

# downtown parks master plan - final report

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## dallas, texas

June 2004



Dallas Park and Recreation Department

**Carter=Burgess**

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Chan Krieger & Associates  
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# special acknowledgements

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# introduction

Downtown Dallas is the *heart* of the City – historically, symbolically, and economically. In the early days of Dallas, downtown was the economic center of trade and commerce, situated on the east bank of the Trinity River. Over a century later, the downtown skyline stands as a modern urban icon serving the dynamics of business, entertainment, culture, and government in the 21<sup>st</sup> century. Today, many far-reaching initiatives coming together at the same time are forging a common vision for Dallas. Arguably, no other major city in the United States has as many visionary public projects on the drawing board at one time. From the new Trinity River Corridor vision embracing the City’s CBD, to positioning Fair Park as one of the nation’s great destination parks, to Project Pegasus transforming Dallas’ urban freeways, to plans for DART’s second light-rail corridor in the CBD, Dallas is on the verge of unprecedented change — and downtown sits in the middle of it all. Now is the time for collaborative synergy.

But with all its potential, downtown is not a *pedestrian friendly* place. The towering buildings, vast amounts of paved roads and parking lots, and lack of usable open space and people spaces don’t make for a pedestrian-oriented downtown. Add the intense heat of Texas summers, and the result is people staying inside their offices with little incentive to enjoy the downtown environment.

Instead of the dynamics of mixed-use venues stimulating business and entertainment, the downtown has become a place of individual destinations serving single activities. Thus the need to infuse new vision and investment in the core of the city.

## Master Plan Purpose

To frame a new vision for downtown, the City of Dallas engaged a design team led by Carter & Burgess to prepare a Downtown Parks Master Plan. The Carter & Burgess design team included the nationally acclaimed firms of Hargreaves Associates of San Francisco and Chan Krieger & Associates of Cambridge, both having recognized projects in other downtown environments. The team’s charge was to analyze the downtown CBD for potential park sites that could create a network of active public spaces. These spaces would include urban parks, plazas, open spaces, and streetscape linkages. The ultimate goal was to envision a series of signature parks within downtown that add identity and economic vibrancy to the heart of the city.

## Context Statement Objectives

A concerted effort is underway to create a unified vision for downtown. This is best expressed in a published context statement entitled, *Context for Achieving Vibrancy in Downtown Dallas*. This initiative recognizes that *“a forward-looking strategy for Downtown*

*focused on enhancing the City’s revenues can dramatically increase vibrancy and improve the perception of Dallas locally, nationally and globally. Combined with an ambitious but pragmatic physical plan that incorporates specific priorities for transportation, parks, public spaces, and land use inside the loop, this strategy can result in a wide range of positive economic development choices and public amenities that our citizens deserve.”*

The Downtown Parks Master Plan embraces this context statement and supports the following strategies:

- A significant increase in the number of parks and public spaces for the benefit of residents, citizens, and visitors
- Adequate, discrete, and sufficient amounts of parking to support downtown activities
- A comprehensive transportation plan that integrates vehicles, light rail, pedestrians, and cyclists



Downtown Dallas

# analysis & documentation

- Regional Context
- Downtown Context
- Existing Park Assets
- Comparative Evaluations
- Districts & Opportunities



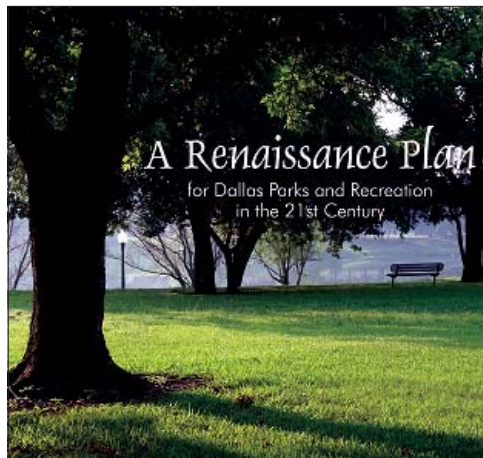
Aerial of Downtown Dallas

# analysis & documentation

## Regional Context

### *Dallas' Signature Parks*

In the fall of 2002, the City of Dallas adopted ***A Renaissance Plan*** for its park system. This long-range development plan is founded upon a vision for Dallas ***"to be a premier park and recreation system in the United States."*** One way of achieving this vision will be realized through the enhancement of high-profile signature parks across the city. These include Fair Park, the Turtle Creek Greenbelt, the Dallas Zoo, the Dallas Arboretum, and White Rock Lake Park, as well as two new signature parks at the Trinity River and Downtown. Dallas' signature parks will increase tourism, stimulate economic development, and provide a strong image both nationally and internationally. Linking these destinations to the downtown will provide a series of great public spaces for local citizens and visitors to the city.



*A Renaissance Plan*

### *Historic Plan by George Kessler*

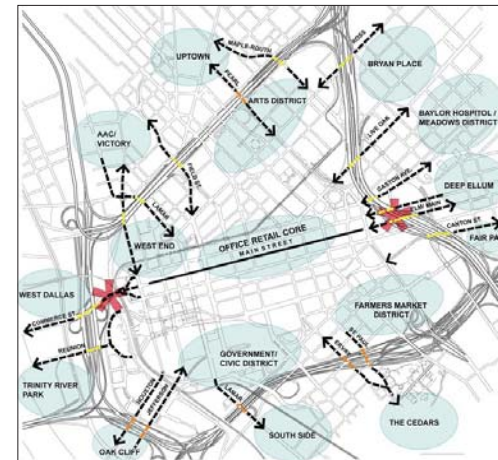
In 1911, George Kessler's ***A City Plan for Dallas*** outlined a framework of planning initiatives to improve the city's image and livability. Among these, Kessler envisioned new downtown parks to greet visitors, improving the Trinity River to become the ***"center of a great city,"*** and developing a comprehensive network of parkways and boulevards that would provide attractive linkages to other destinations including Turtle Creek, Fair Park, and White Rock Lake Park. One of the great legacies from Kessler's plan is Ferris Plaza, a classic public space on the west side of downtown, still marking a major entry portal into the city.



*A City Plan for Dallas - 1911*

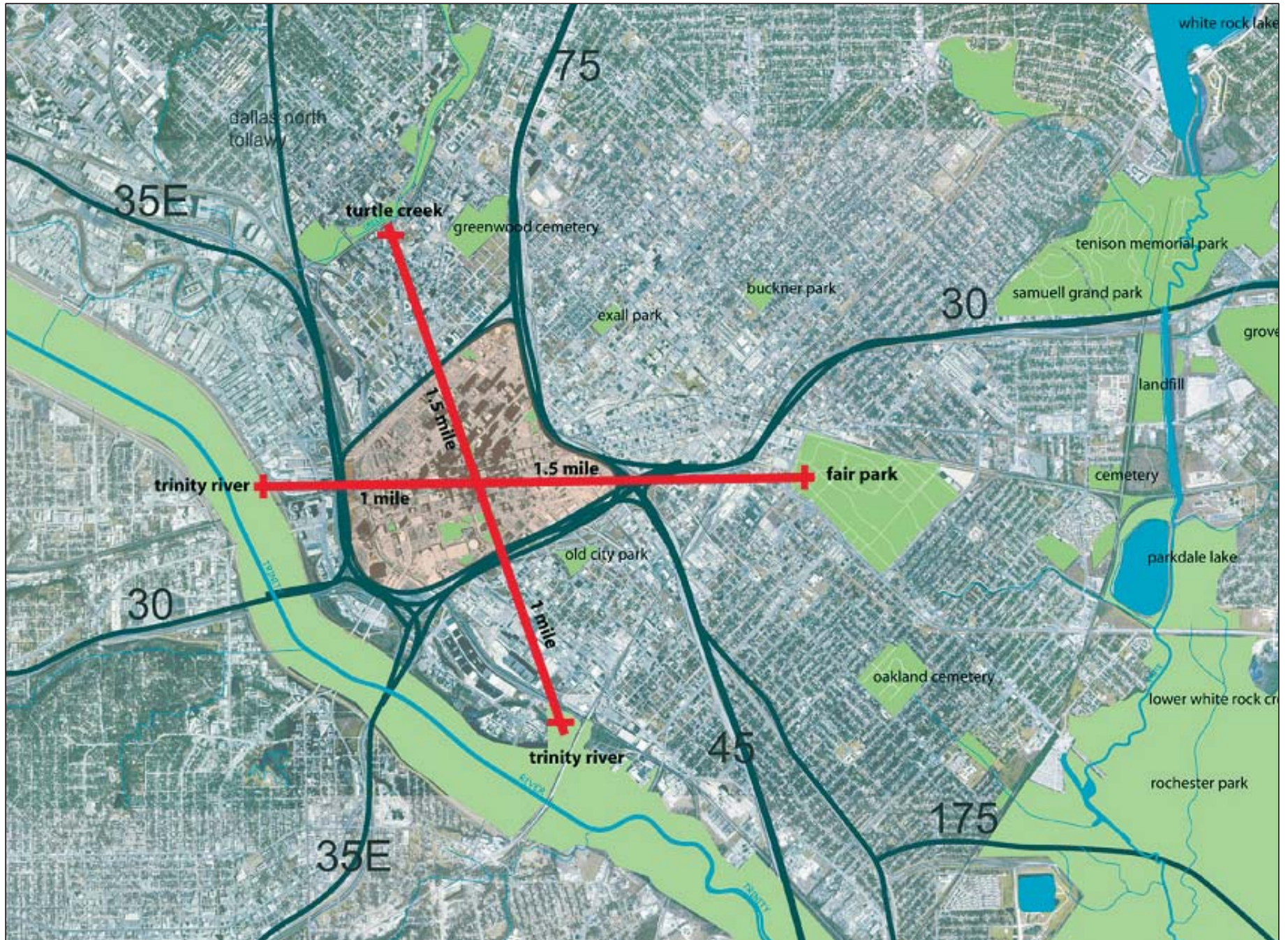
### *Connectivity to Neighboring Districts*

The freeway loop around downtown, constraining as it is, should not constrain the critical links between downtown and neighboring districts. It is important to link the CBD to the abundant activities and districts just beyond the freeways. These districts include Victory and Uptown to the north, Bryan Place and Deep Ellum to the east, the Cedars and South Side to the south, and the Trinity River corridor to the west. Strong connectivity to and from downtown will increase visitor usage and provide needed synergy between the mixed uses of residential, office, retail, commercial, arts, and public parks.



*Gateway Opportunities*





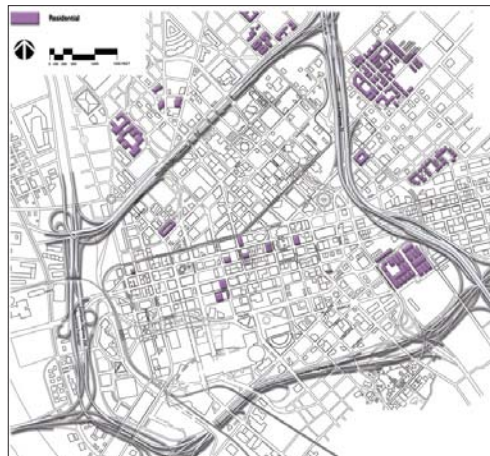
Regional Connectivity to Downtown

# analysis & documentation

## Downtown Context

### *Residential*

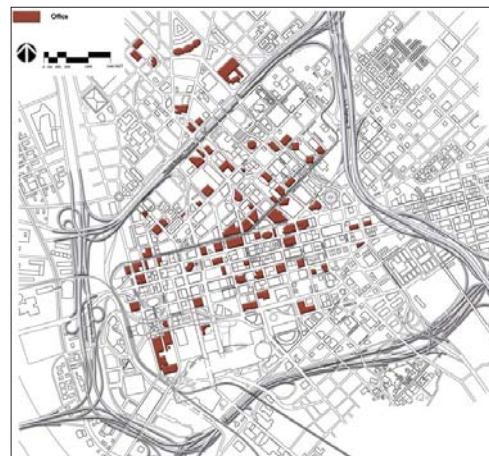
Like many major cities in the U.S., the fastest growing land use in downtown Dallas is in the residential market. The highest concentration of residential housing in downtown today is located in the southeast corner near the Farmers Market district. Creative redevelopment of vacant buildings in downtown continues to entice urban dwellers into the core of the city. This trend increases the importance of retail services to serve local conveniences, and parks and open space to serve as green respites.



Residential

### *Office*

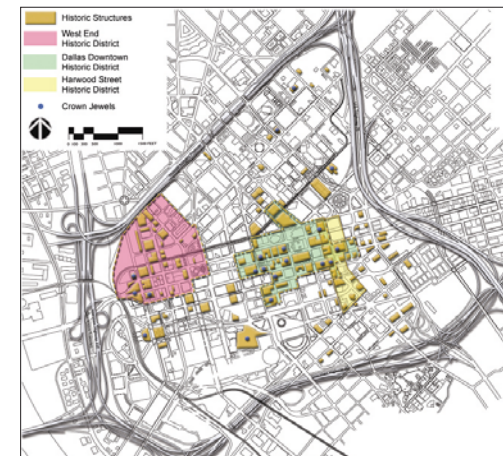
The downtown office and commercial district is primarily concentrated along the historic Main Street corridor and along the Bryan Street corridor. With high vacancies in office buildings today, it is important to infuse new development within downtown that will draw new tenants to the CBD.



Office

### *Cultural/Historic*

Dallas has a wide range of historic buildings and featured time periods across downtown, from the late 1800s to the post war era of the late 1940s and late 1950s. Downtown also has three historic districts, which are either City of Dallas Historic Districts or listed in the National Register or both, including the West End Historic District, Dallas Downtown Historic District, and the Harwood Historic District. Historic buildings in association with great public parks have proved very successful in other major cities.



Cultural/Historic



Existing Parks & Parking

# analysis & documentation

## Existing Park Assets

### *Fragmented Pieces*

Only about 5% of the land area in downtown Dallas includes parks and open space. By comparison, 12% of downtown is covered with surface parking lots, most of which are visually unattractive. The parks and open spaces in downtown are disconnected with no sense of order or hierarchy. And with no clear connectivity, there is rarely pedestrian movement from one site to another. The existing park assets in downtown can be categorized in four areas: large civic plaza/parks; passive cultural/historic parks; private parks/plazas; and pocket parks/plazas.

### *Civic Plaza/Park*

City Hall Plaza is a monumental space fronting the north side of I.M. Pei's civic masterpiece. Though grand in scale, the plaza is an underutilized resource and uninviting to pedestrians. The plaza lacks programming and scheduled events to activate community gatherings. As an independent space, there is no ceremonial pedestrian linkage to the core of downtown. Over time, City Hall Plaza has continued to degrade into a place where the homeless gather on a daily basis.

### *Private Parks/Plazas*

The distribution of private parks and plazas downtown corresponds to the location of corporate tenants. A recent example of this includes Belo's WFAA Plaza along Young Street. Some of these tenants allow public access to the site, but some have controlled access that hinders group activities.

### *Passive Cultural/Historic Parks*

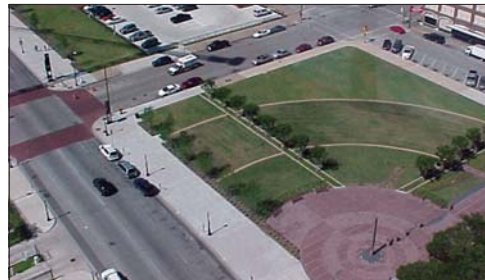
There is a range of passive cultural and historic parks distributed throughout downtown Dallas. These include the popular tourist stop at Pioneer Plaza – the closest park for convention visitors – and Dealey Plaza, a National Historic Landmark site that attracts visitors from around the world. These sites are programmed for single-use activities and user groups.

### *Pocket Parks/Plazas*

Downtown includes several successful pocket parks. Pegasus Plaza, a symbolic space for Dallas, generates seasonal activities along Main Street. However, its small size limits larger crowds for downtown events. Stone Street Garden has created a micro urban environment that has an intimate pedestrian scale. These spaces are important components to the overall sense of place in downtown.



City Hall Plaza



WFAA Plaza



Stone Street Garden



Passive Cultural & Historic Parks include Pioneer Plaza (Upper Left, Upper Right & Middle Right) and Dealey Plaza (Lower left)

# analysis & documentation

## Comparative Evaluations

### *Other Urban Parks*

Many cities in the United States have successfully activated their downtowns with the development of urban parks. These initiatives range from small urban plazas to large public spaces for festivals and events. The comparable sites researched by the design team included Waterfront Park in Louisville, Centennial Olympic Park in Atlanta, Yerba Buena Park in San Francisco, Bryant Park in New York, Plaza Park in San Jose, Post Office Square in Boston, and Paley Park in New York.



Centennial Olympic Park in Atlanta

### *Centennial Olympic Park*

Built to host the 1996 Summer Olympic Games in Atlanta, this 21-acre urban park hosts over 150 events each year. The park is located in the downtown business district in close proximity to Atlanta's convention center. It has been a catalyst in creating over \$2 billion dollars of new development around the park.

### *Yerba Buena Park*

This 5.5-acre urban park in San Francisco is located in a very active mixed-use district including the convention center, museums, performing arts facilities, retail and entertainment developments and restaurants. Programming ranges from performances in the open-air amphitheater, seating areas located throughout the park and plaza areas, and a dramatic fountain in the upper plaza.



Yerba Buena Park in San Francisco

### *Bryant Park*

Bryant Park in New York is a benchmark project for transforming a problem urban space. Once a popular place for drug dealers, this 5.4-acre urban park has become a major destination for the 7 million square feet of office/retail tenants that borders the park. Creative programming at Bryant Park includes outdoor movies, jazz, fashion shows, and dining.



Bryant Park in New York



Post Office Square in Boston (Left) and Plaza Park in San Jose (Right)

# analysis & documentation

## Districts & Opportunities

### *Districts*

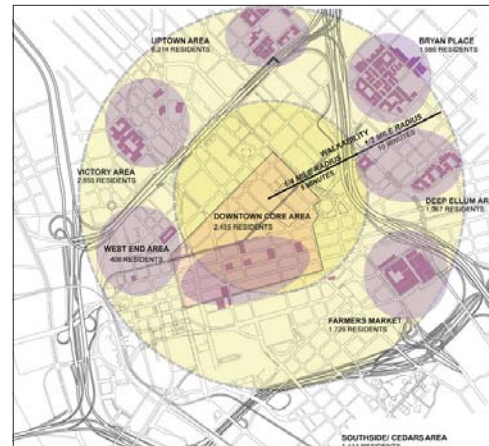
Downtown Dallas is often defined by five districts, each having unique features and venues. These include the West End Historic District, Government/Civic district, Farmers Market district, Arts District, and the Office/Retail district located along the historic Main Street corridor. The addition of strategically located urban parks could stimulate further development activities within each district. New parks could also catalyze development of open lots, many dominated by unsightly parking lots.



Five Downtown Districts

### *Residential Neighborhoods*

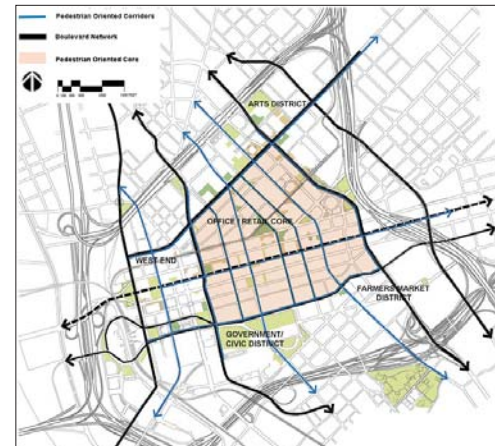
New urban parks will offer a needed amenity to the increasing residential tenants in, and adjacent to, downtown. Today, there are over 18,000 residents within a fifteen-minute walk of downtown. Burgeoning neighborhoods just beyond the freeway loop include Victory, Uptown, Bryan Place, Deep Ellum, and Southside/Cedars. With new residential projects being planned and developed each day, there is an ever-increasing demand for park space and programmed activities for the downtown residents.



Residential Neighborhoods

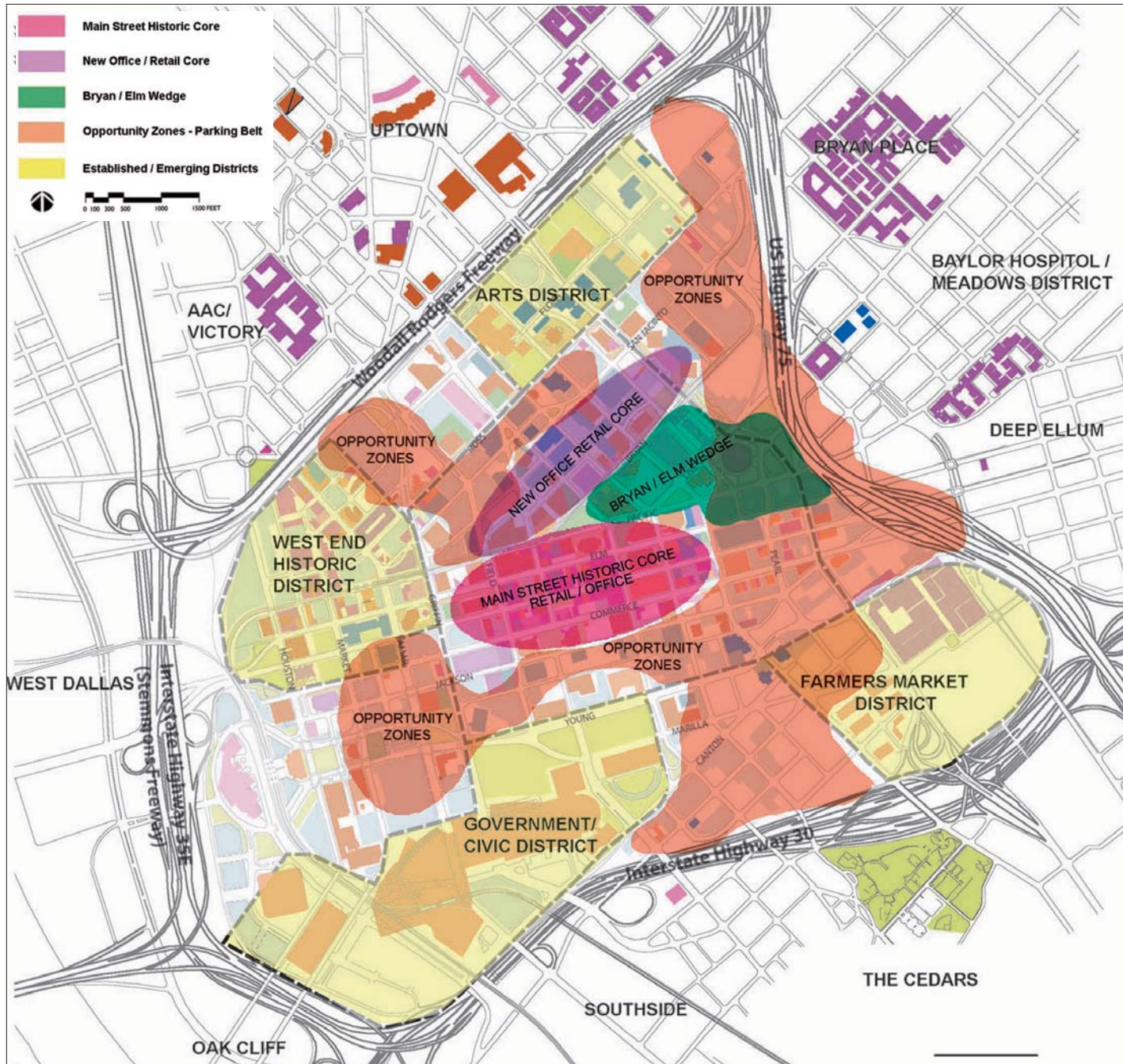
### *Destinations and Connectivity*

Creating a stronger pedestrian environment in downtown will encourage better linkages between districts, as well as beyond the freeway loop. Added to this is the strategic opportunity for enhancing vehicular boulevards through downtown. Parks and streetscape improvements will help define the pedestrian connection between major destinations within the CBD.



Linking Key Destinations





Districts & Opportunity Zones

# site selection

## Criteria for Potential Sites

### *Stakeholder Input*

In the early phase of the Master Plan, the design team held a community input meeting downtown at the City Hall conference center. A wide range of participants, including downtown residents, property owners, office tenants, retail merchants, and special interest groups attended this meeting. This public forum allowed stakeholders to share firsthand input on what is important to downtown and how urban parks could help re-activate the CBD. The two-hour discussion was documented by the consultant team on flipcharts, allowing the attendees to prioritize specific issues and desires. The team later summarized the public input when developing criteria for evaluating potential park sites throughout downtown.

### *Criteria for Site Selections*

Using the public input from the community meeting, the design team summarized the comments into five categories. The Downtown Parks Master Plan Steering Committee provided final confirmation of the criteria for evaluating potential park sites. The five categories included:

- Economic
  - Acquisition potential / cost of land
  - Revenue generation potential
- Land Use
  - Historic impact (on site)
  - Development stimulus to adjacent properties
  - Current land use / value of existing assets
  - Positive adjacencies
- Aesthetic
  - Visibility and access
  - Image for Dallas
- Additional
  - Linkage / overcoming infrastructure barriers
  - Site programming opportunities
- Bonus
  - Leveraging potential (partnering with others)



Stone Street Garden

# site selection

## Downtown Park Network

### *Districts*

Downtown Dallas is readily defined by five major districts. The West End Historic District in the northwest corner of the CBD is a popular destination for tourists. The Dallas Convention Center and Dallas City Hall anchor the Government/Civic district in the southwest corner of downtown. The Farmers Market district in the southeast corner of downtown serves as an active destination during weekends. The Arts District in northeast downtown is popular with local residents and international visitors to Dallas. The Office/Retail core in the center of the CBD represents many office and retail tenants along the historic corridors of Main Street, Elm Street, and Commerce Street.



Districts within CBD

### *Downtown Parks Network*

The Downtown Parks Master Plan initiative was never focused on selecting one individual site for a new park, but a broader vision to add numerous public parks and plazas within the CBD. To fulfill this vision, the design team established a conceptual diagram for a series of park spaces that would add a variety of public spaces within downtown that could also serve to stimulate new private development. The downtown network includes the following:

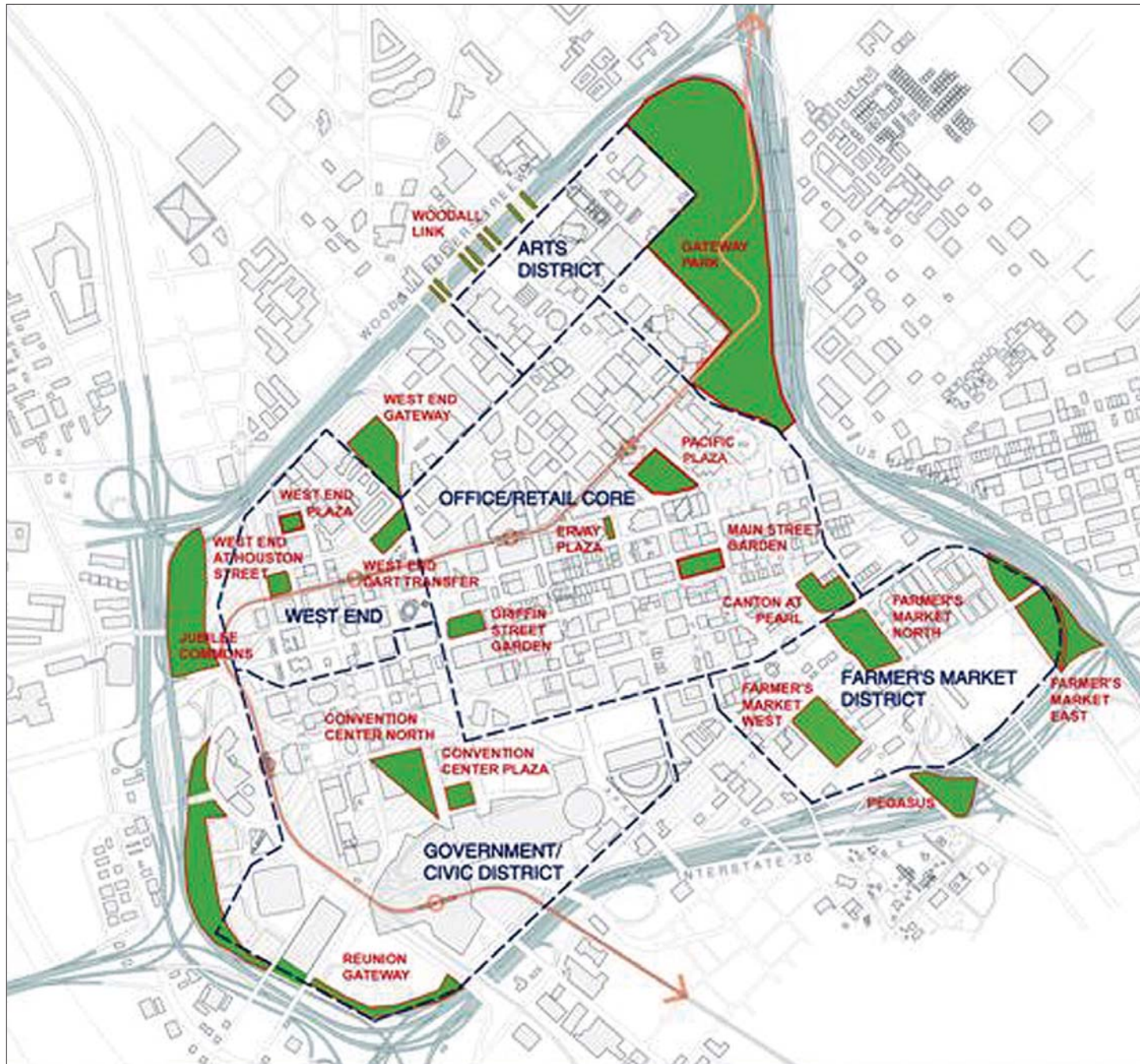
- Edges – Create strong edges and gateways for motorists entering downtown
- Districts – Add new parks and open space areas to support the various activities and venues occurring within the four corner districts
- Core – Create a pedestrian friendly environment in the heart of the downtown with diverse park amenities and highly active public spaces
- Linkages – Define the pedestrian linkages between districts, as well as to districts beyond the freeway loop

### *Site Alternatives*

A total of 18 sites were evaluated for potential downtown parks and open space. Each site was evaluated in terms of the criteria established by the Downtown Parks Master Plan Steering Committee. The team summarized the pros and cons of each site, particularly in reference to the district it would serve. The site alternatives were presented to the Steering Committee, the Dallas Park and Recreation Board, and the Dallas City Council.



Downtown Network Diagram



Downtown Parks Network

# site selection

## West End Historic District

### Priorities

The priorities identified for the West End Historic District include:

- New park to support West End activities and emerging residential tenants
- Stimulate new development
- Program events with revenue potential
- Partner with West End Association

### West End Plaza

Though only .73-acres, this site is in the heart of the West End and offers great programming potential for special events. This site has strong potential for partnering with the West End Association.

### West End Transit Park

This 1.9-acre site could help transform some undesirable uses in the area and stimulate new development across from the DART station. Partnering with DART could serve the broader base of customers in this area of downtown.



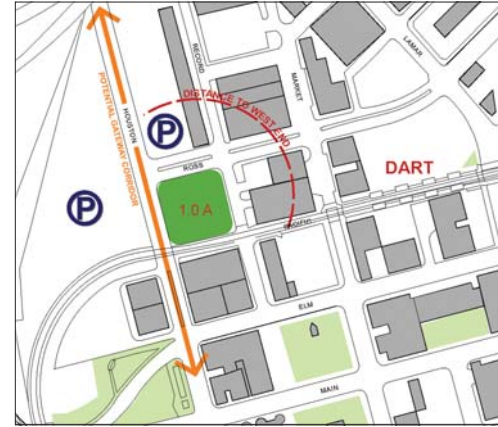
West End Plaza

### West End at Houston Street

This 1-acre site has good visibility due to its close proximity to the DART line as well as the international attraction of Dealey Plaza and the Sixth Floor Museum located one block away. This site is not centrally located for the West End, but could stimulate new development for the overall area.

### West End Gateway

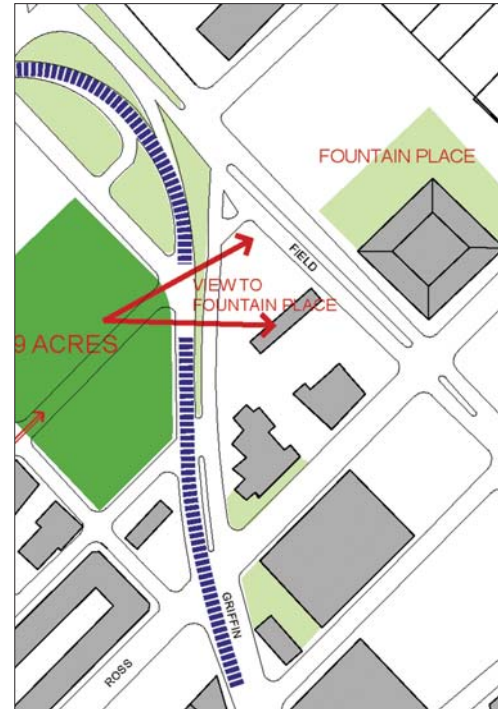
A large site at almost 4-acres, this site offers a great park and entry gateway off Woodall Rogers freeway. This park could serve the new residential development and users that visit the Dallas World Aquarium.



West End at Houston Street



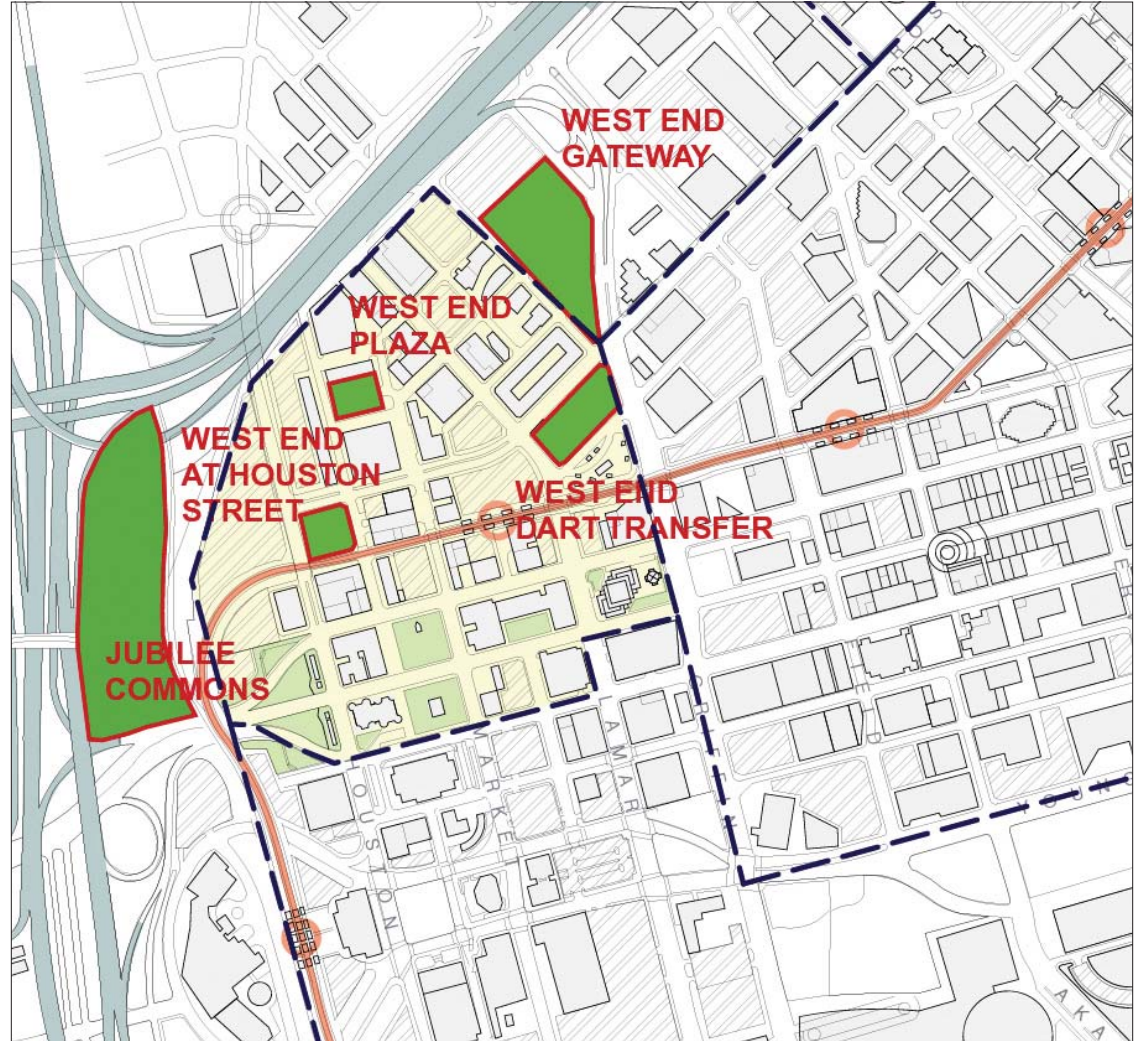
West End Transit Park



West End Gateway



West End Historic District



Potential Sites

# site selection

## Civic/Government District

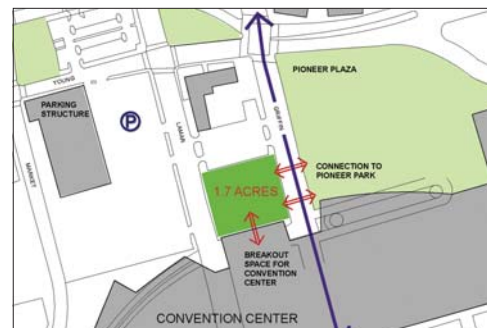
### Priorities

The priorities identified for the Civic/Government district include:

- New park to support the Convention Center events
- Enhance pedestrian linkages to the Office/Retail core and the West End Historic District
- Reprogramming of existing parks in the area
- Partner with a potential new Convention Center hotel

### Convention Center Plaza

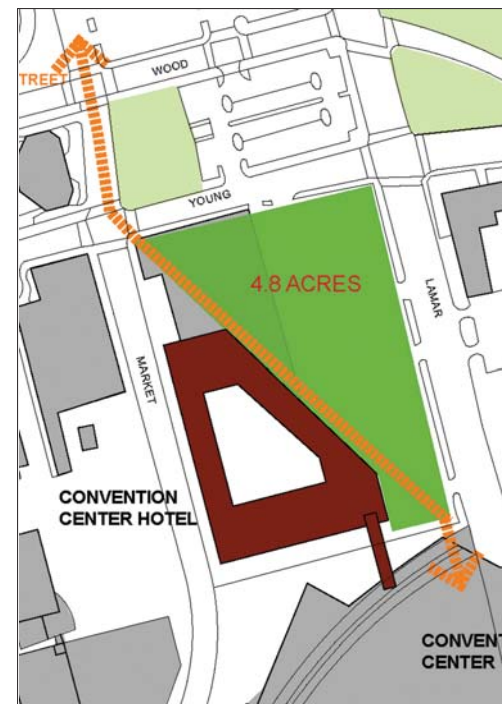
This 1.7-acre site could serve as a needed group breakout space adjacent to the Convention Center main entrance. The site has a good relationship to the heavily visited tourist site at Pioneer Plaza, and could offer a programmed space that is not achievable at Pioneer Plaza. An advantage of this site is that it is currently owned by the City of Dallas and would not require new acquisition of land.



Convention Center Plaza

### Convention Center North

This 4.8-acre site is located within a vast, unsightly parking lot. It has great potential to serve a possible new Convention Center hotel, which is a priority for city leaders. This large park could serve a wide variety of programming for convention events and residential dwellers within downtown. The site also enhances the Market Street pedestrian corridor which extends over to the West End Historic District.

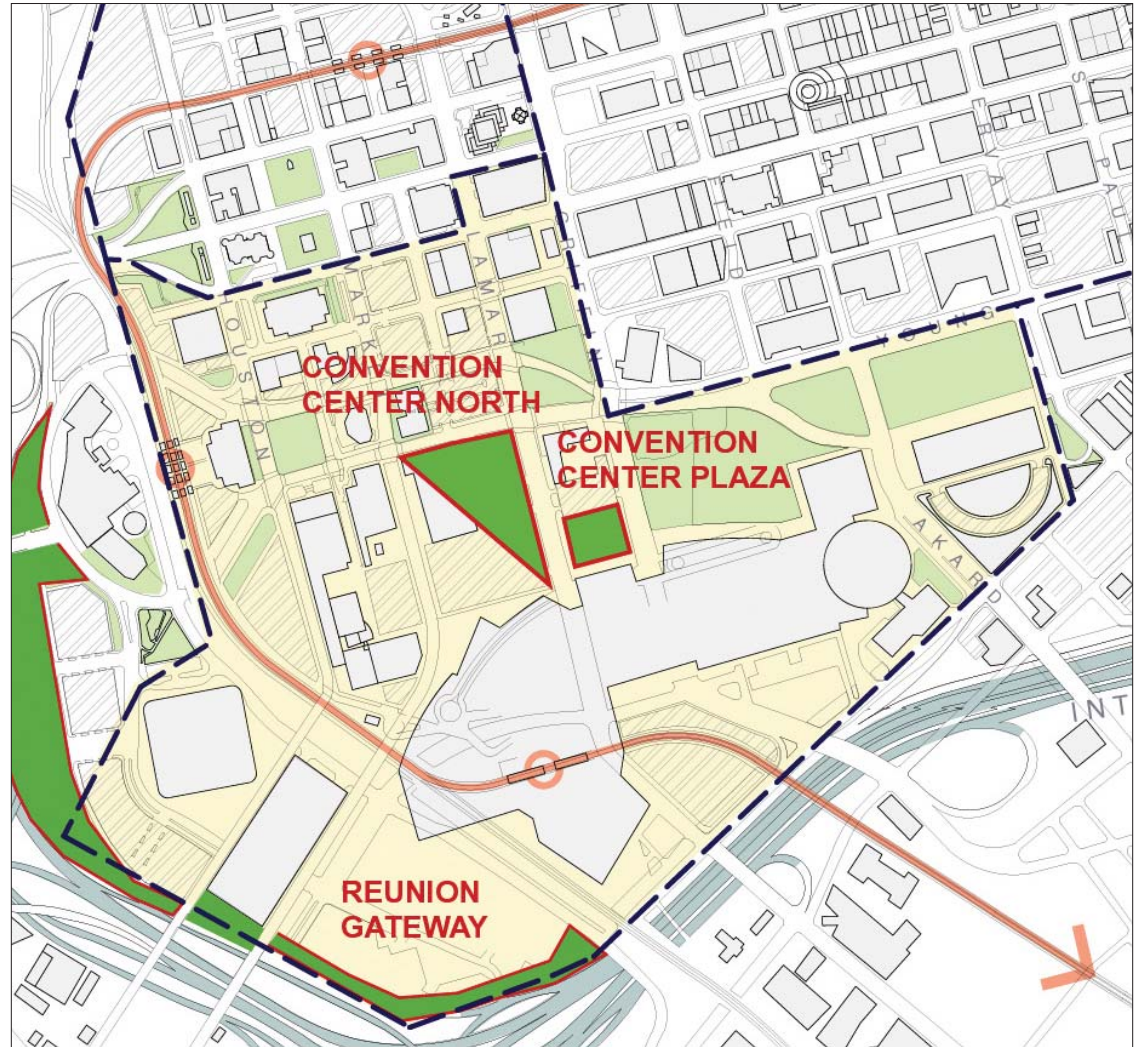


Convention Center North





Civic/Government District



Potential Sites

# site selection

## Farmers Market District

### Priorities

The priorities identified for the Farmers Market district include:

- New park to serve Farmers Market activities and current residential tenants
- Stimulate new development
- Program events with revenue potential
- Linkage to Office/Retail core
- Partner with Farmers Market district

### Farmers Market West

This 4.5-acre site has a great location being across the street from the main entry to the Farmers Market. The park could serve the heavy weekend events that bring thousands of pedestrians to the market. It could also stimulate new development west of Farmers Market. This area of downtown has great potential of being a new development district between City Hall and the Farmers Market.

### Farmers Market North (2 options)

The 4.7-acre site is across the street from the Farmers Market, but would require the relocation of Ruibals Nursery. This large park could serve a range of programs and open space needs for the residential tenants just east of the site.

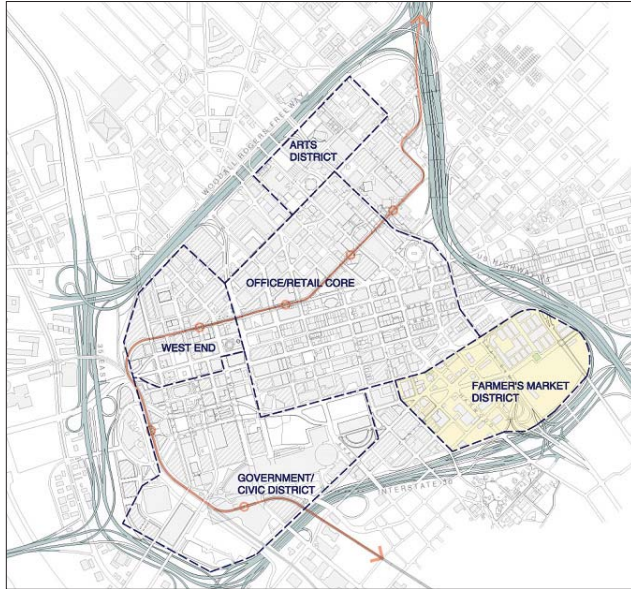
The alternate site is 2.3-acres, across the street from Ruibals Nursery. It does not have the same adjacency to the Farmers Market, but it conveniently serves the residential tenants located to the east. Both site options are large enough for programmed events to compliment the seasonal activities associated with the crowds at the market.



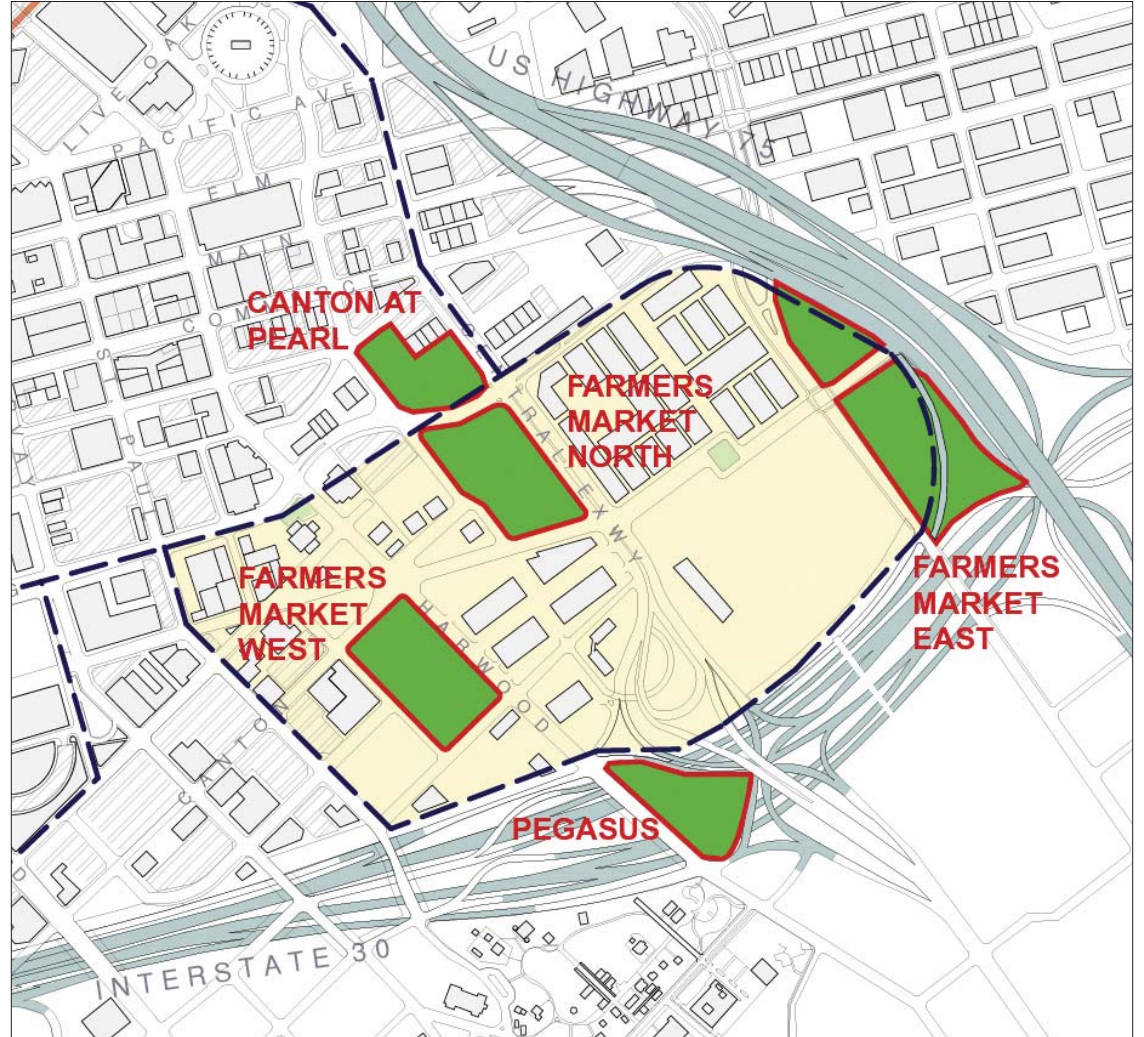
Farmers Market West



Farmers Market North



Farmers Market District



Potential Sites

# site selection

## **The Arts District**

- ï Existing Conditions
- ï Proposed Initiatives

## **Gateway Park**

- ï Potential for a Large Park
- ï Context, Existing Conditions & Precedents
- ï Gateway Park Plan

## **Synergy between the Arts District and Gateway Park**



Arts District

# site selection

## Arts District

### Existing Conditions

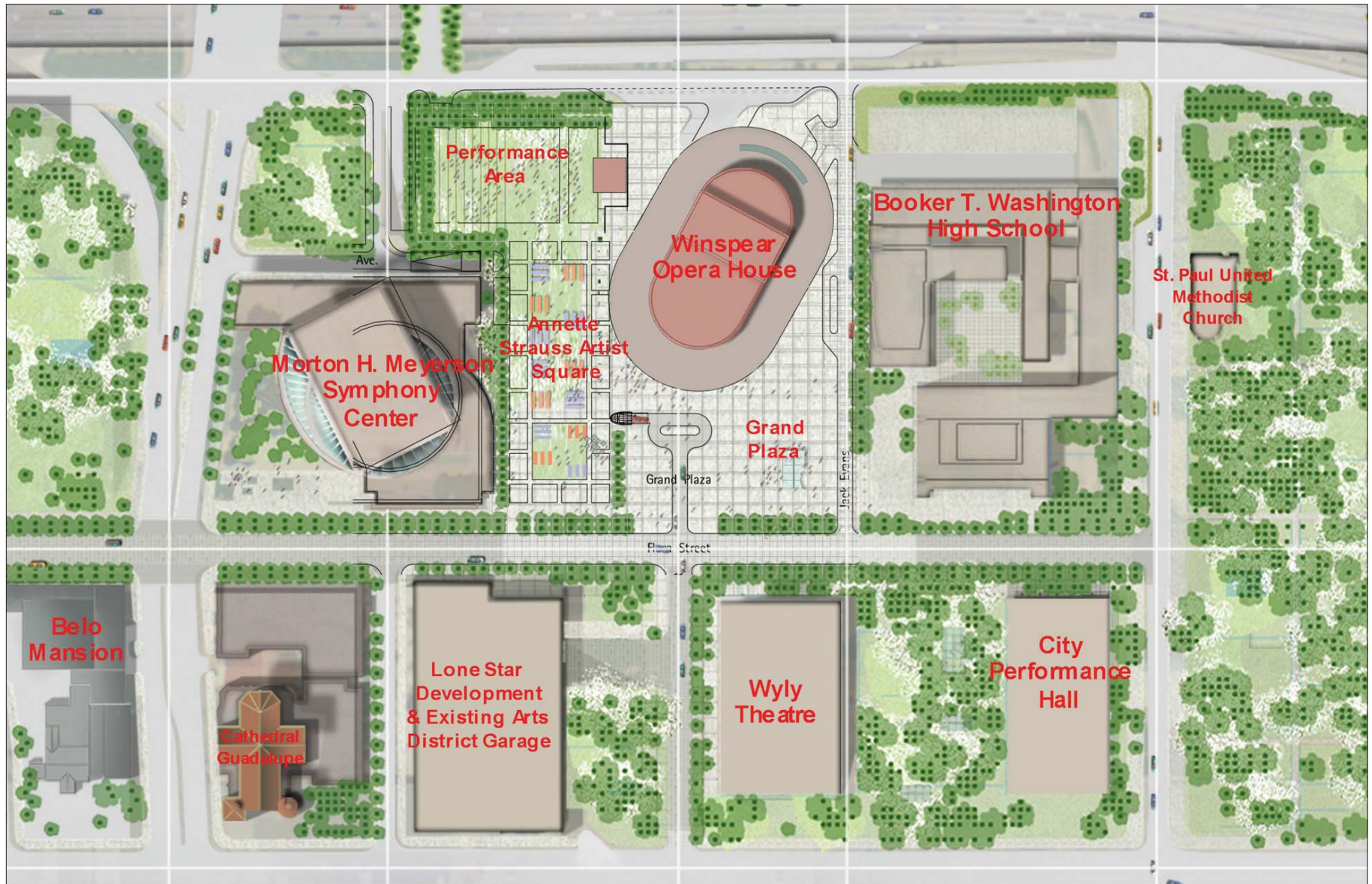
The present day Arts District is bounded by the Woodall Rogers Freeway to the north, Ross Avenue to the south, St. Paul St. to the west and Routh St. to the east. It consists today of a large number of surface parking lots, Artists Square, the Booker T. Washington High School, the Morton H. Meyerson Symphony Center and a number of smaller buildings.

### Proposed Initiatives

Proposed initiatives now underway include revamping a large part of the present day Arts District by infusing it with cultural uses and open space. Underground Parking structures will accommodate most of the anticipated parking needs, releasing street level space for parks / plazas. Proposed open spaces include a modified Artists Square, a new Plaza on Flora St. and a new open air external performance space on Ross Avenue.



Arts District Existing Plan



Arts District Proposed Plan

# site selection

## Gateway Park

### Potential for a Large Park

Gateway Park would convert current surface parking lots into a vibrant green foreground to downtown while creating a space for festivals and events and an active community recreation area. The park's prominent location along the northeast corner of downtown presents an opportunity to create a visual 'front door' to the Central Business District with a monumental green space. Pedestrian connections below both the Woodall Rogers Freeway and Central Expressway will attract nearby residents to the park and help surmount the barriers posed by the freeways. Strong links to Bryan Place and to the Uptown neighborhood add an important residential use to the park.

### Context, Existing Conditions & Precedents

Bordered on the north by Woodall Rogers Freeway and on the east by Central Expressway, the future site of Gateway Park consists of between 24-44 acres of current surface parking lots and commercial structures that run from the very northeastern tip of downtown, along the DART line, south to Live Oak Street. This area is immediately adjacent to the Dallas Arts District on the west, and Uptown to the north and Bryan Place to the east. Several historic buildings occupy the site and could be incorporated as park buildings or cultural buildings with park-oriented uses. These structures would functionally associate with the adjacent Arts District. Leonard, Maple and San Jacinto streets are strong connecting elements of the site.

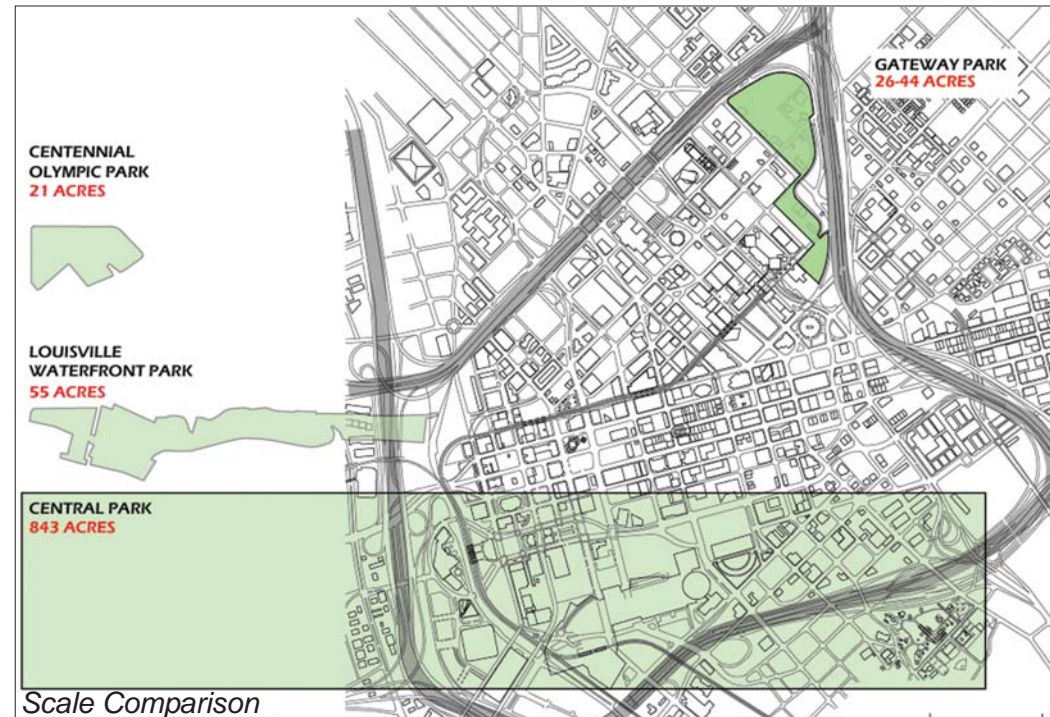
The thirty-acre Gateway Park would be the largest park in downtown Dallas. Other important central parks in major urban areas that are pertinent to Gateway Park include Centennial Olympic Park in Atlanta (21 acres), Louisville Waterfront Park (55 acres), and Central Park in New York (843 acres). Each of these parks is programmed with both passive and active recreation, including civic and neighborhood activities. Each of these parks is significant to the identity of its city. Gateway Park could serve a similar role in downtown Dallas.



Gateway Park - Existing Conditions



Lawns in Central Park, New York







Proposed Gateway Park - Existing Conditions

# site selection

## Gateway Park Plan

Given its large size, Gateway Park could easily support active and passive recreation, host large scale festivals and events, and provide a green platform for downtown.

It would inevitably become the location for after-work softball leagues, arts festivals, and sunday neighborhood picnics.

It would be both a civic park that serves downtown and a residential park that serves the adjacent neighborhoods.



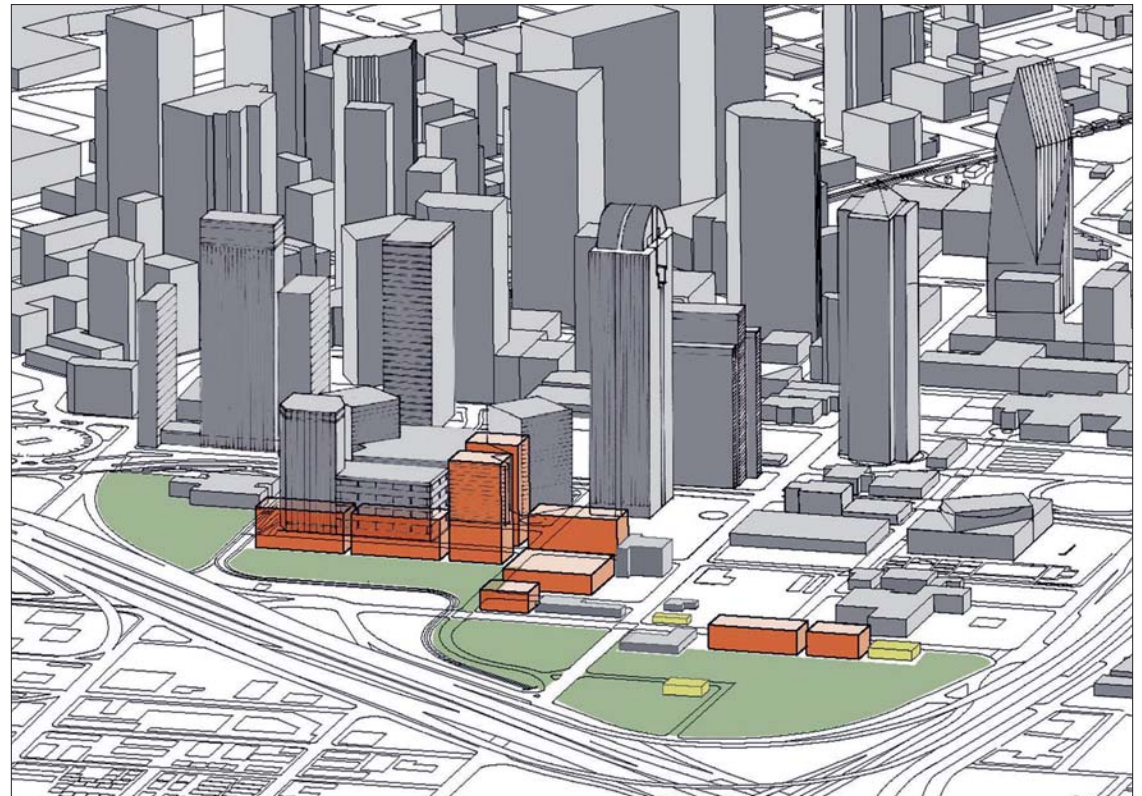
Gateway Park Plan Diagram

## Synergy Between The Arts District and Gateway Park

The design of the park should develop a synergy with the Arts District as the cultural and arts center of Dallas. Good public transportation access to the park—including a future DART station—positions the park as a gateway for pedestrian traffic into the Arts District. A synergistic relationship between the Arts District and Gateway Park can lead to several Arts District activities extending into the park.

The park also has the potential of tying the surrounding residential neighborhoods to the downtown by connecting under the freeways that currently act as impediments. A planned significant mixed-use development along the urban fringes of the park, with primarily mid-rise residential amenities, would add to the vitality of the park and help activate the Arts District during non-work hours.

As Gateway Park extends from the extreme northern point of the downtown down to Live Oak at the south, it would serve as a valuable connection to other parks in the area, such as Pacific Plaza. Pacific Plaza would act as a stepping stone linking Gateway Park to the other Downtown Parks and could assume some of the smaller civic uses of Gateway Park, if needed.



Gateway Park Axonometric Diagram - Showing Possible Residential Development on Fringes

# site selection

## **Edge Parks**

- Overview
- Woodall Link
- West End Gateway
- Jubilee Commons
- Reunion Gateway
- Pegasus
- Farmers Market East



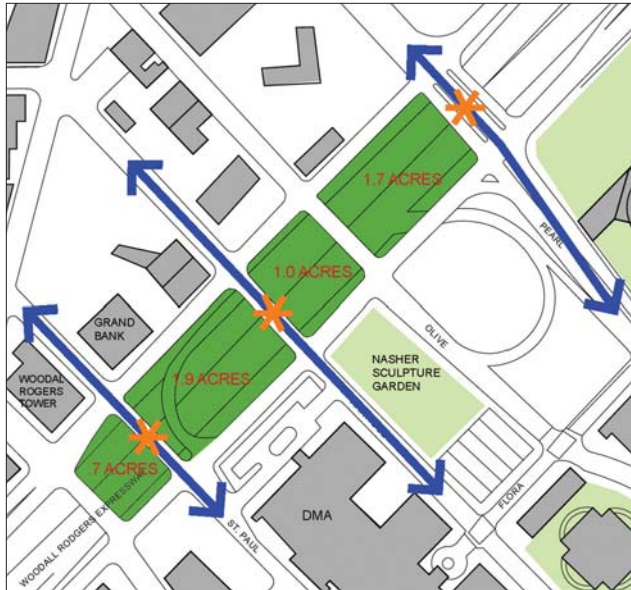
Edge Parks

# overview

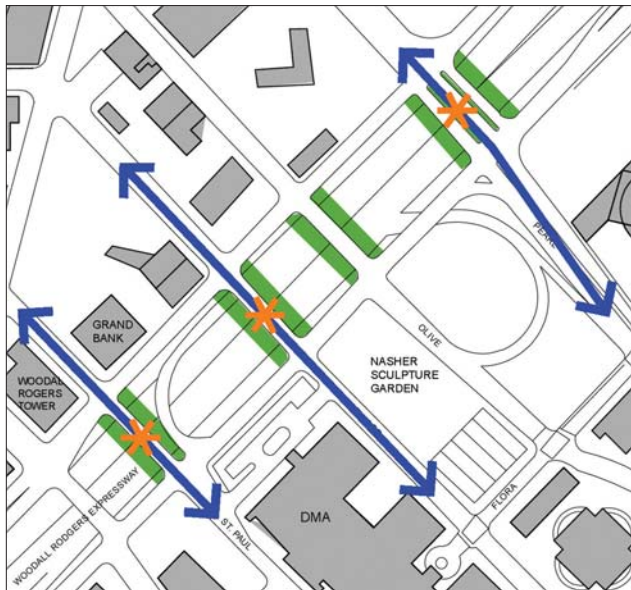
The site selection for Edge Parks focuses on potential park space on the borders of downtown. The continuous system of freeways that encompasses downtown Dallas creates a distinct set of opportunities and constraints for parks along these edges. Freeway on and off ramps, rail corridors, overpasses, and bridges generate complicated conditions for access to parks in these locations. New parks in strategic locations along the border of downtown could provide essential pedestrian connections between downtown and the adjacent neighborhoods—either by connecting above or below the existing freeway infrastructure. The designs of these parks and open spaces can begin to control the views of downtown from the freeways via landscape—by framing views of important buildings, functioning as a way-finding device, or presenting a green setting for downtown. A green necklace of parks around downtown Dallas can also begin to address some ecological concerns—by filtering pollutants, detaining/retaining storm water and adding permeable surfaces to the area for higher infiltration rates.

The following potential park locations represent some of the best opportunities for parks along the edges of downtown. Some of these parks are significant, inhabitable spaces that pass over or under the freeways, while others serve primarily as a visual enhancement to the image of downtown. Together this park system gives a strong open space identity to downtown Dallas.

# site selection



Option 1: Full Capping



Option 2: Enhanced / Widened Bridges

## Edge Parks

### Woodall Link

The Woodall Rogers Link park site is situated on the north central edge of downtown. This site creates a park over the existing depressed Woodall Rogers freeway. The goal of this park is to increase the connectivity between the Arts District and the Uptown neighborhood—an important and growing business and residential area. Added green space in this area could both stimulate development in the area and enhance the visual quality at the freeway overpass. Two options exist for this park location.

The first proposal involves capping the entire width and length of the depressed freeway between Pearl and Ervay. This option would create 5.3 acres of new park open space over the existing freeway. A seamless transition between Uptown and the Arts District, the park would create an area for both active and passive recreation as well as offer an attractive location to house major exhibits of public art,

building off the synergy with the adjacent DMA and the Nasher Sculpture Center. While this option is attractive in the quantity of open space it creates, it is a very expensive alternative. Capping the freeway to this extent may require significant structural reinforcement or reconstruction of the existing retaining walls. Initial feasibility estimates include a solution in the range of \$45 million.

The second option is a more practical and economical solution. While still achieving the goals of increased connectivity, this option reduces costs by covering only portions of the freeway adjacent to the existing overpasses. These expanded bridges could be cantilevered off of the existing structure. The bridge edges would be enhanced with planting, paving, and lights to accommodate pedestrians. The newly designed overpasses would create a green visual connection as well as providing pedestrian and bicycle access between the Arts District and Uptown.



Existing depressed Woodall Rogers freeway



Woodall Rogers Park by Crescent Realty

# site selection

## Edge Parks

### West End Gateway

Located on the north-west border of downtown, the West End Gateway Park would create a park nearly four acres in size as an entrance portal to downtown. The green open space provided by this new park, together with I.M. Pei's iconic Fountain Place building, would create a memorable marker for downtown Dallas.

Griffin Street is a major boulevard entrance to downtown from the north and would border the park's eastern edge. As a major access corridor through downtown, Griffin would bring high numbers of vehicles past the site each day. At 3.9 acres, the park is large enough to be suitable for pick-up sports and passive recreation. Connections to the successful Dallas World Aquarium would build synergy in the area. Other positive features of this park

include its proximity to the expanding residential population in the West End. The park would serve as a stepping stone between Arts District and West End, adding vitality to both areas.

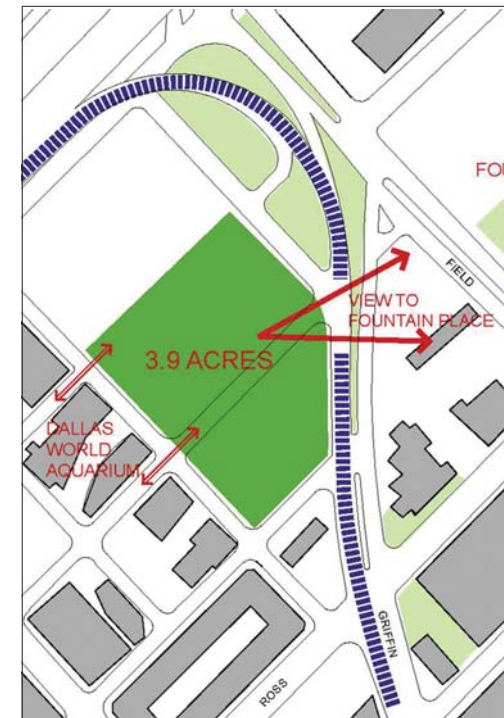
The park's proximity to Griffin Street poses some challenges to the design of the site. As a major off-ramp, this street is a high traffic volume thoroughfare with high speeds, making pedestrian crossing difficult in the area. Additionally, multiple property owners could increase the price in acquiring the land for the park.



West End Gateway - Existing Conditions



I.M. Pei's Fountain Place Building



West End Gateway Plan Diagram



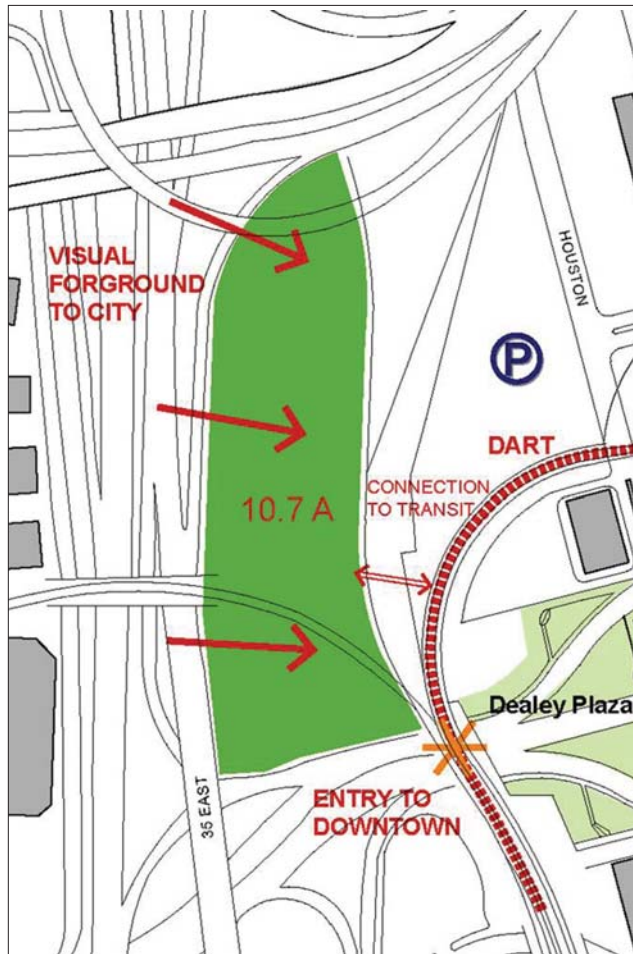
# site selection

## Edge Parks

### Jubilee Commons

The proposed Jubilee Commons Park lies on the western edge of downtown. Occupying the bluff that was once the historic edge of the Trinity River, this park has significance to the history of Dallas. As a high point, the park would become a strong visual foreground to the city as one approaches from the east. This park also is adjacent to the rail line of the Trinity Express commuter rail. It could become a welcoming green buffer as commuters reach the city, communicating the idea of Dallas as a city of parks.

The park's location between Stemmons Freeway and the commuter rail corridor presents some problems for access to the site. These difficulties could be solved with a pedestrian passage below an elevated rail line, but these access restrictions limit the program potential of this park site. A size of 10.7 acres could make this park a significant addition to the downtown park system. The park's location as part of the existing road right-of-way could render this park relatively inexpensive to construct. As a primarily visual landscape, the park would give identity to the city along a heavily traveled section of freeway for a relatively low investment.



Jubilee Commons Plan Diagram



Existing Freeway Infrastructure



Access Difficulties Limit Program Potential

# site selection

## Edge Parks

### Reunion Gateway

The strip of land between the freeway and Reunion Arena, on the southeast corner of downtown, could become Reunion Gateway Park. As a connection to the city from the Trinity River, this site holds the potential for a dramatic approach to downtown. The existing surface parking lots on the site could become an impressive green entrance to the central business district.

A long, narrow site such as this one lends itself to linear uses such as a hike and bike trails. Unfortunately, freeway ramps and bridges complicate the development of such uses in this area. New development that could occur along the park's eastern boundary would benefit from the proximity of this park.

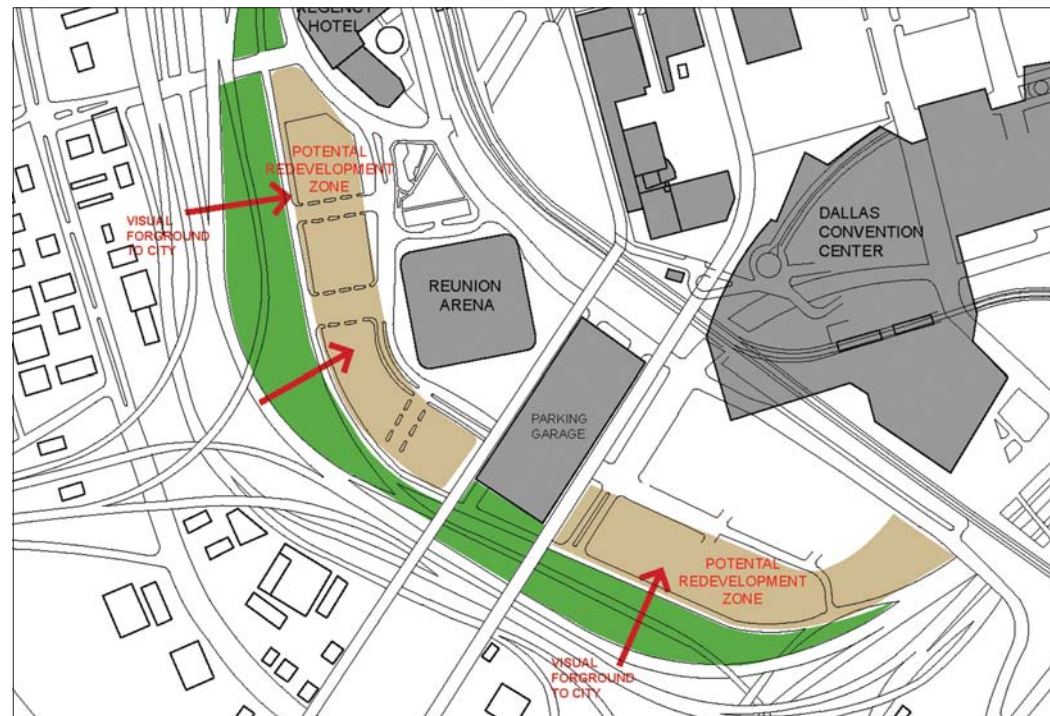
The long term viability of Reunion Arena has diminished with the construction of the new American Airlines Center, raising ideas about the future redevelopment zones in this area. The proposed open space could add to the redevelopment value of the area. As future plans for the Reunion Arena area are developed, plans for this park should be considered in the overall development strategy.



Existing Parking Lots on Site



Existing Viaduct Cuts Across Site



Reunion Gateway Plan Diagram

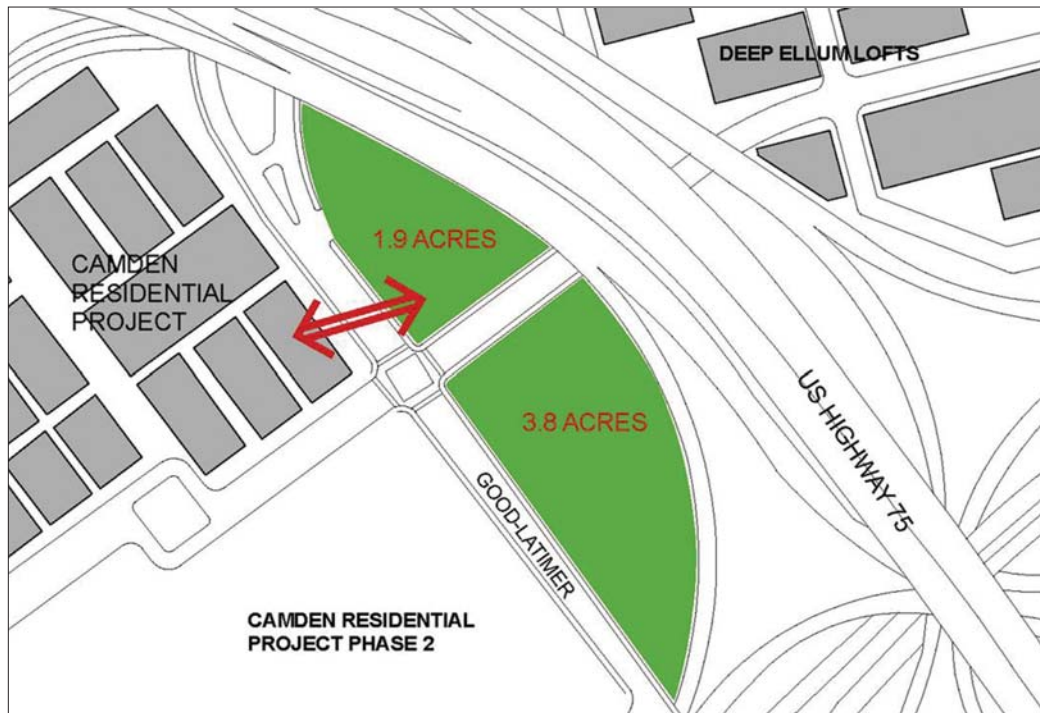
# site selection



Existing Road Passing Through Site



Park Along Downtown's Eastern Edge



Farmers Market East Plan Diagram

## Edge Parks

### Farmers Market East

Two city blocks on the eastern edge of downtown, between US Highway 75 and Good Latimer Expressway, form the site of the Farmers Market East Park. As a visual landscape, this site marks an eastern view to downtown from Interstate 30 and US Highway 75. An opportunity exists to make this view a green foreground to Downtown. At ground level, this space could be an important residential park, serving the Camden Residential Project. Additional connections below the freeway would link this park to the Deep Ellum loft community on the eastern side of the freeway.

Currently, this site is very isolated and difficult to access, but as the area continues to develop these problems could be addressed. With the planned addition of the Camden Residential Project Phase Two, this area could become a vibrant neighborhood with this park as a focal point of activity.

Additionally, the Farmers Market East Park would add valuable park space to the network of parks along Downtown's eastern border and possibly link to other parks along this edge. With a park size of 5.7 acres, this park can support both passive and active recreation. As adjacent neighborhoods continue to develop, the development of the Farmers Market East Park should be investigated.

# site selection

## Edge Parks

### Pegasus Link

The Pegasus Link park site is on the south-eastern edge of downtown, at the junction of Interstate 30 and Harwood. Like the Woodall Rogers Link on the north side of downtown, the intention of this park is to enhance the pedestrian connectivity between the Farmers Market District and neighborhoods to the south and Old City Park. The park would be built over the freeway, and would likely be constructed in conjunction with the larger Pegasus project.

Like the proposal for the Woodall Rogers Link, an enhanced pedestrian overpass could provide a more cost-effective solution for linking these areas. As Project Pegasus develops, the idea of the Pegasus Link Park should be considered further. Improvements to the Pegasus Link Park site should be coordinated with the planned construction on Interstate 30 at this location and other development initiatives.



Existing I-30 Freeway Cuts Across Site



View of Downtown From I-30 Freeway



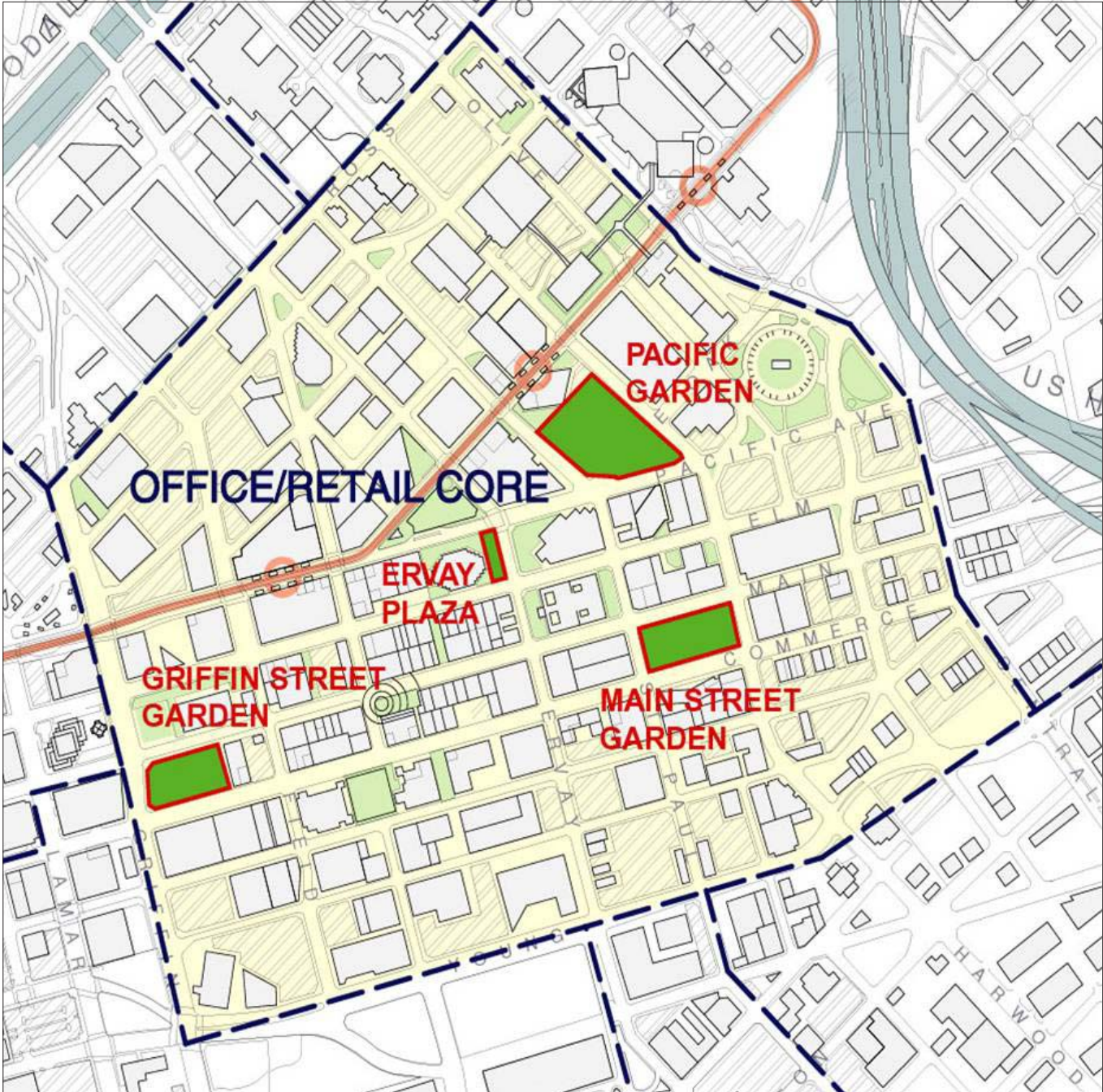
Pegasus Link Plan Diagram



# site selection

## **Core Parks**

- Ervay Plaza
- Griffin St. Garden
- Main St. Garden
- Pacific Plaza



Core Parks

# site selection

## Core Parks

### Priorities Behind Selection of Core Parks

#### **Image Statement for Dallas**

Parks within the downtown core are one of several critical layers that must be present to create a vital and active downtown urban environment. These core parks satisfy the diverse park needs of downtown users while encouraging commercial investment and leasing. The quality and visibility of these core parks contribute substantially to the perception and identity of the overall downtown, often becoming the most imageable spaces within a downtown district. Locations for core parks have been selected to maximize visibility and impact upon the overall perception of the downtown. With the successful implementation of the proposed core parks the image, livability, and commercial viability of downtown Dallas will be dramatically enhanced.

#### **Park Amenities for Office/ Hotel Users / Residential / Visitors**

The core parks must individually satisfy the diverse needs of their immediate adjacencies and collectively satisfy the overall needs of the diverse downtown users: office workers, conventioners, hotel guests, residents, and tourists. Although each core park will have a unique identity and satisfy only a specific range of activities and programming, these parks will act synergistically as a network with the capacity to satisfy the full spectrum of civic and residential park needs, year round.

#### **Stimulate New Development / Adaptive Re-use**

With high vacancies in downtown office buildings today, it is important to infuse new development within downtown that will draw new tenants to the CBD. The core parks must be located either to capitalize upon and enhance current redevelopment trends or to catalyze the redevelopment of vacant or underutilized parcels. The role of parks to catalyze investment and redevelopment within an urban core has been well documented throughout the country.

#### **Events with Revenue Potential**

The core parks must have the capacity to accommodate and encourage a range of special events, performances and festivals. While each of these core parks will accommodate small and medium-sized performances/events, Pacific Plaza will also accommodate large-scale civic festivals and events. Revenues from these uses can help offset the maintenance costs.

#### **Focal Point Celebrating Historic Core**

Downtown has three historic districts including the West End Historic District, Dallas Downtown Historic District, and the Harwood Historic District. Historic buildings in association with great public parks have proved very successful in many major cities. This would be especially true for the Main St. Garden site, which has the potential of showcasing the rich historic character in the immediate vicinity of the site.

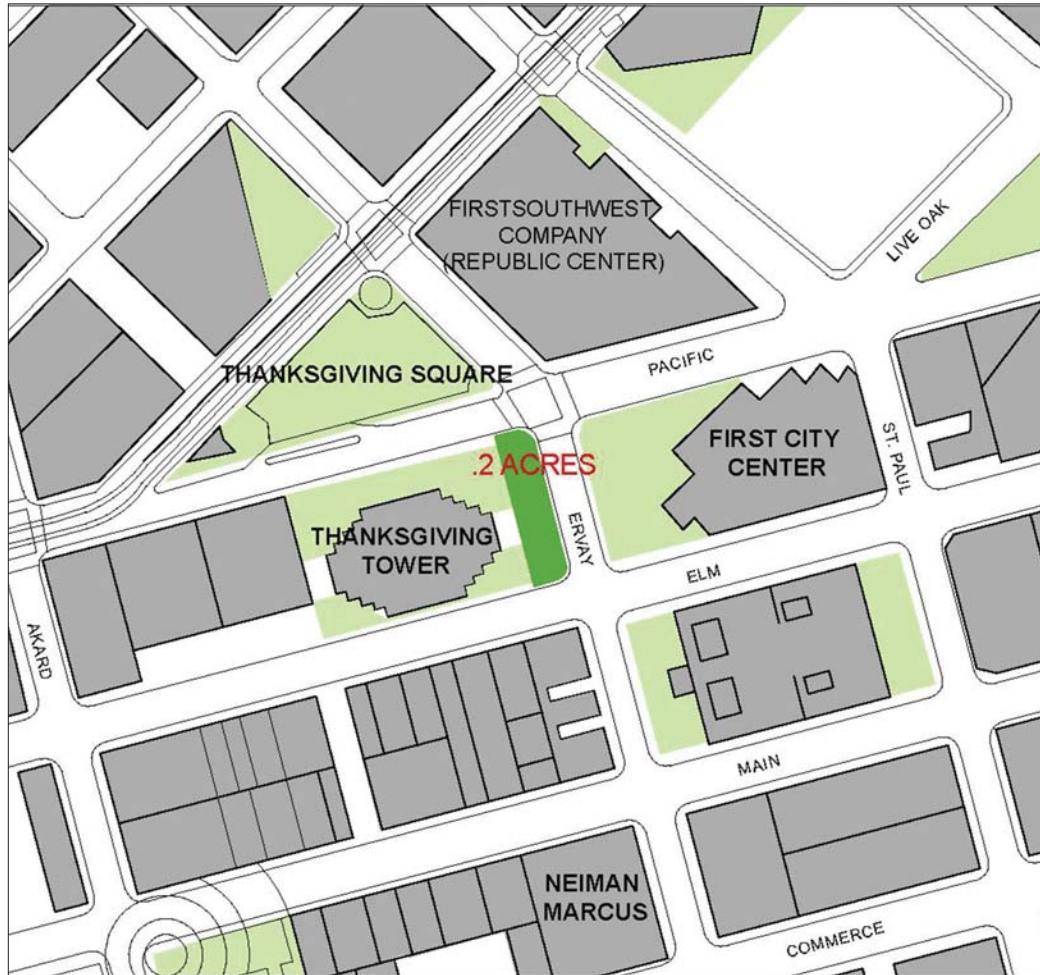
#### **Partnering With Private / Public Sector**

Partnering with a variety of private foundations and public agencies will be essential to the successful implementation and maintenance of the downtown parks. Partnering and leveraging possibilities will significantly influence the order in which these parks are implemented.

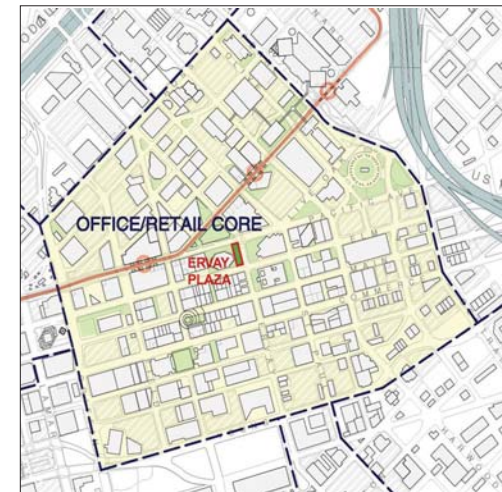


## Ervey Plaza

- This site would extend Thanksgiving Square to the Elm Street corridor.
- Desirable frontage provided to Thanksgiving Tower
- Site would have a strong relationship to the First City Center pedestrian space.
- Partnering potential with the Thanksgiving Foundation would open up new strategies and opportunities for development.
- Constraints include possibly expensive land & potentially significant demolition and abatement cost of the 211 North Ervey Building.
- Small size limits its program potential for public events



Ervey Plaza Plan Diagram



Ervey Plaza Location



The Existing 211 North Ervey Building

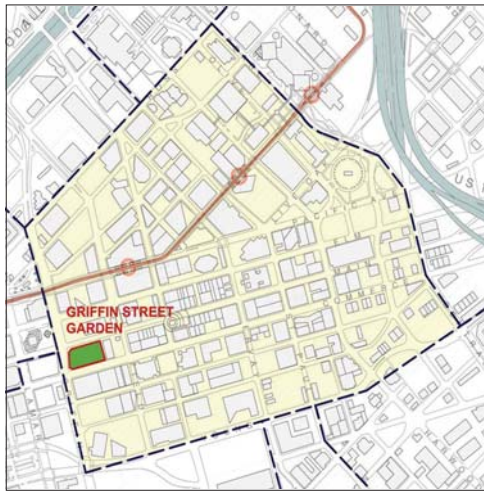
# site selection

## Core Parks

### Griffin Street Garden

- Surrounded by the largest concentration of office space of all potential downtown park sites.
- Large number of daytime employees / residents (32,000 within ¼ mile) creates demand for downtown open space.
- Strong potential to connect the park to the existing tunnel network and food court at One Main Place to the north.

- Great visibility as site lies adjacent to the main entry to the Main St. corridor from the west.
- Possibly easier site acquisition compared to other core park sites due to single land ownership



Griffin St. Garden Location



Griffin Street Garden Existing Conditions



Griffin Street Garden Existing Landuses Axonometric

- Negative aspect includes a relatively undefined western edge (presently a large surface parking lot).
- With the exception of One Main Place and the Santa Fe Building, most of the architecture of the buildings encompassing the site is insignificant.



Griffin Street Garden Proposed Axonometric



Existing Surface Parking Lot on Site

# site selection

## Core Parks

### Main Street Garden

- Great location, being located in the heart of downtowns' Historic District.

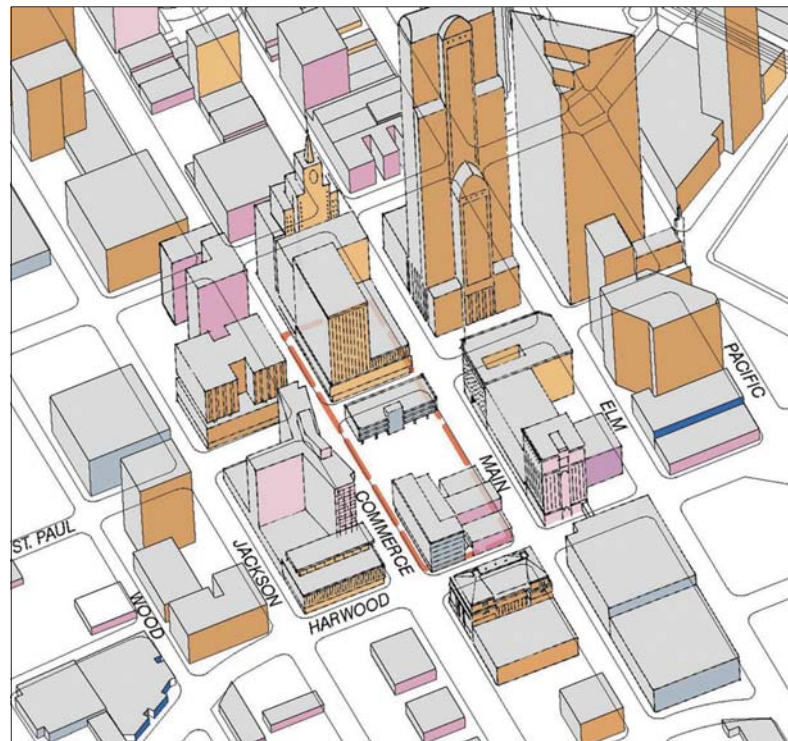


Main Street Garden Location



Main Street Garden Existing Conditions

- Adjacent historic buildings represent a dramatic cross-section of Dallas' architectural history.
- Potential for park to absorb a portion of the presently vacant Mercantile complex, creating a larger park space.
- Central location of site lends itself to uses that correspond to the needs of shoppers and hotel occupants.
- Possibility of restoration of the Old City Hall Green on a portion of the site.
- Adaptive re-use possibilities of the historic buildings on site.



Main Street Garden Existing Land Use Axonometric

- Negative qualities include multiple property owners and relatively expensive land.
- Re-use and revitalization of vacant buildings surrounding the site, most notably the Statler Hilton and the Mercantile Complex, would determine ultimate success of site as an active park space



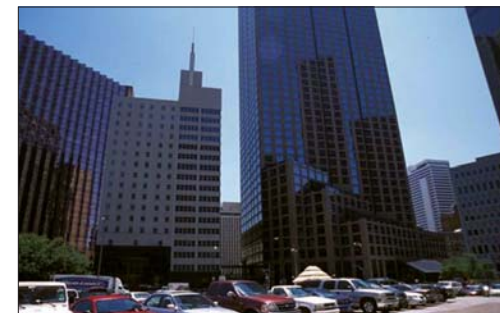
Main Street Garden Proposed Axonometric



Expanded Main Street Garden Axonometric



Existing Historic Structures on Site



Old City Hall Across the Site

# site selection

## Core Parks

### Pacific Plaza

- Site lies in a vibrant and diverse part of downtown and is surrounded by a unique mix of office towers & potential residential units.
- Site has strong adjacencies to One Dallas Centre and the Adams Mark Hotel conference facilities, and enjoys immediate proximity to the DART.
- Located at the crossing of two intersecting urban street grids, the site lends itself to an interesting geometry.



Pacific Plaza Location



Pacific Plaza Existing Conditions



Pacific Plaza Existing Land Use Axonometric

Because of this geometric layout, the tallest towers and voids have many different angles, imparting dynamic light and shade across the site.

- The site has the ability to incorporate Aston Park into the design.

- Wide site footprint renders it conducive to underground parking.
- Negative qualities include a potentially complicated site acquisition due to multiple owners and relatively expensive land.



Pacific Plaza Proposed Axonometric



Adams Mark Convention Center Across From Site



Existing Surface Parking Lot on Site

# site selection

## Precedent Study

### Union Square, San Francisco

Size:  
2.6 Acres

Management:  
San Francisco Parks & Recreation  
Department

Construction:  
1903 opened, Design competition/reopened 2002

Programming:  
Outdoor dining, civic open space,  
two restaurants

Context:  
Commercial Center Downtown, hotels,  
trolley line

Features:  
4 story parking garage below grade  
(1100 spaces)

Cost:  
\$16 million of a \$25 million renovation



Aerial View of Union Square



Grand Steps Along Street



Underground Parking Entry





# site selection

## Precedent Study

### Post Office Square, Boston

**Size:**  
1.7 Acres

**Management:**  
Friends of Post Office Square

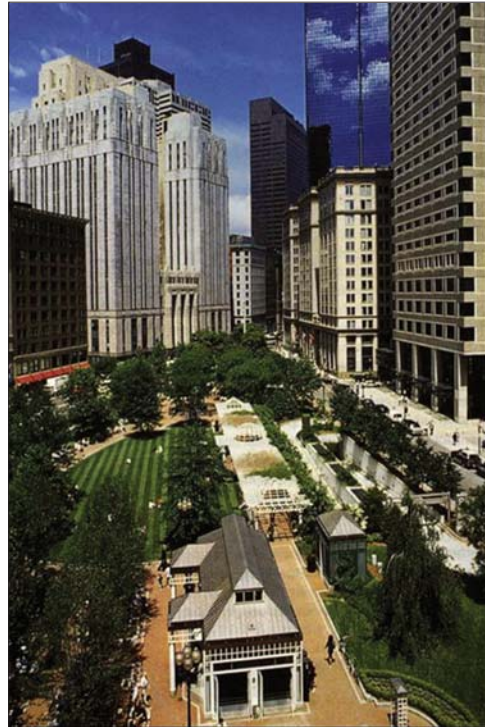
**Construction:**  
1988-1991

**Programming:**  
Cafe, interactive fountain

**Context:**  
Located in the heart of the financial district

**Features:**  
7 story parking garage below grade  
(1400 cars) replaced 900 car above-grade  
garage

**Cost:**  
\$ 76 Million, (\$60 million for garage)



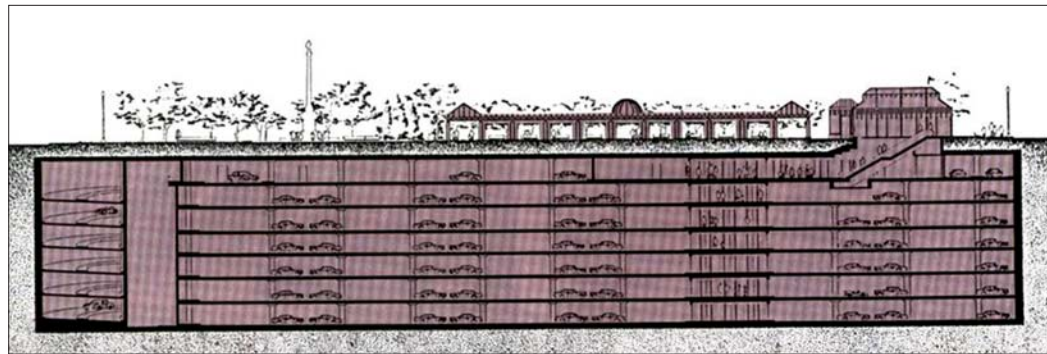
Post Office Square Aerial View



Fountain in Square

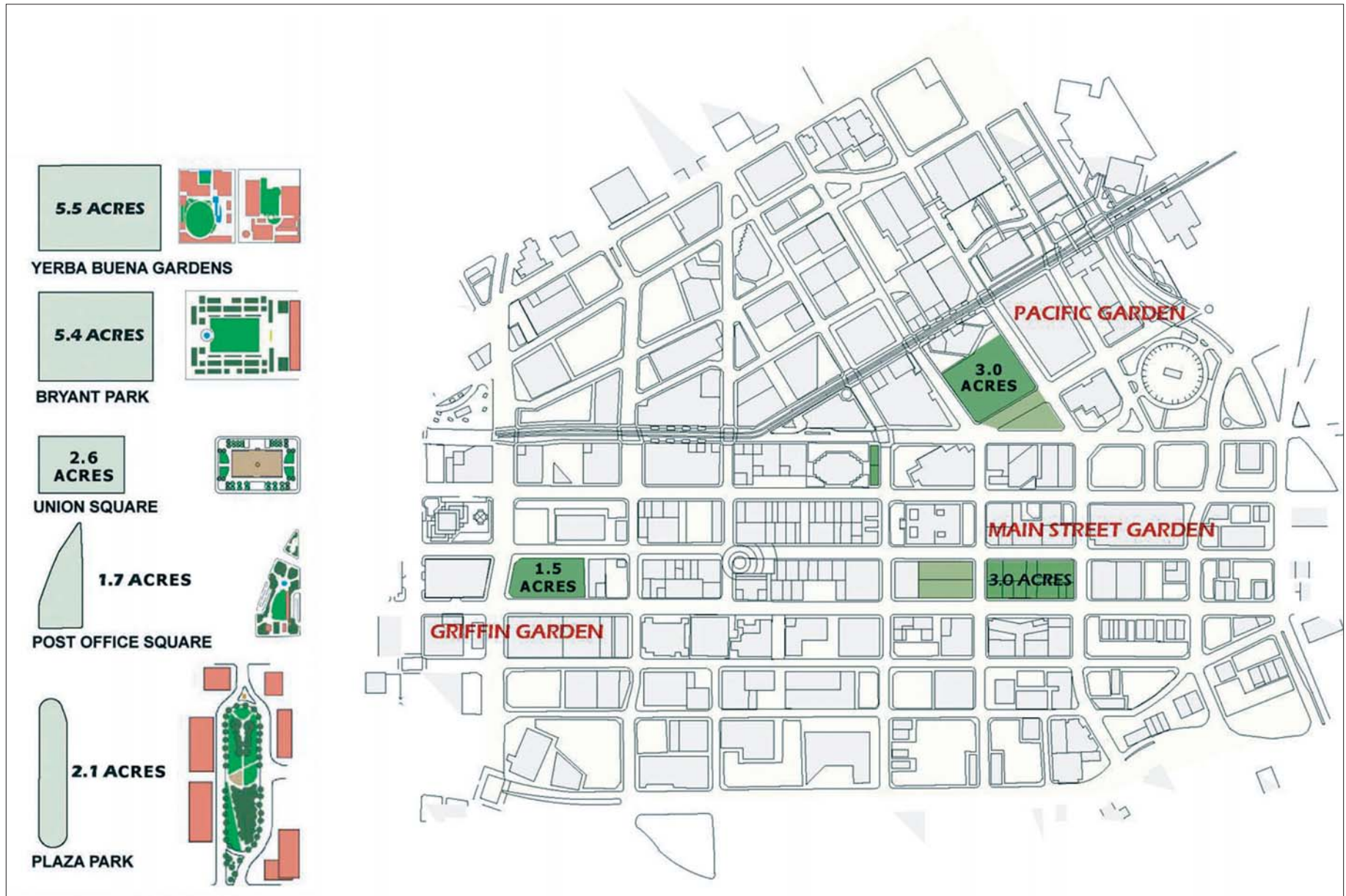


Aerial View of Space Around Fountain



Seven-Story Underground Parking Garage Under Square

## Scale Comparison



# core parks programming & planning

## **Griffin Street Garden**

i Analysis and Documentation

i Concept, Program and Design

i Redevelopment Potential



Griffen Street Garden

# core parks programming & planning

## Analysis & Documentation

### Existing Conditions

#### *Urban Context*

This 1.5-acre site lies in the western part of downtown between Main (north), Commerce (south), Griffin Street (west), and Main Tower (east). Immediately adjacent to the site are One Main Place to the north, the 2,000,000 SF tower to the NW, and the Earle Cabell Federal Building and the Santa Fe Building to the south. A surface parking lot lies immediately to the west of the site across Griffin St.

#### *Distinguishing Characteristics*

Located between Main and Commerce, two of the three primary east-west corridors, and along Griffin St, the site is extremely prominent and accessible. It has the potential to become a dramatic gateway park announcing entry into the downtown core. It will also be a continuation of the string of parks that begins at Dealey Plaza and extends toward the downtown core.

The site is currently a surface parking lot within the context of office buildings with a very large composite daytime population (+/- 32,000 people within ¼ mile).

Throughout much of the day and year, the south half of the site is significantly shaded by the Earle Cabell Federal Building and Santa Fe Building to the south.

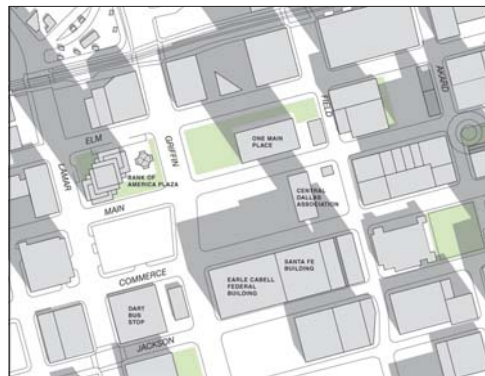
The site lies near a node of the pedestrian tunnel network and could draw this below-grade activity onto the street level if linked to a tunnel extension under Main St.



Murphy's Crosswalk at Main Tower



Existing Parking Lot on Site



Shadow Study @ 12:00 P.M. Equinox



View Towards the Buildings to the South



Aerial View of Griffin Street Garden Site from Across Griffin Street

# core parks concepts & programming

## Concept, Program and Design

### Concept

Griffin Street Garden has been conceived as a multi-use park set within a diverse grove of "Texas trees"; native Texas trees and trees adapted to the unique regional climate. This park will accommodate major lunch-time and after-work crowds as well as less intense daily passive park uses and occasional medium-sized performances.

### Program

Shaded food plazas and ample seating under a mixed grove of shade trees define the character of the park and its core uses. Ample shaded seating will activate the central lawn during lunch-time and performances. The central lawn is bracketed on the north and south by shaded food plazas, capitalizing on the enormous potential of this park as a focal lunch-time gathering space. A dramatic gateway feature on the northwest corner of the park will announce entry into the downtown core.

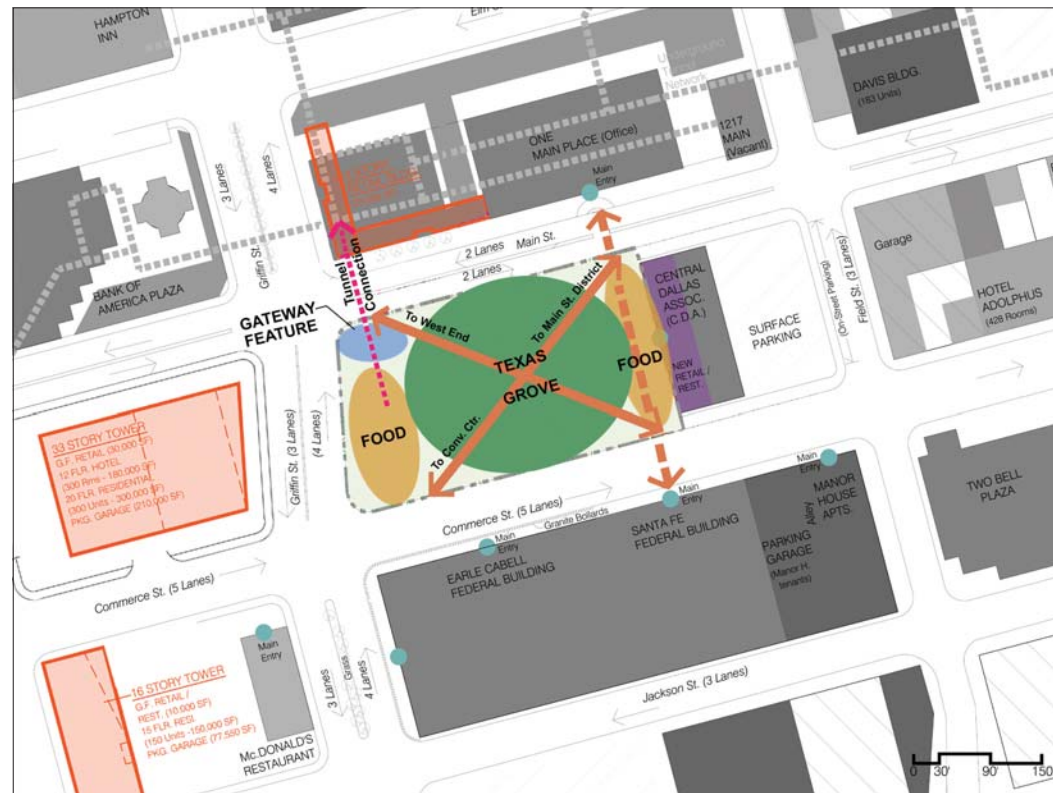
It was recognized at the onset that the program had to have the flexibility to accommodate mid-sized performance requirements.

An extension of the existing tunnel network into the park (elevator/stairs within iconic pavilion building) will become a magnet drawing people out of the tunnels and onto the street level. Strong pedestrian links should be provided to help connect the Convention Center and West End to the Main Street District.

### Design

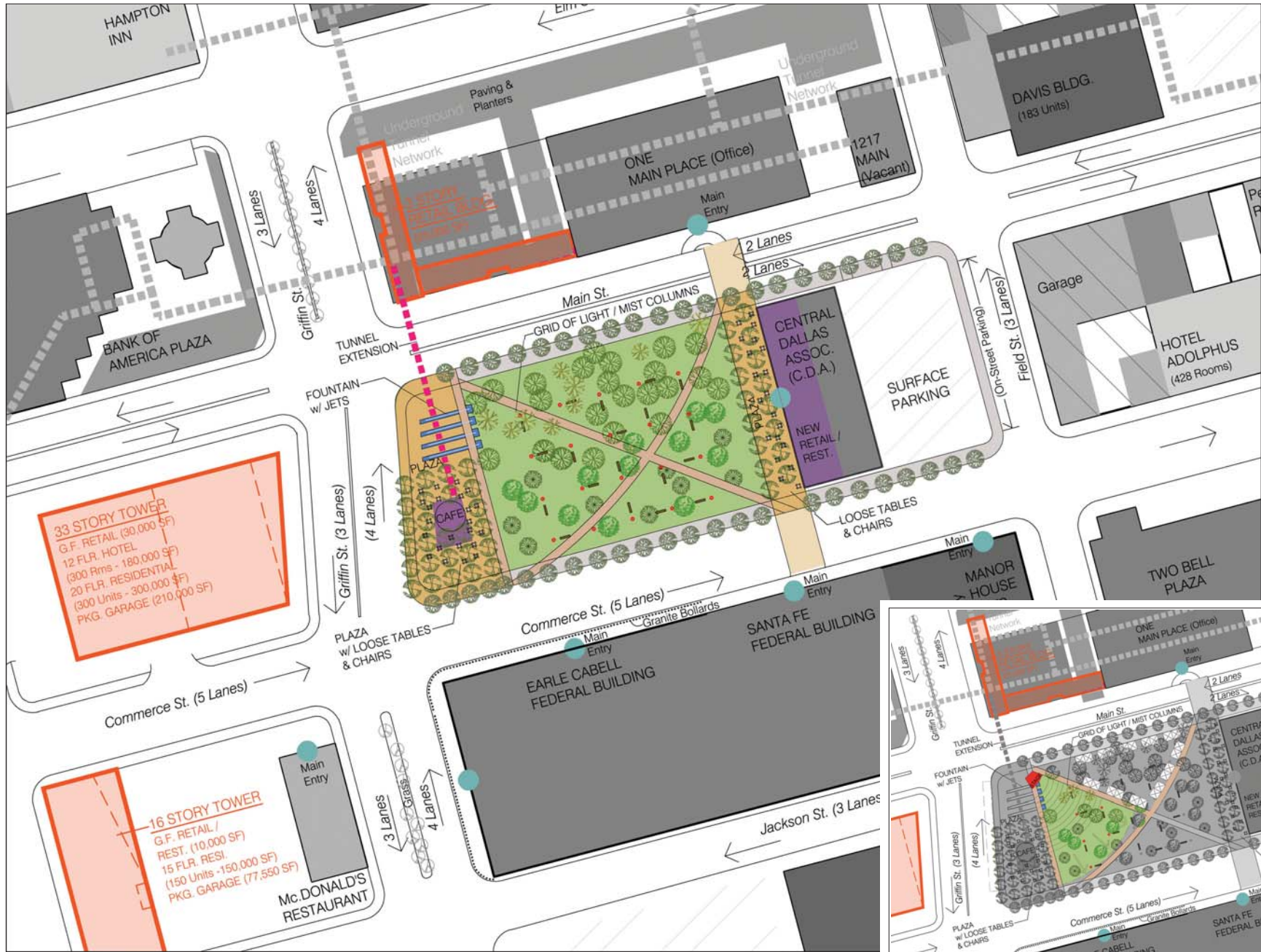
Tree canopy and fountains provide a cool shaded microclimate that encourages year-round utilization of the park, even during periods of hot weather. The "grove" quality of the park creates a unique quality of space and respite within its dense urban context. The deciduous nature of many of the trees will allow the character of the park to dramatically change throughout the seasons.

The central lawn forms the core of the park, and is shaded by an informal grove of Texas and regionally adapted trees. A formal grid of light/mist columns is inserted within (and juxtaposed against) the informal tree layout, creating a pleasant micro-climate and interesting lighting effect year round. Diagonal 'desire line' paths across the central lawn facilitate pedestrian movement between the Convention Center, the West End and Main Street.



Griffin Street Garden Program Diagram





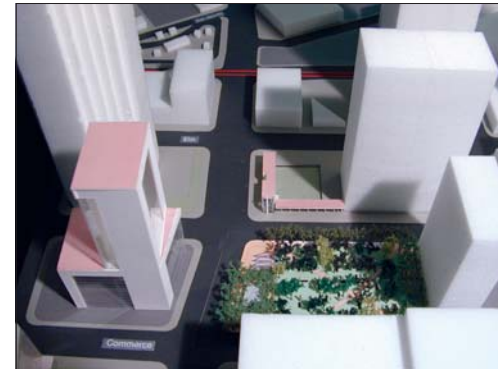
Griffin Street Garden Plan Diagram



Festivals / Events Layout Diagram

Shaded food plazas to the east and west bracket the central lawn and act as overflow spaces for the food pavilion and the proposed retail/restaurant at the base of the Main Tower building. Movable tables and chairs on the plazas accommodate users and allow the flexible configuration of seating to conform to the patterning of shade and sun on the plaza surfaces.

The Main Street gateway fountain and the grid of light/mist columns serve as dramatic gateway elements, providing high visibility and a unique character to this park, day and night.



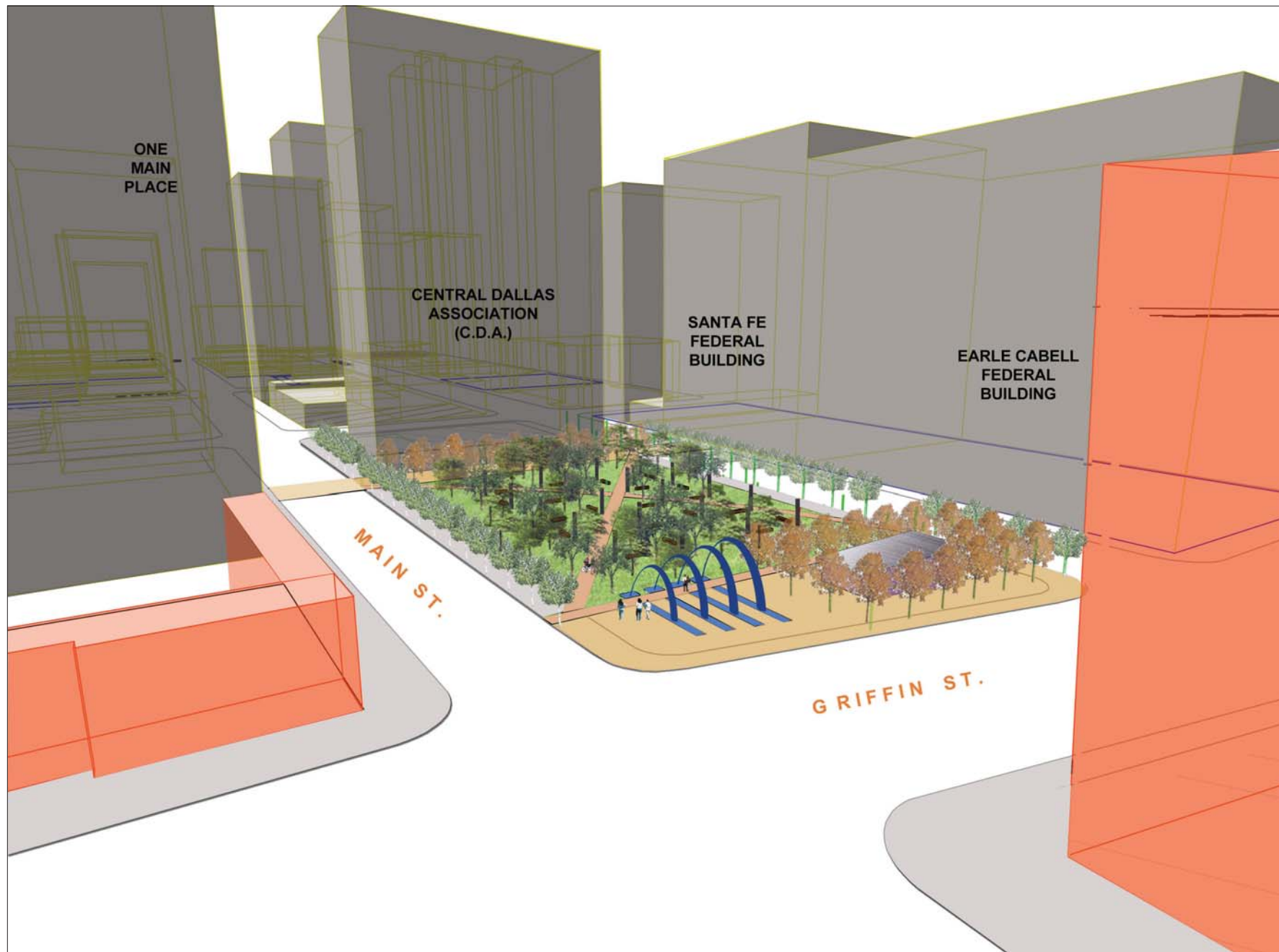
Aerial View From the South



Aerial View From the West



Aerial From Northwest



Griffin Street Garden - Artists Rendering From the Northwest

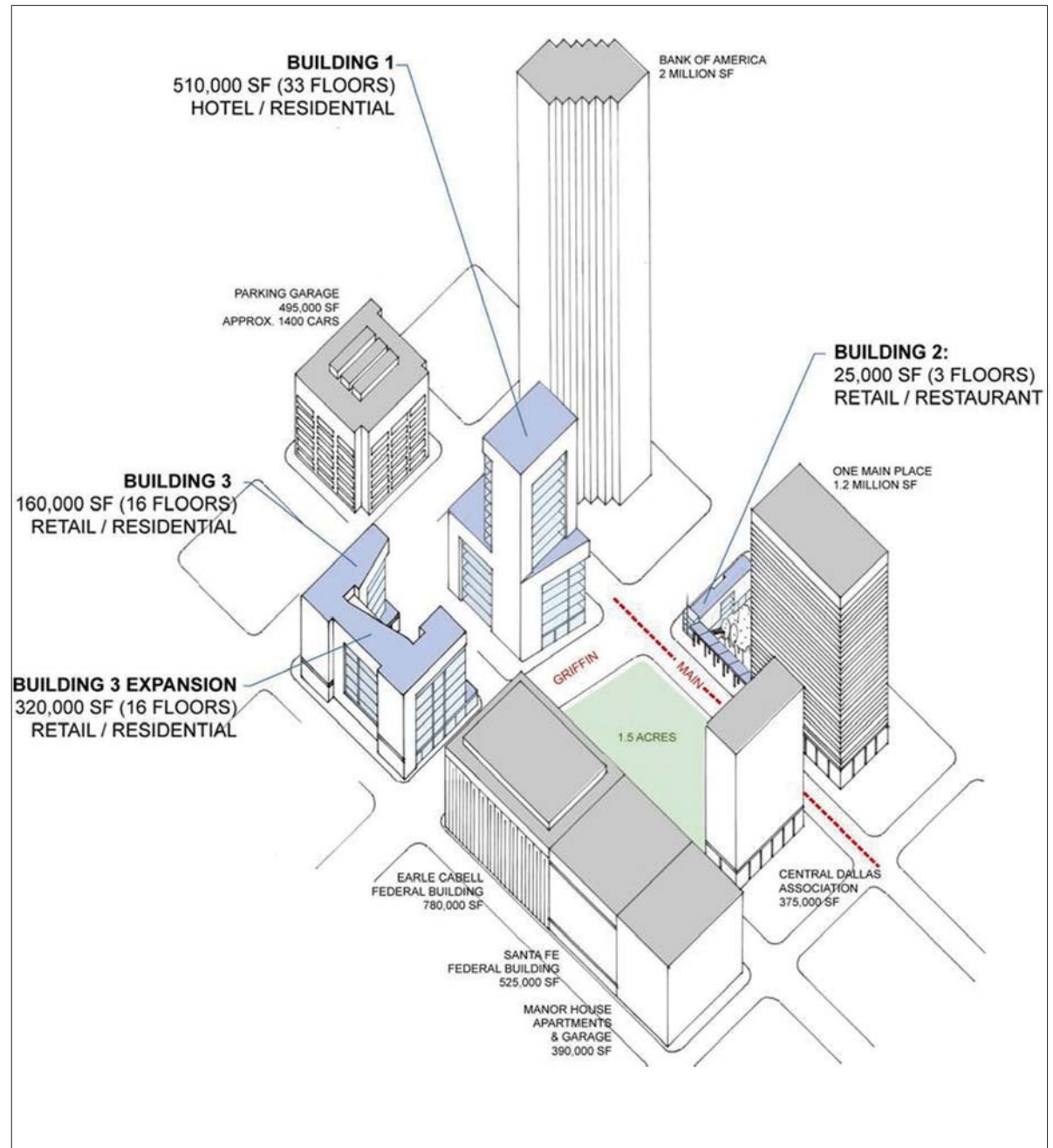
## Redevelopment Potential

Griffin Street Garden, like the other core parks, is envisioned as a catalyst for surrounding redevelopment. The redevelopment potential around this site was discussed with local developers and economic specialists to arrive at the following projections:

The site west of the park could sustain a 33-story tower incorporating street level retail, a 12-floor hotel below and a 20-floor residential development above.

The existing sunken plaza north of the site at One Main Place could eventually be filled with a 3-story retail building.

The site to the west of McDonald's could accommodate a 16-story residential tower with street level retail.



Griffin St. Garden Axonometric View Showing Redevelopment Potential



# core parks programming & planning

## **Main Street Garden**

- ï Analysis and Documentation
- ï Concept, Program and Design
- ï Redevelopment Potential



Main Street Garden

# core parks programming & planning

## Analysis & Documentation

### Existing Conditions

#### Urban Context

The 1.75-acre Main Street Garden site is located in the heart of the Main Street District. The site is bounded by Main Street (north), Commerce Street (south), St. Paul Street (west) and Harwood Street (east).

#### Distinguishing Characteristics

Located between Main and Commerce, the site is extremely prominent and accessible. Existing uses on site today include two parking structures and several small café / retail buildings, of various levels of historic significance. The creative redevelopment and/or removal of these existing structures is fundamentally important to the viability of this park site. There is an opportunity to incorporate two of the 1920s era on-site historic buildings into the park design. This proposal was presented to the Landmark Commission in May 2004 and received unanimous support.

Several of the large adjacent buildings (Dallas Grand and the Mercantile Buildings) are vacant and will require massive redevelopment or demolition investments in order to reactivate them. Because the park would likely not be successful (activated with desirable uses) if constructed adjacent to these large vacant buildings, the development of this park site should be contingent upon the redevelopment of one or both of these anchor buildings.

The site is contained within a strong historic architectural context, including the Old City Hall (east), the Dallas Grand (south), University Center (north), and the Mercantile Buildings (west). The site is ideally located for maximum exposure to iconic buildings from different eras in Dallas' history, allowing the park visitor to observe Dallas' exciting architectural evolution. The monumental Old City Hall along the east edge of the site presents an opportunity to create a formal park relationship to this iconic building across Harwood St.



Existing Historic Buildings on Site



The Mercantile Complex to the West



Old City Hall East of the Site



Shadow Study @ 12:00 P.M. Equinox





Aerial View of Main Street Garden From Northeast

# core parks concept & programming

## Concept, Program and Design

### Concept

The concept for the Main Street garden was to create a "Food and Flowers" destination park within a strong historic context. The park would extend the Main Street activity center toward Deep Ellum. A series of small scale spaces, "garden rooms" and plazas, would reflect the finer grain of development still apparent within the Main Street Historic District.

### Program

The primary program elements are a series of garden rooms, food plazas, a shaded central promenade, and an Old City Hall Green that provides a formal park foreground for this splendid historic building as well as a location for gatherings and events.

"Garden rooms" display a variety of botanical collections. Providing food pavilions and shaded plazas in several of the "garden rooms" further activates and enriches these spaces. These "garden rooms" are connected by a central shaded promenade passing through the center of the garden.

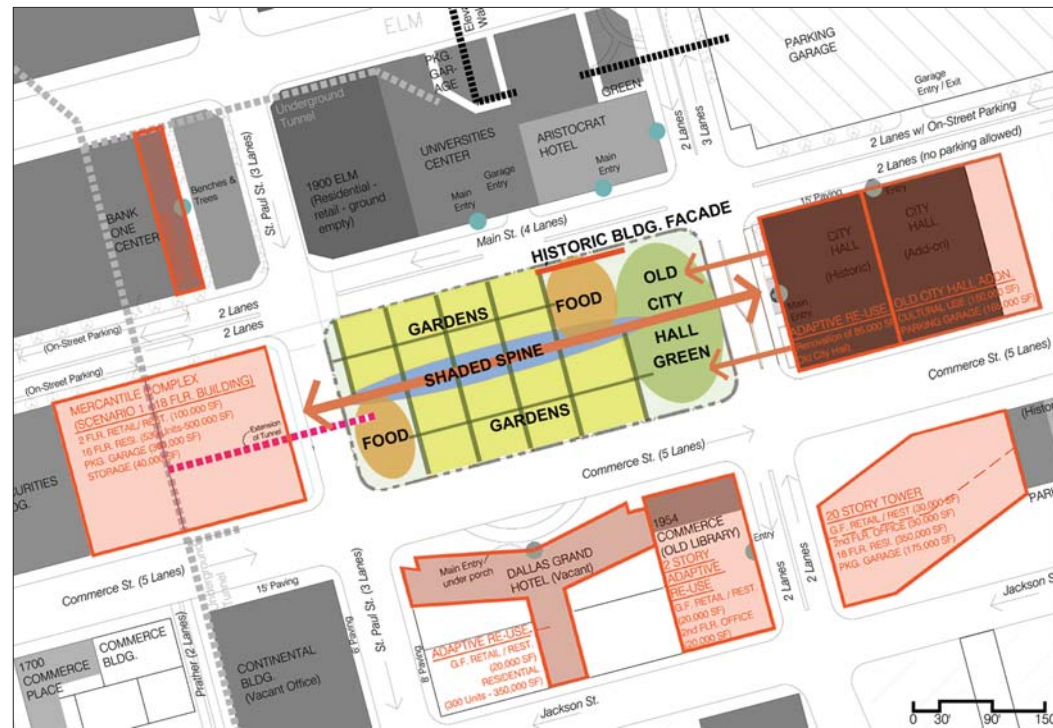
### Design

Diverse horticulturally-themed "garden rooms" (scaled to match the historic development pattern on the site) provide a distinctive garden character to this park. Shaded food plazas overlooking these gardens provide outdoor seating opportunities for the food pavilion and café and help activate the garden rooms. A trellis-shaded central promenade

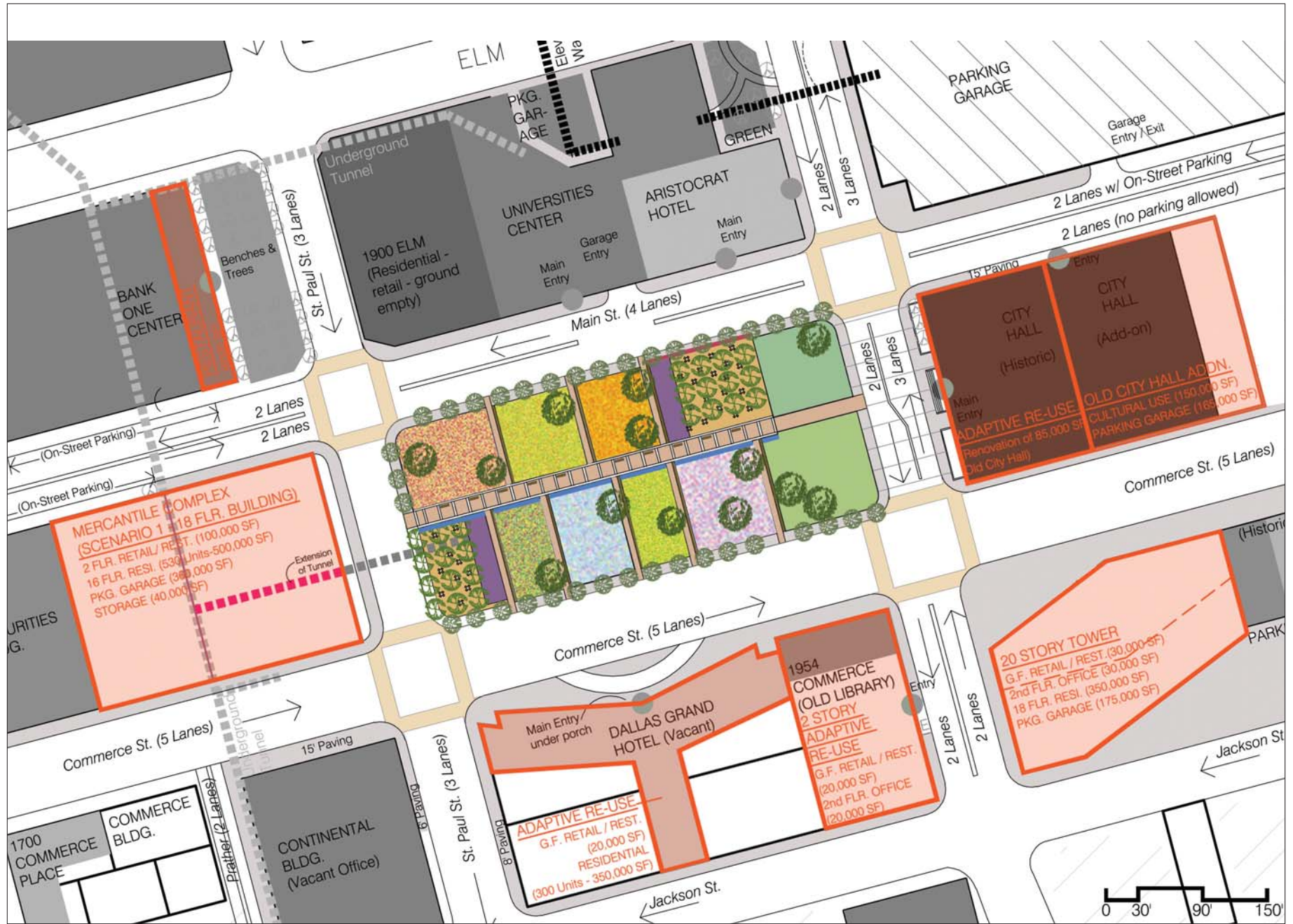
and linear fountain (on-axis with the Old City Hall axis) serve as the central circulation and activity spine through the park. Seat walls running north-south along the "garden room" edges create shallow terraces defining the "garden rooms" and provide additional seating. Random tree plantings within the "garden rooms" are strategically located to preserve views of the surrounding architecture. An extension of the tunnel network from the Mercantile building to the park would help attract below grade activity to the park/street level.

The Old City Hall Green provides a formal park foreground to the historic building and a multi-use platform that would accommodate medium-sized civic gatherings and performances, as well as diverse passive uses.

The existing on-site historic buildings that contribute to the designation of the Historic District should be adaptively reused as park buildings and modified to create strong



Main Street Garden Program Diagram



Main Street Garden Plan Diagram

relationships to the park. This modification could occur on the three unarticulated interior facades, while preserving and restoring the notable Main Street façades. Existing non-contributing buildings should be demolished or removed off-site so the park can attain its minimum critical mass: this park site would not be viable if all historic structures were retained on site.



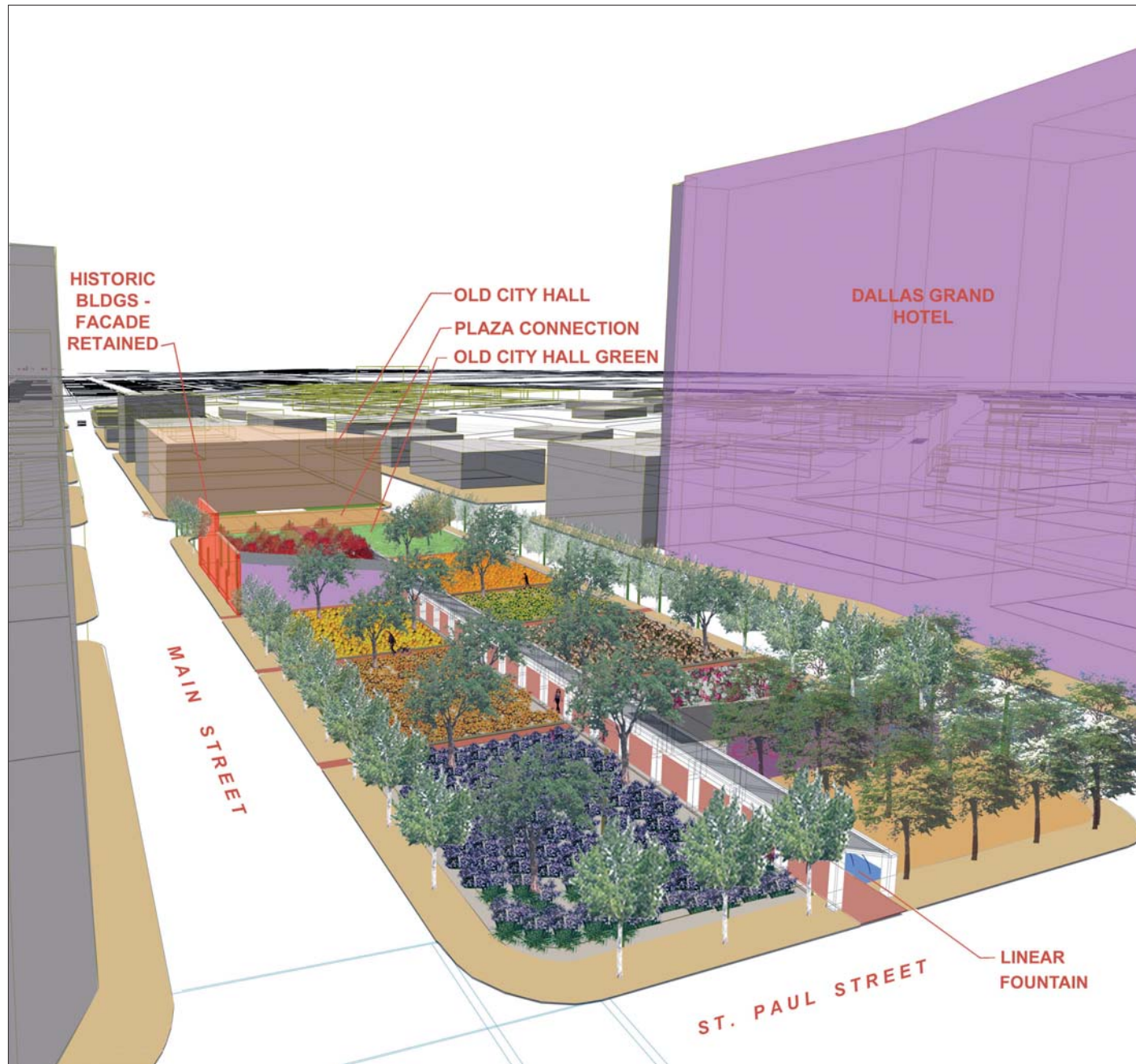
Aerial View from the North



Aerial View from the Old City Hall



Garden Rooms with Shaded Promenade



Main Street Garden Artists Rendering from the Northwest

# Redevelopment Potential with Single Block Park

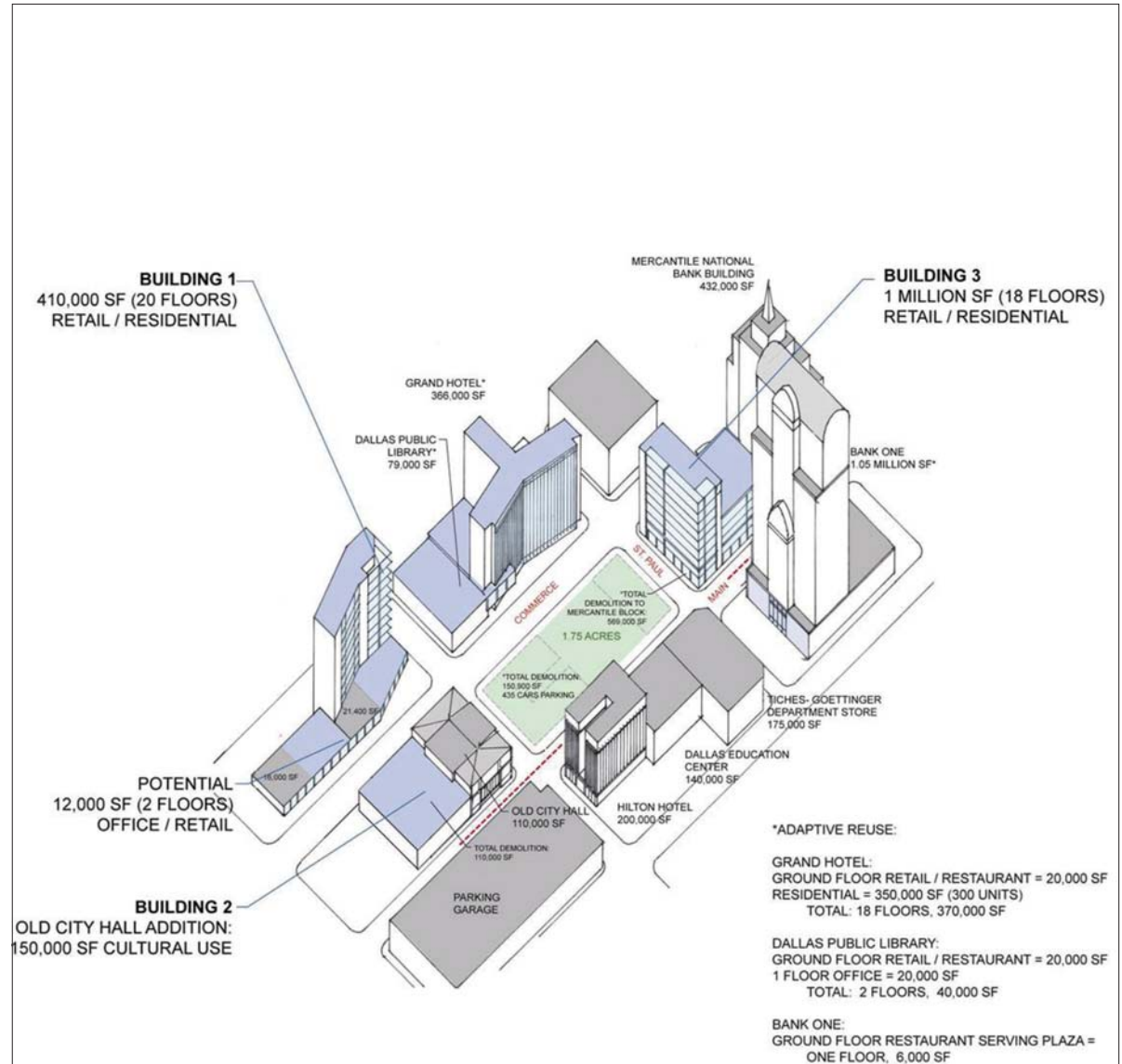
This is the first of two scenarios:

Surrounded by huge vacant buildings on the south and west, the Main Street Garden site offers huge redevelopment potential. Main Street Garden, like the other core parks, is envisioned as a catalyst for surrounding redevelopment. The redevelopment potential around this site was discussed with local developers and economic specialists to arrive at the following projections:

The parcel towards the south east of the site offers the favorable redevelopment potential. It is conceived that this parcel could support a new 20-floor residential tower oriented toward the park with ground floor retail.

As a major project, the vacant Mercantile Complex could be pulled back to accommodate a new 18-floor residential tower facing the park. The presently vacant Dallas Grand Hotel could be adaptively re-used to incorporate ground floor retail / restaurant with an 18-floor residential tower that would create a dramatic backdrop to the park. The Dallas Public Library adjacent to it could be re-configured to create a ground floor retail / restaurant with an office floor above it.

The Old City Hall addition could be re-configured for cultural uses. However, the Old City Hall building including its facade would remain unchanged.

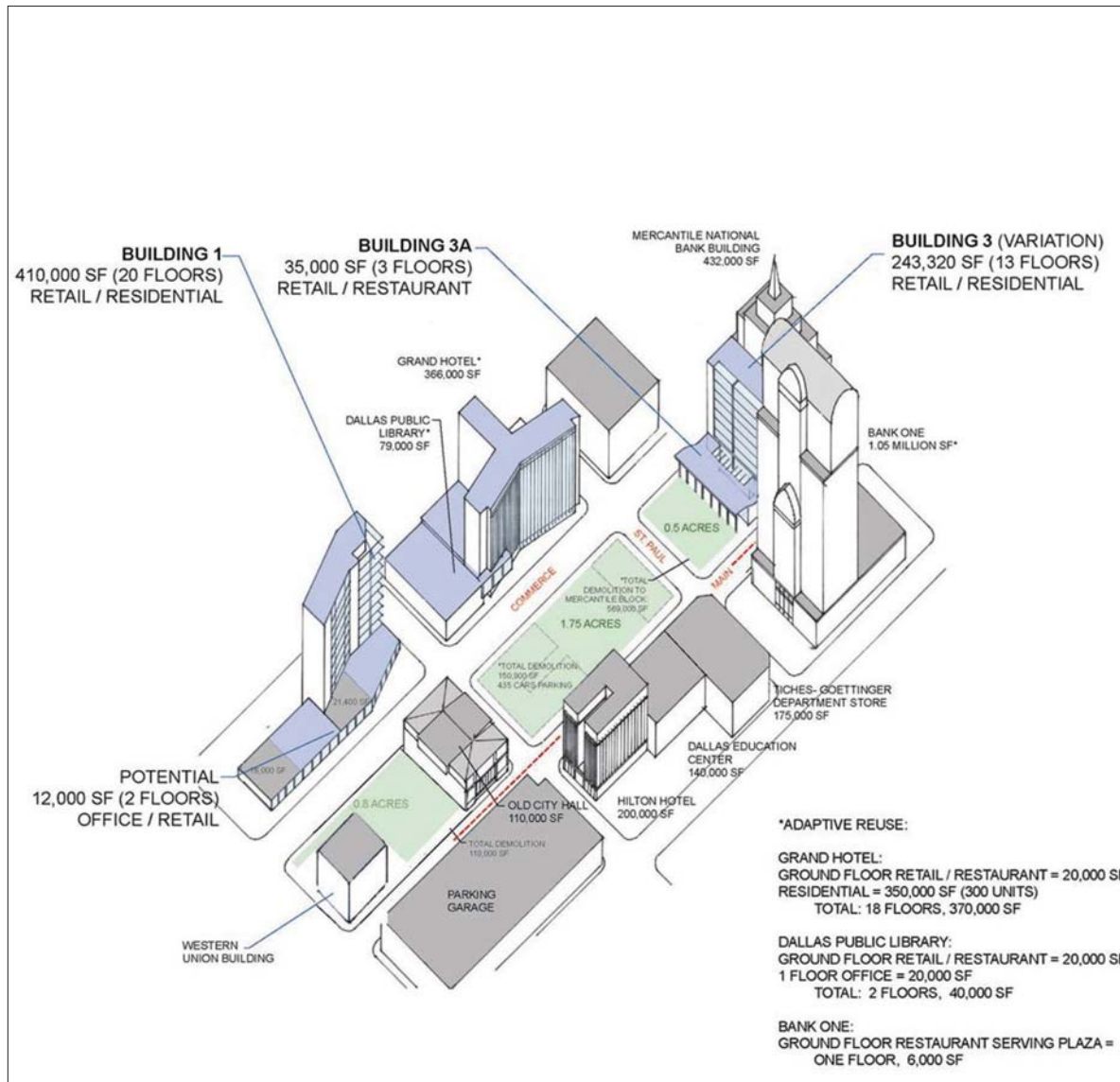


Main Street Garden Axonometric View Showing Redevelopment Potential

## Redevelopment Potential with Expanded Park

The second development scenario is contingent upon a larger overhaul of the Mercantile Complex (which involves pushing it back 0.5 acre to the west), and expanding the park an additional .5-acre so that it extends across St. Paul Street. In this scenario, a new 13-story residential tower is built adjacent to the Mercantile Tower and then steps down to a low 3-story park-oriented retail/restaurant building.

The redevelopment potential of the other buildings around the site would remain the same as the first option.



Expanded Main Street Garden Axonometric View Showing Redevelopment Potential

# core parks programming & planning

## **Pacific Plaza**

i Analysis and Documentation

i Concept, Program and Design

i Redevelopment Potential





Pacific Plaza

# core parks programming & planning

## Analysis & Documentation

### Existing Conditions

#### *Urban Context*

The Pacific Plaza site is strategically located in the north-central part of downtown between the Main Street District and the Arts District. The site is bounded by Bryan Street and the DART line (north), Live Oak and Pacific Street (south), St. Paul Street (west), and Harwood Street (east). The 3-acre site is flanked by the Adam's Mark Conference Center on the east (banquet areas overlooking the site), the Republic Center office complex (proposed for residential development) on the west, and One Dallas Center to the north. The newly opened club 'Blue', the Pacific Place office building, the historic Majestic Theater, and another proposed high-rise residential project define the southern edge of the site.

#### *Distinguishing Characteristics*

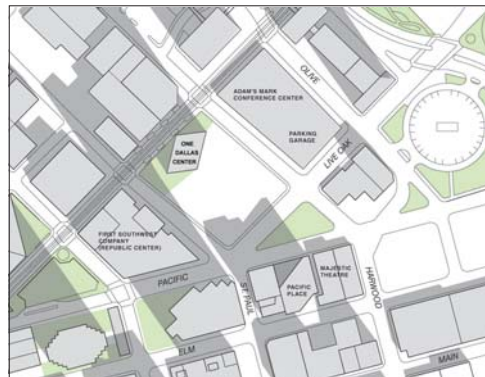
Pacific Plaza lies in a vibrant part of downtown characterized by a unique mix of office towers, existing/proposed adaptive-reuse residential units, hotel and conference space, and restaurant/entertainment uses.

Located at the crossing of two intersecting urban street grids, the odd shape of the site and multiple exposed facades of the surrounding buildings manifest this dynamic geometry. The containment of the site by high-rise towers alternating with lower buildings yields a dramatic play of sunlight and shadow across the site throughout the day.

The site between Live Oak Street and One Dallas Center is currently a surface parking lot with numerous landowners. Aston Park, south of Live Oak, is characterized by a triangular grid of mature canopy trees.



View Looking South Towards Aston Park



Shadow Study @ 12:00 P.M. Equinox

south of Live Oak, is characterized by a triangular grid of mature canopy trees.



View looking East Towards the Adam's Mark Hotel



View Towards One Dallas Center



Pacific Plaza - Aerial View from the Adams Mark Hotel

# core parks concept & programming

## Concept, Program and Design

### Concept

The concept for Pacific Plaza is the creation of a multi-use civic park that can successfully accommodate the various recreational needs of the unique and diverse land uses surrounding this site. Of the three core park sites, Pacific Plaza is by far the most suitable for potential programming as a large civic gathering and event space.

### Program

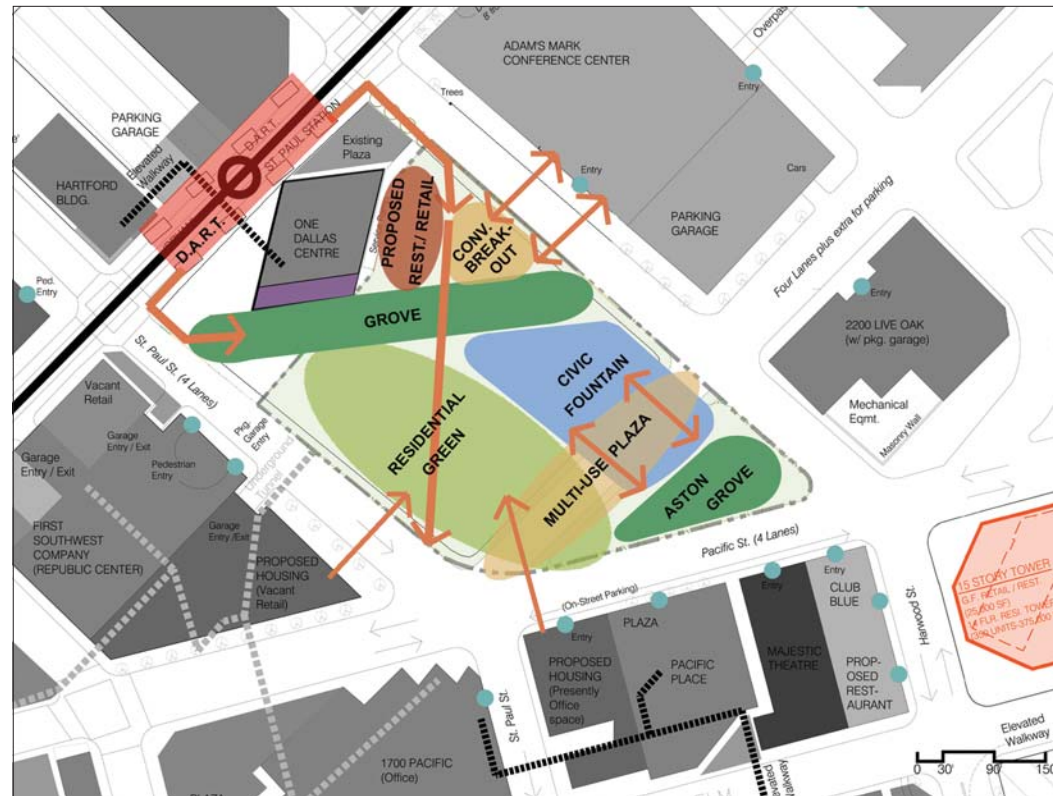
The various program elements collectively work toward the creation of a multi-use civic space. A large multi-use civic green is proposed on the western half of the site. A large civic fountain along the east edge of the site will be a symbol of civic pride and a major gateway feature announcing arrival into downtown. A major plaza in the northeast corner of the site will serve as a conference center breakout space as well as an entrance plaza for a new restaurant/retail building. Ample shaded seating will accommodate the anticipated lunchtime and event crowds. Important pedestrian connections to the Conference Center, the DART station to the north, the Arts District, and the existing tunnel network will be created.

### Design

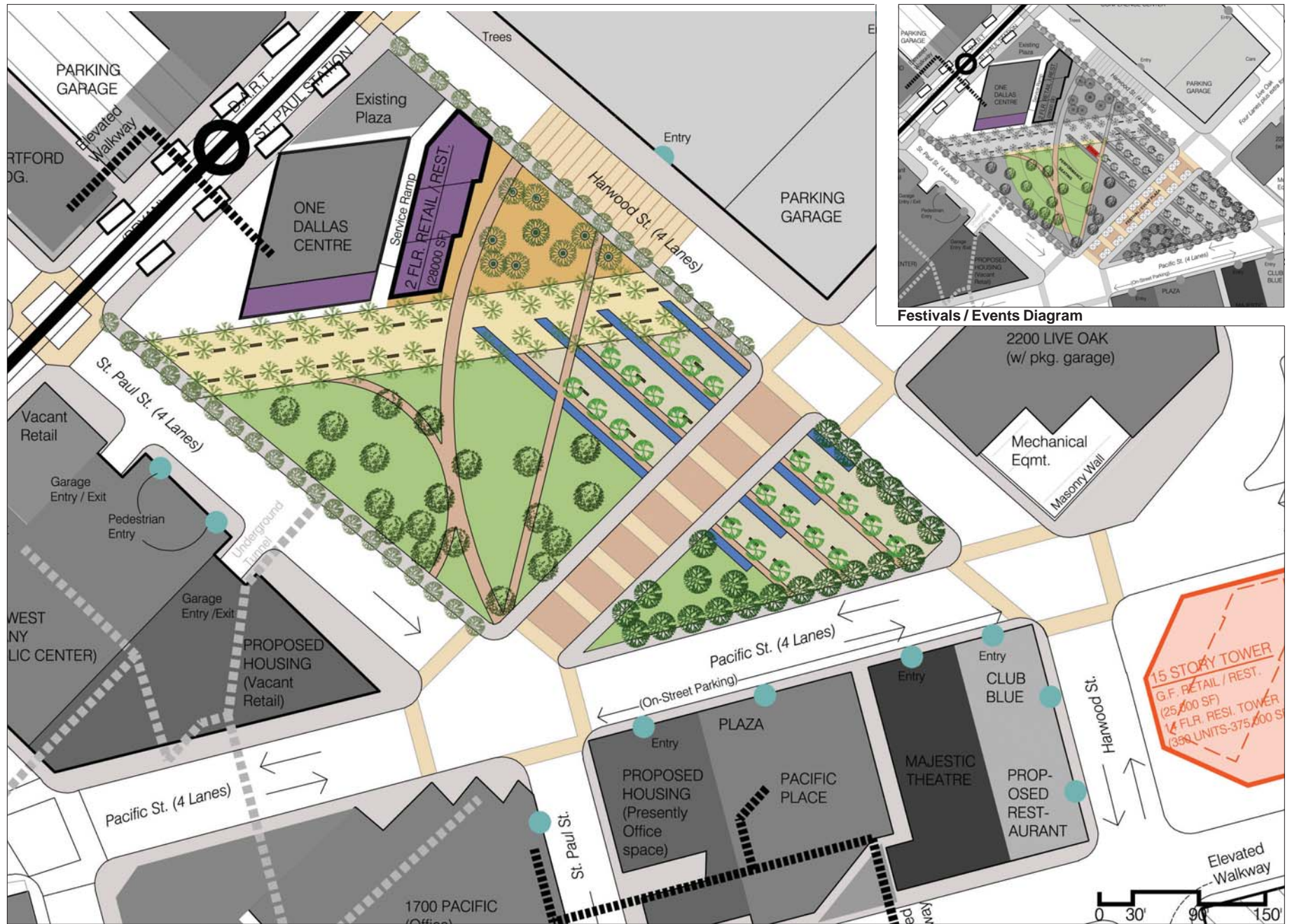
The multi-use civic green can accommodate the full range of recreational activities, from pick-up sports to sun-bathing, in addition to accommodating large civic festivals and events. This performance and event space could serve as a venue for many of the outdoor performances that are currently held in the Arts

District, drawing these activities closer into the heart of downtown. The civic green can be reinforced to resist soil compaction associated with large events and festivals. A performance stage can be easily and quickly set up on the fountain plaza (in the heart of the site), with informal performance seating on the grass amidst shade trees.

The large civic fountain will be a major downtown visual amenity and interactive attraction for children and adults alike. The fountain engages Live Oak Street, fully integrating the Live Oak corridor into the park environment. Special colored paving of Live Oak could be closed to vehicular traffic on weekends and during events and festivals



Pacific Plaza Program Diagram



Pacific Plaza Plan Diagram

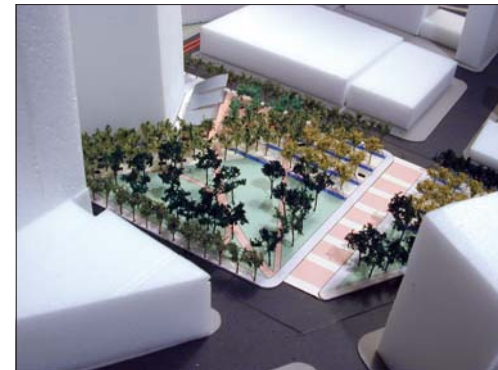
when it will be utilized as a large recreational and festival/event plaza. Aston Park could be visually connected to the rest of the park on a daily basis and physically connected during weekends and events.

A conference center breakout space is proposed on the northeastern edge of the site adjacent to the Adam's Mark Conference Center. In conjunction with a new restaurant/retail building at the base of the One Dallas Center, this space will have the capacity to serve thousands of visitors.

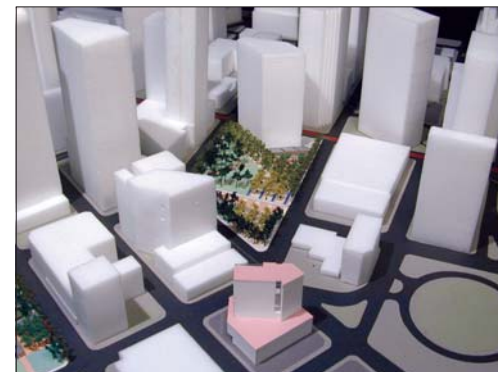
A diagonal grove of deciduous trees will extend from the existing food court along the north-west edge of One Dallas Center to the eastern edge of the site near the proposed restaurant/retail building. Ample shaded seating under this grove will accommodate the major lunch time and event users of the park.



Aerial View From Adam's Mark Hotel



Aerial View of Large Civic Garden  
From the Southwest



Aerial View From the Southeast



Pacific Plaza Artists Rendering from the Adam's Mark Hotel

## Redevelopment Potential

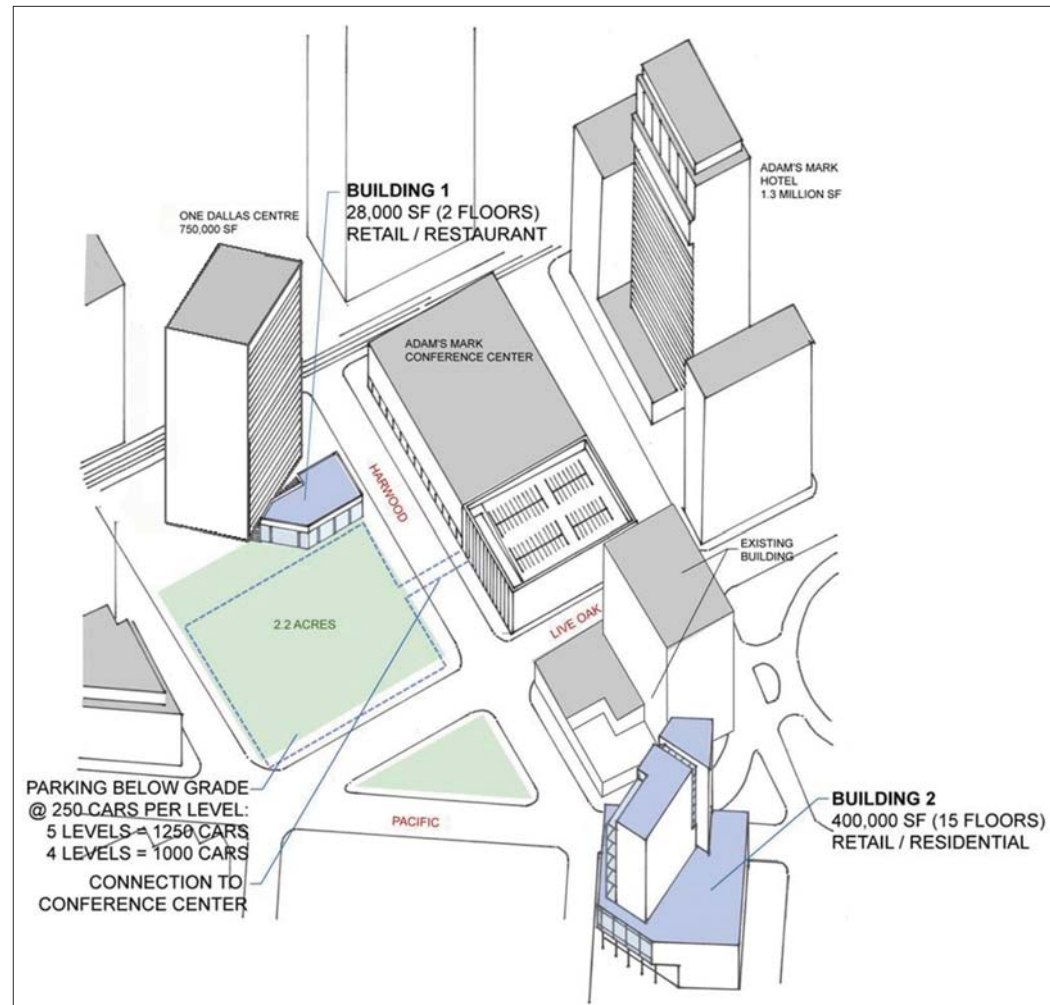
Despite being the largest of the three core parks, Pacific Plaza has the least potential for redevelopment around it. The explanation for this is simple; there is already substantial redevelopment, primarily residential, occurring to the south and west. Due to the momentum of existing redevelopment efforts surrounding this site and the resulting urban activity, Pacific Plaza is poised to immediately become a successful downtown signature park and the centerpiece of the Dallas' downtown park network. The redevelopment potential around this site was discussed with local developers and economic specialists to arrive at the following projections:

The site footprint lends itself to be the most conducive for underground parking and can easily accommodate up to 250 cars per level. It must be noted that an underground parking garage could limit the full growth of large shade trees and plantings above it.

A 15-floor residential tower with street level retail is viable in the parcel to the south-east of the site.

A 2-floor retail/restaurant building (facing Pacific Plaza) at the base of the One Dallas Center tower would work well in conjunction with the proposed conference center breakout space.

The insertion of these new park oriented buildings would further enhance the great diversity of uses around the park, unrivaled in other downtown locations.



Pacific Plaza Axonometric View Showing Redevelopment Potential





# core parks programming & planning

## **Pedestrian Network & Linkages**

- Creation of a Core Pedestrian District
- Streetscape Enhancements
- Priority Linkages



# creation of a core pedestrian district

Each of the core parks has been programmed considering the diverse uses in the immediate vicinity of the space. However, while beneficial by themselves, they have to work in concert to have the ability to dramatically transform the downtown core.

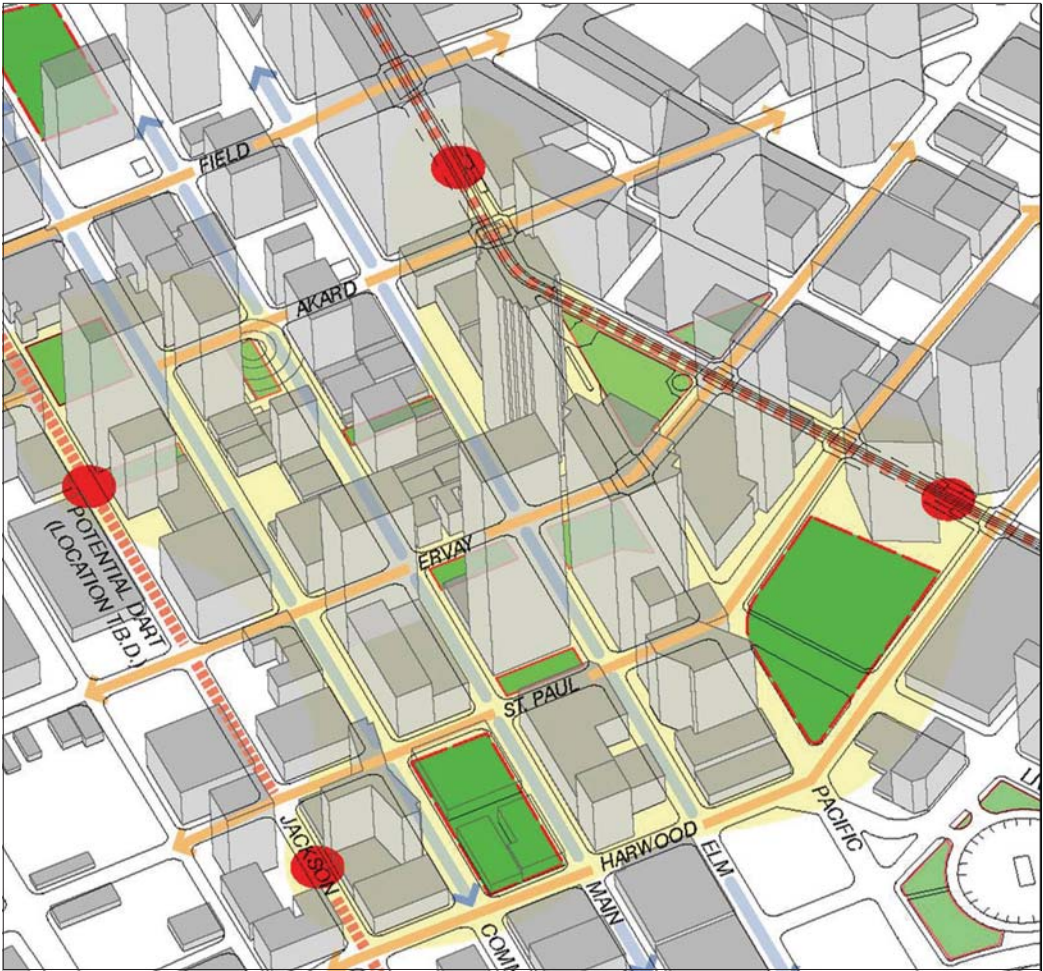
The parks can help to expand a core pedestrian district defined by a walkable network of parks, open spaces and linkages. DART lines strengthen and serve the pedestrian core and are an additional overlay of a successful core pedestrian district.



Resulting Pedestrian District: Defined



Existing Pedestrian District: Fragmented



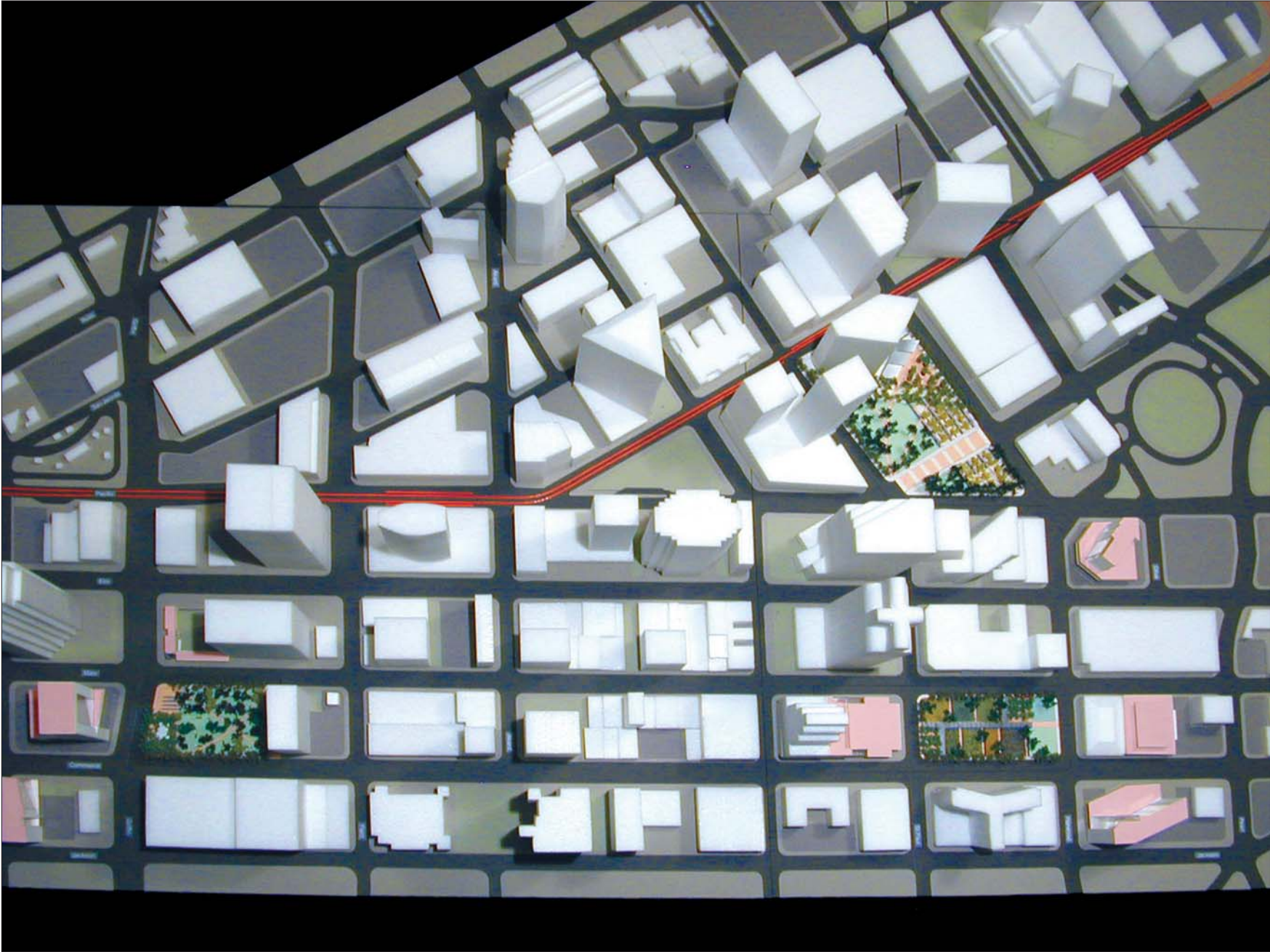
Axonometric: Creation of a Core Pedestrian Precinct



Northeast Aerial Oblique View Showing Main Street Garden & Pacific Plaza



Parks Composite – Showing Redevelopment Potential, Existing Public & Private Open Spaces, Enhanced Streetscapes & the Existing DART Network



Birds Eye View of Downtown Showing all Three Proposed Core Parks

# core parks programming & planning

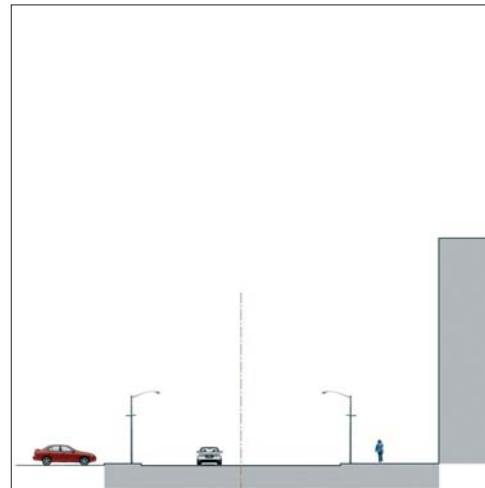
## Streetscape Enhancements

Streetscapes are critical connectors that have the ability to invigorate any downtown. Most successful downtowns in the world have streetscapes that foster and celebrate a diversity of pedestrian activity. Precedent studies have clearly indicated that enhancement of major streetscapes in any downtown is important to successful park development.

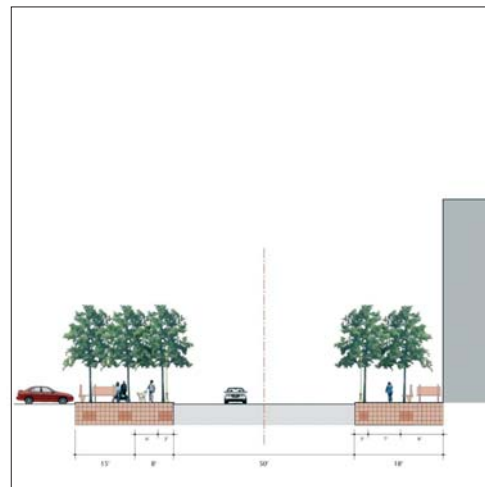
Today, most of the downtown streets are devoid of any noticeable activity after business hours. The reasons for this are predictable: these over-paved, under-landscaped spaces fail to provide much-needed shade and street-level amenities to generate activity, making them neither climatically nor socially comfortable environments.

The following diagrams demonstrate how minor interventions including widening of sidewalks to accommodate shade trees, as well as street furniture and street-side cafes at strategic locations, can enhance the streetscape network, to transform downtown into a more desirable place for pedestrians.

## Streetscape Meets Surface Parking

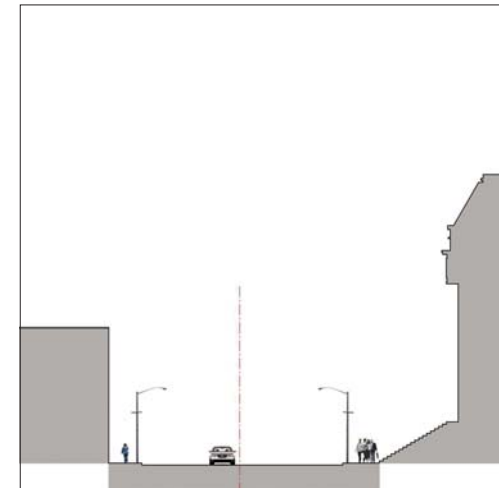


Existing Condition

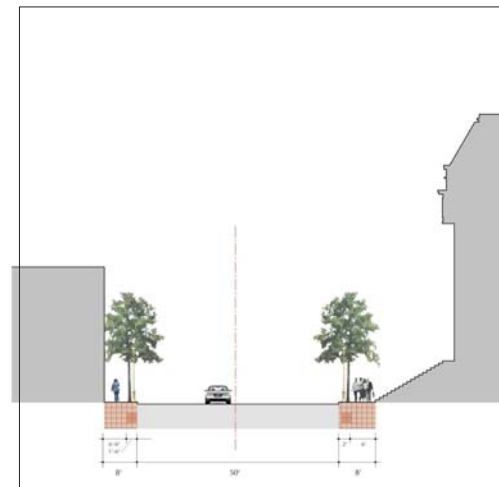


Proposed Condition

## Streetscape Meets Historical Building



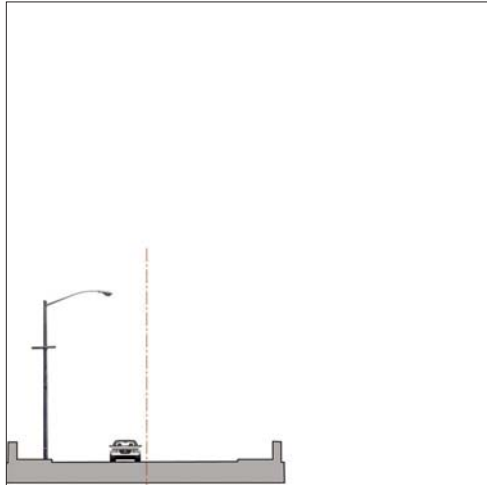
Existing Condition



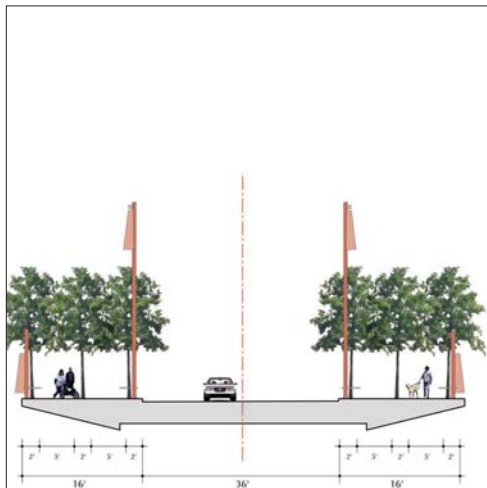
Proposed Condition



### Streetscape Meets 'Deck-Overs'

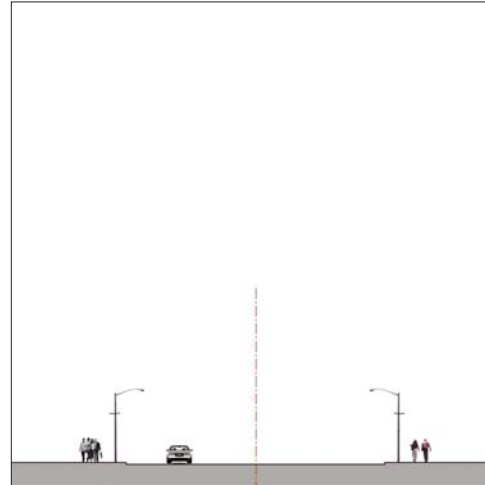


Existing Condition

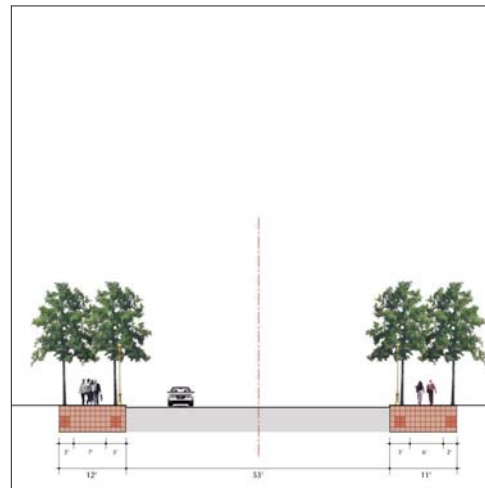


Proposed Condition

### Streetscape Meets Open Space

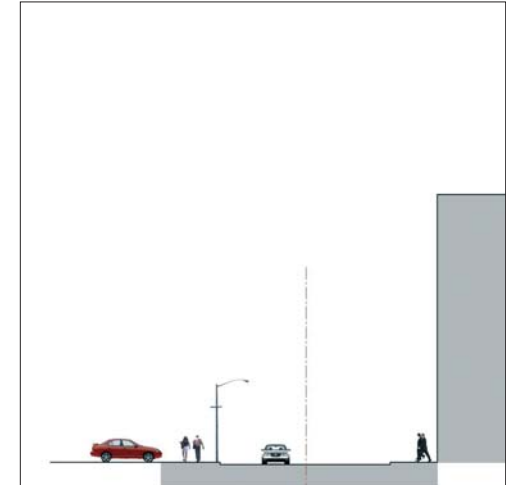


Existing Condition



Proposed Condition

### Streetscape Meets Existing Facade



Existing Condition



Proposed Condition

## Harwood Street Linkages

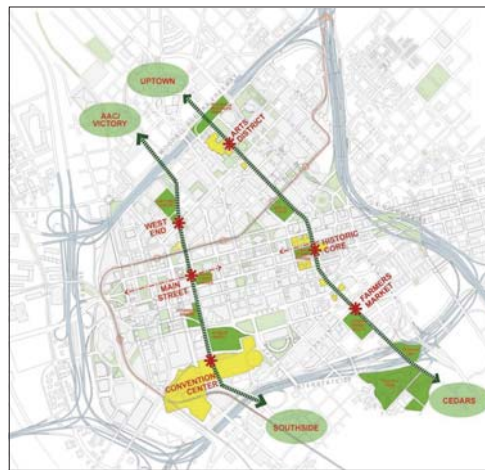
Harwood St. is an important north-south corridor which connects two of the three core parks - Main St. Garden and Pacific Plaza. Enhancement of this link would strengthen the connection of Uptown, the Arts District, Farmer's Market and the Cedars neighborhoods to downtown's historic core.



Harwood Street Enhancements

## Griffin Street Linkages

Numerous convention visitors attend the Dallas Convention Center each year. Enhancements to Griffin Street – a critical north-south link - have the potential to increase participation of conventioners in the downtown core. It would also strengthen the connection of the West End neighborhood to downtown's historic core.



Griffin Street Enhancements

## Market & Ross Street Linkages

The recent revitalization of the Dallas Arts District should be complemented by an enhancement of Ross St., which is the primary connector between the Arts District and the West End.

Market St. is another potential streetscape enhancement that could strengthen the West End and Oak Cliff connection to the downtown core.



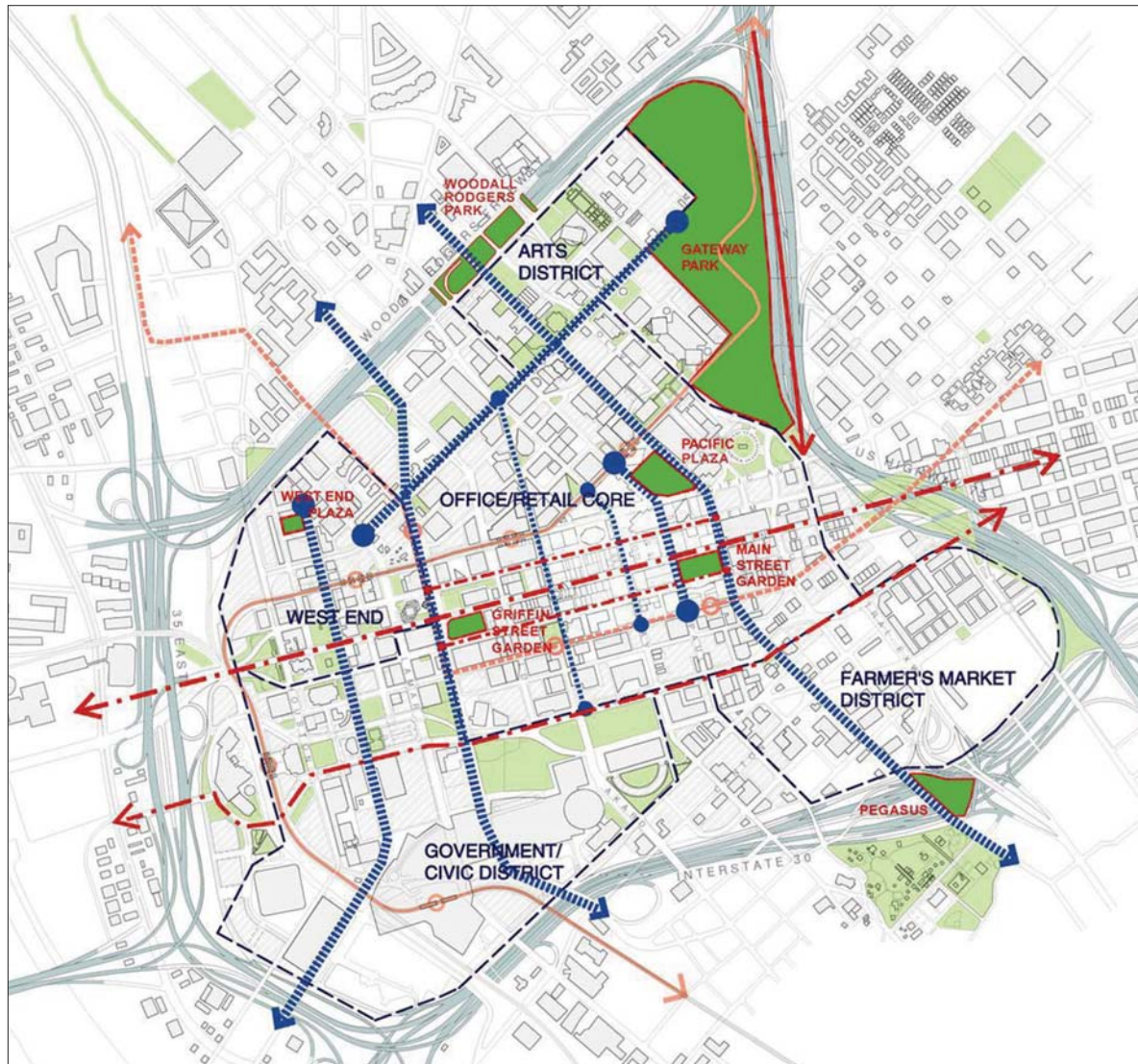
Market & Ross Street Enhancements

## priority linkages

### Overall Park Network with Priority Park Sites and Linkages

In addition to the three major north-south street improvements, streetscape enhancements of the major east-west corridors - Elm, Main and Commerce, are important to creating an active, pedestrian-focused downtown park network.

This integrated streetscape and urban parks network will catalyze increased movement from outlying neighborhoods to areas inside the Loop, and will dramatically increase the amount of activity within the downtown core.



Overall Park Network with Priority Park Sites and Linkages

# implementation

## Core Park Cost Projections

### *Griffin Street Garden (1.5 Acres)*

- Estimated Capital Cost  
Range of \$4.5 - \$6.0 million  
(not including land acquisition)
- Estimated Operation and Maintenance Cost  
Approximately \$125,000

### *Main Street Garden (1.75 Acres)*

- Estimated Capital Cost  
Range of \$5.3 - \$7.0 million  
(not including land acquisition)
- Estimated Operation and Maintenance Cost  
Approximately \$125,000

### *Pacific Plaza (3.0 Acres)*

- Estimated Capital Cost  
Range of \$6.2 - \$8.0 million  
(not including land acquisition)
- Estimated Operation and Maintenance Cost  
Approximately \$150,000

**Note:** The Core Parks as presented herein are only diagrammatic at this point. The concept and programming are intended to represent the potential development based upon the three projects happening concurrently. As one park becomes the first initiative, the final program and design will be further developed to meet the priorities of the new park.



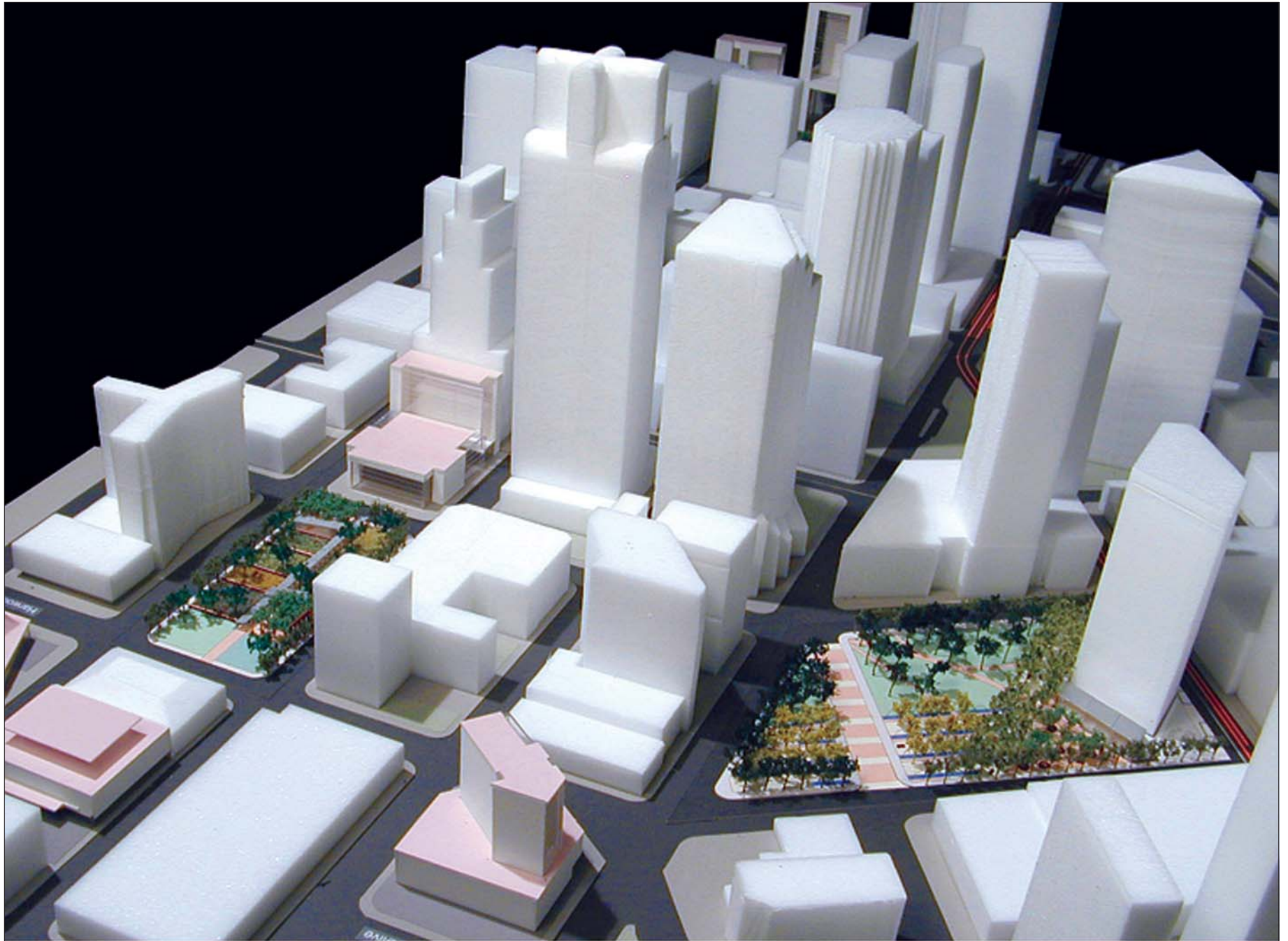
Griffin Street Garden



Main Street Garden



Pacific Plaza



Core Parks in Downtown Model

# implementation

## Potential Economic Impacts

### Griffin Street Garden

- Potential Private Capital Investment \$110 - \$120 million
- Pros: Strong potential to activate new infill development on west side of park

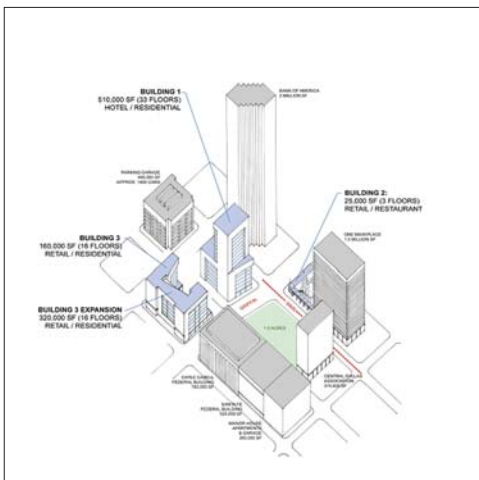
### Main Street Garden

- Potential Private Capital Investment \$250 - \$275 million
- Pros: Though three sides around the park include vacant buildings, this park has great potential to catalyze new development of significant time-period architecture

### Pacific Plaza

- Potential Private Capital Investment \$80 - \$100 million
- Pros: Though less significant in terms of potential private investment, this urban park has the greatest potential for immediate impact due to current mixed-use activities around all four sides of the park

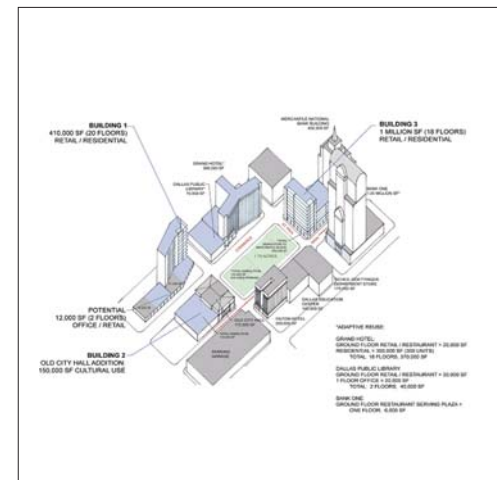
*Note:* The priority order for implementation will be based upon partnering opportunities & surrounding development opportunities. Efforts are already underway to pursue these partnerships & strategies for developing new urban parks downtown.



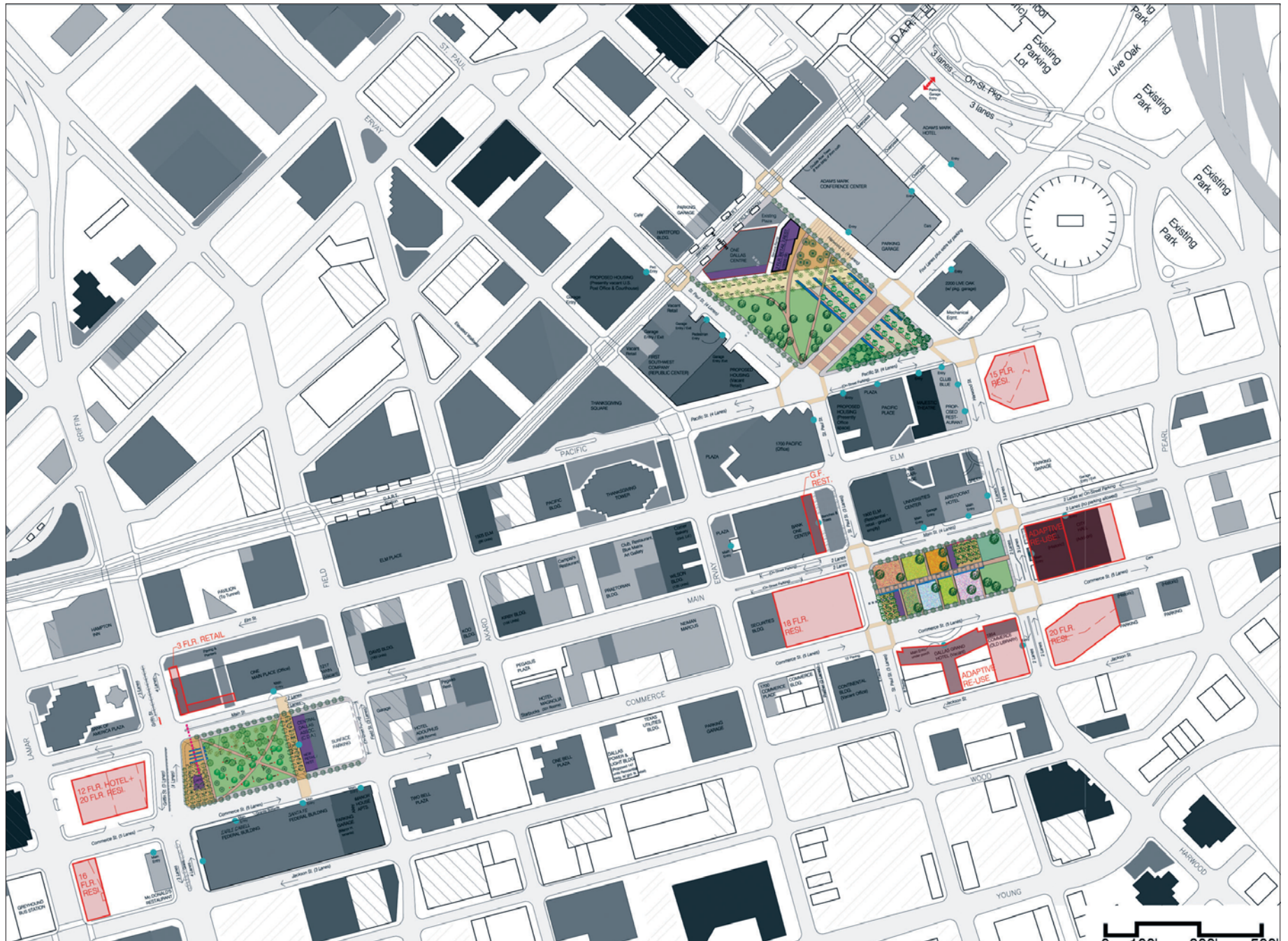
Griffin Street Garden



Main Street Garden



Pacific Plaza



Core Parks with Redevelopment Potential

# implementation

## Funding Considerations

Having garnered great enthusiasm from downtown leaders and stakeholders, the City is well postured to begin implementing one or more of the proposed core parks. This can be accomplished through strategic funding partnerships and combined resources. The momentum already achieved through the Downtown Parks Master Plan can now be translated into a plan for implementation. Additionally, the City can pursue long-term maintenance endowments and commitments to cover all the annual costs for park operations. This strategy will prove to be a win-win for all the parties involved in downtown.

### ***Park and Recreation Department***

The successful bond referendum in 2003 provides a great starting point for funding implementation of urban parks in the CBD. The bond program includes an allocation of \$5 million dollars for downtown parks. These funds can be leveraged with other sources to allow the City to move forward with park site acquisition and development.

### ***Public Works and Transportation***

New infrastructure improvements in downtown can be combined with the development of urban parks. These include roadway improvements, streetscape enhancements, utility services, and lighting improvements. A coordinated effort will ensure public funds are directed to the common vision for the downtown environment.

### ***Department of Development Services***

With a focus toward economic development in downtown, this department can play a major role in strategic partnering with public and private entities. This also includes the potential funding sources through the TIF districts in downtown.

### ***Public Partnerships***

There is great potential for partnering with major public agencies in downtown. These include alliances with Dallas Area Rapid Transit, Dallas County, Dallas County Community College District, U.S. General Services Administration, Texas Department of Transportation, and others.

### ***Private Partnerships***

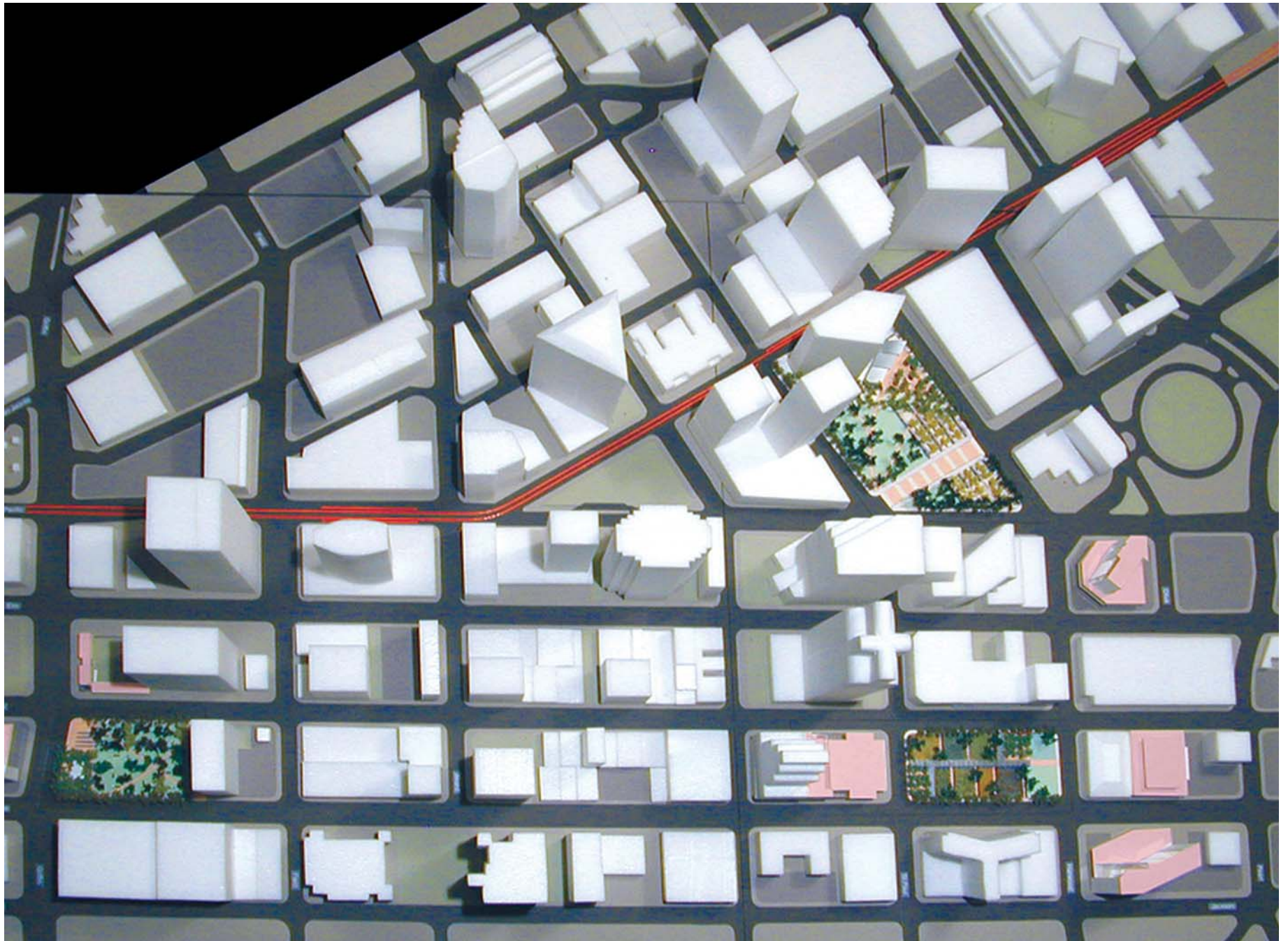
Being located in the economic center of Dallas, business leaders realize the impact of signature urban parks in downtowns. Strategic partnerships for both capital dollars and maintenance agreements will position Dallas' urban parks as a catalyst for economic development. The priority order for implementation will be based upon partnering opportunities & surrounding development opportunities. Private partnerships might include hotels, retailers, developers, Central Dallas Association, Downtown Partnership, Inc., Downtown Improvement District, West End Association, Friends of the Dallas Arts

District, Friends of the Farmers Market, Thanksgiving Foundation, and many others.

### ***Grants***

A variety of state and federal grant programs can be explored for potential funding for urban park improvements. This would include programs such as the Urban Park & Recreation Recovery (UPARR) grant program, which has been highly successful in many cities across the U.S. Though federal funding has been cancelled for now, it may be reenacted under future administrations.





Core Parks in Downtown Model

# implementation

## Keeping Momentum

The focus on improving the image of downtown Dallas, and its economic vitality for the city, has broad-based momentum. City leaders, stakeholders, and downtown merchants are coming together at this moment in Dallas' history to create a unified vision for downtown. The Downtown Parks Master Plan is another step in fulfilling this common vision.

Urban parks activate downtowns. This has been proven in many case studies in the United States, several being noted in this document. As was stated in the second interim report of the [Inside the Loop 2003 Committee](#), *"Other major cities across the United States have invested hundreds of millions of dollars – or even billions of dollars – in coordinated public/private strategies for their downtowns. It is time for Dallas to undertake similarly bold strategies in an ambitious, yet businesslike, orderly and pragmatic manner. We must have the collective will – in both the public and private sectors – to embrace this approach in order to realize the economic benefits such investments deserve".*

A unified vision and strategy for urban parks and public spaces will have a dramatic impact on the perception of Dallas locally, nationally, and internationally. The City of Dallas must use all its collective energy and resources to make this a reality.

# team acknowledgements

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Marcel Quimby

## **David Newton Studio**

David Newton

## **Charles Gojer & Associates**

Charles Gojer

## **University of North Texas**

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