

SOUTHWESTERN MEDICAL DISTRICT

URBAN STREETScape MASTER PLAN



2.3 MILLION

employees and visitors
annually



21,000

visitors/day



12,000

and growing
residential population



390

acres



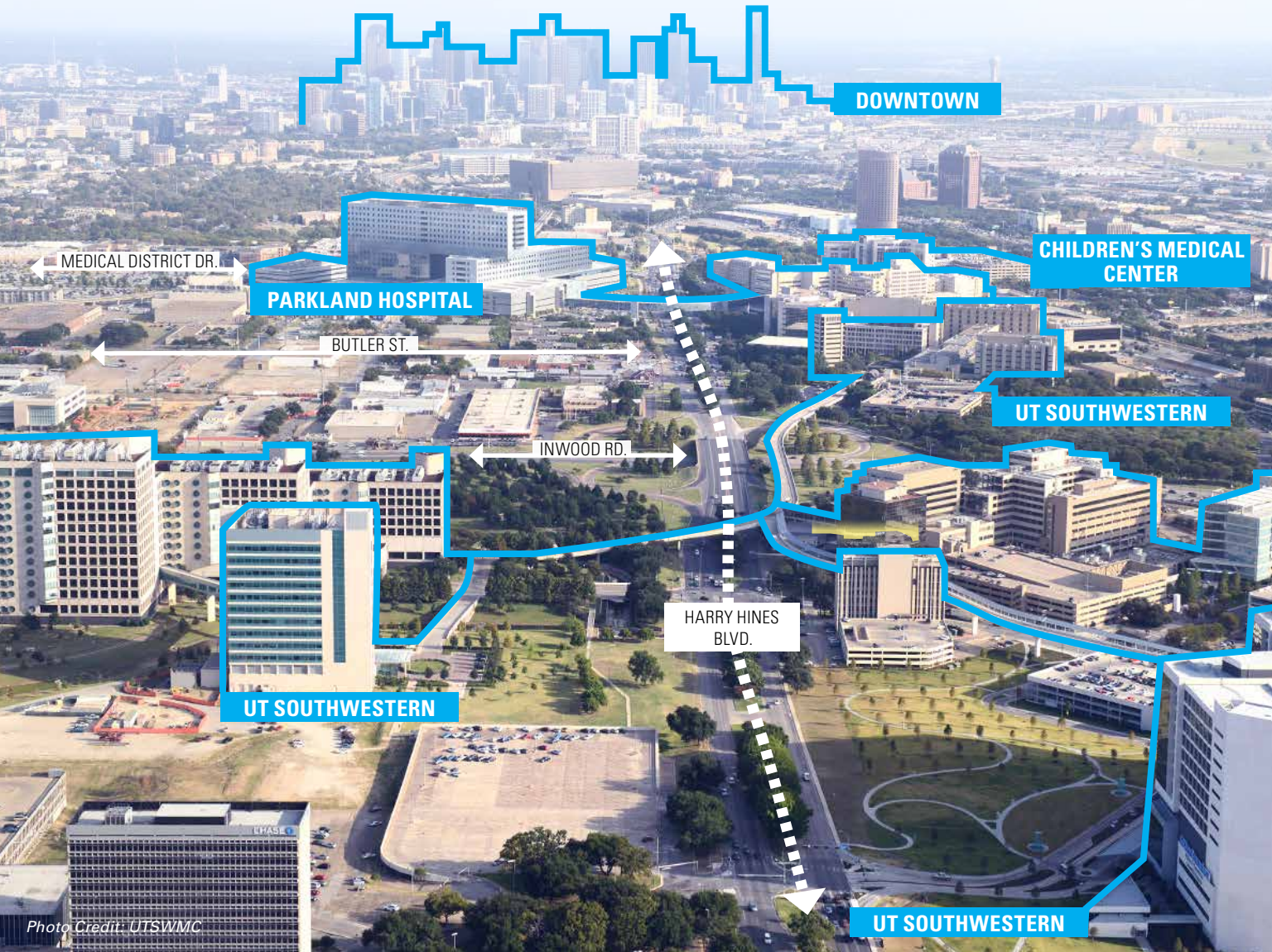
16 +

miles of
transportation
corridors



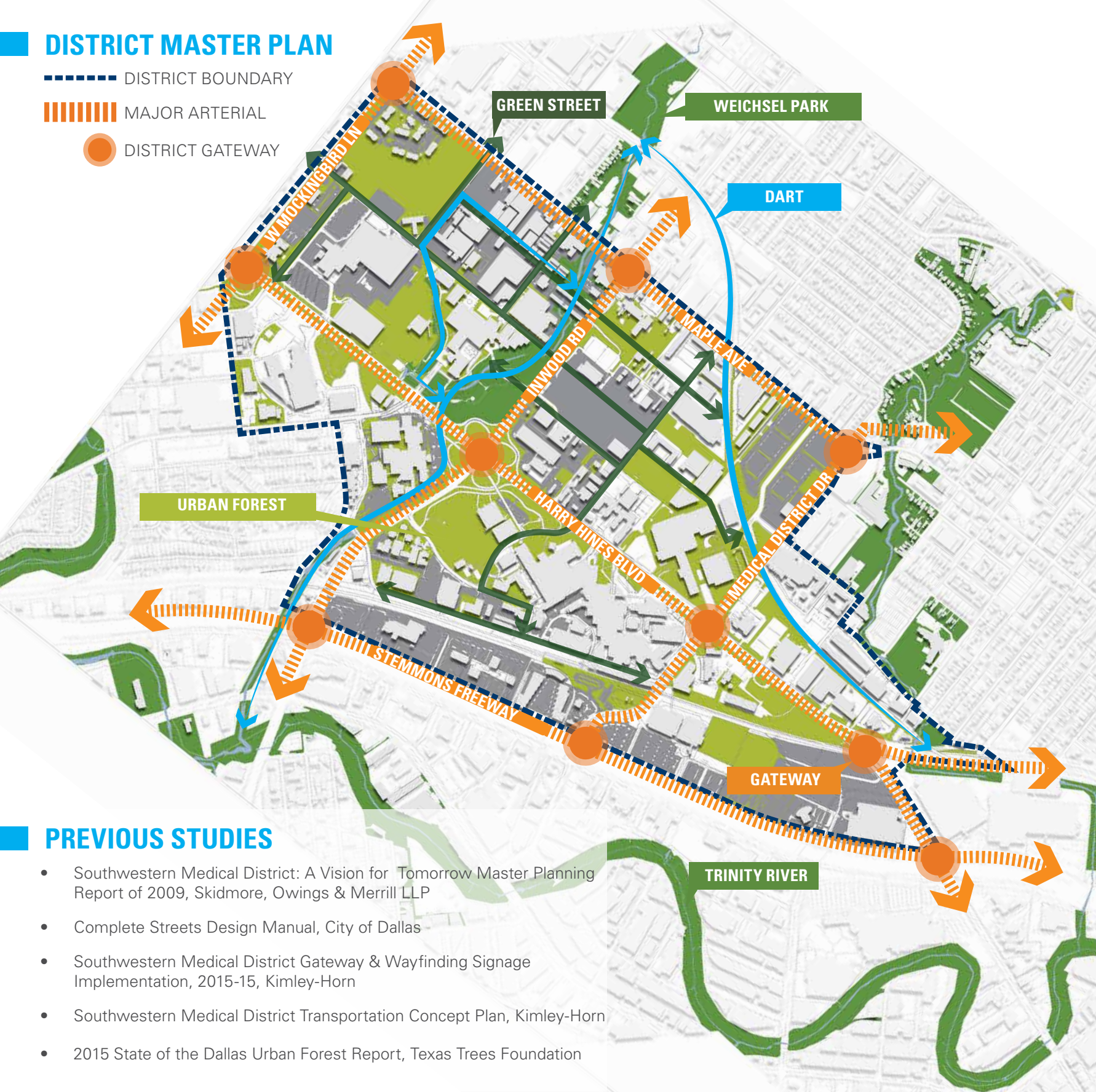
3

renowned world-
class medical
institutions



DISTRICT MASTER PLAN

- DISTRICT BOUNDARY
- ||||| MAJOR ARTERIAL
- DISTRICT GATEWAY



PREVIOUS STUDIES

- Southwestern Medical District: A Vision for Tomorrow Master Planning Report of 2009, Skidmore, Owings & Merrill LLP
- Complete Streets Design Manual, City of Dallas
- Southwestern Medical District Gateway & Wayfinding Signage Implementation, 2015-15, Kimley-Horn
- Southwestern Medical District Transportation Concept Plan, Kimley-Horn
- 2015 State of the Dallas Urban Forest Report, Texas Trees Foundation

VISION

The Texas Trees Foundation, through a generous gift from the Lyda Hill Foundation and in partnership with Southwestern Medical District, is creating an Urban Streetscape Master Plan for the District area. The genesis of this project was identified through findings from the 2015 State of the Dallas Urban Forest Report prepared by the Texas Trees Foundation. The study found that the Medical District had less than 7% tree canopy and was a major urban heat island. The Southwestern Medical District Urban Streetscape Master Plan will create a “sense of place” and a design that is magical yet functional, sensitive to ecological requirements, and will provide a safer vehicular and pedestrian environment – one that reduces stress and supports a community for healing the body, mind and spirit.

APPROACH

PRIORITIZE *A HEALTHY ENVIRONMENT*



TREE CANOPY



RAIN GARDEN



GREEN STORMWATER



URBAN FOREST

ESTABLISH *HEALTHY SYSTEMS*



WAYFINDING



SITE FURNISHINGS



SAFE INTERSECTIONS



LIGHTING

ENCOURAGE *HEALTHY PEOPLE*



BIKING



RUNNING



WALKING



RESTING

DEFINING SUCCESS



COMMUNITY

- Encourage community support and fundraising
- Increase walkability and comfort
- Increase safety



ECONOMIC

- Keep project on budget/on-schedule
- Consider revenue vs. operation model
- Create philanthropic opportunities
- Increase reinvestment values



DESIGN

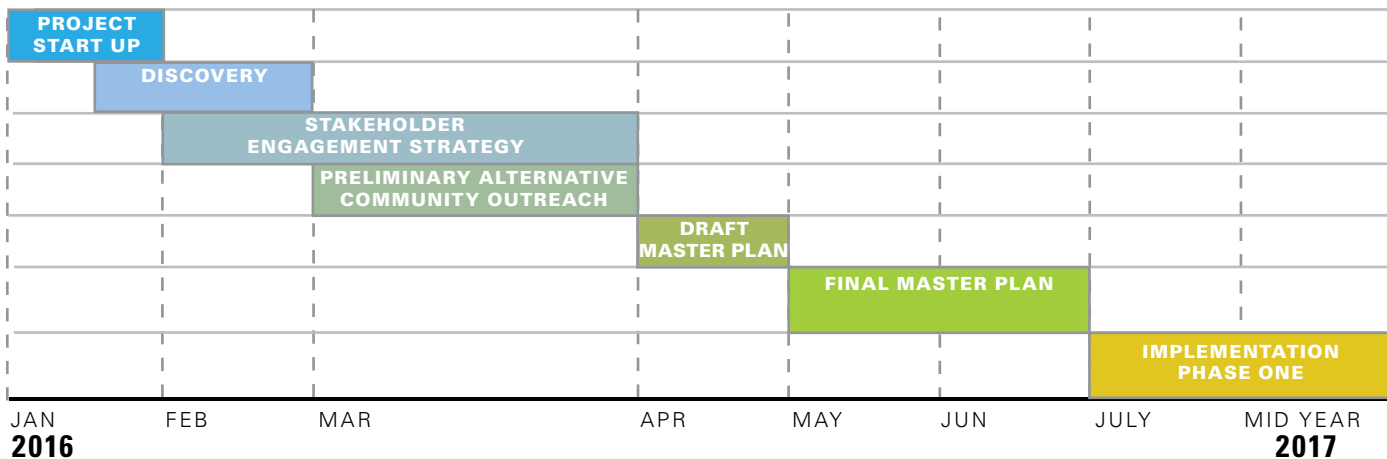
- Advance the Southwestern Medical District character
- Consider human sensory through mind, body and spirit
- Maximize seasonality



ENVIRONMENT

- Strengthen connection with nature
- Improve stormwater quantity/quality
- Improve human comfort
- Incorporate resilient planting

PROPOSED SCHEDULE



DESIGNWORKSHOP

DLDS DAHLBERG LANDSCAPE DESIGN STUDIO

SOUTHWESTERN MEDICAL DISTRICT

For more information, contact Janette Monear, President, Texas Trees Foundation

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