Memorandum

DATE February 6, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Dallas Arts District Strategic Plan

On February 9, 2009 staff will brief the Quality of Life Committee on the Dallas Arts District Strategic Assessment and Action Plan. This briefing will focus on an overview of the goals and objectives, as well as the key recommendations of the plan. The briefing is attached for your review.

If you need further information please call Theresa O’Donnell at 214 671-9293.

A.C. Gonzalez
Assistant City Manager

c: Honorable Mayor and Members of the Dallas City Council
   Mary K. Suhm, City Manager
   Thomas P. Perkins, Jr., City Attorney
   Deborah Watkins, City Secretary
   Craig Kinton, City Auditor
   Judge C. Victor Lande, Judiciary
   Ryan S. Evans, First Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   Ramon F. Miguez, P.E. Assistant City Manager
   Forest E. Turner, Intern Assistant City Manager
   Dave K. Cook, Chief Financial Officer
   Jeanne Chipperfield, Director, Budget Services
   Helena Stevens-Thompson, Assistant to the City Manager
   Theresa O’Donnell, Director of Development Services
Dallas Arts District Strategic Assessment and Action Plan

Quality of Life Committee Briefing
February 9, 2009
Purpose of Briefing

- Review process and draft of the Dallas Arts District Strategic Plan
Councilmember Hunt brings together all Arts District Stakeholders and the Strategic Planning Council in late 2005.
Dallas Arts District Area Plan
Stakeholders Group

- Large, Inclusive Representative Group of the Arts District
- 40+ members
- Representatives from
  - Arts District Organizations and Groups
  - Area Property Owners
  - Area Churches and
  - Downtown Leadership
  - City Staff
Public/Private Effort

The Dallas Arts District Area Plan Stakeholders Group raised private funds to cover half the study costs.
Consultant Team

- Fregonese Calthorpe Associates (Planning)
- Mesa Design Group (Urban Design)
- Carl Walker Inc. (Parking Management)
Study Area Map

Dallas Arts District Study Area
New and Active Projects

- Arts One Plaza
- Woodall Rodgers Park
- Routh Street Underpass
- Museum Tower
- McKinney Avenue Trolley Extension to DART Transit Plaza
- Dallas Center for the Performing Arts
  - Winspear Opera House
  - Annette Strauss Artist Square
  - Performance Park
  - Wyly Theatre
  - City Performance Hall
Plan Examines Major Issues

- Urban Design
- Specific Design/Planning Issues
  - Pearl/Flora Intersection
  - Flora Streetscape
  - Routh Streetscape
  - Harwood Closure
  - McKinney Trolley
- Parking
- District Governance
The district should be a critical mass of people-friendly residential, commercial and restaurant uses.

An urban place of which people can be proud.

An area where streetscape designs are both visually pleasing and pedestrian friendly.

Better coordination of area events and the challenges they place on the Arts District
- Parking
- Flow of Traffic and People
- Collaboration of activity between area institutions
Urban Design Analysis
Urban Design Recommendations

- The establishment of meaningful connections between the Arts District and surrounding neighborhoods
- The establishment of activity areas and nodes associated with public spaces.
- The creation of memorable streets and spaces within the Arts District.
- The creation of pedestrian-friendly connections.
- The development of a definite geographic district, a specific, identifiable place.
Urban Design Recommendations
The Pearl/Flora Intersection

- Design a major portal to mark the entrance to Arts District on Pearl and Woodall Rodgers Freeway.
- Create a pedestrian trail connection from the Arts District to the Woodall Rogers Park.
- Enhance the pedestrian crossing from Woodall Rogers Park to the Arts District.
Urban Design Recommendations
Flora Street Urban Design

- Upgrade light fixtures, urban furniture and equipment on Flora street and establish uniform plant material and canopy trees.
- Increase the amount of light on Flora and intersecting streets to create lit corridors.
- Enhance the streetscape on all streets crossing Flora Street.
Urban Design Recommendations

Routh Street

Urban Design

- Make Routh Street a gateway to the arts district from the north side of Woodall Rogers freeway.

- Implement a portal treatment and enhancement of the underpass.
McKinney Avenue Trolley
Recommendations

- Complete the Olive Street extension
- Coordinate with DART for alignment
- Establish streetcar advisory committee
- Prepare streetcar action plan
Parking Analysis
Parking Analysis Conclusions

- A deficit of parking is projected for combined maximum demand.
- Currently there is sufficient parking available in nearby facilities to accommodate daily museum parking demand.
- As DMA exhibition space expands and attendance increases, additional parking will be warranted in the future.
Parking Recommendations

- Implement a Parking Management Organization.
- Plan to expand the underground parking at certain venues.
- Explore additional shared parking opportunities.
Parking Recommendations (Continued)

- Initially, institute a basic parking management program that offers shared valet services and coordinated signage.
- Long-term, develop a comprehensive parking and access management program.
District Governance and Coordination Recommendations

- Develop a strong organization that fosters communication and coordination within the Arts District and builds communication links with adjacent areas and organizations.

- Establish clear goals and strategies for the organization.
Status of Implementation
Questions
### Dallas Arts District Area Plan
#### Stakeholders Group
#### November, 2006

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>REPRESENTATIVE</th>
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<tbody>
<tr>
<td>Dallas Opera</td>
<td>Karen Stone (Jennifer)</td>
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<td>Dallas Opera</td>
<td>John Gage</td>
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<td>Dallas Symphony Orchestra</td>
<td>Debra Pena</td>
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<td>Dallas Symphony Orchestra</td>
<td>Fred Bronstein (Leslie)</td>
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<td>Dallas Theater Center</td>
<td>John Howell</td>
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<td>Deedie Rose</td>
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<td>Bonnie Pitman (Mary Francis Barlow, Asst.)</td>
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<td>Dallas Museum of Art</td>
<td>Judy Conner</td>
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<td>Dallas Museum of Art</td>
<td>Jack Lane (Diane Flowers, Exec. Asst.)</td>
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<td>John Crawford</td>
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<td>DOWNTOWNdallas - Liaison</td>
<td>Paul Lindenberger</td>
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<td>Craig Hall (Jan &amp; Barbara-Assts.)</td>
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<td>Hall Financial Group</td>
<td>Patricia Meadows</td>
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<td>Museum Tower</td>
<td>Lyle Burgin</td>
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<tr>
<td>Nasher Sculpture Center</td>
<td>Neil McGlennon</td>
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<td>Steve Nash (Ammie)</td>
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<td>Vel Hawes</td>
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<td>Leah Parker</td>
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<td>St. Paul United Methodist Church</td>
<td>Reggie Smith</td>
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<td>St. Paul United Methodist Church</td>
<td>Rev. Elzie Odom (Leah Parker)</td>
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<td>Uptown Fellowship Church</td>
<td>Janay McDonald</td>
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<td>Uptown Improvement District</td>
<td>Tracy Curts</td>
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<td>Woodall Rogers Park/New development along Ross</td>
<td>Ray Washburn</td>
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<tr>
<td>City of Dallas, Development Services</td>
<td>Theresa O'Donnell</td>
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<td>Paul Shaw</td>
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<td>City Planners - Fregonese Calthorpe &amp; Associates</td>
<td>John Fregonese</td>
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<tr>
<td>City of Dallas, Cultural Affairs</td>
<td>Maria Munoz-Blanco</td>
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<td>City of Dallas, Public Works and Transportation</td>
<td>Tom Wurtz, AIA</td>
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<td>Keith Manoy</td>
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<td>David C. Schleg, AICP</td>
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