

City Facilities – Combined Approach

Presented to:
Quality of Life Committee

Public Works and Transportation Department
January 28, 2007



Purpose

- To provide an overview of the City's approach to **Design** of new community facilities and compare with the prototype design approach
 - **Community facilities** refer to facilities that are of the same building type and are repeated at multiple locations

An Overview

City Facilities

- **Public Works, Park and Recreation, Equipment and Building Services and Water Utilities (Construction Departments)** are responsible for the design and construction of all city facilities:



New South Central Police Station – opened October 23, 2007

- Fire stations
- Branch libraries
- Police sub-stations
- Recreation centers
- Service centers
- Cultural facilities
- Dallas Convention Center
- Sanitation
- Aviation
- Water and wastewater
- Dallas Zoo
- Fair Park

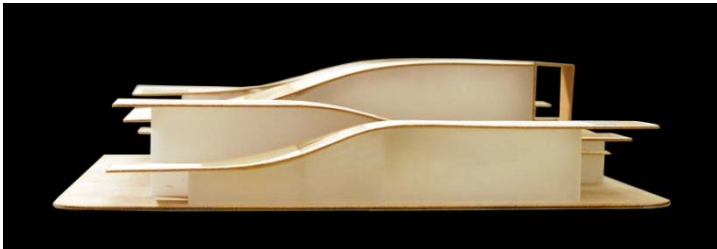
An Overview

New City facilities refers to:

- Replacement facilities for existing buildings that have exceeded capacity or are outdated
- New facilities needed due to increase in demand, population, or sector served
 - **2003 bond program new facilities include:**
 - Fire Station 42, 40, 38, 33, 35
 - South Central Police
 - Hampton Illinois, Timberglen, Walnut Hill, Lancaster Kiest branch libraries
 - Homeless Assistance Center
 - Animal Shelter



An Overview



- **2006** bond program facilities include:
 - City Performance Hall
 - Fretz Park, Park Forest, Polk Wisdom, White Rock branch libraries
 - Southeast Service Center
 - Fire Stations 6, 10, 27, 32, 37, 44 and 50
 - Phase 2 Latino Cultural Center
 - Nash-Davis and White Rock Hills recreation centers
 - Cotton Bowl renovation and expansion
 - Dallas Zoo African Savannah exhibit

City of Dallas Approach

Community facilities

Developed through full design and construction services for each specific project

- Community involvement in the design process
- Preservation of community/neighborhood/district character
- LEED process integrated into project design and construction approach
- Public Art component integrated into building design

Advantages

- Responds to community with unique character
- Considers site specific issues in integrated solution
- Incorporates sustainable features unique to the site

Disadvantages

- Lengthy process
- Individual project, no savings based on volume
- Full service design and construction required

Prototype Design Approach

Prototype Design

Developed based on a program to be repeated and adapted at multiple locations

- Effective to create a brand
- Purchasing of building components may be bundled
- Design process occurs independent of location of facility

Advantages

- May achieve construction savings based on volume
- Design savings
- Shorter delivery period

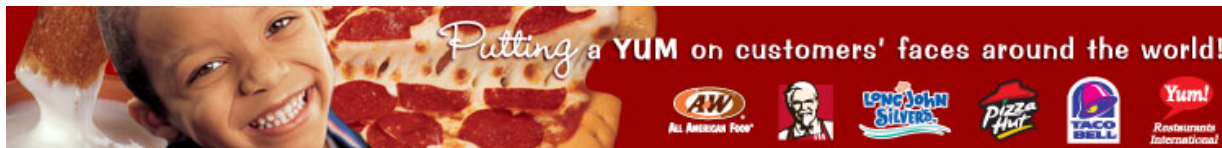
Disadvantages

- Generic design
- Does not solicit community input
- Needs to be site-adapted
- Does not consider specific site issues in overall concept
- Limits design contracting opportunities

Design Approaches



Examples from other organizations



FedEx®

US Postal Service

Utilizes **design standards** and/or building space components to generate a small, medium or large **standard building type**

- **Building Standards** are issued annually
- Design standards help to standardize the consistent appearance and **brand identity** for the customer service lobbies
- Each building type is site-adapted
- **Building standards** allow for all scenarios: facility type and size, leased vs. owned
- **Standards** don't dictate the exterior, Project manager addresses based on the surrounding architectural environment



Yum! Brands, Inc.

Utilizes **prototype design** for brand recognition

- The world's **largest** system restaurants' company with over **34,000** restaurants in more than **100** countries and territories
- Four of the company's restaurant brands – **KFC, Pizza Hut, Taco Bell and Long John Silver's** – are the global leaders in their categories.
- Pre-qualifies a “handful” of architectural firms
- Assigns projects based on geographic location and number of projects
- Utilizes developed **prototype designs** for restaurant brands and does only site adaptation at the location.
- Pre-qualifies contractors and assigns projects based on workload and geographic location.
- Major system component volume purchases for economies of scale.
- Cost savings of prototype not identified



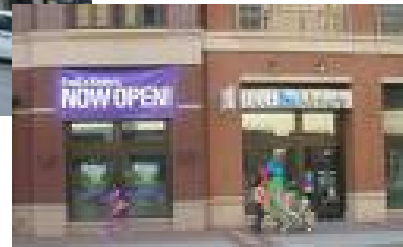
The ability to put two concepts roof (multibranding), gives them a distinct advantage.



FedEx

Utilizes finish-out **standards** and components for brand recognition

- FedEx acquired Kinko's in February 2004 and was rebranded FedEx Kinko's Office and Print Services
- Has more than **1,500** locations in **11** countries and **20,000** team members
- Pre-qualifies a "handful" of architectural firms based on qualifications
- Pre-qualifies contractors and assigns projects based on workload and geographic location.
- Performs only finish-out, no free-standing facilities
- Major system component volume purchases for economies of scale



Recommendation

- To utilize a **combined** approach based on:
 - Established building standards and components that are repeated, and
 - Community-based architectural environment
 - Community input
 - Neighborhood character
 - Site-adapted
 - LEED integrated into design
- To hire a consultant to develop standards and components for fire stations
- To incorporate in the design of Fire Station #50

