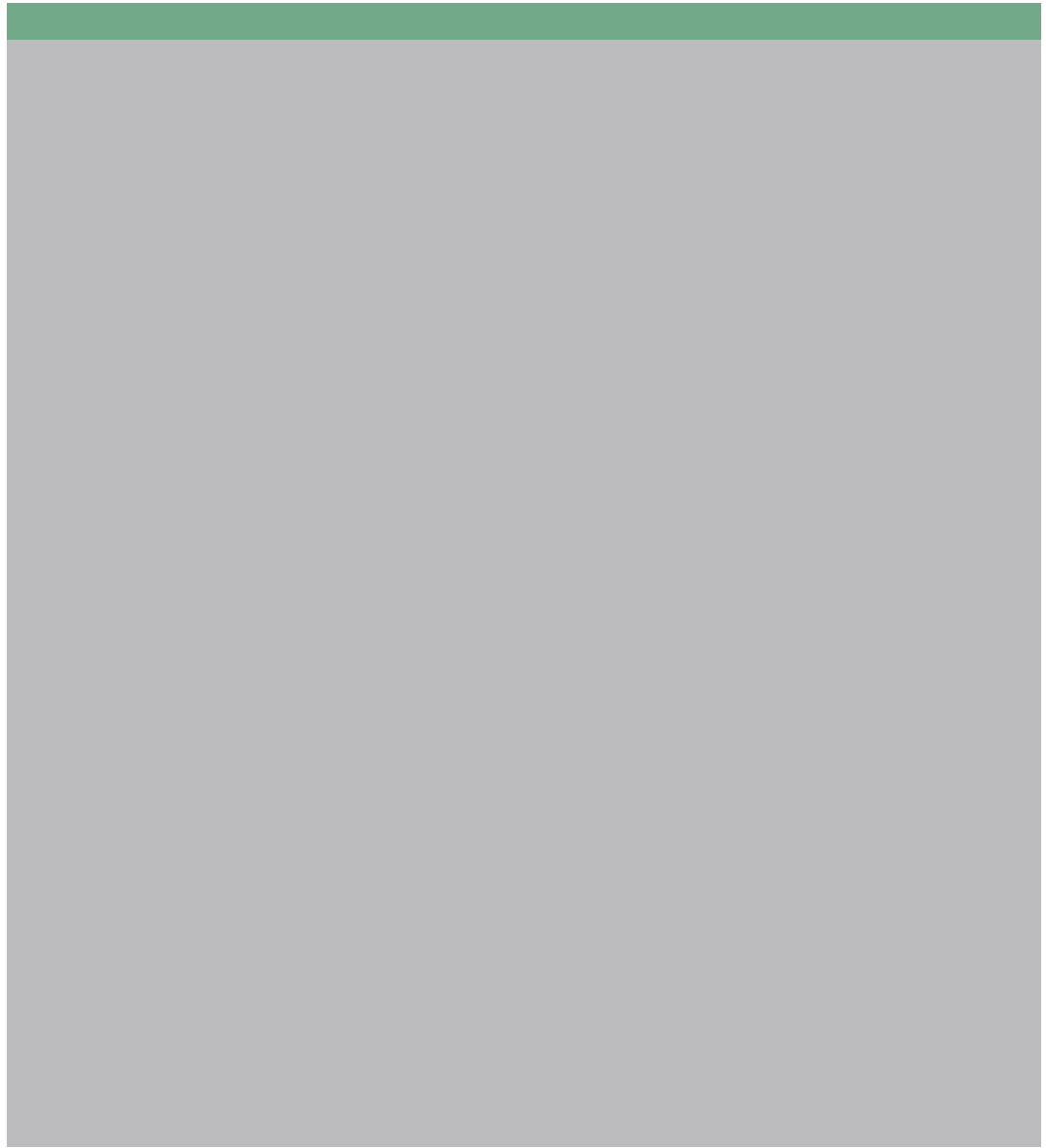




# II Vision and Plan Framework





### The Vision

*Downtown Dallas and its adjoining neighborhoods create a place for everyone at the heart of our city, a complete and connected City Center offering an inclusive, robust, and unique combination of residential options, job opportunities, great schools, refreshing open spaces, bustling street activity, successful business and retail, connected by an accessible, balanced, multi-modal transportation network with a variety of options to move from one destination to the next.*

Dallas continues to be the economic, cultural, and entertainment center for the Dallas-Fort Worth Metroplex. The City Center of Dallas, the geography extending roughly 2.5 miles from Downtown, serves as the nucleus of activity and is the primary destination for conducting business and experiencing an urban lifestyle, boasting great transportation connections and a diverse, skilled workforce.

The City Center contains a strong collection of mutually-supportive districts, each with unique character and opportunity to improve accessibility via walking, bicycle, streetcar, light rail, bus, or automobile. The area's tens of thousands of residents contribute to a diverse, inclusive place where creativity, innovation, and social interaction are paramount.



Thomas Garza Photography



### Plan Framework

Building on a strong vision, *The 360 Plan* is organized around the idea of a complete and connected City Center. This overarching goal forms the Plan Framework (see figure at right) or “backbone” of *The 360 Plan* and frames the key themes for the plan to create a unifying “mission” for the document.

### THE URBAN FABRIC

The City Center has numerous districts that continue to evolve. A key part of the vision for the City Center is a collection of linked districts and neighborhoods, both within the loop and those immediately adjacent, that together comprise the city’s core urban fabric and create a complete urban experience. *The 360 Plan* vision acknowledges existing and emerging identities while providing guidance to ensure that, together, the various districts attract and serve a wide array of employees, residents, and visitors. Unlike the 2011 plan, responding to the “Know Your Neighborhood” survey work done through the People Organizing Place (POP) initiative, districts have been grouped into larger geographies in order to capture similar themes and characteristics emphasized through public input. A broad vision, description of character, and connection opportunities for each district are highlighted in Chapter III.

## THE VISION

### A COMPLETE AND CONNECTED CITY CENTER

#### TRANSFORMATIVE STRATEGIES



### TRANSFORMATIVE STRATEGIES

To focus and further articulate how the vision will be achieved, three Transformative Strategies present the critical path forward that will ensure the type of community that residents, stakeholders, and city leaders desire. Despite tremendous resources, advantages, and successes of the City Center today, achieving the vision as described will take targeted efforts to increase its regional, national, and international competitiveness and attractiveness, as well as sense of place and livability for local residents, employees, and visitors. To this end, the strategies identified for *The 360 Plan* must be truly transformative – shifting the conventional wisdom in Dallas for how to get things done – resulting in a premier urban environment. Each Transformative Strategy, including its overall concept, policies and guidelines, and an overview of implementation steps is described in detail in Chapter IV.

### CATALYTIC DEVELOPMENT AREAS

Six catalytic development areas apply policy support, vision, concepts, and strategies on the ground. They leverage a combination of recent major public and private investment to support additional opportunities for significant growth. The six areas have been identified through the planning process because of their ability to address multiple Transformative Strategies, capacity to accommodate significant new development, and ability to demonstrate “quick wins” for both public and private sectors. Catalytic Development Area recommendations are outlined in greater detail in Chapter V. The vision and character of each area are described and illustrated along with recommended strategic actions. In addition, three Corridors of Interest illustrate design concepts for enhancement of key streets that are critical for reconnecting districts and are further discussed in Chapter VI.

IMPLEMENTATION

The Transformative Strategies, Catalytic Development Areas, and Corridors of Interest highlight concepts and strategies to generate success. In order to be successful in achieving the desired outcomes outlined in this document, there are strategic actions that will need to be accomplished. As with the 2011 Plan, the Implementation section highlights a matrix of Action Items and policy changes to achieve for each of the Transformative Strategies. These action items highlight a specified timeline, projected implementation cost, a lead party, and funding sources.

CONTRIBUTING STUDIES

To further analyze the growth of the City Center since 2011, several studies were also conducted to evaluate certain aspects of the study area. All studies reviewed below are available in the Appendix.

District Analysis: Base Mapping and Granular Assessments

Through intensive touring, MIG, alongside City and DDI staff, assessed the physical inventory of each neighborhood to capture the contextual aspects and relevant issues affecting each area. The granular assessment maps were reviewed by area residents and stakeholders in an effort to conduct a complete and thorough analysis of each neighborhood.

Dallas 360 Market Analysis

Conducted by Economic and Planning Systems in 2015, this study evaluated the economic health of all districts within the Downtown Dallas 360 geography. Through the study, each district was provided a "market momentum score" that ranked the strength and balance of the district's retail, office, employment, and housing opportunities.

Alternative Demographic Forecast

The City of Dallas and DDI analyzed The 360 Plan study area to create a refined 2040 employment and population forecast to use in all plan-related studies and analyses. Inputs for the updated forecast included actual residential unit counts and evaluation of existing land uses and development trends to create the alternative forecast.

The 360 Plan Transportation Analysis

In 2016, Fehr & Peers conducted a detailed transportation analysis of all local roadway networks within the City Center to evaluate the effects a potential vehicular capacity reduction has on traffic patterns, economic development, and quality of life. The study included use of StreetLight cellphone and GPS data to better capture travel patterns throughout the study area, providing a micro-analysis of motorists' behaviors.

Transit Metrics Analysis

The City of Dallas analyzed transit mode share for the Downtown districts and Downtown as a whole. Ridership data was collected from area transit agencies, and proportions were calculated using cellphone and GPS data of automobile trips from Streetlight.

Downtown Dallas, Inc. Perception Survey

Downtown Dallas, Inc. conducted a perception survey in Fall 2016 to capture and evaluate trends, desires, and behaviors of Downtown residents and workers. The survey data has informed the creation of The 360 Plan objectives and will be used for benchmarking purposes into the future.

Know Your Neighborhood

As a part of The 360 Plan's public input phase, bcWorkshop utilized their People Organizing Place tool to gather specific data about Downtown neighborhoods through an interactive website and guided facilitation to begin discussions of neighborhood boundaries throughout the study area.

