City Council Work Session Handouts

April 15, 2013

I. Review and Discuss the Cultural Arts Master Plan

II. Review and Discuss the Construction of Durham Park and the Pedestrian Bridge at Breckinridge Park

Final Presentation

CULTURAL ARTS MASTER PLAN

April 2013

RICHARDSON CULTURAL ARTS MASTER PLAN

Lord Cultural Resources

Cultural Arts Master Planning Process

Review of Citywide Plans: 2009 Comprehensive Plan; Rail Station-Area Land Use Review – 2011 Update; Summary of Revenues and Expenditures, Hotel/Motel Tax Fund; among others.

Analysis of Arts Grants data: Budgets and attendance figures of 26 community organizations for the period 2009-2012.

And Statistical Data: from sources including the 2010 US Census, and Richardson Economic Development Partnership demographics.

Extensive Community consultations: a Public Forum with over fifty participants; Interviews; and 6 Special Focus Groups with diverse constituencies.

Creation of Cultural inventory data via primary and secondary research

Cultural Arts Master Planning Process

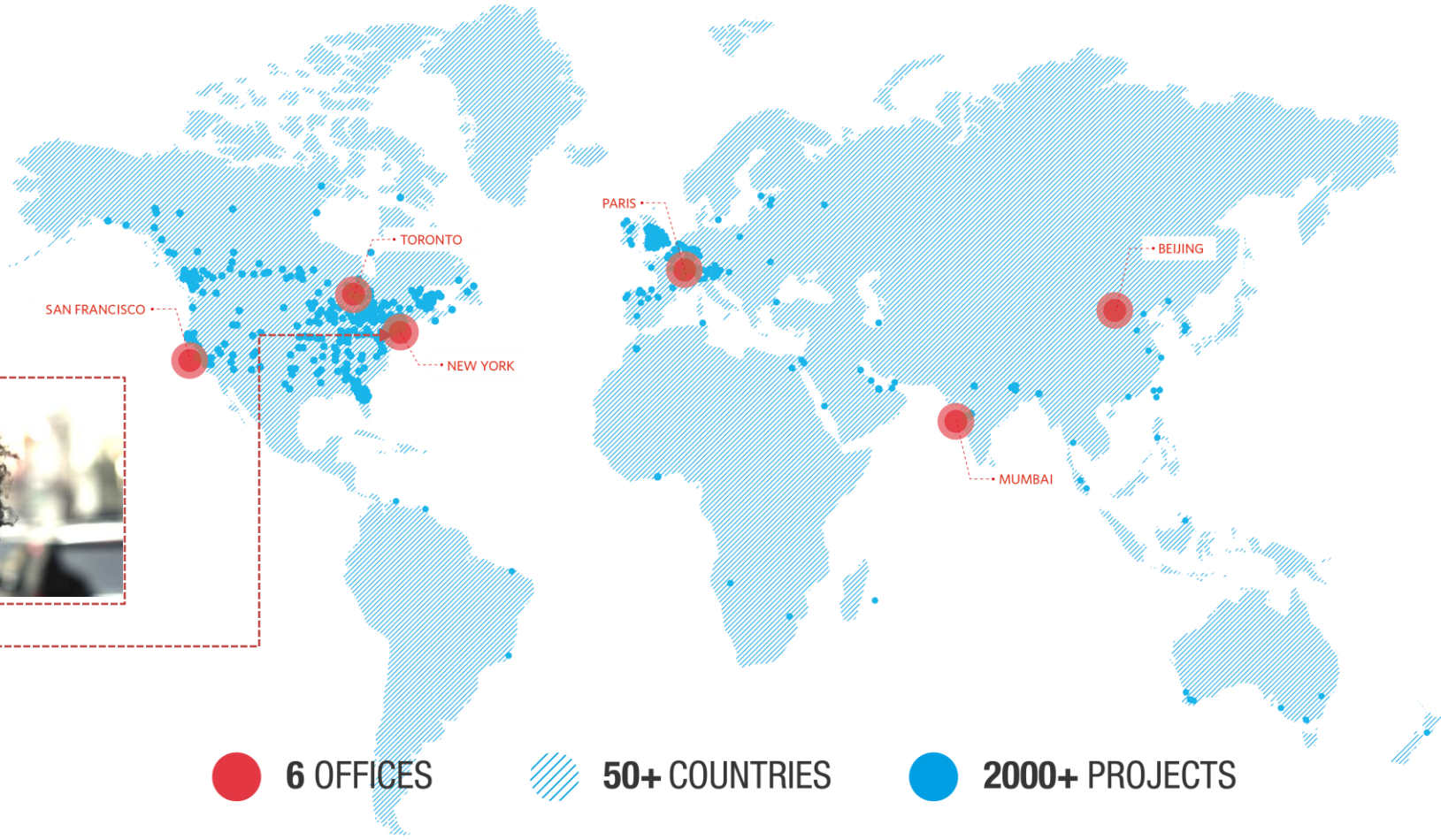
State of Culture Presentation to understand best practices, trends, current situation of Cultural Arts in Richardson, identify areas of need and priorities.

DRAFT Cultural Arts Master Plan to begin development of long-term goals, objectives and strategies for achieving both in a Cultural Arts Master Plan.

Feedback Town Hall Meetings and Online Input to gauge public reaction to the Draft Cultural Master Plan.

Launch of the this Cultural Arts Master Plan to Richardson City Officials, launching the 10-year process of plan completion.

As the leader in cultural consulting services, Lord Cultural Resources relies on a **global network of offices** in Toronto, New York, San Francisco, Paris, Madrid, Beirut, Mumbai and Beijing.



It's not just about a Cultural Arts Plan.

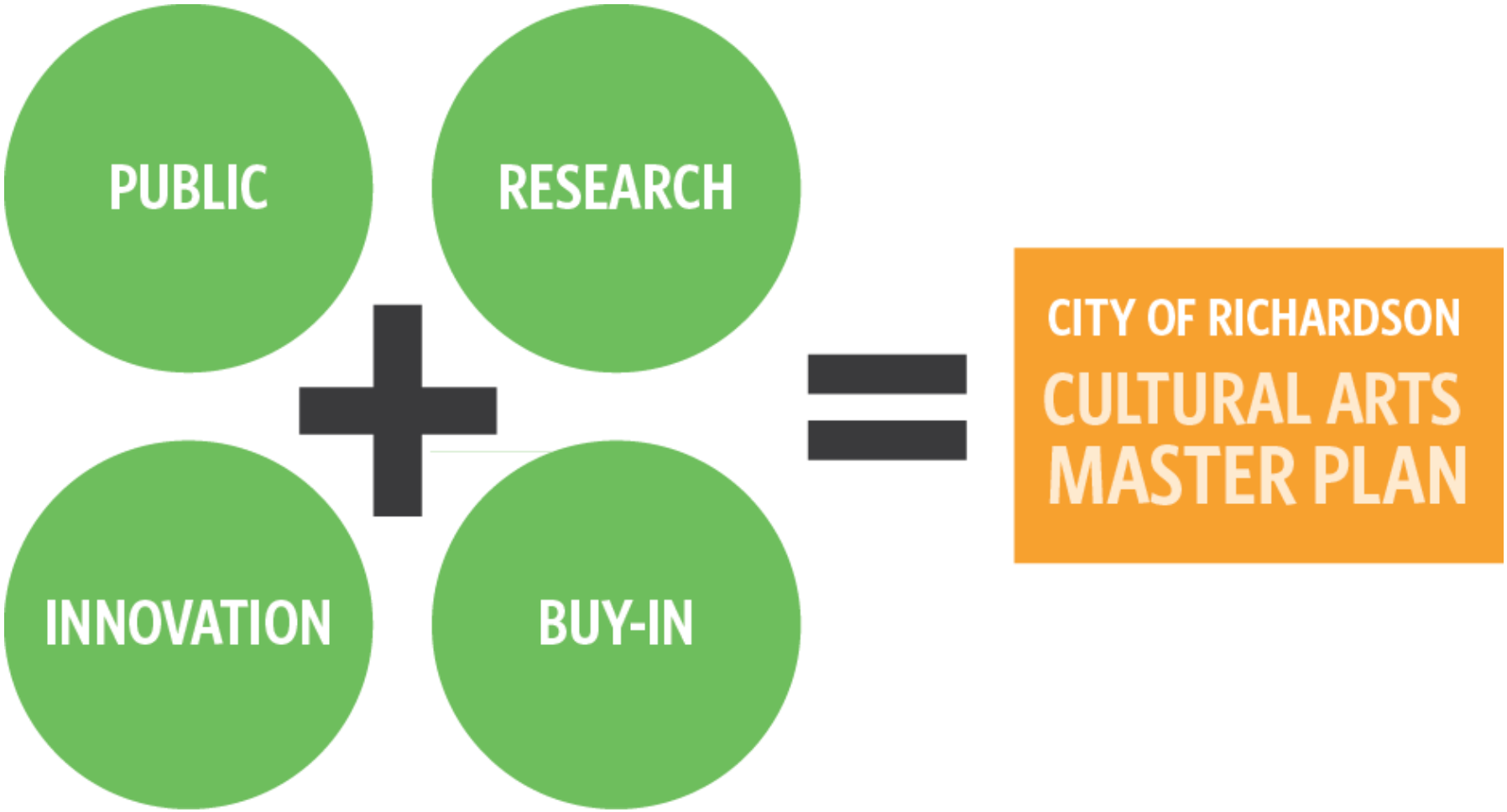
It's about Planning Culturally.

Why?

Benefits of a Cultural Plan

- On City Objectives

- On Cultural Communities


PUBLIC
RESEARCH
INNOVATION
BUY-IN
CITY OF RICHARDSON
CULTURAL ARTS
MASTER PLAN

Richardson is a dynamic community that is committed to meeting the needs of all its citizens, of every age and background.

Richardson values and cultivates the enrichment of its population by celebrating diversity, strengthening and promoting its cultural sector, stimulating innovation and leadership, and attracting new people and ideas.

Richardson weaves culture through all aspects of city life, thus strengthening community pride and identity, enhancing quality of life, bolstering economic development and raising the city's profile throughout North Texas.

- Vision Statement for the Arts in Richardson

- **Defining Cultural Arts Needs**
- **Priorities**
- **Recommendations & Suggested Strategies**
- **Implementation and Timeline**

Priorities of the Cultural Arts Master Plan

Cultivate New Generation of Cultural Arts Participants

Impact: Attract new generations to ensure long-term excitement, dynamism, and vitality of Richardson's cultural arts sector.

Apply Richardson's Focus on Innovation to Cultural Arts

Impact: Ensure sustainability and vibrancy for culture in Richardson by garnering support from corporations, employees, and next generation residents.

Promote Richardson through Citywide Cultural Arts Offerings

Impact: Raising awareness of the city's cultural assets will increase visitation to Richardson, accessibility to the arts, culture and heritage, and broaden the perspectives of the community.

Focus on Strength in Numbers: Cultural Clusters

Impact: Animating and enlivening cultural arts in clusters or close proximity will create and sustain vibrant cultural streetscape throughout the city. Attracting new audiences to the cultural arts.

Plan an Effective Cultural Tourism Strategy

Impact: Establish a quantifiable opportunity to expand the economic impact of culture in Richardson. Additionally will strengthen the city's regional brand as a place for culture.

Maximize the Impact of the Arts Commission

Impact: Foster a more robust, balanced, and sustainable arts community in Richardson with augmented collaborative opportunities between the for-profit and non-profit sectors.

Deploying the Plan

Who: Strategy Development
Priority Implementation Workshop with RAC and City Staff
Individual meetings and workshops with City Staff and Commissions to plan culturally
Alignment of the arts grants budget to priorities

How: Planning Culturally
Build City department annual plans around the Cultural Plan
Design public engagement strategy
Establish annual strategic review points/ dates
Development of funding strategies

When: Identification of Implementation Process & Timeline
Develop Evaluation Tool
Guided Monitoring of Plan Implementation

Communication and Outreach

- Post the final Cultural Arts Master Plan on COR website
- Outreach to the past participants in planning process
- Conversations with key community partners and City Departments
- Dialogue with 26 arts organizations receiving RAC grants
- Identify opportunities with strategic corporations

RAC Next Steps

- Revise Arts Grant Criteria to reflect priorities identified in the Cultural Arts Master Plan - INITIATED
- Develop an online arts calendar in partnership with local arts organizations
- Hold a joint meeting with the Parks and Recreation Commission to discuss ideas on future collaborations

RAC Next Steps

- Create a Public Art Master Plan to guide the community's efforts
- Continue to apply the expanded definition of cultural arts to community and city programs and initiatives
- Identify and develop short-term and long-term funding strategies for recommendations identified in the Cultural Arts Master Plan

10-year Cultural Arts Master Plan

6 Priorities

17 Recommendations

86 Suggested Strategies

QUESTIONS?

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646-375-2500

Lord
Cultural Resources

Why a Cultural Arts Master Plan?

- Support culture as an engine for a creative economy, attracting and retaining young professionals.
- Nurture Richardson's future cultural leaders, artists, volunteers and audiences.
- Leverage Richardson's network of attractions and venues.
- Position culture as an integral part of Richardson's overall municipal responsibilities.

Durham Park
Breckinridge Park Pedestrian Bridge
Update

City Council Work Session

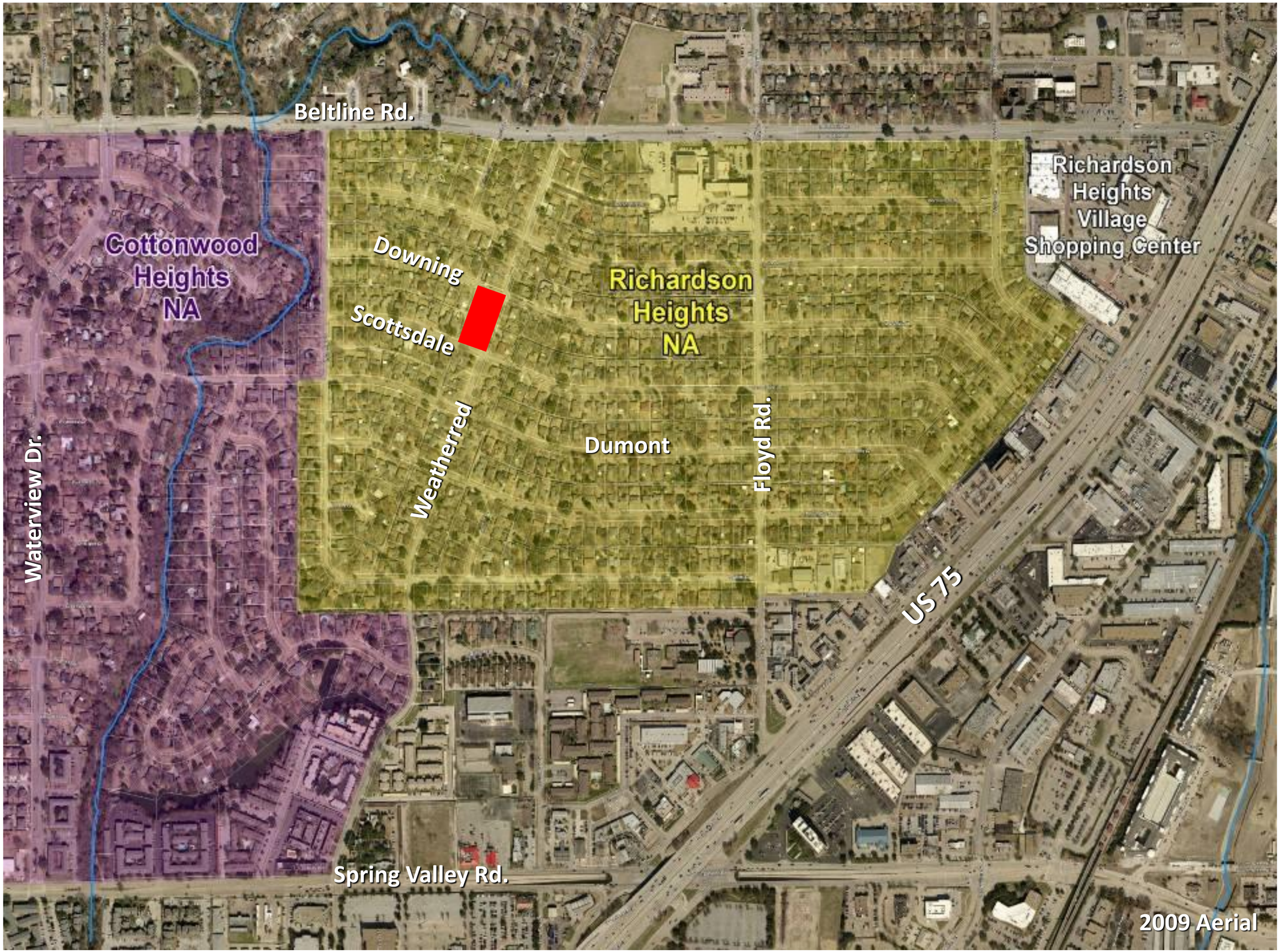
April 15, 2013

DURHAM PARK

Construction Update

"Creating Experiences!"

CONTEXT


Beltline Rd.
Cottonwood Heights NA
Downing
Scottsdale
Richardson Heights NA
Richardson Heights Village Shopping Center
Waterview Dr.
Weatherred
Dumont
Floyd Rd.
US 75
Spring Valley Rd.
2009 Aerial
N

CONTEXT

Downing
400
402
404
406
Weatherred
Scottsdale
Property closed October 28, 2011

CONSTRUCTION PROGRESS

CONSTRUCTION PROGRESS

CONSTRUCTION PROGRESS

SITE PLAN

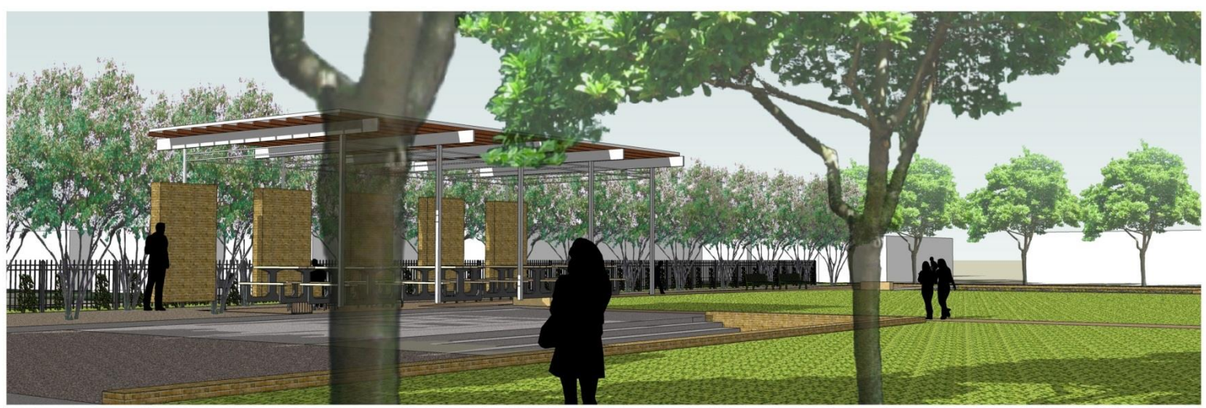
Legend

A. Pavilion (24' x 48') 1,150 Sq. Ft.
B. Brick - Heritage Columns (5)
C. (2-5) Playground
D. (5-12) Playground
E. Play Lawn (100' x 115')
F. Limestone Signage Wall
G. Butterfly Garden
H. St. Augustine Corners
I. The Grove
J. Alley Fence With Vine Screen
K. Limestone Bench
L. Brick Curb
M. Colored Finish Concrete
N. Mulch Area
O. Perimeter Sidewalk - 8'
P. Preserved Tree Canopy
Q. Wildflower Planting (Seasonal)
R. Bench
S. New Curb Ramps
T. Decomposed Granite Trail
U. Native Ornamental Grasses
V. Artwork (Future)

SITE PLAN

CONCEPT

CONCEPT



CONSTRUCTION PROGRESS

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Durham Family

DURHAM PARK

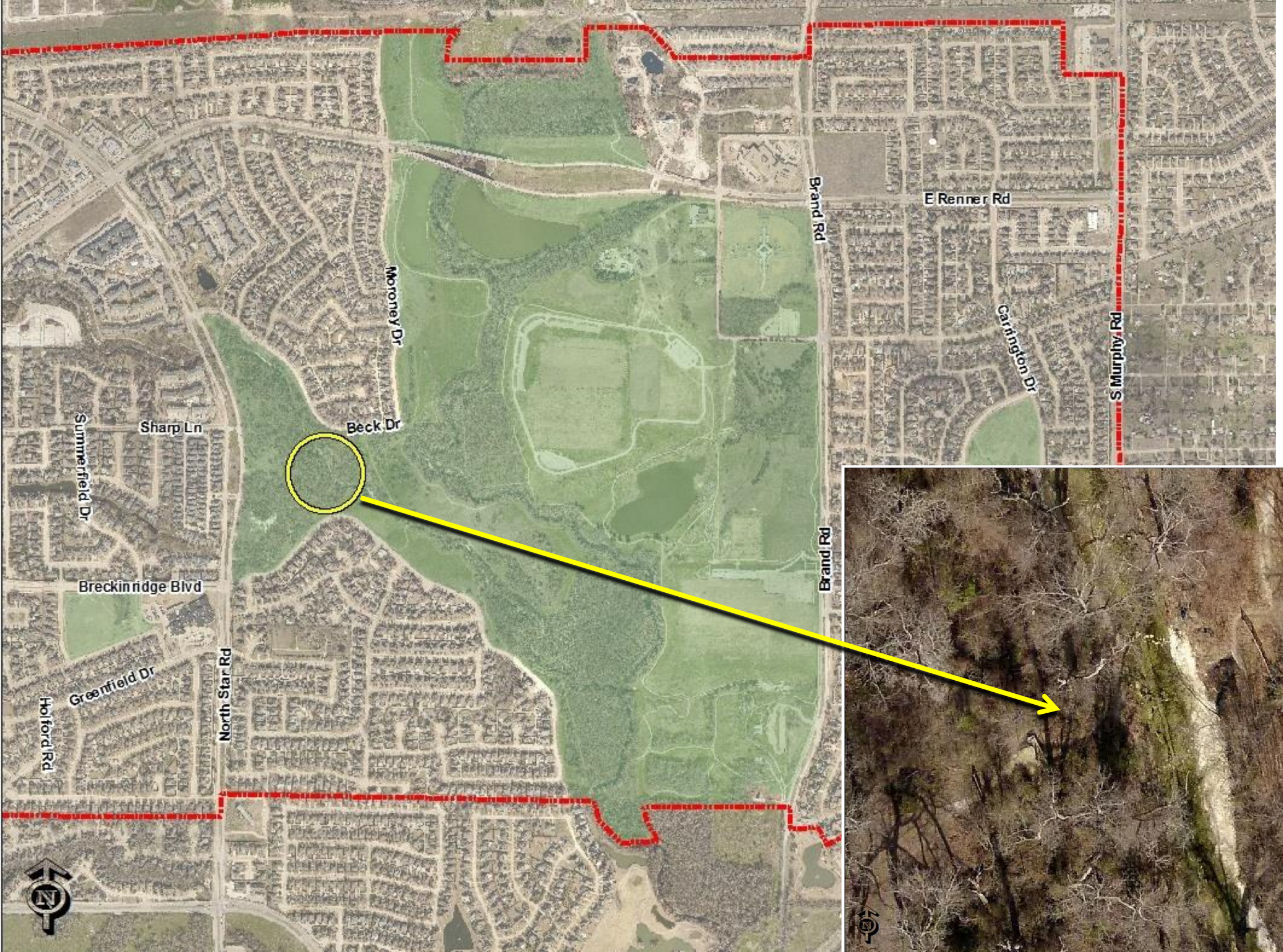
Construction Update

studioOutside

Breckinridge Park Pedestrian Bridge

Construction Update

"Creating Experiences!"


E Renner Rd
Brand Rd
S Murphy Rd
Carrington Dr
Moroney Dr
Beck Dr
Sharp Ln
Summerfield Dr
Breckinridge Blvd
Greenfield Dr
Holford Rd
North Star Rd
Brand Rd

CONSTRUCTION UPDATE

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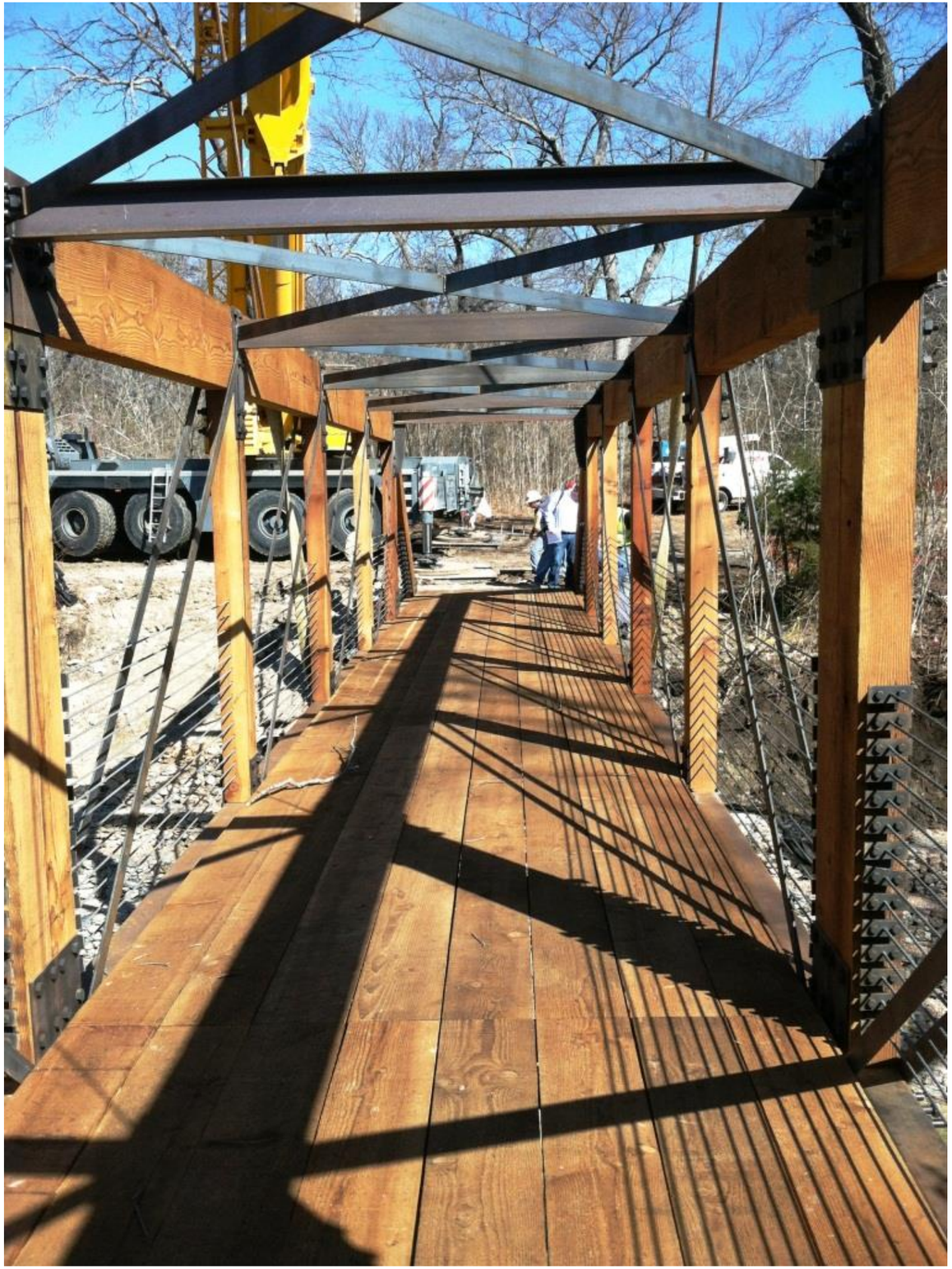

Breckinridge Park Pedestrian Bridge

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