

Applicable Urban Design Priorities Project Should Achieve

- [1] **Consider introducing a consistent built form along Preston, either with a consistent slip road condition or with a continuous building frontage along the ROW -**

A clearly organized building line is recommended along Preston road that is consistent along the entire frontage.

- [2] **If designing with a slip road, avoid locating beneath a structure -**

A slip road condition beneath a structure will function and feel much like a moving through structured parking and no longer function as a slip road or browsing lane.

- [3] **Consider locating and active use at ground level along Preston to contribute to a more continuous frontage along the sidewalk and to add activity to the street -**

The opportunity exists to locate circulation into the grocer level as a significant architectural element and to create a better pedestrian experience along Preston.

- [4] **Consider relocating the primary loading to the interior of the block -**

The current loading dock location creates inactivated street frontage along the entire northern street frontage. The loading activity also introduces poor pedestrian conditions along the street.

- [5] **Any exposed garage faces should be designed in a way that is architecturally harmonious with the overall building composition, thus masking the garage from the public realm -**

Exposed garages should be avoided wherever possible. When an exposed garage cannot be avoided, its appearance should be masked from the public realm.



Context Description

The project site is comprised of roughly 450 acres located at the intersection of the Dallas North Tollway and Interstate 635. The site currently hosts regional shopping and employment centers including the Galleria Dallas to the west, as well as Valley View Mall to the east. The northern third of the site hosts a high concentration of aging multi-family units.

As a potential addition to initial phases of phases of development, the block located at Preston and future Peterson Street is being planned as a mix of residential, a large grocer anchor, and smaller retail lease spaces at ground level.

Considerations include incorporating comments from previous review of overall plan, creating a consistent building form along Preston, and careful placement of service areas and utilities to secure pleasant and walkable block faces around the building frontages.

Dallas Midtown

Neighborhood:
Midtown

Program:
Mixed-use including residential, retail and a potential large format grocer

Policy References

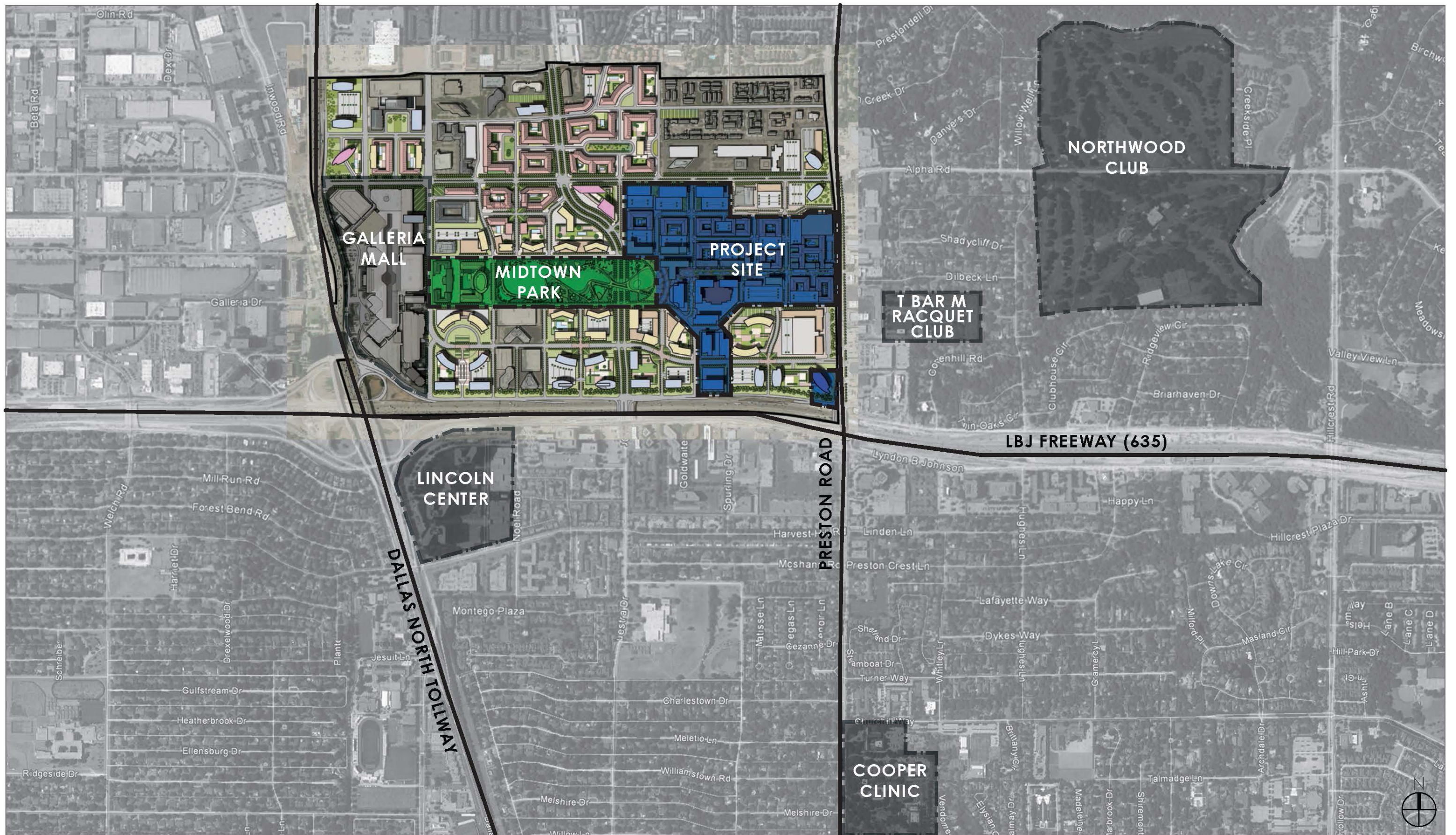
Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III

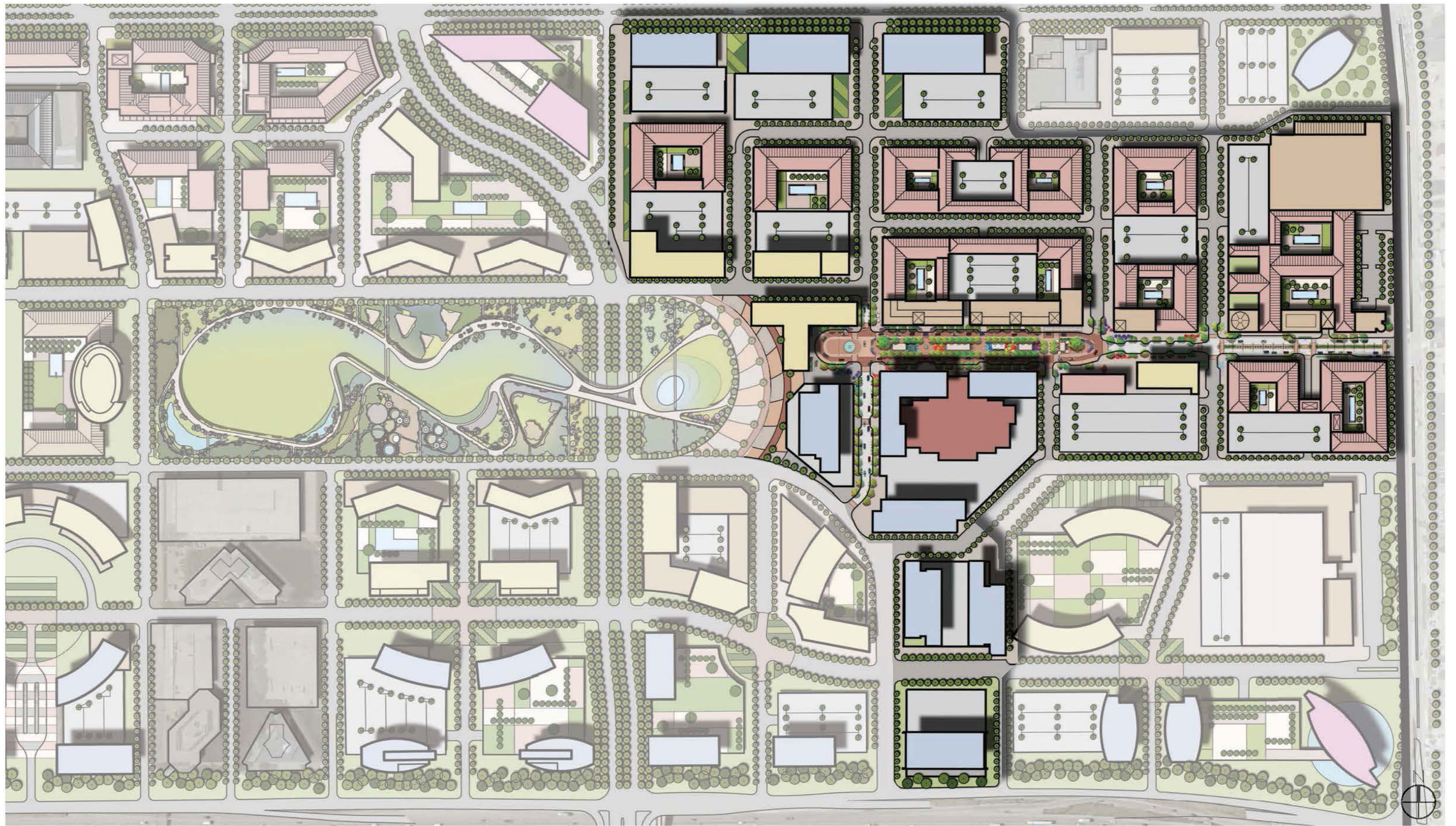
Midtown Design Guidelines



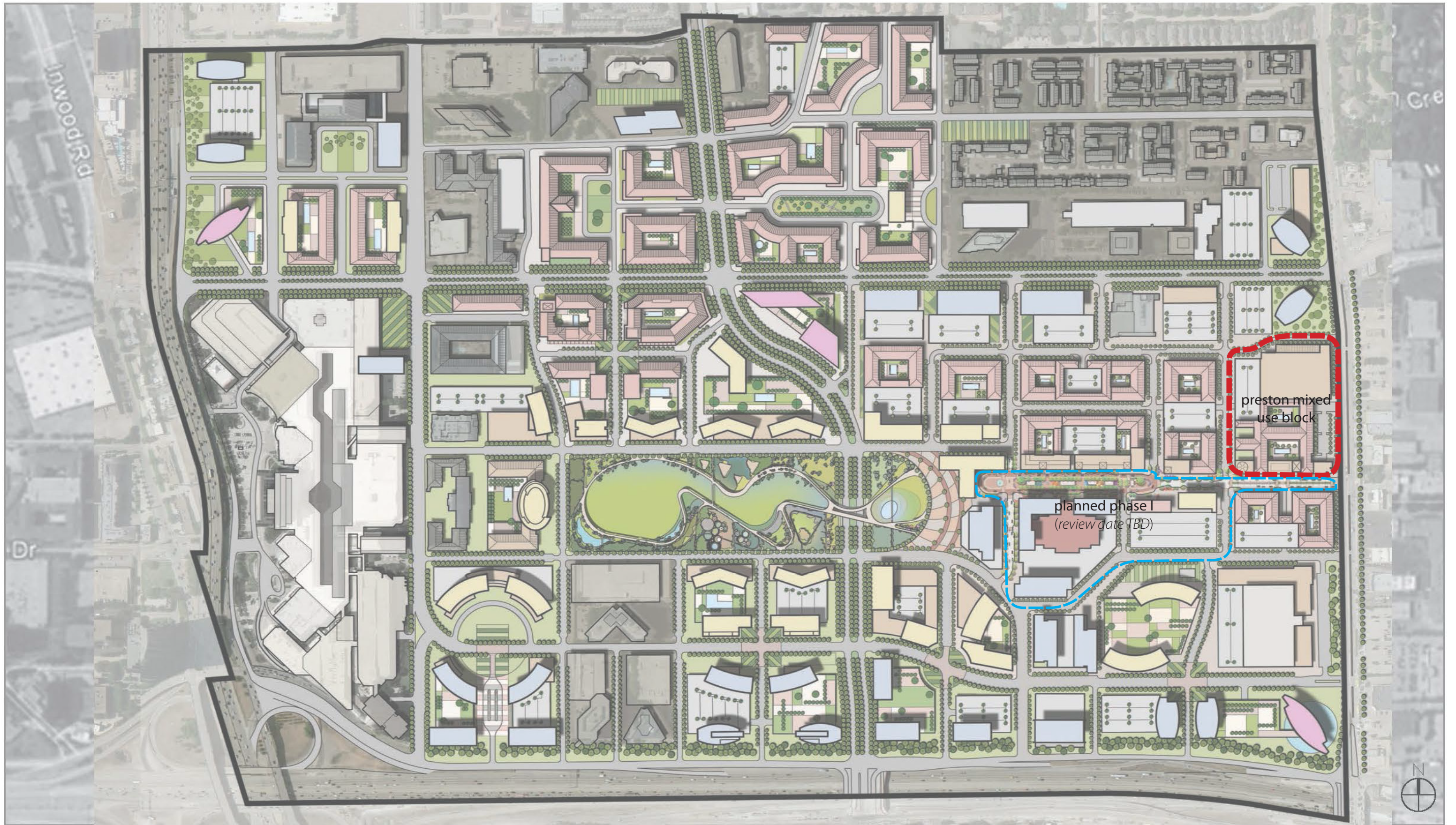
ILLUSTRATIVE VISION



VICINITY PLAN



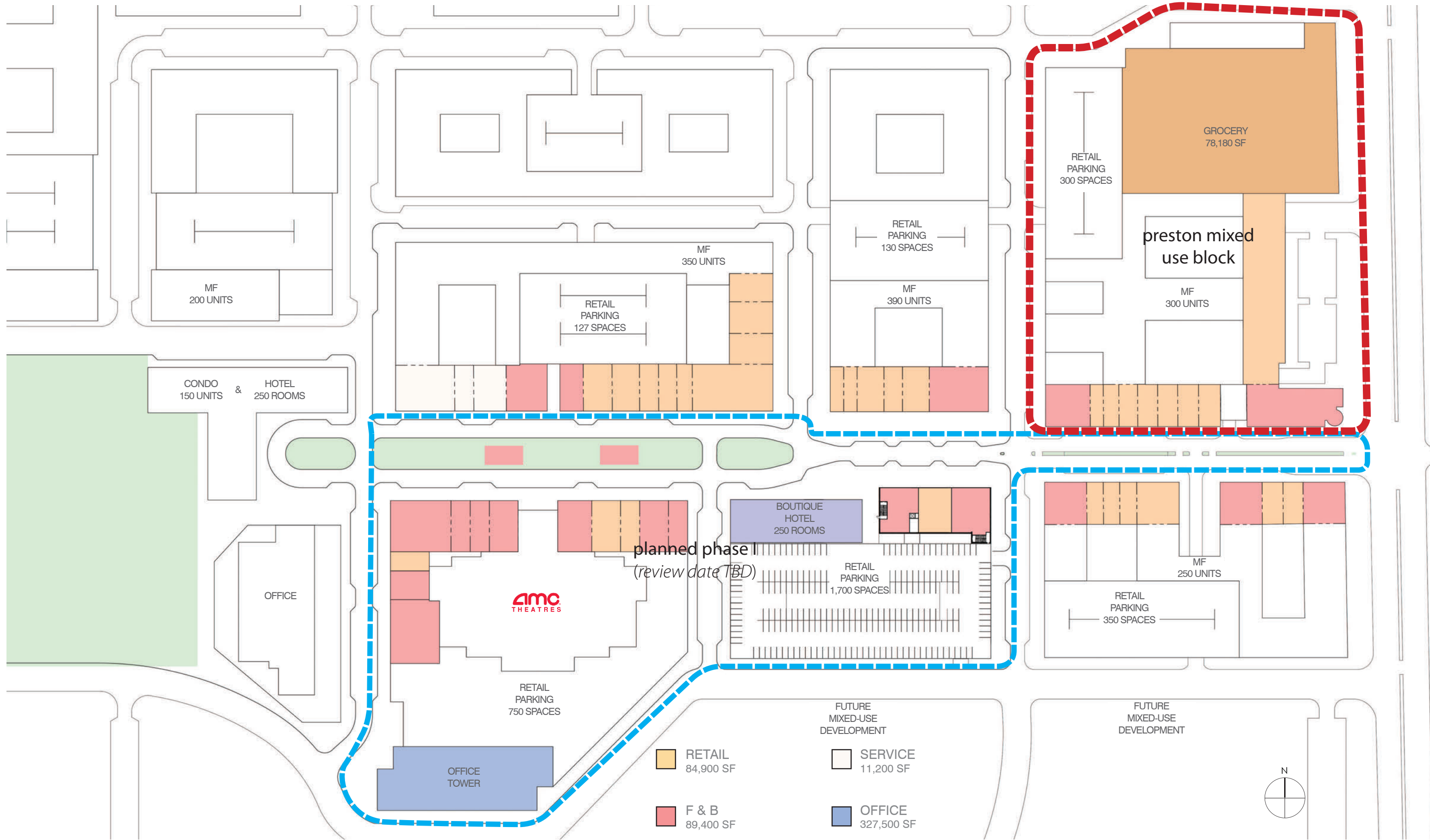
DISTRICT PLAN



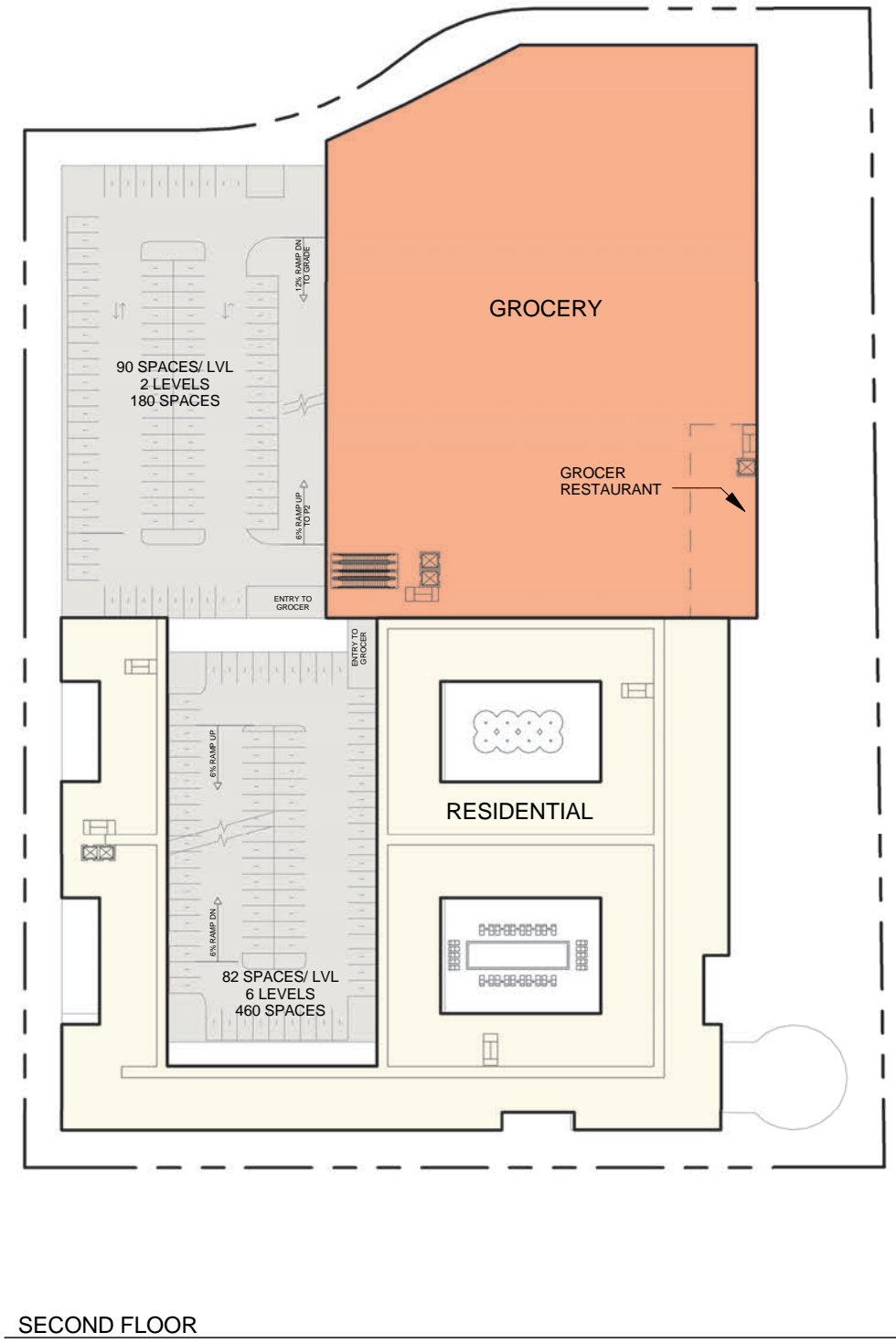
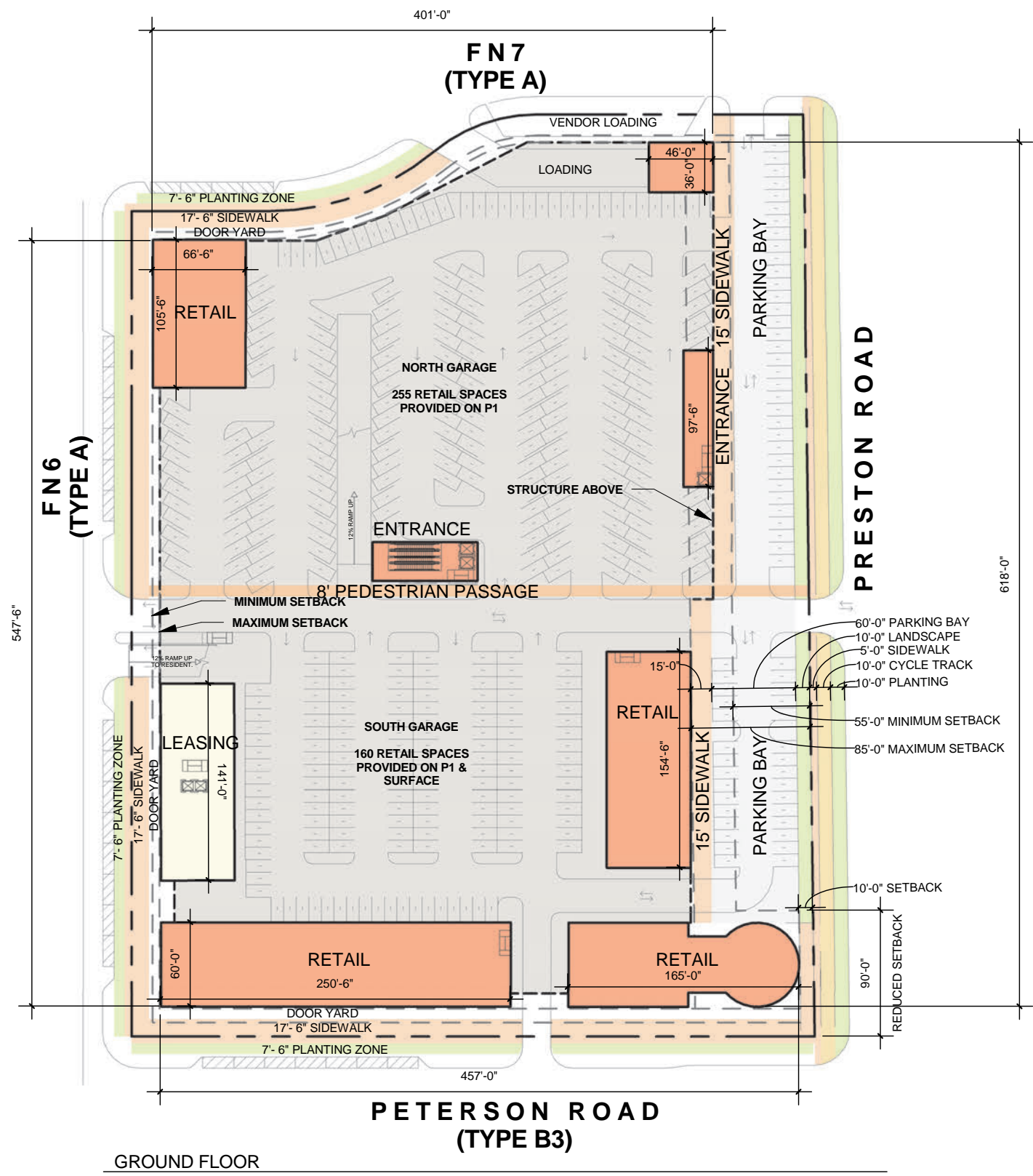
preston mixed use block

planned phase I
(review date TBD)

VISION PLAN



MERCHANDISING PLAN



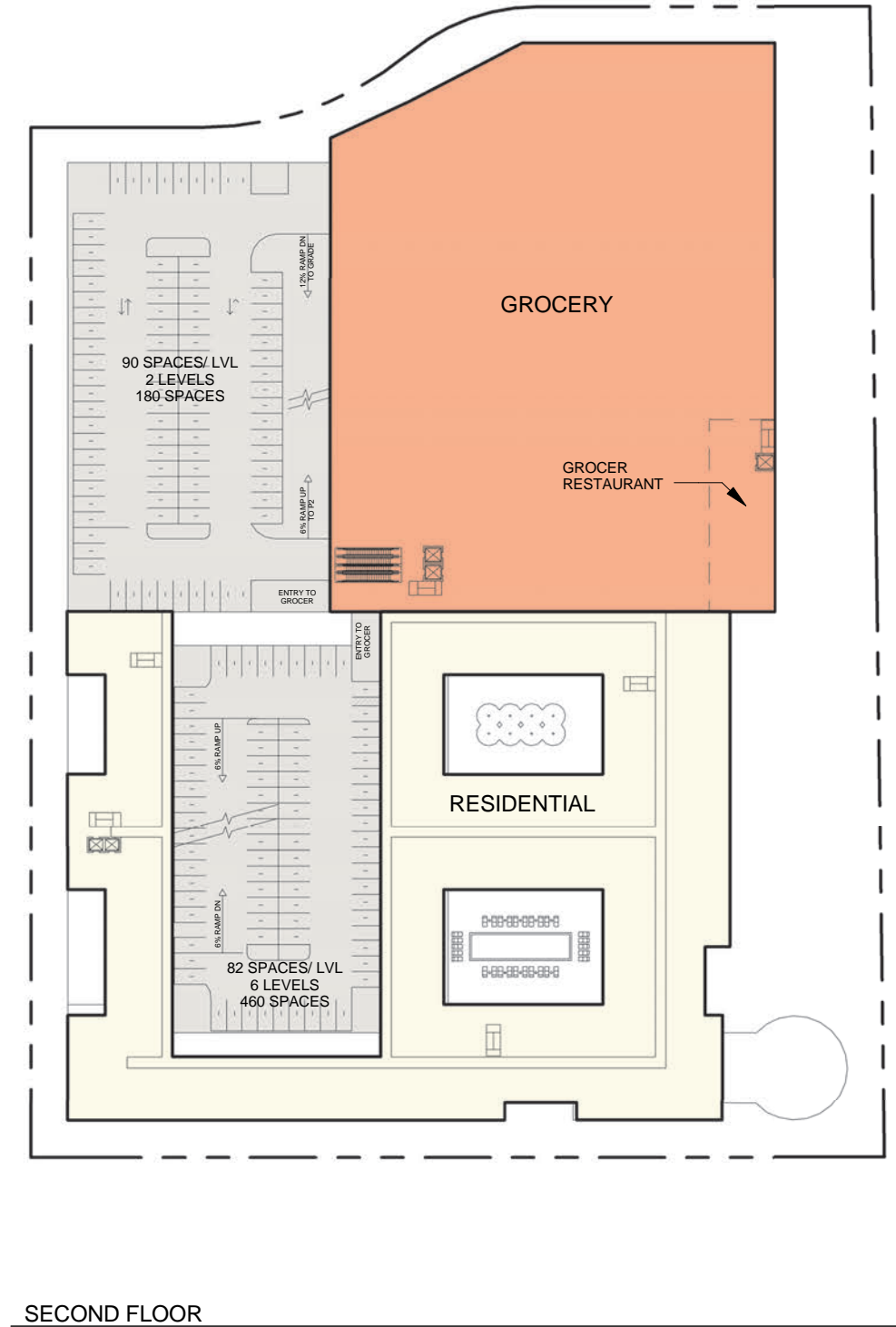
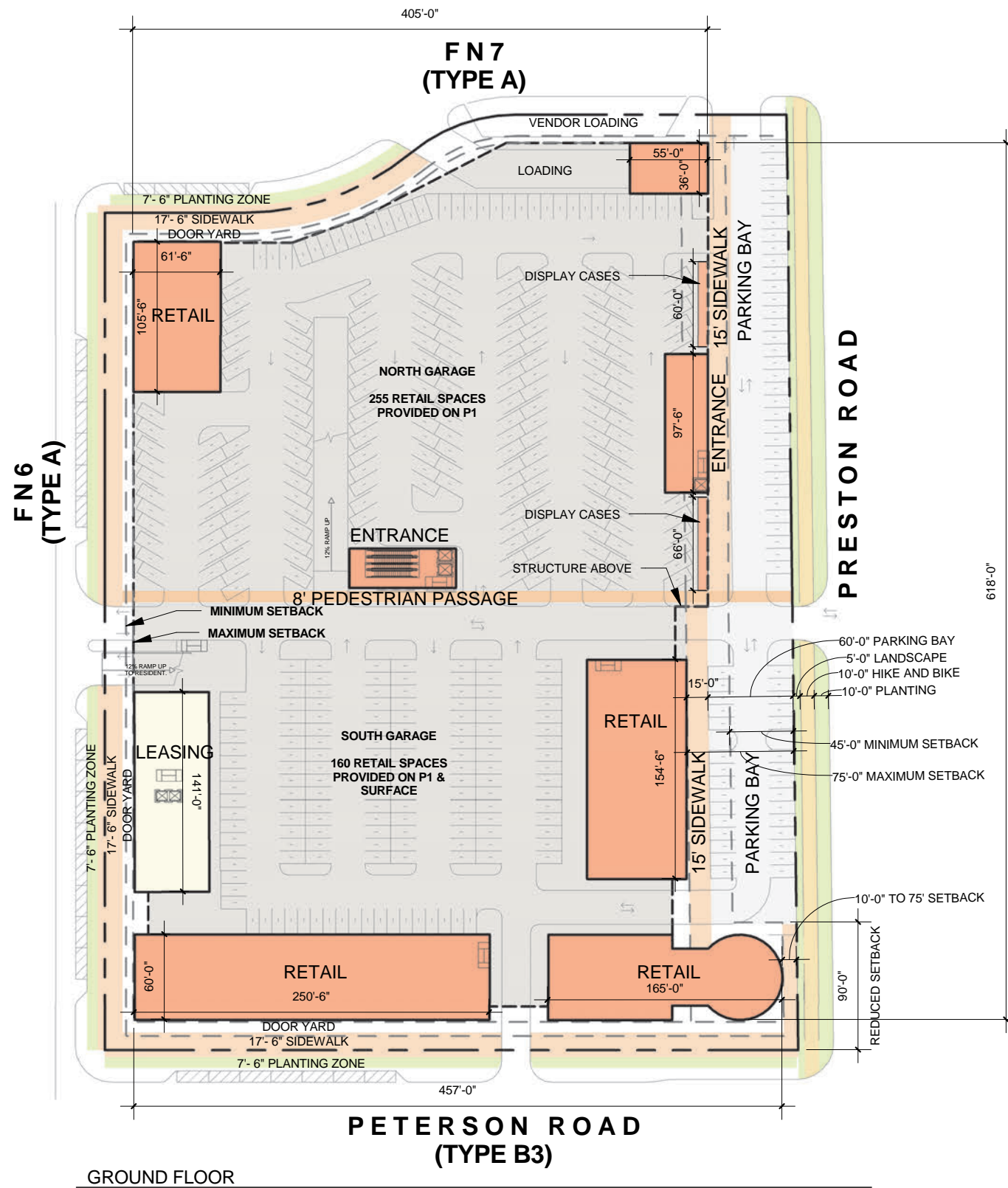
Scale : 1" = 100'-0"

2001 Bryan Street :: Suite 3100 :: Dallas TX 75201 :: tel 214.969.5311

CURRENT SETBACKS

Midtown Zoning | Dallas, TX 05/07/2015





Scale : 1" = 100'-0"

2001 Bryan Street :: Suite 3100 :: Dallas TX 75201 :: tel 214.969.5311

PROPOSED SETBACKS

Midtown
Zoning

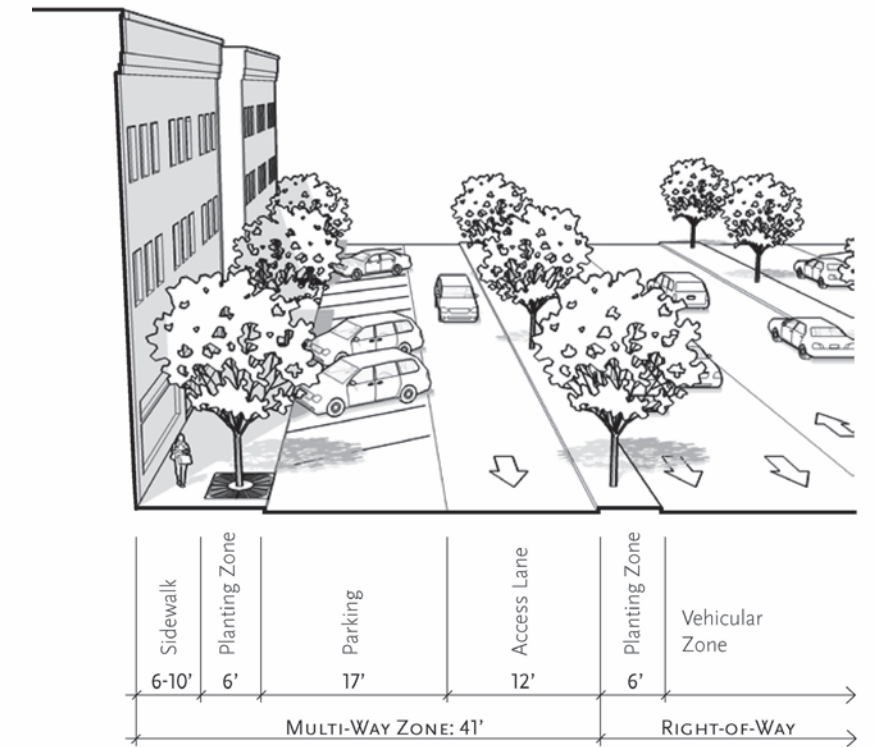
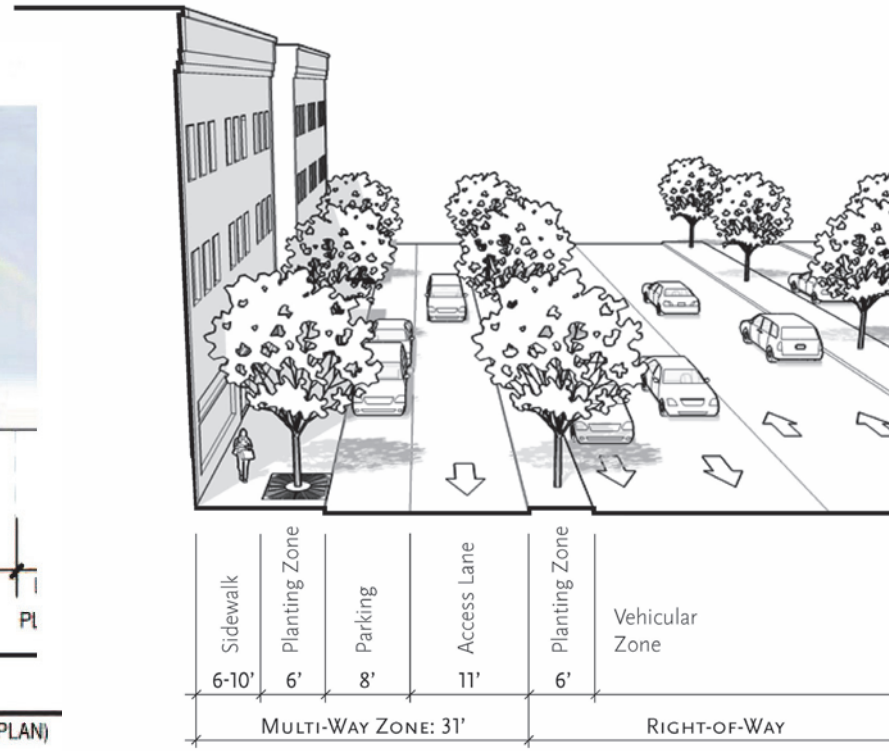
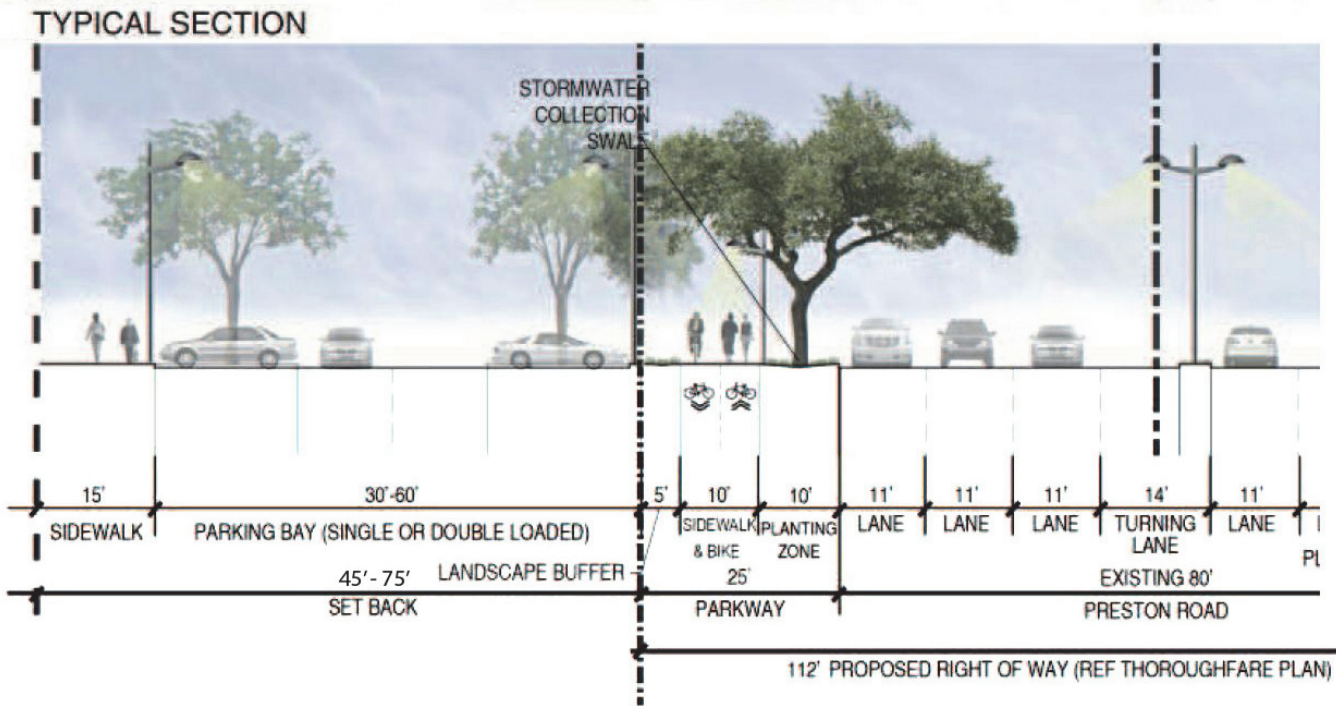
Dallas, TX
05/07/2015





(2) Parallel Parking (ST-3).

(3) Angle (60°) Parking (ST-4).



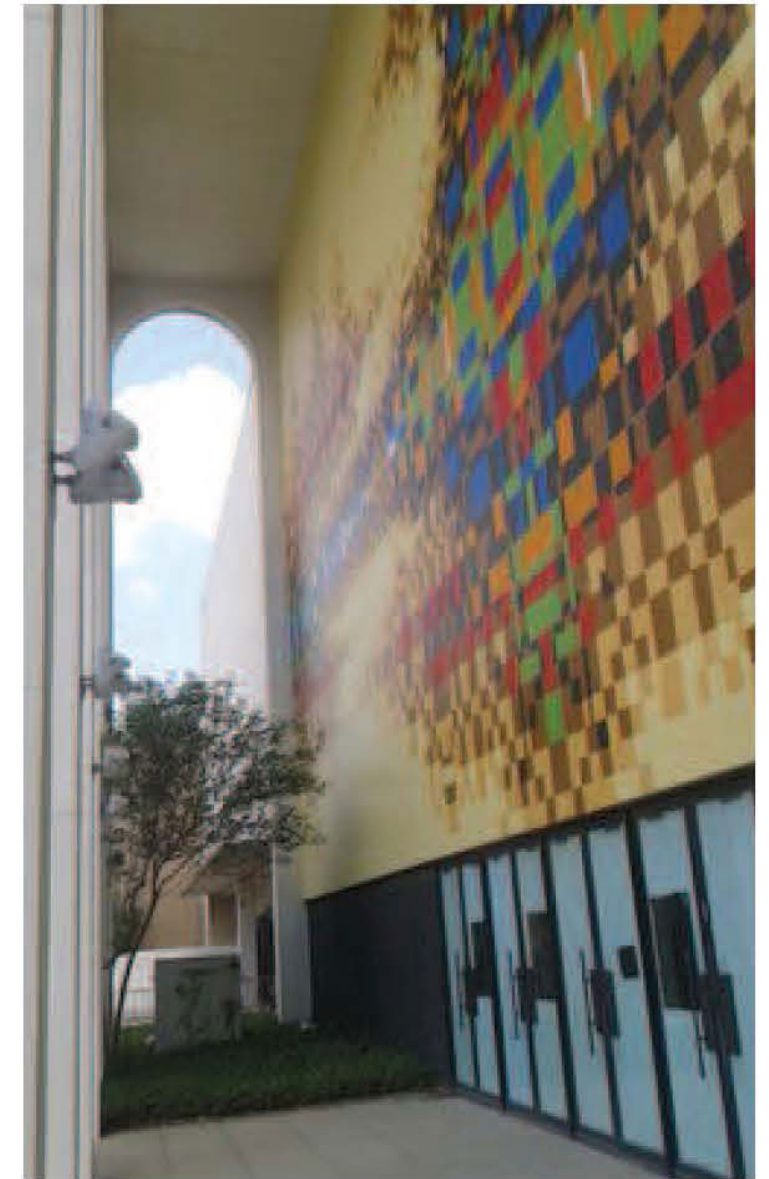
PROPOSED PRESTON STREET SECTION

SLIP STREET EXHIBITS FROM ARTICLE 13: FORM DISTRICTS - SECTION 51A-13.503



Legacy Town Center Streetscape





EXISTING CONDITIONS
EXISTING MALL



PRECEDENT IMAGES