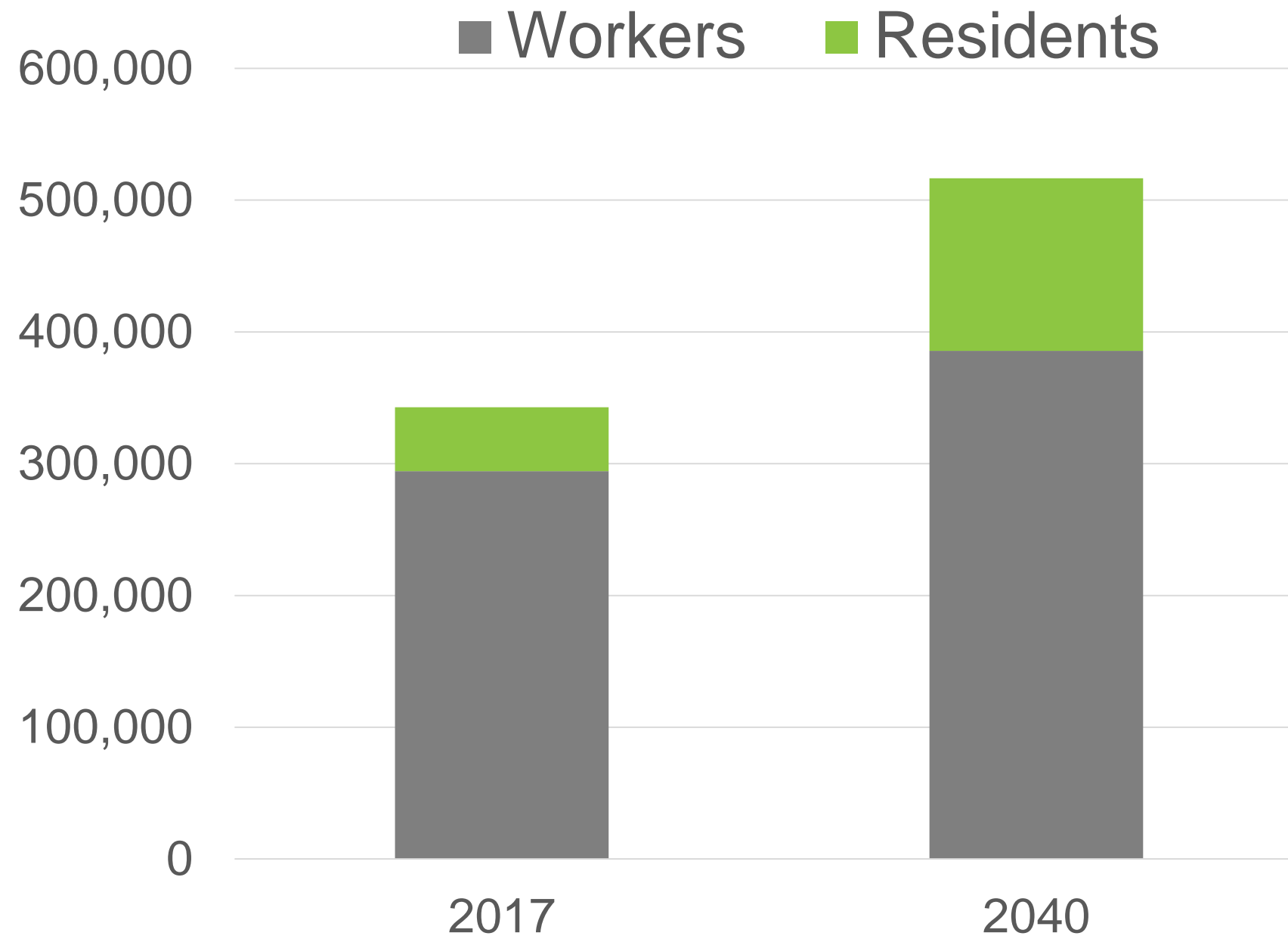
- 77% of net growth attributed to Baylor University Medical Center
- Shift of office activity to Uptown, Victory Park and Arts District

Source: Economic & Planning Systems (EPS) - 2015

Appendix B

Demographics and Mobility Analysis

Downtown Will Continue to Grow

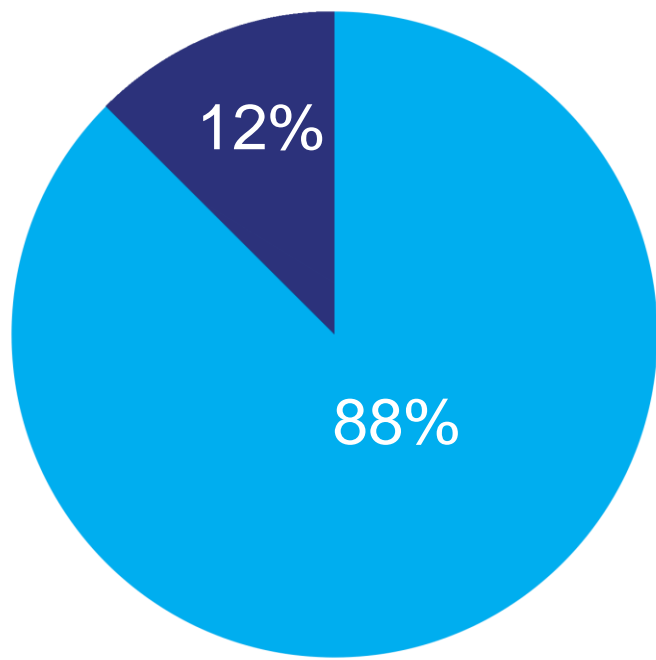


- Overall population density will increase within the 360 study area
- Proportion of residents will increase relative to workers in most districts

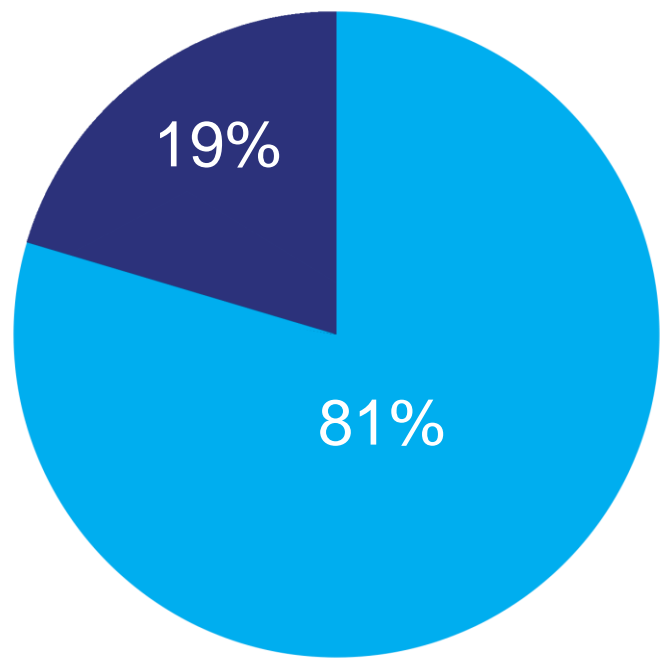
Source: NCTCOG; City of Dallas

Travel Patterns are Evolving

Current Trips

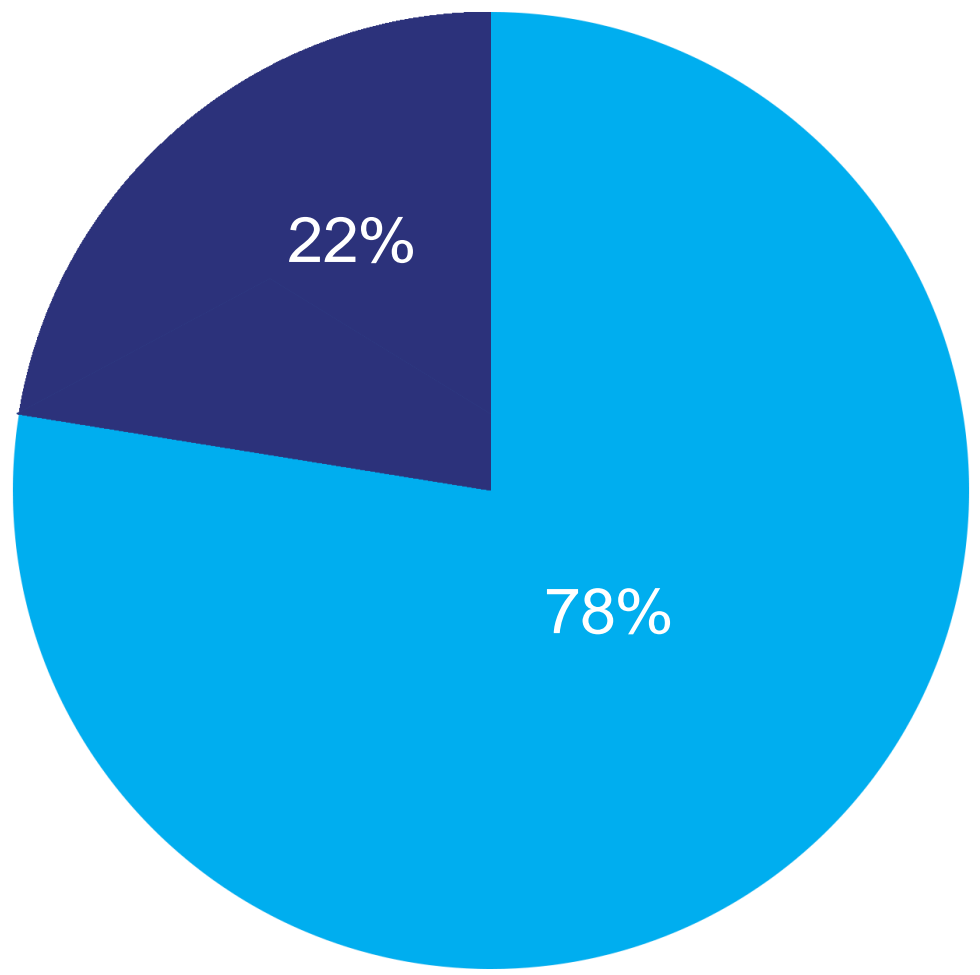


Modelled trips (2017)
Source: NCTCOG



Actual trips (2016)
Source: StreetLight cell phone data

Forecasted Trips



Adjusted model trips (2040)
Source: NCTCOG, Fehr & Peers

- Travel patterns within the City Center are shifting towards a larger proportion of shorter internal trips.



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"

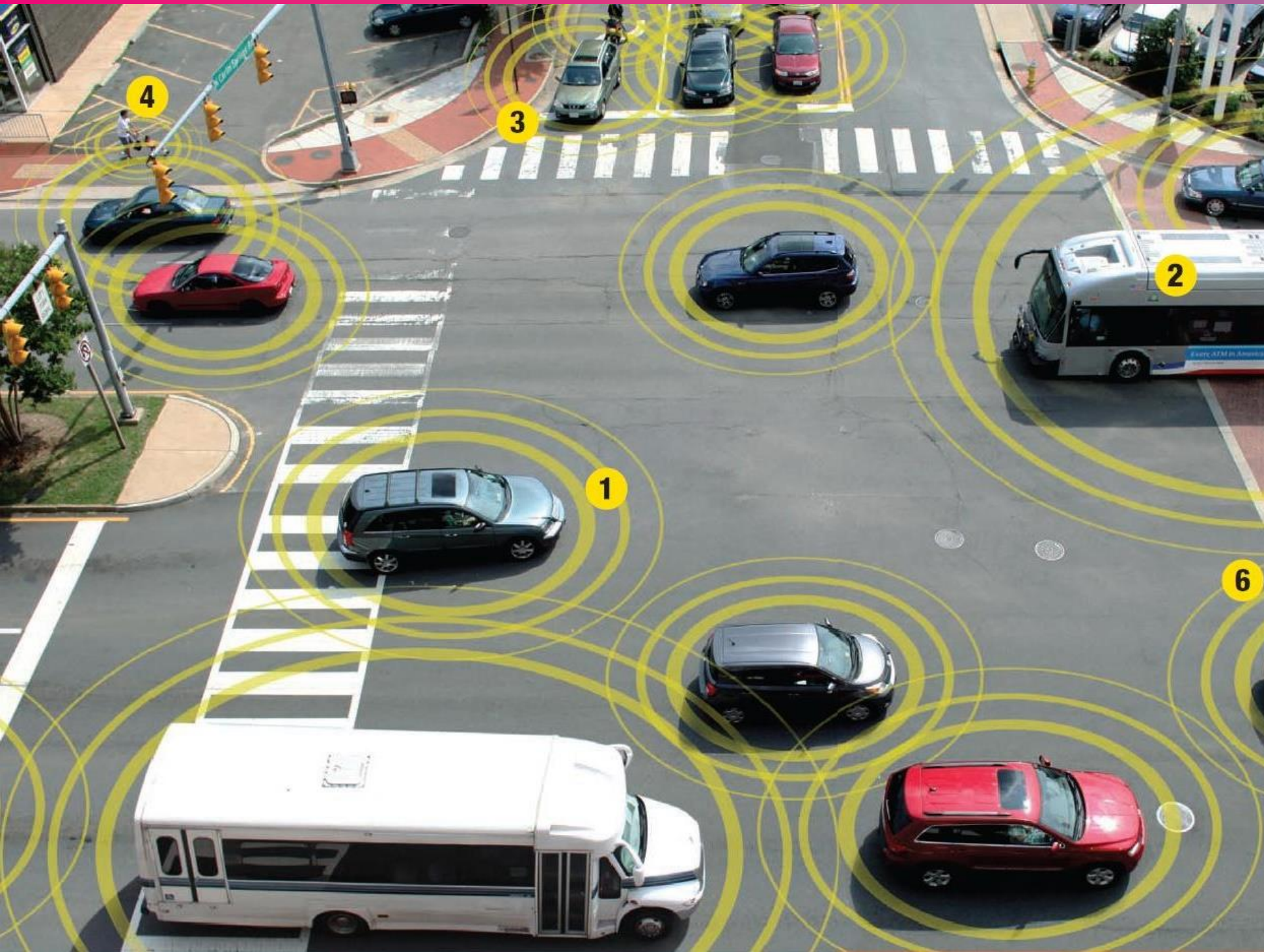
- 5% UBER, LYFT, OTHER RIDESHARING SERVICE
- 1% TAXI CAB
- 1% E-FROG, ART CART, OTHER FREE SERVICE

70%

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

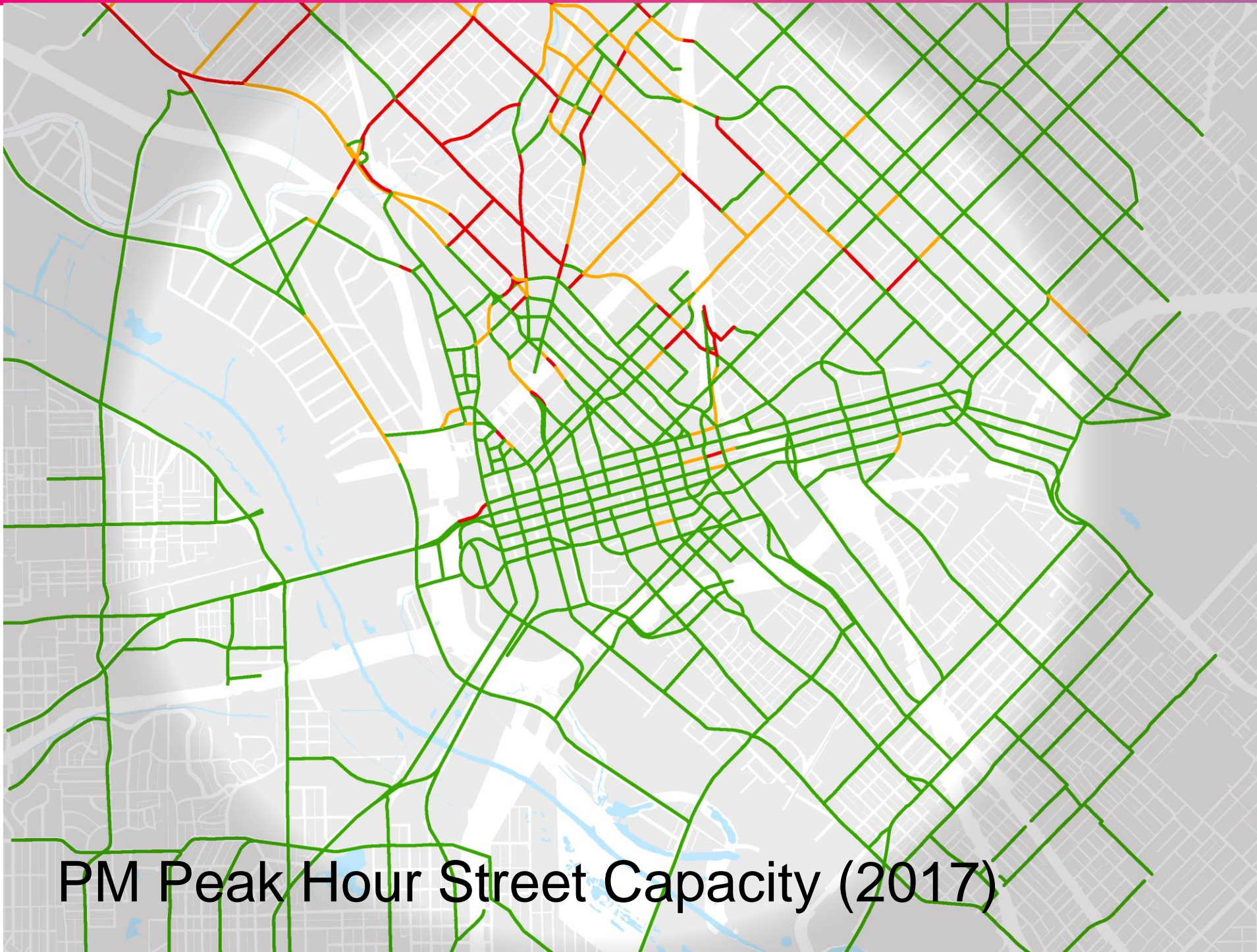
Source: Downtown Dallas Inc Survey

Evolving Trip Choices



- Targeted transit, bike and pedestrian improvements will increase non-automobile mode share, particularly for short trips
- Technology improvements will continue to enable smarter trip routing and more efficient use of available street capacity

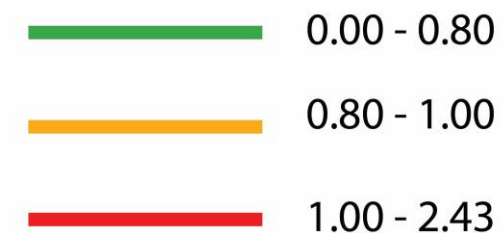
Available Street Capacity 2017



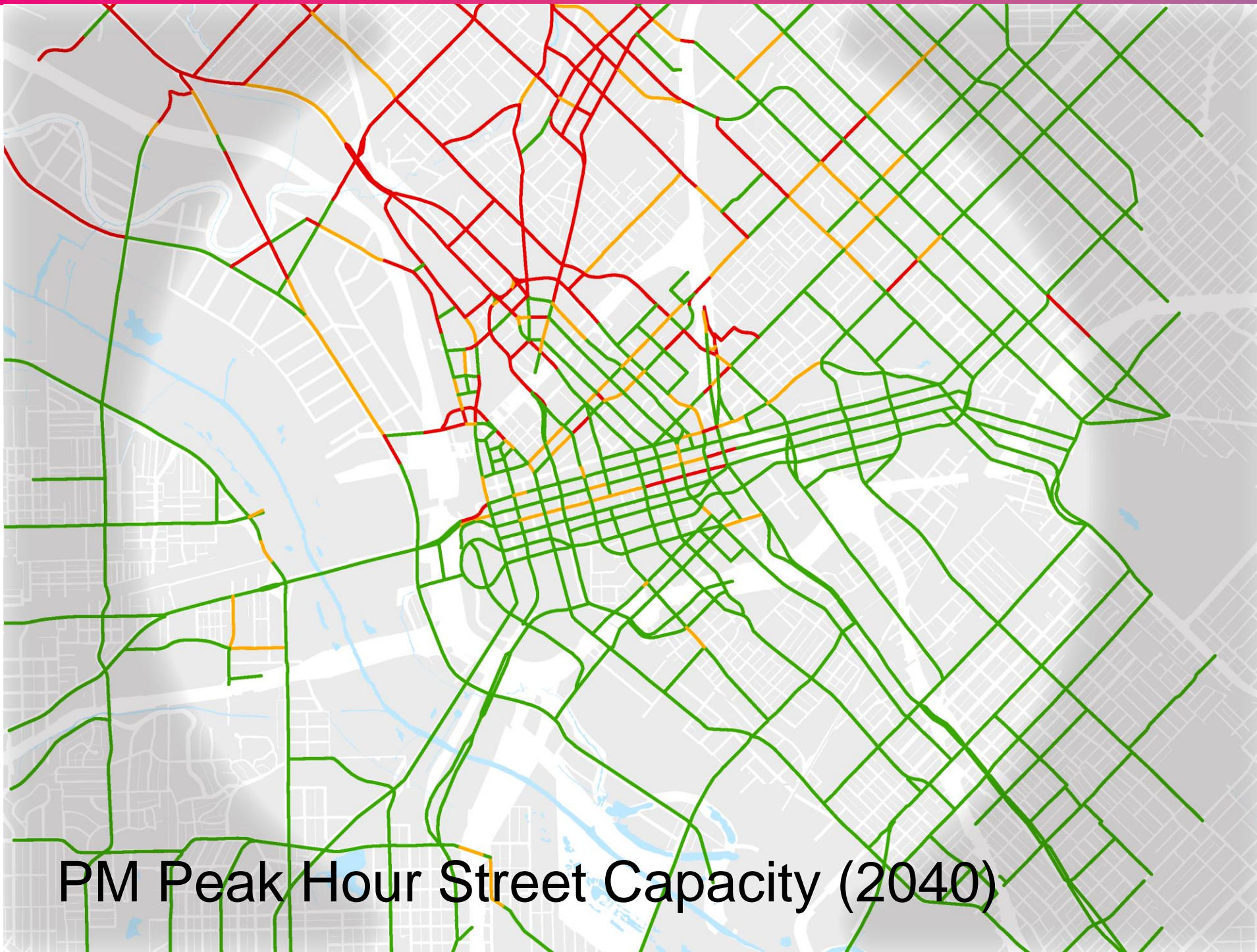
PM Peak Hour Street Capacity (2017)

- Most Downtown thoroughfares currently have available automobile capacity at peak hour
- Dense Downtown grid enables viable alternative routes for most auto trips

Volume to Capacity Ratio



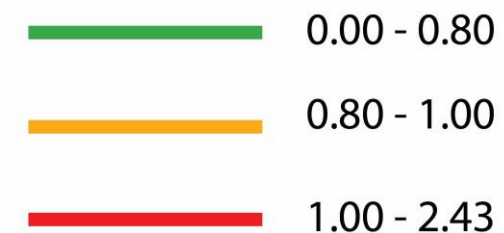
Available Street Capacity 2040



PM Peak Hour Street Capacity (2040)

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

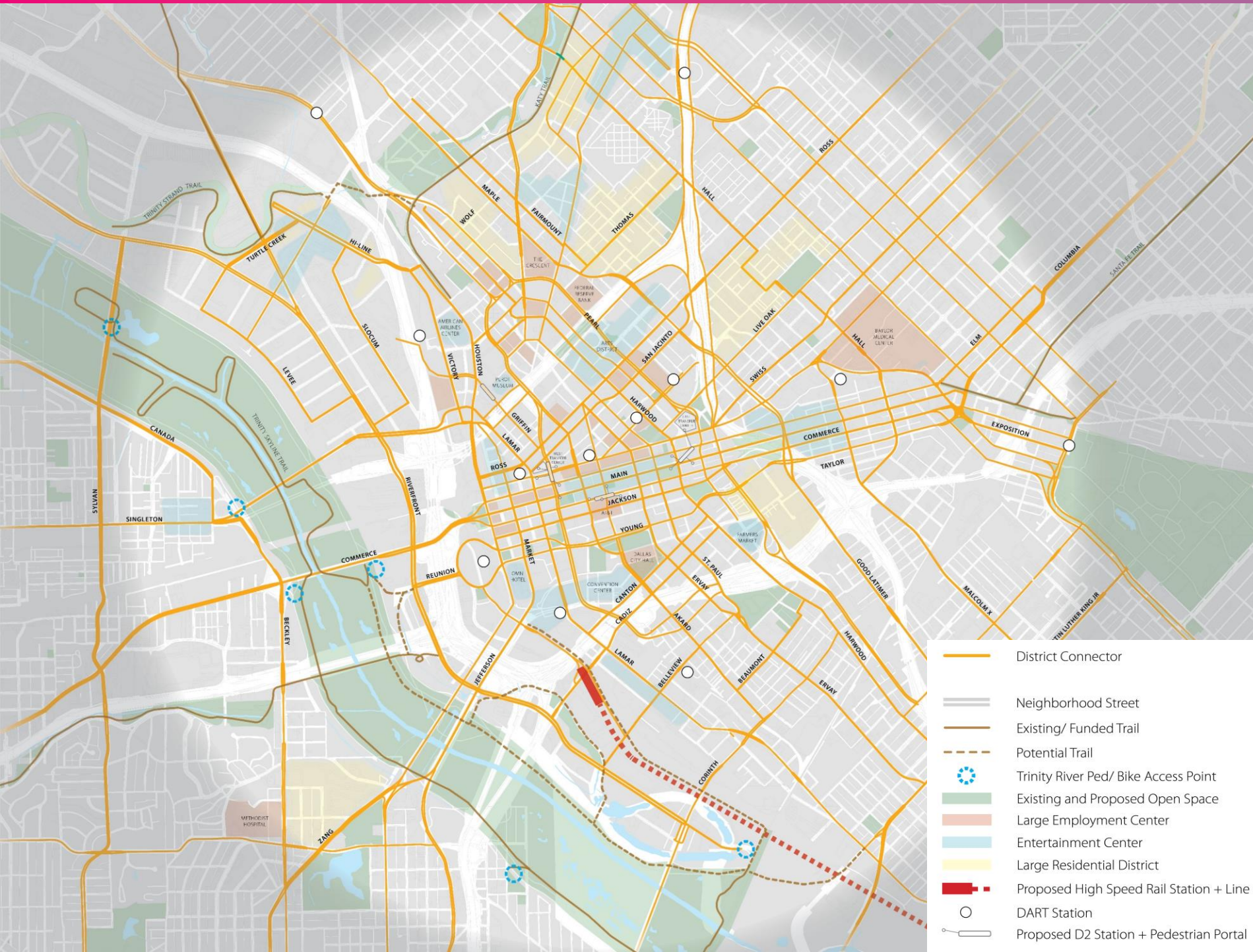
Volume to Capacity Ratio



Appendix C

Multimodal Street Framework

District Connectors and Neighborhood Streets

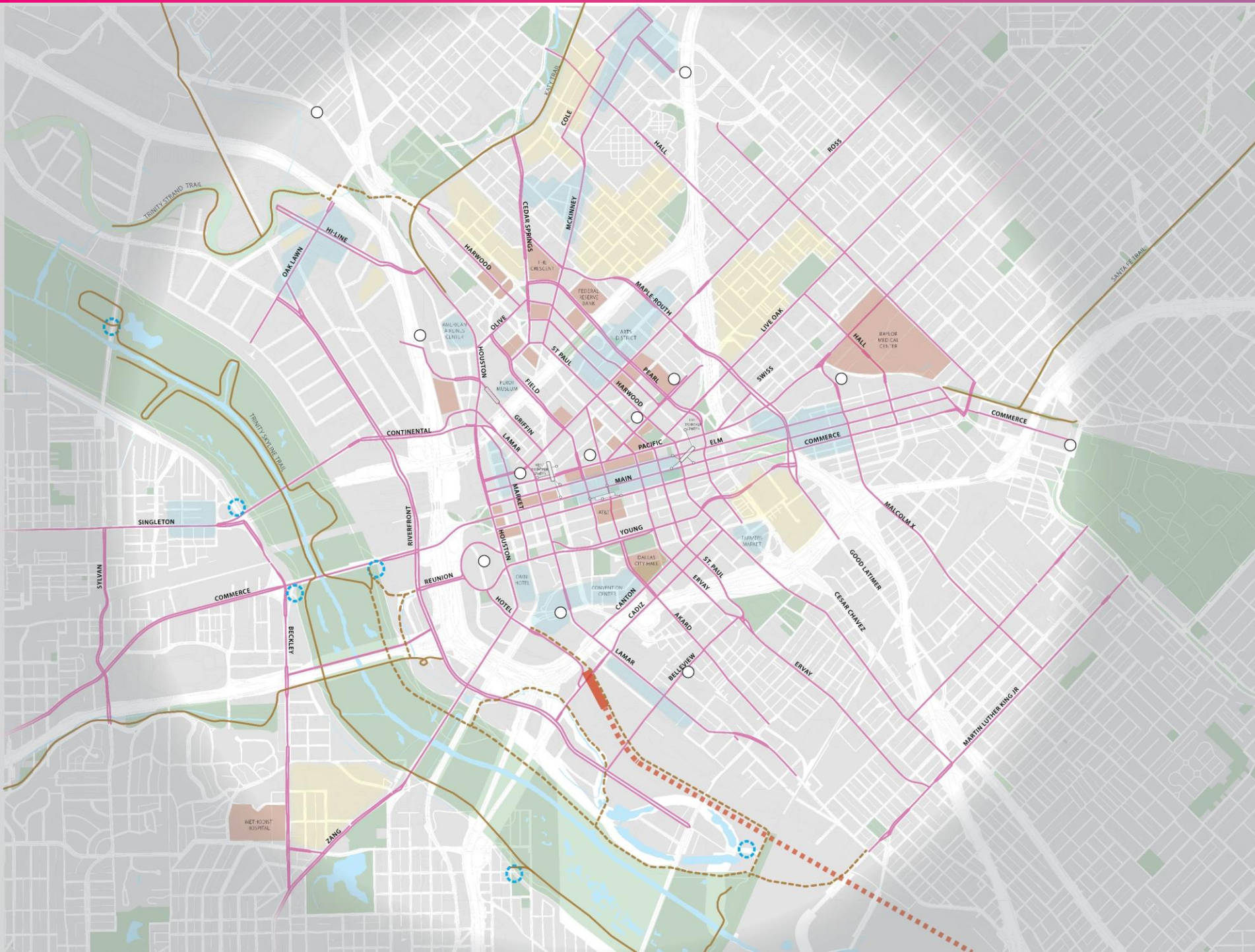


■ Adopt a **multimodal street framework** to guide **street design and operation policy**:

- **District Connectors:** Inter-district multimodal streets serving through traffic
 - Pedestrian
 - Transit
 - Bicycle
 - Auto
- **Neighborhood Streets:** Intra-district multimodal streets serving local destinations

District Connectors: Pedestrian

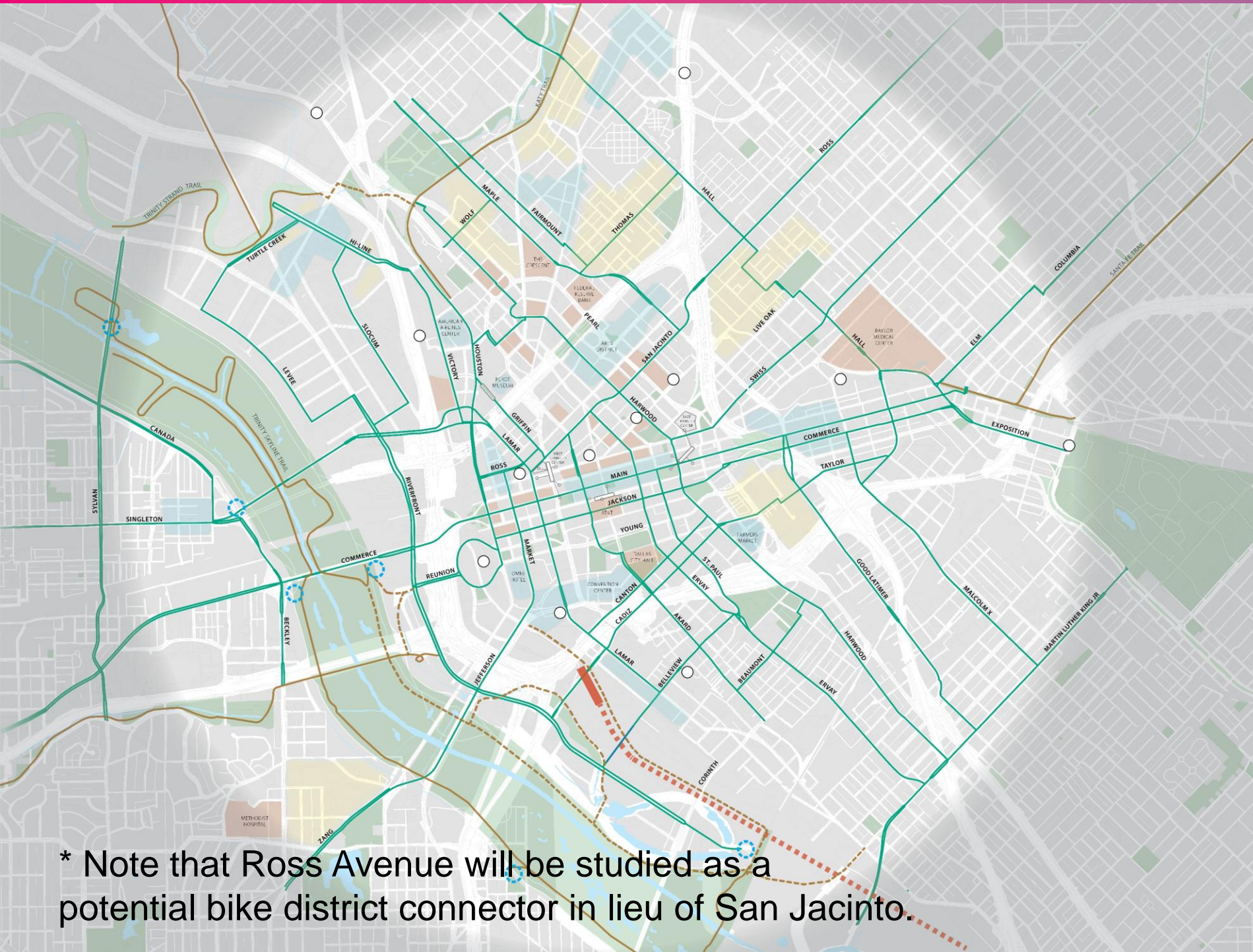
- Corridors warranting a higher standard for pedestrian amenities to link key destinations, transit and trails



- Pedestrian 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: Bicycle

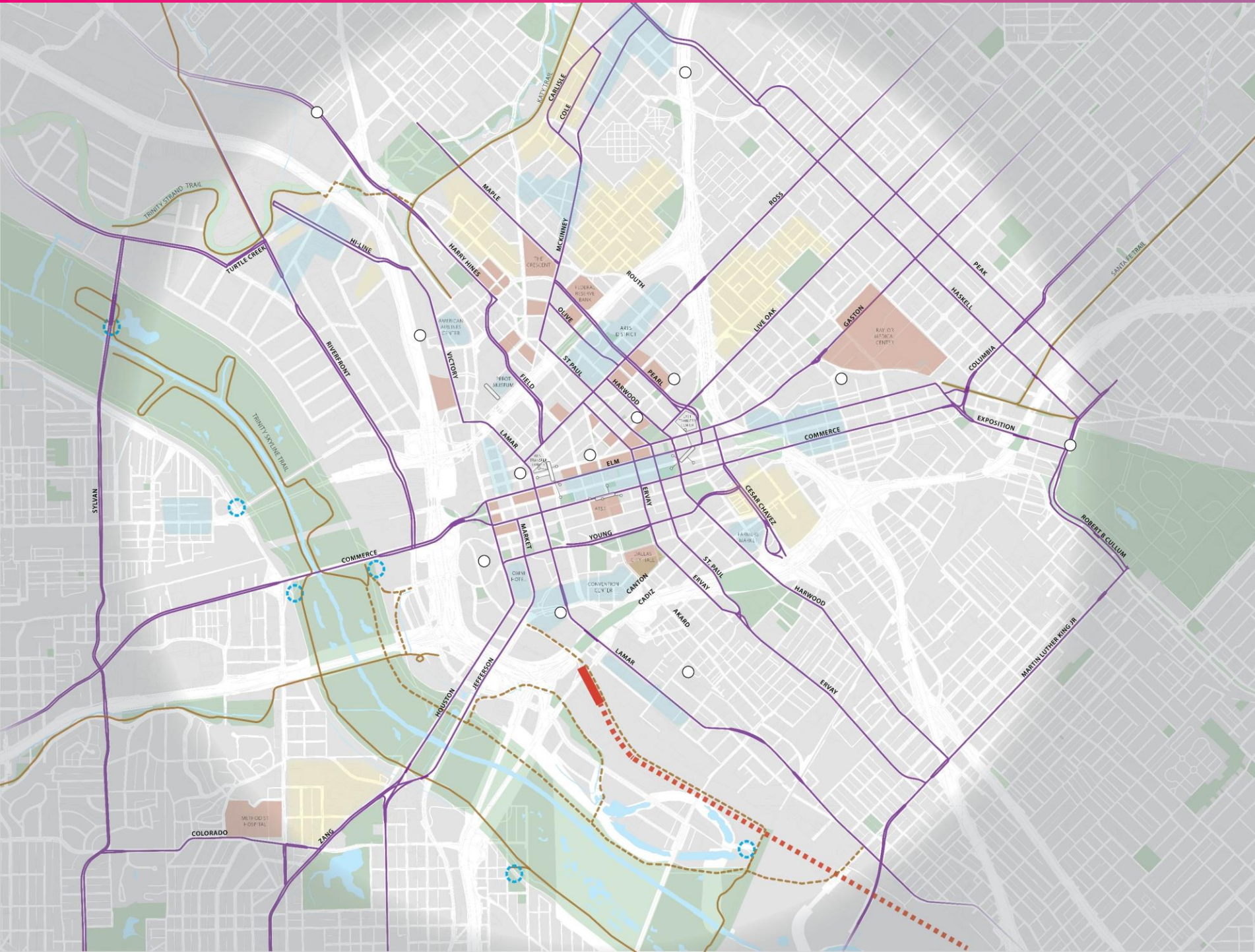
- Corridors needing on-street bike facilities and amenities to connect key destinations, trails, and transit



- Bike District Connector
- Neighborhood Street
- Existing/ Funded Trail
- - - Potential Trail
- ⊙ Trinity River Ped/ Bike Access Point
- Existing and Proposed Open Space
- Large Employment Center
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* Note that Ross Avenue will be studied as a potential bike district connector in lieu of San Jacinto.

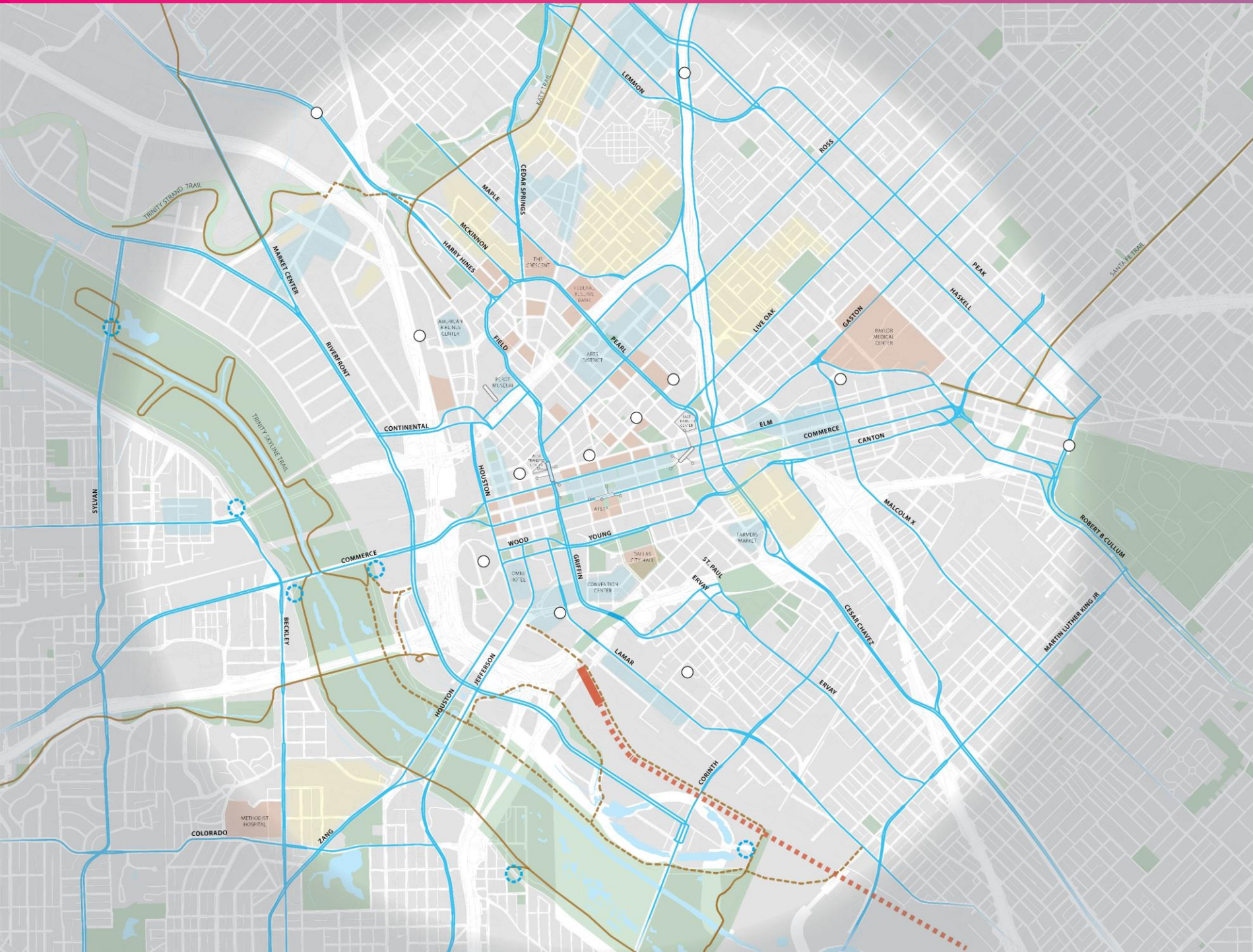
District Connectors: Transit



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

- Transit 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
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District Connectors: Auto



- High volume automobile corridors connecting to freeways and across districts

- Auto 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
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Appendix D

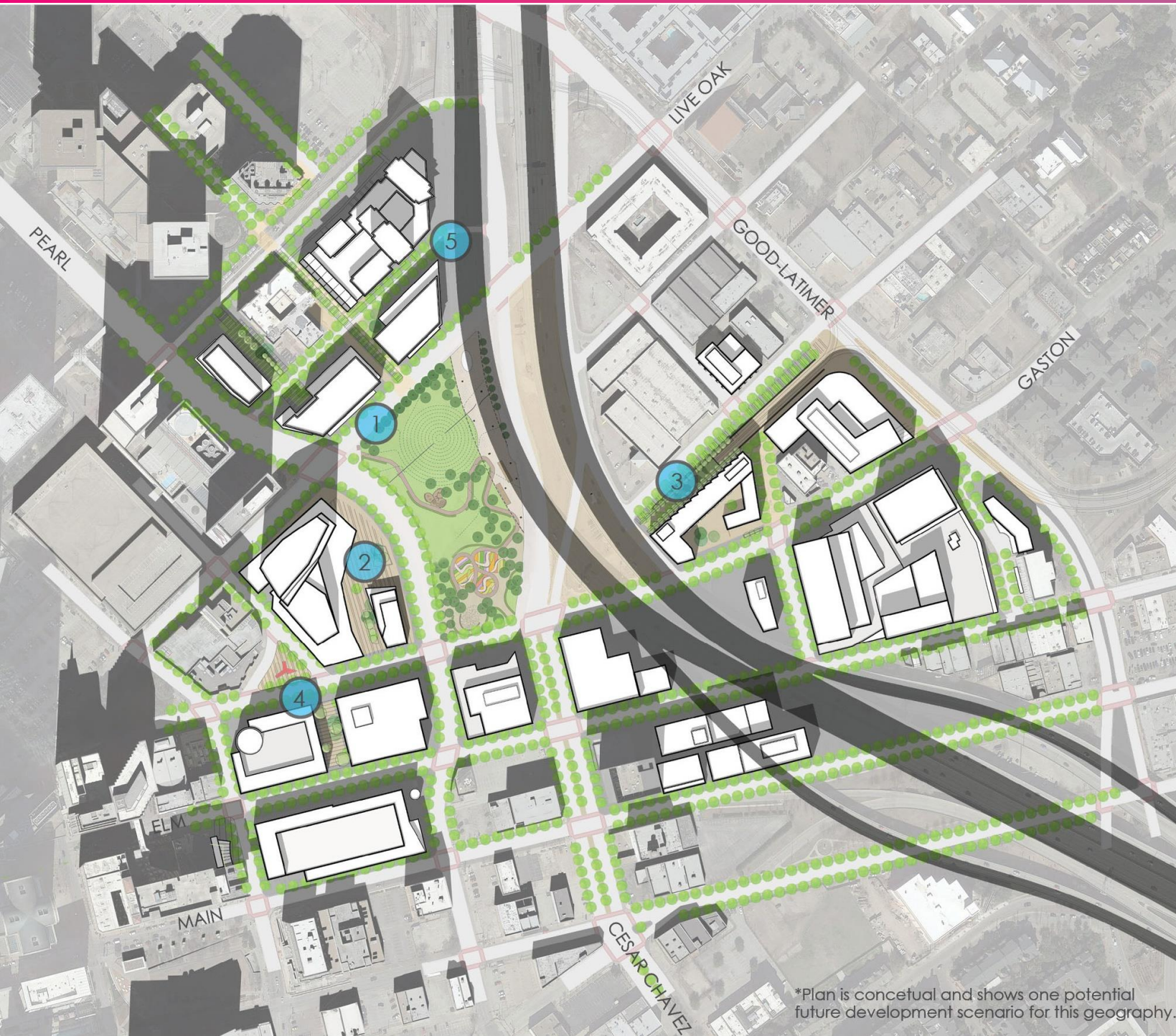
Catalytic Development Areas

Northern West End



1. Enhance connectivity across Woodall Rodgers Freeway.
2. Advance design concepts for Field Street and redesign of the Griffin-Field intersection.
3. Encourage air rights development over the DART train portal.
4. Create a public gathering space over the DART train portal.
5. Investigate near-term removal of the Field street ramp.

Carpenter Park Area



1. Ensure new developments are designed to engage Carpenter Park.
2. Facilitate transit-oriented, mixed use redevelopment of the DART East Transfer Center.
3. Create a multi-purpose trail connection to Carpenter Park from the east.
4. Enhance the Pacific Avenue connection to Pacific Plaza.
5. Investigate near-term removal of the Live Oak ramp.

High Speed Rail Station Area



1. Facilitate redevelopment of Lot E
2. Facilitate a deck park over I-30
3. Create a station access point and civic gathering space at Lamar and Cadiz
4. Strengthen the Lamar Street corridor by encouraging infill development
5. Leverage the High Speed Rail Station development to create an open space amenity along the Trinity River meanders

Western Farmers Market



1. Strengthen Marilla as an east-west pedestrian link.
2. Encourage redevelopment of vacant parcels to create a mixed use, mixed-income neighborhood.
3. Advance Harwood Street design concepts.
4. Work with homeless service providers to improve the relationship of the Bridge with the neighborhood.
5. Facilitate a deck park over I-30.

Arts District



- Collaboration with the Dallas Arts District is underway to amend zoning and replace the Sasaki Plan

AT&T Discovery District



- Ongoing collaboration with AT&T to expand and redesign AT&T corporate campus