

Area Plan – Updated September 12, 2008

The city of Dallas Office of Economic Development has received City Council authorization to proceed with developing an Area Plan for Downtown. The city issued a request for proposals. Five proposals were received and city staff now is reviewing the responses. The scope of work for the selected consultant will be:

- Provide an overall framework for the CBD based on community values, current redevelopment initiatives, downtown redevelopment/revitalization goals and objectives as set forth by the City and downtown stakeholders.
- Define how the edges of downtown can best integrate into and reinforce the strengths of adjacent neighborhoods.
- Provide specific qualitative and quantitative performance goals, guiding principles and recommendations for Downtown Districts (sub areas).
- Provide an integrated land use, economic, transportation and urban design plan and recommendations that reinforce downtown's character, unique attributes and enhance the pedestrian experience.
- Assess CBD water and sewer infrastructure conditions and capacity issues so as to provide general recommendations to the City in support of future development as depicted by Area Plan.
- Incorporate recommendations for attracting economic development, workforce housing and other residential and retail development to the CBD. Define how educational facilities may be integrated and aligned with residential growth opportunities in the CBD.
- Develop implementation strategies, for achieving the 20-year vision, to include the analysis of, and recommendations for regulations, investment, infrastructure capacity improvements, and public-private partnerships.
- Develop recommendations for land use, economic development and urban design for Downtown Districts.
- Identify and recommend specific initiatives and catalytic projects (retail, residential, other commercial) for implementation within the short-term. Priorities, responsibilities, potential funding sources and timeframes are to be clearly outlined in the final plan document.

Prospective consultants have been told that the following documents are an essential set of tools to be analyzed and integrated into the Downtown Area Plan.

Additionally, existing plans and studies should be viewed not only as a source of information but also as a source of community input.

- ForwardDallas! City of Dallas Comprehensive Plan (Adopted June 2006)
- Comprehensive Transportation Plan for the Dallas Central Business District (June 2005)
- Final Report of the Inside the Loop Committee (August 2005)
- Strategic Engagement: Dallas' Economic Development Plan (Office of Economic Development, 2005)
- The Emerald Bracelet (October 2005)
- Downtown Parks Master Plan – Final Report (June 2004)
- DART 2030 Transit System Plan
- Trinity River Corridor Comprehensive Land Use Plan
- Arts District Strategic Assessment and Action Plan (2007)
- Downtown District Master Plan (Jenkins & Gilchrist, RTKL & MadisonMarquette)
- Downtown Dallas Retail master Plan (2007)
- Farmers Market Design and Economic Development Strategic Plan (2006 and 2007 update)
- TIF District Plans - Downtown Connection, City Center, Farmers Market, Deep Ellum