

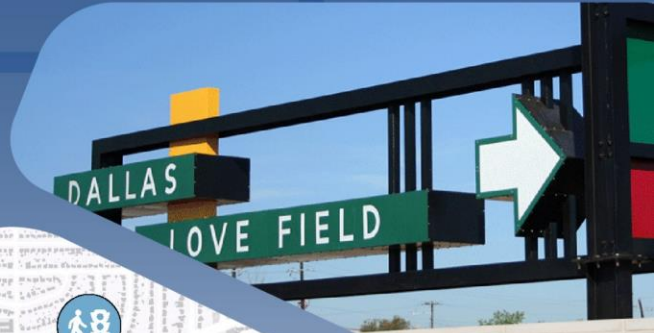
Welcome to the

Lemmon Avenue Streetscape Enhancements

Special Called Virtual Public Outreach Meeting

The meeting will start at 5:30pm.

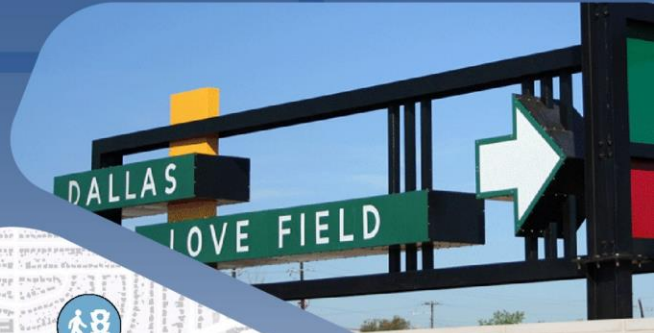
Thank you for participating!



Lemmon Avenue Streetscape Enhancements

Special Called Virtual Public Outreach Meeting

May 5, 2020



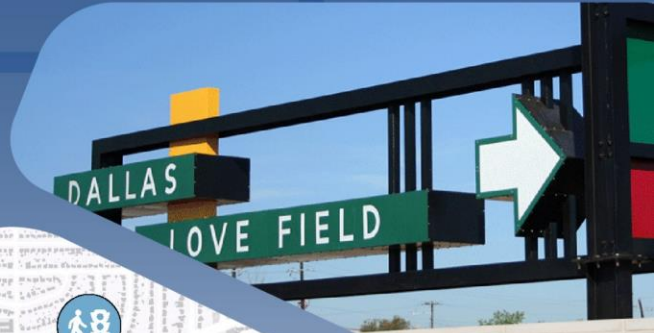


Welcome!



Mark Duebner

Director of Aviation



Meeting Overview

- Project Overview & Schedule
- District Branding Overview
- Love Field District Brand Theme
 - Theme Inspiration
 - Theme Examples
 - Potential Design Elements
 - Theme Instant Messaging Comments
- Preliminary Park Programs
 - Existing Midway Manor Park
 - Preliminary Park Program Instant Messaging Comments
 - Proposed North Neighborhood Park
 - Preliminary Park Program Instant Messaging Comments
- Next Steps
- Short Intermission
- Responses to Questions

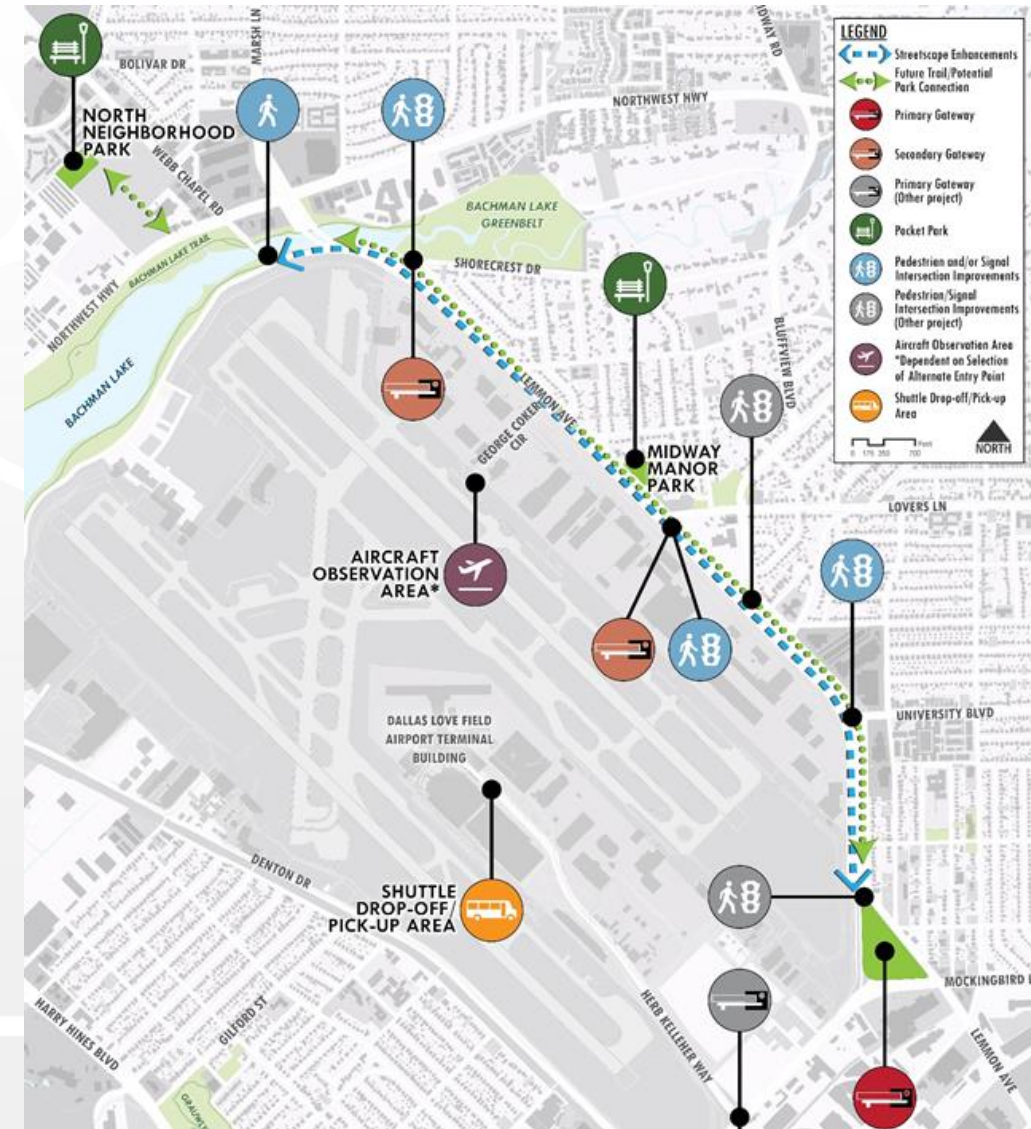
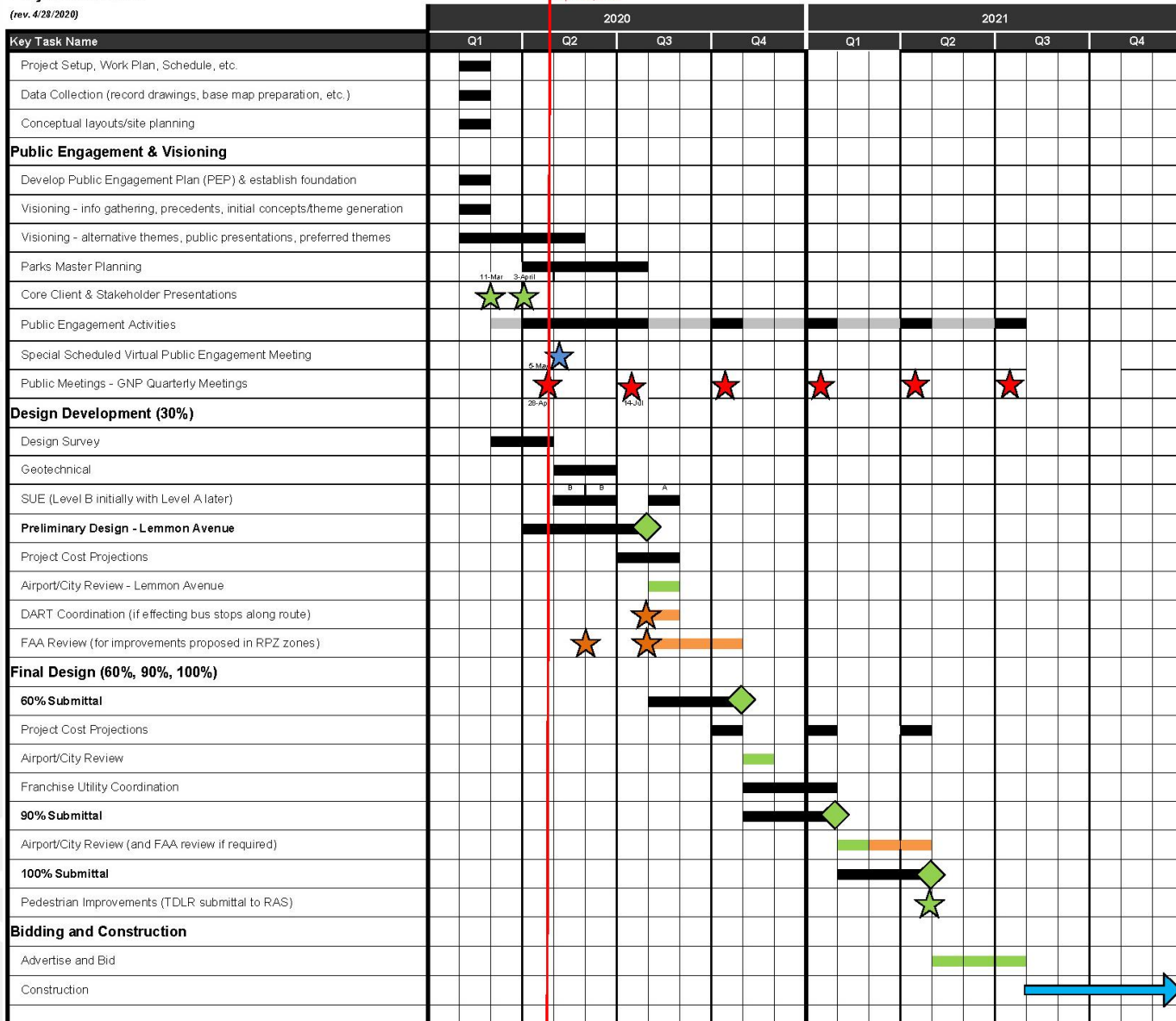


Project Overview & Schedule

Project Overview & Schedule

Project Schedule

(rev. 4/28/2020)



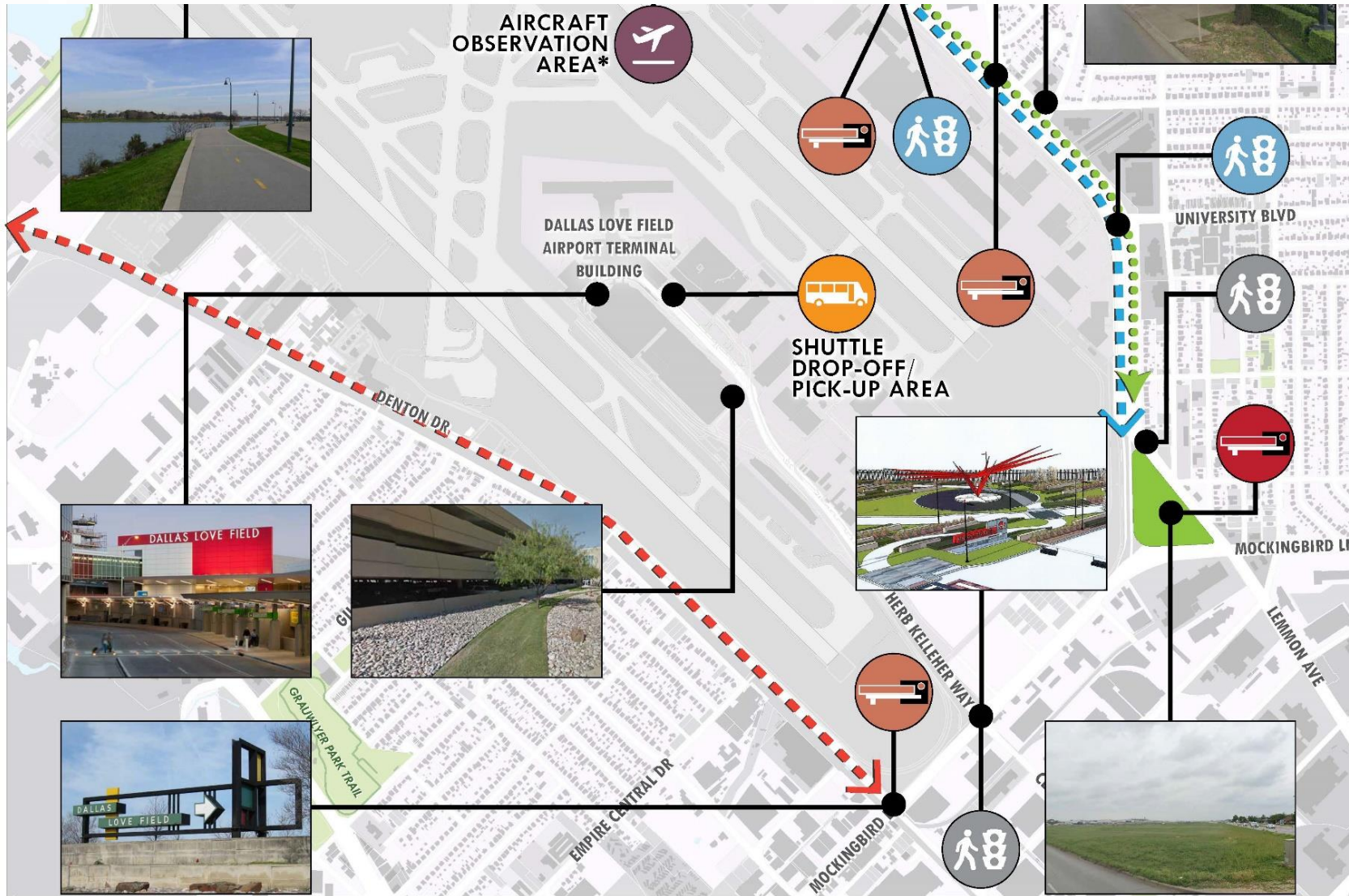
Preliminary Enhancements Framework

Site Inventory – North Detail



Preliminary Enhancements Framework

Site Inventory – South Detail Detail



LEGEND

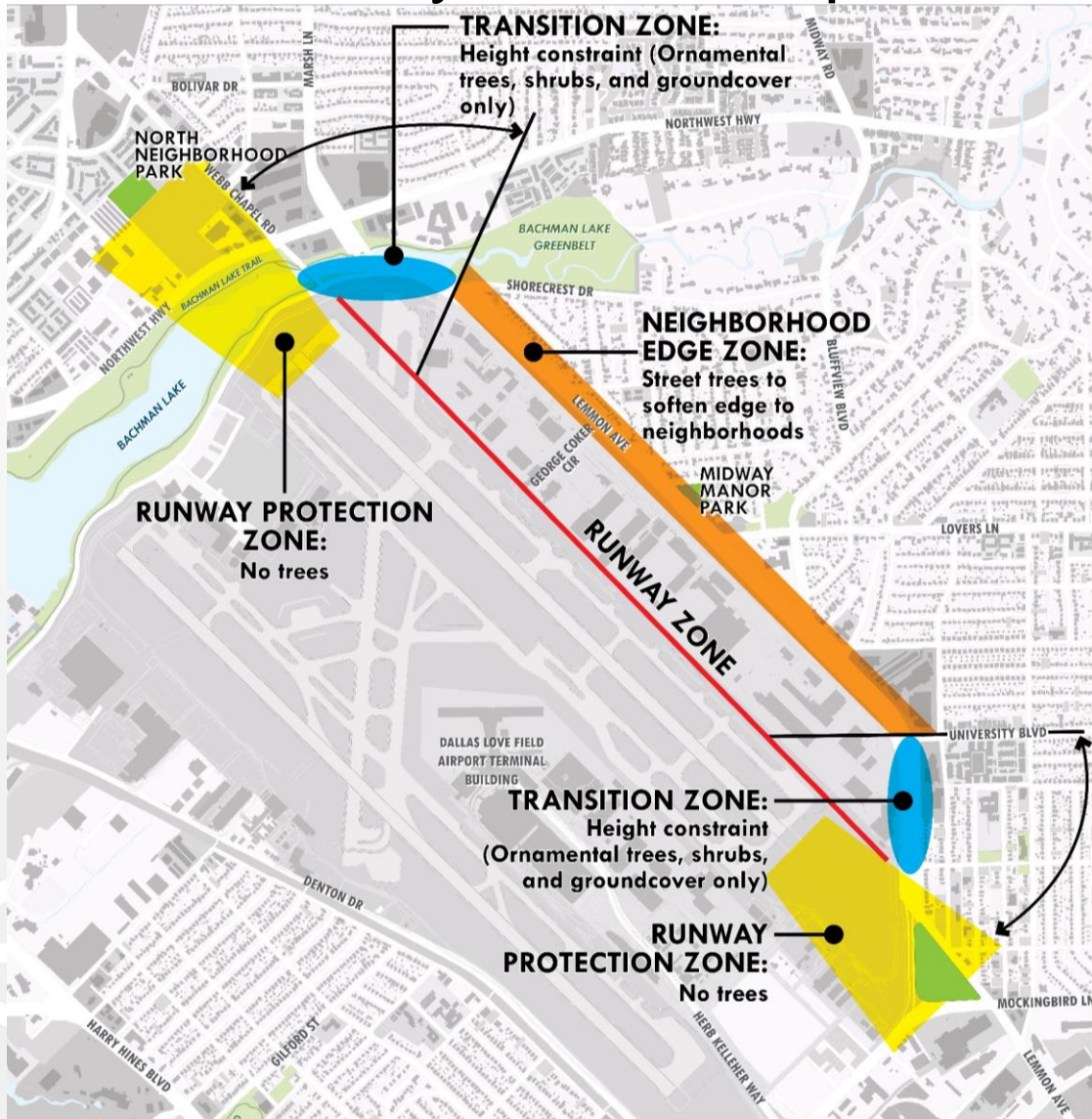
- Streetscape Enhancements
- Potential Streetscape Enhancements
- Future Trail/Potential Park Connection
- Primary Gateway
- Secondary Gateway
- Pocket Park
- Pedestrian and/or Signal Intersection Improvements
- Pedestrian/Signal Intersection Improvements (Other project)
- Aircraft Observation Area
*Dependent on Selection of Alternate Entry Point
- Shuttle Drop-off/Pick-up Area

0 175 350 700 Feet

NORTH

Preliminary Enhancements Framework

Site Inventory – Landscape Framework

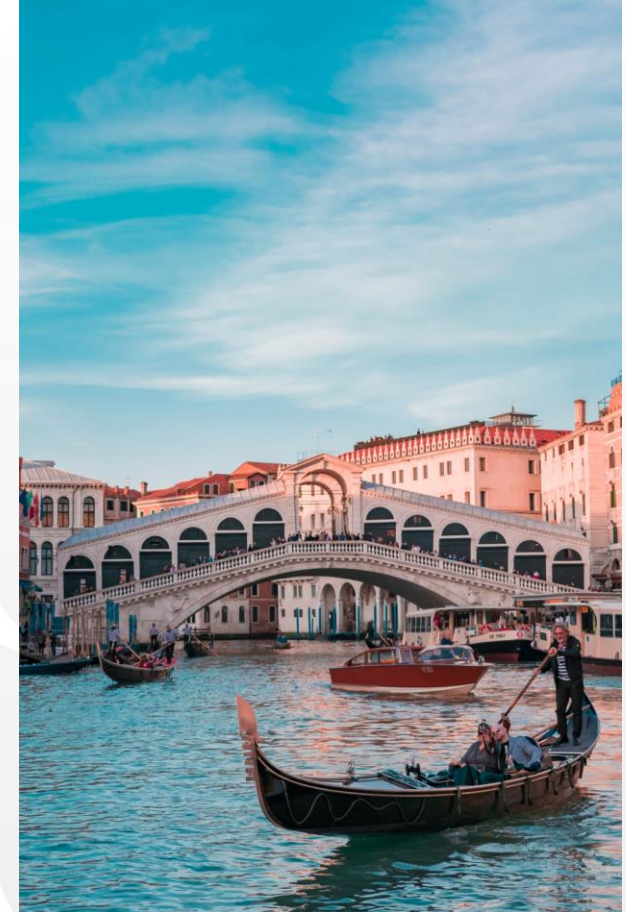




District Branding Overview

“Spirit of Place”

- In architecture and urban design, the term "**genius loci**" refers to a location's distinctive atmosphere, or a "spirit of place"
- That “spirit of place” can be described as a place that creates distinctive memories due to a combination of sights (architecture, art, nature), sounds (music, laughter, water), smells and activities
- Branding is a process designers often use to create places that are memorable and distinct

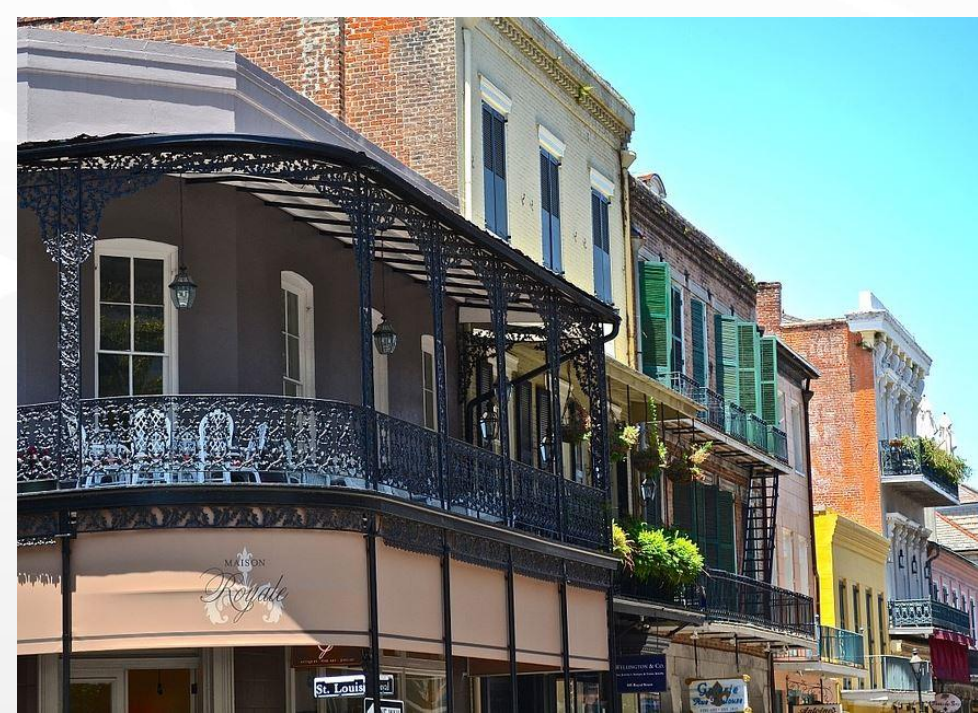


“Placemaking” (Creating Memorable Places)

- The first step in “placemaking” is to gain an understanding of the existing context (natural, built, cultural, historic) of an area
- Key elements of that context become the inspiration for an overall design theme
- On urban design and streetscape projects, those themes typically are expressed through gateways, benches, lights, trash receptacles, signage, paving materials and patterns, and public art
- That final set of ideas, images and design elements related to a theme make up the “District Brand”

District Brand Examples

Example #1 – New Orleans French Quarter - Inspiration



District Brand Examples

Example #1 – New Orleans French Quarter – Design Elements



District Brand Examples

Example #2 – Houston Post Oak District - Inspiration



District Brand Examples

Example #2 – Houston Post Oak District – Design Elements



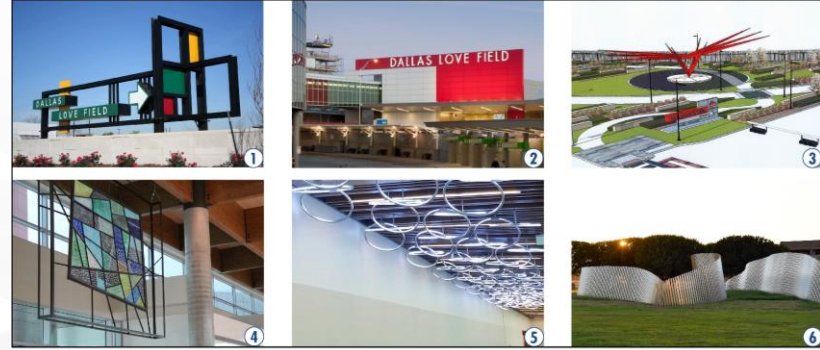


Love Field District Brand Theme

Love Field District Brand Theme

Fresh Modernism Theme

THEME INSPIRATION



PRIMARY GATEWAY



SECONDARY GATEWAY



BENCHES & SEATWALLS



TRASH RECEPTACLES



BIKE RACKS



SHADE STRUCTURES & BUS SHELTERS



GROUND PLANE MATERIALS: PAVERS, CONCRETE BANDING, DECOMPOSED GRANITE & COBBLE STONE

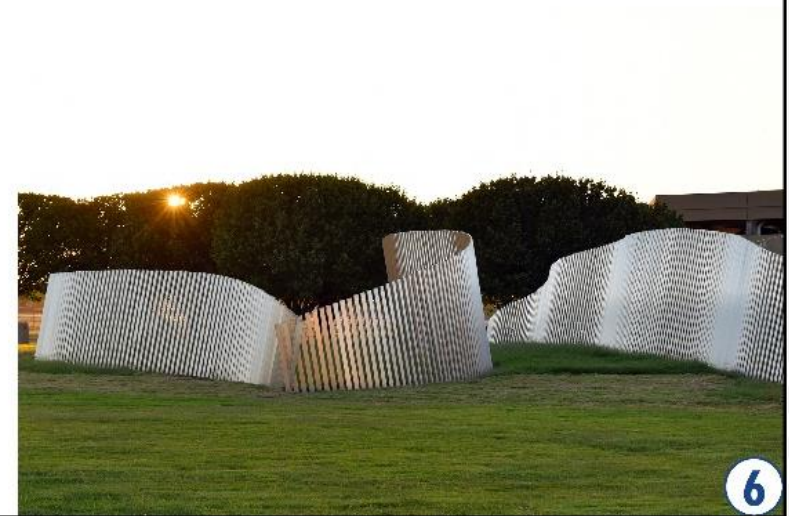


THEME EXAMPLES



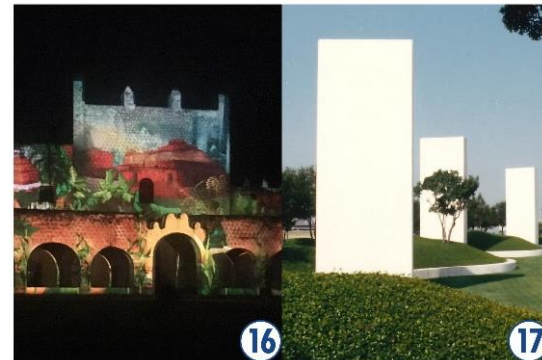
Theme Inspiration

Fresh Modernism Theme



Theme Examples

Fresh Modernism Theme



Potential Design Elements

Fresh Modernism Theme – Primary Gateway/Public Art



- Existing green space bound by Lemmon, Mockingbird and Airdrome (7.5 Acres)
- Embodies main Love Field entrance from the South
- Not only vehicular and pedestrian experience but also passenger aerial view

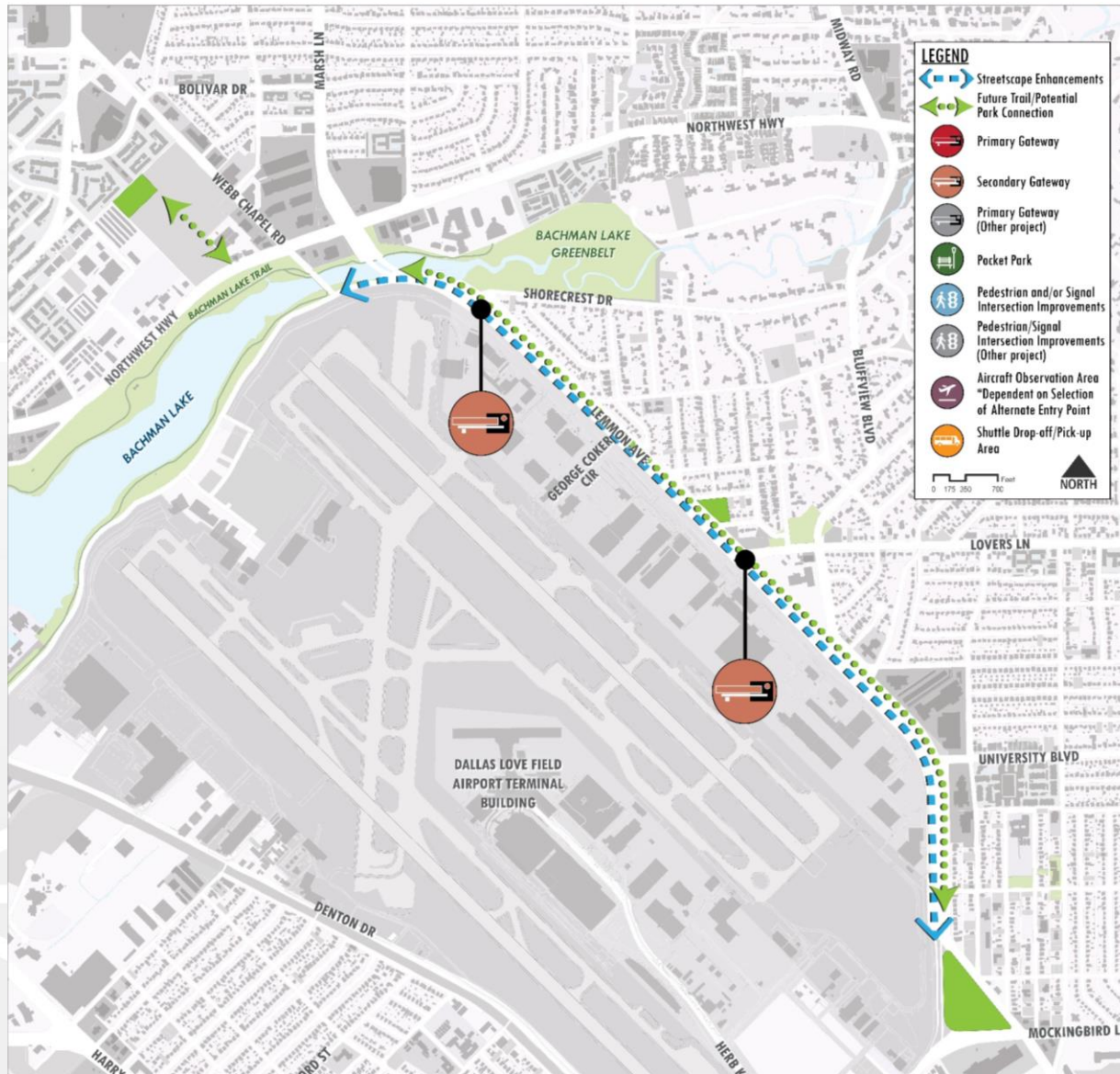
Potential Design Elements

Fresh Modernism Theme – Primary Gateway/Public Art



Potential Design Elements

Fresh Modernism Theme – Secondary Gateway/Public Art



- Love Field District identity
- Incorporate adjacent neighborhood historic identity
- Vehicular and pedestrian experience

Potential Design Elements

Fresh Modernism Theme – Secondary Gateway/Public Art



Potential Design Elements

Fresh Modernism – Site Furnishings – Benches & Seat Walls



Potential Design Elements

Fresh Modernism – Site Furnishings – Trash Receptacles & Bike Racks



BIKE RACKS



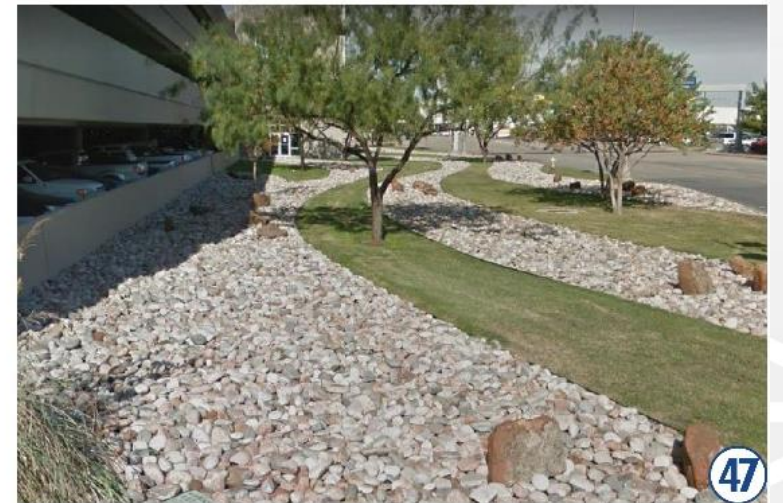
Potential Design Elements

Fresh Modernism – SMART Bus Shelters & Shade Structures



Potential Design Elements

Fresh Modernism – Hard & Pervious Ground Plane Materials



Theme Inspiration

Fresh Modernism Theme



Theme Examples

Fresh Modernism Theme



Potential Design Elements

Fresh Modernism Theme – Primary Gateway/Public Art



Potential Design Elements

Fresh Modernism Theme – Secondary Gateway/Public Art



Potential Design Elements

Fresh Modernism – Site Furnishings – Benches & Seat Walls



Potential Design Elements

Fresh Modernism – Site Furnishings – Trash Receptacles & Bike Racks

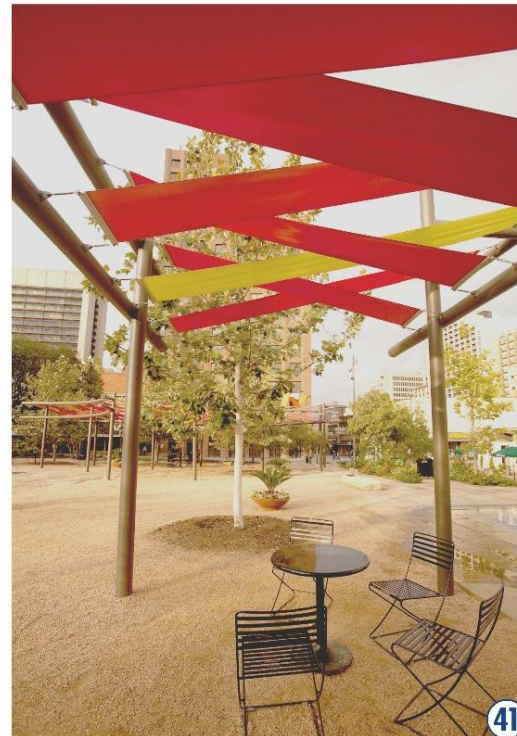


BIKE RACKS



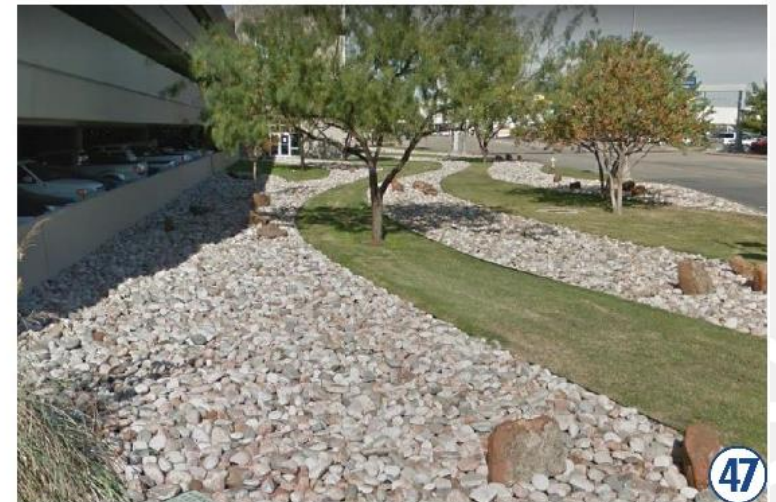
Potential Design Elements

Fresh Modernism – SMART Bus Shelters & Shade Structures



Potential Design Elements

Fresh Modernism – Hard & Pervious Ground Plane Materials

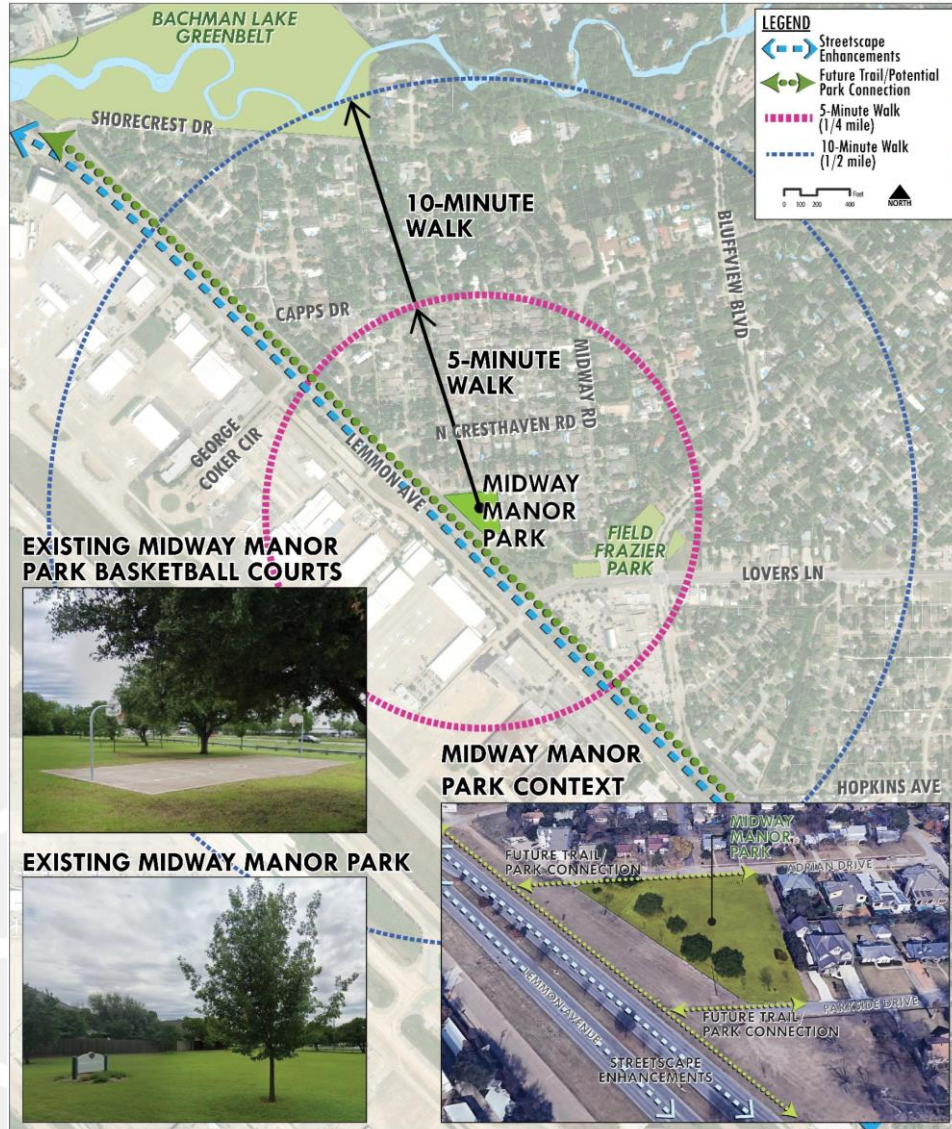




Preliminary Park Program: Existing Midway Manor Park

Preliminary Park Program

Midway Manor Park Site Inventory & Context



- Existing neighborhood park
 - Approximately 1.28 Acres
- Existing park facilities
 - Park signage
 - Basketball court
 - Trash receptacles
 - Shade trees
- Park access through neighborhood

Preliminary Park Program

Midway Manor Park Site Adjacency Consideration

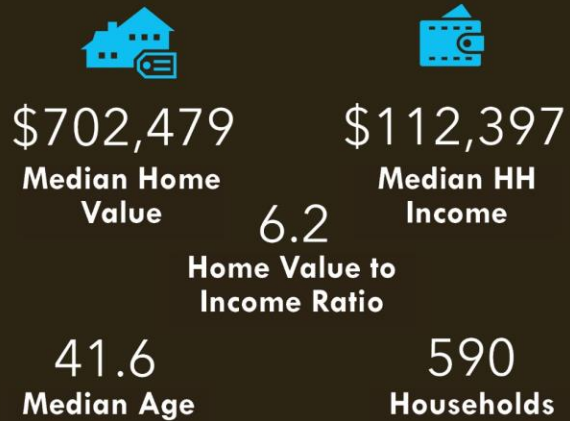


- Awareness of FAA height restrictions
- Runway Protection Zone (RPZ) adjacency requirement
- Mindful of adjacent neighborhood
- Selection of landscape material and no water features that will not attract birds

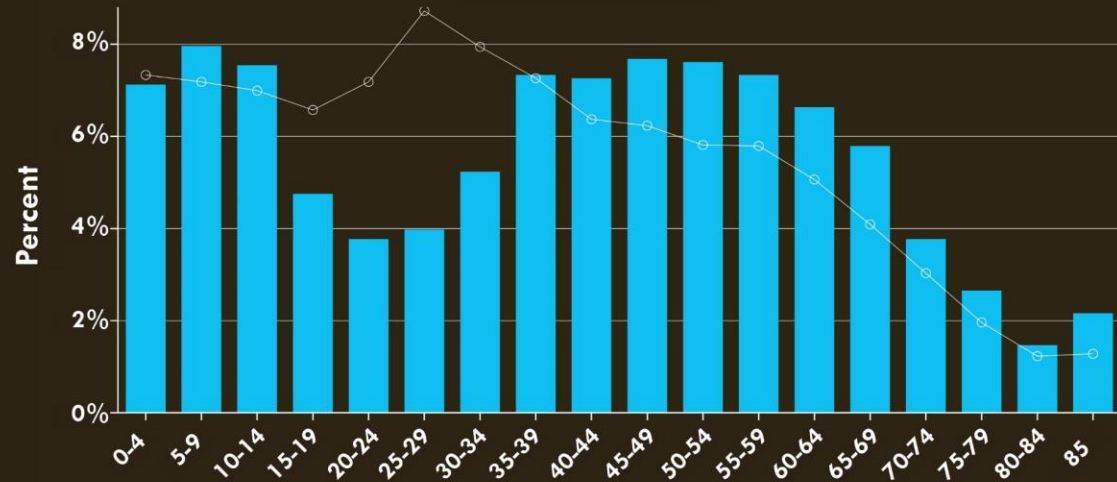
Preliminary Park Program

Midway Manor Park – Tapestry Segmentation – 10 Minute Walk

Key Facts

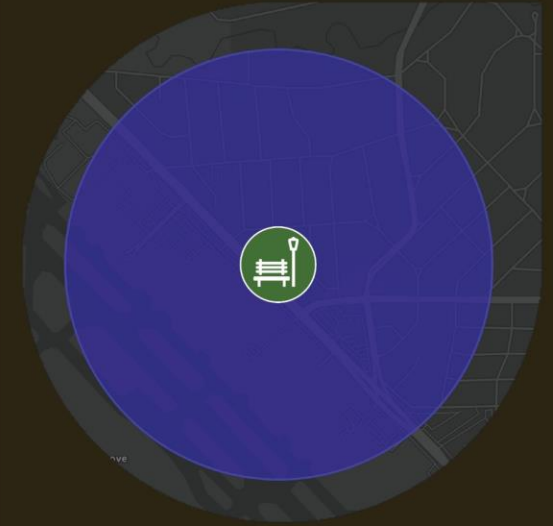


Age Profile

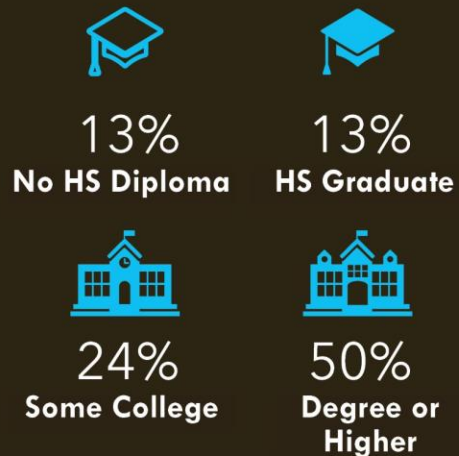


Data shows comparison to Dallas County

Midway Manor Park



Education



Household By Income

The largest group: \$200,000+ (28.3%)
 The smallest group: <\$15,000 (4.6%)

Indicator	Value	Difference
<\$15,000	4.6%	-5.2%
\$15,000 - \$24,999	7.6%	-1.5%
\$25,000 - \$34,999	11.2%	+1.7%
\$35,000 - \$49,999	8.3%	-5.3%
\$50,000 - \$74,999	6.9%	-12.9%
\$75,000 - \$99,999	5.9%	-6.6%
\$100,000 - \$149,999	17.1%	+4.2%
\$150,000 - \$199,999	10.3%	+4.4%
\$200,000+	28.3%	+21.5%

Bars show deviation from Dallas County

Tapestry Segments



Preliminary Park Program

Midway Manor Park Potential Park Programming



PICNIC PAVILION WITH TABLES



BIKE REPAIR STATION



INCLUSIVE PLAYGROUND



INTERACTIVE PUBLIC ART



WiFi CAPABILITIES



BASKETBALL COURT ENHANCEMENTS



DRINKING FOUNTAIN



PARK FURNISHINGS



PARK LIGHTING



OUTDOOR GAME TABLES



CONNECTION TO FUTURE TRAILS & NEIGHBORHOOD



EXERCISE STATIONS



PERIMETER PARK WALKING TRAIL



PLAYGROUND FOR VARIOUS AGE GROUPS



FLEXIBLE OPEN SPACE

Preliminary Park Program

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OUTDOOR GAME TABLES



CONNECTION TO FUTURE TRAILS & NEIGHBORHOOD



EXERCISE STATIONS

Preliminary Park Program

As the design evolves, what additional Midway Manor Park amenity ideas should be considered?



Preliminary Park Program: Proposed North Neighborhood

Park

 Dallas Love Field

Preliminary Park Program

North Neighborhood Park Site Inventory & Context



- Proposed new neighborhood park
 - Approximately 2 Acres
- Potential park access through existing alley or potential trail connections from Northwest Highway

Preliminary Park Program

North Neighborhood Park Site Adjacency Consideration

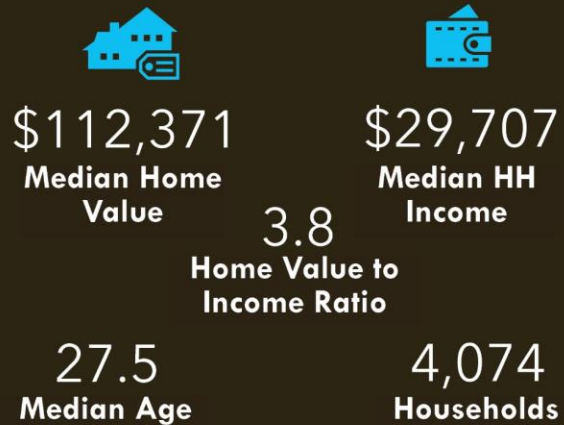


- Awareness of FAA height restrictions
- Runway Protection Zone (RPZ) requirement
- Mindful of adjacent neighborhood and commercial use
- Selection of landscape material and no water features that will not attract birds

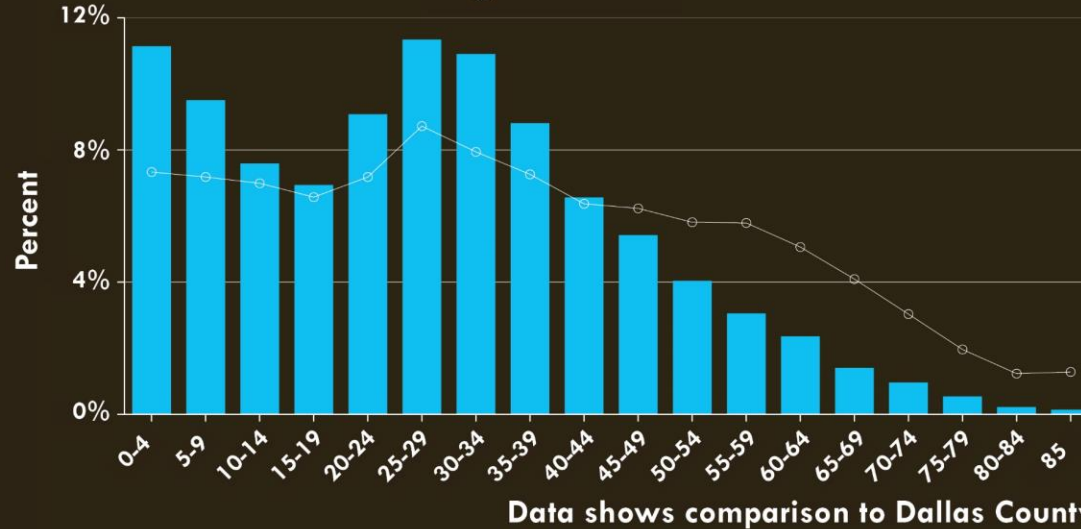
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North Neighborhood Park – Tapestry Segmentation – 10 Minute Walk

Key Facts



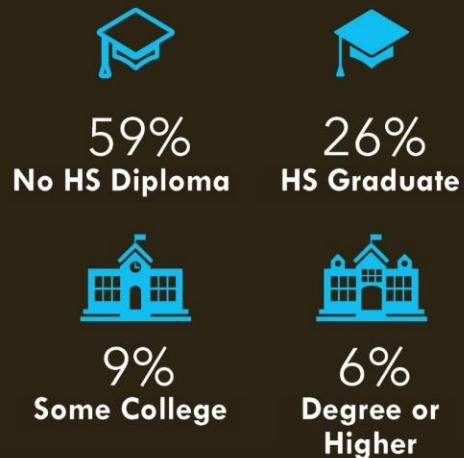
Age Profile



North Neighborhood Park



Education



Household By Income

The largest group: \$15,000 - \$24,999 (27.6%)
 The smallest group: \$200,000+ (0.2%)

Indicator	Value	Difference
<\$15,000	11.0%	+1.2%
\$15,000 - \$24,999	27.6%	+18.5%
\$25,000 - \$34,999	20.3%	+10.8%
\$35,000 - \$49,999	18.5%	+4.9%
\$50,000 - \$74,999	15.4%	-4.4%
\$75,000 - \$99,999	3.9%	-8.6%
\$100,000 - \$149,999	2.9%	-10.0%
\$150,000 - \$199,999	0.4%	-5.5%
\$200,000+	0.2%	-6.6%

Bars show deviation from Dallas County

Tapestry Segments



Preliminary Park Program

North Neighborhood Park Potential Park Programming



PICNIC PAVILION WITH TABLES



INTERACTIVE PUBLIC ART/PARK SIGNAGE



MURAL/ART WALL



CHAIN LINK FENCE ART



PARK SIGNAGE



SCULPTURAL DRINKING FOUNTAIN



PERIMETER PARK WALKING TRAIL



PARK FURNISHINGS



POTENTIAL TRAIL FOR PARK ACCESS



PARK LIGHTING



ACCESSIBLE PLAY



PLAYGROUND STRUCTURE FOR VARIOUS AGE GROUPS



FLEXIBLE LAWN SPACE



GAME TABLE



WiFi CAPABILITIES

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PICNIC PAVILION WITH TABLES



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FLEXIBLE LAWN SPACE



GAME TABLE



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North Neighborhood Park Potential Park Programming



PARK LIGHTING



ACCESSIBLE PLAY



PLAYGROUND STRUCTURE FOR VARIOUS AGE GROUPS

Preliminary Park Program

As the design evolves, what additional North Neighborhood Park amenity ideas should be considered?



Next Steps

Next Steps

- Additional neighborhood feedback via Survey Monkey
 - May 5th-May 26th bit.ly/LemmonAvenueSurvey
- Continue developing 30% design
- Future Public Involvement via Good Neighbor Program Meetings
 - Mid-July
- For project updates and more information, visit: www.dallas-lovefield.com



DALLAS

LOVE FIELD



Thank you!



Responses to Questions

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May 5, 2020

