

Memorandum



CITY OF DALLAS

DATE November 9, 2018

TO Honorable Members of the Mobility Solutions, Infrastructure and Sustainability Committee

SUBJECT **Klyde Warren Park: Completing the Vision – Connecting and Unifying**

On Monday, November 12, 2018, the Mobility Solutions, Infrastructure and Sustainability Committee (MSIS) will be briefed on phase II of Klyde Warren Park including projected timeline, funding sources, and value to the City. The briefing materials are attached for your review.

Please contact me if you have any questions or concerns.

A handwritten signature in blue ink, appearing to read 'Majed A. Al-Ghafry'.

Majed A. Al-Ghafry, P.E.
Assistant City Manager

[Attachment]

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Chris Caso, City Attorney (I)
Carol A. Smith, City Auditor (I)
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge

Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Directors and Assistant Directors

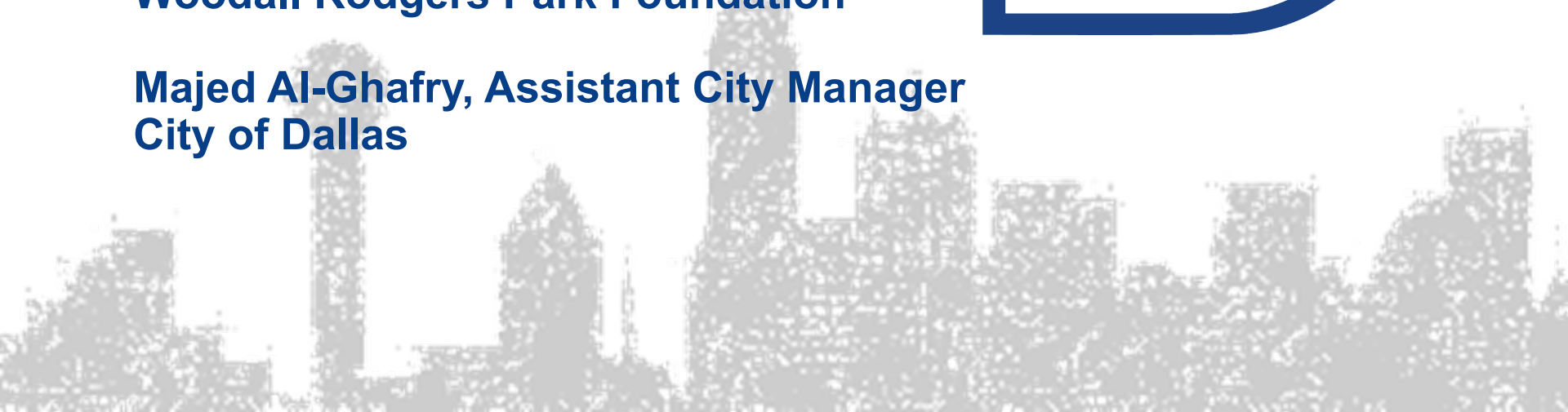
Klyde Warren Park: Completing the Vision – Connecting and Unifying

**Mobility Solutions,
Infrastructure and
Sustainability Committee**

November 12, 2018

**Jody Grant, Chairman
Woodall Rodgers Park Foundation**

**Majed Al-Ghafry, Assistant City Manager
City of Dallas**



Klyde Warren Park: Connecting Uptown and Downtown



2009



2016

Klyde Warren Park: Epicenter of Dallas

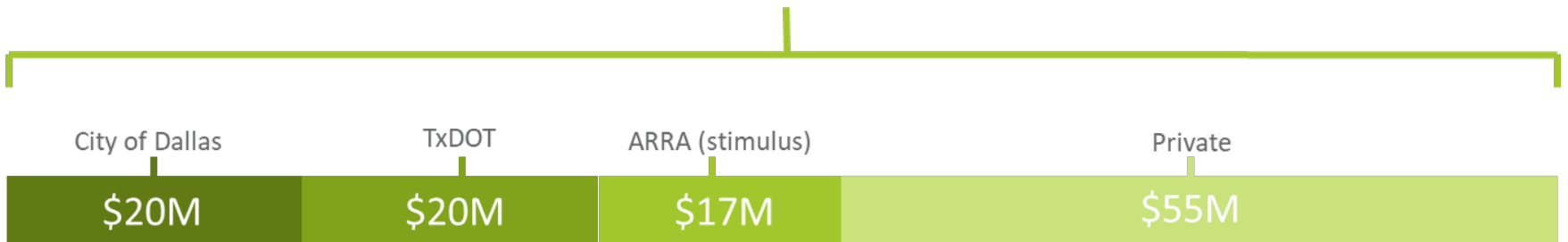
"Dallas' new main street has become Woodall Rodgers Freeway....
Now downtown's epicenter has shifted again, with Klyde Warren Park the
centerpiece."

The Dallas Morning News, January 7, 2016



Funding for Phase I of Park

Total: \$112M



Payback period on City's investment: 2.75 Years

Created \$20+ M of new Dallas tax revenue

Economic Value Added

Current Estimate: \$2 Billion



Completing the Vision

“This is something that is going to happen at some point.
It’s a natural progression for the park.”
Mike Rawlings

The Dallas Morning News, December 23, 2015



KLYDE WARREN
PARK

Completing the Vision: Pavilion Rendering



Pavilion and Akard Deck Rendering

Akard Deck is an opportunity to enhance the park experience through an outdoor space concept. Comments and suggestions will be sought for inclusion in final design.



Klyde Warren Park Pavilion

VisitDallas Experience Center

- New home of VisitDallas Experience Center
- Three-level, 20,000 square-foot building
- Introduces visitors to Dallas, its history and traditions using high-tech, state-of-the-art technology
- Provides centralized ticketing for sports and cultural events
- 250,000-500,000 visitors expected annually
- Includes 10,000 square-foot event space
- Roof-top terrace

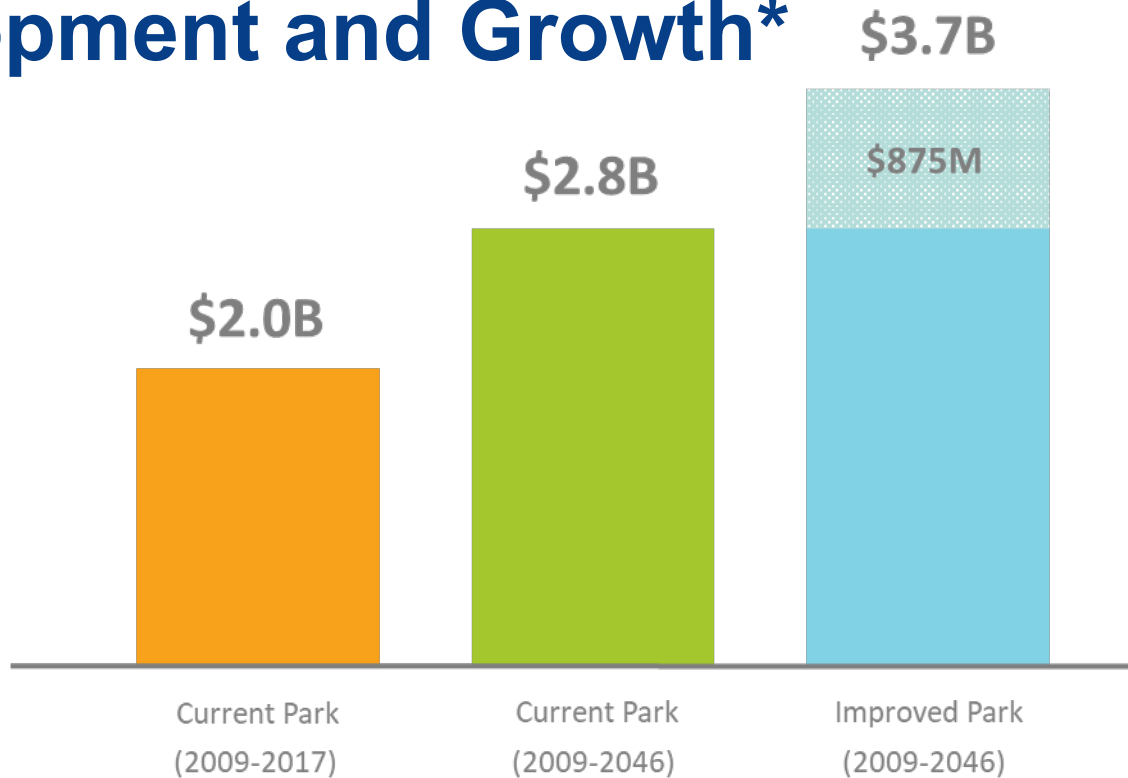
Quality of Life

- Improves and completes the original bridging of Woodall Rodgers Freeway
- Enhances the all-important connectivity between Dallas Arts District, Klyde Warren Park, and Perot Museum
- Provides countless additional programming opportunities
- New multi-purpose event center for Klyde Warren Park



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Creating Unprecedented Economic Development and Growth*



*net present value

Source: Klyde Warren Park: The Economic Rationale for Improvements. HR&A. July 2016.

Creating Unprecedented Economic Development and Growth



TOTAL = \$875 million
in value from improvements

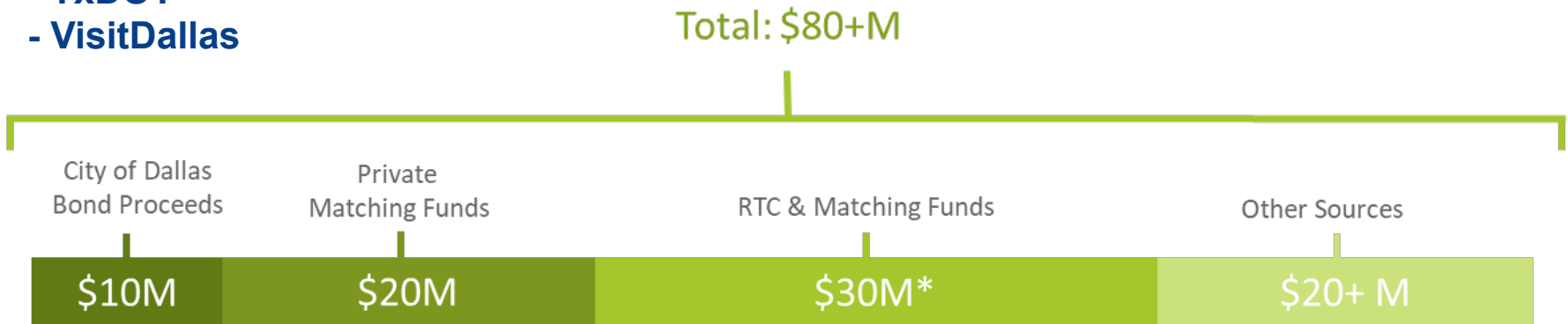
Benefits

- 1.1 million new park visitors annually
- \$875 million of present value added
- \$540 million in new tax revenues over 30 years
- Financial support and sustainability for KWP

Current Proposed Project Funding

Public-Private Partnership:

- Woodall Rodgers Park Foundation
- North Central Texas Council of Governments (NCTCOG)
- City of Dallas
- TxDOT
- VisitDallas



*Regional Transportation Council (RTC) Funds include the following:

- \$20 million grant appropriation from Surface Transportation Block Grant (STBG)
- \$5 million loan to be paid by private funding over a ten-year period
- \$5 million in TIF funds (subject to approval by the TIF Board of Directors and City Council)

Proposed Project Schedule

- November 2018: Preliminary Design Concept
- December 2018: Klyde Warren Park Project Manager begins work
- Spring 2019: Update MSIS Committee and seek input on design

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