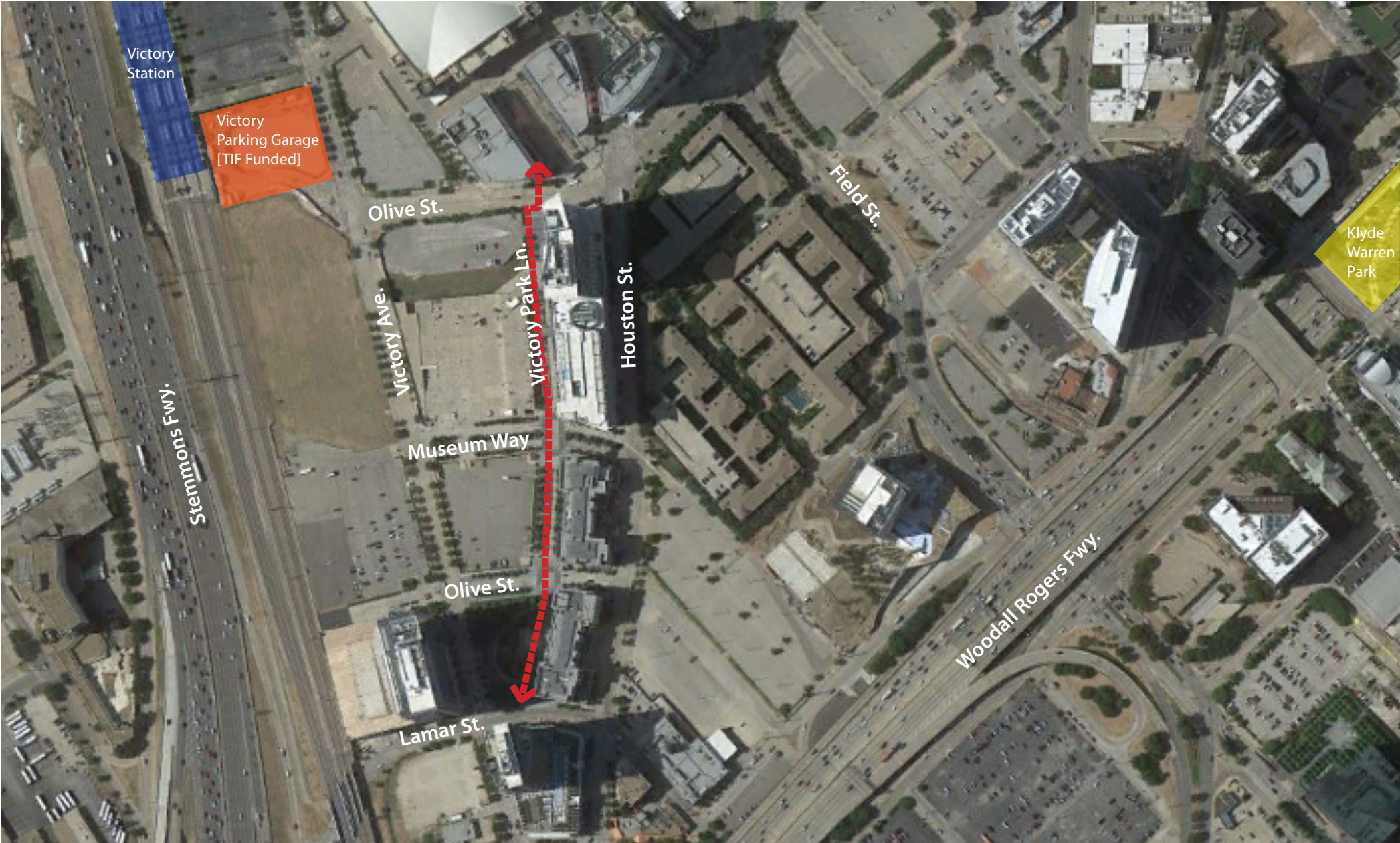


Applicable Urban Design Priorities that Project Should Achieve

[1] Giving special consideration to the connection from the AAC Plaza across Olive Street to Victory Park Lane- The design, placement, and alignment of the Olive street crossing is critical in the effort to create a clear connection at a pedestrian level from the plaza to the park. This component must overcome the geometric relationship between the plaza and Victory Park Lane. Effort should be made to design the crossing components prominently for the pedestrian and to create a clear transition from plaza to crossing to street from a pedestrian level perspective.



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 Victory Park Lane and Olive Street improvements are the first components to be implemented of the Victory Park Conceptual Study. This effort specifically involves the widening of sidewalks to increase pedestrian movement, and provide area for more outside dining and activity. In addition, the redesign will ultimately include signage, wayfinding, district identification, lighting, landscaping, public art and public seating. ***The component being reviewed today is for the Olive Street crossing and the curb and median adjustments on Victory Park Lane only.*** Subsequent components listed above will be packaged and brought in as future projects for review by the Panel

As part of this effort, special consideration should be given to significantly enhancing the connection between the American Airlines Center Plaza to Victory Park Lane and on to the Park at the south end of the District.

Victory Park Lane:
Street reconstruction

Neighborhood:
Victory park

**Olive Street Redesign
Traffic Calming and Pedestrian Access Improvements**

and

**Victory Park Lane Redesign
Pedestrian Access, Sidewalk Activities
and Traffic Calming Improvements**

Sports Arena TIF District

Victory Park UST Joint Venture I, L.P.

June 2013

Victory Park is a master planned development located northwest of downtown Dallas, north of Woodall Rodgers Freeway (Spur 366), and east of Stemmons Freeway (Interstate Highway 35E). It is an urban district anchored by the American Airlines Center, part of the Stemmons Corridor next to Uptown.



In May 2012, Victory Park UST Joint Venture I, L.P. (hereinafter referred to as “VPUST” or the “Applicant”) hired Trademark Property Group ("Trademark") to assist VPUST in developing a retail redevelopment strategy for Victory Park (the “District”). In June 2012, VPUST received a grant from the Sports Arena TIF District (the “TIF District”) to pay for a design workshop to employ consultants to conduct technical studies in the areas of traffic, parking, retail design, and placemaking to guide Trademark in its analysis of the District. These technical studies are now complete and have been presented by VPUST, Trademark and the consultants to the City and are summarized in the following initiatives:

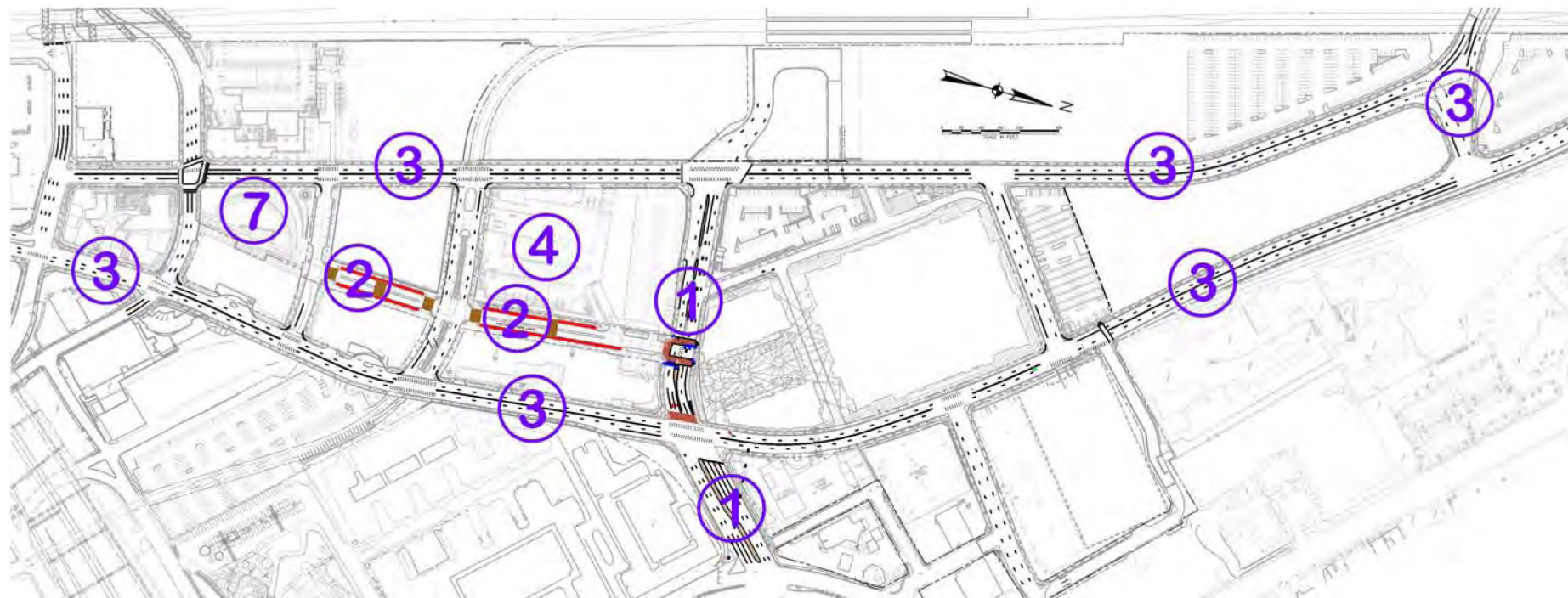
- Circulation
 - Two-way Traffic
 - Bicycle Access
 - Pedestrian Access
- Parking
 - Current & Future Parking
 - Shared Parking Analysis
- Retail Analysis
 - Tenant Storefront Redesign/Program
 - Complete Block D Retail & Activate Vacant Lots
 - Merchandise Strategy & Program
- Urban Neighborhood Design
 - Placemaking & Redesign Victory Park Lane
 - Park Redesign
 - Signage & Wayfinding Elements



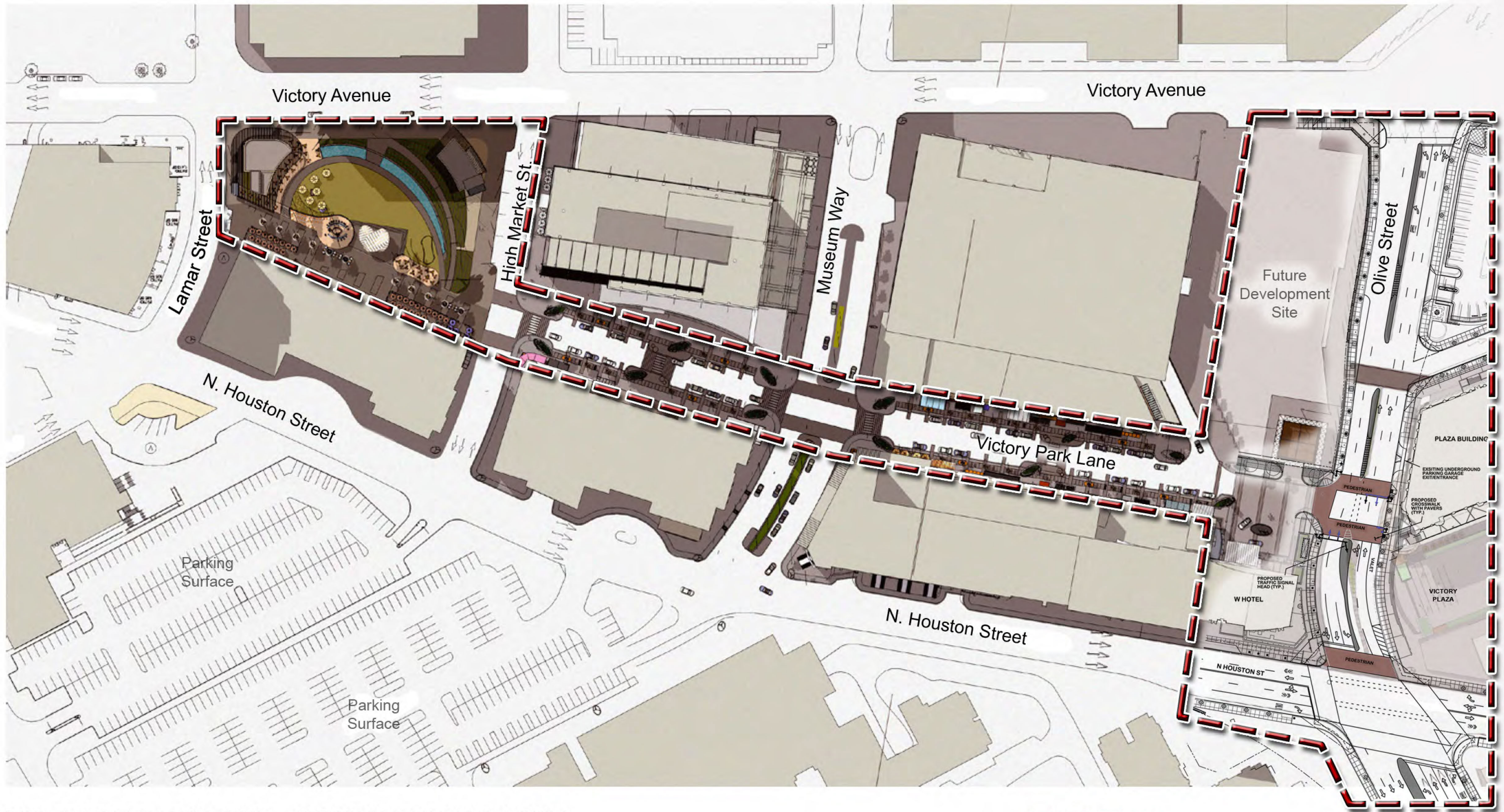
The enhancement program of Victory Park was divided into the following seven components:

1. Redesign of Olive Street;
2. Redesign of Victory Park Lane;
3. Convert N. Houston Street and Victory Avenue to two-way traffic operations.
4. Complete the Block D Garage and associated retail and commercial office space;
5. Design and install way-finding signage throughout the District;
6. Create and install distinct placemaking elements throughout the District;
7. Redesign the District's park.

The first two components, redesign of Olive Street and redesign of Victory Park Lane, are included in this project.



VICTORY PARK



VICTORY PARK LANE - SOUTH SUBDISTRICT

Map N.T.S.

— — — —
PROJECT BOUNDARY

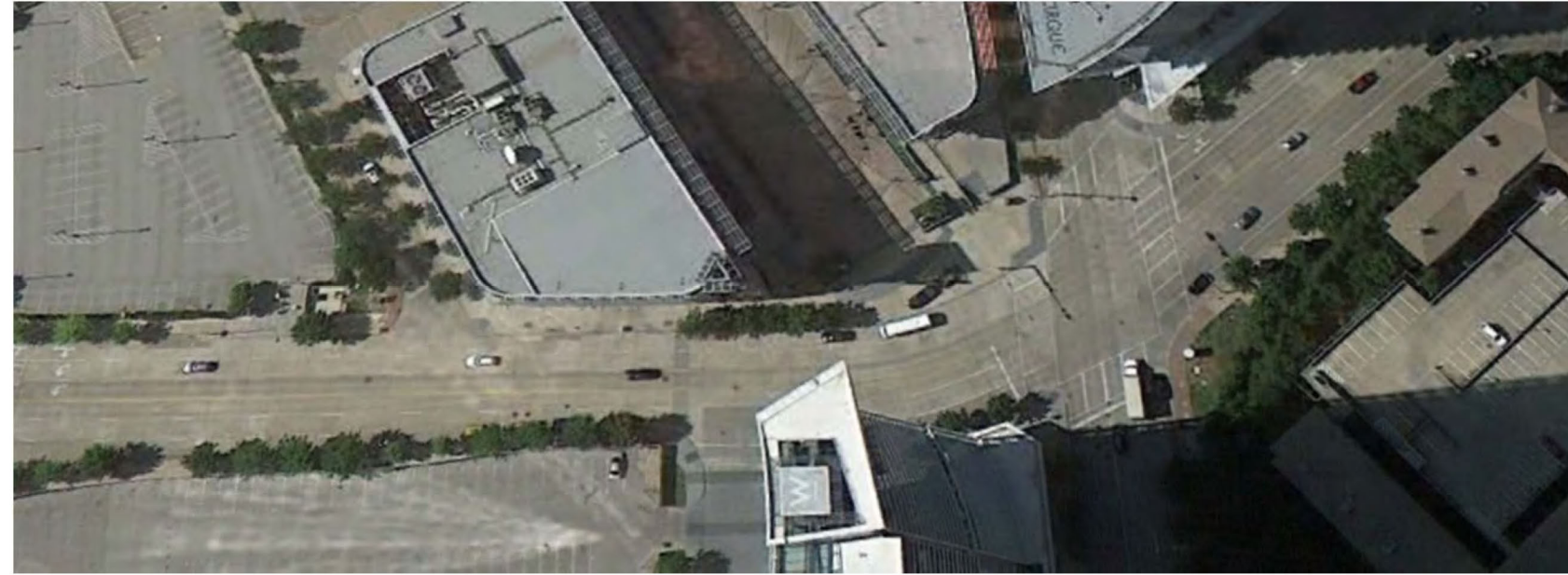
Olive Street Redesign: Project Summary

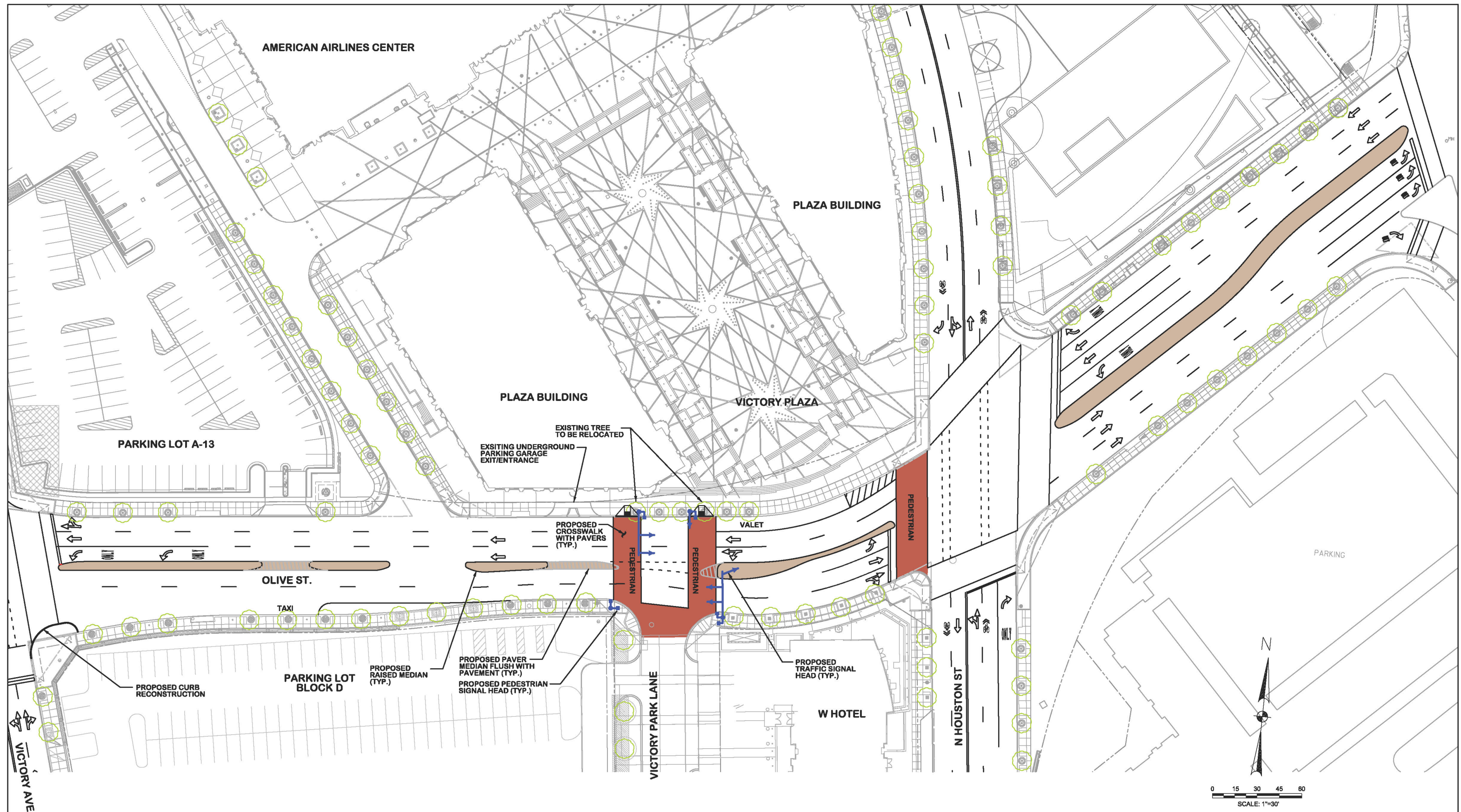
The proposed plan is to reconfigure Olive Street to include construction of a raised curbed median from Victory Avenue to Field Street; and construction of two new mid-block pedestrian crosswalks and installation of vehicular and pedestrian traffic signals at Victory Park Lane. Plans also include dedicated staging areas for valeting cars along the north curb line west of N. Houston Street, and for queuing taxis along the south curb line west of Victory Park Lane.

Primary goal of the plan is to improve pedestrian and vehicular safety on Olive Street by:

- Calming traffic to reduce vehicular speed and increase pedestrian safety to cross Olive Street;
- Accommodating a mid-block pedestrian crossing at Victory Park Lane to improve walkability;
- Providing dedicated staging areas for valeting cars and queuing taxis; and
- Enhancing connectivity between AAC and the development south of Olive Street.

Olive Street – Existing Conditions





OLIVE STREET RECONSTRUCTION CONCEPT
Victory Park, Dallas, Texas
JUNE 2013

HALFF ASSOCIATES, INC.
TBPE FIRM NO. F-312
PRELIMINARY - FOR INTERIM REVIEW ONLY

These documents are for Interim Review and not intended for Construction, Bidding, or Permit Purposes. They were prepared by, or under the supervision of:

BOGUMIL NOSEK	87010	JUNE 2013
Engineer's Name	PE#	Date



PROPOSED OLIVE STREET CROSSWALK
VIEW LOOKING SOUTH TO VICTORY PARK LANE



PROPOSED OLIVE STREET CROSSWALK & MEDIAN
VIEW LOOKING WEST

Victory Park Lane – Pedestrian Access, Sidewalk Activities and Traffic Calming: Project Summary

The proposed plan is to widen the sidewalks and remove the raised median in the public-right-of-way of Victory Park Lane between Olive and High Market Streets. The plan includes construction of two raised mid-block paver pedestrian crosswalks and three end-of-block paver crosswalks including modifications of the barrier-free curb ramps and sidewalks. Foundations for new streetlights and future banner structures will also be constructed in public parkway adjacent to Victory Park Lane (includes installation of new streetlights, but not banner structures).

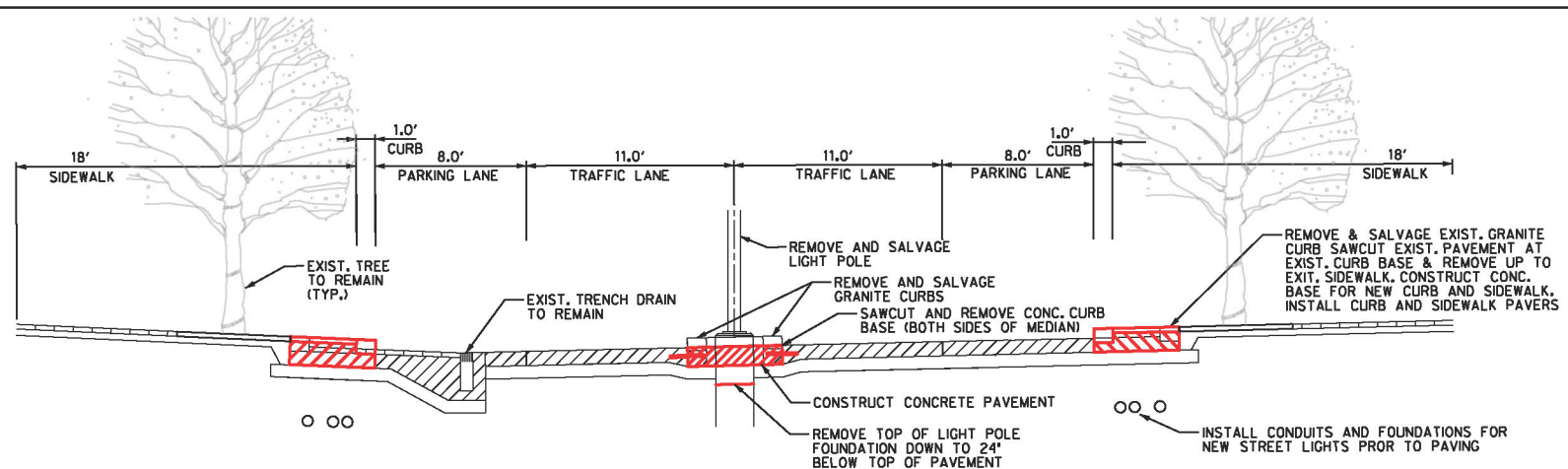
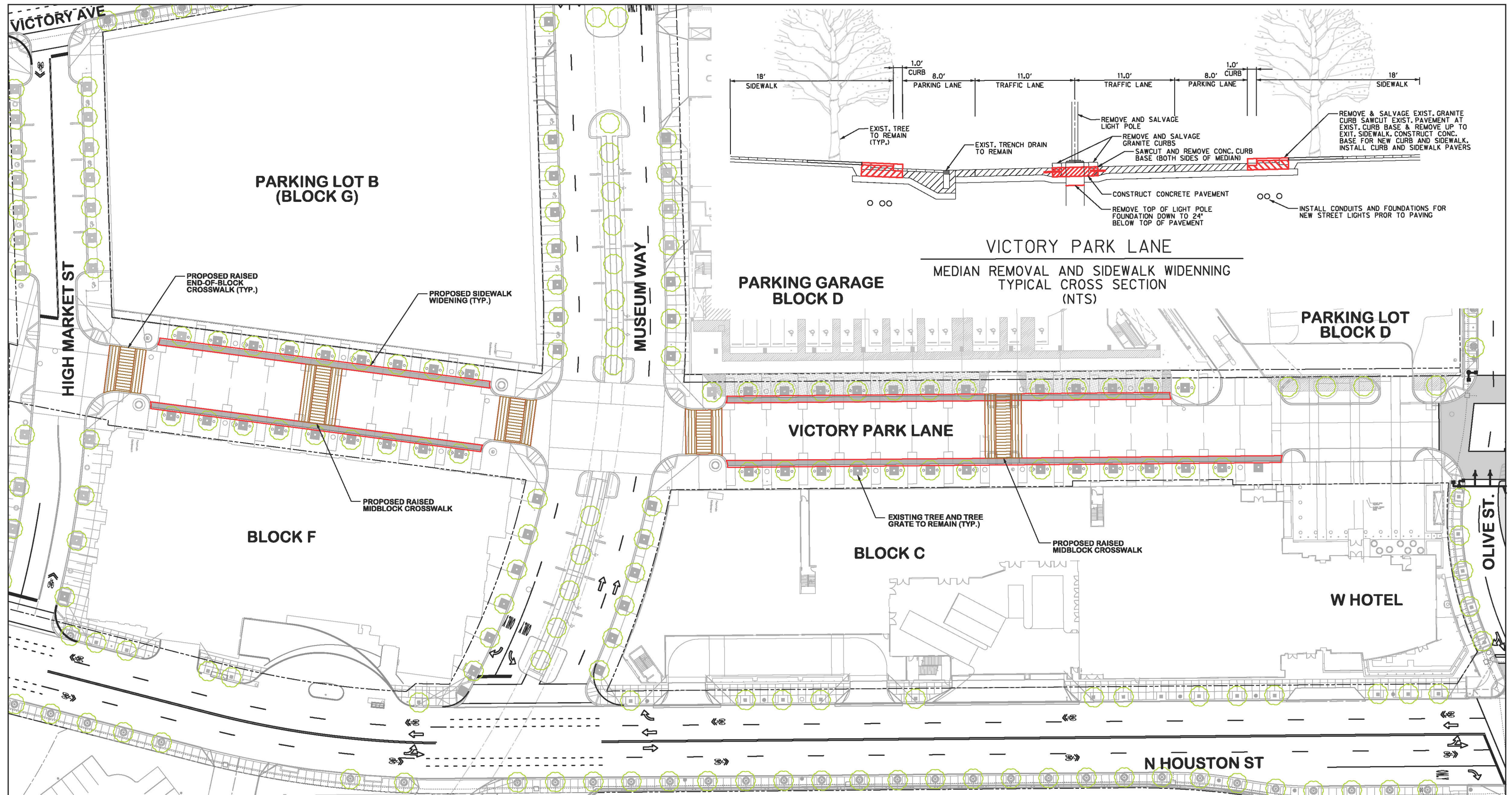
Primary goal of the plan is to improve pedestrian experience along Victory Park Lane by:

- Accommodating increased pedestrian traffic flows to improve walkability;
- Expanding the streetscape to encourage and accommodate sidewalk activities¹;
- Enhancing connectivity between AAC and the development south of Olive Street; and
- Calming vehicular traffic to increase pedestrian safety and encourage mid-block crossings.

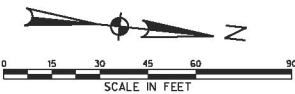
¹ Sidewalk activities include outside dining, unified signage/wayfinding, lighting/landscaping, public art, benches, etc.

Victory Park Lane – Existing Conditions

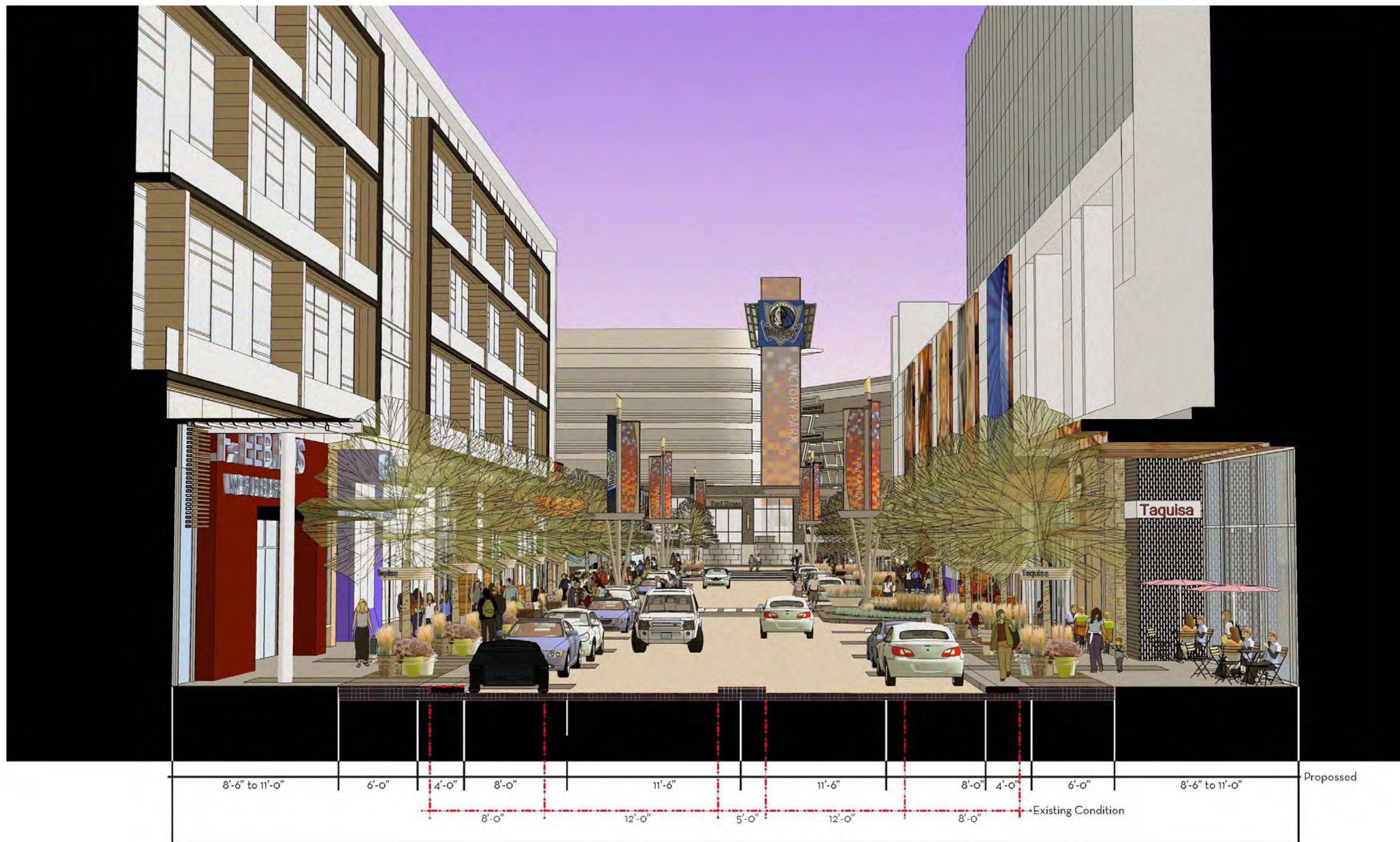




VICTORY PARK LANE MODIFICATIONS
Victory Park, Dallas, Texas
JUNE 2013



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PROPOSED STREET SECTION - VICTORY PARK LANE
VIEW LOOKING NORTH



PROPOSED SIDEWALK SECTION - VICTORY PARK LANE

VIEW LOOKING NORTH



PROPOSED VICTORY PARK LANE
VIEW LOOKING SOUTH



PROPOSED VICTORY PARK LANE
BIRD'S-EYE VIEW