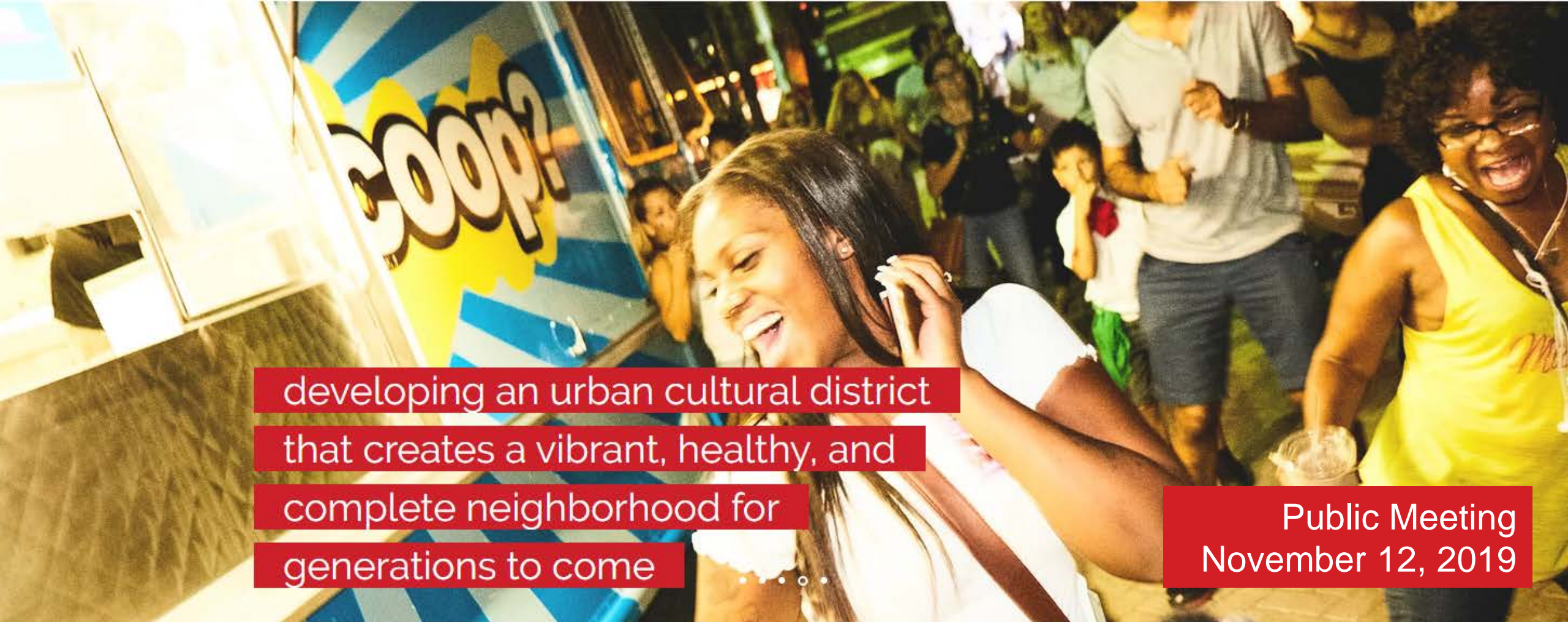


DALLAS
ARTS
DISTRICT

connect

UNIFYING THROUGH CULTURE AND COMMERCE

THE DALLAS ARTS DISTRICT MASTER PLAN



developing an urban cultural district
that creates a vibrant, healthy, and
complete neighborhood for
generations to come

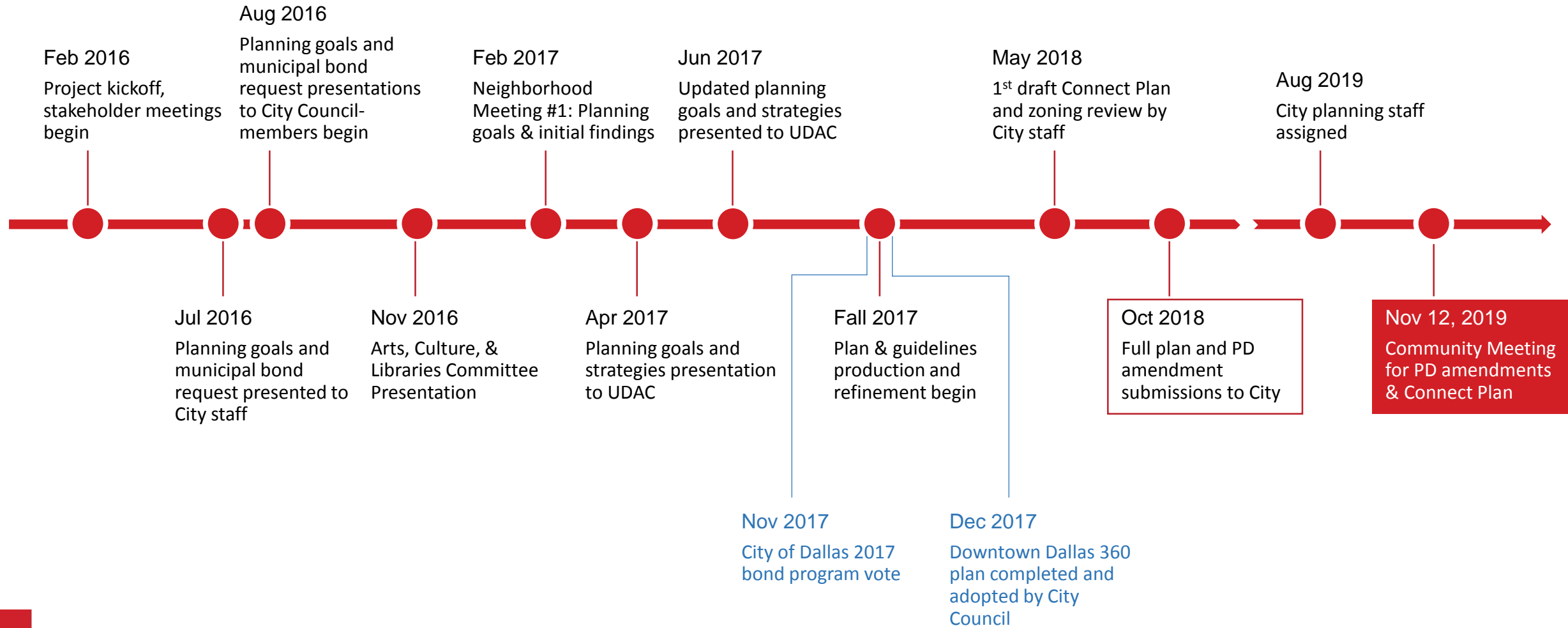
Public Meeting
November 12, 2019

Planning Goals

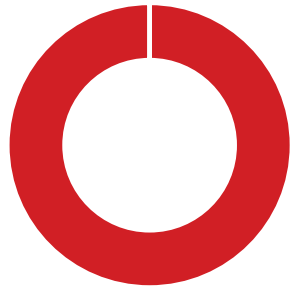
1. Enable additional uses to create a more bustling, livable, walkable, and complete downtown neighborhood;
2. Improve the connections between the Arts District and downtown neighborhoods;
3. Update urban design and development guidelines for the Arts District and immediately adjoining areas; and
4. Increase the programming of activities so that more Dallas citizens want to participate in the District.



Planning Process to Date



Planning Process Stakeholder Engagement



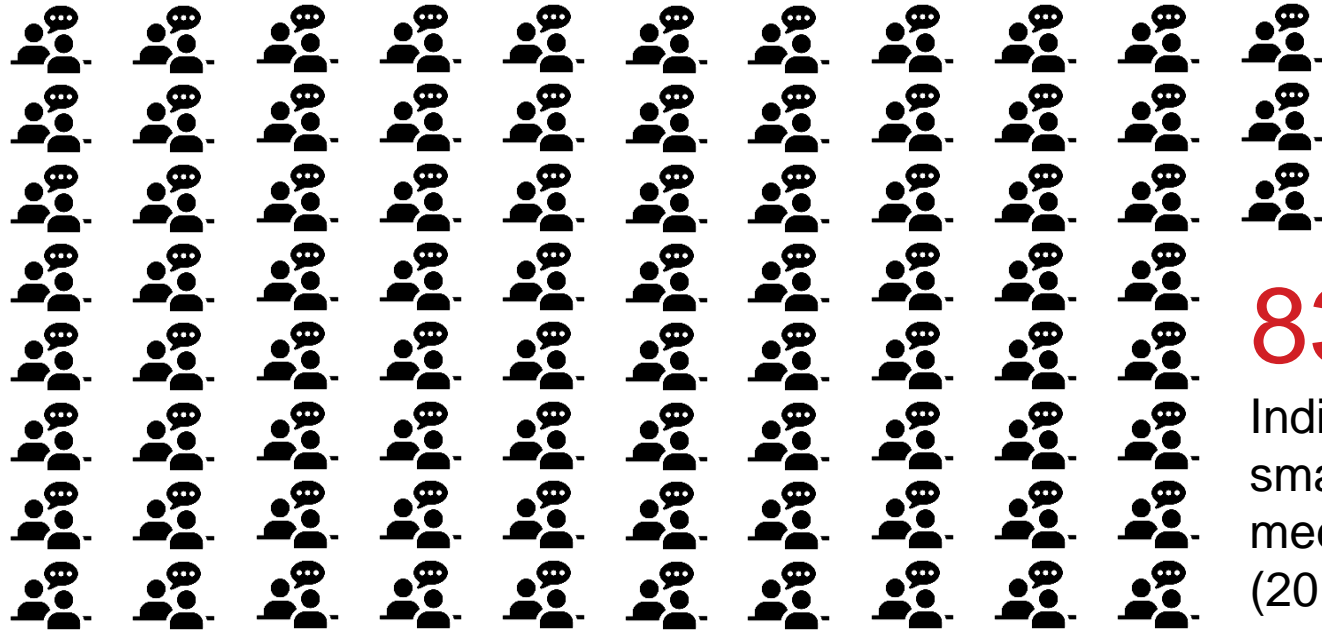
100% of PD 145 Stakeholders



90% of PD 708 Stakeholders



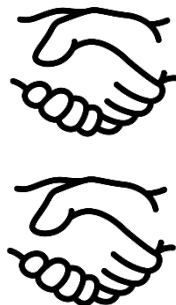
90% of PD 708 Expansion Area Stakeholders



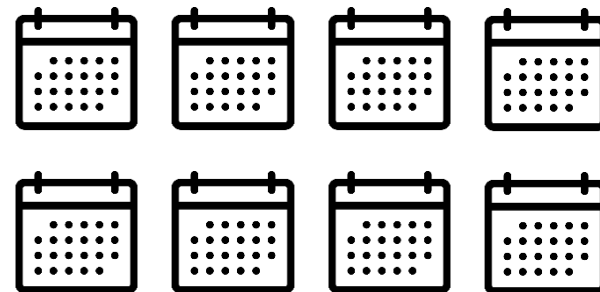
83

Individual & small group meetings (2016-2018)

2



Neighborhood meetings



8

months of meetings with developers & institutions

Key Strategies

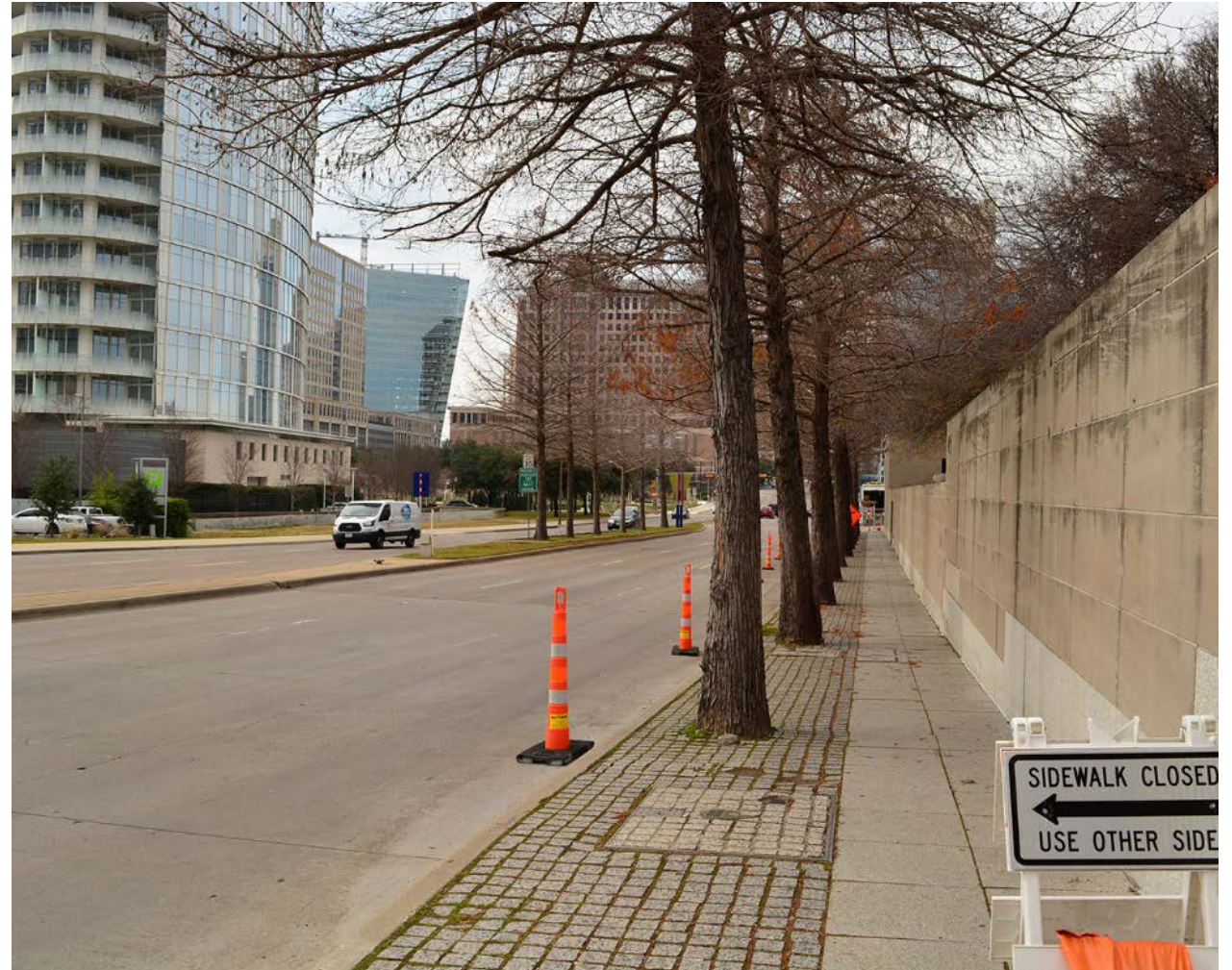
1. Transform Pearl Street into the “Avenue to the Arts”
2. Reinvigorate Flora Street & Ann Williams Way as the cultural core of the Arts District
3. Embrace Ross Avenue as a mixed-use commercial corridor
4. Expand & update wayfinding, signage, public art, and gateway experiences
5. Enhance pedestrian connections in all directions, with a focus to the west



1. Transform Pearl Street into the “Avenue to the Arts”

Priority Actions

- Reinterpret Pearl St. as the Avenue to the Arts from McKinney Ave to Live Oak St
- Foster connections between Downtown neighborhoods
- Improve deteriorating and unsafe pedestrian ROW and crossings with a focus on safety and comfort
- Unify and expand the Dallas Arts District with a continuous streetscape between Uptown, KWP, and Downtown



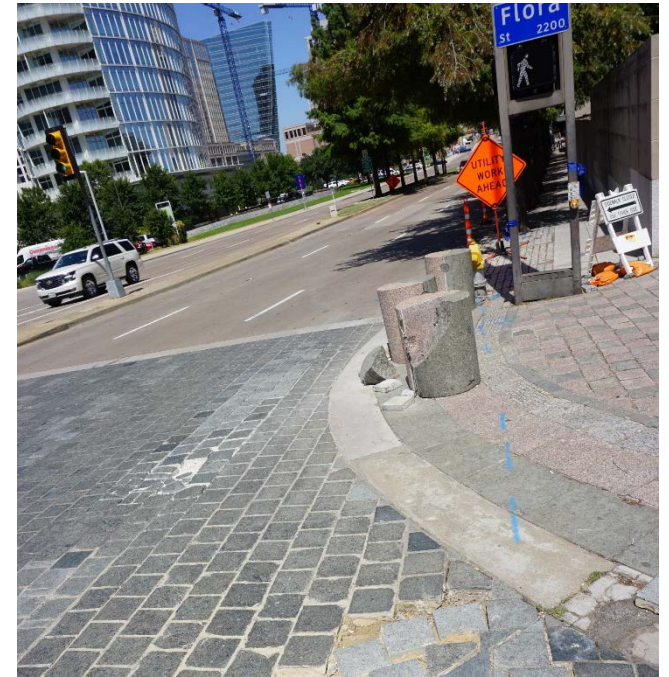
1. Transform Pearl Street into the “Avenue to the Arts”



2. Reinvigorate Flora Street & Ann Williams Way

Priority Actions

- Replace unsafe and deteriorating sidewalks where needed
- Replace Bald Cypress with appropriate street trees where existing are in poor condition
- Improve existing lighting with fixtures that address street and pedestrian safety and energy efficiency
- Establish new streetscape standards for retail uses
- Incorporate sustainable streetscape features whenever possible



2. Reinvigorate Flora Street & Ann Williams Way



3. Embrace Ross Avenue

Priority Actions

- Establish streetscape standards for private development along both sides of Ross Ave within the KWP/DAD PID
- Support the transformation of Ross Ave into a safe, multimodal, and mixed-use urban corridor



3. Embrace Ross Avenue



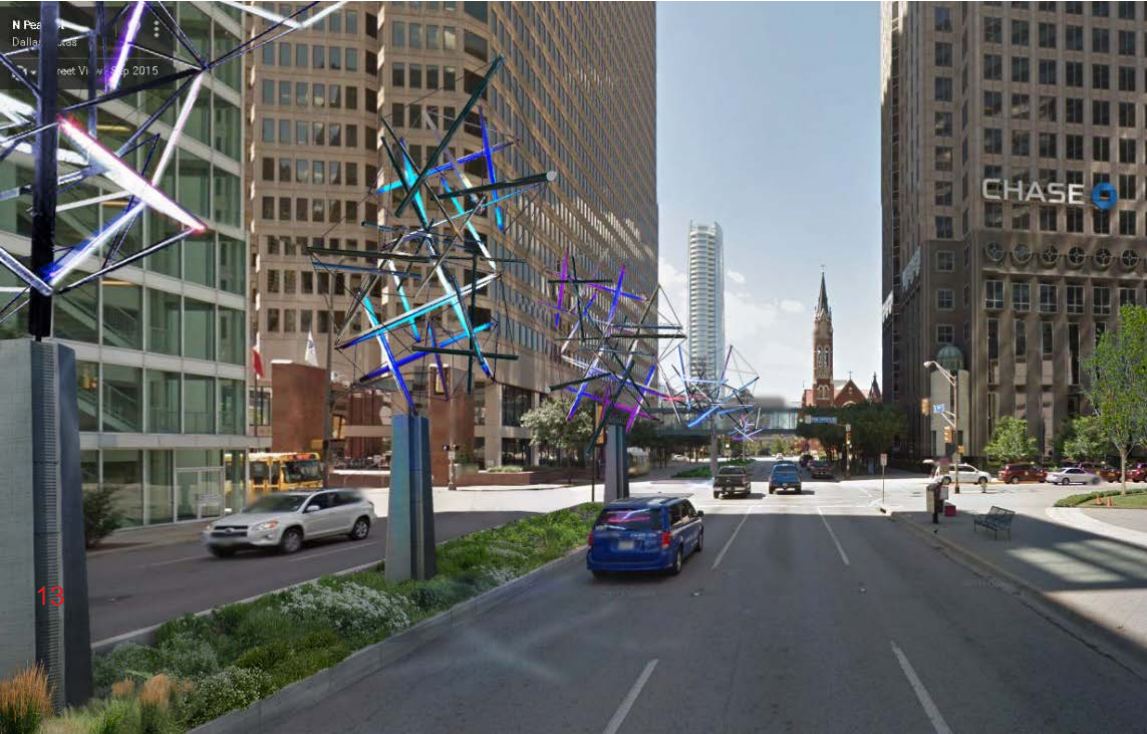
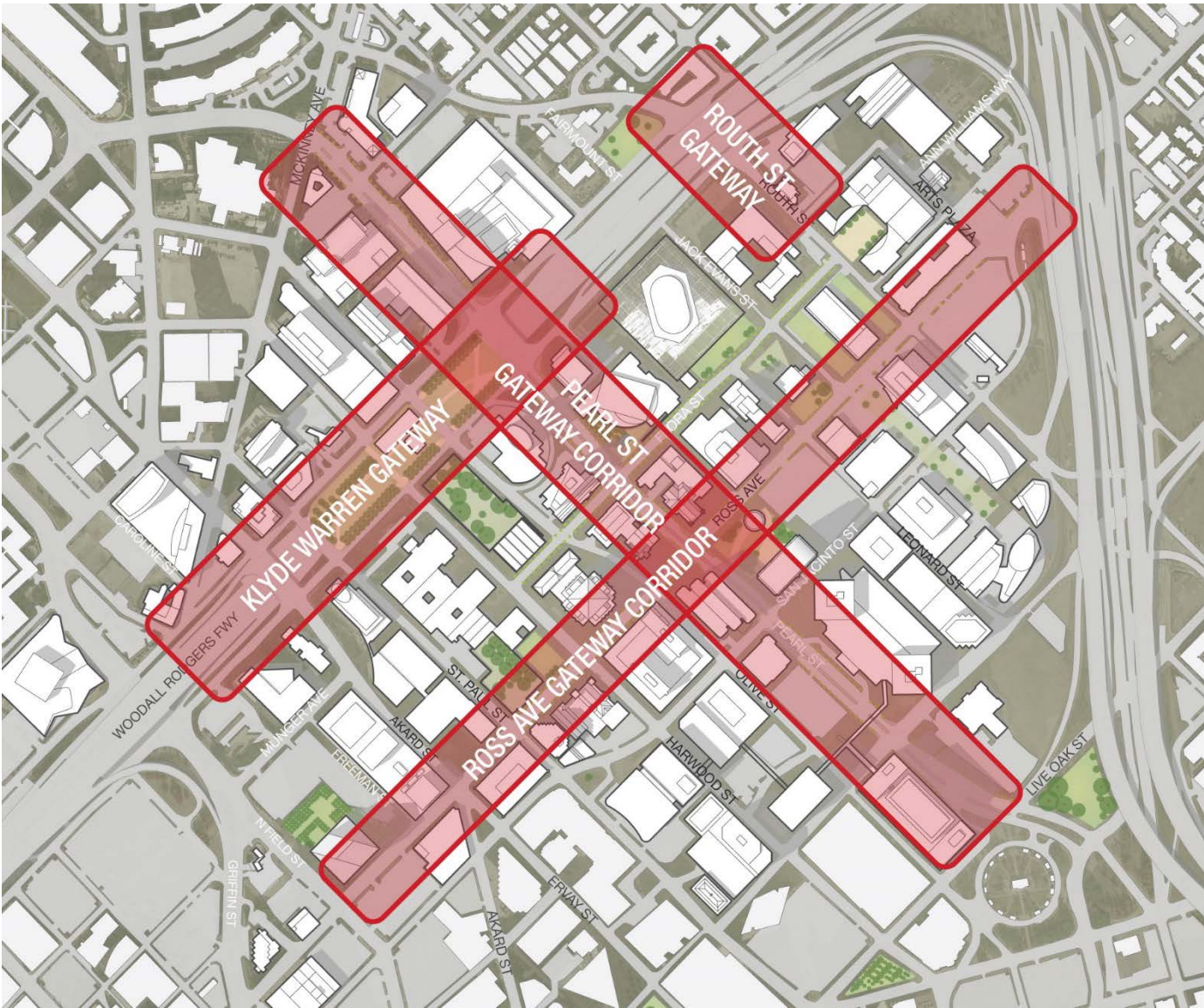
4. Update wayfinding, signage, & gateways

Priority Actions

- Locate new gateway art installations and wayfinding for clearer District identity
- Install ground-based wayfinding at key pedestrian and non-motorized locations
- Improve WiFi access for visitors
- Improve distribution of information to visitors while they are in the District
- Assist visitors in finding public parking with standard signage, and encourage a park-once approach



4. Update wayfinding, signage, & gateways



5. Support pedestrian connections in all directions, with a focus to the west

Priority Actions

- Establish safe pedestrian connections between the Arts District and other amenities and districts
- Support the connectivity needs of the Field/Griffin corridor
- Work with government entities and surrounding neighborhoods to support infrastructure improvements



5. Support pedestrian connections in all directions, with a focus to the west

