



DEVELOPING A COMMUNITY PARK AT **FAIR PARK**



FAIR PARK FIRST

HOW TO PARTICIPATE

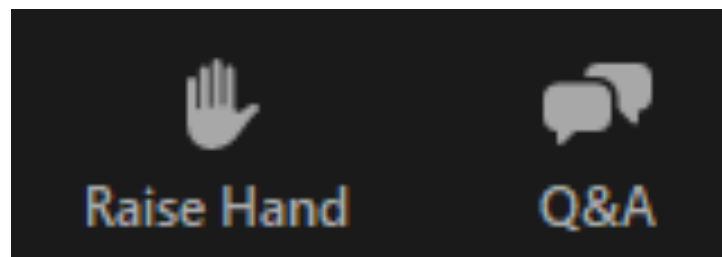
There are a few ways you can participate in tonight's meeting.

Raise Hand

- **Virtually raise your hand to notify a team member that you have a question.**
- **We will unmute you to ask the question live or we will message you through Chat if you prefer for a team member to ask it on your behalf.**

Q&A

- **Type your question in Q&A to be answered by a member of our team.**



CHAT BOX QUESTION #1:

**WHAT IS A PARK YOU
FREQUENTLY USE?**

CHAT BOX QUESTION #2:

**WHAT DO YOU LIKE ABOUT
THAT SPECIFIC PARK?**

FOUR PILLARS



Activation



Community



Culture



History

WHERE WE ARE

WE ARE
HERE



Master
Plan
Update

Phase
One

Community
Park Design

Construction
& Permitting

Community
Park Opens

Completed

Launched
Spring 2021

Starting
Spring 2022

Spring 2024

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.**

COMMUNITY ENGAGEMENT





ONLINE SURVEY

845 responses

- Provided in English and Spanish
- Survey asked questions about priorities based on master plan recommendations and preferences for Community Park locations and programming

NEIGHBORHOOD MEETINGS

541 participants at 24 community events

- Engaged the 22 neighborhoods adjacent to Fair Park to share information and gather feedback related to the master plan update and the Community Park plan

PUBLIC MEETINGS

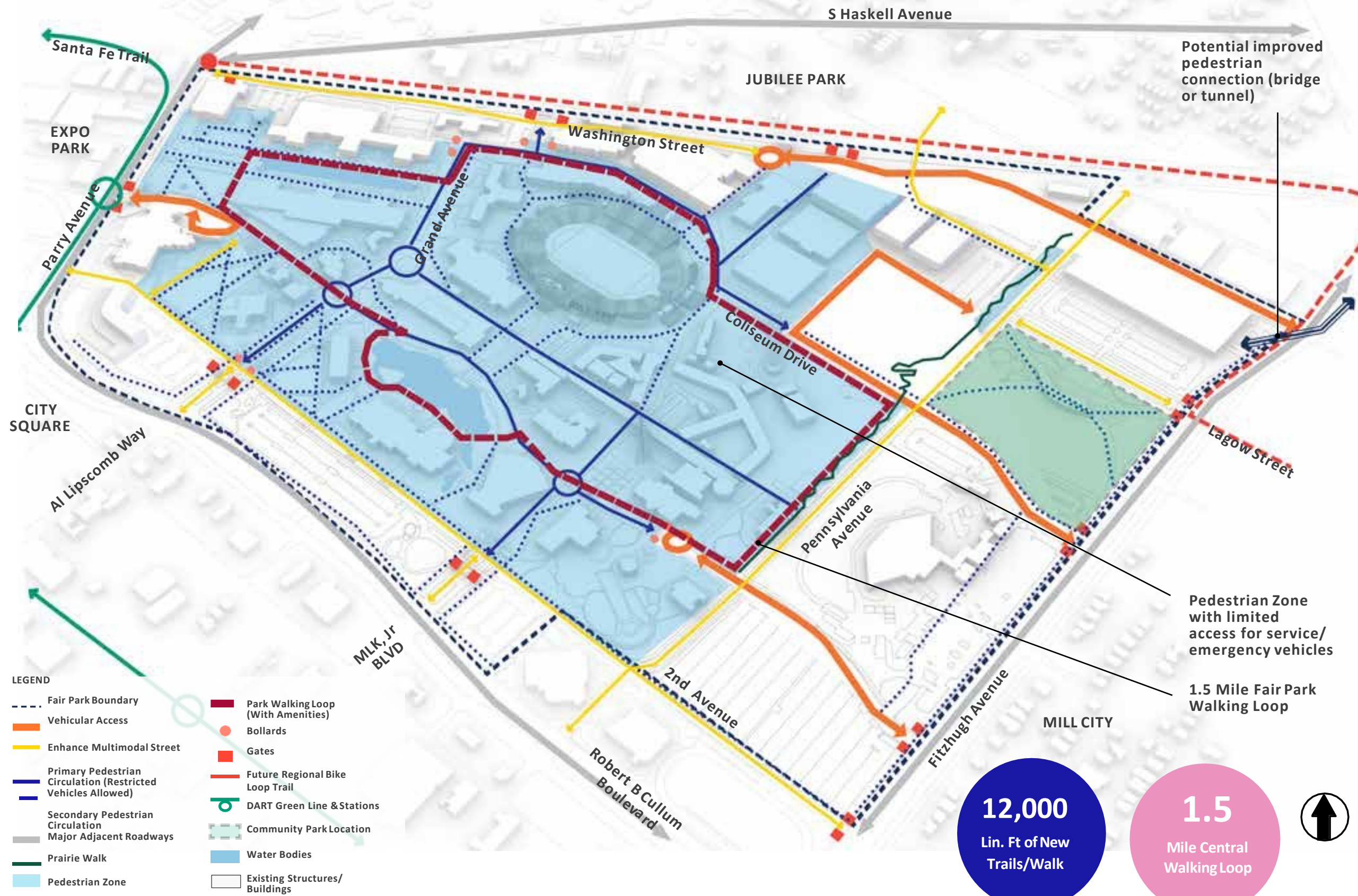
370 attendees and 1812 conversations

- 4 public meetings
- 2 workshops
- 2 open houses
- 111 meetings with stakeholders and user groups

POLL QUESTION #3:

**WERE YOU INVOLVED IN ANY OF THE
MEETINGS OR ENGAGEMENTS FOR
THE MASTER PLAN UPDATE?**

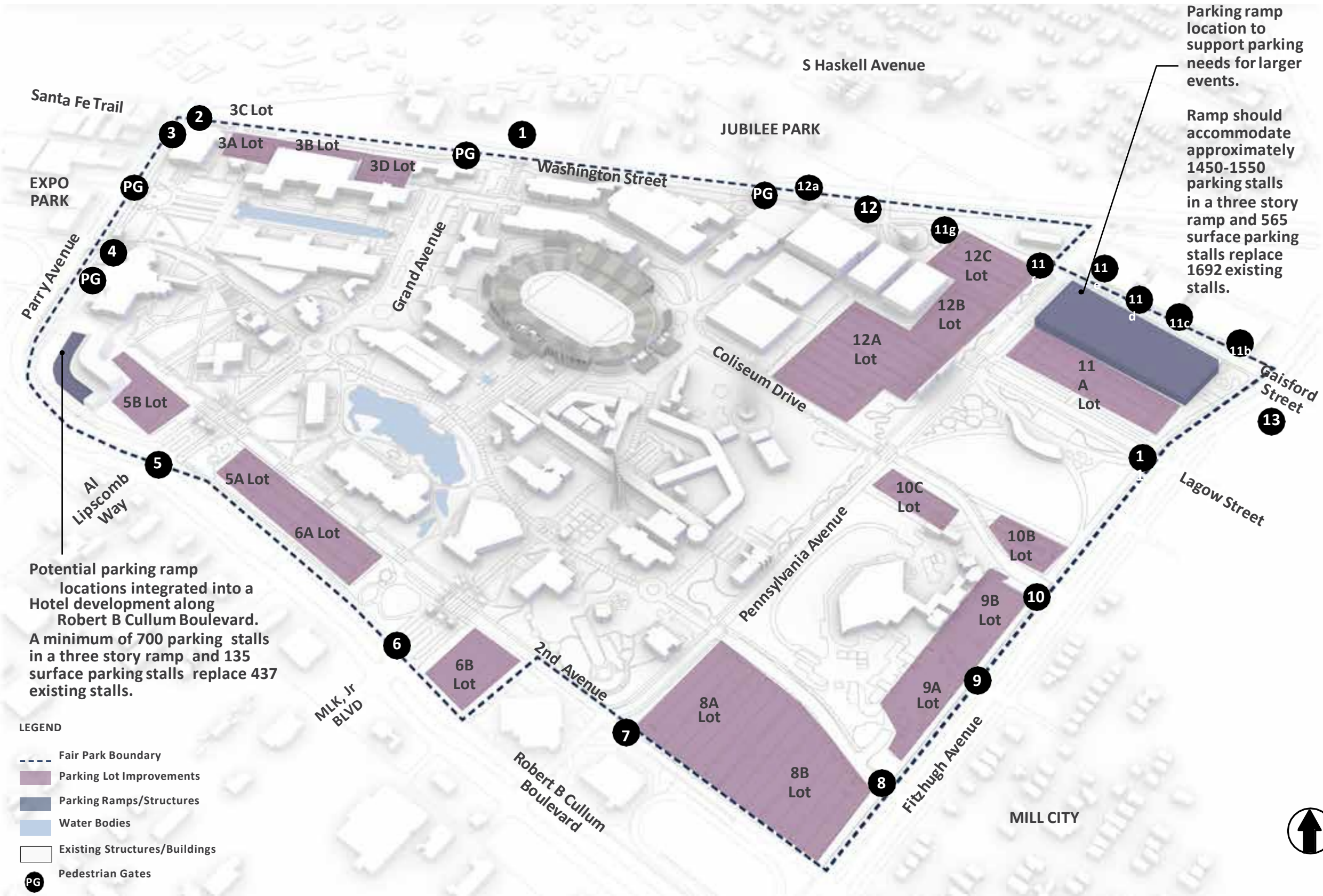
ACCESS AND CIRCULATION



POLL QUESTION #4:

HOW WOULD YOU GET TO FAIR PARK?

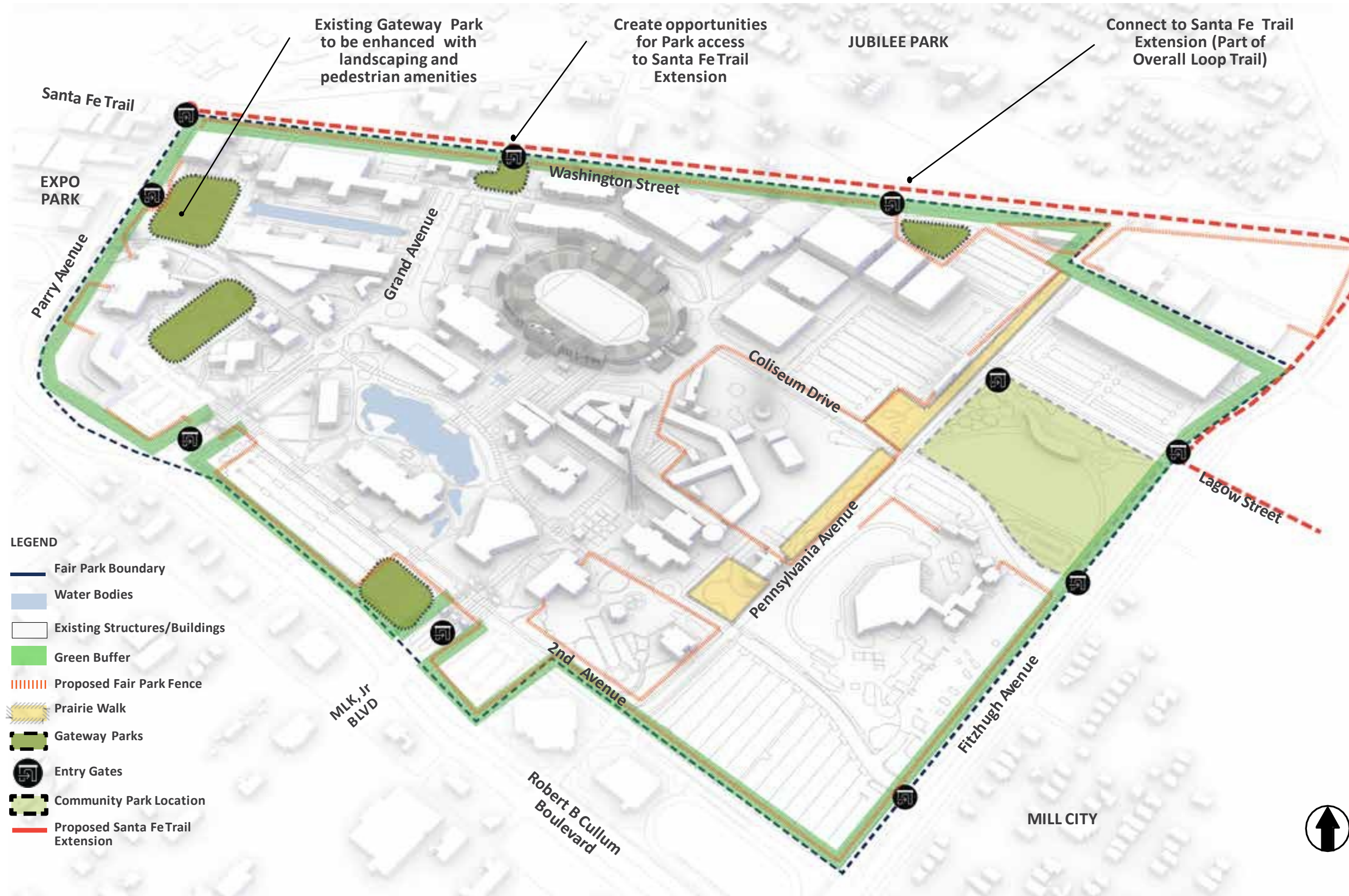
PARKING IMPROVEMENTS



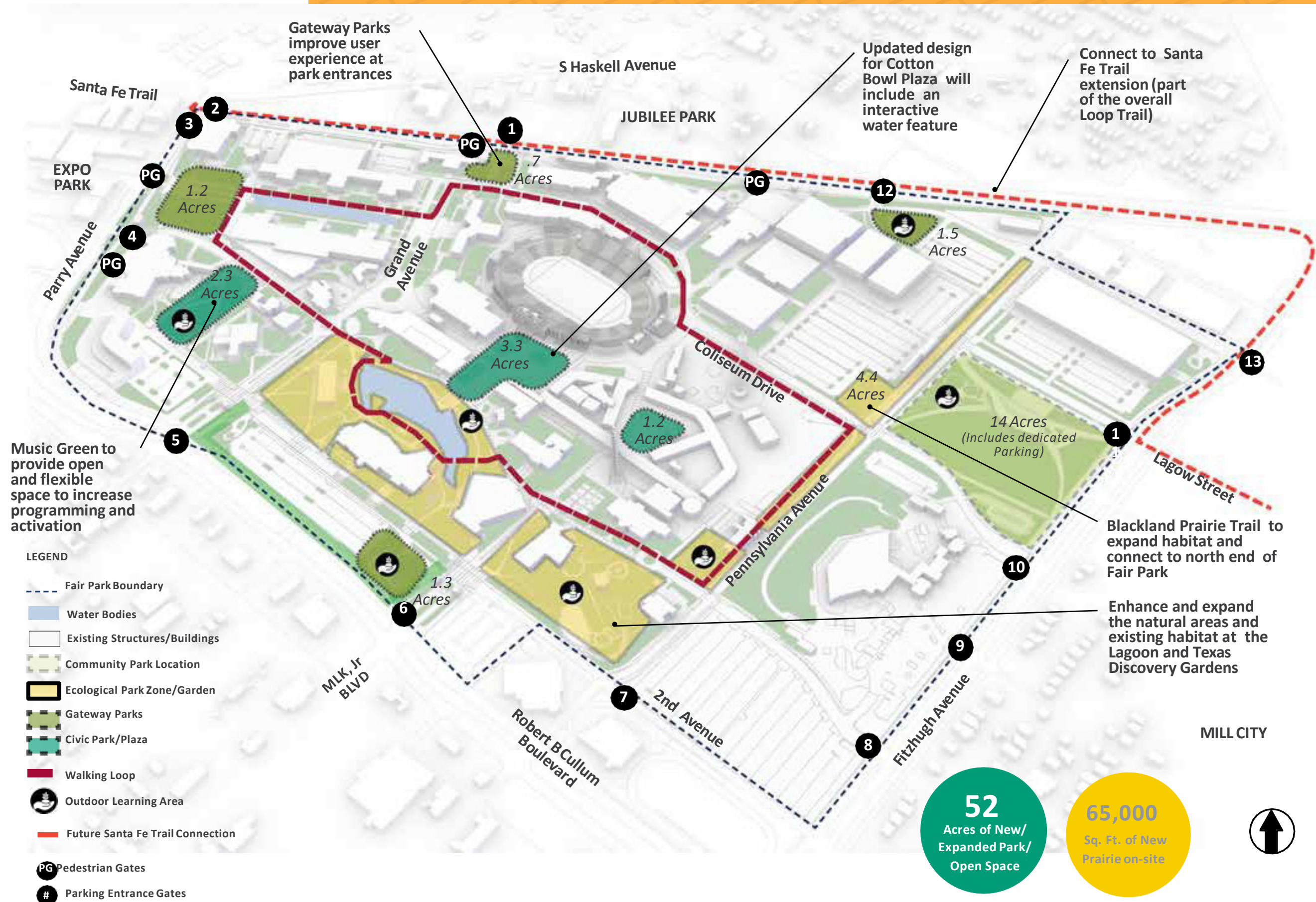
BLUE GREEN INFRASTRUCTURE



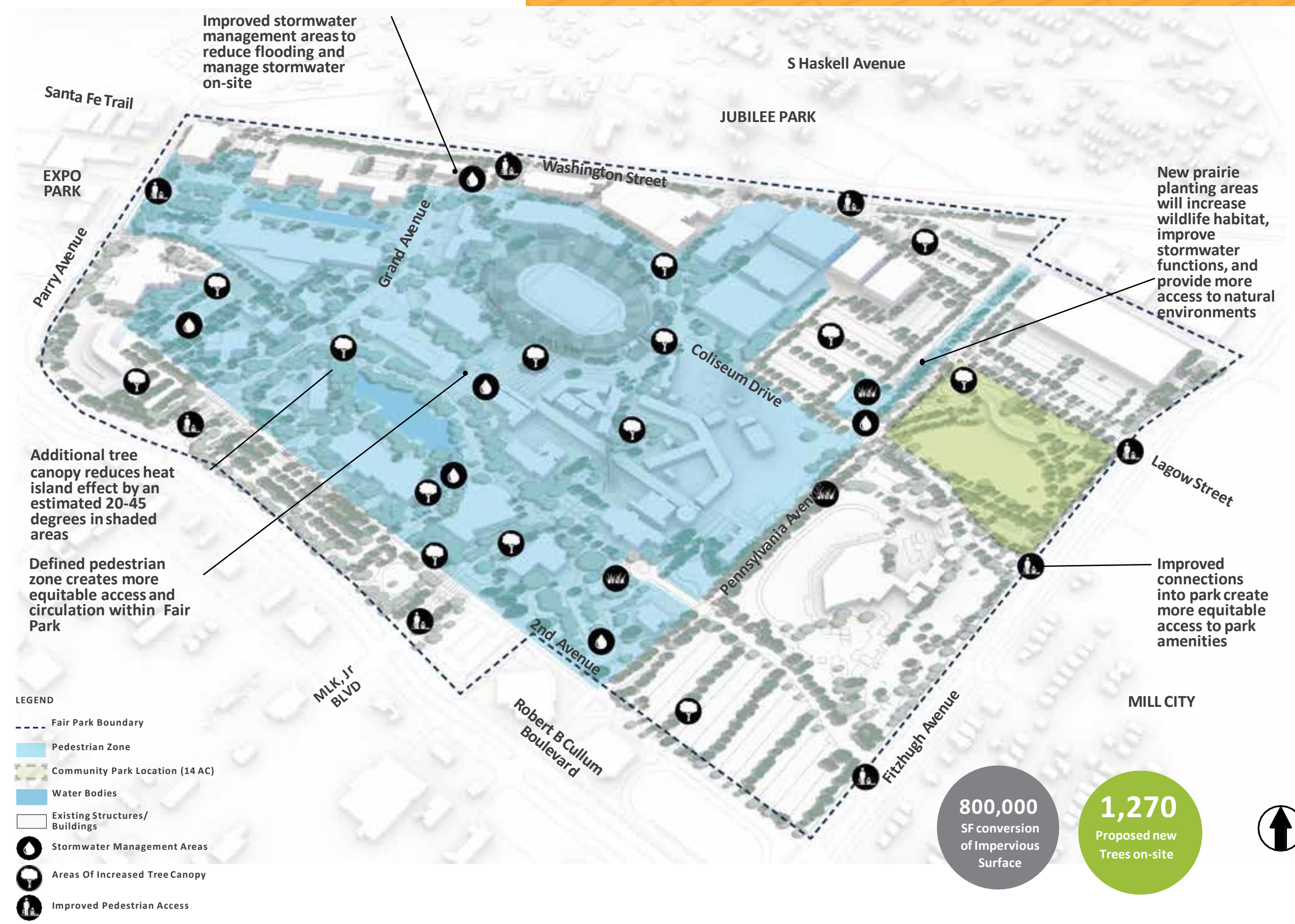
PARK EDGES



PARKS AND OPEN SPACES



PARK RESILIENCE



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



PROJECT AREAS



MUSEUM AREA



MLK GATEWAY PARK

Enhanced
Parking

Cash
Register
Building

Pedestrian Plaza

2nd Avenue

MLK Gateway
Park

Martin Luther King Jr. Boulevard

Texas
Discovery Gardens

Enhanced
Parking

MLK GATEWAY PARK



AGRARIAN AREA



Food & Fiber Building

Washington Street

Poultry

Embarcadero

Pan-American
Arena

DPD Mounted
Patrol
Headquarter

Creative Arts

Sheep

Briscoe
Carpenter
Livestock
Center

Jubilee
Gateway
Park

Cattle Barn 1

Swine
Building

North Plaza
and Restaurant

Livestock
Pavilion

Horse Barn

Cattle Barn 2

Coliseum

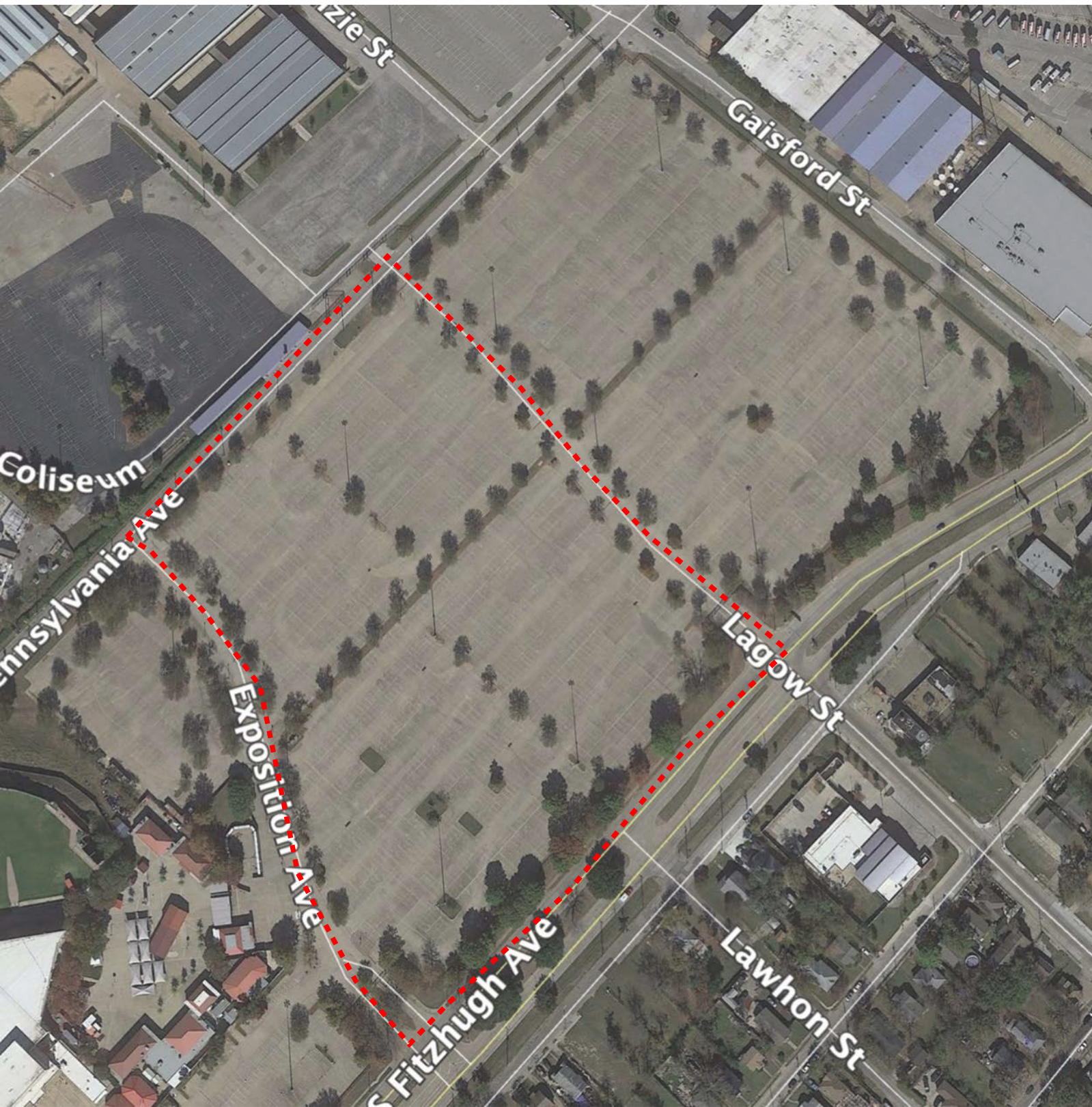
Blackland
Prairie Trail

State Fair
Entrance Gate

Pennsylvania Avenue

Blackland
Prairie Trail

COMMUNITY PARK AREA



PHASE ONE



Legend

- Phase 1 Improvements (1-5 years)
- Ongoing 2017 City of Dallas Proposition C Bonding Projects
- Priority Buildings for Leasing and Tenant Improvements
- Phase 1 Building and Art Improvement Projects (1-5 years)

POLL QUESTION #5:

DO YOU GO TO PARKS?

POLL QUESTION #6:

**HAVE YOU VISITED PARKS
MORE OR LESS DUE TO THE
COVID-19 PANDEMIC?**

WHERE WE ARE

WE ARE
HERE



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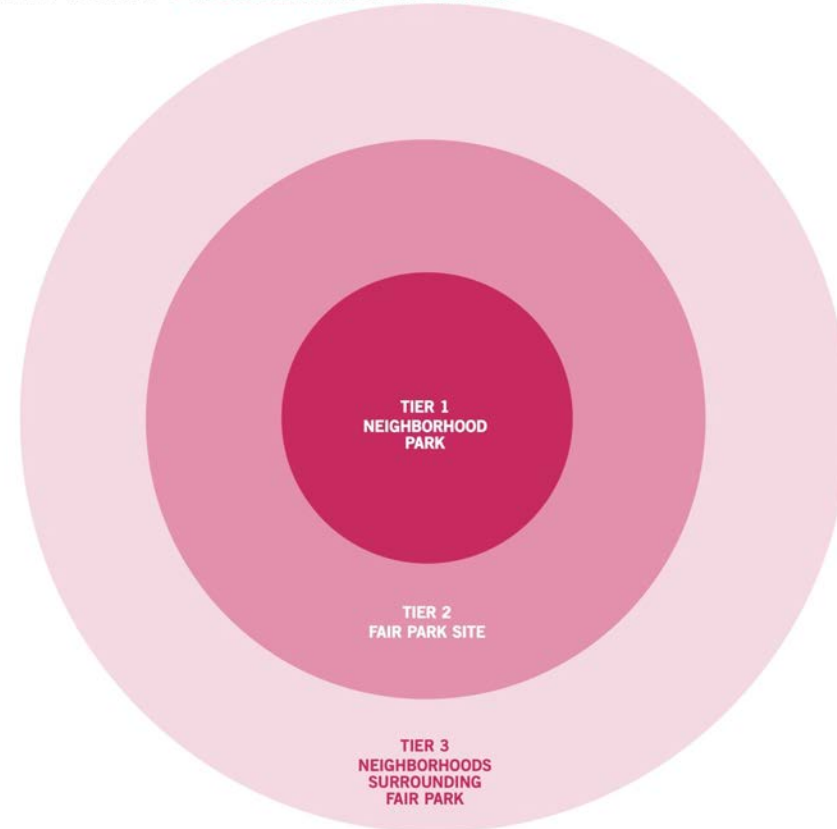
Starting
Spring 2022

Spring 2024

COMMUNITY PARK ENGAGEMENT

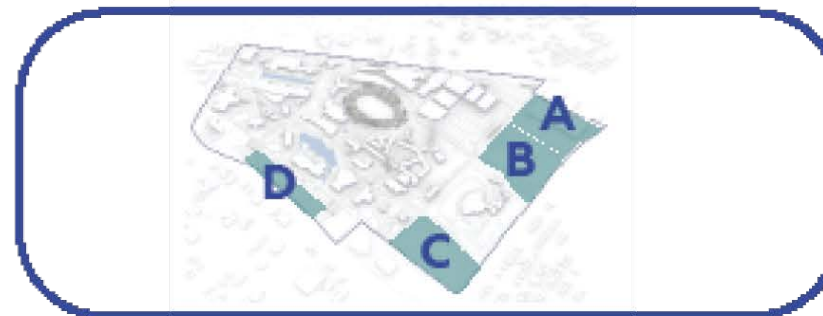


FAIR PARK/ PROGRAMMING PRIORITIES



Identifying the Location of the Community Park

Options Explored for the Community Park Location: Options A, B, C & D



Final Result: Option B

Option B was selected based on significant public support, alignment with the project's Design Principles, and approval from key stakeholders.

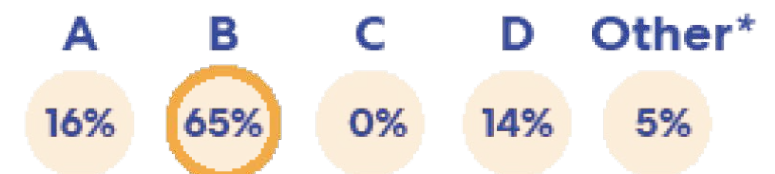


Community Park-Related Outreach



Public Preference

Percentages of Preferred Community Park Locations Based on Public Input



*Other Potential Sites Identified by the Public

COMMUNITY PARK



INITIAL PROGRAMMING



WIFI



Splash Pad



Picnic Shelter



Accessible Play



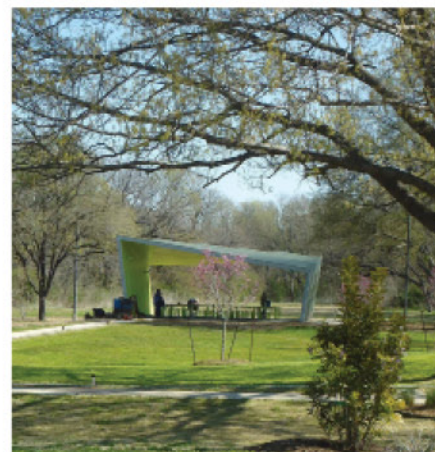
Performance



Game Tables



Flex Lawn



Additional Desired Amenities: Dog Park, Fitness Trail, Food and Beverage, Restrooms, Tot Lot

CHAT BOX QUESTION #7:

**IN ONE WORD, WHY DO
YOU GO TO A PARK?**

COMMUNITY PARK DESIGN TEAM

LOS ANGELES & SAN FRANCISCO, CA

STUDIO-MLA

Prime | Lead Landscape Architecture | Sustainability Visioning | Placemaking



MIA LEHRER
FASLA
PRESIDENT

SENIOR DESIGN ADVISOR

DALLAS, TX



ANTON SMITH
ASLA, BLA, NOMA
SENIOR ASSOCIATE

PROJECT MANAGER

SAN FRANCISCO, CA



DAWN DYER
ASLA, PLA, AIA
ASSOCIATE PRINCIPAL

LEAD DESIGNER

DALLAS, TX

studioOutside

Landscape Architecture | Urban Design | Facilitation & Engagement | Lead Field/Construction



ISAAC COHEN
ASLA, MLA
ASSOCIATE

PROJECT MANAGER



ELLEN DENK
ASLA
PRINCIPAL + PARTNER

FIELD/CONSTRUCTION LEAD

AGWms studio

Project Visioning & Ideation | Lead Architecture



ALLISON G. WILLIAMS
FAIA, NCARB, LEED AP, NOMA
FOUNDER

ARCHITECT LEAD



BENJE FEEHAN
NCARB
EXECUTIVE DIRECTOR

ARCHITECT

bc

Architect of Record



LIZZIE MACWILLIE
ASSOC. AIA
DIRECTOR

PROJECT MANAGER

An aerial night photograph of a city, likely San Francisco, showing a dense grid of lights and a body of water with a bridge in the distance. The image is used as a background for a text overlay.

Studio-MLA Design Principles

THINK HOLISTICALLY ACROSS DISCIPLINES

PLAN, DESIGN AND BUILD FOR EQUITY

WORK WITH NATURE

EVOLVE FROM SINGLE PURPOSE TO MULTI

PURPOSE SYSTEMS

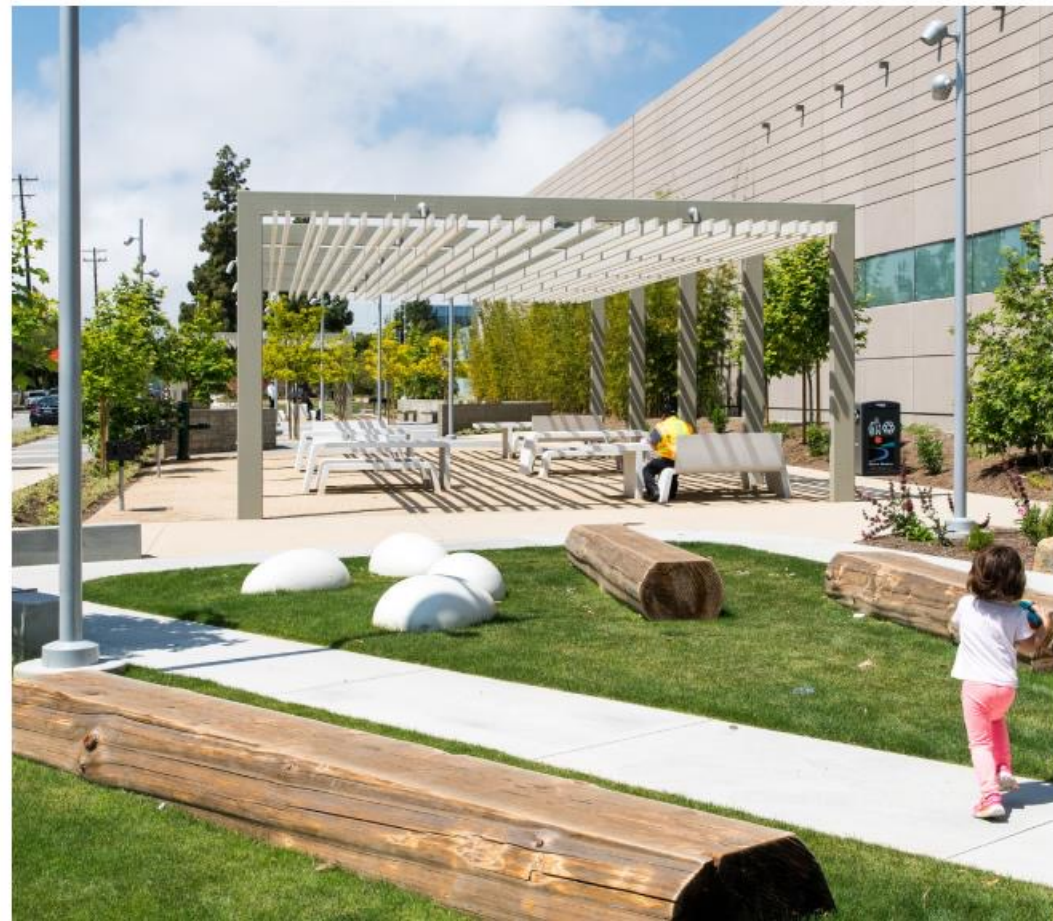
THINK BEYOND OUR LIFETIMES

ADVOCACY BY DESIGN

COMMUNITY MATTERS
BLACK LIVES MATTER
ECOLOGY MATTERS
WATER MATTERS
AIR MATTERS
LANDSCAPE MATTERS
PARKS MATTERS
DESIGN MATTERS



STUDIO-MLA DESIGN TEAM CELEBRATED PARKS



DESIGN PARTNERSHIP



Studio-MLA



Studio Outside

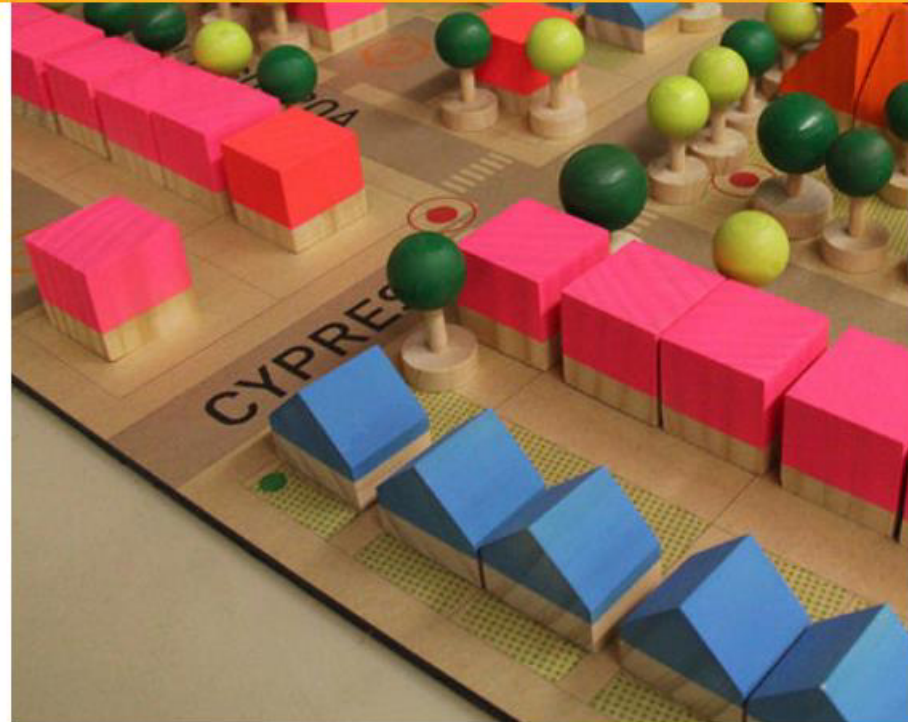


[bc]Workshop

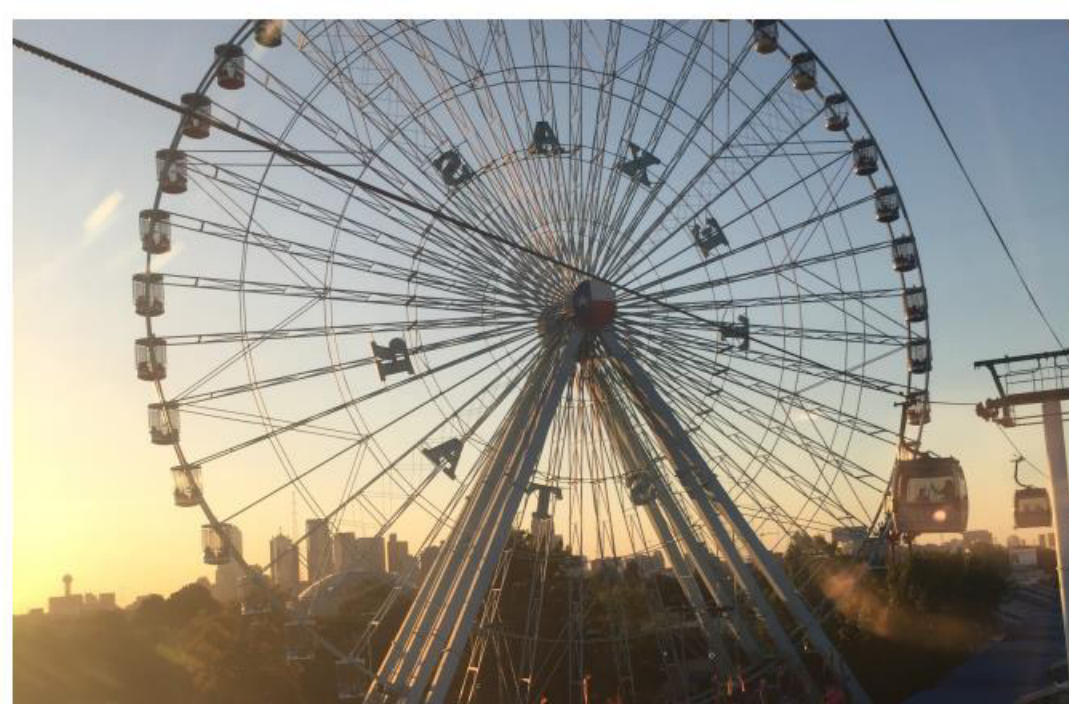
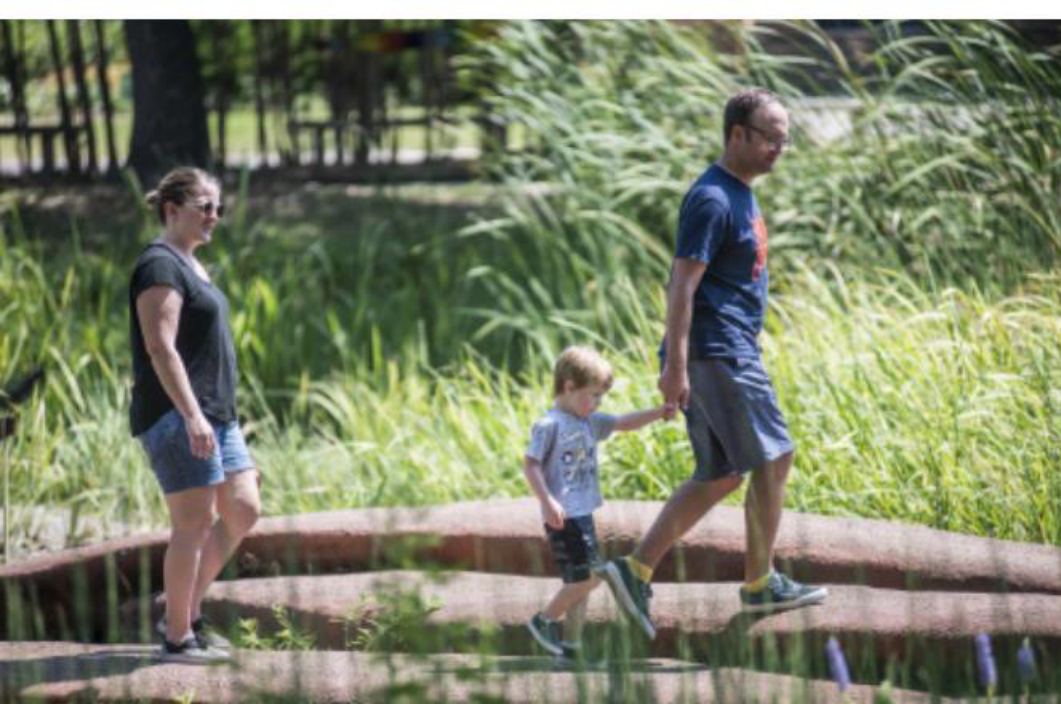
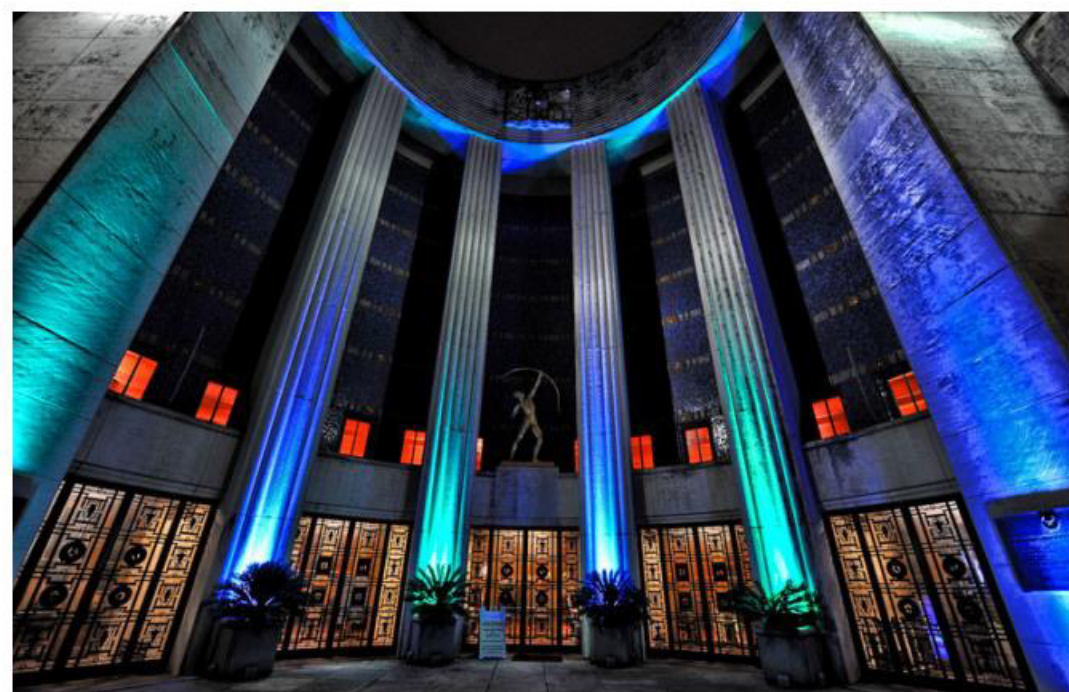
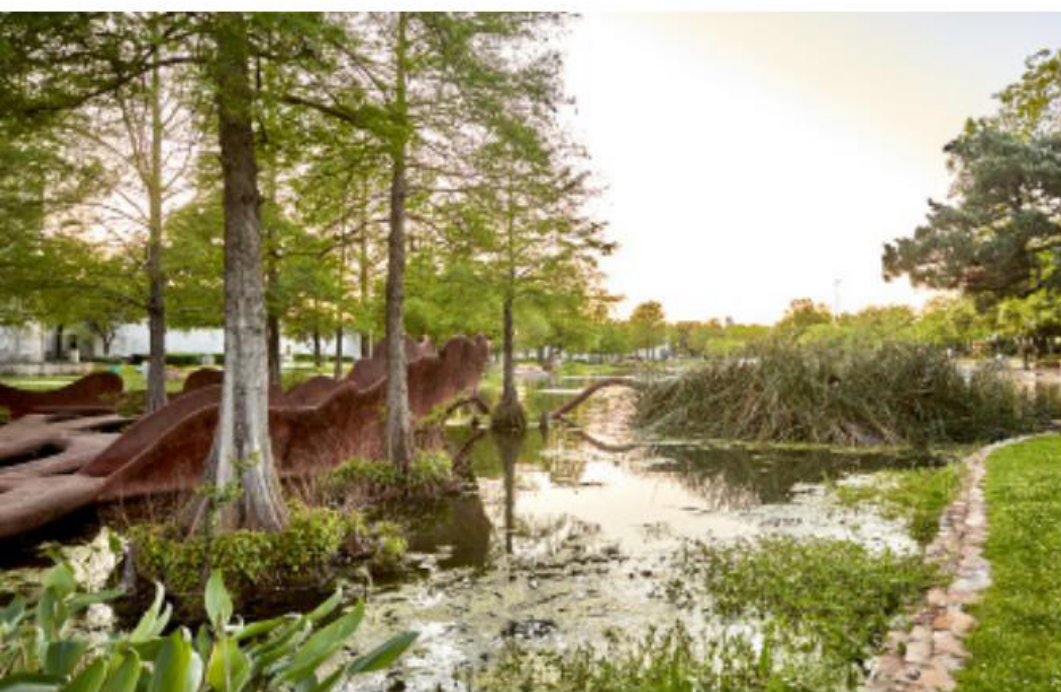


AGWms_studio

COMMUNITY ENGAGEMENT DESIGN



PEOPLE + PLACE



HYPER-LOCAL & CONNECTED



SOUTH DALLAS COMMUNITY HISTORY EXHIBIT



Willie Burke Anderson
South Dallas
1939

Reunion at MLK Library
South Dallas
1986



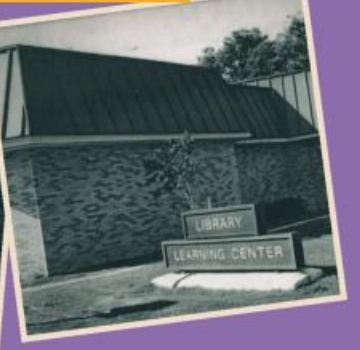
Reynault Smith
Bradshaw Street, South Dallas
1943



Family Photo
Edgewood Street, South Dallas
1960's



Ms. ROTC with members
South Dallas
1956



DALLAS NEIGHBORHOOD STORIES

AT THE MARTIN LUTHER KING BRANCH LIBRARY

SATURDAY, NOVEMBER 9, 2019 | 1:00 PM - 5:00 PM

COMMUNITY & IDENTITY

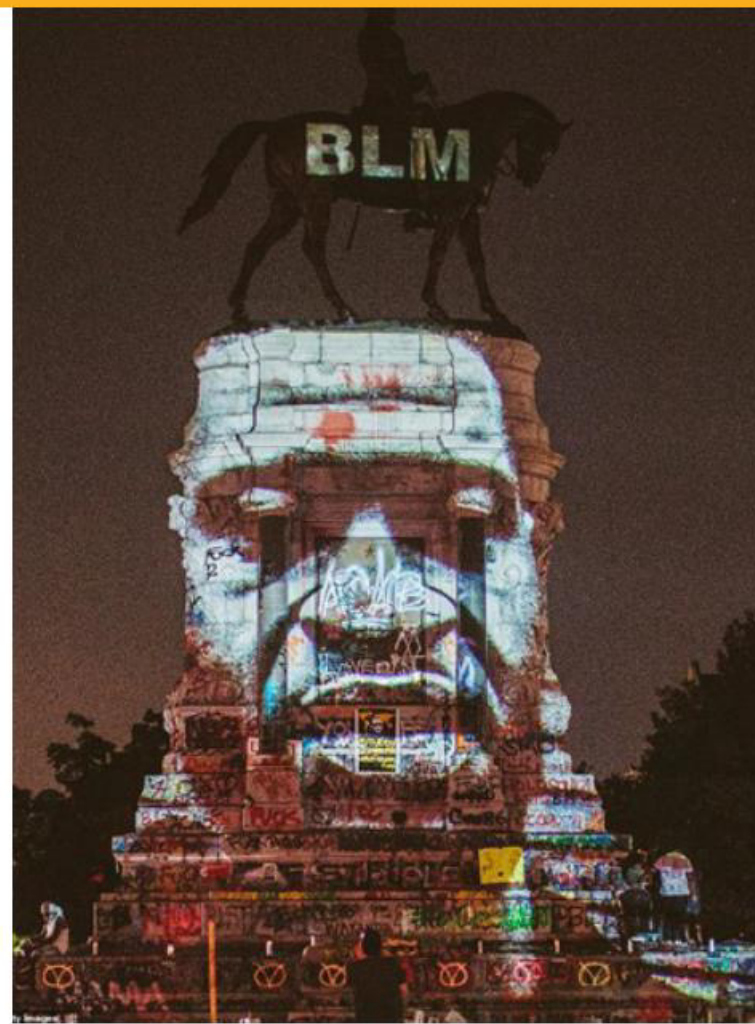


MORE THAN A PARK

WHAT IF THE COMMUNITY PARK EMPOWERS THE COMMUNITY?



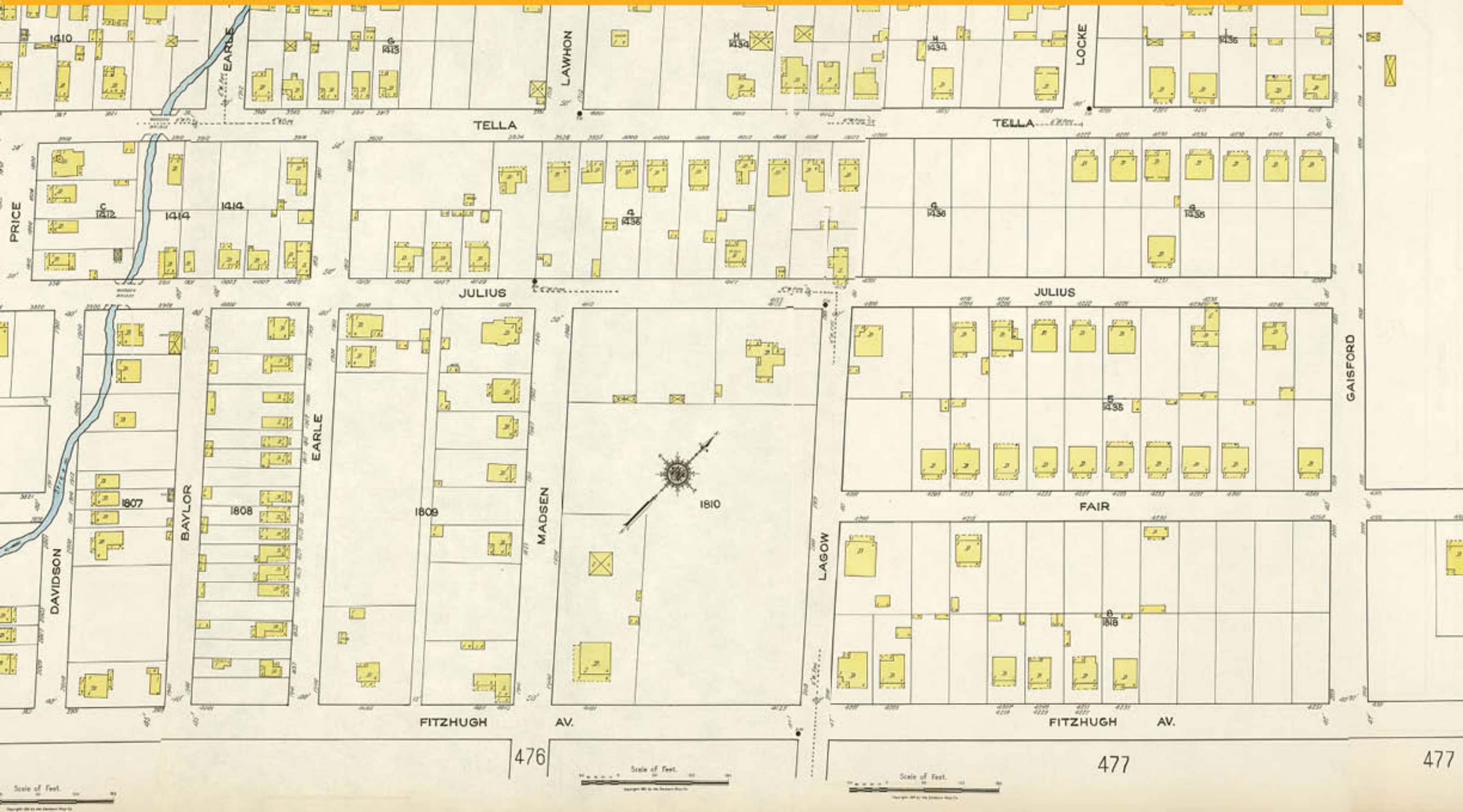
WHAT IF THE COMMUNITY PARK IS A PLACE FOR CULTURAL EXPRESSION?



WHAT IF THE COMMUNITY PARK CREATES SOCIAL DIVIDENDS?



WHAT IF THE COMMUNITY PARK HONORS THE PAST NEIGHBORHOOD?



WHAT IF THE COMMUNITY PARK REVEALS ECOLOGY?



WHAT IF TEMPORARY PROGRAMS ARE INSTALLED DURING PLANNING?

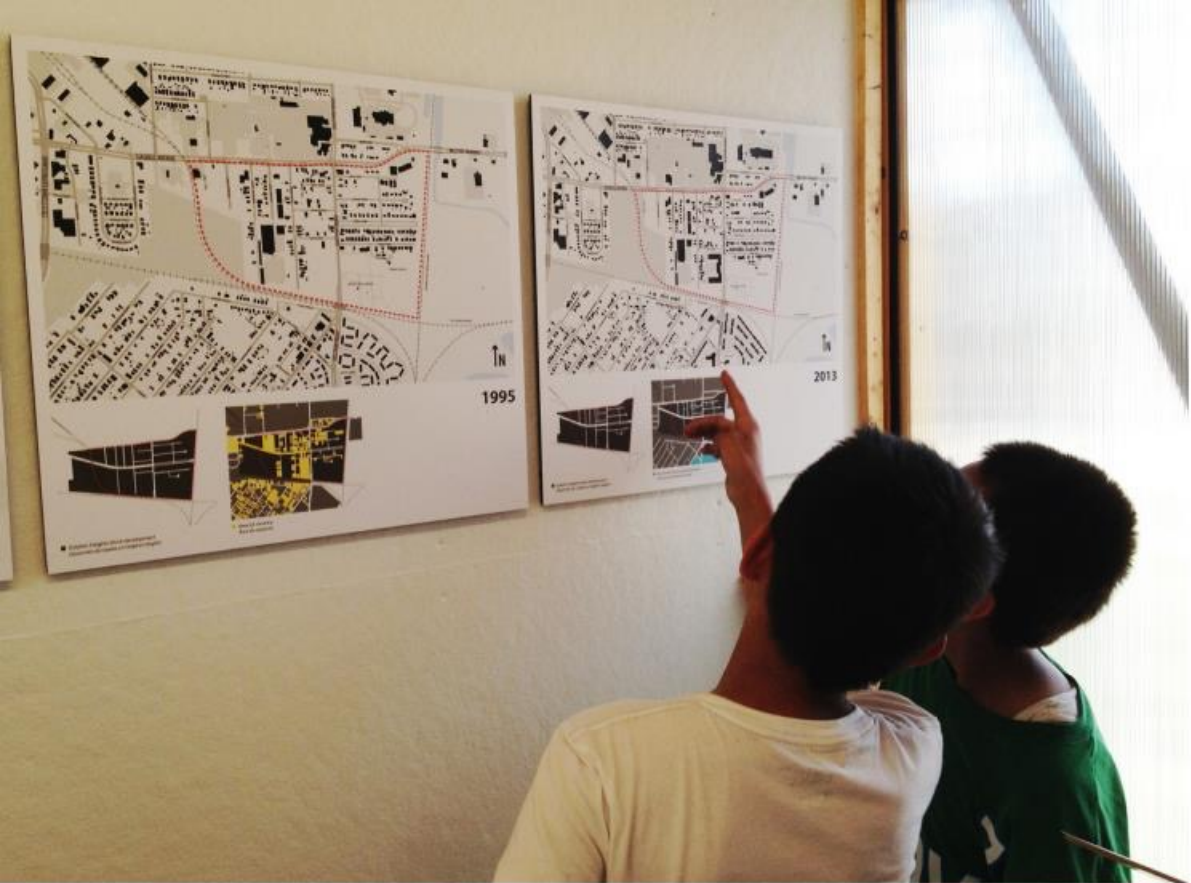


PARKS CAN HEAL





BEYOND OUR LIFETIMES



DESIGN LED WITH EMPATHY IS DESIGNING FOR IMPACT





INCLUSIVE | CATALYST | COMMUNITY | EMPOWERMENT

PROCESS | HOW WE GET THERE



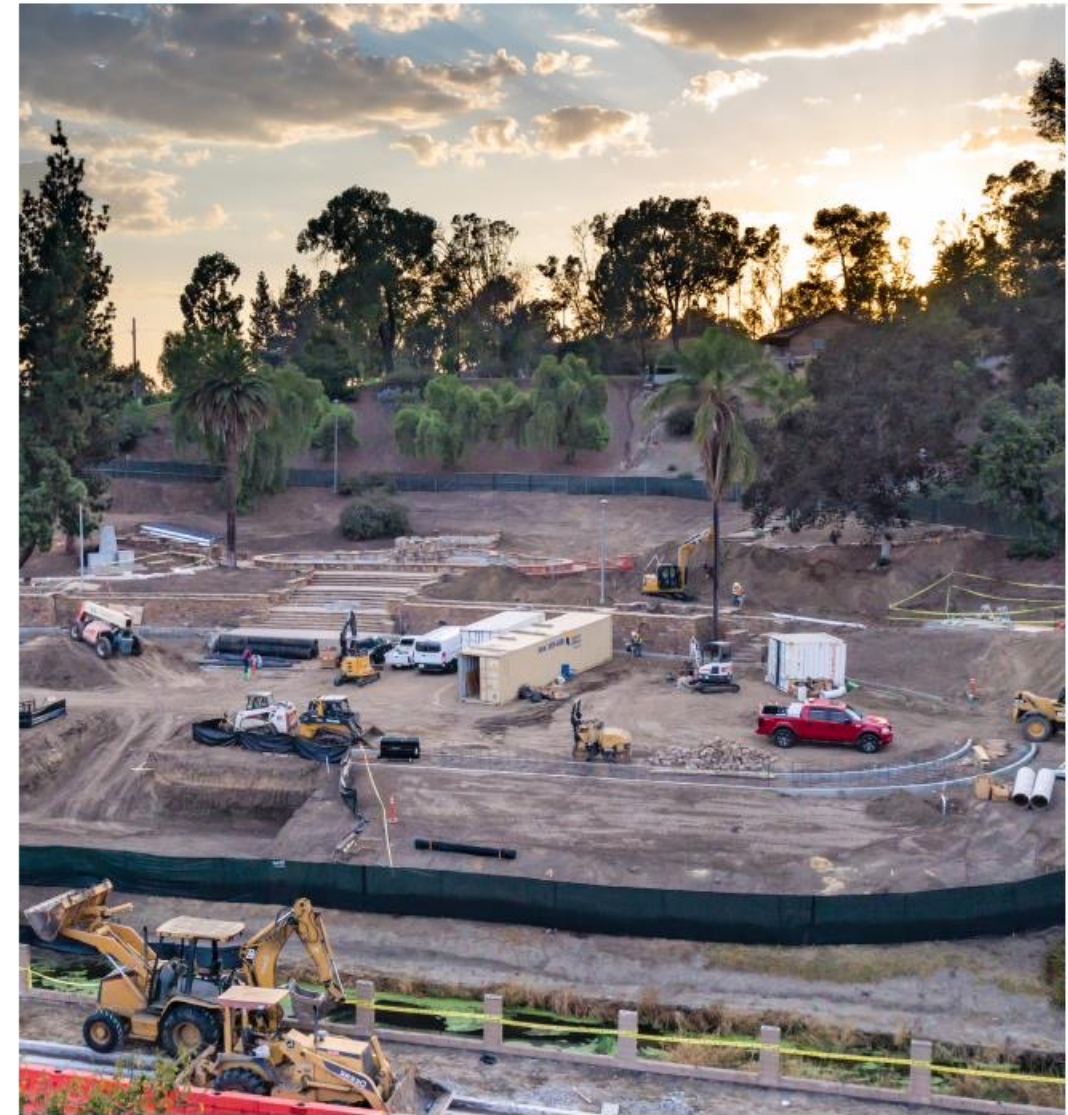
A SHARED DIALOGUE

+



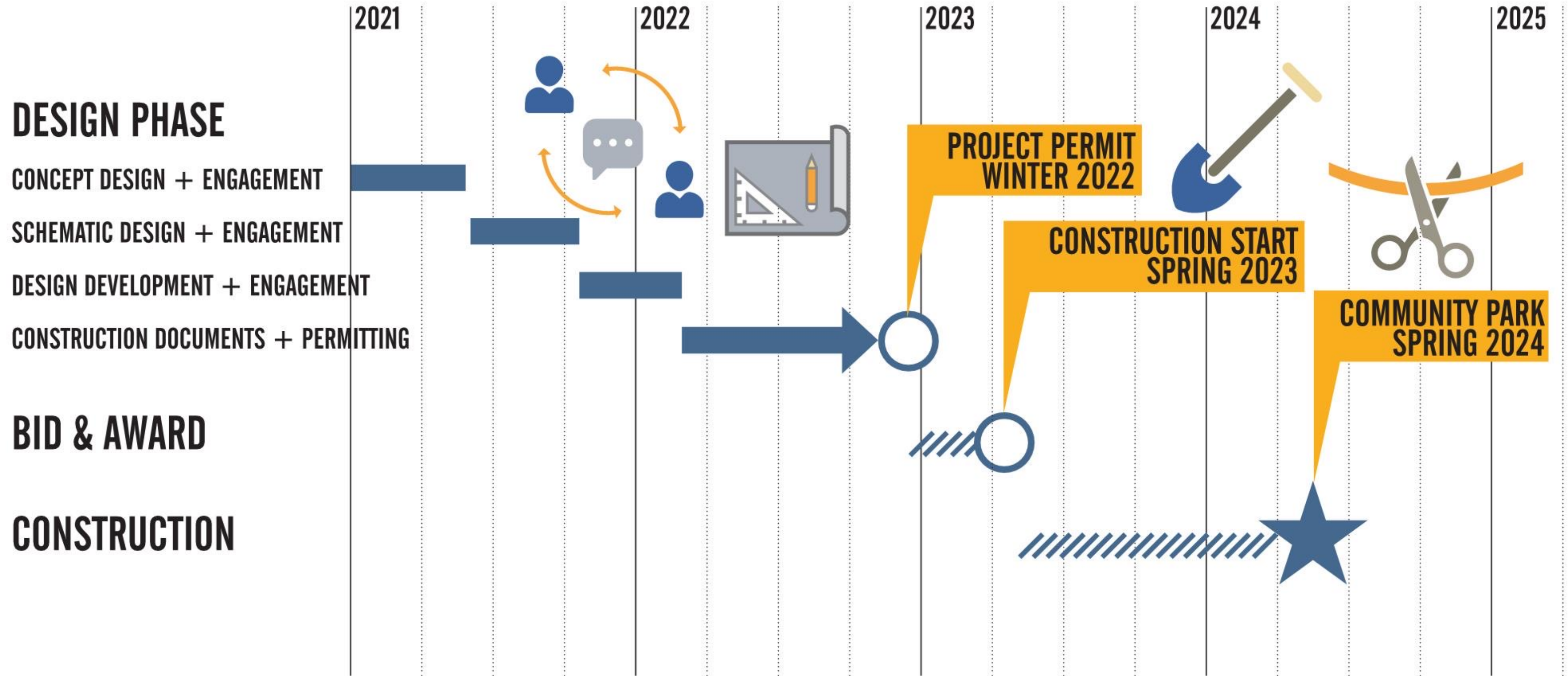
EXPERIENCED DESIGN TEAM

=



BUILDABLE PROJECT

SCHEDULE





Concept Workshop

- **Tuesday, April 27th at 6pm (EN)**
- **Thursday, April 29th at 6pm (ES)**

Interactive Elements

- **Tuesday, June 1st at 6pm (EN)**
- **Thursday, June 3rd at 6pm (ES)**

Echo (What We Heard)

- **Thursday, July 29th (EN and ES)**

Design Development Update

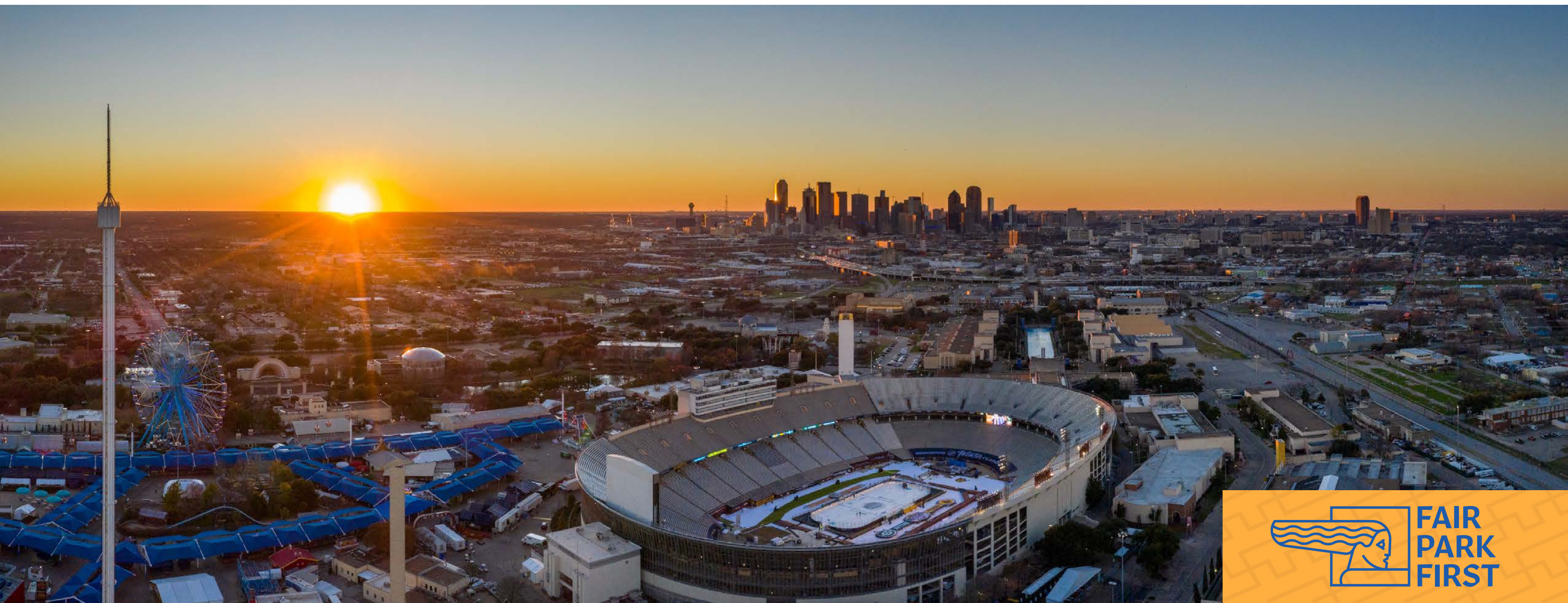
- **Saturday, December 18th (EN and ES)**

Coming Soon: Surveys and Community Meetings



WAYS TO STAY CONNECTED

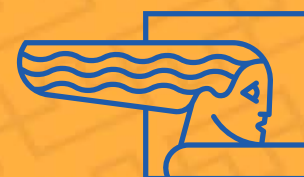
- Visit and sign-up at fairparkfirst.org/communitypark and fairpark.org
- Follow us on Facebook, Twitter, and Instagram
- Contact us at info@fairparkfirst.org



CHAT BOX QUESTION #8:
WHAT WOULD MAKE THIS
COMMUNITY PARK A SUCCESS?



THANK YOU



FAIR PARK FIRST

UPCOMING MEETINGS

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STAY CONNECTED

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