

Memorandum



CITY OF DALLAS

DATE August 21, 2017
TO The Honorable Members of the Mobility Solutions, Infrastructure and Sustainability Committee: Lee M. Kleinman (Chair), Rickey D. Callahan (Vice-Chair), Sandy Greyson, Adam Medrano, Casey Thomas, II and Tennell Atkins
SUBJECT **360 Plan Update**

On Monday, August 28, 2017, you will be briefed on the 360 Plan Update. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.



Jo M. (Jody) Puckett
Assistant City Manager (I)

C: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager
Majed Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors



THE 360 PLAN

UPDATE

*Mobility Solutions, Infrastructure and Sustainability
Council Committee Briefing - August 28, 2017*

see more at downtowndallas360.com

Purpose



- Provide a 360 Plan progress update in preparation for Council adoption in the Fall (focus on Mobility Goals and Actions)
- Provide context for the briefing on D2 and Central Dallas Streetcar Link

Presentation Overview



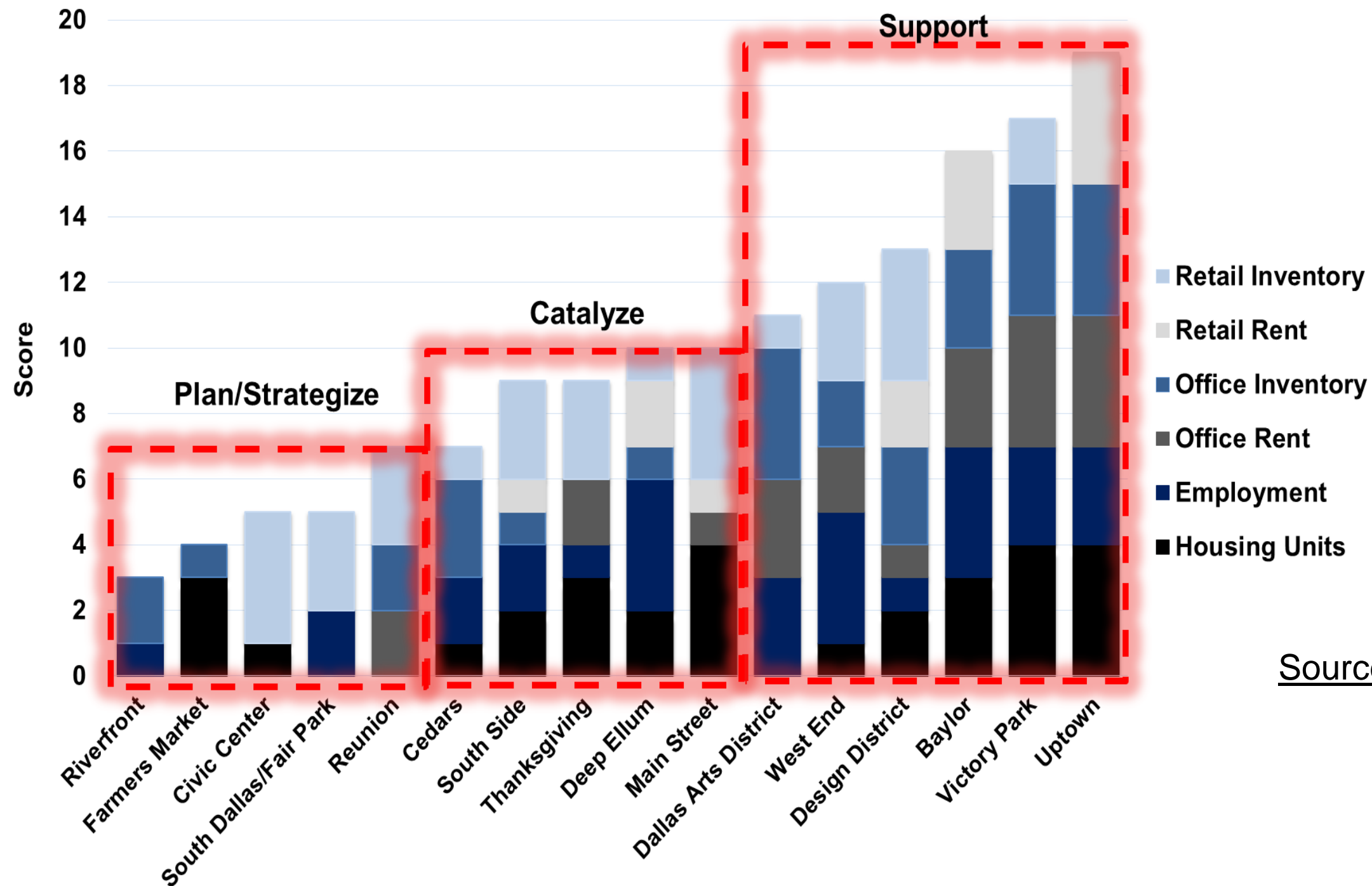
- Background
- Vision and Framework
- Transformative Strategies and Goals
- Catalytic Development Areas
- Next Steps

The 360 Plan Update: A Dynamic Document



- Builds on past success and leverages rapid growth in Downtown
- Integrates efforts of the private and public sectors
- Updates the Action Plan priorities for the next five years

Market Momentum Analysis



- Analyses shows how market momentum can inform the approach to planning and action in each neighborhood

Source: Economic & Planning Systems (EPS) - 2015



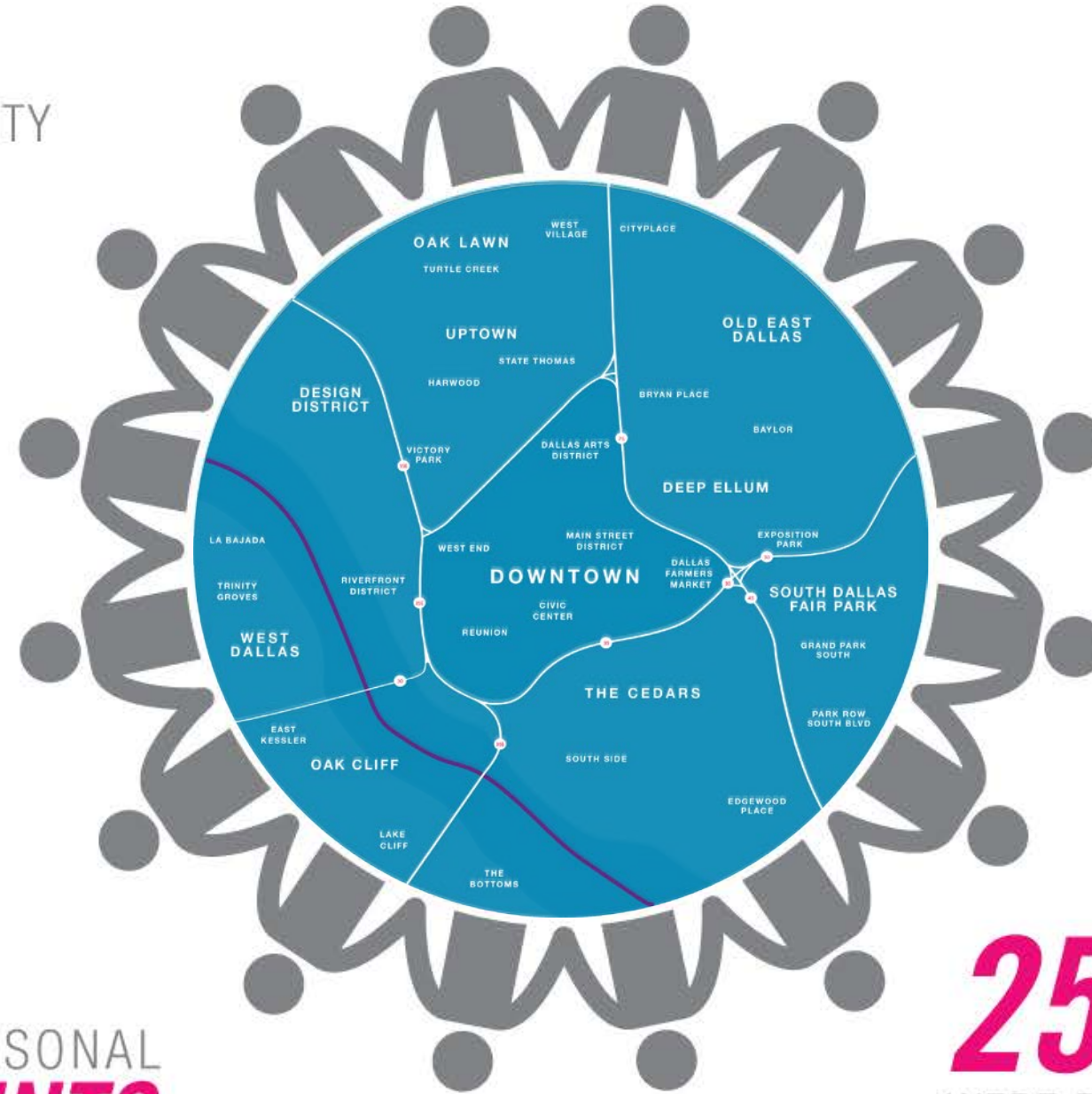
www.downtowndallas360.com

DURING THE 360 PLAN UPDATE, THE TEAM AND SUPPORTERS ENGAGED THE COMMUNITY IN THE FOLLOWING WAYS:

40+ NEIGHBORHOOD PARTNERS
AND PARTNER ORGANIZATIONS

PROFESSIONAL
40 VOLUNTEERS
TRAINED AS WORKSHOP FACILITATORS

ORGANIZED PERSONAL
1,500+ TOUCHPOINTS



STAKEHOLDER
150 MEETINGS
AND FOCUS GROUPS

NEIGHBORHOOD
25+ GALLERY
FEEDBACK EVENTS

NEIGHBORHOOD AND SUPER
250+ NEIGHBORHOOD MAPS
WERE DRAWN BY COMMUNITY PARTNERS, RESIDENTS
AND EVENT ATTENDEES THROUGH A PARTNERSHIP
WITH BCWORKSHOP'S PEOPLE ORGANIZING PLACE INITIATIVE

Recent Engagement Events



- June 22: CPC Urban Design Advisory Committee Briefing
- June 12-23: Neighborhood Work Sessions
- July 18: DDI Board Briefing
- July 19-20: Steering Committee and Public Meetings
- August 10: Joint CPC and Committee Briefing

360 Plan Update Vision + Framework

The 360 Plan Vision

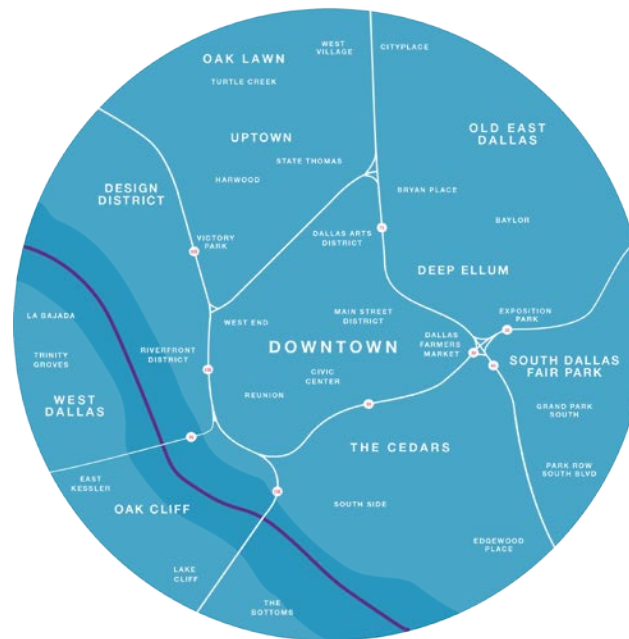


*Downtown Dallas and its adjoining neighborhoods create an inclusive place for everyone at the heart of our city, a **complete and connected city center** offering a unique combination of places to live, work and play with:*

- *great schools, refreshing open spaces, bustling street activity, successful business and retail*
- *an accessible, balanced, multi-modal, transportation network*

The 360 Plan Framework (Refreshed)

COMPLETE & CONNECTED CITY CENTER



TRANSFORMATIVE STRATEGIES

**Advance
Urban Mobility**

**Build Complete
Neighborhoods**

**Promote Great
Place Making**

ACTION PLAN MATRIX

Advance Urban Mobility



Summary of Goals

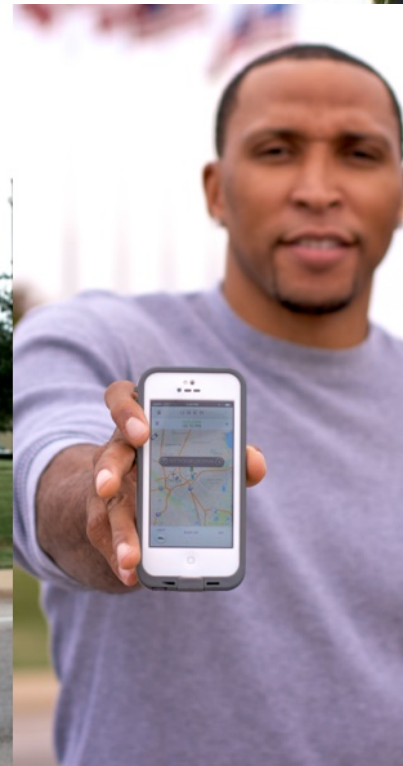
- Adopt urban mobility principles to guide future policy and investment decisions
- Integrate transit expansion and leverage freeway reconstruction opportunities
- Adopt a multimodal street framework to guide street design and operation policy
- Advance priority bicycle and pedestrian improvement projects
- Comprehensively revise mobility policy for the City Center

Goal: Adopt Urban Mobility Principles



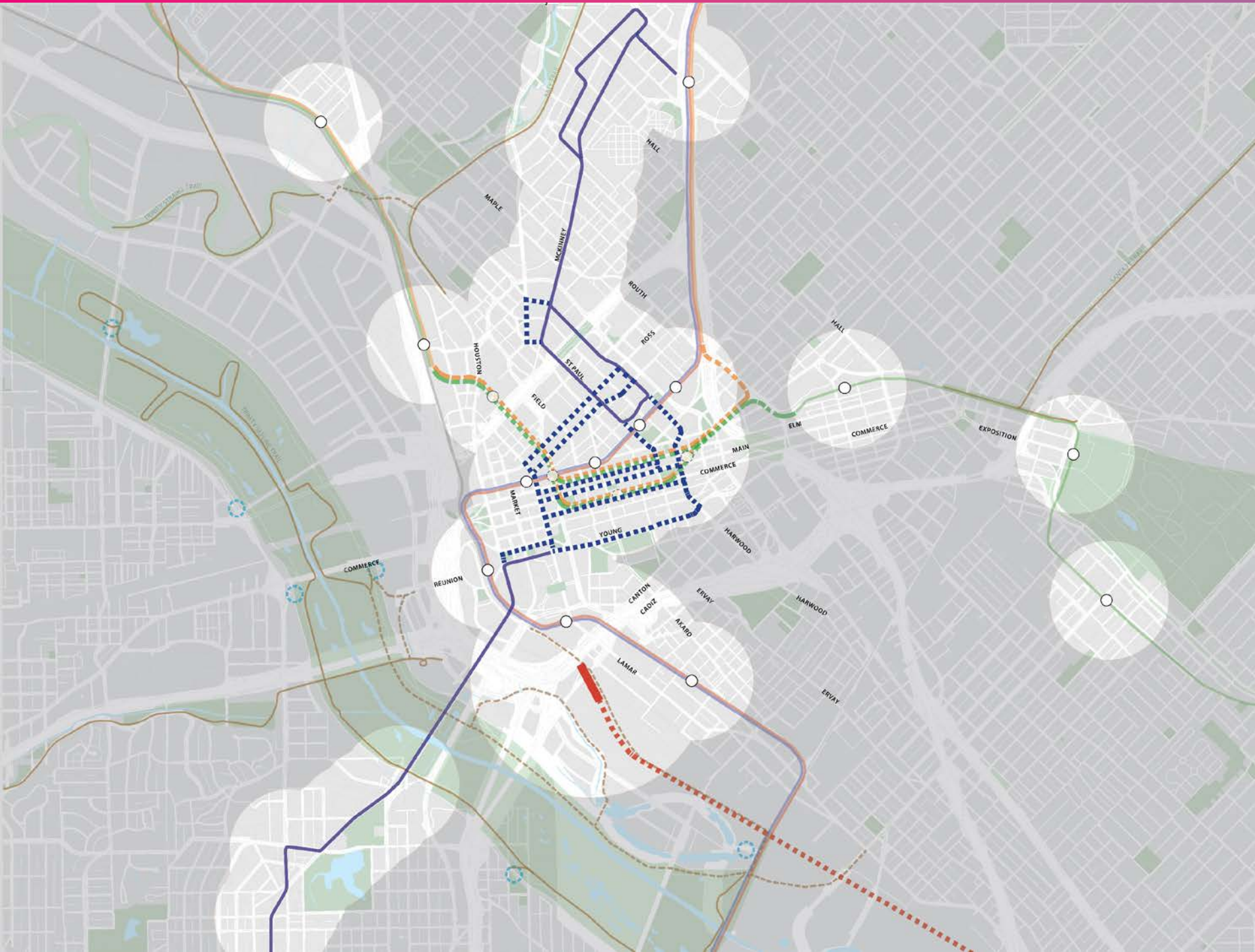
1. Create a **balanced multimodal system** that supports transit, bicycles and pedestrians in addition to automobiles, particularly for short trips
2. Provide a **safe, well-lit, comfortable and accessible** system for a **diversity of users**
3. Improve **inter-district connectivity** for all modes of travel

Goal: Adopt Urban Mobility Principles



4. Encourage **mixed use, pedestrian-oriented** design and development
5. Ensure **regional and local transportation** systems support place making and livability goals for our city center
6. Deliver a system that responds proactively to trends in **technology, demographics and user preferences**

Goal: Integrate Transit Expansion Opportunities



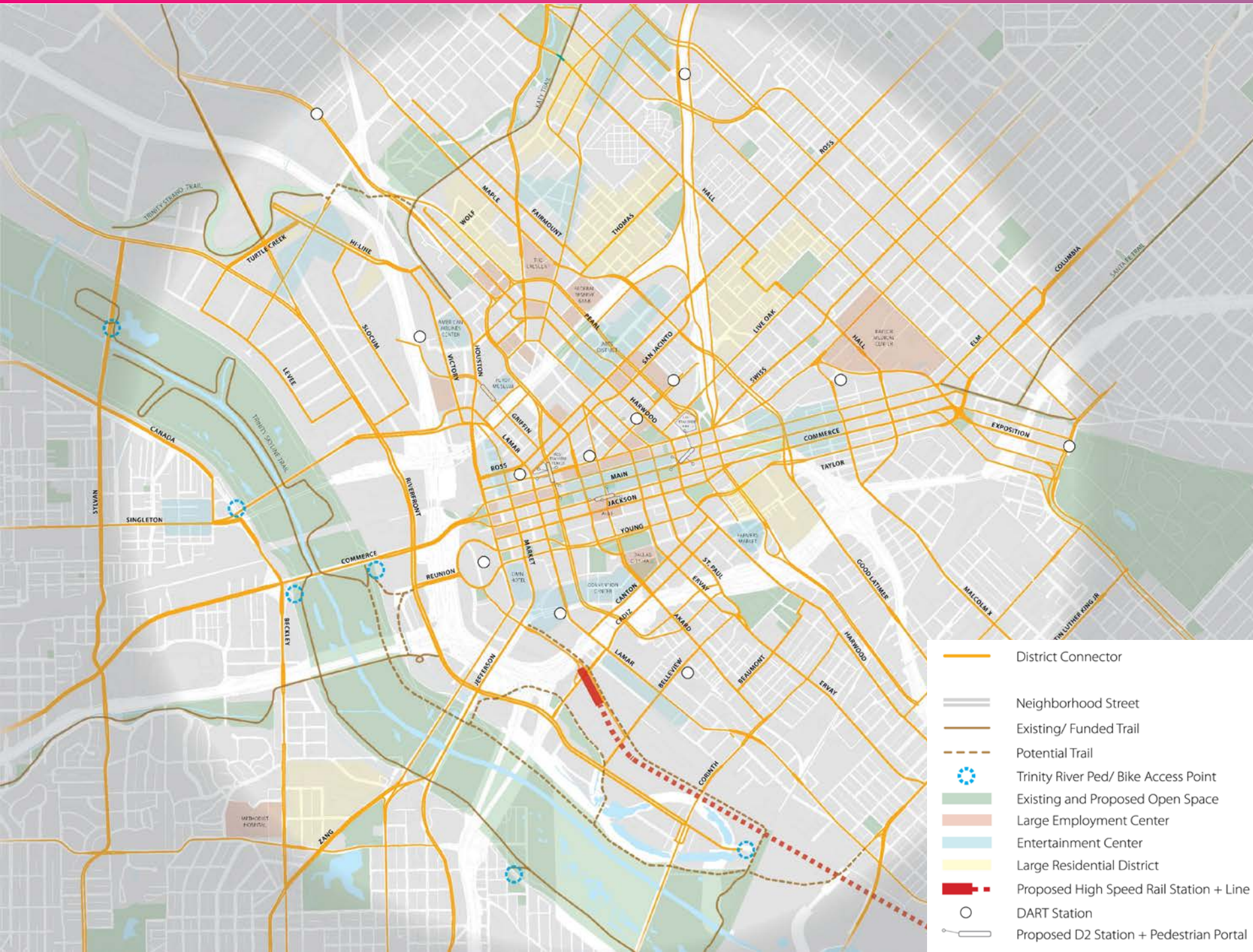
- Ensure seamless integration of transit expansion projects into the urban fabric through design:
 - DART D2
 - Central Streetcar Link
 - High Speed Rail
- Enhance transit accessibility:
 - Incentivize transit-oriented development near stations
 - Improve multimodal linkages to transit

Goal: Leverage Freeway Reconstruction Opportunities



- Reduce barriers to pedestrians and bicycles through design of urban frontage roads and ramps and enhanced bridges and underpasses
- Preserve CityMAP alternatives for future I-345 reconstruction
- Support near-term projects that meet CityMAP goals such as ramp removals and I-30 decking priorities

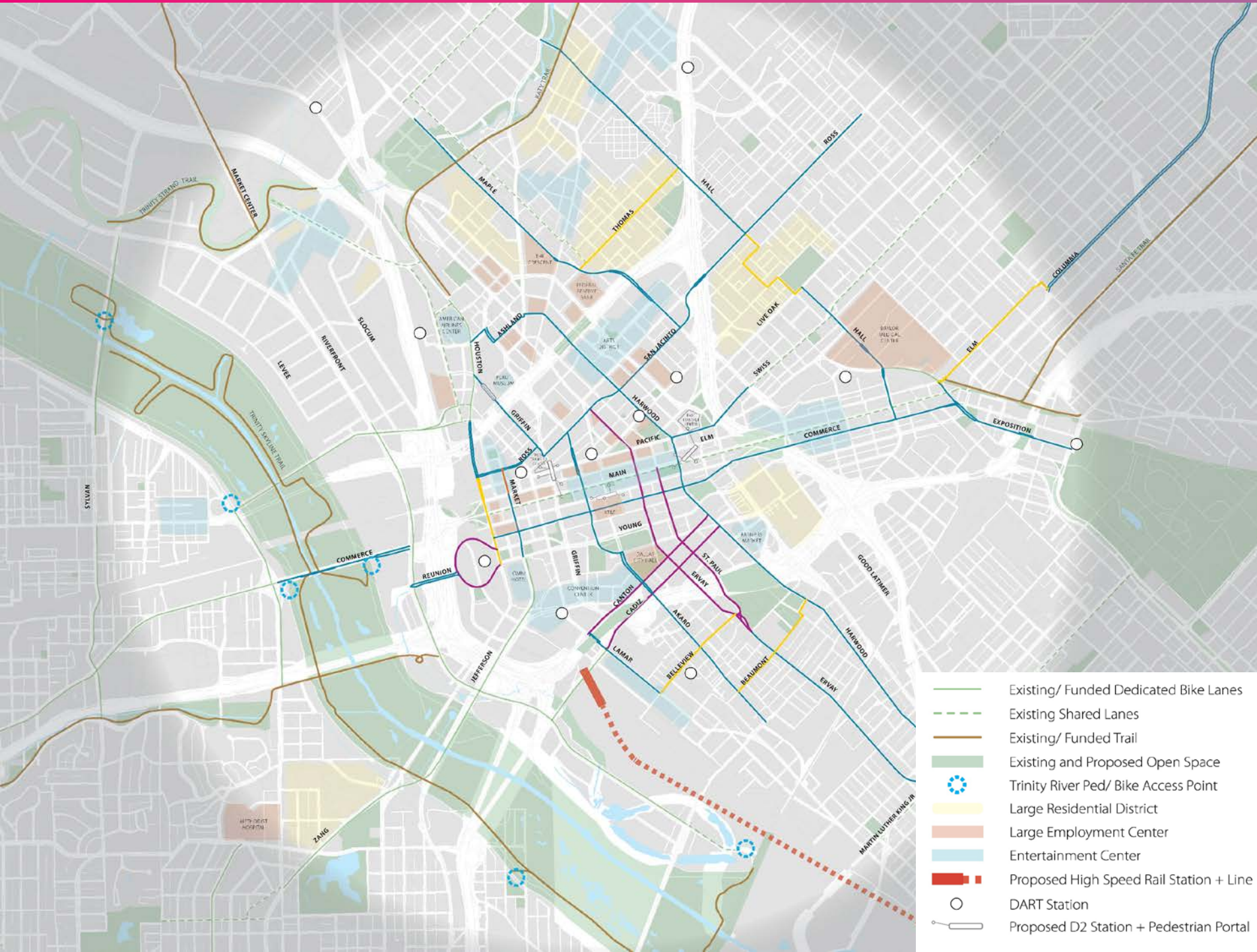
Goal: Adopt a Multimodal Street Framework



- Adopt a multimodal street framework to guide street design and operation policy:

- • **District Connectors:** Inter-district multimodal streets serving through traffic
 - Pedestrian
 - Transit
 - Bicycle
 - Auto
- == • **Neighborhood Streets:** Intra-district multimodal streets serving local destinations

Goal: Advance Priority Bicycle Projects



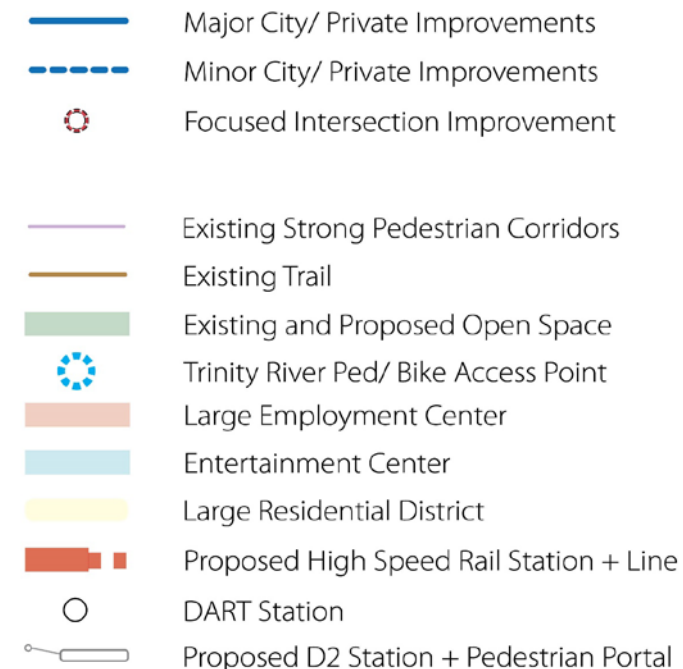
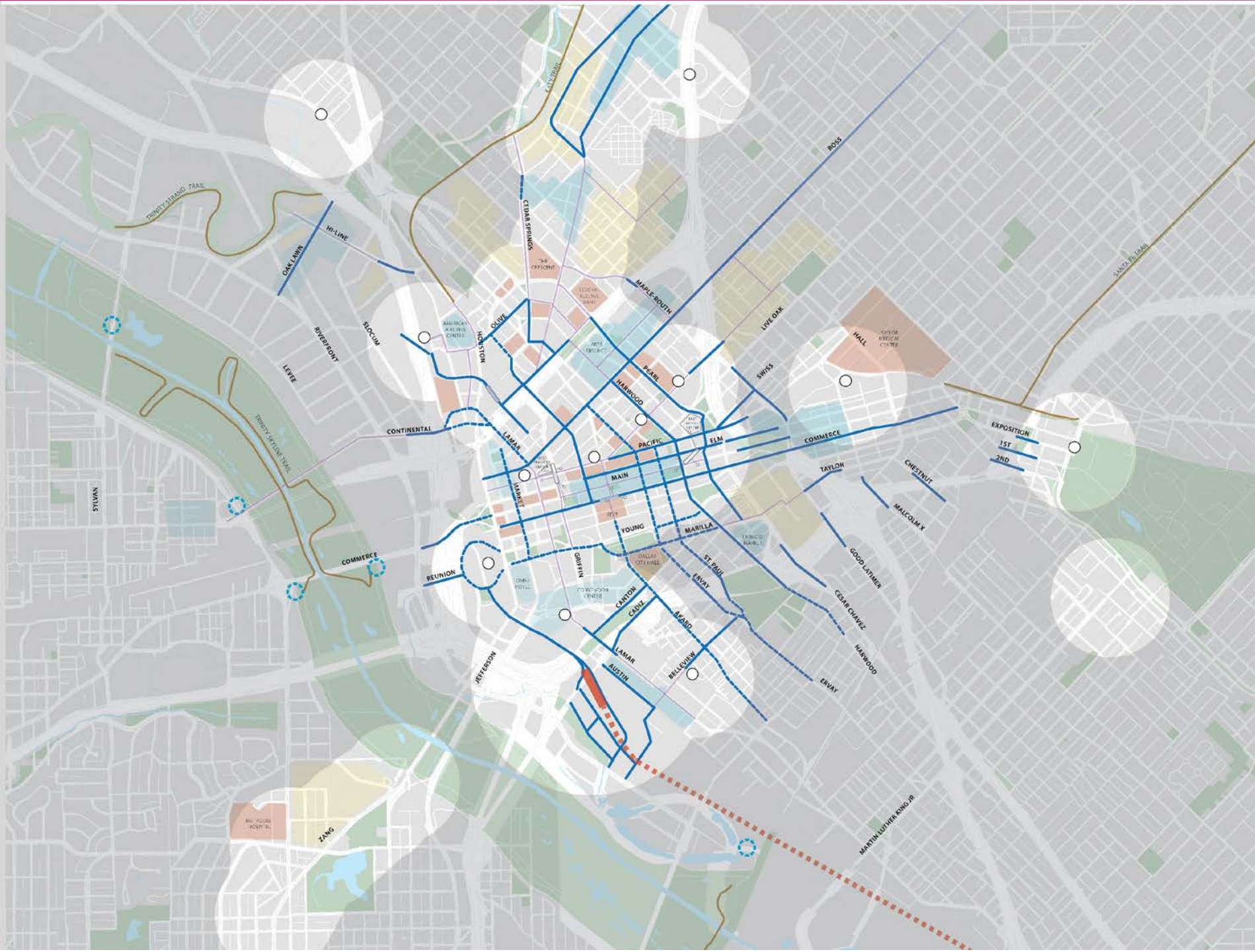
- Substantially complete a bike facility network through Thoroughfare Plan amendments and implementation

- One-Way Buffered Bike Lane (Purple line)
- Two-Way Buffered Bike Lane (Blue line)
- One-Way Shared Lane (Orange line)
- Two-Way Shared Lane (Yellow line)

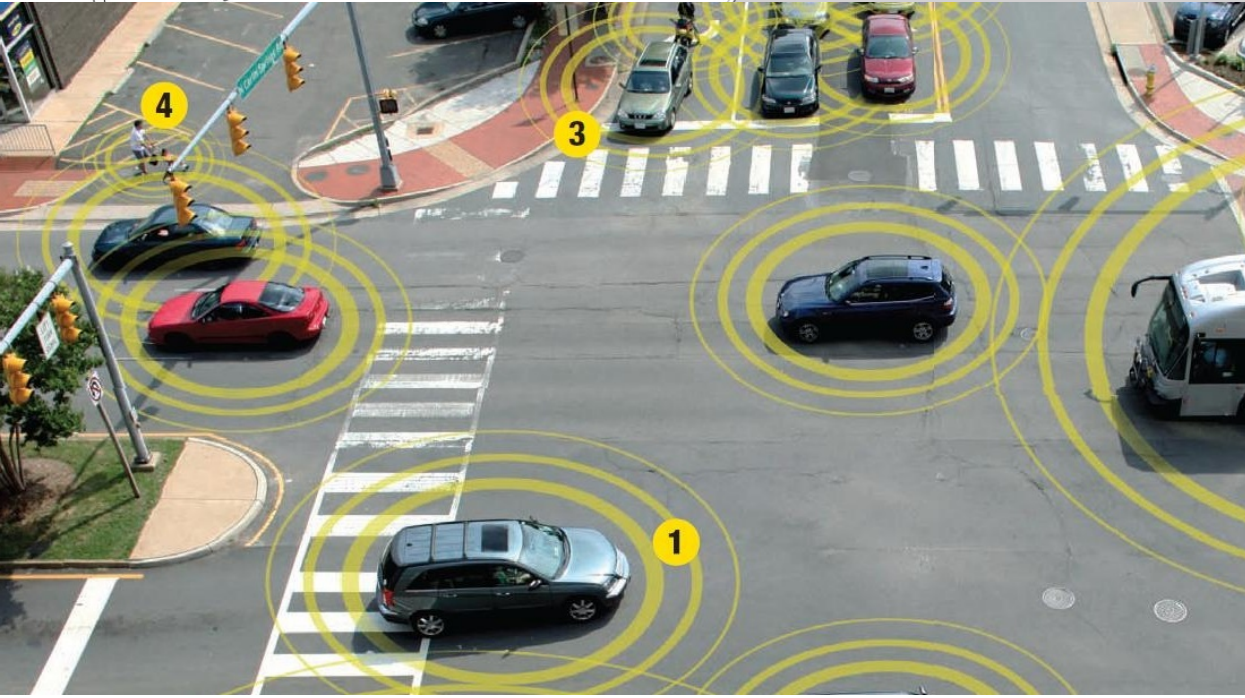
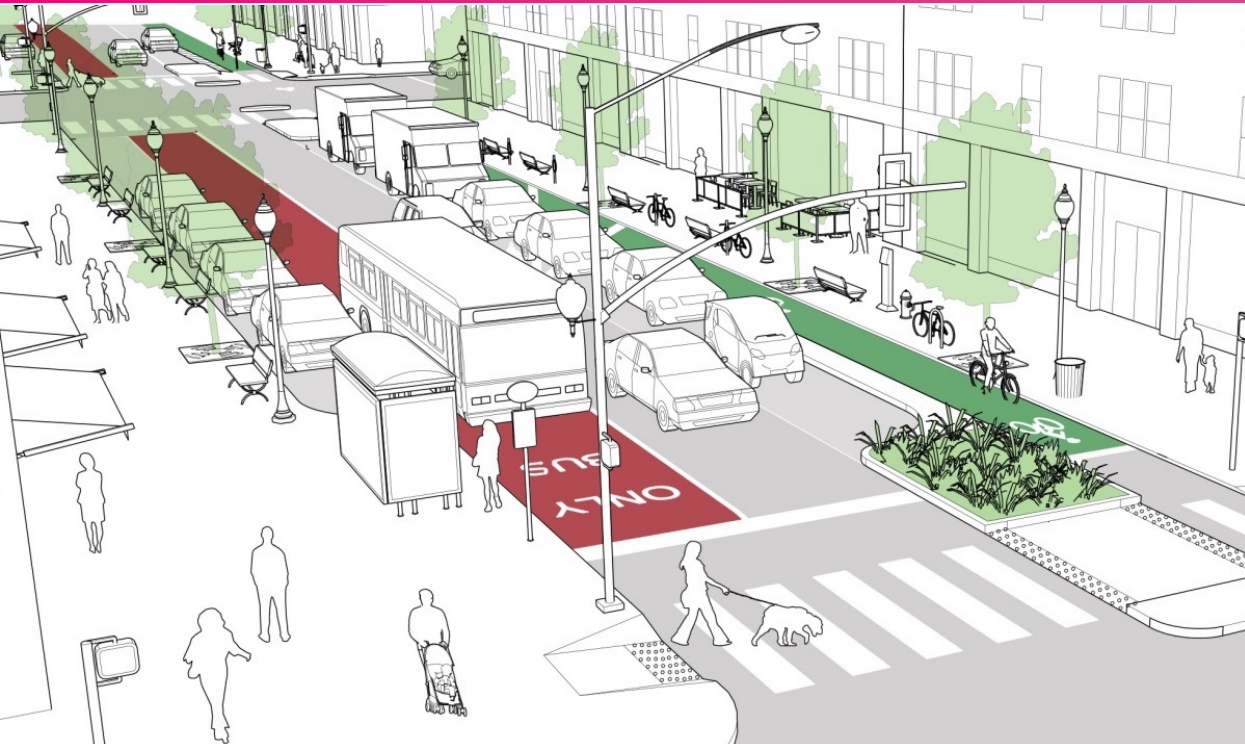
- Facilitate expansion of bike share through public-private collaborations

Goal: Advance Priority Pedestrian Projects

- Adopt a pedestrian master plan for phased implementation through a combination of public and private projects.

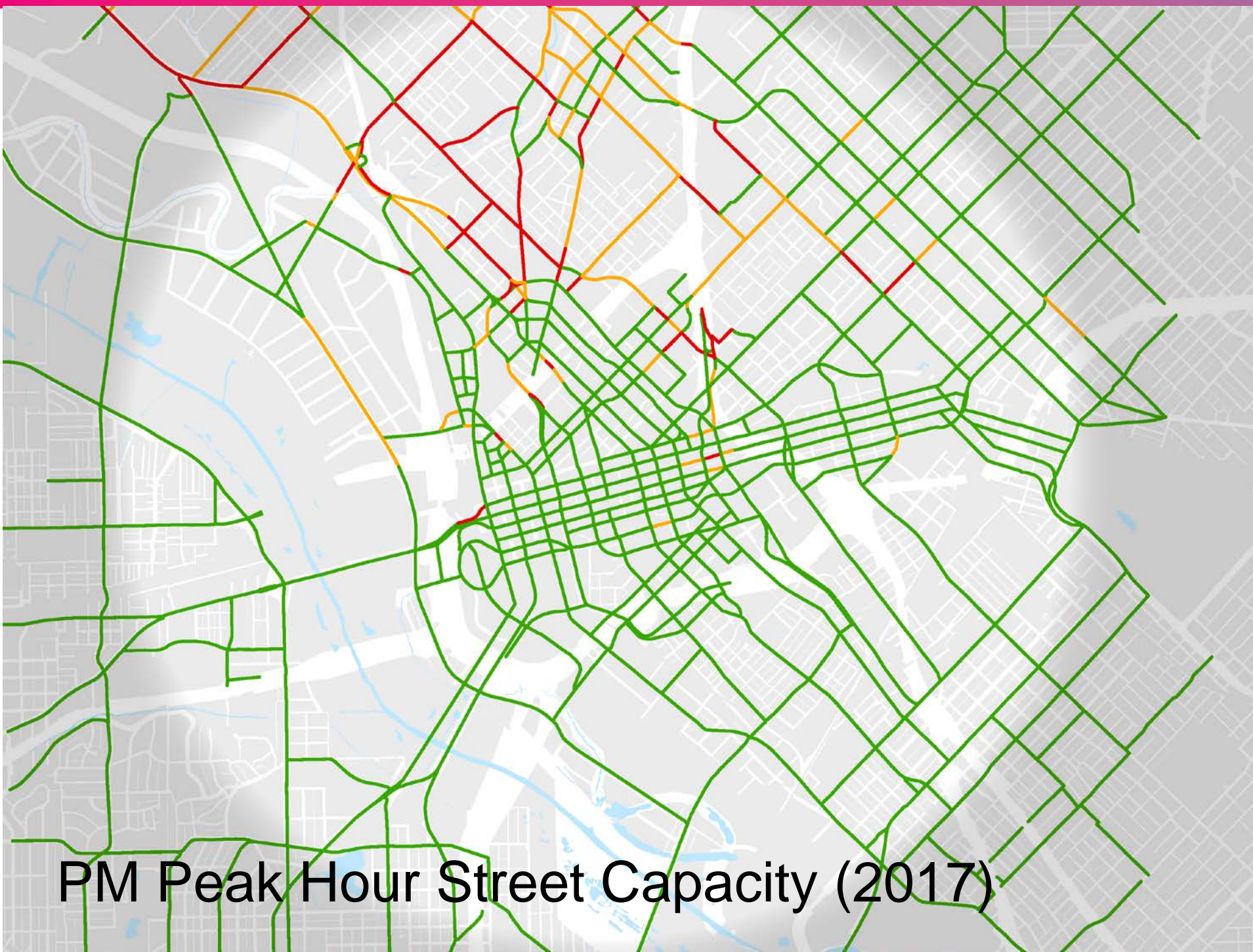


Goal: Comprehensively Revise Mobility Policy



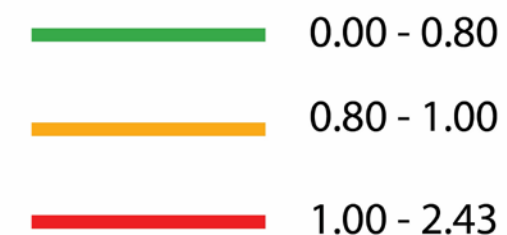
- Amend the Thoroughfare Plan to incorporate the new multimodal street framework for the City Center
- Align NCTCOG forecasts with shifting demographic trends and travel behavior
- Upgrade City analytical tools to address all modes of transportation and to enable efficient use of existing street capacity

Available Street Capacity

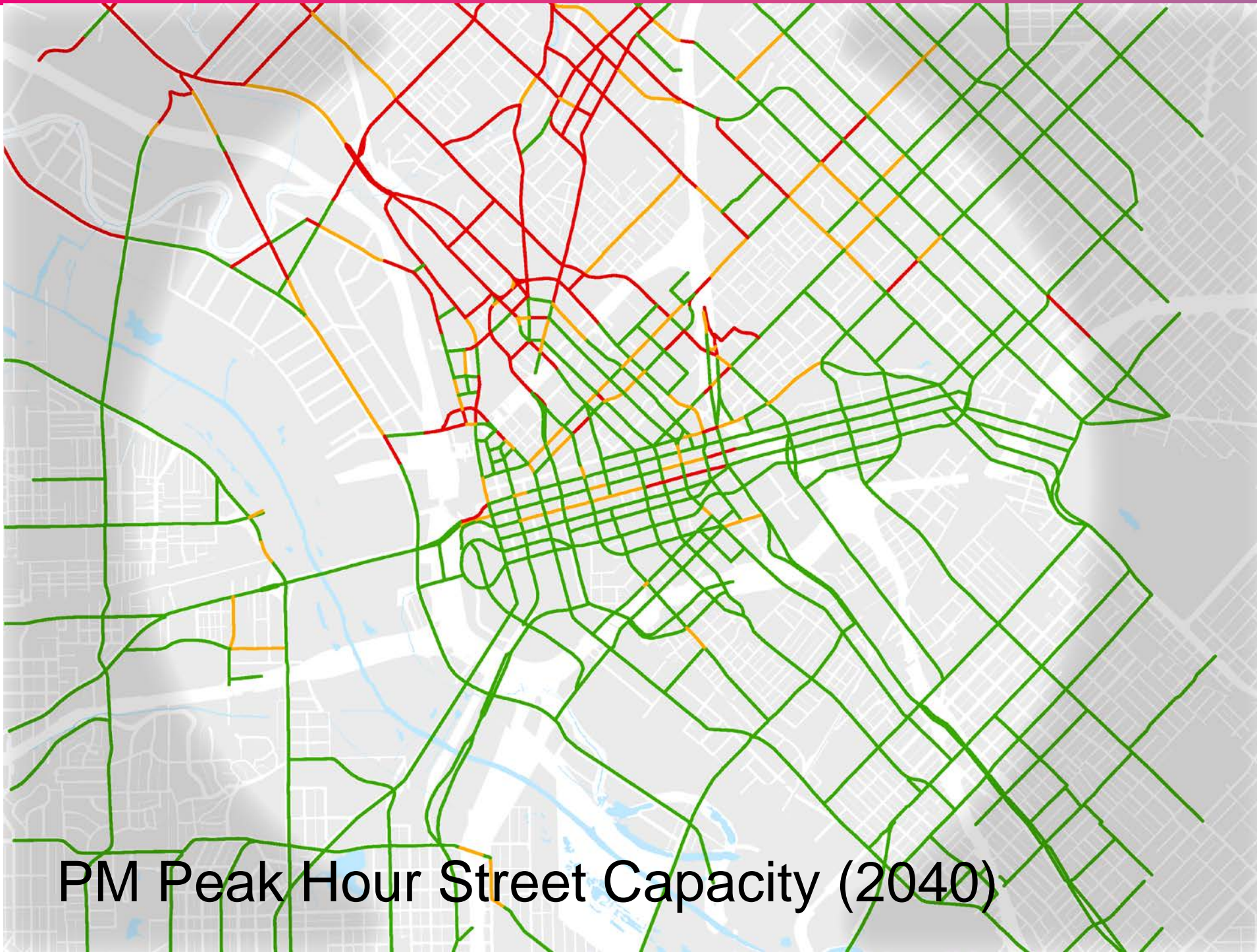


- Most Downtown thoroughfares currently have available automobile capacity at peak hour
- Dense Downtown grid enables viable alternative routes for most auto trips

Volume to Capacity Ratio

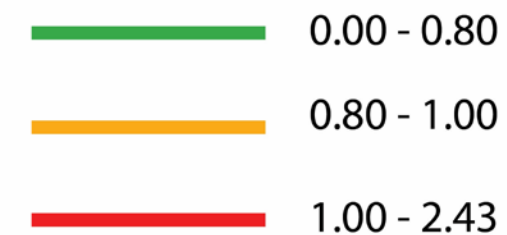


Available Street Capacity

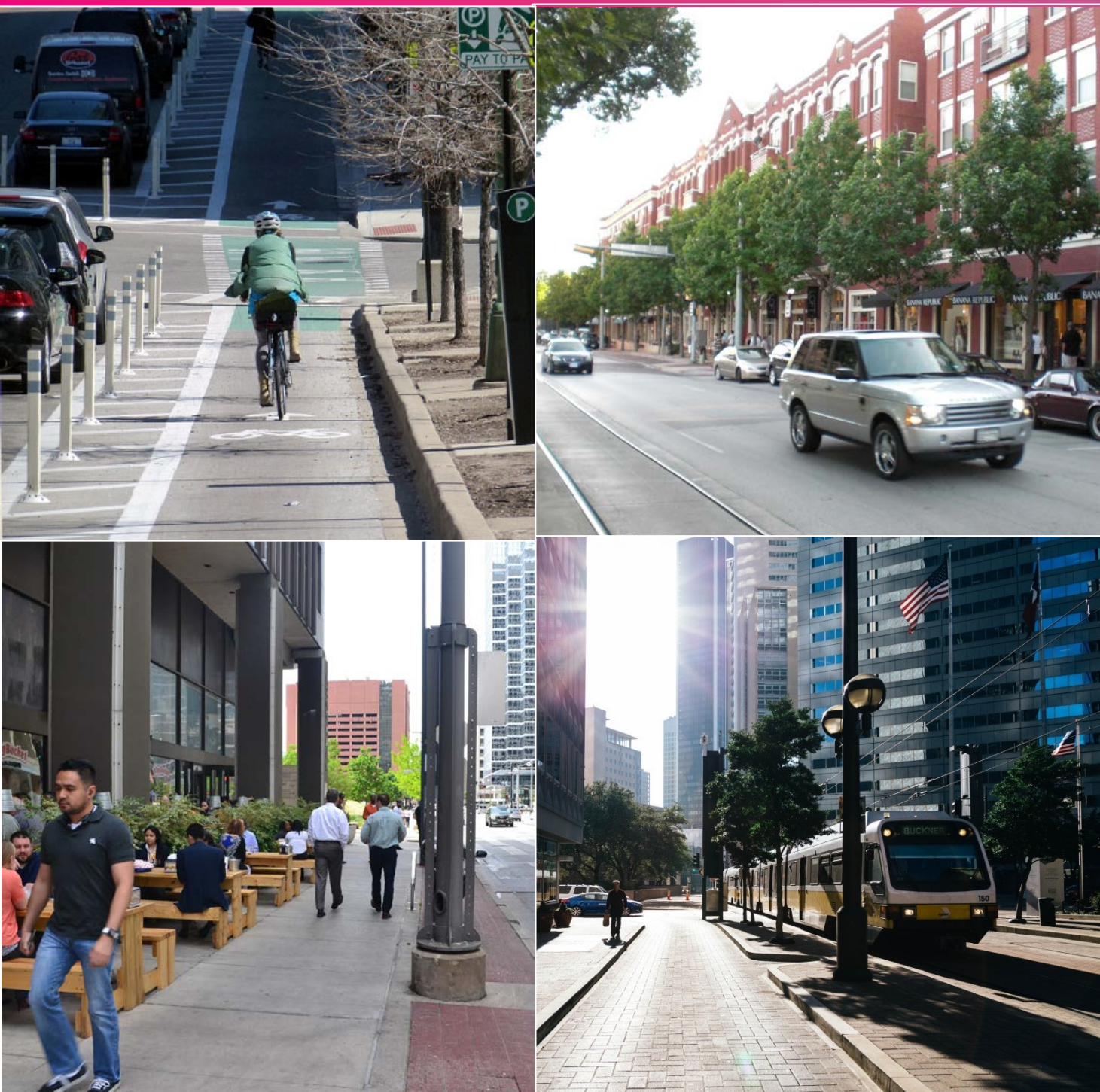


- Preliminary high level analysis shows that available thoroughfare capacity will still exist in Downtown in 2040, despite significant growth.

Volume to Capacity Ratio



Advance Urban Mobility



Summary of Goals

- Adopt urban mobility principles
- Integrate transit expansion and freeway reconstruction opportunities
- Adopt a multimodal street framework
- Advance priority bicycle and pedestrian improvement projects
- Comprehensively revise mobility policy

The 360 Plan Framework

COMPLETE & CONNECTED CITY CENTER



TRANSFORMATIVE STRATEGIES

**Advance
Urban Mobility**

**Build Complete
Neighborhoods**

**Promote Great
Place Making**

ACTION PLAN MATRIX

Build Complete Neighborhoods

Summary of Goals

- Diversify and Grow Housing
- Create Vibrant Parks and Neighborhood Spaces
- Grow a diverse mix of services and retail
- Increase opportunities for quality education



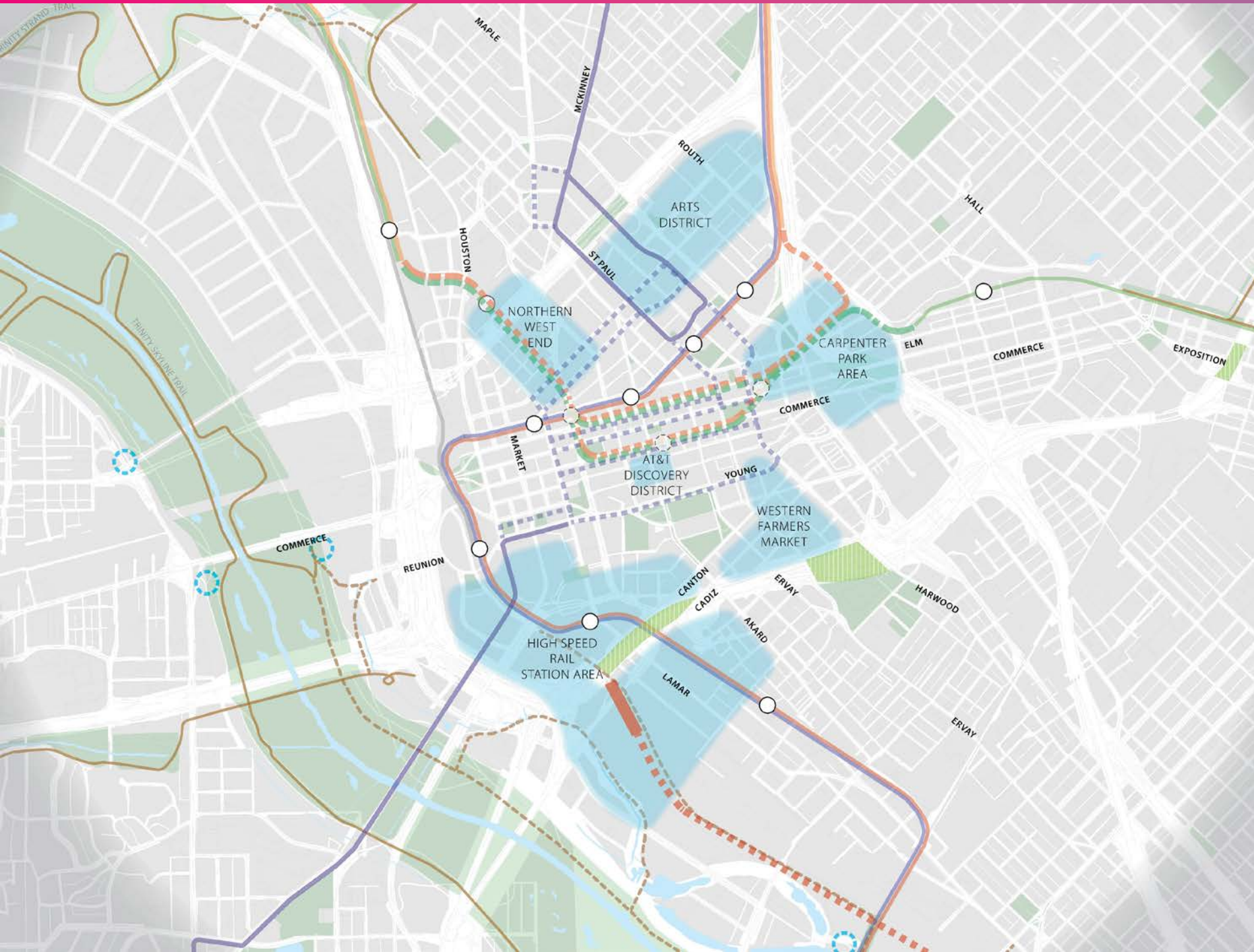
Promote Great Place Making



Summary of Goals

- Ensure excellent urban design to enhance quality of life and economic value
- Activate the public realm to promote unique urban experiences

Catalytic Development Areas



- Harness the momentum of catalytic public and private projects in six key locations:
 - North West End
 - Carpenter Park area
 - High Speed Rail Station Zone
 - West of Farmers Market
 - Arts District
 - AT&T Discovery District

Next Steps

- Aug-Sept: - Develop Action Plan Matrix
- Additional Neighborhood Workshops (as needed)
- Sept 5: - Council Economic Development and Housing Committee briefing (Focus on Building Complete Neighborhoods)
- Sept-Oct: - Adoption Process



THE 360 PLAN

UPDATE

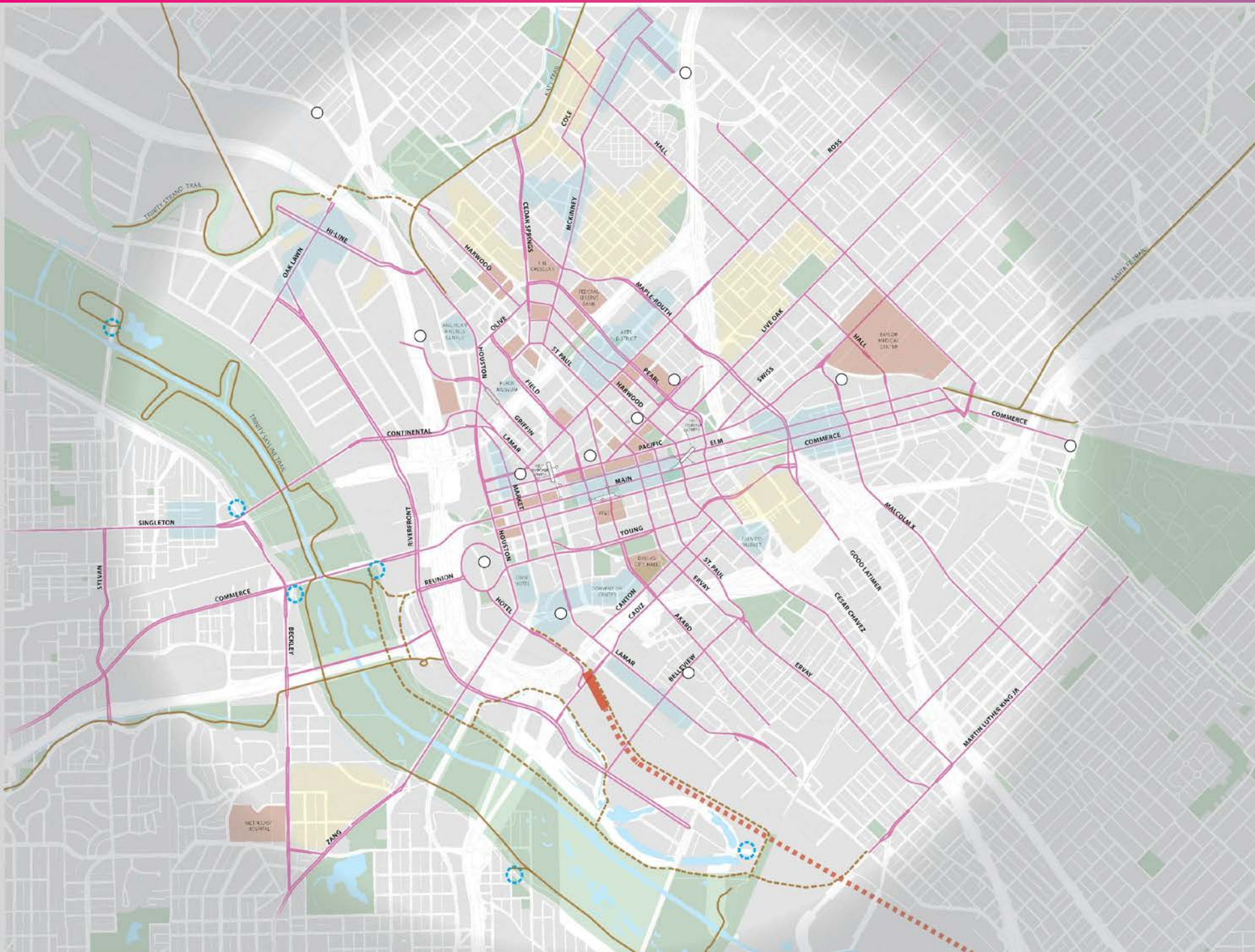
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Appendix A

Multimodal District Connectors

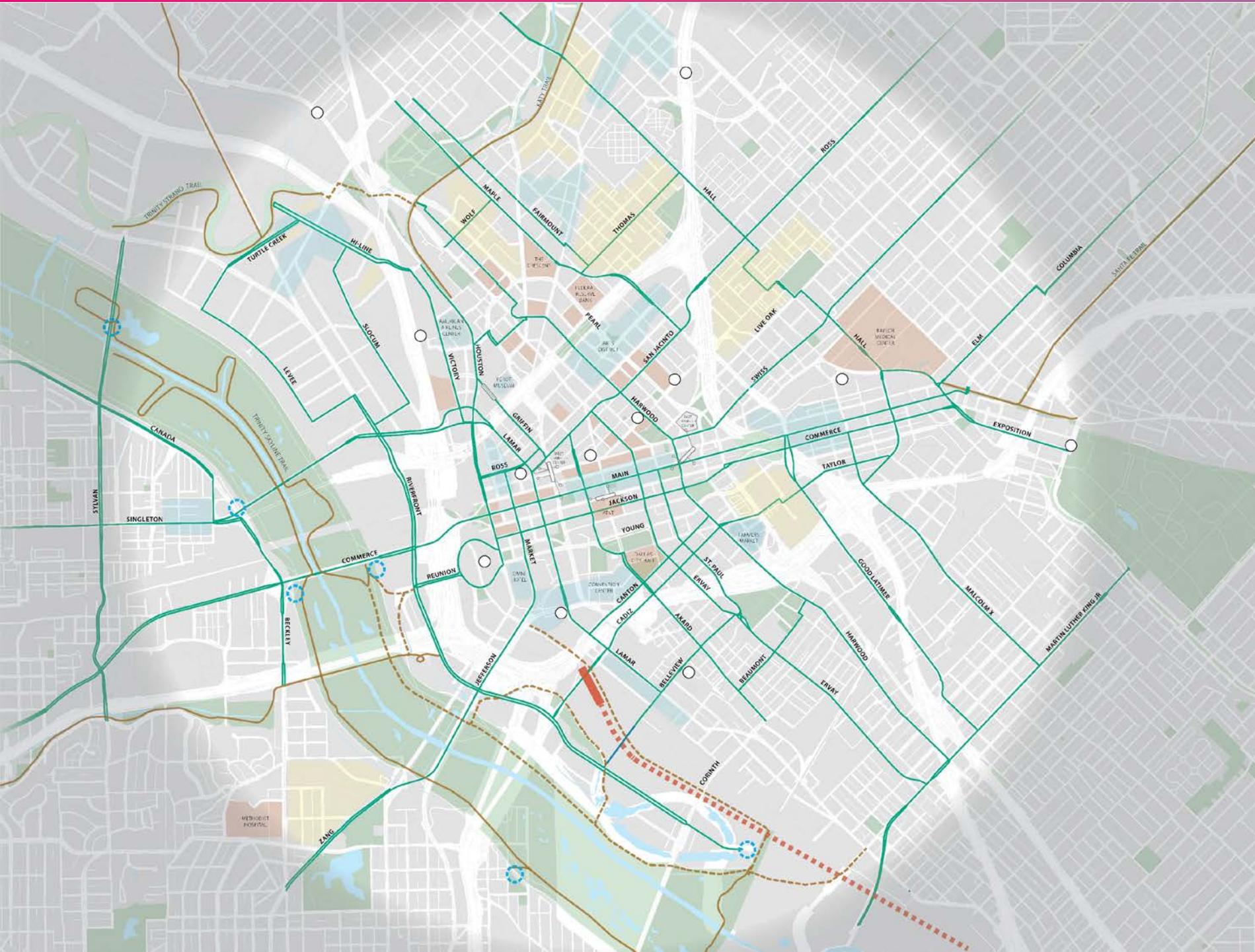
District Connectors: Pedestrian



- Corridors needing a higher standard of pedestrian amenities linking key destinations, transit and trails

- Pedestrian District Connector
- Neighborhood Street
- Existing/ Funded Trail
- - - Potential Trail
- ☼ Trinity River Ped/ Bike Access Point
- Existing and Proposed Open Space
- Large Employment Center
- Entertainment Center
- Large Residential District
- Proposed High Speed Rail Station + Line
- DART Station
- Proposed D2 Station + Pedestrian Portal

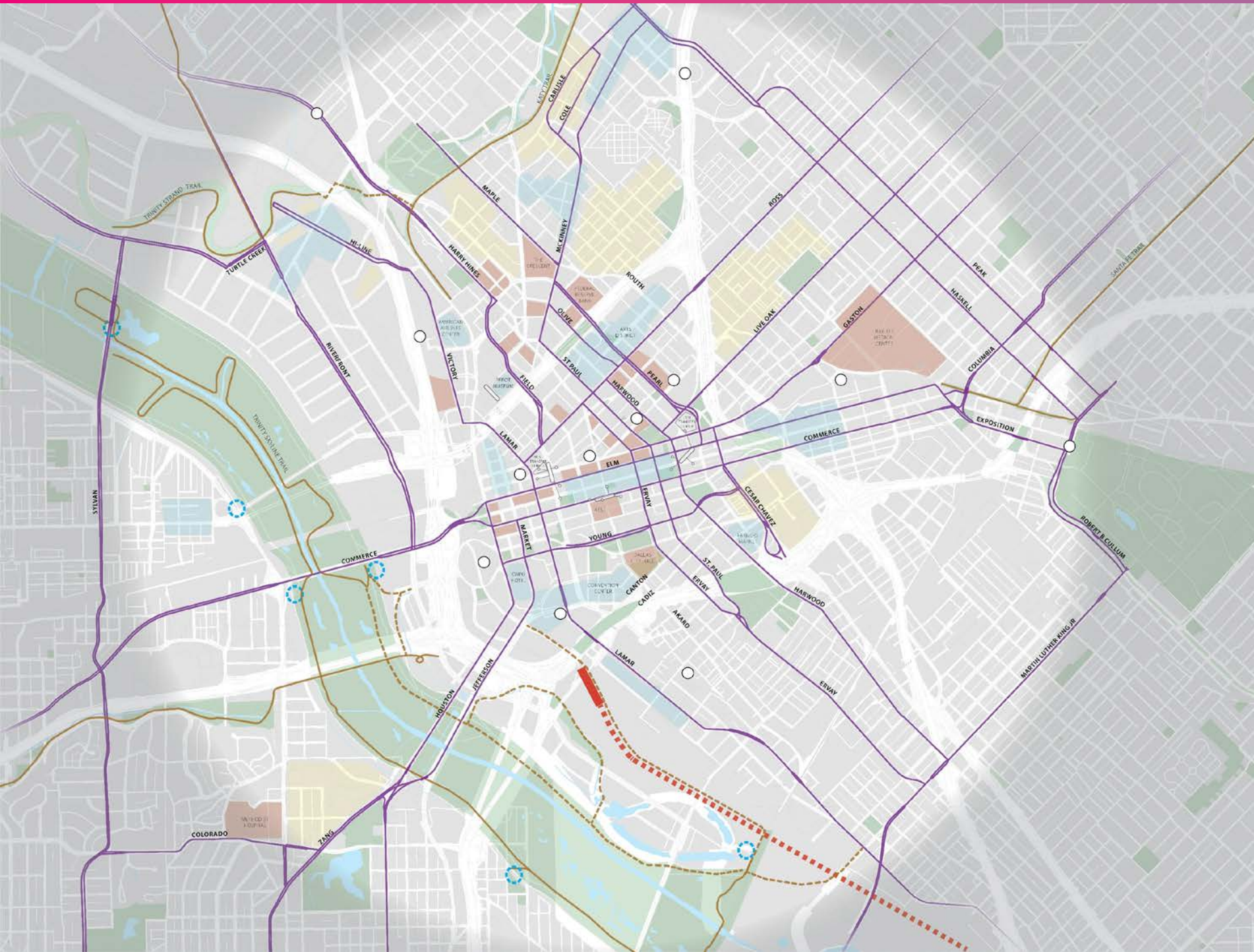
District Connectors: Bicycle



- Corridors needing on-street bike facilities and amenities to connect key destinations, trails, and transit

- Bike District Connector
- Neighborhood Street
- Existing/ Funded Trail
- - - Potential Trail
- ☼ Trinity River Ped/ Bike Access Point
- Existing and Proposed Open Space
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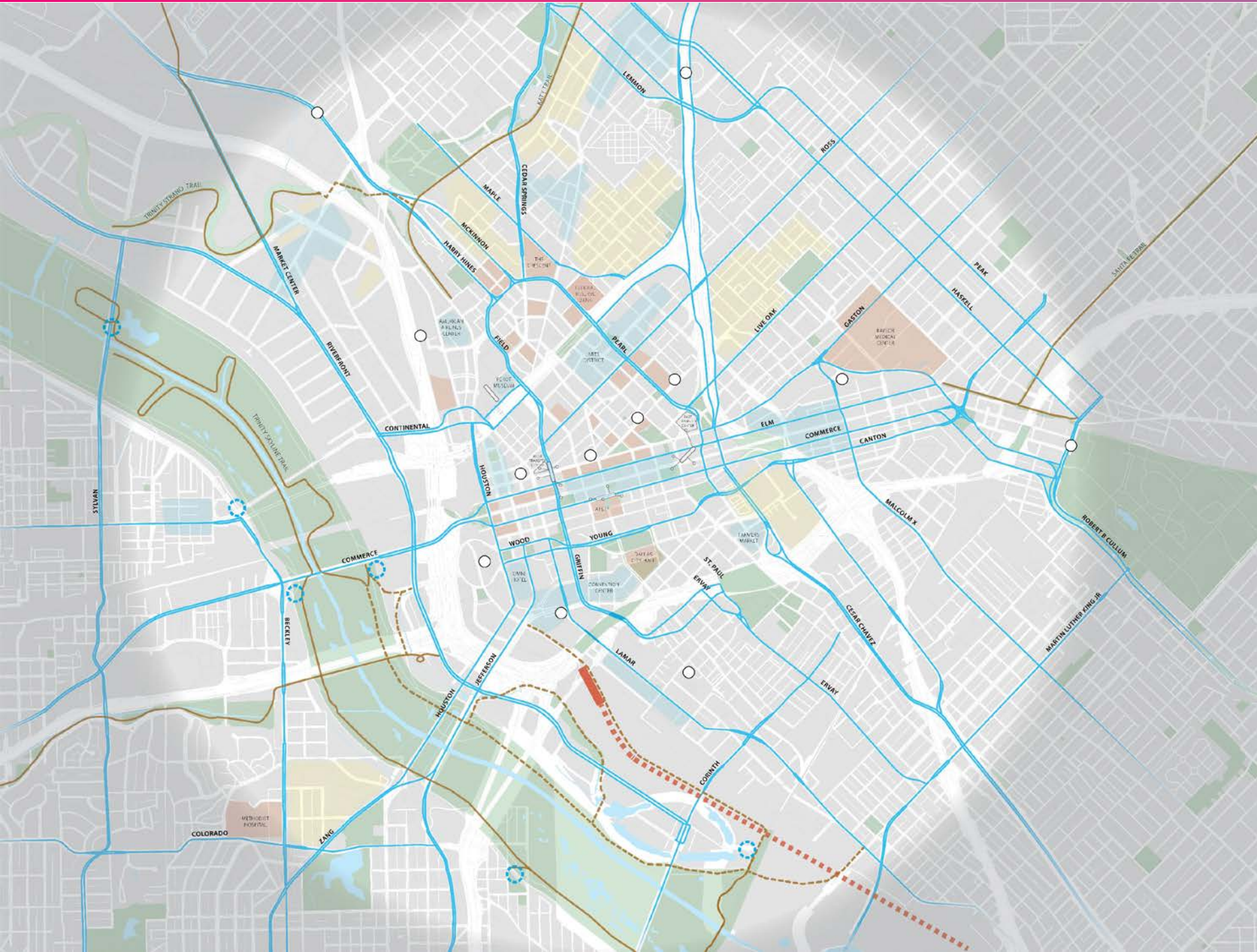
District Connectors: Transit



- Corridors needing to accommodate on-street transit (streetcar or high-frequency bus service) to serve commuters and area circulation

- Transit District Connector
- Neighborhood Street
- Existing/ Funded Trail
- - - Potential Trail
- ⊙ Trinity River Ped/ Bike Access Point
- Existing and Proposed Open Space
- Large Employment Center
- Entertainment Center
- Large Residential District
- - - Proposed High Speed Rail Station + Line
- DART Station
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District Connectors: Auto



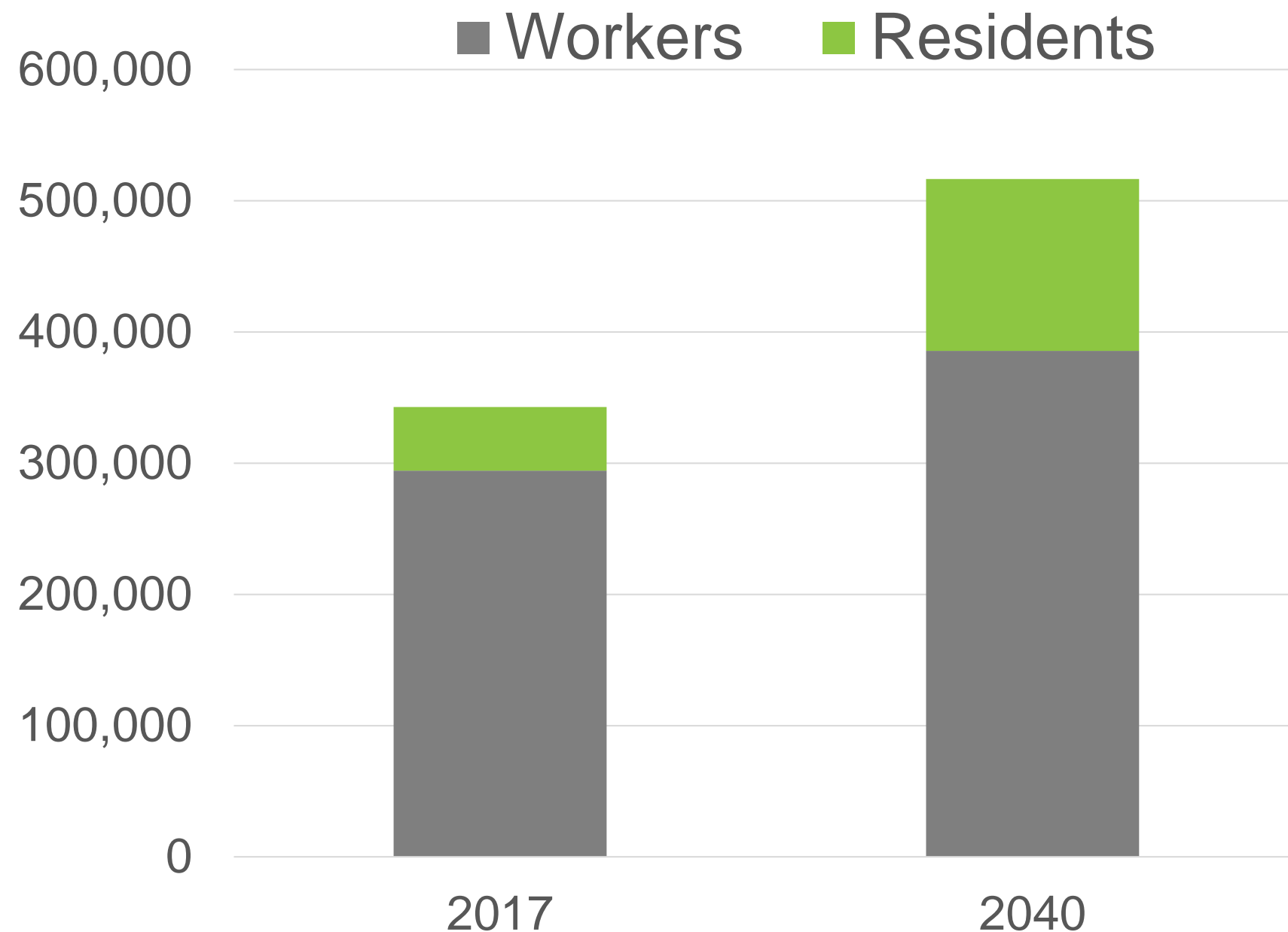
- High volume automobile corridors connecting to freeways and across districts

- Auto District Connector
- Neighborhood Street
- Existing/ Funded Trail
- - - Potential Trail
- ⊙ Trinity River Ped/ Bike Access Point
- Existing and Proposed Open Space
- Large Employment Center
- Entertainment Center
- Large Residential District
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- DART Station
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Appendix B

Shifting Mobility Patterns

Downtown Will Continue to Grow

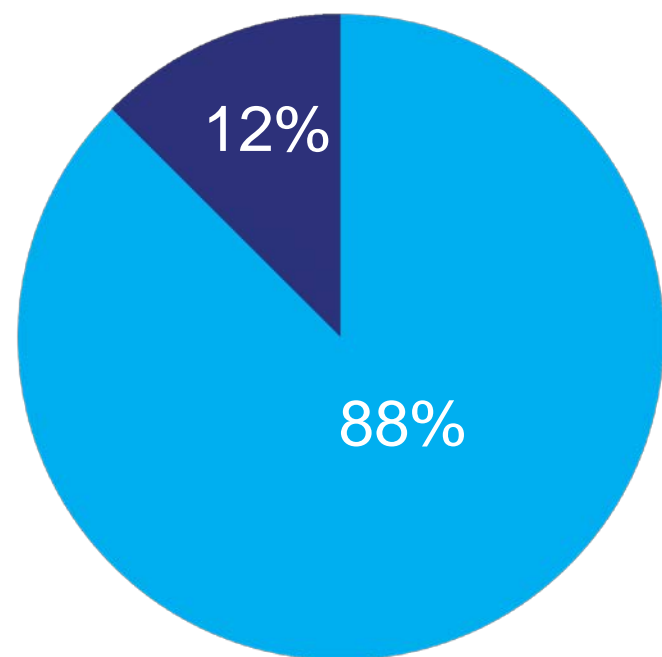


- Overall population density will increase within the 360 study area
- Proportion of residents will increase relative to workers in most districts

Source: NCTCOG; City of Dallas

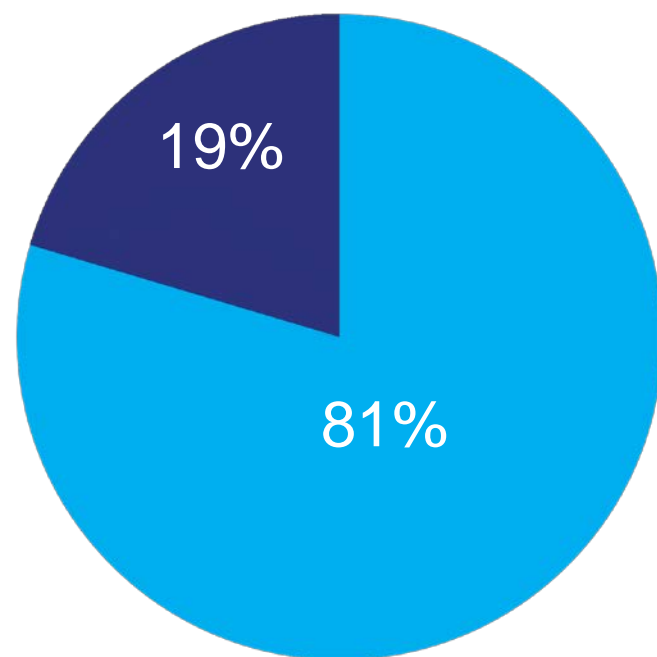
Travel Patterns are Evolving

Current Trips



Modelled trips (2017)

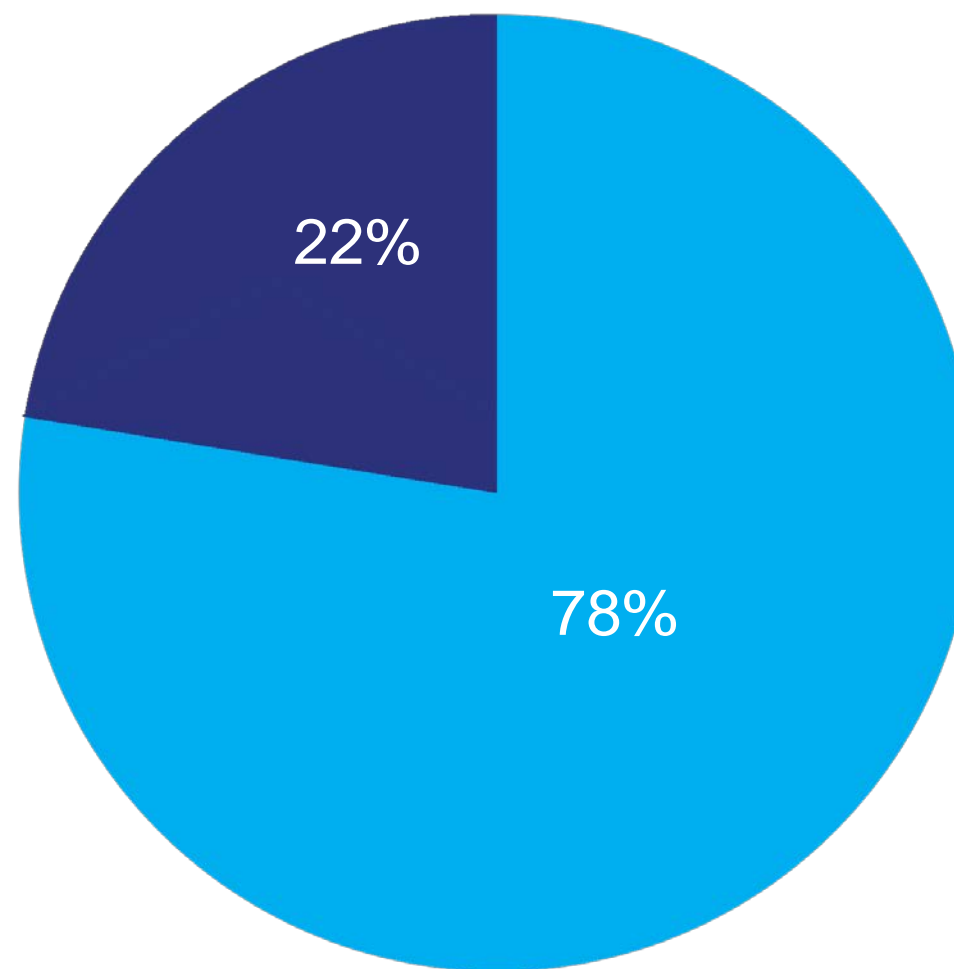
Source: NCTCOG



Actual trips (2016)

Source: StreetLight cell phone data

Forecasted Trips



Adjusted model trips (2040)

Source: NCTCOG, Fehr & Peers

- Travel patterns within the City Center are shifting towards a larger proportion of shorter internal trips.

■ Within 360 Area ■ To/From 360 Area

Travel Preferences

GETTING TO WORK

MOST PEOPLE DRIVE TO WORK, BUT MANY RESPONDENTS HAVE USED TWO OR MORE OF THE FOLLOWING:



62% TAKE CAR TO WORK

- 56% DRIVE
- 6% CARPOOL



13% WALK OR BIKE



15.4% TAKE DART

- 10% DART RAIL
- 4% DART BUS
- 1% DART STREETCAR
- 0.4% D-LINK



7% TAKE "OTHER"

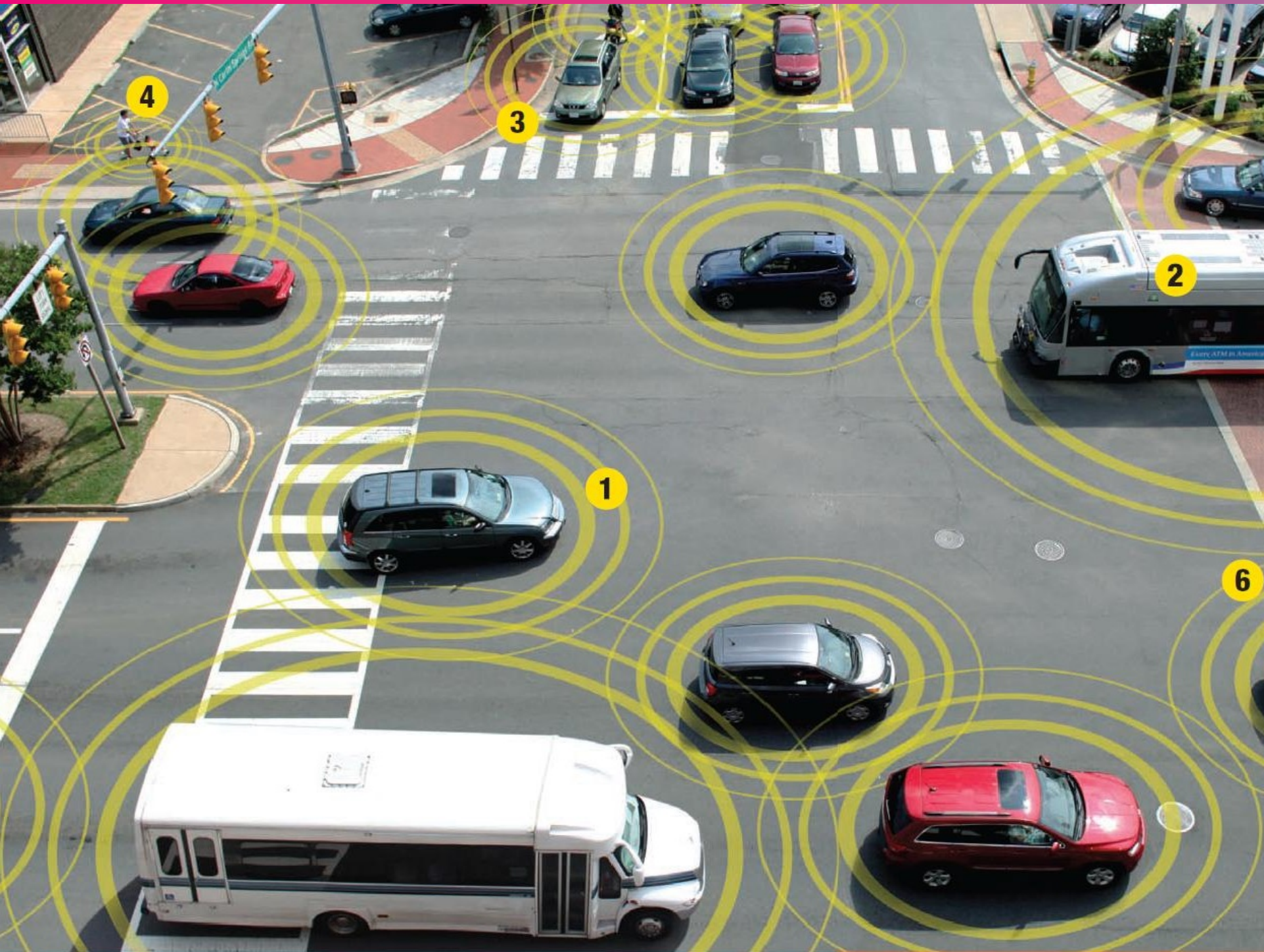
- 5% UBER, LYFT, OTHER RIDESHARING SERVICE
- 1% TAXI CAB
- 1% E-FROG, ART CART, OTHER FREE SERVICE

70%

HAVE LESS THAN 30 MINUTE
COMMUTE TIME
(PEOPLE VALUE LIVING
NEAR WORK)

Source: Downtown Dallas Inc Survey

Evolving Trip Choices



- Targeted transit, bike and pedestrian improvements will increase non-automobile mode share, particularly for short trips
- Technology improvements will continue to enable smarter trip routing and more efficient use of available street capacity

Appendix C

Build Complete Neighborhoods

Goal: Diversify and Grow Housing



- Implement a **City-wide housing policy** and adapt it to meet the needs of the city center.
- Encourage a healthy balance of housing diversity, including **product type and price point**.
- **Leverage public land** in catalytic development areas for redevelopment with mixed-income housing

Goal: Create Vibrant Parks and Neighborhood Spaces



- Ensure vitality and success of signature parks.
- Create and enhance connections between parks.
- Ensure all public spaces are safe, comfortable, functional and accessible.
- Encourage provision of park space in new development.

Goal: Grow a Diverse Mix of Services and Retail



- Encourage a variety of retail and commercial spaces.
- Support recruitment and retention efforts for commercial tenants.
- Promote a unique retail experience in each neighborhood.
- Remove policy/regulatory barriers to retail development.

Goal: Increase Opportunities for Quality Education



- Retain and support **existing educational choices**.
- Ensure multi-modal connection **between housing and education**.
- Encourage the continued **recruitment of an educated workforce**.
- Support the location of **early childhood, preschool, and childcare services**.

Appendix D

Promote Great Place Making

Goal: Ensure Excellent Urban Design



- Ensure new development contributes to and **respects neighborhood character**.
- **Value preservation** as fundamental in planning and design.
- **Support neighborhood planning**.
- **Embrace innovation, technology, and smart city initiatives**.
- **Provide incentives** for excellent urban design.

Goal: Activate the Public Realm



- Encourage active and engaging ground floor uses.
- Foster pedestrian-oriented and walkable streetscapes.
- Activate public and vacant spaces with “pop up” strategies.
- Encourage special events.

Appendix E

Catalytic Development Areas

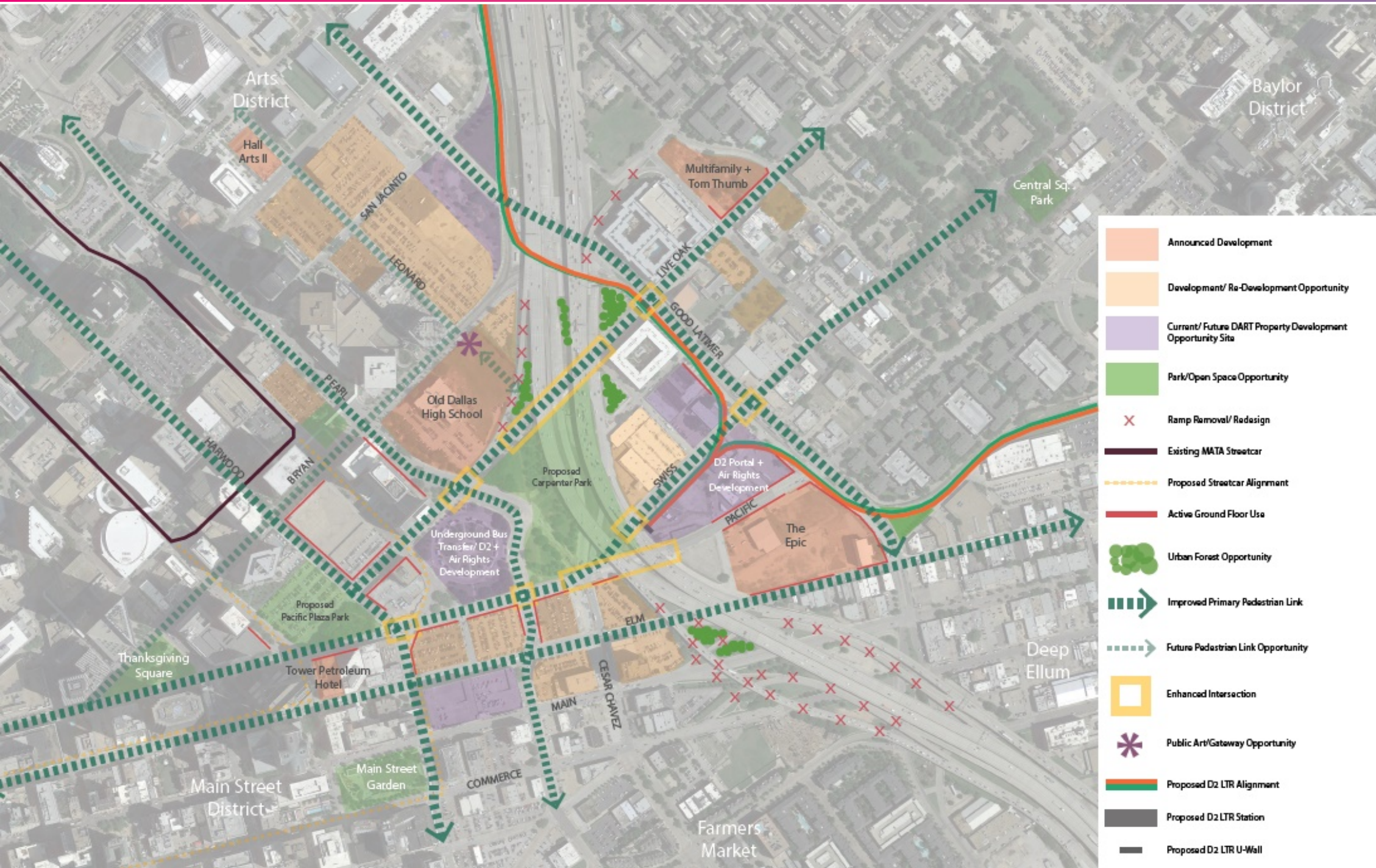
North West End



- Focus on opportunities provided by D2 alignment and private development opportunities along Field Street



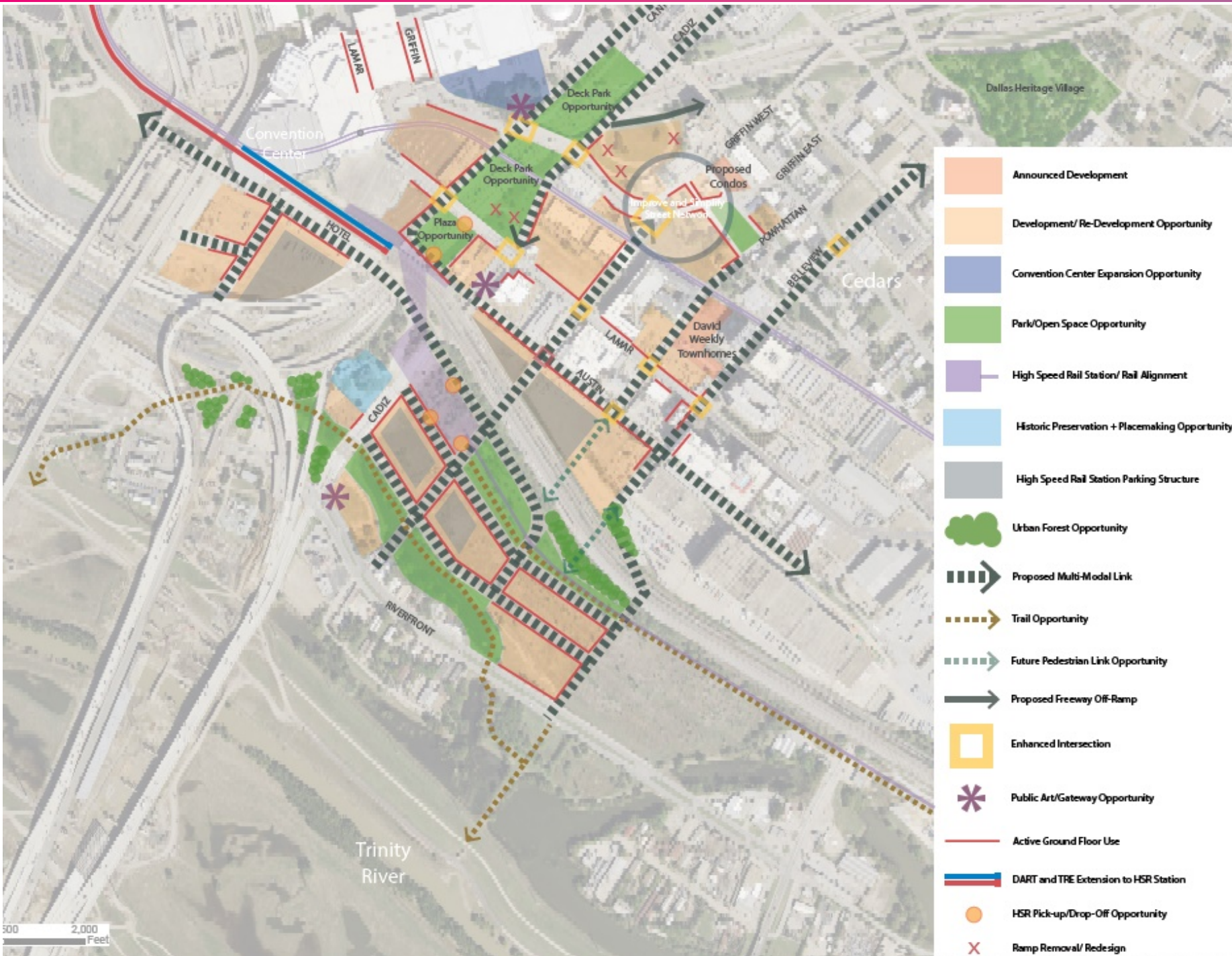
Carpenter Park Area



- Focus on opportunities provided by the D2 alignment and Carpenter Park



High Speed Rail Station Zone



- Focus on opportunities created by High Speed Rail Station and IH-30 Reconstruction

West of Farmers Market



- Build on opportunities provided by Farmers Market and Harwood Park

Arts District



- Collaboration with the Dallas Arts District is underway to amend zoning and replace the Sasaki Plan

AT&T Discovery District



- Ongoing collaboration with AT&T to expand and redesign AT&T corporate campus