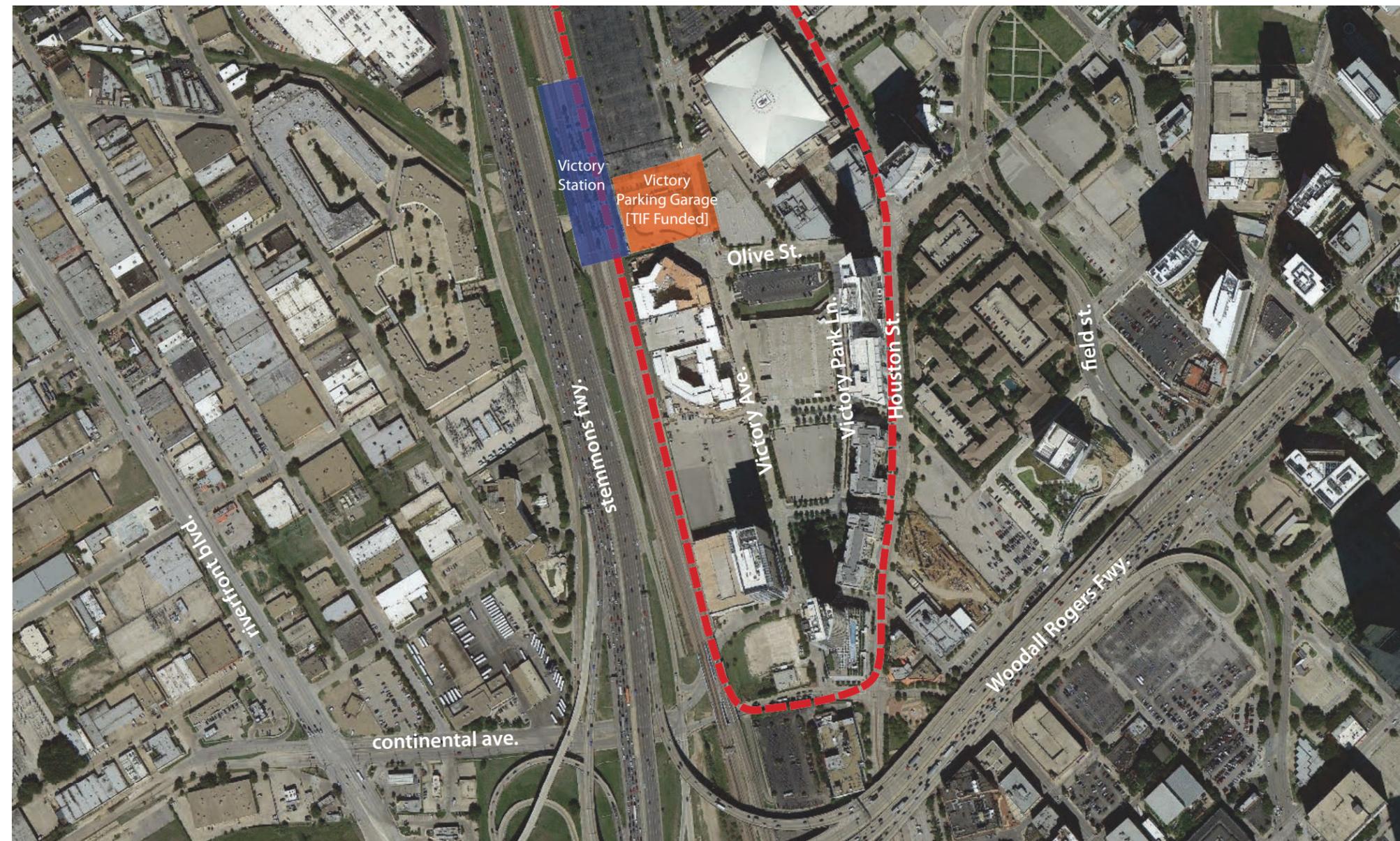


Applicable Urban Design Priorities that Project Should Achieve

- [1] Signage component should be designed to functionally perform while also serving to enhance the public realm experience. Each element of the signage component should also be flexible enough to adapt to the long term viability to the district -
- General consideration in regard to signage and wayfinding should be to balance the desire to create a sense of place for the district and direct pedestrian/vehicular traffic with the need to have an unobstructed and uncluttered pedestrian realm.



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 previously reviewed Victory Park Lane and Olive Street improvements signified the first component to be implemented of the Victory Park Conceptual Study. The second component of the revisioning effort for the district includes signage, wayfinding, district identification, lighting, landscaping, as well as conversion of the existing streets to two way operation with significant bicycle infrastructure. ***The component being reviewed today is related to the signage, district identification, and wayfinding plan for the district.***

Primary considerations for the proposed enhancements include maintaining an unobstructed and usable public realm, while utilizing cohesive signage to support an identity and sense of place for the district.

Victory Park

Signage
and Wayfinding

Neighborhood:
Victory park

Victory Redevelopment

May 23, 2014



Urban Design Peer Review Board

Six Objectives

Connectivity

The District is currently removed physically and otherwise from important aspects of Dallas city life. A successful outcome would be, “Victory is so easy to get in and out of...”

Scale

The current character of the spaces and buildings throughout Victory Park is one of dissonance and confusion. This is the result of large scale missteps combined with the absence of development that would afford the visitor a sense of containment and comfort. A successful outcome would be, “The City feels so intimate...”

The Market

The planners and designers must work toward creating settings and opportunities in which appropriate development can thrive. The elusive goal of successful mixed uses requires a deep understanding of how these uses cluster. A successful outcome would be, “I can live here, work here, shop here, eat here and just be here...”



Urban Character

The most elusive of the desired objectives is a District that possesses character. One that is coherent and clearly URBAN while avoiding the pitfalls of excessive management, control, and even design. It will be necessary to ensure that there is opportunity for spontaneity/serendipity, and enough personal expression to provide the richness inherent in the term vitality. A successful outcome would be, “I can be myself here, and so can my friends...”

Brand Identity

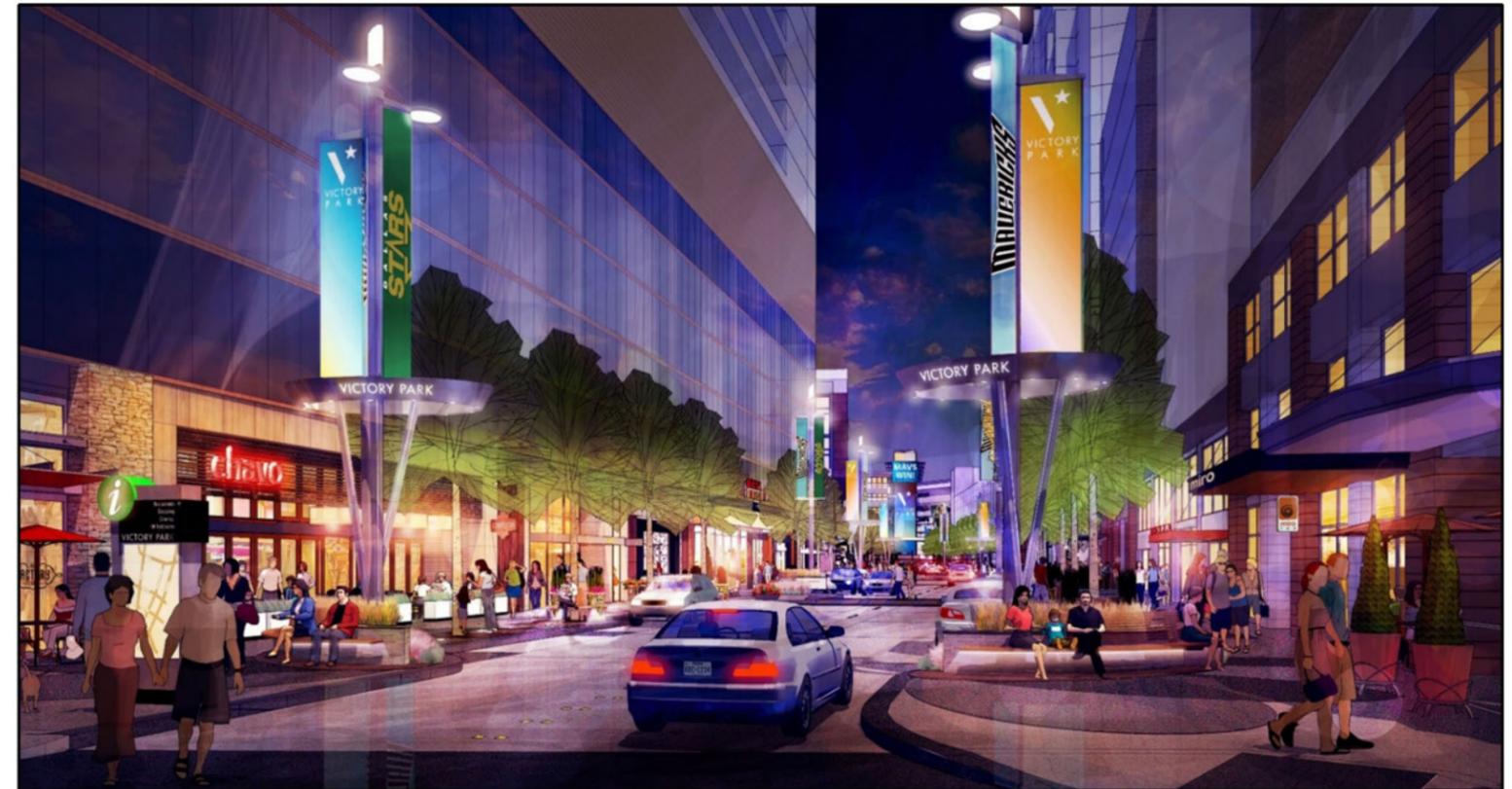
What are the attributes and aspects of a place that aggregate into a Brand? This does not mean a new name or logo. Interestingly, it is the people the District attracts. These people are drawn to a place that resonates with how they live now and how they aspire to live. A successful outcome would be, “I don’t know, we just keep coming back here. The place gets me...”

Endurance

Quality design and materials have since the beginning typified the public realm and the architecture of Victory Park. Avoiding a themed or an overly “designed” strategy the District can remain indefinitely flexible and accommodating by encouraging design that is urban, properly scaled, rich in visual detail while executing a sense of craft and art. A successful outcome would be, “We’ve lived here for twenty years and it still seems as fresh as the first time we came to check it out...”

Key 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



Placemaking Elements



Streetscape Overview



Site Location Plan



Pot Program



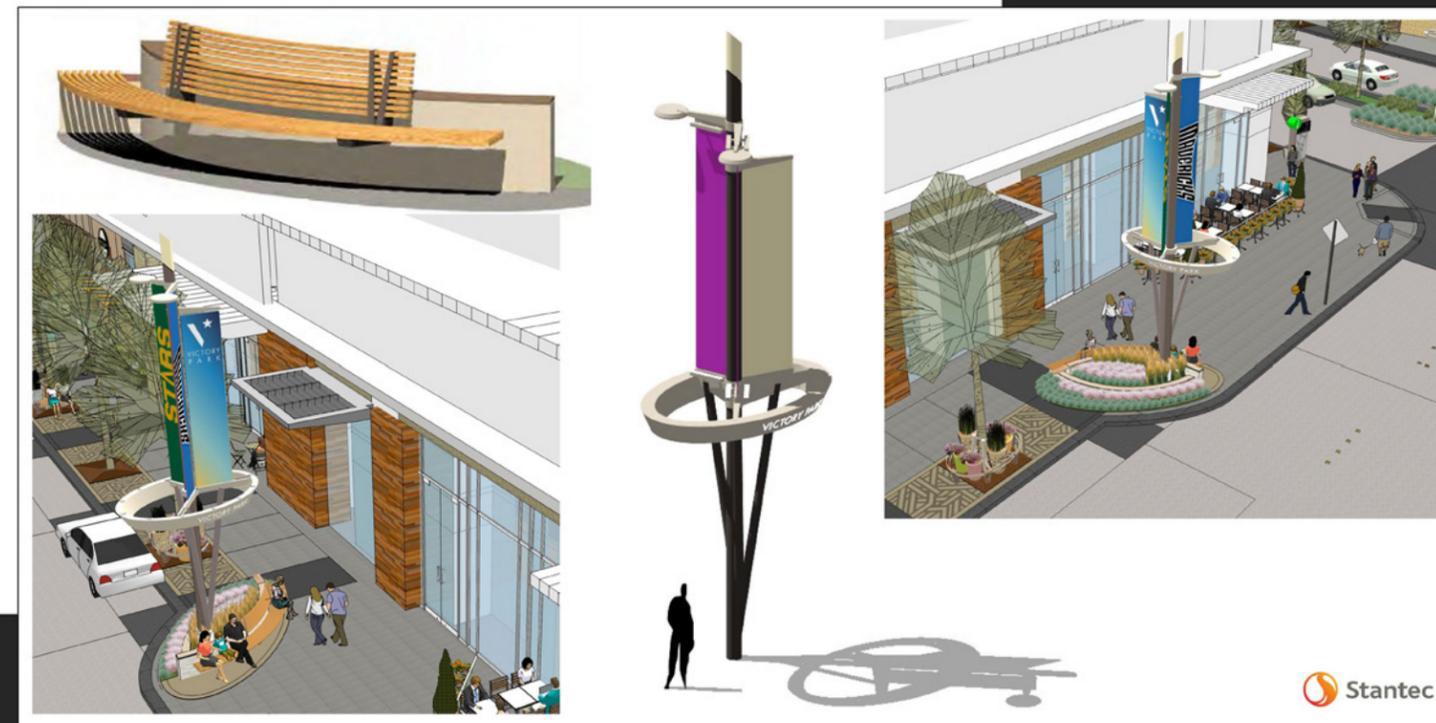
Benches, Bicycle Racks, Ash & Trash

Placemaking Elements



Pot Corral

Placemaking Elements



Oval Planter, Bench & District Markers

Placemaking Elements



Rendering

Placemaking Elements

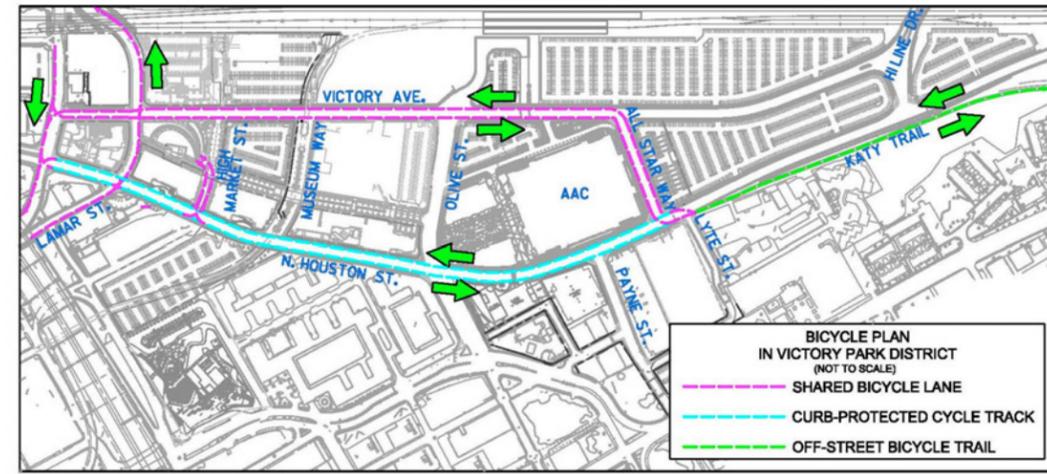
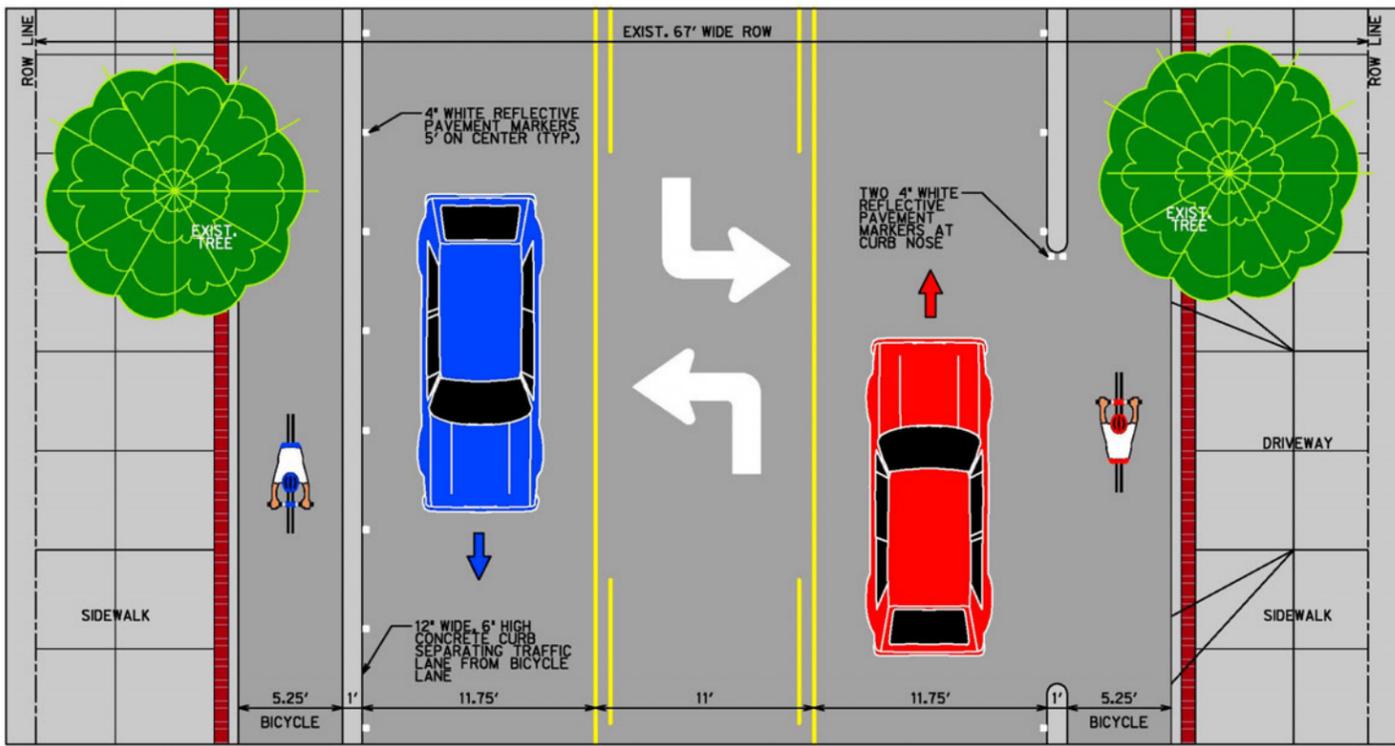
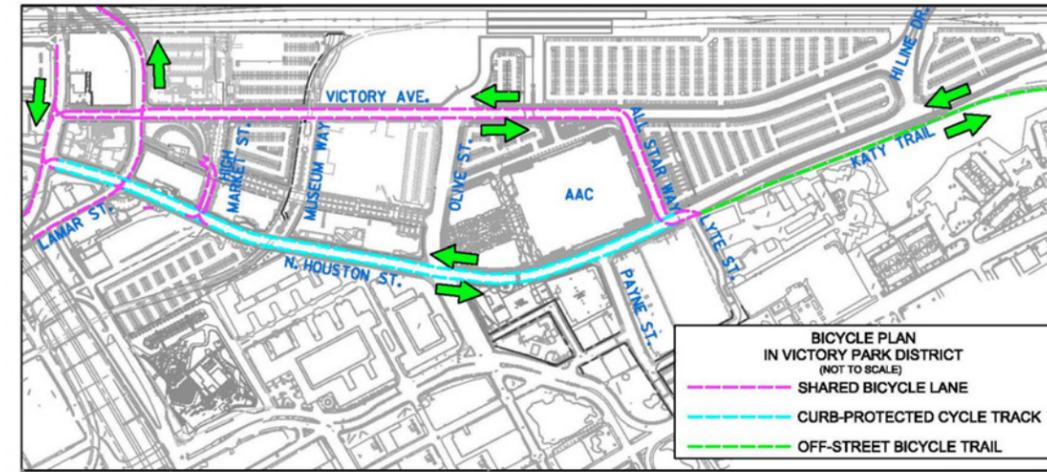
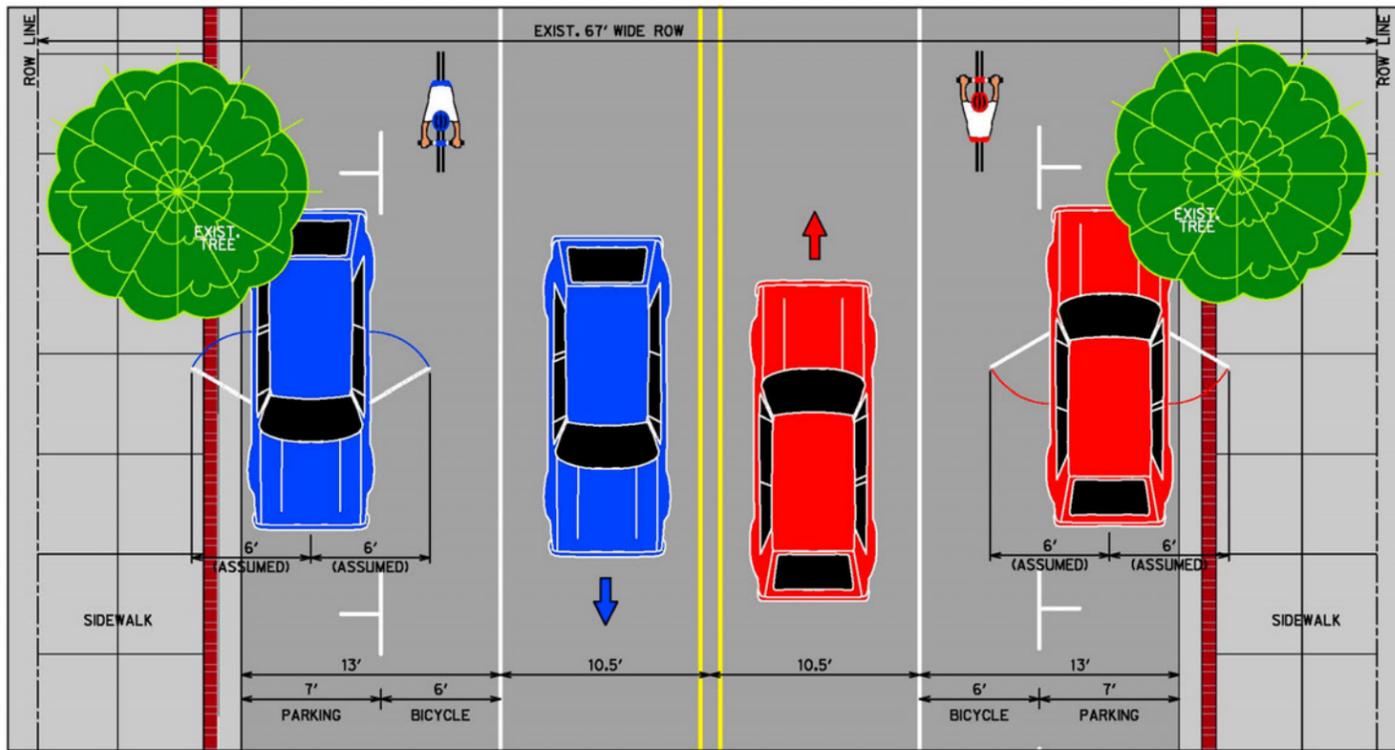


Rendering

Placemaking Elements



Rendering

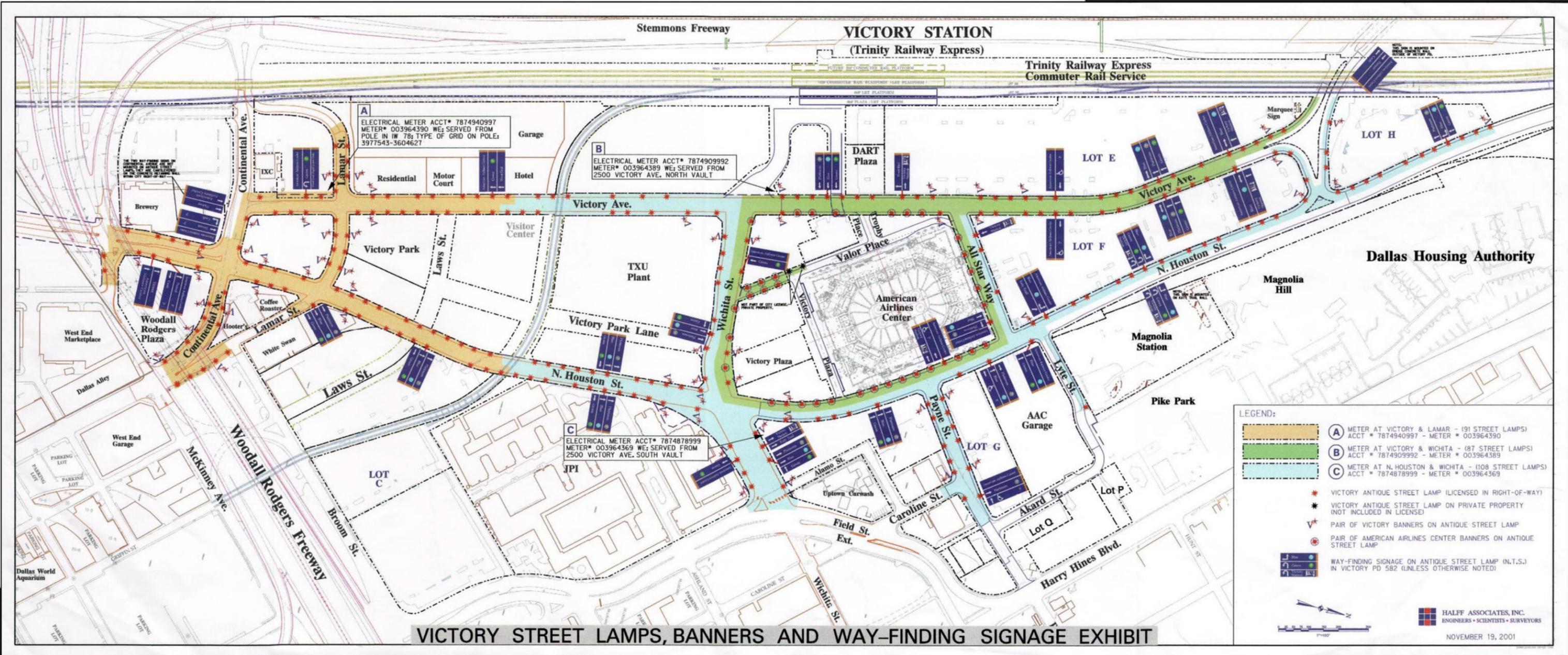


District Wayfinding Elements

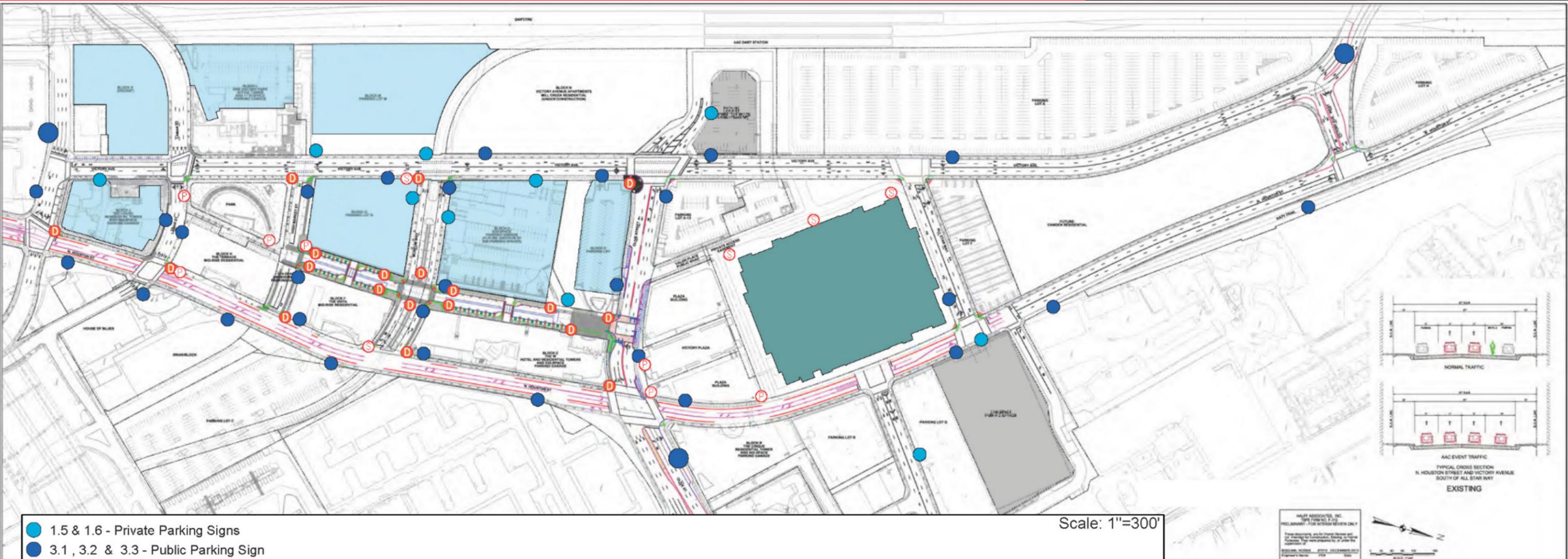


Victory Today

District Wayfinding Elements



District Wayfinding Elements



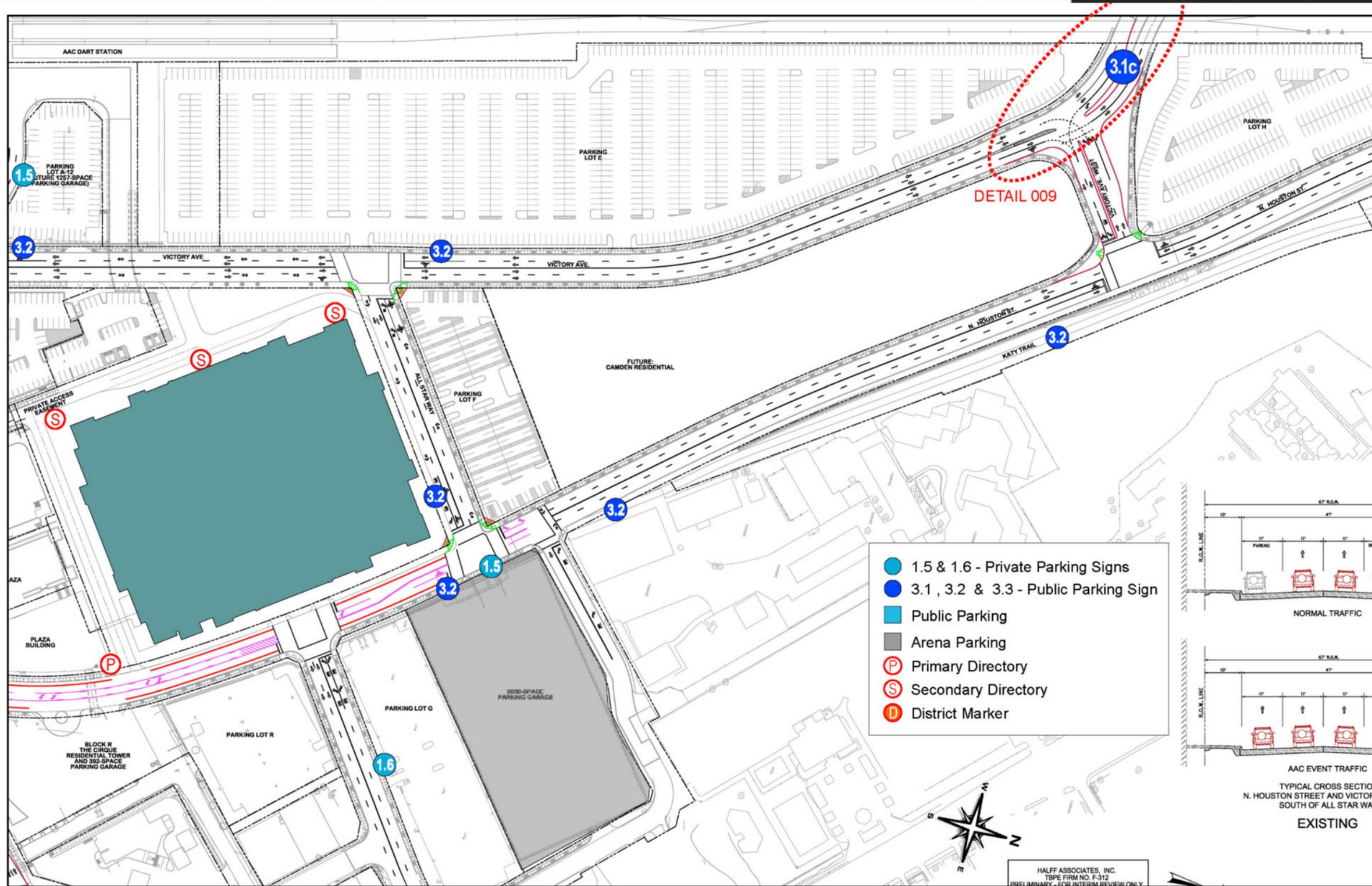
- 1.5 & 1.6 - Private Parking Signs
- 3.1, 3.2 & 3.3 - Public Parking Sign
- Public Parking
- Arena Parking
- P Primary Directory
- S Secondary Directory
- D District Marker

Scale: 1"=300'



Victory Tomorrow - Overall Location Plan

District Wayfinding Elements



District Wayfinding Elements



Olive Street : Photo O-3 (With Tree)



DETAIL 001



Victory Tomorrow

District Wayfinding Elements



Olive Street : Photo O-4



DETAIL 002

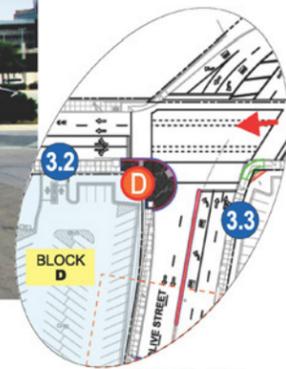


Victory Tomorrow

District Wayfinding Elements



Victory Ave. : Photo V9-08



DETAIL 003

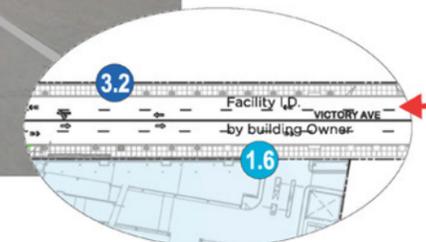


Victory Tomorrow

District Wayfinding Elements



Photo V12 - SOUTH BOUND ON VICTORY AVE. APPROACHING MUSEUM WAY.



DETAIL 004

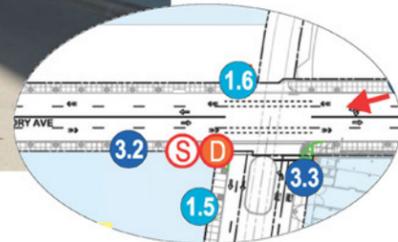


Victory Tomorrow

District Wayfinding Elements



Photo V18 - SOUTH BOUND ON VICTORY AVE. AT MUSEUM WAY.



DETAIL 005



Victory Tomorrow



District Wayfinding Elements



Photo C2 - EAST BOUND ON CONTINENTAL AVE. APPROACHING VICTORY AVE.



DETAIL 006



Victory Tomorrow



District Wayfinding Elements



PHOTO C2 - EAST BOUND ON CONTINENTAL AVE. APPROACHING VICTORY AVE. - NIGHT VIEW



DETAIL 006



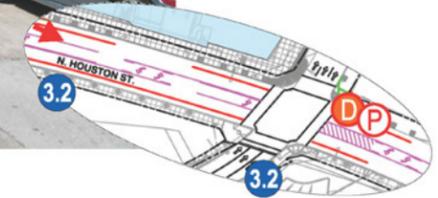
Victory Tomorrow



District Wayfinding Elements



Photo NH1a - SOUTH BOUND ON N. HOUSTON ST. APPROACHING LAMAR ST.



DETAIL 007



Victory Tomorrow



District Wayfinding Elements



Photo NH8 - SOUTH BOUND ON N. HOUSTON ST. APPROACHING MUSEUM WAY.



DETAIL 008

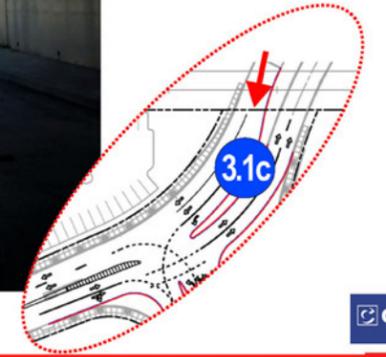


Victory Tomorrow

District Wayfinding Elements

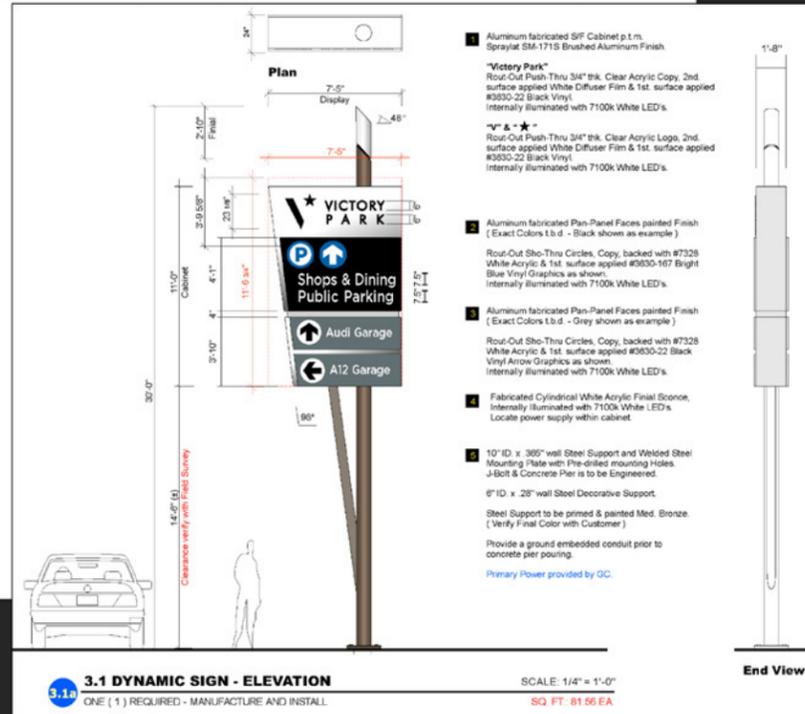


HL-4 PHOTO SOUTH BOUND ON VICTORY AVE.



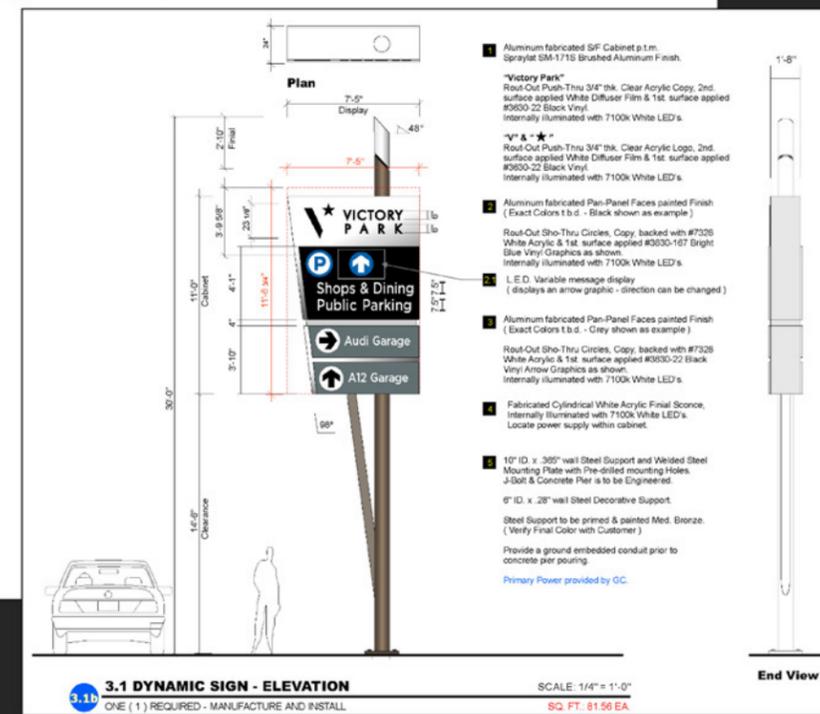
Victory Tomorrow

District Wayfinding Elements



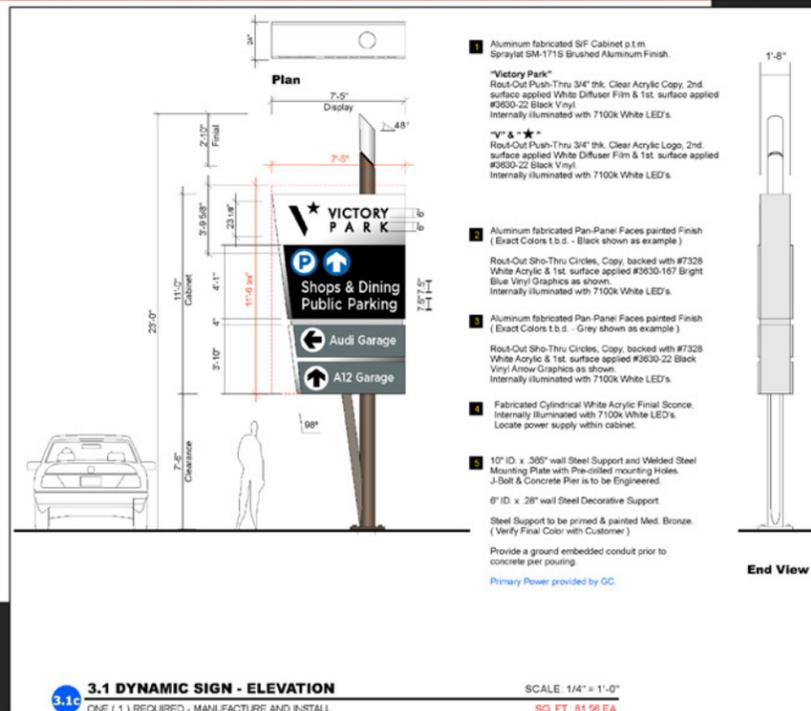
Public Parking Signs

District Wayfinding Elements



Public Parking Signs

District Wayfinding Elements



Public Parking Signs

District Wayfinding Elements

3.2a SIGN - ELEVATION
TWENTY-THREE (23) REQUIRED - MANUFACTURE AND INSTALL
SCALE: 1/4" = 1'-0"
SQ. FT. 65 EA

3.2b SIGN - ELEVATION
TWENTY-THREE (23) REQUIRED - MANUFACTURE AND INSTALL
SCALE: 1/4" = 1'-0"
SQ. FT. 65 EA

Code Compliance

Restaurants
Shopping
Cinemas
Restrooms
American Airlines Center
Victory Park
Perot Museum
West End
DART Station
Katy Trail

Chandler Signs
Brand Image Signage Here

Public Parking Signs

35

District Wayfinding Elements

1.5 SIGN - ELEVATION
SEVEN (7) REQUIRED - MANUFACTURE AND INSTALL
SCALE: 3/4" = 1'-0"
SQ. FT. 35.6 EA

1.6 SIGN - ELEVATION
SEVEN (7) REQUIRED - MANUFACTURE AND INSTALL
SCALE: 3/4" = 1'-0"
SQ. FT. 35.6 EA

Code Compliance

Restaurants
Shopping
Cinemas
Restrooms
American Airlines Center
Victory Park
Perot Museum
West End
DART Station
Katy Trail

Chandler Signs
Brand Image Signage Here

Directories

36

District Wayfinding Elements

1.5 SIGN - ELEVATION
FIVE (5) REQUIRED - MANUFACTURE AND INSTALL
SCALE: 1/4" = 1'-0"
SQ. FT. 43.3 EA

1.6 SIGN - ELEVATION
FIVE (5) REQUIRED - MANUFACTURE AND INSTALL
SCALE: 1/4" = 1'-0"
SQ. FT. 43.3 EA

Code Compliance

Restaurants
Shopping
Cinemas
Restrooms
American Airlines Center
Victory Park
Perot Museum
West End
DART Station
Katy Trail

Chandler Signs
Brand Image Signage Here

Directories

37

District Wayfinding Elements

1.5 SIGN - ELEVATION
FIVE (5) REQUIRED - MANUFACTURE AND INSTALL
SCALE: 1/4" = 1'-0"
SQ. FT. 43.3 EA

1.6 SIGN - ELEVATION
FIVE (5) REQUIRED - MANUFACTURE AND INSTALL
SCALE: 1/4" = 1'-0"
SQ. FT. 43.3 EA

Code Compliance

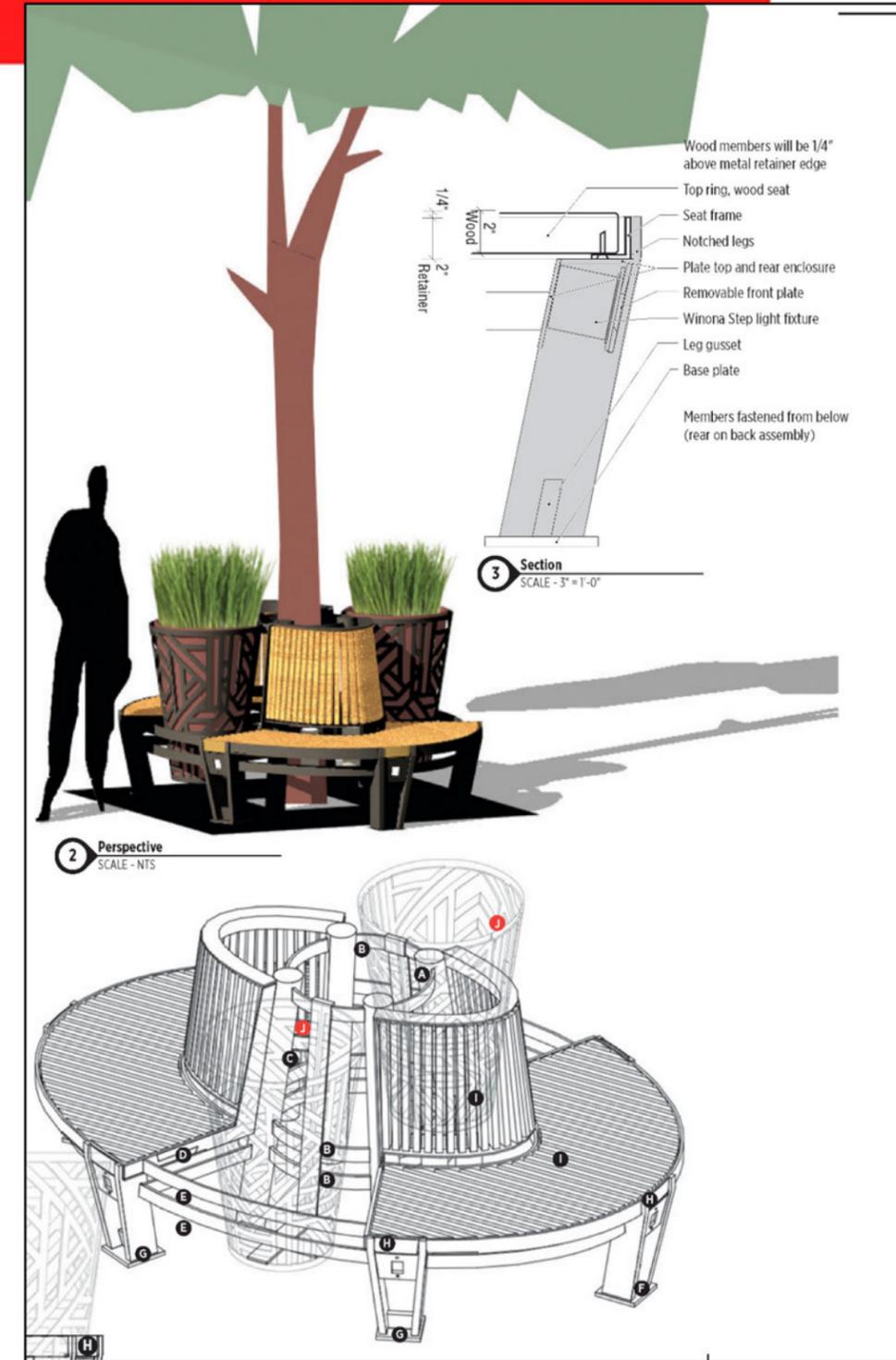
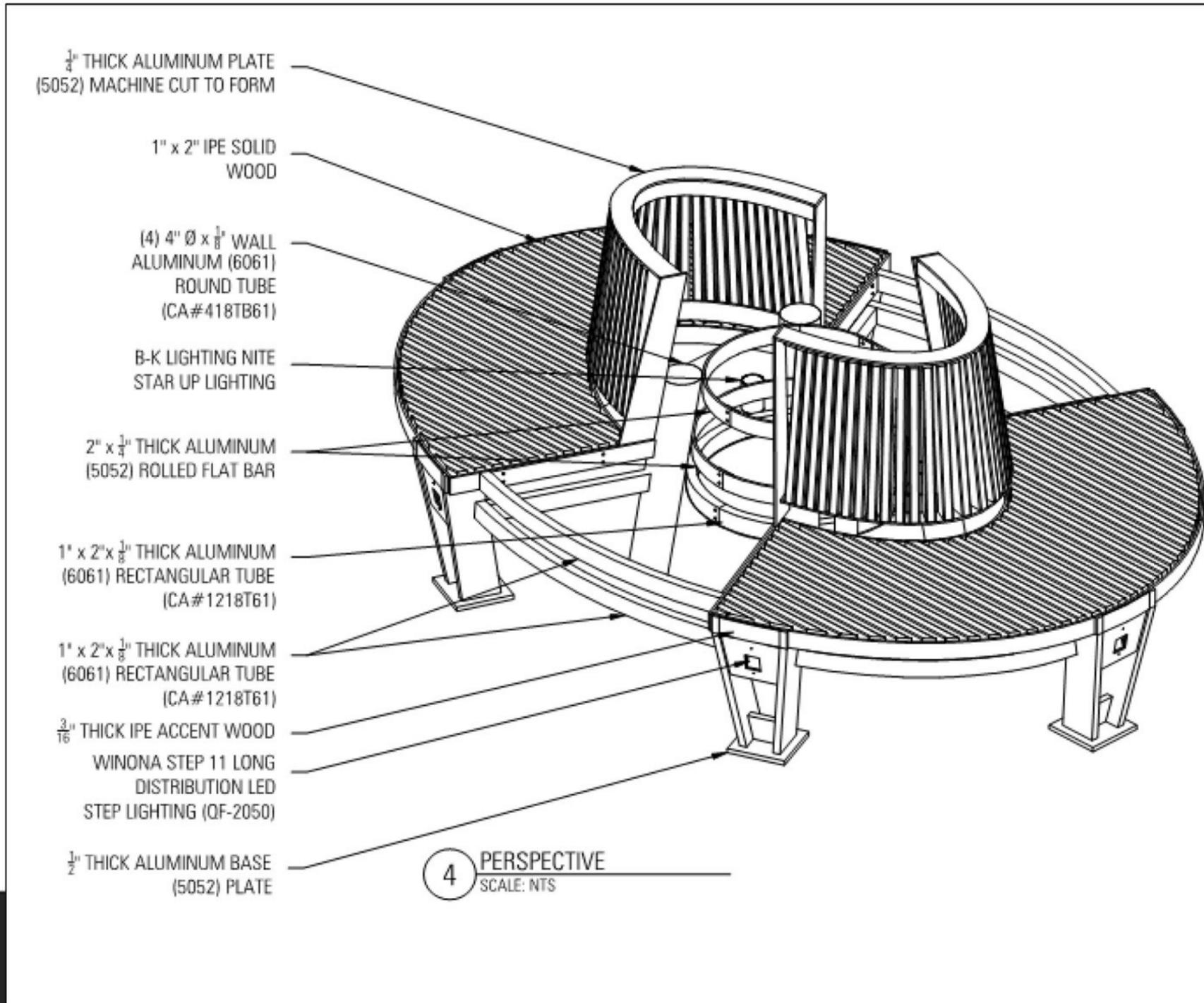
Restaurants
Shopping
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Chandler Signs
Brand Image Signage Here

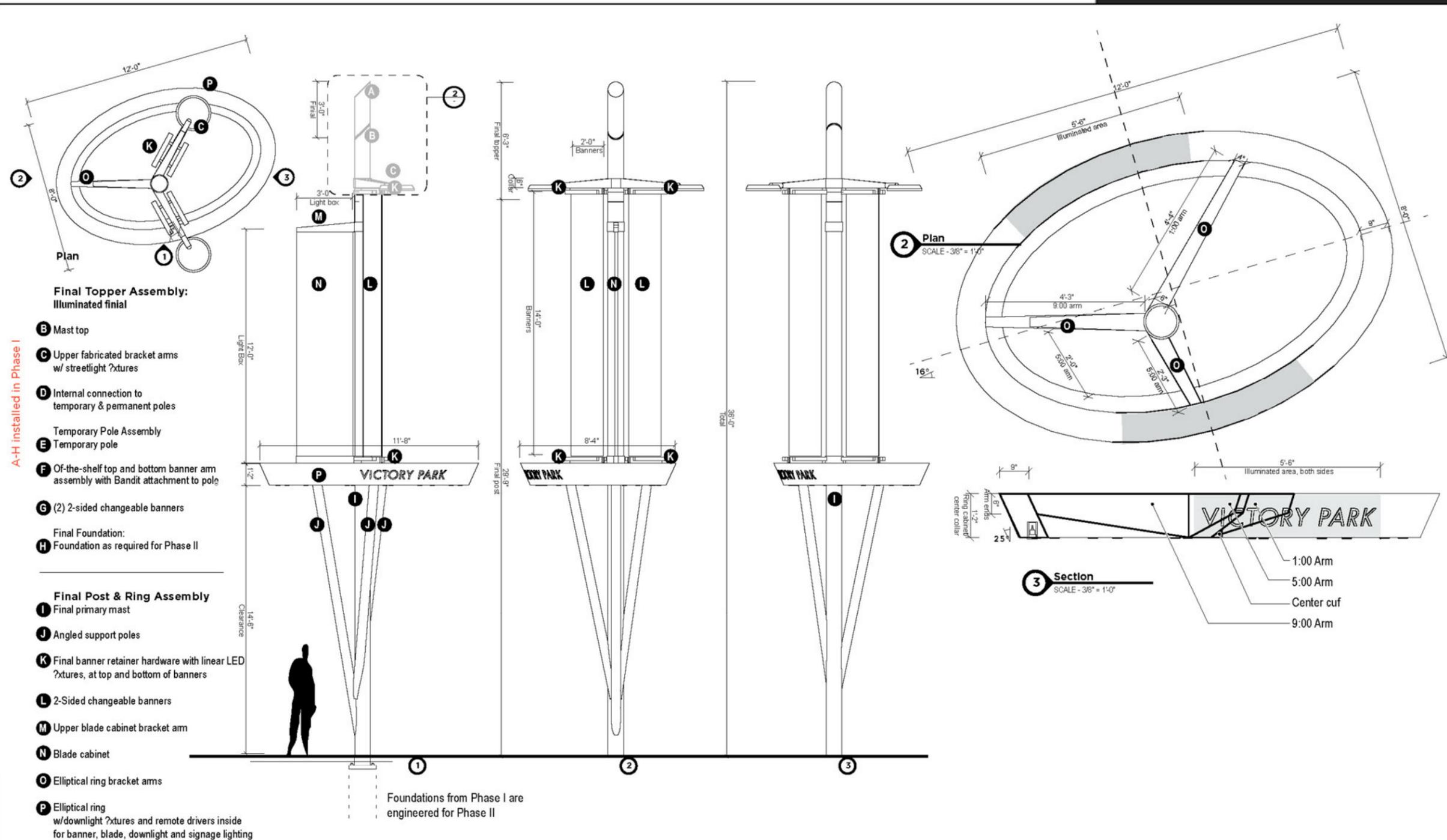
Private Parking Signs

38

Appendix



Appendix



D DISTRICT MARKER - ELEVATION
NINETEEN (19) REQUIRED - MANUFACTURE AND INSTALL

SCALE: 3/16" = 1'-0"

