

Applicable Urban Design Priorities Project Should Achieve

- [1] **Careful consideration should be given to treatment of vehicular access drives, building entries, ground floor retail, restaurant, pre-function spaces, floor facades, and flexible plaza and deck cap uses to ensure pedestrian prioritization and maximize opportunities to activate the public realm at different scales.**
Specific attention should be given to each of these components and their relationships to one another to ensure design responses appropriately integrate the project into the surrounding urban core while also enhancing the pedestrian experience.

Create safe, inviting, and vibrant pedestrian spaces that encourage usage, social interaction, and recreation every day with features like outdoor restaurant seating, public art, and community gathering spaces.
- [2] **Carefully support and integrate multimodal transportation options including a new Convention Center DART LRT and Bus station, rideshare services, and potential future high-speed rail and streetcar lines.**
- [3] **Improve pedestrian safety and vehicular access between downtown and adjacent destinations such as The Cedars, Downtown, and Oak Cliff.**
With the TXDOT redesign of I-30 and proposed deck park along Botham Jean Boulevard, adjustments to the city grid, Jefferson Bridge, and Memorial Drive should facilitate safe pedestrian movement, simplify vehicular movements, increase safe access to/from downtown and The Cedars, and provide opportunities to visually enhance the District with landscaping and flexible open space uses.
- [4] **Focus on human-scale design as a fundamental element of creating great places that support walkability and transit.**
Design sidewalks, walkways, open space, and programed space at a scale and with enough detail to make them usable and interesting.
- [5] **Incorporate green infrastructure elements into the pedestrian environment to enhance ecological sustainability, mitigate environmental impacts, and acknowledge CECAP goals.**
Incorporate native trees, plant materials, and sustainability strategies such as rain gardens, bioswales, permeable pavement, and green roofs to manage stormwater runoff, improve air quality, and provide habitat for wildlife.
- [6] **Consider how the proposed phasing can maximize the success of the development and surrounding neighborhoods over time.**
Ensure project can remain responsive to evolving needs, capitalize on economic opportunities, provide infrastructure, and create public amenities that support the needs of future residents, businesses, and visitors as the project evolves.

Previously Reviewed UDPRP Projects

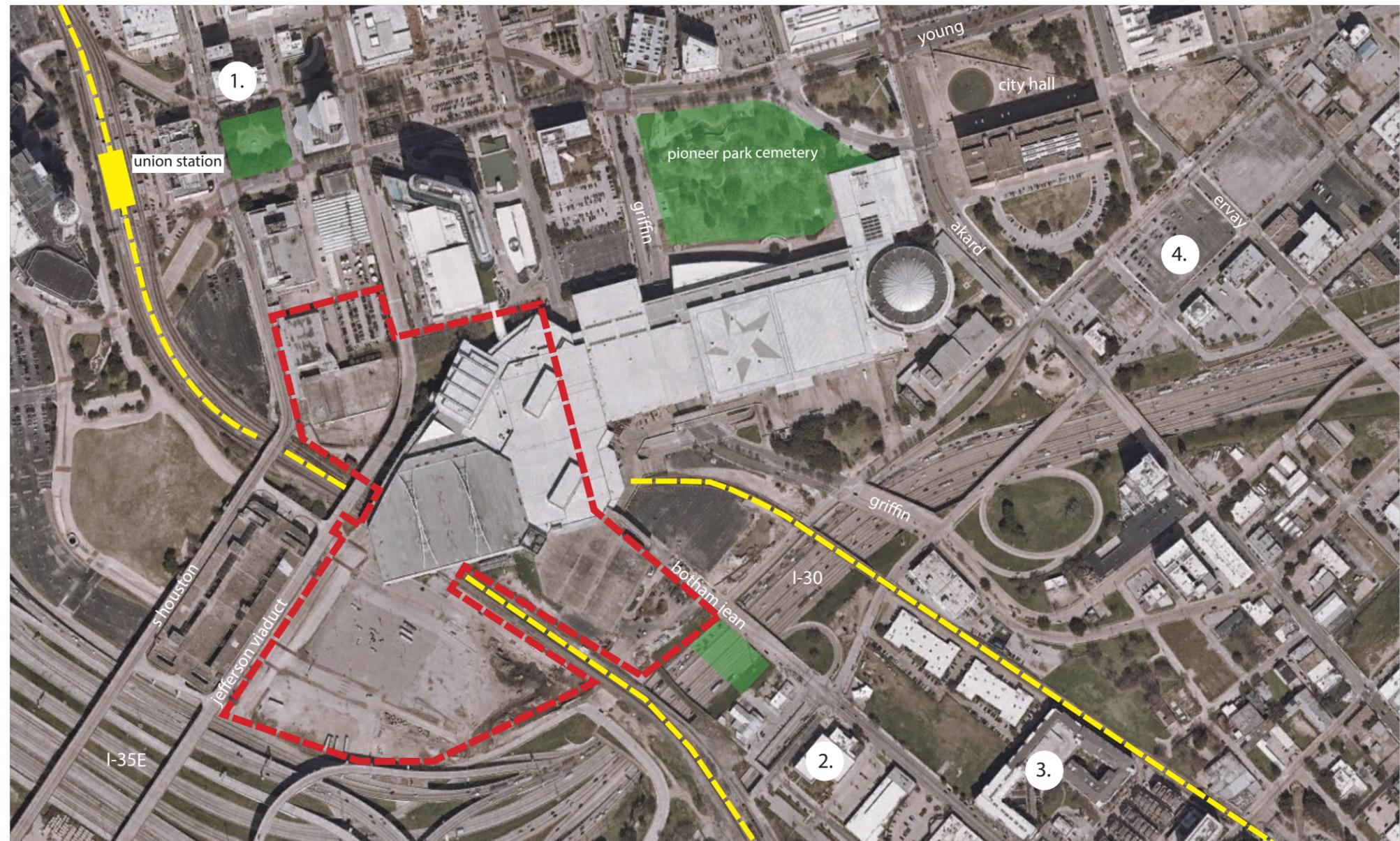
1. Courtyard Marriott, 2017
2. Alamo Draft House, 2014
3. 1210 Lamar, 2013
4. NewPark, 2020

Policy References

Forward Dallas 2.0

TIF Urban Design Guidelines

The 360 Plan, Chapters 4 & 5



Context Description

The Kay Bailey Hutchison Convention Center Dallas (KBHCCD) project launches the development of a vibrant 45-acre district that will seamlessly connect hotels, offices, residential buildings, The Black Academy of Arts and Letters, and Memorial Arena while promoting social and economic development from the Dallas Central Business District to the Cedars and South and Southern Dallas.

The mixed-use campus centers on a new 2.1-million-square-foot convention facility with 750,000 square feet of exhibit halls, 180,000 square feet of meeting rooms, and a 105,000 square-foot ballroom that frames views of the city skyline and the Cedars.

The primary Convention program is complemented by active ground-floor retail, public open spaces, and modernized event infrastructure. Targeting LEED Gold certification, the project reflects Dallas' commitment to sustainability establishing the KBHCCD as a vibrant catalyst for growth, innovation, and community pride.

KBHCCD

Neighborhood:
Downtown

Program:
Convention Center

KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS EXPANSION

URBAN DESIGN PEER REVIEW

February 13, 2026



Perkins&Will + POPULOUS

gsr | andrade
ARCHITECTS

Harrison
Kornberg
ARCHITECTS

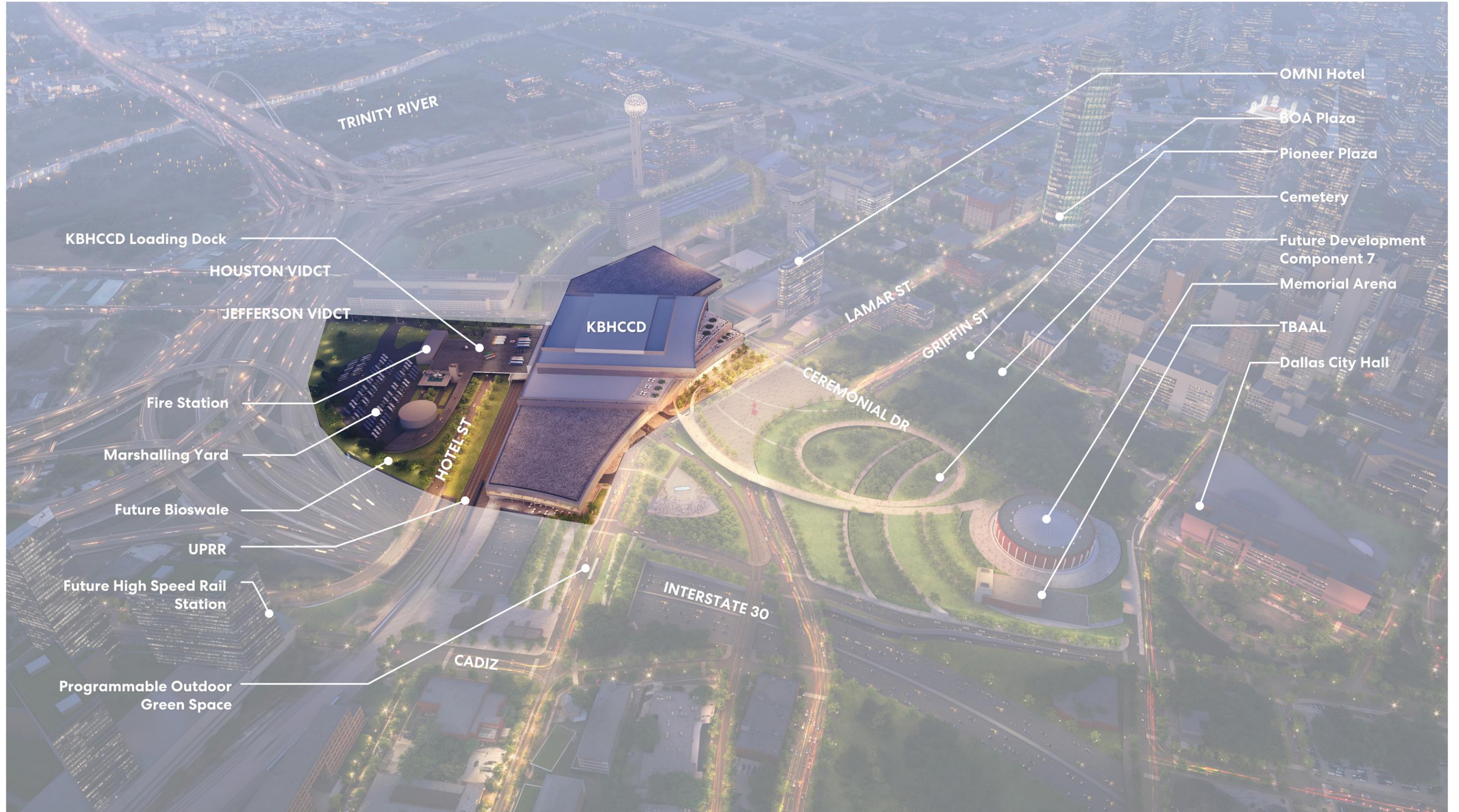
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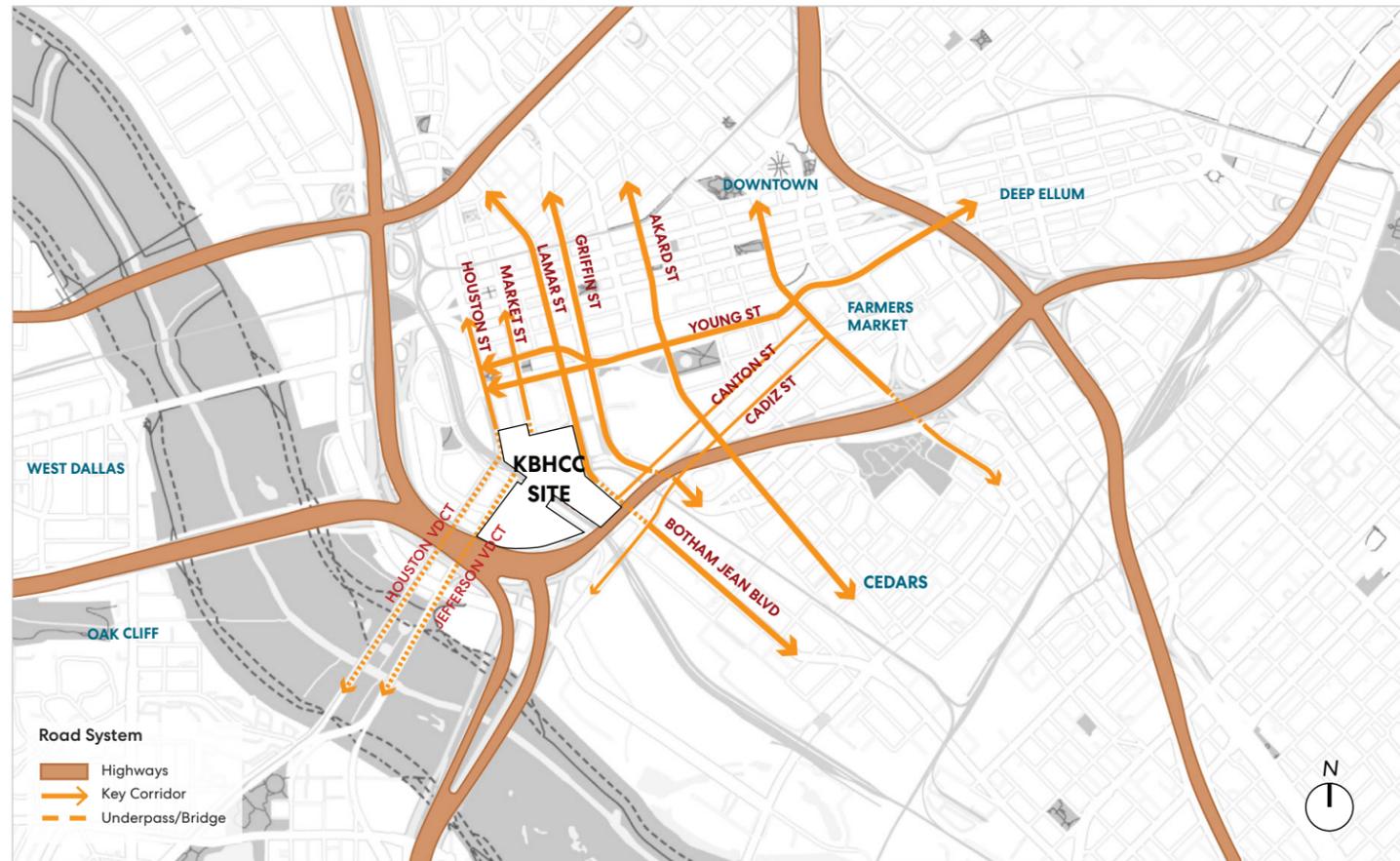
RW STUDIO

parscale.

Convention Center District

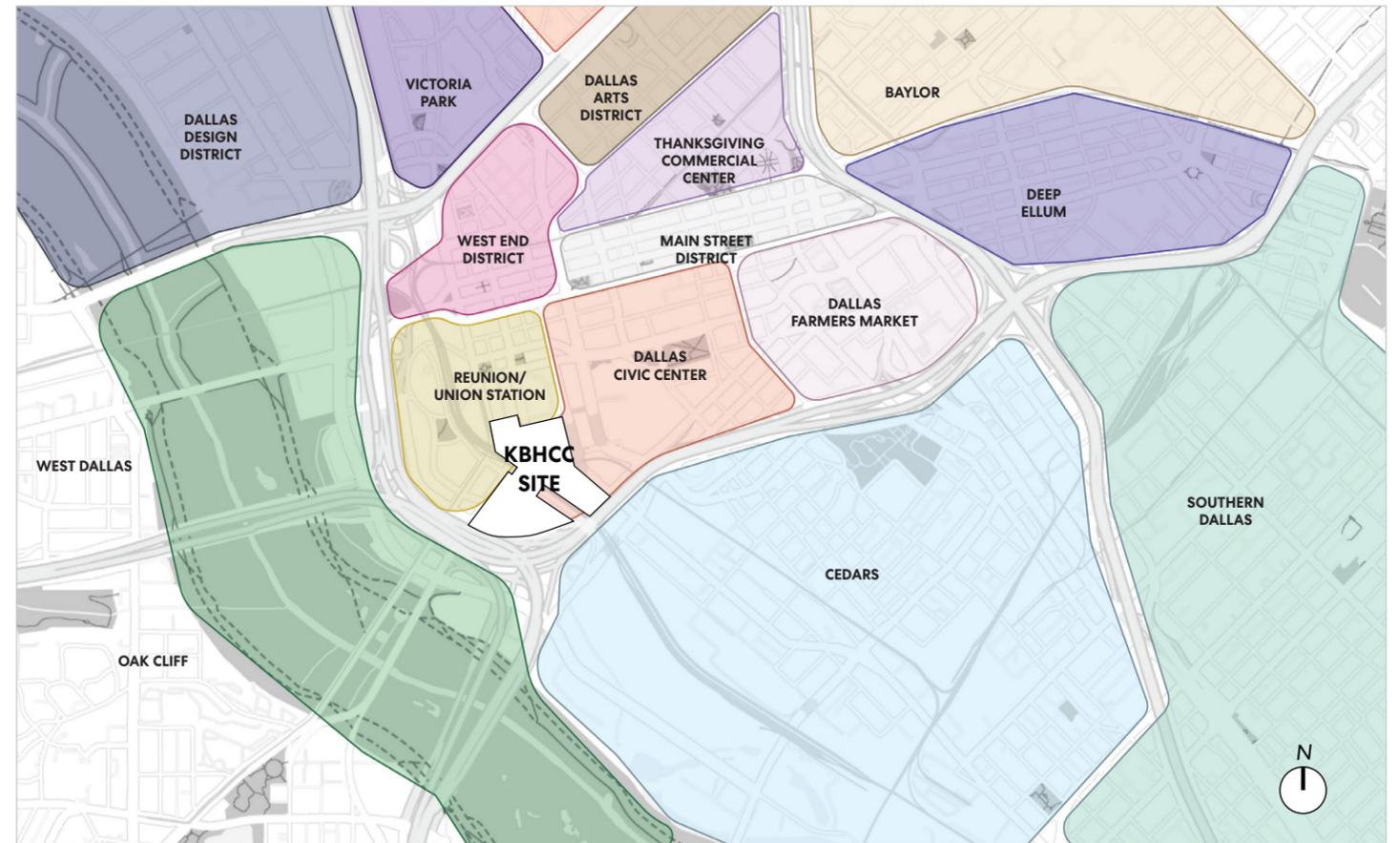


Road Network



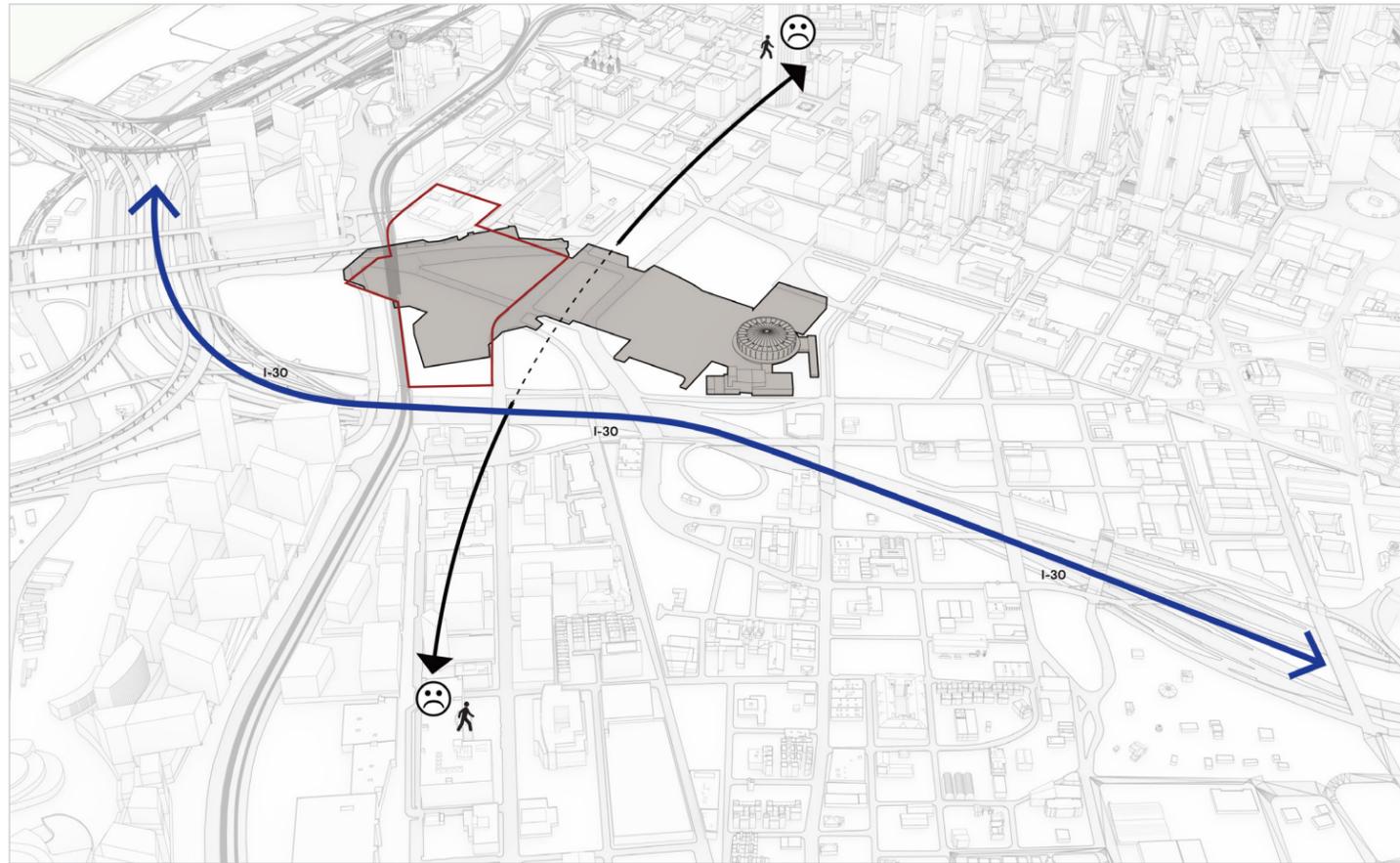
The site is at the juncture of a major interchange between IH-30 and IH-35E, providing access opportunities as well as design challenges. It is well connected to the north to the downtown grid, but limited in other surface street connection opportunities.

Project Context



The site is ideally situated downtown, serving as a central hub that connects diverse neighborhoods, offering excellent accessibility for residents and visitors.

An Urban Trench



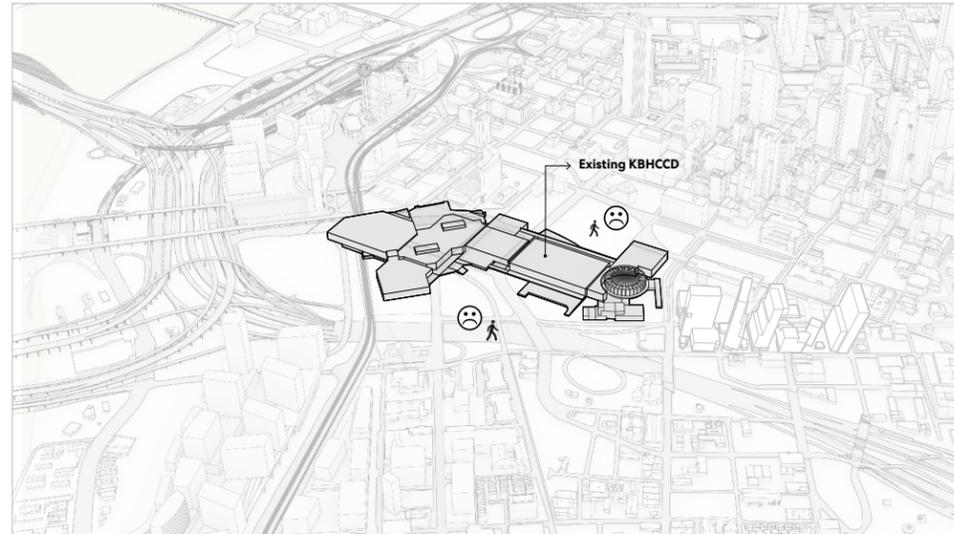
Interstate 30 creates a major barrier between downtown and the Cedars neighborhood to the east, which is exacerbated by the imposing mass of the existing convention center that covers surface streets and creates a visual barrier

Adjacent Planned Projects



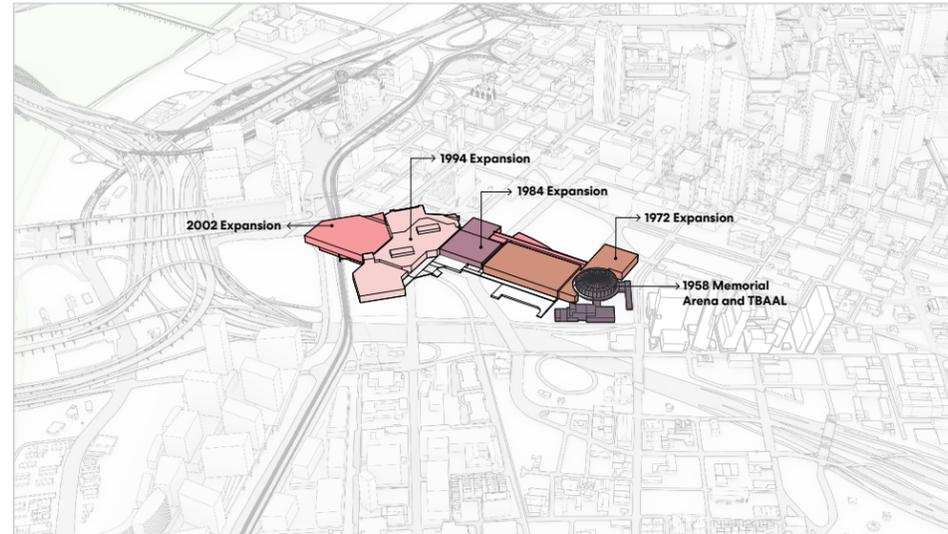
Future investments in high speed rail, public space, and private development opportunity surround the site, laying the groundwork for the convention center to catalyze a transformative district redevelopment.

From barrier to connector...



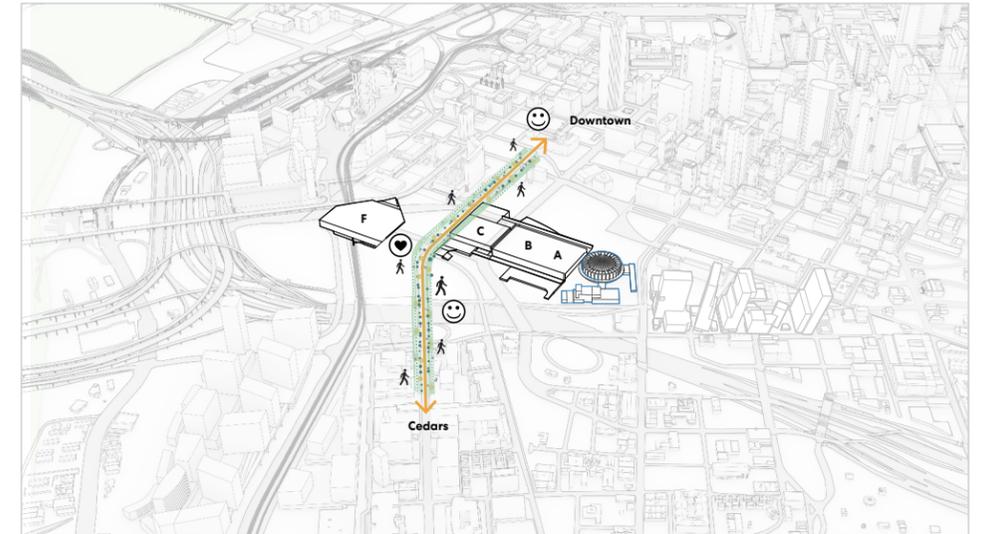
Existing Condition

The current design forms an urban barrier that separates the city.



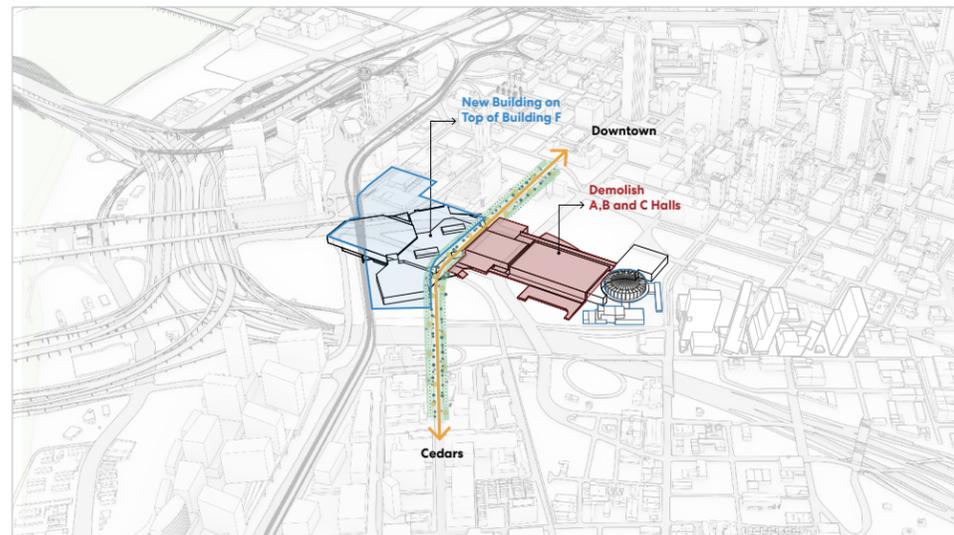
KBHCC Evolution

The convention center has undergone multiple expansions, resulting in an uncontrolled massing and a disjointed overall appearance.



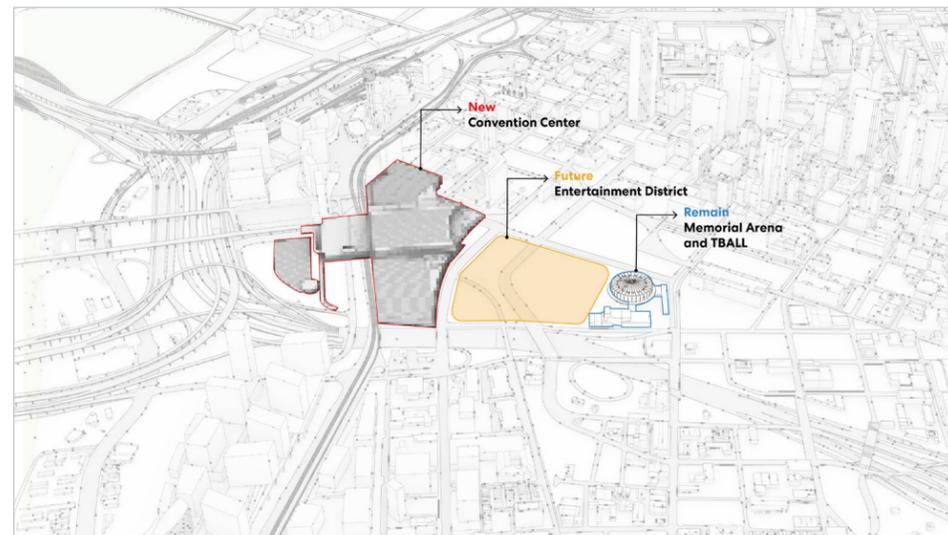
Early Demolition

The early phase of demolition will remove halls E&D, delighting the connection between Cedar and Downtown along Lamar while retaining Halls A, B, and C for temporary use.



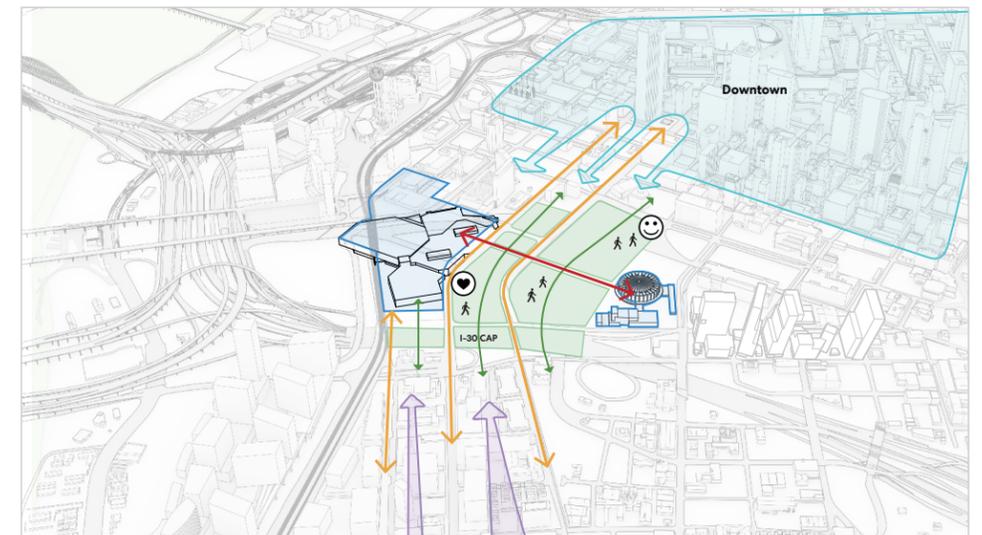
Later Demolition

The new convention center will be constructed on property west of Lamar, while Halls A, B, and C are demolished. The Black Academy of Arts and Letters and Dallas Memorial Arena will remain and receive renovations.



A New Entertainment District

These new and renovated facilities will anchor a new entertainment district that will be a combination of public open space and mixed use development.



KBHCC Evolution

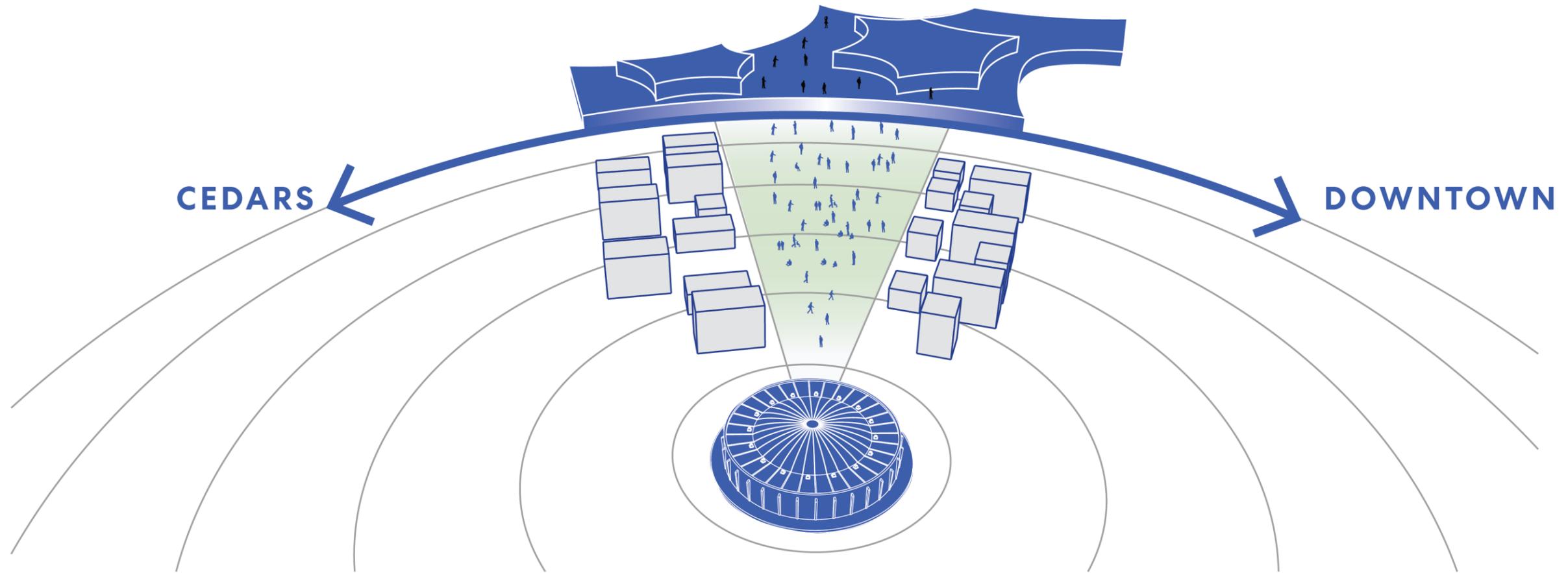
The ultimate design reimagines and revitalizes multiple city blocks, creating opportunity to reconnect the city and create opportunity well beyond the extents of the project site.

Aerial View of Downtown Dallas



The Dallas World Stage

The new convention center revitalizes the crucial link between the Cedars and Downtown. It combines with the Memorial Arena to create the heart of the district, forming what is known as the "Dallas World Stage."





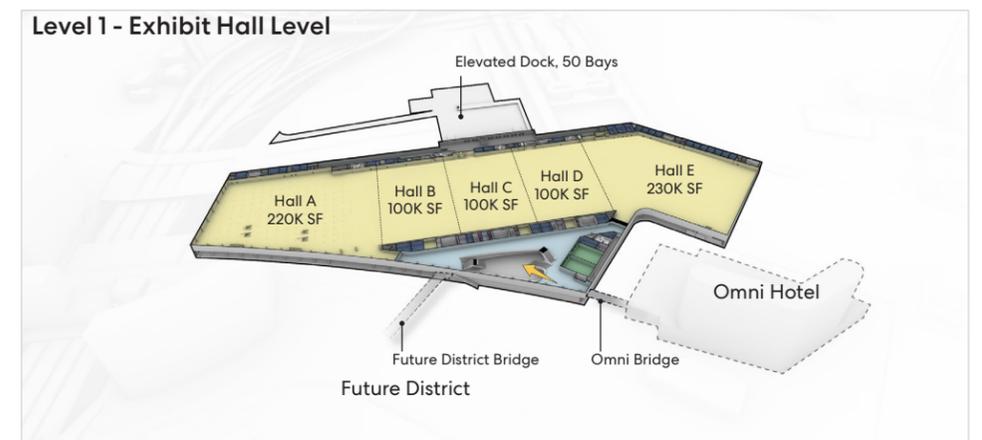
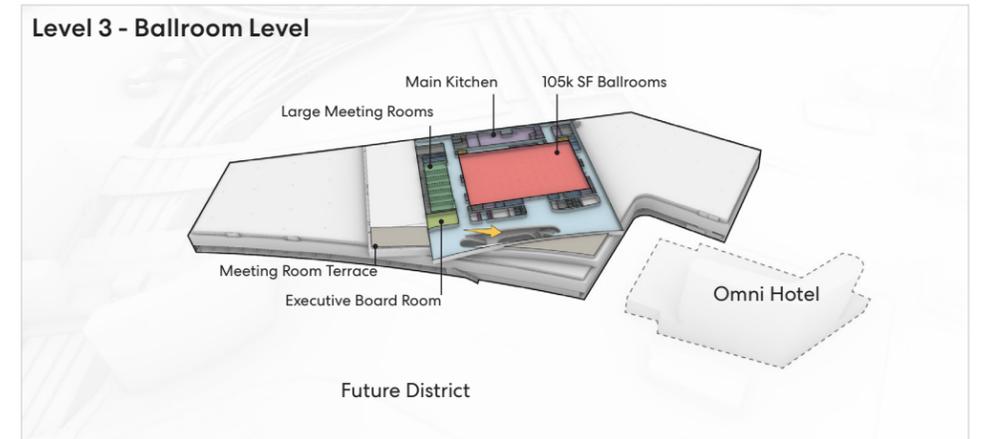
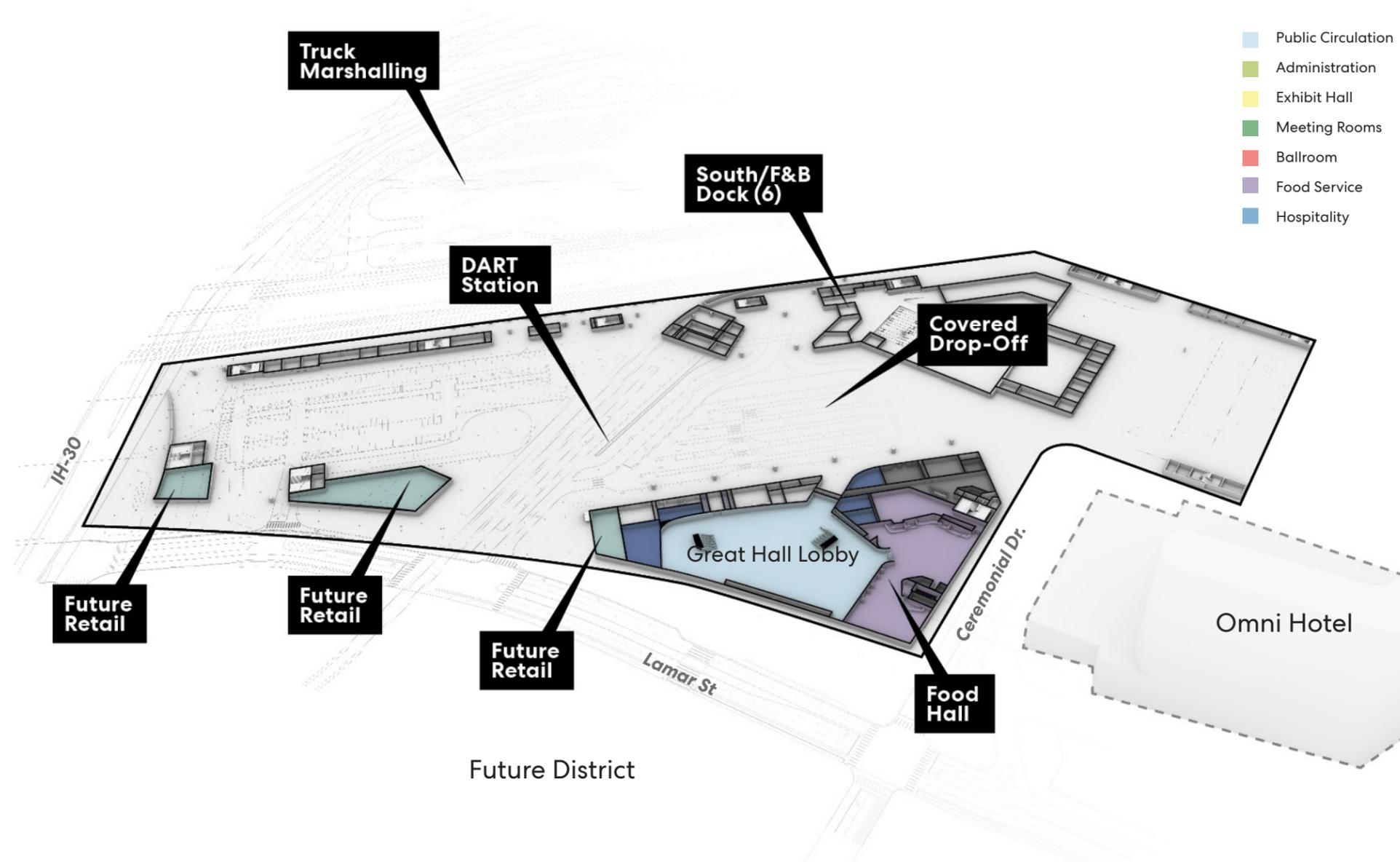
The new Dallas Convention Center will be a defining crossroads, uniting the city's past and future into a singular identity—where culture, innovation, sustainability, and ambition converge to shape Dallas' next chapter and inspire the world.



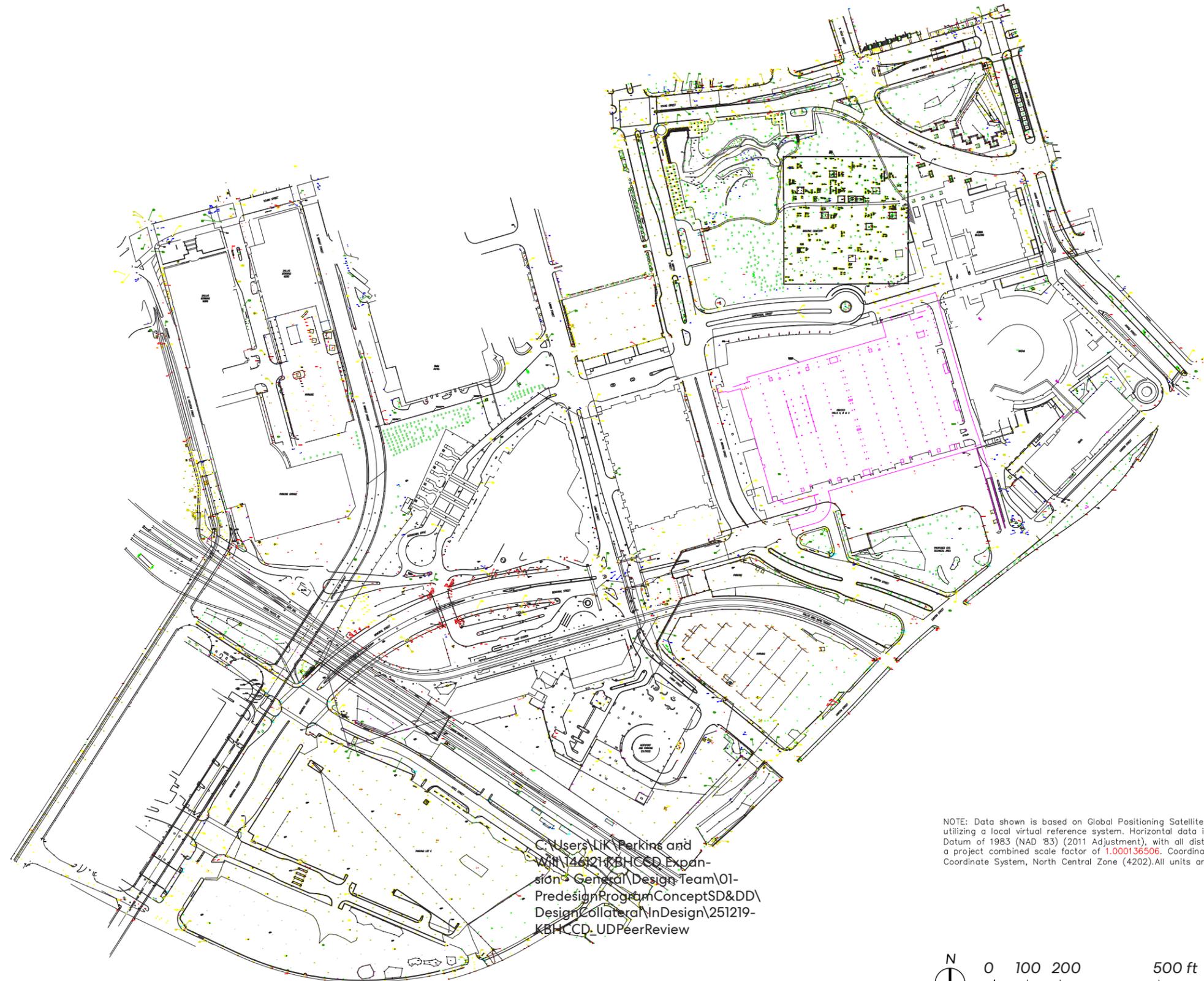
Building Function & Ground Floor Plan

Ground Floor Uses

In comparison to the overall square footage of the building, the ground floor, by necessity, contains a tiny fraction of the overall conditioned area of the building. The bulk of the ground floor is occupied by unconditioned space including a large central mobility hub, DART Rail station, Dart Bus Layver, service and loading areas, surface parking. Where the building is able to engage the street, it does so with a Grand Lobby, Food Hall, and Future Retail / Active Use along Lamar.

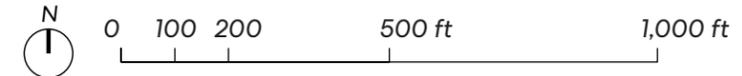


Existing Site Survey



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 KBHCCD_UDPeerReview

NOTE: Data shown is based on Global Positioning Satellite (GPS) System observations utilizing a local virtual reference system. Horizontal data is on the North American Datum of 1983 (NAD '83) (2011 Adjustment), with all distances adjusted to surface using a project combined scale factor of 1.000136506. Coordinates are on Texas State Plane Coordinate System, North Central Zone (4202). All units are in US Survey Feet.



LEGEND OF SYMBOLS

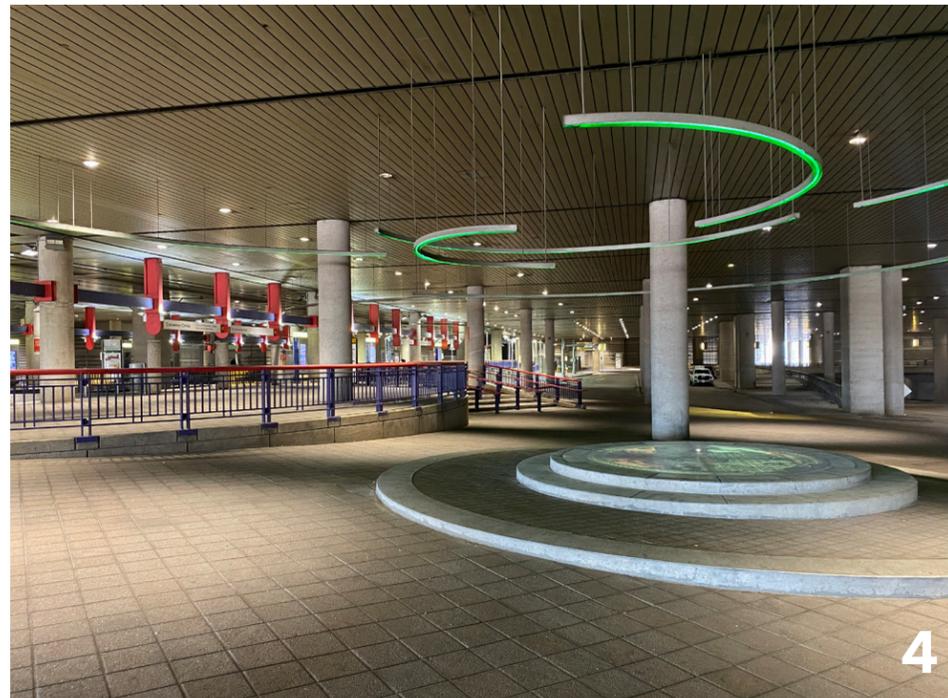
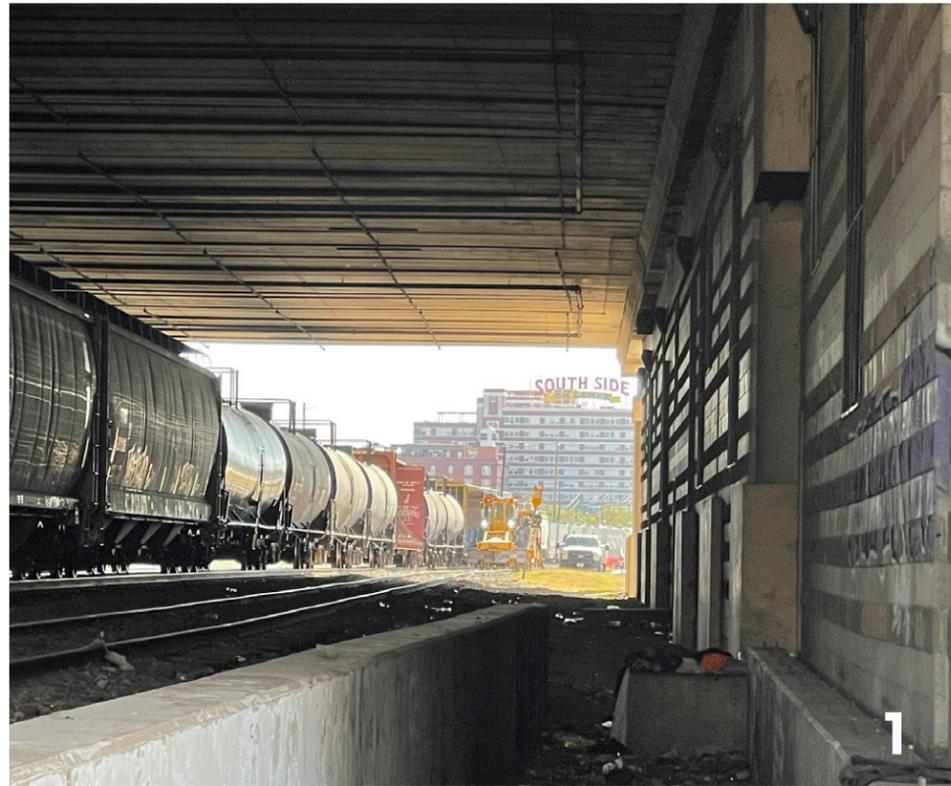
| | |
|----------|-----------------------------|
| [Symbol] | IRRIGATION CONTROL VALVE |
| [Symbol] | FIRE HYDRANT |
| [Symbol] | WATER VALVE |
| [Symbol] | WATER METER |
| [Symbol] | TOP OF HUT |
| [Symbol] | TOP OF COVER |
| [Symbol] | GAS VALVE |
| [Symbol] | UTIL MARKING (GAS) |
| [Symbol] | GAS METER |
| [Symbol] | GAS PIPE SIGN |
| [Symbol] | GAS MANHOLE |
| [Symbol] | GAS CATHODE PROTECT |
| [Symbol] | STORM MANHOLE |
| [Symbol] | GRATE INLET |
| [Symbol] | POWER POLE |
| [Symbol] | BOLLARD |
| [Symbol] | GLY WIRE/ANCHOR |
| [Symbol] | OVERHEAD ELECTRIC UTILITY |
| [Symbol] | SIGN (DESCRIPTION) |
| [Symbol] | SIGN - HANDICAP |
| [Symbol] | KEY PAD |
| [Symbol] | LIGHT POLE |
| [Symbol] | GROUND LIGHT |
| [Symbol] | ELECTRIC RISER |
| [Symbol] | UTIL MARKING (ELEC.) |
| [Symbol] | ELECTRIC VAULT |
| [Symbol] | ELECTRIC PULL BOX |
| [Symbol] | FIBER OPTIC MARKER-SIGN |
| [Symbol] | CABLE RISER |
| [Symbol] | UTIL MARKING (TELECOM) |
| [Symbol] | TRAFFIC PULL BOX |
| [Symbol] | CATV PEDESTAL |
| [Symbol] | TRAFFIC SIGNAL POLE |
| [Symbol] | TRAFFIC SIGNAL BOX |
| [Symbol] | TELECOM PEDESTAL |
| [Symbol] | TELECOM VAULT |
| [Symbol] | TELECOM MANHOLE |
| [Symbol] | SANITARY SEWER CLEANOUT |
| [Symbol] | SANITARY SEWER MANHOLE |
| [Symbol] | VAULT TYPE UNKNOWN |
| [Symbol] | UTIL MARKING (TYPE UNKNOWN) |
| [Symbol] | CONTROL POINT |
| [Symbol] | SET "X" CUT |
| [Symbol] | PARKING METER |
| [Symbol] | CHAIN LINK FENCE |
| [Symbol] | WROUGHT IRON FENCE |
| [Symbol] | WOOD FENCE |
| [Symbol] | FENCE (OTHER) |
| [Symbol] | ASPHALT |
| [Symbol] | TREE - TYPE D. |
| [Symbol] | FLAG POLE |

PLEASE NOTE OBJECT/LINE LAYER IF NOT LISTED IN LEGEND

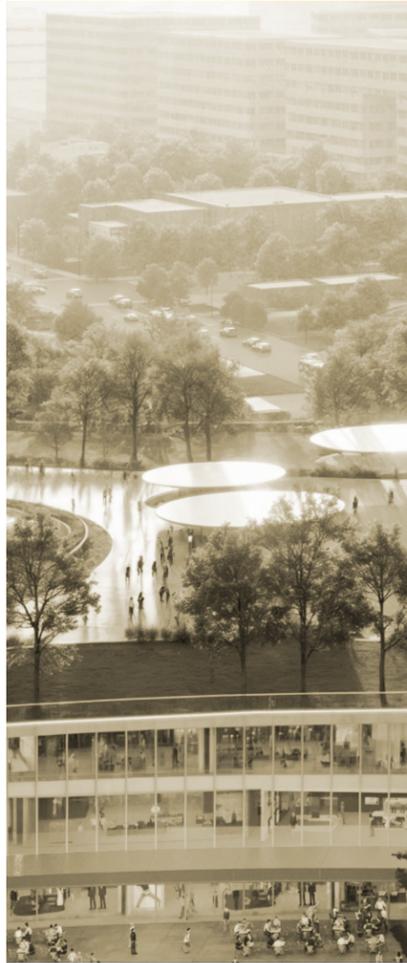
Site Edges



Beyond and Through the Building



District Urban Principles



A signature public space destination for the city of Dallas.



A rich and inviting public realm.



Streets centered around human experience, tailored to their purpose.



A vibrant ground level that is activated throughout the day



A sequence of moments that lead from the building and into the city.

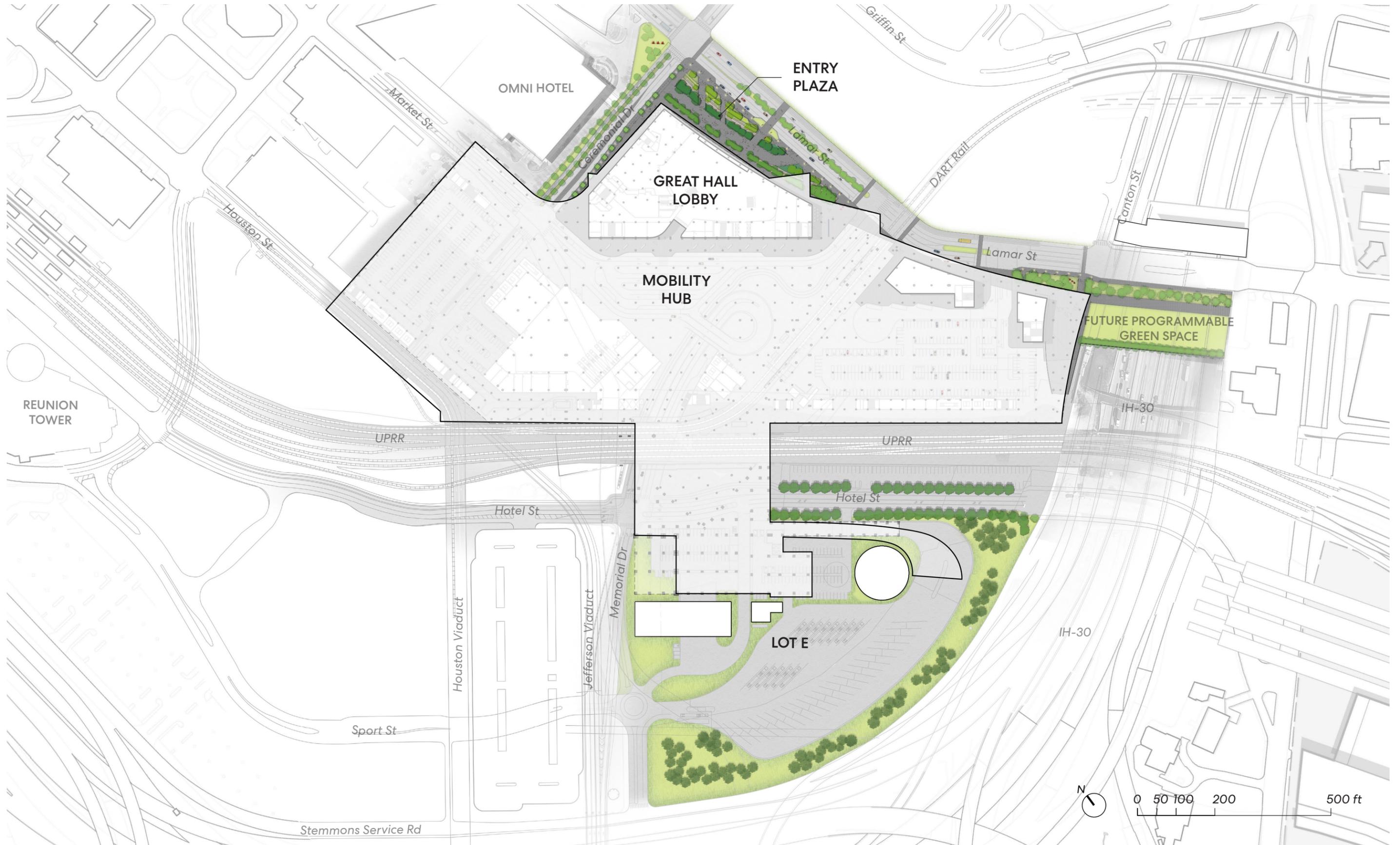


A neighborhood connection point that gives back to the community.



An opportunity for regeneration and greening the city.

Illustrative Ground Floor Plan



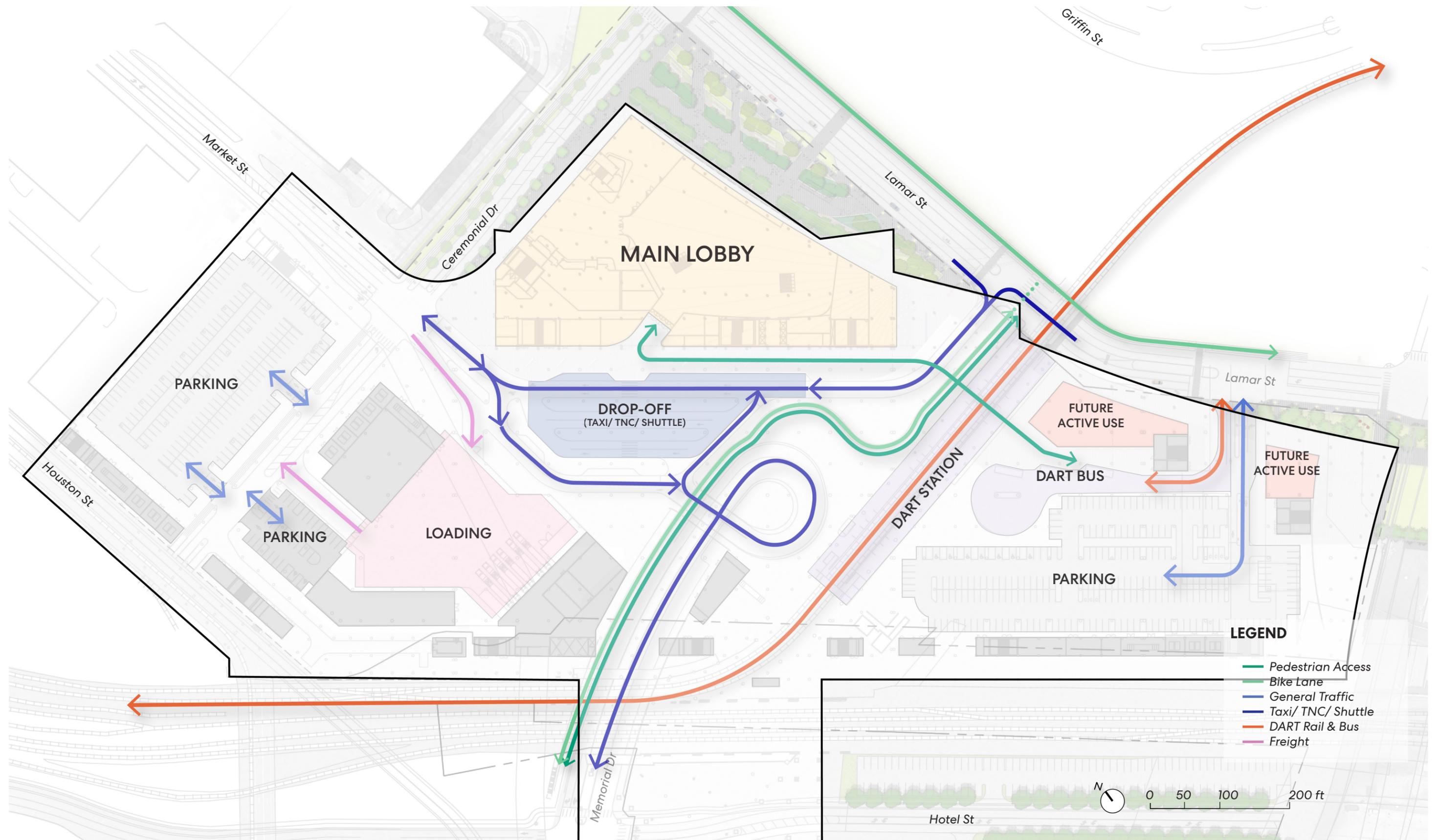
View Looking South along Lamar Street



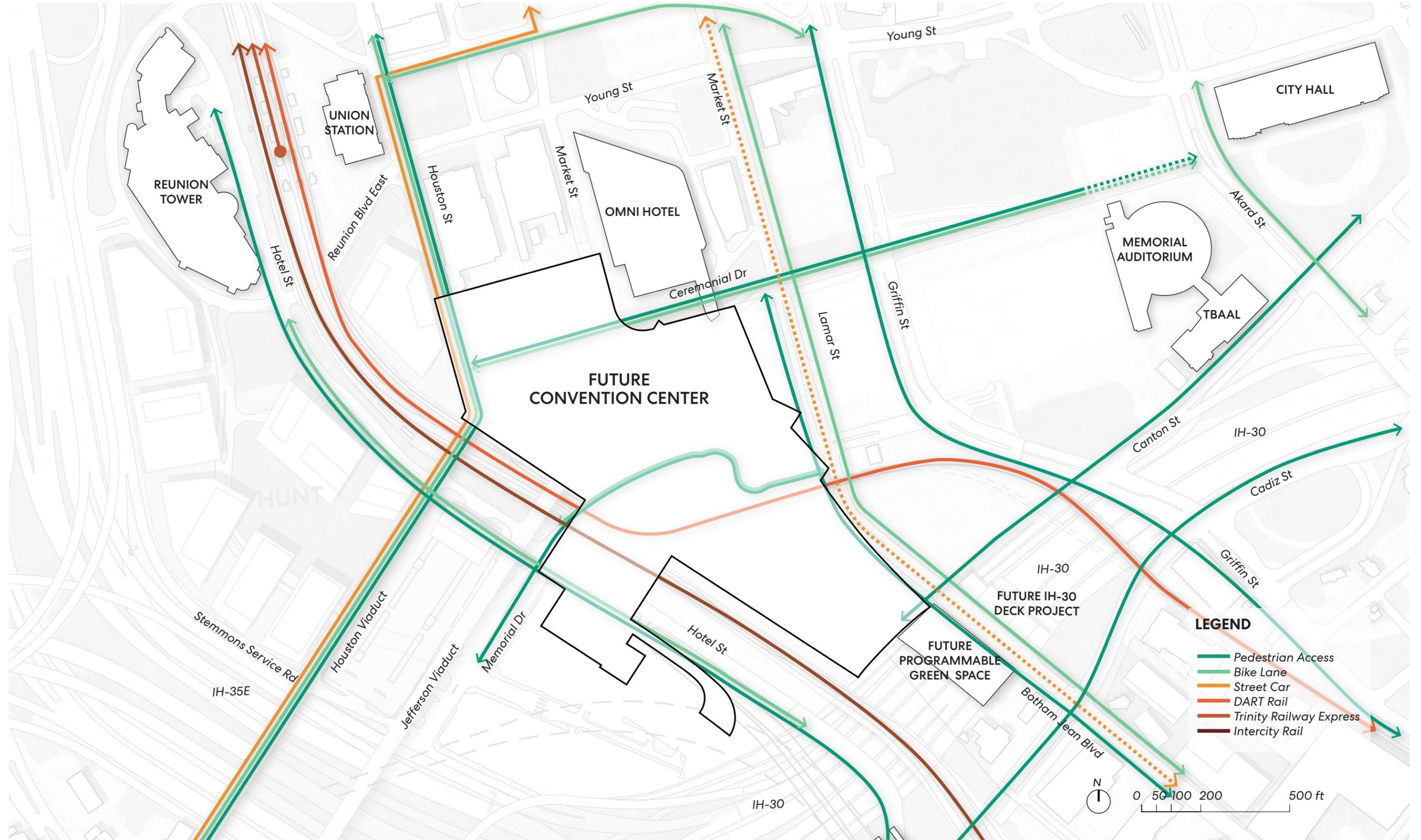
Entry Plaza



Mobility Hub



Transportation and Networks

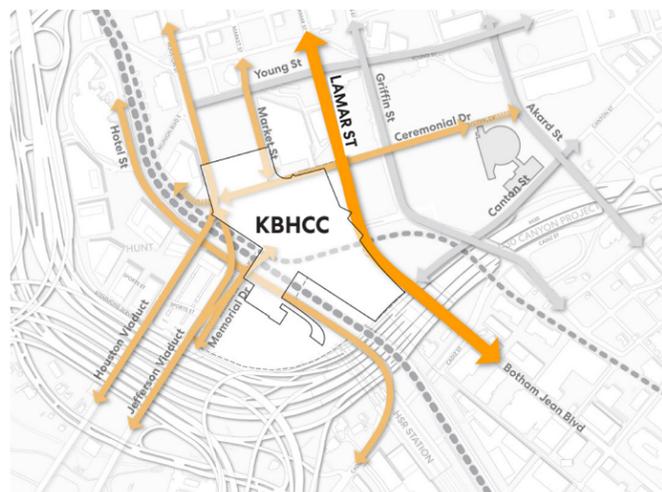


Lamar Street Today

- Today 780' of Lamar Street is capped by the Convention Center - this underpass primarily serves as a **limited access & service route**
- Auto-Centric Street
 - 66' asphalt road for cars
 - 8' sidewalks for pedestrians
- No bicycle infrastructure
- No pedestrian crossing or signage
- Multiple curb cuts
- Mature street trees provide shading for pedestrians but also cramp the walking experience



Lamar St from Ceremonial looking South toward the CC



Lamar Underpass Today



View looking North toward the CC underpass

Lamar Street Vision

Lamar Street will be a vibrant, pedestrian-first corridor and welcoming gateway to the Convention Center, featuring a human-centered streetscape, layered mobility, and electric arrival experience for visitors.



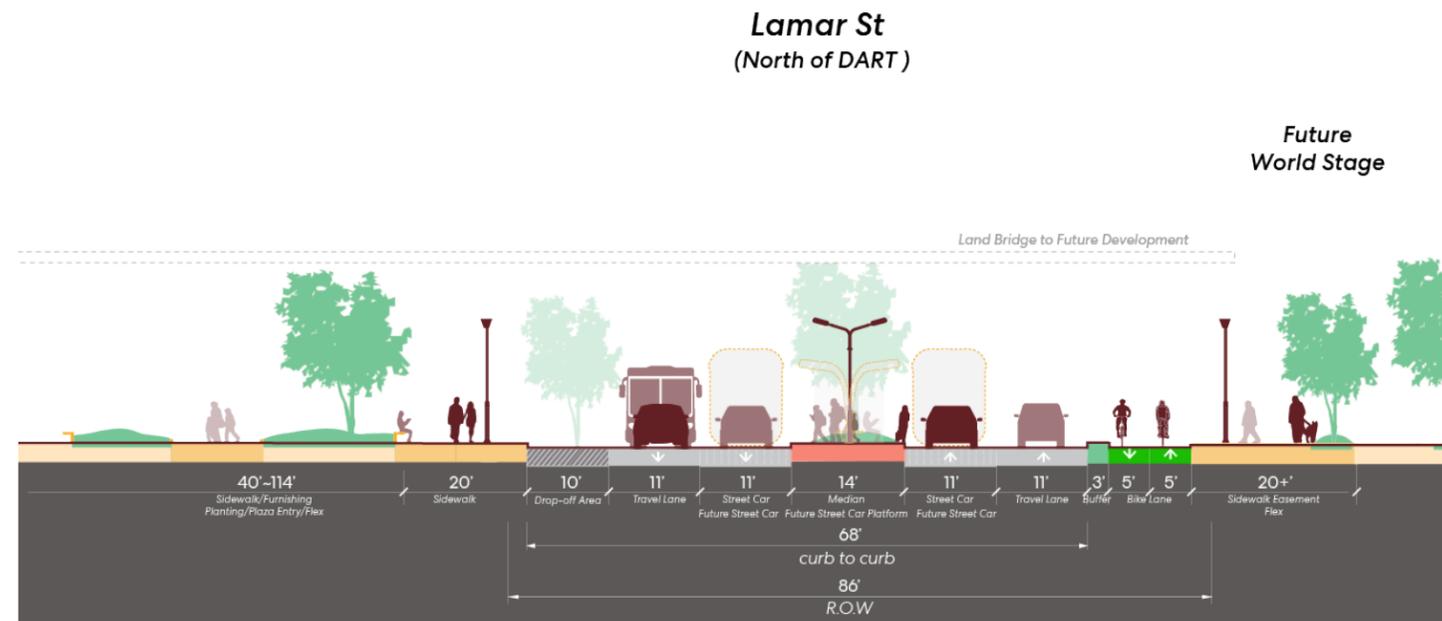
Precedent Images →

Lamar Street: Future

In order to support the goals of the convention center building and district, Lamar Street must be transformed from its current state to a world-class street that supports robust multi-modal transportation infrastructure with a rich public realm on both sides. Currently covered up by exhibit halls C/D between Ceremonial Dr. and Memorial Drive. Lamar will:

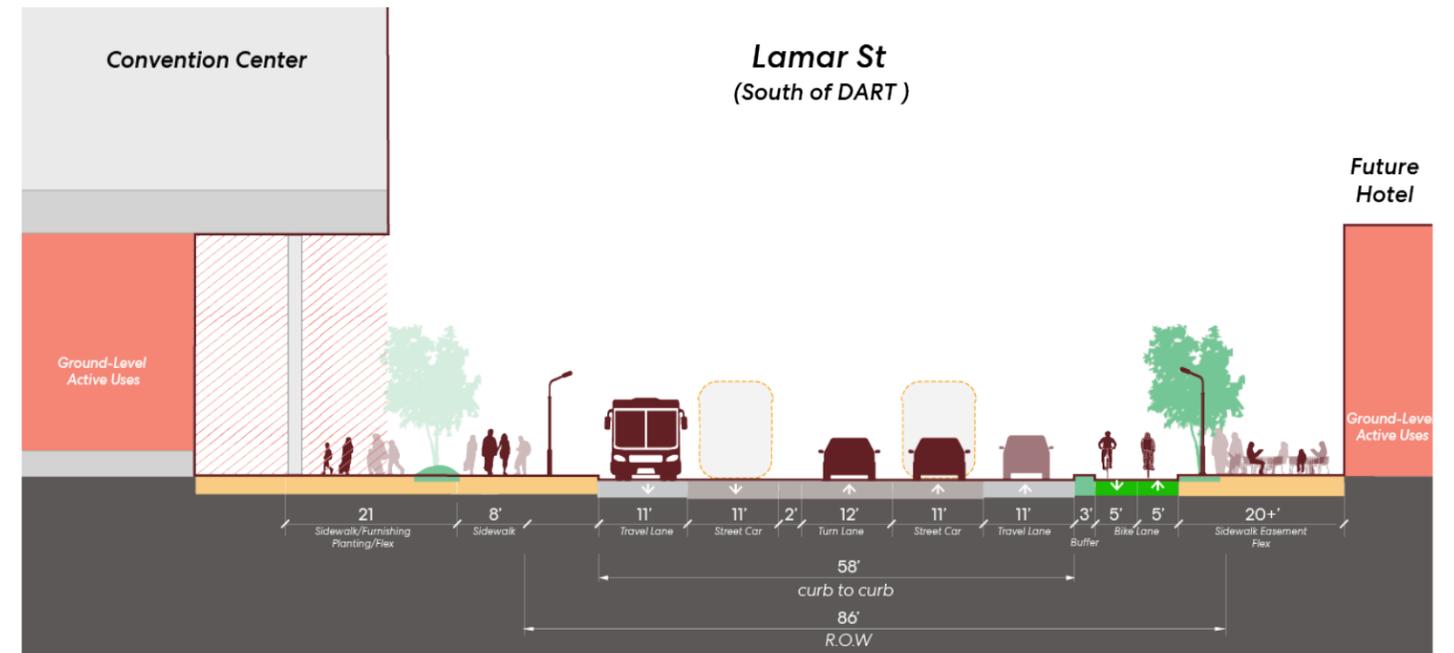
- Serve as the “front door” to the convention center
- Connect between downtown and The Cedars
- Provide access to the DART Station
- Access to the “Mobility Hub” for pickup and drop off

Cross Section

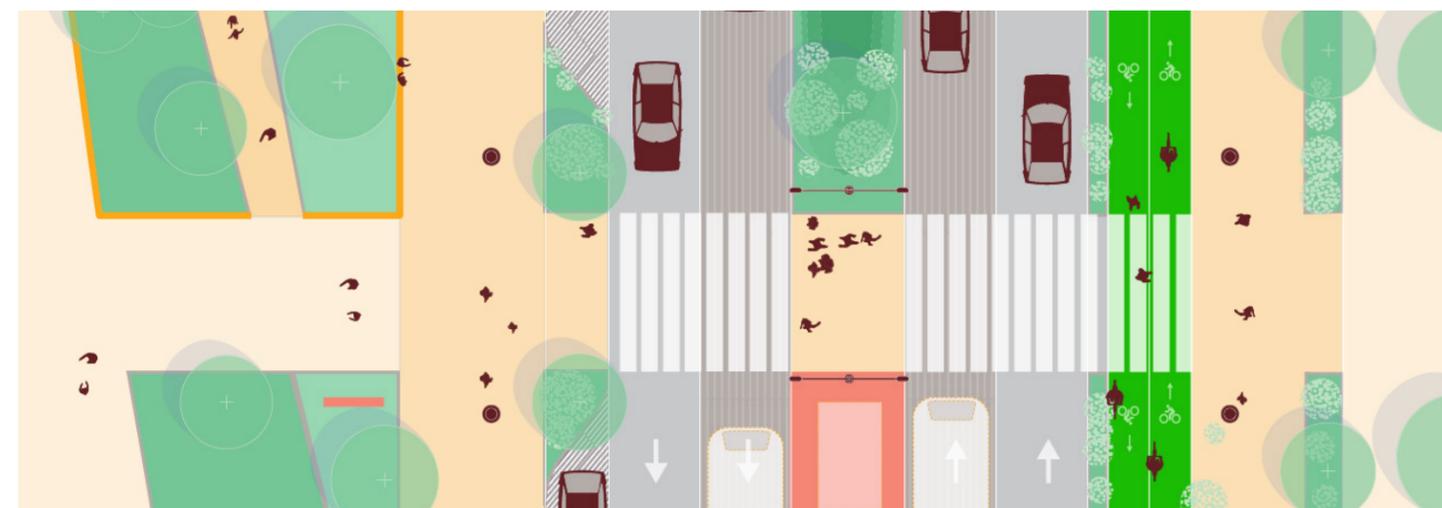


South of the DART station, the convention center will be cantilevered above the public realm, creating a different condition and feel than in the open public plaza to the north. The street maintains its essential functions between the curb, but there is additional opportunity for active ground level uses that can serve the community and convention center alike where the ground level meets the sidewalk. The cantilevered building above may aid in comfort from the sun in hotter portions of the year and still provide planting opportunity for shade tolerant trees and vegetation.

Cross Section



Plan



Plan



View toward Lamar Street from the Proposed Future District



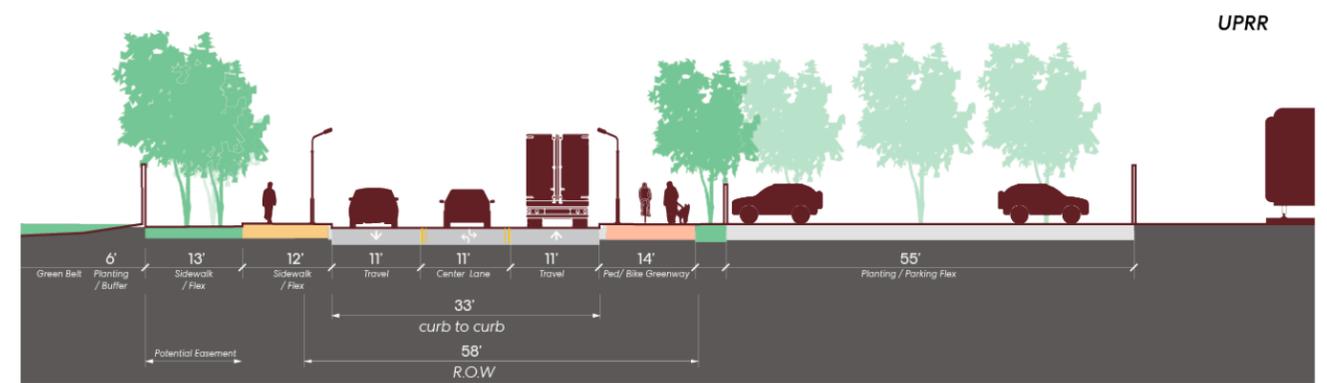
Hotel Street

Today:

- Today Hotel Street is a four-lane service road – the city’s back of house access
- No landscaping or trees from North Dr to Cadiz
- Hotel Street is the access road used to enter the Marshaling Yard Convention Center overflow surface parking lot
- Both Hotel Street and the UPRR run under Hall F of the Convention Center
- In the future the HSR Station will cover the South end of Hotel St at Cadiz



Cross Section

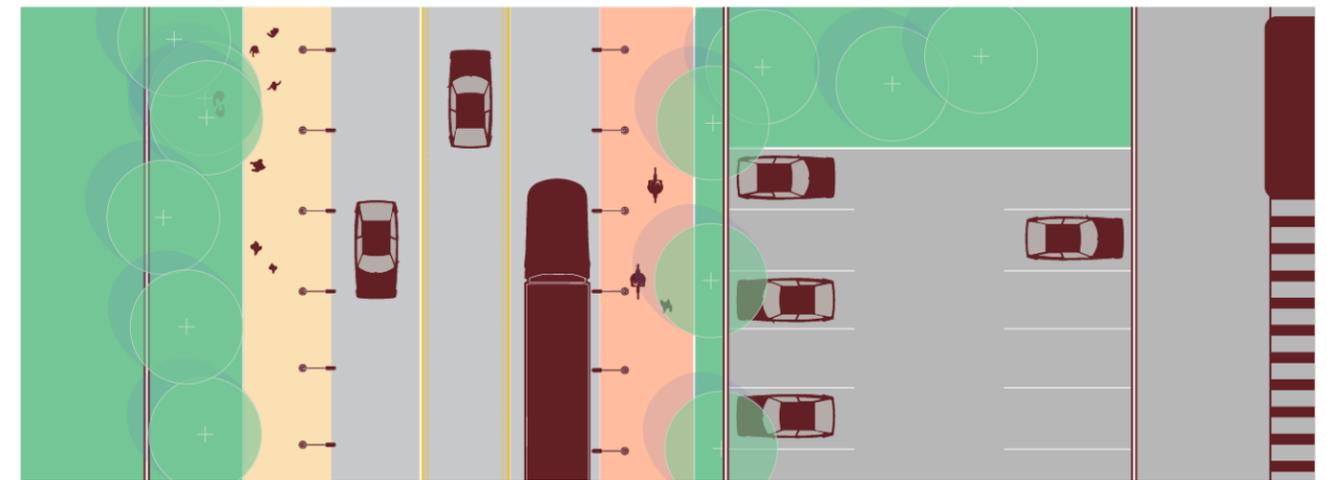


Vision:

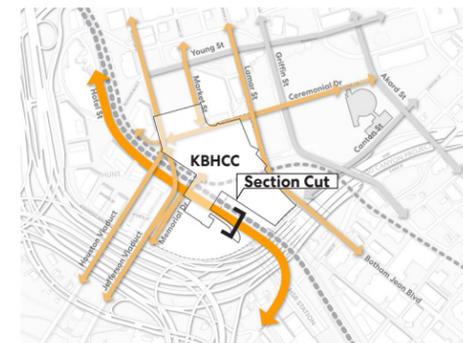
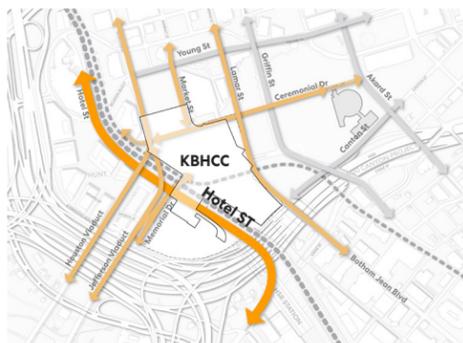
Hotel Street will be a balanced urban connector, where aesthetic utility ensures smooth vehicular flow and safe, distinct zones for pedestrians, cyclists, and vehicles



Plan



Precedent Images →

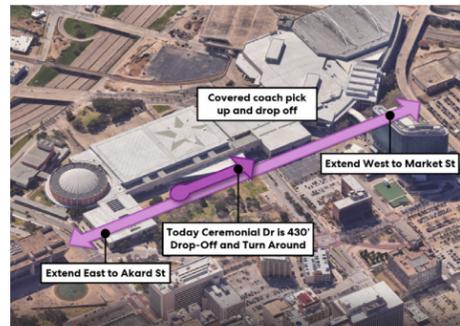


Hotel Street will serve as a major workhorse for the “back of house” functions, providing access to the convention center loading dock, marshaling yard, future fire station, vertiport, and more. The street will also provide important connection across the south side of the site between future development near the high speed rail station and properties near Reunion Tower. It must be a serious workhorse, while providing opportunity for planting, green infrastructure, and active mobility within the district.

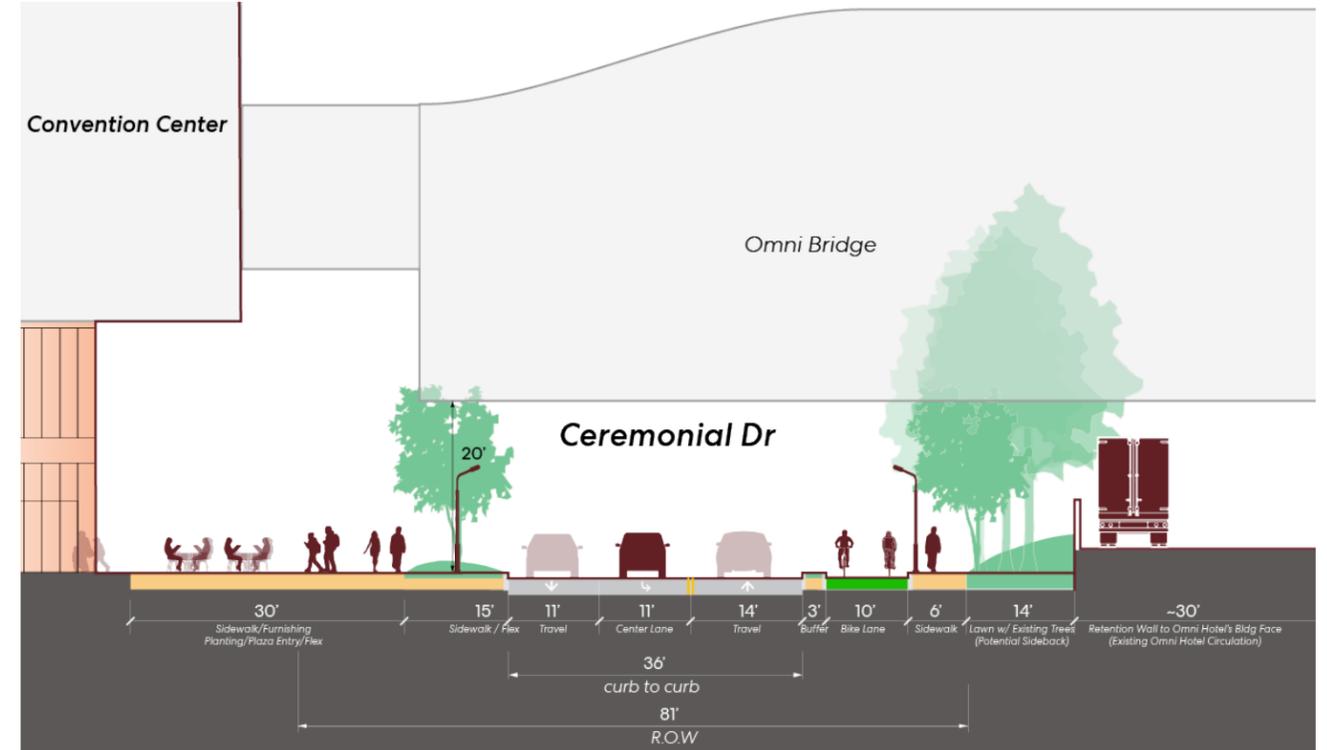
Ceremonial Drive

Today:

The existing Ceremonial Drive functions as a drop-off and turnaround at the main entrance at Halls B & C, passes underneath the building to a dead end turnaround in the other direction, providing limited connectivity the blocks beyond and little amenity to the city.



Cross Section



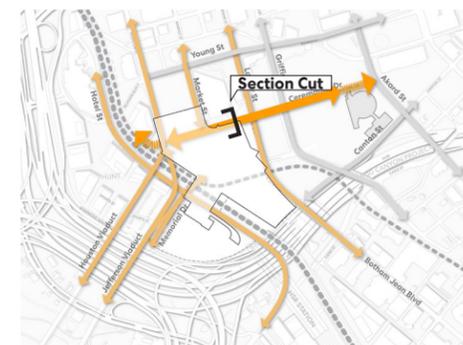
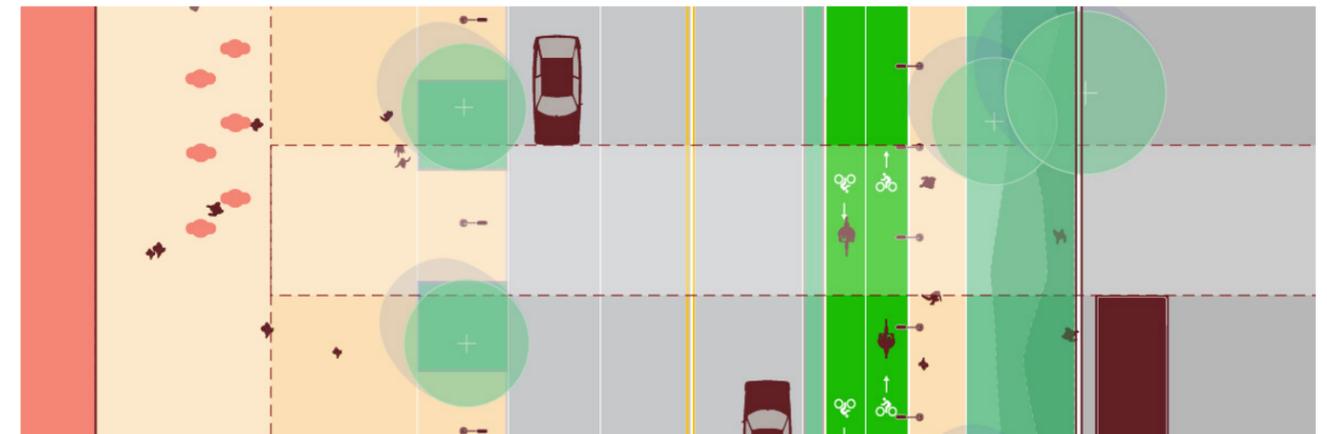
Vision:

Ceremonial Drive will offer a seamless integration of park and street, creating a vibrant, versatile corridor that prioritizes safety, supports dynamic events, and enhances multimodal connections within the heart of the Convention Center complex.

Precedent Images →

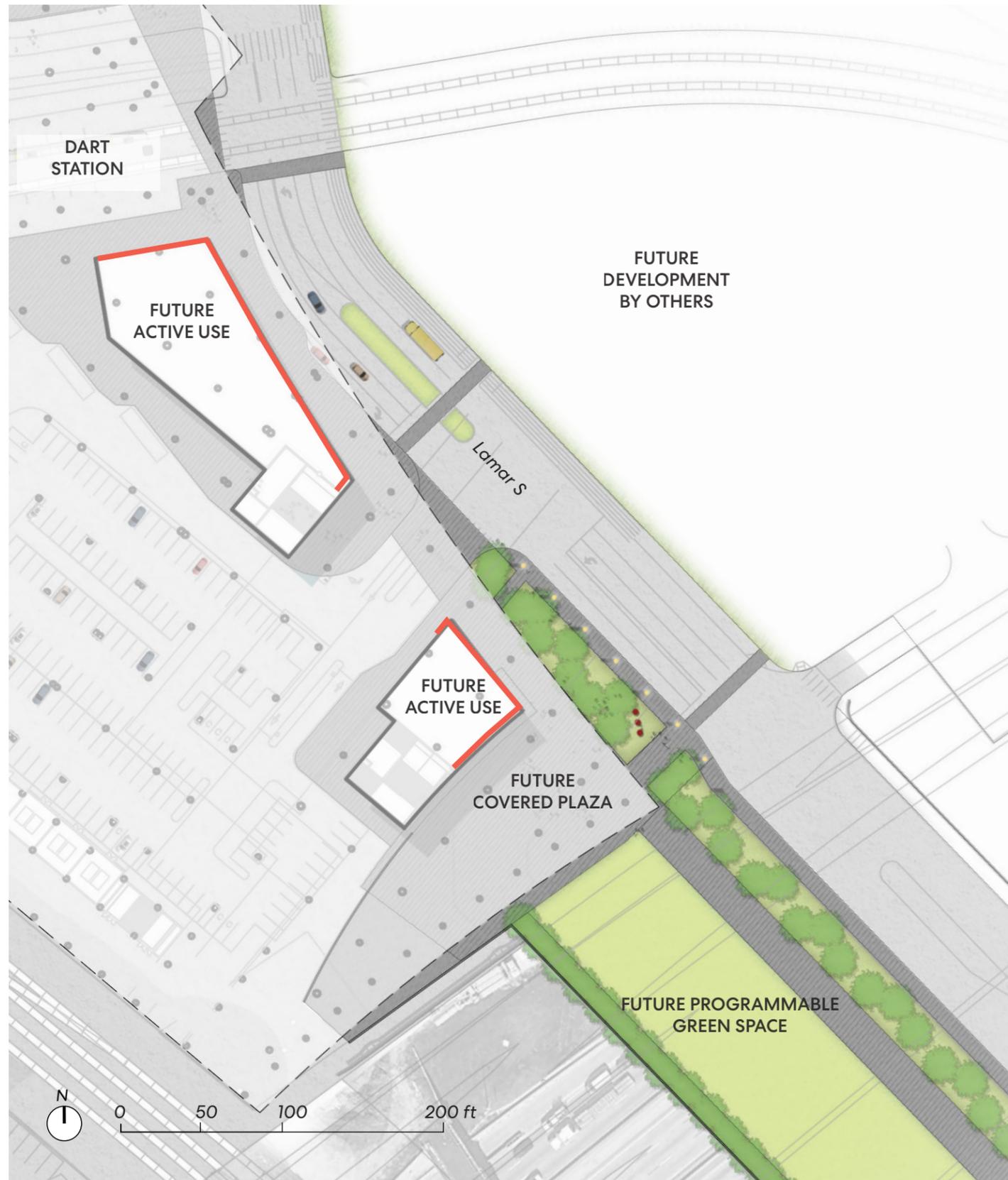


Plan



Ceremonial Drive will create a new connection from underneath the Houston Viaduct to Akard Street, creating an entirely new intersection at Market Street. The street will serve as a vital workhorse for access and circulation for all modes into the building and in the surrounding district. Adjacent to the building lobby between Lamar and Market, Ceremonial creates comfortable human experience with generous public realm adjacent to the building lobby and active ground floor uses planned along this edge, and a separated bikeway on the north side of the street.

Streetscape Activation



Activation of Building and Streetscape

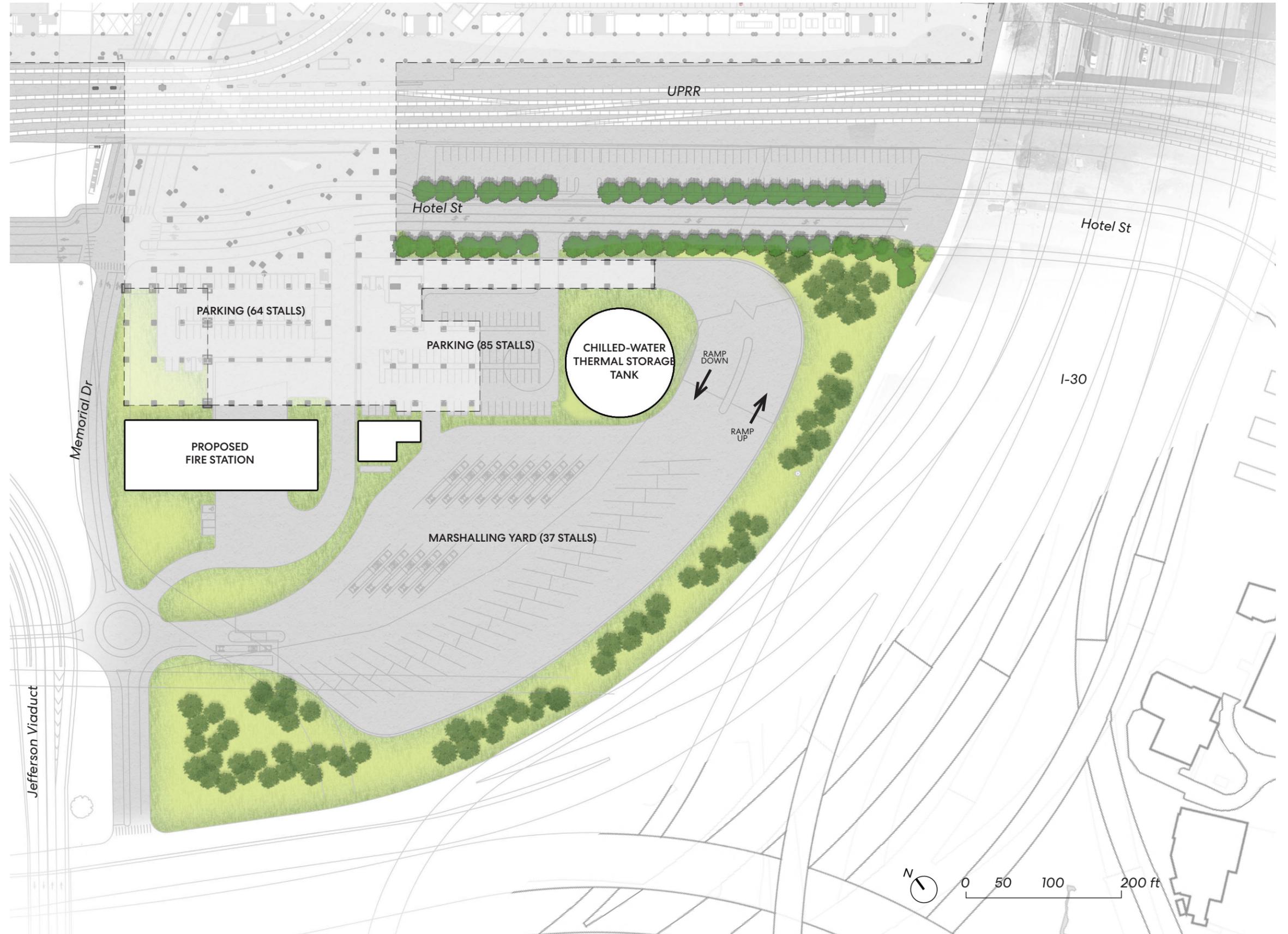


View from the Cedars
Programmable Green Space

Lot E - Aerial View



Lot E - Site Plan





City of Dallas

Perkins&Will + POPULOUS

gsr | andrade
ARCHITECTS

Harrison
Kornberg
ARCHITECTS

McAfee3
ARCHITECTS

McKISSACK

RW STUDIO

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