



D O W N T O W N
D A L L A S

Main Street District Retail Proposed Action Plan

DOWNTOWNDALLAS Board of Directors

June 19, 2007

Purpose

- The purpose of this briefing is to present the recommendations of the Main Street District Retail Committee and ask the Board of Directors to endorse the recommendations and authorize the preparation of implementation plans.



Background



- In January 2007, it was determined by **DOWNTOWNDALLAS** leadership and area property owners that the timing was right to review and update the original 2001 Madison – Marquette Retail Master Plan, which outlined retail development strategies for the Main Street District.
- **DOWNTOWNDALLAS** convened a group of Downtown stakeholders to review what accomplishments had been made in attracting retail to the Downtown core and make recommendations for the next phase of retail recruitment.

Background

- As a result of that meeting, four subcommittees formed to develop specific recommendations:
 - Transportation – Larry Hamilton, chair
 - Design Standards – Larry Good, chair
 - Safety – Ted Hamilton, chair
 - Retail Recruitment – Jack Gosnell, chair
- On June 9, the subcommittees made their final reports to the full committee and the recommendations in this briefing were adopted.

Where We Go From Here

- Today, the Board is asked to accept the recommendations and priorities of the Main Street District Retail Committee and authorize development of implementation plans.
- Since many of the recommendations require participation by the city of Dallas, extensive discussions will take place with city staff throughout the summer to create an implementation plan.

Where We Go From Here

- Realistically, because of the City's budget calendar, any additional funding from the City should not be expected prior to its 2008-09 fiscal year beginning October 1, 2008.
- **Interim Step:** About \$2.5 million in new retail incentive money is expected from the city of Dallas in December. Pending any unforeseen changes, **DOWNTOWNDALLAS** will continue as the marketing and leasing partner for the program; administration and contract fees are to be determined.

Safety Committee Recommendations

COMMITTEE ASSIGNMENT:

To examine public safety as it relates to the Main Street District retail environment.



Safety Committee Recommendations

PRIORITY 1: Acknowledge that the high visibility of vagrants and panhandling are the biggest obstacles in revitalizing retail in the historic core.

–Enhance the current panhandling ordinance (Monitor results of most recent ordinance changes and continue to advocate for improvements).

–Ask the **DOWNTOWN**DALLAS Board to pass a resolution stating support of making panhandling completely illegal Downtown by the opening of the Homeless Assistance Center.

Safety Committee Recommendations

PRIORITY 2: Get top 50 quality of life offenders off the street.

- If the program is successful, names will be added to the list as others are crossed off.
- Determine if additional resources are needed.

PRIORITY 3: Create a campaign to change or regulate how the liquor stores in the district operate, especially the sales of single serving beverages.

PRIORITY 4: Restore staffing of Dallas Police Department officers Downtown to the levels agreed to in 1996.

Safety Committee Recommendations

PRIORITY 5: Create a public-private program to increase the number of DPD cameras Downtown.

Other long-term recommendations:

- Establish a Community Court program for Downtown.
- Establish performance measures for the Downtown Safety Patrol.
- Support an increase in punishment of BMV offenders. (Passed!)
- Working with the City and the Metropolitan Dallas Homeless Alliance, identify goals, objectives and expectations for the operations of the Homeless Assistance Center.
- Emphasize the importance of establishing transitional and permanent housing for homeless individuals in Dallas.

Transportation Committee Recommendations

COMMITTEE ASSIGNMENT:

Analyze parking and transportation as it relates to the Main Street District retail environment, while also considering global Planning and Transportation issues Downtown.



Transportation Committee Recommendations

PRIORITY 1: Research and recommend solutions to provide adequate parking for retail customers

- Revisit 2001 parking study to determine if/when/where additional public parking is needed
- Expand CityPark
- Work with the City of Dallas on the Master Valet Program

PRIORITY 2: Improve Vehicular traffic flow in the retail core

- Continue to lobby DART to eliminate from or minimize buses on Elm, Main and Commerce

Transportation Committee Recommendations

- Work with the city of Dallas to reduce through vehicle trips in retail core, especially commercial vehicles.
- Work with the city of Dallas to reduce hours of delivery trucks on Elm, Main and Commerce.

Transportation Committee Recommendations

PRIORITY 3: New DART light rail alignment. Recommend that the **DOWNTOWN DALLAS** Board pass a resolution stating the 2nd alignment should:

- Be entirely underground within the freeway loop, in accordance with the 1986 contract between the City of Dallas and DART.
- Build on the strength of Downtown by placing the line with easy access to the Main Street Core.

Transportation Committee Recommendations

PRIORITY 3 cont.:

- Maximize the number of common stops between the new line and the existing line.
- Maximize transfer points (common stops) and riders with the circulator.
- Trenches for trains to enter/exit the subway should not be constructed inside the loop.

Transportation Committee Recommendations

PRIORITY 4: Advocate for a Portland-style circulator streetcar system to handle intra-core traffic that initially includes three inter-connected loops:

- Along Main Street from Founders Square to Deep Ellum.
- From American Airlines Center to Farmers Market through Main Street.
- From the Convention Center to the Arts District through Main Street.

Transportation Committee Recommendations

PRIORITY 4 cont.:

- Pursuit of a streetcar system at this time fits with the city of Dallas "Forward Dallas" comprehensive plan.
- Goals for circulator headways should be 5-7 minutes in the Main Street Core and 15-20 minutes at farthest points from the core.
- A streetcar system will be beneficial for retail, office, residential, conventions, entertainment and arts. It also can significantly reduce emissions of air pollutants by automobiles.

Transportation Committee Recommendations

PRIORITY 4 cont.:

- Circulator connections should be made with these destinations:

Main Street Core	Farmers Market
Convention Center	West End
Dallas City Hall	Deep Ellum
Dallas County buildings	Uptown
Cedars/South Side	Arts District
	Victory

Transportation Committee Recommendations

PRIORITY 4 cont.:

- **Next Step:** Take the basic plan to DART and insist that it complete the analysis and apply for available federal funds for implementation.

Transportation Committee Recommendations

Other long-term recommendations:

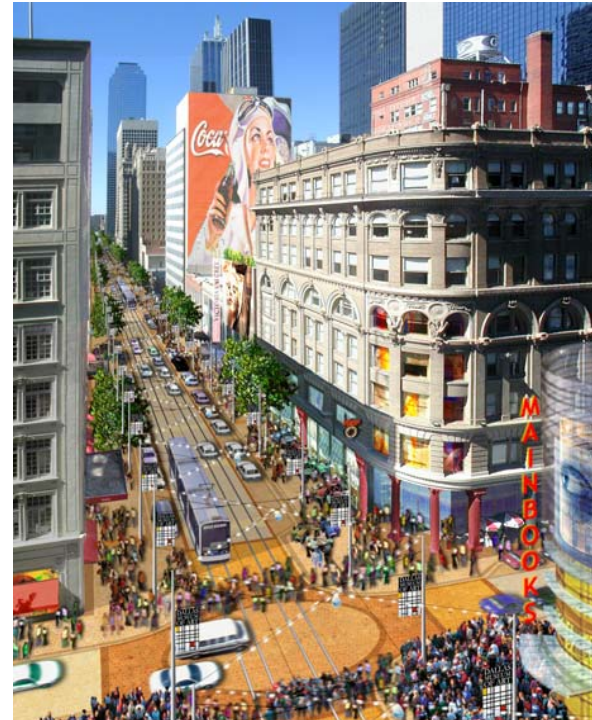
- Establish a free fare zone for the LRT and circulator.
- Develop incentives for shared parking.
- Increase amount of head-in on street parking.
- Establish a flat rate for taxi fares in the CBD.

**There are several Board members represented on the DART stakeholders committee for the 2nd Light Rail alignment. These members can advocate for many of the Transportation recommendations.

Design Standards Committee Recommendations

COMMITTEE ASSIGNMENT:

Examine design standards and environmental art, creating a Plan that will stimulate the retail environment in the Main Street District



Design Standards Committee Recommendations

PRIORITY 1: Amend PD 619

- PD 619 (the Main Street District) currently regulates what land uses are permitted at street level and below street level, as well as storefronts and parking requirements. PD 619 appears to be the best vehicle by which to implement design standards.
- Recommended PD 619 changes:
 - Require façade renovation when any tenant improvement building permit is applied for if the site does not meet minimum standards.

Design Standards Committee Recommendations

- PD 619 changes (cont.):
 - Require canopies or awnings on a certain percentage of building frontage; create design standards for such canopies or awnings; waiver city of Dallas license agreement as a requirement.
 - Regulate signage: waive license agreements for blade signs or marquee signs, signs on awnings or canopies; prohibit signs attached to glass; prohibit naked neon in storefronts.
 - State design standards for illumination of portions of building façades below a certain height above street.
 - State design standards for storefronts (dimensional controls, window projections, types of glass, etc.).

Design Standards Committee Recommendations

- PD 619 changes (cont.):
 - For new construction, developers would be responsible for implementing improvements in the public right such as the following: sidewalk construction (standards for paving materials; clear, unobstructed dimensions); pedestrian lighting; banner arms; street furnishings; street trees; tree grates; seasonal color plantings; news racks.
- Design standards review could be managed by the Downtown Dallas Development Authority.
- Susan Mead has volunteered to draft a proposed ordinance amendment for these changes and assist in getting it adopted by the Dallas City Council.

Design Standards Committee Recommendations

PRIORITY 2: Improve vacant storefronts and construction zones

- Create a **DOWNTOWN**DALLAS program to address the issue immediately.
- Require graphics and lighting in vacant store fronts waiting for tenants.
- Encourage graphics on construction fencing. Lobby the city to place as requirements for publicly assisted projects.



Design Standards Committee Recommendations

PRIORITY 3: Utilize environmental art and lighting to create vibrancy in the Main Street District

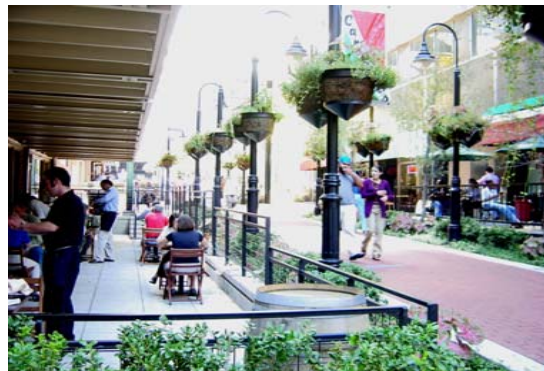
- Allow additional Supergraphics on smaller surfaces. **DOWNTOWNDALLAS** will prepare a letter of support for an ordinance change that would allow these graphics in the CBD.
- Encourage more directional signage to parking facilities.
- Formalize funding for expansion of bare-bulb lights over streets and on trees.



Design Standards Committee Recommendations

PRIORITY 4: Encourage street-front activity

- Advocate for changes in ordinances which govern cart vendors, to make it practical and affordable to operate in public parks and on street rights-of-way.
- Advocate changes in the way license agreements are handled to encourage the use of sidewalks for outdoor dining and investigate a master licensing agreement through **DOWNTOWN**DALLAS.



Retail Recruitment Committee Recommendations

COMMITTEE ASSIGNMENT:

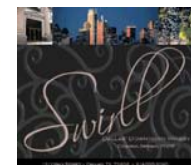
Create an updated Plan for retail recruitment that includes an overall vision, tenant mix, and incentive recommendations



Benji's Collezioni



FOOTGEAR



Retail Recruitment Committee Recommendations

THE VISION:

- The Main Street District of Downtown Dallas is the Stage and Runway for the Social, Retail, Fashion and Cultural Soul of Modern Dallas.
- It will provide Dallas with the re-kindled creative spark of determination that was present at its conception.
- From here, the New Leaders of the Fashion, Design and Art industries will emerge to illuminate the entire region with a nationally significant model of Sustainable Shopping & Living with Style.

Retail Recruitment Committee Recommendations

CURRENT DISTRICT STATS:

- 260,000SF occupied
- 225,000SF of occupied space is leased according to Master Plan
- 300,000SF of 'potential' space could be realized by 2010
- 25,000SF leased to desirable, soft goods (non-restaurant) tenants, not including Neiman Marcus

NEW GOALS GOING FORWARD:

- Achieve at least 250,000 square feet of additional master-planned retail
- Increase tenant count in between existing retailers to alleviate appearance of scattered retail
- To extent possible prevent current retailers from failing

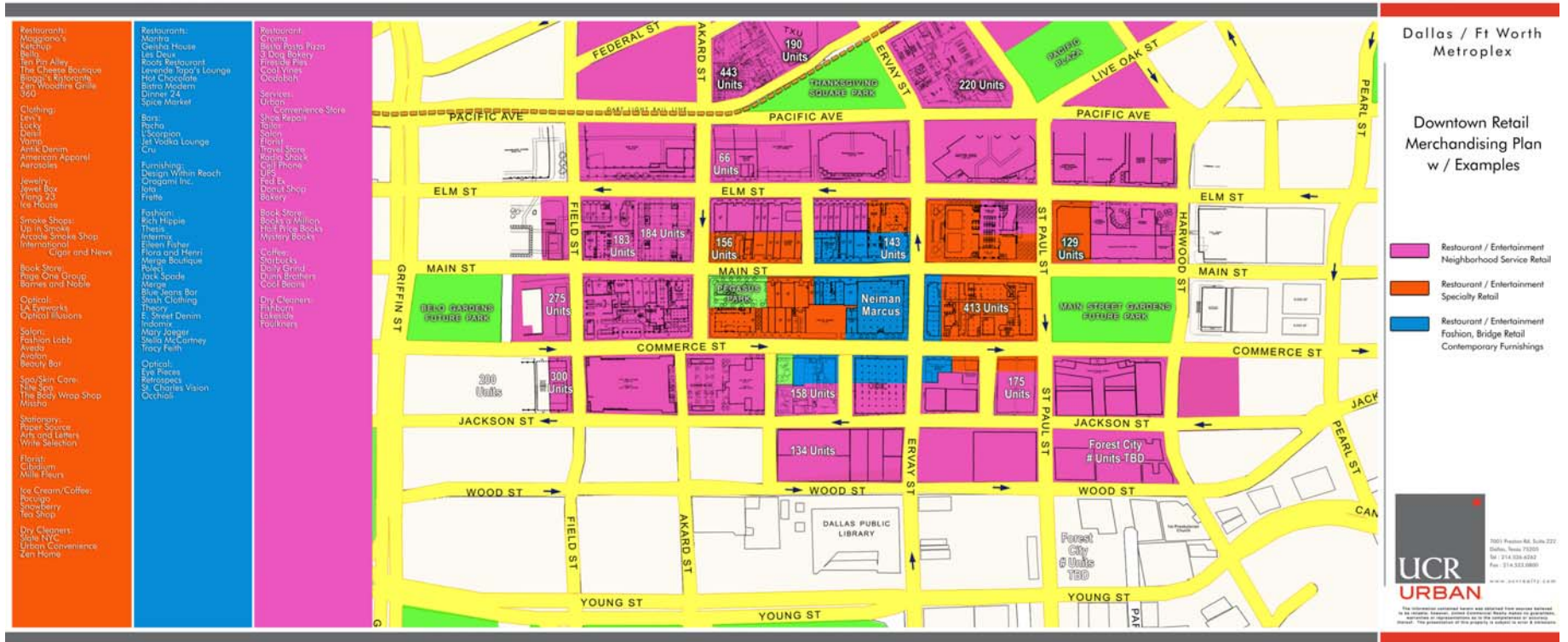
Retail Recruitment Committee Recommendations

PRIORITY 1: Re-merchandise the District.

- Play to existing strengths by initially targeting incentives and merchandising plan on Commerce, Main and Elm between Griffin and Harwood bleeding over onto Pacific and Jackson.
- A mix of national brands, boutiques, entertainment and service retail should be planned for the area to ensure long-term sustainability.



Retail Recruitment Committee Recommendations



Retail Recruitment Committee Recommendations

PRIORITY 2: - Increase the existing retail incentive program and expand its scope with defined private sector commitment and good ROI.

- Subsidize white boxing costs up to \$50/sq. ft. - \$15 million (300,000 square feet).
- Subsidize 75% of TI costs up to \$30/sq. ft. - \$7.5 million (250,000 square feet).
- Subsidize rent costs \$10/sq. ft. for two years - \$5 million (250,000 square feet).
- For 250,000 square feet of leased retail space:
Incentive to brokers of 5% of market lease rate, based on a 5-year term, not to exceed \$25,000 per lease - \$1.25 million (250,000 square feet).

Retail Recruitment Committee Recommendations

- Anchor tenant incentive: For a retailer >50,000 square feet who is deemed an “anchor”, provide up to \$10 million for permanent improvements or rent subsidy.
- **Total for increased retail incentive program: \$38.75 million**

Retail Recruitment Committee Recommendations

PRIORITY 3. Create new marketing materials that reflect the new vision for the District and position sales strategies around Neiman Marcus, the Joule and other existing assets.

Other long-term recommendations:

- Encourage landlords to get COs for ground floor retail only.
- Voluntarily, or through City ordinances, get landlords to light up vacant ground floors.



Retail Committee Members

Robert Bagwell, West Village	Ted Hamilton, Hamilton Properties (Safety subcommittee chair).
Ryan Baldwin, Trigon Management	Jerrold Jones, United Commercial Realty
Brian Bergersen, Spectrum Properties	Cris Jordan, Transwestern
Doug Chesnut, Gables Residential	Buck Kern, Neiman Marcus
Dorcy Clark, City of Dallas	Vernae Martin, City of Dallas
Laura Colligan, Pillar Group	Jerry Merriman, Merriman Associates Architects
John Crawford, DOWNTOWN DALLAS	Alice Murray, Gatehouse Capital
John Giesler, JFG & Associates	Don Raines, Wallace Roberts & Todd, LLC
Larry Good, Good Fulton & Farrell Architects (Design standards subcommittee chair)	Shelle Sills, Neiman Marcus
Jack Gosnell, United Commercial Realty (Retail recruitment subcommittee chair)	Alan Richards, Corgan Associates
Cynthia Hall, University of North Texas System	Lawrence Sweeney, Pillar Group
Larry Hamilton, Hamilton Properties (Transportation subcommittee chair)	Rita Sweeney, Pillar Group
	John Tatum
	Jim Truitt, Forest City Residential

Acknowledgments

- **DOWNTOWN**DALLAS is indebted to all of the committee members for their dedication and hard work.
- A special thanks to Jack Gosnell and UCR for donating the time and equipment to revise the retail maps used for recruiting.
- Thanks also to Shelle Sills and Neiman Marcus for hosting the committee meetings, and to Shelle for leading the retail effort of **DOWNTOWN**DALLAS for the last three years.