

Dorothea Dix Park

Master Plan Executive Committee

Date: Thursday, April 27, 2018
Time: 12:00pm – 2:00pm
Location: Raleigh Municipal Building, Room 305

Meeting Summary

Kate Pearce provided a welcome to the Executive Committee and an update on all of the programs and events that have occurred at Dix Park since the beginning of the year (see Attachment A).

Michael Van Valkenburgh Associates (MVVA) Scope Review and Discussion: Kate Pearce presented the following executive summary of the draft scope of work for the master plan provided by MVVA.

Project Goals:

The goal of the Dix Park Master Plan is to create a framework for a park that serves Raleigh and the surrounding areas, and is a draw for a national audience. The Master Plan will guide future design work in improving connections with adjacent and distant neighborhoods; establishing programs that build the functionality of the site; honoring the historical legacy of Dix Hill and the former hospital; and creating mechanisms for sustaining the new park for future generations in the context of a growing metropolitan area.

Deliverable:

The core deliverable is a Master Plan Document. Exact contents and format of the Master Plan Document are to be determined, but it will include:

- Narrative of existing conditions, challenges and opportunities, and analytical work
- Narrative of master plan design concepts, including landscape and buildings
- Narrative of master plan implementation strategy, including concepts for phasing, financing, maintenance, and operations
- Site plan diagrams
- Plan diagrams at an urban and regional scale to illustrate urban design and planning concepts
- Sketch and diagrammatic views
- Other graphics and diagrams as needed to convey Master Plan concepts
- Annotated index of supporting technical documents

Public Engagement:

- Proposed MVVA-led Outreach
 - 6 large scale community events/meetings
 - 7 sessions with the Dix Park Master Plan Executive Committee
 - 11 sessions with the Dix Park Master Plan Advisory Committee
 - 8 sessions with the Dix Park Master Plan Workgroups
 - 8 sessions with additional stakeholder groups (e.g., NCSU, Farmer's Market, County Commissioners, Chamber, Advocacy Groups)
- Proposed City-led Outreach
 - Event-based engagement
 - Existing festivals
 - Dix Park programs and events (e.g., Picnic in the Park, Winter Wonderland, Kite Festival, Taste of Raleigh, Field Day)
 - Road shows
 - Web and social media-based engagement

Schedule:

Discovery: June 2017 – December 2017

- MVVA will produce base plans of existing conditions of site and context. Base plans will establish a consistent format for illustrating master plan concepts and revisions over time, and will include, at minimum, the following data layers as gathered by MVVA and consultants:
 - Geomorphology, vegetation, and hydrology
 - Infrastructure and utilities
 - Roads, bridges, and rail lines
 - Site Buildings and other structures
 - Ownership and leaseholders
 - Historical uses and change over time
 - Regulatory designations of areas and structures
- MVVA will produce a digital 3D model based on available GIS topographic data and documentation of site structures, at a fine enough resolution to illustrate and test high-level Master Plan concepts
- MVVA will produce a physical site model of existing conditions, to be used internally and presented at client and public meetings to illustrate issues and opportunities
- MVVA will produce a statement of issues, opportunities, and priorities for Dix Park including plan diagrams, site photos, and precedents.
- MVVA will manage a master GIS database incorporating all data and analysis gathered and produced by the MVVA Team within a consistent and well documented organizational framework. All data and documentation will be indexed packaged along with the final Master Plan

- MVVA will review and compile reports, memoranda, and other investigation and analysis products created by the MVVA team: all supporting work will be indexed and packaged along with the final Master Plan
- As part of the Discovery phase, MVVA will develop initial concepts for park program, circulation, mobility, landscape typologies, and urban connections to be refined and further developed throughout the project schedule

Concept Development: December, 2017 – August 2018

- MVVA will produce working a working physical site model to illustrate master plan concepts. Larger scale study models may be produced as needed to develop and illustrate sub-area concepts. Models will be transported to large Community Meetings, and may be used in smaller work sessions.
- MVVA will present a series of site plans for each large Community Meeting to illustrate current concept development progress. All concepts will be reviewed by the MPEC and DAC in the form of working presentations before public presentation.
- In addition to plans, graphics including sections/elevations, sketch views, material studies, precedent images, mappings, diagrams and 3D digital model studies will be presented at large Community Meetings and small public work sessions after review by the MPEC and MPAC.
- The MVVA Team will produce specialized technical memos to support Master Plan proposals
- MVVA will synthesize analytic work of all consultants on the MVVA team into presentation materials keyed to specific concepts. Proposals supported by specific data will cite sources, level of resolution of data and analysis, and recommendations for further study as needed.
- All public presentation materials will be made available to the Client in usable formats for web and print publications.
- MVVA will keep a record of public and stakeholder feedback from large Community Meetings and small work sessions.
- MVVA will develop and convey an overall landscape approach to the site with specific strategies for sub-areas and features, including, at minimum, the remains of the main A.J. Davis hospital complex, the historic Umstead Drive entry, the Rocky Branch corridor, the Lake Wheeler Drive edge, the interface with the future Spring Hill Campus and State Farmers Market, the freight rail line, the large field west of the rail line, the landfill area and gravesites, and the former employee cottages.
- MVVA will develop and convey strategies for improved connections to adjacent neighborhoods and institutions, as well as to downtown Raleigh.
- MVVA will develop and convey park program concepts with the goal of attracting users and supporters from Raleigh, the surrounding region, and the state.
- MVVA will develop and convey a strategy for selective reuse and removal of existing site buildings to support new park program and potential park financing mechanisms.
- In addition to formal presentation materials, working graphics and other documents will be produced to convey concepts to client groups as needed.

- MVVA will prepare a graphic presentation and accompanying materials for Community Meetings

Direction: August 2018 – February 2019

- MVVA will finalize Master Plan concepts, incorporating client and public feedback.
- MVVA will develop high-level implementation and operations strategies for landscape concepts to be incorporated into the final Master Plan
- MVVA will provide professionally printed copies of the final Master Plan document(s), the exact format of the Master Plan to be approved by the Client. Professional printing costs for 8 copies of the master plan are included in MVVA's estimated expenses.
- Additional copies will be provided upon request at 1x printing cost.
- MVVA will provide digital versions of all final Master Plan documents in PDF format
- MVVA will compile and organize all supporting technical documentation produced and gathered by the MVVA Team and attach to the final Master Plan document
- MVVA will prepare a graphic presentation and accompanying materials for Community Meeting #4, which will be compiled with any other supporting documents produced during the corresponding period and submitted to the Client as a record of Master Plan progress. The submission will focus specific topics covered in Community Meeting #4 as well as general Master Plan development. Master Plan Roll-Out: November 14 – February 7, 2019
- MVVA will review the Final Master Plan submission with the DAC, MPEC, City and Conservancy staff
- MVVA will incorporate client feedback into a final public presentation of Master Plan content at Community Meeting #5
- MVVA will advise on the implementation of the Master Plan for further phases of design
- MVVA will make minor adaptations of Master Plan content for web and other media to support continued promotion of the Master Plan and the Park

Fees and Expenses:

MVVA has prepared a scope for design fees totaling \$1,826,220, with estimated reimbursable expenses of \$123,300. MVVA Team services will be performed on a lump sum fee basis, billed monthly according to percentage completion.

Diane Sauer made a motion to approve the MVVA scope. Carlton Midyette seconded the motion. Mayor called for the vote; the committee unanimously approved MVVA scope. The Committee directed staff to present the draft scope to City Council for their review and approval.



DOROTHEA DIX PARK, BY THE NUMBERS

APRIL 2017

PROGRAMS

22

total programs & activities

1428

participants

MOVIE NIGHT
SPRING FLING WITH ADULT EGG HUNT
ARCHITECTURAL TOUR
CIVIL WAR TALK

TOURS & PRESENTATIONS



8

walking tours

280

participants



12

presentations

480

attendees

COMMUNICATIONS

SOCIAL MEDIA, @DIXPARK



1422

likes

9003

reach

2391

engagement

NEWSLETTER

1939

sent

1220

open

63%

open rate



422

followers



177

followers