Perkins&Will

Fair Park Master Plan Update

Quality of Life, Arts, and Culture Committee

FAIR PARK FIRST

BRV BIEDERMAN REDEVELOPMENT VENTURES

August 17, 2020
Dallas, Texas

Guiding Principles

Fair Park Master Plan Update

1. Design, manage, and operate a holistic campus focused on influencing social and civic engagement.
2. Create a premier year-round destination.
3. The concept and design of the 1936 Texas Centennial Exposition shall continue to guide the development of Fair Park.
4. Recognize the inherent value of existing buildings, resident institutions, assets, and surrounding neighborhoods.
5. Reflect the Four Pillars of Fair Park First in a manner that brings people of all backgrounds and incomes to the Fair Park Campus.
6. Welcome everyone and create opportunities for shared experiences.
7. Reflect core recommendations of the 2014 Mayor's Task Force Report: ***Putting the Park Back in Fair Park.***

Neighborhood Meetings

NEIGHBORHOODS

PURPOSE: Engage the 24 neighborhoods and schools adjacent to Fair Park to share information and gather feedback related to the master plan update and the Community Park plan.

Over 541 Participants at 24 events !

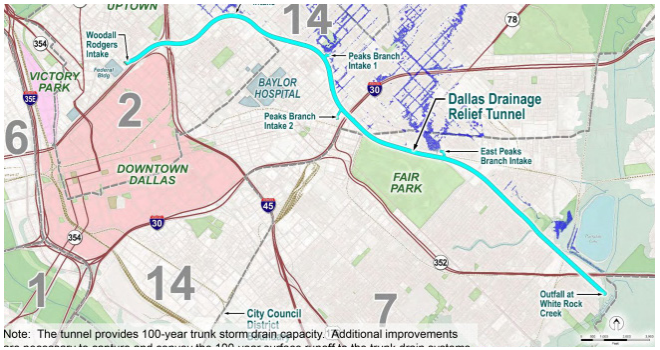
NEIGHBORHOOD ASSOCIATION MEETINGS SCHEDULE :

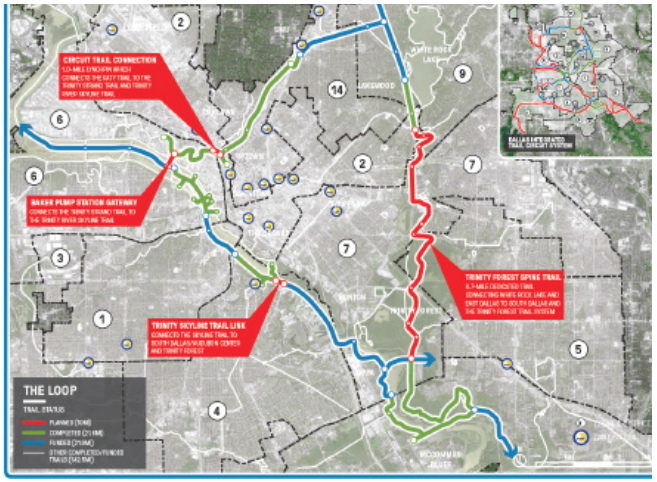
October 8: Park Row + South Boulevard Neighborhood Meeting
October 17: Mill City Community Meeting
October 24: St. Philips Community Meeting (cancelled due to inclement weather)
October 26: Queen City Neighborhood Association (cancelled due to inclement weather)
November 6: OM Roberts Elementary (Parents)
November 7: Bertrand Neighborhood Association
November 12: Frazier - Zan Wesley Holmes Jr Outreach Center
November 16: Dolphin Heights Neighborhood
November 21: St. Phillip's School and Community Center Meeting
November 23: Jubilee - East Dallas Church of Christ Feeding Event
November 26: Buckner Terrace Neighborhood
December 2: Owenwood Neighborhood Association
December 7 Colonial Hill Neighborhood Meeting
December 10 Wheatley Place Neighborhood Meeting
December 15 St. Luke's Concert (Owenwood)
December 17 Bonton Neighborhood Meeting (cancelled due to DISD public meeting)
December 17 South Dallas/Fair Park Coalition Meeting
December 18 Frazier Focus Group
December 19 Cedars Neighborhood Association
December 19 Christmas Dinner at Juanita Craft Recreation Center (Frazier and Mill City)
December 20 Noble Coyote Pop-Up (Expo Park)
January 8 Noble Coyote Pop-Up (Expo Park)
January 14 Deep Ellum Neighborhood Association
February 4 Greater Dallas Planning Council
February 5 CitySquare All-Staff Meeting
February 6 Fair Park Estates Neighborhood Meeting
February 18 Bonton Neighborhood Meeting

Ongoing Conversation & Research

OTHERS

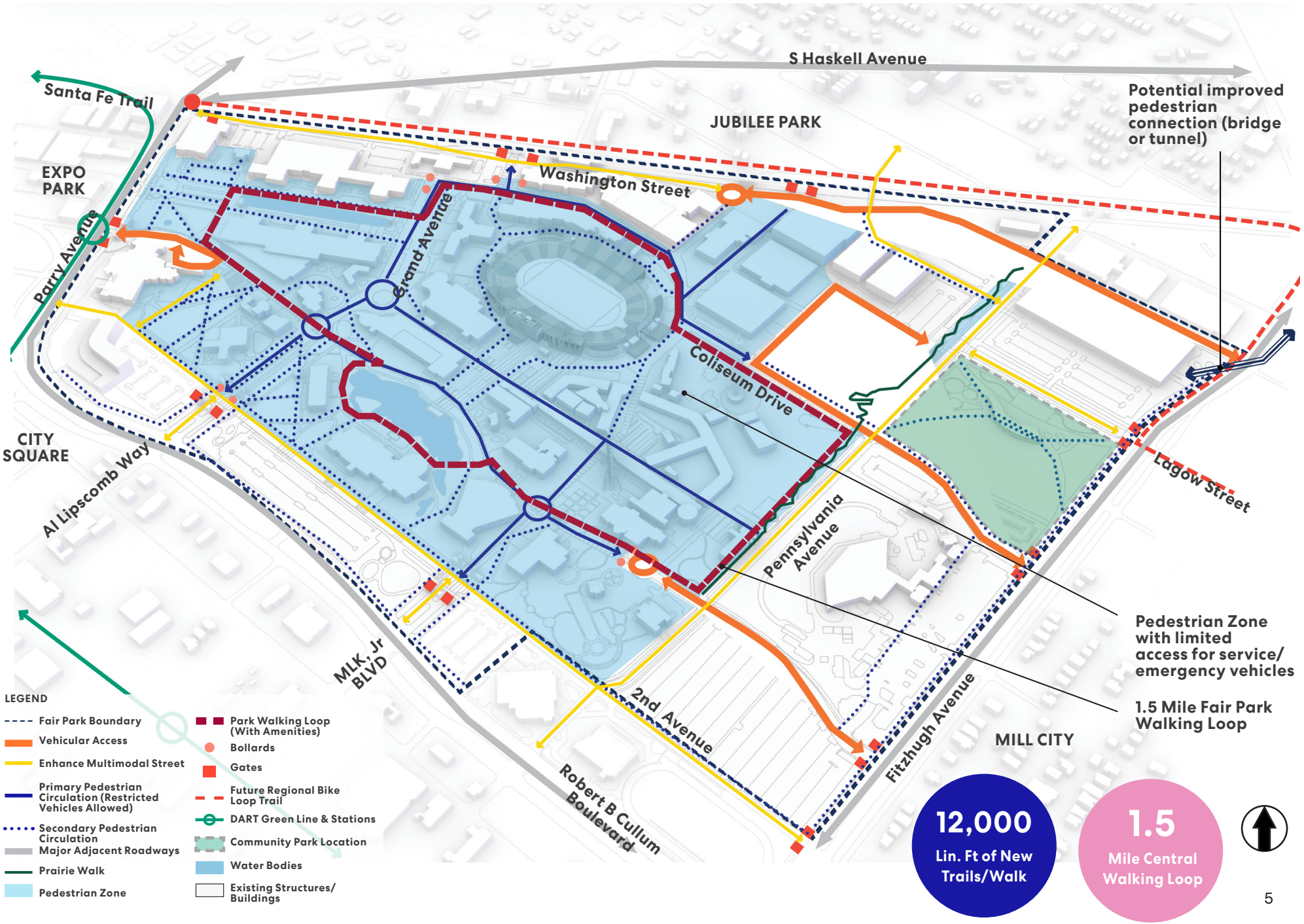
- "A NEW DALLAS"- I345/I30 Planning
- "THE LOOP" - Dallas Trails and Connectivity
- Mill Creek Drainage Relief Tunnel Project
- Preservation Dallas
- Landmark Commission
- Dallas Historical Society
- Dallas Park Board and Dallas Parks and Recreation
- Dallas Pride
- DISD Schools
- Dallas Innovation Alliance
- Texas Trees Foundation
- Coalition for A New Dallas
- Southfair Community Development Corporation
- East Dallas Chamber of Commerce
- Meadows Foundation
- Summerlee Foundation
- Communities Foundation of Texas
- SMU, Meadows School of the Arts
- Inspire Art Dallas
- Fair Park First
- BRV
- In the City For Good
- AIA/ADEX
- Greater Dallas Planning Council
- Dallas Black Chamber of Commerce
- DART
- City of Dallas Planning & Urban Design
- The Deep Ellum Foundation
- Texas Historical Commission
- Revitalize South Dallas Coalition
- Trinity Park Conservancy
- Big Thought
- Hoblitzelle Foundation
- Texas Commission on the Arts
- OAC
- City Manager's Office
- Visit Dallas
- TREC
- The Dallas Citizens Council
- Trust for Public Land
- The Dallas Sports Commission
- TTIA
- Dallas Council Members and Appointees





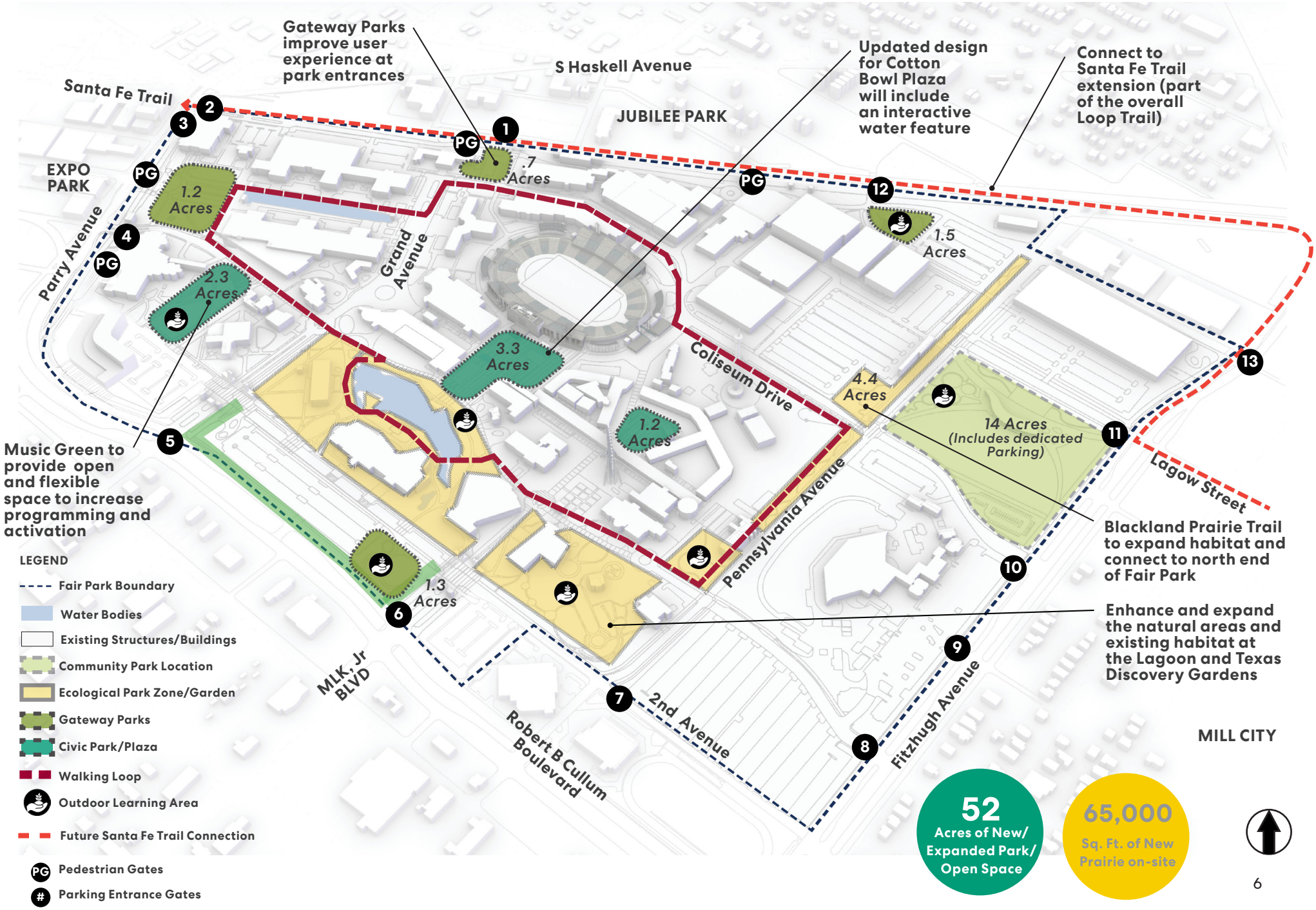
Access and Circulation

Fair Park Master Plan Update



Parks and Open Spaces

Fair Park Master Plan Update



Fair Park Master Plan Update

Note: The Master Plan Update graphic represents some of the recommendations and not a comprehensive list of all improvements.

Museum Area: Music Green

Fair Park Master Plan Update

Music Green

Fair Park Master Plan Update

Museum Area: MLK Gateway Park

Fair Park Master Plan Update

MLK Gateway Park

Fair Park Master Plan Update

Community Engagement - The Community Park

Fair Park Master Plan Update

Over 858 conversations in three community workshops and twenty four neighborhood meetings

Top park location vote-getters for park site is "B"

*see park map to the right for park locations

Top desired park programs include:

splash pad, picnic shelter, accessible play, performance stage, game tables, & WiFi

A	15.71%
B	65.42%
C	.09%
D	14.21%
No Preference	4.58%

- Votes tally based on individual table groups at meetings completed so far in the process; additional meetings forthcoming
- Several groups voted to combine lots A and B (points were split between the two)
- One group voted to include the Music Dream with Lot D (points allocated to Site D)

NEIGHBORHOOD PARK COMMUNITY WORKSHOP #1
SEPTEMBER 26, 2019

NEIGHBORHOOD PARK COMMUNITY WORKSHOP #2
OCTOBER 14, 2019

NEIGHBORHOOD ASSOCIATION MEETING

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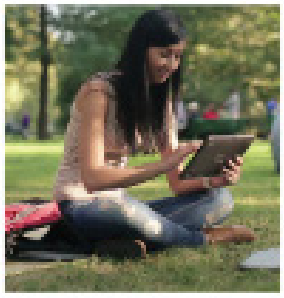
Potential Community Park Programming

Fair Park Master Plan Update

WIFI	Splash Pad	Picnic Shelter	Accessible Play	Performance Area	Game Tables	Flex Field / Open Lawn
						
Attributes						
N/A	Improvements include water feature, hardscape and mechanical	Multiple sized structures with a variety of amenities	Multiple structures for different ages and abilities	Small or large performance area	Multiple game tables and configurations	Large flex lawn to accommodate recreation sports

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

Community Park

Fair Park Master Plan Update

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.

Master Plan Update: Preliminary Phasing

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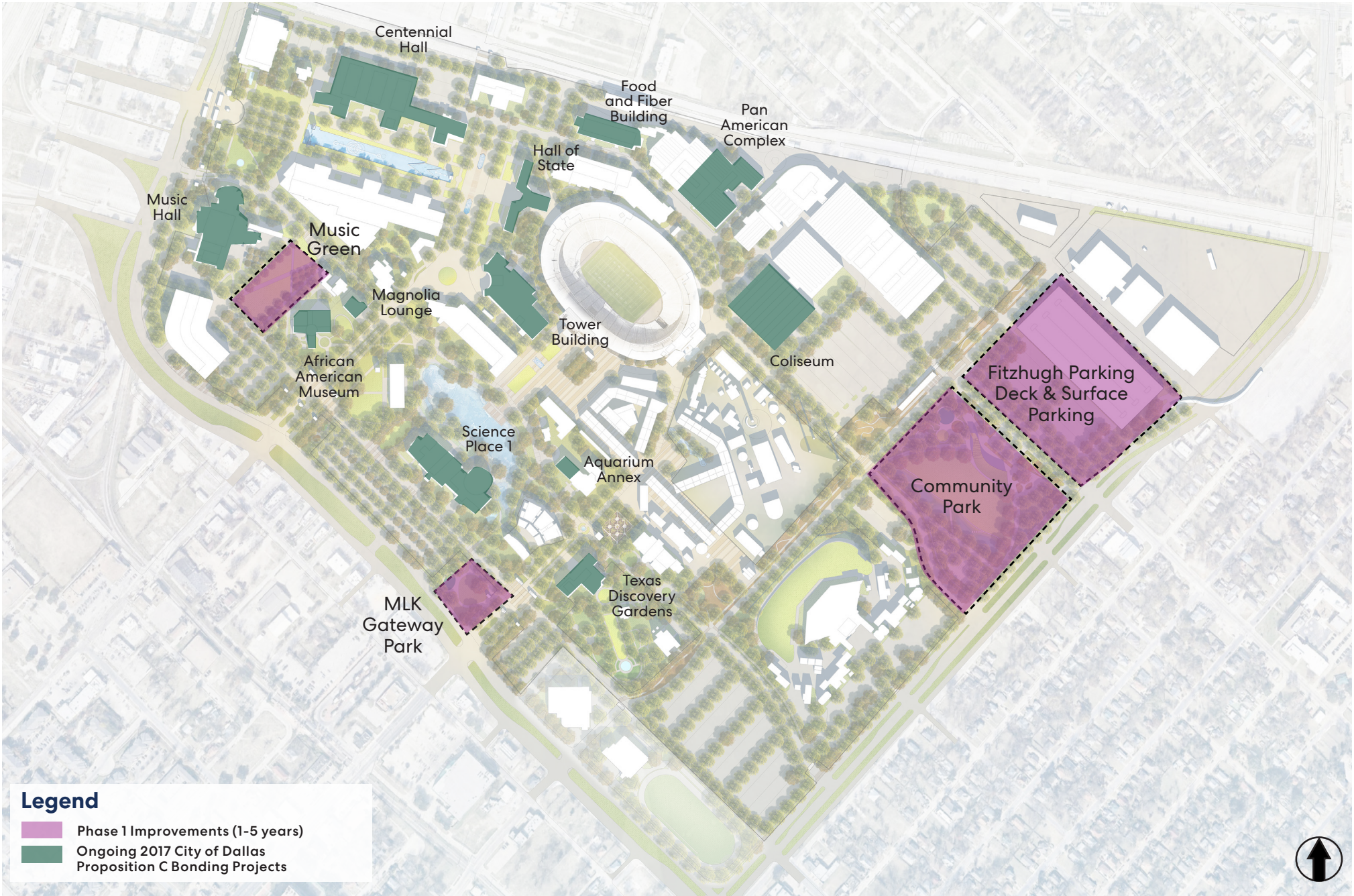

Phase 1 Improvements: 1 to 5 years