BRIDGING THE GAP: KLYDE WARREN PARK AND THE REVITALIZATION OF CENTRAL DALLAS

EDUCATION SESSION HANDOUT

ASLA 2015 ANNUAL MEETING & EXPO | CHICAGO
SATURDAY, 11/7 2:30 - 4 PM
BRIDGING THE GAP: KLYDE WARREN PARK AND THE REVITALIZATION OF CENTRAL DALLAS

Opened in 2012 over an active 8-lane freeway, Klyde Warren Park has bridged the gap between key downtown districts, catalyzed economic development and become the town square for the city of Dallas. This session will explore the design, fundraising, programming, operations and economic impact of Dallas’ new landmark open space.

LEARNING OBJECTIVES:

- Learn how landscape architect can lead multi-disciplinary teams to create innovative design solutions.
- Develop an understanding of funding models for urban parks that involve public/private partnerships.
- Understand the importance of programming in urban open spaces.
- Gain insight into the operational challenges of deck parks.
- Learn how urban parks can catalyze economic development and transform urban centers
SPEAKER BIOS:

JAMES BURNETT, FASLA, President, The Office of James Burnett, Panelist
Jim Burnett founded the Office of James Burnett in 1989 and has dedicated his career to creating meaningful spaces that challenge the conventional boundaries of landscape architecture. His involvement in Klyde Warren Park began in 2002 when a walk across one of the Woodall Rodgers Freeway bridges with a developer client became the genesis of a study to evaluate the feasibility of capping the freeway. Selected from a distinguished roster of noted landscape architects to design the project in 2004, Jim led the design of the park and remains involved in the project as it evolves over time.

TARA GREEN, President, Klyde Warren Park, Panelist
As President, Tara is responsible for overseeing the management, operations, programming and promotion of Klyde Warren Park. With a resume that includes positions as VP of Sports Marketing for the Dallas Convention and Visitors Bureau, the COO of the North Texas Super Bowl XLV Host Committee and the CRO of American Airlines Center in Dallas, Tara brings a familiarity with public relations, donor engagement, management and event coordination that has been invaluable to the park as it has grown to accommodate over a million visitors annually.

WILLIS WINTERS, FAIA, FAAPRA, Director, Dallas Parks and Recreation Department, Panelist
Willis directs one of the nation’s largest municipal park systems, with oversight of a $78M operating budget and a capital budget in excess of $40M annually. A Dallas native and graduate of the University of Texas, Willis joined the DPARD in 1993, was instrumental in the 2002 park strategic plan and helped guide the subsequent bond programs that raised $442M for the city’s parks. Willis played a key role in the development of the park in his role as Assistant Director and has remained an important friend and advisor to the Park since his promotion of Director in 2013.

NATHAN ELLIOTT, ASLA, The Office of James Burnett, Moderator
Nathan Elliott is a Principal with the Office of James Burnett’s Solana Beach, California and has played a key role in several of the firm’s urban park projects. Joining the project team in 2008, he assumed the role of Project Landscape Architect, managing both OJB’s internal team and the diverse team of consultants that contributed to the project. Nathan oversaw the park’s construction and keeps close tabs on the day-to-day life of the park through a series of ongoing projects in Dallas, where he resided from 2005-2008.
PRESENTATION OUTLINE:

I. INTRODUCTION
   A. Panelists
      1. James Burnett, FASLA
      2. Tara Green
      3. Willis Winters, FAIA, FAAPRA
      4. Nathan Elliott, ASLA
   B. Personal involvement at KWP

II. THE PERFECT STORM: A BRIEF HISTORY OF CENTRAL DALLAS
   A. Dallas and the origin of TX-366
   B. The rise of the Uptown district
   C. The 2002 Dallas Parks Master Plan
   D. The Dallas Arts District and Pritzker fever

III. THE CHICKEN OR THE EGG? DESIGN AND FUNDING KWP
   A. How it all began: The Crescent and The Nasher Sculpture Center
   B. TREC and the first donation
   C. TXDOT and structural considerations
   D. You’re building what where? Early public response to the park
   E. The design of KWP

IV. FUNDRAISING AND PHILANTHROPY
   A. Funding precedents for public projects
      1. Bryant Park
      2. Millenium Park
   B. P3: The importance of the public/private partnership
V. KEEP THEM COMING BACK: PROGRAMMING THE PARK
   A. Dan Biederman and BRV Corp
   B. Design considerations for park programming
   C. My calendar’s full! A typical day at KWP
   D. Applying lessons to other parks

VI. YOU HAVE TO SPEND MONEY TO MAKE MONEY: OPERATING THE PARK
   A. What does it take to run KWP?
   B. The fine balance of corporate sponsorship
   C. Horticulture and landscape maintenance
   D. Should’ve, would’ve, could’ve: What would we have done differently?

VII. THEN VS. NOW: ESTIMATED ECONOMIC IMPACT VERSUS THE MARKET TODAY
   A. Best guess: The original economic impact study
   B. Surpassing expectations: the market’s response
      1. Lease rates
      2. Land sales
      3. New development
   C. Results of the 2015 economic study

VIII. PANEL DISCUSSION

IX. QUESTION AND ANSWER
SESSION SUMMARY

Klyde Warren Park was created over the existing Woodall Rodgers Freeway, one of the busiest freeways in Texas. The freeway had severed the City’s two largest cultural districts for many years. Restoring the connection has transformed the city by bridging the gap and creating anew heart of downtown. Acting as a common ground for the surrounding museums and businesses, Klyde Warren Park is a vibrant and well-programmed park.

The natural beauty of the park conceals an extensive structural deck below that accommodates an extensive array of existing utilities, stormwater infrastructure and the soil volume necessary to support the park’s many trees. The park is organized by a sweeping pedestrian promenade that draws visitors past botanical gardens, a children’s park with interactive water features, the reading room, a restaurant and an event lawn with a signature performance pavilion. The pedestrian promenade continues across Olive Street to a games area, recreation lawn, botanical garden and dog park. The project has measurably decreased noise & air pollution in the area, increased pedestrian activity at nearby businesses and cultural institutions, spurred development and raised the property values of its neighbours. Most importantly it has been embraced by the citizens of Dallas, cementing its place as Dallas most important new civic open space.

Urban Land Institute (ULI) awarded Klyde Warren Park the 2014 Open Space Award, acknowledging the park as an outstanding achievement in urban placemaking.

REFERENCE/SOURCE MATERIALS

2. www.klydewarrenpark.org
4. https://www.youtube.com/watch?v=yWu8gWHh2h0