



DOWNTOWN DALLAS



**DALLAS
BUSINESS JOURNAL**

SEPTEMBER 20, 2019

ADVERTISING SUPPLEMENT TO THE DALLAS BUSINESS JOURNAL

This is a special paid-advertising supplement. The content was not prepared or reviewed by the news staff of the Dallas Business Journal. For questions or comments about this promotional section, please contact Clint Tenney at ctenney@bizjournals.com.



**DOWNTOWN
DALLAS INC**

www.downtowndallas.com

DOWNTOWN DALLAS

LETTER FROM KOURTNY GARRETT



Partnerships. The DID was created by DDI and the City of Dallas in 1992, then continually renewed into our current term from 2014-2020. Every seven years, the DID must be approved and “renewed” by petition of property owners representing at least 60 percent of Downtown ownership.

2019 is a big year for us, as it’s now time for property owners to re-elect to maintain the DID so we can continue to deliver the services and improvements that are vital to our stakeholders and unique to a Downtown setting.

Established in 1958, Downtown Dallas, Inc. (DDI) is the private nonprofit organization championing the heart of our city, managing a membership organization, running the Downtown Dallas, Inc. Foundation (DDIF), and overseeing the largest public improvement district in Dallas, the Downtown Improvement District (DID).

Our priorities include Public Safety, Maintenance and Beautification, Economic Development, Complete Neighborhoods, Urban Mobility, Great Placemaking, and Strategic

Through funding provided by the DID, we are able to offer services that supplement those provided by the City of Dallas, like additional security, maintenance, and programs that improve the quality of life for all who live, work, play, visit, or invest in Downtown Dallas. Since the DID was formed, Downtown has transformed into an area made up of unique neighborhoods with more than 12,000 residents. Our workforce population remains the largest in North Texas, and thanks to the hard work and investment by the DID, property owners, and the City of Dallas, Downtown is no

With more residential growth on the horizon, commercial office leases being signed, new parks, hotels, restaurants, and shops opening, managing the robust Downtown environment is more complex, demanding, and exciting than ever.

longer just a 9 to 5 destination.

And we’re not slowing down. With more residential growth on the horizon, commercial office leases being signed, new parks, hotels, restaurants, and shops opening, managing the robust Downtown environment is more complex, demanding, and exciting than ever. Renewal of the DID is critically important to maintain and protect our successes and proactively plan for future advancement.

DID funding and management has played a critical role in creating the Downtown Safety Patrol and Clean Team. We have contributed to park development and actively supplement maintenance and operations of most of our public spaces in Downtown. DDI has been wholly committed to activating Downtown through support of festivals, art installations, and

events. Our economic development efforts address everything from restaurant and retail recruitment to long-term corporate commitments and relocations, and we are actively engaged in deploying alternative transportation solutions like bike lanes and sidewalk and crosswalk improvements.

Thanks to the results it has produced, the DID has received overwhelming support and approval throughout the last 25 years and we are confident that we will be renewed and serving our Downtown owners and stakeholders successfully through 2027.

Sincerely,

President & CEO
Downtown Dallas, Inc.

COMERICA BANK TOWER

Space For Greatness

Comerica Bank Tower designs workspaces that thrive. We combine the energy of the most vibrant block in the city with the prestige and visibility of an **iconic modern high-rise** office tower.

The building offers **3/1,000 parking** and a strategic location just a few short minutes from Ross Avenue and Uptown.

It’s a combination **perfectly crafted to enhance creativity**, productivity and happiness of today’s most desired employees.



Mike Silliman
214.658.1633
msilliman@mmpcorp.com
comericabanktower.com



RIDE EASY FOR THE REST OF 2019.



EMPOWER YOUR EMPLOYEES WITH UNLIMITED RIDES ON DART THROUGH THE END OF 2019.

With DART Employer Annual Passes, your employees can ride DART trains and buses for the rest of the year — for as little as \$2 a day!*

READY TO GET STARTED?

VISIT DART.ORG/EPASS

*Based on prorated Local Annual Pass rate for the remainder of 2019.



DOWNTOWN DALLAS

DOWNTOWN DALLAS FAST FACTS

Over the last 20 years, Downtown Dallas has experienced exponential growth supported by the Downtown Improvement District.

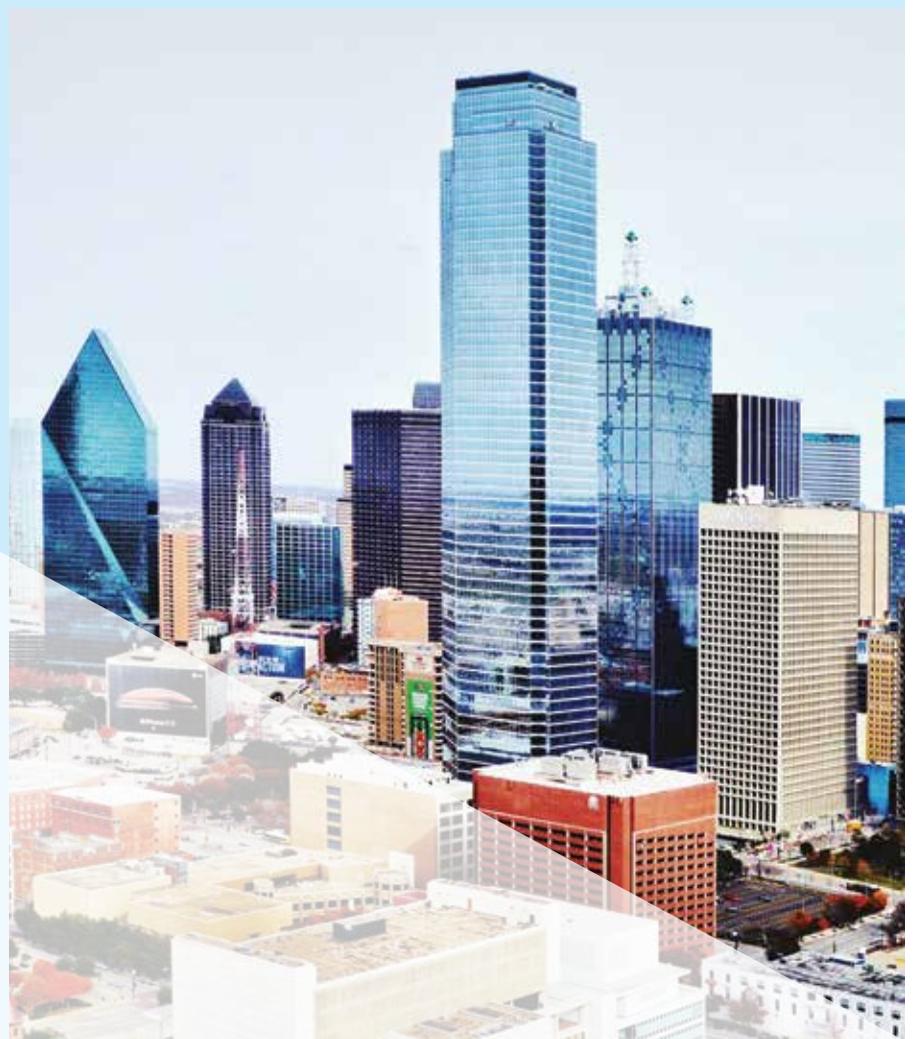
- More than \$7 billion has been invested in Downtown.
- The number of residents living Downtown has increased by 500%.
- Commercial office rents have increased by 24%.

DOWNTOWN TODAY

- Over \$4 billion in development projects are underway.
- Downtown's workforce continues to be the largest in north Texas, with 135,000 employees.
- In 2018, Downtown was the number one market in the region for net office leasing.
- Downtown has 100 acres of

greenspace, parks, and plazas.

- Downtown Dallas has 8,600 hotel rooms.
- Downtown's walk score has risen to 97.
- 100+ conventions are held in Downtown each year.
- Downtown is identified as an Innovation Zone by the Dallas Independent School District.
- Downtown is served by over 30 schools.
- Total college and continuing education enrollment Downtown is approximately 16,000 total students.
- More than 100 security cameras exist Downtown, monitored by the Dallas Police Department 24 hours a day.
- Downtown is home to Dallas' first Innovation District in the Historic West End.



ABOUT DOWNTOWN DALLAS, INC.

Downtown Dallas, Inc. (DDI) is a private, nonprofit 501(c)(6) organization that serves as the primary advocate, champion, and steward for Downtown. Since our founding in 1958, DDI has been the only organization solely dedicated to the center of our city, with a mission of stimulating a vibrant and sustainable environment, improving infrastructure, enhancing economic competitiveness, creating a culturally inclusive urban center, and fostering innovation in every

aspect of the urban experience.

DDI is funded through two primary resources. One is the Downtown Improvement District (DID), an assessment on properties within "the freeway loop" through a property owner and City of Dallas approved public improvement district. The second is membership, which supplements core improvement district funds and enables the organization to engage more deeply in advocacy, economic development,

and marketing initiatives. Our members represent the commercial and multi-family property owners, major corporations, and many small and emerging businesses that are passionately driving the exponential growth of the city center of Dallas.

DDI is also affiliated with the Downtown Dallas, Inc. Foundation, a 501(c)(3) organization that engages in charitable projects that further the DDI mission, with particular focus on "kids and parks."

DID FAST FACTS 2014-2019

◆ DID assessments generated \$39 million dollars that has been invested back into services and improvements in Downtown.

◆ The Downtown Safety Patrol provided more than 558,000 hours of service to keep Downtown safe.

◆ The DID funded more than 32,000 hours of off-duty Dallas Police Department coverage of Downtown.

◆ The Clean Team provided over 140,000 hours of cleaning and maintenance support, removing enough litter to fill 95 18-wheelers full of debris.

◆ The DID has removed 95 18-wheelers of litter.

◆ 450 community events have been produced or supported by the DID.

◆ 45 capital improvement projects have been funded through grants by the DID to encourage projects that benefit the public realm like lighting, landscaping, and façade improvements.

ABOUT THE DOWNTOWN IMPROVEMENT DISTRICT

In 1992, Downtown Dallas, Inc. and our members worked with the City of Dallas to create the Downtown Improvement District (DID), a public improvement district (PID), to fund vital services and visible improvements that are supplemental to City of Dallas standard services. It was recognized then, and holds true today more than ever, that the dynamic excitement in an urban core necessitates additional attention to the public spaces we all share.

PIDs in the State of Texas are funded through an assessment on real property in a designated geography

and are governed by the property owners who pay the assessment (rate payers) and the City of Dallas. DDI manages the Downtown Improvement District on behalf of rate payers and the City. The Downtown Improvement District rate of assessment is 12.9 cents per \$100 of value. Our geography is within "the freeway loop" of I-30, I-35, I-345, and Woodall Rodgers, which equates to a 1,000-acre service area. This area is comprised of 33.4 million square feet of office space, 9.7 million square feet of multi-family residential, 8,600 hotel rooms, 100 acres of parks

and greenspace, 16 art and cultural institutions, 11 places of worship, and 60 miles of sidewalks.

Every five to seven years, the DID is required to be "renewed" by a petition of owners. In 2001, 2006, and 2013, the renewals were overwhelmingly supported by property owners because of our efforts to keep Downtown Dallas clean, safe, and beautiful. It is now time that you, as property owners, re-elect maintaining the DID so we can continue to deliver the services and improvements that will create lasting impacts and increased value to Downtown Dallas.



BANK OF AMERICA
PLAZA

Take Your Company To New Heights

7 ONSITE
DINING
AND RETAIL

TENANT
LOUNGE

CONFERENCE
CENTER

378,000 SF OF
UNENCUMBERED
SPACE

TALLEST SIGNAGE
OPPORTUNITY
IN DALLAS



FOR LEASING INFORMATION: **214.220.0600**

JOEL PUSTMUELLER | RUSS JOHNSON

DOWNTOWN DALLAS

CLEAN AND SAFE



DOWNTOWN SAFETY PATROL

At Downtown Dallas, Inc. (DDI), we work every day to improve quality of life for workers, visitors, and residents, which includes making sure the Downtown area remains one of the safest in the city. That’s why we work directly with the Dallas Police Department, DART Police, Downtown Security Directors Association, and other public safety organizations to address public safety issues and coordinate efforts. In fact, we contribute more than \$2.4 million annually to public safety programs.

Chaired by Dr. Jose Adames, President of El Centro Community College, the Downtown Dallas, Inc. Safety Committee is comprised of Downtown stakeholders who have a passion for addressing public safety and quality-of-life issues, as well as improving the public perception of safety in the Downtown area.

DOWNTOWN SAFTY PATROL
 Sunday - Thursday: 6:30 a.m. - 11:00 p.m.
 Friday - Saturday: 6:30 a.m. - midnight
 DISPATCH CONTACT: 214.741.1151

Our safety programs include:

Downtown Safety Patrol

DDI funds the Downtown Safety Patrol, adding approximately 45 officers to the streets of Downtown who provide extra eyes and ears for the Dallas Police Department.

Dallas Emergency Response Team

We partner with the City and Dallas Police to provide the Dallas Emergency Response Team, established in 2001, to prepare, respond, and recover from any critical incident happening in Downtown Dallas, with many important services including a Downtown Emergency Contact database, Dallas Alert Messaging System, and annual Public-Private Partnership Symposium.

Downtown Camera System

The Dallas Police Department monitors 90 cameras in the Downtown Dallas area provided by DDI. The camera system has made a significant impact on crime and provides the Dallas Police Department with the ability to monitor events and protests.

Ordinance Enhancement and Enforcement Advocacy

At DDI, we advocate at the local, state, and national levels for public policy changes that positively affect public safety. These initiatives include elevating the punishment for Burglary of a Motor Vehicle from a misdemeanor to a felony and enhancing the Downtown Panhandling Ordinance.



Public Safety Equipment

Each year, DDI purchases equipment for the Dallas Police Department, DART Police, and Downtown Safety Patrol to ensure that our public safety partners have the best resources available.

CLEAN TEAM

At DDI, we work every day to improve the quality of life for everyone in Downtown Dallas, and that means keeping our streets maintained to the highest of standards.

That’s why we fund the Downtown Clean Team, a group of 17 full-time employees (an increase of five employees from previous years), dedicated seven days a week to keeping the Downtown streets and sidewalks clean by picking up litter, removing graffiti, and assisting with many public improvement projects in Downtown Dallas.

As DDI’s second-largest program, the Clean Team removes more than 1,000 pieces of graffiti from public spaces and more than 2,000 cubic yards of litter from Downtown streets each year.

While two Clean Team members focus on Main Street Garden, Pegasus Plaza, and Belo Garden, the Clean Team also supports special events and initiatives throughout Downtown.

Other Clean Team programs include:

- Mowing and weed removal
- Tree planting, pruning, and fertilization
- Tree well repairs and maintenance
- High-pressure sidewalk washing
- Bench and bike rack repair and cleaning
- Trash container repairs and replacements

CLEAN TEAM & PARKS PERSONNEL HOURS
 Monday - Friday: 6:00 a.m. - 8:00 p.m.
 Saturday - Sunday: 8:00 a.m. - 7:00 p.m.
 DISPATCH CONTACT: 214.741.1151

Beautification

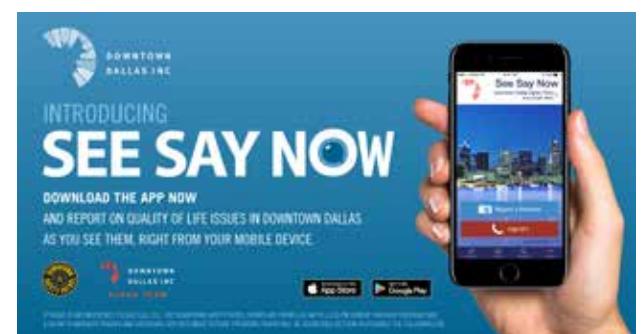
DDI participates in the beautification of Downtown by making visual improvements to the landscaping, public right of way, and other special projects. DDI strives to keep Downtown clean and an enjoyable environment for urban life.

Examples of 2018/2019 projects:

- In conjunction with landscape architects Bella Firma, DDI worked with Dallas Fire and Rescue Station #18 to create lasting landscape improvements. These improvements are enjoyed not only by the firefighters, but also by the public patrons of Downtown.
- DDI celebrated the tenth anniversary of the opening of Main Street Garden with an improved playground, dog run, and new

café operator. The recently completed park improvements were a collaboration between the City of Dallas and DDI. The city contributed \$200,000 for the playground equipment, and DDI paid for the design fees and construction costs. Planning for the improvements has been years in the making and furthers DDI’s commitment to parks Downtown. The playground has been expanded by 40 percent with all-new equipment designed for children of all ages. There are two areas; one designed for children two to five, and the other for older kids. New overhead lighting has been installed, and additional trees planted to provide shade.

- DDI finalized landscape proposal and presented to St. Paul United Methodist Church in conjunction with their 145th anniversary.
- The tabletops at Belo Garden were in need of an update, so DDI removed them, sandblasted, re-powder coated, and reinstalled.
- A recent initiative entailed installing 20 new Victor Stanley bonnet trash cans in the West End. Little improvements like this are not a small undertaking, and provide a more pleasant urban experience.
- This year, DDI increased the Clean Team equipment fleet. Two 2019 Toyota Tacomas and two 2019 GEM electric utility vehicles were purchased and wrapped with our branding.



DOWNTOWN DALLAS “SEE SAY NOW” APP

DDI sponsors this free app that enables users to safely and securely communicate with Safety Patrol and Clean Team for non-emergency issues, providing real-time information on concerns or issues, and is an extension of efforts of Safety Patrol and Clean Team. With the See Say Now app, Downtown has a simple way to anonymously report safety or cleanliness concerns instantaneously through a smart phone. The See Say Now app empowers people to take an active role in keeping their community clean and safe by reporting what they see.

EAST QUARTER

DALLAS, TEXAS



MERRIMAN ANDERSON ARCHITECTS, INC.

maa

DOWNTOWN DALLAS

HOMELESS OUTREACH

In the fall of 2018, DDI launched a pilot program to address homelessness in Downtown Dallas. That pilot program proved to be a significant success, and we continued our efforts into the new year. Thanks to collaboration with the City of Dallas Office of Homeless Solutions and many other partner organizations, we have been able to have a positive impact. Two teams made up of Downtown Safety Patrol officers, a Dallas Police Officer, case worker from various partner agencies, and a member of our Clean Team dispatch early in the morning to address a number of quality of life issues, including sleeping in public. The three-month pilot program resulted in DDI creating a full time Homeless Outreach Coordinator position. The program has facilitated numerous reunions of homeless individuals through the Homeward

Bound program and has been successful lifting people out of homelessness. For example, engagement with a man on the streets Downtown resulted in him finding services that led to him re-establishing a career as a truck driver. The continuation of our pilot program has been possible in large part due to a \$125,000 grant from AT&T, which has its world headquarters Downtown. We have expanded the homeless outreach program based on the need for our involvement, and we will continue to work with our dozens of partners to have a direct role in impacting an issue that is of great importance in our city's urban core.

Year to date, our team has engaged hundreds of individuals, and has had a great deal of success turning those engagements into opportunities to get people in need into appropriate services.

- The DDI Homeless Outreach Team has engaged countless homeless individuals averaging 1300-1600 monthly
- 748 individuals have been entered into the Homeless Management Information System (HMIS)
- We have provided 525 transports
- 110 bus tickets have been purchased as part of the Homeward Bound program, including 83 adults and 27 children

2019 MATCHING GRANT PROGRAM

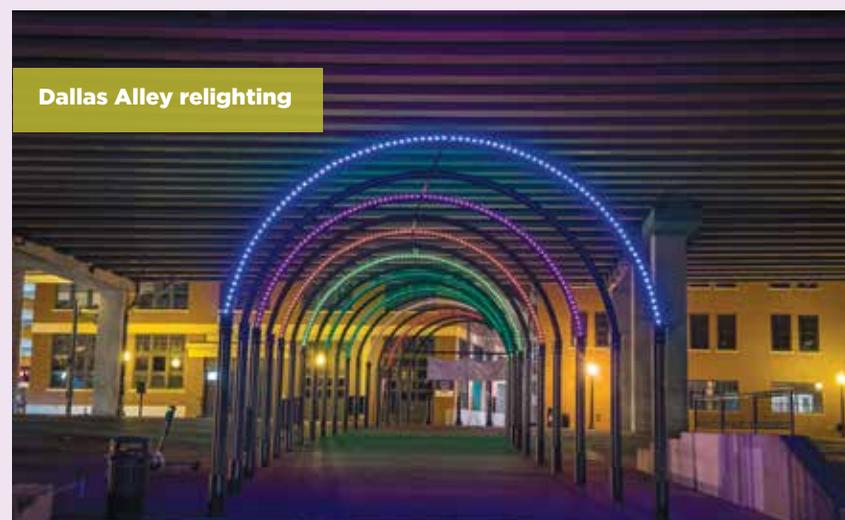
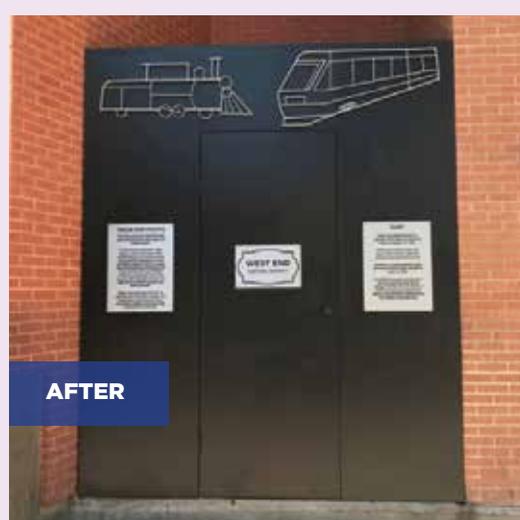
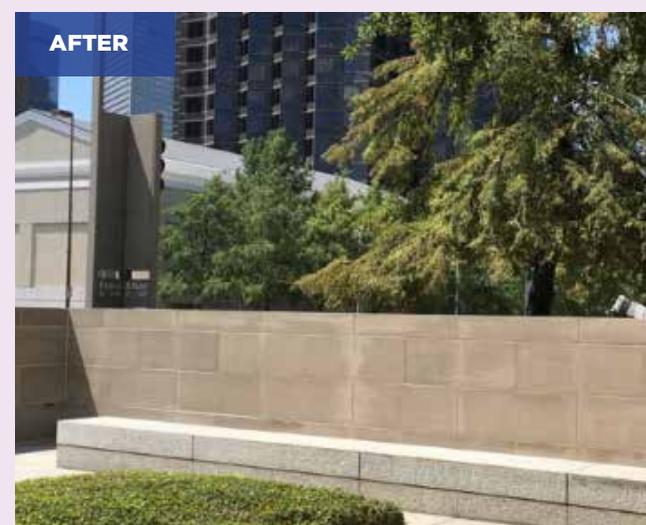
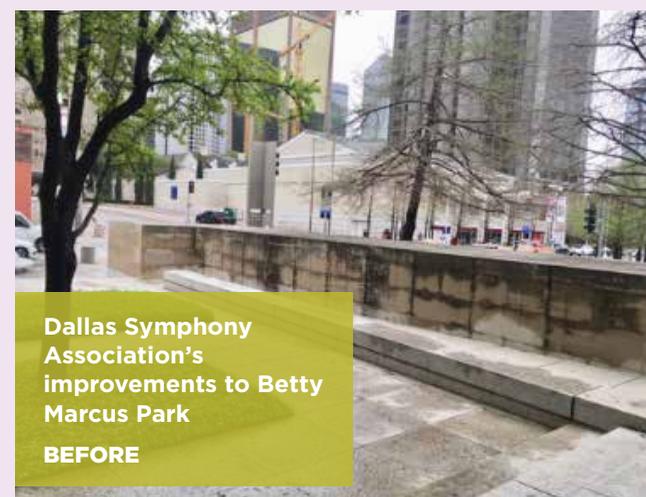
Each year, DDI awards matching grant funds to projects that enhance the public realm throughout Downtown. Downtown property owners, building managers, and stakeholders are encouraged to apply for grants - in an amount up to \$25,000 - that support public safety, pedestrian enhancement, and appearance projects. Applications are

accepted through the month of March each year.

The 2019 application cycle yielded 18 applications, for a total request of over \$377,500 in grant funds; DDI allocated \$150,000 to the matching grant program in 2019. Seven projects were selected to receive a share of the total \$150,000 allocation.

THE 2019 MATCHING GRANT RECIPIENTS INCLUDE:

| AWARD RECIPIENT | PROJECT |
|--|--|
| 2220 Canton Lofts | Restoration of concrete façade elements; update and install pedestrian lighting elements; lighting building edges. |
| AT&T Performing Arts Center | Installation of synthetic grass and putting green at Winspear Opera House lawn. |
| City View @ Farmers Market HOA | Phase II of tree replacement on S. Cesar Chavez Blvd., Marilla St., and Farmers Market Way. |
| Dallas Holocaust and Human Rights Museum | Install Memorial Rock Garden at southeast corner of the museum's new parking structure. |
| First United Methodist Church | Landscaping and streetscape improvements to N. Harwood St. edge of property to complement adjacent development. |
| Parks for Downtown Dallas | Install three sculptural tree lights at Pacific Plaza. |
| The Thanks-Giving Foundation | Phase II of landscape updates to eastern entrances and pavement leveling where trip hazards exist. |



PARKS



It has been another banner year for greenspace Downtown, and we have a lot to look forward to. Construction is well underway on Pacific Plaza, which will activate an area on the east side surrounded by Harwood, Bryan, St. Paul, and Pacific. When the interactive park opens this fall, it will mark a milestone in the creation of four new signature parks Downtown.

Parks for Downtown Dallas' President, Amy Meadows, said "It's been really fun. We get comments on social media, we get approached by landlords and building owners in that area."

Pacific Plaza will feature swings for the enjoyment of young and

old alike, and it will serve as a gathering place for the thousands who now live, work, and visit Downtown. The next of four signature parks funded by bond money and private investment is West End Square. Although it is the smallest of the parks at just under an acre, the area is abuzz with what will become the city's first "smart park." It will use technology and innovation - which the historic West End is increasingly becoming known for - to bring people together in the area's first-ever greenspace. Construction will begin at the beginning of 2020 and will take a little over a year to complete. The two new signature projects

will be followed by Carpenter and Harwood Parks set to open 2022.

None of the new signature park projects would be possible without the success of previous projects, including Main Street Garden and Belo Garden. Thousands continue to flock to each park every year, and Main Street Garden had a big 2019 with the celebration of its tenth anniversary. DDI, along with the City of Dallas, marked a decade of Main Street Garden being a go-to for residents, workers, and visitors alike by totally overhauling the playground and dog run area, and by reactivating the café with new café operator Hot Off the

Press. DDI works hard to provide programming in the parks for community engagements, including everything from bingo and movie nights to Saturday morning yoga, and art installations.

Also, in the past year, exciting plans were announced to extend Klyde Warren Park by more than an acre, and the expansion will include a state-of-the-art guest center for VisitDallas. Since opening in 2012, Klyde Warren Park has had more than six million visitors, and is looked to as an example of how greenspace can work by other cities around the world.

EDUCATION

One of Downtown's most important stories of the past year is in the area of education. Our commitment to advancing learning on all levels is critically important to our growing community as proven by our ever-changing demographics. Recent data shows that the presence of young families in Downtown is growing, now including more than 400 children under the age of 13, and 16,000 students are enrolled in our higher education institutions. Long-awaited projects are now complete, like the University of North Texas Law School in the historic Dallas Municipal Building, and projects like a new Dallas ISD elementary school and the Dallas County Community College Education and Innovation Hub are on the very-near horizon. DDI President and CEO Kourtny Garrett has an update on our organization's efforts to grow quality education options at all levels to Downtown.

"With increasing demand for

everything from PreK through high school, to workforce development and post-secondary education, DDI adopted 'education' as a part of our mission several years ago," said Garrett. "Because there are so many great partner organizations in Dallas working on policy issues, we adopted more of a 'brick and mortar' strategy; we need to support the growth of our existing fantastic institutions and build additional capacity in new quality opportunities at all levels." DDI continues to work with Dallas ISD to bring a new Downtown elementary school that will be a public Montessori school underneath their Transformation and Innovation banner. "As a Transformation School, we are able to customize it to the needs of the community, which for Downtown means a customized Montessori curriculum that leverages Downtown assets for learning, preferential enrollment for Downtown residents and employees, and socioeconomic

balance." An application process will be instituted to ensure enrollment tranches are met, but students will not be tested for admission as magnet schools require.

Site specifics and possible temporary locations are now being sought out, and there is a great deal of optimism that grade school children will be attending classes Downtown as soon as fall of 2020. And it's important to note that existing schools in Downtown offer options for private and charter elementary years, and Booker T. Washington School for the Performing and Visual Arts and CityLab High School - now entering its third year - are giving high school students unique opportunities.

"An additional element of our education strategy is directly related to growing talent. Downtown already has a strong demographic of highly educated

residents, particularly the highly sought-after 'young professional', and as we diversify, we also are attracting empty nesters and family-age residents, so the experience pool is very attractive for companies. Yet, there is still a need to keep growing talent as we hear over and over again that the competition for talent in today's market is fierce." The DCCCD Education and Innovation Hub will be a leader in satisfying that need, alongside many other great Dallas-based education institutions who are partnering on the initiative. And as mentioned, UNT recently opened its law school after a multi-million-dollar renovation of the Dallas Municipal Building. "Whether it's a focus on tech and innovation, a phenomenal law program, or what El Centro provides through its health sciences or fashion departments, the breadth and diversity of programs that can be found in these Downtown campuses is significant."

DOWNTOWN DALLAS

THE 360 PLAN - AN UPDATE

In partnership with the City of Dallas, DDI developed The 360 Plan, a five-year comprehensive and strategic plan that sets forth a clear, cohesive vision for Downtown Dallas and its adjoining neighborhoods. An update to the 2011 Downtown Dallas 360 plan, The 360 Plan encapsulates the current momentum and vibrancy of Downtown Dallas, ensuring long-term prosperity and success of the City Center, comprised of the diverse neighborhoods within a 2.5-mile radius of Downtown. The 360 Plan was unanimously adopted by the Dallas City Council on December 13, 2017.

In 2018, implementation of The 360 Plan began with the identification and formation of four Work Groups tasked to address prioritized action items through 2019. Highlights of their work are as follows:

HOUSING AND EDUCATION WORK GROUP

2018 Highlights

- Identified specific items that should be included in a housing demand study
- Identified current issues

and policies (e.g., parking regulations) that hinder affordable and/or mixed-income housing development

- Established the need for a Downtown Montessori PTA or similar group to begin fundraising for the new campus
- Identified items to include in an education demand study to quantify future demand for additional schools and educational opportunities within the City Center

2019 Priorities

- Define diversified housing goals in terms of product type, tenure and price point, and family-friendly amenities and design standards
- Provide input on a Request for Proposals for a market analysis to quantify the demand for diversified housing throughout the City Center
- Continue to identify items to include in an education demand study to quantify future demand for additional schools within the City Center

RETAIL/ACTIVATION POLICY WORK GROUP

2018 Highlights

- Identified current issues and regulations that hinder activities and activations in the public right-of-way
- Encouraged the modifications of current parking regulations to attract and retain retailers to the CBD
- Suggested the creation of a questionnaire for retailers to identify why or why not they chose to enter the Downtown market

2019 Priorities

- Continue to identify regulatory issues that hinder activation in the public right-of-way that can be included in the Public Realm Design Manual
- Continue to evaluate and recommend changes to regulations for short-term activations of vacant storefronts

TRANSPORTATION WORK GROUP

2018 Highlights

- Identified future streetcar expansion opportunities, in addition to the Central Link
- Suggested the creation of an intermodal transit hub near the high-speed rail station
- Identified short-term strategies to enhance connections over or under TxDOT facilities and identified specific corridors on which these strategies could be implemented

2019 Priorities

- Provide input on a comprehensive parking/curb lane management study
- Continue to provide input regarding the redesign of I-30
- Evaluate short-term alternative mobility solutions

BIKE/PED WORK GROUP

2018 Highlights

- Identified priority projects on which to focus, including a pedestrian wayfinding signage network to encourage the use of pathways into and through Downtown neighborhoods
- Identified areas in which connections are made difficult due to lack of infrastructure, missing links, and thoroughfares in which better connections between neighborhoods can be made
- Encouraged City staff to pursue Safe Routes to School funding to enable safe connections to schools along particular corridors

2019 Priorities

- Continue to pursue Safe Routes to School funding
- Continue to explore the creation of a wayfinding signage network and other bike and pedestrian amenities
- Advocate for installation of planned and funded bike and pedestrian infrastructure projects

In addition to the accomplishments of each Work Group, DDI and the City of Dallas completed or partially completed several of the plan's Action Items in 2018. Completed and/or ongoing Action Items include:

Adopt a park dedication ordinance. This ordinance guarantees the provision or dedication of park space, recreational amenities, and green infrastructure (or fees in lieu) as new residential and hotel/motel development occurs throughout the City of Dallas. This dedication of park land – or fees to pay for park development – will serve as a tool to create new parks to serve the City's growing population, with little impact to the City's overall budget. Parkland dedication will occur in one of seven designated zones, one of which is the City Center as defined in The 360 Plan.

Amplify marketing efforts to attract and retain commercial tenants. DDI partnered with LDWW to create a comprehensive marketing strategy that will be used to recruit and retain a variety of commercial tenants in the CBD. As part of this package, market research and stakeholder surveys were conducted in order to gain insight regarding the appeal and attractiveness of Downtown Dallas to potential tenants or developers.

Create a Downtown elementary school. DDI's proposal for a new public school in Downtown was selected by DISD, and the search for a location is currently underway. The school will serve PreK3 – 8th grade students with a Montessori-style curriculum and a lottery enrollment with weighted preference to residents and workforce in Downtown. Fifty percent of the school's population will be reserved for low-income students. The school has a target open date of Fall 2020.

Ensure DART projects are reviewed by the Urban Design Peer Review Panel. As DART projects, including D2 and streetcar expansion, progress through their various design phases, it is imperative that the City's Urban Design Peer Review Panel (UDPRP)

WE'RE ALL AROUND DALLAS, BANK ON IT.

Deep Ellum
Main @ Hall

Uptown
McKinney @ Fitzhugh

Cedars/Southside
Ervey @ Gano

TEXASBRANDBANK

Member FDIC 972-494-9800 www.texasbrandbank.com

THE 360 PLAN

review these projects' relation to and context within the urban Downtown environment. The UDPRP will ensure that DART and other mobility-related projects meet the goals expressed in The 360 Plan, Urban Transit Design Guidelines, and other plans and policies adopted by the City of Dallas.

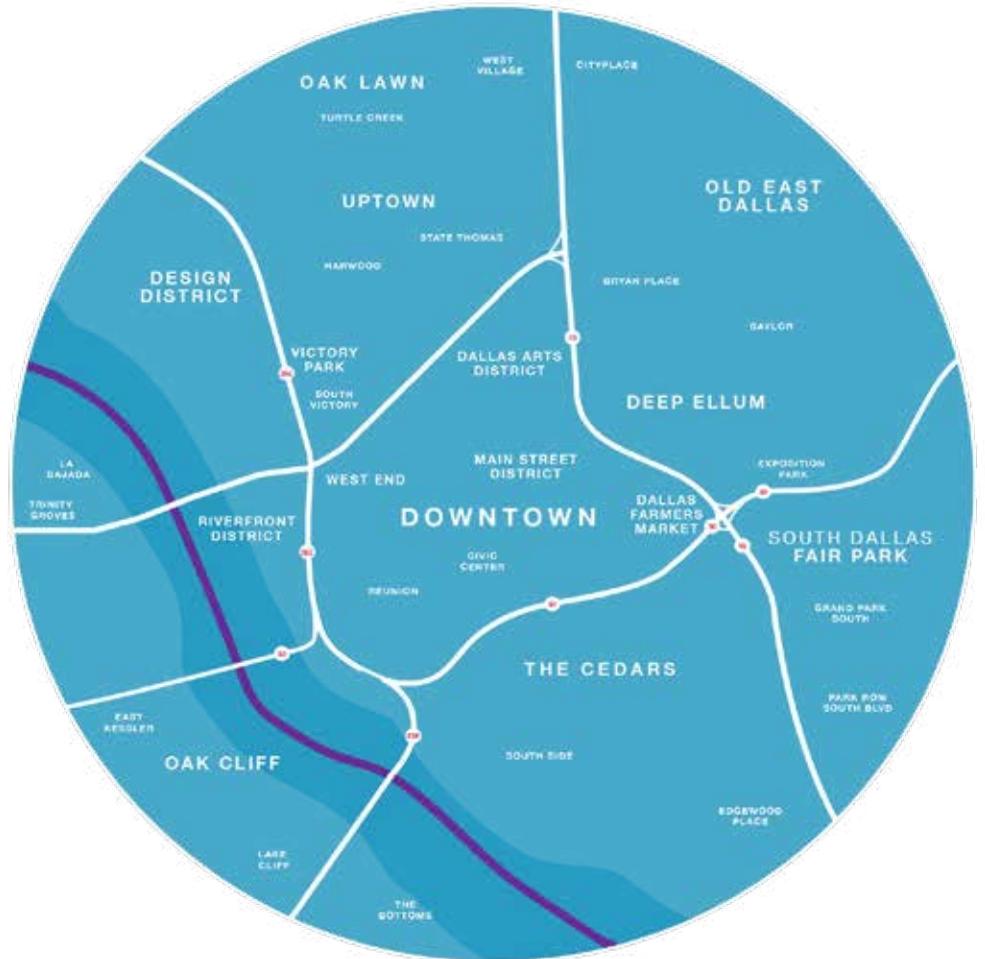
Implement pedestrian infrastructure within the City Center. In early 2018, DDI conducted an assessment of over 700 Downtown crosswalks to determine areas where restriping efforts were needed. The crosswalk restriping program will improve deteriorated and/or unsafe crosswalks, improving pedestrian safety throughout the CBD. The first phase of the program will focus on over 20 intersections identified as priority areas for crosswalk restriping. The restriping efforts began in earnest in late October and set for completion by year's end, with additional phases implemented through 2019.

Amend the City code to simplify and streamline permitting for use of public right-of-way. DDI worked closely with City staff to create a pilot program allowing for parklets in the CBD. A parklet is an extension of the sidewalk, taking over an on-street parking space, providing additional amenities (seating, recreational space, etc.) in the right-of-way to passersby. DDI also installed several "bike boxes" on sidewalks, encouraging the proper placement and storage of rental bikes and scooters. Work will continue through 2019 to streamline the regulation of valet operations and loading/unloading zones throughout Downtown.

Evaluate special event permitting processes. DDI worked with the City's Office of Special Events (OSE) to simplify the special event application and permitting process for those wanting to produce events in the CBD. In response to the input received, OSE has updated Chapter 42A of the City Code with several amendments, including fee schedules, notification requirements, definition clarifications, and application deadlines and processes. These amendments are tentatively scheduled for Council approval in early 2019.

Establish a pilot program for activation of underutilized public or private property in the CBD. DDI, in partnership with the City of Dallas, installed semi-permanent improvements to enhance the pedestrian experience along Marilla Street, which was identified in The 360 Plan as a priority pedestrian corridor for which minor improvements are needed to for a safe, comfortable walk. The #MarillaMakeover project has improved the functionality of the street and increased safety by installing bulbouts/curb extensions, improved crosswalks at key intersections, and potted and planted trees along the corridor to provide much-needed shade to pedestrians. DDI and its partners hosted a Community Art Day in November to further activate the vacant and underutilized space along the street. The success of this pilot project can be replicated throughout Downtown in an effort to activate other vacant public and private spaces.

For more information on The 360 Plan, please visit www.downtowndallas360.com.



THE 360 PLAN 2017 PLAN FRAMEWORK

THE GOAL

A COMPLETE AND CONNECTED CITY CENTER

TRANSFORMATIVE STRATEGIES



We're upgrading our natural gas pipelines from the ground up.

It's how we invest in homes, lives and generations.

ATMOS energy

Visit atmosenergy.com/TexasSafety to learn about upgrades in your area.

Centers of Excellence

Your Career Pathway To Success

El Centro
A DALLAS COMMUNITY COLLEGE

801 Main Street • Dallas, TX 75202 • 214-860-2000

Education That Works.
elcentrocollege.edu

DOWNTOWN DALLAS

NEW & NOTEWORTHY

AT&T DISCOVERY DISTRICT

When the AT&T Discovery District is completed in 2020, it will feature a fully walkable entertainment, retail, and restaurant district. It will include a state-of-the-art fitness facility, Cowboys Fit, from the Dallas Cowboys, the latest in 5G technology, a food hall and beer garden, 104 foot media wall, and the total renovation and re-imagining of more than two acres of indoor and outdoor space that will be used and enjoyed by AT&T's six thousand employees, as well as thousands of other Downtown workers, residents, and visitors.



AT&T Discovery District

EAST QUARTER

In 2018, the Todd Interests' team and their development partners purchased 18 brick buildings from the 1920s and 1930s along with several vacant construction sites and branded the emerging neighborhood as The East Quarter. The East Quarter is enhancing the east side of Downtown by reimagining historic buildings into creative workspaces, additional retail space, and dining options.



East Quarter

FIRST NATIONAL BANK TOWER

One of the most challenging redevelopment projects since the skyscraper renaissance began several years ago is at 1401 Elm. Todd Interests is now carrying the First National Bank Tower forward. It is the last of 40 trophy towers in the past 20 years to experience a multi-million-dollar transformation. The city-block sized project will become a mixed-use residential, retail, and Thompson Hotel concept, which will be the first in Texas.



First National Bank Tower team

THE LUMINARY

One of the most unique projects in the transformation of the West End into a hub for tech jobs and entrepreneurs was the Luminary. After Corgan sold the property to Crescent Realty, they entered into an agreement to lease space back, as well as add square footage in the form of an adjoined tower that makes the Luminary the tallest building in the West End.



The Luminary

SHERATON DALLAS HOTEL

Following a multi-million-dollar renovation, virtually every space of the hotel has been transformed, including all 1,300 guest rooms, the hotel's public spaces, restaurants, and lobby, and the hotel's 230,000 square feet of meeting and convention space.



Sheraton Dallas Hotel

DALLAS HOLOCAUST AND HUMAN RIGHTS MUSEUM

The recently opened Dallas Holocaust and Human Rights Museum is an architectural marvel in the West End Historic District. It is expected to draw 250,000 visitors per year.



Dallas Holocaust and Human Rights Museum, 2019

RETAIL/RESTAURANT

Nothing says Downtown has arrived more than the presence of grocery stores, markets, and bodegas.

In addition to Commissary, the neighborhood deli, bakery, and espresso bar on Main Street, Royal Blue Grocery, which tailors their offerings to each neighborhood they serve, now has two locations in Downtown; one on Main Street at Ervay and one on Ross Avenue at Harwood in the newly renovated Trammell Crow Center. To much fanfare, a new full service 60,000-square-foot Tom Thumb grocery store opened adjacent to Downtown in The Union development. And Oak Cliff favorite, Cibo Divino, has a new location in Bryan Tower. Foxtrot Market opened in Uptown and serves the Downtown market with one-hour delivery of beer, wine, prepared foods, and gifts.

And for those who don't feel like grocery shopping, there are plenty of dining options. Downtown boasts 174 restaurants/bars, and in just the first eight months of 2019, 19 new restaurants/bars have opened their doors, with another 26 openings in City Center neighborhoods. With projects like AT&T Discovery District, East Quarter, and others, there will be no shortage of new hot spots to check out.

NEW + NOTEWORTHY DEVELOPMENTS

With over 60 developments currently underway in the City Center, it's hard to list them all. Below is a partial list of significant projects. For a complete list, visit downtowndallas.com/business.

UNDER CONSTRUCTION

| | |
|--|-----------------------|
| Adolphus Tower (Renovation) | Main Street District |
| Altelier/Flora Lofts | Dallas Arts District |
| Amli Fountain Place | Dallas Arts District |
| AT&T Discovery District | Main Street District |
| Attiva Farmers Market | Dallas Farmers Market |
| Bryan Tower (Renovation) | Main Street District |
| Chase Tower (Renovation) | Dallas Arts District |
| East Quarter | Main Street District |
| First National Bank Tower/Thompson Hotel | Main Street District |
| Fountain Place (Renovation) | Dallas Arts District |
| Hall Arts Hotel | Dallas Arts District |
| The Drakestone (Renovation) | Main Street District |
| The Epic/Uber/The Pittman | Deep Ellum |

RECENTLY COMPLETED

| | |
|--|-----------------------|
| Amelia at Farmers Market | Dallas Farmers Market |
| City Futsal | Dallas Farmers Market |
| Dallas Holocaust and Human Rights Museum | West End |
| Mid Elm Lofts | Main Street District |
| Sheraton Dallas Hotel (Renovation) | Main Street District |
| Taylor Lofts | Dallas Farmers Market |
| The Luminary | West End |
| The Tower Club (Renovation) | Main Street District |
| The Union/Christopher | Victory Park |
| Trammell Crow Center (Renovation) | Dallas Arts District |
| UNT Dallas College of Law | Main Street District |

ANNOUNCED PROJECTS:

| | |
|--|----------------------|
| 2400 Bryan | Main Street District |
| 508 Young (previously The Dallas Morning News) | Civic Center |
| Comerica Bank Tower (Renovation) | Main Street District |
| Hillwood Urban Site | Dallas Arts District |
| Newpark Dallas | Civic Center |
| SoGood | The Cedars |
| The Spire | Dallas Arts District |
| Woods Capital/Kaizen Site | West End |

BILLION
in development
underway right now

MOBILITY UPDATE



DUSTIN BULLARD
Senior Vice President
of Planning and Public
Space



EVAN SHEETS
Senior Director of
Economic Development
and Mobility

DDI is directly involved with a number of projects related to transportation and mobility. Our resident mobility experts, Dustin Bullard and Evan Sheets have an update on all things transportation.

What's new with getting around Downtown overall?

Dustin: "Organizationally we've worked really hard to continue advocating for additional mobility options within Downtown as we try to lessen the dependence on single-occupancy vehicles. That hits on everything from bike lanes to scooters to whatever the future of other technologies may look like. Then, there are longer range plans like DART D2 and bus system enhancements.

What's the story with I-345, the Downtown overhead freeway that has long been a topic of discussion as to whether it should be left alone, brought to street-level, or turned into a tunnel?

Dustin: "We are constantly looking at ways to work with TxDOT, stakeholders and the city to minimize perceived and real impacts of infrastructure that surrounds Downtown. As TxDOT and the Coalition for a New Dallas are conducting studies to look at the redesign and reconstruction of I-345, DDI continues to work to make sure that any future plans are consistent with the vision that our stakeholders laid out in the 360 Plan, which is enhancing neighborhood connectivity."

Give us the latest with future plans for I-30 in the Downtown Dallas canyon.

Dustin: "Whether it is elevated, depressed, or at surface, you ask what the negative impact to the community could be. When we look at the I-30 plan, we're really looking at the speed at which vehicles come into the neighborhood, and we're looking at ways to get over or under a freeway to ensure that it is not bifurcating neighborhood or creating physical or psychological barriers."

Evan: "Anywhere we have a crossing, it's critical to make those feel safe and comfortable and lower the perception that you're crossing a freeway where you can eliminate a real or perceived barrier."

DART's D2 project will revolutionize transportation, bringing underground light rail to Downtown in an effort to meet ever-increasing demands. How much closer is that to a reality in the past year?

Evan: "For those who are not familiar with

D2 - it is the planned second alignment for the DART Light Rail through Downtown. It is currently planned to be a subway with new stations in the Downtown area. D2 is currently 10 percent designed. There continues to be a lot of work between agencies in order to better define what parameters should be met in order to have the greatest level of flexibility with I-345. We (DDI) continue to help convene different groups and stakeholder organizations to try and arrive at the best possible design scenario on the east and west sides of the alignment."

High-speed rail has been one of the hottest transportation topics of the past 12 months, with the huge announcement that Dallas's station will be on the southwest side of Downtown. Many milestones have been reached, including a recent federal approval that moves the project one step closer to reality. There's a lot of interest in getting from Dallas to Houston in 90 minutes; give us an update from DDI's perspective.

Dustin: "Texas Central continues to work on their environmental studies and their station planning here in Downtown, so we continue to work hand-in-hand with high-speed rail and surrounding property owners on the station. The challenge now is how do we further connect and align the station and the needs of Downtown. A multimodal transit center would feed people into Downtown."

Is Downtown going to get dedicated lanes for bikes and scooters?

Dustin: "We see scooters continue to be a viable means of transportation within the area, and we are pushing the City very hard to continue to add alternative mobility lanes in Downtown. We've identified them in The 360 Plan and DDI is committed to help fund and maintain future bike lanes in Downtown."

Evan: "One of the more exciting projects we've been able to implement in partnership with the City and an organization called Better Block Foundation, we've been able to begin implementation of a cycle facility (ie: bike lanes) from Dallas Heritage Village to Main Street Garden with an ultimate full phase plan to implement that facility all the way to Klyde Warren Park. The 360 Plan identified it clearly as a priority project to reimagine Harwood Street as a multimodal true connector signature street Downtown. This is a large step in moving toward that vision."

Pedestrian infrastructure has always been one of the organizations key mobility focuses, and a lot of progress has been made.

Dustin: "DDI continues to place a focus on increasing pedestrian safety for all Downtown. Crosswalk re-striping is not something the City has a lot budgeted for so, through our crosswalk assessment survey, we will continue to identify either dangerous intersections or intersections that are in need of a refresh. We'll continue to manage and fund the striping for crosswalks for the foreseeable future."

DOWNTOWN DALLAS

DOWNTOWN PLACEMAKING AND EVENTS



Creating high-quality urban experiences is a critical element of The 360 Plan, in which Downtown Dallas is host to an active and vibrant public realm, including parks, sidewalks, on-street parking spaces, streets, and other portions of the right-of-way. Activations repurpose underutilized public spaces for specific uses, including sidewalk cafes, pop-retail spaces, and parklets, to create a “sense of place” or identity for a particular area. Parks, parking lots, and streets can also be leveraged for large events, bringing life and a variety of activity to Downtown’s open spaces.

This active public realm then creates a sense of urbanity that produces places in which people enjoy walking, shopping, and playing, making City Center life attractive and sustaining. Activation and programming are critical to the experience and economic value of Downtown’s public realm. Activities that range in magnitude from street vending and busking to major festivals and events all deliver the feeling of serendipity and vibrancy to an urban center. DDI is committed to the overall vibrancy and activation of public spaces throughout the City Center by supporting and hosting:

- **Large-scale Events** in which visitors can enjoy concerts and festivals
 - **Pilot Projects** in which various placemaking strategies can be tested, verified, and replicated throughout the City Center
- In 2018, DDI initiated a merchant-based program to encourage interaction with Downtown patrons. On Halloween, over 500 families participated in the Trick-or-Treat on Downtown Streets event, in which children and pets received treats from over 30 businesses. This activity was replicated in December for the Downtown Stocking Stroll, where over 800 people joined us for holiday-themed activities and photos with Santa Claus.
- Also a priority for DDI is public art. Public, accessible art enlivens specific, often underutilized, spaces throughout Downtown and encourages passersby to engage with and within these spaces. In 2019, we partnered with Dallas Yarn Bombers to install colorful yarn pieces on trees and bike racks along Main Street. DDI also commissioned an interactive art wall that displays local artists’ work on a rotating basis.
- **Movie Nights** in which popular movies are presented on a large, outdoor screen at various parks and public spaces in Downtown.
 - **Park Activations** in which public art and pop-up activities, including games and craft-making classes, are presented on a short-term basis in Downtown parks
 - **Pop-up Retail** in which local artisans and vendors are able to sell their goods at DDI’s Unbranded holiday pop-up shop, activating an otherwise vacant retail storefront

CONNECT WITH DOWNTOWN DALLAS, INC.

Downtown Dallas, Inc. (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.

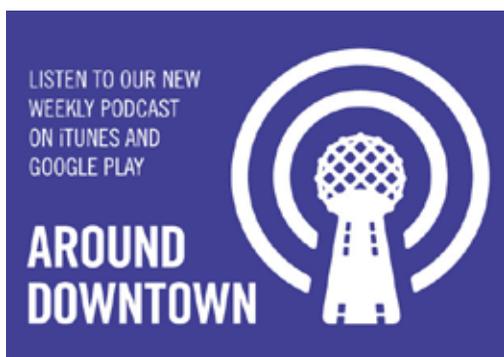
CLICK

The newly designed www.downtowndallas.com is your one-stop-shop for all things Downtown.



LISTEN

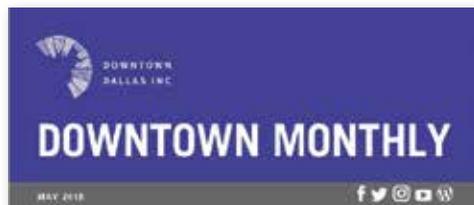
Subscribe to our podcast—Around Downtown—to get all the latest news on new hotspots like Royal Blue Grocery, fun events happening in the area, and updates on major projects like high-speed rail from Downtown Dallas to Houston. We talk to the people who are involved in all the exciting things happening around Downtown to keep you in the know! You can get the podcast on SoundCloud, or download it by searching “Around Downtown” in your podcast app.



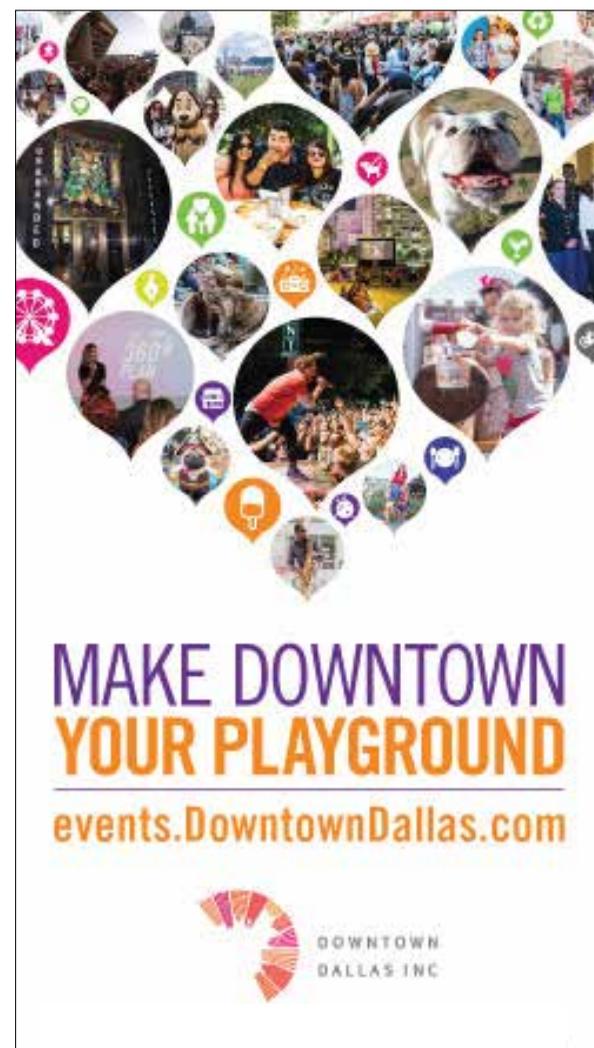
SUBSCRIBE

DDI distributes two regular newsletters aimed at keeping you in-the-know about events, openings, and economic development. Be sure to sign up by visiting www.downtowndallas.com and clicking on ‘Sign up for Updates’ at the bottom of the page.

DOWNTOWN MONTHLY is a monthly newsletter that keeps subscribers up-to-date on news and announcements about topics such as economic development, key policy changes, member news, and upcoming events.



AROUND DOWNTOWN is a bimonthly newsletter highlighting upcoming events and the hottest new openings in Downtown.

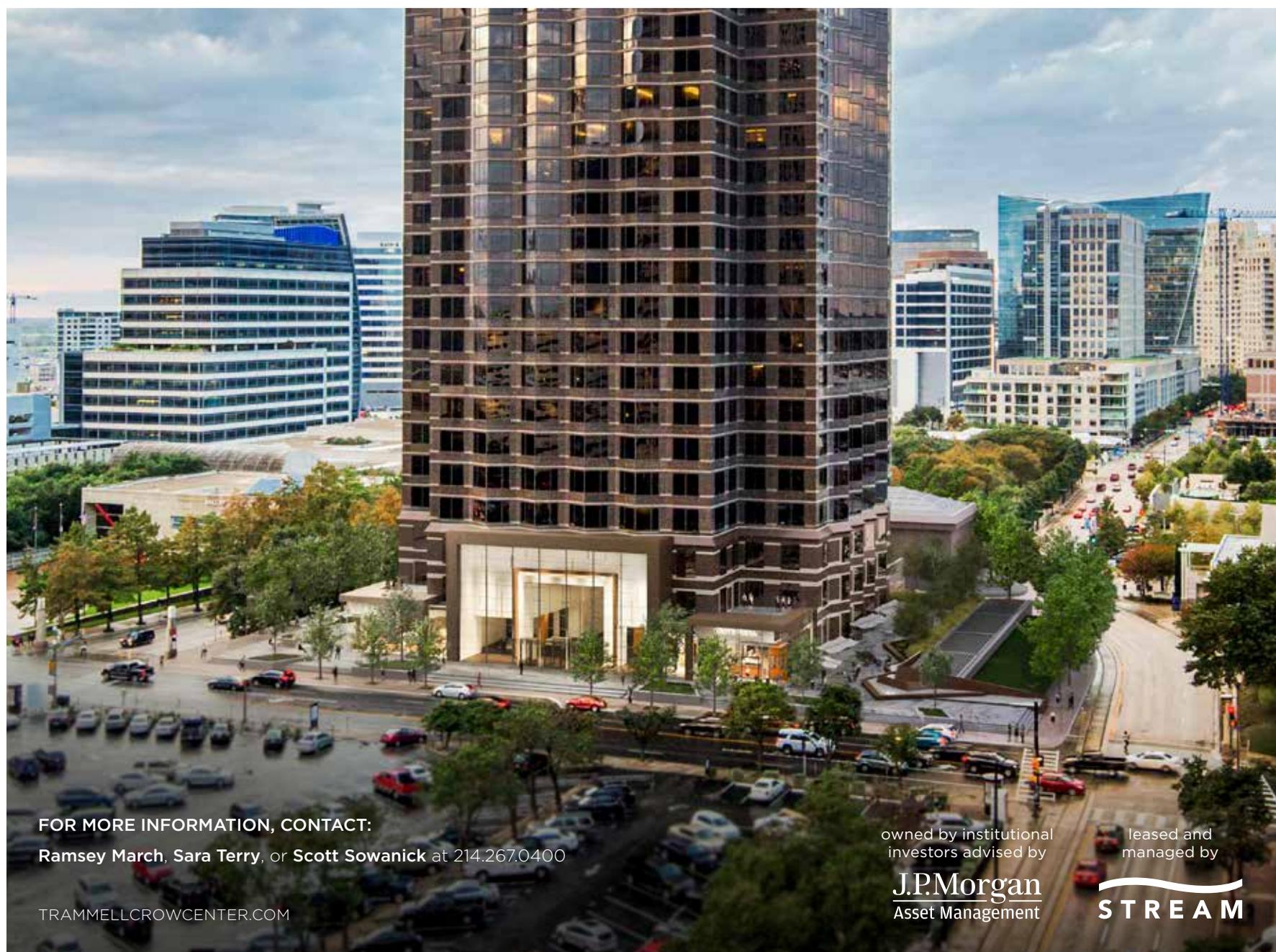


DOWNTOWN DALLAS





CENTER STAGE IN THE ARTS DISTRICT SINCE 1985.



FOR MORE INFORMATION, CONTACT:
Ramsey March, Sara Terry, or Scott Sowanick at 214.267.0400

TRAMMELLCROWCENTER.COM

owned by institutional
investors advised by

J.P.Morgan
Asset Management

leased and
managed by

STREAM