

THE TRINITY TRUST

RECLAIMING OUR RIVER



**For immediate release:
Photos available upon request**

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The Trinity Trust Hosts Renowned Urban Planner Larry Beasley

DALLAS, Texas (March 18, 2010) – The Trinity Trust held a reception for Larry Beasley, former Vancouver urban planner and special adviser to the Dallas CityDesign Studio, on February 8, 2010, at Deedie and Rusty Rose's Pump House in Dallas. Beasley talked about urban development and the work that he's doing in Dallas alongside Brent Brown, David Whitley and others.

Last fall, The Trinity Trust Foundation and the City of Dallas announced a \$5 million gift from Deedie and Rusty Rose to be used to establish the Dallas CityDesign Studio to expand the city's design efforts for planning and development.

Housed in Dallas City Hall, the Dallas CityDesign Studio works collaboratively to advise, plan and consult with public and private entities on the importance of urban design in a 21st Century Dallas. This resource center will engage, advise and support work focused outside the levees, particularly as potential development occurs, as well as on the Trinity River Corridor Project itself.

Larry Beasley, world-renowned urban planner and former city planner in Vancouver, was named the special adviser to Dallas CityDesign Studio. Brent Brown, AIA LEED AP, is the director of Dallas CityDesign Studio. As founder of buildingcommunity Workshop, an architect and planner, Brown is focused on innovative community design, larger scale and sustainability. David Whitley has been named as associate director of the Dallas CityDesign Studio.

Beasley, one of the world's top urban planners, is current special adviser to the Emirate of Abu Dhabi and former director of the Vancouver Planning Department. He helped establish the City of Vancouver—the home of the 2010 Winter Olympics—as one of the most livable cities in the world.

Beasley stressed four key things: “1. Good urban design is necessary to the city. 2. The ethos of design will be looked at with every single development. 3. Education to the general public is key. We hope that through design, we can begin to have discussions about the city as a work of art, and people will demand better design. 4. Redesign areas to take advantage of the Trinity. We're starting in West Dallas because that's where the Margaret Hunt Hill will connect from downtown Dallas. Over time, everything that incorporates the community will be about good design.”

Deedie Rose, The Trinity Trust board member and hostess said, “Good design is not just about style. Good design is what makes it work when it functions well. Thank you all for helping us to make life better for more people.”

Beasley will return to Dallas later this spring as additional planning continues in West Dallas with the community and the Dallas CityDesign Studio.

About The Trinity Trust Foundation and The Trinity Center:

The Trinity Trust raises private funds and public awareness to implement the Balanced Vision Plan for The Trinity project in conjunction with the City of Dallas. The Trinity Trust has established The Trinity Center as the gathering place for all civic and non-profit groups working to revitalize the Trinity River in Dallas. It houses the offices of The Trinity Trust Foundation, Texas Horse Park, Groundwork Dallas and Trinity Strand Trail, and hosts meetings, workshops and events for these organizations and the Trinity Commons Foundation. The Trinity Center facilitates collaboration between these entities and the City of Dallas and encourages seamless integration of all the components of The Trinity project. More information can be found by calling 214.740.1616, by emailing info@thetrinitytrust.org, or by visiting www.thetrinitytrust.org.

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