ARTFULLY BUILDING CITIES
Can Cultural Attractions Drive Private Development?
The Dallas and Fort Worth Stories

ULI Fall Meeting
October 26, 2016
Cultural Destinations
Community Benefits

• Economic vitality
• Heritage
• Character
• Sense of place
• Civic engagement
Catalyze private development?

Merely add value?
Speakers

Veletta Forsythe Lill  
Dallas Arts District  
Dallas City Council

Andrew Blake  
Presidio Interests  
Cultural District Alliance

Lucy Crow Billingsley  
Billingsley Company

Donald Braun  
HALL Group

Kirk Williams  
Cypress Equities
Veletta Forsythe Lill
Dallas Arts District
Dallas City Council
THE DALLAS ARTS DISTRICT: The Planner’s Vision

Existing
1. Belo Mansion
2. Guadalupe Cathedral
3. Arts Magnet School

Under Construction/Planned
4. Dallas Museum of Fine Arts
5. Crow Co. office tower (50 stories)
6. Dallas concert hall

Projected
7. Office buildings of 40+ stories on Woodall Rodgers Freeway
8. Possible hotel sites in moderate height buildings near Flora Street
9. Office buildings of 40+ stories on Ross Avenue

SOURCE: Adapted from Sasaki Associates Draft Final Report

The Dallas Morning News: Mark Smith
DALLAS ARTS DISTRICT - 1985
the arts district's finishing touches
Andrew Blake
Presidio Interests
Cultural District Alliance
Art Museums
Fort Worth Districts

Downtown

Cultural District

Near Southside
Cultural District, 1968
Cultural District, 2015
Cultural District
Private-Sector Development, 2007-2017

Private-Sector Development
Arts Institutions
Other Institutional
Development Examples, 2009-2016
Fort Worth Cultural District
Lucy Crow Billingsley
Billingsley Company
Downtown/CBD

- Margaret & Trammell Crow Collection of Asian Art
- Dallas Museum of Art
- Nasher Sculpture Center
- Meyerson Symphony Center
- Margot & Bill Winspear Opera House
- Klyde Warren Park
- Annette Strauss Artist Square
- Performance Park
- Booker T. Washington Arts Magnet High School
- St. Paul’s United Methodist Church
- One Arts Plaza
- Dallas Black Dance Theatre
- Hall Arts
- Cathedral Guadalupe
- Belo Mansion
- Dee & Charles Wyly Theater
- City Performance Hall
- Dallas Museum of Art
- Nasher Sculpture Center
- Meyerson Symphony Center
- Margot & Bill Winspear Opera House
- Klyde Warren Park
- Annette Strauss Artist Square
- Performance Park
- Booker T. Washington Arts Magnet High School
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- Dallas Black Dance Theatre
- Hall Arts
- Cathedral Guadalupe
- Belo Mansion
- Dee & Charles Wyly Theater
- City Performance Hall
Events & the Art Cart Shuttle
Arts District Events
Cypress Waters at Full Build-Out
The Sound at Cypress Waters
Donald Braun
HALL Group
Flora Street

Ross Avenue
Why West 7th and its relationship to the Fort Worth Cultural District?
What did we do initially and how did we improve at West 7th?

Initial Development
Bland Tenant Storefronts

Enhanced Improvements
Iconic Pieces
What did we do initially and how did we improve at West 7th?

**Initial Development**
No Indoor/Outdoor Connections

**Enhanced Improvements**
Augmented Indoor/Outdoor Environments
What did we do initially and how did we improve at West 7th?

Initial Development
*Diminished the Landscape/Hardscape Component*

Enhanced Improvements
*Created Livable Landscape/Hardscape Areas*
What did we learn from West 7th and what are we doing now?

Retail real estate is a fun and exciting challenge!
What did we learn from West 7th and what are we doing now?

Any art in any of our projects needs to be:

- Found
- Fun
- Financeable
- Functional
- Fit
QUESTIONS?