Memorandum

CITY OF DALLAS

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.

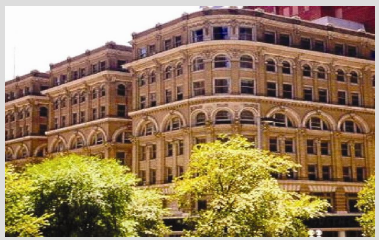
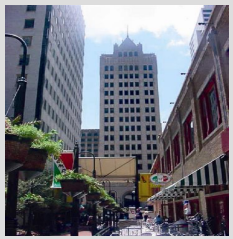
If you need further information please call Theresa O'Donnell at 214 671-9293.

A.C. Gonzalez
Assistant City Manager

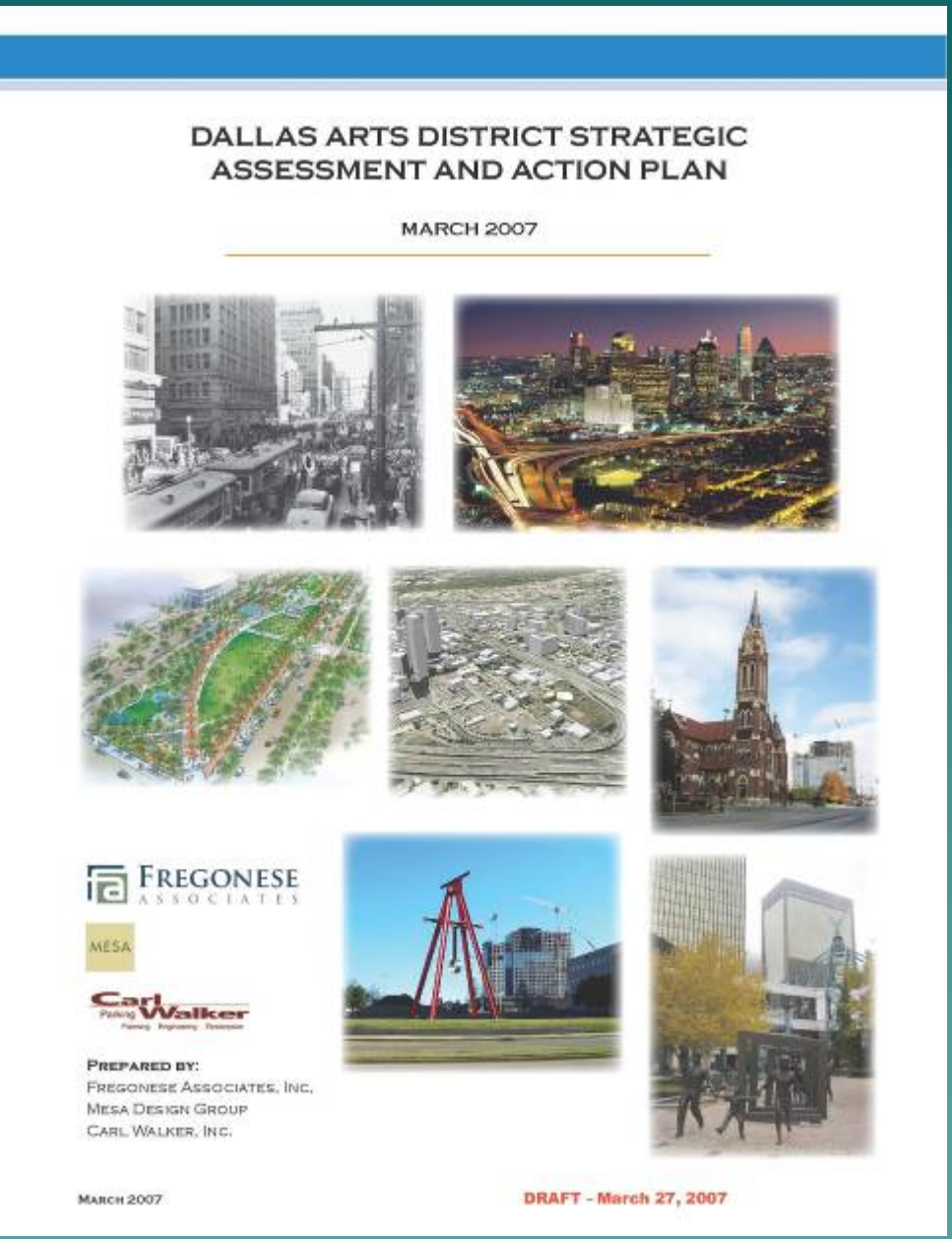
c: Honorable Mayor and Members of the Dallas City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Deborah Watkins, City Secretary
Craig Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Ramon F. Miguez, P.E. Assistant City Manager
Forest E. Turner, Interim 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

Key Focus Area
Economic Vibrancy



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

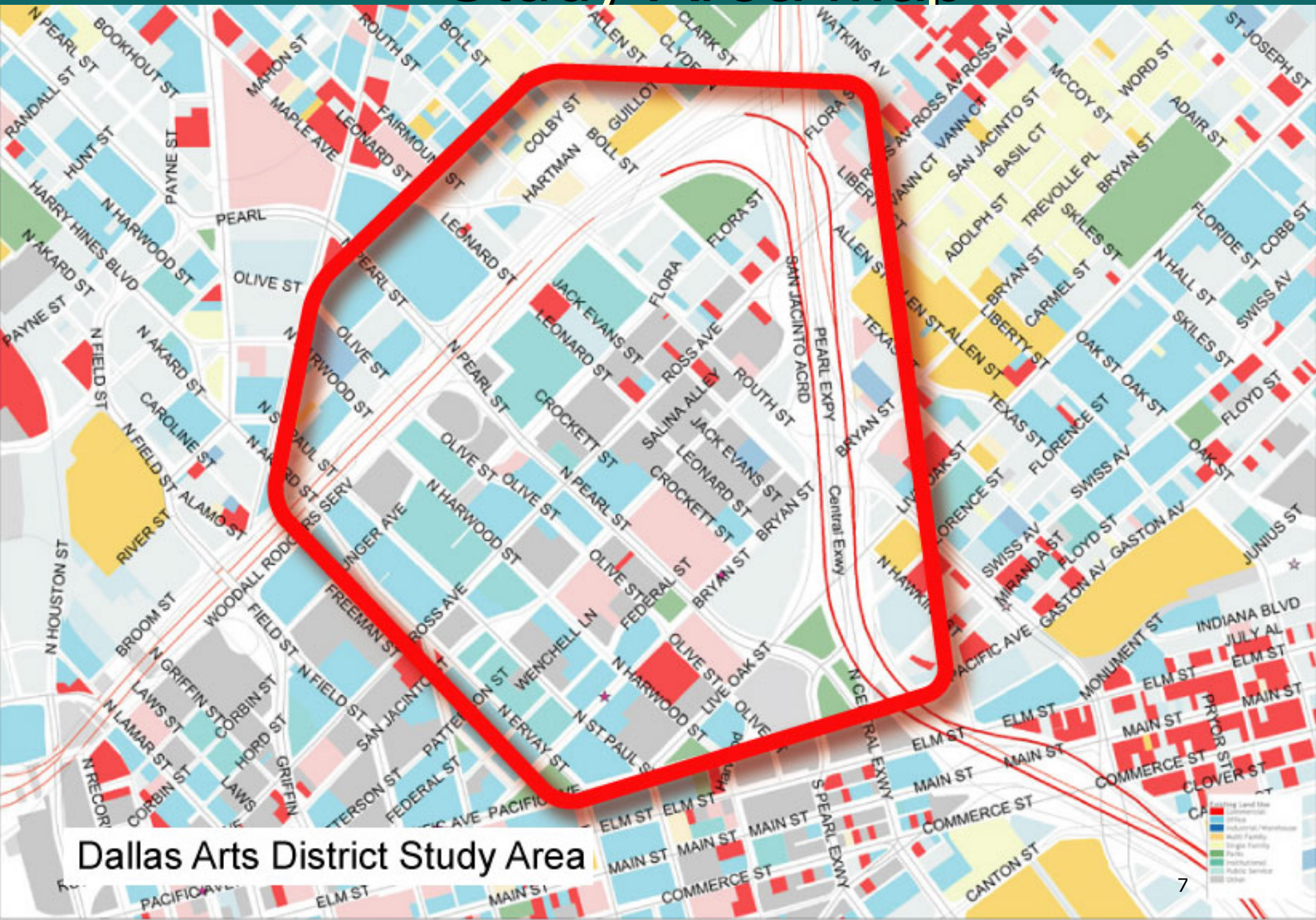
Public/Private Effort

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



Spiritual Uses
Urban Uses
Residential Uses
Cultural Uses
Public Spaces

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

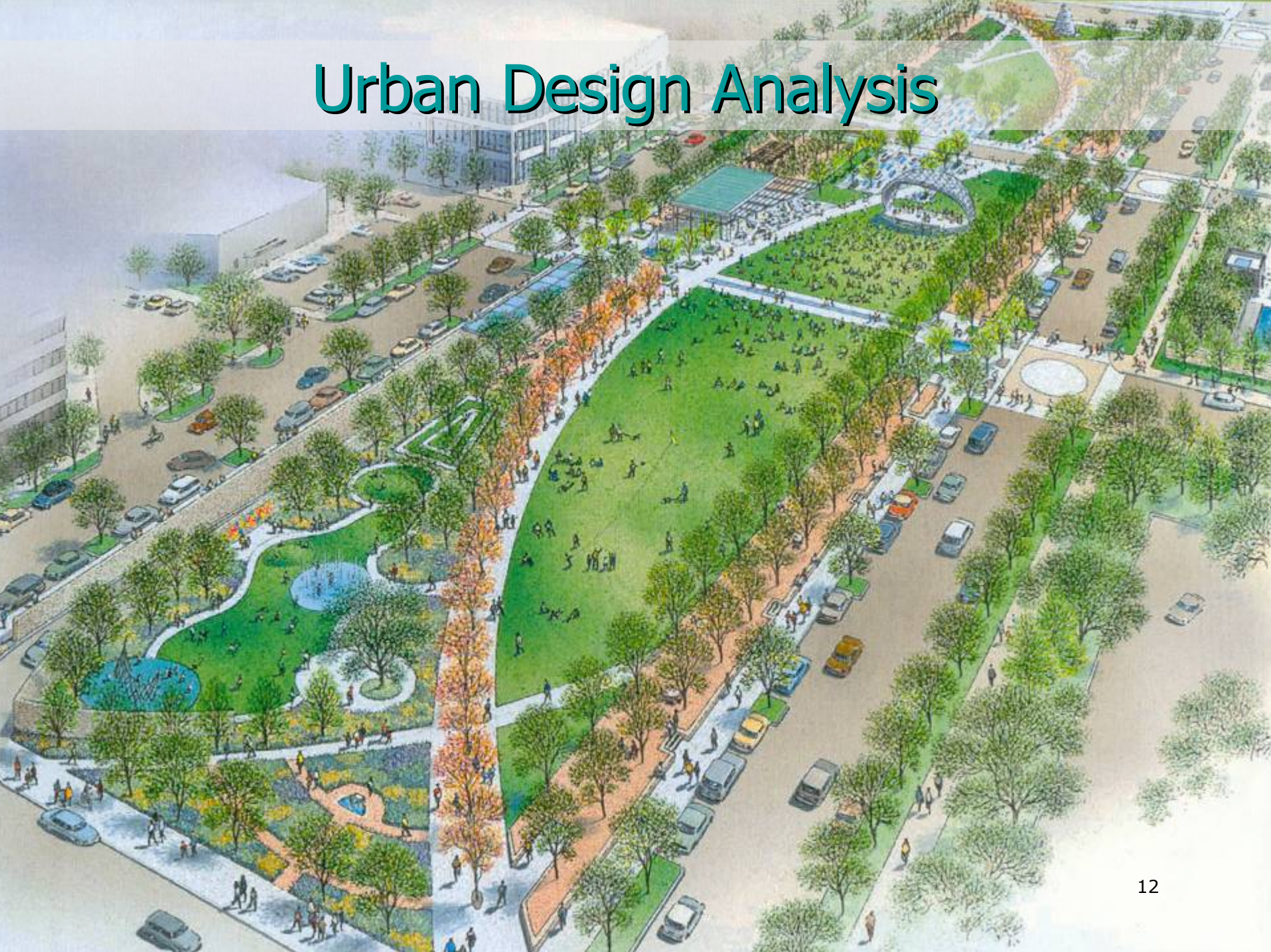
- Urban Design
- Specific Design/Planning Issues
  - Pearl/Flora Intersection
  - Flora Streetscape
  - Routh Streetscape
  - Harwood Closure
  - McKinney Trolley
- Parking
- District Governance

Stakeholder Workshop

Sample of Stakeholder Input:

- 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

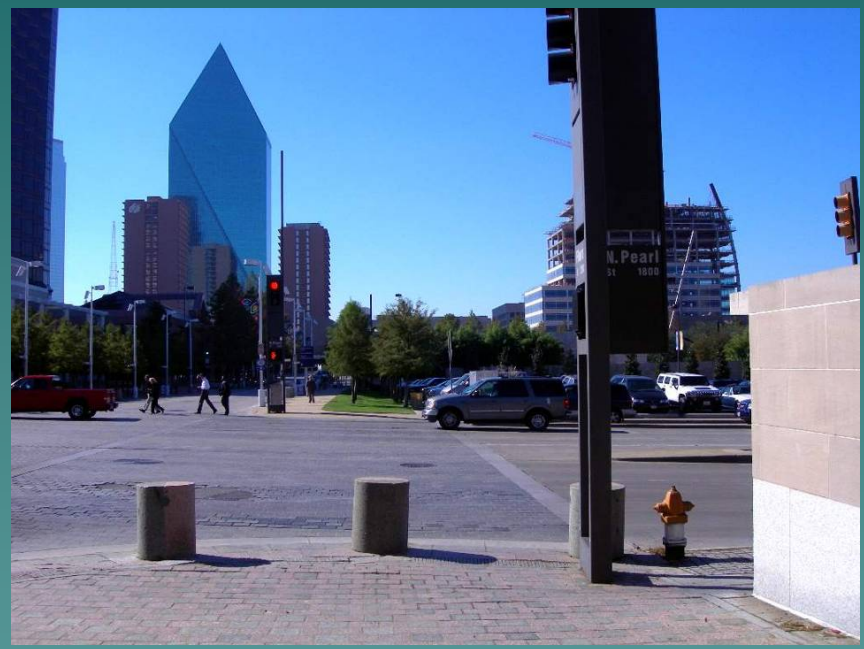


Urban Design Recommendations

- 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.

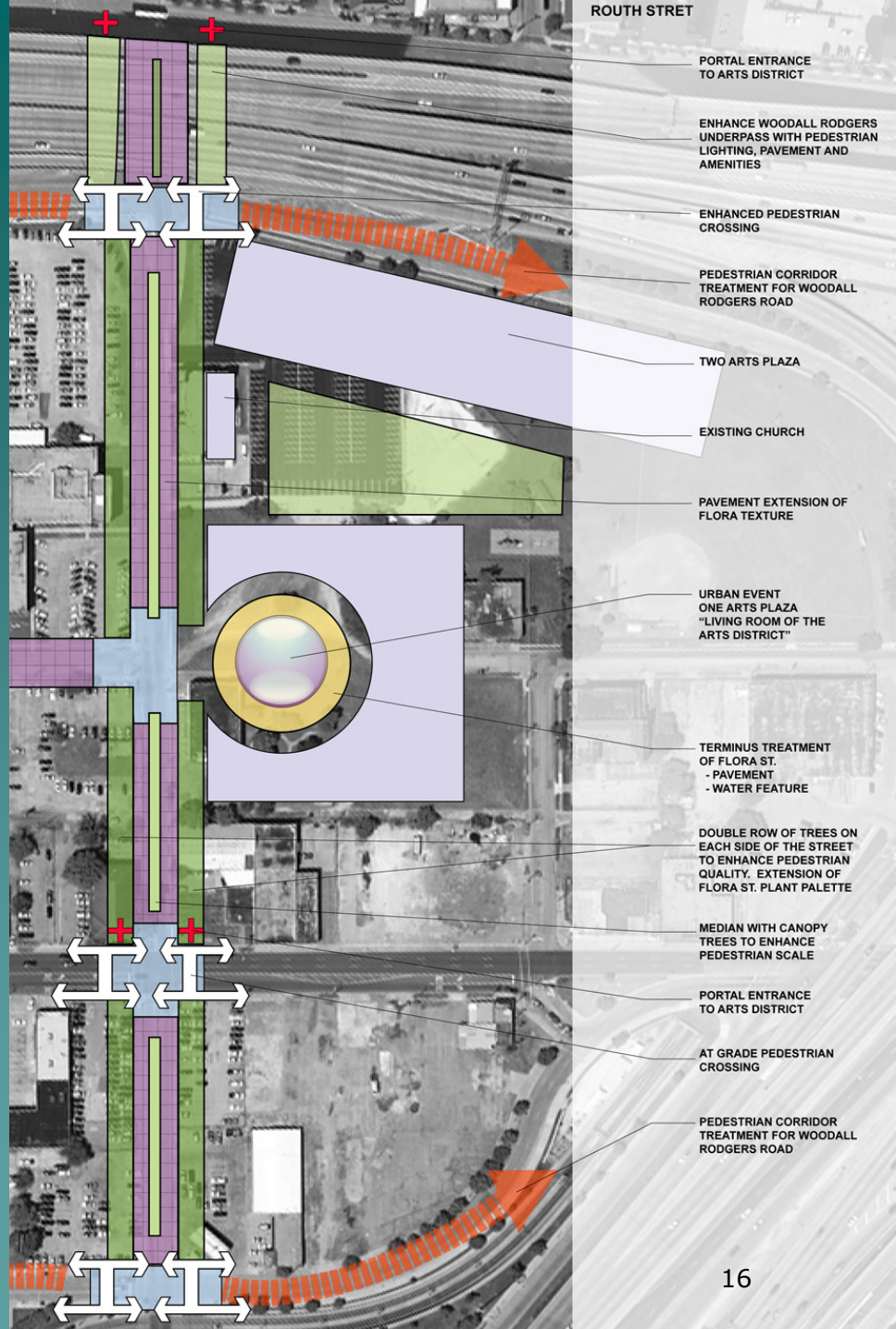


Urban Design Recommendations
Flora Street Urban Design

- 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



The McKinney Avenue Trolley

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

COMPANY	REPRESENTATIVE
Dallas Opera	Karen Stone (Jennifer)
Dallas Opera	John Gage
Dallas Symphony Orchestra	Debra Pena
Dallas Symphony Orchestra	Fred Bronstein (Leslie)
Dallas Theater Center	John Howell
Deedie Rose's property	Deedie Rose
Dallas Museum of Art	Bonnie Pitman (Mary Francis Barlow, Asst.)
Dallas Museum of Art	Judy Conner
Dallas Museum of Art	Jack Lane (Diane Flowers, Exec. Asst.)
DOWNTOWNdallas	John Crawford
DOWNTOWNdallas - Liaison	Paul Lindenberger
Hall Financial Group	Craig Hall (Jan & Barbara-Assts.)
Hall Financial Group	Patricia Meadows
Museum Tower	Lyle Burgin

Dallas Arts District Area Plan
Stakeholders Group
November, 2006

COMPANY	REPRESENTATIVE
Nasher Sculpture Center	Neil McGlennon
Nasher Sculpture Center	Steve Nash (Ammie)
Nasher Sculpture Center	Vel Hawes
New development along Ross	
St. Paul United Methodist Church	Leah Parker
St. Paul United Methodist Church	Reggie Smith
St. Paul United Methodist Church	Rev. Elzie Odom (Leah Parker)
Uptown Fellowship Church	Janay McDonald
Uptown Improvement District	Tracy Curts
Woodall Rogers Park/New development along Ross	Ray Washburn

Dallas Arts District Area Plan
Stakeholders Group
November, 2006

PROJECT SUPPORT STAFF	REPRESENTATIVE
City of Dallas, Development Services	Theresa O'Donnell
City Planners - RTKL Associates, Inc.	Paul Shaw
City Planners - Fregonese Calthorpe & Associates	John Fregonese
City of Dallas, Cultural Affairs	Maria Munoz-Blanco
City of Dallas, Public Works and Transportation	Tom Wurtz, AIA
City of Dallas, Public Works and Transportation	Keith Manoy
City of Dallas, Development Services	David C. Schleg, AICP