



DALLAS MIDTOWN



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Park Vision and Booklet
Designed by MIG

This park is made possible through the collaborative efforts of public and private entities, including business and property owners, community members, the North Dallas Chamber of Commerce and the City of Dallas. We encourage the community to help shape the future of this area into a new urban destination. Please contact the Dallas Midtown Park Foundation at: DallasMidtown.com

Please note: The name Dallas Midtown Park is being used temporarily until a permanent name is determined.



table of contents

PART 1: INTRODUCTION	1
PART 2: VISION	7
PART 3: ACTIVITY SETTINGS	15
PART 4: IMPLEMENTATION.....	47



Dallas Midtown Park will be an inclusive, iconic new urban oasis: a public social gathering space and destination for families from throughout Dallas, a place of endless discovery and quiet rejuvenation, with a range of events and activities, great play and recreational opportunities—a catalyst for community revitalization.

part 1
Introduction

1

INTRODUCTION

A new urban life experience

Dallas Midtown Park is a bold vision for a new, iconic urban park in North Dallas.

The park will be a catalyst for advancing Dallas' urban aspirations, while adding much-needed green space to the City's fabric. It is at the heart of revitalizing a currently underused and mostly vacant area into an exciting and dynamic urban neighborhood.

Many Texans—led by Millennials and followed by families and Baby Boomers—now aspire to live in revitalized urban neighborhoods. In this “urban century” we are redefining the structure of our cities for those who prefer to live within walking or easy transit distance to their work, entertainment, shopping, social venues—and parks. Dallas Midtown Park is a defining moment: the quality of the entire community will be improved by creating a magnetic

community place that will become one of the great public spaces in Dallas.

The Dallas Midtown Park Foundation presents this park vision to set a direction, build excitement and attract the public and private financing that will secure the land and construct the park and establish the programming. The design will continue to evolve as more individuals and groups participate in the park's planning and development. The Foundation invites you to take a glimpse into a future park experience and help bring Dallas Midtown Park to reality.

CONTEXT

The Dallas Midtown area and surroundings include a 450-acre district including restaurants, offices, stores, hotels, condos and apartments—anchored by

1 Artist's rendering of Dallas Midtown Park. Photo credit: OMNIPLAN and MIG





1



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the approximately 20-acre Dallas Midtown Park. In much the same way as Millennium Park in Chicago and Golden Gate Park in San Francisco are the foundations of their communities, this park-oriented development will redefine north Dallas. Midtown will become a major economic engine and help attract major office users and development to this part of the City.

Dallas Midtown encompasses unique design concepts, including outdoor shopping, dining and entertainment along a European-style central esplanade. In addition to the park, the area is planned to include:

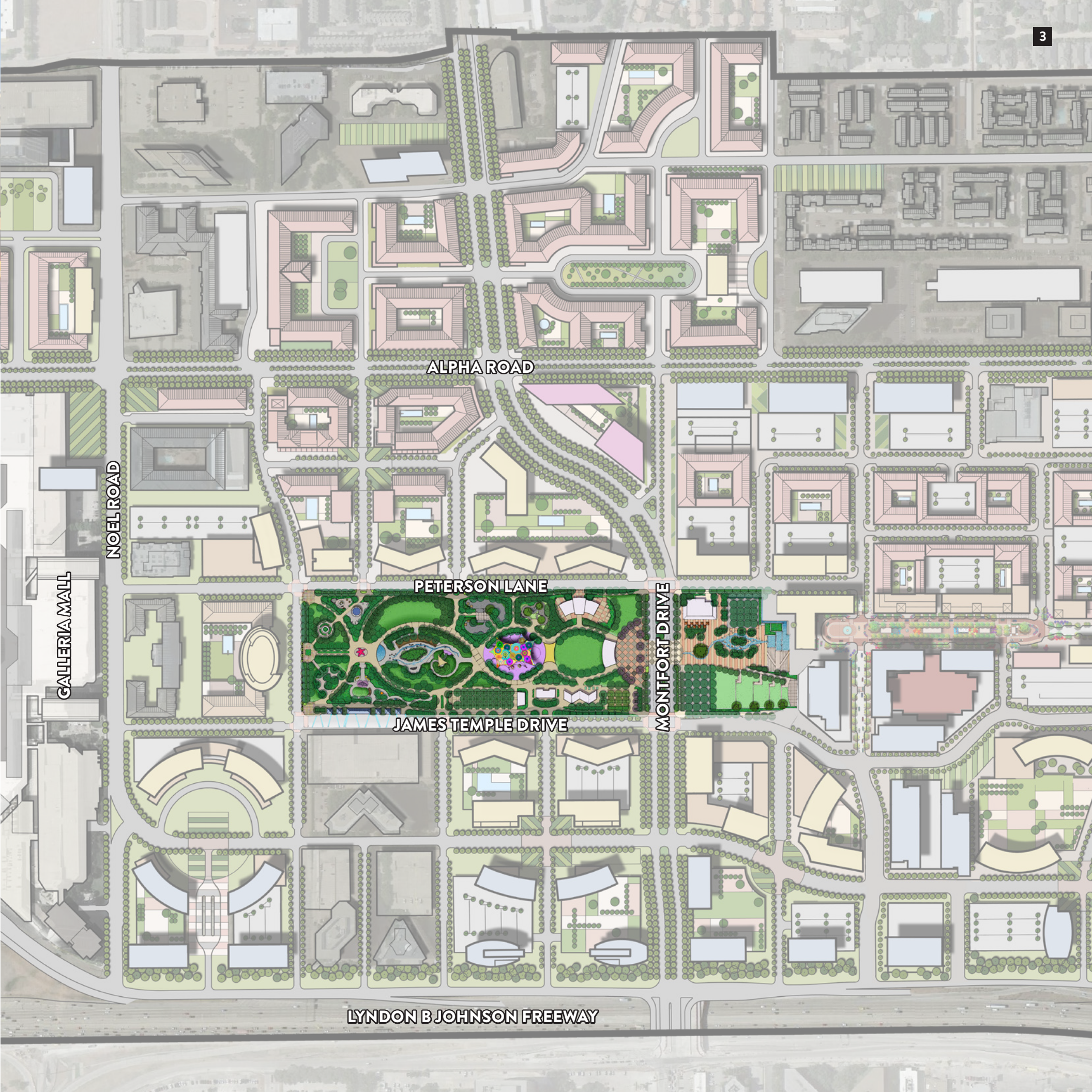
- Office space
- Retail space
- Luxury condo units for sale

- Upscale multifamily rental units
- Luxury hotels
- Luxury movie theatre
- Restaurants and entertainment venues
- Boutique shopping
- Interactive water features throughout
- Additional parks and open space
- Hiking and biking trails to White Rock Lake
- Modern trolley connections

Demolition of the existing 43-year-old Valley View Center Mall has already begun and the majority of the mall—glass, steel and other materials—will be salvaged and recycled. The initial site should be cleared and ready for construction in 2017. While the full development will take about 15–20 years to complete, the park could be completed in a few years.

1,2 The park will be surrounded by hotels, offices and residences.

3 The redevelopment area is bound by LBJ Freeway on the south, Dallas North Tollway on the west, Preston Road on the east and Southern Boulevard on the north.



ALPHA ROAD

NOEL ROAD

GALLERIA MALL

PETERSON LANE

JAMES TEMPLE DRIVE

MONTFORT DRIVE

LYNDON B JOHNSON FREEWAY



Parks have been
key to growth
all over Dallas.
We have an
opportunity to
help North Dallas
grow through the
same strategy,
with Dallas
Midtown Park as
the centerpiece.

MIKE S. RAWLINGS
MAYOR OF THE CITY OF DALLAS

part 2
Vision

2

VISION

An outdoor celebration of Dallas Midtown

Based on the community vision, the park design is inclusive, open, playful, relaxing and recreational, supporting health and wellness. It is bold and contemporary, yet fosters authenticity and sensitivity to the area's history and geography. Its distinct set of amenities and experiences will attract current and future Midtown residents and employees, as well as all Dallas residents.

The park vision calls for:

- **Different types of play areas.** Areas and amenities will accommodate family play, quiet play, outdoor games, water play and “secret places.”
- **Promoting health and wellness.** Play fields and a jogging track encourage residents and employees to play outdoors.

- **An iconic element.** A central area will feature an unexpected, unique structure.
- **Dog areas.** Separate areas for various sizes of dogs.
- **Incorporating the landscape of Dallas.** The park will include native plants of the area's Blackland Prairies.
- **Including ties to the artist community.** Local artists will create elements of the park.
- **Reflecting the history and culture of the area.** Both park elements and programming will include elements of history and culture.
- **Providing a regional park link.** Consistent with the Dallas Park Department's Comprehensive Park Plan, the park will be another link in the regional network of Dallas parks.

1 *Interactive art and light installation by artist Jen Lewin in Austin.*





- **Incorporating food.** Both permanent kiosks and temporary food trucks will be available, along with picnic tables.
- **Accommodating evening activities.** The park will be open after dark for concerts and other events, as well as for private rentals.
- **Ensuring flexibility and sustainability.** Seasonal activities and programming will keep the park active year round.

ICONIC PARKS

Klyde Warren Park has had a wonderful impact on the city; Dallas Midtown Park would be almost 4 times as large. It will be almost as large as Millennium Park, built on former rail yards and parking lots and now one of the top attractions in Chicago. Of course, Central Park is tremendously larger, planned when New York was still just developing and land was available.



Klyde Warren Park

Dallas, TX

5.2 acres



Millennium Park

Chicago, IL

24.5 acres



Dallas Midtown Park

Dallas, TX

20 acres



Central Park

New York City, NY

778 acres

1 Artist's rendering of grassy open space area. Photo credit: Studio Outside

2 Compton Creek Natural Park, Compton, CA

A group of diverse children and an adult woman are gathered around a garden bed. The children, of various ethnicities and ages, are looking intently at a plant in the garden bed. The woman, wearing a black headscarf and a black jacket, is holding a book and looking down at the children. The garden bed is filled with green grass and other plants. The background shows a fence and trees.

**We will ensure this park
is accessible to everyone
in Dallas.**

**LEE KLEINMAN,
DISTRICT 11 CITY COUNCIL MEMBER**

Neighborhood Green.
A smaller green space for informal gathering.

The Meadows. Open space meadow with lots of shade for simply relaxing.

The Bow Wow Factor. Dogs can enjoy being off leash while their owners sit in the shade.

The Wow Factor. The park's iconic, unique element, visible from outside the park.



The Office. An outdoor area to accomplish actual work, individually or in small groups.

Art Walk and Sculpture Garden. The elegant strolling garden features installations by local artists.

Water Works. Play in the water; a welcome relief from the hot Dallas sun.

Eat Drink Play. An area for eating, with food trucks available.



Exploratorium. The indoor/outdoor area is like a small, interactive science and art museum.

Festival and Event Space. The main performance space, with formal and informal seating.

Play Plaza. For the young at heart.

Cascading Waterfall. Water falls down into the plaza.

Games People Play. Classic outdoor games such as ping pong, chess, and bocce ball.

Enhanced Streetscape. Montfort Drive maintains traffic flow, with trees and special paving for pedestrian crossing.

Performance Area. Tiers of informal grass seating facing a performance stage for large-scale production.

Plaza East. A grand entrance with an overview of the entire park.



**Urban parks go
hand-in-hand
with urban
development.
We need parks
to create social
gathering
areas and build
community.**

**LINDA KOOP
TEXAS STATE REPRESENTATIVE
FORMER DISTRICT 11 DALLAS
CITY COUNCIL MEMBER**

part 3

Activity Settings

ACTIVITY SETTING

PLAZA EAST

Size: About 4 acres

The East Plaza, adjacent to new retail on the east, provides a vantage point overlooking the rest of the park.

A Enter the park and find a sweeping overview of the entire park and its activities to the west. The “Wow Factor” in the distance provides a tempting destination. Then descend down a cascade of steps (fully accessible) alongside a cascading waterfall.

B A play plaza including a large, landmark tree and informal seating along a stream.

C The shaded contemplative grove will offer benches and tables under a canopy of trees. Water flows down a “water wall” on the east side, providing visual and audio “white noise.”

D A restaurant will provide food and drink for those attending events and visiting the park; there is also space for food carts.

E One of the main stages for performances, facing west.

F Five grassy tiers allow for informal venue seating.

G Additional shaded space with views of the performance stage.





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1 Rose Kennedy Greenway, Boston, MA

2, 3 Smale Riverfront Park, Cincinnati, OH

4 Shake Shack, Madison Square Park, New York, NY

5 Olympic Park, Seattle, WA

6 Stern Grove, San Francisco, CA

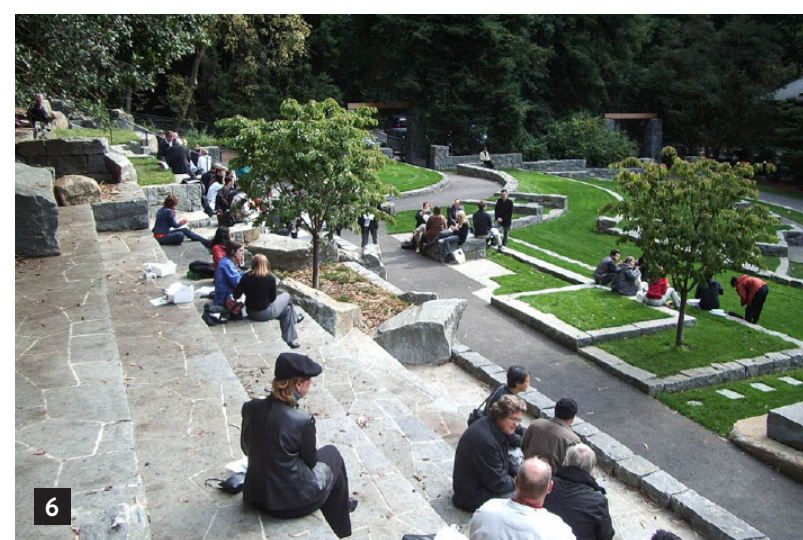
7 Samuel Paley Park, New York, NY



7



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ACTIVITY SETTING

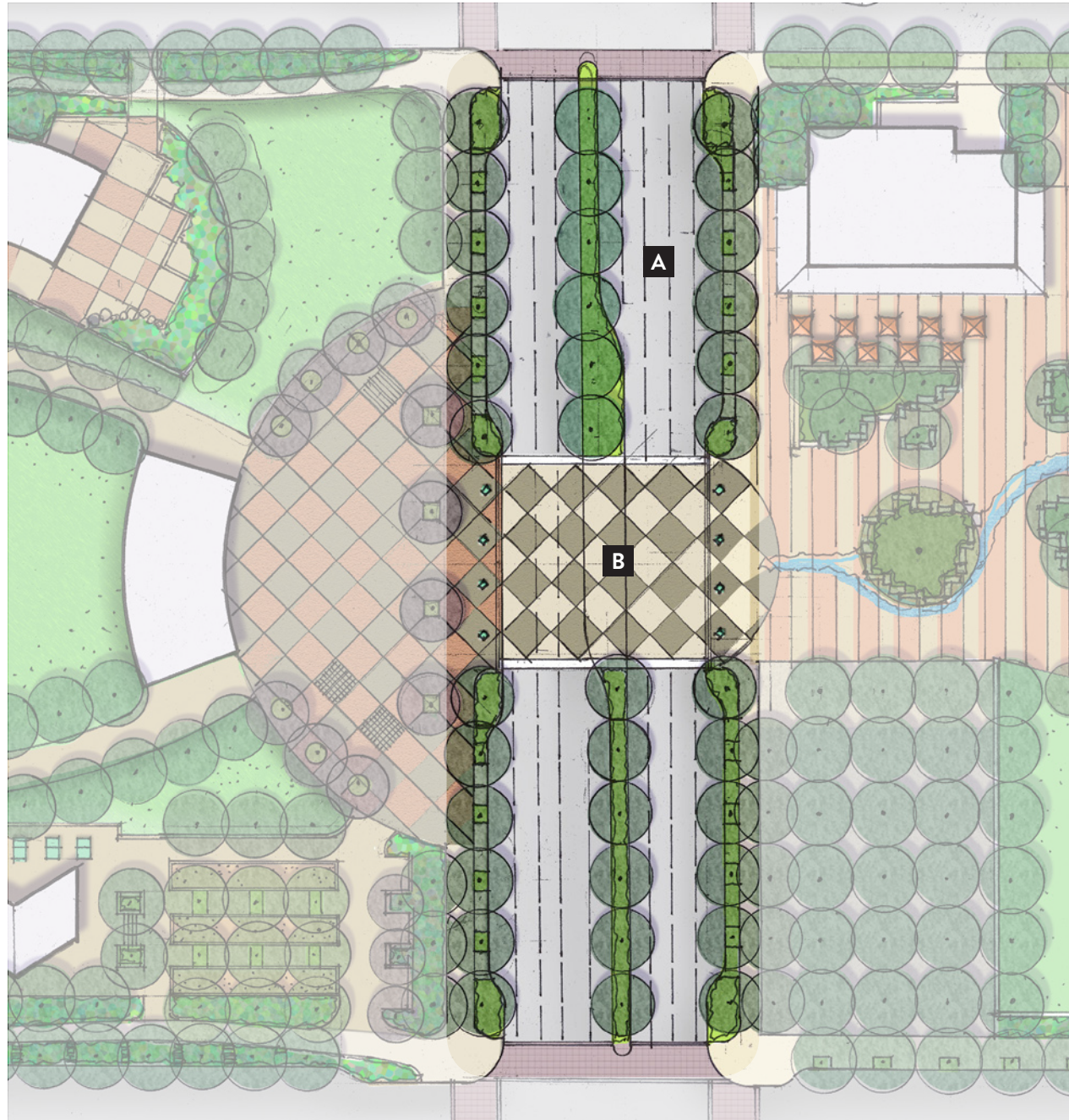
ENHANCED STREETSCAPE

Size: 485 feet long

The section of Montfort Drive bisects the park and will be fully integrated into the design.

A The street maintains multiple travel lanes in each direction, along with bicycle lanes. It's enhanced with additional vegetation and its design will reflect the new Dallas Midtown streetscape design standards once adopted.

B The lines of trees open to provide visual access to both sides of the street. Special paving textures and colors signify pedestrian crossings and a median strip offers an oasis to ease pedestrian crossings.





The more successfully a city mingles everyday diversity of uses and users in its everyday streets, the more successfully, casually (and economically) its people thereby enliven and support well-located parks that can thus give back grace and delight to their neighborhoods.

JANE JACOBS, THE DEATH AND LIFE OF GREAT AMERICAN CITIES

1 West Capitol Avenue,
West Sacramento, CA

2 Long Beach
Transit Mall,
Long Beach, CA



ACTIVITY SETTING

FESTIVAL AND EVENT SPACE

Size: About 3.6 acres

This area is the main gathering point in the park for large festivals, pageants and other events.

A The performing arts pavilion can face either east toward the festival plaza or west toward the festival lawn.

B The festival plaza contains “board games” such as large chess and checkerboards, and can also be used for formal seating for performances.

C The festival lawn can be informal performance seating or simply used by families for picnics and relaxing.

D Additional lawn space for family fun or overflow concert seating.





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1 Market Square Park,
Houston, TX

2 Outdoor Concert,
Philadelphia, PA

3 Día de los Muertos
Festival, Austin, TX



3

ACTIVITY SETTING

EXPLORATORIUM

Size: About .6 acre

The area promotes interactive science and artistic activities, especially for a nearby Midtown school (with a safe walk to the park).

A The enclosed structure will have air conditioning/water and support classic “maker” spaces like an interactive science museum but on a smaller, more intimate scale.

B There is additional informal space for outdoor gathering.





1 Interactive Shop, Fort Worth, TX

2 Ville de Nantes / TETRARC. Photo credit: Stephane Chalmeau

3 Giant zig zag glass canopy, College of Arts, Nantes, France

4 Art studio class in progress



ACTIVITY SETTING

THE WOW FACTOR

Size: About 1 acre

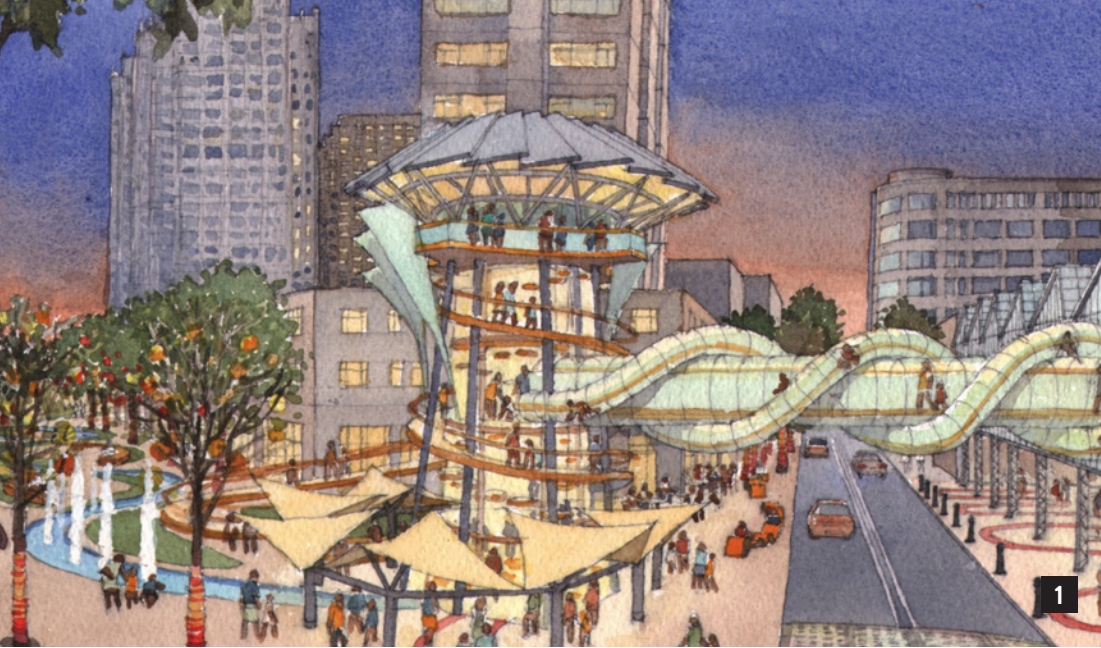
This area will become a park icon; a unique element that can be viewed from a distance.

A The colorful, attractive woven climbing structure allows climbing up to 20 feet, with other built-in interactive features, art, technology and attractive lighting.

B A shaded pavilion area for gathering or small performances.

C Additional nature play area with seating.





1 Play street concept,
Charlotte, NC

2 Roosevelt Row,
Downtown Phoenix, AZ

3 Takino Suzuran
Hillside Park, Japan

4 Discovery Cube,
Santa Ana, CA

5 Denver, CO



The measure of any great civilization is in its cities, and the measure of a city's greatness is to be found in the quality of its public spaces, its parks and squares.

JOHN RUSKIN, ENGLISH ART CRITIC

ACTIVITY SETTING

GAMES PEOPLE PLAY

Size: About .7 acre

Those wanting to play games with a twist will find outdoor games galore.

A A shade structure hosts ping pong, foosball and other game tables (with chess and checkers just to the north in the festival plaza).

B Play bocce ball under the trees.

C Large, main restroom facility for the park (small facilities located throughout).

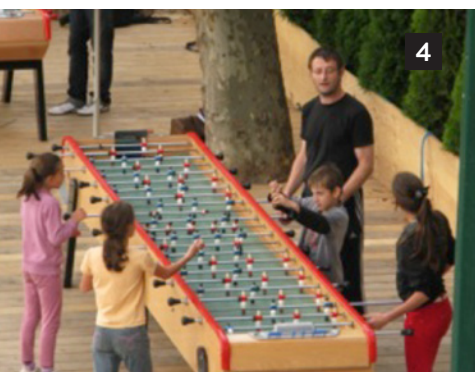




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1 Yanaguana Gardens,
San Antonio, TX

2 Bocce Ball Court

3, 4 Yanaguana Gardens,
San Antonio, TX

ACTIVITY SETTING

EAT DRINK PLAY

Size: About .8 acres

A A large space for families to eat homemade picnics or buy food, with playful lighting.

A Shaded areas with plenty of tables and benches.

B A covered mini-stage is available for informal music and buskers.

C Food trucks will line up along the street.





1

1, 2 Bell Street Park,
Seattle, WA

3 Pop-up Food Carts,
Portland, OR



2



3

ACTIVITY SETTING

THE BOW WOW FACTOR

Size: About .65 acre

A great, modern off-leash dog park.

A Area for larger dogs.

B Area for smaller dogs.



1, 2, 3 Dogs provide a common denominator for meeting and socializing

4 Tompkins Square Dog Run, New York, NY.
Photo credit:
David Shankbone



ACTIVITY SETTING

THE MEADOWS

Size: About 1 acre

This very peaceful, relaxing grassy area features the flora and fauna of the North Texas Blacklands Prairie, with abundant trees and shade.



Parks are the lungs of the city.

FREDERIC LAW OLMSTED,
CO-DESIGNER OF NEW
YORK'S CENTRAL PARK,
PARAPHRASING BRITISH
PRIME MINISTER WILLIAM
PITT'S "LUNGS OF LONDON"
REFERENCE TO HYDE PARK,
LONDON



1, 2 Indigenous landscape of the blackland prairie

3 Hemisfair Park, San Antonio, TX

ACTIVITY SETTING

WATER WORKS

Size: About 1.3 acres

This welcome relief from the hot Dallas sun will be a great place for families.

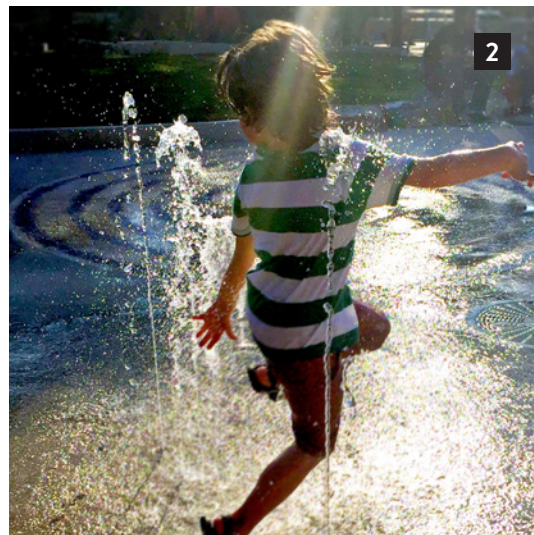
- A** An interactive water feature with water spouts and “creek bed.”
- B** Elevated slides down to the water area.
- C** Sand play area with seating for adults.





1, 2 Yanaguana Gardens,
San Antonio, TX

3 Clear Creek Plaza,
Golden, CO



We all need to play, especially in urban areas. Play is central to our health, well-being, creativity and intelligence and to our success as an innovative culture.

SUSAN GOLTSMAN, FASLA, PRINCIPAL, MIG, INC.

ACTIVITY SETTING

ART WALK AND SCULPTURE GARDEN

Size: About 1.25 acres

This elegant garden will be available for weddings and other celebrations.

A An iconic art sculpture introduces visitors to the art garden.

B Elegant, strolling garden features installations by local artists (locally produced art work will be featured throughout the park) and lovely spots for weddings.

C “Makers” booths along the park edge—and potentially on the ground in the adjacent parking structure—can be available to local artists to make and sell their wares.





A day spent without the sight or sound of beauty, the contemplation of mystery, or the search of truth or perfection is a poverty-stricken day.

LEWIS MUMFORD



- 1 Bryant Park Youth Art Cart, New York, NY
- 2 Makers Space for Metal Arts, San Francisco, CA
- 3 Street art chalk festival
- 4 Rose Kennedy Greenway, Boston, MA
- 5 Olympic Sculpture Park, Seattle, WA



ACTIVITY SETTING

NEIGHBORHOOD GREEN

Size: About 1.25 acres

Whether it's just a quick jaunt or part of an all day visit, this area will be a neighborhood favorite.

- A** A small green space is suitable for outdoor movie screenings, casual talking and informal gathering.
- B** A small area for adult exercise structures.
- C** Tot lot with seating for adults.



1 Hemisfair Park, San Antonio, TX

2 Outdoor movies on the green



Wonderful public spaces are not a frivolity. They are just as important as hospitals and schools. They create a sense of belonging... and a society where people of all income levels meet and share the public space.

ENRIQUE PEÑALOSA LONDOÑO, MAYOR OF BOGOTÁ, COLOMBIA

ACTIVITY SETTING

THE OFFICE

Size: About .5 acre

With a future hotel to the south, this area can become an outdoor space to do actual work in a casual and comfortable setting with wifi and secluded places for impromptu small group meetings.

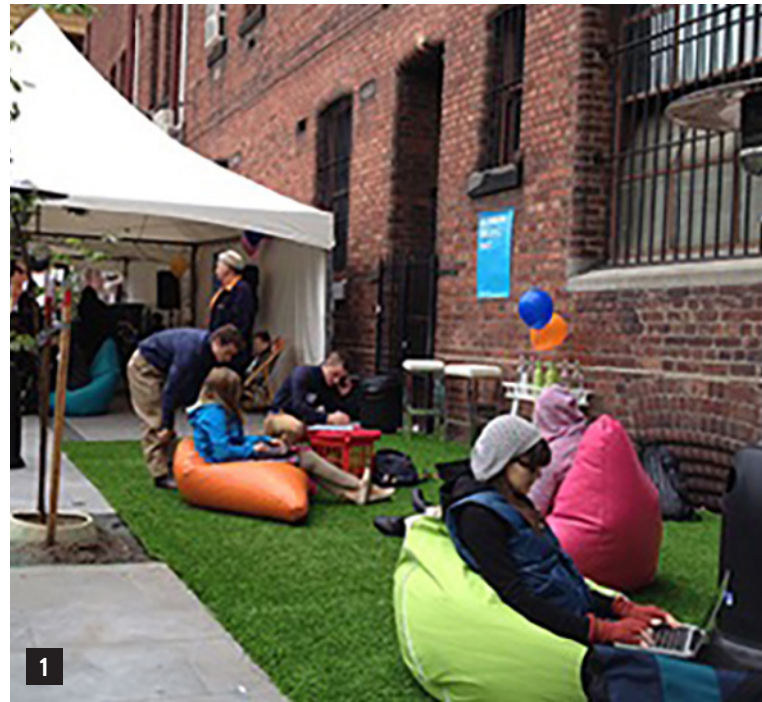


1 Shared workspace organization "The Hub," Melbourne, Australia

2 Office sunken into forest floor, Madrid, Spain

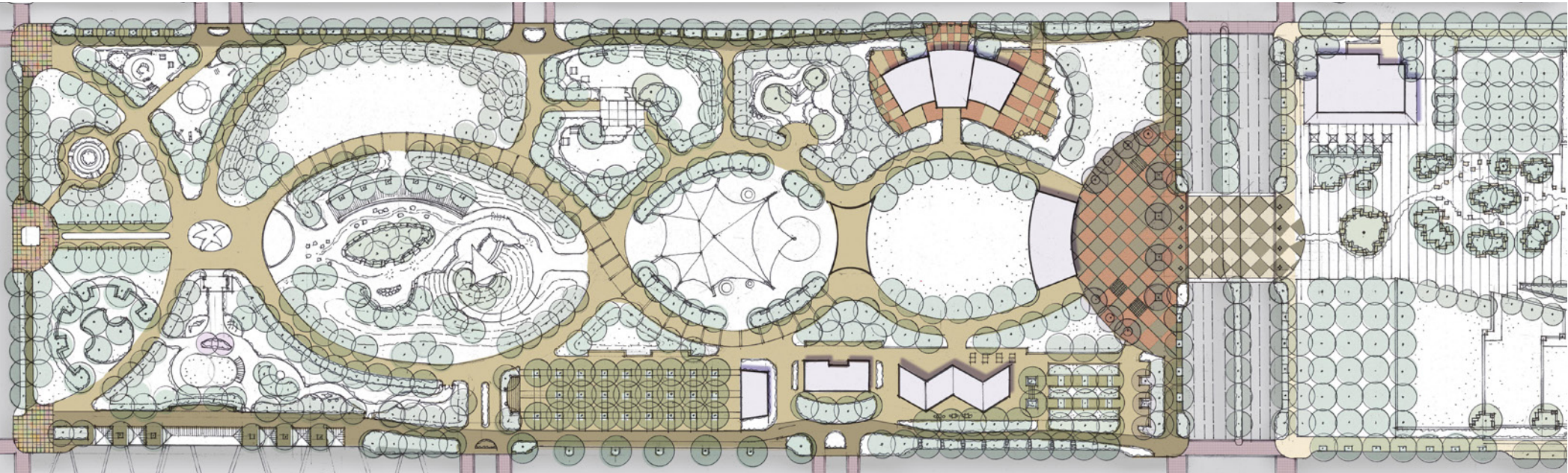
3 Working outdoors

4 Parallel Park, Vancouver, BC



ACTIVITY SETTING

WALK JOG RUN



Dallas Midtown employees can improve their health and wellness on the walk, jog, run path that surrounds the entire park (no bicycles on the path). And they can change it up by using the crisscrossing paths that connect activity settings throughout the park. The mostly tree-lined paths will be fully accessible, comprising decomposed granite, colored concrete and colored and scored paving in the plazas.

A 3,600-foot long perimeter path.

B About 4,000 feet of interior paths through the park.

1, 2, 3, 4 Getting outdoor exercise in urban areas is always a challenge



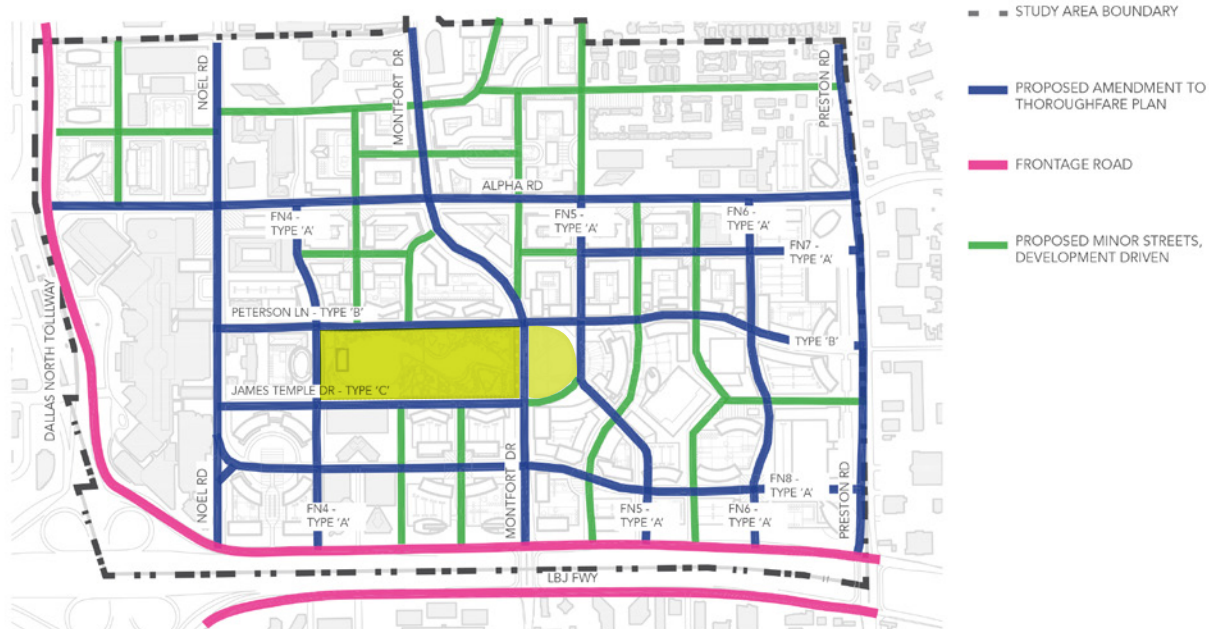
ACTIVITY SETTING

GETTING THERE

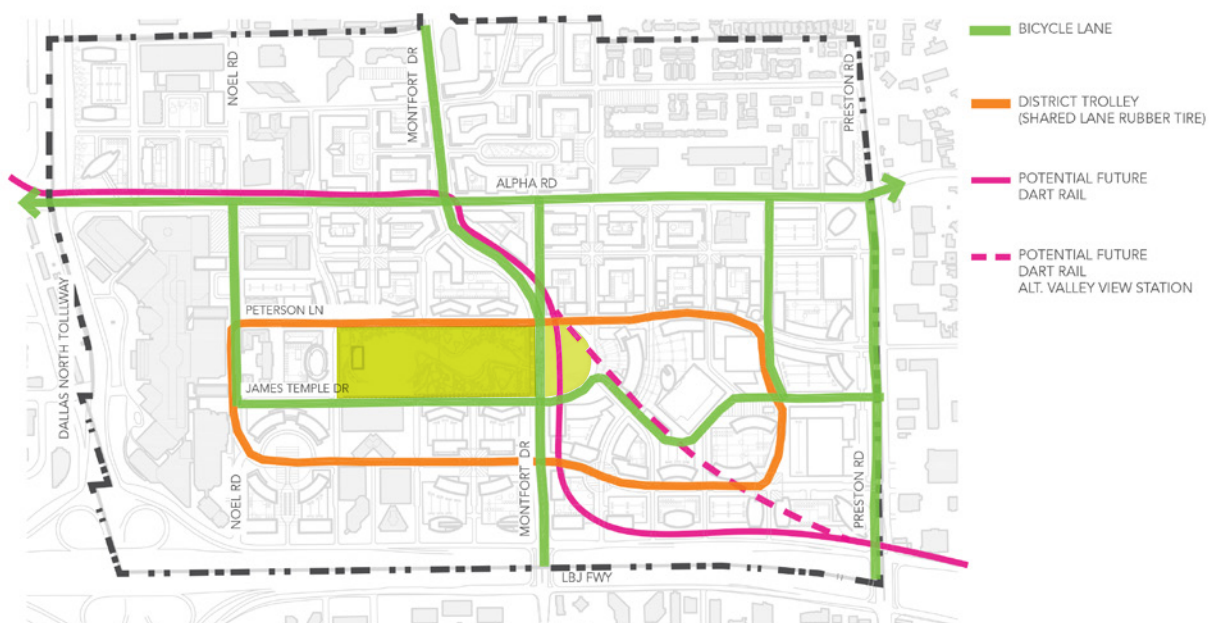
People from throughout Dallas will find it easy and convenient to come to the park, using many different types of transportation.

- An exploration is underway to determine the feasibility of developing a people mover system from the planned Cotton Belt line, funded by a grant from the North Texas Council of Governments.
- There will be street parking, as well as joint use of the structured parking.
- A wheeled trolley will transport people around the entire area.
- Bicyclists will find connections from the regional bikeway system to the park and plenty of bike parking.
- The City is planning enhanced connections to DART buses and to light rail lines to the east and west.
- The proposed street network will provide enhanced vehicle access by creating new thoroughfares as the area redevelops into a vibrant, mixed-use community.

PROPOSED STREET NETWORK



PROPOSED BIKE AND TRANSIT NETWORK



1 DART

2 The DFW Skylink,
Photo credit: Lars
Plougmann

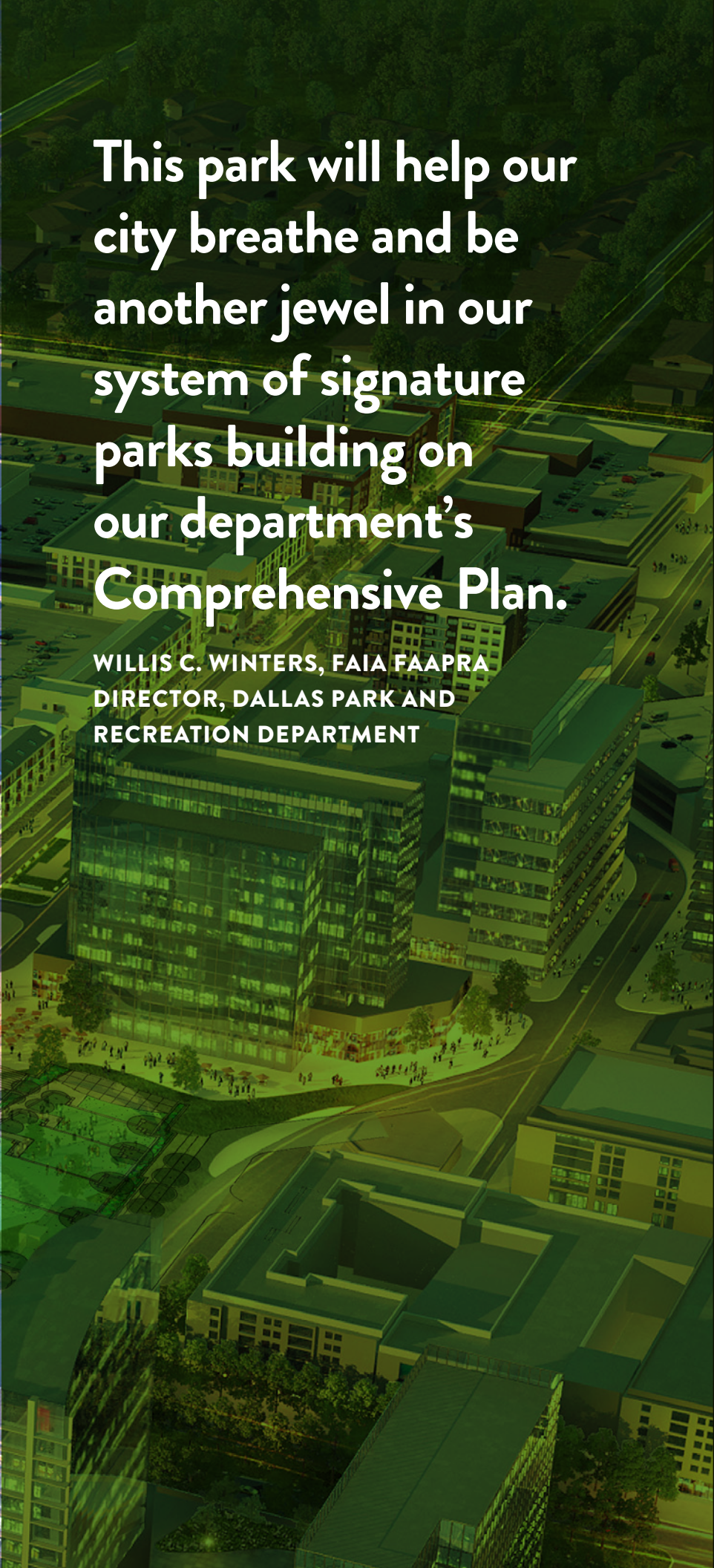
3 Enhanced bicycle
lanes



I am thankful to the North Central Texas Council of Governments for providing a financial grant to identify mobility and transit options around Dallas Midtown.

LEE KLEINMAN,
DISTRICT 11 CITY COUNCIL MEMBER





This park will help our city breathe and be another jewel in our system of signature parks building on our department's **Comprehensive Plan.**

**WILLIS C. WINTERS, FAIA FAAPRA
DIRECTOR, DALLAS PARK AND RECREATION DEPARTMENT**

part 4
Implementation

4

IMPLEMENTATION

A destination park developed by the community

FUNDING STRATEGIES

Dallas Midtown Park will be developed and maintained through public/private partnerships, providing opportunities for community organizations, businesses and foundations to become involved at all levels. Costs for acquiring land and developing the park with full programming are estimated at about \$160 million.

Working with the City of Dallas, The Dallas Midtown Park Foundation has developed several financing methods:

City Bonds. The City may determine that a bond referendum for funding should be put before voters.

Tax Increment Financing. The City recently approved a \$350 million TIF, with \$70 million earmarked for the park.

Public Improvement District. PIDs can use property assessments generated in the area to operate and maintain the park.

Midtown Open Space Assessment. Development must include 4% open space on-site and additional 4% either on-site or in lieu, meaning the development could instead pay a fee into a fund used to build the park.

Private Donations. Corporations and foundations will contribute funding and in return may receive naming rights to specific areas of the park.

Concessions. The park will receive a percentage of sales of food and other concessions.

Rentals and Fees. The community will be able to rent park areas for events, concerts, weddings and other celebrations.

Grants. The park may receive grants from other government agencies and nonprofits.



1 Surrounding development will also include some open space.




2 An 8-screen theater will anchor entertainment.

potential naming opportunities

- Plaza East
 - Entrance steps and waterfall
 - Contemplation Garden and water wall
 - Play plaza
 - Performance stage
 - Grassy seating area
- Enhanced Streetscape
 - Montfort Drive pedestrian crossing
 - Street trees
- Festival and Event Space
 - Main performance stage
 - Festival lawns
 - Festival plaza
- Exploratorium
 - Enclosed structure
 - Plaza area
- Wow Factor
 - The Wow structure
 - Pavilion
- Nature Play Area
 - Bocce ball court
 - Game tables
 - Shade structure
- Eat Drink Play
 - Eating area
 - Mini-stage
- Bow Wow Factor
 - Large dog area
 - Small dog area
- Water Works
 - Water feature
 - Slides
 - Sand play area
- Art Walk and Sculpture Garden
 - Art sculptures and installations
 - The art walkway
 - Makers booths
- Neighborhood Green
 - The green
 - Movie screenings
 - Adult exercise area
 - Tot lot
- The Office
 - Benches and seating areas
 - Wifi
 - Gardens
- The Name of the Park!



An aerial night-time rendering of a modern urban development. The scene is dominated by several tall, glass-clad skyscrapers that are brightly lit from within, their lights reflecting on the surrounding surfaces. The buildings are arranged in a cluster, with some featuring unique, curved or stepped architectural designs. In the foreground and middle ground, there are lower-rise buildings, some with flat roofs and others with more complex, multi-level structures. A prominent feature is a large, open plaza area with a grid of walkways and some greenery. To the right, a multi-lane highway interchange is visible, with light trails from cars indicating traffic flow. The overall atmosphere is one of a vibrant, well-planned city at night.

It is far easier, simpler to create spaces that work for people than those that do not—and a tremendous difference it can make to the life of a city. What attracts people most, it would appear, is other people.... The best-used plazas are sociable places.

WILLIAM H. WHYTE, URBANIST, AUTHOR OF *THE SOCIAL LIFE OF SMALL URBAN SPACES*

