

Dallas Central Business District (CBD)

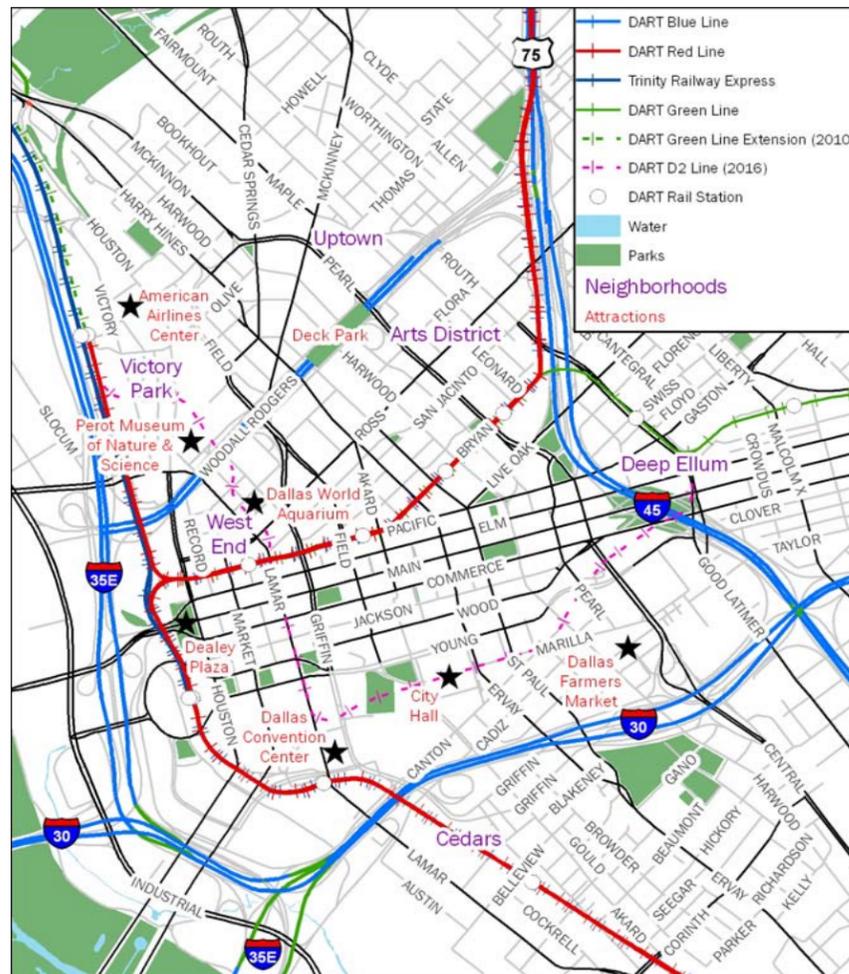
Dallas' downtown, with its distinctive skyscrapers, serves as the physical and visual center of the city and the entire Dallas-Fort Worth area. Downtown is home to many companies, headquarters operations and government facilities. The CBD has become a legal, insurance and financial center. Downtown continues to grow as a mixed-use hub including office developments and an increasing number of residential and retail opportunities. With close proximity to both Dallas Love Field and DFW International Airport, the CBD is also accessible by train, light rail, bus and car.

With an initiative to focus on downtown, the City of Dallas committed to invest over \$350 million in private downtown projects partnering to secure an additional \$1.4 billion in private investment over the last ten years, which has infused the CBD with new life.

As downtown continues to evolve, the need for amenities such as retail, parks and recreational opportunities arise. To address these needs, the City of Dallas committed a capital investment of over \$165 million from the 2006 Bond Program. Downtown is bustling with the development of several new parks, retail options and restaurants.

Value to the Business Core

Downtown's primary function as an office and job center will continue to expand. Downtown is the location for the headquarters operations of AT&T, Belo, Blockbuster, Comerica Bank, Corgan Associates, Hunt Oil, Neiman Marcus, Oncor, Tenet Healthcare and 7-Eleven, just to name a few. Over 110,000 employees work within a one-mile radius of the CBD. Companies and employees continue to choose downtown, taking advantage of the urban environment, superior accessibility and amenities.



Value to the Residential Core

Downtown has gone from virtually no residential development in the mid-1990s to over 4,700 new units and 6,500+ new residents today. There are over 200 units currently under-construction in the CBD with several new residential projects under consideration.

Value to the Retail Core

With a large daytime population and continuing residential growth, downtown has a diverse range of retail and entertainment needs. From fast food to four star restaurants and groceries to live music, all can be found in downtown. Current major retailers in the CBD include the flagship Neiman Marcus, Jos. A. Bank Clothiers, CVS Pharmacy, AT&T and 7-Eleven.

Area Statistics

(5 Mile Radius)

Population: 353,319
 Median Age: 33.0 Years
 Retail: 26,500,000+ SF
 Commercial: 74,700,000+ SF
 Households: 126,581
 Businesses: 30,884
 Employees: 393,062
 Restaurants: 350+
 Bars: 285+
 Hotels: 28
 Museums: 11
 Libraries: 11
 Movie Theaters: 3
 Parks: 19
 Golf Courses: 5
 Hospitals: 10 (3 Major)
 Public Schools (K-12): 78
 Private Schools (5-12): 26
 Higher Education: 4
 Security Cameras: 90
 Dallas Police Officers: 75
 Downtown Safety Patrol: 50
 Parking Spaces: 39,900+
 Parking Garages: 40
 Surface Parking Lots: 62

What's New in the CBD

Dallas Arts District

The Dallas Arts District is the largest urban cultural district in the country, with 19 blocks covering 68 acres at the north end of downtown Dallas. A \$354 million Arts District expansion was completed in October 2009. Please see figure below detailing the Arts District and its new venues. City Performance Hall is currently under construction and scheduled to be completed in 2012.

Signature Parks

The CBD is home to a new park, Main Street Garden, which opened in November 2009. The following four urban parks are scheduled to open between Fall 2011 and Spring 2012: The Park (Woodall Rodgers Deck Park), Belo Garden, Gateway Forest Park and Pacific Plaza. The Park (Woodall Rodgers Deck Park) will bridge a major highway to connect downtown with the Uptown neighborhood. These urban parks will create green, open spaces downtown and connect neighborhoods.

Omni Dallas Convention Center Hotel

Construction began in Fall 2009 on the Omni Dallas Convention Center Hotel. The almost \$500 million project is a major anchor in the City's plan to revitalize downtown and connects via sky bridge to the 2.1 million square foot Dallas Convention Center. The 1,000 room hotel with 80,000+ square feet of meeting space is scheduled to open in early 2012.

Infrastructure

A second downtown light rail alignment and a modern streetcar system are planned to improve mobility within downtown and open up new development opportunities.

The CBD is on a electric network 2-way system that automatically switches if a power failure occurs. The grid also has multiple substations and is considered very stable providing dual feed power to most of downtown.

Forbes ranked Dallas in its top 20 most wired cities list for 2008. Dallas has the sixth highest rate of broadband penetration in the nation.

