



## **FACTS**

### **What is Downtown?**

Downtown Dallas is made up of many districts and destinations – The Arts District, Baylor/Meadows District, Cedars, Deep Ellum, Farmers Market, Government/Convention Center District, Main Street District, The Trinity/Design District, West End Historic District, Victory Park and portions of Uptown.

### **The SPOT to Live!**

More than 5,000 people live in the Central Business District Area of Downtown today

Nearly 30,000 people live throughout all of Downtown today

With projects announced and under construction today, the Downtown population could increase to 50,000 by 2010.

Most CBD residential properties are “for rent”, averaging \$1.60/SF and a 92%+ occupancy rate

Downtown-wide, for sale projects range from \$150/SF (Cedars/Southside) to \$250/SF (Main Street/Farmer’s Market) to \$500/SF and up (Arts District/Victory Park/Uptown)

What is causing this surge in residential Downtown? Economy, trend of wanting a live/work/play environment, environmentalism, pop culture influence

Who lives Downtown? Young Professionals (Gen X and Y) and Empty Nesters...all “young at heart”. We are beginning to see a few families as well (8 1505 Elm residents have stayed in the building after having children).

### **The SPOT to Work!**

135,000 people work in the Central Business District

The CBD is the largest employment center in North Texas, with 20% of all Dallas jobs located Downtown

One Arts Plaza and Hunt Consolidated Headquarters, are the first new-construction office buildings Downtown in over 20 years. Billingsley has plans to build Two Arts and Three Arts as well. Corgan Associates built their new headquarters in the West End

More office building transactions have occurred in the last 24 months than ever in Dallas' history, totaling \$1 billion

Victory Park will add over 4 million square feet of new office space Downtown. Victory Park's 20-story office tower, One Victory Park is fully leased and plans have been announced to add a second tower in that area

Comerica has moved its headquarters from Detroit to Downtown Dallas

Granite Properties and Gables have announced a 300,000 square foot office tower in conjunction with a new 300,000 square foot residential tower to be built at Woodall Rodgers and Akard.

More recent announcements include: the Fireman's Fund has added 150 jobs and will stay Downtown; Chicago Title just their lease in Bryan Tower for another 5 years; JP Morgan Chase has announced a 111,566SF expansion at Plaza of the Americas; Haynes and Boone and Ernst 7 Young are moving to Victory Park; Texas Capital Bank broke ground at McKinney Ave & Harwood; TM Advertising moved 350 employees into Comerica Bank Tower, AIG is moving into Plaza of the Americas

### **Spots to Play!**

More than 250 street-front restaurants exist throughout Downtown (over 100 in the CBD) including signature destinations like: Dallas Fish Market, Stephan Pyles, Fuse, Charlie Palmer, Scene, Poor David's Pub, Gilley's, Ghost Bar, Craft and Swirl (our own Downtown winery!)

More than 150 places to shop exist Downtown from the Main Street District to Victory Park to the Shops at the Crescent and Uptown Galleries.

In the Main Street District, the world-famous Neiman Marcus flagship store is now complemented with new retail like Swirl, Crimson in the City, Benji's Colleziioni, Footgear, Urban Market and the first new national retailer in over 20 years, Jos. A. Bank. In total, over 300,000 square feet of ground floor retail and restaurant space exists in the District. By 2010, an additional 250,000 square feet of retail is expected to be developed in the Main Street District.

LFT, or Lifestyle Fashion Terminal, the most recent opening at Victory Park (April 2007), is the latest creation of Dallas retail entrepreneur Ort Varona. It features 12 branded street-front shops including the Texas debut of Z Zegna, James Perse, Chip and Pepper, Twelfth Street by Cynthia Vincent, and Dune Living. J. Lindeberg, John Varvatos, Avalon Salon, Diane von Furstenberg, and an expanded Premium93 round out the shop offerings.

In December 2005, the Dallas Center for Performing Arts broke ground. In addition to putting Dallas on the map internationally as a premier cultural destination, this project alone will infuse over \$170 million annually into the Dallas economy and create over 2,000 new jobs. Furthermore, it represents over \$275 million of investment Downtown.

- Joule/Magnolia – Places to stay
- YourDspot.com – find everything there is about downtown.....

### **Quality of Life**

- **DOWNTOWN**DALLAS provides the Downtown Safety Patrol (DSP), a 35-member private security force who patrol the streets on foot and bicycle seven days a week. In 2007, the DSP moved in to a new streetfront Operations Center at Two AT&T Plaza.
- **DOWNTOWN**DALLAS manages the Clean Team, 13 employees who
- The 2006 Capital Improvement Bond referendum, the largest in the city's history at \$1.35 billion, will provide \$477 million for projects in and around Downtown that are aimed at infrastructure improvements (street repair, drainage issues); transportation improvements (turning one-way streets to two-way, completing the boulevard system); pedestrian enhancements; streetscaping, development of parks and greenspace and major improvements to Dallas Farmers Market.
- Development of Downtown greenspace continues through the Parks Master plan, which includes three core parks in the Central Business District and Woodall Rodgers Deckover Park, all allocated funds in the 2006 bond election. In addition, Belo announced a \$6.5 million gift for Griffin Street Gardens (now aptly named "Belo Gardens"), and Woodall Rodgers Deckover Park has secured over \$10 million in private funds for its development, in addition to TxDOT, NCTCOG and bond funding.
- **DOWNTOWN**DALLAS will contribute \$1.25 million over the next five years to the development/renovation of Downtown parks.
- More than 200 special events, from art exhibits to festivals and parades, occur Downtown every year!

#### **Getting Around Downtown**

- CityPark – park for \$1/hr during the regular business day, and \$2/flat at night and on weekends in garages located at: Commerce @ Ervay; Elm @ Field; Ross @ Griffin; 1407 Main Street
- By 2010, the new DART Green Line will serve Downtown and neighboring destinations including: Fair Park, Deep Ellum, Baylor University Medical Center, Victory Park, Dallas Market Center, Love Field and UT Southwestern Medical District.
- The MATA connection between Uptown and the Arts District has been approved, and is expected to break ground in 2007.
- **DOWNTOWN**DALLAS is working on a strategic plan for a streetcar system

#### **Long-Term Development and Strategic Plans**

- Mayor's task force and priorities
- Convention Center Hotel
- Area Plan

Find all there is to see and do Downtown at  
yourDspot.com!