

UDPRP Review Summary 05.08.15

Urban Design Peer Review Panel

DATE: 05.08.15

TIME: 8:30am

PROJECT: Dallas Midtown_Preston Peterson Block

LOCATION: Dallas City Hall Room 5ES

Overview

Below is a summary of Urban Design Peer Review Panel advice for Dallas Midtown Preston Peterson Block as derived from the May 8th Peer Review session.

Advice Summary

- [1] The panel reemphasized the need to introduce consistency along Preston either through a uniform slip road condition or through a uniform building edge pulled up to Preston.
- [2] The panel questions the impulse to interrupt the slip road condition with the projection of a building at Peterson, noting that an interrupted slip road will function more like a parking lot.
- [3] Similarly, the panel notes advantageous pedestrian conditions offered by a parallel parked slip street organization, potentially with one-way operation.
- [4] Short term challenges toward pulling buildings to the street are recognized, but a preference is noted by the panel of a non-slip street condition and continuous retail along Preston as a more desirable long term solution for the overall neighborhood.
- [5] The panel recommends that either scenario should incorporate active uses along the majority of Preston as a general requirement.
- [6] Consider the potential of rethinking alignments of secondary streets to allow for greater flexibility in program arrangements and potential for lining structured parking along secondary street frontages.
- [7] Treat grocer entrance as grand arrival into the project celebrated through significant architectural treatment that incorporates vertical circulation components to activate the building frontage.