BACKGROUND & IMPETUS

THE SASAKI PLAN

- Plan completed in 1982
- Over the past 35 years, the Dallas Arts District has transformed and is reaching maturity
- Original recommendations do not reflect the current best practices for urban spaces
- Several inconsistencies in application of design guidelines
BACKGROUND & IMPETUS
CURRENT PLANNING CONTEXT

• An opportunity to coordinate with the larger vision for Downtown
  • Downtown Dallas 360 update
  • Likelihood of large private investment within and adjacent to the Arts District
PRELIMINARY SCHEDULE  KEY DATES

- April 6  UDAC briefing: Introduction of plan scope and schedule
- May 4   UDAC briefing: Draft plan review
- May 15 – 22  Community/stakeholder meetings
- May 24  Council authorization for PD amendment
- June 8   UDAC briefing: Draft plan review and possible action
- June 22  UDAC action and CPC briefing
- June 26  Public meeting on Draft plan and PD amendment
- July 20  CPC action
- September 7  CPC action on zoning
- September 18  Council Committee on Arts, Culture and Libraries
- October 11  Council action on plan and zoning
COMMUNITY ENGAGEMENT TO DATE

• Interviews (Jan 2016 - Present)
  • Property owners
  • Institutional administrators
  • Developers
  • City staff
  • Downtown Dallas, Inc.

• Coordination Meetings (Feb 2016 - Present)
  • Downtown Dallas, Inc.
  • Uptown, Inc.
  • Texas Trees Foundation

• Presentation to Arts, Culture, & Libraries Committee (Nov 2016)

• Arts District stakeholder update presentation (Feb 2017)
COMMUNITY ENGAGEMENT IN THE FUTURE

• Coordination Meetings (Continuing)
  • Downtown Dallas, Inc.
  • Uptown, Inc.
  • Texas Trees Foundation

• City Planning Commission Briefing (May 2017)

• Engagement Events (voluntary, open to public) (June 2017)
  • Residents
  • Nearby businesses
  • Press
  • Interested Dallas citizens

• City Sponsored Public Meeting (July 2017)

• Arts, Culture, & Libraries Committee Briefing (September 2017)
FRAMEWORK PLAN 5 KEY STRATEGIES
LONG TERM GOALS

1. Transform Pearl Street into an Avenue to the Arts
2. Reinvigorate Flora Street as the Cultural core of the Arts District
3. Embrace Ross Avenue as a mixed-use Commercial corridor
4. Expand and update wayfinding, signage, public art, and gateway experiences
5. Enhance Pedestrian Connections in all directions, with a focus to the west (Perot Museum, West End, Victory)
STRATEGY 1: TRANSFORM PEARL STREET

PRIORITY ACTIONS

• Improve a deteriorating and unsafe pedestrian R.O.W., with a focus on safety and comfort
• Create a connection between Downtown neighborhoods
• Unify the Arts District
• Reinterpret Pearl Street as “The Avenue to the Arts” from McKinney Avenue to Live Oak Street
• Create a continuous, multimodal experience between Uptown, Klyde Warren Park, the Arts District, and City Center
PEARL ST. RIGHT OF WAY IMPROVEMENTS

Art installations at median on Pearl – wayfinding
Open stairway at Betty Marcus Park
Interactive fountain at Betty Marcus Park
Extend curbs at intersections
Enhance sidewalks and plantings
Bold speed tables at 6 intersections
PRIORITY ACTIONS

• Replace unsafe and deteriorating sidewalks where needed

• Replace existing bald cypress with appropriate street trees when in poor condition

• Improve existing lighting with fixtures that address street and pedestrian safety and energy efficiency

• Establish new streetscape standards for retail uses

• Incorporate sustainable features
2 rows of deciduous trees well-suited to an urban environment

Pedestrian scale light fixture

Pedestrian scale light fixture

Raised or tabled intersections at key streets

Outdoor dining zone adjacent to buildings or between tree rows

50% transparency required for first two floors

Smooth paving surfaces

Sidewalks to provide for stormwater infiltration, and will match or complement paving materials on Pearl St

CROSSWALK
PARKING
TREE ZONE
WALKING/DINING
TREE ZONE
WALKING/DINING

8'
4'
10'
4'
12'
STRATEGY 3: EMBRACE ROSS AVENUE

PRIORITY ACTIONS

• Establish streetscape standards for private development along Ross Avenue within the KWP/DAD PID

• Support the transformation of Ross Avenue into a safe, multimodal, and mixed use urban corridor
ROSS AVENUE
PROPOSED FEATURES

- Continuous pedestrian-oriented lighting (dual-head fixtures) using TTF standards for brightness and color temperature
- Sidewalks that accommodate pedestrians, plantings, furniture, and wayfinding, and uses such as dining and retail spillover
- Trees (species recommended from TTF) planted in one row separating pedestrians from vehicular traffic and a parking lane
- Paving material that supports pedestrian comfort, but uniformity not required
- Structures located as close to the sidewalk as possible to create a well-defined edge, with clearly visible building entrances
ROSS AVE MUST BECOME A GREAT URBAN STREET, TOO!
STRATEGY 4: UPDATE SIGNAGE & WAYFINDING

PRIORITY ACTIONS
• Locate new wayfinding signage for larger District identity
• Improve WiFi access for visitors
• Improve distribution of information for visitors
• Assist visitors in finding public parking
PROPOSED GATEWAY CORRIDORS
STRATEGY 5: ENHANCE PEDESTRIAN CONNECTIONS
WITH A FOCUS TO THE WEST

PRIORIT Y ACTIONS

• Establish safe, non-motorized connections between the Arts District and the Perot Museum

• Support connectivity needs of the Field/Griffin corridor

• Coordinate with DDI, City planning entities, and TXDOT to facilitate infrastructure improvements
The distance to overcome is less than half the length of Flora St – and people don’t mind walking along the street there!
EXISTING PEDESTRIAN CONNECTIONS TO THE WEST

AN UNWELCOMING PEDESTRIAN EXPERIENCE
A VERY WELCOMING PEDESTRIAN EXPERIENCE

IMPROVED GROUND-LEVEL PEDESTRIAN CONNECTIONS TO THE WEST
MECHANISM FOR CHANGE: URBAN DESIGN GUIDELINES

PRIORITY ACTIONS
• Replace the Sasaki Plan with a set of urban design standards and a development process that is more flexible and better-suited to the desired character of the Arts District
• Coordinate with DDI and City planning entities to establish design guidelines for an expanded Dallas Arts District
EXISTING DAD BOUNDARIES
DESIGN GUIDELINES/STANDARDS

GOALS

• Create a cohesive district identity.

• Prevent design decisions that result in negative social and environmental impacts.

• Enable coordination between private developers and the City.

• Coordinate all planning efforts with Downtown Dallas, Inc.
DESIGN GUIDELINES/STANDARDS

MECHANISMS

• Update Sasaki urban design standards
• Expand Sasaki design standards boundary as needed
• Establish a design review process
• Establish design guidelines for wider area (within PID boundaries)
• Encourage the installation of public permanent and temporary art in the public right-of-way