



- 01 Streetcar to Union Station
- 02 West Davis Complete Street Project  
\$979K to improve West Davis from Beckley to Hampton as a complete street.
- 03 Bicycle Facilities  
Bicycle connection to the 8th and Corinth DART Station
- 04 Bishop Complete Street Project  
\$4M to improve Bishop from Jefferson to Davis as a complete street.
- 05 Proposed amendments to PD 316
- 06 Resurfacing of Jefferson near Madison  
\$293K in street resurfacing of Jefferson near Madison
- 07 Las Ramblas on Jefferson  
\$1.47M for improvements to Jefferson Blvd

# context map | area projects:

JEFFERSON BLVD 02.06.2012

# Purpose and Background

- Provide an overview of Las Ramblas on Jefferson within the context of other project activities
- Design funds will be available this year
  - Coordinate with timeline for proposed changes to PD 316
  - Objective is to define the scope of the project as an input into the design team



# jefferson concept:

Las Ramblas:

Las Ramblas is a famous pedestrian boulevard located in Barcelona Spain. This corridor developed by maintaining vehicular traffic along its edges while devoting the larger space between as a pedestrian boulevard, becoming one of the most famous pedestrian boulevards in the world.

This vibrant urban corridor now is home to kiosks, eateries, merchandise, and street performances among many other things. Its renowned reputation draws tourism from around the world to come and experience this wonderful urban asset.







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# areas of consideration:

Proposal:

Does Jefferson ave. have the potential to grow its median and become its own interpretation of a pedestrian street?

What factors must we consider to begin to reshape the street and bring new kinds of commercial and economic opportunity to this vital corridor?





# zone of influence:

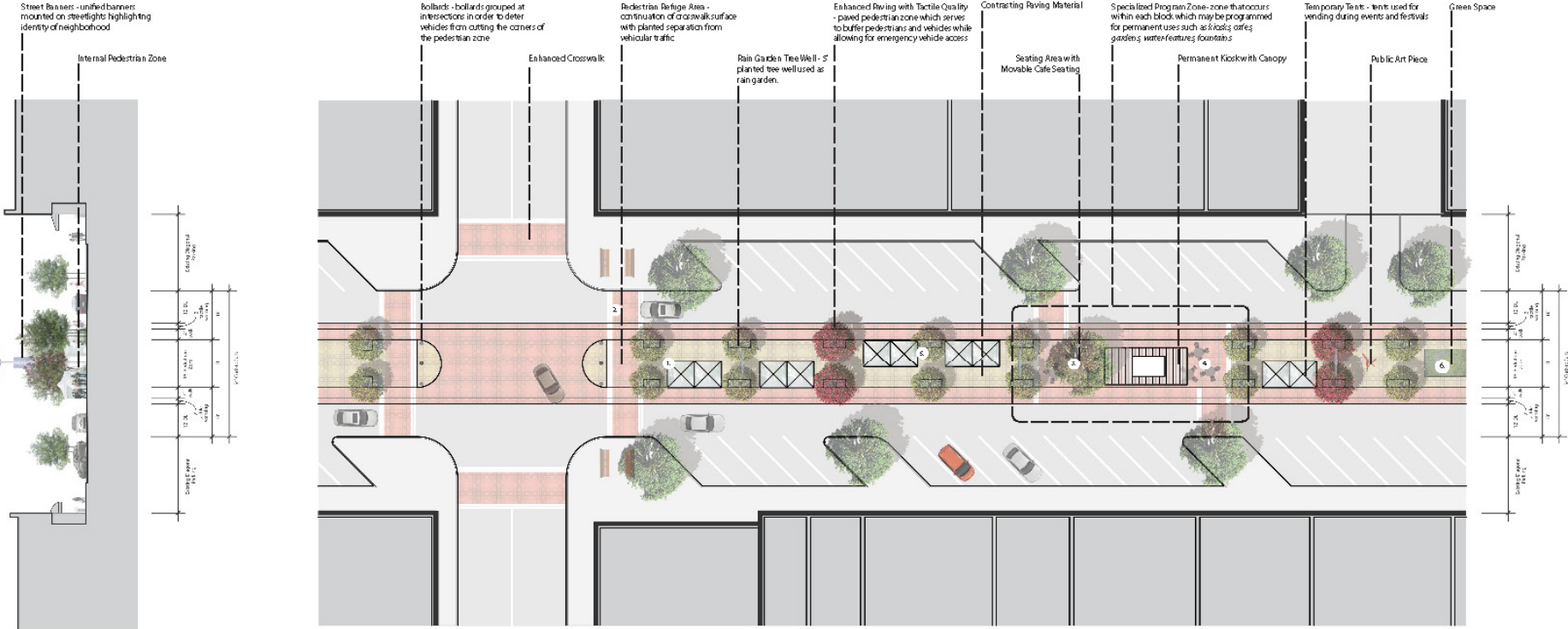
Goals: Potential reconstruction of the Jefferson Corridor would take into account key considerations:

- 1: Preserving current diagonal parking and sidewalk vibrancy along entire street.
- 2: Maintaining traffic flow through and across Jefferson ave.
- 3: Creating a vibrant pedestrian zone down the center of Jefferson Ave that brings a new experience, new uses, and further economic opportunity to the area.
- 4: Organizational structure needed to ensure ongoing operations, maintenance and programming.
- 5: Preserve security for the area.

**influence zone** : 54' from back of car to back of car down the center of jefferson

**preservation zone** : sidewalks and diagonal parking from back of car to building on either side of street

# Draft Concept



1. Enhanced Central Pedestrian Zone - Unified paving planting and street trees within the pedestrian zone help to maintain a feeling of separation from vehicular traffic and help give a identity to central zone



2. Pedestrian Crossings - Varied materials at streets that highlight pedestrian areas for vehicular traffic. Minimal transition should be maintained when moving from sidewalk to crosswalk to interior pedestrian zone



3. Permanent Programmed Areas - programmed areas occurring within each block help to maintain activity throughout the length of the street and create nodes of different types of uses from block to block. These uses can include gardens, cafes, kiosks, and water features.



4. Movable Cafe Seating - Movable seating can be used within programmed areas and provide resting points for pedestrians. Movable seating allows for a more organic use within the space giving people or business operators the opportunity to activate the spaces as they wish.



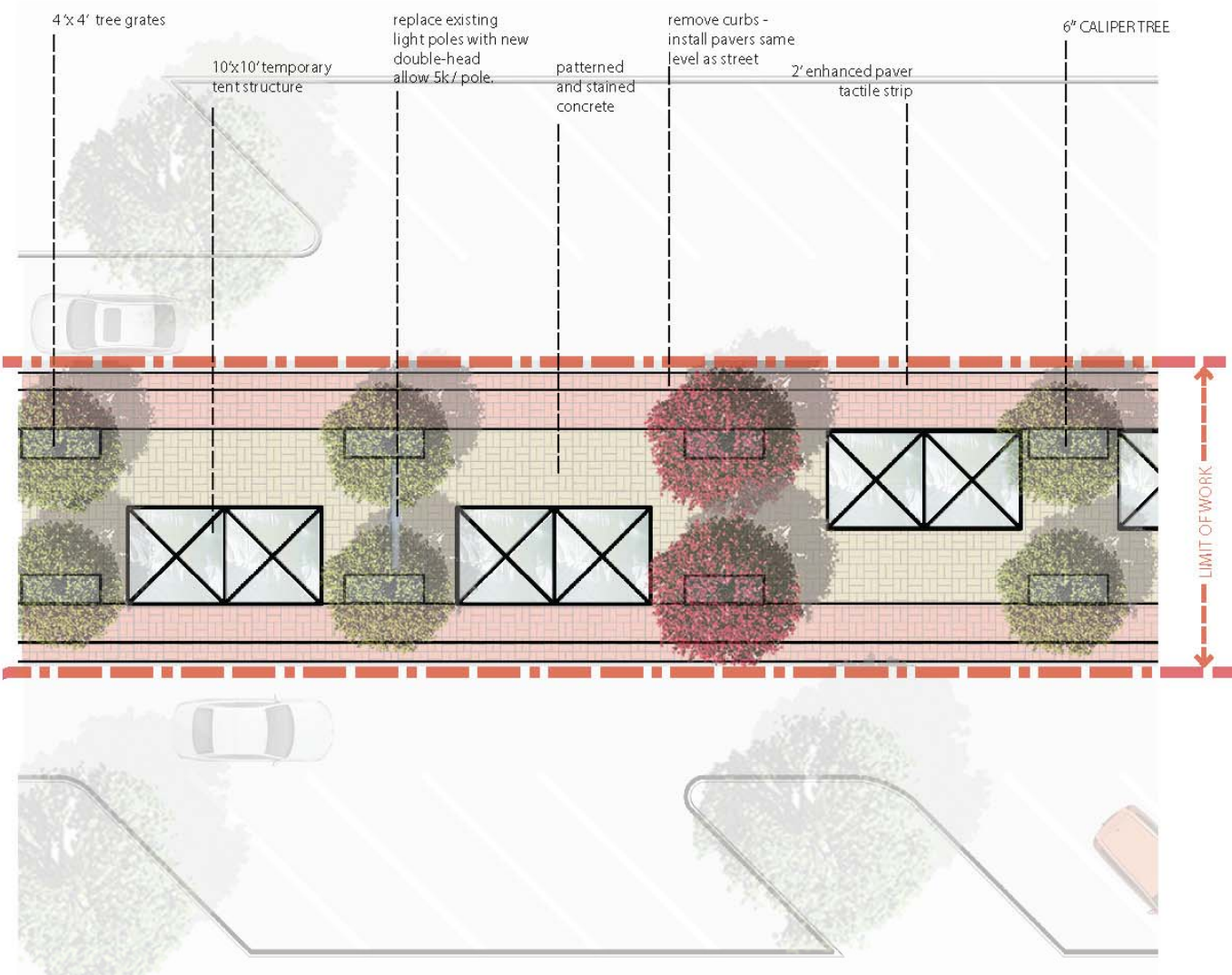
5. Vendor Provided Seating - near the locations of temporary vendor tents, vendor may choose to provide seating areas to complement their businesses. These areas may occur sporadically throughout the length of the street creating a varied and adaptable experience



6. Green Space - green space can be used to program areas to be used as resting points along the length of the street while also allowing for a variety of uses within the space

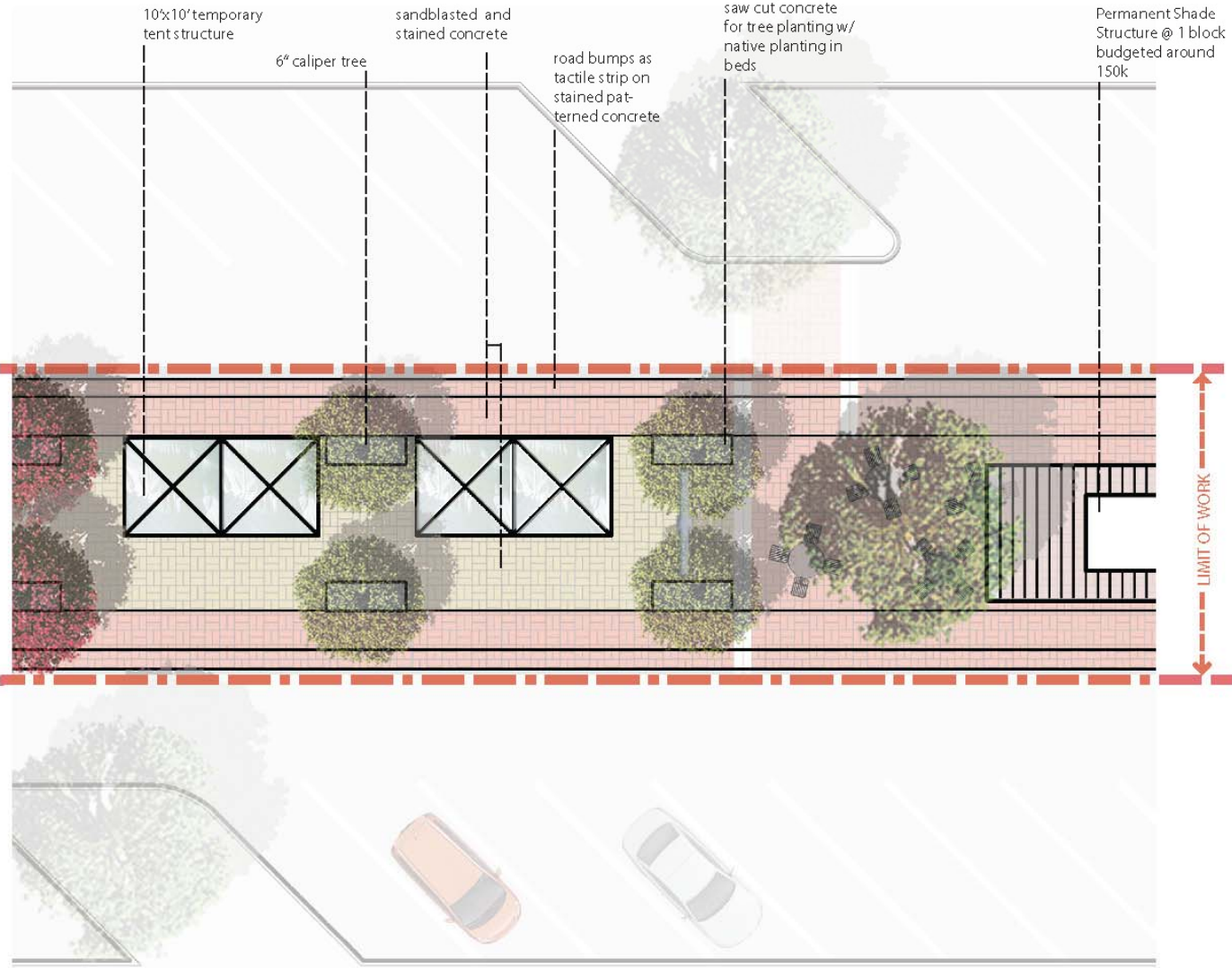


# Draft Concept





# Draft Concept



# Design Considerations

- Create a high quality destination that compliments retail along corridor
- Ongoing maintenance and programming
- Preserve future opportunity for streetcar
  - Geometrics
  - Light standards/OCS
  - Vegetation and tree selection
  - Utilities
  - Location of amenities
  - Minimize parking and traffic conflicts



# Next Steps

- Let us know your thoughts!
  - Comment cards
- Stay involved
  - Sign up for updates and future meetings



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