

2011 Sparks Renewed Growth in Uptown

2010 was a big year for development and growth as we saw the economy take a turn for the better. This was especially evident in Uptown with many new establishments moving to our neighborhood and older ones restructuring and making changes for the new decade. One building that received a complete redo for 2011 is One McKinney Plaza on the corner of Hall Street and McKinney Avenue. The grand renovation that took over eight months to complete and cost over \$5 million has given a whole new structural light to McKinney Avenue. One McKinney Plaza was first developed in 1985 and is owned by Gaedeke Group, a privately held company that owns four other office buildings in the Uptown area. The building's architect, BOKA Powell, took extra care to come up with an eye-catching and awe-inspiring design for

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2011 New Board Chair and Members



Joseph Pitchford,
2011 UPID
Chairman of
the Board.

In January 2011, Uptown Dallas, Inc. elected current board member, Joseph Pitchford, as chairman of the Uptown Public Improvement District Board. As chairman of the board, Mr. Pitchford is charged with overseeing the initiatives of Uptown Dallas, Inc. which funds projects to improve the quality of life in Uptown through safety and transit initiatives, beautification efforts and business development. Mr. Pitchford is the senior vice president of development for Crescent Real Estate Equities, LLC located in Uptown. In addition to Mr. Pitchford, UDI also elected Ms. Danika Mendrygal, associate at Haynes and Boone, LLP, Mr. Gary Rice, attorney at Gary R. Rice, P.C. and Ms. Donna Sampson, client delivery director at Celerity as new board members for 2011.

Uptown Dallas, Inc. is thrilled with the appointment of our new chairman and board members and is excited to use their expertise to continue to develop the Uptown area in a smart and efficient way.

The Board would also like to recognize and thank Ms. Kathryn Koons for her three years of service as the UDI Chair and for her continued support of the Uptown Public Improvement District.

Renewed Growth in Uptown

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the renovation that would not only attract businesses to the Uptown area but residents and guests as well. One McKinney Plaza (OMP) was awarded LEED EB Silver status, indicating that the upgrades to the existing building are environmentally friendly and sound, such as the energy efficient lights, water conservation systems and the creation of green space in what used to be a health spa pool.

Belinda Dabliz, Vice President of Leasing for Gaedeke Group, gave Uptown Dallas, Inc. a personal tour of the two story addition and an exciting look at what we can expect from the upgraded building. The most noticeable change is the grand lobby with lounge seating including WiFi Access and a covered plaza entry with 2,800 square feet of retail space. The new lobby pulls the building outward to McKinney Avenue so that it is accessible from the trolley line and creates a beautiful space for a patio area. The lobby will feature art work by Shane Pennington, an award winning Dallas artist featured in the "Best of Dallas" *D Magazine* issue. Shane is known for using many mediums and textures from sculpture to digital video to enlighten viewers about the world around them. The addition also created two levels worth of retail space on the side of the building with 5,000 square feet on the ground level and 4,600 square feet on the second level. This summer a restaurant serving new American cuisine called Private Social will be opening on the ground level and a piano lounge will be opening in the fall. Ms. Dabliz said, "The Gaedeke Group is fully committed to investing capital into our Uptown locations because even in challenging times we believe in the area and want to foster growth and development for our clients as well as the surrounding community and its visitors." Uptown Dallas, Inc. is excited about the renovations to OMP and looks forward to the new retail and restaurants it will bring to the neighborhood.

BELOW: The state-of-the-art lobby featuring WiFi access.





LEFT: Arrival of beam for signing ceremony.
CENTER: Cranes lift beams into place.
RIGHT: The beams create the foundation for The Park

Beam Placement

A torrential downpour did not dampen spirits as The Woodall Rodgers Park Foundation laid the first beam across Woodall Rodgers Freeway. The first of 316 concrete crossbeams that will form the foundation for The Park were put in place following a beam signing ceremony. The ceremony invited the Dallas community to

be a part of history by signing one of the impressive beams. The crossbeams lined down Woodall Rodgers Freeway created an extraordinary sight, showcasing how the beams will create a deck out of thin air over the freeway, forming a small tunnel below. The concrete beams will be arranged to allow space for tree root wells

and infrastructure, which will let the trees grow to their full height and width. To find up to date construction information visit the community page of the Uptown Dallas website.



BOARD PROFILE: Remembering John Costello

Mr. John Costello was a member of the Uptown Public Improvement District Board from 2008 to 2010. During his term Mr. Costello played an integral part in building the Uptown area into what it is today. He worked diligently on the UPID Strategic Planning Committee and was instrumental in writing the Strategic Plan for Uptown Dallas, Inc.

Mr. Costello, commonly known as “Jack,” came from a strong military background and was born in Pottsville, PA on April 24th, 1947. His excellent service in the military gained him a rank as a three star general in the US Army, a fact not many people know about him, and he served five tours at Fort Bliss in El Paso, TX. Mr. Costello was highly educated and held master’s degrees in foreign affairs and in the military sciences and attended the University of Harvard JFK Program for senior executives. He was employed as the Vice President of Strategic Development for Raytheon, which relocated him to Dallas in 2005. He decided to move to Uptown because he wanted to live in a big city, which was a lifestyle change from the five acres he lived on in Virginia. Though his work kept him extremely busy he was very dedicated to ensuring that the Uptown neighborhood retained a higher quality of life. His wife, Micki Costello, said that he was mainly concerned with the three Ps: “Planning, Parking and Poop” and he worked effortlessly to make sure that the Uptown neighborhood was planning for the long term. His background in strategic planning proved to be an invaluable skill and asset to the UDI Board.

Mr. Costello passed away on December 27th, 2010 at his home in Coles Point, Virginia. Friends, family and colleagues remember him as an extremely humble and honest person who had a great sense of humor. “He was able to bring out the best in people and expected excellence from all aspects of his life,” remembers his wife, Micki. Jack Irwin, a fellow UPID Board Member and neighbor, remembers Jack as not only being a great friend but also someone he could always count on for advice and community involvement.

The Uptown Dallas, Inc. Board is grateful for everything that Mr. Costello contributed to our organization and will greatly miss his visionary nature.

Uptown Update

2010 developments came to a close as 2011 p



ABOVE: The road begins to take shape.

INSET: Workers dig down to lay the foundation for new infrastructure.



INCREASING SAFETY

Uptown Dallas, Inc. is working hard to keep you safe. Last quarter the Uptown Public Improvement District added five additional cameras along McKinney Avenue to help monitor the Uptown area. The 360-degree, multi-directional cameras can see 100 yards in any directions and the UDI Public Safety committee worked diligently to ensure that the cameras would be monitored 24/7 by the Dallas Police Department. Uptown's "eyes in the sky" have already been linked to a decrease of crime in the area and serve as a further deterrent to unruly behavior.

FOLLOW THE ROAD

Construction is well underway between Cityplace West and Blackburn Street on the multi-street expansion of Noble, Howell and Oak Grove to Blackburn. Look for the streets and underground infrastructure to be completed by late summer 2011. Groundbreaking for the pocket parks and trolley turntable will begin soon and the renovations should be complete by the end of 2011.



Matt Chance, CEO of BMC Uptown and Joseph Pitchford, UDI Board Chair at the ribbon cutting ceremony.

BAYLOR MEDICAL CENTER AT UPTOWN NOW OPEN

The newly renovated Baylor Medical Center at Uptown officially opened its doors on a snowy afternoon on January, 9th, in collaboration with Uptown Dallas, Inc. The remarkable facility, which is LEED Certified, welcomed patrons to take a behind the scenes look at the building's innovative amenities and impressive operating rooms. The facility officially started accepting patients on January 17th for surgery, as well as in the local emergency room. More information on the new hospital can be found at www.bmcuptown.com.

projects have gained momentum.

STREET REPAIR

Over the past few months Uptown has been working diligently on repairing several areas on McKinney Avenue that had been worn down due to natural wear and many months of rough weather conditions. Some of the repair work included refitting several parts of the street with the signature Uptown brick, especially along trolley stops and pedestrian crosswalks (before and after shown below).



SPRING COLOR

Have you ever noticed the medians at Blackburn, Maple, Oak Grove and several other areas in Uptown and thought how beautiful they look? Well, you can thank the UDI Maintenance Committee for keeping the entryways into Uptown looking immaculate and up-to-date with the latest seasonal floral and greenery. The medians not only enhance the aesthetic look of Uptown but also add elements that help keep our part of town eco-friendly and environmentally chic, through water conservation methods and planting trees, to increase oxygen production, resulting in cleaner Uptown air.

AT RIGHT: Oak Grove median.
BELOW: Cedar Springs median.



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BLUE PRINT

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www.blueprintstore.com

If you are looking to revamp your space plus pick up a few pieces to update your style the Blue Print Gallery is the place for you. The store offers the latest in interior design ideas, artwork and vintage jewelry, all under one roof.



GAIA FLOW YOGA

3000 Blackburn Street, Suite 140B
www.gaiaflowyoga.com

Attention all Yoga enthusiasts, Uptown is getting a new yoga studio, GAIA Flow Yoga. GFY is an innovative, intuitive, and unique blend of three traditional schools of yoga, Hatha, Raja, and Bhakti, linked together with vinyasa flow. Look for the center to be open soon.

KETCHUP BURGER BAR

3028 N. Hall Street
www.ketchupbar.com



Uptown's late night pizza spot, Pastazio's has been replaced by Ketchup Burger Bar. The name Ketchup comes from their three signature homemade ketchups, including one made with green tomatoes. Stop by and try specialty burgers options like brie, lamb and wild mushroom.



ST. JOHN'S WOOD

2908 McKinney Avenue
214.880.1700

A casual wooden bar area with leather couches and two levels for dining and drinking make up St. John's Wood. The old law firm turned bar is open for lunch and dinner, serving burgers with a great patio view of McKinney Avenue.



MORTON'S STEAKHOUSE

2222 McKinney Avenue
www.mortons.com

Consistently named one of the best steakhouses in Dallas; Morton's Steakhouse opens its latest location, in Uptown Plaza, on February 24th. Morton's will close the Elm Street location and move to its Uptown digs, where it will still have the open kitchen and high quality steaks and seafood it's been known for since 1987.



TROPHY ROOM

2714 McKinney Avenue
214.774.9395

McKinney Avenue now has a mascot, a mechanical bull, on the patio of the Austin based Trophy Room bar, where you can try your best to stay atop the bucking steed. Open only in the evening, the Trophy Room is sure to leave you with an interesting story to tell.



Super Bowl XLV

Super Bowl XLV brought with it snow, ice and a whole lot of excitement to the Uptown area. With many local hotels, restaurants and bars playing host to celebrities, sports figures and star studded parties, Uptown was definitely the place to see and be seen during Super Bowl Week. Some of the reported celebrity sightings included: Jennifer Aniston, Adam Sandler, Brooklyn Decker, Andy Roddick, Sophia Vergara, Holly Madison and many more. February 6th, 2011 was the first time the big game has ever been played in the Dallas area and North Texas welcomed Steelers and Packers fans, and the rest of the world's media with true southern hospitality. The frigid weather conditions did not stop Uptown businesses from representing the area and the incredible dining, shopping and entertaining options that are only available in the Uptown neighborhood. The bidding has already started for Super Bowl 50 and we hope to be the host city once again in 2016.



ABOVE: Pittsburgh Steelers and Green Bay Packers fans alike felt strangely right at home in Dallas as they explore what Uptown has to offer for the Super Bowl XLV celebration.

AT RIGHT: Holly Madison and Bridget Marquardt host the Pussycat Dolls Party at Hotel ZaZa.

BELOW: "Cheeseheads" and "Terrible Towels" become a common sight all over Uptown.



Be In the Know

If you want to be "in the know" for the best events in town, you need to become a fan of Uptown Dallas! Join our Facebook fan page at Uptown Dallas or follow us on Twitter at UptownDallasTX. With daily updates about Uptown happenings and exclusive deals, you will always have the inside track on the hottest events around!

uptown seen

AT RIGHT:
*Some of the Uptown Dallas Board
 at the Annual Christmas Party*



ABOVE:
*Meredith McKee and
 Mary Kate Smithers*



ABOVE:
*Adrian Norbury
 and Laura VanLoh*



AT RIGHT:
*Knoxie Edmonson and her
 precious granddaughter*



AT LEFT:
*Lauren Gonyea
 and Dr. Callie
 Hollenshead*