WEST END SQUARE
SCHEMATIC DESIGN
PUBLIC INPUT REPORT
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MEETINGS HELD ON SEPTEMBER 20-21, 2018

PREPARED BY:
JAMES CORNER FIELD OPERATIONS

PREPARED FOR:
PARKS FOR DOWNTOWN DALLAS

IN PARTNERSHIP WITH:
CITY OF DALLAS PARK AND RECREATION DEPARTMENT
The West End Square, located at the center of Dallas’ West End Historic District, presents an extraordinary opportunity to create a cutting edge, vibrant and world-class public space – a next generation park that is both a great civic space and a model for innovation.

Today, many cities around the world are thinking about how technology should impact their public realm. Dallas’ deep roots in the arts, education, and technology innovation, as well as its commitment to become an internationally recognized ‘Smart City’, offer a tremendous setting for this new type of open space – one that integrates technology with landscape to create a ‘Smart Park’.

Similar to the Smart Cities Initiative, shepherded by the West End’s own Dallas Innovation Alliance, we envision that the Smart Park will bring technology and communication together with the park’s operations and use, and in doing so offer efficiency, flexibility, and new ways for people to interact in the public realm.

In addition to incorporating technology, the design of the West End Square should also play a significant role in sustainability by giving attention to urban ecology, increased biodiversity, and climate-adapted planting, helping to reduce the square’s consumptive footprint, setting a precedent for future public spaces around Dallas.

Located in a very unique part of Dallas, the West End Square should be an active showcase for local events, history and culture, food and entertainment; a model for urban livability for those around it, a facilitator of human wellbeing and environmental health; and a case study for cities around the world for how technology can enhance the public realm.

The design of the West End Square is one that seeks to create a public space that combines design excellence with technical ingenuity generating a bold vision for the West End that achieves the highest level of aspirations for the project – technologically, ecologically, and culturally.
We believe that a project will not be successful without the active engagement and sense of ownership by the people who will use the places we make. We are genuinely interested in leading the public process and in strengthening the design by incorporating stakeholder input.

We use the engagement process to gather input for basic framework elements – thematics, program ideas, priorities, usage, etc. with targeted questions and activities aimed to obtain useful comments appropriate to each stage of the design. This engagement allows us to carefully tailor the process to both the unique needs of the site and the community, and also ensure that each gathering is a productive exercise that can inform design.

Through engaging the community, we build consensus. By going through this process, the community understands what the design is based on and how various priorities are balanced, and they can easily see why the design is the way it is. Constituent groups are able to find multiple elements that they love, which are knitted into the overall design in a coherent and artful way because they have been considered in context with everything else.
Two meetings open to the public were held to obtain feedback on the Schematic Designs proposed for the West End Square. Over the course of the two days, the meetings gathered a majority of participants who work in the West End (39.3%) and the larger Downtown Dallas area (37.5%). The third highest number of attendees identified as living in the Downtown (14.2%) with those who live in the West End making up the smallest number of constituents (8.9%).

Meetings took place during the following times:

**Public Input Meeting #1**
Date: September 20, 2018  
Time: 5:30-7:00 p.m.  
Location: Factory SIX03 lobby (603 Munger Ave, Dallas, TX 75202)

**Public Input Meeting #2**
Date: September 21, 2018  
Time: 12:00-1:30 p.m.  
Location: Factory SIX03 lobby (603 Munger Ave, Dallas, TX 75202)
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Total Attendees Signed In</th>
<th>Live West End</th>
<th>Work West End</th>
<th>Live Downtown</th>
<th>Work Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 20, 2018</td>
<td>5:30PM</td>
<td>39* **</td>
<td>13.5%</td>
<td>32.7%</td>
<td>17.3%</td>
<td>36.5%</td>
</tr>
<tr>
<td>September 21, 2018</td>
<td>12:00PM</td>
<td>52* **</td>
<td>0.5%</td>
<td>45%</td>
<td>11.7%</td>
<td>38.3%</td>
</tr>
<tr>
<td>TOTAL PUBLIC OUTREACH ATTENDANCE</td>
<td></td>
<td>91* **</td>
<td>8.9%</td>
<td>39.3%</td>
<td>14.2%</td>
<td>37.5%</td>
</tr>
</tbody>
</table>

NOTES:
*Some attendees checked more than one category
**Due to multiple building entrances, not all attendees signed in. Total attendance is estimated to be 15% higher than recorded on sign in sheets.
For this exercise, participants from the public had the opportunity to experience each of the six key spaces in the Square by interacting with 360 degree interactive digital renderings. During the meeting, the renderings were accessible via two tablets provided by the Design Team or by scanning the QR codes included on the boards, linking the views directly on to individual cell phones.

Following the review of the views, participants from the public were asked to place two stickers, of the color that best represents them, on the boards identifying which space excites them the most within The Square.

Of 51 votes collected, The Porch was the most popular space with 14 votes closely followed by the Innovation Arcade and Gardens, with 12 votes each. Corbin Plaza and Square Cafe were the least preferred spaces.
## WHICH ACTIVITY WOULD YOU DO ON THE SQUARE?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Votes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SQUARE CAFE</td>
<td>3</td>
<td>5.9%</td>
</tr>
<tr>
<td>OUTDOOR WORKROOM</td>
<td>8</td>
<td>15.6%</td>
</tr>
<tr>
<td>INNOVATION ARCADE</td>
<td>12</td>
<td>23.5%</td>
</tr>
<tr>
<td>THE PORCH</td>
<td>14</td>
<td>27.5%</td>
</tr>
<tr>
<td>PRAIRE GARDENS</td>
<td>12</td>
<td>23.5%</td>
</tr>
<tr>
<td>CORBIN PLAZA</td>
<td>2</td>
<td>4%</td>
</tr>
</tbody>
</table>
Participants from the public where asked to select the two activities they would engage with the most when visiting The Square, by placing a dot of the color that best represents them. Colored sticky notes were also provided allowing participants to include additional messages on the board, following the same color coding system.

SIT, RELAX + VIEW and ATTEND EVENTS were the most voted activities. EAT MY LUNCH and MEET FRIENDS and WORK OUTSIDE came close as second preferred. WALK THE DOG and PICNIC AT THE LAWN were the least popular activities amongst the group.

TOTAL VOTES = 138
*DOTS USED TO AFFIX STICKY NOTES NOT COUNTED
FEEDBACK
INTERACTIVE BOARD #2 | ACTIVITY

**SIT, RELAX + VIEW**

- Live: 1 vote
- Work: 10 votes
- Live + Work: 11 votes
- Other: 3 votes

Total Votes = 21

**EAT MY LUNCH**

- Live: 1 vote
- Work: 10 votes
- Live + Work: 11 votes
- Other: 3 votes

Total Votes = 17

**WALK THE DOG**

- Live: 1 vote
- Work: 1 vote
- Live + Work: 2 votes
- Other: 1 vote

Total Votes = 2

**ACCESS PUBLIC WI-FI**

- Live: 4 votes
- Work: 1 vote
- Live + Work: 5 votes
- Other: 4 votes

Total Votes = 9

**WORK OUTSIDE**

- Live: 1 vote
- Work: 11 votes
- Live + Work: 12 votes
- Other: 3 votes

Total Votes = 17

**CHARGE CELL MY PHONE**

- Live: 3 votes
- Work: 2 votes
- Live + Work: 5 votes
- Other: 1 vote

Total Votes = 6
**PICNIC AT THE LAWN**

- 1

**STROLL**

- Total Votes = 5

**MEET FRIENDS**

- Total Votes = 17

**VISIT WITH FAMILY**

- Total Votes = 5

**USE DIGITAL BULLETIN BOARD**

- Total Votes = 3

**ATTEND EVENTS**

- Total Votes = 20

**PLAY AT THE WATER FEATURE**

- Total Votes = 4

**INTERACTIVE INSTALLATIONS**

- Total Votes = 11
 WHICH ACTIVITY WOULD YOU DO ON THE SQUARE?

SIT, RELAX+VIEW  21  15.2%
EAT MY LUNCH    17  12.3%
WALK THE DOG    2   1.5%
PICNIC AT THE LAWN 1   <1%
STROLL          5   3.6%
MEET FRIENDS    17  12.3%
VISIT WITH FAMILY 5   3.6%
ACCESS PUBLIC WI-FI 9   6.5%
WORK OUTSIDE    17  12.3%
CHARGE MY CELL PHONE 6  4.4%
USE DIGITAL BULLETIN BOARD 3   2.2%
ATTEND EVENTS   20  14.5%
PLAY AT THE WATER FEATURE 4   3%
INTERACTIVE INSTALLATION 11  8%

LEGEND | STAKEHOLDER GROUPS
- LIVE = 11 VOTES
- WORK = 65 VOTES
- LIVE + WORK = 27 VOTES
- OTHER = 35 VOTES

TOTAL VOTES = 138
LOVE THE ADULT SWINGS! +1

MAKE SURE YOU HAVE CURB CUTS FOR ACCESS FOR BIKES

CAFE - MAIN ST GARDEN HAS STRUGGLED W/ OPERATIONS - PERHAPS SOMETHING MORE FLEXIBLE? FOOD TRUCK STALLS + SEATING

HOW DO YOU SUGGEST DEALING W/ DOCKLESS BIKES OR SCOOTERS?

BIKE RACKS WOULD BE GREAT

LIMITED HOURS FOR WI-FI/CHARGING?

DYNAMIC COLOR CHANGING IMAGES OR ART

I REALIZE THIS IS OUTSIDE THE SCOPE OF THE PARK, BUT IMPROVING WALKABLE CONNECTION WITH VICTORY PARK (WHERE I LIVE) WOULD BE HUGE... SPECIFICALLY MAKING THE UNDERPASS BENEATH WOODALL ROGERS MORE WELCOMING/FRIENDLY

TOO MANY LONG FLAT SURFACES - WILL CREATE ATTRACTION FOR AFTER HOURS HOMELESS

PUBLIC SPACE FOR MURAL ARTISTS!

PANHANDLING & NUISANCE TRAFFIC MUST BE DETERRED

I SEE A LOT OF POSSIBILITIES FOR EVENTS (POP-UP, TECHNOLOGY EXPOS, YOGA, ETC.)

BELO [GARDEN] APPEARS TO BE HAVING TROUBLE WITH MAINTENANCE & OPERATIONS OF PRAIRIE GARDENS -

SCHEDULING FOR BUSINESS MEETINGS

HOMELESS ABATEMENT DESIGN IDEAS

CELLULAR 5G CONNECTIVITY

ACTIVATING CORBIN - NICE IDEA - PARKING WILL BE ISSUE PERHAPS

Transcription of sticky notes added to boards, color coded per user groups.
For this exercise, we asked the public to freely write down or illustrate their ideas about what makes a great square at the West End.

The board included below, collects thoughts from participants at both public meetings.
TRANSCRIPTION OF TEXT FROM STAKEHOLDERS.

SOLAR-POWERED PHYSICS/SCIENCE DEMONSTRATING INSTALLATION TO DRAW TOURISTS AND CHILDREN.

ACTIVE PROGRAMMING

SOLAR - GREAT IDEA - ADD MORE HISTORIC INDUSTRIAL FLAVOR - ALREADY PATH TO VICTORY THAT IS BEING ACTIVATED, PERHAPS A DIRECTIONAL PATH TO THAT ON MARKET

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VETERANS’ AREA

A NEW LAYER OF DESIGN/INFRASTRUCTURE THAT CHANGES THE MICROCLIMATE & LOWERS THE TEMPERATURE OF THE SPACE

ANYTHING TO MAKE THE PARK MORE SUSTAINABLE/ENVIRONMENTALLY FRIENDLY. SOLAR/WATER HARVESTING IF NOT AN EYESORE.

CAN THE RAINWATER AND GREY WATER FROM THE AREAS BE USED TO HELP REDUCE THE NEED FOR USING SPRINKLERS? THINK PERMACULTURE AND SMART WAYS TO REDUCE THE NEGATIVE ENVIRONMENTAL IMPACTS OF THE PARK. GREAT WORK SO FAR!

I SAW A TED TALK ON ‘ACTIVATING PUBLIC SPACES’ BY MARA HOLT SKOV. CHECK IT ON YOUTUBE. IT MAY GIVE AN IDEA FOR MORE ICONIC OR INTERACTIVE FEATURES. THANK YOU ALL! I CAN TELL YOU’VE PUT HARD WORK INTO THIS AND I’M EXCITED TO SEE MORE PARKS IN DALLAS

WOULD LIKE TO SEE MORE HISTORICAL/FORMAL PARK ELEMENTS THAT REFLECT THE NEIGHBORHOOD. ALSO, PLAN FOR LOTS OF GRACKLES ROOSTING IN THE LIVE OAKS...

SOLAR BIG TREES

AREAS WHERE BIKES CAN PARK AS WELL AS CONNECTING WITH SURROUNDING PATHS

COULD MAKE THE FRAME OUT OF MATERIALS MORE SIMILAR TO SURROUNDINGS

IMPROVED PEDESTRIAN/WALKABLE CONNECTION TO VICTORY PARK NEXT DOOR. SPECIFICALLY MAKING THE UNDERPASS BENEATH WOODALL ROGERS MORE WELCOMING.

KINETIC SCULPTURE

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