

uptown seen

Uptown Dallas holds networking events at many venues. Visit www.uptowndallas.net. Click on "Deluxe Benefits".



Joseph Pitchford, Josh Naylor and Bob Edmonson.



Barry Annino, Ken Rothman and Robin Cotton.



Sandra Johnson, Penny Goldsberry, and Susie Bui.



ABOVE: Diane Dunaway and Gigi Steiner.



AT LEFT: Mary Alice Garrison, Reneau Thompson, Phil Cobb and Taylor Walker

LOOKING UPTOWN

McKinney Avenue Camera System

Uptown Dallas, Inc. (UDI) launched the much anticipated McKinney Avenue Security Camera System with a press conference and program on October 28th at the Uptown Visitor's Center located in the Post Worthington Apartments. The press conference was attended by major networks KTVT Channel 11, Fox 4 News, WFAA Channel 8, NBC Channel 5, TXA Channel 21 and Univision, resulting in coverage in these media outlets as well as articles about the system in the *Dallas Morning News*, *SMU Daily Mustang* and *Denton Record-Chronicle*.

The first phase of the system consists of eleven cameras strategically located on McKinney Avenue between Pearl St and Blackburn. The system was installed by UDI but will be donated to and monitored by the Dallas Police Department (DPD). The wireless camera system gives the monitoring officers an instantaneous 360° viewing angle of any location and can zoom in for a closer look at a situation. The cameras also record the monitoring, which DPD can use for investigative purposes. DPD monitors the cameras twenty four hours per day, seven days a week at police headquarters using retired DPD officers and light duty personnel. "Public safety is our top priority in Uptown and we're pleased to provide DPD with this crime deterrent and investigative tool." said Jim Reagan, CEO of Uptown Dallas, Inc.

Continued on page 7...



CLOCKWISE FROM ABOVE:
 A map of our camera system;
 Board Chairman Kathy Koons
 at the press conference;
 UPID CEO Jim Reagan fields
 questions from the press;
 and installation crews get
 the job done.





State of the Community

Your Uptown Public Improvement District has experienced a very busy and rewarding year. The charter with the City of Dallas states that a Public Improvement District (PID) is empowered to improve and enhance the services provided by the city, plus construct improvements that the city does not provide. The mission of your PID remains to keep Uptown beautiful, clean, safe, increase property values and to market our neighborhood and businesses.

A major project accomplished in 2009 was the installation of 11 security cameras along McKinney Ave. This project took more than 11 months to finish due to the myriad of entities that needed to grant permission for the hanging of the cameras and electrical connections on their properties. Oncor, Dallas ISD, McKinney Avenue Trolley Authority and City of Dallas, along with private property owners, had to individually be contracted to allow installations. We are very grateful to these groups and individuals for their assistance in helping make this major safety improvement a reality. Along with the tremendous increase of patrol officers in Uptown provided by the DPD (from 17 to 45) and the vigilant patrol of our off-duty officers, our new camera system will be another tool to help DPD keep us safe.

Other major improvements undertaken in 2009 were the installation of new sidewalks, curbs and gutters in many areas, both west and east of McKinney. These were areas where the sidewalks and curbs had become both a safety issue and a visual nuisance. There are several other areas on schedule for concrete work during 2010. Many of the historic brick trolley stops and crosswalks were repaired and several others are due for attention in 2010.

In partnership with the Catholic Diocese, we completely rebuilt the wall, sidewalk and lighting of the Hall Street Calvary Cemetery wall. This improvement greatly enhanced a very visible entrance to Uptown. Two Blackburn Ave. medians, with the partnership of the City Place TIF, were landscaped and turned into green space. Medians at Maple/Routh and Pearl were also rebuilt and enhanced.

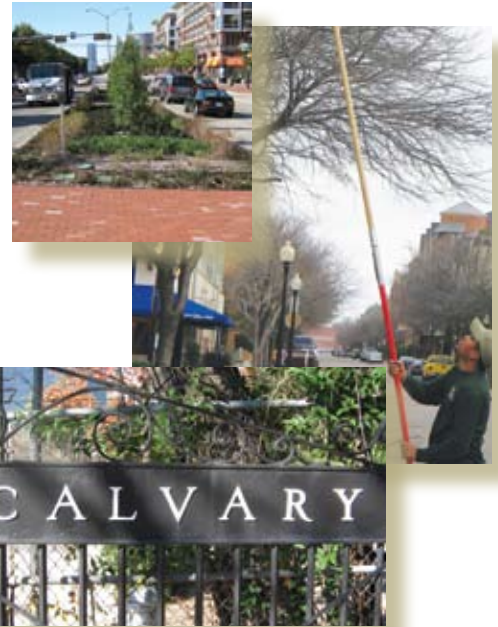
There are several projects still under construction. After the installation of the beautiful new wrought iron fence around Travis school, we are landscaping and irrigating the corner of the school property to give the area the traditional "Uptown" look of vibrant color and foliage. Other ongoing projects are the landscaping of Clyde Lane, the beautification of the Anita Phelps Park and the repainting and graffiti proofing of Katy Trail underpasses.

The continual maintenance of landscaped areas, flower beds and trees in the community is a major emphasis of the PID. Although each property owner is responsible for the maintenance of the landscaping and trees on the street adjoining their property, the PID can be of help in advising proper care.

The second annual "All About Uptown" Festival in 2009 was a huge success and our merchants are already signing up to be a part of it in 2010. Be attentive to the grand announcement about this event soon.

Your Uptown Public Improvement District has many new projects in mind for upcoming years. Watch for announcements soon in the next edition of "Looking Uptown", our quarterly newsletter also born this year.

Jim Reagan
CEO, Uptown Dallas, Inc.



Beautification and restoration—just two of the many areas of improvement in Uptown during 2009. At top: Blackburn median, Middle: tree maintenance, Bottom: restored Calvary Cemetery fence.

Dallas Police Award



Sergeant Lonnie R. Allen received the DPD Officer of the Month award recently, marking the first time that the award has been given to a supervising sergeant. The Dallas County Community award is bestowed on an officer who exemplifies DPD's goal of professional demeanor. Sgt. Allen, father of three, has been on the force for more than 30 years and is assigned to the Central Business District. At Central, he is responsible for supervising the bike unit and recently initiated and supervised a covert squad of officers resulting in 700 arrests in a 6½ month period. Sgt. Allen also serves as the coordinator for the off duty DPD officers employed by Uptown Dallas, Inc.

Uptown Recycles

by Shazia Shafi

Everyone recycles paper, plastic, and glass, but the Uptown Public Improvement District (UPID) is taking it a step further by recycling trees. James "Boots" Reeder, UPID Board and Capital Improvements Committee member, noticed that several trees were being discarded to make room for the Woodall Rodgers Deck Park. He led the UPID initiative to work with the Texas Department of Transportation and the Woodall Rodgers Park Foundation to conserve the oxygen providing beauties and have them replanted at Anita Phelps Park and Gateway Park. Anita Phelps Park, located at Cedar Springs and Pearl, is the quarter acre green space that has been adopted by the UPID and by early 2010 will be home to 30-foot-tall Claudia Wannamaker Magnolia trees, jasmine ground cover and the replanted trees, providing cleaner air to Uptown. Several of the preserved trees will be housed at Gateway Park (located at the bottom of Woodall Rodgers Freeway) until they are ready to be transported to other locations in Uptown. The UPID is constantly pursuing innovative ways to make Uptown greener and more eco-friendly and we are proud that Mr. Reeder had the foresight to save the trees.



McKinney Cameras... *continued from page 1.*

The camera system is modeled after the Downtown Dallas program and UDI is looking forward to the same success. Use of the cameras Downtown led to a 15% decrease in crime during all of 2007 when compared with the previous year. In areas within 350 feet of the camera locations, overall crime was reduced by 35% in 2007, showing the direct impact of the camera system. In addition, Dallas Police Department was able to apprehend several perpetrators and gather video evidence for many quality of life and criminal offenses. "Downtown streets are safer as a result of using these cameras," emphasizes Public Safety committee co-chair Ken Rothman, referring to the 1,200 arrests attributed by DPD to the downtown system in 2008. "Fortunately, Uptown is already a pretty safe neighborhood, but with this program we look forward to an even lower crime rate."

Uptown Dallas expects the same effectiveness of the McKinney Avenue system and funded the camera project as part of a larger safety initiative planned by the UDI Public Safety committee in partnership with DPD. Any groups, developments or homeowners associations interested in purchasing cameras for your area, may contact Jim Reagan at **214.871.2825** or **JReagan@uptowndallas.net**.

AT RIGHT: One of Uptown's many new cameras.

BELOW: Cameras are monitored 24/7 by DPD personnel.



Even in a down economy, construction and new projects are on the rise in Uptown. Some of the new businesses to join our neighborhood include: Methodist Uptown Medical Group, Ocean Prime restaurant, and the Artisan Style gallery.



METHODIST UPTOWN MEDICAL GROUP

3000 Blackburn Street
214.599.8624

www.methodisthealthsystem.org

The Methodist Health Center has opened a local branch to serve the Uptown neighborhood. Under the watchful eye of Dr. Callie Hollenshead, the new practice offers a large variety of services in a state-of-the-art facility. Make an appointment for a routine check-up, take care of the common cold or get a handle on a chronic condition, all in one convenient location.



OCEAN PRIME

2101 Cedar Springs Road
214.965.0440

www.ocean-prime.com



Ocean Prime, the modern American supper club, recently opened in Rosewood Court hopes to be the next Uptown fine dining destination. The restaurant features a large selection of prime seafood and steaks, a sprawling heated, outdoor patio with full bar and lounge area.

ROCK N TACO

2916 McKinney Avenue

Rock N Taco is the new upscale Mexican restaurant opening in Uptown on the corner of Clyde Lane and McKinney Avenue. The old Rocco's space is receiving a complete facelift and will soon feature a full bar and lounge area. The restaurant is scheduled to open in late December 2009.

IN FOCUS DENTISTRY

2717 Howell Street
214.242.0960
www.infocusdentistry.com

In Focus Dentistry is the new full service general and cosmetic dental practice located in the Quadrangle. Dr. Aly Sergie, a long time resident of Uptown, is focused on providing highly individualized care in a comfortable environment, utilizing the latest technology at his new location.



ARTISAN STYLE GALLERY

2417 Mahon Street
214.468.9095
www.artisanstyle.net

Galleries are making a comeback to Uptown, including the new up-and-coming art gallery and gift shop, Artisan Style. Recently opened on Mahon, the Victorian style home houses unique arts and crafts, like acrylic paintings, handbags and jewelry at affordable prices.



Keep your eyes open for new projects being completed soon!

Board Profile: Judy Smith Hearst

Judy Smith Hearst is a woman on a mission. As president of the Friends of State-Thomas, Ms. Hearst spends a portion of her busy days in phone calls and meetings with city officials, new developers, preservationists, Uptown residents and State-Thomas neighbors. Ms. Hearst found her way to Uptown in 1977 when she fell in love with a derelict property on Thomas Avenue. Saving the house morphed into saving the State-Thomas Historic District and neighborhood, which led to an ongoing project to keep as many existing structures in State-Thomas as possible, while defining the rules for new construction in the area.

During the lengthy and educational process, Ms. Hearst learned all about things like 1800's homes, zoning, roof pitches, height/density, and ordinances. In order to save the beautiful manor on Thomas, Ms. Hearst also became an expert on historic revitalization, slowly replacing and restoring everything from fixtures to flooring.

In order to save the neighborhood, she tirelessly met with city planners and long term home owners to form a plan to save the historical treasure of Victorian mansions, along with several Shotgun houses of Freedman's Town.

When asked about her proudest achievements with the State-Thomas resurrection, Ms. Hearst readily answers, "Winning the Preservation Dallas Keystone award for zoning work was one, another was the creation of the Routh Maple Connector to divert the cut through traffic out of our neighborhood. I am blessed to have worked with an amazing team to achieve this success. Folks like Susan Mead, James Otto, Arthur Hughes, Princella Hartman and Patricia Meadows shared my passion for saving and restoring what we could of the historic district, and I couldn't have done it without their amazing support."

Ms. Hearst has been a leader in Dallas' art scene, co-founding D-Art (now known as Dallas Contemporary) and working as a full time artist. Her projects range from national—behold her dynamic mosaic commissioned to grace gates 39 and 40 in Terminal D at DFW airport, to community focused—Ms. Hearst is a fixture at the annual Park Cities Presbyterian Church's art show. Ms. Hearst has served on UPID board for two years on the capital improvements and green team committees. She also coordinated and led All About Uptown Festival bus tours of her beautiful State-Thomas neighborhood.



Woodall Rodgers Deck Park



ABOVE: Texas State Representative Dan Branch, Mayor Tom Leppert and Congresswoman Eddie Bernice Johnson.

AT RIGHT: UDI CEO Jim Reagan with Woodall Rodgers Deck Park Board Executives Sheila and Jody Grant.



"The Park" celebrated the culmination of five years of planning and fundraising at a Groundmaking Ceremony in September. The event included a performance by Booker T. Washington



High School for the Performing and Visual Arts showcasing theatre, dance, music and visual art to express the importance of The Park as a community gathering place. Political leaders and Park stakeholders representing Downtown, Uptown and the Arts District shared in the event. The program included remarks by Congresswoman Eddie Bernice Johnson, Dallas Mayor Tom Leppert and presentations by Park staff.

Construction of the 5.2 acre park, to be completed in 2012, will provide pedestrian connectivity between Downtown, the Arts District and Uptown. The urban green space will cover the existing Woodall Rodgers Freeway between Pearl and St. Paul streets and include a performance pavilion, restaurant, jogging trails, a dog park, a children's playground, a water sculpture, an area for games and much more. Approximately \$77 million has been raised to date, funding deck plaza construction and some of the park amenities. The Woodall Rodgers Park Foundation is currently seeking to raise \$30 million to complete The Park's amenities and fund operations and programming. For more information, visit www.woodallrogerspark.org.

Travis School "Fence Lift"

by Shazia Shafi

Located on McKinney Avenue, the William B. Travis Talented and Gifted Vanguard & Academy is a very special part of Uptown. Since opening in 2000, a hazardous chain link fence had surrounded the school, which not only made the children and faculty feel unsafe but also isolated from the Uptown community. "It has been my legacy to have the prison-like fence replaced with a more secure one and I have worked nine long years to have the new fence approved," said Mari Smith, principal of Travis School. In September 2009, her hard work paid off when the Uptown Public Improvement District donated a new wrought iron fence to replace the old unsightly one. The UPID received an overwhelming response of gratitude from the faculty and students of Travis who now feel safer and are thrilled to better blend in with the beautiful Uptown community.



Dear Friends,
Thank you so much for the fence around our school. I don't know what we would do without it. I like it because it makes me feel safe knowing we have a strong fence around us.
Thanks again!
Your Thankful Friend,

Dear Friends, 
Thank you so much for the new, beautiful fence. It was so kind of you to give us the kids and people at Travis, the pretty, black fence. I thank you so much!
Your Thankful Friend, 



Town Hall Meeting

Uptown Dallas, Inc. hosted its first Town Hall Meeting at Travis Vanguard Academy in October. The meeting, which will be held annually going forward, was well attended. The evening's program presented a recap of UDI activities in 2009, an overview of projects for 2010 and sought community feedback about any neighborhood issues that should be addressed. The meeting also included introductions of committee chairs and presentations about what each committee does for the neighborhood.

All About Uptown Festival is a Wrap



The highly anticipated Uptown Festival was a tremendous success! More than 9,000 attendees enjoyed food from 20 restaurants, performances on two stages, chef demonstrations and historic tours as well as plenty of fun for kids and pets.

We added a few things to the Festival mix this year to keep it fresh. Additions like the GOT MILK? campaign, kids cooking

and yoga demos in the Dean Foods Kids Korner and the Hillcrest Bank Performer's Stage kept the energy level high all day and night. A special thank you to the Festival team for all their hard work, bringing in 10% more in sponsorship support, a 42% increase in booth sales, 28% more attendees and more Festival coverage in print, radio and social media compared to 2008.

We'd like to thank our new sponsors **Allie Beth Allman Real Estate, Ben E. Keith, Community Coffee, Grand Reserve Custom Townhome Rentals, and Zom Living**, as well as returning sponsors **Bell Nunnally Martin LLC, Dean Foods, Floss Dentistry, Gables Residential, Koons Real Estate Law Office, Post Properties** and **Texas State Representative Dan Branch** for their continued generosity. We'd also like to recognize our in-kind sponsors, **Bacardi USA, The Capital Grille, City Vet, Cork, Modern Luxury Dallas, North Texas Food Bank, Park Cities People, Rosewood Crescent Hotel, Turtle Creek News, Viking/Factory Builder Stores** and **Zodiac Valet Trash** for their invaluable support.

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