

MEMORANDUM



Date: October 31, 2007

To: Honorable Mayor and Members of the Dallas City Council

Thru: ^{WSE} Charles W. Daniels, Assistant City Manager

Subject: November 5, 2007 Park and Recreation Department Briefing:
Fair Park Comprehensive Development Plan Update

Attached is the Park and Recreation Department's "Fair Park Comprehensive Development Plan Update" presentation which will be briefed to the City Council on November 5, 2007.

Should you have any questions, please contact me at 214-670-4071.

A handwritten signature in cursive script that reads "Paul D. Dyer".

Paul D. Dyer, Director
Park and Recreation Department

- c: Mary K. Suhm, City Manager
Deborah Watkins, City Secretary
Thomas P. Perkins, City Attorney
Judge Jay Robinson, Judiciary
Craig Kinton, City Auditor
Ryan S. Evans, First Assistant City Manager
A. C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Chandra Marshall-Henson, Assistant to the City Manager



Fair Park Comprehensive Development Plan Update

City Council Briefing
November 5, 2007



Introduction

- Park and Recreation Department *Renaissance Plan* focused on eight **Big Moves**:
 - **Upgrade current parks**
 - Provide new facilities – close equity gaps
 - Develop new sports complexes
 - Build new multi-generational centers
 - Implement regional trail network
 - **Enhance signature park destinations**
 - **Showcase historic parks**
 - Build new family aquatic centers

Master Plans

Master Plan	Year
**White Rock Lake Master Plan (Update)	2001
**Dallas Arboretum Master Plan	2001
Citywide Aquatics Master Plan	2001
Long Range Development Plan – <i>A Renaissance Plan</i>	2002
**Fair Park Comprehensive Development Plan	2003
**A Balanced Vision Plan for the Trinity River Corridor	2003
**Downtown Parks Master Plan	2004
**Turtle Creek Plan	2004
Trail Network Master Plan	2005
Service Center Master Pan	2007
Indoor / Outdoor Recreation (includes Aquatics)	2008
**Dallas Zoo (Update)	2008

**Signature Park

Briefing Objective

- Present update of the 2003 Fair Park Comprehensive Development Plan
- Illustrate the implementation progress
 - Capital development improvements
 - Programming initiatives

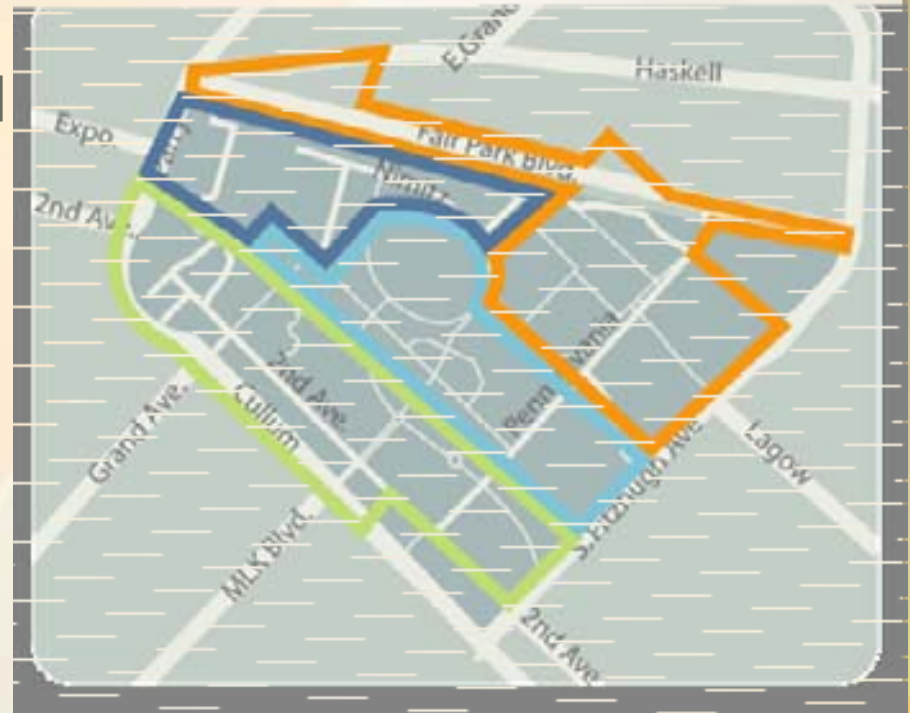


Fair Park Comprehensive Development Plan Goals

- Development Plan Goals:
 - Create new programs and uses to maximize daily attendance throughout the year
 - Enhance and maintain Fair Park’s signature park status
 - Support Fair Park’s historic legacy, the State Fair of Texas and the museums
 - Encourage economic vitality
 - Foster connectivity with the community and with greater Dallas
 - Put the “park” back in Fair Park

Physical Plan

- The Projects
 - Museum Green
 - The Midway
 - Fair Park Boulevard
 - Historic Core



Museum Green – Project Goals

- Keep the museums in Fair Park; plan for and allow them to expand
- Provide adequate parking for the museums
- Connect physically to the neighborhood through improved pedestrian paving and street trees
- Connect the museum campus with the new DART stations at MLK and Parry

Museum Green – Physical Plan

- Museum expansion options
- Community green
- Texas Discovery Garden extension
- Lagoon improvements
- Parking below-grade
- Restoration of historic gates
- Lagoon walkway and connection to Museum Green
- Pedestrian connection to DART station



Museum Green



Museum Green – Existing Conditions



Museum Green

- Aerial Perspective



Museum Green

- View of new green space



Music Green – Physical Plan

- Community green with space for outdoor concerts
- Below-grade parking
- Signature restaurant
- Hall of Religion reconstruction
- Pedestrian connections to DART, Esplanade and Museum Green
- Enhanced parking lots
- Development opportunities/realignment of Cullum Boulevard



Music Green



Music Green

- Underground parking garage



Music Green

- Performance lawn



Midway – Project Goals

- Create a multipurpose, year round festival space with infrastructure for food, music and other temporary entertainment
- Provide year-round midway features: ferris wheel, carousel, roller coaster, sky ride and observation tower
- Provide a Visitors Center with food and retail
- Enhance connections to the Smirnoff amphitheater, the Lagoon and the rest of the park

Midway – Physical Plan

- Ford Building reconstruction
- Cotton Bowl Plaza
- Connections to Lagoon
- Midway paving and infrastructure
- Permanent shade structure
- Sky ride, observation tower, rollercoaster
- Break-out groves and fountains
- Pedestrian connection to Smirnoff



Midway



The Midway



Fair Park Boulevard – Project Goals

- Create a new northern access spine and 'front door' to Fair Park
- Transform northwest corner with museums and development opportunities
- Enhance recreation amenities with playing fields and community center
- Create 'greener' parking on east side of the park with space for special events
- Streetscape improvements in adjacent neighborhood

Fair Park Boulevard



Fair Park Boulevard – Physical Plan

- Fair Park Boulevard – West
 - New entrance at Haskell and East Grand
 - Historic entrance at Washington as pedestrian gate
 - E. Grand realignment
 - Age of Steam relocation
 - Possible rail hotel
 - Petroleum Building as new Dallas Historical Society facility and exhibit space
 - Retain school and provide neighborhood amenities such as a community center

Fair Park Boulevard - West



Fair Park Boulevard – Physical Plan

- Fair Park Boulevard - East
 - Recreation soccer fields
 - Other recreation amenities such as skate park
 - ‘Green’ parking areas with space for large events such as Cirque du Soleil and other expositions
 - Utilities, stormwater collection, roadway improvements
 - Pedestrian and bike connections
 - Streetscape improvements

Fair Park Boulevard – East



Fair Park Boulevard



Historic Core – Project Goals

- Revitalize and restore the historic core fabric
- Restore Esplanade fountain and lighting as feature elements
- Improve pedestrian experience
- Enhance and restore historic gates
- Restore Court of Honor
- Restore the Swine Building and revitalize Agrarian Way (Nimitz Blvd.)

Historic Core



The Esplanade – Physical Plan

- Historic building rehabilitation and maintenance
- Restoration of Esplanade fountain and lights
- Restoration of Court of Honor and Parry Avenue entrance gate
- In-park pedestrian connection improvements

The Esplanade



The Esplanade



Fair Park Comprehensive Development Plan



Fair Park Funding Participants

- Park and Recreation Department
 - Master Plan site improvements based on future bond funding
 - Building renovation and art conservation
 - Operations and maintenance
 - Marketing and programming
- State Fair of Texas
 - Renovations of existing buildings
 - New Buildings
 - Specific Fair related site improvements
 - Marketing and programming
 - Operation of the Midway
 - Potential operation of Visitors Center

Fair Park Funding Participants

- Private Fundraising
 - Discrete projects in the park and historic core with potential naming rights
- State and Federal Grants
 - Historic building renovations
 - Historic art reconstruction and renovation
 - Roadway/intersection improvements
- Cultural Affairs
 - Infrastructure renovation
 - Major maintenance

Capital Development Improvements



Recent Projects

- The Band Shell

before . . .



. . . after



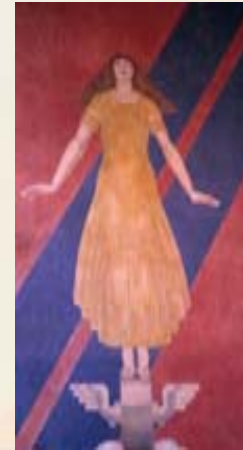
Recent Projects

- The Centennial Building

before . . .



. . . after



Recent Projects

- The Food and Fiber Building

before . . .



. . . after



Recent Projects

- Texas Discovery Garden



Recent Projects

- Cotton Bowl – Phase 1

before . . .



. . . after



Recent Projects

- Texas SkyWay



Future Projects

- Parry Avenue Entrance Restoration and DART Station



Future Projects

- Cotton Bowl – Phase 2



Future Projects

- Esplanade Fountain Restoration


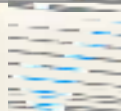
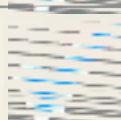
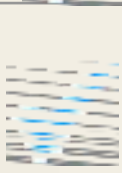
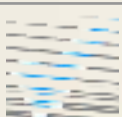




Future Projects

- Texas! Music Center



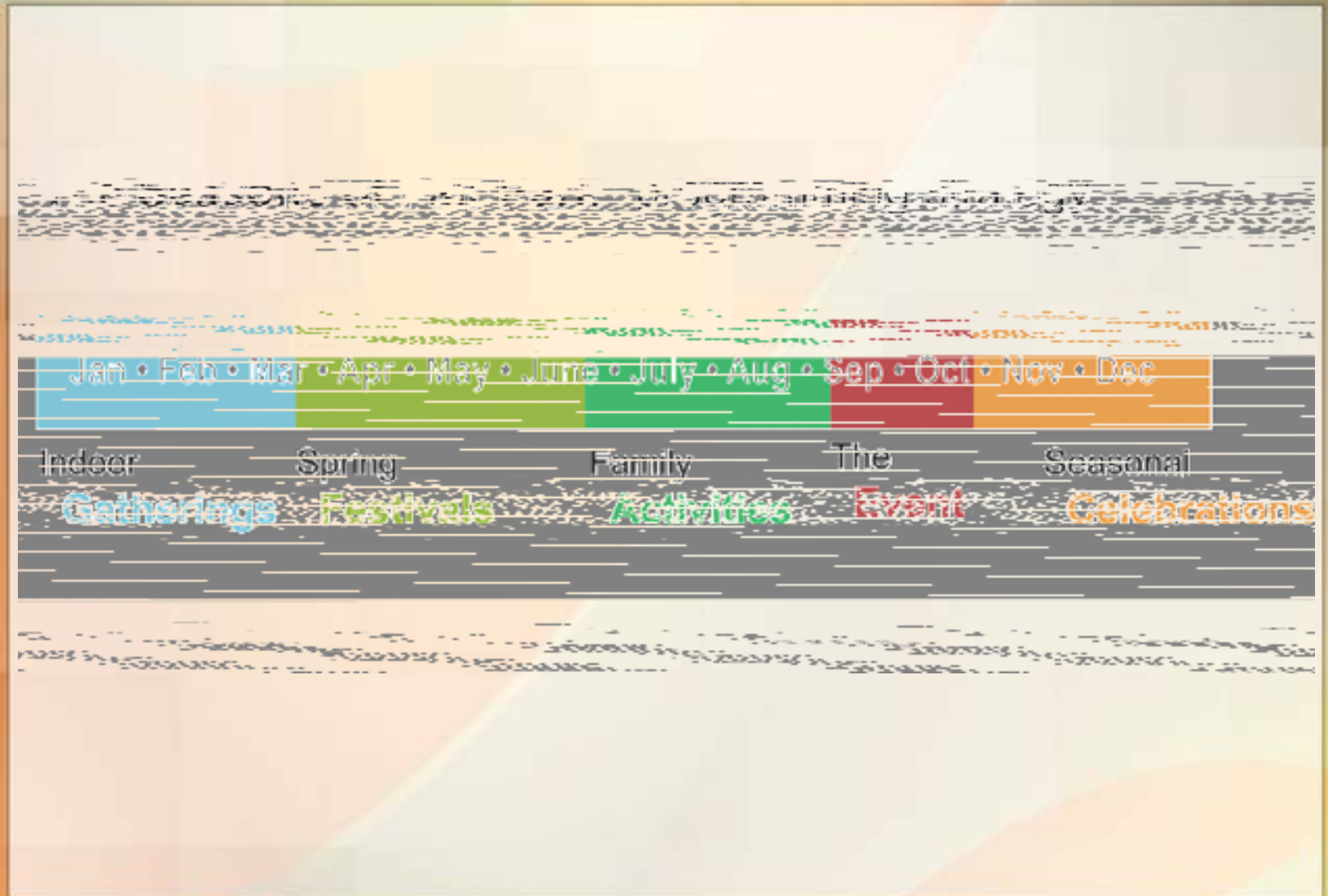
Development Report Card

Projects	Completed	Funded	Opening
Midway			2010
Esplanade			2009
DART Station			2009
Texas Discovery Garden			2009
Cotton Bowl			2008
Texas Music Center			2010
SFT Texas SkyWay			2007
Historic Restoration			2008-2010

Fair Park 2006 Bond Program

• Park and Recreation	\$72,250,000
• Cultural Affairs (major maintenance)	\$11,615,000
• Projected Partnership Funding	\$35,250,000
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Fair Park Total	\$119,115,000

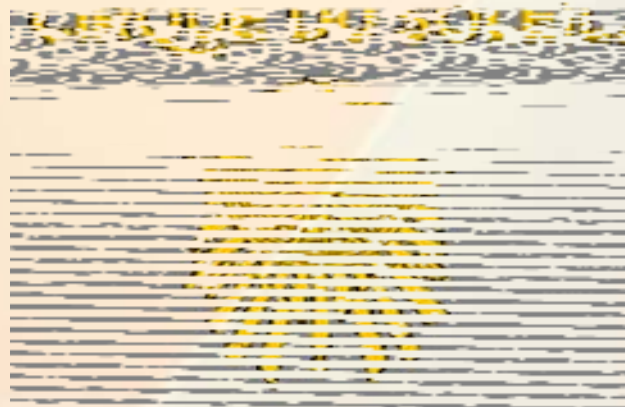
Programming



Fair Park Events

FAIR PARK, TX

One fun thing leads to another.



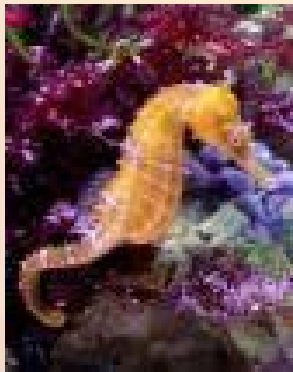
African American Museum

- “Fresh Beginnings: Ariston Jack” exhibit. July 6 – October 21, 2007
- First Friday’s Music Under the Dome
- Tulisoma – August 24 – 26th
- “A Raisin in the Sun” – September 13th-14th
- Edwin Augustus Harleston “Artist and Activist In A Changing Era” Exhibit December 2007 – March 2008



Aquarium at Fair Park

- Home to a varied collection of thousands of aquatic animals
- “Amazon Flooded Forest” showcases 30 species from the Amazon River
- Rare and endangered species breeding lab
- Giant Pacific Octopus and Sea Anemone Display through SFT 2007



Hall of State

- Costumes and Customs of the Plains Indians. Through August 2007
- "Our Park, Fair Park". Through December 2007
- Monthly Brown Bag Lecture Series



Museum of the American Railroad

- Whistle Fair 2007. August 18-19, 2007
- "Native Americans & The Railroad", November 24, 2007



Museum of Nature and Science

- “Body Worlds” exhibit through May 28, 2007 had an attendance of over 400,000
- Ice Age Dallas exhibit
- Dental Gallery exhibit with Baylor College of Dentistry
- Planetarium: Wonders of the Universe and Stars of the Pharaohs
- “Baseball As America” Exhibit – Begins September 28th



Texas Discovery Gardens

- Butterfly Gardening Workshops
- Native Plants Workshops
- “Skies of Butterflies” exhibit for the 2007 State Fair of Texas



The Women's Museum: An Institute for the Future

- "Women In War: Reflections of Courage" exhibit. Through September 16th
- "Star Struck: Hollywood Costumes & Designers, 1932-2006" Exhibit. Begins September 28th
- "Women In History: Finding Our Voices, Finding Our History" Exhibit



The Music Hall at Fair Park

- Paula Deen Live 2007- August 25th
- An Evening with Peabo Bryson – August 31st
- Lion King – September 20th – October 21st
- 2007-08 Dallas Opera Season
 - Macbeth
 - The Merry Widow
 - The Nutcracker
 - Salome
 - Porgy & Bess
 - Tosca
- Texas Ballet Theater: Dracula – March 28 -30th



Dallas Wind Symphony

- DWS Invitational Windband Festival, April 13-14, 2007
- Starlight Band Concerts
 - April & May 2007
 - Fair Park Bandshell weekend performances
 - 17 DFW area wind symphony bands



Fair Park Future Events

SUMMER PLACE PARK BY THE STATE FAIR OF TEXAS

COOL POOLS: Cool your heels in one of three refreshing wading fountains.

PERFECT PONDS: Peaceful pavilions for company or family outings.

TOP OF TEXAS
An all-new 400-ft. landmark on Dallas' skyline. Take a ride to the top for a panoramic view of the entire city.

COOL CABAÑAS
Comfortable, air-conditioned cabanas, complete with cable TV and room service.

SPEED!
A wild, new speedboat ride.

HALL OF STATE
Enjoy a summer of amazing attractions (like the Texas History Puppet Show) in one of the most historic sites in the Southwest.

THE COTTON BOWL
Take a tour of this restored, expanded sports legend. And get your picture snapped on the 50-yard line.

FAIR PARK

DAIRY RAIL STOP
Take a train to Fair Park's front door! Comfy air-conditioned buses then shuttle you around the Park.

TEXAS SKYWAY
With its half-mile span, this space-age people mover offers a bird's-eye view of the park.

IMAX THEATER
An experience that takes you to far-off places without ever leaving your seat.

THE MIDWAY
With rides and games galore, (and more sun shades than before), you'll beat the heat while you play!

JAWS
Daily greet white shark feedings.

BUTTERFLIES
Surround yourself with an amazing "living" exhibit experience.

LABOOK

WORTH

PERNELL AVENUE

N.B. COLLIER ARTS

Fair Park Vision



World-class cultural park for all ages
Premier Dallas attraction for residents and tourists
Unique recreational and educational amenity
Signature Park

