

PROFESSIONAL SERVICES FOR THE KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS (KBHCCD)

Virtual Public Open House

April 15, 2021

Prepared for:



City of Dallas



Prepared by:



Agenda

1. Introductions
2. Project Understanding
3. Project Vision, Goals and Objectives
4. Schedule and Project Update
5. Public and Stakeholder Engagement
6. Next Steps

1. Introduction

Rosa Fleming

Director, KBHCC Convention and Event Services

City of Dallas



Daniel Baer

Project Manager

Senior Vice President, National Planning Lead

WSP USA



2. Project Understanding

Four Integrated Plans

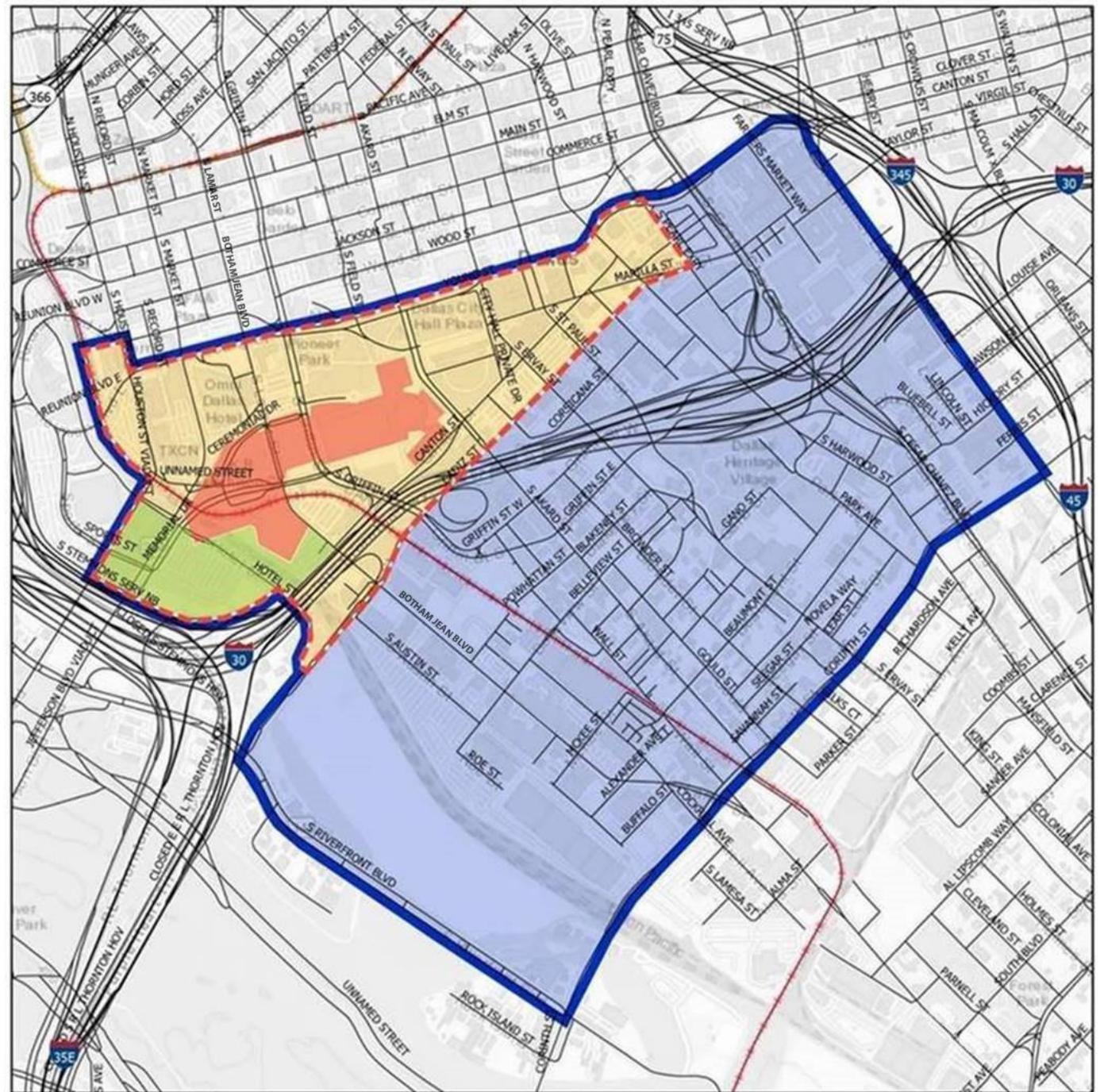
KBHCCD Master Plan

Multimodal Station Feasibility Study

Area Master Plan

Transportation Study Area,
Secondary Urban Design Area

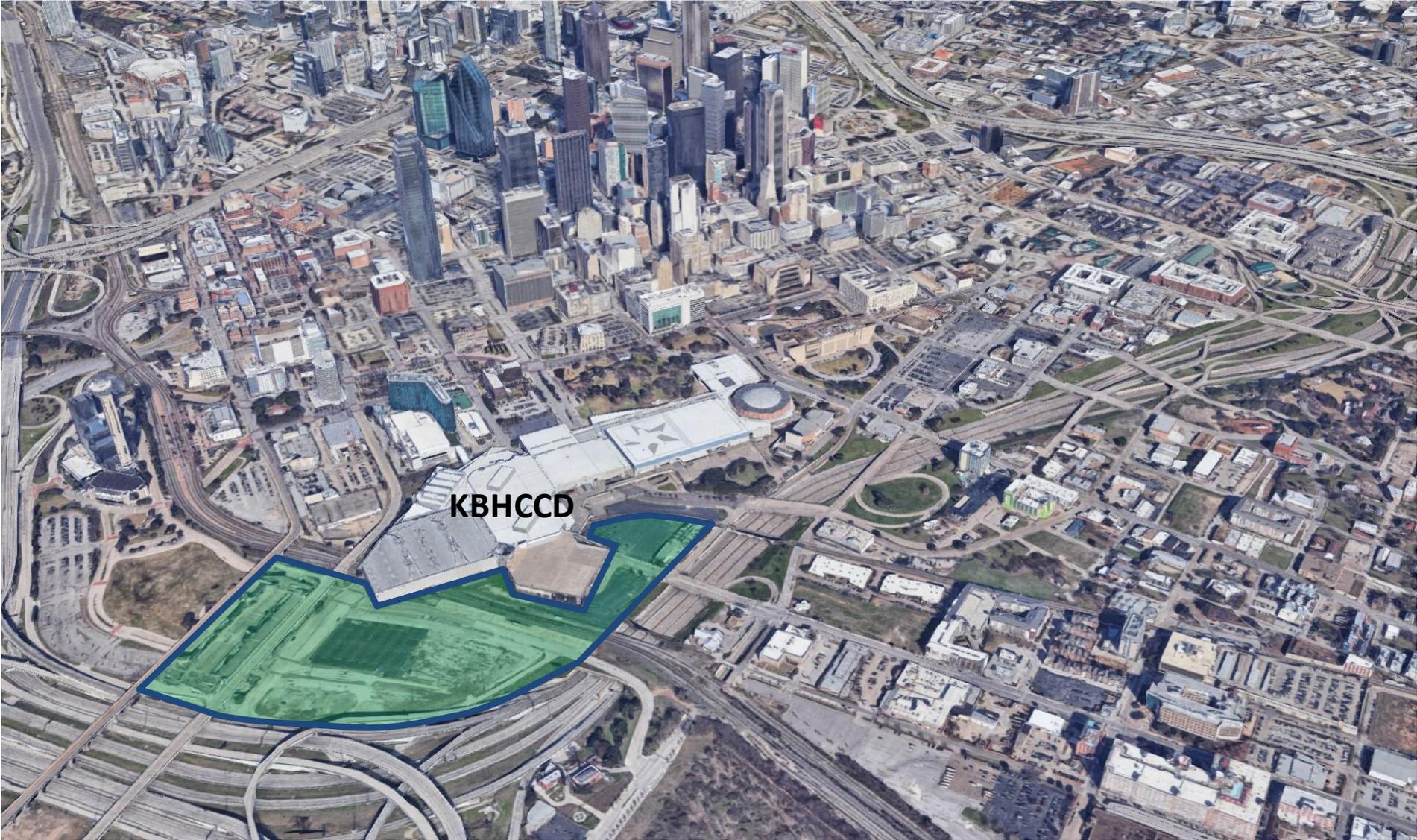
* Study Areas remain flexible to adapt to new information and strategies



2. Project Understanding - Convention Center Master Plan



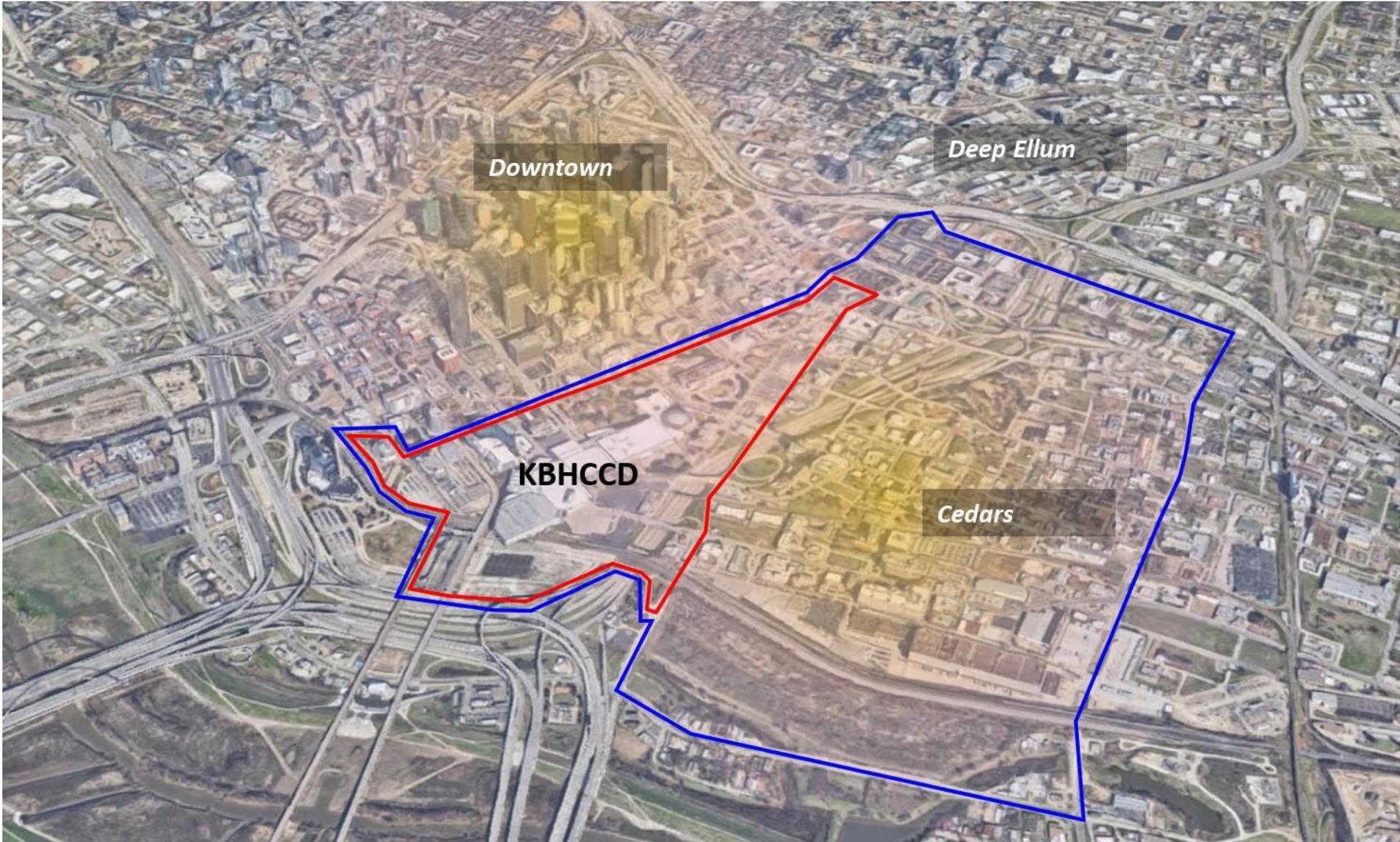
2. Project Understanding - Multimodal Transportation Plan



2. Project Understanding - Area Master Plan



2. Project Understanding - **Transportation Study**



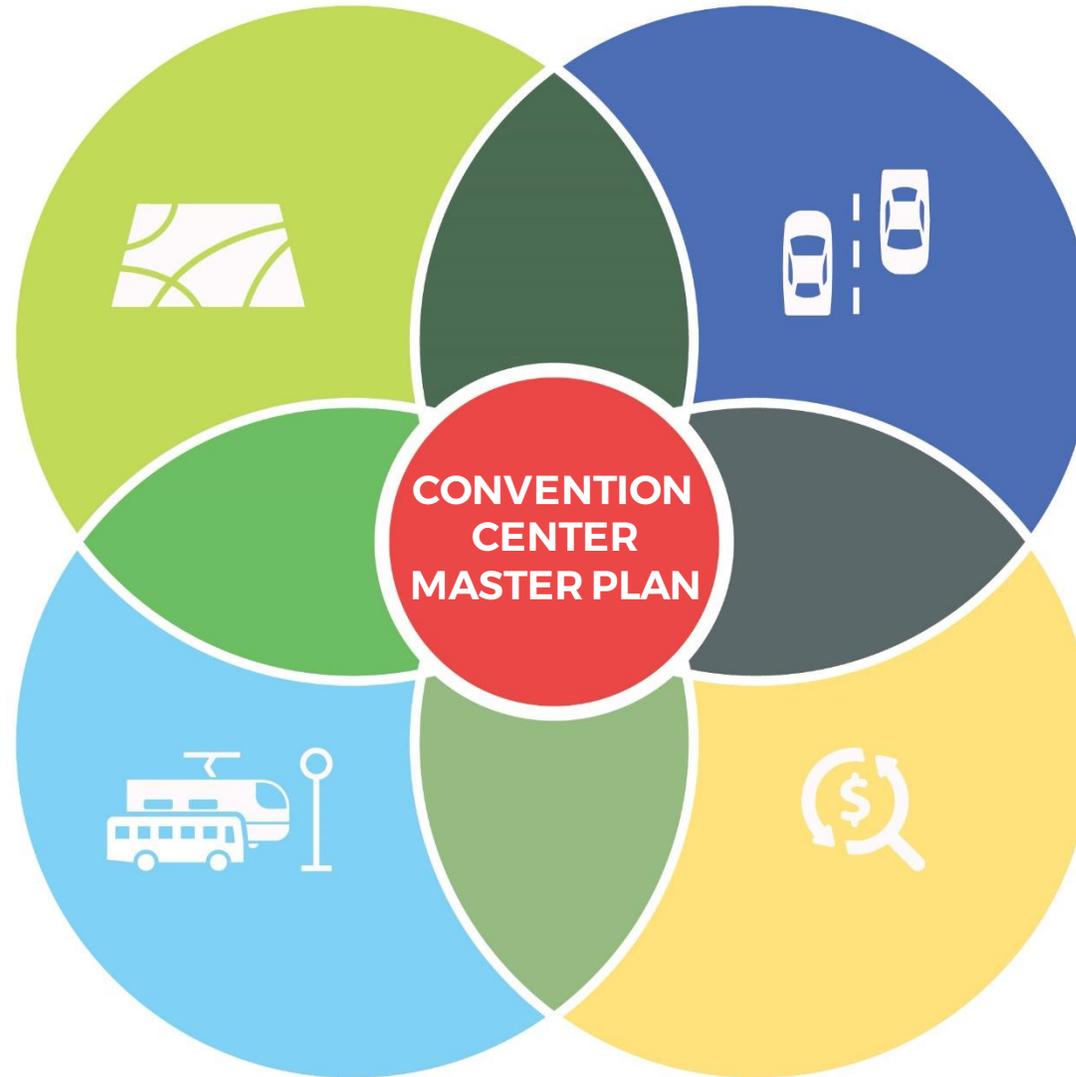
2. Project Understanding – Key Components



2. Project Understanding - One Integrated Plan

 AREA PLAN

 TRANSPORTATION STUDY



 MULTIMODAL STATION STUDY

 MARKETING AND FUNDING

3. Project Vision, Goals and Objectives

One Project Vision

Vision

Six Project Goals

- Address the Project Vision
- High level and Aspirational
- Focus on all plans and technical areas

Goal

Goal

Objectives

- for Each Project Goal
- Specific and Measurable
- Linked to specific plans

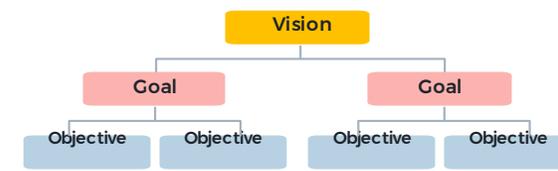
Objective

Objective

Objective

Objective

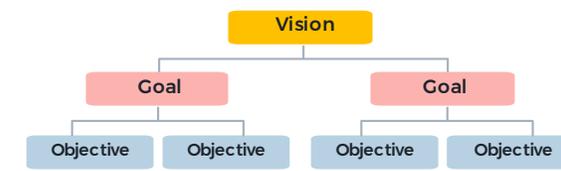
3. Project Vision



Produce a master plan that transforms the Kay Bailey Hutchison Convention Center into the #1 Convention Center and convention center urban district in the United States that:

- is efficient, adaptable and flexible to meet current and future market demands,
- generates an unparalleled experience for customers, visitors, exhibitors and City residents that leads to economic prosperity and return on Citizen’s investments,
- integrates the surrounding communities through a series of multi-modal and barrier-free connective links, and
- promotes accessibility, energy, excitement and equity locally and regionally.

3. Project Goals



Goal 1. Develop a plan for a world class Convention Center that is self-sustaining, efficient, flexible and adaptable which incorporates sustainable measures and new/emerging technologies to address the short-, medium-, and long-term demands of the local, regional and national market and is a catalyst for economic development.



Goal 2. Provide enhanced transportation connectivity, access and safety that addresses local and regional demands leveraging existing infrastructure and proposed improvements, striking a balance between modes inclusive of bicyclists, pedestrians of all ages and abilities, transit and automobiles.



Goal 3. Create a “healthy” urban environment that integrates the KBHCCD, with sustainable materials and Smart City technologies using creative urban design techniques to develop great public spaces, and a diverse mix of commercial, retail, residential and entertainment uses to support a vibrant neighborhood and KBHCCD area.



Goal 4. Incorporate land use policies and guidelines that generate increased value through the repositioning of assets such as parking, that can be used to fund capital investments.

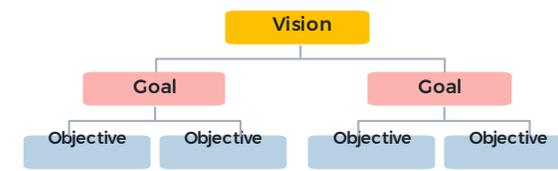


Goal 5. Develop a plan that is implementable, with a governance structure for funding/financing mechanisms, and phasing strategy that is efficient and flexible, captures the value it creates, minimizes service disruption, and supports long-term sustainability.



Goal 6. Develop a plan that represents the values and diversity of the people of Dallas with respect to inclusion, hospitality, sustainability, resilience, and equitable economic development and investment.

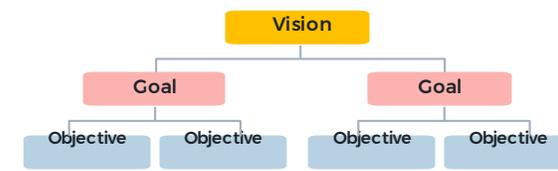
3. Goal 1 and Objectives



Develop a plan for a world class Convention Center that is self-sustaining, efficient, flexible and adaptable which incorporates sustainable measures and new/emerging technologies to address the short-, medium-, and long-term demands of the local, regional and national market and is a catalyst for economic development.

- Maximize the economic impact of the KBHCCD across all segments of Dallas’ economy Increase hotel room-nights to maximize HOT collections and other potential project funding streams to support KBHCCD improvements, district-wide master plan improvements and transportation improvements
- Make KBHCCD operations financially self-sufficient
- Rank near the top in Event Organizer surveys of facilities that help events generate the highest show profits, highest attendance, best technology, highest exhibitor satisfaction and highest attendee satisfaction
- Transform the KBHCCD Campus from an inward focused barrier between Downtown the Cedars neighborhood into a connected experience that creates linkages and brings together the surrounding Downtown neighborhoods
- Incorporate best practices for universal design
- Engage immediate neighbors and broader public in KBHCCD related programs, activities and events

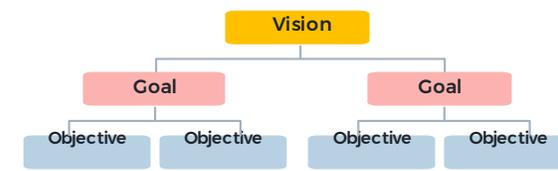
3. Goal 2 and Objectives



Provide enhanced transportation connectivity, access and safety that addresses local and regional demands leveraging existing infrastructure and proposed improvements, striking a balance between modes inclusive of bicyclists, pedestrians of all ages and abilities, transit and automobiles.

- Maximize the public transportation share of trips to and from the KBHCCD, multimodal hub district, study area and within the larger region
- Provide clear and direct connectivity among all modes of transportation at the multimodal station
- Improve public transportation, pedestrian and bicycle linkages and other shared mobility options among KBHCCD, HSR station, Union Station, downtown Dallas, the riverfront, Dallas visitor attractions and the Cedars neighborhood
- Provide well-balanced transportation capacity to accommodate projected demand for travel to, from and within the study area
- Enable the multimodal hub to adapt to changing future needs, support implementation in phases and protect opportunities for future facility expansion
- Provide for efficient goods movement to, from and through the study area, including service access to KBHCCD
- Develop multimodal transportation facilities that are integrated into the development around it, cost-effective and operationally efficient

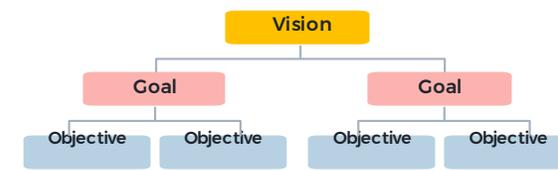
3. Goal 3 and Objectives



Create a “healthy” urban environment that integrates the KBHCCD, with sustainable materials and Smart City technologies using creative urban design techniques to develop great public spaces, and a diverse mix of commercial, retail, residential and entertainment uses to support a vibrant neighborhood and KBHCCD area.

- Create a high-quality public realm that serves as civic focal point for the KBHCCD, station district and study area and extends the energy of the Convention Center to surrounding neighborhoods
- Prioritize people within the study area with a human centered design, encouraging walking and active transportation (bike and ped) with a well-connected pedestrian network
- Promote an active public realm with public spaces programmed for more multiple uses to provide different experiences that extend activity and accommodate the needs of diverse users and mixed-use development with active ground floor uses
- Employ strategies to “green” the public realm with accessible public open space, streetscape treatments and expanded tree canopies
- Integrate the arts and the recommendations from The Dallas Cultural plan as part of a broader strategy to create destination that is unique to Dallas
- Investigate the applicability of LEED ND; Envision; Well or other certifications as part of a broader strategy to enhance health, safety and wellness of residents, workers and visitors

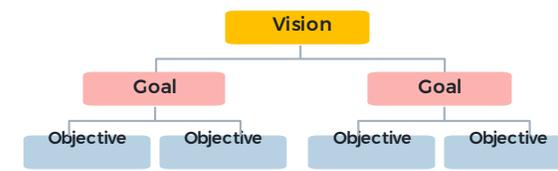
3. Goal 4 and Objectives



Incorporate land use policies and guidelines that generate increased value through the repositioning of assets such as parking, that can be used to fund capital investments.

- Maximize economic development potential with a mix of employment, retail, entertainment, hospitality and residential uses that enhances the KBHCCD as an economic generator
- Capitalize on and coordinate investments in the KBHCCD, transportation infrastructure and the public realm to rebrand the area as unique destination
- Leverage opportunities to develop the multimodal station as part of a transit-oriented development program for the station district
- Catalyze private development adjacent to the KBHCCD and the multimodal station
- Focus on placemaking strategies that increase attractiveness of the District for developers while mitigating displacement

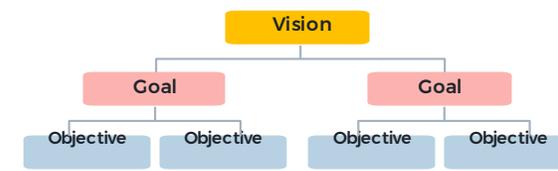
3. Goal 5 and Objectives



Develop a plan that is implementable, with a governance structure for funding/financing mechanisms, and phasing strategy that is efficient and flexible, captures the value it creates, minimizes service disruption, and supports long-term sustainability.

- Identify a governance structure to guide project planning and delivery that effectively manages risk and leverages institutional expertise
- Create a governance structure that maximizes access to funding and financing mechanisms and captures the value created by investments in the KBHCCD, multimodal station and public realm
- Design a phased implementation approach that sequences infrastructure and real estate development to minimize service disruption and maximize value creation
- Develop a plan that is consistent with local, regional and State plans and project metrics that are consistent with ideas laid out in prior plans and studies
- Build consensus among relevant public agencies and private actors for preferred governance, phasing, and funding and financing approaches

3. Goal 6 and Objectives

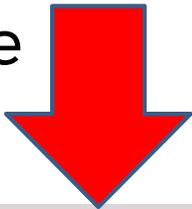


Develop a plan that represents the values and diversity of the people of Dallas with respect to inclusion, hospitality, sustainability, resilience, and equitable economic development and investment.

- Engage the public and stakeholders with a robust involvement plan that garners participation by all stakeholders, including communities that in the past may have been overlooked
- Incorporate best practices for resiliency and sustainability that are relevant to the local environment and socioeconomic conditions
- Establish metrics and targets for equity; measure decisions against goals for equity throughout the design process with period reassessment of equitable strategies
- Provide a full range economic opportunity that is available to all Dallas residents to participate

4 - Project Schedule and Update

We Are Here



4. Project Update – Convention Center Master Plan

To grow beyond existing business:

- *Must Do – Add Ballrooms, Meeting rooms & kitchen*
- *Must Do – Engaging/ Cool/ Active walkable district, including restaurants and hotel*
- *Need to Do – Fix Circulation/ Wayfinding/ Toilets/ Back-of House Network/ Food Service/ Building Identity/ Amenities*

4. Project Update – Convention Center Master Plan

Look at Range of Options:

SMALL	Add Ballroom/Meeting Rooms and create a better overall guest experience.	<i>Does not contribute to district</i>
MEDIUM	Add Ballroom/Meeting Rooms and undertake major reconfigurations of existing building to make work better and create a comprehensive guest experience	<i>Limited contribution to district</i>
LARGE	Phase work to re-build Center to re-envision building and district. Incorporate financial/funding strategies	<i>Address all Priorities</i>

4. Project Update – Convention Center Master Plan

big **D**

PATCH & REPAIR

- Maintain Existing Structure
- Convert Arena & EH into new Ballroom and Meeting Room spaces
- Similar Site Coverage
- Minimize new SF

Example: Cabo, Detroit

bigger **D**

Campus Option

- Maintain Most of Existing Structure
- New Construction for BR & MR
- Heavily Revise Internal Circulation & BOH Circulation
- Increase Site Coverage

Examples:
Memphis/Las Vegas/ Seattle

biggest **D**

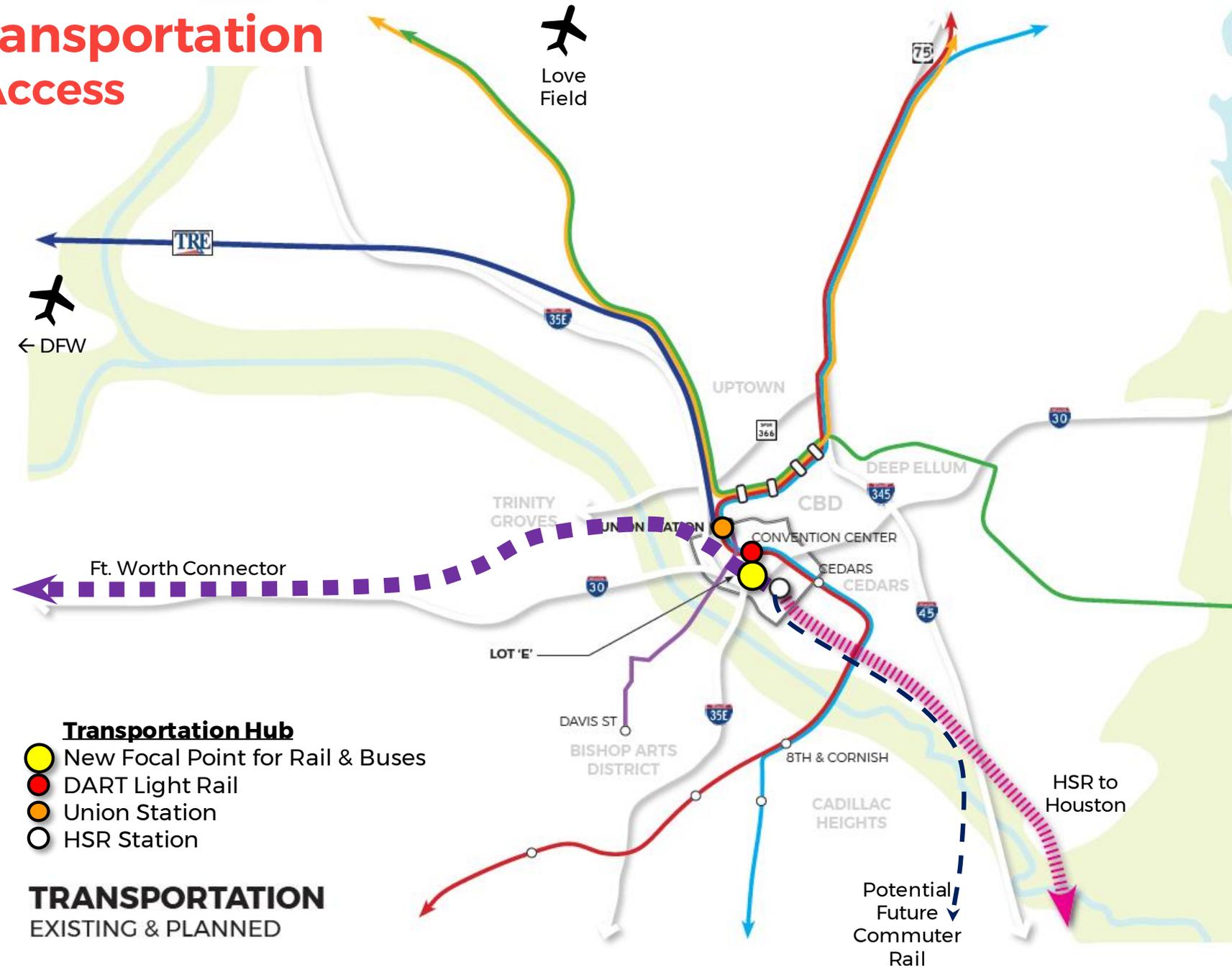
Clean Slate

- Phased Replacement of Exhibit CC Facility
- All New Construction
- Reduce Site Coverage, possibly significantly if Stacked Halls.
- Free up development sites

Examples:
Nashville/Washington DC

4. Project Update – Transportation Intercity and Regional Access

- High-speed rail station integrated into multimodal hub
- Improved DART light rail station
- New station for TRE & Amtrak
- Future Fort Worth High-Speed Connector
- Local, express and potential intercity bus facilities
- Potential streetcar improvements
- Vertiport
- Convenient airport transit connections



Project Update – **Transportation**

Key Travel Demand Markets

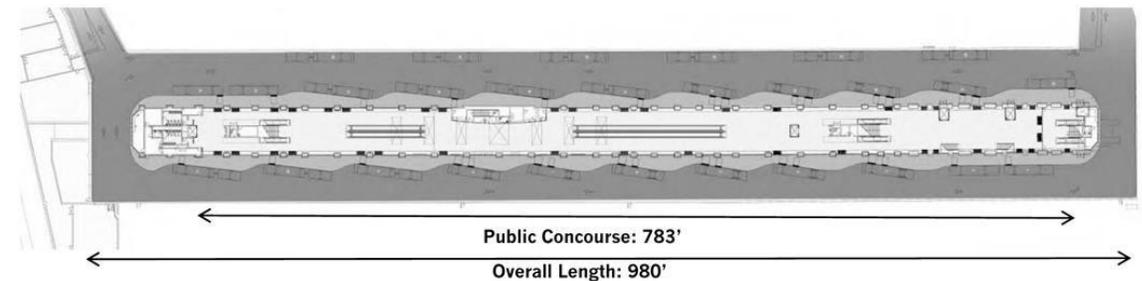
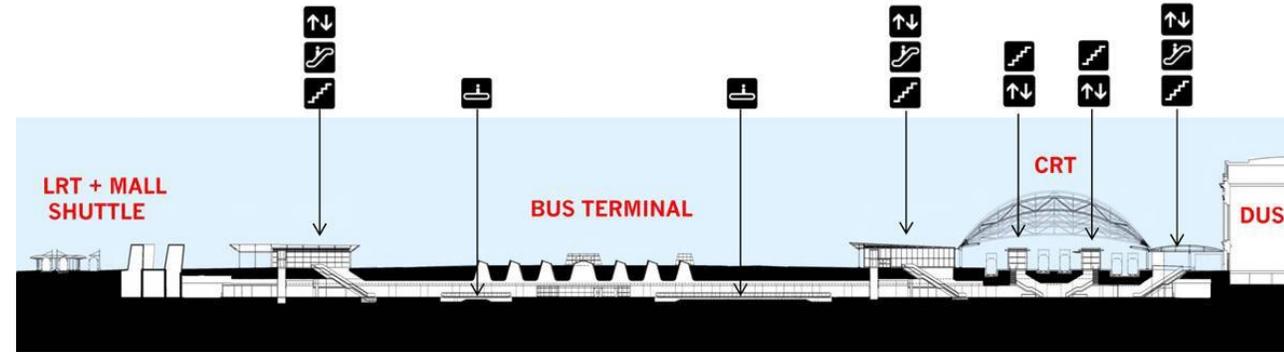
- *Access to convention center and study area development*
- *Convention center and hotels to Dallas attractions*
- *Circulation within study area*
- *High-speed rail to downtown and connecting transit modes*
- *Multimodal transfers at hub*

Areas of Investigation

- *Multimodal station location and orientation*
- *Pedestrian circulation plan*
- *Programming and siting of connecting transportation modes*
 - *Buses and streetcar*
 - *Vehicular pick-up and drop-off, including ride-sharing services*
 - *Active transportation, including bicycles and scooters*
- *Vertiport location and configuration*
- *Station area development plan and value capture analysis*
- *Vehicular traffic access and circulation*
- *Coordination with other ongoing projects, including IH-30 Canyon reconstruction and planned high-speed rail station*
- *Integration of transportation plan with convention center and area master plans*

4. Project Update – Transportation

Intermodal Interchange Precedents & Benchmarking



Denver Union Station

Redeveloped historic headhouse is a civic focal point

Transportation hub is spread over a 4-block zone

High-capacity bus station – offers good rail-bus and light rail-bus transfers

Transfers between rail and light rail or downtown circulator require a 1,000 ft. walk

Has spurred district-wide redevelopment

Physical barriers limit rail transit expansion potential and constrain future network expansion

4. Project Update - Area Plan



4. Project Update – Area Plan

Key Questions

- *What are the unique characters of the neighborhoods?*
- *How to connect downtown/Cedars through KBHCCD and I-30?*
- *How to improve pedestrian experience?*
- *How to balance large scale development with neighborhood scale?*
- *How to leverage parks and open space?*
- *How to recognize and incorporate landmarks and area institutions?*
- *Where are potential sites for potential new development?*
- *How to integrate streets, open spaces, mixed of activities, into one vibrant, healthy, and complete environment?*

4. Project Update – **Area Plan**

Tools

- *Streets and Connectivity*
- *Plazas and Public Places*
- *Programing and Uses*

Strategies

- *Great Streets*
- *Great Places*
- *Complementary Uses*



4. Project Update – Market, Funding and Financing

WORKSTREAM

Market Analysis

Analyze existing market trends
Estimate supportable demand

Funding & Financing

Estimate incremental value
Estimate value of public real estate
Identify other public sources

Governance & Implementation

Optimize sequence of investment
Analyze governance alternatives

KEY QUESTIONS

- How do we want to position the district for development?
- Who are intended users and what is impact of development?
- What is transformative potential of the KBHCCD and multi-modal hub?

- How much incremental value will new development generate?
- How can we capture value attributable to KBHCCD and multi-modal hub to pay for improvements?
How should captured value be distributed among infrastructure and other public benefits?

- How to balance public control, risk management, and efficiency in project planning and delivery?
- What are the capacities and expertise of different agencies and actors?
- How can project delivery be integrated and timed for optimal service and access to funding?

5. Public and Stakeholder Engagement

- Three (3) Public Meetings
- Four (4) Stakeholder Taskforce Committee Meetings for KBHCCD and Multimodal/Area Plan each – Eight (8) Total
- Community Outreach Meetings with Key Stakeholders, Advocacy Organizations and Community Groups
- Metroquest Online Public Engagement and Survey Platform



6. Next Steps

- Visioning and Initiate Alternative Development



Thank You



KAY BAILEY HUTCHISON
CONVENTION CENTER DALLAS

