

September 2026 Progress Update

DDI Big Ideas. Bold Action.

Downtown Vision 2036





DOWNTOWN DALLAS

BIG IDEAS. BOLD ACTION.

DOWNTOWN VISION 2036

- Planning initiative guiding the next phase of growth, investment, and connectivity in Downtown
- Led in partnership with MIG, Inc.
 - Assesses current opportunities and challenges
 - Builds on progress since the 360 plan, the Downtown area plan
 - Engages stakeholders to guide the vision for Downtown and its neighborhoods



April 15 - Downtown
Employers Focus
Group Session

Downtown Dallas Big Ideas. Bold Action

Leading with a vision for Downtown:

A rapid stakeholder visioning process for a strong and actionable vision for Downtown

Key considerations:

- Identify 5-7 “big moves” that must happen to position Downtown with a strong vision for interconnected investment
- Condensed 6-month project timeline
- Broad stakeholder engagement to ensure a stakeholder led vision
- Complete and unveil vision in early fall 2026



Big Ideas. Bold Action.

Stakeholder Meetings and Focus Groups

- Multiple stakeholder workshops and focus groups held over 6 months
- Three signature input and work sessions in April, June, and August involving over 200+ participants
- Stakeholder led vision with broad participation from:
 - Agency/neighborhood partners
 - City staff and elected officials
 - DDI Board,
 - residents,
 - property owner reps,
 - corporate leaders, etc.
- Discussion of assets, challenges, and implementable opportunities informing the bold actions and key programs



June 2 - Stakeholder work session

**CLEAN, SAFE
AND
WELCOMING**

**WALKABLE,
CONNECTED,
HEALTHY AND
VIBRANT**

**ECONOMICALLY
STRONG AND
DIVERSE**

**SOCIAL,
SURPRISING
AND FUN**

VISION ELEMENTS

Big Ideas. Bold Action.

Foundational Principles of a Bold Action:

- Transformational to the underlying economic framework of Downtown
- Set a clear vision framework for decision making
- Tangible projects and programs
- Immediately actionable
- Have a clear path to implementation
- Contain trackable metrics for success
- Leverage public and private partners for long term success





DOWNTOWN DALLAS

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BIG IDEAS FRAMEWORK

BOLD ACTIONS

REIMAGINE
DOWNTOWN'S
ECONOMY

BOOST
RESIDENTIAL
GROWTH

CULTIVATE
DISTINCT
DISTRICTS
AND
DESTINATIONS

MAKE THE
CRITICAL
CONNECTIONS

INVEST IN THE
GROUND-
LEVEL
EXPERIENCE

KEY INITIATIVES

CONVERT OFFICE
VACANCY

REPURPOSE THE
DISCOVERY
DISTRICT

LAUNCH A
RESIDENTIAL
INCENTIVES
PROGRAM

DOUBLE THE
RESIDENTIAL
POPULATION

BUILD A DALLAS
COLLEGE
KNOWLEDGE
DISTRICT

DEVELOP THE
CONVENTION
CENTER DISTRICT

BUILD THE
THRULINE TO
CONNECT
NEIGHBORHOODS

TRANSFORM THE
TRANSIT MALL

RE-IMAGINE KEY
NORTH-SOUTH
CORRIDORS

LAUNCH A GRANT
PROGRAM TO
INFILL GROUND-
FLOOR VACANCY

Bold Move 1: **Reimagine the Downtown Economy**

Advance three catalyst office conversion projects

- Expand access to historic tax credits for 80s office tower redevelopment / leverage OZ 2.0
- Update Downtown TIF policy to include a set aside for three catalytic conversion projects

Repurpose the Discovery District as a continued thriving Downtown social space

- Partner with City and AT&T on exit sequencing and public space strategy
- Ensure ongoing operation of plaza space and food hall

Partners: DDI, City, EDC



Reimagine Downtown's Economy

A nighttime aerial view of the Dallas skyline. The city is illuminated with various lights, and a blue rectangular box highlights a specific building in the downtown core, likely the target area for the economic reimagining discussed in the text.

WHY THIS MATTERS NOW

- An active, economically vital core is **critical to the overall health** of Downtown and the entire DFW region
- Concentrated **office vacancy weakens the whole core**, including tax base, street activity, retail, overall confidence)
- A targeted building portfolio provides a manageable area to focus **conversions, reinvestment and retenancing** in the core



**Diversifying Uses-
Harwood Street at San
Jacinto Street - Existing**



Diversifying Uses-
Harwood Street at San
Jacinto Street -
Potential



Work

Living

Entertainment

Interaction

Gathering

Culture

Fun

Idea Generation

**Talent
Attraction**

Productivity

Innovation

Repurpose the Discovery District as a continued
thriving Downtown social space

Bold Move 2: **Boost Residential Growth**

Launch a Downtown residential Development Incentive Program to support new housing development

- Identify an incentive target to offset development and infrastructure costs for residential projects
- Utilize City programs such as TIF and PFCs to attract investment

Double the Downtown residential population to support additional services and activation

- Set targets and annual goals for unit delivery
- Issue a housing unit challenge with key development partners and the City to drive initial catalysts

Partners: DDI, City, TREC

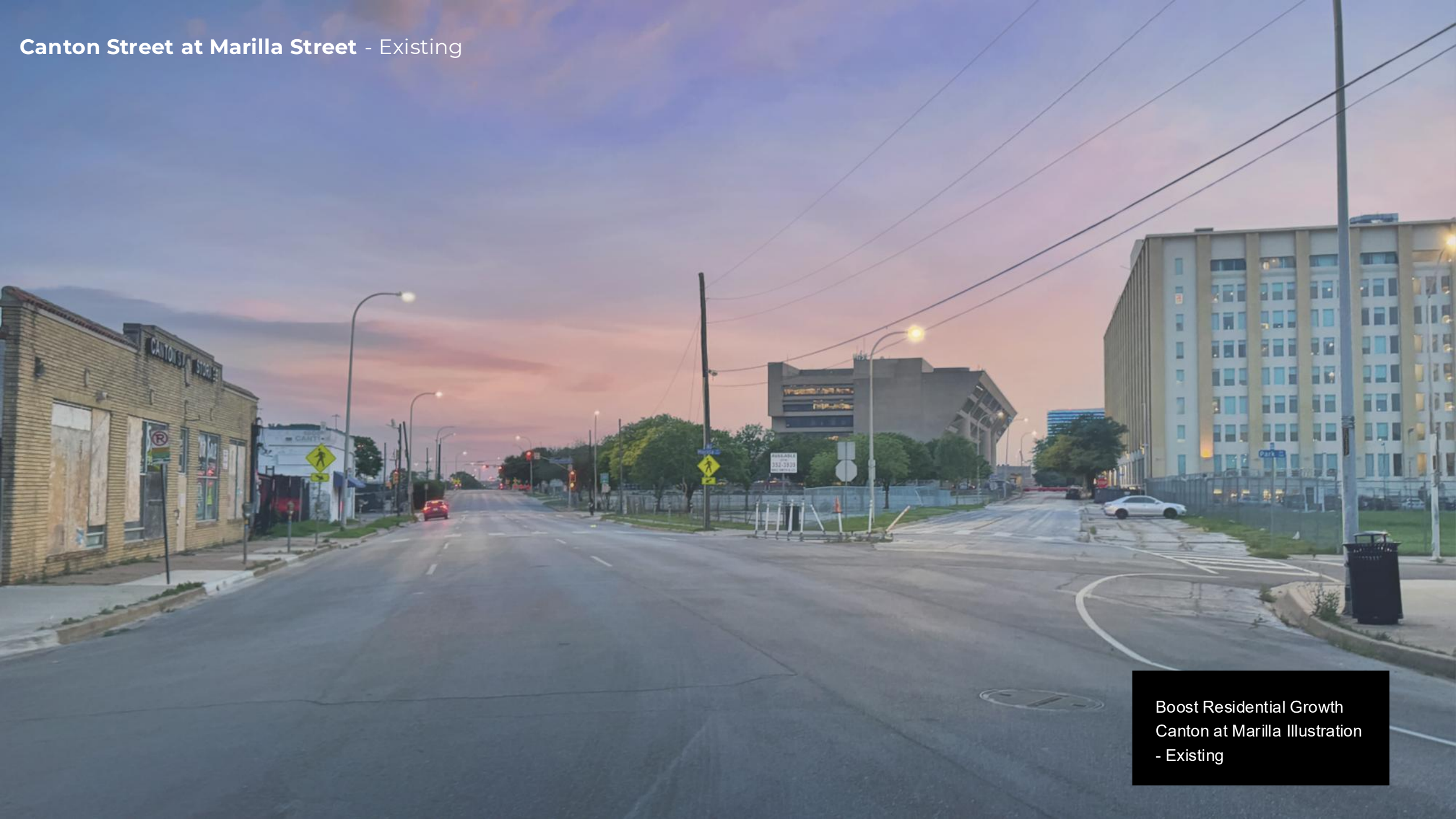


Cultivate Distinct Districts and Destinations

WHY THIS MATTERS NOW

- A livable, dynamic and exciting Downtown has a mix of **imageable districts, interesting spaces, and memorable experiences**
- Establishing Downtown as an **“urban campus” of lifelong learning and education** fosters collaboration, innovation, commerce and talent attraction
- Planned and future **major investments** are leveraged to energize the surrounding blocks and create lively, identifiable hubs of activity

Canton Street at Marilla Street - Existing



Boost Residential Growth
Canton at Marilla Illustration
- Existing



Boost Residential Growth
Canton at Marilla Illustration
- Potential

Bold Move 3: **Cultivate Distinct Districts and Destinations**

Create an integrated mixed-use urban campus district anchored by Dallas College and regional educational partners

- Partner with Dallas College in the development of a mixed-use urban campus anchored by education

Develop the convention center district and land around City Hall as master-planned entertainment and residential districts

- Support the release of the phase 7 CC RFQ and masterplan east of the convention center
- Work with City and private sector on a plan for the land south of City hall

Partners: DDI, City, Dallas College



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Leverage **existing assets and venues**

Partner and advocate to bring in **complementary uses and amenities**

Cultivate and promote **programming, activities and brand awareness** to further establish the identity of distinct, interconnected Downtown districts



Bold Move 4:

Make the Critical Connections

Construct the Thruline urban trail as a seamless multiuse trail connecting neighborhoods and investments

- Construct a nationally recognizable urban multi-use trail linking Downtown neighborhoods
- Partner to connect the Loop, Katy, Santa Fe and multimodal connections through the urban core

Transform the DART Transit Mall as a safe, active and thriving Downtown public space

- Develop strategic improvement priorities for enhancements along the DART transit mall
- Renovate as a premier pedestrian/transit corridor addressing safety, stations, and public realm

Partners: DDI, DART, LOOP, City, NCTCOG



Make the Critical Connections

WHY THIS MATTERS NOW

- Innovative infrastructure leverage's Downtown's many assets and **stimulates economic development**
- Completing “**last mile**” **connections** inside the Loop connects users to the surrounding districts and the greater regional network
- Right-sizing and repurposing underutilized streets helps create a **more walkable, bikeable and accessible Downtown**



Indianapolis Cultural Trail





Young Street
Between Akard and Ervay



DOWNTOWN DALLAS

The Thruline

Young Street
Between Akard and Ervay



Transit Mall
Griffin at Pacific



Transit Mall
Griffin at Pacific

Bold Move 5: **Invest in the Ground-Level Experience**

Reimagine Key North-South Corridors as activated, walkable pedestrian links

- Orient redevelopment, activation, and sidewalk enhancements along Harwood, Akard, and Lamar
- Deploy the 14.9M bond funding to reimagine Harwood Street as catalyst project

Launch a ground floor tenant grant program to infill vacancy and activate the ground level experience

- Identify Downtown specific costs for ground floor retrofitting and tenanting
- Launch a Tenant Improvement Grant program to attract new tenants and businesses

Partners: DDI, City



Invest in the Ground-Level Experience



WHY THIS MATTERS NOW

- Active ground floors filled with shops, dining, services, amenities and destination spaces **promote safety, foster economic development, and support entrepreneurship**
- Parks with intentional and coordinated programming, beautification, and maintenance contribute to a **clean, active, desirable and fun city center**
- **Vacant and underutilized sites** offer opportunities for creative projects that engage the street level, bring in people and economic activity, and provide connections to adjacent neighborhoods.



Reimagine Key North South
Corridors
Harwood at Pacific

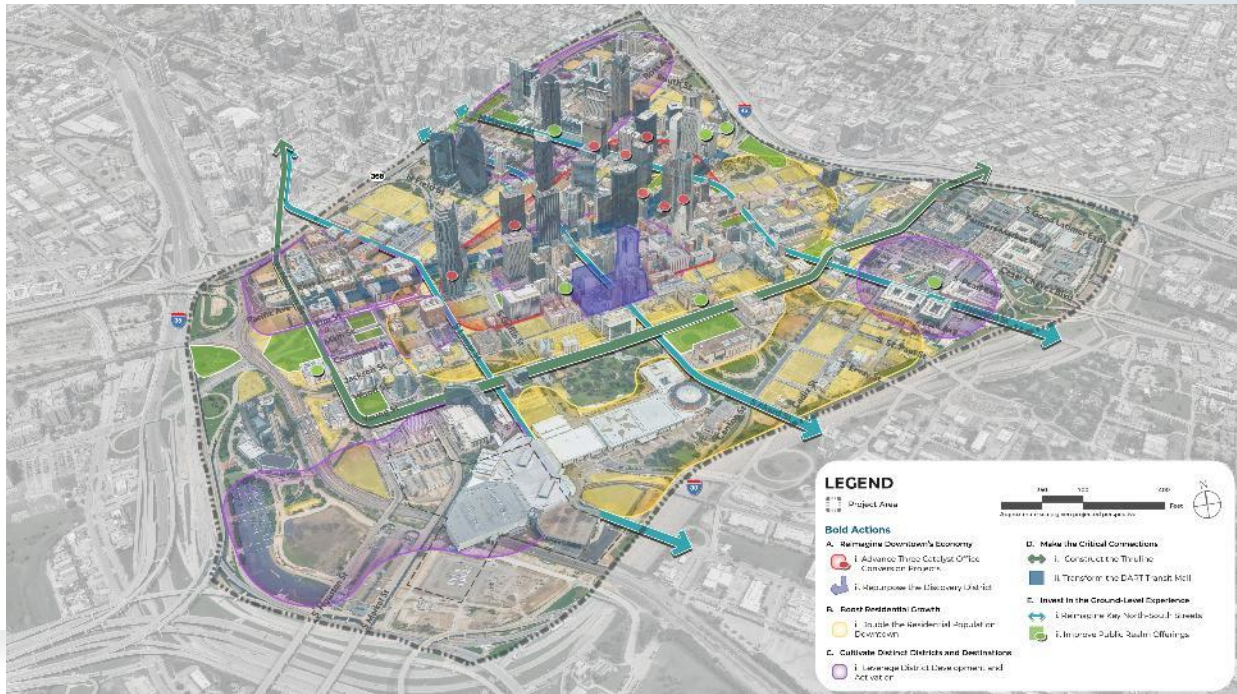


Reimagine Key North South
Corridors
Harwood at Pacific

Big Ideas. Bold Action. Framework Diagram

- *Convert Office Vacancy*
- *Repurpose the Discovery District*
- *Residential Incentives Program*
- *Double the Residential Population*
- *Build Dallas College Knowledge District*
- *Develop the Convention Center District*
- *Build the Thruline*
- *Transform the Transit Mall*
- *Reimagine key North/South Streets*
- *Launch Program to infill Ground-Floor Vacancy*

DOWNTOWN DALLAS BIG IDEAS. BOLD ACTION. DOWNTOWN VISION 2036



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IMPLEMENTATION TOOLS,
RESOURCES, STAFFING,
PARTNERSHIPS

Big Ideas. Bold Action.

Implementation and Action

- Document detailed plan roadmap with specific actions for implementation
- Engage partners in rapid policy development and updated programs
- Refine existing and new funding sources and key partnerships
- Align current initiatives and projects around advancing plan initiatives
- Engage on design and pricing for capital projects and improvements



August 19 – Community Meeting DMA

Next Steps for Engagement

Ongoing engagement, meetings, individual task forces and working sessions

Share your ideas, participate, and get involved:

Ongoing work and implementation of the 10 key initiatives in the coming months setting the vision for the next decade

Learn more at:

[State of Downtown - Downtown Dallas, Inc.](#)

