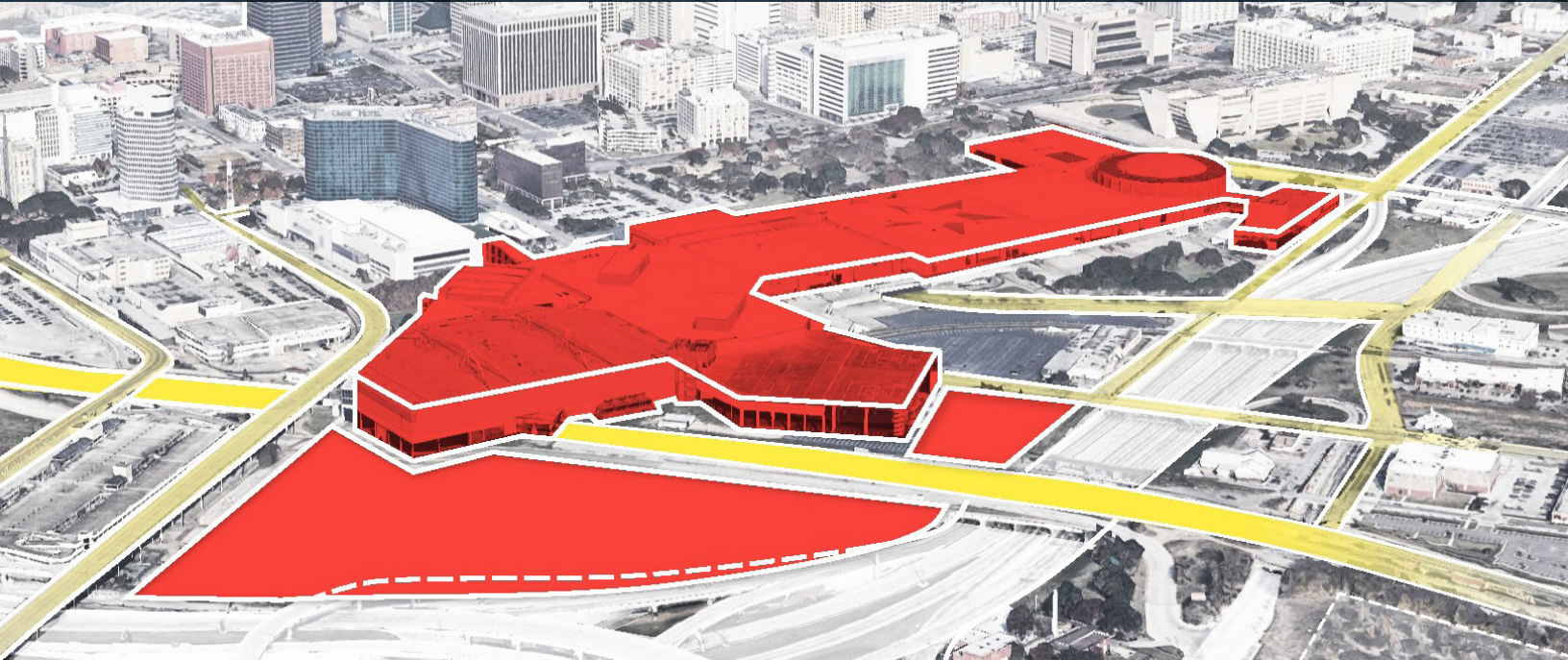




KAY BAILEY HUTCHISON
CONVENTION CENTER DALLAS
MASTER PLAN



In February 2021, the City of Dallas began development of the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) Master Plan with a vision to transform the KBHCCD into the premier convention center district in the country. On Wednesday, February 9, 2022, Dallas City Council voted to move forward with the preferred option, 3C – West of Lamar.

3C – West of Lamar is a new expansion option that meets all of the Master Plan’s goals and objectives. This option includes opportunities for elevated ballrooms with downtown views, opens Griffin and Lamar Streets to natural light, and reconfigures Lamar Street to create a central lobby and an enhanced pedestrian experience.

Additionally, this option opens land east of Lamar Street for new development, connecting Downtown Dallas to the Cedars as well as to the other surrounding neighborhoods. Memorial Arena and The Black Academy of the Arts and Letters (TBAAL) will be a separate free-standing facility with an enhanced urban landscape surrounding the facilities. New pedestrian-oriented connections will be provided between these facilities and the new convention center.

This transformative option will create new and exciting public destinations in the heart of the city, an integrated transportation hub that brings together local transit options, and area transportation improvements that connect more communities to downtown. The result will turn the convention center district into a regional catalyst for growth and a welcoming place for everyone.

Visit the KBHCCD Master Plan Website to learn more:

dallasccmasterplan.com



WHY IS THE CONVENTION CENTER IMPORTANT TO DALLAS?

The visitor industry in Dallas is centered around the Kay Bailey Hutchison Convention Center Dallas (KBHCCD), an economic engine generating millions of dollars in hotel-related taxes. Taxes collected and revenue from tourism support essential city services that maintain our quality of life and improve our communities.

\$858 million

of revenue from event bookings in 2018

\$200 million

annually in direct visitor spending

\$65 million

paid in hotel-related taxes in 2019

815,000

average attendees, most from out of town

330,000

average of hotel room nights

+ 5,000

full-time jobs

MASTER PLAN INTEGRATION

The KBHCCD Master Plan will produce the four following studies: Convention Center Master Plan, Transportation Study, Multimodal Station Study, and Area Plan. The implementation of the master plan recommendations is projected to be a 10-year phased approach.

Modernized Facility and Upgraded Service

- Expand and update facilities
- Increase ballroom size and meeting room space



Bring Transit Assets Together

- Link multiple transit modes
- Integrate with existing transportation options

A Compelling Convention Center Experience

Connect to Urban Realm

- Create a major destination for tourists and residents
- Build mixed-use development for the district and surrounding neighborhoods



Financial Feasibility, Implementation, and Governance Structure

- Governance structure for funding/financing mechanisms
- Capture value to fund implementation
- No new taxpayer dollars for funding

CONVENTION CENTER OPTION SELECTED BY CITY COUNCIL

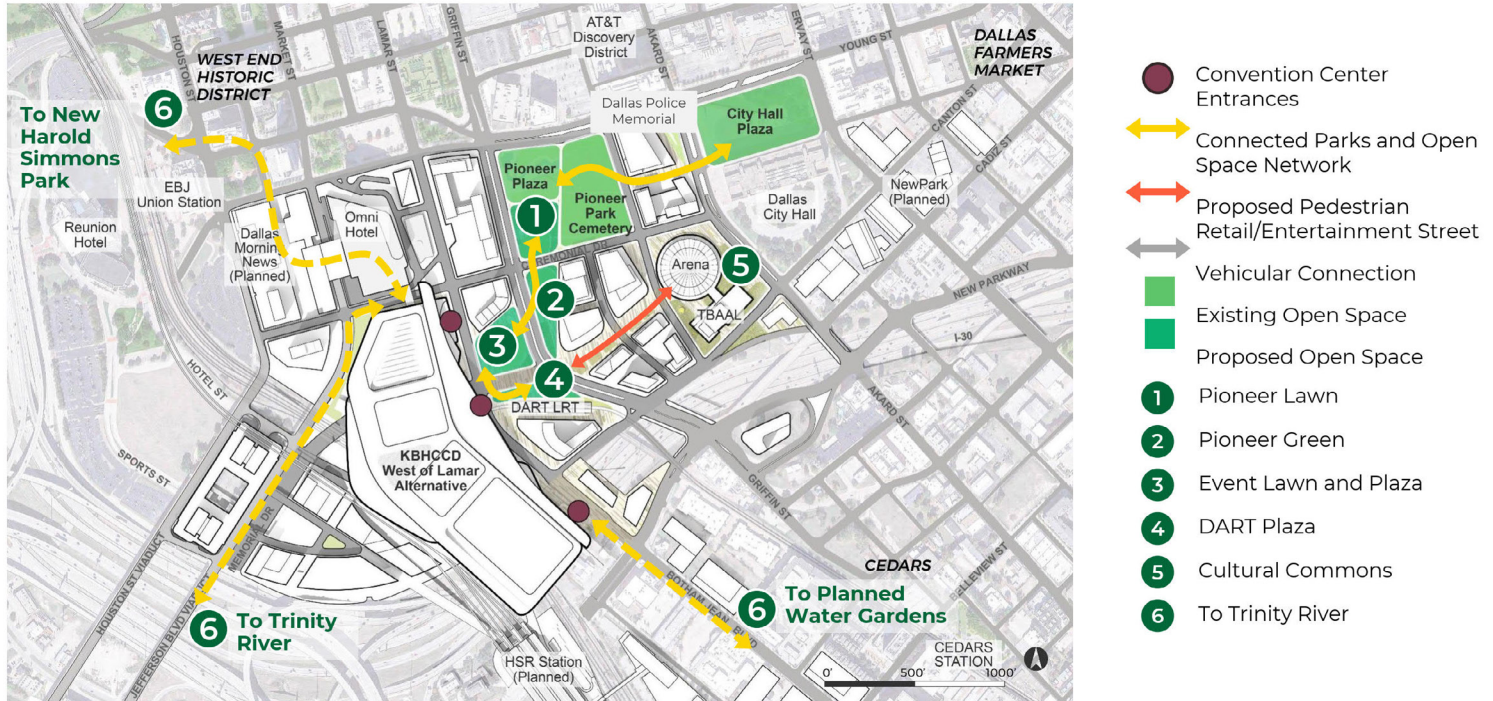
On Wednesday, February 9, 2022, Dallas City Council voted to move forward with the preferred option, 3C-West of Lamar.

- Builds a new convention center with large, elevated ballrooms
- Opens Griffin and Lamar Streets to sunlight while opening east of Lamar for development-creating potential for greatest economic impact
- Walkable and active street grid connects Downtown and the Cedars
- Pedestrian entertainment street links convention center and Memorial Arena/The Black Academy of Arts and Letters (TBAAL)



CONVENTION CENTER DISTRICT AREA PLAN

The area plan presents multiple opportunities for a safe, walkable, and connected Convention Center District.



MULTIMODAL TRANSIT HUB OPTIONS

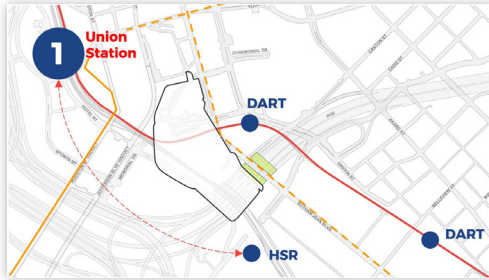
The next phase of the KBHCCD Master Plan is to select a preferred transportation option. This integrated transportation network will ensure access to the convention center district and provide multiple opportunities to get around Dallas.

The Transportation Study will improve how people travel to and from the convention center. There are two possibilities for the transportation hub: a centralized multimodal hub or a distributed hub. The centralized multimodal hub can lead to joint development of station sites, and the distributed hub takes advantage of existing facilities at Eddie Bernice Johnson Union Station and potentially new stations that would be developed next to the planned high-speed rail station. Public involvement opportunities to contribute to the transportation planning process will be available in April and May 2022.

Multiple multimodal transportation options have been developed and analyzed. There are three options under consideration.

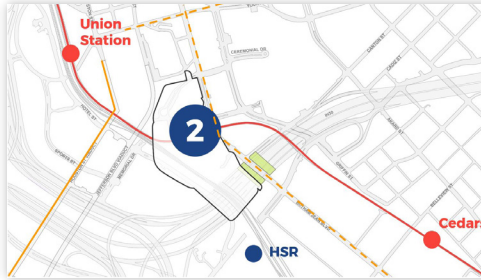
Hub at Union Station

- Multiple transit Nodes
- Amtrak and the Trinity Railway Express (TRE) support improved local transit at Union Station
- DART station would be relocated to the Eddie Deen site



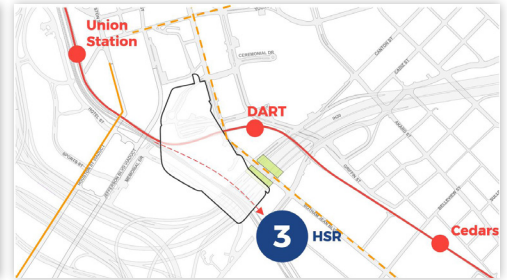
Hub at Convention Center

- Single transit focal point
- The DART, TRE, and Amtrak station would be beneath exhibit halls
- This will enable access from Lamar Street and provide a walkway to the High-Speed Rail station



Hub at High-Speed Rail Station (HSR)

- Single transit focal point
- TRE, Amtrak, and DART connections would be adjacent to the High-Speed Rail station



Legend

- DART Light Rail
- ↔ Potential New Transit Link
- Dallas Streetcar
- - - Potential Expanded Streetcar Lines

OTHER TRANSPORTATION MODES

- Shared Mobility (Transportation Network Companies, Taxis, Rental Cars)
- Pedestrian, Bicycle, and Micromobility
- Local Transit Connectivity (Bus Networks, DART Light Rail, Demand-responsive Transit)

GETTING AROUND: TRANSPORTATION STUDY

The solutions explored by the study will bring together local and regional transportation assets to the convention center, which include:

Modes

- Dallas-Houston high-speed rail (HSR) as planned by Texas Central
- Uber, Lyft, and other transportation network companies
- Taxi
- Vertiport
- Amtrak
- DART light rail and Streetcar
- Trinity Railway Express commuter rail
- Future Fort Worth High-Speed Connector
- Provisions for pedestrians, bicycles, scooter

Travel Markets

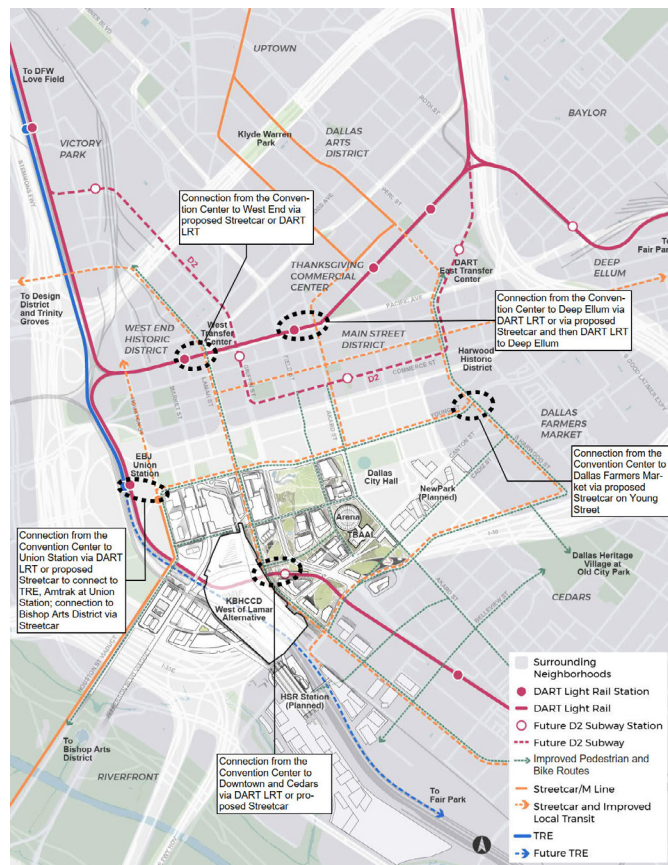
- Regional/localized travel to and from workplaces and residences in study area
- Regional trips transferring between modes at the multimodal hub
- Intercity trips to and from greater Dallas:
 - *By rail via Amtrak or HSR*
 - *Via transit to/from regional airports*
- Trips to and from Convention Center
 - *Regional, local, intercity rail and airport access*
- Trips to and from HSR Station
- Trips within study area and adjacent neighborhoods
 - *Pedestrian, bicycle and local transit*
- Truck access to convention center loading dock and marshalling area

TRANSIT CONNECTIVITY TO SURROUNDING NEIGHBORHOODS

The transportation options also offer opportunities to connect downtown to other parts of Dallas.

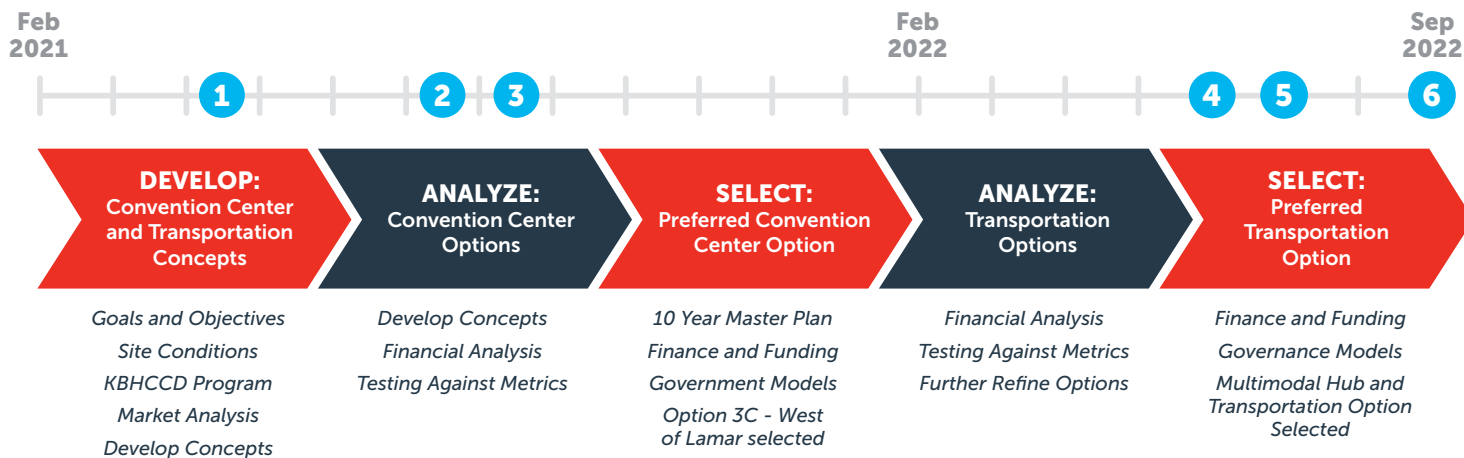
Existing, Future and Planned Transit Connections from Convention Center:

- **Downtown/Cedars** - Connection via DART LRT or proposed Streetcar
- **Deep Ellum** - Connection via DART LRT or potential Streetcar
- **Downtown Arts District** – Connection via proposed Streetcar extension
- **West End** - Connection via proposed Streetcar or DART LRT
- **Dallas Farmers Market** - Connection via potential Streetcar
- **Union Station** - Connection via DART LRT or proposed Streetcar
- **Bishop Arts District** - Connection via Streetcar



TIMELINE

Schedule: Starts February 15, 2021 and ends September 2022.





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