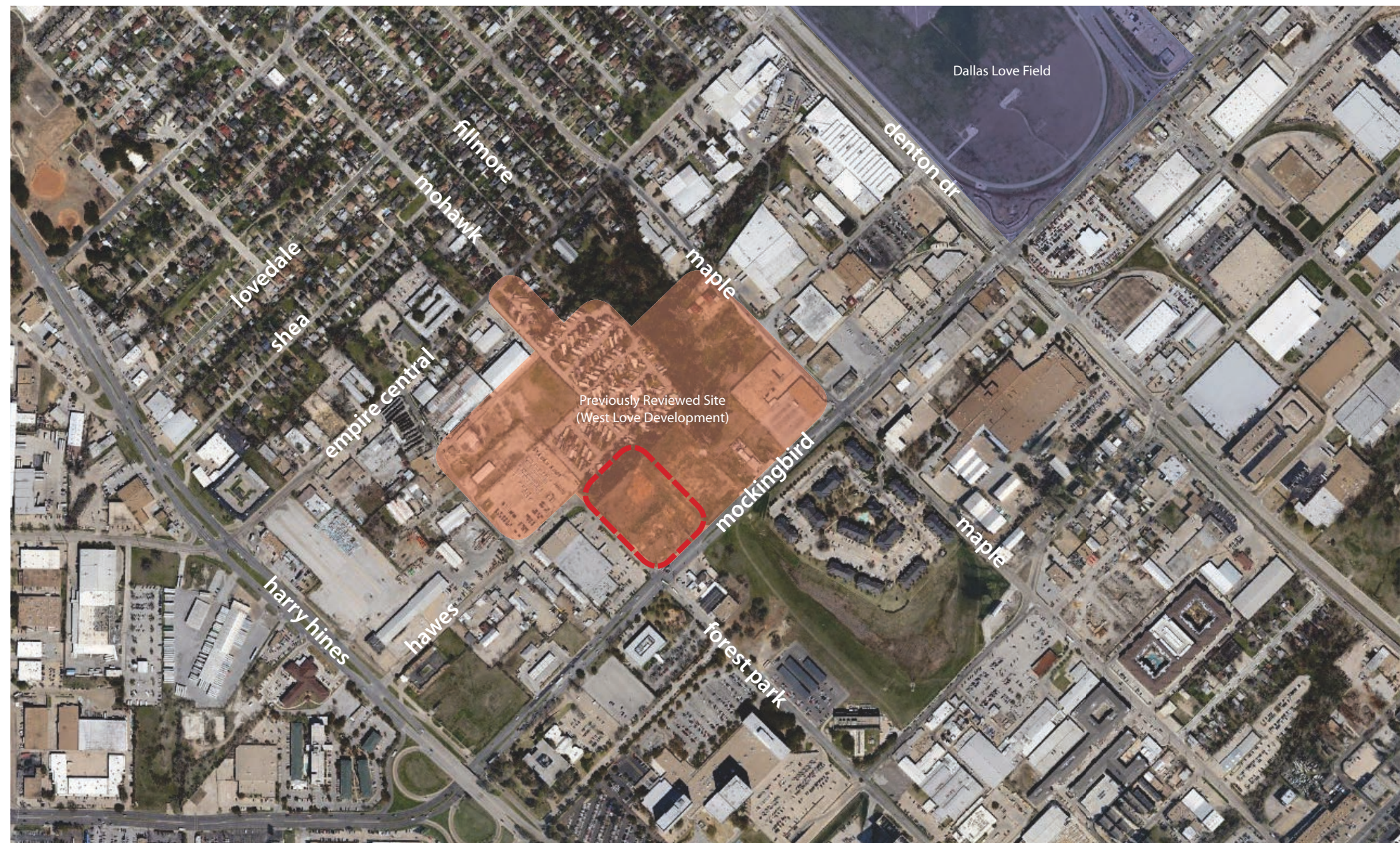


Applicable Urban Design Priorities Project Should Achieve

[1] Careful attention should be given to the Hotel drop-off area as it relates to the public realm and potential activation of the ground level of the project -

Consideration should be made as to the most appropriate treatment, dimensions and location of the hotel drop off area. As currently shown, eliminating curbs, minimizing impact on pedestrian walkability, and subtle integration as a component of a pedestrian oriented public realm will be critical considerations in achieving an active and walkable urban edge.



Policy References

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV [Maple/Mockingbird]

Context Description

The project site consists of a tract of land previously reviewed while under different ownership as the West Love development. The land as recently been purchased by the current development team to be developed as a dual flag hotel serving the Love Field area.

As a catalyst project for the area, critical components of the projects include introducing an urban edge and form along Mockingbird, locating active uses along the street, locating service areas away from future street connections, and relating active program uses to the public realm.

Note: The original site plan from the previously reviewed project is included on the following page. This exhibit does not reflect the current ownerships site plan or intentions, but is included as a reference.

Love Field Element Aloft Hotel

Neighborhood:
Love Field
[Maple/Mockingbird TIF District]

Program:
Hotel

UDPRP Review Summary **DRAFT 11.22.13**

Urban Design Peer Review Panel

DATE: 11.22.13

TIME: 8:30am

PROJECT: West Love Development

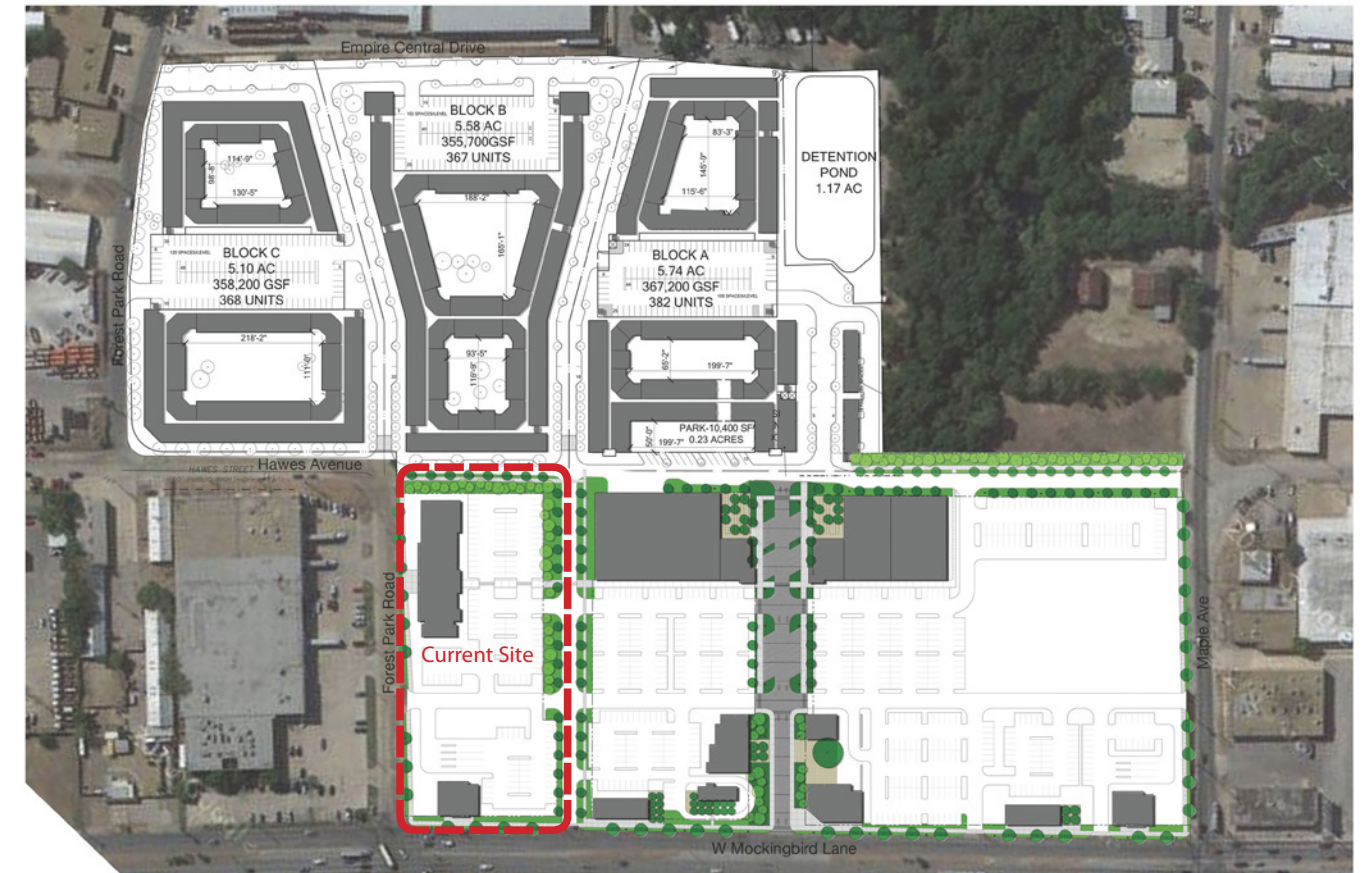
LOCATION: Dallas City Hall Room 6FN

Overview

Below is a summary of Urban Design Peer Review Panel for the West Love Development as derived from the November 22 Peer Review session.

Advice Summary

- [1] The panel concurs with the attention and design direction of main drives through the site, as well as the character of proposed buildings.
- [2] The panel emphasizes the importance of the site as the first major development north of Mockingbird and as a precedent for future development.
- [3] The panel encourages that further study be made to the overall site plan to explore opportunities to create more of a district and a less conventional retail feel for the development.
- [4] Consider location and orientation of the hotel in a more integrated fashion, potentially pulling the building forward towards mockingbird.
- [5] Consider enhanced landscape and integrated storm water management to mitigate open fields of parking and consider integrating the parking configuration into the overall development to as an opportunity create more of a parking plaza condition rather than a conventional parking lot.
- [6] Consider opportunities for alternative orientation of large retailers to mitigate their distance to Mockingbird.

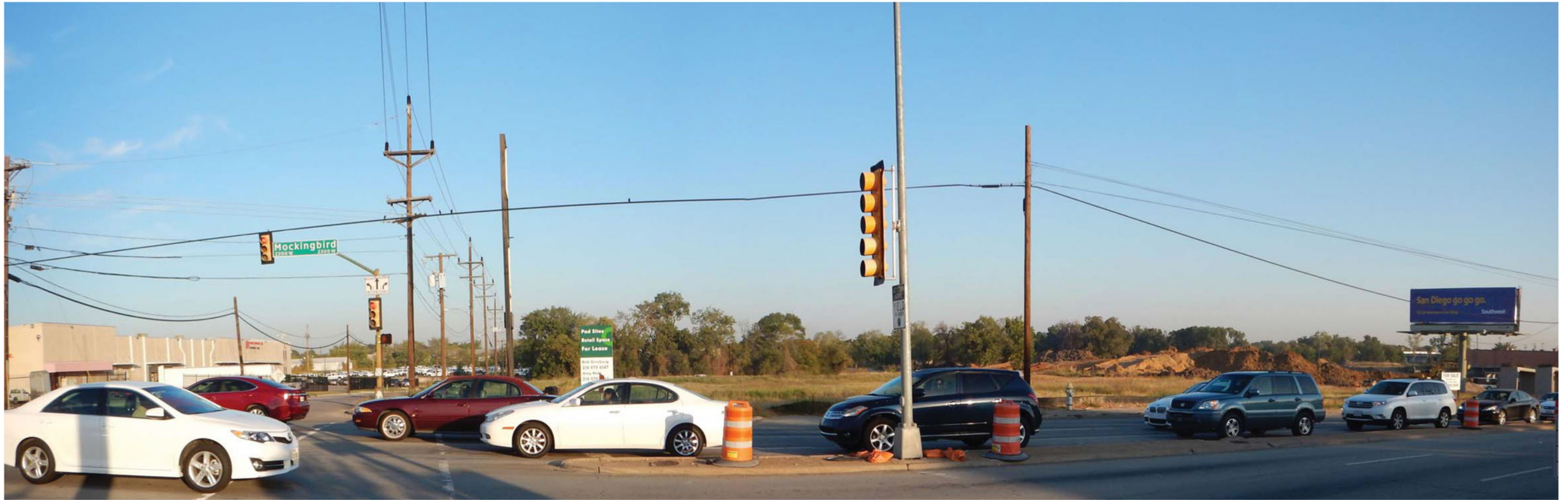


Site Plan - Overall

scale 1" = 150'-0"

Previously reviewed West Love development with current project site noted.





Mockingbird Fontage



Northbound on Forest Park



Eastbound on Mockingbird



Southbound on Forest Park

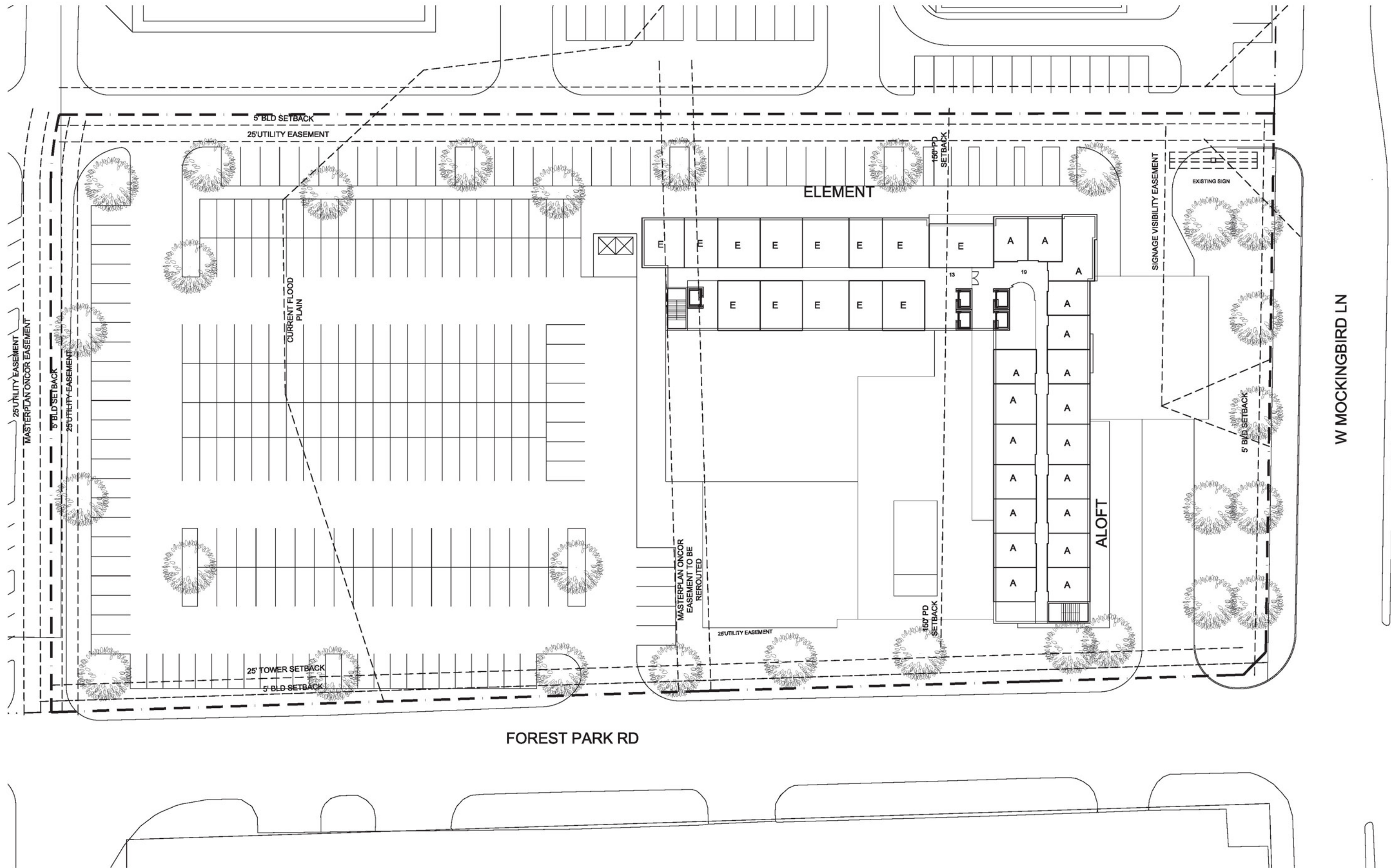


Westbound on Mockingbird



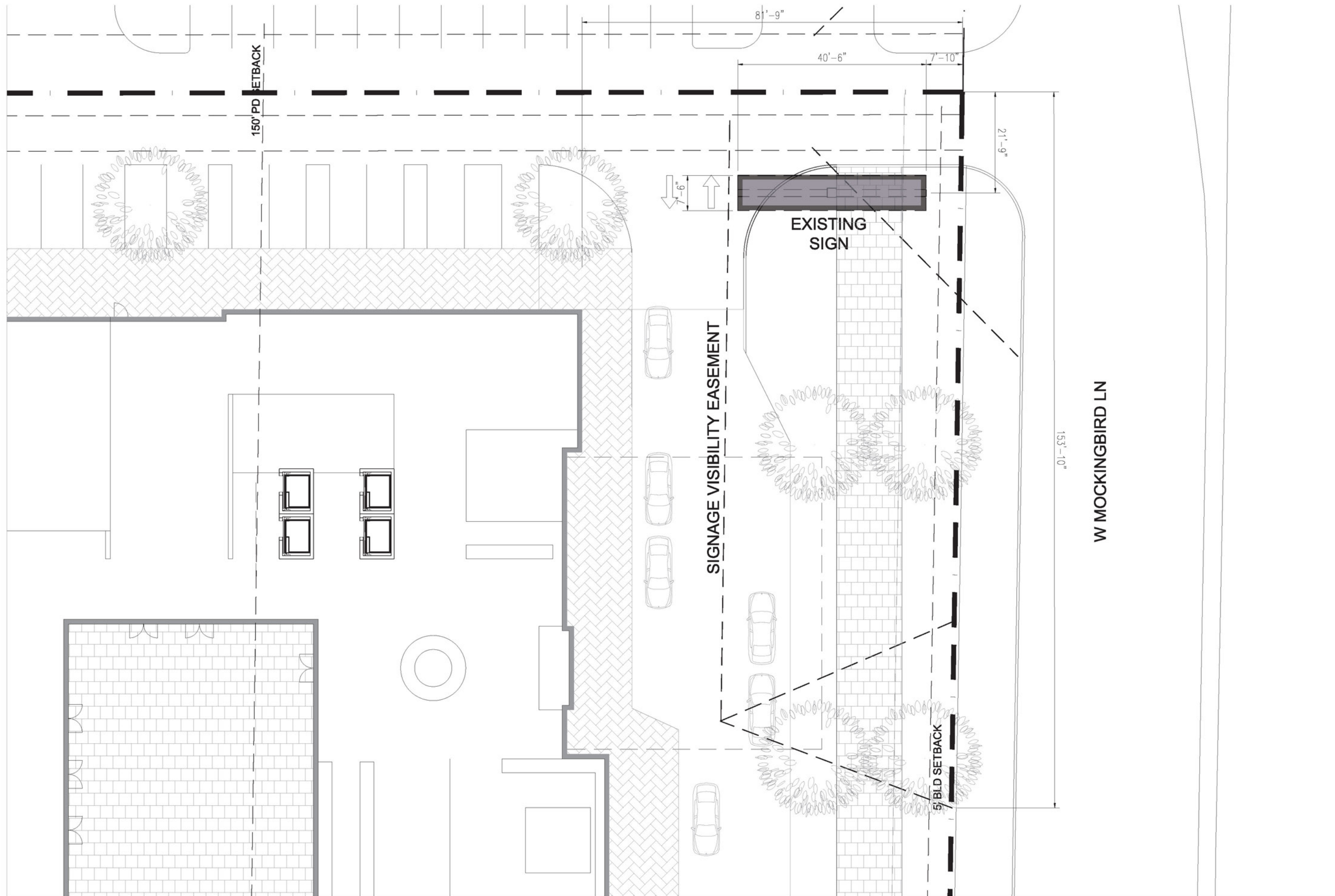
8 - STORY
 133A + 91E = 224 KEYS TOTAL
 5,500 SF OF MEETING AREA
 PARKING REQ. = 252
 PARKING PROVIDED = 266







W MOCKINGBIRD LN





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perspective (existing billboard included)



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perspective (existing billboard removed/relocated)