

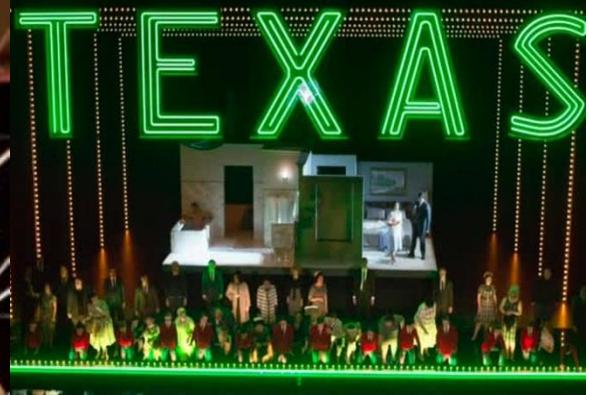
ARTFULLY BUILDING CITIES

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

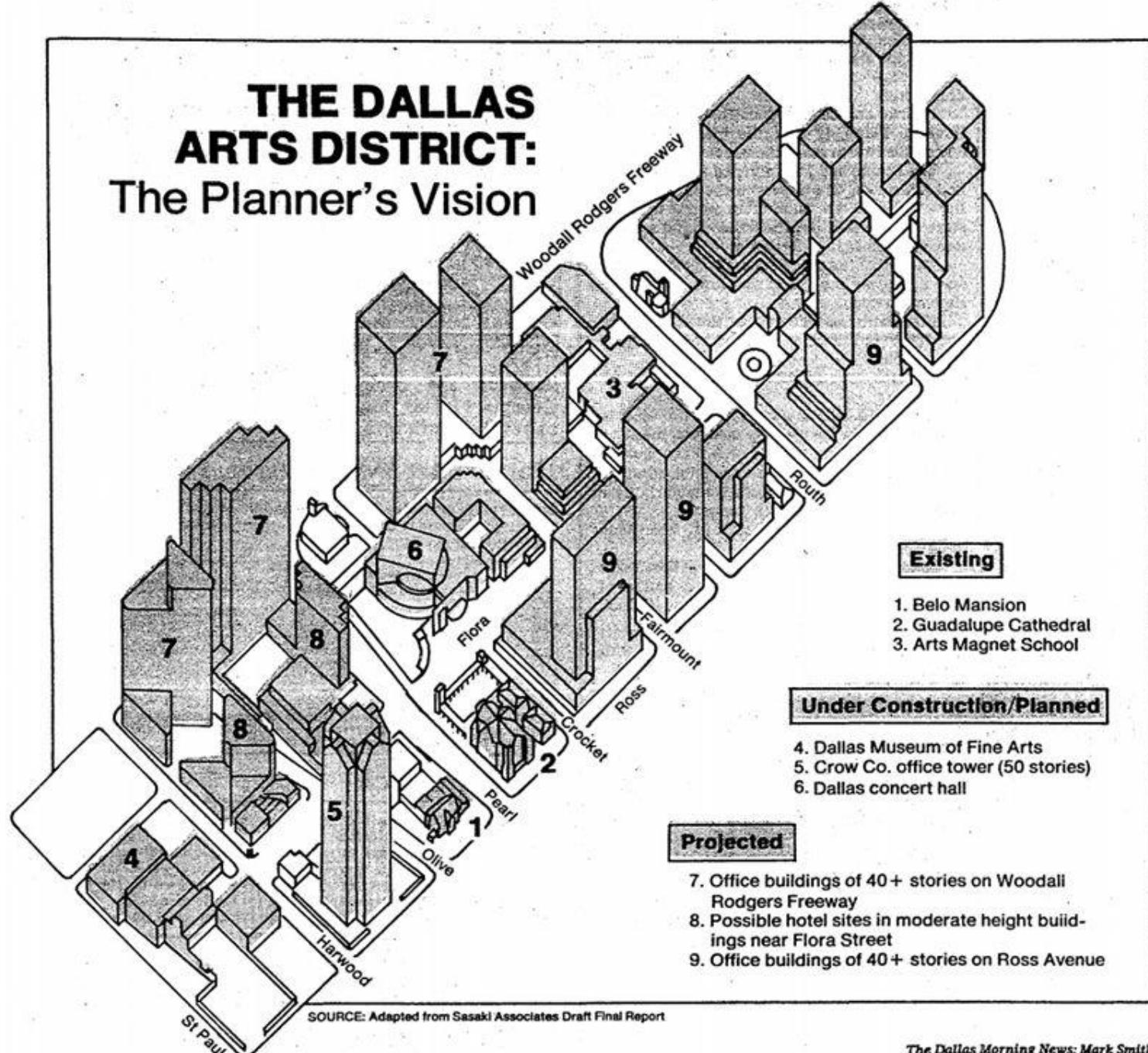
Veletta Forsythe Lill

Dallas Arts District
Dallas City Council



City of Dallas

THE DALLAS ARTS DISTRICT: The Planner's Vision





DALLAS ARTS DISTRICT - 1983



DALLAS ARTS DISTRICT - 1985

the arts district's finishing touches

AT LAST, THE CULTURAL CENTER

In 1992, Dallas' first Arts District Urban Design Plan was approved and the subsequent plan that implemented the first five years of efforts to advance the concept of an "arts district" for Dallas. A 17-block focal point for the arts would be created in the heart of the city, a series of cultural, educational, and entertainment facilities situated in various types of buildings from historic structures to modern buildings. It would be an open, pedestrian-friendly environment, with green space and walkways for

DALLAS ARTS DISTRICT - 1998



Photography by Carter Rose

DALLAS ARTS DISTRICT - 2016

Andrew Blake

Presidio Interests

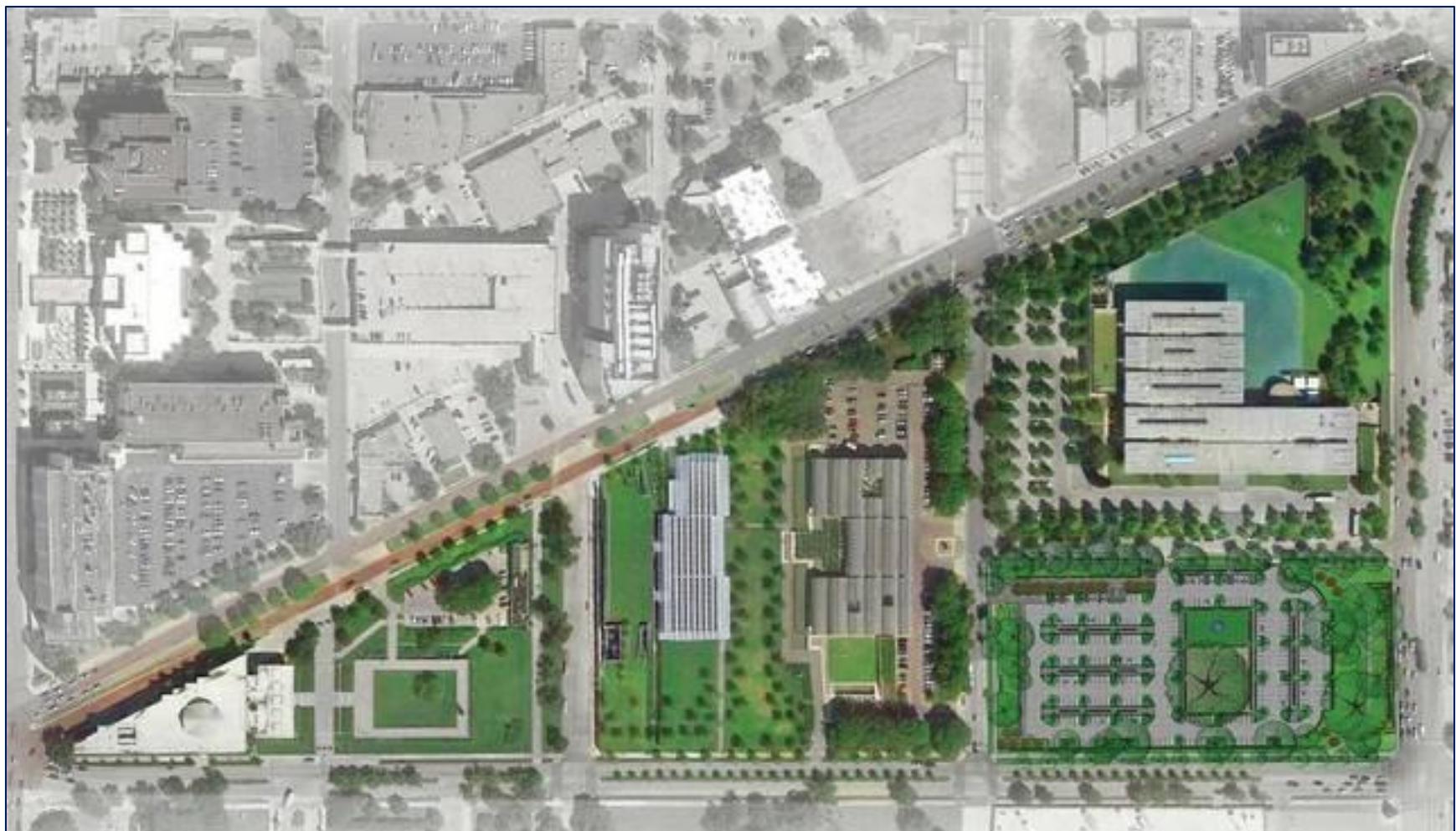
Cultural District Alliance



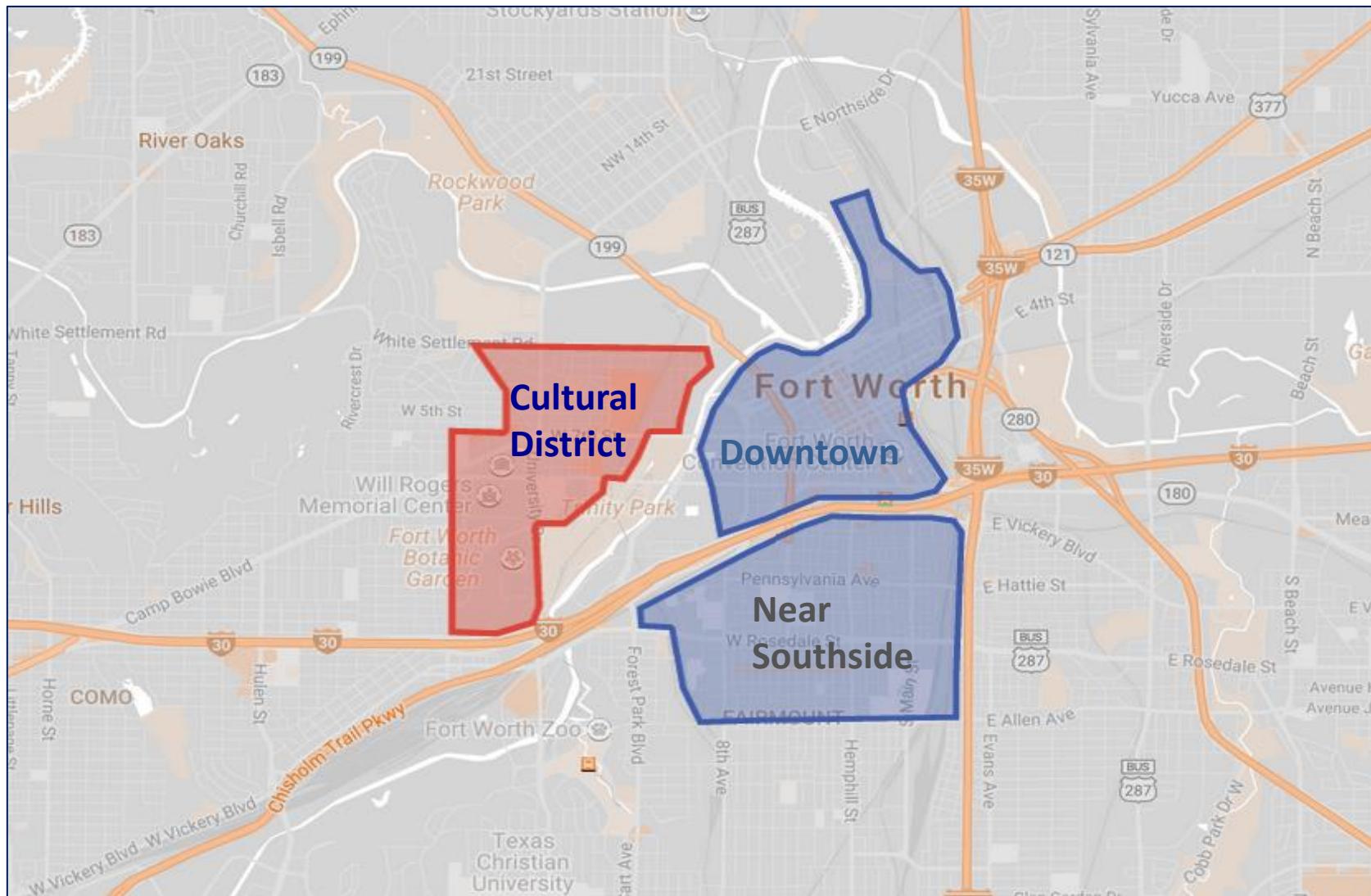
Fort Worth Cultural District



Art Museums



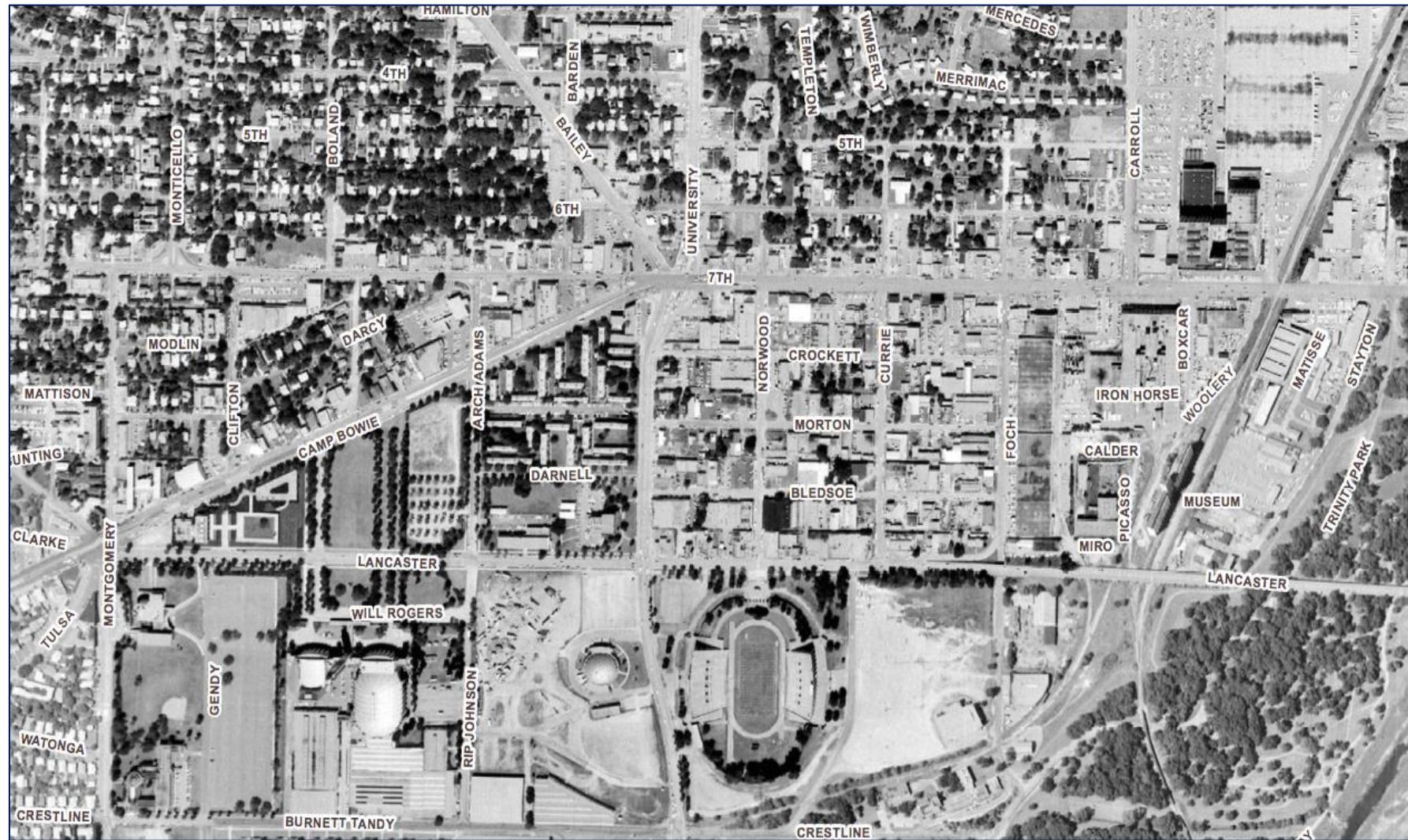
Fort Worth Districts



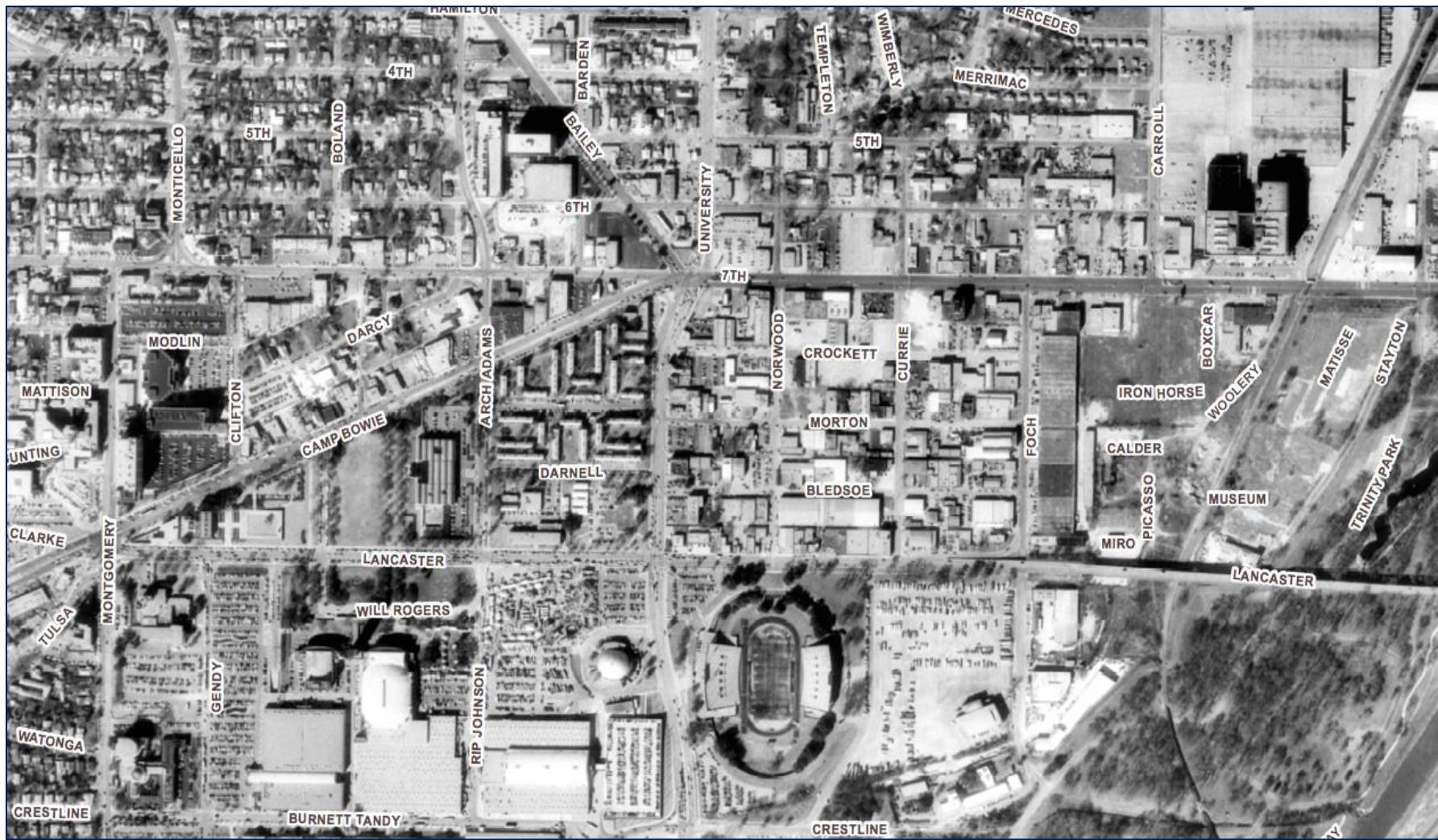
Cultural District and Downtown (2013)



Cultural District, 1968



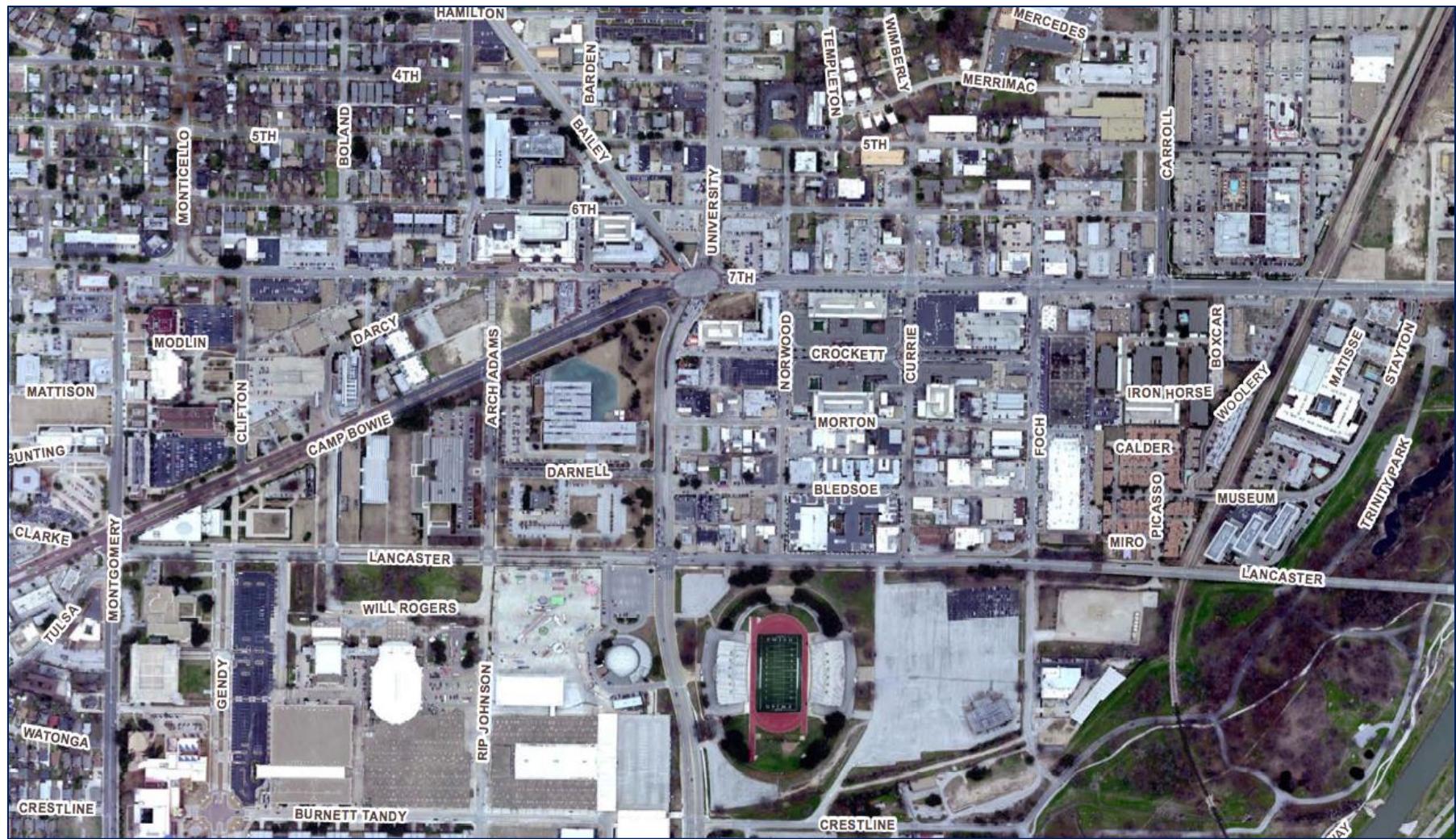
Cultural District, 1990



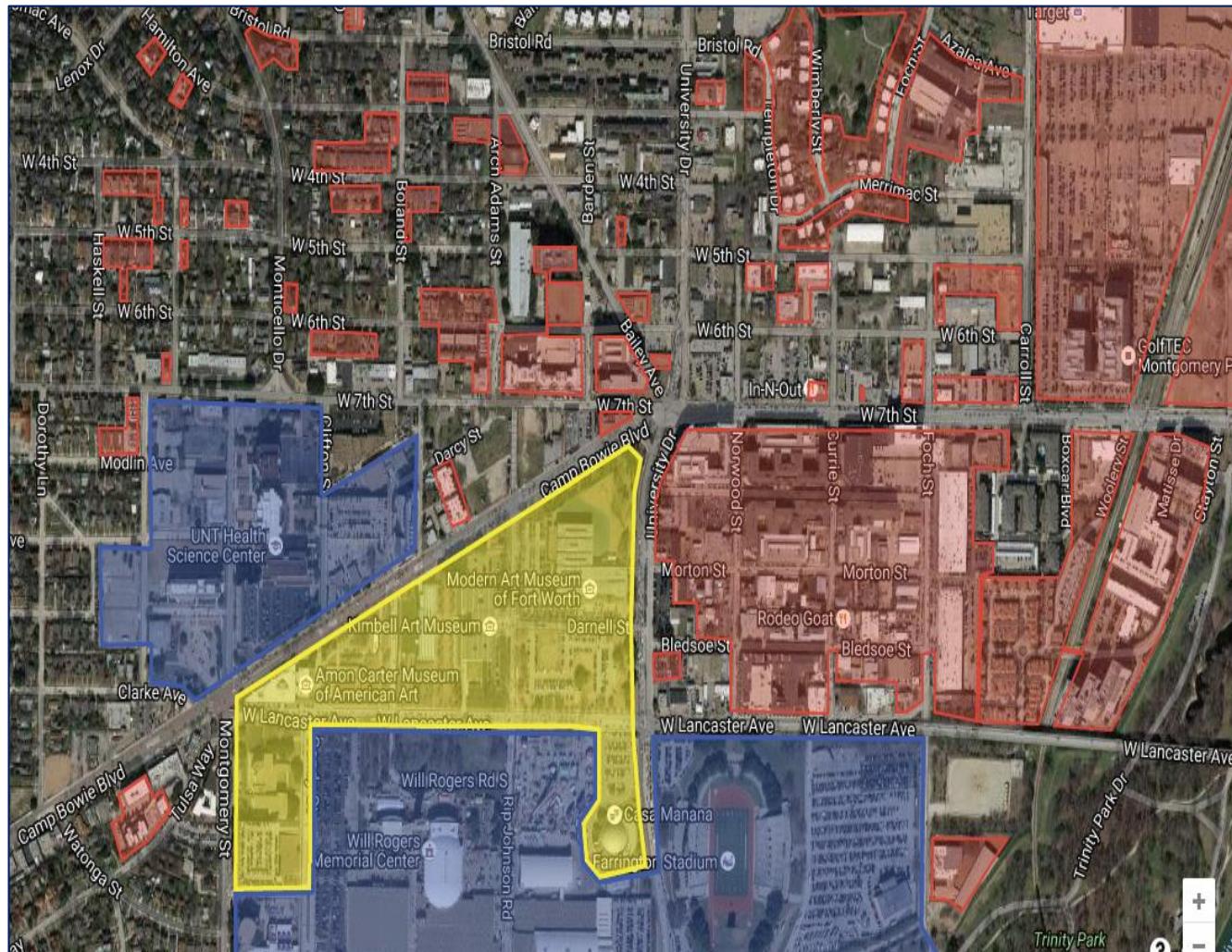
Cultural District, 2001



Cultural District, 2015



Cultural District Private-Sector Development, 2007-2017



Private-Sector
Development

Arts Institutions

Other Institutional



PRESIDIO
INTERESTS

Development Examples, 2009-2016



Fort Worth Cultural District



Lucy Crow Billingsley

Billingsley Company

Billingsley

Downtown/CBD



Events & the Art Cart Shuttle



Arts District Events



Renowned Restaurants





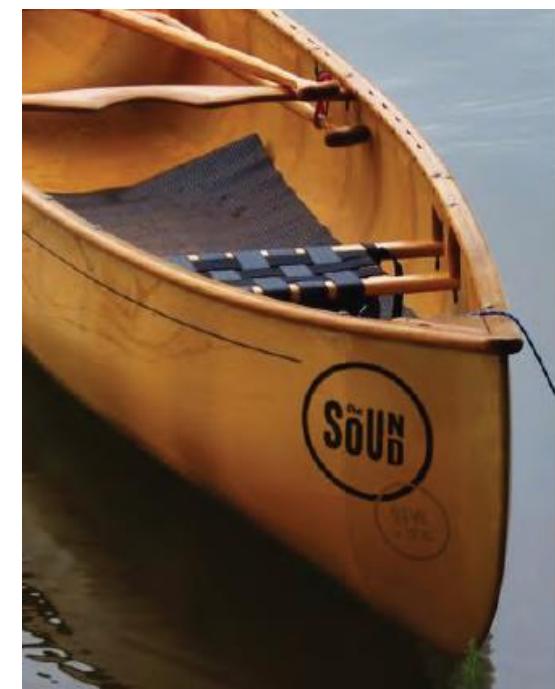
Cypress Waters Masterplan



Cypress Waters at Full Build-Out



The Sound at Cypress Waters



The Sound at Cypress Waters



The Sound at Cypress Waters



Donald Braun

HALL Group

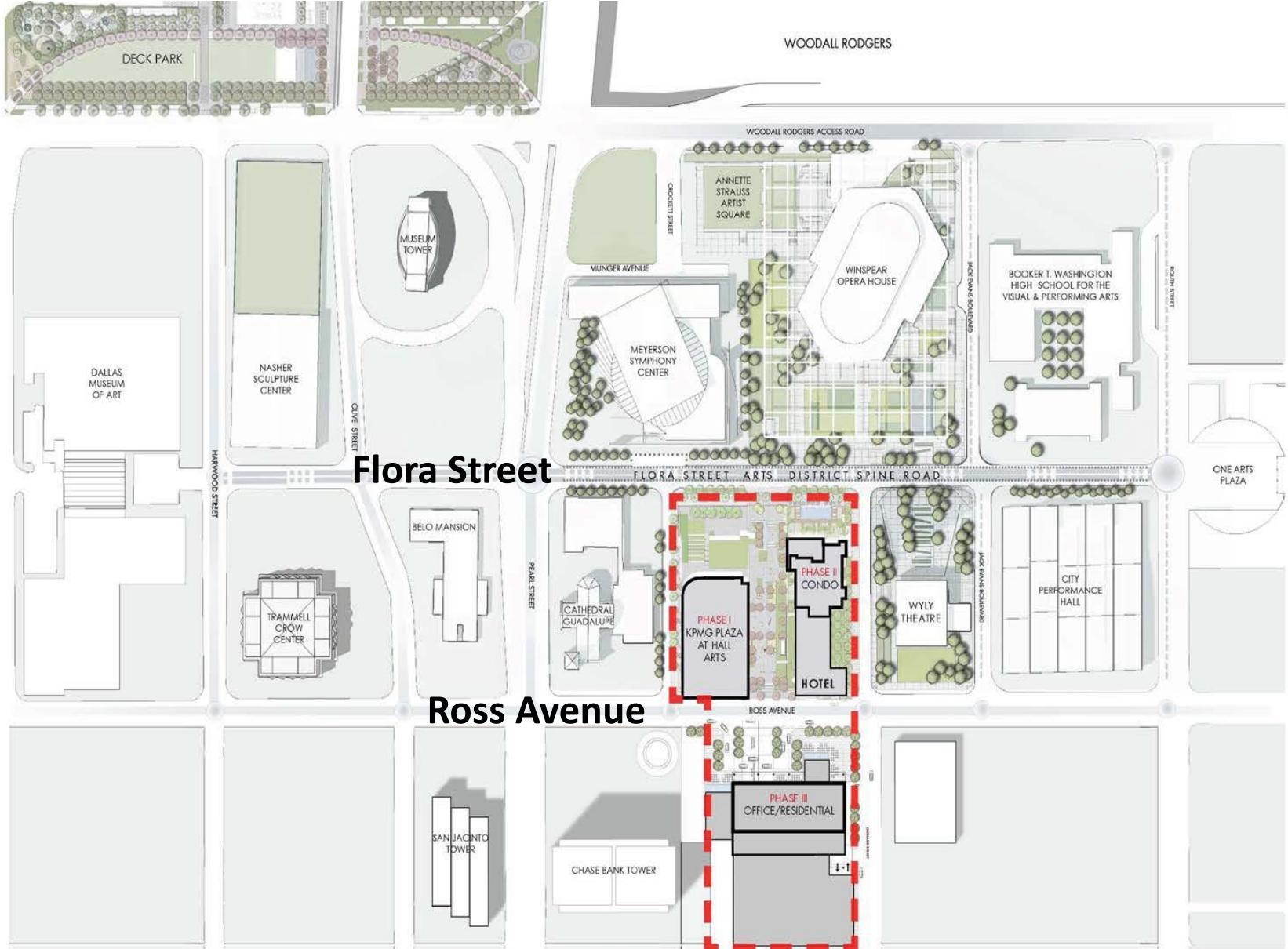




AERIAL

 HALL ARTS SITE







PLAN FOR THE LONE STAR PLAZA
OFFICE PROJECT





“STONEHENGE” - ARTS DISTRICT, CIRCA 1990s





KPMG PLAZA AT HALL ARTS (PHASE I)





TEXAS SCULPTURE WALK





KPMG PLAZA LOBBY



HALL ARTS HOTEL & RESIDENCES (PHASE II)

Kirk Williams

Cypress Equities



CYPRESS

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?

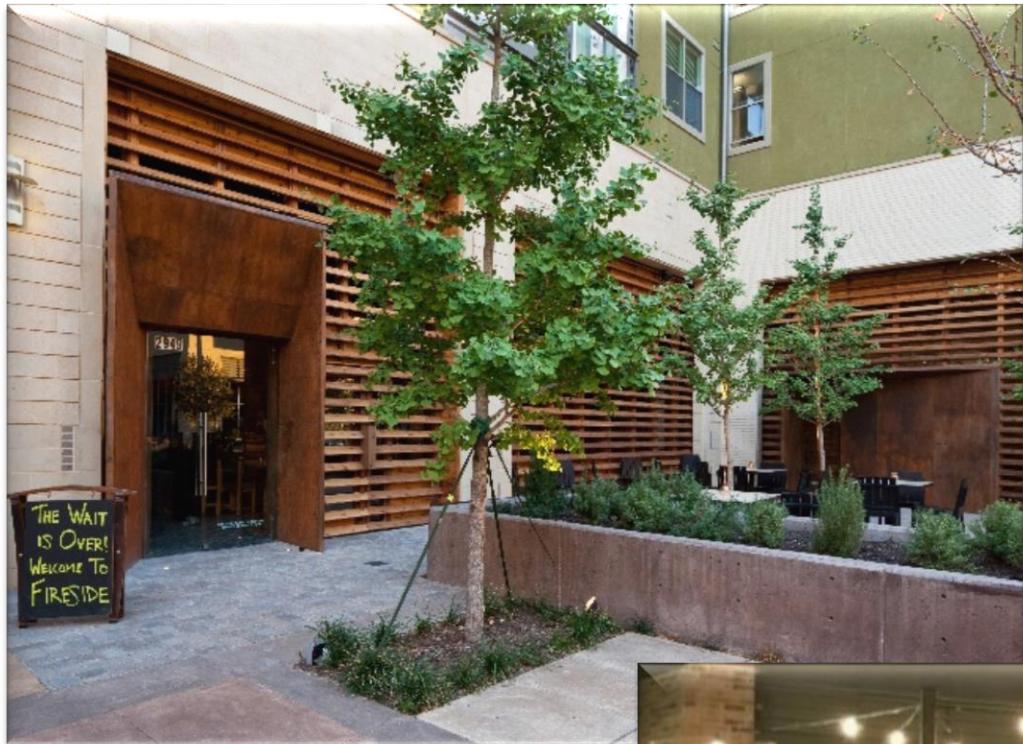


Initial Development
Bland Tenant Storefronts

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!

Corporate



Entertainment



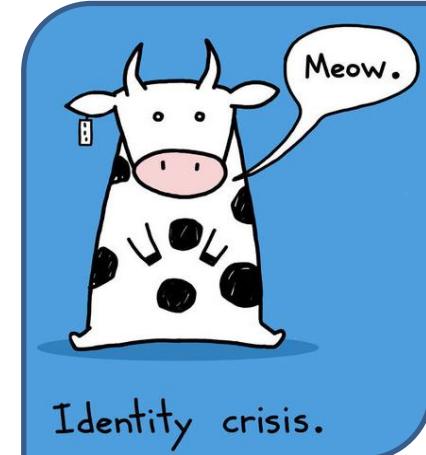
Discount



Fitness



Cause



Community

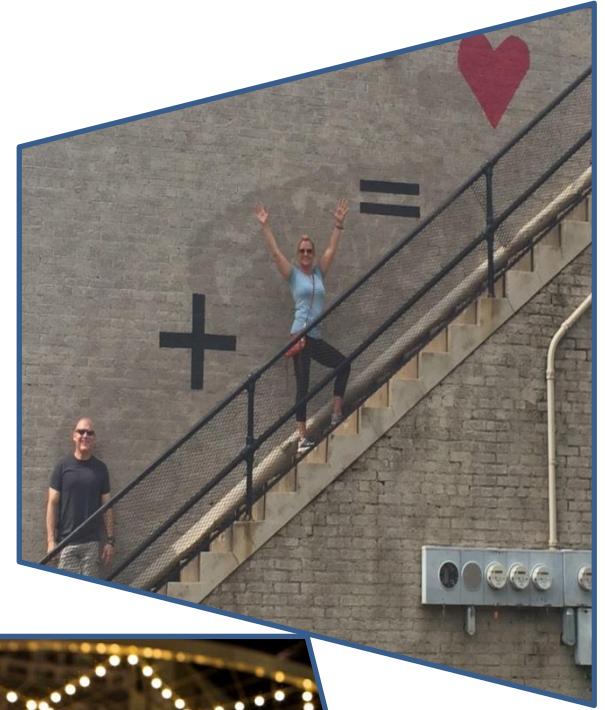


What did we learn from West 7th and what are we doing now?

Any art in any of our projects needs to be:



Found



Fun



Functional



Fit

QUESTIONS?

