

Perkins&Will

Fair Park Master Plan Update

Open House



FAIR PARK FIRST



SPECTRA

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 Master Plan Update 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:



SCHEDULE:

Week # Week Beginning	Month 1 August-19				Month 2 September-19					Month 3 October-19				Month 4 November-19				Month 5 December-19				Month 6 January-20				Month 7 February-19				Month 8 March-20							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34			
PHASE 1 - UNDERSTANDING WHAT EXISTS																																					
Kick Off Meeting; User Meetings; Campus Tour																																					
Existing Document + Data Review																																					
Meetings and Workshops																																					
PMT Meetings (some by phone/web)																																					
PHASE 2 - DISCOVER																																					
Urban Design Analysis																																					
Discovery Documentation																																					
Discovery Workshop																																					
Plan Vision, Goal+Metrics Finalization																																					
Meetings and Workshops																																					
Submission of Phase 2 Documentation																																					
PMT Meetings (some by phone/web)																																					
PHASE 3 - MASTER PLAN UPDATE																																					
Concept Plans																																					
Big Ideas / Early Concept Workshop																																					
Master Plan Concepts																																					
Update 2003 MP Report																																					
Refine Preferred Concept																																					
Cost Estimates																																					
Final Concepts and Master Plan Update Presentation																																					
Meetings and Workshops																																					
Submission of Phase 3 Documentation																																					
PMT Meetings (some by phone/web)																																					
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																																					
Submission of Phase 4 Documentation																																					
PMT Meetings (some by phone/web)																																					

OH Open House; UP User Panel; PMT Project Management Team; FB Fair Park Board; PR Park and Rec; PB Park Board; DAL City of Dallas

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

A photograph of a meeting in progress. A woman with long dark hair and tattoos on her arms is seated at a table, pointing at a large diagram on a sheet of paper. The diagram features a red circle with several small icons inside. Other people are seated around the table, some looking at the diagram. A man with glasses and a colorful striped shirt is leaning forward, looking intently at the woman. The room has large windows with blinds in the background. The overall image has a greenish 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: 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*

NEIGHBORHOODS



ONGOING CONVERSATIONS & RESEARCH

“A NEW DALLAS”- I345/I30 Planning

“THE LOOP” - Dallas Trails and Connectivity

MILL CREEK DRAINAGE RELIEF TUNNEL PROJECT

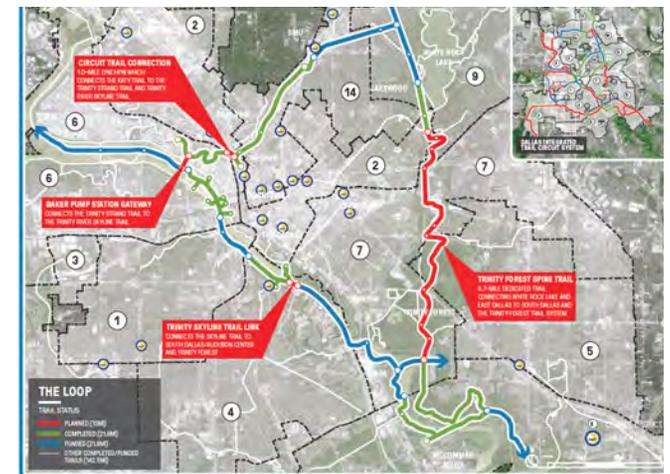
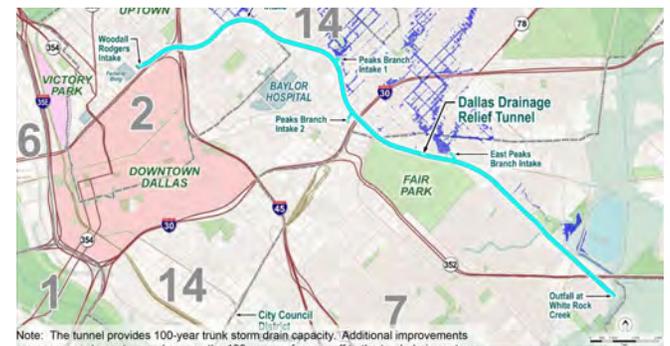
PRESERVATION DALLAS

DALLAS HISTORICAL SOCIETY

DALLAS PARK BOARD and PARKS AND RECREATION

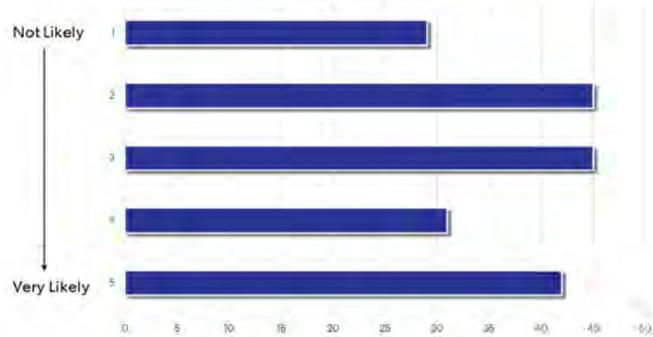


OTHERS

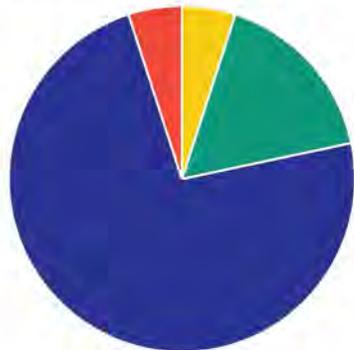


ONLINE SURVEY

Outside of the State Fair, how likely are you to visit Fair Park?

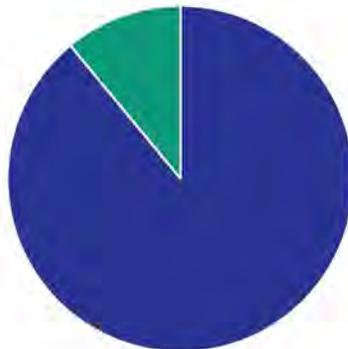


Responses received by Zipcode



75210 75215 75223 75227

Do you feel well informed about what happens year round at Fair Park?



NO YES

GREATEST NEEDS IN THE FOLLOWING CATEGORIES:



COMMUNICATION OF EVENTS AND ACTIVITIES



PROGRAMMING OPTIONS



SAFETY



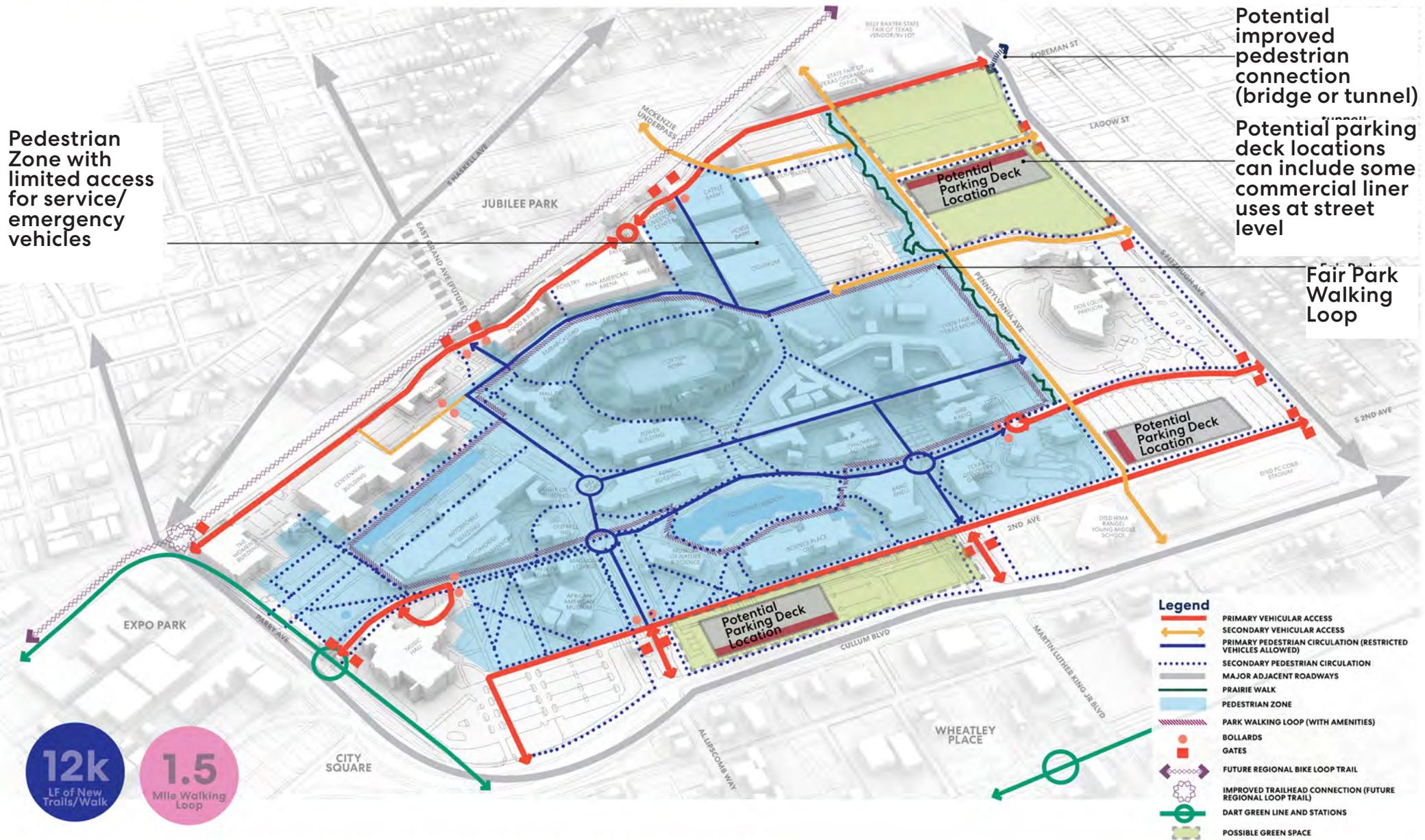
ACCESS AND CONNECTIVITY

- 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



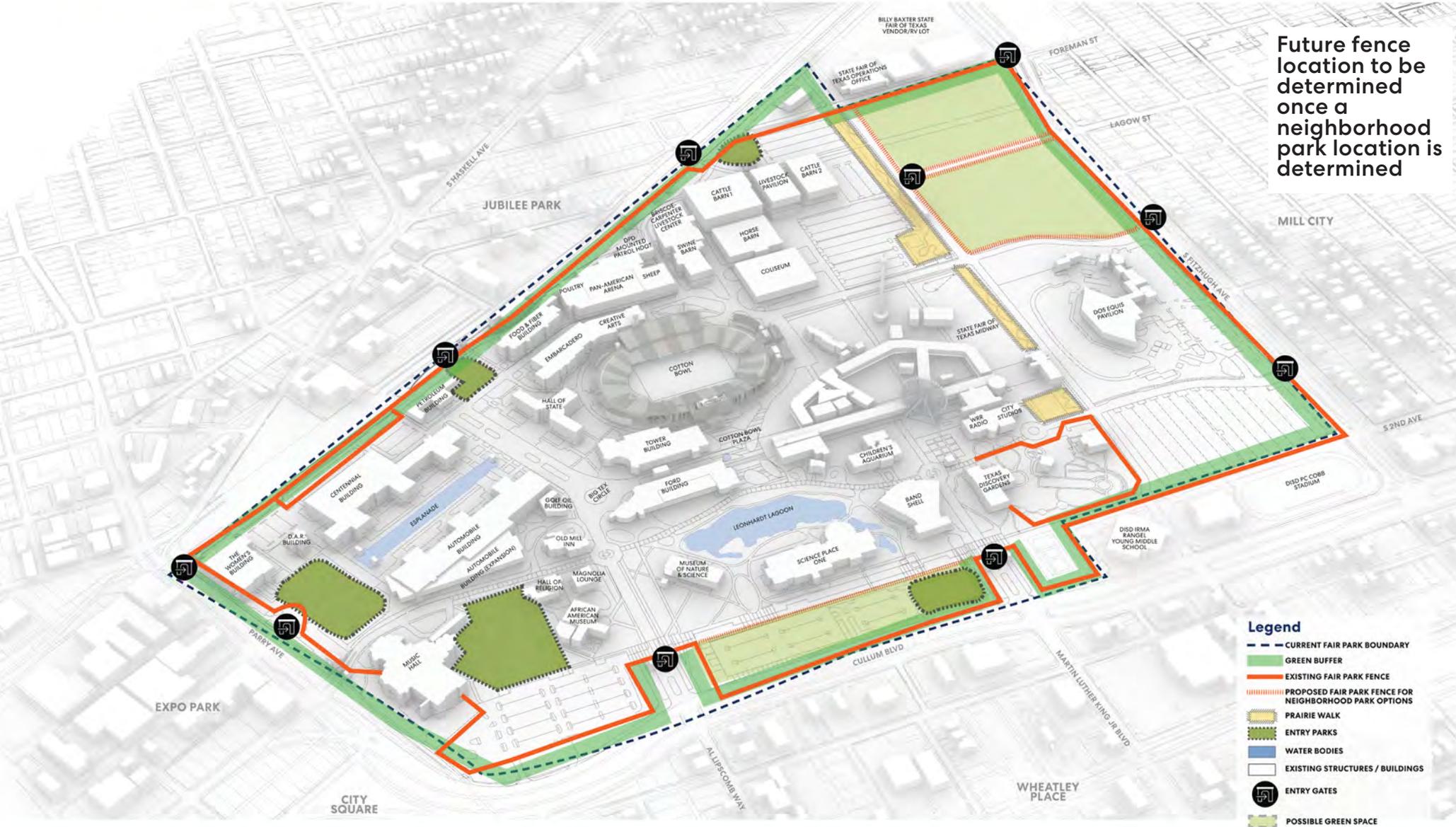
MASTER PLAN RECOMMENDATIONS

5 Park Access and Connectivity



Master Plan Update Recommendations

6 Park Edges



Future fence location to be determined once a neighborhood park location is determined

7 Park Resilience

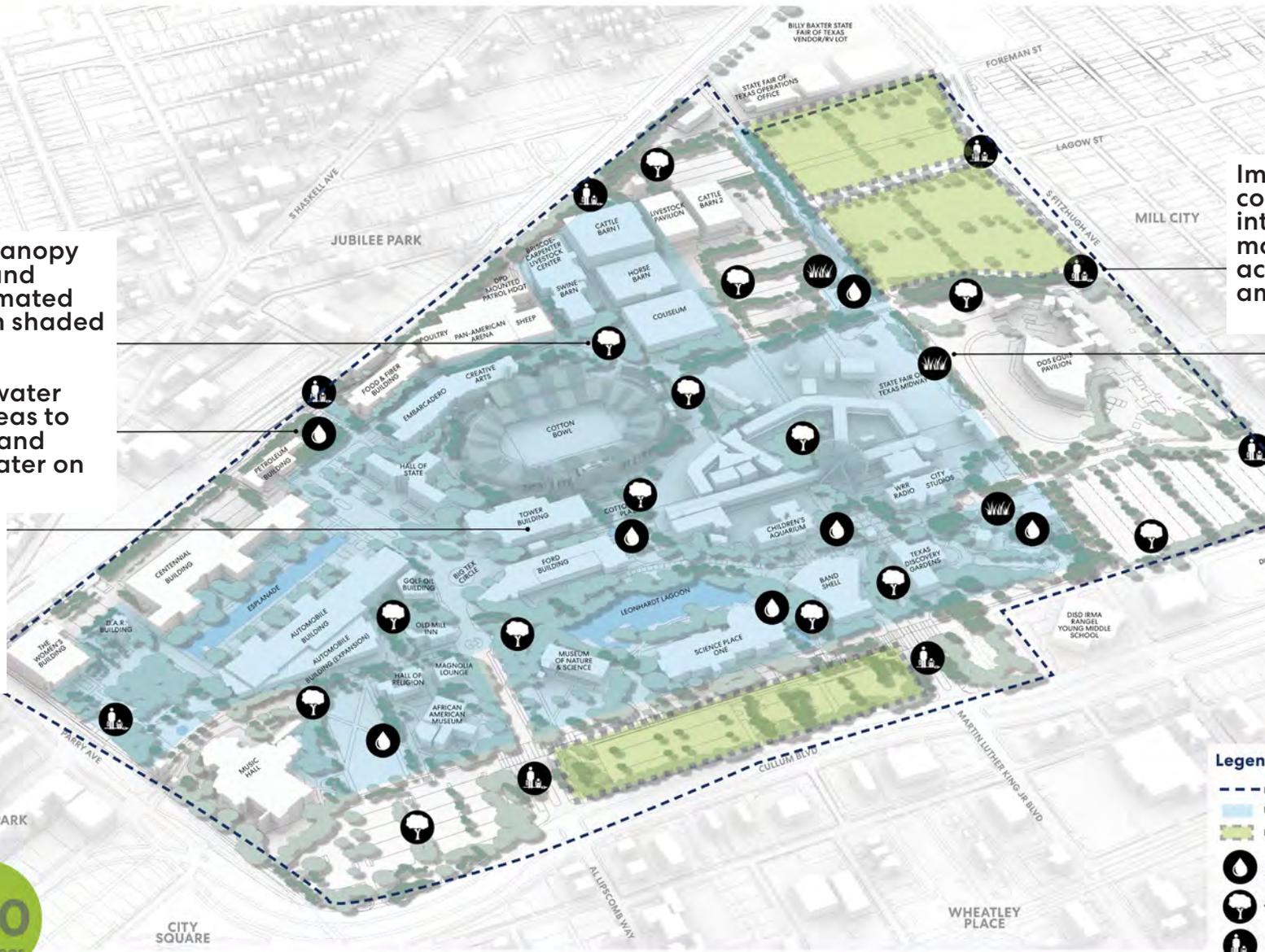
Additional tree canopy reduces heat island effect by an estimated 20-45 degrees in shaded areas

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



Legend

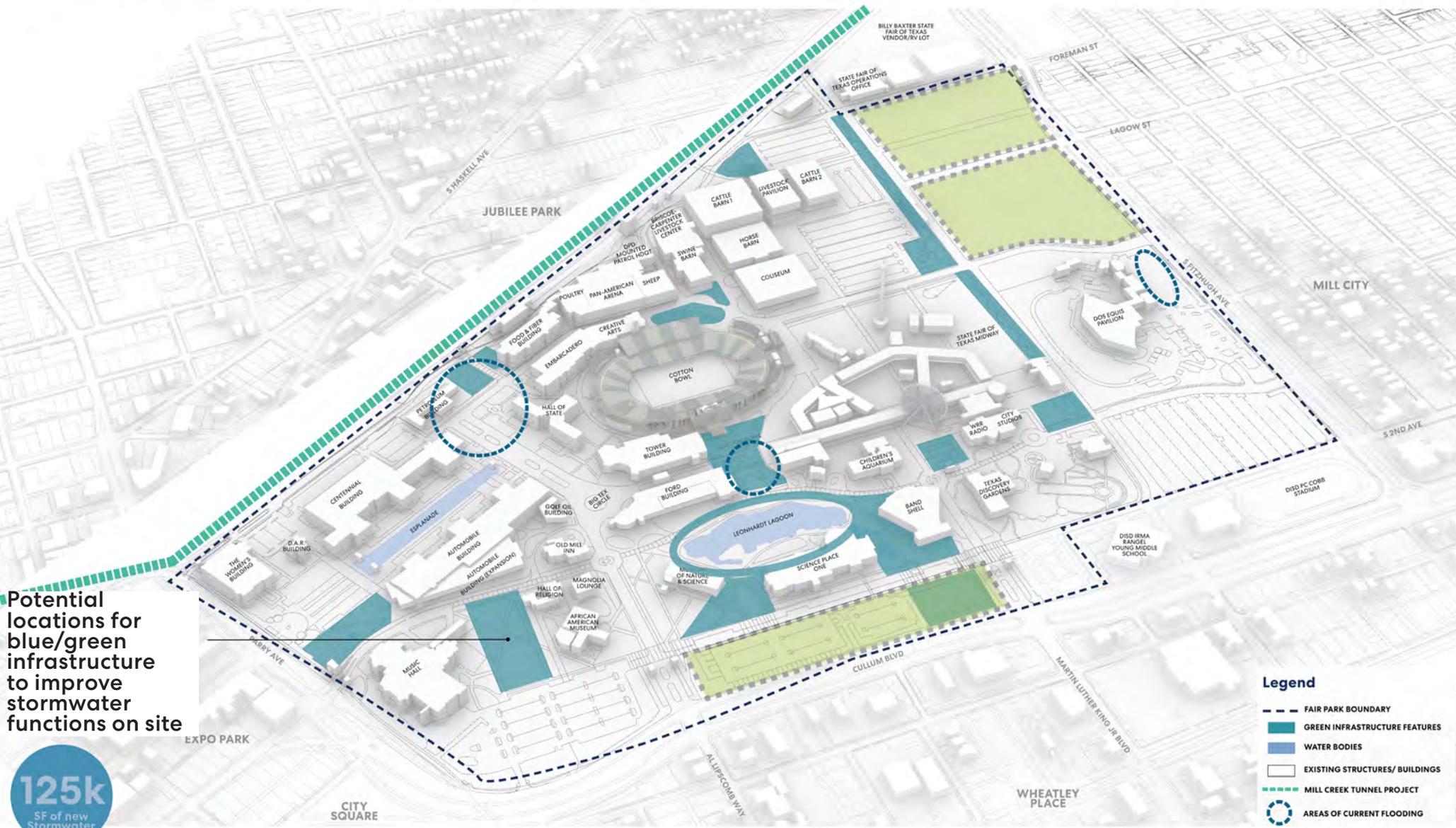
- FAIR PARK BOUNDARY
- PEDESTRIAN ZONE
- POSSIBLE GREEN SPACE
- STORMWATER MANAGEMENT AREAS
- AREAS OF INCREASED TREE CANOPY
- IMPROVED PEDESTRIAN ACCESS

580k
SF Reduction of Impervious Surface

780
New Trees

Master Plan Update Recommendations

8 Blue + Green Infrastructure



Potential locations for blue/green infrastructure to improve stormwater functions on site

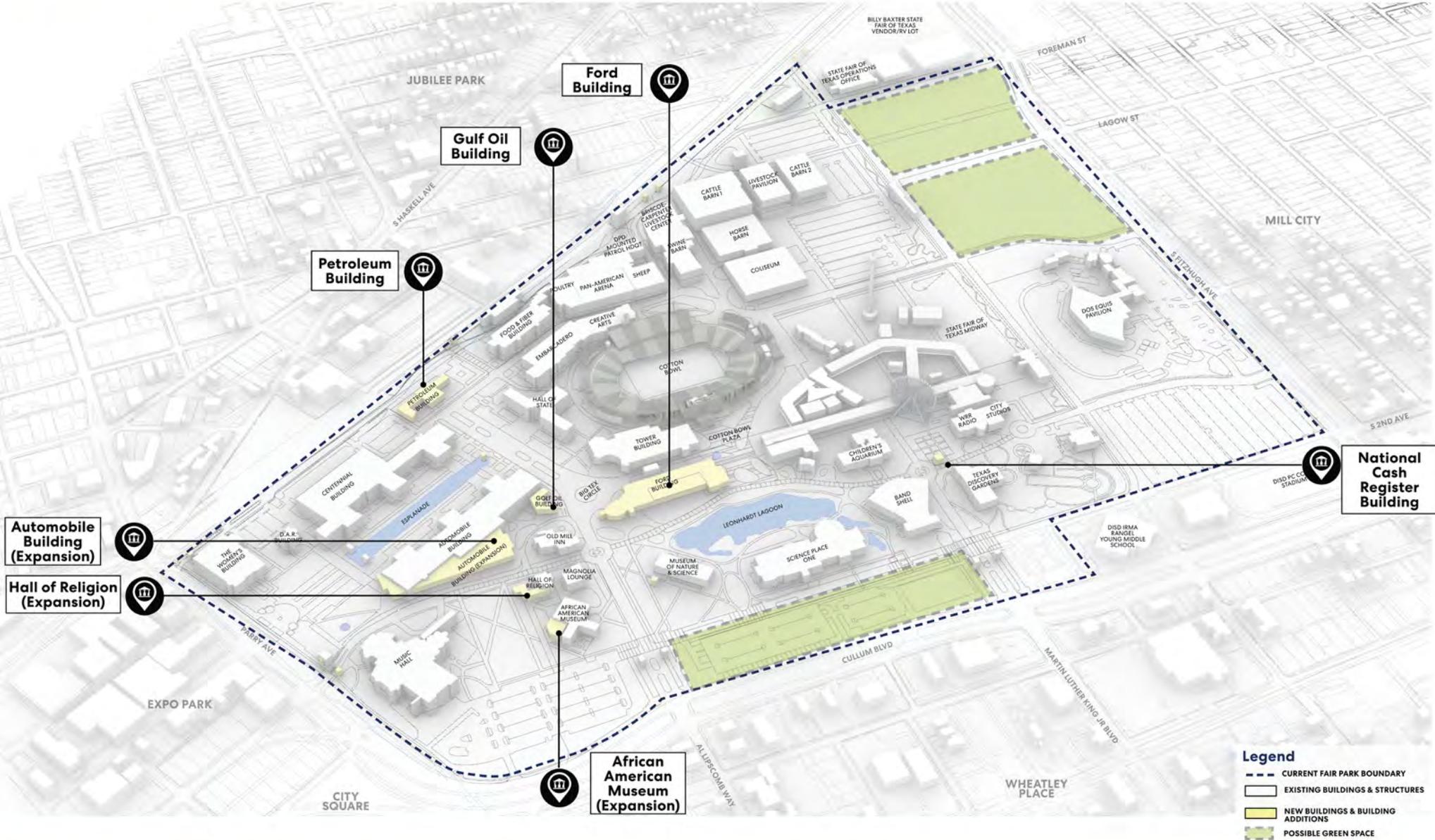
125k
SF of new Stormwater Areas

- Legend**
- FAIR PARK BOUNDARY
 - GREEN INFRASTRUCTURE FEATURES
 - WATER BODIES
 - EXISTING STRUCTURES/ BUILDINGS
 - MILL CREEK TUNNEL PROJECT
 - AREAS OF CURRENT FLOODING
 - POSSIBLE GREEN SPACE

FAIR PARK MASTER PLAN UPDATE



9 Proposed Buildings



10 Parks & Open Space

Gateway parks improve user experience at park entrances

Updated design for Cotton Bowl plaza will include an interactive water feature

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



410k
SF of New Park/
Open Space

65k
SF of New
Prairie

NEIGHBORHOOD PARK



CONSENSUS BUILDING FOR THE NEIGHBORHOOD PARK

11 Community Engagement - THE NEIGHBORHOOD PARK

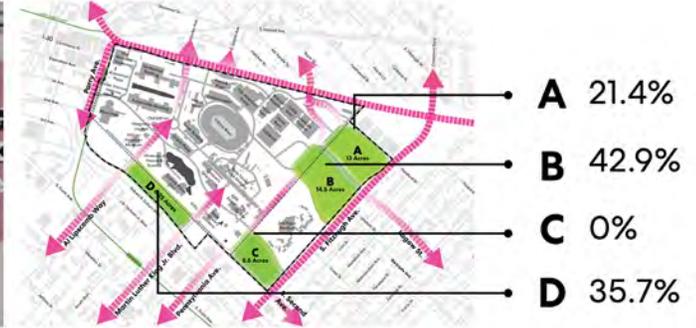
Over 250 conversations in two community workshops and six neighborhood meetings

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"*

*see park map to the right for park locations



- 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



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- Upcoming Meetings:
- November 21: Cedars
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- Others: St. Philip's/Forest Heights, Bonton, Owenwood, Jubilee, Colonial Hill, Dixon Circle, Rose Garden

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

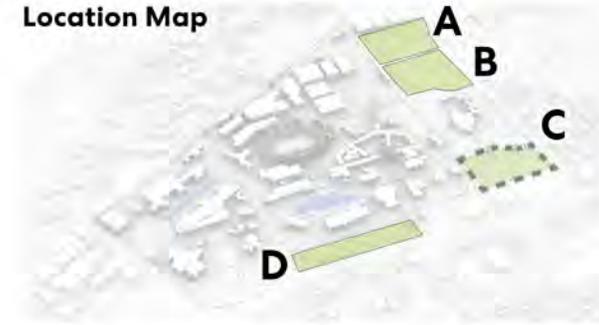
"post on multiple social media sites to spread the word better to make more people aware of the event."

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

Master Plan Update Recommendations

12 Neighborhood Park Sites

Location Map



Neighborhood Park - Option A



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



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



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.

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

14 Neighborhood Park Program

Neighborhood Park - Option A



~13 Acres Total

- Lawn
- Playground
- Splash Pad
- Amphitheater
- Gardens
- Stormwater
- Natural Area
- Trails/Plazas

Neighborhood Park - Option B



~14.5 Acres Total

- Lawn
- Playground
- Splash Pad
- Amphitheater
- Gardens
- Stormwater
- Natural Area
- Trails/Plazas

Neighborhood Park - Option D



~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

MASTER PLAN



Master Plan Update Recommendations

15 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

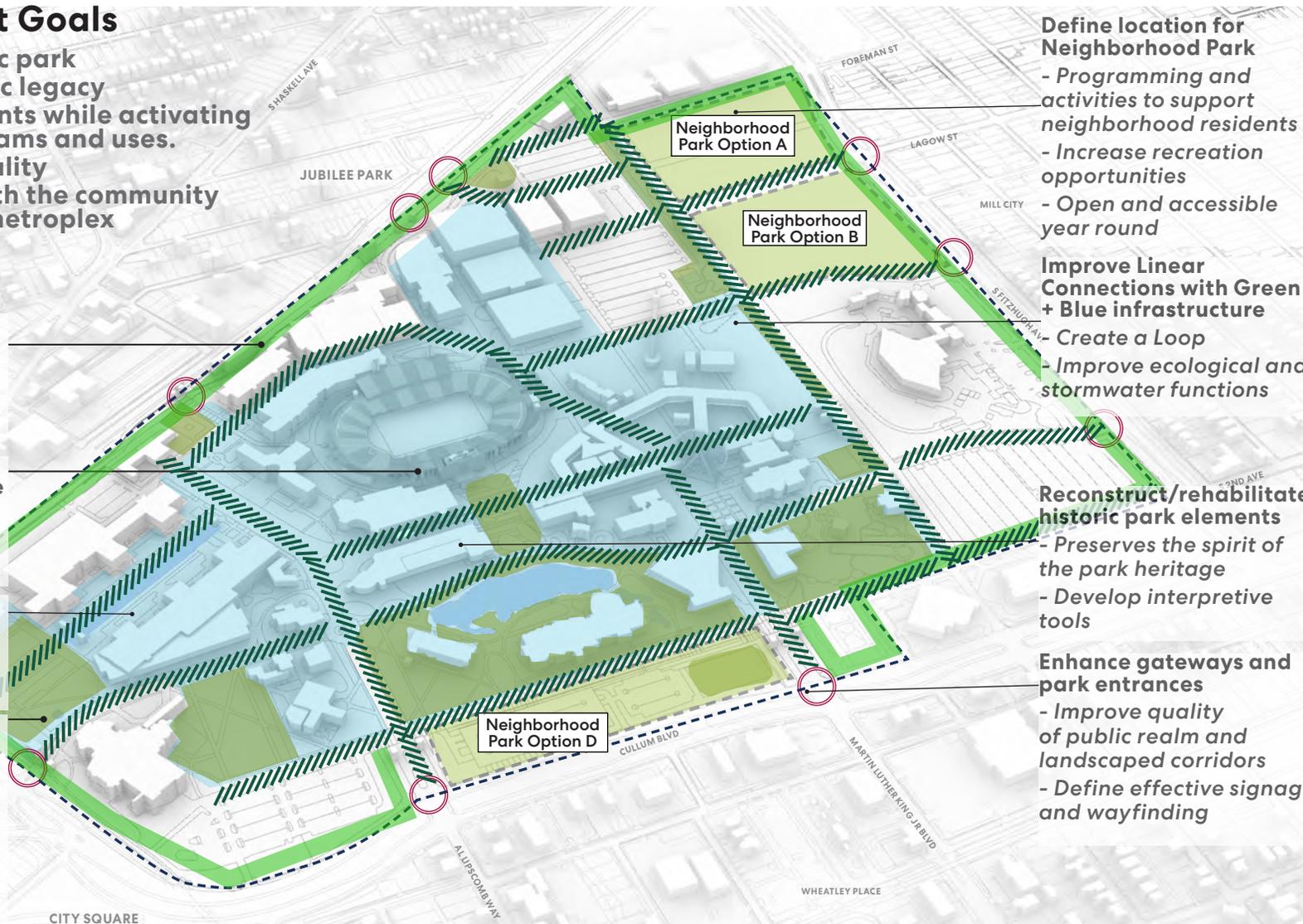
- Limited service and emergency access
- Improve pedestrian facilities

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

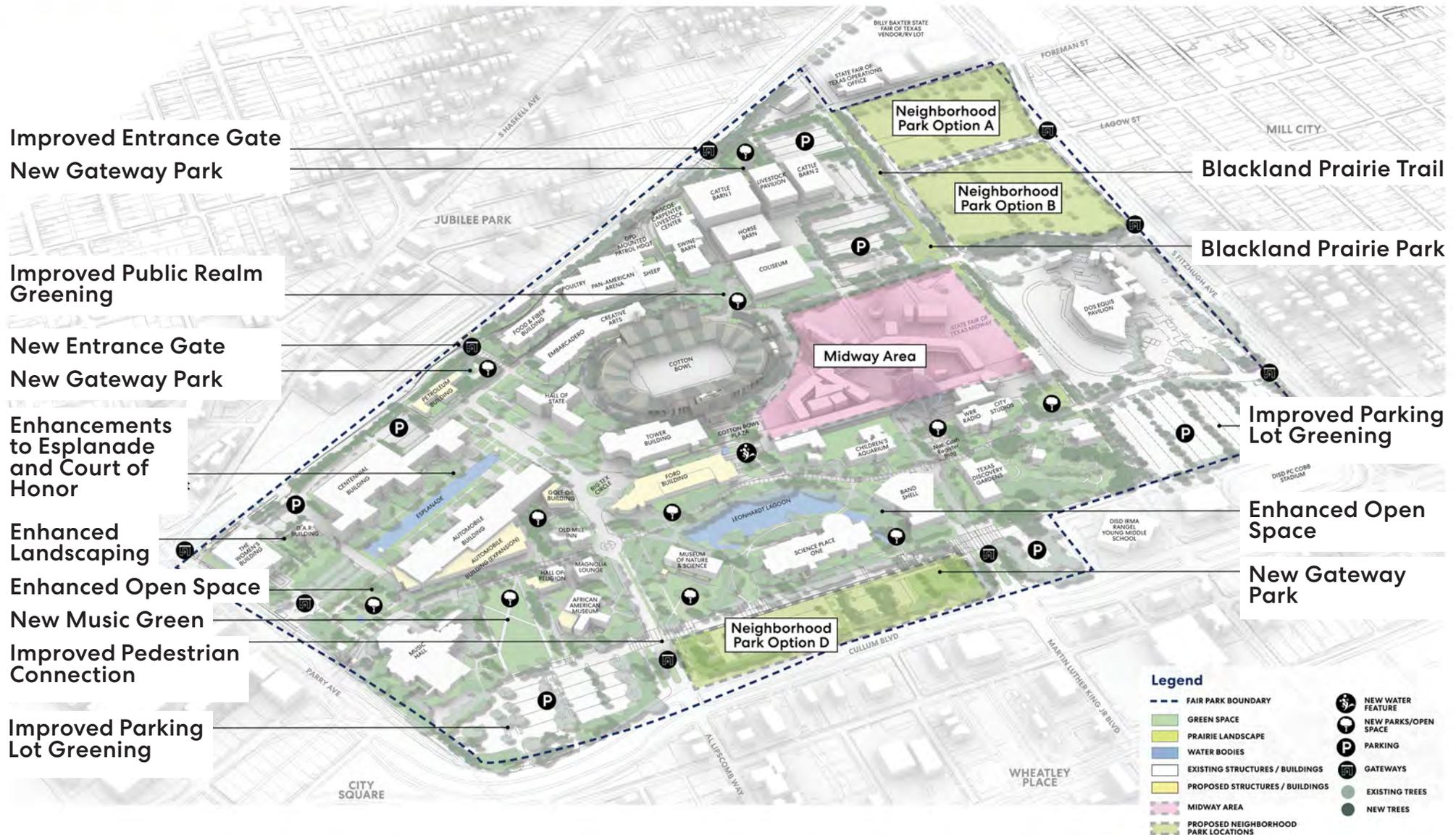
- #### Improve Linear Connections with Green + Blue infrastructure
- Create a Loop
 - Improve ecological and stormwater functions

- #### 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

Master Plan Update Recommendations

16 Draft Master Plan



Legend

FAIR PARK BOUNDARY	NEW WATER FEATURE
GREEN SPACE	NEW PARKS/OPEN SPACE
PRAIRIE LANDSCAPE	PARKING
WATER BODIES	GATEWAYS
EXISTING STRUCTURES / BUILDINGS	EXISTING TREES
PROPOSED STRUCTURES / BUILDINGS	NEW TREES
MIDWAY AREA	
PROPOSED NEIGHBORHOOD PARK LOCATIONS	

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!