

DALLAS CONVENTION CENTER HOTEL **SITE SELECTION CRITERIA**

September 10, 2007

GENERAL BACKGROUND:

The City of Dallas is seeking the development of a major convention center hotel project as an enhancement to its convention facilities. The City of Dallas has invested in excess of \$1.0 Billion in convention meeting and exhibit space to re-position the City as a major convention, corporate and tradeshow destination. A convention center hotel is a critical component for furthering this objective.

State law, in making available financial incentives to support the financing of this project, requires that the location of a convention center hotel to be within 1,000 feet of the City's convention facility, to be eligible for those incentives. Therefore, site identification is critical to the success of this project.

The following minimum criteria have been established for evaluating sites. While identification of a site sufficient in size for the development of a convention center hotel project is important, other program enhancements should be considered to support the long term sustainability of the hotel and bring added value to the visitor experience. These enhancements would include the creation of a true convention center district through streetscape, lighting and graphics, and promotion of residential and commercial development in the center city. Residential units proximate to the hotel or as a part of the hotel development could be important. Street level retail, restaurant and entertainment venues adjacent to or near the convention center can offer to the visitors, residents and workers, amenities in support of these goals and for achieving a vibrant 24 hour city.

The criteria noted as follows are those minimal elements in support of the preceding objectives.

SITE – HOTEL DEVELOPMENT PROGRAM:

Hotel Basic Program:

- Minimum 1,000 hotel rooms
- A minimum of 70,000 sf of multi-purpose spaces for meeting rooms and ballrooms.

- Restaurants, exercise facilities and other amenities typically included in hotels with 4 star ratings
- Sufficient parking for minimum 1,000 guest rooms
- Located within 1,000 ft of Dallas Convention Center Building
- Climate controlled pedestrian connection to the DCC
- Seek development of LEEDS Silver Certified project

SITE – HOTEL PROGRAM ENHANCEMENTS:

Additions to Hotel Basic Program

- Residential component
- Expanded meeting, retail and entertainment
- Streetscape, lighting and graphics improvements

SITE – PHYSICAL ATTRIBUTES:

Key Site Selection Factors:

- Convenient, climate controlled, pedestrian connection to the DCC
- Adequate property for convention center hotel program requirements
- Efficient hotel program design not adversely affected by constraints of site
- Ideal site would accommodate 160,000 sf foot-print or approximately 4 acres
- Proper traffic control accommodating taxi, shuttle buses and personal vehicles
- Service entrances separate from “front door”

Hotel Development Site Should be located to:

- Improve the destination visitor experience
- Enhance DCC connection to the center city through improved pedestrian amenities, streetscape and way-finding tools
- Foster economic development in the downtown core through retail and entertainment establishments