

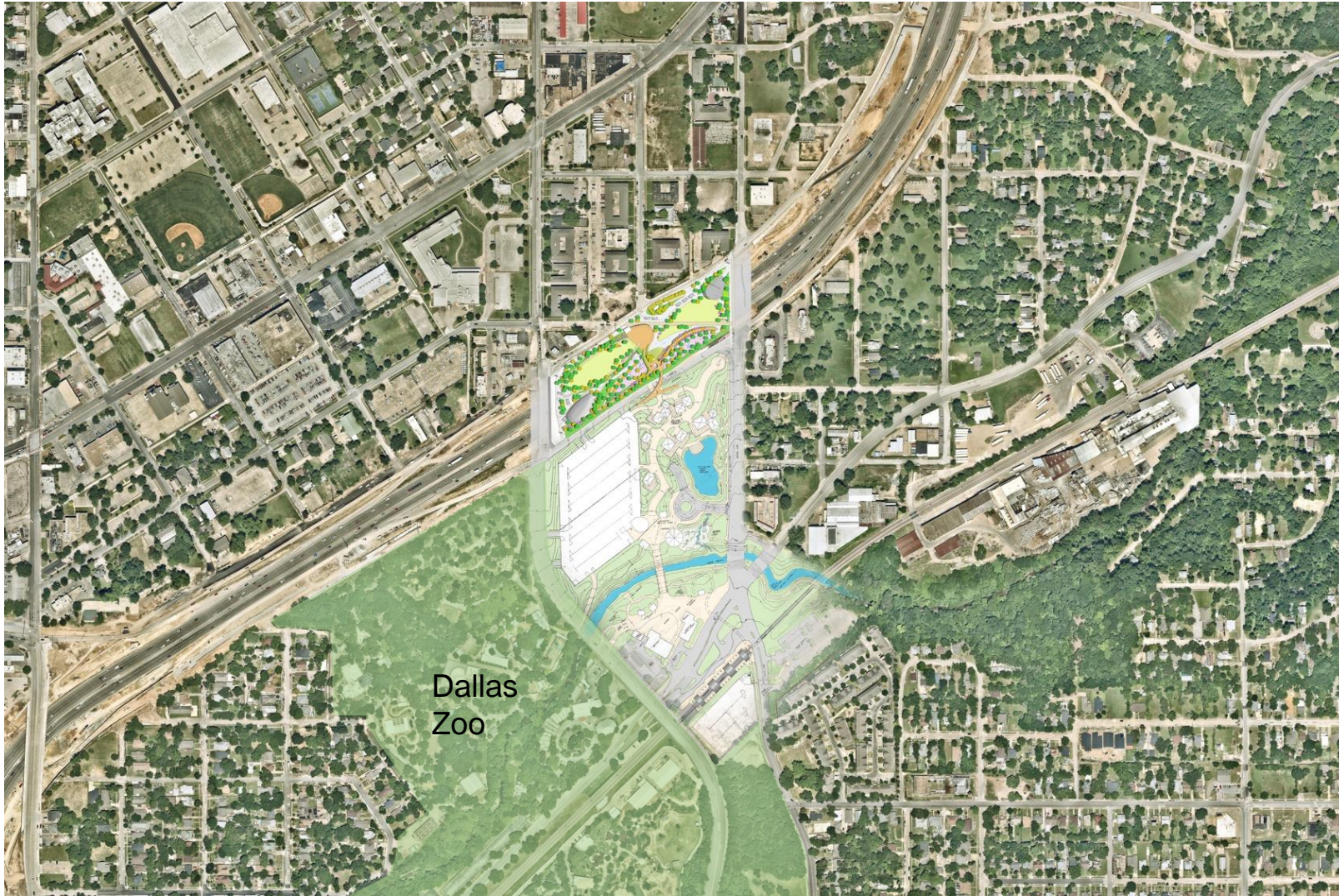
# Southern Gateway Park

Dallas Park & Recreation Department

January 14, 2021



# Mission: Park With A Purpose



# Connectivity



# Board of Directors

Mike Gruber, Chairman

Lester Houston, Vice Chairman

Mike Ablon

Marilyn Augur

Edwin Cabaniss

Paul Carden

Stacey Covitz

Michael Davis

Alan Dorantes

Barry Hancock

Marvin Jackson

Tina Luna

Brentt Shropshire

Roddrick West

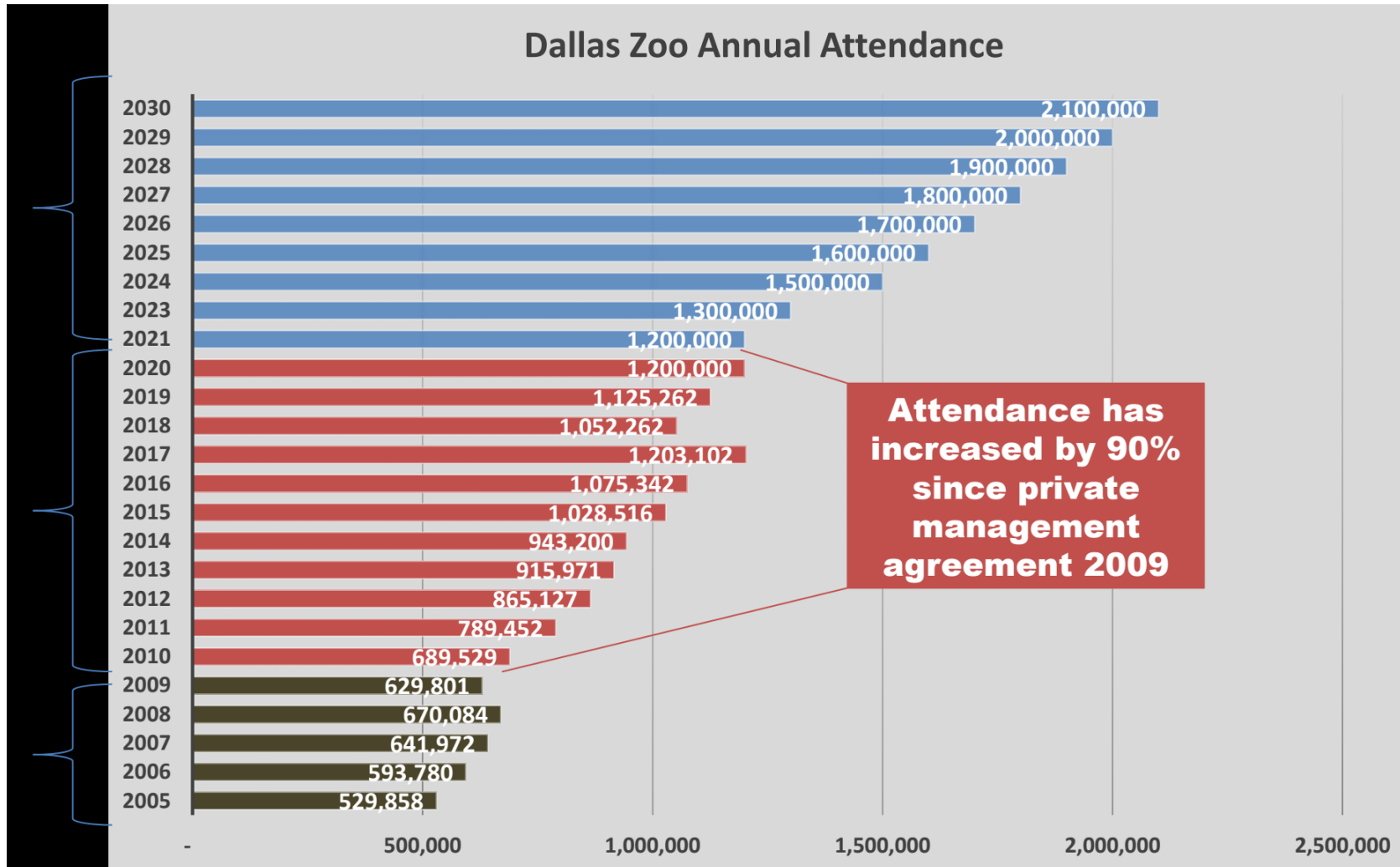
Philip Wise

April Allen, Ex-Officio

# Public/Private Partnership



# Synergy with Dallas Zoo



# Team

## HKS

Architecture, Urban Design,  
Interior Design & Structural Engineering



**STRATEGIES**  
Public Engagement

## swa

Landscape Architecture



Civil & Traffic Engineering



**Priority Group, Inc.**

TxDOT Liaison



**Bjerke  
Management  
Solutions, Inc**

&

&



*C-Suite*

Equitable Development Plan



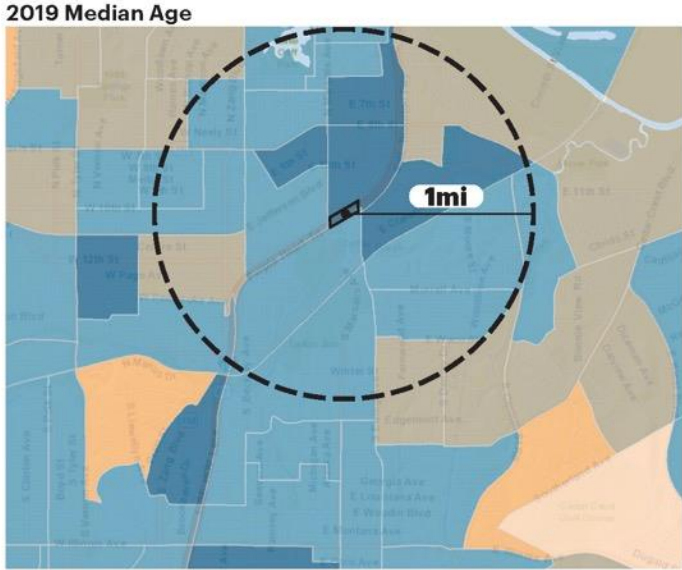
# Infrastructure of Opportunity



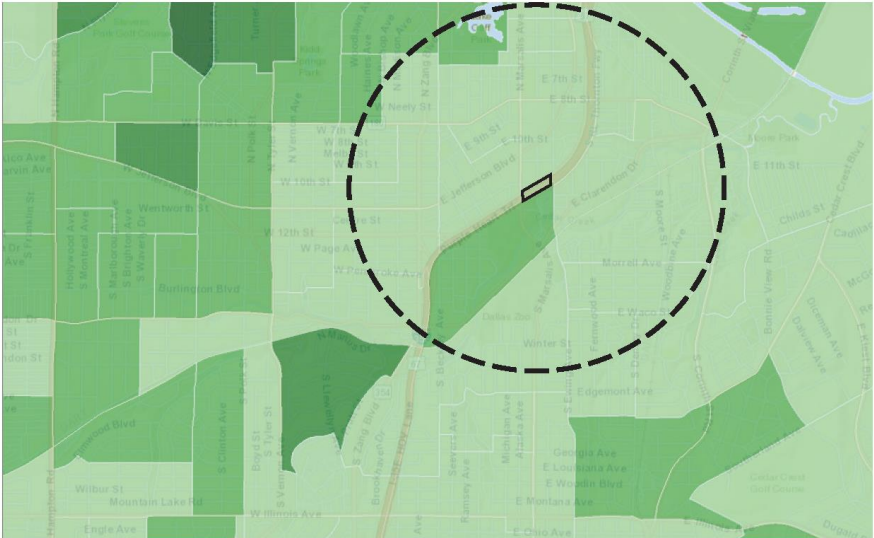


# Community Demographics

**36.2%**  
Under 25 years of age



- 53-86 years of age
- 45-53 years of age
- 36-45 years of age
- 28-36 years of age
- 0-28 years of age

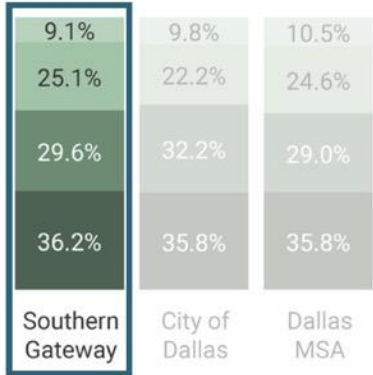


- \$152,300 - 386,900
- \$106,400 - 152,300
- \$60,600 - 106,400
- \$14,700 - 60,600
- \$0 - 14,700

2019 Average Household Income

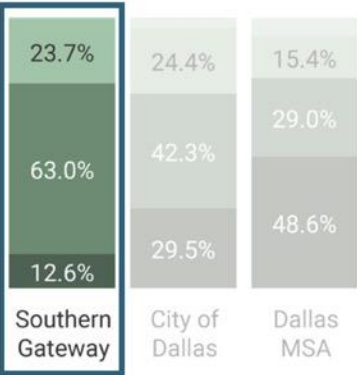
### Age Groups

- Under 25
- 25 to 44
- 45 to 64
- 65 and over



### Race & Ethnicity

- White
- Hispanic
- Black
- Asian
- Other

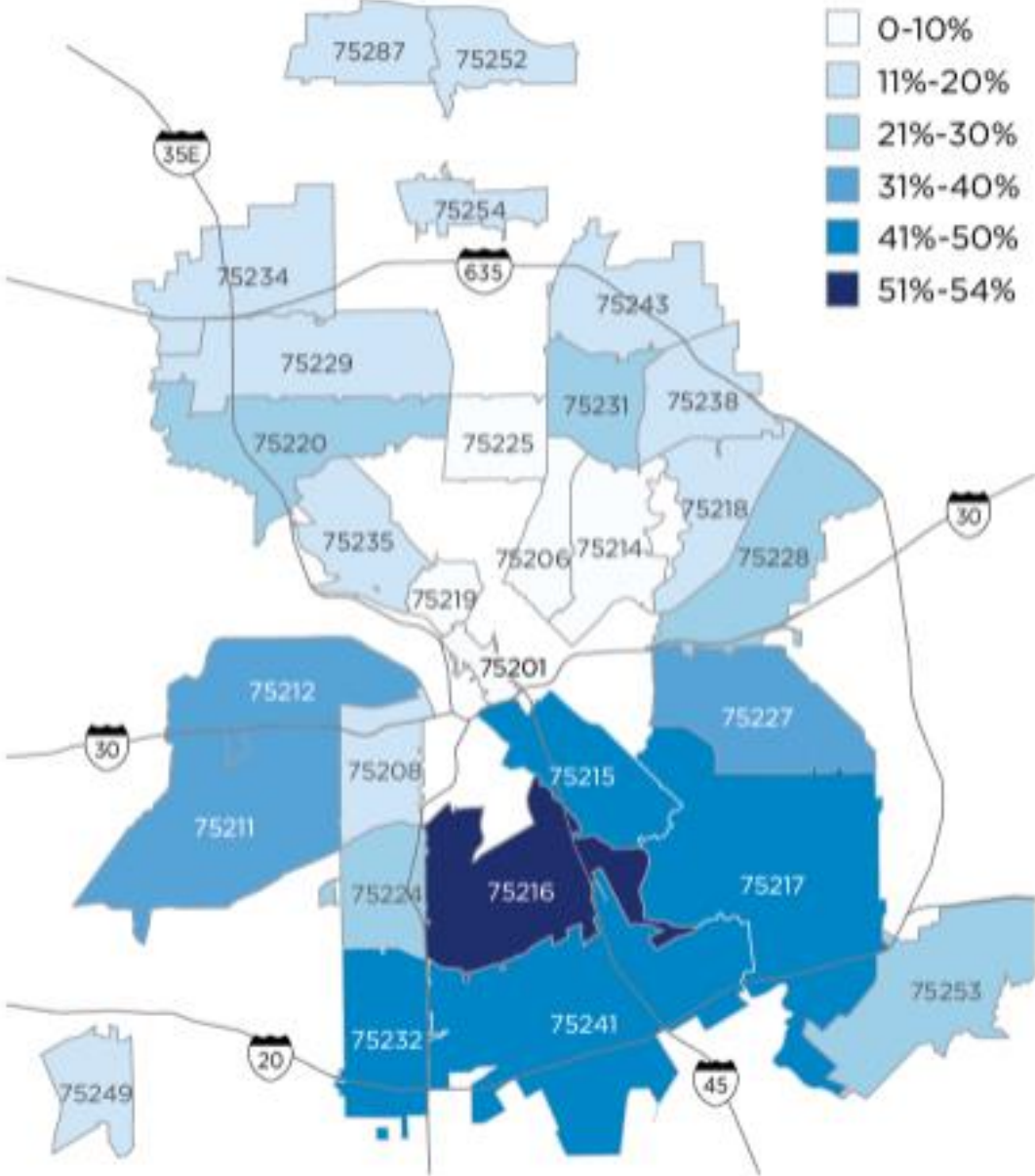


### Education



Source: Dallas Economic Development, Opportunity Zone Prospectus, September 2019

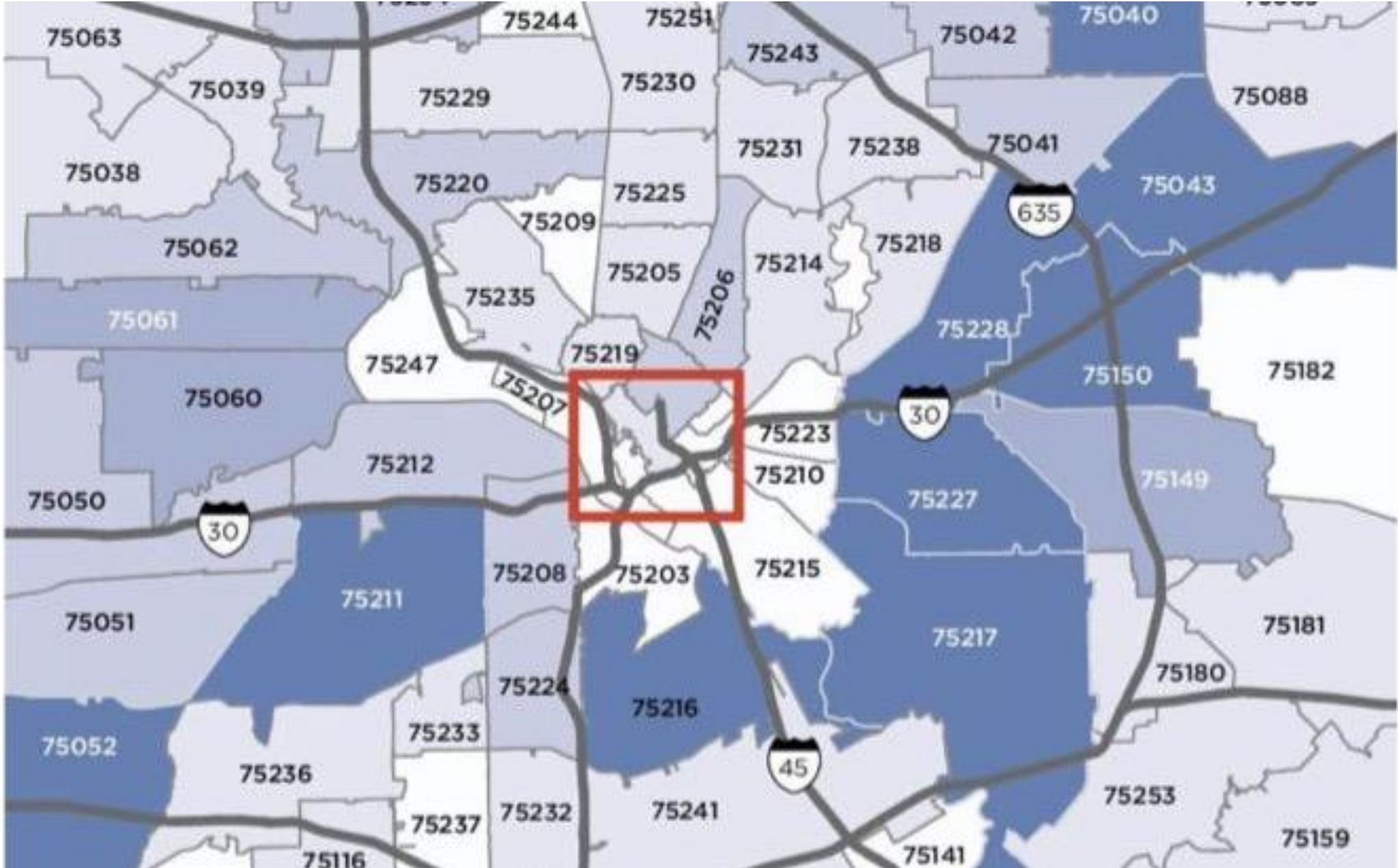
# Households without internet access



SOURCE: City of Dallas, using U.S. Census Bureau data

Laurie Josephy/Staff/STL

# COVID-19 in Dallas County



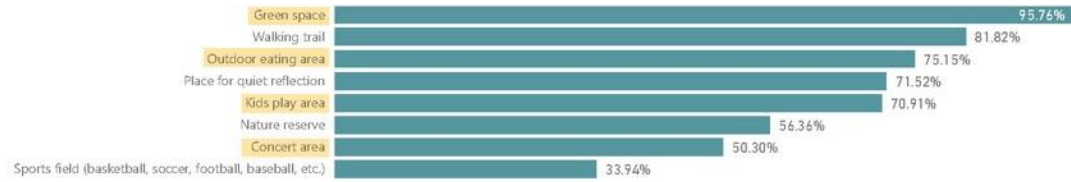
# Equity and Design

The Southern Gateway Equitable Development process is one of several initiatives that will inform the use, design, and impact of the future park. The plan will focus on the park's overall impact on the surrounding neighborhoods and residents in six key areas of interest:

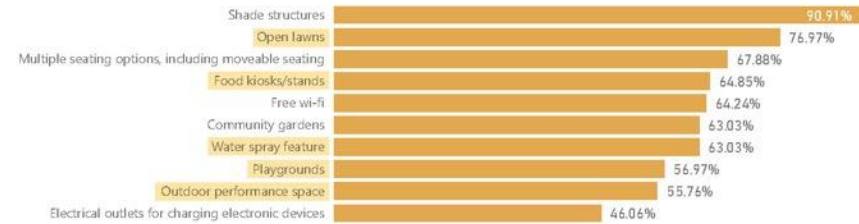
- History + Culture
- Health + Wellness
- Educational Opportunities
- Economic Development
- Diverse Housing Options
- Safe + Stable Neighborhoods

# Survey input for park design and programming

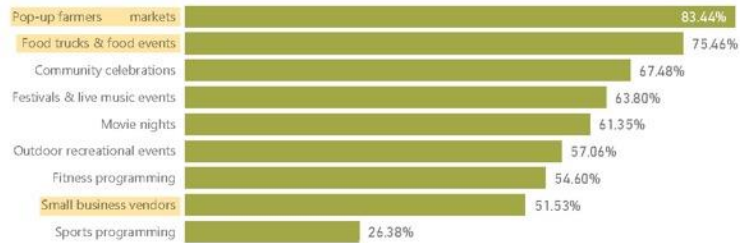
## HOW WOULD YOU DEFINE A PARK?



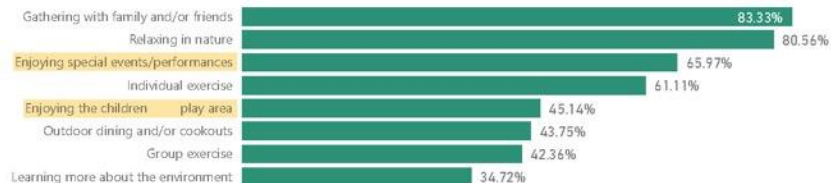
## WHAT TYPE OF FEATURES DO YOU LIKE TO SEE IN THE PARK?



## WHAT TYPE OF ACTIVITIES WOULD YOU LIKE OFFERED AT THE PARK?



## HOW WOULD YOU LIKE TO USE THE NEW PARK?

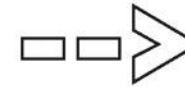


## PHASE 1 PRIORITIES

CHILDREN'S PLAYGROUND

OPEN LAWN

MULTI-USE PAVILION / RETAIL SPACE / INCUBATOR



PERFORMANCE PAVILION

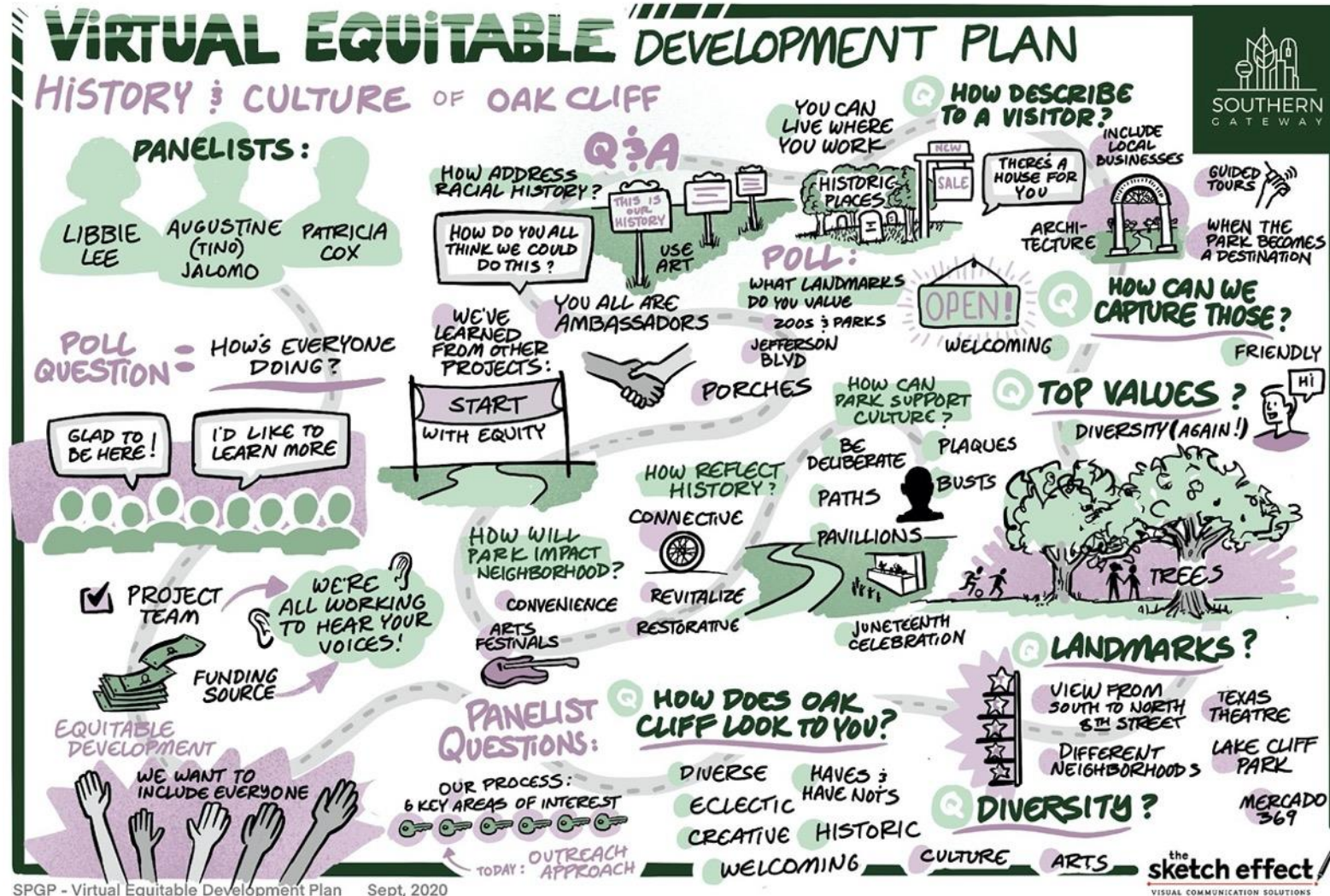
INTERACTIVE WATER FEATURES

EVENTS & POP-UP MARKETS

FOOD SERVICE

LAND BRIDGE CONNECTION TO ZOO

# Community Engagement



# Design Goals



GATEWAY TO DALLAS



DISTINCTLY OAK CLIFF



RESPONSIVE TO PUBLIC REALM



SOCIALLY & ECONOMICALLY  
**EQUITABLE**



INTEGRATED WITH DALLAS ZOO



INTEGRATED WITH NEIGHBORHOOD



ACCESSIBLE & CONNECTED

# Design Influences



TEXTURE  
COLOR





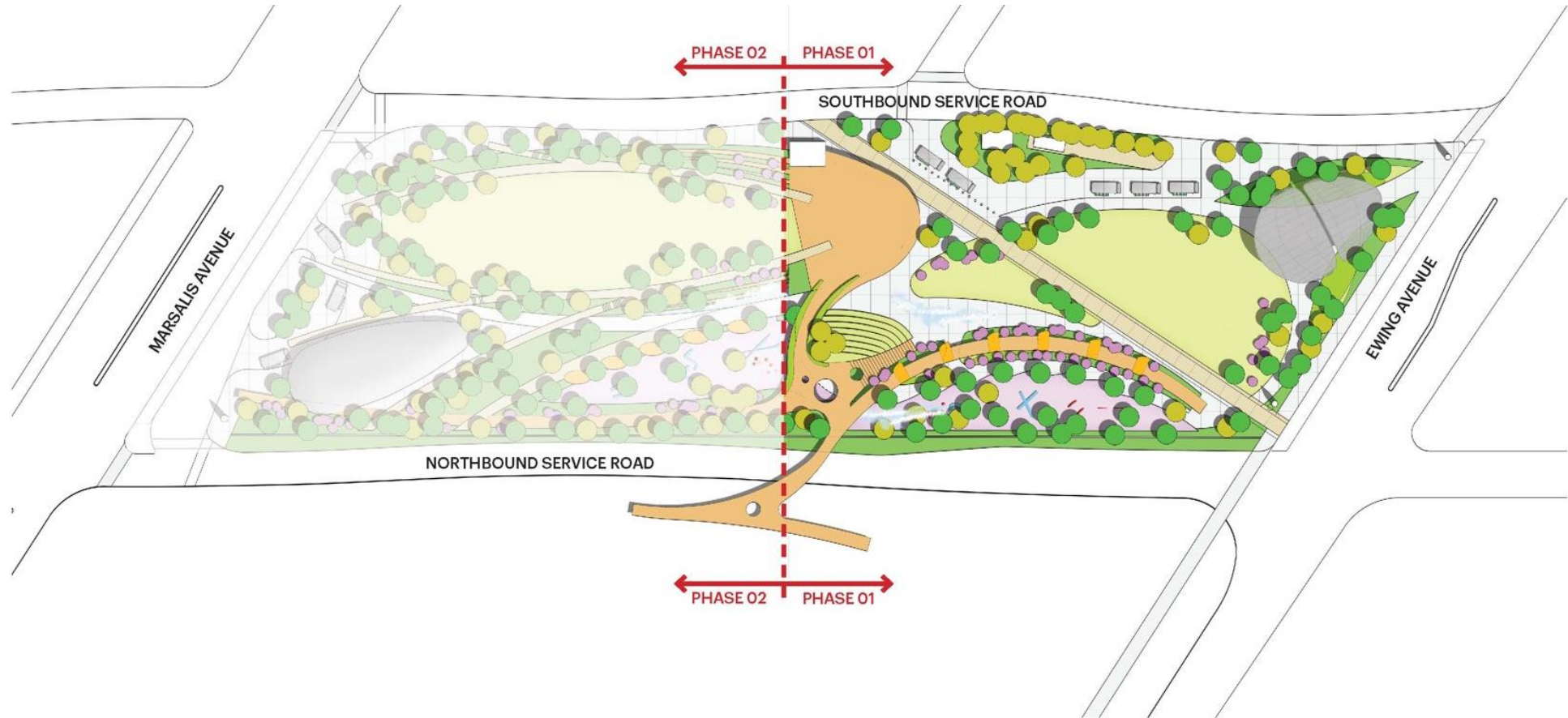
# Unique Oak Cliff topography features



# Park Concept – Master Plan



# Park Concept – Phase 1



# Design Image Board



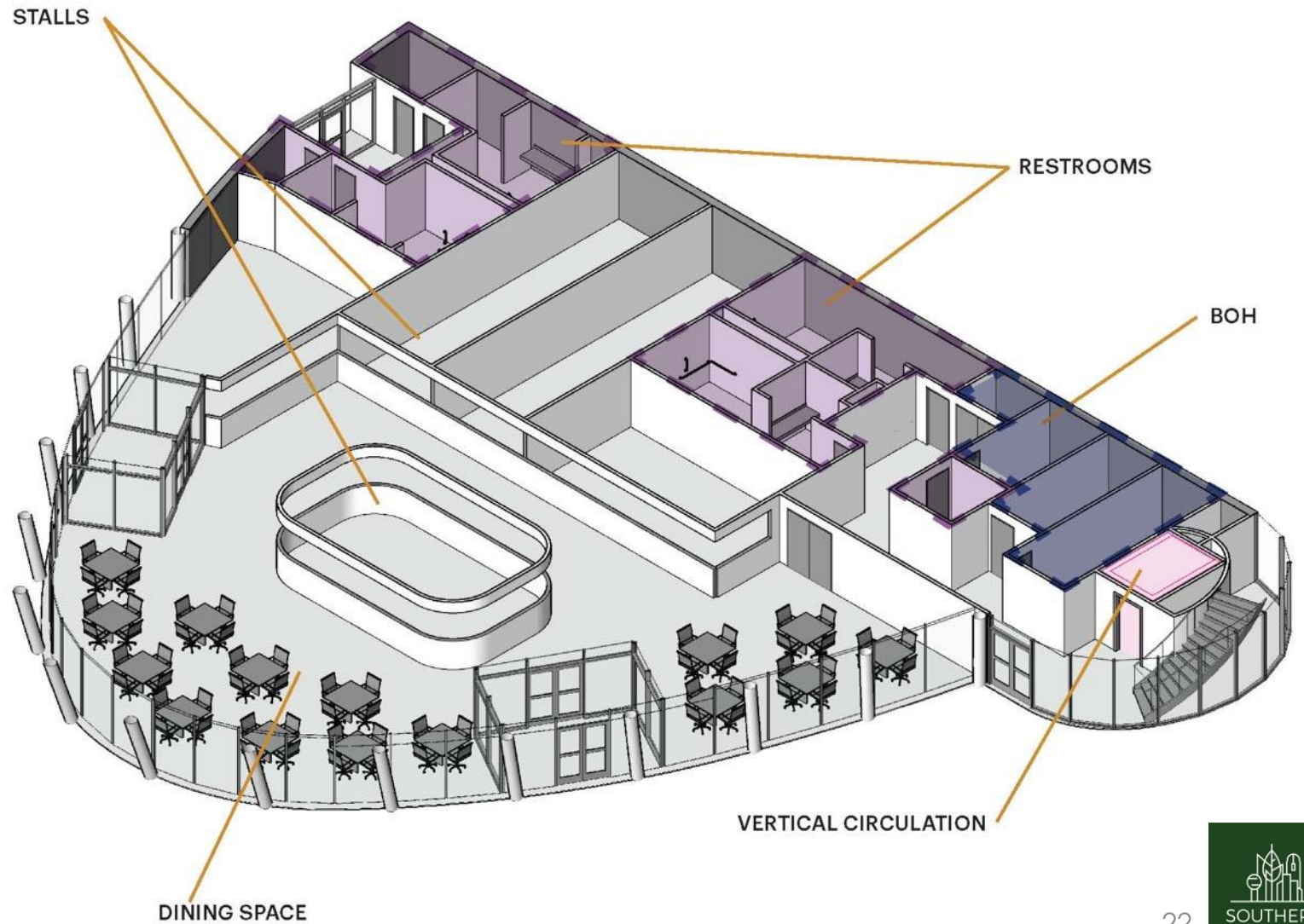
# Multi-purpose Flex Building



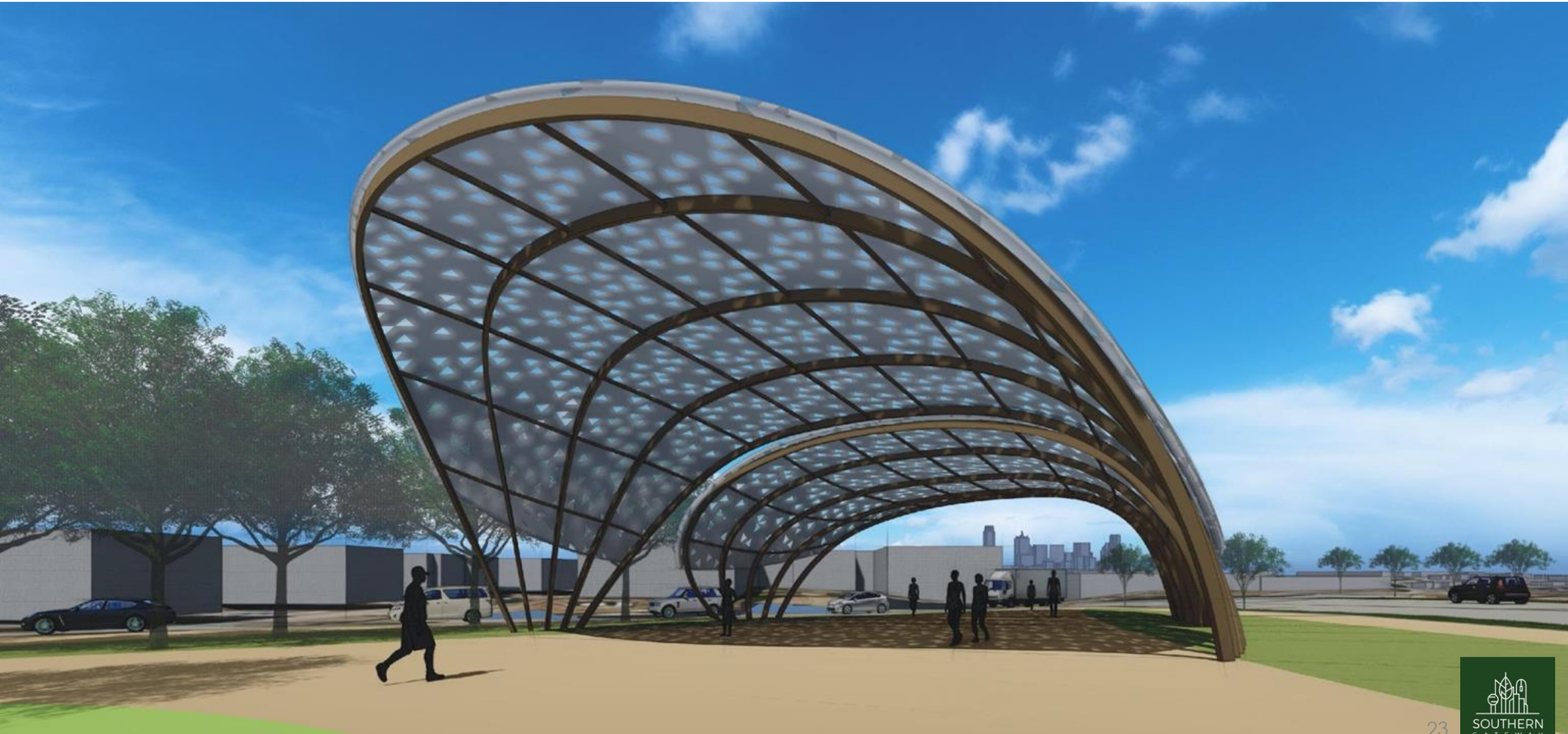
# Multi-purpose Flex Building



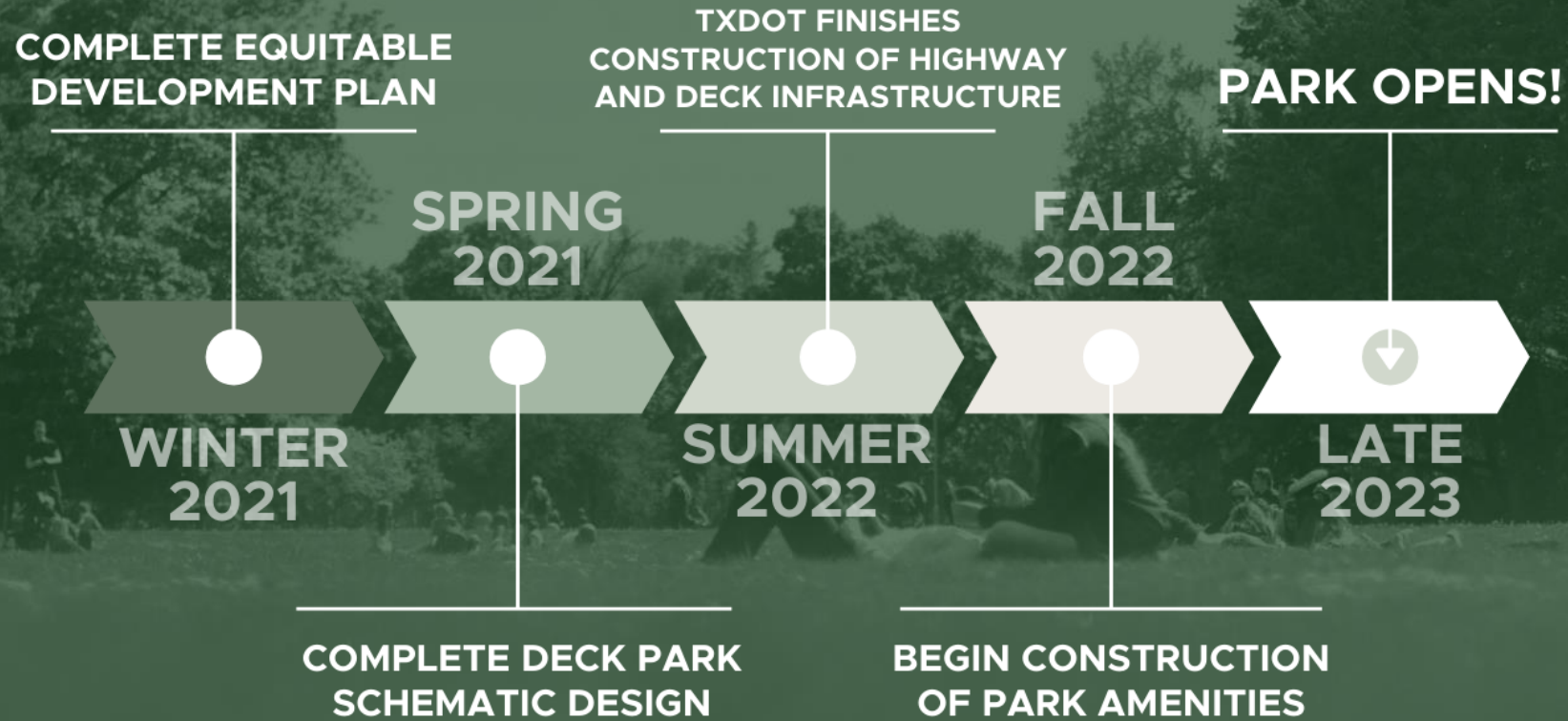
Reference picture for interior stalls



# Stage Pavilion



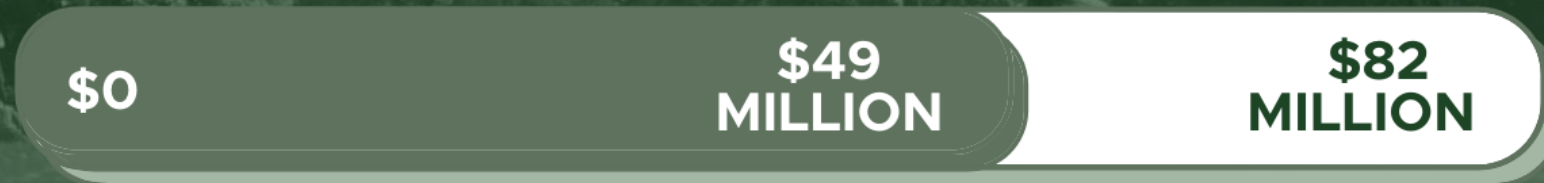
# Next Steps





# FUNDING PHASE ONE

FUNDS RAISED



# Thank you!



SouthernGatewayPark



SouthernGatewayPark



SouthernGWPark



[www.southerngatewaypark.org](http://www.southerngatewaypark.org)

# Appendix



# Schools



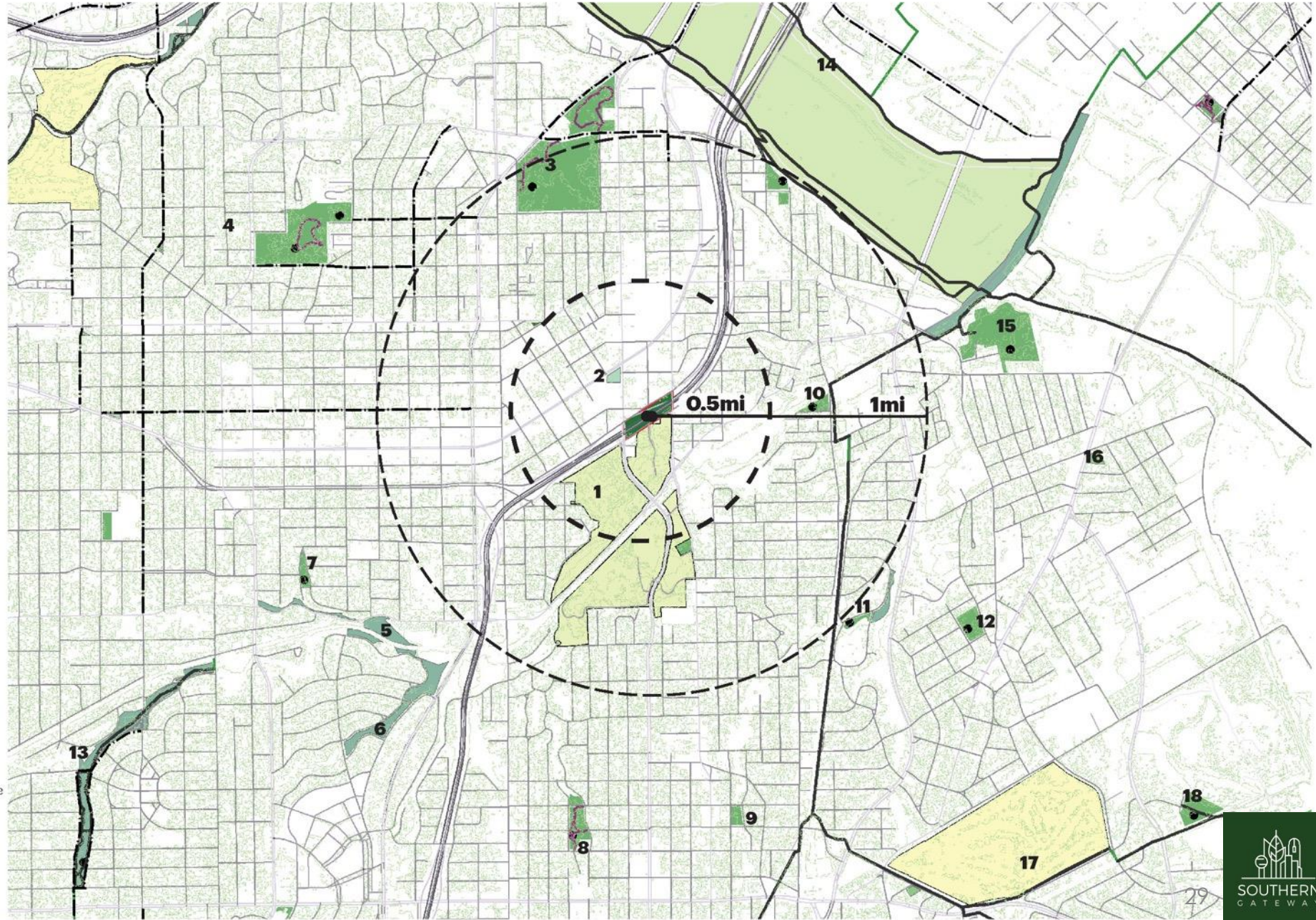
# Access to Parks

 Very High Need for Parks



Source: The Trust for Public Land, ParkServe®  
<https://parkservetpl.org/mapping/index.html?CityID=4819000>

- |                                                                                                                              |                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|  <b>Special Parks</b>                       |  <b>Medians &amp; Parkways</b> |
| 1 Dallas Zoo                                                                                                                 | 2 Turner Plaza                                                                                                  |
|  <b>Neighborhood &amp; Community Parks</b> | 5 Gannon Park                                                                                                   |
| 3 Lake Cliff Park                                                                                                            | 6 Wynnewood Parkway                                                                                             |
| 4 Kidd Springs Park                                                                                                          | 7 Ruthmeade Park                                                                                                |
| 8 Herndon Park                                                                                                               | 13 Elmwood Parkway                                                                                              |
| 9 West Trinity Heights Park                                                                                                  |  <b>Conservation</b>         |
| 10 Tama Park                                                                                                                 | 14 Trinity River Greenbelt                                                                                      |
| 11 Renner Park                                                                                                               |  <b>Golf Course</b>          |
| 12 Bonnie View Park                                                                                                          | 17 Cedar Crest Golf Course                                                                                      |
| 15 Moore Park                                                                                                                |  <b>Playground</b>           |
| 16 Cadillac Heights Park                                                                                                     |  <b>Bike Route</b>           |
| 18 Wonderview Park                                                                                                           |  <b>Major Trail</b>          |
|                                                                                                                              |  <b>Neighborhood Trail</b>   |
|                                                                                                                              |  <b>Trail Connection</b>     |



Source: ArcMap, ESRI

# Walkability and Tree Coverage



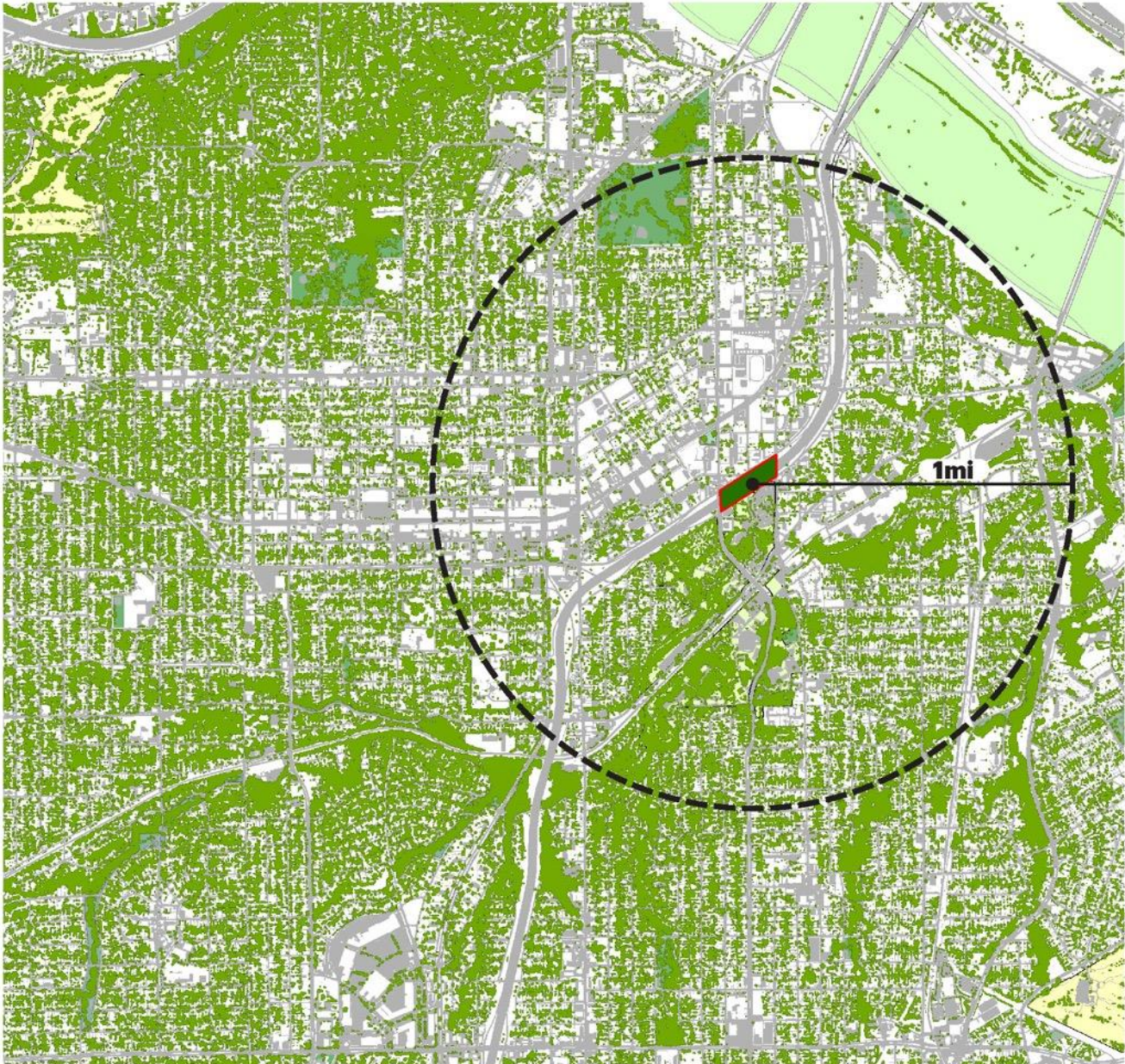
Green Roofs



Green Walls



Native landscape. Streetscape. and Bioswales



35%

More than 35%  
**impervious  
surfaces** in Dallas

10°F

Dallas is 10°F  
**warmer** than its  
surrounding rural  
areas

15°F

The **benefit  
of greening  
strategies** can  
be as high as 15°F  
of **cooling** on hot  
summer days