FEBRUARY 16, 2011 CITY COUNCIL BRIEFING AGENDA
CERTIFICATION

This certification is given pursuant to Chapter XI, Section 9 of the City Charter for the City Council Briefing Agenda dated February 16, 2011. We hereby certify, as to those contracts, agreements, or other obligations on this Agenda authorized by the City Council for which expenditures of money by the City are required, that all of the money required for those contracts, agreements, and other obligations is in the City treasury to the credit of the fund or funds from which the money is to be drawn, as required and permitted by the City Charter, and that the money is not appropriated for any other purpose.

Ryan S Evans — 2-10-11

Mary K. Suhm
City Manager — Date

Bruce Schon for Edward Scott — 2-10-11

Edward Scott
City Controller — Date

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CITY SECRETARY
DALLAS, TEXAS

COUNCIL BRIEFING AGENDA

February 16, 2011

DATE

(FOR GENERAL INFORMATION AND RULES OF COURTESY PLEASE SEE OPPOSITE SIDE.)
(LA INFORMACIÓN GENERAL Y REGLAS DE CORTESÍA QUE DEBEN OBSERVARSE DURANTE LAS ASAMBLEAS DEL CONSEJO MUNICIPAL APARECEN EN EL LADO OPUESTO, FAVOR DE LEERLAS.)

General Information

The Dallas City Council regularly meets on Wednesdays beginning at 9:00 a.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council agenda meetings are broadcast live on WRR-FM radio (101.1 FM) and on Time Warner City Cable Channel 16. Briefing meetings are held the first and third Wednesdays of each month. Council agenda (voting) meetings are held on the second and fourth Wednesdays. Anyone wishing to speak at a meeting should sign up with the City Secretary's Office by calling (214) 670-3738 before 9:00 a.m. on the meeting date. Citizens can find out the name of their representative and their voting district by calling the City Secretary's Office.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. ***The Council agenda is available in alternative formats upon request***.

If you have any questions about this agenda or comments or complaints about city services, call 311.

Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

Informacion General

El Ayuntamiento de la Ciudad de Dallas se reúne regularmente los miércoles en la Cámara del Ayuntamiento en el sexto piso de la Alcaldía, 1500 Marilla, a las 9 de la mañana. Las reuniones informativas se llevan a cabo el primer y tercer miércoles del mes. Estas audiencias se transmiten en vivo por la estación de radio WRR-FM 101.1 y por cablevisión en la estación *Time Warner CityCable* Canal 16. El Ayuntamiento Municipal se reúne el segundo y cuarto miércoles del mes para tratar asuntos presentados de manera oficial en la agenda para su aprobación. Toda persona que desee hablar durante la asamblea del Ayuntamiento, debe inscribirse llamando a la Secretaría Municipal al teléfono (214) 670-3738, antes de las 9 de la mañana del día de la asamblea. Para enterarse del nombre de su representante en el Ayuntamiento Municipal y el distrito donde usted puede votar, favor de llamar a la Secretaría Municipal.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilties Act*. ***La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita***.

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

Reglas de Cortesia

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna pesona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben de abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*pagers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal.

"Los ciudadanos y visitantes presentes durante las asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que esté presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisará al oficial que esté presidiendo la sesión a tomar acción." Según la sección 3.3(c) de las reglas de procedimientos del Ayuntamiento.

AGENDA
CITY COUNCIL BRIEFING MEETING
WEDNESDAY, FEBRUARY 16, 2011
CITY HALL
1500 MARILLA
DALLAS, TEXAS 75201
9:00 A.M.

9:00 am Invocation and Pledge of Allegiance 6ES

Special Presentations

Open Microphone Speakers

VOTING AGENDA 6ES

1. Approval of Minutes of the February 2, 2011 City Council Meeting

2. Consideration of appointments to boards and commissions and the evaluation and duties of board and commission members (List of nominees is available in the City Secretary's Office)

Briefings 6ES

A. Maintenance of Texas Department of Transportation Rights of Way within the City of Dallas

B. Downtown Dallas 360 Plan

Lunch - Downtown Dallas, Inc. 2011 Annual Meeting and Luncheon
The Fairmont Dallas
Regency Ballroom
1717 North Akard Street
Dallas, Texas 75201

Closed Session 6ES
Attorney Briefings (Sec. 551.071 T.O.M.A.)
- Ash Grove Texas, L.P. v. City of Dallas, et al., Civil Action No. 3:08-CV-02114-O
- Brady Johnson v. Ronald Brown and City of Dallas, Cause No. 09-06694-C
- Anthony Raye Lyles v. City of Dallas, Cause No. 10-05470-I
- Ken Jones and Douglas Holbert v. The City of Dallas, Cause No. 09-14503-H

AGENDA
CITY COUNCIL BRIEFING MEETING
WEDNESDAY, FEBRUARY 16, 2011

Open Microphone Speakers 6ES

The above schedule represents an estimate of the order for the indicated briefings and is subject to change at any time. Current agenda information may be obtained by calling (214) 670-3100 during working hours.
Note: An expression of preference or a preliminary vote may be taken by the Council on any of the briefing items.

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation, or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.

2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.

3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.

4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.

5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

6. Deliberations regarding economic development negotiations. Section 551.087 of the Texas Open Meetings Act.

Memorandum

CITY OF DALLAS

DATE **FEBRUARY 11, 2011**

TO **HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL**

SUBJECT **BOARDS AND COMMISSIONS NOMINEES/RENOMINEES**

The following Board and Commission nominees/renominees will be considered on Wednesday, February 16, 2011, for appointment.

The list represents the following category for your consideration:

- Full Council Nominee (application attached)

The nominee meets all qualifications for service on this board.

If you need additional information, please advise.

Deborah Watkins
City Secretary

c: Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney

CITY OF DALLAS BOARDS AND COMMISSIONS
NOMINEES FOR FULL COUNCIL APPOINTMENT
CLEARED FOR COUNCIL ACTION

CSB CIVIL SERVICE BOARD

07 SIDNEY J. MILLER
W M 11 C
Co-nominated by: KOOP and NATINSKY

Memorandum

CITY OF DALLAS

DATE February 10, 2011

TO Honorable Mayor and Members of the City Council

SUBJECT Maintenance of Texas Department of Transportation Rights of Way within City of Dallas Briefing

On Wednesday, February 16, 2011, you will be briefed on the Maintenance of Texas Department of Transportation Rights of Way within the City of Dallas. The presentation material is attached for your review.

If you have questions or need additional information, please let me know.

Forest E. Turner
Assistant City Manager

cc: Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Librio, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager
Gilbert Aguilar, Director, Street Services Department

City of Dallas

Dallas-Together, we do it better

Maintenance of Texas Department of Transportation Rights of Way within City of Dallas

Presented to
Dallas City Council
February 16, 2011

Department of Street Services

Briefing Purpose and Outline

- Purpose
  - Provide an update on City's maintenance activities related to Texas Department of Transportation (TxDOT) rights of way (ROW)
- Outline
  - Overview of TxDOT ROW maintenance
    - Map of TxDOT ROW maintenance
    - Pictures of maintenance performed by TxDOT
    - TxDOT's previous and new method for statewide ROW maintenance
    - Pictures of maintenance performed by City
    - City's existing and additional maintenance acreage of TxDOT ROW
  - Work plan time-line and current status
  - Additional Information
    - Central Expressway between Woodall Rodgers and I-635
    - TxDOT ROW maintenance by other cities

Overview

- Approximately 3,600 acres of Texas Department of Transportation (TxDOT) rights-of-way (ROW) are located within City of Dallas corporate limits
  - 300 acres are maintained by City
    - Under current Municipal Maintenance Agreement (MMA)
  - 3,300 acres, previously maintained by TxDOT, are now maintained by City (effective FY 2010/11)
    - $6.4M budget allocation
      - Remedial clean-up activities ($2.3M)
      - On-going maintenance ($4.1M)
    - Require modification of current MMA

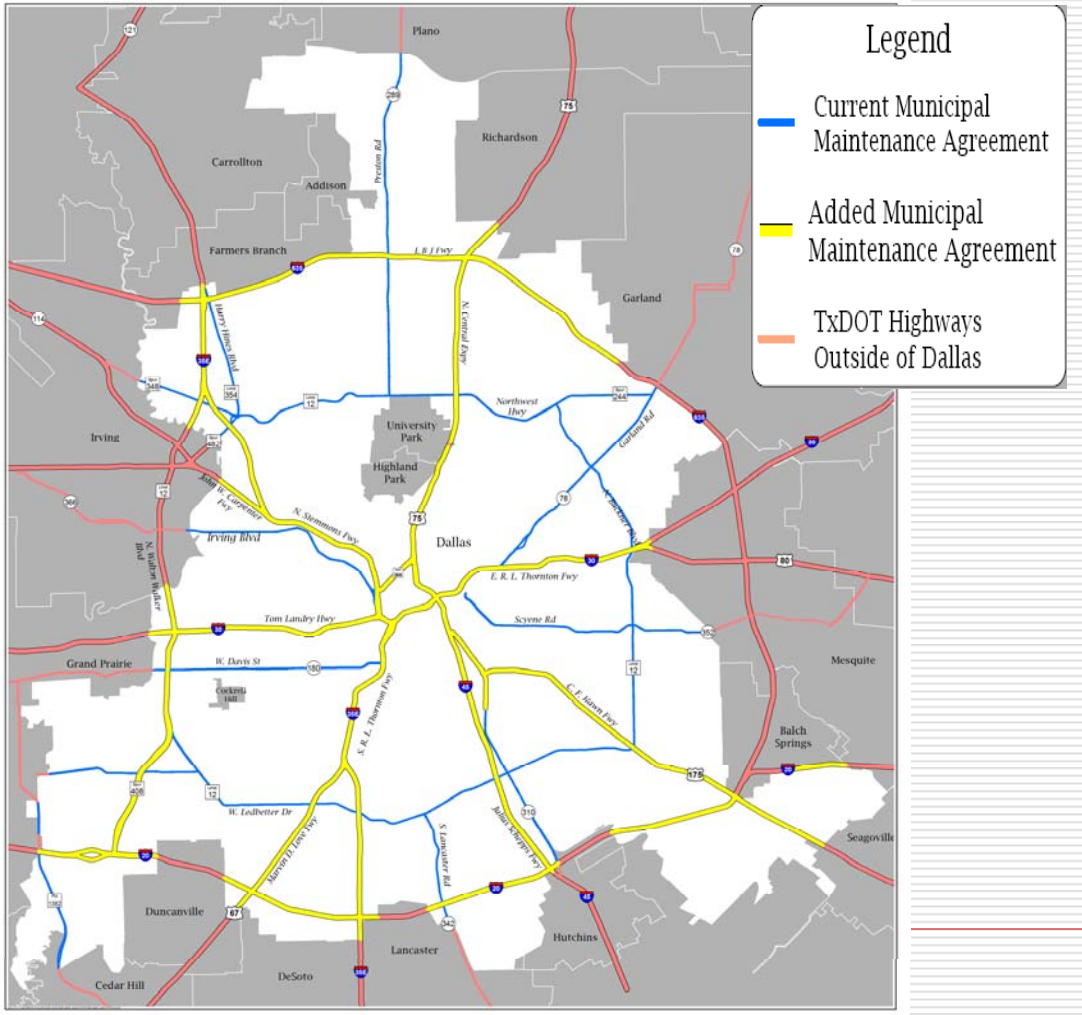
Maintenance of TxDOT ROW In Dallas and Surrounding Cities

Surrounding Cities Currently Performing Comprehensive Mowing/Litter Removal within TxDOT ROW

Allen: US-75
Plano: US-75, SH-289, SH-5
Richardson: US-75
Garland: IH-30
Mesquite: IH-30, IH-635, US-80
Duncanville: IH-20

Surrounding Cities NOT Currently Performing Comprehensive Mowing/Litter Removal within TxDot ROW

Balch Springs: IH-635
Hutchins: IH-20
Lancaster: IH-20
Irving: SH-114, Loop 12
Farmers Branch: IH-635



Changes in TxDOT ROW Maintenance Statewide

TXDOT'S PREVIOUS METHOD FOR ROW MAINTENANCE

Traditional mowing/herbicide/litter removal contracts

- 3 mowing cycles per year
- "Prairie Look"
- Litter removal on separate contract
- TxDOT tried to coordinate mowing/litter removal
  - Contractors not required to coordinate with each other

TXDOT'S NEW METHOD FOR ROW MAINTENANCE (spring 2011)

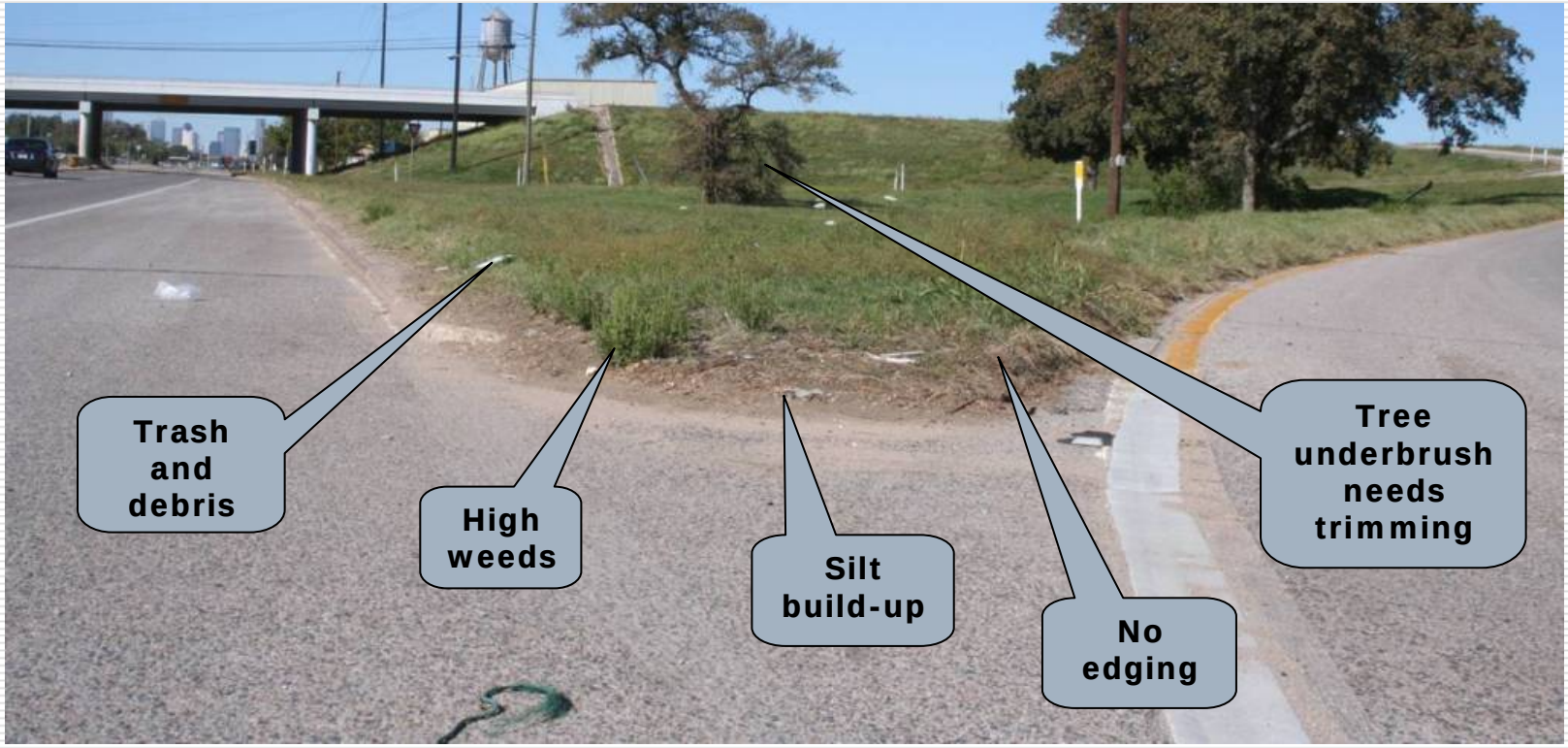
Performance Based Vegetation Management (PBVM) contract

- Mowing cycles per year not specified
- Contractor required to maintain grass at specific heights
  - 7"-30" in rural areas
  - 5" – 24" in urban areas (Dallas)
  - Monetary incentive if kept below 12"
- Focus on controlling vegetation through herbicide application which reduces
  - Mowing cycles
  - Weed growth

TxDOT's maintenance standard is noticeably less than City of Dallas

- Results in negative perception of Dallas
- Leads to over 2,000 citizen complaints per year

Typical Condition of TxDOT ROWs



State Highway 310 at Loop 12

Typical Condition of TxDOT ROWs (cont)

Typical Condition of TxDOT ROWs(cont)

Traffic Barriers

Typical Condition of TxDOT ROWs (cont)

Highway Intersection

City of Dallas Maintenance of TxDOT ROW

Existing 300 acres of TxDOT ROW

- Current Municipal Maintenance Agreement (MMA) signed 12/2006
- Properties include (in blue on page 4)
  - SH-352: Scyene Rd., Robert B. Cullum Ave.
  - SH-289: Preston Rd.
  - SH-78: Garland Rd., East Grand Ave.
  - SH-354: Harry Hines
  - SH-356: Irving Blvd.
  - SH-180: W. Davis
  - SH-342: Lancaster Blvd.
  - SH-244
  - SH-348
  - Loop 12: NW Hwy, Buckner Blvd., Ledbetter, Walton Walker
- Above properties part of 1,650 acres of medians/ROWs maintained by City
  - 18 cycles/yr
  - Every 14 days during growing season
    - Mar-Nov
  - Litter removal included as part of mowing contract
  - Blade edging along pavements

Additional 3,300 acres of TxDOT ROW

- Requires modification of current MMA
- TxDOT requires 5-yr commitment from City
- TxDOT currently committed to reimburse City for what they would have spent ($920K)
- Properties include (in yellow on page 4)
  - IH-20, 635, 35, 30, 45
  - US Hwy-67, 75, 175
  - SH-180, 183, 310
  - Spur-348, 356, 366, 408, 482
  - Loop 12
  - FM 1382
  - Over 130 miles of traffic barriers require removal of vegetation, silt, and trash
- Contract maintenance specifications
  - 12-18 cycles per year
  - Every 14-21 days during growing season
  - Litter removal included as part of mowing contract
  - Blade edging along pavements

City of Dallas Maintenance of TxDOT ROW (Cont.)

Budget

Remedial Clean-up Activities	$2,300,000
Mowing, Litter Removal, Herbicide & Landscaping	$3,700,000
Staff & equipment	$400,000
Total	**$6,400,000**

Work Plan Time Line

Sept 22, 2010	Funding Approval ($6.4M)
Oct 2010 – Feb 2011	TxDOT Partnership Discussions (Modify MMA)
Nov 2010 – Feb 2011	Allocate staff/equipment
Nov 2010 – Mar 2011	Initial Clean-up Activities
Nov 2010 – Jan 2011	Specification/Bid Development
Mar 2011	Award Bid(s)
Mar 2011 – Nov 2011	Mowing Season

Work Plan Status (Feb 2011)

- Began remedial clean-up activities to bring TxDOT ROW up to City standards (Nov)
  - Litter pick-up
  - Removing vegetation in pavement
  - Trimming trees/bushes
  - Line trimming around appurtenances
  - Establishing edges along paved areas
  - Removing silt build-up
- Finalizing partnership arrangement with TxDOT
  - TxDOT will remove the City of Dallas limits from its Vegetation Maintenance Bid
  - Modify TxDOT Municipal Maintenance Agreement (to add 3,300 acres)
  - TxDOT seeks 5-year commitment
- Assessments continue as remedial clean-up activities take place
  - Resource needs
  - Challenges
  - Safety considerations

City of Dallas Maintenance of TxDOT ROW

Example of maintenance standard for 300 acres of ROWs previously maintained by City under current MMA

SH352-Scyene Rd @ Buckner

Loop 12 – Buckner @ I-30

Remedial clean-up required on additional 3,300 acres of TxDOT ROW

- Trash and debris clean-up
- Establishing edges
- Silt build-up removal
- Tree & shrub trimming

Before and after remedial clean-up activities
(State Highway 310 at Loop 12)

Before

After

Before and after remedial clean-up activities

(I- 30 @ Buckner Blvd)

Before

After

Before and after remedial clean-up activities

(I- 30 @ St Francis Exit Ramp)

Before

After

Before and after remedial clean-up activities
(I- 30 @ St Francis)

Before

After

Before and after remedial clean-up activities

(East bound I-30 @ Jim Miller)

Before

After

Before and after remedial clean-up activities

(I-30 @ Fitzhugh)

Before

After

Maintenance of TxDOT Rights of Way within City of Dallas

Additional Information

Status Update

North Central Expressway from Woodall Rodgers to IH-635

Landscape Maintenance Agreement with TxDOT signed August 11, 2010

- TxDOT will:
  - Remove landscape plantings on US-75
  - Terminate irrigation systems
  - Replace existing plant material with native grasses in the median
  - Remove plant material in window boxes
- City of Dallas will:
  - Assume maintenance (replacement/weeding/watering, etc..) of landscape improvements in center median beginning FY 2012
  - Perform supplement mowing cycles in the parkways beginning FY 2011

TxDOT ROW Maintenance by Other Cities

- Cities that perform mowing operations and maintain landscape plantings:
  - Allen: US-75
  - Duncanville: IH-20
  - Garland : IH-30
  - Mesquite: IH-30, IH-635, US-80
  - Plano: US-75, SH-289 (Preston Rd.), SH-5 (Greenville Ave.)
  - Richardson: US-75
- Cities that maintain landscape plantings only:
  - Balch Springs, Hutchins, Seagoville, Coppell, DeSoto, Irving, Rowlett, Sachse, McKinney, Murphy, Wylie, Frisco, Flower Mound, Denton, Grand Prairie, Terrell, Ennis, Ferris, Red Oak, Corsicana, Midlothian, Waxahachie

Maintenance of TxDOT Rights of Way within City of Dallas

Questions?

Memorandum

CITY OF DALLAS

DATE February 10, 2011

TO The Mayor and City Council

SUBJECT Downtown Dallas 360 Plan

At the Full Council briefing on Wednesday, February 16, 2011, there will be a briefing on the Downtown Dallas 360 Plan. The attached presentation highlights the key features of the plan vision and implementation priorities and marks the culmination of an eighteen month process of developing the plan through extensive stakeholder involvement in collaboration with Downtown Dallas Inc.

The draft plan document will be provided to the City Council in two weeks. A final Council Economic Development Committee briefing will also be held prior to scheduling the plan for council action in April 2011.

Please feel free to contact Theresa O'Donnell at 214 671 9293 if you need additional information.

for A.C. Gonzalez
Assistant City Manager

c: Mary K. Suhm, City Manager
Thomas P. Perkins, Jr. City Attorney
Deborah Watkins, City Secretary
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Edward Scott, Director, Controller's Office
Frank Librio, Public Information Office
Karl Zavitkovsky, Director, Office of Economic Development
Theresa O'Donnell, Director, Sustainable Development and Construction
Helena Stevens-Thompson, Assistant to the City Manager – Council Office

Downtown Dallas 360 Plan

City Council Briefing

February 16, 2011

A PATHWAY TO THE FUTURE

Downtown Dallas 360

is an **action-oriented strategic plan** crafted to build on recent momentum and advance a bold Vision.

Why Plan Now?

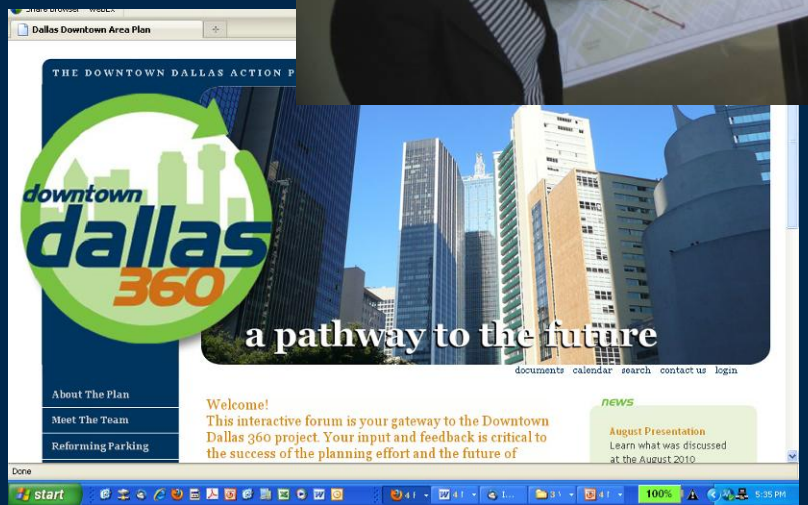
- Economic slow down provides breathing room to review policy direction and priorities
- Game-changing public investments in progress make coordination of vision and goals critical
  - Convention Center Hotel
  - New parks
  - New Arts District facilities
  - Transit improvements

An Economic Foundation

- Ride the wave of regional growth
  - DFW pop. grew 23% 2000-2009, much faster than TX or US
  - Forecasts show 20,000 more housing units and space for 60,000 more workers in Downtown by 2030
- Build upon unique assets
  - Regional access via multimodal transportation
  - Primary “Class A” office location in DFW
  - Cultural and entertainment center
  - Authentic urban character and experience
- Capitalize on demand for urban lifestyle
  - Live, work, study, shop, mingle
  - Uptown indicates potential for housing and office premiums in mixed-use urban areas

Stakeholder and Community Involvement

- Two community forums at the convention center
- Numerous meetings with individual stakeholders and organizations
- Seven Steering Committee meetings and two rounds of stakeholder work sessions
- Technical Committee meetings
- Two rounds of Council Committee briefings
- Regularly updated website



A Vision for Downtown Dallas

strong and diverse economy

interconnected districts

complete urban center

range of great places to live

open spaces large and small, grand and intimate

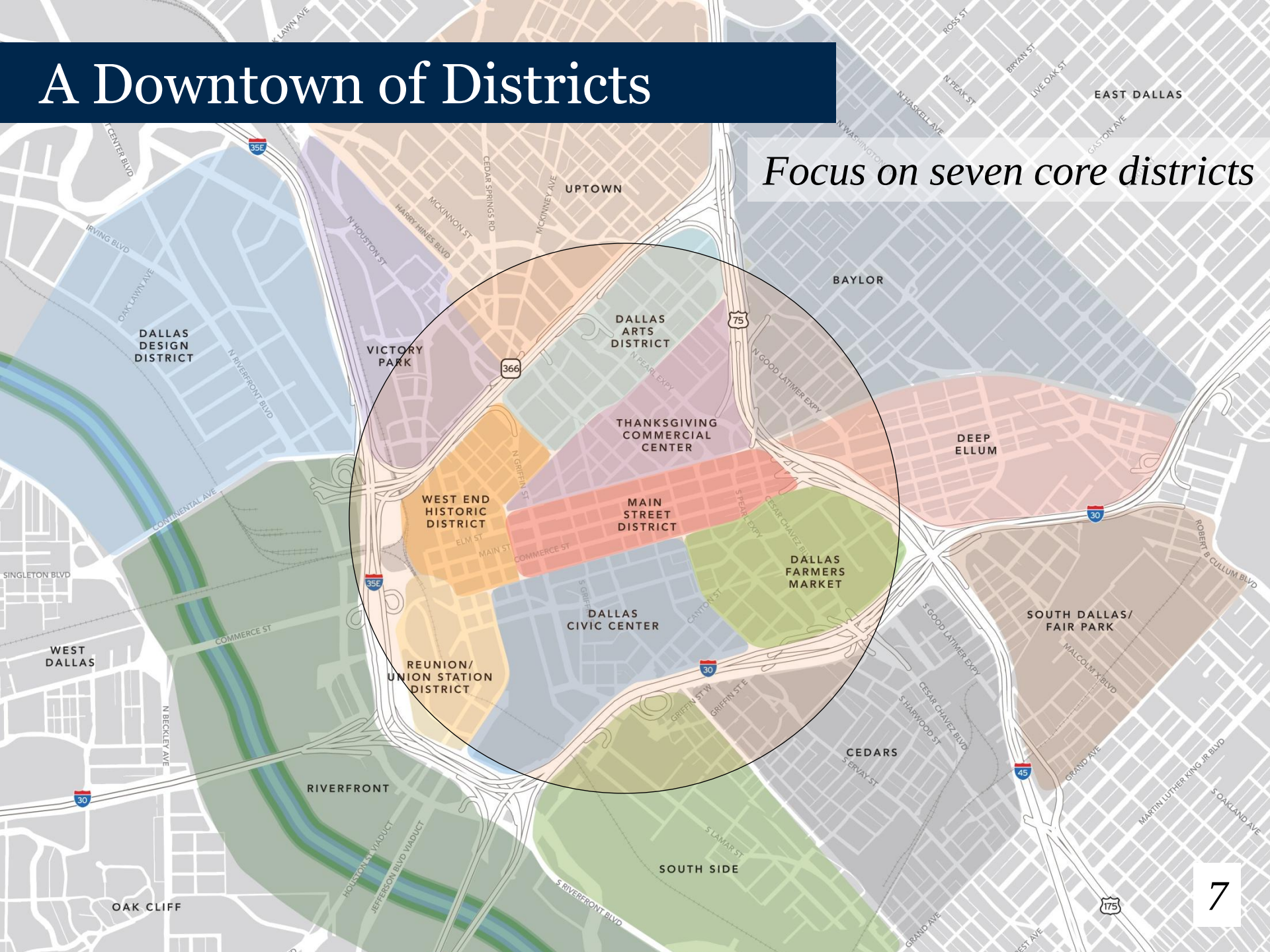
successful businesses and retail

bustling street activity

great transit network

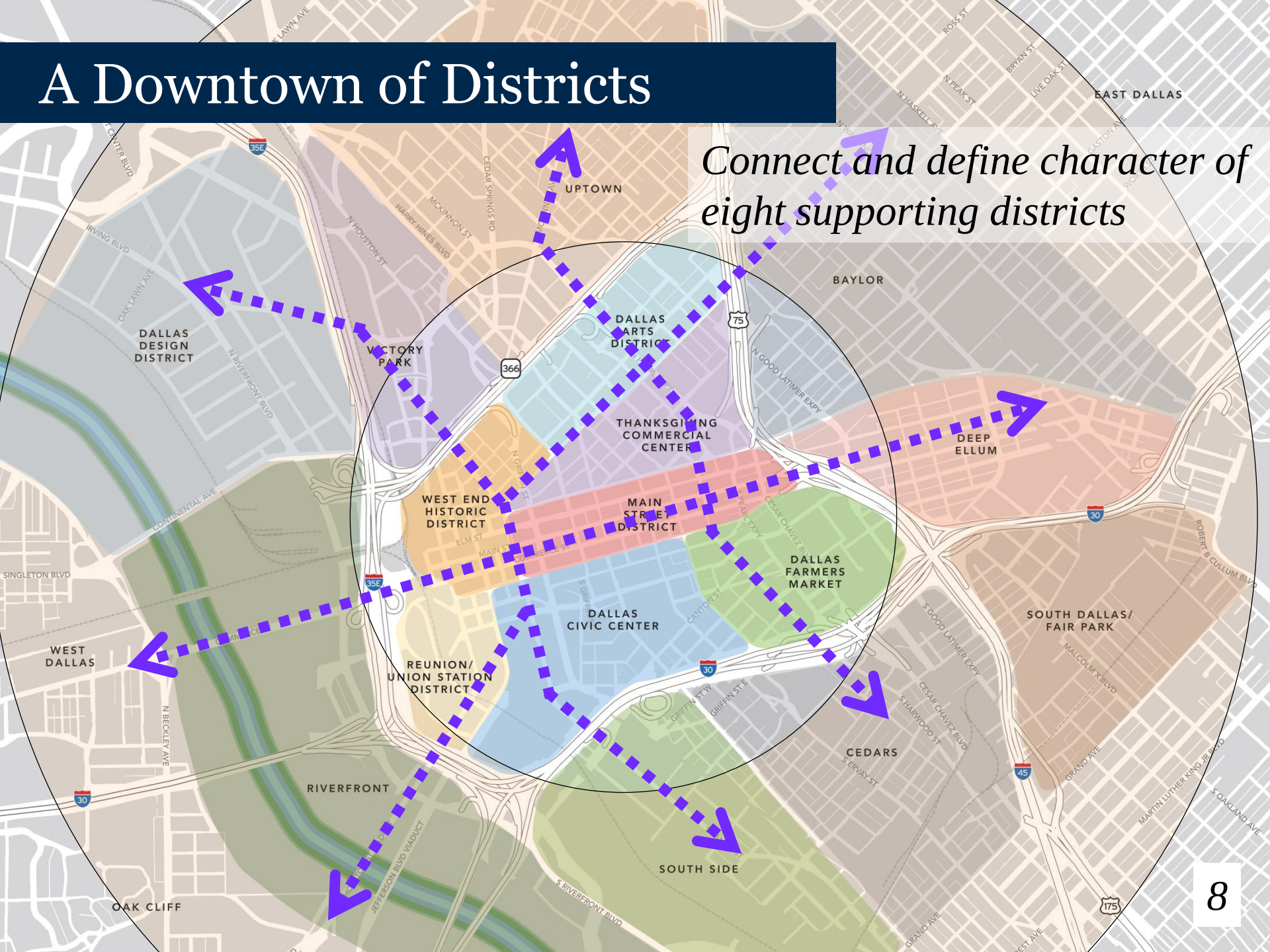
A Downtown of Districts

Focus on seven core districts



A Downtown of Districts

Connect and define character of eight supporting districts



Five Transformative Strategies:

- *Capitalize on Downtown's position as the regional transit hub*

Expand Transit and Realize TOD Potential

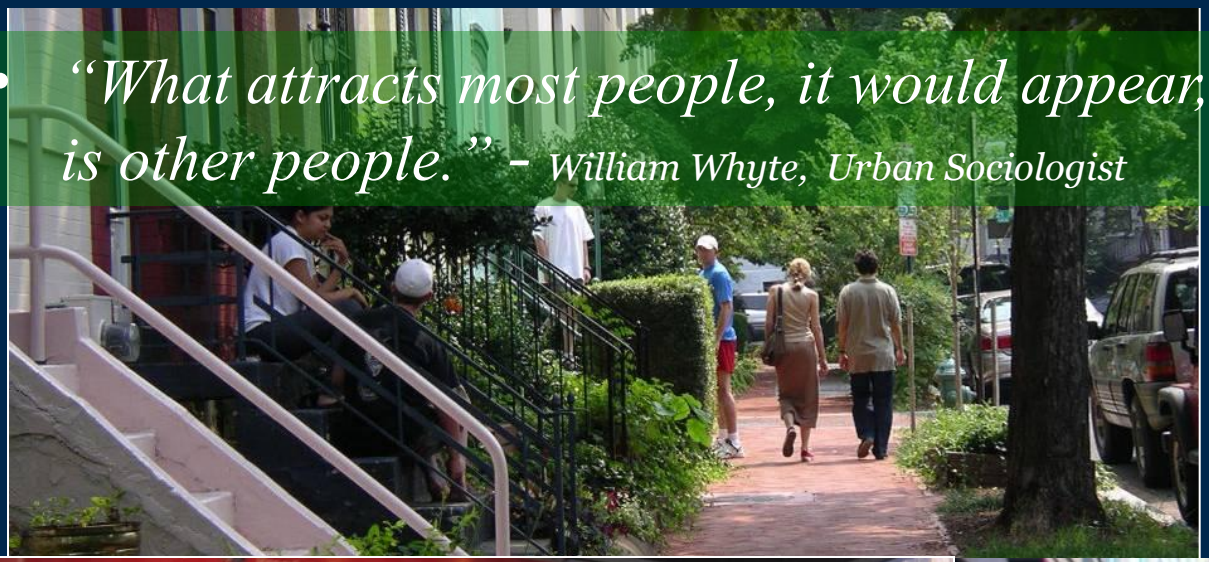
Five Transformative Strategies:

- *Leverage transit access to attract transit-oriented development*

Expand Transit and Realize TOD Potential

Five Transformative Strategies:

- *"What attracts most people, it would appear, is other people."* - *William Whyte, Urban Sociologist*



Create Vibrant Streets and Public Spaces

Five Transformative Strategies:

- *Active street frontages are good for business*

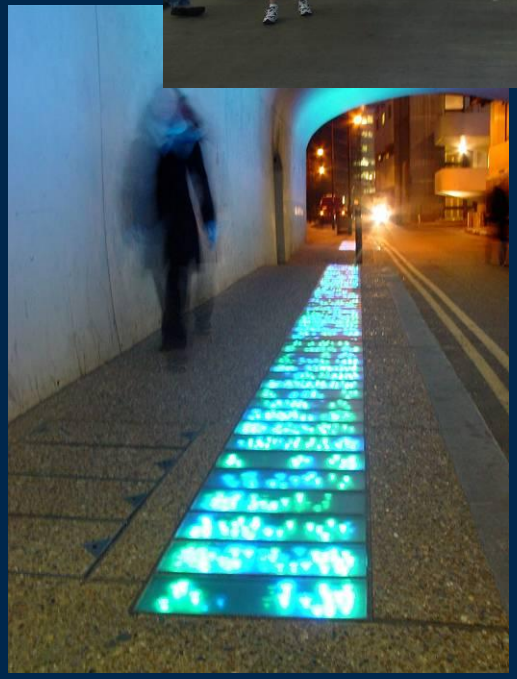
Five Transformative Strategies:

- *World class urban design for a premier global city*

Five Transformative Strategies:

- *Gateways and linkages that unify downtown*

Ensure Great Urban Design



Five Transformative Strategies:

- *Build on the residential trends of the last decade to create a 24-hour downtown.*

Five Transformative Strategies:

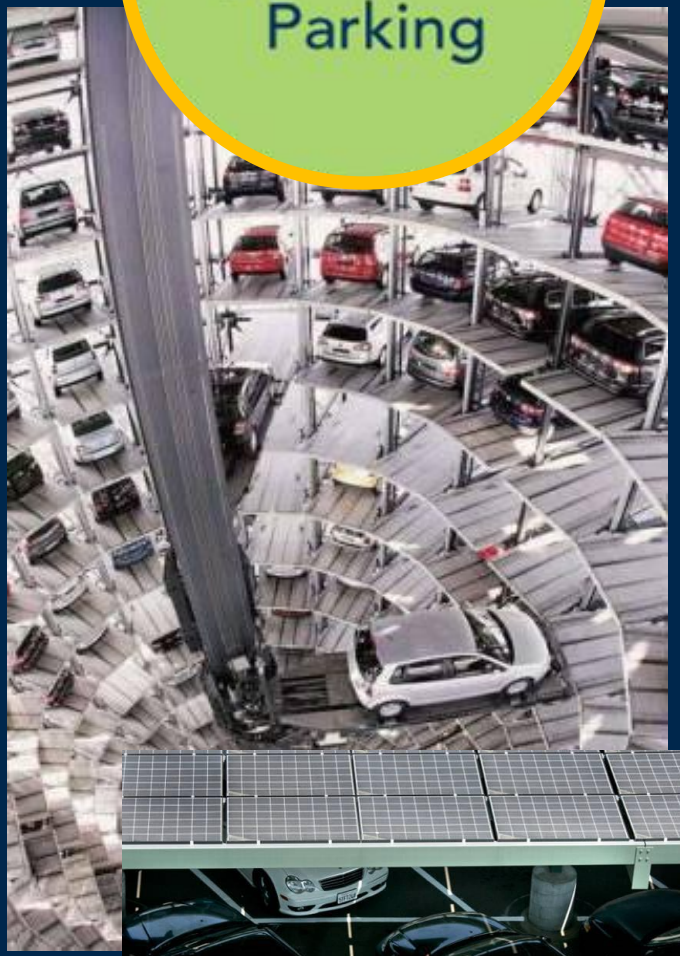
Diversify and Grow Housing

- *A range of housing types to serve a range of life styles and budgets*

Five Transformative Strategies:

- *Parking solutions for an urban environment*

Reform the Approach to Parking

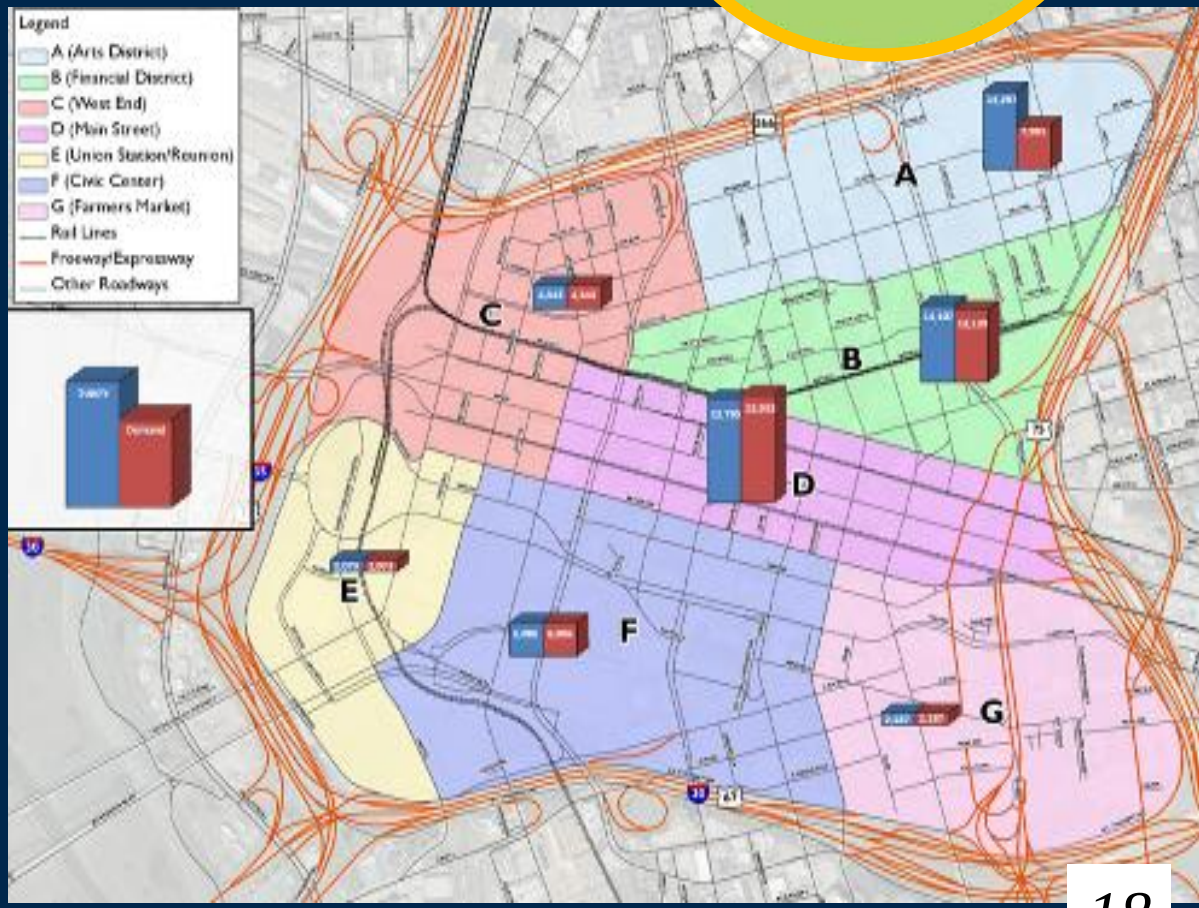


Five Transformative Strategies:

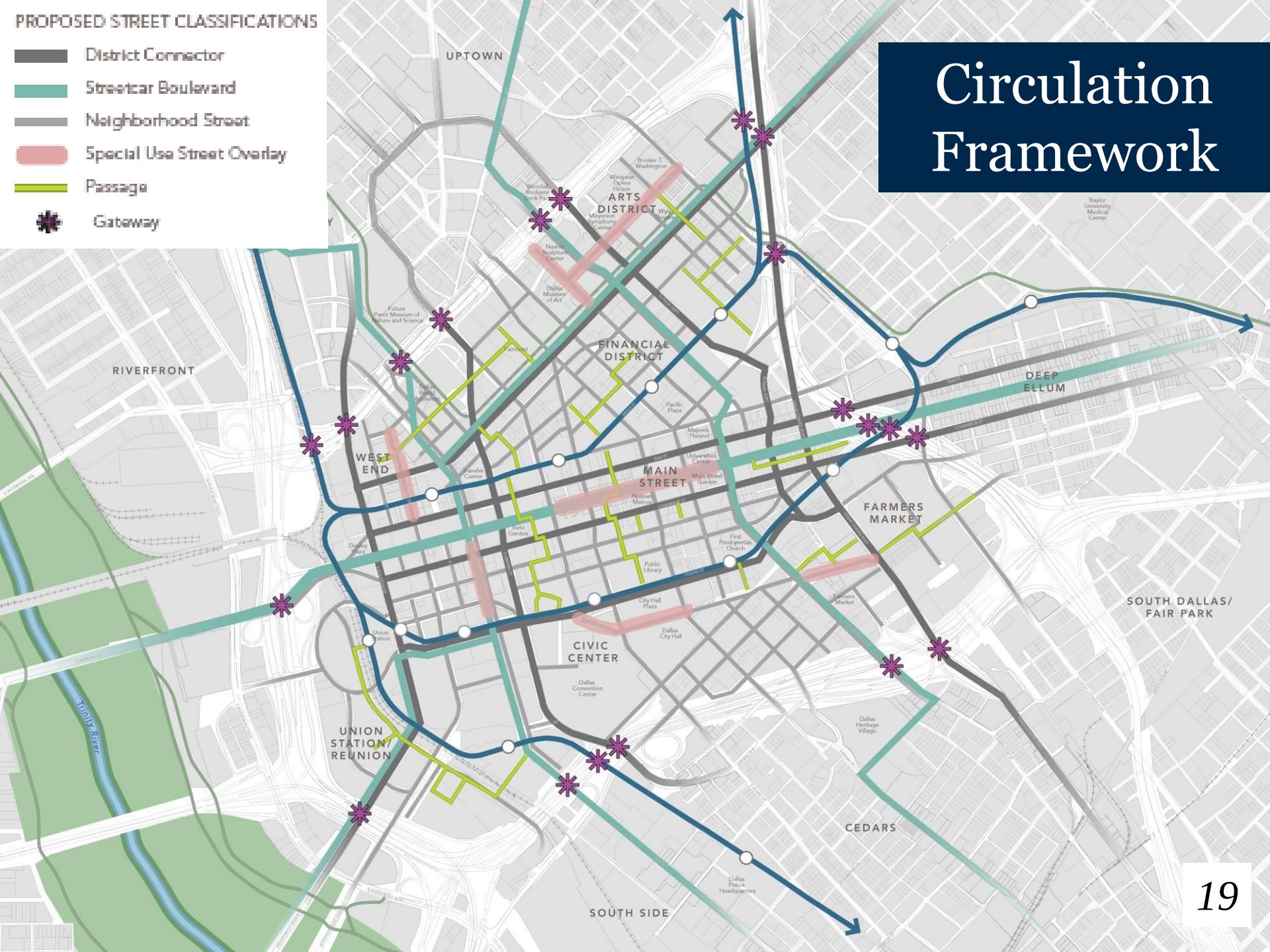
Reform the Approach to Parking

- *Separate parking study and strategic plan to be completed and presented within next few weeks*

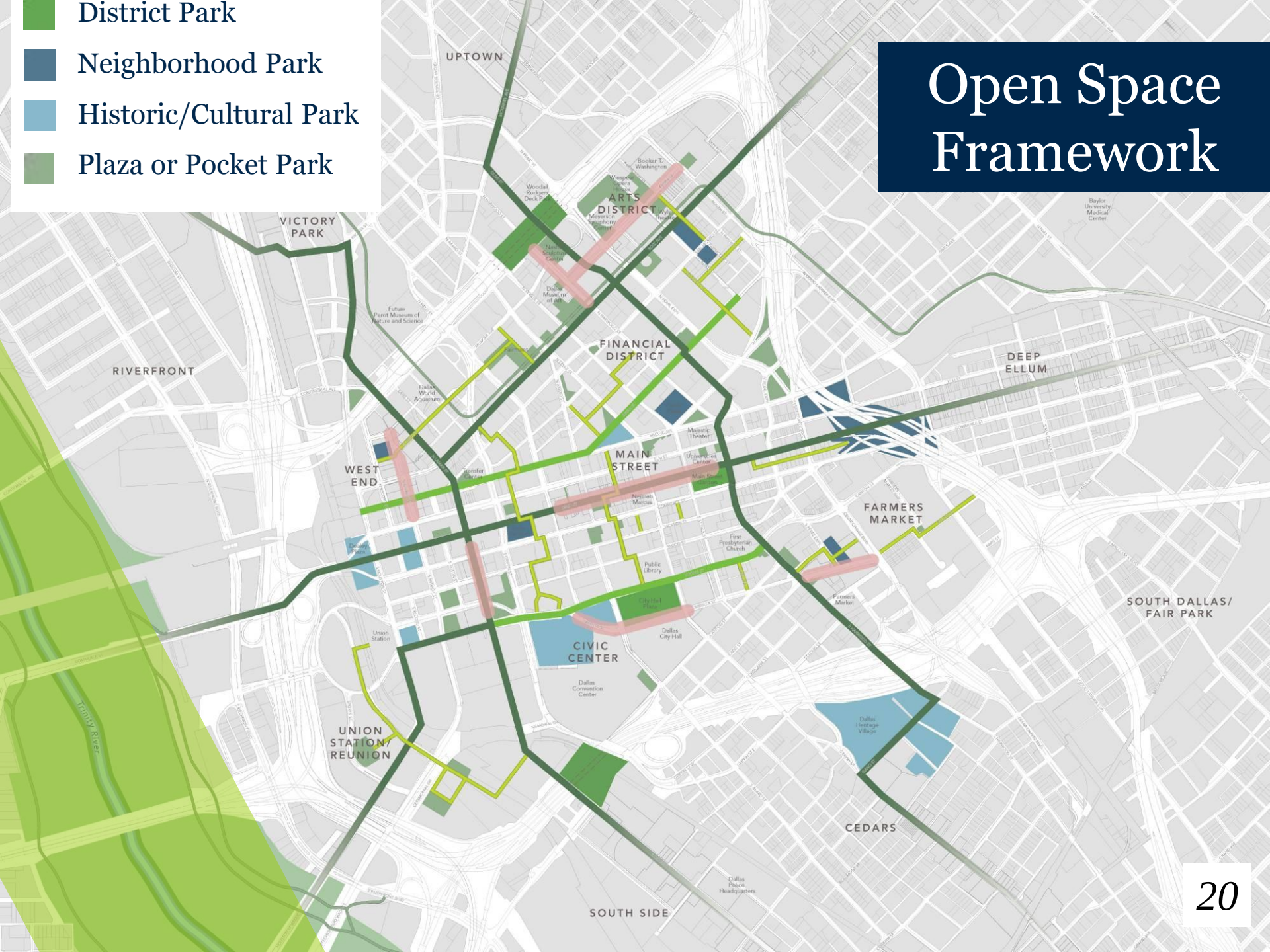
- Strong perception of deficiency due to lack of “public parking”, despite typical daily surplus of 7,000 spaces
- Lack of short-term parking in high demand areas such as Main Street District
- Lack of way finding and easily accessible information regarding available parking

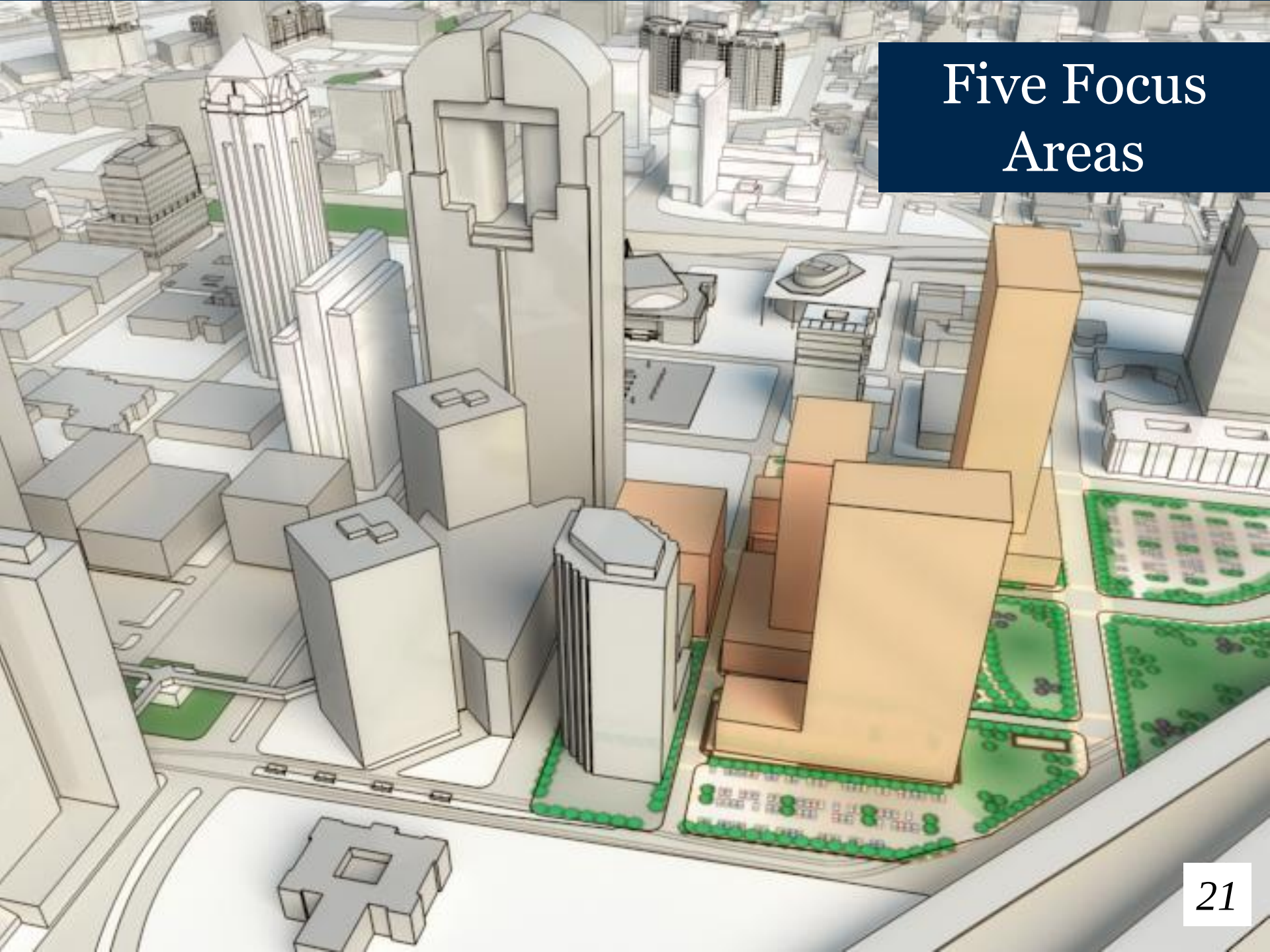


Circulation Framework



Open Space Framework

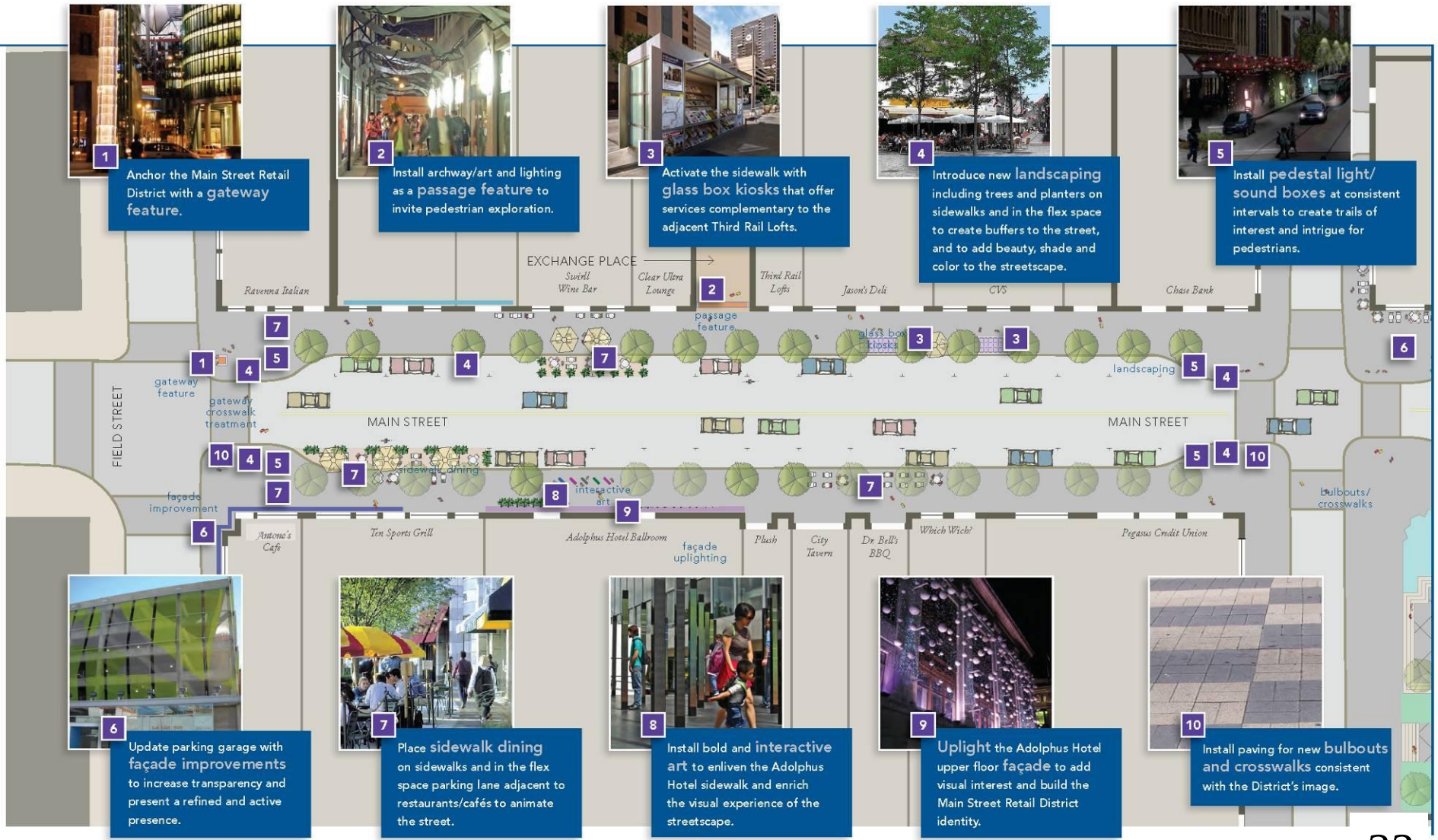




Five Focus Areas

Five Focus Areas

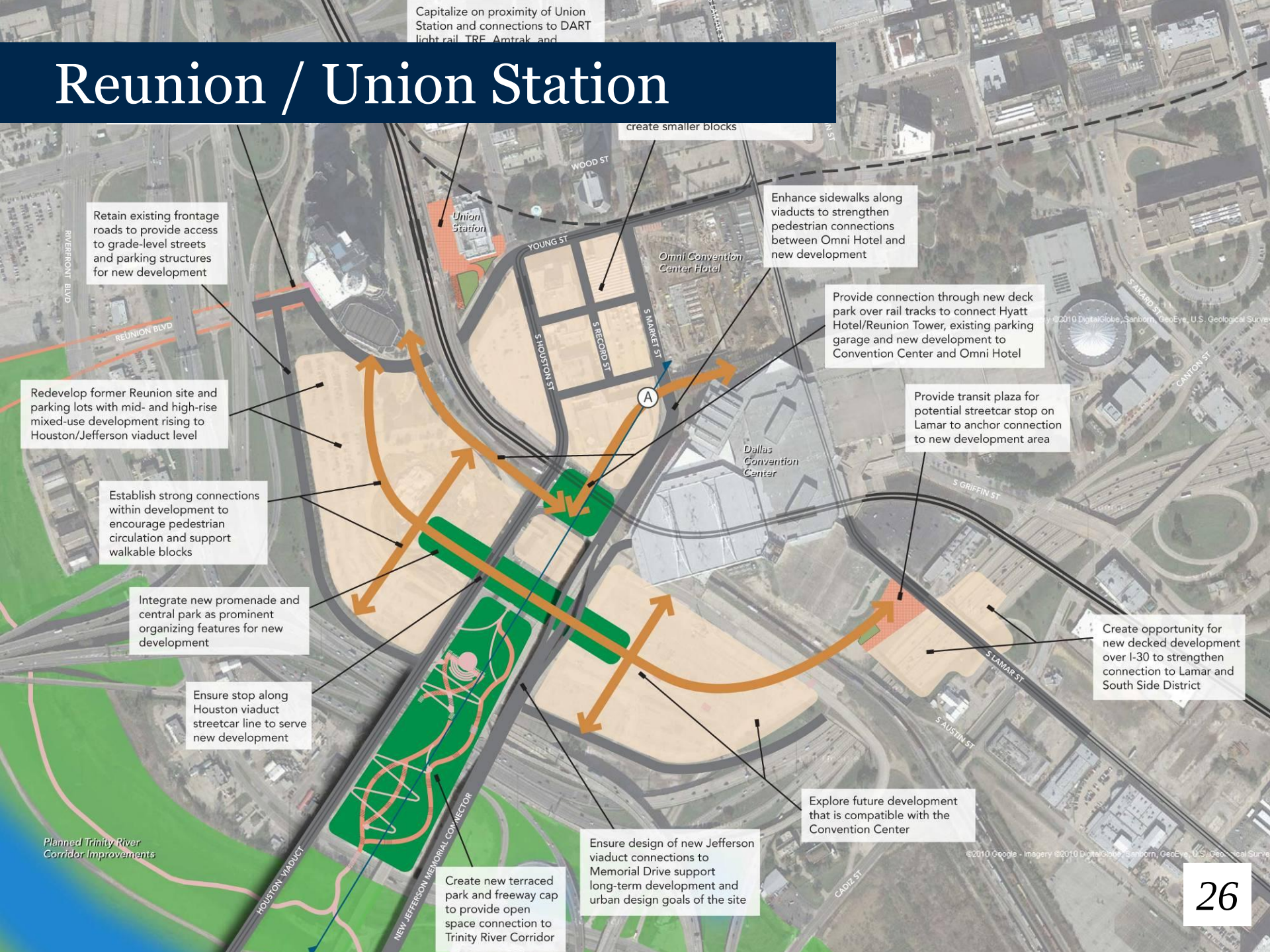
Main Street District



Main Street District

Main Street District

Reunion / Union Station

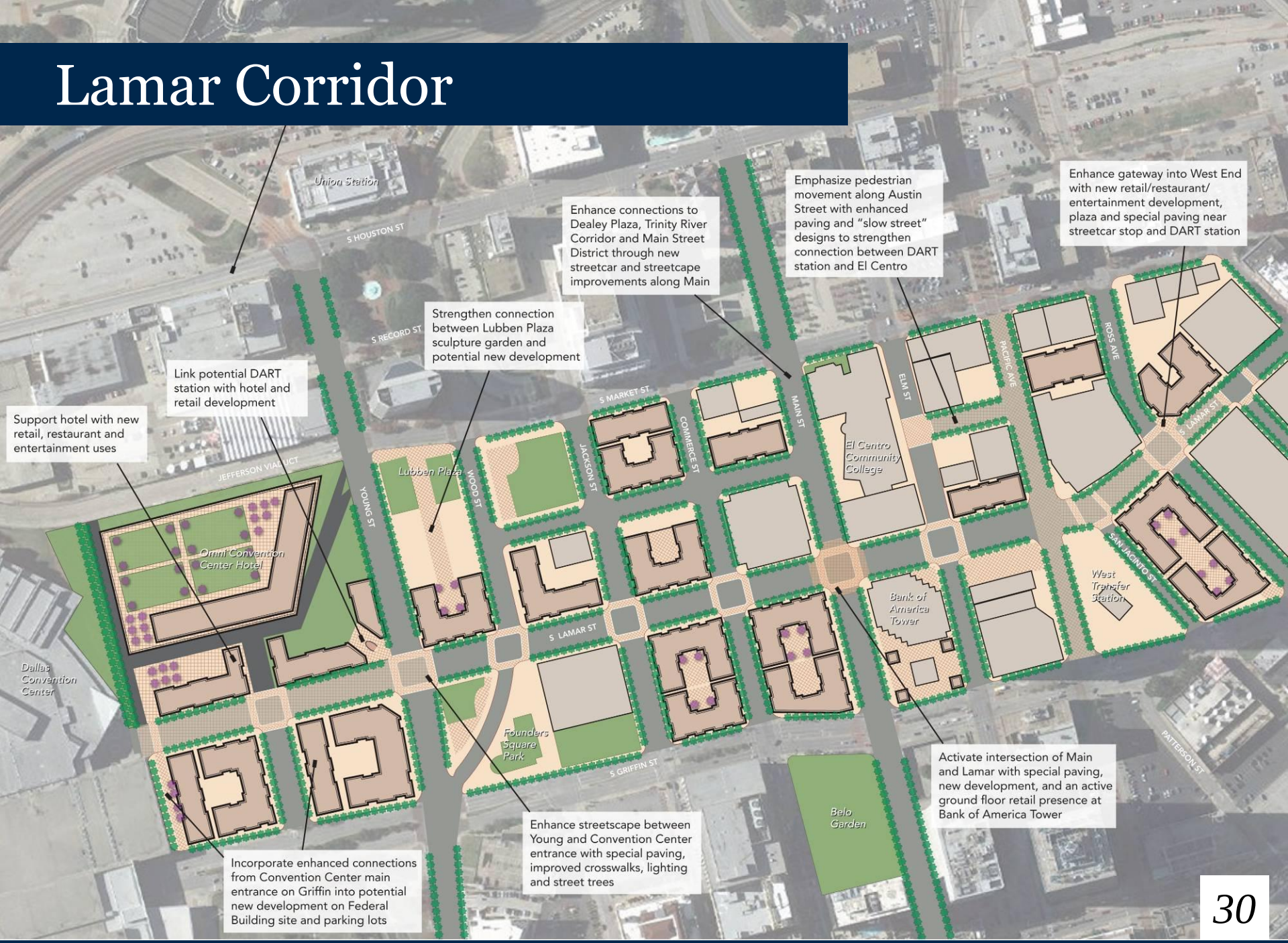


Reunion / Union Station

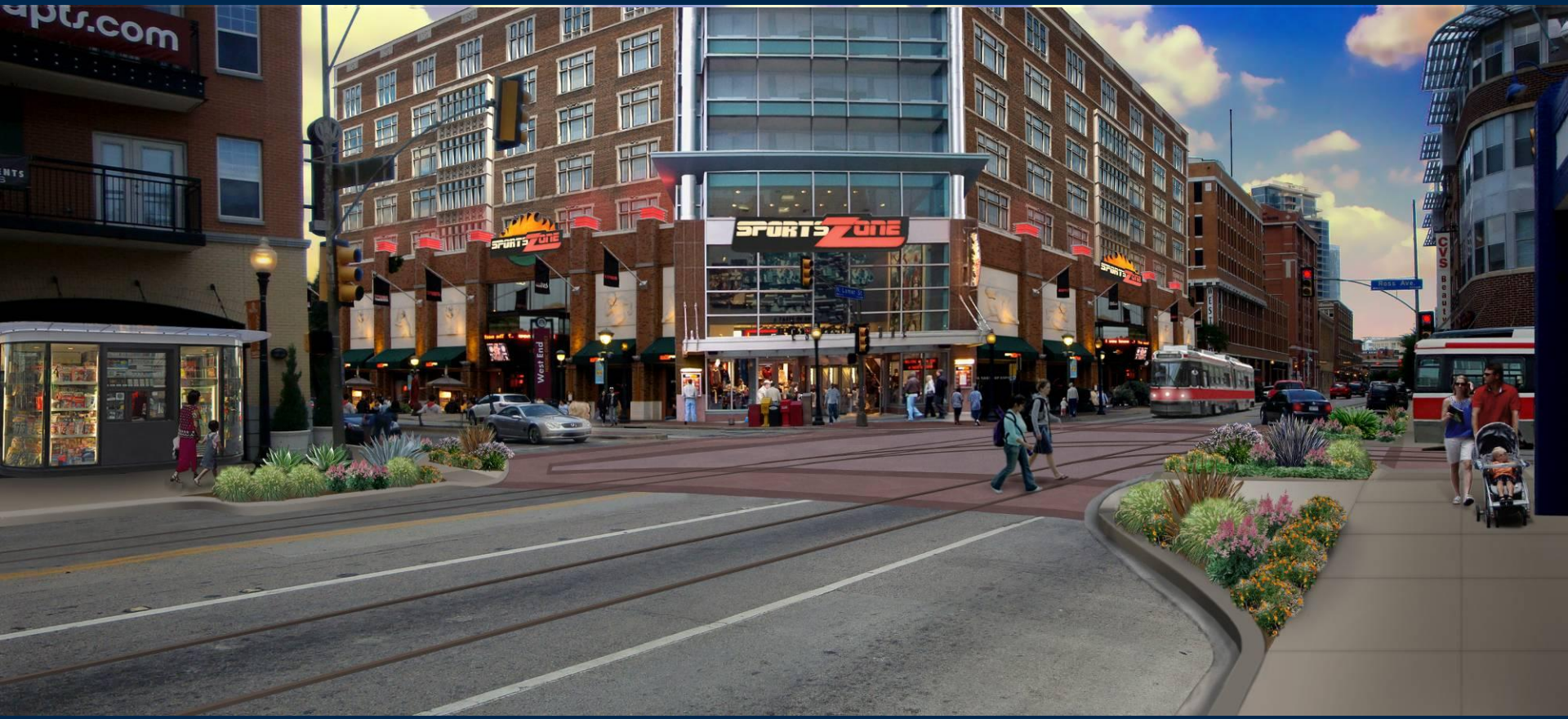
Farmers Market

Farmers Market

Lamar Corridor



Lamar Corridor



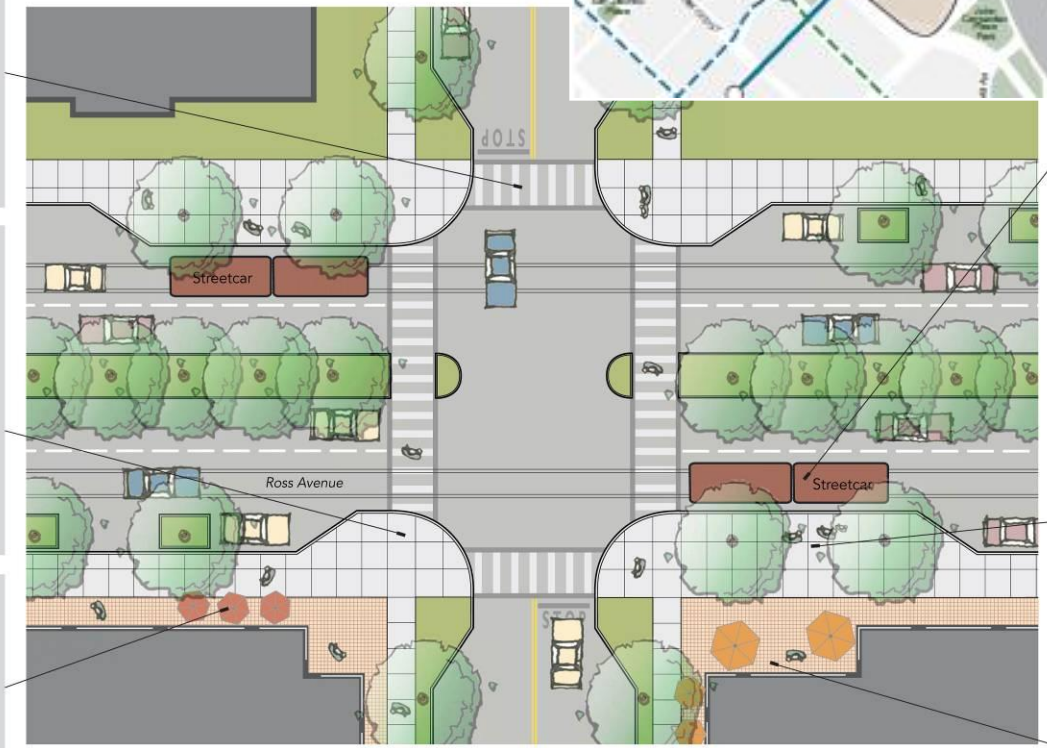
South Arts

Intersections should utilize well-marked crosswalks reflecting Arts District paving patterns to ensure visual connectivity and safer pedestrian movement across Ross Avenue.

Bulbouts should be constructed at key intersections near streetcar stops to shorten the crossing distance, slow traffic, and allow for increased pedestrian queuing and movement.

Ground floors of new buildings should engage Ross Avenue with large, transparent windows, outdoor dining, and landscape planters to create an attractive, engaging pedestrian realm.

Prototypical Intersection: Ross Avenue

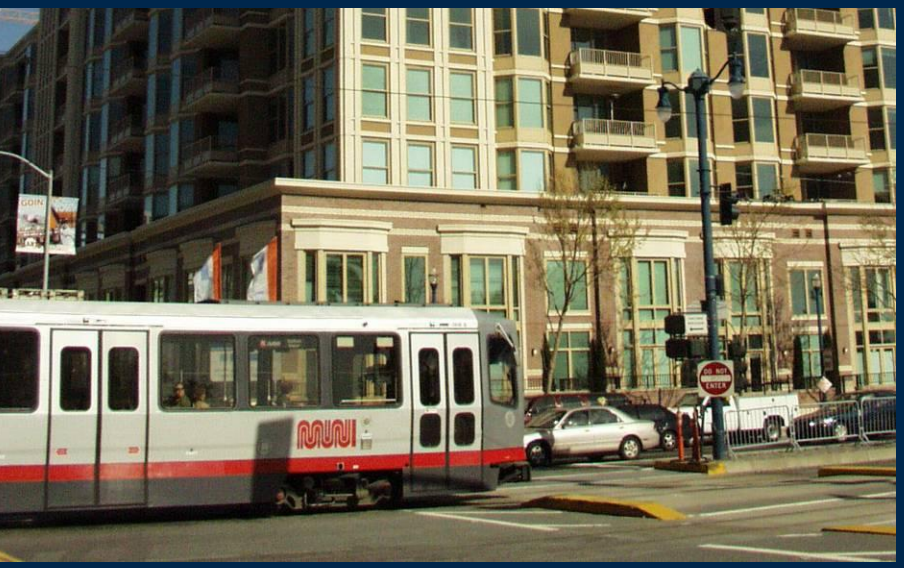


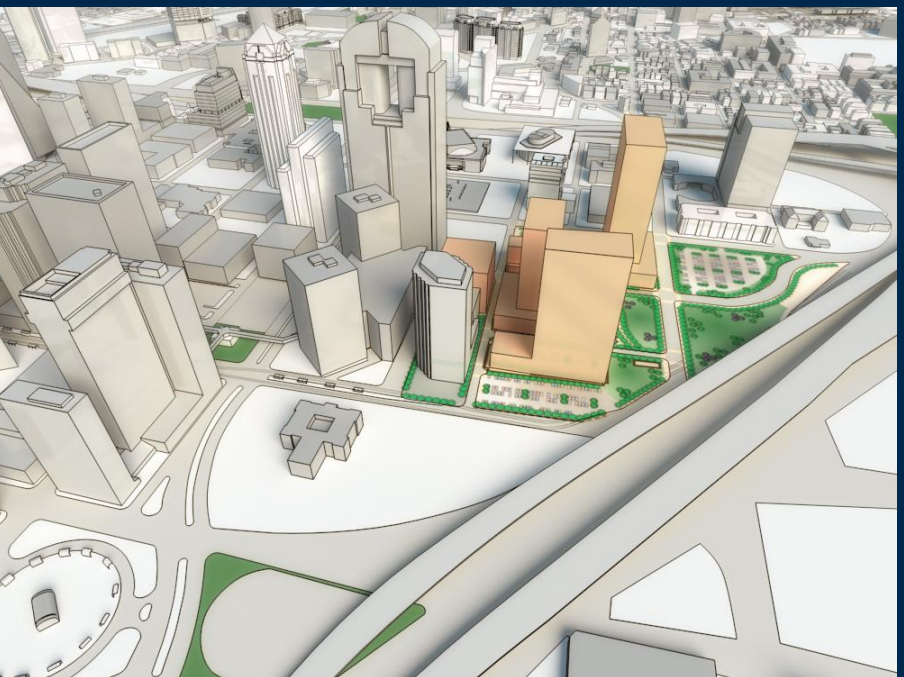
Streetcar stops should provide ample space for riders, ADA-accessible boarding platforms, and information on nearby destinations and connections.

Transit shelters should adopt a modern, colorful design scheme to reflect the contemporary architectural and public realm palette found in the Arts District.

Building corners should be articulated with active ground floor uses, primary entrances, and shallow setbacks for vending/kiosks to engage pedestrians and transit

South Arts

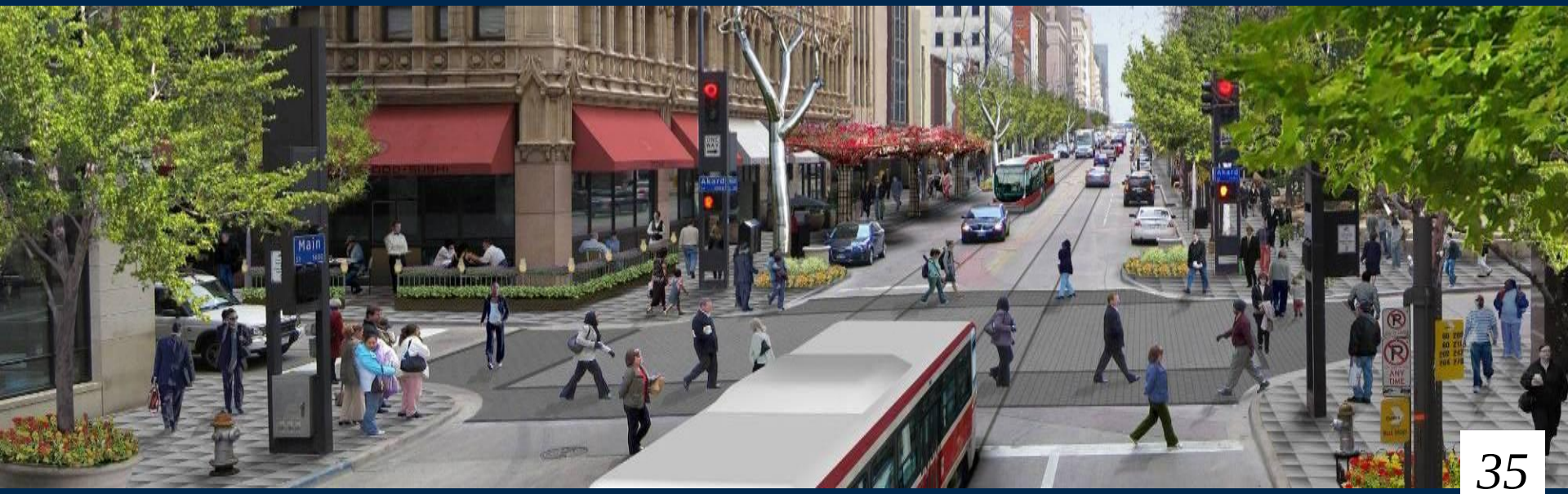




Implementation must focus on bolstering Downtown's jobs generation and housing

Priority Action Steps

- Highest-level recommendations
- Most critical investments to generate new development activity and economic investment
- Priority actions vary in their implementation over the short, mid and long terms
- All should be initiated within the next six months



Priority Action 1

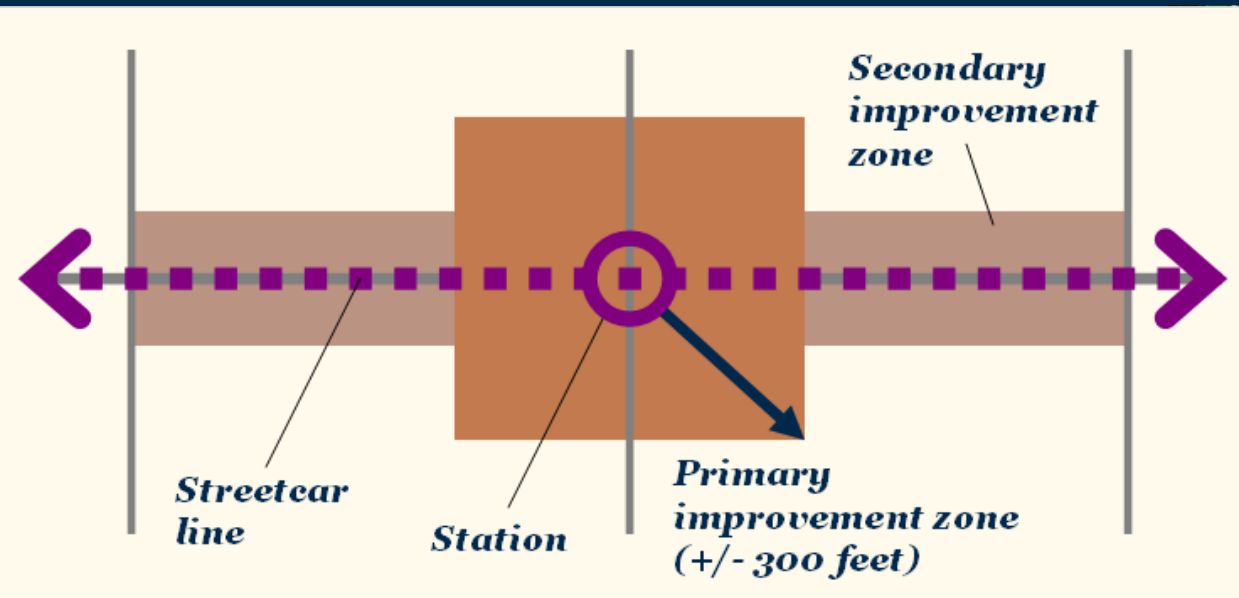
Expand Downtown mobility options and explore innovative strategies for funding transit infrastructure

- RFQ to seek public-private partnerships for streetcar
- Short-term alternatives to streetcar implementation including shuttle services between major destinations, DART rail fare-free zone and/or flat cab rates
- Complete D2 planning process

Priority Action 2

Adopt urban design standards for strategic areas and projects

- Establish a collaborative peer-review committee to review development proposals led by City Design Studio and DDI
- Design standards for properties within 300 feet of rail transit or adjacent to open space, and projects receiving public incentives



Priority Action 3

Create an Intown Housing Development Strategy and Public-Private Incentive Guidelines

- Enhance financial incentives for middle and lower income housing
- Promote family-friendly amenities and services in Farmers Market and Cedars

Product Type	Typical Height (Stories)	Typical Density (Units/Acre)	District	Arts District	Civic Center	Farmers Market	Financial District	Main Street	Reunion/Union Station	South Arts District	West End
High-Rise Flats	10+	100+		■	□		■	■	■	■	
Mid-Rise Flats	5-10	60-100		■	■	□	■	■	■	■	■
Low-Rise Flats/Lofts	3-5	40-75		□	□	■	□		□	□	■
Townhomes	2-3	15-30			□	■					

■ = Generally appropriate
□ = Appropriate at select locations

Priority Housing Types by District (Inside Loop)

Priority Action 4

Establish a New Parking Management Collaborative

- Collaboration between City of Dallas, DDI and major owners

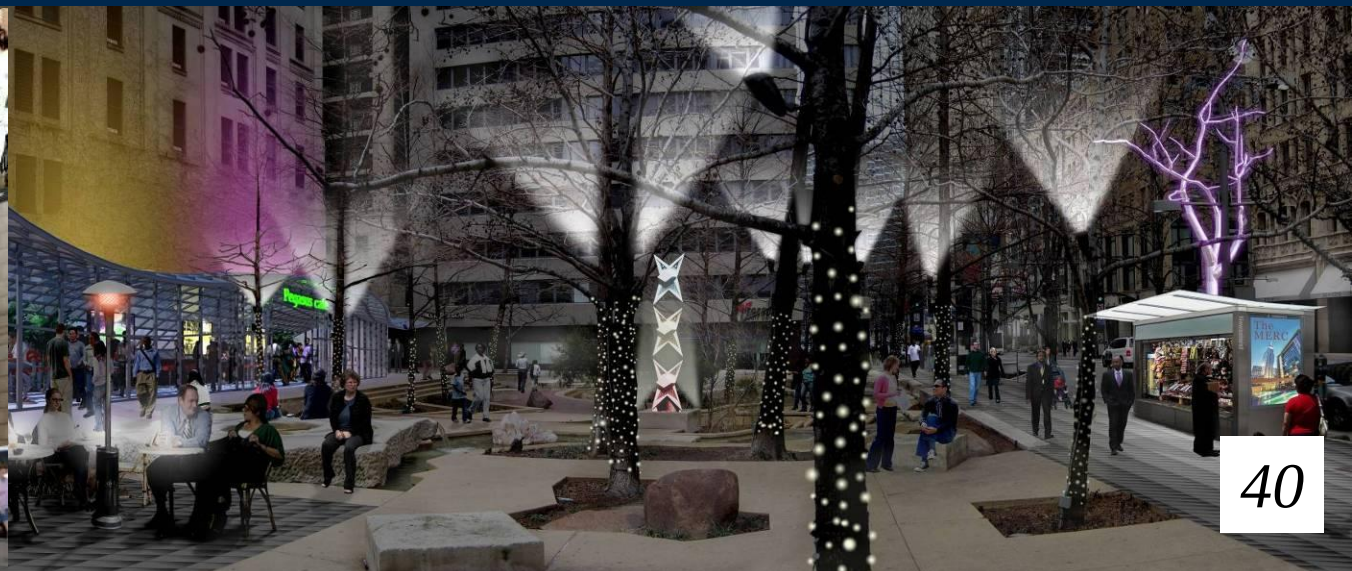
- Limited and strategic parking facility investment program to leverage parking as a key element of the economic development strategy

- Develop a new parking brand and a forward looking, technology based parking management program

Priority Action 5

Implement the Main Street Retail Activation Strategy

- Block-by-block, detailed recommendations to animate vacant storefronts, blank facades, sidewalks
- New streetscape to reflect contemporary style established by Joule Hotel
- Interactive art, video displays, super-graphics to enliven public realm and building facades



Priority Action 6

Extend the life of TIF Districts subject to City of Dallas policy requirements

- City Center, Downtown Connections, Farmers Market & Cedars TIF Districts approaching terminating dates
- Extensions will permit additional redevelopment assistance for housing production
- Opportunities to leverage funds/augment with other mechanisms for enhanced public realm improvements to support transit corridors

Priority Action 7

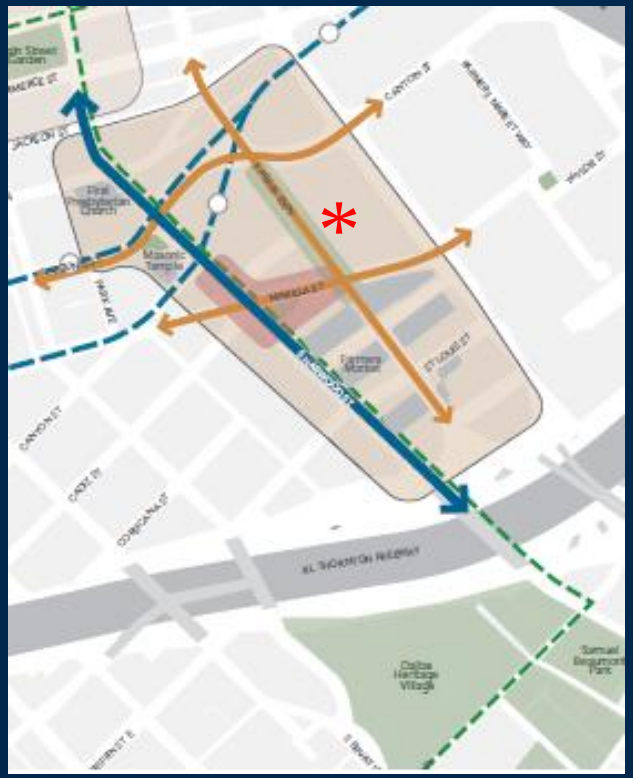
Create a Master Development Plan for the Reunion /Union Station Focus Area

- Transfer/land swap of Reunion Arena site to catalyze development
- New high intensity, mixed-use destination “corporate headquarters” development
- Coordinate with TIGER streetcar project and D2 planning

Priority Action 8

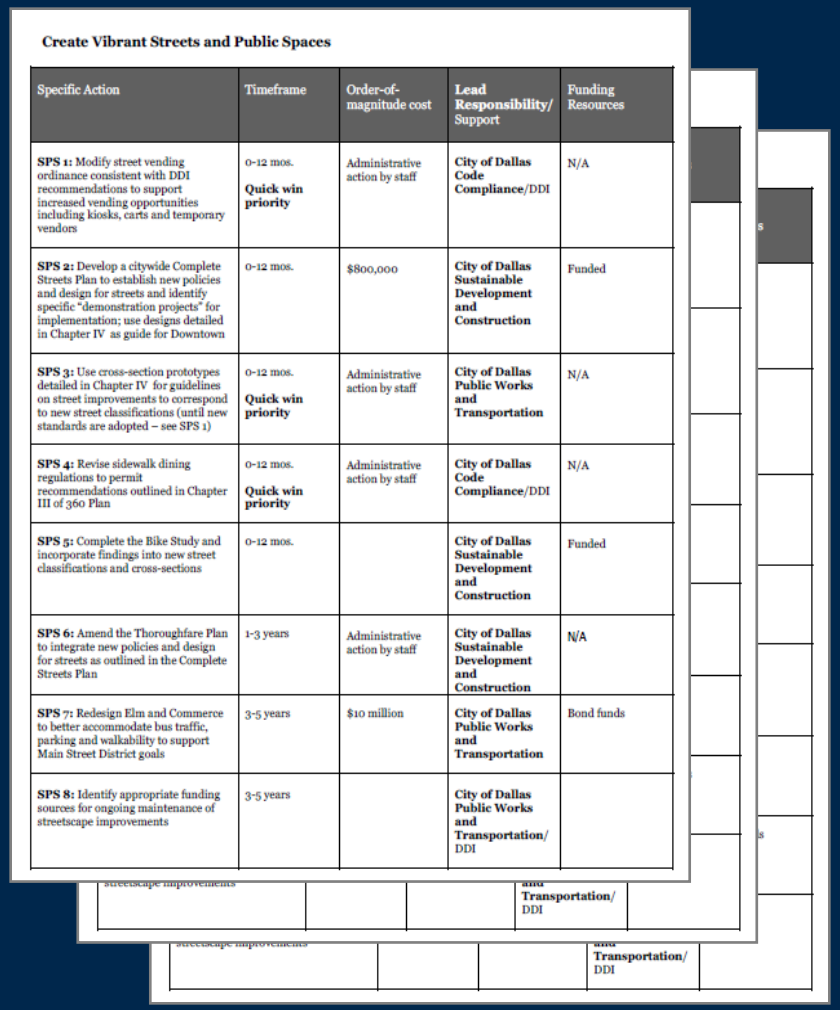
Pursue development of site north of Farmers Market

- Work with property owners to redevelop
- Provide housing/development incentives
- Critical site to catalyze creation of affordable/middle-income housing in Downtown
- Site connects Farmers Market to Main Street District area, lies along future Harwood streetcar line



Additional Actions/Matrices

- Action Matrix:
  - Actions
  - Timeframes (short, med., long)
  - Costs
  - Responsibilities
  - Funding sources
- Quick wins!
- "Stewards" of plan implementation
  - City and DDI as partners
  - Establish performance measures to track progress
- Ongoing Committee/Task Force



Create Vibrant Streets and Public Spaces

Specific Action	Timeframe	Order-of-magnitude cost	**Lead Responsibility/** Support	Funding Resources
SPS 1: Modify street vending ordinance consistent with DDI recommendations to support increased vending opportunities including kiosks, carts and temporary vendors	0-12 mos. **Quick win priority**	Administrative action by staff	**City of Dallas Code Compliance**/DDI	N/A
SPS 2: Develop a citywide Complete Streets Plan to establish new policies and design for streets and identify specific "demonstration projects" for implementation; use designs detailed in Chapter IV as guide for Downtown	0-12 mos.	$800,000	**City of Dallas Sustainable Development and Construction**	Funded
SPS 3: Use cross-section prototypes detailed in Chapter IV for guidelines on street improvements to correspond to new street classifications (until new standards are adopted – see SPS 1)	0-12 mos. **Quick win priority**	Administrative action by staff	**City of Dallas Public Works and Transportation**	N/A
SPS 4: Revise sidewalk dining regulations to permit recommendations outlined in Chapter III of 360 Plan	0-12 mos. **Quick win priority**	Administrative action by staff	**City of Dallas Code Compliance**/DDI	N/A
SPS 5: Complete the Bike Study and incorporate findings into new street classifications and cross-sections	0-12 mos.		**City of Dallas Sustainable Development and Construction**	Funded
SPS 6: Amend the Thoroughfare Plan to integrate new policies and design for streets as outlined in the Complete Streets Plan	1-3 years	Administrative action by staff	**City of Dallas Sustainable Development and Construction**	N/A
SPS 7: Redesign Elm and Commerce to better accommodate bus traffic, parking and walkability to support Main Street District goals	3-5 years	$10 million	**City of Dallas Public Works and Transportation**	Bond funds
SPS 8: Identify appropriate funding sources for ongoing maintenance of streetscape improvements	3-5 years		**City of Dallas Public Works and Transportation/** DDI	

Create Vibrant Streets and Public Spaces

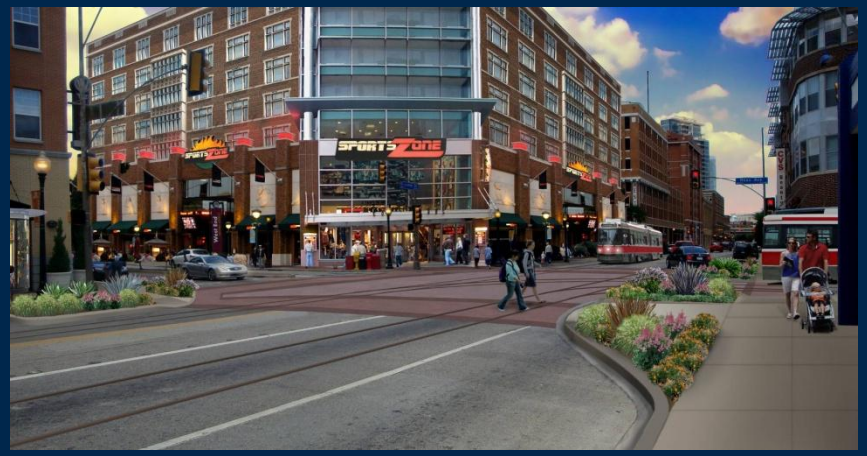
Modify street vending ordinance to support increased vending opportunities including kiosks, carts and temporary vendors

Timeframe	*0-12 Months*
Approx Cost	*Administrative Action by City Staff*
Parties	*City of Dallas Code Compliance, DDI*
Funding	N/A

Lamar Corridor Focus Area

Provide incentives for catalyst entertainment-oriented development at northwest corner of Lamar and Ross

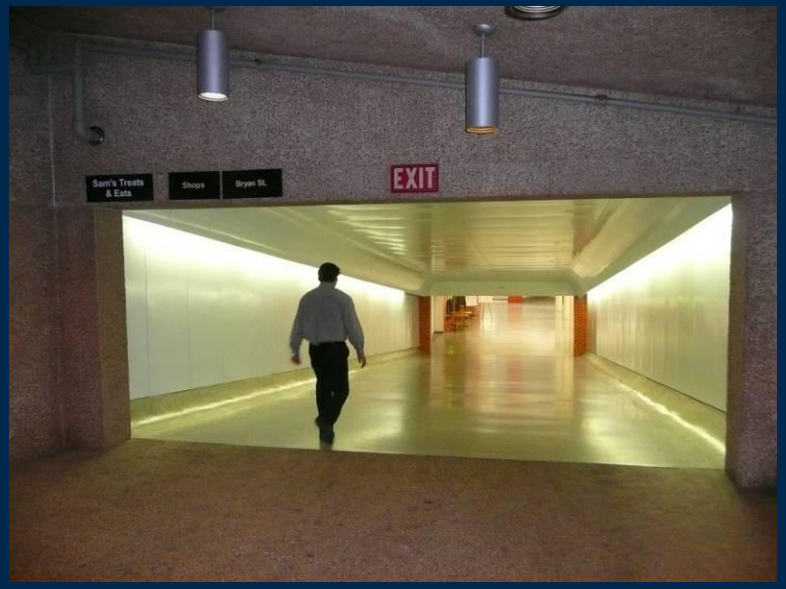
Timeframe	*1-3 years*
Parties *Works*	*City of Dallas Public and Transportation*
Funding	*TIF, bond, fee reductions/waivers, tax credits, private development*



Ensure Great Urban Design

Develop a plan to phase out retail or restaurant uses from underground tunnels

Timeframe	*3-5 Years*
Parties	*City of Dallas, DDI*
Funding	*Center City TIF/ DDI budgets*



Next Steps

- Final ED Committee briefing March 2011
- Council Action *April 2011*

Downtown Dallas 360 Plan

City Council Briefing

February 16, 2011

A PATHWAY TO THE FUTURE