

FRI Hosts the City of Dallas Public Input Town Hall Meeting for the White Rock Hills Recreation Center

Tuesday, January 27, 2015 from 6:00 – 8:30 p.m.

Dallas Arboretum and Botanical Gardens, Rosine Hall
8525 Garland Rd, Dallas, TX 75218

FERGUSON ROAD INITIATIVE

Serving Far East Dallas: Casa Linda, Forest Hills, Little Forest Hills, Greater Casa View, White Rock East, and White Rock Hills Neighborhoods

MEETING MINUTES

MEETING PURPOSE

Present the DRAFT Site Concept and Financial Feasibility of the White Rock Hills Recreation Center

MEETING OUTCOMES

1. Approved Site Concepts
1. Agreed on estimated Construction Timeline, Key Phases, and Priorities
2. Understand the Financial Feasibility Analysis, Financing, and Fundraising Strategy
3. Agree on the Steering Committee recommendation
4. Identify Economic Development Next Steps
5. Agree on a shared Action Plan
6. Evaluate the Meeting Effectiveness

ROLES

- *Sponsor:* City Park and Rec. Department
- *Facilitators:* Bobbi Bilnoski, Chappell Jordan
- *Scribe:* Gary Lawler
- *Timekeeper:* Debbie Van Zant

PARTICIPANTS

GUESTS

- Raul Acosta
- Thom Aldredge
- John Armstrong
- Edna Arratia
- Norma Arratia
- David Baillif
- Julie Bangle
- Lee Beckham
- Hank Black
- Mara Black
- Allison Briden
- Mary Brinegar
- Mary Ceasar
- Carol Bryant
- Hasani Burton
- Mary Ceasar
- Chris Cato
- Daniel Clayton
- Mark Clayton
- Sunny Orly Coffman
- Erica Cole
- Lionel Cortez
- Duncan Cragg
- Brad Criswell
- Carolyn Davis
- Gary Dill
- Brenda Dunklan
- Louise Elam
- Susanne Elliott
- Vail Fassett
- Brian Fennig
- Rocky Ford
- Melissa Gray
- Bill Hogan
- Mary Hogan
- Pat Holland
- Charles Hollingsworth
- Jerry Hunt
- Sean Johnson
- Chappell Jordan
- Charles Kennedy
- Barbara Key
- Mary Kimbrough
- Kathy Lawrence
- Dorothy Lawrence
- Marc Leediker
- Annie Melton
- Bud Melton
- Sam Merton
- Barb Michaels
- Lottie Minick
- Jill Mullaney
- Susan Musgrove
- Linda Newland
- Brittany Nunn
- Al Olson
- Randall Parker
- Michael Pratl
- Nic Rader
- Mark Schumann
- Israel Silvas
- Stacie Silvas
- Sterling Smith
- Susan Stephens
- Jeana Stuart
- Desi Tanner
- Stephanie Timko
- John Trimble
- Gusteen Trimble
- James Tweedy
- Max Wells
- Bob Westphal
- John Whittington
- Sally White
- K. Chris Wilson
- Willis Winters
- Joyce Wittig
- Gerry Worrall
- Tiffinni A. Young
- Alan Zreet

MEMBERS

- LaRue Adkins
- Jennifer Afflerbach
- Ken Benson
- Bobbi Bilnoski
- Brad Boling
- Darren Boruff
- Rob Brown
- Wanda Campbell
- Andie Comini
- Bill Coleman
- Denise Davis
- Max Davis
- Carol Gardner
- Lillian Gutierrez
- Keith Humphries
- Kimberly Humphries
- Doug Hunt
- David Hunt
- Christopher Jackson
- Dr. Gerry Jones
- Gary Lawler
- Vikki J. Martin
- Harriet Mason
- Demetria McCain
- Nicole Miller
- Willie Morgan
- Daniel Ortman
- Linda Ortman
- Gabriela Pataro
- Francisco Pataro
- Allan Schaar
- Mary Schaar
- Jeremy Smith
- Stanley Smith
- Jenna Streeter
- Larry Streeter
- Maria Valenzuela
- Moises Valenzuela
- Nancy Weber
- Mary Wuertz
- Phil Wuertz

GROUND RULES

- Listen to and respect comments of others.
- Honor time limits.
- Stick to the agenda.
- Share your experience and perspective.

Public Input Town Hall Meeting on the White Rock Hills Recreation Center MEETING MINUTES

FRI Business

Vikki Martin started the meeting at 6:12 pm by introducing elected and appointed officials, plus city council candidates for Districts 7 and 9.

There was a review of the agenda and the purpose of the meeting. Questions written and submitted during the meeting would be answered at the end of the meeting.

Bill Coleman, FRI Board, presented a slate of candidates for the FRI Board of Directors. There were no nominations from the floor. The slate was elected:

Eric Boon

Doctors Hospital at White Rock Lake, Director of Business Development

Ethan Joubran

Lakewood N.A./Turner Construction

Plack Carr

Oil & Gas/Civic Leader

Vikki J. Martin, *President*

Claremont Addition N.A. Resident

Jerry Clancy, *Treasurer*

Lone Star Credit Union, President

Monica Smith-Downs

The Smith Law Firm

Bill Coleman, *Secretary*

Casa Linda Forest N.A. Resident

Debbie Van Zant

Casa Linda Estates N.A. Resident
Realtor, Ebby Halliday

Gary Hasty

Heroes Housing/Karrington & Company

J.T. Walker

Claremont Addition Neighborhood Association

Doug Hunt

Access Self Storage, Business Owner

Kurt Watkins

Office of Cultural Affairs Appointee, Dist 7

Dr. William "Gerry" Jones, *Vice President*

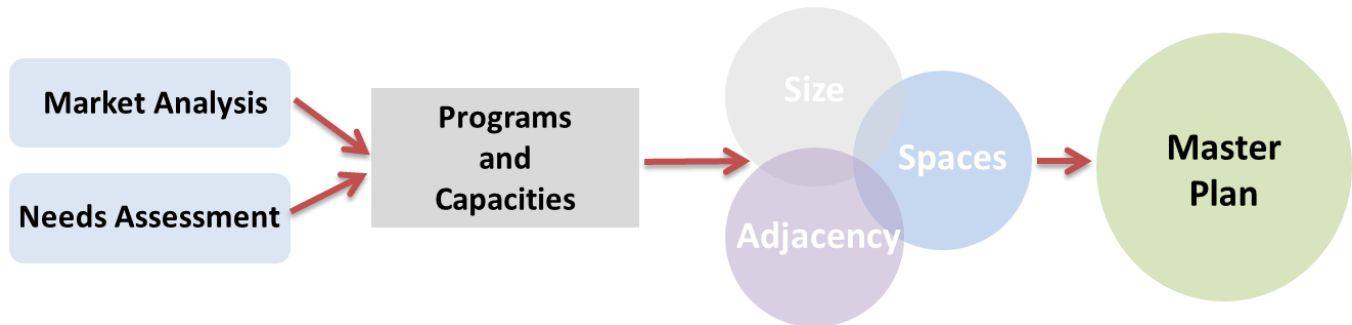
Forest Hills N.A. Resident

Eric Boon, Director of Business Development, Doctors Hospital at White Rock Lake stated that health care enrollment ends February 15 and announced a Health Care Enrollment Fair at DHWRL on 1.31.15.

Coleman introduced Mary Brinegar of the Dallas Arboretum, then had the White Rock Hills Recreation Center Steering Team stand and be recognized. Willis Winters of the Dallas Park Department introduced members of his staff. Allan Zreet introduced Jacobs members.

Mike Pratl of Jacobs presented the findings and status of the feasibility study, essentially the same presentation made to the Steering Team on January 24.

PROJECT STATUS



- **Public Meetings** **September 30, 2014 and November 3, 2014**
- **Steering Team Meetings** **December 6, 2014 and January 24, 2015**
- **Public Meeting** **January 27, 2015**

IN PROCESS

- Site & Building Integration and Image
- Master Planning
- Operational Analysis
- Funding & Financing Strategy

CONCLUSIONS

- Offerings at the Community Center should include adult, youth, teens, and family programs.
- Programs areas should include health, fitness, how-to, after school, computers, homework, tutoring, mentoring, social, lifestyle learning, etc.
- Outdoor programming should include entertainment, fitness, and interactive water activities (spray grounds/waterfalls) as a unique opportunity not offered at surrounding facilities
- Based on the low income median, the community will be less likely to pay more than nominal membership rates or program fees.
- This type of community center will not be able to sustain operational costs without an annual subsidy.

AQUATIC CONCLUSIONS

Aquatic Facilities Include

- Spray grounds
- Community Family Aquatic Centers

- Regional Family Aquatic Centers

Park Board Site Selection Criteria

- Existing Park Sites – Own the Land
- Topography – Flat, no trees
- Adequate Developable Area on Site
- Potential Users (Census Data)
- Proximity to Other Public Aquatic Facilities
- Accessibility (Auto, Bus, Train, etc.)
- Public Facilities (Bundled w/ Parking, Recreation Centers, Sports Fields, Schools, etc.)
- Supporting Amenities (Café, Pro Shop, Picnic Area, Restrooms)

Aquatic Conclusions

- **Current site is not suitable for an Olympic Pool. Does not meet selection criteria on current land. The Aquatics task force is still working on recommendations and the community may participate in that process to secure a major aquatic facility in Far East Dallas area.**
- Regional Family Aquatic Centers require at least 7 acres for parking, facilities and pools
- Nearby parks can accommodate the space and infrastructure, making them a more economical location and choice.
- Spray grounds and unique interactive water features would complement desired outdoor activity spaces with unique features
- Indoor pools are two to three times more expensive to build and operate per SF than outdoor seasonal pools.
- Competition or Lap Pools are not conducive to lesson programming for learn to swim and water aerobics or recreation (water too cold and too deep)
- *NOTE: The steering team is still in support of an indoor pool that serves Far East Dallas, and would like to continue providing input and influence to secure one in our area. There is a need for high-impact water therapy for seniors, who may not use gym facilities.*

COMMUNITY SURVEY

- A significant scope element of the Recreation Master Plan and the Renaissance Plan Update is public input.
- 74% of respondents prefer the City to renovate / improve existing recreation centers and build some new ones to serve all age groups
- Only 12.4% included Regional Centers in their top 4
- Facilities that may need attention for renovations since they had the highest scores for “needs much improvement”:
 - Community Pools 16%
 - Fair Park 12%
 - Recreation Centers 11%
- The top five funding priorities (in order of importance) voiced by respondents:
 - 1) Enhance park maintenance
 - 2) Renovate existing parks and facilities
 - 3) Renovate existing recreation centers
 - 4) Develop new hike, bike, walk, jog trails

5) Develop new senior centers

- The top ten PROGRAMS rated most important (in order of importance) are needed:
 - 1) Senior programs
 - 2) Before and after school programs
 - 3) Adult fitness and wellness programs
 - 4) Youth swim programs
 - 5) Youth summer programs
 - 6) Walking/biking programs
 - 7) Nature/environmental programs
 - 8) Special events/festivals
 - 9) Youth fitness and wellness programs
 - 10) Family programs

WRH RECREATION CENTER SITE CONCEPTS

Steering Committee Conclusions

- Pavilions were viewed as potential icon elements
- Arboretum Education Center seen as a strong connection to the neighborhood
- Desire for Green roofs and rooftop program space
- Consider shared common reception/lobby space with Arboretum
- Education Center
- Consider space for Farmers Market (secondary use of parking)
- Trailhead should be considered for future trail and initial trail connectivity by streets
- Collaboration with the Arboretum is supported and encouraged through a campus environment
- Consider a bike lane on Highland for White Rock Lake connection until the trail connection through the future site to the west is established.
- Primary program functions should overlook open space to the west
- Incorporate some type of exterior water element
- Need outdoor Amphitheater for concerts/performances – potentially one covered (pavilion) and one open air

Preliminary Site Analysis & Design Frame Work

- Unique Program Elements Complementing Nearby Facilities
- Flexible Spaces for Community Programming
- Celebrating site topography
- A Unique Relationship with the Arboretum
- Connect to Trinity Forest Spine Trail (White Rock Trail South)
- Great Outdoor Environment / Pedestrian Connectivity
- Related redevelopment along the Ferguson Road frontage
- Improve quality of pedestrian environment at Ferguson & Highland
- Potential relationships with adjacent property owners
- Iconic Architecture and site elements

What will make this place special?

- Iconic Site Features
- Unique Program Elements that Complement Nearby Facilities
- Flexible Spaces for Community Programming
- Great Outdoor Environment / Pedestrian Connectivity
- Build a Unique Relationship with the Arboretum

- Encourage Economic Development

FINANCIAL FEASIBILITY

91,256	population served (2014)
2.17	children per household
2.81	Average Family size
36,542	Households served
8%	Active Participants
2,923	Active Households
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\$ 3,000,000	Cost to maintain 70,000 GSF facility (i.e. CITY RISK)
80%	Sustained by Community 80:20 Ratio
\$ 2,400,000	Annual Community Commitment - via memberships and/or program fees
\$ 600,000	City Commitment
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\$ 821	Annual Household Commitment / \$68 per Month
\$ 68	Monthly Household Commitment
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\$ 46,654	Average Annual Household Income (projected 2016)
15%	Average Tax Bracket
\$6,998	to the IRS
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\$ 39,656	Average Annual Expendable Income
\$ 3,305	Average Monthly Expendable Income
40%	Mortgage/Expenses (or rent as home ownership is 45%)
\$ 1,322	
\$ 1,983	Average Monthly Expendable Income
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\$ 68	Monthly Pledge Amount
3%	Percent of Expendable Income
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Note: higher percentage (more) households - means less monthly payments	
Note: could add local business commitments.	

TIMELINE

Project Approval / Funding

- Park Board Approval 2 Months
- City Council Approval 1 Month
- Bond Package / Financing / Fund Raising TBD (12-36 Months)

Design

- Design Contract Procurement / Negotiation 4 Months
- Zoning / Platting / Geotechnical 2 Months
- Project Design 12 Months
- Bidding / Award / Approvals 5 Months

Construction

- Construction 14 Months
- Closeout / Operation 1 Month

38 Month Duration (excluding fundraising)

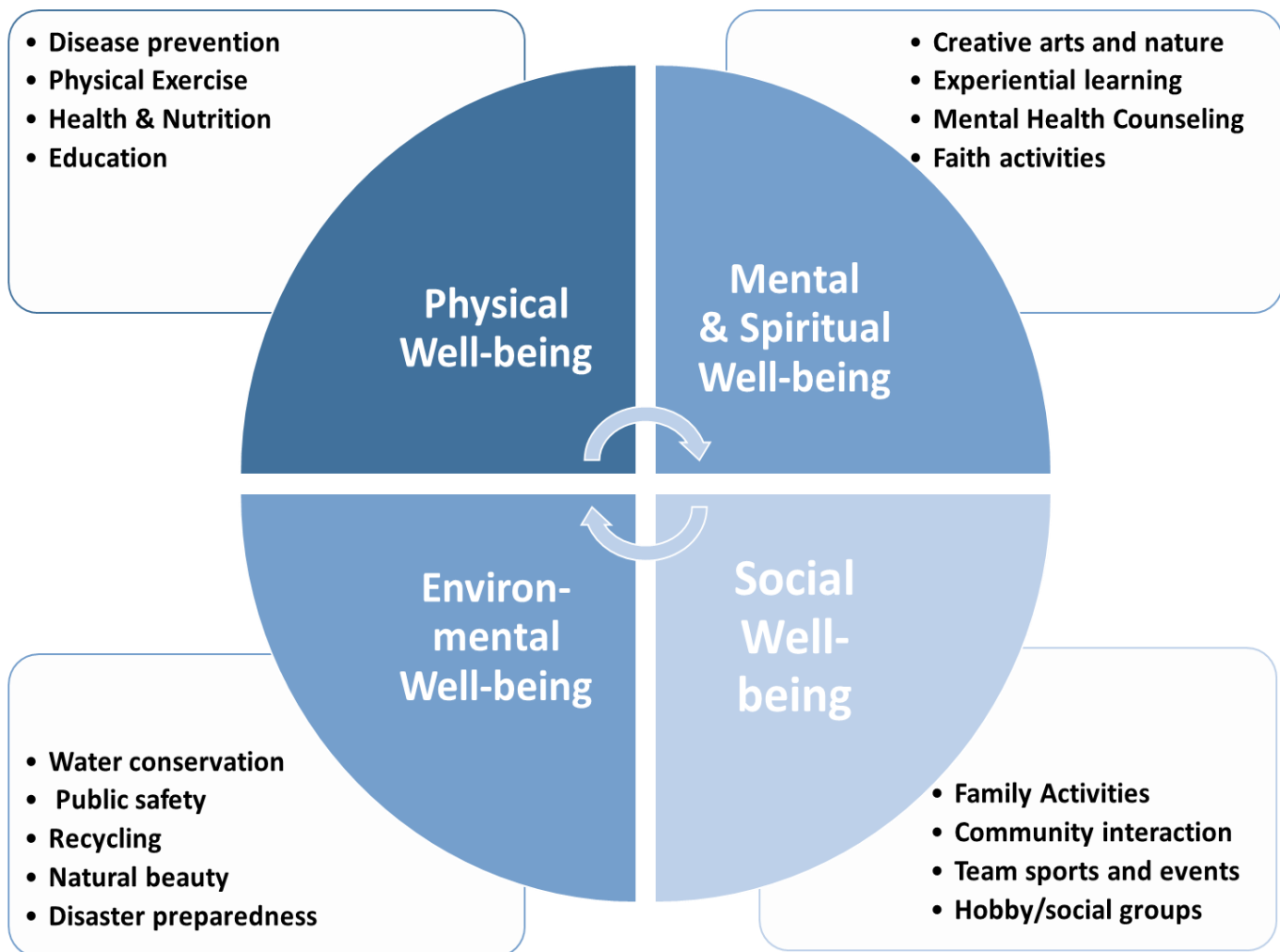
The process from a bond election to provide City of Dallas funds, plus community fund raising, is about 38 months. With the next bond election to tentatively be in 2017, facility completion would be around 2020.

Economic Considerations

- Current Zoning (Community Retail)
- Zoning Restrictions (FAR / Building Height / Parking)
- Site Geometry (Lot Depth)
- Impact of WRHRC on Property Value
- Acquisition Timing
- Consideration of Project Expansion

Next Steps

- 1) Site Plan Refinements
- 2) Capital Costs Model
- 3) Finalize Operations Analysis
- 4) Economic Development Analysis
- 5) Project Budgeting
- 6) Fund Raising Package
- 7) Steering Team Meeting - February 17, 2015
- 8) Final Study Report
- 9) Park Board Presentation



WHAT WILL MAKE OUR FACILITY UNIQUE?		JACOBS
PROGRAM RECOMMENDATIONS		30,000 SF
Social Well-Being		
<ul style="list-style-type: none"> Interaction Space for All Ages (including some alcoves): Including Coffee Cafe type services, Wi-Fi lounge areas, some games 	7,000 SF	
Mental/Spiritual Well-Being		7,500 SF
<ul style="list-style-type: none"> General Educational/Social/Fitness (Shared at Horticulture Ctr.) 	3,000 SF	
<ul style="list-style-type: none"> Catering kitchen 	500 SF	
<ul style="list-style-type: none"> Cultural/Arts 	3,000 SF	
<ul style="list-style-type: none"> Teaching Kitchen 	1,000 SF	
Physical Well-Being		1,500 SF
<ul style="list-style-type: none"> Fitness Center 	9,000 SF	
<ul style="list-style-type: none"> Multiuse Gymnasium (Aerobics/Basketball) 		
Support Spaces		
<ul style="list-style-type: none"> Police Storefront 	200 SF	
<ul style="list-style-type: none"> Office, Rest Rooms, Vending, etc. 	1,800 SF	
<ul style="list-style-type: none"> Storage 	3,000 SF	

WHAT WILL MAKE OUR FACILITY UNIQUE?		JACOBS
PHASE 1: ARBORETUM PROGRAM RECOMMENDATIONS		10,600 SF
(3.5 acres current land)		
Horticulture Educational Center		10,600 SF
<u>Includes shared Multi-purpose Space with WRHRC:</u>		
Greenhouses (10) Plant Production, Overwintering Specimens, Headhouse		36,000 SF
Outdoor Plant Growing Area		
<ul style="list-style-type: none"> Laydown Space, Holding Area 		
Support Space		
<ul style="list-style-type: none"> Storage and Trash 		
Parking		
PHASE 2: ARBORETUM PROGRAM RECOMMENDATIONS		
(3 acres NEW land)		
Outdoor Plant Growing Area		
<ul style="list-style-type: none"> Laydown Space, Holding Area 		
Support Space		
<ul style="list-style-type: none"> Storage and Trash 		
Parking		





Proposed Master Plan



Proposed Master Plan



Proposed Site Program



Proposed Access & Circulation



EXISTING INTERSECTION

JACOBS



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EXISTING INTERSECTION

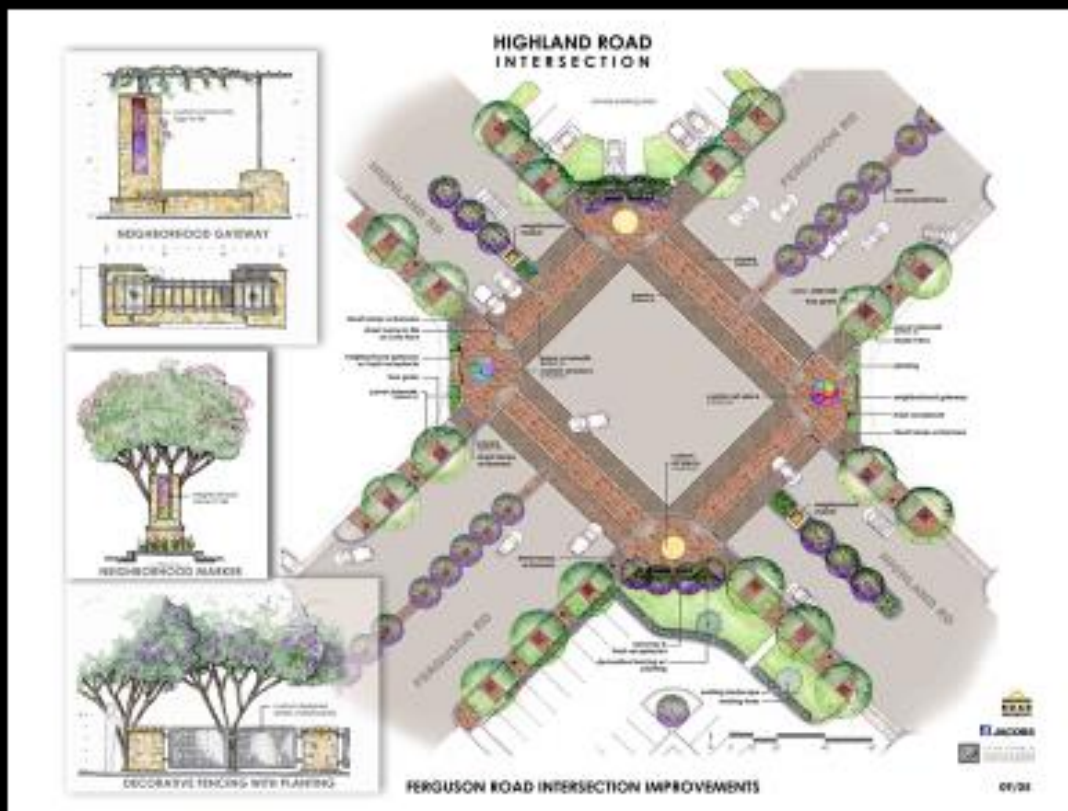
JACOBS



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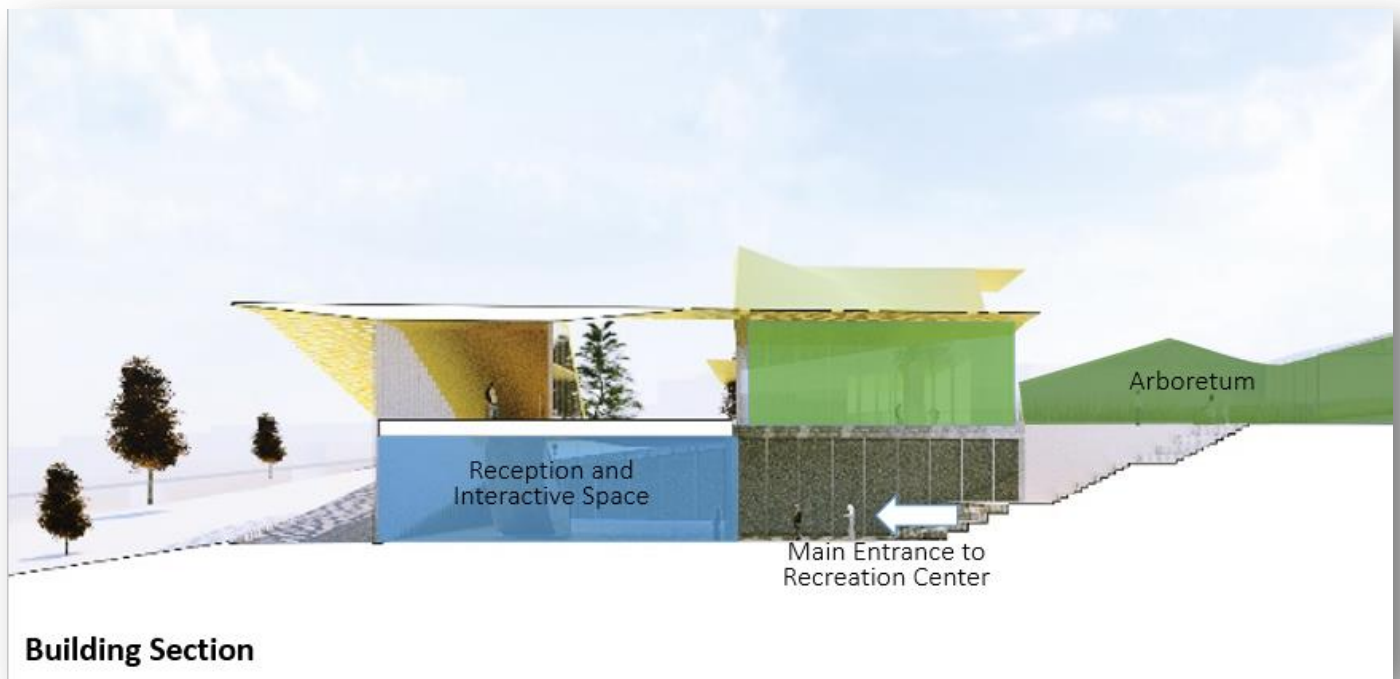
PROPOSED INTERSECTION IMPROVEMENTS

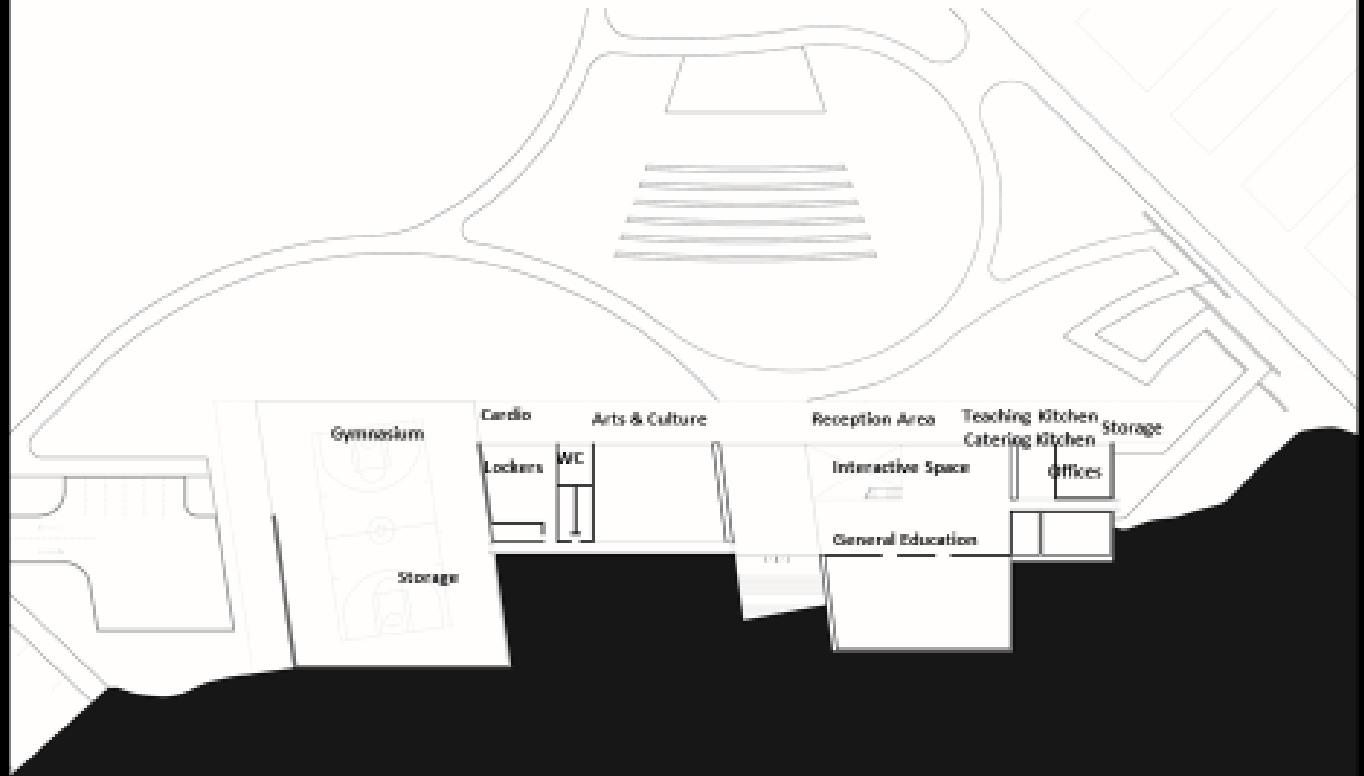
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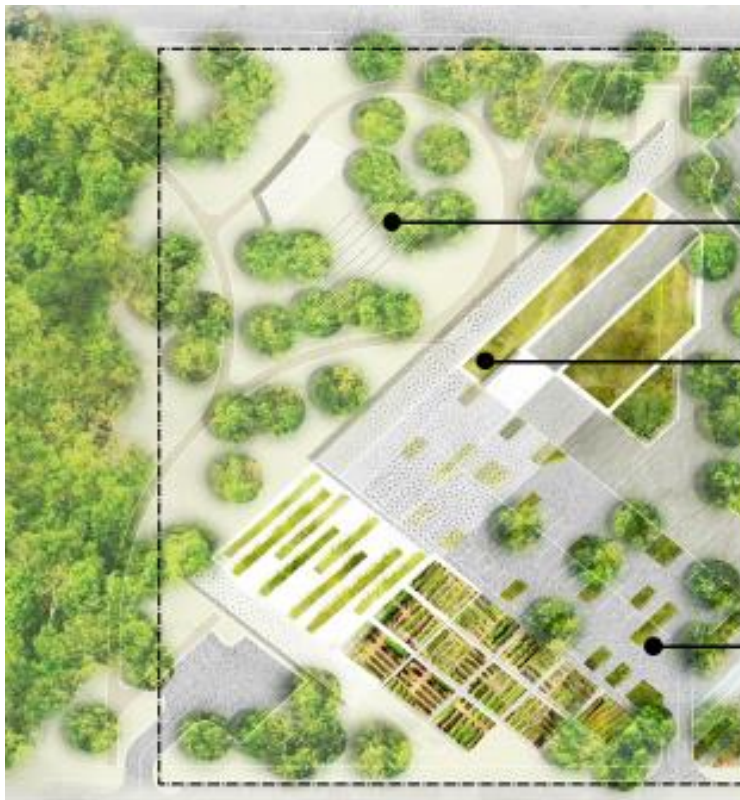
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Proposed Building Program



Program Precedents



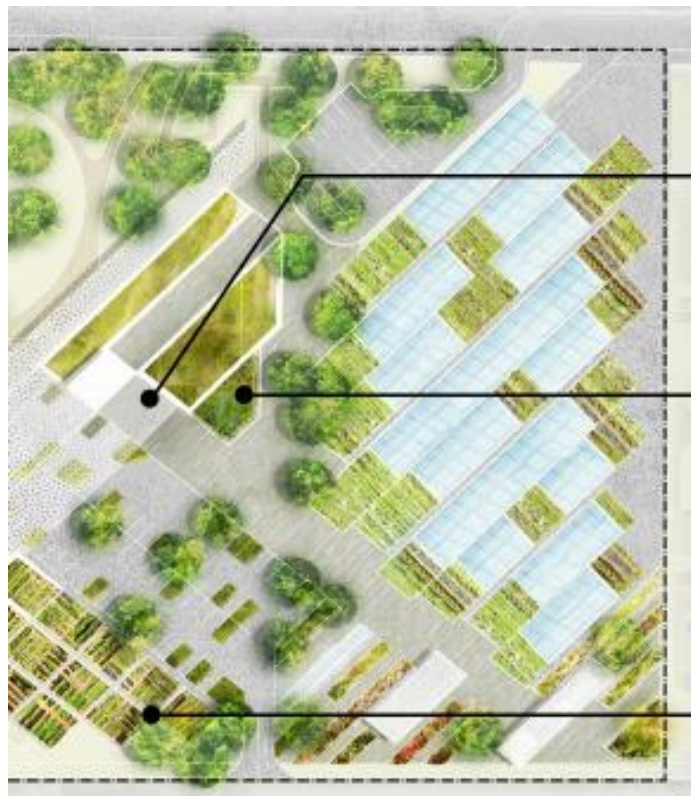
Amphitheater



Integrated Architecture



Flexible Parking & Event Space



Program Precedents



Arrival/Entry



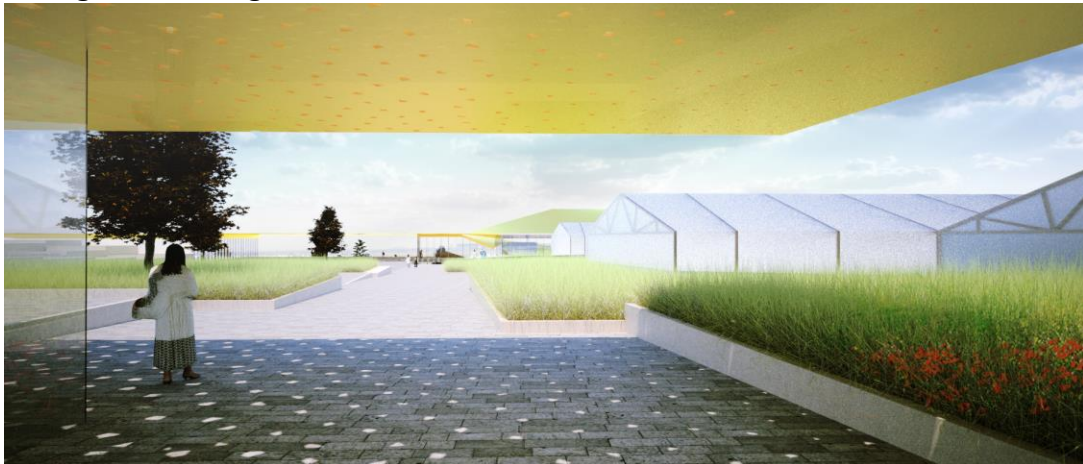
Water Wall



Community Gardens



Approach from Ferguson and Highland



Arrival Plaza and Gardens



Recreation Center Entry



Amphitheater



Dr. Gerry Jones, FRI Board, conducted a Question/Answer session

- Will the presentation slides be available? (Yes, on Dallas Park and Recreation website, once the study is completed.)
- How will the site be managed, as part of Dallas Park and Recreation? (Yes.)
- Explain imminent domain. (Willis Winters explained process.)
- How much has been spent for the feasibility study? (\$125,000)
- What is currently on the site? (Vacant land, 2 apartment complexes.)
- Will there be music and performance space, music lessons? (Yes.)
- Will there be interactive and flexible space. (Yes)
- There was a question about a shortage of driving ranges, why more golf amenities? (No golf anticipated.)
- Could there be a day care area? (This could be discussed.)
- Dallas provides senior centers. What would this center provide for seniors? (Programs for seniors, benches on walking track for resting, for example.)
- Seniors want to be inclusive, not separated, not isolated from others.
- What about wheelchair access? (This is required, facility will have elevators, will have facilities for wheelchairs outdoors.)
- Shouldn't flat area be for recreation center with Arboretum facility on the slope? (Arboretum needs flat area. We can adapt the slope for community center.)
- Are there other ways of getting to the amphitheater other than the meandering path? (No other ideas presented. We are early in the process, concept can be refined. We might have service area parking area include handicapped parking.)
- Why have an outdoor amphitheater if we already have one at the Arboretum? Can this space be better used? (The slope is a natural asset. The Arboretum charges for amphitheater use, a public amphitheater would be less.)
- Where would people park if Farmers Market is in the parking lot? (We are working with the City on parking needs. We can take parking lot down one level underground, if needed.)
- Describe access to DART and pedestrian and bicycle walkways. (Bus stop on Ferguson Road.)
- Where is Arboretum greenhouse facility now? (Rockwall.)
- Why is 1/3 of land for Arboretum? (Recreation center is first priority. 30,000 sq. ft. was basic goal, was achieved. Arboretum wanted all 7 acres of site, compromised. The conceptual plan is a good partnership. This collaboration allows a world class horticultural facility.)
- Could mixed use about the facility? (Sure, would depend on the market. May need deeper lots than those between facility and Ferguson Road, so mixed use might be across street.)
- Will the Arboretum facility be free? (It will be primarily for Arboretum meetings, job training, landscaping/horticultural. There can be days/times for community to use.)

Martin asked if this is what the community wants, and the response was in favor.

Jacobs will tweak tonight's input in preparation for review and final approval by the Steering Committee.

The next step is to create a fund raising plan. The meeting adjourned at 8:05 p.m.

Note: Since the January 27 Design Presentation, the Dallas Arboretum has removed themselves from consideration on this project. The feasibility study has determined that the site as presented met only half of their needs, and the option to expand at a later date is cost prohibitive. FRI sees this change as an opportunity to acquire additional partners and to expand amenities and programs on the site. Jacobs will present these revisions in another Steering Committee and Public Input meeting, dates to be determined. (See attached Press Release and revised conceptual site plan).