



DOWNTOWN
DALLAS INC

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DOWNTOWNDALLAS.COM





DOWNTOWN
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PHOTO CREDIT: JUSTIN TERVEEN

GREAT STRIDES

2016 ANNUAL REPORT





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WHO WE ARE. WHAT WE DO.

Downtown Dallas, Inc. (DDI) is a private, nonprofit organization funded by voluntary membership dues, assessment revenue from the Downtown Improvement District (DID) established in 1992, and through contracts with the City of Dallas for specific projects and programs.

THE DALLAS DOWNTOWN IMPROVEMENT DISTRICT

The DID was created by DDI in June of 1992 to fund important supplemental services and visible improvements to our city center. In 2001, 2005, and 2013, the DID was voted by property owners to be renewed, and has since embarked upon additional initiatives to make Downtown Dallas clean, safe, and fun for the entire community. The DID has been renewed through 2020.

2016 DOWNTOWN IMPROVEMENT DISTRICT EXPENDITURES



40%	Safety
20%	Maintenance
16%	Marketing
12%	Administration
6%	Capital Improvements
6%	Transportation

2016 PRIORITIES

- Public Safety
- Create Vibrant Streets & Public Spaces
- Ensure Great Urban Design
- Promote Positive Downtown Perceptions & Experiences
- Support a Competitive 21st Century Economy
- Diversify & Grow Housing
- Reform the Approach to Parking
- Expand Transit & Realize TOD Potential



PHOTO CREDIT: THOMAS GARZA

MESSAGE FROM DOWNTOWN DALLAS, INC.

The year 2016 was another fantastic one, thanks to our partners, members, board of directors, stakeholders, and the City of Dallas who all played a critical role in moving the heart of our city forward.

At the end of 2016, there were more than 10,000 residents living in the center of Downtown and over 50,000 within the 2.5-mile radius we define as the greater urban core*. And we're not slowing down. In just the first quarter of 2017, 7,600 residential units are under construction and another 6,000 have been announced, which could increase the population to almost 70,000 in the next 12-18 months.

In 2016, we also experienced positive momentum in the office market. According to Xceligent's Office Market Report, net absorption in the core was 173,564 square feet, mostly due to the startups and entrepreneurs that continue to call Downtown Dallas home. In fact, according to CBRE research, there is now almost 300,000 square feet of coworking space, accelerator/incubators, and code academies in the greater urban core. In addition, some notable stories last year included AT&T's announcement that they plan to stay (and expand!) Downtown, Jacobs Engineering is moving their headquarters from California to Downtown Dallas, and Blue Cross Blue Shield Innovation will occupy 25,000 square feet at Factory Six03 as part of the Dallas Innovation District in the West End.

Retail and restaurant industries ended 2016 on a high note as well. Forty Five Ten moved into their new flagship store on Main Street, just in time for the holidays, and we pulled off a successful pop-up retail shop at 1517 Main Street as part of Downtown Wanderland. Fifty-eight restaurants/bars opened last year, and we expect even more activity in 2017; another Downtown anchor already was announced in January, Urban Farmhouse Designs, a 10,000-square-foot home furnishings store, in the Dallas Farmers Market.

There is much to look forward to this year, including the completion and adoption of the 360* plan update, focused on mobility improvements in Dallas' urban core. Building on the transformative strategies from the original plan adopted by the Dallas City Council in 2011, including housing, transportation, urban design, parks, and public space, the 360 update will first set urban mobility principles to guide current and future local, regional, and state planning. Drafted in partnership with more than 40 local organizations and with input from more than 1,000 touchpoints through community partners and stakeholders, those guiding principles include:

*The 360 plan defines a greater Downtown area including many interconnected districts which comprise an approximate 2.5-mile radius from the core.

- Create a balanced multimodal system that can support transit, bicycles, and pedestrians in addition to automobiles.
- Provide a system that does not require a car for short trips, while ensuring that the system is safe, well-lit, comfortable, and accessible for a diverse base of users.
- Improve interdistrict connectivity for all modes of travel.
- Encourage mixed-use, pedestrian-oriented design and development.
- Ensure that both regional and local transportation systems support urban design and livability goals for greater Downtown Dallas.
- Deliver a system that responds proactively to future trends in technology, demographics, and user preferences.

Ultimately, the plan will deliver a tactical roadmap (pun intended) to improve connectivity between our intown neighborhoods, whether walking, biking, using public transportation, or driving, while also delivering vibrancy, continuity, and a sense of place at the street level. Work continues on transportation and mobility issues significant to Downtown like streetcar, bike plan implementation and expansion, the DART second light rail alignment, high-speed rail, and CityMAP. For 59 years, DDI has been dedicated to maintaining an economically and socially vibrant heart of our city. And as Downtown has evolved, so has our mission. The fundamentals of ensuring a clean and safe community will never waiver, yet now we can build on that foundation to foster a multifaceted environment comprised of unique districts and neighborhoods, a range of businesses from Fortune 500 to startups, a diverse base of residents, a thriving arts community, and a variety of distinctive and authentic dining, shopping, and entertainment experiences.

This is our Downtown Dallas.



KOURTNY GARRETT | PRESIDENT & CEO



JOHN CRAWFORD | VICE CHAIRMAN

2016 EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

2016 EXECUTIVE COMMITTEE

Liz Beauchamp, Atmos Energy Corporation
Ted M. Benn, Thompson & Knight LLP
Brian Bergersen, Spectrum Properties, Ltd.
John F. Crawford, Downtown Dallas, Inc.
Douglas Curtis, AT&T Performing Arts Center
Mattia Flabiano, III, Page
Kourtny Garrett, Downtown Dallas, Inc.
Larry Good, GFF Architects
Jim Greer, Oncor

Ted Hamilton, Hamilton Properties Corporation
David Lind, Corgan
Katy Murray, A. H. Belo Corporation
Holly Reed, Texas Central Partners
Randy Robason, Grant Thornton LLP
Jon Ruff, Spire Realty Group
Kristi Sherrill Hoyl, Baylor Scott & White Health
Michael Tregoning, Headington Companies
Jim Truitt, Forest City Residential, Inc.

2016 BOARD OF DIRECTORS

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Adam Bernhardt, Bank of America Plaza
Brandon Bledsoe, Amegy Bank of Texas
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Bill Dunn, BB&T
Kent Eastman, Capital One Bank
Melissa Eastman, Stewart Title
Steve Everbach, Collier International

Justin Fields, The Joule Dallas
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Tara Green, Klyde Warren Park
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Phillip Kingston, City of Dallas
Lee Kleinman, City of Dallas
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Thomas Krueger, Wells Fargo
Marijke Lantz, Billingsley Company
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Andrew Levy, HFF
Linda Maltsberger, Republic National Distributing Co. LLC

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architects, inc. (maa)

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Jerry Smiley, AECOM

Drew Steffen, Hines

John J. Stenger, Hunton & Williams LLP

Jeremy Strick, Nasher Sculpture Center

Kristian Teleki, Matthews Southwest

Gary Thomas, DART

Dmitri Tisnoi, TDIndustries

Shawn Todd, Todd Interests

Matt Tronsdal, The Westin Dallas Downtown

Jonathan Vinson, Jackson Walker L.L.P.

Daniel Waldmann, Tenet
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Steven T. Whitcraft, Turner
Construction Company

Andrew Wright, Energy Future Holdings

Karl Zavitkovsky, City of Dallas

Allan Zreet, Jacobs

2016 MEMBERS

42 Real Estate, LLC
A. H. Belo Corporation
AECOM
Allied Universal Security Services
Alterra International, LLC
Amegy Bank of Texas
American Airlines Center
Andres Construction Services
ARCHITEXAS
Arts District Properties, Inc.
AT&T
AT&T Performing Arts Center
Atmos Energy Corporation
Austin Industries, Inc.
Avison Young
Balfour Beatty Construction
Bank of America Merrill Lynch
Bank of America Plaza
Baylor Scott & White Health
BB&T
Ben E. Keith Company
Billingsley Company
Black Ship Little Katana
Bracewell & Giuliani LLP
Bradley and Bradley Realtors, Inc.
Brook Partners, Inc.
Brytar Companies – Mid-Elm Lofts
Capital One Bank
CBRE
Centurion American Development Group
Charter Investments, LLC.
Chavez Properties/Star Parking
City Electric Supply
Colliers International
Comerica Bank - Texas Market
Comerica Bank Tower
Corgan
Corrigan Properties Inc.
Cousins Properties Inc.
Crescent Real Estate Equities, Ltd./The Crescent
Crescent Real Estate Equities/Goff Capital Partners
Crow Collection of Asian Art
Cushman & Wakefield of Texas, Inc.
D Magazine
Dallas Black Dance Theatre
Dallas Marriott City Center
Dallas Museum of Art
Dallas Public Library
Dallas Regional Chamber
DRG Concepts
Dallas Symphony Orchestra
DART
Deloitte
DLA Piper
Echelon Leadership LLC

ECOM Real Estate
Encore Park Dallas
El Centro College
Energy Future Holdings
EY
Fairfield Realty
Fairmont Hotel Dallas
Farmers Market Development Partners
Federal Reserve Bank of Dallas
Firebird Restaurant Group
Fluellen Cupcakes
Flying Fish
Forest City Residential, Inc.
Fortis Property Group, LLC
Gables Residential
Gensler
GFF Architects
Good Signature Management, L.L.C.
Granite Properties
Grant Thornton LLP
Greyhound Lines, Inc.
HALL Group
Hallett & Perrin, P.C.
Hamilton Properties Corporation
Haynes and Boone, LLP
Headington Companies
HFF
Hilltop Securities
Hillwood/Victory Park
Hines
HKS, Inc.
Holloway Benefits Concepts
Homewood Suites
HPI Real Estate/Ross Tower
HR&A Advisors, Inc.
HRI Properties
Hunt Consolidated, Inc.
Hunton & Williams LLP
Hyatt Regency Dallas
Interstable, Inc.
J.P. Morgan
Jackson Walker L.L.P.
Jacobs
JLL
JTB Advisors
KDC Real Estate Development & Investments
KDFW FOX 4, KDFI 27
KERA
KFK Group
Kimley-Horn and Associates, Inc.
Kirtland Realty Group
Klyde Warren Park
KPMG LLP
Lark on the Park
LAZ Parking

Lincoln Property Company	Thanksgiving Tower
Locke Lord LLP	The Adolphus
Madison Partners, LLC	The Beck Group
Mary Kay Corporation	The City Club
Matthews Southwest	The Drever
Meddlesome Moth	The Freeman Company
merriman anderson/architects, inc. (maa)	The Joule Dallas
MetLife	The Magnolia Hotel
Mudhen Meat & Greens	The Metropolitan at 1200 Main HOA
Munsch Hardt Kopf & Harr, PC	The Real Estate Council
Museum Tower	The Sixth Floor Museum at Dealey Plaza
Nasher Sculpture Center	The Whiting-Turner Contracting Company
Neiman Marcus	Thompson & Knight LLP
NewcrestImage	Time Warner Cable – Business Class
Newt Walker Company	Todd Interests
North Texas Food Bank	Tomlinson-Leis Corporation
Old Red Museum	Tower Club
Olymbec Properties	TracyLocke
Omni Dallas Hotel	Trammell Crow Center
Oncor	Trammell Crow Company
OUTFRONT Media	Turner Construction Company
Page	University of North Texas System
Parks for Downtown Dallas	Uptown Dallas, Inc.
Pegasus Ablon	Victory Park - Victory Plaza Building LP
Peloton Commercial Real Estate	Vinson & Elkins LLP
PlainsCapital Bank	VisitDallas
Platinum Parking	Weber Shandwick
Plaza of the Americas	Wells Fargo
Prekindle	Westdale Commercial Real Estate Investment
RED Development	& Management
Regions Bank	Westin Dallas Downtown
Renaissance Tower - CBRE	Winstead PC
Republic Center	Woodbine Development Corporation
Republic National Distributing Company	World Class Capital Group, LLC
RP Texas Management LLC	Xerox
Rodeo Goat	Worth Ross & Associates, Inc.
Stantec	Xceligent
Sheraton Dallas Hotel	YMCA of Metropolitan Dallas
Shraman South Asian Museum & Learning Center Foundation	Younger Partners
Spectrum Properties, Ltd.	
Spire Realty Group	
Squire Patton Boggs, LLP	
Staffelbach	
Stewart Title	
Strasburger & Price, LLP	
Stream Realty Partners	
T.A.S.K. Powerwashing	
TBG Partners	
TDIndustries	
Tenet Healthcare Corporation	
Texas A&M University-Commerce	
Texas Brand Bank	
Texas Capital Bank	
Texas Central Railway	
Thanks-Giving Square	

PUBLIC SAFETY

DOWNTOWN SAFETY PATROL

DDI works daily to improve the quality of life for Downtown workers, visitors, and residents by ensuring that the neighborhood remains one of the safest in the city. DDI works directly with the Dallas Police Department (DPD), DART Police, El Centro Police, Downtown Security Directors Association, and other public safety organizations to address public safety issues and coordinate efforts. DDI contributes more than \$2 million annually to public safety programs. The Downtown Safety Patrol includes 45 officers patrolling the streets, providing extra eyes and ears for the DPD.

2016 DOWNTOWN SAFETY PATROL PRIORITIES & RESPONSIBILITIES

- Provide friendly and helpful assistance to Downtown employees, residents, and visitors.
- Act as additional eyes and ears for the DPD to maintain a safe and welcoming environment.
- Identify and address public safety needs.
- Approach and request compliance from individuals posing a negative impact on quality of life.
- Maintain an authoritative presence to deter crime.
- Provide current and accurate information.

2016 ACCOMPLISHMENTS

1. Downtown crime has dropped more than 45% in the past five years. Part One crime in Downtown Dallas was down 19% compared to 2015 (a record). The DPD First Watch Unit was staffed effective December 3, 2015, bringing CBD Unit staffing to 100 DPD officers. First Watch officers aggressively enforce Quality of Life (QOL) ordinances. Parks and public areas are checked by DPD officers on foot patrols overnight to ensure Downtown is safe for residents and visitors.
2. Downtown property managers and security directors attended the annual DSDA Property Manager Luncheon sponsored by DDI and Allied Universal. The DPD, Dallas Fire and Rescue, and Dallas Office of Emergency Management staff presented an overview of emergency planning and disaster recovery from critical incidents from the private sector perspective.
3. Downtown Safety Patrol officers completed 1,800 hours of training in 2016. Training topics included First Aid, CPR, AED Certification, Active Shooter Awareness, DPD Crisis Mental Health, and de-escalation techniques.



PHOTO CREDIT: THOMAS GARZA

2016 ACCOMPLISHMENTS CONT.

4. DDI has agreements with Downtown convenience and liquor stores to remove cheap high-alcohol-content beer and wine from stores, making a significant impact on QOL offenses. Alcohol-related offenses are down 60% in areas where high-alcohol-content beer and wine have been removed from liquor and convenience stores.
5. DDI helped fund the 90+ Downtown cameras. The DPD monitors the Downtown cameras 24/7, and investigators review digital videos for incident follow-up investigation and prosecution.
6. Through a partnership with DDI, the City of Dallas, and Oncor, 1,500 lights throughout Downtown are checked on a bi-weekly basis, resulting in more than 90% uptime.
7. DDI advocates at the local, state, and national levels for public policy changes that positively affect public safety, including initiatives such as elevating the punishment for Burglary of a Motor Vehicle (BMV) from a misdemeanor to a felony and enhancing the solicitation (panhandling) ordinance.
8. DPD and the Downtown Safety Patrol aggressively enforced QOL ordinances; violators are not just issued a citation, but are arrested and transported to jail. DPD covert teams are deployed in hot spots to mitigate panhandling offenses.
9. DDI funds equipment for DPD such as bicycles, laptops, and bait-car equipment to help catch BMV offenders. Fifty-eight suspects were captured using bait cars in 2016.
10. DDI funds the Homeward Bound program to reunite over 100 homeless people each year with their families.

PARTNER ORGANIZATIONS

Downtown Emergency Response Team (DERT)

The DPD Fusion Center sends Downtown stakeholders DERT email alerts regarding critical incidents such as power outages, high-rise fires, gas leaks, hazmat spills, and road closures affecting Downtown Dallas.

Downtown Security Directors Association (DSDA)

The DSDA was created to foster an atmosphere of mutual understanding, cooperation, and coordination among security management personnel in Downtown Dallas in the areas of security, crime prevention, and emergency preparedness. Downtown security directors meet on a monthly basis with DPD and DART Police to review security issues, crime trends, and analysis.

West End Crime Task Force

DDI established a task force to address crime and drug activity in the West End, including the West End DART Transfer Station. DPD, County Jail, the Dallas District Attorney's Office,

Safety Patrol, and Criminal Courts work together to remove career criminals from Downtown. Criminals are identified, held on high bond, prosecuted, and issued maximum sentences. In the past, low bonds and plea bargains put career criminals back Downtown within 24 hours. The impact offender initiative ensures career criminals are held on bond and prosecuted (no plea bargains). Part One Crime in the West End was down 24% compared to 2015 (a record).

PUBLIC SAFETY COMMITTEE MEMBERS

Ashley Farha, Hamilton Properties Corporation
Adam Bernhardt, Peloton Commercial Real Estate
Deputy Chief Lonzo Anderson, Dallas Police Department
Martin Cramer, Downtown Dallas, Inc.
Paul Stanford, CBRE
Ted Hamilton, Hamilton Properties
Jim Stockton, Oncor
Assistant Chief Joseph Hannigan, Dallas County Community College
Jeannine Jiral, Downtown Residents Council

PUBLIC SAFETY STAKEHOLDERS AND PARTNERS

Building Owners and Managers Association
Downtown Emergency Response Team
Downtown Residents Council
Downtown Security Directors Association
Farmers Market Stakeholders Association
West End Association
Law Enforcement and Private Security
North Texas Crime Commission
North Texas InfraGard Chapter
Safer Dallas Better Dallas
VisitDallas

CREATE VIBRANT STREETS & PUBLIC SPACES

Maintaining, cleaning, and activating the public space in Downtown is vital to the success of a walkable and vibrant urban core. Elements such as street furnishings, landscaping, activation activities, and special events create a vibrant and active environment. Creating this well-maintained and active public space is a key priority and focus area for DDI.

In addition to building new spaces, it is essential to create a vibrant, walkable Downtown by physically improving and programming our public spaces. From street furnishings, landscaping, and street vending to roving entertainers and special events, DDI places programs that create a sense of place as a top priority.

MAINTENANCE COMMITTEE

The Maintenance Committee provided excellent guidance in the planning and execution of programs to improve the appearance of public spaces. The 2016 Maintenance Committee members were:

Chair: Steve Whitcraft, Turner Construction Company
Brady Lindem, Star Parking
Abraham Carrillo, Crow Collection of Asian Art
Laurie Garcia, One Arts Plaza
Sara Huebner, Millet the Printer
Rob Parks, DART
Joe Piwetz, West End Association
Jeannine Jiral, Downtown Residents Council
Jon Ruff, Spire Realty Group
Mark Ruibal, Farmers Market Stakeholders Association
Dennis Ware, City of Dallas Streets
Ricardo Sinyard, City of Dallas Code Compliance
Phil Erwin, City of Dallas Arborist
Pilla Vasavi, City of Dallas Economic Development
Ann Hamilton, City of Dallas Code Compliance
Paul Thrasher, City of Dallas Park and Recreation
Elizabeth Hart, Downtown Dallas Neighborhood Association



PHOTO CREDIT: THOMAS GARZA

PARKS

- DDI continued to work with the City of Dallas and contractors on the completion of the Browder Plaza reconstruction. Additionally, DDI worked directly with Hamilton Properties on a management and operation plan for the plaza upon opening.
- DDI worked directly with the City of Dallas and Parks for Downtown Dallas on plans for four future Downtown parks. This work encompassed community outreach, design input, and input related to long-term, sustainable maintenance, events, and programming plans. DDI continued to permit and manage all events at eight Downtown parks.
- DDI worked directly with the City of Dallas and consultants to finalize design plans for renovations to the playground and dog run at Main Street Garden. Additionally, DDI has money reserved to fund 50% of the construction cost for the renovation of the playground area.
- Small scale activations and events produced and funded by DDI were substantially increased in 2016. Events such as movie nights, bingo, scavenger hunts, and game nights were well received.

MAINTENANCE AND CLEAN TEAM ACCOMPLISHMENTS AND HIGHLIGHTS

- The Clean Team continued to use a smartphone-based tracking system to log their daily activities. Over 20,000 tasks and 16,000 photographs were logged into the system in 2016.
- The Clean Team continued to water trees planted throughout Downtown. Through this work, and a milder summer, only two trees were lost during the summer.
- DDI worked with the Dallas Arts District and adjacent property owners to fund designs and construction of new plantings in the Routh Street median.
- DDI worked with Dallas Fire Rescue and a private landscape architect to fund the redesign of landscape and open areas around Fire Station 13 (Ross and Griffin).
- 16 new, custom-designed and fabricated tree grates were installed along Main and Houston Streets.
- DDI funded the planting of over 30 new trees in Downtown.

CLEAN TEAM TASKS



Picked up 2,608 cubic yards of litter from Downtown streets—that's enough to fill 17 eighteen wheelers!

Repaired 47 trash receptacles.



Removed 1,759 pieces of graffiti from public spaces.



Trimmed 565 trees throughout Downtown.



Provided more than 176,000 plastic bags to collect dog waste in 14 stations in parks and other high-traffic areas.

CLEAN TEAM TASKS CONT.



Pressure washed 2.7-million square feet of sidewalks and park space (equivalent to 61 acres).



Hand-watered trees 5,600 times.



Mowed over 60 acres of grass.



Provided public or business assistance 527 times.

BIKE PLAN

- DDI continued to purchase and install bike racks in high-traffic locations or locations requested by stakeholders or business owners.
- DDI continues to work with the City of Dallas and others on securing funding and a long term operational model for bike share.
- The DDI Clean Team works to ensure all bike lanes and facilities in Downtown are free of litter and debris.

Street furnishings:



Installed 10 new bike racks throughout Downtown.



DDI installed 20 new trash receptacles.



DDI ordered two new trash receptacles to test as a pilot program for additional options for trash receptacles.

ENSURE GREAT URBAN DESIGN

A transformative strategy of the 2011 360 plan, ensuring great urban design is a goal set for current and future development to interact with, facilitate, and encourage an urban environment.

STREETS

Thoroughfare Plan Changes

DDI worked with City staff and stakeholders on many proposed operational changes to streets in Downtown. These changes continue to respond to both the 2011 360 plan and the update to the 360 plan promoting safer streets for pedestrians and cyclists. Additional work and planning related to Downtown streets is a key component of the 360 plan update. For additional information, please see pages 33-36.

Streetscape Projects

- DDI continued to work with the City of Dallas and its design consultants to ensure City-funded projects within the Downtown Improvement District (DID) conform to the 360 plan. Projects in the planning and construction stages influenced by the 360 plan included Lamar Street, Griffin Street, and Browder Plaza enhancements in 2016.
- DDI also worked with private developers by reviewing plans and recommending site furnishings and materials conforming to the 360 plan. DDI provided site furnishings and tree-planting grants to private developers and owners.

URBAN DESIGN PEER REVIEW PANEL

Through the recommendation in the 2011 360 plan, the Urban Design Peer Review Panel (UDPRP) continued to review and influence projects throughout the city. DDI worked directly with City staff, developers, architects, and Panel members to ensure projects in Downtown complied with 360 and fit within the context of Downtown. The UDPRP continues to be a voice for great urban form and context-sensitive design.



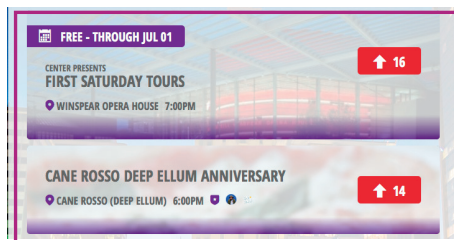
PHOTO CREDIT: JOSEPH HAUBERT

PROMOTE POSITIVE DOWNTOWN PERCEPTIONS & EXPERIENCES

DDI strives to keep Downtown friends and stakeholders informed of breaking news, development plans, and special events through various communication channels, including social media, newsletters, blogs, websites, media relations, special publications, and printed collateral.

2016 MARKETING & COMMUNICATION PRIORITIES AND ACCOMPLISHMENTS

1. DDI's online, user-friendly, and comprehensive events calendar, events.downtowndallas.com, powered by Do214, continues to be successful. Traffic for the site has increased from 2,483 visitors in 2015 to 4,601 visitors in 2016, with a total of 3,878 new users.



2. A large portion of 2016 focused on continuing the process of updating the 360 plan, which was originally adopted in 2011. This included a complete overhaul of the 360 website, a collaborative effort between DDI and TracyLocke. By updating the 360 site, we are able to make the process of updating the plan a truly cooperative one between DDI, the City of Dallas, and residents, businesses, and interested persons by posting blog entries to garner feedback, a calendar of 360 events to attend, and many informational sections on the plan itself and the neighborhoods it encompasses.



3. John Crawford continued to be a featured contributor to D Real Estate Daily.

4. Likes and follows on social media are up!



Up 36%

/DtownDallasInc



Up 38%

@DtownDallasInc



Up 172%

@downtown_dallas



Up 40%

Downtown
Dallas, Inc.



Up 34%



Up 96%

ONGOING EFFORTS AND COMMUNICATIONS

Downtown Monthly

A bimonthly newsletter that keeps subscribers up-to-date on news and announcements about topics like economic development, key policy changes, member news, and upcoming events.

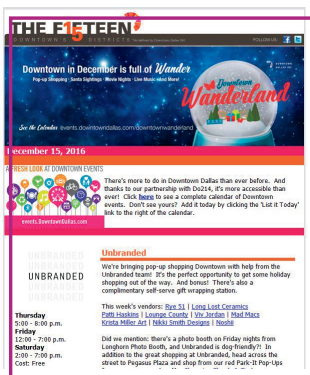


Number of subscribers:
(as of 12.31.16)

13,618

The Fifteen

A bi-monthly newsletter highlighting upcoming events and the hottest new openings in the 15 Downtown districts, as defined by the 360 plan.



Number of subscribers:
(as of 12.31.16)

13,706

SPECIAL PUBLICATIONS AND COLLATERAL



MEDIA RELATIONS

DDI and many of its members and stakeholders received significant positive coverage in 2016 from our friends in the media. In 2016, there were over 470 positive media stories featuring Downtown Dallas or DDI.

"Downtown Dallas: A Turnaround Built on Parks, Arts, and People"

UrbanLand

"Why You Need to Know Kourtny Garrett"

D Magazine

"What's Next for the Dallas Farmers Market?"

Bisnow

"Inside the Most Beautiful Store Ever to Open in Dallas: Forty Five Ten on Main"

CultureMap Dallas

"Is Downtown the New Uptown? A Chat with the New Head of Downtown Dallas, Inc."

D Magazine

"Downtown Dallas' Biggest Economic Evangelist Kourtny Garrett Can Make You a Believer"

The Dallas Morning News

"Kourtny Garrett Named New President of Downtown Dallas"

Bisnow

"All The Reasons Downtown Dallas is one of the Best Neighborhoods to Dine"

CultureMap Dallas

"Downtown Dallas Holiday Pop-up Brings in Cool New Brands to shop"

CultureMap Dallas

EDUCATION

More than 30 schools are located in the greater Downtown area, with many being award-winning institutions of all levels. Uplift Education and the Pegasus School for Liberal Arts and Sciences offer elementary, middle, and high school options, in addition to innovative Dallas Independent School District programs such as Middle College High School and the award-winning Booker T. Washington High School for the Performing and Visual Arts. And in 2017, Downtown will boast its first public choice school opening, CityLab High School. Higher education is also a growing sector of Downtown's base. Texas A&M University - Commerce has expanded its presence in Downtown, as well as the University of Texas Arlington. El Centro was the first college of the Dallas County Community College District (DCCCD) to offer a nursing program and has established relationships with several top-notch hospitals in the Dallas area. It is also the only college within DCCCD that offers a Food & Hospitality Program. UNT Law School is in its second year located Downtown.

COMMUNITY

DDI continues to engage with community groups and associations supporting the Downtown districts.

Victory Park
Dallas Arts District
Deep Ellum Community Association
Design District

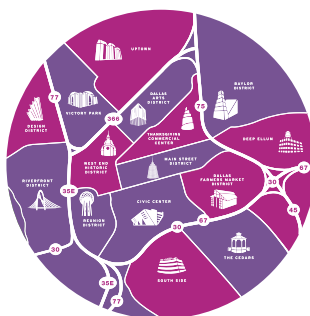
CEDARS NEIGHBORHOOD ASSOCIATION
CBD Neighborhood Coalition

Uptown MAIN STREET MERCHANTS ASSOCIATION
Dallas, Inc. West End Association

Deep Ellum Foundation

Downtown Residents Council
Downtown Dallas Neighborhood Association

Farmers Market Friends



Dallas Farmers Market
Stakeholders Association

ONE ARTS PLAZA

SUPPORT A COMPETITIVE 21ST CENTURY ECONOMY

Downtown Dallas significantly contributed to the robust North Texas economy throughout 2016, with a number of developments breaking ground, new investment flowing into the market, and companies of all sizes recognizing the value of a Downtown address. At the end of 2016, more than 100 projects were either under construction or announced to break ground in 2017. For a list of each project, visit www.downtowndallas.com, Doing Business.

Since 1999, the Downtown Connection TIF and the City Center TIF have invested \$376 million in projects now valued at \$1.5 billion. In the core, taxable property values increased by 11% between 2015 and 2016.

JOB GROWTH

Thousands of new jobs were created Downtown in 2016, with more on the way. Renewals, expansions, and relocations contributed greatly to Downtown's overall occupancy statistics. According to Xceligent's Office Market Report, net absorption in the core was 173,564 square feet in 2016. Some of the highlights of Downtown activity include:

- **Jacobs Engineering Group Inc.** announced that they will move their global headquarters from Pasadena, California, to the Harwood Center at 1999 Bryan Street, leasing a total of 100,00 square feet and adding more than 100 jobs in the Downtown core.
- **AT&T** elected to invest millions of dollars on their Akard Street headquarters and intends on adding more than 1,000 new workers Downtown over the next few years. Plans include upgrades to pedestrian areas and plazas, and adding landscaping and lighting in addition to other features.
- The *Dallas Business Journal* reported in July that the German cloud solutions and software company **Comparex USA Inc.** would be moving into the 19th floor at 600 N. Pearl. The company plans to bring more than 200 new jobs to Downtown.

ACCORDING TO THE 2017 DALLAS BUSINESS JOURNAL BOOK OF LISTS, DOWNTOWN IS HOME TO:

- 20 of the top ranked (by revenue) public and private companies in North Texas
- Eight of the 10 largest advertising and marketing firms
- Five of the top 25 employers
- 12 of the top 16 largest patent law firms
- Seven of the 10 largest North Texas accounting firms
- 24 out of the 25 largest law firms in North Texas
- Eight out of the top 15 largest architectural firms in North Texas
- 13 out of the top 25 largest commercial property managers

COWORKING

Coworking space grew significantly throughout Dallas in 2016. In the greater Downtown area alone, there is currently almost 300,000 square feet of coworking office space in a variety of buildings throughout the community. With attractive pricing, professional office amenities, and great locations, coworking offices continue to lure entrepreneurs, remote employees, travelers, and more. Downtown is home to multiple coworking spaces, including The Dallas Entrepreneur Center, Common Desk, Fort Work, GeniusDen, Level, The Grove, and Kowork, with more on the way.

LEASES/RENEWALS/ANNOUNCEMENTS

Drever Capital Management purchased the 1.3 million-square-foot former bank tower at 1401 Elm and began renovation, boasting the 225-room Thompson hotel, 335 apartment units, and up to 25,000 square feet of new retail and other amenities. According to the *Dallas Morning News*, "To obtain millions of dollars in historic tax credits, Drever and local partner Bryan Dorsey have made the development more of a restoration, retaining original features of the tower's exterior." The project is scheduled to open sometime in 2018.

Chase Tower at 2200 Ross sold to Fortis Property Group LLC for an estimated \$285 million. The recently renovated 55-story skyscraper was built in 1987 and houses 1.3 million square feet of class A office space. Stream Realty Partners has been hired to lease the structure. In an interview with the *Dallas Morning News*, Stream managing director, J.J. Leonard, said, "We are planning on doing some updates and adding some food options and reorienting the building's front door more toward Ross Avenue."

Union Investment Real Estate of Hamburg paid just over \$500 dollars per square foot for 2000 McKinney in Uptown, according to the *Dallas Morning News*. The nine-year-old, 21-story building was fully leased at the time of the sale.

LEASES/RENEWALS/ANNOUNCEMENTS CONT.

The 436,253-square-foot, 17-story One Victory Park at 2323 Victory Avenue sold to Clarion Partners.

17Seventeen McKinney broke records in 2016, selling for more than \$510 per square foot to the Gaedeke Group. The six-year-old, 361,000-square-foot office building was 98% leased at the time of the sale.

Centurion American Development Group continues its renovation of the historic Statler Hotel. With an opening scheduled for early 2017, Pinnacle Living has been preleasing apartments with the first residents moving in Q1 2017. Plans including a 24-hour diner and a retro lounge with live music will add to the already vibrant dynamic around Main Street Garden. The 164-room hotel will be managed by Hilton and is scheduled to open later in 2017 with more retail and amenities to come.

Adjacent to the Statler, a 90,000-square-foot former Dallas Public Library will be occupied by the *Dallas Morning News*. The new, modern office space will feature fewer permanent assigned workstations vying instead for communal spaces for employees who mainly work remotely. The office will also showcase a test kitchen, gym, and TV studio according to an article in the *Dallas Morning News*.

In June of 2016, Dallas Mavericks owner Mark Cuban purchased 14 acres in the Design District. In October, he unveiled a plan to build a new practice facility, bringing his total investment to around \$70 million dollars.

Ernst & Young signed a lease for a 31,000-square-foot space in Renaissance Tower in July.

HRI Properties' Mayflower Building opened in late 2016, offering over 200 new luxury apartments near the heart of Downtown.

The Butler Brothers Building at 500 S. Ervay opened in mid-2016 and began leasing their 238 apartment units. The other half of the project, a dual-branded Marriott Hotel, will open in 2017. It will include a Fairfield Inn and TownPlace.

Construction continues at Matthews Southwest's much-anticipated old Dallas High School site. The 110-year-old building is being restored and transformed to house 66,000 square feet of office and 26,000 square feet of retail. Architecture and design firm Perkins + Will leased 35,200 square feet in the old Dallas High School building. The firm will move into the renovated structure upon its completion.

Coworking giant WeWork has leased 84,000 square feet at Thanksgiving Tower located at 1601 Elm Street in the Main Street District. WeWork also leased 44,530 square feet at 1920 McKinney in Uptown.

PwC leased 220,165 square feet in Park District located at 2121 Woodall Rodgers Freeway.

Legal firm Vinson & Elkins leased 80,604 square feet at The Union in Uptown.

Also in Uptown, the full service marketing agency, Publicis Hawkeye, leased 31,400 square feet at the Quadrangle.

Dallas County leased 136,083 square feet in Renaissance Tower located in the Main Street District of Downtown.

In June, Health Wildcatters, the health care company incubator, leased 16,454 square feet at 1910 Pacific.

Dallas County Community College leased 55,562 square feet at One Main Place.

Compass Professional Health Services leased 58,000 square feet in Bank of America Plaza.

The global law firm Greenberg Traurig leased 43,577 square feet at Chase Tower.

Regus leased 62,631 square feet at 1919 McKinney Avenue for Spaces Dallas.

Law firm Akerman signed a lease for 27,277 square feet in the Trammell Crow Center at 2001 Ross in the Dallas Arts District.

In late 2016, Blue Cross Blue Shield of Texas announced that they would be relocating their innovation division to 25,000 square feet of Granite Properties' West End remodel of Factory Six03.

Forty Five Ten opened its new 37,000-square-foot flagship store at 1615 Main Street.

AT&T announced they will keep their headquarters and spend millions on redeveloping the campus. They will also add 1,000 jobs.

For a complete list of current developments in the greater Downtown Dallas area, visit downtowndallas.com, Doing Business, Current Developments.



DIVERSIFY & GROW HOUSING

11,000 residents live in Downtown and 50,000 live within a 2.5-mile radius of Downtown. Occupancy remains strong. In the core, stabilized rental properties quote occupancy rates of more than 95% according to MPF Research.

The Downtown resident is primarily of the young professional demographic between the ages of 25—36. However, an empty nester component is also present as more Baby Boomers look to downsize and transition into an urban environment. There is also a growing sector of families.

At the end of 2016, more than 7,600 units, including 2,085 in the urban core, were under construction and 6,000 units announced in the 15-district Downtown area (as defined by the 360 plan). Units range from rentals and condos to lofts, luxury apartments, and townhomes. These units will translate to an estimated additional 16,000+ residents.



REFORM THE APPROACH TO PARKING

As defined in the 2011 360 plan, reforming the approach to parking entails improving parking supply, demand, and ease of use (wayfinding, rates, technology, and management) as well as addressing public perception and the integration of mass transit, pedestrian improvements, and alternative transportation modes. Parking continues to be a focus in the update to the 360 plan. For additional details on this work, see pages 33-36.

In the past year, several steps forward have been made including:

- DDI created a parking inventory GIS map and inventory to track total number of spaces, cost, and location.
- DDI worked throughout the year with City staff, property owners, and various stakeholders on on-street parking and valet issues throughout Downtown.



PHOTO CREDIT: JUSTIN TERVEEN

EXPAND TRANSIT & REALIZE TOD POTENTIAL

The 2011 360 plan sets a goal to accelerate the transition toward a balanced, multimodal transportation system that embraces and equalizes the importance of light rail, streetcar, pedestrian, bicycle, and automobile mobility. The continued success of Downtown is contingent upon accommodation of all modes of transportation that allow the spontaneity, freedom, and accessibility that only an urban environment can provide. In 2016, mobility issues and planning became the focus for the 360 plan. For more information on that work, please see pages 33-36.

DDI MOBILITY COMMITTEE

The DDI Mobility Committee continued to play a pivotal role in mobility-related issues in 2016. Chaired by Allen Zreet with Jacobs Engineering, the Committee's voice, and technical expertise helped influence the 360 plan update, DART D2 discussions, and the central streetcar planning work.

D-LINK

DDI, the City of Dallas, and Dallas Area Rapid Transit (DART) continued to fund D-Link in 2016. D-Link is a free entertainment shuttle that provides transportation to most major destinations in and around Downtown Dallas—from the Kay Bailey Hutchison Convention Center to the Main Street District, the Dallas Arts District, the West End Historic District, Klyde Warren Park, and began service in 2016 to the Dallas Farmers Market. The bright magenta-branded D-Link buses run every 15 minutes from 11:00 a.m. to 11:30 p.m., Monday through Saturday. With the opening of the Bishop Arts streetcar extension, the D-Link route was modified in 2016 to avoid duplicating service.

D2

DDI recognizes the importance of a second DART light rail line running through Downtown, and actively worked in 2016 to further D2 planning and implementation. In 2016, DDI worked with DART, property owners, stakeholders, elected officials, and City staff on alignment selections and recommendations through participation on multiple D2 advisory and technical committees. Work continues on this important project to ensure this significant regional asset is planned and implemented in the best interest of Downtown Dallas.

MCKINNEY AVENUE TROLLEY EXTENSION

The McKinney Avenue Trolley extension was completed in 2015. Downtown workers, visitors, and residents continued to utilize the McKinney Avenue trolley as a viable transportation option to connect popular destinations in Downtown and Uptown.

OAK CLIFF – DOWNTOWN STREETCAR

The extension of the Oak Cliff Streetcar into Bishop Arts opened in 2016, providing yet another transportation option to/from Downtown. DDI worked through 2016 with both DART and the City of Dallas staff to advocate for the advancement of the expansion of the streetcar through the Main Street District.

HIGH-SPEED RAIL

In 2016, DDI continued to work with Texas Central Railway, the company proposing to construct and operate a high-speed train between Downtown Dallas and Houston. Major focus for DDI has been to collaborate on station location, design, and the connection of the station to the surrounding areas. This work was also part of the update to the 360 plan.



DOWNTOWN DALLAS 360: FORWARD MOMENTUM

Originally adopted in 2011, the 360 plan addresses several transformative strategies critical to urban redevelopment including housing, transportation, urban design, parks, and the public realm. It introduced the importance of the 15, the greater Downtown area as a series of districts, all with unique attributes and offerings that are part of a greater whole serving as urban Dallas.

Out of 67 action items in the original plan, the majority of the items are marked as complete. Just since spring of 2011, the landscape Downtown has significantly changed, resulting in today's unprecedented interest in the area. Therefore, Downtown Dallas, Inc., the City of Dallas, and a number of partner organizations and neighborhoods embarked again on the planning process to evolve 360 into strategies relevant for the next five years.

Phase 1 included over 1,000 community touchpoints to gather input. Phase 2 builds upon the extensive public engagement and district analysis results completed in phase 1, which ultimately prioritized the focus on mobility. Phase 2: Mobility focuses on true multimodal mobility within the 360 geography, particularly for bicycles and pedestrians that can be used to complete the short trips (trips within the urban core versus through the core or commuter trips). It also applies a comprehensive approach to mobility planning, advancing a network that both connects housing to jobs and essential services as well as celebrating place and supporting economic development. Input from Phase 1 unequivocally focused on the need for mobility for all modes of transportation. Ultimately, the results of this phase of work are intended to lead to updating the City of Dallas Thoroughfare Plan for the 360 project area.

INPUTS: PAST AND PRESENT

There are several existing plans and projects this phase of the 360 plan incorporates or will propose to modify, including: the 1993 Thoroughfare Plan that regulates collectors and arterials throughout the entire city of Dallas (except for road connections inside the Central Business District (CBD)); the 2005 Central Business District Transportation Plan that provides direction on roadway connections within the CBD; the 2011 360 plan; and the Phase 1 Granular Assessments that provide a framework for looking at mobility through a series of District Connectors located within the 360 planning area.

URBAN MOBILITY PRINCIPLES

Urban mobility principles were developed as part of the update to guide mobility and circulation planning. These principles provided guidance on the selection of the District Connectors and are the basis for the street typology (the elements and general design parameters for street design) and traffic performance measures (how the system will be tested). The urban mobility principles are:

- Create a balanced, multimodal system that can support transit, bicycles, and pedestrians in addition to automobiles.
- Provide a system that does not require a car for short trips, while ensuring that the system is safe, well-lit, comfortable, and accessible for a diverse base of users.
- Improve inter-district connectivity for all modes of travel.
- Encourage mixed-use, pedestrian-oriented design and development.
- Ensure that both regional and local transportation systems support urban design and livability goals for Greater Downtown Dallas.
- Deliver a system that responds proactively to future trends in technology, demographics, and user preferences.

These principles are focused on developing a system that functions for all users, not just for automobiles. The circulation network must be safe for everyone to get around, whether that is by foot, bike, or transit in addition to the automobile. These principles, vetted through the Downtown 360 Steering Committee and community stakeholders, guide how the overall network should be managed and is a significant change to how the 360 area street system is managed today. It is also intended that these principles will become a unified statement for the City of Dallas to guide all local, regional, and state projects that impact our urban center.

SELECTING A DISTRICT CONNECTOR NETWORK

The District Connector Map identifies potential connectors throughout the 360 planning area that meet the intent of the urban mobility principals. These connectors are critical for meeting the circulation needs in the 360 planning area, each functioning as part of the system in addition to providing specific mobility needs by mode, depending on how they are classified. These are corridors that, with improvements, will better connect our neighborhoods and link housing to jobs, education, and essential services like healthcare and grocery stores. The following selection criteria were used to identify roads within the District Connector network:

- Improving streetscape and mobility supports catalytic development
- Streetscape changes can overcome physical and perceptual barriers
- Supports ongoing and proposed public projects
- Connects two or more districts with more than one travel mode
- Provides sufficient existing right-of-way for multimodal travel options
- Allows improvements to be phased in along the connector
- Supports new employment and affordability housing opportunities
- Connects major public and private investments with housing and destinations
- Bolsters district identity.

District connectors are major streets within the 360 planning area and should be designed according to the measures identified in the City of Dallas Complete Streets Manual. However, not all streets can serve every mode effectively. Available right-of-way, surrounding land uses, speed, and travel mode already inform who they serve. The next steps of the circulation and design analysis will consider the circulation system's performance and potential modifications and identify specific design treatments.

STREET CLASSIFICATIONS

The District Connector designation provides the umbrella of major streets within the 360 area. The Urban Mobility Principles are clear in the need to provide for all modes, doing that within existing right-of-way. District Connectors apply to streets that form the backbone of the circulation system and are essential for facilitating movement through, in, and within the area.

District Connectors are broken into three sub-classifications: Transit, Auto, and Bike.

District Connector: Transit Classification

Applied to existing streets with current and future transit, either within existing travel lanes or in dedicated transit lanes. These streets vary in their rights-of-way but share the unique objective of accommodating buses, streetcar, and light rail along with other modes of travel.

The District Connector: Transit Classification should:

- Serve as primary transit connections between districts
- Emphasize bus, streetcar, and light rail usage while accommodating shared-lane capacity for buses, autos, and bicycles where appropriate
- Provide generous landscaping and street tree canopies to complement parks, plazas, and open spaces along their routes. A safe and inviting pedestrian environment is critical.

District Connector: Auto Classification

Applied to streets that prioritize automobile circulation, these streets generally function as the primary gateways into and out of the area and provide access to freeways. They form the backbone of the automobile circulation system.

Auto Connectors should:

- Provide primary automobile connections between districts and to the freeway system
- Improve physical and psychological connections between districts on either side of the street through consistent treatment, enhanced design, and public art installations
- Carry vehicular through-traffic to access freeways and adjacent districts and neighborhoods

- Accommodate multiple modes, including pedestrian, bicycle, bus, streetcar, and automobile as needed
- Incorporate innovative treatments to accommodate alternative modes at key intersections.

District Connector: Bike Classification

Applied to streets with existing, planned, and proposed bike facilities, these streets focus on bicycle mobility and frequency with automobile and transit mobility still possible but de-emphasized. These streets provide a separated, five-to-six-foot lane for cyclists, with a buffer that varies from three to four feet.

Bike Connectors should:

- Serve as primary bicycle connections between districts;
- Emphasize high-quality bicycle facilities to encourage use while allowing automobiles and transit, as applicable, to function;
- Provide safe routes for cyclists at all journey points, especially at intersections through better visibility and signage;
- Incorporate innovative treatments to accommodate alternative modes at key intersections; and
- Provide generous landscaping and street tree canopies to complement parks, plazas, and open spaces along their routes.

Neighborhood Street Classification

Applied to streets that are not District Connectors, these streets emphasize intra-district connectivity and link to District Connectors.

These streets provide for multiple modes of transportation but should:

- Emphasize pedestrian and bicycle mobility;
- Prioritize pedestrian safety and comfort;
- Reflect the character and intent of immediate surroundings; and
- Support neighborhood residential and commercial uses through on-street parking, landscape variations, and active sidewalks.

NEXT STEPS

The project team is beginning to model the District Connector system to determine what effects the proposed modifications would have on the multimodal system. Several scenarios will be tested that consider degrees of changes, from leaving the circulation system as is to significant changes that could include road diets and pedestrian enhancements, one-way to two-way conversions, and extending the bicycle network throughout the area. DDI and the City have also developed a new model input that changes the focus almost strictly on office uses as it is today to one that is more balanced and incorporates mixed-use and residential development. This updated model assumption reflects the current development pattern that will continue to be a large percentage of the development in the 360 project area. As modeling and scenario testing continues in the fall, the project team will also develop concept designs for approximately 40 blocks of the district connectors to illustrate how these streets might transform over time.



