

FAIR PARK

Master Plan Update



December 2020



FAIR PARK FIRST





FAIR PARK Master Plan Update



Dallas, Texas
December 2020

Special Acknowledgements

The Fair Park Master Plan Update was prepared for Fair Park First, in cooperation and partnership with the City of Dallas. We would especially like to thank the citizens and elected officials of the City of Dallas for their valuable assistance in helping create the Fair Park Master Plan Update. There was significant input and participation by hundreds of South Dallas community stakeholders throughout the entire process. Staff from the City of Dallas, Dallas Parks and Recreation Board, the State Fair of Texas, and the resident institutions on the Fair Park campus also provided valuable contributions to the plan.



Steering Committee

The Steering Committee guided the production of the Master Plan Update, integrating the needs and visions of all Park user groups and visitors. The Committee provided a high level oversight as well as detailed recommendations based on their individual expertise and responsibilities. They have ensured the Plan aligns with the strategic plans and other major initiatives of the City of Dallas, State Fair of Texas, and other key stakeholders.

- Darren L. James FAIA, Fair Park First President*
- Norman Alston FAIA, Fair Park First Secretary*
- Brian Luallen, Fair Park First Executive Director*
- Peter Sullivan, Spectra
- Dee Hirsch, Spectra
- Scott Norton, Spectra
- Julian Bowman, Spectra

- Ashley Langworthy, BRV*
- Alyssa Arnold, BRV*
- Dan Biederman, BRV
- Rodrigo Rodarte, BRV
- Doug Overman, BRV
- (* Contributing authors)

Fair Park First Board

Darren L. James FAIA, Board Chair
Norman Alston FAIA, Board Member
Veletta Forsythe-Lill, Board Member
Rev. Donald Parish, Sr., Board Member
Ann Barbier-Mueller, Board Member
Emily Ledet, Board Member
John Proctor, Board Member
Arcilia Acosta, Board Member
Mercedes Fulbright, Board Member
Margo Ramirez Keyes, Board Member
Ovidia Eveyln Amaya, Board Member
Sonja McGill, Board Member
Jason Brown, Board Member
Cristina Zertuche Wong, Board Member
Cristina B. Lynch, Board Member
Sonya Woods Rose, Board Member
Robb Stewart, Park Board Liaison District 10 Ex Officio
Daniel Wood, Park Board District 7 Ex Officio

Community Partners

AIA
ADEX
African American Museum
Big Thought
Circuit Trail Conservancy - The LOOP
City of Dallas Planning & Urban Design
City of Dallas Office of the Mayor
City of Dallas Manager's Office
Coalition for a New Dallas
Communities Foundation of Texas
Dallas Black Chamber of Commerce
Dallas Citizens Council
Dallas City Council
Dallas Foundation
Dallas Historical Society
Dallas Innovation Alliance
Dallas Museum of Art
Dallas Park and Recreation Board
Dallas Park and Recreation Staff

Dallas Pride
Dallas Public Library
Dallas Regional Chamber
Dallas Summer Musicals
Dallas Wind Symphony
Dallas Zoo
Dallas Independent School District
DART
Daughters of the American Revolution - Jane Douglas Chapter
EarthX
East Dallas Chamber of Commerce
Friends of Fair Park
Greater Dallas Planning Council
Hoblitzelle Foundation
Inspire Art Dallas
Landmark Commission
Live Nation - Dos Equis Pavilion
Meadows Foundation
Mill Creek Drainage Relief Tunnel Project
North Texas Irish Festival

Office of Arts and Culture

Preservation Dallas

Regional Black Contractors Association (RBCA)

Regional Hispanic Contractors Association (RHCA)

Revitalize South Dallas Coalition

SMU Meadows School of the Arts

Southfair Community Development Corporation

State Fair of Texas

Summerlee Foundation

The Dallas Citizens Council

The Dallas Sports Commission

The Deep Ellum Foundation

Texas Commission on the Arts

Texas Discovery Garden

Texas Historical Commission

Texas Trees Foundation

TREC

Trinity Park Conservancy

Trust for Public Land

TTIA

Visit Dallas

WRR-FM: Classical 101.1 FM

Consultant Team

John Slack, ASLA, Perkins & Will

Ron Stelmarski, Perkins & Will

Leslie Johnson, Perkins & Will

Justin Parscale, Perkins & Will

Chris Counts, ASLA, Perkins & Will

Samantha McKinney, ASLA, Perkins & Will

Swati Khimesra, Perkins & Will

Devin Guinn, Aqua Green LLC

Michael Noonan, Cumming Construction Management

Daniel Pomfrett, Cumming Construction Management

Kevin Sloan, Kevin Sloan Studio

Lauren Mattern, Nelson Nygaard

Johnathon Mosteiro, Nelson Nygaard

Kevin C. Minkler, Pacheco Koch

Steve E. Stoner, Pacheco Koch

Gary Skotnicki, Skotnicki Studio

Community Engagement
Partners

Dan Mulford, In The City For Good

Terry Kittleson, In The City For Good

Katrina Keyes, K Strategies

Shawntell Lewis, K Strategies

Brittani Hite, K Strategies

Willis Johnson, JBJ Management

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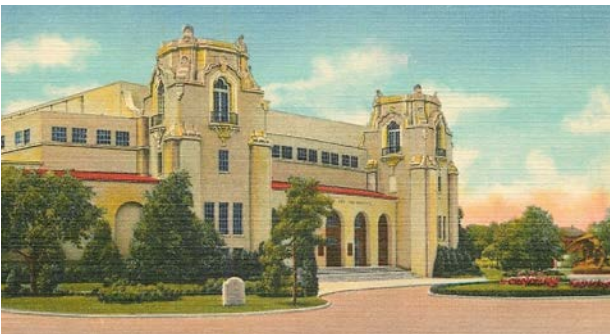
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Executive Summary



Executive Summary



Fulfilling Fair Park's purpose—a thriving community gathering place, every day.

Fair Park is the crown jewel of Art Deco architecture and art, Dallas history, and Texas culture. It is an incubator for some of the region's most prestigious museums and institutions and thousands of art, natural history, and science exhibitions. Fair Park is home to many of the largest, most notable events in the State. It is a symbol of what makes Texas great, the core of the Dallas cultural district, and the heart of the South Dallas community. This Master Plan Update serves as a roadmap for redeveloping the Park in a manner consistent with its prominence as an iconic National Historic Landmark and its historic context as a symbol of Texan culture for the world. All with the overarching goal of ensuring the campus thrives as a vital community resource for generations to come.

Fair Park is one of Dallas's principal tourism and leisure destinations, comprising 277 acres and drawing millions of visitors from across the nation and abroad. On a peak day, the Park draws well over 100,000 visitors, engaging in a wide variety of events, activities, and cultural and entertainment programming.

As Dallas and the surrounding metroplex expand and more people settle in the area, demand for Fair Park will continue to grow. Fair Park will remain a place for

visitors to enjoy both active and passive recreation while affording access and appreciation to the unique historic campus and cultural offerings of its resident institutions. Engaging the outdoor environment for relaxation, activity, and programming will present new daily uses for the site.

The fundamental goal of this Master Plan Update is to identify ways in which Fair Park can realize its untapped potential as a center for culture, a driver of economic development, and an asset for the community, while creating a framework for future projects and enhancements to ensure sustainability for future generations. The Master Plan Update considers the historic, recreational, and environmental resources of the Park, while responding to the needs of users and visitors, protecting the cultural and historic resources, and ensuring sustainability.



Fair Park Esplanade Area

The Fair Park Partnership

The vision, planning, and capacities at Fair Park have coalesced into a strategic partnership and created a complement of institutional roles, expertise, and significant capacities. Selected by the City of Dallas through a competitive public process, this partnership includes:

City of Dallas – Following years of stewardship by the City of Dallas, Fair Park continues to benefit from the engagement and support of the Mayor's Office, City Council, Parks and Recreation Board and Department, and the Office of Arts and Culture.

Fair Park First – A nonprofit created to reestablish Fair Park as a place of activity, opportunity, and Dallas pride. This organization oversees the management and stewardship of Fair Park and works with neighboring communities to ensure that Fair Park remains a vital, relevant asset.

Spectra – A national leader in the private sector, Spectra manages large, complex public venues, including arenas, stadiums, and other venues for major public events. Spectra manages the day-to-day operations of Fair Park and its venues.

Biederman Redevelopment Ventures (BRV) – A preeminent authority in revitalizing and redeveloping urban public spaces, with a special focus on urban public parks. BRV is working to develop and improve Fair Park's greenspaces and public realm, making it a celebrated, well used, and beloved public park for Dallas community members and visitors.

In the City for Good – In the City for Good is a Dallas nonprofit connecting business leaders and charitable groups to help solve persistent community challenges, with a mission to improve lives in Fair Park's neighboring South Dallas communities.

Resident Institutions – Through close collaboration with resident institutions and signature annual events, the partner organizations are working to ensure that the vision for Fair Park extends benefits to the Park’s year-round audience and all attendees.

Public Participation

Fair Park attracts a high level of interest from a tremendous variety of constituents and user groups including: the surrounding communities, resident institutions and events, organizations and associations across the City, businesses, and individuals from around the world. To ensure these interests were represented in this Master Plan Update, a comprehensive, meaningful public engagement process was established to facilitate planning.

The engagement process relied on the context of previous studies and plans, and a strategic community outreach program which targeted user and community groups. This process included multiple surveys, public workshops, regularly scheduled and advertised public meetings, coordinated presentations and exercises with surrounding neighborhood associations and affiliate community organizations, and regular meetings with a steering committee in direct contact with directors and key staff members from the City of Dallas.

A critical component of the mobilization of public engagement and feedback was the operation of a professionally organized media campaign. All local newspapers, radio, and television stations were contacted throughout the process, utilizing a

variety of advisories, releases, and regular posts on our extensive social media network. Feature articles across varied media helped foster and inform public awareness and input. The campaign resulted in diverse, highly attended workshops and meetings. The recommendations contained in this document were directly shaped by this comprehensive engagement and public feedback.



A Balanced, Pragmatic Approach

The diversity and quality of programs and usage of Fair Park requires a balanced provision of sustainable environmental management for public spaces, expansion of greenspace and resources, preservation and enhancement of the National Historic Landmark’s art and architecture, and the operation of economically successful commercial leisure enterprises.

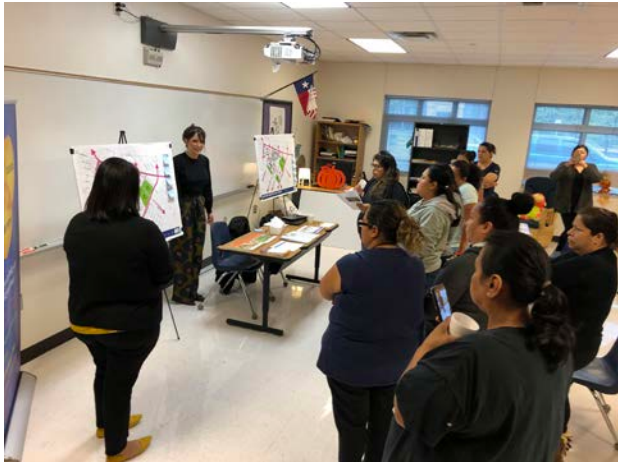
The vision is a Park which is activated across all 277 acres, 365 days a year, sustaining a critical mass of daily and yearly visitors to ensure the viability of all long-term tenants. Strategically placed zones of activation create connected experiences and build synergy between activities across the site. By focusing on a unified strategy for regular activation and increased density across the campus, this Master Plan Update solidifies a framework for holistic management of this complex property for the future.

Recreation

This Master Plan Update maintains and expands upon Fair Park’s traditional land use objectives and the fundamental assumptions and recommendations of the 2003 Fair Park Comprehensive Development Plan. With over 50 acres of proposed new greenspace, the Park will further be regarded as a regional destination for recreation, with increased opportunities to improve the quality of life for Dallas citizens. The campus will be transformed by extensive planting of new shade tree canopies in the new Community Park, Gateway Parks, and along a new internal shaded multimodal trail, thus offering equitable access to passive, nature-oriented recreation uses.

Commerce

From a commercial perspective, Fair Park will continue to host a wide variety of economically important leisure and entertainment industry programming, such as signature special events, major concerts, and cultural performances,



Images of Fair Park Master Plan Update Community Engagement

as well as not-for-profit leases such as museums, institutions, and attractions. Organizations historically based at Fair Park will continue to reside there and be supplemented with new organizations and enterprises which contribute daily visitors and new opportunities for funding and programmatic synergies.

This plan acknowledges a need for expanded services and amenities within the Park, and consistent programming throughout the year. It is not the objective of this plan to expand dedicated lease areas or private organization uses to the detriment of the public use of the Park. The total land area under this Master Plan Update remains at 277 acres but expands public greenspace and access to the campus profoundly.

The plan supports expansion and improvements to certain existing leases in order to maximize their revenue potential and the overall sustainability of the Park. In addition, it supports expansion of digital infrastructure to support and sustain potential mixed uses enhancements, such as food and beverage amenities appropriate to a public park, in order to enhance the visitor experience.

Environment

In recognition of the City of Dallas's focus on environmental policy and sustainability, this document incorporates a decisive commitment to the environmental health of Fair Park. This commitment is supported by comprehensive proposals aimed at increasing greenspace, native plant landscaping and other appropriate additions to biodiversity, as well as

enhancing stormwater management, and continuing the conservation of the Park's existing lagoon and greenspaces. Key environmental recommendations include a substantial decrease in the impermeable surface parking within the Park and the creation of additional greenspaces, thus knitting nodes of activity together in a sustainable fashion. Properly designed, the expanded greenspaces and modified stormwater management will curtail flooding, filter pollutants, and provide the setting for nature-oriented recreational activities such as walking, biking, and informal sports activities. A strategic reorientation of parking lots will better manage automobile traffic in the Park, while allowing for new multimodal access. This increased connectivity to multimodal paths and trails provides a new alternative to vehicular traffic, reducing harmful emissions and congestion, and preserving more of the land for recreation, commercial, and programmatic functions.

History and Culture

The Fair Park campus is a National Historic Landmark, often cited as one of the largest collections of Art Deco structures in the United States. It is home to an unrivaled collection of intact Exposition structures, offering a diverse and compelling representation of Art Deco-era architectural principles, structures, and a vast collection of public art.

While the Park has a history dating to before the 1886 birth of the State Fair of Texas and the 1904 establishment of Fair Park as a City Park, 1936 is the era of greatest significance. Built in its current form

for the 100th anniversary of Texas's independence from Mexico, the Centennial Exhibition still informs and inspires the placemaking and use of the campus. Centennial Architect, George Dahl, oversaw a diverse team of world-renowned experts in the design and construction of the Park, including architects Donald Nelson, Albert Kahn, William Lescaze; landscape architects Hare and Hare; muralists Carlo Ciampaglia, Jose Martin, and many more. The prevailing themes of industry, innovation, agriculture, and the uniquely "Texanic" character of its people and land are central to the character of Fair Park, and served as guide for this Master Plan Update.

Since the Centennial, decades of use and disuse, investment and neglect have impacted the site. The State Fair of Texas serves as the cornerstone activation and will remain a vital part of Fair Park for generations. As the City of Dallas examines opportunities to reunite its downtown core with neighborhoods to the South and East, Fair Park is uniquely situated to both benefit from and serve as a catalyst for sustainable community connections and equity.

As a National Historic Landmark, Fair Park is appropriately governed in a manner which preserves and restores its significant buildings, public art, and assets. Despite a need for reinvestment, reactivation, and revitalization, this plan acknowledges that the "spirit of the Centennial" should guide those efforts, and preserve this special place for future generations.



Esplanade Fountain

Key Recommendations

Community Park and Greening Phase

The 2003 Fair Park Comprehensive Development Plan outlined the establishment of additional greenspace and shaded areas. This was supported by the 2014 Mayor's Task Force recommendations, i.e. "Putting the Park Back in Fair Park." This plan includes several proposals aimed at improving the park's greenspaces and recreation areas. To drive connectivity and make a meaningful impact, multiple greenspace projects will be prioritized across the first two phases of improvements.

Most significantly, a 10-14 acre Community Park is proposed along Fitzhugh Avenue, adjacent to the Dos Equis Amphitheater. This location was overwhelmingly supported during public engagement sessions, by both residents of the surrounding communities and consultants, as the preferred location for such an amenity, based on access, planning principles, and a variety of advantages. The location recommendation requires the relocation or reduction of a significant portion of surface parking. To mitigate that parking loss, the Master Plan supports the construction of two structures to be built in conjunction with the largest greenspace projects.

Smaller parks of approximately 1-3 acres are also proposed along the perimeter of the Park, to be connected by enhanced, shaded pedestrian and bicycle paths. In totality, this represents an increase of over 52 acres of public greenspace and creates intuitive paths of travel connecting the existing

resident Institutions and unoccupied buildings identified as most feasible for activation and tenancy over the next ten years.

"Parks Within A Park"

Fair Park's acreage is, and should remain, finite. To that end, this plan supports maintaining the Park's 277 acre footprint with no external expansion. Achieving an optimal combination of recreational, commercial, and environmental functionality depends strictly on the efficient use of the Park's land area. This document supports an immediate, strategic expansion of greenspace.

Fundamentally, Fair Park must yield maximum sustainable benefits out of a limited amount of space and resources. Such efficiency depends in part on the establishment of compatible uses in distinctive areas around the Park, positioned and prioritized to gain multiple benefits from any given land use. This approach supports creating a designated Community Park, along with several distinctive recreation areas and greenspace. These smaller parks should be located at existing gateways, designed to create an enhanced sense of arrival for visitors, or "Parks Within a Park." The positioning of these "Gateway Parks" offer 365-day-per-year access to the life affirming benefits of nature and greenspace within the Park, regardless of park programming.

This "Gateway Park" concept serves to open the Park to our surrounding communities in a welcoming and aesthetically pleasing fashion, while augmenting existing greenspace, enhancing connectivity for

resident institutions and maximizing their potential function as a setting for outdoor recreation. This concept connects separate nodes and zones of activity, effectively creating a comprehensive and spatially integrated experience for visitors.

An Approach to Revitalization Based on a Preservation Philosophy

Historians often refer to the 1936 Texas Centennial Exhibition as "The year America discovered Dallas." In fourteen months, a group of architects, artists, and craftsmen transformed Fair Park from an early 20th-century fairground into an Art Deco showcase, all during the Great Depression. In the fourteen months prior, the campus saw the addition of several new buildings for the event as well as the renovation of existing structures to match the new Art Deco style of the Park. Novelty Architecture was infused into the campus with the recreation of iconic structures such as the Alamo, Mt. Vernon, and the Old Globe Theatre, while other buildings were designed to resemble familiar forms such as cash registers or ocean liners. Among the improvements were the addition of hundreds of murals and sculptures by renowned artists and craftsmen from across Texas and abroad. As a result of these efforts, today Fair Park is home to the largest collection of 1930s Art Deco exposition-style architecture and public art in the United States and a National Landmark of the highest pedigree. The collection that remains and the site's extensive historic context are ones to be cherished, promoted, and preserved.

This Master Plan Update identifies the role Fair Park's historic legacy must have in guiding, inspiring, and informing the future of this site. The Master Plan Update supports a commitment to harnessing the impact, significance, and potential of the unrivaled historic resources and public art of Fair Park. There is a strong commitment on the part of the Fair Park partnership to ensure the campus should continue to be a "living site," with robust world class programming and large-scale events consistent with the designer's context and intent in hosting the Texas Centennial Exhibition. This is a fundamental aspect of what makes Fair Park special. Equally critical is developing a philosophy and methodology to guide the present and future preservation of the building and public art elements and site of Fair Park. Future projects and improvements to the site must be carried out in a manner which continue to provide meaning, relevancy, and insight to the park designers intent for future generations.

This Plan lays out the challenges that plague Fair Park - the campus' perpetual identity crisis, the constant struggle to care and preserve the collection, and the lack of a centralized catalog for both the buildings and art. In response to the challenges, the Plan recommends a series of goals for both the architecture and the art that will pave the way for the Park's next chapter. With over 35 historic buildings and 214 art installations (not including proposed buildings and uncovered artworks), the need for extensive research, a consolidated database, educational interpretives,



Fair Park Master Plan Update Recommendations

and dedicated conservators and archivists has never been more necessary to the preservation and promotion of this collection and its legacy. It is vital that a thorough and clear interpretive program be developed to fully explain the history and context of Fair Park. This should include an explanation of the changes over time that have occurred in the past and those that will occur in the future. The importance of this aspect on the future of the Park suggests the creation of a visitors center to be located on the

property appropriately so as not to negatively impact the historic buildings and landscape. This would allow for a more in-depth experience for visitors wanting to understand the history and meaning of Fair Park.

As made evident in this document and the 2003 Hargreaves Plan which it updates, the period of significance for Fair Park is the period from its initial design and construction in 1936. Changes that occurred after this period (while contributing to the

overall understanding of the history of the site) have sometimes had a deleterious effect on the meaning and values of what Dahl created and diminished the impact of this powerful place. The future stewardship of the site, art and building elements should include an effort to return those historic resources back to the period of significance, while enhancing its use as a community gathering space and event site. This will be achieved through a combination of preservation, restoration and rehabilitation of key building and public art elements and site features. Further careful study must occur, and proposed changes and interventions evaluated to determine appropriate action.

The art, architecture, and history of Fair Park culminated around the celebration of Texas and its first 100 years of independence. Since that 1936 transformation, Fair Park has become a living and breathing site that is now primed for its next major transformation spurred by this Master Plan Update. It cannot be overlooked that all these recommended improvements have a defining goal on the horizon - to be the site of the next centennial celebration, the Texas Bicentennial in 2036. Fair Park is innately Texan - historically, culturally, visually, and symbolically. It is on par with the Alamo and deserving of that same level of reverence and respect and that all begins with preserving Fair Park's irreplaceable history.

Stormwater Management

Fair Park was originally designed to withstand a 5-year flood event. In response to increasing flood events (both in frequency and severity), this plan proposes comprehensive measures involving both



Ollimpaxqui Ballet Company at Fair Park Fiesta

landscape and mechanical enhancement, an increase in the number and size of surface water containment areas, and environmentally sustainable collection and use methods. The principal collection area remains the Leonhardt Lagoon; smaller containment pools are proposed in the new Community Park and throughout the gateway parks.

Resident Institutions and Visitor Attractions

An important part of Fair Park's recreational value lies in its public-serving facilities, such as the Texas Discovery Garden, various museums, and special events ranging from the State Fair of Texas to performances in the Music Hall produced by Dallas

Summer Musicals. This Plan recognizes and supports the existing diversity of tourist and visitor attractions and recommends increasing daily programming by securing tenants for several unoccupied buildings.

A Request for Interest (RFI) offers an opportunity for long term tenancy within the Park, and this report supports the expansion of an appropriately sustainable mix of non-profit institutions and commercial concessions. Likewise, facilities such as the historic Cotton Bowl Stadium, the Band Shell and the Coliseum, which can and should support increased recreation, cultural, and entertainment activations on an ongoing basis

should be considered. New and existing users and tenants will benefit from the synergistic potential of increased daily visitation and a thriving, connected campus.

This Plan recommends the exploration of an onsite hotel along Robert B. Cullum Boulevard, featuring at least 150 new hotel rooms, positioned to support the existing users and events held in the park annually. The intent is for this parcel to serve a “best use” function that clearly contributes to the Park’s image as a world-renowned recreation destination, while maintaining the context of Fair Park as a National Historic Landmark. This report further recommends placing any such future development on an appropriately sized parking deck, to drive an overall increase in revenue to support proposed enhancements, while minimizing space required for commercial purposes or surface parking.

At this location, overnight visitors would enjoy unprecedented access to explore all Fair Park’s many amenities and attractions, increasing viability as a destination outside of peak event demand. Being easily accessible by a major interstate (I-30) and local commercial streets, this location also generates enhancements to the site, with minimal traffic conflicts in surrounding residential neighborhoods.

Access and Circulation

The Master Plan Update addresses vehicular parking, transit, bicycle, and pedestrian improvements, with the aim of making efficient use of the regional roadways and transit network, while minimizing the impact of vehicles in the Park.

The Plan also promotes the expansion of pedestrian and bicycle pathways throughout and around Fair Park, both highly requested enhancements during public engagement. To recalibrate the management of vehicular traffic and onsite parking, two new structures are proposed. The proposed structures would recapture up to sixty percent of parking spaces lost to increased greenspace and allow better management of vehicles coming from the regional freeway, thus minimizing traffic through the Park and enhancing pedestrian access and safety. By concentrating parking in strategically located service areas, more of the Fair Park campus can be used for greenspace and recreation.

The completion of the proposed Dallas County bicycle/ pedestrian path along our northern border allows users an uninterrupted circle of Fair Park. In addition, over one and a half miles of pathways are proposed to create a circuit loop around the Park’s core, connecting all areas of activity. To enhance the use of the paths, separate but adjoining courses for pedestrians and bicyclists/skaters are proposed. It is recommended that existing paths be retrofitted to the new standards to the extent possible.



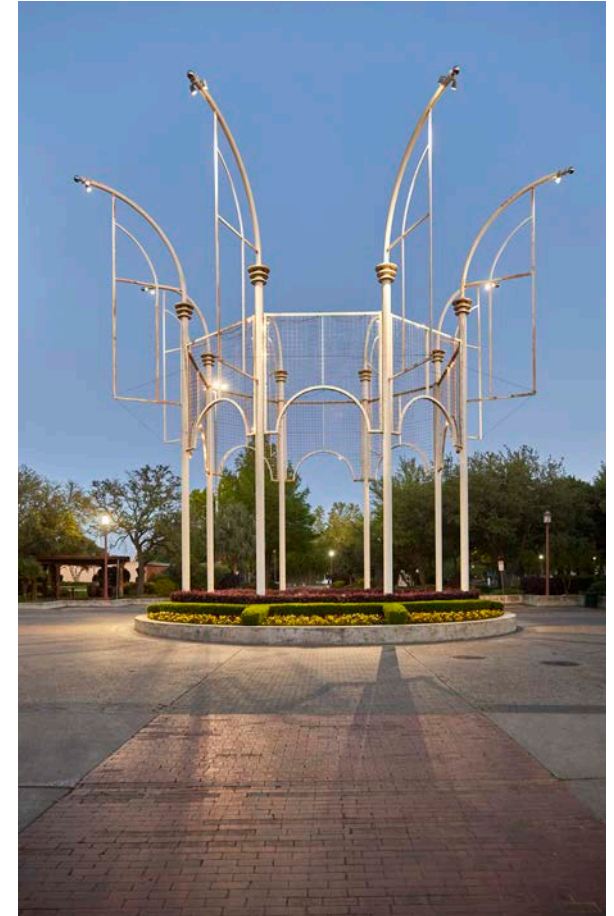
Leonhardt Lagoon

Implementation, Capital Costs, and Funding

Implementation of all improvements and recommendations in this plan will require a public-private investment of about \$164 million. New and additional private investment in Fair Park could reach over \$200 million over the next twenty years. While this plan is ambitious, this comprehensive recommendation for investment on both global and granular levels ensures the long-term sustainability and viability of Fair Park for generations to come. A scalable and practical approach has been taken to divide projects into phases, based on funding and redevelopment milestones.

To support immediate actions to expand greenspace and preserve the historic art and buildings, the Plan will require an initial capital campaign currently estimated at \$85 million. In addition to this first capital campaign, the City of Dallas' ongoing \$50 million bond improvement projects will be leveraged, along with new private partnerships and investments from prospective long-term tenants. To date, four opportunities to partner with new long-term tenants have sourced and committed over \$65 Million to Science Place One, the Natural History Building, and the Coliseum. Further partnerships and opportunities to create sustainable and economically viable investment in Fair Park will be explored in the coming years.

The initial steps are projects that are high-impact improvements and can begin immediately. Later steps are items which will require additional funding from a future bond package, additional State Fair revenues, and donations to the capital campaign. The implementation of the Master Plan Update is divided into three (3) priority phases and this plan advises an anticipated 15-20 years for completion. The priority groupings are conceptual and may be subject to reprioritization and reorganization as time passes. In addition, significant capital expenditures will be needed to maintain and rehabilitate Fair Park's underlying infrastructure and historic buildings. The implementation and completion of these priority phases will depend on public and private funding and will require the support and participation of the City of Dallas in order to be successful.



First Avenue

The 2003 Fair Park Comprehensive Development Plan outlined potential funding mechanisms for the revitalization of the Fair Park campus, which many of these recommendations are carried forward. These improvements will generate substantial value for the City of Dallas in the form of lease revenues, Hotel Occupancy Tax (HOT), sales taxes, employment taxes, development fees, etc. Part of the success of Fair Park will depend on an adequate, sustained level of both public and private improvements.

A combination of new revenue sources and recommendations from the 2003 Fair Park Comprehensive Development Plan are proposed to fund this plan. Additional funding sources could include State and Federal Grants, leveraging Historic Landmark Funds, Historic Certificates of Participation (replenished by new revenue sources), Historic Rehabilitation Tax Credits, bond improvements to new and existing facilities, and the establishment of a Project Finance Zone.

Categories of funding available for the implementation of the proposed Fair Park improvements include (but are not limited to):

City of Dallas and Dallas Parks and Recreation Department Direct and indirect Support

- Maintaining annual funding for operations, programming, and capital funds to offset deferred and base maintenance, sufficient to ensure operational excellence while allowing donor and grant support to fund major projects and larger improvements is essential.
- Securing Community Development Block Grants (CDBG) through the U.S. Department of Housing and Urban Development for cornerstone projects like the Community Park, greenspaces, and improvements to resident institutions.
- Establishing a Project Finance Zone in and around Fair Park to allow use of State funding mechanisms that have been used in comparable projects around the State. Such funding could be used to fund strategic projects with suitable economic impacts and benefits to both Fair Park and the City of Dallas.

Philanthropic Support

- Individual Funders
- Corporations
- Foundations
- Public Trusts
- Grassroots Organizations and Efforts

Powerful Private Partnerships & Investment

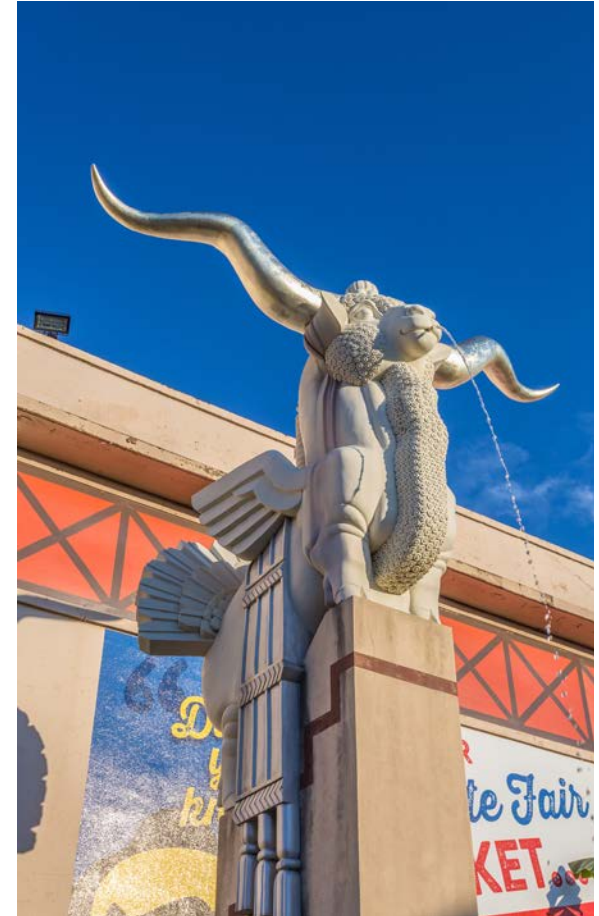
- State Fair
- Current and future Resident Institutions (long-term tenants)

The Vision for Fair Park

With adoption of this Master Plan Update, Fair Park is poised to become:

- A park for all people, neighbors, Dallasites, and our visitors: “Fair Park: Your Park.”
- A gathering place, a place for community gathering, education, entertainment, and cultural celebration, year-round.
- A reflection of Dallas and a point of pride for Dallas, and a source of understanding of the history of Dallas and its development as a great American city.
- A curated and celebrated collection representing a cornerstone of Dallas’ art and architecture and its culture and creativity.
- A model of renewal and revitalization through public-private partnership and creative collaboration, and a central component of the urban improvement happening in Dallas.
- A source of new opportunity for neighboring communities, including jobs, education, and community development.
- A new source of green park space and a contributor to improvements in urban community health and an enhanced quality of life for South Dallas community members.
- An accessible, welcoming common ground for Dallasites of all backgrounds.
- An enhanced venue for iconic events and celebrations that embody the original intent of Fair Park - as an exposition site designed to house Texas-sized festivities, such as the recent NHL Winter Classic and the future Texas Bicentennial in 2036.

It has been evident for decades that this extraordinary place can be so much more; a thriving Park, an icon of historic art and architecture, a world showcase of Texas culture, a tremendous resource to South Dallas and a point of pride for Dallas and the metroplex beyond. This is a critical moment and opportunity for Fair Park to benefit all of Dallas. This vision can be achieved through effective public-private partnership, institutional collaboration, and with the support of the City of Dallas and its leadership community.



Texas Woofus

Introduction



Introduction

“This master plan update acknowledges the vital importance of Fair Park to the surrounding community and our great city. It significantly expands upon previous planning initiatives to suggest an exciting future for the park that is both sustainable and achievable. One of the exciting certainties of this planning effort is that the team is in place to deliver on its comprehensive goals.” - Willis Winters, Dallas Park and Recreation Director Emeritus



Tenor Statue

The Fair Park Master Plan Update will serve as the road map for future development at Fair Park. The recommendations defined as part of the Master Plan Update have been developed through an engaging and inclusive planning process that included neighborhood organizations, community residents, community leaders, Fair Park users, resident organizations, and City officials.

The recommendations identified in the Master Plan Update reflect the spirit of Fair Park as well as the interests and needs of the users, visitors, and adjacent neighbors. The Master Plan Update builds off of the primary goals and objectives identified as part of the 2003 Fair Park Comprehensive Development Plan and the 2014 Mayor's Task Force, and it responds to the four pillars of the Fair Park First organizational mission as identified below:

- **History** - We will uphold the integrity of Fair Park and update Park assets and programs as needed to make it a premier destination once again. We will advance this mission with great sensitivity to Fair Park's

legacy, ensuring that we are building upon that legacy and creating something great for future generations to enjoy.

- **Community** - We are committed to building community at Fair Park, working closely with and giving back to our South Dallas neighbors. We will continue to create job opportunities for South Dallas/Fair Park residents, build a new Community Park, create local youth programs, and work with other local organizations and events that enhance the Fair Park experience.
- **Activation** - We will reestablish Fair Park as one of Dallas' premiere venues, accessible and enjoyed by all. We will restore the energy of Fair Park year-round. Along with our event activation partners, Spectra, we will continue to fill Fair Park's calendar with fun and family-friendly events for people of all backgrounds and ages.
- **Culture** - We embrace the role of cultural institutions, including the African American Museum, Dallas Summer Musicals, and Texas

Discovery Gardens, as centers of great public programming at Fair Park. We will help ensure they continue to flourish, and we are looking to bring new, innovative organizations to Fair Park. Other new businesses and institutions will join us to share a common vision, fresh ideas and active programs for the public.

The Plan outlines short and long-term improvements to ensure that desired outcomes are equitable, resilient, and operationally achievable, while also reinforcing the overall vision and guiding principles. The Fair Park Master Plan Update has been reviewed by both the City of Dallas Landmark Commission and the Texas Historical Commission to ensure that future recommendations are sensitive to the Park's landmark status. The Dallas Parks and Recreation Board and Dallas City Council have adopted this plan as the guiding framework for the future of Fair Park.

Vision

The Fair Park Master Plan Update builds upon previous planning efforts to define a comprehensive vision that improves the Park's access and vitality and reinforces the significance of its world-class cultural resources. The vision also creates an enhanced opportunity for year-round programming and events, as well as a greener and more sustainable public park. The vision for the Fair Park Master Plan Update builds from the original five goals identified as part of the 2003 Fair Park Comprehensive Development Plan.



Recreation of X-Ray by Pierre Bourdelle

Project Goals

Based on the vision, a set of goals were developed for the project. The goals are:

- Create a signature public park.
- Uphold and promote the Park's historic legacy.
- Support the museums and the State Fair of Texas, while activating the Park with new programs and uses.
- Encourage economic vitality.
- Enhance connectivity with the community and the greater Dallas metroplex.

Guiding Principles

The 2003 Fair Park Comprehensive Development Plan goals, combined with the 2014 Mayor's Task Force Guiding Principles, resulted in the creation of the Master Plan Update guiding principles which communicate the overarching ideas and desires for Fair Park. The Master Plan Update guiding principles are identified below:

A. Design, manage, and operate a holistic campus focused on influencing social and civic engagement, socioeconomic mixing, environmental sustainability and value creation, including increased public programming and events to enhance visitor usage.



Ride on the Midway

B. Create a premier year-round destination through physical space, activation, and interpretation, focused on social, physical, and experiential accessibility.

C. The 1936 Texas Centennial Exposition gave birth to Fair Park as an internationally recognized celebration of history and culture - often referred to as "the Year America Discovered Texas." The forces and concepts behind this singular event shall continue to inspire and inform the development of Fair Park as a place that celebrates the full story of Texas and all of its people.

D. Recognize the inherent value of existing buildings, resident institutions, assets, surrounding neighborhoods, and people that others may have disregarded.

E. Reflect the Four Pillars of Fair Park First in a manner that brings people of all backgrounds and incomes to the Fair Park campus, reconnecting communities and cultivating champions of Fair Park to the City of Dallas and beyond.

F. Welcome everyone and create opportunities for shared experiences, connecting visitors to history and nature via multimodal access including walking, biking, and transit options.

G. Reflect core recommendations of the 2014 Mayor's Task Force Report: Putting the park back in Fair Park.

- a. Enhance access and connectivity with community and city.
 - Enhance the Exposition Park/Parry Avenue Entrance as the front door of Fair Park.

- Enhance traffic flows and planning through enhanced signage, utilization of all entry points and surrounding roads in a manner that emphasizes Fair Park DART station and encourages mass transit usage to and from the site.
- Enhance connectivity to surrounding roads with appropriate improvements to access.
- Enhance pedestrian connectivity and safety within the site.
- Establish connections with surrounding trail systems, to increase permeability and access.

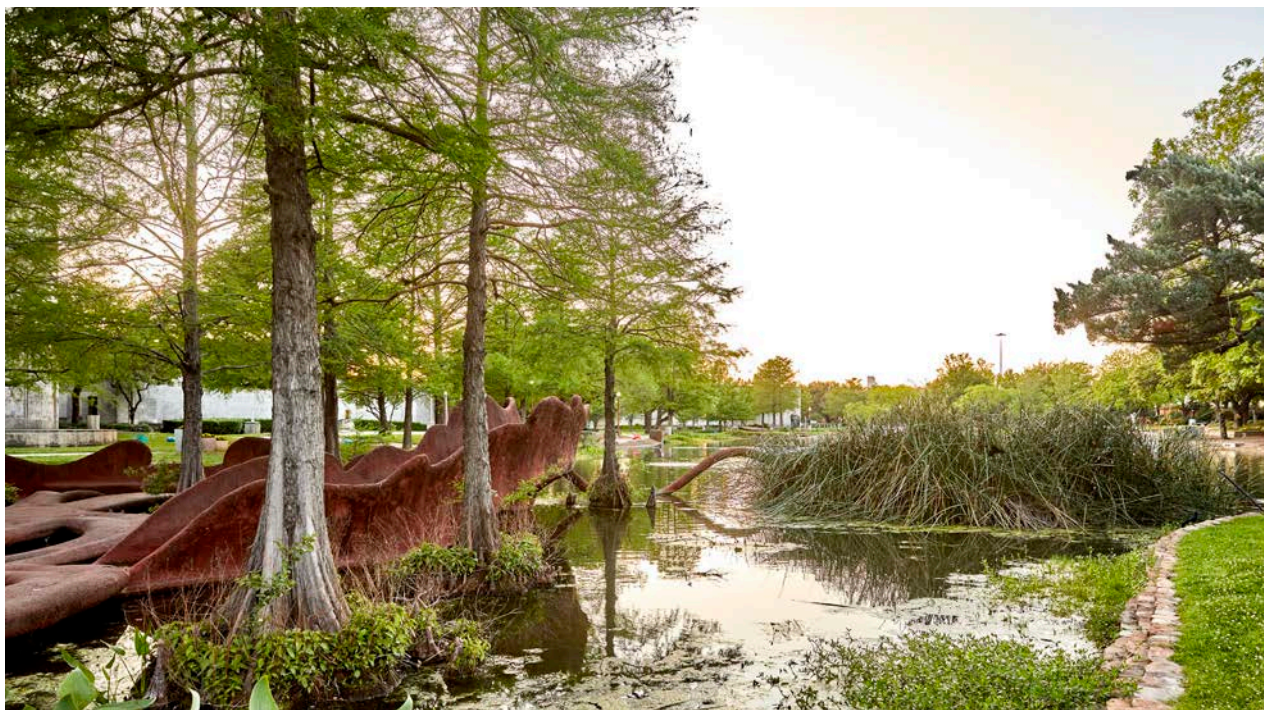
H. Establish a Community Park on the Fair Park campus.

- Identify a site or sites for year-round community greenspace and a Community Park on the Fair Park campus.
- Enhance the Fair Park campus to meet the recreational needs of the surrounding communities.
- Build structured parking garages throughout the Fair Park campus to reallocate parking space impacted by the location of new green spaces.
- Relocate areas of the fence line to make the Fair Park site and Community Park welcoming, accessible, and connected to surrounding communities.

I. Attract additional investment in the surrounding neighborhoods in a way that sustains public spaces and benefits existing communities.

Together, the goals and principles create the vision of the Fair Park Master Plan Update. The Master Plan Update is the framework needed to implement the vision. The Fair Park Master Plan Update includes a physical plan, site programming/activation, estimated costs for improvements, and an implementation strategy. The 2003 Fair Park Comprehensive Development Plan identified four distinct projects in the Park: Museum Green, Midway, Fair Park Boulevard, and the Historic Core. The Master Plan Update rethinks the four projects, and instead defines five distinct areas: the Esplanade Area, Agrarian Area, Community Park Area, Festival Area, and Museum Area.

The Master Plan Update recommends a significant increase of overall park greening, new entry Gateway Parks, improved pedestrian connections, a revitalized lagoon and Cotton Bowl Plaza area, structured parking and a new Community Park. These Fair Park improvements, in combination with new programming/activation, new attractions, and enhanced physical connections to adjacent neighborhoods and broader community, will allow Fair Park to reach its potential as a world-class public park.



Leonhardt Lagoon

Community Engagement



The Fair Park Master Plan Update is a culmination of insights and desires shared by the neighbors, users, and residents that call Fair Park home. Engaging the entities on campus and the surrounding communities will continue to be crucial as the Master Plan Update is implemented. By working alongside the Fair Park community in the creation of this next chapter, the Master Plan Update team can ensure the collective vision is rooted and relevant to the audience that lives, works, and plays in South Dallas and beyond.

Community engagement occurred over seven months utilizing a variety of outreach methods including four robust meetings, dozens of workshops, and open houses with tenants, user groups, and stakeholders. Hundreds of comment cards and online surveys were collected, in addition to countless conversations with South Dallas residents at neighborhood meetings.

The Master Plan Update team learned early on that there was a need to not only hold public meetings and workshops at Fair Park, but to also look for ways to meet our neighbors in the places they live and work. We looked for alternative ways to engage the community and bring information to the people who have the most insight to offer on why Fair Park has not historically been a place to visit. By taking the outreach outside of the campus, the team was able to reach more of the surrounding community and have more open and honest conversations. The team ultimately identified twenty-two distinct South Dallas neighborhoods surrounding the Fair Park Campus



and sought to meet with these residents of these individual neighborhoods, whether it be at monthly neighborhood meetings or community events at local recreation centers, churches, and schools, or even at holiday celebrations and local restaurants. The team met with residents of each distinct neighborhood at monthly meetings, community events at local recreation centers, churches, and schools, and at holiday celebrations and local restaurants. Recognizing that past conversations may have created fatigue around the topic, the principal approach was to have these community groups tell the team what they want at Fair Park. The community residents are not only the subject matter experts, but also the client.



Community Park Discovery Workshop

As a result, the Master Plan Update is based on feedback from a wide variety of voices. Attendees of the various meetings and engagements were diverse and active members of the community who were highly interested in the future of Fair Park, including local business owners, current and former City staff, neighborhood association representatives from across Dallas, parishioners, and educators from surrounding neighborhoods, event planners, past, current, and future building tenants, bike share and other multimodal connectivity advocates, a range of park users, local non-profit leaders, homelessness and public health advocates, and many more members of the public.

The conversations were centered around what Fair Park needs to be used on a more regular, even daily, basis. Some of those insights included the need for greenspace, Wi-Fi, more trees and less concrete, walking and biking paths, seating, more food and beverage options, clean restrooms, working water fountains, and diverse and unique programming for all ages, year-round.

One of the big topics of discussion was the location of the Community Park. During the conversations, varying opinions were expressed regarding the specific location of the Community Park, but there was resounding support for a location that would

be accessible to the largest number of adjacent neighborhoods and have the fewest impediments to enter major events. Two priorities quickly emerged: a clear location for the Community Park and the desire to create multiple community greenspaces accessible to bordering neighborhoods. This input led to the preferred location of the Community Park at Fitzhugh Avenue and Lagow Street, and the creation of Gateway Parks along all other sides of the campus. This input also ensured that there will be accessible greenspace in close proximity for all the communities that neighbor Fair Park.

The input received from the public serves as the building blocks for this Master Plan Update. The wants and needs of the community are intricately woven into this Plan to create a seamless, holistic vision for Fair Park. By knitting together the community input with the public spaces, the Master Plan Update creates a symbiotic public space that welcomes visitors and supports residents, businesses, and future developments and engagements in South Dallas. Successful public spaces are rarely the result of a single party's efforts; rather, partnerships and collaborations are crucial to creating a relevant, connected, and activated destination. The success of Fair Park will continue to be rooted in its relationships with the communities of South Dallas.



Neighborhood and Individuals Engaged

User Groups and Stakeholders

African American Museum
Children's Aquarium
Dallas Historical Society
Dallas Parks and Recreation
Dallas Pride
Dallas Summer Musicals
DAR
Dos Equis Pavilion - Live Nation
EarthX
Friends of Fair Park
North Texas Irish Festival
Spectra
State Fair of Texas
Texas Discovery Gardens
WRR Radio

Attendees: +/- 10 user group representatives

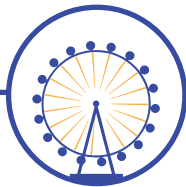


Shared progress and gained feedback and insight into analysis work

Users and stakeholders included resident institutions and organizations that plan and host periodic events in Fair Park. Interactions with these groups focused on understanding the specific needs and challenges with the planning, setup, and hosting an event on the Fair Park site.

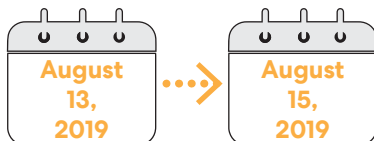
The input provided by the resident users and stakeholders will inform what improvements can be made to ensure successful events in the future.

Discovery Informational Open House

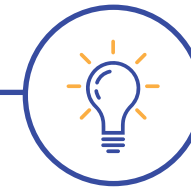


Kick Off Meetings

Met with users and stakeholders to collect feedback, data, and information on use



Attendees: 12+ Meetings with over 25 individuals



Big Ideas Informational Open House

Met to share initial concepts and big picture ideas to gain feedback and input



Attendees: 16+ attendees

Community

The community included residents of adjacent neighborhoods and the broader South Dallas community. Numerous interactions with community residents focused on understanding their specific needs, desires, and overall aspirations for the project to ensure that the final Master Plan Update recommendations provide value and improve the daily lives of the people most directly affected by Fair Park.

Attendees: 14 leaders from Bertrand, Park Row/S. Blvd, Dolphin Heights and Fair Park



Engaged neighborhood leaders in Community Park planning process

Community Leader Community Park Discovery Workshop

Attendees: 110+



Presentation meeting to share initial concepts and big picture ideas to gain feedback and input

Initial Concepts Community Conversation



Community Conversation Kick-Off

Introduced project team and collect feedback on priorities



Attendees: 150+

Community Park Discovery Workshop

Engaged Fair Park and South Dallas residents in Community Park planning process



Attendees: 30+

Images from Community Meetings





Initial Concepts Community Conversation

Feedback from meeting

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

“ 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. ”

“ 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! ”

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

“ Food options please - no more fried fast foods. Think healthy; Cafe; Sensory area; Dog Park. ”



Initial Concepts Community Conversation Online Survey

Survey asked questions about priorities based on Master Plan Update recommendations as well as preferences for Community Park locations

556 Responses

Provided in English and Spanish

A series of online surveys were created to provide additional opportunities for community stakeholders to provide input regarding the Master Plan Update project. The initial survey focused on asking questions related to resident needs and desires for the project. The second and third surveys focused on the location and potential programming for the proposed Community Park. The feedback received from the surveys was integrated with information received during other engagement efforts to inform to final Master Plan Update recommendations.



Community Meeting at St. Philip's Community Center

Neighborhoods

One of the key engagement strategies for the Master Plan Update was to meet the stakeholders in their respective neighborhoods. This approach led to an extensive amount of stakeholder input that was critical in formulating the final Master Plan Update recommendations. Members of the Steering Committee, with support from In the City for Good, attended 24 separate neighborhood meetings and had meaningful dialogue with residents about the future of Fair Park. The information gathered during the neighborhood meetings proved invaluable to defining project recommendations that ultimately serve all current and future users of Fair Park. The input also ensured that many of the recommendations were focused on improvements that created equitable outcomes for the residents of South Dallas.

Over **541** Participants at **24** events

Neighborhood Meetings

Engaged the 24 neighborhoods adjacent to Fair Park to share information and gather feedback related to the Master Plan Update and the Community Park plan.

Neighborhood Association Meetings Schedule:

- October 8: Park Row/South Boulevard Neighborhood Meeting
- October 17: Mill City Neighborhood Meeting
- October 24: St. Philip's School and Community Center Meeting
Community Meeting (cancelled due to inclement weather)
- October 26: Queen City Neighborhood Meeting (cancelled due to inclement weather)
- November 6: OM Roberts Elementary Parents Meeting
- November 7: Bertrand Neighborhood Association
- November 12: Zan Wesley Holmes Jr Outreach Center Meeting
- November 16: Dolphin Heights Neighborhood Association Meeting
- November 21: St. Philip's School and Community Center Meeting
Community Meeting
- November 23: East Dallas Church of Christ Feeding Event at Jubilee Park and Community Center
- November 26: Buckner Terrace Neighborhood Meeting
- December 2: Owenwood Neighborhood Association (ONA) Meeting
- December 7: Colonial Hill Neighborhood Meeting

- December 7: Colonial Hill Neighborhood Meeting
- December 10: Wheatley Place Neighborhood Meeting
- December 15: Handel's Messiah Concert at St. Luke "Community" United Methodist Church
- December 17: South Dallas/Fair Park Faith Coalition Meeting
- December 17: Bonton Neighborhood Meeting (cancelled due to DISD public meeting)
- December 18: Frazier Focus Group
- December 19: Christmas Dinner at Juanita Craft Recreation Center
- December 19: Cedars Neighborhood Association Meeting
- December 20: Noble Coyote Coffee Roasters Pop-up
- January 8: Noble Coyote Coffee Roasters Pop-up
- January 14: Deep Ellum Neighborhood Association Meeting
- February 5: CitySquare All-Staff Meeting
- February 6: Fair Park Estates Neighborhood Meeting
- February 18: Bonton Neighborhood Meeting
- February 21: St. Anthony's Meeting

Regional Conversations



Community Conversation Kick-Off

As part of the Fair Park Master Plan Update, the Steering Committee and design team engaged in additional conversations within the community to understand and better coordinate with other planning processes and initiatives. Below is a list of some of the organizations that were contacted during the Master Plan Update process:

- AIA/ADEX
- Big Thought
- City of Dallas Planning & Urban Design
- City Manager's Office
- Coalition for a New Dallas - I-345/I-30 Planning
- Communities Foundation of Texas
- Dallas Black Chamber of Commerce
- Dallas Council Members and Appointees
- Dallas Innovation Alliance
- Dallas Museum of Art
- Dallas Park Board and Dallas Parks and Recreation
- Dallas Public Library
- Dallas Zoo
- DART
- DISD Schools
- East Dallas Chamber of Commerce
- Greater Dallas Planning Council
- Hoblitzelle Foundation
- In the City For Good
- Inspire Art Dallas
- Klyde Warren Park/Woodall Rodgers Park Foundation
- Landmark Commission
- Meadows Foundation
- Mill Creek Drainage Relief Tunnel Project
- Office of Arts and Culture
- Preservation Dallas
- Revitalize South Dallas Coalition
- SMU Meadows School of the Arts
- Southfair Community Development Corporation
- Summerlee Foundation
- The Dallas Citizens Council
- The Dallas Sports Commission
- The Deep Ellum Foundation
- "THE LOOP" - Dallas Trails and Connectivity
- Texas Commission on the Arts
- Texas Historical Commission
- Texas Trees Foundation
- TREC
- Trinity Park Conservancy
- Trust for Public Land
- TTIA
- Visit Dallas

Analysis



Analysis



Light Standard in the Court of Honor

Fair Park is 75% impervious. This overarching issue lays the foundation of the Master Plan Update recommendations - to turn grey into green, increase the site's resiliency, and create more usability.

Extensive analysis was prepared as part of the previous studies of Fair Park, including the 2003 Fair Park Comprehensive Development Plan and 2007 Comprehensive Development Plan Update. This analysis—in addition to extensive site visits and work sessions with the client group—provides the basis for new physical analysis conducted during the Master Plan Update. The new physical site analysis includes research and diagrams that highlight changes or updates from the previous planning studies, to the current spatial configurations of the Park. New analysis diagrams include impervious surfaces, existing vegetation, resilience, access/circulation, and edge conditions. One of the more interesting site statistics is that impervious surfaces, including concrete and bituminous pavements and buildings, occupy approximately 75% (208 acres) with greenspaces occupying the remaining 25% (69 acres). Because so much of the Park is paved, one of primary

aims of the Master Plan Update is to enhance the landscapes of Fair Park, increase their quality, and create usable outdoor park space.

Analysis from the 2003 Fair Park Comprehensive Development Plan that have not changed, and are still relevant include:

- Physical Site Analysis: Force Fields, Real Estate, Topography and Slopes.
- Use Patterns Analysis: Building Types and Uses, Neighborhood Facilities, Surrounding Land Use.
- Historic Analysis: 1936 Historic Buildings, 1936 Historic Building Assessment, 1936 Historic Interiors, 1936 Historic Art, Historic Preservation Zoning.

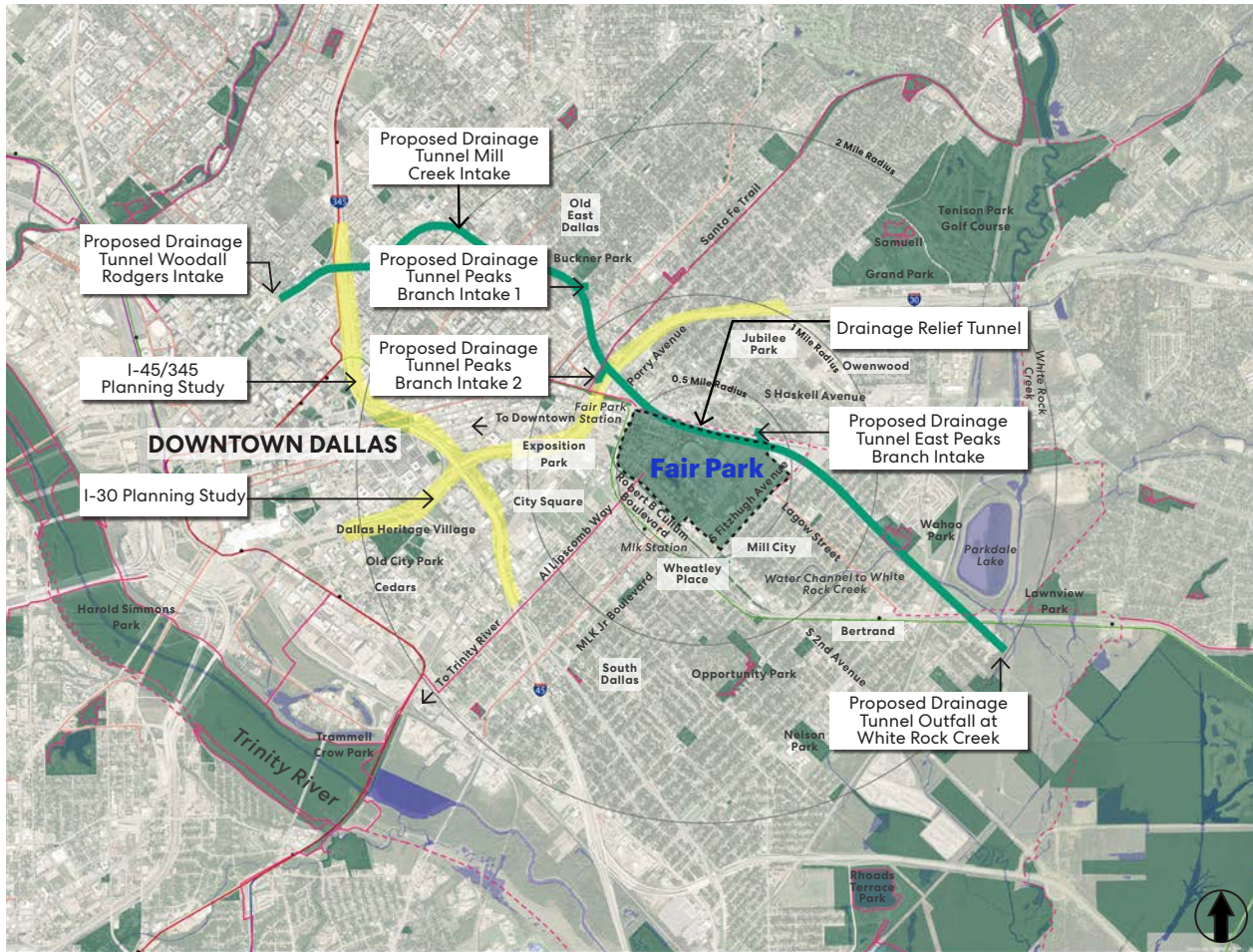
Regional Cultural Assets

The cultural, social, and economic value of Fair Park to the Dallas-Fort Worth Metroplex cannot be overstated. The Park's status as a National Historic Landmark references the Park's extraordinary significance and exemplifies its importance at local, state, and national levels. Regionally it is only one of three National Historic Landmarks in the Metroplex and one of 47 in the State of Texas. Originally, the campus was designed as the region's cultural district and was reminiscent of the present day Dallas Arts District. Many of the current regional cultural assets got their start at Fair Park, including the Dallas Museum of Art and the Perot Museum of Nature and Science.

Fair Park is situated within the heart of South Dallas, a mile from Downtown, and in close proximity to many of the major cultural resources and institutions in the City. Fair Park creates the east edge of the cultural "ring" within the City of Dallas, with all cultural facilities/ resources accessible to all by a robust network of roads and DART transit service. The adjacent graphic highlights the Park's physical location within the City of Dallas to other significant cultural assets.



Regional Cultural Assets and Cultural Destinations near Fair Park



Future/In-Progress Infrastructure Projects near Fair Park

LEGEND

Existing Trails	I-45/345 & I-30 Planning Study
Planned Trails	Mill Creek Tunnel (Under Construction)
On-Street Bike Routes	City of Dallas Park Land
DART Station	Fair Park Boundary
DART Green Line	Water Bodies
DART Red Line	

Regional Infrastructure Projects

Numerous large scale infrastructure projects will impact the future of Fair Park. The design team coordinated with regional authorities throughout the Master Plan Update planning effort. Key projects include:

- I-45/345 and I-30 Planning Study - This project includes significant improvements to the major highway corridors through Downtown Dallas. The project has recommended lowering Highway 30, which will impact access via off-ramps to the Park and result in improved, safer multimodal access to Deep Ellum and Downtown Dallas.
- Mill Creek Tunnel (Under Construction)
 - The Mill Creek Drainage tunnel will be approximately five miles long and will provide protection to 200 commercial and residential properties in the East Dallas area. The proposed tunnel begins in Uptown and continues just north of Fair Park along Pacific Avenue, terminating at White Rock Creek. Once the tunnel is completed, it is expected that existing flooding within Fair Park will be reduced.

Current Market Conditions

Fair Park is a rich and complex representation of Texas culture and history, and it serves today as a many-layered venue for the cultural, educational, entertainment, and recreational life of Dallas. Fair Park is a unique site not only for the Metroplex but for the State and even the country. It's the largest National Historic Landmark in Texas, covering 277 acres just outside of downtown Dallas. It contains one of the most grandiose outdoor Art Deco art and architecture galleries in the world which is then overlaid with a smattering of bucolic greenspaces. There is an assortment of cultural and educational institutions open daily then on the weekends the campus transforms with large-scale events and festivals.

Beyond being a Park that is open daily for leisure and recreation, the campus currently has an assortment of museums, performing arts centers, concert venues, science and nature centers, amusement rides, sports facilities, and signature events. This variety of uses and operators allows the campus to have a broader reach and a range of resources.

Fair Park has had strong market success with large events and entertainment offerings. Both Fair Park's operators and resident institutions lease out buildings on campus for a variety of special events. The campus boasts a wide variety of event uses because of the diversity of building layouts, sizes, and amenities, and the large amount of

parking onsite. Rentals and third party events are an important source of revenue for the campus and generate a lot of daily visitors to Fair Park on event days. The largest and most recognizable event held on the campus is the State Fair of Texas, which runs for twenty-four days with a 2.5 million attendance.

The Art Deco architecture and art at Fair Park is unmatched by any other district in the United States. Numerous cities, including Miami, San Francisco, and New York City, promote their Art Deco attractions, but none of these can compare to the extensive collection at Fair Park. This attribute is what makes Fair Park truly iconic in the Dallas/Fort-Worth market and should be leveraged to garner increased use.

Challenges

Most people don't think of Fair Park as a park or a historical site on par with the Alamo or an outdoor art gallery. The Park has not historically been a space that people visit unless prompted by an event or a visit to one of the residents institutions. Most of the current resident institutions have their own audience and promote their own programs, events, and offerings. Many of these institutions offer daily activities, with little coordination or market synergy between the venues and attractions. Under the new management, the campus has begun coordinating marketing efforts and creating common programming and placemaking to highlight all the resident institutions and increase daily park usage (see Interim Programming on page 62).



Dallas Arts District

Even with the large events, museum institutions, and entertainment offerings in place, there is very little activation or visitor support services in place to draw these visitors into the rest of the Park. The current daily attendance at Fair Park does not support extensive retail and food/beverage uses. For this to change, a focus on increased daily activation and a coordinated marketing strategy across all resident institutions is needed. With increased programming and activation, improved visitor's services such as directional signage, wayfinding, site interpretation, food and beverage options, and public restrooms, are needed to support daily use by park visitors. An emphasis on providing these enhanced visitor services in the Park will improve connectivity, level of comfort, and extend the stay of daily visitors.

Market and Competition

Though Fair Park has much to offer in terms of cultural and entertainment facilities, the competition to draw patrons to the types of programming, events, or

entertainment opportunities within the Dallas/Fort Worth region is extensive. The competitive venues are generally separated into two categories: consumer-based competition venues (where guests could go instead of spending time at Fair Park) and business-to-business competition venues (where clients could take their business instead of Fair Park). Descriptions of some of the larger competitive venues within the region are identified below.

Consumer-based Competition Venues

Dallas Arts District

Considered the largest urban arts district in the nation, the Dallas Arts District is home to the Dallas Museum of Art, Crow Museum of Asian Art, the Morton H. Meyerson Symphony Center, Klyde Warren Park, the Nasher Sculpture Center, and the Winspear Opera House. The approximately 68-acre contiguous district also includes numerous restaurants, retail, and residential uses.

Fort Worth Cultural District

The Fort Worth Cultural District is a collection of museums located just west of Downtown Fort Worth. Museums located in the district include the renowned Modern Art Museum of Fort Worth, Kimbell Art Museum, the Amon Carter Museum of American Art, the Fort Worth Museum of Science, and History and the National Cowgirl Museum and Hall of Fame. The district also includes Will Rogers Memorial Center with its exhibit halls, Dickies Arena (home of the annual Fort

Worth Stock Show and Rodeo), Botanical Research Institute of Texas, Fort Worth Botanic Garden, and the Casa Manana Theater.

The district does not include any significant entertainment venues but is in close proximity to the Fort Worth Zoo and Trinity Park.

Six Flags Over Texas

The Six Flags Over Texas theme park is located in Arlington, and has 212 acres of thrill rides, shopping, dining, and entertainment venues. Starting in 2020, the park was scheduled to be open year-round. The theme park provides daily and yearly passes at a premium cost, but lacks any historical, educational, or museum venues.

Deep Ellum

Deep Ellum is the entertainment district located along the DART LRT route between Fair Park and Downtown Dallas. The district is experiencing a lot of redevelopment pressure to go along with the numerous existing restaurants, residential, retail, and nightlife venues. Deep Ellum does not currently support any educational, cultural, or large-scale entertainment venues.

Other Consumer-based Competition Venues

Additional consumer-based competition venues include other City of Dallas Parks (White Rock trail, Main Street Gardens, Trinity Audubon Center), City water parks, the Dallas Arboretum, the Katy Trail, Harold Simmons Park, Southern Gateway Park, and Klyde Warren Park.



Deep Ellum

Business-to-business Competition Venues

American Airlines Center

The American Airlines Center is considered one of the top arenas in the nation for sporting and entertainment events. The stadium serves as the home for the NBA Dallas Mavericks and the NHL Dallas Stars and seats up to 19,000 guests. There are a variety of different rooms to support meetings, receptions, and corporate events, including numerous outdoor plaza spaces.

AT&T Stadium

The Dallas Cowboys stadium provides recreational attractions, retail shopping, hotel, conference center, a Dallas Cowboys museum, and extensive art collection. The stadium has 22 specific venue locations that can host up to 8,000 guests and support a wide variety of events.

Dallas West End Historic District

The West End Historic District is an entertainment destination with a collection of restaurants, retail, museums, and shops in downtown Dallas. It includes some world-famous attractions including the Sixth Floor Museum at Dealey Plaza, Dallas World Aquarium, Dallas Holocaust and Human Rights Museum, and the Old Red Museum. The District has ample parking and is located in close proximity to numerous DART lines. The district is also very walkable and bikeable from the Dallas convention center, American Airlines Center, the Dallas Arts District, and the Perot Museum of Nature and Science.

Globe Life Field

Home of the Texas Rangers Major League Baseball (MLB) team, the stadium is considered one of the best facilities in the major leagues. The facilities include approximately 46,500 sq ft to support a wide variety of events including seminars, trade shows, corporate outings, and parties/receptions. The banquet capacity is 350, and five classrooms can support a capacity of 200. There is also a theater with a 30' screening wall that has a capacity of 300 people.

Globe Life Park

Globe Life Park serves as a secondary football facility to the 100,000-seat AT&T Stadium. The stadium was home to the Dallas Renegades XFL team (during the league's initial season) and home to the North Texas SC, a USL soccer league team.

Kay Bailey Hutchison Convention Center

Located in downtown Dallas, the convention center offers 1 million sq ft of exhibit space. This includes three ballrooms (over 65,000 sq ft), a 9,800+ seat arena, a 1,750-seat theater, and over 80 meeting rooms. Also included within the Center are over 3,000 parking stalls, a 1,000 room hotel, seven on-site restaurants, and extensive access to local DART transit services.

Toyota Music Factory

The Toyota Music Factory located in Irving, Texas, is a large scale entertainment venue with extensive retail, bars, and restaurants. The Music Factory includes numerous indoor and outdoor music venues that play host to national and international music acts. The Pavilion at the Music Factory is a state-of-the-art convertible outdoor amphitheater that seats 8,000 visitors. The Texas Lottery Plaza is an outdoor open-air stage and plaza that can host large events, wedding receptions, festivals, and live music.

Will Rogers Memorial Center

Located in Fort Worth, the Will Rogers Center is a 120-acre event facility that supports a wide variety of equestrian, sporting, agricultural, and corporate events. The Center includes four major facilities: the 5,600 seat Will Rogers Coliseum, the 2,800 seat Will Rogers Auditorium, the 94,000 sq ft Amon G. Carter Exhibit Halls, and the state-of-art equestrian facilities. The center is located within 3 miles of the Fort Worth Cultural District.

Other Business-to-business Venues

Additional competition venues in the business-to-business category include: other small regional convention centers (Arlington, Plano, Irving, Richardson, Frisco, Allen, McKinney), the AT&T Discovery District, The Central in Uptown, large regional hotels, regional E-sports facilities (Arlington), and other smaller wedding venues.

Fair Park Institutions

Fair Park is home to over eleven resident institutions which include museums, performance venues, gardens, and a radio station. Each of the eleven institutions is a separate organization with its own mission, board, and tenant agreement with the City of Dallas. Since the approval of the 2003 Fair Park Comprehensive Development Plan, four major institutions have left Fair Park. The departure of these organizations left the Woman's Building, Science Place One, half of Science Place II, and the Museum of Natural History buildings vacant. In addition to the current vacant buildings, the Dallas Zoo announced its departure from the Children's Aquarium at Fair Park in August of 2020, leaving another building unoccupied. At the time of publishing this report, Fair Park First and the City of Dallas were exploring a potential long-term operator for the Children's Aquarium.

Many of the institutions that remain on campus are struggling financially. The state of the Dallas economy, directly impacted by the COVID-19 pandemic, overall condition of buildings, space limitations within existing buildings, and site constraints are all factors in the current financial difficulties.

The resident cultural institutions such as the African American Museum, Music Hall, and Dos Equis Pavilion are the current daily draw to Fair Park. These institutions represent the largest non-State Fair of Texas attractions at Fair Park. As is the case with many cultural institutions, these organizations have

their own strategic plans and restrictions that lead to financial limitations. Even with these limitations, and challenges of the Park, most of these institutions are committed to staying at Fair Park.

Management and Operations

The 2014 Mayor's Fair Park Task Force and the 2003 Fair Park Comprehensive Development Plan identified the need for a non-profit organization to lead the operational and marketing aspects of Fair Park. On October 24, 2018, the Dallas City Council, after receiving a recommendation from the Dallas Park and Recreation Board, voted to approve a 20-year management agreement with Fair Park First, a 501(c)(3) non-profit organization. Fair Park First is tasked with private management of Fair Park and has partnered with Spectra for daily operations of park activities, vendors, and resident institutions. Fair Park First/Spectra began daily operations on January 1, 2019. Fair Park First has partnered with Biederman Redevelopment Ventures (BRV) for park programming, park design, and placemaking expertise.

Fair Park Funding

Funding for capital improvements at Fair Park has changed under the new private management structure of Fair Park First/Spectra. Fair Park will continue to receive funding from the Park's major institutions, most notably the Live Nation Dos Equis Pavilion, Music Hall, and the State Fair of Texas. Live Nation Dos Equis Pavilion yearly revenues and the State Fair of Texas's annual lease payment go directly

to Fair Park First. Additionally, event lease revenue, concession percentages, a portion of ticket sales, parking receipts, and sales taxes generated at Fair Park stay at the Park. Overall Fair Park net profits are invested back into the Park for capital improvements to buildings and site infrastructure.

Another existing funding source that Fair Park will rely on for the ongoing maintenance and upgrade of buildings and infrastructure is the City of Dallas Bond Program. The recent 2017 Bond Program (Proposition C) identified over \$50 million dollars of funding for the improvement of existing facilities, infrastructure, and ADA improvements.

New funding to support expanded programming, activation, and new amenities such as the proposed Community Park, will be generated through private grants and fundraising efforts.



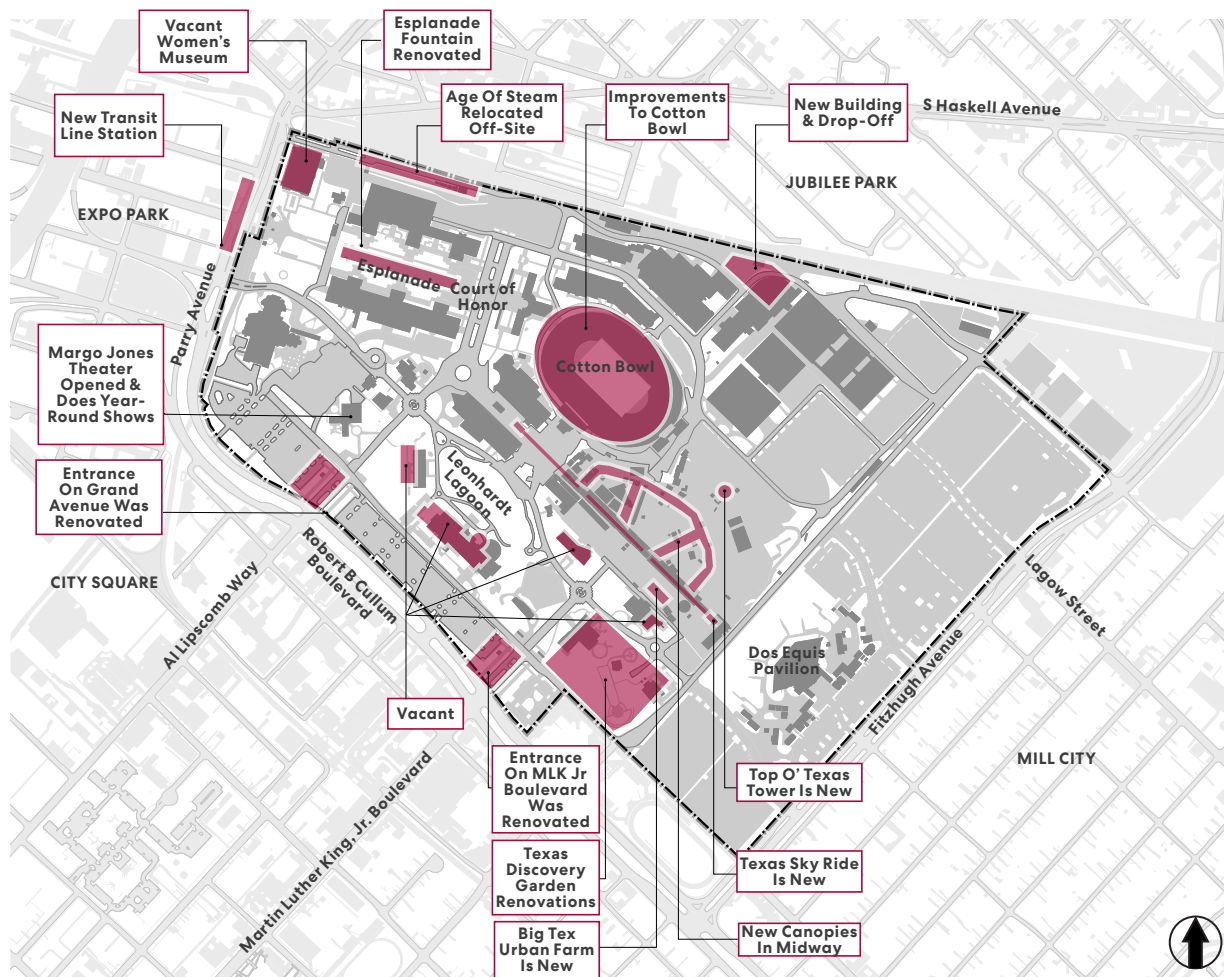
Contralto Statue

Changes since the 2003 Comprehensive Development Plan

(At the time of Master Plan Update publication)

Since the approval of the 2003 Fair Park Comprehensive Development Plan, there have been a series of significant improvements and ongoing maintenance to Park buildings and infrastructure. One major improvement since the 2003 Fair Park Comprehensive Development Plan is the implementation of the DART transit line and station. The transit station along Parry Avenue was a significant upgrade that improved accessibility to the Park, and is now the most highly used entrance during the annual State Fair. The transit line provides for more daily use and equitable access to the Park for residents of the City.

Since 2003, there have also been significant departures at the Park, such as the Age of Steam Railroad Museum, The Women's Museum: An Institute for the Future from 2000-2011, and the Perot Museum of Nature and Science. In the historic core, the Esplanade Fountain has been renovated, and multiple buildings have seen continued improvement projects to slow deterioration and maintain current conditions. There have been major exterior improvements to, and expansion of, the Cotton Bowl stadium and renovations to the Grand and MLK entrances. A majority of the improvements on campus have been led by the City of Dallas and the State Fair of Texas. A majority of the larger improvements have been focused in the Midway area, including the Top O' Texas Tower, Texas Sky Ride, Big Tex Urban Farm, and the overhead canopy structure.



Changes since the 2003 Fair Park Comprehensive Development Plan (At the time of publication)

- LEGEND**
- Changes since 2003 Fair Park Comprehensive Development Plan
 - Fair Park Boundary
 - Impervious Surfaces
 - Existing Buildings



LEGEND

- Fair Park Boundary
- Impervious Surfaces
- Existing Buildings

Proposition C Projects

Fair Park Summary of Projects- 2017 City Bonding Proposition C

Highlighted below are the specific projects approved in the 2017 City Bonding - Proposition C process.

Hall of State

Cleaning/restoration of exterior wall, plaza restoration, exterior drainage and lighting, roof repairs, repair or replace exterior doors and windows, other architectural interior and exterior repairs, repair sump pump, other plumbing repairs, address dehumidification issues, replace heaters and other mechanical repairs, electrical repairs, elevator, ADA, and other necessary repairs.

Amount: \$14.41 Million

Music Hall

Elevator, replace old plumbing pipes, security, ADA improvements, electrical, exterior lighting, paving replacement/repairs, and other necessary repairs.

Amount: \$4.3 Million

African American Museum

Resolve water intrusion, repair interior finishes, flush condenser water system, complete mechanical, and electrical repairs.

Amount: \$2 Million

Texas Discovery Gardens

Chiller.

Amount: \$300,000

Food and Fiber Building

Structural stabilization, repair damaged finishes, and other necessary repairs.

Amount: \$1.5 Million

Coliseum

Water infiltration, flooring, plumbing, electrical/mechanical, rest rooms, and other necessary repairs.

Amount \$9.5 Million

Tower Building

Water infiltration repairs, interior renovation, plumbing, mechanical/electrical, and other necessary repairs.

Amount \$3.5 Million

Centennial Building

Roof repair; interior, exterior, electrical/mechanical, mural, bas relief conservation, and other necessary repairs.

Amount \$4.4 Million

Pan American Complex

Poultry - Exterior restoration, repair interior doors; Sheep and Goat - Renovation of concrete columns and stucco; Police Mounted Unit - repair concrete, stucco, doors, columns, ventilation for electrical and elevator rooms; Arena - roof and louver; and other necessary repairs.

Amount \$3.48 Million

Science Place One

Water infiltration repairs, replace plumbing fixtures and water heater, replace aged mechanical equipment, and security.

Amount \$5.11 Million

Aquarium Annex

Roof repairs and complete facade repairs, replace some interior finishes, replace plumbing fixtures, upgrade fire alarm system, provide new security.

Amount \$600,000

Magnolia Lounge

Roof replacement; repair facade, complete minor interior work, replace heat pumps and FCUs, replace interior lighting, install security system.

Amount \$900,000



Existing Green Space / Open Space

LEGEND

- Fair Park Boundary
- Existing Buildings

RANKING OF QUALITY

- Existing Trees in Historic Core
- Significant Tree Canopy and Well-Maintained Landscape
- Some Tree Canopy and Combination of Lawn/Landscape
- Limited Tree Canopy and Low Maintained Lawn / Gravel Area

25%

Existing Open/
Green Space

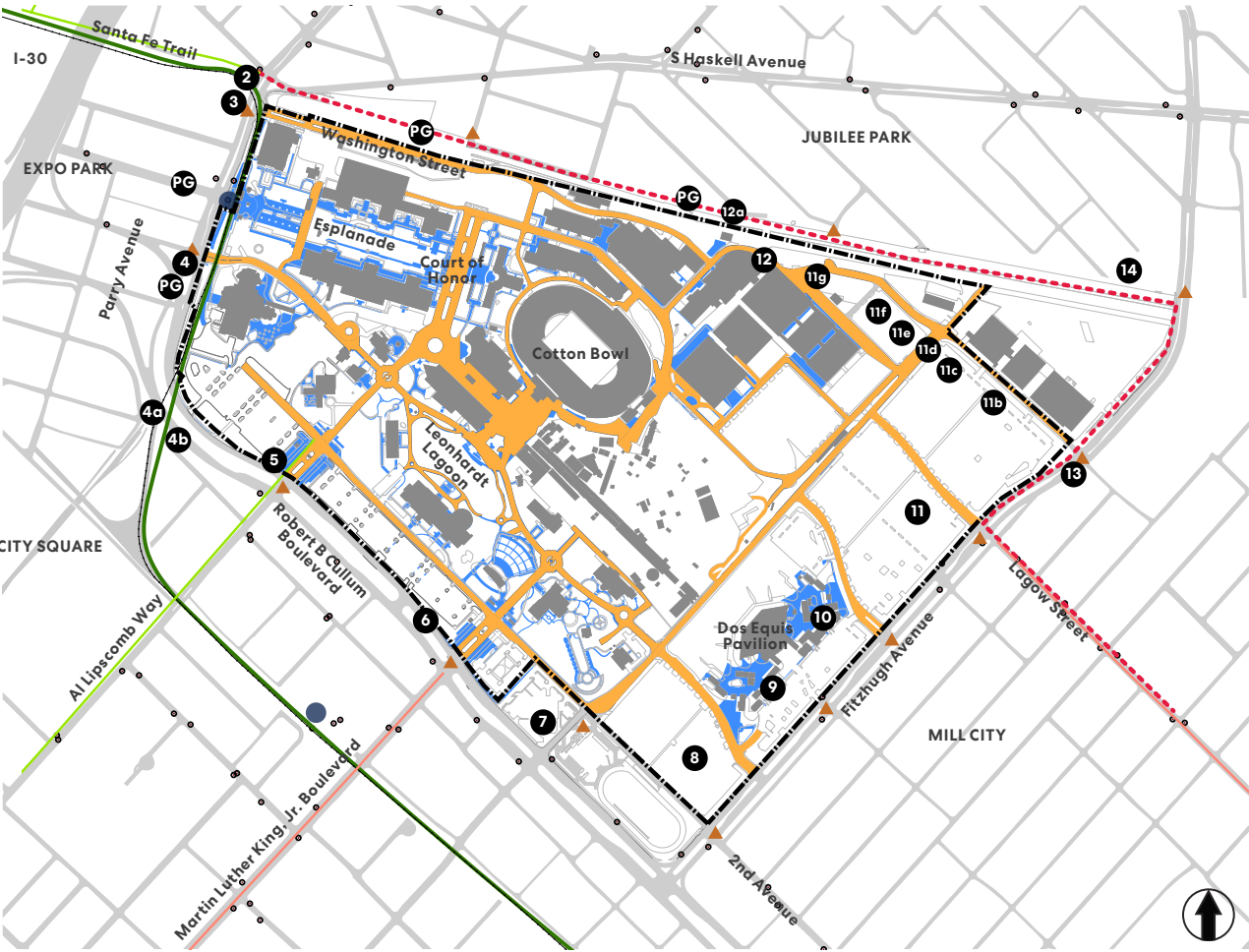
69

Acres of Existing
Open Space

Existing Green/Open Space

Only 25% of Fair Park is open/greenspace. There are three different open space typologies on campus: significant canopy and well-maintained landscape, some tree canopy and combination of lawn and landscape, and limited tree canopy with low maintained lawn/gravel areas.

There are some green areas, but they are primarily limited to the Lagoon area, Court of Honor, and along the Esplanade. The eastern and southern portions of the site are characterized by large, expansive parking lot areas devoid of any greening or landscaping. Additional areas of green include the Dos Equis Pavilion lawn and Cotton Bowl athletic field, which are not accessible for daily use or consistent programming.



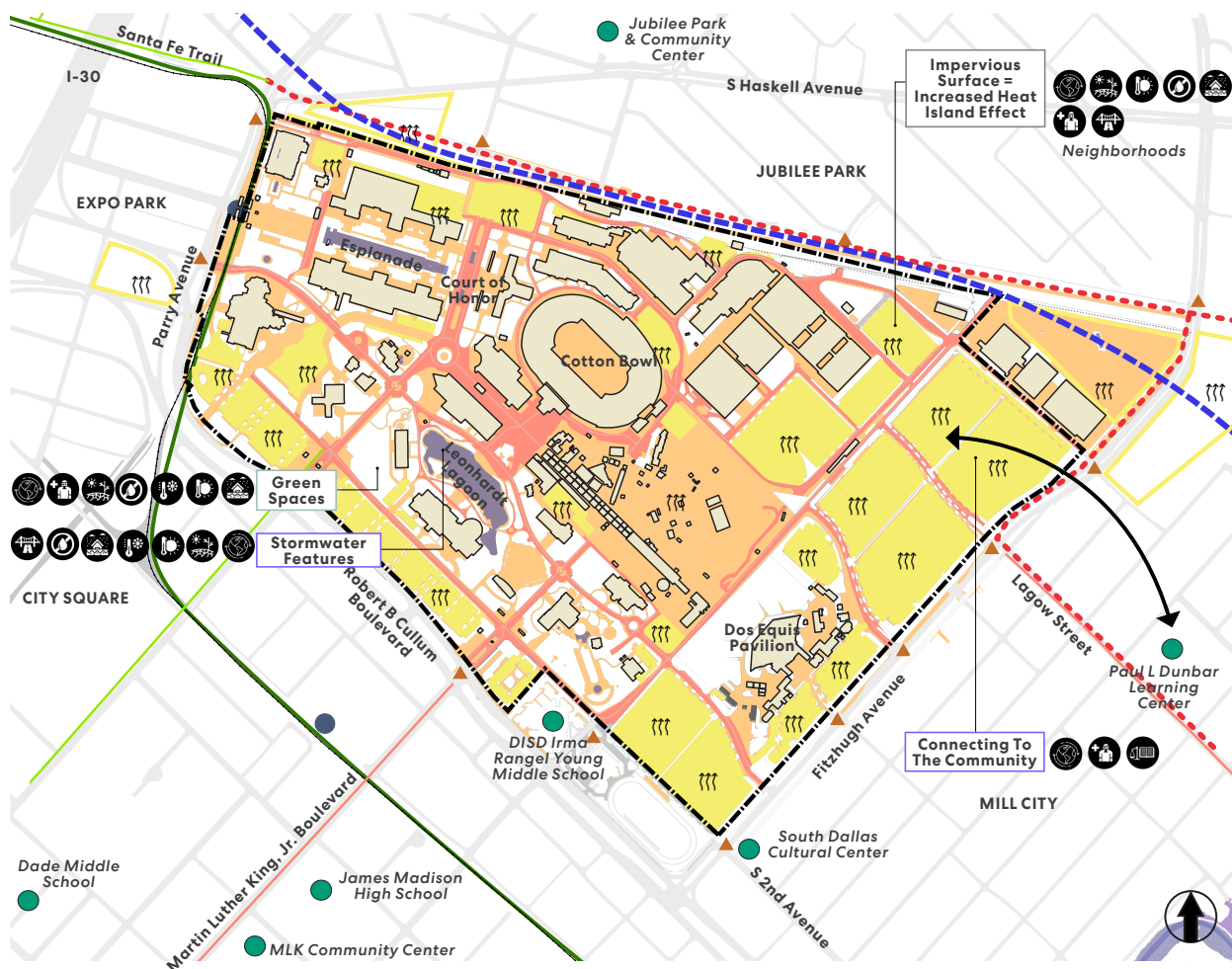
Access and Circulation

Access and circulation at Fair Park includes how vehicles, pedestrians, and bicycles access the site and how they move through the site once they are there. Conflicts exist between vehicles and pedestrians because there is a lack of clarity of designated routes, and vehicles can drive almost anywhere in the Park. This is compounded by the fact that the Park is very large, creating greater distances between destinations and attractions. One of the most significant Park circulation challenges is that most pedestrians that access the site must walk through large areas of pavement to reach their destination within the Park.

Coordination with current Park users will be critical to understanding service access, event load-in, and post event break-down.

Access and Circulation

- LEGEND
- Existing Trails
 - Planned Trails
 - On-Street Bike Routes
 - DART Station
 - DART Green Line
 - Fair Park Vehicular Access
 - Fair Park Pedestrian Access
 - Transit Stop
 - Neighborhood Street Connections / Gateways
 - Pedestrian Gates
 - Parking Entrance Gates
 - Fair Park Boundary
 - Existing Buildings
 - Adjacent Streets



Fair Park Resilience

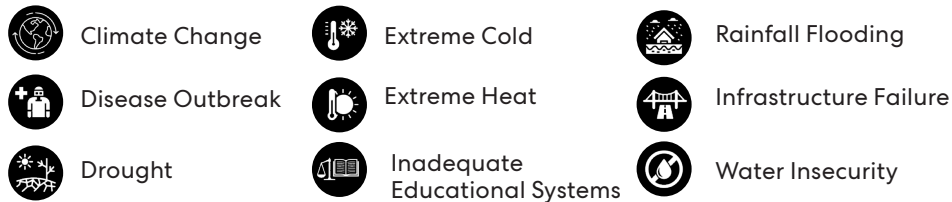
Resilience

Resilience is the capacity to recover quickly from difficulty and the ability to do so with resolve. For Fair Park, the components of resilience that were documented focused on the negative effects of extensive impervious surfaces, which include limited stormwater management, urban heat island effect, flooding, and infrastructure failure. The resilience analysis also included a review of street tree canopy on the site and overall equitable access to the Park related to entrances, circulation, and parking. Additional City of Dallas shocks and stressors were also documented to understand the long-term implications of resilience in the community and what the implications might be to the Fair Park site.

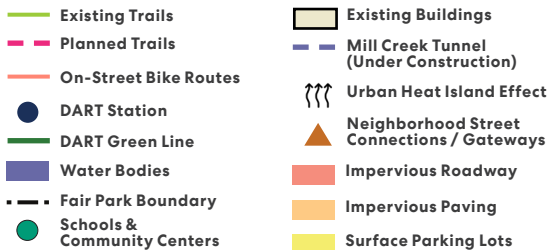
Overall, based on the analysis, Fair Park has significant issues related to site and community resilience. The biggest challenges are equitable access, flooding due to minimal on-site stormwater management, and urban heat island effect based on extensive impervious surfaces and lack of tree canopy cover.

Dallas Shock and Stresses

(Source: 100 Resilient Cities)



LEGEND

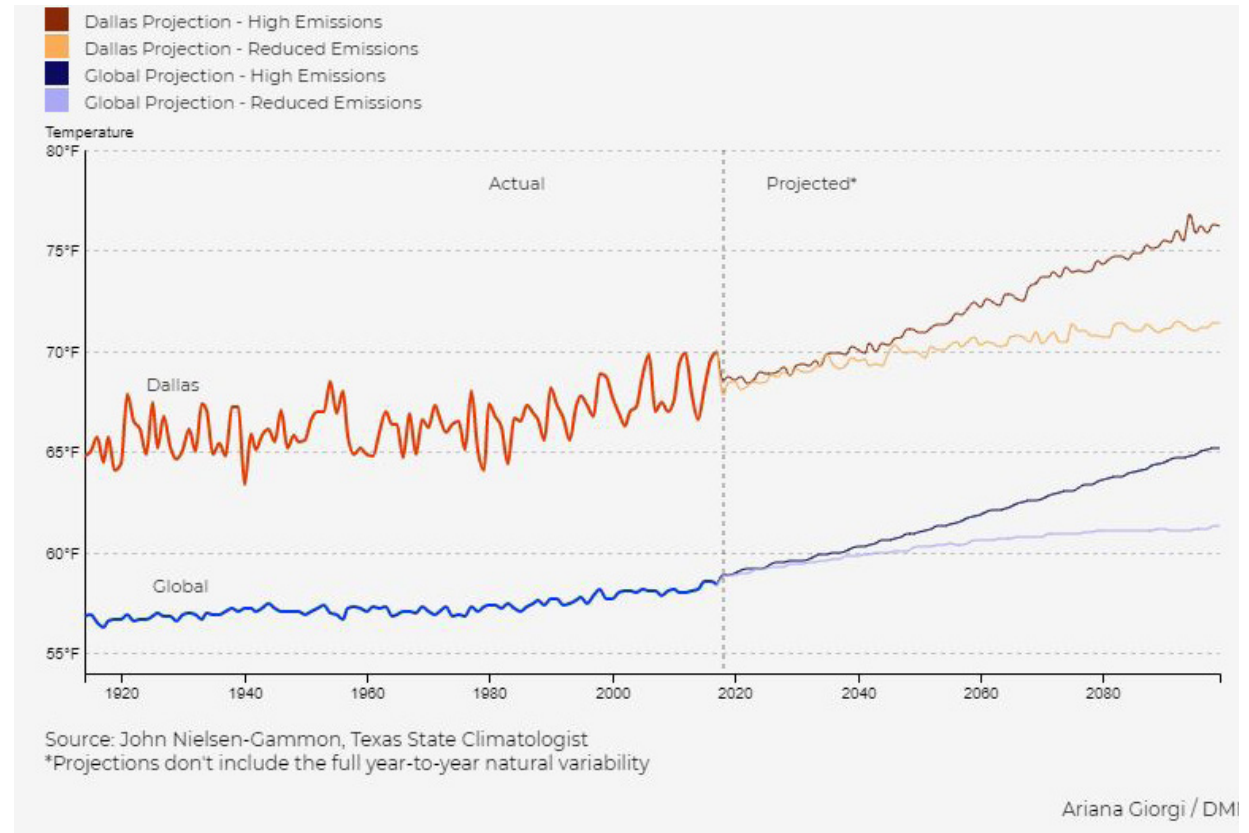


Additional information regarding potential impacts of climate change that will impact the Dallas region are identified below.

- **Heat:** Mean temp in August will increase to 92 (+6 degrees); Maximums could exceed 120 degrees. (Intense heat waves are 103 and above).
- **Drought:** Longer dry spells exacerbated by extreme heat resulting in reduction of soil moisture by 10-15% by 2050.
- **Floods:** More frequent and severe rainstorms will have the capacity to flood highway exits and service roads in the FEMA 100-year floodplain.
- **Weather:** Extreme weather events such as tornadoes and hail to increase on top of extreme cold/heat, severe drought, wildfires, and torrential floods.
- **Economy:** Climate change would cause reduction in annual income in Dallas County by 10-20% due to higher mortality rates, soaring air conditioning costs, and reduced labor productivity.
- **Mortality and Health:** By end of century, researchers project 150,000 additional heat-related deaths among the 40 largest US cities, including Dallas. The most susceptible group is senior citizens.

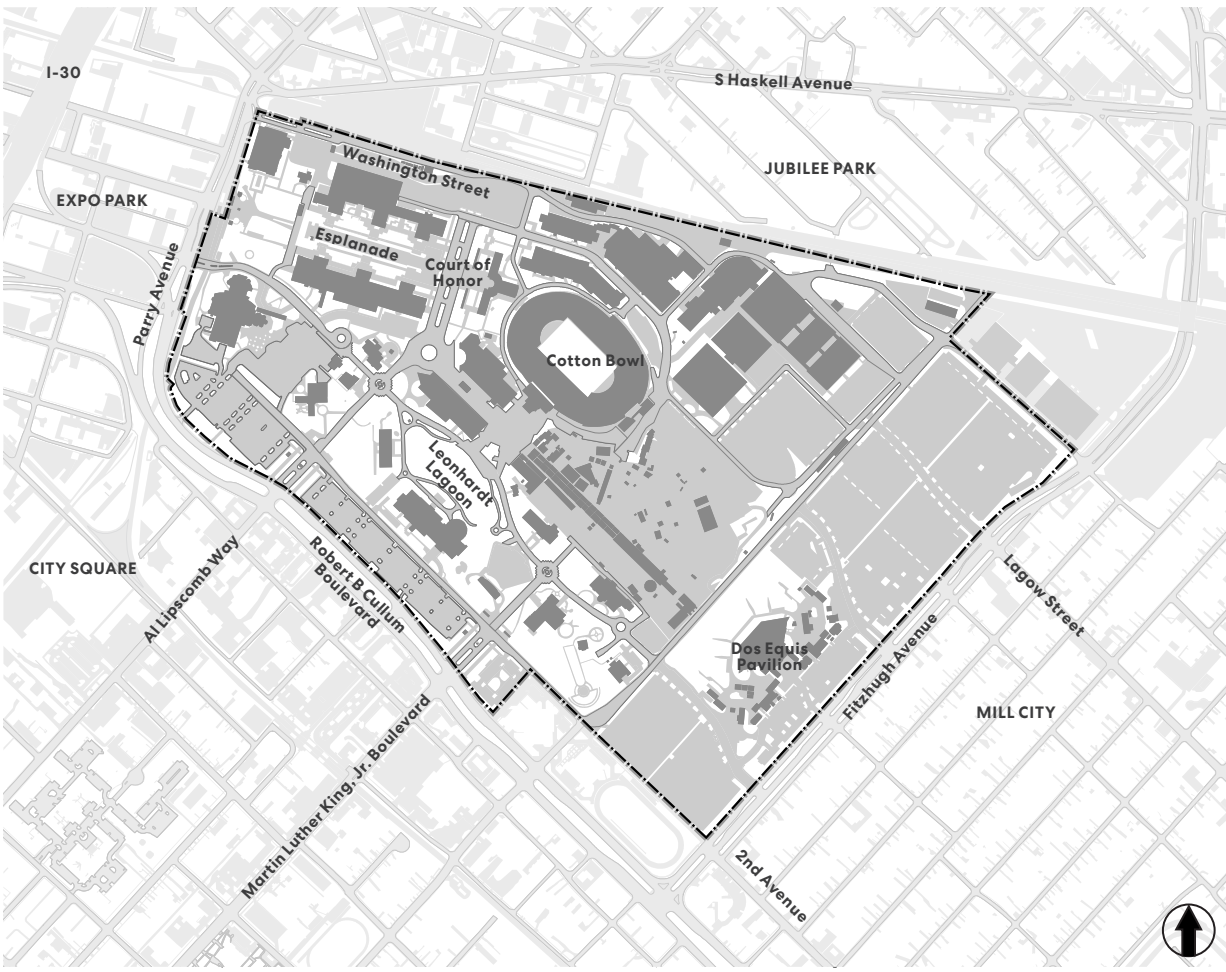
Dallas Temperatures Will Continue to Rise

Average annual temperatures in Dallas and globally will likely accelerate. How hot it gets will depend in part on the degree to which countries limit greenhouse gas emissions.



“Large cities like Dallas have long been known to exhibit higher temperatures than the surrounding countryside, at times in excess of 10°F, due to the intensity of heat-absorbing materials in their downtown districts and the relative sparseness of tree canopy and other vegetative cover, which provides evaporative cooling and shading.”

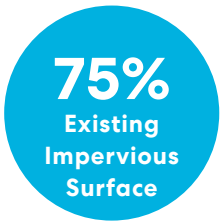
Urban Heat Island Management Study, Dallas 2017
Texas Trees Foundation



LEGEND

- Fair Park Boundary
- Impervious Surfaces
- Existing Buildings

Impervious Surfaces

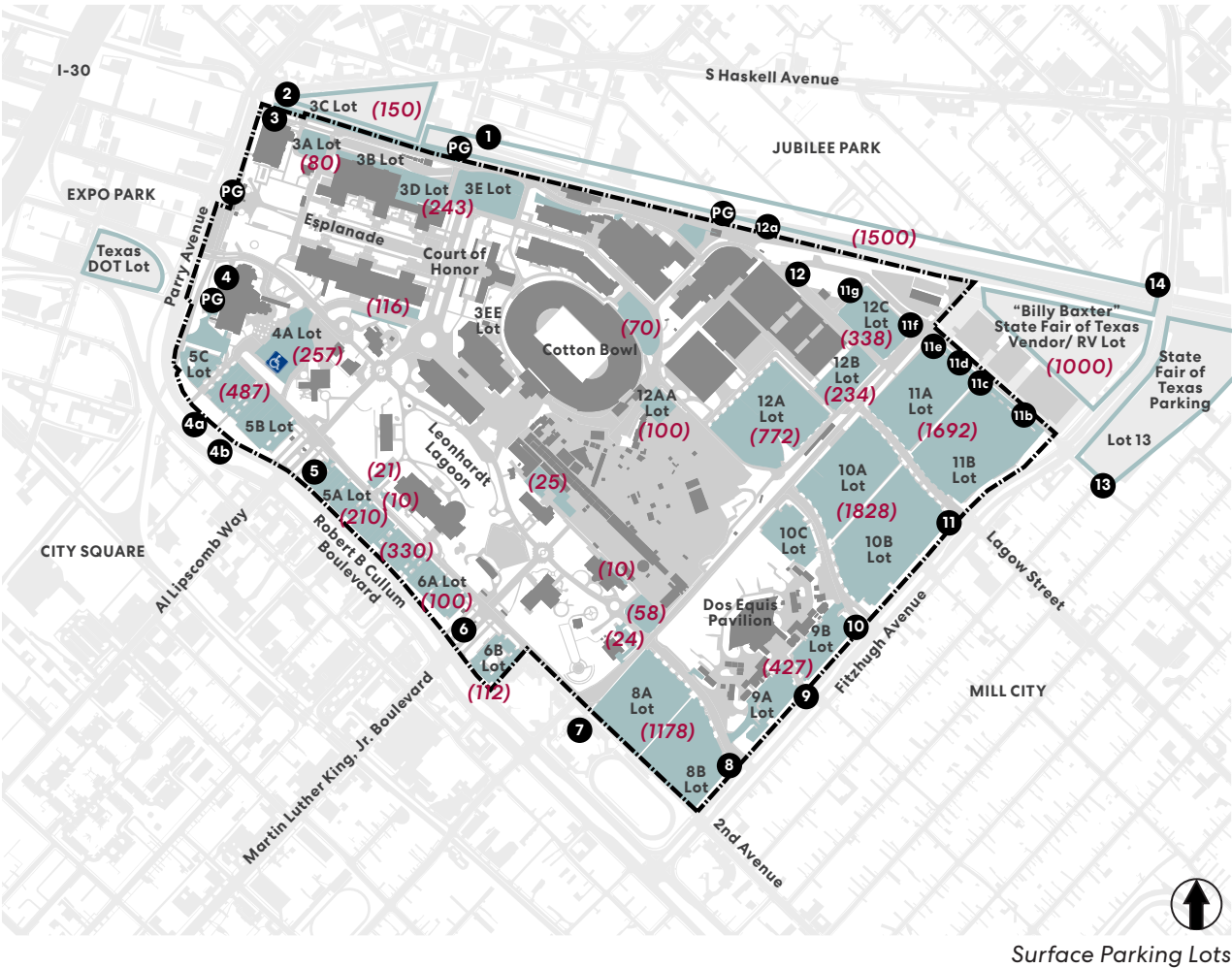


Impervious Surfaces

Impervious surfaces are surfaces that do not allow for the capture and infiltration of stormwater. Impervious surfaces at Fair Park include parking lots, roadways, driveways, solid hardscapes, and building roofs. At Fair Park, there are approximately 208 acres of impervious surface area which equals 75% of the overall 277 acres. Parking lots account for most of the impervious surface area in the Park.

These surfaces prevent rainfall from absorbing into the ground which instead collects as runoff. High quantities of runoff may also cause flooding and contribute to combined sewer discharges during large storm events. Runoff has the negative impacts of accumulating chemicals, oil, metals, bacteria, and other by products of urban life. Left as is, this polluted runoff contaminates the ecosystems of surrounding waterways.

Additionally, the hardening of a site's surfaces prevents water from recharging groundwater aquifers, causing subsidence and other problems.



Parking

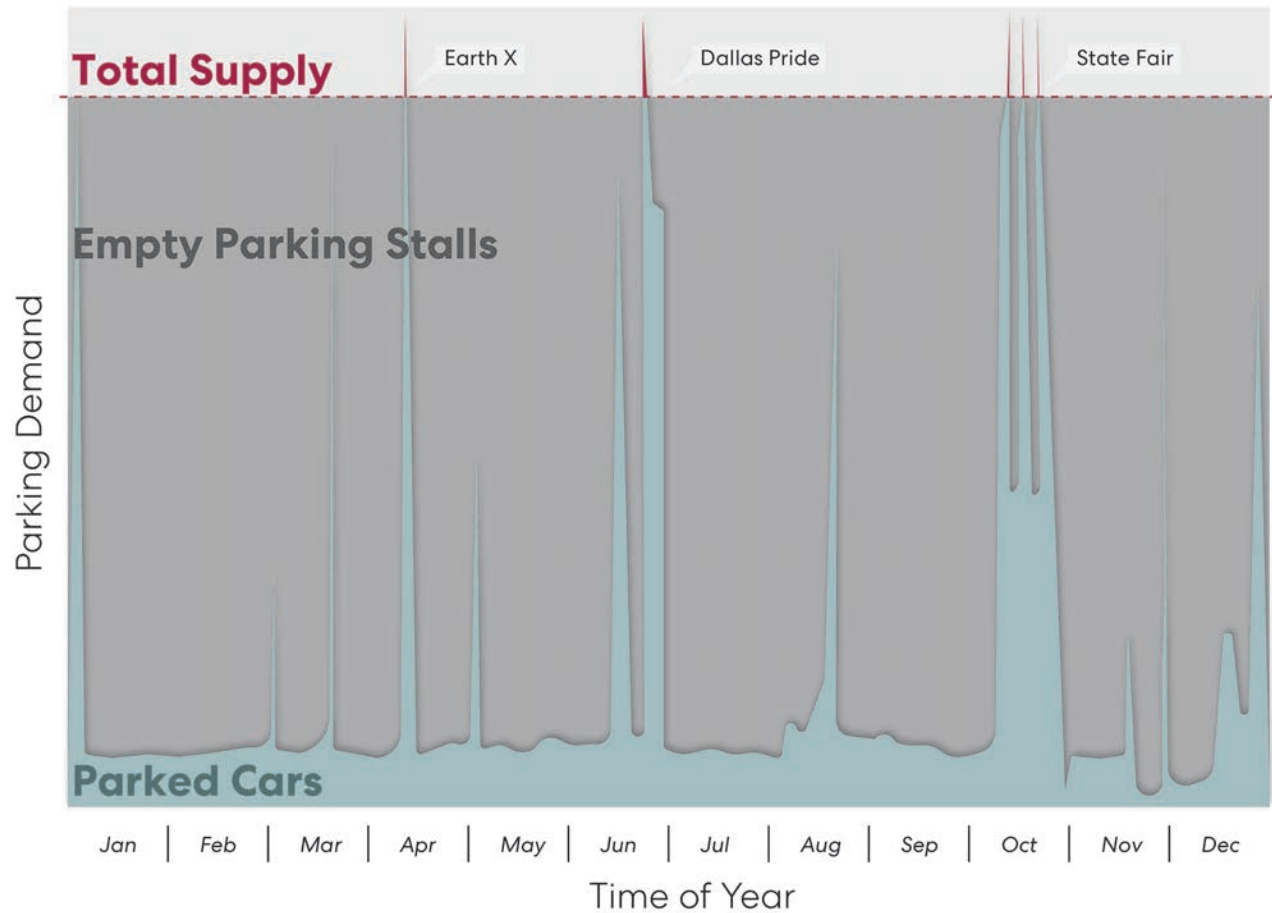
Most Fair Park visitors and employees currently drive and park on surface parking lots. Fair Park has over 10,000 parking stalls on site, with approximately 7,000 additional off-site parking stalls owned and managed by the State Fair of Texas. The large surface lots surrounding daily uses make the campus more insular and difficult to access by foot.

Peak parking on the site occurs during large events, like the State Fair of Texas, but most of the parking lots are empty on a typical weekday. The other large events and venues on-site do not use all of the parking that currently exists, so they do not accurately reflect the parking needs on a daily basis. There are approximately three pedestrian-only gates to access the Park, and a total of twelve gates for vehicles.

The Park can generally be accessed by vehicles on all four sides, with major roadways Parry Avenue, Robert B Cullum Boulevard, and Fitzhugh Avenue offering multiple gated entrances. Washington Street on the north provides more limited access to the Park.

Pedestrian-only entrances are located along Washington Street and Parry Avenue. Pedestrians can also enter the Park along Robert B Cullum Boulevard and Fitzhugh Avenue, but these entrances put pedestrians in conflict with automobiles, and the Fitzhugh Avenue entrances are far from Park destinations or amenities.

The complex network of gates and their unpredictable closure significantly impact access to parking, internal roadways, and to the Park.



Parking Demand at Fair Park

Event Usage

The event usage of Fair Park varies throughout the season, the day, and the year. The three major categories of event usage are: daily uses, special event uses, and State Fair use areas. Each of these uses has associated buildings, parking, and circulation patterns. Event usage at the Park has not changed dramatically since the completion of the 2003 Fair Park Comprehensive Development Plan. The State Fair of Texas remains the largest event in the Park and utilizes the entire park for its operations, including parking on and off-site to support its visitors. Other major events like Dallas Pride, EarthX, and the North Texas Irish Festival primarily utilize the Esplanade, the adjacent exhibition halls, and the Agrarian Area. The 2020 NHL Winter Classic utilized more of the Park including the Midway, Cotton Bowl Plaza, and the Cotton Bowl Stadium.

Most of the daily use of the Park is at the museums and the administrative offices. Daily visitors inhabit two major open spaces: the Esplanade and the Lagoon area. These spaces attract visitors because of proximity to institutions and because they represent the most green and inhabitable landscaped areas on-site. Evening use of the Park is focused at the performance venues, such as the Music Hall and Dos Equis Pavilion.

The schedule of events for the 2019 season, excluding the State Fair of Texas, did not utilize the whole park. With the addition of daily/weekly programming and activation, the potential exists to expand the footprint of future events to incorporate and activate more of the Park on a consistent basis.



State Fair of Texas Entrance Gate



Annual Red River Showdown in the Cotton Bowl



Marionette Show

Interim Programming

With the Park under new management, creating sustained, daily public use is a top priority. This is a daunting task for such a large campus that has been historically lacking in coordinated, regular activities. Since this new management team has taken over, pop-up programs have been beta tested for efficacy in community engagement and park utilization. The results have been promising and enlightening.

In 2019, a new series of programs was launched that included Park Days, movie nights, and night markets in various areas throughout the campus. The interim programming provided insight into the daily operations, the impact of major events, what programming and amenities are possible and popular, and what future needs might be.

Park Days, held summer Saturdays at the Leonhardt Lagoon, included play structures, sports, free play games, an activity cart, and upwards of nine programmers along with a rotating roster of local concessionaires. The programming included art-making, yoga classes, drum circles, storytimes, meet-a-bug station, and touch-a-trucks. Programmers ranged from local artists to a music collective to resident museums and past resident museums. In its initial test run, Park Days averaged 500 attendees per event, with over half coming from neighborhoods in South Dallas with a dwell time over 1.5 hours. This program highlights the promise programming can have at Fair Park.

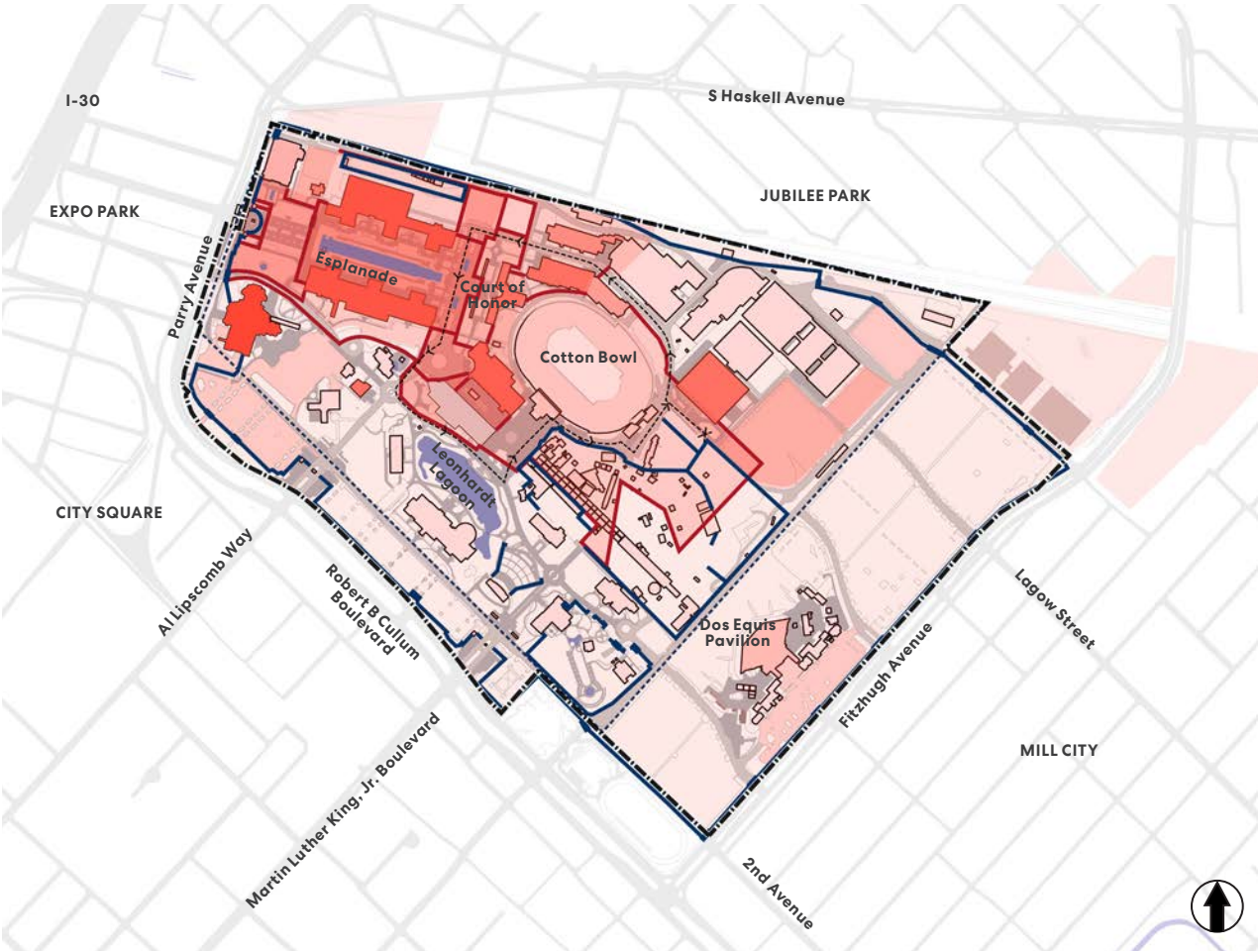
For Park Days to showcase the park grounds as an open, communal space for public enjoyment was a significant first step.

In order to encourage new visitors, particularly those from the neighboring communities, and to increase the dwell time of those already coming to the grounds, working with the resident institutions and local community organizations and leaders will be crucial. The resident institutions already have an established base and the local community will enjoy significant benefit from a revitalized Fair Park.

This interim programming has also provided valuable feedback on what could be done to better improve the Fair Park public experience. Adequate restroom facilities, better concession options, and the need for a visitors center have all been noted during these programmed events. Valuable logistical considerations like roaming Park representatives and guest services stationed at entry gates have been recommended. The interim programs also demonstrated how significantly major events impact programming, especially as scheduling and parking needs fluctuate so widely, further highlighting the need for programming and events to work closely together.



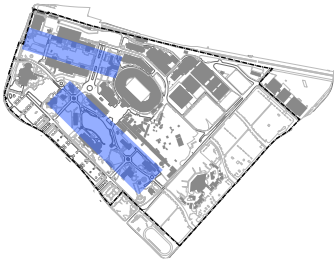
Mural Making at Fair Park Fiesta



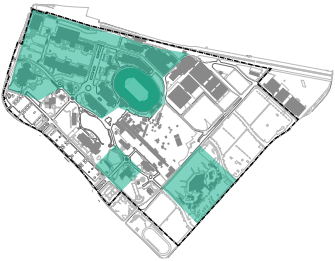
List of Events Shown

- A-Kon (June 27-30, 2019)
- Dallas Pride (June 1, 2019)
- Dallas Pride Parade Route (June 2, 2019)
- Daughters of the American Revolution (DAR) Events
- EarthX (April 26-28, 2019)
- Jurassic Quest (January 18-21, 2019)
- North Texas Irish Festival (March 8-10, 2019)
- NHL Winter Classic (January 1, 2020)
- Dos Equis Pavilion Events
- Music Hall Events
- State Fair of Texas (Set Up Begins On 8/1 And Move Out Ends On 11/15)

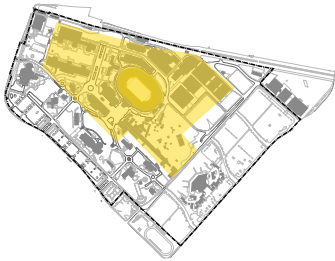
Overall Fair Park Event Usage



Daily Use



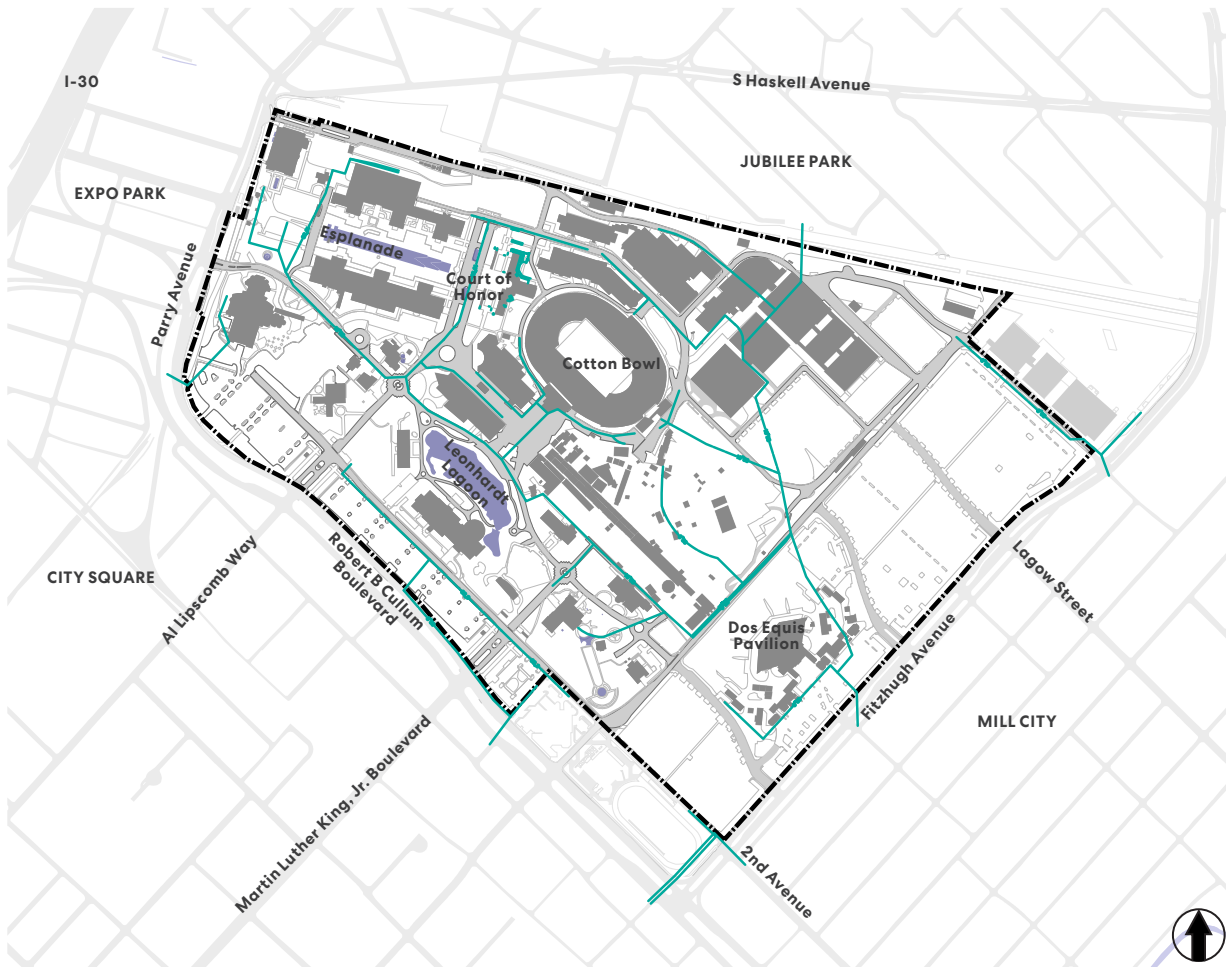
Special Event Use



State Fair Use

LEGEND

— Fair Park Boundary	EVENT "HEAT MAP"
Impervious Surfaces	Most Annual Event Usage
Existing Buildings	Average Event Usage
	Low Event Usage
	Event Fencing
	Fair Park Permanent Fence



Existing Fair Park Wastewater

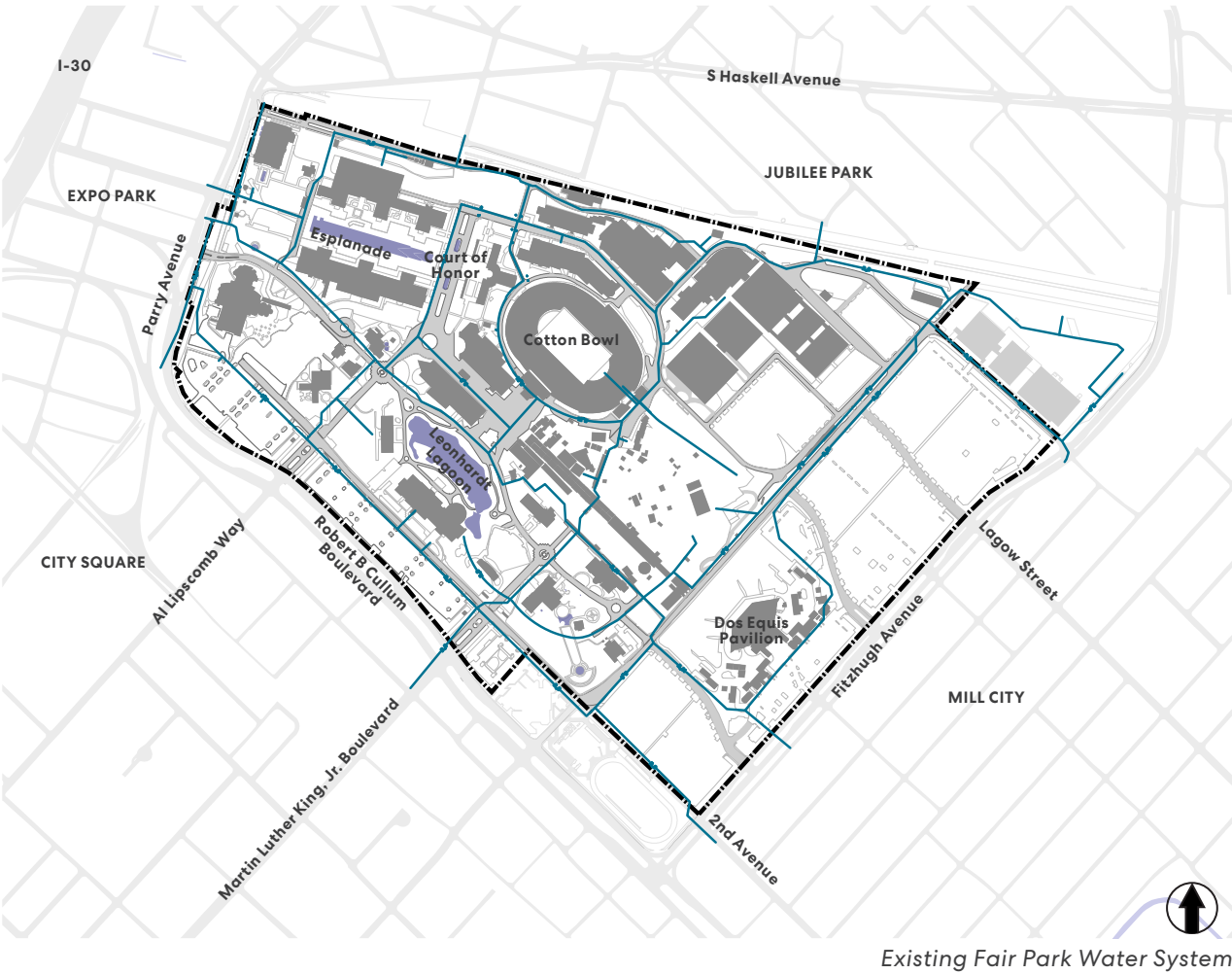
Existing Wastewater

The Fair Park wastewater collection system appears to meet the minimum capacity guidelines of Texas Commission on Environmental Quality (TCEQ) requirements and service the needs of existing customers. However, some of the existing pipelines do not meet Dallas Water Utilities (DWU) design standards and will require replacement in the future. The table below describes the size and linear feet of wastewater pipelines that are within Fair Park.

Wastewater Pipelines in Fair Park

Existing	Quantity
6"	3850'
8"	9600'
10"	3250'
12"	2300'
15"	1200'
18"	5500'
24"	800'

Focus should be given to the utilities that are undersized and over 40 years in age. Dallas Water Utilities has been improving public sewer lines within Fair Park as pipes come to the end of its 40-year life cycle. Private service laterals for each building should be evaluated and replaced as needed with each new replacement project. Due to the age of Fair Park and many of the buildings, it is common for the sewer services to be made of vitreous clay tile (VCT) pipe. This material is outdated and should be replaced with a City approved pipe material, such as PVC.



Existing Fair Park Water System

Existing Water System

The Fair Park water distribution network appears to be in general compliance with the Texas Commission on Environmental Quality (TCEQ) requirements. Distribution appears to be satisfactory for the current needs and users within the Park. However, some of

the existing pipelines do not meet the current DWU design standards and will require pipeline replacement in the future. The table below describes the size and linear feet of water pipelines that fall within Fair Park.

The deteriorating condition of some of the existing water pipes on campus appears to be affecting the water quality and potentially making it unsafe for consumption.

Water Pipelines in Fair Park	
Existing	Quantity
4"	860'
6"	3300'
8"	16,800'
10"	4000'
12"	9100'
16"	5000'

Poor water quality can be due to a variety of factors such as pipe material, water usage, or lack of water circulation. All substandard pipe material should be identified and replaced with industry standard pipe. Fair Park should coordinate with the City on ways to blow off any water that may become stagnant in the line due to low usage during non event times. If the water is not continually moving through the system, the stagnation and loss of chlorine will result in poor water quality. Another way to prevent stagnation would be to loop the water mains by adding connections between mains both inside and outside the Park. This will allow the water to move more efficiently and help prevent low water quality.



Existing Fair Park Storm Drainage

Existing Storm Drainage

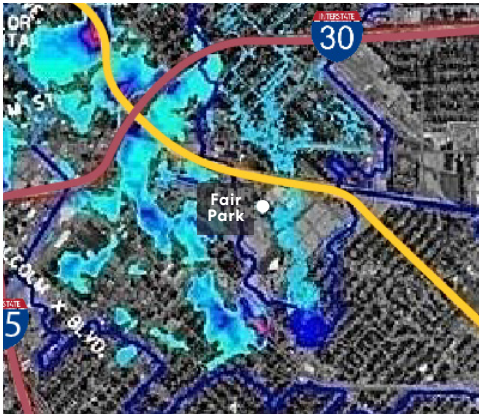
The existing storm drainage system in Fair Park has the ability to convey the 5-year storm event, which has a 20 percent probability of being equaled or exceeded in any given year. The City of Dallas Drainage Design Manual, dated September 2019, states, “All new systems will be designed to accommodate the 1% annual chance storm event (100-year) or the flood of record”. The existing storm system is undersized to accommodate a 100-year storm.

Fair Park is part of the Peaks Branch drainage basin and its system is directly connected to the Peaks Branch horseshoe storm drains that traverse the Park. The Peaks Branch horseshoe is an older system that was not sized for the amount of upstream development that has occurred over the years. As a result, the horseshoe drain does not have adequate capacity to convey the amount of stormwater runoff the drainage basin is producing. During heavy rain events, Fair Park experiences surcharging in the drainage system resulting in localized flooding of different areas inside the Park. The City of Dallas is currently addressing the flooding issues along Peaks Branch and other surrounding watersheds through the construction of a thirty-foot diameter storm relief tunnel. The new tunnel will relieve surcharging in the major storm drainage systems of Peaks Branch, Mills Creek, and State-Thomas drainage areas. This drainage project is known as the Mill Creek Drainage Tunnel and should be completed sometime between 2022-2023.

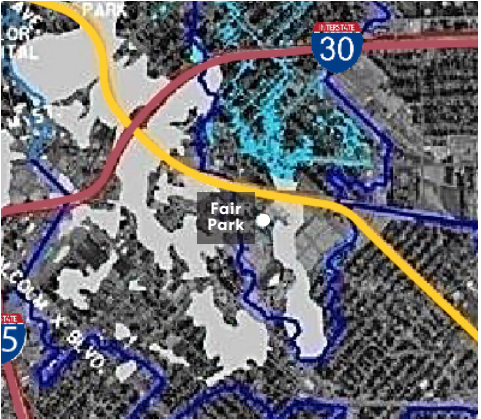


Existing Stormwater Infrastructure

- LEGEND
- Existing Underground Storm Drainage System
 - Water Bodies
 - Fair Park Boundary
 - Water Flow
 - Existing Buildings
 - Mill Creek Tunnel (Under Construction)
 - Low Points on-site



Existing 100-Year Flood (Before Completion of Tunnel)



Post-Mill Creek Tunnel Construction

- LEGEND: 100-YEAR FLOOD DEPTHS (FEET)
- 1-2
 - 2-3
 - 3-4
 - 4-5
 - 5-6
 - 6-7
 - 7-8
 - 8-9
 - 9-10
 - Mill Creek Tunnel (Under Construction)

The images above show a pre and post flood analysis of the Mills Creek & Peaks Branch drainage basins before and after the Mill Creek Tunnel is constructed. The tunnel is expected to help significantly improve the Fair Park flooding by diverting upstream water away from the downstream storm systems.



Leonhardt Lagoon

The Mill Creek Tunnel will intercept the Peaks Branch horseshoe storm drain north of Fair Park. This allows the Peaks Branch drainage system downstream to have extra capacity to convey stormwater runoff. Upon completion of the tunnel, it is expected that existing flooding within Fair Park will be minimized or mitigated to acceptable levels.

The table and diagram show quantities, sizing, and location of the known existing storm sewer lines within the Park. Since limited data was available for the east storm drainage collection system, further analysis of this system will be required.

**Existing Storm Drain Sizing and
Approximate Quantities**

<i>Existing</i>	<i>Quantity</i>
15"	5100'
18"	5400'
21"	4400'
24"	3600'
27"	2100'
30"	1600'
33"	315'
36"	6400'
42"	2200'
48"	1050'

A more detailed storm study would be required to identify any critical upgrade needs for the existing storm system. In general, the entire Fair Park storm system could be identified as inadequate because it was not designed to convey the 100-year storm event. One specific area of storm drain improvements to be considered a priority is the drainage system between the Music Hall and the Hall of State buildings. The intersection of Grand Avenue and Admiral Nimitz Circle is an area that has previously flooded, leading to damage and flooding of the Hall of State. This storm system connects to existing box culverts near the north side of the Music Hall, runs up the Esplanade through the Court of Honor, and wraps around the north side of the Hall of State building. Improving the downstream system as described would help protect the Hall of State from future flooding problems.

Historic Character and Legacy



Historic Character and Legacy



Buffalo Hunt and Wagon Train Frieze by James B. Winn

“If the Alamo sets the bar for meaningful and cherished historic sites, it needs to be understood that Fair Park is an historic site of no less importance. It is a direct descendent and a proximate result of the events of 1836. Fair Park is our Alamo. It deserves to be understood and appreciated as such.”

- Norman Alston, FAIA, Fair Park First Secretary

The 2003 Fair Park Comprehensive Development Plan does a thorough job cataloging the events and structures that give Fair Park its significance as one of the nation’s most important historic sites. It documents the Park’s evolution over the decades, identifying both the buildings and features that remain and those lost over the years, making the case to recreate many of them. This Master Plan Update reinforces and expands upon those original recommendations while addressing issues and opportunities that have come to light during the intervening 17 years since the prior plan.

The Value of the Historic Legacy

The importance of Fair Park as both a historic and cultural landmark site cannot be overstated. By any objective standards, it has it all: remarkable architecture, important public art, a thrilling back

story, and associations with notable historical figures, events, and the political and social forces that shaped the entire nation during a tumultuous time. Perhaps most importantly is its place in the annals of Texas history alongside the likes of the Alamo, San Jacinto, Goliad, and other treasured Texas locations. Fair Park belongs in this distinguished list because it was created as a celebration of the freedom and opportunities that were won through the sacrifices of the Alamo and the events of 1836. Those events led to the birth of what would become the Texas of the next 100 years. Fair Park is a cultural snapshot and a physical representation of that most colorful and distinct history. The cultural and sentimental value imparted by this legacy permeates every aspect of this National Historic Landmark. Fair Park is rightly a source of great pride to all of Texas.

From a practical perspective, its surviving buildings and grounds continue to offer substantial economic development opportunity, with spaces for a wide range of activities. From bucolic park spaces to housing important cultural institutions to providing venues for business ventures and sporting events of every size, Fair Park is a truly exceptional facility, even when compared to other signature parks and fairgrounds. As a historic site it has the unique distinction of continuing to serve the original function for which it was built, which has provided economic benefits, as well as challenges, to the local community for decades.

Finally, the Park has value as a site for heritage tourism. The National Trust for Historic Preservation defines heritage tourism as traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present. Heritage tourism is its own recognized industry and a potential economic redevelopment opportunity for Fair Park that is underutilized during times when the State Fair of Texas is not operating. According to the Texas Historical Commission, heritage tourism in Texas is a \$7.3 billion dollar industry annually and accounts for more than 10.5 percent of all travel in the state. That North Texas has such a storied, flexible, and authentic site, ideally suited for heritage tourism, clearly presents a substantial opportunity for the campus.

The Role of the Historic Legacy

Fair Park is a cultural and economic asset in and of itself, on par with any of its current or past resident institutions. The rich layers of authentic history and culture that have developed over the past decades give the Park valuable tools and advantages that can only be created through the long, natural processes of history. Fair Park is uniquely fortunate to have such a rich and valuable legacy available today. The historic legacy of the place is woven throughout the grounds, buildings, and institutions that call it home. That legacy cannot effectively be treated as just another tool in the box, nor just another box to check. The history of Fair Park should inform and inspire all activities of the Park's activation and redevelopment, both currently and in the future.

- **Inform:** Activation and redevelopment at Fair Park should consider the stylistic, functional, and historic concepts that underpinned the creation of the Park. New ideas, new buildings, new green space, new programs, and all efforts to improve the Park should draw from the original concepts of Fair Park. They should be respectful and compatible with that history, fitting in as a natural outgrowth of the Park's original vision.
- **Inspire:** Just as historic Fair Park was the product of frantic energy and creativity, seeking to convey the spirit of a state and its people, new ideas and programs should share a similar vision.

Challenges

Identity

Fair Park has an identity problem. This is one of Fair Park's most stubborn and pervasive problems. Its value as an historic site is not widely perceived or appreciated - a challenge that is easier to understand than to correct. One reason for this is that the site's architectural character of large, defining volumes, flat surfaces, and lack of traditional architectural decoration does not fit the general expectation of what historic buildings look like. It shares more architectural characteristics with modern and mid-century modern architecture, the latter only just now beginning to be recognized as legitimately historic. It certainly does not evoke images of frontier Texas as the Alamo and so many other well-known historic buildings do. Ironically, this very characteristic of "Texanic" architecture is one of Fair Park's most compelling historic features.

The other, more obvious cause of the identity crisis stems from the fact that most people who experience Fair Park do so looking through the lens of the State Fair of Texas. This enormously popular event projects a massive footprint on historic Fair Park. The site is truly transformed during the State Fair's run. The character and configuration of many of the important public spaces are changed by the introduction of vendors and exhibits of all kinds. Many of the historic building facades and features, and even some building entrances, are obscured. The simple forms and large facades, uninterrupted by windows or common architectural detail, serve as a backdrop for



Speed by Pierre Bourdelle

the bright colors and high energy of the State Fair. Temporary features also provide a mediation of scale between the grand public spaces and the monumental buildings. The Centennial Exposition originally provided this mediation through landscaping and a variety of smaller features, most of which have been lost over the years. To visitors who know Fair Park only during the run of the State Fair, the difference in experience can be jarring when the Fair is not active. The open spaces that remain following the State Fair

give an impression of abandonment rather than of peaceful park land.

A Complex History

Behind the stories of a Lone Star rising lies a history of racial discrimination, segregation, and ostracization. For all its architectural splendor and beauty, Fair Park's history remains complex. While the elegantly appointed art and architecture were meant to spotlight the bright future of a flourishing city and state, the formative years of the fairgrounds and the

Centennial were during Jim Crow America.

Fair Park has historically been unfair and unwelcoming to primarily the surrounding Black neighborhoods. Since its inception, the Park has been filled with Texas iconography and symbolism, representing the first 100 years of the state. One such example is the controversial Confederate imagery still found throughout the historic core. Although this imagery is part of the state's original identity with the six flags of Texas being a key design principle of the Centennial, it



Horse, Cow, and Billy Goat Murals by Pierre Bourdelle

is a symbol of oppression that creates another barrier to the community. Further study and consideration around the Confederate imagery is warranted and recommended.

Another major element of the Texas Centennial Exposition was the construction of the Hall of Negro Life, which housed the first official recognition of the contribution of African Americans to American history and culture by any fair in the United States. The Hall of Negro Life exhibited ninety-three works by thirty-eight African American artists, including four murals made by one of the 20th century's greatest painters, Aaron Douglas. The 1936 Centennial also marked the first time since 1910 that African Americans were allowed into Fair Park. As momentous as this was, unfortunately this building was one of the first to be torn down post-Expo and two of the four mural panels by Douglas were lost or destroyed. The two surviving murals are housed at the National Gallery of Art in Washington, D.C. and the de Young museum in San Francisco. The site quickly became a whites-only swimming pool that was converted into a parking lot at the end of segregation. In the 1970s the site was converted into the African American Museum. In partnership with the Office of Arts and Culture, Fair Park has received the National Parks Service Civil Rights grant to explore the history and impact of the 1936 Centennial Exhibition and capture the oral histories Hall of Negro Life.

In the 1960s and 70s, one of Fair Park's most controversial and tragic injustices occurred. Hundreds of Black-owned homes and businesses surrounding the campus were seized by eminent domain and repurposed into massive parking lots to accommodate

the growing State Fair of Texas - creating another barrier between the campus and community. The site also saw the addition of imposing fences around the entire perimeter that segregated the community from the Park even further. It should also be mentioned that segregation was prevalent up until 1961 when the State Fair of Texas ceased its practice of blatantly segregating the Fair.

These instances, among others, have created immense distrust and resentment between the Park and the predominantly Black and growing Latinx neighborhoods surrounding the Park. The Master Plan Update is not only focused on making the site more resilient but also more inclusive and welcoming. Opportunities to expand upon the stories of Fair Park in an equitable and honest manner are needed. The full legacy of Fair Park, if responsibly embraced, can be the great engine that powers a renaissance in South Dallas.

Preservation and Maintenance

Maintenance, preservation, and restoration of the remaining historic structures has been an ongoing struggle. The physical needs and shortcomings of these buildings has been well documented. However, prior need determinations have been mostly "windshield" assessments, concerned primarily with what can be readily seen, surveyed, and documented. A number of these needs appear to be symptomatic of other, more insidious problems, especially where water leaks, structural movement, and plumbing/drainage problems are concerned. It is likely that the true extent of the Park's maintenance needs are not fully known.

A Collection of Collections

While a great many documents and artifacts recording the history and evolution of Fair Park exist, they are widely scattered between multiple caretakers like the City of Dallas archives, Dallas Parks and Recreation, State Fair of Texas, Dallas Central Public Library, Friends of Fair Park, Dallas Historical Society, and others. They are also scattered among many private consultants who have worked at Fair Park over the years. While several good and useful publications have tapped these repositories, the lack of ready access or a centralized inventory of their contents continues to hinder restoration and planning efforts across Fair Park.

Updates to the Historic Legacy and Character Goals

The 2003 Fair Park Comprehensive Development Plan stated the following historic legacy goals (see page 22 of the Plan).

- Preserve and maintain Fair Park's historic legacy.
- Develop Fair Park in a manner that preserves the spirit of its heritage while allowing the Park and its institutions to adapt and grow.
- Reconstruct and rehabilitate important missing historical elements.
- Establish a maintenance program for historic structures.
- Develop interpretive tools to express Fair Park's historical and architectural significance.



Tower Building with Federal Medallion I and II and Texas History Frieze, 1540-1836 by Julian E. Garnsey and Tower Eagle by Raoul Josset

The following are the updated historic legacy and character goals for the current Fair Park Master Plan Update:

- Preserve, maintain, and promote Fair Park's historic legacy.
- Develop Fair Park in a manner that preserves its National Historic Landmark heritage while allowing the Park and its institutions to adapt and grow.
- Rehabilitate surviving historic elements and reconstruct important missing historical buildings and features.
- Establish a maintenance program for historic structures and the public art.
- Develop interpretive opportunities and promote Fair Park's historical, architectural, and cultural significance.

Historic Legacy and Character Goals

The following recommendations are intended to provide guidance on maintaining and leveraging Fair Park's historic legacy to promote, activate, and maintain the campus.

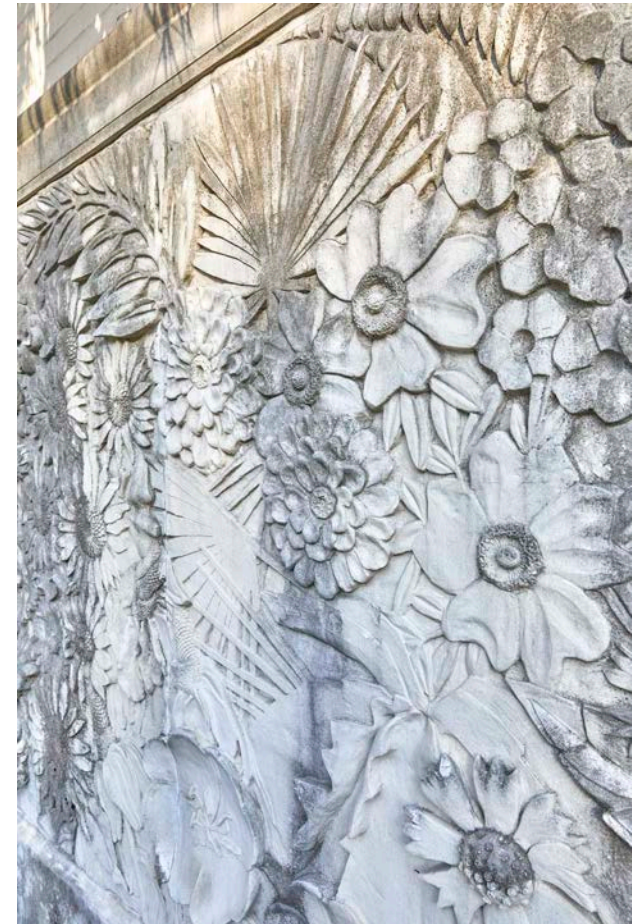
Preserve, maintain, and promote Fair Park's historic legacy.

- Promote Fair Park's identity as an integral part of Texas history on par with the Alamo, San Jacinto, the San Antonio Missions, and other universally recognized Texas icons. Feature those attributes that qualify it as a National Historic Landmark park, separate from the State Fair of Texas or any of the other tenants or events at the Park. Develop a coordinated, compelling story and associated branding that can be pushed out in Dallas/Fort Worth, across Texas, and nationally.
- Use the branding efforts to drive heritage tourism to Fair Park to further support resident institutions, current and future events, and the Park itself.
- Develop and support scholarly research on Park history, decorative and public art, and cultural significance which could be disseminated through a wide variety of techniques: books, articles, lectures, symposiums, traveling exhibits, history festivals, themed merchandise sales, etc.

- Pursue additional designations and recognition, such as a World Heritage Site, State of Texas Cultural District, and other similar programs.
- Promote Fair Park's remarkable collection of public and decorative art and the varied stories that are represented. Incorporate art into all branding and promotional efforts.

Develop Fair Park in a manner that preserves its National Historic Landmark heritage while allowing the Park and its institutions to adapt and grow.

- Use the Park's historic legacy to inform and inspire ongoing redevelopment so that it is consistent with and builds upon decades of layered historic and cultural context.
- Create the position of Architect of the Park, similar to the Architect of the Capitol in Washington, DC. This should be a historic preservation architect or someone with similar experience in historic preservation planning, research, and preservation technology. They would be the preservation spokesperson for Fair Park, implement the inform and inspire initiative, be a technical resource for restoration work, coordinate all park operations, planning, and improvements with the historic legacy, oversee archives and records, develop educational programs, coordinate regulatory approvals and generally ensure that the legacy is preserved, maintained and promoted. This could be a single staff position, a department, or a consultancy.



Facade of Texas Discovery Garden

- Understand and follow existing guidelines and techniques as outlined in the City of Dallas Historic Landmark Designation Preservation Criteria and the State Antiquities Landmark requirements.

Rehabilitate surviving historic elements and reconstruct important missing historical buildings and features.

- Participate as much as possible in powerful and popular historic tax credit programs to offset restoration expenses by 25% to 45%, greatly leveraging available funding. This would only apply to existing legitimate historic buildings. Understand and structure tenant leases and improvements so that they are eligible. Work with the City of Dallas to find a way for bond or other City-funded work to be leveraged and expanded by these programs.
- Seek New Market Tax Credits and any other applicable tax and financial incentives available.
- Determine likely sizes and configurations of historic buildings to be reconstructed and develop initial thoughts on their best and highest uses based on their locations. The goal is to be able to rapidly evaluate these buildings' potential applicability to needs that may arise. For example, re-creation of the Texaco Building could be identified as a top candidate to house new permanent food service, based on its strategic location on Cotton Bowl Plaza, adjacency to the Lagoon, and it's an unlikely candidate for additional exhibition space based on its small size.
- Work with the Dallas Office of Arts and Culture



Original entrance gates located inside Gate 5

to substantially expand existing programs to evaluate and restore the Park's public and decorative arts.

- Include and prioritize replacement of missing art as well as the uncovering and restoration of known covered art.

Establish a maintenance program for historic structures and the public art.

- Commission more thorough investigations into maintenance needs, conducting invasive testing, and implementing long-term monitoring programs as appropriate to better understand

problems and to better plan and budget for needed interventions.

- Coordinate, codify, and expand upon existing appropriate preservation techniques, technologies, and approaches. Develop and distribute standardized responses to ongoing maintenance and restoration issues, where appropriate.
- Investigate the potential establishment of technical training programs in historic preservation and art conservation techniques. These would be based at Fair Park, with the



Esplanade Fountain

dual purpose of providing job skills training for the community and lowering cost/raising volume of preservation maintenance and repairs for Fair Park. Explore teaming with existing programs by the National Parks Service, the National Trust for Historic Preservation, and the National Center for Preservation Technology and Training.

Develop interpretive opportunities and promote Fair Park’s historical, architectural, and cultural significance.

- Expand upon the Visitor Center idea described in the 2003 Fair Park Comprehensive Development Plan (page 111). The concept, now envisioned as a Fair Park Interpretive Center, would include all the functions described previously for the Visitors Center but would be expanded to include its own gallery and interpretive space, with both interactive permanent exhibits and rotating exhibit galleries. The Interpretive Center would house permanent staff that would manage and develop a variety of programs to share the unique stories of Fair Park. Until physical space and funding are available for a full Interpretive Center vision, launch the Interpretive Center idea online. This Virtual Interpretive Center can provide a venue for the story of Fair Park’s history, art, and architecture, to a world-wide audience.
- Consider the need for and appropriateness of the Interpretive Center also providing contract conservation services and possibly collections storage to other Fair Park cultural institutions, and/or nascent museums and cultural institutions that may desire to come to Fair Park.
- Research, collect, and develop additional stories associated with Fair Park and its larger role within the community, and exhibit those stories through the Fair Park Interpretive Center. The story of historic Fair Park, both good and bad, needs to be fully told.
- Explore future programming opportunities to interpret the Park’s historical, architectural, and cultural significance, such as walking tours, lectures, or artist residencies.

Public Art

Fair Park features a remarkable collection of art throughout. There are 214 accessioned art installations on the grounds of Fair Park, with the great majority having been created for the 1936 Texas Centennial Exposition. There are another 50 installations that have not been accessioned because they are either recreations of missing pieces, or because they have not been fully researched or uncovered. Media runs the gamut and includes monumental sculptures, bas-relief, murals and decorative paintings, light fixtures, architectural panels and hardware, furniture, photography, and more.

Large public art enjoyed great popularity between 1933 and 1940, as the United States saw major World's Fair-type expositions in Chicago, San Diego, Cleveland, Dallas, San Francisco, and New York City. These expositions all shared the same goals of instilling civic pride and providing economic stimulus to a discouraged population struggling under the burden of the Great Depression. With the Texas Exposition being in the latter half of this effort, Chief Architect George Dahl recruited artists and designers from these previous expositions, weaving their work along with that of local artists, into the overall design fabric and using the art as an integral component of the architecture.

The Art Deco influences in Dahl's "Texanic" architecture were important, not just because they reflected some of the latest, most progressive thinking in architecture and design, but also for their simplicity in detail that

served to speed construction and helped keep costs down. It's likely that Dahl learned from San Diego's California-Pacific International Exposition that opened the previous year. San Diego also featured extensive use of Art Deco architecture, but there the architecture was found to be bland and uninteresting when compared to the Spanish Revival-style buildings that remained from San Diego's previous World Expo in 1915. Like Dallas, San Diego featured dramatic colored lighting systems. It was felt that those buildings were too featureless to be transformed by lighting, so the planners instead turned the lights to the trees and landscape. Once the Exposition was completed, the removal of the signage and banners from the buildings exacerbated the problem of the comparatively featureless buildings.

The different approach in Dallas and the continuing appreciation of the architecture could well be attributed to the extensive use of art for mediation of the building scale, for the introduction of vibrant color, and even as clues to the exhibits inside the buildings.

Roles and Opportunities for the Art

The remarkable body of art associated with Fair Park presents a powerful resource for many of the goals and objects that have been established for Fair Park, allowing for:

- Advancement of Fair Park as a cultural center through promotion of the large art collection and the stories behind the artists.
- Expansion of park visitation and the advancement of cultural and historic tourism.
- Additional park activation through the development of tours and programs focused on the art.



Photographic Process by Pierre Bourdelle

- Educational opportunities through the appreciation of the art and the stories told by the various works, especially as they convey the history of Texas and demonstrate technical advances, cultural beliefs, and attitudes of 1930's Texas.
- Heightened awareness of the significant role of women in the creation of the art. It is not widely recognized that half of the art created for Fair Park was conceived and executed by women. This was at a time when women faced great challenges to opportunity and advancement.
- Heightened awareness of the significant role of African-Americans in the creation of the art.
- An opportunity to tell the complete story of Fair Park and the history of Texas.
- Economic development through the creation of specialized art conservation jobs and perhaps the development of an art conservation training program.

Challenges

Appreciation:

The art at Fair Park experiences the same problem of anonymity as does the historic architecture. The cause of this anonymity looks to be more nuanced and complex than that of the architecture and presents a different challenge. While written verification is not readily available,



Women's Building with Spirit of the Centennial and Fountain Sculpture of Five Fish by Raoul Josset

there is a widely held belief that the art was simply too risqué for the sensibilities of many Texans. It is suggested, for instance, that the Woofus sculpture was considered reminiscent of a pagan god and was thus objectionable to many, which resulted in its somewhat mysterious disappearance shortly after the 1936 Exposition. Similarly, Lawrence Tenney Stevens' Contralto and Tenor sculptures were presented nude and anatomically correct with dominating views from the Esplanade towards the Court of Honor and Hall of State. The originals also disappeared with little or no fanfare soon after the Centennial. Similar concerns

with many of the murals may explain why they were simply painted over.

While there was a concerted effort during the 1990s to reclaim and restore many major artwork installations, community recognition and support for the art at Fair Park is still clearly not at a level that would be expected at other art institutions of the same pedigree in North Texas.

Scholarship:

There is a surprising lack of scholarship that has been performed in association with the art at Fair Park. As

evidenced through efforts to research and prepare this section of the Master Plan Update, very few resources exist that consider the art as a collection. Many of the artists are well known and are survived by organizations dedicated to the preservation and appreciation of their work. Many other artists, especially the local artists and many of the women and African-American artists, enjoy no such efforts. Any initiatives to understand, interpret, teach, and promote the art are greatly hindered by this surprising lack of scholarship.

Maintenance:

The City of Dallas Office of Arts and Culture (formerly the Office of Cultural Affairs) has done an excellent job over the years of caring for the art with the resources available to them. Budget constraints at the City and other pressing priorities have greatly restricted those resources, resulting in an ever-present need to address critical restoration and maintenance issues. Ongoing maintenance and conservation efforts have clearly not been able to keep up with the improvements achieved through the initiatives of the 1990s. Few if any art pieces are currently without routine maintenance needs and several have developed problems that present conservation emergencies. The backlog of maintenance work is substantial.

Goals for the Art at Fair Park

- Address identified emergency art repair and conservation needs at the earliest possible time to avoid further damage or possibly catastrophic loss of these installations.

- Update the appraisal of the artwork at Fair Park.
- Promote the art collection and greatly expand its recognition and appreciation as an important and unique cultural resource.
- Complete the effort to identify, uncover, and restore remaining artwork from the 1936 Texas Centennial Exposition.
- Complete the recreation of Centennial artworks that are known to be missing.
- Develop and expand conservation of the existing art to provide long-term protection and viability.
- Promote scholarly research into the art and make this information readily accessible.
- Develop educational programs that better tell the story of the art, of Dallas, and of Texas.
- Develop a long-term, campus-wide art installation plan to guide future decisions about the location and characteristics of art that might be added in the future.

Address identified emergency art repair and conservation needs at the earliest possible time to avoid further damage or possibly catastrophic loss of these installations.

- Pylons with Pegasus and Sirens by Pierre Bourdelle, (1936) in the Esplanade Fountain: address structural concerns.
- Spirit of the Centennial sculpture and associated mural by Raoul Josset (1936) at the front of the

former Women's Museum/Administration Building/ Coliseum: needed conservation intervention and long-term response to deterioration from ultraviolet radiation.

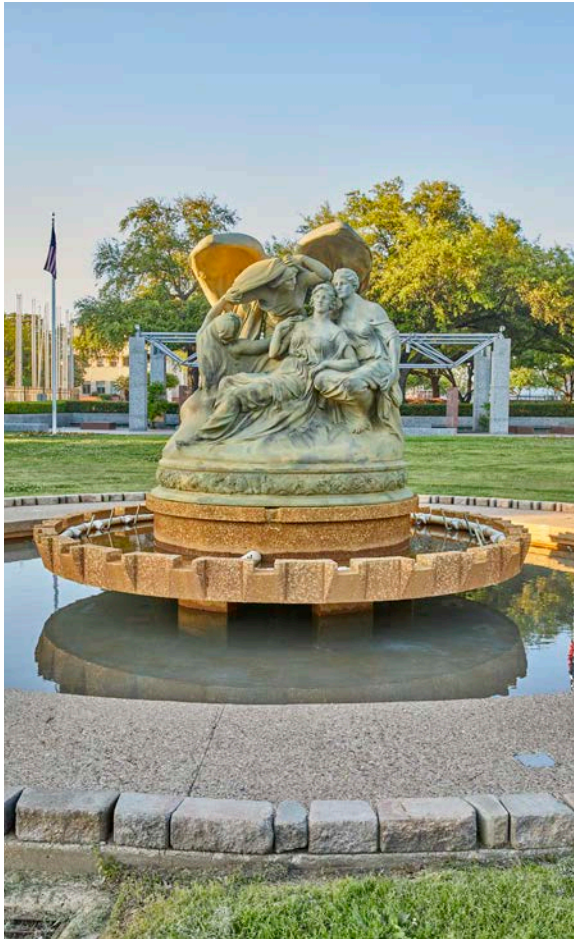
- Speed bas-relief by Pierre Bourdelle (1936) at the Centennial Building: repair damage and address underlying structural concerns creating cracking in the stucco.
- Uncover, preserve, and protect Peacock and Fowl Lunette by Carlo Ciampaglia (1936). Repair roof leaks that are damaging the artwork and its stucco substrate, uncover the mural and restore. Located adjacent to the Poultry Building.

Update the appraisal of the artwork at Fair Park.

- The last appraisal from 1999 is out of date. An up-to-date appraisal will be an important first step in a comprehensive program to understand the size, scope, and value of the art and to develop appropriate research and conservation efforts.

Promote the art collection and greatly expand its recognition and appreciation as an important and unique cultural resource.

- Develop publications that address the art specifically and exclusively. This would be an idea or method similar to a collections catalog, with images, information on the artists, and interpretive or historical notes. Put the collection online.



The Gulf Clouds by Clyde Chandler

- Develop programs focused on the art that both activate the Park and provide opportunities to educate the public about the art that exists at Fair Park and the ongoing efforts to conserve it. This could include guided tours, self-guided tours and apps, symposiums, lectures, podcasts, regular newsletter contributions, family discovery events, etc.
- Add interpretive signage where none exists, and/or develop digital resources that allow visitors to better understand and interpret art installations throughout the Park.
- Develop art exhibits for local showing and for traveling.
- Since many of the murals are protected under large porticos and are shaded for most of the day, consider a Fair Park After Dark program that highlights these artworks at night, making them easier to see and more prominent. Missing works could perhaps be projected onto the surfaces where they will be recreated in the future.

Complete the effort to identify, uncover, and restore remaining artwork from the 1936 Texas Centennial Exposition.

- Uncover and restore interior murals at the Federal Rotunda of the Federal Building (Tower Building).
- Uncover and restore the “Giant Woman” mural in the north portico of the Hall of Foods (Embarcadero Building). Conduct research on the artist and the actual name of this mural.

- Uncover and restore murals in the area between the Embarcadero and Creative Arts Building.
- Investigate, uncover, and restore, as appropriate, the mural above the theater entrance of the Creative Arts Building.
- Investigate Hall of Religion exterior lunette and decorative painting on the exterior. Postcards and other promotional material suggest several painted features that are consistent with other, similar conditions around the Expo grounds. Whether they were installed or remain beneath the paint is unknown. Restore what is found.
- Investigate murals by Pierre Bourdelle on the interior of the Hall of Religion. While evidence exists that these existed, no images are available. Restore what is found.
- Conduct additional research to determine if artwork exists over the end entrances at the Automobile Building. While these end entrances are prominent and look like they would have had artwork, no records have been found to confirm or dismiss this idea. Recreate if they exist and their appearance is known.

Complete the recreation of Centennial artworks that are known to be missing.

- Recreate as needed and replace the metal medallions/light fixtures at the Parry Avenue Gate. These medallions depicted the heads of prominent Texas livestock - horse, sheep, goat, burro, and bull.



Aaron Douglas, *Aspiration*, 1936, oil on canvas, de Young museum

- Recreate missing bas-reliefs on Automobile Building. Bas-reliefs were by Pierre Bourdelle and were lost when the original building burned in the 1940's. Porticos and associated murals have been previously recreated but these bas-reliefs matching Bourdelle's other reliefs on the Centennial Building have never been recreated.
- Investigate the return of Aaron Douglas' two surviving murals and the recreation of the missing two that once adored the Hall of Negro Life's foyer.

Develop and expand conservation of the existing art to provide long-term protection and viability.

- Develop and implement a long-term, detailed, prioritized plan for art assessment, maintenance, and conservation.
- Consider and implement funding sources for art conservation.
- Consider formation of an art advocacy and conservation effort, perhaps modeled after the Central Park Conservancy of New York City. Under the direction of OAC, create a self-sufficient team of conservationists, dedicated to Fair Park, to preserve and maintain the art.
- Consider development of an art conservation training program to provide conservators for Fair Park and to train neighborhood residents for careers in art conservation.
- Prepare an emergency response plan for the art in anticipation of natural disasters or vandalism.

Promote scholarly research into the art and make this information readily accessible

- Team with universities and schools to make students aware of scholarship needs and opportunities at Fair Park. Scholarship on the art at Fair Park will pay dividends with both the promotion and the conservation of the art at Fair Park.
- Develop and award scholarships for study of the art and history of Fair Park.

Develop educational programs that better tell the story of the art, of Dallas, and of Texas.

- Incorporate art into the effort to tell the entire story of Fair Park, including the contributions made by African-Americans and women.

Develop a long-term, campus-wide art installation plan to guide future decisions about the location and characteristics of art that might be added in the future

- As Fair Park activation increases, many issues and opportunities for more or less art are likely to present themselves. Develop a long-term art interpretive plan to provide guidance on preferred types and locations for additional art, and spell out attitudes and priorities for the existing art to create a framework in which to assess and act on any proposed changes to the art collection.

Master Plan Update Recommendations



Master Plan Update Recommendations



The Fair Park Master Plan Update offers improvements to the Park's overall function and addresses its various user needs.

Park-wide Improvements

Museum Area

Festival Area

Agrarian Area

Esplanade Area

Community Park Area



2020 Master Plan Update: Project Areas



The Fair Park Master Plan Update creates modified boundaries and names for the original “projects” identified in the 2003 Fair Park Comprehensive Development Plan. The boundaries and names were changed to represent current physical relationships of Park amenities, to clarify activity areas, and to accommodate the proposed Community Park Area.

2020 Fair Park Master Plan Update



2020 Fair Park Master Plan Update



Park-Wide Improvements

The Fair Park Master Plan Update identifies a series of Park-wide improvements to enhance the overall function and user needs within the Park. Each of these improvements is part of the existing Fair Park system – including parking, multimodal circulation, stormwater management, open space, edge conditions, and resilience. Recommended improvements are as follows.



2020 Fair Park Master Plan Update: Park-Wide Improvements



Tenor Statue

Ongoing Restoration of the National Historic Landmark Buildings, Art, and Site Features

A primary focus of this Master Plan update is to highlight the capital investment needed for the maintenance of Fair Park's facilities. The Park has been an iconic landmark for Dallas and the State of

Texas since its founding but has long suffered from budgetary constraints and short sighted planning. Reinvestment in facilities and infrastructure are imperative to accommodate for current levels of use as well as future growth at Fair Park.

After decades of inconsistent funding, the deferred maintenance backlog has ballooned, putting

irreplaceable historic and cultural features at risk of permanent damage or loss. The Master Plan Update envisions a substantially different model for the funding and maintenance of these buildings and features. The most critical short-term repair and maintenance needs will remain a part of existing, budgeted operations and maintenance funding, as it has over the years. To expedite the schedule of repair and restoration, the new funding model calls for participation in a full spectrum of revenue opportunities and includes, in no particular order:

- Improvements funded by new tenants. Buildings will be presented to new tenants “as-is” with a clear understanding that all needed improvements, including restoration, are to be tenant funded improvements.
- The early addition of privately funded hospitality and convention related activities and the income they will bring to Fair Park.
- Participation in private grant programs, whether directly funding physical improvements or funding programs that assist related improvements.
- The expectation that all improvement efforts involving legitimate historic buildings and features will participate in historic tax incentive programs.
- Securing funding through all available governmental grant and financial assistance

programs, national, state and local, now and in the future. This would include legislative appeals for changes that allow Fair Park to participate in both existing and new programs.

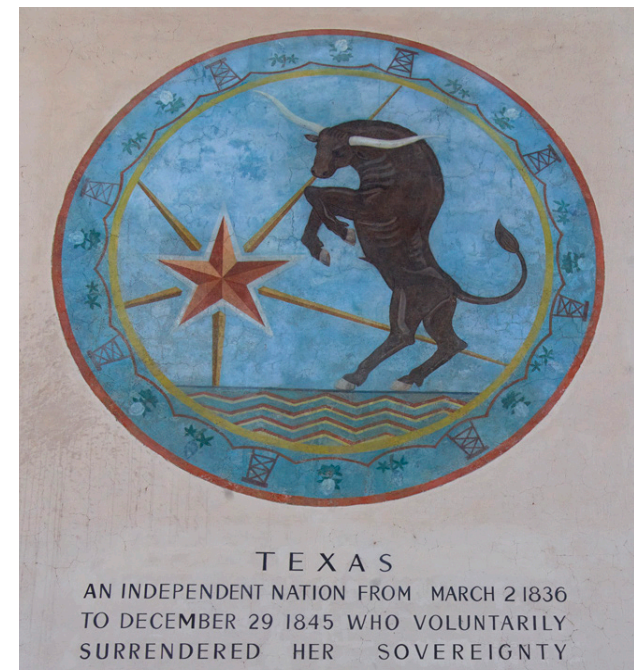
- Corporate sponsorships.
- Philanthropy.
- Continued and substantial support for building restoration through city bond programs, as well as special needs, as they arise.
- Potentially using preservation and construction trades training to address some ongoing needs.
- Substantially expanded park revenues resulting from growth in programs, more and larger events, tenant activities, food and beverage sales, facility rentals, parking, sponsorships, naming rights, and other sources resulting from operational advancements.
- Ongoing assistance from State Fair of Texas excess revenues.
- Any and every other opportunity that might present itself. This includes the possibility of funding assistance if Fair Park participates in the 2026 World Cup and/or the 2036 Texas Bicentennial Celebration.

The implementation strategy contained within this Master Plan Update begins to narrow and prioritize the ongoing restoration process while providing a framework for future improvements. The breadth and complexity of the needs and related funding cannot be confidently predicted in any detail at this writing. Schedules and interim goals in the implementation section do not identify specific buildings or budgets beyond Phase I. Added to this are both the possible impact of the 2026 World Cup should Fair Park be selected to participate, and the goal of Fair Park hosting the Texas Bicentennial in 2036. While the economic impact cannot be reasonably projected at this time, it is expected that participation in both/ either of these events would constitute a huge and far-reaching improvement on funding availability for facilities' needs.

To address this uncertainty and to provide a measurement for progress, this Master Plan Update sets the goal for completion of currently identified restoration and maintenance needs at the opening of the Texas Bicentennial Celebration in 2036.



Texas by Laurence Tenney Stevens



Medallion of Texas on the Automobile Building



Salsa Dance Class at Fair Park Fiesta

Programming and Placemaking

Fair Park is not just one thing. It is an amalgamation of Art Deco architecture and art, Texas culture, iconic events, and Dallas history. That boundless identity needs to extend into the programming and placemaking found across the Park.

Fair Park is vastly underutilized by the general public and offers very few activities and amenities

that draw and retain users from the surrounding communities. Timely and relevant programming and placemaking can change that. The goal of programming is to get people to visit, extend their stay, and to give them reasons to return again and again. Programming is the key to creating a devoted fan base that will see the Park as a communal center rather than a one-time experience. An abundant and consistent schedule of programming will help draw new audiences, bring people at varying times

of day, and increase the “dwell time” each visitor spends on park grounds, making the area as a whole feel busier and safer. Free Wi-Fi, movable seating, recreational activities, clean restrooms, comprehensive wayfinding, and quality local food and beverage options are some of the offerings that can keep people in Fair Park longer and more regularly.

Dallas got its first experience with a programmed public space when Klyde Warren Park opened in 2012. It quickly became the most actively programmed park in the Southwest and a major destination for people throughout the Metroplex. The park is touted as being “not only successful in fixing an urban fracture,” but also in fostering “a sense of place and community, with lasting positive rippling effects.” As widely adored as Klyde Warren has been, Fair Park’s untapped potential for programming, placemaking, and community engagement will make it the archetype for public spaces in North Texas.



Cyanotype Art Making at Fair Park Field Days

Existing Programming and Events

Originally home to the 1936 Texas Centennial Exposition, the campus has no shortage of space, which makes it ideal for hosting events that require big footprints. In the early iterations of Fair Park, the campus was created to provide ample space for special events and over the last century, the

campus has evolved around this guiding principle. Perhaps the most significant utilization of Fair Park is its namesake, the State Fair of Texas - the largest state fair in America that hosts an average 2.5 million visitors in its 24-day run.

The central figure on the campus, the Cotton Bowl, is a stadium that seats over 90,000 and has played host

to some of the largest sporting events and concerts ever seen in the South, including the FIFA World Cup, NFL Championship Games, and the annual Red River Showdown between the University of Texas and University of Oklahoma. These events and many more like them are important to activating Fair Park (see Event Usage on page 61). Large events are able to generate crowds, create marketing value and revenue streams, reach wide-ranging and diverse audiences, and activate large swaths of the campus and the varying exhibition halls.

However, when the Park isn't bustling with thousands of visitors, the space can feel deserted. The public perception that not much else happens at Fair Park beyond the State Fair is bolstered by the Park's low levels of day-to-day utilization eleven months of the year. Besides the resident institutions that host tours and their own weekly activities, the surrounding spaces can feel empty, uninhabited, and unwelcoming. In Fair Park's new chapter, consistent and targeted programming will be the key to success. While larger events will continue to be a part of the fabric of Fair Park, programming will be what builds long standing relationships with Dallas residents and visitors.



Swan Boats on Leonhardt Lagoon

Community Partnerships

Fair Park has often been criticized as an island separate from the neighborhood it resides in. The history of Fair Park has been rich and vast but historically the campus and neighboring community have been at odds. There has been little done for the neighboring community while large, one-off events come and go. There have been malfeasances and injustices that have led to an underutilized and

undervalued crowning jewel smack dab in the middle of a community that views it as more of an eye sore. The success of Fair Park is intrinsically tied to the community's inclusion in its future.

Programming, amenities, and uses need to be reflections of the communities they serve, and that can only happen when the community has a stake and a voice in the process. Community engagement was essential in the creation of this Master Plan Update (see page 33) and was a springboard for continued conversations with local residents and business owners to continue to perfect the Park and its offerings and uses. Community engagement and partnerships should continue to inform the design and programming of the park spaces and need to be continued throughout all of Fair Park's development and operations.

Programs and amenities should be tailored and adapted to ongoing community wants and needs. Programming partners, instructors, and staff should be a reflection of the South Dallas community. Partnering with local schools, churches, businesses, and residents is crucial for implementing a successful programming plan and developing a sustainable operating model for the Community Park and public spaces. Programs could showcase South Dallas's culture and history through musical performances, art, theatrical performances, dance, cultural festivals, exhibitions, and educational opportunities, all ways to establish meaningful partnerships. The success of the Park is closely tied to the vibrancy of its

adjacent neighborhoods and continued use and stewardship from existing residents. By focusing on the surrounding community first, Fair Park creates a strong, sustainable audience base to ensure Fair Park's relevancy and amplify its reach in the Metroplex.

Future Programming

With the improvements recommended by the Master Plan Update come new programming opportunities across the campus. The new campus of Fair Park will continue to have an unparalleled landscape of historic buildings, public art, and cultural attractions, but now with the added bonus of improved greenspaces designed for flexible programs, pop-up events, and neighborhood activities to support a wide variety of different user groups.

Overall the programming at Fair Park should incorporate the wants and needs of the community, consider the historic and cultural components of the site, and respond to the needs of resident institutions and events. A successful programming calendar/plan should include amenities available throughout the day with timed programs and activities scheduled around typical work and school schedules. Programming and amenities should consider all audiences, ages, and abilities. Programming should include an extensive menu of activities such as daily fitness and wellness classes, art and makers workshops, hobby meetups, tours, free play

games, and live music. Recommended amenities include free WiFi, movable and mixed seating, and food and beverage options. The goal is to have a guest be able to show up to the campus at any time, on any day, and be able to find something to do.

Future programming and placemaking opportunities have been outlined in the project areas section starting on page 124. The recommendations will be laid out for each area of the campus - Museum, Festival, Agrarian, Esplanade, and Community Park - all with the intention of stitching the campus together with activities, connections, and collaborations to create a multi-dimensional experience at Fair Park. The epicenter of programming should occur at the Community Park and gateway parks but the different areas of the campus allow for distinctive nodes of activities themed around the character of the space. It should be also noted that programming should continue to evolve to the desires and needs of the community and the site's tenants.



Story-time at Fair Park Field Days

Guest Experience

The recommendations for programming and placemaking, signage and wayfinding, lighting, and building use are all intended to enhance the guest experience at Fair Park. As these elements and the new park spaces are incorporated into the campus, the need for high quality, consistent experiences becomes more essential, especially as visitorship increases.

Restrooms are an essential amenity and can set the level of comfort a guest feels in a space. Keeping restrooms clean are a main priority as well as keeping them opened regularly and consistently. The site has an assortment of restrooms but the majority of them are sporadically inaccessible, poorly maintained and stocked, and hard to navigate. In the same thread, working, clean drinking fountains are also a necessity and need to mirror the operating hours of the Park. The site needs multiple drinking fountains, water bottle refilling stations, and dog-friendly water stations near the Santa Fe (Loop Trail) Connection, along the internal walking loop, and in the park spaces to encourage recreation and extended leisure. Potable drinking water is a concern onsite and will need to be addressed (see page 117 for more information).

Entering the Park is another challenge for visitors. Gates are inconsistently closed, the fence and “guard stands” create an optics barrier, and there is a lack of hospitality upon entering the site. The Master Plan Update recommends a reduction in fencing and keeping the park spaces outside of a paywall (see Park Edges on page 98). The manning of the gates needs to be treated as the first touch with guests and a way to set a positive precedence for their experience



going forward. The security guards are an essential component of the site but additional training and standards for welcoming guests onsite can create not only a safe campus but a welcoming one, too. As guests pass through the entry gates is also an ideal time to provide directions and wayfinding, share a schedule of activities, market upcoming events, and gather guest information and feedback.

Navigating the campus is quite cumbersome and creates another deterrent for guests. A comprehensive

signage and wayfinding network, roaming park attendants, and enhanced lighting plan are all recommended to orient and acclimate guests (see pages 113 and 115). Bilingual signage, marketing materials, and staff are recommended to further inclusivity for Spanish-speaking visitors. A visitor center and consolidated guest services staff is recommended as well as a comprehensive visitor experience study to address general park maintenance, horticulture, security, and sanitation.

Parks and Open Spaces

Gateway Parks

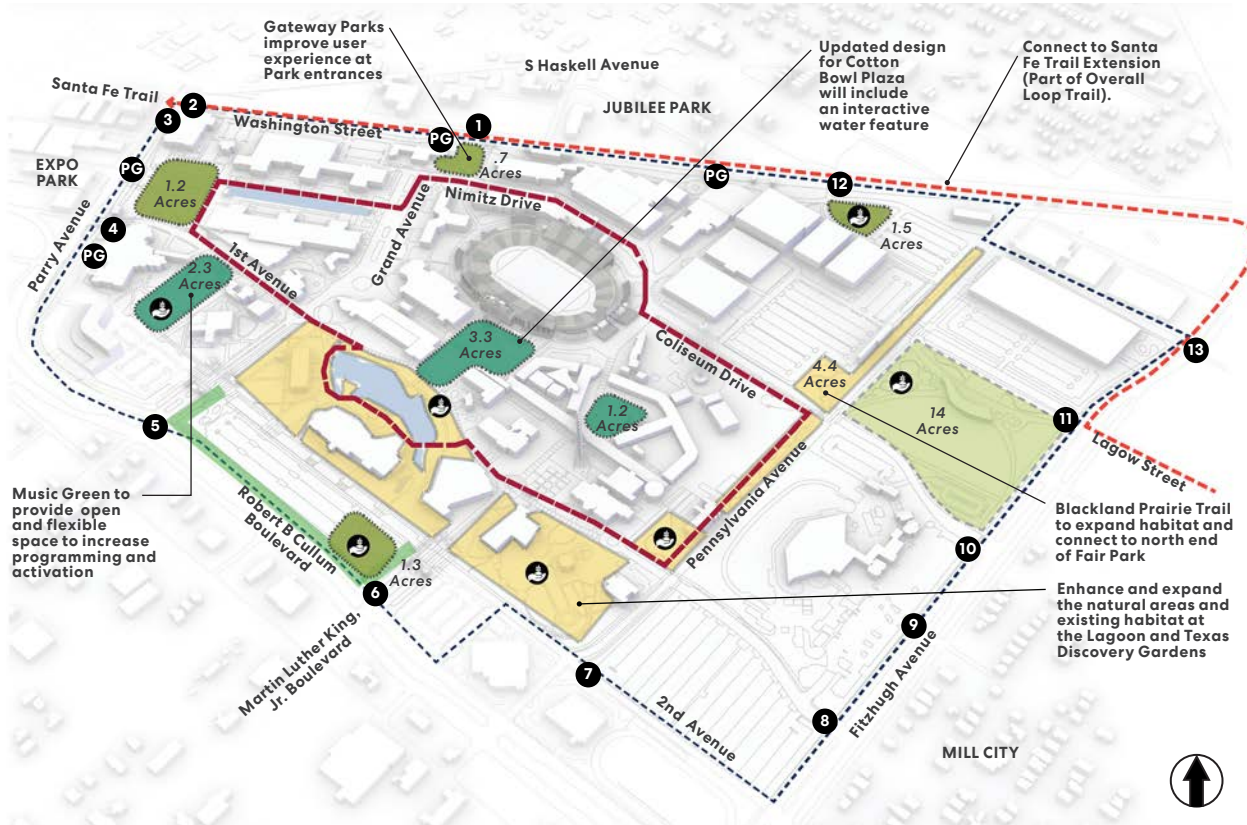
A series of new, smaller parks are recommended at some of the primary Fair Park entry areas. Identified as Gateway Parks, these range in size from one to three acres and will be designed to create a welcoming entry experience, provide flexible space for programming, and create green space and areas for stormwater management. All the proposed Gateway Parks will include native landscaping, overstory tree canopy, improved lighting, and public realm furniture. The Gateway Parks identified as part of the Fair Park Master Plan Update are described below.

Gurley Gateway Park (Gate 1)

The Gurley Gateway Park is approximately 0.7 acres and is designed to include an informal area for public gatherings and outdoor programming for the proposed Petroleum Building. The Gateway Park will also include numerous stormwater management strategies to manage current flooding issues in the area. It will provide an improved access point and connection to the proposed Jubilee Park Neighborhood sidewalk improvements along Gurley Avenue.

MLK Gateway Park (Gate 6)

The MLK Gateway Park is approximately 1.3 acres and includes an open flexible lawn area, a fully accessible play area, and an informal area for public gatherings, outdoor learning, or a space for outdoor games. The Gateway Park will allow for new programming and daily activation to draw more people into the Park at a main entry point.



Parks and Open Space

LEGEND

- Fair Park Boundary
- Water Bodies
- Existing Structures/Buildings
- Community Park Location
- Ecological Park Zone/Garden
- Gateway Parks
- Civic Park/Plaza
- Walking Loop
- Outdoor Learning Area
- Future Santa Fe Trail Connection
- PG Pedestrian Gates
- # Parking Entrance Gates

52
Acres of New/
Expanded Park/
Open Space

65,000
Sq. Ft. of New
Prairie on site



Swan Boats on Leonhardt Lagoon

Jubilee Gateway Park (Gate 12)

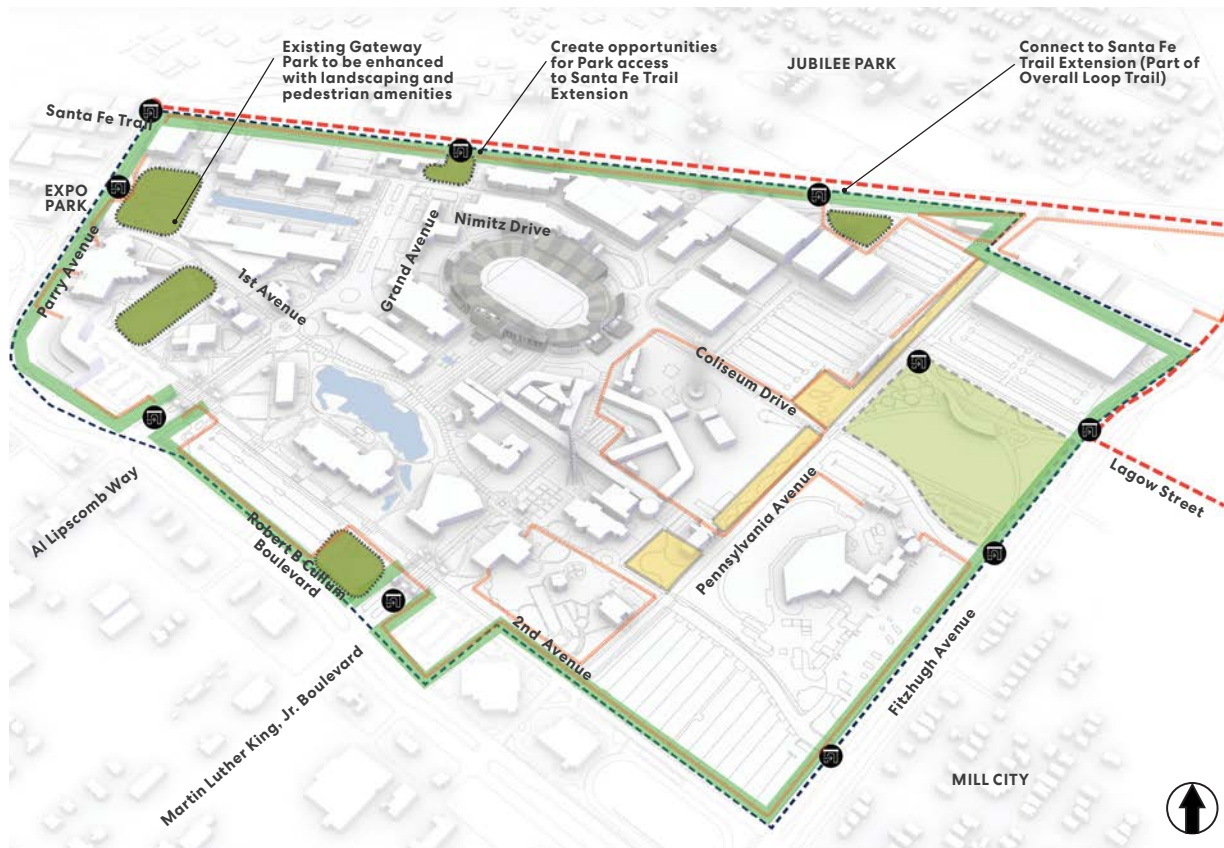
The Jubilee Gateway Park is approximately 1.5 acres and includes an open flexible lawn area, a fully accessible play area, and a dog park. It is designed with a series of flexible spaces to allow for new programming and daily activation to draw more people into Fair Park from the adjacent Jubilee neighborhoods.

Vietnam Veteran's Memorial Gateway Park

The open lawn area along 1st Avenue that serves as the current location of the Texas Vietnam Veteran's Memorial, will be improved to include more overstory trees, ground level plantings, seating, lighting, and improved sidewalks.

Santa Fe (Loop Trail) Connection

The proposed Santa Fe Trail connection will run along the entire length of the northern edge of the Park, south along Fitzhugh Avenue, and east on Lagow Street. The proposed trail will access Fair Park at gates 1, 2 and 12. Wayfinding signage will be provided at each gate and entrance. The Santa Fe Trail will connect to the new Community Park at the intersection of Fitzhugh Avenue and Lagow Street. At this location, additional bicycle facilities will include racks, a fix-it station, and a water station for patrons and pups. The trail will provide additional connections and access opportunities to Fair Park.



Park Edges

LEGEND

- Fair Park Boundary
- Water Bodies
- Existing Structures/Buildings
- Green Buffer
- Proposed Fair Park Fence
- Prairie Walk
- Gateway Parks
- Entry Gates
- Community Park Location
- Future Santa Fe Trail Connection

Park Edges

The perception and overall condition of Fair Park's edges are critical to ensure equitable access and to create a more welcoming and engaging experience. One of the desired outcomes of the Master Plan Update is to make better connections to adjacent neighborhoods and reverse the internal focus of the Park. The recommendations for improving the edge conditions include improved greening, relocation of security fencing, and improvement of all approach routes.

Gateway Parks

A series of new open spaces have been defined at the primary entrances to Fair Park. Each of these new Gateway Parks will better connect to adjacent

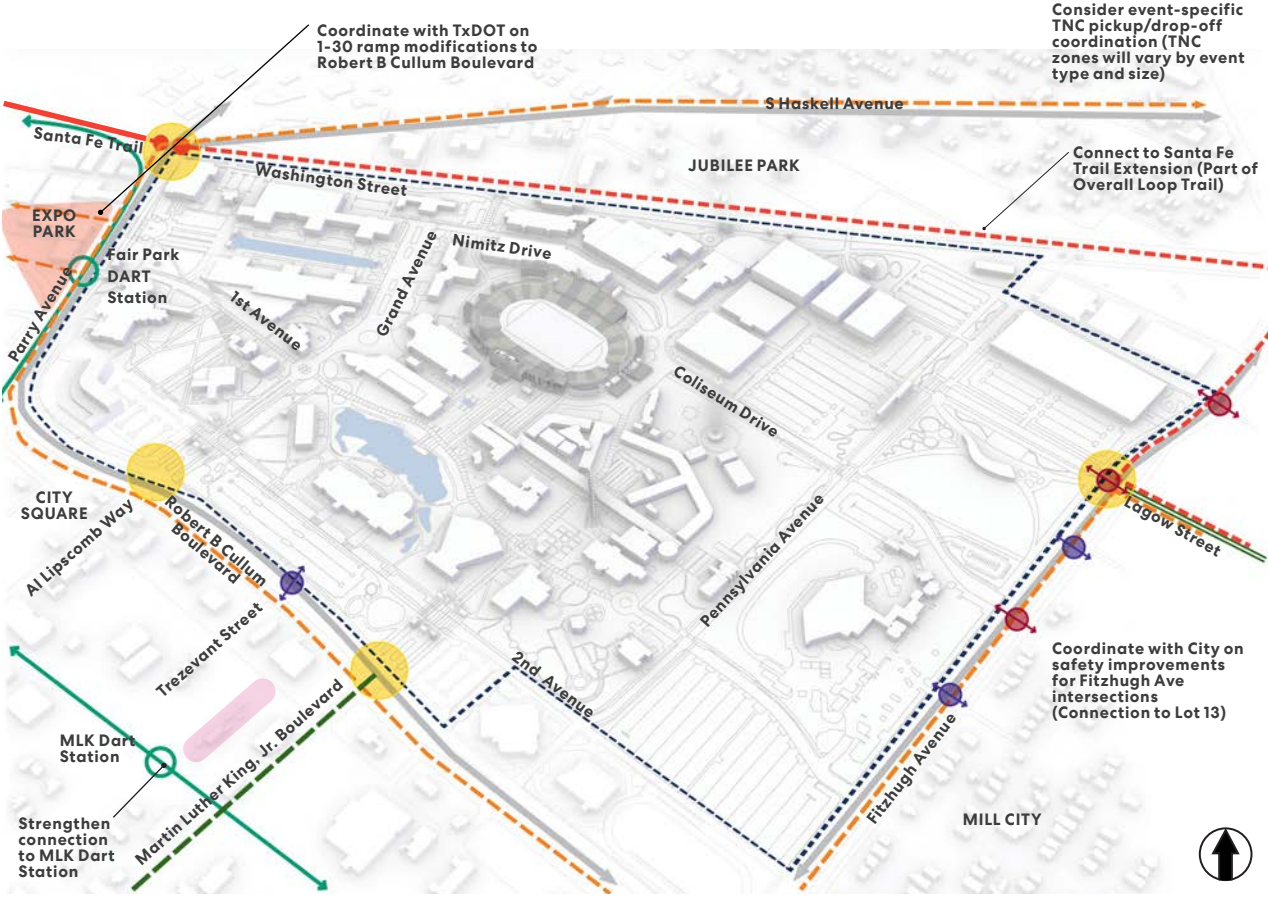
neighborhoods by creating more greenspace; existing fences will be relocated to ensure the spaces are accessible to the public, and each space will offer a variety of different and unique activation and programming. The Gateway Parks are typically one to three acres in size and will offer enhanced landscaping, overstory trees, pedestrian amenities, and improved stormwater management opportunities. A more comprehensive analysis of each of the Gateway Parks can be found in the Parks and Open Space section that identifies each Gateway Park area.

Security Fencing

The security fencing surrounding Fair Park provides a visual and physical barrier that implies that it is closed or off-limits. Based on extensive feedback during community meetings, the Master Plan Update identifies a series of locations where the security fence should be removed or relocated. Relocation of the security fencing occurs at each of the locations for the proposed Gateway Parks, along all of the street edges at the proposed location for the Community Park, and internally around the Midway area.

Landscaping

The Fair Park Master Plan Update also identifies new buffer landscaping to be installed along all of the physical edges of the Park, with the intention of enhancing visual and physical character and improving the overall visitor experience. The type, size, and specific species of landscaping will be determined on a site-by-site basis as landscaping is implemented. Much of the landscaping will occur within and adjacent to public rights-of-way and should include overstory street trees, enhanced ground level planting, and stormwater management improvements as space allows.



Transit and Mobility Recommendations

- LEGEND**
- Fair Park Boundary
 - Coordination with TxDOT 1-30 Project
 - Primary Pedestrian/Micromobility Gateways
 - Enhance Pedestrian Connection
 - Enhance Intersection
 - Future Bike Facility
 - Existing Trail
 - Future Santa Fe Trail Connection
 - Adjacent Bus Routes
 - Water Bodies
 - Existing Structures/Buildings
 - DART Green Line & Stations
 - JB Jackson Transit Station

Transit and Mobility

Connections between Fair Park and the rest of the City are key to ensuring accessibility to the Park for major events and daily use. These recommendations provide a framework for ongoing coordination between the various transportation infrastructure managers that are responsible for the roads and facilities outside of the Park boundary, although off-site improvements will ultimately be decided by policymakers from the relevant jurisdictions.

Fair Park benefits from direct access from two Dallas Area Rapid Transit (DART) Green Line Light Rail Stations – Fair Park Station at the northwestern edge of the Park, and MLK Station, located off-site a few blocks southwest of Gate 6 at Martin Luther King, Jr. Boulevard. As the first stop for trips to the Park from the vast majority of DART’s ridership area, Fair Park Station sees the highest event-based level of ridership. Coordination between DART, the City of Dallas, TxDOT, and Fair Park could enhance the ridership and connectivity between MLK Station and the Park, primarily through lighting and other safety enhancements at the station and along Martin Luther King, Jr. Boulevard, through the JB Jackson, Jr. Transit Center and along Trezevant Street to Robert B Cullum Boulevard. A protected pedestrian crossing of Robert B Cullum Boulevard at Trezevant Street (possibly including a pedestrian-only signal) could further enhance connectivity to MLK Station.

As more programming, particularly the proposed Community Park, is introduced on the southeast edge of the Park, safety and access across Fitzhugh Avenue will become critical to integration with the surrounding neighborhoods. The intersection at Lagow Street should be a primary consideration for safety enhancements, including signals, crosswalks, protected bicycle amenities, and ADA-compliant sidewalks. Other Fitzhugh Avenue crossings could include similar safety enhancements, including potential for pedestrian-only signals at other locations. Finally, to enhance connectivity to Lot 13 during event days, a non-signalized crossing of Fitzhugh Avenue north of Lagow Street should be explored, which could include enhancements to the pedestrian crossing between Lot 13 and the proposed Santa Fe Trail extension under the existing Fitzhugh Avenue overpass. Any future improvements to intersections identified in this section will require coordination with the City of Dallas Public Works.

Considerations for micromobility (bicycles and other small mobility devices like electric scooters) should focus on providing key gateways near high-quality bicycle/trail infrastructure, such as the Santa Fe Trail, and ample parking/docking locations that can flex to meet event demand.

Fair Park has experienced a recent rise in the number of visitors that arrive at the park via Transportation Network Company (TNC) – i.e. Uber/Lyft. TNCs can be a means of mitigating demand for parking and pooling trips, but can

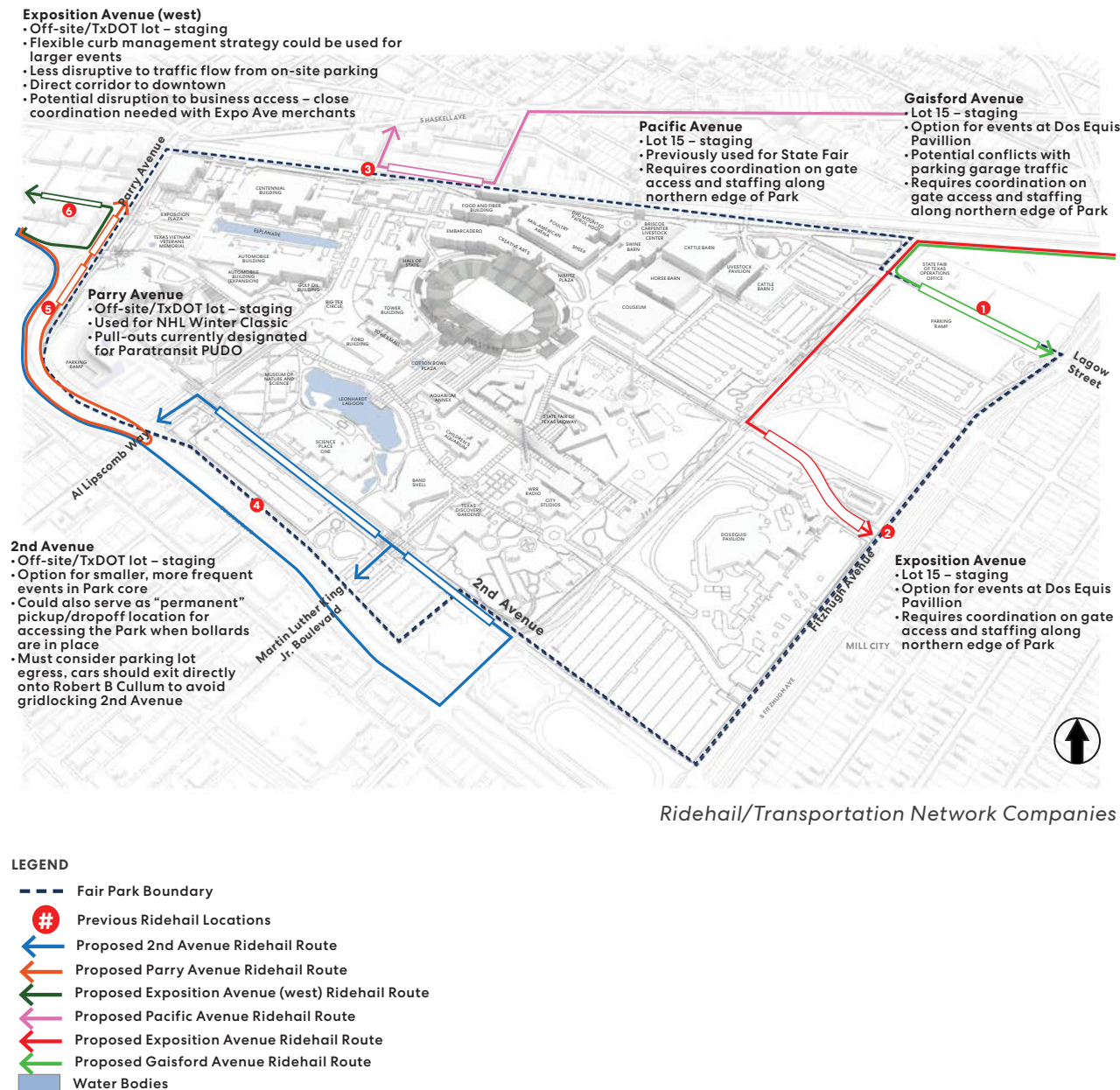


Fair Park DART Station

also introduce other mobility challenges as they can add to congestion around the Park during events, as they are currently as unstructured in their access to the Park. Clarifying general vehicular restrictions within the pedestrian zone will help, but further changes can include TNCs in the mobility framework of the Park. Several sites could serve as TNC zones, and those sites should flex depending on the event and be established through clear geofencing limits established with the TNCs. Ideal sites will be located near the edges of the parks with easy access to major streets and with minimal conflicts with other modes such as bicycles. Nearby (or off-site) staging lots should also be identified to ensure that drivers

have a location to wait for riders without impacting existing traffic. Predictable gate and fence access and operational control is needed to provide a consistent TNC operations plan that scales to daily, routine, and annual events.

Finally, as TxDOT finalizes its plans for rebuilding I-30 north of Fair Park, further coordination is needed to clarify the potential opportunities and challenges of rearranging ramps and cross-streets that provide vehicular access to the Park today (particularly 1st/2nd/Robert B Cullum Boulevard) and for enhancing micromobility, pedestrian, and transit access to Deep Ellum and Downtown Dallas in the future.



Ridehail/Transportation Network Companies

Ridehail/ Transportation Network Companies

Although ridehailing services – also called Transportation Network Companies (TNC) – have increased in popularity over the past several years, Fair Park has not developed a comprehensive strategy to accommodating TNC access for Park events. While this hasn’t stopped individuals from choosing these services to reach the Park, it has led to a subpar user experience for both TNC customers who lack cohesive wayfinding and signage (especially given the propensity for drivers to drop off customers inside the Park boundaries), as well as other Park visitors who sometimes contend with traffic congestion and cluttered space caused by TNC pick-up/drop-off.

As part of the Master Plan Update, certain considerations are given for better accommodating TNC activity in the Park. Given the diverse types and intensities of events that use Fair Park throughout the year, these considerations provide high-level principles that more detailed, event-specific TNC planning should accomplish. One of the overarching goals for a more structured approach to TNC activity is the Master Plan Update’s focus on creating a more welcoming pedestrian zone in the heart of the Park. Precluding TNC activity within this zone while still accommodating convenient, designated locations for pick-up/drop-off within the Park boundary ensures these services can

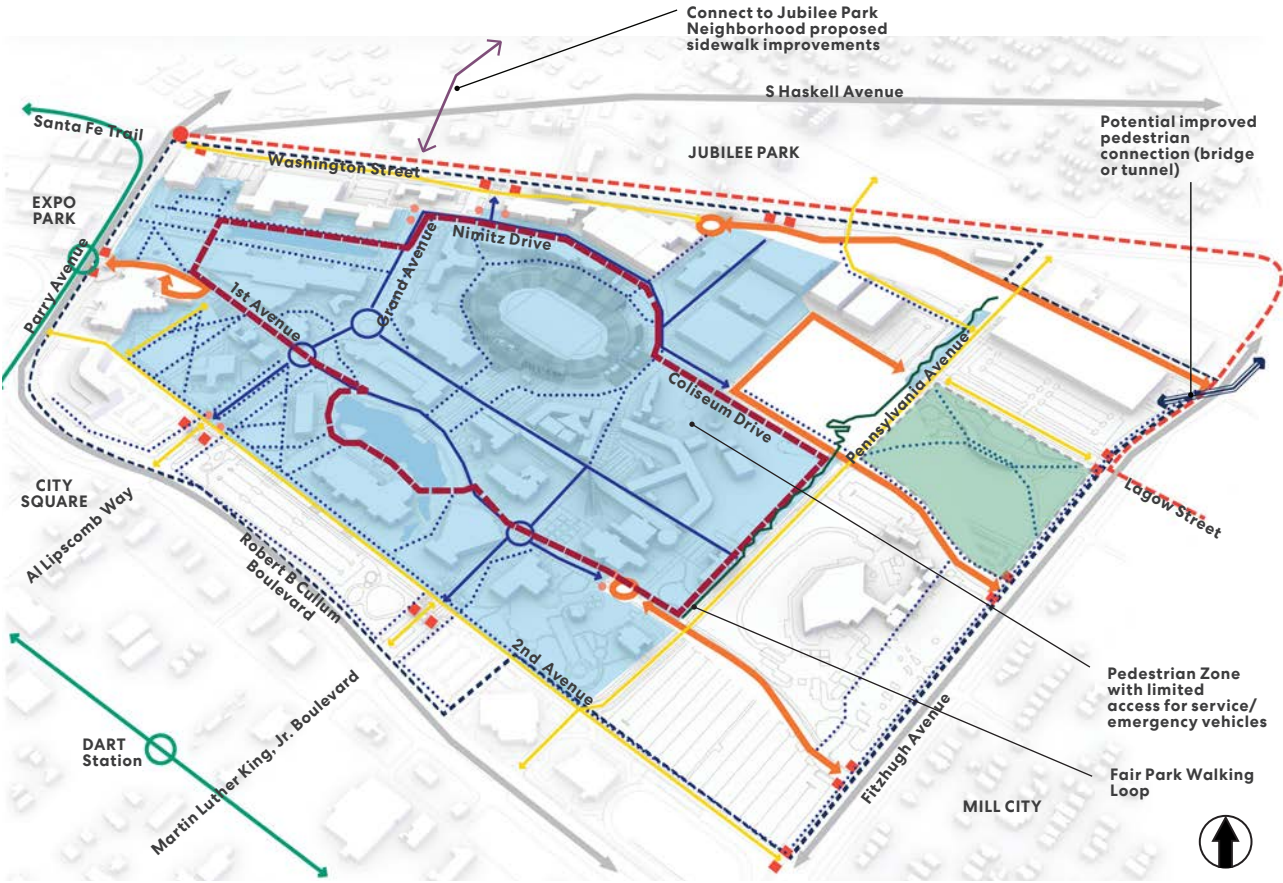
continue serving their function for diversifying Park access opportunities without detracting from the experience of the Park.

One of the primary methods of managing TNC activity at the Park is through geofencing. Geofencing refers to the establishment of a boundary zone in partnership with TNC operators within which ridehail app users who dial a ride or designate a drop-off are automatically re-routed to a pre-designated pick-up/drop-off location. Geofencing works best when the zone is large enough to preclude disruptive pick-up and drop-off activity near major event facilities. For Fair Park, two variations of a geofence may be warranted to achieve the desired vision of the Master Plan Update:

- A more “permanent” geofence can be established roughly corresponding with the pedestrian priority zone identified in the Master Plan Update. For day-to-day TNC pick-up and drop-off activity, this ensures that app customers and drivers alike are directed to a specific location that is accessible when the trip origin or destination occurs behind bollards or other access control measures.
- Event-specific geofences that encompass a broader area than just the Park boundaries. The size and duration of these zones will be flexible and vary from event to event. For larger events, geofencing neighborhoods directly adjacent to the Park is likely warranted

to deter TNC traffic from using residential streets for disruptive pick-up and drop-off activity. However, these zones can be set up in a way that allows nearby residents or business patrons the opportunity to “override” the geofence to make trips that are not event related.

The other considerations for TNC pick-up and drop-off are more related to physical constraints. Staging locations should be established at a reasonable distance from the pick-up and drop-off locations to ensure that drivers have a place to wait for event demand to kick-in that doesn’t block other event or general traffic. Agreements with lot owners may be needed for some staging locations. Pick-up/drop-off locations should also have enough linear distance to accommodate driver queues depending on peak event demand. Locations such as dead-end streets or short blocks are not ideal, as they can lead to long queues that risk blocking traffic at intersections.



Access and Circulation

Access and Circulation

Vehicular, pedestrian, and bicycle circulation is essential for public orientation, safety, and equitable access for all modes of transportation. Better signage, improved crossings, and improved separation between traffic modes will alleviate much of the conflict and confusion that exists today. The Master Plan Update also attempts to create more equitable access to the site by creating more transparency at the primary entrances to the Park and relocating the physical barriers at the entrances.

The Master Plan Update recommendations look to clearly define a hierarchy of streets and pedestrian paths that will exclude daily-use vehicles from a defined pedestrian-only zone. Vehicular access to the pedestrian-only zone will be limited to operations, maintenance, and delivery vehicles. Coordination with current Park users will ensure that the proposed access and circulation recommendations work for event setup and tear-down.

Walking Loop

The creation of dedicated pedestrian zones and an internal walking loop provide a natural space for everyday leisure, recreation, fitness, increased access, and specialized events like walk-a-thons, races, and marathons. The trail presents an opportunity for Fair Park First to create its own fun run, the Deco Dash, which would add a philanthropic, marquee event to the Park's annual portfolio.

LEGEND

- Fair Park Boundary
- Orange line: Vehicular Access
- Yellow line: Enhance Multimodal Street
- Blue line: Primary Pedestrian Circulation (Restricted Vehicles Allowed)
- Dotted blue line: Secondary Pedestrian Circulation
- Grey line: Major Adjacent Roadways
- Green line: Prairie Walk
- Light blue area: Pedestrian Zone
- Purple line: Jubilee Park Improved Sidewalk Connection
- Dark red line: Park Walking Loop (With Amenities)
- Red circle: Bollards
- Red square: Gates
- Red dashed line: Future Regional Bike Loop Trail
- Green circle with 'e': DART Green Line & Stations
- Green rectangle: Community Park Location
- Blue rectangle: Water Bodies
- White rectangle: Existing Structures/Buildings

12,000
Lin. Ft of New
Trails/Walk

1.5
Mile Central
Walking Loop

As Fair Park increasingly becomes a destination, the need for more accessible visitor experiences will be essential. The trail creates an easy way to traverse the campus on guided multimodal tours that explore the art, architecture, and all that Fair Park has to offer.

Doggy waste stations, water fountains, and nearby restrooms will be important to encourage visitors to come use the trails.

Internal Streets

Important internal Park roadways, 2nd Avenue, Pennsylvania Avenue, Grand Avenue, Martin Luther King, Jr. Boulevard, 1st Avenue, Coliseum Drive, Nimitz Drive, and Fair Park Boulevard will all be modified to ensure appropriate access to internal venues while also creating a more pedestrian oriented environment. Specific recommendations for these internal roads are listed on the next page.

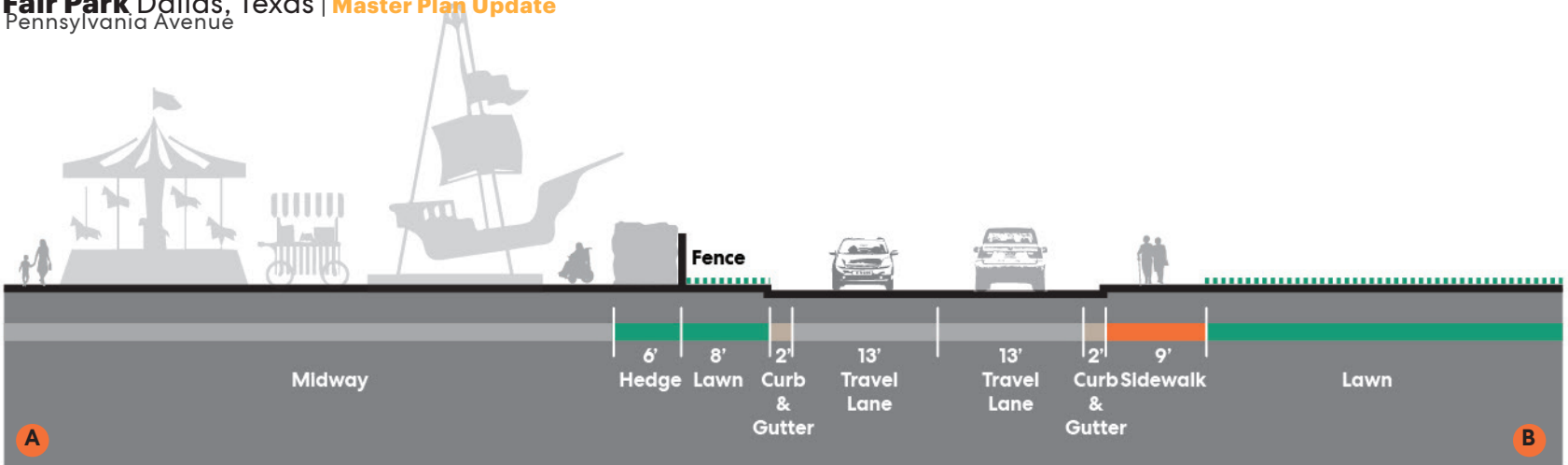
- Pennsylvania Avenue
 - Narrow roadway from 36' wide to 24' wide and provide two 12' shared lanes for vehicles and bicycles.
 - Include improved sidewalks, boulevard areas, and overstory street trees.
 - Design roadway improvements to integrate with proposed Blackland Prairie Trail on the west side of the roadway. The Blackland Prairie Trail will allow for improved pedestrian circulation along Pennsylvania Avenue while also offering the opportunity to



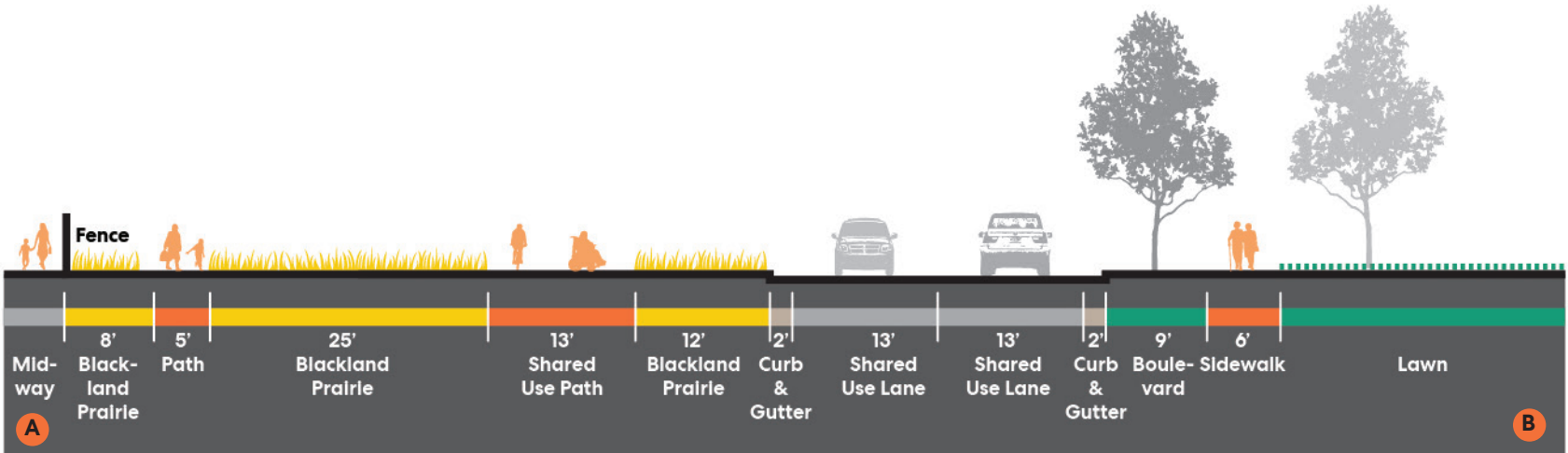
Pennsylvania Avenue near Lot 11A

increase biodiversity in the park, create an outdoor learning environment, and provide an improved connection from the core of the Park to the new Community Park located between Pennsylvania and Fitzhugh Avenues.

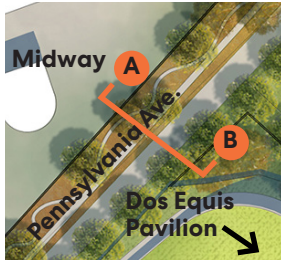
- Enhance intersection crossings to include additional traffic controls (stop signs), painted crossing areas, and ADA accessible pedestrian ramps.



Existing
1/16" = 1'

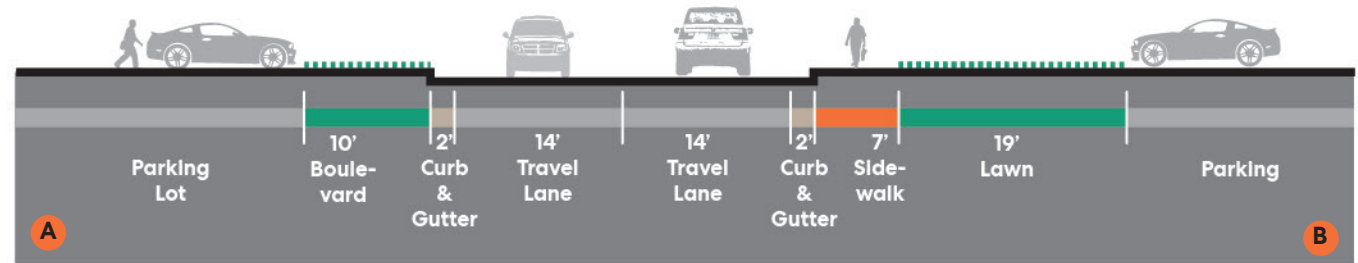


Proposed
1/16" = 1'

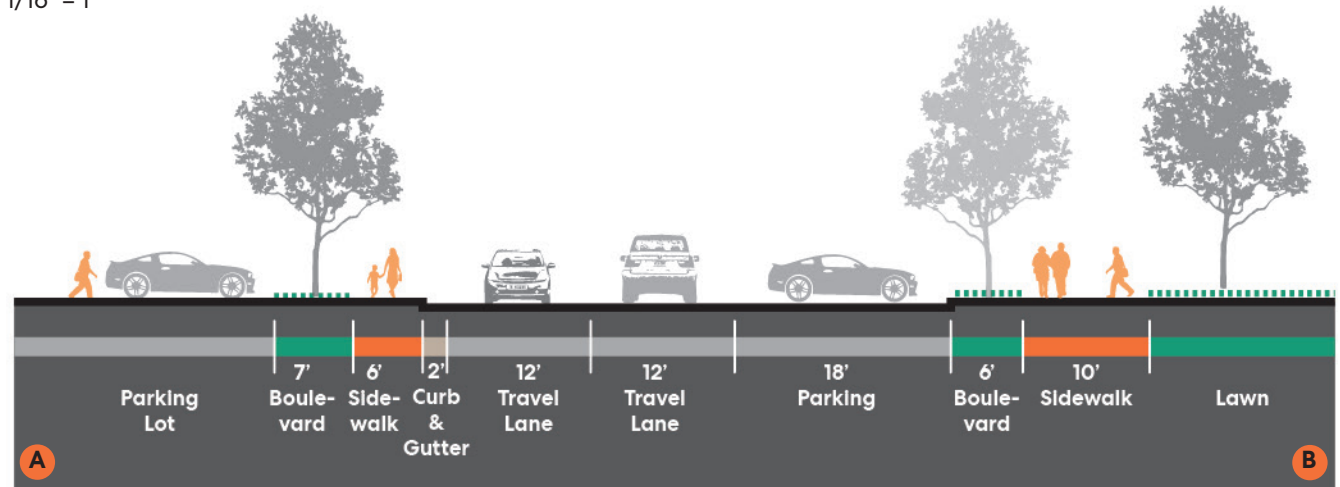


• 2nd Avenue

- Narrow roadway from 36' wide to 24' wide to create two 12' shared lanes for vehicles and bicycles.
- Add 90-degree parking along the north curb line of 2nd Avenue to allow for additional parking closer to buildings. Coordinate with the City of Dallas on parking standards and regulations.
- Include improved sidewalks, boulevard areas, and overstory street trees.
- Enhance intersection crossings to include additional traffic control (stop signs), painted crossing areas, and ADA accessible pedestrian ramps.



Existing
1/16" = 1'



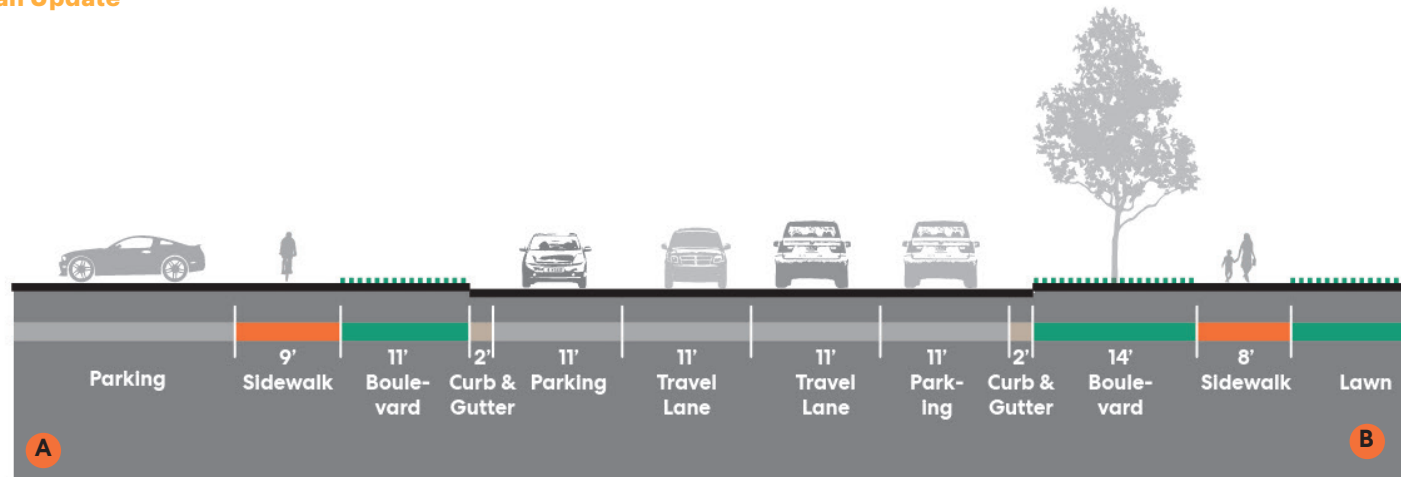
Proposed
1/16" = 1'



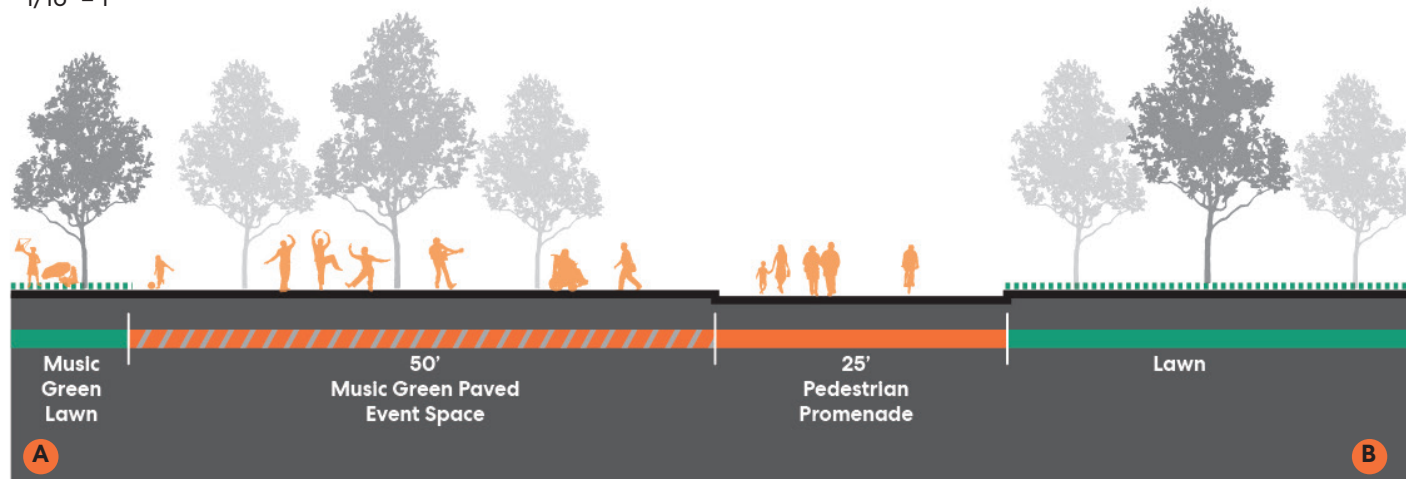
Section Key

• 1st Avenue

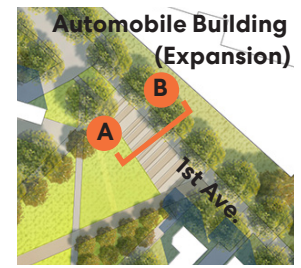
- Close 1st Avenue to daily automobile traffic from the east edge of the Music Hall drop-off area to the west end of the site to the drop-off area for WRR Radio/City Studios.
- Create a 25' wide, accessible pedestrian path the length of 1st Avenue where the road previously existed to allow for improved pedestrian circulation through the lower portion of the Park. Daily use by delivery, operation, and maintenance vehicles will be allowed on 1st Avenue, as well as vehicles for set-up and breakdown of larger on-site events.
- Improve design of the public realm to include sidewalks, landscaped boulevard areas, stormwater management, and overstory street trees.
- Enhance intersection crossings to include additional traffic control (stop signs), painted crossing areas, and ADA accessible pedestrian ramps.



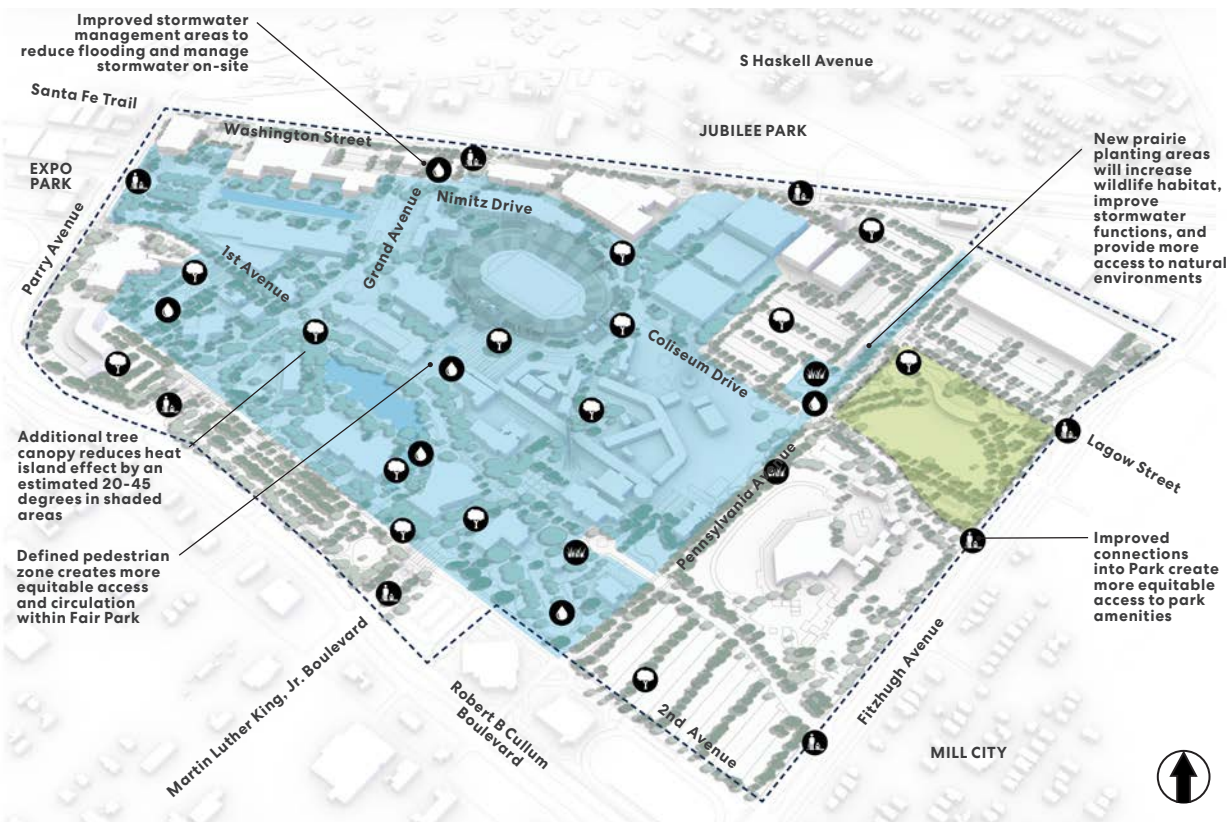
Existing
1/16" = 1'



Proposed
1/16" = 1'



Section Key



Resilience and Sustainability

Resilience and Sustainability

Primary recommendations for the Fair Park Master Plan Update include resilient strategies to ensure the Park can combat the causes and impacts of climate change and advance equitable access. The recommendations represent the most relevant resilience strategies for Fair Park, and are not intended to be all-encompassing.

Trees

Goals of the Master Plan Update include additional greening to improve the Park's overall character, reduce urban heat island effect, improve the microclimate, and enhance overall biological functions of the site. The Master Plan Update proposes to plant over 1,000 additional trees to double the quantity of the existing tree canopy. Proposed tree species should accommodate a variety of native Texas trees, as well as define additional trees that will ensure a greater species diversity. Consideration should be given to select additional trees that come from different USDA hardiness zones. It is estimated that by 2080, the City of Dallas will shift from a hardiness zone of 8a to a hardiness zone of 9b, which is a climate more similar today to southern Louisiana.

Exact location, timing of installation, and species of new trees will require further study.

Pedestrian Access and Circulation

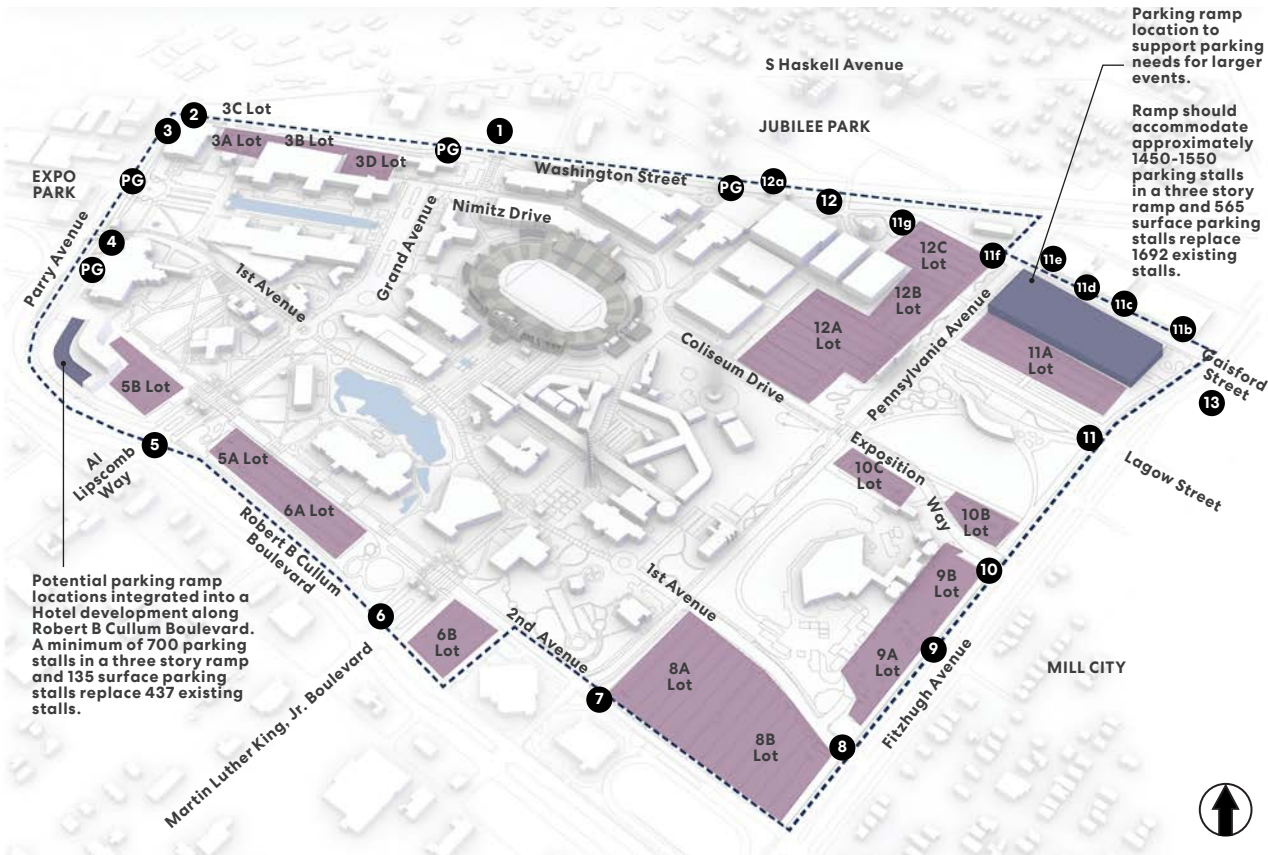
Attempt to create more equitable access to the site by creating more transparency at the primary entrances to the Park and relocating the physical barriers at the entrances.

LEGEND

- Fair Park Boundary
- Pedestrian Zone
- Community Park Location
- Water Bodies
- Existing Structures/ Buildings
- Stormwater Management Areas
- Areas of Increased Tree Canopy
- Improved Pedestrian Access

800,000
SF conversion
of Impervious
Surface

1,000+
Proposed new
Trees on site



Parking Improvements

LEGEND

- Fair Park Boundary
- Parking Lot Improvements
- Parking Ramps/Structures
- Water Bodies
- Existing Structures/Buildings
- PG Pedestrian Gates
- # Parking Entrance Gates

Parking

With the conversion of many on-site surface parking lots to green space, it is important to define future parking strategies to accommodate the parking needs of mid-to-larger sized events.

One of the key parking strategies is the construction of structured or deck parking to ensure that the Park will have adequate parking to support the organized events on campus.

East Parking Ramp: It is recommended that a parking structure be built in conjunction with the construction of the Community Park. The parking structure should be built on the north half of parking lots 11A and 11B and replace the approximate 1,692 parking stalls that currently exist on the site. The parking structure will accommodate between 1,450 and 1,550 parking stalls in a three-story structure. The southern half of the site will be maintained as a surface parking lot and include between 500 and 600 parking stalls, enhanced landscaping, overstory trees, and stormwater management improvements. Access to the parking structure will occur off Gaisford Street, Pennsylvania Avenue, and possibly Fitzhugh Avenue. Access to the surface parking lot will likely occur off Lagow Street and Pennsylvania Avenue. An enhanced public realm surrounding Lot 11A and 11B will include widened sidewalks, street trees, pedestrian amenities, and improved crossings at the street intersections. An improved public realm along Fitzhugh Avenue will be of critical importance to allow future visitors to the site the ability to walk safely to Fair Park from adjacent neighborhoods and remote parking lots that exist northeast of the Park site.

South Parking Ramp: It is recommended that a parking structure be built in conjunction with a potential mixed-use building. The parking structure should be built on the south half of parking lots 5B and 5C and replace approximately 437 parking stalls that currently exist on the site. The proposed parking structure will accommodate a minimum of 700 parking stalls in a two-story structure. The northern half of the site will be maintained as a surface parking lot and include



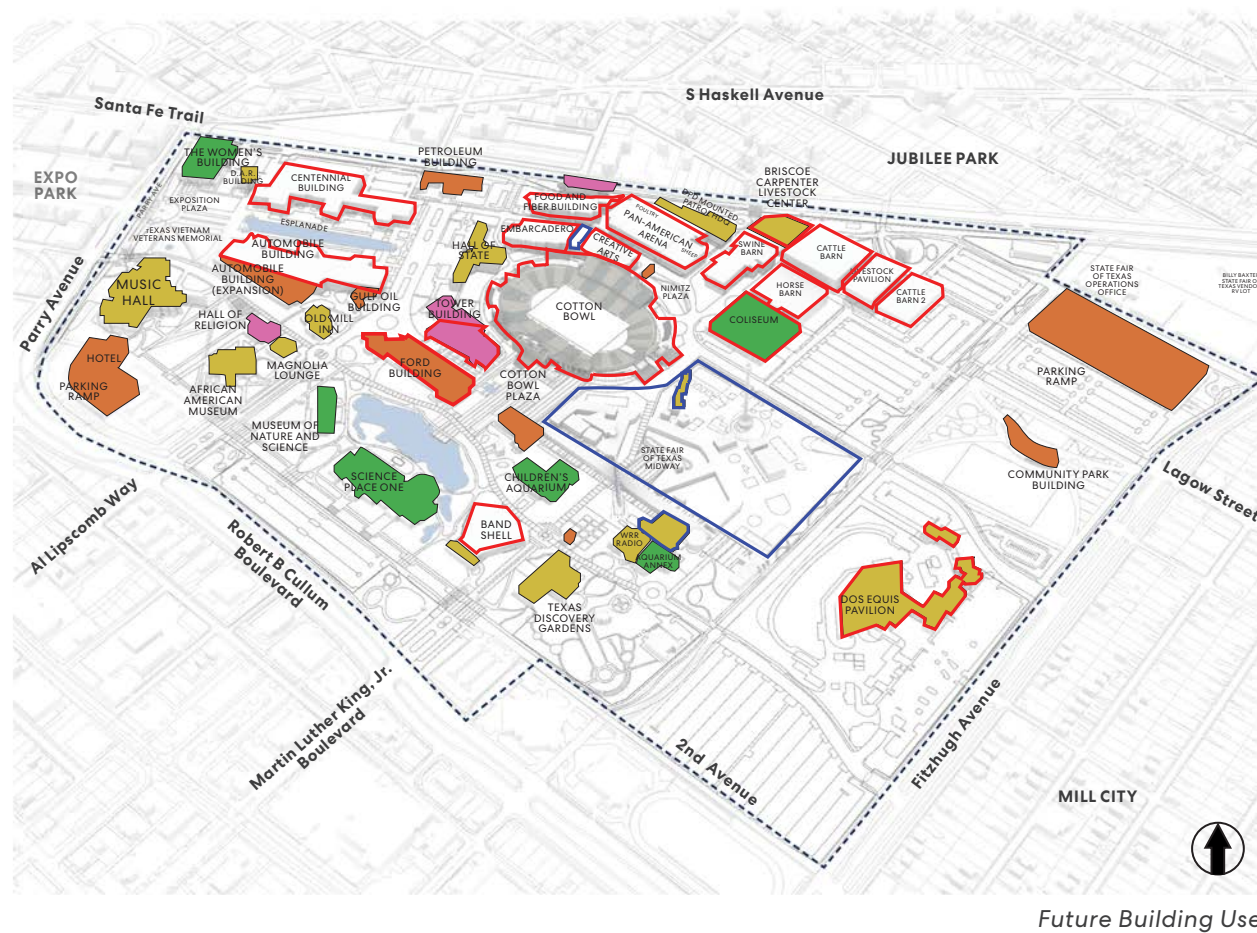
Midway and Parking Lots 10, 11, and 12

135 parking stalls, enhanced landscaping, overstory trees, and stormwater management improvements. Access to the parking structure and surface lot will occur off 2nd Avenue and Robert B Cullum Boulevard. An enhanced public realm surrounding 5B and 5C will include widened sidewalks, street trees, pedestrian amenities, and improved crossings at the street intersections. An improved public realm along Robert B Cullum Boulevard will be of critical importance to allow future visitors to the site the ability to walk safely to Fair Park from adjacent neighborhoods and commercial areas south of the Park.

Parking Lot Improvements

- Lot 3A, 3B and 3C - Plant additional overstory trees, add stormwater Best Management Practices (BMPs), and incorporate wayfinding signage.
- Lot 5A - Plant additional overstory trees, add stormwater BMPs, and incorporate improved pedestrian crossings at 2nd Avenue and signage.
- Lot 6A - Plant additional overstory trees, incorporate improved pedestrian crossings at 2nd Avenue, and incorporate additional wayfinding signage.

- Lot 6B- Plant additional overstory trees, incorporate improved pedestrian crossings at 2nd Avenue.
- Lot 8A and 8B - Plant additional overstory trees, add stormwater BMPs, and incorporate improved pedestrian crossings along 2nd Avenue and wayfinding signage.
- Lot 9A and 9B - Plant additional overstory trees, add stormwater BMPs, and incorporate wayfinding signage.
- Lot 10B and 10C - Plant additional overstory trees, add stormwater BMPs, and incorporate wayfinding signage.
- Lot 12B and 12C - Plant additional overstory trees, add stormwater BMPs, and incorporate wayfinding signage.



Legend

- Fair Park Boundary
- Permanent Tenant Use - Currently Not Occupied
- Special Event/Exhibition Use
- Permanent Tenant Use - Occupied
- Water Bodies
- Future Identified Building Site
- State Fair of Texas - Permanent Use
- Park Maintenance and Operations

Future Building Use

Since the 2003 Fair Park Comprehensive Development Plan, the campus of Fair Park has ebbed and flowed over the years with buildings being repurposed numerous times and with some in long states of dormancy. Entire areas of the campus see only handfuls of visitors on a weekly basis, which creates a

disconnect on the campus. This has furthered the feelings of Fair Park being desolate and greatly underutilized. In order to breathe new life into the campus, the buildings at Fair Park need to be filled with an assortment of tenants to balance the historical context of each building while also creating lasting uses. The Park buildings are to be spaces where old Texas meets new Texas.

Understanding current building use at Fair Park is important to ensure informed decisions can be made about proposed future building uses and building programming at the Park. The diagram identifies current occupied and non-occupied buildings in the Park, and highlights the programming flexibility of the buildings that support seasonal use by the State Fair of Texas.

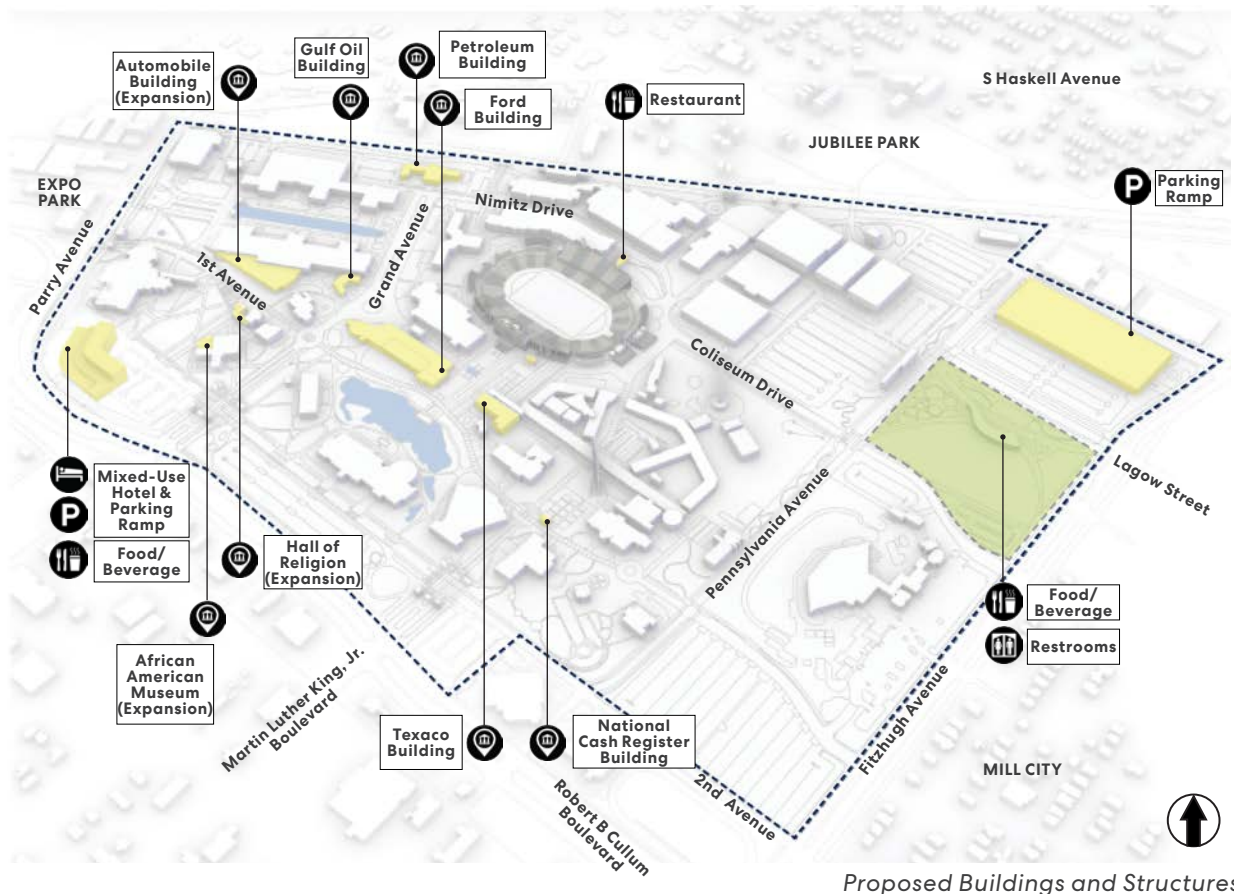
The majority of the buildings are not open or available to the public which creates large swaths of inactivity on the campus. Building use will focus on finding activities that have public uses in all five areas to create a natural circulation onsite and encourages operating hours that compliment when the Park is open. Future building uses and programming opportunities have been outlined in the project areas section starting on page 89. The recommendations for building use will be laid out for each area of the campus, all with the intention of weaving together activities and uses to create an interconnected, multi-dimensional experience at Fair Park. Ultimately, it is desired that future recommended building uses will be compatible with existing uses, create new synergies, define new programming opportunities, and add value for the resident institutions.

space on campus, an appropriate use/user has been identified, and all other existing building resources have been utilized.

New buildings that are recommended as part of this Fair Park Master Plan Update process include two new parking ramp/structures, a new Community Park building that includes restrooms and food concessions, and a potential mixed-use building opportunity associated with the parking ramp location along Robert B Cullum Boulevard. The proposed mixed-use building opportunity would likely include commercial, hospitality, and hotel uses. The proposed parking ramp/structure along Robert B Cullum Boulevard would be shared between the mix of uses and Fair Park institutions.

The planning process identified that a location for year-round food and beverage is highly desirable. Potential food and beverage locations are listed below:

- Provide food and beverage as part of a larger building/structure at the new Community Park.
- Incorporate food and beverage as part of a larger mixed-use development at the proposed Robert B Cullum Boulevard parking ramp location.
- Implement the proposed restaurant identified in the 2003 Fair Park Comprehensive Development Plan on the north side of the Cotton Bowl.
- Incorporate food and beverage in the proposed Texaco Building.
- Partner with the State Fair of Texas to utilize an existing food booth that would normally be in storage for most of the year. The food booth(s) could be positioned at key locations and be operational on a more frequent basis.



Proposed Buildings and Structures

Proposed Buildings and Structures


Many of the proposed buildings identified in this planning process were originally defined in the approved 2003 Fair Park Comprehensive Development Plan, which identified new buildings to restore the historic character of the Park and made recommendations on buildings and areas to be expanded. All new construction within the historic boundary of the Park must follow the guidelines of the Secretary of the Interior's Standards for Rehabilitation, and must be "compatible" with the historic features of the Park. There is an extensive amount of underutilized space in existing buildings at the Park, so new buildings will only be built when there is a need for





Lighting Recommendations

LEGEND

- Fair Park Boundary
- Historic Lighting Area
- Pedestrian Lighting Area
- Vehicular Lighting Area

 Core Zone

 Pedestrian Zone

 Vehicular Zone

Lighting

Lighting can be a key organizing element that defines a positive character, supports evening activities, and improves the nighttime visual environment in Fair Park.

The quality of visual information is critical for both vehicular access/parking and pedestrian safety and security. A specific set of light standards should be defined for Fair Park to ensure a consistent style and character. The specific Fair Park standard will allow for improved maintenance practices, as well as enhanced long-term sustainability. The proposed light levels for the Park shall conform to the City of Dallas light level standards, while also complying to Crime

Prevention Thru Environmental Design (CPTED) best practices.

For the Fair Park Master Plan Update, lighting recommendations have been divided into three different categories, defined below:

Core Zone

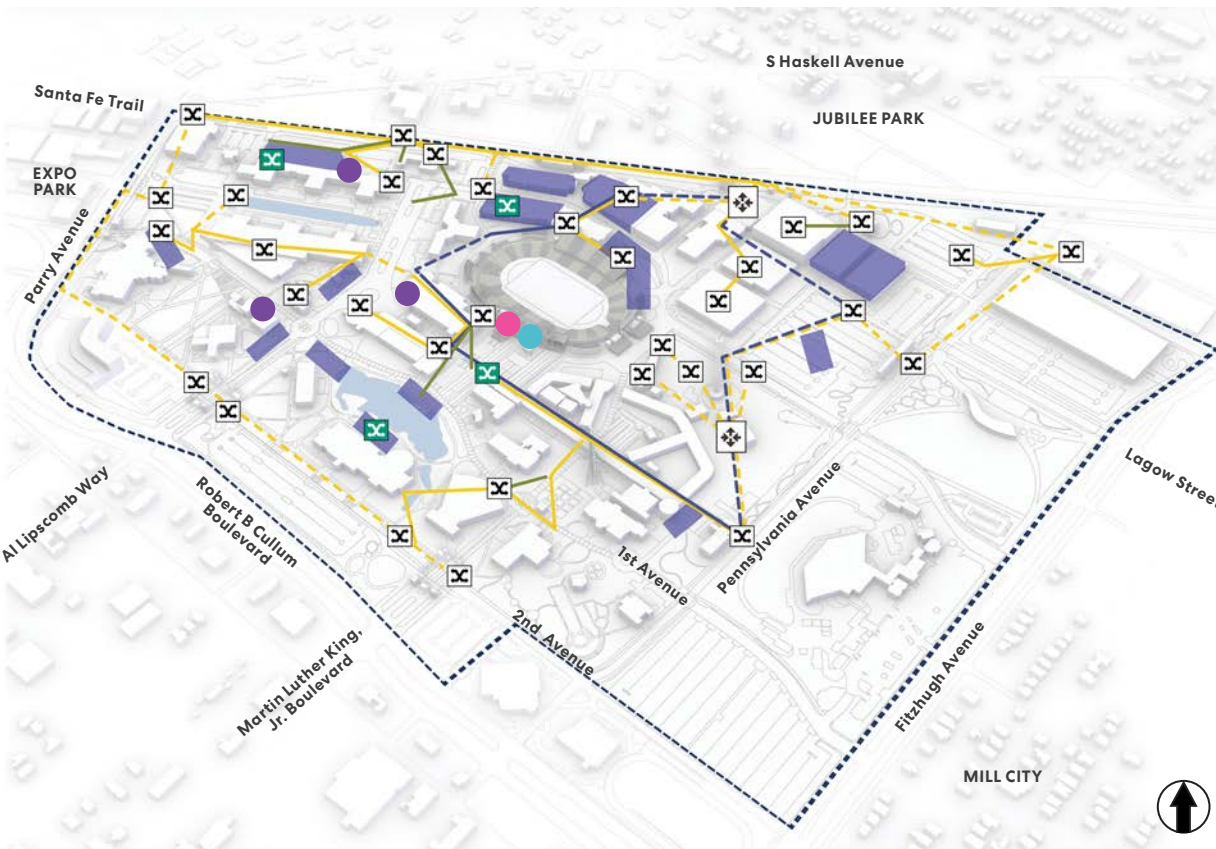
In the areas identified as Core Zones, lighting should illuminate sidewalks, public open spaces, landscape, and buildings. The proposed light standards should meet the original historic design intent of the 1936 Texas Centennial Exposition. Light standards for these zones should include pedestrian-scaled fixtures, bollard lighting, and low voltage landscape lighting.

Pedestrian Zone

In the areas identified as pedestrian zones, the lighting should illuminate sidewalks, public plazas, and open spaces. Light standards for these zones should include pedestrian-scaled fixtures, bollard lighting, and low voltage landscape lighting. The light standards should incorporate sustainable technologies to improve light efficiency and comply with dark sky standards.

Vehicular Zone

In the areas identified as vehicular zones, the lighting should illuminate parking lots, roadways, and pedestrian sidewalks. Light standards for these zones should include overhead roadway and pedestrian-scaled fixtures. The light standards should incorporate sustainable technologies to improve light efficiency, reduce light loss to adjacent neighborhoods, and comply with dark sky standards.



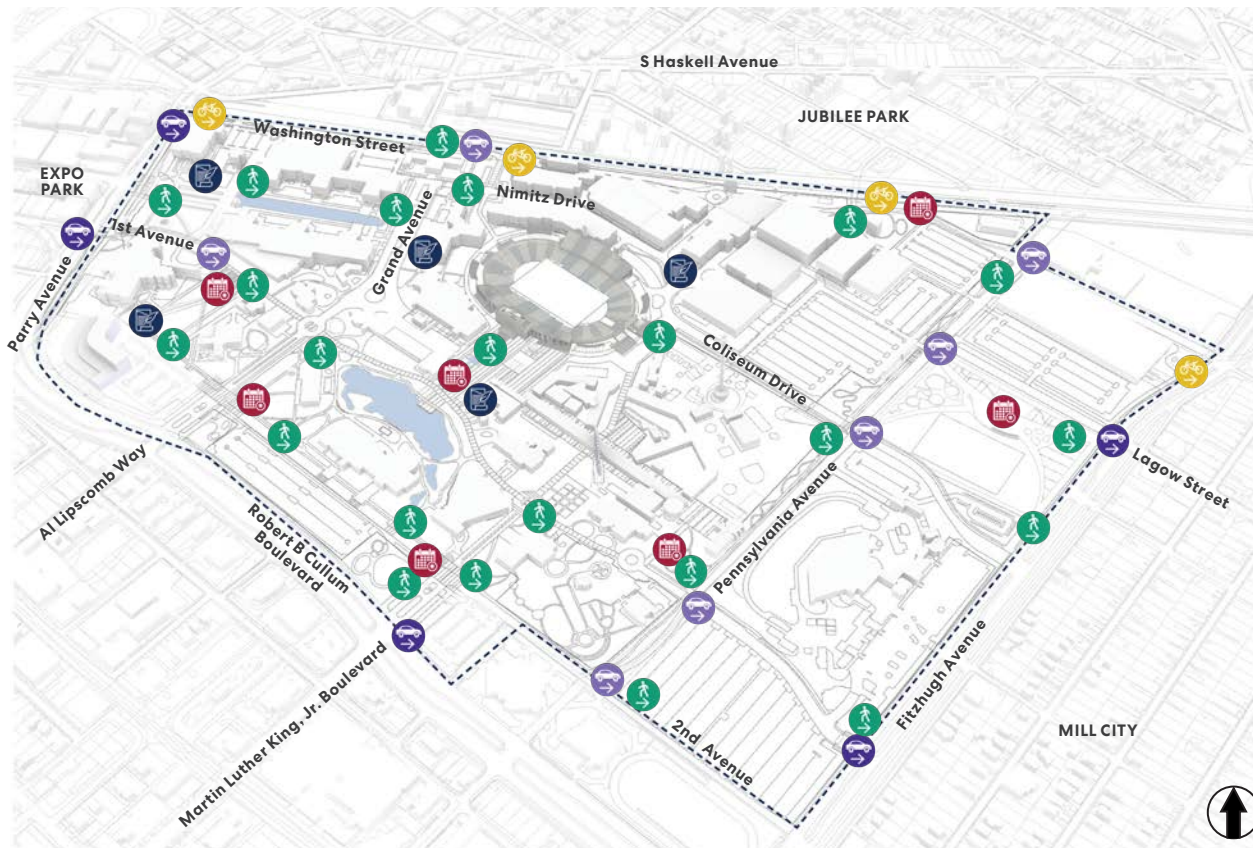
Digital Infrastructure

Digital Infrastructure

The overall quality and capacity of digital infrastructure on the Fair Park campus is severely lacking. In particular, limited power availability in the buildings often necessitates portable infrastructure for larger events. To ensure that Fair Park has the resources to support current needs and future programming opportunities, a comprehensive digital infrastructure approach must be established. Increased digital capacity will also improve cellular and Wi-Fi access for Park visitors, residents in adjacent neighborhoods, and the broader South Dallas area.

Recommendations for the implementation of a more robust digital infrastructure are listed below.

- Coordinate with all campus users and potential technology partners. Multiple partnerships, including cellular, telecommunication, Wi-Fi, and fiber optics will be beneficial.
- Proceed with a proposed cell tower project that is structured as a neutral host provider and third-party builder.
- This infrastructure needs to be dependable, accessible at multiple locations throughout the Park, and have the ability to be switched on and off. The digital infrastructure should be monetized by passing the costs onto exhibitors, creating sponsorships, or allowing digital advertising via the Wi-Fi or digital screens within the Park.
- Digital infrastructure should also include digital wayfinding located throughout the Park.



LEGEND

--- Fair Park Boundary

Water Bodies

Existing Structures/Buildings

Vehicular Signage

Secondary Vehicular Signage

Pedestrian Signage

Programming

Historic Interpretation

Bicycle Signage

Wayfinding and Directional Signage

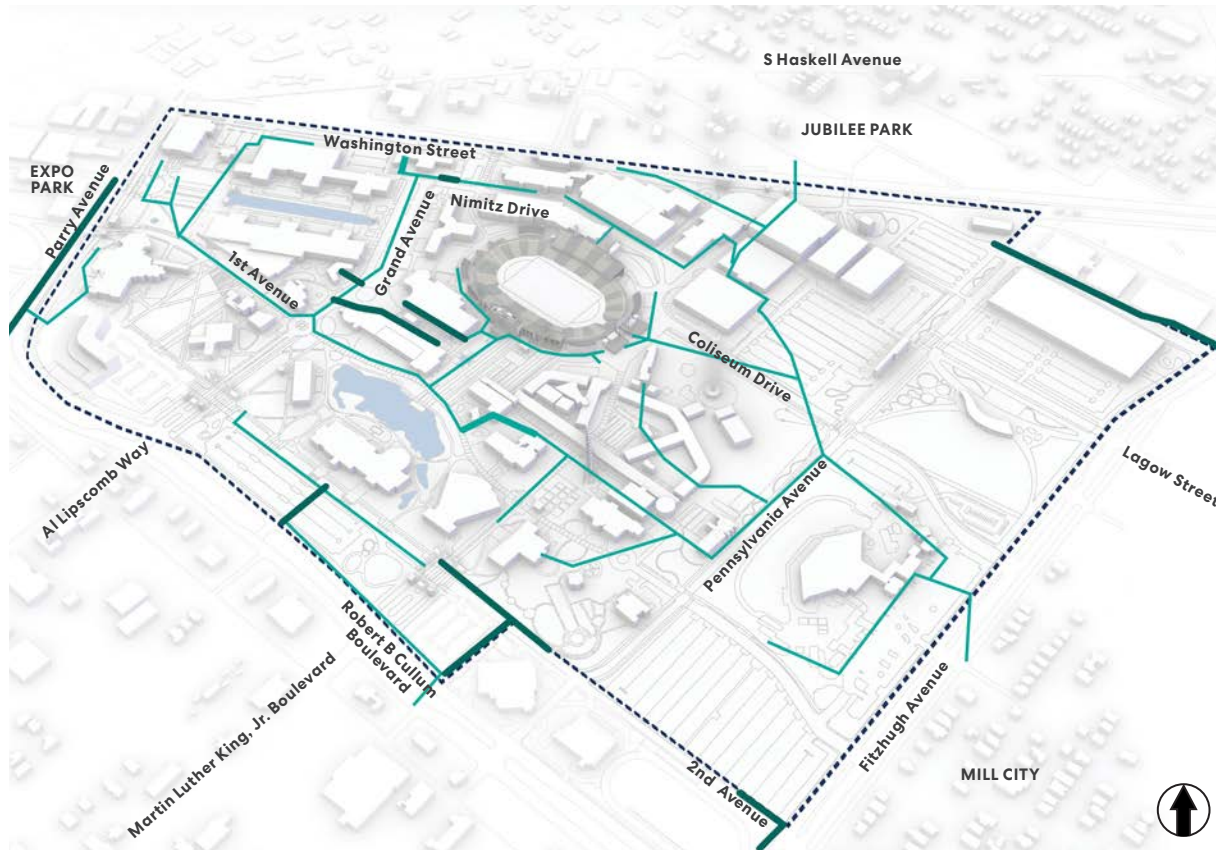
Wayfinding and directional signage in Fair Park is a critical component of the Master Plan Update, and should be designed and implemented in a cohesive, flexible, and appropriate manner. It will be important to develop both traditional and digital wayfinding and signage for the Park and its historic buildings, museums, and destinations.

Wayfinding and Signage

A new wayfinding and signage package is needed for the entire Park that will address entrances, parking locations, and map/programming kiosks. The package will include further analysis of the existing conditions and will recommend and build a consistent wayfinding system that creates multiple levels of information for pedestrians and vehicles. It should be designed in coordination with an interpretive site plan in order to inform visitors of the historic importance, and should be informed by current Park branding standards.

Specific wayfinding and directional signage recommendations include:

- **Vehicles:** additional signage on the highway and signage from Downtown Dallas and adjacent neighborhoods to the Park. Additional signage along Haskell Avenue, Fitzhugh Avenue, Robert B Cullum Boulevard, Parry Avenue, Al Lipscomb Way, and Martin Luther King Jr. Boulevard directing visitors to the Park and parking areas should also be included.
- **Pedestrian:** wayfinding and informational signage in the Park to direct visitors to points of interest, areas of programming/activation, food/beverage, welcome/visitors center, and Park amenities.
- **Bicycles:** wayfinding signage that identifies access to the Loop Trail, Santa Fe Trail, and other designated routes within the site, as well as the location of bicycle facilities and amenities.



Proposed Wastewater Line Improvements

- LEGEND**
- Fair Park Boundary
 - Water Bodies
 - Existing Structures/Buildings
 - Existing Wastewater Lines
 - Proposed Wastewater Lines

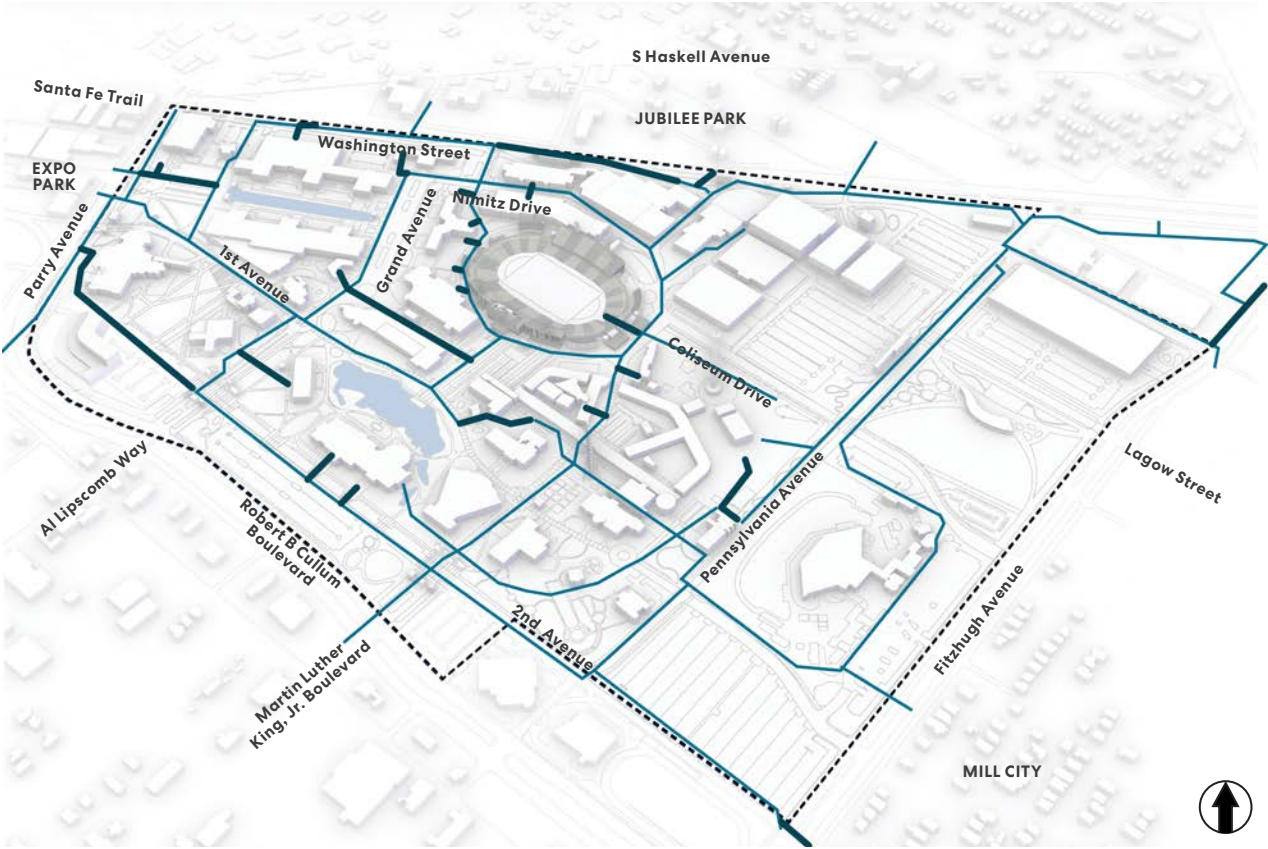
Wastewater Pipelines to Be Replaced		
Existing	Proposed	Quantity
6"	8"	3850'
N/A	8"	200'
10"	10"	TBD'
18"	18"	325'
N/A	21"	1150'

Wastewater Recommendations

Fair Park will coordinate with Dallas Water Utilities to identify and replace substandard wastewater mains. Substandard mains are defined as any wastewater main over 40 years in age, in poor condition, under 8" in diameter, or made of an outdated material, such as VCT (Vetrified Clay Pipe). Main replacements or upgrades should occur anytime a project within Fair Park disturbs pavement or intends to place pavement over an existing wastewater main. This will help ensure compliance with Texas Commission on Environmental Quality (TCEQ) requirements, current and future demand, as well as structural integrity.

The diagram identifies the locations where existing wastewater pipelines would have to be replaced per Dallas Water Utilities (DWU) replacement requirements and our assessment. Approximately 11,050 feet of the 21-inch wastewater pipeline along Parry Avenue (included in the table below) is being installed and will not be replacing any existing park mains. In preparation for certain building expansions, several 8-inch laterals are being proposed for the new buildings.

DWU has recently released a Comprehensive Wastewater Collection System Master Plan that includes capacity analysis and modeling for future improvements. The outcome of this analysis may affect the provided recommendations.



Proposed Water Line Improvements

Water System Recommendations

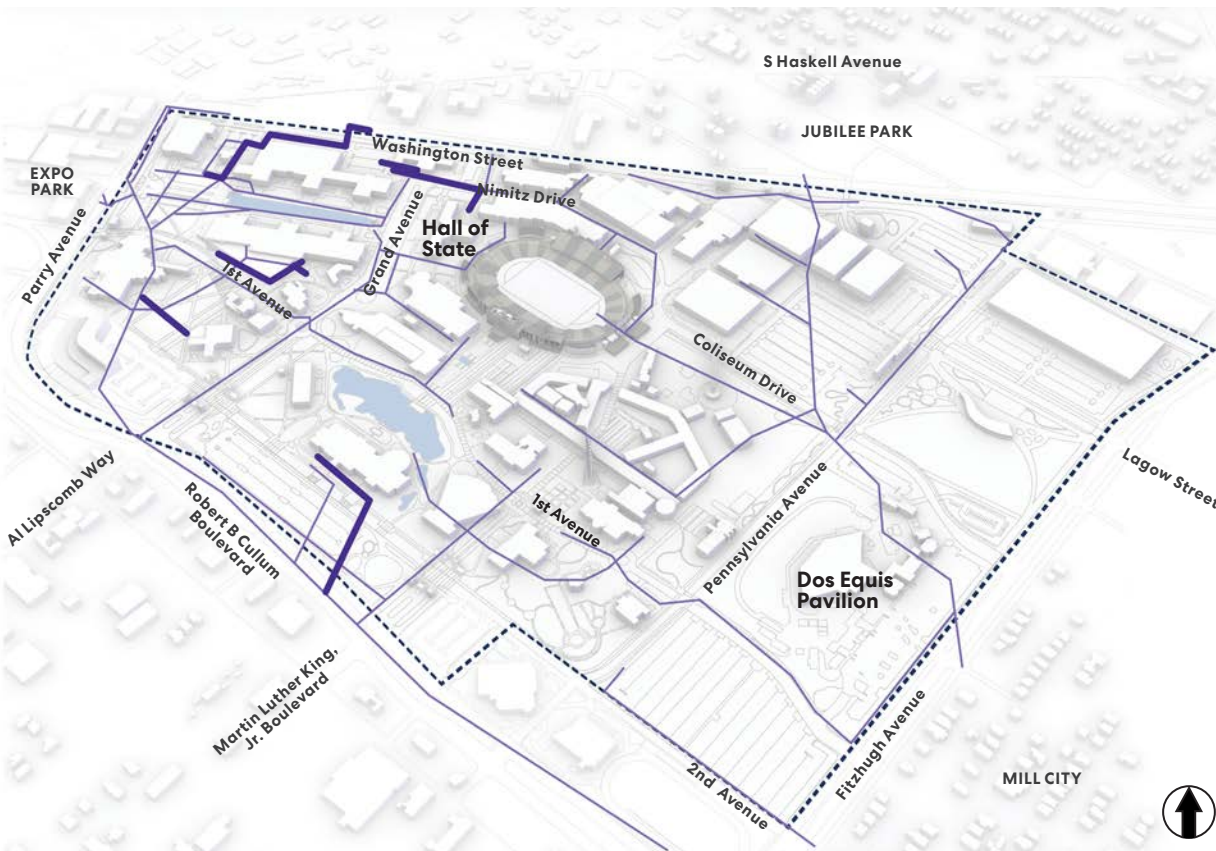
To ensure compliance with TCEQ requirements and to meet the needs of existing and future customers, it is recommended that water pipeline replacement occur in areas of substandard lines, substandard structural integrity, and undesirable material. The table identifies the estimated quantities of Fair Park pipelines that do not meet DWU standards and need to be replaced. The diagram identifies the locations of existing water pipelines that would have to be replaced.

The 16-inch water line along First Avenue (included in the table) is currently in design for replacement and relocation adjacent to the current waterline. Another line is currently being constructed for replacement of the 8" waterline along Washington Street.

DWU has recently released a Comprehensive Wastewater Collection System Master Plan that includes capacity analysis and modeling for future improvements. The outcome of this analysis may affect the provided recommendations.

- LEGEND
- Fair Park Boundary
 - Water Bodies
 - Existing Structures/Buildings
 - Existing Wastewater Lines
 - Proposed Wastewater Lines

Water Pipelines to Be Replaced		
Existing	Proposed	Quantity
4"	8"	860'
6"	8"	3300'
8"	8"	900'
16"	16"	300'



Proposed Stormwater Line Improvements

LEGEND

- Fair Park Boundary
- Water Bodies
- Existing Structures/Buildings
- Existing Stormwater Lines
- Proposed Stormwater Lines

Storm Drainage Mains to Be Replaced

Existing	Replacement Size	Quantity
15"	24"	1150'
15"	30"	125'
15"	36"	400'
18"	30"	475'
21"	30"	325'
24"	36"	700'
24"	42"	100'
27"	36"	75'
30"	42"	550'
30"	48"	200'

Stormwater Infrastructure Recommendations

This Master Plan Update incorporates ecological and engineering principles to simultaneously address both water quantity and water quality, with an emphasis on the consideration of the full water cycle, infiltration-based techniques, multi-use landscape features, implications for recreation and wildlife, and education and outreach opportunities. The recommendations and tools presented in this section can help mitigate environmental problems by removing or delaying the runoff stream and treating associated pollutants before stormwater is discharged into sewers and storm drains and, ultimately, to the Trinity River. For these reasons, wherever possible, water should be directed to stormwater features first, before entering catch basins. In addition to the ecological benefits that stormwater management tools can provide, these tools can be used to make the Park and adjacent City of Dallas streets more beautiful and enjoyable places to be.

All new development or renovation projects within Fair Park should adhere to the requirements outlined in the City of Dallas Drainage Design Manual. Roadway improvements should anticipate improving the existing storm drainage system with drains large enough to convey the 100-year storm event.

The table and diagram show the estimated sizes and quantities of existing storm drainage in Fair Park that would need to be replaced. The proposed sizing is a general estimate. A detailed drainage analysis of the entire existing system will provide exact quantities and sizes.



Leonhardt Lagoon

Additionally, a detailed drainage study and implementation of the stormwater collection system should be completed for Pennsylvania Avenue between Robert B Cullum Boulevard and the Dos Equis Pavilion, a known area of existing flooding during lower frequency storm events. This is also the case for the area surrounding the Hall of State building, specifically near Grand Avenue and Admiral Nimitz Circle.

Future projects within Fair Park should review the Environmental Protection Agency website for potential funding sources for implementation of stormwater improvements.

Stormwater Quality

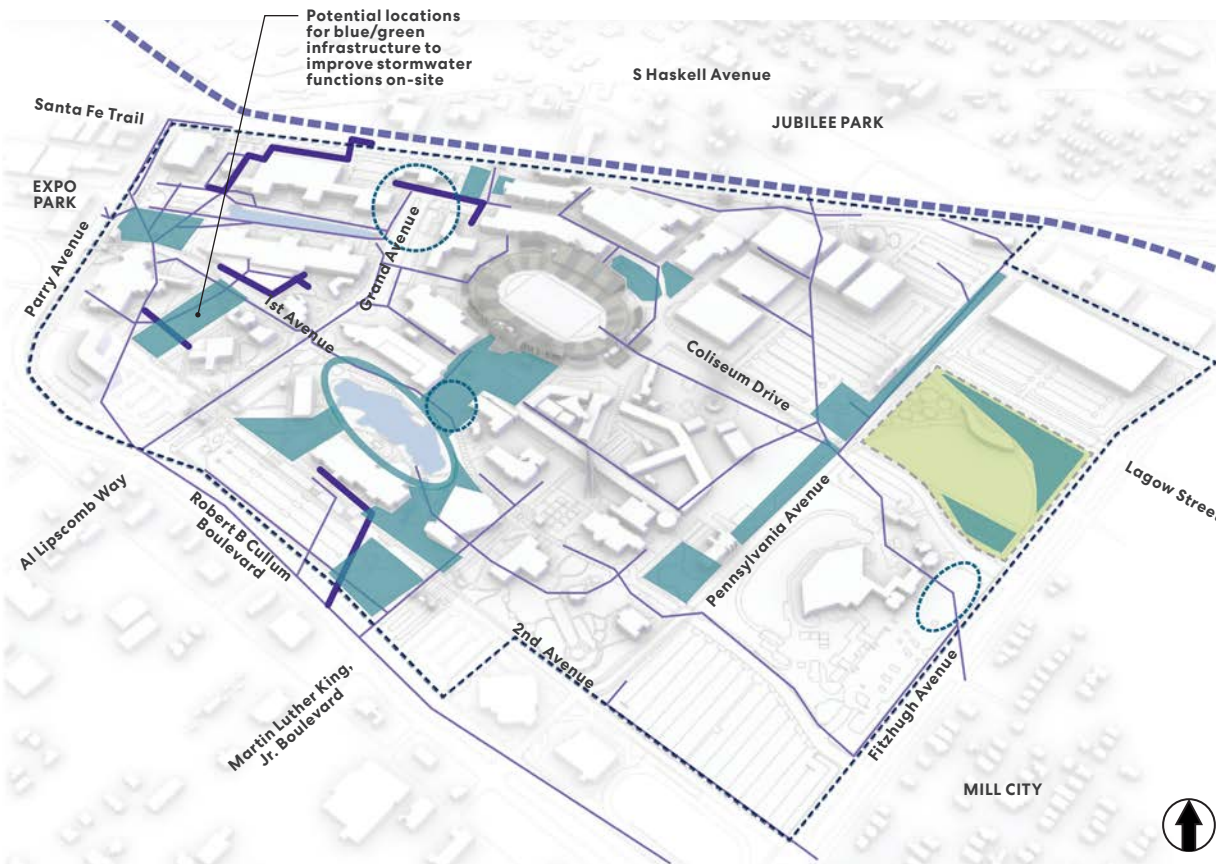
Per the City of Dallas drainage manual (September 2019), “The City of Dallas encourages that both water quantity and quality be taken into account for any design both during and after construction.” According to the City of Dallas, water quality consideration is not required, but recommended. The table includes methods that could improve the site’s stormwater quality. Fair Park should not rely solely on the Mill Creek Drainage Tunnel to address on-site flooding concerns.

A combination of the following two methods of stormwater management should be considered for each new development or renovation project inside the Park. These methods can either be implemented as their own separate projects, or as different areas of the Park are redeveloped or renovated.

The first method of stormwater management is on-site detention. The Lagoon acts as both a park feature and a detention pond for approximately half of the Park. A similar feature or detention system should be considered for the north side of Fair Park as well. Existing topography shows a natural low point near the Hall of State building. The area near the Hall of State building should be analyzed and considered for any future detention/retention facility. Although more costly, underground detention can also be utilized if space is a concern. Existing or proposed surface parking lots are ideal for implementation of underground detention facilities. Cost savings could be found by recycling captured stormwater and reusing it for irrigation.

The second method of stormwater management should be increasing the size of on-site storm drains, catch basins, and curb inlets to accommodate 100-year storm event runoff. It is recommended that a detailed storm drain analysis of the entire Fair Park drainage system be completed to identify all proposed 100-year storm drain sizes. Installing the new storm drain can then be implemented as each area redevelops or renovates, as a part of any roadway improvements, or as its own drainage project.

Stormwater Quality Methods
• Tree mitigation and planting
• Certain market inlet inserts
• Bio-swales
• Bio-retention/retention basins
• Rain Gardens
• Filter Strips
• Increase permeable area (i.e. grass)



Blue and Green Infrastructure

LEGEND

- Fair Park Boundary
- Water Bodies
- Existing Structures/Buildings
- Community Park Location
- Green Infrastructure Features
- Mill Creek Tunnel Project (Under Construction)
- Areas of Current Flooding
- Existing Stormwater Lines
- Proposed Stormwater Lines

24

Acres of new
Stormwater
Areas

Blue-Green Infrastructure Improvements

Additional stormwater management tools that also contribute to streetscape aesthetics should be considered. The following facilities are classified into broad types to help the user identify appropriate stormwater mitigation strategies for use within the range of public realm recommendations.

Choice of stormwater management BMPs should be based on the context of the surrounding public realm. In addition to its impact on stormwater quality and quantity, the recommended stormwater facilities can improve the urban ecology, add aesthetic value to the area by providing additional landscaping, create a visually appealing streetscape design, enhance community spaces on streets, and create a more sustainable and attractive urban environment.

The identified stormwater management BMPs are flexible and can be integrated into a variety of locations and spaces within the Park. Opportunity sites include edges of surface parking lots, conversion of parking into park/open space, corner and mid-block curb extensions, on-street parking lane and sidewalk planter areas and strips, existing parks/plazas/open spaces along roadway and edges of open spaces, and street trees. Stormwater can also be used for landscaping or educational and art features. The designers of these facilities should look for opportunities to combine artistic elements, public art, and educational opportunities with stormwater management.

Stormwater Management Retrofits

In addition to the ecological benefits that stormwater management tools can provide, these tools can be used to make the Park and adjacent City streets more beautiful and enjoyable places to be.

This following section presents additional stormwater management tools. These facilities have stormwater management benefits and contribute to streetscape aesthetics. The facilities are classified into broad types to help the user identify appropriate stormwater mitigation strategies for use within the range of public realm recommendations.

Choice of stormwater management BMPs should be based on the context of the surrounding public realm. In addition to its impact on stormwater quality and quantity, the recommended stormwater facilities can improve the urban ecology, add aesthetic value to the area by providing additional landscaping, create a visually appealing streetscape design, enhance community spaces on streets, and create a more sustainable and attractive urban environment.

Infiltration and Flow-through Planters

Flow-through and infiltration planters are stormwater facilities that double as landscape features, but are designed to combine stormwater runoff control and treatment with aesthetic landscaping and architectural detail. These systems reduce the downstream potential for combined sewer overflows and improves water quality. Infiltration planters provide on-site retention and volume reduction through infiltration and groundwater recharge.

Flow-through planters provide runoff attenuation and rate control by delaying peak flows. Both styles are generally distinguished from rain gardens by having engineered soil and an underdrain.

Infiltration planters are landscaped reservoirs used to collect, filter, and infiltrate runoff from roofs, streets, and sidewalks. This is achieved by allowing pollutants to settle or filter out as the water percolates through the planter soil media and into the ground. In addition to providing pollution reduction, flow rates and volumes can also be managed with infiltration planters. Planters should be integrated into public realm design.

Flow-through planters are identical to infiltration planters, except that water is discharged through an outflow device instead of being infiltrated into the ground. They are particularly valuable as receiving bodies for roof runoff from downspouts when placed adjacent to buildings.

Filtration and stormwater attenuation are the main design functions of the flow-through planter.

Because they include a waterproof lining, flow-through planters are extremely versatile and can be incorporated into foundation walls along a building frontage.

Swales

Street swales are long narrow landscaped depressions primarily used to collect, and convey stormwater and improve water quality. They remove sediment and reduce nutrient concentrations within runoff through natural treatment prior to discharge into another stormwater management facility or the sewer network. In addition to providing pollution reduction, swales reduce runoff volumes and peak flow rates by detaining stormwater.

Swales add significant landscaping to roadway corridors and reduce impervious surface. Under some circumstances, rainwater infiltrates into the ground while being conveyed along the length of a swale.



Example of an Infiltration and Flow-through Planter

Bio-infiltration swales (or bio-retention swales) typically include a subsurface infiltration trench below amended soil. Filtration benefits of swales can be substantially improved by planting deep-rooted grasses and forbs and by minimizing the slope. Appropriately selected vegetation can improve infiltration functions, protect the swale from rain and wind erosion, and enhance overall aesthetics.

Rain Gardens and Tree Trenches

Rain gardens are landscaped detention or bio-retention features in a street designed to provide initial treatment of stormwater runoff. Rain gardens are similar to flow-through and infiltration planters, but generally do not have engineered soils or under drains.

Surface runoff is directed into shallow, landscaped depressions to infiltrate into the soil instead of being discharged to the City collection system. These planted areas are designed to incorporate many of the pollutant removal and infiltration functions that operate in natural ecosystems, and can provide any or all of the major stormwater management

functions: detention, retention, infiltration, and pollutant filtration.

Rain gardens improve water quality by reducing sediment, nutrient runoff, and temperature impacts through natural treatment. Rain gardens can slow down the runoff and delay discharge, thus reducing and attenuating peak runoff rate within the City sewer. Furthermore, they can increase infiltration potential of a site and can provide retention through infiltration for groundwater recharge, thereby reducing total runoff volume.

The use of proper plantings combines landscaping with effective stormwater treatment, thereby reducing runoff rates and improving runoff water quality while contributing to Park aesthetics and habitat value.

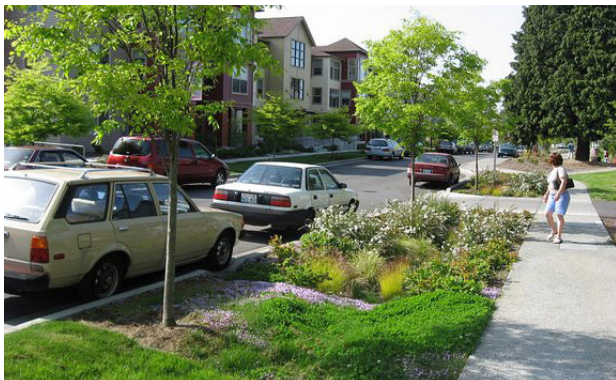
Rain gardens can be implemented in an area of at least four feet in width and in a variety of streetscape configurations including: curb extensions, medians, traffic circles, parking lane planters, and other geometries that create space for landscaping. Rain

gardens can also be used within various land use contexts in front of a home or building to capture rooftop runoff from downspouts.

Permeable Pavers

Permeable pavement is a type of hard surface with large spaces that allows stormwater runoff to infiltrate into drainage layers and the underlying soils below. This water either replenishes groundwater sources or is removed by a subdrain placed in the drainage layer that connects to the existing stormwater system.

Permeable pavers are solid individual units typically made of precast concrete, brick, stone, or cobbles. The pavers have the advantage of being able to be placed in parking or drive lanes. The pavers are set with gaps between individual pavers, which allow water to flow between them and into the drainage soil below. Permeable pavers are typically laid over a uniform gravel subgrade of several feet in depth, which is used to store and treat the runoff as it moves through the subgrade.



Example of a Swale



Example of a Tree Trench



Example of Permeable Pavers



The Museum Area

Overview

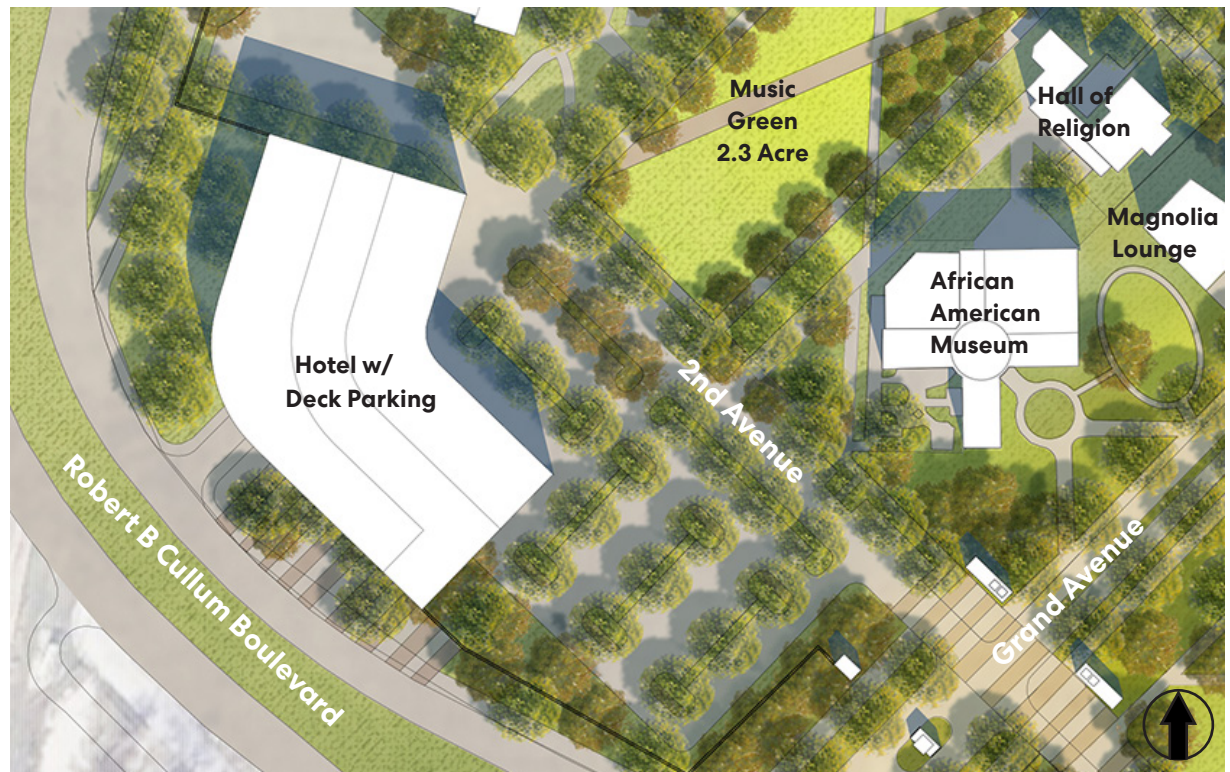
The proposed improvements to the Museum Area include some of the more significant physical transformations to the Park. Many of the enhancements in the Museum Area focus on enhanced access and connectivity from existing and proposed parking areas along 2nd Avenue/ Robert B Cullum Boulevard to the internal areas of the Park. New open/greenspaces will enhance connections and provide new experiences for pedestrians entering the Park, including updated landscaping, overstory tree canopy, and stormwater improvements. New public gathering spaces including the Music Green, MLK Gateway Park, and expanded Cotton Bowl Plaza will provide enhanced opportunities for new programming and activation and create new destinations within the Park.



2020 Fair Park Master Plan Update: Museum Area

Museum Area Objectives:

- Create more flexible and programmable open/greenspaces that are more accessible to Park users.
- Enhance the circulation and the pedestrian experience of the Leonhardt Lagoon area.
- Create a more public-facing Fair Park along Robert B Cullum Boulevard to ensure the Park is more welcoming and accessible.
- Improve connections from the interior of the Park to the south edge of the Park along Robert B Cullum Boulevard.
- Provide adequate and accessible parking for the museums and resident institutions.



Museum Area: Mixed-Use Hotel Development

Robert B Cullum Boulevard Mixed-Use Hotel Development

The Fair Park Master Plan Update recommends redeveloping the existing surface parking lots 5B and 5C to include a mixed-use building with the previously identified South Parking Ramp. The proposed mixed-use building should include a full-service hotel, small-scale retail, event space, and appropriate hospitality uses. The proposed hotel would include a minimum of 150 guest rooms, with an estimated overall size of 150,000 SF. The proposed shared parking structure would include a minimum of 700 parking stalls. The final design of any mixed-use building at this site

will need to be sensitive to the historic context of the Park, meet City regulatory requirements, and provide an outward facing presence to better connect to adjacent neighborhoods.

Through extensive conversations with local and state officials and a review of all existing landuse regulations, including the Special Use District PD 595, Historic Overlay District No. 33, and the Texas Parks and Wildlife Code, Chapter 26, it has been determined that mixed-use commercial developments are allowable at Fair Park. The only non-allowable landuse at Fair Park is any type of residential development.

Music Green

Originally identified in the 2003 Fair Park Comprehensive Development Plan, the proposed Music Green creates an important 2.3-acre multi-use green lawn that replaces an existing 257-stall parking lot and underutilized lawn area located between the Music Hall and the African American Museum. The proposed design will allow both institutions the opportunity to host and expand current music events and add additional programming throughout the year. The space offers these institutions opportunities to bring the inside out and the outside in. Both institutions offer robust programming and the Music Green will seek to extend their offerings and their visitors' stay.

The African American Museum could host any number of their concerts, or even add a secondary stage for their annual Jazz Festival. The Museum could also have rotating outdoor installations, exhibitions, or a sculpture garden that extend their footprint past their front door.

Dallas Summer Musicals (DSM) got its start in the 1940s by hosting outdoor summer theater productions in the Band Shell. In addition, the site of the proposed park and Music Hall was previously Cycle Park which was best known for its outdoor summer theatre around the turn of the century. The new Music Green provides an opportunity to offer outdoor musicals again that could complement DSM's season or be a series in its own right.

Both institutions have the opportunity to create pre-show, pre-tour, or pre-opening programming



Museum Area: Music Green



Bird's Eye View of Music Green

themed around an exhibition or show including film screenings, outdoor artists demonstrations, or just a space to pause and unwind before the festivities begin. The space could also be used for fundraising events such as galas or members receptions. This space also allows both groups to collaborate and potentially bring joint programming that meet their missions to this shared space.

In addition, Music Green could be another major stage area for the State Fair of Texas, and offer another green pocket to further the connectivity between the Museum Area and Esplanade Area. On non-event days, food trucks or a more permanent food establishment will allow guests to gather to grab a bite to eat while listening to live music over the lunch hour. To further the music part of Music Green, there should be outdoor musical instruments like a piano, xylophone, and drum set, children's music classes in the morning, or even a music cart with instruments to use in the park.

The design of the space should include a flexible central lawn area, paved plaza areas, overstory trees lining the edge of the lawn, and integration of public art and interpretive elements that highlight and recall the former location and cultural importance of the Hall of Negro Life. The simple, yet flexible design will allow for more casual, everyday use by the community. Additional consideration for the design of the lawn space should include the use of pervious pavements in plaza areas for stormwater capture and lawn geo-grid to support the weight of vehicles and



Music Hall

structures during the State Fair of Texas and other large events.

The previous design of the Music Green in the 2003 Fair Park Comprehensive Development Plan was located over underground structured parking, which is not part of the current Master Plan Update design. Parking in the area adjacent to Music Hall and the African American Museum would be accommodated in a parking structure located on parking lots 5B and 5C.

Additional seating, lighting, and wayfinding components will link the green to the Park's other open spaces.

Music Hall

The Music Hall is a nationally recognized venue for Broadway touring companies and the current home of Dallas Summer Musicals (DSM). Built in 1925, the building, originally known as the Fair Park Auditorium,

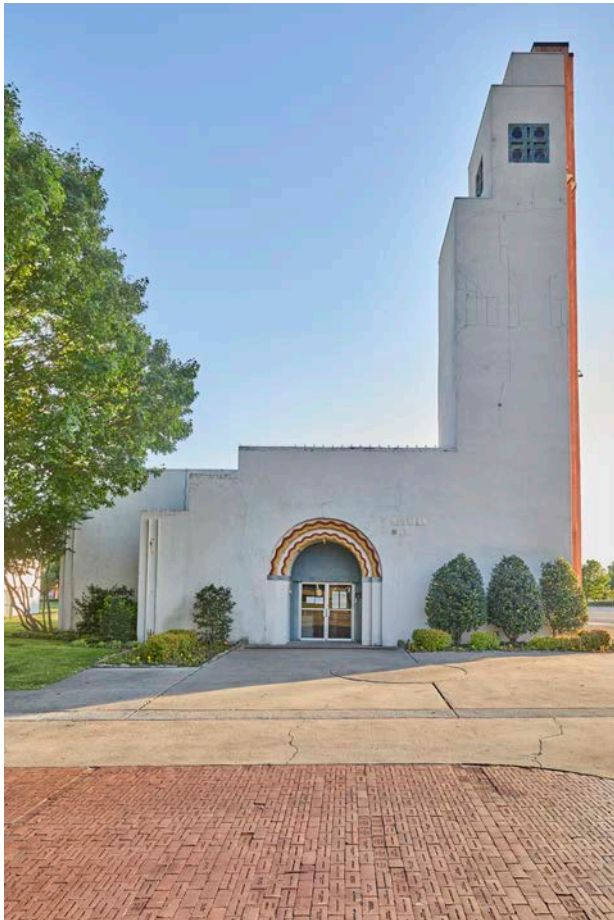


African American Museum

was a 3,500 seat concert hall considered one of the grandest in America at the time. For the 1936 Texas Centennial, General Motors used the building for their exhibits and during the 1937 Pan-American Exposition, it was turned into a casino. Shortly after the Exposition, DSM moved in and has remained for over eighty years presenting Broadway shows year-round along with a rich calendar of educational and community outreach programs. The addition of the nearby hotel and greenspaces will only amplify their audience, access, and offerings. No changes in use or occupancy are anticipated or recommended.

African American Museum

The African American Museum (AAM) is a renowned, long-standing art and cultural institution located right inside Gate 5 in the Museum Area. The museum was born out of a collection originally housed at Bishop College, now Paul Quinn College, a historically black college. The museum is the only one of its kind in the



Hall of Religion

Southwestern United States and boasts one of the largest collections of African American Folk Art in the country. Beyond their own permanent collection, AAM houses the Texas Black Sports Hall of Fame, hosts the annual Texas Black Invitational Rodeo and Southwest Black Art Exhibition, and offers an extensive

programming and exhibitions calendar. The addition of the nearby hotel and Music Green will only amplify their audience, access, and offerings. No changes in use or occupancy are anticipated or recommended.

Hall of Religion

The Hall of Religion was part of the 1936 Centennial and consisted of an assembly hall, exhibit space, reception rooms, and a patio. Only half of the Hall of Religion remains today and over the years it has had an assortment of uses: visitor center, storage space, and eventual offices for Fair Park management. The 2003 Fair Park Comprehensive Development Plan (page 102), outlines the reconstruction of the portion of the building that was demolished and what this expanded Hall of Religion could be used for. With its current footprint, the space lends itself to being a small art gallery or studio with room for small workshops and even an artist residency program. The original Hall of Religion building was covered with artwork internally and externally and returning the current building to a place filled with art would be symbiotic and symbolic. With its proximity to the new Music Green and proposed hotel, the space can also be converted into a cafe, visitor center, or gift shop. The building could remain an administrative building if there is a critical use.

Magnolia Lounge

Originally the hospitality lounge for the Magnolia Petroleum Company (Mobil), the Magnolia Lounge is the only building on campus with a modern design and is considered the first International-style building



Magnolia Lounge

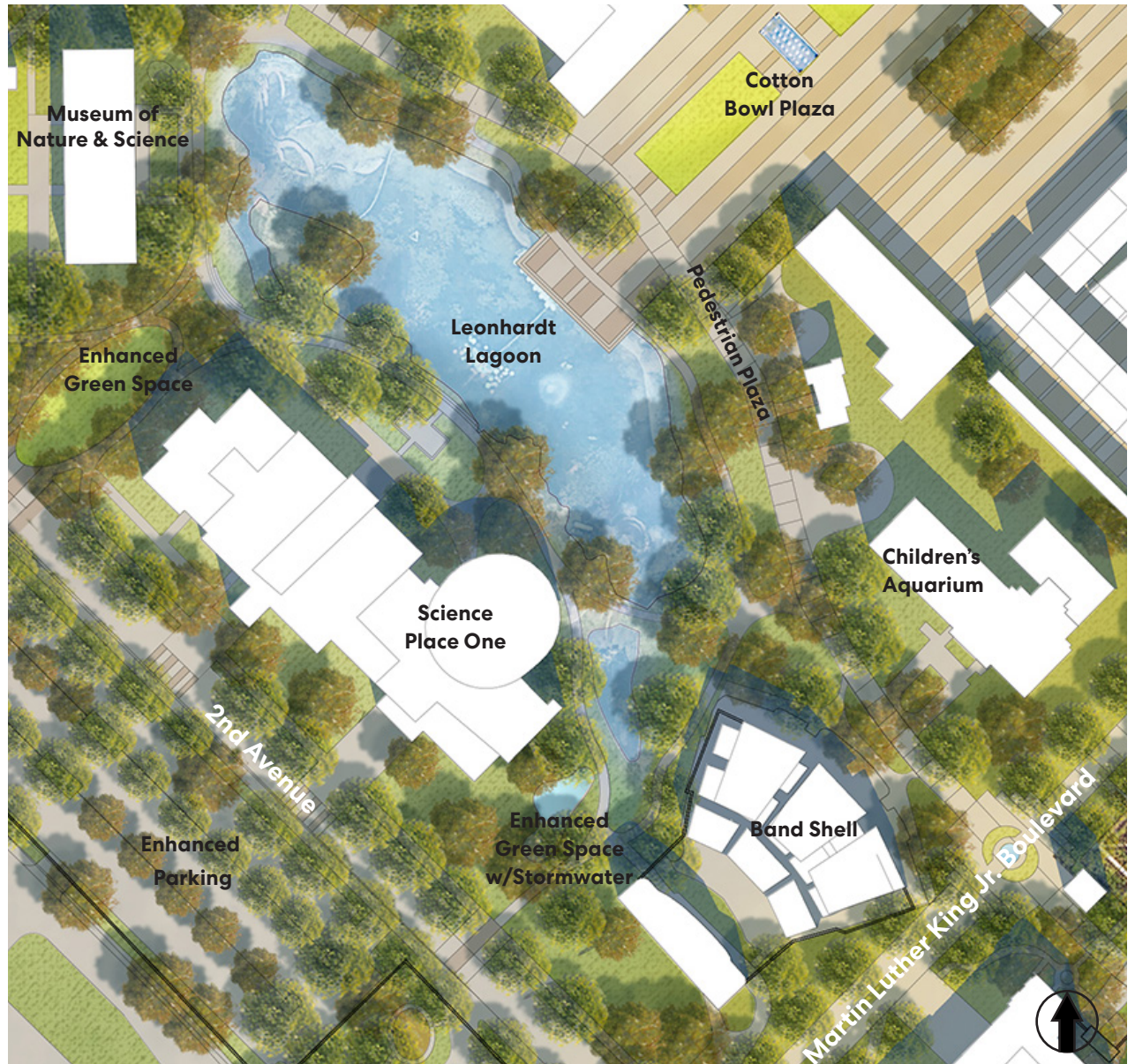
built in Texas. In 1947, the building was converted into a theater where American theater icon, Margo Jones, launched the American Regional Theater movement and the first professional arena theater (theater-in-the-round) in the country. After her death, the lounge functioned as a visitors center for Fair Park for a couple of decades. It currently houses the offices of the Friends of Fair Park and the theater space still stages around 25 plays annually by outside theatre groups and productions.

The Magnolia Petroleum Company's slogan for the building was "Be Our Guest and Rest at the Magnolia Lounge." The original spirit of the building should still be upheld while also honoring its theatrical history. The theater should still be available to rent for productions by local theater groups but year-round should be open to the public as a coffee shop, hospitality lounge, or

visitor center. The exterior first and second floor patio space would be a natural extension of a cafe or lounge. The theater can also be programmed as a pop-up jazz lounge, mini movie theater, or stand-up comedy house.

Leonhardt Lagoon

The Leonhardt Lagoon has served as a slice of nature and tranquility on the Fair Park campus since 1936, when it was built as part of the Texas Centennial and the centerpiece to the original Cultural District of Dallas. Nature, art, and architecture meld together at the Lagoon, with Art Deco buildings surrounding a pond filled with Texas flora and fauna, and with two “play” sculptures flanking it. The Lagoon provides an oasis in the heart of Fair Park and is the most important ecological feature on campus. The Lagoon is a space that is regularly used by the community, and should be restored to include a new filtration system, aquatic vegetation, and enhanced native landscaping along the shoreline. The Master Plan



Museum Area: Lagoon

Update recommends new and improved multi-use trails around the Lagoon area, as well as enhanced hard and soft Lagoon edges. The hard edges include new overlooks, seating areas at the edge of the Lagoon, and the soft edges include enhanced landscape and planting areas.

The original greenspace for the campus, the Lagoon already is a welcoming attraction for guests and serves as an excellent site for programming. A series of interim programs have already been tested at the Lagoon, and there are a wide array of opportunities to enhance the space with minimal programming and amenities.

Programming in the Lagoon should take full advantage of and highlight the site's natural setting and serenity. With some enhancements, visitors can enjoy nature, recreation, and history all in a short stroll. The Lagoon offers groups visiting the surrounding institutions a natural space to unwind, have a picnic, and take a mini-recess. The space is ideal for varied programs such as slow movement classes, story times in the mini amphitheater, and domino or chess tournaments. The in-ground mini amphitheater was originally used for marionette plays and is a perfect space for an outdoor lecture hall or for children's programming such as puppet shows, magic shows, or educational demos. There is an opportunity to add rotating art installations, horticultural displays, and historical displays and to create new water-based activities like model sailboat meetups or offer different types of rentable watercraft. The swan boats that

currently operate on the Lagoon should increase their operation to run the full calendar year and be open during peak hours.

The site's location between three large buildings - the Children's Aquarium, Science Place One, and the Museum of Natural History - provides an opportunity to partner and create joint programming in a shared, public space, whether it be progressive tours, outdoor exhibits, family days, or a shared outdoor classroom or studio. There is also an opportunity to create an outdoor sculpture garden in and around the Lagoon.

Movable tables and chairs, lounge chairs, hammocks, public Wi-Fi, and a concession kiosk serving coffee, ice cream, and snacks, and a dedicated game cart would serve the public well and increase dwell time. Improved sidewalk connections from parking areas along 2nd Avenue to the Lagoon and other destinations will include seating areas, lighting, wayfinding, signage, and areas of enhanced landscaping.

Band Shell

With its iconic arches and illuminated rings, the Band Shell is the crown of Fair Park. The Band Shell is Dallas's version, albeit smaller, of the Hollywood Bowl and it is a destination in its own right. The Band Shell was once a frequently used venue and has been a home for premier arts and entertainment like Shakespeare Dallas, Opera Under the Stars, Dallas Wind Symphony, and the beloved bird show hosted during the State Fair.



Band Shell

The proposed improvements to the Band Shell include adding an architectural canopy over the seating areas of the Band Shell to provide protection from inclement weather. The canopy should be designed as a series of three separate structures to ensure that the scale and overall mass is fitting within the context of Fair Park.

With unpredictable Dallas weather, the proposed shade canopy would keep attractions and shows in the Band Shell, rain or shine. The Band Shell is an ideal size and the perfect setting for plays, concerts, movie nights, simulcast performances, watch parties, and speeches and rallies. Bringing in a resident theater company, partner organizations, event producers, or a venue operator will help create regular use of this icon. The amphitheater can also be a resource for the neighboring communities, churches, and schools,

and play host to film festivals, community concerts, theater productions, talent shows, and even local graduations and award ceremonies.

There is also a chance for Fair Park First to create or host a multi-day concert series, similar to Fortress Festival in Fort Worth or Homegrown and Old 97's County Fair in downtown Dallas. In contrast to a single show at Dos Equis Pavilion or the Music Hall, multi-day events keep the audience around longer and encourage visiting other nearby cultural or business venues. These events would generate room nights for a potential hotel as well.

The stage has a building attached to it that previously operated as a green room and now is used as office space. With the proposed programming and uses for the Band Shell will need a green room and staging area and this should be the primary use of this building.

Science Place One

A major piece of the 2003 Fair Park Comprehensive Development Plan was the Museum Green project which proposed a building expansion for Science Place One and the Museum of Natural History into parking lots 5A and 6A (page 87). The goal was to provide more space for these institutions so they could remain on the Fair Park campus. In 2006, the Dallas Museum of Natural History, The Science Place, and the Dallas Children's Museum merged and became the Perot Museum of Nature and Science. With this merger came the need for more



Science Place One

additional space and as the institution grew, so did that need for more space. In 2012, a new state-of-the-art Perot Museum of Nature and Science opened just north of downtown Dallas and Science Place One has sat vacant ever since.

The building that is Science Place One was originally half the size and built to house the collections of the Dallas Museum of Fine Arts. Upon the museum's departure in 1983, the museum became Science Place One and operated as a science museum until its subsequent departure in 2012. The building had two expansions, one for additional gallery and classroom space and another for a then state-of-the-art IMAX theater.

That said this building is no stranger to renovation and reuses and has a multitude of possibilities. With its extensive footprint and assortment of exhibition space, offices and classrooms, multiple entrances,

and an IMAX theater, the occupancy of this building could be multiple, complementary tenants that could include a mix of:

- Non-profit organizations with a technology or art focus.
- Museum or educational non-profit organizations for children.
- Meeting rooms or conference center.
- Flexible space for start-ups.
- Coworking space.
- Independent movie theater.
- Community focused organizations with job training, workforce development, and/or health resources.
- Community recreation center that include childcare and/or a community resource center.
- After school programs for local youth.
- Café or restaurant.

A larger institution, such as a college or university, could make use of the whole building as a new campus or research space or for job training and workforce development.

Museum of Nature and Science

The Museum of Nature and Science, originally the Museum of Natural History, is another building that has remained vacant since the departure of the

Perot Museum of Nature and Science in 2012. In the 2003 Fair Park Comprehensive Development Plan, the building was part of the Museum Green Project expansion. The new use for this building will have to incorporate a unique feature of this building. The building was originally created to visually tell the natural history of Texas since the dinosaurs. Over fifty dioramas were created to depict this and are a permanent feature of this space. The recommended uses of this building include:

- Non-profit organizations focused on environmentalism, sustainability, and preservation.
- Public or private art museum or art space.
- Experiential and interactive museums (rotating or permanent).
- Latinx museum and cultural institution that compliments the neighboring African American Museum.
- Event venue.
- Food hall.

Children's Aquarium

The building has always operated as an aquarium since its inception. With only twelve aquariums in the entire United States in 1936, the original Hall of Aquatic Life was the first aquarium ever built in the state of Texas. Shortly after the Centennial the Dallas Zoo took over management and changed the name to the Dallas Aquarium. Since the 2003 Fair Park



Children's Aquarium

Comprehensive Development Plan, the aquarium has undergone extensive renovations and was reopened as the Children's Aquarium at Fair Park.

In 2020, due to the economic downturn from the Covid-19 pandemic, the Dallas Zoo had to close the Children's Aquarium. This is a historic loss to the campus but provides an opportunity for a new operator or a new use. The building could remain

a specialty aquarium with a public or private operator or could be repurposed into a water-related facility for aquaponics farming and research or aquaculture. The space is designed to be an aquarium but some alternative options could repurpose the space, like a alternative museum, food and beverage incubator, or a trade school.



Museum Area: Texas Discovery Gardens and Formal Gardens

Aquarium Annex

Extensive renovations have been completed since the 2003 Fair Park Comprehensive Development Plan on the Aquarium Annex, originally the Christian Science Center. The Annex was meant to be the classroom and educational space for the Children's Aquarium but renovations were only completed in 2019 shortly before the Covid-19 pandemic hit. With the departure of the Children's Aquarium in 2020, the building is freshly renovated and in need of a tenant. The space is only 2,050 square feet which makes it the perfect size for a small cafe, community kitchen, or a local food pantry. Already repurposed into classrooms, the space can be used as meeting rooms or even an art or music studio. Fair Park First, an onsite institution, or an outside management could operate the space.

WRR and Science Place II

A combination of one historic building merged with newer construction, this building as a whole is owned and operated by the City of Dallas. The newer side is operated by WRR-FM: Classical 101.1 FM and serves as their studio and office space. The 2003 Fair Park Comprehensive Development Plan recommended WRR move into the proposed Gulf Oil Building in the Esplanade Area.

The historic side was originally the Hall of Domestic Arts during the Centennial. Post-Exposition it added a planetarium and classrooms and became the Dallas Health and Science Museum which later merged with the Perot Museum of Nature and Science until its

departure from Fair Park. Recently it has undergone a major facelift to become the City of Dallas' broadcast studios.

As usage of the site increases, it is recommended that both buildings offer programs and experiences that are open to the public.

Formal Gardens

An idea originally identified in the 1906 Kessler Master Plan for Fair Park, the Master Plan Update identifies a new Victorian-style formal garden area that will be located adjacent to the proposed Cash Register building and will showcase native Dallas perennial flowers and shrubs.

Texas Discovery Garden

No major improvements are proposed for the current Texas Discovery Garden, formerly the Horticulture Building. The existing 1.2-acre parking lot across 1st Avenue from the Texas Discovery Gardens will become a new outdoor exhibit area to highlight the Texas Blackland Prairie. This new outdoor prairie garden area will connect the core Texas Discovery Garden to the proposed 3.3-acre linear Blackland Prairie Trail along Pennsylvania Avenue. The proposed Blackland Prairie Trail area is approximately 2,000' long and a minimum average width of approximately 60'.

The building and connected gardens should continue to focus on its original purpose, horticulture and ecology, while also expanding its uses. The gardens can be used as a community garden or City nursery



Texas Discovery Gardens

with plant propagation and research. The gardens could also include an urban farm for growing produce with an onsite farm-to-market restaurant and store with regular farmers markets. Partnering with the nearby Big Tex Urban Farms located in the Midway would be mutually beneficial.

MLK Gateway Park (Gate 6)

As mentioned previously in the Parks and Open Spaces section, the MLK Gateway Park is approximately 1.3 acres. Its key features will include:

- An open flexible lawn area and a fully accessible play area.
- An informal area for public gatherings, outdoor learning, or a space for outdoor games.
- Native plant landscaping.
- Improved lighting and public realm furniture.

The entrances and gates are Fair Park's first impression to guests. The MLK Gateway Park will be the first impression of Fair Park to those passing by and help further solidify its image as a public park. This park is meant to help create a sense of arrival for visitors at one of the main entry points, Gate 6, but also be an attraction and amenity for the neighboring communities south and west of Fair Park. The MLK Gateway Park offers opportunities for new programming and daily activation that will draw more people into Fair Park on a daily basis. The MLK Gateway Park should include amenities such as movable seating, free Wi-Fi, lounge chairs and play structures for the neighboring children. The park should feature a rotation of fitness and wellness programming as well as joint programming with nearby institutions in the Museum Area. The space could naturally function as a social gathering space for family reunions, picnics, and birthday parties.

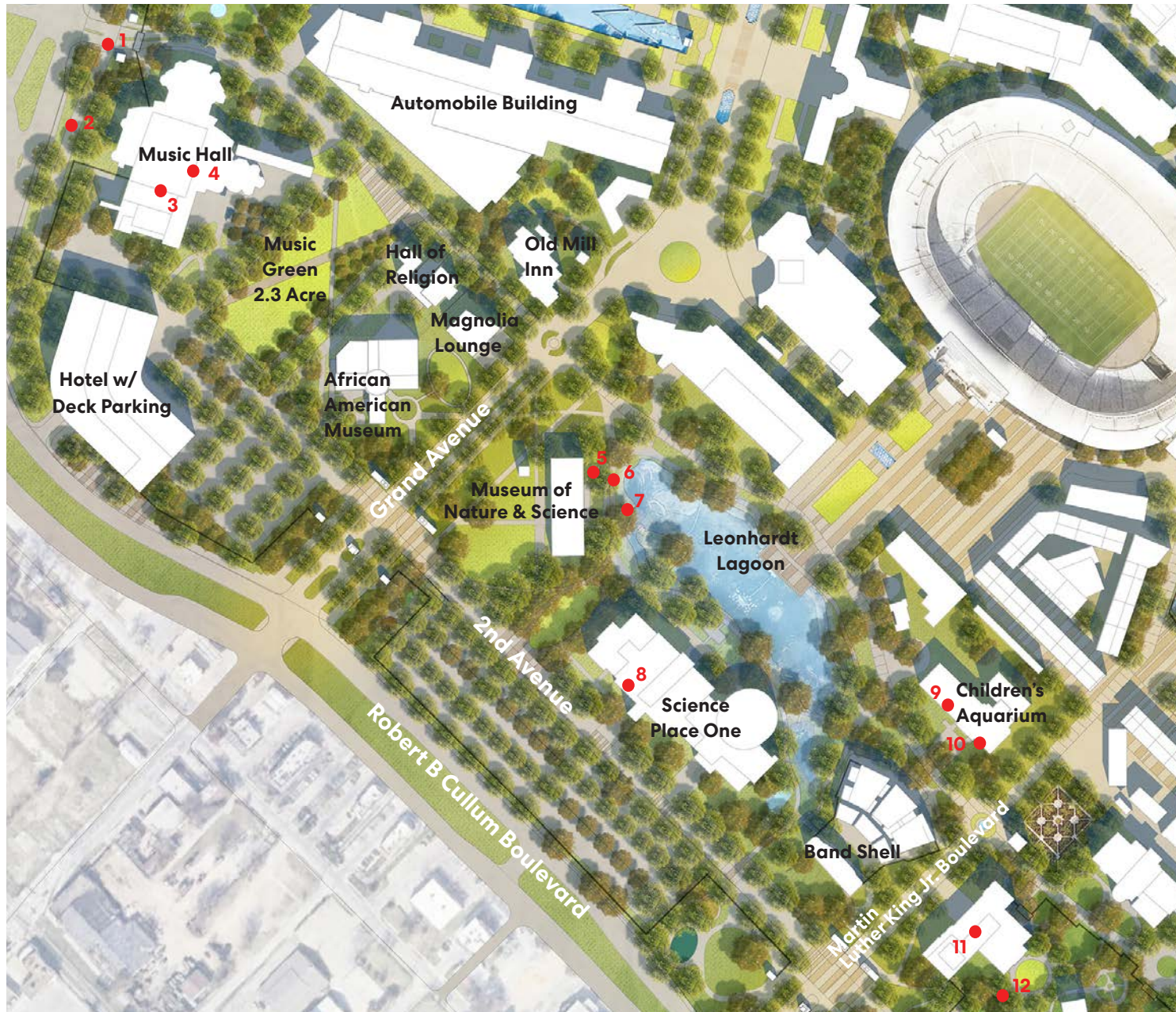
The Gateway Park will also include native landscaping, improved lighting, and public realm furniture. The design of the space should be particular to its location and reflect and respect the characteristics of the Museum Area and cultural district of Fair Park.



Museum Area: MLK Gateway Park



View west towards MLK Gateway Park



The following graphic identifies the location of public artwork within the Museum Area.

Museum Area: Public Art

- 1. Animal Head Medallion: Sheep**
Unknown Artist, 1936
Gold Leaf
- 2. Animal Head Medallion: Horse**
Unknown Artist, 1936
Gold Leaf
- 3. Crystal Chandelier**
William, Martin, 1970
Crystal
- 4. The Torch Bearers**
Charles J. Umlauf, 1963
Bronze
- 5. Jumbo**
Tom Tischler, 1989
Bronze
- 6. Sagittaria Platyphlla**
Patricia Johanson, 1986
Colored Gunitite
- 7. Pteris Multifida**
Patricia Johanson, 1986
Colored Gunitite
- 8. Doors representing the Symbols of Various Arts**
Madelyn Miller, 1936
Bronze and Aluminum
- 9. Sea Horse Panels**
Allie V. Tennant, 1936
Stone
- 10. Untitled, Aquatic Frieze**
Allie V. Tennant, 1936
Stone
- 11. Imago**
i.e.creative, 2011
Glass
- 12. The Gossip**
Bjorn Winblad, 1980
Bronze



The Festival Area

Overview

The Festival Area serves as the heart of the Park and is one of the most recognizable areas on site. The improvements proposed within this area will transform the space from a closed and fenced-off area into an active and programmed civic space. The proposed enhancements will increase access to this area through improved connections that draw visitors from other parts of the Park to this area with new amenities, activities, and attractions.

Festival Area Objectives:

- Create an accessible festival space along the promenade that can be programmed and activated on a year-round basis. This will result in a year-round, thematic connection to the beloved State Fair of Texas.
- Expand the Cotton Bowl Plaza to allow for additional programming, activation, and event staging.
- Provide more opportunities for enhanced stormwater management and reduced heat island effect in the area.
- Provide enhanced connections through the area to connect the Midway to the Leonhardt Lagoon and Agrarian Area.

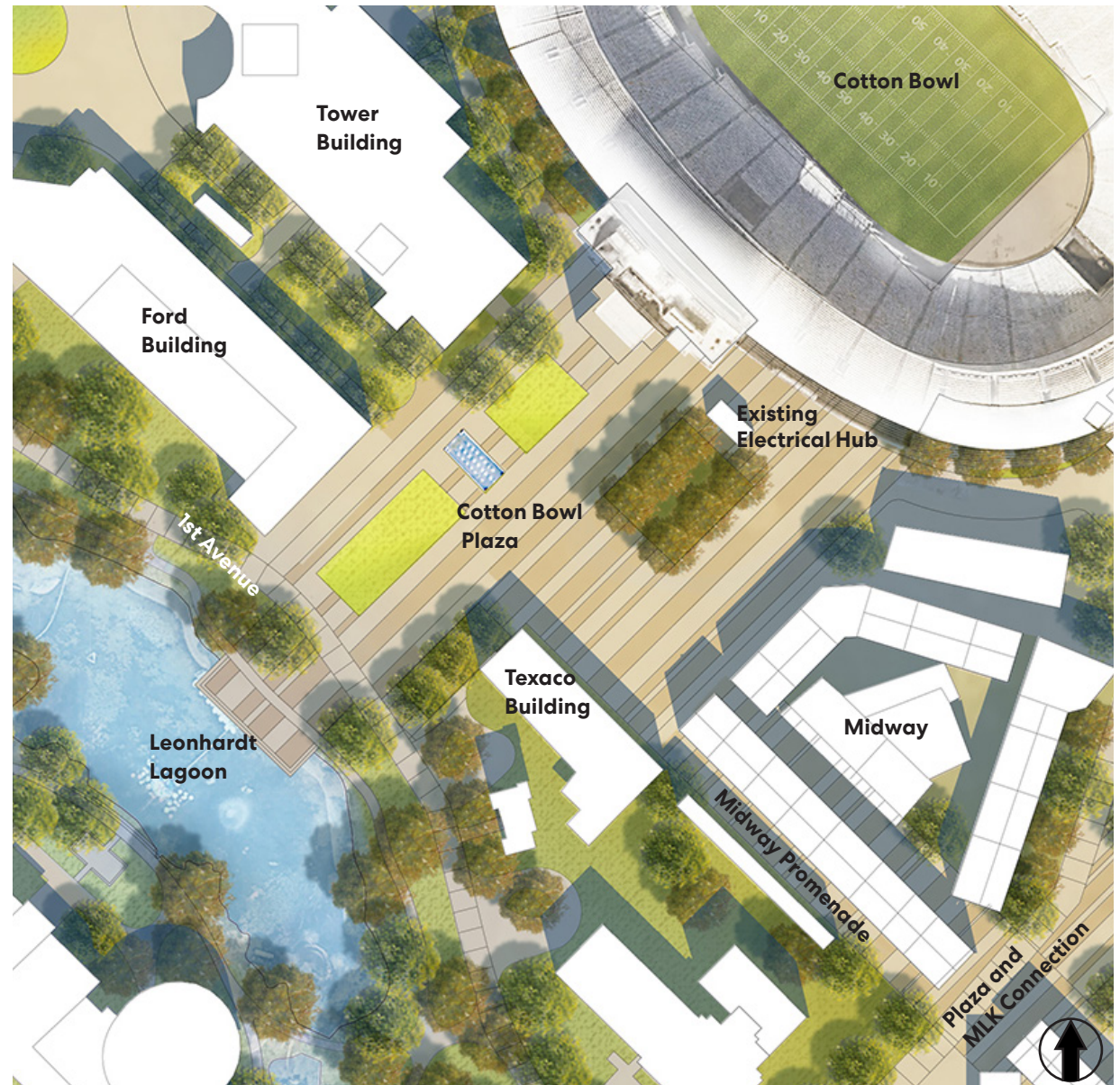


2020 Fair Park Master Plan Update: Festival Area

Cotton Bowl Plaza

Cotton Bowl Plaza sits at the doorstep of one of the most iconic stadiums in the country and is a key link between the Midway, Court of Honor, and the Lagoon areas. The proposed expansion of this Plaza, from one to approximately 3.3 acres, will allow for improved connectivity between these areas of the site, as well as provide a larger central flexible space for programming and activation. With a growing schedule of concerts and sporting events coming to the Cotton Bowl, the Plaza is a perfect space for pre and post activities. Whether it be a fan fest or after party, visitors will have ample space to extend their experience right adjacent to the Cotton Bowl.

The space will be designed to incorporate a new interactive water feature, overstory tree planting area to provide relief from the sun and capture stormwater, ground level planting areas connecting the front of the Cotton Bowl to the Lagoon, and distinctive pavements. The Plaza will also be upgraded to include additional water and electrical systems to support a variety of events and activities, as well as support current use of the space during sporting events, concerts, and the State Fair of Texas. During the State Fair, these enhancements will allow for a much larger outdoor food hall. On non-event days, the plaza will serve as a central intersection of the campus and allow for comfortable traversing. With the added water feature, the space will be ideal for kids and their families to gather and cool down during hot weather.



Festival Area: Cotton Bowl Plaza

The existing electrical switch/hub in the Plaza will be located in an enclosed, lockable structure with a new architectural canopy and serve as an area to gather information about Park events. This structure will be located directly adjacent to the new overstory tree planting area, which will provide additional visual buffering while creating another area for informal seating and provide a potential area for underground stormwater storage.

Cotton Bowl

The Cotton Bowl stadium is an icon of Texas sports and the home that built some of the largest rivalries, most successful franchises, and fondest memories in the nation. When built in 1930, it was the largest stadium in the South and is now the 10th largest football venue in the nation. It has been an incubator of some of the nation's most notable teams and sporting events, including:

- Original home of the Dallas Cowboys and Dallas Texans (now the Kansas City Chiefs).
- Original home for Dallas' North American Soccer League (NASL) and Major League Soccer (MLS) teams, the Dallas Tornado and FC Dallas (then the Dallas Burn).
- Home of the SMU Mustangs football team for over 50 years.
- Site of one of the the biggest NCAA football rivalry game for almost 90 years, the annual Red River Showdown between University of



Cotton Bowl with Cotton Bowl Plaza in the foreground

Texas and University of Oklahoma.

- Original home of the annual Cotton Bowl Classic for 72 years.
- Hosted the NHL's first outdoor hockey match in the South, the 2020 Bridgestone NHL Winter Classic.

With these accolades, developing a space onsite for rotating exhibits or a hall of fame is recommended. The Cotton Bowl is a piece of history in itself and

instead of being an imposing, inaccessible relic it should have days it is open for the public to see and experience.

The Cotton Bowl should continue to be used for major sporting events and concerts, but could also host multiple local sporting events, such as high school rivalry matches and local football and soccer camps. With all its history, offering guided tours and overnights would be another way to dust off

the cobwebs between gamedays. The Cotton Bowl could also create its own programming and offer a community “sports combine” or field day so visitors can test their skills, on the site where the greats played. This would be an apt add-on event alongside the Dog Bowl and other signature events.

Midway

The redesign of the Midway area will enhance circulation and allow for more daily use, activation, and programming of the central promenade. The improved circulation will connect the heart of the Park to the western edge of campus and the new Community Park. Proposed improvements will open parts of the Midway that are currently closed and fenced-off all year except for during the State Fair of Texas, by relocating the State Fair storage area security fence. This storage area will be reduced in size from approximately 20 acres to approximately 11.3 acres, and should be surrounded by an upgraded fence that includes a rotating display of interpretive graphics that highlight the cultural history of the site, display regional art work, or identify upcoming programming and Park events.

The proposed changes to the Midway area also include the removal of approximately 180 feet of overhead canopy structure. The removal of these portions of canopy will allow for an expanded Cotton Bowl Plaza, as well as provide an improved access corridor (alignment of MLK Boulevard) to the north through the Midway. The existing overhead canopy structure along the promenade will remain in place,



Festival Area: Midway Area



Midway

and will continue to provide protection from the sun and inclement weather during expanded activation and programming efforts. A new, improved plaza will also be created in the heart of the Midway area along the MLK alignment.

This plaza will incorporate existing canopy trees and include a pervious pavement ground-plane with enhanced seating and landscaping.

By opening half of the Midway to the public, regular, year-round use is possible. Outside of the State Fair, the Midway will serve as a new

location for outdoor programming and events. The enhancements to the Midway allow for opportunities to incorporate the built-in awning structures and the permanent State Fair rides, such as the Texas Star, Texas Skyway, and the 1914 Dentzel Carousel. There will also be an opportunity to partner with the on-site farm, Big Tex Urban Farms, or work with independent operators to create recurring farmers markets to offer fresh produce and local goods to the surrounding community. The permanent awning promenade will also allow for outdoor markets that can be

stand-alone events or tied to an external special event or festival.

Future planning efforts within the Festival Area should consider a future physical connection between the Midway and Dos Equis Pavilion. This connection would likely be a bridge connection that would allow for improved pedestrian circulation between the end of the Midway area and the lawn area at Dos Equis Pavilion. For ADA accessibility, it is likely that an elevator at the bridge structure will be required.



Agrarian Area

Overview

In the 2003 Fair Park Comprehensive Development Plan, the Agrarian Area was identified as a new front door to Fair Park. The Master Plan Update identifies a series of improvements along the northern edge of the Park by providing enhanced entrances, new Gateway Parks, and enhanced landscaping at the edges of the Park.

The north edge of the Park is currently an area that is almost entirely paved, with areas that create pedestrian and vehicular conflicts. This area remains important to the overall Park because of its direct access to the historic core of the Park, a major entrance to the State Fair, home of the Dallas Mounted Police Patrol, and the historic agrarian buildings.

Agrarian Area Objectives:

- Improve the connection to Fair Park with the creation of Gateway Parks and enhanced entrance gates.
- Create 'greener' Park edge with landscaping and overstory trees.
- Provide streetscape improvements for the north edge into the core areas of the Park.



2020 Fair Park Master Plan Update: Agrarian Area



2020 Fair Park Master Plan Update: Agrarian Area



Blackland Prairie ecoregion

Blackland Prairie Trail

Fair Park resides in the Blackland Prairie ecoregion, which once occupied most of North and Central Texas from the Red River south to San Antonio. Now, there is little more than one percent of prairie left. This underscores the need for more projects that recreate and restore natural habitat in Dallas.

The proposed Blackland Prairie Trail spans both the Festival and Agrarian Area. The approximately 2000 foot long linear Blackland Prairie Trail will improve pedestrian circulation along Pennsylvania Avenue and provide an improved connection from the core of the Park to the new Community Park located between Pennsylvania and Fitzhugh Avenues. The Blackland Prairie Trail will also enhance biodiversity in the Park

by creating approximately 3.3 acres of new prairie habitat and provide new opportunities for outdoor learning environments. The opportunity to partner with the Texas Discovery Garden to design, plant, and maintain the prairie, as well as create educational opportunities and environmental job training should be prioritized.

With the restoration of this habitat, programming along the trail could include butterfly and bird watching, as well as provide an outdoor classroom for naturalists and educators to experience scarce habitat in an urban environment. Camps, butterfly releases, field trips, walking meditations, garden club meet ups, and scavenger hunts are just a few of the complementary programs possible on the trail. A series of interpretive signs can help identify plant species and explain the ecology.

With the new trail, guests will be connected to an area that was once the backside of the campus, and will now be able to traverse areas of Fair Park that were primarily fenced off or inaccessible. The trail will connect the Community Park to the Cotton Bowl, the Midway Promenade, and the Festival Area, and will allow for walking and biking clubs to make this a weekly gathering area.

Jubilee Gateway Park (Gate 12)

As mentioned previously on the Parks and Open Spaces graphic, the Jubilee Gateway Park is approximately 1.5 acres. Its key features include:

- An open, flexible lawn area and a fully accessible play area.
- A small/medium dog park.
- Native plant landscaping.
- Improved lighting and public realm furniture.

The Gateway Park is designed with a series of flexible spaces to allow for new programming and daily activation to draw more people into Fair Park on a daily basis from adjacent neighborhoods. The design of the space should be specific to its location and reflect and respect the characteristics of the Agrarian Area.

The Gateway Park is a space where families can experience a more intimate setting with amenities curated by the community it serves. The Jubilee Gateway Park would include amenities such as movable seating, free Wi-Fi, lounge chairs, and play structures and games for the neighboring children, and a rotation of fitness and educational programming. The space could naturally function as a social gathering space for family reunions, picnics, and birthday parties.

Agrarian Area

The Agrarian Area is another bastion of Art Deco architecture and murals. However, no area of Fair Park is more underutilized all year round. The Texas Centennial Exposition was distinct among other World expositions at the time due to its inclusion of a significant agricultural component.

Architecturally, the area shares many characteristics of the “Texanic” architectural style with a rich collection of public art, but with a particular distinguishing attribute that makes it distinct from other areas of the Park. Nimitz Drive, the road through this area enjoys a closer, more intimate positional relationship with the surrounding buildings, much different than the truly grand scale of buildings and public ways found in the remainder of Fair Park. As such, it has much more of an urban street character that is unique within the Park. This distinguishing character presents many opportunities when considering activation options.

Although the corridor sits on the “backside” of the Cotton Bowl, this north entrance to the Cotton Bowl empties directly into the center of this area, presenting great opportunities to support and interact with Cotton Bowl special events.

Another feature is the Agrarian area’s relation to the remainder of the Park. It is comparatively remote from the current, primary entrance points of the Park. It is essentially “hidden” behind the Cotton Bowl with little exposure or connection to other activity and cultural areas of Fair Park. It is also the most accessible to the neighborhoods to the north, relating almost directly to



Texas Woofus

them without the large expanses of parking lots or the largest thoroughfares that separate the Park from the community. This presents a particular opportunity for interaction with and services to the northern neighborhoods.

The existing buildings in this area, while having impressive and attractive historic architectural features, are configured for the specific needs of animal activities. Notably, most lack air conditioning and heat. Neither do they have the ready ability to secure the exterior walls and

roofs to reasonably accommodate the addition of modern environmental controls. To update them to accommodate regular human use will likely be much more expensive than similarly sized buildings elsewhere in the Park.

New improvements like the walking loop and Blackland Prairie Trail will provide enhanced connections to the area and offer more opportunities for programming and activation. Enhanced landscaping in the area should also be considered to provide more places for social gatherings and interactions.

Given the singular nature of the agrarian usage, the difficulty anticipated with conversion of the buildings to a wider range of human uses, and the deeply entrenched need of these purpose-built facilities by the State Fair of Texas, the best uses with this area would be an expansion of agrarian-related uses. The Agrarian Area is the perfect setting for horse shows, pig races, livestock auctions, petting zoos, rodeos, and western-themed activities of all kinds. Various buildings could be used to house or show animals for local schools or clubs like FFA or 4H.

Additional programming opportunities include Lucha Libre wrestling classes or competitions, farmers markets, outdoor beer and wine gardens, food truck rallies, pop-up markets hoedowns and square-dancing lessons, barbeque cookoffs, or the creation of a new signature event around an iconic figure on the campus, the famous Texas Woofus.



Embarcadero and Food and Fiber Building

Due to its relatively remote location within Fair Park, this area would benefit from its own food and beverage facilities to support its own activation and perhaps that of the Cotton Bowl and the Coliseum. Recreation of the missing restaurant at the north entrance to the Cotton Bowl (Sam Houston Plaza), an option already identified and supported in this update as well as in the 2003 Fair Park Comprehensive Development Plan, should be the favored response to this need.

Embarcadero and Food and Fiber Building

The Embarcadero and the Food and Fiber Building are two mirror buildings that flank the entrance to the Agrarian Area and were originally the Agriculture and Food Exhibit Buildings during the Centennial. The buildings are used as exhibition halls but are used infrequently compared to others in the Esplanade Area. Alternative uses would need to be temporary

to accommodate the State Fair but could include experiential museums or installations, pop-up indoor sports arena (soccer, futsal, volleyball, or hockey) or sound stages.

Coliseum

A post-Centennial addition to the campus, the Coliseum is a multi-use arena used for western-themed programming and equestrian events during the State Fair of Texas. Previously it was the home to local hockey and basketball teams and a roller derby league. The arena should continue to be used for sporting events, concerts, and agrarian shows. This 7,000-seat arena could also host a bigger variety of sporting events such as indoor soccer matches, track and field events, chess tournaments, motorsports, and lacrosse, volleyball, and rugby games. It could also host more non-traditional sports like American Ninja, X Games, bike polo, obstacle courses, and ultimate frisbee. Non-sport uses could include movies on the court, car shows, summer camps, graduations, and a beer garden.

The following graphic identifies the location of public artwork within the Agrarian Area.

Agrarian Area: Public Art

- 1: Fecundity**
Carlo Ciampaglia, 1936
Oil Paint
- 2: Untitled Lunette Mural**
Carlo Ciampaglia, 1936
Oil Paint
- 3: Pollination of Nature**
Carlo Ciampaglia, 1936
Oil Paint
- 4: Wheat Harvester**
Carlo Ciampaglia, 1936
Oil Paint
- 5: Light Veil**
James Carpenter
Light Mesh
- 6: Billy Goat, Sheep, Pig, Horse, Cow and Donkey Murals**
Pierre B. Bourdelle, 1936
- 7: Texas Woofus**
David Newton, 2009
Metal



2020 Fair Park Master Plan Update: Agrarian Area



Esplanade Area

Overview

Recommendations for the Esplanade Area focus on the renovation and restoration of the historic heart of the Park. For all of its importance and historic significance, the core is one of the most underutilized areas of Fair Park. The historic buildings and outdoor spaces sit empty for a majority of the year, only coming alive during larger events like the State Fair of Texas.

Over the last couple of decades, many buildings in the historic core have been extensively renovated. In addition to these efforts, \$50 million of restoration work has begun on twelve projects funded by the 2017 City Bond (Proposition C).



Esplanade Area Objectives:

- Proposed building improvements within the Historic core that are identified in the 2003 Fair Park Comprehensive Development Plan will be carried forward in this Master Plan Update.
- Update landscape within the historic core. This is a replacement and enhancement of the existing landscape as needed, and not a redesign.
- Physical space improvements identified in the 2003 Fair Park Comprehensive Development Plan for the Esplanade Area will be adopted and carried forward in this Master Plan Update.
- Recommend changes to open space and parking lot areas include adding additional tree canopy and stormwater management elements.



Esplanade Fountain

Esplanade

Fair Park is the home to the largest collection of 1930s Art Deco exposition-style architecture and public art in the United States, and the Esplanade is its ground zero. This “historic heart” of the campus should be programmed with that in mind.

The 2003 Fair Park Comprehensive Development Plan outlined bringing back the evening light show that would be visible for miles and serve as a beacon of activity in the Park. This would be a primary program and would create regular evening activity and visibility.

Recurring public art tours, photography, plein air art classes, and art crawls will be attractions for artists and art aficionados. Night markets, roller skating and ice skating rinks in the Court of Honor, arts and crafts fairs, and holiday festivities all would encourage regular use of this Art Deco showpiece during the day and at night. The Esplanade is a very fitting space for

an art cart with art supplies free to the public to use. It would also provide a central hub for visitors to orient themselves to the campus and its many attractions.

The Esplanade and its two flanking exhibition halls, the Automobile Building and Centennial Hall, are the focal point for major events. Most weekends find them filled with trade shows and other specialty events. When the area isn’t filled with event-goers, programming the Esplanade will keep the area active and enticing. The lawns immediately adjacent to the fountain offer an ideal space to picnic while enjoying the Esplanade Fountain’s musical water shows. By adding movable seating and tables and a coffee cart, visitors will be able to kick back and bask in one of the greatest displays of Art Deco architecture in the United States.

Hall of State

One of the most impressive works of art on the campus comes in the form of the Hall of State, the building that commemorates the history of Texas and is considered the best example of Art Deco architecture in the state. The Dallas Historical Society operates out of this architectural marvel and offers rotating Texas-centric exhibitions, historic city tours, and lectures and has a large archival collection available to the public. It is also a popular venue for weddings and other special events. No changes in use or occupancy are anticipated or desired.



Gurley Gateway Park

The 2003 Fair Park Comprehensive Development Plan identified the need to improve community connectivity, especially to the neighborhoods to the north. With the proposed Santa Fe Trail connection, access to Fair Park from the north will be greatly improved along with the proposed gateway park. The Gurley Gateway Park's added greenspace provides the neighborhoods to the North and visitors traversing the trail a space to relax and recoup and provides nearby greenspace to bridge the Esplanade Area to the Agrarian Area.

The Gurley Gateway Park offers opportunities for new programming and daily activation that will draw more people into Fair Park on a daily basis. This Gateway Park in particular provides neighboring institution, the Dallas Historical Society, with a park space for expanded outdoor programming. The Gurley Gateway Park should include amenities such as movable seating, free Wi-Fi, a bike repair station, lounge chairs, and a play structure for the neighboring children. The design of the space should be appropriate to its location and reflect and respect the characteristics of the historic core and Esplanade Area.

Centennial Building and Automobile Building

The Centennial and Automobile Buildings are the primary exhibition spaces for both Fair Park First and the State Fair of Texas. They also define architecturally the Esplanade, and they are prominent in the most iconic images of Fair Park. Their statuary, murals, medallions, and bas relief art installations are also



Centennial Building

among the largest and most important. No adjustment in uses are considered for these buildings beyond improvements that allow them to be more usable, flexible, or marketable as exhibition halls.

Tower Building

The Tower Building, historically known as the Federal Building, is the tallest building on campus and housed exhibits of various United States government

agencies during the Centennial. Today the building serves a dual purpose. Half of the building is the administrative offices for Fair Park's operators and the other half is an exhibition hall. The exhibition side sees on average seven events outside of the State Fair and alternative uses could include a sound stage or pop-up food hall due to its built-in food stalls. No adjustment in uses for

the administrative side of the building beyond recommended infrastructure improvements (see page 229).

Grand Place

Grand Place is on the site of the original Ford Building and its primary use has been an exhibition hall. It was once used as an automobile museum but due to the need to vacate every fall for the State Fair the museum folded in 2012. The building sees on average four events annually, outside of its use during the State Fair. To increase usage outside of the State Fair, the building could be used for pop-up installations, temporary experiential museums, a makerspace or art studio, or a sound stage. The 2003 Fair Park Comprehensive Development Plan recommended an expansion to restore the building to its original intent as the Ford Building which includes a new visitor center, cafe, plaza, and glass atrium, all that will greatly improve this building's uses in the future (page 103).

Old Mill Inn

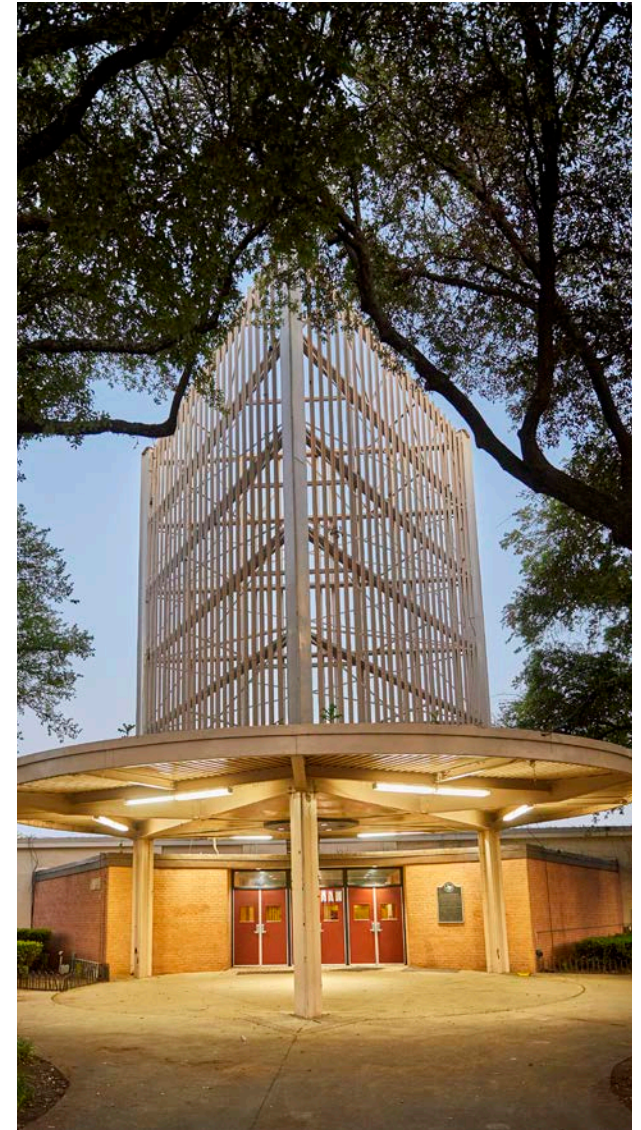
Old Mill Inn is one of the few buildings on campus that strays from the Art Deco-style. It instead represents the Novelty Architecture that was common throughout the 1936 Texas Centennial Exposition. It was originally constructed as a 19th-century flour mill replica and included three kitchens, a tea room, and an experimental mill, and hosted a rotation of national cooking stars. Currently it functions as the only restaurant on

campus but it operates primarily on the weekend. The building should remain a restaurant but the hours of operation need to align better with the hours and days the Park is open to better serve visitors. The building is also in need of extensive renovations and repairs (see page 228). With the addition of nearby hotels and greenspaces, the need for more food and beverage options will expand as visitorship increases. The upstairs and outdoor patio offers a restaurant operator space for private bookings and their own programming. The building's stone masonry, hand-carved beams, sprawling patio with water features, and stately fireplace lend itself to being an ideal location for a beer garden year-round.

Texas Vietnam Veteran's Memorial Gateway Park

Nestled adjacent to the Esplanade and the Parry Avenue Main Entrance, the Vietnam Veteran's Memorial Gateway Park already contains ample greenspace and a memorial fountain. With little enhancements, this already existing greenspace will become an inviting, usable corner of the Esplanade for guests to enjoy.

The Gateway Park should include amenities such as movable seating, free Wi-Fi, and lounge chairs. The site was originally a sunken garden and at one point a



Grand Place



Women's Building

miniature golf course. The design of the space should be special to its location and reflect and respect the characteristics of the historic core and Esplanade Area.

Women's Building

One of the oldest structures on the campus, the Women's Building has seen many different uses over the years. The building has been a coliseum with livestock shows by day and musical theater by night,

an administrative building, and most recently it was repurposed into the Women's Museum: An Institute for the Future. This Smithsonian affiliated institution opened in 2000 and due to a lack of funding closed down eleven years later. The building has remained vacant except for seasonal use during the State Fair of Texas.

The building is distinct when compared to others

on campus, it has plentiful windows, features easy access from both the interior and the exterior of the Park and has the most modern upgrades. Reuse as a museum or other cultural or arts facility that would augment the cultural, educational, and entertainment opportunities at Fair Park while also providing significant activation at the primary park entrance is the preferred use. This is especially true if needed renovations could be minimized, speeding the transition and keeping the capital investments to a minimum.

Other uses that would require greater modifications, but which would be appropriate for this location include:

Dedicated educational activities, especially for adults, where classes and activities occur both during daytime and into the evening. This would include college-level education, technical training and job skill development. This would likely be an ideal location and facility for preservation trades training programs that could in turn provide cost effective assistance in maintaining Fair Park's many historic structures.

Fair Park core management facilities. These might also include State Fair of Texas offices and should include the visitor's center and the Fair Park Interpretive Center. This could also include offices for long-term vendors and contractors.

Co-working/business incubator spaces to support community start-up businesses.

Configure building to accommodate multiple, smaller start-up museums.

The D.A.R. House

The Jane Douglas Chapter House of the Daughters of the American Revolution (D.A.R.) was originally constructed as a “hospitality house” for the Continental Oil Company and designed to look like a miniature Mt. Vernon. Along with the Old Mill Inn, it is one of the two remaining examples of Novelty Architecture that was once common throughout the exposition grounds. Shortly after the Centennial the building was given to the D.A.R. chapter and has remained with them ever since. The building houses a collection of Revolutionary era memorabilia and artifacts as well as the Elizabeth Wright Library. The only time the space is open to the public is during the State Fair of Texas. As usage of the site increases, it is recommended that the D.A.R. House open year-round to the public as a patriotic museum.

Landscape Improvements

One of the primary recommendations for the Esplanade Area is to consider long-term enhancements to the existing native southwest landscape. The sparse landscape in the Esplanade Area consists of open lawn areas, ground-level plantings at the edge of historic buildings, individual trees or clusters of trees, and four courtyards that each represent the flora and fauna of a specific region of Texas. The Master Plan Update recommends an interpretation of the

historic landscape, utilizing native plants and other plant materials that are suitable to the changing climate in the region. Protected view corridors should be maintained to ensure proposed landscape improvements fit within the historic context of the Esplanade Area.

The previously identified four courtyard gardens date back to 1936, and were designed by Hare & Hare, Landscape Architects, a firm from Kansas City, Missouri that had a wide impact across North Texas. The four individual courtyard garden areas created by the Esplanade Building Architecture were divided into the four major regions of Texas. On one side of the Esplanade’s reflecting pool visitors would experience gardens evoking arid West Texas and tropical South Texas. On the opposite side, visitors would experience plants commonly found in the big-sky prairies of North Texas to the piney woods of East Texas. The original plans contain plants that are non-native to the area, or even to North America. In light of an increasingly volatile climate, species collapse (such as the disappearance of billions of songbirds in North America), and more, the new gardens should go one step beyond restoration, addressing the issues facing our world today. Using only native plants of each region showcases the beauty of Texas’s native flora, and is a demonstration of a sustainable, pollinator-attracting, water-conserving, low-maintenance landscape that people can duplicate in their home lawns and gardens.

Restoration of the heritage gardens using the original planting plans is the starting point. Preserving the native species represented therein, and building upon that with other native species, would present an opportunity to restore a sense of history to the Fair Park grounds. It would conserve the original intent of the Esplanade, highlight the heritage of this iconic space as envisioned by the original landscape architects, and set the stage for the future.

In addition to the enhanced landscaping, increased maintenance should be considered to enhance and maintain the character of the Esplanade Area and protect the investment.



The following graphic identifies the location of public artwork within the Esplanade Area.

Esplanade Area: Public Art

1. Animal Head Medallion: Goat

Unknown Artist, 1936
Gold Leaf

2. Buffalo Hunt and Wagon Train Frieze

James B. Winn, 1936
Cast Concrete and Paint

3. Animal Head Medallion: Burro

Unknown Artist, 1936
Gold Leaf

4. Animal Head Medallion: Bull

Unknown Artist, 1936
Gold Leaf

5. Untitled Mural Symbolizing Texas

Carlo Ciampaglia, 1936
Oil Paint

6. Spirit of the Centennial

Raoul Josset, 1936

Concrete w/ gesso/plaster and
metallic paint

7. Fountain Sculpture of Five Fish

Raoul Josset, 1936
Concrete

8. The State of Texas

Eugene Savage, 1936
Oil Paint

9. The Gulf Stream

Clyde G. Chandler, 1916
Bronze

10. Pylon w/ Pegasus and Sirens II

Pierre Bourdelle, 1936
Raised cement fresco

11. Allegorical Figure of the State Fair of Texas

Jose Martin, 1936
Cast Concrete

12. Pylon w/ Pegasus and Sirens II

Pierre Bourdelle, 1936
Raised cement fresco

13. Automobile Transportation

Carlo Ciampaglia, 1936
Oil Paint

14. Aeroplane Transportation

Carlo Ciampaglia, 1936
Oil Paint

15. Old Methods of Transportation

Carlo Ciampaglia, 1936
Oil Paint

16. Future Transportation

Carlo Ciampaglia, 1936
Oil Paint

17. Texas

Laurence T. Stevens, 1936
Cast Stone

18. Locomotive Power

Pierre Bourdelle, 1936
Raised cement fresco

19. Confederacy Medallion

Unknown Artist, 1936
Oil Paint

20. The Confederacy

Laurence T. Stevens, 1936
Cast Stone

21. Railroad Transportation

Carlo Ciampaglia, 1936
Oil Paint

22. Speed

Pierre Bourdelle, 1936
Raised cement fresco

23. Traction

Carlo Ciampaglia, 1936
Oil Paint

24. Motion

Carlo Ciampaglia, 1936
Oil Paint

25. Spain Medallion

Unknown Artist, 1936
Oil Paint

26. Spain

Laurence T. Stevens, 1936
Cast Stone

27. Streamline

Pierre Bourdelle, 1936
Raised cement fresco

28. Man Taming Wild Horse

Pierre Bourdelle, 1936
Raised cement fresco

29. France

Raoul Josset, 1936
Cast stone

30. Medallions for United States, Mexico and France

31. Mexico
Raoul Josset, 1936

Cast stone

32. Recreation of Electricity

Pierre Bourdelle, 1936
Mural

33. United States

Raoul Josset, 1936
Cast stone

34. Contralto and Tenor

David Newton, 2009
Cast Aluminum

35. Little Lady Liberty

Unknown Artist, 1950
Copper

36. R L Thorton

Waldine A. Tauch, 1936
Bronze

37. Bust of Prospero Bernardi

Pompeo L. Coppini, 1936
Bronze

38. Berlin Bear

Kliem, 1970
Bronze

39. Cowboy

Dorothy Austin, 1936
Carved White Pine

40. Cowboy

Tom Lea, 1836
Oil paint

41. East Texas after Oil/Sleeping Giants

Olin H. Travis, 1836
Oil paint

42. East Texas after Oil/Sleeping Giants

Olin H. Travis, 1836
Oil paint

43. James W Fannin

Pompeo L. Coppini, 1936
Bronze

44. Old Man Texas/ Commerce

Arther S. Niendorff, 1936
Dry Pigments

45. Tejas Warrior

Allie V. Tennant, 1936
Golf Leafed Bronze

46. The Symbolic Seal of Texas

Henry Lee Gibson, 1936
Texas Limestone

47. Mirabeau B Lamar

Pompeo L. Coppini, 1936
Bronze

48. Thomas J Rusk

Pompeo L. Coppini, 1936
Bronze

49. William B Travis

Pompeo L. Coppini, 1936
Bronze

50. Doors representing the Flora of Texas

Dorothy Austin, 1936
Bronze and aluminum

51. Stenciled Ceiling

George Davidson, 1950
Paint on plaster

52. Sam Houston

Pompeo L. Coppini, 1936
Bronze

53. Frontier Family

Tom Lea, 1936
Oil Paint

54. Stephen F. Austin

Pompeo L. Coppini, 1936
Bronze

55. Decorative panel 04

James Owen Mahoney Jr, 1936
Oil on aluminum - leafed
plaster wall

56. Decorative panel 05

James Owen Mahoney Jr, 1936
Oil on aluminum - leafed
plaster wall

57. Decorative panel 02

James Owen Mahoney Jr, 1936
Oil on aluminum - leafed plaster wall

58. History and Romance Allegorical

Lynn Ford, 1936
Carved wood, aluminized figures

59. Cotton and Wheat Allegorical Figures

Lynn Ford, 1936
Carved wood, aluminized figures

60. Group of 8 decorative panels

James Owen Mahoney Jr, 1936
Oil on aluminum - leafed plaster wall

61. Decorative Panel 06

James Owen Mahoney Jr, 1936
Oil on aluminum - leafed plaster wall

62. Decorative Panel 07

James Owen Mahoney Jr, 1936
Oil on aluminum - leafed plaster wall

63. Allegorical View of South Texas

James Owen Mahoney Jr, 1936
Oil on aluminum - leafed plaster wall

64. Decorative Panel 08

James Owen Mahoney Jr, 1936
Oil on aluminum - leafed plaster wall

65. Texas Medallion

Unknown Artist, 1936
Oil Paint

66. Federal Medallion 1

Julian E. Garnsey, 1936
Paint and Goldleaf

67. Texas History Frieze, 1540-1836

Julian E. Garnsey, 1936
Paint

68. Tower Eagle

Raoul Josset, 1936
Gilt Plaster

69. Federal Medallion II

Julian E. Garnsey, 1936
Paint and Goldleaf

“The creation of the Community Park is a step towards reawakening a sleeping giant in South Dallas. Parks and green spaces with community-curated, daily programs and amenities can create catalytic change. They can grow the local economy, drive tourism, connect communities, create a sense of place, improve public health, provide safety, and protect the city’s most important natural places. The Community Park will be just that – a park for the community.”

– Dan Biederman, BRV President

Community Park Area

Overview

Community Park

Principal among the goals of this Master Plan Update is the creation of a park within the Park. With an emphasis on the idea of the Community Park, a large swath of parking lots will be turned to green and given back to the surrounding community. The proposed Community Park will create a new destination and activity node on the east edge of Fair Park, incorporating desired programming while also reflecting the historic neighborhoods adjacent to Fair Park.

The Community Park will provide daily programming and activation that keeps the campus vibrant and usable year-round, even during major events and the State Fair.

The final location of the Community Park, as well as the communities desired programming within the Park, was largely derived through the community engagement process. As identified in Chapter 3 of this document, a series of interactive engagement exercises were utilized to inform the overall



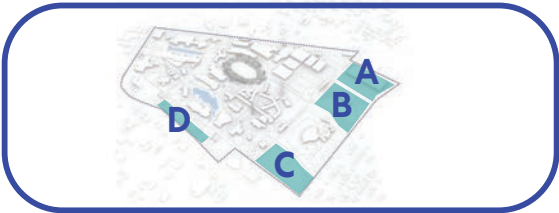
2020 Fair Park Master Plan Update: Community Park Area

Selecting the Location for the Community Park

location and potential programming for the Community Park. Because the proposed Community Park will likely be like no other Park in the City of Dallas, the approach to the engagement focused on specific needs and desires of the adjacent neighborhoods, all while balancing the functional requirements of the different City of Dallas park classifications.

The Design Team utilized all of the stakeholder input provided and developed a selection matrix to determine the preferred Community Park location. The matrix incorporated the community input, as well as a set of design parameters focused on access, proximity to neighborhoods and amenities, size to accommodate desired programming, and impacts to existing users and events. The diagram to the right highlights the engagement process and identifies the functional ranking of each initial Community Park site. Ultimately, site B was the overwhelmingly preferred Community Park location based on all of the identified criteria outlined in the matrix.

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



Final Result: Option B

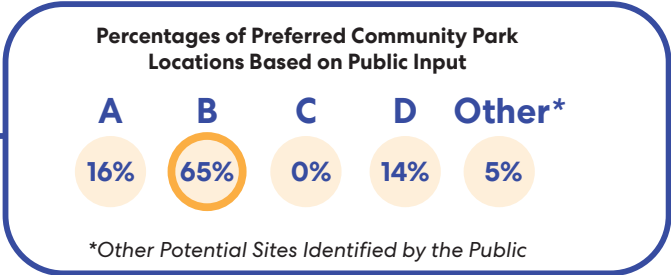
Option B was selected based on significant public support, alignment with the project's Design Principles, and approval from key stakeholders.



Community Park-Related Outreach



Public Preference



Community Park Design Principles

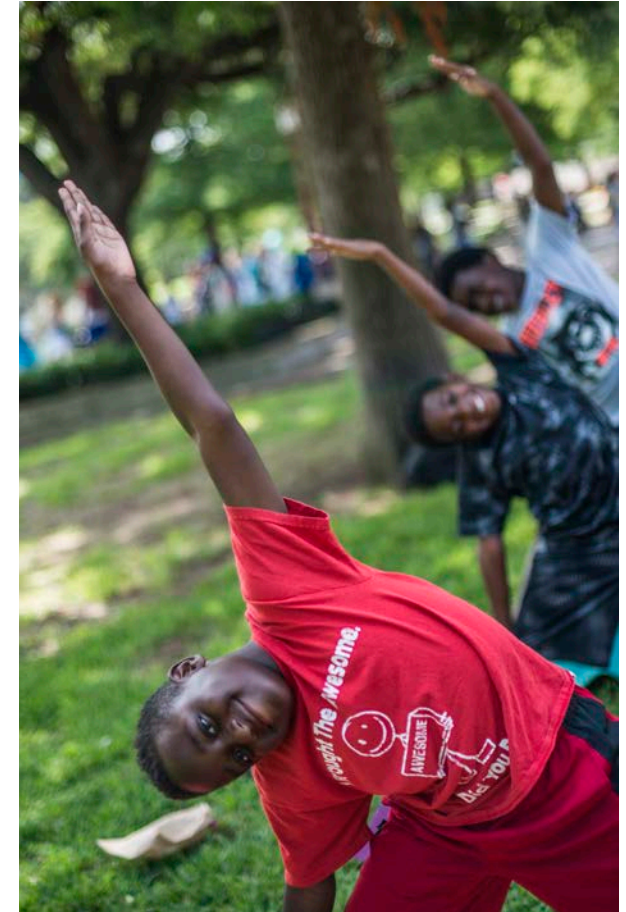
Although the final design of the Community Park will occur in a separate planning engagement, the Master Plan Update establishes guiding principles for location, programming, and design. These include:

Location

- The Community Park preferred location needs to be accessible for 365 days/year, including during the State Fair of Texas.
- The location should create a new activity anchor/node within Fair Park to draw more people to the park on a daily basis.
- The location should energize portions of Fair Park that are currently underutilized.
- The Park should extend green space into areas that are currently lacking.
- The Park should complement and enhance other green spaces and connections being developed as part of the Master Plan Update.
- The Park needs to be located close to the adjacent residential neighborhoods to allow for easy access.
- The Park should be located in close proximity to dedicated public parking.
- Multimodal connectivity to the Community Park should be accessible and attractive.
- Entry to the Community Park should provide for safe and welcoming access.
- The Community Park should complement and enhance other Fair Park 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.

Programming

- The Community Park needs to provide daily programming and activation to ensure diversity in use and users (neighborhood/City residents to children/adults/seniors).
- The Community Park should be designed to allow for flexible programming, pop-up events, and neighborhood activities to support a wide variety of different user groups.



Yoga Class at Fair Park Field Days



Parking Lot 10A/10B and Future Site of the Community Park

- Programming should extend the use of the Community Park to create a safe environment all day/night and throughout the year.
- The Community Park should meet the recreational and leisure needs of the surrounding community.

Design

- The Community Park needs to be sized appropriately to accommodate the desired program elements of the Community 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).
- The Community Park should be appropriately-sized to feel active, vibrant, and inhabited.
- The Community Park program elements need to create synergy between uses and activities.
- The Community Park should exceed City of Dallas requirements for parks and regulatory requirements for stormwater, lighting, etc.
- The Community Park should be designed to improve quality and quantity of tree canopy coverage and stormwater/naturalized areas.
- The Community Park needs enhanced park “edges” to improve the pedestrian experience and create a “welcoming” environment.
- The Community Park design should reinforce the desired values and characteristics of the residents of adjacent neighborhoods to create an authentic City of Dallas experience. The area should be most attractive to East and South Dallas, but maximize opportunities for citywide and regional draw to capture daily use and philanthropy opportunities.

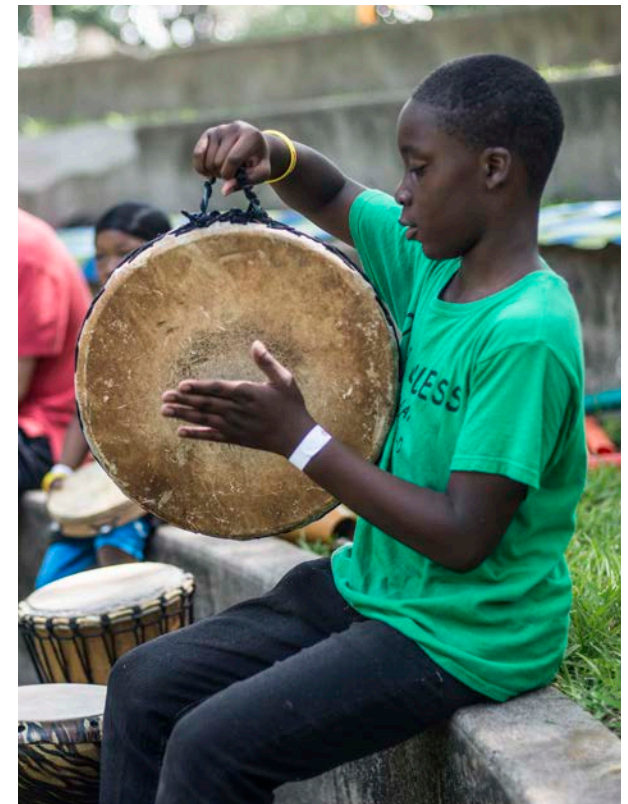
Community Park

Identified below are the key attributes of the conceptual design for the Community Park. A final Community Park design will be developed in a separate design process.

- **Location:** The preferred Community Park location is the site of current parking lot 10A/10B located along Fitzhugh Avenue. The proposed Community Park is located south of Lagow Street and north of Exposition Avenue between Pennsylvania and Fitzhugh Avenues. The preferred Community Park location was defined through extensive public engagement with campus users and community stakeholders. The proposed location is in close proximity, and will provide equitable access to the Jubilee Park, Owenwood, Dolphin Heights, Mill City, Frazier, Bertrand, RUFCO, and Wheatley Place neighborhoods.
- **Overall Size:** The proposed Community Park will be approximately 11 acres in size and will accommodate the community desired program elements defined during the planning process. An additional three acres surrounding the core Community Park site will accommodate public realm improvements,

areas for stormwater management, and a public parking lot.

- **Park access and circulation:** Primary access to the Community Park will be via walking, biking and automobile. The design of the Community Park will include extensive streetscape improvements along Pennsylvania Avenue, Exposition Avenue, Lagow Street, and Fitzhugh Avenue to ensure there is equitable access to all modes of transportation. Improved crossing at all of the street intersections will include traffic control signage, painted crosswalks, and ADA accessible pedestrian ramps. A future DART bus route along Fitzhugh Avenue will allow the Community Park to be better connected to the broader City, and will require adding a bus stop/shelter in very close proximity to the Community Park site. A parking lot will be provided on-site that will be open year-round to Community Park users. Approximately 78 total parking stalls will be provided.



Drum Circle at Fair Park Field Days



Plan of Community Park



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.

View looking southeast towards Community Park



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.

View looking northeast towards Community Park

Community Park Programming

The principal goal of this Master Plan Update is to turn grey into green with the creation of a park within the Park. Fair Park is meant to be an open, public park, but the campus has become more parking lots than green spaces and when major events are held on the campus, a lot of areas become difficult or impossible to traverse and access. The primary goal of the Community Park is to provide daily programming and amenities that keep the campus vibrant and usable year-round, even during major events such as the State Fair. The Community Park will operate in tandem with the rest of the Fair Park campus but will be able to keep regular, consistent hours, have dedicated, convenient parking, and will be situated outside of the paywall (fence).

The goal of programming is to create a place where something is always happening. The Community Park will be programmed daily from the early morning through the evening. A typical calendar of events during a week might include fitness classes in the early morning, children's activities and events for seniors later in the morning, small musical performances during lunch, programs for school-aged children in the later afternoon, post-work fitness and musical performances, and a wide variety of evening activities that vary throughout the week and the year.

In addition to scheduled programs, amenities will be available during park hours. Free Wi-Fi will

attract all ages and audiences to the Community Park. Local food and beverage offerings, whether from a permanent kiosk or food trucks and rolling carts, are recommended to increase dwell time and provide a revenue stream. Multiple water fountains, flexible seating, and clean restrooms are essential not only at the Community Park but across the campus.

The Community Park will be a space to play and to learn. Multiple game tables and configurations are desired - chess, ping pong, foosball - for visitors to drop in and play or host more elaborate tournaments. The Community Park should have a game cart where visitors can check out board games, yard games, and other amenities. An outdoor reading room, art cart, and STEAM (Science, Technology, Engineering, Arts, Math) play features are recommended based on preliminary community feedback. Programming will also feature these elements and could include storytimes, outdoor science experiments, and art classes. Incorporating bilingual programming, signage, and instructors are recommended to further inclusivity with Spanish-speaking guests.

The civic lawn will offer flexible space for pick-up games and for local team practices. It will also be the primary space for daily fitness classes such as yoga, dance, boot camp, stretching and breathing, meditation, tai chi, and capoeira.

Big things happen in Dallas, and this would be true at the Community Park's playground, which will offer play structures for varying ages and abilities, including kid-friendly exercise equipment. Given the potential for



Yoga Class at Fair Park Field Days



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 Programming Map

hot weather across much of the year, splash pads will be a focal point for kids and dogs to cool off. Other amenities could include a fitness trail that connects to the Blackland Prairie Trail and a dog park.






















A covered performance area will allow for community-centric performances and concerts, as well as space for movie nights and simulcasts. Just like the Gateway Parks, the Community Park will be a natural gathering space for families to celebrate birthdays and holidays. Since local weather offers the ability to program the park year-round, themed programming can be tied to seasons and holidays. These could include an egg scavenger hunt, pumpkin carving, and holiday wreath making workshops. In addition to daily programming, the Community Park could accommodate a range of holiday celebrations and community and signature events.

It should be mentioned that all these items outlined above are sponsorable and can be expanded or packaged to create new revenue streams. Areas of the Community Park will also be available for outside rentals and branding activations on a case-by-case basis, another way to generate revenue.

The goal is for the Community Park to be a destination in its own right, offering something for everyone. The opportunity exists for neighborhood organizations and local businesses to be content providers, park attendants, and programming partners for the Community Park. A comprehensive programming plan and calendar is recommended to help inform the design of the Community Park, the staffing needs, and connections between the other areas of the campus.



Images from Fair Park Field Days

 WIFI	 Splash Pad	 Picnic Shelter	 Accessible Play	 Performance Stage	 Game Tables	 Flex Lawn
						
						
Attributes Fast and reliable connectivity	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 Amenities: Dog Park, Fitness Trail, Food and Beverage, Restrooms, Tot Lot

Implementation



Implementation

“In our desire to hear from all, the team developed a unique approach to community inclusion. By fostering relationships and communication, we invited input and dialogue from engaged and previously disengaged individuals and organizations. With a blending of new and seasoned thought, the Master Plan Update provides a living roadmap for current and future implementation - with the option for periodic updates over the course of the next few decades. We are excited as Fair Park First to steward this effort on behalf of the citizens of Dallas.”

– Darren L. James, FAIA, Fair Park First President

Overview

Even the best plans are of little value if they are not put into action. Implementation of the Fair Park Master Plan Update requires the proactive leadership and collaboration of private entities and public agencies at multiple jurisdictional levels, including Fair Park First and the City of Dallas.

Implementation of the Plan is also dependent on the full support and participation of current and future Fair Park users, community residents, local businesses, and the broader South Dallas community. A concerted effort has been made throughout this project to involve a broad cross-section of the community. Business owners, neighborhood organizations, community residents, Park user groups and organizations, and community leaders have provided input and guidance. Their participation has

improved the Master Plan Update process, and their continued participation and support will be critical in sustaining the community’s vision for Fair Park over time. Even with a strong commitment, it will take several years before many of these recommendations take full shape.

As a unique National Historic Landmark and cultural leisure hub for the City of Dallas, Fair Park is indisputably important. Millions of yearly visitors from across the State and around the world come to Fair Park to find facilities that have become worn, despite its iconic status. Facilities that fall short of the grandeur originally showcased at the 1936 Texas Centennial Exhibition, which highlighted the richness of Texas culture to an international audience. Many of its facilities are old and have not received the capital investment necessary for the maintenance and updating they sorely need. Given the Park’s

unique ability to represent Dallas and the State of Texas to world audiences, reinvesting in Fair Park’s facilities and infrastructure is an imperative, logical, and sound economic investment. Fair Park First has set a goal of hosting the Bicentennial celebration in 2036. With only sixteen years until the Bicentennial, there is a need for sweeping revitalization and improvements in order to represent Texas to the world in a manner that we can all be proud of.

This report recommends priorities for investment that will support both existing use and future expansions to ensure the long-term sustainability of Fair Park, as well as funding for initiatives to abate the significant maintenance backlog across the historic campus. To facilitate this, a granular understanding of the current needs



Recreation of Lensmakers by Pierre Bourdelle

for maintenance must be established. Many past studies of the Park and its facilities are dated and insufficiently detailed. This report recommends prioritizing a variety of additional studies, to inform and detail the overall implementation plan offered here.

After decades of inconsistent funding, the deferred maintenance backlog has ballooned, putting irreplaceable historic and cultural features at risk of permanent damage or loss. Lacking robust funding, the condition of these assets will continue to deteriorate and become more expensive to repair and preserve for future generations. The City of Dallas and Fair Park's operating entities have made significant advances in funding these programs, but more work is necessary. Securing dedicated funding to deferred maintenance issues is a vital component of the overall revitalization plan. Reliable, dedicated funding based on new long-term revenue sources, such as those generated by increasing onsite hospitality, will aid in preserving the ability for the citizens of Dallas and visitors to enjoy and experience this iconic Park.

In addition to earned income, a combination of private and public partnerships, philanthropy, visitor fees, volunteerism, and other supplemental funding sources are needed to help address a wide variety of needs. This Plan encourages robust private support for these studies and subsequent projects. Given the enormity of the need, as well as the broad cultural and historic significance of the site, the City of Dallas, the State of Texas, and the Federal Government have an

obligation to participate in providing funding for park infrastructure and improvements.

The Fair Park Master Plan Update provides a framework for Park improvements that is reliant on many investment decisions that will be made over the next 15 to 20 years. To guide Fair Park First and the City of Dallas toward the Master Plan Update vision, the implementation strategy has recommended investments that should be considered for short-term and long-term initiatives. The short-term investments are considered transformational -- open space, infrastructure, and development activity that will lay the foundation for implementing the longer-term vision and framework articulated within the Plan.

A summary of the Master Plan Update priorities and sequencing is shown on the following plan graphics and tables.

Project Phasing

Phase 1

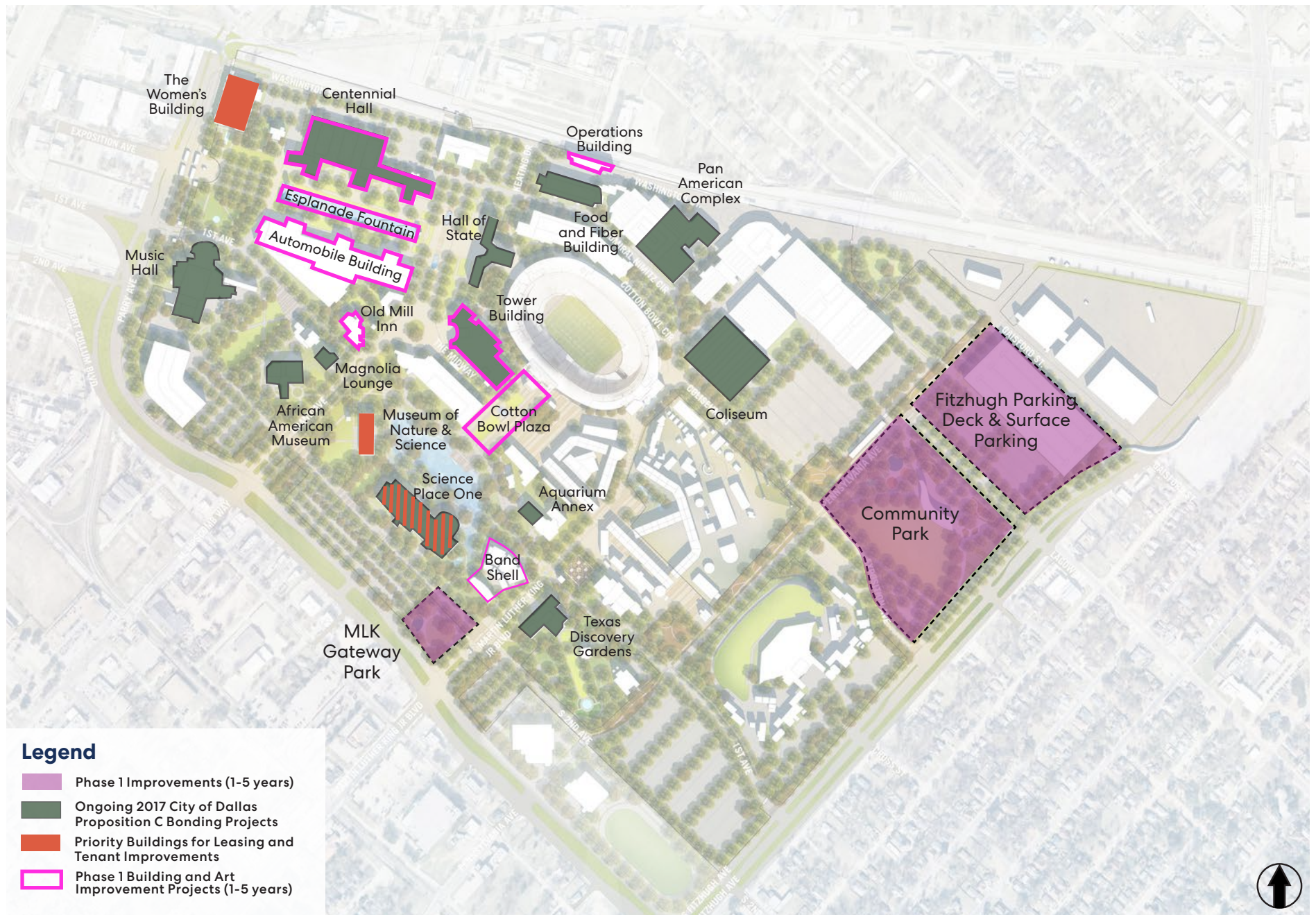
Phase 1 improvements are short-term recommendations focused on enhancements to major Fair Park public realm and gathering areas including a new Community Park, the MLK Gateway Park, and a new parking structure along Fitzhugh Avenue. The highlights of Phase 1 recommendations are identified below and on the following pages.

- Phase 1 improvements include approximately \$10 million dollars of building and art enhancement projects identified on the following pages.
- Phase 1 recommendations include the identification of unoccupied buildings at Fair Park that have been prioritized as economically viable and in need of long-term tenants. These buildings identified on the map on page 174, include the Women's Building, Science Place One, and the Museum of Nature and Science. The strategy to lease these unoccupied buildings includes continued building upgrades, invitations to public and private organizations to submit letters of interest and development proposals to Fair Park First, and future tenant improvements to the buildings.
- Phase 1 includes the identification of additional planning studies to better understand current resources and physical conditions within the Park.

A summary of Phase 1 priority projects is shown below.

PHASE 1 RECOMMENDATIONS (1-5 Years)

Community Park	PARTNERS	ESTIMATED COSTS
Design and construct an approximately 14 acre park (11 acres for park and 3 acres for parking and stormwater management). <ul style="list-style-type: none"> Provide defined programming to include Wi-Fi, splash pad, picnic shelter(s), accessible play areas, performance area, game/interactive play areas and open lawn/flexible field. Additional program elements include dog park, fitness trail, food and beverage, restrooms, tot lots, and gardens/stormwater management areas. 	Fair Park First, City of Dallas	Est. \$39,600,000 for full fees (soft and hard costs) and escalation
Fitzhugh Parking Ramp/Structure		
Modify Lot 11A to construct a parking ramp/structure and improve remaining surface parking lot areas.	Fair Park First, City of Dallas	Est. \$30,600,000 for full fees (soft and hard costs) and escalation
MLK Gateway Park		
Design and construct an approximately 1.3 acre park on the southeast portion of parking lot 6A <ul style="list-style-type: none"> Provide open lawn/flexible field, public plaza areas, accessible play areas, landscape enhancements and gardens/stormwater management areas. 	Fair Park First, City of Dallas	Est. \$5,050,000 for full fees (soft and hard costs) and escalation
Building and Art Enhancement Projects		
The identified projects include building rehabilitation and upgrades, public art restoration, wayfinding/signage, and other identified high value projects. <ul style="list-style-type: none"> Projects are identified on page 186-187. 	Fair Park First, City of Dallas	Est. \$10,000,000 for full fees (soft and hard costs) and escalation



Phase 1 Improvements: 1 to 5 Year Timeframe

Building and Art Enhancement Projects

Identified in the following charts are the proposed Phase 1 improvements for building and art enhancement projects.

These projects are focused on building upgrades and improvements, art restoration, public realm improvements, infrastructure repairs, and wayfinding/signage. These projects are estimated to cost approximately \$10 million dollars.

BUILDING AND ART ENHANCEMENT PROJECTS

Automobile Building		
One of the most visible and architecturally important buildings at Fair Park, it is also among the most useable and is critical to Fair Park's ability to accommodate events.	Fair Park First, City of Dallas	Est. \$2,000,000 for full fees (soft and hard costs) and escalation
<ul style="list-style-type: none"> • Roof repair and/or replacement • Exterior finish and insulation repair • Exterior stucco repair • Electrical upgrades • Paint • Refinish Floor • Exterior lighting repair/upgrade 		
Centennial Buildings		
As with the Automobile Building, Centennial defines the northern edge of the Esplanade and is one of four park buildings and features whose images are synonymous with Fair Park. It is also critical to Fair Park's ability to accommodate events.	Fair Park First, City of Dallas	Est. \$2,000,000 for full fees (soft and hard costs) and escalation
<ul style="list-style-type: none"> • Exterior stucco repair • Roof repair and/or replacement • Wall Clay Tile patch and repair (Interior) • Paint • Art Conservation – Bourdelle bas-reliefs • Exterior lighting repair/upgrade 		
Tower Building		
In many ways the Tower Building is the front door and center of activity at Fair Park. It houses park management spaces for both Fair Park First and Spectra. It has a prominent and important location on the Federal Plaza and claims some of the most dramatic architectural features and public art installations.	Fair Park First, City of Dallas	Est. \$1,000,000 for full fees (soft and hard costs) and escalation
<ul style="list-style-type: none"> • Roof: Address drainage issues • Electrical upgrades for code compliance and fire prevention • Art conservation and investigation: Expose and restore murals in the Federal Rotunda. This should include concerns with ceiling plaster cracking. (\$250,000) • Restore front doors, repair stucco and clean/paint as needed. • Develop plan and budget for addressing subfloor structural and plumbing concerns. 		
Old Mill Inn		
Basic building stabilization and preservation, focusing on equipping the building envelope against moisture infiltration and providing for public safety. Improvements limited to achieving status as 2nd generation restaurant shell space. Work beyond that listed below would be associated with final use or tenant improvements.	Fair Park First, City of Dallas	Est. \$1,000,000 for full fees (soft and hard costs) and escalation
<ul style="list-style-type: none"> • Roof Repair • Exterior wall restoration to prevent • Exterior windows and doors repair and sealing against air and moisture infiltration • Basic electrical improvements to provide building shell-level function and to address fire danger. • Basic environmental control with air exchange • Mold investigation and mitigation. • Selective demolition of damaged and non-historic interior construction. • Prepare detailed preservation plan 		

Band Shell		
Renovate restrooms	Fair Park First, City of Dallas	Est. \$200,000 for full fees (soft and hard costs) and escalation
Fair Park Operations Building (Warehouse)		
<p>An original 1936 service building, it continues to perform critical park operations and maintenance functions yet has many fundamental restoration and repair needs.</p> <ul style="list-style-type: none"> • Roof Repair • Stucco repair and general • Electrical upgrades to address code and fire hazard concerns 	Fair Park First, City of Dallas	Est. \$1,000,000 for full fees (soft and hard costs) and escalation
Cotton Bowl Plaza		
Initial paving, landscaping and beautification Improvements	Fair Park First, City of Dallas	Est. \$1,000,000 for full fees (soft and hard costs) and escalation
Esplanade Fountain		
<ul style="list-style-type: none"> • Art (Pegasus and Siren Pylons) structural repair and conservation • Fountain computer upgrade and replacement • Expand fountain and music programming. Add more themes and cultural diversity. (\$7,000 - \$10,000 per program) 	Fair Park First, City of Dallas	Est. \$1,000,000 for full fees (soft and hard costs) and escalation
Other High Value Projects		
<p>Art Conservation: Update appraisal of all public art to be used for insurance and for conservation planning. (\$70,000)</p> <ol style="list-style-type: none"> 1. "Peacock and Fowl" Lunette exposure, restoration, and related architectural repairs. 2. Spirit of the Centennial statue conservation. 3. "Giant Woman" mural, Hall of Foods (Embarcadero), research, uncover, and restore. 4. Uncover and restore murals in the area between the Embarcadero and Creative Arts. 5. Investigate, uncover and restore as appropriate the mural above the Theater Entrance at Creative Arts Building. 6. Investigate Hall of Religion exterior lunette and decorative painting on the exterior. Restore whatever is found. 7. Investigate murals by Pierre Bourdelle on the interior of the Hall of Religion. Restore whatever is found. 8. Conduct additional research to determine if artwork exists over the end entrances at the Automobile Building. Recreate if they exist and their appearance known. 9. Miscellaneous Improvements: <ul style="list-style-type: none"> • Digital signage installation – 2 or 3 locations in Phase I. • Repair stucco as needed and paint Gate 3. • Fountain on Parry Avenue, attached to Administration/Women's Museum Building. Repair, paint and activate. • Historic Drinking Fountains: Repair, upgrade (no-touch and accessibility) and beautify. • Replicate and install missing lighted metal medallions at the Parry Avenue Gate (5). • Digitization Program for existing historical documents. • Creation of on-line interpretive center (Digital Museum of Fair Park). • Development of digital/paper walking tours. • Activate Parry Avenue Gate and Esplanade of State flag poles. 	Fair Park First, City of Dallas	Est. \$800,000 for full fees (soft and hard costs) and escalation

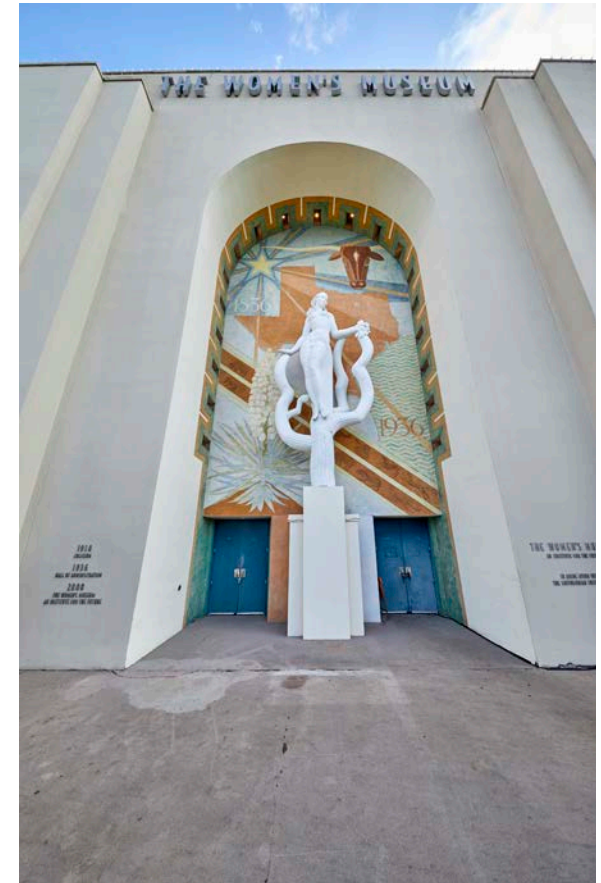
Phase 1 Planning Studies

The Master Plan Update recommends additional studies be conducted to understand the full extent of opportunities at Fair Park. Identified below are planning related projects that should be considered during the Phase 1 timeframe. These studies will inform the overall condition of existing Park resources and will enable Fair Park First to make informed decisions regarding the improvements and upgrades identified in Phase 2 and Phase 3. These additional recommended studies include:

- A comprehensive site survey for Fair Park.
- A comprehensive infrastructure analysis and condition assessment to include sanitary, storm, and water systems.
- An overall stormwater masterplan for Fair Park that identifies critical infrastructure projects and prioritizes improvements. This should include a detailed drainage study for Pennsylvania Avenue and design of a stormwater collection system for the future Community Park.
- Update facilities needs assessment. Previous plans have focused on readily observable problems, but the update should investigate concealed problems of which the visible problems serve only as evidence. These include floor and foundation movement, suspected under-floor plumbing deterioration, and underlying structural

issues that manifest as cracking and spalling on visible surfaces. Provide priorities to assist in future planning.

- An art conservation plan for Fair Park.
- A comprehensive lighting study for Fair Park to define light levels and strategies to improve and upgrade Park lighting.
- A feasibility study to determine the feasibility of a mixed use development, including a hotel and retail, along Cullum Boulevard.
- A digital infrastructure plan.
- A comprehensive signage and wayfinding plan.
- A security fence assessment study with implementation strategies.
- A visitor experience plan.
- A comprehensive conservation management plan that addresses deferred maintenance, curation, stabilization, preservation, and restoration, as well as education, research, and interpretive strategies and equitable and inclusive practices.
- Traffic demand management plan (TDMP) for the Park.



Spirit of the Centennial by Raoul Josset

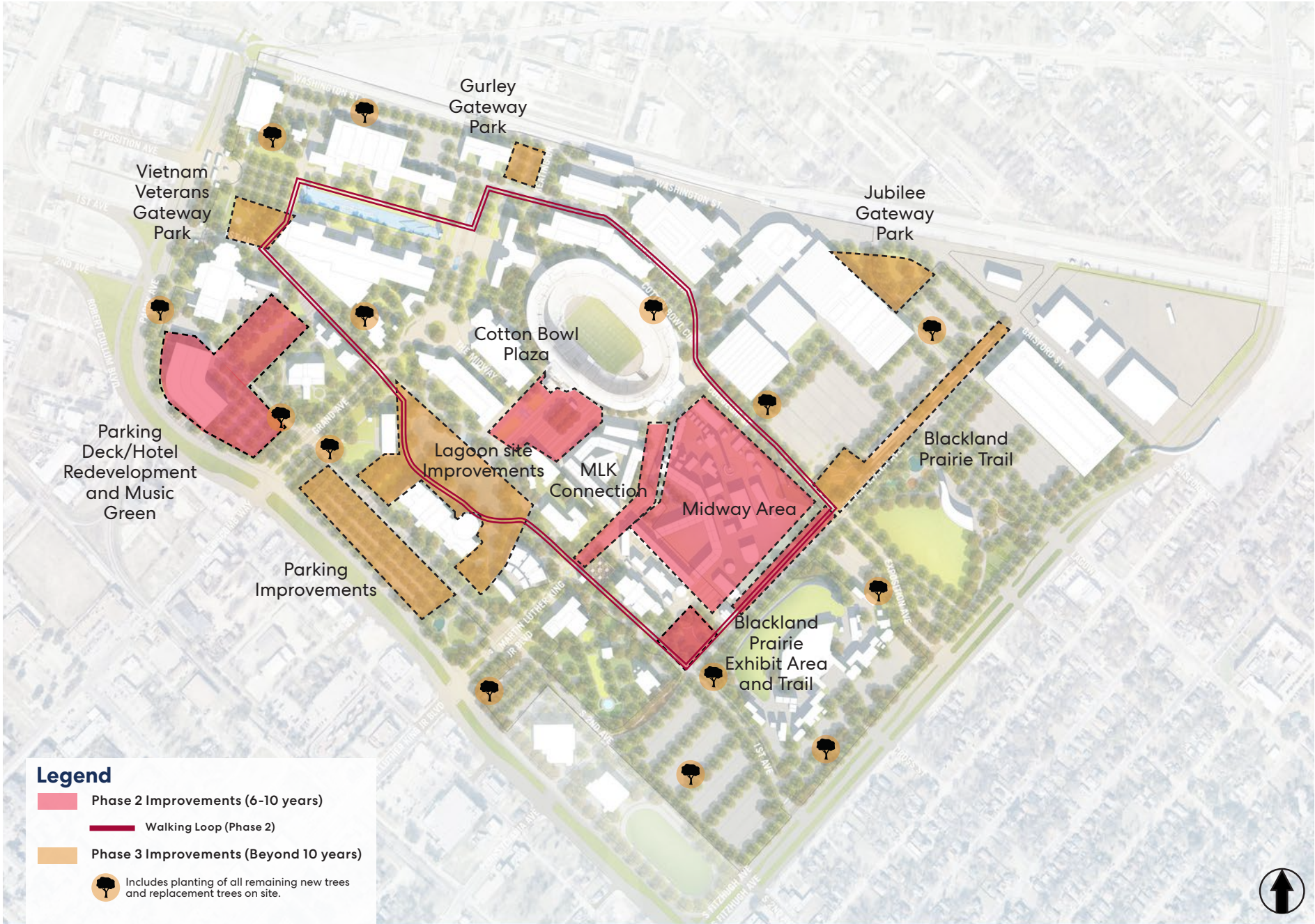
Phase 2

Phase 2 improvements are long-term recommendations focused on enhancements to major Fair Park public realm and gathering areas. This Phase will also prioritize a mixed-use development, the creation of a Music Green, shared parking along Robert B Cullum Boulevard, completion of a new Cotton Bowl Plaza, and expanded infrastructure upgrades to the Park.

A summary of Phase 2 priority projects is shown on the following table and map.

PHASE 2 RECOMMENDATIONS (6-10 Years)

Midway Area	PARTNERS	ESTIMATED COSTS
Implement design recommendations to enhance the Midway area. Improvements include minimal removal of canopy structure, new and/or improved sidewalks, removal and replacement of security fencing, and some landscape improvements.	Fair Park First, City of Dallas, State Fair of Texas	Est. \$3,408,000 for full fees (soft and hard costs) and escalation
Cotton Bowl Plaza		
Expansion of Cotton Bowl Plaza (expand Phase 1 improvement project) <ul style="list-style-type: none"> Includes expansion of the plaza (to approximately 3.3 acres) and modifications to the State Fair of Texas Midway area. Incorporate landscape, pervious pavements, and stormwater management BMPs. 	Fair Park First, City of Dallas, State Fair of Texas	Est. \$9,524,000 for full fees (soft and hard costs) and escalation
Robert B Cullum Boulevard Parking Ramp		
Modify Lot 5B to construct a two story parking ramp/structure and improve remaining surface parking lot areas. Proposed parking structure should be part of a large mixed-use Hotel project. Parking should be shared between Hotel and Fair Park uses. <i>(Cost does not include mixed-use Hotel development.)</i>	Fair Park First, City of Dallas, State Fair of Texas	Est. \$12,705,000 for full fees (soft and hard costs) and escalation
Music Green		
Design and construct an approximately 2.3 acre park on parking lot 4A. <ul style="list-style-type: none"> Provide open lawn/flexible field, public plaza, landscape enhancements and gardens/stormwater management areas. 	Fair Park First, City of Dallas	Est. \$9,630,000 for full fees (soft and hard costs) and escalation
Walking Trail Loop		
Provide improvements to existing infrastructure (sidewalks, pedestrian ramps, removal of pavements, etc.) in order to create a 1.5 mile walking trail loop through the different areas of the Park.	Fair Park First, City of Dallas, State Fair of Texas	Est. \$2,271,000 for full fees (soft and hard costs) and escalation



Phase 2 and Phase 3 Improvements: 6 to 20 Year Timeframe

A summary of Phase 2 priority projects continued.

MLK Connection		
Modify portions of the State Fair of Texas Midway area to allow for the improved north-south connection through the Midway area. This would include removal and relocation of security fencing.	Fair Park First, City of Dallas, State Fair of Texas	Est. \$1,704,000 for full fees (soft and hard costs) and escalation
Blackland Prairie Trail		
Create the early phase of the proposed Blackland Prairie trail. This initial segment is approximately 800' feet of the proposed 2000' long trail. The initial improvements would include removal of existing pavements and infrastructure, site preparation, new landscape prairie areas (seeding and plants), trail, pedestrian amenities, signage and maintenance.	Fair Park First, State Fair of Texas, Texas Discovery Gardens	Est. \$1,350,000 for full fees (soft and hard costs) and escalation
Digital Infrastructure Improvements		
Upgrade digital infrastructure within the Park. <i>(Based on current understanding of existing conditions and potential upgrades)</i>	Fair Park First, City of Dallas	Est. \$7,430,000 for full fees (soft and hard costs) and escalation
Ongoing Fair Park Restoration		
The wide variety of both facility needs and funding sources dictate that needed detail for this phase be developed late in Phase I. Development of this detail shall be based on the goal of having deferred maintenance needs resolved by 2036.	Multiple	Est. \$TBD for full fees (soft and hard costs) and escalation

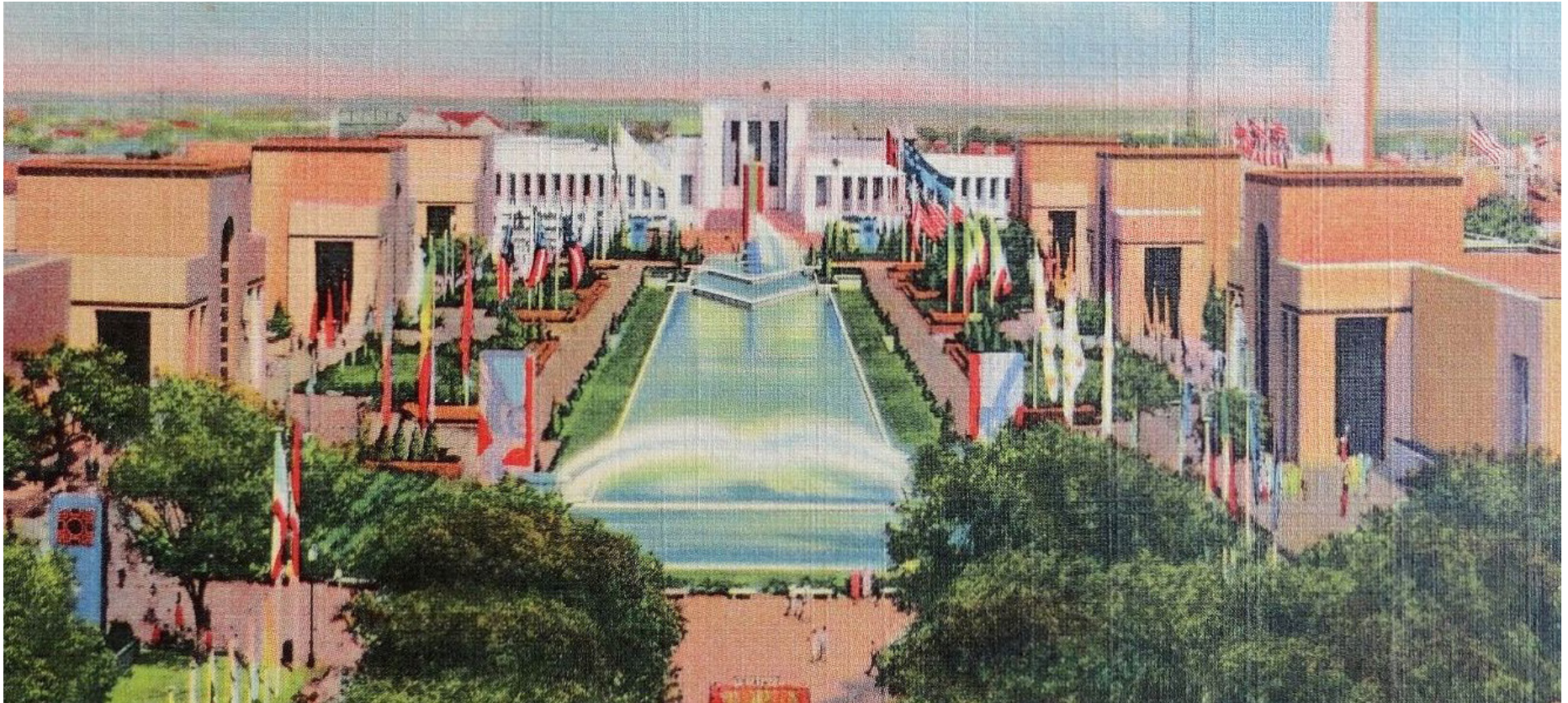
Phase 3

Phase 3 improvements are long-term recommendations focused on landscape improvements, a series of new gateway Parks, and completion of the Blackland Prairie trail. A summary of Phase 3 priorities is shown on the following table:

PHASE 3 RECOMMENDATIONS (10-20 Years)

Site Landscape Improvements		
Implement proposed tree and landscape recommendations at various sites within Fair Park. Costs include removals, installation of plant materials, cost for plant materials and maintenance.	Fair Park First, City of Dallas, State Fair of Texas, All Fair Park Institutional User Groups	Est. \$7,634,000 for full fees (soft and hard costs) and escalation
Blackland Prairie Trail		
Create the second phase of the proposed Blackland Prairie trail. This initial segment is approximately 1200' long. The improvements would include removal of existing pavements and infrastructure, site preparation, new landscape prairie areas (seeding and plants), trail, pedestrian amenities, signage and maintenance.	Fair Park First, State Fair of Texas, Texas Discovery Gardens	Est. \$612,000 for full fees (soft and hard costs) and escalation
Lagoon Site Improvements		
Implement recommendations identified for the lagoon area. The recommendations focus on improved sidewalks, providing pedestrian amenities, improved landscaping, and more infrastructure to allow access to the Lagoon edge.	Fair Park First, City of Dallas, State Fair of Texas	Est. \$7,634,000 for full fees (soft and hard costs) and escalation
Parking Lot Improvements		
Implement parking lot improvements across the Fair Park campus. Improvements focus on providing additional landscaping, planting of canopy trees, incorporating new stormwater management BMPs, upgrading sidewalks, and wayfinding/signage.	Fair Park First, City of Dallas	Est. \$5,153,000 for full fees (soft and hard costs) and escalation
Jubilee Gateway Park		
Design and construct an approximate 1.5 acre park on the southeast portion of parking lot 12C. <ul style="list-style-type: none"> Provide open lawn/flexible field, public plaza areas, accessible play areas, landscape enhancements, small dog park, and gardens/stormwater management areas. 	Fair Park First, City of Dallas	Est. \$1,537,000 for full fees (soft and hard costs) and escalation
Gurley Gateway Park		
Design and construct an approximate .7 acre park on a portion of parking lot 3E. <ul style="list-style-type: none"> Provide public plaza, landscape enhancements, pedestrian amenities, and gardens/stormwater management areas. 	Fair Park First, City of Dallas	Est. \$1,358,000 for full fees (soft and hard costs) and escalation
Vietnam Veterans Gateway Park		
Modify the existing open space to incorporate additional landscaping, pedestrian sidewalks, and amenities.	Fair Park First, City of Dallas	Est. \$639,000 for full fees (soft and hard costs) and escalation
Ongoing Fair Park Restoration		
The wide variety of both facility needs and funding sources dictate that needed detail for this phase be developed late in Phase 2. Development of this detail shall be based on the goal of having deferred maintenance needs resolved by 2036.	Multiple	Est. \$TBD for full fees (soft and hard costs) and escalation

Appendices

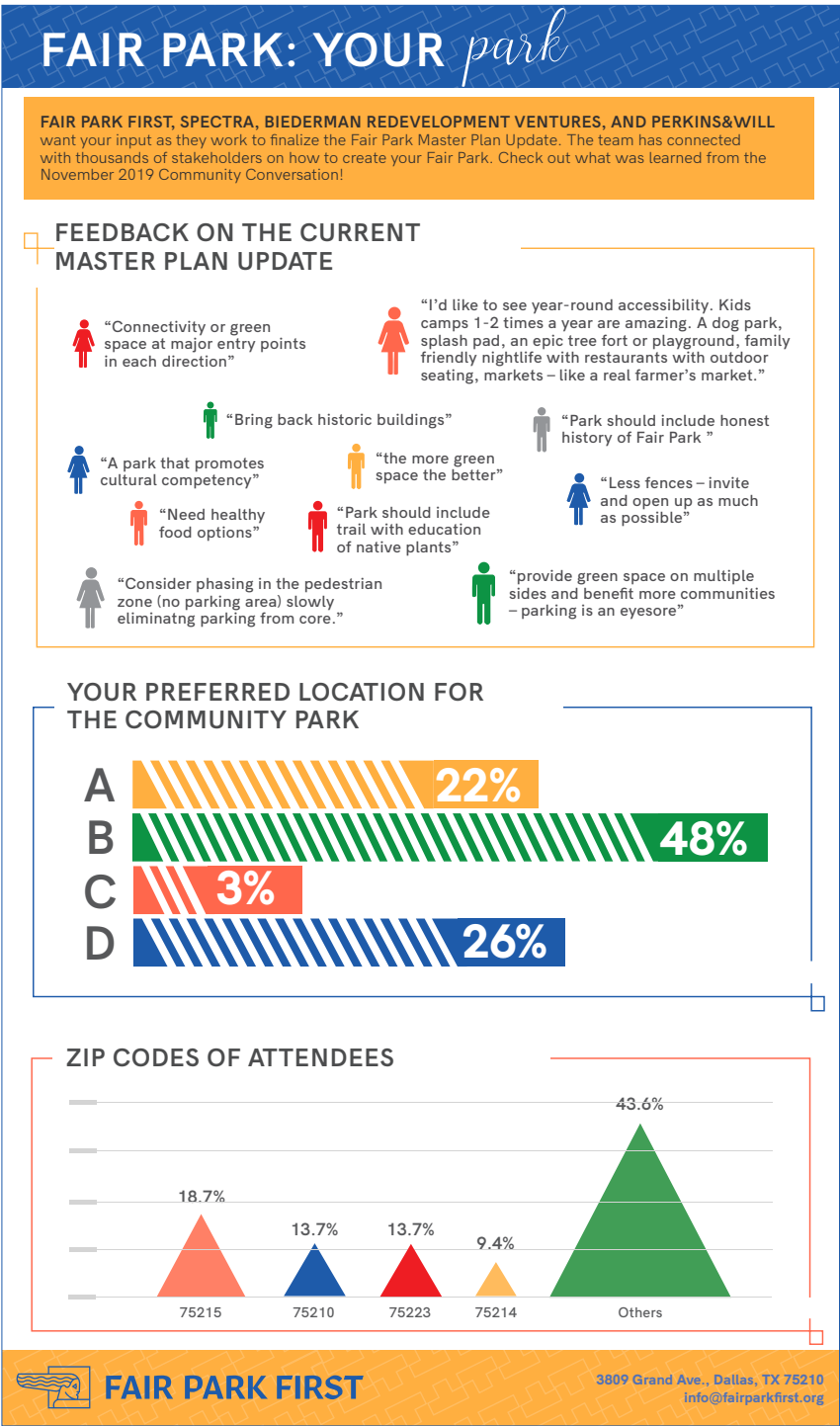


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Community Engagement

The following graphic represents the summary of public engagement feedback for Fair Park Master Plan Update planning process.

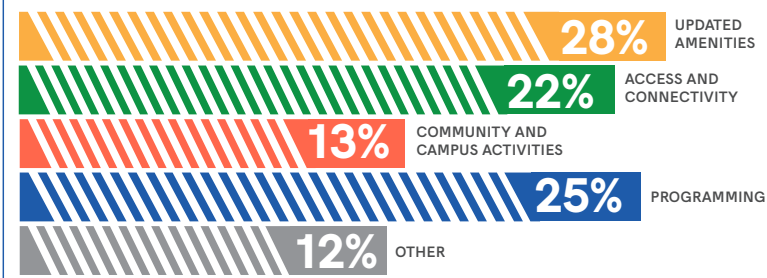


MAKING FAIR PARK *your park*

FAIR PARK FIRST, SPECTRA, AND THE REST OF CAMPUS MANAGEMENT WANT YOUR INPUT as they work to revitalize Fair Park. The team has connected with hundreds of stakeholders to discover aspects of previous plans that are still applicable, and what new ideas should transform the future of the park.

Check out what was learned from the August 2019 Community Conversation and stay involved in the citywide collaboration that's guiding the activation of Fair Park into a year-round, regional destination!

HOW CAN WE MAKE FAIR PARK MORE WELCOMING?



WHAT WOULD MAKE YOU WANT TO COME TO FAIR PARK MORE OFTEN?



I WOULD PARTICIPATE IN MORE FAIR PARK PROGRAMMING IF THERE WAS...



FAIR PARK FIRST

3809 Grand Ave., Dallas, TX 75210
info@fairparkfirst.org

The following graphic represents the public engagement summary of the Community Conversation meeting held on November 20, 2019.

The diagrams on the following pages represent the detailed summary of community input received at this event.

I would feel more welcome at Fair Park if...

CATEGORY	FEEDBACK
Access	"...the fencing was torn down."
Access	"...the barricades and cones that block entrances are removed."
Access	"...the fencing was removed."
Amenities	"...small scale organic services and retail were available."
Amenities	"...there was free parking."
Amenities	"...the campus was dog friendly."
Amenities	"...there was more lighting, shade, and green space."
Amenities	"...there were air conditioned walk ways between buildings and attractions."
Amenities	"...the walkways were crushed granite."
Amenities	"...there was a parking garage."
Amenities	"...there was constantly music playing - it's too quiet when I jog here."
Amenities	"...there was better lighting."
Amenities	"...there was underground parking."
Amenities	"...there were well lit walkways and roads in ALL areas."
Amenities	"...there were lights."
Amenities	"...the entrances were more welcoming and had friendly staff and easy access."
Arts + Culture	"...there was another museum at the park and a focus on architecture, including Fair Parks' own art deco gems. There are several unused buildings and it'd be lovely to celebrate not only architecture, but photography and other art forms are not already focused on in other venues."
Arts + Culture	"...the space was transformed for heritage tourism."
Communication	"...there was more public information distributed in English and Spanish about events."
Communication	"...someone invited me."
Communication	"...there were better communication with the immediate community."
Community	"...there's an effort to keep the neighboring communities clean and safe with all of the new activities and entertainment."
Community	"...there was more encouragement of the entire community to attend."
Community	"...Fair Park residents were established as the primary park users."

Community	"...new residents were encouraged to move into the neighborhood."
Connectivity	"...there was connectivity to local business around the park."
Connectivity	"...there was more connectivity to other parks, trails, and public spaces."
Connectivity	"...there were crosswalks and crossing guards."
Connectivity	"...there were sidewalks for Gurley Avenue walking into Red Arch."
Connectivity	"...it was accessible from Old Mill."
Connectivity	"...there was linkage between downtown and the Convention Center."
Connectivity	"...there were more pedestrian entries to the park."
Connectivity	"...there were connections to trails."
Connectivity	"...there was a connection from City Place."
Connectivity	"...there was pedestrian access between surrounding neighborhoods like Jubilee Park, Dolphin Heights, etc."
Connectivity	"...there were electric shuttles."
Connectivity	"...there were free DART rides to the park."
Connectivity	"...the pathways were better lit to public transportation."
Connectivity	"...pedestrian access was easier coming from Jubilee Park. It's terrifying crossing the street."
Connectivity	"...there was a shuttle crossing - the street light doesn't hold long enough."
Connectivity	"...there were shuttles running every 15 minutes that depart from the DART stations and make stops at museums."
Cost	"...I could afford the parking costs. All parking is the same price no matter the event."
Cost	"...parking fees weren't as expensive."
Cost	"...the parking lots around the park were organized and ran legitimately."
Employment	"...there were local, award winning non-profits on site."
Entertainment	"...there was a bowling alley."
Entertainment	"...there was a brewery."
Entertainment	"...there was golfing and batting cages."
Green space	"...there were green spaces."
Green space	"...there was green space, Green space, GREEN SPACE!"
Maintenance	"...there were better maintained buildings and grounds - it should look like we care about the important, historic place it is."
Maintenance	"...the grounds were clean and environmentally responsible."
Maintenance	"...directions and signage were improved."
Programming	"...there were tours of Fair Park that showcase the murals, style, etc. of the art deco."

Programming	"...there were workshops on how to do business with the growth of the park so small, local business can collaborate with the park."
Programming	"...there were more year-round activities that attract more visitors."
Programming	"...there were people in the park on a continual basis."
Programming	"...there was a transition back to the park's roots of fostering innovation, research development, and business growth. There's so much space to use to these ends - especially in the green energy context."
Programming	"...it didn't feel so dead."
Programming	"...there were more family based destinations."
Programming	"...there were more people utilizing the park."
Programming	"...Fair Park was about creating opportunities for the future."
Programming	"...there were opportunities for community activation like downtown parks."
Programming	"...there were more less crowded options other than the State Fair."
Recreation	"...there were bike and hiking trails."
Recreation	"...there were bike paths."
Recreation	"...was a true park residents can enjoy."
Safety	"...there was safety."
Safety	"...South Dallas wasn't so scary."
Safety	"...there was more security, lighting, shade, and green space."
Visibility	"...I could see what was going on inside of the campus from a distance."

I would use Fair Park more if...

CATEGORY	FEEDBACK
Amenities	"...there was continous transportation available for the elderly and handicap accessible. No charge for the rental of electric scooters."
Amenities	"...the lighting was improved and the lagoon was cleaned up."
Amenities	"...there were water stations and public bathrooms."
Arts + Culture	"...exhibited tours were offered."
Arts + Culture	"...the Women's Museum was brought back."
Arts + Culture	"...empty museums were activated for new use or new museums."

Arts + Culture	"...the Museum of Art was reopened."
Arts + Culture	"...the art deco buildings were showcased."
Arts + Culture	"...there was Texas focused programming."
Arts + Culture	"...the art museum was reopened."
Communication	"...I was aware of what is offered!"
Communication	"...the information of what's offered was accessible and available"
Communication	"...there was Spanish translation of what's offered."
Communication	"...there was a transparent plan for HOW to pay for the maintenance of the historic buildings and art --- it's the biggest asset."
Community	"...minority businesses were supported."
Community	"...the infrastructure of the neighboring communities were strengthened by directly involving schools and companies."
Community	"...there were more programs and entertainment geared toward people of color -- specifically African Americans."
Community	"...the park was warm, inviting and served the surrounding communities."
Diversity	"...there were more diverse brands and staff at Fair Park. Need more Blacks on the board and in management positions."
Diversity	"...the programming and staff were more culturally diverse."
Employment	"...there were more employment opportunities for youth and adults from the surrounding neighborhoods."
Employment	"...people who live in the area are hired as employees."
Entertainment	"A casino would bring more guests to Fair Park and Dallas and they have a lot of empty buildings to convert into one and if good build a hotel attachment to the casino because it's more or less an amusement park for kids. I enjoy the atmosphere of the park but when I bring my out of town guest I don't want to just take them out to dinner or to Arlington for sites."
Entertainment	"...there were more country music events."
Entertainment	"...there was a music festival."
Entertainment	"...there were amenities like a roller skating rink, drinking fountains, and restrooms outside."
Entertainment	"...there was a movie theater."
Entertainment	"...there were free events geared towards families."
Entertainment	"...the aquarium was larger."
Entertainment	"...there were more music activities at the band shell."
Entertainment	"...there was a movie theater."
Food + Beverage	"...there were coffee shops and restaurants."

Food + Beverage	"...there were more affordable restaurants."
Food + Beverage	"...there were more restaurants and concerts between the Music Hall and African American Museum."
Food + Beverage	"...there was a healthy gardens market and restaurants that offer affordable healthy options."
Food + Beverage	"...there was a year-round beer or wine garden that's open throughout the week."
Food + Beverage	"...there was a farmer's market and vendor booth with homemade items for sale."
Food + Beverage	"...there were good restaurants."
Food + Beverage	"...there were food trucks and shaded places to eat."
Food + Beverage	"...there were restaurants and places to eat."
Food + Beverage	"...there were more restaurants and seating."
Food + Beverage	"...there were more food venues."
Food + Beverage	"...there were food trucks and snow cones."
Food + Beverage	"...there were restaurants open year round."
Green space	"...there were larger areas of green space for reflection, yoga, etc."
Green space	"...there was more green space, trees, and less concrete. A place to have a picnic and family reunion."
Green space	"...there were more trees and areas of green space."
Green space	"...there were more green space and less concrete."
Green space	"...the park was eco friendly, had more trees and shade."
Green space	"...there was green space for kids to engage with each other while playing sports."
Green space	"...there was a grassy area between the African American Museum and the Music Hall."
Green space	"...there was less concrete and more green space."
Green space	"...there was less concrete and more green space and gravel for walking."
Green space	"...there were parks along Cullum Blvd."
Green space	"...there were more trees and covered seating."
Green space	"...the space was more eco friendly."
History	"...it was a place to bring visitors that I was proud to show off. A place celebrating history."
History	"...it was a place that celebrates Texas and Texas history."
History	"...the historic buildings were restored, used and beautified."
History	"...the buildings, art work and fountains were restored for people to view and learn from."
History	"...augmented reality was used to show different stages of the park's history."

Maintenance	"...all the buildings were usable and functioning. Although the public would like to see some immediate results, I'd like to see infrastructure and maintenance addressed before any more damage occurs to the historic structures. Roofing, drainage, pedestrian/safety lighting, electrical and energy efficiency upgrades are all things that seem most pressing in order to attract visitors, events, and permanent retailers to the park. New buildings and corridors will take longer to construct and should wait until the health of the existing structures is secured.
Maintenance	"...the grounds were more clean, inviting, and environmentally responsible."
Maintenance	"...vehicular traffic was restricted inside the park."
Maintenance	"...the area around the park had more police and was safe."
Maintenance	"...the original buildings - specifically the Hall of State and former Art Museum were restored."
Maintenance	"...if the venue was pedestrian only - cars only allowed on the perimeter."
Maintenance	"...the buildings were restored."
Maintenance	"...the asphalt was replaced with parking garages that don't smell."
Maintenance	"...there was increased signage and maps to navigate the area."
Recreation	"...there was running/jogging path and well lit similar to Katy Trail"
Recreation	"...there was an interface with the Lower White Rock Creek region of the Trinity Forest
Recreation	"...there was a workout circuit, tennis courts, putt putt golf, an ice skating rink, and jobs."
Recreation	"...there was a basketball court, waterpark or spray areas."
Recreation	"...there were more opportunities for daily engagement."
Recreation	"...there was a playground area with equipment for kids and families."
Recreation	"...there was a dog park."
Recreation	"...there were bike trails."
Recreation	"...there was a dog park."
Recreation	"...there were fun, creative, active family experiences offered year round."
Recreation	"...there were fields for different types of sports."
Recreation	"...there were interactive educational facilities providing programming for children and families year round."
Recreation	"...there were spots for daily exercise and a movie theater."
Recreation	"...there was a yoga and meditation pavilion."
Recreation	"...there were activities and programs geared towards children and families."
Recreation	"...there was a water park."
Recreation	"...there were hands on family events year round."
Recreation	"...there were recreational fields for play."

Recreation	"...there was space to walk and exercise."
Recreation	"...there was a community garden."

I would participate in more of Fair Park's programs if...

CATEGORY	FEEDBACK
Amenities	"...there was more parking, lighting and better access to venues for the events."
Amenities	"...there were golf carts, shuttles around the park."
Amenities	"...there was free parking."
Amenities	"...the space was open 365 days a year."
Amenities	"...there were spaces for rent for private events."
Amenities	"...there was a swimming pool."
Amenities	"...there was free WIFI and internet connectivity."
Amenities	"...there was a co-working space to attract innovation."
Amenities	"...there was WIFI available."
Art + Culture	"...the buildings were housing new interesting museums and learning opportunities."
Art + Culture	"...there were exhibits from other cities."
Art + Culture	"...the former DMFA building was restored and filled with art."
Art + Culture	"...there was Dallas Civil Rights Museum."
Art + Culture	"...there was a museum dedicated to the history of Black Dallas."
Art + Culture	"...the old art museum was restored."
Communication	"...I knew there was always something interesting going on."
Communication	"...there was better advertisement of the events outside of the Music Hall, 4th of July, and State Fair."
Communication	"...I was aware of everything."
Communication	"...volunteer opportunities were more visible."
Communication	"...there was transparency related to employment opportunities."
Communication	"...I was aware of the family oriented activities."
Community	"...the 'community' was defined as 75210, 75215 and free admission was available for those residents."
Community	"...there was more big events that are community focused."
Community	"...local residents were employed."
Cost	"...the cost of the African American Museum and Texas Discovery Garden was reduced."

Diversity	"...there was a montly diversity dinner rather than just on MLK Day."
Entertainment	"...there was a community theater."
Entertainment	"...there were festivals and expos focused on health and wellness -- not earth day."
Entertainment	"...there were free concerts."
Entertainment	"...there was a casino or other adult entertainenet."
Entertainment	"...the aquarium and IMAX were re-opened."
Entertainment	"...there was an underground aquarium in a tunnel."
Entertainment	"...there was a movie night in the park."
Entertainment	"...there were more free concerts in the band shell with Texas talent."
Entertainment	"...there was more utilization of the band shell for outdoor music events."
Entertainment	"...there was city festival over memorial day weekend."
Entertainment	"...there were high school band competitions."
Entertainment	"...there was grand prix auto racing."
Entertainment	"...there were collegiate events."
Food + Beverage	"...there were high end restaurants"
Food + Beverage	"...there were more restaurants, food trucks and snack stands."
Food + Beverage	"...there were more vegan and vegetarian options."
Food + Beverage	"...there were more food options during festivals -- healthy options year round, not just fried food and food trucks."
Food + Beverage	"...local chefs were recruited for more food and beverage options."
Food + Beverage	"...there was a grocery store or farmer's market."
Green space	"...there was more green space to have lunch with families."
Green space	"...the outdoor space was more green and inviting."
Green space	"...there was less concrete and better maintenance of buildings."
History	"...the story of Texas' history was told throughout the venue."
History	"...the historic significance of the historic landmark was preserved."
Maintenance	"...more recycling and trash receptacles."
Maintenance	"...if there was a limit to the amount of idle/parked cars."
Maintenance	"...cars were banned and electrical golf carts and shuttleswere available to improve air quality for pedestrians and joggers."
Maintenance	"...the buildings and water features were restored and maintained."
Maintenance	"...it was more pedestrian and jogger friendly."
Maintenance	"...if the speed limit was posted."

Maintenance	"...great assets like the ampitheater behind the old nature and science building were being used rather than abandoned."
Maintenance	"...traffic in and out was managed better."
Programming	"...the programs weren't on school nights."
Programming	"...there was a school in the area -- Perot took the pre-k through 2nd grade away."
Programming	"...there were more free programs for children and adults."
Programming	"...there were after school programs."
Programming	"...there were DISD integrated activities into the park."
Programming	"...there were more opportunities for kids and families to explore nature."
Programming	"...there was indoor recreation available in the unused buildings."
Programming	"...there were free summer programs for kids."
Programming	"...children had a place for summer and after school programming."
Programming	"...there were events that highlight horse culture in Texas -- commance, Black cowboys, vaqueros and others."
Programming	"...there were family oriented destinations for side by side learning/activities/arts."
Programming	"...there were destinations for learning, fun, and growth."
Programming	"...I could make a full day of it."
Programming	"...it was a center for innovation, research and development, and an incubator for entrepreneurs and high tech training."
Programming	"...there were activities for college students."
Programming	"...there was programming in conjunction with the Park & Rec department."
Programming	"...truly unique family experiences were offered."
Programming	"...there was a childrens' museum like the one in Brownville, TX."
Programming	"...there were opportunities for vacant spaces to house traveling exhibits."
Programming	"...there were opportunities to foster business growth and job creation."
Programming	"...innovation was spread to the surrounding community, city, and the region."
Programming	"...non profit organizations were housed on campus and offered environmental learning and sustainability programs for all ages."
Programming	"...there was a community garden for experiential learning."
Programming	"...there were partnerships with childrens' organizations like SPARK and the Dallas Childrens Theater for events and programs."
Programming	"...there were community partnerships with non-profit organizations."
Programming	"...there were opportunities for corporate events."
Recreation	"...there were recreational sports fields."
Recreation	"...there were recreational sports fields."

Miscellaneous Attendee Feedback

"Put the neighborhood park where it works best with the overall plan - in one or many locations.

"Place the park between the African American Museum and the Music Hall."

"Wrap DART trains with Fair Park activities and programs"

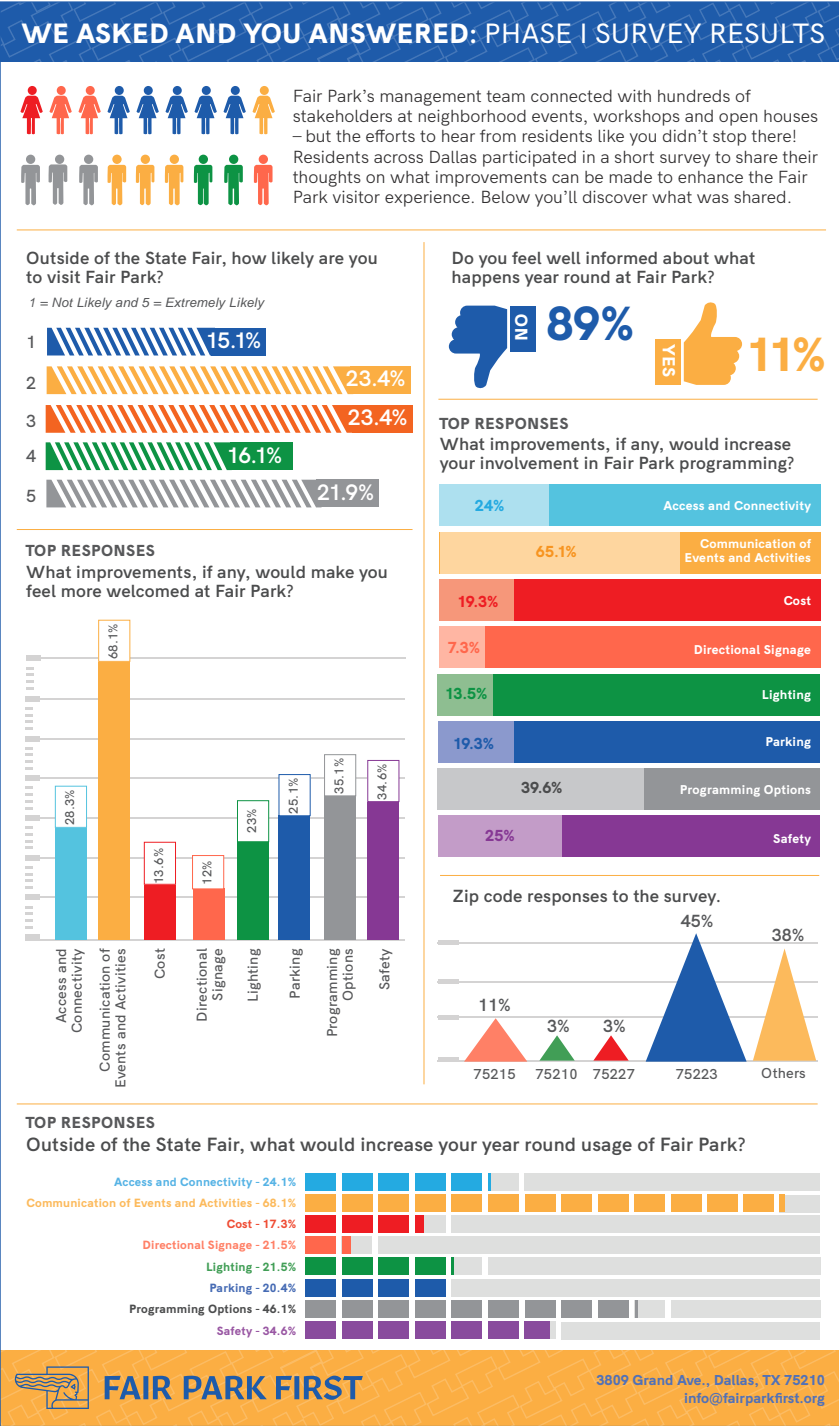
"Study the City of Dallas Bike Plan."

"Don't tear down the historic art deco buildings and architecture."

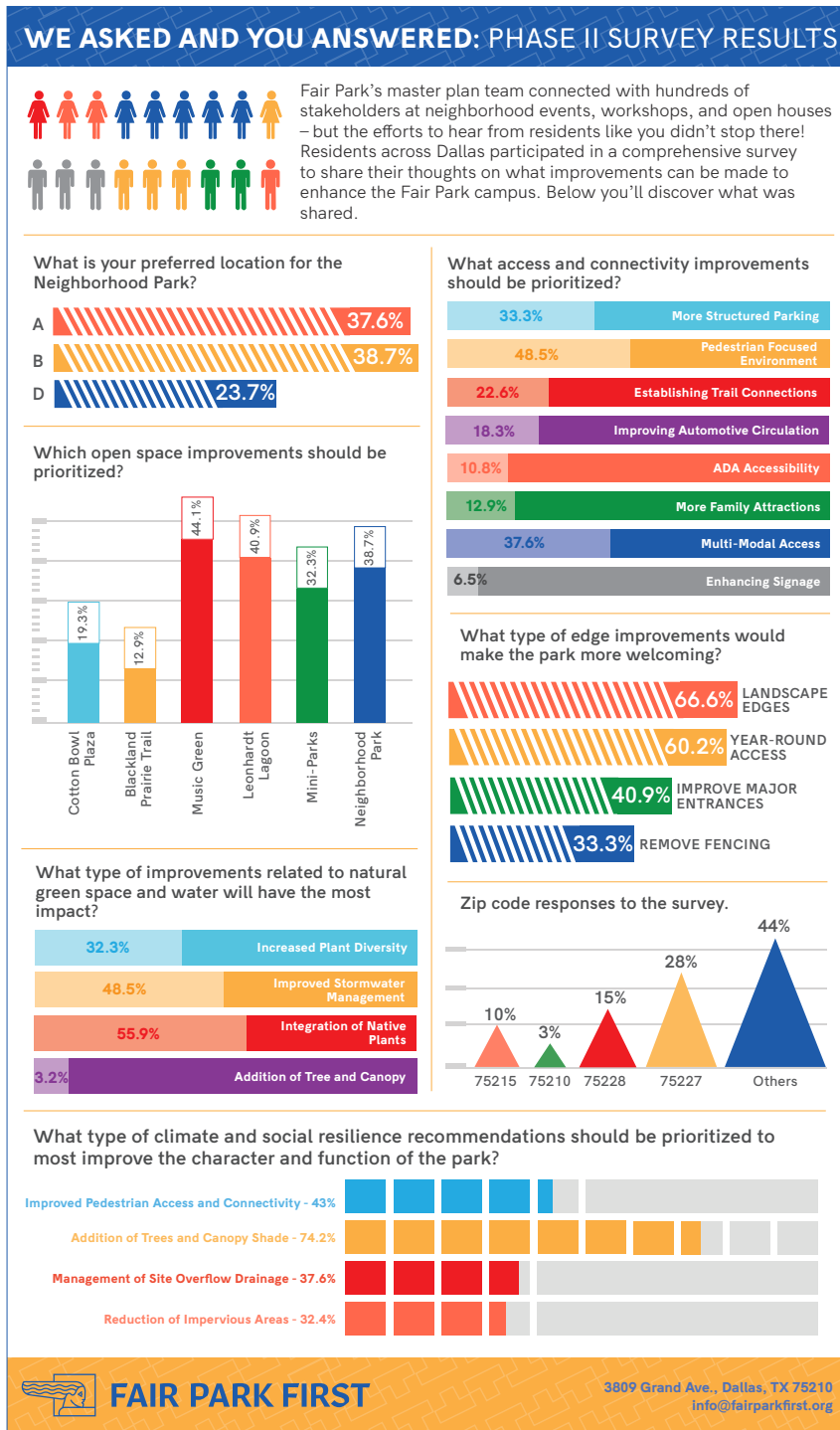
"DO IT ALL!"

"The first park should be on the parking lot between the African American Museum and the Music Hall."

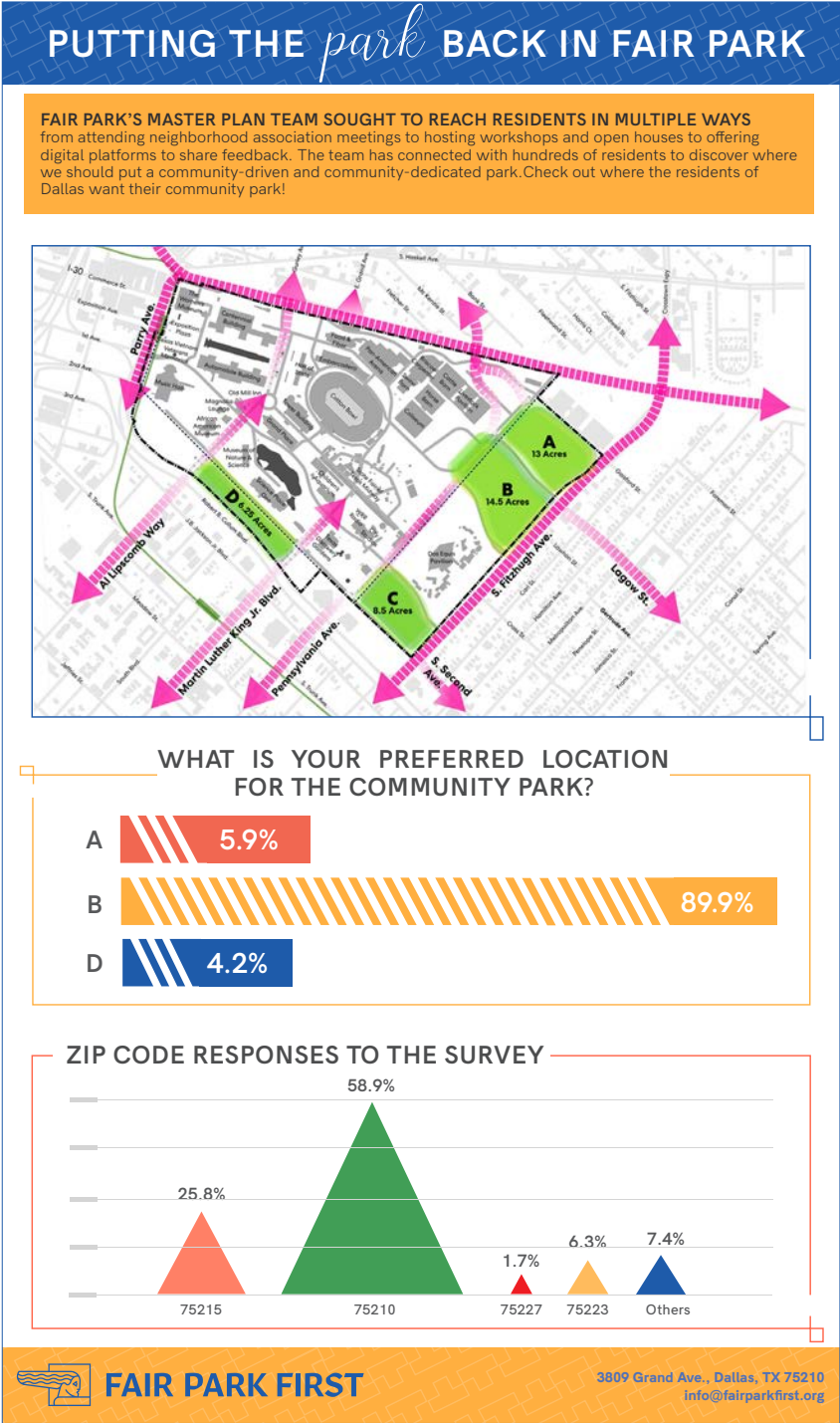
The graphic represents the public engagement summary of the online phase one survey for the Fair Park Master Plan Update.



The graphic represents the public engagement summary of the online phase two survey for the Fair Park Master Plan Update.



The graphic represents the overall public engagement summary of the online survey for the location of the Community Park.



The graphic represents the public engagement summary for the location of the proposed Community Park.

FAIR PARK: YOUR *park*

FAIR PARK FIRST, SPECTRA, BIEDERMAN REDEVELOPMENT VENTURES, AND PERKINS&WILL has engaged thousands stakeholders, community members, planners, City employees, and resident institutions, over the last seven months. Their feedback and insights are what have shaped the 2020 Fair Park Master Plan Update. Check out what was learned from these thousands of unique conversations!

ENGAGEMENTS



4 PUBLIC MEETINGS

2 OPEN HOUSES



8 COMMUNITY EVENTS

34 ZIP CODES

1812 CONVERSATIONS

3 SURVEYS



111 MEETINGS

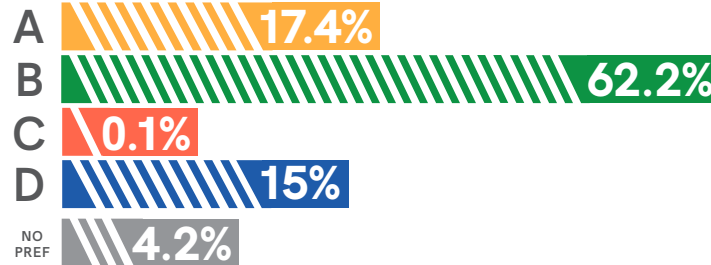


2 PUBLIC WORKSHOPS

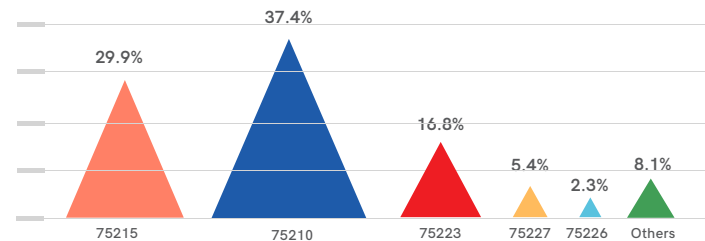


16 NEIGHBORHOOD MEETINGS

PREFERRED LOCATION FOR THE COMMUNITY PARK



ZIP CODES



FAIR PARK FIRST

3809 Grand Ave., Dallas, TX 75210
info@fairparkfirst.org

Community Park Selection Matrix

The matrix highlights the four potential locations, selection criteria, and final ranked scoring to determine the final location of the proposed Community Park.

Fair Park - Community Park Location Selection Matrix					
Selection Criteria (Points 5=yes definitely, 4 = yes somewhat, 3 - somewhat, 2 - maybe, 1 - very little, 0 - no)	Park Site A	Park Site B	Park Site C	Park Site D	Other Park Site
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
FINAL POINTS	96	164	57	71	5

Estimates of Probable Costs

The diagrams on the following pages are the detailed estimates of probable costs for the Master Plan Update recommendations.

Fair Parks - Master Plan
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COST SUMMARY

Hard Costs	Escalation Period		Escalation Value	Total w/ Markups	Total Incl. Escalation
1 Access and Connectivity	5-10 Years	25%	\$2,551,848	\$10,207,291.52	\$12,759,239.40
2 Blue + Green Infrastructure	5-10 Years	25%	\$869,827	\$3,439,306.13	\$4,299,132.67
3 Park Edges	5-10 Years	25%	\$774,320	\$3,097,279.75	\$3,871,599.69
4 Park Resilience	5-10 Years	25%	\$649,306	\$2,597,222.41	\$3,246,528.02
5 The Lagoon	10-20 Years	40%	\$2,181,294	\$5,453,485.38	\$7,634,879.53
6 Music Green	0-5 Years	9%	\$1,181,634	\$13,129,265.74	\$14,310,899.66
7 MLK Gateway Park	0-5 Years	9%	\$619,652	\$6,885,024.65	\$7,504,676.87
8 Community Park	0-5 Years	9%	\$4,859,055	\$53,989,504.75	\$58,848,560.18
9 NE Parking Structure	0-5 Years	9%	\$3,754,725	\$41,719,163.16	\$45,473,887.94
10 SW Parking Structure	0-5 Years	9%	\$1,043,114	\$11,656,825.00	\$12,700,339.25
11 Gateway Park - Gurley Gate	5-10 Years	25%	\$271,672	\$1,086,687.06	\$1,358,358.83
12 Gateway Park - Jubilee Park	5-10 Years	25%	\$307,431	\$1,229,724.82	\$1,537,156.03
13 Blackland Prairie Trail	5-10 Years	25%	\$392,368	\$1,569,465.27	\$1,961,831.58
14 Gateway Park - Vietnam Memorial Area	5-10 Years	25%	\$127,824	\$511,295.61	\$639,119.51
15 Cottonbowl Plaza	5-10 Years	25%	\$1,904,963	\$7,619,931.87	\$9,524,914.84
16 Site Utilities	5-10 Years	25%	\$1,115,776	\$4,463,105.17	\$5,578,881.46
17 Digital Infrastructure	0-5 Years	9%	\$613,517	\$6,816,856.73	\$7,430,373.83
18 Walking Loop	5-10 Years	25%	\$454,341	\$1,817,363.97	\$2,271,704.96
19 MLK Connection	5-10 Years	25%	\$340,843	\$1,363,371.35	\$1,704,214.18
20 Landscape improvements - Whole Site	10-20 Years	40%	\$2,181,294	\$5,453,485.38	\$7,634,879.53
21 Parking lot landscaping	10-20 Years	40%	\$1,472,441	\$3,681,102.63	\$5,153,543.68
22 Midway	5-10 Years	25%	\$681,686	\$2,726,742.69	\$3,408,428.36
Subtotal Hard Costs			\$28,345,149	\$190,513,601	\$218,858,750
Soft Costs / Project Costs					
1 Master Plan Design		10%			\$21,885,875
a. Architectural renovation identifying each building					
b. Landscaping identifying each greenspace					
c. Renderings					
2 Construction					Included Above
a. General Conditions					
b. Civil / Structural / Architectural-Engineering Scope					
c. Mechanical Scope					
d. Electrical Scope					
e. CMR Fees / Taxes / Other					
3 Soft Costs		25%			\$54,714,687
a. Surveys/Plats / Testing / Geotech					
b. Plans / Reviews / Inspections					
c. City/State Jurisdictional Approvals					
d. Project Management					
e. Other Consultants related to Park design and Construction					
4 Technology		3%			\$8,565,762
a. Infrastructure design/ installation / upgrades					
b. Security Expansion / Relocation					
c. Telecom Expansion / Relocation					
d. Other					
5 Contingencies					
a. Owners (FPF)		5%			\$15,101,254
b. Project		5%			\$15,856,316
6 Operational Costs					Exd
Subtotal Soft / Project Costs					\$114,123,895
Total Estimated Project Cost					\$332,982,645.03

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SUMMARY - FAIR PARK - BREAKDOWNS

Element	Total	Total w/ Markups
01 Access and Connectivity	\$7,486,876	\$10,207,391.52
02 Blue + Green Infrastructure	\$2,522,648	\$3,439,306.13
03 Park Edges	\$2,271,780	\$3,097,279.75
04 Park Resilience	\$1,905,000	\$2,597,222.41
05 The Lagoon	\$4,000,000	\$5,453,485.38
06 Music Green	\$9,630,000	\$13,129,265.74
07 MLK Gateway Park	\$5,050,000	\$6,885,024.65
08 Community Park	\$39,600,000	\$53,989,504.75
09 NE Parking Structure	\$30,600,000	\$41,719,163.16
10 SW Parking Structure	\$8,550,000	\$11,656,825.00
11 Gateway Park - Gurley Gate	\$797,059	\$1,086,687.06
12 Gateway Park - Jubilee Park	\$901,974	\$1,229,724.82
13 Blackland Prairie Trail	\$1,151,165	\$1,569,465.27
14 Gateway Park - Vietnam Memorial Area	\$375,023	\$511,295.61
15 Cottonbowl Plaza	\$5,589,036	\$7,619,931.87
16 Site Utilities	\$3,273,580	\$4,463,105.17
17 Digital Infrastructure	\$5,000,000	\$6,816,856.73
18 Walking loop	\$1,332,993	\$1,817,363.97
19 MLK Connection	\$1,000,000	\$1,363,371.35
20 Landscape improvements	\$4,000,000	\$5,453,485.38
21 Parking lot landscaping	\$2,700,000	\$3,681,102.63
22 Midway	\$2,000,000	\$2,726,742.69
23 Division 23		
24 Division 24		
25 Division 25		
Subtotal	\$139,737,132	\$190,513,601
General Conditions	8.00% \$11,178,971	
Subtotal	\$150,916,102	
General Requirements	3.00% \$4,527,483	
Subtotal	\$155,443,585	
Bonds & Insurance	1.50% \$2,331,654	
Subtotal	\$157,775,239	
Contractor's Fee	5.00% \$7,888,762	
Subtotal	\$165,664,001	
Design Contingency	15.00% \$24,849,600	
TOTAL ESTIMATED CONSTRUCTION COST		\$190,513,601

DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
01 Access and Connectivity				
12' improved pedestrian walking path				
Demolition	51,000	sf	\$0.50	\$25,500
Curb allowance (Including inlets etc.)	8,500	lf	\$12.00	\$102,000
New Paving Area - Assumed Concrete	51,000	sf	\$14.00	\$714,000
Miscellaneous allowance	5%			\$42,075
Narrow Pennsylvania to 2 lanes				
Demolition	106,240	sf	\$0.50	\$53,120
8' side walk	26,560	sf	\$14.00	\$371,840
10' meandering prairie trail - West side	33,200	sf	\$8.00	\$265,600
Paving area - AC Paving	79,680	sf	\$9.00	\$717,120
Curb allowance (Including inlets etc.)	6,640	lf	\$12.00	\$79,680
Miscellaneous allowance	5%			\$74,368
Pedestrian Bridge				
New Pedestrian Bridge	1	alw	\$250,000.00	\$250,000
Narrow 2nd Ave. to 2 lanes				
Demolition; assume 40' wide	150,000	sf	\$0.50	\$75,000
8' side walk - East Side	30,000	sf	\$14.00	\$420,000
8' side walk - West Side	30,000	sf	\$14.00	\$420,000
Paving area - AC Paving	90,000	sf	\$9.00	\$810,000
Curb allowance (Including inlets etc.)	7,500	lf	\$12.00	\$90,000
Miscellaneous allowance	5%			\$90,750
Enhanced crosswalks on all edge and interior streets	14	loc	\$50,000.00	\$700,000
1st avenue				
Replace with enhanced 20' wide pedestrian promenade				
Demo of existing area	43,000	sf	\$0.95	\$40,850
New pedestrian promenade	43,000	sf	\$25.00	\$1,075,000
Curb allowance (Including inlets etc.)	4,300	lf	\$12.00	\$51,600
Miscellaneous allowance	5%			\$58,373
Improved Sidewalks				
Improve sidewalk areas - ranging from 10 - 12' wide	12,000	lf	\$80.00	\$960,000
Total - Access and Connectivity				\$7,486,876

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DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
02 Blue + Green Infrastructure				
Storm water management areas				
Lily rain gardens / Bio infiltration areas - 5 areas @ 40,000sf	200,000	sf		
Demolition	200,000	sf	\$0.70	\$140,000
Lawn	200,000	sf	\$1.70	\$340,000
Irrigation to above			Assume not required	
Landscaping / rain garden, allowance per sf	200,000	sf	\$0.70	\$140,000
Under Ground Stormwater storage areas, allowance per cy.	13,334	cy	\$33.00	\$440,022
Miscellaneous allowance	5%			\$53,001
Pervious pavements w/ underground storage - 5 areas @ 15,000sf	75,000			
Demolition	75,000	sf	\$0.70	\$52,500
New Paving Area - Assumed Concrete	75,000	sf	\$15.00	\$1,125,000
Under Ground Stormwater storage areas, allowance per cy.	5,000	cy	\$33.00	\$165,000
Miscellaneous allowance	5%			\$67,125
Total - Blue + Green Infrastructure				\$2,522,648
03 Park Edges				
Fence				
Remove Existing Fence			Assume none existing	
New Fence; Assume 6' High	15,800	lf	\$85.00	\$1,343,000
Gates allowance - single pedestrian	50	ea	\$1,500.00	\$75,000
Gates allowance - double	20	ea	\$4,500.00	\$90,000
Gates allowance - sliding	10	ea	\$6,000.00	\$60,000
Improved landscaped edges, allow 8' on average	126,400	sf	\$4.00	\$505,600
Landscaping allowance	1	alw	\$90,000.00	\$90,000
Miscellaneous allowance	5%			\$108,180
Total - Park Edges				\$2,271,780
04 Park Resilience				
Landscaping allowance				
New trees w/ improved soil planting areas, tree installation and minor infrastructure work	1	alw	\$1,905,000.00	\$1,905,000
Total - Park Resilience				\$1,905,000
05 The Lagoon				
The Lagoon				

DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
The Lagoon should be restored to include a new filtration system, aquatic vegetation, and enhanced native landscaping along the shoreline. The master plan recommends new and improved multi-use trails around the Lagoon area, as well as enhanced hard and soft Lagoon edges. The hard edges include new overlooks, seating areas at the edge of the Lagoon, and the soft edges include enhanced landscape and planting areas. Improved sidewalk connections from parking areas along 2nd Avenue to the Lagoon and other destinations will include seating areas, lighting, wayfinding, signage, and areas of enhanced landscaping.	1	alw	\$4,000,000.00	\$4,000,000

Total - The Lagoon

\$4,000,000

06 Music Green

Fence				
Remove Existing Fence	140	lf	\$15.00	\$2,100
New Fence; Assume 6' High	530	lf	\$85.00	\$45,050
Miscellaneous allowance	5%			\$2,358
Road Closure				
Demo of existing area	5,260	sf	\$0.95	\$4,997
New pedestrian promenade	5,260	sf	\$25.00	\$131,500
Curb allowance (Including inlets etc.)	526	lf	\$12.00	\$6,312
Miscellaneous allowance	5%			\$7,140
Improved Landscape area				
Remove pavements, utilities etc.	165,000	sf	\$0.50	\$82,500
Lawns	165,000	sf	\$1.70	\$280,500
Irrigation to above	165,000	sf	\$0.70	\$115,500
Landscaping, allowance per sf	165,000	sf	\$1.10	\$181,500
Street Trees, qty allowance	50	ea	\$750.00	\$37,500
Miscellaneous allowance	5%			\$34,875
Crossings				
Improved crossings to 2nd ave.	1	ls	\$50,000.00	\$50,000
Miscellaneous allowance	5%			\$2,500

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DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
Streetscape to parking Ramp				
Demolition	42,250	sf	\$0.50	\$21,125
Paving area - 25%; assumed concrete paving	10,563	sf	\$16.00	\$169,008
Landscape area - 75%	31,688	sf	\$2.80	\$88,726
Curb allowance (Including inlets etc.)	1,430	lf	\$12.00	\$17,160
Landscaping, allowance per sf	42,250	sf	\$0.70	\$29,575
Miscellaneous allowance	5%			\$16,280
Music Green				
Demolition	140,000	sf	\$0.70	\$98,000
Paving area - 15% - specialty paving	21,000	sf	\$20.00	\$420,000
Lawn - 85%	119,000	sf	\$3.00	\$357,000
Irrigation to above	119,000	sf	\$0.70	\$83,300
Curb allowance (Including inlets etc.)	2,306	lf	\$12.00	\$27,672
Under Ground Stormwater storage areas, allowance per cy.	9,334	cy	\$33.00	\$308,022
Landscaping, allowance per sf	140,000	sf	\$0.70	\$98,000
Miscellaneous allowance	5%			\$69,600
Public Art Allowance	1	alw	\$250,000.00	\$250,000
Site signage allowance	1	alw	\$50,000.00	\$50,000
Site lighting allowance	1	alw	\$250,000.00	\$250,000
Misc. costs	1	alw	\$6,292,200.00	\$6,292,200
Total - Music Green				\$9,630,000

07 MLK Gateway Park

Gateway Park				
Demolition	79,550	sf	\$0.70	\$55,685
Paving area - 15% assumed conc. Paving	11,933	sf	\$14.00	\$167,062
Lawn - 85%	67,618	sf	\$3.00	\$202,854
Irrigation to above	67,618	sf	\$0.70	\$47,333
Curb allowance (Including inlets etc.)	1,770	lf	\$12.00	\$21,240
Landscaping, allowance per sf	79,550	sf	\$0.70	\$55,685
Street Trees, qty allowance	40	ea	\$750.00	\$30,000
Outdoor games allowance	1	alw	\$10,000.00	\$10,000
Custom play structures	1	alw	\$375,000.00	\$375,000
Site Furniture	1	alw	\$175,000.00	\$175,000
Miscellaneous allowance	5%			\$56,993

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DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
Streetscape to 2nd Ave.				
Demdition	26,400	sf	\$0.50	\$13,200
Paving area - AC Paving	26,400	sf	\$9.00	\$237,600
Curb allowance (Including inlets etc.)	1,630	lf	\$12.00	\$19,560
Landscape allowance	1	ls	\$35,000.00	\$35,000
Striping/ road markings	1	ls	\$12,500.00	\$12,500
Miscellaneous allowance	5%			\$15,893
Site signage allowance	1	alw	\$50,000.00	\$50,000
Site lighting allowance	1	alw	\$120,000.00	\$120,000
Misc. costs	1	alw	\$3,349,395.00	\$3,349,395

Total - MLK Gateway Park

\$5,050,000

08 Community Park

New Parking lot (75 spaces); assumed 8,500sf				
Demdition	8,500	sf	\$0.70	\$5,950
Paving area - AC Paving	8,500	sf	\$9.00	\$76,500
Rain Gardens / Surface stormwater	1	ls	\$1,700,000.00	\$1,700,000
Miscellaneous allowance	5%			\$89,123
Striping/ road markings	1	ls	\$8,500.00	\$8,500
Civic Lawn				
Demdition	478,500	sf	\$0.70	\$334,950
Paving area - 15% assumed decorative	71,775	sf	\$30.00	\$2,153,250
Lawn - 85%	406,725	sf	\$3.00	\$1,220,175
Irrigation to above	406,725	sf	\$0.70	\$284,708
Curb allowance (Including inlets etc.)	3,840	lf	\$12.00	\$46,080
Under Ground Stormwater storage areas, allowance per cy.	31,900	cy	\$33.00	\$1,052,700
Landscaping, allowance per sf	478,500	sf	\$2.10	\$1,004,850
Miscellaneous allowance	5%			\$304,836
New Building - Community Structure	13,200	sf	\$700.00	\$9,240,000
Custom kids play structures	1	alw	\$1,500,000.00	\$1,500,000
Miscellaneous public art	1	alw	\$500,000.00	\$500,000
Site Furnishings	1	alw	\$1,200,000.00	\$1,200,000
Water Feature / Water Play	1	alw	\$1,700,000.00	\$1,700,000
Site signage allowance	1	alw	\$50,000.00	\$50,000
Site lighting allowance	1	alw	\$600,000.00	\$600,000
Misc. costs	1	alw	\$16,528,379.00	\$16,528,379

Total - Community Park

\$39,600,000

09 NE Parking Structure

New Parking lot (1,480 spaces)	1,480	bays	\$15,000.00	\$22,200,000
Misc. Costs	1	ls	\$8,400,000.00	\$8,400,000

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DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
Total - NE Parking Structure				\$30,600,000
10 SW Parking Structure				
New Parking lot (570 spaces)	570	bays	\$15,000.00	\$8,550,000
Total - SW Parking Structure				\$8,550,000
11 Gateway Park - Gurley Gate				
Gateway Park - Petroleum Building				
Demolition	39,200	sf	\$0.70	\$27,440
Plaza area	16,150	sf	\$28.00	\$452,200
Lawn - 85%	23,050	sf	\$3.00	\$69,150
Irrigation to above	23,050	sf	\$0.70	\$16,135
Curb allowance (Including inlets etc.)	1,250	lf	\$12.00	\$15,000
Landscaping, allowance per sf	140,000	sf	\$0.70	\$98,000
Street Trees, qty allowance	13	ea	\$750.00	\$9,750
Miscellaneous allowance	5%			\$34,384
Site lighting allowance	1	alw	\$75,000.00	\$75,000
Total - Gateway Park - Gurley Gate				\$797,059
12 Gateway Park - Jubilee Park				
Gateway Park - Jubilee Park				
Demolition	25,440	sf	\$0.70	\$17,808
Paving area - 8' wide average, assumed conc. Paving	8,160	sf	\$14.00	\$114,240
Curb allowance (Including inlets etc.)	1,020	lf	\$12.00	\$12,240
Dog Park - Price includes for fence, gates, hardscape & Softscape	6,000	sf	\$28.00	\$168,000
Lawn - 85%	17,280	sf	\$3.00	\$51,840
Irrigation to above	17,280	sf	\$0.70	\$12,096
Landscaping, allowance per sf	17,280	sf	\$0.70	\$12,096
Street Trees, qty allowance	33	ea	\$750.00	\$24,750
Playground area - Including fence, gates and padded mats	3,000	sf	\$55.00	\$165,000
Custom kids play structures	1	alw	\$200,000.00	\$200,000
Miscellaneous allowance	5%			\$38,904
Site lighting allowance	1	alw	\$85,000.00	\$85,000
Total - Gateway Park - Jubilee Park				\$901,974
13 Blackland Prairie Trail				
Blackland Prairie Walk				
Demolition	61,658	sf	\$0.70	\$43,161

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DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
Trail Area - Assumed crushed aggregate, assumed 6' wide	29,856	sf	\$10.00	\$298,560
Plaza area - Paved	3,102	sf	\$28.00	\$86,856
Plaza area - (Crushed Aggregate)	3,300	sf	\$16.00	\$52,800
Curb allowance (Including inlets etc.)	5,776	lf	\$12.00	\$69,312
Lawn - 85%	25,400	sf	\$3.00	\$76,200
Irrigation to above	25,400	sf	\$0.70	\$17,780
Landscaping, allowance per sf	25,400	sf	\$0.70	\$17,780
Street Trees, qty allowance	63	ea	\$750.00	\$47,250
Native prairie plantings - allowance	174,137	sf	\$1.40	\$243,792
Miscellaneous allowance	5%			\$47,675
Site signage allowance	1	alw	\$50,000.00	\$50,000
Site lighting allowance	1	alw	\$100,000.00	\$100,000
Total - Blackland Prairie Trail				\$1,151,165
14 Gateway Park - Vietnam Memorial Area				
Demolition	44,060	sf	\$0.70	\$30,842
Paving area - 8' wide average, assumed conc. Paving	5,240	sf	\$14.00	\$73,360
Curb allowance (Including inlets etc.)	750	lf	\$12.00	\$9,000
Lawn - 85%	38,820	sf	\$3.00	\$116,460
Irrigation to above	38,820	sf	\$0.70	\$27,174
Landscaping, allowance per sf	38,820	sf	\$0.70	\$27,174
Street Trees, qty allowance	15	ea	\$750.00	\$11,250
Miscellaneous allowance	5%			\$14,763
Site signage allowance	1	alw	\$25,000.00	\$25,000
Site lighting allowance	1	alw	\$40,000.00	\$40,000
Total - Gateway Park - Vietnam Memorial Area				\$375,023

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DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
15 Cottonbowl Plaza				
Demolition	182,700	sf	\$1.00	\$182,700
Plaza area - Paved	149,200	sf	\$28.00	\$4,177,600
Curb allowance (Including inlets etc.)	8,000	lf	\$12.00	\$96,000
Lawn - 85%	33,500	sf	\$3.00	\$100,500
Irrigation to above	33,500	sf	\$0.70	\$23,450
Landscaping, allowance per sf	33,500	sf	\$0.70	\$23,450
Geo Grid Lawn	13,350	sf	\$6.50	\$86,775
Street Trees, qty allowance	9	ea	\$750.00	\$6,750
Electrical Structure	1	alw	\$80,000.00	\$80,000
Water feature	1	alw	\$300,000.00	\$300,000
Under Ground Stormwater storage areas, allowance per cy.	7,444	cy	\$33.00	\$245,667
Miscellaneous allowance	5%			\$266,145
Total - Cottonbowl Plaza				\$5,589,036
16 Site Utilities				
Wastewater Pipelines - New				
8"	4,050	lf	\$100.00	\$405,000
18"	325	lf	\$165.00	\$53,625
21"	1,150	lf	\$210.00	\$241,500
Misc. Fittings and connections	1	alw	\$71,000.00	\$71,000
Patch and repair to existing conditions	5,525	lf	\$8.00	\$44,200
Water Pipelines - New				
4"	860	lf	\$75.00	\$64,500
6"	3,300	lf	\$85.00	\$280,500
8"	900	lf	\$100.00	\$90,000
16"	300	lf	\$150.00	\$45,000
Misc. Fittings and connections	1	alw	\$48,000.00	\$48,000
Patch and repair to existing conditions	5,360	lf	\$8.00	\$42,880
Stormwater - New				
24"	1,150	lf	\$250.00	\$287,500
30"	925	lf	\$300.00	\$277,500
36"	1,175	lf	\$375.00	\$440,625
42"	650	lf	\$420.00	\$273,000
48"	200	lf	\$550.00	\$110,000
Misc. Fittings and connections	1	alw	\$139,000.00	\$139,000
Manholes, assumed qty	75	ea	\$4,250.00	\$318,750
Patch and repair to existing conditions	4,100	lf	\$10.00	\$41,000
Total - Site Utilities				\$3,273,580
17 Digital Infrastructure				
Digital Infrastructure Allowance	1	alw	\$5,000,000.00	\$5,000,000
Total - Digital Infrastructure				\$5,000,000

DETAIL ELEMENTS - FAIR PARK - BREAKDOWNS

Element	Quantity	Unit	Unit Cost	Total
18 Walking loop				
Walking loop				
Demolition	47,520	sf	\$0.70	\$33,264
Paving area - assumed conc. Paving	47,520	sf	\$14.00	\$665,280
Misc. crossings etc.	1	alw	\$200,000.00	\$200,000
Lawn to either side of new loop	57,024	sf	\$3.00	\$171,072
Irrigation to above	57,024	sf	\$0.70	\$39,917
Curb allowance (Including inlets etc.)	10,560	lf	\$12.00	\$126,720
Landscaping, allowance per sf	47,520	sf	\$0.70	\$33,264
Miscellaneous allowance	5%			\$63,476
Total - Walking loop				\$1,332,993
19 MLK Connection				
MLK Connection Allowance	1	alw	\$1,000,000.00	\$1,000,000
Total - MLK Connection				\$1,000,000
20 Landscape improvements				
Landscape improvement to the park	1	alw	\$4,000,000.00	\$4,000,000
Total - Landscape improvements				\$4,000,000
21 Parking lot landscaping				
Parking Lots				
Parking lot: New trees/ Landscaping and stormwater. Assumed				
nr. Of locations	18	loc	\$150,000.00	\$2,700,000
Total - Parking lot landscaping				\$2,700,000
22 Midway				
Midway				
Midway allowance	1	alw	\$2,000,000.00	\$2,000,000
Total - Midway				\$2,000,000

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APPENDIX 1 - APPROACH & METHODOLOGY

Basis of Estimate	- Conceptual Drawings Supplied by Perkins Will
Design Contingency	An allowance of 15% for undeveloped design details and estimating contingency has been included in this estimate. As the design of each system is further developed, details which historically increase cost become apparent and must be incorporated into the estimate while decreasing the % burden.
Construction Contingency	It is prudent for all program budgets to include an allowance for change orders which occur during the construction phase. These change orders normally increase the cost of the project. It is recommended that a 10-20 % construction contingency is carried in this respect. This cost is not included within the estimate.
Bid Conditions	This estimate has been based upon competitive bid situations (minimum of 3 bidders) for all items of subcontracted work.
Basis For Quantities	Wherever possible, this estimate has been based upon the actual measurement of different items of work. For the remaining items, parametric measurements were used in conjunction with other projects of a similar nature.
Basis for Unit Costs	Unit costs as contained herein are based on current bid prices in Dallas, TX. Sub overheads and profit are included in each line item unit cost. Their overhead and profit covers each sub's cost for labor burden, materials, and equipment, sales taxes, field overhead, home office overhead, and profit. The general contractor's overhead is shown separately on the master summary.
Sources for Pricing	This estimate was prepared by a team of qualified cost consultants experienced in estimating construction costs at all stages of design. These consultants have used pricing data from Cumming's database for construction, updated to reflect current conditions in Fargo, ND.
Key Exclusions	The following items have been excluded from our estimate: - Phasing - Major Utility Upgrades / Relocations - Local utility provider costs - Areas other than measured within the estimate
Items Affecting Cost Estimate	Items which may change the estimated construction cost include, but are not limited to: - Modifications to the scope of work included in this estimate. - Unforeseen sub-surface conditions. - Restrictive technical specifications or excessive contract conditions. - Any specified item of material or product that cannot be obtained from 3 sources. - Any other non-competitive bid situations. - Bids delayed beyond the projected schedule.

APPENDIX 1 - APPROACH & METHODOLOGY

Statement of Probable Cost	Cumming has no control over the cost of labor and materials, the general contractor's or any subcontractor's method of determining prices, or competitive bidding and market conditions. This estimate is made on the basis of the experience, qualifications, and best judgement of a professional consultant familiar with the construction industry. Cumming, however, cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from this or subsequent cost estimates.
	Cumming's staff of professional cost consultants has prepared this estimate in accordance with generally accepted principles and practices. This staff is available to discuss its contents with any interested party.
	Pricing reflects probable construction costs obtainable in the project locality on the target dates specified and is a determination of fair market value for the construction of this project. The estimate is not a prediction of low bid. Pricing assumes competitive bidding for every portion of the construction work for all sub and general contractors with a range of 3 - 4 bidders for all items of work. Experience and research indicates that a fewer number of bidders may result in higher bids. Conversely, an increased number of bidders may result in more competitive bid day responses.
Recommendations	Cumming recommends that the Owner and the Architect carefully review this entire document to ensure it reflects their design intent. Requests for modifications of any apparent errors or omissions to this document must be made to Cumming within ten days of receipt of this estimate. Otherwise, it will be assumed that its contents have been reviewed and accepted. If the project is over budget or there are unresolved budget issues, alternate systems / schemes should be evaluated before proceeding into further design phases.
	It is recommended that there are preparations of further cost estimates throughout design by Cumming to determine overall cost changes since the preparation of this preliminary estimate. These future estimates will have detailed breakdowns indicating materials by type, kind, and size, priced by their respective units of measure.

Landscape Plant Materials

The following lists are the recommended shade trees and native perennial plantings for Fair Park.

Fair Park Recommended Shade Trees	
Shade Trees - Common Name	Latin Name
Drummond Red Maple	<i>Acer rubrum var. drummondii</i>
Pecan	<i>Carya illinoensis</i>
Hackberry	<i>Celtis laevigata</i>
Texas Walnut	<i>Juglans microcarpa</i>
Southern Magnolia	<i>Magnolia grandiflora</i>
Mexican Sycamore	<i>Platanus mexicana</i>
Lacy Oak	<i>Quercus laceyi</i>
Burr Oak	<i>Quercus macrocarpa</i>
Chinquapin Oak	<i>Quercus muhlenbergii</i>
Bald Cypress	<i>Taxodium distichum</i>
Cedar Elm	<i>Ulmus crassifolia</i>
Drake Elm	<i>Ulmus parvifolia 'Drake'</i>

Blackland Prairie Plants for Fair Park	
Common Name	Latin Name
Big Bluestem	<i>Andropogon gerardii</i>
Little Bluestem	<i>Schizachyrium scoparium</i>
Switchgrass	<i>Panicum virgatum</i>
Indiangrass	<i>Sorghastrum nutans</i>
Sideoats Grama	<i>Bouteloua curtipendula</i>
Blue Grama	<i>Bouteloua gracilis</i>
Hooded Windmill Grass	<i>Chloris cucullata</i>
Green Sprangletop	<i>Leptochloa dubia</i>
Purple Coneflower	<i>Echinacea purpurea</i>
Black-eyed Susan	<i>Rudbekia hirta</i>
Firewheel	<i>Gaillardia pulchella</i>
Antelope Horns Milkweed	<i>Asclepias asperula</i>
Butterfly Weed	<i>Asclepias tuberosa</i>
Blazing Star	<i>Liatris punctata var. mucronata</i>
Standing Cypress	<i>Ipomopsis rubra</i>
Prairie Verbena	<i>Glandularia bipinnatifida</i>
Maximillian Sunflower	<i>Helianthus maximiliani</i>
Englemann's Daisy	<i>Engelmannia peristenia</i>
Frostweed	<i>Verbesina virginica</i>
Goldenrod	<i>Solidago altissima</i>
White Rosinweed	<i>Silphium albiflorum</i>
Rattlesnake Master	<i>Eryngium yuccifolium</i>

The following lists are the recommended native perennial plants to be utilized in the restoration of the heritage gardens located along the Esplanade. These plants can also be utilized throughout the Park in areas where new or improved landscaping has been proposed.

Fair Park Esplanade Planting Plan - Heritage Garden Conservation				
West Texas				
Common Name	Latin Name	Original Plan Code	Native to Texas	Suggested Replacement
Easter Red Cedar	<i>Juniperus virginiana</i>	<i>Jun. vir.</i>	Yes	N/A
Eastern Prickly Pear	<i>Opuntia compressa</i>	<i>Op. com.</i>	Yes	N/A
Aloe Yucca	<i>Yucca aloifolia</i>	<i>Yuc. al.</i>	Yes	N/A
Spanish Dagger	<i>Yucca treculeana</i>	<i>Yuc. tre.</i>	Yes	N/A
Plains Yucca	<i>Yucca glauca</i>	<i>Yuc. gla.</i>	Yes	N/A
Red Yucca	<i>Hesperaloe parviflora</i>	<i>Yuc. par.</i>	Yes	N/A
Texas Sage	<i>Leucophyllum frutescens</i>	<i>Leu. tex.</i>	Yes	N/A
Adams Needle	<i>Yucca filamentosa</i>	<i>Yuc. fil.</i>	Yes	N/A
Agarito	<i>Berberis trifoliolata</i>	<i>Ber. tri.</i>	Yes	N/A
Sweet Acacia	<i>Acacia farnesiana</i>	<i>Ac. far.</i>	Yes	N/A
Possumhaw Holly	<i>Ilex decidua</i>	<i>Il. de.</i>	Yes	N/A
Sotol, Desert Spoon	<i>Dasyliro serratifolium</i>	<i>Das. ser.</i>	Yes	N/A
Lechuguilla, Tula Ixtle	<i>Agave lechuguilla</i>	<i>Ag. lec.</i>	Yes	N/A
American Century Plant	<i>Agave americana ssp. Americana</i>	<i>Ag. am.</i>	Yes	N/A
Mexican Heather	<i>Cuphea Hyssopifolia</i>	<i>Cu. roy.</i>	No	Esperanza, <i>Tecoma stans</i> var. <i>augustatum</i>
South Texas				
Common Name	Latin Name	Original Plan Code	Native to Texas	Suggested Replacement
Easter Red Cedar	<i>Juniperus virginiana</i>	<i>Jun. vir.</i>	Yes	N/A
Sabal Palm	<i>Sabal texana</i>	<i>Sab. tex.</i>	Yes	N/A
Dwarf Palmetto	<i>Sabal minor</i>	<i>Sab. gl.</i>	Yes	N/A
Tropical Hibiscus	<i>Hibiscus rosa-sinensis</i>	<i>Hib. sin.</i>	No	Heartleaf Hibiscus, <i>Hibiscus martianus</i>
California Palm	<i>Washingtonia filifera</i>	<i>Was. fil.</i>	No	Texas Sabal Palm, <i>Sabal texana</i>
Pindo Palm	<i>Cocos australis (Butia capitata)</i>	<i>Coc. aus.</i>	No	Dwarf Palmetto, <i>Sabal minor</i>
Mexican Flame Vine	<i>Senecio confusus</i>	<i>Sen. con.</i>	No	Flame Acanthus, <i>Anisacanthus quadrifidus</i>
Seaside Goldenrod	<i>Solidago sempervirens</i>	<i>Sol. sea.</i>	Yes	N/A
Wax Leaf Ligustrum	<i>Ligustrum japonicum</i>	<i>Lig. luc.</i>	No	Cherry Laurel, <i>Prunus caroliniana</i>
Lodense Privet	<i>Ligustrum vulgare 'Lodense'</i>	<i>Lig. lod. hedge</i>	No	Coral Berry, <i>Symphoricarpos orbiculatus</i>
Pittosporum	<i>Pittosporum tobira</i>	<i>Pit. tob.</i>	No	Evergreen Sumac, <i>Rhus virens</i>
Common Bamboo	<i>Bambusa vulgaris</i>	<i>Bam. vul.</i>	No	Giant Cane Bamboo, <i>Arundinaria gigantea</i>
Barbados Cherry	<i>Malpighia glabra</i>	<i>Mal. gl.</i>	Yes	N/A
Loquat	<i>Eriobotrya japonica</i>	<i>Eri. jap.</i>	No	Pawpaw, <i>Asimina triloba</i>
Oleander	<i>Nerium oleander</i>	<i>Ner. ol.</i>	No	Dessert Willow, <i>Chilopsis linearis</i>
Dwarf Wax Myrtle	<i>Myrica cerifera</i> var. <i>pumila</i>	<i>Myr. comp.</i>	Yes	N/A
Apache Plume	<i>Fallugia paradoxa</i>	<i>Fal. sel.</i>	Yes	N/A
Lavendar	<i>Lavandula angustifolia</i> formerly <i>lavandula officinalis</i>	<i>Lav. of.</i>	No	Blue Grama, <i>Bouteloua gracilis</i>
Cape Jasmine	<i>Gardenia jasminoides 'Fortuniana'</i>	<i>Gar. for.</i>	No	Turk's Cap, <i>Malvaviscus drummondii</i>
Orange trees in tubs	<i>Citrus x sinensis</i>		No	Mayhaw, <i>Crataegus opaca</i>
Lantana	<i>Lantana camera</i>	<i>Lan. cam.</i>	Yes	N/A
Texas Sage	<i>Leucophyllum frutescens</i>	<i>Leu. tex.</i>	Yes	N/A
Mexican Heather	<i>Cuphea Hyssopifolia</i>	<i>Cu. roy.</i>	No	Chile Pequin, <i>Capsicum annuum</i> var. <i>aviculare</i>

Fair Park Esplanade Planting Plan - Heritage Garden Conservation				
North Texas				
Common Name	Latin Name	Original Plan Code	Native to Texas	Suggested Replacement
Eastern Red Cedar	<i>Juniperus virginiana</i>	<i>Jun. vir.</i>	Yes	N/A
Prairie Flameleaf Sumac	<i>Rhus lanceolata</i>	N/A	Yes	N/A
Mexican Buckeye	<i>Ungnadia speciosa</i>	N/A	Yes	N/A
Rusty Blackhaw Viburnum	<i>Viburnum rufidulum</i>	N/A	Yes	N/A
Indian Cherry	<i>Frangula caroliniana</i>	N/A	Yes	N/A
Eve's Necklace	<i>Sophora affinis</i>	N/A	Yes	N/A
Mexican Plum	<i>Prunus mexicana</i>	N/A	Yes	N/A
American Beautyberry	<i>Callicarpa americana</i>	N/A	Yes	N/A
Purple Coneflower	<i>Echinacea purpurea</i>	N/A	Yes	N/A
Maximilian Sunflower	<i>Helianthus maximiliani</i>	N/A	Yes	N/A
Violet Ruellia	<i>Ruellia nudiflora</i>	N/A	Yes	N/A
Zexmenia	<i>Wedelia texana</i>	N/A	Yes	N/A
White Mistflower	<i>Ageratina havanensis</i>	N/A	Yes	N/A
Wild Blue Aster	<i>Aster oblongifolius</i>	N/A	Yes	N/A
Fragrant Phlox	<i>Phlox drummondii</i>	N/A	Yes	N/A
Lindheimer's Muhly	<i>Muhlenbergia lindheimeri</i>	N/A	Yes	N/A
Sideoats Grama	<i>Bouteloua curtipendula</i>	N/A	Yes	N/A
Prairie Wine Cups	<i>Callirhoe involucrata</i>	N/A	Yes	N/A
Four-nerve Daisy	<i>Tetaneuris scaposa</i>	N/A	Yes	N/A
Blackfoot Daisy	<i>Melampodium leucanthum</i>	N/A	Yes	N/A
Missouri Violet	<i>Viola sororia 'missouriensis'</i>	N/A	Yes	N/A
Blue Mistflower	<i>Eupatorium coelestinum</i>	N/A	Yes	N/A
Mexican Heather	<i>Cuphea hyssopifolia</i>	<i>Cu. roy.</i>	No	Snow on the Prairie, <i>Euphorbia marginata</i>
East Texas				
Common Name	Latin Name	Original Plan Code	Native to Texas	Suggested Replacement
Eastern Red Cedar	<i>Juniperus virginiana</i>	<i>Jun. vir.</i>	Yes	N/A
Longleaf Pine	<i>Pinus palustris</i>	N/A	Yes	N/A
Fringe Tree, Grancy Greybeard	<i>Chionanthus virginica</i>	N/A	Yes	N/A
Flowering Dogwood	<i>Cornus florida</i>	N/A	Yes	N/A
Southern Magnolia "Teddy Bear"	<i>Magnolia grandiflora 'Teddy Bear'</i>	N/A	Yes	N/A
American Holly	<i>Ilex opaca</i>	N/A	Yes	N/A
Chalk Maple	<i>Acer leucoderme</i>	N/A	Yes	N/A
Red Buckeye	<i>Aesculus pavia 'Biltmore' (Dwarf)</i>	N/A	Yes	N/A
Eastern Red Bud	<i>Cercis canadensis</i>	N/A	Yes	N/A
Spiderwort	<i>Tradescantia ohimensis</i>	N/A	Yes	N/A
Black-eyed Susan	<i>Rudbeckia hirta</i>	N/A	Yes	N/A
Devil's Walking Stick	<i>Aralia spinosa</i>	N/A	Yes	N/A
American Beautyberry	<i>Callicarpa americana</i>	N/A	Yes	N/A
Mapleleaf Viburnum	<i>Viburnum acerifolium</i>	N/A	Yes	N/A
Piedmont Azalea	<i>Rhododendron canescens</i>	N/A	Yes	N/A
Witch Hazel	<i>Hamamelis virginiana</i>	N/A	Yes	N/A
Obedient Plant	<i>Physostegia virginiana</i>	N/A	Yes	N/A
Goldenrod	<i>Solidago altissima</i>	N/A	Yes	N/A
Gayfeather	<i>Liatris pynostacya</i>	N/A	Yes	N/A

Tree Survey

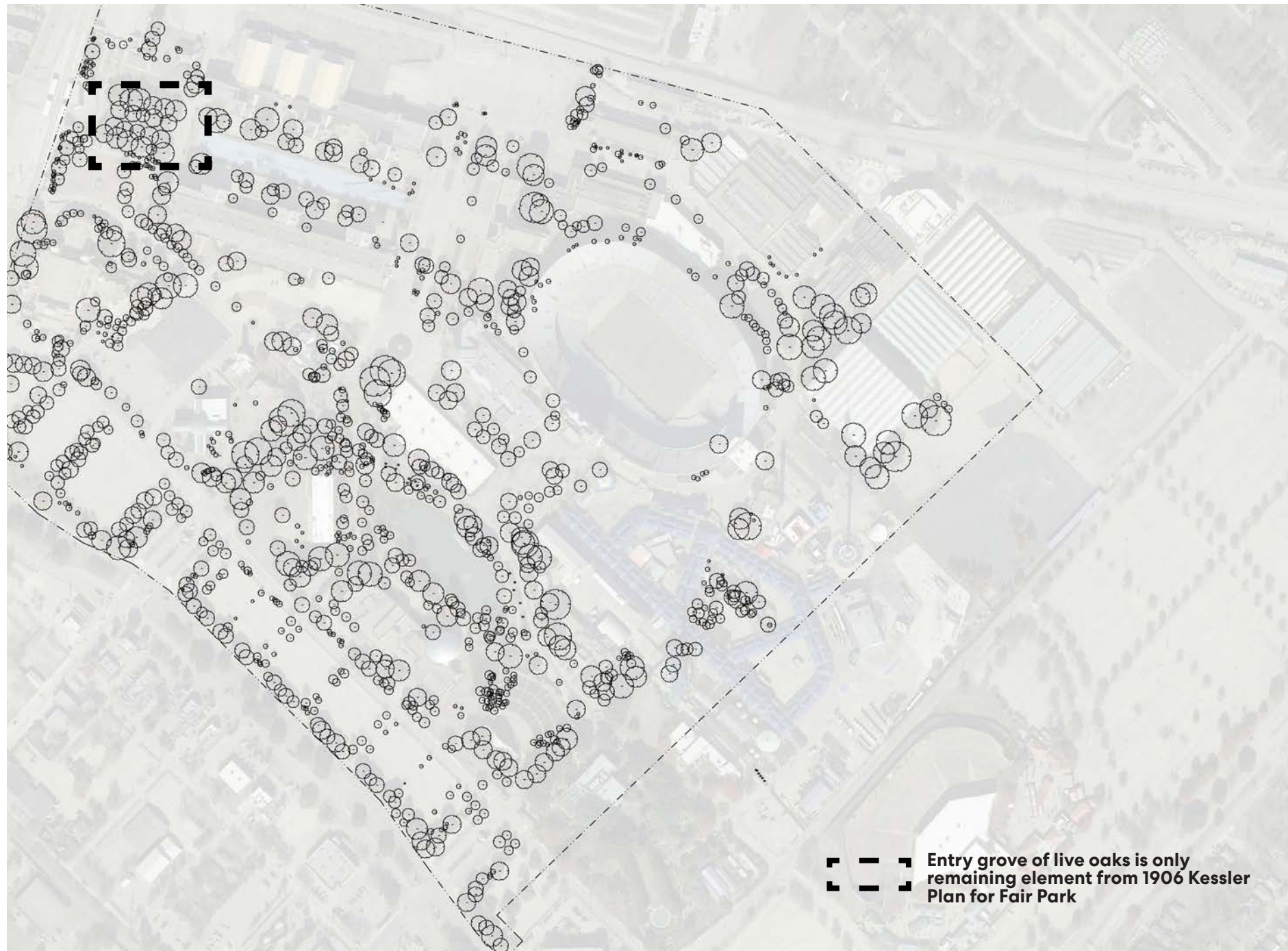
The following is a summary of the trees that are planted on the Fair Park campus.

Fair Park Tree Survey Summary

- Over 1,200 Trees Surveyed.
- ~4 % in declining health.
- 35% of trees have canopy diameters of 50' or more.
- Approximately 35 different species documented.
- Largest % of tree type is Live Oaks at 27%.
- Red Oaks and Live Oaks comprise almost 1/3rd of total trees. These trees are susceptible to Oak Wilt disease.

Tree Survey Quantities

DESCRIPTION	QTY.
Total Trees Surveyed	1,214
Total Caliper Inches	21,686
Total Trees Identified in Poor/Declining Health	52
Total Trees 12" Caliper or Larger	850
Total Trees 24" Caliper or Larger	301
Total Trees 36" Caliper or Larger	64
Total Trees 48" Caliper or Larger	6
Total Trees 50' Canopy Diameter or Larger	362
Total Trees 75' Canopy Diameter or Larger	64



Update of 2016 Fair Park Facility Condition Assessment

The following chart represents an update to the 2016 Facility Condition Assessment prepared by AECOM and subsequent 2017 supplemental to the assessment prepared by GFF.

Building	Repair	Timeframe	Estimated Costs of Construction	Notes
African American Museum	Additional roof repair and replacement	1-5 years		Ongoing Bond work. Not a full roof replacement
Auction/Livestock Barn	Interior structural work	5-10 years		
	Plumbing Upgrades	5-10 years		
	Upgrade fire panel (does not meet code)	5-10 years		
	Enhancements to exterior doors (corrosion)	5-10 years		
	Roof repairs - includes work on roof drains	5-10 years		
	Building enhancements - Access for pigeons	5-10 years		
Automobile Building	Roof repair, roof drains re-worked	1-5 years		Recent roof repair - \$1.8 million
	Stucco Repair on exterior of Building	1-5 Years		
	Replace old electrical switches, additional electrical on catwalks	1-5 Years		
	Powerwash/Paint facility	1-5 Years		
	Exterior building planter repair	5-10 years		
	Concession stand/restroom upgrades	5-10 years		
	HVAC system repair/replacement and controls	5-10 Years		
Band Shell	Band shell roof needs to be sealed and repaired	1-5 years		
	Bathroom Renovation	1-5 years		
	Powerwash/Paint facility	1-5 years		
	Phase 2 restoration (identified in 2003 Plan)	5-10 Years		
	Restore wood benches	5-10 Years	\$ 300,000.00	
	Repair and restore light columns	5-10 Years		
	Repair and restore wrought iron fencing			

Hall of Religion (Business Center)				
	Roof and exterior repair	5-10 Years	\$	1.6 million
	Interior updates - restroom finishes, carpet, tile floors			
Cattle Barn 1				
	Upgrade plumbing	5-10 Years		
	Interior asphalt paving - un-even floors	5-10 Years		
	Bathroom upgrades	5-10 Years		
	Improve interior and exterior walls - sandblast and repair	5-10 Years		
	Improve concessions area	5-10 years		
Cattle Barn 2				
	Interior asphalt paving - un-even floors	1-5 years		
	Upgrade plumbing	5-10 Years		
	Bathroom upgrades	5-10 Years		
	Improve interior and exterior walls - sandblast and repair	5-10 Years		
Centennial Building				
	Exterior plaster repair	1-5 years		Bonding work will include roof repair, electrical upgrades and artwork restoration
	Additional roof repair - including pavilions	1-5 years		
	Bas Relief repair/restoration	1-5 years		
	Improve drainage in exterior planters	1-5 years		
	Improve offices - electrical upgrades and refurbishment	1-5 years		
	Burglar alarm repair	1-5 years		
	Powerwash/Paint facility	1-5 years		
	Mural restoration	5-10 Years		
	Upgrade restroom	5-10 Years		
	HVAC upgrade	5-10 Years		
	Food Service reconfigure	5-10 Years		
Children's Aquarium				
	Upgrade plumbing	1-5 years		
	Upgrade HVAC System	1-5 years		
	Roof upgrades	1-5 years		
	Study interior structural - saltwater damage to columns and structural elements	5-10 Years		This could potentially have to move up depending upon occupancy of the facility. An unused building will degrade at a faster pace than one that is occupied.
Coliseum				
	Finish roof repairs/replacement	1-5 years		Ongoing Bond work.
	HVAC upgrades	1-5 years		
	Connect the concourses (ADA and physical connection)	1-5 years		
	Complete exterior planter replacement	1-5 years		
	Remove old ice equipment, remaining boiler, additional interior finishes	1-5 years		
Cotton Bowl				
	Replace field lights	1-5 years	\$	1.4 million
	HVAC, heater, boiler, chiller, mechanical upgrades	1-5 years	\$	700,000.00
	Level six roof repair	1-5 years	\$	75,000.00
	Exterior façade improvements	5-10 Years	\$	1.5 million
	Men's restroom renovation (structural) including level 3	5-10 Years		Prepare study to determine necessary upgrades to Cotton Bowl necessary to expand events
	New Suites	10+ Years		

Creative Arts-Show Place			
Plaster repair needed (SE side of the building)	1-5 years		Recent bond work completed. Newer roof.
Powerwash/Paint facility			
Repair/replace plumbing	10+ Years		
Dallas Aquarium Annex			
Nothing			Building in great shape!
Embarcadero Building			
Roof Repair (overlay and re-set equipment)	1-5 years		Recent roof repairs. Equipment on roof is the cause of water intrusion.
Powerwash/Paint facility	1-5 years		
Update kitchen	10+ Years		
Esplanade Fountain			
Foundation waterproofing (ongoing)	1-5 years		Waterproofing of fountains a huge issue. Waterproofing completed 5 years ago but already leaking
Install fountain vault communication system	1-5 years		
Historic pylons (north end) repaired/restored	1-5 years		
Fountain vaults - exterior waterproofing	5-10 Years		
Fair Park Operating Building (Warehouse)			
Roof repair/replacement	1-5 years		Building needs a lot of work. Future opportunity to just use this building for only for Cotton Bowl and event storage in the future
Exterior wall repair (plaster)	1-5 years		
Electrical upgrades	1-5 years		
HVAC Upgrades	5-10 Years		
Plumbing upgrades	5-10 Years		
Food and Fiber Building			
Interior plaster repair	1-5 years		\$1.5 million in Bonding work in 2021-2022. Major issues
Stabilization of floor - structural work will impact walls and roof	1-5 years	\$ 850,000.00	with structural building slab which will cause issues with interior walls and roof
Roof repair (based on floor stabilization)	1-5 years		
Exterior plaster repair	1-5 years		
Plumbing Upgrades (determine need based on floor stabilization work)	1-5 years		
Powerwash/Paint facility			
HVAC upgrades	5-10 Years		
Grand Place			
Replace HVAC (only one RTU needs to be replaced)	1-5 years		Building in good shape.
Upgrade electrical	1-5 years		
Upgrade Plumbing	1-5 years		
Concessions renovation	1-5 years		
Grand Avenue Gate (Historic Ticket Booths)			
Roof repairs	5-10 Years		
Electrical upgrades	5-10 Years		
Interior paint removal and repainting	5-10 Years		
Exterior plaster repair	5-10 Years		
Greenhouse Garden Center (Midway)			
Electrical upgrades	5-10 Years		Building in good shape.
Hall of State			
Minor plumbing upgrades	5-10 Years		Bonding work in 2020
HVAC upgrades - upgrade controls	5-10 Years		
Minor roof work	5-10 Years		
Artwork Restoration	5-10 years		

Horse Barn			
	Reset interior Horse stall panels	1-5 years	
	Repair exterior wall damage	1-5 years	
	Clean and inspect interior drains	1-5 years	
	Bathroom upgrades	1-5 Years	
	Lighting upgrades	5-10 Years	
	Roof replacement	5-10 Years	
	Prepare study of interior structural columns	5-10 Years	\$ 20,000.00
Magnolia Lounge			
			Building in good condition with bonding work in 2020
MLK Jr. Blvd Gate			
	Roof repairs - NW corner of building	5-10 Years	
	Electrical upgrades	5-10 Years	
	Interior paint removal and repainting	5-10 Years	
	Exterior plaster repair	5-10 Years	
Museum of natural History			
	Preventative maintenance to protect dioramas	1-5 years	Approx. \$30k work has been done on the windows currently
	Window waterproofing work	1-5 years	
	HVAC - Replace chillers	5-10 Years	
	Upgrade interior finishes (could be future tenant)	5-10 Years	
Music Hall and Auditorium			
	Waterproofing of Domes	1-5 years	Bonding work in 2020
	HVAC - Air handling units and condensing units	1-5 years	
	Exterior paving improvements (ADA and circulation improvements)	1-5 years	\$ 600,000.00
	Comprehensive electrical repair/upgrades	5-10 Years	
	New carpet in theater	5-10 Years	
	Interior and exterior architectural finish upgrades	5-10 Years	
	Restroom upgrades	5-10 Years	
	Modernization of service elevator	5-10 Years	
Old Mill Inn			
	New tile roof	1-5 years	Building in poor condition and needs a lot of work.
	Repair building water intrusion	1-5 years	
	ADA improvements (ramps, hand rails, restrooms)	1-5 years	
	Needs elevator	1-5 years	
	Upgrade electrical	1-5 years	
	Upgrade plumbing	1-5 years	
	Upgrade HVAC	1-5 years	
	Exterior fountain - Waterproofing and mechanical repairs	1-5 years	
	Interior finish work	1-5 years	
Pan American Complex			
	Roof repairs (beyond 2020 bonding work)	1-5 years	Bonding work in 2020
	Plaster work on all buildings	1-5 years	
	Exterior planter work - drainage and new plants	5-10 Years	
	HVAC added to Arena building	5-10 Years	
	Restroom upgrades in all buildings (plumbing and ADA)	5-10 Years	
	Upgrade fire and security (on some buildings)	5-10 Years	
	Interior and exterior paint	5-10 Years	

Parry Avenue Gate			
	Exterior pylon repair - granite panels	5-10 Years	
	Electrical upgrades	5-10 Years	
	Exterior plaster repair	5-10 Years	
Police Mounted Patrol Equestrian Barn and Offices			
	Repair exterior stucco	1-5 years	City responsible for this building
	Fire suppression system needs repair	1-5 years	
	Repair exterior stairs	1-5 years	
	Roof repair - repair stucco along roof parapets	5-10 Years	
	Repair interior cracked and spalled concrete	5-10 Years	
	Upgrade electrical	5-10 Years	
Poultry Pavilion			
	Interior structure of tower needs to be repaired	1-5 years	
	Electrical upgrades	1-5 years	
	Repair exterior planters - no drainage	1-5 years	
	Exterior doors need to be repaired and reset	5-10 Years	
	Repaint building exterior - restore historic color scheme	5-10 Years	
	Minor roof repair - some water damage	5-10 Years	
	Plumbing upgrades - connections into building	5-10 Years	
	Exterior plaster repair	5-10 Years	
	Powerwash/Paint facility	5-10 Years	
Science Place 1 and Imax Theater			
	Science Place 1 - Roof replacement (entire building except at Imax)	1-5 years	Some recent building hazardous material remediation
	Upgrade fire and security system	1-5 years	
	Imax - Complete HVAC work (tie to tenant lease)	5-10 Years	
	Imax - Some hazardous material remediation needed	5-10 Years	
	Science Place 1 - Replace plumbing	5-10 Years	
	Science Place 1 - Update electrical	5-10 Years	
	Demo work (old equipment)	TBD	
	Imax - reupholster chairs	10+ Years	
Science Place 2			
			City responsible for this building
State Fair Admin Offices			
	Upgrade electrical equipment		State Fair of Texas responsible for this building
Texas Discovery Garden			
	Roof repair/replacement (repair roof drains)	1-5 years	
	Repair/replace HVAC	1-5 years	
	Improve site lighting	5-10 Years	
	Repair Grade allee fountain	5-10 Years	
	Resolve butterfly house lighting concerns	5-10 years	
Texas Discovery Garden - Portland Cement House			
	Replace roof	1-5 years	
	Exterior plaster repair	5-10 Years	
	Upgrade plumbing	5-10 Years	
Tower Building			
	Structural slab repair (void under building slab)	1-5 years	Need study utilizing ground penetrating radar to determine structural condition of slab
	Electrical upgrades	1-5 years	
	Repair/replace roof	1-5 years	
	HVAC - FCU and RTU replacement	1-5 years	
	Tower re-lighting	5-10 Years	
	Artwork restoration - Bas relief	5-10 Years	

Fair Park Dallas, Texas | Master Plan Update

Washington Street Gate			
	Minor roof repairs	5-10 Years	
	Electrical upgrades	5-10 Years	
	Interior paint removal and repainting	5-10 Years	
	Exterior plaster repair	5-10 Years	
Woman's Museum			
	Roof repair/replacement	1-5 years	Prepare energy efficiency study for the building
	Stage repair	1-5 years	
	New security system	1-5 years	
	Art work restoration - mural and sculpture conservation	5-10 Years	
	Upgrade Interior finishes	5-10 Years	
	Repair - Minor water intrusion/damage	5-10 Years	
	Upgrade freight elevator	5-10 Years	
	HVAC upgrades	5-10 Years	
	Lighting/electrical upgrades	5-10 Years	
WRR			
			City responsible for this building
Public Art			
	<p>Pylons with Pegasus and Sirens by Pierre Bourdelle, (1936) in the Esplanade Fountain. Address structural concerns.</p> <p>Spirit of the Centennial sculpture and associated mural, by Raoul Josset (1936). Front of the former Women's Museum/Administration Building/ Coliseum. Needed conservation intervention and long term response to deterioration from ultraviolet radiation.</p> <p>Speed bas-relief by Pierre Bourdelle (1936), Centennial Building. Repair damage and address underlying structural concerns creating cracking in the stucco.</p> <p>Uncover, preserve and protect Peacock and Fowl Lunette by Carlo Ciampaglia (1936). Repair roof leaks that are damaging the artwork and its stucco substrate, uncover the mural and restore. Located adjacent to the Poultry Building.</p> <p>Uncover and restore Interior murals at the Federal Rotunda of the Federal Building (Tower Building)</p> <p>Uncover and restore "Giant Woman" mural in the north portico of the Hall of Foods (Embarcadero Building). Conduct research on the artist and the actual name of this mural.</p> <p>Uncover and restore murals in area between the Embarcadero and Creative Arts.</p> <p>Investigate, uncover and restore as appropriate the mural above the Theater Entrance at Creative Arts Building.</p> <p>Investigate Hall of Religion exterior lunette and decorative painting on the exterior. Postcards and other promotional material suggests several painted features that are consistent with other, similar conditions around the Expo grounds. Whether they were actually installed or remain beneath the paint is unknown. Restore whatever is found.</p> <p>Investigate murals by Pierre Bourdelle on the interior of the Hall of Religion. While evidence exists that these existed, no images are available. Restore whatever is found.</p> <p>Conduct additional research is determine if artwork existing over the end entrances at the Automobile Building. While these end entrances are prominent and look like they would have had artwork, no records have been found to confirm or dismiss this idea. Recreate if they exist and their appearance known.</p>		

Update of 2016 Fair Park Facility Condition Assessment - Estimates of Probable Costs

The following charts provide an estimate of probable costs for the updated facility condition assessment outlined in the previous Appendix section.

Fair Parks - Master Plan Building Renovations
Dallas, TX
MasterPlan

Project # 19-01238.00
11/20/20

COST SUMMARY

Hard Costs	Total w/ Markups	Escalation Period		Escalation Value	Total Incl. Escalation
1 African American Museum	\$67,486.88	1-5 Years	10%	\$6,580	\$74,066.85
2 Auction/Livestock Barn	\$650,094.00	5-10 Years	29%	\$190,152	\$840,246.50
3 Automobile Building	\$12,656,037.26	1-10 Years	20%	\$2,467,927	\$15,123,964.53
4 Band Shell	\$4,119,450.28	1-10 Years	20%	\$803,293	\$4,922,743.09
5 Hall of Religion (Business Center)	\$2,220,884.32	5-10 Years	29%	\$649,609	\$2,870,492.98
6 Cattle Barn 1	\$1,217,584.82	5-10 Years	29%	\$356,144	\$1,573,728.38
7 Cattle Barn 2	\$749,504.81	1-10 Years	20%	\$146,153	\$895,658.25
8 Centennial Building	\$14,859,146.43	1-10 Years	20%	\$2,897,534	\$17,756,679.98
9 Children's Aquarium	\$2,023,178.19	1-10 Years	20%	\$394,520	\$2,417,697.94
10 Coliseum	\$6,870,924.96	1-5 Years	10%	\$669,915	\$7,540,840.14
11 Cotton Bowl	\$11,102,066.07	1-10+ Years	31%	\$3,463,845	\$14,565,910.68
12 Creative Arts-Show Place	\$7,875,164.04	1-10+ Years	31%	\$2,457,051	\$10,332,215.22
13 Dallas Aquarium Annex		None			
14 Embarcadero Building	\$4,375,942.63	1-10+ Years	31%	\$1,365,294	\$5,741,236.73
15 Esplanade Fountain	\$5,775,376.00	1-10 Years	20%	\$1,126,198	\$6,901,574.32
16 Fair Park Operating Building (Warehouse)	\$5,389,196.06	1-10 Years	20%	\$1,050,893	\$6,440,089.29
17 Food and Fiber Building	\$5,668,761.92	1-10 Years	20%	\$1,105,409	\$6,774,170.50
18 Grand Place	\$4,177,991.37	1-5 Years	10%	\$407,354	\$4,585,345.53
19 Grand Avenue Gate (Historic Ticket Booths)	\$312,087.96	5-10 Years	29%	\$91,286	\$403,373.69
20 Greenhouse Garden Center (Midway)	\$30,695.27	5-10 Years	29%	\$8,978	\$39,673.63
21 Hall of State	\$12,509,523.81	5-10 Years	29%	\$3,659,036	\$16,168,559.52
22 Horse Barn	\$3,046,479.55	1-10 Years	20%	\$594,064	\$3,640,543.07
23 Magnolia Lounge		None			
24 MLK Jr. Blvd Gate	\$375,389.81	5-10 Years	29%	\$109,802	\$485,191.33
25 Museum of natural History	\$5,641,214.11	1-10 Years	20%	\$1,100,037	\$6,741,250.86
26 Music Hall and Auditorium	\$12,846,595.37	1-10 Years	20%	\$2,505,086	\$15,351,681.46
27 Old Mill Inn	\$7,963,583.43	1-5 Years	10%	\$776,449	\$8,740,032.81
28 Pan American Complex	\$5,654,053.80	1-10 Years	20%	\$1,102,540	\$6,756,594.29
29 Parry Avenue Gate	\$40,212.00	5-10 Years	29%	\$11,762	\$51,974.01
30 Police Mounted Patrol Equestrian Barn and Offices		1-10 Years	20%		
31 Poultry Pavilion	\$1,776,745.89	1-10 Years	20%	\$346,465	\$2,123,211.33
32 Science Place 1 and Imax Theater	\$26,607,889.34	1-10+ Years	31%	\$8,301,661	\$34,909,550.81
33 Science Place 2		None			
34 State Fair Admin Offices	\$648,977.00	None			\$648,977.00
35 Texas Discovery Garden	\$4,199,104.11	1-10 Years	20%	\$818,825	\$5,017,929.41
36 Tower Building	\$16,079,362.35	1-10 Years	20%	\$3,135,476	\$19,214,838.01
37 Washington Street Gate	\$144,093.00	5-10 Years	29%	\$42,147	\$186,240.20
38 Woman's Museum	\$4,708,865.43	1-10 Years	20%	\$918,229	\$5,627,094.19
39 WRR		None			
40 Park Improvements		None			
Subtotal Hard Costs	\$192,383,662			\$43,079,714	\$235,463,377
Total Estimated Project Cost					\$235,463,376.53

SUMMARY - FAIR PARKS

Element	Total w/ Markups
01 African American Museum	\$67,487
02 Auction/Livestock Barn	\$650,094
03 Automobile Building	\$12,656,037
04 Band Shell	\$4,119,450
05 Hall of Religion (Business Center)	\$2,220,884
06 Cattle Barn 1	\$1,217,585
07 Cattle Barn 2	\$749,505
08 Centennial Building	\$14,859,146
09 Children's Aquarium	\$2,023,178
10 Coliseum	\$6,870,925
11 Cotton Bowl	\$11,102,066
12 Creative Arts-Show Place	\$7,875,164
13 Dallas Aquarium Annex	
14 Embarcadero Building	\$4,375,943
15 Esplanade Fountain	\$5,775,376
16 Fair Park Operating Building (Warehouse)	\$5,389,196
17 Food and Fiber Building	\$5,668,762
18 Grand Place	\$4,177,991
19 Grand Avenue Gate (Historic Ticket Booths)	\$312,088
20 Greenhouse Garden Center (Midway)	\$30,695
21 Hall of State	\$12,509,524
22 Horse Barn	\$3,046,480
23 Magnolia Lounge	
24 MLK Jr. Blvd Gate	\$375,390
25 Museum of natural History	\$5,641,214
26 Music Hall and Auditorium	\$12,846,595
27 Old Mill Inn	\$7,963,583
28 Pan American Complex	\$5,654,054
29 Parry Avenue Gate	\$40,212
30 Police Mounted Patrol Equestrian Barn and Offices	
31 Poultry Pavilion	\$1,776,746
32 Science Place 1 and Imax Theater	\$26,607,889
33 Science Place 2	
34 State Fair Admin Offices	\$648,977
35 Texas Discovery Garden	\$4,199,104
36 Tower Building	\$16,079,362
37 Washington Street Gate	\$144,093
38 Woman's Museum	\$4,708,865
39 WRR	
40 Park Improvements	

TOTAL ESTIMATED CONSTRUCTION COST

\$192,383,662

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
01 African American Museum				
Additional roof repair and replacement - Assume Built up roof area				
Demolition	750	sf	\$2.00	\$1,500
Hand Rail installation for monumental stair case	1	ls	\$8,000.00	\$8,000
Gallery Door Repair	1	ls	\$15,000.00	\$15,000
Misc roof repairs	750	sf	\$4.00	\$3,000
Drainage adjustments	1	alw	\$2,500.00	\$2,500
New Built up roofing	750	sf	\$20.00	\$15,000
Miscellaneous allowance	10%			\$4,500
Mark-ups				
General Conditions			8.00%	\$3,960
General Requirements			3.00%	\$1,604
Bonds & Insurance			1.50%	\$826
Contractor's Fee			5.00%	\$2,794
Design Contingency			15.00%	\$8,803
Total - African American Museum				\$67,487
02 Auction/Livestock Barn				
GFF Estimate	1	ls	\$582,000.00	\$582,000
Escalation for above	12%			\$68,094
Interior structural work				Incl. Above
Plumbing Upgrades				Incl. Above
Upgrade fire panel (does not meet code)				Incl. Above
Enhancements to exterior doors (corrosion)				Incl. Above
Roof repairs - includes work on roof drains				Incl. Above
Building enhancements - Access for pigeons				Incl. Above
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above
Total - Auction/Livestock Barn				\$650,094

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
03 Automobile Building				
Aecom Estimate	1	ls	\$9,659,520.00	\$9,659,520
Escalation for previous estimate	16%			\$1,569,285
Roof repair, roof drains re-worked	2,500	sf	\$30.00	\$75,000
Stucco Repair on exterior of Building	1	ls	\$400,000.00	\$400,000
Replace old electrical switches, additional electrical on catwalks				<i>Incl. Above</i>
Powerwash/Paint facility				<i>Incl. Above</i>
Resurface exhibition space flooring	1	ls	\$325,000.00	\$325,000
Exterior building planter repair	6	ea	\$4,500.00	\$27,000
Concession stand/restroom upgrades	1	ls	\$287,500.00	\$287,500
HVAC system repair/replacement and controls				<i>Incl. Above</i>
Miscellaneous allowance	10%			\$38,950
Mark-ups				
General Conditions			8.00%	\$60,276
General Requirements			3.00%	\$24,412
Bonds & Insurance			1.50%	\$12,572
Contractor's Fee			5.00%	\$42,535
Design Contingency			15.00%	\$133,987
Total - Automobile Building				\$12,656,037
04 Band Shell				
Aecom Estimate	1	ls	\$2,430,000.00	\$2,430,000
Escalation for previous estimate	16%			\$379,080
Band shell roof needs to be sealed and repaired	6,200	sf	\$45.00	\$279,000
Bathroom Renovation	700	sf	\$125.00	\$87,500
Powerwash/Paint facility	1	ls	\$46,250.00	\$46,250
Phase 2 restoration (identified in 2003 Plan)				<i>Incl. Above</i>
Restore wood benches				<i>Incl. Above</i>
Shade Structure	1	ls	\$150,000.00	\$150,000
Repair and restore light columns	6	ea	\$2,250.00	\$13,500
Repair and restore wrought iron fencing	3,500	lf	\$85.00	\$297,500
Miscellaneous allowance	10%			\$87,375
Mark-ups				
General Conditions			8.00%	\$76,890
General Requirements			3.00%	\$31,140
Bonds & Insurance			1.50%	\$16,037
Contractor's Fee			5.00%	\$54,260
Design Contingency			15.00%	\$170,918
Total - Band Shell				\$4,119,450

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
05 Hall of Religion (Business Center)				
Aecom Estimate				<i>Broken out below</i>
Escalation for previous estimate	16%			\$258,648
Roof and exterior repair	1	ls	\$1,658,000.00	\$1,658,000
Stucco repairs	1	ls	\$35,000.00	\$35,000
Paint	1	ls	\$5,000.00	\$5,000
Interior updates - restroom finishes, carpet, tile floors, assuming 3,700 sf.	3,700	sf	\$45.00	\$166,500
Miscellaneous allowance	10%			\$16,650
Mark-ups				
General Conditions			8.00%	\$17,852
General Requirements			3.00%	\$7,230
Bonds & Insurance			1.50%	\$3,723
Contractor's Fee			5.00%	\$12,598
Design Contingency			15.00%	\$39,683
Total - Hall of Religion (Business Center)				\$2,220,884
06 Cattle Barn 1				
Upgrade Plumbing	78,674	sf	\$2.00	\$157,348
Interior asphalt paving - un-even floors	20,000	sf	\$6.00	\$120,000
Bathroom upgrades	900	sf	\$125.00	\$112,500
Improve interior and exterior walls - sandblast and repair	78,674	sf	\$4.50	\$354,033
Improve concessions area	680	sf	\$100.00	\$68,000
Miscellaneous allowance	10%			\$81,188
Mark-ups				
General Conditions			8.00%	\$71,446
General Requirements			3.00%	\$28,935
Bonds & Insurance			1.50%	\$14,902
Contractor's Fee			5.00%	\$50,418
Design Contingency			15.00%	\$158,815
Total - Cattle Barn 1				\$1,217,585
07 Cattle Barn 2				
Interior asphalt paving - un-even floors	20,000	sf	\$6.00	\$120,000
Upgrade plumbing	41,118	sf	\$2.00	\$82,236
Bathroom upgrades	900	sf	\$125.00	\$112,500
Improve interior and exterior walls - sandblast and repair	41,118	sf	\$4.50	\$185,031
Miscellaneous allowance	10%			\$49,977
Mark-ups				
General Conditions			8.00%	\$43,979

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
General Requirements			3.00%	\$17,812
Bonds & Insurance			1.50%	\$9,173
Contractor's Fee			5.00%	\$31,035
Design Contingency			15.00%	\$97,761

Total - Cattle Barn 2

\$749,505

08 Centennial Building

Aecom Estimate	1	ls	\$6,422,910.00	\$6,422,910
Escalation for previous estimate	16%			\$1,929,550
Exterior plaster repair				<i>Incl. Above</i>
Additional roof repair - including pavilions				<i>Incl. Above</i>
Bas Relief repair/restoration	1	ls	\$823,000.00	\$823,000
Improve drainage in exterior planters				<i>Incl. Above</i>
Improve offices - electrical upgrades and refurbishment	1	ls	\$1,863,000.00	\$1,863,000
Burglar alarm repair				<i>Incl. Above</i>
Powerwash/Paint facility				<i>Incl. Above</i>
Interior paint	1	ls	\$5,000.00	\$5,000
Interior red clay tile repairs	1	ls	\$62,500.00	\$62,500
Mural restoration	1	ls	\$1,260,000.00	\$1,260,000
Upgrade restroom	2,500	sf	\$125.00	\$312,500
HVAC upgrade				<i>Incl. Above</i>
Food Service reconfigure	1	ls	\$2,000,000.00	\$2,000,000
Miscellaneous allowance	10%			\$31,250
Mark-ups				
General Conditions			8.00%	\$32,900
General Requirements			3.00%	\$13,325
Bonds & Insurance			1.50%	\$6,862
Contractor's Fee			5.00%	\$23,217
Design Contingency			15.00%	\$73,133

Total - Centennial Building

\$14,859,146

09 Children's Aquarium

GFF Estimate				<i>Broken out below</i>
Escalation for previous estimate	12%			\$4,563
Upgrade plumbing	16,200	sf	\$25.00	\$405,000
Upgrade HVAC System	16,200	sf	\$50.00	\$810,000
Roof upgrades	3,500	sf	\$30.00	\$105,000
Study interior structural - saltwater damage to columns and structural elements. Price is for inspections only	1	ls	\$39,000.00	\$39,000
Miscellaneous allowance	10%			\$132,000

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Note: Price expected to increase significantly after the study				
Mark-ups				
General Conditions			8.00%	\$116,160
General Requirements			3.00%	\$47,045
Bonds & Insurance			1.50%	\$24,228
Contractor's Fee			5.00%	\$81,972
Design Contingency			15.00%	\$258,211
Total - Children's Aquarium				\$2,023,178

10 Coliseum

Aecom Estimate	1	ls	\$4,615,160.00	\$4,615,160
Escalation for previous estimate	16%			\$805,765
Finish roof repairs/replacement				Incl. Above
HVAC upgrades				Incl. Above
Connect the concourses (ADA and physical connection)				Incl. Above
Concessions	1	ls	\$250,000.00	\$250,000
Additional restrooms	1	ls	\$500,000.00	\$500,000
Abatement	1	ls	\$100,000.00	\$100,000
Interior finishes for restrooms	1	ls	\$50,000.00	\$50,000
Complete exterior planter replacement	1	ls	\$300,000.00	\$300,000
Remove old ice equipment, remaining boiler, additional interior finishes	1	ls	\$250,000.00	\$250,000
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above

Total - Coliseum \$6,870,925

11 Cotton Bowl

Aecom Estimate				Broken out below
Escalation for previous estimate	16%			\$574,080
Replace field lights	1	ls	\$1,400,000.00	\$1,400,000
Camera baskets	1	ls	\$5,000.00	\$5,000
HVAC, heater, boiler, chiller, mechanical upgrades	1	ls	\$700,000.00	\$700,000
Level six roof repair	1	ls	\$75,000.00	\$75,000
Exterior façade improvements	1	ls	\$1,500,000.00	\$1,500,000
Men's restroom renovation (structural) including level 3 - Assuming 5,000 sf	5,000	sf	\$125.00	\$625,000
Concrete patching in seating bowl	1	ls	\$500,000.00	\$500,000

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Refurbish locker rooms	1	ls	\$40,000.00	\$40,000
New locker rooms	2	ea	\$200,000.00	\$400,000
Bleacher improvements	1	ls	\$75,000.00	\$75,000
New Suites - assuming 15,000 sf	15,000	sf	\$195.00	\$2,925,000
Miscellaneous allowance	10%			\$456,500
Mark-ups				
General Conditions			8.00%	\$402,120
General Requirements			3.00%	\$162,859
Bonds & Insurance			1.50%	\$83,872
Contractor's Fee			5.00%	\$283,768
Design Contingency			15.00%	\$893,868
Total - Cotton Bowl				\$11,102,066
12 Creative Arts-Show Place				
Aecom Estimate	1	ls	\$674,992.50	\$674,993
Escalation for previous estimate	16%			\$1,057,679
Plaster repair needed (SE side of the building)	1	ls	\$6,105,000.00	\$6,105,000
Powerwash/Paint facility	1	ls	\$25,000.00	\$25,000
Repair/replace plumbing				Incl. Above
Miscellaneous allowance	10%			\$2,500
Mark-ups				
General Conditions			8.00%	\$2,200
General Requirements			3.00%	\$891
Bonds & Insurance			1.50%	\$459
Contractor's Fee			5.00%	\$1,552
Design Contingency			15.00%	\$4,890
Total - Creative Arts-Show Place				\$7,875,164
13 Dallas Aquarium Annex				
No Work Required				
Total - Dallas Aquarium Annex				
14 Embarcadero Building				
Aecom Estimate	1	ls	\$3,785,417.50	\$3,785,418
Escalation for previous estimate	16%			\$590,525
Roof Repair (overlay and re-set equipment)				Incl. Above
Powerwash/Paint facility				Incl. Above

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Update kitchen				<i>Incl. Above</i>
Miscellaneous allowance				<i>Incl. Above</i>
Mark-ups				
General Conditions				<i>Incl. Above</i>
General Requirements				<i>Incl. Above</i>
Bonds & Insurance				<i>Incl. Above</i>
Contractor's Fee				<i>Incl. Above</i>
Design Contingency				<i>Incl. Above</i>
Total - Embarcadero Building				\$4,375,943

15 Esplanade Fountain

Aecom Estimate				<i>Broken out below</i>
Escalation for previous estimate	16%			\$779,376
Foundation waterproofing (ongoing)	1	ls	\$1,200,000.00	\$1,200,000
Install fountain vault communication system	1	ls	\$450,000.00	\$450,000
Historic pylons (north end) repaired/restored	1	ls	\$1,840,000.00	\$1,840,000
Fountain vaults - exterior waterproofing	1	ls	\$1,506,000.00	\$1,506,000
Miscellaneous allowance				<i>Incl. Above</i>
Mark-ups				
General Conditions				<i>Incl. Above</i>
General Requirements				<i>Incl. Above</i>
Bonds & Insurance				<i>Incl. Above</i>
Contractor's Fee				<i>Incl. Above</i>
Design Contingency				<i>Incl. Above</i>
Total - Esplanade Fountain				\$5,775,376

16 Fair Park Operating Building (Warehouse)

Aecom Estimate	1	ls	\$4,620,135.00	\$4,620,135
Escalation for previous estimate	16%			\$720,741
Security alarms	1	ls	\$48,320.00	\$48,320
Roof repair/replacement				<i>Incl. Above</i>
Exterior wall repair (plaster)				<i>Incl. Above</i>
Electrical upgrades				<i>Incl. Above</i>
HVAC Upgrades				<i>Incl. Above</i>
Plumbing upgrades				<i>Incl. Above</i>
Miscellaneous allowance				<i>Incl. Above</i>
Mark-ups				
General Conditions				<i>Incl. Above</i>

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
General Requirements				<i>Incl. Above</i>
Bonds & Insurance				<i>Incl. Above</i>
Contractor's Fee				<i>Incl. Above</i>
Design Contingency				<i>Incl. Above</i>
Total - Fair Park Operating Building (Warehouse)				\$5,389,196

17 Food and Fiber Building

Aecom Estimate	1	Is	\$2,371,558.00	\$2,371,558
Escalation for previous estimate	16%			\$736,563
Interior plaster repair				<i>Incl. Above</i>
Stabilization of floor - structural work will impact walls and roof	1	Is	\$1,500,000.00	\$1,500,000
Roof repair (based on floor stabilization)	1	Is	\$850,000.00	\$850,000
Exterior plaster repair				<i>Incl. Above</i>
Plumbing Upgrades (determine need based on floor stabilization work)				<i>Incl. Above</i>
Powerwash/Paint facility	1	Is	\$40,000.00	\$40,000
Restroom renovations	1	Is	\$110,500.00	\$110,500
HVAC upgrades				<i>Incl. Above</i>
Miscellaneous allowance	10%			\$4,000
Mark-ups				
General Conditions			8.00%	\$12,360
General Requirements			3.00%	\$5,006
Bonds & Insurance			1.50%	\$2,578
Contractor's Fee			5.00%	\$8,722
Design Contingency			15.00%	\$27,475
Total - Food and Fiber Building				\$5,668,762

18 Grand Place

Aecom Estimate				<i>Broken out below</i>
Escalation for previous estimate	16%			\$503,603
Replace HVAC (only one RTU needs to be replaced)	1	Is	\$125,000.00	\$125,000
Upgrade electrical	1	Is	\$1,614,112.50	\$1,614,113
Upgrade Plumbing	1	Is	\$1,614,112.50	\$1,614,113
Concessions renovation	1,500	SF	\$115.00	\$172,500
Miscellaneous allowance	10%			\$29,750
Mark-ups				
General Conditions			8.00%	\$26,180
General Requirements			3.00%	\$10,603
Bonds & Insurance			1.50%	\$5,460

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Contractor's Fee			5.00%	\$18,475
Design Contingency			15.00%	\$58,195
Total - Grand Place				\$4,177,991

19 Grand Avenue Gate (Historic Ticket Booths)

GFF Estimate	1	ls	\$270,000.00	\$270,000
Escalation for previous estimate	12%			\$31,590
Roof repairs	200	sf	\$35.00	\$7,000
Electrical upgrades				Incl. Above
Interior paint removal and repainting				Incl. Above
Exterior plaster repair				Incl. Above
Miscellaneous allowance	10%			\$700
Mark-ups				
General Conditions			8.00%	\$616
General Requirements			3.00%	\$249
Bonds & Insurance			1.50%	\$128
Contractor's Fee			5.00%	\$435
Design Contingency			15.00%	\$1,369
Total - Grand Avenue Gate (Historic Ticket Booths)				\$312,088

20 Greenhouse Garden Center (Midway)

Aecom Estimate	1	ls	\$26,553.00	\$26,553
Escalation for previous estimate	16%			\$4,142
Miscellaneous allowance				Incl. Above
Mark-ups				Incl. Above
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above
Total - Greenhouse Garden Center (Midway)				\$30,695

21 Hall of State

Aecom Estimate	1	ls	\$10,543,518.00	\$10,543,518
Escalation for previous estimate	16%			\$1,644,789

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Minor plumbing upgrades				<i>Incl. Above</i>
HVAC upgrades - upgrade controls				<i>Incl. Above</i>
Minor roof work				<i>Incl. Above</i>
Stone treatment to inhibit biological growth	1	ls	\$300,000.00	300,000
Pavement repairs, west side	1	ls	\$21,217.00	21,217
Artwork Restoration				<i>Incl. Above</i>
Miscellaneous allowance				<i>Incl. Above</i>
Mark-ups				
General Conditions				<i>Incl. Above</i>
General Requirements				<i>Incl. Above</i>
Bonds & Insurance				<i>Incl. Above</i>
Contractor's Fee				<i>Incl. Above</i>
Design Contingency				<i>Incl. Above</i>

Total - Hall of State	\$12,509,524
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22 Horse Barn

GFF Estimate	1	ls	\$292,000.00	\$292,000
Escalation for previous estimate	12%			\$36,504
Reset interior Horse stall panels				<i>Incl. Above</i>
Repair exterior wall damage				<i>Incl. Above</i>
Clean and inspect interior drains				<i>Incl. Above</i>
Bathroom upgrades	400	sf	\$125.00	\$50,000
Lighting upgrades				<i>Incl. Above</i>
Roof replacement	58,300	sf	\$30.00	\$1,749,000
Prepare study of interior structural columns	1	ls	\$20,000.00	\$20,000
Miscellaneous allowance	10%			\$179,900
Mark-ups				
General Conditions			8.00%	\$158,312
General Requirements			3.00%	\$64,116
Bonds & Insurance			1.50%	\$33,020
Contractor's Fee			5.00%	\$111,717
Design Contingency			15.00%	\$351,910

Total - Horse Barn	\$3,046,480
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23 Magnolia Lounge

No Work Required
Included in proposed bond work

Total - Magnolia Lounge	
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DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
24 MLK Jr. Blvd Gate				
GFF Estimate	1	Is	\$326,000.00	\$326,000
Escalation for previous estimate	12%			\$38,142
Roof repairs - NW corner of building	50	sf	\$150.00	\$7,500
Electrical upgrades				Incl. Above
Interior paint removal and repainting				Incl. Above
Exterior plaster repair				Incl. Above
Miscellaneous allowance	10%			\$750
Mark-ups				
General Conditions			8.00%	\$660
General Requirements			3.00%	\$267
Bonds & Insurance			1.50%	\$138
Contractor's Fee			5.00%	\$466
Design Contingency			15.00%	\$1,467
Total - MLK Jr. Blvd Gate				\$375,390
25 Museum of natural History				
Aecom Estimate	1	Is	\$4,879,943.00	\$4,879,943
Escalation for previous estimate	16%			\$761,271
Preventative maintenance to protect dioramas				Incl. Above
Window waterproofing work				Incl. Above
HVAC - Replace chillers				Incl. Above
Upgrade interior finishes (could be future tenant)				Incl. Above
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above
Total - Museum of natural History				\$5,641,214
26 Music Hall and Auditorium				
Aecom Estimate	1	Is	\$9,264,028.00	\$9,264,028
Escalation for previous estimate	16%			\$1,538,788

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Waterproofing of Domes				<i>Incl. Above</i>
HVAC - Air handling units and condensing units				<i>Incl. Above</i>
Exterior paving improvements (ADA and circulation improvements)	1	ls	\$600,000.00	\$600,000
Comprehensive electrical repair/upgrades				<i>Incl. Above</i>
New carpet in theater	1	ls	\$1,093,779.00	1,093,779
Washdown	1	ls	\$350,000.00	350,000
Interior and exterior architectural finish upgrades				<i>Incl. Above</i>
Restroom upgrades				<i>Incl. Above</i>
Modernization of service elevator				<i>Incl. Above</i>
Miscellaneous allowance				<i>Incl. Above</i>
Mark-ups				
General Conditions				<i>Incl. Above</i>
General Requirements				<i>Incl. Above</i>
Bonds & Insurance				<i>Incl. Above</i>
Contractor's Fee				<i>Incl. Above</i>
Design Contingency				<i>Incl. Above</i>
Total - Music Hall and Auditorium				\$12,846,595
27 Old Mill Inn				
Aecom Estimate	1	ls	\$2,022,183.00	\$2,022,183
Escalation for previous estimate	16%			\$1,074,670
New tile roof				<i>Incl. Above</i>
Repair building water intrusion	1	ls	\$4,000,000.00	\$4,000,000
ADA improvements (ramps, hand rails, restrooms, bridge)	1	ls	\$806,730.00	\$806,730
Needs elevator	1	ls	\$60,000.00	\$60,000
Upgrade electrical				<i>Incl. Above</i>
Upgrade plumbing				<i>Incl. Above</i>
Upgrade HVAC				<i>Incl. Above</i>
Exterior fountain - Waterproofing and mechanical repairs				<i>Incl. Above</i>
Interior finish work				<i>Incl. Above</i>
Miscellaneous allowance				<i>Incl. Above</i>
Mark-ups				
General Conditions				<i>Incl. Above</i>
General Requirements				<i>Incl. Above</i>
Bonds & Insurance				<i>Incl. Above</i>
Contractor's Fee				<i>Incl. Above</i>
Design Contingency				<i>Incl. Above</i>
Total - Old Mill Inn				\$7,963,583
28 Pan American Complex				
Aecom Estimate	1	ls	\$4,241,050.00	\$4,241,050
Escalation for previous estimate	16%			\$763,004

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Roof repairs (beyond 2020 bonding work)	1	ls	\$150,000.00	\$150,000
Plaster work on all buildings	1	ls	\$500,000.00	\$500,000
Exterior planter work - drainage and new plants				Incl. Above
HVAC added to Arena building				Incl. Above
Restroom upgrades in all buildings (plumbing and ADA)				Incl. Above
Upgrade fire and security (on some buildings)				Incl. Above
Interior and exterior paint				Incl. Above
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above
Total - Pan American Complex				\$5,654,054

29 Parry Avenue Gate

GFF Estimate	1	ls	\$36,000.00	\$36,000
Escalation for previous estimate	12%			\$4,212
Exterior pylon repair - granite panels				Incl. Above
Electrical upgrades				Incl. Above
Exterior plaster repair				Incl. Above
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above
Total - Parry Avenue Gate				\$40,212

30 Police Mounted Patrol Equestrian Barn and Offices

No Work Required. Building maintained by the City of Dallas

Total - Police Mounted Patrol Equestrian Barn and Offices

31 Poultry Pavilion

GFF Estimate	1	ls	\$848,000.00	\$848,000
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DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Escalation for previous estimate	12%			\$175,266
Interior structure of tower needs to be repaired	1	ls	\$150,000.00	\$150,000
Electrical upgrades	1	ls	\$500,000.00	\$500,000
Repair exterior planters - no drainage	2	ea	\$4,500.00	\$9,000
Exterior doors need to be repaired and reset				Incl. Above
Repaint building exterior - restore historic color scheme				Incl. Above
Minor roof repair - some water damage	1,000	sf	\$30.00	\$30,000
Plumbing upgrades - connections into building				Incl. Above
Exterior plaster repair				Incl. Above
Powerwash/Paint facility	1	ls	\$30,000.00	\$30,000
Miscellaneous allowance	10%			\$6,900
Mark-ups				
General Conditions			8.00%	\$6,072
General Requirements			3.00%	\$2,459
Bonds & Insurance			1.50%	\$1,266
Contractor's Fee			5.00%	\$4,285
Design Contingency			15.00%	\$13,497
Total - Poultry Pavilion				\$1,776,746

32 Science Place 1 and Imax Theater

Aecom Estimate	1	ls	\$23,012,015.00	\$23,012,015
Escalation for previous estimate	16%			\$3,589,874
Restoration of bronze fixtures	1	ls	\$6,000.00	\$6,000
Science Place 1 - Roof replacement (entire building except at Imax)				Incl. Above
Upgrade fire and security system				Incl. Above
Imax - Complete HVAC work (tie to tenant lease)				Incl. Above
Imax - Some hazardous material remediation needed				Incl. Above
Science Place 1 - Replace plumbing				Incl. Above
Science Place 1 - Update electrical				Incl. Above
Demo work (old equipment)				Incl. Above
Imax - reupholster chairs				Incl. Above
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above

Total - Science Place 1 and Imax Theater

\$26,607,889

DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
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No Work Required. Building maintained by the City of Dallas

Total - Science Place 2

34 State Fair Admin Offices

GFF Estimate	1	Is	\$581,000.00	\$581,000
Escalation for previous estimate	12%			\$67,977
Upgrade electrical equipment				<i>Incl. Above</i>
Miscellaneous allowance				<i>Incl. Above</i>
Mark-ups				
General Conditions				<i>Incl. Above</i>
General Requirements				<i>Incl. Above</i>
Bonds & Insurance				<i>Incl. Above</i>
Contractor's Fee				<i>Incl. Above</i>
Design Contingency				<i>Incl. Above</i>

Total - State Fair Admin Offices				\$648,977
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35 Texas Discovery Garden

Aecom Estimate	1	Is	\$3,382,443.00	\$3,382,443
Escalation for previous estimate	16%			\$566,661
Roof repair/replacement (repair roof drains)				<i>Incl. Above</i>
Repair/replace HVAC				<i>Incl. Above</i>
Improve site lighting				<i>Incl. Above</i>
Repair Grade allee fountain	1	Is	\$250,000.00	\$250,000
Resolve butterfly house lighting concerns				<i>Incl. Above</i>
Replace roof				<i>Incl. Above</i>
Exterior plaster repair				<i>Incl. Above</i>
Upgrade plumbing				<i>Incl. Above</i>
Miscellaneous allowance				<i>Incl. Above</i>
Mark-ups				
General Conditions				<i>Incl. Above</i>
General Requirements				<i>Incl. Above</i>
Bonds & Insurance				<i>Incl. Above</i>
Contractor's Fee				<i>Incl. Above</i>
Design Contingency				<i>Incl. Above</i>

Total - Texas Discovery Garden				\$4,199,104
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DETAIL ELEMENTS - FAIR PARKS

Element	Quantity	Unit	Unit Cost	Total
Aecom Estimate	1	Is	\$13,609,483.00	\$13,609,483
Escalation for previous estimate	16%			\$2,169,879
Structural slab repair (void under building slab)				Incl. Above
Electrical upgrades				Incl. Above
Repair/replace roof				Incl. Above
HVAC - FCU and RTU replacement				Incl. Above
Tower re-lighting				Incl. Above
Artwork restoration - Bas relief	1		\$300,000.00	\$300,000
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above
Total - Tower Building				\$16,079,362
37 Washington Street Gate				
GFF Estimate	1	Is	\$129,000.00	\$129,000
Escalation for previous estimate	12%			\$15,093
Minor roof repairs				Incl. Above
Electrical upgrades				Incl. Above
Interior paint removal and repainting				Incl. Above
Exterior plaster repair				Incl. Above
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above
Total - Washington Street Gate				\$144,093
38 Woman's Museum				
Aecom Estimate	1	Is	\$4,073,413.00	\$4,073,413
Escalation for previous estimate	16%			\$635,452
Roof repair/replacement				Incl. Above

DETAIL ELEMENTS - FAIR PARKS				
Element	Quantity	Unit	Unit Cost	Total
Stage repair				Incl. Above
New security system				Incl. Above
Art work restoration - mural and sculpture conservation				Incl. Above
Upgrade Interior finishes				Incl. Above
Repair - Minor water intrusion/damage				Incl. Above
Upgrade freight elevator				Incl. Above
HVAC upgrades				Incl. Above
Lighting/electrical upgrades				Incl. Above
Miscellaneous allowance				Incl. Above
Mark-ups				
General Conditions				Incl. Above
General Requirements				Incl. Above
Bonds & Insurance				Incl. Above
Contractor's Fee				Incl. Above
Design Contingency				Incl. Above
Total - Woman's Museum				\$4,708,865
39 WRR				
No Work Required. Building maintained by the City of Dallas				
Total - WRR				
40 Park Improvements				
Upgrades & waterpooring to all electrical vaults				
Park paving				
Electrical load center upgrades				
Lagoon dredging				
Total - Park Improvements				

