

In partnership with the City of Dallas, Downtown Dallas, Inc. (DDI) developed *The 360 Plan*, a five-year comprehensive and strategic plan for Downtown Dallas. The plan was unanimously adopted by the Dallas City Council on December 13, 2017. A summary of *The 360 Plan* is found below, and the entire document can be accessed online at [www.downtowndallas360.com](http://www.downtowndallas360.com).

## Plan Context

In response to rapid growth and development, *Downtown Dallas 360*, a strategic plan for the greater Downtown area, was adopted by the Dallas City Council in 2011 to set a clear, cohesive vision for its future. To achieve this vision, *Downtown Dallas 360* set forth specific, implementable actions that support Downtown's long-term vibrancy and success, including transit, streets, public spaces, urban design, housing, and parking. Recognizing that the urban core is comprised of many neighborhoods, each offering unique character and experiences, the 2011 plan also began to acknowledge connectivity needs, both within and adjacent to the "freeway loop."

Continued growth since 2011 necessitated an update to the *Downtown Dallas 360* plan. The future of our vibrant, diverse urban core lies in its ability to build upon this momentum. Unprecedented residential and commercial development and connectivity enhancements have evolved the urban core, presenting opportunities to focus future planning efforts on roadways and transit, affordable housing, educational facilities, as well as neighborhood vitality and connectivity. Now known simply as *The 360 Plan*, the vision and strategies have been updated to meet the emergent needs of Downtown Dallas's residential population, commercial sector, and visitor base. (*Innovation*)

## Update Process and Community Engagement

Since its adoption in 2011, many of *Downtown Dallas 360's* action items have been completed or substantially advanced. Therefore, in June 2015, an update process was initiated by DDI and the City of Dallas to create *The 360 Plan* to further advance the original vision and guide the future of the City Center for the next five years. Forty partner organizations were engaged in the update process, providing robust neighborhood, community, and stakeholder involvement. The result is a community-based, collaborative planning effort that prioritizes neighborhood needs and desires.

The update process was stewarded by a Steering Committee comprised of stakeholders, community leaders, and City of Dallas management who provided strategic direction and support for major themes and concepts. A Project Team, comprised of City of Dallas, DDI, and consultant staff, provided day-to-day guidance and project management.

Since 2015, the Project Team hosted more than 150 stakeholder meetings and focus groups to gather input on specific needs throughout the study area. The more than 1,500 touchpoints received have influenced the updated process, focusing on urban mobility and enhanced connections between neighborhoods, while carrying forward strategic goals related to building complete neighborhoods and promoting great placemaking. Technical planning work, in continued collaboration with community stakeholders, progressed through 2017 to solidify the plan's updated vision and strategic action items. (*Representation, Replication*)

## The Vision

*The 360 Plan* has set forth the following vision for Downtown Dallas:

*Downtown Dallas and its adjoining neighborhoods create a place for everyone at the heart of the city, a complete and connected City Center offering an inclusive, robust, and unique combination of residential options, job opportunities, great schools, refreshing open spaces, bustling street activity, successful business and retail, connected by an accessible, balanced, multi-modal transportation network with a variety of options to move from one destination to the next.*

## Plan Framework

Building upon this vision, *The 360 Plan* is organized around the idea of a complete and connected City Center. This overarching goal forms the plan framework of *The 360 Plan* and presents key themes for the plan to create a unifying "mission" for the document.

To focus and further articulate how the vision will be achieved, three Transformative Strategies present the path forward that will ensure the type of community that residents, stakeholders, and city leaders desire. Despite tremendous resources, advantages, and successes of the City Center today, achieving the vision as described will take targeted efforts to increase its regional, national, and international competitiveness and attractiveness, as well as creating a sense of place for local residents, employees, and visitors. To this end, the strategies identified in *The 360 Plan* must be truly transformative, resulting in a premier urban environment. (*Innovation*)

## Transformative Strategies

*The 360 Plan* presents three Transformative Strategies that provide sharp focus to the foundational elements of a successful urban core in a comprehensive approach that recognizes and encourages holistic planning. They are the big picture ideas needed to serve as guiding forces for public and private actions to create a truly dynamic urban environment. Future projects, investments, and policy decisions must advance these strategies in order to sustain the forward momentum of the City Center.

While the Transformative Strategies present broad visionary concepts, each outlines tangible, realistic, and necessary implementation steps to achieve success. Through the three Transformative Strategies, *The 360 Plan* seeks to:

- *Advance Urban Mobility* through the adoption of urban mobility principles, revising mobility policy for the City Center, integrating transit expansion opportunities, leveraging freeway reconstruction opportunities, advancing priority bicycle and pedestrian improvement projects, and reforming the approach to parking;
- *Build Complete Neighborhoods* through the purposeful provision of affordable and family-friendly housing; creating vibrant parks and neighborhood spaces; growing a diverse mixture of commercial, retail, and entertainment services; increasing opportunities for high-quality educational choices for all learning levels; and
- *Promote Great Placemaking* by ensuring excellent urban design to enhance quality of life and economic value, activating the public realm, and advancing Smart City technologies and green infrastructure. (*Sustainability, Innovation, Replication*)

## Catalytic Development Areas and Corridors of Interest

Building from the overall vision, *The 360 Plan* also presents six major Catalytic Development Areas and three Corridors of Interest to prioritize physical, economic, and other improvements in order to synergize public and private development opportunities and achieve coordinated success over time in specific areas of Downtown. (*Representation*)

## Implementation

In order to establish a framework for implementing the many desired outcomes articulated throughout *The 360 Plan*, it is important to have a set of action items that will carry forth the plan's overall vision into the near future. The five-year horizon for *The 360 Plan* is a reasonable timeframe in which to achieve the plan's strategies and recommended action items and will establish a basis for more long-term planning efforts throughout Downtown.

The three Transformative Strategies form the foundation of the plan's vision, and are the targeted efforts meant to enhance the success and vitality of the City Center. Each Transformative Strategy contains a set of three to six overarching goals, in which there are a set of Action Items. These Action Items are definitive and achievable statements that have an established timeframe for completion, an initial estimate cost, a list of agencies responsible for implementation, and the potential main source of project funding.

The Action Items are presented in an Implementation Matrix that establishes a structured path for achieving implementable and successful outcomes. Although the City of Dallas and DDI are listed as responsible parties for most of the listed Action Items, it will be necessary to work in concert with, and seek guidance from, the neighborhood and stakeholder groups for which a specific Action Item applies. It will also be imperative for both the City of Dallas and DDI to support these groups in their efforts to implement these Action Items.

The Action Items listed in the Implementation Matrix are the means by which new development activity, economic investment, and urban vibrancy support the future success of Downtown Dallas: the recommendations listed in the Implementation Matrix are critical investments and improvements that the City of Dallas, DDI, and their partner organizations have identified to reinforce the current momentum and progress throughout Downtown. (*Sustainability, Representation, Replication*)