

CITY SOUTH

THE CONVENTION, ENTERTAINMENT & CIVIC HEART OF DALLAS

10P

The Ten Presidents

CAPPA COLLEGE OF
ARCHITECTURE, PLANNING
AND PUBLIC AFFAIRS
THE UNIVERSITY OF TEXAS AT ARLINGTON

- **Introduction & Synopsis**
- **Research and Analysis**
- **The CitySouth Master Plan**
- **Economic Impact Analysis**
- **A Revitalized City Hall & Park**
- **Conclusion and Next Steps**



Introduction & Synopsis

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Introduction

The “10 Presidents” have collaborated with Design Studio 4557 at the University of Texas at Arlington’s College of Architecture Planning and Public Policy, (CAPPA) in response to the City Manager’s Call for Concepts and Ideas.

We are providing a Master Plan for the area which we call **CitySouth**. This is a detailed urban design vision for the portion of Downtown from Young Street south across the I-30 Canyon into The Cedars and stretching west to east from Reunion to Farmers Market, intended to provide a context for important pending decision making about City Hall and a new home for the Dallas Mavericks.

In March of this year, we first saw the students’ models and renderings, We were impressed with their thinking and observed how closely it aligned with our own planning studies published in one of our “white papers” three months earlier. We express our great appreciation that they share our passion for bringing economic strength and vibrancy to Downtown Dallas.



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Guiding Principles

- We believe it is critically important for a healthy Downtown to **attract the new Mavericks arena to the City-owned land adjacent to the Kay Bailey Hutchison Convention Center.**
- We recognize that **the City Hall decision will take more time** than the Mavs' schedule will allow.
- We will show that **the City Hall site is not necessary** to accomplish the Mavs' program and goals **for a vibrant mixed-use district** surrounding the Arena. We call this district **CitySouth.**
- If a decision is made to stay at 1500 Marilla, we have studied the characteristics that make a great city hall, and based on those, present a clear vision for how to transform the building and grounds into a **exemplary home for our City government to serve as a vibrant and economically productive third anchor institution for CitySouth.**

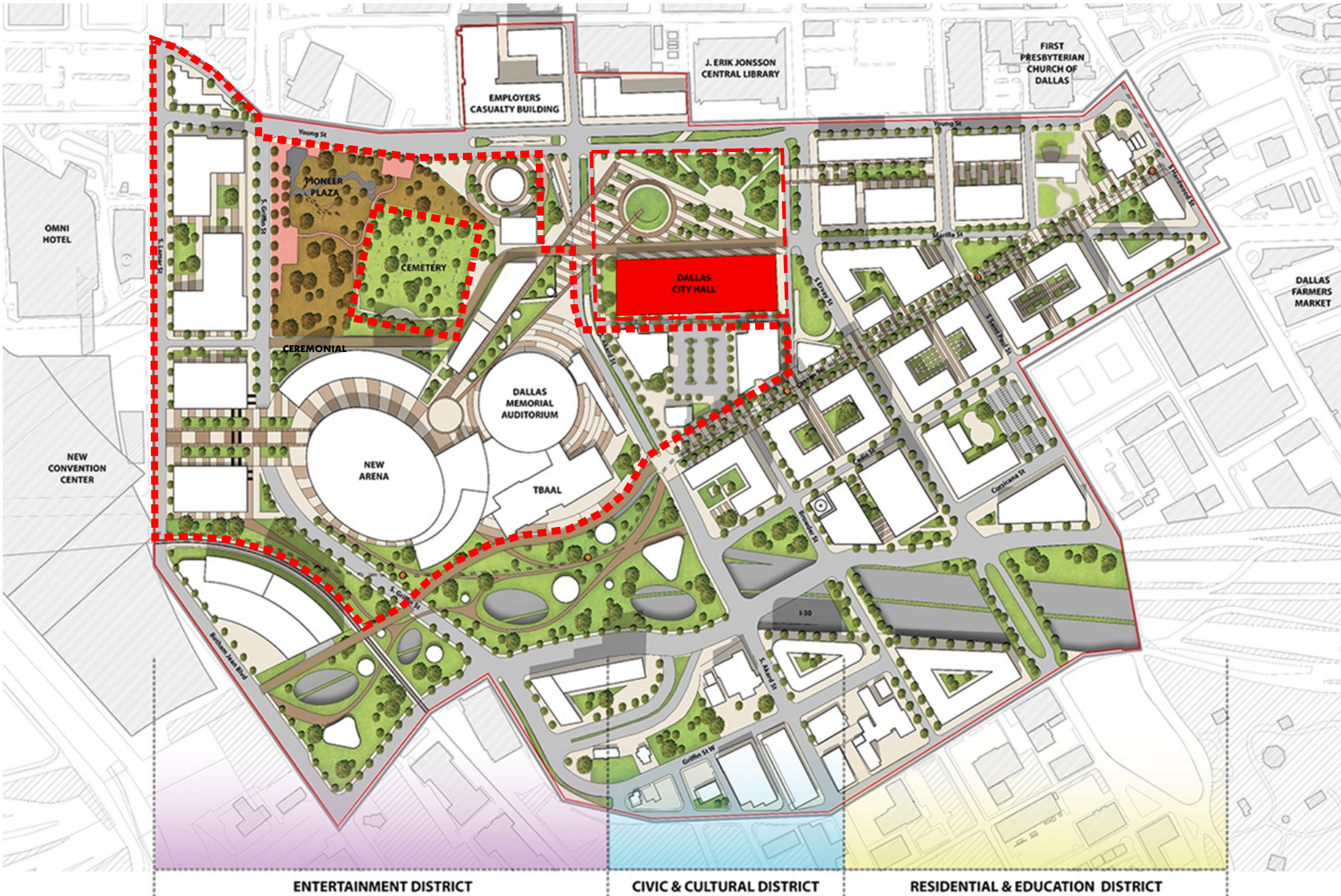
Key Programmatic Components

Without utilizing the current Dallas City Hall site, provide a new home for the Dallas Mavericks, to include all the programmatic elements they have stated as goals for their campus:

- A state-of-the-art arena to seat 20,000
- The Mavs practice facility
- Mavs corporate offices with space for co-tenants
- A Mavericks-branded hotel
- Sports-oriented retail shops and restaurants
- A sports medicine/wellness center
- A performance venue seating 5000
- Parking for 2500 cars

On additional adjacent vacant or underutilized land (the remainder of the CitySouth district planning area), create a dynamic and vibrant mixed-use neighborhood of approximately 5 million SF of new building area to include the following:

- 200,000SF Restaurant/Retail uses
- 200,000SF Entertainment uses
- 2000 Hotel rooms
- 3200 Residential units
- 500,000SF Office uses
- A museum/cultural attraction
- A satellite higher education opportunity



Project Summary

Total Land Area (w/ Pioneer Plaza & rights-of-way)	47.0 Ac.
Land for New Development (net Pioneer Plaza & ROW)	36.9 Ac.
New Buildings	2,742,500 SF
New Parking	3,720 Cars

KBHCC Excess Land

Land for New Development (net rights-of-way)	24.5 Ac.
Tract A - Super Block	3.3 Ac.
Tract B - South of Ceremonial	4.9 Ac.
Tract C - North of Ceremonial	32.7 Ac.

New Building Area

Tract A - Super Block	
Arena (20,000 Seats)	900,000 SF
Practice Facility	175,000 SF
Class A Office	250,000 SF
Hotel (500 Rooms, Full-Service)	330,000 SF
Retail / Restaurant	140,000 SF
Memorial Auditorium	Existing
TBAAL	Existing
Tract B - South of Ceremonial	
Retail / Restaurant	72,000 SF
Hotel (120 Rooms, Full-Service)	88,000 SF
Museum / Cultural Attraction	100,000 SF
Tract C - North of Ceremonial	
Retail / Restaurant	16,000 SF
Mavs Sports Medicine Center	200,000 SF
High-Rise Residential	204,000 SF
Total New Building	2,475,000 SF

New Parking

Tract A - Super Block	
Underground Parking	2,500 Cars
Tract B - South of Ceremonial	
Underground Parking	200 Cars
Tract C - North of Ceremonial	
Above-Grade Structured Parking	100 Cars
Underground Parking	300 Cars
Total Parking	3,100 Cars

Common Elements

Premium Quality Pedestrian Open Space	100,000 SF
Ceremonial Dr. Extension - 40' Complete St.	1,600 LF

Dallas City Hall Site

Land for New Development	4.24 Ac.
New Buildings	
Class A Office	210,000 SF
Restaurant	7,500 SF
Food Hall / Cafeteria	16,000 SF
Daycare	7,000 SF
Lobby / Core	2,000 SF
Wellness / Fitness	25,000 SF
Total	267,500 SF

New Parking

Surface Parking	120 Cars
Underground Parking	500 Cars
Total	620 Cars

Other

Convert City Hall Plaza to City Hall Park	5 Ac.
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ENTERTAINMENT DISTRICT

CIVIC & CULTURAL DISTRICT

RESIDENTIAL & EDUCATION DISTRICT

Attributes of the Master Plan

- CitySouth accomplishes **significant economic development benefits**, projecting **\$3 billion** in capital investment, **\$100 million** in recurring annual tax revenue and **11,000-14,000** permanent jobs **within the City-owned property alone**. These totals all more than double when the entire CitySouth subject area is considered.
- **The total land area of City-owned property which could be offered to the Mavericks is 36.9 acres, net of rights-of-way.** In addition to this, consideration should be given to relocation of the Pioneer Park Cattle Drive sculpture and incorporation of that 5.76-acre site into the Mavericks' vision for the district, bringing the total land area including rights-of-way to **47 acres**.
- **Connectivity is greatly improved...**
 - Between Downtown and the Cedars
 - Between Downtown and the Trinity Corridor/West Dallas/Oak Cliff
 - Between the major destinations within South Downtown...KBHCC, the Arena Complex, City Hall and Farmers Market
 - Between CitySouth and the historic core of Downtown
- **A network of “complete streets”** is designed to aid in the linkages, beautified with rows of street trees, additional lighting, wider sidewalks, dedicated bike lanes and parallel parking. One or more lanes of vehicular traffic are proposed to be removed in favor of these improvements. This strategy would be implemented on Young, Lamar, Griffin, Canton, Cadiz and other key connectors.
- **Ceremonial Drive is extended as a new through street** from Lamar to Akard, improving pedestrian and vehicular access at the Arena, and tying into Marilla and extending all the way to Farmers Market.

Attributes of the Master Plan

- **A sizeable pedestrian plaza** which can function as a pre-game/post-game gathering and celebration space on game nights, and which is activated at all times by restaurants and retail uses, bridges over Griffin Street and **provides connectivity from the front door of the KBHCC to the front door of the arena.**
- **The Master Plan shows Memorial Auditorium to remain**, because we understood that to be the will of the City Council, and have proposed its use as the performance venue called for in the Mavericks program, in addition to acting as the home for the Dallas Wings. **However, we believe that attracting the Mavericks as a third anchor institution to CitySouth is a critical priority**, and encourage a robust discussion about the future of Memorial Auditorium.
- The 4.25 acres on the south half of the City Hall site is proposed for redevelopment via a sale or ground lease, creating a **south-facing “front door” to City Hall** with convenient visitor parking; an office building for lease and potential additional City offices; a building housing an employee wellness center, a food hall and a City employee day care center; and a freestanding full service restaurant.
- **The eastern blocks of CitySouth**, stretching along Marilla, Canton and Cadiz to Farmers Market, are portrayed as a **high density, mid and high-rise residential district** which could raise the population of south Downtown by as many as 3000 new residents. We also suggest the desirability of attracting a **satellite urban campus for a higher education institution.**
- **A deck park is proposed over the I-30 Canyon from Akard Street west to the UPRR crossing.** The park not only brings tremendous value to the Convention Center and Mavericks Arena complex, but **this strategy is critical to elimination of a physical and psychological barrier to vigorous development along Botham Jean and Griffin in The Cedars.** The master plan depicts the form the development might take in the blocks adjacent to the park in The Cedars.

Master Plan Summary

(City-owned land only)

Project Summary

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KBHCC Excess Land

Land for New Development (net rights-of-way)		
Tract A - Super Block	24.5	Ac.
Tract B - South of Ceremonial	3.3	Ac.
Tract C - North of Ceremonial	4.9	Ac.
Total	32.7	Ac.

New Building Area

Tract A - Super Block		
Arena (20,000 Seats)	900,000	SF
Practice Facility	175,000	SF
Class A Office	250,000	SF
Hotel (500 Rooms, Full-Service)	330,000	SF
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Retail / Restaurant	16,000	SF
Mavs Sports Medicine Center	200,000	SF
High-Rise Residential	204,000	SF
Total New Building	2,475,000	SF

New Parking

Tract A - Super Block		
Underground Parking	2,500	Cars
Tract B - South of Ceremonial		
Underground Parking	200	Cars
Tract C - North of Ceremonial		
Above-Grade Structured Parking	100	Cars
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Total Parking	3,100	Cars

Common Elements

Premium Quality Pedestrian Open Space	100,000	SF
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Dallas City Hall Site

Land for New Development	4.24	Ac.
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New Buildings

Class A Office	210,000	SF
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Other

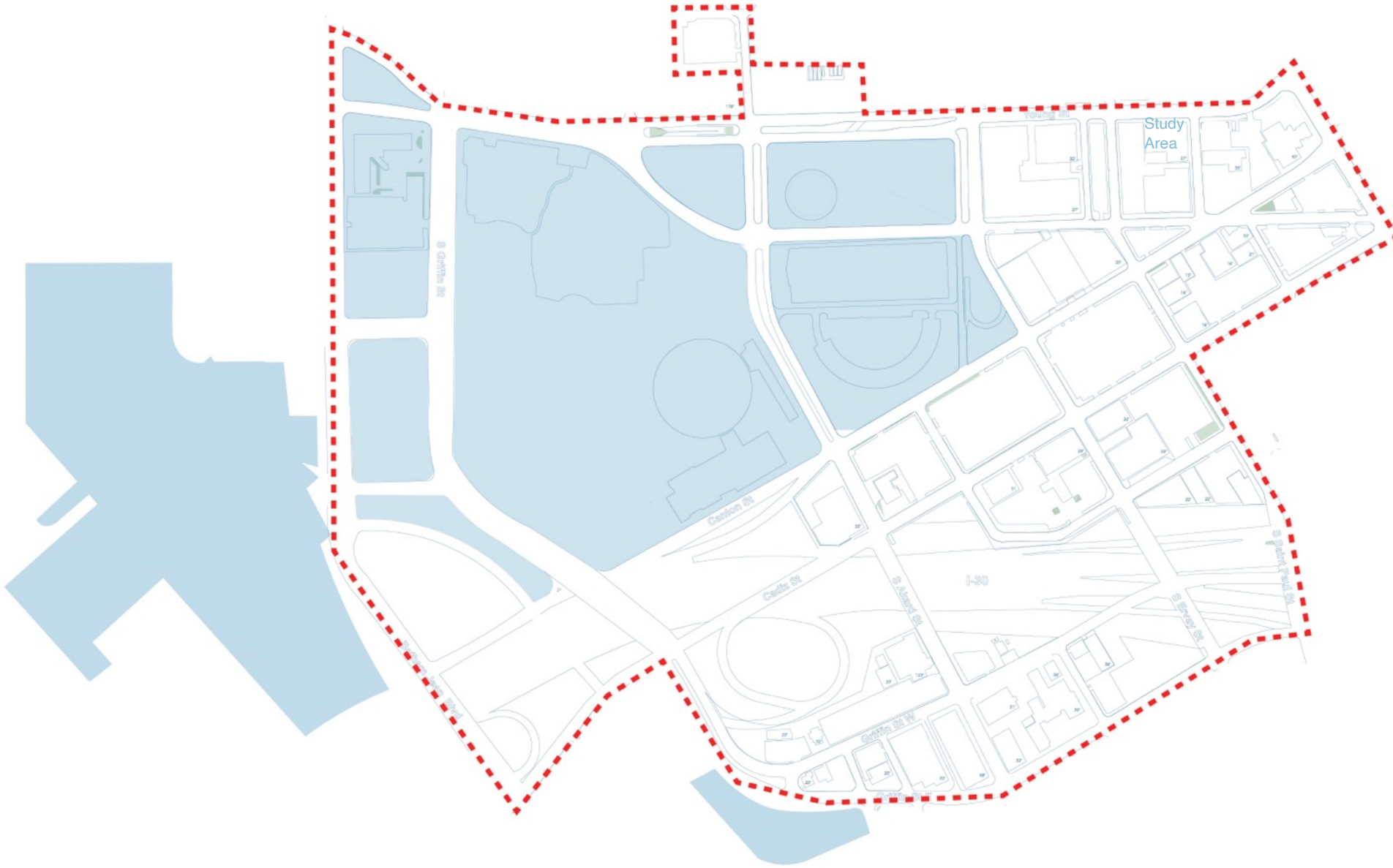
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Research & Analysis

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City Owned Property

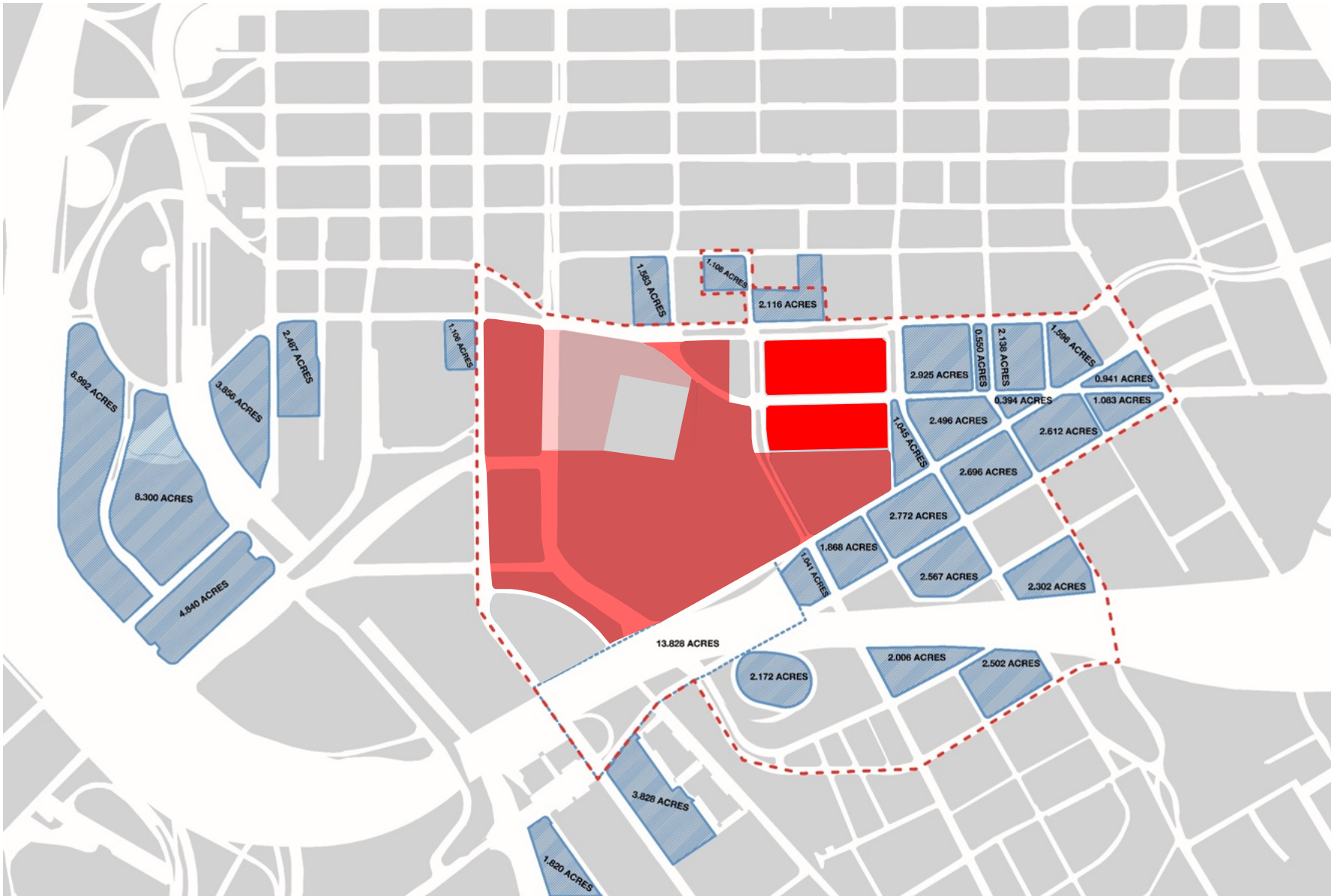


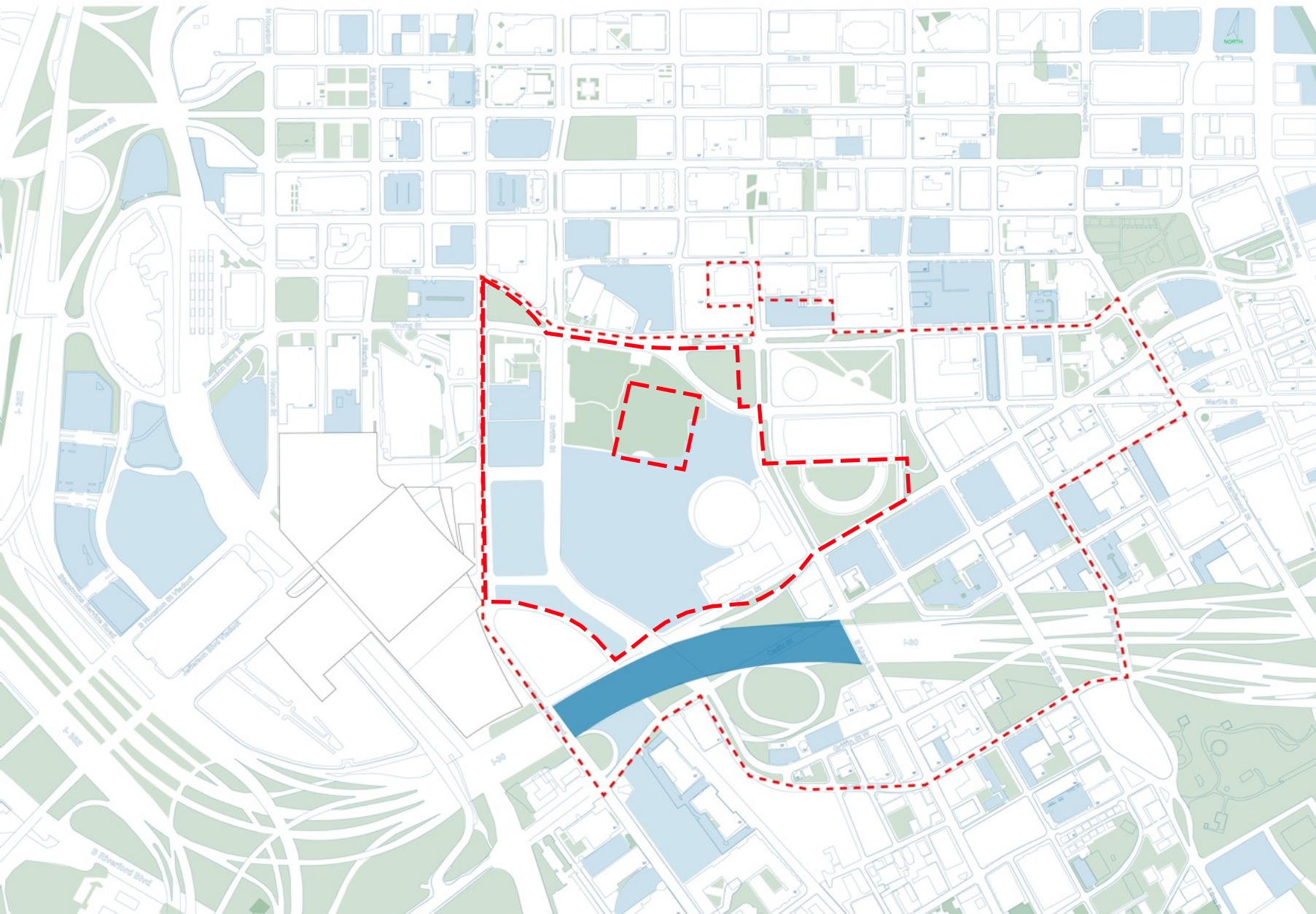
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Developable Areas

	City Hall & Plaza	
] City Owned Property	47 acres
		
	Other Property	90 acres
	Total	137 Acres








Green Spaces + Vacant / Underdeveloped Properties

Downtown Dallas currently grapples with a fragmented urban fabric, primarily due to the staggering prevalence of **surface parking lots** that act as "dead zones" between pockets of activity.

These asphalt gaps do more than just disrupt the city's walkability and aesthetic cohesion; they function as massive thermal batteries. Because asphalt has a low albedo, it absorbs the intense Texas solar radiation throughout the day and re-emits it as heat long after sunset.

This significantly amplifies the **Urban Heat Island (UHI)** effect, often leaving the downtown core several degrees hotter than its surrounding rural areas. This cycle of heat absorption not only makes the pedestrian experience punishing during the summer months but also spikes energy demands for cooling, creating a self-reinforcing loop of environmental strain in the heart of the city.

-  Vacant/ Underdeveloped Properties
-  Green Spaces
-  Decking Opportunity

Sports Reference: Chase Center



- **Urban Integration and Thrive City:** Chase Center is integrated into a dense urban fabric. The **11-acre district**, known as Thrive City, features nearly 100,000 square feet of retail and restaurant space plus 580,000 square feet of office space.
- **Building Footprint:** The structure itself has a footprint of roughly **4.25 acres**.
- **GSF:** Roughly **900K square feet**.
- **Basketball:** **18,000 seats**
- **Concerts:** **19,500 seats**

Luxury Suites:

- The arena was designed with a heavy emphasis on premium seating. 32 Courtside Lounges, 44 Club Suites, and 60 Theater Boxes.
- **Transit Oriented Development:** Relies heavily on the Muni T Third Street light rail and ferry service.



LA Live Los Angeles



Total Site: ~20-25 Acres

Concept: The "Sports & Entertainment District" prototype.

• **Core Components:** Crypto.com Arena, Microsoft Theater, The Novo, and the GRAMMY Museum.

• **Mixed-Use Integration:** Two massive hotel towers (JW Marriott & Ritz-Carlton) totaling ~1,000 rooms, and over 20 restaurants/bars.

Intuit Dome Inglewood, CA



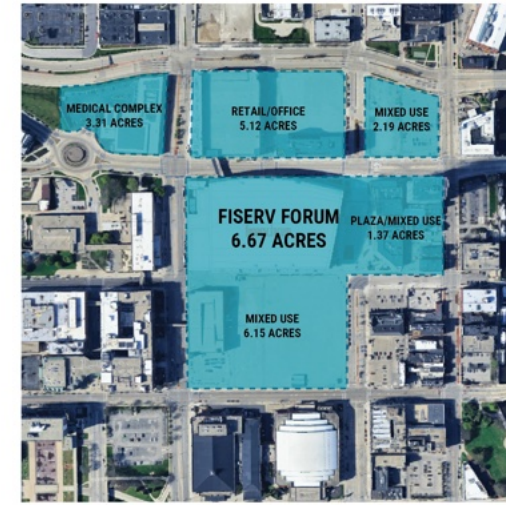
Total Site: ~28 Acres

Concept: A single-owner "Campus" model that prioritizes the fan experience and training efficiency.

Core Components: 18,000-seat arena, 85,000 sqft. practice facility, and 71,000 sqft. of team office space.

Mixed-Use Integration: An 80,000 sq. ft. outdoor plaza featuring a full-sized basketball court, a giant LED screen, and a medical clinic.

Deer District Milwaukee



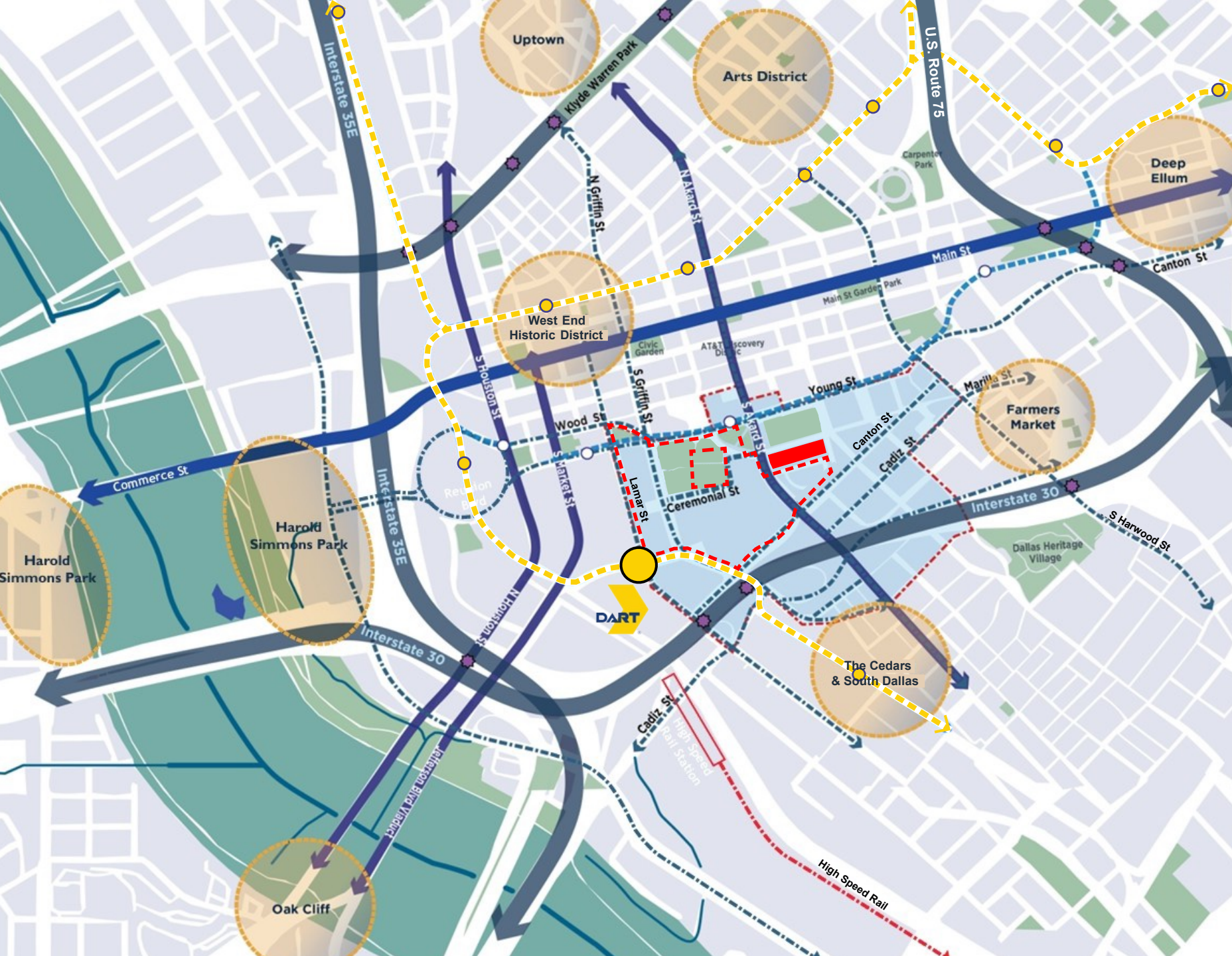
Total Site: 23-26 Acres

Concept: Transforming dead space (former freeway) into a year-round neighborhood.

Core Components: Fiserv Forum and the Entertainment block.

Mixed-Use Integration: 300+ Residential units, 77,000 sq. Ft. Sports science center, and a large "Beer Garden" alley connecting the arena to the existing city fabric.

Case Studies: Sports-Centered Mixed-Use Developments



Downtown Connectors

- **Primary District Connectors:** We envision these streets to be “complete streets” with some lanes of vehicular traffic traded for wider sidewalks, parallel parking, bike lanes, and planted with trees for shade.

- Griffin Street
- Lamar/Botham Jean
- Reunion/Young/Wood Street
- Akard Street
- Canton Street
- Riverfront Boulevard
- Cadiz Street
- Ceremonial Drive/Marilla Street

Transit Connectors: DART’s Red Line stations at Union Station, KBHCC and Belleview in The Cedars provide exemplary light rail service to the district. With the cancellation of DART’s D2 initiative, we recommend routing the extension of the Modern Streetcar east on Young to Harwood, and then north on Harwood to meet MATA at Bryan Street. This will best serve CitySouth with public transit. The creation of safe pedestrian connections to the future High Speed Rail station is a priority.

- Freeway connector
- Trinity River
- Site Boundary
- Pedestrians & tree lined street connector
- Primary connector
- Trinity River connector
- DART connector
- Gateways
- Districts
- DART rail
- City Hall
- City Owned Property

Streetscape Strategy





The CitySouth Master Plan

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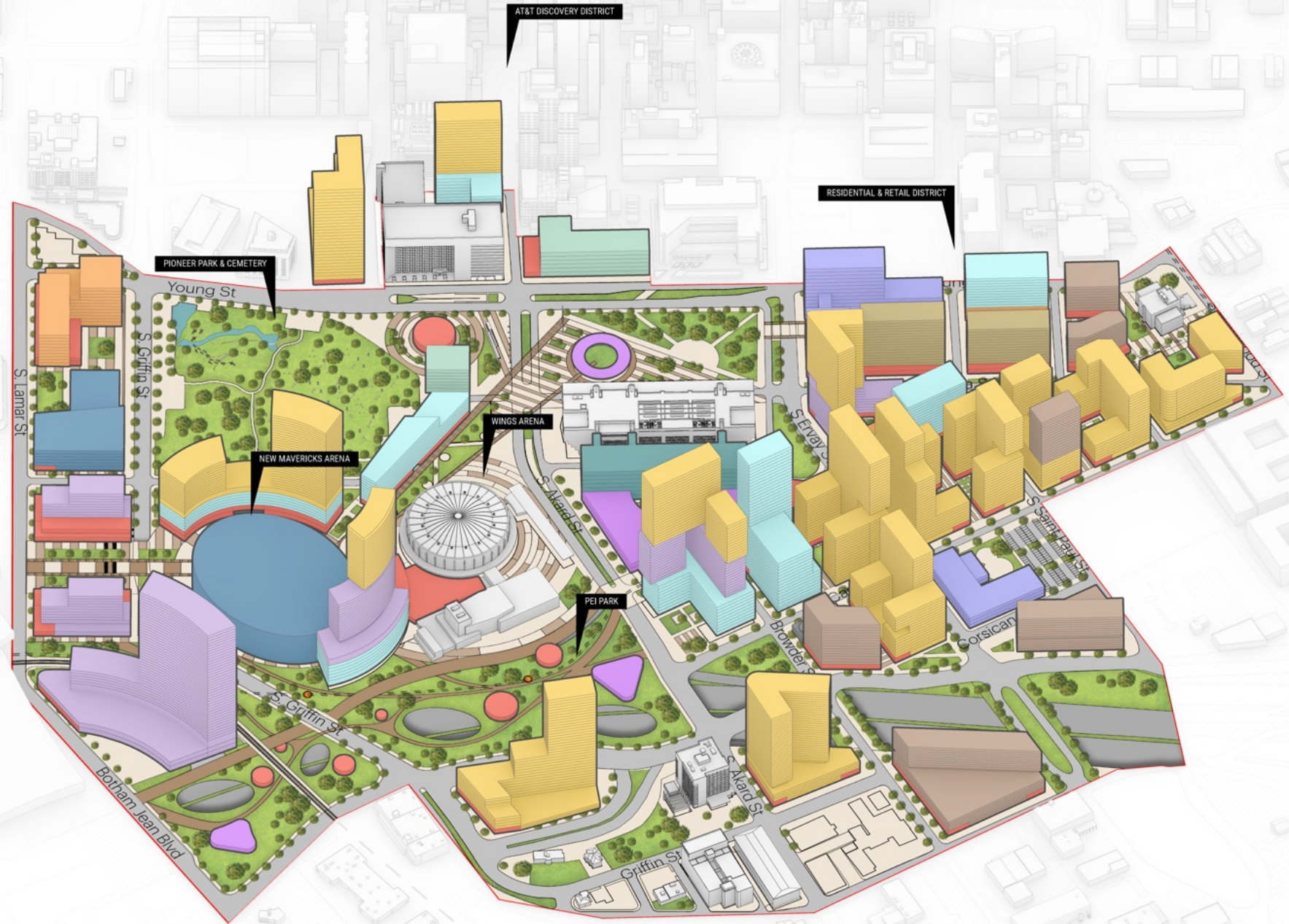
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ENTERTAINMENT DISTRICT

CIVIC & CULTURAL DISTRICT

RESIDENTIAL & EDUCATION DISTRICT



OMNI HOTEL

PIONEER PARK & CEMETERY

AT&T DISCOVERY DISTRICT

RESIDENTIAL & RETAIL DISTRICT

DALLAS FARMERS MARKET

NEW CONVENTION CENTER

NEW MAVERICKS ARENA

WINGS ARENA

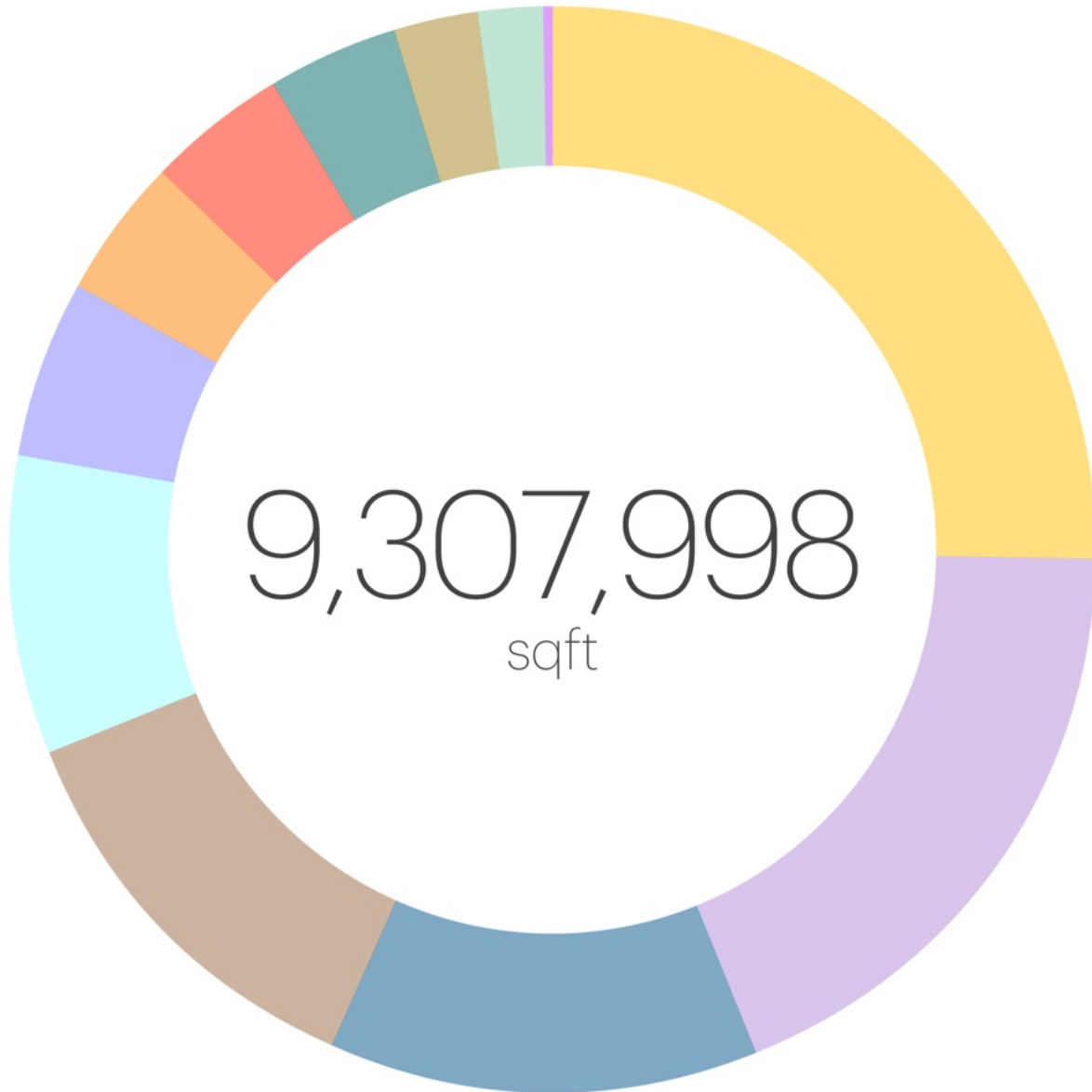
PEI PARK

DART LIGHT RAIL STATION



Building Uses

- Sports
- Hotel
- Residential
- Student Housing
- Affordable Housing
- Health Clinic
- Community Center
- Education
- Retail
- Cultural
- Civic
- Office

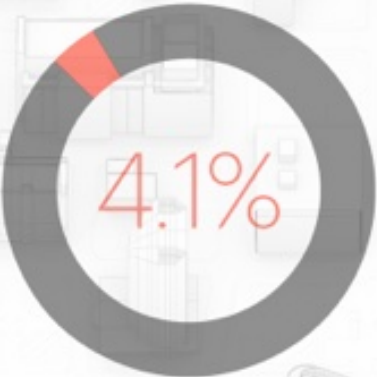


Total CitySouth Building Areas

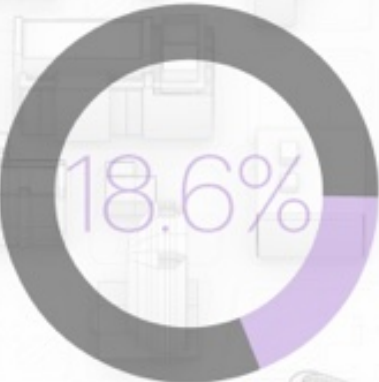
Includes adjacent spinoff development

Residential	2,373,040 sqft	25.5%
Hotel	1,734,756 sqft	18.6%
Sports	1,166,973 sqft	12.5%
Affordable Housing	1,154,333 sqft	12.4%
Office	834,243 sqft	9.0%
Education	481,678 sqft	5.4%
Health	391,200 sqft	4.2%
Retail	385,200 sqft	4.1%
Civic	358,242 sqft	3.8%
Student Housing	222,543 sqft	2.4%
Cultural	181,284 sqft	1.9%
Community	24,506 sqft	0.3%

Retail - 385,200 sq ft



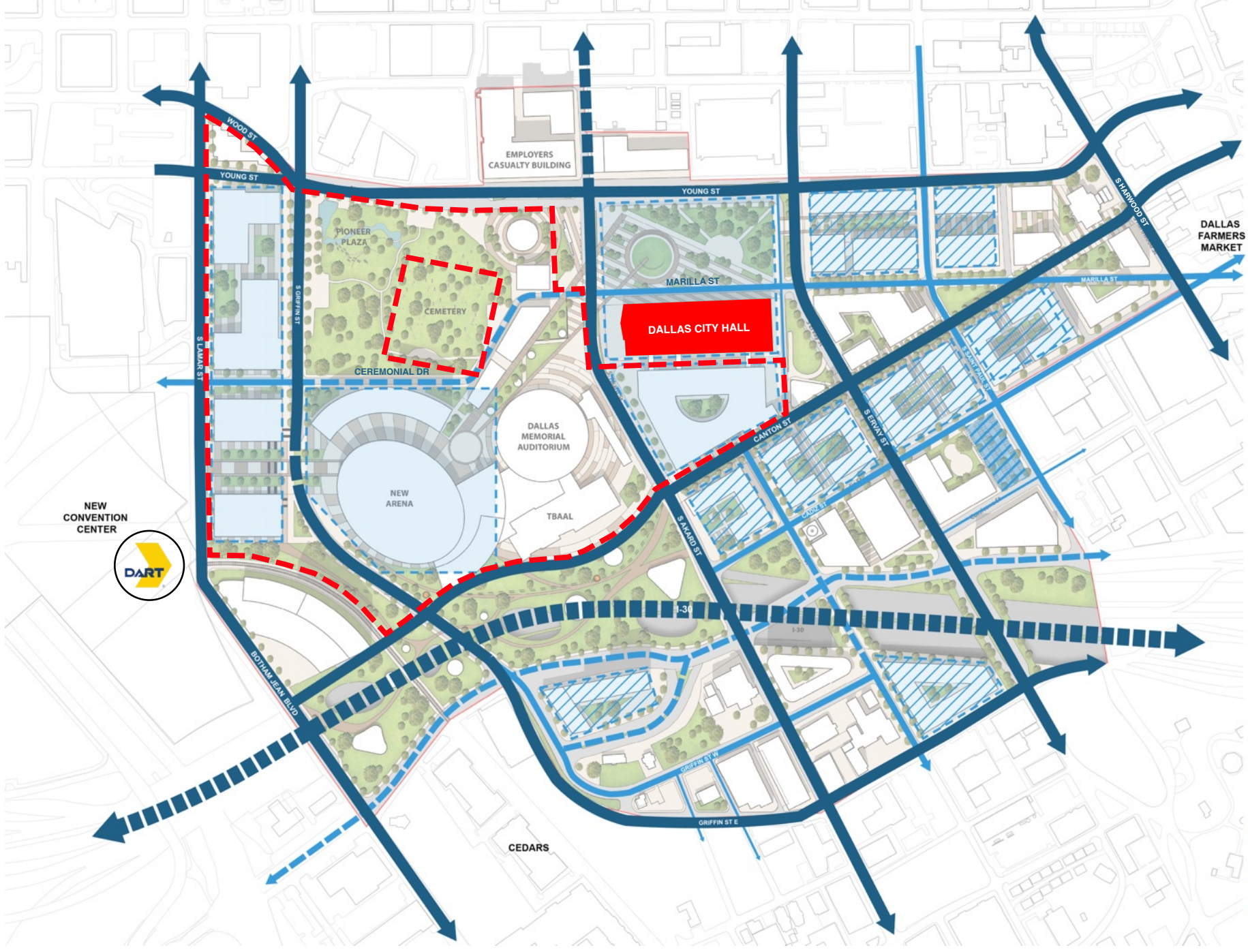
Hotel & Serviced Apartments - 1,734,756 sq ft



Residential - 2,373,040 sq ft



Proposed Vehicular Circulation



- City Owned Property
- Major Freeway (I-30)
- Primary Circulation
- Future North/South Connector
- Secondary Circulation
- Local Road
- Future Secondary Circulation
- Public Parking
- Below Grade Public Parking
- Below Grade Private Parking

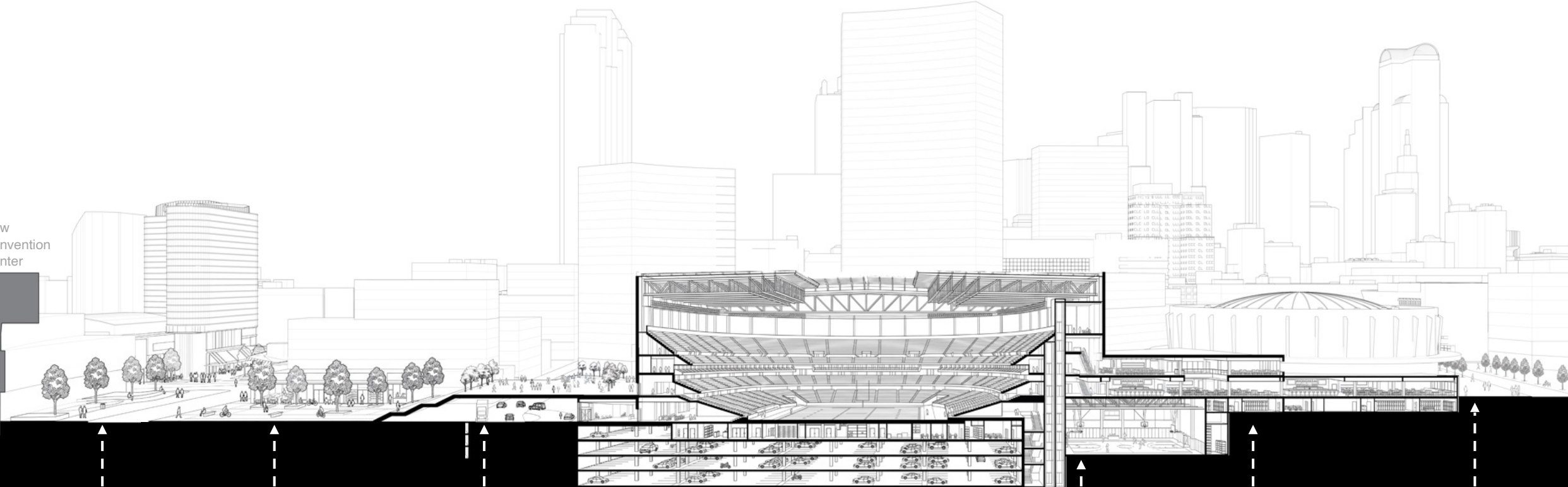
Sports and F&B Plaza



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Arena Site Section

New
Convention
Center



Lamar St.

Proposed
Events Plaza

S Griffin St.

Proposed
Arena

Proposed
Practice Court

Proposed
CitySouth Live!

S Akard St.



CitySouth Live Plaza



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Mavericks Sports Medicine



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a Revitalized Lamar Street



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Canton Street Reimagined





Economic Impact Analysis

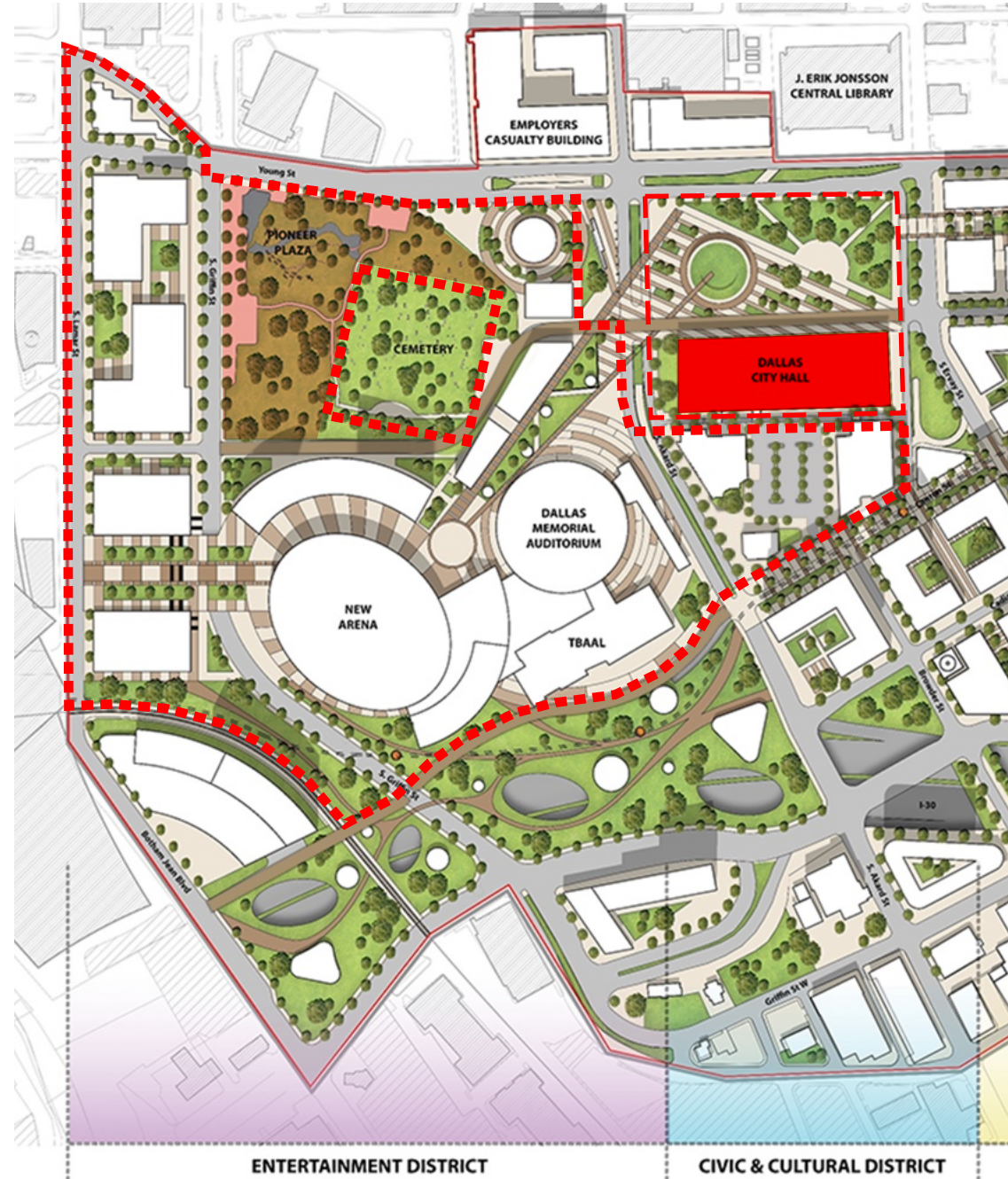
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CitySouth Total

Total Capital Investment	\$2.9B–\$3.1B
Annual Recurring Tax Revenue	\$80M–\$105M
Permanent Living-Wage Jobs	11,000–14,000
Construction Job-Years	19,000–22,000
Total Annual Econ Output	\$1.3B–\$1.7B

KBHCC Land

Total Capital Investment	\$2.6B–\$2.75B
Annual Recurring Tax Revenue	\$73M–\$95M
Permanent Living-Wage Jobs	9,500–12,200
Construction Job-Years	17,000–19,000
Total Annual Econ Output	\$1.2B–\$1.5B



Economic Impact Summary

Dallas City Hall Site

Total Capital Investment	\$300M–\$375M
Annual Recurring Tax Revenue	\$7M–\$10M
Permanent Living-Wage Jobs	1,200–1,800
Construction Job-Years	2,000–3,000
Total Annual Econ Output	\$120M–\$200M

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Regional and City Impacts

CITY-LEVEL BENEFITS

- Generates ~\$80M - \$105 annually in direct City of Dallas revenue
- Enhances Dallas' convention competitiveness
- Strengthens long-term fiscal capacity and bond support

PUBLIC REALM

- Creation of high-quality open space and urban connectivity
- Three anchor institutions with complementary time-of-day and weekday / weekend activation
- Transformation of Downtown into a vibrant 24/7 environment

REGIONAL ASSETS

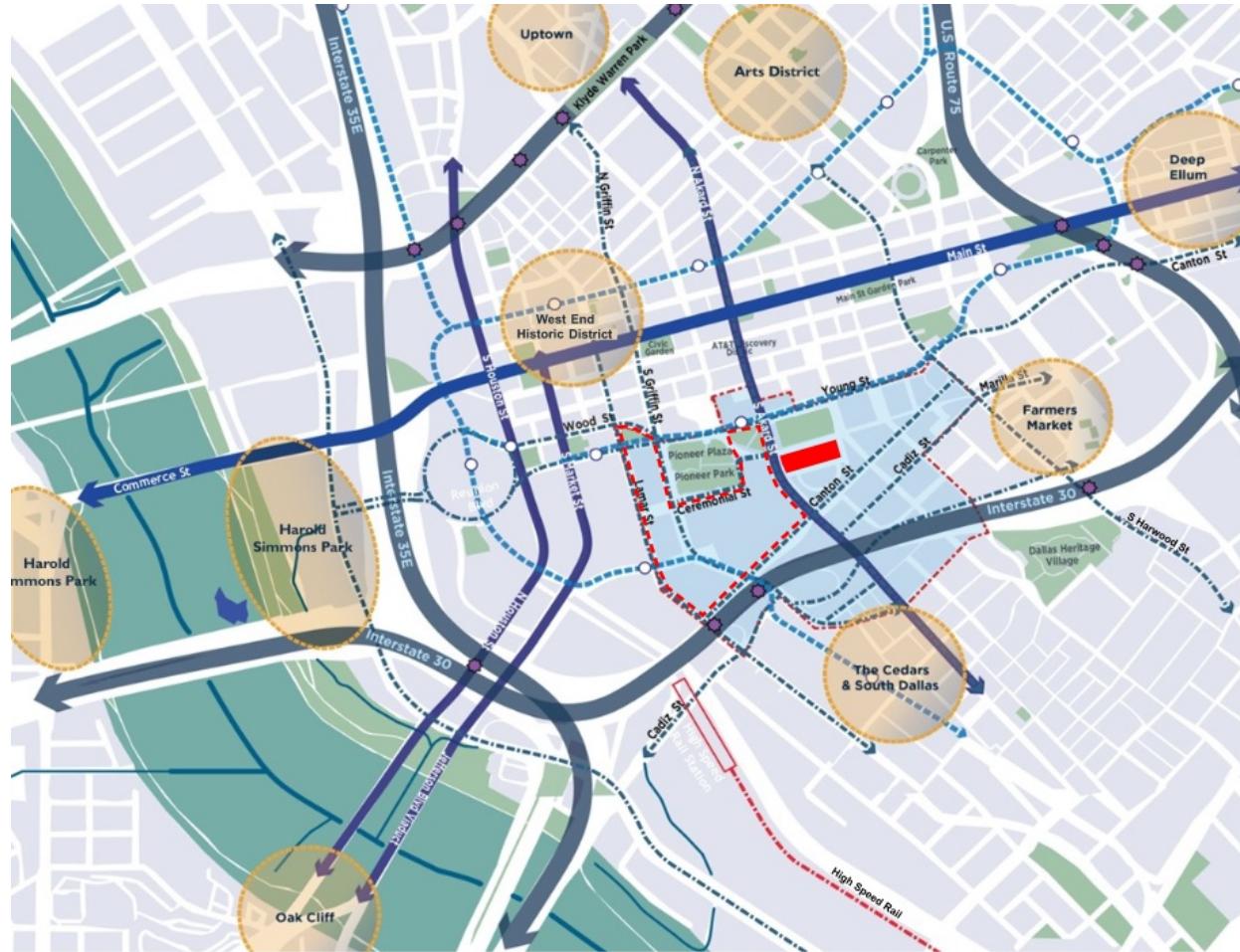
- Positions Dallas as a Tier 1 convention and entertainment destination
- Anchors a premier sports and events district
- Expands tourism, hospitality, and visitor spending ecosystem

DESIGN DISTRICT

- Increased visitor traffic and economic activity
- Synergies with creative and hospitality sectors

WEST DALLAS

- Expanded access to employment
- Increased housing demand and retail growth
- Small business growth opportunities



SOUTHERN DALLAS (BROAD IMPACT)

- Pathways to living-wage jobs
- Construction and workforce training opportunities
- Long-term economic mobility and investment attraction
- Improved access to medical facilities

Neighborhood Impacts

SOUTH DALLAS / FAIR PARK

- Workforce development and vendor participation
- Increased tourism and cultural visitation
- Small business growth opportunities
- Complete Street connection via Young St.

THE CEDARS

- Major catalyst for residential and mixed-use growth
- Creative district expansion
- Improved walkability and connectivity
- Strengthened arts and cultural identity

Overview

The proposed redevelopment of the KBHCC-owned land and south Dallas City Hall site represents a transformative, mixed-use investment that will establish **CitySouth** as the convention, entertainment, and civic heart of Dallas. Encompassing approximately **2.7 million square feet of new development across 36.9 acres (net of rights-of-way) and 47 acres total with rights-of-way and potentially Pioneer Plaza**, it introduces a dynamic and diversified mix of uses, including a 20,000-seat arena, full-service hotels, Class A office, sports medicine, residential, cultural attractions, restaurant and retail activity, and high-quality public spaces.

Based on detailed building-specific cost assumptions reflecting anticipated **2028 construction pricing**, the project represents an estimated **\$2.9 billion to \$3.1 billion total capital investment**, inclusive of land value, vertical construction, structured parking, infrastructure, and soft costs. This proposal is based on City Hall continuing to be the seat of City government and improving it accordingly to serve one of CitySouth's three anchor institutions. Doing so supports daytime economic activity, surrounding retail and hospitality, and the strong long-term fiscal performance demonstrated in this analysis. Out of deference to the current City Council and City Manager initiative to determine the best approach to any City Hall improvements, no capital investment assumptions have been made about these.

Economic Impact and Tax Generation

At stabilization, the development is projected to generate **\$80–\$105 million in annual recurring tax revenue**, including:

- **Property Tax Revenue (City portion):** ~\$38–\$45 million annually, based on stabilized assessed values of approximately \$2.5–\$2.7 billion.
- **Sales Tax Revenue:** ~\$20–\$28 million annually, driven by retail, restaurant, and arena-related spending.
- **Hotel Occupancy Tax:** ~\$18–\$25 million annually from approximately 620 new hotel rooms and event-driven visitation.
- **Other Revenues (parking, ancillary taxes):** ~\$4–\$7 million annually.

In aggregate, the project is expected to generate **\$1.3–\$1.7 billion in total annual economic output**, including direct, indirect, and induced effects.

Economic Impact

Job Creation, Workforce Development & the Region

Job Creation and Workforce Development

The development supports significant employment across both construction and permanent operations:

- **Construction Phase:** ~19,000–22,000 job-years
- **Permanent Employment:** ~11,000–14,000 jobs

These jobs span:

- Class A office employment
- Hospitality and tourism sectors
- Healthcare and sports medicine
- Retail and entertainment operations

A large share of these roles are expected to meet or exceed **living-wage thresholds**, particularly in office, healthcare, and skilled operations.

Strengthening Regional Assets

The concept reinforces key regional assets in several ways:

- **Complementary Anchor Institutions:**

This plan is based on three significant anchor institutions: A sport-oriented mixed-use development, a nationally renowned convention center and Dallas' City Hall. Each will bring significant numbers of people from diverse constituencies into the district at different times of day and on different days of the week, thereby creating sustained activity and vibrancy.

- **Convention and Tourism Competitiveness:**

The arena and hotel program significantly enhance the attractiveness and utilization of the KBHCC, allowing Dallas to compete more effectively for major national events.

- **Sports, Entertainment and Hotel District:**

The Mavericks arena establishes a year-round destination, generating consistent foot traffic and activating downtown beyond traditional business hours.

- **Healthcare Hub:**

The sports medicine center creates a regional destination for performance healthcare and rehabilitation.

Economic Impact

Spillover Effects, Neighborhoods & Public Realm

Spillover Effects and Neighborhood Impact

The project is expected to generate meaningful spillover impacts:

South Dallas / Fair Park

- Expanded workforce access and job pipelines
- Increased tourism and cultural visitation
- Support for small local businesses

The Cedars

- Acceleration of mixed-use residential development
- Expansion of creative and cultural activity
- Increased walkability and connectivity

Southern Dallas

- Creation of living-wage employment pathways
- Workforce development opportunities
- Long-term inclusive economic growth

West Dallas

- Access to new employment opportunities
- Supply chain participation in project operations
- Broader economic uplift

Design District

- Increased visitor traffic supporting retail and showroom activity
- Enhanced positioning as a destination district

Public Realm and Quality of Life

The transformation of City Hall Plaza into a **5-acre civic park**, (comparable in size to Klyde Warren Park) along with **~100,000 SF of enhanced pedestrian space**, significantly improves quality of life, urban connectivity, and environmental performance—enhancing downtown livability and long-term economic resilience.

Economic Impact Capital Investment

Capital Investment (2028 \$)

Land Value

- 36.9 acres development area (net of rights-of-way) = ~1.61M SF @ \$190/SF
\$305M

Vertical Construction (Hard Costs)

Adjusted to maintain total within validated range while applying 33% soft costs

Use	Hard Cost
Arena (900K SF @ \$850)	\$765M
Office (460K SF @ ~\$550)	\$253M
Hotel (418K SF @ ~\$410)	\$171M
Retail (285.5K SF @ ~\$360)	\$103M
Residential (204K SF @ ~\$360)	\$73M
Medical / Cultural (~475K SF @ ~\$800)	\$380M
Total Hard Costs	~\$1.745B

Soft Costs (33%):

- Approximately \$576M

Parking

- Underground (3,500 @ \$50K) → \$175M
- Structured (100 @ \$30K) → \$3M
- Surface (120 @ \$8K) → \$1M
Subtotal = \$179M
- 33% soft costs → **\$238M**

Site + Public Realm

- City Hall Park → \$47M
- Open space / streets → \$60M
- 33% → **\$142M**

TOTAL CAPITAL INVESTMENT

Component	Total
Vertical (incl. soft)	\$2.32B
Parking	\$238M
Site / Public Realm	\$142M
Land	\$305M

TOTAL: ~\$2.95B – \$3.10B

Economic Impact

Tax Revenue, Jobs & Total Annual Output

ANNUAL TAX REVENUE

Property Tax

- \$2.6B assessed value @ ~0.75%
~\$20M/year

Sales Tax

- ~\$2.0–\$2.8B activity @ 1%
\$20M–\$28M

Hotel Occupancy Tax

- 620 rooms + event uplift
\$18M–\$25M

Other

- \$4M–\$7M

TOTAL ANNUAL TAX REVENUE

\$80M–\$105M

JOBS

Construction

- ~\$3.0B / \$140K per job-year
19,000–22,000 job-years

Permanent Jobs

- Office: ~2,000
 - Arena / hospitality: ~7,000–9,000
 - Medical / cultural: ~1,500
- 1,000–14,000 jobs**

Total Annual Economic Output

- Direct: ~\$800M–\$1.0B
- Multiplier (~1.6x–1.7x)
\$1.3B–\$1.7B annually

If a decision is made to stay at 1500 Marilla, we have studied **the characteristics that make a great city hall**, and based on those, present a clear vision for how to transform the building and grounds into a **exemplary home for our City government to serve as a vibrant and economically productive third anchor institution for CitySouth.**



A Revitalized City Hall & Park

CITY**SOUTH**

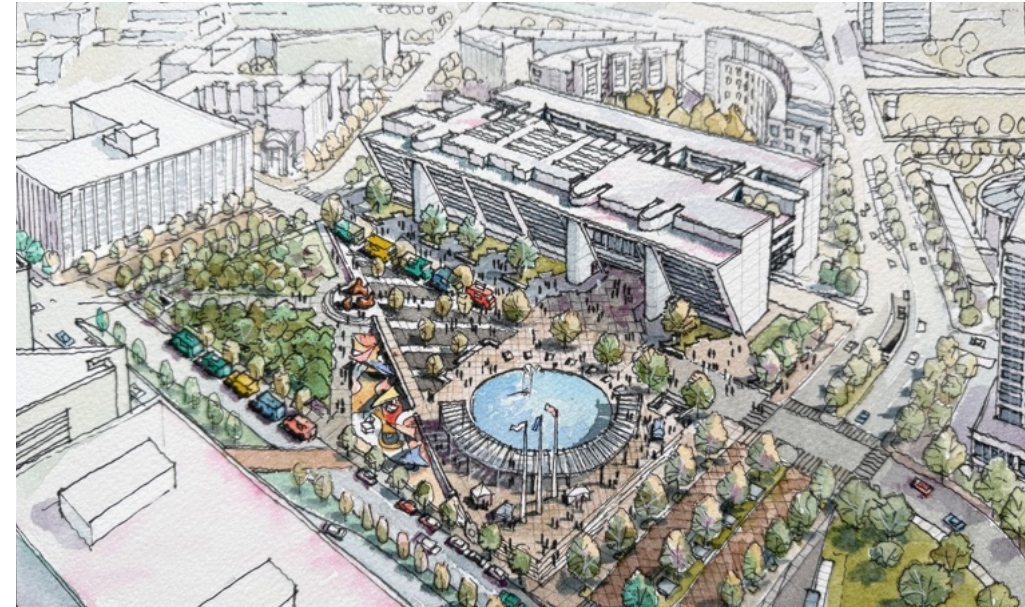
What are the Characteristics of a Great City Hall?

- **Geographically centered** in the community, optimizing vibrancy in its district
- Easily **accessible by multiple transportation modes** with adequate nearby parking
- **Large civic gathering space** on site (capacity 1,000+) for events, celebrations, and civil discourse
- **Welcoming entry** that balances security with an inviting presence
- **A distinctive building** that expresses the aspirations of its citizens
- **Large floor plates** sized to support inter- and intra-department adjacencies, minimizing reliance on stairs and elevators
- **Intuitive internal navigation** with effective, attractive way-finding
- **Grand public lobby** serving as a commons for art exhibitions and city history displays
- Adequate **square footage to efficiently house** all City departments that benefit from central co-location
- **Council Chamber seating 300**, with equal-capacity pre-function space and state-of-the-art A/V and security
- **Employee amenities including food service, daycare, and a wellness/exercise center**
- On-site space reserved for **future building expansion** as the city grows
- **Large floor plates** sized to support inter- and intra-department adjacencies, minimizing reliance on stairs and elevators
- **Intuitive internal navigation** with effective, attractive way-finding
- **Open office layout** fostering teamwork, transparency, and adaptability
- Enclosed conference rooms of varying sizes for private or sound-sensitive meetings










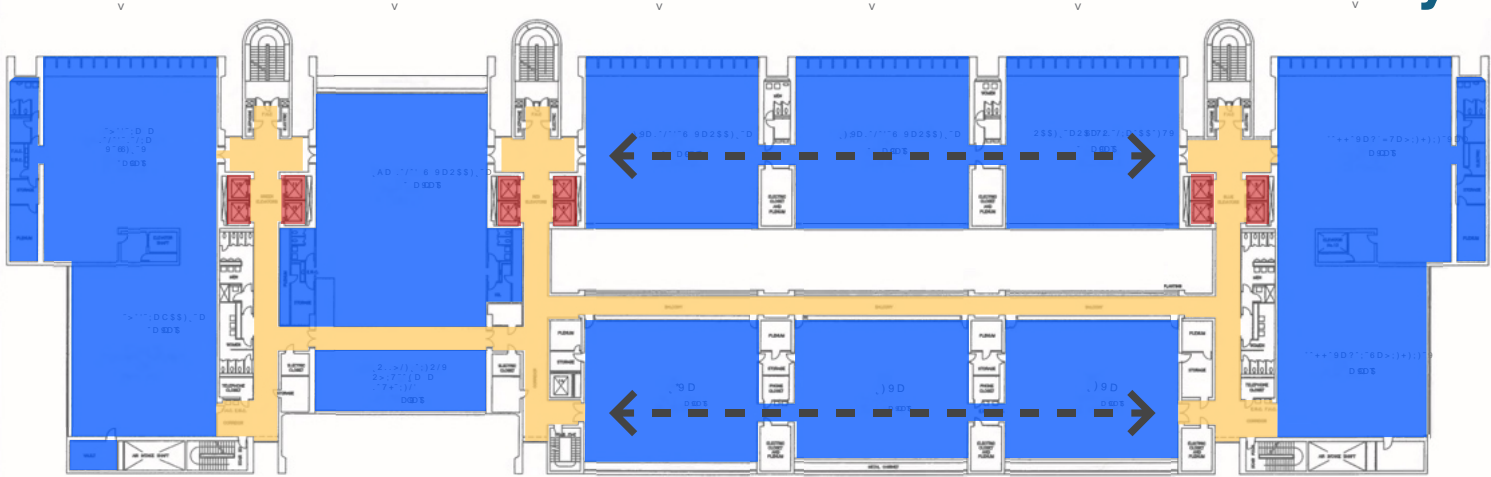
A Vision for City Hall

- As the Council considers proposals to relocate City Hall, as well as the option to remain in place, we recommend that the City Manager’s Office **prepare a detailed quantitative and qualitative facility program for City Hall** built around our “**Characteristics of a Great City Hall**”. In addition to using relative costs to compare the options, **these criteria would be used to rank the options**. Criteria in the program would be weighted in importance so that each option can be scored and ranked objectively.
- The **Characteristics of a Great City Hall** have been used in our submission to the “Call for Ideas and Concepts” to guide recommendations for how to **modernize and enhance** City Hall to create a **21st century workplace to rival any of our region’s finest corporate headquarters**.
- We recommend the **transformation of City Hall Plaza** (which is comparable in size to Klyde Warren Park) **to become “City Hall Park”**. The redesign adds shade, softens the landscape, reopens Marilla Street, and adds provisions for coffee carts and food trucks to activate the space.
- **We propose that the 4.25 acre south half of the City Hall site be included in the offer to the Mav’s ownership or another third party developer via sale or ground lease.** We have illustrated buildings which accommodate uses **supporting the needs of City employees** which can be linked directly via bridges into City Hall...food services, wellness, daycare and offices for future growth. A well landscaped surface parking court provides convenient visitor surface parking and creates a **more welcoming south front door to City Hall**.

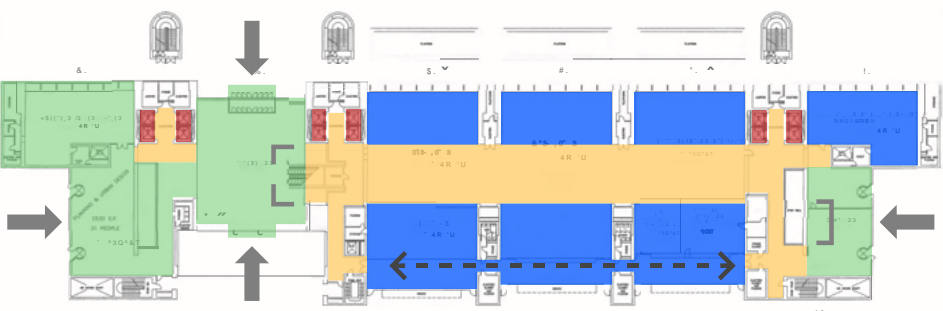


A Vision for City Hall

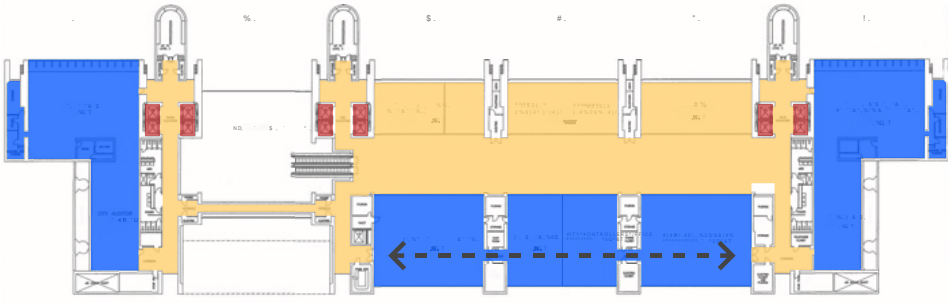
-  building entrance
-  open public access
-  security / greeting checkpoint
-  secure circulation
-  elevator cores
-  badge access only
-  restored interior connections



4th Floor



Ground Floor



2nd Floor

- These conceptual diagrams indicate a strategy for organizing the line of security for the building to create a “pre-security” public lobby in which a café, exhibits and events could populate space at the Ground Floor, while maintaining secure environments for upper and basement levels.
- The conceptual diagrams of upper floors propose solutions to access and circulation for visitors and employees, illustrating a pragmatic approach to creating space for a modern, open office workstyle, enabled by restoring internal connections in the large column-free floor plates.



Conclusion and Next Steps

CITY**SOUTH**

We applaud the City’s “Call for Ideas and Concepts” as a means of soliciting input from a wide cross-section of the Dallas community. We believe that this should not be the end of this conversation about the future of the southern sector of downtown Dallas.

To that end, we recommend the following next steps:

- In the interest of transparency, **the responses to the City’s “Call for Ideas and Concepts” should be made accessible** for review and discourse by the public as soon as possible.
- Prior to making a decision on City Hall, thereby respecting the time constraints on the Dallas Mavericks search for a new home, **the City should promptly open negotiations with the Mavericks organization** to get a clear understanding of their goals, objectives and preferences and to determine what terms, components and incentives will be necessary to make a deal.
- Concurrently, the City Manager’s Office should prepare a **detailed quantitative and qualitative facility program** for City Hall built around the “Characteristics of a Great City Hall” described in our submission. In addition to using relative costs to compare options, this would be used to rank the candidate proposals for relocation, as well as the option of staying at 1500 Marilla. Criteria in the program would be weighted in importance so that each option can be scored and ranked objectively.
- The City Manager’s Office should endeavor to participate actively in **DDI’s “Downtown Dallas 360 Master Plan Update”** which is just getting underway. An appointed **Civic/Sports Arena/KBHCC district stakeholders group** can directly communicate their goals and priorities to ensure that the 360 Master Plan correctly represents them. In turn, this will aid the district stakeholders in gaining a deep understanding of the larger Downtown context in which they operate.

The overarching goal for these actions is to lead us toward wise decisions that result in the success and vibrancy of Downtown and the quality of life in the City at large.

Conclusion & Next Steps

University of Texas at Arlington
College of Architecture, Planning and Public Affairs
Arch 4557 Studio

Students:

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Adjunct Professors:

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The 10 Presidents

The 10 Presidents is an informal collaboration of Dallas architects, each a Fellow of the AIA and a former President of AIA at a national, state or local level. We come together on occasions when our expertise might help the City as it considers important decisions affecting the built environment and quality of life.

We represent a diverse variety of architectural practice, from leadership of global corporate firms to sole proprietorships, from in-house municipal government to the non-profit sector. Collectively, we have over 600 years of experience in the design, planning, and execution of public and private sector projects at all scales.

Larry Good FAIA, Duncan Fulton FAIA, Marcel Quimby FAIA, Dennis Stacy FAIA, Robert Meckfessel FAIA, Myriam Camargo FAIA, Ted Kollaja FAIA, Craig Reynolds FAIA, Jeff Potter FAIA, Tipton Housewright FAIA, Betsy Del Monte FAIA, Lisa Lamkin FAIA, Bob Bullis FAIA, Zaida Basora FAIA, Michael Malone FAIA

with consultation from Anne Kniffen, RID IIDA LEED AP ID+C