Open House

Fair Park Master Plan Update

November 20, 2019
Dallas, Texas
AGENDA:

Guiding Principles
Planning Process
What we have heard
Master Plan Frameworks
Neighborhood Park
Master Plan
Next Steps

BIG THINGS HAPPEN HERE
LET’S MAKE BIGGER THINGS HAPPEN.
GUIDING PRINCIPLES
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
SCHEDULE:

- Project Plan and Data Repository
- Kick-off Workshop
- Existing Site and Buildings Inventory

Understand What Exists
- Research
- Data Collection
- Site Visit

September 2019
- Discover
- Investigate and Analyze
- User Input and Engagement
- Opportunities and Constraints
- Focus Group Conversations
- Evaluate Framework Scenarios
- Plan Vision, Goals & Metrics

October 2019 to January 2020
- Master Plan Update
- Drivers of the Plan
- Refine Strategy

February to Mid-March 2020
- Approval & Refinement
- Synthesize & Present
- Document
- Final Documentation
- Fair Park First and City Council Approval
- Refine and Submit

We are here
**FAIR PARK MASTER PLAN UPDATE - SCHEDULE (08.23.2019)**

**PHASE 1 - UNDERSTANDING WHAT EXISTS**
- Kick Off Meeting
- User Meetings
- Campus Tour

**Week**
- Week Beginning 5-Aug
- 5-Aug
- 12-Aug
- 19-Aug
- 26-Aug
- 2-Sep
- 9-Sep
- 16-Sep
- 23-Sep
- 30-Sep
- 7-Oct
- 14-Oct
- 21-Oct
- 28-Oct
- 4-Nov
- 11-Nov
- 18-Nov
- 25-Nov
- 2-Dec
- 9-Dec
- 16-Dec
- 23-Dec
- 30-Dec
- 6-Jan
- 13-Jan
- 20-Jan
- 27-Jan
- 3-Feb
- 10-Feb
- 17-Feb
- 24-Feb
- 3-Mar
- 10-Mar
- 17-Mar
- 24-Mar

**Kick off, August 13-15**
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**PHASE 2 - DISCOVER**
- Urban Design Analysis
- Discovery Documentation
- Discovery Workshop
- Plan Vision, Goal-Metrics Finalization
- Meetings and Workshops

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- 4-Nov
- 11-Nov
- 18-Nov
- 25-Nov
- 2-Dec
- 9-Dec
- 16-Dec
- 23-Dec
- 30-Dec
- 6-Jan
- 13-Jan
- 20-Jan
- 27-Jan
- 3-Feb
- 10-Feb
- 17-Feb
- 24-Feb
- 3-Mar
- 10-Mar
- 17-Mar
- 24-Mar

**Discover Presentation and Workshop, Sept. 25-27**
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**PHASE 3 - MASTER PLAN UPDATE**
- Concept Plans
- Big Ideas / Early Concept Workshop
- Update 2003 MP Report
- Refine Preferred Concept
- Cost Estimates
- Final Concepts and Master Plan Update Presentation
- Meetings and Workshops

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- 30-Dec
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- 20-Jan
- 27-Jan
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- 17-Feb
- 24-Feb
- 3-Mar
- 10-Mar
- 17-Mar
- 24-Mar

**Big Ideas Workshops, Mid-Nov (TBD)**
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**PHASE 4 - IMPLEMENTATION + PHASING**
- Final Documentation
- Presentation to Fair Park Board for Approval
- Review Meeting with Park and Recreation Dept
- Presentation to Park Board for Approval
- Presentation to City Council for Approval
- Meetings and Workshops

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**Submission of Final Report Documentation**
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**MASTER PLAN UPDATE:**

**NOVEMBER 19-20: BIG IDEAS workshop**

Jan 2020: Final Master Plan Recommendations

Feb/March 2020: Final Master Plan Update and approvals

Spring 2020: Neighborhood park design begins
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: 15 registrants

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
COMMUNITY CONVERSATION KICK-OFF

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

COMMUNITY LEADER NEIGHBORHOOD PARK DISCOVERY WORKSHOP

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

NEIGHBORHOOD PARK DISCOVERY WORKSHOP

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

INITIAL CONCEPTS COMMUNITY CONVERSATION

PURPOSE: Upcoming meeting to share initial concepts and big picture ideas to gain feedback and input
DATE: 11.20.19
ATTENDEES: Over 100 registrants
NEIGHBORHOOD MEETINGS
(BRV AND IN THE CITY FOR GOOD)

PURPOSE: Engage the 22 neighborhoods adjacent to Fair Park to share information and gather feedback related to the master plan update and the neighborhood park plan.

Over 110 Participants so far!

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

Upcoming Meetings:
November 21: Cedars
November 23: Queen City
December 7: Ideal

Others: St. Philip's/Forest Heights, Bonton, Owenwood, Jubilee, Colonial Hill, Dixon Circle, Rose Garden
ONGOING CONVERSATIONS & RESEARCH

“A NEW DALLAS” - I345/I30 Planning

“THE LOOP” - Dallas Trails and Connectivity

MILL CREEK DRAINAGE RELIEF TUNNEL PROJECT

PRESERVATION DALLAS

DALLAS HISTORICAL SOCIETY

DALLAS PARK BOARD and PARKS AND RECREATION
190+ responses in initial open house
promotion via e-mail campaign, event invitations, and printed fliers at all community meetings related to the Fair Park Master Plan
survey provided in English and Spanish
MASTER PLAN RECOMMENDATIONS
Pedestrian Zone with limited access for service/emergency vehicles

Potential improved pedestrian connection (bridge or tunnel)

Potential parking deck locations can include some commercial liner uses at street level

Fair Park Walking Loop
Master Plan Update Recommendations

6 Park Edges

Future fence location to be determined once a neighborhood park location is determined.
Master Plan Update Recommendations

7 Park Resilience

- Additional tree canopy reduces heat island effect by an estimated 20-45 degrees in shaded areas.
- Improved stormwater management areas to reduce flooding and manage stormwater on site.
- Defined pedestrian zone creates more equitable access and circulation within Fair Park.
- Improved connections into park create more equitable access to park amenities.
- New prairie planting areas will increase wildlife habitat, improve stormwater functions, and provide more access to natural environments.
Master Plan Update Recommendations

8 Blue + Green Infrastructure

Potential locations for blue/green infrastructure to improve stormwater functions on site.
Master Plan Update Recommendations

9 Proposed Buildings

FAIR PARK MASTER PLAN UPDATE
Master Plan Update Recommendations

Parks & Open Space

- Updated design for Cotton Bowl plaza will include an interactive water feature.
- Gateway parks improve user experience at park entrances.
- Music Green to provide open and flexible open space to increase programming and activation.
- Blackland Prairie Trail to expand habitat and connect to north end of Fair Park.
- Enhance and expand the natural areas and existing habitat at the Lagoon and Texas Discovery Gardens.
NEIGHBORHOOD PARK
CONSENSUS BUILDING FOR THE NEIGHBORHOOD PARK

Community Engagement - THE NEIGHBORHOOD PARK

Over 250 conversations in two community workshops and six neighborhood meetings

Top desired park programs include:
- splash pad,
- picnic shelter,
- accessible play,
- performance stage,
- game tables,
- & WiFi

Top park location vote-getters are park sites “B” and “D”*

*A map to the right for park locations

NEIGHBORHOOD PARK COMMUNITY WORKSHOP #1
SEPTEMBER 20, 2019

NEIGHBORHOOD ASSOCIATION MEETING

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October 26: Queen City Neighborhood Association (cancelled due to inclement weather)
November 6: GM Roberts Elementary (Parental)
November 7: Bercard Neighborhood Association
November 13: Powel - Italo Society & Outreach Center
November 16: Dolphin Heights
Upcoming Meetings:
November 20: Outlaw
December 3: Queen City

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

“...love the fact that the feedback is being listened to.”

FAIR PARK MASTER PLAN UPDATE

*Votes tally based on individual table groups or 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)
Master Plan Update Recommendations

Neighborhood Park Sites

Neighborhood Park - Option A
- ~13 Acres
- Pros:
  - Proximity to neighborhoods east and north of Fair Park
  - Park size allows for desired and expanded programming
  - Location allows for neighborhood park to be "outside" of the fence to provide year round access
  - Access to ample parking
  - Creates new activity anchor on east side of park
  - Allows for extensive expansion of natural/stormwater areas

- Cons:
  - Proximity to center of Fair Park and activities
  - Limited access to transit
  - Requires removal of approximately 1600 parking stalls

Neighborhood Park - Option B
- ~14.5 Acres
- Pros:
  - Proximity to neighborhoods east of Fair Park
  - Park size allows for desired and expanded programming
  - Location allows for neighborhood park to be "outside" of the fence to provide year round access
  - Access to ample parking
  - Creates new activity anchor on east side of park
  - Allows for extensive expansion of natural/stormwater areas

- Cons:
  - Proximity to center of Fair Park and activities
  - Limited access to transit
  - Requires removal of approximately 1800 parking stalls

Neighborhood Park - Option D
- ~6.2 Acres
- Pros:
  - Proximity to neighborhoods south of Fair Park
  - Proximity to center of Fair Park and primary park entrances
  - Great access to transit

- Cons:
  - Narrow park size limits programming options
  - Requires removal of primary high-use parking lots
  - Challenges with neighborhood park being "outside" of the fence
  - Limited opportunities for stormwater/natural areas

NOTE: Neighborhood Park Site Option C has received limited public support and is no longer being considered as a potential location.

FAIR PARK MASTER PLAN UPDATE
Master Plan Update Recommendations

13 Potential Neighborhood Park Programming

- WiFi
- Splash Pad
- Picnic Shelter
- Accessible Play
- Performance Stage
- 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 and large amphitheater with performance stage

Multiple game tables and configurations

Large flex lawn to accommodate recreation sports

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

FAIR PARK MASTER PLAN UPDATE
Master Plan Update Recommendations

Neighborhood Park Program

~13 Acres Total
- Lawn
- Playground
- Splash Pad
- Amphitheater
- Gardens
- Stormwater
- Natural Area
- Trails/Plazas

~14.5 Acres Total
- Lawn
- Playground
- Splash Pad
- Amphitheater
- Gardens
- Stormwater
- Natural Area
- Trails/Plazas

~6.2 Acres Total
- Lawn
- Playground
- Splash Pad
- Gardens
- Stormwater
- Natural Area
- Trails/Plazas

Additional desired programming that could possibly fit into Option A or Option B (additional programming will not fit into Option D) would include Dog Park, Fitness Trail, Food and Beverage, Restrooms, Tot Lot

FAIR PARK MASTER PLAN UPDATE
Master Plan Update Recommendations

Site Development Concept

Master Plan Project Goals
- Create a signature public park
- Uphold the park’s historic legacy
- Support the existing events while activating the park with new programs and uses.
- Encourage economic vitality
- Enhance connectivity with the community and the greater Dallas metroplex

Improve Edges
- Activate urban edges
- Improve pedestrian access
- Green the edges

Enhanced Pedestrian access and circulation within the core
- Limited service and emergency access
- Improve pedestrian facilities

Enhancements to Esplanade and Court of Honor
- Implement restoration plans from the 2003 Master Plan

Create more flexible open spaces
- Create more blended spaces that interconnected and accessible
- Increase tree canopy and blue infrastructure
- Allow for more year round activation and programming

Define location for Neighborhood Park
- Programming and activities to support neighborhood residents
- Increase recreation opportunities
- Open and accessible year round

Improve Linear Connections with Green + Blue infrastructure
- Create a Loop
- Improve ecological and stormwater functions

Reconstruct/rehabilitate historic park elements
- Preserves the spirit of the park heritage
- Develop interpretive tools

Enhance gateways and park entrances
- Improve quality of public realm and landscaped corridors
- Define effective signage and wayfinding

FAIR PARK MASTER PLAN UPDATE
Master Plan Update Recommendations

Draft Master Plan

- **Improved Entrance Gate**
- **New Gateway Park**
- **Improved Public Realm Greening**
- **New Entrance Gate**
- **New Gateway Park**
- **Enhancements to Esplanade and Court of Honor**
- **Enhanced Landscaping**
- **Enhanced Open Space**
- **New Music Green**
- **Improved Pedestrian Connection**
- **Improved Parking Lot Greening**

**Legend**
- FAIR PARK BOUNDARY
- NEW WATER FEATURES
- NEW PARKS/OPEN SPACE
- GATEWAYS
- EXISTING TREES
- NEW TREES

**FAIR PARK MASTER PLAN UPDATE**
Open House Format

Please visit the Boards, talk to the Spectra Team members and provide feedback to the Master Plan recommendations and questions on each board.

THANK YOU!