III The Urban Fabric
A Complex, Diverse City Center

Dallas’ City Center is a unique collection of diverse, vibrant neighborhoods that have shaped the rich history of the city. Each neighborhood’s distinct, well-defined personality serves a purposeful function in creating a collective identity that differentiates the City Center from the rest of the city - one that defines the most dense mixed-use environment - a complete and connected community of commercial, cultural, entertainment, and residential amenities and opportunities.

Modern skyscrapers, residential neighborhoods, entertainment venues, recreational facilities, historic buildings, and museums all comprise the 19.5-square-mile study area of The 360 Plan. Although Downtown Dallas is commonly referred to as the area within the freeway loop, this broader perspective of the entire City Center is necessary to focus on the complementary role each neighborhood has in the overall success and vibrancy of our center city. The following descriptions capture the contextual elements of all of the neighborhoods within the scope of the plan, including their character, evolution, and connection opportunities. Some neighborhoods have been grouped together, as they share similar features; but, the overall focus is on those connections between the neighborhoods that strengthen the urban fabric of the entire City Center.

Together, through the unified, cohesive vision of The 360 Plan, Dallas’ central neighborhoods can provide all residents, workers, and visitors a pleasant, vibrant environment in which to live, do business, and enjoy the city.
As the birthplace of the city, the geography and identity of Downtown Dallas has evolved in a multitude of ways over the last 150 years. In its recent history, Downtown is typically indicated as the area within the freeway loop of Interstates 30, 35, 345, and the Woodall Rodgers freeway. Today, the term “Downtown” means many things to many people, depending on personal relevance, something to be celebrated as the urban core of Dallas evolves and citizens take pride in what the heart of their city means to them. Therefore, for the purposes of clarity within The 360 Plan, Downtown is referred to as the area that aligns with the Downtown Improvement District, comprised of six districts within the freeway loop that are surrounded by more than one dozen others that sit adjacent, all crucial to the overall economic and social well-being of the City Center of Dallas.
Dallas Arts District

District Character/Evolution

Created by city ordinance in 1983,[1] the Dallas Arts District has since become the nation’s largest contiguous urban cultural district dedicated to the visual and performing arts. In the late 1970s, the northeastern portion of Downtown – home to underutilized or industrial properties, including the former Borden Dairy – was recommended as the site to co-locate the city’s disparate arts and cultural institutions in one neighborhood that could be conveniently accessed by the city’s arts patrons, residents, and tourists. The Dallas Arts District now contains a world-class collection of cultural venues housing world famous art collections, music and theater companies, other arts-related organizations, and a nationally-renowned magnet high school.

Parks and plazas throughout the Dallas Arts District also provide visitors with the opportunity to congregate, interact, and recreate together. Klyde Warren Park has become a hallmark development for the City of Dallas, connecting the Dallas Arts District with the Uptown neighborhood, once separated by the Woodall Rodgers Freeway. The 2015 extension of the McKinney Avenue Trolley along St. Paul and Olive Streets further enhanced connections between Downtown, the Dallas Arts District, and Uptown.

The original, compact plan for the Dallas Arts District has evolved into a mixed-use neighborhood. Spanning nearly 70 acres, the Dallas Arts District is a cultural and innovative hub of commercial, leisure, and educational activity. Upcoming housing developments meet a critical need in enhancing the Dallas Arts District’s residential offerings; the addition of residents will solidify the Dallas Arts District’s character as a true mixed-use community. With the implementation of specific urban design guidelines – an effort underway in parallel with The 360 Plan – the Dallas Arts District will continue its transformation into a unique, vibrant neighborhood in Downtown Dallas.

District Connection Opportunities

Flora Street, once the cornerstone of the African American community of North Dallas,[2] is now the cultural backbone for the City of Dallas. Envisioned as a dense commercial and cultural thoroughfare, Flora Street, while it allows for some vehicular traffic, is more of a pedestrian pathway connecting visitors to the various institutions and developments fronting the street. Outdoor dining patios, decorative pavers, and pedestrian amenities, including lighting, shade trees, and benches, will line Flora Street, offering pedestrians an attractive environment in which to explore Dallas’ arts scene.

Connecting Uptown to the Dallas Farmers Market via the Dallas Arts District, Pearl Street has been envisioned to become the city’s “Avenue to the Arts.” Primarily used by motorists as a Downtown pass-through, Pearl Street lacks the amenities, infrastructure, and multimodal options necessary to connect it with the rest of the city.

The Dallas Museum of Art is one of Dallas’ most popular destinations and an anchor for the Dallas Arts District.

Booker T. Washington High School for the Performing and Visual Arts is a magnet public high school in the Arts District.

The Dallas Arts District is home to a variety of notable buildings, including several by Pritzker Prize-winning architects, such as the Wyly Theatre by Rem Koolhaas.
The DART West End Station provides great transit service to the district, but is currently viewed as unsafe and detracts from surrounding development and positive momentum for the district.

The West End contains some of Dallas’ most significant historic structures, including Old Red Courthouse necessary to create a truly unique environment for Dallas Arts District visitors. To become the “Avenue to the Arts,” innovative treatments must be incorporated into the current infrastructure of Pearl Street to enhance pedestrian safety and to accommodate alternative transportation options.

Harwood Street contains the necessary infrastructure to become an urban boulevard, connecting multiple districts in and around Downtown with multimodal transportation options, including automobile, bicycle, and pedestrian infrastructure. As it passes through the Dallas Arts District, Harwood Street could become a pedestrian promenade, linking many Downtown parks and open spaces along its path: Uptown, Klyde Warren Park, the Dallas Arts District, the future Pacific Plaza, Main Street Garden, the future Harwood Park, the Dallas Farmers Market, Dallas Heritage Village, and extending into the Cedars.

Elegant estates and homesteads once lined Ross Avenue, which, by the late-nineteenth century, had become the most prestigious address in Dallas. By the 1920s, the elite neighborhood along Ross Avenue deteriorated as residents fled the City Center to nearby communities. With Downtown’s resurgence, Ross Avenue is now home to prestigious commercial, cultural, and future residential developments, becoming a critical access point to Downtown from Old East Dallas via the Dallas Arts District, extending into the West End. Its character is envisioned to be a complete street, respecting its significant cross-city role as a District Connector, while also balancing the varying land uses that stretch its length, the intensity of current and future commercial development, and opportunities to become a multimodal, pedestrian friendly, and activated corridor.

West End

District Character/Evolution

Much of Dallas’s past is contained and preserved in the West End, a historically-significant area that contains many of the city’s cultural resources. This historic landmark district is vital to Downtown’s continued success, as nearly seven million people visit the West End’s attractions each year.

The city’s beginnings are rooted in the West End: in 1841, John Neely Bryan founded the Dallas settlement with the establishment of his homestead and a trading post in the vicinity of what is now the West End. As the settlement grew into the late 1800s, illicit businesses also emerged; visitors would come to Frogtown, a quasi-legal red-light district located in present-day West End, or nearby Boggy Bayou for entertainment and other services. Soon thereafter, as the railroads converged upon Downtown, manufacturers constructed brick warehouses to store goods and merchandise to be shipped out of town. Those warehouses are now synonymous with the West End as many still stand today, housing important destinations and tourist attractions. While in the West End, visitors can honor the life and legacy of John F. Kennedy at the Sixth Floor Museum and Dealey Plaza, study Dallas history at the Old Red Museum, learn the history of the Holocaust and value of advancing human rights at the Dallas Holocaust Museum and Center for Education and Tolerance, and take an underwater adventure at the Dallas World Aquarium.

In order to preserve the area’s history, many of the West End’s warehouses were also converted into restaurants and shops in the 1980s, effectively creating a new entertainment district for Dallas visitors. Though the area suffered from decline in recent decades, the West End has experienced a resurgence through new residential and commercial development projects. National corporations have been attracted to the West End as large-scale redevelopment projects repurpose many of the area’s buildings and warehouses into office space. The West End is also envisioned to
Market Street in the West End provides a strong retail street and a core of historic buildings but currently feels tired and is in need of updates.

Dealey Plaza is one of the city’s most popular tourist destinations and provides a steady stream of activity in the West End district. Source: Wikimedia Commons

become the Dallas Innovation District, in which the Dallas Innovation Alliance fosters a creative “living lab” of smart infrastructure, including LED lighting, digital kiosks, and public Wi-Fi, and the Dallas Entrepreneurial Center serves as a business incubator, attracting small business startups to the area.

Outside of the core entertainment district, the West End is a large employment and education center, serving as host to several Dallas County government buildings and El Centro College, the flagship campus of the Dallas County Community College District. El Centro students and employees at nearby Bank of America Plaza and Fountain Place significantly increase the West End’s daytime population, perpetuating the need for public gathering spaces which are lacking in the district. Surface parking lots are abundant throughout the West End, providing opportunity for future development to further activate the district. One such development, the proposed West End Plaza, will serve as a new park space for district visitors, residents, employees, and students.

District Connection Opportunities

Located in the northwestern portion of Downtown, the West End is well-connected to nearby districts and neighborhoods. Containing a number of the city’s cultural attractions, walkability between venues is critical to the safety and security of West End visitors. Wide sidewalks, visible crosswalks, and slower vehicular traffic are all necessary to create an environment conducive to pedestrian movement and safety. Street-level activations should also be encouraged in new development throughout the West End to improve the area’s pedestrian orientation and walkability; restaurants and patios, storefronts, and additional museum space could help enhance the pedestrian experience, making it safer and more efficient to move through the district.

Ross Avenue provides critical access to the West End, serving as an important gateway between East Dallas and Downtown. Used mainly as a vehicular thoroughfare, Ross Avenue is also an important pedestrian route as it connects two of Downtown’s cultural and entertainment districts – West End and the Dallas Arts District – and the various institutions contained therein. Lamar Street is a significant north-south thoroughfare for Downtown, connecting the Cedars (South Side) to Victory as it travels through the Civic Center and West End. Much of Downtown’s visitor activity is centered along Lamar Street as conventioneers and hotel guests use this corridor to reach the attractions of the West End.

The West End DART light rail station and the nearby West Transfer Center for bus services directly connect Downtown to local and regional destinations. Future streetcar routes along Lamar Street and Ross Avenue will further enhance the connections to the West End from various points in and around Downtown.

Woodall Rodgers Freeway and I-35 separate the West End from the Victory neighborhood and West Dallas, respectively, both areas that have experienced concentrated growth and investment in recent years. The I-35 corridor also further separates the West End (and all of Downtown) from the Trinity River, a major asset for Dallas, especially as plans for the future Trinity River Park move forward. The proposed 200-acre park will be the focal point for the city of Dallas, reconnecting communities to the Trinity River, encouraging economic development in, and accessibility to, underutilized parcels along the river.

Existing bicycle infrastructure enhances the street and pedestrian network throughout the West End. Planned bicycle infrastructure in the West End will provide further access to nearby neighborhoods, including Victory Park, the Dallas Arts District, and the Cedars via connections through Downtown; proposed bike lanes will also connect the West End to the existing trail network along the Trinity River via Houston Street and Lamar Street/Continental Avenue.
Reunion

District Character/Evolution

Completing the western end of Downtown, connecting the historic West End to the Civic Center, is the Reunion district. La Réunion, an experimental socialist commune founded by French settlers in 1855 near present-day Downtown Dallas, is the namesake of the Reunion district and the city skyline’s instantly-recognizable icon, Reunion Tower. Today, the Reunion district now serves as a major transit hub, as Union Station accommodates commuter, light, and interstate rail services.

Reunion contains the largest contiguous amount of vacant land in Downtown, a result of the closure and subsequent demolition of Reunion Arena in 2009. A vast portion of the district consists of surface parking lots and garages, both of which serve the nearby Convention Center. With ample opportunity for development and its high visibility at the confluence of major thoroughfares, Reunion is poised to become a high-profile destination in Downtown Dallas; the creation of a new development pattern on these vacant or underutilized lots would strengthen the district’s ties with the remainder of Downtown. Mixed-use developments, with a focus on residential, office, and hotel uses, will activate this oft-neglected section of Downtown. A planned high speed rail station nearby will further activate the Reunion district.

Large-scale redevelopment projects could also spur activity within Reunion. Renovations to 400 Record will reposition the high-rise office tower as a pedestrian-oriented destination as retail and restaurants replace vacant or underutilized ground-floor spaces. The soon-to-be-vacated Dallas Morning News facility and surrounding parking lots could become catalytic redevelopment sites, bringing much-needed residential, retail, and commercial uses to the Reunion district.

The Reunion district provides several notable parks and open space areas. Ferris Plaza and its grand fountain greet passengers as they exit Union Station and Lubben Plaza provides respite and shade to district visitors. The site of the former Reunion Arena has been transformed into a temporary green space, proving that a large park could be viable – and successful – in the Reunion district as it has played host to numerous public events, concerts, and gatherings.

District Connection Opportunities

As the primary transit hub for Downtown Dallas, Reunion is already well-situated and connected by transit to neighboring districts and nearby neighborhoods.

Transit orientation of future development within Reunion should position the area as a key point of interest and investment in the coming years. The area could become a high-profile destination as developers and companies seek proximity to transit options that facilitate Downtown’s regional and national connections. The planned high speed rail line nearby will further augment the light rail, Trinity Railway Express, and Amtrak services already available at Union Station. Also terminating at Union Station, the modern streetcar provides access to Downtown from Oak Cliff. Connecting two employment centers (Downtown and Methodist Hospital) and tourist destinations (Downtown and the Bishop Dallas Arts District), the streetcar serves as an asset for those seeking alternatives to the personal vehicle use between the Reunion district and its neighbors.

Freeways serve as a hard edge for the Reunion district at its western (I-35) and southern (I-30) borders, separating the district from the West Dallas and North Oak Cliff neighborhoods; both have experienced intense investment and growth in recent years. Smaller freeway footprints and deck parks as proposed in TxDOT’s CityMAP planning efforts will effectively connect the Reunion district to West Dallas and the North Oak Cliff Gateway areas. The freeways further separate Downtown from the Trinity River, a major asset for Dallas, emphasizing the need to reconnect communities – including Downtown – to the Trinity River.
Dallas Farmers Market

District Character/Evolution

Born out of improvised wholesale markets on Pearl Street in the late 1800s, the Dallas Farmers Market has been reborn as a thriving public market. The market serves as an anchor for the Dallas Farmers Market in southeastern Downtown and is an asset for the community-at-large, reflecting Dallas’s historical commercial roots and supplying produce in support of healthy lifestyles.

The current site of the Dallas Farmers Market was formally established in 1939 and was owned and operated by the City of Dallas until 2013. Now a private venture (a recommendation from the 2011 plan), the Dallas Farmers Market is poised to become a unique destination in Downtown Dallas, and high-quality retail and residential development has occurred immediately adjacent to the facility as a result. The remainder of the neighborhood presents a significant opportunity to advance a consistent development pattern to establish a distinct identity and transform underutilized land. Much of the property in the area remains vacant or underutilized, providing ample opportunity for future development or redevelopment projects.

The success of recent residential development in the Dallas Farmers Market will help spur development elsewhere in the neighborhood, fulfilling the 2011 plan vision for a mixed-income community with entry-level workforce and family-oriented housing, both of which are underserved markets within Downtown. Compact, walkable, low- to mid-rise residential and mixed-use communities could bring life to the area’s vacant and underutilized properties, further connecting the Dallas Farmers Market to other nearby neighborhoods in and around Downtown.

Lacking a formal public gathering space outside of the Dallas Farmers Market proper, Encore Park and the proposed Harwood Park have the potential to bring much-needed open space and cultural amenities to neighborhood visitors and residents. The adaptive re-use of buildings will also help solidify an identifiable character for the Dallas Farmers Market focused on its historical and commercial context.

District Connection Opportunities

Since its inception, the Dallas Farmers Market has been a critical gateway to Downtown: farmers from distant communities reached Dallas via Pearl Street to sell their produce to commercial wholesalers located Downtown.

Currently, the Dallas Farmers Market is a distinct neighborhood separated from the Cedars and Deep Ellum by I-30 on its south and I-345 on its east, two vibrant neighborhoods also experiencing a resurgence of development. Ongoing plans include the CityMAP efforts to reduce the freeway footprints and remove the confusing nexus of access ramps intended to reconnect these neighborhoods and their assets. Proposed deck parks over I-30, including a reconnection to the Dallas Heritage Village (Old City Park), will provide necessary open space to a critically-underserved section of Downtown.

Harwood Street features numerous historic landmarks, such as the Scottish Rite Cathedral, the Masonic Lodge, and the First Presbyterian Church, that reflect the institutional prominence of the Dallas Farmers Market; as it extends south and north, Harwood Street connects the Dallas Farmers Market to other historic structures (the Statler Hotel and Residences) and prominent destinations (Dallas Heritage Village, Main Street Garden, the Dallas Arts District). Harwood Street must accommodate vehicular traffic, including truck deliveries to the market, and pedestrian movement to and through the district. However, to enjoy the historical significance of Harwood Street, pedestrians and cyclists must feel comfortable travelling along the corridor and should be provided with ample amenities, including enhanced streetscaping (trees, benches, streetlights) and traffic-calming features (wide sidewalks, crosswalks).

Canton/Young Street, the epicenter of recent residential development in the Dallas Farmers Market, is an important connection to nearby Deep Ellum. However, multiple access ramps and confusing intersections create dangerous conditions for pedestrians wishing to access Deep Ellum or the Dallas Farmers Market via Canton/Young Street. The removal of certain
freeway access points and the addition of clearly-demarcated pedestrian pathways will provide safe access to both areas.

Proposed bicycle facilities on Marilla Street and Harwood Street will provide greater access to and from the Dallas Farmers Market. The increase in pedestrian and bicycle facilities in and through the Dallas Farmers Market will ultimately reduce the need for personal vehicles throughout Downtown. D-Link, the free Downtown shuttle, and opportunities for streetcar expansion will also serve as alternative transit modes, connecting the Dallas Farmers Market to nearby Downtown districts and neighborhoods.

In the Civic Center, City Hall Plaza often sits empty and unactivated. The hardscape design, surrounding vacancy, and lack of shade make the plaza unattractive to pedestrians.

Due to heavy tourist traffic through Pioneer Plaza in the Civic Center, the paths around the iconic cattle drive sculptures and cemetery are eroded and need repair.

New residential development is characterized by three-story brick townhomes and four- and five-story apartment buildings with traditional and modern finishes.

New restaurants and special events have helped make the Dallas Farmers Market a popular place on the weekend.
Civic Center

District Character/Evolution

Encompassing a large portion of southern Downtown, the Civic Center houses many of Dallas’ municipal and governmental destinations, including City Hall, J. Erik Jonsson Central Library, several federal offices, and the Kay Bailey Hutchison Convention Center. The Civic Center also contains many of the city’s social service organizations, providing services to the area’s homeless and other disadvantaged populations.

Like the City of Dallas, the Civic Center’s history is tied to the railroad: the Santa Fe Railroad Freight Terminal was once located in the southwestern portion of the Civic Center in an area now occupied by the city’s Convention Center.[4] The Civic Center’s future could once again depend on the railroad, as the planned high-speed rail station will be situated nearby. The station could serve as a catalytic project for Dallas, encouraging steadfast growth and development in a part of Downtown that has been slower to develop.

Large estate homes were once located in the area now occupied by City Hall,[5] providing a residential component that is lacking today. An abundance of parking lots and underutilized property throughout the Civic Center provide ample opportunity for development projects that focus on bringing a mix of uses to this portion of Downtown. Many of the district’s underutilized buildings could be adaptively reused, creating additional space for hotel, residential, and office uses that support and complement the convention and governmental functions of the Civic Center.

Three plazas provide opportunities for recreation and reflection within the Civic Center: Pioneer Plaza and Cemetery offers a look into Dallas’ past as a town on the western frontier, Lubben Plaza is a respite among sculptures, and City Hall Plaza provides ample space for large public events and gatherings. Activation of these spaces, especially City Hall Plaza, could bring additional visitors to the Civic Center while further engaging the area’s current employees and residents. Permanent programming and scheduled activities, including mobile food vendors, art shows, and moveable tables and chairs, will help activate these spaces. City Hall Plaza could become the Civic Center’s definable activity node and bring identity and character to this portion of Downtown.

District Connection Opportunities

As with the Farmers Market, the Civic Center is bordered to its south by I-30, separating the district from the Cedars, a resurgent neighborhood of numerous residential, office, and entertainment developments. The CityMAP plan to reduce the I-30 footprint and remove the tangled network of access ramps near the Civic Center will reconnect these neighborhoods and their assets. A proposed deck park over I-30 will provide additional open space and, together with the development plans for the nearby high-speed rail station, will further integrate and connect the Civic Center with the Cedars.

Streets within the Civic Center are often wide, accommodating vehicular travel to and through the district with little attention paid to the pedestrian. Marilla Street could become a pedestrian thoroughfare that connects the Reunion District (via Young Street), the Dallas Farmers Market, Deep Elm (via Canton Street), and various points of interest in between, including the Omni Dallas Hotel, Pioneer Plaza, and City Hall Plaza. Proposed bicycle facilities on Marilla will further connect the Civic Center to nearby districts and neighborhoods, specifically the Dallas Farmers Market and Deep Elm. Lamar Street could also be a signature street as it connects cultural and civic landmarks in Downtown, including the West End, Convention Center, and the planned high-speed rail station, to the burgeoning entertainment district in the Cedars. Planned bicycle infrastructure and pedestrian enhancements along Lamar Street will encourage and improve walkability within and around the Civic Center. Planned bicycle infrastructure and enhanced pedestrian amenities, including landscaping, along Ervay Street will also strengthen the Civic Center’s connections to the Main Street District and the Cedars neighborhood.

Main Street District

District Character/Evolution

Marked by contemporary skyscrapers and historic structures, the Main Street District serves as one of the most diverse and intensely mixed-use areas in Dallas. Home to the city’s major retailers, hotels, and banks, Main Street contains some of Dallas’ early buildings, including several landmark skyscrapers. As new development moved north from Main Street, in order to access nearby freeways, the modern image of Dallas as a center of finance and energy is now reflected in its iconic and growing skyline.

Commerce has always played a central role in Downtown Dallas. The arrival of the railroad in the 1870s brought commercial establishments to Main Street, including saloons and boarding houses, dry goods stores and markets, and medical and law offices. As Dallas grew, Downtown’s commercial offerings were also expanded. Anchored by the Majestic Theatre, Elm Street became a “film and theater row,” providing entertainment to both Dallastites and visitors. In 1907, Neiman Marcus brought luxury retail to Downtown Dallas alongside several other department stores throughout what is now the Main Street District. By the mid-twentieth century, though, most retail and entertainment establishments left Downtown as patrons began to favor the suburbs; the Main Street District, once the hub of near-constant activity, had become an office park, marking the initial decline of Downtown Dallas.

In recent years, the Main Street District has experienced expansive urban revitalization; Downtown has once again become a destination for commerce and entertainment. Older, dilapidated buildings have been restored and others have been adaptively re-used as residential properties to provide homes for Downtown’s ever-growing population. Higher education services have also expanded into Downtown as the UNT Dallas College of Law as well as the Universities Center at Dallas and its partner

Main Street Garden is popular with two- and four-legged visitors, and will be even more vibrant when the renovated Statler Hotel project is complete. The Eye Ball has provided Main Street with a popular and distinct piece of public art.

Belo Garden has a diverse array of Texas-native plant species as well as play fountains that make the park popular for all users.

Main Street has numerous retail and restaurant destinations, some of which provide pleasant outdoor dining options.
The University of North Texas System provides an educational amenity to the Main Street District and further increases its vibrancy.

**District Connection Opportunities**

The Main Street District, at the core of Downtown Dallas, is well-connected to nearby districts and neighborhoods via heavily-traveled corridors, pedestrian thoroughfares, and transit access.

As the main east-west thoroughfares in the Main Street District, Commerce and Elm Streets are primary vehicular access points to and through Downtown; both streets are wide, accommodating vehicle and bus traffic with little focus on the pedestrian experience. Numerous driveways and valet access lanes disrupt thru traffic and impede pedestrian safety. However, in recent years, several plans for streetscape improvements have been discussed in order to enhance the pedestrian experience along Commerce and Elm Streets: traffic lane removal, curb cut reduction, and the creation of dedicated parking and/or valet lanes can reduce traffic speed and improve safety throughout the Main Street District.

Pearl and Harwood Streets are wide, unattractive thoroughfares, serving north-south traffic through the Main Street District. Parking lots and inactive storefronts create voids in the connection between the Main Street District and the Dallas Arts District, providing opportunities for infill development, activation strategies, and pedestrian enhancements, including mid-block crossings, landscaping, and improved crosswalks. These enhancements will help achieve the vision of Pearl Street becoming the city’s “Avenue to the Arts” as it proceeds through Downtown and the Main Street District to the Dallas Farmers Market. Existing bike lanes throughout the Main Street District, especially along Main, Jackson, and Wood Streets, are important connectors to the Deep Elm neighborhood and the Civic Center, respectively, and proposed bicycle infrastructure on Harwood Street will further strengthen the connection between the Main Street District and additional neighborhoods.

Mass transit penetrates the Main Street District, as bus, light rail, and the McKinney Avenue Trolley systems serve the core of Downtown Dallas. D-Link, the free Downtown circulator, also connects visitors to hotels and other destinations within the Main Street District and throughout Downtown Dallas. Proposed expansions of the light rail and streetcar systems will further enhance connections to and through the Main Street District and reduce the need for personal vehicles in Downtown.

Most structures in the Main Street District were built with internalized retail and services, often leaving the street frontages bare and inactive. Skybridges and tunnels, built to link office towers and hotels to parking structures and other destinations, exacerbate the feeling of isolation at street level. Recently, however, office towers and corporate campuses are embracing Downtown streets through activation of their ground floor spaces. Additional patio dining, retail storefronts, and public gathering spaces will cultivate a lively, engaging, human-scale experience throughout the Main Street District, encouraging pedestrians to walk and enjoy Downtown and nearby neighborhoods.
Neighborhood Associations and Historic Overlays

Neighborhood Association maps will be updated in accordance with ongoing revisions to the City of Dallas Neighborhood Association database.

Public Improvement Districts and Council Districts

Zoning

More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/
Cedars

Taking advantage of its proximity to Downtown, the Cedars is a burgeoning neighborhood undergoing rapid transformation: industrial uses are being replaced by residences, restaurants, and office spaces to become a dense, full-service community.

The emergence and subsequent growth of Dallas’ railroad network in the 1870s coincided with speculative residential development around the Downtown area. Residential development progressed south of Downtown Dallas as northern development stalled near the Texas and Pacific rail line, along what is now Pacific Avenue; speculators were drawn to southern Dallas and its forest of oak and red cedar trees, the latter of which gave the new neighborhood its name, by way of new streetcar lines crisscrossing the area [6]. Upon the opening of City Park (now Dallas Heritage Village), Dallas’ first public park, the Cedars quickly became a stately neighborhood, as streets were lined with the Victorian homes of Dallas’ wealthy professionals, including businessmen, doctors, and lawyers. Much of Dallas’ original Jewish population also lived in the Cedars, building large Victorian mansions throughout the neighborhood.

The elegance of the Cedars neighborhood faded in the early twentieth century; the wealthy enclave was replaced with industrial uses associated with the numerous railroads crossing the neighborhood into Downtown. Factories, warehouses, and heavy industry followed the railroads into the Cedars, destroying much of the neighborhood’s tree canopy. Substandard housing conditions became prevalent throughout the neighborhood affecting its exclusivity and value, forcing many of the Cedars’s founders to move to wealthy enclaves elsewhere in Dallas. Construction of the I-30 corridor in the 1960s all but destroyed what few Victorian mansions remained in the Cedars at that time.

Remnants of the Cedars’s industrial past remain today. Adaptive reuse projects and live-work units preserve the creative and industrial spirit of the neighborhood, among the remaining historic homes and commercial structures that remain – creating a diverse, eclectic urban identity. In recent years, affordable land values and proximity to Downtown have attracted artists and other residents to the Cedars. Popular bars, restaurants, and music venues have been established in the Cedars alongside new residential development to become a vibrant, diverse neighborhood.

The railroad was central to the Cedars’ establishment and subsequent development – and will remain an integral factor in its future success. As the location of the proposed high speed rail terminal, the Cedars will be once again at the crossroads of robust growth and continued prosperity.

Within the Cedars, the South Side neighborhood has experienced explosive growth since its anchor development South Side on Lamar in the former Sears, Roebuck and Company building (1910) opened in 2001. Soon after, the Dallas Police Department Headquarters relocated to the area, and with the improved perception of safety and activity soon came the Nylo Hotel and several restaurants, bars, and entertainment venues that catalyzed additional development throughout the Cedars.

The 360 Plan emphasizes several District Connectors in the Cedars and South Side that will improve multimodal access to Downtown, to and across the Trinity to neighborhoods like The Bottom, and to the east/southeast to Fair Park/South Dallas, including: Riverfront, Lamar, Cadiz, Al Lipscomb Boulevard, Martin Luther King, Jr. Boulevard, Envoy, Akard, Belleview, and Harwood.

Some historic structures, such as the Nylo Hotel on South Lamar Street, have been renovated and turned into key anchors for the neighborhood.
Neighborhood Associations and Historic Overlays

Neighborhood Association maps will be updated in accordance with ongoing revisions to the City of Dallas Neighborhood Association database.

Historically Protected Structures

Local Historic Districts

Neighborhood Associations

Zoning

More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/
Deep Ellum

Deep Ellum, one of Downtown Dallas’s most eclectic neighborhoods, is a popular destination for entertainment and nightlife. After long periods of disinvestment, Deep Ellum has experienced a significant resurgence in recent years as an infusion of residential units, creative workspaces, and retail storefronts have created a vibrant mixed-use neighborhood. The area, on the east end of Downtown Dallas, was originally settled as one of Dallas’ freedman towns, and, at the confluence of several rail lines, Deep Ellum served as a red-light district for those passing through Dallas. Established just after the Civil War, areas along Commerce, Main, and Elm Streets were filled with juke joints and establishments serving homemade beer and liquor.  

Deep Ellum was an early home to jazz and blues music, genres performed by musicians that had experienced the hardships of the neighborhood and its roots in slavery. Prior to fame, Blind Lemon Jefferson performed in Deep Ellum brothels before becoming a national recording star for Paramount Records. Jefferson’s music, alongside other Dallas bluesmen, would shape and inform contemporary American music and recording artists. Deep Ellum’s roots as an entertainment and nightlife district still remain today as bars and nightclubs continue to host live music performances.

By the 1920s, however, Deep Ellum became one of Dallas’s first commercial districts to cater to African Americans; many businesses were owned and operated by African American families, including hotels, retail shops, a movie theater, and a vaudeville house. Deep Ellum has the largest collection of commercial storefronts from the early twentieth century in Dallas. Maintaining the historic facades, many of the buildings’ interiors have been renovated to accommodate modern restaurants, art galleries, and entertainment venues. Home to the Continental Gin Company and a Model T assembly plant, Deep Ellum propelled Dallas into a newfound industrial age. Both large buildings have been converted into residential lofts and apartments, bringing a residential component to the neighborhood.

Nearly obliterated by the construction of Central Expressway in the 1970s, Deep Ellum has experienced many lives since. Today, the density and diversity of uses in Deep Ellum offer a unique urban experience found nowhere else in Dallas. Local retail and arts, an entrepreneurial culinary scene, and lively entertainment activity is balanced with a stable and active residential population. A range of future projects including low-, mid- and large-scale developments currently underway in Deep Ellum signify a prosperous future ahead for the neighborhood.

Connecting Deep Ellum and Fair Park/South Dallas sits Exposition Park, an eclectic mix of restaurants, bars, galleries, services, and small residential developments. Driven by a strong arts community, “Expo Park,” as it is known to many, is improving the connections between all of the southeastern center city with infill development and vibrant experiences. The 360 Plan emphasizes several District Connectors with strategies to improve multimodal transportation options to and from Deep Ellum, Expo Park, Downtown, and surrounding areas, including: Malcolm X Boulevard, Good Latimer, Hall, Main, Elm, and Commerce Streets.

New retail and restaurants have added to the already vibrant nightlife to help transform Deep Ellum into a bustling 24-hour district.

Special events such as Reimagine Crowdus, which temporarily closed Crowdus Street for a month, have given a new dimension to the neighborhood.
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Neighborhood Associations and Historic Overlays
Neighborhood Association maps will be updated in accordance with ongoing revisions to the City of Dallas Neighborhood Association database.

Public Improvement Districts and Council Districts

Old East Dallas Renaissance Coalition

I-30
I-345
Elm
Commerce
Canton
Hall
Malcolm X

Neighborhood Associations
Historically Protected Structures

Zoning
More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/
Design District

Located west and northwest of Downtown Dallas, the Design District is a unique destination for art, home furnishings, and design goods. In recent years, however, the Design District has emerged as a vibrant, mixed-use neighborhood as residential buildings and additional commercial services have come online.

The showrooms and warehouses that comprise the majority of the Design District were constructed in the 1950s on cheap, readily-available land along the banks of the Trinity River. Dallas was, at one time, the third largest garment center in the United States due to the concentration of fashion designers, fabricators, and showrooms within the Design District. The fashion industry continues to play a large role in the Design District as designers and other entrepreneurs move to the area in hopes of advancing their careers. The Design District has long been a premier destination for interior designers seeking unique home decor and furnishings. Today, the district offers a variety of merchandise, including art, antiques, and vintage goods, making it one of Dallas’ most attractive shopping and retail areas.

In recent years, warehouses and showrooms throughout the Design District have been repurposed as contemporary art galleries, breweries, and restaurants, maintaining the area’s industrious, edgy appeal. Infill development has occurred as apartment homes have been built among the district’s industrial buildings, establishing a creative and energetic mixed-use neighborhood; a boutique hotel and additional entertainment venues continue to diversify this rapidly-expanding portion of Downtown.

Though the Design District is easily accessible via automobile, there is a need to improve multimodal access within the district, connecting it to nearby neighborhoods and the Trinity River. Pedestrian and bicycle connections to the DART Victory Station, underneath an I-35 overpass, must be explored to provide critical access to various points around Downtown and greater Dallas. The Design District’s adjacency to the Trinity River provides ample opportunity for recreation and leisure activity, and the expansion of the bicycle infrastructure network, including the Trinity Strand Trail, will further enhance connections to and through the neighborhood. Residual rail spurs are common throughout the Design District. These underutilized spaces can be transformed into small parks or green space – both of which are needed in the district – that can further connect bicyclists and pedestrians to nearby trails along the Trinity River.

The Design District has become one of the most successfully-branded destinations in Dallas. As the Design District continues to grow and diversify, it is necessary to retain its industrious, creative energy for its continued success.

Public Improvement Districts, Historic Overlays, Council Districts

Zoning
More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/
East Dallas

The European roots of East Dallas are still prevalent throughout this thriving residential community just east of Downtown. Architecturally-significant homes and historic commercial structures from the late nineteenth and early twentieth centuries sit among newly-constructed multi-family projects.

East Dallas was originally settled by European pioneers attracted to the wild, overgrown frontier. In the 1870s, East Dallas was incorporated as a separate municipality and quickly grew after the arrival of the railroads. Large homesteads throughout East Dallas were parceled into subdivisions of manors and mansions that housed cattle barons, bankers, and other industrial leaders. The town’s elite status rivaled that found along Ross Avenue to the southwest, in what is now the Arts District. East Dallas was annexed by the City of Dallas in 1890, and the area’s rapid growth continued thereafter. Residents were drawn to East Dallas as Downtown became increasingly commercial and industrial; streetcar lines allowed residents to commute to and from Downtown – a novel concept – before the introduction of personal automobile use hastened suburbanization throughout the area in the 1920s and 1930s.

Residential development throughout East Dallas continued well into the early twentieth century. Many East Dallas neighborhoods offered modern conveniences and amenities not found elsewhere in Dallas, including sidewalks, paved streets, sewers, and electric street lights. By the 1940s, the area’s mansions were converted into apartments and boarding houses for industrial workers from nearby factories; by the 1960s, many of the area’s larger homes had been condemned or demolished. However, in the 1970s, residents began to take pride in several East Dallas neighborhoods and began to preserve and showcase the area’s architecture; extensive renovations to the historic homes have made East Dallas a desirable place to live once again.

East Dallas is anchored by the Baylor University Medical Center complex. From its humble beginnings in 1903, the hospital has grown into one of the largest patient care centers and medical research and training facilities in North Texas. As the complex has expanded throughout the years, Baylor’s prominent position within East Dallas continues to be felt throughout the city as the largest center of job growth in the City Center over the last decade.

Also contributing to the overall district is the Bryan Place neighborhood, characterized by some of the few opportunities available today for single-family unit dwelling in the City Center. Bryan Place was developed in the 1980s, focused on pedestrian friendly streets and a close-knit community within a walk or bike ride to the center of Downtown Dallas.

Continued preservation efforts throughout East Dallas will be necessary to salvage the area’s architectural integrity. While new development, especially around the Baylor complex, creates an eclectic environment, it must also respect the historic significance found throughout East Dallas. Within this context, additional development and redevelopment near Baylor should support a range of services for those utilizing and employed by the medical center, including housing; increased commerce could create a vibrant district and strengthen its surrounding neighborhoods.

The 360 Plan emphasizes several District Connectors with recommendations for multi-modal improvements that will better connect East Dallas and Bryan Place to Downtown and surrounding areas, including Ross Avenue, Live Oak, Hall, and Washington.
CHAPTER III | THE URBAN FABRIC

Public Improvement Districts and Council Districts

Deep Ellum PID

DISTRICT 14

DISTRICT 2

DISTRICT 7

Old East Dallas
Renaissance Coalition

Peak’s Suburban Addition
Historic District

Neighborhood Associations and Historic Overlays

Neighborhood Association maps will be updated in accordance with ongoing revisions to the City of Dallas Neighborhood Association database.

Zoning

More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/.

Central Area-2 Zoning
Mixed-Use Zoning
Industrial Manufacturing Zoning
Limited Office-3 Zoning
Walkable Residential-5 Zoning
Multifamily-2 Zoning
Community Retail Zoning
Planned Development Districts
North Oak Cliff

As one of Dallas’s oldest neighborhoods, Oak Cliff serves as a beacon for rebirth and revitalization, a proud identity that has attracted new residents and businesses to the established neighborhood. Oak Cliff and Downtown have historically been areas of great synergy, which can be improved through projects like the modern streetcar, bike infrastructure, and infill development. With projects like Sylvan Thirty and townhomes, condos, and apartments in between, the linkages are growing stronger. Opportunity exists to further bolster both areas, enhancing the cultural, economic, and social fabric of the entire center city.

Oak Cliff was originally settled in the 1840s as Hord’s Ridge on a high hill with limitless views across the Trinity River to the new community of Dallas. An independent city, Hord’s Ridge was a busy farming community with fertile soils along the river and its tributaries; the city’s grist mill, producing over 100 bushels per day, also became a driving industry in the area. In 1850, Hord’s Ridge narrowly lost a vote to Dallas to become the seat of Dallas County; the town’s robust growth slowed in the wake of the loss as Dallas became a more “popular” locale to conduct official business. In 1887, Oak Cliff came into being as developers transformed the fledgling Hord’s Ridge into one of Dallas’s most desirable suburban communities. Named for the oaks lining the area’s chalk hills, Oak Cliff was once again a burgeoning community in which residents sought refuge from the bustle of Dallas.

The Trinity River was a prominent selling point of Oak Cliff’s settlers: it served as an intentional physical barrier, separating the area’s exclusive neighborhoods from Downtown. However, major flood events regularly destroyed critical connections between the two cities for days or weeks at a time. Construction of the Houston Street Viaduct was a critical venture in 1910 to allow permanent access over the Trinity River to Downtown Dallas, a vital connection that continues to be used today.

Oak Cliff was annexed in 1903, becoming a part of the City of Dallas. Soon thereafter, working- and middle-class families flocked to the neighborhood, brought by the construction of affordable housing throughout Oak Cliff. Though Oak Cliff continued to experience residential and commercial growth through the 1950s, the poorly-constructed houses of the working-class neighborhoods would quickly deteriorate, leading to the neighborhood’s depressed conditions throughout much of the second half of the twentieth century. Significant reinvestment in the last 20 years, however, has halted much of this decline. Renovations of the historic housing stock and the revitalization of significant commercial centers, including the Bishop Arts District, now attract young professionals and families seeking a diverse, urban community. Restaurants, bars, and boutiques now cater to the eclectic demographic found in Oak Cliff, creating a unique neighborhood experience. The modern streetcar has propelled Oak Cliff to the forefront of transit-oriented development, and the neighborhood will experience continued economic and social connectivity to Downtown.

This rapid redevelopment, though, has raised concerns over gentrification and potential displacement of longtime residents, and new development should be sensitive to and respect Oak Cliff’s historic and cultural context in which it is built. In doing so, Oak Cliff will retain the fierce identity and independence instilled by its founders and will continue to play a vital role in Downtown’s revitalization and prosperity.

The 360 Plan emphasizes strategies to continue to improve connectivity, identifying streets such as Houston, Zang, and Beckley as District Connectors and enhancing access, with particular focus on bike and pedestrian connections, to and across the Trinity River.
CHAPTER III | THE URBAN FABRIC

Public Improvement Districts, Historic Overlays, Council Districts

Neighborhood Association maps will be updated in accordance with ongoing revisions to the City of Dallas Neighborhood Association database.

Zoning

More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/
Riverfront

The Trinity River and its oxbows form the core of Riverfront. Historically industrial, the district has become an urban playground in recent years as bike trails, greenways, and pedestrian paths have been incorporated into Dallas’ greatest natural asset.

Since Dallas’ founding, the Trinity River and its tributaries have fueled the city’s industries, from milling to manufacturing, playing a large role in the city’s growth and prosperity. Though the type of industry has changed over the years, Riverfront still contains a bulk of the city’s industrial uses, including car lots and repair shops, salvage yards, and small manufacturers; Dallas County justice facilities are also located in Riverfront. Industrial uses will continue to locate in Riverfront so long as land remains cheap and readily-available along the periphery of Downtown.

The Trinity River has received much-needed attention in recent years and is now seen as a major asset for Downtown and all of Dallas. The construction of the Margaret Hunt Hill and Margaret McDermott Bridges has brought panoche and elegance to an area generally not known for either. Access to Riverfront has been a challenge, having to cross interwoven routes of rail, river, levees, and high-speed roads and freeways; however, the Santa Fe Trail and Ronald Kirk Bridge have made the area more accessible, improving connections to Downtown at the district’s southern and northern ends, respectively. Recreational facilities and bicycle trails also provide some points of access to the Trinity River from various points in and around Downtown; however, there is significant opportunity to deliver more options to the Trinity’s current and future amenities. Plans for the Trinity River Park will forever change the landscape of Downtown Dallas. The proposed park will be one of the largest of its kind in the nation, reclaiming vacant lands and underutilized property for open space and recreational facilities.

For these reasons, Riverfront will increasingly be seen as an attractive area for development with no guarantee it will evolve into a place that welcomes people. However, with proper planning efforts, Riverfront can preserve the natural environment and bring more human-scaled development to the area. This work can lead to better policies and carefully designed, livable, and accessible projects to produce a truly thriving destination and gateway to Downtown Dallas with the Trinity River as its focal point.

The 360 Plan emphasizes District Connectors to improve multimodal connections between the Design District, Riverfront, Downtown, and surrounding neighborhoods, including: Oak Lawn, Hi-line, Reunion, Riverfront, Continental/Lamar, Commerce, and Griffin.
Council Districts

Zoning

More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/
South Dallas/ Fair Park

South Dallas/Fair Park is a unique neighborhood situated primarily to the east of Downtown Dallas. This tight-knit community thrives on its rich cultural heritage, diverse architectural offerings, and key civic facilities, including Fair Park.

As industrial growth took hold of the Cedars in the early twentieth century, much of the area’s population resettled in South Dallas, creating a prosperous residential enclave along South Boulevard and Park Row. The neighborhood’s mansions, schools, and civic structures rivaled those of other affluent enclaves of Dallas until the 1930s, when railroads – and related industries – pushed further south, forcing residents to move elsewhere once again. As South Boulevard and Park Row were being vacated, lax zoning standards and subsequent commercialization further contributed to the decline of this once-affluent residential community. The Prairie, a thriving African American community established post-Civil War, expanded into South Dallas, establishing cultural and civic roots in the area that remain strong today. However, decades-long disinvestment coincided with the construction of I-45 that leveled many of South Dallas’s prominent structures and bifurcated historic neighborhoods.

Fair Park, a vast urban park east of Downtown, contains many of Dallas’s historic, cultural, and recreational facilities. The park opened in 1886, hosting the Dallas State Fair, the precursor to the State Fair of Texas, which is one of the largest events of its kind in the nation and is still hosted on-site annually. In 1936, the Texas Centennial Exposition was held at Fair Park for which the fairgrounds were forever altered: Fair Park became a showcase for Art Deco design and architecture, highlighting Texas history via art and murals throughout various buildings that remain intact today. Current plans to revitalize Fair Park, making it a year-round destination with additional green space and improved access, are meant to catalyze revitalization of surrounding neighborhoods that have experienced continued disinvestment in recent decades.

Through culturally-rich, South Dallas/Fair Park remains physically isolated from much of Dallas, including Downtown, separating residents from key services and jobs. However, numerous vacant parcels and the planned revitalization efforts at Fair Park provide ample opportunity for continued investment and redevelopment in areas of South Dallas/Fair Park that have experienced years of neglect. Enhanced mobility options, including the DART light rail and the extension of the Santa Fe Trail, will further connect South Dallas/Fair Park residents to nearby neighborhoods and services that are currently separated by highway infrastructure.

Revitalization efforts by the City of Dallas and partner organizations will foster economic growth and residential development throughout South Dallas/Fair Park. Coupled with the passionate cultural and civic pride of area residents, South Dallas/Fair Park is bound to prosper once more in the wake of renewed interest and investment.

The 360 Plan emphasizes improved connectivity between Downtown and South Dallas/Fair Park as well as additional adjacent neighborhoods. Improvements are recommended to District Connectors such as Martin Luther King, Jr. Boulevard, Al Lipscomb Boulevard, and Malcolm X Boulevard.
Public Improvement Districts, Historic Overlays, Council Districts

Neighborhood Associations

More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/

Zoning
Uptown

One of Dallas’ premier office and residential addresses, Uptown has become a popular destination for employers and residents seeking a successful balance of jobs, housing, and services. Since the 1980s, Uptown has experienced tremendous growth—rivaling that of Downtown—transforming from a low-rise, sleepy residential neighborhood into a vibrant, mixed-use urban district.

Originally located outside the city limits, the area now known as Uptown served as a refuge for those unwelcome in Dallas. Polish Jewish immigrants originally settled on the west side of present-day Uptown to later be replaced by Mexican immigrants seeking both refuge from the Mexican Revolution and employment in nearby factories, rail yards, and farms. Little Mexico, as the neighborhood came to be known, was the center for Mexican-American culture until the construction of the Dallas North Tollway and Woodall Rodgers Freeway decimated the area in the 1970s; the historic Pike Park and a handful of other structures are all that remain of Little Mexico. After the Civil War, Freedmantown was established as freed slaves settled near an African American cemetery—the only African American landmark in or around Dallas at the time—located on the east side of present-day Uptown, near what is now the intersection of Lemmon Avenue and the North Central Expressway. Geographically segregated from Dallas proper, but close enough to house servants for nearby wealthy neighborhoods, Freedmantown was a tight-knit, unified community, but was essentially obliterated during construction of the expressway in the 1940s.

Among the modern high-rises and bustle of Uptown lies the State Thomas neighborhood and its collection of Victorian homes— the largest such collection in Dallas. A City Landmark Historic District, State Thomas was one of Dallas’ first subdivisions, home to many of the city’s elite families and prominent businessmen. Ethnically and racially diverse, the State Thomas neighborhood coexisted in relative harmony, sharing both borders and neighbors, with Freedmantown throughout its existence—an anomaly in post-Reconstruction years. Several of the State Thomas’s homes have been preserved, maintaining the residential character of the original neighborhood.

High-rise office and residential buildings now populate the area of Uptown in which orchards and vineyards were once prominent. In what has become Dallas’ most dense neighborhood, Uptown is now a walkable, urban environment popular to young professionals seeking proximity to jobs and leisure activity, including the Katy Trail, neighborhood parks, and abundant nightlife options. The 360 Plan emphasizes important District Connectors to improve multimodal connectivity between Uptown and surrounding neighborhoods, including: Field, St. Paul, Harwood, Cedar Springs, McKinney, Cole, Pearl, Olive, and Maple-Routh.


New development has included mixed-use development, including a Whole Foods Market, that have greatly enhanced the walkability and livability of the district.

Source: Wikimedia Commons

The M-Line Trolley, which connects Downtown to Uptown, has become a popular means of transportation for commuters and visitors alike.
Neighborhood Associations and Historic Overlays

Neighborhood Association maps will be updated in accordance with ongoing revisions to the City of Dallas Neighborhood Association database.

Zoning

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Victory Park and the Harwood District

Victory Park and the Harwood District are unique examples of new private developments that have been solidified as neighborhoods in the last 20 years.

Victory Park sits on a former industrial area, and is now home to one of the Downtown area’s most recognizable neighborhoods, including visitor-oriented sports and dining experiences that complement the nearby American Airlines Center. The development is also anchored by the W Hotel, and one of the most dense areas of multi-family in the City Center. The Victory Park district’s plan for additional high-rise residential and offices is anticipated to continue to fulfill a niche in the overall Downtown market. Within Victory Park is the developing South Victory area, envisioned to drive the resurgence of a shopping and entertainment experience.

Recent plans to reconnect Victory with Houston Street have been received positively, better connecting the district with its neighbor, the Harwood District.

In 1984, the Harwood District began with one building, the Rolex Building. Since then, the single-developer district has added two million square feet of office, residential, and unique restaurant and entertainment concepts with a luxurious but accessible theme and context. Harwood International’s vision is to grow the district, situated between Uptown and Victory Park, to more than seven million square feet of mixed-use development.

The 360 Plan emphasizes important District Connectors to improve multimodal connectivity between Victory Park, Harwood, Downtown, and surrounding neighborhoods, including: Houston, Lamar, Griffin, Olive, Harwood, and Cedar Springs.

Nearby historic landmarks such as Pike Park should be celebrated so they can be utilized by the surrounding, growing residential community.

Improving the gateway and access point to the Katy Trail will help provide a stronger connection to the Trail and Uptown for Victory Park.

New development in Victory Park and the Harwood District should be designed with activated ground-level uses to improve the pedestrian experience of the districts.
CHAPTER III | THE URBAN FABRIC

Neighborhood Associations and Historic Overlays

Neighborhood Association maps will be updated in accordance with ongoing revisions to the City of Dallas Neighborhood Association database.

Zoning

More specific zoning information can be found at https://gis.dallascityhall.com/zoningweb/
West Dallas

The single-family and industrial areas of West Dallas have experienced rapid growth and investment in recent years as connections to Downtown have improved with projects such as the Margaret Hunt Hill Bridge and the Ronald Kirk Bridge. New neighborhoods and developments such as Trinity Groves will continue to emerge as investors capitalize on the area’s proximity to Downtown and other growing neighborhoods nearby.

Home to the Bonnie and Clyde gang, West Dallas’ history is tinged with crime and poverty. Physically separated from the remainder of Dallas by the Trinity River, West Dallas suffered from decades of oppression and racial segregation. Lax zoning standards throughout West Dallas allowed industrial uses, including lead smelting plants, to be located adjacent to residential neighborhoods. Lead contamination of the air and soil and the construction of the nation’s largest low-income housing project[11] further perpetuated the concentration of poverty and the poor living conditions of those living in West Dallas. Residents and local institutions have come together in recent years to bring about change in West Dallas; single-family homes and senior housing have replaced the low-income housing project and lead contamination has been mitigated.

The opening of the Margaret Hunt Hill Bridge in 2012 has sparked renewed interest in West Dallas. The reconnection of West Dallas and Downtown has resulted in an influx of investment and development focusing on multi-family housing, restaurants, and commercial services, especially in Trinity Groves. Several other redevelopment opportunity sites are located throughout West Dallas, including the Post Office site, river frontage properties, and vacant parcels between Main and Commerce Streets, that could support potential high-density infill development, cultural resources, and other neighborhood-serving uses. Development pressures have affected long-time West Dallas residents in recent years, and there is a strong community-wide desire to balance the protection of existing single-family neighborhoods with higher-density redevelopment over time.

As the West Dallas neighborhoods undergo rapid redevelopment, it is necessary to mitigate the growing pains within this diverse community. According to the West Dallas Urban Structure and Guidelines, adopted in 2011, new development should be sensitive to West Dallas history, preserving culturally-rich areas like La Bajada, supporting long-term residents through the preservation and enhancement of the historic, diverse neighborhoods.

The 360 Plan emphasizes connections between Downtown and West Dallas, recommending strategies for improved pedestrian and bike connections to the Trinity River, as well as multimodal improvements to District Connectors such as Singleton, Commerce, Sylvan, and Beckley.

New development such as Sylvan Thirty have brought exciting mixed-use development to the West Commerce corridor.

New multifamily in the area has increased density in a historically single-family home neighborhood, subsequently raising fears of gentrification and displacement.

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