



Master Plan & Next Steps

*Dallas Park &
Recreation Board*

May 2, 2019



Agenda

Master Plan Highlights

Monorail and Parking Garage

Beyond the Monorail Strategies
Parking Garage Concept Design

Questions and Approval

Next Steps

Park Board Adoption
Project Packaging



Master Plan Process

Last Master Plan Update 2011



Master Plan Process

Last Master Plan Update 2011



Master Plan Process

Last Master Plan Update 2011



Master Plan Process

Last Master Plan Update 2011



**Over 70+ Days a
Year Exhaust
Parking**



Master Plan Process

Aging Infrastructure



Master Plan Process

Southern Gateway Impact



Master Plan Process

Deck Park Integration



Master Plan Process

Over 12 Months of Planning

The Master Plan Process

Journey began April of 2018

- ✓ **Steering Committee meetings**
- ✓ **Board Workshops**
- ✓ **Board Survey**
- ✓ **Board Committee Briefings**
- ✓ **Partner Briefings (Dart, Deck Park, Txdot)**
- ✓ **Staff Workshops**
- ✓ **Staff Survey**
- ✓ **Volunteer Survey**
- ✓ **Member Survey**
- ✓ **Member Focus Groups**
- ✓ **City Staff Briefings**
- ✓ **Council & PB Briefings**
- ✓ **Community Meetings**

Master Plan Process

Over 12 Months of Planning

Key Questions Addressed

- ✓ **Increased Parking Capacity (2,500+ spaces)**
- ✓ **Better Car Traffic Flow to Zoo**
- ✓ **Better Foot Traffic Flow in Park**
- ✓ **Better Linkage to Neighbors(DART, Deck Park)**
- ✓ **Growth in Education Capacity & Profile**
- ✓ **Larger Platform for Conservation Partnerships
(inside and outside zoo)**
- ✓ **Top Line Revenue Growth**
- ✓ **New Anchor Exhibits**
- ✓ **Re-Investment in Zoo North**
- ✓ **Enhancements to key Anchor Exhibits**
- ✓ **Fully utilize Zoo Foot Print & Assets**
- ✓ **Plan for post- monorail**
- ✓ **Better Year-Round experience**
- ✓ **Transition from Zoo to Destination**

Master Plan Process

Over 12 Months of Planning

Opportunities

- ✓ **Transcend “Just the Zoo” to an “Anchor Destination”**
- ✓ **Drive positive impact into South Dallas/Oak Cliff**
- ✓ **Continue this incredible success streak for the Dallas Zoo---Attendance, Mission, --
-Fabric of the City**

Overview

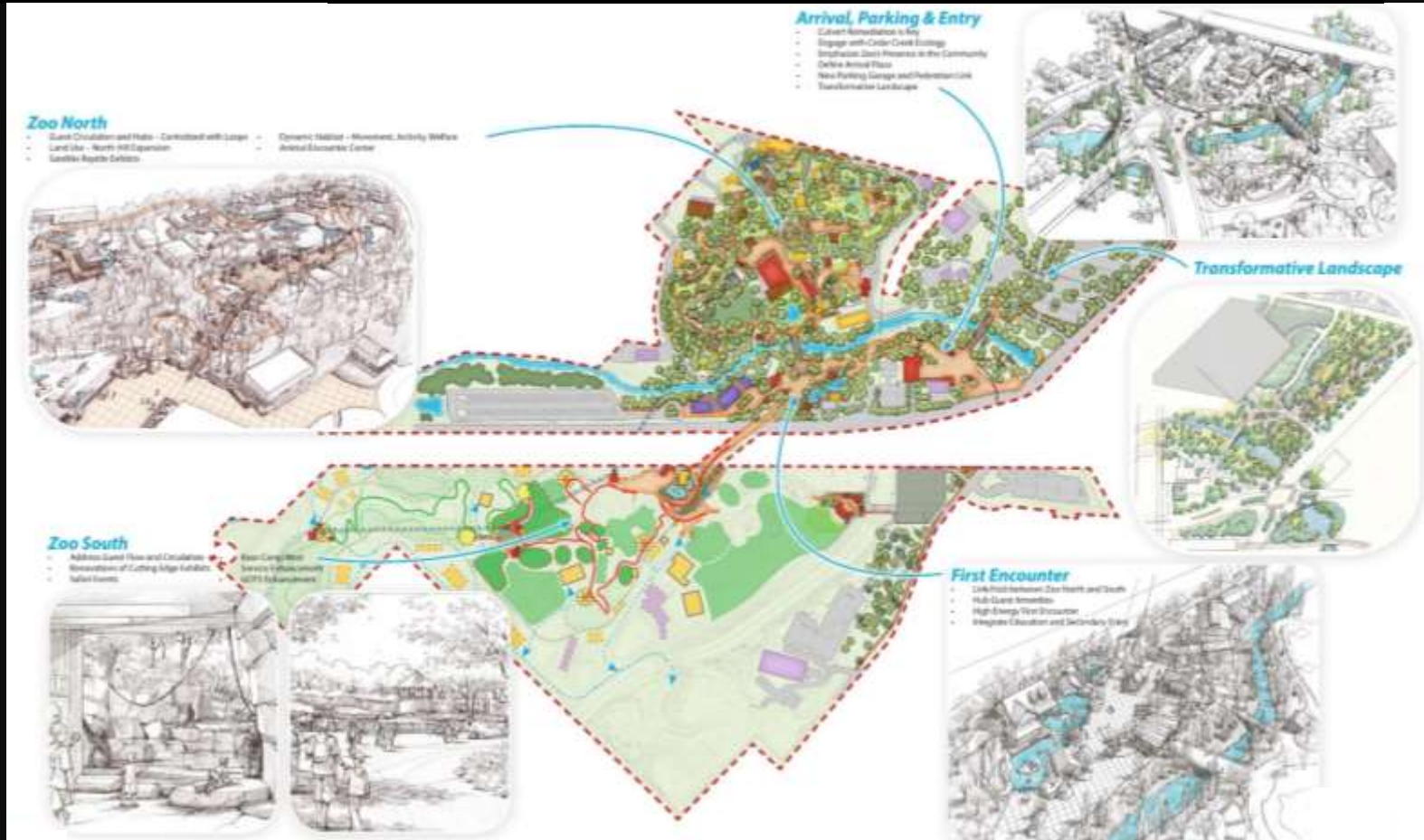
Four Focus Areas...Arrival & Entry, First Encounter, North, South (Wilds of Africa)

Distinct, Integrated, Complimentary

Dynamic, Experiential, Guest & Animal Focused

New Species and Animal Care

Drive Attendance and Revenue and Mission, Community Impact



Arrival & Entry



Parking

Capacity - Initially adds 600+ spaces
North garage adds another 670 spaces
Staff adds 270+ spaces
Drop Off Zones and Elevated Crossing

Entry Village

New Ticketing
Expanded Gift and Guest Services
Consolidated Admin Services
Cedar Creek Ecology
Guest Intro to Zoo Mission
Animal Encounters with Guests
70-80% Revenue at Front Door

Ewing Street Widening

Complete Street Accommodated
Storm Culvert Remediation



Arrival & Entry



Zoo Crossing

Landscape Enhancement / Gateway
Cedar Creek Ecology

Linkage with Community

DART, Zoo, Deck Park, Neighborhoods North and South

Transformational Landscape

Fun, Unique, Playful, Impactful, Once in a Lifetime Opportunity



Arrival & Entry – Parking Garage Advancement



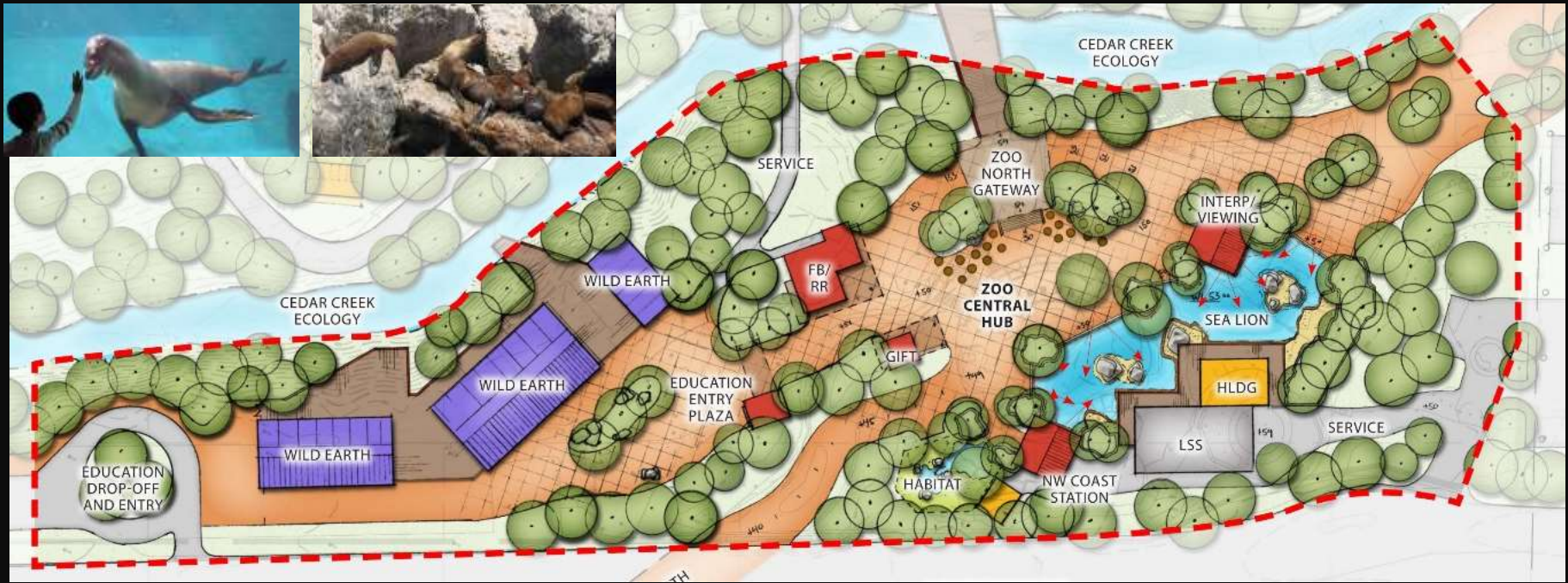
First Encounter

First Animal Encounter

High Energy and Engaging First Encounter
New Species
Demos and Shows
Baja California Habitat

Linkage + Amenities

Key Intersection with Zoo North and South
Links to Wild Earth Discovery Center
Secondary Entry Plaza...Food, Gift, Restrooms
Cedar Creek Ecology
Guest Intro to Zoo Mission



First Encounter



Zoo North



Guest Amenities

Centralized Guest Hub + Loops
Secondary Hubs with Amenities
Demo's and Encounters
Behind the Scenes Opps
Skyride and Carousel

Animals & Mission

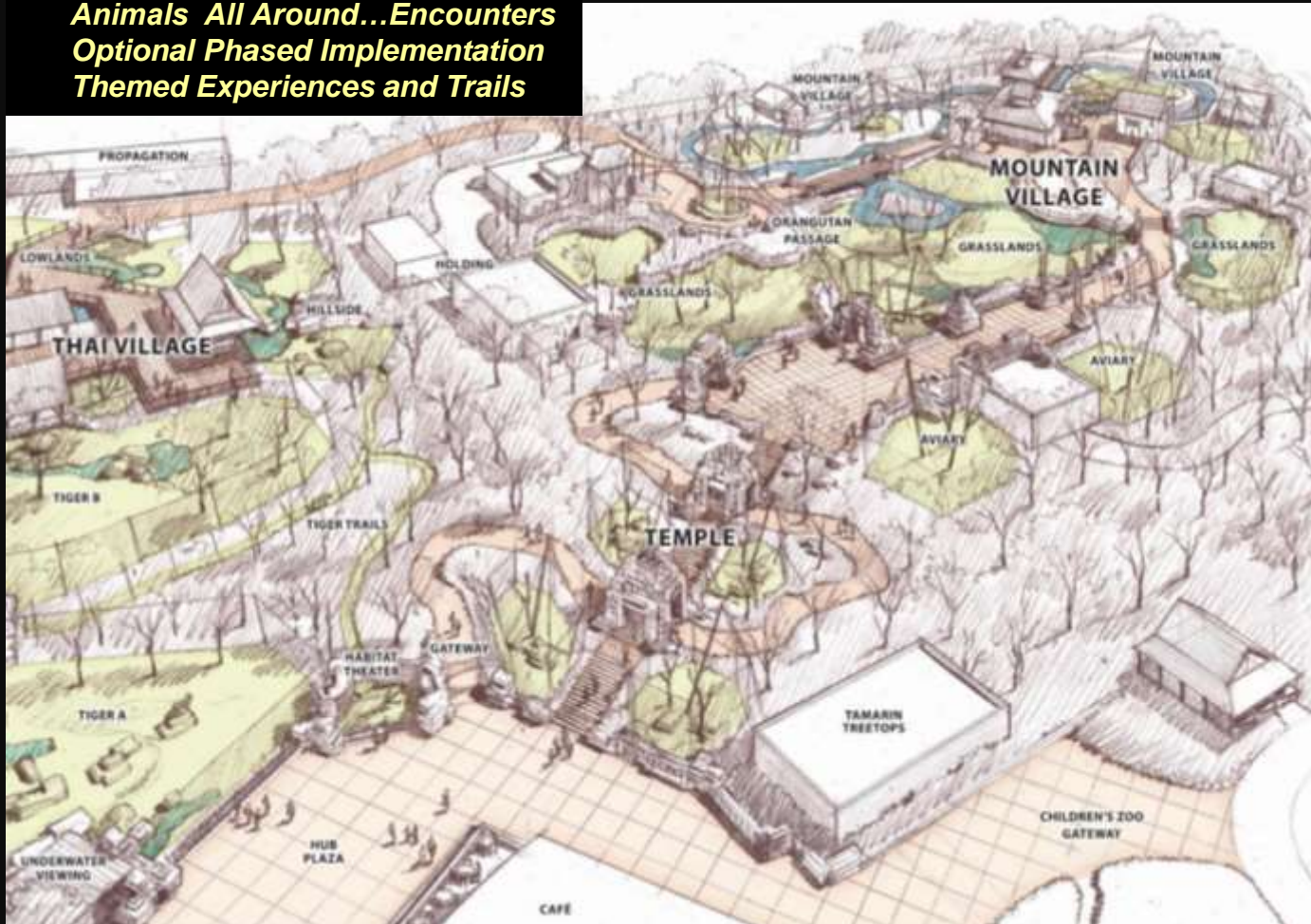
New Species and Exhibits
Integrated Conservation Stations
Ambassador Animal Experiences Center
Reptile Collection Integrated Across Campus
Expanded Breeding Facilities



Zoo North

Giants of the Forest

*New Species...Orangutan, One-Horned Rhino, Sloth Bear
Animals All Around...Encounters
Optional Phased Implementation
Themed Experiences and Trails*



Zoo South (Wilds of Africa)

Animals and Mission

*New and Renovated Exhibits
New Expanded Penguin
Elephant Enhancements
Integrated Conservation Stations
Reptile Collection w Indoor Viewing
Panoramic Habitat Views*

Guest Amenities

*New Base Camp West and Trails
Safari Truck Ride
Eco-Hike Trail
Demo's and Encounters
Behind the Scenes Opps
Skyride Link
Safari Events*



Options Beyond the Monorail - Safari Truck Ride



Options Beyond Monorail - Ropes/Adventure Course

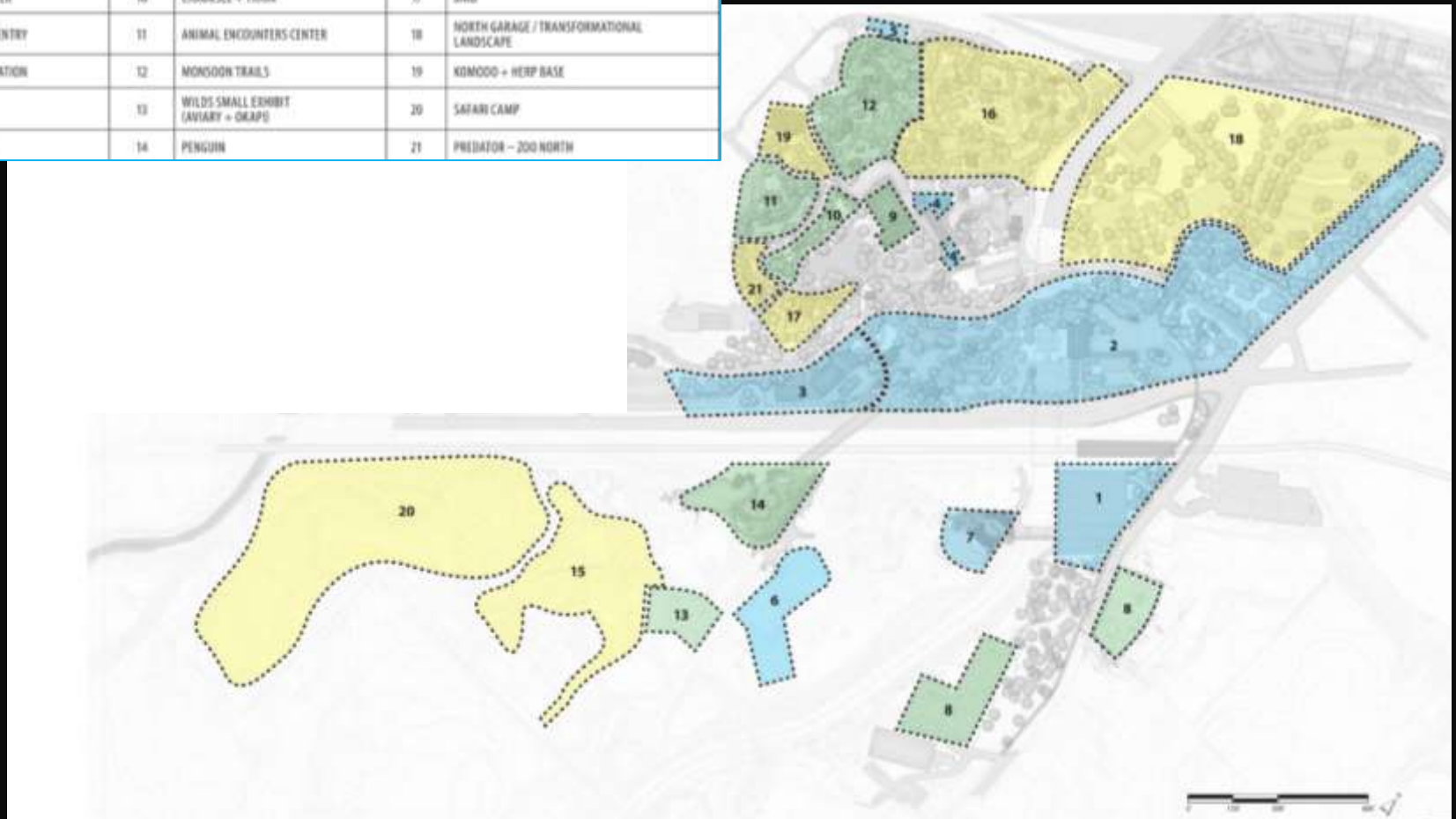


Options Beyond the Monorail – Paths/Boardwalk



Project Priorities

Key	Priority 1	Key	Priority 2	Key	Priority 3
1	SOUTH LOT B	8	EWING SERVICES LOT D	15	BASE CAMP WEST
2	ENTRY - SEA LION	9	CAFÉ + REPTILE	16	MONSOON VILLAGE
3	EDUCATION CENTER	10	CAROUSEL + TRAIN	17	BIRD
4	AMP BLDG + CZ ENTRY	11	ANIMAL ENCOUNTERS CENTER	18	NORTH GARAGE / TRANSFORMATIONAL LANDSCAPE
5	REPTILE PROPAGATION	12	MONSOON TRAILS	19	KIMOOD + HERP BASE
6	ELEPHANT	13	WILDS SMALL EXHIBIT (AVIARY + OKAPI)	20	SAFARI CAMP
7	SAFARI EVENTS	14	PENGUIN	21	PREDATOR - ZOO NORTH



Master Plan Process

Over 12 Months of Planning

What's Next?

- ✓ **Park Board Approval**
- ✓ **Key Partner Briefings (donor, foundations, corp partners)**
- ✓ **Determine size and scope of 1st Campaign**
- ✓ **Branding Overlay**
- ✓ **Implement Community Advisory Group**
- ✓ **Work with City, Chamber on Jobs Program**
- ✓ **Develop Oak Cliff Impact Program for purchasing goods, services & contracts**
- ✓ **Strongly integrate new plan into over all Deck Plan development**
- ✓ **Manage sequencing to minimize impact of visitors**



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