



September 2, 2016

Dear stakeholders and residents of the Dallas Arts District:

It is an exciting time for the Dallas Arts District and I wanted to update you on some priority goals of the District.

Last year if you recall, the Board and Infrastructure Committee hired NBBJ, the Urban Design Architectural Firm from Boston, to work with us to develop a new Community Development Master Plan for our neighborhood. Alex Krieger and Alan Mountjoy, both acclaimed urban design architects, have been coordinating with the Dallas Arts District Infrastructure Committee comprised of commercial, retail, residential, religious, educational, and cultural institutions along with the Office of Cultural Affairs, and City of Dallas staff to develop what we believe to be an updated master plan for the Arts District. This master plan is aligned with the Downtown Dallas 360 by improving safety, connectivity, walkability, and providing multi-modal right-of-way improvements in the neighborhoods.

The Design Guidelines are currently in the research and developmental phase and we plan to bring more information to you in the upcoming months. The Infrastructure Committee, along with key advisors from the City, continue to work with NBBJ on the development of the New Design Guidelines; please know we will be reaching out to you later this year to update you on that process and to get your feedback.

In addition, Dallas Arts District has presented to city staff and now to the city council, the top three priorities to be considered as part of the 2017 Bond Proposal. Attached is a one-page summary to provide further detail on the specifics of that proposal.

Dallas Arts District is beginning to realize its full potential: a mixed-use neighborhood with religious elements, educational opportunities, recreation, residential, retail and commercial neighbors. It is no longer enough to simply connect within the Arts District; it is essential to connect to the surrounding downtown neighborhoods: Pearl Street Station, Klyde Warren Park, Uptown, Victory Park, West End, City Center, and to the entire City of Dallas. Dallas Arts District is a Dallas destination for approximately 4 million people annually and has received the highest 3-star rating from the prestigious Michelin Green Guide.

COMMUNITY DEVELOPMENT MASTER PLAN GOALS:

- Improve pedestrian safety and experience on Pearl and Flora Streets by replacing deteriorating pavers and sidewalks, establishing new streetscape standards, replacing lighting, incorporating sustainable features while widening sidewalks, improving street and pedestrian LED lighting, and improving compliance with ADA standards in the District;
- Prioritize right-of-way improvements for Pearl & Flora Streets: reinterpret Pearl Street as the Dallas "Avenue to the Arts," by creating a continuous, safe, multimodal experience between Uptown, Klyde Warren Park, the Arts District, and City Center and through improved wayfinding that utilizes public art installations;
- Enhance the visitor experience within the district by providing public WiFi access and parking solutions through signage and digital way finding, while pushing Dallas forward as a Smart City destination.

I am excited to be the Arts District's Executive Director and look forward to seeing you during the 2016-17 Season in the Dallas Arts District!

Sincerely,

Executive Director
Dallas Arts District