

UDPRP Review Summary 10.25.13

Urban Design Peer Review Panel

DATE: 10.25.13

TIME: 8:30am

PROJECT: Dallas Farmers Market

LOCATION: Dallas City Hall Room 6FN

Overview

Below is a summary of Urban Design Peer Review Panel for the Dallas Farmers Market as derived from the October 25 Peer Review session.

Advice Summary

- [1] The panel generally concurs with the overall direction and concepts of the project, including character and massing of proposed buildings.
- [2] The panel supports the concept of maintaining flexibility of space on both Taylor and Pearl for a variety of market events and festivals.
- [3] The panel encourages continuous retail around the perimeter of the project wherever possible, especially in regard to the building frontage along Harwood.
- [4] Reconsider the street corner at Marilla and Harwood as an area of great opportunity. Perhaps explore options that do not retain the existing structures if greater opportunity can be realized at that corner.
- [5] Continue hardscaping and sidewalk levels at service and parking entrances where possible to encourage a continuous pedestrian experience.
- [6] Continue to review and coordinate with the I-30 horseshoe project to optimize land use opportunities created by the potential removal or clarification of freeway ramping on or adjacent to the site.