

Overall  
NOT  
Appeal

C  
hmm  
probably not

B-  
Looks like  
a hospital

D  
Never  
D  
Institutional

a.  
dumb  
o2y

D  
UGLY

B  
Yuk

D-  
Real  
Bad!  
Cheesy

B-  
Tacky  
Doesn't like  
steps

B  
Look like  
institutional  
housing

D  
cheap

D  
Looks  
Boring

None  
for PD-15

D  
UGLY  
BLOG

D  
TOO  
SMALL

B  
Not fitting  
to Area 4

B  
No  
SETBACK -  
LOOKS  
CHEAP

D.  
Ugly  
Eye socket  
Area 4

Concrete  
- No  
Green space

None  
have  
walkway  
appeal

D  
TOO  
SMALL

C  
Mid-size  
units

D  
Vanilla

C  
Town House  
Not enough  
Space PD-15

C  
Low-rise  
- who will  
build it?

D  
EVER

a.  
crazy  
azy

D  
UGLY

B  
Yuk

D-  
Real  
Bad!  
Cheesy

B-Tacky  
Don't like  
Steps

ditional

D | LOOKS  
BORING

None  
for PD-15

D  
UGLY  
BLDG

D TOO  
SMALL

NO  
BACK-  
KS  
LEAP

D.  
Ugly  
Eye socket  
Area 4

Concrete  
- No  
Green space

None  
have  
walkway  
appeal

D  
TOO  
SMALL

C  
MID-SIZE  
UNITS

B/C  
E  
T

D  
Vanilla

C  
Town House  
Not enough  
Space PD15

C | Low-rise  
- who will  
buy it?

Fits the neighborhood

IMPROVED Drainage!

FLOODING WATER INFRASTRUCTURE

A | Outstanding Good Design

C) Like Architecture But NOT Colca Bank

A LARGER UNITS

SIZE S

B | Mid-rise  
Can be built into in line w/ existing tower mid-rise

A +  
Retail on ground.  
Mix use is well done

C) FITS THE AMBIENCE OF NEIGHBORHOOD

A Upscale DEVELOPMENT

C Long-Term quality

c Rowhouses  
More like up town

A. +  
Public Art for enjoyment

Per S G

Density

A +

A. Absolute  
Too tall  
Footprint of

A High Density

Higher Density  
Focused on  
Highway

Not much  
for another  
high rise  
in PD-15

LIKE  
COULD FIT  
AT  
PRESTON  
PLACE

A FACILITATES  
MORE  
PEOPLE  
LIVING SPACE

Quality  
Livability

D GOOD  
SET BACK  
GOOD HEIGHT

Controlled  
Density  
4 stories  
Per Area Plan

A) MAKES  
SENSE TO  
HAVE HI-RISE  
ON HWY

A MODERN  
+ IN KEEPING  
W/ DALLAS  
FUTURE

A "SAFER"  
CONSTRUCTION

A LONG-TERM  
BUDG

A LARGER  
UNITS

B Poor Walkability

D Green space and  
Safe walkability

Bike Plan  
Wide Sidewalk  
Shade w/  
trees  
and walkability  
GREEN SPACE

A HIGHER STORIES  
COULD ALLOW  
4 MORE  
GREEN SPACE

B) No  
Green space

Open  
Space

C NICE  
NOT ENOUGH  
DENSITY

A MORE  
ATTRACTIVE  
PROJECT  
FOR  
INVESTORS

A STEEL  
CONSTRUCT

Perimeter  
Sidewalk  
Connections

Great  
Landscaping

C TREES

C MORE  
LIKE  
"SINGLE  
FAMILY"  
DWELLING

A PLENTY OF  
WINDOWS

B LIKE BALCONIES

C HOMEY

B NOT ENOUGH  
REV FOR  
CITY

C LOW DENSITY  
BRICKS &  
STICKS

C) No  
Green space

D) No  
GREEN  
SPACE

A TREES

A INCREASES  
POTENTIAL  
REV FOR  
LOCAL RETAIL

A) ONLY ONE  
W/ GREEN  
SPACE

B NICE OFFICE  
COULD WORK  
FOR  
DIPLOMAT

Parking

A

Density

Quality  
Livability

A +

A.  
Aesthetic  
Too Tall  
For Area of

A  
High Density

Higher Density  
Focused on  
Main Hwy

Not room  
for another  
high-rise  
in PD-15

LIKE  
COULD FIT  
AT  
PRESTON  
PASSAGE

A  
FACILITATES  
MORE  
PEOPLE  
LIVING SPACE

D GOOD  
SETBACK  
GOOD HEIGHT

Controlled Sid  
Density  
4 stories  
Per Area Plan

B -  
Poor Walkability

D +  
Green space and  
Safe walkability

A | MAKES  
SENSE TO  
HAVE HIGH-RISE  
ON HWY

A  
MODERN  
+ IN KEEPING  
W/ DALLAS'  
FUTURE

A "SAFER"  
CONSTRUCTION

Bike Plan  
Wide Sidewalk  
Shade w/  
benches.  
Good Walkability  
GREEN SPACE

A  
HIGHER STRUCTURE  
COULD ALLOW  
4 MORE  
GREEN SPACE

Open  
Space

C  
NICE  
NOT ENOUGH  
DENSITY

A MORE  
ATTRACTIVE  
PROJECT  
FOR  
INVESTORS

B No

2 MORE

A

B

MODERN  
T IN KEEP  
WY DALLAS  
FUTURE

USE TO  
WAVE HI-RISE  
ON HWY

Bike Plan  
hide Sidewalk  
shade w/  
bench.  
good walkability

GREEN SPACE

A  
HIGHER STYK  
COULD ALLOW  
4 MORE  
GREEN SPACE

B No  
Greenspac

Open  
Space

C  
NICE  
NOT ENOUGH  
DENSITY

Perimeter  
Sidewalk  
Connections

Greater  
Landscaping

C  
TREES

C MORE  
LIKE  
"SINGLE  
FAMILY"  
DWELLING

A  
PLENTY OF  
WINDOW

C  
HONEY

B NOT ENOUGH  
REV FOR  
CITY

D No  
GREEN  
SPACE

A  
TREES

C  
LOW DENS  
BRICKS N  
STICKS

C No  
Greenspace

A  
INCREASES  
POTENTIAL  
REV FOR  
LOCAL RETAIL

A MAYOR-  
ONLY ONE  
W/ GREEN  
SPACE

B  
NICE BRICKS  
COULD WORK  
FOR  
DIPLOMAT

Parking

A  
High Density

Higher Density  
Focused on  
Main Hwy

Not roomy  
f.o. another  
high-rise  
in PD-15

A  
LIKE  
COULD FIT  
AT  
PRESTON  
PLACE

A  
FACILITATES  
MORE  
PEOPLE  
LIVING SPACE

D) GOOD  
ET BACK  
GOOD HEIGHT

Controlled Sid  
Density  
4 stories  
Per Area Plan

A) MAKES  
SENSE TO  
HAVE HI-RISE  
ON HWY

A  
MODERN  
+ IN KEEPING  
WY DALLAS'  
FUTURE

A "SAFER"  
CONSTRUCTION

A  
LONG-TERM  
BLDG

C  
NICE  
NOT ENOUGH  
DENSITY

A MORE  
ATTRACTIVE  
PROJECT  
FOR  
INVESTORS

A  
STEEL  
CONSTRUCT

C MORE  
LIKE  
"SINGLE  
FAMILY"  
DWELLING

A  
PLENTY OF  
WINDOWS

B  
LIKE BALCONIES

C  
HONEY

B NOT FINISHED  
REV FOR  
CITY

C  
LOW DENSITY  
DICKS N

LOW DENSITY  
BRICKS N  
STICKS

Parking

C  
HIDDEN  
PARKING

Underground  
Parking

B  
HIDDEN  
PARKING

D  
HIDDEN  
PARKING

A  
UNDERGROUND  
PARKING

A  
INCREASES  
POTENTIAL  
TAX REV  
FOR CITY



Themes and Initial Reactions from  
Affinity Diagram Exercise:

Not Appealing for PD No 15 <sup>7/11/18</sup> ①  
Themes  
from  
exercise

Ideas for PD No 15

Infrastructure improvements

Quality/Liveability  
open space, trees

Density

Parking