

**OCTOBER 21, 2020 CITY COUNCIL BRIEFING AGENDA
CERTIFICATION**

This certification is given pursuant to Chapter XI, Section 9 of the City Charter for the City Council Briefing Agenda dated October 21, 2020. We hereby certify, as to those contracts, agreements, or other obligations on this Agenda authorized by the City Council for which expenditures of money by the City are required, that all of the money required for those contracts, agreements, and other obligations is in the City treasury to the credit of the fund or funds from which the money is to be drawn, as required and permitted by the City Charter, and that the money is not appropriated for any other purpose.



T.C. Broadnax
City Manager

10-16-2020

Date



Elizabeth Reich
Chief Financial Officer

10-16-20

Date

RECEIVED

2020 OCT 16 PM 3:08
CITY SECRETARY
DALLAS, TEXAS

City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Public Notice

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POSTED CITY SECRETARY
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COUNCIL BRIEFING AGENDA

October 21, 2020

9:00 AM

(For General Information and Rules of Courtesy, Please See Opposite Side.)

(La Información General Y Reglas De Cortesía Que Deben Observarse

Durante Las Asambleas Del Consejo Municipal Aparecen En El Lado Opuesto, Favor De Leerlas.)

General Information

The Dallas City Council regularly meets on Wednesdays beginning at 9:00 a.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council agenda meetings are broadcast live on WRR-FM radio (101.1 FM) and on Time Warner City Cable Channel 16. Briefing meetings are held the first and third Wednesdays of each month. Council agenda (voting) meetings are held on the second and fourth Wednesdays. Anyone wishing to speak at a meeting should sign up with the City Secretary's Office by calling (214) 670-3738 by 5:00 p.m. of the last regular business day preceding the meeting. Citizens can find out the name of their representative and their voting district by calling the City Secretary's Office.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while

Información General

El Ayuntamiento de la Ciudad de Dallas se reúne regularmente los miércoles en la Cámara del Ayuntamiento en el sexto piso de la Alcaldía, 1500 Marilla, a las 9 de la mañana. Las reuniones informativas se llevan a cabo el primer y tercer miércoles del mes. Estas audiencias se transmiten en vivo por la estación de radio WRR-FM 101.1 y por cablevisión en la estación *Time Warner City Cable* Canal 16. El Ayuntamiento Municipal se reúne en el segundo y cuarto miércoles del mes para tratar asuntos presentados de manera oficial en la agenda para su aprobación. Toda persona que desee hablar durante la asamblea del Ayuntamiento, debe inscribirse llamando a la Secretaría Municipal al teléfono (214) 670-3738, antes de las 5:00 pm del último día hábil anterior a la reunión. Para enterarse del nombre de su representante en el Ayuntamiento Municipal y el distrito donde usted puede votar, favor de llamar a la Secretaría Municipal.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

Reglas de Cortesía

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las

attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisara al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

Handgun Prohibition Notice for Meetings of Governmental Entities

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistol oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

The City Council meeting will be held by videoconference. Individuals who wish to speak in accordance with the City Council Rules of Procedure must sign up with the City Secretary's Office. The following videoconference link is available to the public to listen to the meeting and Public Affairs and Outreach will also stream the City Council Briefing on Spectrum Cable Channel 95 and [bit.ly/cityofdallastv](https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e810b8bc0d044caa04b3a92ad1e148c61):

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e810b8bc0d044caa04b3a92ad1e148c61>

9:00 a.m. Invocation and Pledge of Allegiance

Special Presentations

Open Microphone Speakers

VOTING AGENDA

1. [20-2057](#) Approval of Minutes of the October 7, 2020 City Council Meeting
2. [20-2058](#) Consideration of appointments to boards and commissions and the evaluation and duties of board and commission members (List of nominees is available in the City Secretary's Office)

BRIEFINGS

- A. [20-1974](#) Community Transformation Action Roadmap

Attachments: [Presentation](#)

- B. [20-2056](#) Fair Park Master Plan

Attachments: [Presentation](#)

Adjournment

The above schedule represents an estimate of the order for the indicated briefings and is subject to change at any time. Current agenda information may be obtained by calling (214) 670-3100 during working hours. Note: An expression of preference or a preliminary vote may be taken by the Council on any of the briefing items.

EXECUTIVE SESSION NOTICE

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]



City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-2057

Item #: 1.

SUBJECT

Approval of Minutes of the October 7, 2020 City Council Meeting



City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-2058

Item #: 2.

AGENDA DATE: October 21, 2020

COUNCIL DISTRICT(S): N/A

DEPARTMENT: City Secretary's Office

SUBJECT

Consideration of appointments to boards and commissions and the evaluation and duties of board and commission members (List of nominees is available in the City Secretary's Office)



City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-1974

Item #: A.

Community Transformation Action Roadmap



City of Dallas

Community Transformation Action Roadmap
City Council Briefing
October 21, 2020

Dr. Eric Anthony Johnson
Chief, Economic Development and Neighborhood Services
City of Dallas

Presentation Overview



- Why do we need a Roadmap?
- What is the Roadmap?
- What the Roadmap is Not
- Roadmap Objectives
- Key elements
- Roadmap Implementation
- Partner Engagement / Early Drivers
- Measuring Progress and Success
- Integrating City of Dallas Plans into the Roadmap
- Roadmap Initiatives Underway
- Roadmap Highlights
- Next Steps
- Questions





“Now is the time for governments to turn their attention to reimagining a stronger economic future by very deliberately addressing the vulnerabilities the economic crisis has exposed. It is state and local leaders, together with their business and civic communities, who will shape the speed and inclusivity of the economic recovery. The ongoing economic crisis is forcing states and localities to balance a surge in demand for government expenditures with unprecedented funding shortfalls. At the same time, it is requiring them to find ways to build and fund strategies and programs to deliver stronger, more equal, and more resilient economies.”*

- McKinsey & Company



Quote provided by McKinsey & Company, source article: Reimagining the Post-Pandemic Future, August 14, 2020

Why Do We Need A Roadmap?

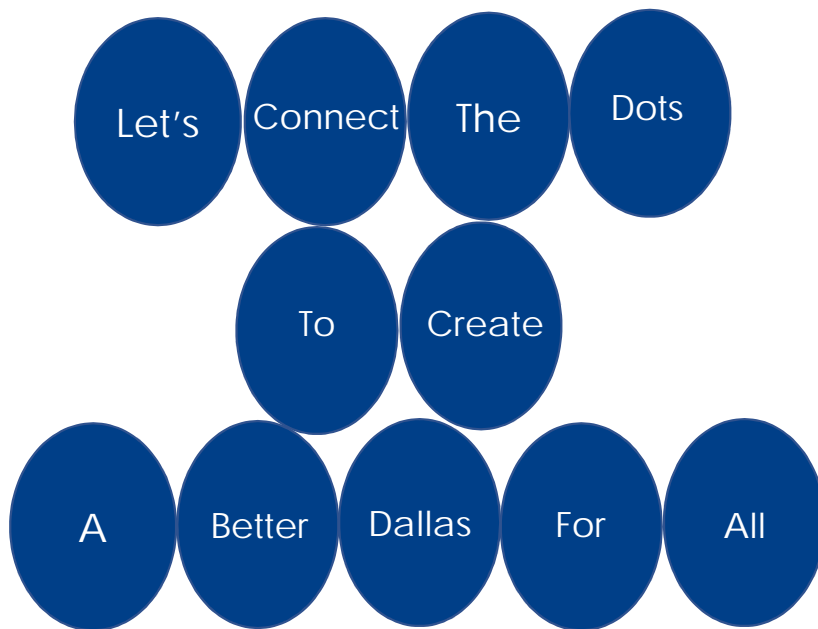


The
Journey
to
Social and
Economic
Progress Begins
With
Action

- For Dallas to continue to evolve, persevere, and thrive, it must examine how it pursues social and economic progressiveness today and how we could pursue it tomorrow.
- Like many other cities, it is necessary to acknowledge that current approaches may not be sufficient and that alignment and flexibility in strategy provides the best opportunity to foster long-term social and economic growth.
- The Community Transformation Action Roadmap is designed to face head-on the present challenges and to shift the axis for tomorrow by deploying an overarching building block approach.
- It is an action driven, focused and aligned journey that re-visions strategies for resource deployment, internal and external programmatic coordination, project prioritization, and external engagement.



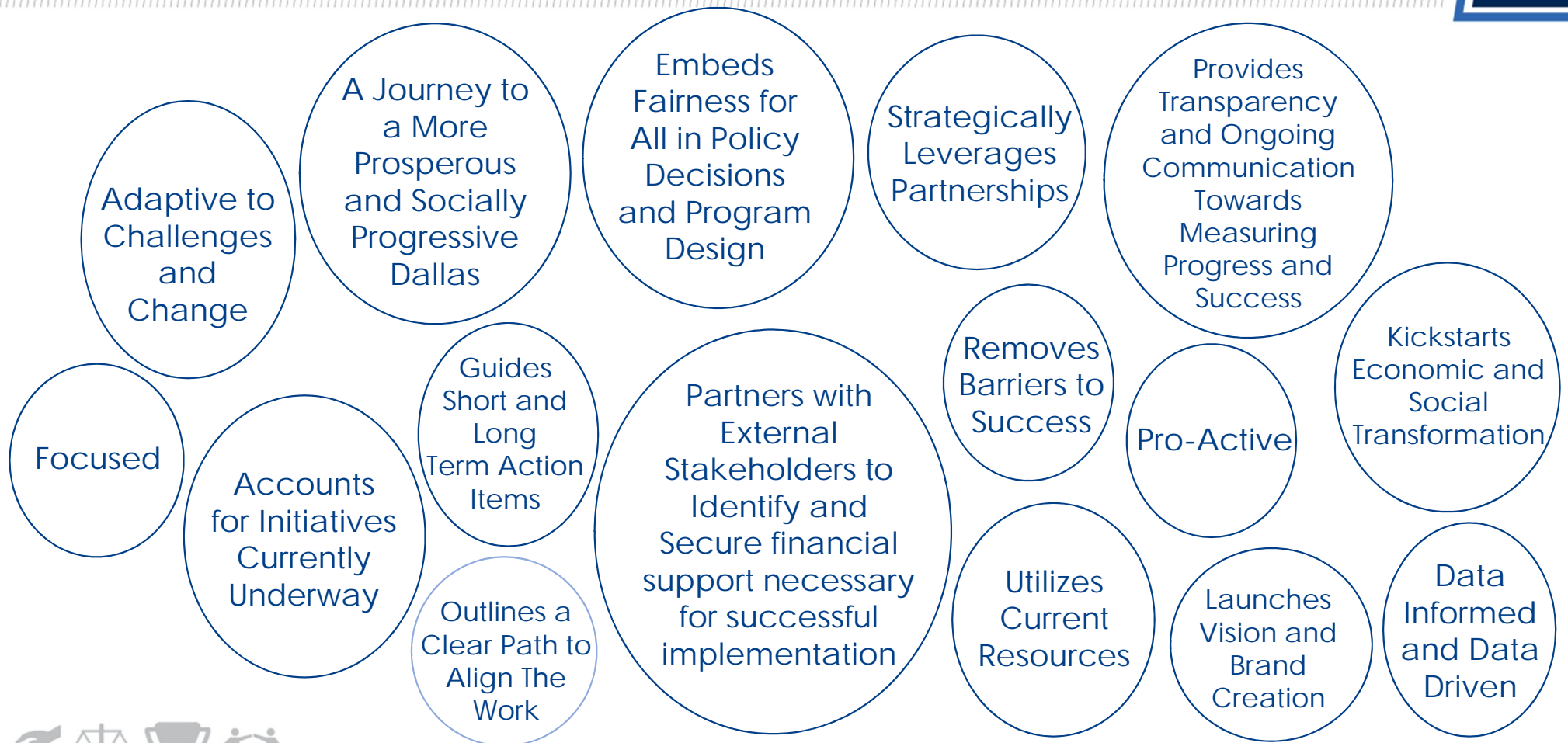
What is the Roadmap?



- The Community Transformation Action Roadmap demonstrates that by connecting the dots and resources across a wide spectrum of issues, we, as a multi-cultural community, have the power to pursue for the long-term, transformational priorities that contribute to creating a socially progressive and economically competitive Dallas for all.
- It targets projects and initiatives to generate much needed economic spending, explores regulatory and policy changes to fuel economic and social advancement, introduces new pilots and initiatives to foster creativity and innovation, and creates a powerful vision and brand.
- Most importantly, the Roadmap aligns its efforts with partners to cultivate support and resources for implementation, beyond the City's General Fund.



What Is The Roadmap?



What The Roadmap Is Not



It is
NOT a
Plan

It Does
NOT
Duplicate
Efforts

It Does
NOT
Rely on
the City's
General
Fund

It Does
NOT
Rehash
The Past



Roadmap Objectives



- The 36-month Community Transformation Action Road Map aligns efforts internally and externally across economic development, housing, community development, and public policy, for greater coordination, communication and engagement when addressing areas of opportunity, community challenges, and crisis.

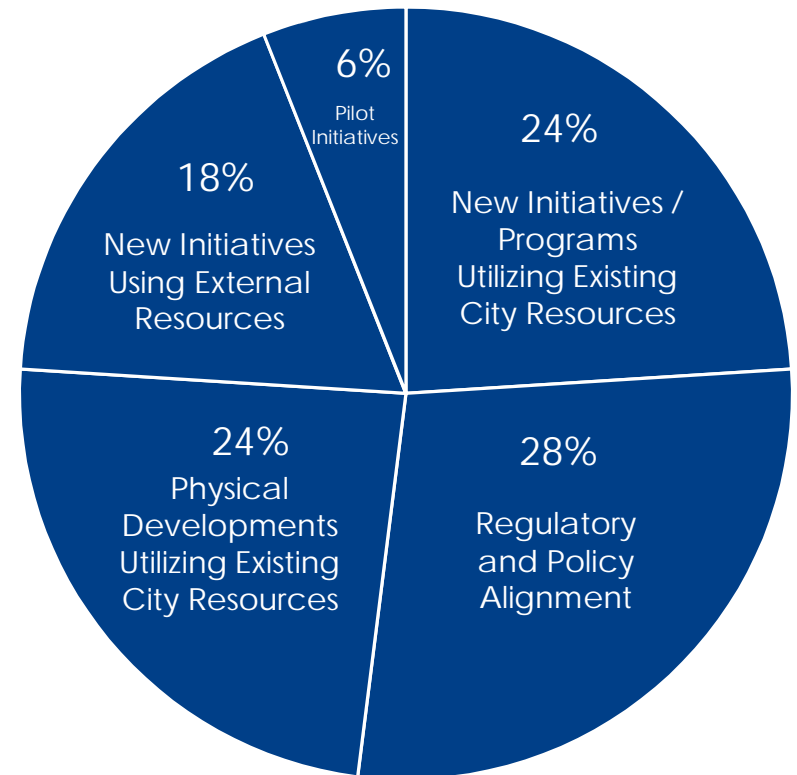


Key Elements



The Community Transformation Action Roadmap is comprised of Projects and initiatives broken into seven (7) categories:

- Housing Initiatives
- Infrastructure Projects
- Transformative Developments
- Pilot Initiatives in Support of Social and Economic Growth
- Capacity Building in Support of Social and Economic Growth
- Resource Development
- External Affairs



Key Elements



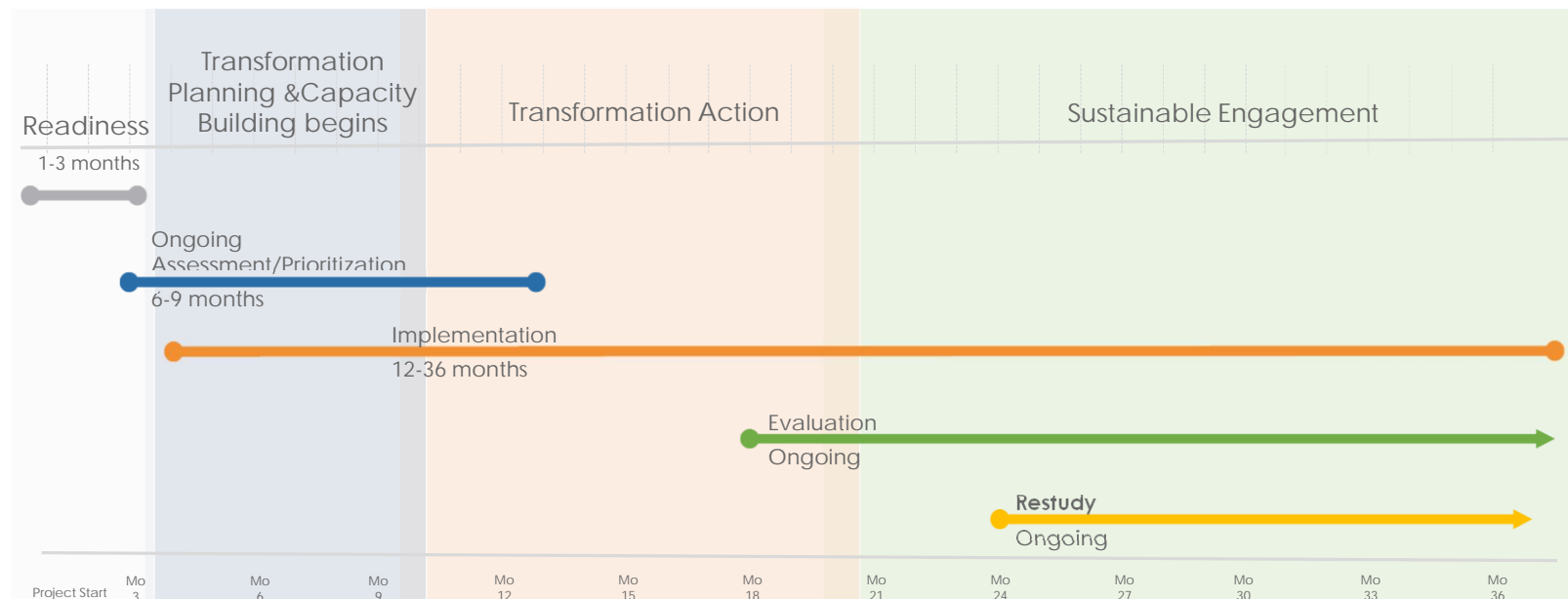
Housing Initiatives	Infrastructure Projects	Transformative Projects	Pilot Initiatives in Support of Social & Economic Growth	Capacity Building in Support of Social & Economic Growth	Resource Development	External Affairs
<ul style="list-style-type: none"> 1,000 affordable housing unit challenge PFC Housing 80% at 50% AMI: 2000 Units PFC Housing Pilot Initiative: City owned land: RFP 500 Units Innovative concepts HFC Housing, LIHTC Credit 1700 Units Site acquisition 300 Units (2) @ 150 Units Each Aligned w/ Community Assets (Commercial Kitchen/Incubator) Housing for Homeless Initiative 900 units Housing Nexus Study Affordable Housing Development Tools Program 	<ul style="list-style-type: none"> Large Scale (>\$10,000,000) Small / Medium Scale (<\$10,000,000) 	<p><u>Physical Projects:</u></p> <ul style="list-style-type: none"> Mall Areas UNT Dallas Area Medical District Urban Core #1 Biotech Initiative <p><u>Development Capacity:</u></p> <ul style="list-style-type: none"> Citywide Comprehensive Plan TOD Plan Hensley Field Redevelopment Plan Reimagine City Development Processes City Parking Code Review Historic Preservation Streamlining Regulations and Processes People Mover Demonstration Convention Center Master Plan 	<ul style="list-style-type: none"> Integrated Community Development Project Neighborhood Level Projects (5) Food Desert Pilots Smart Cities Creative Industry Zones 	<ul style="list-style-type: none"> Underserved Community Revitalization Strategy* Economic Development Policy & Strategic Plan Workforce Development: Growth Clusters Workforce Development: Local Talent Inner City Small Business Hub Small Business Commercial Space Reduction Program* Community Based Development Capacity Building Review / Streamlining of Housing and Economic Development Policies and Regulations Economic Development Entity* Small Business Pop-Up Concept 	<p><u>Community Regeneration Fund*</u>:</p> <ul style="list-style-type: none"> Affordable Housing Revolving Loan Fund Small Business Revolving Loan Fund Historic Preservation Revolving Loan Fund Underserved Communities Small Businesses HUD Sec 108 Revolving Loan AFHTF Housing Stabilization Fund* 	<ul style="list-style-type: none"> Dallas Vision and Brand* Community Relations / Engagement Dashboard Roadmap Evaluation Strategic Partnerships Program and Policy Alignment and Changes Outreach Anchor Institution Economic Development Strategy*



NOTE: While not on the initial set of activities, staff will be exploring the creation of an equitable development initiative designed to build the capacity of minority developers. Examining program structure and format using Washing D. C. and Detroit as guides. Staff will also coordinate with the Black and Hispanic Contractor's Association over the next six months as staff works to develop a minority contractor capacity building program that focuses on increasing bonding capacity. This too will be added to the timeline.

*Funding derived via external sources, not the General Fund

Roadmap Implementation



Q3
2020



Roadmap Implementation



- Alignment and buy-in of the roadmap by community partners serving as thought leaders and early drivers related to specific areas of the Roadmap.
- Staff will utilize a project manager approach, taking responsibility for execution of specific projects / initiatives outline in the Roadmap.
- Creation of coordinated cross departmental team designed to cohesively implement specific elements of the Roadmap.



Partner Engagement



- Partnerships are a vital component of the Roadmap's success.
- Throughout its development 60+ stakeholder meetings were had with council members, individuals, advocates, agencies, business owners, and representatives from non-profits and corporations to discuss the Roadmap and solicit feedback.*

Active Network	Communities Foundation of Texas	Fair Park First	Parkland Health and Hospital System
AT&T	Constantin Foundation (Board Members)	For Oak Cliff	Paul Quinn College
Atmos	Corinth Partners	Friends of Consumer Freedom	PepsiCo, Inc
Bank of America	Cornerstone CDC	Greater Dallas Hispanic Chamber of Commerce	Pharos Capital
Friendship West Baptist Church	Dallas Federal Reserve	Hillwood	Red Bird Mall
Hoque Global	Dallas Foundation	HKS	Social Venture Partners
Baylor Scott & White Health	Dallas Innovation Alliance	Housing Consultant	SouthFair CDC
Big Thought	Dallas Mavericks	Innovan Neighborhoods	St. Luke UMC / Project Unity
Billingsly Co.	Dallas Regional Chamber	Jim Lake Companies	St. Philip's School / Community
Bonton Farms	Dallas Thrives	JPI Construction	State Fair of Texas
Boys and Girls Club	Dallas College	JPMorgan Chase	Studer Group
Builders of Hope, CDC	Downtown Dallas Inc. (DDI)	Lyda Hill Holdings	TREC
Bush Institute	Dallas Entrepreneur Center (DEC)	Matthews Southwest	Trinity Groves
Child Poverty Action Lab	DART	Microsoft	United Way
Coalition for a New Dallas	Ernst & Young	North Dallas Chamber of Commerce	University of North Texas at Dallas
Comerica		North Texas Commission	Volunteers of America
			Wells Fargo
			Workforce Solutions Greater Dallas

*Partial list



Partner Engagement



- From the stakeholder meetings, a common theme surfaced: the desire for a coordinated and holistic strategy to further economic and social progress for all City of Dallas residents.
- With that in mind, the Roadmap was designed to welcome local, regional, and national partners to align, connect, and engage on projects and initiatives within each respective partners' area of expertise.
- Roadmap partners will work with city staff cohesively to support collaborative execution and success.
- The partners listed on the following slides have committed to being early drivers and thought partners for Roadmap support and implementation.



Early Drivers



Serve as a lead thought partner

- Provide guidance and collaboration on building out strategies tied to Bank of America's community investment efforts
- Provide guidance on how best to leverage and maximize stakeholder engagement
- Assist with coordinating and convening partners across areas of expertise that align with the Roadmap

"The framework outlined in the Community Transformation Roadmap is a catalyst for social and economic advancement in Dallas. As part of Bank of America's unwavering commitment to responsible growth, we continue to make investments in efforts like this because they pay valuable dividends in the communities we serve. This platform to drive partnerships between corporations, nonprofit organizations and civic partners will help us create a more equitable and inclusive community and be a beacon for change across North Texas."

– Emily Ledet, Bank of America Market Executive, Dallas Fort Worth



Early Drivers



Supporting the City's Roadmap

- Provide guidance and support to identify and convene partners across all seven categories
- Establish fund for initiatives / projects that require additional resources
- Provide feedback on a strategy for transparent reporting and tracking through a website, dashboard, and evaluation process
- Support fostering national partnerships to assist with creating innovative solutions to further economic and social growth

"At Communities Foundation of Texas (CFT), our mission is building thriving communities for all. CFT is proud to support the City of Dallas' Office of Economic Development and Neighborhood Services Community Transformation Actions Roadmap, as the City works to create a more prosperous Dallas for all."

-Dave Scullin, President and CEO, The Communities Foundation



Early Drivers



JPMORGAN CHASE & Co.

Serve as a thought partner in building out the strategies for implementation in the Roadmap

“Economic opportunity is deeply rooted in the conditions of our neighborhoods – the places where we live, work and go to school. And yet, too many neighborhoods face persistent challenges including poverty, blight and disinvestment. JPMorgan Chase is proud to be a thought partner in creating new pathways to economic opportunity for all of Dallas.”

- Michelle Thomas, Vice President and Head of Philanthropy, JPMorgan Chase, DFW



Early Drivers



Lead partner for Vision + Brand Development and Implementation through Dallas Mavericks Marketing Leadership

- Provide guidance and assistance to identify and convene partners
- Support developing Vision + Brand creation strategy and holistic and progressive community outreach for input and implementation
- Support engaging with leaders in the brand creation space to execute strategy and produce deliverables

“We are proud to have a seat at the table to help find the voice of our city and what DALLAS means to us and our community.”

-Iris Diaz-Dallas Mavericks, Chief Marketing Officer



Early Drivers



Parkland

Care. Compassion. Community.

Partner, Integrated Community Development Project

- Align City data with Community Health Needs Assessment data to jointly address and maximize opportunities for growth within communities that have unrealized potential, including talent and economic development strategies
- Collaborate to develop creative solutions for local procurement opportunities
- Assist with fostering support from other anchor institutions to drive Roadmap implementation

“Parkland is implementing programs and allocating resources to address the pervasive health disparities that exist within Dallas County. But the root cause of these disparities is often not clinical in nature. So we cannot address them alone. We need a strong partnership with the City of Dallas in order to address the socioeconomic barriers to health experienced by too many people in Dallas. That is why I am very supportive of Dr. Johnson’s efforts to initiate this Roadmap. The City needs a collective impact approach that brings stakeholders to a common set of goals and priorities and this effort will help that occur.”

- Fred Cerise, MD, President and & CEO, Parkland Health & Hospital System



Early Drivers



Lead partner for developing Food Access strategies as part of Roadmap implementation

- Assist with coordinating and convening food access partners, including anchor institutions
- Provide support and lead engagement to develop innovative and alternative solutions to food access
- Identify and collaborate on implementing immediate opportunities to create greater food access
- Leverage their current local and corporate partnerships to support the work

“It is an honor to work with Dr. Johnson and his staff to improve the lives of the often neglected and underserved among us. The Quinnite Nation is proud to serve as the lead partner for the Food Access strategies part of the Roadmap implementation. This type of commitment is central to the heart of Paul Quinn College and the Quinnite Nation. We have been here and will continue to be here for all of this type of work.”

- Dr. Michael J. Sorrell, President, Paul Quinn College



Early Drivers



THE REAL ESTATE COUNCIL

Lead thought partner in areas of expertise that align with the Roadmap: Economic Development, Housing, Underserved Communities Revitalization Strategy, Capacity Building, and Process and Policy Refinement

- Provide guidance on how best to leverage and maximize stakeholder engagement
- Assist with coordinating and convening partners across areas of expertise that align with the Roadmap
- Support fostering national partnerships to assist with developing innovative solutions to further economic and social progress

“ The Real Estate Council supports the Community Transformation Action Roadmap as the strategic framework for creating the Future Dallas. Aligning our physical, social and cultural assets will ensure that economic growth of the city will be based on fairness and equity. This framework will create the environment to forge innovative partnerships, build community power and support government leaders and community coalitions in advancing racial and economic inclusion and equitable growth.”

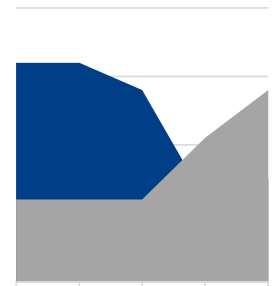
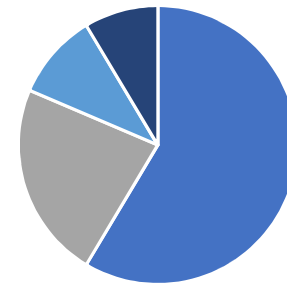
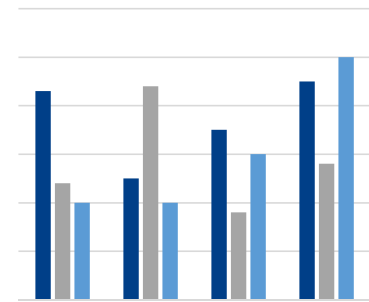
- Linda McMahon, President & CEO, TREC



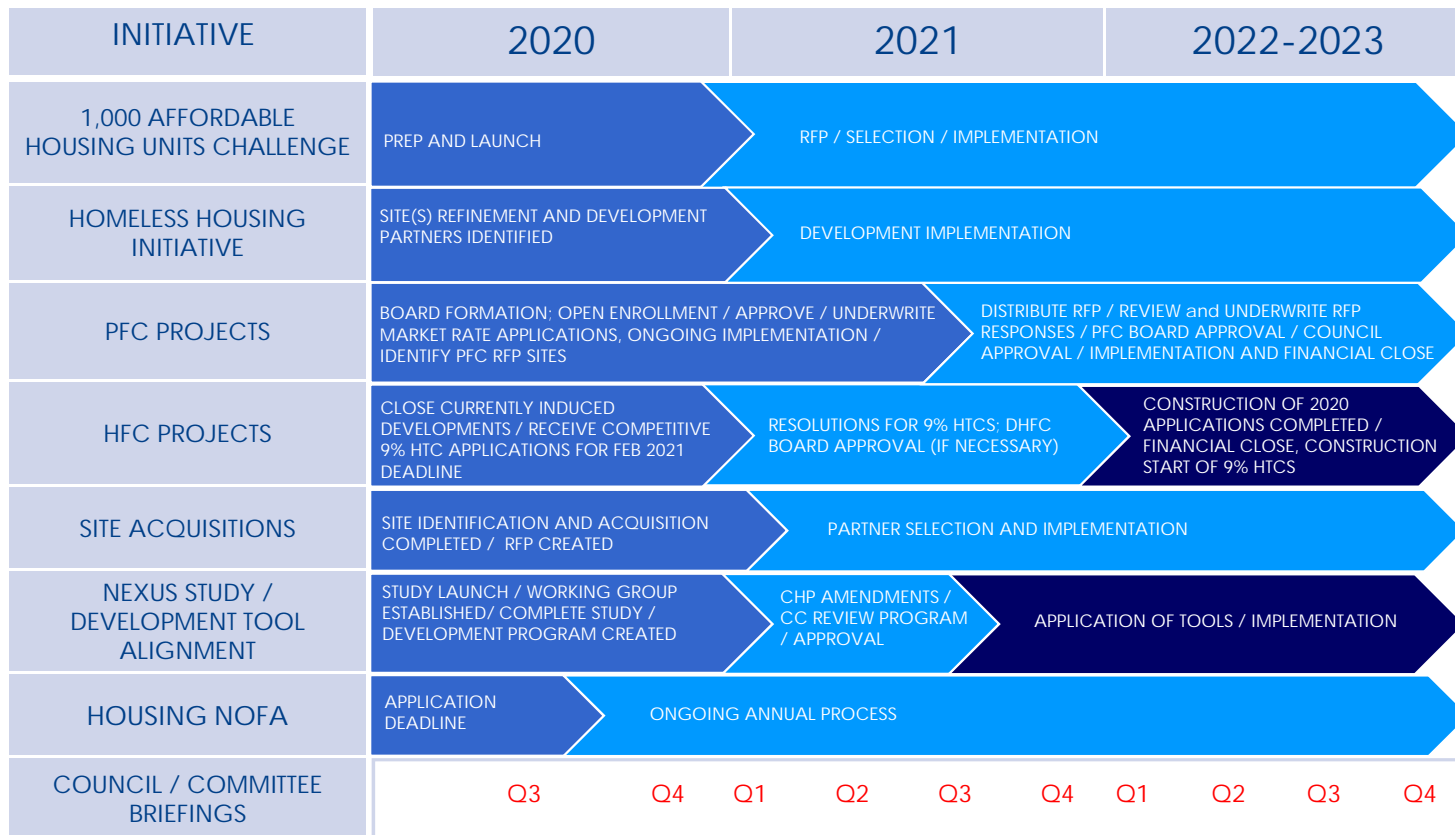
Measuring Progress and Success



- Timelines directly tied to each project and initiative have been established.
- Tracking and transparency of progress will be monitored by master dashboards accessible for public review.
- Data collected from the dashboard will help to identify challenges and how to address them.
- Regular briefings at Council Committee meetings will provide updates on initiative intervals tied to each respective category.
- Milestone interval briefings for the overall implementation will be presented to the City Council.



Measuring Progress and Success Example: Housing Initiatives



Integrating City of Dallas Plans Into the Roadmap



Economic Development Policy
Completion Date: 1st Quarter 2021



Roadmap Initiatives Underway



- Housing Nexus Study (October 26th HHS Committee)
- 1,000 Unit Affordable Housing Challenge
- Hensley Field (Underway)
- Building Permits Efficiency Study (RFP Released)
- City Parking Code Update (Underway)
- Historic Preservation Regulation Streamlining (Underway)
- Community Regeneration Fund (Affordable Housing October 26th HHS Committee)
- Economic Development Strategic Plan (Presented at October 5th ED Committee)
- Economic Development Policy (due 120 days)



Highlight: Economic Development Policy



- Great economic development provides a balanced approach to job creation, attraction, retention and workforce development at every level of the economy.
- There is a tremendous need in Dallas for a framework that supports policy decision making centered around integrated policies and investment performance factors such as the economy, the environment, and society.
- This wide-ranging, flexible economic development policy will be designed with input from the City Council and community stakeholders and align the City's development and investment tools toward the creation of a progressive business and community environment.
- It will foster economic and social prosperity for all, while simultaneously increasing the city's market share and furthering its long-term economic vitality.

ECONOMIC
DEVELOPMENT
POLICY  MORE
INFORMED
DECISIONS



Highlight: Economic Development Entity



- With the advent of globalization, cities now vie for residents, investment, ideas and the recognition of being the leader in a region, facing competition from neighboring cities and from around the globe. Dallas is no exception to this rule.
- Economic development in Dallas will be successful only if there is an exhaustive approach to meet all the needs of businesses and if redevelopment efforts are targeted at every sector of the city.
- It must also re-think how it addresses marketing itself, its assets and its strengths to meet the speed of market opportunities to accomplish its goals of attracting new and diverse economic partnerships.
- The City of Dallas will explore opportunities to develop an entity to lead that effort. This entity, which includes partner collaboration, will leverage the city's new brand and vision to manage the City's redevelopment and marketing in pursuit of the City reaching its full social and economic capacity.

Marketing
Dallas
As The Best
Place To:
Invest
Live
Work
Play



Highlight: Vision and Branding



WHO ARE WE?

WHY DALLAS?

Why is Dallas the best place to invest, live, work, and play?

- As the crown jewel of the North Texas region, Dallas must communicate its unique attributes to drive the attraction and retainment of talent, resources, jobs and investment to remain competitive regionally, nationally and globally.
- Dallas must consciously answer this question and provide a clear path for how it shares its story. With an unprecedented window of opportunity to renew its competitive advantage to attract and retain residents and investment, and to respond to forces vying for an economic advantage.
- The Vision and Branding initiative will pursue, over the next 24 months, a thorough program towards building and launching its vision and brand. It will include a working group of external partners, stakeholder engagement, a centralized location for sharing its progress and measuring success, as well as providing a unified "pitch book" for partners to utilize when marketing the city.



Highlight: Underserved Communities Revitalization Strategy



Key Objectives

- Create a specific business case strategy for underserved communities in Dallas by identifying the untapped economic potential and aligning it to market-based development planning and investment strategies to drive infrastructure, housing, business, and job creation.
- Make the underserved areas more attractive for businesses to consider when looking to re-locate and or expand.
- Increase resident income, wealth, and job opportunities.
- Drive change in perception and attitude about opportunities for investment in underserved areas by having a well-thought-out long-term redevelopment and investment strategy.
- Increase productivity in the city by investing in underserved areas.

The paradigm must shift:

from reducing poverty to
creating income
jobs
wealth

from community deficiencies to:
market opportunities aligned with
community demand



Highlight: Integrated Community Development Project



- Often, we approach community development challenges from silo compartments. Community based economic development is a key element to building strong communities and allows for a coordinated effort.
- The Integrated Community Development Project is one of the Pilot Initiatives In Support of Social and Economic Progress.
- This project is unique to Dallas in that it combines inherently connected partner initiatives, which on their own seek to enhance an aspect of quality of life. The initiatives will be aligned, and in partnership with external stakeholders. They are focused simultaneously and within proximity to one another in a community that is underrepresented in the City of Dallas' greater social and economic landscape.
- This data driven project will provide the City of Dallas and its partners an opportunity to respond collectively with the goal of cohesively igniting community transformation.
- The community will be identified by analyzing data that highlights social determinants of health and access.



Highlight: Community Regeneration Fund



Public-Private Partnership



Doing more with less is a constant theme in communities across America. Dallas is no exception. Relying on the City of Dallas general fund to be the source to address the many challenges facing the community is not reasonable.

The need to look beyond the City's general fund and leverage partnerships in securing resources will be critical.

The Community Regeneration Fund is a concept that will be explored through public-private partnerships to leverage existing resources to develop an extensive fund that will support the following elements:

- Affordable housing production
- Small business lending in underserved communities
 - Historic preservation
- Small business commercial space reduction initiative

The structure will be developed to support both loans and grants.



Highlight: Measuring Progress and Success



Roadmap Dashboard

- To properly communicate measures, progress, challenges, and success, there must be a transparent system to track the Roadmap along the way.
- The dashboard will illustrate the deliverables in real time for internal and external stakeholders and serve as a portal for engagement during implementation. It will also be the hub for collecting data to analyze for the evaluation.



Highlight: Measuring Progress and Success



Roadmap Evaluation

- The evaluation will measure progress against the roadmap components, explore identified challenges, and examine lessons learned for adjustment and refinement.
- It will also be used as a communication tool to share with the public and the City Council, the full scope of the Road Map from presentation to implementation, with hopes that it ultimately will impact future program and policy decisions to drive greater social and economic impact for the City of Dallas.



John Lockwood for Unsplash



Next Steps



Current Phase: Readiness

- Synchronize staff / outline project management expectations
- Identify and categorize metrics / measures
- Align and coordinate partners
- Establish partner working groups and teams
- Build framework for dashboard
- Evaluate current processes and timeline
- Continue to engage stakeholders for feedback (ongoing)
- Secure early wins



Community
Transformation
Action Roadmap
Implementation
Begins

NOW





Questions?





City of Dallas

Community Transformation Action Roadmap
City Council Briefing
October 21, 2020

Dr. Eric Anthony Johnson
Chief, Economic Development and Neighborhood Services
City of Dallas



City of Dallas

1500 Marilla Street
Dallas, Texas 75201

Agenda Information Sheet

File #: 20-2056

Item #: B.

Fair Park Master Plan

Perkins&Will

Fair Park Master Plan Update

Dallas City Council Briefing



FAIR PARK FIRST

BRV

BIEDERMAN
REDEVELOPMENT
VENTURES



SPECTRA

October 21, 2020

Dallas, Texas

FAIR PARK FIRST: FOUR PILLARS

History

It is our duty to uphold and promote the historic integrity of Fair Park, a National Historic Landmark. We are diligent to preserve and build upon that rich legacy and create something meaningful for future generations.

Community

Community shows a deep appreciation for those directly impacted by the work being done, as well as sensitivity towards the wants, needs, and concerns of the surrounding South Dallas neighborhood and DFW metroplex.

Activation

Activation speaks to your mission to restore the energy of Fair Park outside of the State Fair and bring events year-round to the Fairgrounds.

Culture

Cultural institutions have always called Fair Park home. We are sensitive to the needs of existing institutions, but are looking to bring in more innovative partnership opportunities.



Fair Park First and Spectra report participation to the City of Dallas BID Office, and have met and exceeded the MWBE participation goals as outlined in our management agreement.

- **MWBE Goal: 25.75%**
- **Actual MWBE Participation: 58.31%**



As allowed under Texas State Law, Fair Park will be used for:

- Festivals, Concerts and Events
- State Fair of Texas
- Sporting Events
- Education
- Cultural Institutions
- Nonprofits
- Community Use
- Hospitality



Community Commitment | Investing in Our Youth



- Paid summer internship program involving Lincoln and James Madison High Schools (10 interns per school)
- Eight (8) week program featured hands-on training in multiple departments at Fair Park
- Professional and personal development
- Field Trips
- \$1,000 scholarship



Fair Park First and Spectra are negotiating \$65 million in private equity and investments to date for three (3) underoccupied buildings on Fair Park's campus.



**Natural History
Building**



**Fair Park
Coliseum**



**Science
Place 1**

**The Masterplan Update maintains the 277-acre Campus, with
no use of eminent domain**



Guiding Principles

Fair Park Master Plan Update

1. Design, manage, and operate a holistic campus focused on influencing social and civic engagement.
2. Create a premier year-round destination.
3. The concept and design of the 1936 Texas Centennial Exposition shall continue to guide the development of Fair Park.
4. Recognize the inherent value of existing buildings, resident institutions, assets, and surrounding neighborhoods.
5. Reflect the Four Pillars of Fair Park First in a manner that brings people of all backgrounds and incomes to the Fair Park Campus.
6. Welcome everyone and create opportunities for shared experiences.
7. Reflect core recommendations of the 2014 Mayor's Task Force Report: ***Putting the Park Back in Fair Park.***

Process

Fair Park Master Plan Update



Kick-Off Meetings

PURPOSE: Meet with users and stakeholders to collect feedback, data, and information on use
DATE: 08.13.2019-08.15.2019
ATTENDEES: 12+ Meetings with over 25 individuals

Discovery Informational Open House

PURPOSE: Share progress and gain feedback and insight into analysis work
DATE: 09.26.19
ATTENDEES: +/- 10 user group representatives

Big Ideas Informational Open House

PURPOSE: Upcoming meeting to share initial concepts and big picture ideas to gain feedback and input
DATE: 11.20.19
ATTENDEES: 16+ attendees

USER GROUPS & STAKEHOLDERS

DALLAS SUMMER MUSICALS

TEXAS DISCOVERY GARDENS

STATE FAIR OF TEXAS

IRISH FEST

EARTH X

FRIENDS OF FAIR PARK

DAR

AFRICAN AMERICAN MUSEUM

DOS EQUIS- LIVE NATION

SPECTRA

WRR RADIO

DALLAS HISTORICAL SOCIETY

DALLAS PARKS AND RECREATION

DALLAS PRIDE



Community Conversation Kick-Off

PURPOSE: Introduce Project Team and Collect Feedback on priorities
DATE: 08.13.2019
ATTENDEES: 150+

Community Leader Community Park Discovery Workshop

PURPOSE: Engage Neighborhood Leaders in Community Park Planning Process
DATE: 09.25.19
ATTENDEES: 14 leaders from Bertrand, Park Row/S. Blvd, Dolphin Heights and Fair Park

Community Park Discovery Workshop

PURPOSE: Engage Fair Park and South Dallas Residents in Community Park Planning Process
DATE: 10.14.19
ATTENDEES: 30+

Initial Concepts Community Conversation

PURPOSE: Presentation meeting to share initial concepts & big picture ideas to gain feedback and input
DATE: 11.20.19
ATTENDEES: Over 110 attendees



Over 319 Participants at the 4 events !

Initial Concepts Community Conversation: Online Survey

- Survey asked questions about priorities based on master plan recommendations as well as preferences for Community Park locations
- **556 responses**
- Provided in English and Spanish



Neighborhood Meetings (BRV and In The City for Good)

PURPOSE: Engage the 24 neighborhoods and schools adjacent to Fair Park to share information and gather feedback related to the master plan update and the Community Park plan.

Over 541 Participants at 24 events !

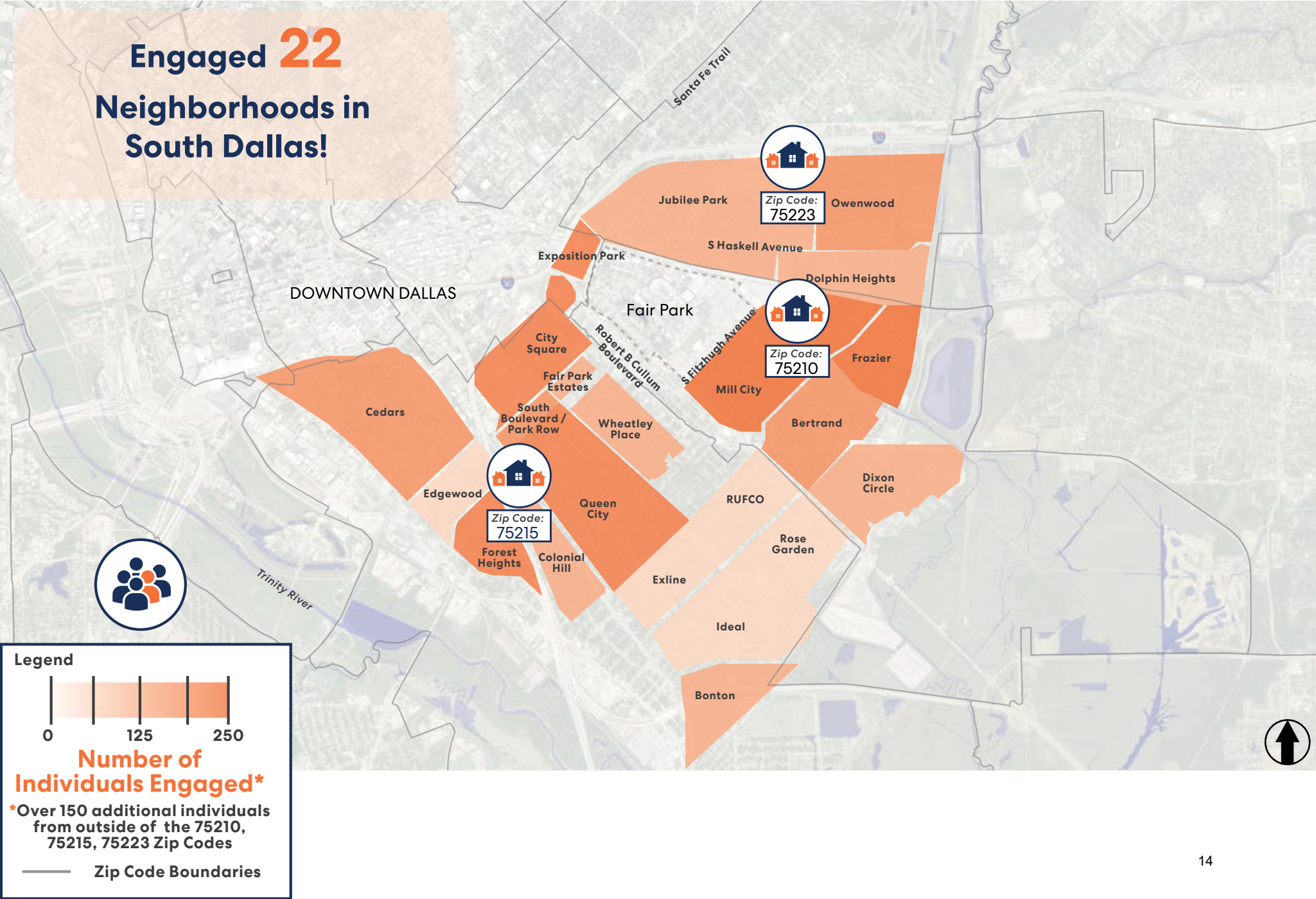
NEIGHBORHOOD ASSOCIATION MEETINGS SCHEDULE :

October 8: Park Row + South Boulevard Neighborhood Meeting
October 17: Mill City Community Meeting
October 24: St. Philips Community Meeting (cancelled due to inclement weather)
October 26: Queen City Neighborhood Association (cancelled due to inclement weather)
November 6: OM Roberts Elementary (Parents)
November 7: Bertrand Neighborhood Association
November 12: Frazier - Zan Wesley Holmes Jr Outreach Center
November 16: Dolphin Heights Neighborhood
November 21: St. Phillip's School and Community Center Meeting
November 23: Jubilee - East Dallas Church of Christ Feeding Event
November 26: Buckner Terrace Neighborhood
December 2: Owenwood Neighborhood Association
December 7: Colonial Hill Neighborhood Meeting
December 10: Wheatley Place Neighborhood Meeting
December 15: St. Luke's Concert (Owenwood)
December 17: Bonton Neighborhood Meeting (cancelled due to DISD public meeting)
December 17: South Dallas/Fair Park Coalition Meeting
December 18: Frazier Focus Group
December 19: Cedars Neighborhood Association
December 19: Christmas Dinner at Juanita Craft Recreation Center (Frazier and Mill City)
December 20: Noble Coyote Pop-Up (Expo Park)
January 8: Noble Coyote Pop-Up (Expo Park)
January 14: Deep Ellum Neighborhood Association
February 4: Greater Dallas Planning Council
February 5: CitySquare All-Staff Meeting
February 6: Fair Park Estates Neighborhood Meeting
February 18: Bonton Neighborhood Meeting

NEIGHBORHOODS



Neighborhoods and Individuals Engaged



Ongoing Conversation & Research

OTHERS

- “A NEW DALLAS”- I345/I30 Planning
- “THE LOOP” - Dallas Trails and Connectivity
- Mill Creek Drainage Relief Tunnel Project
- Preservation Dallas
- Landmark Commission
- Dallas Historical Society
- Dallas Park Board and Dallas Parks and Recreation
- Dallas Pride
- DISD Schools
- Dallas Innovation Alliance
- Texas Trees Foundation
- Coalition for A New Dallas
- Southfair Community Development Corporation
- East Dallas Chamber of Commerce
- Meadows Foundation
- Summerlee Foundation
- Communities Foundation of Texas
- SMU, Meadows School of the Arts
- Inspire Art Dallas
- Fair Park First
- BRV
- In the City For Good
- AIA/ADEX
- Greater Dallas Planning Council
- Dallas Black Chamber of Commerce
- DART
- City of Dallas Planning & Urban Design
- The Deep Ellum Foundation
- Texas Historical Commission
- Revitalize South Dallas Coalition
- Trinity Park Conservancy
- Big Thought
- Hoblitzelle Foundation
- Texas Commission on the Arts
- OAC
- City Manager’s Office
- Visit Dallas
- TREC
- The Dallas Citizens Council
- Trust for Public Land
- The Dallas Sports Commission
- TTIA
- Dallas Council Members and Appointees



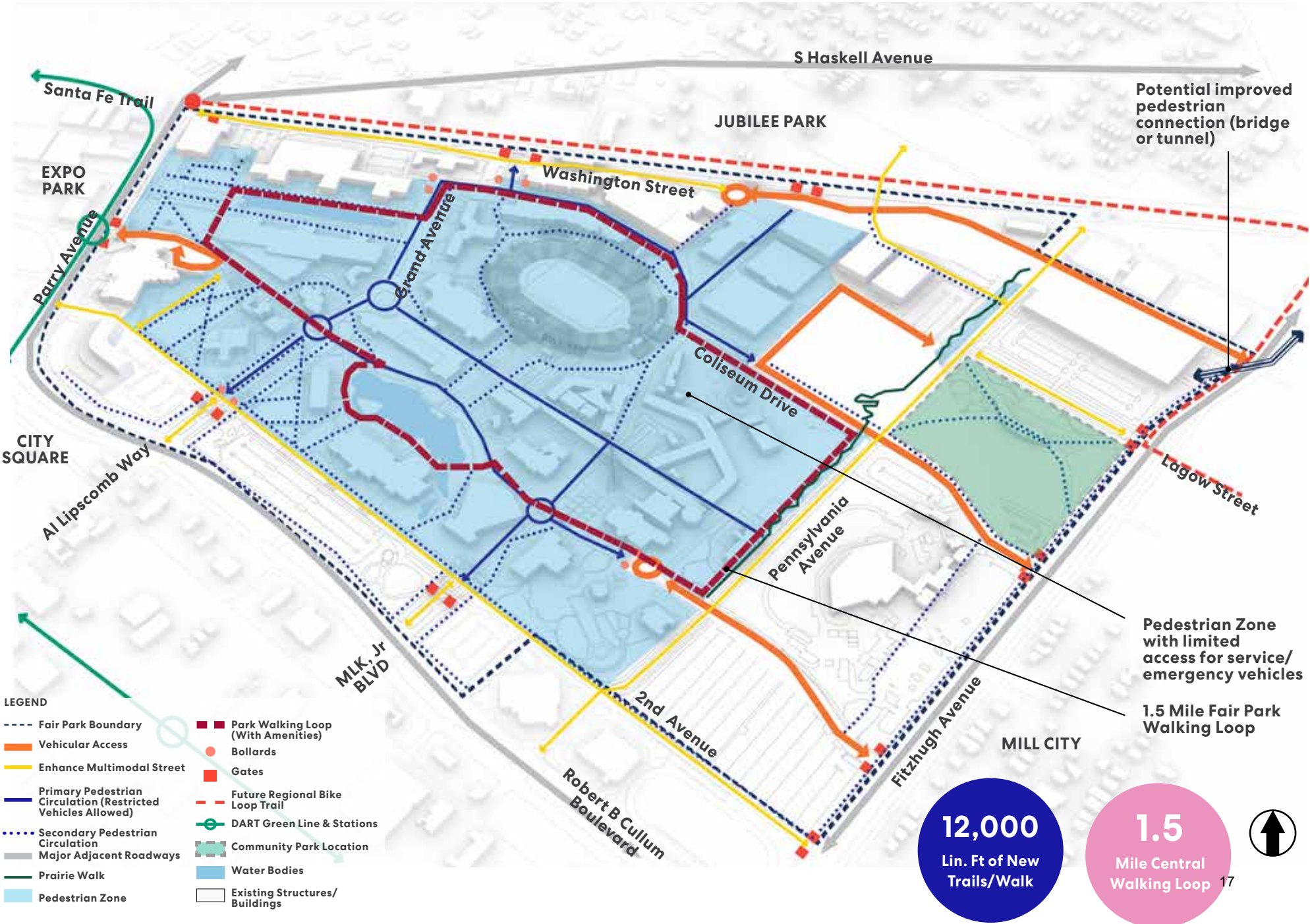
The background image is a blue-tinted photograph of a roller coaster track. The track is a complex network of steel beams and supports, with a prominent drop section visible on the left. In the background, a city skyline is visible, including a large stadium with a white dome and several skyscrapers. The sky is a mix of purple and blue, suggesting a sunset or sunrise. The overall mood is dramatic and industrial.

MASTER PLAN UPDATE

Perkins&Will

Access and Circulation

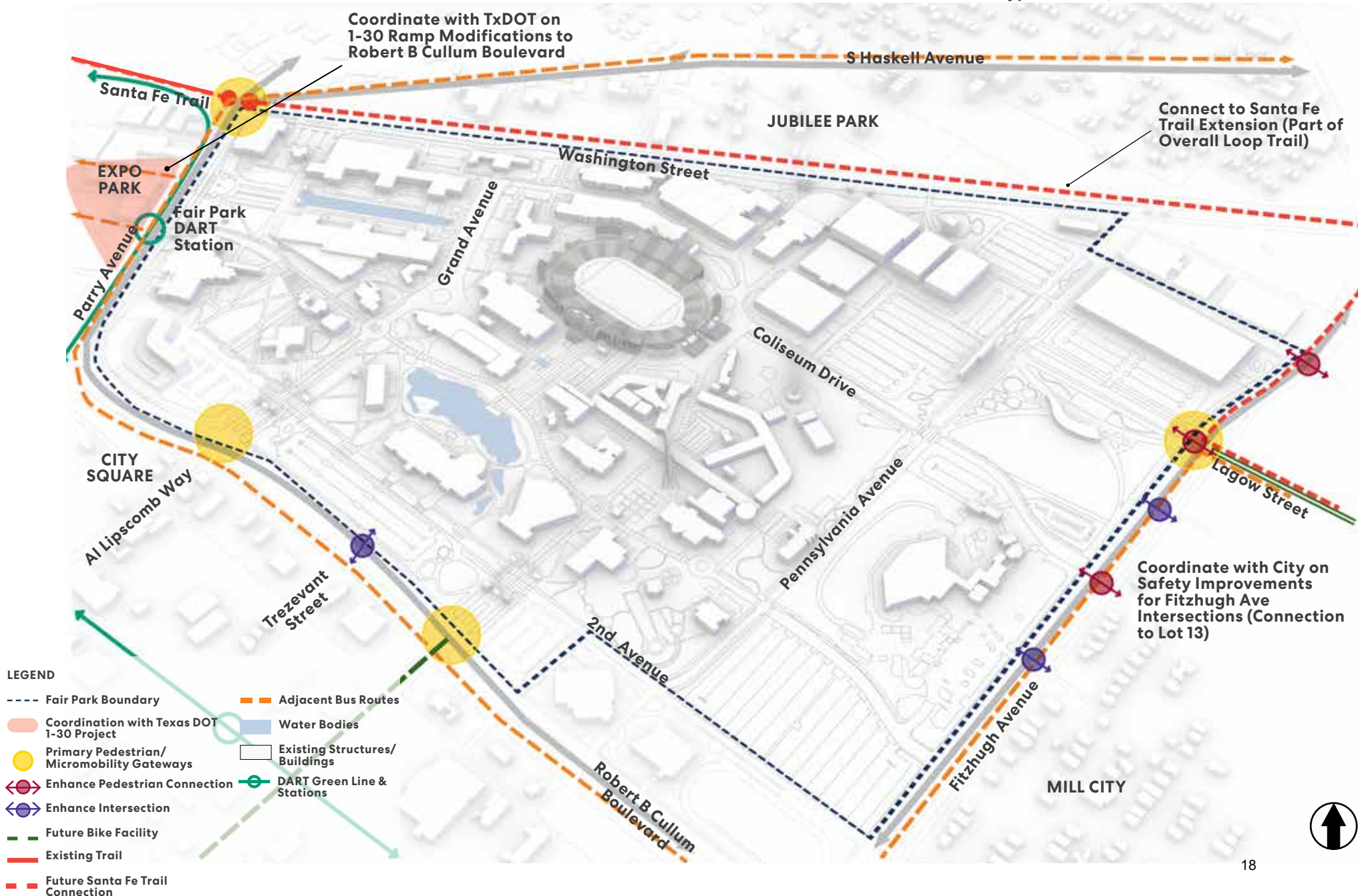
Fair Park Master Plan Update



Transit and Mobility

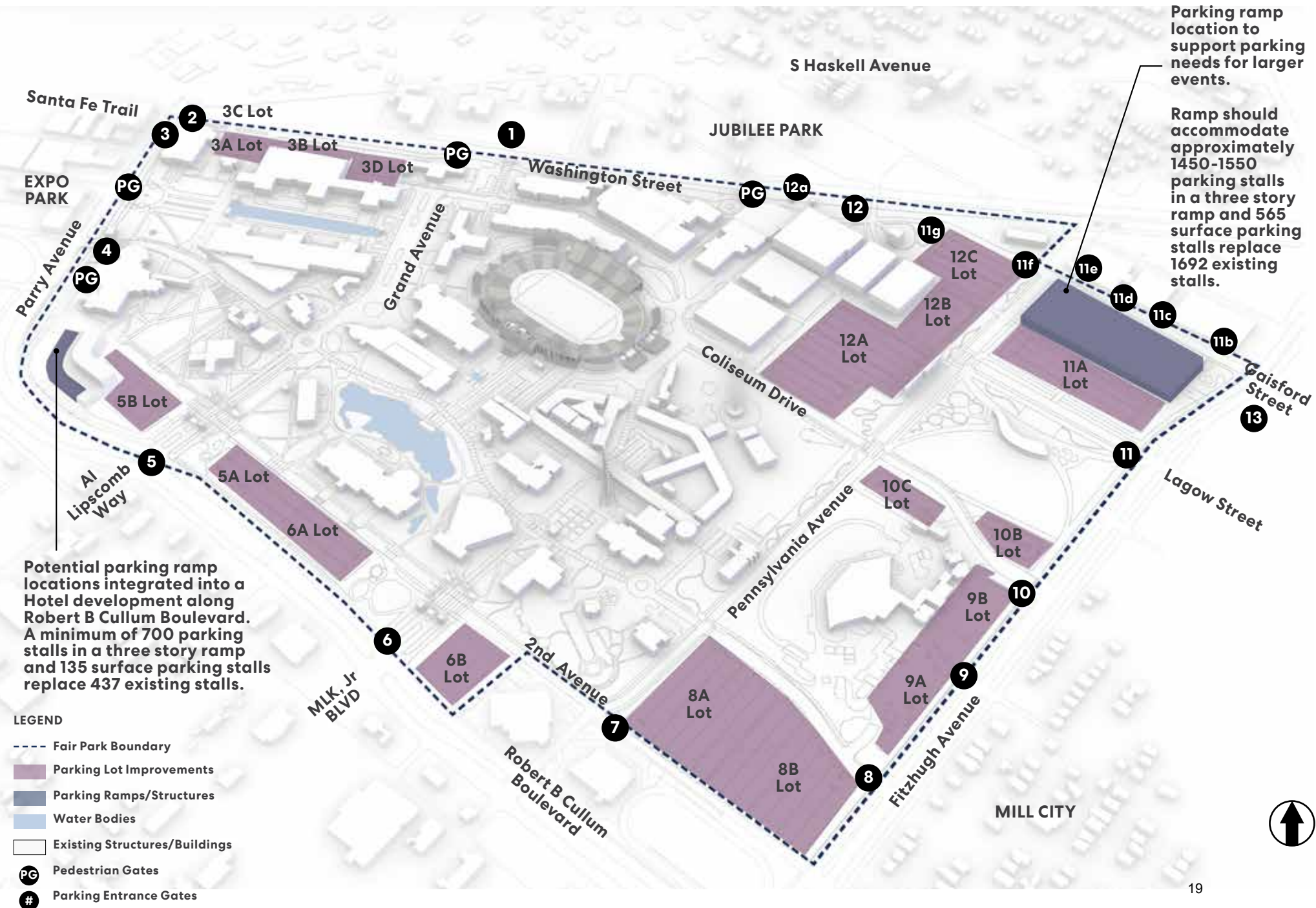
Fair Park Master Plan Update

Consider event-specific Transportation Network Company (TNC) pickup/drop-off coordination (TNC zones will vary by event type and size)



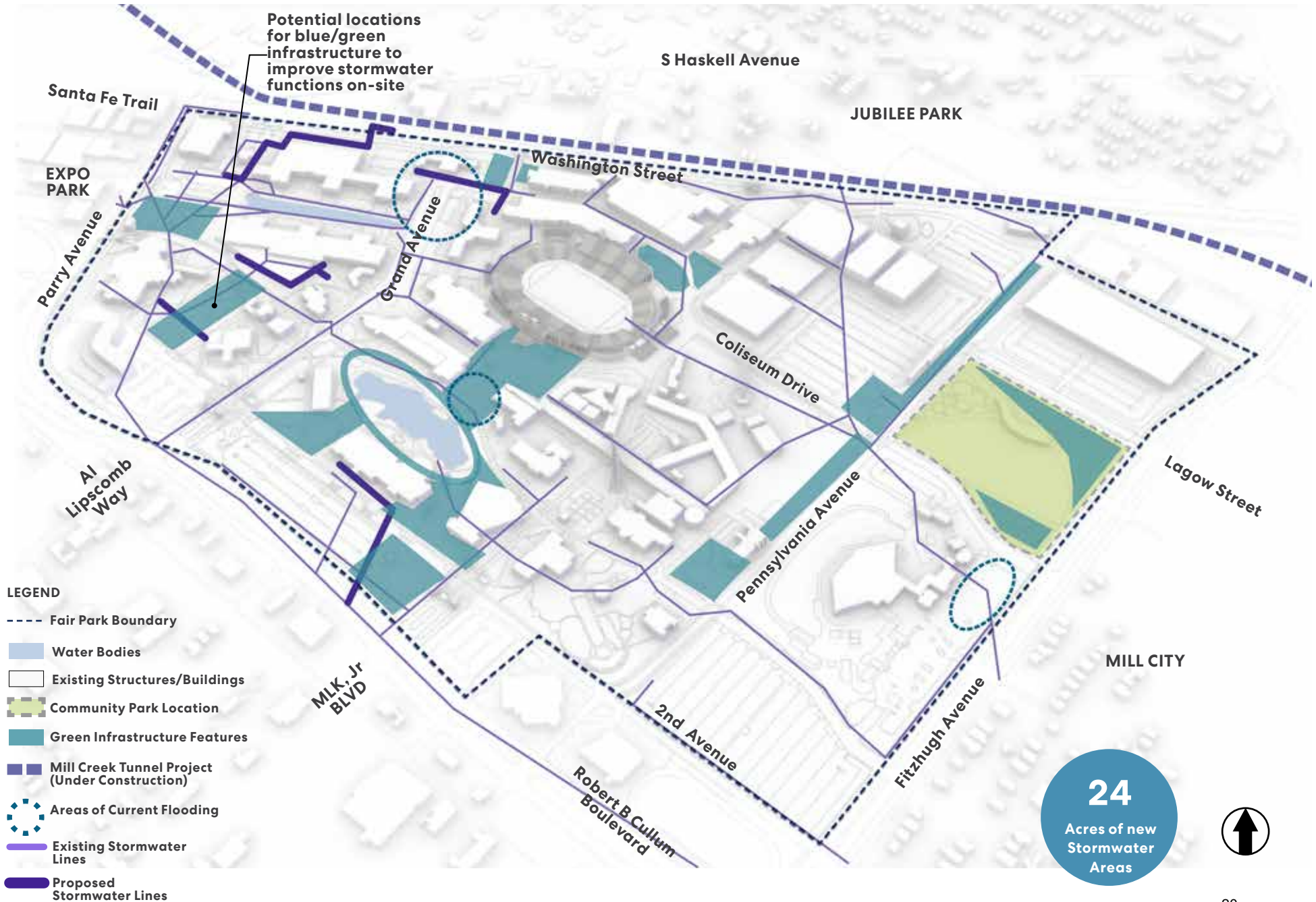
Parking Improvements

Fair Park Master Plan Update



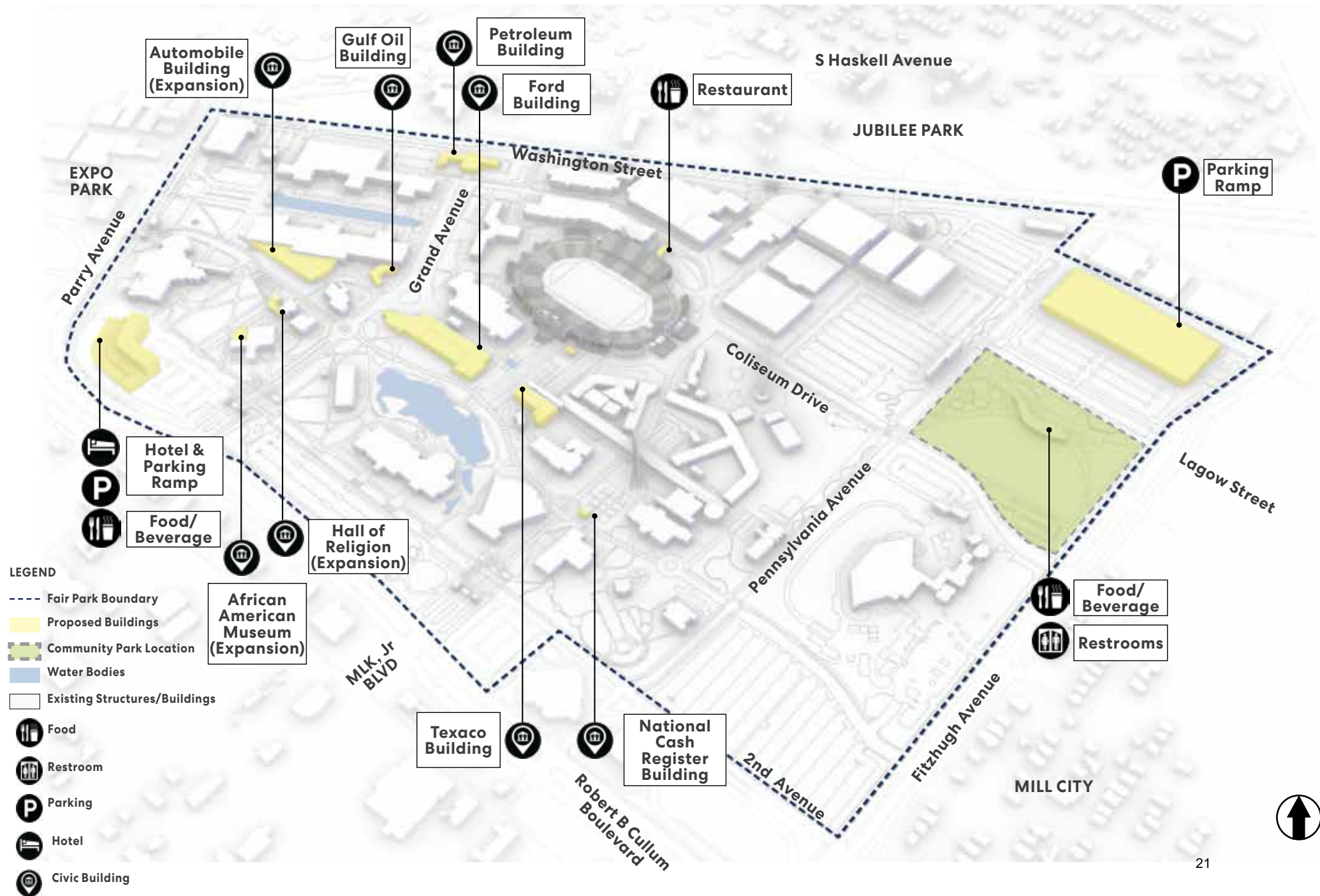
Blue Green Infrastructure

Fair Park Master Plan Update



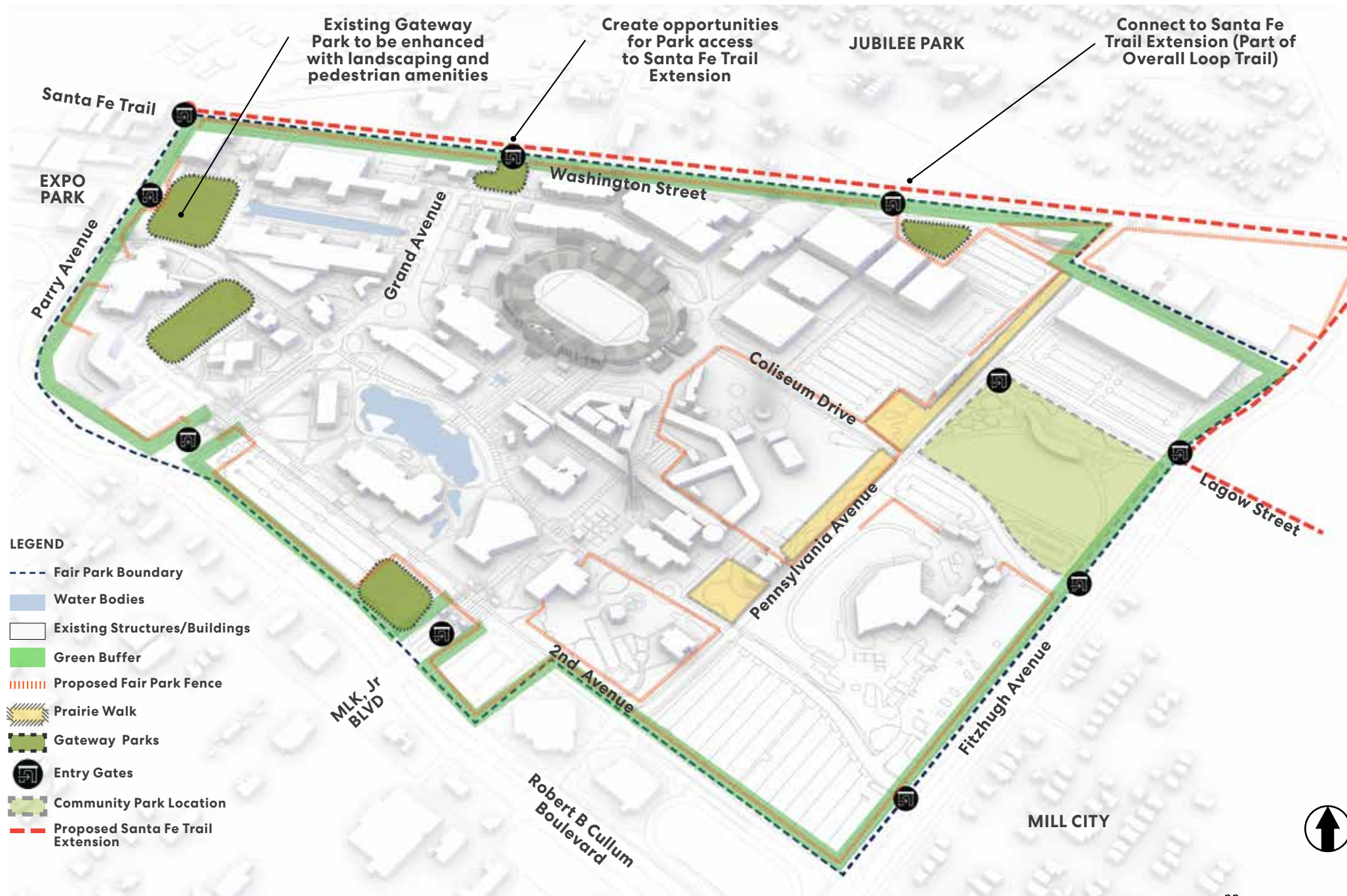
Proposed Buildings

Fair Park Master Plan Update



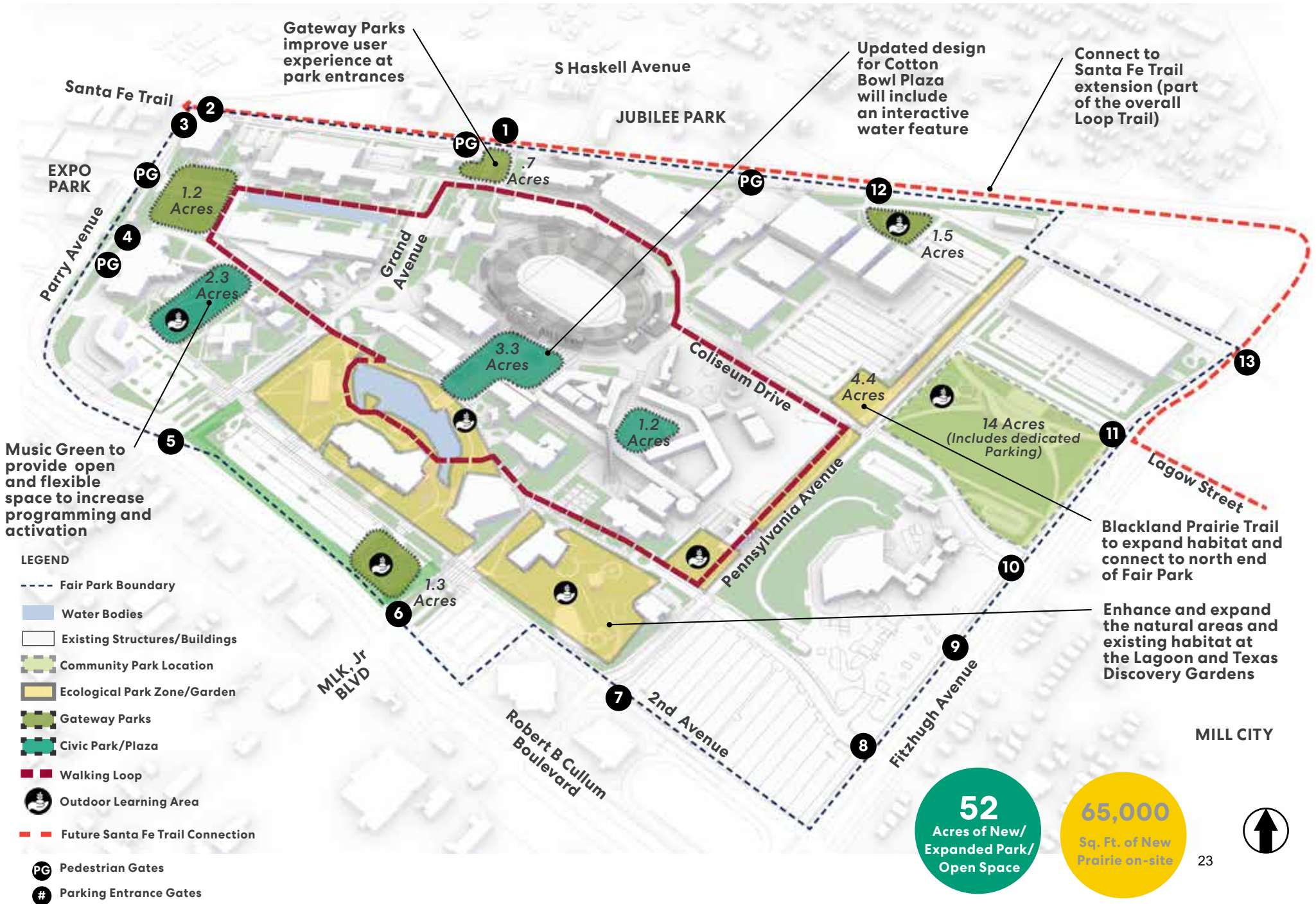
Park Edges

Fair Park Master Plan Update



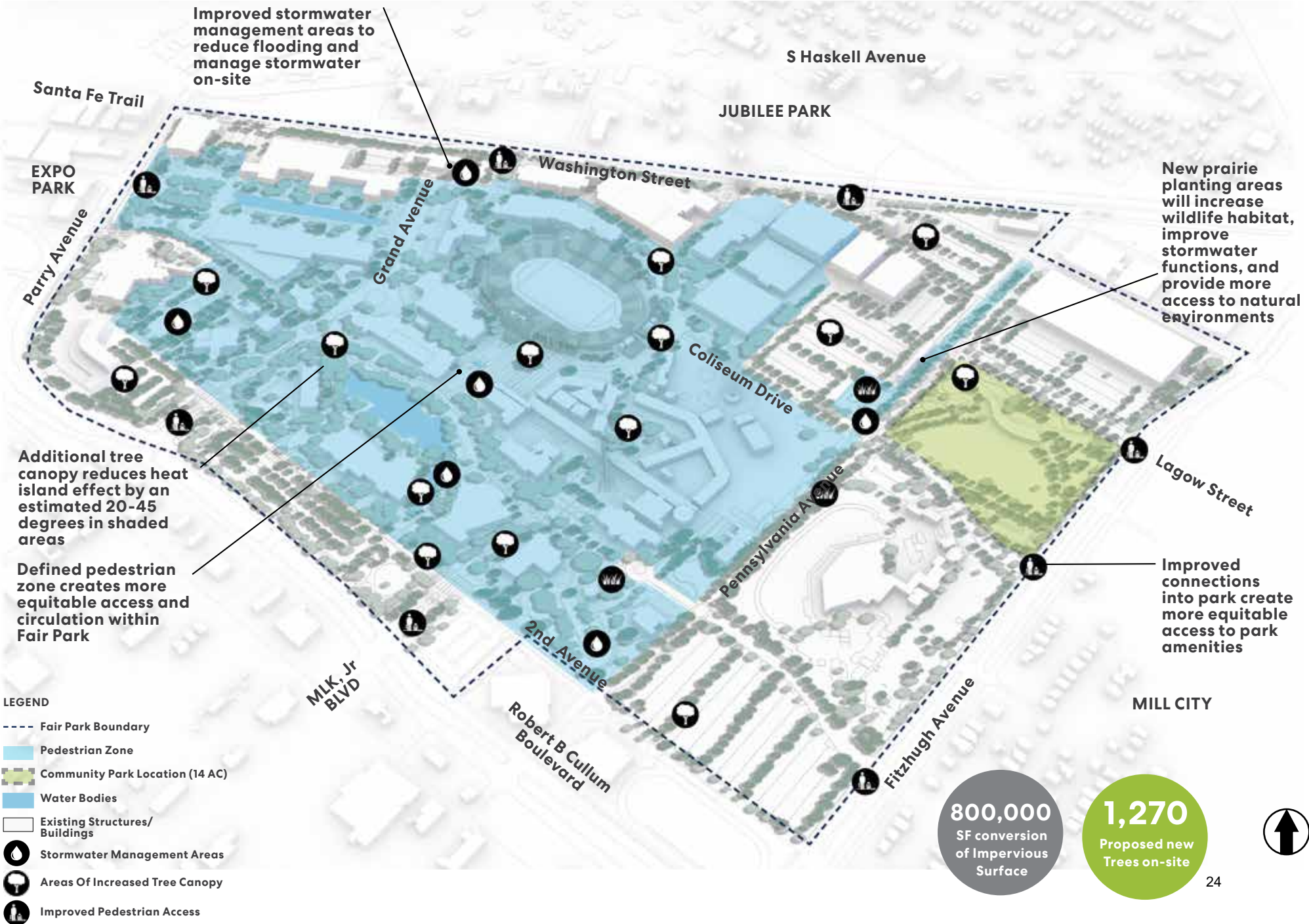
Parks and Open Spaces

Fair Park Master Plan Update



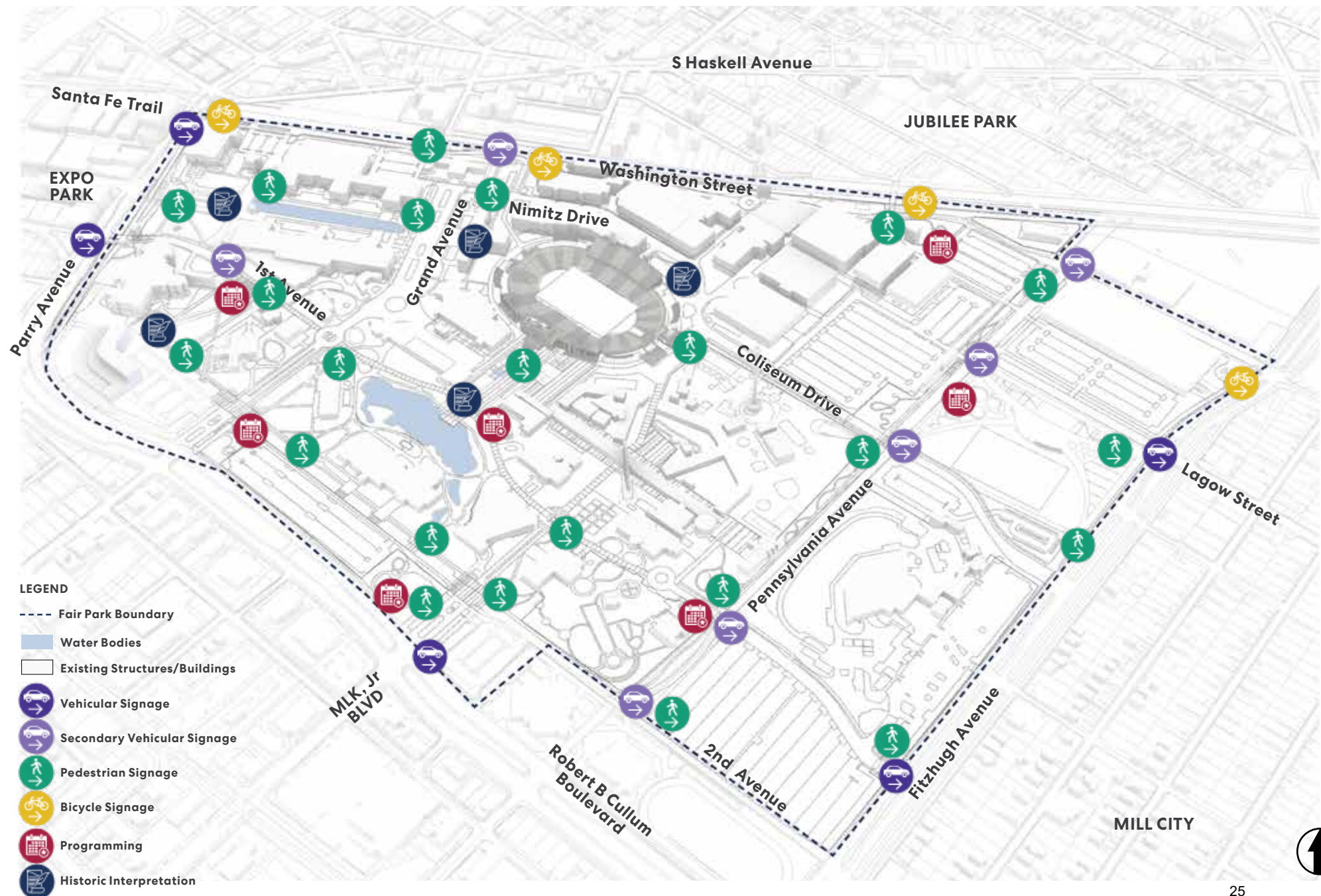
Park Resilience

Fair Park Master Plan Update



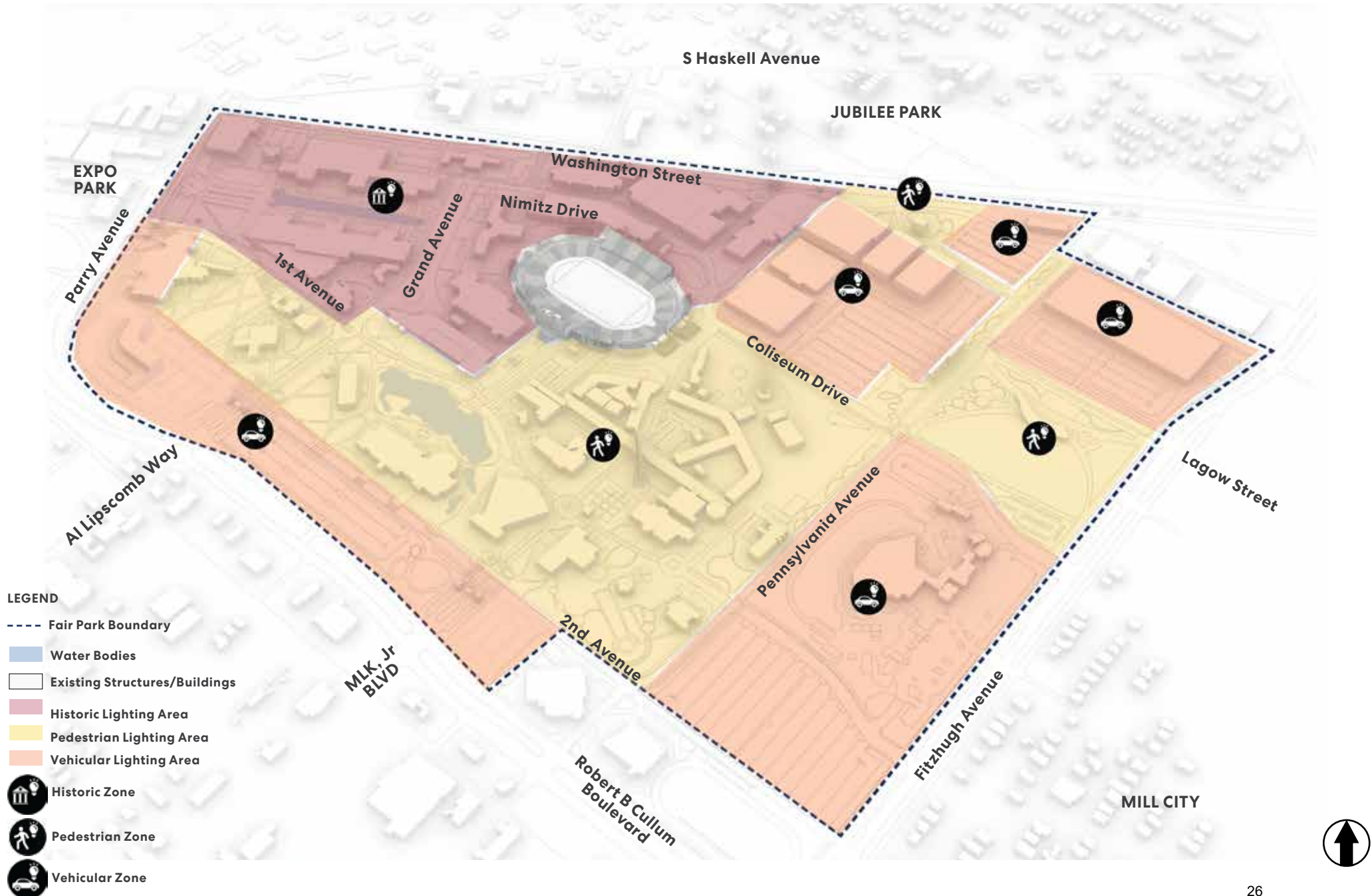
Park Wayfinding and Signage

Fair Park Master Plan Update



Lighting

Fair Park Master Plan Update



Fair Park Master Plan Update



Note: The Master Plan Update graphic represents some of the recommendations and not a comprehensive list of all improvements.

Master Plan Update Project Areas

Fair Park Master Plan Update



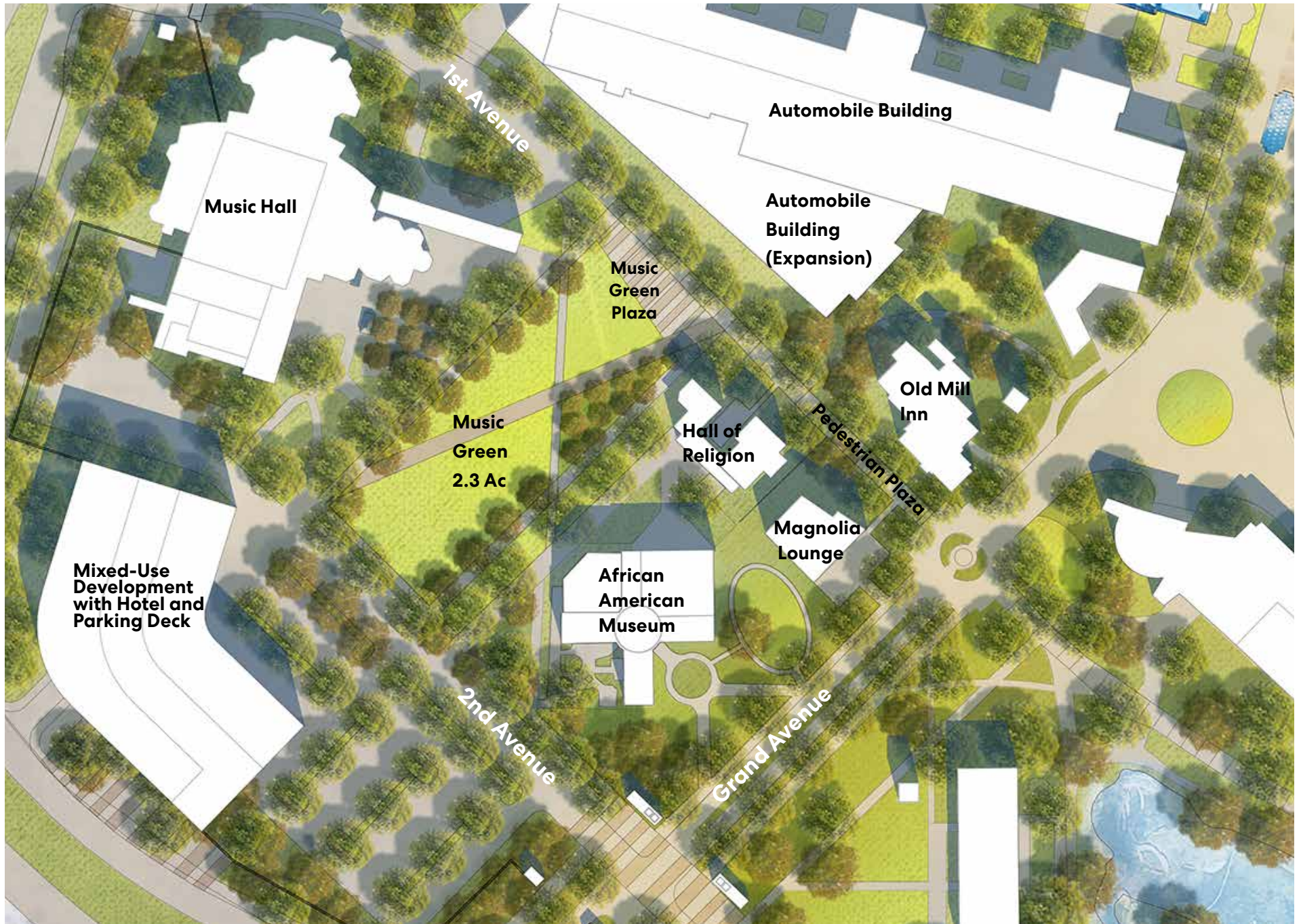
Museum Area

Fair Park Master Plan Update



Museum Area: Music Green

Fair Park Master Plan Update



Music Green

Fair Park Master Plan Update



Museum Area: Lagoon and Cotton Bowl Plaza

Fair Park Master Plan Update



Museum Area: MLK Gateway Park

Fair Park Master Plan Update



MLK Gateway Park

Fair Park Master Plan Update



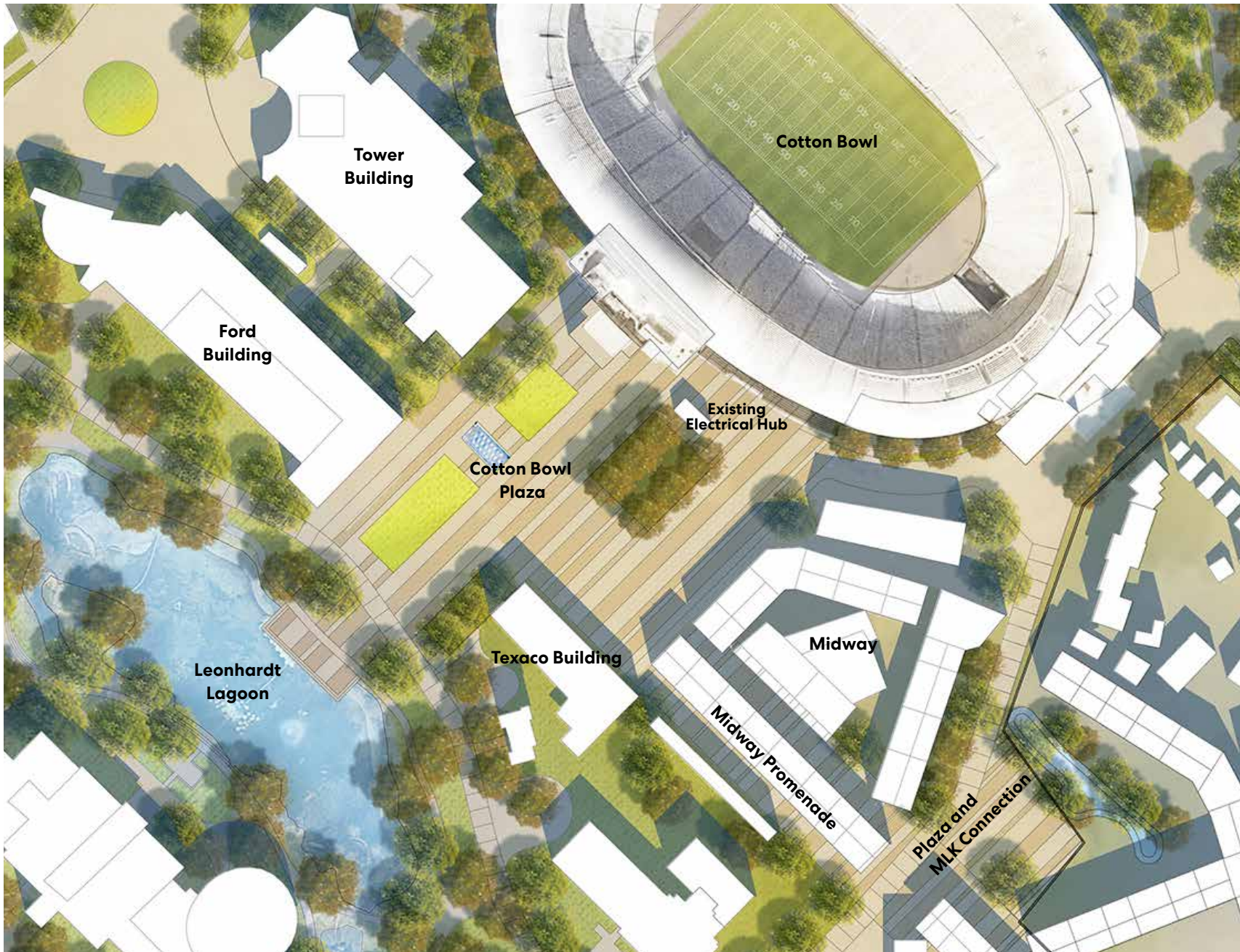
Festival Area

Fair Park Master Plan Update



Festival Area: Cotton Bowl Plaza

Fair Park Master Plan Update



Festival Area: Cotton Bowl Plaza

Fair Park Master Plan Update



Esplanade Area

Fair Park Master Plan Update



Esplanade Area Recommendations

Fair Park Master Plan Update



Agrarian Area

Fair Park Master Plan Update



Agrarian Area Recommendations

Fair Park Master Plan Update



Community Park Area

Fair Park Master Plan Update



Community Engagement - The Community Park

Fair Park Master Plan Update

Over 858 conversations
in three community
workshops and twenty four
neighborhood meetings

Top desired park
programs include:

splash pad,
picnic shelter,
accessible play,
performance stage,
game tables,
& WiFi

Top park location vote-
getters for park site is "B"

*see park map to the right for park locations.



A 15.71%
B 65.42%
C .09%
D 14.21%
No Preference 4.58%

- Votes tally based on individual table groups at meetings completed so far in the process; additional meetings forthcoming
- Several groups voted to combine lots A and B (points were split between the two)
- One group voted to include the Music Green with Lot D (points allocated to Site D)



NEIGHBORHOOD PARK COMMUNITY WORKSHOP #1
SEPTEMBER 25, 2019



NEIGHBORHOOD PARK COMMUNITY WORKSHOP #2
OCTOBER 14, 2019



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING



NEIGHBORHOOD ASSOCIATION MEETING

"...would like to have a park that is multigenerational; a park for everyone"

"post on multiple social media sites to spread the word better to make more people aware of the event."

"appreciate the fact that the feedback is being listened to"



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February 6 Fair Park Estates Neighborhood Meeting
February 18 Bonton Neighborhood Meeting

Potential Community Park Programming

Fair Park Master Plan Update

 WIFI	 Splash Pad	 Picnic Shelter	 Accessible Play	 Performance Area	 Game Tables	 Flex Field / Open Lawn
 	 	 	 	 	 	 
Attributes N/A	Improvements include water feature, hardscape and mechanical	Multiple sized structures with a variety of amenities	Multiple structures for different ages and abilities	Small or large performance area	Multiple game tables and configurations	Large flex lawn to accommodate recreation sports

Additional Desired Programming: Dog Park, Fitness Trail, Food and Beverage, Restrooms, Tot Lot

Community Park Design Principles

Fair Park Master Plan Update

LOCATION:

- Community Park preferred location needs to allow for 365 day/year access (outside of the “pay” fence during the State Fair of Texas)
- Location should create a new activity anchor/node within Fair Park to draw more people to the park on a daily basis
- Location should energize portions of Fair Park that are currently underutilized
- Park should bring green space to portions of Fair Park that are currently lacking green space
- Community Park should complement and enhance other green spaces and connections being developed as part of the Master Plan Update
- Community Park needs to be located close to the adjacent residential neighborhoods to allow for easy access
- Community Park should be located in close to proximity to dedicated public parking
- Multi-modal connectivity to the Park should be accessible and attractive
- Entry to Park should provide for safe and welcoming access
- Park should complement and enhance other institutions on site to the extent possible
- To the extent that the Community Park removes parking for other site institutional uses or events, the parking that is removed will need to be mitigated
- Park should complement and work together with other improvements included in the Master Plan Update

PROGRAMMING:

- Community Park needs to provide daily programming and activation to ensure diversity in use and users (neighborhood/City residents to children/adults/seniors)
- Park should be designed to allow for flexible programming, pop-up events and neighborhood activities to support a wide variety of different user groups
- Programming should extend the use of the Park to create a safe environment all day/night and throughout the year
- Community Park should meet the recreational and leisure needs of the surrounding community

DESIGN:

- Community Park needs to be a sized appropriately to accommodate the desired program elements of the park (playgrounds, flex lawn/field, performance venue/area, naturalized areas, picnic shelter(s), walking trail/loop, game tables, splash pad, dog park, restrooms and food/beverage)
- Community Park should be appropriately sized to feel active, vibrant, and inhabited
- Park program elements need to create synergy between uses/activities
- Park needs to meet (and/or exceed) any City of Dallas requirements for neighborhood parks and regulatory requirements for stormwater, lighting, etc.
- Community Park should be designed to improve quality and quantity of tree canopy coverage and stormwater/naturalized areas
- Park needs enhanced park “edges” to improve pedestrian experience and create a “welcoming” environment
- Park design should reinforce the desired values and characteristics of the residents of adjacent neighborhoods to create an authentic City of Dallas experience. (area should be most attractive to East and South Dallas but should not ignore capability to be Citywide and regional draw – this is necessary for daily use and philanthropy).

Community Park Decision Matrix

Fair Park Master Plan Update

Selection Criteria	Park Site A	Park Site B	Park Site C	Park Site D	Other Park Site
(Points 5= yes definitely, 4 - yes somewhat, 3 - somewhat, 2 - maybe, 1 - very little, 0 -no)					
Park creates enhanced park "edges" to improve pedestrian experience and create a "welcoming" environment	4	5	3	3	
Park located near adjacent residential neighborhoods to allow for easy access	4	5	2	3	
Park located near area of greatest needs (underserved neighborhoods with large density of housing)	4	5	2	3	
Park location allows for flexible programming, pop-up events and neighborhood activities to support a wide variety of different user groups	4	4	2	3	
Park location will receive highest intensity of use (located near neighborhoods with high populations of school aged children)	4	5	2	3	
Park location provides for safe and welcoming access to the Park	3	4	3	4	
Park location will reinforce the desired values and characteristics of the residents of adjacent neighborhoods to create an authentic City of Dallas experience	3	5	3	4	
Park location to improve the recreational and leisure needs of the surrounding community	4	5	3	4	
Park brings (surface) porosity to area of Fair Park with greatest current extent of impervious surface	4	5	2	0	
Immediate adjacency to Santa Fe trail extension	5	5	3	0	
Location allows for 365 day/year access	4	5	4	2	
Location creates a new activity anchor/node within Fair Park to draw more people to the park on a daily basis	3	5	2	0	
Location should be in close proximity to ample dedicated public parking	5	5	3	2	
Location should complement and enhance other institutions on site to the extent possible	2	3	1	5	
Location should complement other master plan improvements	3	3	2	3	
Location should be in close proximity to other park amenities	0	1	2	3	
Location should be close to accessible transit	0	0	1	3	
Park size accommodates the desired program elements of the park	4	5	3	1	
Park sized to feel active, vibrant, and inhabited	4	5	2	2	
Park size allows synergy between uses/program/activities	3	4	2	2	
Park size allows it to meet (and/or exceed) any City of Dallas requirements for neighborhood parks	4	5	3	2	
Park size allows it to meet (and/or exceed) stormwater regulatory requirements	5	5	4	3	
Park size will allow for improved quality and quantity of tree canopy coverage	4	5	3	2	
ENGAGEMENT	16%	65%	0%	14%	5%
Preferred Park location based on public input (points based on percentage of preference out of 100 total points)	16	65	0	14	5

FINAL POINTS

96

164

57

71

5

Community Park

Fair Park Master Plan Update



Parking Deck

Shared
Parking

Lagow Street

Stormwater/
Natural

Naturalized
Plantings

Children's Play

Interactive
Water Feature

Naturalized
Plantings

Community
Gathering

Community
Pavilion

Naturalized
Plantings

Community Commons

Civic Lawn

Stormwater/
Natural

Exposition Avenue

Shared
Parking

Stormwater/
Natural

Remembrance Lawn/
Gardens/ Public Art

Fitzhugh Avenue

Park Parking - 75 stalls

Park: Approximately 11 acres

Parking: Approximately 2 acres

Public Realm Area: Approximately 1 acre

48



The rendering represents a Community Park concept that was developed based on community input. A final Community Park design will be developed in a separate design process.

Community Park

Fair Park Master Plan Update



The rendering represents a Community Park concept that was developed based on community input. A final Community Park design will be developed in a separate design process.

Community Park

Fair Park Master Plan Update



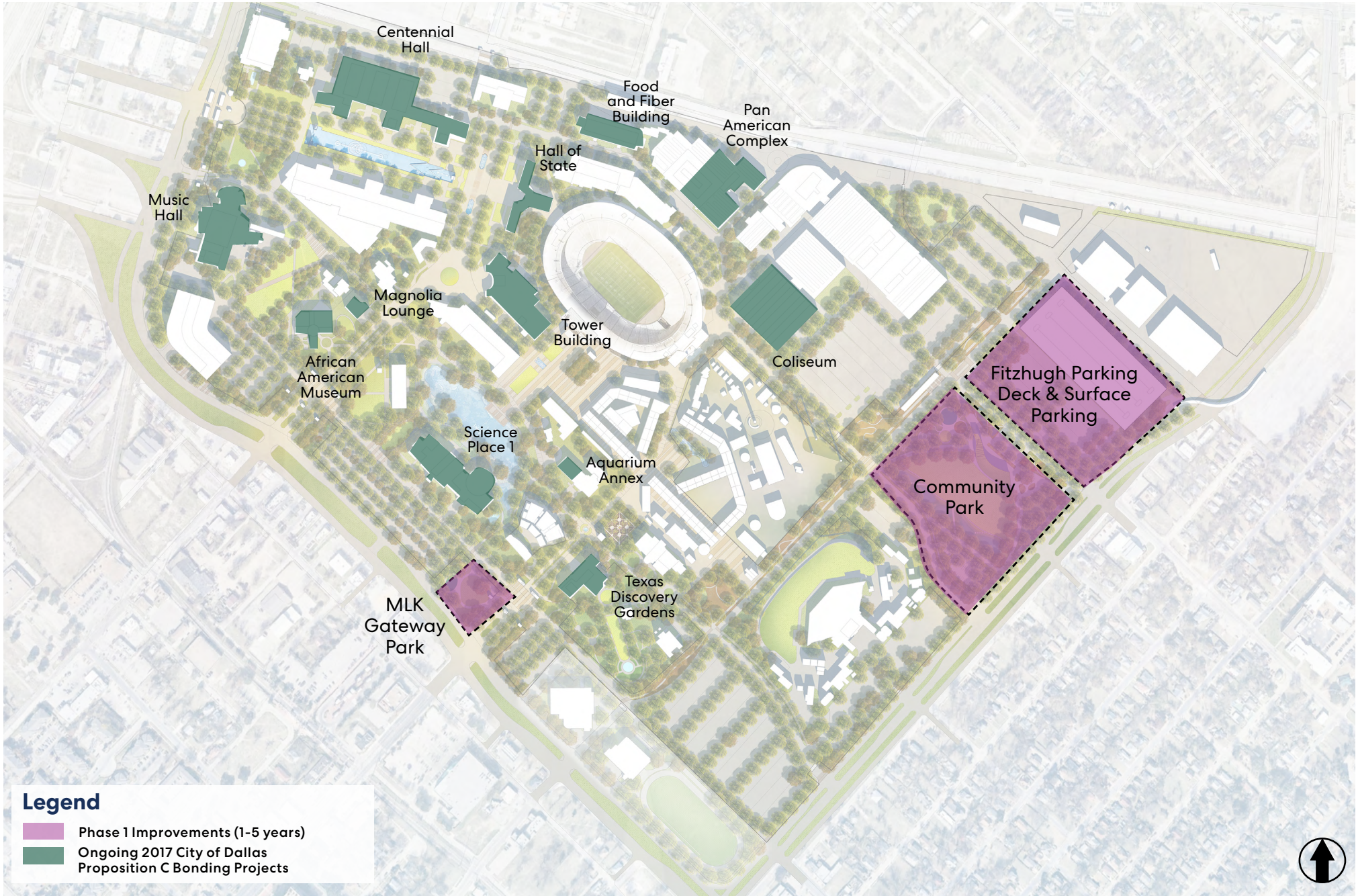
The rendering represents a Community Park concept that was developed based on community input. A final Community Park design will be developed in a separate design process.

PROJECT PHASING



Master Plan Update: Preliminary Phasing

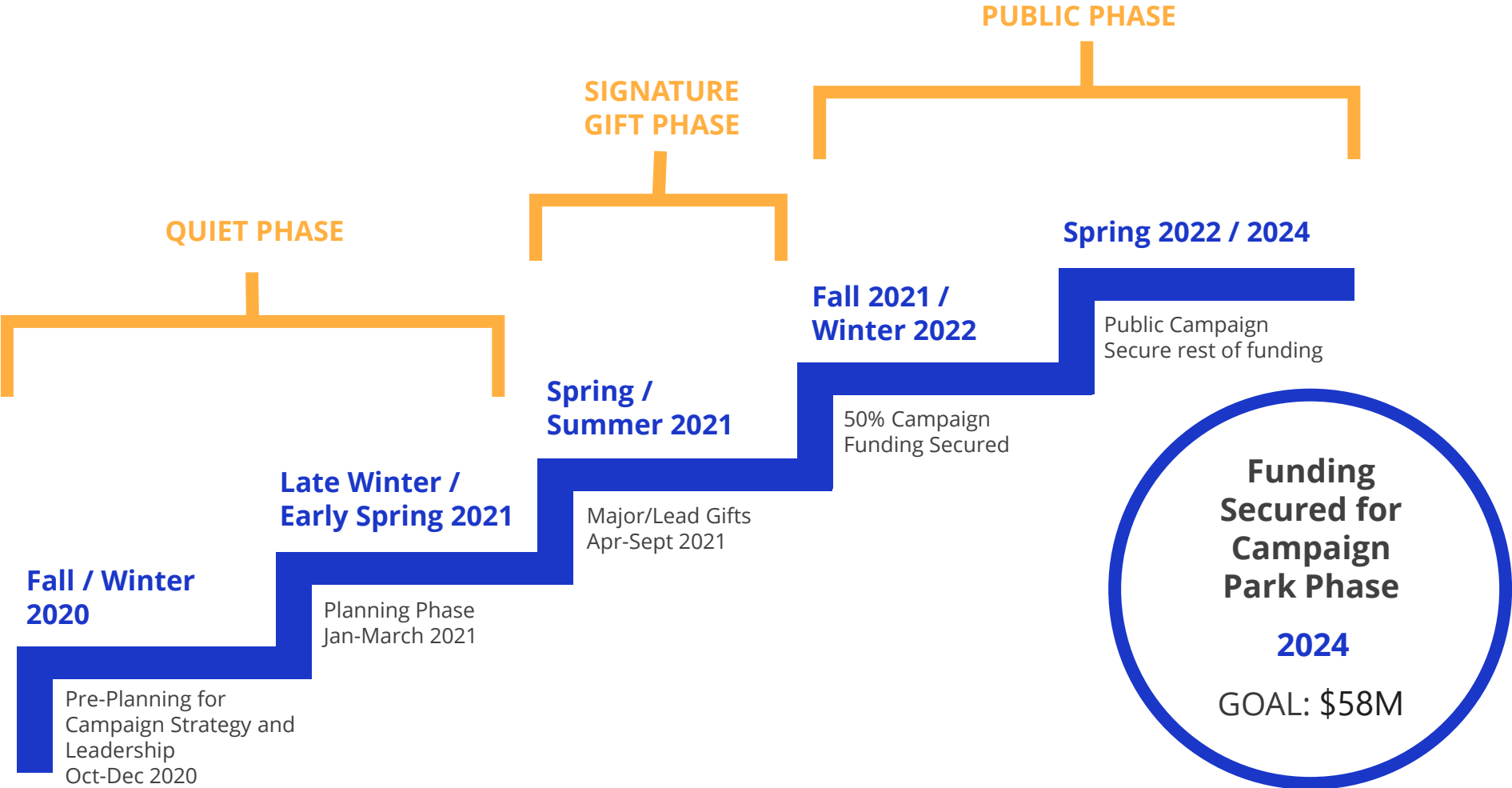
Fair Park Master Plan Update



Phase 1 Improvements: 1 to 5 years

FAIR PARK FIRST

CAPITAL CAMPAIGN PARK PHASE | FUNDING TIMELINE



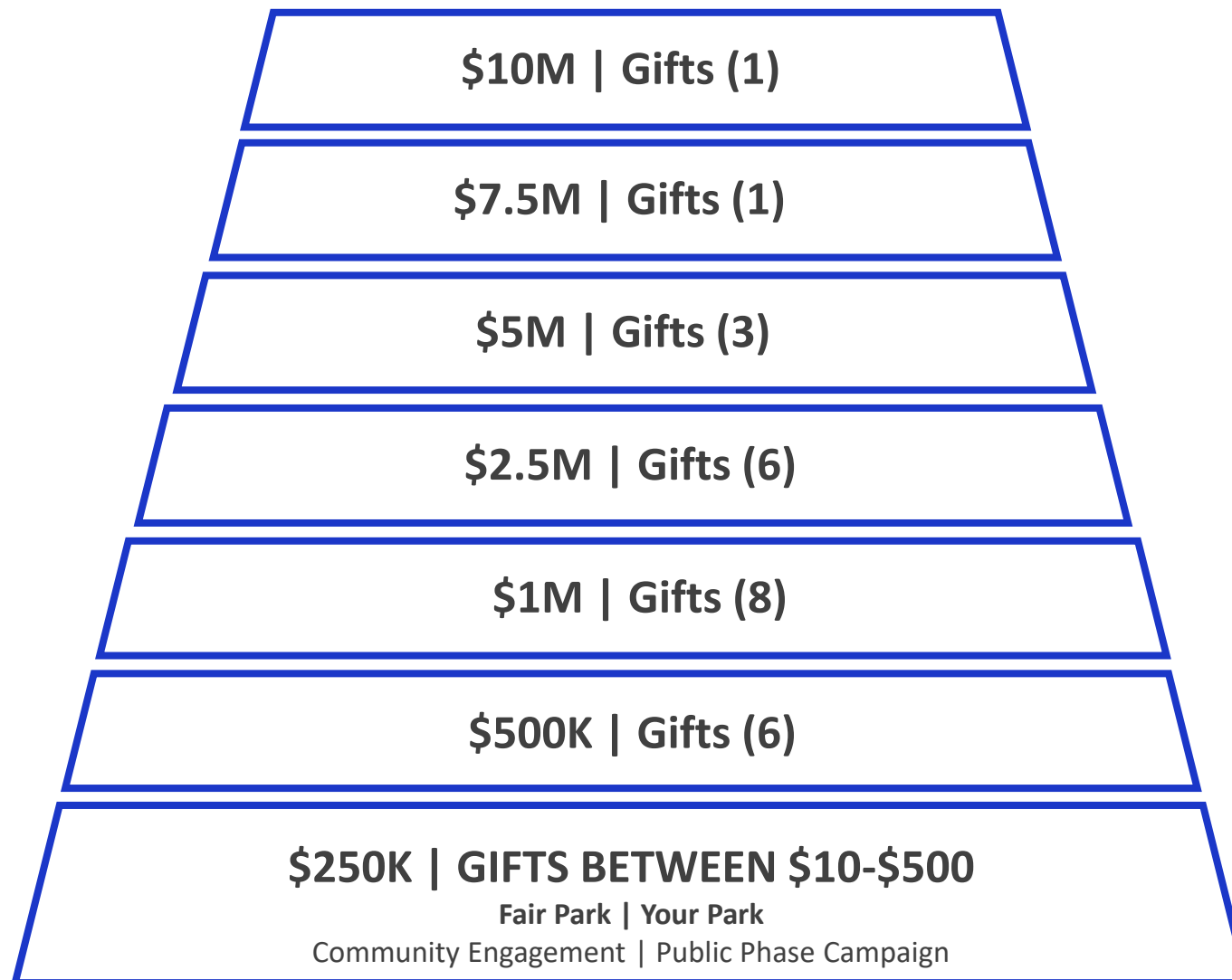
Times are estimates are conservative and subject to change based on internal and external campaign factors. Updated as of 10/10/2020.

Fair Park First

Capital Campaign Park Phase | Donor Strategy

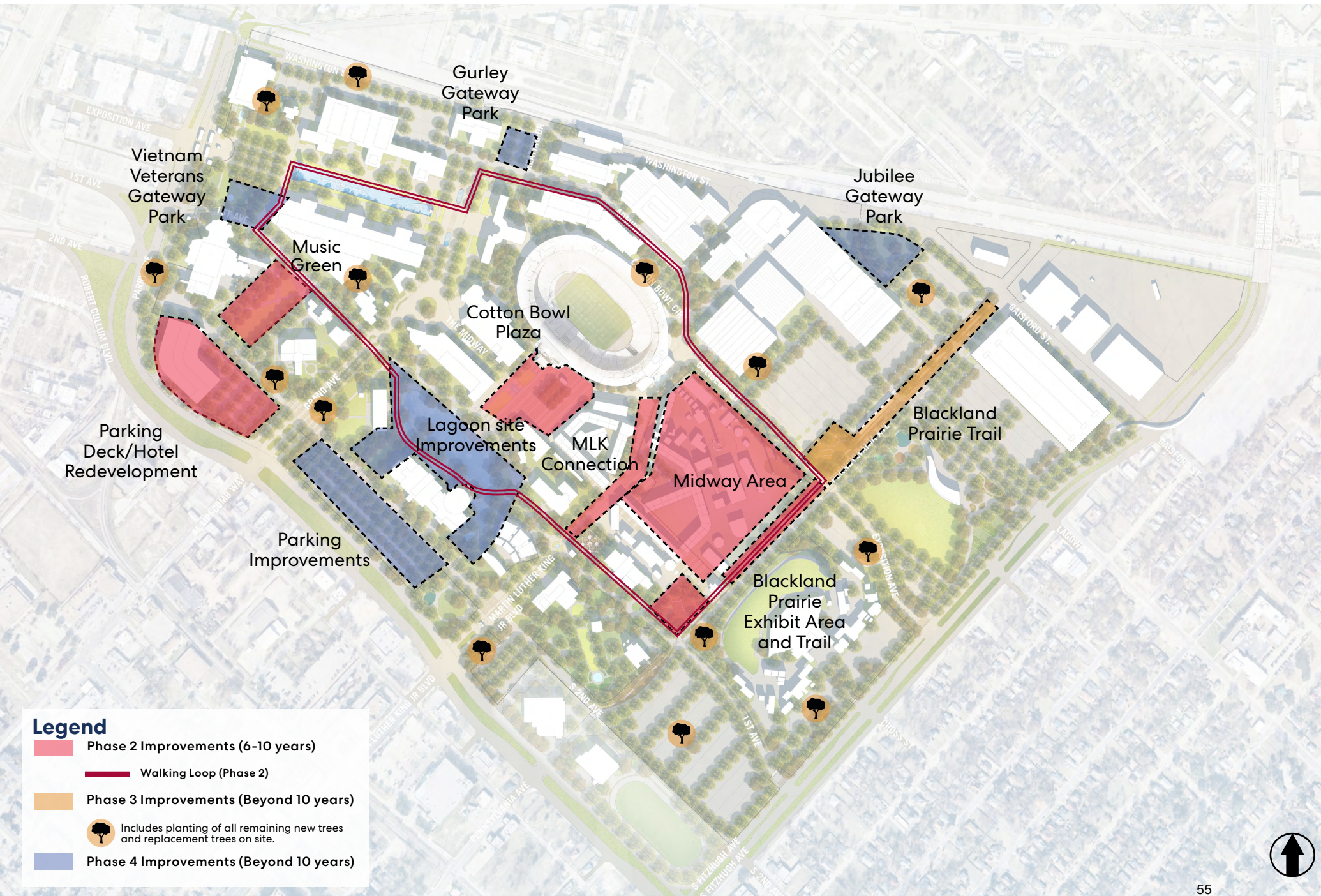


TARGET GOAL
\$58 MILLION



Master Plan Update: Preliminary Phasing

Fair Park Master Plan Update



Future Phases: 6 to 20 years

A blue-tinted photograph of a roller coaster track, likely the Big Dipper at Six Flags Great Escape. The track is a complex web of steel beams and supports, with several cars visible. In the background, a city skyline is visible under a hazy sky, with a large stadium-like structure in the foreground. The overall mood is dramatic and industrial.

QUESTIONS