

*THE*  
**360**  
*PLAN*



A COMPLETE AND CONNECTED CITY CENTER

# Acknowledgments

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District 14 – Philip T. Kingston

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Coalition for a New Dallas  
CNU North Texas  
The Dallas Arts District  
Dallas Center for Architecture  
Dallas Design District  
The Dallas Entrepreneur Center  
Dallas Heritage Village  
The Dallas Institute  
DART  
Deep Ellum Community Association  
Dunhill Partners  
Foundation for Community Empowerment  
Frazier Revitalization Inc.  
Greater Dallas Planning Council  
Klyde Warren Park  
North Texas Council of Governments  
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The Real Estate Council  
Texas Trees Foundation  
Trinity Commons Foundation  
The Trinity Trust  
Urban Land Institute: North Texas  
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## Neighborhood Partners

CBD Neighborhood Coalition  
Cedars Neighborhood Association  
Dallas Farmers Market Friends  
Downtown Dallas Neighborhood Association  
Deep Ellum Foundation  
Downtown Residents Council  
Farmers Market Stakeholders Group  
Friends of Fair Park  
The House  
Revitalize South Dallas Coalition  
South Blvd-Park Row Neighborhood Association  
Uptown Dallas, Inc.  
The W HOA  
West End Association

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# Contents

<b>I</b>	Introduction	Page 5
<b>II</b>	Vision and Plan Framework	Page 8
<b>III</b>	The Urban Fabric	Page 12
<b>IV</b>	Transformative Strategies	Page 46
<b>V</b>	Catalytic Development Areas	Page 76
<b>VI</b>	Corridors of Interest	Page 96
<b>VII</b>	Implementation	Page 104
<b>VIII</b>	Appendix	Page 110





Thomas Garza Photography

# I Introduction

*The City Center, the heart of Dallas, is at a pivotal moment. The 360 Plan is a strategic document, guiding Downtown Dallas and the larger City Center to continued, long-term success.*

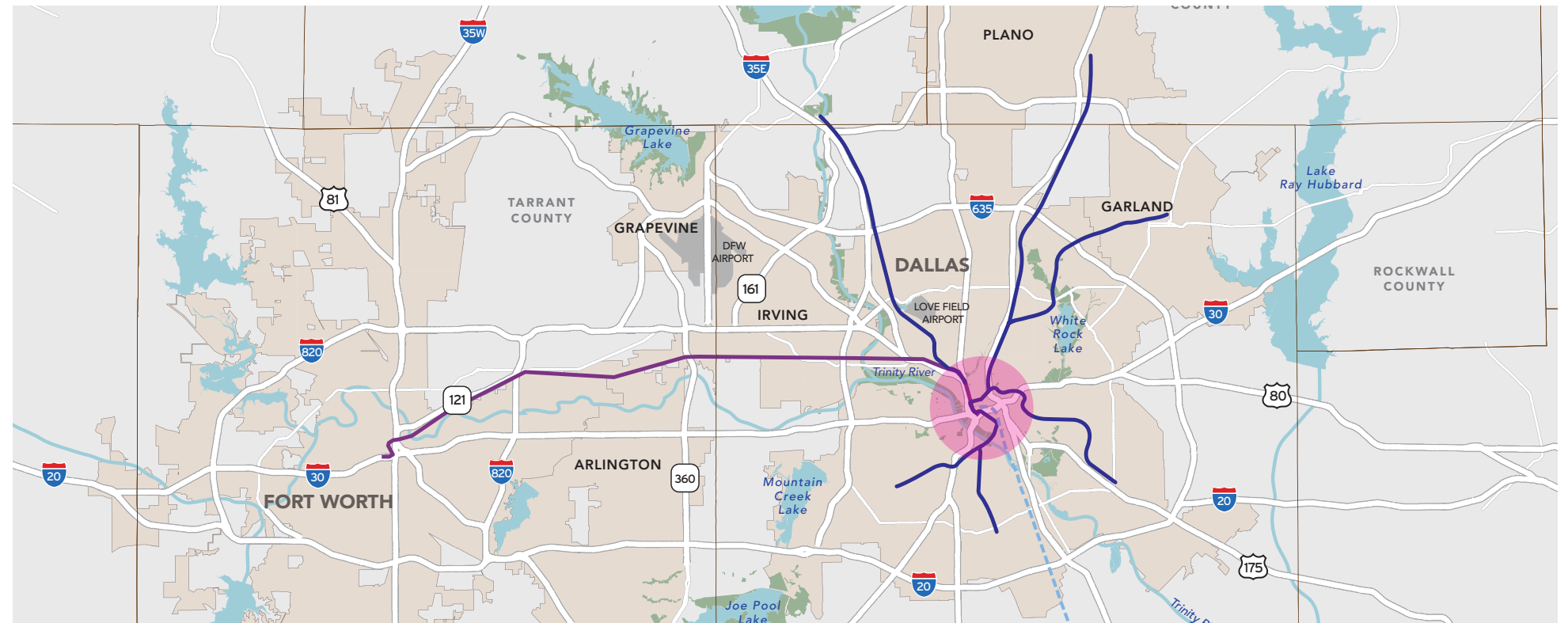
## PLAN CONTEXT

In the last decade, Downtown Dallas has experienced a modern renaissance as people, corporations, culture, the arts, and development – all once destined for the suburban fringes – have returned to the urban core. Since 2011, Dallas's City Center population has grown nearly 31 percent, to over 51,000 residents, while the increase of housing units constructed in that same time period matches the residential growth rate (30.5 percent). Since 2000, over \$5 Billion has been invested in Downtown Dallas, drawing over fifteen corporate relocations and an employment growth rate of sixteen percent between 2003 and 2013.

In response to this rapid growth, *Downtown Dallas 360*, a strategic plan for the greater Downtown area, was adopted by Dallas City Council in 2011 to set a clear, cohesive vision for its future. To achieve this vision, *Downtown Dallas 360* set forth specific, implementable actions that support Downtown's long-term vibrancy and success, including transit, streets, public spaces, urban design, housing, and parking. Recognizing that the urban core is comprised of many neighborhoods, each offering unique character and experiences, the 2011 plan also began to acknowledge the connectivity needs, both within and adjacent to the "freeway loop."

Continued growth since 2011 has necessitated an update to the *Downtown Dallas 360* plan. The future of our vibrant, diverse urban core lies in its ability to build upon this momentum. Unprecedented residential and commercial development and connectivity enhancements, have evolved the urban core, presenting opportunities to focus future planning efforts on roadways and transit, affordable housing, educational facilities, as well as neighborhood identity and connectivity. Now known simply as *The 360 Plan*, the vision and strategies have been updated to meet the emergent needs of the growing residential population, commercial sector, and visitor base.

*The 360 Plan* envisions a prosperous future for the larger City Center, encompassing the diverse neighborhoods within a 2.5-mile radius around Downtown. Whereas *Downtown Dallas 360* defined specific boundaries between various districts, this 2017 update blurs those boundaries in an effort



The City Center within the Dallas-Fort Worth region

to promote collective success for the City Center. Many of the plan's actions focus first steps within the freeway loop; however, others can be applied to the larger City Center, addressing the universal needs and furthering the collective vision of the whole. The plan's specific actions will support and harness continued growth to ensure a dynamic urban environment within the global context. Its principles and recommendations should be applied when making both long- and short-term decisions, especially when reviewing new public or private sector projects.

## UPDATE PROCESS AND COMMUNITY ENGAGEMENT

Since its adoption in 2011, many of *Downtown Dallas 360*'s action items have been completed or substantially advanced. Therefore, in June 2015, an update process was initiated by Downtown Dallas, Inc. (DDI) and the City of Dallas to create *The 360 Plan* to further advance the original vision and guide the future of the City Center for the next five years. Forty partner organizations were engaged in the update process, providing robust neighborhood, community, and stakeholder involvement. The

result is a community-based collaborative planning effort that prioritizes neighborhood needs and desires.

The update process was stewarded by a Steering Committee comprised of stakeholders, community leaders, and City of Dallas management who provided strategic direction and support for major themes and concepts. A Project Team, comprised of City of Dallas, DDI, and consultant staff, provided day-to-day guidance and project management.

Since 2015, the Project Team hosted more than 150 stakeholder meetings and focus groups to gather input on specific needs throughout the study area. The more than 1,500 touchpoints received have influenced the update process, focusing on urban mobility and enhanced connections between neighborhoods, while carrying forward strategic goals related to building complete neighborhoods and promoting great placemaking. Technical planning work, in continued collaboration with community stakeholders, progressed through 2017 to solidify the updated vision and strategic action items. A summary of public involvement is available in the Appendix for additional reference.

## EXISTING ADOPTED PLANS

Prior to the creation of *The 360 Plan*, various area plans have been adopted within the City Center. These efforts were led by neighborhoods and local stakeholders and have helped establish zoning recommendations and neighborhood visioning for many of City Center's districts. Relevant adopted area plans within the City Center since 2000 include:

**Downtown Dallas 360 Plan (2011):** Established a vision, transformative strategies, and five-year actions for Downtown Dallas in the context of its immediately adjacent neighborhoods. The *Downtown Dallas 360* plan is intended to be updated and replaced by *The 360 Plan*.

**South Dallas / Fair Park Economic Corridor Plan (2001):** Established a land use and economic development vision for commercial corridors within the area generally bounded by I-30, South Haskell Avenue, Hatcher Street, and South Lamar Street. This plan provided the context for rezoning the area to establish Planned Development District #595.

**Stemmons / Design District Land Use Plan (2001):** Established land use policy for the area generally known as the Design District- between Stemmons Freeway, Levee Street, Wycliff Avenue, and Continental Avenue. It provided the basis for rezoning the area to create Planned Development District #621.

**Cedars Area Plan (2002):** Established a future land use, urban design, and circulation vision for the area bounded by R.L. Thornton Freeway, Julius Schepps Freeway, the DART Railroad, and the Union Pacific Railroad. It provided the basis for rezoning the area to amend Planned Development District #317.

**Trinity River Corridor Comprehensive Land Use Plan (2005):** Established a land use and urban design vision, policies, and implementation strategies to transform the 44,000-acre Trinity River Corridor into the front yard of the City and reconnect northern and southern Dallas. This plan was amended in 2009 to update the vision for the Oak Cliff Gateway area.

**Bryan Area Study (2005):** Established land use, urban design, streetscape policies, and recommendations for the area generally bounded by Roseland Avenue, Fitzhugh Avenue, Gaston Avenue, and Good Latimer / Central Expressway. This study provided the basis for rezoning the area to amend Planned Development District #298.

**The Stemmons Corridor – Southwestern Medical District Area Plan (2010):** Established a land use and urban design policy direction for future land development in the six square-mile area along the Stemmons Corridor, generally bounded by the Trinity River, Mockingbird Lane, Downtown, and Uptown.

**West Dallas Urban Structure & Guidelines Area Plan (2011):** Established a future development vision, unique character, and urban design guidelines for the nine neighborhoods within the area bounded by the Trinity River Levee, Sylvan Avenue, and I-30.

**Martin Luther King Jr. Station Area Plan (2013):** Established land use and circulation policy guidance to create a safe, walkable, mixed-use, transit-oriented neighborhood within a half-mile radius of the MLK DART Station located in the South Dallas-Fair Park area.

**The Bottom Urban Structure & Guidelines Area Plan (2015):** Established a vision for the 126-acre Bottoms neighborhood between I-35E, Corinth Street, Eighth Street, and the Trinity River. It presents a path for growth that maintains and reinforces the neighborhood character, and provides design guidance for compatible homes and walkable streets.

For additional information on these adopted area plans, visit [http://dallascityhall.com/departments/pnv/Pages/Neighborhood-Area-Plans\\_-\\_Adopted-Plans.aspx](http://dallascityhall.com/departments/pnv/Pages/Neighborhood-Area-Plans_-_Adopted-Plans.aspx)

## CONCURRENT PROJECTS

In addition to stakeholder input, several projects that have impact to Downtown have been conducted concurrent to *The 360 Plan*. At the onset of the plan update, more than 180 concurrent projects and plans were identified and categorized to determine their relevance to the overall plan process. These efforts have been approached collaboratively to ensure cohesive integration of each project's initiatives within the best interests of Downtown. The projects below are examples of those having the greatest magnitude of impact and cooperation. These include:

**Dallas CityMAP:** The Texas Dept. of Transportation (TxDOT) completed the *CityMAP* study in 2016 to explore future construction options for the freeways that comprise the Downtown loop, including I-30, I-345, Lower Stemmons (I-35), and the I-35 Southern Gateway. These options were evaluated on their economic development generation and their engineering feasibility.

**Downtown Dallas Parks Master Plan Update:** Adopted in 2004, the *Downtown Dallas Parks Master Plan* was updated in 2013 to build upon the successful implementation of the plan's original strategies and recommendations. The update included four priority parks projects to be implemented throughout Downtown in the coming years, including Harwood Park, Pacific Plaza, Carpenter Park, and West End Plaza.

**DART Initiatives:** DART currently has two expansion projects occurring simultaneously in the City Center: the Second Downtown Light-Rail Alignment (D2) and Central Dallas Link of the Dallas Streetcar. D2 is a proposed subway that will connect Victory Station and Deep Ellum through Downtown below Commerce Street. The proposed streetcar expansion will link the Oak Cliff modern streetcar to the McKinney Avenue Trolley along a central alignment through Downtown.

**High Speed Rail:** Texas Central Partners, a private venture, is developing high speed passenger rail service that will connect Dallas and Houston in under 90 minutes. The project, whose Dallas station is proposed to be in the Cedars, is currently under federal environmental review, with construction proposed to begin by 2019.

**Urban Transit Design Guidelines:** Adopted by Dallas City Council in 2017, these guidelines establish a review process and design criteria for all future DART projects that occur within the City Center, including but not limited to D2 and Central Dallas Streetcar Link.

**Arts District Plan:** The *Dallas Arts District Master Plan* update aims to provide guidance for design and construction of structures, landscapes, public art, and streets within the Dallas Arts District. The plan is intended to provide a vision as guidance for urban design review of projects, specific intentions for each street within the Dallas Arts District, and suggestions and recommendations for best practices, to which all projects in the Dallas Arts District are encouraged to adhere.

**AT&T Discovery District Plan:** In its commitment to keep its global headquarters in Downtown Dallas, AT&T has proposed the creation of the AT&T Discovery District, a revitalization of its corporate campus, providing enhancements to pedestrian activity throughout the area, including wide sidewalks and additional bicycle lanes. A public plaza, complete with retail, dining, and entertainment opportunities, will be the primary focus of the Discovery District.

**Dallas Innovation District:** The Dallas Innovation Alliance, a coalition of stakeholders invested in Dallas's future as an innovative and "smart" city, has chosen the West End to implement Phase One of its Dallas Innovation District. The District will serve as a living laboratory to implement smart city infrastructure and ideas, including LED lighting, interactive kiosks, and integrated transit solutions.