

Three Important Plans for Downtown Passes City Council

News Racks

On Wednesday, June 3, Dallas City Council passed the Newsrack Plan, which allows for the installation of streamlined, multi-unit newsracks throughout Downtown.

The original amendments to the Newsrack Ordinance in May 2008 included revised fees for licenses, design standards and location requirements in addition to requiring an implementation plan to be developed. Following the amendments, in October 2008, the contract was awarded through an RFP process to The Dallas Morning News.

The Dallas Morning News has acquired the multi-unit racks and will begin installation in July. A full transition to multi-unit racks is expected by October 2009. **DOWNTOWN**DALLAS will assist with stakeholder coordination and communication throughout the process.

Retail

As a part of our efforts to continue enhancing street-life Downtown, and achieve our goal of transforming the Main Street District into a master-planned retail hub, **DOWNTOWN**DALLAS is pleased to announce that the Main Street District Retail FOCUS program passed City Council on June 24. The program's goal, to build on the success of the District's anchor, the flagship Neiman Marcus, will be to provide economic incentives to "white box" ground floor space in the target area and incentivize retailers to locate Downtown. The total approved package is approximately \$1.5 million.

The FOCUS program will officially launch as a partnership between **DOWNTOWN**DALLAS and the City of Dallas later this summer, stay tuned for more information!

Supergraphics

A revised Supergraphics ordinance was passed at City Council on June 24 that will allow additional wall graphics throughout the Central Business District of Downtown. The new ordinance will also allow for varying sizes of the graphics, as well as new provisions that will enhance the ability to incorporate lively, vibrant graphic elements. In addition, a new process for permitting has been established. To view this ordinance approved at this meeting, click here

http://dallascityhall.com/council_briefings/agendas/agendas_0609/FinalAgenda_06242009.pdf