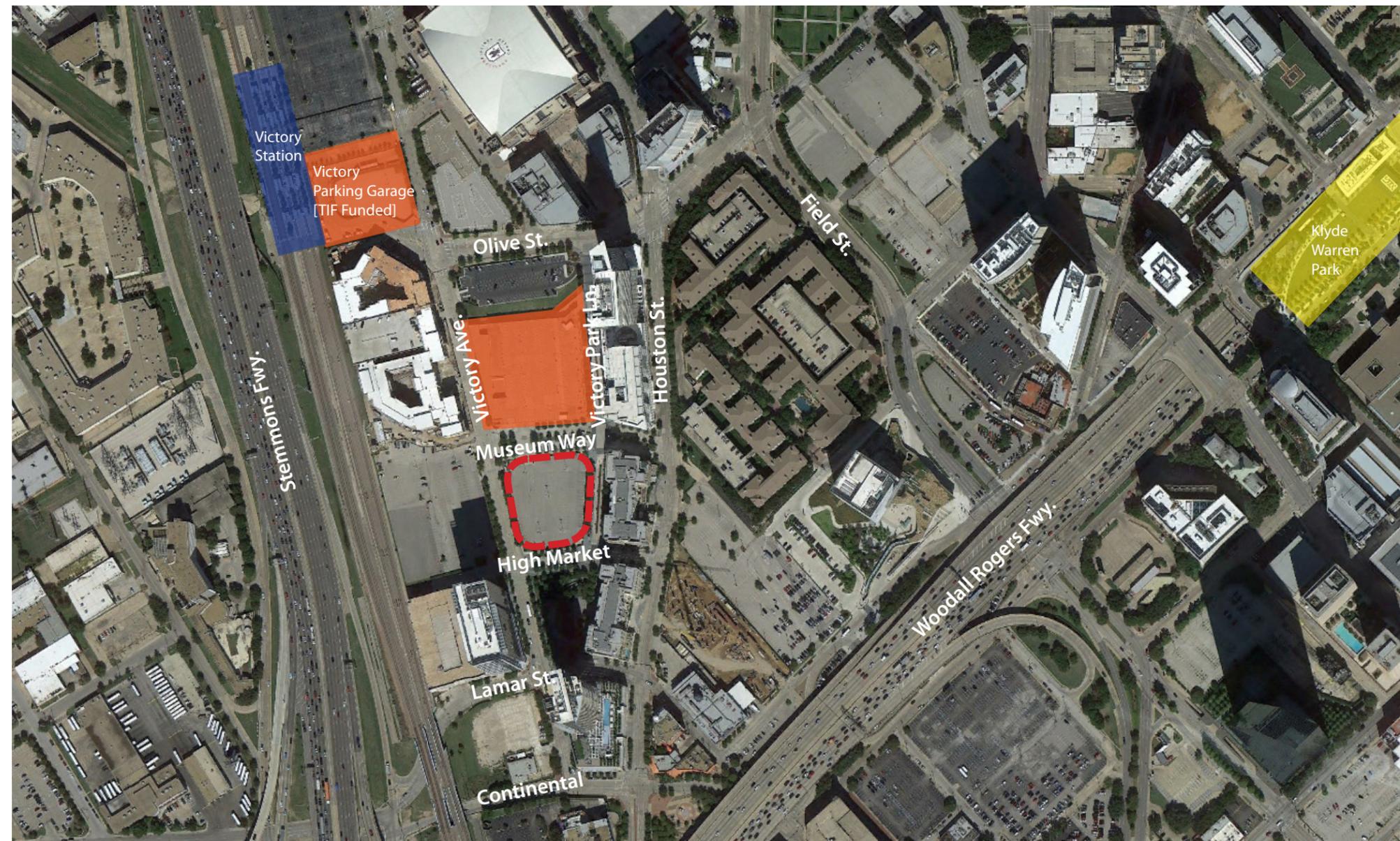


Applicable Urban Design Priorities that Project Should Achieve

- [1] Developing a strong relationship between ground floor uses along High Market in relation to the adjacent park -
Consideration should be given to the relationship of the High Market frontage and the ability to activate the adjacent park.
- [2] Reduction of loading areas and potential reorganization of internal operation should be explored to reduce the loading area presence along Museum Way -
Alternative configurations should be explored to better internalize loading activity.
- [2] Space solely occupied by vehicular use should be minimized along Victory Avenue to allow for a better pedestrian environment and minimized drive openings in the building facade -
Vehicular space should be reduced to enhance the pedestrian experience along the Victory frontage.



Policy References

Victory Park Conceptual Study

Forward Dallas!
Section 5 [urban design element]

TIF Urban Design Guidelines
Part III, Part IV [sports arena]

Context Description

The site for the Victory Block G is located southwest of the W Hotel with primary frontages on Victory Park Lane and Victory Avenue Museum and High Market adjacent to the existing park. The site currently exists as surface parking.

The proposed project involves a vertical mixed use residential development with ground floor retail and a proposed cinema.

Considerations for this proposal include addressing each frontage with appropriate responses responding to adjacent conditions. Items of particular interest include engaging the park with an active program along High Market, reducing the footprint of loading area on Museum Way, and reducing space dedicated to vehicular use on Victory Avenue.

Victory Block G

Neighborhood:
Victory Park

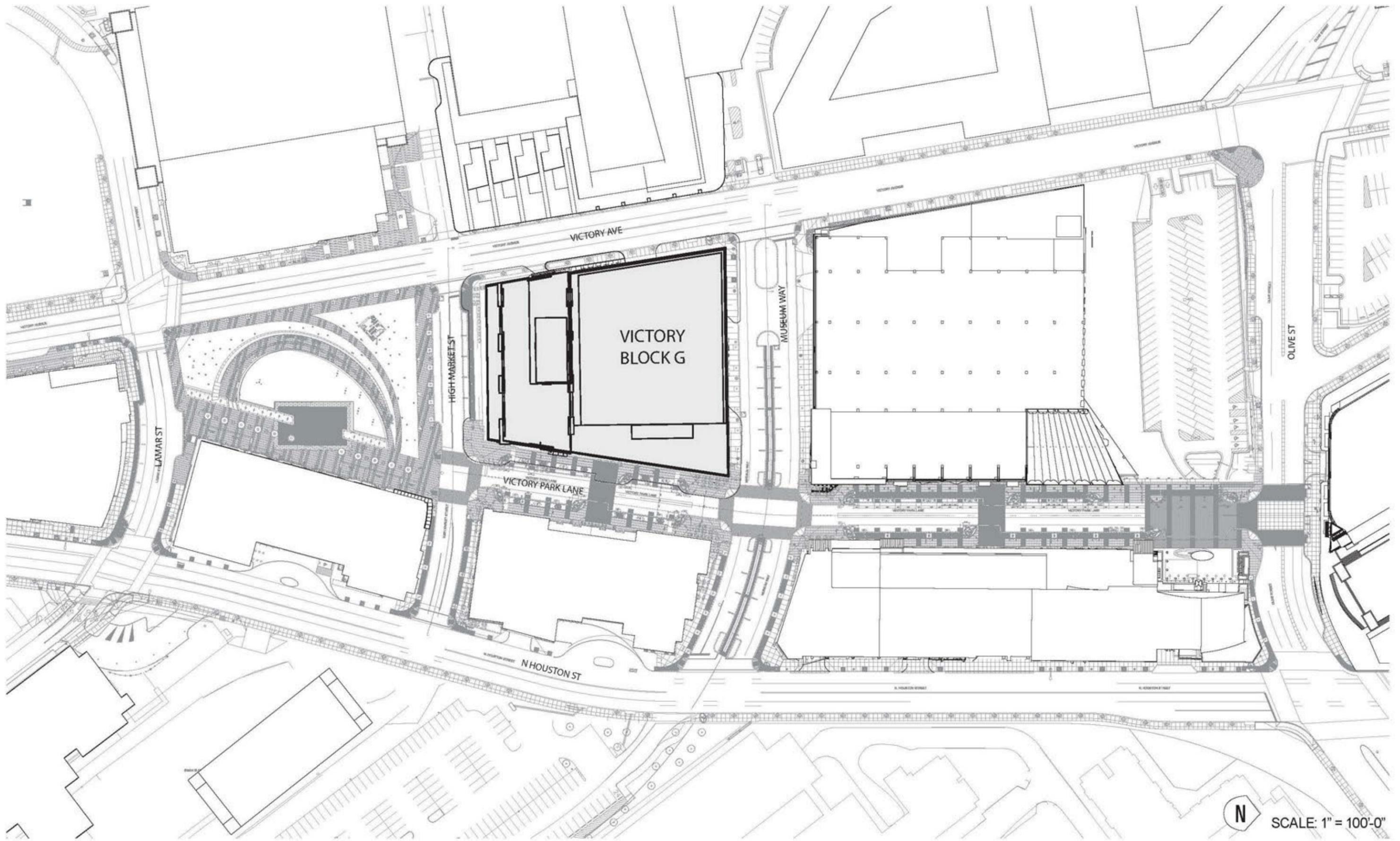
Program:
Commercial/Retail
Residential

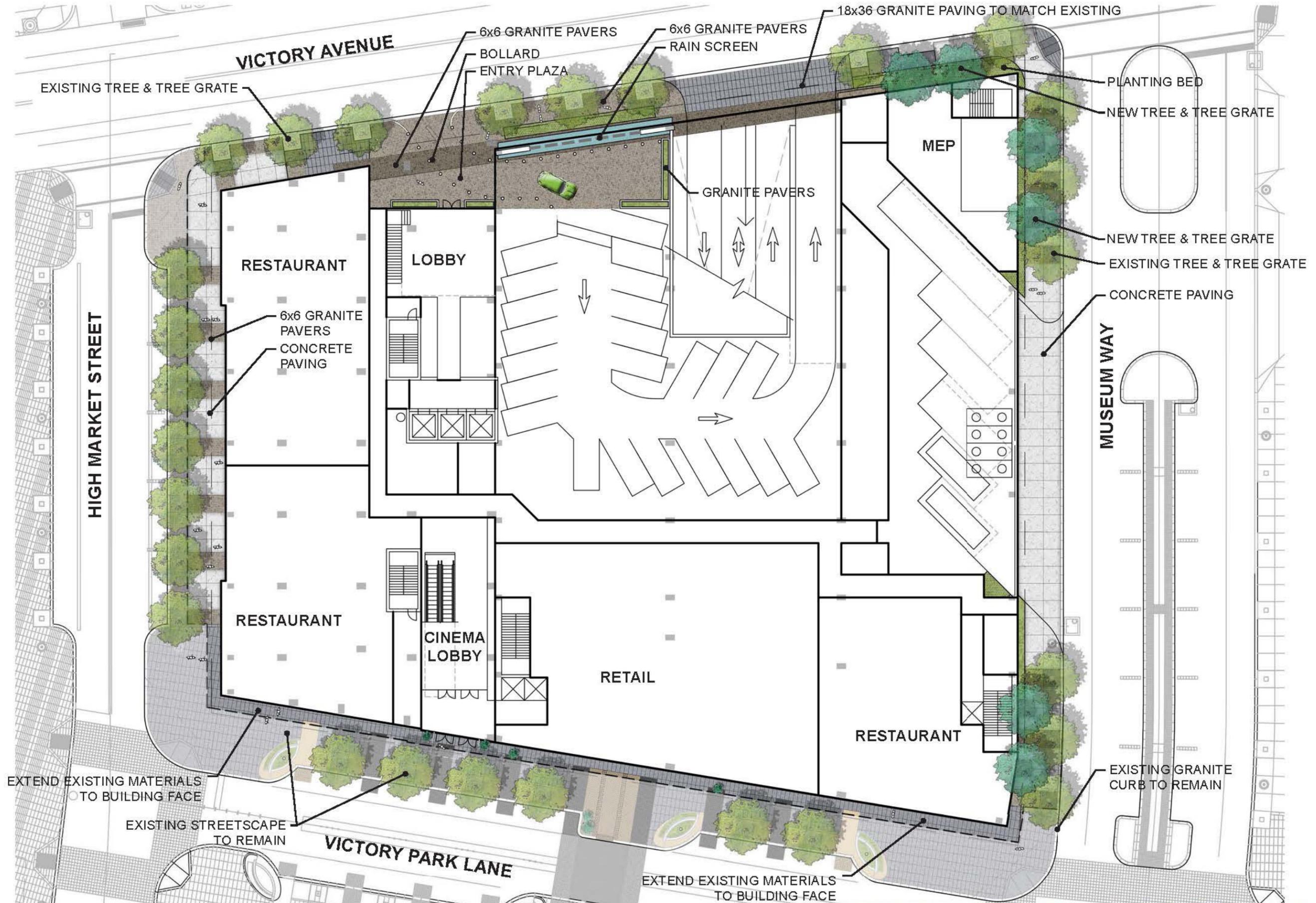
Victory Block G

SCHEMATIC DESIGN PACKAGE

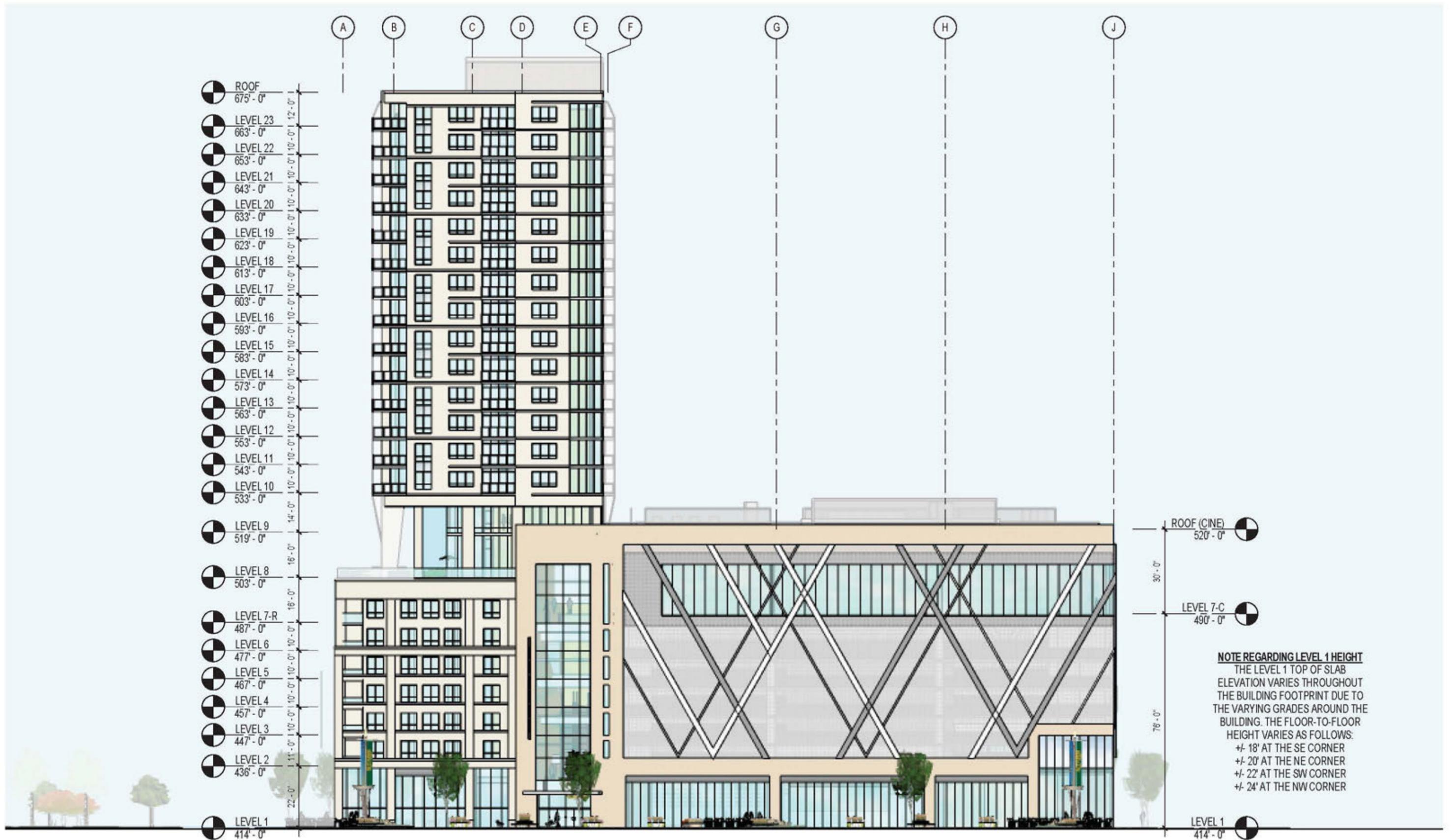
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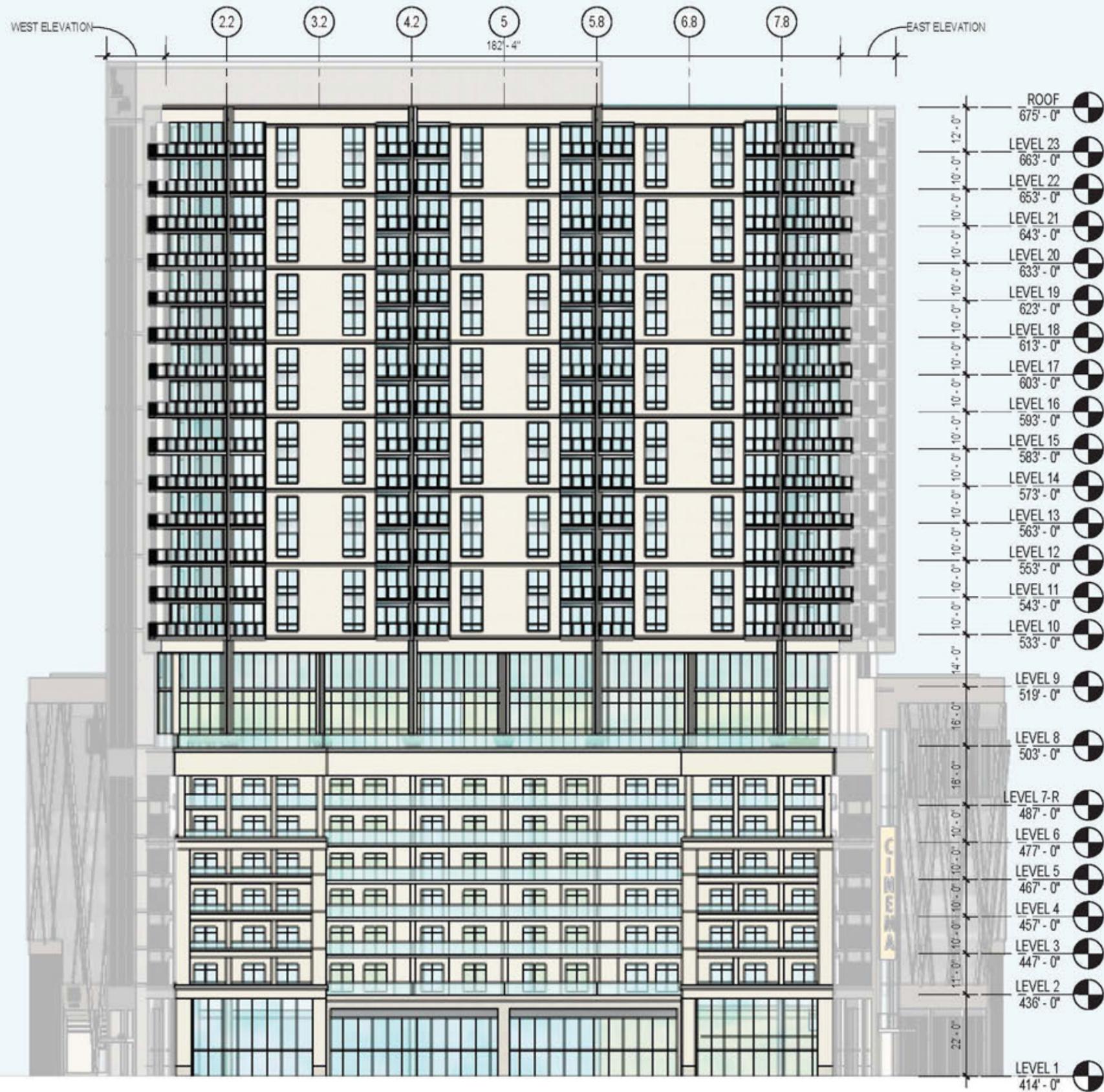


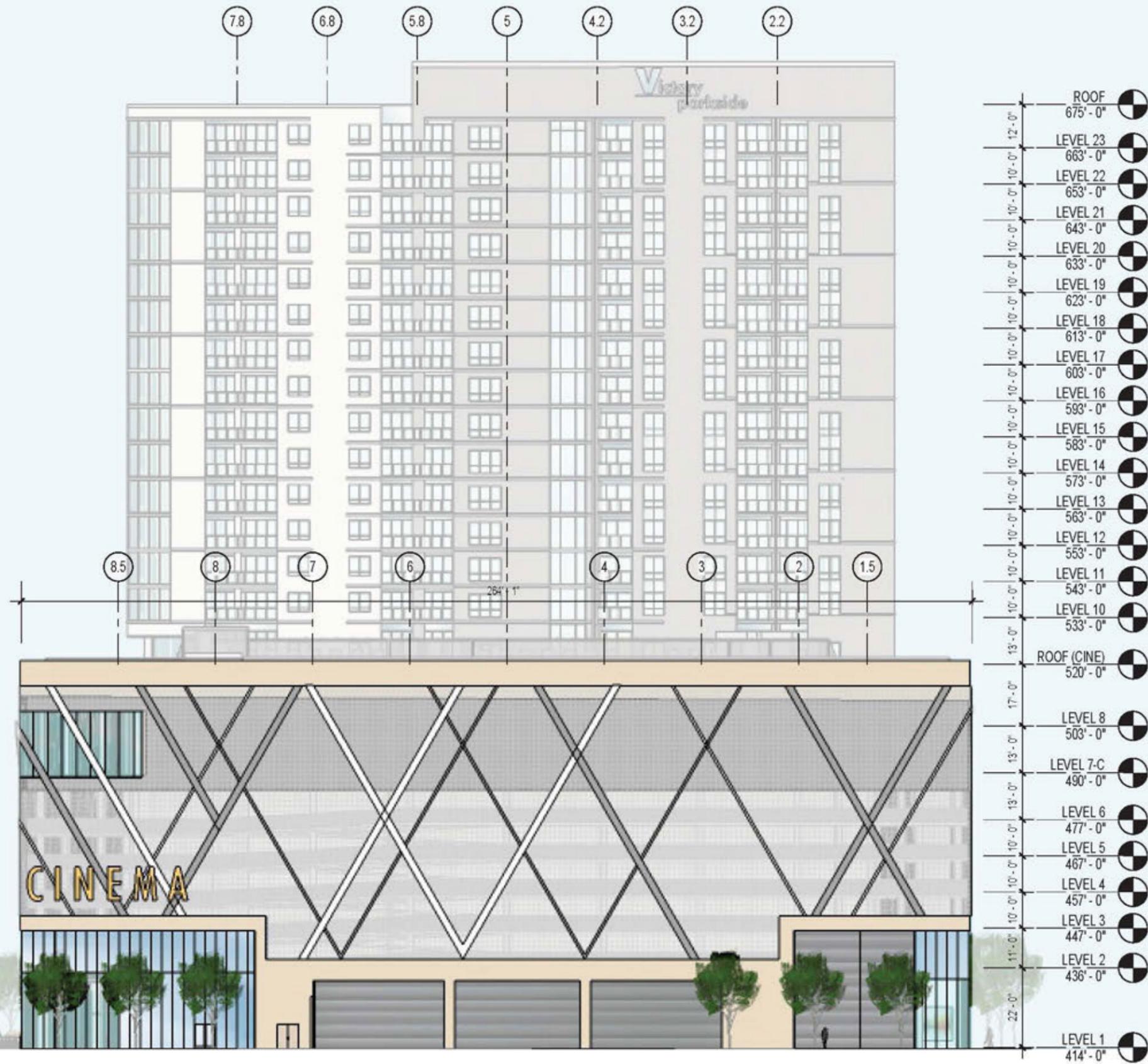




GROUND FLOOR LANDSCAPE PLAN
 studioOutside







SCALE: 1/32"=1'-0"