

UDPRP Review Summary 1.24.14

Urban Design Peer Review Panel

DATE: 1.24.14

TIME: 8:30am

PROJECT: West End Marketplace Hotel

LOCATION: Dallas City Hall Room 5ES

Overview

Below is a summary of the Urban Design Peer Review Panel for the West End Marketplace Hotel as derived from the January 24 Peer Review session.

Advice Summary

- [1] The renovation and repurposing of the West End Marketplace building from its past history to a hotel is very well done.
- [2] The visual character and quality of the plaza is excellent including the addition of green space elements and pedestrian amenities.
- [3] The panel encourages a reorganization of the plaza elements to allow for more flexible uses and a wider range of activities. Effort should also be made to avoid the distinction between the city owned portion and the privately owned portion.
- [4] The reorganization of plaza elements should also promote strong pedestrian connections between the Dallas Alley and Market Street.
- [5] Strongly consider the relocation of more visible and active program uses (i.e. health, meeting space, etc.) to the northern edge of the building along Dallas Alley to visually and programmatically animate the alley and the northern face of the building.