

December 13th, 2022

Fall 2022 Design Studio



REIMAGINING THE MATILDA LOT

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MEET OUR TEAM



Emma Goff



Steve Kinder



Kenedy Kundysek



Harrison Tassopoulos



Tanner Williams



Dubzeey Wu



Aline Zuniga



DESIGN CHALLENGE

How might we improve the quality of
life through reimagining land use for the
University Crossing community?

AGENDA

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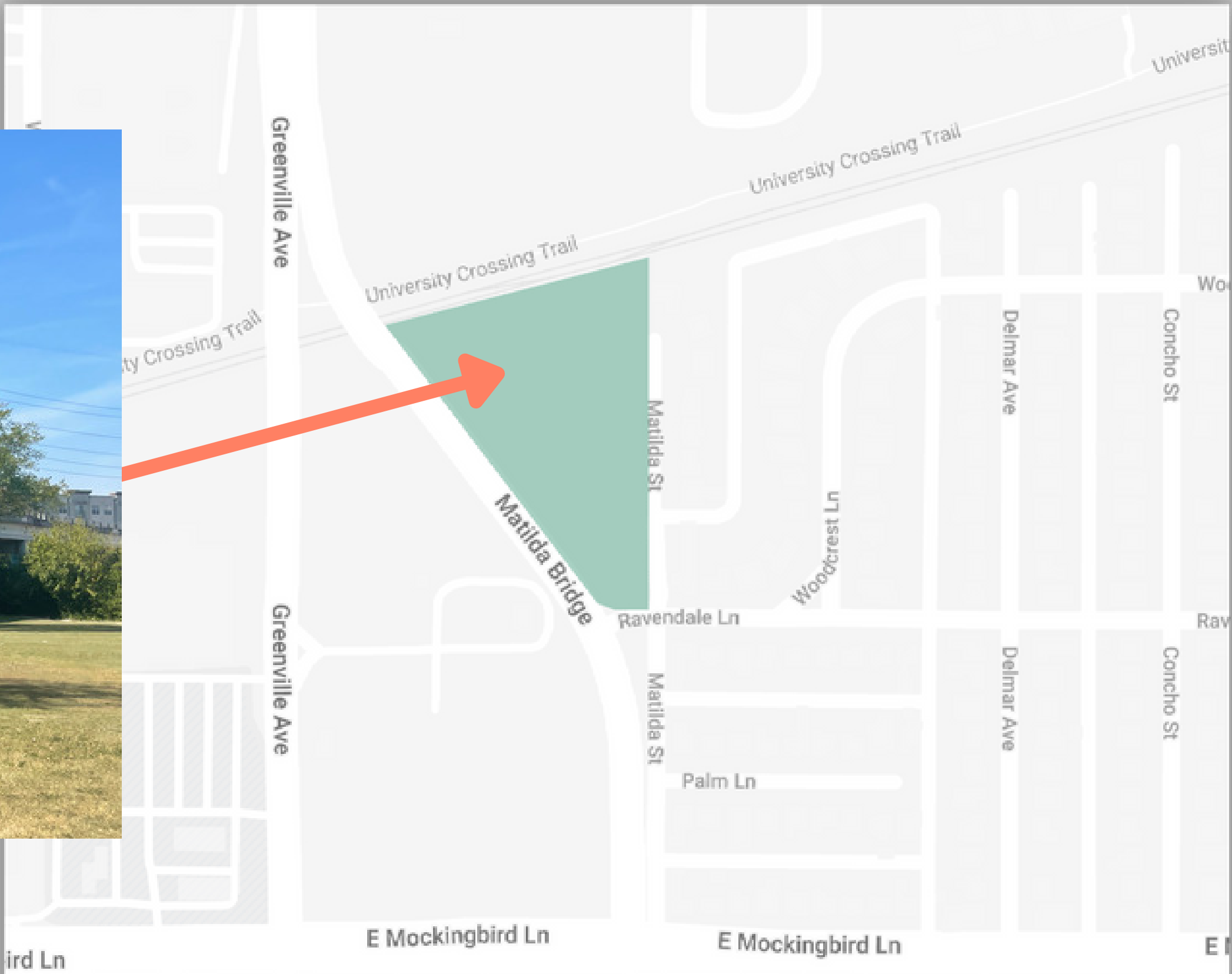
CONTEXT

THE MAYOR'S CHARGE

“ [The] city manager will soon be asked to produce a complete inventory of all unused, underused, or vacant city-owned land. If there isn't a feasible development plan for any piece of city-owned property, it's time to look at how to responsibly and strategically develop it into a park or other green space or affordable housing.

Dallas Mayor Eric Johnson
State of the City Address, November 2022

THE MATILDA LOT



FIRST IMPRESSIONS

August 24th



FORGOTTEN



LOW-USE





WE ARE CREATING SPACE FOR PEOPLE, WITH PEOPLE.

Krista Nightengale, Executive Director, Better Block
Expert Interview, September 29th, 2022



GUIDING DESIGN RESEARCH QUESTIONS

1. Who are we designing for and with?
2. How is the Matilda Lot currently being used?
3. How does the community want to use the Matilda Lot in the future?

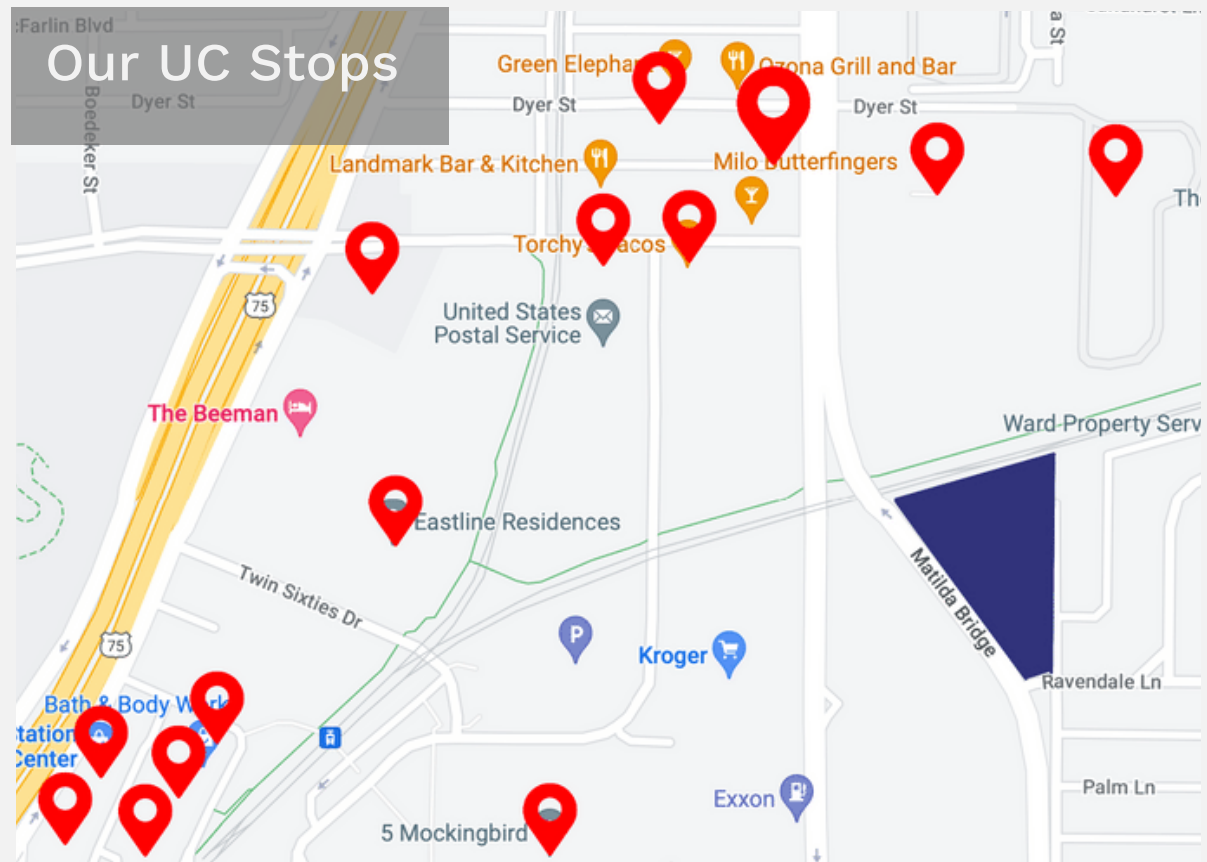
DESIGN RESEARCH



DESIGN RESEARCH

OBSERVATION
EXPERT INTERVIEWS
NEIGHBORHOOD ENGAGEMENT

OBSERVATION: UNIVERSITY CROSSING TRAIL



OBSERVATION: UNIVERSITY CROSSING TRAIL

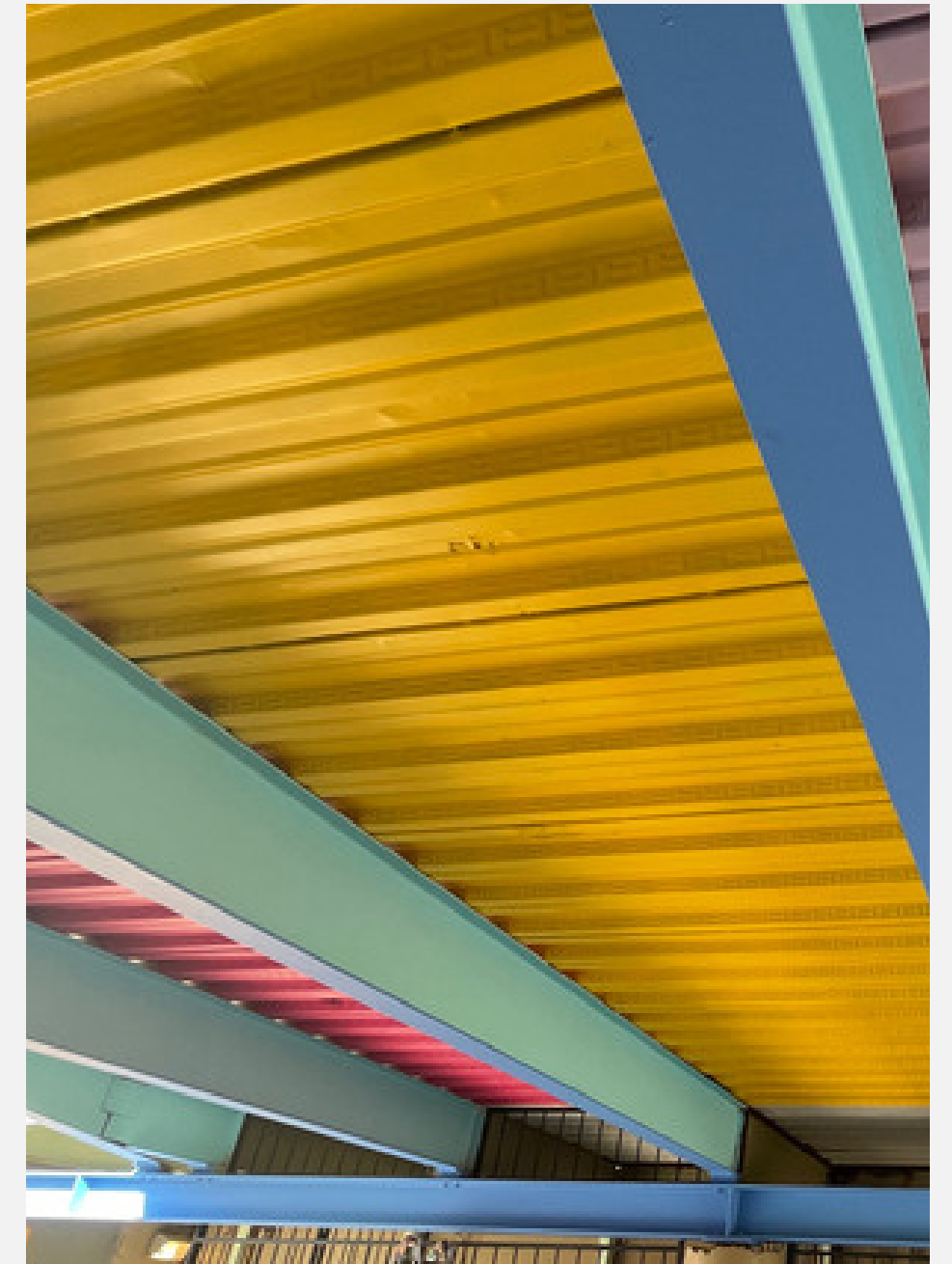
September 10th

Music on Mockingbird



September 30th

Meeting JM Rizzi





DESIGN RESEARCH

OBSERVATION

EXPERT INTERVIEWS

NEIGHBORHOOD ENGAGEMENT

EXPERT INTERVIEWS: UCPID LEADERSHIP

Goal: To understand the UCPID's goals and priorities



Brad Cheves



Matt Omundson



Annette Eastman



Lawrence Ward

EXPERT INTERVIEWS: UCPID LEADERSHIP

Goal: To understand the UCPID's goals and priorities

“We all want to live in a nice neighborhood.

Matt Omundson, Glenstar Properties, October 2022



Improve Safety in
University Crossing



Develop the
University Crossing Trail



Elevate University Crossing
as a Destination

EXPERT INTERVIEWS: UC COMMUNITY

Goal: To understand community interests and relationship with the Matilda Lot

| | |
|-------------|--|
| BUSINESSES | Centre Store Milo Butterfingers CBRE |
| RESIDENTIAL | BLVD Mockingbird Flats Lofts at Mockingbird Station The Residences at The Highland 5 Mockingbird Apartments The Shelby Residences |
| SCHOOLS | Mockingbird Elementary Dad's Club Mockingbird Elementary SBDM Committee |
| GOVERNMENT | Office of City of Dallas Council Member Paul Ridley, District 14 |



EXPERT INTERVIEWS: UC COMMUNITY

Goal: To understand community interests and relationship with the Matilda Lot

Perspective on the University Crossing Community

““ The community is vibrant, young, and eclectic.

Tommy Donohue, Milo Butterfingers
September 2022

Perspective on The Matilda Lot

““ I thought that was owned by Oncor. We have everything here anyway.

Security Officer, Mockingbird Station
September 2022

KEY LEARNING

Business owners, employees, residents, and visitors within the geographic boundary of the PID are not actively interacting with the Matilda lot.

So who is using the Matilda Lot?



The residents
closest in proximity

North Stonewall Terrace



DESIGN RESEARCH

OBSERVATION

EXPERT INTERVIEWS

NEIGHBORHOOD ENGAGEMENT

NEIGHBORHOOD ENGAGEMENT

Goal: To understand residents' relationship with the Matilda Lot

2 Saturday mornings

10 hours invested

133 homes visited

32 doorstep conversations

46 survey responses

3 email conversations

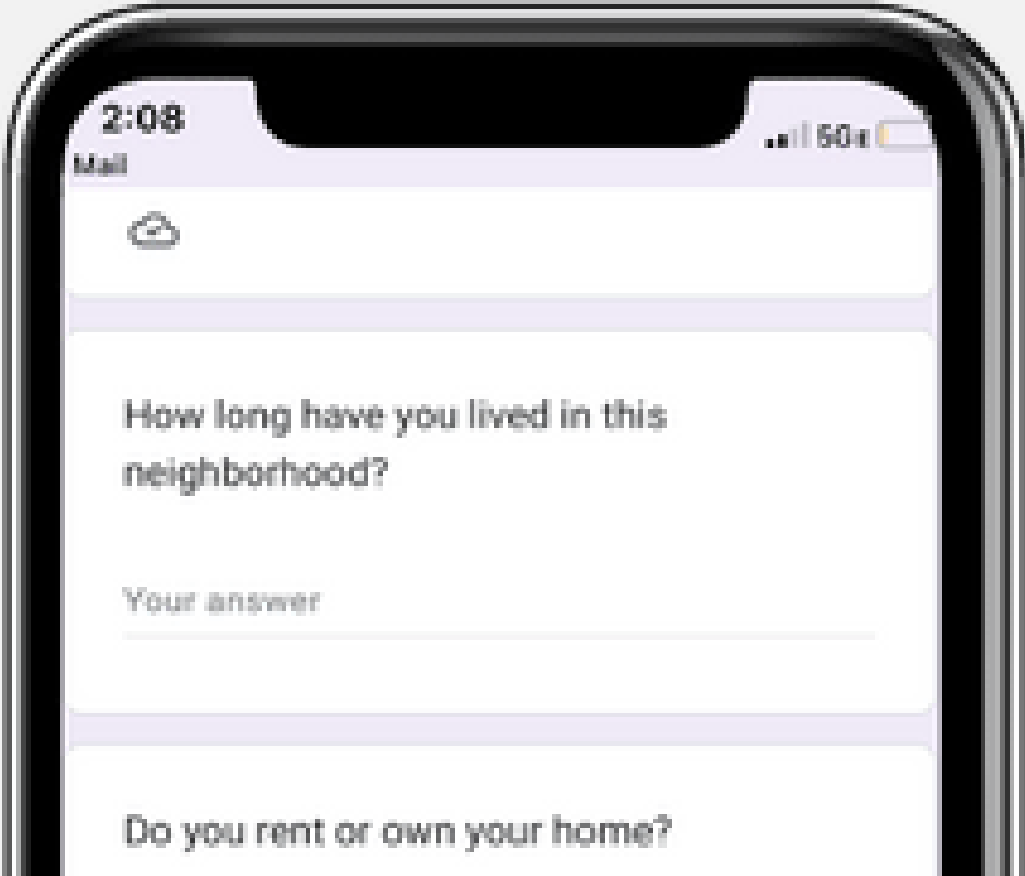


NEIGHBORHOOD ENGAGEMENT

Goal: To understand residents' relationship with the Matilda Lot



Questions, comments, or concerns?
Matilda Bridge Lot@gmail.com



NEIGHBORHOOD ENGAGEMENT

Goal: To understand residents' relationship with the Matilda Lot

North Stonewall Terrace
residents care about the lot...

"We live in a hidden gem and people feel responsible. A group of us even tried to put flowers on the land."



...and are hesitant of
major development

"Leave it alone!"



"I would be open to nature based improvements."



"A patch of bluebonnets or sunflowers or other flower garden area would be nice..."

KEY LEARNING

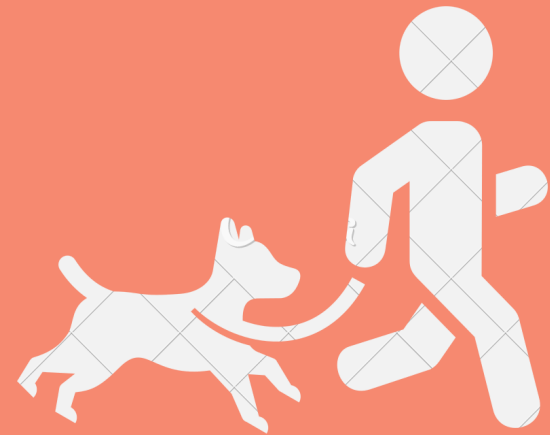
From all of our conversations, survey responses,
and email exchanges, we learned that...



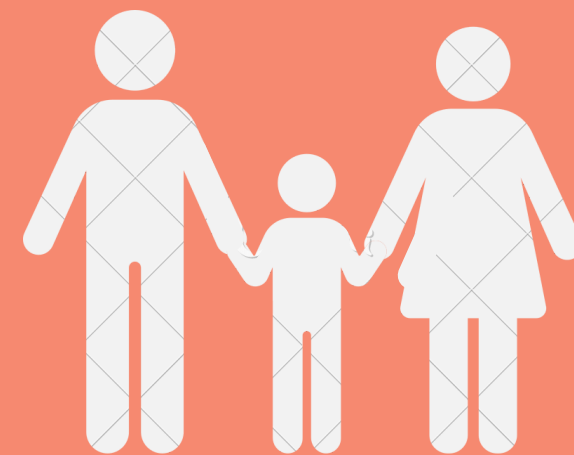
The Matilda Lot is already being used.

KEY LEARNING

The Matilda Lot is already being used.



Dog Owners



Families with Children



Walkers

KEY LEARNING

The Matilda Lot is already being used.



Residents are interested in
low-impact improvements.

WHATEVER WE DESIGN SHOULD...

1. Respect the neighborhood and residents' interests.
2. Maintain the current open and flexible use of the space.
3. Feel inviting and safe.
4. Elevate and enable the community to continue to use the space.

WHATEVER WE DESIGN SHOULD...

...be tested under real conditions.

OUR DESIGN PROTOTYPE

OUR DESIGN PROTOTYPE

THE EVENT PLAN

DESIGN PROTOTYPE FINDINGS

THE EVENT PLAN

3 hours

Matilda Lot Community Event Day

- Community cleanup
- Design feedback activity
- Benches and planters
- Edge activation

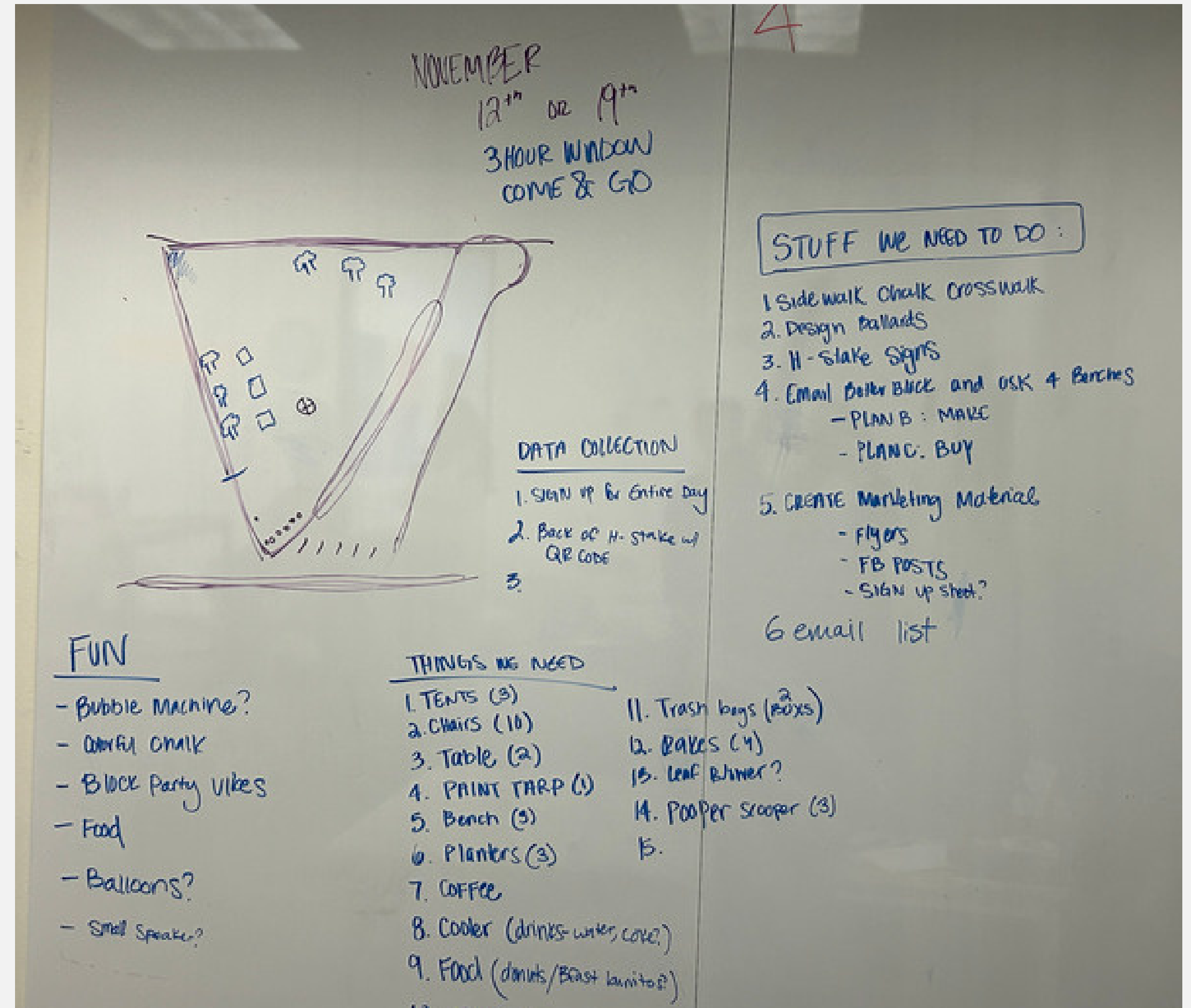
+ event participant survey

2 weeks

Extended Prototype

- Benches and planters
- Edge activation

+ lot visitor survey

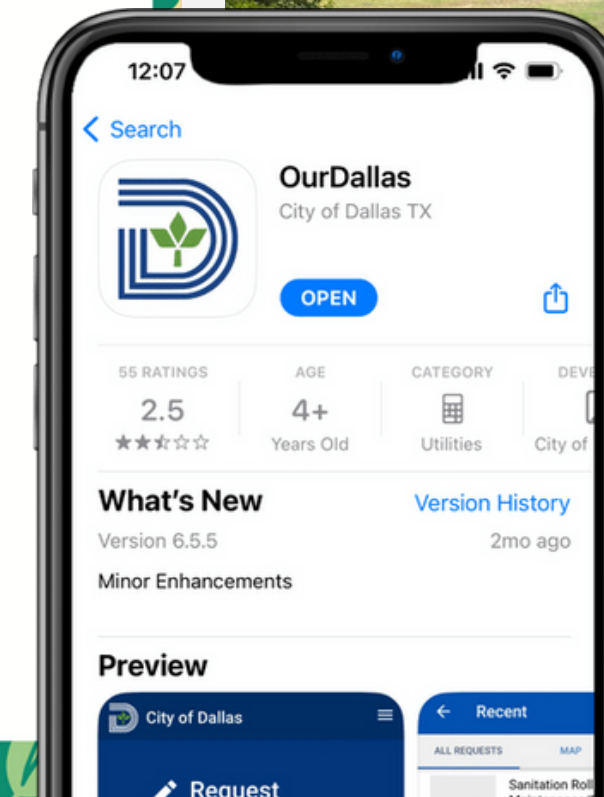
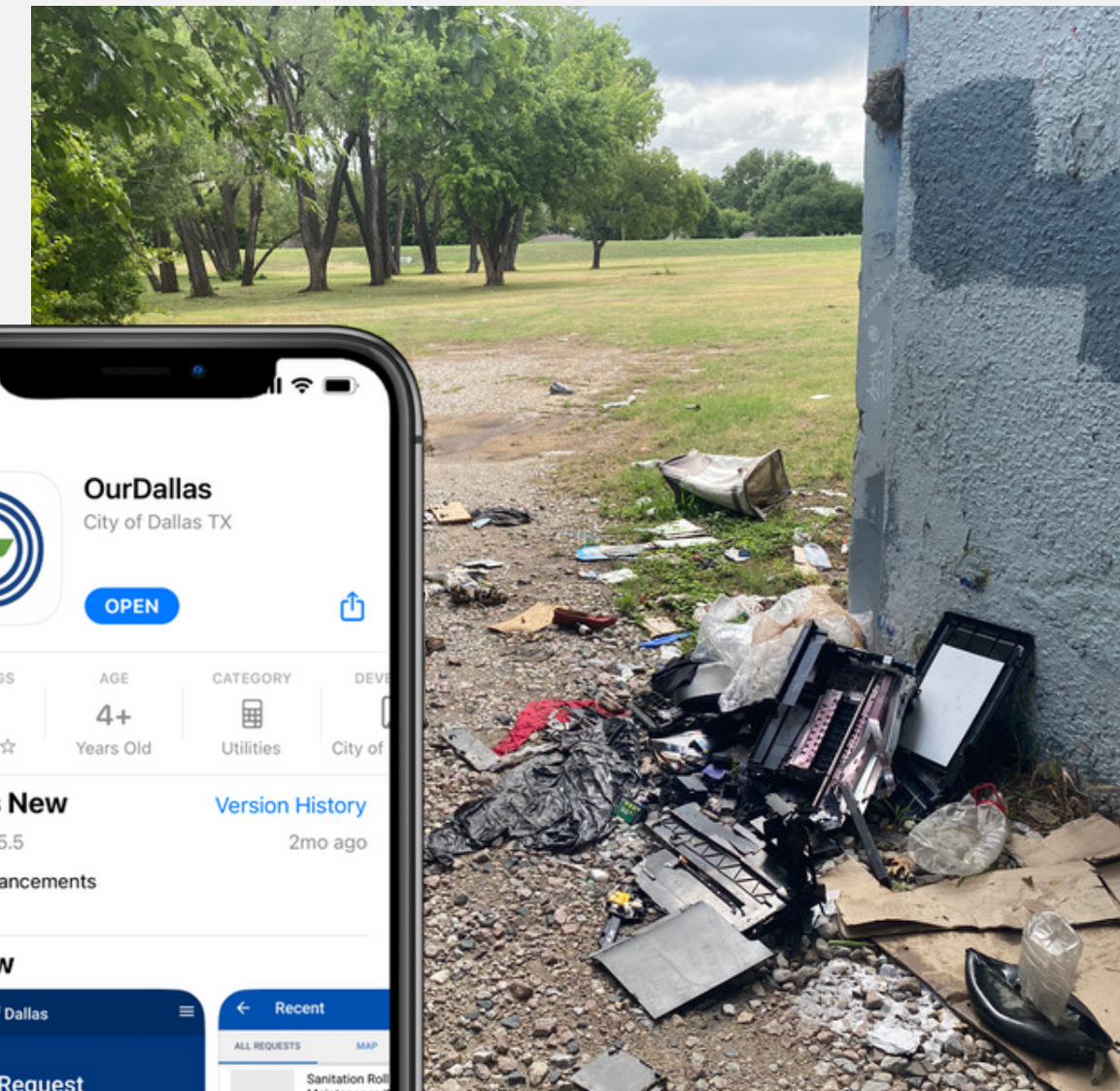
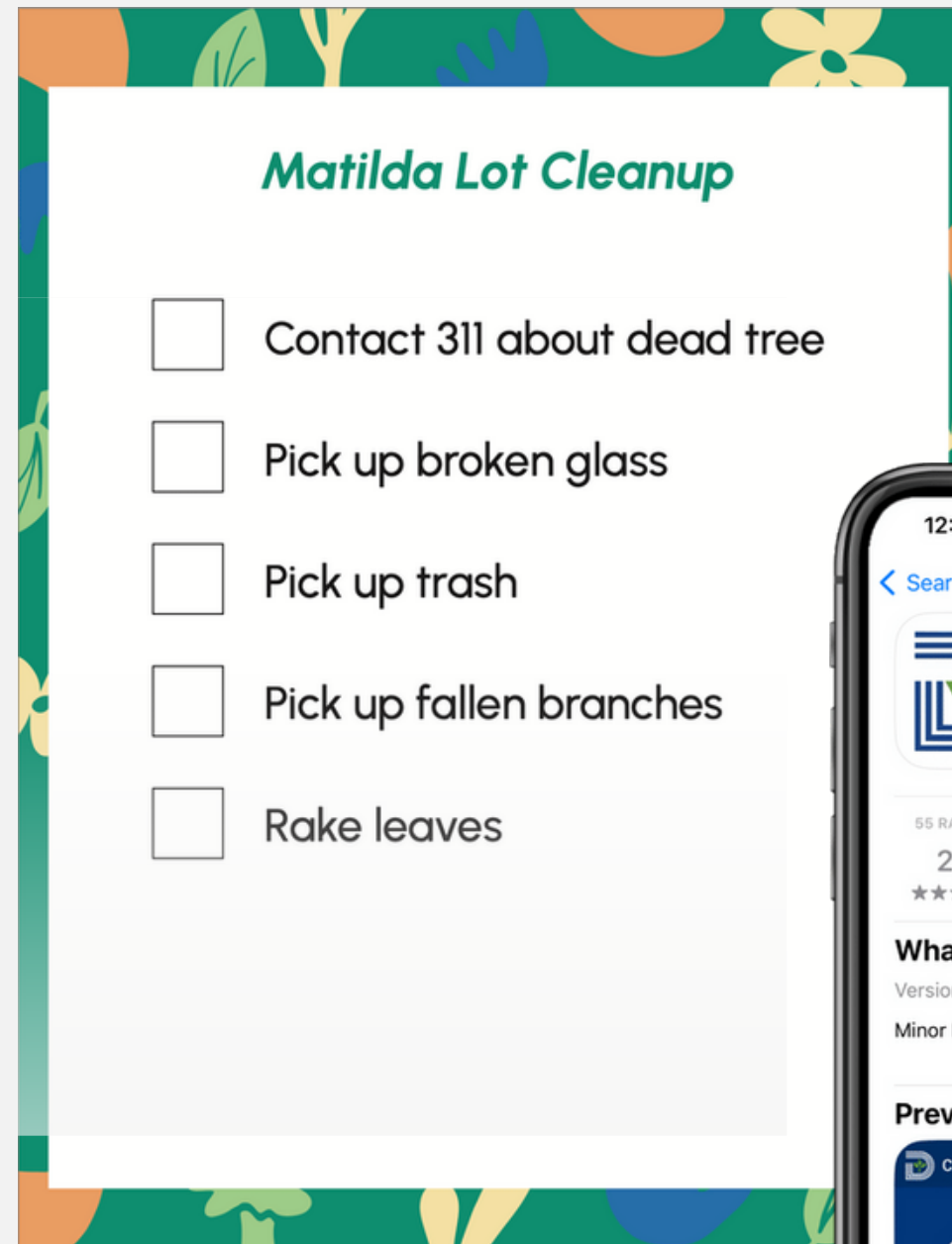


THE EVENT PLAN

#1 Community cleanup

We wanted to try a programmed community of "Friends of Matilda Lot" that instills values of safety and works to landscape and maintain the area.

Will the neighborhood's sense of ownership around this space extend to a willingness to care for it?



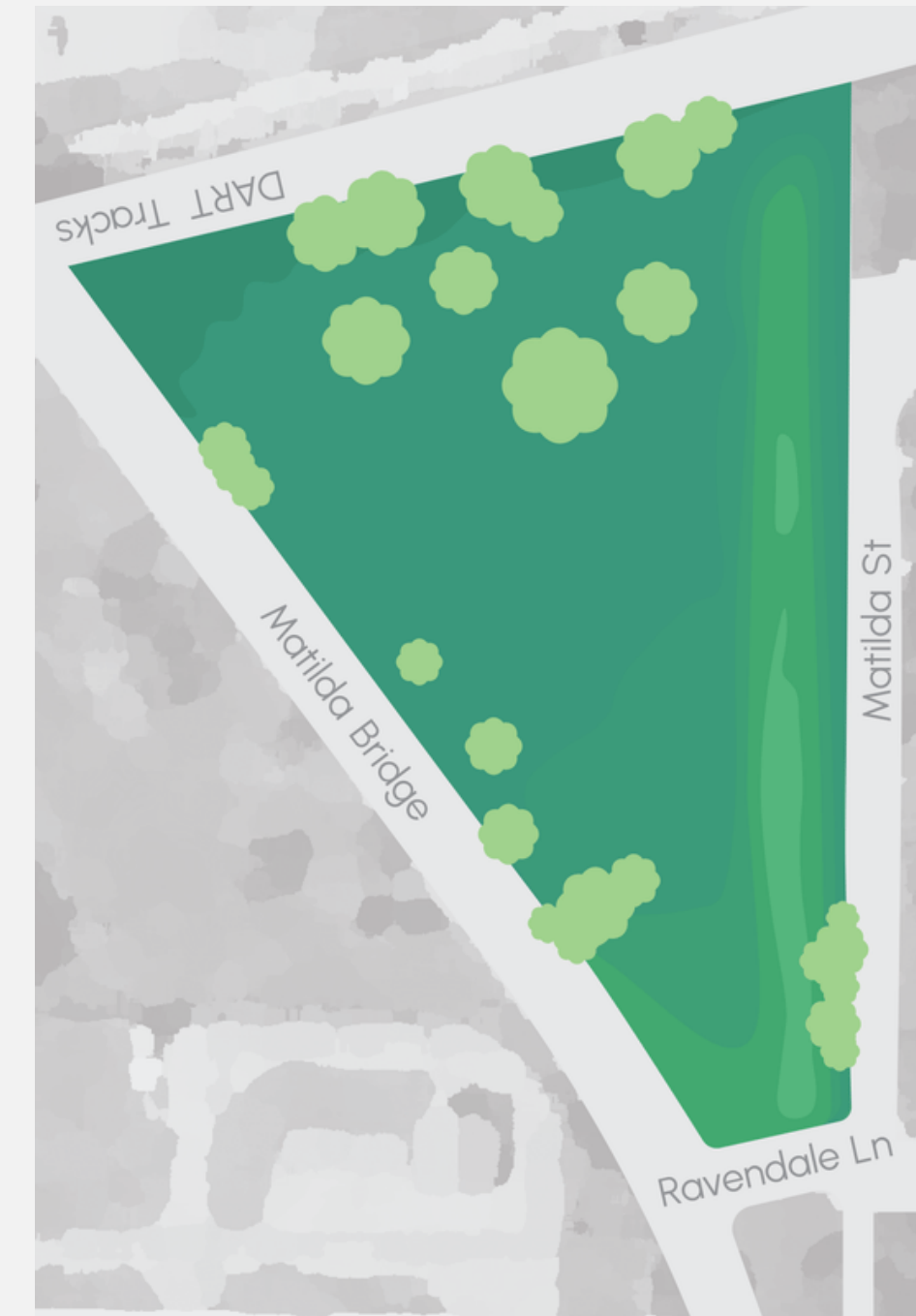
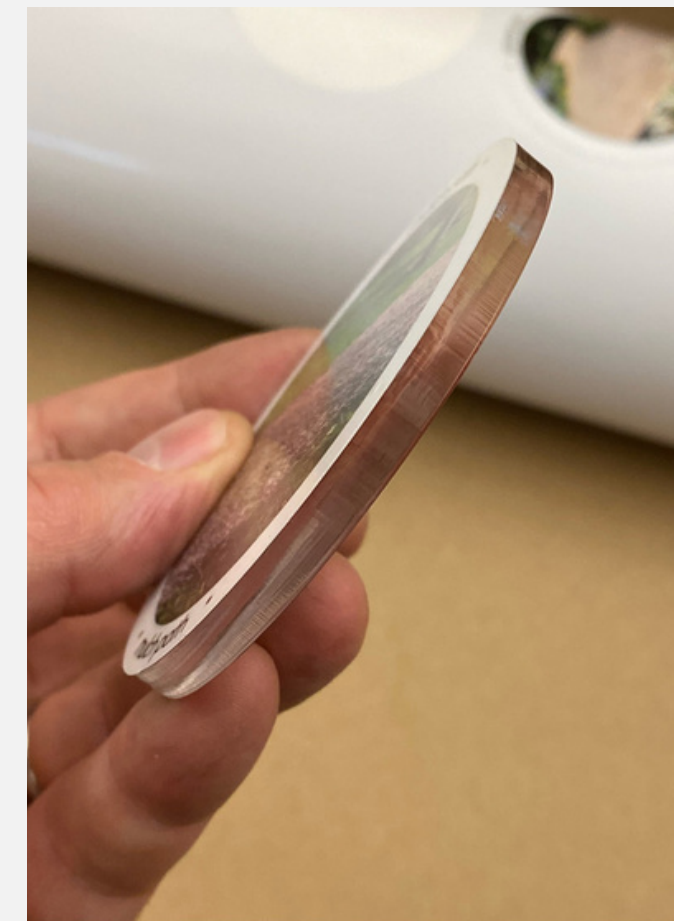
THE EVENT PLAN

#2 Design feedback activity

Can the community create a space that meets their needs and aligns with their interests?

What park and park-like elements are important to this community?

How can we encourage the community to have a role in the design process?

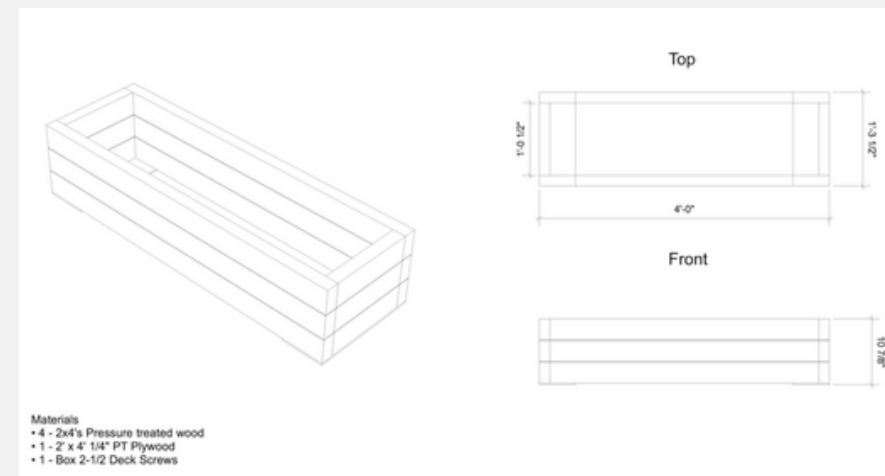


THE EVENT PLAN

#3 Benches and planters

Can a few minimally invasive items help the community feel a sense of improvement on their quality of life?

Will people's desires for this space change when they are considering improvements while actively visiting the space?



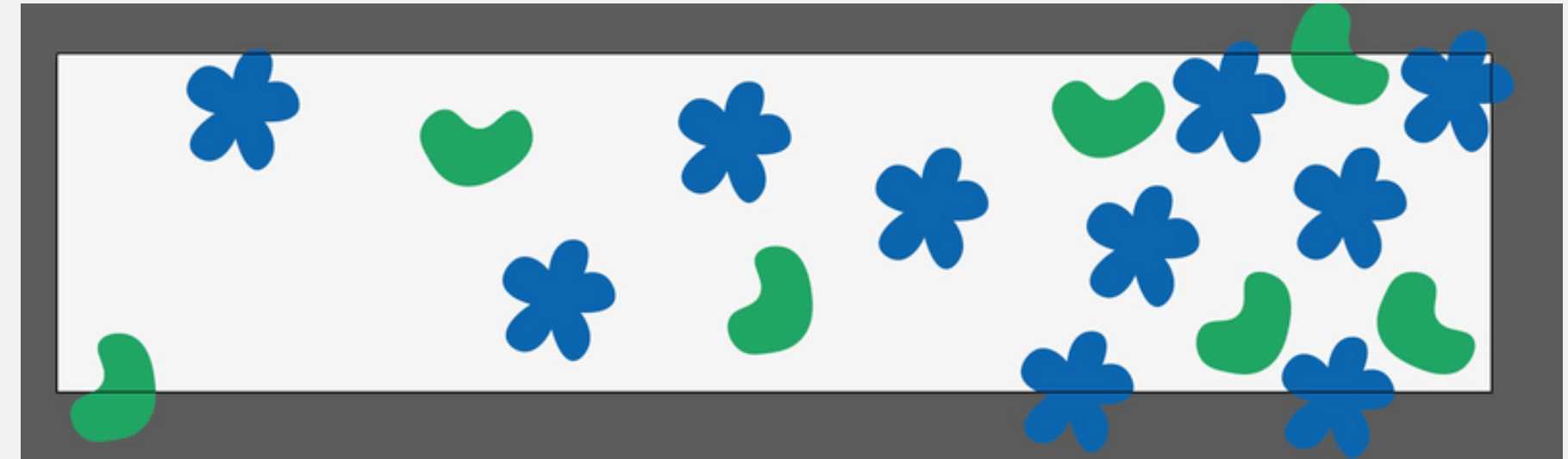
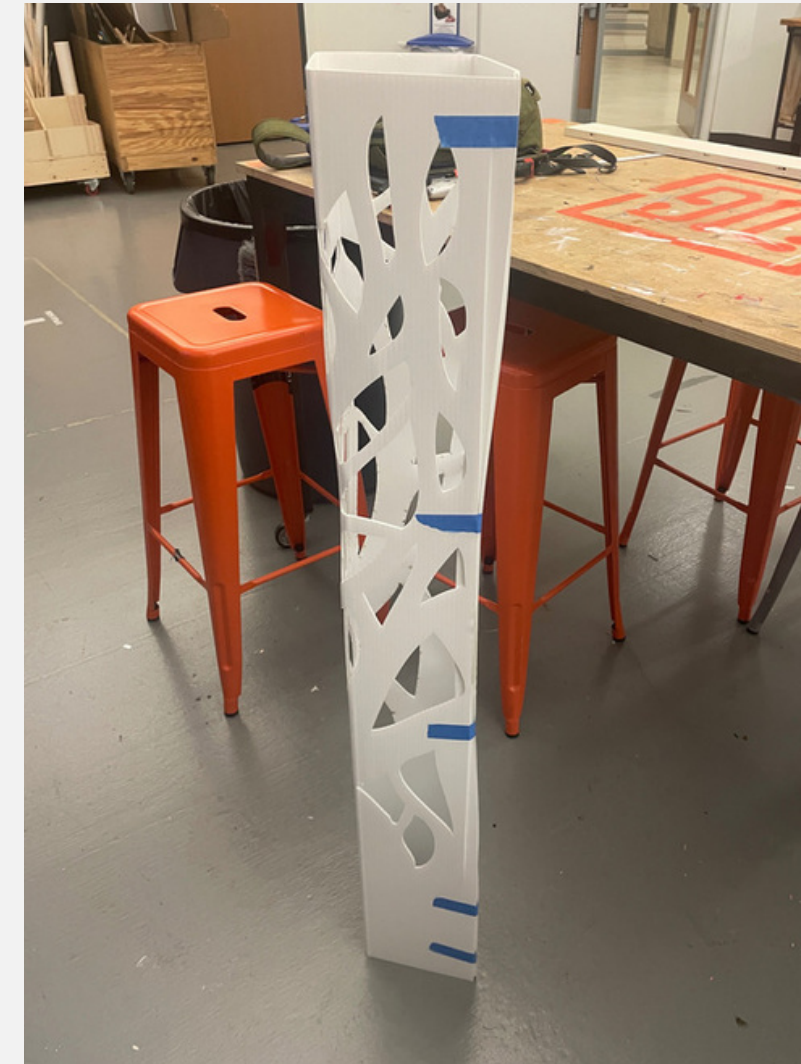
THE EVENT PLAN

#4 Edge activation

What visual and physical elements draw people into a space like the Matilda Lot?

How can enhancing the edges of a space help define its identity?

If the space has a more well-defined identity, do people feel more welcome there?



PROMOTING THE EVENT

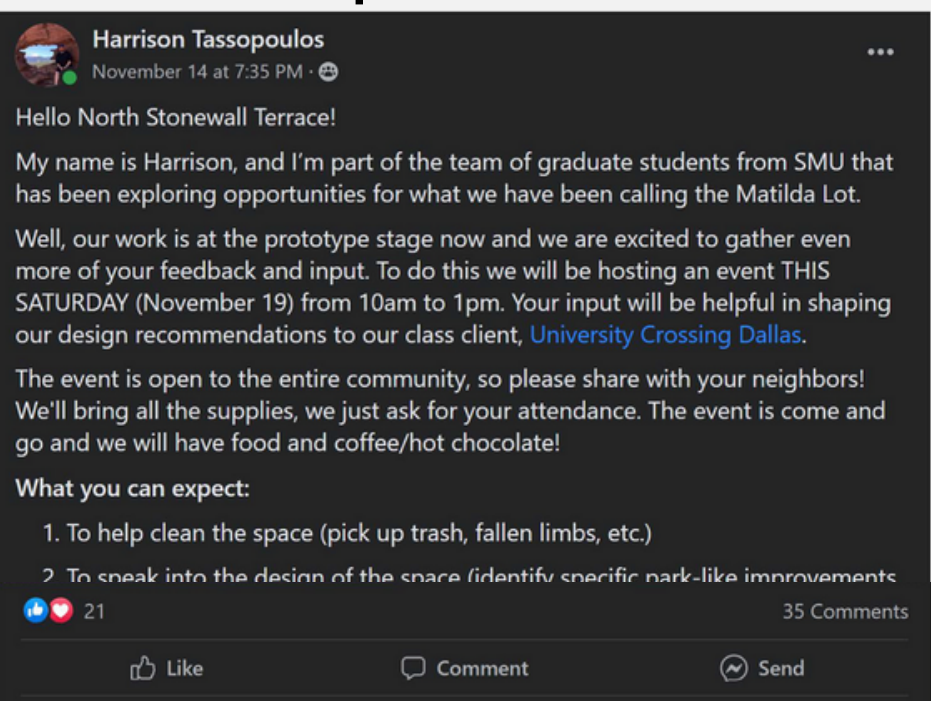
Signage



Neighborhood invitation



Facebook post



Personal invitations, emailed



OUR DESIGN PROTOTYPE

THE EVENT PLAN

DESIGN PROTOTYPE FINDINGS

NOVEMBER 19TH
10:00AM - 1:00PM

36°F

30⁺ participants

MATILDA LOT
COMMUNITY DAY
AGENDA

| | |
|----------|--------------------------------|
| 10:00 AM | Registration |
| 10:00 AM | High storage activities |
| 10:30 AM | Guided tour (designated board) |
| 11:00 AM | Guided tour (designated board) |
| 11:30 AM | Guided tour (designated board) |
| 12:00 PM | Guided tour (designated board) |
| 12:30 PM | Guided tour (designated board) |
| 1:00 PM | Guided tour (designated board) |

ONEPUSH
SOLUTIONS



PROTOTYPE RESULTS

#1 Community cleanup

North Stonewall Terrace residents are interested and willing to participate in community cleanups of the lot, but they will not organize them.



PROTOTYPE RESULTS

#2 Design feedback activity

Interests vary, but everyone wants the space to be cleaned up but remain nature forward.



It could be so much more!

Participant, during activity

Top Interests

- painting the wall (one color or mural)
- plants and flowers
 - especially native + drought tolerant
- Children's nature-play elements
- A walking path
- Benches



PROTOTYPE RESULTS

#3 Benches and planters

The additions demonstrated community presence.



Our daughter loved leaving her mark.

Survey Response, November 2022



Looks very nice and occupied in a good way.

Survey Response, November 2022



PROTOTYPE RESULTS

#4 Edge Activation

Activating the edges changed how people saw the space.



it feels like a space that i am allowed to enter

Survey Response, November 2022

PROTOTYPE RESULTS

Event participant survey

Lot visitor survey



PROTOTYPE RESULTS

Event participant survey

Lot visitor survey

16
responses

100%
were interested in
participating in clean-ups

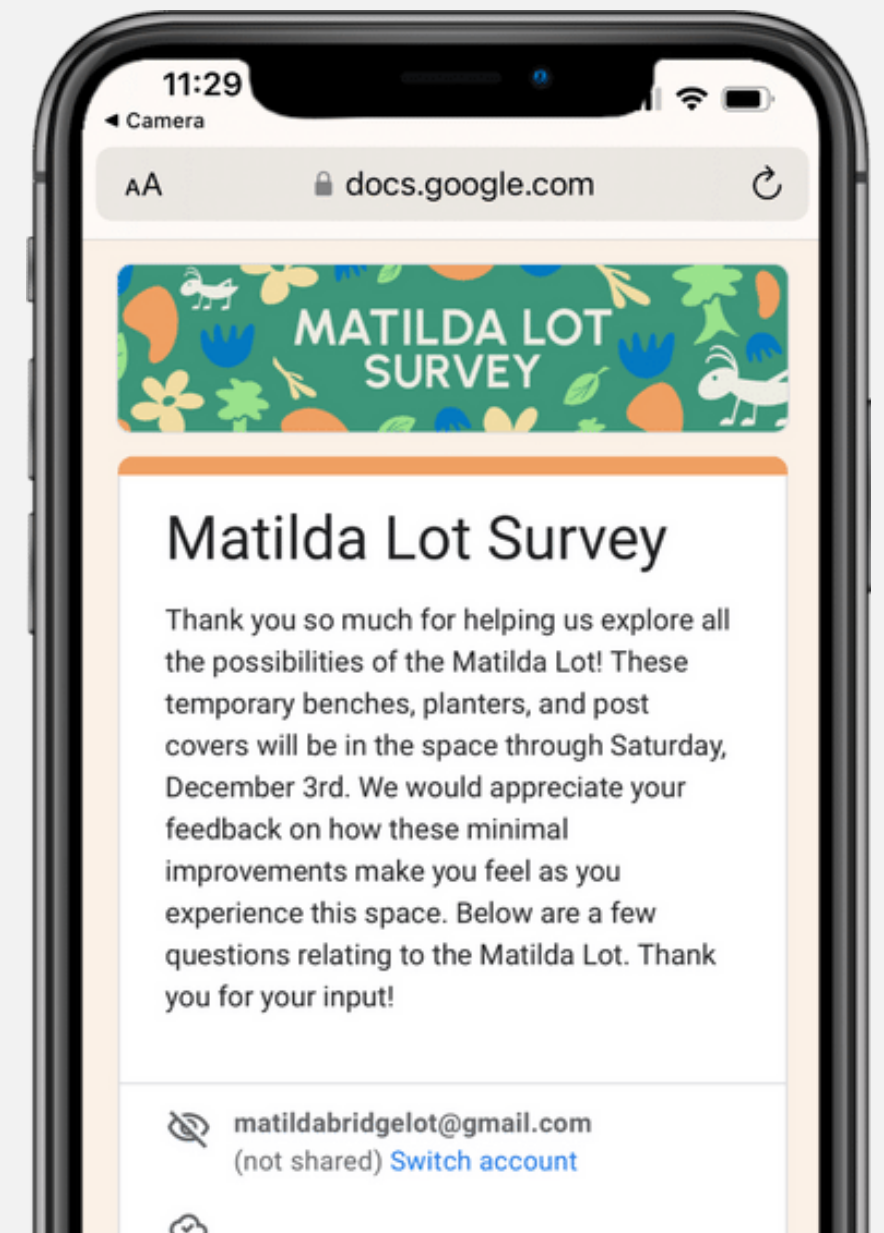
A majority said activating
the edges made the space
feel more welcoming

Top Ranked Interests

- #1** mural on Matilda Bridge wall
- #2** improving lighting
- #3** addressing bridge underpass

A majority agreed or strongly
agreed that they felt

- engaged
- safe
- welcome
- likely to return
- part of a community



DESIGN PRINCIPLES

DESIGN PRINCIPLES

Design Principles to help guide any future decisions for the Matilda Lot.

- 1 Address the Edges
- 2 Enhance the Interior
- 3 Implement Ongoing Maintenance
- 4 Engage the Community

“ These [bollards and crosswalk] help make the lot feel more associated with the neighborhood verses just being a random plot of Dallas city property.

Survey Response, November 2022

Principle Applied

Upgrade the bollards along Matilda Street, Ravendale and the Matilda Street Bridge.

Clean up and address the Matilda Street Bridge underpass.

Address the fence line and tree line along the DART tracks.

Paint a mural on the Matilda Street Bridge.



Improvements to the interior of green space should support visitor's current flexible use of the space and compliment it as a natural space.

“ I love that we have this open space for us to all use and enjoy. It's our little piece of nature and calm in the middle of an otherwise very large and busy city.

Lynsay, North Stonewall Terrace Resident, Facebook post

Principle Applied

Install low-impact improvements such as benches and planters.

Add low-maintenance landscaping such as native trees and grasses.

Add a walking path around the perimeter.

Consider natural play elements for children.



A thoughtful and comprehensive maintenance plan is required for the long-term success of any improvements made.

“ It would be worse to make changes but those changes aren't maintained than to leave things as they are.

Stephanie, North Stonewall Terrace Resident, Facebook post

Principle Applied

Inspect the lot annually for any major issues.

Add and service dog waste receptacles.

Add and service University Crossing trash cans.

Partner with North Stonewall Terrace to organize regular community cleanups.



The North Stonewall Terrace neighborhood should be considered as an active community member and stakeholder for future plans of the space.

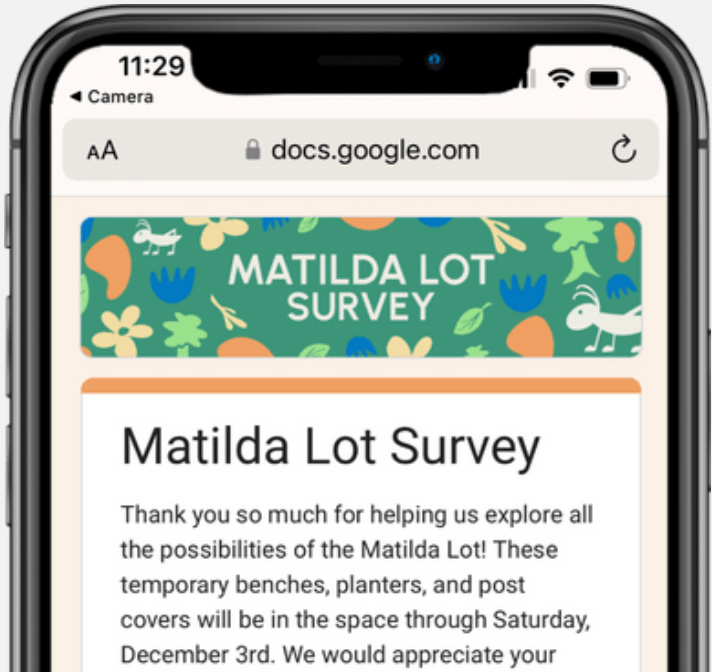
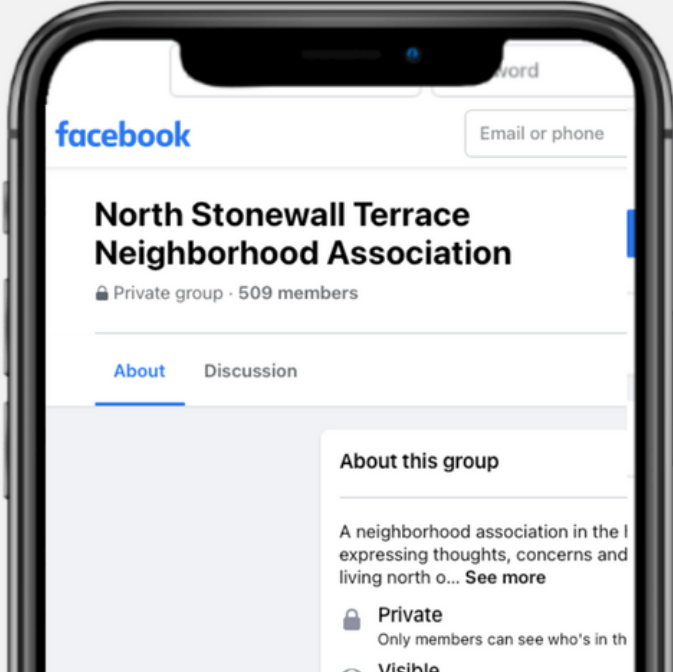
“ [The event] made me feel like I had some agency into what happens with this public space in our neighborhood. Filling out surveys is one thing but being able to talk to actual people feels better to me.

Survey Response, November 2022

Principle Applied

Maintain an open line of communication with North Stonewall Terrace.

Involve North Stonewall Terrace in future conversations around the Matilda Lot.



DESIGN PRINCIPLES

Design Principles to help guide any future decisions for the Matilda Lot.

- 1 Addressing the perimeter edges of the space would make the space more welcoming.
- 2 Improvements to the interior of green space should support visitor's current flexible use of the space and compliment it as a natural space.
- 3 A thoughtful and comprehensive maintenance plan is required for the long-term success of any improvements made.
- 4 The North Stonewall Terrace neighborhood should be considered as an active community member and stakeholder for future plans of the space.

IN SUMMARY

ANSWERING THE QUESTION:

How might we improve the quality of life
through reimagining land use for the
University Crossing community?

ANSWERING THE DESIGN CHALLENGE:

The UCPIID might improve the University Crossing community's quality of life by claiming this space and making small, community-conscious improvements.



Dallas should be even more proactive and bold when it comes to parks. This is a city of dreamers, not speculators. And this must be a city of doers, and not perpetual planners.

Dallas Mayor Eric Johnson
State of the City Address, November 2022



THANK YOU
FOR LISTENING!