

Perkins&Will

Fair Park Master Plan Update

Park Board Presentation



FAIR PARK FIRST

BRV BIEDERMAN
REDEVELOPMENT
VENTURES



SPECTRA

June 2020
Dallas, Texas

AGENDA:

Guiding Principles

Planning Process

What we have heard

**Master Plan Update
Recommendations**

Community Park

Next Steps



BIG THINGS HAPPEN HERE

LET'S MAKE BIGGER THINGS HAPPEN.

FAIR PARK FIRST: FOUR PILLARS

History

It is our duty to uphold and promote the historic integrity of Fair Park, a National Historic Landmark. We are diligent to preserve and build upon that rich legacy and create something meaningful for future generations.

Community

Community shows a deep appreciation for those directly impacted by the work being done, as well as sensitivity towards the wants, needs, and concerns of the surrounding South Dallas neighborhood and DFW metroplex.

Activation

Activation speaks to your mission to restore the energy of Fair Park outside of the State Fair and bring events year-round to the Fairgrounds.

Culture

Cultural institutions have always called Fair Park home. We are sensitive to the needs of existing institutions, but are looking to bring in more innovative partnership opportunities.



GUIDING PRINCIPLES



Guiding Principles

Fair Park Master Plan Update

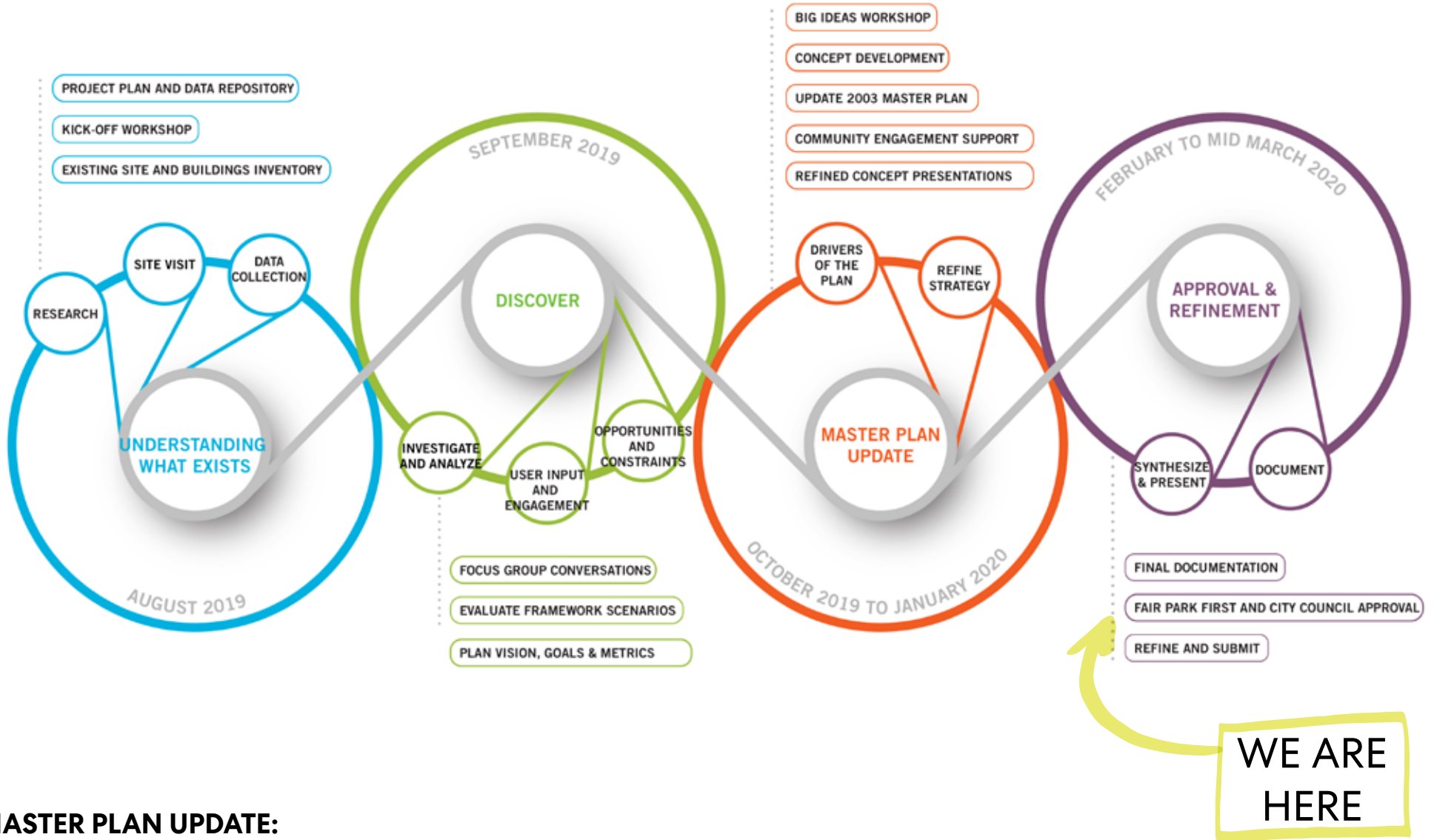
1. Design, manage, and operate a holistic campus focused on influencing social and civic engagement.
2. Create a premier year-round destination.
3. The concept and design of the 1936 Texas Centennial Exposition shall continue to guide the development of Fair Park.
4. Recognize the inherent value of existing buildings, resident institutions, assets, and surrounding neighborhoods.
5. Reflect the Four Pillars of Fair Park First in a manner that brings people of all backgrounds and incomes to the Fair Park Campus.
6. Welcome everyone and create opportunities for shared experiences.
7. Reflect core recommendations of the 2014 Mayor's Task Force Report: **Putting the Park Back in Fair Park.**

PLANNING PROCESS



Process and Schedule

Fair Park Master Plan Update



MASTER PLAN UPDATE:

June 2020: Public Presentations

June 2020: Park Board and Council Approvals

June 2020: RFQ for Community Park Design

Process

Fair Park Master Plan Update



1

UNDERSTANDING WHAT EXISTS

AUGUST - SEPTEMBER 2019

WIDE RANGE OF DESIRES AND NEEDS

- CULTURAL DIVERSITY
- RECREATION ACTIVITIES
- IMPROVE STORMWATER MANAGEMENT
- INCLUSIVE PUBLIC PROCESS
- EQUITY
- YEAR-ROUND PARK ACTIVITIES
- OPPORTUNITIES AND CONSTRAINTS
- ACCESS AND SAFETY
- PRIORITIZE IMPLEMENTATION RECOMMENDATIONS
- CELEBRATE COMMUNITY DIVERSITY

COMMUNITY PARK

- CONFLICTS BETWEEN PEDESTRIANS, BICYCLISTS, AND VEHICLES
- FAILING INFRASTRUCTURE

2

DISCOVERY

SEPTEMBER - OCTOBER 2019

- URBAN ANALYSIS
- DISCOVER WORKSHOP
- PLAN VISION
- GUIDING PRINCIPLES

3

MASTER PLAN UPDATE

NOVEMBER 2019 - FEBURARY 2020

- BIG IDEAS
- PREFERRED CONCEPT
- COST ESTIMATES

4

FINAL PLAN

MARCH - JUNE 2020

- IMPLEMENTATION
- PHASING
- REVIEW AND APPROVAL

A photograph of a group of people in a meeting room. A woman on the left is pointing at a diagram on a table. A man on the right is listening intently. The room has large windows in the background. The image has a green tint.

WHAT WE HAVE HEARD

Kick-Off Meetings

PURPOSE: Meet with users and stakeholders to collect feedback, data, and information on use
DATE: 08.13.2019-08.15.2019
ATTENDEES: 12+ Meetings with over 25 individuals

Discovery Informational Open House

PURPOSE: Share progress and gain feedback and insight into analysis work
DATE: 09.26.19
ATTENDEES: +/- 10 user group representatives

Big Ideas Informational Open House

PURPOSE: Upcoming meeting to share initial concepts and big picture ideas to gain feedback and input
DATE: 11.20.19
ATTENDEES: 16+ attendees

USER GROUPS & STAKEHOLDERS

DALLAS SUMMER MUSICALS

TEXAS DISCOVERY GARDENS

STATE FAIR OF TEXAS

IRISH FEST

EARTH X

FRIENDS OF FAIR PARK

DAR

AFRICAN AMERICAN MUSEUM

DOS EQUIS- LIVE NATION

SPECTRA

WRR RADIO

DALLAS HISTORICAL SOCIETY

DALLAS PARKS AND RECREATION

DALLAS PRIDE



Community Conversation Kick-Off

PURPOSE: Introduce Project Team and Collect Feedback on priorities
DATE: 08.13.2019
ATTENDEES: 150+

Community Leader Community Park Discovery Workshop

PURPOSE: Engage Neighborhood Leaders in Community Park Planning Process
DATE: 09.25.19
ATTENDEES: 14 leaders from Bertrand, Park Row/S. Blvd, Dolphin Heights and Fair Park

Community Park Discovery Workshop

PURPOSE: Engage Fair Park and South Dallas Residents in Community Park Planning Process
DATE: 10.14.19
ATTENDEES: 30+


Initial Concepts Community Conversation

PURPOSE: Presentation meeting to share initial concepts & big picture ideas to gain feedback and input
DATE: 11.20.19
ATTENDEES: Over 110 attendees



Over 319 Participants at the 4 events !

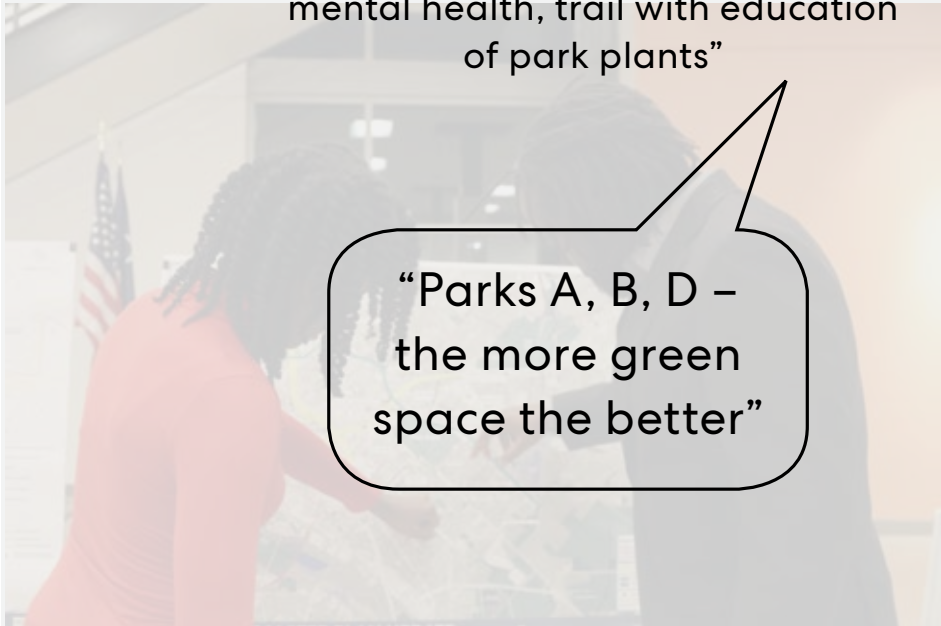
Initial Concepts Community Conversation: Feedback from Meeting



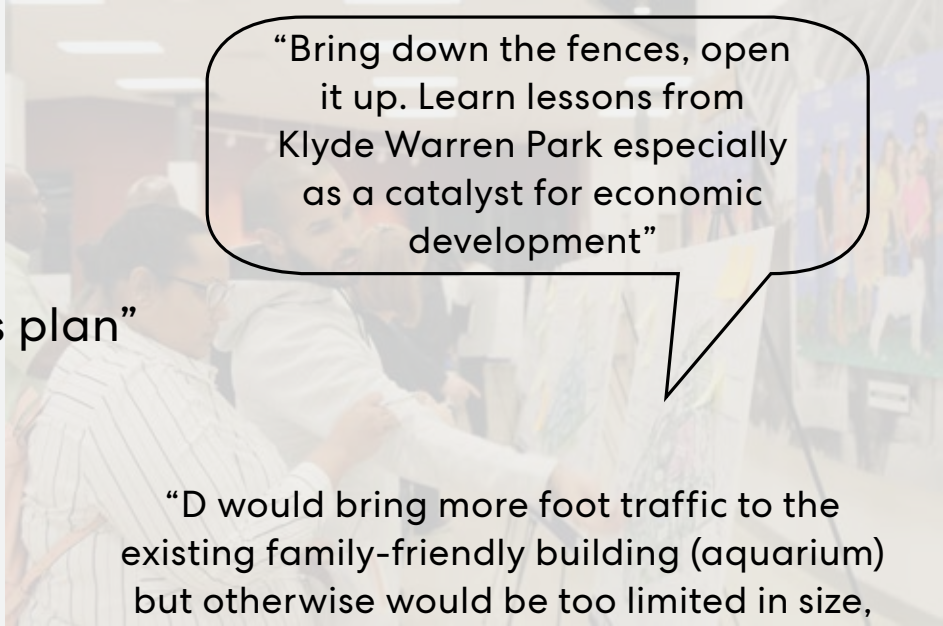
“This is our community’s ONLY family-friendly park and it has the infrastructure to be a safe haven daily, weekly for individuals and family. I’d like to see it become more livable.”

“I like this plan”

“Park option B – affordable healthy food trucks, designated relaxation area to help with mental health, trail with education of park plants”



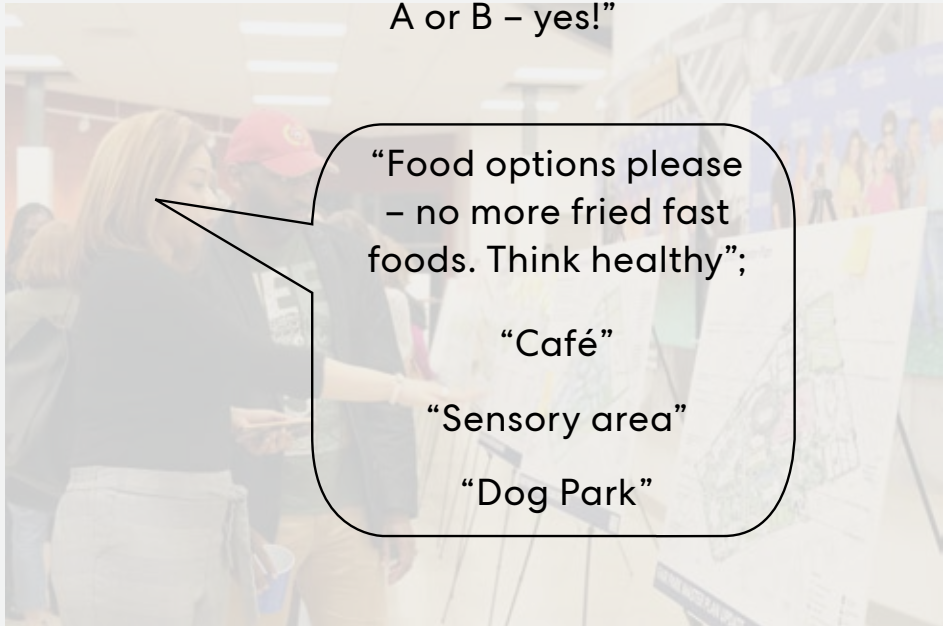
“Parks A, B, D – the more green space the better”



“Bring down the fences, open it up. Learn lessons from Klyde Warren Park especially as a catalyst for economic development”

“D would bring more foot traffic to the existing family-friendly building (aquarium) but otherwise would be too limited in size, create parking and traffic issues.

A or B – yes!”



“Food options please – no more fried fast foods. Think healthy”;

“Café”

“Sensory area”

“Dog Park”

Initial Concepts Community Conversation: Online Survey

- Survey asked questions about priorities based on master plan recommendations as well as preferences for Community Park locations
- **556 responses**
- Provided in English and Spanish



Neighborhood Meetings (BRV and In The City for Good)

PURPOSE: Engage the 24 neighborhoods and schools adjacent to Fair Park to share information and gather feedback related to the master plan update and the Community Park plan.

Over 541 Participants at 24 events !

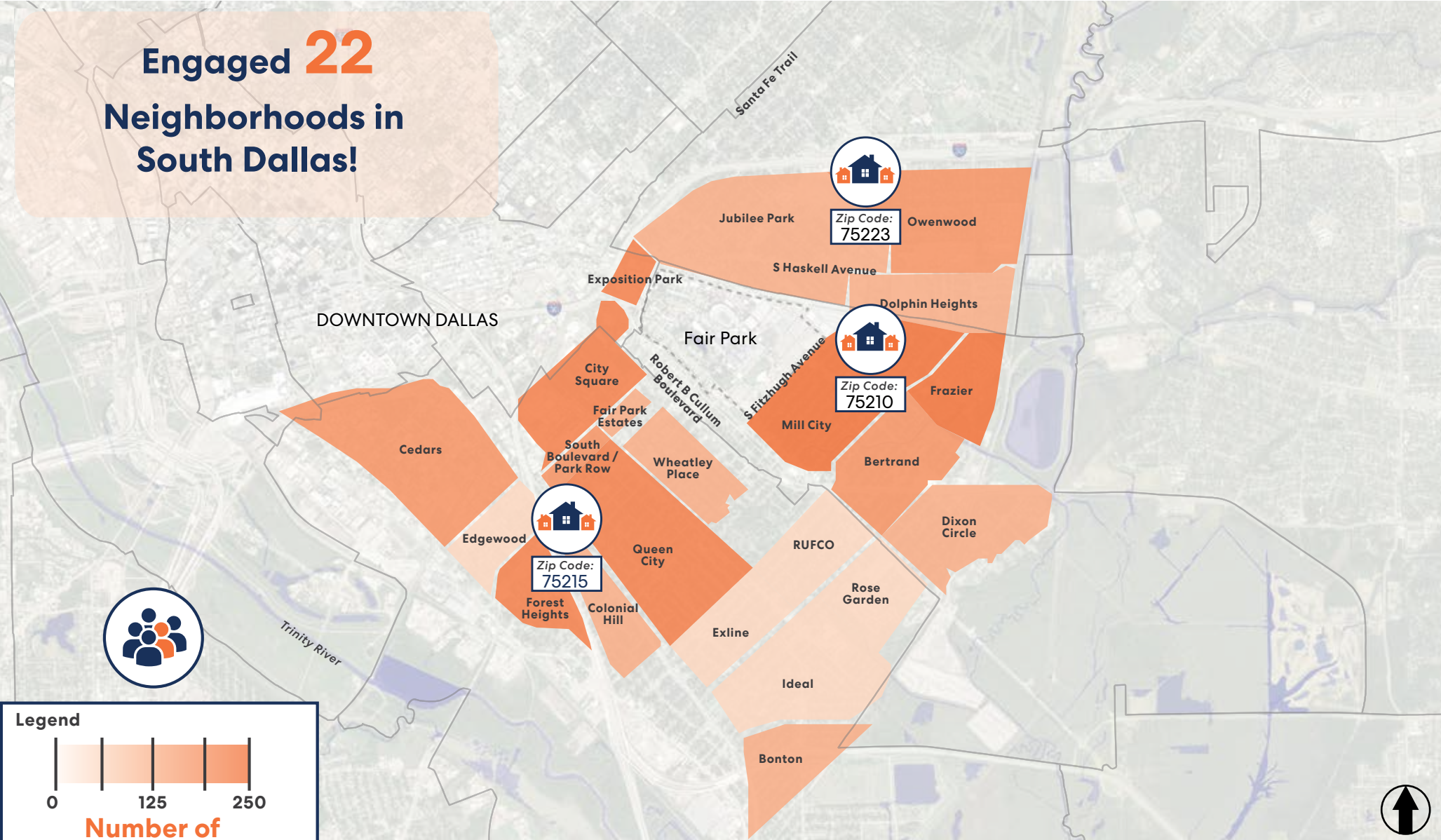
NEIGHBORHOOD ASSOCIATION MEETINGS SCHEDULE :

October 8: Park Row + South Boulevard Neighborhood Meeting
October 17: Mill City Community Meeting
October 24: St. Philips Community Meeting (cancelled due to inclement weather)
October 26: Queen City Neighborhood Association (cancelled due to inclement weather)
November 6: OM Roberts Elementary (Parents)
November 7: Bertrand Neighborhood Association
November 12: Frazier - Zan Wesley Holmes Jr Outreach Center
November 16: Dolphin Heights Neighborhood
November 21: St. Phillip's School and Community Center Meeting
November 23: Jubilee - East Dallas Church of Christ Feeding Event
November 26: Buckner Terrace Neighborhood
December 2: Owenwood Neighborhood Association
December 7: Colonial Hill Neighborhood Meeting
December 10: Wheatley Place Neighborhood Meeting
December 15: St. Luke's Concert (Owenwood)
December 17: Bonton Neighborhood Meeting (cancelled due to DISD public meeting)
December 17: South Dallas/Fair Park Coalition Meeting
December 18: Frazier Focus Group
December 19: Cedars Neighborhood Association
December 19: Christmas Dinner at Juanita Craft Recreation Center (Frazier and Mill City)
December 20: Noble Coyote Pop-Up (Expo Park)
January 8: Noble Coyote Pop-Up (Expo Park)
January 14: Deep Ellum Neighborhood Association
February 4: Greater Dallas Planning Council
February 5: CitySquare All-Staff Meeting
February 6: Fair Park Estates Neighborhood Meeting
February 18: Bonton Neighborhood Meeting

NEIGHBORHOODS



Neighborhoods and Individuals Engaged



Legend

0 | 125 | 250

Number of Individuals Engaged*

*Over 150 additional individuals from outside of the 75210, 75215, 75223 Zip Codes

— Zip Code Boundaries

Ongoing Conversation & Research

OTHERS

- “A NEW DALLAS”- I345/I30 Planning
- “THE LOOP” - Dallas Trails and Connectivity
- Mill Creek Drainage Relief Tunnel Project
- Preservation Dallas
- Landmark Commission
- Dallas Historical Society
- Dallas Park Board and Dallas Parks and Recreation
- Dallas Pride
- DISD Schools
- Dallas Innovation Alliance
- Texas Trees Foundation
- Coalition for A New Dallas
- Southfair Community Development Corporation
- East Dallas Chamber of Commerce
- Meadows Foundation
- Summerlee Foundation
- Communities Foundation of Texas
- SMU, Meadows School of the Arts
- Inspire Art Dallas
- Fair Park First
- BRV
- In the City For Good
- AIA/ADEX
- Greater Dallas Planning Council
- Dallas Black Chamber of Commerce
- DART
- City of Dallas Planning & Urban Design
- The Deep Ellum Foundation
- Texas Historical Commission
- Revitalize South Dallas Coalition
- Trinity Park Conservancy
- Big Thought
- Hoblitzelle Foundation
- Texas Commission on the Arts
- OAC
- City Manager’s Office
- Visit Dallas
- TREC
- The Dallas Citizens Council
- Trust for Public Land
- The Dallas Sports Commission
- TTIA
- Dallas Council Members and Appointees

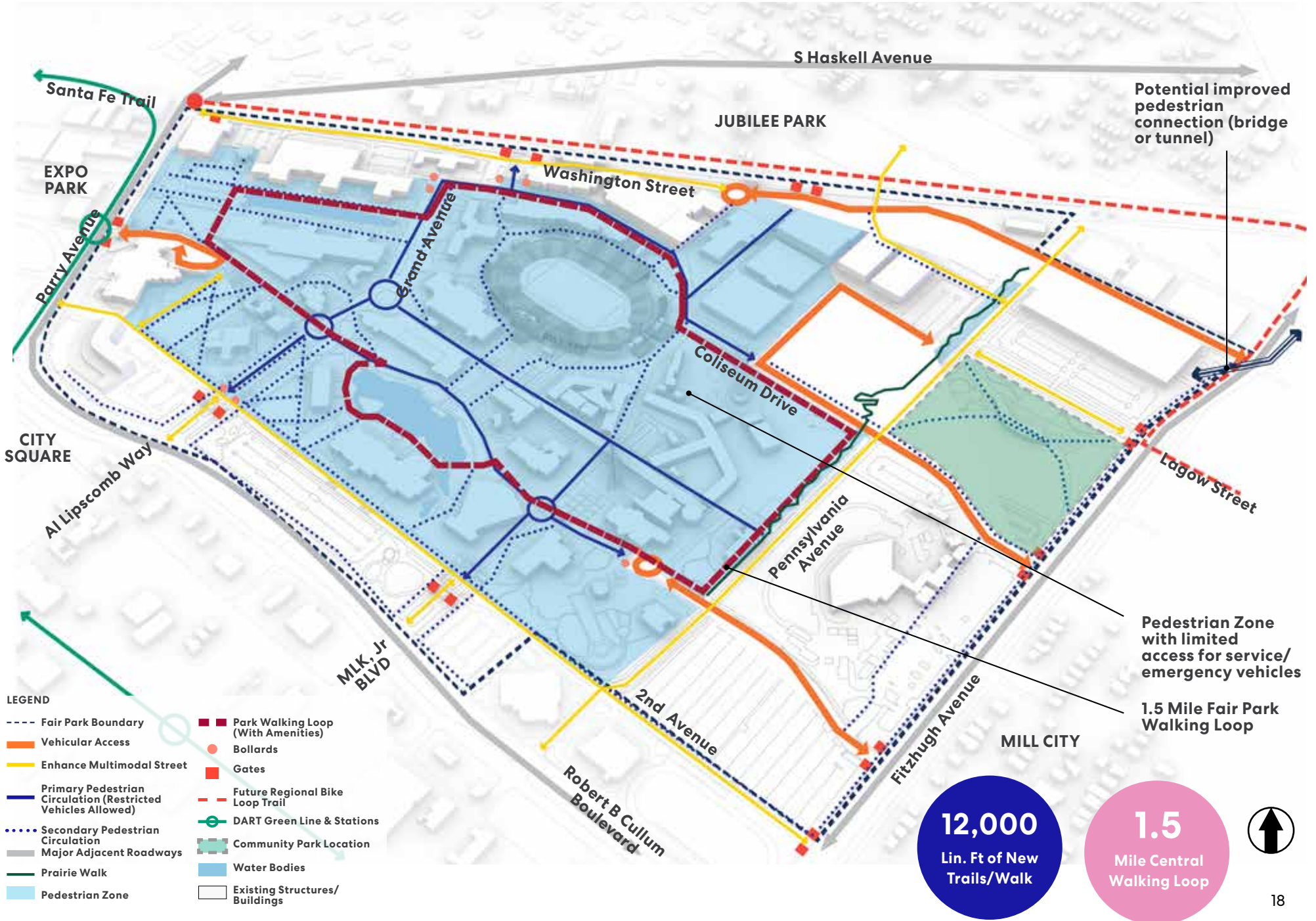




MASTER PLAN UPDATE

Access and Circulation

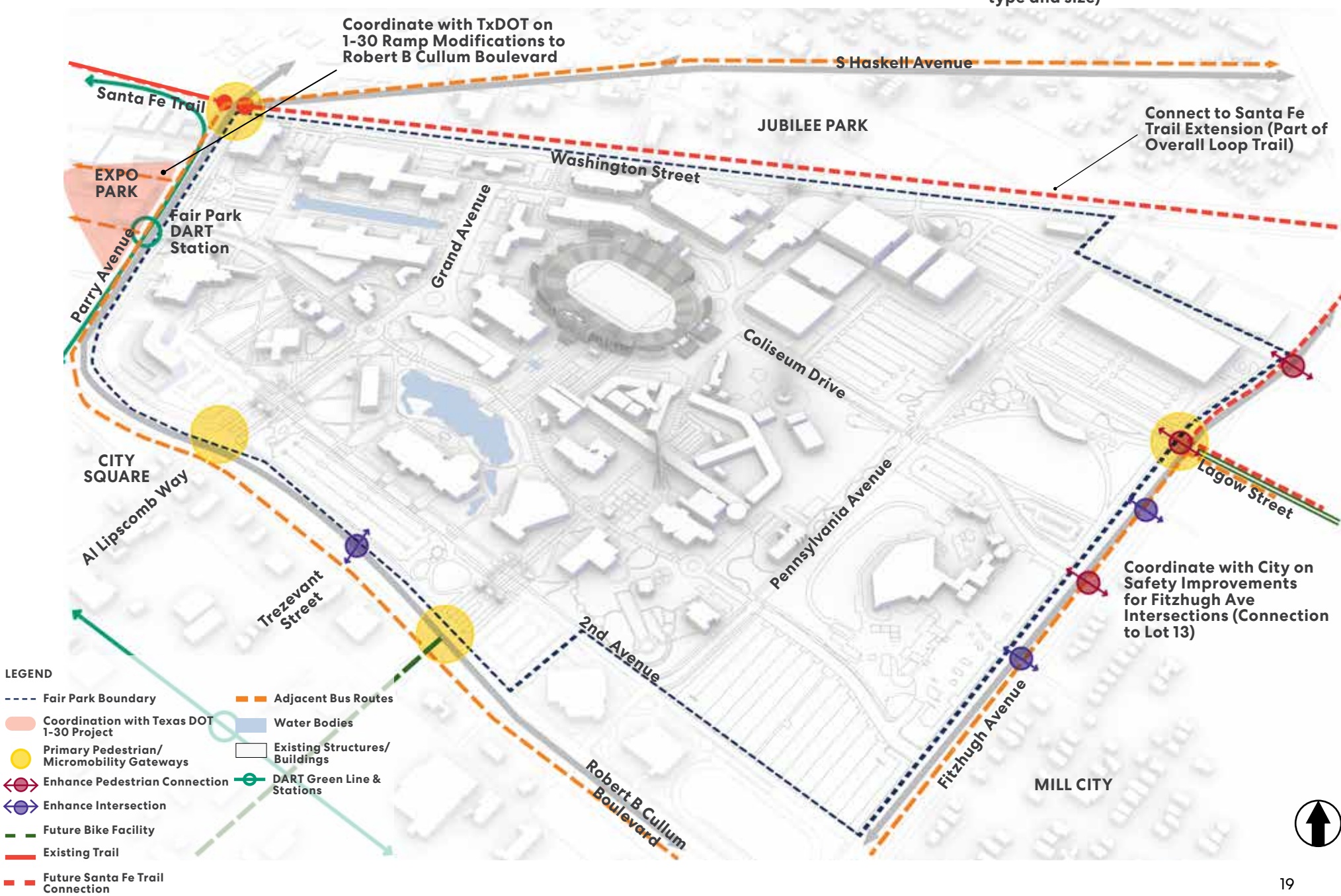
Fair Park Master Plan Update



Transit and Mobility

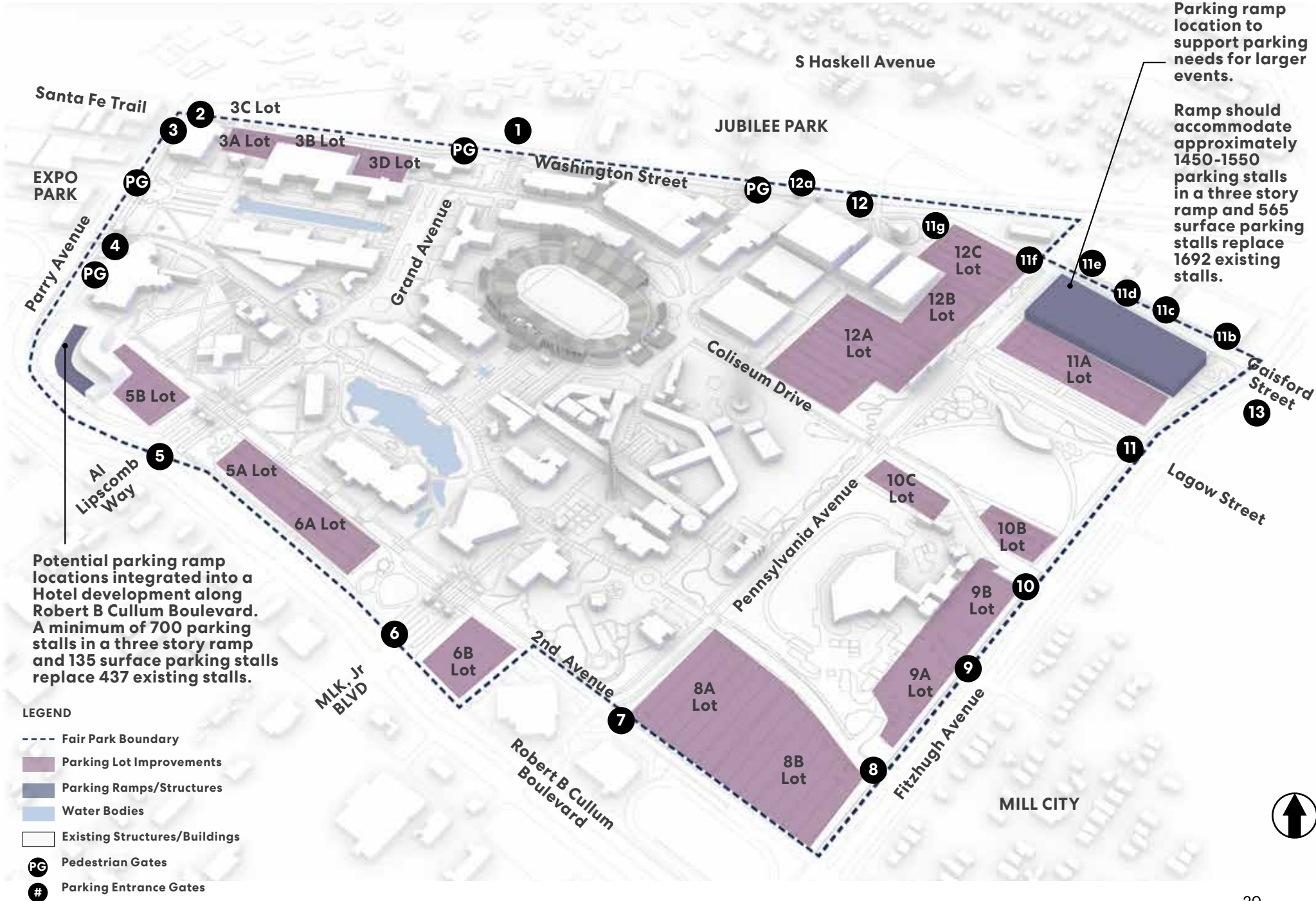
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Consider event-specific Transportation Network Company (TNC) pickup/drop-off coordination (TNC zones will vary by event type and size)



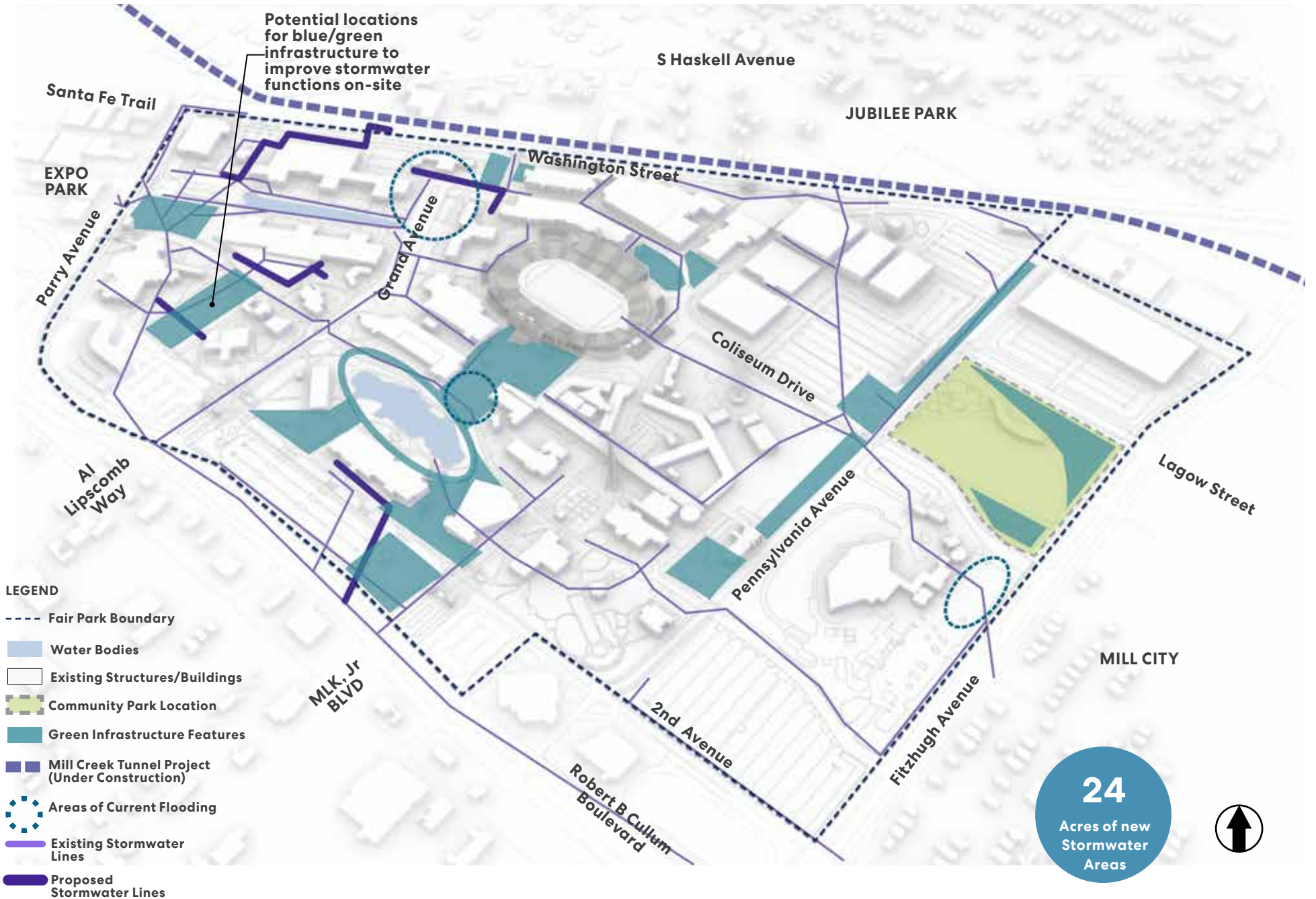
Parking Improvements

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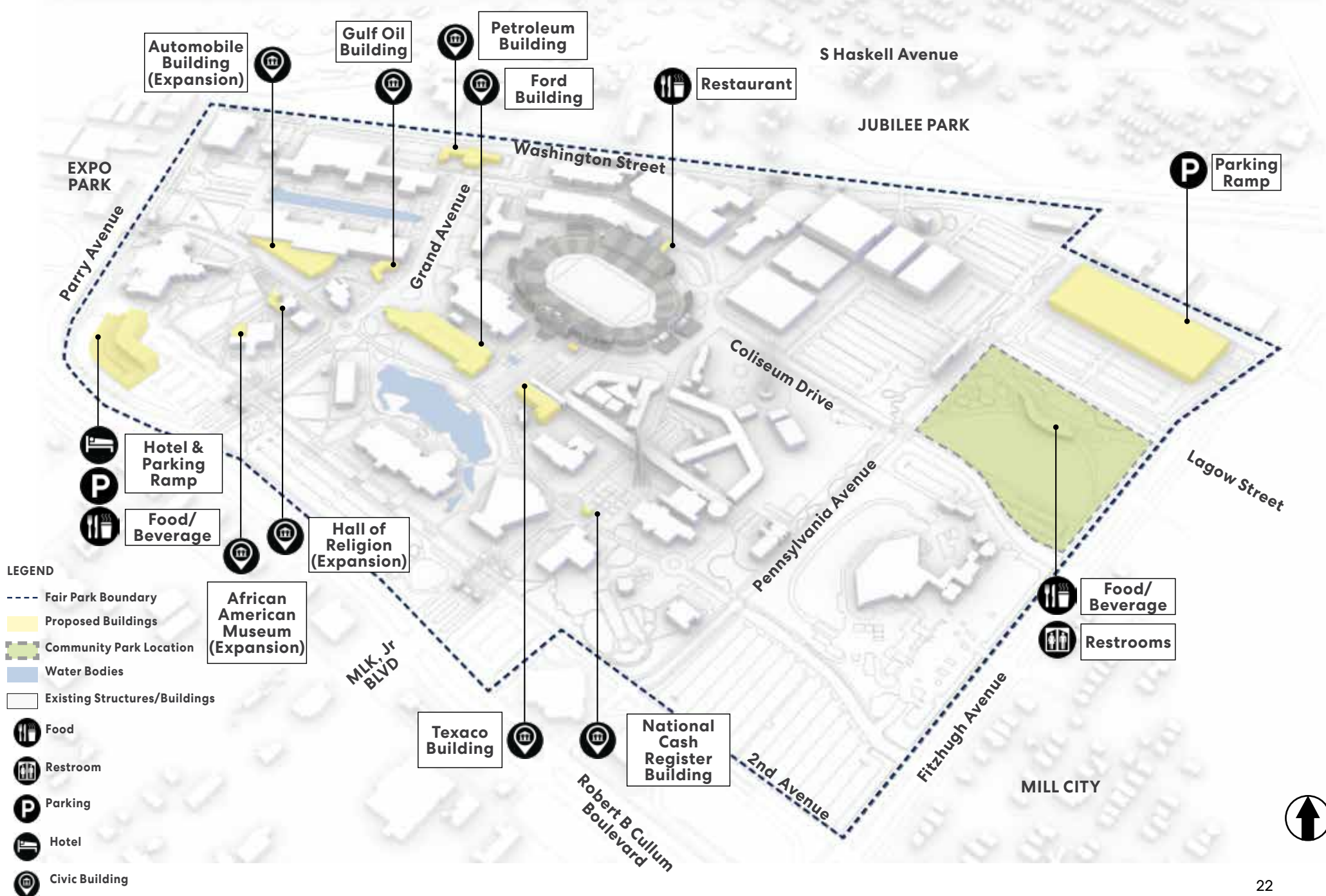
Blue Green Infrastructure

Fair Park Master Plan Update



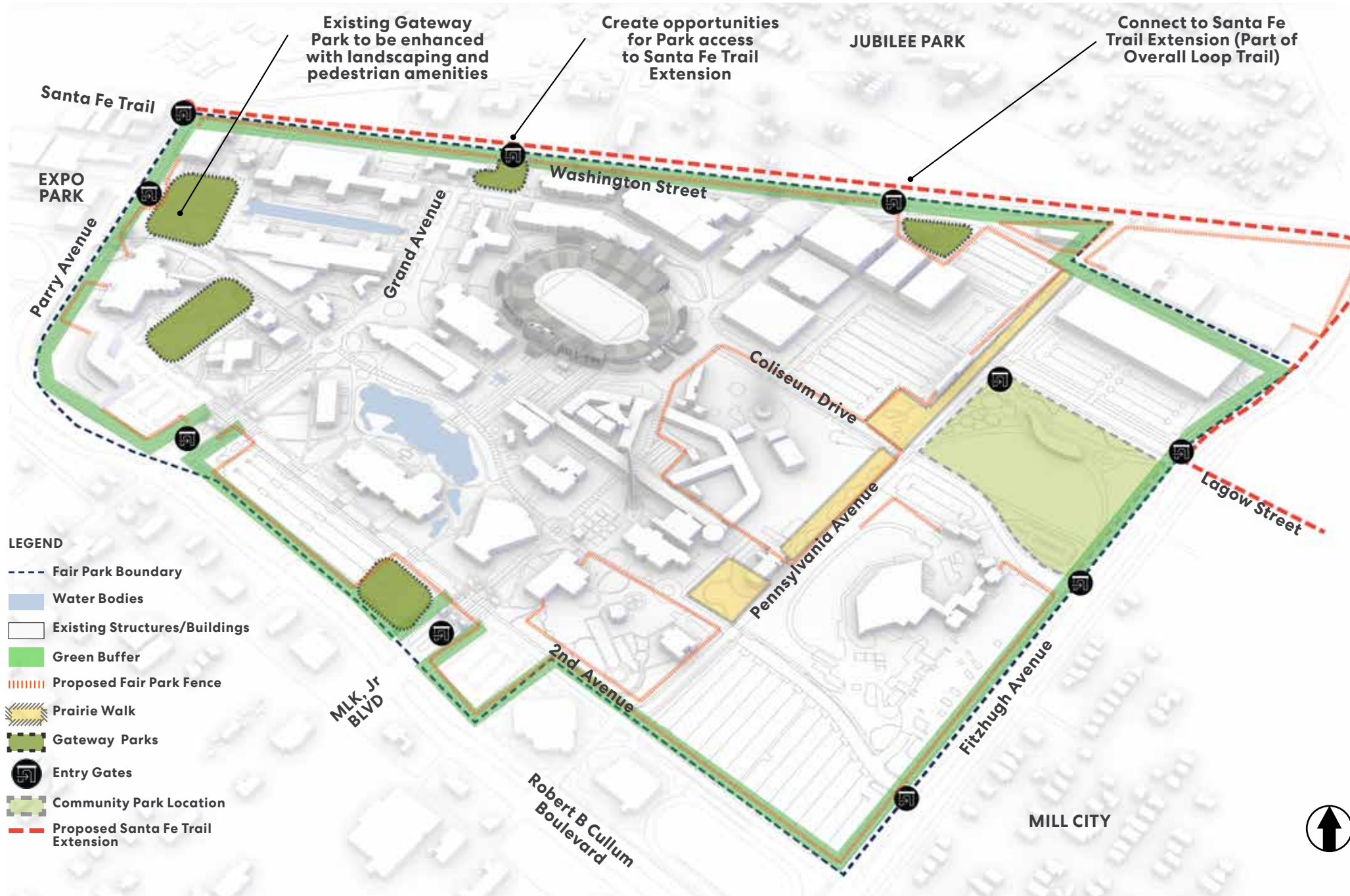
Proposed Buildings

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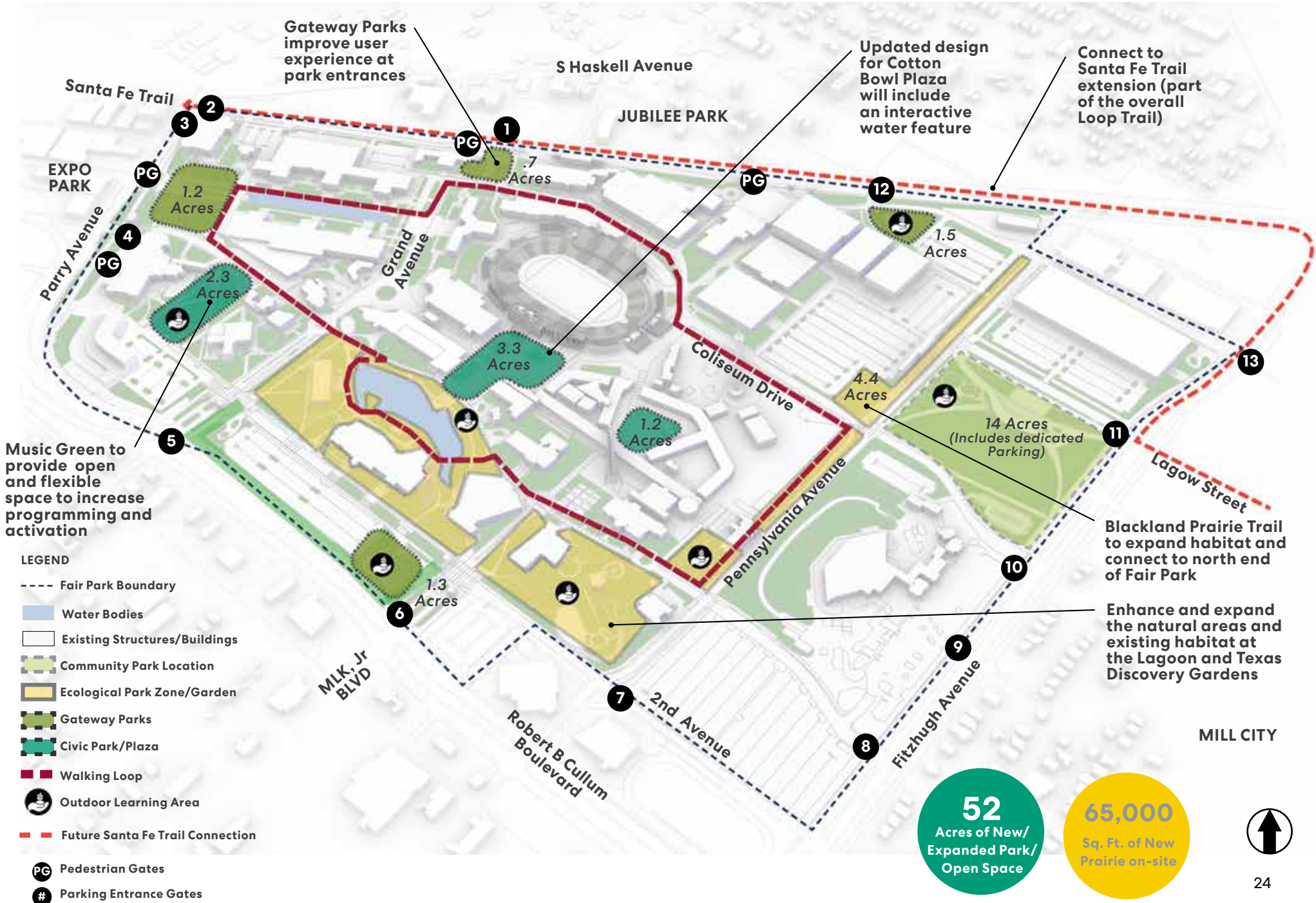
Park Edges

Fair Park Master Plan Update



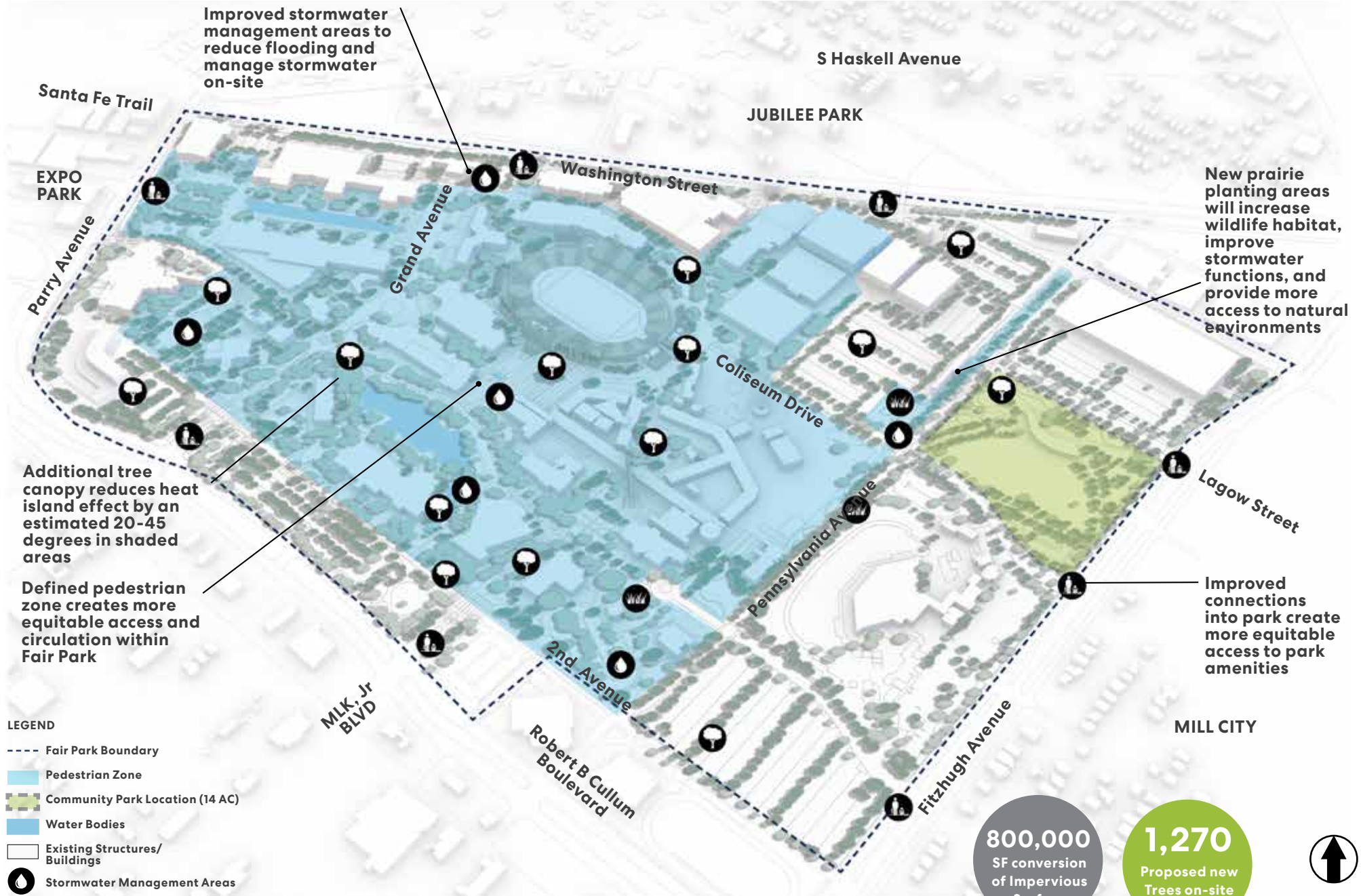
Parks and Open Spaces

Fair Park Master Plan Update



Park Resilience

Fair Park Master Plan Update



- LEGEND**
- Fair Park Boundary
 - Light Blue Pedestrian Zone
 - Green Community Park Location (14 AC)
 - Blue Water Bodies
 - White Existing Structures/ Buildings
 - Water Drop Stormwater Management Areas
 - Tree Canopy Areas Of Increased Tree Canopy
 - Person Icon Improved Pedestrian Access

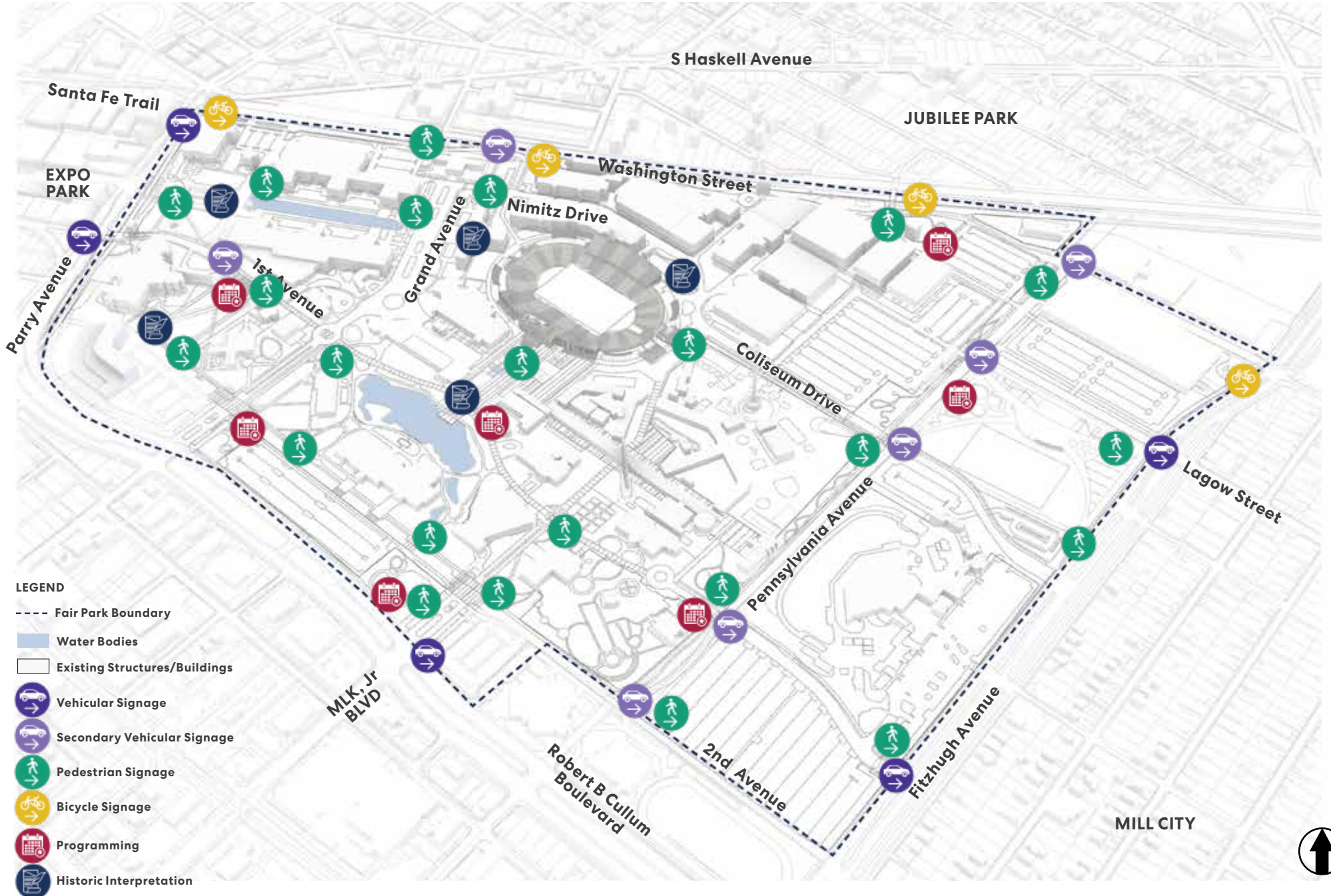
800,000
SF conversion
of Impervious
Surface

1,270
Proposed new
Trees on-site



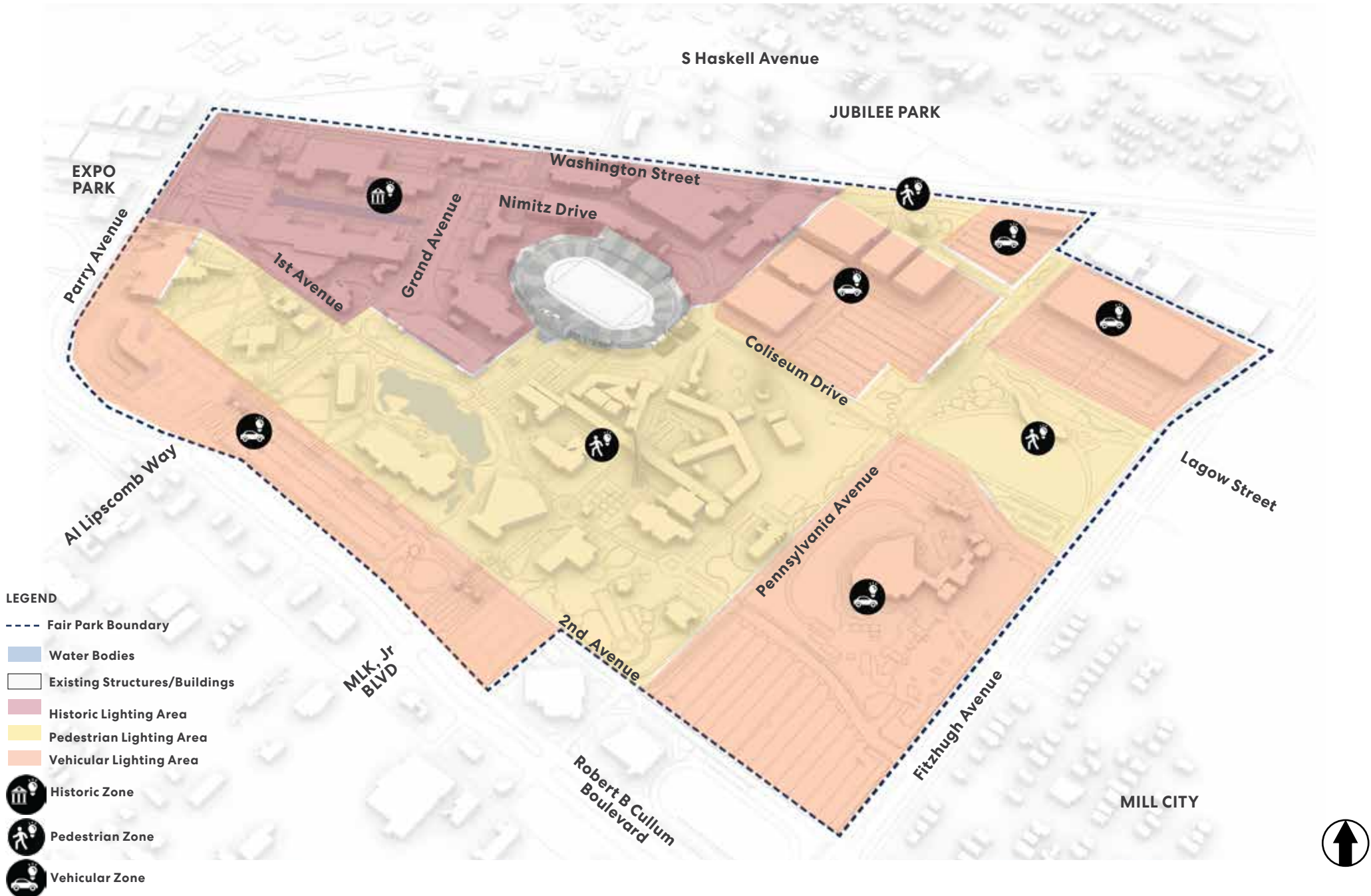
Park Wayfinding and Signage

Fair Park Master Plan Update



Lighting

Fair Park Master Plan Update



Fair Park Master Plan Update



New Gurley Gateway Park

Enhanced Landscaping

Enhancements to Esplanade and Court of Honor

Enhanced Open Space

New Music Green

New Hotel & Parking Ramp

Enhanced Open Space

Improved Pedestrian Connection

Improved Parking Lot Greening

Improved Midway Area

New MLK Gateway Park

Improved Entrance Gate

New Jubilee Gateway Park

Improved Public Realm Greening

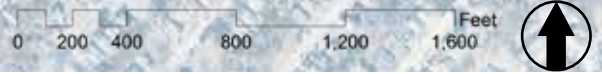
Blackland Prairie Trail

Blackland Prairie Park

Community Park

Improved Parking Lot Greening

Note: The Master Plan Update graphic represents some of the recommendations and not a comprehensive list of all improvements.



Master Plan Update Project Areas

Fair Park Master Plan Update



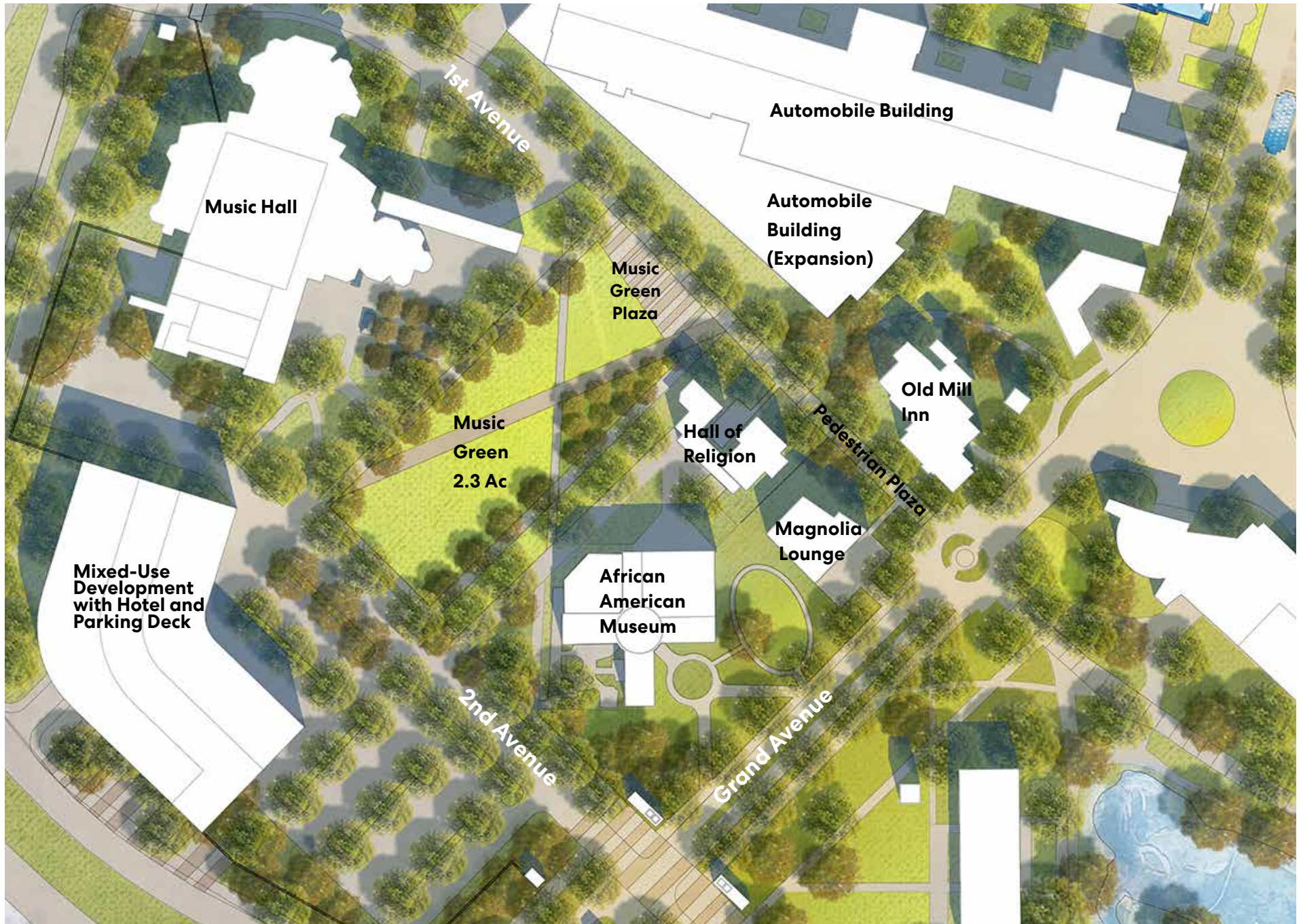
Museum Area

Fair Park Master Plan Update



Museum Area: Music Green

Fair Park Master Plan Update



Music Green

Fair Park Master Plan Update



Museum Area: Lagoon and Cotton Bowl Plaza

Fair Park Master Plan Update



Museum Area: MLK Gateway Park

Fair Park Master Plan Update



MLK Gateway Park

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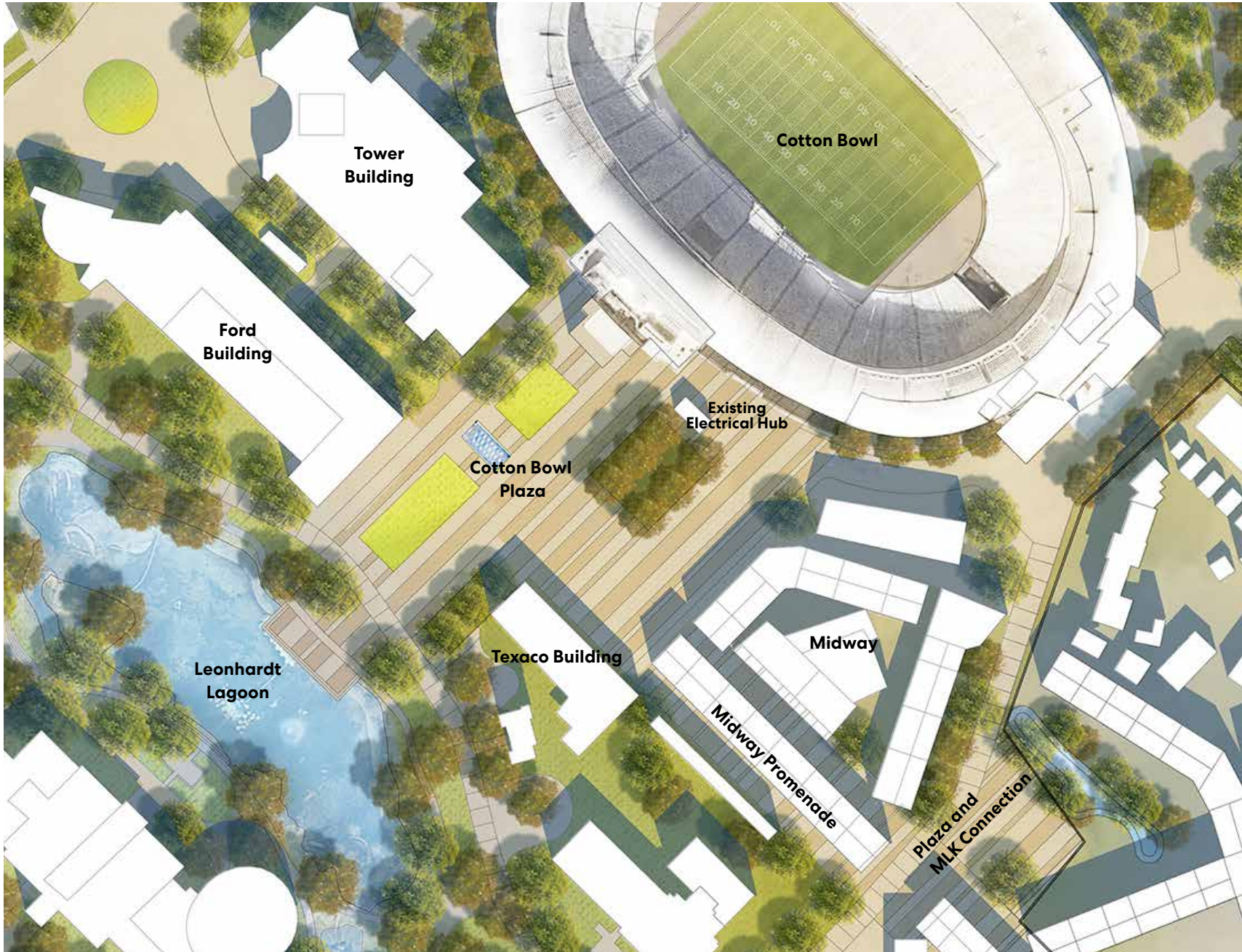
Festival Area

Fair Park Master Plan Update



Festival Area: Cotton Bowl Plaza

Fair Park Master Plan Update



Festival Area: Cotton Bowl Plaza

Fair Park Master Plan Update



Esplanade Area

Fair Park Master Plan Update



Esplanade Area Recommendations

Fair Park Master Plan Update



Agrarian Area

Fair Park Master Plan Update



Agrarian Area Recommendations

Fair Park Master Plan Update



Community Park Area

Fair Park Master Plan Update



Community Engagement - The Community Park

Fair Park Master Plan Update

Over 858 conversations in three community workshops and twenty four neighborhood meetings

Top desired park programs include:

splash pad, picnic shelter, accessible play, performance stage, game tables, & WiFi

Top park location vote-getters for park site is "B"

*see park map to the right for park locations



A 15.71%
B 65.42%
C .09%
D 14.21%
No Preference 4.58%

- Votes tally based on individual table groups at meetings completed so far in the process; additional meetings forthcoming
- Several groups voted to combine lots A and B (points were split between the two)
- One group voted to include the Music Green with Lot D (points allocated to Site D)



NEIGHBORHOOD PARK COMMUNITY WORKSHOP #1
 SEPTEMBER 25, 2019



NEIGHBORHOOD PARK COMMUNITY WORKSHOP #2
 OCTOBER 14, 2019



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING

"...would like to have a park that is multigenerational; "a park for everyone"

"post on multiple social media sites to spread the word better to make more people aware of the event."

"appreciate the fact that the feedback is being listened to"

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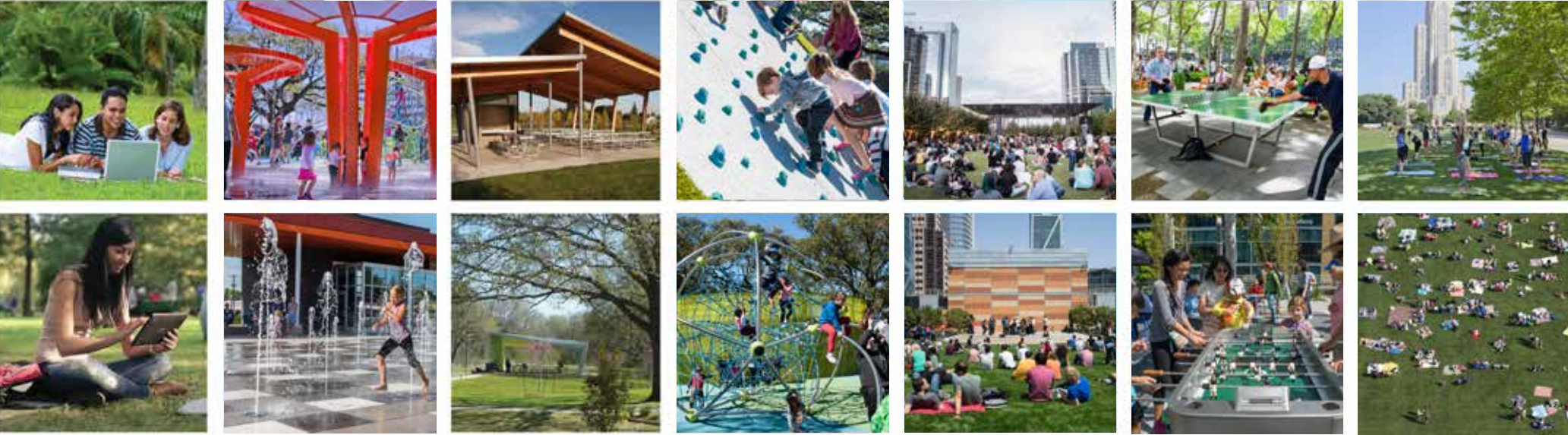
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Potential Community Park Programming

Fair Park Master Plan Update

						
WIFI	Splash Pad	Picnic Shelter	Accessible Play	Performance Area	Game Tables	Flex Field / Open Lawn



Attributes N/A	Improvements include water feature, hardscape and mechanical	Multiple sized structures with a variety of amenities	Multiple structures for different ages and abilities	Small or large performance area	Multiple game tables and configurations	Large flex lawn to accommodate recreation sports
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Additional Desired Programming: Dog Park, Fitness Trail, Food and Beverage, Restrooms, Tot Lot

Community Park Design Principles

Fair Park Master Plan Update

LOCATION:

- Community Park preferred location needs to allow for 365 day/year access (outside of the “pay” fence during the State Fair of Texas)
- Location should create a new activity anchor/node within Fair Park to draw more people to the park on a daily basis
- Location should energize portions of Fair Park that are currently underutilized
- Park should bring green space to portions of Fair Park that are currently lacking green space
- Community Park should complement and enhance other green spaces and connections being developed as part of the Master Plan Update
- Community Park needs to be located close to the adjacent residential neighborhoods to allow for easy access
- Community Park should be located in close to proximity to dedicated public parking
- Multi-modal connectivity to the Park should be accessible and attractive
- Entry to Park should provide for safe and welcoming access
- Park should complement and enhance other institutions on site to the extent possible
- To the extent that the Community Park removes parking for other site institutional uses or events, the parking that is removed will need to be mitigated
- Park should complement and work together with other improvements included in the Master Plan Update

PROGRAMMING:

- Community Park needs to provide daily programming and activation to ensure diversity in use and users (neighborhood/City residents to children/adults/seniors)
- Park should be designed to allow for flexible programming, pop-up events and neighborhood activities to support a wide variety of different user groups
- Programming should extend the use of the Park to create a safe environment all day/night and throughout the year
- Community Park should meet the recreational and leisure needs of the surrounding community

DESIGN:

- Community Park needs to be sized appropriately to accommodate the desired program elements of the park (playgrounds, flex lawn/field, performance venue/area, naturalized areas, picnic shelter(s), walking trail/loop, game tables, splash pad, dog park, restrooms and food/beverage)
- Community Park should be appropriately sized to feel active, vibrant, and inhabited
- Park program elements need to create synergy between uses/activities
- Park needs to meet (and/or exceed) any City of Dallas requirements for neighborhood parks and regulatory requirements for stormwater, lighting, etc.
- Community Park should be designed to improve quality and quantity of tree canopy coverage and stormwater/naturalized areas
- Park needs enhanced park “edges” to improve pedestrian experience and create a “welcoming” environment
- Park design should reinforce the desired values and characteristics of the residents of adjacent neighborhoods to create an authentic City of Dallas experience. (area should be most attractive to East and South Dallas but should not ignore capability to be Citywide and regional draw – this is necessary for daily use and philanthropy).

Community Park Decision Matrix

Fair Park Master Plan Update

Selection Criteria	Park Site A	Park Site B	Park Site C	Park Site D	Other Park Site
(Points 5= yes definitely, 4 - yes somewhat, 3 - somewhat, 2 - maybe, 1 - very little, 0 -no)					
Park creates enhanced park "edges" to improve pedestrian experience and create a "welcoming" environment	4	5	3	3	
Park located near adjacent residential neighborhoods to allow for easy access	4	5	2	3	
Park located near area of greatest needs (underserved neighborhoods with large density of housing)	4	5	2	3	
Park location allows for flexible programming, pop-up events and neighborhood activities to support a wide variety of different user groups	4	4	2	3	
Park location will receive highest intensity of use (located near neighborhoods with high populations of school aged children)	4	5	2	3	
Park location provides for safe and welcoming access to the Park	3	4	3	4	
Park location will reinforce the desired values and characteristics of the residents of adjacent neighborhoods to create an authentic City of Dallas experience	3	5	3	4	
Park location to improve the recreational and leisure needs of the surrounding community	4	5	3	4	
Park brings (surface) porosity to area of Fair Park with greatest current extent of impervious surface	4	5	2	0	
Immediate adjacency to Santa Fe trail extension	5	5	3	0	
Location allows for 365 day/year access	4	5	4	2	
Location creates a new activity anchor/node within Fair Park to draw more people to the park on a daily basis	3	5	2	0	
Location should be in close proximity to ample dedicated public parking	5	5	3	2	
Location should complement and enhance other institutions on site to the extent possible	2	3	1	5	
Location should complement other master plan improvements	3	3	2	3	
Location should be in close proximity to other park amenities	0	1	2	3	
Location should be close to accessible transit	0	0	1	3	
Park size accommodates the desired program elements of the park	4	5	3	1	
Park sized to feel active, vibrant, and inhabited	4	5	2	2	
Park size allows synergy between uses/program/activities	3	4	2	2	
Park size allows it to meet (and/or exceed) any City of Dallas requirements for neighborhood parks	4	5	3	2	
Park size allows it to meet (and/or exceed) stormwater regulatory requirements	5	5	4	3	
Park size will allow for improved quality and quantity of tree canopy coverage	4	5	3	2	
ENGAGEMENT	16%	65%	0%	14%	5%
Preferred Park location based on public input (points based on percentage of preference out of 100 total points)	16	65	0	14	5

Community Park

Fair Park Master Plan Update



Parking Deck

Shared Parking

Blackland Prairie Trail

Pennsylvania Avenue

Naturalized Plantings

Children's Play

Interactive Water Feature

Naturalized Plantings

Stormwater/Natural

Lagow Street

Community Gathering

Community Pavilion

Naturalized Plantings

Exposition Avenue

Community Commons

Civic Lawn

Stormwater/Natural

Shared Parking

Remembrance Lawn/Gardens/Public Art

Stormwater/Natural

Fitzhugh Avenue

Park Parking - 75 stalls

Park: Approximately 11 acres
Parking: Approximately 2 acres
Public Realm Area: Approximately 1 acre



The rendering represents a Community Park concept that was developed based on community input. A final Community Park design will be developed in a separate design process.

Community Park

Fair Park Master Plan Update



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Community Park

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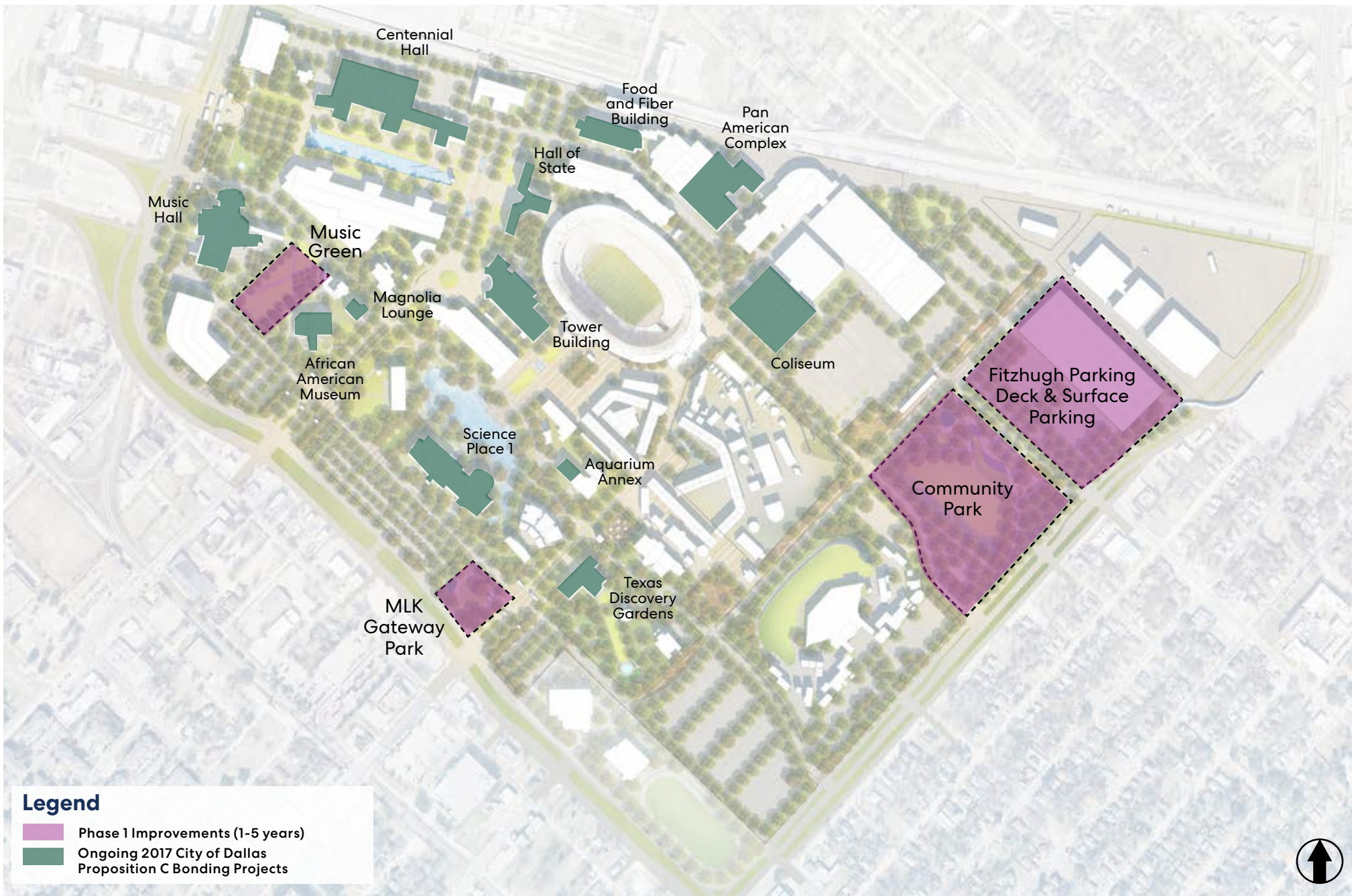
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PROJECT PHASING



Master Plan Update: Preliminary Phasing

Fair Park Master Plan Update

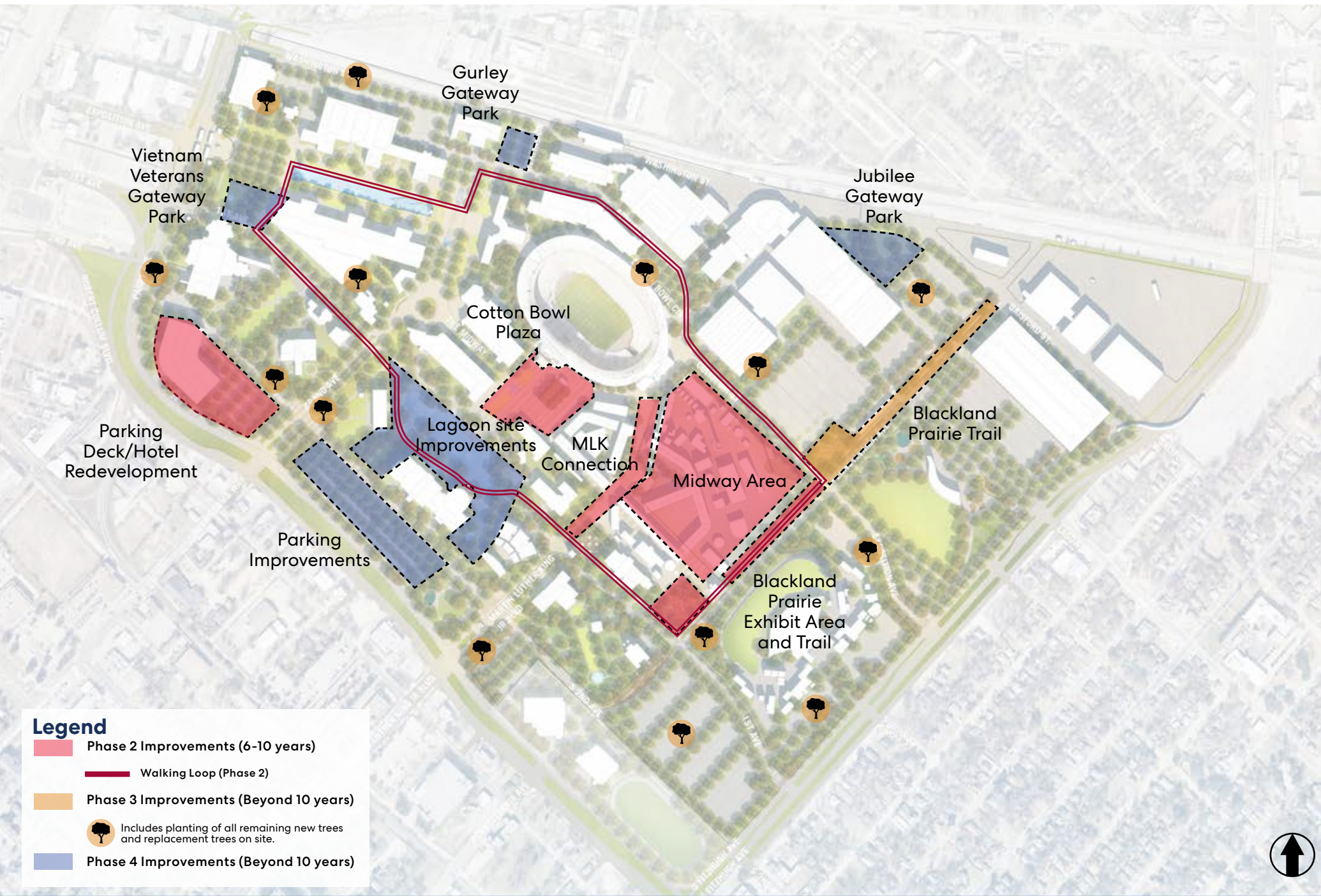


Phase 1 Improvements: 1 to 5 years



Master Plan Update: Preliminary Phasing

Fair Park Master Plan Update



Future Phases: 6 to 20 years



QUESTIONS

Perkins&Will