



Plan Framework

Building on a strong vision, Downtown Dallas 360 is organized by several major concepts. These concepts form the Plan Framework (see figure at left) or “backbone” of the 360 plan. These concepts are summarized in this section and described in detail in subsequent chapters.

OVERARCHING GOALS

For a planning effort such as Downtown Dallas 360, overarching goals help frame the key themes for the plan and create a unifying “mission” for the document. The overarching goals for Downtown Dallas 360 are discussed below.

Exciting Urban Experience

Foster the energy and activity reflective of Dallas’s stature as one of America’s great cities. Downtown should be the most active, vibrant environment and should boast the city’s greatest sense of urban life. Well-designed buildings with street level activity and a renewed focus on pedestrian friendliness are critical to ensuring Downtown’s vibrancy.

Balanced Transportation System

Accelerate the transition toward a balanced, multi-modal transportation system that embraces and equalizes the importance of light rail, streetcar, pedestrian, bicycle and automobile mobility. Downtown’s future as a successful urban place rests on its ability to accommodate multiple modes to allow the spontaneity, freedom and accessibility that only an urban environment can provide.

Inclusive Environment

Encourage diversity in design, housing types and businesses to attract a wide range of residents, workers and visitors to experience Downtown. As the region’s prime urban location, Downtown Dallas must reflect the region and its status as a global gateway. It also must foster an inclusive environment through an identifiable, recognizable image that caters to Dallasites and visitors alike.