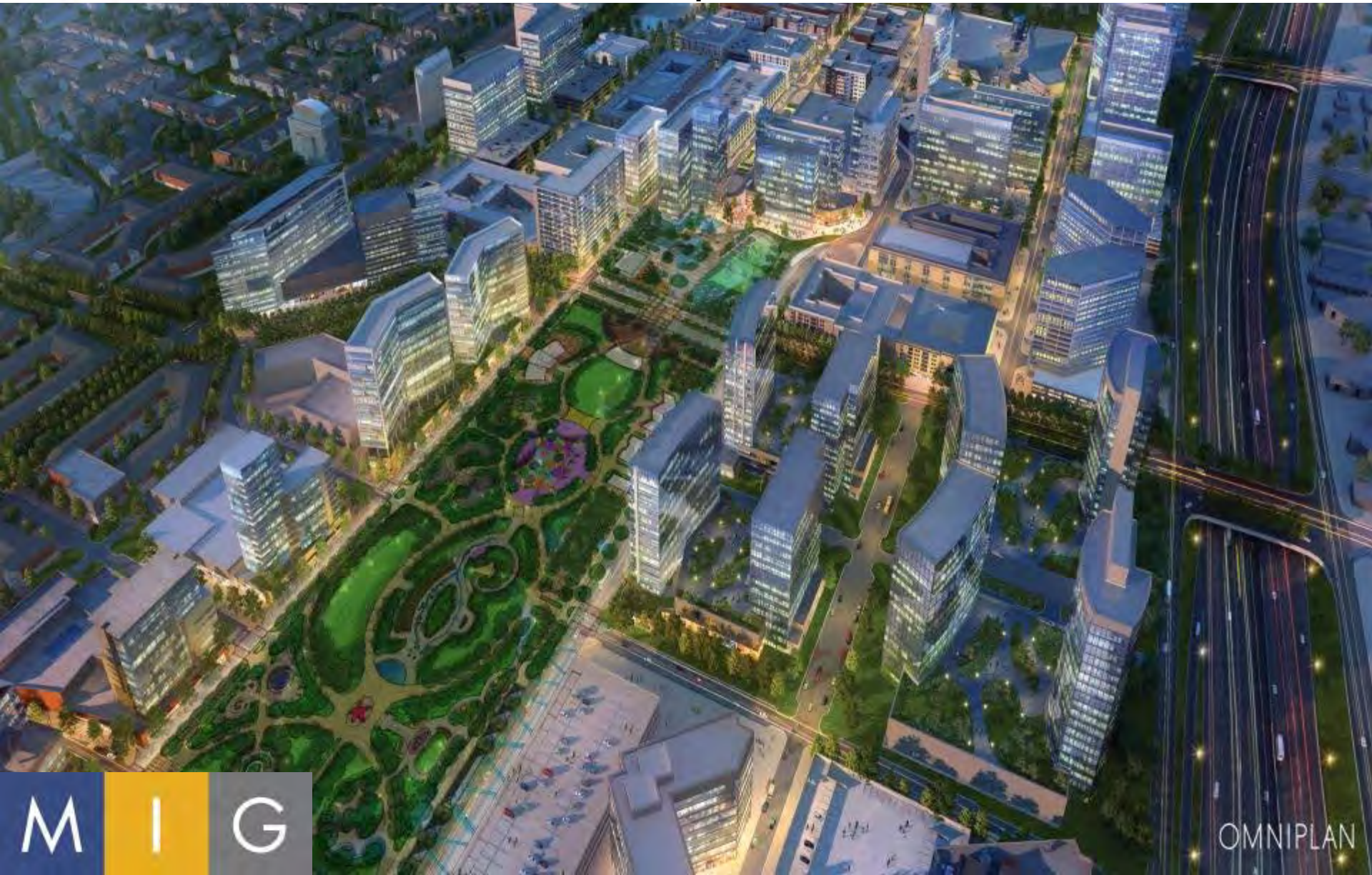


DALLAS MIDTOWN PARK

Park and Recreation Board Briefing
September 15, 2016





PRESENTATION AGENDA

1. Brief recap of Midtown Vision history
2. Importance of greenspace on the Midtown District
3. Benefits to The City of Dallas
4. Introduction of Daniel Iacofano, MIG Principal
5. Overview of Midtown Park conceptual plan
6. Highlights of select elements within the conceptual plan
7. Questions

Dallas Midtown Park Foundation

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Park Vision and Booklet
designed by MIG

This park is made possible through the collaborative efforts of public and private entities, including business and property owners, community members, the North Dallas Chamber of Commerce and the City of Dallas. We encourage the community to help shape the future of this area into a new urban destination. Please contact the Dallas Midtown Park Foundation at: DallasMidtown.com



Dallas Midtown District



Enhanced Open Space Standards

- Minimum on-site open space required:
 - 4% of site area
- Additional open space required in proportion to proposed development:
 - 1 sq. ft. per 28 sq. ft. floor area
 - Alternative methods of compliance:
 - Dedication of park land within “Midtown Commons”
 - Dedication or deed restriction of other open space within the district
 - Cash payment in lieu of open space



Open Space Concept Plan



OPEN SPACE DESIGN

+ Entrance Portals

©2011/04/2013

Benefits to City of Dallas

- Development produces significant new tax revenue to City of Dallas
- Provide Large Corporate users an alternative address in Dallas, rather than adjacent cities
- Makes Midtown more multi-dimensional, filling a current live/work/play void
- The Park Project Provides a catalyst project for further development in Dallas Midtown area, which has the potential to attract more than \$10 Billion in new development in the coming years
- Part of Dallas Midtown and Southwest Center Mall TIF (\$36M)

Dallas Midtown Park



Dallas Midtown Park Design

001 | VISION

002 | VISION



Dallas Midtown Park – Plaza East



- 1. Rose Kennedy Greenway, Boston, MA
- 2, 3. Snake Riverfront Park, Cincinnati, OH
- 4. Shake Shack, Madison Square Park, New York, NY
- 5. Olympic Park, Seattle, WA
- 6. Stern Grove, San Francisco, CA
- 7. Samuel P. Taylor Park, New York, NY



Dallas Midtown Park – Event Space



1. Music Space Park, Houston, TX
2. Outdoor Cinema, Philadelphia, PA
3. Día de los Muertos Festival, Austin, TX



Dallas Midtown Park – Exploratorium



1. Interactive Shop, Fort Worth, TX
2. Villa de Nostra / DETRAC (Photo credit: Instagram Children)
3. Giant dog play park, College of Arts, Nantes, France
4. Art studio studio program



Dallas Midtown Park – Wow Factor



1. Play street concept
Charlotte, NC
2. Railroad Ave.
Downtown Phoenix, AZ
3. Takai Square
Nishi Park, Japan
4. Discovery City
Santa Ana, CA
5. Denver, CO



The measure of any great civilization is in its cities, and the measure of a city's greatness is to be found in the quality of its public spaces, its parks and squares.

JOHN RUSKIN, ENGLISH ART CRITIC

Dallas Midtown Park – Games



- 1 Teenage Gardens, San Antonio, TX
- 2 Bocce Ball Court
- 3, 4 Teenage Gardens, San Antonio, TX

Dallas Midtown Park – Water Works

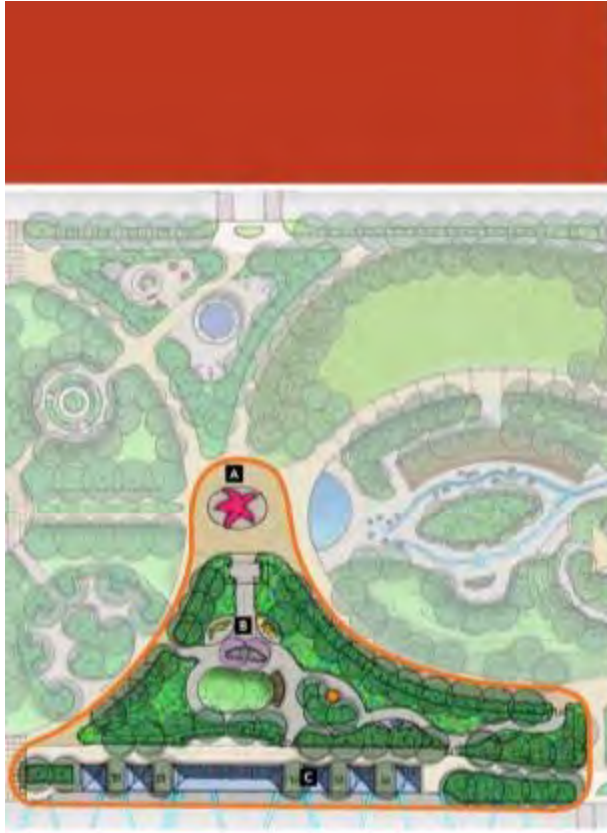


We all need to play, especially in urban areas. Play is central to our health, well-being, creativity and intelligence and to our success as an innovative culture.

SUSAN GOLDSMAH, FASLA, PRINCIPAL, MIG, INC.



Dallas Midtown Park – Art Walk and Sculpture Garden



A day spent without the sight or
sound of beauty, the contemplation
of mystery, or the search of truth or
perfection is a poverty-stricken day.

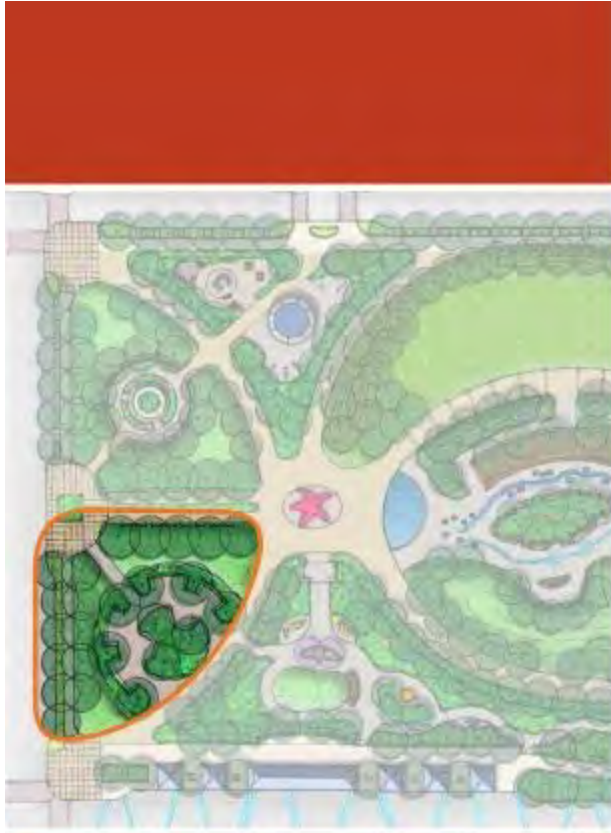
LEWIS MUMFORD



- 1 Bryant Park, South Air
Cove, New York, NY
- 2 Market Square
for Market Area,
San Francisco, CA
- 3 Street art
check feature
- 4 Rose Kennedy
Gateway, Boston, MA
- 5 Olympic Sculpture
Park, Seattle, WA



Dallas Midtown Park – the Office



- 1 Shared workspace organization "The Hub," Melbourne, Australia.
- 2 Office spaces into former flats, Madrid, Spain.
- 3 Working outdoors.
- 4 Parcel Park, Vancouver, BC.



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